

FY2027 Monthly Sales Report

Distribution and Retail Business

TRIAL Holdings, Inc.

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August 10, 2026

Distribution and Retail business
August 10, 2024

(YoY : %)			CY 2026								CY 2027								Full Year	
			Jul.	Aug.	Sep.	Q1	Oct.	Nov.	Dec.	Q2	1H	Jan.	Feb.	Mar.	Q3	Apr.	May	Jun.		Q4
TRIAL	Comp. Stores	Sales	104.0																	
		Customer Traffic	102.0																	
		Average Spending	101.9																	
	All Stores	Sales	110.6																	
		Store Opening	2																	
		Store Closure	0																	
		Store Count	380																	
SEIYU	Comp. Stores	Sales	108.9																	
		Customer Traffic	110.5																	
		Average Spending	98.6																	
	All Stores	Sales	107.4																	
		Store Opening	0																	
		Store Closure	0																	
		Store Count	243																	
	Format conversion (SEIYU to TRIAL SEIYU)	1																		

(Weather, Events)

There were many cloudy and rainy days in the beginning of the month, due to the end of the rainy season delayed compared to the previous year. Despite unfavorable weather conditions, the "Grand Anniversary Sale," held from June 25 to July 5 to commemorate the first anniversary of the integration of TRIAL and SEIYU, supported sales growth. From the middle of the month onward, sunny days with severer heat continued nationwide. Following the "2026 Kumamoto Earthquake" on July 28, 3 TRIAL stores are temporarily closed as of August 10.

(Business at TRIAL stores)

Strong sales of fresh products brought SSS growth of 4.0%, marking 7 consecutive month of growth.

Food: Seasonings, retort foods, frozen pasta and fruit, together with the newly launched PB sweet bread "Crispy x2!! Fluffy?! Melon-Flavored Danish," contributed to sales. "Hokkaido Butter" in SEIYU's PB brand "Minasama no Osumitsuki" attracted customers. Leafy vegetables, PB product "Sliced Salmon Infused with 6 Natural Dashi Broths," chicken thighs and breast, signature "Pork Cutlet Bowl," along with "Egg full-filling sandwiches," recorded strong sales. Eel-related dishes sold well, boosted by the traditional summer day to eat eel fell on a holiday.

Non-food: Higher temperatures drove demand for cooling innerwear and seasonal summer appliances.

(Business at SEIYU stores)

Customer-focused store refinement with TRIAL's PB products, which emphasize both price and value, brought double-digit growth in customer traffic and 8.9% increase in SSS. Staple items such as yogurt and natto drove solid growth. Summer vegetables including cucumbers and tomatoes, as well as imported fruits such as bananas and pineapples, performed well. Sashimi and TRIAL's PB "Spicy Cod Roe with Double Dashi Broths," Japanese beef for yakiniku, TRIAL's signature "Pork Cutlet Bowl" led the sales.

(Store Opening, Closure, Format Conversion, Renovation)

• Opening : 2 Super Center : Ishinomaki (Miyagi), Motosu (Gifu) • Closure : 0 • Format Conversion : 1 TRIAL SEIYU : Urayasu (Chiba) • Renovation : 1

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

*Product categories are as follows. Grocery: Processed food like snacks. Daily: Eggs and dairies. Fresh: Fruit, Meat, Fish and Ready meals. Living: Household essentials such as daily consumables.

Hardware: Durables - such as home electronics. Apparel: Innerwear, outerwear.

*"TRIAL SEIYU" (stores converted from SEIYU to TRIAL SEIYU format) are counted as SEIYU stores, with no change in the total number of SEIYU stores.