

◆ Sales By Segment (Three Months)

(Millions of yen,%)

	Three Months ended 6/06		Three Months ended 6/07			Three Months ended 6/08			
	amount	% of total	amount	% of total	% change	amount	% of total	% change	
C o s m e	Mail Order	6,476	57.0	6,527	53.6	0.8	6,615	52.6	1.4
	Retail Store	3,925	34.6	4,423	36.3	12.7	4,394	34.9	(0.7)
	Wholesale	960	8.4	1,230	10.1	28.1	1,568	12.5	27.5
	Sub total	11,362	44.9	12,180	48.9	7.2	12,578	50.8	3.3
S u p p l e	Mail Order	3,852	48.0	3,401	45.0	(11.7)	3,305	44.3	(2.8)
	Retail Store	2,121	26.4	2,185	28.9	3.0	2,066	27.7	(5.4)
	Wholesale	2,056	25.6	1,969	26.1	(4.2)	2,093	28.0	6.3
	Sub total	8,030	31.7	7,556	30.3	(5.9)	7,466	30.2	(1.2)
o t h e r s	Mail Order	4,653	78.4	4,232	81.5	(9.1)	3,797	80.6	(10.3)
	Retail Store	418	7.1	350	6.8	(16.2)	295	6.3	(15.6)
	Wholesale	859	14.5	609	11.7	(29.1)	616	13.1	1.0
	Sub total	5,931	23.4	5,192	20.8	(12.5)	4,709	19.0	(9.3)
T o t a l	Mail Order	14,983	59.2	14,160	56.8	(5.5)	13,718	55.4	(3.1)
	Retail Store	6,465	25.5	6,959	27.9	7.6	6,756	27.3	(2.9)
	Wholesale	3,876	15.3	3,809	15.3	(1.7)	4,278	17.3	12.3
	Sub total	25,324	100.0	24,929	100.0	(1.6)	24,753	100.0	(0.7)

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

(Millions of yen,%)

	Three Months ended 6/06		Three Months ended 6/07			Three Months ended 6/08			
	amount	% of total	amount	% of total	% change	amount	% of total	% change	
R i c k e	Mail Order	794	54.9	581	58.1	(26.8)	540	54.0	(7.1)
	Retail Store	122	8.4	77	7.7	(36.9)	57	5.7	(25.4)
	Wholesale	532	36.7	342	34.2	(35.7)	403	40.3	17.7
	Sub total	1,449	5.7	1,001	4.0	(30.9)	1,001	4.0	(0.0)
K a l e	Mail Order	492	47.8	542	53.9	10.1	507	55.4	(6.5)
	Retail Store	263	25.5	247	24.6	(5.8)	219	23.9	(11.5)
	Wholesale	275	26.7	216	21.5	(21.5)	189	20.7	(12.5)
	Sub total	1,031	4.1	1,007	4.0	(2.4)	915	3.7	(9.1)

◆ Sales By Segment (Six Months)

(Millions of yen,%)

	Six Months ended 9/06		Six Months ended 9/07			Six Months ended 9/08 (Projection)			
	amount	% of total	amount	% of total	% change	amount	% of total	% change	
C o s m e	Mail Order	12,525	55.2	12,352	52.1	(1.4)	12,700	51.4	2.8
	Retail Store	8,050	35.5	8,722	36.8	8.3	8,800	35.6	0.9
	Wholesale	2,116	9.3	2,636	11.1	24.6	3,200	13.0	21.4
	Sub total	22,692	45.3	23,711	49.0	4.5	24,700	50.5	4.2
S u p p l e	Mail Order	7,478	47.2	6,664	44.6	(10.9)	6,500	43.9	(2.5)
	Retail Store	4,282	27.0	4,338	29.1	1.3	4,150	28.0	(4.4)
	Wholesale	4,090	25.8	3,926	26.3	(4.0)	4,150	28.0	5.7
	Sub total	15,852	31.7	14,929	30.8	(5.8)	14,800	30.3	(0.9)
o t h e r s	Mail Order	9,030	78.4	7,956	81.5	(11.9)	7,490	79.7	(5.9)
	Retail Store	832	7.2	684	7.0	(17.8)	570	6.1	(16.8)
	Wholesale	1,654	14.4	1,127	11.5	(31.9)	1,340	14.3	18.9
	Sub total	11,517	23.0	9,768	20.2	(15.2)	9,400	19.2	(3.8)
T o t a l	Mail Order	29,034	58.0	26,973	55.7	(7.1)	26,690	54.6	(1.1)
	Retail Store	13,165	26.3	13,745	28.4	4.4	13,520	27.6	(1.6)
	Wholesale	7,862	15.7	7,690	15.9	(2.2)	8,690	17.8	13.0
	Sub total	50,062	100.0	48,410	100.0	(3.3)	48,900	100.0	1.0

