

◆Sales By Segment (Six Months)

(Millions of yen,%)

		Six Months ended 9/11					Six Months ended 9/12			
		amount	% of total	% change	amount*	% change*	amount	% of total	% change	% change*
C o m m e	Mail Order	11,278	49.7	(4.8)	11,159	(5.4)	11,126	49.1	(1.4)	(0.3)
	Retail Store	7,454	32.8	(7.2)	7,454	(7.2)	7,723	34.1	3.6	3.6
	Wholesale	1,093	4.8	(9.5)	1,156	(5.5)	1,148	5.1	5.0	(0.7)
	Overseas sales	2,878	12.7	7.8	2,878	7.8	2,651	11.7	(7.9)	(7.9)
	Sub total	22,706	51.7	(4.4)	22,648	(4.5)	22,649	55.8	(0.2)	0.0
S u p p l e	Mail Order	5,564	41.7	1.8	5,554	1.8	5,177	39.3	(7.0)	(6.8)
	Retail Store	3,275	24.5	(8.6)	3,275	(8.6)	3,018	22.9	(7.9)	(7.9)
	Wholesale	3,329	24.9	23.8	3,333	23.7	3,586	27.2	7.7	7.6
	Overseas sales	1,190	8.9	(10.8)	1,190	(10.8)	1,403	10.6	17.9	17.9
	Sub total	13,360	30.4	2.2	13,354	2.2	13,185	32.5	(1.3)	(1.3)
O t h e r s	Mail Order	5,931	75.5	(13.5)	2,958	(11.7)	2,992	62.7	(49.5)	1.2
	Retail Store	504	6.4	(13.0)	504	(13.0)	470	9.8	(6.9)	(6.9)
	Wholesale	1,401	17.9	(5.0)	1,402	(5.1)	1,303	27.3	(7.0)	(7.0)
	Overseas sales	15	0.2	(46.8)	15	(46.8)	8	0.2	(43.8)	(43.8)
	Sub total	7,853	17.9	(12.2)	4,881	(10.2)	4,775	11.7	(39.2)	(2.2)
T o t a l	Mail Order	22,775	51.8	(5.8)	19,672	(4.5)	19,296	47.5	(15.3)	(1.9)
	Retail Store	11,235	25.6	(7.9)	11,235	(7.9)	11,212	27.6	(0.2)	(0.2)
	Wholesale	5,824	13.3	8.4	5,892	9.2	6,038	14.9	3.7	2.5
	Overseas sales	4,084	9.3	1.2	4,084	1.2	4,063	10.0	(0.5)	(0.5)
	Sub total	43,920	100.0	(4.1)	40,885	(3.2)	40,610	100.0	(7.5)	(0.7)

		Six Months ended 9/11					Six Months ended 9/12			
		amount	% of total	% change	amount*	% change*	amount	% of total	% change	% change*
R i c e	Mail Order	835	58.6	(5.4)	835	(5.4)	806	57.1	(3.4)	(3.4)
	Retail Store	69	4.9	(10.4)	69	(10.4)	58	4.2	(15.3)	(15.3)
	Wholesale	513	36.0	3.1	513	3.0	543	38.4	5.8	5.8
	Overseas sales	7	0.5	(6.7)	7	(6.7)	3	0.3	(47.1)	(47.1)
	Sub total	1,425	3.2	(2.8)	1,425	(2.8)	1,412	3.5	(0.9)	(0.9)
K a l e	Mail Order	1,067	60.2	(6.3)	1,067	(6.3)	1,057	63.1	(0.9)	(0.9)
	Retail Store	398	22.5	(14.7)	398	(14.7)	349	20.8	(12.3)	(12.3)
	Wholesale	297	16.8	(13.1)	299	(13.3)	265	15.8	(11.0)	(11.4)
	Overseas sales	8	0.5	(5.8)	8	(5.8)	4	0.3	(40.8)	(40.8)
	Sub total	1,772	4.0	(9.5)	1,773	(9.5)	1,677	4.1	(5.4)	(5.4)

*On February 1, 2012 the sundries business of IIMONO OHKOKU Co., was separated and all shares were transferred to a newly established company. In order to enable a more accurate analysis, the "amount" and the "percentage of change" have been restated under the premise IIMONO OHKOKU had not been consolidated.

