

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	1Q,2Q	Mar '11	Apr '11	May '11	3Q	Jun '11	Jul '11	Aug '11	4Q	3Q,4Q	1Q~4Q
Net Sales	103.9	112.3	145.0	121.0	90.0	93.2	97.8	92.9	105.8	87.9	96.8	97.2	93.4	107.2	106.6	80.2	104.1	95.8	100.7

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

	Sep '10	Oct '10	Nov '10	1Q	Dec '10	Jan '11	Feb '11	2Q	1Q,2Q	Mar '11	Apr '11	May '11	3Q	Jun '11	Jul '11	Aug '11	4Q	3Q,4Q	1Q~4Q
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	94.5	87.6	118.9	121.1	72.1	104.1	95.6	103.3
Home appliances	111.9	118.5	144.8	126.0	97.6	109.5	108.8	104.4	114.6	102.9	114.1	114.4	109.8	113.7	96.3	77.5	95.7	101.8	107.5
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	94.8	92.5	90.3	102.3	87.9	93.7	93.1	97.3
Other products	86.9	89.8	93.5	90.1	88.4	82.6	102.7	89.8	89.9	92.3	92.9	85.1	90.2	94.8	92.5	93.9	93.6	91.9	90.8

3. Business Details (August 2011)

Product Lines	Trend	Main Products
Audio visual products	Stagnant	TVs, Blu-ray recorders, Digital cameras, Audio players
Home appliances	Better	Light fixtures(LED light bulb)
	Slightly stagnant	Washing machines, Kitchen appliances
	Stagnant	Refrigerators, Air conditioners
Information communications equipment products	Better	Cellular phones(Smartphone)
	Stagnant	PCs, PC peripherals, PC software
Other products	Steady	Toys
	Slightly stagnant	Games

Topics: August 2011 had one day less of Sunday compared with August 2010, which had a minus effect in sales.

Sales of Audio visual products were stagnant, because demands after the shift to digital broadcasting declined.

Sales of Air conditioners and Refrigerators were stagnant, because last summer was very hot.