

## ◆ Sales By Segment

(Millions of yen,%)

		FY2007			FY2008			FY2009 (Projection)		
		amount	% of total	% change	amount	% of total	% change	amount	% of total	% change
C o s m e	Mail Order	25,572	55.1	6.3	25,989	53.0	1.6	26,500	52.3	2.0
	Retail Store	16,504	35.6	20.3	17,582	35.8	6.5	18,000	35.5	2.4
	Wholesale	4,298	9.3	22.7	5,490	11.2	27.7	6,200	12.2	12.9
	Sub total	46,376	45.9	12.3	49,061	49.4	5.8	50,700	49.9	3.3
S u p p l e	Mail Order	14,799	46.8	(12.0)	13,513	45.0	(8.7)	13,300	44.3	(1.6)
	Retail Store	8,748	27.6	4.2	8,629	28.8	(1.4)	8,600	28.7	(0.3)
	Wholesale	8,117	25.6	1.1	7,874	26.2	(3.0)	8,100	27.0	2.9
	Sub total	31,665	31.3	(4.8)	30,017	30.2	(5.2)	30,000	29.6	(0.1)
o t h e r s	Mail Order	18,548	80.6	13.4	16,798	82.9	(9.4)	16,850	81.0	0.3
	Retail Store	1,561	6.8	4.7	1,317	6.5	(15.6)	1,300	6.3	(1.3)
	Wholesale	2,912	12.6	(1.0)	2,154	10.6	(26.0)	2,650	12.7	23.0
	Sub total	23,023	22.8	10.7	20,270	20.4	(12.0)	20,800	20.5	2.6
T o t a l	Mail Order	58,921	58.3	2.9	56,300	56.7	(4.4)	56,650	55.8	0.6
	Retail Store	26,814	26.5	13.6	27,529	27.7	2.7	27,900	27.5	1.3
	Wholesale	15,329	15.2	5.9	15,519	15.6	1.2	16,950	16.7	9.2
	Sub total	101,065	100.0	6.0	99,349	100.0	(1.7)	101,500	100.0	2.2

\*Others: Germinated Brown Rice, Kale Juice, IIMONO OHKOKU Mail Order, Comfort Undergarments and Household Sundries

(Millions of yen,%)

		FY2007			FY2008			FY2009 (Projection)		
		amount	% of total	% change	amount	% of total	% change	amount	% of total	% change
R i c e	Mail Order	2,721	57.2	3.1	2,199	58.7	(19.2)	2,200	51.2	0.0
	Retail Store	407	8.5	12.8	266	7.1	(34.6)	200	4.6	(25.0)
	Wholesale	1,632	34.3	5.3	1,278	34.2	(21.7)	1,900	44.2	48.6
	Sub total	4,760	4.7	4.6	3,744	3.8	(21.4)	4,300	4.2	14.8
K a l e	Mail Order	2,017	49.7	8.5	2,053	54.6	1.8	2,100	54.5	2.3
	Retail Store	1,029	25.4	6.8	952	25.3	(7.4)	1,000	26.0	4.9
	Wholesale	1,008	24.9	(16.5)	755	20.1	(25.1)	750	19.5	(0.7)
	Sub total	4,055	4.0	0.6	3,761	3.8	(7.2)	3,850	3.8	2.3

## ◆ Number of Active Customers

(people)

FANCL		As of March 31, 2006	As of March 31, 2007	As of March 31, 2008	Increase (decrease)
F A N C L	Cosmetics	1,410,016	1,408,423	1,404,746	(3,677)
	Cosmetics Mail Order	734,161	648,424	695,619	47,195
	Cosmetics Retail Stores	799,783	886,857	836,980	(49,877)
	Nutritional Supple	1,171,800	1,103,573	1,066,018	(37,555)
	Supple Mail Order	645,240	561,550	577,599	16,049
	Supple Retail Stores	591,158	601,177	545,021	(56,156)
	Rice Mail Order	240,323	214,833	255,245	40,412
	Kale Mail Order	125,331	92,155	87,697	(4,458)
	Mail Order	1,269,622	1,102,159	1,210,554	108,395
	Retail Stores	1,178,777	1,262,299	1,169,051	(93,248)
ATTENIR cosme mail order		453,290	490,231	529,259	39,028

\*Active customers: Customers making at least one purchase during the preceding seven months.

