

## Monthly Data (FY2017)

### ■ Main Sales of Wacoal (Domestic)

(Year on Year Change %)

Store sales by channel		Apr.	May	Jun.	1Q	Jul.	Aug.	Sep.	1H	Oct.	Nov.	Dec.	3Q Total	Jan.	Feb.	Mar.	Annual	
Wholesale Business	Department Stores	97	97	103	99	104	96	102	100	99	100	94	99	95	95	97	98	
	GMS*, Supermarket	Wacoal Brand	104	100	104	103	108	98	101	103	93	96	98	100	94	91	100	100
			Wing Brand	109	102	106	105	103	101	103	104	98	108	96	103	102	93	103
	Innerwear Specialty Stores		104	100	111	105	106	105	107	106	100	105	96	104	103	100	101	104
	Sports Chains/Specialty Stores *1		101	103	98	101	108	96	89	99	95	86	92	96	92	91	94	95
Retail Business	AMPHI/Other *2	103	108	109	107	114	107	100	107	108	100	103	106	101	84	109	104	
Mail-Order Business	Catalog mail-order	-	-	-	-	-	-	-	-	-	-	-	-	85	109	107	94	
	Wacoal's Own EC Site	104	98	102	101	109	133	116	110	102	123	106	110	115	122	95	109	
	Third Party EC Sites *3	-	-	-	-	-	-	-	-	-	-	-	-	113	113	112	113	

\*GMS...General Merchandising Stores

<b>Wacoal Corp. Total Sales</b>	<b>102</b>	<b>90</b>	<b>100</b>	<b>97</b>	<b>100</b>	<b>103</b>	<b>96</b>	<b>98</b>	<b>100</b>	<b>106</b>	<b>93</b>	<b>99</b>	<b>93</b>	<b>105</b>	<b>92</b>	<b>98</b>
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\*1 Sports Chains/Specialty Stores: Sportswear, swimming suits, pumps, etc.

\*2 AMPHI/Other: AMPHI, WACOAL FACTORY STORE (outlets), WACOAL The Store, Brara by Wacoal, etc.

\*3 Third Party EC Sites: EC businesses of underwear stores, EC specialized merchandizers, etc.

\* Wacoal Corp. Total Sales: Year on Year change of sales for Wholesale Business(wholesale)+Retail Business (store sale)+Mail-Order Business

\* "Catalog mail-order" and "Third Party EC Sites" will be disclosed from January 2017 due to change of the calculation method.

### ■ Sales of Main Wacoal Subsidiaries (Overseas)

(Local currency basis/Year on Year Change %)

	Apr.	May	Jun.	1Q	Jul.	Aug.	Sep.	1H	Oct.	Nov.	Dec.	3Q Total	Jan.	Feb.	Mar.	Annual
Wacoal International (America)	73	117	101	95	118	125	91	103	113	101	75	102	144	87	76	101
Wacoal Europe	97	98	101	99	101	119	109	102	106	129	102	106	109	99	97	105

	Apr.	May	Jun.	1H	Jul.	Aug.	Sep.	3Q Total	Oct.	Nov.	Dec.	Annual	Jan.	Feb.	Mar.	1Q
Wacoal China	104	99	112	99	104	96	100	99	100	113	107	101	130	84	111	108

### ■ Sales of Peach John

(Year on Year Change %)

	Apr.	May	Jun.	1Q	Jul.	Aug.	Sep.	1H	Oct.	Nov.	Dec.	3Q Total	Jan.	Feb.	Mar.	Annual
Direct Sales	64	77	98	81	91	91	91	86	93	100	82	88	82	98	96	88
In Store	99	104	110	105	116	109	112	109	118	111	104	109	100	99	111	108
Third Party EC Sites/Other	152	114	160	138	148	145	97	134	146	179	92	134	85	89	97	120
<b>Sales Total</b>	<b>84</b>	<b>90</b>	<b>107</b>	<b>94</b>	<b>106</b>	<b>102</b>	<b>100</b>	<b>98</b>	<b>109</b>	<b>110</b>	<b>93</b>	<b>100</b>	<b>90</b>	<b>97</b>	<b>103</b>	<b>99</b>

## ■ Sales Summary (January - March 2017)

### March 2017

#### [Wacoal (Domestic)]

##### Wacoal Brand

- In brassieres, the campaign product "GOCOCI" sold well and "Nightup," and "Chiisaku Miseru" performed solidly.
- In bottoms, despite its renovation, sales of the campaign product "Hada Lift" failed to reach either the plan targets or the previous year's figures.
- In lingerie, the autumn and winter products were well received and outperformed last year's results.

