

Monthly Data (FY2025)

■ Net Sales

	Apr.	May	Jun.	1Q	Jul.	Aug.	Sep.	2Q	Oct.	Nov.	Dec.	3Q	Jan.	Feb.	Mar.	4Q	Annual
Wacoal (Japan)	76	104	94	92	98	96	98	97	96	90	93	93	101	85	86	90	93
Peach John (Japan)	94	86	93	91	92	89	104	95	100	106	104	104	97	100	100	99	97
Wacoal International (America)	93	108	99	100	105	84	105	98	91	90	96	92	72	100		86	95
Wacoal Europe	120	94	86	97	105	91	173	113	113	127	145	126	124	134		114	114
Wacoal China	81	90	66	78	80	81	101	87	102	65	89	83	104	68		84	83

■ Wacoal Corp. Store Sales

(Year on Year Change %)

Store sales by channel	Apr.	May	Jun.	1Q	Jul.	Aug.	Sep.	2Q	Oct.	Nov.	Dec.	3Q	Jan.	Feb.	Mar.	4Q	Annual
Department Stores	94	93	100	96	90	90	95	91	86	93	92	90	88	90	92	90	92
GMS, Supermarket																	
Wacoal Brand	92	91	103	95	91	98	106	97	88	87	108	94	92	89	92	93	94
Wing Brand	90	89	101	94	91	93	101	94	90	93	103	95	87	82	92	92	93
GMS, Supermarket Total	91	90	102	95	91	96	104	96	89	89	106	94	90	86	92	92	94
Innerwear Specialty Stores	87	98	98	95	93	97	97	96	87	90	99	92	95	83	96	92	94
Sports Chains/Specialty Stores *1	115	95	108	105	99	101	98	99	104	111	109	108	107	99	113	107	105
Retail	90	91	106	95	95	102	91	96	90	95	97	94	102	89	94	95	96
EC																	
Wacoal's Own EC Site	109	114	104	109	109	113	100	107	118	96	95	101	108	96	91	100	104
Third Party EC Sites *2	93	97	96	95	106	98	100	102	107	92	121	106	104	103	116	106	103
EC Total	99	104	99	101	107	104	100	104	111	93	111	104	106	100	105	104	103
Catalog mail-order	97	110	79	96	116	47	143	98	87	92	103	94	61	34	26	72	83

*1 Sports Chains/Specialty Stores: Sportswear, etc.
*2 Third Party EC Sites: EC businesses of underwear stores, EC specialized merchandizers, etc.

■ Sales of Peach John

(Year on Year Change %)

	Apr.	May	Jun.	1Q	Jul.	Aug.	Sep.	2Q	Oct.	Nov.	Dec.	3Q	Jan.	Feb.	Mar.	4Q	Annual
Direct Sales	95	87	82	87	92	86	122	98	98	113	110	107	92	98	103	97	97
In Store	90	85	98	91	90	85	94	90	97	102	98	99	98	96	100	98	94
Third Party EC Sites/Other	104	89	110	103	99	112	106	105	113	108	95	104	97	100	124	106	104
Sales Total	94	86	93	91	92	89	104	95	100	106	104	104	97	100	100	99	97

Effective April 1, 2024, Wacoal Corp. has reorganized its business divisions to enhance operational efficiency and maximize customer value.As a result of the business reorganization, monthly reports from April 2024 onwards will no longer report sales by brand group but instead by core brand.However, store-based sales will continue to be reported by channel.

■ Sales Summary

Mar. 2025

Overview

Wacoal (Japan) Sales Summary (Mar. 2025)

Wacoal’s (Japan) overall sales were 86% year-over-year (YoY) and below our revised plan’s target. Sales were affected by temporary returns due to price revisions for the main brands, Wacoal and Wing, and the impact of timing shifts in new product launches compared to the previous year. Conditioning wear CW-X continues to perform well. Wacoal (Japan) sales were 90% YoY for the fourth quarter accounting period.

•Wacoal

Sales* (deliveries) for the Wacoal brand were 65% YoY and also fell short of our revised plan’s target. Struggles at physical stores and returns resulting from price revisions of some “Basic” products impacted these results. Sales on Wacoal’s own EC platform were 69% YoY.
Sales* (deliveries) for the Wacoal brand in the fourth quarter accounting period were 82% YoY. Sales on our own EC platform for the Wacoal brand in the fourth quarter accounting period were 91% YoY.
(*Figures include the Wacoal own EC sales)

•Wing

Sales* (deliveries) for the Wing brand were 74% YoY and below our revised plan’s target, impacted by struggling sales at physical stores and timing differences in new product launches compared to the previous year. On the other hand, measures to reduce returns were effective, and the profit margin remained at the same level as in the same month last year. Sales on Wing’s own EC platform were 97% YoY.
Sales* (deliveries) for the Wing brand in the fourth quarter accounting period were 77% YoY. Sales on our own EC platform for the Wing brand in the fourth quarter accounting period were 102% YoY.
(*Figures include the Wing own EC sales)

Sales* (deliveries) of Wacoal and Wing branded underwear items not included in the above were 121% YoY and in line with our revised plan’s target. These results were driven by the continued strong performance of the “Synchro Bra Top.” Sales on our own EC platform were 113% YoY.
Sales* (deliveries) of Wacoal and Wing branded underwear items not included in the above in the fourth quarter accounting period were 118% YoY. Our EC platform sales in the fourth quarter accounting period were 128% YoY.
(*Figures include Wacoal and Wing's own EC sales of underwear items)

•AMPHI

Sales* for the Amphi brand were 76% YoY and below our revised plan’s target. Factors contributing to this result included being compared to the same month the previous year, when a successful promotional campaign was conducted. However, thanks to the effectiveness of tie-up advertising featuring celebrities, sales gradually recovered toward the end of March, though this was insufficient to offset the decline in the first half of the month. Sales on Amphi’s own EC platform were 79% YoY.
Sales* (deliveries) for the Amphi brand in the fourth quarter accounting period were 86% YoY. Sales on our own EC platform for the Amphi brand in the fourth quarter accounting period were 90% YoY.
(*Figures include the AMPHI own EC sales)

•Salute / Yue

Sales* (deliveries) for the Salute brand were 269% YoY, thanks to the strong performance of new products launched during the month. However, they fell below our revised plan's target. Sales on Salute's own EC platform were 125% YoY.

Sales* (deliveries) for the Salute brand in the fourth quarter accounting period were 94% YoY. Sales on our own EC platform for the Salute brand in the fourth quarter accounting period were 113% YoY.

Sales* (deliveries) for the Yue brand fell significantly YoY, while also missing our revised plan's target by a significant margin. This was due to increased returns and the fact that the results are being compared to the same month the previous year, when a large delivery was made. Sales on Yue's own EC platform were 127% of the same month last year.

Sales* (deliveries) for the Yue brand in the fourth quarter accounting period were 48% YoY. Sales on our own EC platform for the Yue brand in the fourth quarter accounting period were 94% YoY.

(*Figures include each brand's own EC sales)

Store-based sales* for each channel on a YoY basis: department stores 92%, Wacoal brand at mass retailers 92%, Wing brand 92%, and specialty stores 96%. Sales at Amphi, a primary shop among our directly managed stores, dropped YoY as they were compared to the same month last year, when a promotional event was held. Factory store sales were up YoY, driven by strong results during SALE events and an increase in average customer spending realized through multi-item discounts. As for Wacoal The Store, results dropped YoY due to sluggish sales of the Amphi brand and difficulties in acquiring new customers.

AMPHI stores: Existing stores 89%, new stores 82%

Factory stores: Existing stores 102%, new stores 107%

Wacoal the stores: Existing stores 98%, new stores 99%

•Wacoal's Own EC Site

Sales* on Wacoal's own EC platform were 91% YoY and below our revised plan's target. Despite an increase in site visitor numbers thanks to promotional efforts, the average purchase price and purchase rate were lower than expected.

Our EC platform sales in the fourth quarter accounting period were 98% YoY.

(*Figures include the core brand's own EC sales)

Peach John (Japan) Sales Summary (Mar. 2025)

Peach John's domestic business sales did not achieve our plan's target; however, they came in at 100% YoY. While directly managed stores fell short of our plan's target, sales were at the same level YoY, thanks to successful promotional campaigns targeting existing members. Sales via our own EC platform were below our plan's target; however, similar to directly managed stores, successful promotional efforts contributed, and sales came in at 103% YoY. As for third-party EC sites, performance remained strong, particularly on major platforms, and sales were 124% YoY and above our plan's target.

Sales for Peach John in the fourth quarter accounting period were 99% YoY.

Overseas operations (store situation) are as follows.

PJ Hong Kong: 80%

Promotions featuring celebrities were effective, and EC sales grew, but sales at physical stores were sluggish; accordingly, results dropped YoY and were below our plan's target.

Taiwan PJ: 77%

Though collaborative products performed well and promotions featuring celebrities were well-received, results fell YoY and were below our plan's target as store relocations caused sales to decline.

Wacoal (Overseas) Sales Summary (Mar. 2025)

<Reference>Main Wacoal Subsidiaries (Overseas) *LC basis

Wacoal International (America)

•Channel(Wacooal+B.tempt'd)

	Mar.	YTD	Ratio
Store (Department)			
Store (outlet and retail)			
Department Store EC			
Third Party EC Sites			
Wacoal's Own EC Site			
Export (exclude Canada)			

Wacoal Europe

•Channel

	Mar.	YTD	Ratio
Department Store			
Independent (Speciality Store)			
Directly-Managed Store			
Third Party EC Sites			
Wacoal's Own EC Site			

Wacoal China

•Channel

	Mar.	YTD	Ratio
Department Store			
Third Party EC Sites			
Other physical stores			
Others			

•ブランド別

	Mar.	YTD	Ratio
Wacooal			
B.tempt'd			
CW-X			

•Area

	Mar.	YTD	Ratio
UK			
Europe			
North America			
Others			

•Brand

	Mar.	YTD	Ratio
Wacoal			
Salute			
Amphi	—	—	—

■ Sales Summary

Feb. 2025

Overview

Wacoal (Japan) Sales Summary (Feb. 2025)

Wacoal’s (Japan) overall sales were 85% year-over-year (YoY) and below our revised plan’s target. Though sales of underwear items have been steady, struggles with bras, a core product, and timing mismatches for launches of new products from some brands contributed to this outcome. However, the conditioning wear brand CW-X continued to demonstrate strong performance.

•Wacoal

Sales* (deliveries) for the Wacoal brand were 96% YoY and fell short of our revised plan’s target, which was set to a high level. Although deliveries of some products in the “Premium” and “Basic” lines progressed smoothly, a reduction in customer traffic at physical stores significantly impacted results. Sales on Wacoal’s own EC platform were 98% YoY.

(*Figures include the Wacoal own EC sales)

•Wing

Sales* (deliveries) for the Wing brand were 93% YoY and below our revised plan’s target, impacted by struggling sales at physical stores. On the other hand, profit margins improved compared to the same month last year, as measures to reduce product returns proved effective. Sales on Wing’s own EC platform were 103% YoY.

(*Figures include the Wing own EC sales)

Sales* (deliveries) of Wacoal and Wing branded underwear items not included in the above were 121% YoY and in line with our revised plan’s target. These results were driven by the continued strong performance of the “Synchro Bra Top” and the effect of being compared to the same month last year when there was a product recall. Sales on our own EC platform were 113% YoY.

(*Figures include Wacoal and Wing's own EC sales of underwear items)

•AMPHI

Sales* for the Amphi brand were 71% YoY and below our revised plan’s target. Factors contributing to this result included being compared to the same month the previous year when a successful promotional campaign was conducted, unsuccessful promotional activities this year, and sales of the new “Hold Day Bra” falling short of expectations. Sales on Amphi’s own EC platform were 82% YoY.

