May 10, 2021

Company name	GIFT INC. (Stock code: 9279, TSE1)
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April 2021 Monthly YoY Change in Sales and Number of Directly Operated Stores

Year-on-year change in sales and number of directly operated stores in Japan

Fiscal year ending October 31, 2021

		November	December	January	February	March	April	1H
All stores	Sales	123.8%	122.7%	117.3%	109.0%	126.2%	156.7%	126.0%
	# of customers	120.1%	118.3%	112.8%	103.7%	121.3%	161.2%	122.9%
	Average check	103.1%	103.8%	104.0%	105.2%	104.1%	97.2%	102.9%
Same stores	Sales	94.8%	94.6%	101.7%	113.3%	100.3%	128.0%	105.4%
	# of customers	92.0%	92.3%	98.0%	110.8%	99.2%	127.2%	103.2%
	Average check	103.0%	102.5%	103.8%	102.3%	101.1%	100.6%	102.2%
# of stores	Current year	113	115	118	119	123	127	127
	Previous year	87	88	88	88	92	96	96

		May	June	July	August	September	October	2H	Full year
All stores	Sales								126.0%
	# of customers								122.9%
	Average check								102.9%
Same stores	Sales								105.4%
	# of customers								103.2%
	Average check								102.2%
# of stores	Current year								127
	Previous year	99	103	105	108	111	111	111	111

Monthly review

Same stores sales represent comparable sales (current vs. previous year), excluding sales during period with operating hours shortened. In case that sales during the period are included, year-on-year changes in sales, number of customers and average check are 114.0%, 117.8% and 96.8%, respectively in April, while 91.4%, 89.4% and 102.6% on a year-to-date basis (November to March).

Customer traffic increased on a year-on-year basis in April because we had seen a sharp decline in sales in the same month of the previous year due to declaration of the first state of emergency.

However, we continued to operate our stores, taking measures to prevent the spread of infection although most of them shortened their operating hours to comply with requests from local governments in response to implementation of stricter COVID-19 measures and declaration of third state of emergency. Under such situation, we continued to expand stores offering home delivery and to-go services.

As a result, in April, all stores sales increased by 56.7 % and same stores sales increased by 28.0% compared to the same month of the previous year.

Notes 1 Percentages are rounded to first decimal places.
2 Sales and number of stores include those of our subsidiary RAMEN TENKA INC.
3 Same stores are defined as those in operation at least 16 months.
4 Numbers in the table above are preliminary and unaudited, therefore, may differ from those based on actual results in the financial statements.

(Reference) Previous fiscal year ended October 31, 2020

		November	December	January	February	March	April	1H
All stores	Sales	140.9%	140.7%	140.7%	138.6%	115.7%	92.5%	128.2%
	# of customers	137.3%	137.1%	135.8%	136.7%	113.8%	85.3%	124.3%
	Average check	102.6%	102.7%	103.6%	101.4%	101.7%	108.4%	103.4%
Same stores	Sales	100.3%	97.9%	95.7%	96.7%	86.3%	75.6%	92.1%
	# of customers	97.7%	96.2%	94.1%	95.6%	85.7%	70.9%	90.0%
	Average check	102.7%	101.8%	101.7%	101.1%	100.8%	106.7%	102.5%
# of stores	Current year	87	88	88	88	92	96	96
	Previous year	57	58	60	63	66	70	70

		May	June	July	August	September	October	2H	Full year
All stores	Sales	116.0%	128.0%	133.1%	119.9%	125.3%	129.6%	125.3%	126.7%
	# of customers	105.4%	121.0%	124.5%	113.3%	119.3%	123.5%	117.8%	121.1%
	Average check	110.0%	105.8%	106.9%	105.8%	105.1%	105.0%	106.4%	104.9%
Same stores	Sales	90.1%	88.5%	92.5%	93.0%	95.4%	96.8%	92.7%	92.4%
	# of customers	84.0%	84.7%	87.0%	87.3%	90.3%	92.4%	87.6%	88.8%
	Average check	107.4%	104.4%	106.3%	106.6%	105.7%	104.8%	105.9%	104.2%
# of stores	Current year	99	103	105	108	111	111	111	111
	Previous year	71	73	74	84	85	86	86	86