

## ◆ Sales By Segment(Three Months)

(Millions of yen,%)

		Three Months ended 12/08		Three Months ended 12/09		
		amount	% of Total	amount	% of Total	% change
C o s m e	Mail Order	7,121	53.6	7,020	46.0	(1.4)
	Retail Store	4,413	33.2	4,159	27.3	(5.7)
	Wholesale	742	5.6	707	4.6	(4.7)
	Overseas sales	1,004	7.6	3,340	21.9	232.6
	Sub total	13,282	49.9	15,228	52.6	14.7
S u p p l e	Mail Order	3,620	45.1	3,339	40.1	(7.8)
	Retail Store	2,109	26.3	1,906	22.9	(9.6)
	Wholesale	1,654	20.6	1,503	18.1	(9.1)
	Overseas sales	636	8.0	1,571	18.9	146.8
	Sub total	8,019	30.1	8,320	28.7	3.7
O t h e r s	Mail Order	4,517	84.7	4,418	81.4	(2.2)
	Retail Store	286	5.4	297	5.5	3.9
	Wholesale	520	9.7	701	12.9	34.7
	Overseas sales	9	0.2	11	0.2	28.3
	Sub total	5,333	20.0	5,429	18.7	1.8
T o t a l	Mail Order	15,258	57.3	14,777	51.0	(3.2)
	Retail Store	6,808	25.6	6,364	22.0	(6.5)
	Wholesale	2,917	10.9	2,912	10.0	(0.2)
	Overseas sales	1,650	6.2	4,924	17.0	198.3
	Sub total	26,635	100.0	28,978	100.0	8.8

(Millions of yen,%)

		Three Months ended 12/08		Three Months ended 12/09		
		amount	% of Total	amount	% of Total	% change
R i c e	Mail Order	553	58.8	559	64.8	1.0
	Retail Store	50	5.3	44	5.2	(11.0)
	Wholesale	332	35.3	255	29.5	(23.2)
	Overseas sales	5	0.6	3	0.5	(28.9)
	Sub total	941	3.5	863	3.0	(8.3)
K a l e	Mail Order	534	58.0	580	58.7	8.6
	Retail Store	212	23.1	234	23.7	10.3
	Wholesale	169	18.4	169	17.1	(0.1)
	Overseas sales	4	0.5	5	0.5	10.6
	Sub total	921	3.5	989	3.4	7.4

As of the third quarter of the fiscal year ending March 31, 2010, and after having made the sales agency offices in Hong Kong and China as "Group Companies", changes have been made in the sales channel segments. As a result, and in order to make comparison with the current fiscal year, changes have also been made in the same segments of the third quarter of the previous fiscal year. Accordingly, wholesale sales through other sales channels are recorded as those of domestic wholesale and others, and overseas sales are recorded as those of overseas wholesale sales and retail sales.

## ◆ Sales By Segment(Nine Months)

(Millions of yen,%)

		Nine Months ended 12/08		Nine Months ended 12/09		
		amount	% of Total	amount	% of Total	% change
C o s m e	Mail Order	20,031	52.6	19,837	49.4	(1.0)
	Retail Store	13,217	34.7	12,520	31.2	(5.3)
	Wholesale	1,666	4.4	2,068	5.2	24.2
	Overseas sales	3,176	8.3	5,714	14.2	79.9
	Sub total	38,091	50.7	40,140	52.4	5.4
S u p p l e	Mail Order	9,940	44.2	9,244	42.3	(7.0)
	Retail Store	6,127	27.2	5,634	25.8	(8.1)
	Wholesale	4,624	20.5	4,304	19.7	(6.9)
	Overseas sales	1,818	8.1	2,665	12.2	46.6
	Sub total	22,511	29.9	21,848	28.5	(2.9)
O t h e r s	Mail Order	12,011	82.2	11,778	80.3	(1.9)
	Retail Store	887	6.1	891	6.1	0.4
	Wholesale	1,692	11.6	1,963	13.4	16.0
	Overseas sales	22	0.1	39	0.2	72.6
	Sub total	14,614	19.4	14,672	19.1	0.4
T o t a l	Mail Order	41,983	55.8	40,860	53.3	(2.7)
	Retail Store	20,232	26.9	19,045	24.8	(5.9)
	Wholesale	7,983	10.6	8,336	10.9	4.4
	Overseas sales	5,018	6.7	8,419	11.0	67.8
	Sub total	75,217	100.0	76,662	100.0	1.9

