April 10, 2025


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| **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 |
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# AEON Monthly Operating Performance of Major Consolidated Companies in March 2025

**March Sales Trends:**

**・In March, due to rising prices, product price adjustments were made more frequently than last year in the market, increasing the burden on daily life. Despite this, we worked on expanding offerings such as semi-formal attire for graduation and entrance ceremonies, as well as preparation items for the new school year. At TOPVALU, in response to the growing demand for time-saving cooking solutions, we have launched convenient microwave-friendly products such as "Pan-Finish Gyoza" and "Grill-Style *Himono*" (lightly dried fish), offering a freshly grilled taste without the hassle of cleanup or stovetop cooking.**

**・AEON Retail Co., Ltd., through its General Merchandise Store Business, launched several initiatives during the "AEON Super! Spring Bargain Festival." These included promotions for increased quantities of bread and prepared foods, premium offerings such as steak and salmon, and a wide selection of miscellaneous goods and fashion items designed to meet the seasonal needs of new students, fresh starts, and spring outings. Additionally, we strengthened the "AEON Support Your Frugal Life!" initiative, which involved implementing more compelling pricing, focusing on products with strong customer demands, particularly in the food and daily necessities categories, on a weekly and monthly basis. As a result, we surpassed the previous year's same-store sales. By category, groceries, daily food, liquor, agriculture, and livestock showed strong performance, with food sales surpassing last year's same-store results for 31 consecutive months. In the Health & Beauty Care, hay fever-related medicines and prescription drugs performed well, leading to an increase in same-store sales compared to the previous year. Moreover, at the end of March, AEON's original fashion brand "ESSEME" made its international debut at AEON Style Kornhil in Hong Kong.**

**・In the Supermarket Business, each company expanded its range of high-end foods for families to enjoy during the spring school holidays targeting the demand for outings and promoting the wider distribution of TOPVALU products, all in efforts to drive sales growth. As a result, the total number of customers at existing stores across major 10 companies surpassed the previous year's figure for 12 consecutive months, while same-store sales grew year over year for 25 consecutive months. At FUJI CO., LTD, the "1st Anniversary Celebration of New Fuji," was held, featuring special products such as prepared foods, bento boxes, and processed foods. At Maxvalu Tokai Co., Ltd. digital sales promotions such as mobile app coupons contributed to an increase in the number of customers, resulting in same-store sales surpassing the previous year's figures for 4 consecutive months.**

**・COX CO., LTD. in the Service & Specialty Store Business, sales of spring and early summer items went sluggish due to significant temperature fluctuations. However, as temperatures rose, demand for innerwear and bottoms increased.**

(Unit : %)

| FY2025 | YoY sales | March | April | May | June | July | August | September | October | November | December | January | February |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| AEON Retail Co., Ltd. | All stores | 103.3 | | | | | | | | | | | |
| | Same stores | 102.9 | | | | | | | | | | | |
| AEON Hokkaido Corporation | All stores | 110.0 | | | | | | | | | | | |
| | Same stores | 102.3 | | | | | | | | | | | |
| AEON KYUSHU CO., LTD. | All stores | 103.6 | | | | | | | | | | | |
| | Same stores | 104.5 | | | | | | | | | | | |
| CAN DO CO., LTD. | All stores | 103.1 | | | | | | | | | | | |
| | Same stores | 100.4 | | | | | | | | | | | |
| Maxvalu Tokai Co., Ltd. | All stores | 104.0 | | | | | | | | | | | |
| | Same stores | 102.6 | | | | | | | | | | | |
| FUJI CO.,LTD | All stores | 103.0 | | | | | | | | | | | |
| | Same stores | 103.7 | | | | | | | | | | | |
| MINISTOP CO., LTD. | All stores | 102.8 | | | | | | | | | | | |
| | Same stores | 103.2 | | | | | | | | | | | |
| COX CO., LTD. | All stores | 94.6 | | | | | | | | | | | |
| | Same stores | 93.8 | | | | | | | | | | | |
| GFOOT CO., LTD. | All stores | 90.2 | | | | | | | | | | | |
| | Same stores | 92.1 | | | | | | | | | | | |

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

*1. AEON Retail Co., Ltd. merged with AEON Retail store Co., Ltd. on March 1, 2025, and transferred the WAON issuance business to AEON Financial Service Co., Ltd. as of February 28, 2025, and Figures for both all stores and same stores include AEON Retail store Co., Ltd.

*2. 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)" .

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

*4. AEON Hokkaido Corporation has taken over nine GMSs in the Hokkaido region from Seiyu Co., Ltd., and has been gradually opening the company-operated sections since October 26 2024.

*5. 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; March 20th (Thu.), Last year; March 20th (Wed.).

② Customer gratitude day: This year ; March 20th (Thu.), 30th (Sun.).Last year ; March 20th (Wed.), 30th (Sat.).

<Reference material: Segment information (preliminary version)>

(Unit : %)

| FY2025 | 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 | | | | | | | | | | | | |
| | Number of customers | | | | | | | | | | | | |
| The Supermarket (SM) Business | Same stores | | | | | | | | | | | | |
| | Number of customers | | | | | | | | | | | | |
| The Discount Store (DS) Business | Same stores | | | | | | | | | | | | |
| | Number of customers | | | | | | | | | | | | |
| The Health and Wellness Business | Same stores | | | | | | | | | | | | |
| | Number of customers | | | | | | | | | | | | |
| The Services Business | Same stores | | | | | | | | | | | | |
| | Number of customers | | | | | | | | | | | | |
| The Specialty Store Business | Same stores | | | | | | | | | | | | |
| | Number of customers | | | | | | | | | | | | |

*6. The figures for the General Merchandise Store (GMS) Business are sourced from the results of 12 companies, including AEON Retail Co., Ltd., AEON Hokkaido Corporation, and AEON KYUSHU CO., LTD., among others.

*7. 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.

*8. 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.

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

*10. 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.

*11. 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.

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