Company name GIFT HOLDINGS INC.

(Stock code: 9279, Tokyo Prime Market)

Representative Sho Tagawa,

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September 2022 Monthly YoY Change in Sales and Number of Companyowned Stores

Monthly review

Despite the hotter weather than this time last year, we saw strong dinner time sales due to continuous efforts to improve QSCA (quality, service, cleanliness, and atmosphere) at our stores. Midnight sales also surged because of extended business hours of some of our stores.

As a result, all stores sales increased by 39.6% in September and same stores sales including period with shorter business hours and excluding it increased by 16.1% and decreased by 2.9%, respectively year on year.

*We planned a 14.4% increase of same stores sales including the period on an annual basis at the time of formulation of forecast of the fiscal year ending October 31, 2022.

Year-on-year change in sales and number of company-owned stores in Japan

Fiscal year ending October 31, 2022

| | | November | December | January | February | March | April | 1H |
|----------------------------|----------------|----------|----------|---------|----------|---------|---------|---------|
| (incl. period with shorter | Sales | 129. 1% | 135. 2% | 139. 1% | 140. 1% | 143.5% | 140.4% | 137.8% |
| | # of customers | 128.0% | 134.0% | 139. 2% | 140.9% | 142.5% | 138. 4% | 137.0% |
| | Average check | 100.8% | 100. 9% | 100.0% | 99. 5% | 100. 7% | 101.4% | 100.6% |
| Same stores | Sales | 102. 2% | 106.8% | 112. 2% | 116. 4% | 119.6% | 118.0% | 112.3% |
| with shorter | # of customers | 101.5% | 105. 9% | 112. 4% | 116.8% | 118.3% | 116. 2% | 111.5% |
| | Average check | 100. 7% | 100. 9% | 99. 9% | 99. 6% | 101. 1% | 101.6% | 100. 7% |
| (excl. period with shorter | Sales | 102. 2% | 107. 1% | 100.3% | 96. 5% | 107. 4% | 99. 4% | 103. 3% |
| | # of customers | 101. 5% | 106. 1% | 100. 2% | 98. 1% | 105. 5% | 97. 7% | 102.3% |
| | Average check | 100. 7% | 100.9% | 100.1% | 98. 4% | 101.8% | 101. 7% | 100. 9% |
| # of stores | Current year | 138 | 141 | 143 | 143 | 146 | 147 | 147 |
| | Previous year | 113 | 115 | 118 | 119 | 123 | 126 | 126 |

| | | May | June | July | August | September | 0ctober | 2H | Full year |
|--|----------------|---------|---------|--------|---------|-----------|---------|---------|-----------|
| with shorter | Sales | 135. 5% | 125.6% | 119.0% | 135. 4% | 139.6% | | 130. 7% | 134. 2% |
| | # of customers | 133. 9% | 123. 9% | 115.0% | 131.1% | 134.0% | | 127. 2% | 132. 1% |
| | Average check | 101.3% | 101.4% | 103.5% | 103. 3% | 104. 2% | | 102.8% | 101.6% |
| with shorter | Sales | 114. 7% | 106.6% | 96. 7% | 111.9% | 116. 1% | | 108.8% | 110.5% |
| | # of customers | 112. 9% | 104. 8% | 93. 0% | 107. 7% | 110.9% | | 105. 4% | 108.4% |
| | Average check | 101. 7% | 101.8% | 104.0% | 103.8% | 104. 7% | | 103. 2% | 101.9% |
| Same stores (excl. period with shorter business hours) | Sales | 102. 3% | 95. 1% | 96. 0% | 101.4% | 97. 1% | | 98.0% | 100.4% |
| | # of customers | 99. 7% | 93. 7% | 92. 3% | 97. 1% | 93. 1% | | 94. 8% | 98. 1% |
| | Average check | 102.6% | 101.4% | 104.0% | 104.4% | 104.3% | | 103. 3% | 102.3% |
| | Current year | 147 | 154 | 156 | 159 | 159 | | 159 | 159 |
| | Previous year | 129 | 128 | 130 | 132 | 133 | 137 | 137 | 137 |

Notes 1 Percentages are rounded to first decimal places.

