

◆ Sales By Segment

(Millions of yen,%)

		FY2010		FY2010 (※Non-consolidated basis)		FY2011				FY2012 (Projection)		
		amount	% of total	amount	% of total	amount	% of total	% change	※%change	amount	% of total	% change
C o s m e	Mail Order	25,754	49.6	25,754	51.7	24,374	51.1	(5.4)	(5.4)	24,950	51.7	2.4
	Retail Store	16,431	31.7	16,431	33.0	15,361	32.2	(6.5)	(6.5)	14,950	31.0	(2.7)
	Wholesale	2,715	5.2	2,715	5.4	2,398	5.1	(11.7)	(11.7)	2,340	4.8	(2.4)
	Overseas sales	6,999	13.5	4,919	9.9	5,543	11.6	(20.8)	12.7	6,060	12.5	9.3
	Sub total	51,902	52.2	49,821	51.6	47,678	50.8	(8.1)	(4.3)	48,300	51.4	1.3
S u p p l e	Mail Order	12,223	42.9	12,223	44.3	11,975	42.4	(2.0)	(2.0)	11,900	41.7	(0.6)
	Retail Store	7,400	26.0	7,400	26.8	7,263	25.7	(1.9)	(1.9)	7,070	24.8	(2.7)
	Wholesale	5,609	19.7	5,609	20.3	6,342	22.5	13.1	13.1	6,630	23.3	4.5
	Overseas sales	3,259	11.4	2,355	8.6	2,666	9.4	(18.2)	13.2	2,900	10.2	8.8
	Sub total	28,492	28.6	27,589	28.6	28,247	30.1	(0.9)	2.4	28,500	30.3	0.9
O t h e r s	Mail Order	15,280	79.8	15,280	79.8	13,967	78.2	(8.6)	(8.6)	13,380	77.8	(4.2)
	Retail Store	1,158	6.1	1,158	6.1	1,071	6.0	(7.5)	(7.5)	1,070	6.2	(0.2)
	Wholesale	2,651	13.8	2,651	13.9	2,780	15.6	4.9	4.9	2,670	15.5	(4.0)
	Overseas sales	50	0.3	46	0.2	43	0.2	(15.2)	(7.7)	80	0.5	85.1
	Sub total	19,141	19.2	19,137	19.8	17,863	19.1	(6.7)	(6.7)	17,200	18.3	(3.7)
T o t a l	Mail Order	53,258	53.5	53,258	55.1	50,318	53.6	(5.5)	(5.5)	50,230	53.4	(0.2)
	Retail Store	24,991	25.1	24,991	25.9	23,696	25.3	(5.2)	(5.2)	23,090	24.6	(2.6)
	Wholesale	10,976	11.0	10,976	11.4	11,521	12.3	5.0	5.0	11,640	12.4	1.0
	Overseas sales	10,309	10.4	7,321	7.6	8,253	8.8	(19.9)	12.7	9,040	9.6	9.5
	Sub total	99,536	100.0	96,548	100.0	93,789	100.0	(5.8)	(2.9)	94,000	100.0	0.2

(Millions of yen,%)

		FY2010		FY2010 (※Non-consolidated basis)		FY2011				FY2012 (Projection)		
		amount	% of total	amount	% of total	amount	% of total	% change	※%change	amount	% of total	% change
R i c e	Mail Order	1,965	63.3	1,965	63.3	1,836	61.5	(6.6)	(6.6)	1,770	60.0	(3.6)
	Retail Store	169	5.4	169	5.4	151	5.1	(10.3)	(10.3)	160	5.4	5.5
	Wholesale	961	31.0	961	31.0	974	32.6	1.4	1.4	980	33.2	0.5
	Overseas sales	9	0.3	7	0.3	25	0.8	173.3	225.1	40	1.4	57.8
	Sub total	3,105	3.1	3,103	3.2	2,988	3.2	(3.8)	(3.7)	2,950	3.1	(1.3)
K a i e	Mail Order	2,202	58.2	2,202	58.3	2,187	59.4	(0.7)	(0.7)	2,230	60.3	2.0
	Retail Store	920	24.3	920	24.3	851	23.1	(7.5)	(7.5)	790	21.3	(7.2)
	Wholesale	644	17.1	644	17.1	625	17.0	(2.9)	(2.9)	640	17.3	2.3
	Overseas sales	15	0.4	13	0.3	17	0.5	13.5	36.2	40	1.1	123.7
	Sub total	3,783	3.8	3,780	3.9	3,682	3.9	(2.7)	(2.6)	3,700	3.9	0.5

