FY02/27 (FY2026)
Q1

Results Presentation Material

July 9, 2026

ONWARD HOLDINGS CO., LTD.

MISSION STATEMENT

The Onward Group's Mission Statement

Enriching and Adding Color to People's Lives while Caring for the Planet

Keep moving forward as a
"lifestyle and culture creation company"
that contributes to creating lifestyles
with richness and colors,
in harmony with the planet,
through "customer-centric management
leveraging employees' diverse strengths."

Contents

01

Highlights of Consolidated Financial Results and Performance Forecasts

FY2026 Q1 Highlights of Consolidated Financial Results

Net Sales	Operating Profit	Net Profit	EBITDA*
¥63.5 billion	¥5.6 billion	¥5.0 billion	¥7.0 billion
+5.5% YoY +¥3.3 billion YoY	+5.5% YoY +¥0.3 billion YoY	+18.1% YoY +¥0.8 billion YoY	+5.3% YoY +¥0.4 billion YoY

*Note: EBITDA = operating profit + depreciation and amortization.

- Net sales increased 5.5% year on year to ¥63.5 billion. In particular, Onward Personal Style Co., Ltd. (+38.5% YoY), Chacott Co., Ltd. (+16.4%), the U.S. business (+82.5%), and the Asia business (+16.4%) delivered strong performance, achieving double-digit revenue growth. Onward Kashiyama Co., Ltd. (+2.0%) and WEGO Co., Ltd. (+7.2%) also delivered solid performance.
- By brand, strategically enhanced brands such as *UNFILO* (+25.7%), *KASHIYAMA* (+38.5%), and *Chacott Cosmetics* (+45.4%) achieved significant double-digit revenue growth, driven by enhanced digital marketing initiatives and promotional activities. *Nijusanku* (+1.0%) and *WEGO* (+7.2%) also remained solid.
- By sales channel, sales at department stores decreased 4.5%, mainly due to store closures, while directly operated stores and other channels posted strong growth of 11.7%, and e-commerce sales increased 5.2%.
- Operating profit increased 5.5% to ¥5.6 billion. The gross profit margin declined by 0.9 ppt to 56.1%, due to the early launch of summer products and inventory optimization efforts. The SG&A expense ratio declined 0.9 ppt to 47.2%, primarily due to thorough efforts to improve the efficiency of store operations.
- As a result, net profit increased 18.1% to ¥5.0 billion, and EBITDA rose 5.3% to ¥7.0 billion.

FY2026 First Half and Full-Year Highlights of Consolidated Performance Forecasts

	Net Sales	Operating Profit	Net Profit	EBITDA*
First Half	¥117.5 billion +4.3% YoY +¥4.9 billion YoY	¥6.4 billion +11.6% YoY +¥0.7 billion YoY	¥5.6 billion +16.1% YoY +¥0.8 billion YoY	¥9.3 billion +10.6% YoY +¥0.9 billion YoY
Full Year	¥247.0 billion +4.3% YoY +¥10.2 billion YoY	¥12.8 billion +10.3% YoY +¥1.2 billion YoY	¥11.2 billion +10.9% YoY +¥1.1 billion YoY	¥18.8 billion +9.3% YoY +¥1.6 billion YoY

*Note: EBITDA = operating profit + depreciation and amortization.

- Considering the continued geopolitical risks and uncertainty surrounding the macroeconomic environment, the financial forecasts for both the first half and the full year remain unchanged.
- During the second quarter, the Company will implement marketing initiatives in response to changes in the business environment. As a result, for the first half, the Company forecasts net sales of ¥117.5 billion (+4.3% YoY), operating profit of ¥6.4 billion (+11.6%), net profit of ¥5.6 billion (+16.1%), and EBITDA of ¥9.3 billion (+10.6%).
- Accordingly, for the full year, the Company forecasts net sales of ¥247.0 billion (+4.3%), operating profit of ¥12.8 billion (+10.3%), net profit of ¥11.2 billion (+10.9%), and EBITDA of ¥18.8 billion (+9.3%).