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

(Millions of yen,%)

	Six Months ended 9/06		Six Months ended 9/07			Six Months ended 9/08 (Projection)			
	amount	% of total	amount	% of total	% change	amount	% of total	% change	
R i c k e	Mail Order	1,473	54.9	1,034	57.1	(29.8)	1,000	50.0	(3.4)
	Retail Store	227	8.5	140	7.7	(38.2)	100	5.0	(28.8)
	Wholesale	983	36.6	638	35.2	(35.1)	900	45.0	40.9
	Sub total	2,684	5.4	1,813	3.7	(32.4)	2,000	4.1	10.3
K a l e	Mail Order	942	46.0	1,053	53.8	11.8	1,000	52.4	(5.1)
	Retail Store	539	26.4	492	25.1	(8.7)	470	24.6	(4.6)
	Wholesale	565	27.6	413	21.1	(26.9)	440	23.0	6.5
	Sub total	2,047	4.1	1,959	4.0	(4.3)	1,910	3.9	(2.5)

◆ Sales By Segment (Full Year)

(Millions of yen,%)

	FY2007		FY2008			FY2009 (Projection)			
	amount	% of total	amount	% of total	% change	amount	% of total	% change	
C o s m e	Mail Order	25,572	55.1	25,989	53.0	1.6	26,600	52.3	2.4
	Retail Store	16,504	35.6	17,582	35.8	6.5	18,000	35.4	2.4
	Wholesale	4,298	9.3	5,490	11.2	27.7	6,300	12.4	14.7
	Sub total	46,376	45.9	49,061	49.4	5.8	50,900	50.1	3.7
S u p p l e	Mail Order	14,799	46.8	13,513	45.0	(8.7)	13,450	44.5	(0.5)
	Retail Store	8,748	27.6	8,629	28.8	(1.4)	8,550	28.3	(0.9)
	Wholesale	8,117	25.6	7,874	26.2	(3.0)	8,200	27.2	4.1
	Sub total	31,665	31.3	30,017	30.2	(5.2)	30,200	29.8	0.6
O t h e r s	Mail Order	18,548	80.6	16,798	82.9	(9.4)	16,590	81.3	(1.2)
	Retail Store	1,561	6.8	1,317	6.5	(15.6)	1,220	6.0	(7.4)
	Wholesale	2,912	12.6	2,154	10.6	(26.0)	2,590	12.7	20.2
	Sub total	23,023	22.8	20,270	20.4	(12.0)	20,400	20.1	0.6
T o t a l	Mail Order	58,921	58.3	56,300	56.7	(4.4)	56,640	55.8	0.6
	Retail Store	26,814	26.5	27,529	27.7	2.7	27,770	27.4	0.9
	Wholesale	15,329	15.2	15,519	15.6	1.2	17,090	16.8	10.1
	Sub total	101,065	100.0	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	amount	% of total	% change	amount	% of total	% change	
R i c e	Mail Order	2,721	57.2	2,199	58.7	(19.2)	2,200	51.2	0.0
	Retail Store	407	8.5	266	7.1	(34.6)	200	4.7	(25.0)
	Wholesale	1,632	34.3	1,278	34.2	(21.7)	1,900	44.2	48.6
	Sub total	4,760	4.7	3,744	3.8	(21.4)	4,300	4.2	14.8
K a l e	Mail Order	2,017	49.7	2,053	54.6	1.8	2,100	55.9	2.3
	Retail Store	1,029	25.4	952	25.3	(7.4)	970	25.8	1.8
	Wholesale	1,008	24.9	755	20.1	(25.1)	690	18.4	(8.7)
	Sub total	4,055	4.0	3,761	3.8	(7.2)	3,760	3.7	(0.0)

