

Monthly Sales Bulletin : BIC CAMERA fiscal year ending August 2019

- 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.
- 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 '18	Oct '18	Nov '18	1Q	Dec '18	Jan '19	Feb '19	2Q	1H	Mar '19	Apr '19	May '19	3Q	Jun '19	Jul '19	Aug '19	4Q	2H	Total
Bic Camera group	108.6	101.9	101.6	103.9															
Bic Camera	106.3	101.0	100.0	102.3															

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 '18	Oct '18	Nov '18	1Q	Dec '18	Jan '19	Feb '19	2Q	1H	Mar '19	Apr '19	May '19	3Q	Jun '19	Jul '19	Aug '19	4Q	2H	Total
Audio visual products	103.1	99.6	96.0	99.5															
Home appliances	108.0	100.3	101.3	103.0															
Information communications	109.0	104.8	99.6	104.2															
Other products	104.5	99.8	102.1	102.0															

(2) Business Details

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

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

※ One year has passed since opening of "BIC CAMERA Funabashi Tobu shop" (November 17, 2017).