

◆ Sales By Segment (Three Months)

(Millions of yen,%)

		Three Months ended 6/13			Three Months ended 6/14		
		amount	% of total	% change	amount	% of total	% change
C o s m e	Mail Order	5,544	50.3	0.6	5,133	47.5	(7.4)
	Retail Store	3,806	34.5	(1.3)	3,796	35.1	(0.3)
	Wholesale	465	4.2	(32.7)	752	7.0	61.6
	Overseas sales	1,216	11.0	(4.5)	1,123	10.4	(7.7)
	Sub total	11,033	54.9	(2.6)	10,805	60.5	(2.1)
S u p p l e	Mail Order	2,580	38.1	0.5	2,106	39.2	(18.4)
	Retail Store	1,656	24.5	12.6	1,286	23.9	(22.3)
	Wholesale	1,925	28.5	3.4	1,664	31.0	(13.6)
	Overseas sales	604	8.9	14.0	318	5.9	(47.3)
	Sub total	6,766	33.6	5.2	5,376	30.1	(20.5)
O t h e r s	Mail Order	1,443	62.4	(5.7)	1,179	70.1	(18.3)
	Retail Store	214	9.3	(7.3)	147	8.8	(31.1)
	Wholesale	650	28.1	(3.4)	350	20.8	(46.1)
	Overseas sales	5	0.2	13.4	4	0.3	(19.0)
	Sub total	2,313	11.5	(5.2)	1,681	9.4	(27.3)
T o t a l	Mail Order	9,567	47.6	(0.4)	8,419	47.1	(12.0)
	Retail Store	5,677	28.2	2.1	5,230	29.3	(7.9)
	Wholesale	3,041	15.1	(5.8)	2,766	15.5	(9.0)
	Overseas sales	1,826	9.1	1.0	1,446	8.1	(20.8)
	Sub total	20,113	100.0	(0.5)	17,863	100.0	(11.2)

		Three Months ended 6/13			Three Months ended 6/14		
		amount	% of total	% change	amount	% of total	% change
R i c e	Mail Order	383	53.2	(10.0)	309	53.2	(19.4)
	Retail Store	28	3.9	(11.4)	20	3.6	(26.6)
	Wholesale	306	42.6	6.0	249	42.9	(18.6)
	Overseas sales	2	0.3	2.0	1	0.3	(23.8)
	Sub total	720	3.6	(3.9)	581	3.3	(19.4)
K a l e	Mail Order	501	63.8	(3.9)	436	66.5	(12.9)
	Retail Store	166	21.2	(3.6)	123	18.8	(25.7)
	Wholesale	114	14.6	(13.7)	93	14.3	(18.1)
	Overseas sales	3	0.4	22.0	2	0.4	(16.0)
	Sub total	786	3.9	(5.3)	657	3.7	(16.4)

◆ Sales By Segment (Six Months)

(Millions of yen,%)

		Six Months ended 9/13			Six Months ended 9/14 (Projection)		
		amount	% of total	% change	amount	% of total	% change
C o s m e	Mail Order	10,827	49.8	(2.7)	10,920	47.9	0.9
	Retail Store	7,643	35.1	(1.0)	8,130	35.7	6.4
	Wholesale	841	3.9	(26.8)	1,380	6.0	64.1
	Overseas sales	2,429	11.2	(8.4)	2,370	10.4	(2.5)
	Sub total	21,741	56.1	(4.0)	22,800	59.2	4.9
S u p p l e	Mail Order	4,956	38.7	(4.3)	4,940	40.8	(0.3)
	Retail Store	3,083	24.1	2.1	2,920	24.1	(5.3)
	Wholesale	3,451	26.9	(3.7)	3,540	29.3	2.6
	Overseas sales	1,320	10.3	(5.9)	700	5.8	(47.0)
	Sub total	12,812	33.1	(2.8)	12,100	31.4	(5.6)
O t h e r s	Mail Order	2,707	64.5	(9.5)	2,500	69.4	(7.7)
	Retail Store	404	9.7	(13.9)	320	8.9	(21.0)
	Wholesale	1,072	25.5	(17.7)	760	21.1	(29.1)
	Overseas sales	12	0.3	47.2	20	0.6	54.4
	Sub total	4,197	10.8	(12.1)	3,600	9.4	(14.2)
T o t a l	Mail Order	18,492	47.7	(4.2)	18,360	47.7	(0.7)
	Retail Store	11,131	28.7	(0.7)	11,370	29.5	2.1
	Wholesale	5,365	13.9	(11.1)	5,680	14.8	5.9
	Overseas sales	3,763	9.7	(7.4)	3,090	8.0	(17.9)
	Sub total	38,752	100.0	(4.6)	38,500	100.0	(0.7)

