

Company Name: Mr Max Holdings Ltd
 Representative: Yoshiaki Hirano, President
 (Code No.: 8203, TSE Prime)
 Contact: Hirokazu Ishii, Senior Executive Officer
 in charge of Corporate Planning and Finance Division
 (Tel: +81-92-623-1111)

Monthly Sales Information for MrMax in January 2025

We are pleased to inform you that the monthly report on our group's retail business has been compiled.

1. Monthly Information for the Fiscal Year Ending February 2026 (Year-on-Year Comparison)

		2025												2026			
		Mar.	Apr.	May	Jun.	Jul.	Aug.	1H	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	2H	Full	
Existing stores	Net sales	108.7	106.3	106.4	112.1	107.4	102.1	107.0	104.1	110.9	107.7	101.1	109.0		106.2	106.7	
	Number of customers	100.6	101.1	100.7	106.1	104.6	99.7	102.1	100.8	106.0	105.0	101.4	105.3		103.6	102.8	
All stores	Net sales	109.7	107.2	107.3	113.0	108.5	104.5	108.3	108.2	114.1	109.5	102.8	111.2		108.7	108.5	
	Number of customers	102.8	103.0	102.0	107.5	106.6	102.8	104.1	105.8	110.3	108.2	103.9	108.4		107.2	105.5	

*1 This data is intended to provide timely information and is based on preliminary figures. Thank you for your understanding.

*2 Existing stores refer to those that have been operational throughout the entire fiscal year, from the beginning to the end of the previous fiscal period.

Additionally, stores that closed during the current month or are temporarily closed are included in the definition of existing stores.

*3 The above sales figures include sales from internet sales.

(Reference 1)

		2025												2026		
		Mar.	Apr.	May	Jun.	Jul.	Aug.	1H	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.		
Year-over-Year Difference in Holidays (Unit: Days)				Sat.+1	Sat.▲1		Sun.+1		Sun.▲1		Sun.+1 Hol.+1	Sun.▲1	Sat.+1			
Temperature and Weather																
Tokyo	Average Temperature (°C)	10.7	15.6	19.2	24.7	28.4	29.6			26.5	18.5	12.8	8.4	6.1		
	Difference from Average Year (°C)	+1.3	+1.3	+0.4	+2.8	+2.7	+2.7			+3.2	+0.5	+0.3	+0.7	+0.7		
	Weather (Number of Rainy Days)	9	11	13	8	5	7			8	12	3	6	1		
Fukuoka	Average Temperature (°C)	11.9	16.2	19.6	25.0	30.0	29.9			28.0	22.4	14.8	10.4	7.1		
	Difference from Average Year (°C)	+1.1	+0.8	▲0.3	+1.7	+2.6	+1.5			+3.3	+2.8	+0.6	+1.3	+0.2		
	Weather (Number of Rainy Days)	11	6	10	14	8	6			16	8	4	7	3		

(Reference 2)

Monthly Information for the Fiscal Year Ending February 2025 (Year-on-Year Comparison)

		2025												2026			
		Mar.	Apr.	May	Jun.	Jul.	Aug.	1H	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	2H	Full	
Existing stores	Net sales	110.5	100.9	102.6	108.9	102.5	112.2	106.2	104.8	99.9	106.1	107.5	105.2	102.7	104.5	105.4	
	Number of customers	103.7	98.7	100.4	103.2	99.2	105.6	101.8	101.8	96.7	99.8	101.1	100.2	97.7	99.6	100.7	
All stores	Net sales	109.9	100.3	102.1	108.4	102.0	111.4	105.6	104.5	100.0	107.7	108.9	106.1	103.8	105.3	105.5	
	Number of customers	103.0	98.3	100.4	103.0	99.0	104.8	101.4	101.6	97.5	101.6	103.3	102.2	100.0	101.1	101.2	

2. Comments for the Current Month

Various sales promotions proved effective, with same-store sales reaching 109.0% compared to the same period last year, marking the 15th consecutive month of year-over-year growth. Same-store customer traffic also increased to 105.3% year-on-year, rising for the fifth consecutive month.

The New Year's sale held at the start of the year boosted sales across a wide range of products, from home appliances like washing machines, televisions, and air conditioners to daily necessities such as pet food, snacks, and alcoholic beverages.

Popular items like the Nintendo Switch 2 and Bonbon Drop stickers also contributed to the sales growth.