

December 3, 2025

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

Company name: CUBE CO., LTD.
Representative: Kazutake Hashimoto, President and Representative Director, CEO
Contact: Yuta Fukuoka, Director, CFO
(TEL: +81-3-6427-0791)

1. Overview

In November 2025, existing stores continued to deliver strong growth, while lower temperatures boosted demand for autumn and winter collections, significantly contributing to sales.

In addition, measures for loyal customers and the opening of pop-up stores in various locations proved effective, driving total sales across physical stores and e-commerce to 116.1% YoY and maintaining a high growth trajectory.

Looking ahead to December, we aim to further grow our business and enhance our brand value by launching new winter collections and actively rolling out promotions for the holiday shopping season.

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% | 138.2% | 119.8% | 117.3% | 126.2% | | 121.6% | 117.9% |
| | EC | 79.8% | 79.8% | 106.2% | 88.8% | 98.9% | 91.6% | 91.1% | 80.5% | 111.4% | 94.0% | 84.9% | 93.1% | | 91.5% | 91.3% |
| | Total | 105.3% | 95.3% | 109.3% | 103.5% | 111.0% | 108.4% | 105.9% | 97.8% | 128.7% | 111.8% | 106.5% | 116.1% | | 111.5% | 108.5% |
| Existing stores | Physical store | 99.2% | 102.2% | 108.3% | 104.6% | 109.2% | 100.4% | 104.5% | 94.8% | 106.7% | 114.3% | 103.2% | 114.0% | | 107.4% | 105.9% |
| | EC | 78.5% | 78.1% | 104.2% | 87.3% | 97.7% | 90.7% | 89.7% | 79.2% | 109.3% | 93.5% | 84.4% | 92.5% | | 90.5% | 90.1% |
| | Total | 89.8% | 92.8% | 106.9% | 98.2% | 104.9% | 96.8% | 98.8% | 88.5% | 107.7% | 107.6% | 96.8% | 107.1% | | 101.5% | 100.1% |

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.