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**BIC CAMERA**

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**Fact Book**

Year ended August 31, 2011

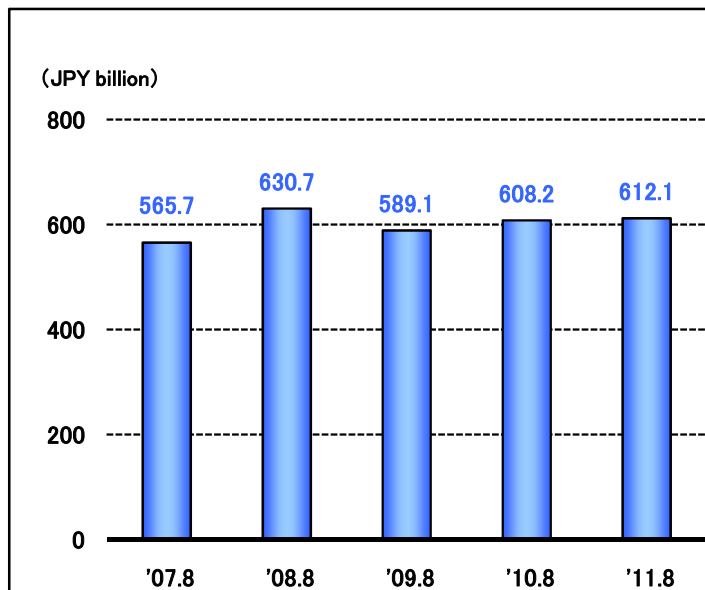
BIC CAMERA INC.

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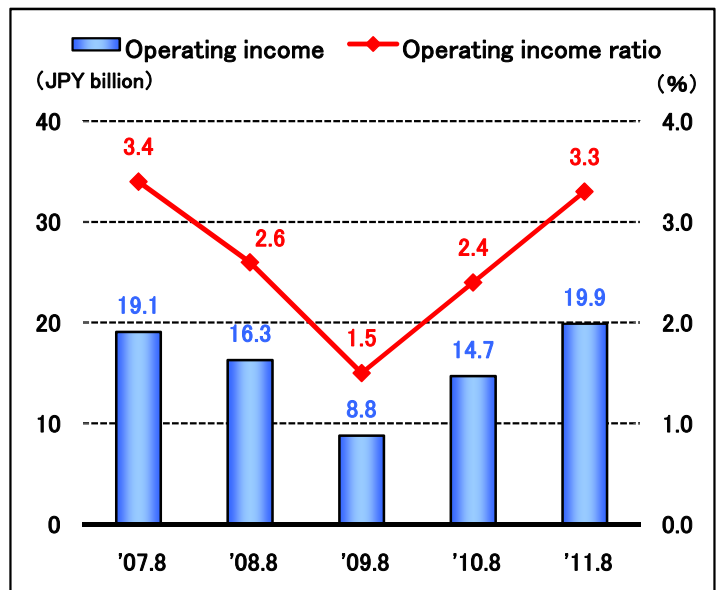
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## Sales and Earnings(consolidated)

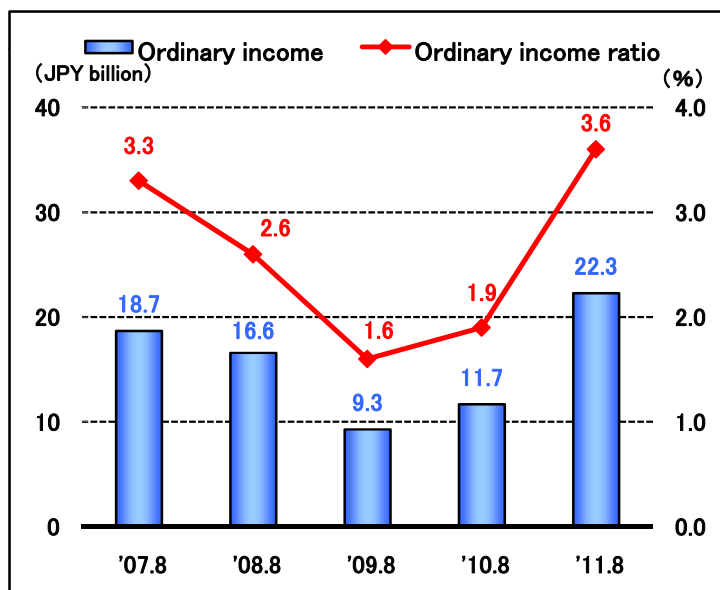
### Net sales



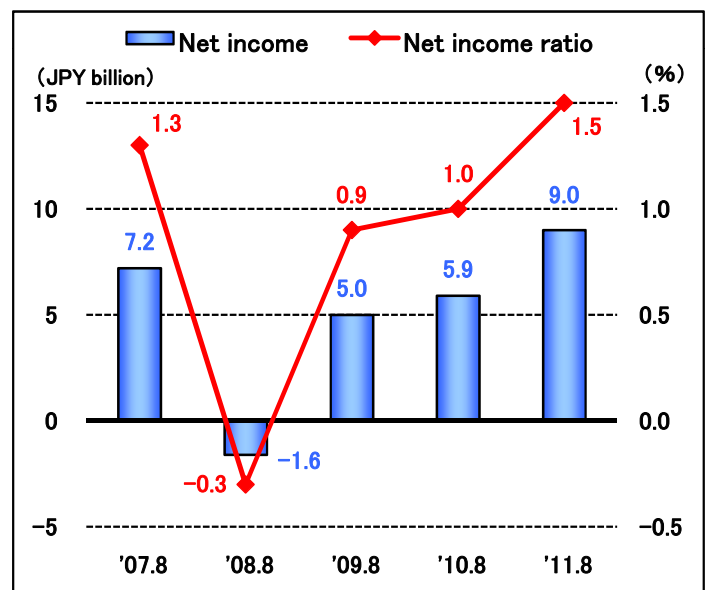
### Operating income / ratio



### Ordinary income / ratio



### Net income / ratio

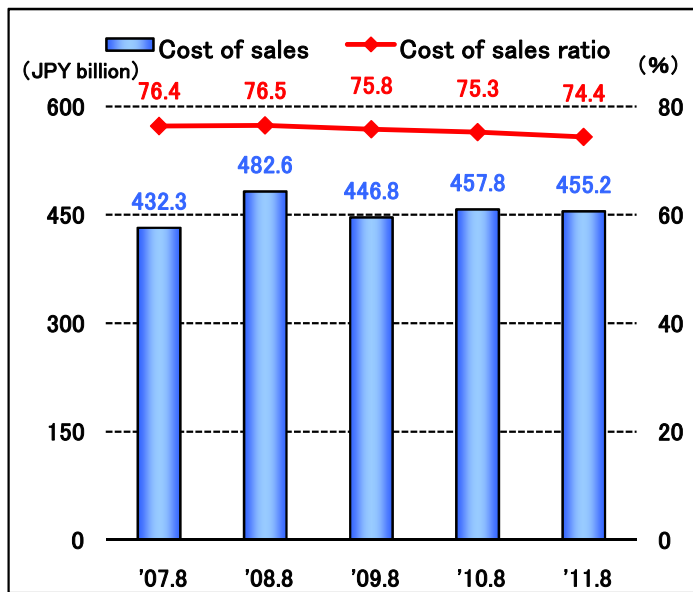


(JPY million)

