

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 excluding 2 fees, cellular phone entry fee and an Internet agency fee.
- Sales data is excluding 2 sales, the sales of online shopping site "Rakuten BIC" and wholesales sales.
- On 11th April, 2018, the online shopping site "BIC CAMERA Rakuten Ichiba" has been renewed as "Rakuten BIC".
 Due to this renewal, the sales of these stores have been excluded from the total volume since April 2018.
- Online shopping site "Rakuten BIC" operated by Rakuten and BIC CAMERA.

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	108.5	106.7	108.7						109.5
Bic Camera	107.5	110.2	114.2	110.7	114.4	111.5	113.4	113.2	112.1	112.1	110.3	108.2	110.3						111.5

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 '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	110.2	108.8	111.7						112.5
Home appliances	101.2	108.7	109.9	106.7	109.9	105.7	104.7	107.0	106.9	106.0	108.9	103.7	106.1						106.6
Information communications	101.9	96.3	114.2	104.1	114.6	114.3	112.6	114.0	109.3	116.4	109.0	110.2	112.0						110.2
Other products	117.9	122.1	119.1	119.7	121.2	119.9	125.9	122.0	121.0	113.5	113.6	112.2	113.1						118.3

(2) Business Details

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

※ It had one day less of Holiday in May 2018 than May 2017, which had an effect of decrease in sales.