TOPICS 1

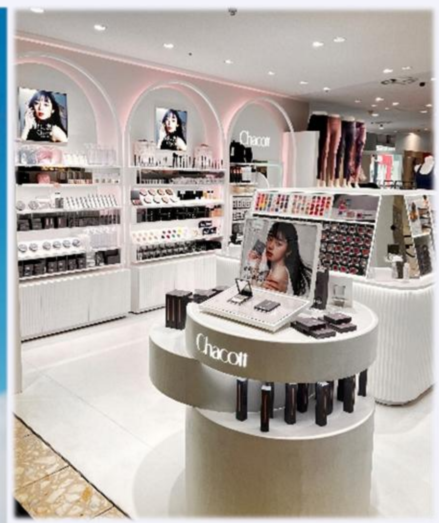
WEGO | First Store in Taiwan Achieved a Strong Start

- Starting in FY2026, WEGO Co., Ltd. will accelerate its overseas expansion. As the first step, the Company aims to establish a presence in the Taiwan and China markets.
- At the end of May, the Company launched its own e-commerce website in Taiwan and opened its first Taiwan store at Eslite Spectrum Wuchang Store in Taipei City. Sales (store + e-commerce) through the end of June reached approximately 4.4 times the initial forecast, marking a strong start.
- In Taiwan, the Company plans to open three additional stores during the current fiscal year, including a flagship street-level store in Taipei, and aims to expand its store network to approximately 20 stores by FY2030.
- In China, following the launch of e-commerce operations on Taobao and Tmall, the Company plans to open a flagship street-level store in Shanghai later this year.

TOPICS 2

Chacott Cosmetics | Expanding Brand Awareness Through Enhanced Promotions

- Enhanced TV and online marketing initiatives contributed to a strong 45.4% year-on-year increase in Q1 sales.
- Customer touchpoints expanded through promotional displays aligned with marketing campaigns at lifestyle stores and drugstores.
- Growing recognition of the high quality and functionality developed through many years of experience in the ballet industry supported strong sales of products such as “Complexion Creator” and the “Cool Series”.



TOPICS 3

Sirotan | Accelerating Business Growth Through TV Anime Series

- Q1 sales of *Sirotan*, Creative Yoko Co., Ltd.'s character business, increased 4.9% year on year, primarily driven by its merchandise and licensing businesses.

- Anticipation surrounding the TV anime series scheduled to premiere on TV Asahi in October 2026 contributed to a nearly 40% year-on-year increase in the number of companies visiting the Company's booth at Licensing Japan, held in June. (Approximately 60 companies from more than 10 countries and regions visited the booth.)

- Also in June, *Sirotan* was ranked No.1 in the Partner Category of the Sanrio Character Ranking, hosted by Sanrio Co., Ltd., further expanding opportunities for future collaborations.

Ranked No.1 in the Partner Category
of the Sanrio Character Ranking

Introduction to the TV Anime Characters
(Source: Official Website of the TV Anime *Sirotan*)

Sirotan Booth at Licensing Japan

02

FY2026 Q1
Consolidated Financial Results

FY2026 Q1 Consolidated Financial Results

	(Millions of yen)	Q1 Results FY2026	FY2025	Change	% Change
1	**Net Sales**	63,466	60,158	+3,308	**+5.5%**
2	**Gross Profit**	35,606	34,307	+1,299	**+3.8%**
	(% of Net Sales)	56.1%	57.0%		**-0.9%**
3	**SG&A Expenses**	29,959	28,954	+1,005	**+3.5%**
	(% of Net Sales)	47.2%	48.1%		**-0.9%**
4	**Operating Profit**	5,647	5,353	+294	**+5.5%**
	(% of Net Sales)	8.9%	8.9%		**+0.0%**
5	**Recurring Profit**	5,621	5,217	+404	**+7.7%**
	(% of Net Sales)	8.9%	8.7%		**+0.2%**
6	**Net Profit**	5,043	4,271	+772	**+18.1%**
	(% of Net Sales)	7.9%	7.1%		**+0.8%**
7	**EBITDA***	7,032	6,678	+354	**+5.3%**
	(% of Net Sales)	11.1%	11.1%		**+0.0%**

*Note: EBITDA = operating profit + depreciation and amortization.

