

Company name

GIFT HOLDINGS INC.
(Stock code: 9279, Tokyo Prime Market)

Representative

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January 2026 Monthly YoY Change in Sales and Number of Company-owned Stores

Monthly review

In January, many regions experienced lower average temperatures than the previous year due to a cold wave, and the calendar included one additional holiday. Along with these factors, we continued operations with a high level of QSCA (Quality, Service, Cleanliness, and Atmosphere), which supported customer traffic. Meanwhile, the year-on-year change in the average check declined compared with the previous month, reflecting the rebound from the price revisions implemented in January of the previous year.

As a result, all stores sales increased by 25.9% year on year in January and same-stores sales increased by 6.4%, and same-stores sales (excluding stores closed for refurbishment) increased by 5.5%.

○Stores closed for refurbishment in January (refurbishment periods)

 *2026: None

 *2025: 2 stores

- Machida Shoten Nakamozu (January 15 to February 16)
- Machida Shoten Toyohashi (January 20 to February 16)

○Stores closed for refurbishment in February (refurbishment periods)

 *2026: 1 store

 *2025: 3 stores

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

Fiscal year ending October 31, 2026

			November	December	January	February	March	April	1H
All stores	All business hours	Sales	125.8%	124.7%	125.9%				125.4%
		# of customers	122.8%	121.7%	123.8%				122.7%
		Average check	102.4%	102.5%	101.7%				102.2%
Same stores	All business hours	Sales	104.0%	104.9%	106.4%				105.1%
		# of customers	100.8%	101.5%	103.8%				102.0%
		Average check	103.2%	103.3%	102.5%				103.0%
	excluding stores closed for refurb	Sales	102.3%	104.0%	105.5%				104.0%
		# of customers	99.3%	100.7%	102.9%				100.9%
		Average check	103.1%	103.3%	102.5%				103.0%
# of stores		Current year	275	276	277				
		Previous year	226	231	232	235	238	242	242

			May	June	July	August	September	October	2H	Full year
All stores	All business hours	Sales								125.4%
		# of customers								122.7%
		Average check								102.2%
Same stores	All business hours	Sales								105.1%
		# of customers								102.0%
		Average check								103.0%
	excluding stores closed for refurb	Sales								104.0%
		# of customers								100.9%
		Average check								103.0%
# of stores		Current year								
		Previous year	246	249	255	261	264	272	272	242

- 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, 2025

			November	December	January	February	March	April	1H
All stores	All business hours	Sales	128.6%	126.7%	129.5%	129.0%	132.9%	135.3%	130.3%
		# of customers	120.4%	118.0%	120.1%	119.1%	121.8%	123.7%	120.5%
		Average check	106.8%	107.3%	107.8%	108.3%	109.1%	109.4%	108.2%
Same stores	All business hours	Sales	107.3%	105.7%	107.3%	106.0%	108.8%	111.7%	107.8%
		# of customers	100.5%	98.3%	99.2%	97.1%	99.4%	101.6%	99.4%
		Average check	106.8%	107.5%	108.1%	108.8%	109.5%	109.9%	108.4%
	excluding stores closed for refurb	Sales	108.6%	106.0%	107.4%	105.6%	107.2%	110.4%	107.5%
		# of customers	101.6%	98.6%	99.2%	97.2%	97.9%	100.5%	99.2%
		Average check	106.9%	107.5%	108.2%	108.7%	109.4%	109.9%	108.4%
# of stores		Current year	226	231	232	235	238	242	242
		Previous year	189	190	190	192	194	197	197

			May	June	July	August	September	October	2H	Full year
All stores	All business hours	Sales	133.4%	131.3%	128.2%	129.6%	126.3%	124.6%	128.8%	129.5%
		# of customers	122.1%	120.7%	123.9%	125.6%	122.4%	121.4%	122.7%	121.7%
		Average check	109.3%	108.8%	103.5%	103.1%	103.1%	102.7%	104.9%	106.5%
Same stores	All business hours	Sales	110.1%	107.7%	105.1%	106.3%	104.1%	104.4%	106.2%	107.0%
		# of customers	100.3%	98.5%	101.1%	102.4%	100.4%	101.0%	100.7%	100.1%
		Average check	109.7%	109.3%	104.0%	103.8%	103.7%	103.3%	105.5%	106.9%
	excluding stores closed for refurb	Sales	109.5%	103.8%	101.7%	105.6%	102.8%	101.9%	104.2%	105.8%
		# of customers	99.8%	94.9%	98.0%	101.8%	99.2%	98.8%	98.8%	99.0%
		Average check	109.7%	109.4%	103.8%	103.7%	103.7%	103.2%	105.4%	106.9%
# of stores		Current year	246	249	255	261	264	272	272	272
		Previous year	200	203	209	212	217	223	223	223

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