

Monthly Sales Bulletin : BicCamera fiscal year ending August 2026

- 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 '25	Oct '25	Nov '25	1Q	Dec '25	Jan '26	Feb '26	2Q	1H	Mar '26	Apr '26	May '26	3Q	Jun '26	Jul '26	Aug '26	4Q	2H	Total
BicCamera & Kojima(subsidiary)	105.7	108.0	109.7	107.9	101.5	106.4	101.7	103.2	105.3	107.3	115.6	126.6	115.9	92.5	107.8		100.1	109.5	107.3
BicCamera	107.3	107.6	109.5	108.2	104.4	104.8	100.9	103.5	105.7	109.8	117.8	126.4	117.5	97.0	108.5		102.7	111.5	108.3

2. Sales by product line amount of BicCamera (% change over previous fiscal year)

(1) Sales by product line (% change over previous fiscal year)

	Sep '25	Oct '25	Nov '25	1Q	Dec '25	Jan '26	Feb '26	2Q	1H	Mar '26	Apr '26	May '26	3Q	Jun '26	Jul '26	Aug '26	4Q	2H	Total
Audio visual products	104.8	100.4	106.6	104.0	99.0	103.8	104.8	102.1	103.0	112.3	116.8	121.3	116.6	110.1	113.5		111.8	114.7	108.1
Home appliances	104.8	101.3	105.9	104.1	92.4	101.2	101.8	97.9	100.8	106.9	115.6	130.9	117.5	90.5	112.9		101.5	110.8	105.5
Information communications equipment products	108.6	109.8	100.0	106.1	103.7	103.3	91.5	99.7	102.7	105.4	108.5	112.8	108.4	111.3	107.1		109.1	108.6	105.4
Other products	111.2	118.6	125.5	119.0	125.1	112.7	108.1	116.5	117.7	118.6	133.4	136.4	129.2	87.6	100.5		93.8	113.2	115.6

(2) Business Details

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