March 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 February 2025

February Sales Trends:

·In February, amid lower-than-usual temperatures, we strengthened our product rollout to meet demand for new life events such as graduations and school enrollments. For *Setsubun*, a traditional Japanese event where people drive away bad luck and pray for a year of health and happiness, we enhanced our selection of high-end foods. This included premium thick sushi rolls made with carefully selected ingredients and special *Ehoumaki*, a traditional sushi roll for Setsubun. These rolls were supervised by a renowned chef and offered in attractive value sets. Meanwhile, we expanded the TOPVALU lineup to address the need for easier household chores, introducing Chinese seasoning mixes that require no frying pan for cooking and frozen vegetables that are less affected by price fluctuations, specifically designed for home use rather than commercial purposes.

·AEON Retail Co., Ltd., in the General Merchandise Store Business company, same-store sales fell below the previous year's results, partly due to the leap year effect. Meanwhile, in Food we strengthened our product lineup for *Setsubun* with premium *Tekka* rolls, thick sushi rolls featuring generous portions of fresh tuna, and special rolls made with Seiko-gani, a prized female snow crab from Fukui Prefecture known for its sweet, delicate meat and rich. This offering was part of our efforts to support the Hokuriku region affected by the Noto Peninsula earthquake. In addition, we enhanced our selection of handmade product materials to support those who make their own items as a way to save money and strong sales in Grocery, Daily, Agriculture, Livestock and the imported food specialty store "Caférrant" contributed to same-store sales surpassing the previous year's results for the 30th consecutive month.

In Home Furnishing, AEON Mobile performed well with a diverse range of pricing plans for budget smartphones, while home renovation services captured demand for new life transitions. As a result, same-store sales in this division also exceeded the previous year's performance.

·In the Supermarket Business, in addition to strengthening price appeals at day-of-week markets, efforts such as the rollout of regional development products and the expansion of TOPVALU product range contributed to sales growth. Consequently, the number of customers at the existing stores for 10 major companies exceeded the previous year's level for 11 consecutive months, and the same-store sales also exceeded the previous year's figures for 24 consecutive months. Maxvalu Tokai Co., Ltd. continued to rolled out high-end foods for *Setsubun* and the development and introduction of "*jimono*"(regional specialty products) in various regions. Furthermore, the expansion of mobile supermarket service areas and participation in "Health Campaigns" aimed at improving the health of local customers, in collaboration with local governments, led to same-store sales exceeding the previous year's figures for four consecutive months.

·COX CO., LTD. in the Service & Specialty Store Business, experienced robust sales of winter items such as outerwear and knitwear were driven by the impact of the cold wave. While sales of spring products struggled, strong performance in ceremony-related and business-oriented items bolstered overall sales. As a result, same-store sales exceeded the previous year's figures, reaching 102.2% of the previous year's performance.

(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	99.7
	Same stores	105.3	100.8	99.5	107.0	100.5	105.8	102.6	98.5	105.2	103.0	102.0	99.7
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	107.7
	Same stores	104.7	102.0	101.2	105.1	101.0	101.6	102.3	101.8	105.0	100.9	102.7	99.8
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	103.0
	Same stores	102.8	100.7	101.1	104.8	101.3	105.4	105.6	101.4	106.2	105.2	105.1	103.3
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	101.7
	Same stores	106.5	101.5	104.4	106.7	102.4	106.8	103.9	98.4	102.9	100.9	98.8	100.4
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	102.1
	Same stores	104.1	102.3	100.4	103.4	100.8	105.3	100.1	98.9	102.8	102.8	102.2	100.9
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	100.0
	Same stores	103.6	100.9	99.8	103.5	99.4	104.4	102.0	99.6	102.7	102.7	102.3	100.7
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	97.9
	Same stores	98.0	98.7	100.7	100.6	102.1	100.7	99.4	101.7	101.5	102.2	101.9	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	102.9
	Same stores	96.6	103.9	88.3	107.2	94.7	112.4	108.4	87.5	111.0	105.6	103.0	102.2
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	85.8
	Same stores	107.4	99.6	99.5	121.1	94.8	105.1	99.2	88.7	104.3	93.2	83.7	88.7

*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; February 11th (Tue.), 24th (Mon.)., Last year; February 12nd (Mon.), 23rd (Fri).

② Customer gratitude day: This year ; February 20th (Thu.), 26th (Wed.), 27th (Thu.)., Last year ; February 20th (Tue.), 27th (Tue.), 28th (Wed.).

<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	102.4	
	Number of customers	100.2	99.0	99.1	102.2	98.8	101.3	101.5	99.0	102.1	100.8	100.2	
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	102.8	
	Number of customers	98.8	100.0	101.0	101.1	100.9	101.8	100.7	100.6	101.4	101.4	101.5	
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	106.4	
	Number of customers	99.3	99.0	100.6	102.3	99.2	103.3	101.2	100.7	103.4	103.5	104.3	
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	101.7	
	Number of customers	99.0	98.4	99.3	102.0	99.2	102.2	99.7	99.8	101.1	104.0	99.7	
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	107.4	
	Number of customers	119.6	96.7	61.7	80.5	85.8	113.3	97.9	85.7	93.9	102.1	109.2	
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	96.0	
	Number of customers	98.9	93.6	93.4	105.5	92.4	101.5	99.8	92.5	99.5	96.8	92.6	

*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 February will be announced on the AEON website at a later date. https://www.aeon.info/ir/library/monthly/