

Monthly Sales Bulletin : BIC CAMERA fiscal year ending August 2020

- 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.

1. Net Sales amount of Bic Camera group (% change over previous fiscal year)

	Sep '19	Oct '19	Nov '19	1Q	Dec '19	Jan '20	Feb '20	2Q	1H	Mar '20	Apr '20	May '20	3Q	Jun '20	Jul '20	Aug '20	4Q	2H	Total
Bic Camera group	153.3	80.8	95.8	109.9															
Bic Camera	149.8	80.9	95.0	108.2															

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 '19	Oct '19	Nov '19	1Q	Dec '19	Jan '20	Feb '20	2Q	1H	Mar '20	Apr '20	May '20	3Q	Jun '20	Jul '20	Aug '20	4Q	2H	Total
Audio visual products	142.8	75.1	91.8	103.3															
Home appliances	165.4	74.9	94.9	111.0															
Information communications	148.9	87.4	91.3	109.1															
Other products	137.5	86.8	101.1	108.0															

(2) Business Details

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

This year, there was a positive effect on financial results from the way that days of the week fall on the calendar, but not enough to counter the effect of the lull following the surge in demand associated with the consumption tax hike.