(*Figures include the AMPHI own EC sales)

•Salute / Yue

Sales* (deliveries) for the Salute brand fell significantly YoY while also missing our revised plan's target by a significant margin due to the impact of timing shifts in new product launches compared to the same month last year. Sales on Salute's own EC platform were 111% YoY.

Sales* (deliveries) for the Yue brand also fell significantly YoY while also missing our revised plan's target by a significant margin due to the strong performance of the same month in the previous year and the impact of bringing forward the month for product return implementation. Sales on Yue's own EC platform were 47% YoY.

(*Figures include each brand's own EC sales)

Store-based sales* for each channel on a YoY basis: department stores 90%, Wacoal brand at mass retailers 89%, Wing brand 82%, and specialty stores 83%. Sales at Amphi, a primary shop among our directly managed stores, dropped YoY due to struggles with sales of regular-priced items that have continued from the previous month. Factory store sales, however, were up YoY due to the success of promotional measures. As for Wacoal The Store, promotional measures aimed at increasing customer traffic were unsuccessful, causing sales to fall YoY.

AMPHI stores: Existing stores 86%, new stores 76%

Factory stores: Existing stores 97%, new stores 102%

Wacoal the stores: Existing stores 88%, new stores 93%

•Wacoal's Own EC Site

Sales* on Wacoal's own EC platform were 96% YoY, and our revised plan's target was not achieved. The fact that this year was compared to the previous year when a sales promotion was implemented and that customer traffic and purchase rates were lower than expected contributed to this result.

(*Figures include the core brand's own EC sales)

Peach John (Japan) Sales Summary (Feb. 2025)

Though Peach John's domestic business sales did not reach our plan's target, they were on par with the same month last year at 100%. Sales via our own EC platform were 98% YoY and below our plan's target, impacted by the cancellation of a promotional campaign involving influencers. Similarly, directly managed stores were also significantly impacted by the cancellation of promotional measures, with sales registering 96% YoY and falling short of our plan's target. Sales via other channels, including third-party EC sites, were below our plan's target due to decreased transactions within the Wacoal Group but came in at 100% YoY.

Overseas operations (store situation) are as follows.

PJ Hong Kong: 56%

Although collaborative products performed well, other promotional measures fell short of expectations, resulting in sales dropping YoY and coming in below our plan's target.

Taiwan PJ: 81%

Though sales dropped YoY, customer visitor numbers increased due to the effectiveness of promotional measures, allowing results to exceed our plan's target.

Wacoal (Overseas) Sales Summary (Feb. 2025)

Wacoal America’s sales (deliveries) were 100% year-over-year (YoY) and above our revised plan’s target, with improved deliveries to major clients after the end of their fiscal years contributing to this result. In the department store channel, though store-based sales were sluggish due to the impact of inflation on consumer sentiment and unseasonable weather, due to the success of promotional efforts and improved deliveries to major clients who had completed their fiscal years, sales were up YoY and above our revised plan’s target. However, sales were down YoY and below our revised plan’s target in the dedicated EC as reductions and delivery adjustments to some platforms had an impact, despite major platforms performing well overall. On our own EC platform, SALE items continued to perform poorly, and sales were down YoY and below our revised plan’s target.

Wacoal Europe’s sales (deliveries) were 134% YoY, but below our revised plan’s target. Sales from the Bravissimo Group, acquired at the end of September, have been included in Wacoal Europe’s sales and revised plan* since October. (*As the plan for the Bravissimo Group is based on estimated figures, we are refraining from commenting on comparisons by channel or region against the revised plan.) By channel, sales at our retail stores and on our own EC platform, which benefited from sales generated by the Bravissimo Group, continued their strong performance and were up significantly YoY. Specialty stores also performed well, up YoY, driven by growth on the European continent. By region, UK sales were up significantly YoY, with sales from the Bravissimo Group contributing. Sales in Europe were up YoY, thanks to the strong performance of Eastern Europe and France. In North America, sales were also up YoY thanks to the strong performance of department store drop-ship transactions and a rebound from the previous month’s suspension of deliveries to third-party EC sites.

Wacoal China’s sales (deliveries) were 68% YoY and below our revised plan’s target, negatively impacted by the timing shift of the Chinese New Year. Sales at physical stores were down YoY and below our revised plan’s target due to unsuccessful promotional measures implemented to increase customer traffic and the significant impact of the timing shift of the Chinese New Year. As for third-party EC sites, though sales were below our revised plan’s target, they were up YoY. This was due to improved product pages and enhanced promotional measures leading to a higher purchase conversion rate, with major platforms performing on par with the previous year and other platforms exceeding last year’s results.

<Reference>Main Wacoal Subsidiaries (Overseas) *LC basis

Wacoal International (America)

•Channel(Wacoal+B.tempt'd)

	Feb.	YTD	Ratio
Store (Department)	101%	88%	48%
Store (outlet and retail)	176%	157%	1%
Department Store EC	111%	85%	11%
Third Party EC Sites	93%	101%	14%
Wacoal’s Own EC Site	80%	88%	20%
Export (exclude Canada)	164%	132%	6%

Wacoal Europe

•Channel

	Feb.	YTD	Ratio
Department Store	66%	90%	15%
Independent (Speciality Store)	106%	100%	39%
Directly-Managed Store	920%	329%	10%
Third Party EC Sites	445%	254%	15%
Wacoal’s Own EC Site	96%	90%	21%

Wacoal China

•Channel

	Feb.	YTD	Ratio
Department Store	53%	81%	41%
Third Party EC Sites	65%	83%	32%
Other physical stores	117%	90%	24%
Others	82%	61%	3%

•ブランド別

	Feb.	YTD	Ratio
Wacoal	99%	91%	87%
B.tempt'd	108%	93%	11%
CW-X	88%	101%	1%

•Area

	Feb.	YTD	Ratio
UK	168%	135%	43%
Europe	104%	110%	24%
North America	124%	94%	24%
Others	113%	103%	9%

•Brand

	Feb.	YTD	Ratio
Wacoal	67%	84%	91%
Salute	80%	77%	9%
Amphi	—	—	—

■ Sales Summary

Jan. 2025

Overview

Wacoal (Japan) Sales Summary (Jan. 2025)

Wacoal's (Japan) overall sales fell short of our revised plan's target, which was set at a high level; however, they were 101% year-over-year (YoY) as deliveries increased compared to the previous year, primarily driven by the core brand Wacoal.
Strong growth on our own EC platform and the favorable performance of CW-X conditioning wear also contributed.

•Wacoal

Sales* (deliveries) for the Wacoal brand fell short of our revised plan's target, which was set to a high level, as physical stores experienced sluggish sales; however, they were 102% YoY as the "Collection" and "Premium" lines performed well on our own EC platform. In particular, due to improved fulfillment rates for popular items such as the "Jyuryoku Care Bra – Wireless," Wacoal's own EC platform sales grew significantly at 125% YoY.

(*Figures include the Wacoal own EC sales)

•Wing

Sales* (deliveries) for the Wing brand were 67% YoY and below our revised plan's target. This was due to the impact of sluggish sales at physical stores and adjustments to the initial deliveries of new products. However, sales on Wing's own EC platform were 108% YoY.

(*Figures include the Wing own EC sales)

Sales* (deliveries) of Wacoal and Wing branded underwear items not included in the above were 154% YoY and above our revised plan's target. These results were driven by the continued strong performance of popular products, such as the "Synchro Bra Top" and "GOCOCi." Sales on our own EC platform were 109% YoY.

(*Figures include Wacoal and Wing's own EC sales of underwear items)

•AMPHI

Sales for the Amphi brand were 103% YoY thanks to the strong performance of SALE items such as lucky bags (heavily discounted grab bags filled with random items sold during the New Year holiday period). However, they fell below our revised plan's target due to sluggish sales of regular-priced products. The SALE initiatives served as a hook to bring customers into stores, leading to improvements in the purchase rate and the number of items purchased. Sales on Amphi's own EC platform were 105% YoY.

(*Figures include the AMPHI own EC sales)

•[Salute / Yue](#)

Though Sales* (deliveries) for the Salute brand were below our revised plan's target, which was set at a high level, due to a shift in the launch timing for new products compared to the same month of the previous year, they came in at 188% YoY. Sales on Salute's own EC platform were 106% YoY.

Sales* (deliveries) for the Yue brand were also below our revised plan's target, which was set at a high level; however, they were up 117% YoY due to improved store inventory fulfillment rates for staple products and a shift in the timing of returns by one month. Sales on Yue's own EC platform were 186% YoY.

(*Figures include each brand's own EC sales)

Store-based sales* for each channel on a YoY basis: department stores 88%, Wacoal brand at mass retailers 92%, Wing brand 87%, and specialty stores 95%. Sales at Amphi, a primary shop among our directly managed stores, dropped YoY due to struggles with sales of regular-priced items. Factory stores, conversely, were up YoY due to the favorable performance of the Winter SALE. As for Wacoal The Store, sales were also up YoY due to the strong performance of new products belonging to the Salute brand.

AMPHI stores: Existing stores 98%, new stores 87%

Factory stores: Existing stores 116%, new stores 119%

Wacoal the stores: Existing stores 104%, new stores 107%

•[Wacoal's Own EC Site](#)

Though sales* on Wacoal's own EC platform were below our revised plan's target, they were 108% YoY, as implementing initiatives such as free shipping for orders above a certain amount increased the average purchase price.

(*Figures include the core brand's own EC sales)

Peach John (Japan) Sales Summary (Jan. 2025)

Peach John's domestic business sales were 97% YoY and below our plan's target. Sales via our own EC platform were 92% and below our plan's target. Though strengthened advertising activities increased visitor numbers and sales of regular-priced items exceeded those of the same month of the previous year, SALE item sales struggled, leading to this result. Similar to our own EC platform, directly managed stores also experienced strong sales of regular-priced items while struggling with SALE item sales, resulting in 98% YoY performance that was also below our plan's target. As for third-party EC sites, although some platforms performed well, overall, this channel struggled, and sales were 94% YoY and below our plan's target.

Overseas operations (store situation) are as follows.

PJ Hong Kong: 98%

Sales dropped YoY and were below our plan's target as the impact of promotional measures fell short of expectations, and sales during the Chinese New Year period were also sluggish.

Taiwan PJ: 115%

Though sales did not reach our plan's target, they were up YoY due to the strong performance of SALE item sales.

Wacoal (Overseas) Sales Summary (Jan. 2025)

Wacoal America’s sales (deliveries) were 72% year-over-year (YoY) and below our revised plan’s target due to major clients demonstrating purchasing restraint as they approached their fiscal year-end. In the department store channel, in addition to physical stores and client EC sites struggling with sales, major clients restrained from purchasing due to fiscal year-end closings, resulting in sales that were down YoY and below our revised plan’s target. Additionally, sales in the specialty EC channel were also down YoY and below our revised plan’s target due to delivery adjustments aimed at inventory control. On our own EC platform, sales of SALE items were sluggish, causing results to drop YoY and come in below our plan’s revised target.

Sales (deliveries) for Wacoal Europe were up YoY at 124%; however, they fell below our revised plan’s target. Sales from the Bravissimo Group, acquired at the end of September, have been included in Wacoal Europe’s sales and revised plan* starting from October.

(*As the plan for the Bravissimo Group is based on estimated figures, we are refraining from commenting on comparisons by channel or region against the revised plan.)
By channel, sales at directly operated stores and our own EC platform, which benefited from sales generated by the Bravissimo Group, were up significantly YoY. However, specialty stores, along with third-party EC sites that were impacted by the suspension of deliveries from a major North American client, saw sales fall YoY.
By region, UK sales were up significantly YoY, with sales from the Bravissimo Group continuing to contribute. Results for Europe dropped YoY due to the impact of client purchasing restraints. In North America, sales also declined YoY due to the impact of the aforementioned suspension of deliveries to third-party EC sites.

