# Summary of Reference data

Fiscal Year August 2014 (September 1, 2014 to August 31, 2015)





# 1. Fiscal Year August 2014

2. Earnings Forecast for FY2015

3. Kojima (Subsidiary)

4. Important subject

Reference

# (Consolidated) Results Highlights

		FY2013 ('13/	9-'14/8)		FY201	4 ('14/9-'15/	8)	
	Million yen; %	Results	Sales	iveania		YoY	Forecast  Previous Revised	
		ratio		ratio		forecast	forecast	
Net	sales	832,748	100.0	795,368	100.0	95.5	812,000	_
G	ross profit	214,880	25.8	209,645	26.4	97.6		
SG	&A expenses	194,866	23.4	190,845	24.0	97.9		
	Personnel expenses	61,886	7.4	60,956	7.7	98.5		
	Points expenses	27,780	3.3	26,380	3.3	95.0		
	Other	105,199	12.6	103,508	13.0	98.4		
Оре	erating income	20,014	2.4	18,800	2.4	93.9	20,500	_
Nor	n-operating income	6,708	8.0	3,627	0.5	54.1		
Nor	n-operating expenses	2,665	0.3	2,027	0.3	76.1		
Orc	dinary income	24,056	2.9	20,401	2.6	84.8	20,500	_
Ext	raordinary income	1,236	0.1	575	0.1	46.5		
Ext	raordinary losses	3,541	0.4	1,817	0.2	51.3		
	ome before income taxes minority interests	21,752	2.6	19,158	2.4	88.1		
Net	income	9,850	1.2	6,804	0.9	69.1	10,200	_

# (Non-Consolidated) Results Highlights

FY2013 ('13/9-'1			9-'14/8)		FY201	4 ('14/9-'15/	8)	
	Million yen; %	0-1-			Sales		Forecast	
	iviilioti yett, 70	Results	ratio	Sales Results ratio		YoY	Previous forecast	Revised forecast
Net	sales	448,087	100.0	444,879	100.0	99.3	435,000	449,800
G	ross profit	115,571	25.8	116,702	26.2	101.0		
SG	&A expenses	104,169	23.2	103,485	23.3	99.3		
	Personnel expenses	27,917	6.2	28,089	6.3	100.6		
	Points expenses	22,773	5.1	20,737	4.7	91.1		
	Other	53,479	11.9	54,657	12.3	102.2		
Оре	erating income	11,402	2.5	13,216	3.0	115.9	11,300	13,000
Nor	n-operating income	1,961	0.4	2,261	0.5	115.3		
Nor	n-operating expenses	1,013	0.2	670	0.2	66.1		
Orc	linary income	12,349	2.8	14,807	3.3	119.9	12,700	14,300
Ext	raordinary income	834	0.2	306	0.1	36.7		
Ext	raordinary losses	1,316	0.3	555	0.1	42.2		
	me before income taxes minority interests	11,867	2.6	14,559	3.3	122.7		
Net	income	6,383	1.4	8,112	1.8	127.1	7,300	8,750

### ⟨Consolidated⟩ Net sales

Net Sales 795.3 bl	n yen YoY (37.3) bln yen v	s forecast	(16.6) bln yen	
Bic Camera 444.8 bln yen YoY (3.2) bln yen	<ul><li>Existing stores</li><li>E-commerce</li><li>Sales to Inbound tourists</li></ul>	YoY 99.3% 98.6% 312.8%		
Kojima (subsidiary) 226.1 bln yen YoY (36.0) bln yen	<ul> <li>◆ All stores</li> <li>◆ Existing stores</li> <li>• "Kojima × Bic Camera"</li> <li>• "Kojima"</li> </ul>	YoY 86.2% 90.3% 91.2% 86.5%	Number of store 144 YoY ( 85 59	
Other subsidiaries 124.3 bln yen YoY +1.9 bln yen	<ul><li>Ranet</li><li>Sofmap</li><li>Nippon BS Broadcasting</li></ul>	YoY 104.8% 89.1% 112.7%	Rsults 99.0 bln yen 67.0 bln yen 8.8 bln yen	Amount of increase +4.5 bln yen (8.2) bln yen +0.9 bln yen

# (Consolidated) Operating income

Operating income	18.8 bln yen YoY (1	.2) bln yen vs fo	orecast (1.6) bln yen
Bic Camera 13.2 bln yen YoY +1.8 bln yen	<ul><li>Gross profit</li><li>SG&amp;A expenses</li></ul>	YoY +1.1 bln yen (0.6) bln yen	Sales ratio 26.2% (YoY +0.4P) 23.3% (YoY +0.0P)
Kojima (conslidated basis)  1.7 bln yen YoY (2.8) bln yen	<ul><li>★ Gross profit</li><li>★ SG&amp;A expenses</li><li>Valuation difference</li></ul>	YoY (6.8) bln yen (5.2) bln yen	yen YoY (1.5) bln yen Sales ratio 26.9% (YoY +1.1P) 26.5% (YoY +1.6P)
Others subsidiaries 3.8 bln yen YoY (0.1) bln yen	<ul> <li>n consolidated</li> <li>Ranet</li> <li>Sofmap</li> <li>Nippon BS Broadcasting</li> </ul>	Results 0.8 bin ye  Results  0.9 bin yen  (0.5) bin yen  1.9 bin yen	en YoY (1.3) bln yen YoY +0.0 bln yen (0.6) bln yen +0.2 bln yen

