

◆ Sales By Segment

(Millions of yen,%)

	FY2009		FY2010			FY2010 (※Non-consolidated basis)			FY2011 (Projection)				
	amount	% of total	amount	% of total	% change	amount	% of total	% change	amount	% of total	% change	※%change	
C o s m e	Mail Order	26,140	52.2	25,754	49.6	(1.5)	25,754	51.7	(1.5)	26,050	51.3	1.1	1.1
	Retail Store	17,212	34.4	16,431	31.7	(4.5)	16,431	33.0	(4.5)	16,750	32.9	1.9	1.9
	Wholesale	2,287	4.6	2,715	5.2	18.7	2,715	5.4	18.7	2,480	4.9	(8.7)	(8.7)
	Overseas sales	4,440	8.8	6,999	13.5	57.6	4,919	9.9	10.8	5,520	10.9	(21.1)	12.2
	Sub total	50,081	51.1	51,902	52.2	3.6	49,821	51.6	(0.5)	50,800	52.1	(2.1)	2.0
S u p p l i e	Mail Order	13,011	44.7	12,223	42.9	(6.1)	12,223	44.3	(6.1)	12,250	44.9	0.2	0.2
	Retail Store	7,948	27.3	7,400	26.0	(6.9)	7,400	26.8	(6.9)	7,150	26.2	(3.4)	(3.4)
	Wholesale	5,884	20.3	5,609	19.7	(4.7)	5,609	20.3	(4.7)	5,300	19.4	(5.5)	(5.5)
	Overseas sales	2,244	7.7	3,259	11.4	45.2	2,355	8.6	4.9	2,600	9.5	(20.2)	10.4
	Sub total	29,088	29.7	28,492	28.6	(2.1)	27,589	28.6	(5.2)	27,300	28.0	(4.2)	(1.0)
O t h e r s	Mail Order	15,527	82.4	15,280	79.8	(1.6)	15,280	79.8	(1.6)	15,137	78.0	(0.9)	(0.9)
	Retail Store	1,146	6.1	1,158	6.1	1.1	1,158	6.1	1.1	1,218	6.3	5.1	5.1
	Wholesale	2,087	11.1	2,651	13.8	27.0	2,651	13.9	27.0	3,022	15.6	14.0	14.0
	Overseas sales	72	0.4	50	0.3	(30.1)	46	0.2	(35.8)	23	0.1	(54.9)	(50.9)
	Sub total	18,834	19.2	19,141	19.2	1.6	19,137	19.8	1.6	19,400	19.9	1.3	1.4
T o t a l	Mail Order	54,679	55.8	53,258	53.5	(2.6)	53,258	55.1	(2.6)	53,437	54.8	0.3	0.3
	Retail Store	26,306	26.8	24,991	25.1	(5.0)	24,991	25.9	(5.0)	25,118	25.8	0.5	0.5
	Wholesale	10,259	10.5	10,976	11.0	7.0	10,976	11.4	7.0	10,802	11.1	(1.6)	(1.6)
	Overseas sales	6,758	6.9	10,309	10.4	52.6	7,321	7.6	8.3	8,143	8.3	(21.0)	11.2
	Sub total	98,004	100.0	99,536	100.0	1.6	96,548	100.0	(1.5)	97,500	100.0	(2.0)	1.0

(Millions of yen,%)

	FY2009		FY2010			FY2010 (※Non-consolidated basis)			FY2011 (Projection)				
	amount	% of total	amount	% of total	% change	amount	% of total	% change	amount	% of total	% change	※%change	
R i c e	Mail Order	2,035	57.0	1,965	63.3	(3.4)	1,965	63.3	(3.4)	1,901	62.3	(3.3)	(3.3)
	Retail Store	204	5.7	169	5.4	(17.4)	169	5.4	(17.4)	156	5.1	(7.7)	(7.7)
	Wholesale	1,316	36.9	961	31.0	(27.0)	961	31.0	(27.0)	985	32.3	2.5	2.5
	Overseas sales	14	0.4	9	0.3	(34.2)	7	0.3	(44.7)	8	0.3	(13.8)	2.6
	Sub total	3,571	3.6	3,105	3.1	(13.0)	3,103	3.2	(13.1)	3,050	3.1	(1.8)	(1.7)
K a i e	Mail Order	2,033	56.6	2,202	58.2	8.3	2,202	58.3	8.3	2,236	58.1	1.5	1.5
	Retail Store	859	23.9	920	24.3	7.1	920	24.3	7.1	942	24.5	2.3	2.3
	Wholesale	683	19.0	644	17.1	(5.7)	644	17.1	(5.7)	657	17.0	1.9	1.9
	Overseas sales	16	0.5	15	0.4	(5.6)	13	0.3	(21.3)	15	0.4	(4.8)	14.3
	Sub total	3,593	3.7	3,783	3.8	5.3	3,780	3.9	5.2	3,850	3.9	1.8	1.8

As of the third quarter of the fiscal year ending March 31, 2010, 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.