◆Sales By Segment (Full Year)

(Millions of yen,%)

		FY2012					FY2013 (Projection)			
		amount	% of total	% change	amount*	% change*	amount	% of total	% change	% change*
C o m m e	Mail Order	23,172	50.6	(4.9)	22,965	(5.4)	23,250	49.6	0.3	1.2
	Retail Store	14,802	32.3	(3.6)	14,802	(3.6)	15,500	33.0	4.7	4.7
	Wholesale	2,112	4.6	(11.9)	2,183	(10.2)	2,250	4.8	6.5	3.0
	Overseas sales	5,736	12.5	3.5	5,736	3.5	5,900	12.6	2.9	2.9
	Sub total	45,824	52.0	(3.9)	45,688	(4.0)	46,900	56.2	2.3	2.7
S u p p l e	Mail Order	11,550	42.7	(3.6)	11,536	(3.5)	10,900	40.1	(5.6)	(5.5)
	Retail Store	6,493	24.0	(10.6)	6,493	(10.6)	5,980	22.0	(7.9)	(7.9)
	Wholesale	7,035	26.0	10.9	7,041	10.9	7,320	26.9	4.0	4.0
	Overseas sales	1,956	7.3	(26.6)	1,956	(26.6)	3,000	11.0	53.3	53.3
	Sub total	27,036	30.7	(4.3)	27,028	(4.3)	27,200	32.6	0.6	0.6
O t h e r s	Mail Order	11,618	75.9	(16.8)	5,948	(9.2)	6,008	63.9	(48.3)	1.0
	Retail Store	956	6.2	(10.7)	956	(10.7)	887	9.4	(7.3)	(7.3)
	Wholesale	2,703	17.7	(2.8)	2,706	(2.8)	2,485	26.5	(8.1)	(8.2)
	Overseas sales	25	0.2	(41.1)	25	(41.1)	20	0.2	(21.5)	(21.5)
	Sub total	15,303	17.3	(14.3)	9,637	(7.8)	9,400	11.2	(38.6)	(2.5)
T o t a l	Mail Order	46,342	52.6	(7.9)	40,451	(5.4)	40,158	48.1	(13.3)	(0.7)
	Retail Store	22,252	25.2	(6.1)	22,252	(6.1)	22,367	26.8	0.5	0.5
	Wholesale	11,852	13.4	2.9	11,931	3.1	12,055	14.4	1.7	1.0
	Overseas sales	7,718	8.8	(6.5)	7,718	(6.5)	8,920	10.7	15.6	15.6
	Sub total	88,165	100.0	(6.0)	82,353	(4.6)	83,500	100.0	(5.3)	1.4

		FY2012					FY2013 (Projection)			
		amount	% of total	% change	amount*	% change*	amount	% of total	% change	% change*
R i c e	Mail Order	1,733	59.4	(5.6)	1,733	(5.6)	1,645	57.7	(5.1)	(5.1)
	Retail Store	135	4.7	(10.5)	135	(10.5)	115	4.0	(15.3)	(15.3)
	Wholesale	1,035	35.5	6.2	1,035	6.2	1,080	37.9	4.3	4.3
	Overseas sales	12	0.4	(50.0)	12	(50.0)	10	0.4	(21.1)	(21.1)
	Sub total	2,917	3.3	(2.4)	2,917	(2.4)	2,850	3.4	(2.3)	(2.3)
K a l e	Mail Order	2,070	61.3	(5.3)	2,070	(5.3)	2,040	63.8	(1.5)	(1.5)
	Retail Store	742	22.0	(12.8)	742	(12.8)	650	20.3	(12.5)	(12.5)
	Wholesale	550	16.3	(12.0)	551	(12.4)	500	15.6	(9.2)	(9.4)
	Overseas sales	12	0.4	(28.4)	12	(28.4)	10	0.3	(21.9)	(21.9)
	Sub total	3,376	3.8	(8.3)	3,377	(8.4)	3,200	3.8	(5.2)	(5.3)

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◆Number of Active Customers

(people)

		As of September 30, 2009	As of September 30, 2010	As of September 30, 2012	Increase (decrease)
F A N C L	Cosmetics	1,288,682	1,263,997	1,165,928	(98,069)
	Cosmetics Mail Order	677,497	692,572	600,734	(91,838)
	Cosmetics Retail Stores	721,870	681,627	675,074	(6,553)
	Nutritional Supple	839,933	897,884	808,723	(89,161)
	Supple Mail Order	484,864	546,076	478,567	(67,509)
	Supple Retail Stores	394,294	393,403	368,095	(25,308)
	Rice Mail Order	175,253	158,946	175,958	17,012
	Kale Mail Order	125,597	104,762	102,338	(2,424)
	Mail order	1,103,590	1,140,274	1,020,720	(119,554)
	Retail Stores	958,674	921,421	903,887	(17,534)
ATTENIR cosme mail order		464,122	350,278	363,640	13,362

◆Purchase Unit Prices(FANCL)

(Yen,%)

	Six Months ended 9/11	Six Months ended 9/12	% change
Cosmetics Mail Order	5,527	5,910	6.9
Supple Mail Order	5,307	5,484	3.3
Retail Stores	3,887	4,039	3.9

◆Existing Stores Year-on-year-change

Six Months ended 9/11	Six Months ended 9/12
91.5%	101.4%

◆Capital Investment and Depreciation

(Millions of yen)

