♦ Sales By Segment (Three Months)

| | | | Tł | ree Montl | าร | | Three Months | | | | |
|-----|----------------|--------|------------|-----------|---------|-----------|--------------|------------|----------|-----------|--|
| | | | (| ended 6/1 | 1 | | ended 6/12 | | | | |
| | | amount | % of total | % change | amount* | % change* | amount | % of total | % change | % change* | |
| С | Mail Order | 5,545 | 50.1 | (9.1) | 5,500 | (9.6) | 5,511 | 48.6 | (0.6) | 0.2 | |
| 0 | Retail Store | 3,655 | 33.0 | (10.2) | 3,655 | (10.2) | 3,855 | 34.0 | 5.5 | 5.5 | |
| s | Wholesale | 543 | 4.9 | (6.3) | 571 | (2.2) | 692 | 6.1 | 27.3 | 21.0 | |
| m | Overseas sales | 1,321 | 12.0 | 2.1 | 1,321 | 2.1 | 1,274 | 11.3 | (3.6) | (3.6) | |
| е | Sub total | 11,066 | 51.0 | (8.1) | 11,049 | (8.2) | 11,333 | 56.1 | 2.4 | 2.6 | |
| S | Mail Order | 2,809 | 41.5 | (0.4) | 2,804 | (0.4) | 2,567 | 39.9 | (8.6) | (8.5) | |
| u | Retail Store | 1,634 | 24.1 | (8.1) | 1,634 | (8.1) | 1,471 | 22.9 | (10.0) | (10.0) | |
| р | Wholesale | 1,608 | 23.7 | 17.1 | 1,610 | 17.1 | 1,862 | 29.0 | 15.8 | 15.7 | |
| ١ | Overseas sales | 725 | 10.7 | 11.3 | 725 | 11.3 | 529 | 8.2 | (26.9) | (26.9) | |
| е | Sub total | 6,778 | 31.2 | 2.3 | 6,775 | 2.3 | 6,431 | 31.8 | (5.1) | (5.1) | |
| 0 | Mail Order | 2,936 | 76.0 | (20.4) | 1,489 | (15.3) | 1,530 | 62.7 | (47.9) | 2.7 | |
| t . | Retail Store | 245 | 6.4 | (15.8) | 245 | (15.8) | 231 | 9.5 | (5.8) | (5.8) | |
| l h | Wholesale | 671 | 17.4 | (8.2) | 673 | (8.4) | 673 | 27.6 | 0.3 | 0.1 | |
| r | Overseas sales | 8 | 0.2 | (24.5) | 8 | (24.5) | 4 | 0.2 | (45.0) | (45.0) | |
| s | Sub total | 3,862 | 17.8 | (18.2) | 2,417 | (13.6) | 2,440 | 12.1 | (36.8) | 1.0 | |
| Т | Mail Order | 11,290 | 52.0 | (10.5) | 9,795 | (8.1) | 9,609 | 47.6 | (14.9) | (1.9) | |
| 0 | Retail Store | 5,535 | 25.5 | (9.8) | 5,535 | (9.8) | 5,558 | 27.5 | 0.4 | 0.4 | |
| t | Wholesale | 2,824 | 13.0 | 5.2 | 2,855 | 6.0 | 3,228 | 16.0 | 14.3 | 13.1 | |
| а | Overseas sales | 2,055 | 9.5 | 5.0 | 2,055 | 5.0 | 1,808 | 8.9 | (12.0) | (12.0) | |
| | Sub total | 21,706 | 100.0 | (7.2) | 20,241 | (5.6) | 20,205 | 100.0 | (6.9) | (0.2) | |

| | | | | nree Montl ended 6/1 | - | Three Months ended 6/12 | | | | |
|--------|----------------|--------|------------|-------------------------|---------|----------------------------|--------|------------|----------|-----------|
| | | amount | % of total | % change | amount* | % change* | amount | % of total | % change | % change* |
| _ | Mail Order | 415 | 57.9 | (11.1) | 415 | (11.1) | 426 | 56.9 | 2.7 | 2.7 |
| R : | Retail Store | 34 | 4.8 | (13.0) | 34 | (13.0) | 31 | 4.2 | (7.3) | (7.3) |
| l 'c | Wholesale | 262 | 36.7 | 2.8 | 262 | 2.8 | 289 | 38.6 | 10.0 | 10.0 |
| l e | Overseas sales | 4 | 0.6 | 0.1 | 4 | 0.1 | 2 | 0.3 | (51.8) | (51.8) |
| Ľ | Sub total | 716 | 3.3 | (6.5) | 716 | (6.5) | 749 | 3.7 | 4.6 | 4.6 |
| | Mail Order | 524 | 60.8 | (6.8) | 524 | (6.8) | 522 | 62.9 | (0.5) | (0.5) |
| K | Retail Store | 195 | 22.6 | (17.1) | 195 | (17.1) | 172 | 20.8 | (11.6) | (11.6) |
| a ı | Wholesale | 139 | 16.1 | (16.4) | 140 | (16.9) | 132 | 16.0 | (4.5) | (5.4) |
| l 'e | Overseas sales | 4 | 0.5 | 46.4 | 4 | 46.4 | 2 | 0.3 | (38.5) | (38.5) |
| Ľ | Sub total | 864 | 4.0 | (10.8) | 865 | (10.9) | 830 | 4.1 | (3.9) | (4.0) |