Non-consolidated basis: Scope of consolidation of the fiscal year ending March 31, 2010 is the scope not consolidating FNL/FNCL.

◆Number of Active Customers (people)

		As of March 31,2008	As of March 31,2009	As of March 31,2010	Increase (decrease)
F A N C L	Cosmetics	1,404,746	1,327,556	1,303,977	(23,579)
	Cosmetics Mail Order	695,619	668,385	688,129	19,744
	Cosmetics Retail Stores	836,980	784,206	732,013	(52,193)
	Nutritional Supple	1,066,018	965,433	896,959	(68,474)
	Supple Mail Order	577,599	538,452	520,750	(17,702)
	Supple Retail Stores	545,021	480,979	421,984	(58,995)
	Rice Mail Order	255,245	206,279	204,079	(2,200)
	Kale Mail Order	87,697	93,576	103,060	9,484
	Mail order	1,210,554	1,081,552	1,105,139	23,587
	Retail Stores	1,169,051	1,071,072	986,239	(84,833)
ATTENIR cosme mail order		529,259	472,784	462,211	(10,573)

◆Purchase Unit Prices(FANCL) (Yen,%)

	FY2009		FY2010	
	Unit Price	% change	Unit Price	% change
Cosmetics Mail Order	6,016	1.6	5,886	(2.2)
Supple Mail Order	5,934	0.4	5,772	(2.7)
Retail Stores	3,754	3.1	3,890	3.6

◆Existing Stores Year-on-year-change

FY2008	FY2009	FY2010
103.3%	96.7%	99.4%

◆ Segment Information

(Millions of yen,%)

	FY2009			FY2010			FY2010 (※Non-consolidated basis)			FY2011 (Projection)				
	amount	% of Total	% change	amount	% of Total	% change	amount	% of Total	% change	amount	% of Total	% change	※%change	
C o m p a n y	Sales	50,081	51.1	2.1	51,902	52.2	3.6	49,821	51.6	(0.5)	50,800	52.1	(2.1)	2.0
	Gross Profit	37,051	74.0		38,314	73.8		36,126	72.5		37,020	72.9		
	SGA	30,290	60.5	1.4	30,369	58.5	0.3	28,608	57.4	(5.6)	29,500	58.1	(2.9)	3.1
	Advertising	4,897	9.8	(3.2)	4,063	7.8	(17.0)	3,855	7.7	(21.3)	3,900	7.7	(4.0)	1.1
	Operating Income	6,761	13.5	(8.7)	7,945	15.3	17.5	7,517	15.1	11.2	7,520	14.8	(5.4)	0.0
S u p p l i e	Sales	29,088	29.7	(3.1)	28,492	28.6	(2.1)	27,589	28.6	(5.2)	27,300	28.0	(4.2)	(1.0)
	Gross Profit	19,167	65.9		19,420	68.2		18,440	66.8		18,280	67.0		
	SGA	16,237	55.8	(0.4)	16,170	56.8	(0.4)	15,319	55.5	(5.7)	16,030	58.7	(0.9)	4.6
	Advertising	2,215	7.6	(3.3)	2,110	7.4	(4.8)	2,012	7.3	(9.2)	2,550	9.3	20.8	26.7
	Operating Income	2,929	10.1	(16.4)	3,250	11.4	10.9	3,121	11.3	6.5	2,250	8.2	(30.8)	(27.9)
O t h e r s	Sales	18,834	19.2	(7.1)	19,141	19.2	1.6	19,137	19.8	1.6	19,400	19.9	1.3	1.4
	Gross Profit	9,062	48.1		8,717	45.5		8,712	45.5		9,130	47.1		
	SGA	10,043	53.3	(11.1)	9,205	48.1	(8.3)	9,201	48.1	(8.4)	9,300	47.9	1.0	1.1
	Advertising	1,850	9.8	(26.7)	1,797	9.4	(2.9)	1,796	9.4	(2.9)	2,340	12.1	30.2	30.3
	Operating Income	(981)	(5.2)	—	(488)	(2.6)	—	(489)	(2.6)	—	(170)	(0.9)	—	—
Eliminations or Corporate	(2,043)			(1,549)			(1,549)			(1,600)				
T o t a l	Sales	98,004	100.0	(1.4)	99,536	100.0	1.6	96,548	100.0	(1.5)	97,500	100.0	(2.0)	1.0
	Gross Profit	65,281	66.6		66,452	66.8		63,279	65.5		64,430	66.1		
	SGA	58,615	59.8	(1.5)	57,294	57.6	(2.3)	54,678	56.6	(6.7)	56,430	57.9	(1.5)	3.2
	Advertising	8,963	9.1	(9.2)	7,971	8.0	(11.1)	7,664	7.9	(14.5)	8,790	9.0	10.3	14.7
	Operating Income	6,666	6.8	(10.7)	9,158	9.2	37.4	8,600	8.9	29.0	8,000	8.2	(12.7)	(7.0)

