TRIAL HLDGS

FY2027 Monthly Sales Report

Distribution and Retail Business

TRIAL Holdings, Inc.
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(YoY：%)			CY 2026									CY 2027									Full Year
			Jul.	Aug.	Sep.	Q1	Oct.	Nov.	Dec.	Q2	1H	Jan.	Feb.	Mar.	Q3	Apr.	May	Jun.	Q4	2H	
TRIAL	Comp. Stores	Sales	104.0	103.5		103.7															
		Customer Traffic	102.0	102.6		102.3															
		Average Spending	101.9	100.9		101.4															
	All Stores	Sales	110.6	108.6		109.6															
		Store Opening	2	1		3															
		Store Closure	0	0		0															
		Store Count	380	381		381															
SEIYU	Comp. Stores	Sales	108.9	108.8		108.8															
		Customer Traffic	110.5	109.5		110.0															
		Average Spending	98.6	99.4		99.0															
	All Stores	Sales	107.4	107.7		107.6															
		Store Opening	0	1		1															
		Store Closure	0	0		0															
		Store Count	243	244		244															
		Format conversion (SEIYU to TRIAL SEIYU)	1	1		2															

(Weather, Events)

During the month, temperatures were extremly high and sunny days continued in Kyushu, including Fukuoka. Meanwhile, temperatures in Kanto remained lower compared to the previous year, and the region was also affected by typhoons and localized heavy rainfall. In addition, following the "2026 Kumamoto Earthquake" on July 28, two of the three TRIAL stores that had been closed since July have resumed operations. One store remains closed.

(Business at TRIAL stores)

Price and value proposition products, particularly in fresh foods, drove customer traffic. SSS exceeded YoY for the 8th consecutive month.

Food: Coffee, carbonated drinks, canned beer, frozen fruits and the PB sweet bread "Butter Cookie Croquant" sold well. Lettuce, onions, watermelon, "Sliced Salmon Infused with 6 Natural Dashi Broths," and "Miso-marinated Sliced Salmon" from the PB "Premium Salmon" series attracted customers. Pork and beef for BBQ, "Garlic Shrimp," grilled eel, assorted sushi, and the "One-Pound Giant Seafood Roll" drove sales, supported by demand for the Obon (a traditional Japanese holiday period in mid-August) season.

Rice bowls such as "Pork Cutlet Bowl" and "Hearty Tempura Chicken Bowl!," along with "Egg Full-filling Sandwiches" saw strong growth.

Non-food: PB cooling innerwear products such as the "Cold Touch Innerwear" performed well.

(Business at SEIYU stores)

SSS exceeded YoY for the 11th consecutive month and customer traffic was up 9.5%, driven by staple food products. Staple products such as yogurt, eggs, and natto, along with soft drinks, contributed to sales. Cucumbers, salad, watermelon, assorted sushi, sashimi, Japanese eel, and sliced pork were strong.

Ready meals - TRIAL's signature "Pork Cutlet Bowl," and "Egg Full-filling Sandwiches" led the sales.

(Store Opening, Closure, Format Conversion, Renovation)

・Opening : 2 TRIAL : Super Center Matsuyama Kuko-dori (Ehime) SEIYU : Supermarket Minami Rinkan (Kanagawa) ・Closure : 0 ・Format Conversion : 1 TRIAL SEIYU : Kabe (Tokyo) ・Renovation : 0

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

*Product categories are as follows. Grocery: Processed food like snacks. Daily: Eggs and dairies. Fresh: Fruit, Meat, Fish and Ready meals. Living: Household essentials such as daily consumables. Hardware: Durables - such as home electronics. Apparel: Innerwear, outerwear.

*"TRIAL SEIYU" (stores converted from SEIYU to TRIAL SEIYU format) are counted as SEIYU stores, with no change in the total number of SEIYU stores.