TRIAL HLDGS

FY2025 Monthly Sales Report

Distribution and Retail Business

TRIAL Holdings, Inc.
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FASF MEMBERSHIP

January 10, 2025

(YoY : %)		CY 2024							CY 2025							Full Year
		Jul.	Aug.	Sept.	Oct.	Nov.	Dec.	1H	Jan.	Feb.	Mar.	Apr.	May	Jun.	2H	
Comp. Stores	Sales	101.6	109.3	101.9	100.8	105.0	104.2	103.9								103.9
	Customer Traffic	101.8	105.8	102.0	100.0	103.5	102.8	102.7								102.7
	Average Spending	99.8	103.3	99.9	100.7	101.5	101.4	101.2								101.2
All Stores	Sales	106.0	116.0	109.1	108.8	113.0	113.1	111.1								111.1
	Store Opening	5	1	3	3	5	3	20								20
	Store Closure	0	0	0	0	0	0	0								0
	Store Count	323	324	327	330	335	338	338								338

(**Weather, Events**) It was winter-cold and the temperature was lower than the same month last year. There were many sunny days with little precipitation.

(**Business at TRIAL stores**) The "Anniversary Sale," a point promotion event held from November 27 to December 1 boosted the sales, however, the first half of the month was affected by a backlash against this event. Meanwhile, in the second half, winter and New Year-related consumption such as Osechi (New Year's dish) was thriving, in addition to normal consumption centering on food. Our right strategy delivered quite strong sales. Last five days boosted the sales by 7.1% for SSS, 16.5% for all stores from the same days last year.

Food: Seasonal foods such as rice cakes, fish cakes, fish roe and salted dried fish recorded high sales growth and contributed to sales along with chilled noodles and frozen foods. The renewed pork cutlet bowls and party plates were very successful.

Non-food: Sales of moisturizers (body care), hygiene products (masks), and pharmaceuticals (cold medicines) grew. Winter bedding performed well.

(**Store Opening, Closure, Renovation in December**)

・Opening : 3　Super Center : Otaru Shioya (Hokkaido), GRANDIR ICHII (Hokkaido)　smart : Tomioka Bypass (Gunma Pref.)

・Closure : 0　・Renovation : 3

*YoY sales growth are preliminary figures based on POS data. They may differ from book closing figures.

*Weather in Fukuoka is shown on the comment where many TRIAL stores are located.

*Products kinds are as follows. Grocery: Processed food like snacks. Daily: Eggs and dairies. Fresh: Fruits, Meat, Fish and Ready meals.　Living: Daily consumables, Household goods. Hardware: Durables - such as home electronics. Apparel: Innerwear, outerwear.