

◆ Sales By Segment(Three Months)

(Millions of yen,%)

		Three Months ended 12/06		Three Months ended 12/07			Three Months ended 12/08		
		amount	% of Total	amount	% of Total	% change	amount	% of Total	% change
C o s u m e	Mail Order	7,103	56.8	7,291	54.9	2.7	7,121	53.6	(2.3)
	Retail Store	4,349	34.8	4,622	34.8	6.3	4,413	33.2	(4.5)
	Wholesale	1,043	8.4	1,376	10.3	31.9	1,747	13.2	26.9
	Sub total	12,496	45.8	13,291	49.0	6.4	13,282	49.9	(0.1)
S u p p l i e	Mail Order	3,876	46.2	3,629	45.3	(6.4)	3,620	45.1	(0.3)
	Retail Store	2,277	27.2	2,225	27.8	(2.3)	2,109	26.3	(5.2)
	Wholesale	2,234	26.6	2,153	26.9	(3.6)	2,290	28.6	6.4
	Sub total	8,387	30.7	8,008	29.5	(4.5)	8,019	30.1	0.1
O t h e r s	Mail Order	5,341	83.3	5,001	85.5	(6.4)	4,517	84.7	(9.7)
	Retail Store	392	6.1	321	5.5	(18.1)	286	5.4	(10.9)
	Wholesale	676	10.6	523	9.0	(22.6)	530	9.9	1.2
	Sub total	6,410	23.5	5,846	21.5	(8.8)	5,333	20.0	(8.8)
T o t a l	Mail Order	16,321	59.8	15,922	58.7	(2.4)	15,258	57.3	(4.2)
	Retail Store	7,019	25.7	7,170	26.4	2.1	6,808	25.6	(5.0)
	Wholesale	3,953	14.5	4,053	14.9	2.5	4,568	17.1	12.7
	Sub total	27,294	100.0	27,146	100.0	(0.5)	26,635	100.0	(1.9)

\*Others . . . Germinated brown rice,Kale juice,IIMONO OHKOKU,etc

(Millions of yen,%)

		Three Months ended 12/06		Three Months ended 12/07			Three Months ended 12/08		
		amount	% of Total	amount	% of Total	% change	amount	% of Total	% change
R i c e	Mail Order	734	61.0	645	62.8	(12.1)	553	58.8	(14.2)
	Retail Store	105	8.7	65	6.4	(37.9)	50	5.4	(22.8)
	Wholesale	364	30.3	316	30.8	(13.4)	337	35.8	6.8
	Sub total	1,204	4.4	1,026	3.8	(14.8)	941	3.5	(8.3)
K a l e	Mail Order	512	50.9	506	54.9	(1.2)	534	58.0	5.7
	Retail Store	255	25.4	230	25.0	(9.6)	212	23.1	(7.7)
	Wholesale	238	23.7	184	20.1	(22.5)	174	18.9	(5.6)
	Sub total	1,005	3.7	921	3.4	(8.4)	921	3.5	0.0

◆ Sales By Segment(Nine Months)

(Millions of yen,%)

		Nine Months ended 12/06		Nine Months ended 12/07			Nine Months ended 12/08		
		amount	% of Total	amount	% of Total	% change	amount	% of Total	% change
C o s u m e	Mail Order	19,628	55.8	19,644	53.1	0.1	20,031	52.6	2.0
	Retail Store	12,399	35.2	13,345	36.1	7.6	13,217	34.7	(1.0)
	Wholesale	3,160	9.0	4,013	10.8	27.0	4,843	12.7	20.7
	Sub total	35,188	45.5	37,003	49.0	5.2	38,091	50.7	2.9
S u p p l i e	Mail Order	11,355	46.8	10,293	44.9	(9.3)	9,940	44.2	(3.4)
	Retail Store	6,559	27.1	6,564	28.6	0.1	6,127	27.2	(6.7)
	Wholesale	6,324	26.1	6,080	26.5	(3.9)	6,443	28.6	6.0
	Sub total	24,239	31.3	22,938	30.3	(5.4)	22,511	29.9	(1.9)
O t h e r s	Mail Order	14,372	80.2	12,958	83.0	(9.8)	12,011	82.2	(7.3)
	Retail Store	1,225	6.8	1,006	6.4	(17.9)	887	6.1	(11.8)
	Wholesale	2,331	13.0	1,650	10.6	(29.2)	1,715	11.7	3.9
	Sub total	17,928	23.2	15,615	20.7	(12.9)	14,614	19.4	(6.4)
T o t a l	Mail Order	45,355	58.6	42,896	56.8	(5.4)	41,983	55.8	(2.1)
	Retail Store	20,184	26.1	20,916	27.7	3.6	20,232	26.9	(3.3)
	Wholesale	11,816	15.3	11,744	15.5	(0.6)	13,001	17.3	10.7
	Sub total	77,357	100.0	75,556	100.0	(2.3)	75,217	100.0	(0.4)

