December 5, 2024

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-November 2024 Monthly Sales Summary for fiscal year Jan. 1, 2024 through Dec. 31, 2024 (% YoY)-

✓ Monthly Sales YoY, Number of Stores

	All Store(%)	Same Store(%)	Openings	Closings	Number of stores
Jan	10.3	6.6	0	2	292
Feb	13.8	10.1	2	1	293
Mar	15.9	12.0	2	1	294
Apr	10.8	7.4	5	0	299
May	18.7	14.5	0	0	299
Jun	25.1	21.2	1	0	300
Jul	9.2	5.5	3	0	303
Aug	17.3	12.5	0	1	302
Sep	27.6	22.0	3	0	305
Oct	17.7	14.3	0	0	305
Nov	21.4	17.1	2	0	307
Dec					
1Q	13.2	9.4	4	4	294
2Q	18.5	14.6	6	0	300
3Q	16.9	12.3	6	1	305
4Q					
1H	15.9	12.1	10	4	300
2H					
Total					

Note 1: The figures above are based on preliminary figures for management accounting, and may differ from actual results.
Note 2: Existing stores are stores that were open in the same month of the previous year and the same month of the current year.
Note 3: In addition to the above, there are adjustments for EC sales, wholesale sales, revenue recognition standards, etc., so the change in sales on the income statement will not match the change in sales.

✓ Topics

Continuing from last month, the nationwide promotional campaign featuring professional volleyball players Yuki Ishikawa and Mayu Ishikawa continued to be effective, and sales of Galileo, a special-structure eyeglass frame that does not use any metal, were strong. In addition, sales of the first collaborative eyewear line with Emiri Hemmi, “Zoff | emiri”, were strong. As a result, sales for the year increased by 21.4% for all stores and by 17.1% for existing stores.

✓ Store Openings and Closings

Opeings: Zoff AEON Mall Musashimurayama, Zoff Whity Umeda
Closings: -

✓ Historical Monthly Sales YoY

	All Store Sales				Same Store Sales			
	2020	2021	2022	2023	2020	2021	2022	2023
Jan	11.2	-3.6	11.5	4.0	5.8	-10.4	6.7	2.7
Feb	12.9	11.9	-6.3	9.5	7.5	4.5	-10.1	8.7
Mar	-23.4	22.2	13.4	3.9	-27.0	13.3	9.7	4.0
Apr	-80.8	399.0	16.1	5.8	-81.8	353.8	12.5	4.8
May	-65.0	140.8	28.9	10.9	-67.0	119.9	25.4	9.6
Jun	12.6	-16.1	13.1	12.6	5.8	-21.7	10.2	11.8
Jul	11.3	-5.8	14.8	19.8	3.0	-11.6	12.8	17.7
Aug	12.6	-17.0	13.0	21.6	5.1	-23.1	11.8	19.5
Sep	-11.9	-1.2	5.2	4.5	-17.7	-7.2	3.9	2.8
Oct	19.3	2.7	2.6	6.9	12.4	-3.4	1.4	3.7
Nov	7.4	7.6	2.5	10.4	0.8	1.6	1.1	7.6
Dec	-2.6	17.6	-2.2	14.6	-9.8	12.4	-3.2	10.9
1Q	-1.3	8.6	6.7	5.5	-5.9	0.8	2.6	4.8
2Q	-43.9	62.6	19.2	9.8	-47.2	49.9	15.8	8.8
3Q	3.8	-8.5	11.2	15.8	-3.3	-14.4	9.7	14.0
4Q	7.1	9.5	0.8	10.8	0.1	3.7	-0.4	7.6
1H	-23.2	29.1	12.7	7.7	-27.4	19.8	9.0	6.8
2H	5.3	0.1	5.8	13.4	-1.7	-5.8	4.4	10.8
Total	-9.0	12.3	9.1	10.5	-14.6	4.9	6.6	8.8

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