

Monthly Sales Bulletin : BIC CAMERA fiscal year ending August 2018

- 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 '17	Oct '17	Nov '17	1Q	Dec '17	Jan '18	Feb '18	2Q	1H	Mar '18	Apr '18	May '18	3Q	Jun '18	Jul '18	Aug '18	4Q	2H	Total
Bic Camera group	105.6	107.2		106.4															
Bic Camera	107.5	110.2		108.9															

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 '17	Oct '17	Nov '17	1Q	Dec '17	Jan '18	Feb '18	2Q	1H	Mar '18	Apr '18	May '18	3Q	Jun '18	Jul '18	Aug '18	4Q	2H	Total
Audio visual products	112.1	116.2		114.2															
Home appliances	101.2	108.7		105.0															
Information communications	101.9	96.3		99.0															
Other products	117.9	122.1		120.1															

(2) Business Details

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

※It had one day less of Saturday in October 2017 than October 2016, which had an effect of decrease in sales.