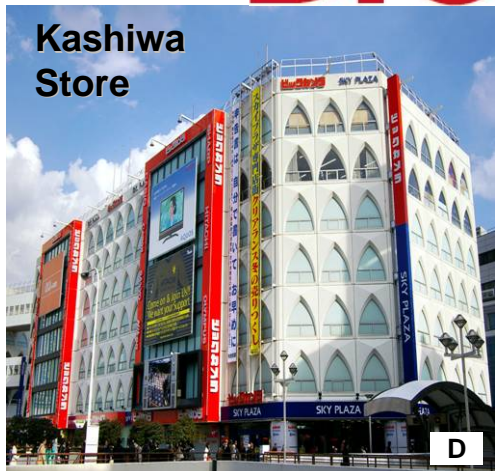




BIC CAMERA



JASDAQ

Securities Code: 3048



1. Corporate Summary
2. Our Strengths
3. Growth Strategies
4. Reference

BIC CAMERA

1. Corporate Summary

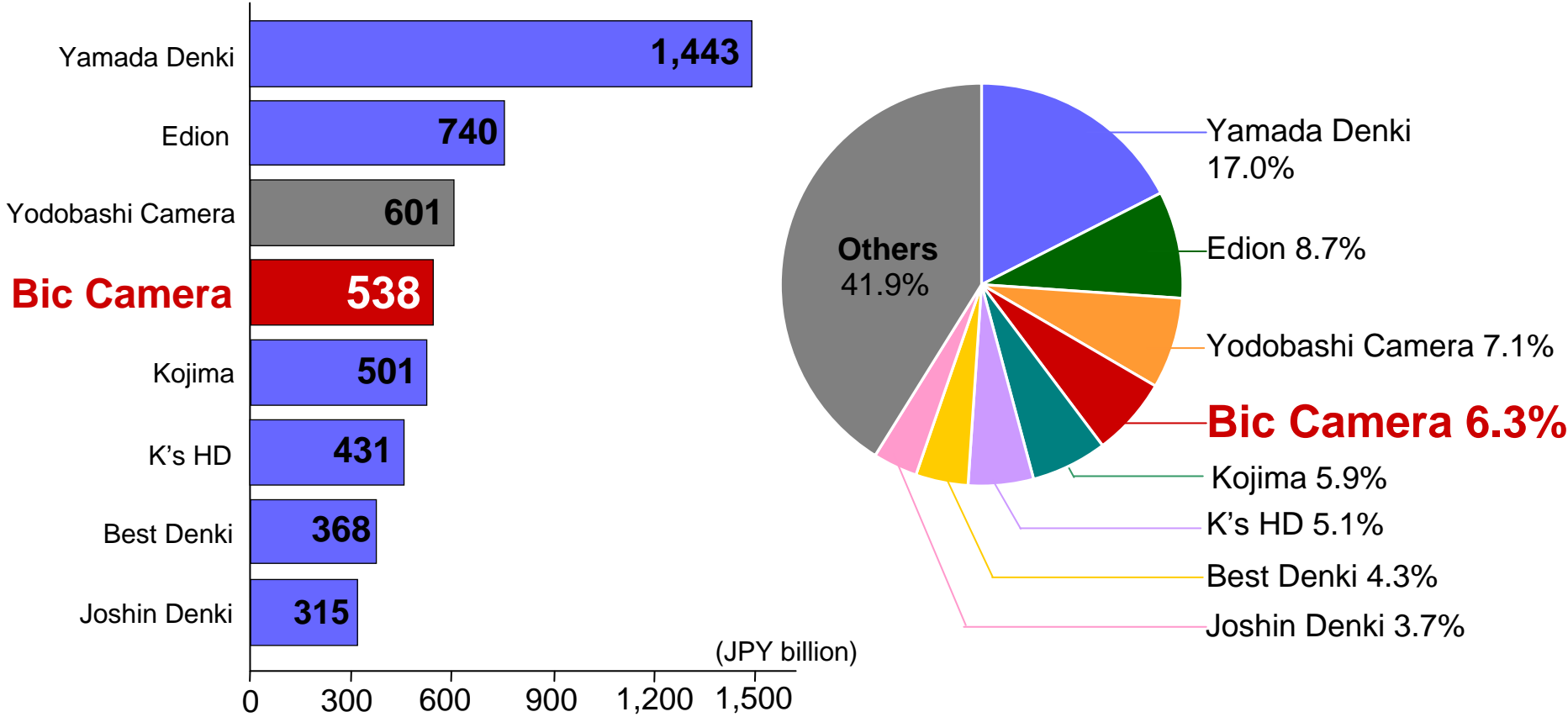
Corporate Summary

Visions	"A complex of specialty stores that are committed to bringing you a more affluent lifestyle"
Position in the industry	The 4 th largest electric retailer with a market share of 6.3% (Computed from the results and forecasts for Fiscal 2007)
Classifications of electronic retailers	We are the only one listed company of "Urban type"
Branch policy	"Station front" x "Large scale"
Financial highlights	We have achieved an increase in revenues and earnings every year since 2004. Profit for this fiscal year is projected to be record-high.
Stock listing	We were listed on the JASDAQ market in August, 2006. We were selected as a J-Stock issue in May 2007.

