Monthly Sales Trend for October 2023

Japan Business

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

	per customer (real on year companies,						
%	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store					
Sales	112.9	124.9					
Number of Customers	98.2	106.5					
Sales per Customer	115.0	117.3					

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

%	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Apparel	110.9	123.2
Household	115.1	126.2
Foods	111.2	125.0

Number of Stores

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	381	574
Number of New-opening Stores	-	5
Number of Closed Stores	-	2

Store openings

MUJI Friend Town Fukui Kaihatsu MUJI IEON Shimizu MUJI Tsubame MUJI VIVA CITY Hikone MUJI Forte Ota

Sales trends

In October 2023, on a year-on-year sales basis, monthly sales were 112.9% at LFL directly managed stores and online stores, and 124.9% at all directly managed stores and online stores. On an existing store basis, until the middle of the month, apparel and household goods led the sales and sales pace exceeded slightly, compared to the previous year's result. In the latter half of the month, the effect of the "MUJI Week" sale for members (October 27 to November 6) was added, resulting in high sales growth in all product categories. The number of days of weekends and holidays was one day less than the previous year, which had a negative impact of 2 points.

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	97.1	97.1	109.7	110.2			
Number of Cusotomers	98.7	-	112.7	-			
Sales per Customer	98.4	-	97.4	-			

Asia East / South & Oceania Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	93.9	101.8
Number of Customers	-	105.1
Sales per Customer	-	96.9

Europe & Americas Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	109.2	107.2
Number of Customers	-	93.1
Sales per Customer	-	115.2

Number of Stores by Business Segment

East Asia

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	489
Number of New-opening Stores	-	1
Number of Closed Stores	-	1

Asia East / South & Oceania Business

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	89
Number of New-opening Stores	-	2
Number of Closed Stores	-	0

Europe & Americas Business

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	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	55
Number of New-opening Stores	-	0
Number of Closed Stores	-	0

Store openings

MUJI Guangzhou Huangpu Da Yuehui (Mainland China, DM)
MUJI Lotte Mall Tay Ho(Vietnam, DM)
MUJI Dubai Hills(UAE, LS)

2024年8月期 Fiscal Year ending August 31, 2024 月次概況 Monthly sales trend 国内事業 Japan 第1Q 第3Q 10月 12月 1月 2月 第2Q 上期 4月 5月 9ヶ月 6月 8月 第4Q 下期 年間 9月 11月 3月 7月 LFL = Like for Like Sep Oct Nov 1Q Dec Jan Feb 2Q 1H Mar Apr May 3Q 9M Jun Jul Aug 4Q 2H Full Year 衣服 Apparel 104.6 110.9 108.7 98.3 115.1 107.4 生活 Household 94.5 111.2 103.3 食品 Food 直営既存店+オンラインストア LFL Directly managed stores (MUJI) + Online store 99.3 112.9 107.2 衣服 Apparel 116.0 123.2 120.7 生活 Household 108.0 126.2 117.7 食品 109.6 125.0 117.7 直営合計+オンラインストア Directly managed stores total (MUJI) + Online store 110.5 124.9 118.8 直営既存店+オンラインストア LFL directly managed stores (MUJI)+ Online store 客数 客単価 95.0 112.8 Number of Customers 115.0 Sales per Customer 108.8 直営合計+オンラインストア Directly managed stores total (MUJI) + Online store 106.5 客数 客単価 Number of Customers 100.9 104.0 114.2 Sales per Customer 109.5 117.3 月末店舗数(LS含む) Number of Stores at the End of Month (Include LS Stores) 571 574 店舗数 Number of Stores 574 今月出店数 Number of New-opening Stores 15 10 今月退店数 Number of Closed Stores 1 2 チャネルについて Definition of Sales Channel: • 直営既存店:前年期首から期末まで通年で稼働した店舗 • LFL (Like-for-Like) : Stores fully operated during the prior fiscal period

