

Monthly Sales Bulletin : BIC CAMERA fiscal year ended 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	108.1	104.3	105.5	102.5	109.4	109.7	107.4	106.4	103.2
Bic Camera	100.1	100.0	98.6	99.6	99.8	100.6	98.5	99.7	99.6	103.6	108.1	105.0	105.5	105.1	109.6	113.3	109.3	107.4	103.5

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	104.1	104.7	103.1	109.1	106.8	118.1	111.2	107.0	102.3
Home appliances	106.2	104.0	99.7	103.1	97.3	100.7	101.5	99.6	101.2	105.0	110.2	104.0	106.2	95.5	106.5	104.6	102.4	104.2	102.8
Information communications	97.7	100.0	94.6	97.4	97.5	94.8	94.4	95.8	96.5	98.6	104.8	99.8	101.1	112.0	105.1	110.2	108.9	104.6	100.4
Other products	102.4	99.8	103.3	101.9	104.2	104.4	99.5	103.0	102.5	110.4	112.9	112.1	111.8	111.1	121.6	124.6	119.3	115.5	108.8

(2) Business Details

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