October 3, 2024

Company name	GIFT HOLDINGS INC. (Stock code: 9279, Tokyo Prime Market)
Representative	Sho Tagawa, President and Representative Director
Inquiries	Masanori Enoki, Director & General Manager, Corporate Planning Division
Email	ml-ir@gift-group.co.jp
Tel	+81-3-5990-4650

September 2024 Monthly YoY Change in Sales and Number of Company-owned Stores

Monthly review

We saw a steady number of customers despite the lingering summer heat in Japan, because the price revision in July had an insignificant effect on customer behavior and there was one more holiday compared to the same month last year.
As a result, all stores sales increased by 28.4%, year on year in September and same stores sales increased by 9.4%, and same stores sales (excluding stores closed for refurbishment) increased by 9.5%.

*List of stores closed for refurbishment in September (refurbishment periods)

■Machida Shoten

- Seto (September 1 to October 6)
- Gotemba (September 17 to December 9)
- Hatsudai (September 24 to September 26)

Year-on-year change in sales and number of company-owned stores in Japan

Fiscal year ending October 31, 2024

			November	December	January	February	March	April	1H
All stores	All business hours	Sales	135.3%	132.5%	126.9%	128.7%	123.5%	117.0%	127.0%
		# of customers	129.0%	126.6%	122.5%	124.1%	118.8%	113.1%	122.1%
		Average check	104.9%	104.7%	103.6%	103.7%	103.9%	103.5%	104.0%
Same stores	All business hours	Sales	115.5%	115.0%	112.2%	114.1%	109.5%	103.5%	111.4%
		# of customers	109.8%	109.3%	107.9%	109.8%	105.0%	99.7%	106.8%
		Average check	105.2%	105.3%	104.0%	104.0%	104.2%	103.7%	104.4%
	excluding stores closed for refurb	Sales	115.5%	115.7%	112.8%	116.2%	113.2%	105.3%	112.9%
		# of customers	109.9%	110.1%	108.6%	112.0%	108.8%	101.6%	108.4%
		Average check	105.1%	105.1%	103.9%	103.8%	104.0%	103.7%	104.2%
# of stores		Current year	189	190	190	192	194	197	197
		Previous year	160	162	165	169	171	174	174

			May	June	July	August	September	October	2H	Full year
All stores	All business hours	Sales	118.7%	119.4%	121.3%	129.0%	128.4%		123.5%	125.3%
		# of customers	114.5%	114.8%	114.4%	121.2%	120.6%		117.1%	119.7%
		Average check	103.7%	104.1%	106.0%	106.4%	106.4%		105.4%	104.6%
Same stores	All business hours	Sales	105.2%	105.3%	106.2%	111.4%	109.4%		107.6%	109.6%
		# of customers	101.3%	101.0%	100.0%	104.6%	102.7%		101.9%	104.5%
		Average check	103.8%	104.3%	106.3%	106.5%	106.6%		105.5%	104.9%
	excluding stores closed for refurb	Sales	107.3%	110.0%	109.7%	110.5%	109.5%		109.4%	111.2%
		# of customers	103.4%	105.7%	103.1%	103.8%	102.7%		103.7%	106.1%
		Average check	103.8%	104.1%	106.3%	106.5%	106.6%		105.5%	104.8%
# of stores		Current year	200	203	209	212	217			
		Previous year	177	179	181	181	183	185		

Notes 1 Percentages are rounded to first decimal places.

2 Stores refer to our company-owned stores in Japan.
3 Same stores are defined as those in operation at least 16 months.
4 Same stores sales represent comparable sales (current vs. previous year).
5 Same stores sales (excluding stores closed for refurbishment) represent comparable sales (current vs. previous year) excluding stores closed for refurbishment.
6 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, 2023

		November	December	January	February	March	April	1H
All stores	Sales	128.3%	128.8%	136.9%	145.0%	138.9%	140.6%	136.3%
	# of customers	124.6%	124.4%	129.9%	137.2%	132.3%	134.7%	130.4%
	Average check	103.8%	104.4%	105.4%	105.7%	105.0%	104.4%	104.5%
Same stores	Sales	112.7%	114.5%	120.2%	123.6%	117.1%	119.6%	117.9%
	# of customers	109.3%	110.1%	113.1%	116.3%	110.9%	113.8%	112.2%
	Average check	103.2%	104.1%	106.3%	106.3%	105.6%	105.1%	105.1%
# of stores	Current year	160	162	165	169	171	174	174
	Previous year	138	141	143	143	146	147	147

		May	June	July	August	September	October	2H	Full year
All stores	Sales	138.8%	139.2%	133.4%	133.2%	130.8%	130.4%	134.1%	135.1%
	# of customers	133.4%	133.4%	126.9%	126.3%	124.2%	123.8%	127.8%	129.0%
	Average check	104.1%	104.3%	105.1%	105.5%	105.3%	105.4%	104.9%	104.7%
Same stores	Sales	117.1%	117.1%	116.4%	117.0%	115.9%	114.0%	116.2%	117.0%
	# of customers	111.6%	111.4%	110.1%	110.3%	109.7%	107.7%	110.1%	111.0%
	Average check	104.9%	105.1%	105.7%	106.1%	105.7%	105.8%	105.6%	105.3%
# of stores	Current year	177	179	181	181	183	185	185	185
	Previous year	147	154	156	159	159	159	159	159

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