

Fuji Monthly Sales Report (July 2011)

(Year to Year basis %)

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| ①Store sales | Jul-10 | Aug-10 | Sep-10 | Oct-10 | Nov-10 | Dec-10 | Jan-11 | Feb-11 | Mar-11 | Apr-11 | May-11 | Jun-11 | Jul-11 | Total of 9 months |
|---------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------------------|
| Same-store basis | 3 | 3 | 1 | 6 | 17 | 20 | 13 | 14 | -5 | 20 | 18 | 15 | 10 | 17 |
| Total | 13 | 12 | 10 | 14 | 28 | 31 | 22 | 24 | -1 | 24 | 24 | 21 | 16 | 22 |
| ②Head office sales | Jul-10 | Aug-10 | Sep-10 | Oct-10 | Nov-10 | Dec-10 | Jan-11 | Feb-11 | Mar-11 | Apr-11 | May-11 | Jun-11 | Jul-11 | Total of 9 months |
| Mail-order | 11 | 2 | 7 | 14 | 25 | 22 | 19 | -3 | -16 | 25 | 15 | 0 | 0 | 11 |
| Wholesale | 67 | 97 | 15 | 16 | 32 | 14 | 25 | 37 | -8 | 8 | -2 | 10 | 13 | 14 |
| Total | 22 | 17 | 10 | 15 | 27 | 20 | 21 | 7 | -14 | 21 | 10 | 3 | 3 | 12 |
| ③Total sales | Jul-10 | Aug-10 | Sep-10 | Oct-10 | Nov-10 | Dec-10 | Jan-11 | Feb-11 | Mar-11 | Apr-11 | May-11 | Jun-11 | Jul-11 | Total of 9 months |
| Total | 16 | 13 | 10 | 15 | 28 | 27 | 21 | 17 | -6 | 23 | 19 | 14 | 11 | 18 |
| ④Number of sales | Jul-10 | Aug-10 | Sep-10 | Oct-10 | Nov-10 | Dec-10 | Jan-11 | Feb-11 | Mar-11 | Apr-11 | May-11 | Jun-11 | Jul-11 | Total of 9 months |
| Tires | 36 | 35 | 39 | 27 | 51 | 40 | 41 | 55 | 22 | 55 | 42 | 35 | 25 | 42 |
| Wheels | -2 | 11 | 1 | 14 | 40 | 29 | 30 | 18 | -8 | 26 | 20 | 16 | 24 | 24 |
| ⑤Unit price of merchandise | Jul-10 | Aug-10 | Sep-10 | Oct-10 | Nov-10 | Dec-10 | Jan-11 | Feb-11 | Mar-11 | Apr-11 | May-11 | Jun-11 | Jul-11 | Total of 9 months |
| Tires | -11 | -13 | -15 | -5 | -10 | -4 | -5 | -14 | -13 | -14 | -8 | -7 | -6 | -9 |
| Wheels | 12 | -3 | 1 | -8 | -21 | -15 | -21 | -14 | -10 | -14 | -12 | -11 | -17 | -17 |
| ⑥Sales breakdown by merchandise | Jul-10 | Aug-10 | Sep-10 | Oct-10 | Nov-10 | Dec-10 | Jan-11 | Feb-11 | Mar-11 | Apr-11 | May-11 | Jun-11 | Jul-11 | Total of 9 months |
| Tires | 21 | 18 | 18 | 21 | 36 | 35 | 33 | 33 | 6 | 34 | 31 | 25 | 17 | 29 |
| Wheels | 11 | 7 | 2 | 4 | 10 | 9 | 3 | 1 | -17 | 9 | 6 | 3 | 3 | 3 |
| Goods | 13 | 22 | -1 | 14 | 14 | 13 | 13 | -3 | -22 | 4 | 5 | -1 | 10 | 3 |
| Tires mounting and balance | 16 | 14 | 21 | 27 | 32 | 35 | 27 | 23 | -4 | 38 | 31 | 32 | 25 | 28 |

★Overall condition★

- ①The 29 same-store sales increased by 10%, the total sales of the 9 stores (Special brand) + 14 stores (T&W) + 8 stores (5days) in July increased by 16% from the same month last year.
- ②Mail-order sales stayed, wholesales turnover increased by 13% and head office sales increased by 3% from the same month last year
- ③Total sales in July increased by 11% from the same month last year.
- ④⑤⑥Number of sales of tires increased by 25%, average unit price decreased 6%, sales volume increased by 17% from the same month last year.
Number of sales of wheels increased by 24%, average unit price decreased by 17%, sales volume increased by 3% from the same month last year.
Tires:Sales volume of our leading product 40/45 series increased by 6%, 50/55 series increased by 26%, average unit price of 40/45 series decreased by 6% and 50/55 series stayed from the same month last year..
Wheels: Number of sales of 15 inches for compact car increased by 35%, sales volume increased by 10% from the same month last year.
Number of sales of 17 inches for large car increased by 6% and 18 inches increased by 12%, sales volume of both 17 and 18 inches decreased by 1% from the same month last year.
Sales volume of 19 and 20 inches decreased by 3% from the same month last year.
Sales volume of goods and accessories increased by 10%, tires mounting and balance increased by 25% from the same month last year.

★Retail stores★ 9 stores (Special brand) + 14 stores (T&W) + 8 stores (5days) Totally 31 stores

Reference: <http://www.fujicorporation.com/shop/shop/index.aspx>