

FY2/27

SHIMAMURA Co., Ltd.

Q1 Financial Results

June 29, 2026

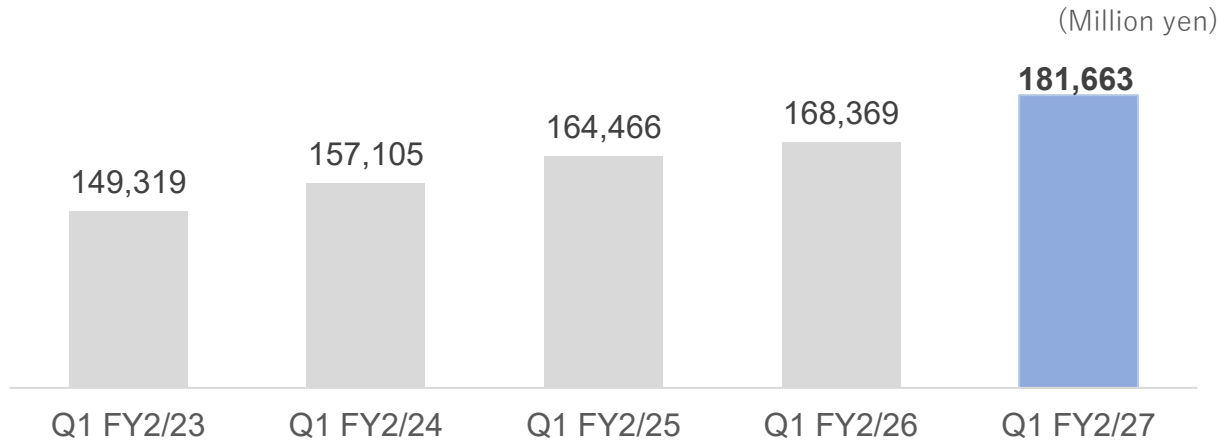
しまむらグループ



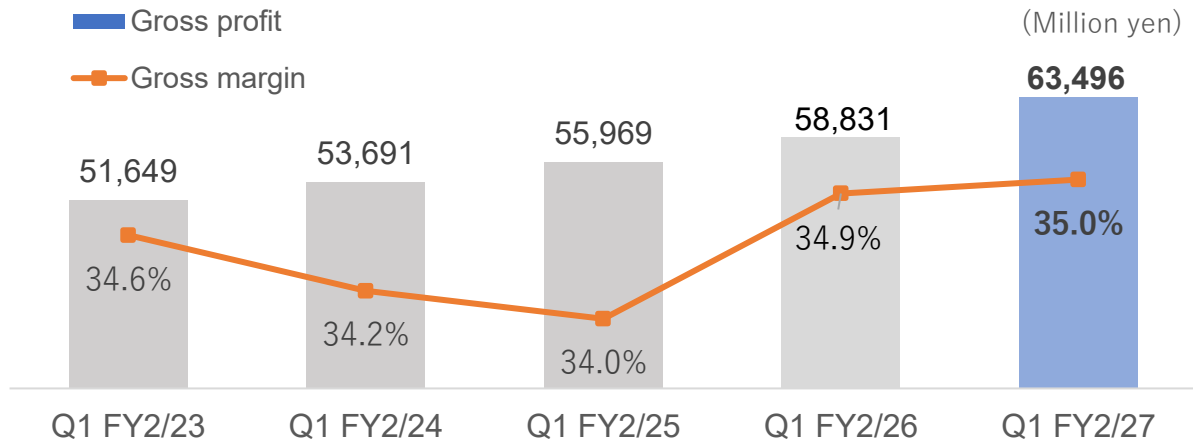
1	Q1 FY2/27 Summary	P 3
2	Initiatives by Business	P10
3	Consolidated Business Forecasts for FY2/27	P21

Q1 FY2/27 Summary (Consolidated)

