

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	79.0				98.5											
Bic Camera	149.8	80.9	95.0	108.2	75.0				95.6											

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 '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	71.7				91.3											
Home appliances	165.4	74.9	94.9	111.0	77.4				99.2											
Information communications	148.9	87.4	91.3	109.1	76.0				96.2											
Other products	137.5	86.8	101.1	108.0	74.3				94.4											

(2) Business Details

Product Lines	Trend	Main Products
Audio visual products	<p>PayPay campaign, and the net sales result was extremely high, with an increase of 23.4% compared with the same period of the previous year. On the other hand, this year the lull following the surge in demand associated with the consumption tax hike has persisted and in addition to a negative effect from how days of the week fall on the calendar, resulting in one less Saturday and public holiday, respectively, there was also a negative effect on seasonal product sales due to high temperatures. As a result, sales of all products were sluggish.</p>	
Home appliances		
equipment products		
Information communications		
equipment products		
Other products		
equipment products		