- 2 Stores refer to our company-owned stores in Japan.
- 3 Same stores are defined as those in operation at least 16 months.
- 4 Same stores sales represent comparable sales (current vs. previous year) both including and excluding the period with shorter business hours.
- 5 Numbers in the table above are preliminary and unaudited, therefore, may differ from those based on actual results in the financial statements.

(Reference) Previous fiscal year ended October 31, 2021

| | | November | December | January | February | March | April | 1H |
|--|----------------|----------|----------|---------|----------|---------|---------|---------|
| | Sales | 122.6% | 121.4% | 115.6% | 107. 4% | 124. 9% | 158.6% | 123.8% |
| | # of customers | 120. 1% | 118.3% | 112.8% | 103. 7% | 121.3% | 161. 2% | 121. 2% |
| with shorter business hours) | Average check | 102. 1% | 102. 7% | 102. 5% | 103.6% | 103.0% | 98. 4% | 102. 2% |
| Same stores | Sales | 93. 9% | 93. 4% | 84. 9% | 78. 9% | 88. 6% | 114. 7% | 91. 6% |
| (incl. period with shorter business hours) | # of customers | 92. 0% | 94. 1% | 82. 5% | 75. 9% | 86.0% | 117.8% | 90. 3% |
| | Average check | 102. 1% | 99. 3% | 102. 9% | 104. 1% | 103. 1% | 97. 4% | 101.6% |
| with shorter | Sales | 93. 8% | 93. 5% | 100.1% | 112.6% | 100.1% | 111.4% | 97. 5% |
| | # of customers | 92. 0% | 92. 3% | 98. 0% | 110.8% | 99. 2% | 107. 7% | 95. 8% |
| | Average check | 102.0% | 101.4% | 102. 2% | 101.6% | 100. 9% | 103. 4% | 101.8% |
| # of stores | Current year | 113 | 115 | 118 | 119 | 123 | 126 | 126 |
| | Previous year | 87 | 88 | 88 | 88 | 92 | 96 | 96 |

| | | May | June | July | August | September | 0ctober | 2H | Full year |
|--------------|----------------|---------|---------|---------|---------|-----------|---------|---------|-----------|
| with shorter | Sales | 138.8% | 130.8% | 140.0% | 124. 2% | 117. 2% | 139.8% | 131.6% | 128.0% |
| | # of customers | 142. 1% | 131.8% | 140.9% | 124. 9% | 117. 9% | 139.6% | 132.5% | 127. 2% |
| | Average check | 97. 7% | 99. 3% | 99. 4% | 99. 4% | 99. 4% | 100.1% | 99. 3% | 100.6% |
| with shorter | Sales | 103. 9% | 102.8% | 116. 1% | 100.0% | 95. 7% | 112. 9% | 105. 3% | 99. 1% |
| | # of customers | 107. 2% | 104.0% | 117.6% | 101. 2% | 96. 5% | 112.5% | 106. 5% | 99. 0% |
| | Average check | 96. 9% | 98. 9% | 98. 8% | 98. 8% | 99. 2% | 100.3% | 98. 9% | 100.1% |
| with shorter | Sales | 127. 7% | 113. 9% | 115.8% | 111. 2% | 117.5% | 102. 7% | 112. 2% | 106. 1% |
| | # of customers | 122. 7% | 115.0% | 117. 1% | 112.8% | 117.6% | 112.5% | 115.3% | 107.0% |
| | Average check | 104.0% | 99. 0% | 98. 9% | 98. 6% | 99. 9% | 91.3% | 97. 3% | 99. 2% |
| | Current year | 129 | 128 | 130 | 132 | 133 | 137 | 137 | 137 |
| | Previous year | 99 | 103 | 105 | 108 | 111 | 111 | 111 | 111 |