

◆ Sales By Segment (Three Months)

(Millions of yen,%)

		Three Months ended 6/10			Three Months ended 6/11		
		amount	% of total	% change	amount	% of total	% change
C o s m e	Mail Order	6,102	50.7	(8.2)	5,545	50.1	(9.1)
	Retail Store	4,069	33.8	(4.0)	3,655	33.0	(10.2)
	Wholesale	580	4.8	(15.3)	543	4.9	(6.3)
	Overseas sales	1,293	10.7	6.2	1,321	12.0	2.1
	Sub total	12,045	51.5	(5.8)	11,066	51.0	(8.1)
S u p p l e	Mail Order	2,822	42.6	(6.7)	2,809	41.5	(0.4)
	Retail Store	1,778	26.9	(2.5)	1,634	24.1	(8.1)
	Wholesale	1,373	20.7	(1.9)	1,608	23.7	17.1
	Overseas sales	651	9.8	25.8	725	10.7	11.3
	Sub total	6,626	28.3	(2.1)	6,778	31.2	2.3
O t h e r s	Mail Order	3,687	78.1	(2.4)	2,936	76.0	(20.4)
	Retail Store	291	6.2	7.8	245	6.4	(15.8)
	Wholesale	731	15.5	64.0	671	17.4	(8.2)
	Overseas sales	11	0.2	(24.4)	8	0.2	(24.5)
	Sub total	4,722	20.2	4.7	3,862	17.8	(18.2)
T o t a l	Mail Order	12,611	53.9	(6.2)	11,290	52.0	(10.5)
	Retail Store	6,140	26.2	(3.1)	5,535	25.5	(9.8)
	Wholesale	2,685	11.5	6.1	2,824	13.0	5.2
	Overseas sales	1,957	8.4	11.8	2,055	9.5	5.0
	Sub total	23,394	100.0	(2.8)	21,706	100.0	(7.2)

(Millions of yen,%)

		Three Months ended 6/10			Three Months ended 6/11		
		amount	% of total	% change	amount	% of total	% change
R i c e	Mail Order	467	60.9	(0.4)	415	57.9	(11.1)
	Retail Store	39	5.2	(4.1)	34	4.8	(13.0)
	Wholesale	255	33.3	(3.4)	262	36.7	2.8
	Overseas sales	4	0.6	179.7	4	0.6	0.1
	Sub total	766	3.3	(1.3)	716	3.3	(6.5)
K a l e	Mail Order	563	58.2	4.8	524	60.8	(6.8)
	Retail Store	235	24.3	11.7	195	22.6	(17.1)
	Wholesale	166	17.2	3.1	139	16.1	(16.4)
	Overseas sales	3	0.3	(18.7)	4	0.5	46.4
	Sub total	968	4.1	6.0	864	4.0	(10.8)

◆ Sales By Segment (Six Months)

(Millions of yen,%)

		Six Months ended 9/10			Six Months ended 9/11 (Projection)		
		amount	% of total	% change	amount	% of total	% change
C o s m e	Mail Order	11,844	49.9	(7.6)	11,700	50.2	(1.2)
	Retail Store	8,033	33.8	(3.9)	7,700	33.1	(4.1)
	Wholesale	1,208	5.1	(11.2)	1,100	4.7	(9.0)
	Overseas sales	2,671	11.2	12.5	2,800	12.0	4.8
	Sub total	23,757	51.9	(4.6)	23,300	52.1	(1.9)
S u p p l e	Mail Order	5,467	41.8	(7.4)	5,600	41.2	2.4
	Retail Store	3,584	27.4	(3.9)	3,420	25.1	(4.6)
	Wholesale	2,689	20.6	(4.0)	3,230	23.8	20.1
	Overseas sales	1,333	10.2	21.9	1,350	9.9	1.2
	Sub total	13,075	28.6	(3.3)	13,600	30.4	4.0
O t h e r s	Mail Order	6,858	76.7	(6.8)	5,920	75.9	(13.7)
	Retail Store	580	6.5	(2.2)	540	6.9	(7.0)
	Wholesale	1,475	16.5	16.9	1,300	16.7	(11.9)
	Overseas sales	29	0.3	7.1	40	0.5	36.0
	Sub total	8,943	19.5	(3.2)	7,800	17.5	(12.8)
T o t a l	Mail Order	24,170	52.8	(7.3)	23,220	51.9	(3.9)
	Retail Store	12,198	26.7	(3.8)	11,660	26.1	(4.4)
	Wholesale	5,373	11.7	(0.9)	5,630	12.6	4.8
	Overseas sales	4,034	8.8	15.4	4,190	9.4	3.9
	Sub total	45,776	100.0	(4.0)	44,700	100.0	(2.4)

