

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	92.3	96.3	95.5	95.3	94.8
	No. of Customers	105.8	96.7	94.3	97.9	103.2	100.2	101.3	101.8	99.8	96.8
	Ave. Purchase per Customer	95.9	97.1	98.5	97.1	94.3	92.0	95.1	93.8	95.4	97.9
All Stores	Sales	96.5	90.3	89.9	91.5	94.9	89.0	92.6	92.5	92.0	91.5
	No. of Customers	100.9	93.3	91.8	94.5	101.4	97.5	98.6	99.5	97.0	93.6
	Ave. Purchase per Customer	95.7	96.7	98.0	96.7	93.6	91.3	94.0	93.0	94.9	97.7
No. of Stores	New Stores	0	3	2	5	3	0	1	4	9	13
	Store Closure	5	6	2	13	0	6	1	7	20	36
	Total No. of Stores	416	413	413	413	416	410	410	410	410	410

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 Feb 2018, the same store sales dropped 3.7 % year on year (yoy), while all store sales were down by 7.4% yoy.

There were many cold days in this month and the sales of spring items were sluggish.

We saw a decrease in average purchase per customer. Since last year, we have increased the share of "low unit priced items" to invite more customers to our store. However, the more low priced items were sold, the lower average purchase per customer had become.

Our core category, the bottoms, faced the same dilemma. The low priced PB bottoms took away its share from the middled priced PB bottoms.

By category, kidswear, inner and leg wear and home relaxing wear have shown steady sales.

Overall, we saw a fall in customer numbers in the 1H year. In the second half year, the customers had come back to our stores, but the average purchase per customer had lowered.

The two new store formats, "Mac-House Super Store" and "Mac-House Super Store Future", now become 56 stores in total. The new store image has been accepted by the customers has overwritten the old image of Mac-House.

New Store: 1

Store Closures: 1

Number of Stores:

MAC HOUSE: 362 (including Mac-House Super Store : 10, MHSSF:46, Mac-House Outlet : 5),

MAC-HOUSE PLAZA: 14, OUTLET J: 25, BLUEBERRY: 3, GOALWAY: 5, Navy Store: 1

TOTAL: 410

Mac-House