Monthly Sales Trend for October 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	118.6	128.5
Number of Customers	107.8	115.5
Sales per Customer	110.0	111.3

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

%	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Apparel	101.7	110.3
Household	132.6	142.9
Foods	119.6	132.0

Number of Stores

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	435	637
Number of New-opening Stores	-	6
Number of Closed Stores	-	0

Store openings

MUJI DAIKANYAMA MUJI AL.PLAZA KOSUGI MUJI V.TOWN. AKUTAMI MUJI YOUME TOWN TAKEO MUJI CIINA CIINA HIROSAKI MUJI OZMESSE

Sales trends

In October 2024, on a year-on-year sales basis, monthly sales were 118.6% at LFL directly managed stores and online stores, and 128.5% at all stores and online stores. Although sales of winter apparel and fabrics struggled due to higher temperatures in the first half of the month than in previous years, the sales effect of MUJI Week (Oct. 25-Nov. 4, 2024 *Oct. 27-Nov. 6, 2023) resulted in higher sales than the previous year in all categories, including Apparel, Household goods and Foods at LFL directly managed stores all exceeded the previous year's results. In particular, the sales of Household goods and Foods increased significantly YoY. There were negative impacts of 2 points due to having one less day on weekends and holidays YoY.

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			114.4	121.9
Number of Cusotomers	110.2	-	119.0	-
Sales per Customer	96.4	-	96.1	-

Asia East / South & Oceania Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	97.3	124.8
Number of Customers	-	126.8
Sales per Customer	-	98.4

Europe & Americas Business

Europe & Americas business		
	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	111.9	104.2
Number of Customers	-	98.6
Sales ner Customer	_	105.7

Number of Stores by Business Segment

East Asia

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	531
Number of New-opening Stores	-	3
Number of Closed Stores	-	3

Asia East / South & Oceania Business

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	108
Number of New-opening Stores	-	2
Number of Closed Stores	-	0

Europe & Americas Business

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	50
Number of New-opening Stores	-	0
Number of Closed Stores	-	0

Store opening

MUJI BEIJING ORIENTAL PLAZA CO.,LTD (Mainland China, DM)
MUJI LINGNANTIANDI (Mainland China, DM)
MUJI MITSUI OUTLET PARK LINKOU (Taiwan, DM)
MUJI VINCOM CENTER TRAN DUY HUNG (Vietnam, DM)
MUJI WESTFIELD KNOX (Australia, DM)

2025年8月期 月別売上・客数・客単価昨比(速報値)

Fiscal Year ending August 31, 2025

月次概況 国内事業 Monthly sales trend Japan

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	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
衣服 Apparel	105.7	101.7																		103.2
生活 Household	121.5	132.6																		127.9
食品 Food	103.6	119.6																		112.5
直営既存店+オンラインストア	442.4	440.5																		
LFL Directly managed stores (MUJI) + Online store	113.4	118.6																		116.6
衣服 Apparel	114.4	110.3																		111.7
生活 Household	130.8	142.9																		137.8
食品 Food	115.9	132.0																		124.9
直営合計+オンラインストア				- Innerence	***			-	 									ennennennen		
Directly managed stores total (MUJI) + Online store	122.9	128.5																		126.3
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	108.3	107.8																		108.0
客単価 Sales per Customer	104.7	110.0																		107.9
直営合計+オンラインストア Directly managed stores total (N	MUJI) + Online	store																		
客数 Number of Customers	116.2	115.5																		115.8
客単価 Sales per Customer	105.8	111.3																		109.1

月末店舗数(LS含む) Number of Stores at the End of Month (Include LS Stores) 月末店画数(し급セ)、winner of Stores at the Lind of Mumber of Stores 当月出店数 Number of New-opening Stores 当月退店数 Number of Closed Stores ナヤネルについ。 ・ 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日以上継続して休棄した店舗を除く 631 637

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 Sales Channel:

• LFL (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.

Definition of figures:

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

海外事業 セグメント別

Sales, Number	【クメント別 of Customers and Sales per Customer (Year	-on-vear com	parison basi	s)																		
					1				1						ш.				1			- 00
LFL = Like	for Like	9月 Sep	10月 Oct	11月 Nov	第1Q 1Q	12月 Dec	1月 Jan	2月 Feb	第2Q 2Q	上期 1H	3月 Mar	4月 Apr	5月 May	第3Q 3Q	9ヶ月 9M	6月 Jun	7月 Jul	8月 Aug	第4Q 4Q	下期 2H	222223	F間 I Year
マラア事業		Зер	Ott	1404	1Q	Dec	3011	160	24		i ividi	Api	ividy	JQ	SIVI	Juli	Jui	Aug	,	211	iiii ruii	real
	オンラインストア	402.4	106.2																			
	naged stores (MUJI) + Online store	102.4																				104.
中国大阪		103.9	112.3																			108.
「営合計+オン irectly manag	ラインストア ed stores total (MUJI) + Online store	111.6	114.4																			113.
中国大陸		113.6	121.9																			118.
営既存店+	オンラインストア LFL Directly managed stores	(MUJI)+ Onlin	e store																			
数	Number of Customers	104.8	110.2																			107
S単価	Sales per Customer	97.7	96.4																			97.
営合計+オン	ラインストア Directly managed stores total (M	UJI) + Online s	store																			
数	Number of Customers	114.1	119.0																			116
S単価	Sales per Customer	97.8	96.1																		-	97.
月末店舗数(- LS含む) Number of Stores at the End of Mo				_E	3		-			1	-			<u>p</u>				<u></u>	1	00001	
5舗数	Number of Stores	531	531																			53
月出店数	Number of New-opening Stores	7	3																			
月退店数	Number of Closed Stores	3	3																			_
	セアニア事業 / Asia East/South & Ocean	nia																				
	オンラインストア naged stores (MUJI) + Online store	92.6	97.3																			96
で Directly IIIa E営合計+オン	ラインストア																					_
	ed stores total (MUJI) + Online store	118.2	124.8																			121.
「営合計+オン	ラインストア Directly managed stores total (M	UJI) + Online	store																			
字数	Number of Customers	116.5	126.8																			121.
字単価	Sales per Customer	101.4	98.4																			100.
1末店舗数(LS含む) Number of Stores at the End of Mo	onth (Include I	S Stores)																			
舗数	Number of Stores	106																	T			1
月出店数	Number of New-opening Stores	1																				
当月退店数	Number of Closed Stores	0	0																			
次米事業 / Fi	urope & Americas																					
	オンラインストア	405 -	111.9																			
	naged stores (MUJI) + Online store	106.3	111.9																			109
宣営合計+オン pirectly manag	ラインストア ed stores total (MUJI) + Online store	98.0	104.2																			101
					<u> </u>	3			B:::::::::::::::::::::::::::::::::::::		1				100000000000000000000000000000000000000				J	4		_
国宮台計+オン 学数	ラインストア Directly managed stores total (M Number of Customers	95.6	store 98.6																			97
39A 8単価	Sales per Customer	102.5	105.7																		3333	104
	•					1																
月末店舗数 店舗数	(LS含む) Number of Stores at the End Number of Stores	of Month (In	clude LS St			1		1										1				
当月出店数	Number of Stores Number of New-opening Stores	0			1				1													
月退店数	Number of Closed Stores	0																				
月末店舗数(国内外合計) Total MUJI Store as of the en	d of month																				
古舗数	Number of Stores	1,318	1,326																			1,3
当月出店数	Number of New-opening Stores	17	11																			
当月退店数	Number of Closed Stores	4	3																			