(Millions of yen,%)

		Six Months ended 9/10			Six Months ended 9/11 (Projection)		
		amount	% of total	% change	amount	% of total	% change
R i c e	Mail Order	882	60.2	(2.9)	850	58.6	(3.7)
	Retail Store	77	5.3	(5.6)	80	5.5	3.0
	Wholesale	498	34.0	1.3	500	34.5	0.4
	Overseas sales	7	0.5	141.8	20	1.4	150.9
	Sub total	1,466	3.2	(1.3)	1,450	3.2	(1.1)
K a l e	Mail Order	1,139	58.2	1.6	1,120	60.5	(1.7)
	Retail Store	467	23.9	(1.8)	400	21.6	(14.5)
	Wholesale	342	17.5	0.1	310	16.8	(9.6)
	Overseas sales	8	0.4	15.4	20	1.1	129.4
	Sub total	1,958	4.3	0.6	1,850	4.1	(5.5)

◆ Sales By Segment (Full Year)

(Millions of yen,%)

		FY2011				FY2012 (Projection)		
		amount	% of total	% change	※% change	amount	% of total	% change
C o s m e	Mail Order	24,374	51.1	(5.4)	(5.4)	24,950	51.7	2.4
	Retail Store	15,361	32.2	(6.5)	(6.5)	14,950	31.0	(2.7)
	Wholesale	2,398	5.1	(11.7)	(11.7)	2,340	4.8	(2.4)
	Overseas sales	5,543	11.6	(20.8)	12.7	6,060	12.5	9.3
	Sub total	47,678	50.8	(8.1)	(4.3)	48,300	51.4	1.3
S u p p l e	Mail Order	11,975	42.4	(2.0)	(2.0)	11,900	41.7	(0.6)
	Retail Store	7,263	25.7	(1.9)	(1.9)	7,070	24.8	(2.7)
	Wholesale	6,342	22.5	13.1	13.1	6,630	23.3	4.5
	Overseas sales	2,666	9.4	(18.2)	13.2	2,900	10.2	8.8
	Sub total	28,247	30.1	(0.9)	2.4	28,500	30.3	0.9
O t h e r s	Mail Order	13,967	78.2	(8.6)	(8.6)	13,380	77.8	(4.2)
	Retail Store	1,071	6.0	(7.5)	(7.5)	1,070	6.2	(0.2)
	Wholesale	2,780	15.6	4.9	4.9	2,670	15.5	(4.0)
	Overseas sales	43	0.2	(15.2)	(7.7)	80	0.5	85.1
	Sub total	17,863	19.1	(6.7)	(6.7)	17,200	18.3	(3.7)
T o t a l	Mail Order	50,318	53.6	(5.5)	(5.5)	50,230	53.4	(0.2)
	Retail Store	23,696	25.3	(5.2)	(5.2)	23,090	24.6	(2.6)
	Wholesale	11,521	12.3	5.0	5.0	11,640	12.4	1.0
	Overseas sales	8,253	8.8	(19.9)	12.7	9,040	9.6	9.5
	Sub total	93,789	100.0	(5.8)	(2.9)	94,000	100.0	0.2

(Millions of yen,%)

		FY2011				FY2012 (Projection)		
		amount	% of total	% change	※% change	amount	% of total	% change
R i c e	Mail Order	1,836	61.5	(6.6)	(6.6)	1,770	60.0	(3.6)
	Retail Store	151	5.1	(10.3)	(10.3)	160	5.4	5.5
	Wholesale	974	32.6	1.4	1.4	980	33.2	0.5
	Overseas sales	25	0.8	173.3	225.1	40	1.4	57.8
	Sub total	2,988	3.2	(3.8)	(3.7)	2,950	3.1	(1.3)
K a l e	Mail Order	2,187	59.4	(0.7)	(0.7)	2,230	60.3	2.0
	Retail Store	851	23.1	(7.5)	(7.5)	790	21.3	(7.2)
	Wholesale	625	17.0	(2.9)	(2.9)	640	17.3	2.3
	Overseas sales	17	0.5	13.5	36.2	40	1.1	123.7
	Sub total	3,682	3.9	(2.7)	(2.6)	3,700	3.9	0.5

the above '※% change' indicates the comparison between 2010 and 2011 on the actual performance excluding the influence of consolidating FNL/FNCCL

