

Monthly Sales Report for October 2025, FY 2026

Sales Results (YoY)		
Company Total		116.8%
Existing Store Retail + Online		113.1%

- Sales, Purchasing Customers, and Average Spending per Customer are disclosed against figures of the previous fiscal year.
- The figures disclosed on the 2nd business day are the preliminary figures and will be updated to the confirmed figures on the next monthly sales report.
- Preliminary figures exclude the impact of the change in revenue recognition standards. The impact is reflected on the next monthly sales report and figures are lowered by a few points.

	2025								2026				Total by							( % )
	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Oct.	1Q	2Q	3Q	4Q	1H	2H	Full FY
<b>Sales</b>																				
Company Total	104.4	111.9	109.0	107.0	119.8	104.3	116.8						110.3	108.4	109.7			109.0		
Business Units	102.5	110.7	108.6	105.4	123.4	102.9	114.4						109.2	107.3	109.3			108.2		
Retail + Online	102.4	110.7	109.2	105.3	123.2	102.9	116.3						109.6	107.5	109.2			108.3		
Retail	105.2	113.0	109.8	105.4	123.6	103.4	117.2						110.7	109.3	109.4			109.4		
Online	95.8	105.7	108.0	105.2	122.4	101.9	114.2						107.3	103.4	108.8			106.0		
Existing Store Retail + Online	99.6	107.0	106.4	102.5	118.7	99.9	113.1						106.4	104.3	106.0			105.1		
Existing Store Retail	101.8	108.3	106.1	101.3	117.2	98.9	112.8						106.3	105.4	104.6			105.1		
Existing Store Online	94.6	104.3	107.0	104.4	121.4	102.1	113.8						106.5	102.1	108.4			105.2		
Outlet, Other	112.4	116.4	108.5	113.8	119.4	112.7	117.6						114.5	112.5	115.4			113.8		
<b>Purchasing Customers</b>																				
Retail + Online	103.3	109.3	108.3	102.9	126.4	104.4	112.0						109.0	107.1	110.1			108.6		
Retail	104.9	110.1	107.3	102.0	127.2	102.3	113.2						109.0	107.5	109.3			108.4		
Online	100.5	107.8	110.0	104.5	125.0	108.4	109.7						109.0	106.3	111.4			108.9		
Existing Store Retail + Online	98.4	103.8	103.7	99.2	120.3	100.4	107.2						104.2	102.1	105.6			103.8		
Existing Store Retail	97.7	102.1	100.5	96.2	117.7	95.7	106.1						101.8	100.2	102.2			101.1		
Existing Store Online	99.6	106.8	109.1	103.9	124.1	108.0	109.2						108.3	105.4	110.8			108.1		
<b>Ave. Spending per Customer</b>																				
Retail + Online	99.7	102.3	100.5	102.4	97.6	99.0	103.6						100.7	100.8	99.4			100.0		
Retail	100.4	102.6	102.3	103.3	97.2	101.0	103.5						101.5	101.7	100.1			100.9		
Online	96.2	100.7	96.4	101.0	98.2	95.3	102.8						98.6	97.7	98.3			97.9		
Existing Store Retail + Online	101.6	103.8	101.8	103.1	98.4	99.7	105.1						102.0	102.3	100.2			101.2		
Existing Store Retail	104.2	106.1	105.5	105.4	99.6	103.3	106.3						104.4	105.2	102.4			103.9		
Existing Store Online	95.2	99.6	95.7	100.4	97.5	95.7	102.8						98.1	96.7	98.0			97.2		

Sales Data by Market

	Sales		Purchasing Customers		Ave. Spending per Customer		( % )
	Trend-conscious Market	Basic Trend-conscious Market	Trend-conscious Market	Basic Trend-conscious Market	Trend-conscious Market	Basic Trend-conscious Market	
Business Units	111.3	116.5	-	-	-	-	
Retail + Online	113.2	118.4	-	-	-	-	
Retail	115.7	120.1	108.9	117.4	106.2	102.3	
Online	107.1	114.4	-	-	-	-	
Existing Store Retail + Online	110.7	113.5	-	-	-	-	
Existing Store Retail	112.7	112.9	105.5	106.7	106.9	105.8	
Existing Store Online	106.2	114.8	-	-	-	-	

Sales Summary

In October, total company sales increased by 16.8%, and existing store sales of retail + online also increased by 13.1% YoY.