\*Others . . . Germinated brown rice,Kale juice,IIMONO OHKOKU,etc

(Millions of yen,%)

		Nine Months ended 12/06		Nine Months ended 12/07			Nine Months ended 12/08		
		amount	% of Total	amount	% of Total	% change	amount	% of Total	% change
R i c e	Mail Order	2,207	56.8	1,679	59.1	(23.9)	1,553	55.3	(7.5)
	Retail Store	332	8.5	205	7.3	(38.1)	156	5.6	(23.9)
	Wholesale	1,348	34.7	954	33.6	(29.2)	1,096	39.1	14.9
	Sub total	3,889	5.0	2,840	3.8	(27.0)	2,806	3.7	(1.2)
K a l e	Mail Order	1,454	47.7	1,559	54.1	7.2	1,569	56.2	0.6
	Retail Store	794	26.0	723	25.1	(9.0)	667	23.9	(7.7)
	Wholesale	803	26.3	597	20.8	(25.6)	553	19.9	(7.4)
	Sub total	3,052	3.9	2,880	3.8	(5.7)	2,790	3.7	(3.1)

◆ 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 t i c s	Mail Order	25,572	55.1	25,989	53.0	1.6	26,240	52.2	1.0
	Retail Store	16,504	35.6	17,582	35.8	6.5	17,400	34.6	(1.0)
	Wholesale	4,298	9.3	5,490	11.2	27.7	6,660	13.2	21.3
	Sub total	46,376	45.9	49,061	49.4	5.8	50,300	51.0	2.5
S u p p l e	Mail Order	14,799	46.8	13,513	45.0	(8.7)	13,050	44.4	(3.4)
	Retail Store	8,748	27.6	8,629	28.8	(1.4)	8,000	27.2	(7.3)
	Wholesale	8,117	25.6	7,874	26.2	(3.0)	8,350	28.4	6.0
	Sub total	31,665	31.3	30,017	30.2	(5.2)	29,400	29.8	(2.1)
O t h e r s	Mail Order	18,548	80.6	16,798	82.9	(9.4)	15,615	82.2	(7.0)
	Retail Store	1,561	6.8	1,317	6.5	(15.6)	1,155	6.1	(12.3)
	Wholesale	2,912	12.6	2,154	10.6	(26.0)	2,230	11.7	3.5
	Sub total	23,023	22.8	20,270	20.4	(12.0)	19,000	19.2	(6.3)
T o t a l	Mail Order	58,921	58.3	56,300	56.7	(4.4)	54,905	55.6	(2.5)
	Retail Store	26,814	26.5	27,529	27.7	2.7	26,555	26.9	(3.5)
	Wholesale	15,329	15.2	15,519	15.6	1.2	17,240	17.5	11.1
	Sub total	101,065	100.0	99,349	100.0	(1.7)	98,700	100.0	(0.7)

\*Others . . . Germinated brown rice, Kale juice, IIMONO OHKOKU, etc

(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)	2,000	54.8	(9.1)
	Retail Store	407	8.5	266	7.1	(34.6)	200	5.5	(25.0)
	Wholesale	1,632	34.3	1,278	34.2	(21.7)	1,450	39.7	13.4
	Sub total	4,760	4.7	3,744	3.8	(21.4)	3,650	3.7	(2.5)
K a l e	Mail Order	2,017	49.7	2,053	54.6	1.8	2,070	56.7	0.8
	Retail Store	1,029	25.4	952	25.3	(7.4)	880	24.1	(7.7)
	Wholesale	1,008	24.9	755	20.1	(25.1)	700	19.2	(7.4)
	Sub total	4,055	4.0	3,761	3.8	(7.2)	3,650	3.7	(3.0)

