

Monthly Sales Bulletin : BIC CAMERA for year to August 2013

- 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.
 - ※Bic Camera group: Bic Camera, Kojima, Sofmap, Bic Camera Outlet, Bic Shuhan and Umokobo
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- Sales data is with the exception of 2 fees, cellular phone entry fee and an Internet agency fee.

1. Net Sales amount of Bic Camera group (% change over previous fiscal year)

	Sep '12	Oct '12	Nov '12	1Q	Dec '12	Jan '13	Feb '13	2Q	1Q,2Q	Mar '13	Apr '13	May '13	3Q	Jun '13	Jul '13	Aug '13	4Q	3Q,4Q	1Q~4Q	
Bic Camera group	93.6	89.5	98.5	93.9	93.7				93.7											
Bic Camera	100.3	97.4	104.5	100.8	97.4				99.6											

2. Sales by product line amount of Bic Camera (% change over previous fiscal year)

(1) Sales by product line (% change over previous fiscal year)

	Sep '12	Oct '12	Nov '12	1Q	Dec '12	Jan '13	Feb '13	2Q	1Q,2Q	Mar '13	Apr '13	May '13	3Q	Jun '13	Jul '13	Aug '13	4Q	3Q,4Q	1Q~4Q	
Audio visual products	83.2	83.8	85.4	84.1	86.9				85.0											
Home appliances	117.6	102.3	110.8	110.1	105.4				108.6											
Information communications equipment products	105.6	105.8	117.8	109.8	102.4				107.3											
Other products	102.9	103.7	109.2	105.4	97.9				102.3											

(2) Business Details (August 2013)

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

Topics: Sales of Video Games couldn't clear a high hurdle by the release of a hit game software and "PS Vita" in the last year.

※ We disclose the sales amount of Bic Camera group including Kojima and Sofmap from this fiscal year.