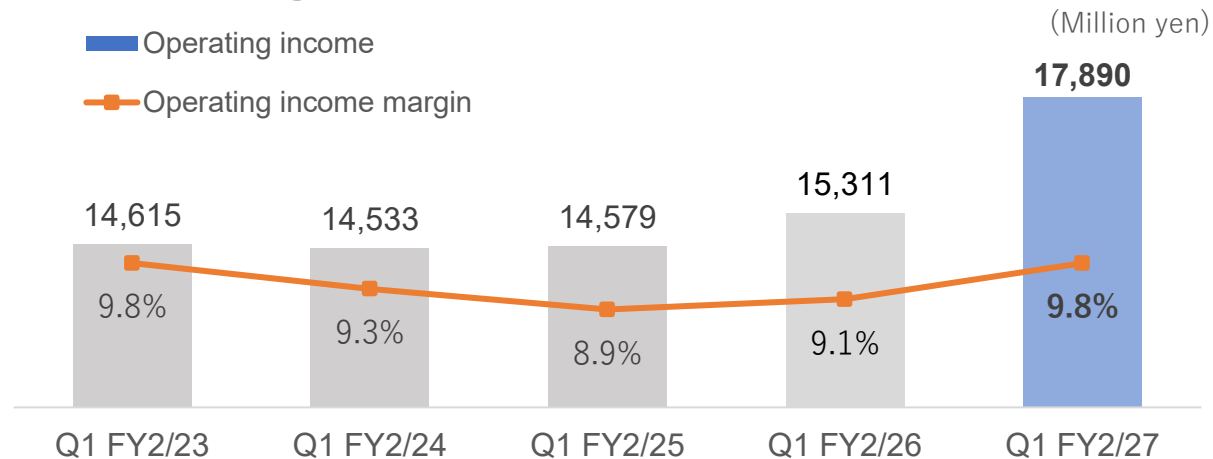
Net sales



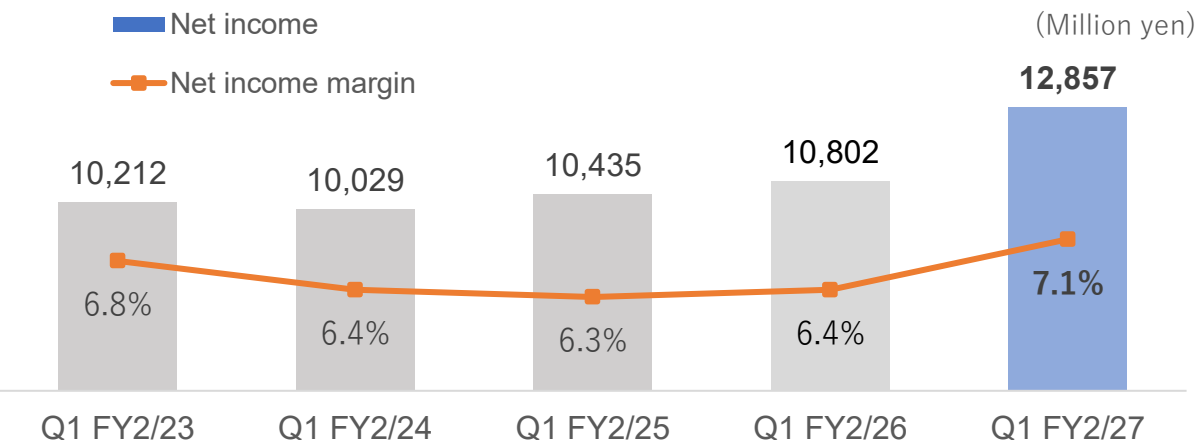
Gross profit



Operating income



Net income



Consolidated Results: Income Statement

- Net sales and all profit figures reached record highs.
- The SG&A ratio was 25.3% (down -0.7 percentage points YoY), and was broadly controlled in line with our plan.

(Million yen/%)

	Q1 FY2/27	Ratio to sales	YoY	Q1 FY2/26	Ratio to sales	YoY
Net sales	181,663	100.0	107.9	168,369	100.0	102.4
Gross profit	63,496	35.0	107.9	58,831	34.9	105.1
SG&A	45,929	25.3	104.8	43,845	26.0	105.1
Operating income	17,890	9.8	116.8	15,311	9.1	105.0
Ordinary income	18,794	10.3	118.9	15,812	9.4	104.3
Net income attributable to owners of parent	12,857	7.1	119.0	10,802	6.4	103.5
Net income per share	61.92yen	—	—	48.98 yen	-	-

* The Company conducted a 3-for-1 stock split of its common shares effective February 21, 2026. Accordingly, "Net income per share" have been calculated assuming that the stock split had taken place at the beginning of FY2/26.

Consolidated Results: SG&A Expenses

- Salaries: Increased by 5.8% year on year due to wage hikes.
- Advertising expenses: Decreased by 7.5% YoY, due to the promotion of digital marketing and the in-house production of content.

