

## Monthly Sales Bulletin : BicCamera fiscal year ending August 2025

- Following is based on data from our pos system. This data is not same as a statement of accounts.
- Sales data includes our group's pos data and our internet store. ※Bic Camera group: Bic Camera and Kojima.
- Sales data is excluding 2 fees, cellular phone entry fee and an Internet agency fee.
- Sales data is excluding 2 sales, the sales of online shopping site "Rakuten BIC" and wholesales sales.

### 1. Net Sales amount of BicCamera group (% change over previous fiscal year)

|  | Sep '24 | Oct '24 | Nov '24 | 1Q    | Dec '24 | Jan '25 | Feb '25 | 2Q | 1H | Mar '25 | Apr '25 | May '25 | 3Q | Jun '25 | Jul '25 | Aug '25 | 4Q | 2H | Total |  |
|--|---------|---------|---------|-------|---------|---------|---------|----|----|---------|---------|---------|----|---------|---------|---------|----|----|-------|--|
| BicCamera & Kojima <sub>(subsidiary)</sub> | 100.8   | 102.5   | 107.9   | 103.9 |         |         |         |    |    |         |         |         |    |         |         |         |    |    |       |  |
| BicCamera                                  | 98.6    | 104.0   | 108.5   | 103.7 |         |         |         |    |    |         |         |         |    |         |         |         |    |    |       |  |

### 2. Sales by product line amount of BicCamera (% change over previous fiscal year)

#### (1) Sales by product line (% change over previous fiscal year)

|   | Sep '24 | Oct '24 | Nov '24 | 1Q    | Dec '24 | Jan '25 | Feb '25 | 2Q | 1H | Mar '25 | Apr '25 | May '25 | 3Q | Jun '25 | Jul '25 | Aug '25 | 4Q | 2H | Total |  |
|---|---------|---------|---------|-------|---------|---------|---------|----|----|---------|---------|---------|----|---------|---------|---------|----|----|-------|--|
| Audio visual products                         | 99.9    | 102.1   | 109.1   | 103.8 |         |         |         |    |    |         |         |         |    |         |         |         |    |    |       |  |
| Home appliances                               | 100.6   | 101.7   | 111.3   | 104.6 |         |         |         |    |    |         |         |         |    |         |         |         |    |    |       |  |
| Information communications equipment products | 98.3    | 116.4   | 107.9   | 106.9 |         |         |         |    |    |         |         |         |    |         |         |         |    |    |       |  |
| Other products                                | 94.9    | 97.3    | 105.1   | 99.3  |         |         |         |    |    |         |         |         |    |         |         |         |    |    |       |  |

#### (2) Business Details

| Product Lines                                 | Trend                        | Main Products   |
|---|------------------------------|---|
| Audio visual products                         | Better                       | Cameras, TVs, Audios accessories  |
| Home appliances equipment products            | Better<br>Steady             | Refrigerators, Washing machines, Seasonal home electronics(include Air conditioners), Personal care electronics<br>Kitchen appliances |
| Information communications equipment products | Better<br>Slightly Stagnant  | PCs, PC peripherals<br>Cellular phones(Smartphone)  |
| Other products equipment products             | Better<br>Steady<br>Stagnant | Medicines, Toys, Bedding<br>Watches, Sporting goods, Liquors<br>Video games   |