(Millions of yen,%)

		Nine Months ended 12/08		Nine Months ended 12/09		
		amount	% of Total	amount	% of Total	% change
R i c e	Mail Order	1,553	55.3	1,467	62.5	(5.5)
	Retail Store	156	5.6	127	5.4	(18.8)
	Wholesale	1,081	38.6	746	31.8	(31.0)
	Overseas sales	15	0.5	7	0.3	(52.2)
	Sub total	2,806	3.7	2,348	3.1	(16.3)
K a l e	Mail Order	1,569	56.3	1,701	58.0	8.5
	Retail Store	667	23.9	710	24.2	6.5
	Wholesale	544	19.5	511	17.4	(6.0)
	Overseas sales	8	0.3	12	0.4	40.1
	Sub total	2,790	3.7	2,937	3.8	5.3

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## ◆ Sales By Segment(Full Year)

(Millions of yen,%)

		FY2009		FY2010 (Projection)		
		amount	% of Total	amount	% of Total	% change
C o s m e	Mail Order	26,140	52.2	26,087	47.1	(0.2)
	Retail Store	17,212	34.4	16,470	29.7	(4.3)
	Wholesale	2,287	4.6	2,787	5.0	21.9
	Overseas sales	4,440	8.8	10,054	18.2	126.4
	Sub total	50,081	51.1	55,400	52.7	10.6
S u p p l e	Mail Order	13,011	44.7	12,284	41.0	(5.6)
	Retail Store	7,948	27.3	7,394	24.6	(7.0)
	Wholesale	5,884	20.3	5,522	18.4	(6.2)
	Overseas sales	2,244	7.7	4,799	16.0	113.8
	Sub total	29,088	29.7	30,000	28.6	3.1
O t h e r s	Mail Order	15,527	82.4	15,748	79.9	1.4
	Retail Store	1,146	6.1	1,191	6.1	3.9
	Wholesale	2,087	11.1	2,701	13.7	29.4
	Overseas sales	72	0.4	59	0.3	(18.7)
	Sub total	18,834	19.2	19,700	18.7	4.6
T o t a l	Mail Order	54,679	55.8	54,120	51.5	(1.0)
	Retail Store	26,306	26.8	25,055	23.8	(4.8)
	Wholesale	10,259	10.5	11,011	10.5	7.3
	Overseas sales	6,758	6.9	14,912	14.2	120.7
	Sub total	98,004	100.0	105,100	100.0	7.2

(Millions of yen,%)

		FY2009		FY2010 (Projection)		
		amount	% of Total	amount	% of Total	% change
R i c e	Mail Order	2,035	57.0	1,954	63.1	(4.0)
	Retail Store	204	5.7	167	5.4	(18.3)
	Wholesale	1,316	36.9	963	31.1	(26.8)
	Overseas sales	14	0.4	14	0.5	2.8
	Sub total	3,571	3.6	3,100	2.9	(13.2)
K a l e	Mail Order	2,033	56.6	2,271	58.3	11.7
	Retail Store	859	23.9	930	23.9	8.3
	Wholesale	683	19.0	672	17.2	(1.7)
	Overseas sales	16	0.5	25	0.6	50.9
	Sub total	3,593	3.7	3,900	3.7	8.5

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◆ **Number of Active Customers** (people)

		As of December 31, 2007	As of December 31, 2008	As of December 31, 2009	Increase (decrease)
F A N C L	Cosmetics	1,416,949	1,382,046	1,367,803	(14,243)
	Cosmetics Mail Order	680,411	691,239	731,841	40,602
	Cosmetics Retail Stores	864,040	821,831	759,674	(62,157)
	Nutritional Supple	1,075,385	975,708	918,321	(57,387)
	Supple Mail Order	570,116	540,391	531,911	(8,480)
	Supple Retail Stores	562,437	489,004	433,588	(55,416)
	Rice Mail Order	235,819	194,898	190,934	(3,964)
	Kale Mail Order	103,916	100,108	121,756	21,648
	Mail order	1,206,082	1,111,336	1,180,182	68,846
	Retail Stores	1,202,677	1,113,130	1,018,831	(94,299)
ATTENIR cosme mail order		502,878	483,341	435,659	(47,682)

◆ **Purchase Unit Prices(FANCL)** (Yen,%)

	Three Months ended 12/07	Three Months ended 12/08	Three Months ended 12/09	% change
Cosmetics Mail Order	5,967	6,239	6,318	1.3
Supple Mail Order	5,646	5,737	5,662	(1.3)
Retail Stores	3,773	3,818	3,955	3.6