◆ Number of Active Customers

(people)

		As of June 30, 2006	As of June 30, 2007	As of June 30, 2008	Increase (decrease)
F A N C Y	Cosmetics	1,349,647	1,366,504	1,352,794	(13,710)
	Cosmetics Mail Order	651,222	609,467	644,419	34,952
	Cosmetics Retail Stores	817,997	876,858	829,793	(47,065)
	Nutritional Supple	1,142,911	1,067,349	1,005,868	(61,481)
	Supple Mail Order	615,867	533,464	537,483	4,019
	Supple Retail Stores	588,796	589,104	519,534	(69,570)
	Rice Mail Order	274,818	215,656	225,101	9,445
	Kale Mail Order	123,627	97,982	93,074	(4,908)
	Mail order	1,209,767	1,069,073	1,111,149	42,076
	Retail Stores	1,201,429	1,242,998	1,148,688	(94,310)
ATTENIR cosme mail order		473,390	476,706	508,728	32,022

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

◆ Purchase Unit Prices

(yen, %)

	Three Months ended 6/07	Three Months ended 6/08	% change
Cosmetics Mail Order	6,135	6,094	(0.7)
Supple Mail Order	6,115	6,165	0.8
Retail Stores	3,590	3,775	5.2

◆ Existing Stores Year-on-year-change

Three Months ended 6/06	Three Months ended 6/07	Three Months ended 6/08
96.3%	106.8%	97.8%

◆ Segment Information (Three Months)

(Millions of yen,%)

	Three Months ended 6/06		Three Months ended 6/07			Three Months ended 6/08			
	amount	% of total	amount	% of total	% change	amount	% of total	% change	
C o s m e	Sales	11,362	44.9	12,180	48.9	7.2	12,578	50.8	3.3
	Gross Profit	8,683	76.4	9,317	76.5		9,531	75.8	
	SGA	7,180	63.2	6,839	56.1	(4.8)	7,290	58.0	6.6
	Advertising	1,172	10.3	1,137	9.3	(3.0)	1,039	8.3	(8.7)
	Operating Income	1,503	13.2	2,478	20.3	64.9	2,240	17.8	(9.6)
S u p p l e	Sales	8,030	31.7	7,556	30.3	(5.9)	7,466	30.2	(1.2)
	Gross Profit	5,068	63.1	4,925	65.2		4,937	66.1	
	SGA	4,239	52.8	4,036	53.4	(4.8)	3,997	53.5	(1.0)
	Advertising	457	5.7	548	7.3	19.7	399	5.3	(27.2)
	Operating Income	829	10.3	889	11.8	7.2	940	12.6	5.7
O t h e r s	Sales	5,931	23.4	5,192	20.8	(12.5)	4,709	19.0	(9.3)
	Gross Profit	3,061	51.6	2,574	49.6		2,296	48.8	
	SGA	3,685	62.1	2,983	57.5	(19.0)	2,560	54.4	(14.2)
	Advertising	1,098	18.5	598	11.5	(45.5)	457	9.7	(23.5)
	Operating Income	(623)	(10.5)	(409)	(7.9)	—	(263)	(5.6)	—
Eliminations or Corporate		(452)		(488)			(669)		
T o t a l	Sales	25,324	100.0	24,929	100.0	(1.6)	24,753	100.0	(0.7)
	Gross Profit	16,813	66.4	16,818	67.5		16,765	67.7	
	SGA	15,557	61.4	14,347	57.6	(7.8)	14,518	58.7	1.2
	Advertising	2,729	10.8	2,284	9.2	(16.3)	1,896	7.7	(17.0)
	Operating Income	1,255	5.0	2,470	9.9	96.7	2,247	9.1	(9.0)

◆ General and administrative expenses (Three Months)

(Millions of yen,%)

	Three Months ended 6/06		Three Months ended 6/07			Three Months ended 6/08		
	amount	% of total	amount	% of total	% change	amount	% of total	% change
Advertising	2,729	10.8	2,284	9.2	(16.3)	1,896	7.7	(17.0)
Sales Promotions	3,802	15.0	2,946	11.8	(22.5)	2,990	12.1	1.5
Transport	1,021	4.0	973	3.9	(4.7)	1,019	4.1	4.7
Communications	610	2.4	509	2.0	(16.6)	521	2.1	2.4
Fees/outourcing	2,135	8.4	2,174	8.7	1.8	2,297	9.3	5.7
Salaries	3,288	13.0	3,385	13.6	2.9	3,539	14.3	4.5
Depreciations	362	1.4	452	1.8	24.9	469	1.9	3.8
Others	1,606	6.3	1,621	6.5	0.9	1,783	7.2	10.0
Total	15,557	61.4	14,347	57.6	(7.8)	14,518	58.7	1.2

