

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	80.9	76.9		79.1						94.0
Bic Camera	149.8	80.9	95.0	108.2	75.0	100.5	99.4	88.2	96.9	75.8	62.1		69.4						89.9

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	69.3	51.0		60.9						85.9
Home appliances	165.4	74.9	94.9	111.0	77.4	92.7	99.3	87.7	98.1	73.1	56.3		65.5						89.7
Information communications	148.9	87.4	91.3	109.1	76.0	116.8	118.6	97.7	102.6	88.5	91.6		90.0						99.2
Other products	137.5	86.8	101.1	108.0	74.3	94.0	79.5	81.0	92.3	71.2	45.8		59.1						84.4

(2) Business Details

Product Lines	Trend	Main Products
Audio visual products	<p>The temporary closing of some stores which had been initially implemented only on weekends mainly in Tokyo in late-March increased to weekdays in compliance with the declaration of a state of emergency issued on April 7. As of April 30, 18 of 45 Bic Camera stores suspended operation. In addition, daily operation hours were reduced by a maximum of five hours from. As a result, sales from physical stores remained sluggish.</p> <p>On the other hand, sales from online shopping doubled year on year, reflecting the acceleration of stay-at-home requests and an increase in the number of new customers.</p>	
Home appliances equipment products		
Information communications equipment products		
Other products equipment products		