

## 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    | 87.6    | 87.3    | 89.2 | 78.1  |         |         |         |    |         |         |         |    |       |       | 78.1 |

### 2. Sales by product line (% 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 |      |
|---|---------|---------|---------|------|---------|---------|---------|-------|-------|---------|---------|---------|----|---------|---------|---------|----|-------|-------|------|
| Audio visual products                         | 66.8    | 53.0    | 32.5    | 46.6 | 72.3    | 69.3    | 69.2    | 70.6  | 56.5  |         |         |         |    |         |         |         |    |       |       | 56.5 |
| Home appliances                               | 93.6    | 91.8    | 71.3    | 83.7 | 115.2   | 100.9   | 105.0   | 107.6 | 95.2  |         |         |         |    |         |         |         |    |       |       | 95.2 |
| Information communications equipment products | 81.8    | 91.7    | 89.6    | 87.6 | 94.1    | 95.3    | 99.7    | 95.9  | 91.9  |         |         |         |    |         |         |         |    |       |       | 91.9 |
| Other products                                | 94.5    | 96.9    | 93.1    | 94.8 | 103.3   | 99.1    | 86.0    | 97.9  | 96.5  |         |         |         |    |         |         |         |    |       |       | 96.5 |

### 3. Business Details (August 2012)

| Product Lines                                 | Trend    | Main Products   |
|---|----------|---|
| Audio visual products                         | Stagnant | TVs, Blu-ray recorders, Digital cameras   |
| Home appliances                               | Better   | Seasonal home electronics(include Air conditioners), Light fixtures(LED light bulb) |
|   | Steady   | Kitchen appliances, Refrigerators, Washing machines                                 |
| Information communications equipment products | Steady   | PCs, PC software  |
| Other products                                | Steady   | Watches, Toys   |
|   | Stagnant | Video games   |

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

Sales of Digital cameras were stagnant remaning the influence of flood damage in Thailand.

Sales of Video games were stagnant under the influence of "Nintendo 3DS" released on February 26, 2011.