FY2026 Q1 Results by Major Business Companies

	(Millions of yen)		Q1 Results			
			FY2026	FY2025	Change	% Change
1	Onward Kashiyama Co., Ltd. + Onward Holdings Co., Ltd.	Net Sales	**31,410**	30,794	+616	+2.0%
		Operating Profit	**3,397**	3,098	+299	+9.7%
2	WEGO Co., Ltd.	Net Sales	**8,188**	7,665	+523	+6.8%
		Operating Profit	**546**	469	+77	+16.4%
3	Onward Personal Style Co., Ltd.	Net Sales	**3,337**	2,410	+927	+38.5%
		Operating Profit	**276**	177	+99	+55.9%
4	Subtotal: Domestic Fashion Segment	Net Sales	**44,979**	43,025	+1,954	+4.5%
		Operating Profit	**4,382**	3,810	+572	+15.0%
5	Europe	Net Sales	**2,727**	2,539	+188	+7.4%
		Operating Profit	**-323**	-329	+6	↗
6	United States	Net Sales	**604**	331	+273	+82.5%
		Operating Profit	**8**	-43	+51	↗
7	Asia	Net Sales	**2,311**	1,986	+325	+16.4%
		Operating Profit	**40**	89	-49	-55.1%
8	Subtotal: Overseas Fashion Segment	Net Sales	**5,642**	4,856	+786	+16.2%
		Operating Profit	**-275**	-283	+8	↗
9	Subtotal: Fashion Segment	Net Sales	**50,621**	47,881	+2,740	+5.7%
		Operating Profit	**4,107**	3,527	+580	+16.4%
10	Chacott Co., Ltd.	Net Sales	**3,195**	2,745	+450	+16.4%
		Operating Profit	**390**	389	+1	+0.3%
11	Creative Yoko Co., Ltd.	Net Sales	**1,698**	1,594	+104	+6.5%
		Operating Profit	**197**	178	+19	+10.7%
12	Yamato Co., Ltd.	Net Sales	**6,038**	5,996	+42	+0.7%
		Operating Profit	**336**	748	-412	-55.1%
13	Cosmé de Beauté Ltd.	Net Sales	**465**	-	-	-
		Operating Profit	**146**	-	-	-
14	Subtotal: Wellness Segment	Net Sales	**11,858**	10,820	+1,038	+9.6%
		Operating Profit	**1,169**	1,395	-226	-16.2%
15	Subtotal: Corporate Design Segment (Onward Corporate Design Co., Ltd.)	Net Sales	**5,418**	5,396	+22	+0.4%
		Operating Profit	**744**	729	+15	+2.1%
16	Consolidated Total	Net Sales	**63,466**	60,158	+3,308	+5.5%
		Operating Profit	**5,647**	5,353	+294	+5.5%

*Note: The group breakdown is based on simple sums. Consolidated totals are after eliminating intergroup transactions.
WEGO Co., Ltd. is presented separately for domestic and overseas operations, with overseas included within Asia.

