

◆ Sales By Segment (Three Months)

(Millions of yen,%)

		Three Months ended 12/10				Three Months ended 12/11		
		amount	% of total	% change	% change	amount	% of total	% change
Cosmetics	Mail Order	7,059	54.3	0.6	0.6	6,739	54.4	(4.5)
	Retail Store	3,857	29.7	(7.3)	(7.3)	3,938	31.8	2.1
	Wholesale	668	5.2	(5.5)	(5.5)	566	4.6	(15.4)
	Overseas sales	1,406	10.8	(57.9)	26.3	1,137	9.2	(19.1)
	Sub total	12,992	49.8	(14.7)	(0.1)	12,382	50.6	(4.7)
Supplies	Mail Order	3,547	43.6	6.3	6.3	3,263	44.2	(8.0)
	Retail Store	1,998	24.6	4.8	4.8	1,709	23.2	(14.5)
	Wholesale	2,001	24.6	33.1	33.1	2,088	28.3	4.3
	Overseas sales	581	7.2	(63.0)	(3.6)	317	4.3	(45.5)
	Sub total	8,129	31.1	(2.3)	10.6	7,378	30.1	(9.2)
Others	Mail Order	4,051	81.2	(8.3)	(8.3)	3,778	80.1	(6.7)
	Retail Store	265	5.3	(10.8)	(10.8)	240	5.1	(9.6)
	Wholesale	671	13.5	(4.3)	(4.3)	691	14.7	3.1
	Overseas sales	(1)	—	—	—	5	0.1	—
	Sub total	4,986	19.1	(8.1)	(8.1)	4,715	19.3	(5.4)
Total	Mail Order	14,658	56.1	(0.8)	(0.8)	13,781	56.3	(6.0)
	Retail Store	6,121	23.5	(3.8)	(3.8)	5,887	24.0	(3.8)
	Wholesale	3,341	12.8	14.7	14.7	3,346	13.7	0.1
	Overseas sales	1,987	7.6	(59.6)	15.1	1,460	6.0	(26.5)
	Sub total	26,109	100.0	(9.9)	1.3	24,476	100.0	(6.3)

		Three Months ended 12/10				Three Months ended 12/11		
		amount	% of total	% change	% change	amount	% of total	% change
Ricce	Mail Order	481	63.5	(14.0)	(14.0)	462	59.2	(3.8)
	Retail Store	37	5.0	(15.6)	(15.6)	34	4.5	(8.0)
	Wholesale	231	30.5	(9.3)	(9.3)	280	35.9	21.4
	Overseas sales	7	1.0	88.2	200.7	3	0.4	(57.6)
	Sub total	757	2.9	(12.2)	(12.1)	781	3.2	3.1
Kale	Mail Order	555	60.3	(4.4)	(4.4)	527	62.1	(5.0)
	Retail Store	208	22.7	(11.0)	(11.0)	183	21.6	(12.0)
	Wholesale	153	16.6	(9.5)	(9.5)	136	16.0	(11.1)
	Overseas sales	3	0.4	(21.2)	64.8	2	0.3	(42.6)
	Sub total	921	3.5	(6.9)	(6.7)	849	3.5	(7.8)

the above '※% change' indicates the comparison between 2010 and 2011 on the actual performance excluding the influence of consolidating FNL/FNCCL

We have reviewed on "overseas" in the "others" segment by thoroughly categorizing it into cosmetic business and dietary supplement business. As a result, the sales volume of "others" segment in this 3rd quarter is recognized temporarily as decrease in volume.

