January 8, 2025

Company name	GIFT HOLDINGS INC. (Stock code: 9279, Tokyo Prime Market)
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December 2024 Monthly YoY Change in Sales and Number of Company-owned Stores

Monthly review

The temperature in Japan this December was the same as usual, while there were one day more of weekdays than in the same month of last year. Under these circumstances, we were improving store QSCA (Quality, Service, Cleanliness, and Atmosphere).
As a result, all stores sales increased by 26.7%, year on year in December and same stores sales increased by 5.7%, and same stores sales (excluding stores closed for refurbishment) increased by 6.0%.

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

■Machida Shoten

・Gotemba (September 17 to December 9)　　・Toyoake (October 1 to December 12)

■Akamisoya

・Menyamisoichi Wakakusa (October 1 to December 22)

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

Fiscal year ending October 31, 2025

			November	December	January	February	March	April	1H
All stores	All business hours	Sales	128.6%	126.7%					127.6%
		# of customers	120.4%	118.0%					119.2%
		Average check	106.8%	107.3%					107.1%
Same stores	All business hours	Sales	107.3%	105.7%					106.5%
		# of customers	100.5%	98.3%					99.4%
		Average check	106.8%	107.5%					107.1%
	excluding stores closed for refurb	Sales	108.6%	106.0%					107.2%
		# of customers	101.6%	98.6%					100.1%
		Average check	106.9%	107.5%					107.2%
# of stores		Current year	226	231					
		Previous year	189	190	190	192	194	197	197

			May	June	July	August	September	October	2H	Full year
All stores	All business hours	Sales								127.6%
		# of customers								119.2%
		Average check								107.1%
Same stores	All business hours	Sales								106.5%
		# of customers								99.4%
		Average check								107.1%
	excluding stores closed for refurb	Sales								107.2%
		# of customers								100.1%
		Average check								107.2%
# of stores		Current year								
		Previous year	200	203	209	212	217	223	223	223 店

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, 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%	124.6%	123.7%	125.2%
		# of customers	114.5%	114.8%	114.4%	121.2%	120.6%	117.0%	117.1%	119.5%
		Average check	103.7%	104.1%	106.0%	106.4%	106.4%	106.5%	105.6%	104.8%
Same stores	All business hours	Sales	105.2%	105.3%	106.2%	111.4%	109.4%	103.9%	106.9%	109.0%
		# of customers	101.3%	101.0%	100.0%	104.6%	102.7%	97.5%	101.1%	103.8%
		Average check	103.8%	104.3%	106.3%	106.5%	106.6%	106.6%	105.7%	105.0%
	excluding stores closed for refurb	Sales	107.3%	110.0%	109.7%	110.5%	109.5%	105.9%	108.8%	110.7%
		# of customers	103.4%	105.7%	103.1%	103.8%	102.7%	99.3%	102.9%	105.4%
		Average check	103.8%	104.1%	106.3%	106.5%	106.6%	106.7%	105.7%	105.0%
# of stores		Current year	200	203	209	212	217	223	223	223
		Previous year	177	179	181	181	183	185	185	185

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