# FY2023/02 1H Financial Results & Medium-Term Management Plan

October 7, 2022



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# 1. FY2023/02 1st Half Overview



# Summary of FY2023/02 1H

- Our first quarter performance exceeded the plan. Even though there were certain impact of Shanghai lockdown and another upturn in COVID-19 cases in Japan, second quarter performance was generally consistent with the initial plan.
- With the end of the pandemic in sight, people who stayed home for years want to resume spending activities that involve going out and being with other people.
- Operations were able to supply merchandise with the right timing, prices and volumes despite challenges created by the yen's depreciation and inflation.
- Steady progress in the medium-term management plan's first year, including value cocreation with external partners.

| Major         | Global         | Performance outside Japan is below the plan because of the pandemic                            |
|---------------|----------------|--|
| or categories | Digital        | Making substantial investments in e-commerce, logistics and other sectors                      |
| ories         | Sustainability | Progress with improving disclosure of environmental information and with working style reforms |

# **Key Themes for Increasing Corporate Value**

## • Recruiting, training and job assignments

Consumers today place even more emphasis on where they choose to store. The quality of employees is thus becoming increasingly important. Adastria is upgrading training programs for younger employees while upgrading health management programs, providing pleasant workplaces and taking other steps that benefit all employees. In addition, senior executives visit workplaces throughout Japan to hold discussions with our employees.

#### Increase earnings

Adastria will leverage its powerful value chain as the weaker yen, high cost of energy and other challenges continue with the goal of selling merchandise with value at the fair prices.

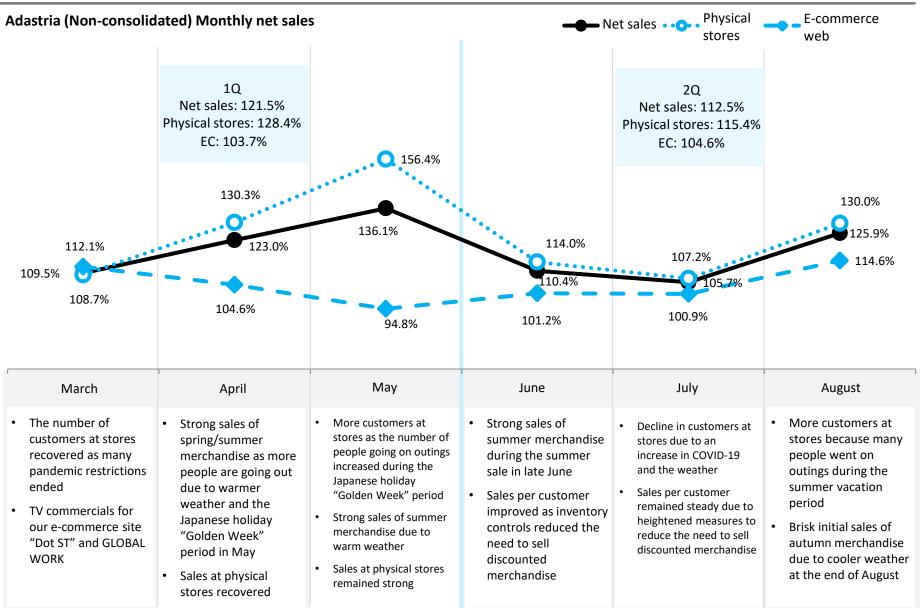
#### • Shift in the role of physical stores

Stores are going beyond simply selling apparel in order to be a source of products and new ideas involving life styles. Adastria is dedicated to building a "good community" for enabling people to use fashion to enrich their lives.

