FY2/26

SHIMAMURA Co.,Ltd.

Q1 Financial Results

June 30, 2025

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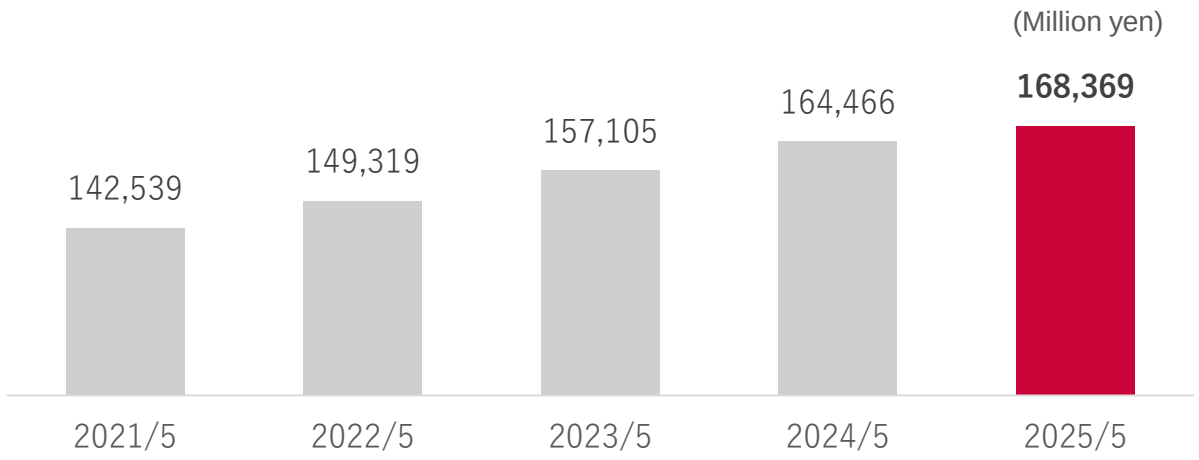
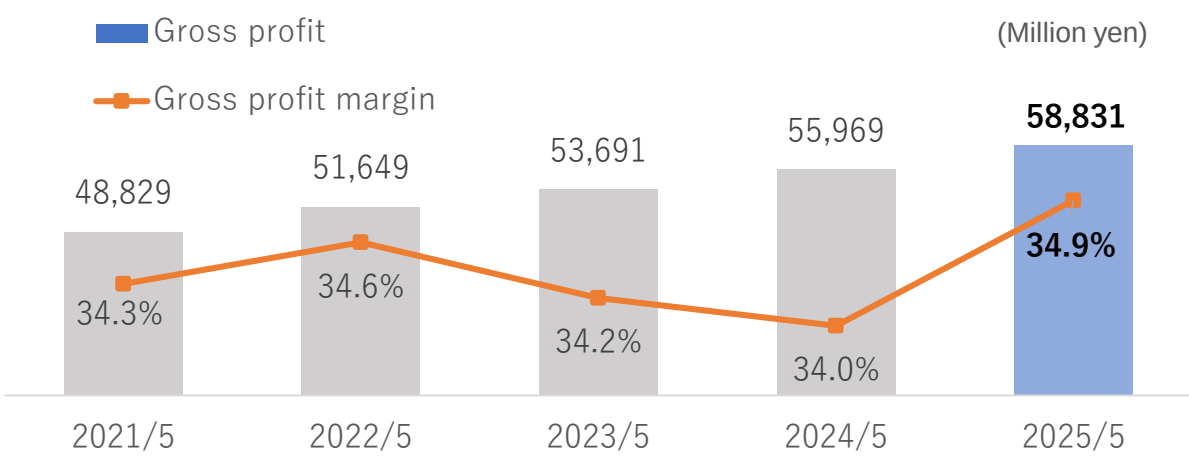
FY2/26 Q1 Summary (Consolidated)