Though Wacoal China’s sales (deliveries) fell short of our revised plan’s target, they were 104% YoY, benefiting from the positive impact of the Chinese New Year coming earlier than in the previous year. Sales at physical stores were below our revised plan’s target as promotional measures aimed at increasing customer visits did not perform well; however, they were up YoY due to the Chinese New Year occurring earlier than the previous year.

As for third-party EC sites, while promotional measures were successful, resulting in sales surpassing those of the previous year’s level during the promotional period, sales struggled outside of that period. As a result, sales declined YoY and fell short of our revised plan’s target.

<Reference>Main Wacoal Subsidiaries (Overseas) *LC basis

Wacoal International (America)

•Channel(Wacoal+B.tempt'd)

	Jan.	YTD	Ratio
Store (Department)	69%	87%	48%
Store (outlet and retail)	237%	156%	1%
Department Store EC	76%	83%	12%
Third Party EC Sites	51%	102%	14%
Wacoal’s Own EC Site	81%	89%	20%
Export (exclude Canada)	111%	128%	6%

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	Jan.	YTD	Ratio
Wacoal	70%	91%	88%
B.tempt'd	81%	91%	11%
CW-X	87%	103%	1%

Wacoal Europe

•Channel

	Jan.	YTD	Ratio
Department Store	80%	92%	15%
Independent (Speciality Store)	90%	99%	40%
Directly-Managed Store	907%	293%	10%
Third Party EC Sites	483%	238%	15%
Wacoal’s Own EC Site	59%	89%	20%

•Area

	Jan.	YTD	Ratio
UK	188%	132%	43%
Europe	92%	111%	24%
North America	88%	91%	23%
Others	98%	102%	10%

Wacoal China

•Channel

	Jan.	YTD	Ratio
Department Store	113%	83%	42%
Third Party EC Sites	107%	85%	32%
Other physical stores	80%	88%	24%
Others	88%	60%	2%

•Brand

	Jan.	YTD	Ratio
Wacoal	105%	85%	91%
Salute	102%	76%	9%
Amphi	—	—	—

■ Sales Summary

Dec. 2024

Overview

Wacoal (Japan) Sales Summary (Dec. 2024)

Wacoal's (Japan) overall sales were 93% year-over-year (YoY) and did not meet our revised plan’s target. This was due to factors such as Wacoal, a core brand, being affected by the repercussions of being compared against the strong performance of the same month the previous year and a one-month shift in the delivery timing of Wing product deliveries. Wacoal (Japan) sales for the third quarter accounting period were 93% YoY.

•Wacoal

Sales* (deliveries) for the Wacoal brand were 70% YoY and below our revised plan’s target. Performance was impacted by being compared against the same month the previous year when promotions were conducted, as well as the effects of stock shortages of popular products. The inventory levels at stores are improving as progress is being made with business model reforms. Sales on Wacoal’s own EC platform were 89% YoY.

Sales* (deliveries) for the Wacoal brand in the third quarter accounting period were 88% YoY. Sales on our own EC platform for the Wacoal brand in the third quarter accounting period were 92% YoY.

(*Figures include the Wacoal own EC sales)

•Wing

Sales* (deliveries) for the Wing brand were 91% YoY and did not meet our revised plan’s target, which was set at a high level. Though sales of popular products such as the “Natural Up Bra” and “Match Me Bra” strongly drove physical store performance, the one-month shift in the delivery timing of new products negatively impacted overall results. Sales on Wing’s own EC platform were 99% YoY.

Sales* (deliveries) for the Wing brand in the third quarter accounting period were 85% YoY. Sales on our own EC platform for the Wing brand in the third quarter accounting period were 106% YoY.

(*Figures include the Wing own EC sales)

Sales* (deliveries) of Wacoal and Wing branded underwear items not included in the above were 106% YoY; however, they fell below our plan’s target, which was set at a high level. These results were driven by the strong performance of popular products, such as the “Synchro Top Bra” and “GOCOCi.” Sales on our own EC platform were 94% YoY.

Sales* (deliveries) of Wacoal and Wing branded underwear items not included in the above in the third quarter accounting period were 98% YoY. Sales on our own EC platform in the third quarter accounting period were 96% YoY.

(*Figures include Wacoal and Wing's own EC sales of underwear items)

•AMPHI

Sales for the Amphi brand were 92% YoY and below our revised plan’s target. While secret sales and Christmas promotions were successful, the decline in weekday sales before the SALES, coupled with the continued low sales of "stylist 4U" from the previous month, negatively impacted results. Sales on Amphi’s own EC platform were 79% YoY.

Sales* (deliveries) for the Amphi brand in the third quarter accounting period were 87% YoY. Sales on our own EC platform for the Amphi brand in the third quarter accounting period were 87% YoY.

(*Figures include the AMPHI own EC sales)

•Salute / Yue

Sales* (deliveries) for the Salute brand were 90% YoY, impacted by the strong performance of the previous month. On the other hand, the results were in line with our revised plan's target. Sales on Salute's own EC platform were 119% YoY.

Sales* (deliveries) for the Salute brand in the third quarter accounting period were 100% YoY. Sales on our own EC platform for the Salute brand in the third quarter accounting period were 114% YoY.

Sales* (deliveries) for the Yue brand were 103% YoY. Improved in-store stock replenishment rates for standard items and the start of business transactions with new clients contributed to this performance. However, sales did not reach our revised plan's target, which was set at a high level.

Sales on Yue's own EC platform were 85% YoY.

Sales* (deliveries) for the Yue brand in the third quarter accounting period were 103% YoY. Sales on our own EC platform for the Yue brand in the third quarter accounting period were 94% YoY.

(*Figures include each brand's own EC sales)

Store-based sales* for each channel on a YoY basis: department stores 92%, Wacoal brand at mass retailers 108%, Wing brand 103%, and specialty stores 99%. Sales at Amphi, a primary shop among our directly managed stores, dropped YoY due to the slumping performance on weekdays before SALEs and sluggish sales of continuing products. Sales at factory stores grew YoY thanks to the success of promotional campaigns and contributions from sales generated during the year-end and New Year period. As for Wacoal The Store, sales were up YoY due to the strong performance of new products belonging to the Salute brand.

AMPHI stores: Existing stores 95%, new stores 83%

Factory stores: Existing stores 106%, new stores 111%

Wacoal the stores: Existing stores 105%, new stores 109%

•Wacoal's Own EC Site

Sales* on Wacoal's own EC platform were 95% YoY and below our revised plan's target. Though there was a recovery in website visitor numbers due to advertising investment, order rates were sluggish due to stockouts of popular items and poor results during SALEs.

Sales for our own EC platform in the third quarter accounting period were 101% YoY.

(*Figures include the core brand's own EC sales)

Peach John (Japan) Sales Summary (Dec. 2024)

Peach John's domestic business sales did not achieve our plan's target; however, they came in at 100% YoY, maintaining the same level as the same month the previous year. At directly managed stores, sales were 98% YoY and below our plan's target. Though regular-priced items were up YoY, SALE items struggled. Sales via our own EC platform were below our plan's target; however, strengthened advertising efforts led to increased website visitors, and this channel recorded sales of 110% YoY. As for third-party EC sites, performance remained strong, particularly on major platforms, and sales were 100% YoY and above our plan's target.

Sales for Peach John in the third quarter accounting period were 104% YoY.

Overseas operations (store situation) are as follows.

PJ Hong Kong: 99%

As sales of SALE items remained steady, results were on par with those of the same month of the previous year. However, regular-priced items struggled, causing sales to fall below our plan's target.

Taiwan PJ: 106%

Sales were up YoY and exceeded our plan's target due to increased store visitors brought about by advertising activities and the strong performance of collaborative products.

Wacoal (Overseas) Sales Summary (Dec. 2024)

Wacoal America’s sales (deliveries) were 96% year-over-year (YoY) and below our revised plan’s target. Additionally, sales for the third quarter accounting period were 92% YoY. In the department store channel, deliveries to physical stores and clients’ EC continued with their sluggishness from the previous month, and sales dropped YoY and came in below our revised plan’s target. Meanwhile, although sales on dedicated EC sites of major platforms remained strong, results were lower both YoY and versus our revised plan’s target as they were affected by advance deliveries carried out in line with the sales promotion measures implemented the previous month. On the other hand, there was a positive impact from a shift in the timing of promotional measures on our own EC platform, with sales up YoY and exceeding the revised plan’s target.

Sales (deliveries) for Wacoal Europe were up significantly YoY at 145% and in line with our revised plan’s target. Sales from the Bravissimo Group, acquired at the end of September, have been included in Wacoal Europe’s sales and revised plan* starting from October.
(*As the plan for the Bravissimo Group is based on estimated figures, we are refraining from commenting on comparisons by channel or region against the revised plan.)
By channel, sales at retail stores and our own EC platform, which benefited from sales generated by the Bravissimo Group, were up significantly YoY. However, third-party EC sites—impacted by purchasing restraints—fell YoY, while specialty stores achieved results in line with those of the same month the previous year.
By region, UK sales were up significantly YoY, with sales from the Bravissimo Group contributing. In Europe, strong performance in Germany drove overall growth, and sales increased YoY. However, in North America, the impact of purchasing restraints by department stores and third-party EC sites resulted in sales falling YoY.

Wacoal China’s sales (deliveries) were 89% YoY and below our revised plan’s target. Additionally, sales for the second quarter accounting period were 83% YoY. For physical stores, while promotional measures in department stores were successful, they could not offset the decrease in visitor numbers to shopping malls and other commercial facilities themselves, and overall sales in this channel fell YoY and were also below our revised plan’s target.
As for third-party EC sites, we could not generate sufficient sales despite the implementation of major promotional campaigns, and results were down YoY and below our revised plan’s target. On major platforms, both visitor numbers and the number of visitors making purchases increased over the previous year. However, due to a deterioration in the rate of product returns, sales results did not improve.

<Reference>Main Wacoal Subsidiaries (Overseas) *LC basis

Wacoal International (America)

•Channel(Wacoal+B.tempt'd)

	Dec.	YTD	Ratio
Store (Department)	80%	88%	48%
Store (outlet and retail)	256%	152%	1%
Department Store EC	79%	84%	11%
Third Party EC Sites	66%	111%	14%
Wacoal’s Own EC Site	113%	90%	20%
Export (exclude Canada)	402%	130%	6%

•ブランド別

	Dec.	YTD	Ratio
Wacoal	97%	93%	88%
B.tempt'd	53%	92%	11%
CW-X	177%	106%	1%

Wacoal Europe

•Channel

	Dec.	YTD	Ratio
Department Store	65%	93%	16%
Independent (Speciality Store)	99%	100%	41%
Directly-Managed Store	685%	254%	9%
Third Party EC Sites	653%	204%	13%
Wacoal’s Own EC Site	75%	94%	21%

•Area

	Dec.	YTD	Ratio
UK	238%	125%	42%
Europe	119%	114%	25%
North America	81%	91%	24%
Others	103%	103%	9%

Wacoal China

•Channel

	Dec.	YTD	Ratio
Department Store	89%	80%	41%
Third Party EC Sites	85%	82%	31%
Other physical stores	94%	89%	25%
Others	108%	58%	2%

•Brand

	Dec.	YTD	Ratio
Wacoal	89%	84%	91%
Salute	93%	73%	9%
Amphi	—	—	—

■ Sales Summary

Nov. 2024

Overview

Wacoal (Japan) Sales Summary (Nov. 2024)

Wacoal's (Japan) overall sales were 90% year-over-year (YoY). This was due to factors such as Wacoal, a core brand, being affected by the repercussions of following on from a strong performance in the previous month and a one-month shift in the delivery timing of Wing's large-scale sales promotion. Additionally, sales did not meet our revised plan's target, which was set at a high level.

•Wacoal

Sales* (deliveries) for the Wacoal brand were 77% YoY. Although a large-scale sales promotion was implemented this month, sales fell YoY and were below our revised plan's target due to the repercussions of deliveries being made in advance the previous month and the impact of popular products experiencing shortages. Sales on Wacoal's own EC platform were 83% YoY.