◆ Sales By Segment (Nine Months)

(Millions of yen,%)

		Nine Months ended 12/10				Nine Months ended 12/11		
		amount	% of total	% change	% change	amount	% of total	% change
C o s m e	Mail Order	18,903	51.4	(4.7)	(4.7)	18,018	51.4	(4.7)
	Retail Store	11,890	32.4	(5.0)	(5.0)	11,393	32.5	(4.2)
	Wholesale	1,877	5.1	(9.2)	(9.2)	1,660	4.7	(11.6)
	Overseas sales	4,077	11.1	(28.6)	16.9	4,016	11.4	(1.5)
	Sub total	36,749	51.1	(8.4)	(3.1)	35,088	51.3	(4.5)
S u p p l e	Mail Order	9,015	42.5	(2.5)	(2.5)	8,827	42.6	(2.1)
	Retail Store	5,582	26.3	(0.9)	(0.9)	4,985	24.0	(10.7)
	Wholesale	4,691	22.1	9.0	9.0	5,418	26.1	15.5
	Overseas sales	1,915	9.1	(28.1)	12.8	1,507	7.3	(21.3)
	Sub total	21,205	29.5	(2.9)	1.6	20,738	30.3	(2.2)
O t h e r s	Mail Order	10,909	78.3	(7.4)	(7.4)	9,710	77.2	(11.0)
	Retail Store	846	6.1	(5.0)	(5.0)	745	5.9	(12.0)
	Wholesale	2,146	15.4	9.3	9.3	2,092	16.7	(2.5)
	Overseas sales	28	0.2	(28.8)	(20.6)	21	0.2	(25.0)
	Sub total	13,930	19.4	(5.1)	(5.0)	12,569	18.4	(9.8)
T o t a l	Mail Order	38,828	54.0	(5.0)	(5.0)	36,556	53.5	(5.9)
	Retail Store	18,320	25.5	(3.8)	(3.8)	17,123	25.0	(6.5)
	Wholesale	8,715	12.1	4.5	4.5	9,171	13.4	5.2
	Overseas sales	6,021	8.4	(28.5)	15.3	5,545	8.1	(7.9)
	Sub total	71,885	100.0	(6.2)	(2.1)	68,396	100.0	(4.9)

		Nine Months ended 12/10				Nine Months ended 12/11		
		amount	% of total	% change	% change	amount	% of total	% change
R i c e	Mail Order	1,363	61.3	(7.1)	(7.1)	1,297	58.8	(4.9)
	Retail Store	115	5.2	(9.1)	(9.1)	104	4.7	(9.6)
	Wholesale	729	32.8	(2.3)	(2.3)	794	36.0	8.9
	Overseas sales	15	0.7	112.6	167.0	10	0.5	(31.2)
	Sub total	2,224	3.1	(5.3)	(5.2)	2,207	3.2	(0.8)
K a i e	Mail Order	1,694	58.9	(0.4)	(0.4)	1,595	60.8	(5.9)
	Retail Store	676	23.5	(4.9)	(4.9)	582	22.2	(13.9)
	Wholesale	496	17.2	(3.1)	(3.1)	434	16.6	(12.5)
	Overseas sales	12	0.4	0.7	27.3	10	0.4	(17.3)
	Sub total	2,879	4.0	(1.9)	(1.9)	2,622	3.8	(8.9)

the above '※% change' indicates the comparison between 2010 and 2011 on the actual performance excluding the influence of consolidating FNL/FNCCL

◆Sales By Segment(Full Year)

(Millions of yen,%)

