

# DESCENTE

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## Financial Summary of FY2025 2Q

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DESCENTE LTD.      November 5, 2025

# Financial Summary of the FY2025 2Q

DESCENTE

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## Net sales

In Japan, the Directly-managed store business of “DESCENTE” remained strong. However, overall sales declined due to a focus on premiumization.  
In Korea, sales decreased due to negative foreign exchange effects (depreciation of KRW).

## Ordinary Income

Achieved **record-high profits for the fourth consecutive quarter**, mainly due to an increase in equity in earnings of affiliates, resulting from the growth of “DESCENTE” in China.

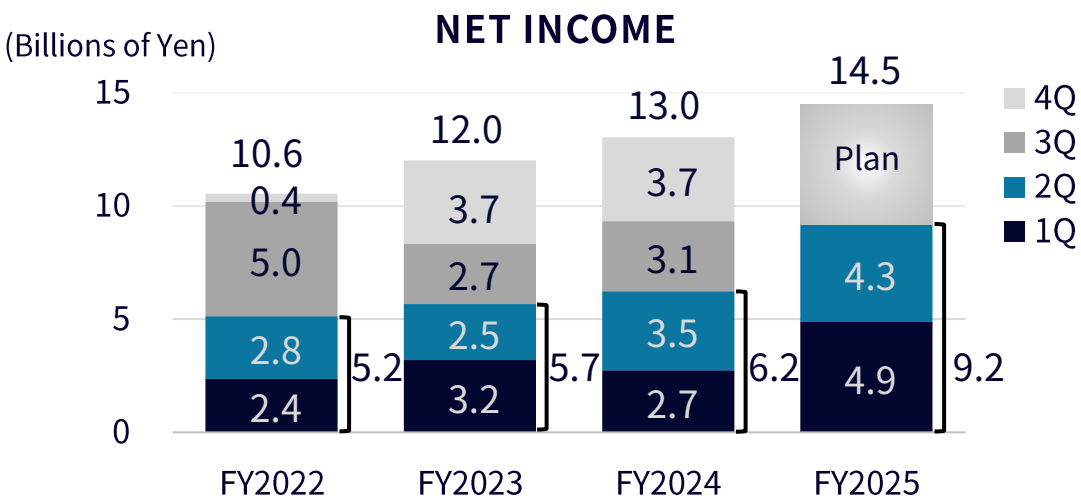
## Net Income

Achieved **record-high profits for the fourth consecutive quarter** due to an increase in ordinary income.

| (Billions of Yen) | FY2024 2Q | FY2025 2Q | Changes | FY2025 Plan |
|-------------------|-----------|-----------|---------|-------------|
| Net Sales         | 62.8      | 55.8      | -7.0    | 124.0       |
| Ordinary Income   | 9.1       | 11.2      | +2.1    | 19.0        |
| Net Income        | 6.2       | 9.2       | +3.0    | 14.5        |

BS

| (Billions of Yen) | FY2024 4Q | FY2025 2Q | Changes |
|-------------------|-----------|-----------|---------|
| Total assets      | 160.6     | 165.2     | +4.6    |
| Liabilities       | 36.0      | 35.4      | -0.6    |
| Net assets        | 124.6     | 129.8     | +5.2    |