^{*}On February 1, 2012 the sundries business of IIMONO OHKOKU Co., (currently IIMONO FUDOSAN Co., Ltd.) was separated and all shares were transferred to a newly established company. In order to enable a more accurate analysis, the "amount" and the "percentage of change" have been restated under the premise IIMONO OHKOKU had not been consolidated.

♦Sales By Segment (Six Months)

| | | | 5 | | Six Months ended 9/12 | | | | | | |
|-----|----------------|--------|------------|-----------|-----------------------|-----------|--------------|------------|----------|-----------|--|
| | | | (| ended 9/1 | 1 | | (Projection) | | | | |
| | | amount | % of total | % change | amount* | % change* | amount | % of total | % change | % change* | |
| С | Mail Order | 11,278 | 49.7 | (4.8) | 11,159 | (5.4) | 11,800 | 49.1 | 4.6 | 5.7 | |
| 0 | Retail Store | 7,454 | 32.8 | (7.2) | 7,454 | (7.2) | 8,210 | 34.1 | 10.1 | 10.1 | |
| s | Wholesale | 1,093 | 4.8 | (9.5) | 1,156 | (5.5) | 1,290 | 5.4 | 17.9 | 11.6 | |
| m | Overseas sales | 2,878 | 12.7 | 7.8 | 2,878 | 7.8 | 2,750 | 11.4 | (4.5) | (4.5) | |
| е | Sub total | 22,706 | 51.7 | (4.4) | 22,648 | (4.5) | 24,050 | 56.3 | 5.9 | 6.2 | |
| S | Mail Order | 5,564 | 41.7 | 1.8 | 5,554 | 1.8 | 5,300 | 38.7 | (4.7) | (4.6) | |
| u | Retail Store | 3,275 | 24.5 | (8.6) | 3,275 | (8.6) | 3,050 | 22.3 | (6.9) | (6.9) | |
| рр | Wholesale | 3,329 | 24.9 | 23.8 | 3,333 | 23.7 | 3,850 | 28.1 | 15.6 | 15.5 | |
| ١٢ | Overseas sales | 1,190 | 8.9 | (10.8) | 1,190 | (10.8) | 1,500 | 10.9 | 26.0 | 26.0 | |
| е | Sub total | 13,360 | 30.4 | 2.2 | 13,354 | 2.2 | 13,700 | 32.1 | 2.5 | 2.6 | |
| 0 | Mail Order | 5,931 | 75.5 | (13.5) | 2,958 | (11.7) | 3,080 | 62.2 | (48.1) | 4.1 | |
| t | Retail Store | 504 | 6.4 | (13.0) | 504 | (13.0) | 500 | 10.1 | (1.0) | (1.0) | |
| l h | Wholesale | 1,401 | 17.9 | (5.0) | 1,402 | (5.1) | 1,360 | 27.5 | (2.9) | (3.0) | |
| r | Overseas sales | 15 | 0.2 | (46.8) | 15 | (46.8) | 10 | 0.2 | (36.1) | (36.1) | |
| s | Sub total | 7,853 | 17.9 | (12.2) | 4,881 | (10.2) | 4,950 | 11.6 | (37.0) | 1.4 | |
| Т | Mail Order | 22,775 | 51.8 | (5.8) | 19,672 | (4.5) | 20,180 | 47.3 | (11.4) | 2.6 | |
| 0 | Retail Store | 11,235 | 25.6 | (7.9) | 11,235 | (7.9) | 11,760 | 27.5 | 4.7 | 4.7 | |
| t | Wholesale | 5,824 | 13.3 | 8.4 | 5,892 | 9.2 | 6,500 | 15.2 | 11.6 | 10.3 | |
| а | Overseas sales | 4,084 | 9.3 | 1.2 | 4,084 | 1.2 | 4,260 | 10.0 | 4.3 | 4.3 | |
| Ш | Sub total | 43,920 | 100.0 | (4.1) | 40,885 | (3.2) | 42,700 | 100.0 | (2.8) | 4.4 | |

