Mac-House Co., Ltd.
2018/Jan/04

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	92.9	95.1	97.3			97.3	95.8	94.9
	No.of Customers	105.8	96.7	94.3	97.9	103.2			103.2	99.5	96.2
	Ave. Purchase per Customer	95.9	97.1	98.5	97.1	94.3			94.3	96.2	98.7
All Stores	Sales	96.5	90.3	90.0	91.5	94.9			94.9	92.5	91.7
	No.of Customers	100.9	93.3	91.8	94.5	101.4			101.4	96.6	93.0
	Ave. Purchase per Customer	95.7	96.7	98.0	96.7	93.6			93.6	95.8	98.5
No. of Stores	New Stores	0	3	2	5	3			3	8	12
	Store Closure	5	6	2	13	0			0	13	29
	Total No. of Stores	416	413	413	413	416			416	416	416

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 Dec 2017, the same store sales dropped 2.7 % year on year (yoy), while all store sales were down by 5.1% yoy.
There were many cold days this year and the winter clothes such as outerwears remained strong.
In addition, innerwear, legwear and homewear continued to be strong as in the previous month.

Despite growth in sales quantities of our core item, bottomswear, the overall sales fell below the previous year because we increased the the share of low priced items and so the average pricepoint became lower. The total sales qty of existing stores in all categories was about 105% yoy.

The estimated impact of calender shift of newyear holidays is minus three points on existing stores. As a result, both existing stores' and all stores' sales in this month were as described above.

New Store: 3

Store Closures: 0

Number of Stores:
MAC HOUSE: 365 (including Mac-House Super Store：10, MHSSF:45, Mac-House Outlet：5),
MAC-HOUSE PLAZA: 14, OUTLET J：26, BLUEBERRY：3, GOALWAY：7, Navy Store: 1
TOTAL: 416

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