

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 | 87.7 | 93.0 | 100.2 | 93.4 | 102.4 | 101.8 |
| 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 | 95.9 | 101.7 | 106.4 | 101.2 | 110.0 | 109.1 |

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 | 103.3 | 106.1 | 105.2 | 104.9 | 108.7 | 105.2 |
| 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 | 98.1 | 98.6 | 113.7 | 102.7 | 114.4 | 115.8 |
| 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 | 84.5 | 99.2 | 98.0 | 93.7 | 105.6 | 105.2 |
| 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 | 100.1 | 105.0 | 109.0 | 104.7 | 111.5 | 110.5 |

(2) Business Details (August 2014)

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