

Adastria Co., Ltd.
August 2, 2018

Domestic Monthly Sales Figures

FY2019/02 (March 1, 2018 ~ February 28, 2019)

Monthly figures YoY (%)		1st half								2nd half								Total	Full-term
		1st quarter				2nd quarter				3rd quarter				4th quarter					
		Mar	Apr	May	total	Jun	Jul	Aug	total	Sep	Oct	Nov	total	Dec	Jan	Feb	total		
Sales	Total	106.5	91.3	86.9	94.5	106.1	91.8		98.5	96.2								96.2	
	Existing stores	104.4	89.4	85.9	92.8	105.5	91.4		98.0	95.0								95.0	
Number of customers	Total	110.9	96.3	90.0	98.5	115.6	97.0		105.1	101.6								101.6	
	Existing stores	108.5	94.2	88.7	96.4	114.9	96.5		104.5	100.3								100.3	
Spending per customer	Total	96.0	94.8	96.6	96.0	91.8	94.7		93.8	94.7								94.7	
	Existing stores	96.2	95.0	96.9	96.2	91.8	94.7		93.8	94.8								94.8	

Note 1: The figures are the preliminary figures reported on the second business day of every month. The figures will be updated on the next monthly report if there is a revision.

Note 2: BARNYARDSTORM, BABYLONE are transferred from Adastria Co., Ltd. to its subsidiary, ELEMENT RULE Co., Ltd. from March, 2018. The YoY figures are calculated by deducted two brands's amount from last year.

【Summary】

For July 2018, Sales of total stores is 91.8%; the existing stores sales is 91.4%.

The number of customer decreased because the unusual weather such as heat wave and heavy rain, in addition to one less national holiday than last year.

In terms of brand, niko and ... , apart by lowrys, Andemiu showed good performance.

Clothing with functional textile such as fast-dry or cool-touch were popular. Besides, caps and bags were the main selling categories.

【Adastria Japan】

		1st half									2nd half								Total	Full-term
		1st quarter				2nd quarter				Total	3rd quarter				4th quarter					
		Mar	Apr	May	total	Jun	Jul	Aug	total		Sep	Oct	Nov	total	Dec	Jan	Feb	total		
Number of Stores	Opened	23	7	0	30	1	1		2	32										32
	Closed	0	2	3	5	1	9		10	15										15
	Total in the month end	1,230	1,235	1,232	1,232	1,232	1,224		1,224	1,224										1,224
	Number of Web Stores included	43	43	43	43	43	43		43	43										43

Note 1: BARNYARDSTORM, BABYLONE are transferred from Adastria Co., Ltd. to its subsidiary, ELEMENT RULE Co., Ltd. from March, 2018. Two brands' 68 stores as of 2018/02 are not counted.

<Appendix>

FY2018/02 (March 1, 2017 ~ February 28, 2018)

Monthly figures YoY (%)		1st half									2nd half								Total	Full-term
		1st quarter				2nd quarter				Total	3rd quarter				4th quarter					
		Mar	Apr	May	total	Jun	Jul	Aug	total		Sep	Oct	Nov	total	Dec	Jan	Feb	total		
Sales	Total	103.5	111.0	105.9	106.8	102.0	102.7	102.1	102.3	104.5	105.7	97.9	104.5	102.5	103.1	100.8	99.4	101.5	102.0	103.2
	Existing stores	100.9	106.4	100.6	102.6	97.3	97.8	96.7	97.3	99.9	102.0	94.8	101.2	99.2	99.9	97.6	97.3	98.5	98.9	99.4
Number of customers	Total	107.5	114.2	108.5	110.0	102.7	104.9	104.0	104.0	106.6	108.3	100.8	107.6	105.5	107.2	104.5	105.0	105.6	105.5	106.1
	Existing stores	104.6	109.4	102.9	105.5	97.8	99.8	98.4	98.8	101.7	104.4	97.4	103.9	101.8	103.8	101.1	102.1	102.4	102.1	101.9
Spending per customer	Total	96.3	97.2	97.6	97.0	99.3	97.9	98.2	98.4	98.0	97.6	97.1	97.1	97.2	96.2	96.5	94.7	96.1	96.6	97.3
	Existing stores	96.5	97.2	97.7	97.2	99.5	98.0	98.3	98.5	98.2	97.7	97.4	97.4	97.5	96.2	96.5	95.3	96.2	96.8	97.5