

## ◆ Sales By Segment

(Millions of yen,%)

		FY2008			FY2009			FY2010(Projection)		
		amount	% of total	% change	amount	% of total	% change	amount	% of total	% change
C o s m e	Mail Order	25,989	53.0	1.6	26,140	52.2	0.6	26,300	51.9	0.6
	Retail Store	17,582	35.8	6.5	17,212	34.4	(2.1)	16,300	32.1	(5.3)
	Wholesale	5,490	11.2	27.7	6,727	13.4	22.5	8,100	16.0	20.4
	Sub total	49,061	49.4	5.8	50,081	51.1	2.1	50,700	52.0	1.2
S u p p l i e	Mail Order	13,513	45.0	(8.7)	13,011	44.7	(3.7)	12,700	44.7	(2.4)
	Retail Store	8,629	28.8	(1.4)	7,948	27.3	(7.9)	7,300	25.7	(8.2)
	Wholesale	7,874	26.2	(3.0)	8,129	28.0	3.2	8,400	29.6	3.3
	Sub total	30,017	30.2	(5.2)	29,088	29.7	(3.1)	28,400	29.1	(2.4)
o t h e r s	Mail Order	16,798	82.9	(9.4)	15,527	82.4	(7.6)	15,050	81.8	(3.1)
	Retail Store	1,317	6.5	(15.6)	1,146	6.1	(13.0)	1,250	6.8	9.0
	Wholesale	2,154	10.6	(26.0)	2,160	11.5	0.3	2,100	11.4	(2.8)
	Sub total	20,270	20.4	(12.0)	18,834	19.2	(7.1)	18,400	18.9	(2.3)
T o t a l	Mail Order	56,300	56.7	(4.4)	54,679	55.8	(2.9)	54,050	55.4	(1.2)
	Retail Store	27,529	27.7	2.7	26,306	26.8	(4.4)	24,850	25.5	(5.5)
	Wholesale	15,519	15.6	1.2	17,017	17.4	9.7	18,600	19.1	9.3
	Sub total	99,349	100.0	(1.7)	98,004	100.0	(1.4)	97,500	100.0	(0.5)

(Millions of yen,%)

		FY2008			FY2009			FY2010(Projection)		
		amount	% of total	% change	amount	% of total	% change	amount	% of total	% change
R i c e	Mail Order	2,199	58.7	(19.2)	2,035	57.0	(7.4)	2,100	62.7	3.1
	Retail Store	266	7.1	(34.6)	204	5.7	(23.2)	200	6.0	(2.3)
	Wholesale	1,278	34.2	(21.7)	1,330	37.3	4.0	1,050	31.3	(21.1)
	Sub total	3,744	3.8	(21.4)	3,571	3.6	(4.6)	3,350	3.4	(6.2)
K a l e	Mail Order	2,053	54.6	1.8	2,033	56.6	(0.9)	2,050	56.2	0.8
	Retail Store	952	25.3	(7.4)	859	23.9	(9.8)	950	26.0	10.5
	Wholesale	755	20.1	(25.1)	700	19.5	(7.3)	650	17.8	(7.2)
	Sub total	3,761	3.8	(7.2)	3,593	3.7	(4.5)	3,650	3.7	1.6

## ◆ Number of Active Customers

(People)

		As of March 31,2007	As of March 31,2008	As of March 31,2009	Increase (decrease)
F A N C I A L	Cosmetics	1,408,423	1,404,746	1,327,556	(77,190)
	Cosmetics Mail Order	648,424	695,619	668,385	(27,234)
	Cosmetics Retail Stores	886,857	836,980	784,206	(52,774)
	Nutritional Supple	1,103,573	1,066,018	965,433	(100,585)
	Supple Mail Order	561,550	577,599	538,452	(39,147)
	Supple Retail Stores	601,177	545,021	480,979	(64,042)
	Rice Mail Order	214,833	255,245	206,279	(48,966)
	Kale Mail Order	92,155	87,697	93,576	5,879
	Mail Order	1,102,159	1,210,554	1,081,552	(129,002)
	Retail Stores	1,262,299	1,169,051	1,071,072	(97,979)
ATTENIR cosme mail order		490,231	529,259	472,784	(56,475)

## ◆ Purchase Unit Prices

(yen, %)

	FY2008	% change	FY2009	% change
Cosmetics Mail Order	5,920	(0.7)	5,971	0.9
Supple Mail Order	5,813	(2.5)	5,873	1.0
Retail Stores	3,641	5.5	3,754	3.1

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

FY2007	FY2008	FY2009
97.2%	103.3%	96.7%

◆ Segment Information

(Millions of yen,%)

