

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	100.2	101.8	91.0	99.3										
Bic Camera	149.8	80.9	95.0	108.2	75.0	100.5	99.4	88.2	96.9										

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	101.8	102.8	87.4	94.4										
Home appliances	165.4	74.9	94.9	111.0	77.4	92.7	99.3	87.7	98.1										
Information communications	148.9	87.4	91.3	109.1	76.0	116.8	118.6	97.7	102.6										
Other products	137.5	86.8	101.1	108.0	74.3	94.0	79.5	81.0	92.3										

(2) Business Details

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

This year, there were more trading days in February on account of the leap year, and the way that days of the week fall on the calendar (resulting in one more Saturday and public holiday, respectively) also had a positive effect.

On the other hand, the negative effect caused by the novel coronavirus (COVID-19) is growing larger every day.