# 2. FY2023/02 1st Half Financial Results



# Summary of FY2023/02 1H



# **Consolidated Income Statement**

| The Accounting Standard for The New Revenue Recogn |           |        |         |              | lions of yer |  |
|--|-----------|--------|---------|--------------|--------------|--|
| _  | FY2022/02 |        |         | FY2023/02 1H |              |  |
|  | Results   |        |         | Results      |              |  |
|  |           | Ratio  |         | Ratio        | YoY          |  |
| Net sales  | 92,611    | 100.0% | 112,578 | 100.0%       | 121.6%       |  |
| Adastria(Non-consolidated)                         | 79,803    | 86.2%  | 92,337  | 82.0%        | 115.7%       |  |
| Domestic subsidiaries *1*2                         | 8,190     | 8.8%   | 9,412   | 8.4%         | 114.9%       |  |
| Overseas subsidiaries *3                           | 6,086     | 6.6%   | 7,765   | 6.9%         | 127.6%       |  |
| Zetton (Food & Beverage Subsidiary)                | -         | -      | 4,687   | 4.2%         | -            |  |
| Gross profit                                       | 50,777    | 54.8%  | 62,780  | 55.8%        | 123.6%       |  |
| SG&A expenses                                      | 50,146    | 54.1%  | 57,210  | 50.8%        | 114.1%       |  |
| Advertising & promotion                            | 4,019     | 4.3%   | 3,727   | 3.3%         | 92.7%        |  |
| Personnel  | 18,107    | 19.6%  | 21,111  | 18.8%        | 116.6%       |  |
| Rent & depreciation *4                             | 17,719    | 19.1%  | 20,426  | 18.1%        | 115.39       |  |
| Amortization of goodwill                           | 29        | 0.0%   | 121     | 0.1%         | 411.0%       |  |
| Others   | 10,270    | 11.1%  | 11,823  | 10.5%        | 115.1%       |  |
| Operating profit                                   | 631       | 0.7%   | 5,570   | 4.9%         | 881.6%       |  |
| Adastria (non-consolidated)                        | 196       | 0.2%   | 4,596   | 4.1%         | 2335.6%      |  |
| Domestic subsidiaries *1*2                         | -222      | -      | 190     | 0.2%         | -            |  |
| Overseas subsidiaries *3                           | 183       | 0.2%   | 159     | 0.1%         | 87.3%        |  |
| Adastria Logistics                                 | 284       | 0.3%   | 165     | 0.1%         | 58.1%        |  |
| Zetton (Food & Beverage Subsidiary) *5             | -         | -      | 483     | 0.4%         | -            |  |
| Ordinary profit                                    | 1,552     | 1.7%   | 6,157   | 5.5%         | 396.5%       |  |
| Net income attributable to owners of the parent    | 448       | 0.5%   | 3,893   | 3.5%         | 867.3%       |  |
|  |           |        |         |              |              |  |
| EBITDA   | 3,664     | 4.0%   | 9,408   | 8.4%         | 256.7%       |  |
| Depreciation and amortization                      | 3,003     | 3.2%   | 3,716   | 3.3%         | 123.8%       |  |
| Amortization of goodwill                           | 29        | 0.0%   | 121     | 0.1%         | 411.09       |  |
| Capital expenditure                                | 4,527     |        | 6,195   |              |              |  |

\*1: Domestic subsidiaries are the sum of four domestic subsidiaries: BUZZWIT Co., Ltd., ELEMENT RULE Co., Ltd., Adastria eat Creations Co., Ltd., ADOORLINK Co., Ltd. (Period Feb. to Jul.)

\*2 : Sales of BUZZWIT Co., Ltd. include its consolidated subsidiary OPEN AND NATURAL, Inc.

\*3: Overseas subsidiaries are the sum of overseas subsidiaries: Hong Kong, Mainland China, Taiwan, USA. (Period Jan. to Jun.)

 ${}^{*}4$  : Rent & depreciation costs are the sum of Rent expenses, Lease expenses and Depreciation.

\*5 : Operating profit of Zetton, Inc. is shown after consolidation adjustments.

# **Consolidated Income Statement – Summary (1)**

#### **Summary:** Sales and earnings higher than planned due to sales recovery and cost controls

#### Net sales: 112.5 billion yen (+21.6% YoY)

| Parent company:             | Up 15.7% as apparel demand for going out recovered during the summer vacation period; promotions also contributed to sales.<br>Strong sales of major products of GLOBAL WORK and of LAKOLE, as more stores were opened, contributed to sales growth.            |
|-----------------------------|---|
| Domestic subsidiaries:      | Up 14.9% YoY. Strong sales of high-end brands raised earnings of ELEMENT RULE.<br>Sales at the EC company BUZZWIT increased due to the consolidation of OPEN AND NATURAL Inc.   |
| Overseas subsidiaries:      | Up 27.6%; a new brand was launched in Taiwan; U.S. sales and earnings increased because of strength in the wholesale sector; earnings unchanged in Hong Kong despite the effect of the pandemic; sales and earnings down in Mainland China due to the pandemic. |
| Food and Beverage Business: | Higher earnings due to the newly consolidated Zetton, Inc.  |

| Effect of the new revenue recognition accounting standard | Consolidated sales: -1,179 million yen (-1.3% YoY) |
|---|--|
| Increase due to M&A                                       | Consolidated sales: +5,240 million yen (+5.7% YoY) |

#### Gross profit margin: 55.8% (+1.0p YoY)

Negative effects of foreign exchange rates and the high cost of materials, but the gross profit margin in the apparel and sundry goodsrelated business was largely unchanged due to supplying the products at the right times, prices and volumes and holding down discount sales.

| Effect of the new revenue recognition accounting standard | Gross profit margin: -0.4% |
|---|----------------------------|
| Effect of higher Food and<br>Beverage Business sales      | Gross profit margin: +1.0% |

# **Consolidated Income Statement – Summary (2)**

### **SG&A expense ratio: 50.8%** (-3.3p YoY)

| Advertising & promotions:                           | •         | Op YoY) (-0.29 billion yen YoY) d due to the application of revenue recognition accounting standard   |  |  |  |  |
|---|-----------|---|--|--|--|--|
| Personnel:  |           | 1.8p YoY) (+3.0 billion yen YoY)<br>laries and bonuses as stores returned to normal operating   |  |  |  |  |
| Rent & depreciation:                                | Higher re | Op YoY) (+2.7 billion yen YoY)<br>nt due to higher sales; includes 0.1 billion yen increase in intangible assets because of<br>nd OPEN AND NATURAL PPA* |  |  |  |  |
| Other:  | •         | 0.6p YoY) (+1.55 billion yen YoY)<br>edit card fees, electricity fees and other expenses  |  |  |  |  |
| Effect of the new reve<br>recognition accounting st |           | SG&A expenses: -1,119 million yen (SG&A expenses ratio: -0.5%)  |  |  |  |  |
| Effect of higher Food<br>Beverage Business sa       |           | SG&A expenses ratio: +0.9%  |  |  |  |  |

