

August 6, 2025

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

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1. Overview

Total sales in July 2025 (physical stores and e-commerce) were 97.8% YoY.
This resulted from our planned investment in systems to revamp our e-commerce platforms. Consequently, e-commerce sales were restrained, but this initiative aims to strengthen a foundation for future growth.
On the other hand, sales from physical stores remained steady at 108.9% YoY, despite external challenges such as record-high temperatures and a decline in foreign visitors to Japan.
This was due to the nationwide rollout of pop-ups and the opening of the "Gotemba Premium Outlets store" in June, which drove sales growth.
In August, we will drive further growth by renewing and launching the new "MARK & LONA Official Online Store," expanding our midsummer product lineup, opening the "Rinku Premium Outlets store" as a new permanent store, and taking other measures.
Through these measures, we will enhance customer touchpoints and elevate the brand experience.
We will continue to advance various measures, including product and sales channel strategies, to simultaneously enhance our brand value over the medium to long term and achieve sales growth.
We plan to announce the financial results for the second quarter on Thursday, August 14. Please note that we are unable to respond to inquiries regarding our business performance until the announcement.

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	Physical store	126.5%	104.8%	110.7%	111.8%	118.0%	118.0%	114.6%	108.9%						108.9%	113.9%
	EC	79.8%	79.8%	106.2%	88.8%	98.9%	91.6%	91.1%	80.5%						80.5%	89.6%
	Total	105.3%	95.3%	109.3%	103.5%	111.0%	108.4%	105.9%	97.8%						97.8%	104.8%
Existing stores	Physical store	99.2%	102.2%	108.3%	104.6%	109.2%	100.4%	104.5%	94.8%						94.8%	103.3%
	EC	78.5%	78.1%	104.2%	87.3%	97.7%	90.7%	89.7%	79.2%						79.2%	88.2%
	Total	89.8%	92.8%	106.9%	98.2%	104.9%	96.8%	98.8%	88.5%						88.5%	97.5%

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	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%
	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%
	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	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%
	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%
	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.