FY2/26

SHIMAMURA Co.,Ltd.

Q3 Financial Results

December 22, 2025

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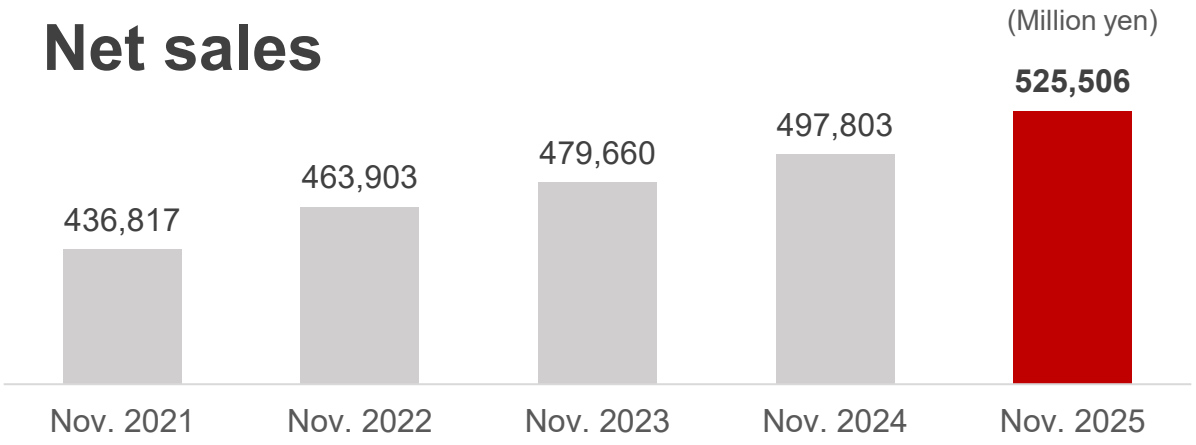
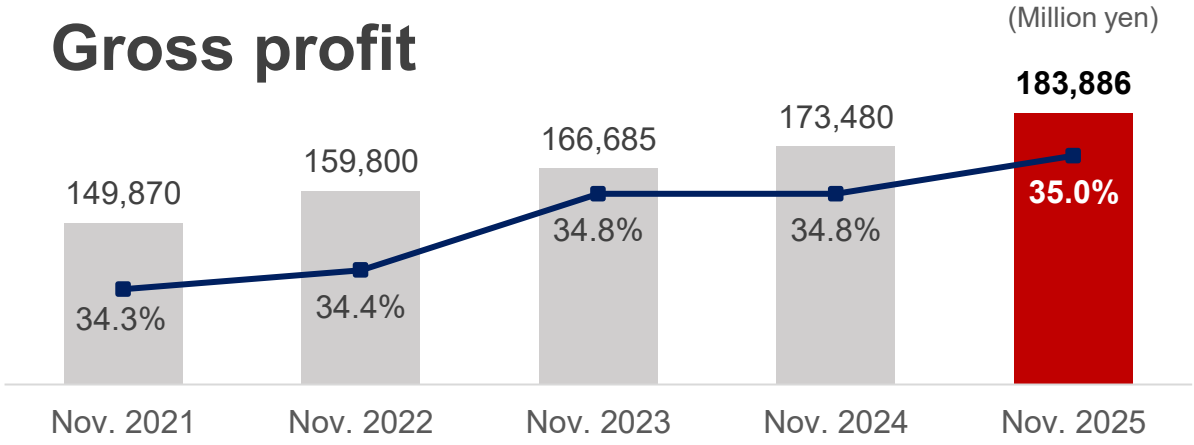
FY2/26 Q3 Summary (Consolidated)

■ **Net sales, gross profit, operating income, and net income all reached record highs.**