◆ Selling, General and administrative expenses

(Millions of yen,%)

	FY2009			FY2010			FY2010 (※Non-consolidated basis)			FY2011 (Projection)			
	amount	% of Total	% change	amount	% of Total	% change	amount	% of Total	% change	amount	% of Total	% change	※%change
Advertising	8,963	9.1	(9.2)	7,971	8.0	(11.1)	—	—	—	8,790	9.0	10.3	—
Sales Promotions	12,434	12.7	(0.6)	11,460	11.5	(7.8)	—	—	—	11,450	11.7	(0.1)	—
Transport	3,978	4.1	(3.2)	3,858	3.9	(3.0)	—	—	—	3,620	3.7	(6.2)	—
Communications	2,167	2.2	2.7	2,062	2.1	(4.8)	—	—	—	1,920	2.0	(6.9)	—
Fees/Outsourcing	8,923	9.1	1.7	9,381	9.4	5.1	—	—	—	9,010	9.2	(4.0)	—
Salaries	13,584	13.9	(3.5)	13,394	13.5	(1.4)	—	—	—	13,070	13.4	(2.4)	—
Depreciations	2,024	2.1	8.4	2,107	2.1	4.1	—	—	—	2,060	2.1	(2.2)	—
Others	6,538	6.7	5.4	7,056	7.1	7.9	—	—	—	6,510	6.7	(7.7)	—
Total	58,615	59.8	(1.5)	57,294	57.6	(2.3)	—	—	—	56,430	57.9	(1.5)	—

Non-consolidated basis: Scope of consolidation of the fiscal year ending March 31, 2010 is the scope not consolidating FNL/FNCL.

◆ Capital Investment and Depreciation

(Millions of yen)

	FY2009	FY2010	FY2011 (Projection)
Capital Investment	2,777	1,898	4,550
Depreciation	3,167	3,157	2,900

◆Number of Shops by Region

As of March 31, 2010

	Hokkaido	Tohoku	Kanto (except Tokyo)	TOKYO	Tokai, Hokuriku & Shinetsu	Kinki	Chugoku, Shikoku	Kyusyu, Okinawa	Total
Fancl Ginza Square	—	—	—	1	—	—	—	—	1
Fancl Shop	1	1	2	9	—	6	2	3	24
Fancl House	1	4	21	14	16	19	5	5	85
Fancl House J	2	4	21	10	5	9	8	6	65
Genki Station	—	—	—	2	—	—	—	1	3
ATTENIR Shop	1	—	2	4	1	4	1	1	14
Others	—	—	2	—	—	—	—	—	2
Total	5	9	48	40	22	38	16	16	194

◆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 March 31, 2010	As of March 31, 2011 (Projection)
Fancl Ginza Square	1	1	1	1	1	1	1
Fancl Shop	—	—	—	7	14	24	52
Fancl House	110	113	107	100	93	85	71
Fancl House J	37	71	88	87	68	65	46
Genki Station	9	9	8	8	5	3	2
ATTENIR Shop	9	10	10	11	13	14	16
Others	3	4	4	4	3	2	3
Total	169	208	218	218	197	194	191