

## 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																	108.2

### 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																	113.9
Home appliances	111.9	118.5																	115.2
Information communications equipment products	112.9	101.6																	107.1
Other products	86.9	89.8																	88.3

### 3. Business Details (August 2011)

Product Lines	Trend	Main Products
Audio visual products	Better	TVs
	Steady	Blu-ray recorders, Digital cameras
Home appliances	Better	Refrigerators, Washing machines, Kitchen appliances, Seasonal home electronics(include air conditioners)
Information communications equipment products	Better	PCs, Cellular phones
	Stagnant	PC software
Other products	Better	Toys
	Stagnant	Games

Topics: Three items of the Eco-point system showed big growth after the authorities's announcement of October 8, that revise the Eco-point system from this December.