



## Takashimaya monthly sales report July 2011

|                    |      |
|--------------------|------|
| <b>Takashimaya</b> | 0.1% |
|--------------------|------|

(year on year)

|  |      |
|--|------|
| <b>Takashimaya and 4 regional stores</b> | 0.2% |
|--|------|

4 regional stores: Okayama store, Gifu store, Yonago store, and Takasaki store

### Department store businnes

| Store          | sales  | customer traffic |
|----------------|--------|------------------|
| Osaka          | 8.6%   | 2.7%             |
| Kyoto          | (0.8%) | (0.9%)           |
| Senboku        | (0.2%) | (2.2%)           |
| <i>Okayama</i> | 1.3%   | 0.9%             |
| <i>Gifu</i>    | 0.0%   | (5.0%)           |
| <i>Yonago</i>  | 2.0%   | (2.1%)           |

|              |      |      |
|--------------|------|------|
| Western area | 3.8% | 0.7% |
|--------------|------|------|

|              |             |             |
|--------------|-------------|-------------|
| <b>Total</b> | <b>0.8%</b> | <b>0.8%</b> |
|--------------|-------------|-------------|

(year on year)

| Store           | sales   | customer traffic |
|-----------------|---------|------------------|
| Tokyo           | (1.8%)  | (4.0%)           |
| Yokohama        | 0.3%    | 1.4%             |
| Shinjuku        | (3.2%)  | (8.9%)           |
| Tamagawa        | (0.4%)  | 20.5%            |
| Tachikawa       | (10.2%) | 0.2%             |
| Omiya           | 2.5%    | 3.0%             |
| Kashiwa         | 0.7%    | (2.2%)           |
| <i>Takasaki</i> | 3.2%    | 3.4%             |

|              |        |      |
|--------------|--------|------|
| Eastern area | (1.0%) | 0.8% |
|--------------|--------|------|

Sales and customer traffic at the Sakai store and the Wakayama store are included in the these for the Osaka store.  
Sales and customer traffic at the Rakusai store are included in the these for the Kyoto store.  
Sales and customer traffic at the Konandai store are included in the these for the Yokohama store.

### Corporate business and cross-media businnes sales

|                      |         |
|----------------------|---------|
| Corporate business   | (19.2%) |
| Cross-media businnes | 1.0%    |

(year on year)

### Category sales

(year on year)

|                 | Takashimaya | Takashimaya and 4 regional stores |
|-----------------|-------------|-----------------------------------|
| Clothing        | (1.2%)      | (1.2%)                            |
| Personal items  | 4.6%        | 4.8%                              |
| Utensils        | (0.7%)      | (0.5%)                            |
| Food items      | (0.9%)      | (0.8%)                            |
| Restaurants     | 3.4%        | 3.5%                              |
| Household goods | 0.4%        | 0.9%                              |
| Services        | (6.1%)      | (6.0%)                            |
| Other           | 12.1%       | 11.7%                             |
| <b>Total</b>    | <b>0.1%</b> | <b>0.2%</b>                       |