#### (Consolidated) Ordinary Income / Net Income

#### Ordinary income 20.4 bln yen YoY (3.6) bln yen vs forecast (0.1) bln yen

Non-operating income and expenses YoY (2.4) bln yen

Reversal of provision for loss on store closing (Kojima)
 FY2013 4.0 bln yen → FY2014 1.1 bln yen

Net income 6.8 bln	yen YoY (3.0) bln yen vs forecast (3.3	) bln yen	
		FY2013	FY2014
Extraordinary income and losses YoY +1.0 bln yen	◆ Impairment loss	3.1 bln yen $\rightarrow$	1.5 bln yen
Total income taxes YoY +4.4 bln yen	<ul> <li>◆ Total income taxes</li> <li>• Income taxes-current</li> <li>• Income taxes-deferred</li> <li>*Income taxes-deferred (Kojima) 6.2 bln yen (deferred tax assets is reduce)</li> </ul>	10.1 bln yen $\rightarrow$ 8.7 bln yen $\rightarrow$ 1.3 bln yen $\rightarrow$	6.9 bln yen
Minority interests in income YoY (3.9) bln yen	<ul> <li>Minority interests in income (loss)</li> </ul>	1.7 bln yen $\rightarrow$	(2.2) bln yen

### (Consolidated) Statement of Cash Flows

Million yen	FY2013	FY2014		
CF from Operating activites	32,848	6,128	Increase in inventories Income taxes paid	
CF from Investing activities	(4,598)	(8,001)	Purchase of shares of subsidiaries resulting in change in scope of consolidation	
CF from Financing activities	(35,111)	(1,765)	Repayments of loans	
Cash and cash equivalents at end of period	25,953	22,349		

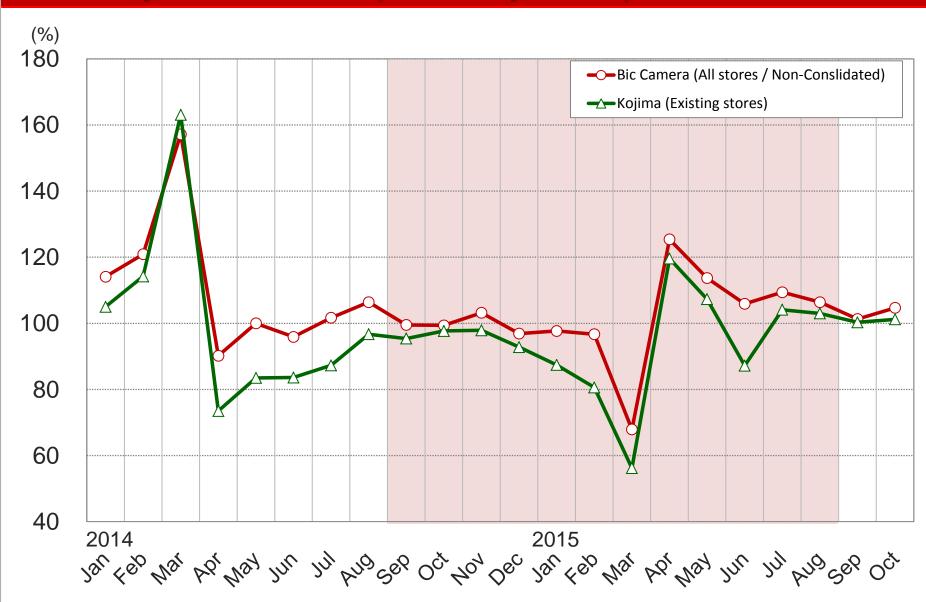
# (Consolidated) Balance Sheet

Million yen	As of Aug 31, 2014	As of Aug 31, 2015	Amount of increase	
Total current assets	151,470	153,362	+1,892	
Cash and deposits	26,276	22,410	(3,866)	
Merchandise and finished goods	73,784	81,677	+7,892	
Total property, plant and equipment	77,789	76,611	(1,178)	
Total Intangible assets	18,811	24,045	+5,233	
Total investments and other assets	81,263	75,560	(5,703)	
Total non-current assets	177,865	176,217	(1,647)	
Total assets	329,335	329,580	+244	
Total property, plant and equipment	149,756	145,562	(4,193)	
Account payable-trade	42,204	44,038	+1,833	
Interest bearing debt	54,674	56,769	+2,094	
Provision for point card certificates	11,183	11,563	+379	
Total non-current liabilities	72,493	63,171	(9,322)	
Interest bearing debt	43,185	33,199	(9,986)	
Total liabilities	222,249	208,733	(13,516)	
Total net assets	107,085	120,846	+13,760	
Total liabilities and net assets	329,335	329,580	+244	

