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February 2025 Monthly YoY Change in Sales and Number of Company-owned Stores

Monthly review

There was one less business day due to the absence of a leap day, which resulted in a decrease of approximately 3.6 ppt in both the year-on-year same store sales and same store customer traffic. At the same time, we saw a steady number of customers as the average temperature remained lower than last year in many regions.

As a result, all stores sales increased by 29.0%, year on year in February and same stores sales increased by 6.0%, and same stores sales (excluding stores closed for refurbishment) increased by 5.6%. In addition, same store sales (all business hours) on a per-day basis, excluding the impact of one fewer business day, increased by 9.6% year on year.

*List of stores closed for refurbishment in February 2025 (refurbishment periods)

■Machida Shoten

- Nakamozu (January 15 to February 9)
- Toyohashi (January 20 to February 16)

■Butayama

- Machida (February 1 to April 13)

*List of stores closed for refurbishment in February 2024 (refurbishment periods)

■Machida Shoten

- Himeji (February 1 to March 3)
- Kuroiso Shoten (February 14 to February 29)

■Butayama

- Ofuna (January 13 to March 5)

Year-on-year change in sales and number of company-owned stores in Japan

Fiscal year ending October 31, 2025

		November	December	January	February	March	April	1H
All stores	All business hours	Sales	128.6%	126.7%	129.5%	129.0%		128.4%
		# of customers	120.4%	118.0%	120.1%	119.1%		119.4%
		Average check	106.8%	107.3%	107.8%	108.3%		107.6%
Same stores	All business hours	Sales	107.3%	105.7%	107.3%	106.0%		106.5%
		# of customers	100.5%	98.3%	99.2%	97.1%		98.8%
		Average check	106.8%	107.5%	108.1%	108.8%		107.8%
	excluding stores closed for refurb	Sales	108.6%	106.0%	107.4%	105.6%		106.9%
		# of customers	101.6%	98.6%	99.2%	97.2%		99.2%
		Average check	106.9%	107.5%	108.2%	108.7%		107.8%
# of stores		Current year	226	231	232	235		
		Previous year	189	190	190	192	194	197

			May	June	July	August	September	October	2H	Full year	
All stores	All business hours	Sales								128.4%	
		# of customers								119.4%	
		Average check									107.6%
Same stores	All business hours	Sales								106.8%	
		# of customers								99.3%	
		Average check									107.5%
	excluding stores closed for refurb	Sales									106.5%
		# of customers									98.8%
		Average check									107.8%
# of stores											
			200	203	209	212	217	223	223	223	

Notes 1 Percentages are rounded to first decimal places.

2 Stores refer to our company-owned stores in Japan.

3 Same stores are defined as those in operation at least 16 months.

4 Same stores sales represent comparable sales (current vs. previous year).

5 Same stores sales (excluding stores closed for refurbishment) represent comparable sales (current vs. previous year) excluding stores closed for refurbishment.

6 Numbers in the table above are preliminary and unaudited, therefore, may differ from those based on actual results in the financial statements.

(Reference) Previous fiscal year ended October 31, 2024

			November	December	January	February	March	April	1H
All stores	All business hours	Sales	135.3%	132.5%	126.9%	128.7%	123.5%	117.0%	127.0%
		# of customers	129.0%	126.6%	122.5%	124.1%	118.8%	113.1%	122.1%
		Average check	104.9%	104.7%	103.6%	103.7%	103.9%	103.5%	104.0%
Same stores	All business hours	Sales	115.5%	115.0%	112.2%	114.1%	109.5%	103.5%	111.4%
		# of customers	109.8%	109.3%	107.9%	109.8%	105.0%	99.7%	106.8%
		Average check	105.2%	105.3%	104.0%	104.0%	104.2%	103.7%	104.4%
	excluding stores closed for refurb	Sales	115.5%	115.7%	112.8%	116.2%	113.2%	105.3%	112.9%
		# of customers	109.9%	110.1%	108.6%	112.0%	108.8%	101.6%	108.4%
		Average check	105.1%	105.1%	103.9%	103.8%	104.0%	103.7%	104.2%
# of stores			189	190	190	192	194	197	197
			160	162	165	169	171	174	174

			May	June	July	August	September	October	2H	Full year
All stores	All business hours	Sales	118.7%	119.4%	121.3%	129.0%	128.4%	124.6%	123.7%	125.2%
		# of customers	114.5%	114.8%	114.4%	121.2%	120.6%	117.0%	117.1%	119.5%
		Average check	103.7%	104.1%	106.0%	106.4%	106.4%	106.5%	105.6%	104.8%
Same stores	All business hours	Sales	105.2%	105.3%	106.2%	111.4%	109.4%	103.9%	106.9%	109.0%
		# of customers	101.3%	101.0%	100.0%	104.6%	102.7%	97.5%	101.1%	103.8%
		Average check	103.8%	104.3%	106.3%	106.5%	106.6%	106.6%	105.7%	105.0%
	excluding stores closed for refurb	Sales	107.3%	110.0%	109.7%	110.5%	109.5%	105.9%	108.8%	110.7%
		# of customers	103.4%	105.7%	103.1%	103.8%	102.7%	99.3%	102.9%	105.4%
		Average check	103.8%	104.1%	106.3%	106.5%	106.6%	106.7%	105.7%	105.0%
# of stores			200	203	209	212	217	223	223	223
			177	179	181	181	183	185	185	185

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