

◆ Sales By Segment (Three Months)

(Millions of yen,%)

	Three Months ended 6/07			Three Months ended 6/08			Three Months ended 6/09			
	amount	% of total	% change	amount	% of total	% change	amount	% of total	% change	
C o s m e	Mail Order	6,527	53.6	0.8	6,615	52.6	1.4	6,644	52.0	0.4
	Retail Store	4,423	36.3	12.7	4,394	34.9	(0.7)	4,238	33.1	(3.5)
	Wholesale	1,230	10.1	28.1	1,568	12.5	27.5	1,903	14.9	21.3
	Sub total	12,180	48.9	7.2	12,578	50.8	3.3	12,786	53.1	1.7
S u p p l e	Mail Order	3,401	45.0	(11.7)	3,305	44.3	(2.8)	3,023	44.7	(8.6)
	Retail Store	2,185	28.9	3.0	2,066	27.7	(5.4)	1,825	27.0	(11.7)
	Wholesale	1,969	26.1	(4.2)	2,093	28.0	6.3	1,918	28.3	(8.4)
	Sub total	7,556	30.3	(5.9)	7,466	30.2	(1.2)	6,766	28.1	(9.4)
o t h e r s	Mail Order	4,232	81.5	(9.1)	3,797	80.6	(10.3)	3,778	83.8	(0.5)
	Retail Store	350	6.8	(16.2)	295	6.3	(15.6)	270	6.0	(8.6)
	Wholesale	609	11.7	(29.1)	616	13.1	1.0	461	10.2	(25.1)
	Sub total	5,192	20.8	(12.5)	4,709	19.0	(9.3)	4,510	18.7	(4.2)
T o t a l	Mail Order	14,160	56.8	(5.5)	13,718	55.4	(3.1)	13,446	55.9	(2.0)
	Retail Store	6,959	27.9	7.6	6,756	27.3	(2.9)	6,334	26.3	(6.2)
	Wholesale	3,809	15.3	(1.7)	4,278	17.3	12.3	4,283	17.8	0.1
	Sub total	24,929	100.0	(1.6)	24,753	100.0	(0.7)	24,064	100.0	(2.8)

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

(Millions of yen,%)

	Three Months ended 6/07			Three Months ended 6/08			Three Months ended 6/09			
	amount	% of total	% change	amount	% of total	% change	amount	% of total	% change	
R i c k e	Mail Order	581	58.1	(26.8)	540	54.0	(7.1)	469	60.4	(13.2)
	Retail Store	77	7.7	(36.9)	57	5.7	(25.4)	41	5.3	(28.3)
	Wholesale	342	34.2	(35.7)	403	40.3	17.7	266	34.3	(34.0)
	Sub total	1,001	4.0	(30.9)	1,001	4.0	(0.0)	776	3.2	(22.4)
K a l e	Mail Order	542	53.9	10.1	507	55.4	(6.5)	537	58.8	6.0
	Retail Store	247	24.6	(5.8)	219	23.9	(11.5)	211	23.1	(3.8)
	Wholesale	216	21.5	(21.5)	189	20.7	(12.5)	165	18.1	(12.7)
	Sub total	1,007	4.0	(2.4)	915	3.7	(9.1)	913	3.8	(0.2)

◆ Sales By Segment (Six Months)

(Millions of yen,%)

