

◆ Sales By Segment (Six Months)

(Millions of yen,%)

		Six Months ended 9/10			Six Months ended 9/11		
		amount	% of total	% change	amount	% of total	% change
C o s m e	Mail Order	11,844	49.9	(7.6)	11,278	49.7	(4.8)
	Retail Store	8,033	33.8	(3.9)	7,454	32.8	(7.2)
	Wholesale	1,208	5.1	(11.2)	1,093	4.8	(9.5)
	Overseas sales	2,671	11.2	12.5	2,878	12.7	7.8
	Sub total	23,757	51.9	(4.6)	22,706	51.7	(4.4)
S u p p l e	Mail Order	5,467	41.8	(7.4)	5,564	41.7	1.8
	Retail Store	3,584	27.4	(3.9)	3,275	24.5	(8.6)
	Wholesale	2,689	20.6	(4.0)	3,329	24.9	23.8
	Overseas sales	1,333	10.2	21.9	1,190	8.9	(10.8)
	Sub total	13,075	28.6	(3.3)	13,360	30.4	2.2
O t h e r s	Mail Order	6,858	76.7	(6.8)	5,931	75.5	(13.5)
	Retail Store	580	6.5	(2.2)	504	6.4	(13.0)
	Wholesale	1,475	16.5	16.9	1,401	17.9	(5.0)
	Overseas sales	29	0.3	7.1	15	0.2	(46.8)
	Sub total	8,943	19.5	(3.2)	7,853	17.9	(12.2)
T o t a l	Mail Order	24,170	52.8	(7.3)	22,775	51.8	(5.8)
	Retail Store	12,198	26.7	(3.8)	11,235	25.6	(7.9)
	Wholesale	5,373	11.7	(0.9)	5,824	13.3	8.4
	Overseas sales	4,034	8.8	15.4	4,084	9.3	1.2
	Sub total	45,776	100.0	(4.0)	43,920	100.0	(4.1)

		Six Months ended 9/10			Six Months ended 9/11		
		amount	% of total	% change	amount	% of total	% change
R i c e	Mail Order	882	60.2	(2.9)	835	58.6	(5.4)
	Retail Store	77	5.3	(5.6)	69	4.9	(10.4)
	Wholesale	498	34.0	1.3	513	36.0	3.1
	Overseas sales	7	0.5	141.8	7	0.5	(6.7)
	Sub total	1,466	3.2	(1.3)	1,425	3.2	(2.8)
K a i e	Mail Order	1,139	58.2	1.6	1,067	60.2	(6.3)
	Retail Store	467	23.9	(1.8)	398	22.5	(14.7)
	Wholesale	342	17.5	0.1	297	16.8	(13.1)
	Overseas sales	8	0.4	15.4	8	0.5	(5.8)
	Sub total	1,958	4.3	0.6	1,772	4.0	(9.5)

◆ Sales By Segment (Full Year)

(Millions of yen,%)

		FY2011				FY2012 (Projection)		
		amount	% of total	% change	% change	amount	% of total	% change
C o m m e	Mail Order	24,374	51.1	(5.4)	(5.4)	24,142	51.0	(1.0)
	Retail Store	15,361	32.2	(6.5)	(6.5)	14,654	31.0	(4.6)
	Wholesale	2,398	5.1	(11.7)	(11.7)	2,273	4.8	(5.2)
	Overseas sales	5,543	11.6	(20.8)	12.7	6,228	13.2	12.4
	Sub total	47,678	50.8	(8.1)	(4.3)	47,300	50.3	(0.8)
S u p p l e	Mail Order	11,975	42.4	(2.0)	(2.0)	12,464	42.7	4.1
	Retail Store	7,263	25.7	(1.9)	(1.9)	7,015	24.0	(3.4)
	Wholesale	6,342	22.5	13.1	13.1	7,529	25.8	18.7
	Overseas sales	2,666	9.4	(18.2)	13.2	2,190	7.5	(17.8)
	Sub total	28,247	30.1	(0.9)	2.4	29,200	31.1	3.4
O t h e r s	Mail Order	13,967	78.2	(8.6)	(8.6)	13,586	77.6	(2.7)
	Retail Store	1,071	6.0	(7.5)	(7.5)	990	5.7	(7.5)
	Wholesale	2,780	15.6	4.9	4.9	2,881	16.5	3.6
	Overseas sales	43	0.2	(15.2)	(7.7)	41	0.2	(4.1)
	Sub total	17,863	19.1	(6.7)	(6.7)	17,500	18.6	(2.0)
T o t a l	Mail Order	50,318	53.6	(5.5)	(5.5)	50,193	53.4	(0.2)
	Retail Store	23,696	25.3	(5.2)	(5.2)	22,660	24.1	(4.4)
	Wholesale	11,521	12.3	5.0	5.0	12,685	13.5	10.1
	Overseas sales	8,253	8.8	(19.9)	12.7	8,460	9.0	2.5
	Sub total	93,789	100.0	(5.8)	(2.9)	94,000	100.0	0.2

