

Monthly Sales Bulletin : BIC CAMERA fiscal year ending August 2017

- 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 '16	Oct '16	Nov '16	1Q	Dec '16	Jan '17	Feb '17	2Q	1H	Mar '17	Apr '17	May '17	3Q	Jun '17	Jul '17	Aug '17	4Q	2H	Total
Bic Camera group	99.8	100.3		100.1															
Bic Camera	100.1	100.0		100.1															

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 '16	Oct '16	Nov '16	1Q	Dec '16	Jan '17	Feb '17	2Q	1H	Mar '17	Apr '17	May '17	3Q	Jun '17	Jul '17	Aug '17	4Q	2H	Total
Audio visual products	92.5	94.7		93.6															
Home appliances	106.2	104.0		105.1															
Information communications	97.7	100.0		98.9															
Other products	102.4	99.8		101.1															

(2) Business Details

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