



JASDAQ
Securities Code: 3048

Overseas IR
November 2007

BIC CAMERA

Table of Contents

BIC CAMERA

1. Corporate Summary
2. Our Strength
3. Growth Strategy
4. Reference



1. Corporate Summary

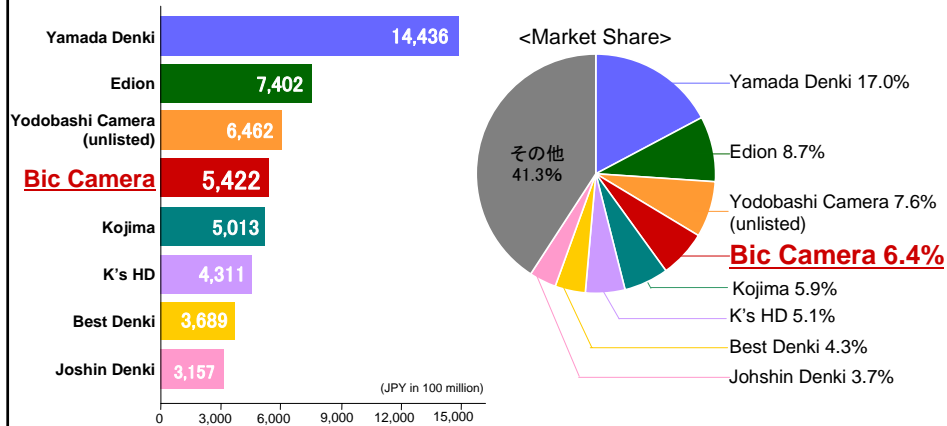
The only Listed “Urban-type” Mass Merchandiser

Visions	“A complex of specialty stores that are committed to bringing you a more affluent lifestyle”
Position in the industry	The 4th largest electronic appliance retailer with a market share of 6.4%
Classifications of electronic retailers	The only listed company of the “Urban type” electronic retailer
Branch policy	“Urban-type” x “Station front” x “Large scale”
Performance	Both Net sales (JPY 542.2 billion) and Operating income (JPY 16.0 billion) hit a record-high for the year ended Aug 2007

Position in the Electronic Retailer Market

BIC CAMERA

The 4th place in the industry for FY2007 (5th in 2006)

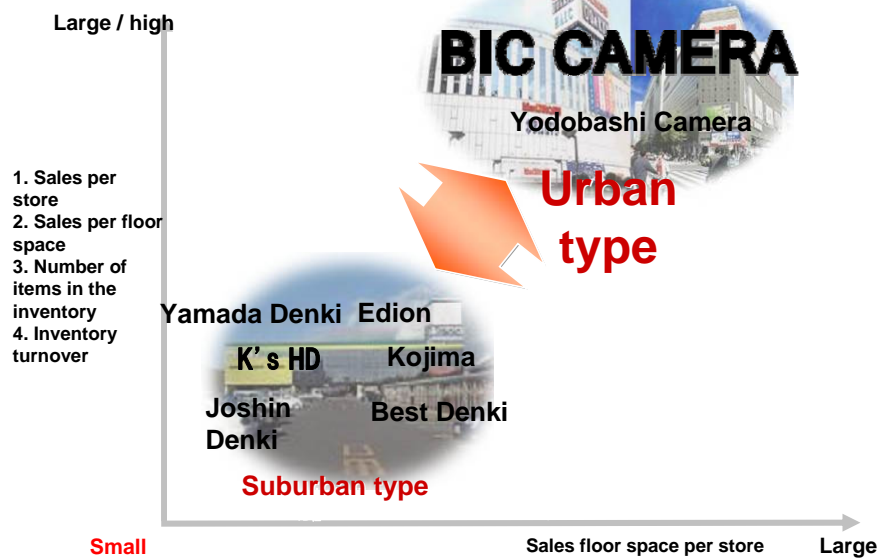


Source: Created by us based on the documents disclosed by each company (Nikkei MJ for Yodobashi Camera)
 Note: Feb/07 consolidated results for Best Denki, Mar/06 non-consolidated results for Yodobashi Camera, Aug/07 consolidated forecasts for us, Mar/07 consolidated results for others
 The shares were calculated based on the fiscal '04 industry market scale of approximately 8.5 trillion yen (source: RIC).