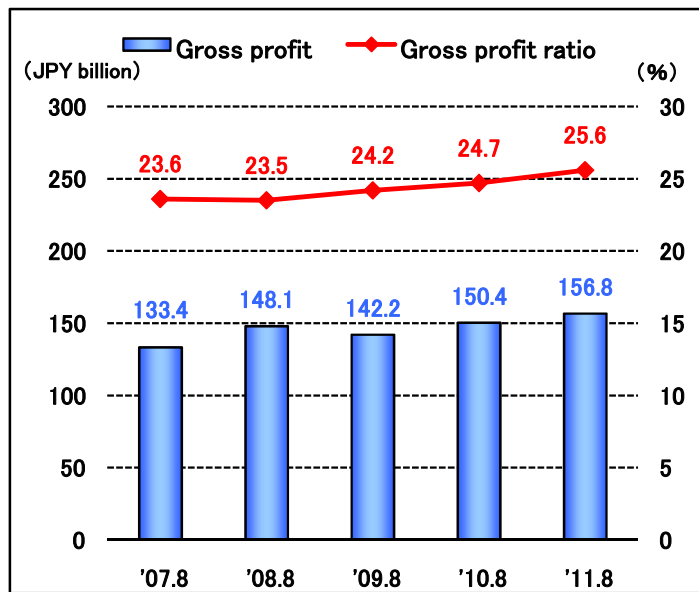
	2007.8	2008.8	2009.8	2010.8	2011.8
Net sales	565,751	630,740	589,177	608,274	612,114
Operating income	19,190	16,346	8,854	14,764	19,929
Operating income ratio (%)	3.4	2.6	1.5	2.4	3.3
Ordinary income	18,762	16,612	9,367	11,759	22,329
Ordinary income ratio (%)	3.3	2.6	1.6	1.9	3.6
Net income	7,271	△ 1,662	5,094	5,965	9,049
Net income ratio (%)	1.3	△ 0.3	0.9	1.0	1.5

**Cost of sales, Gross profit and SG&A expenses (consolidated)**

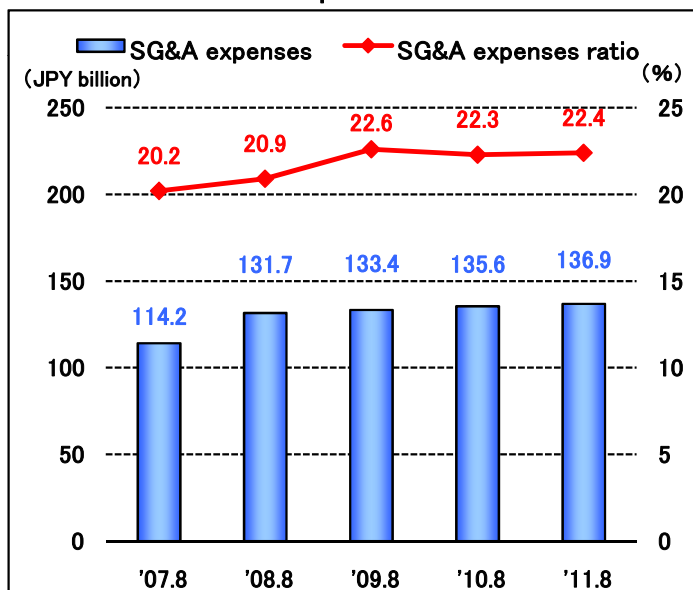
**Cost of sales / ratio**



**Gross profit / ratio**



**SG&A expenses / ratio**

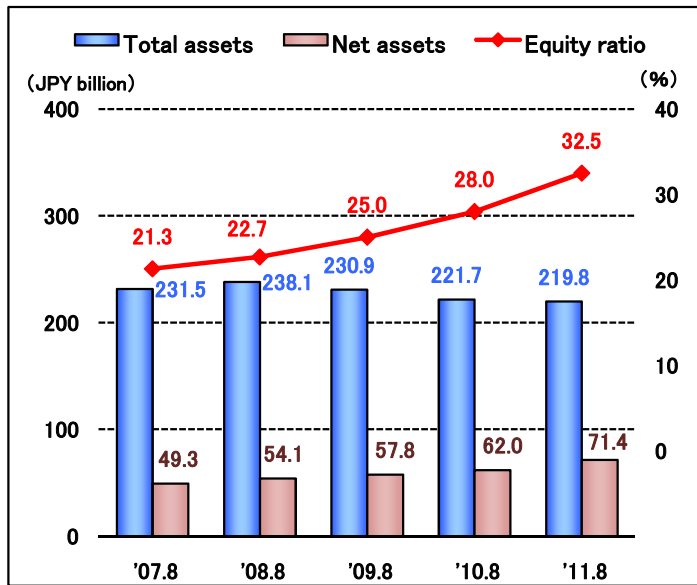


(JPY million)

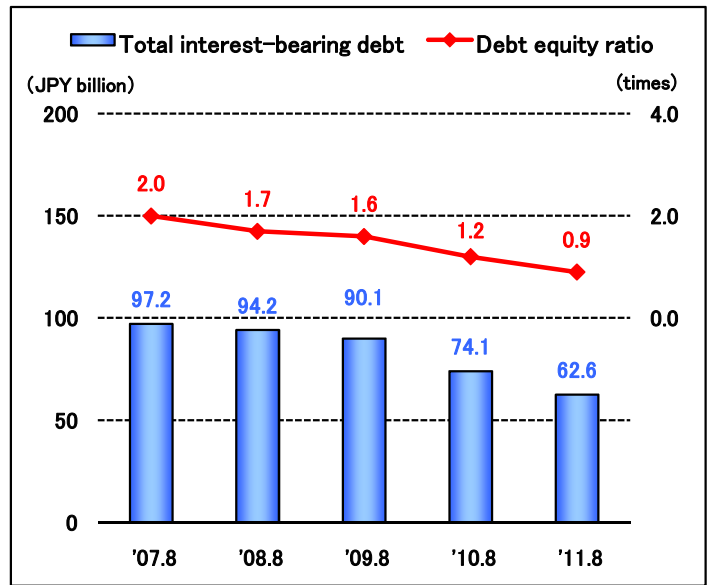
	2007.8	2008.8	2009.8	2010.8	2011.8
Cost of sales	432,328	482,603	446,877	457,862	455,253
Cost of sales ratio (%)	76.4	76.5	75.8	75.3	74.4
Gross profit	133,423	148,136	142,299	150,412	156,860
Gross profit ratio (%)	23.6	23.5	24.2	24.7	25.6
SG&A expenses	114,233	131,790	133,444	135,648	136,931
SG&A expenses ratio (%)	20.2	20.9	22.6	22.3	22.4

## Total asset, Liabilities and Net assets (consolidated)

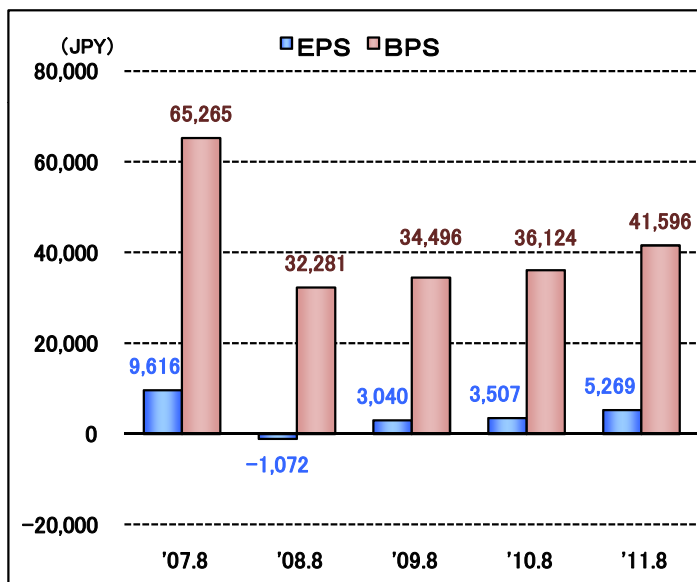
Total assets / Net assets / Equity ratio



