



December 22, 2015

Company name: BIC CAMERA INC.
Representative: Hiroyuki Miyajima,
Representative Director & President
(Stock Code: 3048, First Section, Tokyo Stock Exchange)

**Notice Regarding the Business Alliance with the Spring Group and
Investment in Spring Airlines Japan Co., Ltd.**

BIC CAMERA INC. (the “Company”) hereby announces that based on the resolution at the Board of Directors meeting held on November 19, 2015, it has concluded a basic agreement regarding a business alliance with Shanghai Spring International Travel Service Co., Ltd. (hereinafter “Spring International Travel Service”), the company leading the Spring Group, as well as invested in the investment partnership which subscribed to the third-party allocation of Spring Airlines Japan Co., Ltd. (hereinafter “Spring Japan”). Details are as described below.

1. Reason for partnership

In line with policies implemented by the Japanese government to increase the number of foreign visitors to Japan, depreciation of the yen, as well as the influx of foreign visitors to Japan due to factors such as the popularization of LCC (Low Cost Carriers), the Company’s sales attributable to foreign visitors have exponentially increased.

In light of such circumstances, the Company has decided to conclude a business alliance with the Spring Group for the purpose of collaborating towards expanding the inbound business targeted at Chinese tourists, who have high demand towards Japanese products and whose increasing numbers to Japan are anticipated.

The Spring Group comprises mainly of the largest travel agency in China, Spring International Travel Service, with Spring Japan, Spring Airlines, Spring Travel Japan, etc. as subsidiaries. Currently, Spring Japan has 2 LCC domestic routes within Japan, with plans of direct flights connecting inland China to Narita international Airport in Japan on February 2016, as an influx of visitors to Japan is anticipated. Moreover, as LCC, Spring Airlines not only provides international flights, including routes from China to Japan, but also domestic flights that operate between major Chinese cities.

2. Details of the business alliance

- Provision to customers who apply for visits to Japan through Spring International Travel Service or those who visit Japan via Spring Japan flights the priority to receive the Company’s complementary coupons, etc. provided in-flight (for flights to and from Japan) and distributed on homepages and social media sites belonging to the Spring Group.
- Promotion of the Company at the Spring Group airport counters and in in-flight magazines and facilities.

3. Details of investment

The Company shall invest ¥1,000 million to the investment partnership which subscribed to the third-party allocation of Spring Japan (expected percentage of indirect ownership of the Company after capital increase is around 6-7%). The investment partnership that the Company invested in is established in line with the recent capital increase through third-party allocation.

4. Overview of the Spring Group (As of December 1, 2015)

Spring International Travel Service

(1) Name	Shanghai Spring International Travel Service (Group) Co., Ltd.Spring Airlines
(2) Location	1558 Dingxi Road, Changning District, Shanghai
(3) Title and Name of Representative	Wang Zhenghua, Chirman of the Spring Group
(4) Business Description	Travel & tourism, etc.
(5) Capital	RMB34.96 million
(6) Establishment Date	November 1981

Spring Japan

(1) Name	Spring Airlines Japan Co., Ltd.
(2) Location	Kozunomori Station Building, 4-11-2 Kozunomori, Narita-shi, Chiba
(3) Title and Name of Representative	Hiroshi Ukai, President & Chief Executive Officer
(4) Business Description	Periodic air transport services (domestic and international routes)
(5) Capital	¥6.9 billion
(6) Establishment Date	September 2012

5. Schedule

Resolution date of the Board of Directors' meeting	November 19, 2015
Conclusion date of the basic agreement regarding the business alliance	November 19, 2015
Conclusion date of the investment partnership contract	December 7, 2015
Payment date	December 24, 2015 (to be confirmed)

6. Future outlook

Although the impact of this business alliance on the financial results for the fiscal year under review is expected to be immaterial, this is expected to contribute to enhancement of financial results over the medium-to-long term.