

## 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										78.9

### 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										56.9
Home appliances	93.6	91.8	71.3	83.7	115.2	100.9	105.0	107.6	95.2	97.4										95.6
Information communications equipment products	81.8	91.7	89.6	87.6	94.1	95.3	99.7	95.9	91.9	101.3										93.3
Other products	94.5	96.9	93.1	94.8	103.3	99.1	86.0	97.9	96.5	97.7										96.7

### 3. Business Details (August 2012)

Product Lines	Trend	Main Products
Audio visual products	Steady	Digital cameras
	Stagnant	TVs, Blu-ray recorders
Home appliances	Better	Washing machines
	Steady	Refrigerators, Kitchen appliances
	Stagnant	Air conditioners
Information communications equipment products	Better	PC software
	Steady	Cellular phones(Smartphone)
	Stagnant	PCs
Other products	Better	Watches
	Steady	Toys, Liquors
	Stagnant	Video games

Topics: Sales of TVs, Air conditioners were stagnant on a Y-O-Y basis because of boosted sales by Eco-point system last year.

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