

Monthly Sales Trend for April 2023

Japan Business

Sales, Number of Customers and Sales per Customer (Year-on-year comparison basis)

%	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	85.8	96.6
Number of Customers	81.7	92.6
Sales per Customer	105.0	104.4

Sales by Product Category (year-on-year change)

%	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Apparel	95.6	106.8
Household	81.8	91.0
Foods	79.0	94.9

Number of Stores

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	346	554
Number of New-opening Stores	-	9
Number of Closed Stores	-	0

Store openings

MUJI AEON town Igaueno (Mie, DM)
 MUJI 500 Vinafront (Kanagawa, DM)
 MUJI LaLaport Kadoma (Osaka, DM)
 MUJI AEON Kanazawa Hakkei (Kanagawa, DM)
 MUJI Yoshizuya Kasamatsu (Gifu, DM)
 MUJI AI Plaza Kanazawa (Ishikawa, DM)
 MUJI Hitachie (Ibaragi, DM)
 MUJI AEON Ogori (Fukuoka, DM)
 MUJI Youmetown Mitoyoshi (Kagawa, LS)

Sales trends

In April 2023, on a year-on-year basis, monthly sales of LFL directly managed stores and online store were 85.8%, and all directly managed stores and online store were 96.6%. In the first half of the month, sales progressed steadily led by the sales of apparel. On the other hand, in the second half of the month, existing store sales were lower than the previous year due to the significant impact of MUJI Week held during Golden Week (a series of four national holidays that take place within one week at the end of April to the beginning of May each year) in the previous year. There was no impact by the number of weekends and holidays.

Businesses Outside Japan

Sales, Number of Customers and Sales per Customer (Year-on-year comparison basis)

East Asia

	LFL Directly Managed Stores + Online Store		All Directly Managed Stores + Online Store	
		Mainland China		Mainland China
Sales	138.3	154.3	165.5	198.6
Number of Customers	138.1	-	168.2	-
Sales per Customer	100.2	-	98.4	-

Asia East / South & Oceania Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	116.9	128.3
Number of Customers	-	131.4
Sales per Customer	-	97.6

Europe & Americas Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	130.1	129.9
Number of Customers	-	113.4
Sales per Customer	-	114.6

Number of Stores by Business Segment

East Asia

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	467
Number of New-opening Stores	-	3
Number of Closed Stores	-	4

Asia East / South & Oceania Business

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	85
Number of New-opening Stores	-	0
Number of Closed Stores	-	1

Europe & Americas Business

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	57
Number of New-opening Stores	-	0
Number of Closed Stores	-	0

Store openings

MUJI Shenzhen ONE AVENUE (Mainland China, DM)
 MUJI Raffles City Chongqing (Mainland China, DM)
 MUJI Nanchang Wushang MALL (Mainland China, DM)