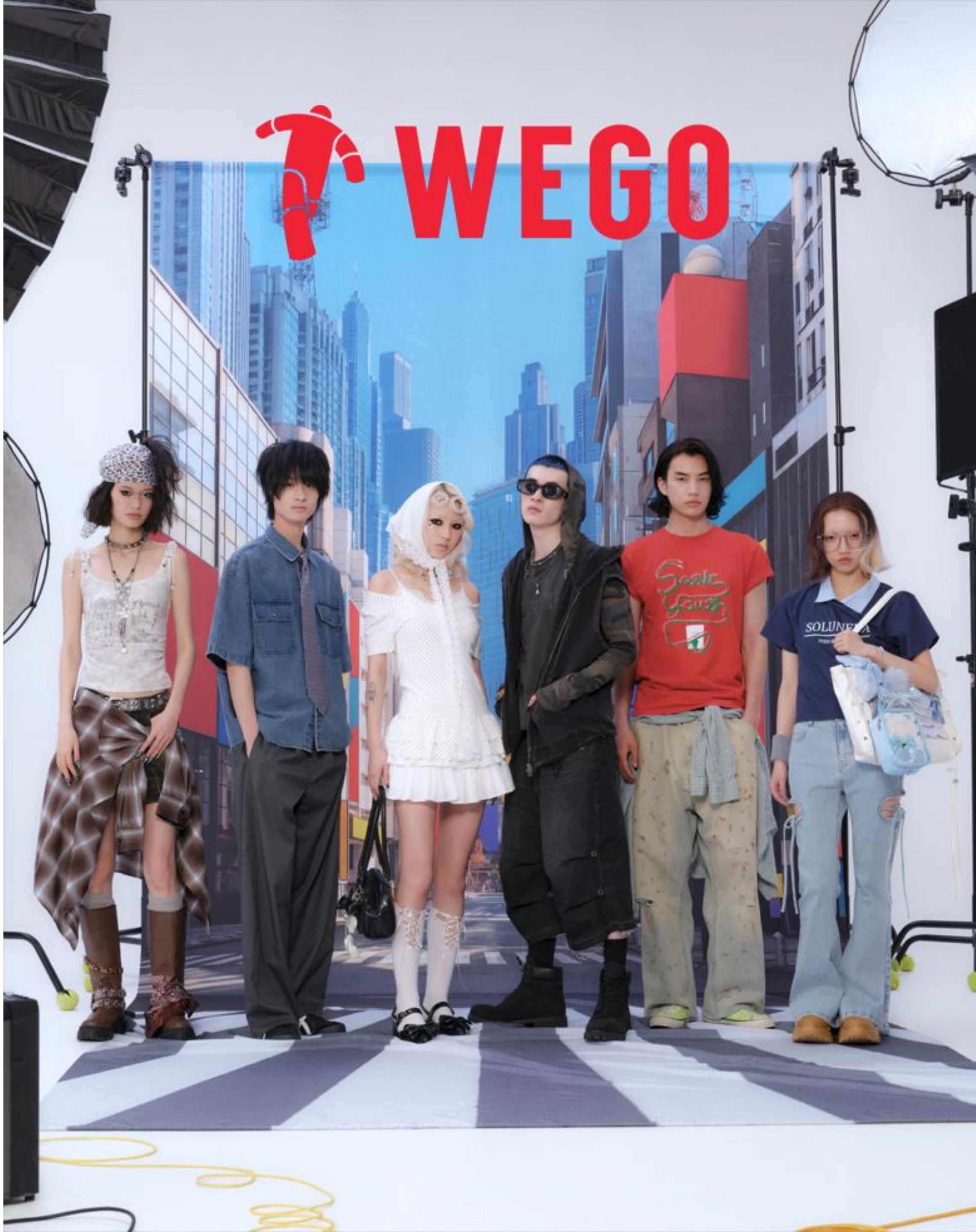
FY2026 Q1 Net Sales by Channel

(Millions of yen)	FY2026	FY2025	Change	% Change
Department Stores	13,598	14,235	-637	-4.5%
(Composition Ratio)	24.1%	26.7%		-2.6%
Shopping Centers and Other	27,526	24,634	+2,892	+11.7%
(Composition Ratio)	48.8%	46.2%		+2.7%
Physical Stores Total	41,124	38,869	+2,255	+5.8%
(Composition Ratio)	73.0%	72.9%		+0.1%
Directly Managed E-Commerce	11,926	11,408	+518	+4.5%
(Composition Ratio)	21.2%	21.4%		-0.2%
Other E-Commerce Platforms	3,307	3,075	+232	+7.5%
(Composition Ratio)	5.9%	5.8%		+0.1%
E-Commerce Total	15,233	14,483	+750	+5.2%
(Composition Ratio)	27.0%	27.1%		-0.1%
Directly Managed E-Commerce Ratio	78.3%	78.8%		-0.5%
Total Sales	56,357	53,352	+3,005	+5.6%

*Note: The following ten domestic group companies operate e-commerce businesses
Onward Kashiyama Co., Ltd., WEGO Co., Ltd., Onward Personal Style Co., Ltd., Island Co., Ltd., Tiaclasse Co., Ltd., Chacott Co., Ltd., Creative Yoko Co., Ltd., Yamato Co., Ltd., KOKOBUY Co., Ltd., Cosmé de Beauté Ltd.

03

FY2026 First Half and Full-Year Consolidated Performance Forecasts



FY2026 First Half and Full-Year Consolidated Performance Forecasts

	(Millions of yen)	First Half Forecast FY2026	First Half Forecast FY2025	First Half Forecast Change	First Half Forecast % Change	Full-Year Forecast FY2026	Full-Year Forecast FY2025	Full-Year Forecast Change	Full-Year Forecast % Change
1	**Net Sales**	**117,500**	112,636	+4,864	**+4.3%**	**247,000**	236,804	+10,196	**+4.3%**
2	**Gross Profit**	**65,200**	62,508	+2,692	**+4.3%**	**135,100**	129,415	+5,685	**+4.4%**
	(% of Net Sales)	**55.5%**	55.5%		+0.0%	**54.7%**	54.7%		+0.0%
3	**SG&A Expenses**	**58,800**	56,772	+2,028	**+3.6%**	**122,300**	117,811	+4,489	**+3.8%**
	(% of Net Sales)	**50.0%**	50.4%		-0.4%	**49.5%**	49.8%		-0.3%
4	**Operating Profit**	**6,400**	5,736	+664	**+11.6%**	**12,800**	11,604	+1,196	**+10.3%**
	(% of Net Sales)	**5.4%**	5.1%		+0.3%	**5.2%**	4.9%		+0.3%
5	**Recurring Profit**	**6,200**	5,521	+679	**+12.3%**	**12,300**	11,176	+1,124	**+10.1%**
	(% of Net Sales)	**5.3%**	4.9%		+0.4%	**5.0%**	4.7%		+0.3%
6	**Net Profit**	**5,600**	4,822	+778	**+16.1%**	**11,200**	10,094	+1,106	**+11.0%**
	(% of Net Sales)	**4.8%**	4.3%		+0.5%	**4.5%**	4.3%		+0.2%
7	**EBITDA***	**9,300**	8,408	+892	**+10.6%**	**18,800**	17,195	+1,605	**+9.3%**
	(% of Net Sales)	**7.9%**	7.5%		+0.4%	**7.6%**	7.3%		+0.3%

*Note: EBITDA = operating profit + depreciation and amortization.

