Summary of Reference data

Fiscal Year August 2018 1H

(September 1, 2018 to February 28, 2019)





(Tokyo Stock Exchange, 1st Section : 3048)

1. Fiscal Year August 2018 1H

2. Earnings Forecast for FY2018

3. Topics

4. Kojima (Subsidiary)



(Consolidated) Results Highlights

	JPY million, %		1H	FY2018	1H (Sep	. 2018 – F	eb. 2019)
			% of sales	Results	% of sales	YoY	Forecast
Ne	et sales	415,063	100.0	441,897	100.0	106.5	428,000
G	ross profit	115,417	27.8	119,979	27.2	104.0	
S	G&A expenses	102,070	24.6	107,319	24.3	105.1	
	Personnel expenses	33,093	8.0	33,888	7.7	102.4	
	Points expenses	13,810	3.3	14,778	3.3	107.0	
	Others	55,165	13.3	58,652	13.3	106.3	
Op	perating income	13,347	3.2	12,659	2.9	94.8	12,300
N	on-operating income	1,307	0.3	1,515	0.3	115.8	
N	on-operating expenses	250	0.1	236	0.1	94.2	
Or	dinary income	14,404	3.5	13,938	3.2	96.8	12,800
E	ktraordinary income	33	0.0	25	0.0	78.6	
E	ktraordinary losses	226	0.1	214	0.0	94.6	
Profit before income taxes		14,211	3.4	13,750	3.1	96.8	
To	Total income taxes		1.1	3,882	0.9	85.8	
Profit attributable to non-controlling interests		982	0.2	1,555	0.4	158.3	
Pro	ofit attributable to owners of parent	8,701	2.1	8,311	1.9	95.5	7,600