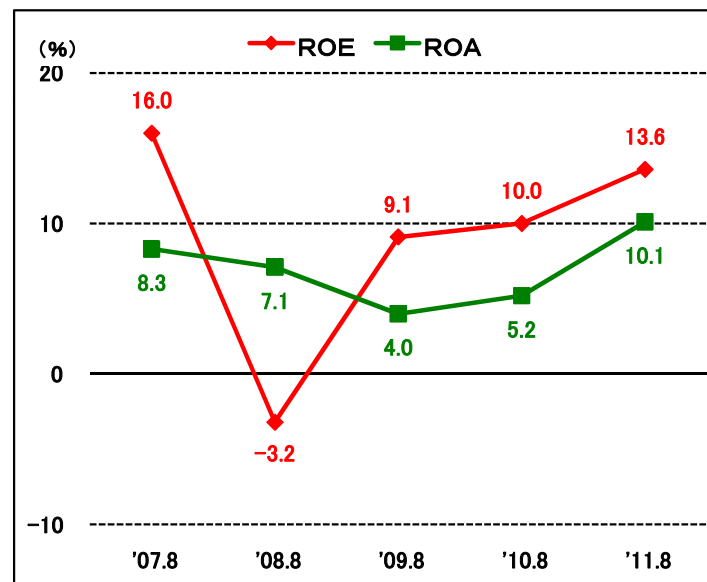
Interest-bearing debt / Debt-equity ratio



EPS / BPS



ROE / ROA



	2007.8	2008.8	2009.8	2010.8	2011.8
Total assets	231,579	238,183	230,945	221,757	219,837
Net assets	49,353	54,100	57,813	62,045	71,444
Equity ratio (%)	21.3	22.7	25.0	28.0	32.5
Total interest-bearing debt	97,236	94,209	90,139	74,150	62,621
Short-term interest bearing debt	68,170	54,753	62,165	43,834	39,649
Long-term interest bearing debt	29,065	39,455	27,973	30,315	22,972
Debt equity ratio*1 (times)	2.0	1.7	1.6	1.2	0.9
EPS (JPY)	9,616.11	△ 1,072.93	3,040.03	3,507.39	5,269.06
BPS (JPY)	65,265.27	32,281.65	34,496.66	36,124.10	41,596.55
ROE*2 (%)	16.0	△ 3.2	9.1	10.0	13.6
ROA*3 (%)	8.3	7.1	4.0	5.2	10.1

Note: The Company implemented a 2-for-1 stock split on September 1, 2007.

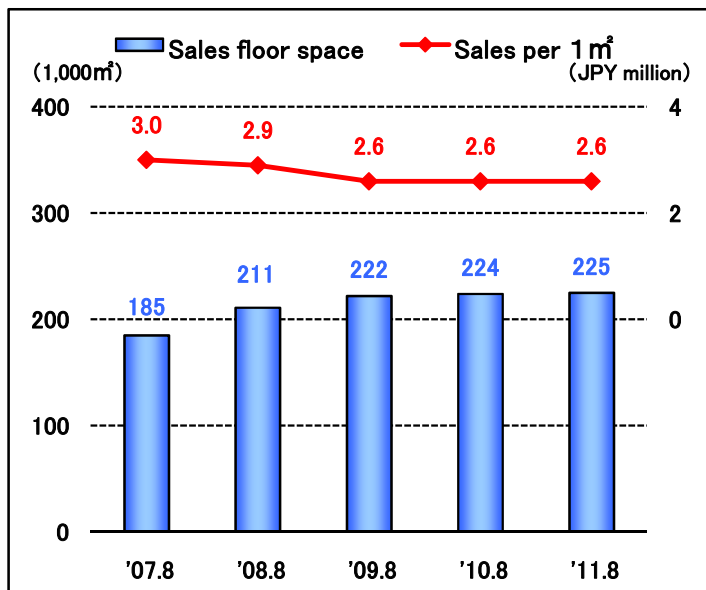
\*1 Debt equity ratio = Interest-bearing debt / net assets

\*2 ROE = Net income / average net assets

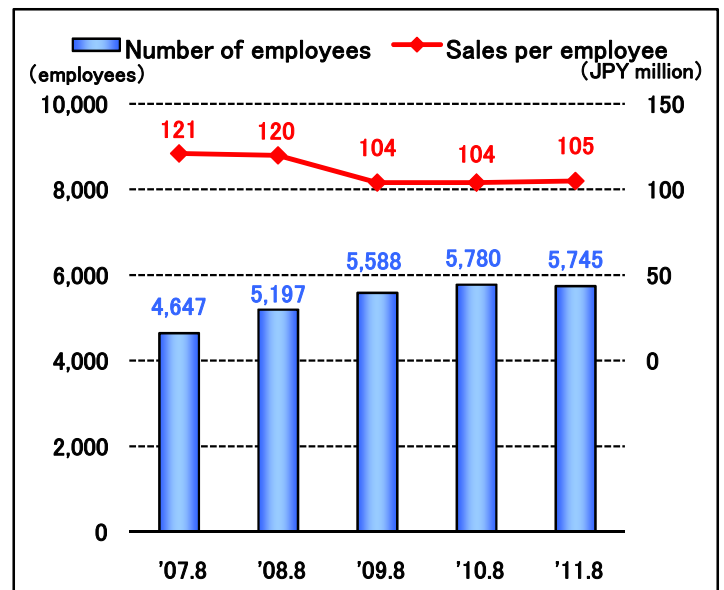
\*3 ROA = Recurring profit / average total assets

**Net sales per sales floor space / employee (consolidated)**

**Sales floor space / Sales per 1 m<sup>2</sup>**



**Number of employees / Sales per employee**



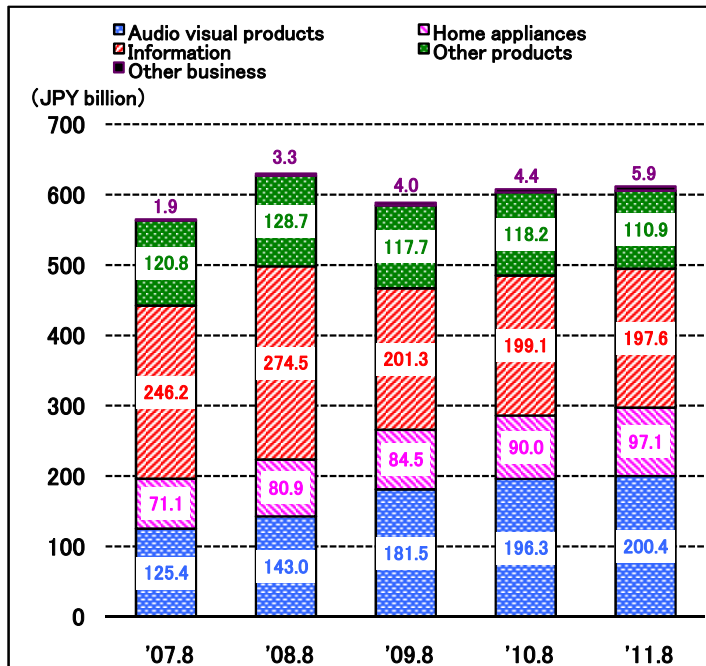
	2007.8	2008.8	2009.8	2010.8	2011.8
Sales floor space*1 (m <sup>2</sup> )	185,120	211,884	222,063	224,699	225,975
Sales per 1 m <sup>2</sup> *2 (JPY thousand)	3,045	2,960	2,635	2,687	2,682
Number of employees*1	4,647	5,197	5,588	5,780	5,745
Sales per employee*2 (JPY thousand)	121,320	120,721	104,718	104,463	105,514

