

## Monthly Sales Bulletin : BicCamera fiscal year ending August 2022

- 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 '21 | Oct '21 | Nov '21 | 1Q   | Dec '21 | Jan '22 | Feb '22 | 2Q   | 1H   | Mar '22 | Apr '22 | May '22 | 3Q   | Jun '22 | Jul '22 | Aug '22 | 4Q    | 2H   | Total |
|--------------------------------|---------|---------|---------|------|---------|---------|---------|------|------|---------|---------|---------|------|---------|---------|---------|-------|------|-------|
| BicCamera & Kojima(subsidiary) | 92.9    | 99.9    | 84.8    | 92.2 | 94.1    | 102.2   | 99.2    | 98.1 | 95.3 | 96.1    | 99.3    | 93.5    | 96.2 | 102.4   | 98.8    | 101.6   | 100.8 | 98.4 | 96.8  |
| BicCamera                      | 91.9    | 97.6    | 82.4    | 90.3 | 92.4    | 101.1   | 98.3    | 96.7 | 93.6 | 95.8    | 100.8   | 96.1    | 97.5 | 101.7   | 98.0    | 106.5   | 101.8 | 99.5 | 96.5  |

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

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

|                                               | Sep '21 | Oct '21 | Nov '21 | 1Q   | Dec '21 | Jan '22 | Feb '22 | 2Q    | 1H   | Mar '22 | Apr '22 | May '22 | 3Q    | Jun '22 | Jul '22 | Aug '22 | 4Q    | 2H    | Total |
|-----------------------------------------------|---------|---------|---------|------|---------|---------|---------|-------|------|---------|---------|---------|-------|---------|---------|---------|-------|-------|-------|
| Audio visual products                         | 86.0    | 91.9    | 90.5    | 89.5 | 94.1    | 107.5   | 96.8    | 98.7  | 94.2 | 97.1    | 99.5    | 102.4   | 99.5  | 95.8    | 87.1    | 110.3   | 96.8  | 98.2  | 96.1  |
| Home appliances                               | 93.9    | 98.5    | 88.2    | 93.3 | 102.8   | 113.2   | 101.5   | 105.7 | 99.7 | 108.5   | 112.0   | 97.4    | 105.3 | 112.3   | 100.2   | 103.0   | 104.9 | 105.1 | 102.5 |
| Information communications equipment products | 108.1   | 104.6   | 68.8    | 91.5 | 80.0    | 87.1    | 89.8    | 85.1  | 88.2 | 96.9    | 99.6    | 90.7    | 96.0  | 96.8    | 97.2    | 100.7   | 98.1  | 96.9  | 92.2  |
| Other products                                | 74.7    | 91.3    | 88.6    | 84.8 | 91.6    | 97.2    | 108.7   | 97.4  | 91.3 | 74.4    | 86.7    | 95.6    | 84.7  | 92.8    | 105.4   | 117.3   | 104.9 | 94.2  | 92.7  |

#### (2) Business Details

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