

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	95.9	98.1	96.5	92.9	91.4		92.2	94.5											94.5
Bic Camera	99.5	99.4	103.2	100.8	96.9	97.7		97.3	99.1											99.1

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 '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	98.7	104.8	99.7	96.1	97.1		96.5	98.2											98.2
Home appliances	104.4	102.1	105.8	104.2	105.2	99.2		102.5	103.4											103.4
Information communications equipment products	96.7	95.0	92.0	94.4	83.7	88.0		85.5	90.3											90.3
Other products	103.0	103.0	115.4	107.1	105.7	112.2		108.2	107.6											107.6

(2) Business Details

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

※Net sales in January 2014 increased before consumption tax up in April 2014. (Net sales in January 2014 increased 14.1% compared with Net sales in January 2013)
January 2015 had one day more of Saturday compared with January 2014, and January 2015 had one day less of the New Year holidays compared with January 2014.