

March 5, 2024

[FY12/24] Preliminary Monthly Sales Report of Directly Managed Stores for February 2024

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1. Overview

Monthly sales at directly managed stores in February 2024 were 111.2% YoY for all stores and 95.8% for existing stores.
 In February, sales at all stores exceeded the previous year's result continuing from January due to keeping strong sales of new products of the spring-summer collection 2024 in each channel and the effect of new stores that opened last year.
 Sales at all existing stores declined from the previous year's result due to the impact of reduced store size caused by the renovation of the GINZA SIX store (physical store) since January, despite opening a pop-up store at GINZA SIX from February until the renovation is completed and a favorable trend in sales of the new products.
 In March, the Company plans to add many new products of the spring-summer collection 2024 while golf season is in full swing. In addition, the Company will work to strengthen sales through the reopening after renovation of GINZA SIX store on March 20 (planned) and other initiatives.

2. FY12/24 Sales of Directly Managed Stores (YoY)

		Jan-2024	Feb-2024	Mar-2024	Apr-2024	May-2024	Jun-2024	First half	Jul-2024	Aug-2024	Sep-2024	Oct-2024	Nov-2024	Dec-2024	Second half	Full year
All stores	EC	109.5%	100.8%					105.5%								105.5%
	Physical store	109.9%	118.6%					114.3%								114.3%
	Total	109.7%	111.2%					110.4%								110.4%
Existing stores	EC	109.5%	100.8%					105.5%								105.5%
	Physical store	92.2%	92.1%					92.1%								92.1%
	Total	100.4%	95.8%					98.1%								98.1%

3. (Reference) FY12/23 Sales of Directly Managed Stores (YoY)

		Jan-2023	Feb-2023	Mar-2023	Apr-2023	May-2023	Jun-2023	First half	Jul-2023	Aug-2023	Sep-2023	Oct-2023	Nov-2023	Dec-2023	Second half	Full year
All stores	EC	104.6%	88.3%	91.1%	97.6%	110.8%	114.0%	100.0%	114.5%	93.7%	101.2%	86.8%	92.2%	108.2%	98.6%	99.3%
	Physical store	100.6%	99.0%	82.3%	110.4%	125.8%	119.0%	104.6%	121.0%	116.4%	102.8%	98.5%	105.8%	113.7%	108.0%	106.4%
	Total	102.4%	94.2%	85.8%	105.1%	119.6%	116.9%	102.7%	117.9%	106.1%	102.2%	93.9%	101.1%	111.7%	104.3%	103.5%
Existing stores	EC	104.6%	88.3%	91.1%	97.6%	110.8%	114.0%	100.0%	114.5%	93.7%	101.2%	86.8%	92.2%	108.2%	98.6%	99.3%
	Physical store	93.3%	99.0%	80.0%	91.9%	103.6%	103.2%	93.5%	104.1%	97.9%	91.2%	80.9%	88.2%	95.8%	91.6%	92.5%
	Total	98.3%	94.2%	84.5%	94.2%	106.6%	107.7%	96.2%	109.0%	96.0%	95.0%	83.3%	89.6%	100.4%	94.4%	95.3%

1. The above data are based on sales (retail prices) in the company's directly operated domestic stores and online stores, which are aggregated on a monthly basis.
2. The information provided in this monthly sales relates to 'Domestic Retail', 'Domestic EC' and 'Overseas EC' of the Company's sales channels.
3. Same-store sales are calculated on the basis of sales in stores that were open both in the month under review and in the same month of the previous year.
4. Monthly sales (YoY) are calculated on the basis of retail price, so there is no impact from the change in revenue recognition standard.
5. The above data are as at the date of publication. Any differences from the final figures will be revised and reported in the following month's publication.