Position in the electric retailer market

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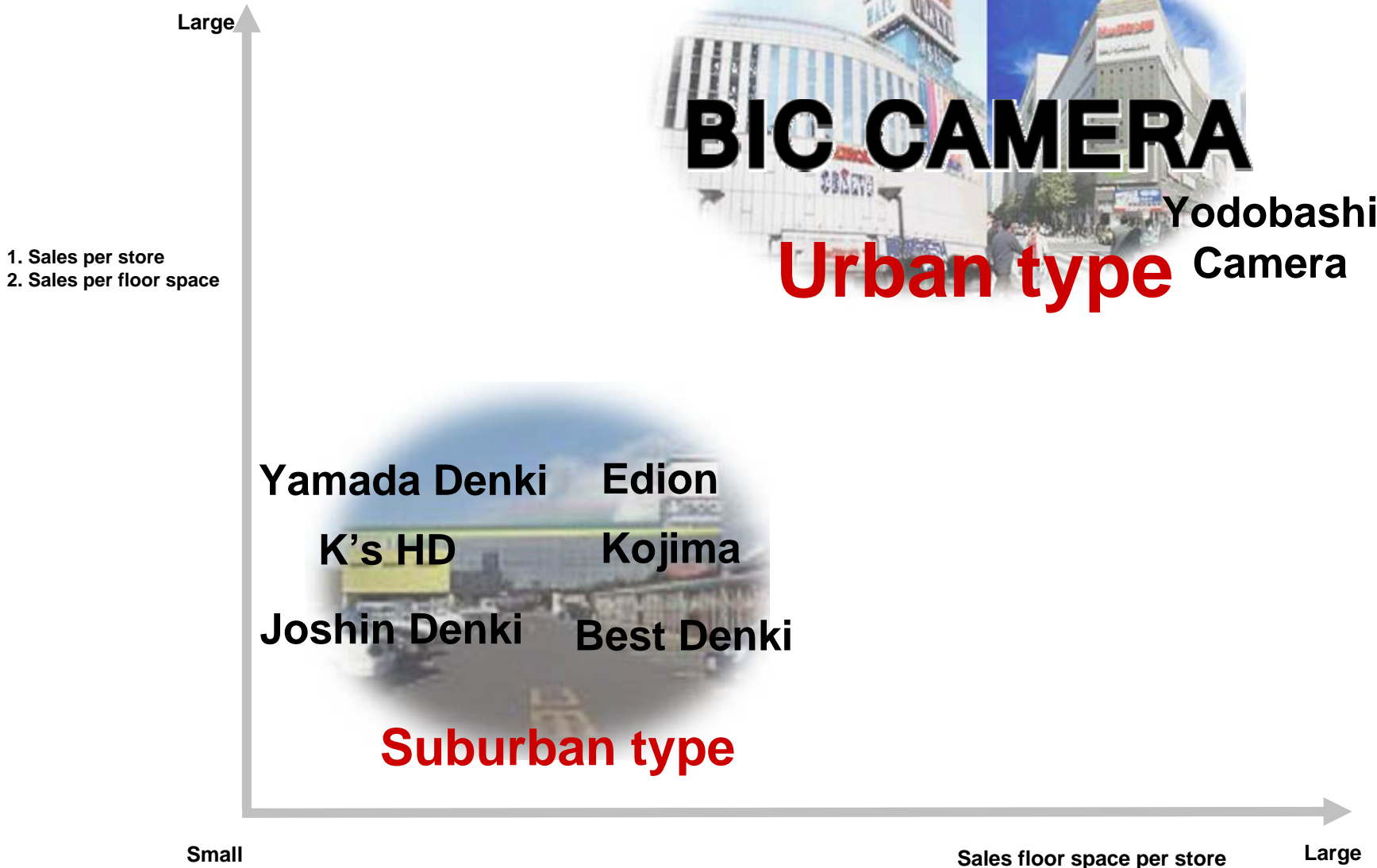
Projected sales for fiscal year 2007



Source: Created by us based on the documents disclosed by each company (Nikkei MJ for Yodobashi Camera)
 Note: Mar/06 non-consolidated results for Yodobashi Camera, Aug/07 consolidated forecasts for us, Feb/07 consolidated results for Best Denki, 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).

