

Monthly Sales Report for February 2021, FY 2021

■ Sales Results (YoY)

Company Total	83.2%
Existing Store Retail + Online *	81.9%

* From September 12, 2019 to November 26, 2019, the company's online shopping site, UNITED ARROWS LTD. ONLINE STORE was closed. The year-on-year figures of sales, purchasing customers, and average spending per customer from September to November 2020 do not include the results of the site. Thus, existing store comparisons for the period are reference values.

• Sales, Purchasing Customers, and Average Spending per Customer are disclosed against figures of the previous fiscal year.
• The figures are the preliminary figures and will be updated on the next monthly sales report.

● Sales Data

(%)

Sales Data			2020										2021			Total by							(7)
			Apr.	May	Jun.	Jul.	Aug.	Sep.*	Oct.*	Nov.*	Dec.	Jan.	Feb.	Mar.	Feb.	1Q	2Q	3Q	4Q	1H	2H	Full FY	
Sales																							
Company Total			33.2	47.5	97.7	88.9	88.4	76.9	98.3	82.5	78.6	73.1	83.2	76.9	60.0	84.6	84.9		71.9				
Business Units			36.7	51.2	95.9	85.0	85.0	72.0	92.9	79.4	78.7	73.8	80.2	75.6	62.1	80.5	82.6		71.1				
Retail + Online			36.4	51.0	95.8	85.0	85.2	71.9	92.9	79.1	78.3	73.8	80.5	75.5	61.9	80.5	82.3		71.0				
Retail			8.9	18.3	79.8	73.8	73.5	67.2	85.7	73.1	71.3	55.9	69.5	61.8	36.5	71.4	75.7		53.3				
Online			125.4	149.1	144.3	115.8	116.0	86.8	118.5	98.1	100.0	116.8	103.4	115.2	140.2	106.6	103.7		123.3				
Existing Store Retail + Online *			37.7	53.8	96.0	84.7	85.4	66.0	83.5	72.7	78.3	74.6	81.9	73.9	63.0	78.7	77.7		70.3				
Existing Store Retail			8.6	19.1	79.1	72.7	70.9	65.8	84.6	72.4	70.3	54.9	67.9	60.5	36.3	69.8	74.8		51.7				
Existing Store Online *			125.1	148.5	143.5	115.4	115.6	66.5	79.7	73.7	101.7	119.1	105.4	109.6	139.6	100.9	87.0		120.5				
Outlet, Other			14.2	27.3	109.2	117.9	107.3	110.6	132.7	100.1	78.0	68.5	103.2	84.6	48.0	111.8	98.9		77.1				
Purchasing Customers																							
Retail + Online			46.8	63.8	113.8	89.4	95.2	85.5	98.9	85.9	82.7	76.8	89.0	84.6	77.5	90.3	88.1		84.2				
Retail			8.6	19.7	92.0	73.7	79.5	73.3	88.1	74.8	70.9	55.5	70.9	64.3	43.3	75.5	76.8		59.8				
Online			153.5	181.3	171.9	131.5	129.4	114.0	131.9	120.0	119.0	125.1	114.6	135.6	170.0	126.3	122.8		146.4				
Existing Store Retail + Online *			48.3	65.9	114.7	89.6	96.2	78.1	86.8	77.9	83.6	78.7	91.9	83.5	79.0	89.0	82.6		84.0				
Existing Store Retail			8.6	20.8	91.9	73.0	77.1	72.1	87.4	74.3	70.3	55.1	70.2	63.2	43.3	74.0	76.2		58.4				
Existing Store Online *			153.5	181.3	171.9	131.5	129.4	91.0	85.0	88.7	122.2	128.7	116.6	130.5	170.0	121.3	101.3		144.0				
Ave. Spending per Customer																							
Retail + Online			69.3	71.7	83.3	94.8	90.0	88.4	96.1	94.5	95.9	95.8	92.0	87.9	74.5	88.7	94.4		81.5				
Retail			103.1	92.6	86.8	100.1	92.5	91.7	97.3	97.8	100.6	100.7	97.9	96.1	84.3	94.6	98.5		89.2				
Online			83.9	83.4	83.3	91.8	91.3	81.9	103.4	98.3	92.2	100.3	93.3	90.4	83.3	88.4	96.6		86.4				
Existing Store Retail + Online *			68.9	71.1	81.2	93.6	87.8	84.2	96.6	94.6	94.0	93.4	88.4	86.8	74.2	87.7	94.8		80.6				
Existing Store Retail			99.5	91.7	86.1	99.6	91.9	91.4	96.8	97.5	100.0	99.5	96.8	95.7	83.7	94.4	98.1		88.6				
Existing Store Online *			83.9	83.4	83.3	91.8	91.3	71.9	94.0	90.0	91.3	99.4	93.0	88.2	83.3	86.3	92.9		85.6				

