



## Takashimaya monthly sales report Apr. 2014

	(year on year)
<b>Takashimaya</b>	(14.0%)
<b>Takashimaya and 4 regional stores</b>	(14.3%)

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

### Department store business

Store	sales	customer traffic
Osaka	(15.2%)	(6.1%)
Kyoto	(15.6%)	(3.3%)
Senboku	(5.8%)	1.5%
<i>Okayama</i>	(14.4%)	(2.3%)
<i>Gifu</i>	(25.9%)	(5.8%)
<i>Yonago</i>	(19.3%)	(5.2%)

Western area	(15.4%)	(4.3%)
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<b>Total</b>	(13.5%)	(1.2%)
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(year on year)		
Store	sales	customer traffic
Nihombashi	(15.6%)	14.5%
Yokohama	(11.4%)	(4.7%)
Shinjuku	(10.5%)	0.6%
Tamagawa	(11.3%)	1.6%
Tachikawa	(10.0%)	12.4%
Omiya	(20.2%)	28.0%
Kashiwa	(10.3%)	(1.9%)
<i>Takasaki</i>	(10.8%)	(8.5%)

Eastern area	(12.3%)	0.8%
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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 business sales

Corporate business	(21.1%)
Cross-media business	(33.8%)

(year on year)

### Category sales

(year on year)		
	Takashimaya	Takashimaya and 4 regional stores
Clothing	(12.7%)	(13.2%)
Personal items	(19.5%)	(19.6%)
Utensils	(15.2%)	(15.5%)
Food items	(8.6%)	(8.3%)
Restaurants	1.5%	1.3%
Household goods	(22.3%)	(23.2%)
Services	(5.5%)	(7.1%)
Other	(25.4%)	(22.0%)
<b>Total</b>	<b>(14.0%)</b>	<b>(14.3%)</b>