Features of Bic Camera – Urban-type model

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Store Deployment

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**Store deployment of “Urban type” x “Station front” x “Large scale”
Made Sofmap (2nd section of TSE) a subsidiary in Feb., 2006**

24 Bic Camera stores

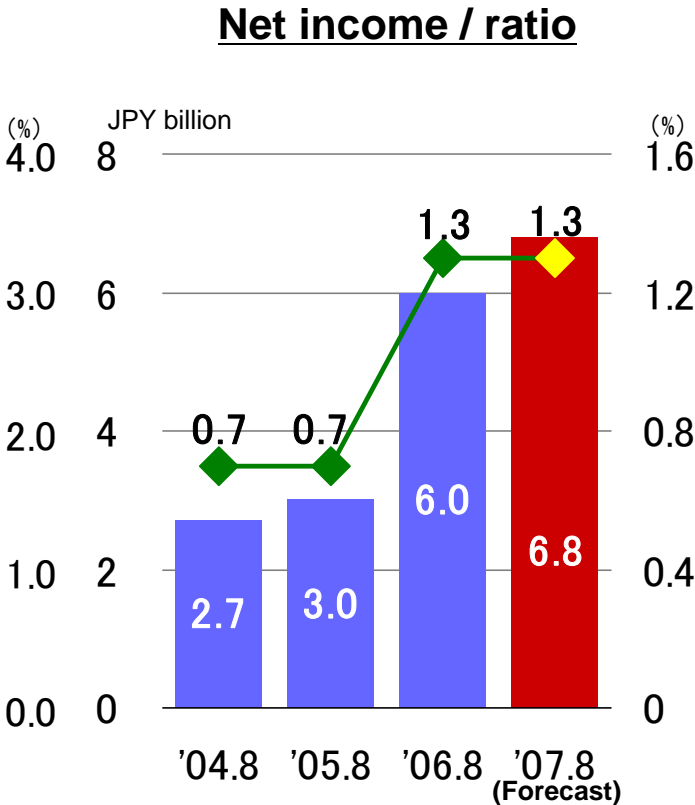
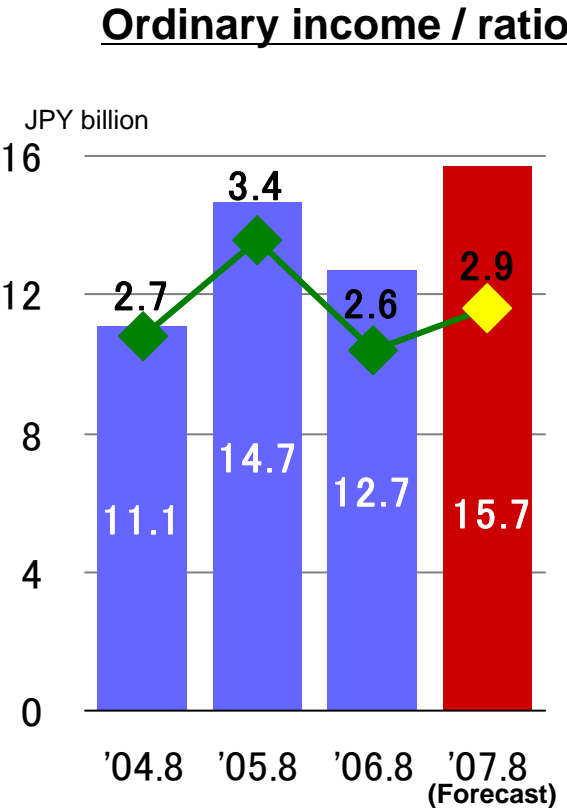
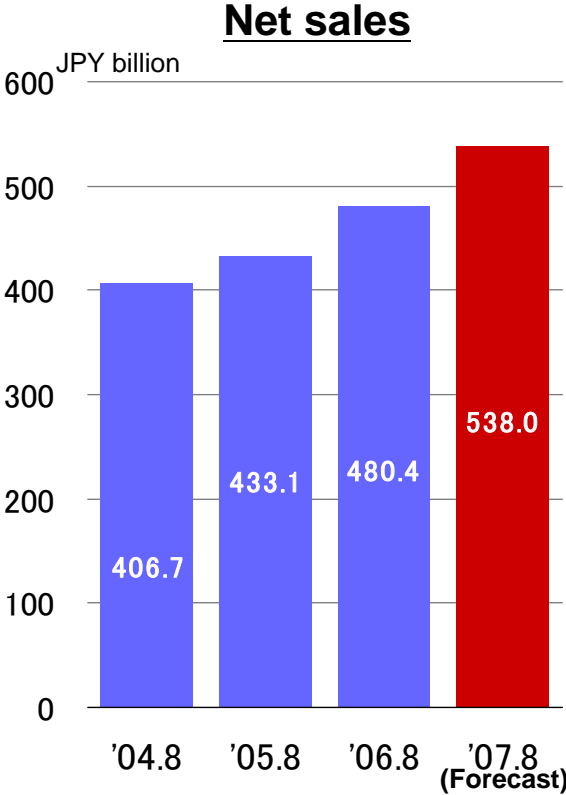
+

28 Sofmap stores



Note: **Ones in red** are stores scheduled to open

Financial Highlights (Consolidated)



(Forecasts for the year ending Aug., 2007)

- **Sales**
 - ◆ Contribution of new stores, effect of consolidating Sofmap -> JPY 538.0 billion, a YOY increase of 12.0%
- **Ordinary income**
 - ◆ Effect of increase in sales, reduction in SG&A expenses -> JPY 15.7 billion, a YOY increase of 23.3%
- **Net income**
 - ◆ JPY 6.8 billion, a YOY increase of 13.2% despite extraordinary loss of JPY 1.95 billion