| | | | | Six Months | | Six Months ended 9/12 | | | | |
|--------|----------------|--------|------------|------------|---------|-----------------------|--------|------------|----------|-----------|
| | | | (| ended 9/1 | 1 | | | (Proj | ection) | |
| | | amount | % of total | % change | amount* | % change* | amount | % of total | % change | % change* |
| R | Mail Order | 835 | 58.6 | (5.4) | 835 | (5.4) | 840 | 57.9 | 0.6 | 0.6 |
| ۱ĸ | Retail Store | 69 | 4.9 | (10.4) | 69 | (10.4) | 65 | 4.5 | (6.5) | (6.5) |
| l 'c | Wholesale | 513 | 36.0 | 3.1 | 513 | 3.0 | 540 | 37.2 | 5.2 | 5.2 |
| l e | Overseas sales | 7 | 0.5 | (6.7) | 7 | (6.7) | 5 | 0.4 | (32.8) | (32.8) |
| Ľ | Sub total | 1,425 | 3.2 | (2.8) | 1,425 | (2.8) | 1,450 | 3.4 | 1.7 | 1.7 |
| | Mail Order | 1,067 | 60.2 | (6.3) | 1,067 | (6.3) | 1,080 | 61.7 | 1.2 | 1.2 |
| K | Retail Store | 398 | 22.5 | (14.7) | 398 | (14.7) | 375 | 21.4 | (5.9) | (5.9) |
| a ı | Wholesale | 297 | 16.8 | (13.1) | 299 | (13.3) | 290 | 16.6 | (2.7) | (3.1) |
| l ˈ | Overseas sales | 8 | 0.5 | (5.8) | 8 | (5.8) | 5 | 0.3 | (39.1) | (39.1) |
| Ľ | Sub total | 1,772 | 4.0 | (9.5) | 1,773 | (9.5) | 1,750 | 4.1 | (1.3) | (1.3) |

^{*}On February 1, 2012 the sundries business of IIMONO OHKOKU Co., (currently IIMONO FUDOSAN Co., Ltd.) was separated and all shares were transferred to a newly established company. In order to enable a more accurate analysis, the "amount" and the "percentage of change" have been restated under the premise IIMONO OHKOKU had not been consolidated.

♦Sales By Segment (Full Year)

| | | | | FY2012 | | | FY2013 | | | | |
|-----|----------------|--------|------------|----------|---------|-----------|--------|------------|----------|-----------|--|
| | | | | F12012 | | | | (Proje | ction) | | |
| | | amount | % of total | % change | amount* | % change* | amount | % of total | % change | % change* | |
| С | Mail Order | 23,172 | 50.6 | (4.9) | 22,965 | (5.4) | 24,050 | 49.4 | 3.8 | 4.7 | |
| 0 | Retail Store | 14,802 | 32.3 | (3.6) | 14,802 | (3.6) | 16,060 | 33.0 | 8.5 | 8.5 | |
| s | Wholesale | 2,112 | 4.6 | (11.9) | 2,183 | (10.2) | 2,400 | 4.9 | 13.6 | 9.9 | |
| m | Overseas sales | 5,736 | 12.5 | 3.5 | 5,736 | 3.5 | 6,190 | 12.7 | 7.9 | 7.9 | |
| е | Sub total | 45,824 | 52.0 | (3.9) | 45,688 | (4.0) | 48,700 | 56.0 | 6.3 | 6.6 | |
| S | Mail Order | 11,550 | 42.7 | (3.6) | 11,536 | (3.5) | 11,130 | 39.2 | (3.6) | (3.5) | |
| u | Retail Store | 6,493 | 24.0 | (10.6) | 6,493 | (10.6) | 6,250 | 22.0 | (3.7) | (3.7) | |
| l p | Wholesale | 7,035 | 26.0 | 10.9 | 7,041 | 10.9 | 7,820 | 27.5 | 11.1 | 11.1 | |
| ١ | Overseas sales | 1,956 | 7.3 | (26.6) | 1,956 | (26.6) | 3,200 | 11.3 | 63.5 | 63.5 | |
| е | Sub total | 27,036 | 30.7 | (4.3) | 27,028 | (4.3) | 28,400 | 32.6 | 5.0 | 5.1 | |
| 0 | Mail Order | 11,618 | 75.9 | (16.8) | 5,948 | (9.2) | 6,160 | 62.2 | (47.0) | 3.5 | |
| t | Retail Store | 956 | 6.2 | (10.7) | 956 | (10.7) | 960 | 9.7 | 0.4 | 0.4 | |
| l h | Wholesale | 2,703 | 17.7 | (2.8) | 2,706 | (2.8) | 2,750 | 27.8 | 1.7 | 1.6 | |
| r | Overseas sales | 25 | 0.2 | (41.1) | 25 | (41.1) | 30 | 0.3 | 17.8 | 17.8 | |
| s | Sub total | 15,303 | 17.3 | (14.3) | 9,637 | (7.8) | 9,900 | 11.4 | (35.3) | 2.7 | |
| Т | Mail Order | 46,342 | 52.6 | (7.9) | 40,451 | (5.4) | 41,340 | 47.5 | (10.8) | 2.2 | |
| 0 | Retail Store | 22,252 | 25.2 | (6.1) | 22,252 | (6.1) | 23,270 | 26.8 | 4.6 | 4.6 | |
| t | Wholesale | 11,852 | 13.4 | 2.9 | 11,931 | 3.1 | 12,970 | 14.9 | 9.4 | 8.7 | |
| а | Overseas sales | 7,718 | 8.8 | (6.5) | 7,718 | (6.5) | 9,420 | 10.8 | 22.0 | 22.0 | |
| I | Sub total | 88,165 | 100.0 | (6.0) | 82,353 | (4.6) | 87,000 | 100.0 | (1.3) | 5.6 | |

