

## 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	106.2	112.3	114.4	121.9
Number of Customers	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

	LFL Directly Managed Stores + Online Store	All Directly Managed Stores + Online Store
Sales	111.9	104.2
Number of Customers	-	98.6
Sales per 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 openings

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)

