

Monthly Sales Bulletin : BIC CAMERA for year to August 2011

- 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 Camera Outlet, 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 '10 | Oct '10 | Nov '10 | 1Q | Dec '10 | Jan '11 | Feb '11 | 2Q | Six months to Feb '11 | Mar '11 | Apr '11 | May '11 | 3Q | Jun '11 | Jul '11 | Aug '11 | 4Q | Six months to Aug '11 | Year to Aug '11 |
|-----------|---------|---------|---------|-------|---------|---------|---------|------|-----------------------|---------|---------|---------|------|---------|---------|---------|----|-----------------------|-----------------|
| Net Sales | 103.9 | 112.3 | 145.0 | 121.0 | 90.0 | 93.2 | 97.8 | 92.9 | 105.8 | 87.9 | 96.8 | | 91.8 | | | | | | 102.1 |

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

| | Sep '10 | Oct '10 | Nov '10 | 1Q | Dec '10 | Jan '11 | Feb '11 | 2Q | Six months to Feb '11 | Mar '11 | Apr '11 | May '11 | 3Q | Jun '11 | Jul '11 | Aug '11 | 4Q | Six months to Aug '11 | Year to Aug '11 |
|---|---------|---------|---------|-------|---------|---------|---------|-------|-----------------------|---------|---------|---------|-------|---------|---------|---------|----|-----------------------|-----------------|
| Audio visual products | 102.3 | 125.0 | 192.4 | 140.8 | 81.0 | 86.4 | 92.1 | 85.2 | 111.1 | 79.6 | 92.4 | | 84.7 | | | | | | 104.0 |
| Home appliances | 111.9 | 118.5 | 144.8 | 126.0 | 97.6 | 109.5 | 108.8 | 104.4 | 114.6 | 102.9 | 114.1 | | 107.6 | | | | | | 112.7 |
| Information communications equipment products | 112.9 | 101.6 | 100.0 | 104.6 | 102.8 | 99.6 | 95.2 | 99.8 | 102.0 | 88.9 | 94.2 | | 91.5 | | | | | | 99.0 |
| Other products | 86.9 | 89.8 | 93.5 | 90.1 | 88.4 | 82.6 | 102.7 | 89.8 | 89.9 | 92.3 | 92.9 | | 92.6 | | | | | | 90.5 |

3. Business Details (August 2011)

| Product Lines | Trend | Main Products |
|---|----------|--|
| Audio visual products | Better | Blu-ray recorders |
| | Steady | TVs |
| | Stagnant | Digital cameras, Audio players |
| Home appliances | Better | Air conditioners, Kitchen appliances, Light fixtures |
| | Steady | Refrigerators, Washing machines, Personal care electronics |
| Information communications equipment products | Steady | PCs |
| | Stagnant | PC peripherals, PC software |
| Other products | Stagnant | Game software, Watches |