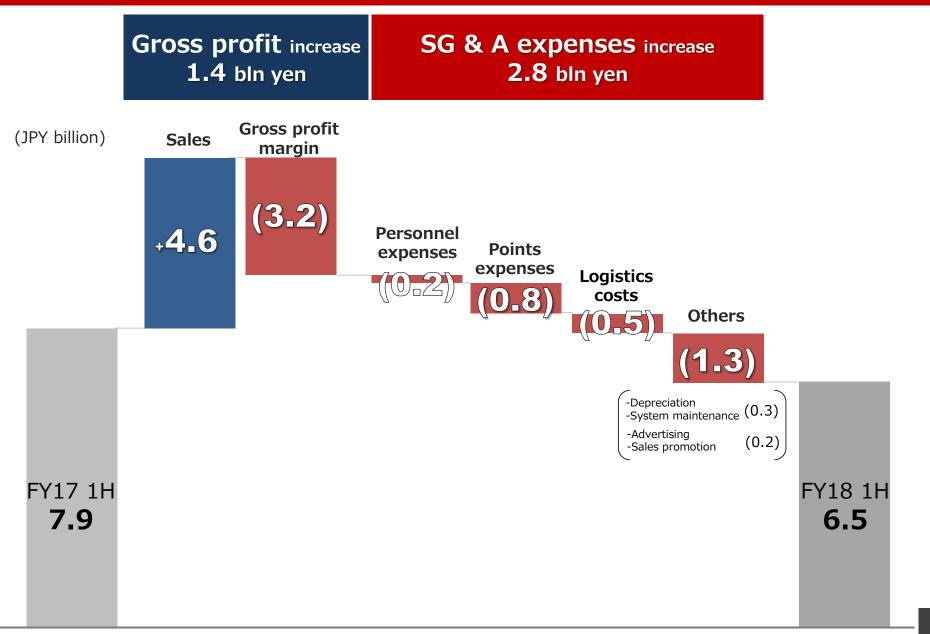


(Non-Consolidated) Results Highlights

	FY2017	1H	FY2018	1H (Sep.	2018 – F	eb. 2019)
JPY million, %	Results	% of sales	Results	% of sales	YoY	Forecast
Net sales	240,771	100.0	257,905	100.0	107.1	248,000
Gross profit (wholesale sales not included)	66,291	27.5 (27.6)	67,673	26.2 (27.2)	102.1	
SG&A expenses	58,340	24.2	61,096	23.7	104.7	
Personnel expenses	15,738	6.5	15,904	6.2	101.1	
Points expenses	10,447	4.3	11,255	4.4	107.7	
Others	32,154	13.4	33,936	13.2	105.5	
Operating income	7,951	3.3	6,576	2.5	82.7	7,400
Non-operating income	1,194	0.5	1,175	0.5	98.4	
Non-operating expenses	124	0.1	118	0.0	95.6	
Ordinary income	9,021	3.7	7,633	3.0	84.6	8,300
Extraordinary income	32	0.0	0	0.0	2.0	
Extraordinary losses	26	0.0	29	0.0	112.0	
Profit before income taxes	9,027	3.7	7,604	2.9	84.2	
Total income taxes	2,877	1.2	2,289	0.9	79.6	
Profit income	6,149	2.6	5,314	2.1	86.4	5,500

1. Fiscal Year August 2018 1H (Sep. 2018 – Feb. 2019)

(Non-Consolidated) Breakdown of operating income



BicCamera



(Consolidated) Net sales

Net Sales 441.8 bln yen (YoY + 26.8 bln yen vs forecast + 13.8 bln yen)										
BicCamera (Non-consolidated) 257.9 bln yen YoY + 17.1 bln yen vs forecast + 9.9 bln yen	 Existing stores E-commerce Tax-free sales 	YoY 106.6% YoY 125.4% YoY 96.9%								
Kojima (Subsidiary) 129.1 bln yen YoY +10.5 bln yen vs forecast + 5.0 bln yen	 Exising stores E-commerce as of Aug. 2018 142stores	YoY 107.5% YoY 136.6% Include K&B 123 stores (Open1 Close0)								
Other subsidiaries 54.8 bln yen* YoY (0.8) bln yen	 Sofmap 22.0 bln yen 	YoY 121.6%, +13.4 bln yen YoY 97.3%, (0.6) bln yen YoY 96.6%, (0.2) bln yen								

Note: The figure for existing stores include the figure concerning the E-commerce

*It reflects the subtraction of individual companies' (BicCamera & Kojima) figures from consolidated results. Internal transactions are not taken into account.



(Consolidated) Operating income

Operating income 12.6 bln yen (YoY (0.6) bln yen vs forecast +0.3 bln yen)										
BicCamera (Non-consolidated) 6.5 bln yen YoY (1.3) bln yen vs forecast (0.8) bln yen	 Gross profit (ratio) SG&A expenses (ratio) 	67.6 bln yen 26.2 % 61.0 bln yen 23.7 %	YoY YoY YoY YoY	+1.3 bln yen (1.3) P +2.7 bln yen (0.5) P						
Kojima (Subsidiary)2.3 bln yenYoY+1.0 bln yenvs forecast+0.8 bln yen	 Gross profit (ratio) SG&A expenses (ratio) 	34.3 bln yen 26.6 % 31.9 bln yen 24.8 %	YoY YoY YoY YoY	+2.4 bln yen (0.3) P +1.4 bln yen (0.9) P						
Other subsidiaries 3.7 bln yen* YoY (0.3) bln yen	 Ranet Sofmap Nippon BS Broadcasting 	1.9 bln yen 0.0 bln yen 0.9 bln yen	YoY YoY YoY	+0.5 bln yen (0.3) bln yen (0.6) bln yen						

*It reflects the subtraction of individual companies'(BicCamera & Kojima) figures from consolidated results. Internal transactions are not taken into account.

1. Fiscal Year August 2018 1H (Sep. 2018 - Feb. 2019)

(Consolidated) Ordinary income / Net income

Ordinary income 13.9 bln yen (YoY (0.4) bln yen vs forecast +1.1 bln yen)										
Non-operating		FY2017 1H	FY2018 1H							
income and expensesYoY+0.2 bln yen	 Non-operating income Non-operating expenses 	1.3 bln yen 0.2 bln yen	1.5 bln yen 0.2 bln yen							
Profit attributable to owners of parent 8.3 bln yen (YoY (0.3) bln yen vs forecast +0.7 bln yen)										
		FY2017 1H	FY2018 1H							
Extraordinary income and losses YoY +0.0 bln yen	 Extraordinary income Extraordinary losses 	0.0 bln yen 0.2 bln yen	0.0 bln yen 0.2 bln yen							
Total income taxes	 Total income taxes 	4.5 bln yen	3.8 bln yen							
YoY (0.7) bln yen	 income taxes-current income taxes-deferred 	4.1 bln yen 0.3 bln yen	3.8 bln yen (0.0) bln yen							
Profit attributable to non-controlling interestsYoY+0.5 bln yen	 Profit attributable to non-controlling interests 	0.9 bln yen	1.5 bln yen							

