

Monthly Sales Bulletin : BicCamera fiscal year ending August 2021

- Following is based on data from our pos system. This data is not same as a statement of accounts.
- Sales data includes our group's pos data and our internet store. ※Bic Camera group: Bic Camera and Kojima.
- Sales data is excluding 2 fees, cellular phone entry fee and an Internet agency fee.
- Sales data is excluding 2 sales, the sales of online shopping site "Rakuten BIC" and wholesales sales.

1. Net Sales amount of BicCamera group (% change over previous fiscal year)

	Sep '20	Oct '20	Nov '20	1Q	Dec '20	Jan '21	Feb '21	2Q	1H	Mar '21	Apr '21	May '21	3Q	Jun '21	Jul '21	Aug '21	4Q	2H	Total	
BicCamera & Kojima(subsidiary)	64.8	126.8	115.5	94.9	101.6	96.3	97.3	98.7	96.8	117.5	117.7		117.6							101.4
BicCamera	61.1	117.5	104.4	88.1	93.7	84.7	88.8	89.4	88.8	111.3	129.3		118.7							94.7

2. Sales by product line amount of BicCamera (% change over previous fiscal year)

(1) Sales by product line (% change over previous fiscal year)

	Sep '20	Oct '20	Nov '20	1Q	Dec '20	Jan '21	Feb '21	2Q	1H	Mar '21	Apr '21	May '21	3Q	Jun '21	Jul '21	Aug '21	4Q	2H	Total	
Audio visual products	59.0	109.2	94.0	81.5	90.4	73.8	77.6	81.5	81.5	104.3	140.3		118.2							88.1
Home appliances	57.9	133.1	106.3	89.0	103.2	97.6	92.4	98.2	93.6	110.4	150.1		125.7							99.7
Information communications	68.4	137.5	147.5	109.3	103.8	93.7	100.1	99.3	103.9	122.7	102.4		112.9							106.1
Other products	59.7	89.4	73.2	72.0	77.2	68.5	78.6	74.7	73.4	102.8	146.8		118.9							81.0

(2) Business Details

Product Lines	Trend	Main Products
Audio visual products	Better Steady	TVs, Digital cameras Audios
Home appliances equipment products	Better	Refrigerators, Washing machines, Seasonal home electronics(include Air conditioners) Personal care electronics, Kitchen appliances
Information communications equipment products	Better Slightly Stagnant Stagnant	Cellular phones(Smartphone) PC peripherals PCs
Other products equipment products	Better Steady	Video games, Sporting goods, Glasses and Contact lenses, Watches, Toys, Liquors Medicines

Despite further strengthening shorter operating hours and conducting temporary closures at stores in areas subject to the state of emergency declaration issued on April 25, this year, sales grew in reaction to last year's sudden decrease in sales.

In general, results were poorer than in the fiscal year before the preceding fiscal year.