## ◆ Purchase Unit Prices

(yen, %)

	FY2007	% change	FY2008	% change
Cosmetics Mail Order	5,962	6.7	5,920	(0.7)
Supple Mail Order	5,963	(1.3)	5,813	(2.5)
Retail Stores	3,451	1.8	3,641	5.5

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

FY2006	FY2007	FY2008
105.4%	97.2%	103.3%

◆ Segment Information

(Millions of yen,%)

		FY2007			FY2008			FY2009(Projection)		
		amount	% of Total	% change	amount	% of Total	% change	amount	% of Total	% change
C o s m e	Sales	46,376	45.9	12.3	49,061	49.4	5.8	50,700	49.9	3.3
	Gross Profit	34,866	75.2		37,275	76.0		38,600	76.1	
	SGA	27,732	59.8	10.5	29,866	60.9	7.7	31,500	62.1	5.5
	Advertising	4,527	9.8	(17.1)	5,058	10.3	11.7	5,500	10.8	8.7
	Operating Income	7,133	15.4	28.1	7,409	15.1	3.9	7,100	14.0	(4.2)
S u p p l i e	Sales	31,665	31.3	(4.8)	30,017	30.2	(5.2)	30,000	29.6	(0.1)
	Gross Profit	20,708	65.4		19,802	66.0		20,100	67.0	
	SGA	16,806	53.1	9.0	16,296	54.3	(3.0)	17,000	56.7	4.3
	Advertising	2,129	6.7	16.0	2,291	7.6	7.6	2,300	7.7	0.4
	Operating Income	3,902	12.3	(27.8)	3,505	11.7	(10.2)	3,100	10.3	(11.6)
o t h e r s	Sales	23,023	22.8	10.7	20,270	20.4	(12.0)	20,800	20.5	2.6
	Gross Profit	11,595	50.4		9,909	48.9		10,275	49.4	
	SGA	12,493	54.3	10.0	11,294	55.7	(9.6)	10,725	51.6	(5.0)
	Advertising	2,736	11.9	9.8	2,525	12.5	(7.7)	2,400	11.5	(5.0)
	Operating Income	(897)	(3.9)	—	(1,384)	(6.8)	—	(450)	(2.2)	—
Eliminations or Corporate		(1,768)			(2,062)			(1,750)		
T o t a l	Sales	101,065	100.0	6.0	99,349	100.0	(1.7)	101,500	100.0	2.2
	Gross Profit	67,170	66.5		66,987	67.4		68,975	68.0	
	SGA	58,800	58.2	9.9	59,520	59.9	1.2	60,975	60.1	2.4
	Advertising	9,393	9.3	(4.1)	9,876	9.9	5.1	10,200	10.0	3.3
	Operating Income	8,370	8.3	(2.4)	7,467	7.5	(10.8)	8,000	7.9	7.1

◆ Selling, General and administrative expenses

(Millions of yen,%)

	FY2007			FY2008			FY2009(Projection)		
	amount	% of total	% change	amount	% of total	% change	amount	% of total	% change
Advertising	9,393	9.3	(4.1)	9,876	9.9	5.1	10,200	10.0	3.3
Sales Promotions	13,502	13.4	44.9	12,509	12.6	(7.4)	12,450	12.3	(0.5)
Transport	4,008	4.0	(4.9)	4,108	4.1	2.5	3,900	3.8	(5.1)
Communications	2,208	2.2	0.1	2,111	2.1	(4.4)	1,800	1.8	(14.8)
Fees/Outsourcing	8,384	8.3	4.1	8,772	8.8	4.6	10,500	10.3	19.7
Salaries	13,679	13.5	10.4	14,072	14.2	2.9	13,300	13.1	(5.5)
Depreciations	1,562	1.5	8.5	1,868	1.9	19.6	1,900	1.9	1.7
Others	6,062	6.0	(0.5)	6,201	6.2	2.3	6,925	6.8	11.7
Total	58,800	58.2	9.9	59,520	59.9	1.2	60,975	60.1	2.4

◆ Capital Investment and Depreciation (Millions of yen)

	FY2007	FY2008	FY2009 (Projection)
Capital Investment	3,974	2,111	4,650
Depreciation	2,669	3,020	3,000

◆Number of Shops by Region

As of March 31, 2008

	Hokkaido	Tohoku	Kanto (except Tokyo)	TOKYO	Shinetsu	Tokai, Hokuriku & Shinetsu	Kinki	Chugoku, Shikoku	Kyusyu, Okinawa	Total
Fancl Ginza Square	—	—	—	1	—	—	—	—	—	1
Fancl Shop (Next Generation Store)	—	1	—	3	—	1	2	—	—	7
Fancl House	1	4	24	19	16	24	5	7	—	100
Fancl House J	3	4	27	17	6	14	8	8	—	87
Genki Station	2	—	—	3	1	1	—	1	—	8
ATTENIR Shop	1	—	2	2	1	4	1	—	—	11
Others	—	—	2	2	—	—	—	—	—	4
Total	7	9	55	47	24	44	16	16	—	218

◆Number of Shops

	As of March 31, 2003	As of March 31, 2004	As of March 31, 2005	As of March 31, 2006	As of March 31, 2007	As of March 31, 2008	As of March 31, 2009 (Projection)
Fancl Ginza Square	—	1	1	1	1	1	1
Fancl Shop (Next Generation Store)	—	—	—	—	—	7	38
Fancl House	119	114	110	113	107	100	84
Fancl House J	1	10	37	71	88	87	65
Genki Station	8	9	9	9	8	8	7
ATTENIR Shop	5	6	9	10	10	11	15
Others	11	3	3	4	4	4	4
Total	144	143	169	208	218	218	214