

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	91.0	89.6	91.5			91.5	90.3	93.8
	No. of Customers	91.8	88.2	94.1	91.4	92.8			92.8	91.8	94.0
	Ave. Purchase per Customer	102.1	97.1	96.7	98.1	98.6			98.6	98.3	99.8
All Stores	Sales	94.0	85.8	90.9	89.7	91.8			91.8	90.4	93.8
	No. of Customers	92.1	88.4	94.3	91.6	93.5			93.5	92.2	94.1
	Ave. Purchase per Customer	102.1	97.0	96.5	97.9	98.2			98.2	98.0	99.6
No. of Stores	New Stores	3.0	3.0	6.0	12.0	2.0			2.0	14.0	31.0
	Store Closure	1.0	2.0	4.0	7.0	0.0			0.0	7.0	19.0
	Total No. of Stores	483	484	486	486	488			488	488	488

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 December 2013, existing store sales decreased by 8.5% and all stores sales decreased by 8.2%.
The sales of winter items such as jackets and coats were lackluster, though the cold weather started in mid month and sales picked up to some extent.
In item categories, mens' and ladies' denim pants and kids' apparel showed solid sales.

New Stores: 2

Store Closures: 0

Number of Stores:

MAC HOUSE: 326, MAC-HOUSE PLAZA: 27
OUTLET J: 97, BLUEBERRY: 9, GOALWAY: 20
COCONUTS WORLD: 3, ECO-CAJI-YA: 4
LEE COOPER STORE: 1, DICKIES: 1
TOTAL: 488

Mac-House