Expected to be record-high

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2. Our Strengths

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

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Flagship store – Yurakucho Store –



Our Strengths (Summary)

Corporate image	The most vigorous company for 6 consecutive years!
Expertise	<ul style="list-style-type: none">▪ Over 700 “qualified” expert sales persons (leaders)▪ About 700,000 items
Know-how of store making	<ul style="list-style-type: none">▪ Proposal-based store making with bodily sensation and experience regarded as important▪ Enriching various consultation counters
Efficiency	<ul style="list-style-type: none">▪ Net sales per store, sales per 1m² and inventory turnover▪ Stable customer attractions (not only on weekends, but also on weekdays)

Aggressive corporate image

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

“Vigorous company” No. **1** for **6** consecutive years

Vigorous company

[Business people research]

[General individual research]

1st / 1,178 companies **1st** / 1,178 companies

2nd: Yodobashi Camera
3rd: Fuji TV Network

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

Strong sales ability

1st / 1,178 companies 2nd: Kirin Brewery
3rd: Toyota Motor

Proactive in self-transformation

1st / 1,178 companies 2nd: Nissan Motor
3rd: Yodobashi Camera

Popularity ranking of companies where job-seekers want to work (Surveyed by Recruit Co., Ltd.)

Bic Camera	257th
YC	354th
YD	902nd

Sales ability supported by expertise

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Pursuit of high-level of product knowledge and customer service skills

- More than 700 “qualified” expert advisors (our unique system)
- 3rd party license recommended

- More than 400 Home appliances advisors
Association for Electric Home Appliances
- Approx. 70 photo masters (3rd grade – EX)
International Culture College Association
Photo Master License Exam. Committee



High-level customer service skills

Ability to sell advanced / expensive product

Attractive store making know-how

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“Alarm clock” section



Theatre



PC consultation counter that make customers comfortable



“Single-lens reflex camera” section



Kitchen Stadium



Digital broadcasting consultation counter



“Headphone” section



Demonstration of washing machines



Bulk-buying counter

About 700,000 items

Store making with **bodily sensation** and experience regarded as important

Enriching various consultation counters

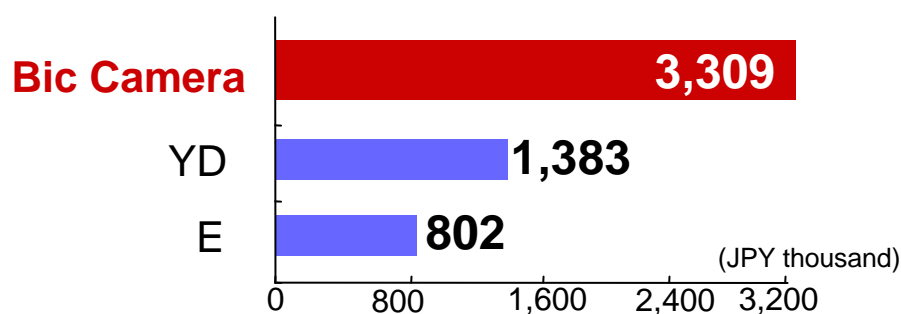
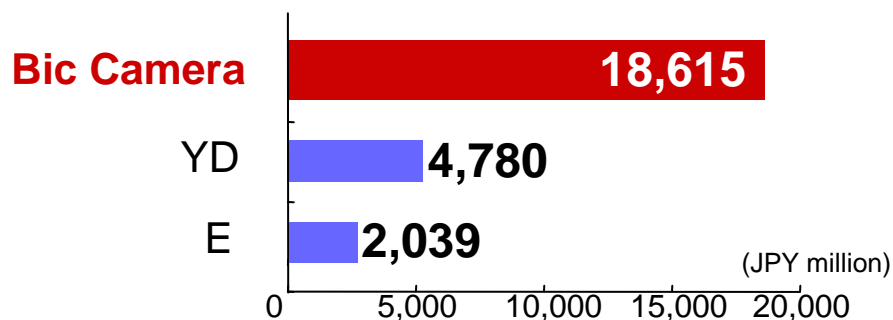
Store deployment pursuing efficiency & profitability

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Highly efficient “Urban type” stores

