

## ◆ Sales By Segment

(Millions of yen,%)

		FY2011			FY2012					FY2013 (Projection)			
		amount	% of total	※amount	amount	% of total	% change	※amount	※%change	amount	% of total	% change	※%change
C o m p a n y	Mail Order	24,374	51.1	24,278	23,172	50.6	(4.9)	22,965	(5.4)	23,720	48.7	2.4	3.3
	Retail Store	15,361	32.2	15,361	14,802	32.3	(3.6)	14,802	(3.6)	16,310	33.5	10.2	10.2
	Wholesale	2,398	5.1	2,431	2,112	4.6	(11.9)	2,183	(10.2)	2,140	4.4	1.3	(2.0)
	Overseas sales	5,543	11.6	5,543	5,736	12.5	3.5	5,736	3.5	6,530	13.4	13.8	13.8
	Sub total	47,678	50.8	47,615	45,824	52.0	(3.9)	45,688	(4.0)	48,700	56.0	6.3	6.6
S u p p l i e r	Mail Order	11,975	42.4	11,953	11,550	42.7	(3.6)	11,536	(3.5)	11,440	40.3	(1.0)	(0.8)
	Retail Store	7,263	25.7	7,263	6,493	24.0	(10.6)	6,493	(10.6)	6,440	22.7	(0.8)	(0.8)
	Wholesale	6,342	22.5	6,350	7,035	26.0	10.9	7,041	10.9	7,450	26.2	5.9	5.8
	Overseas sales	2,666	9.4	2,666	1,956	7.3	(26.6)	1,956	(26.6)	3,070	10.8	56.9	56.9
	Sub total	28,247	30.1	28,233	27,036	30.7	(4.3)	27,028	(4.3)	28,400	32.6	5.0	5.1
O t h e r s	Mail Order	13,967	78.2	6,549	11,618	75.9	(16.8)	5,948	(9.2)	6,160	62.2	(47.0)	3.5
	Retail Store	1,071	6.0	1,071	956	6.2	(10.7)	956	(10.7)	1,000	10.1	4.5	4.5
	Wholesale	2,780	15.6	2,785	2,703	17.7	(2.8)	2,706	(2.8)	2,700	27.3	(0.1)	(0.2)
	Overseas sales	43	0.2	43	25	0.2	(41.1)	25	(41.1)	40	0.4	57.0	57.0
	Sub total	17,863	19.1	10,450	15,303	17.3	(14.3)	9,637	(7.8)	9,900	11.4	(35.3)	2.7
T o t a l	Mail Order	50,318	53.6	42,782	46,342	52.6	(7.9)	40,451	(5.4)	41,320	47.5	(10.8)	2.1
	Retail Store	23,696	25.3	23,696	22,252	25.2	(6.1)	22,252	(6.1)	23,750	27.3	6.7	6.7
	Wholesale	11,521	12.3	11,567	11,852	13.4	2.9	11,931	3.1	12,290	14.1	3.7	3.0
	Overseas sales	8,253	8.8	8,253	7,718	8.8	(6.5)	7,718	(6.5)	9,640	11.1	24.9	24.9
	Sub total	93,789	100.0	86,299	88,165	100.0	(6.0)	82,353	(4.6)	87,000	100.0	(1.3)	5.6

(Millions of yen,%)

		FY2011			FY2012					FY2013 (Projection)			
		amount	% of total	※amount	amount	% of total	% change	※amount	※%change	amount	% of total	% change	※%change
R i c e	Mail Order	1,836	61.5	1,836	1,733	59.4	(5.6)	1,733	(5.6)	1,790	59.6	3.3	3.3
	Retail Store	151	5.1	151	135	4.7	(10.5)	135	(10.5)	140	4.7	3.1	3.1
	Wholesale	974	32.6	975	1,035	35.5	6.2	1,035	6.2	1,050	35.0	1.4	1.4
	Overseas sales	25	0.8	25	12	0.4	(50.0)	12	(50.0)	20	0.7	57.8	57.8
	Sub total	2,988	3.2	2,988	2,917	3.3	(2.4)	2,917	(2.4)	3,000	3.4	2.8	2.8
K a i e	Mail Order	2,187	59.4	2,187	2,070	61.3	(5.3)	2,070	(5.3)	2,060	60.6	(0.5)	(0.5)
	Retail Store	851	23.1	851	742	22.0	(12.8)	742	(12.8)	730	21.5	(1.7)	(1.7)
	Wholesale	625	17.0	629	550	16.3	(12.0)	551	(12.4)	590	17.3	7.2	6.9
	Overseas sales	17	0.5	17	12	0.4	(28.4)	12	(28.4)	20	0.6	56.3	56.3
	Sub total	3,682	3.9	3,686	3,376	3.8	(8.3)	3,377	(8.4)	3,400	3.9	0.7	0.7