\*1 based on the average number during the period

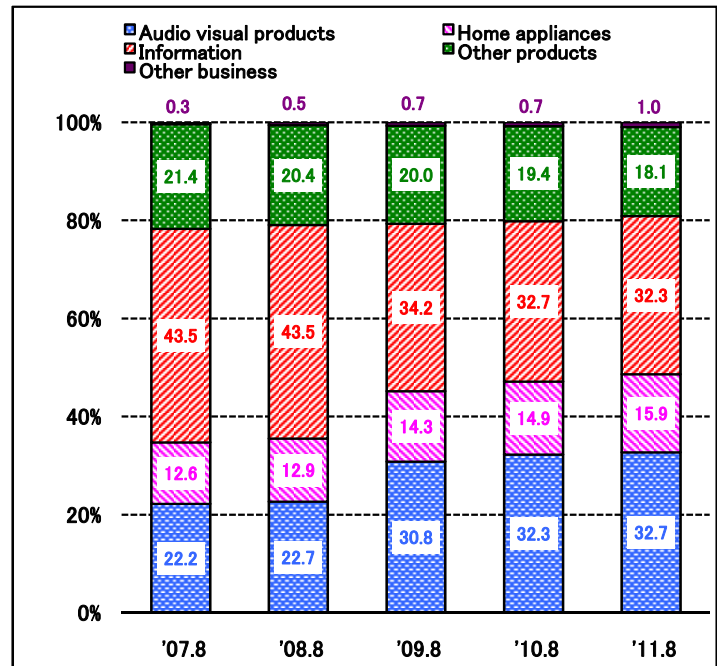
\*2 based on the sales of retail goods

## Sales by Product (consolidated)

Sales by product line



Composition ratio by product line



(JPY million)

	2007.8	2008.8	2009.8	2010.8	2011.8
Audio visual products	125,483	143,049	181,546	196,365	200,416
Cameras	12,254	12,845	42,921	43,273	37,801
TVs	41,776	51,019	59,928	75,607	87,400
BD/DVD recorders, Video cameras	19,965	24,812	28,537	30,565	32,773
Audio	22,644	24,177	23,951	22,469	19,081
AV Software	6,613	7,290	10,483	9,202	8,290
Other	22,229	22,904	15,723	15,247	15,069
Home appliances	71,169	80,983	84,523	90,036	97,165
Refrigerators	11,235	12,557	14,571	14,826	15,215
Washing machines	9,921	10,410	11,271	11,164	10,982
Kitchen Appliances	9,296	10,313	11,130	11,712	12,344
Seasonal home electronics	14,500	17,582	17,563	19,375	21,961
Personal care electronics	12,466	13,125	15,043	17,058	17,999
Other	13,748	16,994	14,942	15,899	18,661
Information communications equipment products	246,246	274,574	201,380	199,134	197,653
PC systems	64,883	71,007	55,410	59,613	61,003
PC peripherals	62,212	65,127	34,376	31,020	25,948
PC software	25,634	27,187	18,911	16,184	15,021
Cellular phones	40,981	54,599	54,791	56,749	62,606
Other	52,534	56,651	37,890	35,565	33,073
Other products	120,878	128,779	117,714	118,261	110,955
Games	43,940	47,684	38,058	38,580	31,010
Watches	15,718	16,092	14,588	14,282	12,764
Used PCs	-	-	-	-	17,082
Sporting goods	-	-	-	-	5,357
Toys	-	-	-	-	6,144
Books	1,734	1,691	1,583	1,431	-
Glasses and contact lenses	4,673	4,855	4,875	4,668	4,457
Liquors and Soft drink	-	-	-	-	3,968
Other	54,811	58,455	58,608	59,298	30,170
Retail goods sales	563,777	627,387	585,165	603,798	606,191
Other business	1,974	3,352	4,011	4,476	5,923
<b>Total</b>	<b>565,751</b>	<b>630,740</b>	<b>589,177</b>	<b>608,274</b>	<b>612,114</b>

※1、Above amount does not include consumption taxes.

2、We have changed partly "products in our product lines" in 1Q financial statements for FY ending August 2009, Digital cameras and related accessories were shifted from "Information communications equipment products" to "Audio visual products"

3、"Video players, Video cameras" of "Audio visual products" in FY August 2010 changed to "BD/DVD recorders, Video cameras".

4、"Used PCs", "Sporting goods", "Toys" and "Liquors and Soft drink" added in "Other products". On the other hand, "Books" shifted into "Other" of "Other products".

## Balance Sheets(consolidated)

(JPY million)

	2007.8	2008.8	2009.8	2010.8	2011.8
<b>Assets</b>					
Cash and deposits	32,437	24,202	24,401	24,006	21,116
Notes and accounts receivable-trade	17,577	21,482	18,350	20,097	18,520
Lease investment assets	-	-	-	0	0
Merchandise and finished goods	36,951	42,743	36,914	35,182	38,072
Raw materials and supplies	125	189	231	156	146
Program right	80	330	36	18	65
Deferred tax assets	5,570	6,216	6,301	6,607	7,758
Accounts receivable-other	7,865	10,206	14,554	14,419	13,442
Other	3,021	3,235	3,768	2,860	2,871
Allowance for doubtful accounts	△ 34	△ 33	△ 41	△ 61	△ 48
<b>Total current assets</b>	<b>103,597</b>	<b>108,573</b>	<b>104,517</b>	<b>103,289</b>	<b>101,945</b>
Buildings and structures	27,984	30,474	31,753	32,829	33,906
Accumulated depreciation	△ 10,863	△ 11,970	△ 13,378	△ 15,009	△ 16,444
Buildings and structures, net	17,120	18,504	18,375	17,820	17,462
Machinery, equipment and vehicles	393	451	447	458	514
Accumulated depreciation	△ 248	△ 201	△ 232	△ 261	△ 295
Machinery, equipment and vehicles, net	145	249	214	197	218
Land	42,284	40,913	40,941	39,447	39,068
Lease assets	-	-	564	1,079	2,041
Accumulated depreciation	-	-	△ 50	△ 201	△ 484
Lease assets, net	-	-	513	878	1,556
Construction in progress	842	6	5	4	11
Other	5,472	5,946	6,337	6,709	6,934
Accumulated depreciation	△ 3,286	△ 3,566	△ 4,185	△ 4,885	△ 5,291
Other, net	2,185	2,380	2,152	1,823	1,642
<b>Total property, plant and equipment</b>	<b>62,578</b>	<b>62,054</b>	<b>62,203</b>	<b>60,172</b>	<b>59,960</b>
Leasehold right	11,807	-	11,807	11,807	11,807
Other	2,368	14,329	2,261	2,936	2,530
<b>Total intangible assets</b>	<b>14,176</b>	<b>14,329</b>	<b>14,069</b>	<b>14,744</b>	<b>14,338</b>
Investment securities	21,018	20,617	19,017	12,575	12,428
Long-term loans receivable	1,371	1,371	1,302	1,105	1,100
Deferred tax assets	157	2,701	2,100	3,682	3,253
Guarantee deposits	27,552	28,479	26,719	25,835	26,640
Other	1,571	1,809	1,420	602	330
Allowance for doubtful accounts	△ 445	△ 1,946	△ 552	△ 352	△ 216
<b>Total investments and other assets</b>	<b>51,227</b>	<b>53,033</b>	<b>50,009</b>	<b>43,448</b>	<b>43,536</b>
<b>Total noncurrent assets</b>	<b>127,982</b>	<b>129,417</b>	<b>126,281</b>	<b>118,366</b>	<b>117,835</b>
Deferred assets	-	192	147	101	56
<b>Total assets</b>	<b>231,579</b>	<b>238,183</b>	<b>230,945</b>	<b>221,757</b>	<b>219,837</b>

