

Sales, number of customers, average spend per customer for Fiscal year ending Feb. 2014(year on year)

Sep 1,2013
(%)

		Mar	Apr	May	Jun	Jul	Aug	1H	Sep	Oct	Nov	Dec	Jan	Feb	2H	FY
Existing stores	Sales	105.8	88.6	97.2	102.9	91.1	95.9	96.6								
	Number of customers	103.3	87.4	96.8	102.2	92.2	92.9	95.4								
	Ave. spend per customer	102.4	101.4	100.4	100.7	98.8	103.3	101.2								
All Stores	Number of customers	104.9	88.2	97.5	102.9	91.2	96.1	96.5								
	Number of retail customers	102.5	87.1	97.1	102.1	92.5	93.5	95.5								
	Ave. spend per customer	102.4	101.3	100.5	100.8	98.7	102.9	101.1								
Number of stores	New stores	7	5	0	2	2	1	17								
	Store closure	0	2	0	1	4	5	12								
	Total no. of stores	483	486	486	487	485	481	481								

Note: The above are preliminary figures. In principle, preliminary figures are announced by the second business day of each month.

In cases where a difference exists between the preliminary and final figures, the preliminary figures will be revised to reflect the final figures when announcing the preliminary figures for the following month.

Overview

In August, sales struggled until the mid month.

During Bon(the Lantern Festival)week, the sales picked up due to the experimental marketing approach of newspaper flyer.

However, the severe summer heat discouraged the sales of early autumn items and therefore, ended up with lackluster sales.

In product categories, kid's items performed well, but both men's and women's cut & sewn showed sluggish sales.

Number of stores opened 1
Number of stores closed: 5
Number of stores Mac-House: 303; MAC-HOUSE PLAZA: 30;
 OUTLET-J: 97; Blueberry: 8; Goalway: 32;
 COCONUT WORLD: 4; eco-casu-ya: 5;
 Lee Cooper Store: 1; Dickies: 1;
 Total: 481

FOR CASUAL LIFE
Mac-House