

## Monthly Sales Bulletin : BicCamera fiscal year ending August 2026

- 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 '25 | Oct '25 | Nov '25 | 1Q    | Dec '25 | Jan '26 | Feb '26 | 2Q    | 1H    | Mar '26 | Apr '26 | May '26 | 3Q    | Jun '26 | Jul '26 | Aug '26 | 4Q    | 2H    | Total |
|--------------------------------|---------|---------|---------|-------|---------|---------|---------|-------|-------|---------|---------|---------|-------|---------|---------|---------|-------|-------|-------|
| BicCamera & Kojima(subsidiary) | 105.7   | 108.0   | 109.7   | 107.9 | 101.5   | 106.4   | 101.7   | 103.2 | 105.3 | 107.3   | 115.6   | 126.6   | 115.9 | 92.5    | 107.8   | 101.0   | 100.4 | 108.1 | 106.7 |
| BicCamera                      | 107.3   | 107.6   | 109.5   | 108.2 | 104.4   | 104.8   | 100.9   | 103.5 | 105.7 | 109.8   | 117.8   | 126.4   | 117.5 | 97.0    | 108.5   | 102.2   | 102.6 | 109.9 | 107.8 |

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

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

|                                               | Sep '25 | Oct '25 | Nov '25 | 1Q    | Dec '25 | Jan '26 | Feb '26 | 2Q    | 1H    | Mar '26 | Apr '26 | May '26 | 3Q    | Jun '26 | Jul '26 | Aug '26 | 4Q    | 2H    | Total |
|-----------------------------------------------|---------|---------|---------|-------|---------|---------|---------|-------|-------|---------|---------|---------|-------|---------|---------|---------|-------|-------|-------|
| Audio visual products                         | 104.8   | 100.4   | 106.6   | 104.0 | 99.0    | 103.8   | 104.8   | 102.1 | 103.0 | 112.3   | 116.8   | 121.3   | 116.6 | 110.1   | 113.5   | 106.8   | 110.1 | 113.3 | 108.0 |
| Home appliances                               | 104.8   | 101.3   | 105.9   | 104.1 | 92.4    | 101.2   | 101.8   | 97.9  | 100.8 | 106.9   | 115.6   | 130.9   | 117.5 | 90.5    | 112.9   | 100.8   | 101.3 | 109.1 | 105.1 |
| Information communications equipment products | 108.6   | 109.8   | 100.0   | 106.1 | 103.7   | 103.3   | 91.5    | 99.7  | 102.7 | 105.4   | 108.5   | 112.8   | 108.4 | 111.3   | 107.1   | 104.8   | 107.6 | 108.1 | 105.3 |
| Other products                                | 111.2   | 118.6   | 125.5   | 119.0 | 125.1   | 112.7   | 108.1   | 116.5 | 117.7 | 118.6   | 133.4   | 136.4   | 129.2 | 87.6    | 100.5   | 98.4    | 95.2  | 110.6 | 114.0 |

#### (2) Business Details

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