(JPY million)

	2007.8	2008.8	2009.8	2010.8	2011.8
<b>Liabilities</b>					
Accounts payable-trade	45,069	45,844	39,693	41,189	<b>36,380</b>
Short-term loans payable	26,519	30,592	43,824	27,878	<b>23,324</b>
Current portion of long-term loans payable	28,155	23,441	17,621	14,826	<b>15,255</b>
Current portion of bonds	13,495	720	720	1,130	<b>1,070</b>
Lease obligations	-	-	115	221	<b>400</b>
Income taxes payable	5,352	5,684	2,859	4,409	<b>5,444</b>
Provision for bonuses	1,714	1,851	1,971	1,957	<b>2,179</b>
Provision for point card certificates	11,858	12,955	13,437	14,128	<b>13,447</b>
Other provision	-	-	-	18	<b>116</b>
Other	12,025	13,279	13,475	14,830	<b>14,014</b>
<b>Total current liabilities</b>	<b>144,191</b>	<b>134,369</b>	<b>133,717</b>	<b>120,589</b>	<b>111,632</b>
Bonds payable	1,620	900	180	3,665	<b>2,595</b>
Long-term loans payable	27,445	38,555	27,793	26,650	<b>20,377</b>
Lease obligations	-	-	439	754	<b>1,283</b>
Deferred tax liabilities	-	-	27	29	<b>32</b>
Provision for retirement benefits	3,656	4,300	4,990	5,400	<b>6,122</b>
Provision for directors' retirement benefits	539	612	47	34	<b>43</b>
Asset retirement obligations	-	-	-	-	<b>3,121</b>
Other	985	1,355	1,938	1,972	<b>2,388</b>
<b>Total noncurrent liabilities</b>	<b>34,247</b>	<b>45,724</b>	<b>35,417</b>	<b>38,507</b>	<b>35,964</b>
<b>Total liabilities</b>	<b>178,439</b>	<b>180,094</b>	<b>169,135</b>	<b>159,096</b>	<b>147,596</b>
<b>Net assets</b>					
Capital stock	12,548	18,402	18,402	18,402	<b>18,402</b>
Capital surplus	12,122	17,976	17,976	19,492	<b>19,492</b>
Retained earnings	22,013	18,934	22,353	26,643	<b>33,969</b>
Treasury stock	-	-	-	△ 184	<b>△ 184</b>
<b>Total shareholders' equity</b>	<b>46,684</b>	<b>55,313</b>	<b>58,732</b>	<b>64,353</b>	<b>71,679</b>
Accumulated other comprehensive income	2,669	△ 1,212	△ 919	△ 2,308	<b>△ 234</b>
Minority interests	3,786	3,988	3,997	615	<b>795</b>
<b>Total net assets</b>	<b>53,140</b>	<b>58,089</b>	<b>61,810</b>	<b>62,660</b>	<b>72,240</b>
<b>Total liabilities and net assets</b>	<b>231,579</b>	<b>238,183</b>	<b>230,945</b>	<b>221,757</b>	<b>219,837</b>



## Statements of Income (consolidated)

(JPY million)

	2007.8	2008.8	2009.8	2010.8	2011.8
<b>Net sales</b>	565,751	630,740	589,177	608,274	<b>612,114</b>
Cost of sales	432,328	482,603	446,877	457,862	<b>455,253</b>
Gross profit	133,423	148,136	142,299	150,412	<b>156,860</b>
Point card certificates	36,014	39,742	42,526	44,300	<b>43,943</b>
Provision for point card certificates	391	1,191	743	935	-
Salaries and allowances	16,332	19,154	19,429	19,644	<b>19,168</b>
Provision for bonuses	1,836	1,842	1,963	1,950	<b>2,171</b>
Retirement benefit expenses	747	756	1,056	1,222	<b>1,125</b>
Provision for directors' retirement benefits	67	73	25	8	<b>11</b>
Rents	15,191	17,415	18,454	18,880	<b>19,504</b>
Depreciation	1,738	2,434	2,732	2,715	<b>2,877</b>
Amortization of goodwill	384	422	469	523	<b>468</b>
Provision of allowance for doubtful accounts	22	-	25	6	<b>47</b>
Other	41,506	48,757	46,018	45,460	<b>47,612</b>
Total selling, general and administrative expenses	114,233	131,790	133,444	135,648	<b>136,931</b>
<b>Operating income</b>	<b>19,190</b>	<b>16,346</b>	<b>8,854</b>	<b>14,764</b>	<b>19,929</b>
Interest income	100	83	51	33	<b>23</b>
Dividends income	64	379	124	318	<b>496</b>
Amortization of negative goodwill	105	105	104	138	<b>28</b>
Equity in earnings of affiliates	-	-	126	-	<b>721</b>
Rent income	932	845	926	937	<b>911</b>
Commission fee	431	568	780	973	<b>933</b>
Advertisement fee	466	401	404	484	<b>457</b>
Other	765	880	847	711	<b>640</b>
Total non-operating income	2,865	3,263	3,365	3,596	<b>4,213</b>
Interest expenses	2,275	2,018	1,553	1,123	<b>818</b>
Equity in losses of affiliates	-	-	-	4,184	-
Cost of lease revenue	503	440	467	-	<b>563</b>
Commission Paid	-	-	-	-	<b>209</b>
Other	514	538	831	1,294	<b>222</b>
Total non-operating expenses	3,293	2,997	2,852	6,601	<b>1,813</b>
<b>Ordinary income</b>	<b>18,762</b>	<b>16,612</b>	<b>9,367</b>	<b>11,759</b>	<b>22,329</b>

(JPY million)

	2007.8	2008.8	2009.8	2010.8	2011.8
Gain on sales of noncurrent assets	0	265	4	0	10
Gain on sales of investment securities	86	9	9	97	-
Reversal of allowance for doubtful accounts	-	1	-	130	-
Gain on change in equity	-	71	-	-	-
Gain on revision of retirement benefit plan	-	-	-	242	-
<b>Total extraordinary income</b>	<b>86</b>	<b>346</b>	<b>13</b>	<b>470</b>	<b>10</b>
Loss (gain) on sales and retirement of noncurrent assets	242	222	110	276	63
Loss on sales of investment securities	7	0	332	6	-
Loss on valuation of investment securities	3,121	3,228	293	173	4,428
Impairment loss	201	2,861	10	1,989	1,714
Loss on change in accounting method for liquidation	-	904	-	-	-
Loss on adjustment for changes of accounting standard for asset retirement obligations	-	-	-	-	1,655
Other	256	1,983	-	-	-
<b>Total extraordinary loss</b>	<b>3,829</b>	<b>9,201</b>	<b>748</b>	<b>2,445</b>	<b>7,862</b>
<b>Income before income taxes and minority interests</b>	<b>15,019</b>	<b>7,758</b>	<b>8,632</b>	<b>9,784</b>	<b>14,478</b>
Income taxes-current	8,693	10,166	3,179	4,603	7,530
Income taxes-deferred	△ 1,486	△ 530	225	△ 895	△ 2,200
<b>Total income taxes</b>	<b>7,207</b>	<b>9,635</b>	<b>3,404</b>	<b>3,708</b>	<b>5,329</b>
Income before minority interests	-	-	-	-	9,148
Minority interests in income	540	△ 214	133	111	99
<b>Net income</b>	<b>7,271</b>	<b>△ 1,662</b>	<b>5,094</b>	<b>5,965</b>	<b>9,049</b>

