

Consolidated Monthly Sales Growth (year-on-year)

2024/3/15  
Code 9997 (PRIME) Belluna Co., Ltd

[FY ending March 31, 2023] From April 2022 to March 2023 (Unit: %)

	Apr	May	Jun	1Q	Jul	Aug	Sep	2Q	Oct	Nov	Dec	3Q	Jan	Feb	Mar	4Q	Total
■ Mail order	-11.1%	-8.0%	-10.9%	-10.0%	-5.0%	-4.1%	-7.9%	-5.9%	-3.3%	-6.9%	-1.0%	-3.6%	-8.3%	-1.8%	-6.0%	-5.4%	-6.3%
•Apparel & Goods	-14.7%	-9.4%	-15.1%	-13.0%	-6.0%	0.8%	-11.3%	-6.9%	-6.4%	-9.4%	-10.9%	-8.9%	-16.9%	-6.4%	-10.9%	-11.6%	-10.4%
Mail Order(Items):																	
Apparel	-12.6%	-6.5%	-6.7%	-8.6%	-5.3%	5.7%	-9.6%	-4.8%	-1.7%	-8.4%	-7.4%	-6.1%	-17.3%	-5.9%	-8.0%	-10.7%	-7.6%
Furniture, Goods and Other	-22.6%	-20.0%	-30.2%	-24.7%	-6.4%	-7.0%	-14.0%	-10.1%	-14.2%	-7.4%	-15.3%	-12.3%	-15.6%	-7.7%	-15.8%	-12.9%	-15.7%
E-Commerce (Internet-complete)	-14.5%	-21.4%	-21.2%	-19.2%	-14.0%	0.6%	-15.1%	-10.8%	3.0%	-15.4%	-11.6%	-8.4%	-14.0%	-9.4%	-19.3%	-14.7%	-13.5%
Retail store	6.3%	19.9%	-3.5%	7.7%	-4.0%	10.0%	-2.2%	-0.3%	-7.7%	-23.5%	-19.5%	-16.8%	-13.1%	17.6%	-8.5%	-4.7%	-4.3%
※Reference General Mail Order(Handling amount)	-16.4%	-11.9%	-16.7%	-15.0%	-7.6%	-1.3%	-12.7%	-8.5%	-7.3%	-9.8%	-11.4%	-9.5%	-17.5%	-7.9%	-11.8%	-12.5%	-11.7%
•Cosmetics & Health Food	-15.3%	-12.8%	-12.8%	-13.7%	-14.0%	-10.7%	-3.9%	-9.6%	-11.1%	-0.8%	5.0%	-2.4%	7.1%	3.8%	-0.6%	3.4%	-5.8%
Cosmetics	-20.0%	-13.1%	-17.5%	-17.0%	-15.5%	-13.3%	-5.1%	-11.3%	-2.5%	-0.4%	7.5%	1.6%	9.0%	6.1%	1.3%	5.4%	-5.6%
Health Food	-1.6%	-11.9%	0.2%	-4.3%	-10.4%	-3.7%	-0.8%	-5.0%	-29.1%	-2.0%	-1.8%	-12.5%	1.6%	-2.5%	-6.0%	-2.3%	-6.2%
•Gourmet	0.9%	5.0%	5.5%	3.8%	1.8%	9.4%	13.6%	8.4%	10.2%	-0.4%	12.7%	9.2%	6.0%	10.0%	0.5%	5.4%	7.1%
Gourmet	6.1%	5.2%	8.6%	6.6%	8.8%	20.1%	14.8%	14.4%	14.9%	7.5%	13.1%	12.3%	12.5%	11.1%	0.8%	7.9%	10.6%
Wine	-6.5%	4.6%	0.3%	-0.8%	-10.6%	-10.1%	11.6%	-2.0%	1.8%	-13.9%	9.9%	-0.9%	-5.2%	7.5%	-0.1%	0.6%	-0.7%
•Nurse-related	-8.7%	-15.0%	-10.8%	-11.3%	-13.2%	-31.1%	-29.8%	-25.3%	-1.8%	-6.0%	-3.0%	-3.5%	-9.6%	-21.4%	-6.2%	-11.7%	-13.7%
•Database Utilization	-1.9%	-6.9%	-4.2%	-4.3%	6.7%	-1.1%	12.5%	5.9%	16.7%	9.9%	13.2%	13.0%	15.1%	21.4%	19.7%	18.8%	8.3%
■ Kimono-related	0.2%	-0.6%	4.4%	1.6%	6.5%	17.7%	20.0%	15.4%	2.2%	-9.5%	-12.9%	-7.8%	-21.1%	-23.1%	1.7%	-8.6%	-0.8%
■ Property,Other	-65.7%	49.3%	46.3%	-25.8%	50.6%	-60.3%	45.1%	-26.2%	30.8%	14.4%	21.2%	22.1%	27.2%	85.0%	109.6%	71.7%	-1.2%
•Property	-76.7%	70.5%	76.3%	-35.4%	61.7%	-63.7%	60.0%	-30.7%	46.4%	24.4%	34.2%	35.1%	41.6%	105.4%	150.0%	95.8%	-2.7%
•Other	10.4%	14.1%	1.7%	8.8%	18.0%	3.5%	3.3%	8.2%	-6.4%	-5.7%	-9.4%	-7.0%	-12.0%	31.4%	20.3%	11.3%	4.3%
<b>Consolidated Total</b>	<b>-20.3%</b>	<b>-4.2%</b>	<b>-6.5%</b>	<b>-10.7%</b>	<b>0.5%</b>	<b>-18.8%</b>	<b>0.8%</b>	<b>-5.8%</b>	<b>0.6%</b>	<b>-4.6%</b>	<b>-0.2%</b>	<b>-1.4%</b>	<b>-6.3%</b>	<b>0.6%</b>	<b>3.4%</b>	<b>-0.4%</b>	<b>-4.6%</b>

