

[FY12/25] Preliminary Monthly Sales Report of Directly Managed Stores for May 2025

Company name: CUBE CO., LTD.
Representative: Kazutake Hashimoto, President and Representative Director, CEO
Contact: Yuta Fukuoka, Director, CFO
(TEL: +81-3-6427-0791)

1.Overview

In May 2025, all-store sales maintained solid growth, reaching 111.0% YoY. Especially at physical stores, strategically launching new products, rolling out measures for loyal customers, and opening pop-up stores designed to attract new customers proved effective. Consequently, full-price stores have been a driver of sales growth. As a result, sales at all stores and existing stores rose year-on-year. From June onward, we will continue to strengthen our focus on loyal customers while also implementing measures to acquire new customers. In June 2025, we are set to open our first permanent outlet store at Gotemba Premium Outlets. We will continue to accelerate initiatives that enhance brand value and achieve sales growth in the medium to long term.

2.FY12/25 Sales of Directly Managed Stores (YoY)

		Jan-2025	Feb-2025	Mar-2025	Apr-2025	May-2025	Jun-2025	First half	Jul-2025	Aug-2025	Sep-2025	Oct-2025	Nov-2025	Dec-2025	Second half	Full year
All stores	EC	79.8%	79.8%	106.2%	88.8%	98.9%		91.0%								91.0%
	Physical store	126.5%	104.8%	110.7%	111.8%	118.0%		113.9%								113.9%
	Total	105.3%	95.3%	109.3%	103.5%	111.0%		105.4%								105.4%
Existing stores	EC	78.5%	78.1%	104.2%	87.3%	97.7%		89.5%								89.5%
	Physical store	99.2%	102.2%	108.3%	104.6%	109.2%		105.3%								105.3%
	Total	89.8%	92.8%	106.9%	98.2%	104.9%		99.2%								99.2%

3.(Reference) FY12/24 Sales of Directly Managed Stores (YoY)

		Jan-2024	Feb-2024	Mar-2024	Apr-2024	May-2024	Jun-2024	First half	Jul-2024	Aug-2024	Sep-2024	Oct-2024	Nov-2024	Dec-2024	Second half	Full year
All stores	EC	109.5%	100.8%	75.2%	90.3%	93.0%	100.7%	93.3%	76.1%	79.2%	86.6%	96.1%	105.6%	125.7%	93.6%	93.5%
	Physical store	109.9%	118.6%	117.1%	100.9%	100.3%	123.9%	110.3%	100.4%	96.4%	110.1%	112.6%	112.5%	119.9%	109.5%	109.9%
	Total	109.7%	111.2%	99.3%	96.8%	97.5%	114.4%	103.4%	89.3%	89.5%	101.5%	106.5%	110.3%	122.0%	103.5%	103.5%
Existing stores	EC	109.5%	100.8%	75.2%	90.3%	93.0%	100.7%	93.3%	76.1%	79.2%	86.0%	95.1%	103.5%	123.2%	92.6%	93.0%
	Physical store	92.2%	92.1%	97.2%	95.4%	95.4%	120.0%	98.6%	97.0%	92.4%	92.5%	98.8%	99.8%	102.4%	97.4%	97.9%
	Total	100.4%	95.8%	87.8%	93.5%	94.5%	112.1%	96.4%	87.4%	87.1%	90.1%	97.4%	101.0%	109.7%	95.6%	96.0%

1. The above data are based on sales (retail prices) in the company's directly operated domestic stores and online stores, which are aggregated on a monthly basis.
2. The information provided in this monthly sales relates to 'Domestic Retail', 'Domestic EC' and 'Overseas EC' of the Company's sales channels.
3. Same-store sales are calculated on the basis of sales in stores that were open both in the month under review and in the same month of the previous year.
4. Monthly sales (YoY) are calculated on the basis of retail price, so there is no impact from the change in revenue recognition standard.
5. The above data are as at the date of publication. Any differences from the final figures will be revised and reported in the following month's publication.