

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	109.3	114.8	79.9	91.2		85.5	101.3	98.8
BicCamera	61.1	117.5	104.4	88.1	93.7	84.7	88.8	89.4	88.8	111.3	129.3	121.6	119.6	83.2	92.0		87.6	104.7	95.2

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	124.6	120.1	85.1	89.4		87.4	104.3	90.1
Home appliances	57.9	133.1	106.3	89.0	103.2	97.6	92.4	98.2	93.6	110.4	150.1	143.1	131.7	80.7	99.6		89.9	110.0	100.6
Information communications	68.4	137.5	147.5	109.3	103.8	93.7	100.1	99.3	103.9	122.7	102.4	108.2	111.6	80.1	85.6		82.8	99.7	102.1
Other products	59.7	89.4	73.2	72.0	77.2	68.5	78.6	74.7	73.4	102.8	146.8	104.3	114.1	91.3	88.6		89.9	103.6	83.8

(2) Business Details

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

This year, Tokyo was again placed under a state of emergency on July 12. In the previous year, no nationwide state of emergency was declared. The special fixed-sum cash benefit had a positive effect on sales.