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	1H	Mar '15	Apr '15	May '15	3Q	Jun '15	Jul '15	Aug '15	4Q	2H	Total
Bic Camera group	95.2	95.9	98.1	96.5	92.9	91.4	88.7	91.2	93.6	62.8	118.3	109.0	87.2						91.3
Bic Camera	99.5	99.4	103.2	100.8	96.9	97.7	96.7	97.1	98.8	67.9	125.4	113.7	93.3						96.8

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	1H	Mar '15	Apr '15	May '15	3Q	Jun '15	Jul '15	Aug '15	4Q	2H	Total
Audio visual products	95.5	98.7	104.8	99.7	96.1	97.1	95.3	96.2	97.8	72.0	111.9	91.0	87.4						94.2
Home appliances	104.4	102.1	105.8	104.2	105.2	99.2	94.7	100.1	101.9	64.0	165.3	140.6	101.7						101.8
Information communications equipment products	96.7	95.0	92.0	94.4	83.7	88.0	90.6	86.9	90.3	60.5	98.5	95.7	78.9						86.1
Other products	103.0	103.0	115.4	107.1	105.7	112.2	110.8	108.9	108.1	83.3	145.1	132.5	112.2						109.5

(2) Business Details

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