

December 7, 2015

News Release

Company Name: BIC CAMERA INC.

Representative: Hiroyuki Miyajima, Representative Director & President

(Stock exchange listing: Tokyo Stock Exchange Code number: 3048)

Company Name: GOME Electrical Appliances Holding Ltd.

Representative: Wang Jun Zhou, President

Company Name: GOME, inc.

Representative: Han Zhen, Representative Director & President

Notice regarding the establishment of “GOME HIGO Japan Pavilion”, an e-commerce website of GOME Electrical Appliances Holding Ltd. specializing in Japanese products, and the opening of an online store in the website by BIC CAMERA INC.

GOME Electrical Appliances Holding Ltd. (Head office: Beijing, China; President: Wang Jun Zhou) will open GOME HIGO Japan Pavilion (hereafter “Japan Pavilion”), a cross-border e-commerce store specializing in Japanese products, on its e-commerce website GOME HIGO, with the aim of providing a stable supply of Japanese products popular in China to the Chinese market, on December 12 (Saturday).

BIC CAMERA INC. (Head office: Toshima-ku, Tokyo; Representative Director & President: Hiroyuki Miyajima) hereby announces the opening of an online store and the Company’s entry into the e-commerce market in China in line with the establishment of Japan Pavilion.

BIC CAMERA INC. will capture the huge demand for Japanese products in China with the strong store-opening and operational support of GOME Electrical Appliances Holding Ltd. and GOME, inc. (Head office: Chuo-ku, Kobe; Representative Director & President: Han Zhen).

Notes

1. About Japan Pavilion (GOME HIGO Japan Pavilion)

- (1) Background to the establishment of Japan Pavilion and the store opening by BIC CAMERA INC.

Today, Japanese products enjoy enormous popularity in China, as evidenced by the mass purchasing (binge shopping) of Japanese products by Chinese visitors in Japan. Under these circumstances, BIC CAMERA INC., which can supply large quantities and a wide variety of Japanese products at low prices, and GOME Electrical Appliances Holding Ltd., which is the largest retailer of consumer electronics in China with 1,800 stores throughout the country, have reached an agreement that will enable the two companies to provide a stable supply of genuine Japanese products to the massive Chinese market by leveraging the strengths of both companies in a synergic and complementary manner, and to engage in various initiatives to enhance the corporate value of both companies. As a result, the two companies decided to open GOME HIGO Japan Pavilion.

- (2) Japan Pavilion

Japan Pavilion has brought together an extensive selection of Japanese products with world-class quality. It is anticipated that the mechanism, enabling the direct purchasing of a broad lineup of products ranging from daily necessities to food and local specialty products by consumers throughout China using the cross-boundary e-commerce scheme, will prove to be a major opportunity for Japanese companies overall from the perspective of capturing demand in China, the largest market in Asia.

2. Purpose of opening a store in Japan Pavilion

- (1) Customer network leveraging the scale merit of GOME Electrical Appliances Holding Ltd.

It will be possible to reach a far greater number of customers than in Japan by leveraging the scale merit of the largest consumer electronics retailer in China.

- (2) Reliable logistics service enabling delivery throughout China

We can offer delivery of products purchased by customers in China via the BIC CAMERA INC. store on Japan Pavilion once the products have received customs clearance in a legal and appropriate manner.

- (3) Support from GOME Electrical Appliances Holding Ltd.

Customer service provided by the highly reputable online support team of GOME Electrical Appliances Holding Ltd. in China will ensure a high degree of customer support satisfaction.

- (4) Improved recognition of BIC CAMERA INC. in China

Through Japan Pavilion, BIC CAMERA INC. will become widely recognized by customers in China, which will boost the appeal of the retail stores of BIC CAMERA INC. in Japan.

3. Future initiatives of the two companies

In terms of the future initiatives of the two companies, service bases of GOME Electrical Appliances Holding Ltd. located at its 1,800 stores throughout China will offer repair and exchange services for products purchased at BIC CAMERA INC.'s store on Japan Pavilion and retail stores in Japan. BIC CAMERA INC. and GOME Electrical Appliances Holding Ltd. are also considering a service that will allow points of each store to be transferable and used by customers at the other store.