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

Three Months ended 12/07	Three Months ended 12/08	Three Months ended 12/09
104.2%	95.9%	97.4%

### ◆ Segment Information(Three Months)

(Millions of yen,%)

	Three Months ended 12/08			Three Months ended 12/09			
	amount	% of Total	% change	amount	% of Total	% change	
C o s m e	Sales	13,282	49.9	(0.1)	15,228	52.6	14.7
	Gross Profit	9,708	73.1		11,887	78.1	
	SGA	7,829	58.9	2.0	8,798	57.8	12.4
	Operating Income	1,879	14.1	(23.6)	3,088	20.3	64.4
S u p p l i e	Sales	8,019	30.1	0.1	8,320	28.7	3.7
	Gross Profit	5,331	66.5		5,881	70.7	
	SGA	4,788	59.7	9.9	5,088	61.2	6.3
	Operating Income	542	6.8	(43.3)	792	9.5	46.1
O t h e r s	Sales	5,333	20.0	(8.8)	5,429	18.7	1.8
	Gross Profit	2,566	48.1		2,423	44.6	
	SGA	2,684	50.3	(9.9)	2,407	44.3	(10.3)
	Operating Income	(118)	(2.2)	—	16	0.3	—
Eliminations or Corporate	(403)			(312)			
T o t a l	Sales	26,635	100.0	(1.9)	28,978	100.0	8.8
	Gross Profit	17,606	66.1		20,192	69.7	
	SGA	15,705	59.0	0.5	16,606	57.3	5.7
	Operating Income	1,900	7.1	(28.9)	3,585	12.4	88.7

### ◆ General and administrative expenses(Three Months)

(Millions of yen,%)

	Three Months ended 12/08			Three Months ended 12/09		
	amount	% of Total	% change	amount	% of Total	% change
Advertising	2,678	10.1	(1.5)	2,284	7.9	(14.7)
Sales Promotions	3,610	13.6	(0.0)	3,350	11.6	(7.2)
Transport	1,087	4.1	(5.1)	1,054	3.6	(3.0)
Communications	558	2.1	6.7	519	1.8	(7.0)
Fees/Outsourcing	2,310	8.7	4.3	2,912	10.1	26.1
Salaries	3,307	12.4	(4.1)	3,686	12.7	11.5
Depreciations	527	2.0	11.4	586	2.0	11.2
Others	1,625	6.1	9.4	2,211	7.6	36.0
Total	15,705	59.0	0.5	16,606	57.3	5.7

## ◆ Segment Information(Nine Months)

(Millions of yen,%)

	Nine Months ended 12/08			Nine Months ended 12/09			
	amount	% of Total	% change	amount	% of Total	% change	
C o s m e	Sales	38,091	50.7	2.9	40,140	52.4	5.4
	Gross Profit	28,336	74.4		29,782	74.2	
	SGA	23,427	61.5	5.2	23,622	58.9	0.8
	Operating Income	4,909	12.9	(15.8)	6,159	15.3	25.5
S u p p l i e	Sales	22,511	29.9	(1.9)	21,848	28.5	(2.9)
	Gross Profit	14,903	66.2		14,681	67.2	
	SGA	12,679	56.3	2.5	12,552	57.5	(1.0)
	Operating Income	2,224	9.9	(19.8)	2,128	9.7	(4.3)
O t h e r s	Sales	14,614	19.4	(6.4)	14,672	19.1	0.4
	Gross Profit	7,082	48.5		6,708	45.7	
	SGA	7,737	52.9	(11.0)	7,089	48.3	(8.4)
	Operating Income	(654)	(4.5)	—	(381)	(2.6)	—
Eliminations or Corporate	(1,609)			(1,195)			
T o t a l	Sales	75,217	100.0	(0.4)	76,662	100.0	1.9
	Gross Profit	50,322	66.9		51,172	66.8	
	SGA	45,453	60.4	1.2	44,460	58.0	(2.2)
	Operating Income	4,869	6.5	(19.3)	6,712	8.8	37.8

## ◆ General and administrative expenses(Nine Months)

(Millions of yen,%)