		FY2011				FY2012 (Projection)		
		amount	% of total	% change	% change	amount	% of total	% change
C o s m e	Mail Order	24,374	51.1	(5.4)	(5.4)	23,540	50.7	(3.4)
	Retail Store	15,361	32.2	(6.5)	(6.5)	14,960	32.3	(2.6)
	Wholesale	2,398	5.1	(11.7)	(11.7)	2,180	4.7	(9.1)
	Overseas sales	5,543	11.6	(20.8)	12.7	5,720	12.3	3.2
	Sub total	47,678	50.8	(8.1)	(4.3)	46,400	52.1	(2.7)
S u p p l e	Mail Order	11,975	42.4	(2.0)	(2.0)	11,650	42.8	(2.7)
	Retail Store	7,263	25.7	(1.9)	(1.9)	6,500	23.9	(10.5)
	Wholesale	6,342	22.5	13.1	13.1	7,050	25.9	11.2
	Overseas sales	2,666	9.4	(18.2)	13.2	2,000	7.4	(25.0)
	Sub total	28,247	30.1	(0.9)	2.4	27,200	30.6	(3.7)
O t h e r s	Mail Order	13,967	78.2	(8.6)	(8.6)	11,650	75.7	(16.6)
	Retail Store	1,071	6.0	(7.5)	(7.5)	960	6.2	(10.4)
	Wholesale	2,780	15.6	4.9	4.9	2,760	17.9	(0.8)
	Overseas sales	43	0.2	(15.2)	(7.7)	30	0.2	(30.6)
	Sub total	17,863	19.1	(6.7)	(6.7)	15,400	17.3	(13.8)
T o t a l	Mail Order	50,318	53.6	(5.5)	(5.5)	46,840	52.6	(6.9)
	Retail Store	23,696	25.3	(5.2)	(5.2)	22,420	25.2	(5.4)
	Wholesale	11,521	12.3	5.0	5.0	11,990	13.5	4.1
	Overseas sales	8,253	8.8	(19.9)	12.7	7,750	8.7	(6.1)
	Sub total	93,789	100.0	(5.8)	(2.9)	89,000	100.0	(5.1)

		FY2011				FY2012 (Projection)		
		amount	% of total	% change	% change	amount	% of total	% change
R i c e	Mail Order	1,836	61.5	(6.6)	(6.6)	1,720	58.3	(6.3)
	Retail Store	151	5.1	(10.3)	(10.3)	140	4.8	(7.7)
	Wholesale	974	32.6	1.4	1.4	1,075	36.4	10.3
	Overseas sales	25	0.8	173.3	225.1	15	0.5	(40.8)
	Sub total	2,988	3.2	(3.8)	(3.7)	2,950	3.3	(1.3)
K a i e	Mail Order	2,187	59.4	(0.7)	(0.7)	2,090	61.5	(4.5)
	Retail Store	851	23.1	(7.5)	(7.5)	735	21.6	(13.7)
	Wholesale	625	17.0	(2.9)	(2.9)	560	16.5	(10.5)
	Overseas sales	17	0.5	13.5	36.2	15	0.4	(16.1)
	Sub total	3,682	3.9	(2.7)	(2.6)	3,400	3.8	(7.7)

the above '※% change' indicates the comparison between 2010 and 2011 on the actual performance excluding the influence of consolidating FNL/FNCCL

Due to the spin-out of IIMONO OHKOKU Co.,Ltd. in February 2012, it is exempted from consolidation in February and March in the fiscal year ending March 2012.

◆Number of Active Customers

(people)

		As of December 31, 2009	As of December 31, 2010	As of December 31, 2011	Increase (decrease)
F A N C L	Cosmetics	1,367,803	1,302,711	1,280,581	(22,130)
	Cosmetics Mail Order	731,841	711,016	716,472	5,456
	Cosmetics Retail Stores	759,674	711,379	681,563	(29,816)
	Nutritional Supple	918,321	1,032,139	976,020	(56,119)
	Supple Mail Order	531,911	647,249	619,288	(27,961)
	Supple Retail Stores	433,588	436,079	403,067	(33,012)
	Rice Mail Order	190,934	177,127	174,911	(2,216)
	Kale Mail Order	121,756	115,095	103,743	(11,352)
	Mail order	1,180,182	1,246,962	1,212,966	(33,996)
	Retail Stores	1,018,831	975,469	925,511	(49,958)
ATTENIR cosme mail order		435,659	468,877	379,456	(89,421)

◆Purchase Unit Prices(FANCL)

(Yen,%)

