

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	109.2	99.5		104.2	91.2	95.5
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	93.3	88.0		90.5	78.4	88.5

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	82.3		82.8	69.8	83.3
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	101.1	92.0		96.5	79.4	89.2
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	114.1	107.5		110.7	97.9	100.5
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	70.3	69.8		70.1	64.7	80.4

(2) Business Details

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

Shortening of store business hours (Ongoing) *Up to 2 hours

Sales from online shopping great increase year on year