BicCamera



(Consolidated) Balance Sheet

JPY million	As of Aug 31, 2018	As of Feb 28, 2019	Amount of increase	As of Feb 28, 2018
Total current assets	175,498	201,558	26,059	184,193
Cash and deposits	21,967	24,021	2,053	22,772
Merchandise and finished goods	106,100	126,498	20,397	114,357
Total property, plant and equipment	84,515	89,114	4,599	85,896
Total Intangible assets	22,672	22,318	(353)	22,200
Total investments and other assets	82,911	81,477	(1,433)	82,330
Total non-current assets	190,099	192,911	2,812	190,427
Total assets	365,598	394,470	28,871	374,621
Total current liabilities	156,561	165,814	9,252	164,921
Interest bearing debt	58,338	68,298	9,959	73,866
Provision for point card certificates	12,124	12,438	314	11,684
Total non-current liabilities	53,270	66,463	13,192	49,838
Interest bearing debt	22,258	35,498	13,239	18,978
Total liabilities	209,832	232,277	22,445	214,760
Total net assets	155,765	162,192	6,426	159,861
Total liabilities and net assets	365,598	394,470	28,871	374,621

Note: Following the partial amendment to the accounting standard for tax effect accounting, etc., the statement of deferred tax assets (liabilities) has been partially revised.

The figures as of the end of February 2018 also reflect the same change for reasons of convenience.



(Consolidated) Cash flow statement

JPY million	FY2017 1H	FY2018 1H (Sep. 2018 – Feb. 2019)				
Cash flows from operating acrivities	(3,547)	(11,481)	Increase in inventoriesIncome taxes paid			
Cash flows from investing activities	(8,750)	(6,263)	 Purchase of property, plant and equipment 			
Cash flows from financing activities	14,973	19,798	- Increase in loans payable			
Cash and cash equivalents at end of period	22,672	24,021				

(Consolidated) Sales by Product line

	FY2017	1H		FY201	8 1H (S	ep. 2018 –	Feb. 201	9)	
JPY million, %	Results	% of	Results	BicCar	nera	Kojir	na	% of	YoY
	ICesuits	sales	Results	Results	YoY	Results	YoY	sals	
Audio visual products	69,707	16.8	70,735	46,688	102.7	21,479	101.4	16.0	101.5
Cameras	20,398	4.9	18,991	15,164	93.5	3,353	91.2	4.3	93.1
TVs	18,793	4.5	19,760	9,961	107.9	9,637	102.3	4.5	105.1
Audios	8,532	2.1	7,571	5,239	87.1	2,084	95.8	1.7	88.7
Others	13,897	3.4	15,928	11,243	119.3	3,111	124.4	3.6	114.6
Home appliances	120,664	29.1	128,668	70,248	106.3	56,913	107.2	29.1	106.6
Refrigerators	16,088	3.9	16,836	7,948	107.9	8,838	101.9	3.8	104.7
Washing machines	16,144	3.9	17,396	8,539	113.9	8,833	102.4	3.9	107.8
Kitchen appliances	18,880	4.6	19,411	10,908	101.3	8,224	104.8	4.4	102.8
Seasonal home electronics	21,049	5.1	23,105	10,192	109.7	12,786	110.0	5.2	109.8
Personal care electronics	23,397	5.6	24,318	17,223	102.4	6,703	109.2	5.5	103.9
Information communications equipment Products	133,355	32.1	144,259	78,429	108.9	36,486	116.5	32.7	108.2
PCs	30,279	7.3	36,792	25,833	124.6	8,968	115.9	8.3	121.5
PC peripherals	13,078	3.1	13,917	7,704	104.6	4,137	114.5	3.2	106.4
Cellular phones	60,875	14.7	63,570	26,434	101.4	14,477	119.0	14.4	104.4
Other products	84,346	20.3	91,434	62,538	109.4	13,226	110.3	20.7	108.4
Video Games	20,032	4.8	23,017	16,150	120.0	4,947	124.9	5.2	114.9
Watches	11,886	2.9	12,364	11,961	103.4	301	134.6	2.8	104.0
Sporting goods	4,356	1.0	5,276	4,744	119.4	519	136.7	1.2	121.1
Toys	7,138	1.7	7,538	5,046	101.4	1,701	109.0	1.7	105.6
Glasses and Contact lenses	2,935	0.7	3,375	3,290	113.8	—	-	0.8	115.0
Liquors and Soft drinks	3,584	0.9	4,099	—	—	—	-	0.9	114.4
Medicine and Daily goods	9,076	2.2	10,420	9,492	114.2	856	129.9	2.3	114.8
Retail goods sales	408,073	98.3	435,097	257,905	107.1	128,105	108.9	98.5	106.6
Other business	6,990	1.7	6,800		_	1,007	99.5	1.5	97.3
Total	415,063	100.0	441,897	257,905	107.1	129,113	108.9	100.0	106.5





