

Monthly Sales Bulletin : BIC CAMERA fiscal year ending August 2015

■ 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 '14 | Oct '14 | Nov '14 | 1Q | Dec '14 | Jan '15 | Feb '15 | 2Q | 1Q,2Q | Mar '15 | Apr '15 | May '15 | 3Q | Jun '15 | Jul '15 | Aug '15 | 4Q | 3Q,4Q | 1Q~4Q | |
|------------------|---------|---------|---------|----|---------|---------|---------|----|-------|---------|---------|---------|----|---------|---------|---------|----|-------|-------|--|
| Bic Camera group | 95.2 | | | | | | | | | | | | | | | | | | | |
| Bic Camera | 99.5 | | | | | | | | | | | | | | | | | | | |

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 '14 | Oct '14 | Nov '14 | 1Q | Dec '14 | Jan '15 | Feb '15 | 2Q | 1Q,2Q | Mar '15 | Apr '15 | May '15 | 3Q | Jun '15 | Jul '15 | Aug '15 | 4Q | 3Q,4Q | 1Q~4Q | |
|---|---------|---------|---------|----|---------|---------|---------|----|-------|---------|---------|---------|----|---------|---------|---------|----|-------|-------|--|
| Audio visual products | 95.5 | | | | | | | | | | | | | | | | | | | |
| Home appliances | 104.4 | | | | | | | | | | | | | | | | | | | |
| Information communications equipment products | 96.7 | | | | | | | | | | | | | | | | | | | |
| Other products | 103.0 | | | | | | | | | | | | | | | | | | | |

(2) Business Details

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

※September 2014 had one day less of Sunday compared with September 2013, which had an effect of decrease in sales.