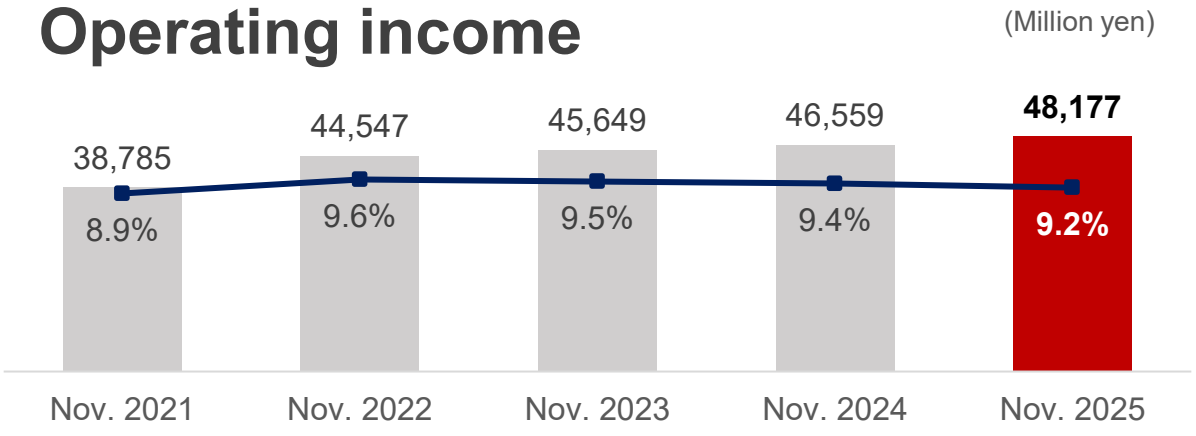
Net sales



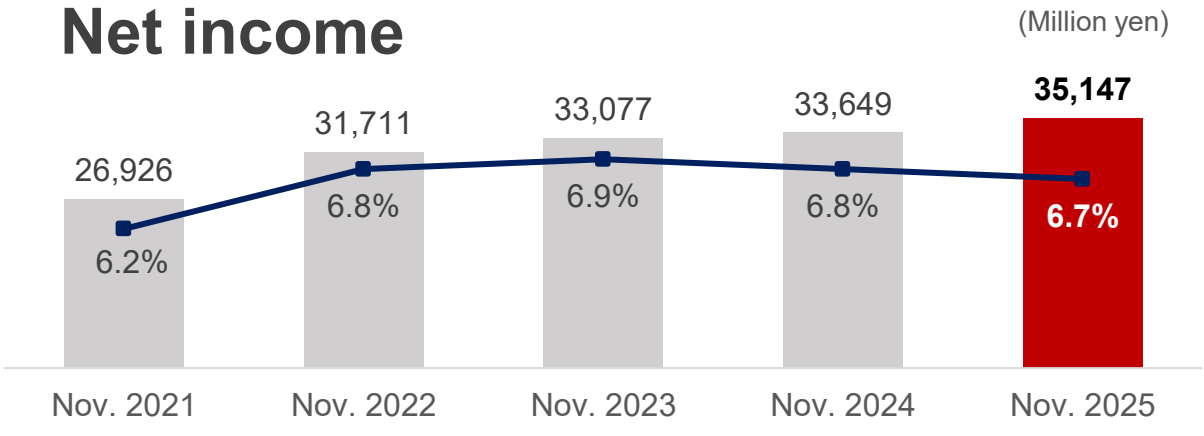
Gross profit



Operating income



Net income



Consolidated Results: Income Statement

Sales and all profit lines came in broadly in line with the plan.

Improvements in the markup rate supported the gross profit margin. Although personnel costs and freight expenses increased, the SG&A ratio was largely controlled as planned.

(Million yen/%)

	FY2/26 Q3	Ratio to sales	YoY	FY2/25 Q3	Ratio to sales	YoY
Net sales	**525,506**	**100.0**	**105.6**	497,803	100.0	103.8
Gross profit	**183,886**	**35.0**	**106.0**	173,480	34.8	104.1
SG&A	**136,736**	**26.0**	**106.8**	127,975	25.7	104.8
Operating income	**48,177**	**9.2**	**103.5**	46,559	9.4	102.0
Ordinary income	**49,975**	**9.5**	**104.7**	47,752	9.6	102.1
Net income attributable to owners of parent	**35,147**	**6.7**	**104.5**	33,649	6.8	101.7
Net income per share	**478.14 yen**	—	—	457.78 yen	—	—

Gross Profit, Price Reduction, Inventory YoY

SG&A expenses were generally managed in line with the plan.

Personnel expenses increased 8.1% YoY due to wage hikes and strengthened hiring. Advertising and promotion expenses rose 3.4% YoY as a result of enhanced focus events. The rent-to-sales ratio declined, supported by higher sales per store.