(Consolidated) New Stores

BicCamera Machida (Tokyo)

Opened February 21, 2019





Kojima×BicCamera MARK IS Fukuoka-momochi

Opened November 21, 2018



BicCamera SELECT Kyoto-Shijokawaramachi

Opened December 11, 2018



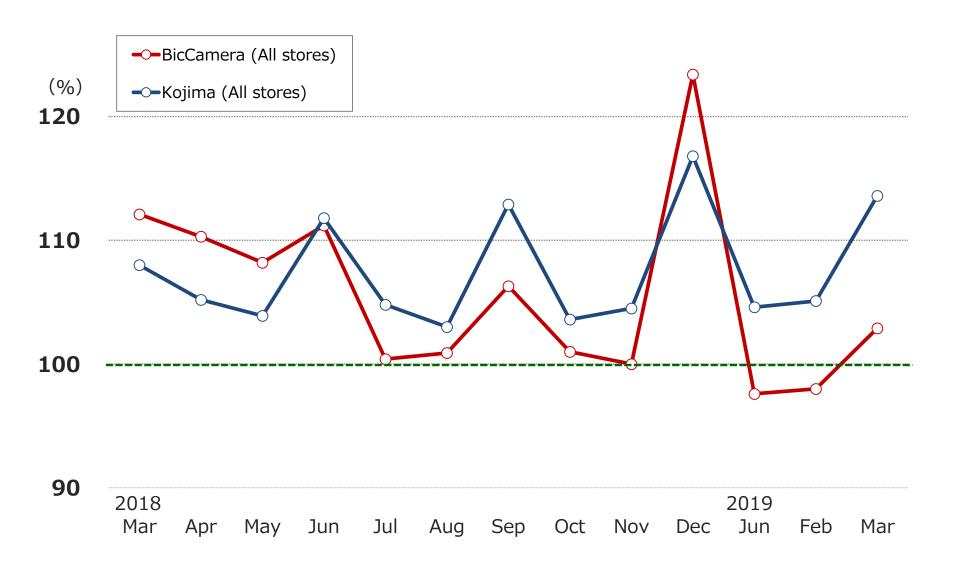
Air BicCamera Naha Airport

Opened March 18, 2019





Monthly Sales (YoY, POS base)



Note: On April 2018, the online shopping site "BIC CAMERA Rakuten Ichiba" has been renewed as "Rakuten BIC". Due to this renewal, the sales of these stores have been excluded from the total volume.