	Three Months ended 12/10	Three Months ended 12/11	% change
Cosmetics Mail Order	6,300	6,303	0.0
Supple Mail Order	4,707	4,993	6.1
Retail Stores	3,874	3,964	2.3

◆Existing Stores Year-on-year-change

Three Months ended 12/10	Three Months ended 12/11
96.6%	97.6%

◆ Segment Information(Three Months)

(Millions of yen,%)

		Three Months ended 12/10				Three Months ended 12/11		
		amount	% of total	% change	% change	amount	% of total	% change
C o s m e	Sales	12,992	49.8	(14.7)	(0.1)	12,382	50.6	(4.7)
	Gross Profit	9,599	73.9	(19.2)	(0.2)	9,162	74.0	(4.6)
	SGA	7,177	55.2	(18.4)	2.0	7,334	59.2	2.2
	Advertising	804	6.2	(14.9)	9.1	856	6.9	6.4
	Operating Income	2,422	18.6	(21.6)	(6.0)	1,828	14.8	(24.5)
S u p p l e	Sales	8,129	31.1	(2.3)	10.6	7,378	30.1	(9.2)
	Gross Profit	5,621	69.1	(4.4)	15.6	5,104	69.2	(9.2)
	SGA	4,710	57.9	(7.4)	11.1	4,587	62.2	(2.6)
	Advertising	1,089	13.4	23.6	39.0	951	12.9	(12.7)
	Operating Income	911	11.2	15.0	46.0	516	7.0	(43.3)
O t h e r s	Sales	4,986	19.1	(8.1)	(8.1)	4,715	19.3	(5.4)
	Gross Profit	2,382	47.8	(1.7)	(1.5)	2,193	46.5	(7.9)
	SGA	2,358	47.3	(2.0)	(1.8)	2,141	45.4	(9.2)
	Advertising	472	9.5	3.3	3.4	396	8.4	(16.2)
	Operating Income	23	0.5	43.8	54.5	52	1.1	123.5
Eliminations or Corporate		(394)				(455)		
T o t a l	Sales	26,109	100.0	(9.9)	1.3	24,476	100.0	(6.3)
	Gross Profit	17,603	67.4	(12.8)	4.2	16,461	67.3	(6.5)
	SGA	14,640	56.1	(11.8)	4.6	14,519	59.3	(0.8)
	Advertising	2,366	9.1	3.6	19.6	2,203	9.0	(6.9)
	Operating Income	2,963	11.3	(17.4)	2.0	1,941	7.9	(34.5)

◆ General and administrative expenses(Three Months)

	Three Months ended 12/10				Three Months ended 12/11		
	amount	% of total	% change	% change	amount	% of total	% change
Advertising	2,366	9.1	3.6	—	2,203	9.0	(6.9)
Sales Promotions	3,220	12.3	(3.9)	—	3,122	12.8	(3.1)
Transport	1,026	3.9	(2.6)	—	953	3.9	(7.1)
Communications	506	1.9	(2.5)	—	476	1.9	(6.0)
Fees/Outsourcing	2,369	9.1	(18.6)	—	2,383	9.7	0.6
Salaries	3,211	12.3	(12.9)	—	3,227	13.2	0.5
Depreciations	523	2.0	(10.6)	—	611	2.5	16.8
Others	1,414	5.4	(36.0)	—	1,540	6.3	8.9
Total	14,640	56.1	(11.8)	—	14,519	59.3	(0.8)

the above '※% change' indicates the comparison between 2010 and 2011 on the actual performance excluding the influence of consolidating FNL/FNCCL

◆ Segment Information(Nine Months)

(Millions of yen,%)

