

PARCO Co., Ltd. Announces February 2014 Figures for "Integrated Sales" for Each Store

"Integrated sales" is a comprehensive total of the following sales categories which demonstrates the overall sales capability of the store.

(1) Net sales by tenants

(2) Sales at PARCO Theater and other facilities

(3) Sales to tenants under fixed rent contracts

In the company's annual statement of accounts, sales at PARCO Theater and other facilities are included in "Own sales." Sales to tenants under fixed rent contracts are not included in the annual statement, as only rents received are included in "Other operating revenue."

Integrated Sales by Store (YoY change %)

	Feb-14
Sapporo	11.8
Sendai	(8.4)
Utsunomiya	(7.4)
Shin-Tokorozawa	8.8
Urawa	0.8
Ikebukuro	(1.0)
Shibuya	(4.4)
Hibarigaoka	(5.6)
Kichijoji	3.4
Chofu	(4.5)
Tsudanuma	3.0
Chiba	(8.6)
Matsumoto	(12.0)
Shizuoka	5.4
Nagoya	(0.5)
Otsu	0.6
Hiroshima	8.4
Fukuoka	6.1
Kumamoto	8.9
Total Stores	0.1
Existing Stores	0.3

Sales by Merchandise Category (YoY change %)

Merchandise category	Feb-14	Existing Stores
Clothing	(3.3)	(3.3)
Personal effects	1.2	2.2
Sundries	3.1	3.1
Restaurants	(3.5)	(3.5)
Foods	2.1	2.1
Others	4.6	4.6
Total	0.1	0.3

Total Integrated Sales Results (YoY change %)

FY2013	Mar	Apr	May	Jun	Jul	Aug
Total Stores	4.6	(2.8)	1.2	5.7	(4.2)	3.7
Existing Stores	4.7	(2.7)	1.3	5.9	(4.0)	3.9
FY2013	Sep	Oct	Nov	Dec	Jan	Feb
Total Stores	(0.1)	(4.0)	3.9	1.8	(0.9)	0.1
Existing Stores	0.0	(3.9)	4.0	1.9	(0.8)	0.3

*Comparison for each month with stores (buildings) generating business results in the same month of the previous year.

*Existing store figures are the total for stores (buildings) which had business results in the same month in the previous year.