

Monthly sales data and summary for November 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	-3.2	-2.7					-2.7	-2.1
	Number of Customers	-7.8	-0.1	-4.7	-4.3					-4.3	-6.7
	Sales per Customer	2.0	1.2	1.5	1.6					1.6	4.9
All Stores	Sales	-7.6	-0.4	-4.6	-4.1					-4.1	-3.6
	Number of Customers	-9.6	-1.7	-6.3	-5.9					-5.9	-8.2
	Sales per Customer	2.1	1.4	1.8	1.8					1.8	5.0
Number of Stores	New Stores	2	3	0	5					5	15
	Store Closures	1	2	3	6					6	24
	Total Stores	1,066	1,067	1,064	1,064					1,064	1,064

* 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 November, all store sales and the existing store sales were 95.4% and 96.8% of those in the same period last year, respectively. One fewer Sunday had a negative effect of approximately three percentage points.

It snowed in Hokkaido and Tohoku regions. Slip-resistant shoes and arctic shoes line-ups "Bio Fitter Snow Style" and "Bio Fitter Thermo" were the driving force in the overall strong sales in those regions. On the other hand, the sales in western Japan were sluggish. Out of product categories, the sales of men's shoes were brisk, with proactively added new product line-ups "CEDAR CREST ULTRA LIGHT" as well as "CEDAR CREST CLASSICS."

With regard to sales promotion, we continuously focused on trade-in services. We released television commercials simultaneously all over the country, and enhanced "trade-in-your-shoes-at-double-price campaign" and "trade-in-your-sneakers-at-triple-price campaign."

With respect to new store openings and closures, we opened no stores and closed three stores this month. We remodeled two stores in line with the locational characteristics: one Tokyo Shoes Retailing Center store and one Chiyoda store to two SHOE PLAZA stores.

- Number of stores opened: 0
- Number of stores closed: 3 (TSRC: 2, SP: 1)
- Number of stores remodeled: 2 (TSRC=>SP: 1, CY=>SP: 1)
- Number of stores (as of the end of November 2016)

Chiyoda (CY): 66

Tokyo Shoes Retailing Center (TSRC): 583

Shoe Plaza (SP) + Shoe Plaza Park (SPP): 388

SPC: 19

Shoes Paletta (PT): 8

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