

Monthly Sales Bulletin : BicCamera 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 BicCamera 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
BicCamera & Kojima(subsidiary)	64.8	126.8	115.5	94.9	101.6	96.3	97.3	98.7	96.8	117.5									99.6
BicCamera	61.1	117.5	104.4	88.1	93.7	84.7	88.8	89.4	88.8	111.3									91.6

2. Sales by product line amount of BicCamera (% 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	109.2	94.0	81.5	90.4	73.8	77.6	81.5	81.5	104.3									84.2
Home appliances	57.9	133.1	106.3	89.0	103.2	97.6	92.4	98.2	93.6	110.4									95.7
Information communications	68.4	137.5	147.5	109.3	103.8	93.7	100.1	99.3	103.9	122.7									106.6
Other products	59.7	89.4	73.2	72.0	77.2	68.5	78.6	74.7	73.4	102.8									76.7

(2) Business Details

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

Some stores continue to curtail their business hours and, in principle, close between 8 p.m. and 9 p.m. The fiscal year under review had one fewer Sunday. It had one national holiday that fell on a Saturday.

COVID-19 impacted the entire previous fiscal year. This has resulted in the targets being easier to reach.

In general, results were poorer than in the fiscal year before the preceding fiscal year.