

## 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    | 96.7    | 95.8 | 98.2    | 99.2    |         | 98.7 | 97.0 | 98.6  |
| 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 | 96.6    | 98.4    |         | 97.6 | 96.1 | 98.4  |

### 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    | 87.1    | 89.8    | 86.0  | 87.0    | 93.7    |         | 90.6  | 87.7  | 86.1  |
| Home appliances            | 113.7   | 121.1   | 106.0   | 112.9 | 107.0   | 116.1   | 108.7   | 110.3 | 111.5 | 101.6   | 98.0    | 93.4    | 97.7  | 104.7   | 98.4    |         | 101.1 | 99.2  | 105.2 |
| Information communications | 94.0    | 96.6    | 90.5    | 93.6  | 94.9    | 97.4    | 95.8    | 96.0  | 94.8  | 92.4    | 96.7    | 96.7    | 95.1  | 89.8    | 99.5    |         | 94.8  | 95.0  | 94.9  |
| Other products             | 111.7   | 115.4   | 108.6   | 111.8 | 108.5   | 116.6   | 105.5   | 110.0 | 110.8 | 100.2   | 101.7   | 101.8   | 101.2 | 100.2   | 101.7   |         | 101.0 | 101.1 | 106.3 |

#### (2) Business Details

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