◆ Number of Active Customers

(people)

		As of December 31, 2006	As of December 31, 2007	As of December 31, 2008	Increase (decrease)
F A N C L	Cosmetics	1,428,287	1,416,949	1,382,046	(34,903)
	Cosmetics Mail Order	670,109	680,411	691,239	10,828
	Cosmetics Retail Stores	886,627	864,040	821,831	(42,209)
	Nutritional Supple	1,118,139	1,075,385	975,708	(99,677)
	Supple Mail Order	577,758	570,116	540,391	(29,725)
	Supple Retail Stores	599,922	562,437	489,004	(73,433)
	Rice Mail Order	230,770	235,819	194,898	(40,921)
	Kale Mail Order	100,614	103,916	100,108	(3,808)
	Mail order	1,159,084	1,206,082	1,111,336	(94,746)
	Retail Stores	1,263,967	1,202,677	1,113,130	(89,547)
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◆ Purchase Unit Prices(FANCL)

(Yen,%)

	Three Months ended 12/07	Three Months ended 12/08	% change
Cosmetics Mail Order	5,967	6,179	3.6
Supple Mail Order	5,646	5,737	1.6
Retail Stores	3,773	3,818	1.2

◆ Existing Stores Year-on-year-change

Three Months ended 12/06	Three Months ended 12/07	Three Months ended 12/08
97.5%	104.2%	95.9%

◆ Segment Information(Three Months)

(Millions of yen,%)

	Three Months ended 12/06		Three Months ended 12/07			Three Months ended 12/08			
	amount	% of Total	amount	% of Total	% change	amount	% of Total	% change	
C o s m e	Sales	12,496	45.8	13,291	49.0	6.4	13,282	49.9	(0.1)
	Gross Profit	9,394	75.2	10,139	76.3		9,708	73.1	
	SGA	6,902	55.2	7,678	57.8	11.2	7,829	58.9	2.0
	Advertising	872	7.0	1,331	10.0	52.6	1,192	9.0	(10.4)
	Operating Income	2,492	19.9	2,460	18.5	(1.3)	1,879	14.1	(23.6)
S u p p l i e	Sales	8,387	30.7	8,008	29.5	(4.5)	8,019	30.1	0.1
	Gross Profit	5,623	67.0	5,315	66.4		5,331	66.5	
	SGA	4,747	56.6	4,358	54.4	(8.2)	4,788	59.7	9.9
	Advertising	982	11.7	824	10.3	(16.0)	976	12.2	18.4
	Operating Income	876	10.4	957	12.0	9.3	542	6.8	(43.3)
O t h e r s	Sales	6,410	23.5	5,846	21.5	(8.8)	5,333	20.0	(8.8)
	Gross Profit	3,248	50.7	2,842	48.6		2,566	48.1	
	SGA	2,965	46.3	2,980	51.0	0.5	2,684	50.3	(9.9)
	Advertising	578	9.0	564	9.7	(2.4)	509	9.6	(9.8)
	Operating Income	282	4.4	(137)	(2.4)	—	(118)	(2.2)	—
Eliminations or Corporate	(382)		(608)			(403)			
T o t a l	Sales	27,294	100.0	27,146	100.0	(0.5)	26,635	100.0	(1.9)
	Gross Profit	18,266	66.9	18,297	67.4		17,606	66.1	
	SGA	14,997	54.9	15,625	57.6	4.2	15,705	59.0	0.5
	Advertising	2,432	8.9	2,720	10.0	11.8	2,678	10.1	(1.5)
	Operating Income	3,268	12.0	2,672	9.8	(18.2)	1,900	7.1	(28.9)

◆ General and administrative expenses(Three Months)

(Millions of yen,%)

