

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	98.6	104.0	100.2	100.8	100.1	94.4			94.4					94.4	99.1
Bic Camera	101.3	104.7	95.4	100.2	99.1	103.2	99.5	100.5	100.4	94.3			94.3					94.3	99.4

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	86.2	84.2	85.9	85.5	84.9	82.1			82.1					82.1	84.5
Home appliances	113.7	121.1	106.0	112.9	107.0	116.1	108.7	110.3	111.5	101.6			101.6					101.6	109.8
Information communications equipment products	94.0	96.6	90.5	93.6	94.9	97.4	95.8	96.0	94.8	92.4			92.4					92.4	94.5
Other products	111.7	115.4	108.6	111.8	108.5	116.6	105.5	110.0	110.8	100.2			100.2					100.2	109.2

(2) Business Details

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