

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	117.7	109.3	114.8	79.9				104.3	99.7
BicCamera	61.1	117.5	104.4	88.1	93.7	84.7	88.8	89.4	88.8	111.3	129.3	121.6	119.6	83.2				108.6	95.5

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	140.3	124.6	120.1	85.1				109.5	90.2
Home appliances	57.9	133.1	106.3	89.0	103.2	97.6	92.4	98.2	93.6	110.4	150.1	143.1	131.7	80.7				113.5	100.7
Information communications	68.4	137.5	147.5	109.3	103.8	93.7	100.1	99.3	103.9	122.7	102.4	108.2	111.6	80.1				103.4	103.7
Other products	59.7	89.4	73.2	72.0	77.2	68.5	78.6	74.7	73.4	102.8	146.8	104.3	114.1	91.3				107.9	83.4

(2) Business Details

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

This year, Tokyo and some other areas were under a state of emergency until June 20. In comparison, no state of emergency was declared and there was a special fixed-sum cash benefit and other economic measures to put sales on a recovery track in the previous year. For these reasons, sales were down from the preceding