# (Consolidated) Sales by Product line

		FY2013 ('13	/9 - '14/8)		FY2014	4 ('14/9 - '15/8	8)	
	Million yen, %	Results	Sales ratio	Results	Bic Camera	Kojima	Sales ratio	YoY
Audio	visual products	153,948	18.5	140,916	92,176	40,316	17.7	91.5
	Cameras	50,828	6.1	47,126	37,247	7,800	5.9	92.7
	TVs	37,926	4.6	35,085	17,709	17,137	4.4	92.5
	BD/DVD recorders, Video cameras	20,346	2.4	17,473	10,194	6,949	2.2	85.9
	Audios	21,524	2.6	17,780	12,651	4,167	2.2	82.6
Hom	e appliances	244,422	29.3	234,304	121,724	107,958	29.5	95.9
	Refrigerators	43,421	5.2	34,346	15,962	18,227	4.3	79.1
	Washing machines	31,034	3.7	27,119	12,943	14,041	3.4	87.4
	Kitchen appliances	31,584	3.8	34,125	19,244	13,730	4.3	108.0
	Seasonal home electronics	58,101	7.0	51,776	21,881	29,571	6.5	89.1
	Personal care electronics	30,672	3.7	36,903	24,843	10,818	4.7	120.3
Inform	nation communications equipment cts	281,303	33.8	257,671	139,647	56,171	32.4	91.6
	PCs	85,729	10.3	65,140	42,747	15,407	8.2	76.0
	PC peripherals	30,158	3.6	25,358	13,740	5,735	3.2	84.1
	Cellular phones	102,101	12.3	110,774	49,944	19,588	13.9	108.5
Othe	products	143,409	17.2	151,755	91,331	21,678	19.1	105.8
	Video Games	25,267	3.1	23,912	15,138	3,233	3.0	94.6
	Watches	20,183	2.4	24,851	24,171	344	3.1	123.1
	Retail goods sales	823,083	98.8	784,647	444,879	224,121	98.7	95.3
	Other business	9,665	1.2	10,721	0	2,003	1.3	110.9
	Total	832,748	100.0	795,368	444,879	226,124	100.0	95.5

### Monthly Net Sales (POS system)



### New stores (FY2014)

#### New stores

Operating company	Open	Store
Bic Camera	Jan. 2015	Shibuya East annex (Tokyo)
Bic Outlet	Feb. 2015	Namba Saurus2 (Osaka)
Sofmap	Nov. 2014	Sendai (Miyagi) Yokosuka (Kanagawa)
Kojima	Nov. 2014	Outlet Sakai (Osaka)
	Apr. 2015	Kojima × Bic Camera Aeon Mall Okinawa Rycom (Okinawa)



Shibuya East (main and annex)



#### Apple Authorized Service Provider

- •Number of locations: 21 as of the end of 2014 FY (YoY +11)
- •On June 2015, new location was opened in Nara, which is located outside of Bic Camera Group stores for the first time

