

## 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	96.8	98.9															
Bic Camera	100.1	100.0	98.6	99.6															

### 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	96.2	94.5															
Home appliances	106.2	104.0	99.7	103.1															
Information communications	97.7	100.0	94.6	97.4															
Other products	102.4	99.8	103.3	101.9															

#### (2) Business Details

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

※ November 2016 had one day less of Sunday compared with November 2015, which had an effect of decrease in sales.