

Monthly Sales Result for Fiscal year ending Feb. 2014(year on year)

(%)

		Mar	Apr	May	1Q	Jun	Jul	Aug	2Q	1H
Existing Stores	Sales	105.8	88.6	97.2	96.7	102.9	91.1	95.9	96.5	96.6
	No. of Customers	103.3	87.4	96.8	95.3	102.2	92.2	92.9	95.6	95.4
	Ave. Purchase per Customer	102.4	101.4	100.4	101.5	100.7	98.8	103.3	101.0	101.2
All Stores	Sales	104.9	88.2	97.5	96.4	102.9	91.2	96.1	96.6	96.5
	No. of Customers	102.5	87.1	97.1	95.1	102.1	92.5	93.5	95.8	95.5
	Ave. Purchase per Customer	102.4	101.3	100.5	101.4	100.8	98.7	102.9	100.8	101.1
No. of Stores	New Stores	7.0	5.0	0.0	12.0	2.0	2.0	1.0	5.0	17.0
	Store Closure	0.0	2.0	0.0	2.0	1.0	4.0	5.0	10.0	12.0
	Total No. of Stores	483	486	486	486	487	485	481	481	481

		Sep	Oct	Nov	3Q	Dec	Jan	Feb	4Q	2H	Total
Existing Stores	Sales	93.7	85.7		88.7					88.7	94.8
	No. of Customers	91.8	88.2		89.7					89.7	94.1
	Ave. Purchase per Customer	102.1	97.1		98.9					98.9	100.6
All Stores	Sales	94.0	85.8		88.8					88.8	94.7
	No. of Customers	92.1	88.4		89.9					89.9	94.2
	Ave. Purchase per Customer	102.1	97.0		98.8					98.8	100.5
No. of Stores	New Stores	3.0	3.0		6.0						23.0
	Store Closure	1.0	2.0		3.0						15.0
	Total No. of Stores	483	484		484						484

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 October, because of the unseasonal warm weather until mid month and the large scale typhoon hit twice across the country, the sales of fall and winter items such as cardigans and pull-overs were much lower than the same month of the previous year.

The competition in the market was also severe and we saw decrease in number of customers and average purchase per customer both in existing stores and all stores as shown above.

In product categories, denim pants sold well, however, cut and sewn category was lackluster.

New Stores: 3

Store Closures: 2

Number of Stores:

MAC HOUSE: 321, MAC-HOUSE PLAZA: 27  
OUTLET J: 98, BLUEBERRY: 8, GOALWAY: 20  
COCONUTS WORLD: 4, ECO-CAJI-YA: 4  
LEE COOPER STORE: 1, DICKIES: 1  
TOTAL: 484

Remarks:

The second quarterly financial statement will be announced on October 10th.  
Any questions regarding the earnings results will not be able to be answered beforehand.

**Mac-House**