1. Fiscal Year August 2014

2. Earnings Forecast for FY2015

3. Kojima (Subsidiary)

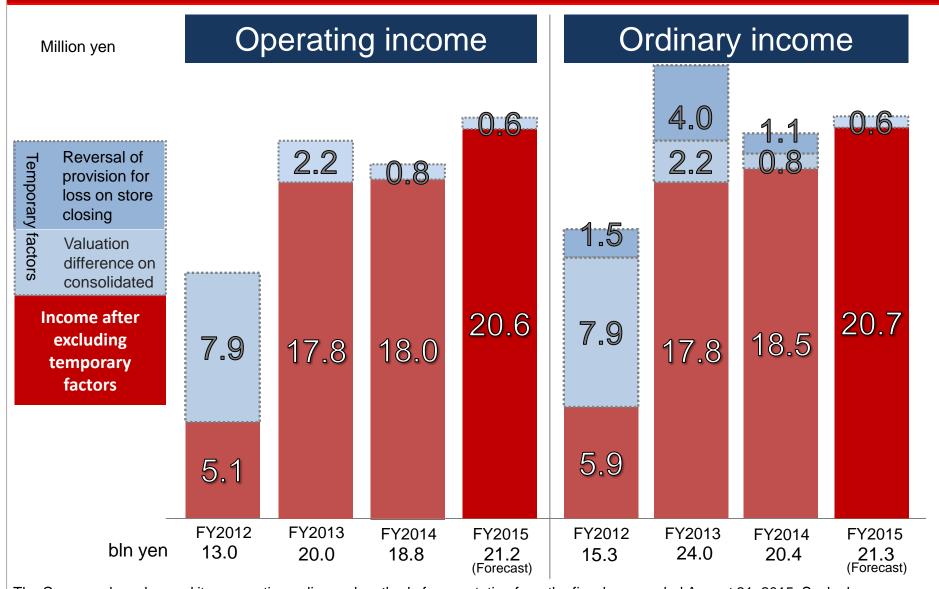
4. Important subject

Reference

# (Consolidated) Earnings Forecast for FY2015

First half			Second half			Full year			
Million yen; %	FY2014 ('14/9-'15/2)	FY2015 (Forecast) ('15/9-'16/2)		FY2014 ('15/3-'15/8)	FY2015 (Forecast) ('16/3-'16/8)		FY2014 ('14/9-'15/8)	FY2015 (Forecast) ('15/9-'16/8)	
	Amount	Amount	YoY	Amount	Amount	YoY	Amount	Amount	YoY
Net sales	393,487	407,000	103.4	401,881	413,000	102.8	795,368	820,000	103.1
Operating income	8,322	9,100	109.3	10,477	12,100	115.5	18,800	21,200	112.8
Ordinary income	8,385	9,300	110.9	12,015	12,000	99.9	20,401	21,300	104.4
Net income	4,871	5,100	104.7	1,932	6,700	346.7	6,804	11,800	173.4
%	Sales ratio	Sales ra	atio	Sales ratio	Sales ra	atio	Sales ratio	Sales ra	ıtio
Gross profit ratio	26.0		26.1	26.8		26.7	26.4		26.4
SG&A expenses ratio	23.8		23.8	24.1	23.8		24.0		23.8
Points expense ratio	3.3		3.4			3.5	3.3		3.4
Operating income ratio	2.1	2.2		2.6	2.9		2.4		2.6
Ordinary income ratio	2.1	2.3		3.0	2.9		2.6	2.6	
Net income ratio	1.2		1.3	0.5	1.6		0.9	1.4	

#### (Consolidated) Income after FY2012

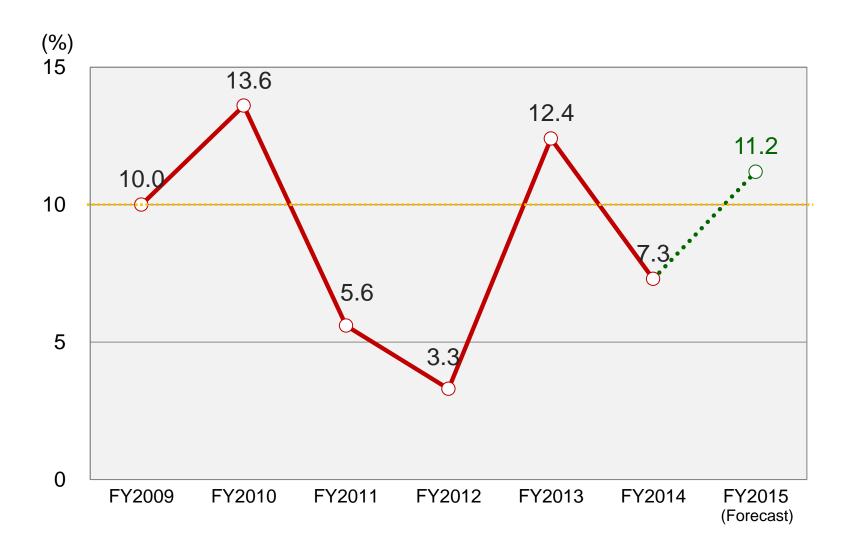


The Company has changed its accounting policy and method of presentation from the fiscal year ended August 31, 2015. Such changes have also been applied retrospectively to the results for the fiscal year ended August 31, 2014.

# (Non-Consolidated) Earnings Forecast for FY2015

	_	First half		Second half			Full year			
Million yen; %	FY2014	FY2015 (Fo		FY2014	FY2015 (Fo		FY2014	FY2015 (Fo		
Willion yen, 70	('14/9-'15/2)	('15/9-'16	,	('15/3-'15/8)	('16/3-'16	,	('14/9-'15/8)	('15/9-'16	('15/9-'16/8)	
	Amount	Amount	YoY	Amount	Amount	YoY	Amount	Amount	YoY	
Net sales	221,120	230,000	104.0	223,759	230,000	102.8	444,879	460,000	103.4	
Operating income	6,078	6,500	106.9	7,138	7,500	105.1	13,216	14,000	105.9	
Ordinary income	6,956	7,200	103.5	7,851	8,300	105.7	14,807	15,500	104.7	
Net income	4,560	4,300	94.3	3,551	5,000	140.8	8,112	9,300	114.6	
%	Sales ratio	Sales ra	atio	Sales ratio	Sales ra	atio	Sales ratio	Sales ra	atio	
Gross profit ratio	25.8		25.9	26.7		26.7	26.2		26.3	
SG&A expenses ratio	23.0		23.1	23.5	23.4		23.3	23.3		
Points expense ratio	4.9		4.7		4.8		4.7	4.8		
Operating income ratio	2.7	2.8		3.2	3.3		3.0		3.0	
Ordinary income ratio	3.1	3.1		3.5	3.6		3.3	3.4		
Net income ratio	2.1		1.9	1.6	2.2		1.8	2.0		