		Six Months ended 9/13			Six Months ended 9/14 (Projection)		
		amount	% of total	% change	amount	% of total	% change
R i c e	Mail Order	711	52.3	(11.9)	680	54.4	(4.4)
	Retail Store	51	3.8	(11.9)	40	3.2	(22.8)
	Wholesale	589	43.4	8.6	520	41.6	(11.8)
	Overseas sales	7	0.5	87.8	10	0.8	35.3
	Sub total	1,359	3.5	(3.7)	1,250	3.2	(8.1)
K a l e	Mail Order	1,011	63.8	(4.4)	950	64.6	(6.1)
	Retail Store	327	20.7	(6.4)	280	19.1	(14.4)
	Wholesale	239	15.1	(9.5)	230	15.6	(4.2)
	Overseas sales	5	0.4	14.4	10	0.7	79.9
	Sub total	1,584	4.1	(5.6)	1,470	3.8	(7.2)

◆ Sales By Segment (Full Year)

(Millions of yen,%)

		FY2014			FY2015 (Projection)		
		amount	% of total	% change	amount	% of total	% change
C o s m e	Mail Order	23,805	50.1	1.8	24,150	49.9	1.4
	Retail Store	16,405	34.5	6.3	16,400	34.0	(0.0)
	Wholesale	1,741	3.7	(21.5)	2,750	5.7	57.9
	Overseas sales	5,572	11.7	(2.2)	5,000	10.4	(10.3)
	Sub total	47,525	58.6	1.7	48,300	59.6	1.6
S u p p l e	Mail Order	10,355	40.8	(3.6)	10,920	43.0	5.4
	Retail Store	6,106	24.1	1.6	6,060	23.9	(0.8)
	Wholesale	6,607	26.0	(6.7)	7,210	28.4	9.1
	Overseas sales	2,316	9.1	(16.3)	1,210	4.7	(47.8)
	Sub total	25,386	31.3	(4.6)	25,400	31.4	0.1
O t h e r s	Mail Order	5,535	67.4	(8.0)	5,120	70.1	(7.5)
	Retail Store	773	9.4	(11.2)	660	9.0	(14.7)
	Wholesale	1,867	22.8	(27.5)	1,480	20.3	(20.8)
	Overseas sales	30	0.4	20.0	40	0.6	32.7
	Sub total	8,207	10.1	(13.5)	7,300	9.0	(11.1)
T o t a l	Mail Order	39,696	48.9	(1.1)	40,190	49.6	1.2
	Retail Store	23,286	28.7	4.4	23,120	28.6	(0.7)
	Wholesale	10,216	12.6	(13.9)	11,440	14.1	12.0
	Overseas sales	7,919	9.8	(6.7)	6,250	7.7	(21.1)
	Sub total	81,118	100.0	(2.0)	81,000	100.0	(0.1)