##### Wing Brand

- Flagship brassiere products drove overall sales of 103% year on year.
- The campaign product "Kirei no Bra Ushiro Sugata Type" performed well, in addition to which, a TV commercial for "Kichinto Raku Bra" was aired in selected regions in late March, with the aim of boosting sales.

##### Retail Business

[AMPHI] (Existing 88%, Including New Stores 87%)

- The campaign product "BRAGENIC" performed strongly with sales of 120% over the previous year of March, but other products are struggling. Meanwhile, the new customer sign-up campaign continues to be in good shape.

[Factory Store] (Existing 102%, Including New Stores 104%)

- The spring sale in the early and middle part of the month recorded good results, especially for brassieres, with overall sales of 106% year on year. Due to the bad weather in the late month after the long weekend and difficult competition in the inbound sales campaign, the overall figures in March fell to 104%.

**New Stores :** S-PAL Sendai(AMPHI)

**Stores Closures:** LaLaport Shin Misato(AMPHI)

#### [Main Wacoal Subsidiaries (Overseas)] \*LC basis

※March [Y-to-D/ Apr. 2016-Mar. 2017 Annual]

##### Wacoal International (America)

- Channel : Department Store 75%[97%], Department Store EC 109%[108%], Wacoal's Own EC Site 114%[130%]

##### Wacoal Europe

- Channel : Department Store 77%[99%], Speciality Store 100%[105%], Directly-Managed Store 118%[101%], Third Party EC Sites 102%[114%]

•Area : UK 83%[98%], Europe 90%[103%], North America 111%108[%]

※March [Y-to-D/ Jan. 2017-Mar. 2017 1Q total]

### **Wacoal China**

- Channel : Department Store 106%[106%], Third Party EC Sites 109%[110%]
- Brand : Wacoal 112%[107%], Salute 86%[96%], LA ROSABELLO 106%[106%]

### **[Peach John]**

- Mail order sales:** Customer numbers are showing signs of recovery. Innerwear performed steadily, however sales of outerwear were down on the previous year.
- In Store:** Sales were strong. The PJ Namba store reopened and YUMMY MART Harajuku and PJ Kashiwa stores newly opened.
- Third Party EC Sites/Other:** Fashion EC sites in particular performed strongly.

[Oversea Sales for reference]

- PJ Hong Kong : 85% The effect of the YATA store closing for remodeling was large and sales fell on the previous year.
- Shanghai PJ : 145% Sales from existing stores were steady. A new store was opened in Beijing. Customers increased due to the expansion of the EC service area.

## **February 2017**

### **[Wacoal (Domestic)]**

#### **Wacoal Brand**

- Sales of brassieres were driven by the campaign product "GOCOCI," and Parfage and Incarat, thanks to the special fair being conducted.
- The performances of "Nightup" and "Chiisaku Miseru" bras were healthy.
- In the wake of the Saruaka campaign, which was successful last year, both lingerie and shorts had stagnant sales.
- Among the lingerie, neither "Omoi no Take" nor "Fuwa Dan" has reached the previous year's result or estimate.

#### **Wing Brand**

- In brassieres, the major products, "Kirei no Bra Ushiro Sugata Type," "Miss Slender," and "Kichinto Raku Bra" have achieved a steady sales performance, however, difficult to compensate for the loss of the amount, due to the shift of the dealer's promotional period this year.
- The sales for the bottoms are still struggling, in spite of the introduction of additional new colors in January.

#### **Retail Business**

**[AMPHI]** (Existing 92%, Including New Stores 89%)

- The performance of the campaign product "BRAGENIC," released on February 15, was satisfactory. This product alone has achieved sales of 52 million yen.
- Products other than the campaign product struggled, and total sales decreased by 11% from the previous year.

**[Factory Store]** (Existing 91%, Including New Stores 93%)

•The Premium Friday campaign contributed to the steady growth of sales in early and late February. However, sales declined considerably in the middle of the month due to the heavy snowfall and the shift of the holiday of Chinese New Year from last year. Sales contributed by foreign tourists declined by 23%.

