

Monthly Sales Report for March 2021, FY 2021

■ Sales Results (YoY)

Company Total	101.6%
Existing Store Retail + Online *	98.9%

\* From September 12, 2019 to November 26, 2019, the company's online shopping site, UNITED ARROWS LTD. ONLINE STORE was closed. The year-on-year figures of sales, purchasing customers, and average spending per customer from September to November 2020 do not include the results of the site. Thus, existing store comparisons for the period are reference values.

• Sales, Purchasing Customers, and Average Spending per Customer are disclosed against figures of the previous fiscal year.

• The figures are the preliminary figures and will be updated on the next monthly sales report.

● Sales Data

	2020									2021			Total by Mar.	1Q	2Q	3Q	4Q	1H	2H	Full FY
	Apr.	May	Jun.	Jul.	Aug.	Sep.*	Oct.*	Nov.*	Dec.	Jan.	Feb.	Mar.								
<b>Sales</b>																				
Company Total	33.2	47.5	97.7	88.9	88.4	76.9	98.3	82.5	78.6	73.1	84.0	101.6	78.6	60.0	84.6	84.9	84.2	71.9	84.6	78.6
Business Units	36.7	51.2	95.9	85.0	85.0	72.0	92.9	79.4	78.7	73.8	81.1	96.5	77.1	62.1	80.5	82.6	82.4	71.1	82.5	77.1
Retail + Online	36.4	51.0	95.8	85.0	85.2	71.9	92.9	79.1	78.3	73.8	80.6	98.1	77.1	61.9	80.5	82.3	82.7	71.0	82.4	77.1
Retail	8.9	18.3	79.8	73.8	73.5	67.2	85.7	73.1	71.3	55.9	69.5	109.4	64.6	36.5	71.4	75.7	73.8	53.3	74.9	64.6
Online	125.4	149.1	144.3	115.8	116.0	86.8	118.5	98.1	100.0	116.8	103.6	79.8	111.7	140.2	106.6	103.7	100.9	123.3	102.2	111.7
Existing Store Retail + Online *	37.7	53.8	96.0	84.7	85.4	66.0	83.5	72.7	78.3	74.6	82.1	98.9	75.8	63.0	78.7	77.7	83.8	70.3	80.5	75.8
Existing Store Retail	8.6	19.1	79.1	72.7	70.9	65.8	84.6	72.4	70.3	54.9	68.0	109.9	63.5	36.3	69.8	74.8	73.4	51.7	74.2	63.5
Existing Store Online *	125.1	148.5	143.5	115.4	115.6	66.5	79.7	73.7	101.7	119.1	105.7	81.8	107.0	139.6	100.9	87.0	103.2	120.5	95.9	107.0
Outlet, Other	14.2	27.3	109.2	117.9	107.3	110.6	132.7	100.1	78.0	68.5	103.4	133.7	88.0	48.0	111.8	98.9	95.6	77.1	97.4	88.0
<b>Purchasing Customers</b>																				
Retail + Online	46.8	63.8	113.8	89.4	95.2	85.5	98.9	85.9	82.7	76.8	89.0	98.2	85.5	77.5	90.3	88.1	86.0	84.2	87.0	85.5
Retail	8.6	19.7	92.0	73.7	79.5	73.3	88.1	74.8	70.9	55.5	70.9	109.7	66.7	43.3	75.5	76.8	72.6	59.8	74.8	66.7
Online	153.5	181.3	171.9	131.5	129.4	114.0	131.9	120.0	119.0	125.1	114.6	84.5	130.1	170.0	126.3	122.8	108.2	146.4	113.7	130.1
Existing Store Retail + Online *	48.3	65.9	114.7	89.6	96.2	78.1	86.8	77.9	83.6	78.7	91.9	98.7	84.6	79.0	89.0	82.6	87.8	84.0	85.3	84.6
Existing Store Retail	8.6	20.8	91.9	73.0	77.1	72.1	87.4	74.3	70.3	55.1	70.2	109.6	65.8	43.3	74.0	76.2	72.5	58.4	74.5	65.8
Existing Store Online *	153.5	181.3	171.9	131.5	129.4	91.0	85.0	88.7	122.2	128.7	116.6	86.2	125.8	170.0	121.3	101.3	110.7	144.0	107.2	125.8
<b>Ave. Spending per Customer</b>																				
Retail + Online	69.3	71.7	83.3	94.8	90.0	88.4	96.1	94.5	95.9	95.8	92.0	103.8	89.0	74.5	88.7	94.4	95.9	81.5	95.2	89.0
Retail	103.1	92.6	86.8	100.1	92.5	91.7	97.3	97.8	100.6	100.7	98.1	99.7	96.8	84.3	94.6	98.5	101.6	89.2	100.1	96.8
Online	83.9	83.4	83.3	91.8	91.3	81.9	103.4	98.3	92.2	100.3	93.3	94.2	90.7	83.3	88.4	96.6	96.9	86.4	113.7	90.7
Existing Store Retail + Online *	68.9	71.1	81.2	93.6	87.8	84.2	96.6	94.6	94.0	93.4	88.4	101.4	88.0	74.2	87.7	94.8	95.0	80.6	94.5	88.0
Existing Store Retail	99.5	91.7	86.1	99.6	91.9	91.4	96.8	97.5	100.0	99.5	96.9	100.3	96.5	83.7	94.4	98.1	101.3	88.6	99.6	96.5
Existing Store Online *	83.9	83.4	83.3	91.8	91.3	71.9	94.0	90.0	91.3	99.4	93.0	94.1	88.6	83.3	86.3	92.9	96.4	85.6	94.5	88.6