(Million yen/%)

	Q1 FY2/27	Ratio to sales	YoY	Q1 FY2/26	Ratio to sales	YoY
Salary	20,700	11.4	105.8	19,564	11.6	107.7
Total personnel expenses	24,322	13.4	105.9	22,959	13.6	107.6
Advertising expenses	2,872	1.6	92.5	3,105	1.8	100.8
Total selling expenses	5,458	3.0	102.4	5,332	3.1	103.0
Supplies expenses/ Display fixtures expenses	688	0.4	119.0	578	0.3	111.9
EDP expenses	632	0.3	135.1	468	0.3	78.6
Total operating expenses	2,378	1.3	95.5	2,490	1.5	107.0
Rents	8,443	4.6	102.0	8,280	4.9	101.0
Depreciation and amortization	1,864	1.0	119.1	1,565	0.9	106.5
Total equipment cost	12,378	6.8	105.2	11,771	7.0	101.3
Total general expenses	1,391	0.8	107.7	1,291	0.8	101.4
Total SG&A expenses	45,929	25.3	104.8	43,845	26.0	105.1

Consolidated Results: Balance Sheets

- Assets: Cash and deposits, accounts receivable, and marketable securities decreased 18.7% YoY.
- Liabilities: Accounts payable increased 6.8% YoY.

(Million yen/%)

	End-May 2026	Composition ratio	YoY	End-May 2025	Composition ratio
Current assets	329,795	57.2	85.7	384,992	65.8
Noncurrent assets	247,060	42.8	123.7	199,696	34.2
Total assets	576,855	100.0	98.7	584,689	100.0
Current liabilities	74,831	13.0	108.0	69,303	11.9
Noncurrent liabilities	9,387	1.6	86.9	10,805	1.8
Total liabilities	84,218	14.6	105.1	80,109	13.7
Total shareholder's equity	484,718	84.0	97.1	499,128	85.4
Accumulated other comprehensive income	7,918	1.4	145.2	5,451	0.9
Total net assets	492,636	85.4	97.6	504,579	86.3
Total liabilities and net assets	576,855	100.0	98.7	584,689	100.0

Sales by Business

- Net sales exceeded the previous year's level across all business segments in Japan and overseas.
- Domestic net sales increased 7.7% YoY, driven by enhancements to private-brand (PB) products, expanded character projects, the development of hit products, and diversified sales promotion measures.

(Million yen/%)

Business	Q1 FY2/27	Ratio to net sales	YoY	Q1 FY2/26	Ratio to net sales	YoY
Shimamura	130,827	72.0	107.3	121,923	72.4	101.7
Avail	18,917	10.4	109.6	17,256	10.3	105.3
Birthday	23,863	13.1	106.2	22,464	13.3	102.3
Chambre	5,254	2.9	119.4	4,400	2.6	106.6
Divalo	279	0.2	106.8	261	0.2	109.1
Shimamura (non-consolidated)	179,142	98.6	107.7	166,306	98.8	102.3
Si meng le (Taiwan)	2,520	1.4	122.2	2,063	1.2	108.4
Shimamura (consolidated)	181,663	100.0	107.9	168,369	100.0	102.4

Gross Profit, Price Reduction, Inventory YoY

- Gross profit: All three businesses exceeded the previous year's gross profit in absolute terms. However, the gross profit margin fell below last year's level in the Shimamura and Birthday businesses due to an increase in markdowns.
- Markdowns: In the Shimamura business, markdowns exceeded the previous year due to the optimization of winter inventories and the clearance of year-round items.

(%/ppt.)

Business	Period	Gross profit			Price reduction			Inventory
		Gross profit YoY	Gross margin		Price reduction YoY	Price reduction rate		Inventory YoY (Monthly avg.)
				YoY			YoY	
Shimamura	Q1 FY2/27	107.1	34.2	- 0.1	107.9	7.3	+ 0.1	102.8
	Q1 FY2/26	105.6	34.3	+1.3	86.7	7.2	-1.3	104.2
Avail	Q1 FY2/27	109.9	38.0	+ 0.1	109.4	16.5	- 0.1	104.3
	Q1 FY2/26	105.6	37.9	+0.1	111.0	16.6	+0.9	108.6
Birthday	Q1 FY2/27	105.4	34.5	- 0.3	129.2	5.6	+ 1.0	104.8
	Q1 FY2/26	101.8	34.8	-0.1	107.1	4.6	+0.2	108.5

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

- Same-store sales and customer traffic: Exceeded the previous year's level across all three business segments.
- Price per item: Due to strong sales of lower-priced character goods, the average price per item declined year on year in both the Shimamura and Avail businesses.