(Million yen/%)

	FY2/26 Q3	Ratio to sales	YoY	FY2/25 Q3	Ratio to sales	YoY
Salary	60,508	11.5	108.1	55,990	11.2	107.3
Total personnel expenses	71,524	13.6	108.1	66,145	13.3	107.6
Advertising expenses	8,944	1.7	103.4	8,646	1.7	99.3
Total selling expenses	15,828	3.0	105.8	14,967	3.0	102.4
Supplies expenses/ Display fixtures expenses	2,491	0.5	135.5	1,838	0.4	108.3
EDP expenses	1,298	0.3	83.0	1,563	0.3	85.3
Total operating expenses	8,491	1.6	114.1	7,444	1.5	103.8
Rents	24,961	4.8	100.9	24,744	5.0	100.9
Depreciation and amortization	5,030	1.0	111.3	4,521	0.9	102.4
Total equipment cost	37,021	7.1	104.0	35,610	7.1	101.1
Total general expenses	3,870	0.7	101.7	3,807	0.8	104.8
Total SG&A expenses	136,736	26.0	106.8	127,975	25.7	104.8

Consolidated Results: Balance Sheets

- Assets: Total assets increased 7.0% YoY, mainly due to expanded fund management activities and an increase in new store openings and renovations.
- Liabilities: Total liabilities increased 13.2% YoY, primarily reflecting higher accounts payable associated with increased procurement in preparation for lower temperatures.

(Million yen/%)

	End-Nov. 2025	Composition ratio	YoY	End-Nov. 2024	Composition ratio
Current assets	**392,078**	**63.6**	**103.1**	380,148	65.9
Noncurrent assets	**224,824**	**36.4**	**114.4**	196,454	34.1
Total assets	**616,902**	**100.0**	**107.0**	576,603	100.0
Current liabilities	**83,581**	**13.5**	**114.3**	73,110	12.7
Noncurrent liabilities	**10,955**	**1.8**	**105.4**	10,397	1.8
Total liabilities	**94,536**	**15.3**	**113.2**	83,507	14.5
Total shareholder's equity	**516,108**	**83.7**	**105.8**	487,775	84.6
Accumulated other comprehensive income	**6,257**	**1.0**	**117.6**	5,319	0.9
Total net assets	**522,366**	**84.7**	**105.9**	493,095	85.5
Total liabilities and net assets	**616,902**	**100.0**	**107.0**	576,603	100.0

Sales by Business

Sales exceeded the previous year across all domestic and overseas businesses. Domestic sales increased 5.4% YoY.

Sales initiatives less sensitive to temperature fluctuations—such as collaboration projects with influencers and characters—contributed positively

(Million yen/%)

Business	FY3/26 Q3	Composition ratio	YoY	FY3/25 Q3	Composition ratio	YoY
Shimamura	**389,819**	**74.2**	**105.1**	371,039	74.5	103.2
Avail	**52,752**	**10.0**	**105.2**	50,126	10.1	106.3
Birthday	**62,681**	**11.9**	**107.0**	58,602	11.8	105.0
Chambre	**12,423**	**2.4**	**110.8**	11,214	2.3	102.5
Divalo	**787**	**0.2**	**113.0**	696	0.1	111.7
Shimamura (non-consolidated)	**518,464**	**98.7**	**105.4**	491,678	98.8	103.7
Si meng le (Taiwan)	**7,042**	**1.3**	**115.0**	6,125	1.2	110.6
Shimamura (consolidated)	**525,506**	**100.0**	**105.6**	497,803	100.0	103.8

Same-store Sales, Customer Traffic, and Average Spending per Customer (YoY)

Same-store sales increased YoY across all businesses, driven by higher customer traffic.

In addition to strengthened focus events, product offerings less affected by temperature supported customer growth across all businesses. Average spending per item came in slightly below expectations due to strong performance in focus events and household items; however, this was offset by the increase in customer numbers.

(%)

Business	Period	Net sales		Number of customers	Spending per customer	Number of items purchased	Unit price per item
		Existing stores	All stores				
Shimamura	H1	103.6	103.4	102.3	101.1	98.7	102.3
	Q3	108.5	108.3	107.4	100.8	100.6	100.2
	Q3 total	105.2	105.1	104.0	101.0	99.1	101.7
Avail	H1	102.3	103.3	100.0	103.3	99.5	103.9
	Q3	108.2	109.3	110.2	99.0	101.6	97.1
	Q3 total	104.2	105.2	103.3	101.8	100.1	101.7
Birthday	H1	102.4	105.4	104.6	100.8	97.1	103.9
	Q3	107.7	109.8	111.1	98.7	94.7	104.2
	Q3 total	104.3	107.0	106.8	100.1	96.1	104.1

Gross Profit, Price Reduction, Inventory YoY

■ **In the Shimamura Business, the gross profit margin increased by 0.1 percentage points YoY, reflecting a reduction in price markdowns and improvements in the markup rate.**

In the Birthday Business, progress in assortment optimization lifted the gross profit margin to a level comparable with the previous year.

