

## 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				100.2								100.2

### 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	108.8	114.1	111.4				111.4								111.4
Home appliances	102.8	103.6	111.6				106.3								106.3
Information communications equipment products	94.1	95.1	94.1				94.4								94.4
Other products	85.4	89.2	94.4				89.8								89.8

### 3. Business Details (November 2008)

Product Lines	Trend	Main Products
Audio visual products	Better	TV (Flat-Panel TVs), DVD recorders (Blu-ray Disc Recorders)
	Slightly Stagnant	Audio Players
Home appliances	Better	Refrigerators, Washing Machines, Cooking Devices, Air Conditioners
	Steady	Beauty & Barber Products
Information communications equipment products	Better	Mobile Phones
	Steady	PC (Micro Note Book PC)
	Stagnant	Digital Cameras
Other products	Better	Toys
	Steady	Sporting Goods, Liquors
	Slightly Stagnant	Games

Topics: Hamamatsu Store Newly Opened on 20th November, 2008  
1Year since Opening of Okayama Station Store ( 20th November, 2007)