(%)

Business	Period	Net sales		Number of customers	Spending per customer	Number of items purchased	Unit price per item
		Existing stores	All stores				
Shimamura	Q1 FY2/27	107.2	107.5	106.4	101.0	101.5	99.3
	Q1 FY2/26	101.7	101.7	100.0	101.8	98.7	102.9
Avail	Q1 FY2/27	107.4	109.8	113.3	96.9	99.3	97.3
	Q1 FY2/26	104.2	105.3	102.8	102.5	99.2	103.3
Birthday	Q1 FY2/27	103.5	106.4	107.6	98.9	96.4	102.4
	Q1 FY2/26	99.1	102.3	101.7	100.6	97.2	103.4

The figures do not reflect the impact of the new membership program (points-based system) introduced in March 2026.

しまむらグループ

Expansion of the FIBER DRY series and further enhancement of PB brands “CLOSSHI” and “CLOSSHI PREMIUM”

■ PB product proportion

24.8 %

CLOSSHI
PREMIUM

熱中症ゼロへ
熱中症対策グッズ

選べる、見つかる、快適さ

FIBER DRY

さらっと UV PROTECTION

UVカット率 99% UPF 50+

顔も手の甲もこれ1枚で すっぱりガード

UV対策 涼感生地 通気性

UV対策 涼感生地 通気性

レディス UVカット 多機能パーカ

(¥1,969,-)

本体 **1,790**円

つば付フード(裏面UVカット)

手首ガード(裏面UVカット)

冷感生地 採用

さらっとUVカット

涼感生地 採用

通気性

フェイスガード

冷感生地 採用

さらっとUVカット

涼感生地 採用

通気性

FIBER DRY で毎日をもっと快適に

COOL DRY FIBER DRY 99% UPF 50+

2つの素材で選ぶ 機能性

①天竺素材

肌を通して快適な 安心感150%アップ。さらっと感触く

②メッシュ素材

通気性がよく、シームレス加工でこすりあがり 擦れにくい

涼感生地 採用

通気性

涼感生地 採用

通気性

さらっとUVカット 99% UPF 50+

超COOL

インナー

(¥979,-)

本体 **890**円

【税込】本体 ¥990(税込1,089円)

さらっとUVカット 99% UPF 50+

涼感生地 採用

通気性

「超COOL」に触れた瞬間じんやり快適!

CLOSSHI

スーズ IN

立ったまま
さっと履き



CLOSSHI
PREMIUM

背中のクロステープが肩甲骨を
引き寄せ、巻肩をサポート



着用時、パワーのある
生地使用で程よく引き締め

姿勢サポート
ノンワイヤーブラジャー
各種 **M・L・LL 3L**

（¥1,639円）
本体 1,490円

10

Strengthening Sales Capabilities

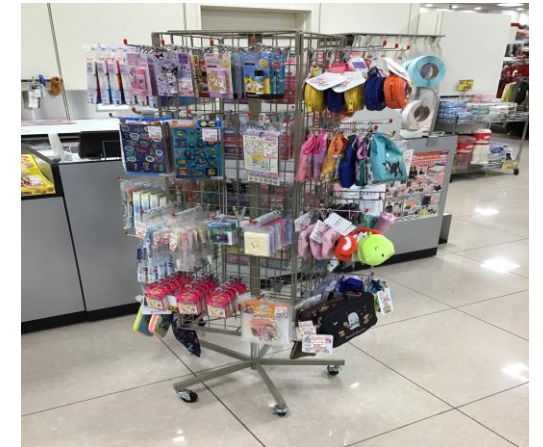
Promotion of trending character products

- YoY change in character products sales

+22.1 %



Introduction of dedicated fixtures



Initiatives for the new store layout



Strengthening Sales Capabilities

Promotion of Personalized Marketing (E-mail Newsletters)

■ Email newsletter open rate

■ Store visit count of email newsletter openers

■ Purchase conversion rate

53.7%

2.14 million people

19.3%



Motivational products

Character products

Avail Business (1)

Strengthening Product Appeal and Sales Capabilities

Promotion of trend-driven merchandising centered on JB products

■ YoY change in JB sales

+7.9 %

■ YoY change in JB ratio

41.7 %



CHIP CLIP



SUREVE



Enhancement of character projects

■ YoY change in character products sales

+13.9 %



Expansion of product assortments tailored to customer preferences



Strengthening Product Appeal and Sales Capabilities

Increasing net sales through enhanced sales promotion activities

■ YoY change in net sales

+9.6 %

■ YoY change in customer traffic

+13.3 %

今週は 毎月開催! 3/30スタート!