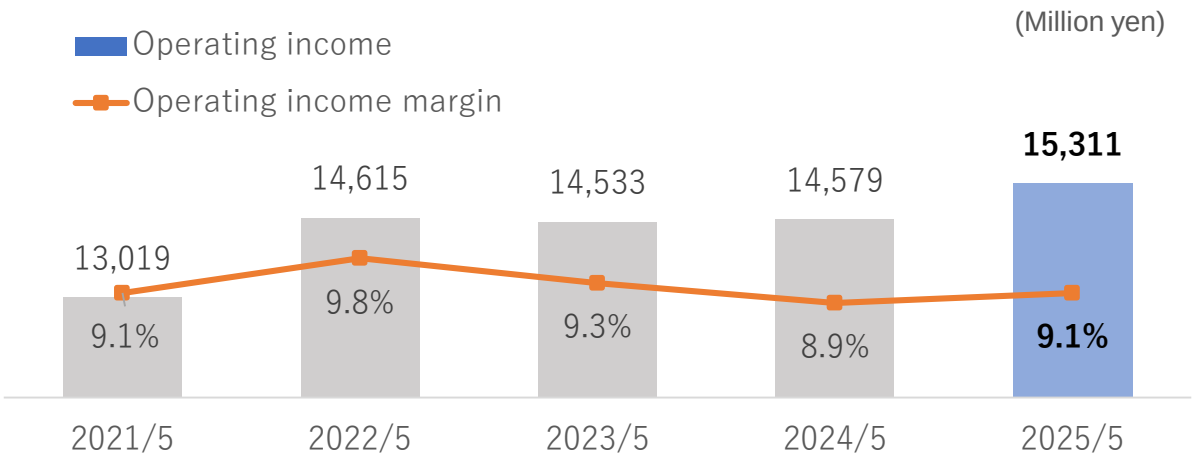
Net sales



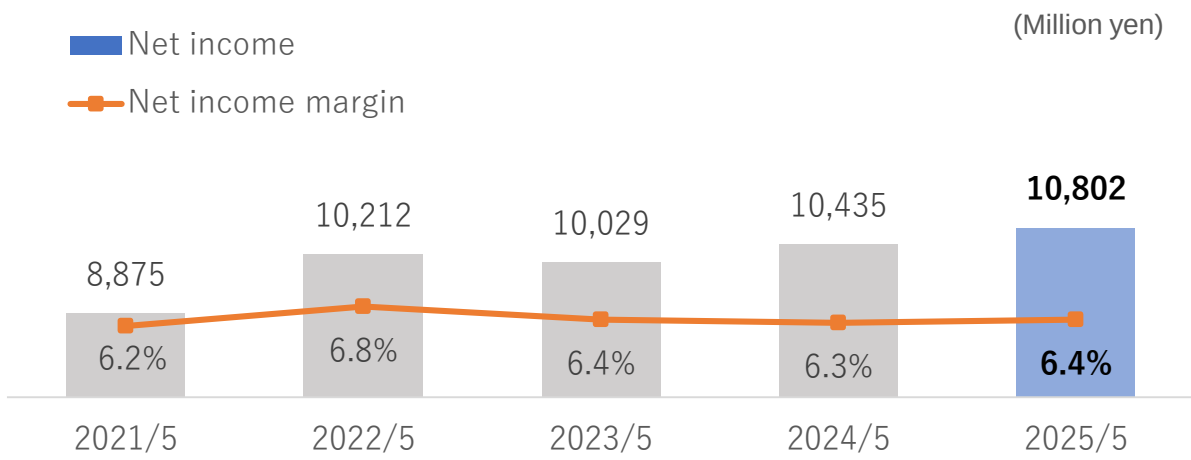
Gross profit



Operating income



Net income



Consolidated Results: Income Statement

- Net sales and all profit items reached record highs.
- SG&A ratio: 26.0% (+0.7pt YoY). Generally in line with plan. The main factor behind the increase was labor costs.

(Million yen/%)

	FY2/26 Q1	Ratio to sales	YoY	FY2/25 Q1	Ratio to sales	YoY
Net sales	**168,369**	**100.0**	**102.4**	164,466	100.0	104.7
Gross profit	**58,831**	**34.9**	**105.1**	55,969	34.0	104.2
SG&A	**43,845**	**26.0**	**105.1**	41,730	25.3	105.7
Operating income	**15,311**	**9.1**	**105.0**	14,579	8.9	100.3
Ordinary income	**15,812**	**9.4**	**104.3**	15,161	9.2	102.8
Net income attributable to owners of parent	**10,802**	**6.4**	**103.5**	10,435	6.3	104.0
Net income per share	**146.96yen**	–	–	141.97yen	–	–

Consolidated Results: SG&A Expenses

- Personnel expenses: Up 7.6% YoY due to wage increases.
- Total selling expenses: Increased 3.0% YoY, mainly due to higher transaction fees associated with the growing ratio of cashless payments.

