



March 7, 2014
 Company name: HUB CO., LTD.
 Representative: Tsuyoshi Ohta, President & CEO
 (JASDAQ:Code 3030)
 Contact: Tomoya Komada, Public Relations&Investor Relations Dept.
 TEL:03-3526-8690

To whom it may concern

February 2014 Monthly Report

HUB is pleased to announce February 2014 (FY February 2014) figures.

【All-store YoY performance】

	Mar	Apr	May	Jun	Jul	Aug	1st half	Sept	Oct	Nov	Dec	Jan	Feb	2nd half	Full year
Net sales (%)	117.8	114.0	115.3	106.1	110.9	105.9	111.5	109.3	108.8	116.0	114.4	118.7	104.1	112.0	111.8
No. of customers (%)	117.6	112.0	113.6	106.4	109.6	106.8	110.9	110.4	109.9	117.2	114.4	118.2	103.9	112.4	111.6
Spending per customer (%)	100.2	101.7	101.5	99.7	101.2	99.2	100.6	99.0	98.9	99.0	100.0	100.5	100.1	99.7	100.1
No. of restaurants	80	80	80	80	81	81		81	82	83	84	84	84		

※Goodwill (one restaurant) not included.

【Same-store YoY performance】

	Mar	Apr	May	Jun	Jul	Aug	1st half	Sept	Oct	Nov	Dec	Jan	Feb	2nd half	Full year
Net sales (%)	109.0	103.2	104.6	96.8	101.4	94.9	101.5	98.5	99.9	106.0	104.5	107.6	96.5	102.3	101.9
No. of customers (%)	109.0	101.7	103.3	97.4	100.1	95.9	101.1	100.0	100.8	107.3	104.9	107.8	97.3	103.1	102.0
Spending per customer (%)	100.0	101.5	101.2	99.4	101.3	99.0	100.4	98.5	99.1	98.8	99.6	99.8	99.2	99.3	99.9
No. of restaurants	70	70	70	70	70	70		71	71	74	75	75	76		

※Existing restaurants are calculated based on restaurants that are in operation for at least thirteen months.

※HUB Shinjuku Nishi-guchi O-guard restaurant is not included because it is temporary closed due to rebuilding.

(Ref.) FY February 2013 Monthly Data

【All-store YoY performance】

	Mar	Apr	May	Jun	Jul	Aug	1st half	Sept	Oct	Nov	Dec	Jan	Feb	2nd half	Full year
Net sales (%)	140.7	109.8	108.1	118.6	103.2	117.4	115.3	105.2	104.3	108.7	106.2	109.3	113.2	107.6	111.4
No. of customers (%)	136.4	110.6	109.4	113.5	103.6	116.9	114.2	102.3	104.2	105.1	106.2	107.9	112.8	106.3	110.2
Spending per customer (%)	103.2	99.3	98.9	104.5	99.7	100.4	101.0	102.8	100.0	103.4	100.1	101.3	100.3	101.2	101.1
No. of restaurants	71	71	71	71	72	73		73	75	76	76	77	78		

【Same-store YoY performance】

	Mar	Apr	May	Jun	Jul	Aug	1st half	Sept	Oct	Nov	Dec	Jan	Feb	2nd half	Full year
Net sales (%)	133.1	104.9	105.4	115.5	100.4	114.3	111.5	102.3	99.2	102.2	99.2	102.4	104.0	101.3	106.3
No. of customers (%)	129.0	105.8	106.8	110.5	100.9	113.8	110.4	99.7	99.4	99.0	99.3	101.1	103.6	100.3	105.3
Spending per customer (%)	103.2	99.2	98.7	104.5	99.5	100.4	100.9	102.7	99.7	103.2	99.9	101.3	100.4	101.1	100.9
No. of restaurants	66	66	69	69	69	68		68	68	69	69	70	70		

<TOPICS>

•All-store sales in February were 104.1% and the number of customers was 103.9% compared with the previous year, and same-store sales were 96.5% and the number of customers was 97.3% compared with the previous year.

•Regarding the preliminary figures for the fiscal year ended February 28, 2014, all-store sales were 111.8% and the number of customers was 111.6% compared with the previous year, and same-store sales were 101.9% and the number of customers was 102.0% compared with the previous year.

HUB plans to announce its financial results for the fiscal year ended February 28, 2014 on April 11, 2014.

•In February, HUB conducted "Hennessy Mixer Campaign" to sell "Hennessy V.S.," a brandy loved by people around the world at all HUB restaurants (except Asakusa restaurant).

In addition, all 82 (Eighty-Two) restaurants conducted "82 Whisky Rally Campaign" to sell different whiskies at each restaurant from January 6 to February 28. In this campaign, when customers buy target whiskies, they will get one stamp each on their stamp cards that vary by restaurant and will receive rare items that cannot be found anywhere else by collecting stamps of several restaurants.