(*Figures include the Wacoal own EC sales)

•Wing

Sales* (deliveries) for the Wing brand were 73% YoY. As a result of the shift in the timing of deliveries associated with this month's large-scale sales promotion, sales fell YoY and were below our revised plan's target. Sales on Wing's own EC platform were 98% YoY.

(*Figures include the Wing own EC sales)

Sales* (deliveries) of Wacoal and Wing branded underwear items not included in the above were 102% YoY due to the success of large-scale sales promotions on third-party EC sites; however, they fell short of our revised plan's target, which was set at a high level. Sales on our own EC platform were 94% YoY.

(*Figures include Wacoal and Wing's own EC sales of underwear items)

•AMPHI

Sales for the Amphi brand were 79% YoY. Although the average purchase amount per customer increased due to the Christmas sales campaign, promotional efforts targeting new customers were unsuccessful. Additionally, sales of the "stylist 4U" line continued their poor performance from the previous month. These factors resulted in sales falling YoY and coming in below our revised plan's target. Sales on Amphi's own EC platform were 85% YoY.

(*Figures include the AMPHI own EC sales)

•[Salute / Yue](#)

Sales for the Amphi brand were 79% YoY. Although the average purchase amount per customer increased due to the Christmas sales campaign, promotional efforts targeting new customers were unsuccessful. Additionally, sales of the “stylist 4U” line continued their poor performance from the previous month. These factors resulted in sales falling YoY and coming in below our revised plan’s target. Sales on Amphi’s own EC platform were 85% YoY.

(*Figures include each brand’s own EC sales)

Store-based sales* for each channel on a YoY basis: department stores 93%, Wacoal brand at mass retailers 87%, Wing brand 93%, and specialty stores 90%. Sales at Amphi, a primary shop among our directly managed stores, dropped YoY due to the poor performance of sales promotions targeting new customers and sluggish sales of continuing products. Sales at factory stores grew YoY thanks to the success of Winter Sales at commercial facilities and contributions from sales generated at new stores. As for Wacoal The Store, despite the impact of new product launch timing discrepancies, results were on par with those of the same month the previous year due to strengthened efforts to attract new customers.

AMPHI stores: Existing stores 91%, new stores 81%

Factory stores: Existing stores 106%, new stores 108%

Wacoal the stores: Existing stores 93%, new stores 101%

•[Wacoal's Own EC Site](#)

Though regular-priced items performed well, sales* on Wacoal’s own EC platform were 96% YoY and below our revised plan’s target as SALE items struggled.

(*Figures include the core brand’s own EC sales)

Peach John (Japan) Sales Summary (Nov. 2024)

Peach John’s domestic business sales did not achieve our plan’s target; however, they were 106% YoY. At directly managed stores, sales did not meet our plan’s target; however, they were up YoY at 102% due to increased store visitors resulting from the effectiveness of promotional measures. Though below our plan’s target, sales via Peach John’s own EC platform were 113% YoY, driven by strengthened advertising activities and successful promotional campaigns. As for third-party EC sites, performance remained strong, particularly on major platforms, and sales were 108% YoY and above our plan’s target.

Overseas operations (store situation) are as follows.

PJ Hong Kong: 82%

Despite the strong performance of SALE items, regular-priced items struggled, and sales were down YoY and below our plan’s target.

Taiwan PJ: 100%

Thanks to successful promotional measures and contributions from sales generated by pop-up store openings, sales rose YoY and exceeded our plan’s target.

Wacoal (Overseas) Sales Summary (Nov. 2024)

Wacoal America’s sales (deliveries) were 90% YoY and below our revised plan’s target, impacted by the shift of major promotions (Black Friday, Cyber Monday) to the following month. In the department store channel, sales dropped YoY and came in below our revised plan’s target, as they were also affected by the shift of major sales promotions to the following month, which slowed deliveries to physical stores and clients’ EC sites. The EC channel, both our own platform and specialty EC sites, experienced a similar impact, and sales declined YoY and also failed to reach our revised plan’s target. However, excluding the impact of the shift in major promotional events, our own EC site showed signs of recovering to the previous year’s level due to the effectiveness of promotional measures. Additionally, while specialty EC sites were impacted on a delivery basis by the shift of shipments to the following month, sales on major platforms remained strong.

Sales (deliveries) for Wacoal Europe increased significantly YoY, at 127%, but fell short of our revised plan’s target. Sales from the Bravissimo Group, acquired at the end of September, have been included in Wacoal Europe’s sales and revised plan* starting from October. (*As the plan for the Bravissimo Group is based on estimated figures, we are refraining from commenting on comparisons by channel or region against the revised plan.) By channel, sales at directly operated stores and our own EC platform, which benefited from sales generated by the Bravissimo Group, were up significantly YoY. However, sales at department stores and specialty stores dropped YoY. By region, UK sales were up significantly YoY, with sales from the Bravissimo Group contributing. On the other hand, Europe saw sales fall below those of the same month of the previous year due to weakened consumer sentiment caused by an economic downturn. Meanwhile, in North America, sales dropped significantly YoY due to client purchasing restraints and the impact of the timing shift of major November promotional events.

Wacoal China’s sales (deliveries) were 65% YoY and below our revised plan’s target. Despite promotional efforts to increase store traffic, physical store sales were significantly impacted by a decrease in overall visitor numbers to commercial facilities, falling YoY and coming in below the revised plan. Regarding third-party EC sites, slumping sales on major platforms and the repercussions of a large-scale sales promotion (Singles’ Day) being brought forward to the previous month led to a decline in sales YoY and a failure to meet our revised plan’s target.

<Reference>Main Wacoal Subsidiaries (Overseas) *LC basis

Wacoal International (America)

•Channel(Wacoal+B.tempt'd)

	Nov.	YTD	Ratio
Store (Department)	76%	89%	49%
Store (outlet and retail)	279%	147%	1%
Department Store EC	65%	85%	11%
Third Party EC Sites	93%	118%	14%
Wacoal’s Own EC Site	89%	88%	20%
Export (exclude Canada)	223%	115%	5%

Wacoal Europe

•Channel

	Nov.	YTD	Ratio
Department Store	55%	96%	17%
Independent (Speciality Store)	90%	100%	42%
Directly-Managed Store	803%	212%	8%
Third Party EC Sites	454%	166%	11%
Wacoal’s Own EC Site	78%	96%	22%

Wacoal China

•Channel

	Nov.	YTD	Ratio
Department Store	74%	79%	41%
Third Party EC Sites	83%	82%	32%
Other physical stores	49%	89%	25%
Others	51%	55%	2%

•ブランド別

	Nov.	YTD	Ratio
Wacoal	88%	93%	88%
B.tempt'd	86%	97%	11%
CW-X	87%	98%	1%

•Area

	Nov.	YTD	Ratio
UK	223%	116%	40%
Europe	90%	113%	26%
North America	75%	93%	24%
Others	99%	103%	10%

•Brand

	Nov.	YTD	Ratio
Wacoal	65%	83%	92%
Salute	70%	71%	8%
Amphi	—	—	—

■ Sales Summary

Oct. 2024

Overview

Wacoal (Japan) Sales Summary (Oct. 2024)

Wacoal's (Japan) overall sales were 96% year-over-year (YoY). While performance was strong for the Wacoal brand and the EC platform, sales at other brands’ physical stores failed to recover. Regarding our plan, the sales target was adjusted for the second half of the fiscal year in line with revisions to earnings forecasts. However, the plan figures were set high for October, and results fell short of the revised plan.

•Wacoal

Sales* (deliveries) for the Wacoal brand were 125% YoY. In addition to the strong performance of popular products such as the “Hugging Bra,” advance shipments of products in preparation for a large-scale promotion the following month also contributed to this result. However, sales fell slightly below our revised plan’s target, which was set at a high level for this month. Meanwhile, sales on Wacoal’s own EC platform were 114% YoY.

(*Figures include the Wacoal own EC sales)

•Wing

Sales* (deliveries) for the Wing brand were 96% YoY. Although sales dropped YoY due to a decline in transactions within the Wacoal Group, they exceeded our revised plan’s target due to the favorable performance of popular products such as the “Match Me Bra” and “Natural Up Bra.” Sales on Wing’s own EC platform were 136% YoY.

(*Figures include the Wing own EC sales)

Sales* (deliveries) of Wacoal and Wing branded underwear items not included in the above were 90% YoY due to sluggish sales of fall/winter items caused by lingering summer heat; however, they exceeded our revised plan’s target. Sales on our own EC platform were 101% YoY.

(*Figures include Wacoal and Wing's own EC sales of underwear items)

•AMPHI

Sales for the Amphi brand were 91% YoY as the brand struggled to sell items at regular prices. Results also fell short of the revised plan’s target as promotional campaigns targeting members underperformed, and sales of the new “Stylist 4U Simple Embroidery Type” products were sluggish. Sales on Amphi’s own EC platform were 106% YoY.

(*Figures include the AMPHI own EC sales)

•[Salute / Yue](#)

Sales* (deliveries) for the Salute brand were 96% YoY and also below our revised plan's target. Continuing from the previous month, this month's sales are being compared to those generated in the highly successful 40th Anniversary Campaign during the same month of the previous year. Sales on Salute's own EC platform were 101% YoY.

Sales* (deliveries) for the Yue brand were 108% YoY. Although sales at physical stores were up YoY due to the impact of differences in the timing of shipments, they fell below our revised plan's target due to the postponement of an initially planned Sale event. Sales on Yue's own EC platform were 95% YoY.

(*Figures include each brand's own EC sales)

Store-based sales* for each channel on a YoY basis: department stores 86%, Wacoal brand at mass retailers 88%, Wing brand 90%, and specialty stores 87%. Sales at Amphi, a primary shop among our directly managed stores, were lower YoY due to the underperformance of a promotional campaign targeting members. Sales grew at factory stores in the first half of the month due to effective promotional measures; however, in the latter half, store visitor numbers stagnated, and as a result, sales fell YoY. As for Wacoal The Store, the sales of the "Salute" brand were sluggish, resulting in a decline compared to both the same month last year and the plan.

AMPHI stores: Existing stores 95%, new stores 83%

Factory stores: Existing stores 92%, new stores 91%

Wacoal the stores: Existing stores 95%, new stores 102%

•[Wacoal's Own EC Site](#)

Though Sales* on our own EC platform did not reach our revised plan's target, they continued to perform well and were 118% YoY.

(*Figures include the core brand's own EC sales)

Peach John (Japan) Sales Summary (Oct. 2024)

Peach John's domestic business sales did not achieve our plan's target; however, they were on par with those of the previous year at 100% YoY. At directly managed stores, though the effectiveness of promotional measures drove an increase in store visitors, average customer spending decreased, causing sales to finish at 97% YoY and below our plan's target. Sales via our own EC platform were 98% YoY and below our plan's target; while advertising measures brought an increase in site visitors, the desired results were not achieved. As for third-party EC sites, performance remained strong, particularly on major platforms, and sales were up 113% YoY and above our plan's target.

Overseas operations (store situation) are as follows.

PJ Hong Kong: 89%

As a result of promotional measures aimed at increasing store visitors falling short of expectations, sales were down YoY and below our plan's target.

Taiwan PJ: 84%

Though pop-up store openings contributed to sales, existing store and online sales struggled, and results came in lower YoY and below our plan's target.

Wacoal (Overseas) Sales Summary (Oct. 2024)

While Wacoal America’s sales (deliveries) fell year-over-year (YoY), recoding 91% due to struggles in the wholesale channel, they aligned with our revised plan’s target thanks to contributions from third-party EC sites. In the department store channel, results fell short YoY and came in below our revised plan’s target due to poor in-store performance and purchasing restraints by major clients. Additionally, while sales of regular-priced products on our EC platform were on par with those of the same month the previous year due to customer experience improvements, SALE item performance was weak, and results dropped YoY and failed to achieve our revised plan’s target. As for dedicated EC sites, sales on major platforms continued to perform well, and results were up YoY and above our revised plan’s target.