	Three Months ended 12/06		Three Months ended 12/07			Three Months ended 12/08		
	amount	% of Total	amount	% of Total	% change	amount	% of Total	% change
Advertising	2,432	8.9	2,720	10.0	11.8	2,678	10.1	(1.5)
Sales Promotions	3,646	13.4	3,612	13.3	(0.9)	3,610	13.6	(0.0)
Transport	1,081	4.0	1,145	4.2	5.9	1,087	4.1	(5.1)
Communications	532	2.0	523	1.9	(1.8)	558	2.1	6.7
Fees/Outsourcing	2,123	7.8	2,214	8.2	4.3	2,310	8.7	4.3
Salaries	3,352	12.3	3,450	12.7	2.9	3,307	12.4	(4.1)
Depreciations	412	1.5	473	1.7	14.8	527	2.0	11.4
Others	1,415	5.2	1,485	5.5	4.9	1,625	6.1	9.4
Total	14,997	54.9	15,625	57.6	4.2	15,705	59.0	0.5

◆ Segment Information(Nine Months)

(Millions of yen,%)

	Nine Months ended 12/06		Nine Months ended 12/07			Nine Months ended 12/08			
	amount	% of Total	amount	% of Total	% change	amount	% of Total	% change	
C o s m e	Sales	35,188	45.5	37,003	49.0	5.2	38,091	50.7	2.9
	Gross Profit	26,437	75.1	28,101	75.9		28,336	74.4	
	SGA	21,502	61.1	22,269	60.2	3.6	23,427	61.5	5.2
	Advertising	3,608	10.3	3,896	10.5	8.0	4,097	10.8	5.2
	Operating Income	4,935	14.0	5,832	15.8	18.2	4,909	12.9	(15.8)
S u p p l i e	Sales	24,239	31.3	22,938	30.3	(5.4)	22,511	29.9	(1.9)
	Gross Profit	15,817	65.3	15,144	66.0		14,903	66.2	
	SGA	12,955	53.4	12,372	53.9	(4.5)	12,679	56.3	2.5
	Advertising	1,776	7.3	1,908	8.3	7.4	1,861	8.3	(2.5)
	Operating Income	2,862	11.8	2,772	12.1	(3.1)	2,224	9.9	(19.8)
O t h e r s	Sales	17,928	23.2	15,615	20.7	(12.9)	14,614	19.4	(6.4)
	Gross Profit	9,108	50.8	7,694	49.3		7,082	48.5	
	SGA	9,774	54.5	8,696	55.7	(11.0)	7,737	52.9	(11.0)
	Advertising	2,191	12.2	1,729	11.1	(21.1)	1,447	9.9	(16.3)
	Operating Income	(666)	(3.7)	(1,001)	(6.4)	—	(654)	(4.5)	—
Eliminations or Corporate	(1,266)		(1,569)			(1,609)			
T o t a l	Sales	77,357	100.0	75,556	100.0	(2.3)	75,217	100.0	(0.4)
	Gross Profit	51,363	66.4	50,940	67.4		50,322	66.9	
	SGA	45,499	58.8	44,907	59.4	(1.3)	45,453	60.4	1.2
	Advertising	7,577	9.8	7,533	10.0	(0.6)	7,405	9.8	(1.7)
	Operating Income	5,864	7.6	6,033	8.0	2.9	4,869	6.5	(19.3)

◆ General and administrative expenses(Nine Months)

(Millions of yen,%)

	Nine Months ended 12/06		Nine Months ended 12/07			Nine Months ended 12/08		
	amount	% of Total	amount	% of Total	% change	amount	% of Total	% change
Advertising	7,577	9.8	7,533	10.0	(0.6)	7,405	9.8	(1.7)
Sales Promotions	10,888	14.1	9,521	12.6	(12.6)	9,624	12.8	1.1
Transport	3,132	4.0	3,122	4.1	(0.3)	3,078	4.1	(1.4)
Communications	1,696	2.2	1,555	2.1	(8.3)	1,617	2.1	4.0
Fees/Outsourcing	6,334	8.2	6,641	8.8	4.9	6,790	9.0	2.2
Salaries	10,275	13.3	10,475	13.9	1.9	10,274	13.7	(1.9)
Depreciations	1,159	1.5	1,384	1.8	19.4	1,494	2.0	8.0
Others	4,435	5.7	4,673	6.2	5.4	5,167	6.9	10.6
Total	45,499	58.8	44,907	59.4	(1.3)	45,453	60.4	1.2