Earlier temperature decline boosted autumn/winter demand, driving higher customer traffic and pushing retail + online same-store sales above last year. Strong winter product trends also lifted average spending per customer.

The preliminary figures do not include the impact of changes in revenue recognition standards. The impact of changes in revenue recognition standards will be reflected in the final figures, which will be down by a few points from the preliminary figures. The confirm report for September 2025 shows 2.4 pts. decrease in company-wide sales and 2.7 pts. decrease in same-store-sales of retail + online versus the preliminary figures.

Total sales of COEN CO., LTD. decreased by 9.1% YoY.

- Business Units sales includes the sales of retail, online and wholesale, etc.
- Outlet, Other sales includes sales of outlet stores and special events.
- Purchasing customers and average spending per customer for existing retail + online stores as well as for online stores have been calculated using data available to the Company from its online and ZOZOTOWN stores.
- An existing store is defined as a retail/online store that has been opened for more than 13 months and it was opened in the same month of the previous year. The number is subject to change. In following cases, stores are excluded from the existing store count; retail stores which close one or more days or open in smaller sales spaces due to renovation or other reasons, online stores which close one or more days due to system upgrades or other reasons.
- Trend-conscious Market : UNITED ARROWS, BEAUTY&YOUTH UNITED ARROWS, DRAWER, Odette e Odile, BLAMINK, etc.
- Basic Trend-conscious Market: green label relaxing, CITEN

Number of Stores

	(Stores)											
	2025						2026					
	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.
Number of Stores at Month-end	299	302	302	302	303	308	314					
Retail	216	219	219	219	219	224	228					
Online	54	54	54	54	54	54	55					
Outlet	29	29	29	29	30	30	31					
Number of Existing Store at Month-end	242	243	242	236	227	226	243					
Retail	192	192	191	185	176	175	191					
Online	50	51	51	51	51	51	52					

Store Opening and Closing

[Retail] Newly opened 4, Renovated 4

[Online] Newly opened 1

[Outlet] Newly opened 1

・ For details of store openings, please refer to: <http://www.united-arrows.co.jp/en/ir/monthly/index.html#store>