Net sales per store under direct management

Net sales per 1 m²

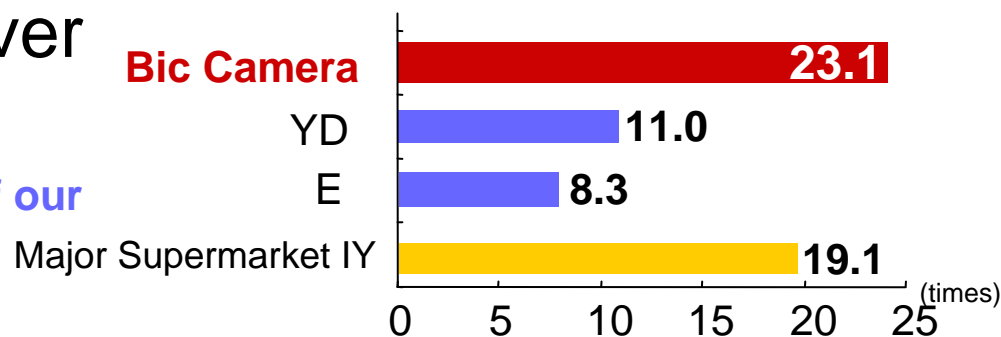


Source: Calculated by us based on the documents disclosed by each company
 Note: Aug/06 non-consolidated results for us, Mar/07 non-consolidated results for YD, Mar/07 consolidated results for E

High inventory turnover

Annual inventory turnover
23.1 times*

⇒ “Far better turnover than those of our competitors”



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

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

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3. Growth Strategies

Growth strategies (Summary)

We continue to grow capitalizing on our strengths of “Urban type”

Store opening	To open about 2 stores of “Station front” x “Large scale” per year in the metropolitan area and major cities across the country
Store renewal	To deliberately carry out store renovation
Internet shopping	To renew websites, to use common points with actual stores
TV shopping	To start TV shopping via digital high vision satellite broadcasting in December 2007 through our subsidiary Nippon BS Broadcasting Corporation
Cards	To introduce “Bic Camera Suica Card” whose points can be converted into electronic money “Suica,” which can be used for public transportation means
Business alliance	To promote business alliance with Edion

Our future store opening plans

Continuous growth by opening stores

Kyoto Station Store

- Directly connected with the JR Kyoto station platforms
- ◆ Scheduled to be opened in August, 2007
- ◆ Sales floor area: Approx. 10,000 m²



Okayama Station Store

- First store to be opened in the Chugoku region
- ◆ Scheduled to be opened in the November 2007
- ◆ Sales floor area: Approx. 8,200 m²



Sofmap Akihabara New Main Build.

- New foothold of newly-born Sofmap
- ◆ Scheduled to be opened in September 2007
- ◆ Sales floor area: Approx. 4,900 m²



New Shin Yokohama Station Store

- Moving to the new station build.
- ◆ Core tenant of the new station build.
- ◆ Scheduled to be opened in March, 2008
- ◆ The sales floor area will triple (Approx. 2000 m² ⇒ Approx. 7000 m²)



Renovation of existing stores

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Year ending August, 2007

- To carry out store remodeling and product make-up review
 - ◆ Remodeling the Ikebukuro Main Store
 - ◆ Changing the make-ups of the products at the 2 Ikebukuro East Exit stores (Already done)
 - ◆ Scheduled to do the same for the Shibuya East Exit Store, Tachikawa Store, Namba Store, Sapporo Store and other stores

Expected effects

- Increase in sales due to improvement of ability to attract customers
 - ◆ Improvement of customer satisfaction due to improvement of the in-store environment
 - ◆ Increase in earning power due to increase in the proportion of sales of home appliances

