



Summary of Third-quarter Reference data

(Fiscal Year August 2012)

BIC CAMERA

Tokyo Stock Exchange First Section,
Security Code : 3048

Topics (after March, 2012)

Acquisition of a new customer

- ◆ We started a new point-card "BIC CAMERA JMB WAON Card".(March)

New Stores

- ◆ We opened a new store of the EC business in "Amazon".(June 15)
- ◆ We opened our largest store "New Shinjuku East Store". (July 5)

A capital & business alliance with Kojima

- A capital & business alliance contract was signed.(May 11)
- Payment for new shares.(June 26)
- Started to exchange service of the loyalty program of both "BIC Point" and "Kojima Point" in some stores.
- Some stores of Kojima introduced our merchandising know-how.

〈Consolidated〉 Highlight of Results

	FY 2011/3Q('10/9-'11/5)		FY 2012/3Q('11/9-'12/5)			
	Results (JPY million)	vs Sales (%)	Results (JPY million)	vs Sales (%)	YoY (%)	Amount of increase (JPY million)
Net sales	457,846	—	391,882	—	△14.4	△65,964
Gross profit	117,963	25.8	95,766	24.4	△18.8	△22,197
SG & A expenses	102,068	22.3	89,899	22.9	△11.9	△12,168
Personnel expenses	28,734	6.3	28,723	7.3	△0.0	△11
Point expense	32,791	7.2	21,227	5.4	△35.3	△11,564
Other	40,542	8.9	39,949	10.2	△1.5	△592
Operating income	15,895	3.5	5,866	1.5	△63.1	△10,029
Non-operating income	2,891	0.6	2,608	0.7	△9.8	△283
Non-operating expenses	1,348	0.3	1,177	0.3	△12.7	△171
Ordinary income	17,438	3.8	7,297	1.9	△58.2	△10,140
Extraordinary income	1	0.0	2	0.0	+19.6	+0
Extraordinary loss	2,089	0.5	377	0.1	△81.9	△1,712
Net income	8,519	1.9	6,151	1.6	△27.8	△2,367

〈Non-Consolidated〉 Highlight of Results

	FY 2011/3Q('10/9-'11/5)		FY 2012/3Q('11/9-'12/5)			
	Results (JPY million)	vs Sales (%)	Results (JPY million)	vs Sales (%)	YoY (%)	Amount of increase (JPY million)
Net sales	371,214	—	301,803	—	△18.7	△69,411
Gross profit	98,696	26.6	75,835	25.1	△23.2	△22,860
SG & A expenses	85,478	23.0	72,729	24.1	△14.9	△12,748
Personnel expenses	21,681	5.8	21,142	7.0	△2.5	△538
Point expense	30,201	8.1	18,681	6.2	△38.1	△11,519
Other	33,595	9.1	32,905	10.9	△2.1	△689
Operating income	13,218	3.6	3,106	1.0	△76.5	△10,112
Non-operating income	3,198	0.9	4,024	1.3	+25.8	+826
Non-operating expenses	1,298	0.3	2,092	0.7	+61.1	+794
Ordinary income	15,117	4.1	5,038	1.7	△66.7	△10,079
Extraordinary income	1	0.0	905	0.3	+66,966.3	+903
Extraordinary loss	1,331	0.4	3,847	1.3	+189.0	+2,516
Net income	7,641	2.1	2,462	0.8	△67.8	△5,179

Subsidiaries

		FY 2011/3Q('10/9-'11/5)		FY 2012/3Q('11/9-'12/5)			
		Results (JPY million)	vs Sales (%)	Results (JPY million)	vs Sales (%)	YoY (%)	Amount of increase (JPY million)
Net sales	Consolidated	457,846	—	391,882	—	△14.4	△65,964
	Bic Camera	371,214	—	301,803	—	△18.7	△69,411
	Sofmap	62,973	—	60,596	—	△3.8	△2,377
	Nippon BS Broadcasting	3,429	—	4,556	—	+32.9	+1,126
Operating income	Consolidated	15,895	3.5	5,866	1.5	△63.1	△10,029
	Bic Camera	13,218	3.6	3,106	1.0	△76.5	△10,112
	Sofmap	578	0.9	70	0.1	△87.9	△508
	Nippon BS Broadcasting	419	12.2	880	19.3	+109.8	+460
Ordinary income	Consolidated	17,438	3.8	7,297	1.9	△58.2	△10,140
	Bic Camera	15,117	4.1	5,038	1.7	△66.7	△10,079
	Sofmap	629	1.0	134	0.2	△78.6	△494
	Nippon BS Broadcasting	360	10.5	845	18.6	+134.4	+484