Sales (deliveries) for Wacoal Europe increased significantly YoY, at 113%, but fell short of our revised plan’s target. Sales from the Bravissimo Group, acquired at the end of September, have been included in Wacoal Europe’s sales and revised plan* starting from October. (*The plan for the Bravissimo Group is based on estimated figures.)By channel, directly operated stores and own EC platform, both of which benefitted from sales generated by the Bravissimo Group, significantly exceeded those of the same month the previous year. Meanwhile, department store sales were on par YoY, but specialty store sales dropped YoY. It should be noted that all channels posted strong results in October of the previous year as shipments rebounded from a suspension caused by a cyber incident occurring in September of that year. By region, UK sales were up significantly YoY, with sales from the Bravissimo Group contributing. Europe, which had been performing well, saw sales fall YoY due to the backlash following favorable delivery progress in the previous month. In North America, sales were down YoY due to factors such as client purchasing restraints.

Wacoal China’s sales (deliveries) were on par with last year’s level, at 101% YoY, and also above our revised plan’s target. Physical store sales fell YoY and were below our revised plan’s target; despite our continuing efforts from the previous month to participate in department store events and strengthen our approach to existing customers, we failed to achieve a recovery in sales at Wacoal stores. Regarding third-party EC sites, deliveries accelerated due to an earlier start to activities leading up to Singles’ Day. This resulted in sales exceeding the same month the previous year and our revised plan’s target.

<Reference>Main Wacoal Subsidiaries (Overseas) *LC basis

Wacoal International (America)

•Channel(Wacoal+B.tempt'd)

	Oct.	YTD	Ratio
Store (Department)	73%	90%	49%
Store (outlet and retail)	324%	140%	1%
Department Store EC	100%	86%	12%
Third Party EC Sites	128%	120%	14%
Wacoal’s Own EC Site	84%	88%	19%
Export (exclude Canada)	117%	104%	5%

Wacoal Europe

•Channel

	Oct.	YTD	Ratio
Department Store	100%	100%	18%
Independent (Speciality Store)	80%	101%	44%
Directly-Managed Store	753%	152%	6%
Third Party EC Sites	—	141%	9%
Wacoal’s Own EC Site	57%	99%	23%

Wacoal China

•Channel

	Oct.	YTD	Ratio
Department Store	80%	80%	41%
Third Party EC Sites	90%	82%	32%
Other physical stores	225%	102%	25%
Others	45%	56%	2%

•ブランド別

	Oct.	YTD	Ratio
Wacoal	90%	93%	88%
B.tempt'd	66%	98%	11%
CW-X	97%	102%	1%

•Area

	Oct.	YTD	Ratio
UK	173%	106%	38%
Europe	83%	116%	27%
North America	87%	95%	25%
Others	83%	104%	9%

•Brand

	Oct.	YTD	Ratio
Wacoal	105%	86%	91%
Salute	85%	71%	9%
Amphi	—	—	—

■ Sales Summary

Sep. 2024

Overview

Wacoal (Japan) Sales Summary (Sep. 2024)

Wacoal's (Japan) overall sales were 98% year-over-year (YoY) and below our plan’s target. In addition to the EC business remaining strong, sales of popular items in physical stores were also strong, driving the overall business and facilitating a recovery trend. Wacoal (Japan) sales for the second quarter accounting period were 97% YoY.

•Wacoal

Sales* (deliveries) for the Wacoal brand were 96% YoY. While popular products such as the “Wireless Jyuryo Care Bra” continued to perform well, sales of standard items fell below our plan’s target. Sales on Wacoal’s own EC platform were 102% YoY.
Sales* (deliveries) for the Wacoal brand in the second quarter accounting period were 100% YoY. Sales on our own EC platform for the Wacoal brand in the second quarter accounting period were 102% YoY.

(*Figures include the Wacoal own EC sales)

•Wing

Sales* (deliveries) for the Wing brand were 100% YoY and above our plan’s target. Sales via our own and third-party EC platforms continued to be strong, while the favorable performance of popular products at physical stores, such as the “Natural Up Bra,” helped drive overall sales. Sales on Wing’s own EC platform were 106% YoY.
Sales* (deliveries) for the Wing brand in the second quarter accounting period were 99% YoY. Sales on our own EC platform for the Wing brand in the second quarter accounting period were 109% YoY.

(*Figures include the Wing own EC sales)

Sales* (deliveries) of Wacoal and Wing branded underwear items not included in the above were 88% YoY and below our plan’s target. Sales on our own EC platform were 98% YoY.
Sales* (deliveries) of Wacoal and Wing branded underwear items not included in the above in the second quarter accounting period were 92% YoY. Sales on our own EC platform in the second quarter accounting period were 114% YoY.

(*Figures include Wacoal and Wing's own EC sales of underwear items)

•AMPHI

Sales for the Amphi brand were 97% YoY due to store visitors falling below expectations. Additionally, delivery delays for some products and comparing this month against the same month last year when sales promotions were implemented had a negative impact, causing results to also fall below our plan’s target. Sales on Amphi’s own EC platform were 98% YoY. Sales* (deliveries) for the Wacoal brand in the second quarter accounting period were 92% YoY.
Sales* (deliveries) for the Amphi brand in the second quarter accounting period were 92% YoY. Sales on our own EC platform for the Amphi brand in the second quarter accounting period were 114% YoY.

(*Figures include the AMPHI own EC sales)

•Salute / Yue

Sales* (deliveries) for the Salute brand were lower YoY. Continuing from last month, this is primarily due to this month's sales being compared to those generated in the highly successful 40th Anniversary Campaign during the same month the previous year. Sales on Salute's own EC platform were 103% YoY. Sales* (deliveries) for the Salute brand in the second quarter accounting period were 81% YoY. Sales on our own EC platform for the Salute brand in the second quarter accounting period were 129% YoY.

Sales* (deliveries) for the Yue brand were 135% YoY. In addition to the strong performance of core products, sales increased due to the impact of price revisions, causing results to also exceed our plan's target. Sales on Yue's own EC platform were 94% YoY. Sales* (deliveries) for the Yue brand in the second quarter accounting period were 107% YoY. Sales on our own EC platform for the Yue brand in the second quarter accounting period were 93% YoY.

(*Figures include each brand's own EC sales)

Store-based sales* for each channel on a YoY basis: department stores 95%, Wacoal brand at mass retailers 106%, Wing brand 101%, and specialty stores 97%. Sales at Amphi, the primary shop among our directly managed stores, were lower YoY due to sluggish customer traffic at stores and delays with the delivery of some products. Despite declining customer traffic due to unseasonably hot weather, factory store sales were up YoY thanks to increased purchase rates due to promotional efforts. As for Wacoal The Store, sales were up YoY and above our plan's target due to the effect of bringing forward the launch of new products.

AMPHI stores: Existing stores 96%, new stores 86%

Factory stores: Existing stores 101%, new stores 100%

Wacoal the stores: Existing stores 106%, new stores 113%

•Wacoal's Own EC Site

Sales* on our own EC platform were 100% YoY.

Sales* for our own EC platform in the second quarter accounting period were 107% YoY.

(*Figures include the core brand's own EC sales)

Peach John (Japan) Sales Summary (Sep. 2024)

Peach John's domestic business sales were 104% YoY. Although promotional measures aimed at improving customer traffic were implemented at directly managed stores, they failed to achieve the expected results, and sales via this channel were 94% YoY and below our plan's target. Sales via our own EC platform were 122% YoY as sales and promotional measures contributed to improving the number of site visitors. As for third-party EC sites, sales were up 106% YoY and above our plan's target. These results were due to the strong performance of some sites and sales contributions from newly opened stores.

Sales for Peach John in the second quarter accounting period were 93% YoY.

Overseas operations (store situation) are as follows.

PJ Hong Kong: 97%

Sales were at the same level YoY, thanks partly to promotional measures utilizing celebrities.

Taiwan PJ: 102%

Sales were up YoY and above our plan's target due to contributions from pop-up store openings.

Wacoal (Overseas) Sales Summary (Sep. 2024)

While Wacoal America’s sales (deliveries) fell short of our plan’s target, they were 105% on a year-over-year (YoY) basis. Additionally, sales for the second quarter accounting period were 98% YoY. In the department store channel, while sales at physical stores were up YoY, overall performance was down YoY and below our plan’s target due to sluggish sales on client EC platforms. Additionally, although sales on our own EC platform showed an improving trend due to the site’s renewal, they failed to recover fully and fell YoY while also coming in below our plan’s target. As for specialty EC sites, despite reducing our presence or withdrawing from some platforms, sales from major platforms drove overall performance, and this channel was up YoY and above our plan’s target.

Sales (deliveries) for Wacoal Europe were up significantly year over year, at 173%, and above our plan’s target. The YoY result is largely due to being compared to September of last year, which was impacted by a two-week shipping halt caused by a cyber incident. Meanwhile, sales for the second quarter accounting period were 104% YoY. By channel, all channels recorded YoY growth. In terms of achieving our plan targets, although the EC channel fell short, sales in department stores and specialty store channels exceeded our targets. By region, the UK saw a slowdown in deliveries to department stores, and although sales were up YoY, they fell below our plan’s target. In Europe, strong performance was maintained across all countries, particularly France, and sales were up YoY and above our plan targets. In North America, although there were improvements in deliveries to some clients, the suspension of deliveries to a major client as they switched EC platforms had an impact, and sales, while up YoY, fell short of our plan’s target.

Wacoal China’s sales (deliveries) were 101% YoY but below our plan’s target. This result was attributable to the impact of a points program implemented as part of an effort to approach existing customers. Meanwhile, sales for the second quarter accounting period were 87% YoY. Physical stores grew YoY and also exceeded our plan’s target, thanks to continued participation in department store events from last month and the aforementioned points campaign. As for third-party EC sites, while the underperformance of major platforms had a significant impact, resulting in our plan’s target not being met, sales were up YoY due to the success of promotional activities on certain platforms.

<Reference>Main Wacoal Subsidiaries (Overseas) *LC basis

Wacoal International (America)

•Channel(Wacoal+B.tempt'd)

	Sep.	YTD	Ratio
Store (Department)	104%	94%	50%
Store (outlet and retail)	139%	130%	1%
Department Store EC	58%	84%	12%
Third Party EC Sites	130%	118%	14%
Wacoal’s Own EC Site	97%	89%	19%
Export (exclude Canada)	65%	101%	4%

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	Sep.	YTD	Ratio
Wacoal	94%	94%	87%
B.tempt'd	134%	104%	12%
CW-X	108%	103%	1%

Wacoal Europe

•Channel

	Sep.	YTD	Ratio
Department Store	229%	100%	19%
Independent (Speciality Store)	164%	105%	45%
Directly-Managed Store	175%	89%	4%
Third Party EC Sites	114%	106%	8%
Wacoal’s Own EC Site	198%	108%	24%

•Area

	Sep.	YTD	Ratio
UK	135%	97%	37%
Europe	202%	122%	29%
North America	211%	96%	25%
Others	196%	108%	9%

Wacoal China

•Channel

	Sep.	YTD	Ratio
Department Store	111%	80%	41%
Third Party EC Sites	81%	81%	32%
Other physical stores	125%	91%	24%
Others	56%	58%	3%

•Brand

	Sep.	YTD	Ratio
Wacoal	103%	84%	91%
Salute	80%	69%	9%
Amphi	—	—	—

■ Sales Summary

Aug. 2024

Overview

Wacoal (Japan) Sales Summary (Aug. 2024)

Wacoal's overall sales were 96% year-over-year (YoY) and slightly below our plan’s target. Though EC sales were strong via both our own platform and third-party websites, physical stores continued to struggle. Additionally, the impact of adjusting new product deliveries for the Wing brand as part of our inventory optimization efforts contributed to this result. While favorably selling products, primarily from the Wacoal brand, are performing well, stockouts occurred for some items. Accordingly, we will proceed with flexible additional production to meet demand.