（%、pt）

Business	Period	Gross profit			Price reduction			Inventory
		Gross profit YoY	Gross margin		Discount price YoY	Discount rate		Inventory YoY (Monthly avg.)
				YoY			YoY	
Shimamura	H1	105.0	34.3	+0.5	94.1	6.2	−0.6	−
	Q3	107.0	34.4	−0.4	115.4	6.6	+0.4	−
	Q3 total	105.6	34.3	+0.1	100.8	6.4	−0.2	104.9
Avail	H1	103.0	38.7	−0.1	113.1	14.7	+1.2	−
	Q3	107.3	39.3	−0.7	130.7	15.2	+2.5	−
	Q3 total	104.4	38.9	−0.3	118.6	14.9	+1.7	108.9
Birthday	H1	104.4	33.3	−0.3	119.7	6.5	+0.8	−
	Q3	111.0	35.2	+0.4	110.4	4.0	±0.0	−
	Q3 total	106.8	34.0	±0.0	117.2	5.6	+0.5	108.7

2. Initiatives by Business

Shimamura Business (1)

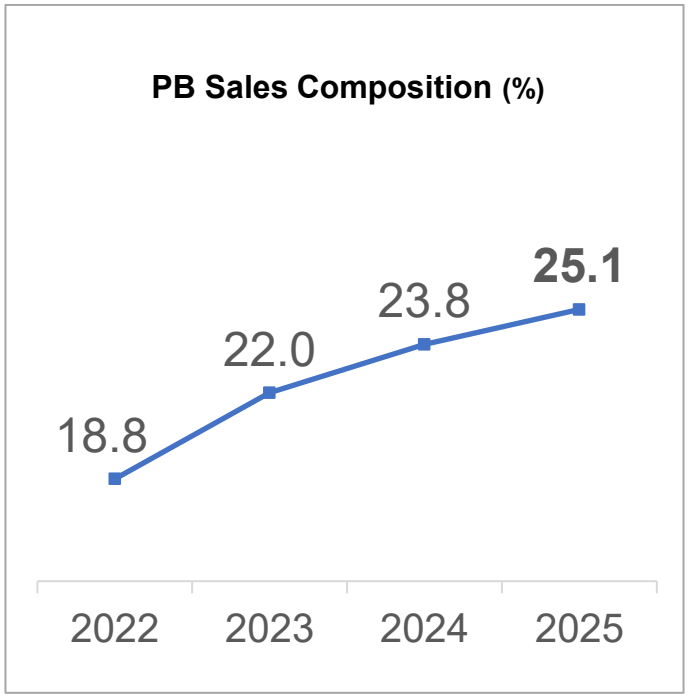
■ Private-brand (PB) products continued to drive sales. The functional apparel “FIBER HEAT” series increased 51.4% YoY.

The “FIBER HEAT (FH)” series recorded sales growth across a wide range of apparel categories, supported by declining temperatures.

The “Iki-Iki Labo” series delivered stable sales performance, largely unaffected by temperature fluctuations.

PB Performance in Q3

・PB sales: **+10.7% YoY**



Strong growth in FH series across a broad range of categories

The “Iki-Iki Labo” series ranked among hit products.

It was selected as one of the top 2025 hit products in “Nikkei MJ” rankings.

Shimamura Business (2)

- **Sales increased across all regions, supported by assortments tailored to regional characteristics and segment-specific promotional activities.**
- **Customer traffic rose sharply following the success of the “Super Surprise Sale,” with single-day sales on the first day reaching an all-time high.**

Promotions tailored to regional characteristics

An additional pre-event introduced for the Super Surprise Sale

Shimamura Business (3)

- We continued to open pop-up stores to enhance brand awareness in urban areas.
- The online store contributed to sales growth through expanded limited-edition projects and made-to-order offerings.

Pop-up store opened at Kinshicho Marui

Online-store-exclusive projects performed well

Avail Business (1)

- **Character products increased 20.9% YoY, driven by broader lineup development and the launch of new characters.**
- **JB trend products performed well on the online store.**

Expanded assortment of character products

Accelerated online-store sales initiatives

Avail Business (2)

■ Weekday traffic initiatives and brand awareness measures led to an increase in customer traffic.

Holding key promotional events on weekdays drove sales growth. New initiatives—such as projects integrating social media, promotional materials, and in-store BGM, as well as participation in the Sapporo Collection—successfully attracted customers and increased footfall.