As of the third quarter of the fiscal year ending March 31, 2010, changes have been made in the sales channel segments. 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 31,2009	As of March 31,2010	As of March 31,2011	Increase (decrease)
F A N C L	Cosmetics	1,327,556	1,303,977	1,247,110	(56,867)
	Cosmetics Mail Order	668,385	688,129	682,511	(5,618)
	Cosmetics Retail Stores	784,206	732,013	680,036	(51,977)
	Nutritional Supple	965,433	896,959	1,052,012	155,053
	Supple Mail Order	538,452	520,750	662,589	141,839
	Supple Retail Stores	480,979	421,984	442,919	20,935
	Rice Mail Order	206,279	204,079	186,182	(17,897)
	Kale Mail Order	93,576	103,060	93,491	(9,569)
	Mail order	1,081,552	1,105,139	1,208,834	103,695
	Retail Stores	1,071,072	986,239	953,887	(32,352)
ATTENIR cosme mail order		472,784	462,211	422,040	(40,171)

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

	FY2010		FY2011	
	Unit Price	% change	Unit Price	% change
Cosmetics Mail Order	5,886	(2.2)	5,984	1.7
Supple Mail Order	5,772	(2.7)	5,317	(7.9)
Retail Stores	3,890	3.6	3,934	1.1

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

FY2009	FY2010	FY2011
96.7%	99.4%	95.6%

◆ Segment Information

(Millions of yen,%)

		FY2010		FY2010 (※Non-consolidated basis)		FY2011				FY2012 (Projection)		
		amount	% of total	amount	% of total	amount	% of total	% change	※%change	amount	% of total	% change
C o s t m e	Sales	51,902	52.2	49,821	51.6	47,678	50.8	(8.1)	(4.3)	48,300	51.4	1.3
	Gross Profit	38,314	73.8	36,126	72.5	34,798	73.0			35,050	72.6	
	SGA	30,369	58.5	28,608	57.4	27,700	58.1	(8.8)	(3.2)	29,400	60.9	6.1
	Advertising	4,063	7.8	3,855	7.7	3,596	7.5	(11.5)	(6.7)	4,300	8.9	19.6
	Operating Income	7,945	15.3	7,517	15.1	7,097	14.9	(10.7)	(5.6)	5,650	11.7	(20.4)
S u p p l e	Sales	28,492	28.6	27,589	28.6	28,247	30.1	(0.9)	2.4	28,500	30.3	0.9
	Gross Profit	19,420	68.2	18,440	66.8	18,664	66.1			18,950	66.5	
	SGA	16,170	56.8	15,319	55.5	16,538	58.5	2.3	8.0	16,700	58.6	1.0
	Advertising	2,110	7.4	2,012	7.3	2,943	10.4	39.5	46.2	2,900	10.2	(1.5)
	Operating Income	3,250	11.4	3,121	11.3	2,125	7.5	(34.6)	(31.9)	2,250	7.9	5.9
O t h e r s	Sales	19,141	19.2	19,137	19.8	17,863	19.1	(6.7)	(6.7)	17,200	18.3	(3.7)
	Gross Profit	8,717	45.5	8,712	45.5	8,380	46.9			8,230	47.8	
	SGA	9,205	48.1	9,201	48.1	8,885	49.7	(3.5)	(3.4)	8,530	49.6	(4.0)
	Advertising	1,797	9.4	1,796	9.4	1,690	9.5	(5.9)	(5.9)	1,700	9.9	0.5
	Operating Income	(488)	(2.6)	(489)	(2.6)	(505)	(2.8)	—	—	(300)	(1.7)	—
Eliminations or Corporate		(1,549)		(1,549)		(1,599)				(1,600)		
T o t a l	Sales	99,536	100.0	96,548	100.0	93,789	100.0	(5.8)	(2.9)	94,000	100.0	0.2
	Gross Profit	66,452	66.8	63,279	65.5	61,842	65.9			62,230	66.2	
	SGA	57,294	57.6	54,678	56.6	54,724	58.3	(4.5)	0.1	56,230	59.8	2.8
	Advertising	7,971	8.0	7,664	7.9	8,230	8.8	3.3	7.4	8,900	9.5	8.1
	Operating Income	9,158	9.2	8,600	8.9	7,117	7.6	(22.3)	(17.2)	6,000	6.4	(15.7)