FY2026 First Half and Full-Year Performance Forecasts by Major Business Companies

	(Millions of yen)		First Half Forecast				Full-Year Forecast			
			FY2026	FY2025	Change	% Change	FY2026	FY2025	Change	% Change
1	Onward Kashiyama Co., Ltd. + Onward Holdings Co., Ltd.	Net Sales	55,500	54,724	+776	+1.4%	116,730	115,850	+880	+0.8%
		Operating Profit	2,830	2,516	+314	+12.5%	7,750	7,240	+510	+7.0%
2	WEGO Co., Ltd.	Net Sales	15,838	15,715	+123	+0.8%	31,547	31,310	+237	+0.8%
		Operating Profit	1,182	1,099	+83	+7.6%	1,415	1,297	+118	+9.1%
3	Onward Personal Style Co., Ltd.	Net Sales	5,240	3,834	+1,406	+36.7%	11,310	8,283	+3,027	+36.5%
		Operating Profit	120	21	+99	+471.4%	420	258	+162	+62.8%
4	Subtotal: Domestic Fashion Segment	Net Sales	80,438	78,431	+2,007	+2.6%	167,367	163,809	+3,558	+2.2%
		Operating Profit	4,212	3,587	+625	+17.4%	9,775	8,704	+1,071	+12.3%
5	Europe	Net Sales	6,670	5,996	+674	+11.2%	14,730	13,562	+1,168	+8.6%
		Operating Profit	-70	-211	+141	↗	180	124	+56	+45.2%
6	United States	Net Sales	1,010	728	+282	+38.7%	3,200	2,257	+943	+41.8%
		Operating Profit	-40	-41	+1	↗	10	-47	+57	↗
7	Asia	Net Sales	4,972	3,871	+1,101	+28.4%	10,533	8,435	+2,098	+24.9%
		Operating Profit	258	264	-6	-2.3%	425	365	+60	+16.4%
8	Subtotal: Overseas Fashion Segment	Net Sales	12,652	10,595	+2,057	+19.4%	28,463	24,254	+4,209	+17.4%
		Operating Profit	148	12	+136	+1133.3%	615	442	+173	+39.1%
9	Subtotal: Fashion Segment	Net Sales	93,090	89,026	+4,064	+4.6%	195,830	188,063	+7,767	+4.1%
		Operating Profit	4,360	3,599	+761	+21.1%	10,390	9,146	+1,244	+13.6%
10	Chacott Co., Ltd.	Net Sales	6,280	5,754	+526	+9.1%	12,200	10,669	+1,531	+14.3%
		Operating Profit	750	749	+1	+0.1%	1,050	991	+59	+6.0%
11	Creative Yoko Co., Ltd.	Net Sales	3,280	3,199	+81	+2.5%	7,000	6,875	+125	+1.8%
		Operating Profit	260	204	+56	+27.5%	730	670	+60	+9.0%
12	Yamato Co., Ltd.	Net Sales	12,150	11,531	+619	+5.4%	24,530	24,085	+445	+1.8%
		Operating Profit	620	973	-353	-36.3%	1,230	1,461	-231	-15.8%
13	Cosmé de Beauté Ltd.	Net Sales	910	-	+910	-	1,670	-	+1,670	-
		Operating Profit	240	-	+240	-	380	-	+380	-
14	Subtotal: Wellness Segment	Net Sales	23,600	21,400	+2,200	+10.3%	47,260	43,428	+3,832	+8.8%
		Operating Profit	2,080	2,054	+26	+1.3%	3,610	3,329	+281	+8.4%
15	Subtotal: Corporate Design Segment (Onward Corporate Design Co., Ltd.)	Net Sales	8,740	9,004	-264	-2.9%	19,370	19,121	+249	+1.3%
		Operating Profit	910	908	+2	+0.2%	2,000	1,822	+178	+9.8%
16	Consolidated Total	Net Sales	117,500	112,636	+4,864	+4.3%	247,000	236,804	+10,196	+4.3%
		Operating Profit	6,400	5,736	+664	+11.6%	12,800	11,604	+1,196	+10.3%

*Note: The group breakdown is based on simple sums. Consolidated totals are after eliminating intergroup transactions.
WEGO Co., Ltd. is presented separately for domestic and overseas operations, with overseas included within Asia.

