February 10, 2025

Company name	AEON CO., LTD.
Listings	TSE PRIME of Tokyo Stock Exchange
Security code	8267
URL	https://www.aeon.info/en/
Representative	Akio Yoshida, President and Representative Executive Officer
Contact	Hiroaki Egawa, Executive Officer, Finance and Business Management
Telephone	+81 43-212-6042

AEON Monthly Operating Performance of Major Consolidated Companies in January 2025

January Sales Trends:

・In early January, we captured demand for special festive occasions spent with family and relatives, driven by increased travel and home visits during the New Year holiday. From January 1st to 5th, we held our New Year sales event, and at AEON MALLs nationwide, we hosted over 900 diverse events to enhance the festive atmosphere. We also expanded our selection of premium treats essential for special gatherings, including large family-sized side dishes, Kuroge Wagyu (Japanese black beef) for sukiyaki, snow crabs, and colorful and luxurious hand-rolled sushi with premium seafood. In the latter half of January, as rising gasoline and consumer prices heightened customers' frugality, we addressed their need for savings by making TOPVALU BESTPRICE the core of our pricing strategy and expanding our lineup of value-for-money products.

・AEON Retail Co., Ltd., in the General Merchandise Store Business, welcomed customers from New Year's Day, offering a delightful shopping journey from the very beginning of the year. These included the “Happy Cart” filled with food items like rice, which has seen price increases, as well as a dedicated cart for electrical goods. Another offering was the “Make Your Own Lucky Bag” service, where customers could select apparel from designated options. Additionally, we expanded our lineup of premium New Year’s foods, such as crab, Wagyu Beef (Japanese beef), and sushi platters, adding a touch of luxury to holiday celebrations. Strong sales of TOPVALU, which catered to consumers’ increasing focus on savings, led to same-store sales exceeding the previous year's results for three consecutive months. In Food, sales remained strong across fresh produce, seafood, delicatessen, groceries, and dairy products, marking the 29th consecutive month of year-over-year same-store sales growth. In Health & Beauty Care (HBC), demand for cold remedies and antigen test kits surged due to a nationwide influenza outbreak. The Dispensing and Pharmacy segment drove sales, and HBC same-store sales exceeded the previous year's results for 35 consecutive months.

・In the Supermarket Business, we focused on expanding sales by enhancing high-end foods for the whole family, boosting point-based promotions, and increasing sales of TOPVALU products. As a result, the total number of customers at existing stores across 10 companies surpassed the previous year’s figure for 10 consecutive months, while same-store sales grew year over year for 23 consecutive months. At Maxvalu Tokai Co., Ltd., in addition to strengthening frozen and delicatessen product offerings, we implemented community-based initiatives, such as expanding the lineup of local products, revitalizing existing stores, and introducing mobile supermarkets. These efforts proved successful, with same-store sales exceeding the previous year’s level for three consecutive months.

・In the Services and Specialty Store Business, COX performed well from the New Year sale through the winter sale. Furthermore, as the temperature dropped, sales of winter items at full price grew, and same-store sales recorded 103.0% compared to the same month last year.

(Unit : %)

FY2024	YoY sales	March	April	May	June	July	August	September	October	November	December	January	February
AEON Retail Co., Ltd.	All stores	105.3	100.6	99.7	107.1	101.0	106.3	102.7	98.5	104.6	102.6	101.8	
	Same stores	105.3	100.8	99.5	107.0	100.5	105.8	102.6	98.5	105.2	103.0	102.0	
AEON Hokkaido Corporation	All stores	106.0	103.3	102.6	107.2	103.1	103.9	105.0	104.5	109.2	108.1	110.7	
	Same stores	104.7	102.0	101.2	105.1	101.0	101.6	102.3	101.8	105.0	100.9	102.7	
AEON KYUSHU CO., LTD.	All stores	102.9	101.0	101.4	105.2	102.7	106.4	105.3	100.6	105.8	104.5	104.7	
	Same stores	102.8	100.7	101.1	104.8	101.3	105.4	105.6	101.4	106.2	105.2	105.1	
CAN DO CO., LTD.	All stores	105.6	102.4	105.8	106.9	104.2	107.3	103.3	99.3	103.1	101.3	99.3	
	Same stores	106.5	101.5	104.4	106.7	102.4	106.8	103.9	98.4	102.9	100.9	98.8	
Maxvalu Tokai Co., Ltd.	All stores	105.8	103.5	101.5	104.5	101.9	106.4	101.1	99.8	104.1	103.8	103.4	
	Same stores	104.1	102.3	100.4	103.4	100.8	105.3	100.1	98.9	102.8	102.8	102.2	
FUJI CO.,LTD	All stores	103.4	100.4	99.1	102.6	98.5	103.6	100.9	98.6	101.7	101.8	101.6	
	Same stores	103.6	100.9	99.8	103.5	99.4	104.4	102.0	99.6	102.7	102.7	102.3	
Inageya Co., Ltd.	All stores	105.5	100.3	99.8	102.5	98.4	105.6	102.5	99.4	102.6			
	Same stores	105.6	100.9	100.4	103.0	98.7	106.3	103.7	100.9	104.6			
MINISTOP CO., LTD.	All stores	97.7	98.8	101.0	101.0	102.2	100.6	99.4	101.6	101.1	101.8	101.5	
	Same stores	98.0	98.7	100.7	100.6	102.1	100.7	99.4	101.7	101.5	102.2	101.9	
COX CO., LTD.	All stores	98.1	106.7	91.8	108.4	97.0	112.8	107.5	89.0	112.2	107.7	105.8	
	Same stores	96.6	103.9	88.3	107.2	94.7	112.4	108.4	87.5	111.0	105.6	103.0	
GFOOT CO., LTD.	All stores	98.0	90.9	90.5	111.3	87.1	97.2	94.1	85.7	100.4	89.7	80.9	
	Same stores	107.4	99.6	99.5	121.1	94.8	105.1	99.2	88.7	104.3	93.2	83.7	

