

Monthly Sales Bulletin : BIC CAMERA for year to August 2012

- 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 '11	Oct '11	Nov '11	1Q	Dec '11	Jan '12	Feb '12	2Q	1Q,2Q	Mar '12	Apr '12	May '12	3Q	Jun '12	Jul '12	Aug '12	4Q	3Q,4Q	1Q~4Q	
Net Sales	79.8	74.5	55.8	68.2	91.4															74.7

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	66.8	53.0	32.5	46.6	72.3															52.7
Home appliances	93.6	91.8	71.3	83.7	115.2															92.0
Information communications equipment products	81.8	91.7	89.6	87.6	94.1															89.7
Other products	94.5	96.9	93.1	94.8	103.3															98.1

3. Business Details (August 2012)

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

Topics : Sales of TVs were stagnant, because the demand for them had declined after shifting to digital broadcasting.