4

Bic Camera = "Urban-type"

BIC CAMERA



5

Characteristics of Products of “Urban-type” Stores

BIC CAMERA

Home Electronics

Urban-type
Bic
Camera

Sales
composition
15.9%

Suburban-
type
YD

Sales
composition
36.7%

<

- The sales composition of products such as white goods is low
 - Demonstration sale
 - Promotion of energy saving products

Information and communication devices

Sales
composition
40.2%

>

Sales
composition
27.6%

- The sales composition of a product needing a product explanation such as a PC or a digital camera is high

Source: Bic Camera (based on disclosed information)
Bic Camera (07/8 non-consolidated), YD (07/3 consolidated)

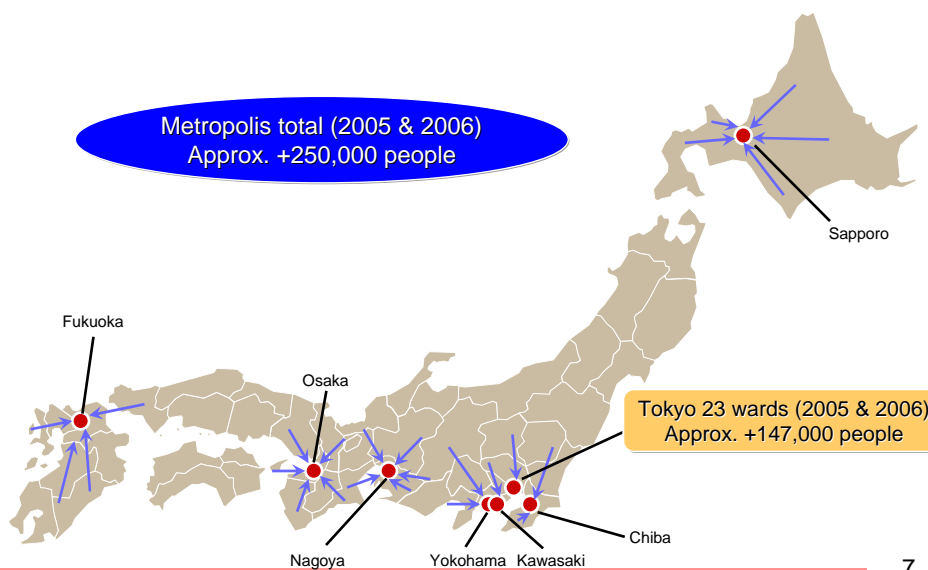
6

Expanding “Urban-type Market”