#### **Operating profit: 5.5 billion yen** (+4.93 billion yen YoY)

Operating income ratio: 4.9%, EBITDA margin: 8.4%

**Beverage Business sales** 

#### **Ordinary profit: 6.1 billion yen** (+4.6 billion yen YoY)

Non-operating income: Subsidy income of 182 million yen for shortened operating hours and other measures for safety during the pandemic, employment adjustment subsidy of 37 million yen and foreign exchange gains of 460 million yen Derivative valuation loss of 106 million yen involving the termination of operations in South Korea Non-operating expenses:

#### **Net income: 3.8 billion yen** (+3.44 billion yen YoY)

\*PPA (Purchase Price Allocation): Purchase price allocation is the allocation of the cost of acquiring a company based on fair values of all assets and liabilities of the acquired company.

# Adastria non-consolidated Income Statement

Millions of yen

|                  |                   |         |        | ivillions of yen |
|------------------|-------------------|---------|--------|------------------|
|                  |                   | FY2023  | /02 1H |                  |
|                  |                   | Results | Resi   | ults             |
|                  |                   |         |        | YoY              |
| Net sales        |                   | 79,803  | 92,337 | 115.7%           |
|                  | (Same stores YoY) | 114.1%  | 115.0% |                  |
|                  | GLOBAL WORK       | 17,109  | 21,587 | 126.2%           |
|                  | niko and          | 12,487  | 14,442 | 115.7%           |
|                  | LOWRYS FARM       | 9,137   | 10,017 | 109.6%           |
|                  | studio CLIP       | 9,449   | 9,854  | 104.3%           |
|                  | LEPSIM            | 5,679   | 6,267  | 110.3%           |
|                  | BAYFLOW           | 4,270   | 4,845  | 113.5%           |
|                  | JEANASIS          | 4,616   | 4,707  | 102.0%           |
|                  | LAKOLE            | 1,973   | 3,541  | 179.4%           |
| Gross profit     |                   | 43,555  | 50,317 | 115.5%           |
|                  | Gross margin      | 54.6%   | 54.5%  | - 0.1p           |
| SG&A expenses    |                   | 43,358  | 45,721 | 105.4%           |
|                  | SG&A ratio        | 54.3%   | 49.5%  | - 4.8p           |
| Operating profit | t.                | 196     | 4,596  | 2335.6%          |
|                  | Operating margin  | 0.2%    | 5.0%   | +4.8p            |
|                  | 8                 |         |        |                  |

\* : Amortization of goodwill for FY2022/02 1H: 29million yen, FY2023/02 1H : 29 million yen.

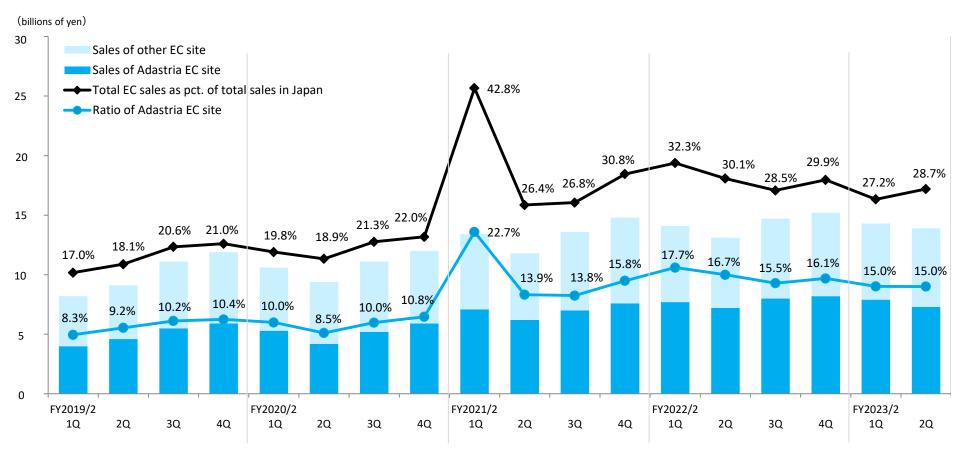
\* : Net sales are shown before elimination of internal transactions.

# **Online Business (Domestic)**

#### ■ 2023/02 1H domestic e-commerce sales:28.3 billion yen (+3.3% YoY)

- Domestic online business ratio: 27.9% (of which Own EC site: approx. 15.0%)

- Own EC site "Dot-ST" has about 14,5million members (0.9million from the end of FY2022/02)



\*Starting in FY2019/02, non-consolidated sales and sales in BUZZWIT Co., Ltd. and ELEMENT RULE Co., Ltd. were included.

