

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	112.0	108.3	112.1				109.5											
Bic Camera	107.5	110.2	114.2	110.7	114.4				111.9											

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	115.4	114.6	112.3				113.8											
Home appliances	101.2	108.7	109.9	106.7	109.9				107.7											
Information communications	101.9	96.3	114.2	104.1	114.6				107.3											
Other products	117.9	122.1	119.1	119.7	121.2				120.2											

(2) Business Details

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

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