BIC CAMERA

Increasing urban population

Metropolis total (2005 & 2006)
Approx. +250,000 people



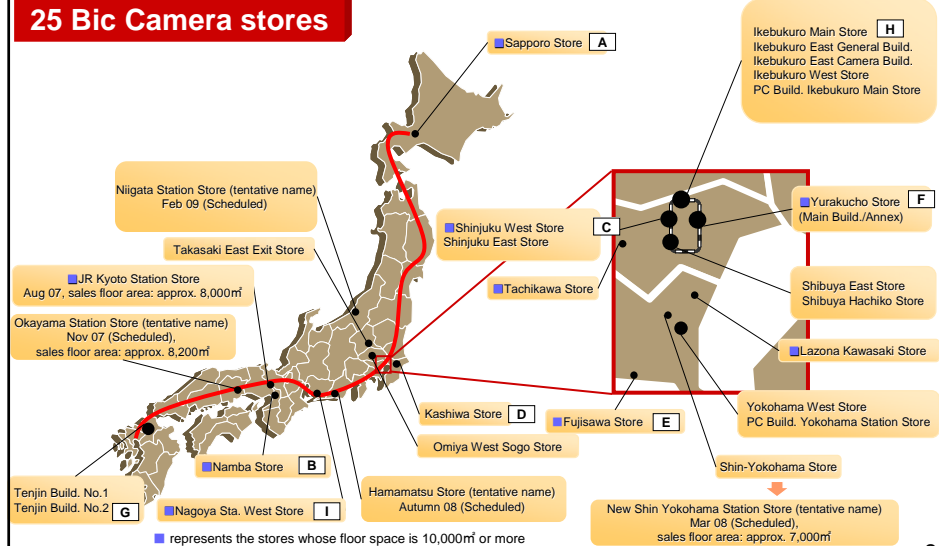
7

Large Scale Stores Located in Populated Areas

BIC CAMERA

“Urban type” x “Station front” x “Large scale” under alliance with JR

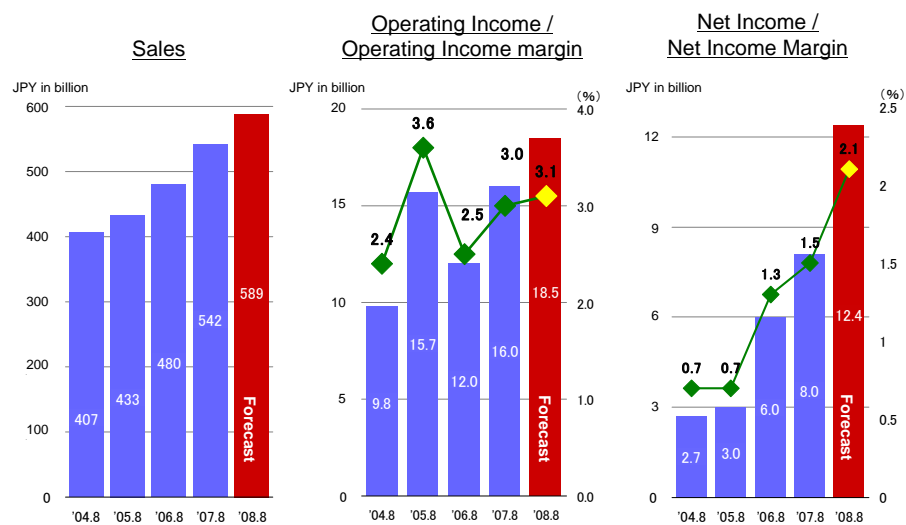
25 Bic Camera stores



8

Financial Highlights (Consolidated)

BIC CAMERA



9

ビックカメラ

2. Our Strength

10

“Urban type” x “Station front” x “Large scale”

Flagship store – Yurakucho Store -



11

Our Strengths

BIC CAMERA

A	Corporate Image	- Chosen as “the most dynamic company” for 6 consecutive years!
B	Expertise	- Over 750 “qualified” expert sales persons (leaders) - About 700,000 items
C	Store Making Know-how	- Placing great value on customers' in-store sensory experience, sales persons are encouraged to make suggestions or proposals to customers - Setting various consultation counters
D	Efficiency	- Per store sales, per 1m ² sales , inventory turnover - Stable customer attractions (even for weekends or bad weather)

12

A. Corporate Image

BIC CAMERA

Superiority of Recruiting

Popularity ranking where job-seekers want to work

1 st	Bic Camera	257 th
2 nd	YC	354 th
3 rd	YD	902 th

(Surveyed by Recruit Co., Ltd.)

■ Recruiting according to 19 types of job

“Dynamic company” No.1 for 6 consecutive years

[Business people survey]

[General individual survey]

Strong sales ability

Willing to change

1st / 1,178 companies

1st / 1,178 companies

1st / 1,178 companies

1st / 1,178 companies

2nd: Yodobashi Camera
3rd: Fuji TV Network

2nd: Coca-Cola Japan
3rd: Fuji TV Network

2nd: Kirin Brewery
3rd: Toyota Motor

2nd: Nissan Motor
3rd: Yodobashi Camera

■ High brand recognition

Nihon Keizai Shinbun (Nikkei)
“Corporate Image Research” Year 2006 Ranking

13

B. Expertise

BIC CAMERA

Training program focusing on the acquisition of expertise

“Qualified” expert advisors

- More than 750 “qualified” expert advisors (our unique system)

Well-developed training program to develop expertise

Study meetings led by employees with qualification as “professional advisor”

3rd party license recommended

- More than 400 Home appliances advisors
Entitled by the Association for Electronic Home Appliances
- Approx. 70 photo masters (3rd grade – EX)
International Culture College Association Photo Master License Exam. Committee
- Other qualifications
(Dot Com Master, bicycle mechanic, etc.)