◆Number of Active Customers

(people)

		As of June 30,2009	As of June 30,2010	As of June 30,2011	Increase (decrease)
F A N C L	Cosmetics	1,308,088	1,236,191	1,200,496	(35,695)
	Cosmetics Mail Order	655,562	625,751	637,590	11,839
	Cosmetics Retail Stores	771,105	718,502	670,084	(48,418)
	Nutritional Supple	912,508	849,840	976,021	126,181
	Supple Mail Order	505,562	488,548	604,685	116,137
	Supple Retail Stores	454,257	402,809	416,286	13,477
	Rice Mail Order	195,061	191,363	166,591	(24,772)
	Kale Mail Order	102,239	109,124	89,938	(19,186)
	Mail order	1,065,915	1,032,091	1,125,651	93,560
	Retail Stores	1,040,827	961,891	930,121	(31,770)
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◆Purchase Unit Prices(FANCL)

(Yen,%)

	Three Months ended 6/10	Three Months ended 6/11	% change
Cosmetics Mail Order	5,987	5,622	(6.1)
Supple Mail Order	5,513	5,281	(4.2)
Retail Stores	4,030	3,904	(3.1)

◆Existing Stores Year-on-year-change

Three Months ended 6/09	Three Months ended 6/10	Three Months ended 6/11
99.5%	97.8%	89.4%

◆ Sales By Segment (Three Months)

(Millions of yen,%)

		Three Months ended 6/10			Three Months ended 6/11		
		amount	% of total	% change	amount	% of total	% change
C o m p a n y	Sales	12,045	51.5	(5.8)	11,066	51.0	(8.1)
	Gross Profit	8,821	73.2	(6.6)	8,217	74.3	(6.8)
	SGA	6,635	55.1	(13.3)	6,935	62.7	4.5
	Advertising	637	5.3	(49.0)	1,137	10.3	78.5
	Operating Income	2,186	18.1	22.1	1,282	11.6	(41.3)
S u p p l y	Sales	6,626	28.3	(2.1)	6,778	31.2	2.3
	Gross Profit	4,250	64.1	(5.3)	4,476	66.0	5.3
	SGA	3,632	54.8	(4.1)	4,170	61.5	14.8
	Advertising	430	6.5	4.8	886	13.1	106.0
	Operating Income	618	9.3	(12.3)	305	4.5	(50.5)
O t h e r	Sales	4,722	20.2	4.7	3,862	17.8	(18.2)
	Gross Profit	2,164	45.8	0.3	1,838	47.6	(15.1)
	SGA	2,358	49.9	0.3	2,017	52.2	(14.5)
	Advertising	458	9.7	(9.2)	353	9.2	(22.9)
	Operating Income	(194)	(4.1)	—	(179)	(4.6)	—
Eliminations or Corporate		(483)			(407)		
T o t a l	Sales	23,394	100.0	(2.8)	21,706	100.0	(7.2)
	Gross Profit	15,237	65.1	(5.3)	14,532	67.0	(4.6)
	SGA	13,109	56.0	(8.3)	13,530	62.3	3.2
	Advertising	1,526	6.5	(29.5)	2,378	11.0	55.8
	Operating Income	2,127	9.1	18.0	1,001	4.6	(52.9)

◆ General and administrative expenses (Three Months)

(Millions of yen,%)

	Three Months ended 6/10			Three Months ended 6/11		
	amount	% of total	% change	amount	% of total	% change
Advertising	1,526	6.5	(29.5)	2,378	11.0	55.8
Sales Promotions	2,806	12.0	(5.2)	2,498	11.5	(11.0)
Transport	904	3.9	(6.1)	832	3.8	(7.9)
Communications	489	2.1	(8.7)	456	2.1	(6.7)
Fees/outourcing	2,119	9.1	(2.6)	2,150	9.9	1.4
Salaries	3,204	13.7	(1.6)	3,091	14.2	(3.5)
Depreciations	477	2.0	(4.2)	563	2.6	18.0
Others	1,580	6.8	(9.0)	1,558	7.2	(1.3)
Total	13,109	56.0	(8.3)	13,530	62.3	3.2

