

## 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	84.1	94.6
Number of Customers	83.0	92.6
Sales per Customer	101.4	102.1

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

%	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Apparel	92.1	103.0
Household	81.1	90.2
Foods	77.1	90.8

#### Number of Stores

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	346	555
Number of New-opening Stores	-	1
Number of Closed Stores	-	0

### Store openings

MUJI Corp Sapporo Shizunai (Hokkaido, DM)

### Sales trends

In May 2023, on a year-on-year basis, monthly sales of LFL directly managed stores and online store were 84.1%, and all directly managed stores and online store were 94.6%. Sales of LFL directly managed stores was lower than the previous year affected by the smaller scale of sales promotion during the Golden week (a series of four national holidays take place within one week at the end of April to the beginning of May each year). After the middle of the month, the seasonal products; cool contact feels apparels and fabrics, pushed up the sales but was not enough to maintain the same level of sales.

There is 2 points downward impact because the number of weekends and holiday is one day less than the previous year.

### 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	123.4	131.1	145.9	163.6
Number of Customers	121.2	-	146.0	-
Sales per Customer	101.9	-	99.9	-

##### Asia East / South & Oceania Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	102.3	113.2
Number of Customers	-	118.7
Sales per Customer	-	95.4

##### Europe & Americas Business

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	124.1	124.0
Number of Customers	-	106.4
Sales per Customer	-	116.5

#### Number of Stores by Business Segment

##### East Asia

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	473
Number of New-opening Stores	-	6
Number of Closed Stores	-	0

##### Asia East / South & Oceania Business

	LFL Directly Managed Stores	All Directly Managed Stores + Online Store
Number of Stores	-	87
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	-	57
Number of New-opening Stores	-	0
Number of Closed Stores	-	0

### Store openings

MUJI Breeze SONG GAO (Taiwan, DM)

MUJI RT-Mart Neihu Store (Taiwan, DM)

MUJI Lanzhou Wanda Mall plaza(Mainland China, DM)

MUJI Xi'an Joy city(Mainland China, DM)

MUJI Langfor Xichen paradise walk(Mainland China, DM)

MUJI Longfor Chongqing Jinsha paradise walk(Mainland China, DM)

MUJI 100AM (Singapore, DM)

MUJI AEON MALL Ha Dong (Vietnam, DM)