Study meeting

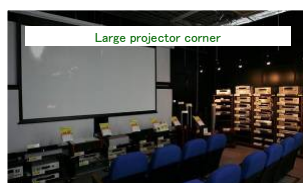
14

C. Store Making Know-how

BIC CAMERA



Clock



Large projector corner



PC consulting counter



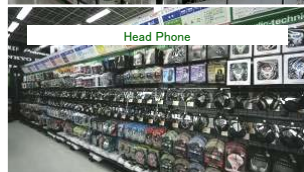
Camera



Cooking electronics demonstration corner



Digital broadcasting consulting corner



Head Phone



Demonstration and comparison corner



Bulk buying

About 700,000 items

Importance of the “looks” and the “fit” inside the store

Providing various consultation counters

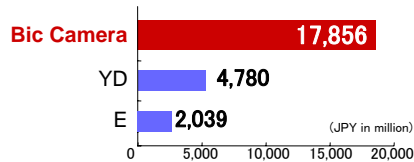
15

D. Efficiency

BIC CAMERA

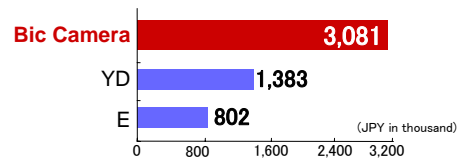
Highly efficient “Urban type” stores

Net sales per store under direct management



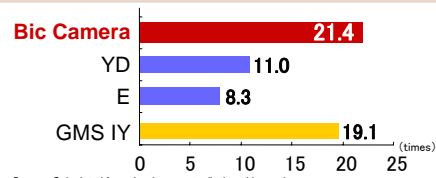
Source: Calculated by us based on the documents disclosed by each company
Note: Aug/06 non-consolidated results for us, Mar/07 non-consolidated results for YD, Mar/07 consolidated results for E

Net sales per 1m²



High inventory turnover

Annual inventory turnover
21.4 Times



Source: Calculated from the documents disclosed by each company
Note: Aug/06 non-consolidated results for us, Mar/07 non-consolidated results for YD, Mar/07 consolidated results for E, Feb/07 non-consolidated results for major supermarket operator IY

* <Sales / (Inventory at beginning of the period + Inventory at end of the period) * 1/2>

16

BIC CAMERA

ビックカメラ

3. Growth Strategy

17

Continuous Growth Strategy

BIC CAMERA

We continue to grow capitalizing on our strengths of "Urban type"

A	Store Opening	"Urban-type" x "Station front" x "Large scale" About 2 stores per year
B	Store Renovation	Working out in a planned way
C	Internet Shopping	Renewal of websites, common use of points with actual stores
D	TV Shopping	Starting TV shopping in December 2007 mainly through Nippon BS Broadcasting Corporation, own subsidiary
E	Affinity Cards	"Bic Camera Suica Card", in alliance with East Japan Railway
F	Business Alliance	Business alliance with Edion and Best Denki

18

A. Store Opening

BIC CAMERA

Store Opening Plans

~ Oct 2007

- Aug 2007 JR Kyoto Station Store
(Sales floor area: 8,000m²)
- Sep 2007 Sofmap Akihabara New Main Building
(Sales floor area: 4,600m²)



Nov 2007 ~

- Nov 2007 Okayama Station Store
(Sales floor area: 8,200m²)
- March 2008 New Shin Yokohama Station Store
(Sales floor area: 2,000m² ⇒ 7,000m²)
- Autumn in 2008 JR Hamamatsu Station Store *
(Engaged floor area: 4,500m²)
- Feb 2009 JR Niigata Station Store *
(Engaged floor area: 10,600m²)



JR Kyoto Station Store



In store ticket gate directed to platforms



Okayama Station Store



New Shin Yokohama Station Store

* Tentative name

19

B. Store Renovation

BIC CAMERA

Renewal of Ikebukuro Main store (June 29th). A dramatic increase in the capability to attract customers (approx. a yoy 20% increase for July through September)



Details of the renovation

- Expansion of the sales floor area for home electronics
- Establishment of a "demonstration room equipped with high-end audio-visual equipment
- Started to deal in personal computer-related products
- Renovation of interior and exterior of the building
(Addition of escalators, change in exterior design, etc.)

