

Monthly sales data and summary for October 2016

Fiscal period from March 1, 2016 to February 28, 2017.

Y/Y(%)

		Mar	Apr	May	1Q	Jun	Jul	Aug	2Q	1H	
Existing Stores	Sales	-1.4	0.0	-4.3	-1.9	-1.4	1.7	-5.3	-1.7	-1.8	
	Number of Customers	-9.1	-8.3	-10.4	-9.3	-5.6	-1.8	-10.1	-5.9	-7.7	
	Sales per Customer	8.4	9.0	6.8	8.1	4.4	3.5	5.2	4.4	6.3	
All Stores	Sales	-3.0	-1.9	-5.8	-3.5	-2.8	0.1	-6.6	-3.1	-3.3	
	Number of Customers	-10.5	-10.1	-12.0	-10.9	-7.1	-3.5	-11.5	-7.4	-9.2	
	Sales per Customer	8.4	9.0	7.0	8.2	4.6	3.7	5.4	4.6	6.4	
Number of Stores	New Stores	1	6	1	8	1	1	0	2	10	
	Store Closures	4	2	3	9	2	2	5	8	18	
	Total Stores	1,070	1,074	1,072	1,072	1,071	1,070	1,065	1,065	1,065	
		Sep	Oct	Nov	3Q	Dec	Jan	Feb	4Q	2H	Full Year
Existing Stores	Sales	-5.9	1.2		-2.3					-2.3	-1.9
	Number of Customers	-7.8	-0.1		-4.0					-4.0	-6.9
	Sales per Customer	2.0	1.2		1.6					1.6	5.3
All Stores	Sales	-7.6	-0.4		-3.9					-3.9	-3.5
	Number of Customers	-9.6	-1.7		-5.6					-5.6	-8.4
	Sales per Customer	2.1	1.4		1.8					1.8	5.3
Number of Stores	New Stores	2	3		5					5	15
	Store Closures	1	2		3					3	21
	Total Stores	1,066	1,067		1,067					1,067	1,067

* Existing stores: Year-on-year sales comparison of the stores operating for more than 13 months.* Existing stores: The stores operating more than 15 months.

* Preliminary year-on-year sales comparison is released at the beginning of a month and final data is released in or after the middle of a month.

In October, all store sales and the existing store sales were 99.6% and 101.2% of those in the same period last year, respectively. We estimate that one more Sunday had a positive effect of approximately two percentage points.

The sales of men's shoes remained strong as a whole. The sales of junior shoes and mules significantly exceeded those of last year. Especially, business shoes recorded a double-digit sales increase, as the newly added product line-up "CEDAR CREST 'ULTRA LIGHT'" gained popularity among customers. Products for autumn and winter have been selling briskly after October 27, when the real chilly season started. Consequently, the existing store sales outperformed those of last year.

We carried out a sales campaign "Fukuoka Softbank Hawks – Thank you for the impressive season!" twice—in the beginning and middle of October. We enhanced further sales promotion by releasing television commercials "trade-in-your-shoes-at-double-price campaign" and "walking aid project."

With respect to new store openings and closures, we opened three stores and closed two stores. This month, as a new store in areas close to stations as well as shopping quarters, we opened a SHOE PLAZA in Kashiwa MODI, next to JR Keihin Station.

- Number of stores opened: 3 (SP: 3)
- Number of stores closed: 2 (CY: 1, SP: 1)
- Number of stores remodeled: 3 (PT=>SP: 2, PT=>TSRC: 1)
- Number of stores (as of the end of October 2016)

Chiyoda (CY): 67

Tokyo Shoes Retailing Center (TSRC): 586

Shoe Plaza (SP) + Shoe Plaza Park (SPP): 387

SPC: 19

Shoes Paletta (PT): 8

----- Total: 1,067