•Wacoal

Sales* (deliveries) for the Wacoal brand were 118% YoY and above our plan’s target. Products such as the “Wireless Jyuryo Care Bra” and “Hug Bra” performed well, especially in physical stores. Sales on Wacoal’s own EC platform were 103% YoY.

(*Figures include the Wacoal own EC sales)

•Wing

Sales* (deliveries) for the Wing brand were 94% YoY. While sales via both our own and third-party EC platforms continued to be strong, physical stores experienced issues with stockouts, especially for popular products in the bottoms category. As a result, overall sales for the Wing brand were slightly below our plan’s target. Sales on Wing’s own EC platform were 104% YoY.

(*Figures include the Wing own EC sales)

Sales* (deliveries) of Wacoal and Wing branded underwear items not included in the above were 89% YoY due to the impact of delivery adjustments for new products. Sales on our own EC platform were 112% YoY.

(*Figures include Wacoal and Wing's own EC sales of underwear items)

•AMPHI

Sales* (deliveries) for the Amphi brand were 93% YoY. However, sales via our own EC platform remained strong, and promotional measures for mainstay products at physical stores were effective, resulting in sales exceeding our plan’s target. Sales on Amphi’s own EC platform were 123% YoY.

(*Figures include the AMPHI own EC sales)

•[Salute / Yue](#)

Sales* (deliveries) for the Salute brand were significantly lower YoY. This is primarily due to this month's sales being compared to those generated in the highly successful 40th Anniversary Campaign during the same month the previous year and a mismatch in the timing of deliveries. While EC sales via our own platform remained strong, overall sales still fell short of our plan's target. Sales on Salute's own EC platform were 146% YoY.

Sales* (deliveries) for the Yue brand were 83% YoY. While EC sales via our own platform continued to perform well, the suspension of deliveries for some products in anticipation of price revisions had an impact, and overall results came in below our plan's target. Sales on Yue's own EC platform were 109% YoY.

(*Figures include each brand's own EC sales)

Store-based sales for each channel on a YoY basis: department stores 90%, Wacoal brand at mass retailers 98%, Wing brand 93%, and specialty stores 97%. Sales at Amphi, a primary shop among our directly managed stores, were on par with those of the same month last year due to the success of promotional activities. Sales at factory stores were up YoY thanks to the contribution from outlet stores and despite a decrease in visitor numbers due to the impact of natural disasters. As for Wacoal The Store, sales were up YoY due to strong sales of the Salute brand.

AMPHI stores: Existing stores 107%, new stores 97%

Factory stores: Existing stores 100%, new stores 101%

Wacoal the stores: Existing stores 111%, new stores 114%

•[Wacoal's Own EC Site](#)

Sales* on our own EC platform remained strong, coming in at 113% YoY.

(*Figures include the core brand's own EC sales)

Peach John (Japan) Sales Summary (Aug. 2024)

Peach John's domestic business sales were 89% YoY, and below our plan's targets across all channels. Directly managed stores struggled with sales of 85% YoY due to temporary store closures for renovations and unfavorable weather. While sales of mainstay products were strong via our own EC platform, the effectiveness of promotional activities was below expectations, and results came in at 86% YoY. As for third-party EC sites, though we failed to achieve our plan's target, some sites performed well, and new store openings also contributed, resulting in sales of 112% YoY.

Overseas operations (store situation) are as follows.

PJ Hong Kong: 71%

Despite implementing promotional measures, the expected results were not achieved, and sales fell YoY and were below our plan's target.

Taiwan PJ: 91%

While online sales were up YoY due to successful sales promotion measures, physical store sales struggled due to declining customer numbers, resulting in overall sales falling YoY and coming in below our plan's target.

Wacoal (Overseas) Sales Summary (Aug. 2024)

Wacoal America’s sales (deliveries) were 84% year-over-year (YoY) and below our plan’s target. In the department store channel, sales (deliveries) were at a low level with deliveries not improving due to excess inventory resulting from poor in-store sales at both physical stores and client EC sites, with some clients also suspending deliveries. While sales on our own EC platform gradually recovered in the second half of August following improvements made to the user experience (UX) in response to declining purchase rates, it was not enough to offset the drop in the first half of the month, and results via this channel were down YoY and below our plan’s target. As for specialty EC sites, although results were below our plan’s target as some platforms scaled back operations, major platforms performed well, and sales were up YoY.

Sales (deliveries) for Wacoal Europe were 91% YoY and below our plan’s target. By channel, department stores and EC businesses struggled, but the key channel, specialty stores, maintained a steady performance on par with the previous year. By region, in the UK, although performance varied among clients, department stores and our own EC channel struggled, and sales were lower YoY and below our plan’s target. In Europe, sales performed well in all countries except Germany, where the specialty store channel was sluggish. As a result, total European sales continued to outperform YoY and against our plan’s target. In North America, deliveries stagnated as clients focused on selling their own brands, causing sales to fall YoY and come in below our plan’s target.

Wacoal China’s sales (deliveries) were 81% YoY and below our plan’s target. Physical stores worked to offset the overall decline in visitor traffic to commercial facilities by participating in department store events and strengthening approaches to existing customers. However, these efforts were insufficient to recover foot traffic to Wacoal stores, resulting in sales dropping YoY and falling short of our plan’s target. As for third-party EC sites, the underperformance of major platforms had a significant impact, resulting in an overall low level of performance. However, some other platforms outperformed YoY. Since promotional campaigns utilizing Key Opinion Leaders (KOLs) have contributed to acquiring new customers, there are plans to continue these efforts while improving sales content.

<Reference>Main Wacoal Subsidiaries (Overseas) *LC basis

Wacoal International (America)

•Channel(Wacoal+B.tempt'd)

	Aug.	YTD	Ratio
Store (Department)	71%	92%	50%
Store (outlet and retail)	153%	129%	1%
Department Store EC	70%	88%	12%
Third Party EC Sites	128%	116%	13%
Wacoal’s Own EC Site	84%	88%	19%
Export (exclude Canada)	83%	106%	5%

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	Aug.	YTD	Ratio
Wacoal	81%	94%	88%
B.tempt'd	72%	99%	11%
CW-X	108%	102%	1%

Wacoal Europe

•Channel

	Aug.	YTD	Ratio
Department Store	89%	91%	19%
Independent (Speciality Store)	100%	98%	44%
Directly-Managed Store	73%	83%	3%
Third Party EC Sites	81%	105%	9%
Wacoal’s Own EC Site	85%	102%	25%

•Area

	Aug.	YTD	Ratio
UK	91%	94%	38%
Europe	108%	113%	28%
North America	77%	88%	25%
Others	93%	98%	9%

Wacoal China

•Channel

	Aug.	YTD	Ratio
Department Store	80%	75%	39%
Third Party EC Sites	89%	80%	33%
Other physical stores	78%	88%	25%
Others	40%	58%	3%

•Brand

	Aug.	YTD	Ratio
Wacoal	82%	81%	91%
Salute	78%	68%	9%
Amphi	—	—	—

■ Sales Summary

Jul. 2024

Overview

Wacoal (Japan) Sales Summary (Jul. 2024)

Wacoal's overall sales were 98% year-over-year (YoY) and below our plan's target. Though sales via our own EC platform remained strong, sales struggled at physical stores, particularly department stores and directly managed stores. Temporary shortages of popular items, such as the Ribbon Bra, also negatively impacted sales. Regarding the shortages of popular items, we are working to improve the fulfillment rate for next month onward with additional production.

•Wacoal

Sales* (deliveries) for the Wacoal brand were 93% YoY and below our plan's target. Shortages of popular items such as the Ribbon Bra 'Waki-Sukkiri' and Hug Bra negatively impacted sales both at physical stores and online. Sales on Wacoal's own EC platform were 102% YoY.

(*Figures include the Wacoal own EC sales)

•Wing

Sales* (deliveries) for the Wing brand were 103% YoY. While physical store sales slightly decreased YoY, EC sales remained strong. In particular, deliveries of staple products such as Match Me Bra and Natural Up Bra on third-party EC platforms progressed smoothly. Sales on Wing's own EC platform were 104% YoY.

(*Figures include the Wing own EC sales)

Sales (deliveries) of Wacoal and Wing branded underwear items not included in the above were 115% YoY. This positive result was driven by strong sales, both in physical stores and online, of products featured in a TV commercial that aired the previous month. Sales on our own EC platform were 135% YoY.

(*Figures include Wacoal and Wing's own EC sales of underwear items)

•AMPHI

Sales* (deliveries) for the Amphi brand were 87% YoY. Though sales on our own EC platform continued their strong performance from the previous month, sales at physical stores were lower YoY and below our plan's target, as promoted products performed poorly. Sales on Amphi's own EC platform were 124% YoY.

(*Figures include the AMPHI own EC sales)

•[Salute / Yue](#)

Sales* (deliveries) for the Salute brand were 150% YoY. The strong performance of the new, made-to-order group "Superior G," which was launched in the Spring/Summer 2024 season, contributed to results exceeding both the same month of the previous year and our plan's target. Sales on Salute's own EC platform were 142% YoY.

Sales* (deliveries) for the Yue brand were 110% YoY. While physical store sales continued to perform well, they fell short of the high target figures set in our plan. Sales on Yue's own EC platform were 67% YoY.

(*Figures include each brand's own EC sales)

Store-based sales for each channel on a YoY basis: department stores 90%, Wacoal brand at mass retailers 91%, Wing brand 91%, and specialty stores 93%. Sales at Amphi, a primary shop among our directly managed stores, dropped YoY due to the poor performance of promotional activities. Sales at factory stores also dropped YoY as promotional activities that led to increased purchase rates and average customer spending failed to offset a decrease in store visitors. As for Wacoal The Store, sales were up YoY due to the strong performance of regular-priced items supported by the rollout of new products in stores.

*Including Wacoal and Wing branded underwear items.

AMPHI stores: Existing stores 96%, new stores 87%

Factory stores: Existing stores 97%, new stores 98%

Wacoal the stores: Existing stores 108%, new stores 109%

•[Wacoal's Own EC Site](#)

Sales* on our own EC platform remained strong, coming in at 109% YoY.

(*Figures include the core brand's own EC sales)

Peach John (Japan) Sales Summary (Jul. 2024)

Peach John's domestic business sales were 92% YoY and below our plan's target. Though promotional measures were implemented for directly managed stores, the number of store visitors was less than expected, and sales at these stores came in at 90% YoY and below our plan's target. Additionally, though the number of visitors to our EC site increased due to strengthened advertising efforts, no improvement in the purchase rate was observed, and sales were 92% YoY for this channel. As for third-party EC sites, although some struggled, the contribution from sales at newly opened stores allowed results to basically remain on par with those of the previous year, and they came in at 99% YoY.

Overseas operations (store situation) are as follows.

PJ Hong Kong: 87%

While performance during SALEs was strong, attracting customers during other periods was difficult, resulting in lower sales YoY that were also below our plan's target.

Taiwan PJ: 91%

While performance during SALEs was strong, challenges in selling regular-priced items and the impact of unfavorable weather conditions resulted in sales falling YoY and also coming in below our plan's target.

Wacoal (Overseas) Sales Summary (Jul. 2024)

Wacoal America's sales (deliveries) were 105% year-over-year (YoY) and above our plan's target. In the department store channel, in-store sales fell below last year's levels; however, sales (deliveries) exceeded our plan's target due to increased deliveries resulting from major clients easing their procurement constraints. For specialty EC channels, sales exceeded our plan's target due to the success of promotional measures and the robust performance of SALE items. However, sales on our own EC platform fell below our plan's target due to a drop in site visitors resulting from restrained advertising spending in light of the declining efficiency of promotions.

