

Monthly Sales Bulletin : BIC CAMERA fiscal year ending August 2014

- 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)
- 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 '13	Oct '13	Nov '13	1Q	Dec '13	Jan '14	Feb '14	2Q	1Q,2Q	Mar '14	Apr '14	May '14	3Q	Jun '14	Jul '14	Aug '14	4Q	3Q,4Q	1Q~4Q	
Bic Camera group	95.5	97.4		96.4																
Bic Camera	103.5	102.9		103.2																

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 '13	Oct '13	Nov '13	1Q	Dec '13	Jan '14	Feb '14	2Q	1Q,2Q	Mar '14	Apr '14	May '14	3Q	Jun '14	Jul '14	Aug '14	4Q	3Q,4Q	1Q~4Q	
Audio visual products	99.7	93.3		96.5																
Home appliances	98.9	107.5		103.0																
Information communications equipment products	102.5	99.5		100.9																
Other products	118.8	117.5		118.1																

(2) Business Details (August 2014)

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