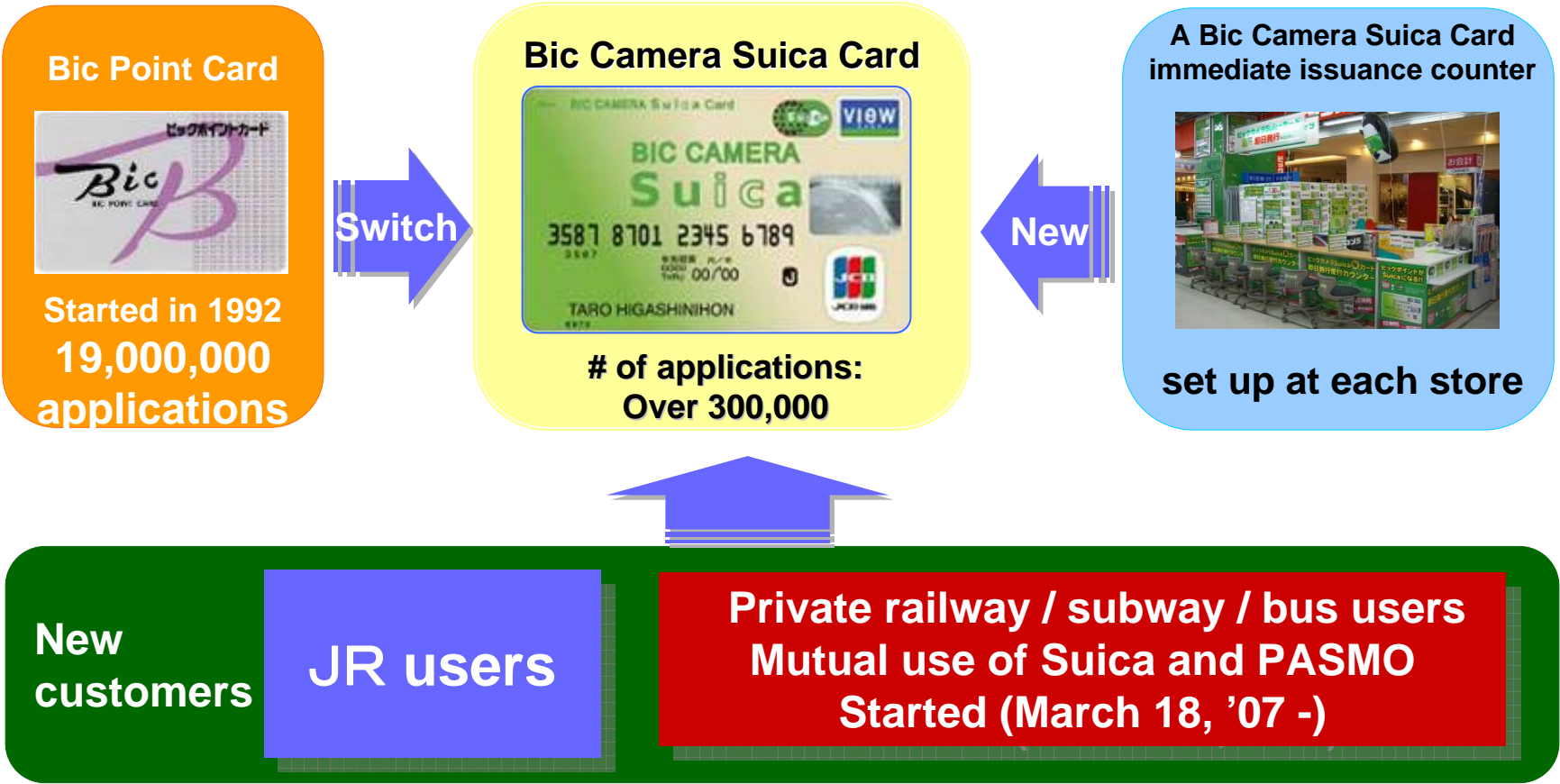


Remodeled Ikebukuro Main Store

Status of the “Bic Camera Suica Card”

The only credit card in the industry tie-up with East Japan Railway Co., Ltd.

- Bic Points can be converted into electronic money “Suica.”
- The service matches urban type stores.



Earnings drastically improved after becoming a consolidated subsidiary
(turned into the black)

Sofmap

Strengthen cooperation

Bic Camera

1. Improvement of the earnings structure

Improvement of buying condition by Bic Camera

2. Increase of net sales at existing stores

Increase lineup of cameras / mobile phones / digital appliances

3. Increase of PC replacement by purchase / resale

Buying-up Center opened in Bic Camera stores



⇒Expansion of synergy effect by strengthening cooperation b/w administrative dept.s

■Further expanding earnings by strengthening cooperation b/w administrative dept.s in the future

- ◆Strengthen cooperation between purchasing dept.s
- ◆Integrate the logistics systems
- ◆Provide common services

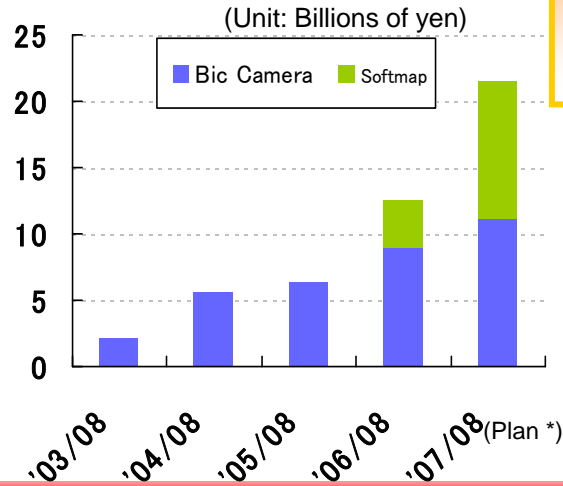
Strengthening commitment to internet shopping

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- ◆ Making structure to attract customers
- ◆ Point common usage strategy
- ◆ Expand items
- ◆ Upgrade / renew the systems

Sales (results and plan)



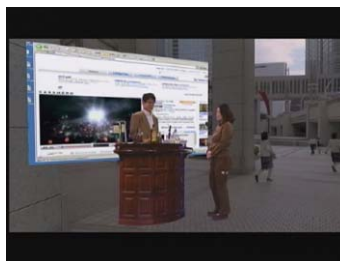
[Sales ranking in Internet-order sales]
 (Fiscal 2005 Nikkei Marketing Journal survey)
 Combined sales of Bic Camera and Sofmap are the largest among listed companies in the industry.