Sales (deliveries) for Wacoal Europe were 105% YoY and aligned with our plan's target. Thanks to favorable weather, swimwear sales drove overall sales, with growth demonstrated in all countries/regions except North America and France. By area, results in the UK improved YoY and came in above our plan's target due to strong performance in both the physical store and EC channels. In Europe, though stores in France had fewer visitors due to the Olympics, other countries performed well, and total sales for the region exceeded both the same month last year and our plan's target. As for North America, while a recovery in sales centered around department stores was seen, the negative impact of procurement restraint demonstrated by major clients continued, and sales fell YoY and were also below our plan's target. By channel, our own EC platform performed well, and the UK and Germany set new monthly sales records.

Wacoal China's sales (deliveries) were 80% YoY and below our plan's target. Though promotional measures aimed at increasing visitors to physical stores were implemented, the expected results were not achieved, and sales in this channel fell YoY and were also below our plan's target. As for third-party EC sites, though sales increased YoY due to the positive effects of promotions using influencers (KOLS) and the timing of booking product returns, they did not meet our plan's target, as that result could not offset declining average customer spending and a worsening product return rate

<Reference>Main Wacoal Subsidiaries (Overseas) *LC basis

Wacoal International (America)

•Channel(Wacoal+B.tempt'd)

	Jul.	YTD	Ratio
Store (Department)	107%	97%	50%
Store (outlet and retail)	128%	125%	1%
Department Store EC	99%	91%	12%
Third Party EC Sites	94%	114%	13%
Wacoal's Own EC Site	73%	88%	19%
Export (exclude Canada)	186%	111%	5%

Wacoal Europe

•Channel

	Jul.	YTD	Ratio
Department Store	96%	91%	18%
Independent (Speciality Store)	107%	98%	44%
Directly-Managed Store	79%	85%	4%
Third Party EC Sites	141%	110%	9%
Wacoal's Own EC Site	99%	106%	25%

Wacoal China

•Channel

	Jul.	YTD	Ratio
Department Store	71%	74%	39%
Third Party EC Sites	77%	79%	32%
Other physical stores	132%	90%	26%
Others	71%	63%	3%

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	Jul.	YTD	Ratio
Wacoal	95%	96%	88%
B.tempt'd	137%	106%	11%
CW-X	112%	101%	1%

•Area

	Jul.	YTD	Ratio
UK	105%	94%	37%
Europe	114%	115%	29%
North America	97%	91%	25%
Others	96%	100%	9%

•Brand

	Jul.	YTD	Ratio
Wacoal	83%	80%	92%
Salute	64%	66%	8%
Amphi	—	—	—

■ Sales Summary

Jun. 2024

Overview

Wacoal (Japan) Sales Summary (Jun. 2024)

Wacoal's overall sales were 94% year-over-year (YoY), mainly due to struggles with mainstay products such as bras. However, they exceeded our plan's target, thanks to the strong performance of underwear products featured in commercial films on television (TVCF) and the steady performance of our EC platform. Wacoal sales for the first quarter accounting period were 92% YoY.

•Wacoal

Sales* (deliveries) for the Wacoal brand were 83% YoY and below our plan's target. Struggling sales at physical stores, purchasing restraints by clients, and the poor performance of specialty store EC channels contributed to this result. Sales on Wacoal's own EC platform were 99% YoY.
Sales* (deliveries) for the Wacoal brand in the first quarter accounting period were 85% YoY. Sales on our own EC platform for the Wacoal brand in the first quarter accounting period were 98% YoY.

(*Figures include the Wacoal own EC sales)

•Wing

Sales* (deliveries) for the Wing brand were 94% YoY. Similar to Wacoal, sales at physical stores continued to struggle. However, early deliveries for large-scale promotions on third-party EC websites and steady sales of core products via our own EC site contributed to results exceeding our plan's target.
Sales on Wing's own EC platform were 102% YoY.
Sales* (deliveries) for the Wing brand in the first quarter accounting period were 78% YoY. Sales on our own EC platform for the Wing brand in the first quarter accounting period were 116% YoY.

(*Figures include the Wing own EC sales)

Sales (deliveries) of Wacoal and Wing branded underwear items not included in the above were 109% YoY due to strong sales at both physical stores and online of products featured in the TVCF.
Sales on our own EC platform were 147% YoY.
Sales* (deliveries) in the first quarter accounting period were 107% YoY. Sales on our own EC platform in the first quarter accounting period were 155% YoY.

(*Figures include Wacoal and Wing's own EC sales of underwear items)

•AMPHI

Sales* (deliveries) for the Amphi brand were 119% YoY due to the strong performance of physical stores. However, promotional measures on third-party EC sites were below expectations, so results came in below our plan's target. Sales on Amphi's own EC platform were 100% YoY.
Sales* (deliveries) for the Amphi brand in the first quarter accounting period were 102% YoY. Sales on our own EC platform for the Amphi brand in the first quarter accounting period were 105% YoY.

(*Figures include the AMPHI own EC sales)

•[Salute / Yue](#)

Sales* (deliveries) for the Salute brand were 97% YoY. Though specialty stores struggled with sales at physical locations and online, steady sales on our own EC platform provided support, resulting in sales exceeding our plan's target. Sales on Salute's own EC platform were 104% YoY.

Sales* (deliveries) for the Salute brand in the first quarter accounting period were 103% YoY. Sales on our own EC platform for the Salute brand in the first quarter accounting period were 108% YoY.

Sales* (deliveries) for the Yue brand were 103% YoY. Improved fulfillment rates for core products contributed to this, and sales also exceeded our plan's target. Sales on Yue's own EC platform were 84% YoY.

Sales* (deliveries) for the Yue brand in the first quarter accounting period were 88% YoY. Sales on our own EC platform for the Yue brand in the first quarter accounting period were 90% YoY.

(*Figures include each brand's own EC sales)

Store-based sales* for each channel on a YoY basis: department stores 100%, Wacoal brand at mass retailers 103%, Wing brand 101%, and specialty stores 98%. Sales at Amphi, a primary shop among our directly managed stores, were higher YoY due to the favorable performance of collaborative products and BRAGENIC items. Factory store sales were up YoY thanks to the success of promotional measures. As for Wacoal The Store, the strong performance of the Salute brand drove sales, and results came in higher on a YoY basis.

*Including Wacoal and Wing branded underwear items.

AMPHI stores: Existing stores 114%, new stores 102%

Factory stores: Existing stores 106%, new stores 107%

Wacoal the stores: Existing stores 109%, new stores 111%

•[Wacoal's Own EC Site](#)

Sales* on our own EC platform aligned with those for the same month the previous year, coming in at 104% YoY.

Sales* for our own EC platform in the first quarter accounting period were 109% YoY.

(*Figures include the core brand's own EC sales)

Peach John (Japan) Sales Summary (Jun. 2024)

Peach John's domestic business sales were 93% YoY and below our plan's target. Though large-scale sales promotions (30th-anniversary project) were implemented for directly managed stores, the expected results were not achieved, and sales at these stores came in at 98% YoY and below our plan's target. Additionally, though the number of visitors to our EC site increased due to strengthened advertising efforts, no improvement in the purchase rate was observed, and sales were 82% YoY for this channel. On the other hand, while some third-party EC sites struggled, sales of 110% YoY were achieved in this channel partly due to contributions from sales at newly opened stores. Sales for Peach John in the first quarter accounting period were 91% YoY.

Overseas operations (store situation) are as follows.

PJ Hong Kong: 85%

Though the promotional campaign was successful, sales struggled during other periods, resulting in lower sales YoY and below our plan's target.

Taiwan PJ: 77%

Store visitor numbers decreased due to inclement weather and other factors, and sales fell YoY and were also below our plan's target.

Wacoal (Overseas) Sales Summary (Jun. 2024)

Wacoal America’s sales (deliveries) were 99% year-over-year (YoY) and below our plan’s target. Sales for the first quarter accounting period were 100% YoY. While specialty EC sales exceeded planned figures, driven by major platform sales, overall sales fell short of the plan. This was due to the purchasing restraints demonstrated by main clients negatively impacting the department store channel, and lower-than-expected sales on the company’s own EC platform due to sluggish visitor numbers caused by advertising restrictions.

Sales (deliveries) for Wacoal Europe were 86% and below our plan’s target. Sales for the first quarter accounting period were 97% YoY. By area, sales in the UK dropped YoY and were below our plan’s target. Though physical stores demonstrated strong sales, our own EC platform struggled, leading to this result. In Europe, where performance had been strong, sales for the month fell YoY due to the impact of France’s unstable political situation and sluggish swimsuit sales in Northern Europe. As for North America, all channels continued to struggle, with EC and specialty stores having a particularly hard time, resulting in lower sales YoY that were also below our plan’s target.

Wacoal China’s sales (deliveries) were 66% YoY and below our plan’s target. Sales for the first quarter accounting period were 78% YoY. Sales at physical stores fell YoY and were below our plan’s target due to declining customer foot traffic and sluggish sales activities related to the Dragon Boat Festival and the 618 Shopping Festival. Meanwhile, despite implementing promotional measures utilizing influencers (KOLs), sales at third-party EC sites were lower YoY and below our plan’s target, as the negative impact on sales due to the shift in the timing of the promotional campaign for the 618 Shopping Festival was significant.

<Reference>Main Wacoal Subsidiaries (Overseas) *LC basis

Wacoal International (America)

•Channel(Wacoal+B.tempt'd)

	Jun.	YTD	Ratio
Store (Department)	87%	93%	49%
Store (outlet and retail)	144%	123%	1%
Department Store EC	98%	90%	14%
Third Party EC Sites	128%	123%	13%
Wacoal’s Own EC Site	89%	95%	19%
Export (exclude Canada)	130%	91%	4%

Wacoal Europe

•Channel

	Jun.	YTD	Ratio
Department Store	101%	90%	18%
Independent (Speciality Store)	82%	95%	44%
Directly-Managed Store	69%	88%	3%
Third Party EC Sites	74%	100%	9%
Wacoal’s Own EC Site	94%	108%	26%

Wacoal China

•Channel

	Jun.	YTD	Ratio
Department Store	67%	74%	39%
Third Party EC Sites	82%	79%	31%
Other physical stores	54%	85%	27%
Others	53%	61%	3%

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	Jun.	YTD	Ratio
Wacoal	96%	96%	89%
B.tempt'd	87%	95%	10%
CW-X	101%	98%	1%

•Area

	Jun.	YTD	Ratio
UK	92%	91%	37%
Europe	97%	115%	29%
North America	73%	89%	26%
Others	80%	101%	8%

•Brand

	Jun.	YTD	Ratio
Wacoal	66%	80%	92%
Salute	67%	67%	8%
Amphi	—	—	—

■ Sales Summary

May 2024

Overview

Wacoal (Japan) Sales Summary (May 2024)

Wacoal's overall sales were 104% year-over-year (YoY) and exceeded our plan’s target. These results were driven by higher fulfillment rates for standard products and the strong performance of our EC platform. Store sales are gradually improving but have not yet fully recovered. The solid performance of our EC site is supporting overall sales.

