

## FY2025 Monthly Sales Report

Distribution and Retail Business

TRIAL Holdings, Inc.

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MEMBERSHIP

February 10, 2025

(YoY : %)		CY 2024							CY 2025						Full Year	
		Jul.	Aug.	Sept.	Oct.	Nov.	Dec.	1H	Jan.	Feb.	Mar.	Apr.	May	Jun.		2H
Comp. Stores	Sales	101.6	109.3	101.9	100.8	105.0	104.2	103.9	103.6						103.6	103.8
	Customer Traffic	101.8	105.8	102.0	100.0	103.5	102.8	102.7	102.5						102.5	102.6
	Average Spending	99.8	103.3	99.9	100.7	101.5	101.4	101.2	101.1						101.1	101.2
All Stores	Sales	106.0	116.0	109.1	108.8	113.0	113.1	111.1	112.6						112.6	111.3
	Store Opening	5	1	3	3	5	3	20	4						4	24
	Store Closure	0	0	0	0	0	0	0	0						0	0
	Store Count	323	324	327	330	335	338	338	342						342	342

**(Weather, Events)** Temperatures were low and there were snowfalls on some days due to cold weather. The winter pressure pattern did not last long, resulted in the most hours of sunshine ever recorded in January.

**(Business at TRIAL stores)** Fresh foods and daily items led the New Year sales season. Sales for the first five days of the year were up 12.2% at comp. stores and up 22.3% at all stores. It was a strong start for the new year.

Food: Grocery - rice cakes and packaged pre-cooked rice, beverages, as well as candy and other confectionery items grew the sales. Daily - sales were led by desserts such as cream puff. Fresh - leafy greens and root vegetables were affected by soaring market prices, while cut vegetables and mushrooms performed well. New Year's products sold well in fish category, such as fish roe. Ready meals showed strong performance especially for staple products such as pork cutlet bowls.

Non-food: medicines such as cold remedies, hygiene products, heaters and loungewear contributed to the sales.

**(Store Opening, Closure, Renovation in January)**

- Opening : 4 Super Center : Iizuka Shonai (Fukuoka Pref.), Mashikidai (Kumamoto Pref.) smart : Fujioka Miyamoto (Gunma Pref.)  
TRIAL GO (Small format) : Takamiya 1-Chome (Fukuoka Pref.)
- Closure : 0 • Renovation : 0

\*YoY sales growth are preliminary figures based on POS data. They may differ from book closing figures.

\*Weather in Fukuoka is shown on the comment where many TRIAL stores are located.

\*Products kinds are as follows. Grocery: Processed food like snacks. Daily: Eggs and dairies. Fresh: Fruits, Meat, Fish and Ready meals. Living: Daily consumables, Household goods.

Hardware: Durables - such as home electronics. Apparel: Innerwear, outerwear.