

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	111.4	102.1		106.1	107.6	108.8
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	111.2	100.4		105.2	108.2	110.3

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	113.0	101.5		106.6	109.7	111.5
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	111.3	102.1		106.0	106.1	106.5
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	105.3	100.0		102.5	108.5	108.9
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	115.2	97.0		105.0	109.7	115.7

(2) Business Details

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

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