

## 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
  - ※Bic Camera: 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 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	93.3	93.7	94.5	93.8	93.8	97.4	96.7	100.1	98.0	108.8				100.6	96.4
Bic Camera	100.3	97.4	104.5	100.8	97.4	100.7	99.9	99.1	99.8	106.2	101.4	104.4	104.1	112.6				106.1	102.3

### 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	98.1	86.6	90.1	87.2	96.7	96.6	93.7	95.7	103.8				97.5	90.9
Home appliances	117.6	102.3	110.8	110.1	105.4	103.0	101.4	103.5	106.5	114.0	105.1	104.9	108.4	115.8				110.4	108.2
Information communications equipment products	105.6	105.8	117.8	109.8	102.4	100.5	104.2	102.3	105.7	104.7	101.3	110.5	105.2	118.2				107.9	106.6
Other products	102.9	103.7	109.2	105.4	97.9	102.4	114.0	102.6	103.8	113.2	104.4	111.5	109.8	110.9				110.1	106.1

#### (2) Business Details (August 2013)

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

※ TVs' sales exceeded 100% year on year base. It is first time since July 2011. because of the unit price up.

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