

◆ Sales By Segment (Three Months)

(Millions of yen,%)

		Three Months ended 6/12			Three Months ended 6/13		
		amount	% of total	% change	amount	% of total	% change
C o m p a n y	Mail Order	5,511	48.6	(0.6)	5,544	50.3	0.6
	Retail Store	3,855	34.0	5.5	3,806	34.5	(1.3)
	Wholesale	692	6.1	27.3	465	4.2	(32.7)
	Overseas sales	1,274	11.3	(3.6)	1,216	11.0	(4.5)
	Sub total	11,333	56.1	2.4	11,033	54.9	(2.6)
S u p p l i e r	Mail Order	2,567	39.9	(8.6)	2,580	38.1	0.5
	Retail Store	1,471	22.9	(10.0)	1,656	24.5	12.6
	Wholesale	1,862	29.0	15.8	1,925	28.5	3.4
	Overseas sales	529	8.2	(26.9)	604	8.9	14.0
	Sub total	6,431	31.8	(5.1)	6,766	33.6	5.2
O t h e r s	Mail Order	1,530	62.7	(47.9)	1,443	62.4	(5.7)
	Retail Store	231	9.5	(5.8)	214	9.3	(7.3)
	Wholesale	673	27.6	0.3	650	28.1	(3.4)
	Overseas sales	4	0.2	(45.0)	5	0.2	13.4
	Sub total	2,440	12.1	(36.8)	2,313	11.5	(5.2)
T o t a l	Mail Order	9,609	47.6	(14.9)	9,567	47.6	(0.4)
	Retail Store	5,558	27.5	0.4	5,677	28.2	2.1
	Wholesale	3,228	16.0	14.3	3,041	15.1	(5.8)
	Overseas sales	1,808	8.9	(12.0)	1,826	9.1	1.0
	Sub total	20,205	100.0	(6.9)	20,113	100.0	(0.5)

		Three Months ended 6/12			Three Months ended 6/13		
		amount	% of total	% change	amount	% of total	% change
R i c e	Mail Order	426	56.9	2.7	383	53.2	(10.0)
	Retail Store	31	4.2	(7.3)	28	3.9	(11.4)
	Wholesale	289	38.6	10.0	306	42.6	6.0
	Overseas sales	2	0.3	(51.8)	2	0.3	2.0
	Sub total	749	3.7	4.6	720	3.6	(3.9)
K a i e	Mail Order	522	62.9	(0.5)	501	63.8	(3.9)
	Retail Store	172	20.8	(11.6)	166	21.2	(3.6)
	Wholesale	132	16.0	(4.5)	114	14.6	(13.7)
	Overseas sales	2	0.3	(38.5)	3	0.4	22.0
	Sub total	830	4.1	(3.9)	786	3.9	(5.3)

◆Number of Active Customers

(people)

		As of June 30,2011	As of June 30,2012	As of June 30,2013	Increase (decrease)
F A N C L	Cosmetics	1,200,496	1,119,976	1,135,154	15,178
	Cosmetics Mail Order	637,590	568,468	612,430	43,962
	Cosmetics Retail Stores	670,084	652,296	623,288	(29,008)
	Nutritional Supple	976,021	816,876	860,148	43,272
	Supple Mail Order	604,685	484,774	538,104	53,330
	Supple Retail Stores	416,286	369,245	361,301	(7,944)
	Rice Mail Order	166,591	188,222	168,711	(19,511)
	Kale Mail Order	89,938	91,935	89,276	(2,659)
	Mail order	1,125,651	991,062	1,060,513	69,451
	Retail Stores	930,121	882,042	850,081	(31,961)
ATTENIR cosme mail order		376,238	361,388	409,425	48,037

◆Purchase Unit Prices(FANCL)

(Yen,%)

	Three Months ended 6/12	Three Months ended 6/13	% change
Cosmetics Mail Order	5,894	5,699	(3.3)
Supple Mail Order	5,596	4,835	(13.6)
Retail Stores	4,122	4,228	2.6

◆Existing Stores Year-on-year-change

Three Months ended 6/11	Three Months ended 6/12	Three Months ended 6/13
89.4%	92.9%	102.1%

◆Segment Information (Three Months)

(Millions of yen,%)