**New Stores :** Ikebukuro PARCO(AMPHI)

**Stores Closures:** AEONMALL Shijonawate(WACOAL The Store)

**[Main Wacoal Subsidiaries (Overseas)] \*LC basis**

※February [Y-to-D/ Apr. 2016-Feb. 2017]

**Wacoal International (America)**

•Channel : Department Store 85%[99%], Department Store EC 90%[108%], Wacoal's Own EC Site 149%[132%]

**Wacoal Europe**

•Channel : Department Store 93%[101%], Speciality Store 100%[106%], Directly-Managed Store 108%[100%], Third Party EC Sites 104%[115%]

•Area : UK 93%[100%], Europe 95%[106%], North America 102%[108%]

※February [Y-to-D/ Jan. 2017-Feb. 2017]

**Wacoal China**

•Channel : Department Store 74%[106%], Third Party EC Sites 157%[110%]

•Brand : 80%[104%], Salute 73%[102%], LA ROSABELLO 120%[106%]

**[Peach John]**

•**Mail order sales:** The spring season has started. The latest catalog was published on February 27th. Sales remained almost the same as that in the previous year.

•**In Store:** The performances mainly within the existing stores in the Tokyo Metropolitan area were healthy.

The store located at 3-chome, Shinjuku reopened on February 24th after being renovated. Sales were flat compared to the previous sales.

•**Third Party EC Sites/Other:** The delivery of products to convenience store was postponed until March, which lead to the result of sales decrease over the previous year.

[Oversea Sales for reference]

•PJ Hong Kong : 101% The closeout sale at YATA store drew customers' attention which is the decrease of sales of other stores.

•Shanghai PJ : 136% The existing stores had favorable sales. The number of customers from EC sites has increased thanks to the expansion of the service areas.

## January 2017

**[Wacoal (Domestic)]**

**Wacoal Brand**

•In brassieres, the campaign product "GOCOCi" sold strongly, while "Nightup" and "Chiisaku Miseru" recorded steady results.

- In bottoms, the campaign product "Hada Lift" struggled.
- In contrast to the success of the Saruaka campaign last year, lingerie and shorts both struggled.
- In lingerie, sales of both the "Omoi no Take" and "Fuwa Dan" brands failed to reach either their sales targets or the previous year's results.

### **Wing Brand**

- In brassieres, the "Kirei no Bra Ushiro Sugata Type" and Lesiage brands performed well. Although the "Kichinto Raku Bra" and "Miss Slender" failed to meet their sales targets, they nevertheless outperformed the previous year's results.
- In bottoms, the new product "Style Science Futomomo," which was launched in the previous year, failed to sell out its production run and overall sales fell below the previous year.
- In knits, early spring products sold strongly.

### **Retail Business**

**[AMPHI]** (Existing 99%, Including New Stores 96%)

- Struggled during regular sales and bargains.(In particular the low price brand "A by amphi" did not perform well.)
- As a result of restricting the discount rate during the bargain sale period, return on sales improved on the previous year by 2.2%.

**[Factory Store]** (Existing 99%, Including New Stores %)

- January 1 to 3 were blessed with good weather and, taking into account sales from the mystery bag sales, the results achieved were at the same level as last year.

**New Stores :** N/A

**Stores Closures:** Esola Ikebukuro(AMPHI),LaLaport Shin Misato(AMPHI),AEONMALL Sakaikitahanada(AMPHI)

### **[Main Wacoal Subsidiaries (Overseas)] \*LC basis**

※December [Y-to-D/ Apr.-Dec.]

#### **Wacoal International (America)**

- Channel : Department Stores 66%[98%], Department Store EC 54%[111%], Wacoal's Own EC site 134%[130%]

#### **Wacoal Europe**

- Channel : Department Store 114%[103%], Speciality Store 103%[106%], Directly-Managed Store 98%[99%], Third Party EC site 78%[117%]
- Area : UK 101%[101%], Europe 89%[108%], North America 104%[107%]

※December [Y-to-D/Jan.-Dec.]

#### **Wacoal China**

- Channel : Department Store 106%[103%], Third Party EC Site 96%[102%]
- Brand : Wacoal 107%[99%], Salute 91%[97%], LA ROSABELLO 102%[98%]

[Peach John]

• **Mail order sales:** Due to the influence of last year's LINE stamps, sales during the bargain sale period struggled.

However, outside of that period, product sales performed at the same level as last year.

• **In Store:** Results were strong overall, especially for existing stores in the Tokyo metropolitan area. Inbound sales, particularly from Taiwan and China, remained at a high level.

• **Third Party EC Sites/Other:** Sales were strong especially for fashion EC specialized merchandizers.

[Oversea Sales for reference]

• PJ Hong Kong : 128% Discount sales were strong.

• Shanghai PJ : 136% In-store and EC sales (as a result of customer growth due to an increased service area) were strong.