\*Starting in FY2022/02, non-consolidated sales and sales in ADOORLINK Co., Ltd. was included.

\*Starting in FY2023/02 2Q, sales of BUZZWIT Co., Ltd. include its consolidated subsidiary OPEN AND NATURAL, Inc.

# **Overseas Business**

Millions of yen

|        |                | FY2021/12 1H | FY2022/12 1H |              |                         |  |  |  |
|--------|----------------|--------------|--------------|--------------|-------------------------|--|--|--|
|        |                | Results      |              |              |                         |  |  |  |
|        |                |              |              | YoY<br>(JPY) | YoY<br>(Local currency) |  |  |  |
| Net sa | les            | 6,086        | 7,765        | 127.6%       | 112.6%                  |  |  |  |
|        | Hong Kong      | 1,302        | 1,368        | 105.1%       | 92.9%                   |  |  |  |
|        | Mainland China | 1,267        | 1,065        | 84.1%        | 74.0%                   |  |  |  |
|        | Taiwan         | 1,234        | 1,834        | 148.6%       | 132.8%                  |  |  |  |
|        | USA *          | 2,282        | 3,497        | 153.2%       | 134.3%                  |  |  |  |
| Operat | ting profit    | 183          | 159          | 87.3%        | 77.2%                   |  |  |  |
|        | Hong Kong      | 91           | 52           | 57.8%        | 51.1%                   |  |  |  |
|        | Mainland China | -49          | -498         | -            | -                       |  |  |  |
|        | Taiwan         | 106          | 297          | 279.7%       | 250.0%                  |  |  |  |
|        | USA *          | 42           | 308          | 721.4%       | 632.2%                  |  |  |  |

\* Results of Zetton, Inc. are not included.

- Hong Kong: Negative effects of the pandemic but sales increased because of the government's electronic spending coupons and a change in the foreign exchange rate
- Mainland China: Sales and earnings down because of the Shanghai lockdown
- Taiwan: Sales and earnings up because of new stores and the launch of new brands
- USA: Sales and earnings up because of the healthy economy and large volume of orders in the wholesale business

# **Consolidated Balance Sheet**

Millions of yen

|  | End of 2021           | ./08   | End of 202     | 22/02                 |               | End of 2022/08 |  |  |  |
|--|-----------------------|--|----------------|-----------------------|---------------|----------------|--|--|--|
|  | 24.488.488.48         | Ratio  | p - 440-44     | Ratio                 |               | Ratio          | Compared with<br>the end of<br>2021/08 | Compared with<br>the end of<br>2022/02 |  |
| Current assets   | 40,663                | 47.9%  | 48,169         | 49.2%                 | 53,534        | 49.4%          | +12,871                                | +5,364                                 |  |
| Cash and deposits  | 12,062                | 14.2%  | 16,976         | 17.3%                 | 16,671        | 15.4%          | +4,609                                 | -304                                   |  |
| Inventories  | 17,985                | 21.2%  | 19,259         | 19.7%                 | 21,550        | 19.9%          | +3,564                                 | +2,29                                  |  |
| ixed assets  | 44,178                | 52.1%  | 49,787         | 50.8%                 | 54,916        | 50.6%          | +10,738                                | +5,12                                  |  |
| Property, plant and equipment                                    | 14,537                | 17.1%  | 16,005         | 16.3%                 | 21,573        | 19.9%          | +7,036                                 | +5,56                                  |  |
| Intangible assets  | 7,846                 | 9.2%   | 10,836         | 11.1%                 | 11,844        | 10.9%          | +3,997                                 | +1,00                                  |  |
| Goodwill   | 83                    | 0.1%   | 922            | 0.9%                  | 1,473         | 1.4%           | +1,389                                 | +55                                    |  |
| Investments and other assets                                     | 21,795                | 25.7%  | 22,945         | 23.4%                 | 21,499        | 19.8%          | -295                                   | -1,44                                  |  |
| otal assets  | sets 84,841 10        |  | 97,957         | 97,957 100.0% 108,451 |               | 100.0%         | +23,609                                | +10,49                                 |  |
| iabilities   | 34,373                | 40.5%  | 42,994         | 43.9%                 | 49,117        | 45.3%          | +14,744                                | +6,12                                  |  |
| Loans payable  | -                     | -  | 1,447          | 1.5%                  | 1,201         | 1.1%           | +1,201                                 | -24                                    |  |
| let assets   | 50,468                | 59.5%  | 54,963         | 56.1%                 | 59,333        | 54.7%          | +8,865                                 | +4,37                                  |  |
| Treasury shares  | -7,635                | -9.0%  | -7,636         | -7.8%                 | -7,285        | -6.7%          | +350                                   | +35                                    |  |
| <ul><li>Inventories:</li><li>Property, plant and equip</li></ul> | level due             | e to sales gro<br>zed 2.8 billior                                | wth            |                       |               |                | n, but remain a<br>f ASC No. 842*      |  |  |
| Intangible assets:   | Posted i<br>acquisiti | -  | ets of 1.4 bil | lion yen at the       | e end of Feb. | 2022 based     | on the PPA**                           | for the Zetton                         |  |
|  |                       | 790 million yen for Zetton, 650 million yen for OPEN AND NATURAL |                |                       |               |                |  |  |  |
| Goodwill:  | 790 mill              | ion yen for Ze   | etton, 650 m   | illion yen for C      | OPEN AND NA   | ATURAL         |  |  |  |