## Statement of Cash Flows (consolidated)

(JPY million)

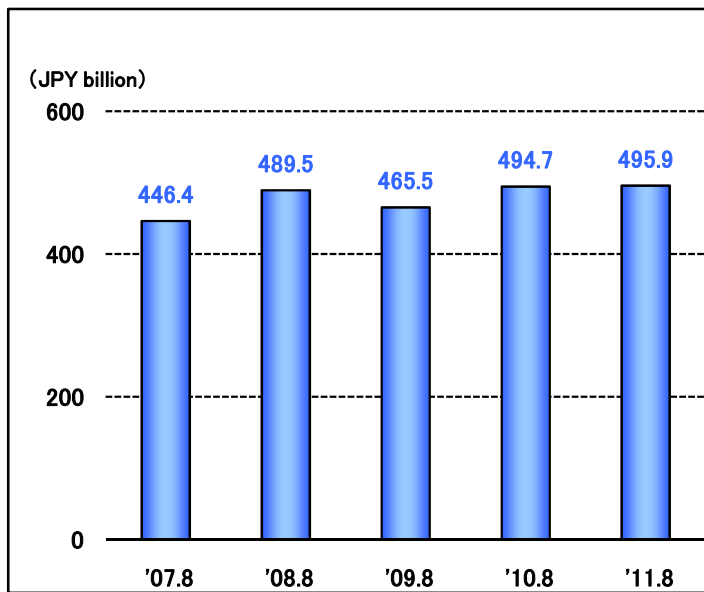
	2007.8	2008.8	2009.8	2010.8	2011.8
Net cash provided by (used in) operating activities					
Income before income taxes and minority interests	15,019	7,758	8,632	9,784	14,478
Depreciation and amortization	2,035	2,787	3,101	3,084	3,273
Impairment loss	201	2,861	10	1,989	1,714
Amortization of goodwill	279	485	365	385	439
Increase (decrease) in allowance for doubtful accounts	184	1,499	120	△ 131	△ 148
Increase (decrease) in provision for bonuses	217	132	119	△ 13	219
Increase (decrease) in provision for point card certificates	391	1,097	481	690	△ 680
Increase (decrease) in provision for retirement benefits	493	643	689	409	717
Increase (decrease) in provision for directors' retirement benefits	36	73	△ 565	△ 12	9
Increase (decrease) in other provision	△ 88	△ 12	-	18	97
Interest and dividends income	△ 165	△ 462	△ 175	△ 351	△ 520
Interest expenses	2,275	2,018	1,553	1,123	818
Foreign exchange losses (gains)	4	36	4	0	0
Equity in (earnings) losses of affiliates	-	-	△ 126	4,184	△ 721
Loss (gain) on sales of noncurrent assets	△ 0	△ 261	△ 4	△ 0	△ 10
Loss on retirement of noncurrent assets	242	219	110	276	63
Loss (gain) on sales of investment securities	△ 79	△ 9	323	△ 91	-
Loss (gain) on valuation of investment securities	3,121	3,228	293	173	4,428
Loss on adjustment for changes of accounting standard for asset retirement obligations	-	-	-	-	1,655
Decrease (increase) in notes and accounts receivable-trade	△ 2,312	△ 3,255	4,027	△ 1,747	1,579
Decrease (increase) in inventories	△ 5,151	△ 6,097	6,081	1,825	△ 2,926
Increase (decrease) in notes and accounts payable-trade	3,222	△ 719	△ 6,056	1,495	△ 4,808
Other, net	△ 779	882	△ 2,871	△ 187	525
Subtotal	19,150	12,907	16,117	22,906	20,203
Interest and dividends income received	200	550	380	395	519
Interest expenses paid	△ 2,314	△ 2,261	△ 1,555	△ 1,123	△ 818
Income taxes paid	△ 7,613	△ 9,790	△ 6,440	△ 2,632	△ 6,479
<b>Net cash provided by (used in) operating activities</b>	<b>9,422</b>	<b>1,404</b>	<b>8,501</b>	<b>19,546</b>	<b>13,425</b>

(JPY million)

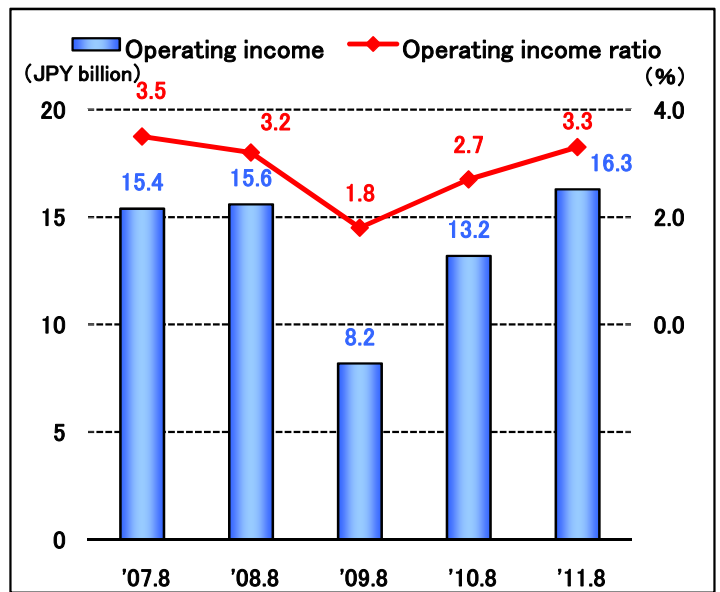
	2007.8	2008.8	2009.8	2010.8	2011.8
<b>Net cash provided by (used in) investing activities</b>					
Payments into time deposits	△ 506	△ 60	△ 883	△ 59	△ 241
Proceeds from withdrawal of time deposits	220	841	800	166	758
Purchase of property, plant and equipment	△ 5,190	△ 6,685	△ 2,164	△ 1,194	△ 1,502
Proceeds from sales of property, plant and equipment	206	1,743	33	0	51
Purchase of intangible assets	△ 654	△ 1,242	△ 462	△ 364	△ 526
Purchase of investment securities	△ 6,455	△ 9,917	△ 28	△ 120	△ 518
Proceeds from sales of investment securities	200	52	71	1,935	0
Payments of loans receivable	△ 185	△ 51	△ 210	△ 117	△ 438
Collection of loans receivable	230	154	66	107	271
Payments for guarantee deposits	△ 3,488	△ 1,590	△ 758	△ 1,463	△ 2,200
Proceeds from collection of guarantee deposits	829	651	889	2,624	1,414
Purchase of investments in consolidated subsidiaries	-	-	-	△ 450	△ 104
Purchase of stocks of affiliates resulting in change of scope of equity method	-	-	△ 45	-	-
Other, net	△ 504	△ 1,043	390	△ 194	569
<b>Net cash provided by (used in) investing activities</b>	<b>△ 15,298</b>	<b>△ 17,147</b>	<b>△ 2,301</b>	<b>869</b>	<b>△ 2,466</b>
<b>Net cash provided by (used in) financing activities</b>					
Net increase (decrease) in short-term loans payable	12,025	4,072	13,231	△ 15,946	△ 4,554
Net increase (decrease) in long-term loans payable	△ 13,312	6,395	△ 16,581	△ 3,938	△ 5,844
Proceeds from issuance of bonds	295	-	-	4,994	-
Redemption of bonds	△ 2,500	△ 13,495	△ 720	△ 1,155	△ 1,130
Proceeds from issuance of shares	-	11,649	-	-	-
Proceeds from stock issuance to minority shareholders	-	-	-	-	32
Cash dividends paid	△ 750	△ 1,126	△ 1,681	△ 1,669	△ 1,714
Cash dividends paid to minority shareholders	-	△ 88	△ 32	△ 1,100	-
Purchase of treasury stock	-	-	-	△ 166	△ 5
Purchase of treasury stock of subsidiaries in consolidation	-	-	△ 246	△ 1,254	-
Repayments of lease obligations	-	-	△ 54	△ 166	△ 308
Other, net	338	598	-	△ 3	△ 12
<b>Net cash provided by (used in) financing activities</b>	<b>△ 3,903</b>	<b>8,005</b>	<b>△ 6,084</b>	<b>△ 20,404</b>	<b>△ 13,536</b>
Effect of exchange rate change on cash and cash equivalents	△ 4	△ 36	△ 0	△ 0	△ 0
Net increase (decrease) in cash and cash equivalents	△ 9,783	△ 7,773	115	10	△ 2,576
Cash and cash equivalents at beginning of period	39,515	29,910	22,455	22,570	22,336
Increase (decrease) in cash and cash equivalents from merger	158	-	-	-	-
Increase in cash and cash equivalents from newly consolidated subsidiary	19	319	-	-	203
Decrease in cash and cash equivalents resulting from exclusion of subsidiaries from consolidation	-	-	-	△ 244	-
Cash and cash equivalents at end of period	29,910	22,455	22,570	22,336	19,964

