

## 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 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	101.6	102.0	98.0	100.5	99.4			99.4	100.1										
Bic Camera	100.1	100.0	98.6	99.6	99.8			99.8	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	100.8			100.8	96.6										
Home appliances	106.2	104.0	99.7	103.1	97.3			97.3	101.2										
Information communications	97.7	100.0	94.6	97.4	97.5			97.5	97.5										
Other products	102.4	99.8	103.3	101.9	104.2			104.2	102.6										

#### (2) Business Details

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

※ We have excluded the Sofmap sales volume from the results of "Net Sales amount of Bic Camera Group" and changed the all calculation backdated to September, 2016.

※ Sofmap is dynamically shifting it's business model from the merchandise sales to the online support service.