# Sales in Three Major Countries of the FY2025 2Q(\*)

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## Japan

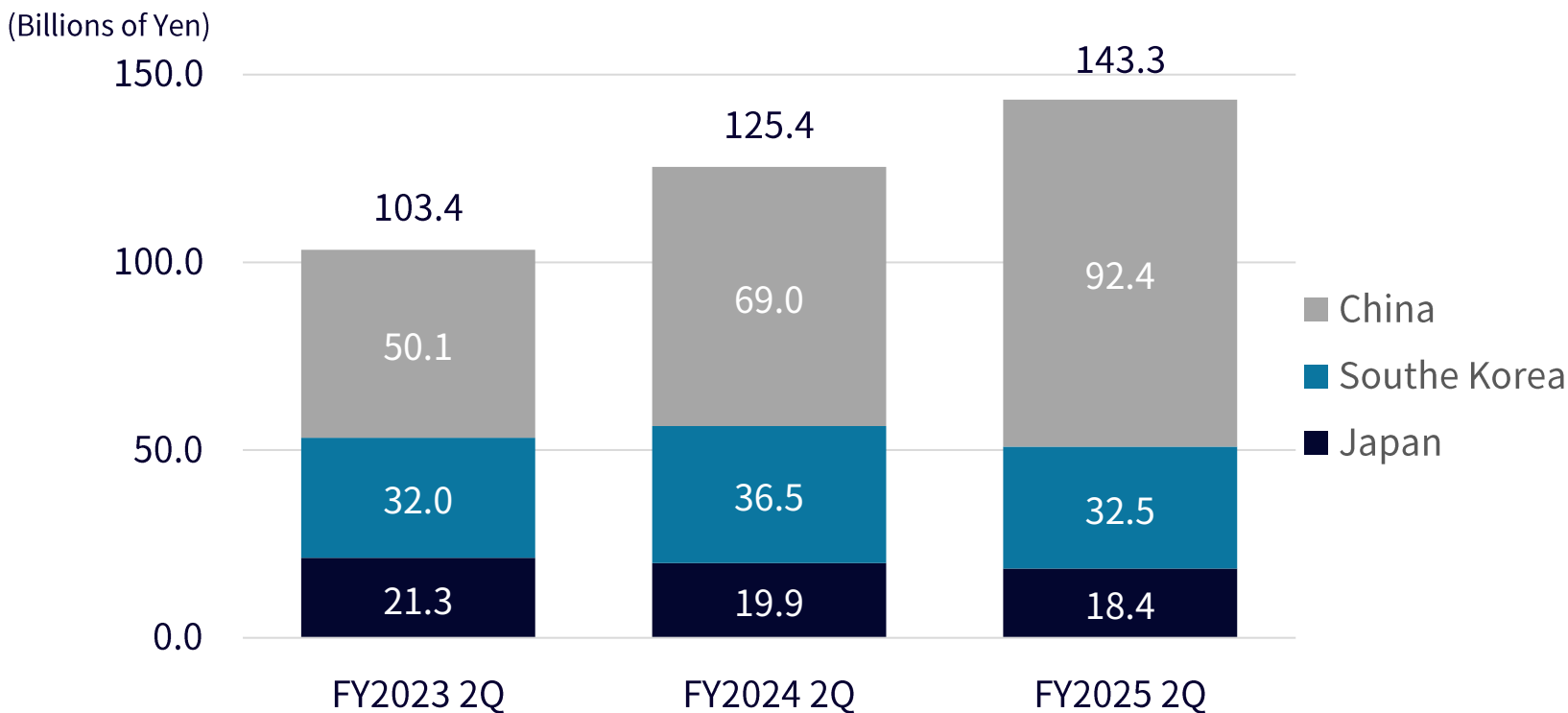
“DESCENTE”’s directly managed store business performed well, yet revenue declined due to the shift in its pricing and channel strategies.

## South Korea

Sales decreased due to the impact of foreign exchange rate fluctuations, despite the strong performance of “DESCENTE”.

## China

Continuing from the previous year, “DESCENTE” continued to grow strongly, and sales increased significantly.



(\*) Simplified calculation based on net sales of consolidated subsidiaries and equity method affiliates in each area.

# Initiatives in Japan of the FY2025 2Q

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“DESCENTE” strengthens direct store expansion as a premium sports brand.

## Permanent store



Opened on September 9  
DESCENTE HULIC SQUARE SAPPORO

## Limited Time Store



DESCENTE Hankyu Men's Tokyo (October 22-November 11)



DESCENTE Daimaru Shinsaibashi  
(October 22 - November 18)

## Launch of the dedicated “DESCENTE” app to deepen brand engagement

The app offers several services, including product purchasing, styling recommendations and information distribution on limited edition products and events, maintenance instructions for purchased items and a consulting service via LINE with in-store staff.



DESCENTE専用アプリ

アプリ限定商品の販売 / アプリ限定イベント  
商品メンテナンス方法 / 店舗スタッフへ直接相談

アプリ限定  
商品/イベント



商品メンテナンス  
方法



店舗スタッフへ  
直接相談



Scan here to download the application.



iPhone



Android

## “MoveSport” supplies uniforms for ‘SIR SAFETY PERUGIA’

Uniforms supplied to ‘SIR SAFETY PERUGIA’, Yuki Ishikawa’s team, for the October exhibition matches. Moreover, limited-edition collaboration items were sold to commemorate the visit to Japan, generating more applications than expected.





Collaboration model

YUKI ISHIKAWA





# Initiatives in South Korea and China of the FY2025 2Q DESCENTE

South Korea

“DESCENTE” sponsors duathlon competition

Hosted ‘2025 DESCENTE AWAKEN KOREA’ in May.  
Contributed to improving the brand image.



South Korea

Unique Korean marketing for “umbro”

Opened a pop-up store with ‘MUSINSA’ in June in Seongsu. The store displays and sells a wide variety of products for the MZ generation.



China

“DESCENTE” sponsors Triathlon competition

Sponsored the IRONMAN 70.3 Shanghai Chongming triathlon event held in Shanghai in May.



China

“le coq sportif” opens collaborative store

Collaborated with cycling lifestyle store ‘RE’ and opened a store in Beijing in May, conveying the brand's world view.



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