[FY ending March 31, 2024] From April 2023 to March 2024 (Unit: %)

	Apr	May	Jun	1Q	Jul	Aug	Sep	2Q	Oct	Nov	Dec	3Q	Jan	Feb	Mar	4Q	Total
■ Mail order	-10.8%	-7.0%	-11.9%	-9.9%	-3.4%	-9.9%	-19.7%	-11.4%	-8.4%	-9.1%	-6.2%	-7.8%	-9.7%	-2.6%			-8.9%
•Apparel & Goods	-17.6%	-14.6%	-20.8%	-17.6%	-11.2%	-16.0%	-29.1%	-19.7%	-15.2%	-15.6%	-11.1%	-14.1%	-18.5%	-4.7%			-15.9%
Mail Order(Items):																	
Apparel	-18.4%	-15.3%	-23.5%	-18.9%	-12.8%	-17.1%	-23.9%	-18.2%	-16.5%	-15.3%	-9.2%	-13.8%	-11.5%	0.0%			-15.3%
Furniture, Goods and Other	-16.6%	-11.4%	-15.1%	-14.3%	-9.5%	-16.9%	-37.8%	-24.0%	-14.3%	-21.5%	-16.7%	-17.5%	-33.3%	-11.8%			-18.7%
E-Commerce (Internet-complete)	-15.2%	-1.2%	-5.9%	-7.4%	3.6%	-11.4%	-19.9%	-8.2%	-8.2%	4.8%	-5.6%	-3.0%	-16.2%	-4.0%			-6.6%
Retail store	-10.6%	-17.0%	-19.2%	-15.5%	-2.1%	0.3%	-18.4%	-7.2%	-6.5%	8.5%	0.2%	0.4%	1.7%	-0.2%			-6.9%
※Reference General Mail Order(Handling amount)	-18.6%	-14.6%	-20.9%	-18.0%	-12.4%	-17.5%	-30.0%	-20.8%	-16.0%	-17.2%	-11.9%	-15.2%	-19.9%	-5.5%			-16.8%
•Cosmetics & Health Food	1.4%	10.0%	10.2%	7.1%	8.6%	7.2%	-1.9%	4.4%	-2.4%	3.3%	-7.3%	-2.2%	-7.9%	3.5%			1.9%
Cosmetics	5.1%	16.2%	21.6%	14.2%	14.8%	11.5%	3.7%	9.8%	-1.4%	1.7%	-9.7%	-3.3%	-5.1%	4.2%			5.0%
Health Food	-7.4%	-6.6%	-15.6%	-10.1%	-6.4%	-3.5%	-15.5%	-8.8%	-5.1%	8.1%	-0.4%	0.9%	-16.2%	1.6%			-6.4%
•Gourmet	-2.5%	0.0%	2.2%	0.0%	16.3%	-6.7%	-9.1%	-0.4%	5.9%	2.7%	-1.0%	1.1%	6.0%	-3.2%			0.5%
Gourmet	3.8%	2.2%	0.2%	2.0%	13.3%	-11.0%	-9.9%	-2.8%	4.4%	-7.8%	1.8%	0.5%	8.0%	-2.9%			0.4%
Wine	-13.0%	-3.9%	5.9%	-3.6%	22.9%	3.9%	-7.8%	4.5%	8.8%	25.2%	-17.8%	3.2%	2.1%	-3.9%			0.9%
•Nurse-related	-7.1%	-4.3%	-7.4%	-6.4%	-10.7%	-19.1%	-18.0%	-15.8%	-5.4%	-1.0%	-11.1%	-6.0%	-10.9%	0.2%			-8.7%
•Database Utilization	18.9%	37.0%	14.0%	22.8%	13.3%	7.1%	-6.0%	4.0%	7.8%	1.9%	3.2%	4.2%	4.0%	3.2%			8.7%
■ Kimono-related	-6.2%	-12.2%	-9.9%	-9.7%	1.9%	-10.7%	-5.7%	-5.1%	-9.6%	-7.6%	-8.4%	-8.5%	5.1%	15.7%			-4.6%
