

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											
Bic Camera	103.5	102.9	104.8	103.8	105.0	114.1	120.9	111.8	108.1											

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											
Home appliances	98.9	107.5	113.9	106.9	114.9	128.3	143.8	126.9	117.5											
Information communications equipment products	102.5	99.5	100.8	100.9	105.6	113.0	107.8	108.4	104.9											
Other products	118.8	117.5	105.1	113.5	98.1	111.0	118.3	106.4	109.5											

(2) Business Details (August 2014)

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

※ It was heavy snow for two consecutive weekends of February.