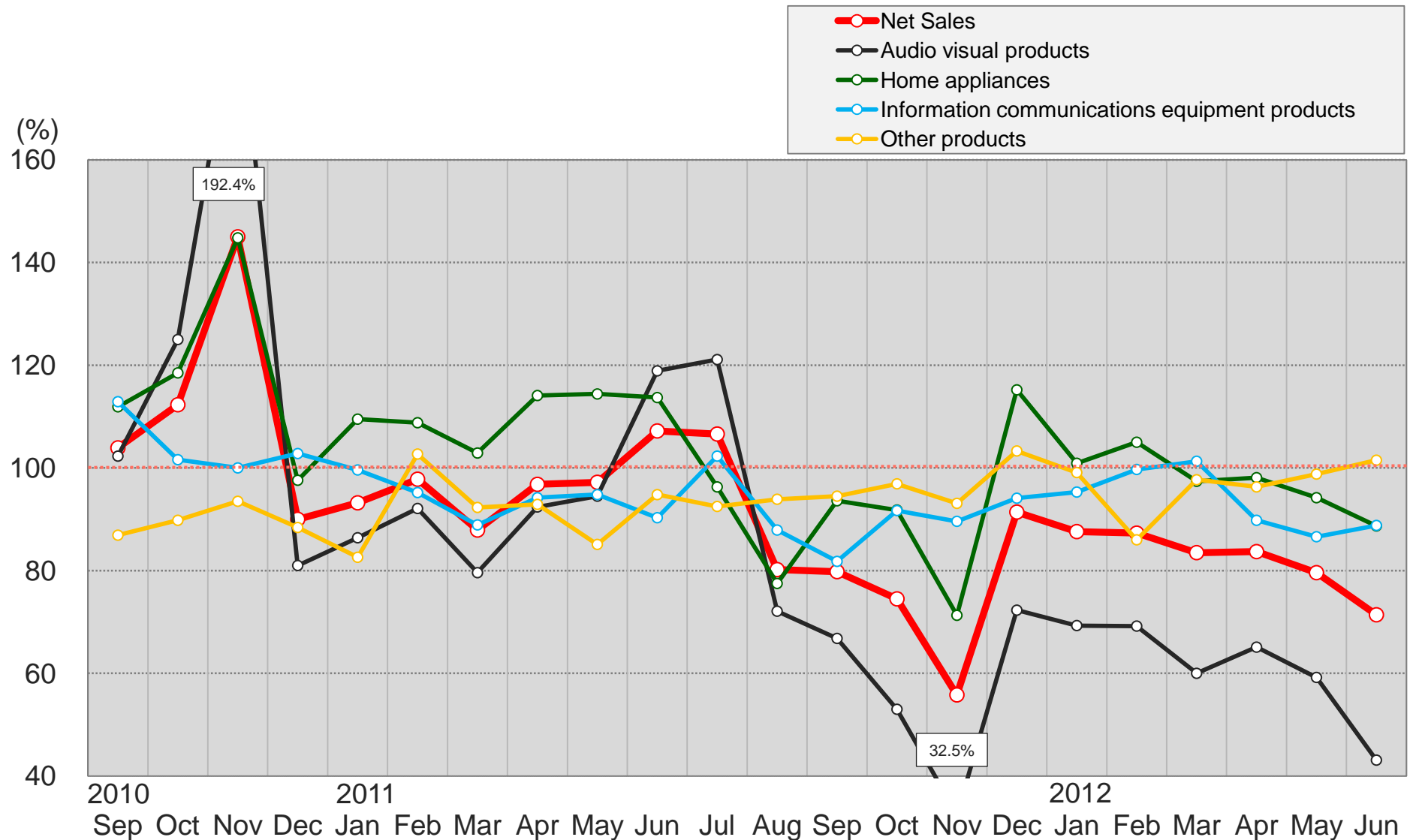
〈Consolidated〉 Balance sheets

(JPY million)		As of May 31, 2011	As of August 31, 2011	As of May 31, 2012	Amount of increase
Current assets	Cash and deposits	24,319	21,116	19,191	△ 1,924
	Accounts receivable-trade	20,696	18,520	20,071	+1,550
	Merchandise and finished goods	43,884	38,072	47,962	+9,890
	Other	20,769	24,236	23,218	△ 1,017
	Total current assets	109,670	101,945	110,443	+8,498
Noncurrent assets	Total property, plant and equipment	61,020	59,960	59,473	△ 486
	Intangible assets	14,418	14,338	14,247	△ 91
	Total Investments and other assets	44,940	43,536	43,035	△ 501
	Total noncurrent assets	120,378	117,835	116,756	△ 1,079
Deferred assets		67	56	22	△ 33
Total assets		230,117	219,837	227,222	+7,385
Current liabilities	Accounts payable-trade	43,748	36,380	39,518	+3,137
	Interest-bearing debt	40,887	39,649	47,167	+7,518
	Provision for point card certificates	13,173	13,447	11,519	△ 1,927
	Other	23,199	22,155	16,887	△ 5,267
	Total current liabilities	121,008	111,632	115,093	+3,461
Noncurrent liabilities	Interest-bearing debt	27,113	22,972	22,899	△ 73
	Other	12,760	12,992	13,527	+534
	Total noncurrent liabilities	39,874	35,964	36,426	+461
Total liabilities		160,882	147,596	151,519	+3,922
Total net assets		69,234	72,240	75,703	+3,462
Total liabilities and net assets		230,117	219,837	227,222	+7,385

〈Consolidated〉 Sales by product line

	FY 2011/3Q('10/9-'11/5)		FY 2012/3Q('11/9-'12/5)			
	Results (JPY million)	Composition ratio (%)	Results (JPY million)	Composition ratio (%)	YoY (%)	Amount of increase (JPY million)