■ Property,Other	18.5%	39.9%	53.3%	38.0%	56.5%	57.5%	59.0%	57.6%	53.9%	44.8%	53.8%	50.9%	68.9%	80.6%			53.5%
•Property	36.8%	58.3%	80.4%	60.5%	72.6%	66.2%	73.7%	70.5%	66.8%	64.3%	69.3%	66.8%	84.7%	97.1%			70.7%
•Other	-8.2%	-6.1%	-16.5%	-9.9%	-8.3%	0.3%	-5.5%	-4.9%	5.9%	-6.8%	0.1%	-0.6%	-1.0%	12.5%			-3.9%
<b>Consolidated Total</b>	<b>-7.3%</b>	<b>-2.5%</b>	<b>-5.5%</b>	<b>-5.0%</b>	<b>4.9%</b>	<b>1.0%</b>	<b>-9.6%</b>	<b>-1.9%</b>	<b>-2.1%</b>	<b>-4.2%</b>	<b>-2.1%</b>	<b>-2.8%</b>	<b>0.0%</b>	<b>7.3%</b>			<b>-2.2%</b>

(NOTE) 1.This data is calculated on basis before adjustment.  
2.Overseas sales of Ozio are not included in the Cosmetics & Health Food segment.  
3.Overseas hotels sales are not included in the Property segment.  
4.In the general mail order business,in conjunction with the start of RYURYU mail business from June 2019,we have stated Handling amount.  
5.Label Inc., Label Logistics Inc. and R&M Inc. are included in the Database Utilization segment from September 2022.

[Comments]

- Mail order
  - Apparel & Goods :The sales of Furniture,Goods and Other and Stores fell below the last year's figure.
  - Cosmetics & Health Food :The sales of Ozio and Refre all exceeded the last year's figure.
  - Gourmet :The sales of Gourmet and Wine all fell below the last year's figure.
  - Nurse-related :The sales of Nursery fell below the last year's figure,however Infirmiere exceeded last year's.
  - Database Utilization :The sales of Enclosing/Mailing service fell below the last year's figure, however Outsourcing service and Consumer Finance business exceeded the last year's.
- Kimono-related
  - Kimono-related :The sales of Bankan Wamonooya,Sagami and Maimu all exceeded the last year's figure.
- Property
  - Property,Other :The total sales of this segment exceeded the last year's figure, mainly due to the increased revenue of Granbellhotel.

[Contact]  
BELLUNA Co., Ltd.  
(Attn:Executive Corporate Planning Dept.)  
  