	FY2008			FY2009			FY2010(Projection)			
	amount	% of Total	% change	amount	% of Total	% change	amount	% of Total	% change	
C o m p a n y	Sales	49,061	49.4	5.8	50,081	51.1	2.1	50,700	52.0	1.2
	Gross Profit	37,275	76.0		37,051	74.0		37,250	73.5	
	SGA	29,866	60.9	7.7	30,290	60.5	1.4	30,250	59.7	(0.1)
	Advertising	5,058	10.3	11.7	4,897	9.8	(3.2)	4,550	9.0	(7.1)
	Operating Income	7,409	15.1	3.9	6,761	13.5	(8.7)	7,000	13.8	3.5
S u p p l i e	Sales	30,017	30.2	(5.2)	29,088	29.7	(3.1)	28,400	29.1	(2.4)
	Gross Profit	19,802	66.0		19,167	65.9		18,700	65.8	
	SGA	16,296	54.3	(3.0)	16,237	55.8	(0.4)	16,300	57.4	0.4
	Advertising	2,291	7.6	7.6	2,215	7.6	(3.3)	2,200	7.7	(0.7)
	Operating Income	3,505	11.7	(10.2)	2,929	10.1	(16.4)	2,400	8.5	(18.1)
o t h e r	Sales	20,270	20.4	(12.0)	18,834	19.2	(7.1)	18,400	18.9	(2.3)
	Gross Profit	9,909	48.9		9,062	48.1		9,150	49.7	
	SGA	11,294	55.7	(9.6)	10,043	53.3	(11.1)	9,450	51.4	(5.9)
	Advertising	2,525	12.5	(7.7)	1,850	9.8	(26.7)	2,200	12.0	18.9
	Operating Income	(1,384)	(6.8)	—	(981)	(5.2)	—	(300)	(1.6)	—
Eliminations or Corporate	(2,062)			(2,043)			(1,800)			
T o t a l	Sales	99,349	100.0	(1.7)	98,004	100.0	(1.4)	97,500	100.0	(0.5)
	Gross Profit	66,987	67.4		65,281	66.6		65,100	66.8	
	SGA	59,520	59.9	1.2	58,615	59.8	(1.5)	57,800	59.3	(1.4)
	Advertising	9,876	9.9	5.1	8,963	9.1	(9.2)	8,950	9.2	(0.1)
	Operating Income	7,467	7.5	(10.8)	6,666	6.8	(10.7)	7,300	7.5	9.5

◆ Selling, General and administrative expenses

(Millions of yen,%)

	FY2008			FY2009			FY2010(Projection)		
	amount	% of total	% change	amount	% of total	% change	amount	% of total	% change
Advertising	9,876	9.9	5.1	8,963	9.1	(9.2)	8,950	9.2	(0.1)
Sales Promotions	12,509	12.6	(7.4)	12,434	12.7	(0.6)	12,100	12.4	(2.7)
Transport	4,108	4.1	2.5	3,978	4.1	(3.2)	3,700	3.8	(7.0)
Communications	2,111	2.1	(4.4)	2,167	2.2	2.7	2,000	2.1	(7.7)
Fees/Outsourcing	8,772	8.8	4.6	8,923	9.1	1.7	9,000	9.2	0.9
Salaries	14,072	14.2	2.9	13,584	13.9	(3.5)	13,050	13.4	(3.9)
Depreciations	1,868	1.9	19.6	2,024	2.1	8.4	2,300	2.4	13.6
Others	6,201	6.2	2.3	6,538	6.7	5.4	6,700	6.9	2.5
Total	59,520	59.9	1.2	58,615	59.8	(1.5)	57,800	59.3	(1.4)

◆ Capital Investment and Depreciation

(Millions of yen)

	FY2008	FY2009	FY2010 (Projection)
Capital Investment	2,111	2,777	2,100
Depreciation	3,020	3,167	3,350

◆Number of Shops by Region

As of March 31, 2009

	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	—	3	2	1	14
Fancl House	1	4	22	18	16	21	5	6	93
Fancl House J	2	4	22	10	5	10	8	7	68
Genki Station	2	—	—	2	—	—	—	1	5
ATTENIR Shop	1	—	2	3	1	4	1	1	13
Others	—	—	2	1	—	—	—	—	3
Total	6	9	49	41	22	38	16	16	197

◆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 March 31, 2009	As of March 31, 2010 (Projection)
Fancl Ginza Square	1	1	1	1	1	1	1
Fancl Shop (Next Generation Store)	—	—	—	—	7	14	19
Fancl House	114	110	113	107	100	93	85
Fancl House J	10	37	71	88	87	68	62
Genki Station	9	9	9	8	8	5	4
ATTENIR Shop	6	9	10	10	11	13	15
Others	3	3	4	4	4	3	3
Total	143	169	208	218	218	197	189