

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	<u>93.6</u>	89.5	98.5	93.9																
Bic Camera	<u>100.3</u>	97.4	104.5	100.8																

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																
Home appliances	117.6	102.3	110.8	110.1																
Information communications equipment products	105.6	105.8	117.8	109.8																
Other products	<u>102.9</u>	103.7	109.2	105.4																

(2) Business Details (August 2013)

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

Topics: Because underlined figures of September were wrong, we corrected these figures as follows.

(Correct) Bic Camera group 93.6% Bic Camera 100.3% Other products 102.9%

(Wrong) Bic Camera group 93.4% Bic Camera 99.9% Other products 100.5%

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