## Sales and Earnings (non-consolidated)

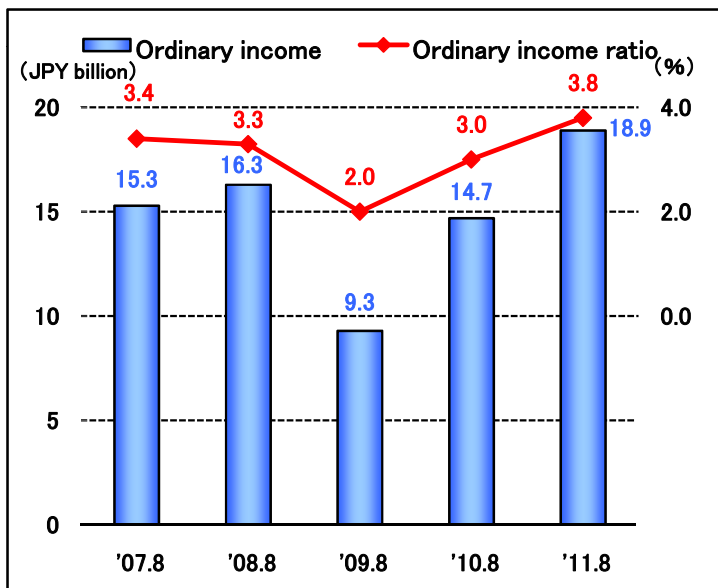
### Net sales



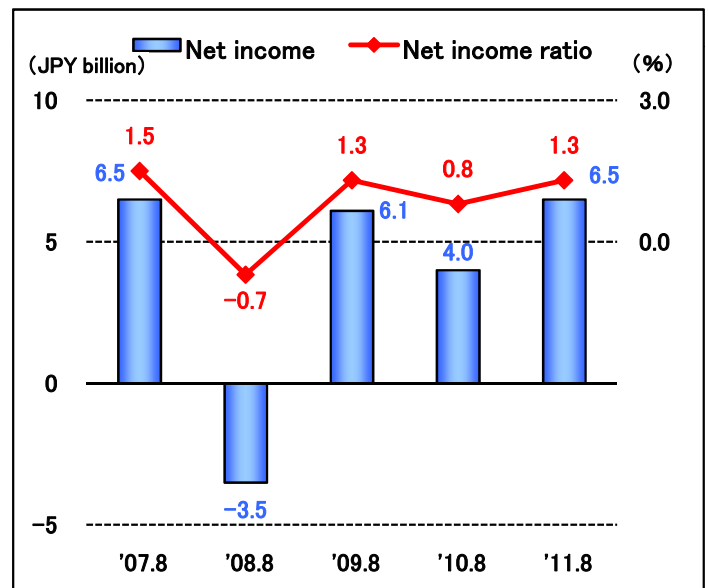
### Operating income / ratio



### Ordinary income / ratio



### Net income / ratio

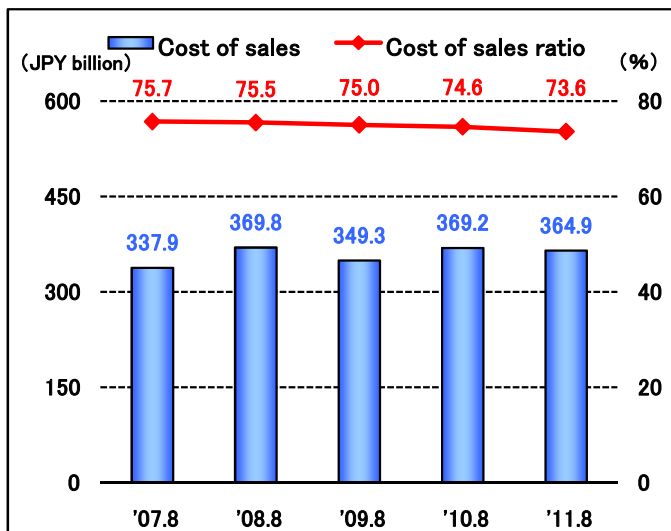


(JPY million)

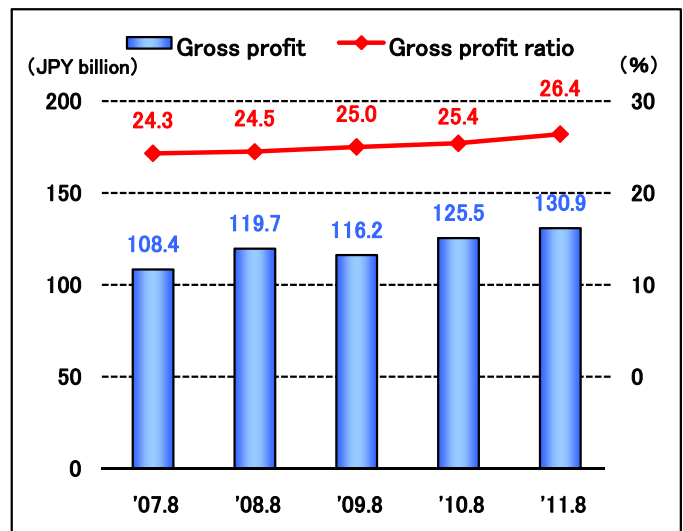
	2007.8	2008.8	2009.8	2010.8	2011.8
Net sales	446,409	489,542	465,575	494,766	495,957
Operating income	15,480	15,651	8,296	13,250	16,394
Operating income ratio (%)	3.5	3.2	1.8	2.7	3.3
Ordinary income	15,348	16,311	9,390	14,762	18,933
Ordinary income ratio (%)	3.4	3.3	2.0	3.0	3.8
Net income	6,542	△ 3,543	6,195	4,085	6,541
Net income ratio (%)	1.5	△ 0.7	1.3	0.8	1.3