	Three Months ended 6/07			Three Months ended 6/08			Three Months ended 6/09			
	amount	% of total	% change	amount	% of total	% change	amount	% of total	% change	
C o s m e	Mail Order	12,352	52.1	(1.4)	12,909	52.0	4.5	12,800	50.8	(0.8)
	Retail Store	8,722	36.8	8.3	8,804	35.5	0.9	8,300	32.9	(5.7)
	Wholesale	2,636	11.1	24.6	3,095	12.5	17.4	4,100	16.3	32.4
	Sub total	23,711	49.0	4.5	24,809	51.1	4.6	25,200	52.6	1.6
S u p p l e	Mail Order	6,664	44.6	(10.9)	6,320	43.6	(5.2)	5,850	43.8	(7.4)
	Retail Store	4,338	29.1	1.3	4,018	27.7	(7.4)	3,500	26.2	(12.9)
	Wholesale	3,926	26.3	(4.0)	4,152	28.7	5.7	4,000	30.0	(3.7)
	Sub total	14,929	30.8	(5.8)	14,491	29.8	(2.9)	13,350	27.9	(7.9)
o t h e r s	Mail Order	7,956	81.5	(11.9)	7,494	80.7	(5.8)	7,500	80.2	0.1
	Retail Store	684	7.0	(17.8)	600	6.5	(12.3)	650	7.0	8.2
	Wholesale	1,127	11.5	(31.9)	1,185	12.8	5.2	1,200	12.8	1.2
	Sub total	9,768	20.2	(15.2)	9,281	19.1	(5.0)	9,350	19.5	0.7
T o t a l	Mail Order	26,973	55.7	(7.1)	26,724	55.0	(0.9)	26,150	54.6	(2.2)
	Retail Store	13,745	28.4	4.4	13,423	27.6	(2.3)	12,450	26.0	(7.3)
	Wholesale	7,690	15.9	(2.2)	8,433	17.4	9.7	9,300	19.4	10.3
	Sub total	48,410	100.0	(3.3)	48,581	100.0	0.4	47,900	100.0	(1.4)

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

(Millions of yen,%)

	Three Months ended 6/07			Three Months ended 6/08			Three Months ended 6/09			
	amount	% of total	% change	amount	% of total	% change	amount	% of total	% change	
R i c k e	Mail Order	1,034	57.1	(29.8)	999	53.6	(3.4)	900	62.1	(10.0)
	Retail Store	140	7.7	(38.2)	106	5.7	(24.4)	80	5.5	(24.6)
	Wholesale	638	35.2	(35.1)	759	40.7	18.9	470	32.4	(38.1)
	Sub total	1,813	3.7	(32.4)	1,865	3.8	2.8	1,450	3.0	(22.3)
K a l e	Mail Order	1,053	53.8	11.8	1,034	55.4	(1.8)	1,130	57.9	9.2
	Retail Store	492	25.1	(8.7)	454	24.3	(7.7)	500	25.6	9.9
	Wholesale	413	21.1	(26.9)	379	20.3	(8.2)	320	16.4	(15.6)
	Sub total	1,959	4.0	(4.3)	1,868	3.8	(4.6)	1,950	4.1	4.4

◆ Sales By Segment (Full Year)

(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	26,200	51.9	0.2
	Retail Store	17,582	35.8	6.5	17,212	34.4	(2.1)	16,300	32.3	(5.3)
	Wholesale	5,490	11.2	27.7	6,727	13.4	22.5	8,000	15.8	18.9
	Sub total	49,061	49.4	5.8	50,081	51.1	2.1	50,500	51.8	0.8
S u p p l e	Mail Order	13,513	45.0	(8.7)	13,011	44.7	(3.7)	12,300	44.7	(5.5)
	Retail Store	8,629	28.8	(1.4)	7,948	27.3	(7.9)	7,000	25.5	(11.9)
	Wholesale	7,874	26.2	(3.0)	8,129	28.0	3.2	8,200	29.8	0.9
	Sub total	30,017	30.2	(5.2)	29,088	29.7	(3.1)	27,500	28.2	(5.5)
O t h e r s	Mail Order	16,798	82.9	(9.4)	15,527	82.4	(7.6)	15,420	79.1	(0.7)
	Retail Store	1,317	6.5	(15.6)	1,146	6.1	(13.0)	1,150	5.9	0.3
	Wholesale	2,154	10.6	(26.0)	2,160	11.5	0.3	2,930	15.0	35.6
	Sub total	20,270	20.4	(12.0)	18,834	19.2	(7.1)	19,500	20.0	3.5
T o t a l	Mail Order	56,300	56.7	(4.4)	54,679	55.8	(2.9)	53,920	55.3	(1.4)
	Retail Store	27,529	27.7	2.7	26,306	26.8	(4.4)	24,450	25.1	(7.1)
	Wholesale	15,519	15.6	1.2	17,017	17.4	9.7	19,130	19.6	12.4
	Sub total	99,349	100.0	(1.7)	98,004	100.0	(1.4)	97,500	100.0	(0.5)