•Wacoal

Sales* (deliveries) for the Wacoal brand (innerwear) were 107% YoY and exceeded our plan’s target. The launch of the new “Natsumeku Bra” in stores and an improved fulfillment rate for standard products contributed to the positive performance. While sales of new products struggled at physical stores, customer numbers and average customer spending were strong due to repeat visits from existing customers, driving sales overall. Sales on Wacoal’s own EC platform were 100% YoY.
(*Figures include the Wacoal own EC sales)

•Wing

Sales* (deliveries) for the Wing brand were 84% YoY. While sales at physical stores continued to struggle due to stockouts of standard items, sales on the brand’s own EC platform and third-party EC sites were strong, especially for top-end and standard items, resulting in overall brand sales exceeding our plan’s target. Sales on Wing’s own EC platform were 122% YoY.
(*Figures include the Wing own EC sales)

•AMPHI

Sales* (deliveries) for the Amphi brand were 97% YoY. Though the brand’s EC platform saw strong sales, physical store sales struggled, falling short both against our plan’s target and YoY due to low customer traffic and purchase rates continuing from the previous month. Sales of collaborative products were also sluggish; as a result, sales fell short YoY and against our plan’s target. Sales on Amphi’s own EC platform were 120% YoY.
(*Figures include the AMPHI own EC sales)

•Salute / Yue

Sales* (deliveries) for the Salute brand were 126% YoY. While sales at physical stores struggled slightly, deliveries of popular items like those from the 09 Group drove sales, with results beating our plan’s target. Sales on Salute’s own EC platform were 122% YoY.
Sales* (deliveries) for the Yue brand were 108% YoY. Progress with delivering standard items and reduced returns contributed, and results also exceeded our plan’s target. Sales on Yue’s own EC platform were 100% YoY.
(*Figures include each brand’s own EC sales)

Store-based sales for each channel on a YoY basis: department stores 93%, Wacoal brand at mass retailers 91%, Wing brand 89%, and specialty stores 98%. Sales at Amphi, a primary shop among our directly managed stores, were lower YoY due to sluggish customer traffic and purchase rates. Despite strong performance during the Golden Week holiday period, Factory store sales dropped YoY as customer traffic and purchase rates fell after that. As for Wacoal The Store, although sales of the Salute brand fell short of last year’s level, Wacoal products performed well, resulting in overall sales growing YoY.
AMPHI stores: Existing stores 92%, new stores 85%
Factory stores: Existing stores 91%, new stores 91%
Wacoal the stores: Existing stores 102%, new stores 102%

•[Wacoal's Own EC Site](#)

Sales* on our own EC platform were strong, coming in at 114% YoY.

(*Figures include the core brand's own EC sales)

Peach John (Japan) Sales Summary (May 2024)

Peach John's domestic business sales were 86% YoY and below our plan's target. Though sales promotions were implemented for directly managed stores, these stores continued to struggle to attract customers, and sales came in at 85% YoY and below our plan's target. Additionally, results on the brand's own EC platform were 87% YoY, as the effectiveness of a large-scale promotional campaign (30th Anniversary Project) fell short of expectations. For third-party EC sites as well, although some sites demonstrated favorable performance, overall visitor numbers were stagnant, and sales registered 93% YoY.

Overseas operations (store situation) are as follows.

PJ Hong Kong: 78%

Despite the favorable performance of SALE items, regular-price products struggled, and sales were down YoY and below our plan's target.

Taiwan PJ: 99%

Although promotional measures were implemented, the number of customers attracted fell short of expectations. As a result, sales dropped YoY and were also below our plan's target.

Wacoal (Overseas) Sales Summary (May 2024)

Wacoal America's sales (deliveries) were 108% year-over-year (YoY) and exceeded our plan's target.

In the department store channel, though in-store sales fell below last year's levels, sales (deliveries) exceeded our plan's target. The easing of client purchasing restraints and deliveries for large-scale promotions contributed to this result. As for third-party EC sites, though results were below our plan's target, sales grew significantly YoY, mainly on major platforms. However, sales on our own EC platform were sluggish due to system failures and the cancellation of sales promotion measures.

Sales (deliveries) for Wacoal Europe were 94% YoY and below our plan's target. By region, the UK and North America saw sales fall YoY, while sales in Europe, especially Germany and France, continued to perform well.

The UK struggled due to a slowdown after new product deliveries the previous month, with sales falling short YoY and against our plan's target. In Europe, growth was driven by the specialty store channel, which constitutes the majority of the business, and the strong performance of EC in Germany, resulting in sales growing YoY and exceeding our plan's target. As for North America, while the department store channel performed well, third-party EC sites struggled, resulting in sales falling YoY and coming in below our plan's target.

Wacoal China's sales (deliveries) were 81% YoY and below our plan's target. By channel, sales via third-party EC sites exceeded our plan's target due to positive impacts from promotional measures involving influencers (KOLs) and the timing of sales promotion activities. On the other hand, physical store sales dropped below our plan's target as promotional measures designed to increase store visitors fell short of expectations.

<Reference>Main Wacoal Subsidiaries (Overseas) *LC basis

Wacoal International (America)

•Channel(Wacooal+B.tempt'd)

	May	YTD	Ratio
Store (Department)	94%	95%	50%
Store (outlet and retail)	122%	115%	1%
Department Store EC	106%	87%	14%
Third Party EC Sites	168%	121%	12%
Wacoal's Own EC Site	98%	97%	19%
Export (exclude Canada)	150%	81%	4%

Wacoal Europe

•Channel

	May	YTD	Ratio
Department Store	86%	86%	18%
Independent (Speciality Store)	96%	102%	44%
Directly-Managed Store	99%	102%	3%
Third Party EC Sites	94%	115%	9%
Wacoal's Own EC Site	99%	116%	26%

Wacoal China

•Channel

	May	YTD	Ratio
Department Store	77%	78%	40%
Third Party EC Sites	79%	78%	31%
Other physical stores	148%	122%	26%
Others	47%	65%	3%

•ブランド別

	May	YTD	Ratio
Wacooal	103%	96%	88%
B.tempt'd	113%	98%	11%
CW-X	120%	97%	1%

•Area

	May	YTD	Ratio
UK	85%	91%	37%
Europe	119%	126%	29%
North America	86%	98%	26%
Others	104%	115%	8%

•Brand

	May	YTD	Ratio
Wacoal	93%	88%	92%
Salute	66%	67%	8%
Amphi	—	—	—

■ Sales Summary

April 2024

Overview

Wacoal (Japan) Sales Summary (Apr. 2024)

Wacoal's overall sales were 76% year-over-year (YoY) due to sluggishness in the main physical store channels. Although store-based sales gradually started to recover from the latter half of April, the struggles of the first half and the impact of delivery timing discrepancies for new products resulted in lower performance YoY, which was also below our plan's target.

*YoY comparisons for each core brand will be disclosed from next month onwards, as the calculation for the previous year's performance has not been completed due to the organizational restructuring.

•Wacoal

Sales* (deliveries) for the Wacoal brand (innerwear) fell below our plan's target due to sluggish sales of mainstay products at physical stores such as department stores and mass retailers, as well as struggles with sales on our own EC platform.

(*Figures include the Wacoal own EC sales)

•Wing

Sales* (deliveries) for the Wing brand came in below our plan's target. Although performance was favorable on our own EC platform, similar to the Wacoal brand, the Wing brand struggled with sales at physical stores.

(*Figures include the Wing own EC sales)

•AMPHI

Sales* (deliveries) for the AMPHI brand fell below our plan's target. Despite an increase in average customer spending, customer traffic and purchase rates were sluggish, while sales of new products, including the Bragenic series, were also weak.

(*Figures include the AMPHI own EC sales)

•Salute / Yue

Sales* (deliveries) for the flagship high-priced brand Salute exceeded our plan's target. This result was despite sluggish customer traffic compared to the same time last year when an anniversary promotion was implemented. Sales* (deliveries) for the mainstay high-priced Yue brand fell short of our plan's target for our own EC platform. However, stores performed well due to the launch of new products; thus, total sales* (deliveries) for the brand exceeded our plan.

(*Figures include each brand's own EC sales)

Store-based sales for each channel on a YoY basis: department stores 94%, Wacoal brand at mass retailers 92%, Wing brand 90%, and specialty stores 87%. Sales at Amphi, a primary shop among our directly managed stores, were lower YoY due to sluggish customer traffic and purchase rates. Factory store sales were in line with those of the same month of the previous year, as average customer spending rose even though the number of customers making purchases remained flat. Regarding Wacoal The Store, results came in lower YoY as the delivery of new products was brought forward to the previous month.

AMPHI stores: Existing stores 92%, new stores 85%

Factory stores: Existing stores 102%, new stores 98%

Wacoal the stores: Existing stores 86%, new stores 88%

•[Wacoal's Own EC Site](#)

Sales* on our own EC platform were strong, coming in at 109% YoY.

(*Figures include the core brand's own EC sales)

Peach John (Japan) Sales Summary (Apr. 2024)

Peach John's domestic business sales were 94% YoY and below our plan's target. For directly managed stores, though sales promotions aimed at increasing store visitors were implemented, they did not produce the expected results, and sales came in at 90% YoY and below our plan's target. Additionally, though results on our own EC platform were favorable during the Golden Week SALE, promotional measures targeting members were unsuccessful, and sales came in at 95% YoY. On the other hand, other channels, including third-party EC sites, achieved sales growth of 104% YoY as they benefited from increased deliveries to clients.

Overseas operations (store situation) are as follows.

PJ Hong Kong: 80%

Sales were down YoY and below our plan's target due to factors such as the impact of unfavorable weather and sales promotion measures not achieving their expected results.

Taiwan PJ: 118%

As a result of favorable sales on our own EC platform, sales rose YoY. However, due to struggles at directly managed stores, they fell short of our plan's target.

Wacoal (Overseas) Sales Summary (Apr. 2024)

Wacoal America's sales (deliveries) were 93% year-over-year (YoY), a 7% decrease, and below our plan's target.

In the department store channel, although in-store sales at some locations exceeded the level of the previous year, the overall sales slump in the department store channel continued, and deliveries were sluggish. Additionally, sales on our own EC platform were also sluggish, impacted by the different timing of the Easter holiday and the fact that new products were launched and drove sales in the same month last year.

Sales (deliveries) for Wacoal Europe were 120% YoY, a 20% increase, and exceeded our plan's target. By region, sales in almost all areas were up YoY and exceeded our plan targets.

Sales in the UK fell slightly YoY due to struggles in the department store channel, but they still exceeded our plan's target.

Europe performed well overall, with sales increasing YoY and exceeding plan targets. In Germany, in particular, our own EC platform and those of third parties continued to show stable growth. In North America, strong performance via third-party EC sites drove sales, with results up YoY and above our plan's target. By channel, all channels, except department stores, saw increased sales YoY.

Wacoal China's sales (deliveries) were 81% YoY, a 19% decrease, and below our plan's target, as both brick-and-mortar and EC channels struggled. Regarding physical stores, despite implementing various measures to increase customer traffic, they did not generate the expected results, and sales fell YoY and also came in below our plan's target. As for third-party EC sites, promotional measures were unsuccessful, and sales dropped YoY and also failed to reach our plan's target.

<Reference>Main Wacoal Subsidiaries (Overseas) *LC basis

Wacoal International (America)

•Channel(Wacooal+B.tempt'd)

	Apr.	YTD	Ratio
Store (Department)	97%	97%	51%
Store (outlet and retail)	108%	108%	1%
Department Store EC	65%	65%	10%
Third Party EC Sites	96%	96%	13%
Wacoal’s Own EC Site	96%	96%	22%
Export (exclude Canada)	41%	41%	3%

Wacoal Europe

•Channel

	Apr.	YTD	Ratio
Department Store	85%	85%	16%
Independent (Speciality Store)	110%	110%	43%
Directly-Managed Store	105%	105%	3%
Third Party EC Sites	146%	146%	10%
Wacoal’s Own EC Site	137%	137%	28%

Wacoal China

•Channel

	Apr.	YTD	Ratio
Department Store	78%	78%	45%
Third Party EC Sites	76%	76%	31%
Other physical stores	93%	93%	20%
Others	92%	92%	3%

•ブランド別

	Apr.	YTD	Ratio
Wacooal	89%	89%	87%
B.tempt'd	87%	87%	12%
CW-X	79%	79%	1%

•Area

	Apr.	YTD	Ratio
UK	99%	99%	34%
Europe	134%	134%	29%
North America	113%	113%	28%
Others	127%	127%	9%

•Brand

	Apr.	YTD	Ratio
Wacoal	83%	83%	91%
Salute	67%	67%	9%
Amphi	—	—	—