

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 and other subsidiaries
- 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	99.1	97.4	97.8	105.6	113.8	104.3	101.1	152.7	83.1	90.3	111.8						104.6
Bic Camera	103.5	102.9	104.8	103.8	105.0	114.1	120.9	111.8	108.1	157.2	90.2	100.0	118.8						111.7

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	100.2	97.7	101.4	104.5	114.4	105.6	101.9	136.0	89.3	106.3	112.4						105.3
Home appliances	98.9	107.5	113.9	106.9	114.9	128.3	143.8	126.9	117.5	184.2	81.3	101.9	128.5						121.3
Information communications equipment products	102.5	99.5	100.8	100.9	105.6	113.0	107.8	108.4	104.9	155.7	94.3	90.4	115.9						108.7
Other products	118.8	117.5	105.1	113.5	98.1	111.0	118.3	106.4	109.5	148.0	96.5	104.2	118.5						112.3

(2) Business Details (August 2014)

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

※Reaction to net sales due to the consumption tax increase was smaller than expected. Net sales in May has returned to same level of May last year.
 The recovery was faster than the expected.