Other existing stores will carry out a renovation to enhance their competitiveness

20

C. Internet Shopping

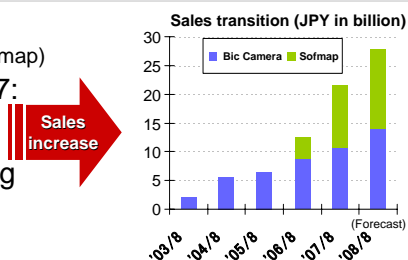
BIC CAMERA

25 Billion Business

■ Internet shopping (Bic Camera + Sofmap)

Sales for the year ended Aug 2007:
JPY 21.7 billion

■ Net sales for the year ended Aug 2008 are expected to exceed JPY 25.0 billion



Website Renewal in Spring, 2008

■ The enhanced system will enable us to deal with sales increases expected in the future

■ Details of renewal

- ◆ Dramatic improvement in access speed
- ◆ User-friendly layout of the website
- ◆ Expansion of the product lineup

• Improvement in customer satisfaction
• Increase in repeat customers

21

D. TV Shopping

BIC CAMERA

"TV shopping" via BS Digital Broadcasting (BS11) starts on Dec 1st !!



■ 2 slots (30 min x 2 times) every day



- Attracting new customers
- Sales increase

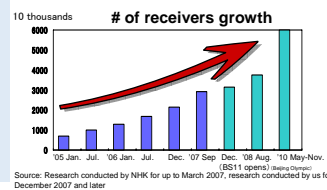
BS Digital Broadcasting

- Providing full-spec high definition programs for free (from Dec 1st, 2007)
- Programming: general programming concerning 24 hours
- Targets: aged 30 or elder, centering on Japanese baby boomers



Ownership growth of BS Digital Broadcasting receiver device

As of Sep 2007: Approx. 30 million unit
⇒ Increasing Viewers



22

E. Affinity Cards

BIC CAMERA

The only credit card in the industry tied-up with East Japan Railway

- Bic Points can be converted into electronic money "Suica"
- Points for credit payment is the same as cash payment
- The service matched the urban type stores

of applications: Over 330,000 (within 18 months)

Outstanding effects in sales promotion and improvement in the frequency of usage



	Bic Camera Suica Card member
Average annual frequency of shopping	10 times
Rate of increase in shopping amount (YOY)	150%*

* Comparison between the shopping amount of Bic Camera Suica Card members in the first year and that of Point Card members one year ago (before becoming Bic Camera Suica Card members)

23

F-1. Business Alliance with Edion

BIC CAMERA

Implementation of Business Alliance

1. Each company assigns its officer(s) as the officer(s) of the other
2. Joint-development of products
3. Strengthening of customer after-sale service
4. Promotion of efficiency by sharing a distribution network
5. Jointly taking action and sharing know-how to make attractive stores
6. Development of a business model combining the strength of both companies
7. Jointly planning advertisement and promotion
8. Jointly purchasing consumables

Took out 3% of shares outstanding on a reciprocal basis

24

F-2. Business Alliance with Best Denki

BIC CAMERA

Implementation of Business Alliance

1. Mutual utilization of repair centers and functions
2. Mutual utilization of the distribution network services
3. Mutual exchange of human resources
4. Joint-development of original products
5. Cooperation for sales of sporting goods, toys, alcoholic beverages, and bedclothes
6. Sharing of know-how of overseas businesses
7. Jointly purchasing consumables
8. Shared utilization of the point catalogue
9. Sharing of know-how of store operations

Underwrote 9.3% of third party allotment

25



4. Reference

[Consolidated] Highlight of the year ended Aug 2007

Net sales: JPY 542.2 billion (+12.9%), Operating income: JPY 16.0 billion (+32.4%)

Both sales and income hit a record-high

(JPY in million)

	Year ended Aug 2006		Year ended Aug 2007			
	Actual	% Sales	Actual	% Sales	YOY	% Estimated
Net sales	480,453		542,294		+12.9%	+0.8%
Gross profit	116,156	24.2%	130,742	24.1%	+12.6%	
SG&A expenses	104,072	21.7%	114,739	21.1%	+10.2%	
Operating income	12,084	2.5%	16,002	3.0%	+32.4%	
Ordinary income	12,729	2.6%	17,448	3.2%	+37.1%	+11.1%
Net income	6,007	1.3%	8,146	1.5%	+35.6%	+19.8%

※ Planned figures of Gross profit, SG&A expenses, and Operating income have not been disclosed.

