

Fashion Business (AOKI and ORIHICA)

Percentage Change FY3/14 compared to FY3/13

First Half (April 1, 2013~September 30, 2013)
 Second half (October 1, 2013~March 31, 2014)

	Apr	May	Jun	Jul	Aug	Sep	1st half	
■ Fashion Business								
Sales for Existing Stores(%)	93.3	100.5	105.8	95.0	106.4	103.0	100.2	
Number of customers for Existing Stores(%)	100.4	96.3	106.1	94.4	101.5	96.3	99.5	
Average sales per customer for Existing Stores(%)	92.9	104.4	99.7	100.6	104.8	107.0	100.7	
Sales for All Stores(%)	100.6	110.1	112.9	101.5	115.2	112.0	108.2	
Number of customers for All Stores(%)	113.6	110.6	115.2	103.8	112.6	107.9	111.0	
Average sales per customer for All Stores(%)	88.5	99.6	98.0	97.8	102.3	103.8	97.4	
Number of stores AOKI	470	478	479	479	479	480	480	
Number of stores ORIHICA	112	112	113	112	113	116	116	
Number of stores Total	582	590	592	591	592	596	596	
	Oct	Nov	Dec	Jan	Feb	Mar	2nd half	Total
■ Fashion Business								
Sales for Existing Stores(%)	96.3	102.5	99.5	101.5	98.0	117.3	103.9	102.4
Number of customers for Existing Stores(%)	92.2	99.7	91.1	94.3	89.1	107.5	95.7	97.4
Average sales per customer for Existing Stores(%)	104.4	102.8	109.2	107.7	110.0	109.1	108.6	105.1
Sales for All Stores(%)	106.5	114.8	108.2	110.9	108.0	129.4	114.9	112.3
Number of customers for All Stores(%)	104.7	119.1	101.3	105.8	101.0	121.6	109.9	110.4
Average sales per customer for All Stores(%)	101.7	96.4	106.8	104.9	106.9	106.3	104.6	101.7
Number of stores AOKI	500	515	515	515	518	521	521	521
Number of stores ORIHICA	118	124	127	127	127	131	131	131
Number of stores Total	618	639	642	642	645	652	652	652