

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

042-860-7182

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

Monthly review

We saw a steady number of customers especially in our stores near train stations, although Japan had hotter weather than last year and there was one day less of holidays than in the same month of last year.

As a result, all stores sales increased by 17.0%, year on year in April and same stores sales increased by 3.5%, and same stores sales (excluding stores closed for refurbishment) increased by 5.2%.

*The number of refurbishing stores is increasing in order to improve product quality and productivity due to new layout, while closure for refurbishment had an increasing impact on year-on-year same stores sales. Therefore, we release year-on-year same stores sales (excluding stores closed for refurbishment) from this month. Please note that sales per store excluding stores closed for refurbishment in March has replaced the past highest record.

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								127.0%
		# of customers								122.1%
		Average check								104.0%
Same stores	All business hours	Sales								111.4%
		# of customers								106.8%
		Average check								104.4%
	excluding stores closed for refurb	Sales								112.9%
		# of customers								108.4%
		Average check								104.2%
# of stores		Current year								
		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) including the period with shorter business hours.
- 5 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

Other investor relations (IR) materials are available on our English IR website:



<https://en.gift-group.co.jp/en/ir>

The IR news distribution service delivers IR information e-mails to those registered for the service:



https://www.magicalir.net/9279/mail/index_en.php