◆ Segment Information (Six Months)

(Millions of yen,%)

	Six Months ended 9/06		Six Months ended 9/07			Six Months ended 9/08 (Projection)			
	amount	% of total	amount	% of total	% change	amount	% of total	% change	
C o s m e	Sales	22,692	45.3	23,711	49.0	4.5	24,700	50.5	4.2
	Gross Profit	17,042	75.1	17,962	75.8		18,700	75.7	
	SGA	14,599	64.3	14,591	61.5	(0.1)	15,700	63.6	7.6
	Advertising	2,736	12.1	2,565	10.8	(6.3)	2,950	11.9	15.0
	Operating Income	2,443	10.8	3,371	14.2	38.0	3,000	12.1	(11.0)
S u p p l e	Sales	15,852	31.7	14,929	30.8	(5.8)	14,800	30.3	(0.9)
	Gross Profit	10,194	64.3	9,828	65.8		9,850	66.6	
	SGA	8,208	51.8	8,014	53.7	(2.4)	8,100	54.7	1.1
	Advertising	794	5.0	1,083	7.3	36.4	900	6.1	(17.0)
	Operating Income	1,985	12.5	1,814	12.2	(8.6)	1,750	11.8	(3.6)
O t h e r s	Sales	11,517	23.0	9,768	20.2	(15.2)	9,400	19.2	(3.8)
	Gross Profit	5,860	50.9	4,851	49.7		4,700	50.0	
	SGA	6,808	59.1	5,715	58.5	(16.1)	5,150	54.8	(9.9)
	Advertising	1,613	14.0	1,164	11.9	(27.8)	1,000	10.6	(14.1)
	Operating Income	(948)	(8.2)	(863)	(8.8)	—	(450)	(4.8)	—
Eliminations or Corporate		(884)		(961)			(1,150)		
T o t a l	Sales	50,062	100.0	48,410	100.0	(3.3)	48,900	100.0	1.0
	Gross Profit	33,097	66.1	32,643	67.4		33,250	68.0	
	SGA	30,501	60.9	29,282	60.5	(4.0)	30,100	61.6	2.8
	Advertising	5,144	10.3	4,813	9.9	(6.4)	4,850	9.9	0.8
	Operating Income	2,595	5.2	3,360	6.9	29.5	3,150	6.4	(6.3)

◆ General and administrative expenses (Six Months)

(Millions of yen,%)

	Six Months ended 9/06		Six Months ended 9/07			Six Months ended 9/08 (Projection)		
	amount	% of total	amount	% of total	% change	amount	% of total	% change
Advertising	5,144	10.3	4,813	9.9	(6.4)	4,850	9.9	0.8
Sales Promotions	7,242	14.5	5,908	12.2	(18.4)	6,050	12.4	2.4
Transport	2,050	4.1	1,977	4.1	(3.6)	2,000	4.1	1.2
Communications	1,163	2.3	1,031	2.1	(11.3)	950	1.9	(7.9)
Fees/Outsourcing	4,210	8.4	4,427	9.1	5.1	4,900	10.0	10.7
Salaries	6,922	13.8	7,024	14.5	1.5	6,900	14.1	(1.8)
Depreciations	747	1.5	910	1.9	21.9	950	1.9	4.3
Others	3,019	6.0	3,188	6.6	5.6	3,500	7.2	9.8
Total	30,501	60.9	29,282	60.5	(4.0)	30,100	61.6	2.8

◆ Segment Information (Full Year)

(Millions of yen,%)