1. Fiscal Year August 2018 1H

2. Earnings Forecast for FY2018

3. Topics

4. Kojima (Subsidiary)

BicCamera

(Consolidated) Earnings Forecast for FY2018

			Full yea	ar		Second half					
	JPY million; %	FY2017	FY2018	FY201	FY2018		FY2018	FY2018	8		
		Results	Previous forecast	Forecast	YoY	Results	Previous forecast	Forecast (Differnece)	YoY		
	Net sales	844,029	890,000	895,000	106.0	428,965	462,000	453,102	106.0		
Op	perating income	27,055	28,800	28,800	106.4	13,708	16,500	16,140	106.4		
OI	rdinary income	29,241	30,600	30,600	104.6	14,836	17,800	16,661	104.6		
	ofit attributable to wners of parent	17,122	17,800	17,800	104.0	8,421	10,200	9,488	104.0		
	Gross profit	28.0	27.7	27.6		28.1	27.8	28.0			
0	SG&A expenses	24.8	24.4	24.4		24.9	24.2	24.4			
ratio	Points expense	3.3	3.2	3.3		3.2	3.2	3.3			
Sales	Operating income	3.2	3.2	3.2		3.2	3.6	3.6			
လြ	Ordinary income	3.5	3.4	3.4		3.5	3.9	3.7			
	Profit attributable to owners of parent	2.0	2.0	2.0		2.0	2.2	2.1			

🧭 BicCamera

(Non-Consolidated) Earnings Forecast for FY2018

			Full ye	ar		Second half					
JPY million; %		FY2017	FY2018	FY2018		FY2017	FY2018	FY201	8		
		Results	Previous forecast	Forecast	YoY	Results	Previous forecast	Forecast (Differnece)	YoY		
	Net sales	487,523	518,000	520,000	106.7	246,752	270,000	262,094	106.2		
Op	erating income	16,110	17,200	15,400	95.6	8,159	9,800	8,823	108.1		
Ordinary income		18,236	19,000	17,300	94.9	9,214	10,700	9,666	104.9		
	Profit income	12,055	12,600	11,700	97.1	5,905	7,100	6,385	108.1		
	Gross profit	27.7	26.9	26.6		27.9	26.9	26.9			
	wholesale sales not included	28.1	28.2	27.8		28.7	28.4	28.4			
tio	SG&A expenses	24.4	23.5	23.6		24.6	23.3	23.6			
Sales ratio	Points expense	4.3	4.1	4.3		4.2	4.0	4.2			
Sale	Operating income	3.3	3.3	3.0		3.3	3.6	3.4			
	Ordinary income	3.7	3.7	3.3		3.7	4.0	3.7			
	Profit income	2.5	2.4	2.3		2.4	2.6	2.4			

2. Earnings Forecast for FY2018 (Sep. 2018 – Aug. 2019)

BicCamera

(Non-Consolidated) New Store

- Store launched in facilities operated by a company in the Seven & i Holdings Group
- Opportunities for growth based on new styles of store launch



Shopping mall Ario

Third store in Osaka

BicCamera Ario-Yao

Sales floor space 3,000m2

Scheduled to open in Summer 2019



Acquisition of own shares

Acquisition of a maximum of 2,500,000 treasury shares
 Improvement in dividends and capital efficiency

Total number of shares that may be acquired	2.5 million (at maximum)
Ratio to the total number of outstanding shares	1.40%
Total acquisition value	3,000 million yen (at maximum)
Acquisition period	April 12, 2019 to October 31, 2019

(Reference)

Previous acquisition of treasury shares

- Number of shares acquired: 9,300,000
- Date of acquisition: June 5, 2018

Ownership of treasury shares as of February 28, 2019

- Total number of outstanding shares: 178,432,504 (excluding treasury shares)
- Number of treasury shares: 9,713,800

1. Fiscal Year August 2018 1H

2. Earnings Forecast for FY2018

3. Topics

4. Kojima (Subsidiary)



Utilization of IT

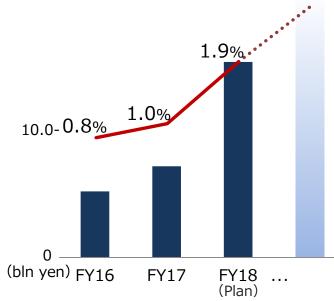
Great enhancement of the IT platform

Introduction to stores, the E-commerce and logistics

IT spending

IT expenditure of BicCamera, Kojima and Sofmap

- IT expenses
 Datio of IT expense
- Ratio of IT expenses to net sales





Upper left: Electronic price tag Upper right: Personal work terminal Lower left: Online shopping site (on the app) Lower right: Shelf transfer robot

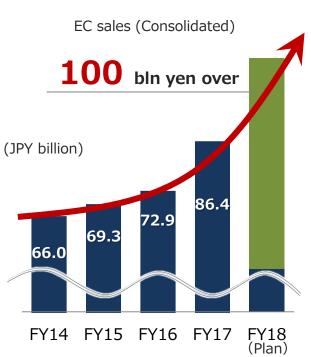


EC(E-commerce)

