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	104.3									100.7
Bic Camera	100.1	100.0	98.6	99.6	99.8	100.6	98.5	99.7	99.6	103.6									100.3

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	100.7									98.3
Home appliances	106.2	104.0	99.7	103.1	97.3	100.7	101.5	99.6	101.2	105.0									101.8
Information communications	97.7	100.0	94.6	97.4	97.5	94.8	94.4	95.8	96.5	98.6									96.9
Other products	102.4	99.8	103.3	101.9	104.2	104.4	99.5	103.0	102.5	110.4									103.6

(2) Business Details

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