### (Consolidated) ROE



# (Consolidated) New stores (FY2015 or later)

#### FY2015



# Bic Camera Outlet Machida store

- Place Tokyo
- •Date 4-Sep, 2015
- Floor space 1,200m²

#### Kojima × Bic Camera Kohoku Tokyu S.C store

- Place Kanagawa
- •Date 19-Sep, 2015
- •Floor space 2,900m



#### FY2016



#### Bic Camera

- Place Hiroshima
- Date Summer, 2016 (Plan)
- •Floor space 8,500m



# Kojima × Bic Camera Utsunomiya main store

- Place Tochigi
- Date 10-Oct, 2015
- •Floor space 4,200 m

#### Bic Camera · Place Osaka

Date Mar, 2016(Plan)Floor space Undecided

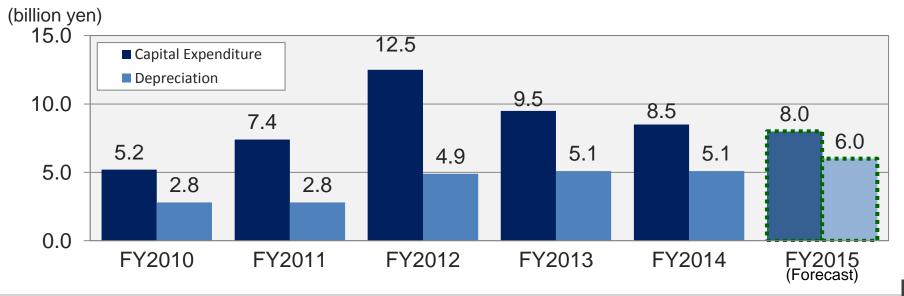


#### Bic Camera

- Place Aichi
- Date Apr, 2017 (Plan)
- •Floor space 11,000m<sup>2</sup>

# (Consolidated) Capital Expenditure / Depreciation

	FY2014	FY2015 (Forecast)
Depreciation	5.1 billion yen	6.0 billion yen
	8.5 billion yen	8.0 billion yen
Capital Expenditure	<ul><li>System</li><li>Renovation of existing stores</li><li>New stores</li></ul>	<ul><li>Renovation of existing stores</li><li>New stores</li><li>System</li></ul>



#### Return to Shareholders

		FY2010	FY2011	FY2012	FY2013	FY2014	FY2015 (Forecast)
	Total	10	10	10	10	10	10
Dividends per Share (Yen)	1H	0	5	5	5	5	5
	2H	10	5	5	5	5	5
Total cash dividends (million yen)		1,717	1,717	1,717	1,717	1,772	_
Payout ratio (%)		19.0	42.9	70.5	17.4	25.5	15.4
Ratio of dividends to net assets (%)		2.6	2.4	2.3	2.2	1.9	_

Info) The Company condanted a stock split at 1:100 of common stock with March 1, 2014 as the effective date.

Ratio of dividends to net assets is calculated based on the assumption that the stock split was conducted on September 1, 2009

1. Fiscal Year August 2014

2. Earnings Forecast for FY2015

3. Kojima (Subsidiary)

4. Important subject

Reference

# Results Highlights (Kojima)

		FY2013 ('13/9-'14/8)		FY2014 ('14/9-'15/8)				
Million yen; %		Results	Sales ratio	Results	Sales ratio	YoY	Forecast	
Net sales		262,216	100.0	226,124	100.0	86.2	236,000	
G	Gross profit	67,623	25.8	60,823	26.9	89.9		
SG	&A expenses	65,201	24.9	59,919	26.5	91.9		
	Personnel expenses	20,532	7.8	18,121	8.0	88.3		
	Other	44,669	17.0	41,797	18.5	93.6		
Ор	erating income	2,421	0.9	904	0.4	37.3	3,000	
No	n-operating income	4,779	1.8	1,585	0.7	33.2		
No	n-operating expenses	1,501	0.6	1,264	0.6	84.2		
Ord	dinary income	5,699	2.2	1,225	0.5	21.5	2,100	
Ext	traordinary income	294	0.1	95	0.0	32.6		
Extraordinary losses		2,515	1.0	1,251	0.6	49.7		
	ome before income taxes I minority interests	3,478	1.3	70	0.0	2.0		
Net income		1,042	0.4	(6,346)	(2.8)	_	440	

# Store opening strategy (Kojima)

Concentrate in metropolitan area where population is increasing

#### New store

Located in front of suburban for a satellite of Bic Camera store at big city

Located in Shopping mall.