IIMONO-OHOKOKU was deconsolidated from February 1, 2012. For analysis reflecting to its actual sales amount, the "Amount" and "%change" shown above is accounted for on the premise that IIMONO-OHOKOKU had not been consolidated.

◆ **Number of Active Customers**

(people)

		As of March 31,2010	As of March 31,2011	As of March 31,2012	Increase (decrease)
F A N C L	Cosmetics	1,303,977	1,247,110	1,191,570	(55,540)
	Cosmetics Mail Order	688,129	682,511	642,118	(40,393)
	Cosmetics Retail Stores	732,013	680,036	656,228	(23,808)
	Nutritional Supple	896,959	1,052,012	928,629	(123,383)
	Supple Mail Order	520,750	662,589	581,112	(81,477)
	Supple Retail Stores	421,984	442,919	390,888	(52,031)
	Rice Mail Order	204,079	186,182	192,539	6,357
	Kale Mail Order	103,060	93,491	89,496	(3,995)
	Mail order	1,105,139	1,208,834	1,115,369	(93,465)
	Retail Stores	986,239	953,887	895,658	(58,229)
ATTENIR cosme mail order		462,211	422,040	368,142	(53,898)

◆ **Purchase Unit Prices(FANCL)**

(Yen,%)

	FY2011		FY2012	
	Unit Price	% change	Unit Price	% change
Cosmetics Mail Order	5,984	1.7	5,824	(2.7)
Supple Mail Order	5,317	(7.9)	5,313	(0.1)
Retail Stores	3,934	1.1	3,910	(0.6)

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

FY2010	FY2011	FY2012
99.4%	95.6%	94.1%

## ◆ Segment Information

(Millions of yen,%)

	FY2011			FY2012					FY2013 (Projection)				
	amount	% of total	※amount	amount	% of total	% change	※amount	※%change	amount	% of total	% change	※%change	
C o s m e	Sales	47,678	50.8	47,615	45,824	52.0	(3.9)	45,688	(4.0)	48,700	56.0	6.3	6.6
	Gross Profit	34,798	73.0	34,728	33,632	73.4	(3.4)	33,480	(3.6)	35,400	72.7	5.3	5.7
	SGA	27,700	58.1	27,656	28,947	63.2	4.5	28,841	4.3	31,110	63.9	7.5	7.9
	Advertising	3,596	7.5	3,586	4,237	9.2	17.8	4,214	17.5	5,280	10.8	24.6	25.3
	Operating Income	7,097	14.9	7,071	4,685	10.2	(34.0)	4,638	(34.4)	4,290	8.8	(8.4)	(7.5)
S u p p l e	Sales	28,247	30.1	28,233	27,036	30.7	(4.3)	27,028	(4.3)	28,400	32.6	5.0	5.1
	Gross Profit	18,664	66.1	18,650	18,303	67.7	(1.9)	18,294	(1.9)	19,140	67.4	4.6	4.6
	SGA	16,538	58.5	16,528	16,720	61.8	1.1	16,714	1.1	17,380	61.2	3.9	4.0
	Advertising	2,943	10.4	2,940	2,941	10.9	(0.1)	2,939	(0.0)	3,110	11.0	5.7	5.8
	Operating Income	2,125	7.5	2,122	1,583	5.9	(25.5)	1,579	(25.6)	1,760	6.2	11.1	11.4
O t h e r s	Sales	17,863	19.1	10,450	15,303	17.3	(14.3)	9,637	(7.8)	9,900	11.4	(35.3)	2.7
	Gross Profit	8,380	46.9	4,504	7,060	46.1	(15.7)	4,166	(7.5)	4,290	43.3	(39.2)	3.0
	SGA	8,885	49.7	4,882	7,648	50.0	(13.9)	4,625	(5.3)	4,490	45.4	(41.3)	(2.9)
	Advertising	1,690	9.5	810	1,361	8.9	(19.5)	693	(14.4)	670	6.8	(50.8)	(3.4)
	Operating Income	(505)	(2.8)	(378)	(587)	(3.8)	—	(459)	—	(200)	(2.0)	—	—
Eliminations or Corporate	(1,599)		(1,599)	(1,664)			(1,664)		(1,650)				
T o t a l	Sales	93,789	100.0	86,299	88,165	100.0	(6.0)	82,353	(4.6)	87,000	100.0	(1.3)	5.6
	Gross Profit	61,842	65.9	57,884	58,997	66.9	(4.6)	55,940	(3.4)	58,830	67.6	(0.3)	5.2
	SGA	54,724	58.3	50,667	54,980	62.4	0.5	51,847	2.3	54,630	62.8	(0.6)	5.4
	Advertising	8,230	8.8	7,337	8,540	9.7	3.8	7,847	6.9	9,060	10.4	6.1	15.5
	Operating Income	7,117	7.6	7,216	4,016	4.6	(43.6)	4,093	(43.3)	4,200	4.8	4.6	2.6