		Nine Months ended 12/10				Nine Months ended 12/11		
		amount	% of total	% change	% change	amount	% of total	% change
C o s m e	Sales	36,749	51.1	(8.4)	(3.1)	35,088	51.3	(4.5)
	Gross Profit	26,951	73.3	(9.5)	(3.2)	25,879	73.8	(4.0)
	SGA	21,490	58.5	(9.0)	(1.7)	21,847	62.3	1.7
	Advertising	3,032	8.3	(12.5)	(6.9)	3,443	9.8	13.6
	Operating Income	5,460	14.9	(11.3)	(8.8)	4,032	11.5	(26.2)
S u p p l e	Sales	21,205	29.5	(2.9)	1.6	20,738	30.3	(2.2)
	Gross Profit	14,001	66.0	(4.6)	1.6	13,992	67.5	(0.1)
	SGA	12,303	58.0	(2.0)	5.1	12,935	62.4	5.1
	Advertising	2,330	11.0	31.5	39.2	2,635	12.7	13.1
	Operating Income	1,697	8.0	(20.3)	(18.3)	1,056	5.1	(37.7)
O t h e r s	Sales	13,930	19.4	(5.1)	(5.0)	12,569	18.4	(9.8)
	Gross Profit	6,536	46.9	(2.6)	(2.5)	5,908	47.0	(9.6)
	SGA	6,872	49.3	(3.1)	(3.0)	6,212	49.4	(9.6)
	Advertising	1,388	10.0	(5.2)	(5.2)	1,155	9.2	(16.8)
	Operating Income	(335)	(2.4)	—	—	(304)	(2.4)	—
Eliminations or Corporate		(1,271)			(1,322)			
T o t a l	Sales	71,885	100.0	(6.2)	(2.1)	68,396	100.0	(4.9)
	Gross Profit	47,489	66.1	(7.2)	(1.7)	45,780	66.9	(3.6)
	SGA	41,937	58.3	(5.7)	0.2	42,317	61.9	0.9
	Advertising	6,750	9.4	0.7	5.5	7,235	10.6	7.2
	Operating Income	5,551	7.7	(17.3)	(14.4)	3,462	5.1	(37.6)

◆ General and administrative expenses(Nine Months)

	Nine Months ended 12/10				Nine Months ended 12/11		
	amount	% of total	% change	% change	amount	% of total	% change
Advertising	6,750	9.4	0.7	—	7,235	10.6	7.2
Sales Promotions	8,635	12.0	(2.1)	—	8,251	12.1	(4.5)
Transport	2,809	3.9	(5.1)	—	2,644	3.9	(5.9)
Communications	1,482	2.1	(3.9)	—	1,421	2.1	(4.1)
Fees/Outsourcing	6,655	9.3	(8.2)	—	6,984	10.2	5.0
Salaries	9,720	13.5	(3.7)	—	9,483	13.9	(2.4)
Depreciations	1,497	2.1	(6.4)	—	1,780	2.6	18.9
Others	4,386	6.1	(20.2)	—	4,515	6.6	2.9
Total	41,937	58.3	(5.7)	—	42,317	61.9	0.9

the above '※% change' indicates the comparison between 2010 and 2011 on the actual performance excluding the influence of consolidating FNL/FNCCL

◆ Segment Information(Full Year)

(Millions of yen,%)