◆ Segment Information (Six Months)

(Millions of yen,%)

	Six Months ended 9/10				Six Months ended 9/11 (Projection)			
	amount	% of total	% change	※% change	amount	% of total	% change	
C o s m e	Sales	23,757	51.9	(4.6)	(4.6)	23,300	52.1	(1.9)
	Gross Profit	17,351	73.0	(3.0)	(4.8)	17,050	73.2	(1.7)
	SGA	14,313	60.2	(3.4)	(3.4)	14,800	63.5	3.4
	Advertising	2,228	9.4	(11.6)	(11.6)	2,750	11.8	23.4
	Operating Income	3,038	12.8	(1.1)	(10.8)	2,250	9.7	(25.9)
S u p p l e	Sales	13,075	28.6	(3.3)	(3.3)	13,600	30.4	4.0
	Gross Profit	8,379	64.1	(4.8)	(6.0)	9,050	66.5	8.0
	SGA	7,593	58.1	1.7	1.7	8,400	61.8	10.6
	Advertising	1,240	9.5	39.3	39.3	1,800	13.2	45.1
	Operating Income	786	6.0	(41.2)	(45.9)	650	4.8	(17.3)
O t h e r s	Sales	8,943	19.5	(3.2)	(3.2)	7,800	17.5	(12.8)
	Gross Profit	4,154	46.5	(3.0)	(3.0)	3,780	48.5	(9.0)
	SGA	4,513	50.5	(3.6)	(3.6)	4,200	53.8	(7.0)
	Advertising	915	10.2	(9.1)	(9.1)	850	10.9	(7.2)
	Operating Income	(358)	(4.0)	—	—	(420)	(5.4)	—
Eliminations or Corporate		(877)			(850)			
T o t a l	Sales	45,776	100.0	(4.0)	(4.0)	44,700	100.0	(2.4)
	Gross Profit	29,886	65.3	(3.5)	(4.9)	29,880	66.8	(0.0)
	SGA	27,297	59.6	(2.0)	(2.0)	28,250	63.2	3.5
	Advertising	4,384	9.6	(0.8)	(0.8)	5,400	12.1	23.2
	Operating Income	2,588	5.7	(17.2)	(27.7)	1,630	3.6	(37.0)

◆ General and administrative expenses (Six Months)

(Millions of yen,%)

	Six Months ended 9/10				Six Months ended 9/11 (Projection)		
	amount	% of total	% change	※% change	amount	% of total	% change
Advertising	4,384	9.6	(0.8)	(0.8)	5,400	12.1	23.2
Sales Promotions	5,414	11.8	(0.9)	(0.9)	5,350	12.0	(1.2)
Transport	1,782	3.9	(6.4)	(6.4)	1,750	3.9	(1.8)
Communications	976	2.1	(4.6)	(4.6)	930	2.1	(4.7)
Fees/Outsourcing	4,285	9.4	(1.1)	(1.1)	4,400	9.8	2.7
Salaries	6,494	14.2	1.4	1.4	6,300	14.1	(3.0)
Depreciations	973	2.1	(4.0)	(4.0)	1,050	2.3	7.9
Others	2,985	6.5	(9.2)	(9.2)	3,070	6.9	2.8
Total	27,297	59.6	(2.0)	(2.0)	28,250	63.2	3.5

the above '※% change' indicates the comparison between 2010 and 2011 on the actual performance excluding the influence of consolidating FNL/FNCCL

◆ Segment Information (Full Year)

(Millions of yen,%)