(Million yen/%)

	FY2/26 Q1	Ratio to sales	YoY	FY2/25 Q1	Ratio to sales	YoY
Salary	**19,564**	**11.6**	**107.7**	18,167	11.0	107.4
Total personnel expenses	**22,959**	**13.6**	**107.6**	21,339	13.0	108.0
Advertising expenses	**3,105**	**1.8**	**100.8**	3,081	1.9	103.2
Total selling expenses	**5,332**	**3.1**	**103.0**	5,175	3.1	104.8
Supplies expenses/ Display fixtures expenses	**578**	**0.3**	**111.9**	516	0.3	109.4
EDP expenses	**468**	**0.3**	**78.6**	596	0.4	124.6
Total operating expenses	**2,490**	**1.5**	**107.0**	2,327	1.4	114.7
Rents	**8,280**	**4.9**	**101.0**	8,195	5.0	100.8
Depreciation and amortization	**1,565**	**0.9**	**106.5**	1,469	0.9	101.4
Total equipment cost	**11,771**	**7.0**	**101.3**	11,616	7.0	100.6
Total general expenses	**1,291**	**0.8**	**101.4**	1,273	0.8	104.4
Total SG&A expenses	**43,845**	**26.0**	**105.1**	41,730	25.3	105.7

Consolidated Results: Balance Sheets

- Assets: Cash and deposits, accounts receivable, and marketable securities increased 6.8% YoY.
- Liabilities: Income taxes payable increased by 6.3% YoY.

(Million yen/%)

	End-May 2025	Composition ratio	YoY	End-May 2024	Composition ratio
Current assets	**384,992**	**65.8**	**106.4**	361,772	65.3
Noncurrent assets	**199,696**	**34.2**	**103.9**	192,258	34.7
Total assets	**584,689**	**100.0**	**105.5**	554,030	100.0
Current liabilities	**69,303**	**11.9**	**103.9**	66,699	12.1
Noncurrent liabilities	**10,805**	**1.8**	**106.3**	10,161	1.8
Total liabilities	**80,109**	**13.7**	**104.2**	76,861	13.9
Total shareholder’s equity	**499,128**	**85.4**	**105.8**	471,550	85.1
Accumulated other comprehensive income	**5,451**	**0.9**	**97.0**	5,619	1.0
Total net assets	**504,579**	**86.3**	**105.7**	477,169	86.1
Total liabilities and net assets	**584,689**	**100.0**	**105.5**	554,030	100.0

Sales by Business

- Sales in all domestic and overseas businesses exceeded the previous year's result.
- Domestic net sales rose 2.3% YoY, supported by the evolution of PB (Private Brand) and JB (Joint Development Brand) products, the expansion of collaborative projects, diversified promotional methods, and region-specific marketing initiatives.

(Million yen/%)

Business	FY2/26 Q1	Composition ratio	YoY	FY2/25 Q1	Composition ratio	YoY
Shimamura	**121,923**	**72.4**	**101.7**	119,843	72.9	104.6
Avail	**17,256**	**10.3**	**105.3**	16,390	10.0	105.2
Birthday	**22,464**	**13.3**	**102.3**	21,962	13.3	104.2
Chambre	**4,400**	**2.6**	**106.6**	4,128	2.5	101.0
Divalo	**261**	**0.2**	**109.1**	239	0.1	108.0
Shimamura (non-consolidated)	**166,306**	**98.8**	**102.3**	162,563	98.8	104.5
Si meng le (Taiwan)	**2,063**	**1.2**	**108.4**	1,902	1.2	124.3
Shimamura (consolidated)	**168,369**	**100.0**	**102.4**	164,466	100.0	104.7

Same-store sales, Number of customers, Spending per customer YoY

- Growth in same-store sales: Same-store sales exceeded the previous year for the Shimamura and Avail businesses, while the Birthday business fell below the previous year.
- Number of customers: Increased YoY across all three businesses.
- Spending per customer: Spending per customer and unit price per item increased across all three businesses, while the number of items purchased per customer declined.

(%)

Business	Period	Net sales		Number of customers	Spending per customer	Number of items purchased	Unit price per item
		Existing stores	All stores				
Shimamura	FY2/26 Q1	101.7	101.7	100.0	101.8	98.7	102.9
	FY2/25 Q1	104.7	104.6	103.6	100.9	98.4	102.7
Avail	FY2/26 Q1	104.2	105.3	102.8	102.5	99.2	103.3
	FY2/25 Q1	105.8	105.2	106.1	99.2	99.6	99.6
Birthday	FY2/26 Q1	99.1	102.3	101.7	100.6	97.2	103.4
	FY2/25 Q1	101.5	104.2	103.7	100.4	96.8	103.7

Gross profit, Price reduction, Inventory YoY

- Gross profit: All three businesses posted higher gross profits than the previous year. In particular, the Shimamura business saw success thanks to the expansion of its private brands and the use of production in ASEAN.
- Price reductions: Shimamura's first quarter price cuts were lower than the previous year due to the reduction in winter inventory at the end of the previous fiscal year.