Existing Stores Data for the past 3 years

Existing Stores Data for the past 3 years															Total by								( % )
		Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Oct.	1Q	2Q	3Q	4Q	1H	2H	Full FY		
Sales																							
Retail + Online	'22/4~'23/3	123.5	137.0	104.3	103.9	117.8	112.9	119.9	99.8	101.3	100.9	121.7	115.7	116.3	120.5	110.4	105.9	110.8	115.5	108.1	111.2		
	'23/4~'24/3	108.6	108.2	110.5	113.0	101.2	100.8	99.9	115.7	99.2	100.3	110.5	101.9	106.2	109.1	105.8	104.4	103.3	107.5	103.9	105.5		
	'24/4~'25/3	114.3	108.9	116.0	114.1	112.3	111.2	106.6	112.1	114.3	106.0	105.4	111.9	111.8	113.0	112.7	111.3	108.1	112.8	109.9	111.2		
Retail	'22/4~'23/3	134.4	174.3	109.3	109.3	133.0	119.4	118.2	100.0	101.2	104.1	136.6	112.9	125.3	135.5	118.2	105.6	114.1	127.1	109.1	116.3		
	'23/4~'24/3	109.8	108.2	112.2	117.5	108.7	101.1	100.6	113.0	97.8	101.0	108.5	103.3	108.1	110.0	109.7	103.3	103.6	109.9	103.4	106.3		
	'24/4~'25/3	110.0	105.6	114.0	105.3	107.8	112.7	103.8	114.0	112.6	107.3	103.3	109.2	108.2	109.7	108.3	110.4	107.1	109.1	109.0	109.0		
Online	'22/4~'23/3	102.3	90.5	95.1	94.4	98.4	101.7	124.4	99.3	101.5	96.3	102.2	122.9	100.3	95.5	97.9	106.5	105.2	96.7	105.9	101.7		
	'23/4~'24/3	105.6	108.1	107.0	104.0	89.7	100.2	98.2	122.0	102.2	99.2	113.6	98.8	102.0	106.9	98.5	107.0	102.7	102.7	104.9	103.9		
	'24/4~'25/3	125.4	116.6	120.4	132.8	121.1	108.3	113.4	107.8	118.1	104.2	108.7	118.4	119.9	120.6	121.6	113.3	109.9	121.1	111.6	115.7		
Purchasing Customers																							
Retail + Online	'22/4~'23/3	112.5	124.3	95.8	87.0	101.3	100.7	111.5	93.5	94.4	92.6	107.7	108.1	103.0	109.8	94.6	99.0	100.9	101.8	99.9	100.8		
	'23/4~'24/3	98.4	97.3	99.3	108.4	88.2	97.3	93.3	112.8	98.9	100.2	107.2	100.0	98.0	98.3	99.1	101.2	101.8	98.7	101.5	100.1		
	'24/4~'25/3	111.2	106.1	113.8	111.7	109.1	106.8	108.2	111.9	112.3	103.8	102.2	111.6	109.7	110.2	109.7	111.0	106.0	110.0	108.5	109.2		
Retail	'22/4~'23/3	124.6	160.9	99.9	91.1	119.9	117.2	110.3	94.7	92.6	95.2	127.9	104.4	113.6	124.7	104.7	98.3	104.6	114.2	101.2	107.3		
	'23/4~'24/3	99.8	99.0	101.5	112.3	95.5	95.0	95.6	109.1	95.3	96.9	100.3	99.8	100.6	100.1	102.9	99.5	98.7	101.4	99.1	100.3		
	'24/4~'25/3	107.4	102.7	112.4	101.9	103.7	111.8	103.6	111.6	108.3	106.2	99.0	104.6	105.8	107.3	104.8	107.9	103.9	106.1	106.1	106.1		
Online	'22/4~'23/3	93.8	86.4	89.3	80.2	82.1	82.7	113.9	91.2	97.9	89.1	89.7	115.7	88.1	89.5	81.5	100.3	95.8	85.2	97.8	91.2		
	'23/4~'24/3	95.7	94.1	95.4	101.3	78.2	100.8	88.7	120.0	105.1	104.5	114.4	100.4	93.4	95.1	93.1	104.3	106.0	94.1	105.2	99.8		
	'24/4~'25/3	118.5	112.5	116.1	130.5	118.4	99.8	117.7	112.4	118.8	101.0	105.3	123.8	116.9	115.6	118.0	116.5	108.7	116.8	112.2	114.4		
Ave. Spending per Customer																							
Retail + Online	'22/4~'23/3	110.3	115.0	109.1	120.3	116.6	111.5	106.0	105.5	106.4	108.5	115.5	106.9	113.4	111.4	116.9	105.8	110.1	114.5	107.6	110.3		
	'23/4~'24/3	110.7	110.8	111.1	105.1	115.2	104.6	108.2	103.7	101.3	101.6	104.0	103.4	108.9	110.8	107.5	104.3	102.9	109.3	103.6	106.2		
	'24/4~'25/3	102.4	102.3	102.5	100.9	102.3	105.0	98.2	101.4	102.0	102.2	102.1	100.3	101.6	102.4	102.3	100.7	101.7	102.4	101.4	101.8		
Retail	'22/4~'23/3	107.8	108.3	109.4	120.0	110.9	101.9	107.1	105.6	109.4	109.3	106.8	108.1	110.3	108.7	113.0	107.4	109.1	111.2	107.8	108.4		
	'23/4~'24/3	110.1	109.3	110.5	104.7	113.8	106.4	105.2	103.5	102.5	104.2	108.1	103.5	107.5	109.9	106.6	103.8	104.9	108.3	104.3	106.0		
	'24/4~'25/3	102.4	102.8	101.4	103.3	104.0	100.7	100.2	102.2	104.0	101.0	104.3	104.4	102.3	102.2	103.4	102.3	103.0	102.8	102.8	102.8		
Online	'22/4~'23/3	105.6	105.4	104.4	117.8	115.7	116.3	103.5	103.5	100.2	105.0	115.3	108.2	110.9	105.3	116.7	101.8	108.8	111.1	105.5	108.8		
	'23/4~'24/3	110.8	113.2	110.2	103.5	112.3	102.8	115.3	108.4	102.0	99.0	102.6	103.5	109.7	111.4	106.5	107.6	101.2	109.0	104.3	106.8		
	'24/4~'25/3	106.7	104.4	106.8	101.7	102.4	111.0	97.0	99.5	100.6	103.0	100.9	97.3	103.7	106.0	103.9	99.2	100.8	104.9	100.4	102.2		