

Monthly Sales Bulletin : BIC CAMERA fiscal year ending August 2016

- 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 '15	Oct '15	Nov '15	1Q	Dec '15	Jan '16	Feb '16	2Q	1H	Mar '16	Apr '16	May '16	3Q	Jun '16	Jul '16	Aug '16	4Q	2H	Total
Bic Camera group	99.3	102.9	96.0	99.2															
Bic Camera	101.3	104.7	95.4	100.2															

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 '15	Oct '15	Nov '15	1Q	Dec '15	Jan '16	Feb '16	2Q	1H	Mar '16	Apr '16	May '16	3Q	Jun '16	Jul '16	Aug '16	4Q	2H	Total
Audio visual products	87.9	88.0	77.6	84.3															
Home appliances	113.7	121.1	106.0	112.9															
Information communications equipment products	94.0	96.6	90.5	93.6															
Other products	111.7	115.4	108.6	111.8															

(2) Business Details

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

※November 2015 had one day less of Saturday compared with November 2014, which had an effect of decrease in sales.