		Three Months ended 6/12			Three Months ended 6/13		
		amount	% of total	% change	amount	% of total	% change
C o s m e	Sales	11,333	56.1	2.4	11,033	54.9	(2.6)
	Gross Profit	8,296	73.2	1.0	7,979	72.3	(3.8)
	SGA	7,956	70.2	14.7	6,775	61.4	(14.8)
	Advertising	1,866	16.5	64.0	650	5.9	(65.2)
	Operating Income	339	3.0	(73.5)	1,204	10.9	254.4
s u p p l e	Sales	6,431	31.8	(5.1)	6,766	33.6	5.2
	Gross Profit	4,378	68.1	(2.2)	4,545	67.2	3.8
	SGA	4,053	63.0	(2.8)	4,926	72.8	21.5
	Advertising	744	11.6	(16.0)	1,537	22.7	106.6
	Operating Income	324	5.1	6.2	(380)	(5.6)	—
o t h e r s	Sales	2,440	12.1	(36.8)	2,313	11.5	(5.2)
	Gross Profit	1,073	44.0	(41.6)	987	42.7	(8.0)
	SGA	1,119	45.9	(44.5)	1,033	44.7	(7.7)
	Advertising	177	7.3	(49.9)	130	5.6	(26.5)
	Operating Income	(45)	(1.9)	—	(46)	(2.0)	—
Eliminations or Corporate		(408)			(419)		
T o t a l	Sales	20,205	100.0	(6.9)	20,113	100.0	(0.5)
	Gross Profit	13,747	68.0	(5.4)	13,512	67.2	(1.7)
	SGA	13,536	67.0	0.0	13,154	65.4	(2.8)
	Advertising	2,788	13.8	17.2	2,318	11.5	(16.9)
	Operating Income	210	1.0	(78.9)	358	1.8	69.8

◆General and administrative expenses (Three Months)

(Millions of yen,%)

	Three Months ended 6/12			Three Months ended 6/13		
	amount	% of total	% change	amount	% of total	% change
Advertising	2,788	13.8	17.2	2,318	11.5	(16.9)
Sales Promotions	2,161	10.7	(13.5)	2,206	11.0	2.1
Transport	771	3.8	(7.4)	819	4.1	6.2
Communications	402	2.0	(11.8)	427	2.1	6.1
Fees/outsourcing	2,194	10.9	2.0	2,276	11.3	3.8
Salaries	3,096	15.3	0.2	3,098	15.4	0.1
Depreciations	538	2.7	(4.6)	524	2.6	(2.4)
Others	1,583	7.8	1.6	1,482	7.4	(6.4)
Total	13,536	67.0	0.0	13,154	65.4	(2.8)

◆Number of Shops by Region

As of 30 June, 2013

	Hokkaido	Tohoku	Kanto (except Tokyo)	TOKYO	Shinetsu	Tokai, Hokuriku & Shinetsu	Kinki	Chugoku, Shikoku	Kyusyu, Okinawa	Total
Fancl Shop	2	5	19	19	8	14	8	11	86	
Fancl House	1	2	14	7	13	12	5	3	57	
Fancl House J	1	2	9	5	—	6	2	—	25	
Genki Station	—	—	—	2	—	—	—	1	3	
Fancl Ginza Square	—	—	—	1	—	—	—	—	1	
Others	—	—	1	1	—	—	—	—	2	
<b>Total</b>	<b>4</b>	<b>9</b>	<b>43</b>	<b>35</b>	<b>21</b>	<b>32</b>	<b>15</b>	<b>15</b>	<b>174</b>	
ATTENIR Shop	1	1	3	3	1	5	1	1	16	

◆Number of Shops

	As of March 31, 2009	As of March 31, 2010	As of March 31, 2011	As of March 31, 2012	As of March 31, 2013	As of June 30, 2013
Fancl Shop	14	24	43	61	83	86
Fancl House	93	85	75	70	59	57
Fancl House J	68	65	54	39	26	25
Genki Station	5	3	3	3	3	3
Fancl Ginza Square	1	1	1	1	1	1
Others	3	2	3	3	3	2
<b>Total</b>	<b>184</b>	<b>180</b>	<b>179</b>	<b>177</b>	<b>175</b>	<b>174</b>
ATTENIR Shop	13	14	16	16	16	16