

Company name

GIFT HOLDINGS INC.  
(Stock code: 9279, Tokyo Prime Market)

Representative

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August 2026 Monthly YoY Change in Sales and Number of Company-owned Stores

Monthly review

In August, customer traffic was strong at both roadside and near-station stores. While the calendar was the same as in August of the previous year, temperatures were generally lower than a year earlier, particularly in the Kanto region.

As a result, all stores' sales increased by 26.2% year-on-year in August, same-store sales increased by 2.4%, and same-store sales (excluding stores closed for refurbishment) increased by 2.5%.

Our company records both new store openings at company-owned stores in Japan and stores added to the Group through M&A under “# of stores (Current year)” in this report. As a result, the reported monthly figures for new store openings may be significantly affected in certain periods.

○Stores closed for refurbishment in August (refurbishment periods)

    \*2026: None

    \*2025: 1 store

        • Machida Shoten Yamagiwa                      (June 16 to August 3)

○Stores closed for refurbishment in September (refurbishment periods)

    \*2026: 1 store scheduled

    \*2025: None

Year-on-year change in sales and number of company-owned stores in Japan

Fiscal year ending October 31, 2026

|             |                                    |                | November | December | January | February | March  | April  | 1H     |
|-------------|------------------------------------|----------------|----------|----------|---------|----------|--------|--------|--------|
| All stores  | All business hours                 | Sales          | 125.8%   | 124.7%   | 125.9%  | 122.3%   | 122.6% | 124.2% | 124.2% |
|             |                                    | # of customers | 122.8%   | 121.7%   | 123.8%  | 121.4%   | 122.4% | 124.0% | 122.7% |
|             |                                    | Average check  | 102.4%   | 102.5%   | 101.7%  | 100.8%   | 100.1% | 100.1% | 101.3% |
| Same stores | All business hours                 | Sales          | 104.0%   | 104.9%   | 106.4%  | 101.1%   | 102.3% | 104.1% | 103.8% |
|             |                                    | # of customers | 100.8%   | 101.5%   | 103.8%  | 99.5%    | 101.4% | 103.2% | 101.7% |
|             |                                    | Average check  | 103.2%   | 103.3%   | 102.5%  | 101.7%   | 100.9% | 100.9% | 102.0% |
|             | excluding stores closed for refurb | Sales          | 102.3%   | 104.0%   | 105.5%  | 100.6%   | 101.4% | 103.2% | 102.8% |
|             |                                    | # of customers | 99.3%    | 100.7%   | 102.9%  | 98.9%    | 100.5% | 102.3% | 100.8% |
|             |                                    | Average check  | 103.1%   | 103.3%   | 102.5%  | 101.7%   | 100.9% | 100.9% | 102.0% |
| # of stores |                                    | Current year   | 275      | 276      | 277     | 279      | 282    | 285    | 285    |
|             |                                    | Previous year  | 226      | 231      | 232     | 235      | 238    | 242    | 242    |

|             |                                    |                | May    | June   | July   | August | September | October | 2H     | Full year |
|-------------|------------------------------------|----------------|--------|--------|--------|--------|-----------|---------|--------|-----------|
| All stores  | All business hours                 | Sales          | 122.4% | 121.9% | 124.1% | 126.2% |           |         | 123.7% | 124.0%    |
|             |                                    | # of customers | 122.5% | 121.9% | 123.7% | 125.7% |           |         | 123.5% | 123.0%    |
|             |                                    | Average check  | 99.9%  | 100.0% | 100.3% | 100.4% |           |         | 100.2% | 100.8%    |
| Same stores | All business hours                 | Sales          | 102.9% | 103.9% | 105.2% | 102.4% |           |         | 103.6% | 103.7%    |
|             |                                    | # of customers | 102.3% | 103.4% | 104.4% | 101.6% |           |         | 102.9% | 102.2%    |
|             |                                    | Average check  | 100.6% | 100.6% | 100.8% | 100.8% |           |         | 100.7% | 101.5%    |
|             | excluding stores closed for refurb | Sales          | 102.4% | 103.0% | 104.3% | 102.5% |           |         | 103.1% | 102.9%    |
|             |                                    | # of customers | 101.9% | 102.5% | 103.6% | 101.8% |           |         | 102.4% | 101.5%    |
|             |                                    | Average check  | 100.6% | 100.5% | 100.7% | 100.7% |           |         | 100.6% | 101.4%    |
| # of stores |                                    | Current year   | 289    | 298    | 303    | 324    |           |         |        |           |
|             |                                    | Previous year  | 246    | 249    | 255    | 261    | 264       | 272     | 272    | 272       |

- Notes
- 1 Percentages are rounded to first decimal places.

