

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	96.6		95.4					95.4	98.9
Bic Camera	101.3	104.7	95.4	100.2	99.1	103.2	99.5	100.5	100.4	94.3	95.9		95.1					95.1	99.0

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	87.1		84.4					84.4	84.8
Home appliances	113.7	121.1	106.0	112.9	107.0	116.1	108.7	110.3	111.5	101.6	98.0		100.0					100.0	108.3
Information communications equipment products	94.0	96.6	90.5	93.6	94.9	97.4	95.8	96.0	94.8	92.4	96.7		94.4					94.4	94.7
Other products	111.7	115.4	108.6	111.8	108.5	116.6	105.5	110.0	110.8	100.2	101.7		100.9					100.9	108.3

(2) Business Details

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