		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)	1,788	60.6	(2.6)
	Retail Store	151	5.1	(10.3)	(10.3)	143	4.9	(5.4)
	Wholesale	974	32.6	1.4	1.4	993	33.7	1.9
	Overseas sales	25	0.8	173.3	225.1	24	0.8	(2.4)
	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)	2,104	60.6	(3.8)
	Retail Store	851	23.1	(7.5)	(7.5)	770	22.2	(9.5)
	Wholesale	625	17.0	(2.9)	(2.9)	577	16.7	(7.6)
	Overseas sales	17	0.5	13.5	36.2	16	0.5	(6.6)
	Sub total	3,682	3.9	(2.7)	(2.6)	3,470	3.7	(5.8)

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 September 30, 2009	As of September 30, 2010	As of September 30, 2011	Increase (decrease)
F A N C L	Cosmetics	1,387,901	1,288,682	1,263,997	(24,685)
	Cosmetics Mail Order	729,004	677,497	692,572	15,075
	Cosmetics Retail Stores	780,907	721,870	681,627	(40,243)
	Nutritional Supple	876,016	839,933	897,884	57,951
	Supple Mail Order	484,491	484,864	546,076	61,212
	Supple Retail Stores	435,587	394,294	393,403	(891)
	Rice Mail Order	172,155	175,253	158,946	(16,307)
	Kale Mail Order	122,299	125,597	104,762	(20,835)
	Mail order	1,141,009	1,103,590	1,140,274	36,684
	Retail Stores	1,039,890	958,674	921,421	(37,253)
	ATTENIR cosme mail order	421,289	464,122	350,278	(113,844)

◆ **Purchase Unit Prices(FANCL)** (Yen,%)

	Six Months ended 9/10	Six Months ended 9/11	% change
Cosmetics Mail Order	5,732	5,527	(3.6)
Supple Mail Order	5,595	5,307	(5.1)
Retail Stores	3,961	3,887	(1.9)

◆ **Existing Stores Year-on-year-change**

Six Months ended 9/10	Six Months ended 9/11
97.1%	91.5%

◆ **Capital Investment and Depreciation** (Millions of yen)

	Six Months ended 9/10	Six Months ended 9/11	FY2011	FY2012 (Projection)
Capital Investment	1,232	2,205	3,305	4,700
Depreciation	1,416	1,585	2,970	3,200

◆Segment Information(Six Months)

(Millions of yen,%)

		Six Months ended 9/10				Six Months ended 9/11		
		amount	% of total	% change	% change	amount	% of total	% change
C o m p a n y	Sales	23,757	51.9	(4.6)	(4.6)	22,706	51.7	(4.4)
	Gross Profit	17,351	73.0	(3.0)	(4.8)	16,717	73.6	(3.7)
	SGA	14,313	60.2	(3.4)	(3.4)	14,512	63.9	1.4
	Advertising	2,228	9.4	(11.6)	(11.6)	2,587	11.4	16.1
	Operating Income	3,038	12.8	(1.1)	(10.8)	2,204	9.7	(27.5)
S u p p l y	Sales	13,075	28.6	(3.3)	(3.3)	13,360	30.4	2.2
	Gross Profit	8,379	64.1	(4.8)	(6.0)	8,888	66.5	6.1
	SGA	7,593	58.1	1.7	1.7	8,347	62.5	9.9
	Advertising	1,240	9.5	39.3	39.3	1,684	12.6	35.8
	Operating Income	786	6.0	(41.2)	(45.9)	540	4.0	(31.3)
O t h e r s	Sales	8,943	19.5	(3.2)	(3.2)	7,853	17.9	(12.2)
	Gross Profit	4,154	46.5	(3.0)	(3.0)	3,714	47.3	(10.6)
	SGA	4,513	50.5	(3.6)	(3.6)	4,070	51.8	(9.8)
	Advertising	915	10.2	(9.1)	(9.1)	759	9.7	(17.1)
	Operating Income	(358)	(4.0)	—	—	(356)	(4.5)	—
Eliminations or Corporate		(877)			(867)			
T o t a l	Sales	45,776	100.0	(4.0)	(4.0)	43,920	100.0	(4.1)
	Gross Profit	29,886	65.3	(3.5)	(4.9)	29,319	66.8	(1.9)
	SGA	27,297	59.6	(2.0)	(2.0)	27,798	63.3	1.8
	Advertising	4,384	9.6	(0.8)	(0.8)	5,031	11.5	14.8
	Operating Income	2,588	5.7	(17.2)	(27.7)	1,521	3.5	(41.2)