# Number of Stores and Revised plan

#### Revised store openings and closings plan for this fiscal year to reflect the current situation

|  | End of FY2022    |           | ſ      | Y2023/02 1H |        |           |        | FY2023/02 F | levised Plan |                     | FY2023/02                           |
|--|------------------|-----------|--------|-------------|--------|-----------|--------|-------------|--------------|---------------------|-------------------------------------|
|  | Number of stores | Increased | Opened | Changed     | Closed | Eng of 1H | Opened | Changed     | Closed       | End of<br>FY2023/02 | Initial Plan<br>End of<br>FY2023/02 |
| GLOBAL WORK                            | 206              | -         | 1      | 0           | -1     | 206       | 4      | 0           | -2           | 208                 | 206                                 |
| niko and                               | 144              | -         | 2      | 0           | -1     | 145       | 3      | 0           | -1           | 146                 | 145                                 |
| LOWRYS FARM                            | 136              | -         | 1      | 0           | -3     | 134       | 2      | 0           | -7           | 131                 | 137                                 |
| studio CLIP                            | 184              | -         | 2      | 0           | -6     | 180       | 2      | 0           | -6           | 180                 | 183                                 |
| LEPSIM                                 | 120              | -         | 1      | 0           | -4     | 117       | 1      | 0           | -4           | 117                 | 117                                 |
| BAYFLOW                                | 60               | -         | 1      | 0           | 0      | 61        | 3      | 0           | -1           | 62                  | 64                                  |
| JEANASIS                               | 73               | -         | 1      | 0           | -2     | 72        | 3      | 0           | -4           | 72                  | 70                                  |
| LAKOLE                                 | 47               | -         | 6      | 0           | 0      | 53        | 18     | 0           | 0            | 65                  | 68                                  |
| Others                                 | 275              | -         | 6      | 0           | -9     | 272       | 16     | 0           | -20          | 271                 | 265                                 |
| Adastria non-consolidated total        | 1,245            | -         | 21     | 0           | -26    | 1,240     | 52     | 0           | -45          | 1,252               | 1,255                               |
| (Online store included)                | (66)             | -         | (0)    | (0)         | (- 1)  | (65)      | (0)    | (0)         | (- 1)        | (65)                | (66)                                |
| Domestic subsidiaries total*1*2        | 105              | 7         | 9      | 0           | -9     | 112       | 12     | 0           | -10          | 114                 | 107                                 |
| (Online store included)                | (42)             | (7)       | (5)    | (0)         | (- 7)  | (47)      | (7)    | (0)         | (- 7)        | (49)                | (40)                                |
| Japan total                            | 1,350            | 7         | 30     | 0           | -35    | 1,352     | 64     | 0           | -55          | 1,366               | 1,362                               |
| (Online store included)                | (108)            | (7)       | (5)    | (0)         | (- 8)  | (112)     | (7)    | (0)         | (- 8)        | (114)               | (106)                               |
| Hong Kong                              | 14               | -         | 1      | 0           | 0      | 15        | 8      | 0           | 0            | 22                  | 20                                  |
| Mainland China                         | 6                | -         | 1      | 0           | 0      | 7         | 7      | 0           | 0            | 13                  | 16                                  |
| Taiwan                                 | 43               | -         | 7      | 0           | -2     | 48        | 13     | 0           | -2           | 54                  | 49                                  |
| USA                                    | 10               | -         | 0      | 0           | -1     | 9         | 0      | 0           | -1           | 9                   | 11                                  |
| Oversea total                          | 73               | -         | 9      | 0           | -3     | 79        | 28     | 0           | -3           | 98                  | 96                                  |
| (Online store included)                | (12)             | -         | (4)    | (0)         | (- 2)  | (14)      | (8)    | (0)         | (- 2)        | (18)                | (14)                                |
| Zetton (Food & Beverage subsidiary) *3 | -                | 73        | 3      | 0           | -3     | 73        | · ·    | -           | -            | -                   | -                                   |
| ADASTRIA eat Creations                 | 5                |           | 0      | 0           | 0      | 5         | 0      | 0           | -2           | 3                   | 6                                   |
| Consolidated total                     | 1,428            | 80        | 42     | 0           | -41    | 1,509     | 92     | 0           | -60          | 1,467               | 1,464                               |
| (Online store included)                | (120)            | (7)       |        | (0)         | (- 10) | (126)     | (15)   | (0)         | (- 10)       | (132)               | (120)                               |

