



April 7, 2016

Company name: BIC CAMERA INC.

Stock listing: Tokyo Stock Exchange

Code number: 3048

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Notice of Revision to Financial Results Forecast

In view of the trends of recent earnings, BIC CAMERA INC. (the “Company”) has revised its consolidated financial results forecast for the six months ended February 29, 2016 announced on October 14, 2015, as shown below.

1.Revision of Financial Results Forecast for the Six Months Ended February 29, 2016

(September 1, 2015 to February 29, 2016)

(Millions of Yen unless otherwise specified)

	Net Sales	Operating Income	Ordinary Income	Net income attributable to owners of parent	Net Income per Share (Yen)
Previous forecast	407,000	9,100	9,300	5,100	28.04
Revised forecast	394,480	11,710	12,060	7,310	40.19
Amount of change	(12,520)	2,610	2,760	2,210	
Rate of change (%)	(3.1)	28.7	29.7	43.3	
(Reference) Results for the six months ended February 28, 2015 (2Q FY ended August 31, 2015)	393,487	8,322	8,385	4,871	28.36

2.Reasons for Revision

The financial results for the six months ended February 29, 2016 fell below the forecast since net sales of digital products including digital cameras and PCs were sluggish, despite strong sales in home appliances such as refrigerators, washing machines and kitchen appliances.

In terms of profit, the results exceeded the forecast due to improvement in gross profit ratio and effective control of selling and administrative expenses.

The full-year financial results forecast is currently under examination, and will be promptly announced once determined.

(Reference)

Difference between Non-consolidated Results for the Six Months ended February 29, 2016 and the Results for the Same Period of the Previous Fiscal Year.

(September 1, 2015 to February 29, 2016)

(Millions of Yen unless otherwise specified)

	Net Sales	Operating Income	Ordinary Income	Net income
Results for the six months ended February 28, 2015 (2Q FY ended August 31, 2015)	221,120	6,078	6,956	4,560
Estimate for the six months ended February 29, 2016 (2Q FY ended August 31, 2016)	216,228	7,872	8,692	5,671
Amount of change	(4,891)	1,794	1,736	1,110
Rate of change (%)	(2.2)	29.5	25.0	24.4

(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.