E-mail: ir-belluna@belluna.co.jp  
IR site: https://www.belluna.co.jp/en/irinfo/

Consolidated Monthly Sales Growth (year-on-year)

Number of orders and unit price per order for each division of the Mail order

[FY ending March 31, 2023] From April 2022 to March 2023

	Apr	May	Jun	1Q	Jul	Aug	Sep	2Q	Oct	Nov	Dec	3Q	Jan	Feb	Mar	4Q	Total
<b>■ Mail order</b>																	
•Apparel & Goods																	
Number of orders	-15.4%	-17.2%	-22.9%	-18.5%	-7.6%	-9.8%	-20.5%	-13.7%	-12.5%	-14.5%	-17.7%	-14.7%	-23.3%	-12.6%	-21.0%	-19.3%	-16.7%
Order unit price	-0.4%	4.2%	7.8%	3.8%	5.1%	3.6%	6.0%	4.5%	6.3%	6.1%	7.5%	6.6%	6.6%	6.3%	5.8%	6.4%	5.3%
•Cosmetics & Health Food																	
Cosmetics																	
Number of orders	-18.4%	-15.1%	-16.1%	-16.6%	-15.3%	-12.6%	-10.9%	-12.9%	-10.4%	-9.3%	1.5%	-6.2%	2.9%	-1.8%	1.8%	1.0%	-8.9%
Order unit price	7.0%	5.8%	1.2%	4.6%	4.0%	2.7%	4.3%	3.7%	6.6%	2.8%	2.6%	4.0%	6.1%	4.2%	1.0%	3.8%	4.2%
Health Food																	
Number of orders	-5.5%	-2.6%	11.3%	1.2%	0.9%	10.9%	3.7%	5.0%	6.4%	14.8%	-0.8%	6.6%	0.8%	-2.9%	-9.5%	-4.1%	2.2%
Order unit price	-6.4%	-7.5%	-12.1%	-8.9%	-10.3%	-9.1%	-11.0%	-10.2%	-4.1%	-8.2%	-2.3%	-5.0%	-7.0%	-2.2%	-1.3%	-3.4%	-7.0%
•Gourmet																	
Gourmet																	
Number of orders	6.3%	11.5%	19.4%	11.9%	26.3%	29.5%	14.6%	21.8%	28.3%	10.6%	7.0%	13.4%	15.3%	1.0%	-4.4%	4.0%	12.6%
Order unit price	-10.7%	-8.9%	-5.8%	-8.4%	-6.9%	-8.6%	-1.2%	-4.9%	-6.3%	-6.5%	-2.9%	-4.7%	-17.3%	-8.2%	-8.5%	-11.6%	-7.0%
Wine																	
Number of orders	-7.3%	-11.7%	-16.3%	-11.7%	-1.1%	-3.7%	-6.0%	-3.7%	-6.2%	9.5%	4.4%	2.3%	-11.5%	-7.6%	-4.3%	-7.5%	-5.2%
Order unit price	-0.5%	4.7%	3.3%	2.4%	-2.7%	0.1%	7.0%	1.6%	6.1%	4.3%	4.4%	5.0%	15.0%	13.3%	8.4%	11.9%	5.4%
•Nurse-related																	
Nursery																	
Number of orders	-8.3%	-25.4%	-22.4%	-18.2%	-17.4%	-47.9%	-27.2%	-33.4%	-10.8%	-12.2%	-12.0%	-11.6%	-21.3%	-31.5%	-33.0%	-28.9%	-23.7%
Order unit price	-3.7%	-5.3%	-1.4%	-3.7%	0.7%	14.0%	-4.0%	-2.6%	1.6%	3.0%	6.2%	3.5%	3.5%	3.0%	6.7%	4.4%	-0.4%
Infirmiere																	
Number of orders	-6.4%	-13.2%	0.4%	-6.2%	-8.4%	-31.1%	-17.6%	-19.4%	-12.0%	-3.9%	-9.1%	-8.8%	-15.7%	-13.0%	-9.3%	-12.3%	-11.8%
Order unit price	-2.1%	-1.0%	-1.0%	-1.5%	-2.2%	-9.2%	-4.6%	-5.4%	-0.3%	1.8%	-0.4%	0.2%	4.0%	3.1%	5.9%	4.7%	-0.6%