	Six Months ended 9/11	Six Months ended 9/12	FY2012	FY2013 (Projection)
Capital Investment	2,205	1,811	3,948	3,800
Depreciation	1,585	1,659	3,437	3,500

◆Segment Information(Six Months)

(Millions of yen,%)

	Six Months ended 9/11					Six Months ended 9/12				
	amount	% of total	% change	amount*	% change*	amount	% of total	% change	% change*	
C o s m e	Sales	22,706	51.7	(4.4)	22,648	(4.5)	22,649	55.8	(0.2)	0.0
	Gross Profit	16,717	73.6	(3.7)	16,631	(4.0)	16,529	73.0	(1.1)	(0.6)
	SGA	14,512	63.9	1.4	14,449	1.1	15,498	68.4	6.8	7.3
	Advertising	2,587	11.4	16.1	2,574	15.8	3,404	15.0	31.6	32.3
	Operating Income	2,204	9.7	(27.5)	2,182	(27.9)	1,030	4.5	(53.2)	(52.8)
s u p p l e	Sales	13,360	30.4	2.2	13,354	2.2	13,185	32.5	(1.3)	(1.3)
	Gross Profit	8,888	66.5	6.1	8,881	6.1	8,764	66.5	(1.4)	(1.3)
	SGA	8,347	62.5	9.9	8,342	10.0	7,922	60.1	(5.1)	(5.0)
	Advertising	1,684	12.6	35.8	1,683	35.8	1,405	10.7	(16.6)	(16.5)
	Operating Income	540	4.0	(31.3)	538	(31.4)	842	6.4	55.9	56.5
o t h e r s	Sales	7,853	17.9	(12.2)	4,881	(10.2)	4,775	11.7	(39.2)	(2.2)
	Gross Profit	3,714	47.3	(10.6)	2,158	(7.2)	2,103	44.1	(43.4)	(2.5)
	SGA	4,070	51.8	(9.8)	2,383	(3.7)	2,248	47.1	(44.8)	(5.6)
	Advertising	759	9.7	(17.1)	401	(15.8)	411	8.6	(45.8)	2.5
	Operating Income	(356)	(4.5)	—	(224)	—	(144)	(3.0)	—	—
Eliminations or Corporate	(867)			(867)		(886)				
T o t a l	Sales	43,920	100.0	(4.1)	40,885	(3.2)	40,610	100.0	(7.5)	(0.7)
	Gross Profit	29,319	66.8	(1.9)	27,671	(1.2)	27,397	67.5	(6.6)	(1.0)
	SGA	27,798	63.3	1.8	26,042	3.2	26,556	65.4	(4.5)	2.0
	Advertising	5,031	11.5	14.8	4,659	18.3	5,221	12.9	3.8	12.1
	Operating Income	1,521	3.5	(41.2)	1,629	(41.5)	841	2.1	(44.7)	(48.3)

◆General and administrative expenses (Six Months)

(Millions of yen,%)

	Six Months ended 9/11					Six Months ended 9/12				
	amount	% of total	% change	amount*	% change*	amount	% of total	% change	% change*	
Advertising	5,031	11.5	14.8	4,659	18.3	5,221	12.9	3.8	12.1	
Sales Promotions	5,128	11.7	(5.3)	4,385	(2.0)	4,336	10.7	(15.4)	(1.1)	
Transport	1,691	3.9	(5.1)	1,589	(5.7)	1,582	3.9	(6.4)	(0.4)	
Communications	945	2.2	(3.2)	764	(1.1)	778	1.9	(17.6)	1.9	
Fees/outourcing	4,601	10.5	7.4	4,542	7.6	4,518	11.1	(1.8)	(0.5)	
Salaries	6,256	14.2	(3.9)	6,061	(4.0)	6,098	15.0	(2.5)	0.6	
Depreciations	1,168	2.7	20.1	1,165	20.2	1,136	2.8	(2.8)	(2.5)	
Others	2,974	6.8	0.1	2,873	0.6	2,881	7.1	(3.1)	0.3	
Total	27,798	63.3	1.8	26,042	3.2	26,556	65.4	(4.5)	2.0	

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◆ Segment Information (Full Year)

(Millions of yen,%)