Audio visual products	150,797	32.9	88,959	22.7	△ 41.0	△ 61,837
Cameras	29,007	6.3	26,658	6.8	△ 8.1	△ 2,348
TVs	65,785	14.4	19,822	5.1	△ 69.9	△ 45,963
BD/DVD recorders, Video cameras	23,442	5.1	15,778	4.0	△ 32.7	△ 7,663
Audio	14,997	3.3	12,698	3.2	△ 15.3	△ 2,298
Home appliances	69,565	15.2	66,226	16.9	△ 4.8	△ 3,339
Refrigerators	10,780	2.4	9,209	2.3	△ 14.6	△ 1,571
Washing machines	8,143	1.8	8,178	2.1	0.4	34
Kitchen appliances	9,690	2.1	9,826	2.5	1.4	135
Seasonal home electronics	12,871	2.8	10,935	2.8	△ 15.0	△ 1,936
Personal care electronics	14,179	3.1	13,510	3.4	△ 4.7	△ 669
Information communications equipment products	148,850	32.5	147,136	37.5	△ 1.2	△ 1,713
PCs	46,092	10.1	41,568	10.6	△ 9.8	△ 4,523
PC peripherals	20,057	4.4	17,180	4.4	△ 14.3	△ 2,876
PC software	11,622	2.5	11,021	2.8	△ 5.2	△ 600
Cellular phones	45,775	10.0	52,380	13.3	14.4	6,605
Other products	84,416	18.5	83,784	21.4	△ 0.7	△ 631
Video Games	25,048	5.5	22,863	5.8	△ 8.7	△ 2,185
Retail goods sales	453,629	99.1	386,107	98.5	△ 14.9	△ 67,522
Other business	4,217	0.9	5,774	1.5	36.9	1,557
Total	457,846	100.0	391,882	100.0	△ 14.4	△ 65,964

〈Non-Consolidated〉 Monthly Net Sales by Product



This document 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.

Expressions relating to future prospects in this document were made as of July 2012 based on the information available as of July 2012, and expressions for future prospects are not to be updated or changed to reflect future incidents and situations.

July 2012
BIC Cameras Inc.