

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	101.8	110.5	98.0	93.9	95.2
	No. of Customers	91.8	88.2	94.1	91.4	92.8	107.9	117.8	102.4	96.9	96.1
	Ave. Purchase per Customer	102.1	97.1	96.7	98.1	98.6	94.3	93.8	95.7	96.9	99.0
All Stores	Sales	94.0	85.8	90.9	89.7	91.8	100.9	109.2	97.6	93.7	95.1
	No. of Customers	92.1	88.4	94.3	91.6	93.5	106.9	115.9	102.1	96.9	96.1
	Ave. Purchase per Customer	102.1	97.0	96.5	97.9	98.2	94.4	94.2	95.7	96.8	98.9
No. of Stores	New Stores	3.0	3.0	6.0	12.0	2.0	0.0	0.0	2.0	14.0	31.0
	Store Closure	1.0	2.0	4.0	7.0	0.0	4.0	2.0	6.0	13.0	25.0
	Total No. of Stores	483	484	486	486	488	484	482	482	482	482

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 February 2014, the number of customers significantly rose because of the ongoing inventory clearance sale and store renovation sale in association with the launching of the "Navy Store" in March. (The "Navy Store" is the new in-shop project for life-style related miscellaneous goods.)  
The increased number of customers boosted the sales of winter clothes.  
As a result, both all-stores and existing-stores sales rose YoY.

By product, winter commodity items performed well and colorful leggings pants and other spring items sold well too.

New Stores: 0

Store Closures: 2

Number of Stores:

MAC HOUSE: 324, MAC-HOUSE PLAZA: 27  
OUTLET J: 95, BLUEBERRY: 9, GOALWAY: 20  
COCONUTS WORLD: 3, ECO-CAJI-YA: 2  
LEE COOPER STORE: 1, DICKIES: 1  
TOTAL: 482