Isetan Mitsukoshi Holdings Monthly Sales Flash Report February 2024
Domestic Department Store Business

March 1, 2024

■We have applied revenue recognition standard from FY2021. The disclosure of the Department Store Business sales by store remains on conventional standard.

Isetan Mitsukoshi Ltd. Stores Sales
(Tokyo Metropolitan Area)

Isetan Mitsukoshi	YoY (%)	Total Apr to Feb
Isetan Shinjuku Main Store	127.6%	117.7%
Mitsukoshi Nihombashi Main Store	121.7%	111.1%
Mitsukoshi Ginza Store	148.1%	136.7%
Isetan Tachikawa Store	104.3%	107.3%
Isetan Urawa Store	100.2%	104.2%

	YoY (%)	Total Apr to Feb
Sub Total (Isetan Mitsukoshi) (A)	126.4%	117.3%

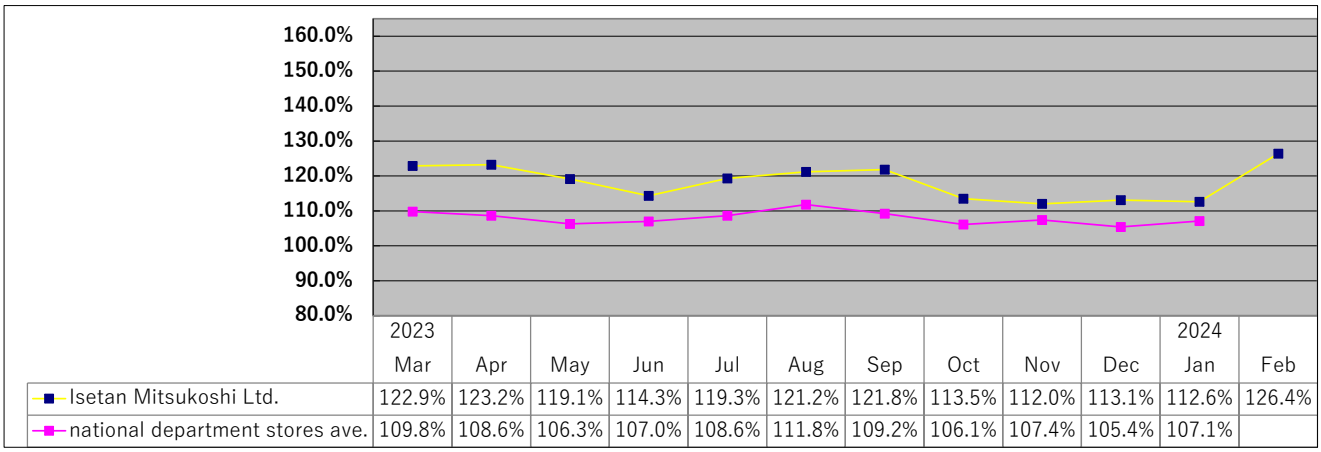
Domestic Regional Companies Sales

Regional Companies	YoY (%)	Total Apr to Feb
Sapporo Marui Mitsukoshi Ltd.	118.3%	110.9%
Hakodate Marui Imai Ltd.	101.7%	102.3%
Sendai Mitsukoshi Ltd.	108.0%	101.8%
Niigata Isetan Mitsukoshi Ltd.	102.5%	101.6%
Shizuoka Isetan Ltd.	92.4%	97.3%
Nagoya Mitsukoshi Ltd.	111.9%	108.0%
Hiroshima Mitsukoshi Ltd.	101.8%	97.1%
Takamatsu Mitsukoshi Ltd.	110.8%	103.8%
Matsuyama Mitsukoshi Ltd.	97.7%	95.1%
Iwataya Mitsukoshi Ltd.	121.0%	113.2%

	YoY (%)	Total Apr to Feb
Sub Total (Regional Store) (B)	112.9%	107.6%

	YoY (%)	Total Apr to Feb
Sub Total (Isetan Mitsukoshi Group) (A+B)	121.4%	113.6%

Monthly sales change for the past one year (year on year)
[Isetan Mitsukoshi Ltd. (Tokyo Metropolitan Area) ・national department stores average]



	2023 Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2024 Jan	Feb
Isetan Mitsukoshi Ltd.	122.9%	123.2%	119.1%	114.3%	119.3%	121.2%	121.8%	113.5%	112.0%	113.1%	112.6%	126.4%
national department stores ave.	109.8%	108.6%	106.3%	107.0%	108.6%	111.8%	109.2%	106.1%	107.4%	105.4%	107.1%	

■Sales of high-value-added products continued to drive sales, especially at the Isetan Shinjuku Main Store, Mitsukoshi Nihombashi Main Store, and Mitsukoshi Ginza Store, with year-on-year sales growth of 126.4% for the total of Isetan Mitsukoshi Ltd. and 121.4% for the total of domestic department stores. In addition, both main stores and the Mitsukoshi Ginza Store have outperformed fiscal 2018 for the eighth consecutive month.

■Sales of spring outerwear such as jackets and blousons were strong, especially for luxury and designer brands. Sales of handbags, wallets and other small leather goods, cosmetics, etc. also have increased continuously. In addition, loyal customers' events and Valentine's day-related events were also strong and drove sales.

■Due to the influence of Chinese New Year, tax-free sales in total (existing stores) of domestic department stores were high, following December which was the highest sales in a single month.Similar to the overall trend, interest in high-value-added products such as luxury brand handbags, wallets, jewelry, watches, and cosmetics was high.

【Contact】
Corporate Communication and IR Division, General Affairs Department, Isetan Mitsukoshi Holdings Ltd.
E-mail:support_sh@imhds.co.jp