Evolution of promotional events secured weekday sales

Digital × physical promotional initiatives

Participation in the Sapporo Collection

Birthday Business (1)

- New brands “moi moi” and “&mignon” performed well.
- The online store increased 107.8% YoY, driven by influencer collaboration products.

Launch of new brands aligned with current trends

Promotion of online-store sales

Birthday Business (2)

■ **Sales were supported by strong performance in key promotional events, region-specific marketing, and enhanced responses at the regional and individual store levels.**

The 25th anniversary project, implemented in multiple phases, significantly increased customer traffic. In addition, assortments tailored to regional characteristics and segment-specific promotions resulted in YoY sales growth across all regions. Participation in external events enhanced brand recognition in the maternity segment.

Increased customer traffic through the 25th anniversary project	Promotions tailored to regional characteristics	Participation in the Maternity & Baby Festa (Osaka)

3. Growth Strategy Initiatives

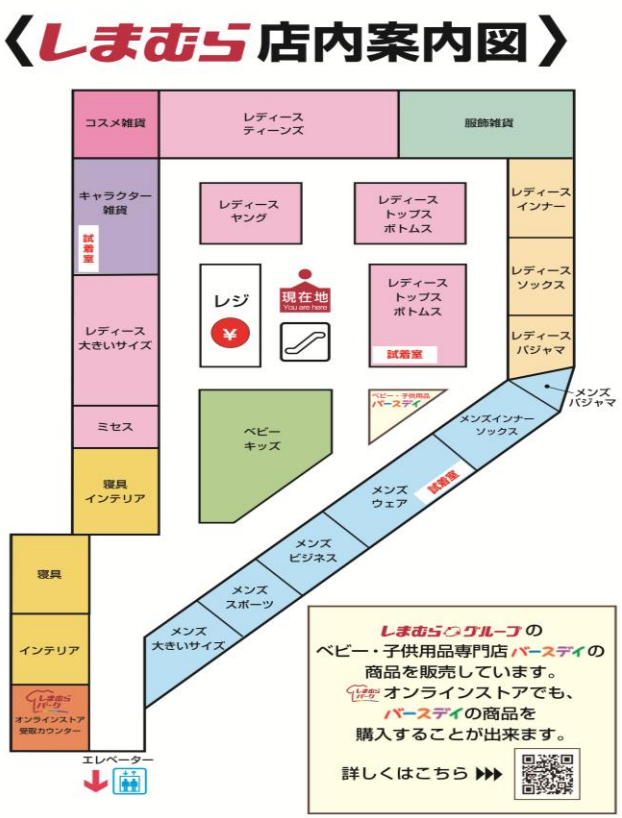
Store Openings (Japan)

■ **As of the end of Q3, the number of stores totaled 26, with the full-year plan of 50 stores progressing as scheduled.**

Both “Shimamura Ito-Yokado Misato Store” and “Shimamura SEIYU Omori Store” delivered steady sales performance.

“Shimamura SEIYU Omori Store” (Tokyo) opens on Thursday, October 30th

The largest sales floor area in Tokyo: 2,016㎡



The opening sale was a huge success

Strengthen VMD

Set up an online store pick-up counter

Birthday pop-up store also available

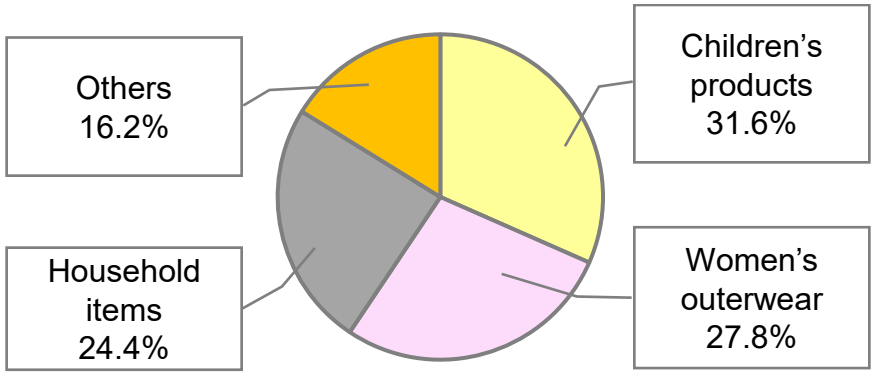
Expansion of E-Commerce Business

■ **Sales amounted to 14.4 billion yen, up 45.9% YoY. The integration of the online stores in October enhanced customer acquisition capabilities.**