		FY2010				FY2011 (Projection)		
		amount	% of total	% change	% change	amount	% of total	% change
C o s m e	Sales	47,678	50.8	(8.1)	(4.3)	46,400	52.1	(2.7)
	Gross Profit	34,798	73.0	(9.2)	(3.7)	33,850	73.0	(2.7)
	SGA	27,700	58.1	(8.8)	(3.2)	28,850	62.2	4.2
	Advertising	3,596	7.5	(11.5)	(6.7)	4,120	8.9	14.5
	Operating Income	7,097	14.9	(10.7)	(5.6)	5,000	10.8	(29.6)
S u p p l e	Sales	28,247	30.1	(0.9)	2.4	27,200	30.6	(3.7)
	Gross Profit	18,664	66.1	(3.9)	1.2	18,400	67.6	(1.4)
	SGA	16,538	58.5	2.3	8.0	17,000	62.5	2.8
	Advertising	2,943	10.4	39.5	46.2	3,200	11.8	8.7
	Operating Income	2,125	7.5	(34.6)	(31.9)	1,400	5.1	(34.1)
O t h e r s	Sales	17,863	19.1	(6.7)	(6.7)	15,400	17.3	(13.8)
	Gross Profit	8,380	46.9	(3.9)	(3.8)	7,120	46.2	(15.0)
	SGA	8,885	49.7	(3.5)	(3.4)	7,570	49.2	(14.8)
	Advertising	1,690	9.5	(5.9)	(5.9)	1,400	9.1	(17.2)
	Operating Income	(505)	(2.8)	—	—	(450)	(2.9)	—
Eliminations or Corporate		(1,599)				(1,650)		
T o t a l	Sales	93,789	100.0	(5.8)	(2.9)	89,000	100.0	(5.1)
	Gross Profit	61,842	65.9	(6.9)	(2.3)	59,370	66.7	(4.0)
	SGA	54,724	58.3	(4.5)	0.1	55,070	61.9	0.6
	Advertising	8,230	8.8	3.3	7.4	8,720	9.8	5.9
	Operating Income	7,117	7.6	(22.3)	(17.2)	4,300	4.8	(39.6)

◆ General and administrative expenses(Full Year)

	FY2010				FY2011 (Projection)		
	amount	% of total	% change	% change	amount	% of total	% change
Advertising	8,230	8.8	3.3	—	8,720	9.8	5.9
Sales Promotions	11,240	12.0	(1.9)	—	11,230	12.6	(0.1)
Transport	3,630	3.9	(5.9)	—	3,410	3.8	(6.1)
Communications	2,019	2.2	(2.1)	—	1,930	2.2	(4.4)
Fees/Outsourcing	8,802	9.4	(6.2)	—	9,030	10.1	2.6
Salaries	12,906	13.8	(3.6)	—	12,550	14.1	(2.8)
Depreciations	2,030	2.2	(3.6)	—	2,380	2.7	17.2
Others	5,864	6.3	(16.9)	—	5,820	6.5	(0.8)
Total	54,724	58.3	(4.5)	—	55,070	61.9	0.6

the above '※% change' indicates the comparison between 2010 and 2011 on the actual performance excluding the influence of consolidating FNL/FNCCL

Due to the spin-out of IIMONO OHKOKU Co.,Ltd. in February 2012, it is exempted from consolidation in February and March in the fiscal year ending March 2012.

◆Number of Shops by Region

As of 31 December, 2011

	Hokkaido	Tohoku	Kanto (except Tokyo)	TOKYO	Shinetsu	Tokai, Hokuriku & Shinetsu	Kinki	Chugoku, Shikoku	Kyusyu, Okinawa	Total
Fancl Ginza Square	—	—	—	1	—	—	—	—	—	1
Fancl Shop	2	3	6	15	4	12	6	8	56	
Fancl House	1	3	18	9	15	14	5	5	70	
Fancl House J	1	3	18	8	2	6	4	2	44	
Genki Station	—	—	—	2	—	—	—	1	3	
ATTENIR Shop	1	1	3	3	1	5	1	1	16	
Others	—	—	2	1	—	—	—	—	3	
Total	5	10	47	39	22	37	16	17	193	

◆Number of Shops

	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 December 31, 2011	As of March 31, 2012 (Projection)
Fancl Ginza Square	1	1	1	1	1	1	1
Fancl Shop	—	7	14	24	43	56	61
Fancl House	107	100	93	85	75	70	70
Fancl House J	88	87	68	65	54	44	39
Genki Station	8	8	5	3	3	3	3
ATTENIR Shop	10	11	13	14	16	16	16
Others	4	4	3	2	3	3	3
Total	218	218	197	194	195	193	193