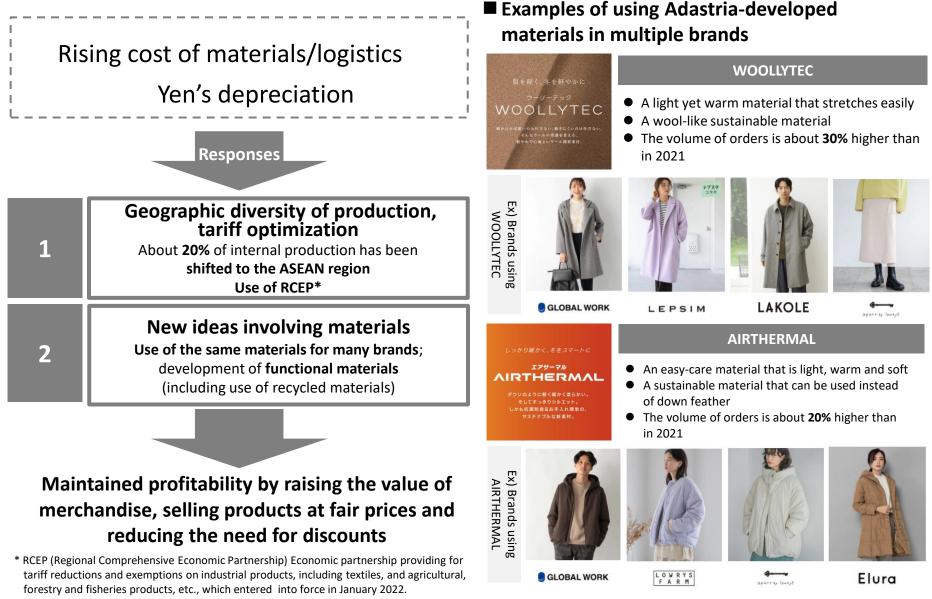
FY2023/02 1H 12 remodeled stores in the consolidated group.

\*1 Domestic subsidiaries are the sum of four domestic subsidiaries: BUZZWIT Co., Ltd., ELEMENT RULE Co., Ltd., ADOORLINK Co., Ltd.

\*2 Stores of BUZZWIT Co., Ltd. include its consolidated subsidiary OPEN AND NATURAL, Inc.

\*3 The number of stores of Zetton, Inc. includes its consolidated subsidiary ZETTON, INC (USA Business).

# **Responses to the Current Business Climate**



A D A S T R I A *Play fashion!* 

# FY2023/02 Consolidated Forecast (Re-posting)

IH results better than planned, but uncertainty in the external environment remained through the second half of the year and initial forecasts were unchanged.

Millions of yen

|                               | FY2022/02 | FY 2023/02 |            |        |
|-------------------------------|-----------|------------|------------|--------|
|                               | Results   |            | Forecast   |        |
|                               |           |            | % to sales | ΥοΥ    |
| Net sales                     | 201,582   | 230,000    | 100.0%     | 114.1% |
| Gross profit                  | 111,012   | 129,500    | 56.3%      | 116.7% |
| SG&A expenses                 | 104,448   | 119,500    | 52.0%      | 114.4% |
| Operating profit              | 6,564     | 10,000     | 4.3%       | 152.3% |
| Ordinary profit               | 8,166     | 10,000     | 4.3%       | 122.5% |
| Net income                    | 4,917     | 6,300      | 2.7%       | 128.1% |
| ROE                           | 9.4%      | 11.3%      | -          | +1.9p  |
| EBITDA                        | 13,302    | 17,400     | 7.6%       | 130.8% |
| Depreciation and amortization | 6,679     | 6,900      | 3.0%       | 103.3% |
| Amortization of goodwill      | 58        | 500        | 0.2%       | 862.1% |
| Capital expenditure           | 9,974     | 13,200     |            |        |

| D | ividend per share (Yen) | 55   | 55   |
|---|-------------------------|------|------|
|   | Interim dividend        | (25) | (25) |

# 3. Medium-Term Management Plan Progress



# **Medium-term Management Plan (Re-posting)**

Combine Sustainability With Profitability to achieve 280 billion yen in sales by FY2026/02

**Operating income ration 8%** (including **80** billion yen in EC sales)



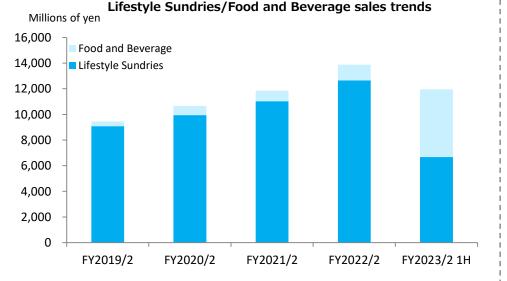
Achieve Sustainable Management

|                           |                         | Extend Value Offerings  |                          |   |
|---------------------------|-------------------------|---|--------------------------|---|
|                           | Growth<br>Strategy<br>I | Multi-Brand,<br>Multi-Category  | Growth<br>Strategy<br>II | Digital Customer Interactions<br>and Services                                 |
| <b>Grow</b> customer Base |                         | Grouping of brands according<br>to roles for improved<br>profitability and growth |                          | Accelerate growth of our EC<br>site and create a fun EC<br>community          |
|                           | Growth<br>Strategy      | <b>Glocal</b><br>Develop models in Mainland China<br>and cultivate Southeast Asia | Growth<br>Strategy       | New Business<br>Establish food and beverage business<br>and create new appeal |
|                           |                         |   | <br> <br> <br>           |   |

# Growth Strategy I: Multi-Brand, Multi-Category

# Strengthening multi-category expansion

- Expand the lifestyle sundries categories and strengthen lifestyle proposals.
- Growth with non-apparel sales, including food and beverage.