		FY2014			FY2015 (Projection)		
		amount	% of total	% change	amount	% of total	% change
R i c e	Mail Order	1,548	54.7	(7.2)	1,400	54.9	(9.6)
	Retail Store	109	3.9	(7.0)	90	3.5	(18.0)
	Wholesale	1,154	40.8	3.1	1,040	40.8	(9.9)
	Overseas sales	16	0.6	13.7	20	0.8	19.8
	Sub total	2,830	3.5	(3.2)	2,550	3.1	(9.9)
K a l e	Mail Order	2,107	65.8	1.7	1,950	65.6	(7.5)
	Retail Store	634	19.8	(2.4)	570	19.2	(10.2)
	Wholesale	447	14.0	(8.4)	430	14.5	(4.0)
	Overseas sales	13	0.4	28.9	20	0.7	48.8
	Sub total	3,203	3.9	(0.5)	2,970	3.7	(7.3)

◆Number of Active Customers

(people)

		As of June 30,2012	As of June 30,2013	As of June 30,2014	Increase (decrease)
F A N C L	Cosmetics	1,119,976	1,135,154	1,249,927	114,773
	Cosmetics Mail Order	568,468	612,430	720,746	108,316
	Cosmetics Retail Stores	652,296	623,288	637,402	14,114
	Nutritional Supple	816,876	860,148	695,843	(164,305)
	Supple Mail Order	484,774	538,104	430,185	(107,919)
	Supple Retail Stores	369,245	361,301	296,730	(64,571)
	Rice Mail Order	188,222	168,711	150,648	(18,063)
	Kale Mail Order	91,935	89,276	91,779	2,503
	Mail order	991,062	1,060,513	1,067,078	6,565
	Retail Stores	882,042	850,081	810,499	(39,582)
ATTENIR cosme mail order		361,388	409,425	363,581	(45,844)

◆Purchase Unit Prices(FANCL)

(Yen,%)

	Three Months ended 6/13	Three Months ended 6/14	% change
Cosmetics Mail Order	5,699	5,440	(4.5)
Supple Mail Order	4,835	5,403	11.7
Retail Stores	4,228	4,584	8.4

◆Existing Stores Year-on-year-change

Three Months ended 6/12	Three Months ended 6/13	Three Months ended 6/14
92.9%	102.1%	94.2%

◆Segment Information (Three Months)

(Millions of yen,%)

		Three Months ended 6/13			Three Months ended 6/14		
		amount	% of total	% change	amount	% of total	% change
C o s m e	Sales	11,033	54.9	(2.6)	10,805	60.5	(2.1)
	Gross Profit	7,979	72.3	(3.8)	7,991	74.0	0.2
	SGA	6,775	61.4	(14.8)	7,702	71.3	13.7
	Advertising	650	5.9	(65.2)	1,378	12.8	112.0
	Operating Income	1,204	10.9	254.4	289	2.7	(76.0)
S u p p l e	Sales	6,766	33.6	5.2	5,376	30.1	(20.5)
	Gross Profit	4,545	67.2	3.8	3,743	69.6	(17.6)
	SGA	4,926	72.8	21.5	4,194	78.0	(14.8)
	Advertising	1,537	22.7	106.6	1,012	18.8	(34.2)
	Operating Income	(380)	(5.6)	—	(451)	(8.4)	—
O t h e r s	Sales	2,313	11.5	(5.2)	1,681	9.4	(27.3)
	Gross Profit	987	42.7	(8.0)	782	46.5	(20.7)
	SGA	1,033	44.7	(7.7)	762	45.3	(26.3)
	Advertising	130	5.6	(26.5)	73	4.4	(43.5)
	Operating Income	(46)	(2.0)	—	20	1.2	—
Eliminations or Corporate		(419)			(443)		
T o t a l	Sales	20,113	100.0	(0.5)	17,863	100.0	(11.2)
	Gross Profit	13,512	67.2	(1.7)	12,517	70.1	(7.4)
	SGA	13,154	65.4	(2.8)	13,102	73.4	(0.4)
	Advertising	2,318	11.5	(16.9)	2,464	13.8	6.3
	Operating Income	358	1.8	69.8	(584)	(3.3)	—

◆General and administrative expenses (Three Months)

(Millions of yen,%)

