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	103.5	103.7	103.0				103.5										
		Customer Traffic	102.0	102.6	100.8	101.8	101.6				101.8										
		Average Spending	101.9	100.9	102.8	101.8	101.4				101.7										
	All Stores	Sales	110.6	108.6	109.8	109.6	109.0				109.5										
		Store Opening	2	1	2	5	3				8										
		Store Closure	0	0	0	0	0				0										
		Store Count	380	381	383	383	386				386										
SEIYU	Comp. Stores	Sales	108.9	108.8	107.0	108.2	109.3				108.5										
		Customer Traffic	110.5	109.5	106.9	108.9	111.5				109.6										
		Average Spending	98.6	99.4	100.2	99.4	98.1				99.0										
	All Stores	Sales	107.4	107.7	105.4	106.8	105.7				106.6										
		Store Opening	0	1	0	1	0				1										
		Store Closure	0	0	0	0	1				1										
		Store Count	243	244	244	244	243				243										
		Format conversion (SEIYU to TRIAL SEIYU)	1	1	0	2	1				3										

(Weather, Events)

Temperatures were above average. The first half was mostly sunny in Honshu. Rainy days increased in the latter half due to typhoons and other factors. Point promotion event: TRIAL's "SU-PAY Festival" and SEIYU's "Thanks Sale," held from October 16 to 25, drove store visits. An additional Saturday YoY lifted SSS by approx. 1.1 pts for TRIAL and 1.2 pts for SEIYU.

(Business at TRIAL stores)

SSS exceeded YoY for the 10th consecutive month and customer traffic for the 4th consecutive month. Daily and Fresh categories remained solid. Although seasonal items in Hardware and Apparel were affected by higher temperatures, overall non-food sales remained positive. Super Center Uki store, which had closed following the "2026 Kumamoto Earthquake" on July 28, resumed operations, bringing all stores in Kumamoto Prefecture back in operations.

Grocery: Sales of low-malt and new-genre beer fell due to a backlash following the last-minute demand ahead of the alcohol tax revision. **Daily:** PB sweet bread "Sweet Potato Kouign-Amann," gained customer support. **Fresh:** Fruit, Meat, and Fish all performed steadily, while rice sales fell below YoY, partly due to a backlash of demand for stockpiled rice seen last year. **Ready Meals:** Staple dishes such as "Pork Cutlet Bowl" and "Egg Full-filling Sandwiches" continued to lead the sales.

(Business at SEIYU stores)

SSS grew for the 13th consecutive month, with double-digit traffic growth driven by Ready Meals. All food categories performed well. In non-food, Apparel sales were negatively affected by higher temperatures.

Grocery: Bottoled tea and soft drinks were strong. Rice remained weak due to a backlash of demand for stockpiled rice in 2025, as well as lower selling prices. **Daily:** Products such as natto and yogurt contributed to sales. **Fresh:** Fruit, Meat, and Fish all exceeded last year sales. Fish category saw strong growth in sushi and sashimi. **Ready Meals:** TRIAL's signature dishes continued to attract customers, and seafood also performed well.

(Store Opening, Closure, Format Conversion, Renovation)

・Opening : 3 Super Center : Echigawa (Shiga), Tsukawage (Mie) smart : Otofukekino (Hokkaido) ・Closure : 1 SEIYU : Yamashina (Kyoto)
・Format Conversion : 1 TRIAL SEIYU : Machida (Tokyo) ・Renovation : TRIAL : 6 SEIYU : 2

*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.