



October 5, 2015

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 Stock listing: Tokyo Stock Exchange
 Code number: 3048
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Notice of the Revision of the Full-Year Financial Results Forecast and Revision to Financial Results Forecast of a Subsidiary

BIC CAMERA INC. (hereinafter, the “Company”) announces that it has revised its consolidated financial results forecast for Fiscal year ended August 31, 2015, which was announced on October 14, 2014.

Additionally, the Company also announces that its consolidated subsidiary Kojima Co., Ltd. (hereinafter “Kojima”) has revised its non-consolidated financial results forecast for the fiscal year ended August 31, 2015, which was announced on April 9, 2015, as shown in the attached documents.

Revision of Financial Results Forecast

(1) Revision of the Consolidated Financial Results Forecast for the Fiscal Year Ended August 31, 2015 (September 1, 2014 to August 31, 2015)

(Millions of Yen unless otherwise specified)

	Net Sales	Operating Income	Ordinary Income	Net Income	Net Income per Share (Yen)
Previous forecast	812,000	20,500	20,500	10,200	59.39
Revised forecast	793,800	18,800	20,400	6,800	39.23
Amount of change	(18,200)	(1,700)	(100)	(3,400)	
Rate of change	(2.2)	(8.3)	(0.5)	(33.3)	
(Reference) Results for the previous fiscal year (the fiscal year ended August 31, 2014)	832,748	20,014	24,056	9,850	57.35

(Note) The Company has changed its accounting policy and method of presentation from the first quarter of the fiscal year ended August 31, 2015. Such changes have been also applied retrospectively to the results for the fiscal year ended August 31, 2014.

Reasons for Revision

With regard to net sales, in June and July, the periods of peak demand for air conditioners, net sales were affected by the bad weather. In addition, regarding computers, support for Windows XP ended last year, resulting in special procurements and a rebounding sharp decline in the demand. Due to the bad weather and a delayed recovery from this decline, the net sales primarily for Kojima were below the forecast.

Moreover, although the gross profit ratio was higher than expected, due to the abovementioned factors that negatively impact net sales, operating income and ordinary income were lower than the forecasts.

In addition, net income was below the forecast. This is due to an impairment loss of 1,520 million yen being recorded as an extraordinary loss, as well as the plan to reduce a part of deferred tax assets of Kojima and record a large amount of income taxes – deferred. This reduction will not have any effect on the Group's cash flows.

(Note) The above forecast figures are based on information available to the Company as of the time of the document's release, and include uncertain factors. Actual results may differ from the forecasts presented herein.

[Attached document]

Kojima Co., Ltd. announces that it has revised its non-consolidated financial results forecast which was announced on April 9, 2015.

Revision of Financial Results Forecast for the fiscal year ended August 31, 2015 (September 1, 2014 to August 31, 2015)

(Millions of Yen unless otherwise specified)

	Net Sales	Operating Income	Ordinary Income	Net Income	Net Income per Share (Yen)
Previous forecast	236,000	3,000	2,100	440	5.65
Revised forecast	226,000	900	1,220	(6,350)	(81.50)
Amount of change	(10,000)	(2,100)	(880)	(6,790)	
Rate of change	(4.2)	(70.0)	(41.9)	—	
(Reference) Results for the previous fiscal year (the fiscal year ended August 31, 2014)	262,216	2,421	5,699	1,042	13.37