	Three Months ended 6/13			Three Months ended 6/14		
	amount	% of total	% change	amount	% of total	% change
Advertising	2,318	11.5	(16.9)	2,464	13.8	6.3
Sales Promotions	2,206	11.0	2.1	2,095	11.7	(5.0)
Transport	819	4.1	6.2	751	4.2	(8.3)
Communications	427	2.1	6.1	421	2.4	(1.2)
Fees/outourcing	2,276	11.3	3.8	2,170	12.2	(4.7)
Salaries	3,098	15.4	0.1	3,179	17.8	2.6
Depreciations	524	2.6	(2.4)	518	2.9	(1.3)
Others	1,482	7.4	(6.4)	1,500	8.4	1.2
Total	13,154	65.4	(2.8)	13,102	73.4	(0.4)

◆ Segment Information (Six Months)

(Millions of yen,%)

		Six Months ended 9/13			Six Months ended 9/14 (Projection)		
		amount	% of total	% change	amount	% of total	% change
C o s m e	Sales	21,741	56.1	(4.0)	22,800	59.2	4.9
	Gross Profit	15,861	73.0	(4.0)	16,850	73.9	6.2
	SGA	14,229	65.4	(8.2)	15,550	68.2	9.3
	Advertising	2,152	9.9	(36.8)	2,750	12.1	27.8
	Operating Income	1,631	7.5	58.4	1,300	5.7	(20.3)
S u p p l e	Sales	12,812	33.1	(2.8)	12,100	31.4	(5.6)
	Gross Profit	8,527	66.6	(2.7)	8,430	69.7	(1.1)
	SGA	8,423	65.7	6.3	8,480	70.1	0.7
	Advertising	2,042	15.9	45.3	2,000	16.5	(2.1)
	Operating Income	103	0.8	(87.7)	(50)	(0.4)	—
O t h e r s	Sales	4,197	10.8	(12.1)	3,600	9.4	(14.2)
	Gross Profit	1,869	44.5	(11.1)	1,690	46.9	(9.6)
	SGA	1,897	45.2	(15.6)	1,600	44.4	(15.7)
	Advertising	273	6.5	(33.4)	100	2.8	(63.5)
	Operating Income	(27)	(0.7)	—	90	2.5	—
Eliminations or Corporate		(997)			(1,040)		
T o t a l	Sales	38,752	100.0	(4.6)	38,500	100.0	(0.7)
	Gross Profit	26,259	67.8	(4.2)	26,970	70.1	2.7
	SGA	25,548	65.9	(3.8)	26,670	69.3	4.4
	Advertising	4,468	11.5	(14.4)	4,850	12.6	8.5
	Operating Income	710	1.8	(15.6)	300	0.8	(57.8)

◆ General and administrative expenses (Six Months)

(Millions of yen,%)

	Six Months ended 9/13			Six Months ended 9/14 (Projection)		
	amount	% of total	% change	amount	% of total	% change
Advertising	4,468	11.5	(14.4)	4,850	12.6	8.5
Sales Promotions	4,311	11.1	(0.6)	4,600	11.9	6.7
Transport	1,597	4.1	0.9	1,610	4.2	0.8
Communications	817	2.1	4.9	850	2.2	4.0
Fees/Outsourcing	4,377	11.3	(3.1)	4,420	11.5	1.0
Salaries	6,137	15.8	0.6	6,260	16.3	2.0
Depreciations	1,041	2.7	(8.4)	1,080	2.8	3.7
Others	2,798	7.2	(2.9)	3,000	7.8	7.2
Total	25,548	65.9	(3.8)	26,670	69.3	4.4

◆Segment Information (Full Year)

(Millions of yen,%)