#### Scrap and build



# Earnings Forecast for FY2015 (Kojima)

	First half			Second half			Full year		
Million yen; %	FY2014 ('14/9-'15/2)	FY2015 (Forecast) ('15/9-'16/2)		FY2014 ('15/3-'15/8)	FY2015 (Forecast) ('16/3-'16/8)		FY2014 ('14/9-'15/8)	FY2015 (Forecast) ('15/9-'16/8)	
	Amount	Amount	YoY	Amount	Amount	YoY	Amount	Amount	YoY
Net sales	110,379	110,900	100.5	115,745	119,100	102.9	226,124	230,000	101.7
Operating income	(202)	100	_	1,106	1,900	171.8	904	2,000	221.2
Ordinary income	(764)	(170)	_	1,990	1,170	58.8	1,225	1,000	81.6
Net income	(926)	(370)		(5,419)	910	_	(6,346)	540	_
%	Sales ratio	Sales ratio		Sales ratio	Sales ratio		Sales ratio	Sales ratio	
Gross profit ratio	26.5	26.7		27.3	26.8		26.9	26.8	
SG&A expenses ratio	26.7		26.7		25.3		26.5	25.9	
Points expense ratio	1.3	1.8		2.3	2.1		1.8	2.0	
Operating income ratio	(0.2)	0.1		1.0	1.6		0.4	0.9	
Ordinary income ratio	(0.7)	(0.2)		1.7	1.0		0.5	0.4	
Net income ratio	(0.8)	(0.3)		(4.7)	0.8		(2.8)	0.2	

1. Fiscal Year August 2014

2. Earnings Forecast for FY2015

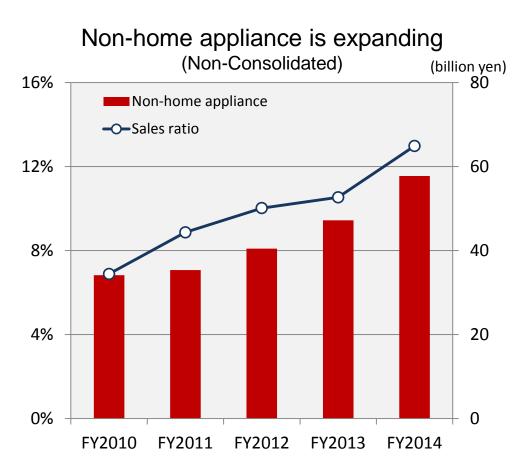
3. Kojima (Subsidiary)

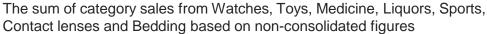
4. Important subject

Reference

### Important subject

# Non-home appliance makes sales-expansion and differentiation from competitors.







#### E-commerce

E-commerce sales (Consolidated)

FY2014 66.0 billion yen (YoY 96.1%, Sales ratio 8.3%)

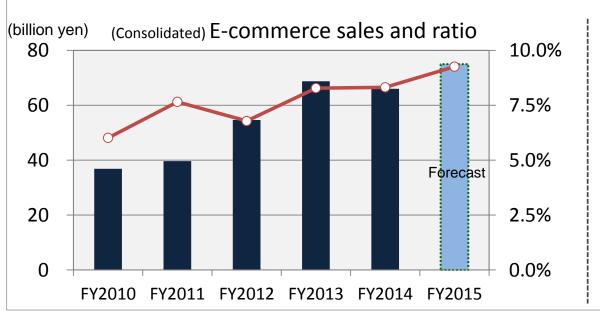
FY2015(Forecast) 75.0 billion yen

- Unifying inventories of Bic camera and Kojima (Sep-2015)
- Upgrading the E-commerce platform

Renewal of "Bic Camera.com" (May-2015)

⇒ Accelerating Omni-channel strategy

System Integration of Bic Camera, Kojima and Sofmap in FY2015



By reforming E-commerce system, online-ordered customers will be able to receive the goods at stores



#### Inbound tourists

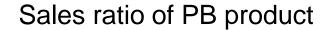
- From January to October 2015
  - ⇒ Total number of inbound tourists 16.3 million (YoY 148%)
- Tax-Free sales in October 2015 grew at YoY 2.1 times (Non-Consolidated)