| | | | _ | FY2013 (Projection) | | | | | | |
|--------|----------------|--------|------------|------------------------|---------|-----------|--------|------------|----------|-----------|
| | | amount | % of total | % change | amount* | % change* | amount | % of total | % change | % change* |
| | Mail Order | 1,733 | 59.4 | (5.6) | 1,733 | (5.6) | 1,760 | 58.7 | 1.5 | 1.5 |
| R : | Retail Store | 135 | 4.7 | (10.5) | 135 | (10.5) | 125 | 4.2 | (7.9) | (7.9) |
| 'c | Wholesale | 1,035 | 35.5 | 6.2 | 1,035 | 6.2 | 1,100 | 36.7 | 6.2 | 6.2 |
| l e | Overseas sales | 12 | 0.4 | (50.0) | 12 | (50.0) | 15 | 0.5 | 18.3 | 18.3 |
| Ľ | Sub total | 2,917 | 3.3 | (2.4) | 2,917 | (2.4) | 3,000 | 3.4 | 2.8 | 2.8 |
| | Mail Order | 2,070 | 61.3 | (5.3) | 2,070 | (5.3) | 2,090 | 61.5 | 0.9 | 0.9 |
| K | Retail Store | 742 | 22.0 | (12.8) | 742 | (12.8) | 715 | 21.0 | (3.7) | (3.7) |
| a ı | Wholesale | 550 | 16.3 | (12.0) | 551 | (12.4) | 580 | 17.1 | 5.4 | 5.1 |
| l 'e | Overseas sales | 12 | 0.4 | (28.4) | 12 | (28.4) | 15 | 0.4 | 17.2 | 17.2 |
| Ľ | Sub total | 3,376 | 3.8 | (8.3) | 3,377 | (8.4) | 3,400 | 3.9 | 0.7 | 0.7 |

^{*}On February 1, 2012 the sundries business of IIMONO OHKOKU Co., (currently IIMONO FUDOSAN Co., Ltd.) was separated and all shares were transferred to a newly established company. In order to enable a more accurate analysis, the "amount" and the "percentage of change" have been restated under the premise IIMONO OHKOKU had not been consolidated.

♦Number of Active Customers

(people)

| | | As of June 30,2010 | As of June 30,2011 | As of June 30,2012 | Increase (decrease) |
|----------|-------------------------|--------------------|--------------------|--------------------|------------------------|
| | Cosmetics | 1,236,191 | 1,200,496 | 1,119,976 | (80,520) |
| | Cosmetics Mail Order | 625,751 | 637,590 | 568,468 | (69,122) |
| | Cosmetics Retail Stores | 718,502 | 670,084 | 652,296 | (17,788) |
| F | Nutritional Supple | 849,840 | 976,021 | 816,876 | (159,145) |
| I A N | Supple Mail Order | 488,548 | 604,685 | 484,774 | (119,911) |
| C | Supple Retail Stores | 402,809 | 416,286 | 369,245 | (47,041) |
| L | Rice Mail Order | 191,363 | 166,591 | 188,222 | 21,631 |
| | Kale Mail Order | 109,124 | 89,938 | 91,935 | 1,997 |
| | Mail order | 1,032,091 | 1,125,651 | 991,062 | (134,589) |
| | Retail Stores | 961,891 | 930,121 | 882,042 | (48,079) |
| ATT | ENIR cosme mail order | 481,465 | 376,238 | 361,388 | (14,850) |

♦Purchase Unit Prices(FANCL)