• 恒宮以存店: 削牛期自かり期末まで通年で稼働した店 ※同期間に30日以上継続して休業した店舗を除く	5H							g the prior is ays or more i	n the previou	s term.										
前年比数値について 海外事業 セグメント別 2024年8月期 月別売上・客数・客単価昨日	公(速報値))		Definition	of figures:															
Sales, Number of Customers and Sales per Customer (Yea	er-on-year com 9月	10月	i) 11月	第1Q	12月	1月	2月	第2Q	上期	3月	4月	5月	第3Q	9ヶ月	6月	7月	8月	第4Q	下期	年間
LFL = Like for Like	Sep	Oct	Nov	1Q	Dec	Jan	Feb	2Q	1H	Mar	Apr	May	3Q	9M	Jun	Jul	Aug	4Q	2H	Full Year
東アジア事業 / East Asia 直営既存店+オンラインストア																				
LFL Directly managed stores (MUJI) + Online store 中国大陸 Mainland China	101.8 101.0																			99.2
直営合計+オンラインストア	101.0	37.1																		38.0
Directly managed stores total (MUJI) + Online store	114.3																			111.8
中国大陸 Mainland China	115.6	110.2																		112.6
直営既存店+オンラインストア LFL Directly managed stores	(MUJI)+ Onlin	ne store																		
客数 Number of Customers	102.9	98.7																		100.7
客単価 Sales per Customer	98.9	98.4																		98.5
直営合計+オンラインストア Directly managed stores total (N	/IUJI) + Online	store																		
客数 Number of Customers	117.1	1																		114.8
客単価 Sales per Customer	97.6	97.4																		97.4
月末店舗数(LS含む) Number of Stores at the End of M		100+								'										
月末店舗数(IS含む) Number of Stores at the End of M 店舗数 Number of Stores	onth (Include 489																			489
今月出店数 Number of New-opening Stores	7																			8
今月退店数 Number of Closed Stores	() 1																		1
東南アジア・オセアニア事業 / Asia East/South & Ocea	nia																			
直営既存店+オンラインストア	102.8	93.9																		98.1
LFL Directly managed stores (MUJI) + Online store 直営合計+オンラインストア																				
Directly managed stores total (MUJI) + Online store	115.8	101.8																		108.3
直営合計+オンラインストア Directly managed stores total (M	/IUJI) + Online	store																		
客数 Number of Customers	119.4																			111.8
客単価 Sales per Customer	97.0	96.9																		96.9
月末店舗数(LS含む) Number of Stores at the End of M	lonth (Include	LS Stores)																		
店舗数 Number of Stores	87																			89
今月出店数 Number of New-opening Stores 今月退店数 Number of Closed Stores		0 2																		2
77125 Number of diosect stores		5																		
欧米事業 / Europe & Americas							1				1	1	I	ı		1				Т
直営既存店+オンラインストア LFL Directly managed stores (MUJI) + Online store	111.1	109.2																		110.2
直営合計+オンラインストア	109.2	107.2																		108.2
Directly managed stores total (MUJI) + Online store	103.2	107.2																		108.2
直営合計+オンラインストア Directly managed stores total (N	ALLII) + Online	store																		
客数 Number of Customers	93.8																			93.4
客単価 Sales per Customer	116.5																			115.8
·						1	1			1					1	1	1			
月末店舗数(LS含む) Number of Stores at the End 店舗数 Number of Stores	d of Month (I	_					1			I							1			55
方舗数 Number of Stores 今月出店数 Number of New-opening Stores		0 0																		35
今月退店数 Number of Closed Stores		2 0																		2
月末店舗数(国内外合計) Total MUJI Store as of the ϵ																				
月末店舗数(国内外台計) Total MUJI Store as of the e 店舗数 Number of Stores	end of month 1,202	2 1,207																		1,207
今月出店数 Number of New-opening Stores	1,202																			25
今月退店数 Number of Closed Stores	3	3 3																		6