

## Monthly Sales Bulletin : BIC CAMERA for year to August 2009

- 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 "biccamera.com" with the exception of Sofmap.  
 (Bic camera group: Bic camera, Bic Sports, Bic Toys, Bic Shuhan and Umokobo)
- Sales data is with the exception of 2 fees, cellular phone entry fee and an Internet agency fee.

### 1. Net Sales (% change over previous fiscal year)

	Sep '08	Oct '08	Nov '08	Dec '08	Jan '09	Feb '09	Six months to Feb '09	Mar '09	Apr '09	May '09	Jun '09	Jul '09	Aug '09	Six months to Aug '09	Year to Aug '09
Net Sales	98.0	100.6	101.7	88.1	95.2	90.7	95.1	95.1	91.8	97.7	95.5	99.2		95.9	95.4

### 2. Sales by product line (% change over previous fiscal year)

	Sep '08	Oct '08	Nov '08	Dec '08	Jan '09	Feb '09	Six months to Feb '09	Mar '09	Apr '09	May '09	Jun '09	Jul '09	Aug '09	Six months to Aug '09	Year to Aug '09
Audio visual products	<u>104.6</u>	<u>109.4</u>	<u>105.4</u>	<u>91.5</u>	<u>102.2</u>	98.6	100.8	101.0	93.9	104.4	101.8	108.9		102.1	101.4
Home appliances	102.8	103.6	111.6	92.3	109.4	100.6	102.8	104.4	102.5	111.0	115.0	100.1		106.2	104.5
Information communications equipment products	<u>95.2</u>	<u>95.6</u>	<u>96.6</u>	<u>86.3</u>	<u>89.8</u>	82.7	90.7	86.4	88.3	86.6	82.2	85.1		85.8	88.4
Other products	85.4	89.2	94.4	81.6	80.0	82.1	84.9	88.8	84.3	89.4	82.2	99.7		89.0	86.6

\* From 1Q for FY ending August 2009,

We have changed digital cameras and related accessories from "Information communication equipment products" to "Audio visual products (including cameras)" as Digital cameras are "digital equipment", but basically "cameras".

This change, therefore, is also reflected in this "Monthly Sales Bulletin" from September 2008 to February 2009 as indicated by "underlines".

### 3. Business Details (July 2009)

Product Lines	Trend	Main Products
Audio visual products	Better	TV (Flat-panel TVs)
	Steady	Blu-ray disc recorders
	Slightly stagnant	Digital cameras
Home appliances	Better	Refrigerators, Kitchen appliances
	Steady	Washing machines, Personal care electronics
	Stagnant	Seasonal home electronics(Air conditioners)
Information communications equipment products	Slightly stagnant	Cellular phones
	Stagnant	PC, PC peripherals
Other products	Better	Games, Toys
	Steady	Liquors

Topics : Sales of air conditioners was stagnant, affected by "the expensive sales due to very hot last summer" and "long rainy season in this year".  
 Sales of games was better, helped by release of "DragonQuest 9" and "new color variation of Nintendo DS".