04

Financial Situation

FY2026 Q1 Consolidated Balance Sheet

	(Billions of yen)	FY2026 Q1 End	FYE2025	Change
1	**Total Assets**	**186.5**	**189.2**	**-2.7**
2	**Current Assets**	**89.6**	**92.5**	**-2.9**
3	Cash and Deposits	12.5	19.7	-7.2
4	Accounts Receivable-Trade	21.0	18.7	+2.3
5	Inventory	49.6	49.7	-0.1
6	**Non-Current Assets**	**96.8**	**96.6**	**+0.2**
7	Property, Plant and Equipment	43.8	43.4	+0.4
8	Intangible Assets	14.1	11.5	+2.6
9	Investments and Other Assets	38.9	41.6	-2.7
10	**Total Liabilities**	**92.0**	**95.6**	**-3.6**
11	Accounts Payable-Trade	16.5	18.5	-2.0
12	Borrowings	47.2	46.3	+0.9
13	Other	28.3	30.8	-2.5
14	**Total Net Assets**	**94.4**	**93.5**	**+0.9**
15	**Shareholders' Equity Ratio**	**50.6%**	**49.4%**	**+1.2%**
16	**Current Ratio**	**137.8%**	**134.8%**	**+3.0%**

■ **Cash and Deposits**

Cash and deposits decreased due to dividend payments, income tax payments and other factors.

■ **Intangible Assets**

Goodwill increased following the consolidation of Cosmé de Beauté Ltd. as a subsidiary.

■ **Investments and Other Assets**

Investments and other assets decreased due to sales of securities and changes in market value.

■ **Accounts Payable-Trade**

Accounts payable-trade decreased due to inventory control and a shortened payment cycle following the enforcement of the Act on Proper Transactions with Subcontractors (effective January 2026).

■ **Shareholders' Equity Ratio**

Shareholders' Equity Ratio stood at 50.6%, up 1.2 ppt from the end of the previous fiscal year.

FY2026 Q1 Items Affecting Net Profit

	(Millions of yen)	FY2026 Q1	FY2025 Q1	% Change
1	**Operating Profit**	**5,647**	5,353	+5.5%
2	Non-Operating Income	**216**	146	+47.9%
3	Interest and dividend income	**14**	18	-22.2%
4	Share of profit of entities accounted for using equity method	**11**	3	+266.7%
5	Foreign exchange gains	**41**	-	-
6	Other	**150**	125	+20.0%
7	Non-Operating Expenses	**242**	282	-14.2%
8	Interest expenses	**141**	127	+11.0%
9	Foreign exchange losses	**-**	73	-
10	Other	**101**	82	+23.2%
11	Total Non-Operating Income/Expenses	**-26**	-136	-
12	**Recurring Profit**	**5,621**	5,217	+7.7%
13	Extraordinary Income	**1,389**	-	-
14	Gain on sales of investment securities	**1,389**	-	-
15	Extraordinary Losses	**50**	310	-83.9%
16	Impairment loss	**49**	293	-83.3%
17	Other	**1**	17	-94.1%
18	Extraordinary Income/Losses	**1,339**	-310	-
19	**Profit Before Income Taxes**	**6,960**	4,907	+41.8%
20	Income taxes - current	**1,917**	636	+201.4%
21	**Net Profit**	**5,043**	4,271	+18.1%

Items Affecting Net Profit

- Non-operating income increased by ¥70 million, despite a decrease in dividend income following the sale of strategic shareholdings, due to foreign exchange gains.
- Non-operating expenses decreased by ¥40 million, as higher interest expenses were offset by the foreign exchange gains.
- As a result, recurring profit increased 7.7% year on year to ¥5.6 billion.
- Extraordinary income/losses improved by approximately ¥1.6 billion year on year, driven by a ¥1.4 billion gain on the sale of investment securities by a subsidiary in the first quarter and lower impairment losses on underperforming stores.
- As a result, net profit increased 18.1% year on year to ¥5.0 billion.

FY2026 Q1 Cash Flows, Capital Expenditures, Depreciation and Amortization

Cash Flows

- Cash flows from operating activities amounted to an outflow of ¥1.6 billion, mainly due to profit before income taxes and a decrease in trade payables.
- Cash flows from investing activities amounted to an outflow of ¥3.8 billion, primarily due to the acquisition of shares of Cosmé de Beauté Ltd. and purchases of property, plant and equipment.
- Cash flows from financing activities resulted in an outflow of ¥1.9 billion, mainly due to a decrease in borrowings and dividend payments.

Capital Expenditures

- Capital expenditures decreased by ¥0.3 billion year on year to ¥1.5 billion.
- Investments were carefully selected and executed efficiently, primarily in DX initiatives and store openings.

(Millions of yen)

FY2026 Q1	FY2025 Q1	Change	% Change
1,487	1,800	-313	-17.4%

Depreciation and Amortization

- Depreciation and amortization remained at the same level as in the same period of the previous year.

