

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	121.1	100.2	100.5	108.7	106.6	106.8	101.2	106.9	105.0	107.7	96.2	116.5	106.0	105.5	106.0
Bic Camera	106.3	101.0	100.0	102.3	123.4	97.6	98.0	108.3	105.6	102.9	98.4	102.4	101.3	106.2	99.7	113.1	106.0	103.6	104.6

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	114.5	89.8	90.6	100.5	100.1	98.1	95.2	95.8	96.5	100.8	105.1	109.0	105.0	100.6	100.4
Home appliances	108.0	100.3	101.3	103.0	119.2	97.1	98.0	106.0	104.6	101.9	95.7	108.0	101.9	111.1	91.5	125.5	107.2	104.6	104.6
Information communications	109.0	104.8	99.6	104.2	132.9	98.9	101.8	113.6	109.4	105.4	103.2	105.5	104.7	108.0	107.4	109.0	108.1	106.2	107.8
Other products	104.5	99.8	102.1	102.0	126.9	103.2	100.7	112.8	108.0	106.1	99.5	97.5	101.2	102.5	101.8	105.2	103.1	102.1	105.2

(2) Business Details

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