

Monthly Sales Result for Fiscal year ending Feb. 2018(year on year)

(%)

		Mar	Apr	May	1Q	Jun	Jul	Aug	2Q	1H
Same Stores	Sales	86.4	94.4	93.3	91.6	93.4	100.7	97.4	97.3	94.3
	No. of Customers	85.4	92.4	90.7	89.8	92.8	100.6	100.3	98.1	94.0
	Ave. Purchase per Customer	101.1	102.1	102.8	102.0	100.6	100.1	97.1	99.2	100.3
All Stores	Sales	83.8	90.9	89.8	88.4	90.0	97.4	93.7	93.9	91.0
	No. of Customers	82.7	88.8	87.2	86.5	89.5	97.5	96.4	94.7	90.6
	Ave. Purchase per Customer	101.4	102.4	103.0	102.2	100.6	100.0	97.1	99.2	100.4
No. of Stores	New Stores	2	1	0	3	0	1	0	1	4
	Store Closure	3	1	5	9	1	1	5	7	16
	Total No. of Stores	432	432	427	427	426	426	421	421	421

		Sep	Oct	Nov	3Q	Dec	Jan	Feb	4Q	2H	Total
Same Stores	Sales	101.4	93.9		96.6					96.6	94.8
	No. of Customers	105.8	96.7		100.2					100.2	95.4
	Ave. Purchase per Customer	95.9	97.1		96.3					96.3	99.4
All Stores	Sales	96.5	90.3		92.5					92.5	91.3
	No. of Customers	100.9	93.3		96.3					96.3	91.9
	Ave. Purchase per Customer	95.7	96.7		96.1					96.1	99.4
No. of Stores	New Stores	0	3		3					3	7
	Store Closure	5	6		11					11	27
	Total No. of Stores	416	413		413					413	413

Note: The "same store" means the store operated 14months or more. The number of the same store changes every month. 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.

Summary :

In Oct 2017 , the same store sales decreased 6.1 % year on year (yoy), while all store sales were down by 9.7% yoy.  
Typhoons hit two weekends in a row, affected harshly on the sales of later half month.  
There was also one less Saturday which gave a negative impact on existing store sales yoy about 2 pt..

As the temperature dropped, the demand of jackets and coats rose and the underwear and legwear too were high in demand, but not enough to cover the lost sales.

Regarding the new store openings, we are attracting attention through a new in-store shop called, "mini-price corner", offering low-priced accessories, bags, shoes,etc. These products are developed for women and successfully leading women customers into our stores.

New Store: 3

Store Closures: 6

Number of Stores:

MAC HOUSE: 361 (including Mac-House Super Store : 7, MHSSF:39, Mac-House Outlet : 5),

MAC-HOUSE PLAZA: 14, OUTLET J: 27, BLUEBERRY: 3, GOALWAY: 7, Navy Store: 1

TOTAL: 413