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(subsidiary)	100.8	102.5	107.9	103.9	106.9	107.3	107.0	107.1	105.6										
BicCamera	98.6	104.0	108.5	103.7	107.9	106.7	105.7	106.9	105.4										

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	110.9	113.9	103.0	109.6	106.9										
Home appliances	100.6	101.7	111.3	104.6	112.3	106.8	103.5	107.9	106.4										
Information communications equipment products	98.3	116.4	107.9	106.9	110.0	105.2	110.9	108.7	107.9										
Other products	94.9	97.3	105.1	99.3	98.9	103.1	104.9	101.8	100.7										

(2) Business Details

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