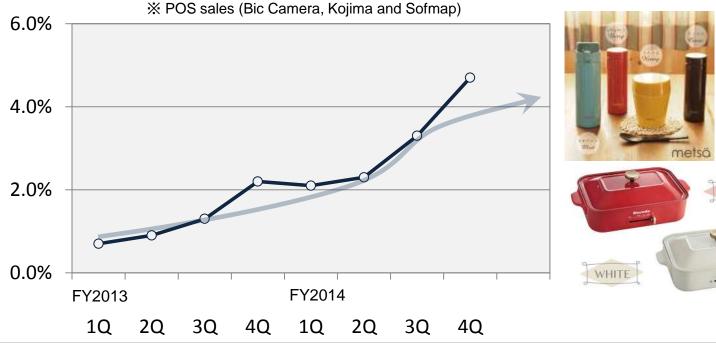


source: JNTO

### Private brand products (PB)

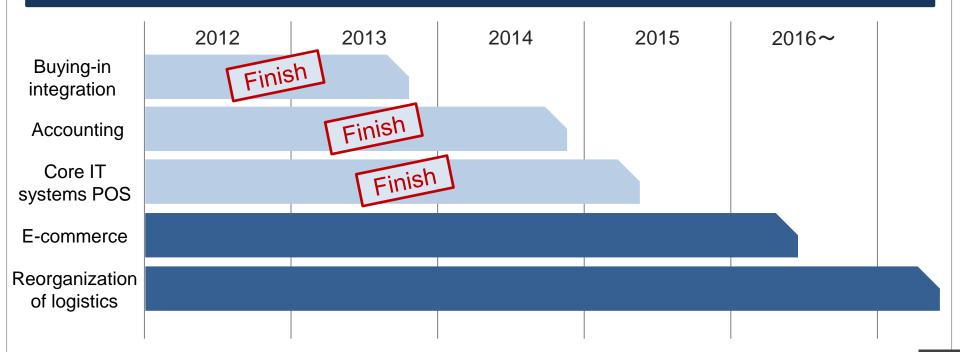
- By introducing new products and strengthening marketing activity, sales of PB is expanding
  - ⇒ Sales of PB grew by 2.3 times since FY2014
  - ⇒ Introduction of 1900 kinds of new PB since FY2013
- The main driver of gross profit margin improvement





### Systems Integration and Logistics Reorganization

- Integration of the E-commerce platform in FY2015
  - ⇒ The large-scale system investment is completed
- Logistics Reorganization
  - ⇒ FY2014 Kansai (Close 3, New 1) Kyusyu (Close 3, New 1)
  - ⇒ Continue reorganizing the logistics Final 9 bases (FY2014 18 bases)



1. Fiscal Year August 2014

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4. Important subject

Reference

# Bic Camera group store network concentrating to metropolitan area

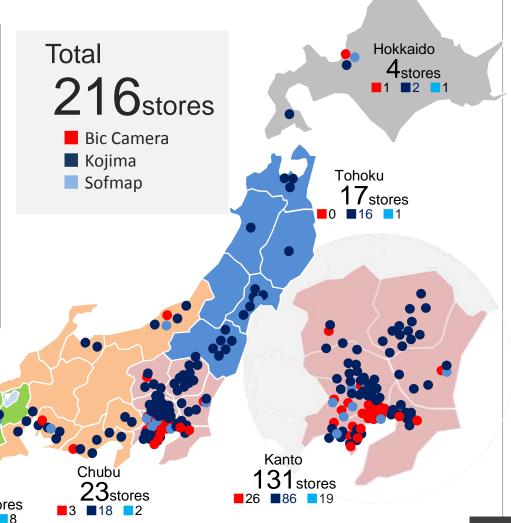
#### Population inflow to metropolitan area

Store in metropolitan area (Aug 31,2015)

	Bic Camera	Sofmap	Kojima	
	DIC Calliera	Зоппар		K&B
Total	37	35	144	85
Kanto (Tokyo, Yokohama, etc)	26	19	86	48
Aichi (Nagoya, etc)	1	1	5	5
Osaka	2	6	6	3
Fukuoka	2	1	4	4
Sub total	31	27	101	60
Ratio	84%	77%	70	%