(Yen,%)

| VI SHOULD STATE / | | | | | | | | | |
|----------------------|--------------|--------------|-----------|--|--|--|--|--|--|
| | Three Months | Three Months | % change | | | | | | |
| | ended 6/11 | ended 6/12 | 70 Change | | | | | | |
| Cosmetics Mail Order | 5,622 | 5,894 | 4.8 | | | | | | |
| Supple Mail Order | 5,281 | 5,596 | 6.0 | | | | | | |
| Retail Stores | 3,904 | 4,032 | 3.3 | | | | | | |

♦Existing Stores Year-on-year-change

| Three Months | Three Months | Three Months |
|--------------|--------------|--------------|
| ended 6/10 | ended 6/11 | ended 6/12 |
| 97.8% | 89.4% | 92.9% |

♦Segment Information (Three Months)

(Millions of yen,%)

| | | | Tł | nree Month | าร | | Three Months | | | |
|--------|------------------------|--------|------------|------------|---------|-----------|--------------|------------|----------|-----------|
| | | | | ended 6/1 | 1 | | | ende | d 6/12 | |
| | | amount | % of total | % change | amount* | % change* | amount | % of total | % change | % change* |
| С | Sales | 11,066 | 51.0 | (8.1) | 11,049 | (8.2) | 11,333 | 56.1 | 2.4 | 2.6 |
| 0 | Gross Profit | 8,217 | 74.3 | (6.8) | 8,186 | (7.1) | 8,296 | 73.2 | 1.0 | 1.3 |
| s | SGA | 6,935 | 62.7 | 4.5 | 6,912 | 4.3 | 7,956 | 70.2 | 14.7 | 15.1 |
| m | Advertising | 1,137 | 10.3 | 78.5 | 1,133 | 78.4 | 1,866 | 16.5 | 64.0 | 64.7 |
| е | Operating Income | 1,282 | 11.6 | (41.3) | 1,273 | (41.6) | 339 | 3.0 | (73.5) | (73.3) |
| S | Sales | 6,778 | 31.2 | 2.3 | 6,775 | 2.3 | 6,431 | 31.8 | (5.1) | (5.1) |
| u | Gross Profit | 4,476 | 66.0 | 5.3 | 4,472 | 5.3 | 4,378 | 68.1 | (2.2) | (2.1) |
| p p | SGA | 4,170 | 61.5 | 14.8 | 4,168 | 14.9 | 4,053 | 63.0 | (2.8) | (2.8) |
| I | Advertising | 886 | 13.1 | 106.0 | 886 | 106.2 | 744 | 11.6 | (16.0) | (16.0) |
| е | Operating Income | 305 | 4.5 | (50.5) | 304 | (50.7) | 324 | 5.1 | 6.2 | 6.8 |
| 0 | Sales | 3,862 | 17.8 | (18.2) | 2,417 | (13.6) | 2,440 | 12.1 | (36.8) | 1.0 |
| t L | Gross Profit | 1,838 | 47.6 | (15.1) | 1,074 | (7.5) | 1,073 | 44.0 | (41.6) | (0.1) |
| h e | SGA | 2,017 | 52.2 | (14.5) | 1,166 | (5.1) | 1,119 | 45.9 | (44.5) | (4.1) |
| r | Advertising | 353 | 9.2 | (22.9) | 188 | (17.1) | 177 | 7.3 | (49.9) | (5.9) |
| s | Operating Income | (179) | (4.6) | _ | (92) | _ | (45) | (1.9) | _ | _ |
| Elir | ninations or Corporate | (407) | | | (407) | | (408) | | | |
| Т | Sales | 21,706 | 100.0 | (7.2) | 20,241 | (5.6) | 20,205 | 100.0 | (6.9) | (0.2) |
| 0 | Gross Profit | 14,532 | 67.0 | (4.6) | 13,733 | (3.4) | 13,747 | 68.0 | (5.4) | 0.1 |
| t | SGA | 13,530 | 62.3 | 3.2 | 12,654 | 5.7 | 13,536 | 67.0 | 0.0 | 7.0 |
| а | Advertising | 2,378 | 11.0 | 55.8 | 2,208 | 70.9 | 2,788 | 13.8 | 17.2 | 26.3 |
| | Operating Income | 1,001 | 4.6 | (52.9) | 1,078 | (52.0) | 210 | 1.0 | (78.9) | (80.4) |

♦General and administrative expenses (Three Months)