# Strong sales of major products of the GLOBAL WORK brand

- Promotional activities, including promotions featuring actress Tsubasa Honda, were successful.
- Using data analysis to develop products and raise the accuracy of sales and production plans.
- Large number of repeat sales of major products;
   cumulative sales volume of Utsuku-Silhouette
   Trousers, a core product of this brand, surpassed
   2.5 million units.

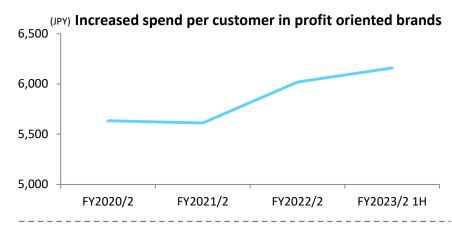


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# Growth Strategy I: Multi-Brand, Multi-Category

#### Strengthening the business model of profit-oriented brands

- More items with substantial added value by clearly showing the distinctive features of individual brands and developing products that target current market trends.
- Deepen ties with customers and raise profitability by increasing the EC share of sales. (EC share of sales of profit brands in the 1H was 33.2%)





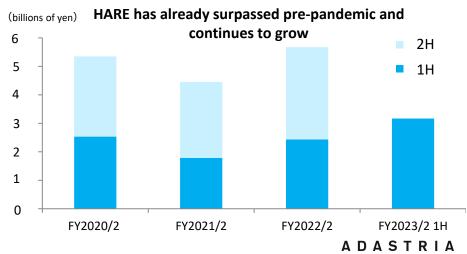
PBLIM is adding new customers by creating genderless apparel in association with the PAGEBOY line



- **HARE** Continue growth in the core men's category Enlarge the lineup of women's apparel and a
  - Enlarge the lineup of women's apparel and attract new female customers



The HARE Sapporo Stellar Place store also have a women's apparel sales area



# **Growth Strategy II: Digital Customer Interactions and Services**

#### Entry into the metaverse fashion domain

- Avatars and skins (clothes) for fashion in the metaverse space are now available.
- Accumulation of know-how and customer contacts in new areas, such as trial fitting sessions in collaboration with popular creators.



Image of development items

#### ■ Opening the "Dot-ST" EC website to other companies

- The number of participating companies have increased to 5, and the categories handled have been enhanced.
- In July, "Dot-ST" added 10 brands of cosmetics products by handling selected merchandise of Fruit GATHERING



#### Automation of the Ibaraki West EC Distribution Center

- The center has state-of-the-art material handling equipment
- Up to 34,000 shipments per day, 1.8 times more than before.
- Lower shipping expenses by optimizing the composition of shipments



Automated guided vehicles (AGVs) operate in the goods-to-people (GTP) area



Boxes packed by hand are sent to the uni-sorter

#### Open stores in Mainland China other than Shanghai

- In July, a store was opened at Nanjing Aqua City, a 1,045m<sup>2</sup> shopping mall in the city of Nanjing.
- Plan to open stores in two more major Chinese cities other than Shanghai in the second half of FY2023/02 – Chengdu and Chongqing.



#### Launch of the "Dot-ST" EC website in Hong Kong

- Started by handling four brands after the August start of operations



- Uses an app to provide customers with the latest information about fashion trends in Japan
- The same membership points for physical store and EC purchases







GLOBAL WORK **niko and ...** 

Heather

#### Speed up multi-brand activities in Taiwan

- Continue adding new brands; there are currently 10.
- Plan to open the first HARE, LEPSIM and PAGEBOY physical stores in Taiwan in the second half of FY2023/02. Stores are already operating on ".st TAIWAN."



#### Consistently strong U.S. sales and earnings

- Brisk sales in the wholesale business and at directly operated stores because of strong U.S. consumer spending
- Revising Adastria's EC website and preparing to launch new brands in the second half of FY2023/02



Amazon Style, the first physical apparel store operated by Amazon, sells Adastria "Velvet by Graham & Spencer" brand apparel

苦層荷葉邊寬袖襯衫

HKD 399 00

# **Growth Strategy IV: New Profit-center Business Models**

#### The return of FOREVER21 to Japan

- Signed a sub-licensing agreement for Japan and plan to start sales activities in the spring of 2023 using EC and physical stores.
- Plan on raising annual sales to 10 billion yen within 5 years by using synergies created by high brand recognition and Adastria's supply chain.
- Aim to establish a growth model through licensing





FOREVER21 LaLaport Kadoma store, scheduled to open in April 2023.