(%, pt)

Business	Period	Gross profit			Price reduction			Inventory
		Gross profit YoY	Gross margin		Discount price YoY	Discount rate		Inventory YoY (3-month average)
				YoY			YoY	
Shimamura	FY2/26 Q1	105.6	34.3	+1.3	86.7	7.2	−1.3	104.2
	FY2/25 Q1	103.7	33.0	−0.3	118.6	8.5	+1.0	102.3
Avail	FY2/26 Q1	105.6	37.9	+0.1	111.0	16.6	+0.9	102.3
	FY2/25 Q1	106.4	37.8	+0.4	100.6	15.7	−0.7	101.0
Birthday	FY2/26 Q1	101.8	34.8	−0.1	107.1	4.6	+0.2	104.4
	FY2/25 Q1	104.6	34.9	+0.1	95.7	4.4	−0.4	105.7

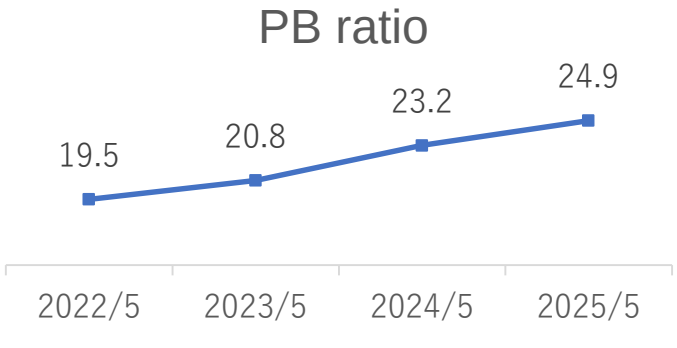
Shimamura Business ①

Strengthening product appeal

- PB ratio was 24.9%, and sales increased by 8.9% YoY.
- Key products such as FIBER DRY from core PB brand CLOSSHI, along with new projects not offered last year, performed strongly.

Q1 PB Highlights

Series	YoY
Overall PB	108.9%
FIBER DRY	114.5%
Heavy Rotation	NEW
Rakutto!	NEW
Dokodemo-tto!	NEW
Ikiiki Labo	NEW



PB Development

Featured in women's magazine Nikkei Woman

Shimamura Business ②

Strengthening product appeal

- JB ratio was 9.6%, and sales increased by 13.9% YoY.
- High value-added products with carefully selected materials and design details, as well as seasonal projects, performed strongly.

JB: SEASON REASON

Shimamura Business ③

Strengthening sales power

- Regional marketing initiatives: Implemented promotions tailored to customer segments and individual store characteristics.
- Online store promotion: Through various fairs and made-to-order sales, we have been able to ensure sales that are less affected by temperature.

Regional marketing initiatives

Online store promotion

Avail Business ①

しまむらグループ

Strengthening product appeal and sales power

- Enhancement of trend-proposal capabilities and brand awareness: Expanded collaborations with models and influencers; strengthened promotional activities via social media.
- Strengthening of character-themed projects: Expanded initiatives linked to popular characters' birthdays and movie tie-ins, as well as projects aligned with everyday lifestyle needs.

Promoted trend-driven proposals centered on JBs

Strengthening of character-themed projects

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Expanding line-robbing initiatives

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Avail Business ②

Strengthening product appeal and sales power

- Customer acquisition through key sales events: Daily time-limited promotions, happy bags, and featured popular character campaigns drove strong customer traffic.
- Online store expansion: Expanded online fairs and made-to-order sales.

Achieved record-high single-day sales during key promotional events

Online store promotion

Birthday Business ①

Strengthening product appeal and sales power

- Product planning enhancement: In addition to strengthening JB and PB, seasonal items and character-themed projects were reinforced.
- A new line of products developed in collaboration with a popular gyaru-style influencer contributed to a notable increase in sales.