(Millions of yen)

FY2026 Q1	FY2025 Q1	Change	% Change
1,056	1,060	-4	-0.4%

05

Appendix

FY2026 Q1 Results of Strategically Enhanced Brands

Nijusanku

Sales growth rate for Q1 (YoY): +1.0%

*Domestic results only

Seasonless apparel performed well. However, the early launch of summer products resulted in a decline in average spending per customer. Directly operated stores, including outlet locations, delivered strong growth. Customer traffic was driven by special events at the Aoyama flagship store.

UNFILO

Sales growth rate for Q1 (YoY): +25.7%

The first single brand store (LaLaport Toyosu) had a strong start. Customer acquisition initiatives for key products proved effective.

J.PRESS

Sales growth rate for Q1 (YoY): +15.4%

Japan +8.3%, U.S. +82.5%.
In Japan, spring/summer products performed strongly. Overseas, e-commerce drove growth. A runway show held in February also contributed to customer traffic.

WEGO

Sales growth rate for Q1 (YoY): +7.2%

Promotional initiatives aligned with the spring break and new school season proved effective, with collaboration items and goods performing well. The first store in Taiwan, opened at the end of Q1, made a strong start.

KASHIYAMA

Sales growth rate for Q1 (YoY): +38.5%

Digital initiatives helped drive customer traffic. The production facility for made-to-order shirts was expanded. New stores opened in shopping centers in Tachikawa and Toyosu made a strong start.

Chacott COSMETICS

Sales growth rate for Q1 (YoY): +45.4%

Large-scale promotional initiatives contributed to increased brand awareness and the expansion of product placement beyond standard retail displays, leading to strong sales of key products. On a quarterly basis, cosmetics sales exceeded ballet business sales for the first time.

FY2026 Q1 Consolidated SG&A Expenses

(Millions of yen)		Q1 Results FY2026	FY2025	% Change	Reasons for change
1	**Personnel**	**10,611**	10,438	+1.7%	Personnel expenses increased, reflecting higher wages and enhanced investment in human capital.
2	**Rent**	**8,468**	8,344	+1.5%	Rent expenses increased in line with revenue growth.
3	**Transportation**	**2,071**	1,916	+8.1%	Transportation expenses increased due to higher e-commerce sales, including *WEGO* (Asia) and *J.PRESS* (U.S.).
4	**Promotion and Advertising**	**2,478**	2,281	+8.6%	Promotion and advertising expenses increased due to promotional initiatives for *Chacott Cosmetics* and *KASHIYAMA* etc.
5	**Depreciation**	**853**	918	-7.1%	Depreciation and amortization expenses decreased due to factors including the sale of real estate by Onward Corporate Design Co., Ltd. at the end of the previous fiscal year.
6	**Other**	**5,478**	5,057	+8.3%	Other expenses increased due to goodwill amortization following the consolidation of Cosmé de Beauté Ltd., and higher payment processing fees associated with increased e-commerce sales.
7	**Total SG&A Expenses**	**29,959**	28,954	+3.5%	

FY2026 Q1 Results by Business Segment

		(Millions of yen)	FY2026 Q1 Results			
			FY2026	FY2025	Change	% Change
Fashion	1	Net Sales	50,621	47,881	+2,740	+5.7%
	2	Gross Profit	28,666	27,590	+1,076	+3.9%
		(% of Net Sales)	(56.6%)	(57.6%)		(-1.0%)
	3	SG&A Expenses	24,559	24,063	+496	+2.1%
		(% of Net Sales)	(48.5%)	(50.3%)		(-1.8%)
	4	Operating Profit	4,107	3,527	+580	+16.4%
		(% of Net Sales)	(8.1%)	(7.4%)		(+0.7%)
Wellness	5	Net Sales	11,858	10,820	+1,038	+9.6%
	6	Gross Profit	6,402	6,144	+258	+4.2%
		(% of Net Sales)	(54.0%)	(56.8%)		(-2.8%)
	7	SG&A Expenses	5,233	4,749	+484	+10.2%
		(% of Net Sales)	(44.1%)	(43.9%)		(+0.2%)
	8	Operating Profit	1,169	1,395	-226	-16.2%
		(% of Net Sales)	(9.9%)	(12.9%)		(-3.0%)
Corporate Design	9	Net Sales	5,418	5,396	+22	+0.4%
	10	Gross Profit	1,549	1,554	-5	-0.3%
		(% of Net Sales)	(28.6%)	(28.8%)		(-0.2%)
	11	SG&A Expenses	805	825	-20	-2.4%
		(% of Net Sales)	(14.9%)	(15.3%)		(-0.4%)
	12	Operating Profit	744	729	+15	+2.1%
		(% of Net Sales)	(13.7%)	(13.5%)		(+0.2%)