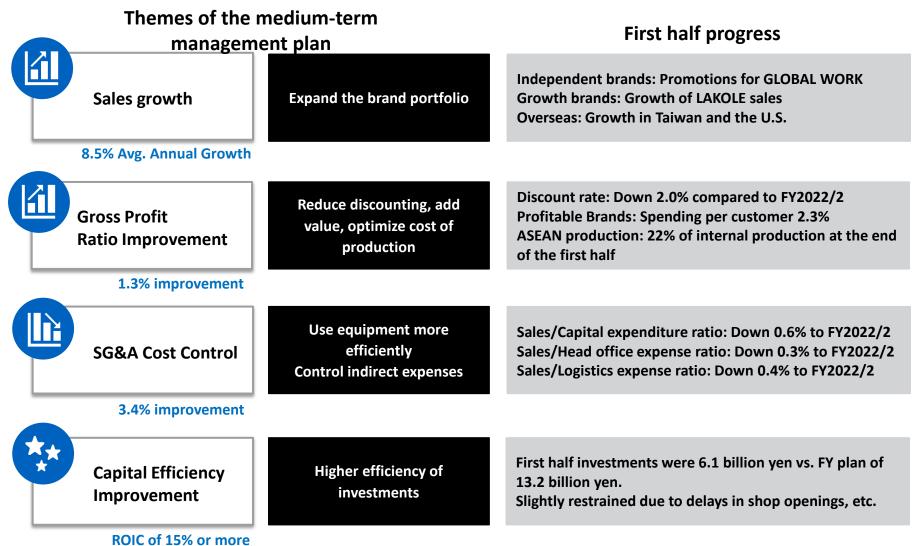
#### ■ IZUMI CO., LTD.

- Adastria received a contract to remodel the apparel sales area of a general merchandise store, acting as the producer of this space, developer of brands and wholesaler.
- The new SHUCA brand is to be launched on September 15 at 46 locations, including Youme Town Hiroshima.
- A new B-to-B business model



Youme Town Hiroshima store

#### There is steady progress toward goals for growth and profitability.



# Sustainability initiatives

# ■ Climate change: Calculate CO<sub>2</sub> emissions in Scope 1, 2, 3, and disclose information based on TCFD recommendations.

- Placing climate change as a key sustainability issue and aiming for carbon neutrality by 2050
- Calculated and disclosed CO<sub>2</sub> emissions in Scope 1, 2, and 3 for the first time in our company
- Disclose information on governance, strategy, risk management, indicators and targets in climate change

Information disclosure based on TCFD recommendations: https://onl.bz/EQGUxvJ

#### < FY2022/2 CO<sub>2</sub> emissions >

| Scope   | Amount of<br>emission[t-CO2] | Ratio | Remarks        |
|---|------------------------------|-------|----------------|
| Scope 1<br>(direct emissions)                           | -                            | -     | Not applicable |
| Scope 2<br>(indirect emissions associated with energy ) | 34,791                       | 6.7%  |                |
| Scope 3<br>(indirect emissions from the value chain)    | 481,808                      | 93.3% |                |
| Scope 1 + 2 + 3   | 516,600                      | 100%  |                |

\*Scope of coverage: Domestic group companies (excluding ADASTRIA eat Creations and Zetton)

#### Declaration of health management to create an environment where employees can work with vitality

- Strengthened insurer functions through the Adastria Health Insurance Association established in November 2021, including enhancement of gynecological examinations and expansion of medical institutions eligible for periodic health examinations.
- Adastria Wellness Committee, a health management promotion, has been established and is working on health maintenance and promotion activities that reflect the voices of employees.

Adastria Health Management Declaration: https://www.adastria.co.jp/entry-15097/



Play fashion!

#### The goal is to improve the quality and quantity of information provided to the public

- Directors and executives of Adastria talk about activities concerning Adastria's "Play fashion!" mission and strategies for achieving long-term growth of corporate value.
- Time-line information about non-financial items such as corporate governance and ESG programs is provided and the report has information based on the Task Force on Climate-Related Financial Disclosures (TCFD) framework.
- English version will be published at the end of October 2022.



の実上に置かっています

に見えたものづくりを通じて、男なる俳優を生み出していきます。

2. 日本の時代の主要を受けた意味の目的になかったリーリスクを含むしたな素質の分割などの用い していた。 

こよるものです。マルチプランドで事業を展開しているため、成功事件や開墾の情報量が伝統的に多く、ノ 1つが社内に審査されたことで、例えば現在事事では2%を7回手水準を実現しています。3日に、数字に3

1時間し会いながら、パランスよく価値しています。OTBの仕組み自体は複雑なものではありませんが、

##するだけでなく、オペレーションの得々に推進させ、適用に愛せるのは一般ークにはできないことだと、

います。 今後のチャレンジは、美品のテゴジが拡大していくやで、これまでに伴ったアパレルのOTB簡単のノウハウ 各、他かプゴジに調覧していくことです。多様な人材が学び会える素勉性も伝わして、効率を厳勝しながらさ らな点成長を発見していきます。

URL for viewing the Integrated Report: https://www.adastria.co.jp/ir/library/entry-15481/

ビジネスモデルの変革

P13 \

社会的価値の創造

環境自己の任用

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# A D A S T R I A *Play fashion!*