[Consolidated] Overview of the year ended Aug 2007

BIC CAMERA

Double-digit increases both in sales and income due to effects of new stores and efficient sales promotion as well as full-year consolidation of Sofmap

Net sales: JPY 542.2 billion (up JPY 61.8 billion or 12.9% YOY)

■ Effects of new Bic Camera stores (Fujisawa Store, Lazona Kawasaki Store)

■ Full-year consolidation of Sofmap

Operating income: JPY 16.0 billion (up JPY 3.9 billion or 32.4% YOY)

■ Improvement in the operating income margin (efficient and systematic management of expenses)

■ Improvement in revenue of consolidated subsidiaries such as Sofmap

Net income: JPY 8.1 billion (up JPY 2.1 billion or 35.6% YOY)

■ Extraordinary gains and extraordinary losses were posted

28

[Non-consolidated] Highlight of the year ended Aug 2007

BIC CAMERA

Net sales: JPY 446.4 billion (+4.3%), Operating income: JPY 13.2 billion (+20.8%)

Both sales and income hit a record-high

(JPY in million)

	Year ended Aug 2006		Year ended Aug 2007			
	Actual	To-sales ratio	Actual	To-sales ratio	YOY	% Estimated
Net sales	428,135		446,409		+4.3%	+0.3%
Gross profit	103,476	24.2%	108,452	24.3%	+4.8%	
SG&A expenses	92,478	21.6%	95,162	21.3%	+2.9%	
Operating income	10,998	2.6%	13,290	3.0%	+20.8%	
Ordinary income	12,574	2.9%	15,262	3.4%	+21.4%	+9.0%
Net income	6,587	1.5%	7,458	1.7%	+13.2%	+16.5%

※ Planned figures of Gross profit, SG&A expenses, and Operating income have not been disclosed.

29

[Non-consolidated] Overview of the year ended Aug 2007

BIC CAMERA

Double-digit increase in profits supported by an increase in revenue due to the effect of new stores as well as an efficient sales promotion

Net sales: JPY 446.4 billion (up 18.3 billion or 4.3% YOY)

- Effects of opening stores (Fujisawa Store, Lazona Kawasaki Store)
- Effect of the opening of the renovated Ikebukuro Main Store
- Brisk sales of widescreen flat-panel TV sets and high-performance/high value-added/energy-saving home electronics
- Sales of information and communication equipment have picked up from 2H

Operating income: JPY 13.2 billion (up JPY 2.3 billion or 20.8% YOY)

- "Aggressive, efficient and systematic management of expenses" has succeeded
 - ◆ Point-related costs: the % of sales ratio of 7.5% (8.2% for 1H)
 - ◆ Sales promotion costs (campaigns): To-sales ratio of 0.8% (1.0% for 1H)
 - ◆ Ad expenses - To-sales ratio: To-sales ratio of 1.2% (1.3% for 1H)

30

[Consolidated] Forecast of the year ending Aug 2008

BIC CAMERA

Net sales: JPY 589.0 billion (+8.6%), Operating income: JPY 18.5 billion (+15.6%)

Both net sales and income are expected to hit a record-high

(JPY in million)

	Year ended Aug 2007		Year ending Aug 2008 (forecast)			
	Actual	% Sales	Plain	% Sales	Amount of increase	YOY
Net sales	542,294		589,000		+46,706	+8.6%
Operating income	16,002	3.0%	18,500	3.1%	+2,498	+15.6%
Ordinary income	17,448	3.2%	18,500	3.1%	+1,052	+6.0%
Net income	8,146	1.5%	12,400	2.1%	+4,254	+52.2%

31

[Consolidated] Overview of the year ending Aug 2008

BIC CAMERA

Increase in revenue and a double-digit increase in profits
due to the effect of new stores

Net sales: JPY 589.0 billion (up JPY 46.7 billion or 8.6% YOY)

- Contribution by JR Kyoto Station Store to a full-year performance/contribution by new stores (opening of Okayama Station Store and an increase in floor area and relocation of Shin Yokohama Store)
- Contribution of Sofmap (strong performance of Akihabara Main Building and existing stores) and other subsidiaries
- Effect of Beijing Olympics (widescreen flat-panel TV sets, high-performance recorders)

Operating income: JPY 18.5 billion (up JPY 2.5 billion or 15.6% YOY)

