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August 7, 2024

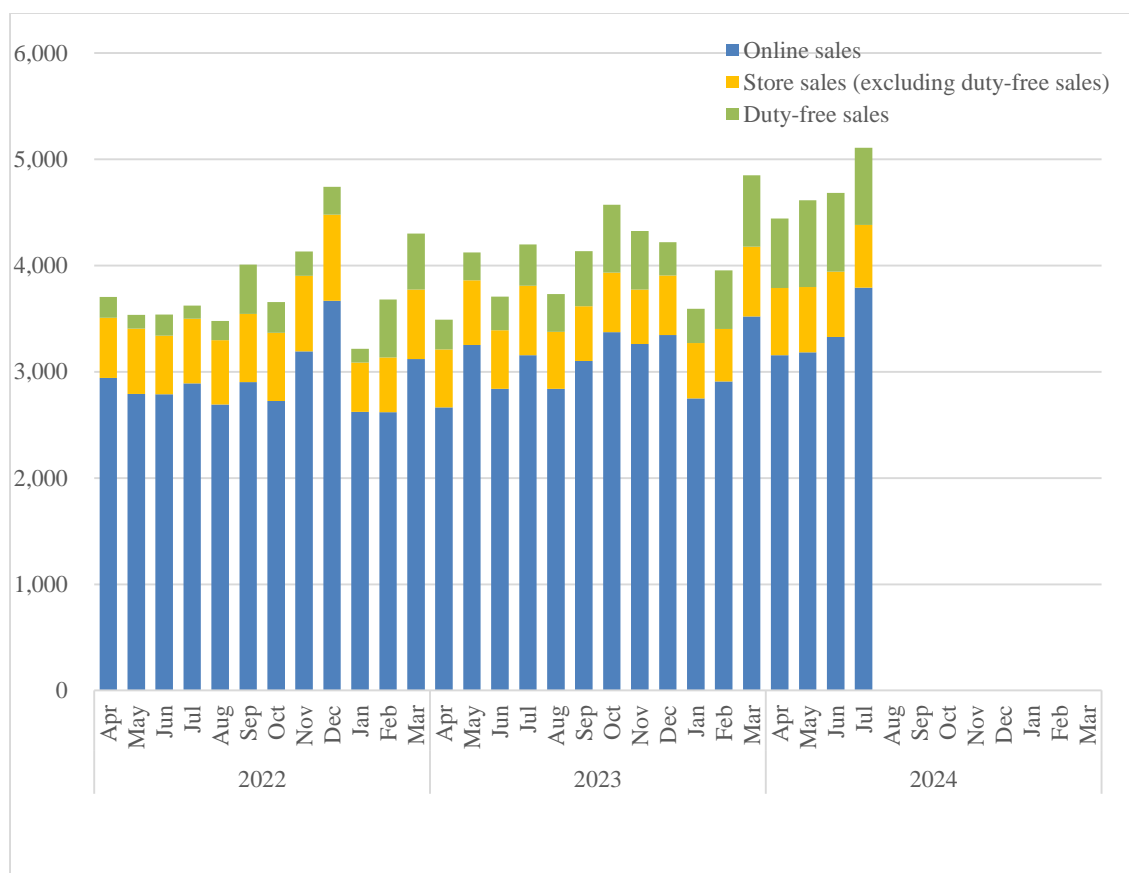
Company Name: Syuppin Co., Ltd.
 Representative: Naohiko Ono,
 CEO and Representative Director
 (Code: 3179, Tokyo Stock Exchange PRIME)
 Inquiries: Risa Okabe,
 CFO, CHRO and Director
 (Phone +81-3-3342-2944)

Notice of Monthly Information for July 2024

This is to announce the monthly information for July 2024 as follows.

	July 2024	YoY / MoM Change (Note 1)
Net Sales	5,109million yen	121.7%
Online Sales	3,791million yen	120.0%
Online Members	694,281	+ 5,202

In July, the company's total sales surpassed 5 billion yen for the first time, reaching a record high. The main camera business achieved double-digit year-on-year growth in both overall and online sales, showing significant expansion. The watch business maintained a steady performance, similar to the same month last year. Additionally, the number of new online members has been steadily increasing.



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Trend of monthly sales and No. of members.

FY ending March 2024	Net Sales (Million yen)		Online Sales (Million yen)		No. of Online Members	
April 2023	3,490	94.2%	2,664	90.6%	623,450	+ 3,457
May 2023	4,122	116.6%	3,252	116.4%	627,172	+ 3,722
June 2023	3,707	104.7%	2,839	101.8%	631,348	+ 4,176
July 2023	4,197	115.8%	3,157	109.1%	635,576	+ 4,228
August 2023	3,730	107.1%	2,838	105.3%	639,266	+ 3,690
September 2023	4,136	103.2%	3,102	106.9%	643,499	+ 4,230
October 2023	4,572	125.0%	3,373	123.8%	647,377	+ 3,878
November 2023	4,326	104.7%	3,261	102.1%	651,507	+ 4,130
December 2023	4,219	89.0%	3,346	91.2%	656,567	+ 5,060
January 2024	3,592	111.7%	2,748	104.8%	661,133	+ 4,566
February 2024	3,954	107.5%	2,909	111.1%	665,340	+ 4,207
March 2024	4,850	112.6%	3,521	112.7%	670,676	+ 5,336
FY ending March 2025						
April 2024	4,442	127.3%	3,156	118.5%	676,557	+ 5,881
May 2024	4,613	111.9%	3,183	97.9%	683,070	+ 6,513
June 2024	4,684	126.4%	3,327	117.2%	689,079	+ 6,009
July 2024	5,109	121.7%	3,791	120.0%	694,281	+ 5,202

(Notes)

1. The changes in net sales and online sales are on a year-on-year basis, while the changes in the number of online members are on a month-on-month basis.
2. The figures announced in the notice of net sales are provisional, and may be subject to revision when a future update is made. This material is not audited by any audit corporation.
3. The cumulative total of net sales for individual months is not identical to the net sales figure included in the financial results due to the quarterly adjustments of financial accounts.
4. A notice of monthly information is announced on the fifth business day of the month after the month concerned, excluding Saturdays, Sundays, and national holidays. The timing of the announcement is subject to change without prior notice.