Increase of internet members / mobile members

Bic Camera's TV shopping strategies

Programming schedule	
	TV shopping program
17:00	Home appliances informational programming
18:00	News program
20:00	Talk show
23:00	Film
1:00	TV shopping program
3:00	TV shopping program



- Providing full-spec high vision programs for free (from December 1, 2007)
- Formation policies
 - Programming: Comprehensive 24-hour programming for adults
 - Target: Those aged 30 or older, centering on Japanese baby boomers
 - Formation theme: Mainly offering live broadcasting
 - Formation plan: News program
Three-hour wide talk program
Variety of entertainment programs
- Pursuit of reality and dynamism by 360-degree virtual video systems and three-dimensional images (planned)
- Projected to score profits from the initial fiscal year



First entry into commercial broadcasting in about 50 years

Only one company in the electronic retail industry that obtained approval from the government

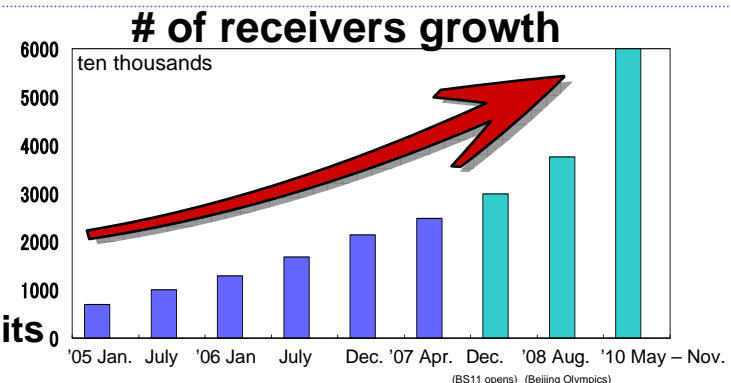
■ Status of spread of BS digital broadcasting receiver devices
As of April, 2007: 24,740,000 units

By the end of year 2007:



Expected to exceed 30,000,000 units

⇒ More viewers



Source: Research conducted by NHK for up to March, 2007, research conducted by us for December, 2007 and later

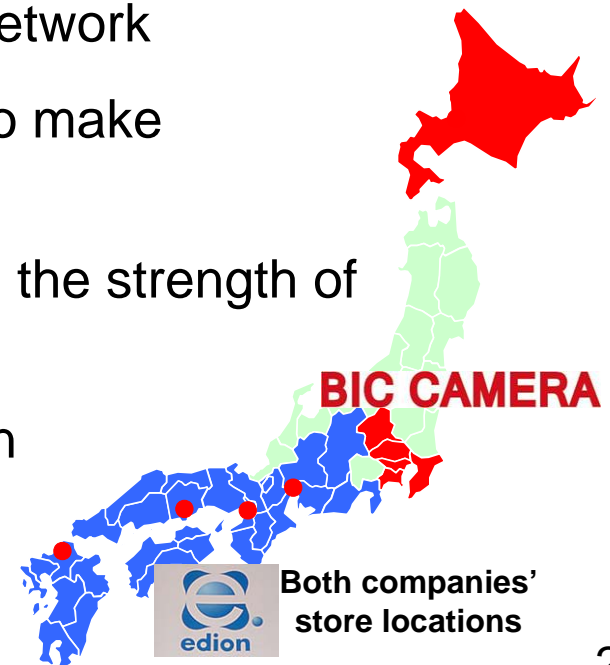
Business alliance with Edion

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“Business Alliance Committee” was started on March 30, 2007
⇒ To complement each other making use of strengths of both companies

[Specific items to be implemented and studied]

1. Mutual dispatch of management
2. Joint-development of products
3. Strengthening of customer after-sale service
4. Promotion of efficiency by sharing logistics network
5. Jointly taking action and sharing know-how to make attractive stores
6. Development of business models combining the strength of both companies
7. Jointly planning advertisement and promotion
8. Jointly purchasing equipments



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4. Reference

Group of unique subsidiaries

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Sofmap Co., Ltd.

Sells PC-related products. Listed on the 2nd Section of TSE.



UMOKOBO Co., Ltd.

Manufactures and sells feather futon / bedding.



Tokyo Service Station Co., Ltd.

Repairs / constructs electric home appliances



Bic Shuhan

Sells alcoholic beverages (Ranking 9th in the industry)



Bic Sports

Selling golf and tennis goods and bicycles (Ranking 12th in the industry)



Bic Toys

Sells toys



Nippon BS Broadcasting Corporation

Broadcasting Government-authorized business



Financial highlights for the 1st half ended February 2007

BIG CAMERA
(JPY million)

