

August 7, 2025

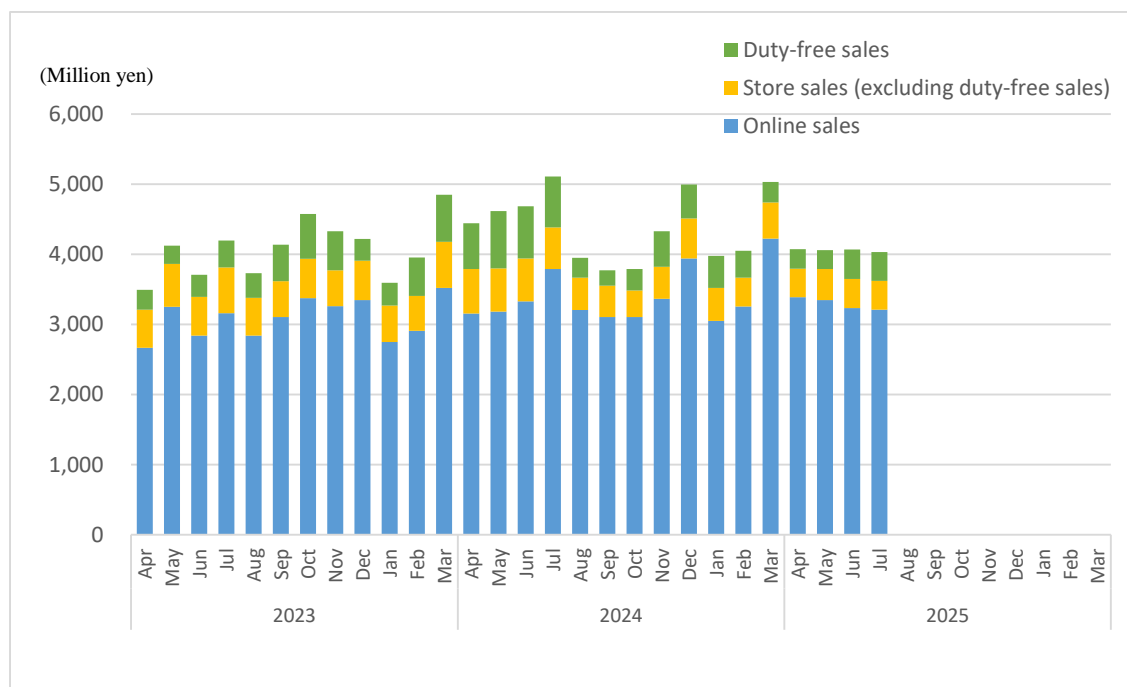
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### Notice of Monthly Information for July 2025

This is to announce the monthly information for July 2025 as follows.

	July 2025	YoY / MoM Change (Note 1)
Net Sales	4,031million yen	78.9%
Online Sales	3,211million yen	84.7%
Online Members	747,018	+4,432

In our core camera business, sales increased significantly in the previous fiscal year due to the launch of major new products. However, in the current fiscal year, the absence of notable new product releases led to sluggish sales growth. In addition, the watch business continued to show weak performance. As a result, both e-commerce sales and overall sales ended below the levels of the previous year. The number of new web members increased steadily and favorably.



Trend of monthly sales and No. of members.

	Net Sales (Million yen)		Online Sales (Million yen)		No. of Online Members	
<b>FY ending March 2025</b>						
April 2024	4,442	127.3%	3,156	118.5%	676,557	+ 5,881
May 2024	4,613	111.9%	3,183	97.9%	683,070	+ 6,513
June 2024	4,684	126.4%	3,327	117.2%	689,079	+ 6,009
July 2024	5,109	121.7%	3,791	120.0%	694,281	+ 5,202
August 2024	3,952	106.0%	3,205	112.9%	698,578	+ 4,297
September 2024	3,769	91.1%	3,105	100.1%	702,559	+ 3,981
October 2024	3,787	82.9%	3,104	92.8%	706,276	+ 3,717
November 2024	4,329	100.1%	3,366	103.2%	710,285	+ 4,009
December 2024	4,996	118.6%	3,939	117.9%	714,501	+ 4,216
January 2025	3,978	110.7%	3,048	110.9%	718,825	+ 4,324
February 2025	4,049	102.5%	3,255	112.0%	723,296	+ 4,471
March 2025	5,030	103.7%	4,222	120.0%	728,424	+ 5,128
<b>FY ending March 2026</b>						
April 2025	4,074	91.7%	3,389	107.4%	732,729	+ 4,305
May 2025	4,061	88.0%	3,347	105.1%	736,965	+ 4,236
June 2025	4,069	86.8%	3,230	97.0%	742,586	+ 5,621
July 2025	4,031	78.9%	3,211	84.7%	747,018	+ 4,432
August 2025						
September 2025						
October 2025						
November 2025						
December 2025						
January 2026						
February 2026						
March 2026						

(Notes)

1. The changes in net sales and online sales are on a year-on-year basis, while the changes in the number of online members are on a month-on-month basis.
2. The figures announced in the notice of net sales are provisional, and may be subject to revision when a future update is made. This material is not audited by any audit corporation.
3. The cumulative total of net sales for individual months is not identical to the net sales figure included in the financial results due to the quarterly adjustments of financial accounts.
4. A notice of monthly information is announced on the fifth business day of the month after the month concerned, excluding Saturdays, Sundays, and national holidays. The timing of the announcement is subject to change without prior notice.