Expanded JB and PB product lineup

Strengthened seasonal offerings and collaboration projects

Birthday Business ②

Strengthening product appeal and sales power

- Diversification of promotional initiatives: In addition to utilizing social media and digital marketing, we promoted in-store events to enhance customer engagement.
- Expansion of online store operations: Expanded fairs, made-to-order, and pre-order sales through the online store, and introduced universal design product lines.

Diversified promotion strategies

Promotion of online store

EC Business

Q1 Results

■ Sales
4.1 billion yen

■Sales YoY
Up **43.3**%

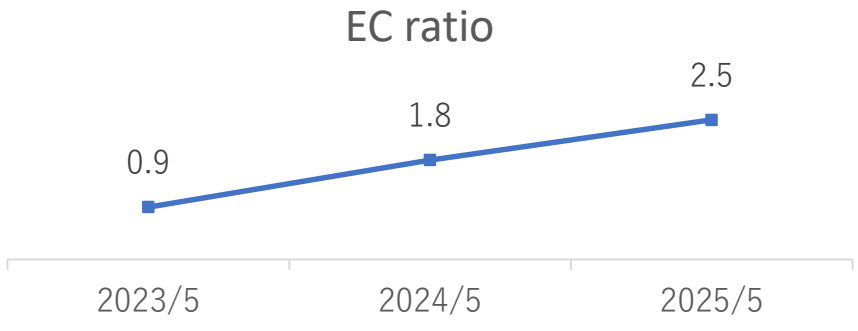
■EC ratio
2.5%

■In-store pickup ratio
84.8%

EC performance by business

事業	前年比
Shimamura	128.6%
Avail	189.8%
Birthday	175.8%
Chambre	249.2%

Trends in EC ratio



EC ratio at Tokyo metropolitan area stores

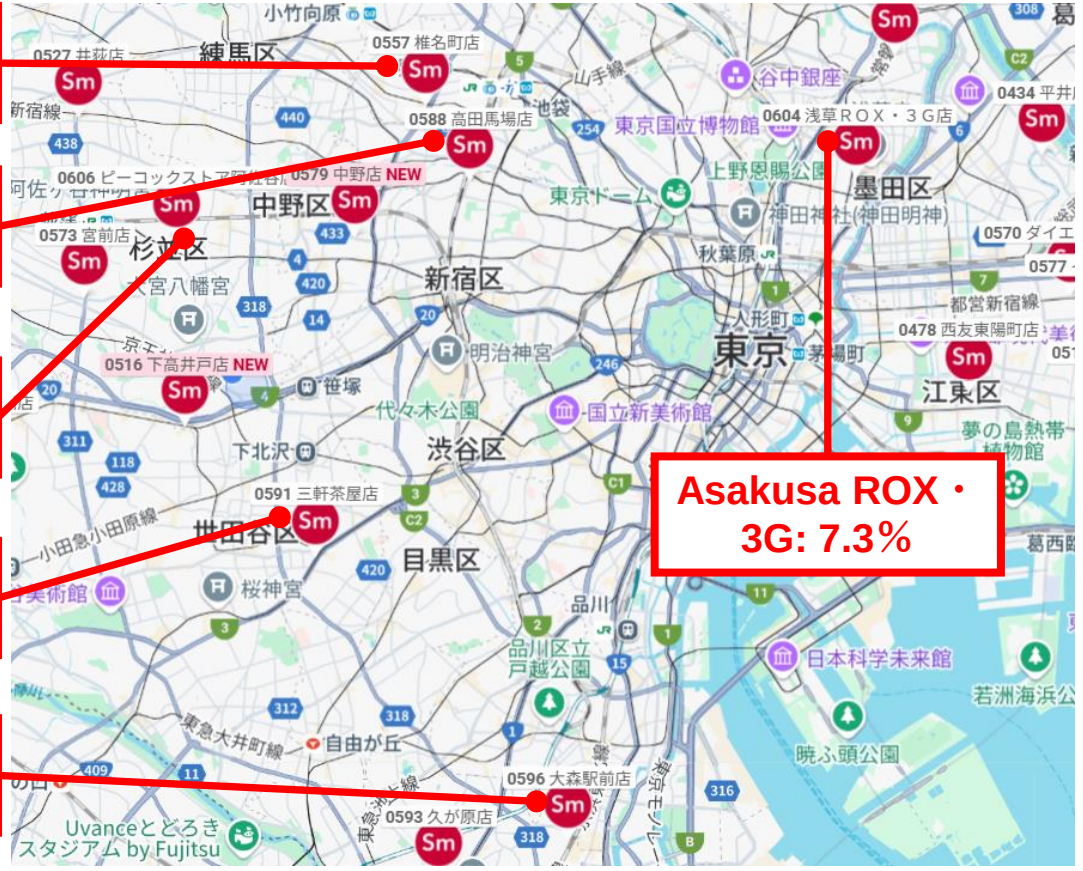
Shiinamachi: 8.9%

Takadanobaba: 7.2%

Peacock Store Asagaya: 6.5%

Sangenjaya: 8.6%

Omori Ekimae: 8.4%



Pop-up Store Launches ①

Shimamura Business

Kichijoji Marui

Pre-sales of SEASON REASON (JB)