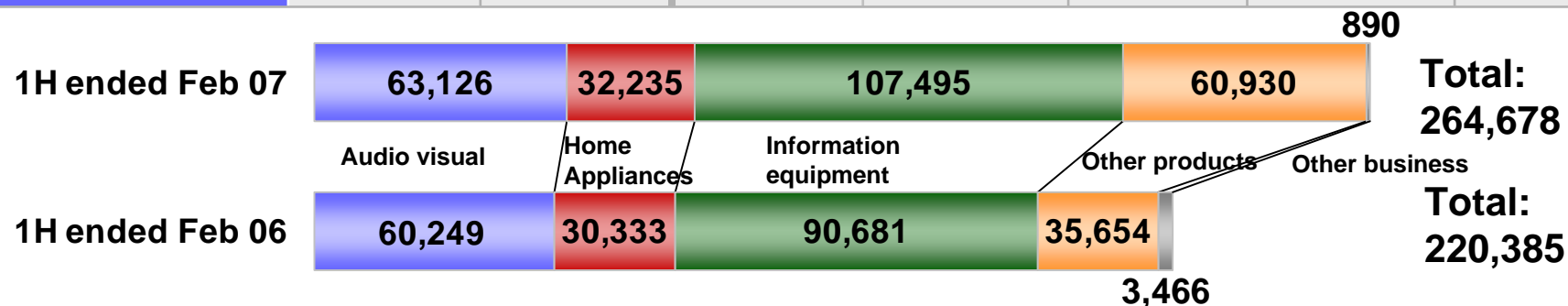
	1 st half ended Feb., 2006		1 st half ended Feb., 2007		
	Actual	To-sales ratio	Actual	To-sales ratio	% change from the previous year
Net sales	220,385	—	264,678	—	+20.1%
Gross profit	54,212	24.6%	63,221	23.9%	+16.6%
SG&A expenses	47,773	21.7%	55,272	20.9%	+15.7%
Operating income	6,439	2.9%	7,949	3.0%	+23.4%
Non-operating income	1,624	0.7%	1,996	0.8%	+22.9%
Non-operating expenses	1,210	0.5%	1,318	0.5%	+8.9%
Ordinary income	6,852	3.1%	8,627	3.3%	+25.9%
Extraordinary gain	116	0.1%	49	0.0%	(57.5%)
Extraordinary loss	1,219	0.6%	2,226	0.9%	+82.5%
Net income	2,646	1.2%	3,284	1.2%	+24.1%

Sales by product line (1st half ended Feb, 2007)

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(JPY million)

	1 st half ended Feb., 2006		1 st half ended Feb., 2007			Comparison with the same period of the previous year	
	Amount	Distribution ratio	Amount	Sofmap	Distribution ratio	Change in amount	% change
Audio visual products	60,249	27.3%	63,126	3,752	23.9%	+2,877	+4.8%
Home appliances products	30,333	13.8%	32,235	—	12.2%	+1,902	+6.3%
Information equipment products	90,681	41.1%	107,495	20,633	40.6%	+16,813	+18.5%
Other products	35,654	16.2%	60,930	18,456	23.0%	+25,276	+70.9%
Other business	3,466	1.6%	890	—	0.3%	(2,576)	(74.3%)
Total	220,385	100.0%	264,678	42,842	100.0%	44,293	+20.1%



Forecast for the full year ending August 2007 (consolidated)

BIC CAMERA

Net sales up 12%, ordinary income up 23.3% year-on-year

(JPY million)

	Year ended August 2006		Year ending August 2007 (forecast)		
	Amount	To-sales ratio	plan	Amount	Year-on-year
Net sales	480,453	100.0%	538,000	100.0%	+12.0%
Operating income	12,084	2.5%	14,300	2.7%	+18.3%
Ordinary income	12,729	2.6%	15,700	2.9%	+23.3%
Net income	6,007	1.3%	6,800	1.3%	+13.2%

Action against global environmental issues

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Honored as an excellent store in promoting spread of energy saving-type products

Fiscal year 2003 (when the system was established)

No.1: Yurakucho Store, No.2: Ikebukuro Main Store, No.3: Tachikawa Store

Fiscal year 2004 Economy, Trade and Industry Minister Prize: Tachikawa Store

Fiscal year 2005 Economy, Trade and Industry Minister Prize: Sapporo Store

Fiscal year 2006

Environment Minister Prize: Nagoya Station West Store

Natural Resources and Energy Agency Secretary Prize:

Takasaki East Exit Store

平成18年度「省エネ型製品普及推進優良店制度」において
ビックカメラ店舗は、3年連続で大臣賞を受賞しました。



Other commitments

- Committed to environmental activities by our subsidiary Future Ecology (since 2005)
 - ⇒ Have been deleting data of used electronic, electrical and information equipment, repairing, reusing and recycling such equipment, in cooperation with 16 major Japanese manufacturers of electronic, electrical and information equipment, which have equity stakes in Future Ecology
- Recommended and certified as “Household appliance recycling ticket handling excellent stores”
 - ⇒ Contribute to formation of recycling society by proper collection and recycling of waste household appliances

“Theoretical Stock Prices”

BIC CAMERA

Undervalued issue ranked second in the retail sector

A ranking for share price upward potential in the retail sector

425 undervalued issues determined by the recent “Theoretical stock price”

Recent stock price is at closing time on May 18.

Ranking	Code	Corporate Name	Upward potential (%)	Theoretical stock price (yen)	Recent stock price (yen)*
Retail Sector					
2	3048	Bic Camera	124.4	<u>289,458</u>	129,000

(According to the June 2, 2007 issue of Weekly Toyo Keizai...)

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 June 10, 2007 based on the information available as of June 10, 2007, and the descriptions of the expressions for future prospects are not to be updated or changed reflecting future incidents and situations.

July, 2007

BIC CAMERA INC.

Presentation materials for investors