アベイル **Week** Fashion Collection **スケジュール**

日付	キャンペーン	デラシ・SNS・コレクション	オンライン販売
3/30 月	家族で! ペアで! まとめて履き替えフェア 対象期間 3/30~4/5	(超十代) WEBデラシ イチオシトレンド	春休みフェア 対象期間 3/30~4/5
3/31 火	アベイル Week 期間中、1足 税込 1,800円以上のスニーカーを2足以上ご購入いただいたお客様に、抽選で限定したアベイル・グッズをプレゼント!	WEBデラシ イチオシトレンド	インフルエンサー 企画
4/1 水	ボムボムアベイルの折りたたみミラープレゼント! 対象期間 4/1~4/5	アベイルライブ 4/1 WEBデラシアイテム	夏の悩み解決
4/2 木	モデルチェキプレゼント アプリ会員特典	アベイルライブ 4/2 WEBデラシアイテム	購入者限定 クーポン!
4/3 金		アベイルライブ 4/3 WEBデラシアイテム	オンラインストア発売中
4/4 土	ボムボムアベイルのミニルバグプレゼント!	アベイルライブ 4/4 WEBデラシアイテム	アベイル店舗 4/1(水) 発売
4/5 日	お菓子つかみどり!	アベイルライブ 4/5 WEBデラシアイテム	アベイル店舗 4/1(水) 発売



New initiatives (Live Commerce)



Further expansion of the e-commerce website



Birthday Business (1)

Strengthening Product Appeal and Sales Capabilities

Expansion of PB product assortment

■ YoY change in PB sales

+27.6 %



Enhancement of brand collaboration initiatives



Strong performance of JB brand “futafuta DAILY LINE”



Birthday Business (2)

Strengthening Product Appeal and Sales Capabilities

Challenging new sales method

おでかけサポートフェア 5/17まで
スタッフが詳しくサポート!!
✓ 使い方をアドバイス
✓ 選び方のご相談
✓ 何でもご質問OK!

※写真は一例です

対象7〜36ヶ月
POLBAN ADVANCE
(¥11,000円)
¥10,000円

※写真は一例です

対象生後14日〜12ヶ月
ベビーキャリアファースト
(¥8,690円)
¥7,900円

4/25(土)発売
Aprica パースディライト (¥12,980円)
¥11,800円
付属の新生児シートで産後すぐ使用可能

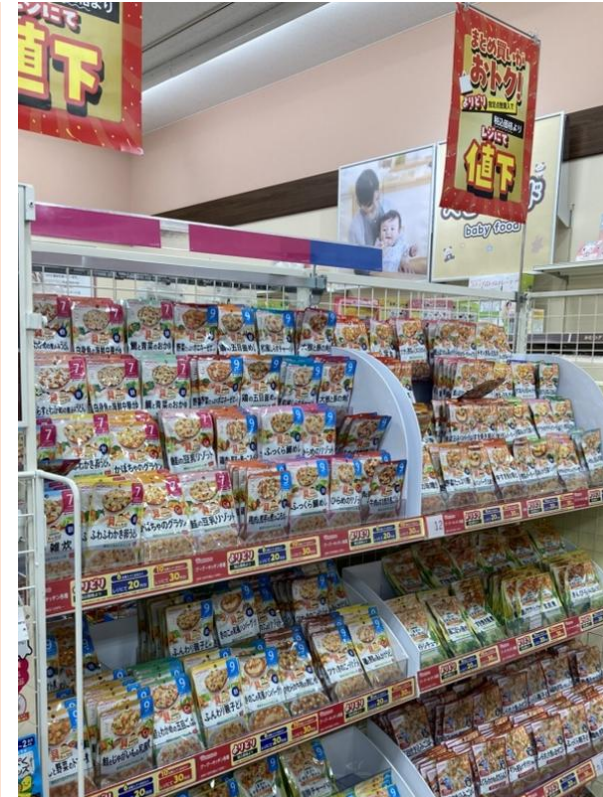
Strengthening in-store customer support systems

お買い物で「お困りのこと」はありませんか?

・出産準備、何を買ったらいいんだろう?
・使い方が分からない商品がある。
・違いは何だろう?