*Figures above are based on each company's disclosure policy.

*1. AEON Retail merged with Bon Belta Co., Ltd. and transferred its Ladies and Men's casual divisions to TOPVALU COLLECTION Co., Ltd. on March 1, 2024.

*2. FUJI CO.,LTD merged with FUJI RETAILING CO.,LTD and Maxvalu Nishinihon Co., Ltd. with FUJI emerging as the surviving entity.

*3. Inageya Co., Ltd. was delisted on November 28, 2024, and became a wholly owned subsidiary of United Super Markets Holdings Inc. on November 30, 2024.

*4. All-store and same-store year-on-year sales of the above companies were calculated excluding the impact of the application of “Accounting Standard for Revenue Recognition (ASBJ Statement No. 29)” .

*5. For CAN DO CO., Ltd. both all-store and same-store sales YoY comparisons are computed after applying the revenue recognition standard mentioned above.

*8. The table has been updated to include the results of United Super Markets Holdings Inc., AEON Fantasy Co., Ltd., and WELCIA HOLDINGS CO., LTD.

«Year-over-year weekday rotation»

① Weekends:Sat. ±0day, Sun.±0day. National holidays: This year; January 1st (Wed.), 13th (Mon.)., Last year; January 1st (Mon.), 8th (Mon.).

② Customer gratitude day: This year ; January 20th (Mon.), 30th (Thu.)., Last year ; January 20th (Sat.), 30th (Tue.).

<Reference material: Segment information (preliminary version)>

(Unit : %)

FY2024	YoY sales/Number of customers	March	April	May	June	July	August	September	October	November	December	January	February
The General Merchandise Store (GMS) Business	Same stores	104.5	100.7	100.1	106.3	100.4	104.5	103.0	99.3	104.8	102.9		
	Number of customers	100.2	99.0	99.1	102.2	98.8	101.3	101.5	99.0	102.1	100.8		
The Supermarket (SM) Business	Same stores	103.4	101.0	100.6	102.5	100.8	105.0	101.4	100.6	103.0	102.9		
	Number of customers	98.8	100.0	101.0	101.1	100.9	101.8	100.7	100.6	101.4	101.4		
The Discount Store (DS) Business	Same stores	105.3	99.5	101.6	106.1	99.3	106.8	101.3	100.9	106.2	105.5		
	Number of customers	99.3	99.0	100.6	102.3	99.2	103.3	101.2	100.7	103.4	103.5		
The Health and Wellness Business	Same stores	101.6	101.1	101.3	103.1	101.4	103.9	99.7	101.3	102.9	106.5		
	Number of customers	99.0	98.4	99.3	102.0	99.2	102.2	99.7	99.8	101.1	104.0		
The Services Business	Same stores	119.9	97.4	76.1	97.2	95.0	115.5	108.9	97.6	102.1	105.5		
	Number of customers	119.6	96.7	61.7	80.5	85.8	113.3	97.9	85.7	93.9	102.1		
The Specialty Store Business	Same stores	104.4	99.1	98.4	113.9	95.5	108.7	103.7	93.7	102.4	100.7		
	Number of customers	98.9	93.6	93.4	105.5	92.4	101.5	99.8	92.5	99.5	96.8		

*9. The figures for the General Merchandise Store (GMS) Business are sourced from the results of 14 companies, including AEON Retail Co., Ltd., AEON Hokkaido Corporation, and AEON KYUSHU CO., LTD., among others.

*10. The figures for the Supermarket Business are sourced from the results of 13 companies, including The Maruetsu, Inc., KASUMI CO., LTD, Inageya Co., Ltd., MaxValu Tokai Co., Ltd., and FUJI CO., LTD., among others.

*11. The figures for the Discount Store Business are sourced from the results of three companies, including AEON BIG CO., LTD. and BIG-A CO., LTD., and another company.

*12. The figures for the Health and Wellness Business are sourced from the results of three companies, WELCIA YAKKYOKU CO., LTD., and others.

*13. The figures for the Services Business are sourced from the results of four companies, namely AEON Fantasy Co., Ltd., AEON ENTERTAINMENT CO., LTD., among others.

Notably, AEON Delight Co., Ltd., a significant player in this segment, is excluded from the dataset.

*14. The figures for Specialty Store Business are sourced from the results of seven companies including COX CO., LTD., GFOOT CO., LTD., AEON PET Co., LTD., and Mega Sports Co., LTD. among others.

*15. The results of January will be announced on the AEON website at a later date. https://www.aeon.info/ir/library/monthly/