(Millions of yen,%)

| | | Tł | ree Month | าร | | Three Months | | | | |
|------------------|--|------|-----------|--------|------------|--------------|------------|----------|-----------|--|
| | | | ended 6/1 | 1 | ended 6/12 | | | | | |
| | amount % of total % change amount* % change* a | | | | | amount | % of total | % change | % change* | |
| Advertising | 2,378 | 11.0 | 55.8 | 2,208 | 70.9 | 2,788 | 13.8 | 17.2 | 26.3 | |
| Sales Promotions | 2,498 | 11.5 | (11.0) | 2,119 | (6.5) | 2,161 | 10.7 | (13.5) | 2.0 | |
| Transport | 832 | 3.8 | (7.9) | 786 | (7.9) | 771 | 3.8 | (7.4) | (1.9) | |
| Communications | 456 | 2.1 | (6.7) | 367 | (4.0) | 402 | 2.0 | (11.8) | 9.6 | |
| Fees/outsourcing | 2,150 | 9.9 | 1.4 | 2,122 | 1.7 | 2,194 | 10.9 | 2.0 | 3.4 | |
| Salaries | 3,091 | 14.2 | (3.6) | 2,994 | (3.8) | 3,096 | 15.3 | 0.2 | 3.4 | |
| Depreciations | 563 | 2.6 | 18.0 | 562 | 18.1 | 538 | 2.7 | (4.6) | (4.4) | |
| Others | 1,558 | 7.2 | (1.3) | 1,493 | (0.4) | 1,583 | 7.8 | 1.6 | 6.0 | |
| Total | 13,530 | 62.3 | 3.2 | 12,654 | 5.7 | 13,536 | 67.0 | 0.0 | 7.0 | |

*On February 1, 2012 the sundries business of IIMONO OHKOKU Co., (currently IIMONO FUDOSAN Co., Ltd.) was separated and all shares were transferred to a newly established company. In order to enable a more accurate analysis, the "amount" and the "percentage of change" have been restated under the premise IIMONO OHKOKU had not been consolidated.

♦Segment Information (Six Months)

(Millions of yen,%)

| | | | 5 | Six Months | 5 | Six Months ended 9/12 | | | | |
|--------|------------------------|--------|------------|------------|---------|-----------------------|--------------|------------|----------|-----------|
| | | | (| ended 9/1 | 1 | | (Projection) | | | |
| | | amount | % of total | % change | amount* | % change* | amount | % of total | % change | % change* |
| С | Sales | 22,706 | 51.7 | (4.4) | 22,648 | (4.5) | 24,050 | 56.3 | 5.9 | 6.2 |
| 0 | Gross Profit | 16,717 | 73.6 | (3.7) | 16,631 | (4.0) | 17,580 | 73.1 | 5.2 | 5.7 |
| s | SGA | 14,512 | 63.9 | 1.4 | 14,449 | 1.1 | 16,400 | 68.2 | 13.0 | 13.5 |
| m | Advertising | 2,587 | 11.4 | 16.1 | 2,574 | 15.8 | 3,540 | 14.7 | 36.8 | 37.5 |
| е | Operating Income | 2,204 | 9.7 | (27.5) | 2,182 | (27.9) | 1,180 | 4.9 | (46.5) | (45.9) |
| S | Sales | 13,360 | 30.4 | 2.2 | 13,354 | 2.2 | 13,700 | 32.1 | 2.5 | 2.6 |
| u | Gross Profit | 8,888 | 66.5 | 6.1 | 8,881 | 6.1 | 9,250 | 67.5 | 4.1 | 4.2 |
| p p | SGA | 8,347 | 62.5 | 9.9 | 8,342 | 10.0 | 8,460 | 61.8 | 1.3 | 1.4 |
| | Advertising | 1,684 | 12.6 | 35.8 | 1,683 | 35.8 | 1,560 | 11.4 | (7.4) | (7.3) |
| е | Operating Income | 540 | 4.0 | (31.3) | 538 | (31.4) | 790 | 5.8 | 46.2 | 46.7 |
| 0 | Sales | 7,853 | 17.9 | (12.2) | 4,881 | (10.2) | 4,950 | 11.6 | (37.0) | 1.4 |
| t | Gross Profit | 3,714 | 47.3 | (10.6) | 2,158 | (7.2) | 2,170 | 43.8 | (41.6) | 0.5 |
| l h | SGA | 4,070 | 51.8 | (9.8) | 2,383 | (3.7) | 2,310 | 46.7 | (43.3) | (3.1) |
| r | Advertising | 759 | 9.7 | (17.1) | 401 | (15.8) | 390 | 7.9 | (48.6) | (2.9) |
| s | Operating Income | (356) | (4.5) | - | (224) | _ | (140) | (2.8) | _ | _ |
| Elir | minations or Corporate | (867) | | | (867) | | (900) | | | |
| Т | Sales | 43,920 | 100.0 | (4.1) | 40,885 | (3.2) | 42,700 | 100.0 | (2.8) | 4.4 |
| 0 | Gross Profit | 29,319 | 66.8 | (1.9) | 27,671 | (1.2) | 29,000 | 67.9 | (1.1) | 4.8 |
| t | SGA | 27,798 | 63.3 | 1.8 | 26,042 | 3.2 | 28,070 | 65.7 | 1.0 | 7.8 |
| а | Advertising | 5,031 | 11.5 | 14.8 | 4,659 | 18.3 | 5,490 | 12.9 | 9.1 | 17.8 |
| I | Operating Income | 1,521 | 3.5 | (41.2) | 1,629 | (41.5) | 930 | 2.2 | (38.9) | (42.9) |