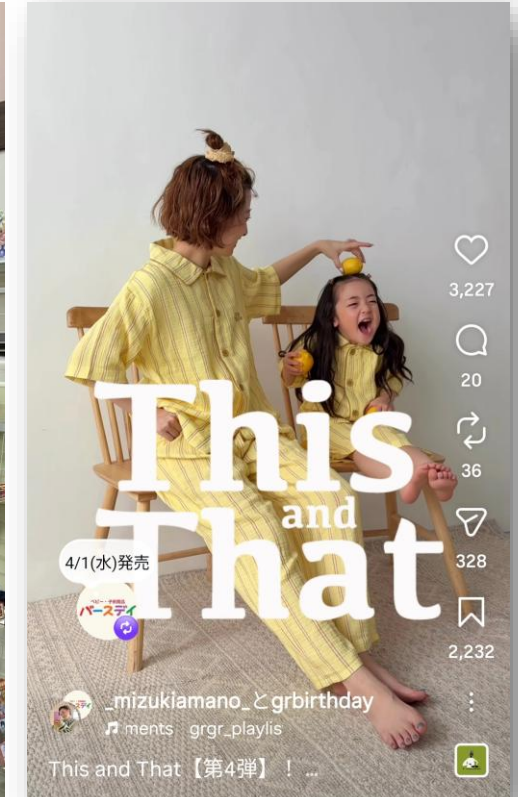
店内商品について、お困りのことがありましたら、
スタッフがお調べしてお答え致します。

お気軽にご相談ください。



Implementation of bundle sales promotions

Strengthening e-commerce operations



Creating sales opportunities through parent-child coordinated outfits

Q1 Results

■ Net sales

53.0 billion yen

■ YoY change in net sales

+30.0 %

■ Store pickup ratio

88.3 %

E-commerce performance by business

Business	YoY
Shimamura	+18.3%
Avail	+ 36.3%
Birthday	+ 51.3%
Chambre	+189.4%
Divalo	—

Implementation of cross-business initiatives

Expansion of “Shimasapo Chottoku bin” Delivery Service



Opening of Pop-up Stores (1)

Opening Stores in Station Facilities

Koiwa Station



Product Categories:

Children's apparel (Shimamura and Birthday businesses)

Omiya Station



Product Categories:

Children's apparel, FIBER DRY innerwear (women's), and knickknacks (Shimamura, Birthday, and Chambre businesses)

Opening of Pop-up Stores (2)

Avail

Asakusabashi / Sapporo



Advance sales of products developed in collaboration with la farfa models

Birthday

Pacifico Yokohama



Sales of JB brands "&mignon" and "futafuta DAILY LINE"

Expansion of Duty-Free Store Coverage

しまむらグループ

Sales increase through tax-free store expansion and further enhancement of brand awareness

Tax-free stores:FY2025 sales results

Expansion of stores handling these products

Opening a booth at the Taipei Tourism Exposition

Business

YoY
(compared to non-participating stores)

Shimamura

+5.8%
(+2.7pt)

Avail

+4.2%
(+0.8pt)

Birthday

+8.1%
(+6.7pt)



Consolidated Business Forecasts for FY2/27

■ Net sales: Expected to increase by 4.2% YoY / Operating income: Expected to increase by 8.7% YoY

■ SG&A expenses: Expected to increase by 3.0% YoY. Personnel expenses are expected to increase by 4.2% YoY. Expenses for consumables and display fixtures are also expected to increase, reflecting renovations of existing stores.

■ Dividend per share: Expected to be 80 yen for the full year

(Million yen/%)

	FY2/27 Forecast	YoY	Ratio to sales	FY2/26 Result	Ratio to sales
Net sales	729,193	104.2	100.0	700,034	100.0
Gross profit	254,728	104.4	34.9	243,904	34.8
SG&A	189,292	103.0	26.0	183,771	26.2
Operating income	66,842	108.7	9.2	61,483	8.8
Ordinary income	68,825	108.1	9.4	63,672	9.1
Net income attributable to owners of parent	47,321	106.4	6.5	44,460	6.4
Net income per share	227.92 yen	-	-	202.36 yen	-
Dividend per share	80 yen	-	-	215 yen	-

* The Company conducted a 3-for-1 stock split of its common shares effective February 21, 2026. Accordingly, "Net income per share" have been calculated assuming that the stock split had taken place at the beginning of FY2/26. Dividend per share for FY2/26 is presented based on the actual dividend amount prior to the stock split.

Financial Results Materials (Disclosed on the corporate website)

- ▽ Financial Results Briefing Materials (with comments): Tuesday, June 30
- ▽ Financial Results (Summary of Question and Answer Session): Wednesday, July 1
- ▽ Financial Results Briefing (English): Thursday, July 2

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.