EC towards annual sales exceeding 100 bln yen
 FY18 1H EC sales: 51.7 bln yen, YoY 125%, EC sales ratio 11.7%

Acceleration of the omni-channel strategy

Growing EC



Evolution of the core of the omni-channel strategy

Revamp of the smartphone app

- Displays suited to preferences
 Notification of the latest Cost
- prices of items wanted
- Barcode scanning feature
- Discount coupons and information on bargains

Online reserve and pickup service

- Service commenced on the Rakuten BIC store
- Service expanded to items at logistical centers and other stores (currently limited to the Company's main site and selected stores)



Note: Sales of EC aggregate EC sales of BicCamera, Kojima, Sofmap and wholesale sales of Rakuten Bic.



Physical stores

- Development of selling floors geared toward the customer experience
 - Maximizing the value of physical stores
- Diversification of payment methods

Diversifying reasons for visiting stores





Logistics

The Osaka Center coming into operation

Automation of logistical functions partly put into operation

Enhancement of delivery services

Shortening of delivery time
Same-day delivery to destinations in the 24 wards of Osaka City



Logistics Automation



Shelf transfer robot



Moving shelf

Tax-free sales

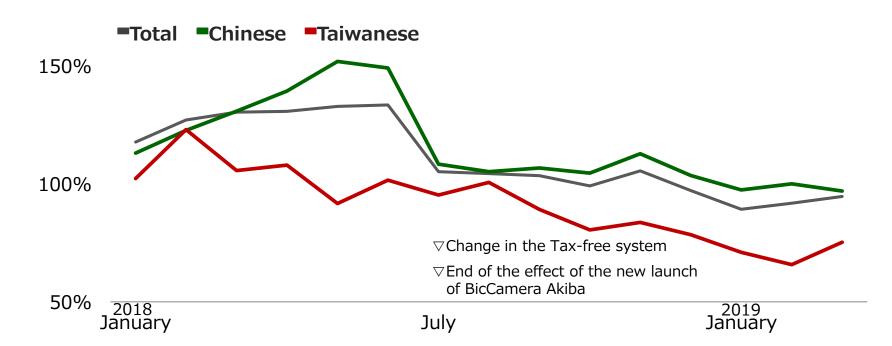
Partial changes in trends

- Sales to Taiwanese customers began to slow at the end of last year.
- Sales to Chinese customers remain strong.

Perception of growth potential of the market is not changed

Tax-free sales

(YoY, Non-Consolidated POS bases)





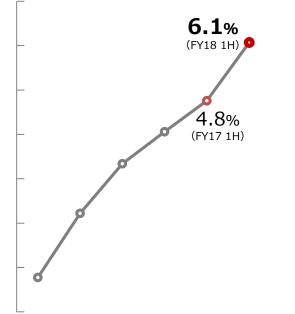
PB (Private brand) products

PB products sales increased 30% after gaining customers' support

- PB products sales : FY2018 1H YoY136% | ratio 6.1%
- Increased appeal boosted competitiveness

Growth of PB products

PB products sales ratio (First Half)



PB products divided into two types

Products with the Company's original model numbers that do not appear to be private brand ones

Sharp

Private brand products differentiated with original designs and performance



Note: The PB products sales are POS bases (BicCamera, Kojima and Sofmap)

1. Fiscal Year August 2018 1H

2. Earnings Forecast for FY2018

3. Topics

4. Kojima (Subsidiary)

4. Kojima (Subsidiary)

(Kojima) Results Highlights

	FY2017	1H	FY2018	1H (Sep	. 2018 – F	eb. 2019)
JPY million, %	Results	% of sales	Results	% of sales	YoY	Forecast
Net sales	118,607	100.0	129,113	100.0	108.9	124,100
Gross profit	31,880	26.9	34,366	26.6	107.8	
SG&A expenses	30,532	25.7	31,984	24.8	104.8	
Personnel expenses	9,539	8.0	9,952	7.7	104.3	
Others	20,992	17.7	22,032	17.1	105.0	
Operating income	1,347	1.1	2,382	1.8	176.7	1,500
Non-operating income	307	0.3	412	0.3	134.1	
Non-operating expenses	139	0.1	99	0.1	71.2	
Ordinary income	1,516	1.3	2,695	2.1	177.8	1,520
Extraordinary income	0	0.0	11	0.0	2,968.3	
Extraordinary losses	203	0.2	146	0.1	72.1	
Profit before income taxes	1,313	1.1	2,560	2.0	194.9	
Total income taxes	411	0.3	125	0.1	30.6	
Profit income	902	0.8	2,434	1.9	269.8	1,100