◆ Selling, General and administrative expenses

(Millions of yen,%)

		FY2010		FY2010 (※Non-consolidated basis)		FY2011				FY2012 (Projection)		
		amount	% of total	amount	% of total	amount	% of total	% change	※%change	amount	% of total	% change
	Advertising	7,971	8.0	—	—	8,230	8.8	3.3	—	8,900	9.5	8.1
	Sales Promotions	11,460	11.5	—	—	11,240	12.0	(1.9)	—	11,900	12.7	5.9
	Transport	3,858	3.9	—	—	3,630	3.9	(5.9)	—	3,650	3.9	0.5
	Communications	2,062	2.1	—	—	2,019	2.2	(2.1)	—	1,910	2.0	(5.4)
	Fees/Outsourcing	9,381	9.4	—	—	8,802	9.4	(6.2)	—	8,850	9.4	0.5
	Salaries	13,394	13.5	—	—	12,897	13.8	(3.7)	—	12,650	13.5	(1.9)
	Depreciations	2,107	2.1	—	—	2,030	2.2	(3.6)	—	2,150	2.3	5.9
	Others	7,056	7.1	—	—	5,873	6.3	(16.8)	—	6,220	6.6	5.9
	Total	57,294	57.6	—	—	54,724	58.3	(4.5)	—	56,230	59.8	2.8

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

◆ Capital Investment and Depreciation

(Millions of yen)

	FY2010	FY2011	FY2012 (Projection)
Capital Investment	1,898	3,305	4,700
Depreciation	3,157	2,970	3,200

◆Number of Shops by Region

As of March 31,2011

	Hokkaido	Tohoku	Kanto (except Tokyo)	TOKYO	Shinkai,Hokuriku& Shinetsu	Kinki	Chugoku,Shikoku	Kyusyu,Okinawa	Total
Fancl Ginza Square	—	—	—	1	—	—	—	—	1
Fancl Shop	2	2	5	15	2	9	3	5	43
Fancl House	1	3	19	10	15	17	5	5	75
Fancl House J	1	4	19	9	4	6	6	5	54
Genki Station	—	—	—	2	—	—	—	1	3
ATTENIR Shop	1	1	2	4	1	5	1	1	16
Others	—	—	2	1	—	—	—	—	3
Total	5	10	47	42	22	37	15	17	195

◆Number of Shops

	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	As of March 31, 2012 (Projection)
Fancl Ginza Square	1	1	1	1	1	1	1
Fancl Shop	—	—	7	14	24	43	70
Fancl House	113	107	100	93	85	75	65
Fancl House J	71	88	87	68	65	54	38
Genki Station	9	8	8	5	3	3	3
ATTENIR Shop	10	10	11	13	14	16	17
Others	4	4	4	3	2	3	3
Total	208	218	218	197	194	195	197