

Monthly Sales Bulletin : BIC CAMERA for year to August 2010

- Following is based on data from our pos system. This data is not same as a statement of accounts.
- Sales data includes our group's pos data and our internet store "biccamera.com" with the exception of Sofmap.
(Bic camera group: Bic camera, Bic Shuhan and Umokobo)
- Sales data is with the exception of 2 fees, cellular phone entry fee and an Internet agency fee.

1. Net Sales (% change over previous fiscal year)

	Sep '09	Oct '09	Nov '09	Dec '09	Jan '10	Feb '10	Six months to Feb '10	Mar '10	Apr '10	May '10	Jun '10	Jul '10	Aug '10	Six months to Aug '10	Year to Aug '10
Net Sales	101.1	104.6	100.6	110.2	103.0	102.0	104.1	109.0	103.9	102.4	101.4	100.3	107.1	104.0	104.1

2. Sales by product line (% change over previous fiscal year)

	Sep '09	Oct '09	Nov '09	Dec '09	Jan '10	Feb '10	Six months to Feb '10	Mar '10	Apr '10	May '10	Jun '10	Jul '10	Aug '10	Six months to Aug '10	Year to Aug '10
Audio visual products	104.9	109.1	112.4	117.5	108.1	109.3	110.8	122.5	104.2	104.7	100.7	95.1	104.8	105.5	108.1
Home appliances	108.8	114.0	102.6	114.8	101.1	107.1	108.0	107.4	105.1	97.1	100.3	111.2	119.3	106.9	107.4
Information communications equipment products	86.9	90.5	89.8	95.0	93.4	92.9	91.6	95.6	104.3	104.2	105.7	107.0	114.6	104.7	98.0
Other products	108.7	109.2	90.9	112.5	109.5	96.1	105.2	100.0	101.2	101.1	97.4	88.0	86.8	95.3	100.4

3. Business Details (August 2010)

Product Lines	Trend	Main Products
Audio visual products	Better	Blu-ray recorders
	Steady	TVs, Digital cameras
Home appliances	Better	Seasonal home electronics
	Steady	Refrigerators, Washing machines, Kitchen appliances, Personal care electronics
Information communications equipment products	Better	PC
Other products	Better	Toys
	Stagnant	Games

Topics: August 2010 had one day less of Saturday compared with August 2009, which had an effect of about 2.5% decrease in sales.
As to home appliances, our sales of air conditioners was better due to "very hot" summer.