4. Kojima (Subsidiary)

(Kojima) Earnings Forecast for FY2018

		Full year				Second half			
JPY million; %		FY2017	FY2018	FY2018		FY2017	FY2018	FY201	8
		Results	Previous forecast	Forecast	YoY	Results	Previous forecast	Forecast (Differnece)	ΥοΥ
Net sales		246,391	260,000	268,000	108.8	127,783	135,900	138,887	108.7
Operating income		4,248	4,800	6,300	131.3	2,900	3,300	3,918	135.1
Ordinary income		4,475	5,000	6,800	151.9	2,959	3,480	4,105	138.7
Profit income		3,418	3,700	5,600	163.8	2,515	2,600	3,166	125.8
	Gross profit	27.1	27.2	27.1		27.3	27.3	27.6	
ratio	SG&A expenses	25.4	25.3	24.7		25.0	24.8	24.8	
SS LG	Operating income	1.7	1.9	2.4		2.3	2.4	2.8	
Sales	Ordinary income	1.8	1.9	2.5		2.3	2.6	3.0	
	Profit income	1.4	1.4	2.1		2.0	1.9	2.3	

Appendix





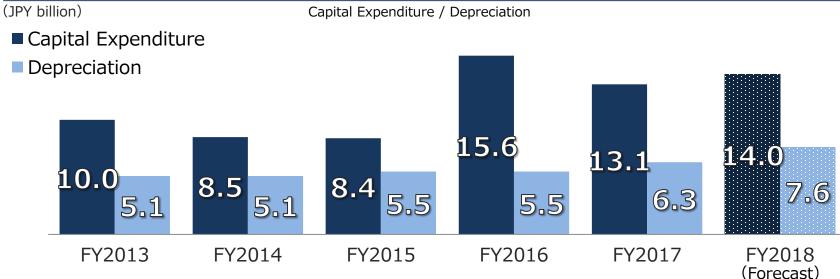
		FY2013	FY2014	FY2015	FY2016	FY2017	FY2018 (Forecast)
Dividends per	Total	10	10	12	12	20	20
Share (JPY)	1H	5	5	5	5	5	10
	2H	5	5	7	7	15	10
Total cash dividends (JPY million)		1,717	1,772	2,182	2,181	3,609	_
Payout ratio (%)		17.4	25.5	18.2	16.2	21.4	20.0
Ratio of divide net assets	2.2	1.9	2.1	1.9	2.9	_	



(Consolidated) Capital Expenditure / Depreciation

	FY2017	FY2018 (Forecast)		
Capital Expenditure	13.1 billion yen	14.0 billion yen		
Mainly	 System Renovation of existing stores New stores 	 System Renovation of existing stores New stores 		
Depreciation	6.3 billion yen	7.6 billion yen		

Capital investment is mainly focused on systems





ESG

Sales of eco-friendly products
 Eco-friendly type stores/offices
 Facilitation of re-use/recycle

ocial

- Enhancement of independent officers
- Set up a Corporate Governance Committee
 - Dialogue with shareholders/investors
- Health Management Declaration
- Childcare support
- BicCamera Scholarship Foundation
- Sports/Culture



Spread/promotion of ecofriendly products and industry leading activities were appreciated and we were accredited with ECOFIRST.



Established as initiatives to help employees and the families live a healthy life Preschool of the BicCamera Group

Bic Kids。

In-house preschool that was opened with the aim of childcare support



Accreditation of excellent childcare support company



Exchange with local communities through sporting activities

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 April 2019 based on the information available as of April 2019, and expressions for future prospects are not to be updated or changed to reflect future incidents and situations.

April, 2019 Bic Camera Inc.