

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	97.2	104.6		101.1	92.3	93.0
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	105.9	109.4		107.8	98.6	98.7

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	89.8	90.2		90.0	88.4	93.5
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	110.4	124.5		118.0	108.2	105.0
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	98.8	93.1		95.8	84.3	87.5
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	129.7	130.6		130.2	118.9	112.9

(2) Business Details

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