

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	80.0	83.7	97.5	97.1
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	79.6	85.0	100.1	93.9

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	79.0	84.7	99.6	89.2
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	83.2	87.8	104.8	99.0
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	77.2	81.0	96.0	100.1
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	76.7	85.3	98.4	83.3

(2) Business Details

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

With the declaration of a state of emergency, number of COVID-19 cases increased significantly in Tokyo, Osaka and other major cities in Japan. Besides, the climate of this year is low-temperature and heavy rainfall, while the last year was high-temperature and low rainfall.