		FY2014			FY2015 (Projection)		
		amount	% of total	% change	amount	% of total	% change
C o s m e	Sales	47,525	58.6	1.7	48,300	59.6	1.6
	Gross Profit	34,569	72.7	2.4	35,500	73.5	2.7
	SGA	29,907	62.9	0.1	30,650	63.5	2.5
	Advertising	4,618	9.7	(13.7)	4,450	9.2	(3.7)
	Operating Income	4,661	9.8	19.9	4,850	10.0	4.0
S u p p l e	Sales	25,386	31.3	(4.6)	25,400	31.4	0.1
	Gross Profit	17,067	67.2	(3.9)	17,730	69.8	3.9
	SGA	15,941	62.8	0.9	16,730	65.9	4.9
	Advertising	3,188	12.6	21.3	3,400	13.4	6.6
	Operating Income	1,125	4.4	(42.6)	1,000	3.9	(11.2)
O t h e r s	Sales	8,207	10.1	(13.5)	7,300	9.0	(11.1)
	Gross Profit	3,757	45.8	(6.2)	3,380	46.3	(10.0)
	SGA	3,761	45.8	(12.5)	3,390	46.4	(9.9)
	Advertising	458	5.6	(30.0)	250	3.4	(45.5)
	Operating Income	(4)	(0.1)	—	(10)	(0.1)	—
Eliminations or Corporate		(1,839)			(1,840)		
T o t a l	Sales	81,118	100.0	(2.0)	81,000	100.0	(0.1)
	Gross Profit	55,393	68.3	(0.2)	56,610	69.9	2.2
	SGA	51,450	63.4	(0.4)	52,610	65.0	2.3
	Advertising	8,265	10.2	(4.2)	8,100	10.0	(2.0)
	Operating Income	3,943	4.9	2.2	4,000	4.9	1.4

◆General and administrative expenses (Full Year)

(Millions of yen,%)

	FY2014			FY2015 (Projection)		
	amount	% of total	% change	amount	% of total	% change
Advertising	8,265	10.2	(4.2)	8,100	10.0	(2.0)
Sales Promotions	9,426	11.6	2.6	10,100	12.5	7.1
Transport	3,225	4.0	(0.3)	3,390	4.2	5.1
Communications	1,628	2.0	4.8	1,635	2.0	0.4
Fees/Outsourcing	8,858	10.9	(2.8)	9,020	11.1	1.8
Salaries	12,467	15.4	3.4	12,580	15.5	0.9
Depreciations	2,120	2.6	(9.0)	2,180	2.7	2.8
Others	5,458	6.7	(1.7)	5,605	6.9	2.7
Total	51,450	63.4	(0.4)	52,610	65.0	2.3

◆Number of Shops by Region

As of 30 June,2014

	Hokkaido	Tohoku	Kanto (except Tokyo)	TOKYO	Tokai,Hokuriku& Shinetsu	Kinki	Chugoku,Shikoku	Kyusyu,Okinawa	Total
FANCL Beauty Shop	-	-	-	1	-	1	-	-	2
FANCL Health House	-	-	-	2	-	-	-	-	2
FANCL Hybrid Shop	-	-	-	1	-	1	-	-	2
Fancl Shop	2	5	19	18	8	13	7	11	83
Fancl House	1	3	14	5	13	11	5	3	55
Fancl House J	1	1	8	3	-	4	2	-	19
Genki Station	-	-	-	1	-	-	-	1	2
Fancl Ginza Square	-	-	-	1	-	-	-	-	1
Others	-	-	1	-	-	-	-	-	1
Total	4	9	42	32	21	30	14	15	167
ATTENIR Shop	1	1	3	3	1	5	1	1	16

◆Number of Shops

	As of March 31, 2010	As of March 31, 2011	As of March 31, 2012	As of March 31, 2013	As of March 31, 2014	As of June 30, 2014
FANCL Beauty Shop	-	-	-	-	2	2
FANCL Health House	-	-	-	-	2	2
FANCL Hybrid Shop	-	-	-	-	1	2
Fancl Shop	24	43	61	83	83	83
Fancl House	85	75	70	59	56	55
Fancl House J	65	54	39	26	19	19
Genki Station	3	3	3	3	2	2
Fancl Ginza Square	1	1	1	1	1	1
Others	2	3	3	3	1	1
Total	180	179	177	175	167	167
ATTENIR Shop	14	16	16	16	16	16