## ◆ Selling, General and administrative expenses

(Millions of yen,%)

	FY2011			FY2012					FY2013 (Projection)			
	amount	% of total	※amount	amount	% of total	% change	※amount	※%change	amount	% of total	% change	※%change
Advertising	8,230	8.8	7,337	8,540	9.7	3.8	7,847	6.9	9,060	10.4	6.1	15.5
Sales Promotions	11,240	12.0	9,434	10,860	12.3	(3.4)	9,540	1.1	9,860	11.3	(9.2)	3.4
Transport	3,630	3.9	3,436	3,386	3.8	(6.7)	3,221	(6.3)	3,400	3.9	0.4	5.5
Communications	2,019	2.2	1,625	1,849	2.1	(8.4)	1,546	(4.9)	1,580	1.8	(14.6)	2.2
Fees/Outsourcing	8,802	9.4	8,666	9,253	10.5	5.1	9,147	5.6	9,680	11.1	4.6	5.8
Salaries	12,906	13.8	12,509	12,559	14.2	(2.7)	12,234	(2.2)	12,470	14.3	(0.7)	1.9
Depreciations	2,030	2.2	2,023	2,425	2.8	19.5	2,420	19.6	2,570	3.0	5.9	6.2
Others	5,864	6.3	5,633	6,103	6.9	4.1	5,889	4.5	6,010	6.9	(1.5)	2.0
Total	54,724	58.3	50,667	54,980	62.4	0.5	51,847	2.3	54,630	62.8	(0.6)	5.4

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## ◆ Capital Investment and Depreciation

(Millions of yen)

	FY2011	FY2012	FY2013 (Projection)
Capital Investment	3,305	3,948	4,000
Depreciation	2,970	3,437	3,800

◆Number of Shops by Region

As of March 31, 2012

	Hokkaido	Tohoku	Kanto (except Tokyo)	TOKYO	Tokai, Hokuriku & Shinetsu	Kinki	Chugoku, Shikoku	Kyusyu, Okinawa	Total
Fancl Shop	2	3	9	16	5	12	6	8	61
Fancl House	1	3	18	9	15	14	5	5	70
Fancl House J	1	3	15	7	1	6	4	2	39
Genki Station	—	—	—	2	—	—	—	1	3
Fancl Ginza Square	—	—	—	1	—	—	—	—	1
Others	—	—	2	1	—	—	—	—	3
<b>Total</b>	<b>4</b>	<b>9</b>	<b>44</b>	<b>36</b>	<b>21</b>	<b>32</b>	<b>15</b>	<b>16</b>	<b>177</b>
ATTENIR Shop	1	1	3	3	1	5	1	1	16

◆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 March 31, 2012	As of March 31, 2013 (Projection)
Fancl Shop	—	7	14	24	43	61	86
Fancl House	107	100	93	85	75	70	62
Fancl House J	88	87	68	65	54	39	23
Genki Station	8	8	5	3	3	3	2
Fancl Ginza Square	1	1	1	1	1	1	1
Others	4	4	3	2	3	3	3
<b>Total</b>	<b>208</b>	<b>207</b>	<b>184</b>	<b>180</b>	<b>179</b>	<b>177</b>	<b>177</b>
ATTENIR Shop	10	11	13	14	16	16	17