

Company name

GIFT HOLDINGS INC.  
(Stock code: 9279, Tokyo Prime Market)

Representative

Sho Tagawa,  
President and Representative Director

Inquiries

Masanori Enoki, Director & General Manager,  
Corporate Planning Division

Email

ml-ir@gift-group.co.jp

Tel

+81-3-5990-4650

March 2025 Monthly YoY Change in Sales and Number of Company-owned Stores

Monthly review

We saw a steady number of customers, although we revised menu prices in some of our stores at the beginning of the month. Moreover, Japan experienced warmer weather than the same time last year, with temperatures reaching at least 25° C on four occasions in the Tokyo metropolitan area this March. As a result, all stores sales increased by 32.9%, year on year in March and same stores sales increased by 8.8%, and same stores sales (excluding stores closed for refurbishment) increased by 7.2%.

\*List of stores closed for refurbishment in March 2025 (refurbishment periods)

■Machida Shoten

• Mitaka (March 16 to April 13)

■Butayama

• Machida (February 1 to April 13)

\*List of stores closed for refurbishment in March 2024 (refurbishment periods)

■Machida Shoten

• Himeji (February 1 to March 3)

• Urawa (March 1 to May 26)

■Butayama

• Ofuna (January 13 to March 5)

• Miharakuroyama (March 1 to April 9)

• Gotanda (March 1 to May 6)

Year-on-year change in sales and number of company-owned stores in Japan

Fiscal year ending October 31, 2025

			November	December	January	February	March	April	1H
All stores	All business hours	Sales	128.6%	126.7%	129.5%	129.0%	132.9%		129.4%
		# of customers	120.4%	118.0%	120.1%	119.1%	121.8%		119.9%
		Average check	106.8%	107.3%	107.8%	108.3%	109.1%		107.9%
Same stores	All business hours	Sales	107.3%	105.7%	107.3%	106.0%	108.8%		107.1%
		# of customers	100.5%	98.3%	99.2%	97.1%	99.4%		99.0%
		Average check	106.8%	107.5%	108.1%	108.8%	109.5%		108.1%
	excluding stores closed for refurb	Sales	108.6%	106.0%	107.4%	105.6%	107.2%		106.9%
		# of customers	101.6%	98.6%	99.2%	97.2%	97.9%		98.9%
		Average check	106.9%	107.5%	108.2%	108.7%	109.4%		108.1%
# of stores		Current year	226	231	232	235	238		
		Previous year	189	190	190	192	194	197	197

			May	June	July	August	September	October	2H	Full year
All stores	All business hours	Sales								129.4%
		# of customers								119.9%
		Average check								107.9%
Same stores	All business hours	Sales								107.1%
		# of customers								99.0%
		Average check								108.1%
	excluding stores closed for refurb	Sales								106.9%
		# of customers								98.9%
		Average check								108.1%
# of stores		Current year								
		Previous year	200	203	209	212	217	223	223	223

- Notes 1 Percentages are rounded to first decimal places.
- 2 Stores refer to our company-owned stores in Japan.
- 3 Same stores are defined as those in operation at least 16 months.
- 4 Same stores sales represent comparable sales (current vs. previous year).
- 5 Same stores sales (excluding stores closed for refurbishment) represent comparable sales (current vs. previous year) excluding stores closed for refurbishment.
- 6 Numbers in the table above are preliminary and unaudited, therefore, may differ from those based on actual results in the financial statements.

(Reference) Previous fiscal year ended October 31, 2024

			November	December	January	February	March	April	1H
All stores	All business hours	Sales	135.3%	132.5%	126.9%	128.7%	123.5%	117.0%	127.0%
		# of customers	129.0%	126.6%	122.5%	124.1%	118.8%	113.1%	122.1%
		Average check	104.9%	104.7%	103.6%	103.7%	103.9%	103.5%	104.0%
Same stores	All business hours	Sales	115.5%	115.0%	112.2%	114.1%	109.5%	103.5%	111.4%
		# of customers	109.8%	109.3%	107.9%	109.8%	105.0%	99.7%	106.8%
		Average check	105.2%	105.3%	104.0%	104.0%	104.2%	103.7%	104.4%
	excluding stores closed for refurb	Sales	115.5%	115.7%	112.8%	116.2%	113.2%	105.3%	112.9%
		# of customers	109.9%	110.1%	108.6%	112.0%	108.8%	101.6%	108.4%
		Average check	105.1%	105.1%	103.9%	103.8%	104.0%	103.7%	104.2%
# of stores		Current year	189	190	190	192	194	197	197
		Previous year	160	162	165	169	171	174	174

			May	June	July	August	September	October	2H	Full year
All stores	All business hours	Sales	118.7%	119.4%	121.3%	129.0%	128.4%	124.6%	123.7%	125.2%
		# of customers	114.5%	114.8%	114.4%	121.2%	120.6%	117.0%	117.1%	119.5%
		Average check	103.7%	104.1%	106.0%	106.4%	106.4%	106.5%	105.6%	104.8%
Same stores	All business hours	Sales	105.2%	105.3%	106.2%	111.4%	109.4%	103.9%	106.9%	109.0%
		# of customers	101.3%	101.0%	100.0%	104.6%	102.7%	97.5%	101.1%	103.8%
		Average check	103.8%	104.3%	106.3%	106.5%	106.6%	106.6%	105.7%	105.0%
	excluding stores closed for refurb	Sales	107.3%	110.0%	109.7%	110.5%	109.5%	105.9%	108.8%	110.7%
		# of customers	103.4%	105.7%	103.1%	103.8%	102.7%	99.3%	102.9%	105.4%
		Average check	103.8%	104.1%	106.3%	106.5%	106.6%	106.7%	105.7%	105.0%
# of stores		Current year	200	203	209	212	217	223	223	223
		Previous year	177	179	181	181	183	185	185	185

Other investor relations (IR) materials are available on our English IR website:



<https://en.gift-group.co.jp/en/ir>

The IR news distribution service delivers IR information e-mails to those registered for the service:



[https://www.magicalir.net/9279/mail/index\\_en.php](https://www.magicalir.net/9279/mail/index_en.php)