FY2026 Forecasts by Business Segment

		(Millions of yen)	First Half Forecast FY2026	First Half FY2025	First Half Change	First Half % Change	Second Half Forecast FY2026	Second Half FY2025	Second Half Change	Second Half % Change	Full-Year Forecast FY2026	Full-Year FY2025	Full-Year Change	Full-Year % Change
Fashion	1	**Net Sales**	**93,090**	89,026	+4,064	+4.6%	**102,740**	99,037	+3,703	+3.7%	**195,830**	188,063	+7,767	+4.1%
	2	**Gross Profit**	**52,160**	50,371	+1,789	+3.6%	**56,770**	54,728	+2,042	+3.7%	**108,930**	105,099	+3,831	+3.6%
		(% of Net Sales)	**(56.0%)**	(56.6%)		(-0.6%)	**(55.3%)**	(55.3%)		(+0.0%)	**(55.6%)**	(55.9%)		(-0.3%)
	3	**SG&A Expenses**	**47,800**	46,772	+1,028	+2.2%	**50,740**	49,181	+1,559	+3.2%	**98,540**	95,953	+2,587	+2.7%
		(% of Net Sales)	**(51.3%)**	(52.5%)		(-1.2%)	**(49.4%)**	(49.7%)		(-0.3%)	**(50.3%)**	(51.0%)		(-0.7%)
	4	**Operating Profit**	**4,360**	3,599	+761	+21.1%	**6,030**	5,547	+483	+8.7%	**10,390**	9,146	+1,244	+13.6%
		(% of Net Sales)	**(4.7%)**	(4.0%)		(+0.7%)	**(5.9%)**	(5.6%)		(+0.3%)	**(5.3%)**	(4.9%)		(+0.4%)
Wellness	5	**Net Sales**	**23,600**	21,400	+2,200	+10.3%	**23,660**	22,028	+1,632	+7.4%	**47,260**	43,428	+3,832	+8.8%
	6	**Gross Profit**	**12,660**	11,790	+870	+7.4%	**12,750**	11,505	+1,245	+10.8%	**25,410**	23,295	+2,115	+9.1%
		(% of Net Sales)	**(53.6%)**	(55.1%)		(-1.5%)	**(53.9%)**	(52.2%)		(+1.7%)	**(53.8%)**	(53.6%)		(+0.2%)
	7	**SG&A Expenses**	**10,580**	9,736	+844	+8.7%	**11,220**	10,230	+990	+9.7%	**21,800**	19,966	+1,834	+9.2%
		(% of Net Sales)	**(44.8%)**	(45.5%)		(-0.7%)	**(47.4%)**	(46.4%)		(+1.0%)	**(46.1%)**	(46.0%)		(+0.1%)
	8	**Operating Profit**	**2,080**	2,054	+26	+1.3%	**1,530**	1,275	+255	+20.0%	**3,610**	3,329	+281	+8.4%
		(% of Net Sales)	**(8.8%)**	(9.6%)		(-0.8%)	**(6.5%)**	(5.8%)		(+0.7%)	**(7.6%)**	(7.7%)		(-0.1%)
Corporate Design	9	**Net Sales**	**8,740**	9,004	-264	-2.9%	**10,630**	10,117	+513	+5.1%	**19,370**	19,121	+249	+1.3%
	10	**Gross Profit**	**2,480**	2,515	-35	-1.4%	**2,840**	2,626	+214	+8.1%	**5,320**	5,141	+179	+3.5%
		(% of Net Sales)	**(28.4%)**	(27.9%)		(+0.5%)	**(26.7%)**	(26.0%)		(+0.7%)	**(27.5%)**	(26.9%)		(+0.6%)
	11	**SG&A Expenses**	**1,570**	1,607	-37	-2.3%	**1,750**	1,712	+38	+2.2%	**3,320**	3,319	+1	+0.0%
		(% of Net Sales)	**(18.0%)**	(17.8%)		(+0.2%)	**(16.5%)**	(16.9%)		(-0.4%)	**(17.1%)**	(17.4%)		(-0.3%)
	12	**Operating Profit**	**910**	908	+2	+0.2%	**1,090**	914	+176	+19.3%	**2,000**	1,822	+178	+9.8%
		(% of Net Sales)	**(10.4%)**	(10.1%)		(+0.3%)	**(10.3%)**	(9.0%)		(+1.3%)	**(10.3%)**	(9.5%)		(+0.8%)

ONWARD

ONWARD HOLDINGS CO., LTD.