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August 28, 2026

For immediate release

Name of Company: BIC CAMERA INC.
 Representative: Toru Akiho
 President and Representative Director
 Securities Code: (Tokyo Stock Exchange, Prime Market: 3048)
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Notice Regarding Appointment of an Additional Representative Director

BIC CAMERA INC. (the “Company”) hereby announces that, at a meeting of its Board of Directors held today, it resolved to appoint an additional Representative Director. The details are as follows.

1. Reason for the appointment

In an effort to further strengthen the Company’s management foundation.

2. Name and title of the newly appointed Representative Director

New title	Name	Current title
Executive Vice President and Representative Director; Executive Vice President and Executive Officer; Head, Corporate Management Division	Takaharu Mizoguchi	Director and Managing Executive Officer; Head, Corporate Planning Division

3. Career summary of the newly appointed Representative Director

Date of birth	Career summary	Number of shares of the Company held (shares)
October 13, 1974	March 1993 Joined the Company November 2000 Store Manager, Ikebukuro Higashiguchi Store January 2001 Store Manager, Shibuya Higashiguchi Store October 2007 Chairman, Central Executive Committee, Bic Camera Labor Union (full-time) January 2010 Store Manager, Shinjuku Higashiguchi Store of the Company August 2010 Store Manager, Omiya Nishiguchi Sogo Store April 2012 Manager, Logistics Department November 2013 Representative Director and President, JBS Co., Ltd. (currently Bic Logistics Service INC.)	9,900

	June 2015	General Manager, Logistics Department of the Company	
	July 2021	Representative Director and President, SK Service Co., Ltd. (currently Bic Logistics Service INC.)	
	April 2022	Representative Director and President, Bic Logistics Service INC.	
	September 2022	Executive Officer; Manager, President Office of the Company	
	September 2024	Managing Executive Officer; Supervising Business Strategy Division, and General Manager, Sales Administration Department	
	November 2024	Director and Managing Executive Officer; Supervising Business Strategy Division, and General Manager, Sales Administration Department	
	September 2025	Director and Managing Executive Officer; Head, Logistics Division	
	April 2026	Director and Managing Executive Officer; Head, Corporate Planning Division (to present)	

4. Scheduled date of the appointment
September 1, 2026