Chugoku, Shikoku

6stores



2stores

Kyusyu, Okinawa

Okinawa •

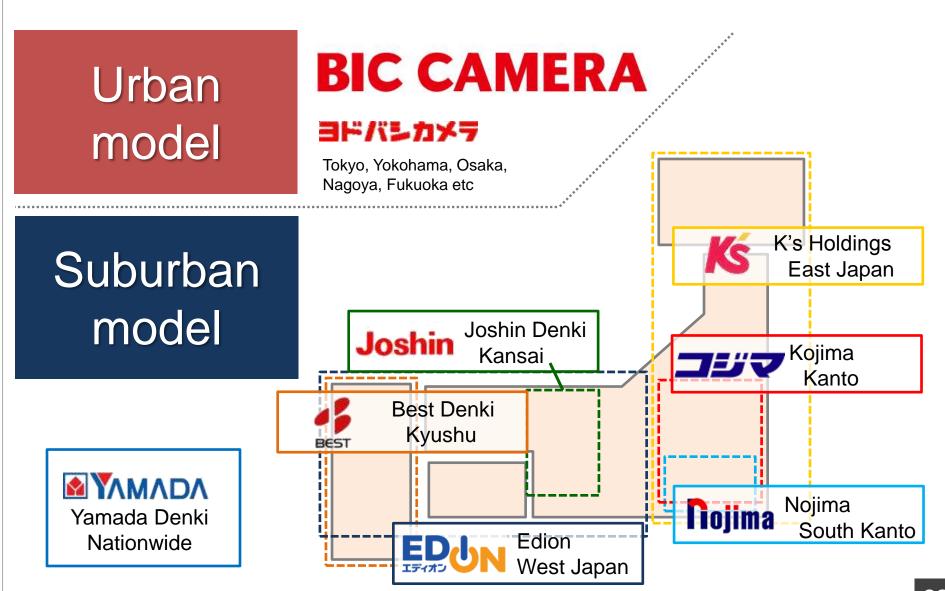
# Effect of changes in accounting policies(FY2013)

#### The point of effect on FY2013 ('13/9-'14/8)

\* The change in accounting policy of Kojima is not included

Millian	[ before ] Applied	Changes in accounting policies		Presentation nods	0.1.4441	[ after ] Applied	
Million yen	retrospectively	Shipping expenses	Rent income Cost of lease revenue	Advertising revenue, etc	Sub-total	retrospectively	Amount of increase
Net sales	407,140	+568	+622	+231	+1,422	408,562	+1,422
Cost of sales	305,496	_	+318	+63	+381	305,913	+416
Gross profit	101,643	+568	+304	+168	+1,040	102,649	+1,005
SG&A	95,167	+568	_	(32)	+535	95,702	+535
Operating income	6,476	_	+304	+201	+505	6,946	+470
Non-operating income	5,022	_	(634)	(201)	(835)	4,186	(835)
Non-operating expenses	1,924	_	(330)	_	(330)	1,593	(330)
Ordinary income	9,574	0	0	0	0	9,539	(34)
Net income	4,761	0	0	0	0	4,750	(11)

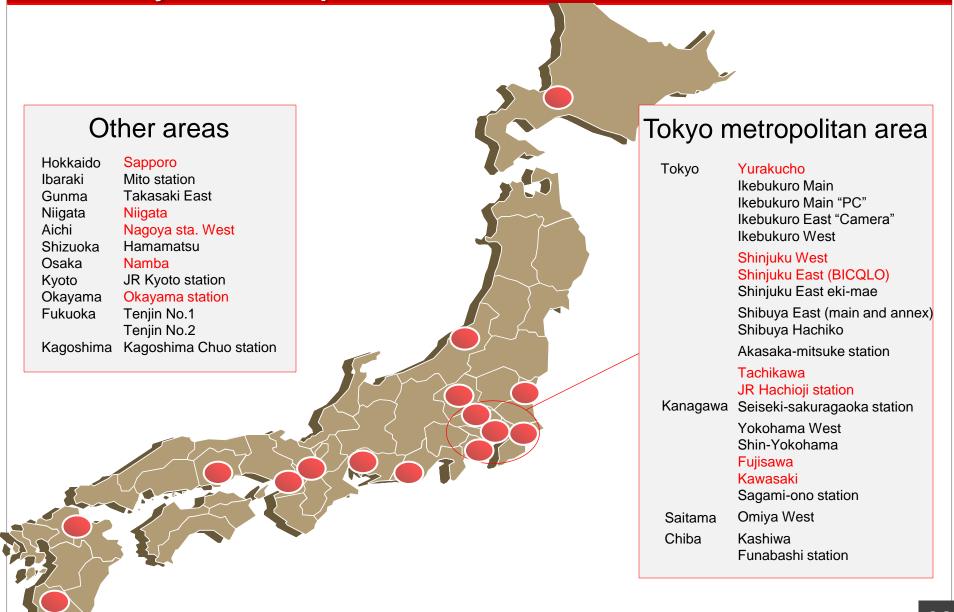
### Business regions (Electronics retailer)



#### Urban model and Suburban model differences

	Urban model	Suburban model
Location	Near major station	Near major intersections
Number of stores	Few	Many
Store size	Large	Small to medium
Products carried	Around 700,000 items / store	Around 300,000 items / store
Visit frequency	Everyday	Mainly weekend

Large stores located in major cities especially in the Tokyo metropolitan area



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 November 2015 based on the information available as of November 2015, and expressions for future prospects are not to be updated or changed to reflect future incidents and situations.

November 2015 Bic Camera Inc.