2 Stores refer to our company-owned stores in Japan.

3 Same stores are defined as those in operation at least 16 months.

4 Same stores sales represent comparable sales (current vs. previous year).

5 Same stores sales (excluding stores closed for refurbishment) represent comparable sales (current vs. previous year) excluding stores closed for refurbishment.

6 Numbers in the table above are preliminary and unaudited, therefore, may differ from those based on actual results in the financial statements.

(Reference) Previous fiscal year ended October 31, 2025

|             |                                    |                | November | December | January | February | March  | April  | 1H     |
|-------------|------------------------------------|----------------|----------|----------|---------|----------|--------|--------|--------|
| All stores  | All business hours                 | Sales          | 128.6%   | 126.7%   | 129.5%  | 129.0%   | 132.9% | 135.3% | 130.3% |
|             |                                    | # of customers | 120.4%   | 118.0%   | 120.1%  | 119.1%   | 121.8% | 123.7% | 120.5% |
|             |                                    | Average check  | 106.8%   | 107.3%   | 107.8%  | 108.3%   | 109.1% | 109.4% | 108.2% |
| Same stores | All business hours                 | Sales          | 107.3%   | 105.7%   | 107.3%  | 106.0%   | 108.8% | 111.7% | 107.8% |
|             |                                    | # of customers | 100.5%   | 98.3%    | 99.2%   | 97.1%    | 99.4%  | 101.6% | 99.4%  |
|             |                                    | Average check  | 106.8%   | 107.5%   | 108.1%  | 108.8%   | 109.5% | 109.9% | 108.4% |
|             | excluding stores closed for refurb | Sales          | 108.6%   | 106.0%   | 107.4%  | 105.6%   | 107.2% | 110.4% | 107.5% |
|             |                                    | # of customers | 101.6%   | 98.6%    | 99.2%   | 97.2%    | 97.9%  | 100.5% | 99.2%  |
|             |                                    | Average check  | 106.9%   | 107.5%   | 108.2%  | 108.7%   | 109.4% | 109.9% | 108.4% |
| # of stores |                                    | Current year   | 226      | 231      | 232     | 235      | 238    | 242    | 242    |
|             |                                    | Previous year  | 189      | 190      | 190     | 192      | 194    | 197    | 197    |

|             |                                    |                | May    | June   | July   | August | September | October | 2H     | Full year |
|-------------|------------------------------------|----------------|--------|--------|--------|--------|-----------|---------|--------|-----------|
| All stores  | All business hours                 | Sales          | 133.4% | 131.3% | 128.2% | 129.6% | 126.3%    | 124.6%  | 128.8% | 129.5%    |
|             |                                    | # of customers | 122.1% | 120.7% | 123.9% | 125.6% | 122.4%    | 121.4%  | 122.7% | 121.7%    |
|             |                                    | Average check  | 109.3% | 108.8% | 103.5% | 103.1% | 103.1%    | 102.7%  | 104.9% | 106.5%    |
| Same stores | All business hours                 | Sales          | 110.1% | 107.7% | 105.1% | 106.3% | 104.1%    | 104.4%  | 106.2% | 107.0%    |
|             |                                    | # of customers | 100.3% | 98.5%  | 101.1% | 102.4% | 100.4%    | 101.0%  | 100.7% | 100.1%    |
|             |                                    | Average check  | 109.7% | 109.3% | 104.0% | 103.8% | 103.7%    | 103.3%  | 105.5% | 106.9%    |
|             | excluding stores closed for refurb | Sales          | 109.5% | 103.8% | 101.7% | 105.6% | 102.8%    | 101.9%  | 104.2% | 105.8%    |
|             |                                    | # of customers | 99.8%  | 94.9%  | 98.0%  | 101.8% | 99.2%     | 98.8%   | 98.8%  | 99.0%     |
|             |                                    | Average check  | 109.7% | 109.4% | 103.8% | 103.7% | 103.7%    | 103.2%  | 105.4% | 106.9%    |
| # of stores |                                    | Current year   | 246    | 249    | 255    | 261    | 264       | 272     | 272    | 272       |
|             |                                    | Previous year  | 200    | 203    | 209    | 212    | 217       | 223     | 223    | 223       |

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