- Effect of an increase in revenue
- Improvement in gross profit ratio
- Aggressive and efficient sales promotion, efficient management of expenses

Net income: 12.4 billion (up JPY 4.3 billion or 52.2% YOY)

- Extraordinary gain
- ◆ Dividend from the liquidation of Tokumei Kumiai (a type of partnership) following the liquidation of the real estate

32

Sofmap's Continuous Contribution

BIC CAMERA

Reasons for the good performance of Sofmap

- Performance of the existing stores has remained strong
- Sales of new personal computers equipped with Vista and their peripheral equipment have been strong
- An increase in demand for used personal computers
- Effective utilization of expenses for renewal of Akihabara District

In Sep 6, Sofmap opened Akihabara Main Building
and started selling home appliances products



(JPY in million)

Sofmap's non-consolidated performance	1H ended Aug 2007 (Actual)		2H ending Feb 2008 (forecast)		Full-year ending Feb 2008 (forecast)		
	Actual	% Sales	Forecast	% Sales	Forecast	% Sales	YOY
Net sales	46,184		53,816		100,000		+17.1%
Operating income	540	1.2%	560	1.0%	1,100	1.1%	△7.8%
Ordinary income	532	1.2%	568	1.1%	1,100	1.1%	+26.6%
Net income	275	0.6%	1,075	2.0%	1,350	1.4%	+97.6%

33

Plans and Results of Capital Expenditure

BIC CAMERA

	Year ended Aug 2007 (A)	Year ending Aug 2008 (E)
Capital Expenditure	JPY 8,597 million	JPY 40,500 million
Contents	<ul style="list-style-type: none"> • Opening of new stores (Lazona Kawasaki Store, JR Kyoto Station Store) • Renovation of existing stores (3 stores in the Ikebukuro district) • Opening of the Higashi-matsuyama center 	<ul style="list-style-type: none"> • Opening stores (Okayama Station Store, Sofmap Akihabara Main Building) • Increase in floor space and relocation (Shin Yokohama Store) • Renovation of the existing stores • Renovation of biccamera.com • Acquisition of the Ikebukuro Main Store etc. • Building of a new head office for Nippon BS Broadcasting
	Year ended Aug 2007 (A)	Year ending Aug 2008 (E)
Depreciation	JPY 1,401 million	JPY 2,386 million
Contents	<ul style="list-style-type: none"> • Increase in the number of stores and facilities (up 12.4% YOY) 	<ul style="list-style-type: none"> • Increase in stores and facilities • Acquisition of Ikebukuro Main Store etc. (up 70.3% YOY)

34

Positive Action to Environmental Measures

BIC CAMERA

Leadership in promoting energy saving products

A winner of prizes as an "Excellent Store" promoting energy-saving products for the fourth consecutive year.



3R activities

- Reuse & Recycle -

Promoting 3R (reuse and recycle) to help create a society where environmental protection is economically viable.

COOLBIZ EXECUTIVES

Conducting campaigns for measures against global warming

Supporting the people's movement for CO₂ reduction. Leadership in the prevention of global warming

35

Return to Shareholders

BIC CAMERA

Dividend increase (year ended Aug 2007)

- JPY 1,500 (up JPY 500)
- The payment of stable dividend as the basic policy: JPY 750 is expected due to the stock split for this fiscal year (year ending Aug 2008)

Stock split

- A 1-to-2 stock split was conducted (as of Sep 1, 2007)
- Improvement in liquidity

Improvement in the shareholder special benefit plan

- Introduction of the long-term shareholder special benefit plan
- Special benefits per share will not be changed even after the stock split

Securing long-term stable shareholders

36

BIC CAMERA

This document also mentions future prospects on our business operations and industry trends based on our current plans, estimates, possibilities or expectations.

Expressions of these future prospects are associated with various risks and uncertainties. Already known or unknown risks, uncertainties and other factors may cause different outcomes from the matters included in the expressions for future prospects. We cannot promise that our expressions and expectations for future prospects will be correct, and outcomes may be substantially different from the future prospects.

The expressions for future prospects in the document were given by us as of November 2007 based on the information available as of November 2007, and the descriptions of the expressions for future prospects are not to be updated or changed reflecting future incidents and situations.

November 2007
BIC CAMERA INC.

37