		FY2011				FY2012 (Projection)		
		amount	% of total	% change	※% change	amount	% of total	% change
C o s m e	Sales	47,678	50.8	(8.1)	(4.3)	48,300	51.4	1.3
	Gross Profit	34,798	73.0	(9.2)	(3.7)	35,050	72.6	0.7
	SGA	27,700	58.1	(8.8)	(3.2)	29,400	60.9	6.1
	Advertising	3,596	7.5	(11.5)	(6.7)	4,300	8.9	19.6
	Operating Income	7,097	14.9	(10.7)	(5.6)	5,650	11.7	(20.4)
S u p p l e	Sales	28,247	30.1	(0.9)	2.4	28,500	30.3	0.9
	Gross Profit	18,664	66.1	(3.9)	1.2	18,950	66.5	1.5
	SGA	16,538	58.5	2.3	8.0	16,700	58.6	1.0
	Advertising	2,943	10.4	39.5	46.2	2,900	10.2	(1.5)
	Operating Income	2,125	7.5	(34.6)	(31.9)	2,250	7.9	5.9
O t h e r s	Sales	17,863	19.1	(6.7)	(6.7)	17,200	18.3	(3.7)
	Gross Profit	8,380	46.9	(3.9)	(3.8)	8,230	47.8	(1.8)
	SGA	8,885	49.7	(3.5)	(3.4)	8,530	49.6	(4.0)
	Advertising	1,690	9.5	(5.9)	(5.9)	1,700	9.9	0.5
	Operating Income	(505)	(2.8)	—	—	(300)	(1.7)	—
Eliminations or Corporate		(1,599)			(1,600)			
T o t a l	Sales	93,789	100.0	(5.8)	(2.9)	94,000	100.0	0.2
	Gross Profit	61,842	65.9	(6.9)	(2.3)	62,230	66.2	0.6
	SGA	54,724	58.3	(4.5)	0.1	56,230	59.8	2.8
	Advertising	8,230	8.8	3.3	7.4	8,900	9.5	8.1
	Operating Income	7,117	7.6	(22.3)	(17.2)	6,000	6.4	(15.7)

◆ General and administrative expenses (Full Year)

(Millions of yen,%)

	FY2011				FY2012 (Projection)		
	amount	% of total	% change	※% change	amount	% of total	% change
Advertising	8,230	8.8	3.3	—	8,900	9.5	8.1
Sales Promotions	11,240	12.0	(1.9)	—	11,900	12.7	5.9
Transport	3,630	3.9	(5.9)	—	3,650	3.9	0.5
Communications	2,019	2.2	(2.1)	—	1,910	2.0	(5.4)
Fees/Outsourcing	8,802	9.4	(6.2)	—	8,850	9.4	0.5
Salaries	12,897	13.8	(3.7)	—	12,650	13.5	(1.9)
Depreciations	2,030	2.2	(3.6)	—	2,150	2.3	5.9
Others	5,873	6.3	(16.8)	—	6,220	6.6	5.9
Total	54,724	58.3	(4.5)	—	56,230	59.8	2.8

the above '※% change' indicates the comparison between 2010 and 2011 on the actual performance excluding the influence of consolidating FNL/FNCCL

◆Number of Shops by Region

As of 30 June, 2011

	Hokkaido	Tohoku	Kanto (except Tokyo)	TOKYO	Shinetsu	Tokai, Hokuriku & Shinetsu	Kinki	Chugoku, Shikoku	Kyusyu, Okinawa	Total
Fancl Ginza Square	—	—	—	1	—	—	—	—	—	1
Fancl Shop	2	2	5	15	2	12	5	6	—	49
Fancl House	1	3	19	10	15	15	5	5	—	73
Fancl House J	1	4	19	9	4	6	5	4	—	52
Genki Station	—	—	—	2	—	—	—	1	—	3
ATTENIR Shop	1	1	2	4	1	5	1	1	—	16
Others	—	—	2	1	—	—	—	—	—	3
Total	5	10	47	42	22	38	16	17	—	197

◆Number of Shops

	As of March 31, 2007	As of March 31, 2008	As of March 31, 2009	As of March 31, 2010	As of March 31, 2011	As of June 30, 2011	As of March 31, 2012 (Projection)
Fancl Ginza Square	1	1	1	1	1	1	1
Fancl Shop	—	7	14	24	43	49	65
Fancl House	107	100	93	85	75	73	64
Fancl House J	88	87	68	65	54	52	40
Genki Station	8	8	5	3	3	3	3
ATTENIR Shop	10	11	13	14	16	16	17
Others	4	4	3	2	3	3	3
Total	218	218	197	194	195	197	193