

## 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 and Kojima.
- 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	111.6	111.1	109.8	110.6									110.0
Bic Camera	107.5	110.2	114.2	110.7	114.4	111.5	113.4	113.2	112.1	112.1									112.1

### 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	107.9	115.4	111.7	113.0	115.6									113.4
Home appliances	101.2	108.7	109.9	106.7	109.9	105.7	104.7	107.0	106.9	106.0									106.7
Information communications	101.9	96.3	114.2	104.1	114.6	114.3	112.6	114.0	109.3	116.4									110.4
Other products	117.9	122.1	119.1	119.7	121.2	119.9	125.9	122.0	121.0	113.5									119.8

#### (2) Business Details

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