**Cost of sales, Gross profit and SG&A expenses (non-consolidated)**

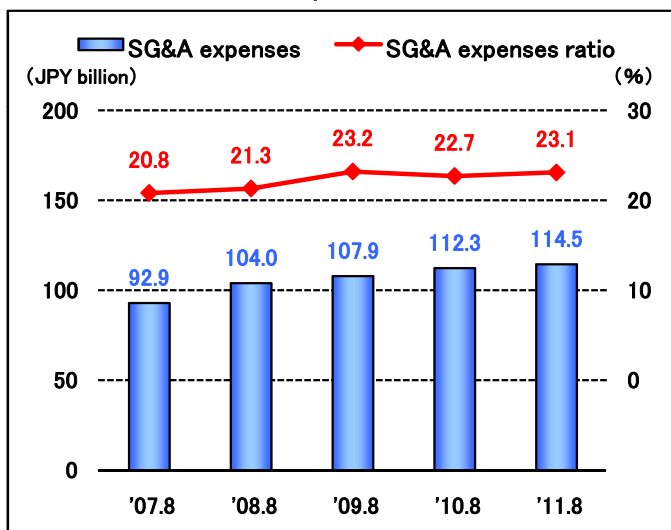
**Cost of sales / ratio**



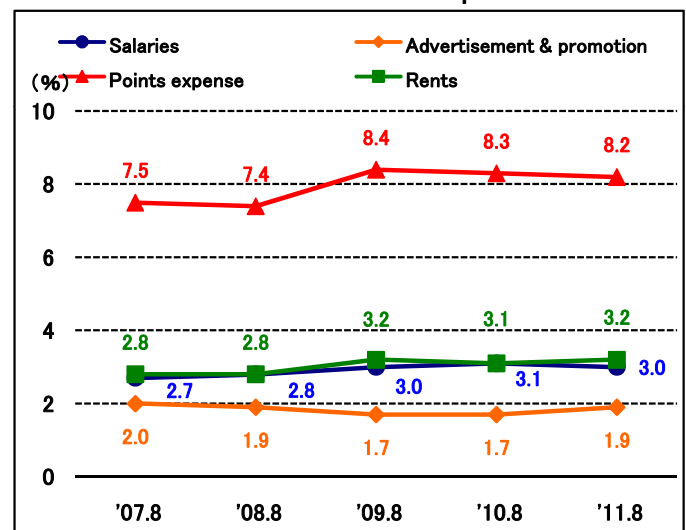
**Gross profit / ratio**



**SG&A expenses / ratio**



**Breakdown of SG&A expenses**



		2007.8	2008.8	2009.8	2010.8	2011.8
		(JPY million)				
Cost of sales		337,956	369,822	349,314	369,207	364,982
Cost of sales ratio (%)		75.7	75.5	75.0	74.6	73.6
Gross profit		108,452	119,720	116,260	125,558	130,974
Gross profit ratio (%)		24.3	24.5	25.0	25.4	26.4
SG&A expenses	Amount	92,972	104,069	107,964	112,308	114,580
	Ratio (%)	20.8	21.3	23.2	22.7	23.1
Salaries	Amount	11,950	13,721	13,971	15,321	14,696
(ratio against sales)	Ratio (%)	2.7	2.8	3.0	3.1	3.0
Advertisement & promotion	Amount	8,998	9,401	8,116	8,232	9,300
(ratio against sales)	Ratio (%)	2.0	1.9	1.7	1.7	1.9
Points expense*	Amount	33,270	36,336	39,217	41,290	40,459
(ratio against sales)	Ratio (%)	7.5	7.4	8.4	8.3	8.2
Rents	Amount	12,499	13,702	14,747	15,401	16,028
(ratio against sales)	Ratio (%)	2.8	2.8	3.2	3.1	3.2

\* Points expense = Point card certificates + Provision for point card certificates

## Statements of Income (non-consolidated)

(JPY million)

	2007.8	2008.8	2009.8	2010.8	2011.8
Net sales	446,409	489,542	465,575	494,766	<b>495,957</b>
Cost of sales	337,956	369,822	349,314	369,207	<b>364,982</b>
Gross profit	108,452	119,720	116,260	125,558	<b>130,974</b>
SG&A expenses	92,972	104,069	107,964	112,308	<b>114,580</b>
Operating income	15,480	15,651	8,296	13,250	<b>16,394</b>
Non-operating income	2,682	3,302	3,563	3,624	<b>4,254</b>
Non-operating expenses	2,813	2,641	2,468	2,112	<b>1,715</b>
Ordinary income	15,348	16,311	9,390	14,762	<b>18,933</b>
Extraordinary income	88	62	9	724	<b>1</b>
Extraordinary loss	2,859	11,351	536	8,171	<b>7,095</b>
Income before income taxes and minority interests	12,577	5,022	8,863	7,315	<b>11,839</b>
Net income	6,542	△ 3,543	6,195	4,085	<b>6,541</b>

## Number of store and Sales floor space (non-consolidated)

	2007.8	2008.8	2009.8	2010.8	2011.8
Number of store	25	27	29	34	<b>34</b>
Sales floor space (㎡)	149,128	173,081	181,940	190,475	<b>186,664</b>
Number of employees	3,673	4,172	4,424	4,904	<b>4,649</b>

## Corporate Data

### Corporate outline

(As of August 31, 2011)

Company name	BIC CAMERA INC.
Headquarter (Takadanobaba) (Ikebukuro)	3-23-23, Takada, Toshima-ku, Tokyo, 171-0033 5th floor, 1-10-1, Higashi-Ikebukuro, Toshima-ku, Tokyo, 170-0013
Established	November 21, 1980
Representative director and president	Hiroyuki Miyajima
Paid-in capital	JPY 18,423 million
Listing	Tokyo Stock Exchange First Section
Stock transfer agent	Mizuho Trust and Banking

### Shareholder Data

#### Major shareholders

(As of August 31, 2011)

	Number of shares held (shares)	Percentage of shareholding (%)
Ryuji Arai	298,687	17.33
Mzuho Trust & Banking (securities administration trust 0700026)	218,370	12.67
Japan Trustee Services Bank Ltd.(Trust Account)	203,027	11.78
Ra·Holdings Co. Ltd.	196,615	11.41
TOKYO BROADCASTING SYSTEM TELEVISION, INC.	61,190	3.55
Nomura Trust and Banking Co., Ltd.(Trust Account 2052116)	56,870	3.30
SOCIETE GENERALE Private Banking(Trust Management 12400282)	51,646	3.00

#### Composition of shareholders

(As of August 31, 2011)

	Number of shareholders	Number of shares held	Percentage of shareholding (%)
Financail institutions	33	583,347	33.85
Securities companies	14	5,830	0.34
Government and local public organization	1	70	0.00
Other corporations	673	351,224	20.38
Non-Japanese companies	196	30,254	1.75
Individual and other	121,569	746,835	43.33
Treasury stock	1	5,966	0.35
Total	122,487	1,723,526	100.0