[FY ending March 31, 2024] From April 2023 to March 2024

	Apr	May	Jun	1Q	Jul	Aug	Sep	2Q	Oct	Nov	Dec	3Q	Jan	Feb	Mar	4Q	Total
<b>■ Mail order</b>																	
•Apparel & Goods																	
Number of orders	-29.0%	-28.2%	-27.1%	-28.1%	-14.1%	-22.3%	-32.6%	-23.5%	-21.4%	-19.8%	-12.5%	-18.3%	-21.0%	-6.7%			-22.1%
Order unit price	12.2%	11.4%	11.2%	11.6%	7.5%	3.4%	-0.6%	2.2%	3.6%	2.2%	-2.0%	1.4%	1.3%	2.7%			5.1%
•Cosmetics & Health Food																	
Cosmetics																	
Number of orders	7.3%	15.8%	12.9%	12.0%	7.8%	0.7%	-5.9%	0.8%	-11.9%	-2.2%	-8.2%	-6.2%	-11.0%	-2.5%			0.3%
Order unit price	0.5%	1.7%	5.8%	2.7%	6.8%	5.2%	6.4%	6.0%	4.0%	5.5%	1.8%	3.6%	0.6%	2.4%			3.4%
Health Food																	
Number of orders	-4.2%	-6.1%	-14.8%	-8.8%	-8.5%	-8.8%	-9.1%	-8.8%	-4.5%	-8.1%	-5.7%	-6.2%	-12.4%	-5.8%			-8.1%
Order unit price	-3.3%	1.9%	8.5%	2.6%	4.9%	1.4%	4.0%	3.4%	1.5%	16.2%	15.5%	11.0%	16.1%	17.4%			7.5%
•Gourmet																	
Gourmet																	
Number of orders	-1.2%	3.5%	-5.9%	-1.2%	3.9%	14.1%	43.4%	23.9%	24.5%	11.8%	8.1%	13.9%	24.9%	20.0%			14.1%
Order unit price	5.1%	3.8%	-4.8%	1.3%	-11.9%	-36.1%	-33.3%	-28.7%	-27.3%	-17.4%	-11.9%	-18.4%	-32.3%	-34.4%			-19.6%
Wine																	
Number of orders	-4.2%	-2.8%	-3.5%	-3.5%	12.3%	0.5%	32.7%	14.9%	21.4%	14.7%	19.0%	18.3%	21.3%	18.9%			12.0%
Order unit price	7.4%	13.4%	8.8%	9.7%	2.8%	-16.1%	-22.7%	-12.6%	-17.5%	-15.4%	-18.2%	-17.0%	-24.3%	-27.2%			-11.5%
•Nurse-related																	
Nursery																	
Number of orders	-21.7%	-15.5%	-17.6%	-18.7%	-22.6%	-25.7%	-8.1%	-19.3%	-14.2%	-10.1%	-12.6%	-12.4%	-10.9%	0.2%			-15.4%
Order unit price	4.2%	4.2%	0.5%	3.2%	-2.1%	-10.0%	3.0%	-3.2%	-1.6%	-1.8%	-3.9%	-2.4%	-2.6%	10.1%			0.4%
Infirmiere																	
Number of orders	-10.3%	-7.7%	-8.4%	-8.9%	-7.5%	-14.2%	-27.9%	-16.9%	3.4%	4.7%	-13.8%	-2.4%	-9.5%	-7.6%			-9.4%
Order unit price	6.1%	5.0%	3.7%	5.0%	4.8%	3.1%	-0.1%	2.5%	4.7%	4.1%	7.0%	5.2%	4.2%	-2.5%			3.9%

(NOTE) 1.Apparel & Goods and Infirmiere do not include results from actual stores.  
2.After August 2023, the accounting method has been changed due to the system switchover in the Gourmet business.

[Contact]  
BELLUNA Co., Ltd.  
(Attn:Executive Corporate Planning Dept.)  
E-mail: ir-belluna@belluna.co.jp  
IR site: <https://www.belluna.co.jp/en/irinfo/>