Monthly Sales Trend for February 2024

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	107.7	115.0
Number of Customers	101.2	106.7
Sales per Customer	106.4	107.8

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

%	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Apparel	105.3	113.1
Household	112.0	119.6
Foods	101.0	109.3

Number of Stores

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	367	586
Number of New-opening Stores	-	2
Number of Closed Stores	-	1

Store openings

MUJI500 Seibu Iruma Pepe MUJI Iyotetsu Takashimaya

Sales trends

In February 2024, sales compared to the previous year were 107.7% for existing stores and online stores, and 115.0% for all stores and online stores. Sales in the Apparel, Household goods, and Food categories all exceeded the previous year's results with particularly strong growth in the Household goods category. The increase in the number of days due to the leap year (+3% overall) and the increase in the number of days on weekends and holidays (+2%) had a positive impact on sales.

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	96.8	90.3	107.3	99.4		
Number of Cusotomers	97.6	-	108.3	-		
Sales per Customer	99.2	-	99.1	-		

Asia East / South & Oceania Business

Asia Last / South & Occama Business		
	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	104.8	127.4
Number of Customers	-	122.8
Sales per Customer	-	103.7

Europe & Americas Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	109.5	105.4
Number of Customers	-	99.6
Sales per Customer	-	105.8

Number of Stores by Business Segment

East Asia

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	502
Number of New-opening Stores	-	0
Number of Closed Stores	-	0

Asia East / South & Oceania Business

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	98
Number of New-opening Stores	-	1
Number of Closed Stores	-	1

Europe & Americas Business

	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

 ${\tt MUJI\ CENTRAL\ HATYAI}({\tt Thailand,\ DM})$

2024年8月期 月別売上・客数・客単価昨比(速報値)

Fiscal Year ending August 31, 2024

月次概況 Monthly sales trend 国内事業 Japan

		9月	10月	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
1.00												1	I	1		1				I	
衣服	Apparel	104.6	110.9	108.4	108.6	80.4	89.8	105.3	88.7	99.2											99.2
生活	Household	98.3	115.1	138.0	117.7	95.6	93.0	112.0	99.1	108.2											108.2
食品	Food	94.5	111.2	114.0	107.3	103.0	96.7	101.0	100.4	103.8											103.8
直営既存店+2	オンラインストア																				
LFL Directly ma	naged stores (MUJI) + Online store	99.3	112.9	122.6	112.7	91.0	92.7	107.7	95.9	104.4											104.4
衣服	Apparel	116.0	123.2	119.4	120.2	87.0	97.6	113.1	95.7	108.3											108.3
生活	Household	108.0	126.2	149.0	128.4	102.6	100.0	119.6	106.2	116.7											116.7
食品	Food	109.6	125.0	125.0	120.4	111.3	105.3	109.3	108.8	114.3											114.3
直営合計+オン	ラインストア																				
Directly manage	ed stores total (MUJI) + Online store	110.5	124.9	133.5	124.1	98.2	100.1	115.0	103.1	113.4											113.4
	オンラインストア LFL directly managed stores (N	/IUJI)+ Online	store																		
客数	Number of Customers	91.3	98.2	99.0	96.3	87.9	91.5	101.2	92.8	94.6											94.6
客単価	Sales per Customer	108.8	115.0	123.9	117.0	103.6	101.2	106.4	103.4	110.4											110.4
直営会計, オンご	ラインストア Directly managed stores total (MU	II) i Onlina st																			
客数	Number of Customers	100.9	106.5	106.7	104.9	93.4	97.1	106.7	98.3	101.5											101.5
客単価	Sales per Customer	100.5	117.3	125.1	118.3	105.1	103.1	100.7	104.9												111.6
					aaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaa					uuuuuahahaha				Terretaria (1911)					<u> </u>	<u> </u>	
月末店舗数(に	.S含む) Number of Stores at the End of Mon	ith (Include LS	S Stores)																		
店舗数	Number of Stores	571	574	587	587	591	585	586	586	586											586
当月出店数	Number of New-opening Stores	10	5	13	28	4	0	2	6	34											34
当月退店数	Number of Closed Stores	1	2	0	3	0	6	1	7	10											10

