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	99.7	99.8	99.6	100.0										
Bic Camera	100.1	100.0	98.6	99.6	99.8	100.6	98.5	99.7	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	103.1	97.4	100.6	97.8										
Home appliances	106.2	104.0	99.7	103.1	97.3	100.7	101.5	99.6	101.2										
Information communications	97.7	100.0	94.6	97.4	97.5	94.8	94.4	95.8	96.5										
Other products	102.4	99.8	103.3	101.9	104.2	104.4	99.5	103.0	102.5										

(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, Refrigerators, Air conditioners, Washing machines
	Slightly Stagnant	Kitchen appliances
Information communications equipment products	Steady	Cellular phones(Smartphone)
	Slightly Stagnant	PCs, PC peripherals
Other products	Better	Medicines
	Steady	Video games, Liquors
	Slightly Stagnant	Watches, Glasses and Contact lenses, Sporting goods, Toys

※ It had one less business day in February 2017 than February 2016.
※ It had one day less of Holiday in February 2017 than February 2016, which had an effect of decrease in sales.