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

(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)	1,920	64.0	(5.7)
	Retail Store	266	7.1	(34.6)	204	5.7	(23.2)	150	5.0	(26.7)
	Wholesale	1,278	34.2	(21.7)	1,330	37.3	4.0	930	31.0	(30.1)
	Sub total	3,744	3.8	(21.4)	3,571	3.6	(4.6)	3,000	3.1	(16.0)
K a l e	Mail Order	2,053	54.6	1.8	2,033	56.6	(0.9)	2,200	59.5	8.2
	Retail Store	952	25.3	(7.4)	859	23.9	(9.8)	900	24.3	4.7
	Wholesale	755	20.1	(25.1)	700	19.5	(7.3)	600	16.2	(14.3)
	Sub total	3,761	3.8	(7.2)	3,593	3.7	(4.5)	3,700	3.8	3.0

◆ Number of Active Customers

(people)

		As of June 30,2007	As of June 30,2008	As of June 30,2009	Increase (decrease)
F A C I L	Cosmetics	1,366,504	1,352,794	1,308,088	(44,706)
	Cosmetics Mail Order	609,467	644,419	655,562	11,143
	Cosmetics Retail Stores	876,858	829,793	771,105	(58,688)
	Nutritional Supple	1,067,349	1,005,868	912,508	(93,360)
	Supple Mail Order	533,464	537,483	505,562	(31,921)
	Supple Retail Stores	589,104	519,534	454,257	(65,277)
	Rice Mail Order	215,656	225,101	195,061	(30,040)
	Kale Mail Order	97,982	93,074	102,239	9,165
	Mail order	1,069,073	1,111,149	1,065,915	(45,234)
Retail Stores	1,242,998	1,148,688	1,040,827	(107,861)	
ATTENIR cosme mail order		476,706	508,728	452,460	(56,268)

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

◆ Purchase Unit Prices

(yen, %)

	Three Months ended 6/08	Three Months ended 6/09	% change
Cosmetics Mail Order	6,094	5,661	(7.1)
Supple Mail Order	6,165	5,730	(7.1)
Retail Stores	3,775	3,844	1.8

◆ Existing Stores Year-on-year-change

Three Months ended 6/07	Three Months ended 6/08	Three Months ended 6/09
106.8%	97.8%	99.5%

◆ Sales By Segment (Three Months)

(Millions of yen,%)

	Three Months ended 6/07			Three Months ended 6/08			Three Months ended 6/09			
	amount	% of total	% change	amount	% of total	% change	amount	% of total	% change	
C o s m e	Sales	12,180	48.9	7.2	12,578	50.8	3.3	12,786	53.1	1.7
	Gross Profit	9,317	76.5		9,531	75.8		9,446	73.9	
	SGA	6,839	56.1	(4.8)	7,290	58.0	6.6	7,655	59.9	5.0
	Advertising	1,137	9.3	(3.0)	1,039	8.3	(8.7)	1,250	9.8	20.3
	Operating Income	2,478	20.3	64.9	2,240	17.8	(9.6)	1,790	14.0	(20.1)
s u p p l e	Sales	7,556	30.3	(5.9)	7,466	30.2	(1.2)	6,766	28.1	(9.4)
	Gross Profit	4,925	65.2		4,937	66.1		4,490	66.4	
	SGA	4,036	53.4	(4.8)	3,997	53.5	(1.0)	3,785	55.9	(5.3)
	Advertising	548	7.3	19.7	399	5.3	(27.2)	410	6.1	2.9
	Operating Income	889	11.8	7.2	940	12.6	5.7	705	10.4	(25.0)
o t h e r s	Sales	5,192	20.8	(12.5)	4,709	19.0	(9.3)	4,510	18.7	(4.2)
	Gross Profit	2,574	49.6		2,296	48.8		2,157	47.8	
	SGA	2,983	57.5	(19.0)	2,560	54.4	(14.2)	2,351	52.1	(8.2)
	Advertising	598	11.5	(45.5)	457	9.7	(23.5)	505	11.2	10.4
	Operating Income	(409)	(7.9)	—	(263)	(5.6)	—	(193)	(4.3)	(26.5)
Eliminations or Corporate	(488)			(669)			(499)			
T o t a l	Sales	24,929	100.0	(1.6)	24,753	100.0	(0.7)	24,064	100.0	(2.8)
	Gross Profit	16,818	67.5		16,765	67.7		16,094	66.9	
	SGA	14,347	57.6	(7.8)	14,518	58.7	1.2	14,292	59.4	(1.6)
	Advertising	2,284	9.2	(16.3)	1,896	7.7	(17.0)	2,166	9.0	14.3
	Operating Income	2,470	9.9	96.7	2,247	9.1	(9.0)	1,802	7.5	(19.8)