● Sales Data by Market

	Sales		Purchasing Customers		Ave. Spending per Customer	
	Business Unit I	Business Unit II	Business Unit I	Business Unit II	Business Unit I	Business Unit II
Business Units	95.3	98.8	-	-	-	-
Retail + Online	97.6	99.1	-	-	-	-
Retail	110.4	107.7	108.4	111.2	101.8	96.9
Online	77.8	83.9	-	-	-	-
Existing Store Retail + Online *	96.8	103.0	-	-	-	-
Existing Store Retail	109.7	110.2	107.1	112.4	102.4	98.0
Existing Store Online *	77.8	90.4	-	-	-	-

- Business Units sales includes the sales of retail, online and wholesale, etc. Outlet, Other sales includes sales of outlet stores and special events.
- Purchasing customers and average spending per customer for existing retail + online stores as well as for online stores have been calculated using data available to the Company from its online and ZOZOTOWN stores.
- An existing store is defined as a retail/online store that has been opened for more than 13 months and it was opened in the same month of the previous year. The number is subject to change. In following cases, stores are excluded from the existing store count; retail stores which close one or more days or open in smaller sales spaces due to renovation or other reasons, online stores which close one or more days due to system upgrades or other reasons.
- Business Unit I : UNITED ARROWS, BEAUTY&YOUTH UNITED ARROWS, DRAWER, Odette e Odile, BLAMINK
- Business Unit II: green label relaxing, EMMEL REFINES, THE STATION STORE UNITED ARROWS LTD.

● Sales Summary

Total company sales increased 1.6% to a year ago. Existing store sales of retail and online stores decreased 1.1% to a year earlier. While online sales decreased year on year due to several sales initiatives made last year, retail and total sales increased to a year ago. For reference, the effect of two less holidays compared to a year ago would have been around -3.6% to the existing store sales of retail and online. Total sales of COEN CO., LTD. decreased 1.2% to a year ago.

\*CHROME HEARTS JP, GK was excluded from consolidation at the end of December 2020.

\*In 2020, following the Tokyo government's statement to stay at home over the weekend, almost all stores in Tokyo area temporarily closed on March 28<sup>th</sup> and 29<sup>th</sup>. Although we have a rule to exclude stores which were closed more than one day within a specific month from existing store count, we counted those closed stores in March for an exceptional case.

●Number of Stores

(Stores)

	2020									2021		
	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.
Number of Stores at Month-end	300	301	306	305	294	295	295	298	298	294	289	288
Retail	215	215	219	218	212	215	215	218	218	215	210	209
Online	58	59	59	59	54	52	52	52	52	52	52	52
Outlet	27	27	28	28	28	28	28	28	28	27	27	27
Number of Existing Store at Month-end	253	255	253	252	209	201	227	234	241	239	209	240
Retail	196	198	196	195	157	163	189	196	191	189	159	189
Online	57	57	57	57	52	38	38	38	50	50	50	51

●Store Opening and Closing

[Retail] Newly opened 1, Closed 2

[Online] None

[Outlet] None

• For details of store openings, please refer to: <http://www.united-arrows.co.jp/en/ir/monthly/index.html#store>

●Existing Stores Data for the past 3 years

(%)

		Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Total by Mar.	1Q	2Q	3Q	4Q	1H	2H	Full FY	
<b>Sales</b>																						
Retail + Online	'17/4~'18/3	105.3	101.7	101.9	100.0	111.4	107.9	102.3	106.7	105.0	97.0	104.8	111.5	104.2	102.9	105.4	104.8	103.6	104.1	104.3	104.2	
	'18/4~'19/3	105.8	103.5	112.1	104.5	111.7	107.4	104.1	102.0	106.8	110.3	106.2	103.3	106.2	106.9	107.3	104.4	106.8	107.1	105.5	106.2	
	'19/4~'20/3	98.9	104.3	103.7	97.1	112.3	109.2	92.0	101.7	98.0	97.2	101.9	75.9	98.3	102.2	104.9	97.6	90.7	103.5	94.4	98.3	
Retail	'17/4~'18/3	101.6	95.7	99.4	96.6	108.8	104.1	98.7	104.9	101.5	94.1	105.5	110.4	101.2	98.8	102.0	101.8	102.2	100.2	102.0	101.2	
	'18/4~'19/3	103.3	99.2	107.1	100.1	108.2	104.5	101.1	97.9	101.9	100.5	101.4	100.0	101.6	102.9	103.6	100.4	100.5	103.2	100.4	101.6	
	'19/4~'20/3	94.0	100.4	101.2	92.9	104.2	97.9	85.3	94.8	96.1	96.7	94.5	59.8	92.4	98.3	97.5	92.6	82.5	97.9	88.2	92.4	
Online	'17/4~'18/3	123.6	133.5	112.0	115.7	120.6	122.8	119.4	113.7	121.8	106.3	103.0	115.9	116.4	122.3	119.5	118.2	108.4	120.9	113.2	116.4	
	'18/4~'19/3	117.3	120.2	127.7	118.7	122.7	115.3	115.9	117.9	125.9	137.9	118.6	114.3	121.7	122.0	118.6	120.4	125.2	120.3	122.8	121.7	
	'19/4~'20/3	117.4	116.8	110.1	109.5	134.9	152.0	124.7	132.1	104.4	98.3	118.7	123.9	116.8	114.5	127.8	117.3	111.0	120.7	113.8	116.8	
<b>Purchasing Customers</b>																						
Retail + Online	'17/4~'18/3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	'18/4~'19/3	106.9	102.3	109.1	99.7	109.9	102.6	102.0	99.6	102.0	106.9	103.3	100.2	103.6	106.0	103.2	101.2	101.2	103.9	104.6	102.6	103.6
	'19/4~'20/3	95.2	102.3	102.5	93.0	113.2	103.6	91.8	100.5	94.1	94.3	108.2	87.2	98.0	100.2	101.2	95.4	95.2	100.7	95.3	98.0	
Retail	'17/4~'18/3	99.3	94.4	94.1	92.8	115.5	102.5	94.9	103.0	100.0	94.5	103.0	109.2	99.0	95.7	100.3	99.4	100.7	98.0	100.0	99.0	
	'18/4~'19/3	104.7	98.5	106.5	98.4	109.6	103.5	101.3	98.1	101.6	98.3	100.6	97.5	101.1	103.0	102.6	100.4	98.5	102.8	99.5	101.1	
	'19/4~'20/3	91.5	99.3	100.4	88.0	104.0	89.6	83.1	92.9	91.4	91.8	94.0	63.2	90.6	97.1	92.8	89.5	82.9	94.9	86.3	90.6	
Online	'17/4~'18/3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	'18/4~'19/3	114.8	114.1	115.5	103.3	110.4	100.6	103.9	104.1	103.2	130.2	108.0	107.2	110.1	114.8	104.6	103.7	116.9	109.2	110.9	110.1	
	'19/4~'20/3	106.4	110.7	107.5	106.9	134.0	147.5	130.4	133.9	103.0	99.9	133.1	148.0	118.4	108.2	124.1	118.5	122.1	116.2	120.7	118.4	
<b>Ave. Spending per Customer</b>																						
Retail + Online	'17/4~'18/3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	'18/4~'19/3	98.6	100.1	101.3	103.2	100.9	103.9	100.6	100.2	101.9	101.6	102.2	102.2	101.1	99.9	102.8	100.9	101.7	101.4	101.1	101.1	
	'19/4~'20/3	102.5	100.9	100.5	103.2	98.5	103.3	98.7	99.3	104.2	101.9	92.9	85.4	99.2	101.1	102.3	101.2	94.0	101.6	97.9	99.2	
Retail	'17/4~'18/3	102.3	101.4	105.6	104.1	94.2	101.5	104.0	101.9	101.5	99.6	102.4	101.0	102.2	103.2	101.6	102.4	101.5	102.3	102.0	102.2	
	'18/4~'19/3	98.7	100.7	100.5	101.8	98.7	101.0	99.8	99.8	100.3	102.2	100.8	102.5	100.5	99.9	101.0	99.9	102.0	100.4	100.9	100.5	
	'19/4~'20/3	102.7	101.1	100.8	105.5	100.2	109.3	102.6	102.0	105.1	105.3	100.5	94.7	102.0	101.3	105.0	103.5	99.5	103.2	102.2	102.0	
Online	'17/4~'18/3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	'18/4~'19/3	101.8	103.0	106.7	109.5	108.6	112.3	105.1	104.0	109.8	104.5	109.0	104.8	106.4	104.0	109.8	106.6	105.8	107.2	105.7	106.4	
	'19/4~'20/3	107.5	104.0	101.6	99.7	101.6	106.4	98.8	102.1	103.6	94.6	88.3	89.7	98.7	104.1	102.6	101.1	91.1	102.9	95.0	98.7	