	FY2007		FY2008			FY2009 (Projection)			
	amount	% of total	amount	% of total	% change	amount	% of total	% change	
C o s t s	Sales	46,376	45.9	49,061	49.4	5.8	50,900	50.1	3.7
	Gross Profit	34,866	75.2	37,275	76.0		38,700	76.0	
	SGA	27,732	59.8	29,866	60.9	7.7	31,400	61.7	5.1
	Advertising	4,527	9.8	5,058	10.3	11.7	5,450	10.7	7.7
Operating Income	7,133	15.4	7,409	15.1	3.9	7,300	14.3	(1.5)	
S u p p l i e	Sales	31,665	31.3	30,017	30.2	(5.2)	30,200	29.8	0.6
	Gross Profit	20,708	65.4	19,802	66.0		20,150	66.7	
	SGA	16,806	53.1	16,296	54.3	(3.0)	17,000	56.3	4.3
	Advertising	2,129	6.7	2,291	7.6	7.6	2,300	7.6	0.4
Operating Income	3,902	12.3	3,505	11.7	(10.2)	3,150	10.4	(10.1)	
O t h e r s	Sales	23,023	22.8	20,270	20.4	(12.0)	20,400	20.1	0.6
	Gross Profit	11,595	50.4	9,909	48.9		10,050	49.3	
	SGA	12,493	54.3	11,294	55.7	(9.6)	10,550	51.7	(6.6)
	Advertising	2,736	11.9	2,525	12.5	(7.7)	2,200	10.8	(12.9)
Operating Income	(897)	(3.9)	(1,384)	(6.8)	—	(500)	(2.5)	—	
Eliminations or Corporate	(1,768)		(2,062)			(1,950)			
T o t a l	Sales	101,065	100.0	99,349	100.0	(1.7)	101,500	100.0	2.2
	Gross Profit	67,170	66.5	66,987	67.4		68,900	67.9	
	SGA	58,800	58.2	59,520	59.9	1.2	60,900	60.0	2.3
	Advertising	9,393	9.3	9,876	9.9	5.1	9,950	9.8	0.7
Operating Income	8,370	8.3	7,467	7.5	(10.8)	8,000	7.9	7.1	

◆ General and administrative expenses (Full Year)

(Millions of yen,%)

	FY2007		FY2008			FY2009 (Projection)		
	amount	% of total	amount	% of total	% change	amount	% of total	% change
Advertising	9,393	9.3	9,876	9.9	5.1	9,950	9.8	0.7
Sales Promotions	13,502	13.4	12,509	12.6	(7.4)	12,400	12.2	(0.9)
Transport	4,008	4.0	4,108	4.1	2.5	4,000	3.9	(2.6)
Communications	2,208	2.2	2,111	2.1	(4.4)	1,850	1.8	(12.4)
Fees/Outsourcing	8,384	8.3	8,772	8.8	4.6	10,400	10.2	18.6
Salaries	13,679	13.5	14,072	14.2	2.9	13,500	13.3	(4.1)
Depreciations	1,562	1.5	1,868	1.9	19.6	1,950	1.9	4.4
Others	6,062	6.0	6,201	6.2	2.3	6,850	6.7	10.5
Total	58,800	58.2	59,520	59.9	1.2	60,900	60.0	2.3

◆Number of Shops by Region

As of 30 June,2008

	Hokkaido	Tohoku	Kanto (except Tokyo)	TOKYO	Tokai,Hokuriku& Shinetsu	Kinki	Chugoku,Shikoku	Kyusyu,Okinawa	Total
Fancl Ginza Square	—	—	—	1	—	—	—	—	1
Fancl Shop (Next Generation Store)	—	1	—	4	—	1	2	1	9
Fancl House	1	4	24	19	16	23	5	6	98
Fancl House J	3	4	27	17	6	14	8	7	86
Genki Station	2	—	—	3	1	1	—	1	8
ATTENIR Shop	1	—	2	2	1	4	1	1	12
Others	—	—	2	2	—	—	—	—	4
Total	7	9	55	48	24	43	16	16	218

◆Number of Shops

	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 June 30, 2008	As of March 31,2009 (Projection)
Fancl Ginza Square	1	1	1	1	1	1	1
Fancl Shop (Next Generation Store)	—	—	—	—	7	9	38
Fancl House	114	110	113	107	100	98	84
Fancl House J	10	37	71	88	87	86	65
Genki Station	9	9	9	8	8	8	7
ATTENIR Shop	6	9	10	10	11	12	15
Others	3	3	4	4	4	4	4
Total	143	169	208	218	218	218	214