◆ General and administrative expenses (Three Months)

(Millions of yen,%)

	Three Months ended 6/07			Three Months ended 6/08			Three Months ended 6/09		
	amount	% of total	% change	amount	% of total	% change	amount	% of total	% change
Advertising	2,284	9.2	(16.3)	1,896	7.7	(17.0)	2,166	9.0	14.3
Sales Promotions	2,946	11.8	(22.5)	2,990	12.1	1.5	2,960	12.3	(1.0)
Transport	973	3.9	(4.7)	1,019	4.1	4.7	962	4.0	(5.5)
Communications	509	2.0	(16.6)	521	2.1	2.4	535	2.2	2.6
Fees/outourcing	2,174	8.7	1.8	2,297	9.3	5.7	2,099	8.7	(8.6)
Salaries	3,385	13.6	2.9	3,539	14.3	4.5	3,255	13.5	(8.0)
Depreciations	452	1.8	24.9	469	1.9	3.8	499	2.1	6.3
Others	1,621	6.5	0.9	1,783	7.2	10.0	1,813	7.5	1.7
Total	14,347	57.6	(7.8)	14,518	58.7	1.2	14,292	59.4	(1.6)

◆ Segment Information (Six Months)

(Millions of yen,%)

	Six Months ended 9/07			Six Months ended 9/08			Six Months ended 9/09 (Projection)			
	amount	% of total	% change	amount	% of total	% change	amount	% of total	% change	
C o s m e	Sales	23,711	49.0	4.5	24,809	51.1	4.6	25,200	52.6	1.6
	Gross Profit	17,962	75.8		18,628	75.1		18,550	73.6	
	SGA	14,591	61.5	(0.1)	15,598	62.9	6.9	15,250	60.5	(2.2)
	Advertising	2,565	10.8	(6.3)	2,904	11.7	13.2	2,750	10.9	(5.3)
	Operating Income	3,371	14.2	38.0	3,029	12.2	(10.1)	3,300	13.1	8.9
s u p p l e	Sales	14,929	30.8	(5.8)	14,491	29.8	(2.9)	13,350	27.9	(7.9)
	Gross Profit	9,828	65.8		9,572	66.1		8,800	65.9	
	SGA	8,014	53.7	(2.4)	7,890	54.5	(1.5)	7,700	57.7	(2.4)
	Advertising	1,083	7.3	36.4	884	6.1	(18.4)	950	7.1	7.4
	Operating Income	1,814	12.2	(8.6)	1,681	11.6	(7.3)	1,100	8.2	(34.6)
o t h e r s	Sales	9,768	20.2	(15.2)	9,281	19.1	(5.0)	9,350	19.5	0.7
	Gross Profit	4,851	49.7		4,515	48.7		4,430	47.4	
	SGA	5,715	58.5	(16.1)	5,052	54.4	(11.6)	4,880	52.2	(3.4)
	Advertising	1,164	11.9	(27.8)	937	10.1	(19.5)	1,150	12.3	22.6
	Operating Income	(863)	(8.8)	—	(536)	(5.8)	—	(450)	(4.8)	—
Eliminations or Corporate	(961)			(1,206)			(1,000)			
T o t a l	Sales	48,410	100.0	(3.3)	48,581	100.0	0.4	47,900	100.0	(1.4)
	Gross Profit	32,643	67.4		32,716	67.3		31,780	66.3	
	SGA	29,282	60.5	(4.0)	29,747	61.2	1.6	28,830	60.2	(3.1)
	Advertising	4,813	9.9	(6.4)	4,727	9.7	(1.8)	4,850	10.1	2.6
	Operating Income	3,360	6.9	29.5	2,969	6.1	(11.7)	2,950	6.2	(0.6)

◆ General and administrative expenses (Six Months)

(Millions of yen,%)