海外事業 セグメント別

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

	9月	10月	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																				
直宮既存店+オンラインストア LFL Directly managed stores (MUJI) + Online store	101.8	97.1	113.1	104.3	109.0	86.1	96.8	97.1	100.5											100.
中国大陸 Mainland China	101.0	97.1	115.4	104.8	133.6	85.5	90.3	100.1	102.4											102.
直営合計+オンラインストア																				
Directly managed stores total (MUJI) + Online store	114.3	109.7	126.4	117.0	123.9	93.1	107.3	107.2	111.7											111.
中国大陸 Mainland China	115.6	110.2	128.4	118.3	147.0	91.5	99.4	108.6	113.1											113.
直営既存店+オンラインストア LFL Directly managed stores	(MUJI)+ Online	store											•	V	71					777
客数 Number of Customers	102.9	98.7	115.0	105.4	122.5	89.1	97.6	102.0	103.5											103.
客単価 Sales per Customer	98.9	98.4	98.4	98.9	89.0	96.6	99.2	95.3	97.1											97.
直営合計+オンラインストア Directly managed stores total (M	1UJI) + Online st	ore																		
客数 Number of Customers	117.1	112.7	129.4	119.5	139.6	97.2	108.3	113.2	116.1											116.
客単価 Sales per Customer	97.6	97.4	97.6	97.9	88.7	95.9	99.1	94.8	96.3											96.
日本庁舗物 (IC会社) Number of Chance at the Cold of the	onth (Include 1	Stores'											***************************************	<u> </u>					weeeeee1111111111111111111111111111111	4
月末店舗数(LS含む) Number of Stores at the End of M 店舗数 Number of Stores	489	489	494	494	500	502	502	502	502											50
当月出店数 Number of New-opening Stores	7	1	5	13		2	0	***************************************												2
当月退店数 Number of Closed Stores	0	1	0	1	1	0	0	1	2											
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	105.1	100.6	100.3	96.7	104.8	99.3	101.0											101.
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	117.3	111.7	116.9	113.6	127.4	118.7	115.4											115.
直営合計+オンラインストア Directly managed stores total (M	1UJI) + Online st	ore																		
客数 Number of Customers	119.4	105.1	115.8	111.8	117.5	113.7	122.8	117.8	115.0											115.
客単価 Sales per Customer	97.0	96.9	101.3	101.3	99.4	100.0	103.7	100.8	100.3											100.
月末店舗数(LS含む) Number of Stores at the End of M	onth (Include L	S Stores)																		
店舗数 Number of Stores	87	89	94	94	96	98	98	98	98											9
当月出店数 Number of New-opening Stores 当月退店数 Number of Closed Stores	0		5	7		2	1		12 1											1
当月退店数 Number of Closed Stores	0	U	U	0	0	0	1		1											
欧米事業 / Europe & Americas																				
直営既存店+オンラインストア LFL Directly managed stores (MUJI) + Online store	111.1	109.2	106.7	108.9	96.0	99.3	109.5	100.6	104.8											104.
直営合計+オンラインストア	100.0		101.0																	
Directly managed stores total (MUJI) + Online store	109.2	107.2	104.6	106.9	93.8	97.2	105.4	97.7	102.2											102.
直営合計+オンラインストア Directly managed stores total (M	IIIII) + Online st	ara																		
客数 Number of Customers	93.8	93.1	94.2	93.7	92.9	94.0	99.6	95.0	94.4											94.
客単価 Sales per Customer	116.5	115.2	111.0	114.1	100.9	103.4	105.8	102.8	108.3											108.
				4444	100.5	103.4	105.8	102.8	100.5											108.
月末店舗数(LS含む) Number of Stores at the End															81					
店舗数 Number of Stores 当月出店数 Number of New-opening Stores	55	55 0	55 0	55 0	55 0	55 0	55 0	55 0	55 0											5
当月出店数 Number of New-opening Stores 当月退店数 Number of Closed Stores	2																			
												·				<u> </u>	·			
月末店舗数(国内外合計) Total MUJI Store as of the e 店舗数 Number of Stores		1 207	1 220	1 220	1 2/12	1 240	1 2/1	1 244	1 244		1									12
店舗数 Number of Stores 当月出店数 Number of New-opening Stores	1,202	1,207 8	1,230	1,230 48	1,242	1,240	1,241 3													1,24

当月退店致 Number C. チャネルについて
・ 直営既存店:前年期首から期末まで通年で稼働した店舗
※同期間に30日以上継続して休業した店舗を除く

Definition of Sales Channel:
 LEL (Like-for-Like): Stores fully operated during the prior fiscal period
 ※excluding stores that were closed for 30 days or more in the previous term.

前年比数値について ・ 直営数値:店舗売上高(売価ベース)前年同月比

Definition of figures:

• DM: Flash store sales as percentage of the same month prior fiscal year.