◆General and administrative expenses(Six Months)

	Six Months ended 9/10				Six Months ended 9/11		
	amount	% of total	% change	% change	amount	% of total	% change
Advertising	4,384	9.6	(0.8)	(0.8)	5,031	11.5	14.8
Sales Promotions	5,414	11.8	(0.9)	(0.9)	5,128	11.7	(5.3)
Transport	1,782	3.9	(6.4)	(6.4)	1,691	3.9	(5.1)
Communications	976	2.1	(4.6)	(4.6)	945	2.2	(3.2)
Fees/Outsourcing	4,285	9.4	(1.1)	(1.1)	4,601	10.5	7.4
Salaries	6,494	14.2	1.4	1.4	6,256	14.2	(3.7)
Depreciations	973	2.1	(4.0)	(4.0)	1,168	2.7	20.1
Others	2,985	6.5	(9.2)	(9.2)	2,974	6.8	(0.4)
Total	27,297	59.6	(2.0)	(2.0)	27,798	63.3	1.8

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)	47,300	50.3	(0.8)
	Gross Profit	34,798	73.0	(9.2)	(3.7)	34,450	72.8	(1.0)
	SGA	27,700	58.1	(8.8)	(3.2)	28,850	61.0	4.2
	Advertising	3,596	7.5	(11.5)	(6.7)	4,120	8.7	14.5
	Operating Income	7,097	14.9	(10.7)	(5.6)	5,600	11.8	(21.1)
S u p p l e	Sales	28,247	30.1	(0.9)	2.4	29,200	31.1	3.4
	Gross Profit	18,664	66.1	(3.9)	1.2	19,410	66.5	4.0
	SGA	16,538	58.5	2.3	8.0	17,110	58.6	3.5
	Advertising	2,943	10.4	39.5	46.2	3,200	11.0	8.7
	Operating Income	2,125	7.5	(34.6)	(31.9)	2,300	7.9	8.2
O t h e r s	Sales	17,863	19.1	(6.7)	(6.7)	17,500	18.6	(2.0)
	Gross Profit	8,380	46.9	(3.9)	(3.8)	8,170	46.7	(2.5)
	SGA	8,885	49.7	(3.5)	(3.4)	8,470	48.4	(4.7)
	Advertising	1,690	9.5	(5.9)	(5.9)	1,620	9.3	(4.2)
	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)	62,030	66.0	0.3
	SGA	54,724	58.3	(4.5)	0.1	56,030	59.6	2.4
	Advertising	8,230	8.8	3.3	7.4	8,940	9.5	8.6
	Operating Income	7,117	7.6	(22.3)	(17.2)	6,000	6.4	(15.7)

◆General and administrative expenses(Full Year)

	FY2011				FY2012 (Projection)		
	amount	% of total	% change	% change	amount	% of total	% change
Advertising	8,230	8.8	3.3	—	8,940	9.5	8.6
Sales Promotions	11,240	12.0	(1.9)	—	11,740	12.5	4.4
Transport	3,630	3.9	(5.9)	—	3,540	3.8	(2.5)
Communications	2,019	2.2	(2.1)	—	1,990	2.1	(1.5)
Fees/Outsourcing	8,802	9.4	(6.2)	—	9,120	9.7	3.6
Salaries	12,897	13.8	(3.7)	—	12,550	13.4	(2.7)
Depreciations	2,030	2.2	(3.6)	—	2,350	2.5	15.7
Others	5,873	6.3	(16.8)	—	5,800	6.2	(1.2)
Total	54,724	58.3	(4.5)	—	56,030	59.6	2.4

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 September, 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	4	12	5	7	—	52
Fancl House	1	3	19	9	15	14	5	5	—	71
Fancl House J	1	4	18	9	2	6	5	3	—	48
Genki Station	—	—	—	2	—	—	—	1	—	3
ATTENIR Shop	1	1	3	3	1	5	1	1	—	16
Others	—	—	2	1	—	—	—	—	—	3
Total	5	10	47	40	22	37	16	17	—	194

◆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 September 30, 2011	As of March 31, 2012 (Projection)
Fancl Ginza Square	1	1	1	1	1	1	1
Fancl Shop	—	7	14	24	43	52	66
Fancl House	107	100	93	85	75	71	65
Fancl House J	88	87	68	65	54	48	38
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	194	193