♦General and administrative expenses (Six Months)

| | | (| Six Months | 3 | Six Months ended 9/12 | | | | | | |
|------------------|------------|------------|------------|---------|-----------------------|--------|--------------|----------|-----------|--|--|
| | ended 9/11 | | | | | | (Projection) | | | | |
| | amount | % of total | % change | amount* | % change* | amount | % of total | % change | % change* | | |
| Advertising | 5,031 | 11.5 | 14.8 | 4,659 | 18.3 | 5,490 | 12.9 | 9.1 | 17.8 | | |
| Sales Promotions | 5,128 | 11.7 | (5.3) | 4,385 | (2.0) | 4,870 | 11.4 | (5.0) | 11.0 | | |
| Transport | 1,691 | 3.9 | (5.1) | 1,589 | (5.7) | 1,650 | 3.9 | (2.4) | 3.8 | | |
| Communications | 945 | 2.2 | (3.2) | 764 | (1.1) | 830 | 1.9 | (12.2) | 8.6 | | |
| Fees/Outsourcing | 4,601 | 10.5 | 7.4 | 4,542 | 7.6 | 4,850 | 11.4 | 5.4 | 6.8 | | |
| Salaries | 6,256 | 14.2 | (3.9) | 6,061 | (4.0) | 6,250 | 14.6 | (0.1) | 3.1 | | |
| Depreciations | 1,168 | 2.7 | 20.1 | 1,165 | 20.2 | 1,150 | 2.7 | (1.6) | (1.4) | | |
| Others | 2,974 | 6.8 | 0.1 | 2,873 | 0.6 | 2,980 | 7.0 | 0.2 | 3.7 | | |
| Total | 27,798 | 63.3 | 1.8 | 26,042 | 3.2 | 28,070 | 65.7 | 1.0 | 7.8 | | |

^{*}On February 1, 2012 the sundries business of IIMONO OHKOKU Co., (currently IIMONO FUDOSAN Co., Ltd.) was separated and all shares were transferred to a newly established company. In order to enable a more accurate analysis, the "amount" and the "percentage of change" have been restated under the premise IIMONO OHKOKU had not been consolidated.

♦Segment Information (Full Year)

(Millions of yen,%)

| | | FY2012 | | | | | | FY2013 (Projection) | | | | |
|--------|------------------------|------------------|-------------|------------------|-------------------|--------------------|------------------|---------------------|--------|------------|--|--|
| | | omount | 0/ of total | % change | omount* | 0/ abanga* | omount | % of total | | 0/ change* | | |
| _ | Sales | amount 45,824 | | (3.9) | amount* 45,688 | % change* (4.0) | amount 48,700 | | | 6.6 | | |
| С | Gross Profit | 33,632 | | (3.4) | 33,480 | ` ' | 35,400 | | 5.3 | 5.7 | | |
| 0 S | SGA | 28,947 | 63.2 | 4.5 | 28,841 | 4.3 | 31,110 | | | 7.9 | | |
| m | Advertising | 4,237 | 9.2 | 17.8 | 4,214 | 17.5 | 5,390 | 11.1 | 27.2 | 27.9 | | |
| l e | Operating Income | 4,685 | | (34.0) | | | 4,290 | | (8.4) | (7.5) | | |
| s | Sales | 27,036 | | (4.3) | 27,028 | | 28,400 | | 5.0 | 5.1 | | |
| u | Gross Profit | 18,303 | | (1.9) | | | 19,140 | | | 4.6 | | |
| р | SGA | 16,720 | | 1.1 | 16,714 | ` ′ | 17,380 | | 3.9 | 4.0 | | |
| р | Advertising | 2,941 | 10.9 | (0.1) | 2,939 | (0.0) | 3,110 | 11.0 | 5.7 | 5.8 | | |
| l e | Operating Income | 1,583 | | (25.5) | | ` ′ | 1,760 | | 11.1 | 11.4 | | |
| ō | Sales | 15,303 | | , , | | (7.8) | 9,900 | | | 2.7 | | |
| t | Gross Profit | 7,060 | | (15.7) | | | 4,290 | 43.3 | (39.2) | 3.0 | | |
| h | SGA | 7,648 | | (13.7) | | ` ′ | 4,490 | 45.4 | (41.3) | (2.9) | | |
| e | Advertising | 1,361 | 8.9 | (19.5) | | (14.4) | 650 | 6.6 | (52.3) | (6.3) | | |
| s | Operating Income | (587) | (3.8) | — (<i>10.0)</i> | (459) | _ | (200) | (2.0) | (OZ.O) | — (O.O) | | |
| _ | minations or Corporate | (1,664) | (0.0) | | (1,664) | | (1,650) | (2.0) | | | | |
| 一 | Sales | 88,165 | 100.0 | (6.0) | 82,353 | (4.6) | 87,000 | 100.0 | (1.3) | 5.6 | | |
| 0 | Gross Profit | 58,997 | 66.9 | (4.6) | 55,940 | | 58,830 | | (0.3) | 5.2 | | |
| t | SGA | 54,980 | | 0.5 | 51,847 | 2.3 | 54,630 | | (0.6) | 5.4 | | |
| a | Advertising | 8,540 | 9.7 | 3.8 | 7,847 | 6.9 | 9,150 | 10.5 | 7.1 | 16.6 | | |
| I | Operating Income | 4,016 | | | | | 4,200 | | | 2.6 | | |