EC sales by business (Q3)

Business	YoY
Shimamura	Up 38.9%
Avail	Up 26.5%
Birthday	Up 107.8%
Chambre	Up 117.7%
Divalo	NEW

EC sales composition by category (Q3)



Increased site sessions following online store integration

Entry into New Overseas Business

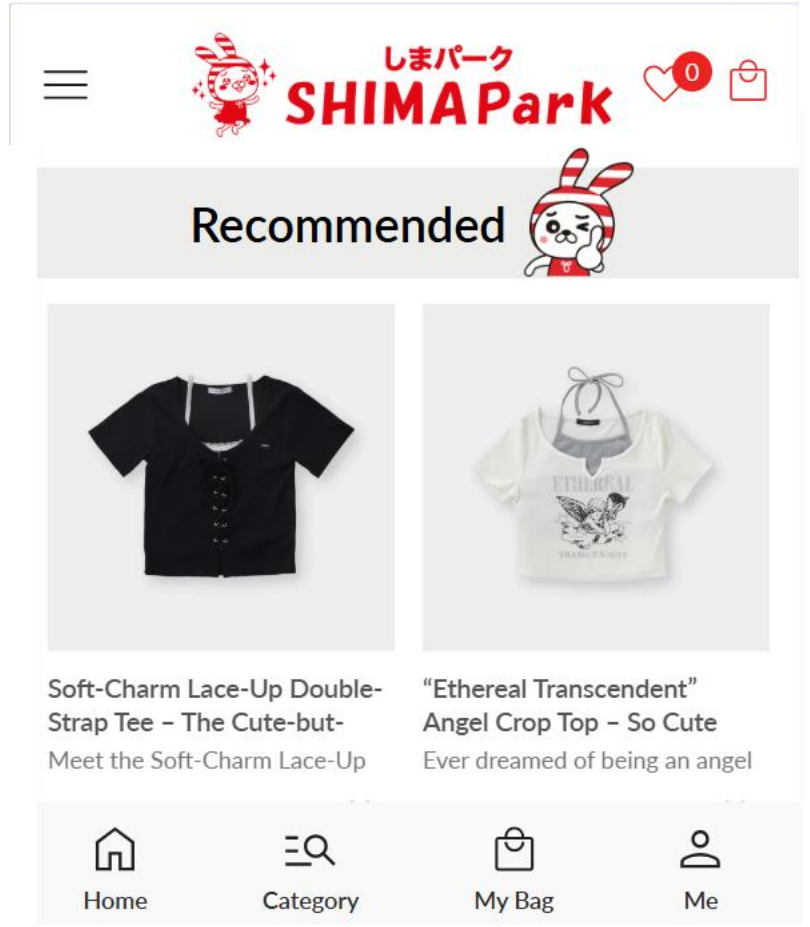
Opened a pop-up store in Bangkok, Thailand.

At the same time, sales were launched via our own local EC site as well as one of Southeast Asia's largest e-commerce platforms.

Pop-up store "SHIMA Park"

Opening ceremony attracted strong attendance

EC sales expanded across multiple channels



4. Consolidated Business Forecasts for FY2/26

Consolidated Business Forecasts for FY2/26

- Net sales (plan): Up 4.1% YoY, Operating income (plan): Up 2.4% YoY
- SG&A (plan): Up 4.6% YoY. Personnel expenses increased 6.0% YoY. An increase in consumables and display equipment is also planned in line with existing store renovations.
- 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	**583.07 yen**	—	—	569.83 yen	—
Dividend per share	**205 yen**	—	—	200 yen	—

5. Stock Split

Stock Split and Revision to the Shareholder Benefit Program

Purpose of the Stock Split

We aim to create a more accessible investment environment by lowering the investment unit price per share, thereby enhancing stock liquidity and expanding the investor base.

Overview of the Stock Split

(1) Method

1 share will be split into 3 shares.

(2) Schedule

- Public notice of record date: 2/5/2026 (Thu)
- Record date: 2/20/2026 (Fri)
- Effective date: 2/21/2026 (Sat)

Enhancement of the Shareholder Benefit Program

In conjunction with the stock split, we will raise the benefit grant levels, resulting in a substantive enhancement of the shareholder benefit program.

Information Disclosure

Financial Results Materials (Disclosed on the corporate website)

- Financial Results Briefing Materials (with comments): Monday, December 22
- Financial Results (Summary of Question and Answer Session): Wednesday, December 24
- Financial Results Briefing (English): Thursday, December 25

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.