● Sales Data by Market

(%)

	Sales		Purchasing Customers		Ave. Spending per Customer	
	Business Unit I	Business Unit II	Business Unit I	Business Unit II	Business Unit I	Business Unit II
Business Units	84.6	71.4	-	-	-	-
Retail + Online	85.6	70.5	-	-	-	-
Retail	74.1	60.6	73.8	67.3	100.4	90.0
Online	109.1	91.7	-	-	-	-
Existing Store Retail + Online *	85.9	73.8	-	-	-	-
Existing Store Retail	71.7	60.6	72.5	67.2	98.8	90.2
Existing Store Online *	109.0	97.6	-	-	-	-

● Sales Summary

Total company sales decreased 16.8% to a year ago. Existing store sales of retail and online stores also decreased 18.1% to a year earlier.

In February, negative effects of the extended state of emergency were found in retail sales. One less operating day to a year ago due to a leap year also affected negatively to the YOY sales. Because of these reasons, both total sales and existing store sales fell below the same month of the last year. For reference, the effect of one less operating day and one less holiday compared to a year ago would have been around -3.6% to the existing store sales of retail and online.

Total sales of COEN CO., LTD. increased 2.6% to a year ago.

*CHROME HEARTS JP, GK was excluded from consolidation at the end of December 2020.

- Business Units sales includes the sales of retail, online and wholesale, etc. Outlet, Other sales includes sales of outlet stores and special events.
- Purchasing customers and average spending per customer for existing retail + online stores as well as for online stores have been calculated using data available to the Company from its online and ZOZOTOWN stores.
- An existing store is defined as a retail/online store that has been opened for more than 13 months and it was opened in the same month of the previous year. The number is subject to change. In following cases, stores are excluded from the existing store count; retail stores which close one or more days or open in smaller sales spaces due to renovation or other reasons, online stores which close one or more days due to system upgrades or other reasons.
- Business Unit I : UNITED ARROWS, BEAUTY&YOUTH UNITED ARROWS, DRAWER, Odette e Odile, BLAMINK
- Business Unit II: green label relaxing, EMMEL REFINES, THE STATION STORE UNITED ARROWS LTD.

●Number of Stores

(Stores)

	2020									2021		
	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.
Number of Stores at Month-end	300	301	306	305	294	295	295	298	298	294	289	
Retail	215	215	219	218	212	215	215	218	218	215	210	
Online	58	59	59	59	54	52	52	52	52	52	52	
Outlet	27	27	28	28	28	28	28	28	28	27	27	
Number of Existing Store at Month-end	253	255	253	252	209	201	227	234	241	239	209	
Retail	196	198	196	195	157	163	189	196	191	189	159	
Online	57	57	57	57	52	38	38	38	50	50	50	

●Store Opening and Closing

[Retail] Closed 5

[Online] None

[Outlet] None

• For details of store openings, please refer to: <http://www.united-arrows.co.jp/en/ir/monthly/index.html#store>

●Existing Stores Data for the past 3 years

(%)

		Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Total by Feb.	1Q	2Q	3Q	4Q	1H	2H	Full FY
Sales																					
Retail + Online	'17/4~'18/3	105.3	101.7	101.9	100.0	111.4	107.9	102.3	106.7	105.0	97.0	104.8	111.5	103.5	102.9	105.4	104.8	103.6	104.1	104.3	104.2
	'18/4~'19/3	105.8	103.5	112.1	104.5	111.7	107.4	104.1	102.0	106.8	110.3	106.2	103.3	106.5	106.9	107.3	104.4	106.8	107.1	105.5	106.2
	'19/4~'20/3	98.9	104.3	103.7	97.1	112.3	109.2	92.0	101.7	98.0	97.2	101.9	75.9	100.6	102.2	104.9	97.6	90.7	103.5	94.4	98.3
Retail	'17/4~'18/3	101.6	95.7	99.4	96.6	108.8	104.1	98.7	104.9	101.5	94.1	105.5	110.4	100.4	98.8	102.0	101.8	102.2	100.2	102.0	101.2
	'18/4~'19/3	103.3	99.2	107.1	100.1	108.2	104.5	101.1	97.9	101.9	100.5	101.4	100.0	101.8	102.9	103.6	100.4	100.5	103.2	100.4	101.6
	'19/4~'20/3	94.0	100.4	101.2	92.9	104.2	97.9	85.3	94.8	96.1	96.7	94.5	59.8	95.7	98.3	97.5	92.6	82.5	97.9	88.2	92.4
Online	'17/4~'18/3	123.6	133.5	112.0	115.7	120.6	122.8	119.4	113.7	121.8	106.3	103.0	115.9	116.5	122.3	119.5	118.2	108.4	120.9	113.2	116.4
	'18/4~'19/3	117.3	120.2	127.7	118.7	122.7	115.3	115.9	117.9	125.9	137.9	118.6	114.3	122.5	122.0	118.6	120.4	125.2	120.3	122.8	121.7
	'19/4~'20/3	117.4	116.8	110.1	109.5	134.9	152.0	124.7	132.1	104.4	98.3	118.7	123.9	116.0	114.5	127.8	117.3	111.0	120.7	113.8	116.8
Purchasing Customers																					
Retail + Online	'17/4~'18/3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	'18/4~'19/3	106.9	102.3	109.1	99.7	109.9	102.6	102.0	99.6	102.0	106.9	103.3	100.2	103.9	106.0	103.2	101.2	103.9	104.6	102.6	103.6
	'19/4~'20/3	95.2	102.3	102.5	93.0	113.2	103.6	91.8	100.5	94.1	94.3	108.2	87.2	98.9	100.2	101.2	95.4	95.2	100.7	95.3	98.0
Retail	'17/4~'18/3	99.3	94.4	94.1	92.8	115.5	102.5	94.9	103.0	100.0	94.5	103.0	109.2	98.2	95.7	100.3	99.4	100.7	98.0	100.0	99.0
	'18/4~'19/3	104.7	98.5	106.5	98.4	109.6	103.5	101.3	98.1	101.6	98.3	100.6	97.5	101.5	103.0	102.6	100.4	98.5	102.8	99.5	101.1
	'19/4~'20/3	91.5	99.3	100.4	88.0	104.0	89.6	83.1	92.9	91.4	91.8	94.0	63.2	92.9	97.1	92.8	89.5	82.9	94.9	86.3	90.6
Online	'17/4~'18/3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	'18/4~'19/3	114.8	114.1	115.5	103.3	110.4	100.6	103.9	104.1	103.2	130.2	108.0	107.2	110.3	114.8	104.6	103.7	116.9	109.2	110.9	110.1
	'19/4~'20/3	106.4	110.7	107.5	106.9	134.0	147.5	130.4	133.9	103.0	99.9	133.1	148.0	115.6	108.2	124.1	118.5	122.1	116.2	120.7	118.4
Ave. Spending per Customer																					
Retail + Online	'17/4~'18/3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	'18/4~'19/3	98.6	100.1	101.3	103.2	100.9	103.9	100.6	100.2	101.9	101.6	102.2	102.2	101.0	99.9	102.8	100.9	101.7	101.4	101.1	101.1
	'19/4~'20/3	102.5	100.9	100.5	103.2	98.5	103.3	98.7	99.3	104.2	101.9	92.9	85.4	100.6	101.1	102.3	101.2	94.0	101.6	97.9	99.2
Retail	'17/4~'18/3	102.3	101.4	105.6	104.1	94.2	101.5	104.0	101.9	101.5	99.6	102.4	101.0	102.2	103.2	101.6	102.4	101.5	102.3	102.0	102.2
	'18/4~'19/3	98.7	100.7	100.5	101.8	98.7	101.0	99.8	99.8	100.3	102.2	100.8	102.5	100.3	99.9	101.0	99.9	102.0	100.4	100.9	100.5
	'19/4~'20/3	102.7	101.1	100.8	105.5	100.2	109.3	102.6	102.0	105.1	105.3	100.5	94.7	103.0	101.3	105.0	103.5	99.5	103.2	102.2	102.0
Online	'17/4~'18/3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	'18/4~'19/3	101.8	103.0	106.7	109.5	108.6	112.3	105.1	104.0	109.8	104.5	109.0	104.8	106.6	104.0	109.8	106.6	105.8	107.2	105.7	106.4
	'19/4~'20/3	107.5	104.0	101.6	99.7	101.6	106.4	98.8	102.1	103.6	94.6	88.3	89.7	99.7	104.1	102.6	101.1	91.1	102.9	95.0	98.7