

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	83.5	83.7	79.6	82.4	71.4	75.4		73.6	78.5	78.3

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	60.0	65.1	59.2	61.3	43.1	44.0		43.6	53.0	55.0
Home appliances	93.6	91.8	71.3	83.7	115.2	100.9	105.0	107.6	95.2	97.4	98.1	94.2	96.6	88.7	112.0		100.8	98.5	96.8
Information communications equipment products	81.8	91.7	89.6	87.6	94.1	95.3	99.7	95.9	91.9	101.3	89.8	86.6	92.7	88.8	85.5		87.0	90.5	91.3
Other products	94.5	96.9	93.1	94.8	103.3	99.1	86.0	97.9	96.5	97.7	96.3	98.8	97.6	101.5	100.5		101.0	98.9	97.5

3. Business Details (August 2012)

Product Lines	Trend	Main Products
Audio visual products	Steady	Digital cameras
	Stagnant	TVs, Blu-ray recorders
Home appliances	Better	Air conditioners
	Steady	Refrigerators, Personal care electronics, Kitchen appliances, Washing machines
Information communications equipment products	Stagnant	Cellular phones, PCs
Other products	Better	Watches

Topics: "Shinjuku East Store" had opened on July 5, 2012.