◆ Segment Information(Full Year)

(Millions of yen,%)

	FY2007		FY2008			FY2009 (Projection)			
	amount	% of Total	amount	% of Total	% change	amount	% of Total	% change	
C o m m e	Sales	46,376	45.9	49,061	49.4	5.8	50,300	51.0	2.5
	Gross Profit	34,866	75.2	37,275	76.0		37,250	74.1	
	SGA	27,732	59.8	29,866	60.9	7.7	30,500	60.6	2.1
	Advertising	4,527	9.8	5,058	10.3	11.7	5,050	10.0	(0.2)
	Operating Income	7,133	15.4	7,409	15.1	3.9	6,750	13.4	(8.9)
S u p p l e	Sales	31,665	31.3	30,017	30.2	(5.2)	29,400	29.8	(2.1)
	Gross Profit	20,708	65.4	19,802	66.0		19,500	66.3	
	SGA	16,806	53.1	16,296	54.3	(3.0)	16,500	56.1	1.2
	Advertising	2,129	6.7	2,291	7.6	7.6	2,200	7.5	(4.0)
	Operating Income	3,902	12.3	3,505	11.7	(10.2)	3,000	10.2	(14.4)
O t h e r s	Sales	23,023	22.8	20,270	20.4	(12.0)	19,000	19.2	(6.3)
	Gross Profit	11,595	50.4	9,909	48.9		9,220	48.5	
	SGA	12,493	54.3	11,294	55.7	(9.6)	10,070	53.0	(10.8)
	Advertising	2,736	11.9	2,525	12.5	(7.7)	1,950	10.3	(22.8)
	Operating Income	(897)	(3.9)	(1,384)	(6.8)	—	(850)	(4.5)	—
	Eliminations or Corporate	(1,768)		(2,062)			(1,900)		
T o t a l	Sales	101,065	100.0	99,349	100.0	(1.7)	98,700	100.0	(0.7)
	Gross Profit	67,170	66.5	66,987	67.4		65,970	66.8	
	SGA	58,800	58.2	59,520	59.9	1.2	58,970	59.7	(0.9)
	Advertising	9,393	9.3	9,876	9.9	5.1	9,200	9.3	(6.8)
	Operating Income	8,370	8.3	7,467	7.5	(10.8)	7,000	7.1	(6.3)

◆ 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	9,200	9.3	(6.8)
Sales Promotions	13,502	13.4	12,509	12.6	(7.4)	12,500	12.7	(0.1)
Transport	4,008	4.0	4,108	4.1	2.5	4,050	4.1	(1.4)
Communications	2,208	2.2	2,111	2.1	(4.4)	2,150	2.2	1.8
Fees/Outsourcing	8,384	8.3	8,772	8.8	4.6	9,000	9.1	2.6
Salaries	13,679	13.5	14,072	14.2	2.9	13,550	13.7	(3.7)
Depreciations	1,562	1.5	1,868	1.9	19.6	2,000	2.0	7.0
Others	6,062	6.0	6,201	6.2	2.3	6,520	6.6	5.1
Total	58,800	58.2	59,520	59.9	1.2	58,970	59.7	(0.9)

◆Number of Shops by Region

As of 31 December,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	1	6	—	2	2	1	13
Fancl House	1	4	23	18	16	23	5	6	96
Fancl HouseJ	3	4	25	13	6	12	8	7	78
Genki Station	2	—	—	2	—	—	—	1	5
ATTENIR Shop	1	—	2	3	1	4	1	1	13
Others	—	—	2	1	—	—	—	—	3
Total	7	9	53	44	23	41	16	16	209

◆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 December 31,2008	As of March 31,2009 (Projection)
Fancl Ginza Square	1	1	1	1	1	1	1
Fancl Shop (Next Generation Store)	—	—	—	—	7	13	14
Fancl House	114	110	113	107	100	96	93
Fancl HouseJ	10	37	71	88	87	78	69
Genki Station	9	9	9	8	8	5	5
ATTENIR Shop	6	9	10	10	11	13	13
Others	3	3	4	4	4	3	3
Total	143	169	208	218	218	209	198