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April 10, 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)
 Inquiries: Takaharu Mizoguchi
 Director, Head of Corporate Planning Division
 TEL: +81-(0)3-3987-8785

Notice of Difference Between Six-Month Consolidated Earnings Forecasts and Actual Results for the Year Ending August 31, 2026, Revision to Full-Year Consolidated Earnings Forecasts, and Increased Dividends for the Year Ending August 31, 2026

BIC CAMERA INC. (the “Company”) hereby announces that there was a difference between six-month consolidated earnings forecasts for the year ending August 31, 2026, which we announced on October 10, 2025, and the actual results announced today.

We have also revised the full-year consolidated earnings forecasts for the fiscal year ending August 31, 2026, and the surplus dividend (interim dividend) and year-end dividend forecasts, as follows.

1. Difference between earnings forecasts and actual results, and revision to our forecasts

(1) Difference between six-month consolidated earnings forecasts and actual results for the year ending August 31, 2026 (September 1, 2025 to February 28, 2026)

	Net sales	Operating profit	Ordinary profit	Profit attributable to owners of parent	Earnings per share
	Millions of yen	Millions of yen	Millions of yen	Millions of yen	Yen
Previous forecast (A)	497,500	14,440	14,900	9,610	56.13
Current fiscal year’s results (B)	508,429	18,727	19,421	11,098	64.81
Change (B-A)	10,929	4,287	4,521	1,488	
Change (%)	2.2	29.7	30.3	15.5	
Reference: Previous fiscal year’s results (Six months ended February 28, 2025)	479,502	14,915	15,834	9,006	52.61

(2) Revision to full-year consolidated earnings forecasts for the year ending August 31, 2026 (September 1, 2025 to August 31, 2026)

	Net sales	Operating profit	Ordinary profit	Profit attributable to owners of parent	Earnings per share
Previous forecast (A)	Millions of yen 1,013,000	Millions of yen 30,500	Millions of yen 31,500	Millions of yen 17,500	Yen 102.21
Current forecast (B)	1,022,000	34,400	35,700	18,400	107.45
Change (B-A)	9,000	3,900	4,200	900	
Change (%)	0.9	12.8	13.3	5.1	
Reference: Previous fiscal year's results (Year ended August 31, 2025)	974,483	30,274	31,929	17,476	102.08

(3) Reason for the difference and revision

For the first six months of the current fiscal year, net sales exceeded the initial forecasts, primarily due to strong sales in the Company's PCs and cameras and the strong performance of Ranet Co., Ltd., a consolidated subsidiary engaged in mobile phone sales agency operations. On the profit side, in addition to the aforementioned increase in earnings, efforts to control overall SG&A expenses resulted in all profits exceeding initial forecasts.

For the full-year consolidated earnings forecasts for the year ending August 31, 2026, we have revised upward the previously announced forecasts for net sales and each profit, taking into account the factors for the first six months of the current fiscal year.

2. Dividend for the year ending August 31, 2026

(1) Surplus dividend (interim dividend)

	Amount determined	Latest dividend forecast (Announced on October 10, 2025)	Previous fiscal year's results (Year ended August 31, 2025)
Record date	February 28, 2026	Same to the left	February 28, 2025
Dividend per share	20.00 yen	20.00 yen	18.00 yen
Total amount of dividends	3,425 million yen	—	3,081 million yen
Effective date	May 18, 2026	—	May 19, 2025
Source of dividends	Retained earnings	—	Retained earnings

(2) Revision to annual dividend and dividend forecast

Record date	Dividend per share (yen)		
	Interim period-end	Year-end	Total
Previous forecast	20.00 yen	21.00 yen	41.00 yen
Revised forecast		23.00 yen	43.00 yen
Current fiscal year's results	20.00 yen		
Previous fiscal year's results (Year ended August 31, 2025)	18.00 yen	23.00 yen	41.00 yen

(3) Reason for the above

We consider shareholder returns as one of the most important management issues and its basic policy is to distribute profits appropriately according to earnings results. Under the basic policy, we will work to achieve a consolidated dividend payout ratio of 40%.

Regarding the interim dividend with a record date of February 28, 2026, the Board of Directors resolved at the meeting held on April 10, 2026, to set the dividend at 20 yen per share, in line with the latest dividend forecast.

In addition, based on the above policy, with regard to the year-end dividend forecast as well, we expect to increase the dividend by 2 yen per share from 21 yen to 23 yen, taking into account the aforementioned revision to the full-year consolidated earnings forecasts, and have revised the annual dividend forecast to 43 yen, including the interim dividend of 20 yen.

(Note) The above forecasts are projections based on judgments made based on information currently available and include uncertain factors. Actual results may differ from those forecasts above.