

September 3, 2025

[FY12/25] Preliminary Monthly Sales Report of Directly Managed Stores for August 2025

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1. Overview

In August 2025, the golf market faced a challenging business environment due to record-breaking heat. Despite this, the effects of our improved merchandising and enhanced customer relationship management have contributed to steady performance. Total sales, including both physical stores and e-commerce, reached 128.7% YoY, while same-store sales reached 107.7% YoY. Sales at physical stores remained strong, particularly in urban areas. In the e-commerce business, the renewal and launch of the "MARK & LONA Official Online Store" achieved a steady start, with a YoY growth of 111.4%. In addition, we opened the "Rinku Premium Outlets store" as a new permanent store, contributing to the expansion of our customer base. From September onward, we will begin with the release of ASICS collaboration shoes, followed by the opening of pop-up stores at Osaka Takashimaya and the renovation of existing stores. As we enter the peak season of the golf market, we will enhance our product and sales channel strategies to achieve sustainable growth.

2. FY12/25 Sales of Directly Managed Stores (YoY)

		Jan-2025	Feb-2025	Mar-2025	Apr-2025	May-2025	Jun-2025	First half	Jul-2025	Aug-2025	Sep-2025	Oct-2025	Nov-2025	Dec-2025	Second half	Full year
All stores	Physical store	126.5%	104.8%	110.7%	111.8%	118.0%	118.0%	114.6%	108.9%	138.1%					122.4%	128.8%
	EC	79.8%	79.8%	106.2%	88.8%	98.9%	91.6%	91.1%	80.5%	111.4%					93.5%	100.8%
	Total	105.3%	95.3%	109.3%	103.5%	111.0%	108.4%	105.9%	97.8%	128.7%					111.6%	118.4%
Existing stores	Physical store	99.2%	102.2%	108.3%	104.6%	109.2%	100.4%	104.5%	94.8%	106.7%					100.3%	114.8%
	EC	78.5%	78.1%	104.2%	87.3%	97.7%	90.7%	89.7%	79.2%	109.3%					91.9%	99.2%
	Total	89.8%	92.8%	106.9%	98.2%	104.9%	96.8%	98.8%	88.5%	107.7%					97.0%	108.8%

3. (Reference) FY12/24 Sales of Directly Managed Stores (YoY)

		Jan-2024	Feb-2024	Mar-2024	Apr-2024	May-2024	Jun-2024	First half	Jul-2024	Aug-2024	Sep-2024	Oct-2024	Nov-2024	Dec-2024	Second half	Full year
All stores	Physical store	109.9%	118.6%	117.1%	100.9%	100.3%	123.9%	110.3%	100.4%	96.4%	110.1%	112.6%	112.5%	119.9%	109.5%	109.9%
	EC	109.5%	100.8%	75.2%	90.3%	93.0%	100.7%	93.3%	76.1%	79.2%	86.6%	96.1%	105.6%	125.7%	93.6%	93.5%
	Total	109.7%	111.2%	99.3%	96.8%	97.5%	114.4%	103.4%	89.3%	89.5%	101.5%	106.5%	110.3%	122.0%	103.5%	103.5%
Existing stores	Physical store	92.2%	92.1%	97.2%	95.4%	95.4%	120.0%	98.6%	97.0%	92.4%	92.5%	98.8%	99.8%	102.4%	97.4%	97.9%
	EC	109.5%	100.8%	75.2%	90.3%	93.0%	100.7%	93.3%	76.1%	79.2%	86.0%	95.1%	103.5%	123.2%	92.6%	93.0%
	Total	100.4%	95.8%	87.8%	93.5%	94.5%	112.1%	96.4%	87.4%	87.1%	90.1%	97.4%	101.0%	109.7%	95.6%	96.0%

1. The above data are based on sales (retail prices) in the company's directly operated domestic stores and online stores, which are aggregated on a monthly basis.
2. The information provided in this monthly sales relates to 'Domestic Retail', 'Domestic EC' and 'Overseas EC' of the Company's sales channels.
3. Same-store sales are calculated on the basis of sales in stores that were open both in the month under review and in the same month of the previous year.
4. Monthly sales (YoY) are calculated on the basis of retail price, so there is no impact from the change in revenue recognition standard.
5. The above data are as at the date of publication. Any differences from the final figures will be revised and reported in the following month's publication.