Machida MODI

Pre-sales of influencer collaboration products

Kitasenju Marui

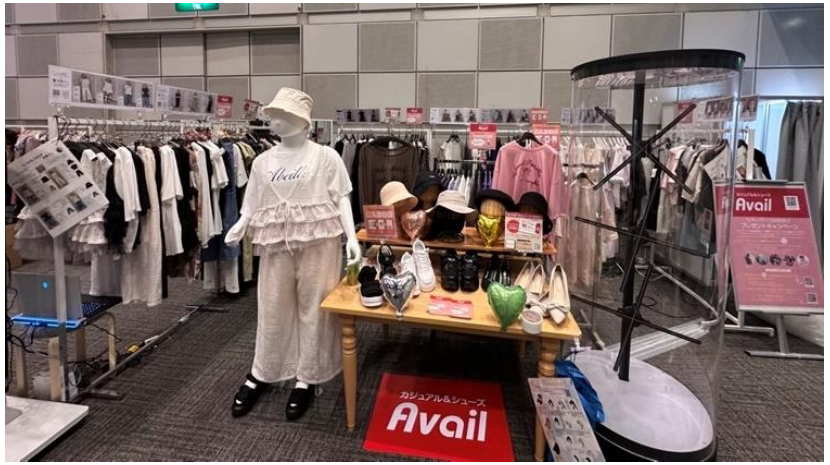
Sales of PB “CLOSSHI FIBER DRY”

Pop-up Store Launches ②

しまむらグループ

Joint Promotions: Avail & Shimamura Businesses

TOKYO BIG SIGHT TFT Hall 300



Pre-sale of la farfa model collaboration items

Birthday Business

Pacifico Yokohama

Sales of Joint Brand “Cottoli”

Launch of Tax-Free Shopping Services

しまむらグループ

Started **April 21** at **17 stores**

(located in parts of Tokyo, Kanagawa, Chiba, Kyoto, Fukuoka, and Okinawa)

* Progressively expanding from mid-June

Asakusa ROX・3G Store

Kyoto Avanti Store

NewCoast Shin-Urayasu Store

Hakata Bus Terminal Store

Market Square Kawasaki East Store

Chatan Store（Okinawa）

Consolidated Business Forecasts for FY2/26

- Net sales (plan): Up 4.1% YoY, Operating income (plan): Up 2.4% YoY
- SG&A (plan): Up4.6% YoY. Personnel expenses increased 6.0% yoy, and expenses for consumables and display equipment due to renovations of existing stores are also expected to increase.
- Dividend per share (plan): Annual dividend is expected to be 205 yen.

(Million yen/%)

	FY2/26 Forecast	YoY	Ratio to sales	FY2/25 Result	Ratio to sales
Net sales	692,640	104.1	100.0	665,358	100.0
Gross profit	240,188	104.0	34.7	230,882	34.7
SG&A	181,036	104.6	26.1	173,026	26.0
Operating income	60,690	102.4	8.8	59,240	8.9
Ordinary income	61,990	102.3	8.9	60,596	9.1
Net income attributable to owners of parent	42,858	102.3	6.2	41,885	6.3
Net income per share	583.07yen	—	—	569.83yen	—
Dividend per share	205yen	—	—	200yen	—

Information Disclosure

Financial Results Materials (Disclosed on the corporate website)

▽ Financial Results Briefing Materials (with comments): June 30 (Monday)

▽ Financial Results (Summary of Question and Answer Session): July 2 (Wednesday)

▽ Financial Results Briefing (English): July 3 (Thursday)

Cautionary Statement Regarding Forward-Looking Statements, etc.

The forward-looking statements, including business forecasts, contained in this document are based on judgments made in accordance with information available at the time of this document's release and are subject to a number of uncertainties.
Actual results may differ from these forecasts due to changes in business conditions and other factors.