

Monthly Sales Bulletin : BIC CAMERA fiscal year ending August 2021

- 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 '20	Oct '20	Nov '20	1Q	Dec '20	Jan '21	Feb '21	2Q	1H	Mar '21	Apr '21	May '21	3Q	Jun '21	Jul '21	Aug '21	4Q	2H	Total
Bic Camera group	64.8																		
Bic Camera	61.1																		

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 '20	Oct '20	Nov '20	1Q	Dec '20	Jan '21	Feb '21	2Q	1H	Mar '21	Apr '21	May '21	3Q	Jun '21	Jul '21	Aug '21	4Q	2H	Total
Audio visual products	59.0																		
Home appliances	57.9																		
IC equipment products	68.4																		
Other products	59.7																		

(2) Business Details

Product Lines	Trend	Main Products
Audio visual products	Sales were affected this year, reflecting a decline in reaction to the significant growth achieved in the previous year due to last-minute demand before the consumption tax hike. In addition, there were negative effects for reasons related to days of the week, namely, the fact that the number of Sundays was one fewer compared to the previous year. In terms of product trends, games were solid although sales of most products were sluggish, reflecting a decline in reaction to last-minute increase in demand in the previous year.	
Home appliances equipment products		
Information communications equipment products		
Other products equipment products		

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