

Monthly sales data and summary for December 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	-4.0			-4.0	-3.0	-2.3
	Number of Customers	-7.8	-0.1	-4.7	-4.3	-4.5			-4.5	-4.3	-6.5
	Sales per Customer	2.0	1.2	1.5	1.6	0.5			0.5	1.3	4.4
All Stores	Sales	-7.6	-0.4	-4.6	-4.1	-5.2			-5.2	-4.4	-3.8
	Number of Customers	-9.6	-1.7	-6.3	-5.9	-5.9			-5.9	-5.9	-8.0
	Sales per Customer	2.1	1.4	1.8	1.8	0.7			0.7	1.5	4.5
Number of Stores	New Stores	2	3	0	5	2			2	7	17
	Store Closures	1	2	3	6	0			0	6	24
	Total Stores	1,066	1,067	1,064	1,064	1,066			1,066	1,066	1,066

* 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 December, all store sales and existing store sales were 94.7% and 95.9% of those in the same period last year, respectively.

Sales of the full-year merchandise including business shoes and sneaker line-ups namely "CEDAR CREST" and "BIO-FITTER" remained strong. However, sales of the winter merchandise showed a sluggish growth. Especially, the sales of women's sheepskin boots fell drastically.

As for sales measures, we released television commercials nationwide and actively enhanced the "double coupon campaign," which is a trade-in service especially popular at the end of the year. Simultaneously, we also held a Christmas campaign of "blanket giveaway with purchasing of 5,000 yen or more."

In addition, as part of the restoration support for the Kumamoto earthquake, we sold packages of waterproof sprays with Kumamon illustration and donated 10 yen per sale to the nonprofit organization, Free the Children Japan.

With respect to new store openings and closures, we opened two stores: Tokyo Shoes Retailing Center Valor Shimizu Takahashi and Shoe Plaza Aeon Mall Sankoh. There were no store closures this month.

- Number of stores opened: 2 (TSRC: 1, SP: 1)
- Number of stores closed: 0
- Number of stores remodeled: 0
- Number of stores (as of the end of December 2016)

Chiyoda (CY): 66

Tokyo Shoes Retailing Center (TSRC): 584

Shoe Plaza (SP) + Shoe Plaza Park (SPP): 389

SPC: 19

Shoes Paletta (PT): 8

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