		FY2012					FY2013 (Projection)				
		amount	% of total	% change	amount*	% change*	amount	% of total	% change	% change*	
C o s m e	Sales	45,824	52.0	(3.9)	45,688	(4.0)	46,900	56.2	2.3	2.7	
	Gross Profit	33,632	73.4	(3.4)	33,480	(3.6)	34,150	72.8	1.5	2.0	
	SGA	28,947	63.2	4.5	28,841	4.3	29,950	63.9	3.5	3.8	
	Advertising	4,237	9.2	17.8	4,214	17.5	5,200	11.1	22.7	23.4	
	Operating Income	4,685	10.2	(34.0)	4,638	(34.4)	4,200	9.0	(10.4)	(9.4)	
s u p p l e	Sales	27,036	30.7	(4.3)	27,028	(4.3)	27,200	32.6	0.6	0.6	
	Gross Profit	18,303	67.7	(1.9)	18,294	(1.9)	18,300	67.3	(0.0)	0.0	
	SGA	16,720	61.8	1.1	16,714	1.1	16,300	59.9	(2.5)	(2.5)	
	Advertising	2,941	10.9	(0.1)	2,939	(0.0)	2,700	9.9	(8.2)	(8.1)	
	Operating Income	1,583	5.9	(25.5)	1,579	(25.6)	2,000	7.4	26.3	26.6	
o t h e r s	Sales	15,303	17.3	(14.3)	9,637	(7.8)	9,400	11.2	(38.6)	(2.5)	
	Gross Profit	7,060	46.1	(15.7)	4,166	(7.5)	4,090	43.5	(42.1)	(1.8)	
	SGA	7,648	50.0	(13.9)	4,625	(5.3)	4,390	46.7	(42.6)	(5.1)	
	Advertising	1,361	8.9	(19.5)	693	(14.4)	600	6.4	(55.9)	(13.5)	
	Operating Income	(587)	(3.8)	—	(459)	—	(300)	(3.2)	—	—	
Eliminations or Corporate		(1,664)			(1,664)		(1,700)				
T o t a l	Sales	88,165	100.0	(6.0)	82,353	(4.6)	83,500	100.0	(5.3)	1.4	
	Gross Profit	58,997	66.9	(4.6)	55,940	(3.4)	56,540	67.7	(4.2)	1.1	
	SGA	54,980	62.4	0.5	51,847	2.3	52,340	62.7	(4.8)	0.9	
	Advertising	8,540	9.7	3.8	7,847	6.9	8,500	10.2	(0.5)	8.3	
	Operating Income	4,016	4.6	(43.6)	4,093	(43.3)	4,200	5.0	4.6	2.6	

◆ General and administrative expenses (Full Year)

(Millions of yen,%)

		FY2012					FY2013 (Projection)				
		amount	% of total	% change	amount*	% change*	amount	% of total	% change	% change*	
Advertising		8,540	9.7	3.8	7,847	6.9	8,500	10.2	(0.5)	8.3	
Sales Promotions		10,860	12.3	(3.4)	9,540	1.1	9,350	11.2	(13.9)	(2.0)	
Transport		3,386	3.8	(6.7)	3,221	(6.3)	3,270	3.9	(3.5)	1.5	
Communications		1,849	2.1	(8.4)	1,546	(4.9)	1,590	1.9	(14.0)	2.8	
Fees/Outsourcing		9,253	10.5	5.1	9,147	5.6	9,100	10.9	(1.7)	(0.5)	
Salaries		12,559	14.2	(2.7)	12,234	(2.2)	12,270	14.7	(2.3)	0.3	
Depreciations		2,425	2.8	19.5	2,420	19.6	2,410	2.9	(0.6)	(0.4)	
Others		6,103	6.9	4.1	5,889	4.5	5,850	7.0	(4.2)	(0.7)	
Total		54,980	62.4	0.5	51,847	2.3	52,340	62.7	(4.8)	0.9	

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◆Number of Shops by Region

As of 30 June,2012

	Hokkaido	Tohoku	Kanto (except Tokyo)	TOKYO	Tokai,Hokuriku& Shinetsu	Kinki	Chugoku,Shikoku	Kyusyu,Okinawa	Total
Fancl Shop	2	4	12	16	6	13	7	9	69
Fancl House	1	3	17	9	15	13	5	3	66
Fancl House J	1	2	13	7	—	6	3	2	34
Genki Station	—	—	—	2	—	—	—	1	3
Fancl Ginza Square	—	—	—	1	—	—	—	—	1
Others	—	—	2	1	—	—	—	—	3
Total	4	9	44	36	21	32	15	15	176
ATTENIR Shop	1	1	3	3	1	5	1	1	16

◆Number of Shops

	As of March 31, 2008	As of March 31, 2009	As of March 31, 2010	As of March 31, 2011	As of March 31, 2012	As of September 30, 2012	As of March 31, 2013 (Projection)
Fancl Shop	7	14	24	43	61	69	86
Fancl House	100	93	85	75	70	66	62
Fancl House J	87	68	65	54	39	34	23
Genki Station	8	5	3	3	3	3	2
Fancl Ginza Square	1	1	1	1	1	1	1
Others	4	3	2	3	3	3	3
Total	207	184	180	179	177	176	177
ATTENIR Shop	11	13	14	16	16	16	17