

Monthly Sales Result for Fiscal year ending Feb. 2019(year on year)

(%)

		Mar	Apr	May	1Q	Jun	Jul	Aug	2Q	1H
Same Stores	Sales	100.0	92.2	83.7	91.3	93.7	85.8	90.8	89.7	90.5
	No. of Customers	105.1	96.4	88.6	95.8	94.9	90.3	95.5	93.2	94.4
	Ave. Purchase per Customer	95.2	95.6	94.4	95.3	98.7	95.0	95.1	96.2	95.9
All Stores	Sales	97.6	91.3	84.5	90.6	94.8	86.4	90.4	90.2	90.4
	No. of Customers	103.5	97.0	91.8	96.8	98.1	92.6	97.0	95.6	96.1
	Ave. Purchase per Customer	94.3	94.2	92.1	93.6	96.6	93.3	93.2	94.4	94.0
No. of Stores	New Stores	0	6	1	7	1	0	0	1	8
	Store Closure	2	0	2	4	0	0	1	1	5
	Total No. of Stores	408	414	413	413	414	414	413	413	413

		Sep	Oct	Nov	3Q	Dec	Jan	Feb	4Q	2H	Total
Same Stores	Sales	90.9	81.9	92.0	88.0	93.9			93.9	90.0	90.3
	No. of Customers	93.6	87.6	97.4	92.9	99.7			99.7	95.0	94.7
	Ave. Purchase per Customer	97.0	93.5	94.5	94.8	94.3			94.3	94.6	95.3
All Stores	Sales	92.2	84.0	93.6	89.7	95.5			95.5	91.6	90.9
	No. of Customers	97.0	92.5	101.1	96.9	103.2			103.2	98.9	97.3
	Ave. Purchase per Customer	95.1	90.9	92.6	92.6	92.6			92.6	92.6	93.5
No. of Stores	New Stores	3	4	2	9	3			3	12	20
	Store Closure	2	4	1	7	0			0	7	12
	Total No. of Stores	414	414	415	415	418			418	418	418

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 December 2018, sales were down, as a result of more above-normal temperature days compared to last year. Heavy coats and jackets and warm pants were lackluster, affected by the weather, and pulled down the average sales per customer. Though sweatshirts, hoodies and homewears showed solid sales, and the sales of winter coats and jackets had risen towards the end of the month, that was not enough to cover the loss of the month.

Because of the launching of new items and lively sales promotion and price-down campaign, the number of customer increased.

New Store: 3

Store Closure: 0

Number of Stores:

MAC HOUSE: 378 (including MHGA: 1, MHSS: 12, MHSSF:61, MHUS:3, Mac-House Outlet: 4),

MAC-HOUSE PLAZA: 13, OUTLET J: 20, BLUEBERRY: 3, GOALWAY: 3, Navy Store: 1

TOTAL: 418