	Six Months ended 9/07			Six Months ended 9/08			Six Months ended 9/09 (Projection)		
	amount	% of total	% change	amount	% of total	% change	amount	% of total	% change
Advertising	4,813	9.9	(6.4)	4,727	9.7	(1.8)	4,850	10.1	2.6
Sales Promotions	5,908	12.2	(18.4)	6,013	12.4	1.8	5,600	11.7	(6.9)
Transport	1,977	4.1	(3.6)	1,990	4.1	0.7	1,800	3.8	(9.6)
Communications	1,031	2.1	(11.3)	1,058	2.2	2.6	990	2.1	(6.5)
Fees/Outsourcing	4,427	9.1	5.1	4,479	9.2	1.2	4,490	9.4	0.2
Salaries	7,024	14.5	1.5	6,967	14.3	(0.8)	6,500	13.6	(6.7)
Depreciations	910	1.9	21.9	967	2.0	6.2	1,100	2.3	13.7
Others	3,188	6.6	5.6	3,542	7.3	11.1	3,500	7.3	(1.2)
Total	29,282	60.5	(4.0)	29,747	61.2	1.6	28,830	60.2	(3.1)

◆ Segment Information (Full Year)

(Millions of yen,%)

	FY2008			FY2009			FY2010 (Projection)			
	amount	% of total	% change	amount	% of total	% change	amount	% of total	% change	
C o s m e	Sales	49,061	49.4	5.8	50,081	51.1	2.1	50,500	51.8	0.8
	Gross Profit	37,275	76.0		37,051	74.0		37,150	73.6	
	SGA	29,866	60.9	7.7	30,290	60.5	1.4	29,900	59.2	(1.3)
	Advertising	5,058	10.3	11.7	4,897	9.8	(3.2)	4,450	8.8	(9.1)
	Operating Income	7,409	15.1	3.9	6,761	13.5	(8.7)	7,250	14.4	7.2
S u p p l e	Sales	30,017	30.2	(5.2)	29,088	29.7	(3.1)	27,500	28.2	(5.5)
	Gross Profit	19,802	66.0		19,167	65.9		18,100	65.8	
	SGA	16,296	54.3	(3.0)	16,237	55.8	(0.4)	15,900	57.8	(2.1)
	Advertising	2,291	7.6	7.6	2,215	7.6	(3.3)	2,200	8.0	(0.7)
	Operating Income	3,505	11.7	(10.2)	2,929	10.1	(16.4)	2,200	8.0	(24.9)
O t h e r s	Sales	20,270	20.4	(12.0)	18,834	19.2	(7.1)	19,500	20.0	3.5
	Gross Profit	9,909	48.9		9,062	48.1		9,330	47.8	
	SGA	11,294	55.7	(9.6)	10,043	53.3	(11.1)	9,680	49.6	(3.6)
	Advertising	2,525	12.5	(7.7)	1,850	9.8	(26.7)	2,300	11.8	24.3
	Operating Income	(1,384)	(6.8)	—	(981)	(5.2)	—	(350)	(1.8)	—
	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		64,580	66.2	
	SGA	59,520	59.9	1.2	58,615	59.8	(1.5)	57,280	58.7	(2.3)
	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

◆ General and administrative expenses (Full Year)

(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)	11,800	12.1	(5.1)
Transport	4,108	4.1	2.5	3,978	4.1	(3.2)	3,650	3.7	(8.3)
Communications	2,111	2.1	(4.4)	2,167	2.2	2.7	1,940	2.0	(10.5)
Fees/Outsourcing	8,772	8.8	4.6	8,923	9.1	1.7	8,990	9.2	0.7
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	6,600	6.8	0.9
Total	59,520	59.9	1.2	58,615	59.8	(1.5)	57,280	58.7	(2.3)

◆Number of Shops by Region

As of 30 June, 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	7	—	3	2	2	16
Fancl House	1	4	22	17	16	21	5	5	91
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, 2005	As of March 31, 2006	As of March 31, 2007	As of March 31, 2008	As of March 31, 2009	As of June 30, 2009	As of March 31, 2010 (Projection)
Fancl Ginza Square	1	1	1	1	1	1	1
Fancl Shop (Next Generation Store)	—	—	—	7	14	16	19
Fancl House	110	113	107	100	93	91	85
Fancl House J	37	71	88	87	68	68	62
Genki Station	9	9	8	8	5	5	4
ATTENIR Shop	9	10	10	11	13	13	15
Others	3	4	4	4	3	3	3
Total	169	208	218	218	197	197	189