

## 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	97.2	93.4	107.2				96.7	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	94.5	87.6	118.9				94.5	104.5
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				110.9	113.0
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				92.0	97.8
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				91.3	90.4

### 3. Business Details (August 2011)

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

Topics: Sales of TVs and Blu-ray recorders were showed big growth, because ground-wave analog television broadcasting nears at the end.

Sales of Seasonal home electronics, Refrigerators and Light fixtures were better, because concern for a saving of the electricity consumption had been rising, like last month.

Mito station Store had opened at June 23rd, 2011.