

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	89.7	82.4						93.6
Bic Camera	149.8	80.9	95.0	108.2	75.0	100.5	99.4	88.2	96.9	75.8	62.1	71.8	70.2						88.0

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	60.7	60.8						83.5
Home appliances	165.4	74.9	94.9	111.0	77.4	92.7	99.3	87.7	98.1	73.1	56.3	68.8	66.6						87.3
Information communications	148.9	87.4	91.3	109.1	76.0	116.8	118.6	97.7	102.6	88.5	91.6	92.1	90.6						98.5
Other products	137.5	86.8	101.1	108.0	74.3	94.0	79.5	81.0	92.3	71.2	45.8	65.3	61.0						82.6

(2) Business Details

Product Lines	Trend	Main Products
Audio visual products	<p>The number of Bic Camera stores temporarily closed fell to two as of May 31 (18 stores as of April 30), and decreases in business hours stood at a maximum of two hours (five hours as of April 30).</p> <p>Sales are on a recovery trend following the lifting of the state of emergency. Even so, there are ongoing impacts resulting from the population decline during the daytime due to teleworking and the suspension of commercial facilities, among other factors.</p> <p>As a result, sales from physical stores remained sluggish.</p> <p>On the other hand, sales from online shopping doubled year on year.</p>	
Home appliances equipment products		
Information commur equipment products		
Other products equipment products		