	Nine Months ended 12/08			Nine Months ended 12/09		
	amount	% of Total	% change	amount	% of Total	% change
Advertising	7,405	9.8	(1.7)	6,702	8.7	(9.5)
Sales Promotions	9,624	12.8	1.1	8,816	11.5	(8.4)
Transport	3,078	4.1	(1.4)	2,959	3.9	(3.9)
Communications	1,617	2.1	4.0	1,542	2.0	(4.6)
Fees/Outsourcing	6,790	9.0	2.2	7,246	9.5	6.7
Salaries	10,274	13.7	(1.9)	10,092	13.2	(1.8)
Depreciations	1,494	2.0	8.0	1,600	2.1	7.1
Others	5,167	6.9	10.6	5,500	7.2	6.4
Total	45,453	60.4	1.2	44,460	58.0	(2.2)

### ◆ Segment Information(Full Year)

(Millions of yen,%)

	FY2009			FY2010 (Projection)			
	amount	% of Total	% change	amount	% of Total	% change	
C o s m e	Sales	50,081	51.1	2.1	55,400	52.7	10.6
	Gross Profit	37,051	74.0		41,700	75.3	
	SGA	30,290	60.5	1.4	33,850	61.1	11.8
	Operating Income	6,761	13.5	(8.7)	7,850	14.2	16.1
S u p p l i e	Sales	29,088	29.7	(3.1)	30,000	28.6	3.1
	Gross Profit	19,167	65.9		20,500	68.3	
	SGA	16,237	55.8	(0.4)	17,800	59.3	9.6
	Operating Income	2,929	10.1	(16.4)	2,700	9.0	(7.8)
O t h e r s	Sales	18,834	19.2	(7.1)	19,700	18.7	4.6
	Gross Profit	9,062	48.1		9,210	46.8	
	SGA	10,043	53.3	(11.1)	9,460	48.0	(5.8)
	Operating Income	(981)	(5.2)	—	(250)	(1.3)	—
Eliminations or Corporate	(2,043)			(1,800)			
T o t a l	Sales	98,004	100.0	(1.4)	105,100	100.0	7.2
	Gross Profit	65,281	66.6		71,410	67.9	
	SGA	58,615	59.8	(1.5)	62,910	59.9	7.3
	Operating Income	6,666	6.8	(10.7)	8,500	8.1	27.5

### ◆ General and administrative expenses(Full Year)

(Millions of yen,%)

	FY2009			FY2010 (Projection)		
	amount	% of Total	% change	amount	% of Total	% change
Advertising	8,963	9.1	(9.2)	9,650	9.2	7.7
Sales Promotions	12,434	12.7	(0.6)	12,360	11.8	(0.6)
Transport	3,978	4.1	(3.2)	4,100	3.9	3.0
Communications	2,167	2.2	2.7	2,100	2.0	(3.1)
Fees/Outsourcing	8,923	9.1	1.7	10,200	9.7	14.3
Salaries	13,584	13.9	(3.5)	13,900	13.2	2.3
Depreciations	2,024	2.1	8.4	2,230	2.1	10.1
Others	6,538	6.7	5.4	8,370	8.0	28.0
Total	58,615	59.8	(1.5)	62,910	59.9	7.3

◆Number of Shops by Region

As of 31 December,2009

	Hokkaido	Tohoku	Kanto (except Tokyo)	TOKYO	Shinetsu	Tokai,Hokuriku& Shinetsu	Kinki	Chugoku,Shikoku	Kyusyu,Okinawa	Total
Fancl Ginza Square	—	—	—	1	—	—	—	—	—	1
Fancl Shop	—	1	1	8	—	5	2	2	—	19
Fancl House	1	4	21	15	16	20	5	5	—	87
Fancl House J	2	4	22	10	5	9	8	7	—	67
Genki Station	2	—	—	2	—	—	—	1	—	5
ATTENIR Shop	1	—	2	3	1	4	1	1	—	13
Others	—	—	2	1	—	—	—	—	—	3
Total	6	9	48	40	22	38	16	16	—	195

◆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 December 31,2009	As of March 31,2010 (Projection)
Fancl Ginza Square	1	1	1	1	1	1	1
Fancl Shop	—	—	—	7	14	19	23
Fancl House	110	113	107	100	93	87	85
Fancl House J	37	71	88	87	68	67	66
Genki Station	9	9	8	8	5	5	3
ATTENIR Shop	9	10	10	11	13	13	15
Others	3	4	4	4	3	3	3
Total	169	208	218	218	197	195	196

◆Number of Shops ( Hong kong -China )

	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 December 31,2009
Hong kong	27	27	29	30	33	34
China	3	9	25	52	72	87