



December 2013 Flash Report vs. LY

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Total		2013												2014						
		Apr.	May	Jun.	1st Q	Jul.	Aug.	Sep.	2nd Q	1st H	Oct.	Nov.	Dec.	3rd Q	Jan.	Feb.	Mar.	4th Q	2nd H	YTD
Total Company	Sales	108.5%	91.3%	92.6%	96.7%	99.2%	90.2%	98.1%	95.8%	96.2%	93.0%	104.2%	102.3%	99.9%					99.9%	97.5%
	Footfall	117.4%	102.5%	90.5%	102.8%	92.8%	85.8%	88.4%	88.9%	95.7%	90.6%	91.1%	87.4%	89.3%					89.3%	93.5%
	Ave. Customer Spend	92.4%	89.0%	102.4%	94.0%	106.9%	105.1%	111.0%	107.7%	100.5%	102.6%	114.4%	117.0%	111.8%					111.8%	104.3%
Existing Store	Sales	107.7%	91.0%	106.7%	101.2%	100.5%	96.0%	102.4%	99.6%	100.4%	99.8%	112.2%	111.8%	108.0%					108.0%	103.1%
	Footfall	118.6%	101.8%	98.4%	105.8%	99.4%	92.0%	95.4%	95.5%	100.6%	99.9%	96.5%	96.4%	97.4%					97.4%	99.5%
	Ave. Customer Spend	90.8%	89.3%	108.5%	95.6%	101.2%	104.4%	107.3%	104.3%	99.8%	99.9%	116.3%	116.0%	110.9%					110.9%	103.6%

At the end of the previous fiscal year the franchise agreement for the brand business in question was terminated in consent.  
Due to this termination, we only have one segment.

(Unit : store) Upper part : # stores in 2013/14 Lower part : increase/decrease vs same month LY

The Number of Stores		2013									2014			Store Summary	
		Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.		
Number of stores in the end of month		87	84	83	83	83	82	82	84	84					
		-14	-17	-18	-18	-18	-20	-21	-20	-20					
		75	75	75	76	76	75	75	77	77					
		-1	-1	-1	0	0	-3	-3	-1	-1					
		5	5	5	5	5	5	5	5	5					
		+1	+1	+1	+1	+1	+1	+1	+1	+1					
		2	2	2	2	2	2	2	2	2				Monthly Summary	
		+2	+2	+2	+2	+2	+1	+1	0	0					
Others		5	2	1	0	0	0	0	0	0					
		-16	-19	-20	-21	-21	-19	-20	-20	-20					
Number of existing stores		81	78	78	77	77	76	77	78	79				Increase of QIREINI's sales share has contributed to average customer spending. (over 110% vs LY consecutive 2 months )	