



2024/11/15

Code 9997 (PRIME) Belluna Co., Ltd

Consolidated Monthly Sales Growth (year-on-year)

In October, all city hotels in the hotel business exceeded their sales in the same month of the previous year. In particular, a total of three hotels (Ginza and two hotels in Osaka) recorded their highest single-month sales ever. As a result, net sales were 2,537 million yen, up 23% from the same month last year.

In the specialty mail-order business, sales in the cosmetics and health foods segment were 972 million yen, up 2% from the same month last year. In the cosmetics mail-order business, the number of new customers acquired is recovering, significantly exceeding that of the same month last year, and we will continue to work on improving the regular customer retention rate.

As a result, consolidated group sales for October totaled 17,967 million yen, up 1% from the same month last year.

[FY ending March 31, 2025] From April 2024 to March 2025

(Unit: million yen)

		October 2024 (single month)				October 2024 (cumulative total)			
		Actual results for the current fiscal year	Results for the same period of the previous year	YoY Change		Actual results for the current fiscal year	Results for the same period of the previous year	YoY Change	
G r o w t h	Hotels	2,537	2,063	+474	+23%	14,892	11,748	+3,144	+27%
	Income, Solar	497	463	+34	+7%	3,633	3,075	+559	+18%
	Property Subtotal	3,034	2,526	+508	+20%	18,525	14,822	+3,703	+25%
	Cosmetics & Health Food	972	950	+23	+2%	6,525	6,977	-452	-6%
	Gourmet	1,587	1,596	-9	-1%	9,867	9,753	+114	+1%
	Wine	841	826	+15	+2%	5,030	5,163	-132	-3%
	Nurse-related	946	939	+7	+1%	6,710	6,765	-56	-1%
	Specialty mail-order Subtotal	4,347	4,311	+36	+1%	28,132	28,658	-526	-2%
	Growth Subtotal	7,381	6,837	+544	+8%	46,657	43,480	+3,177	+7%
S u s t a i n a b i l i t y	Kimono-related	1,075	1,243	-167	-13%	11,190	11,700	-510	-4%
	Apparel & Goods	7,469	7,817	-349	-4%	42,823	42,565	+258	+1%
	Other	352	308	+44	+14%	1,699	1,793	-94	-5%
	Sustainability Subtotal	8,896	9,368	-472	-5%	55,712	56,058	-346	-1%
Database Utilization		1,690	1,511	+179	+12%	10,435	10,185	+251	+2%
Consolidated Total		17,967	17,716	+251	+1%	112,805	109,723	+3,082	+3%

(NOTE)

- 1.This data is calculated on basis before adjustment.
- 2.Overseas hotels sales are not included in the Property segment.
- 3.Sales of Ozio's overseas subsidiary are not included in the Cosmetics & Health Food segment.
- 4.Sales of JOB STUDIO, an overseas subsidiary are not included in the Nurse-related segment.
- 5.Sales of Aging Beef Co., Ltd. are included in Hotels segment from October 2024.

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