♦General and administrative expenses (Full Year)

| | (Willions of yerr, | | | | | | | | | | |
|------------------|--------------------|------------|----------|---------|-----------|--------|--------------|----------|-----------|--|--|
| | | | FY2012 | | FY2013 | | | | | | |
| | 1 12012 | | | | | | (Projection) | | | | |
| | amount | % of total | % change | amount* | % change* | amount | % of total | % change | % change* | | |
| Advertising | 8,540 | 9.7 | 3.8 | 7,847 | 6.9 | 9,150 | 10.5 | 7.1 | 16.6 | | |
| Sales Promotions | 10,860 | 12.3 | (3.4) | 9,540 | 1.1 | 9,980 | 11.5 | (8.1) | 4.6 | | |
| Transport | 3,386 | 3.8 | (6.7) | 3,221 | (6.3) | 3,380 | 3.9 | (0.2) | 4.9 | | |
| Communications | 1,849 | 2.1 | (8.4) | 1,546 | (4.9) | 1,630 | 1.9 | (11.9) | 5.4 | | |
| Fees/Outsourcing | 9,253 | 10.5 | 5.1 | 9,147 | 5.6 | 9,500 | 10.9 | 2.7 | 3.8 | | |
| Salaries | 12,559 | 14.2 | (2.7) | 12,234 | (2.2) | 12,550 | 14.4 | (0.1) | 2.6 | | |
| Depreciations | 2,425 | 2.8 | 19.5 | 2,420 | 19.6 | 2,450 | 2.8 | 1.0 | 1.2 | | |
| Others | 6,103 | 6.9 | 4.1 | 5,889 | 4.5 | 5,990 | 6.9 | (1.9) | 1.7 | | |
| Total | 54,980 | 62.4 | 0.5 | 51,847 | 2.3 | 54,630 | 62.8 | (0.6) | 5.4 | | |

^{*}On February 1, 2012 the sundries business of IIMONO OHKOKU Co., (currently IIMONO FUDOSAN Co., Ltd.) was separated and all shares were transferred to a newly established company. In order to enable a more accurate analysis, the "amount" and the "percentage of change" have been restated under the premise IIMONO OHKOKU had not been consolidated.

♦Number of Shops by Region

As of 30 June,2012

| | Hokkaido | Tohoku | Kanto (except Tokyo) | токуо | Tokai,Hokuriku& Shinetsu | Kinki | Chugoku,Shikoku | Kyusyu,Okinawa | Total |
|--------------------|----------|--------|-------------------------|-------|-----------------------------|-------|-----------------|----------------|-------|
| Fancl Shop | 2 | 3 | 10 | 16 | 5 | 13 | 7 | 8 | 64 |
| Fancl House | 1 | 3 | 17 | 9 | 15 | 13 | 5 | 5 | 68 |
| Fancl House J | 1 | 3 | 15 | 7 | 1 | 6 | 3 | 2 | 38 |
| Genki Station | ı | ı | ı | 2 | | ı | 1 | 1 | 3 |
| Fancl Ginza Square | - | _ | - | 1 | - | - | 1 | - | 1 |
| Others | - | _ | 2 | 1 | _ | - | - | | 3 |
| Total | 4 | 9 | 44 | 36 | 21 | 32 | 15 | 16 | 177 |
| ATTENIR Shop | 1 | 1 | 3 | 3 | 1 | 5 | 1 | 1 | 16 |

♦Number of Shops

| ▼ Nullibel of Sliops | | | | | | | |
|----------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|---------------------|---|
| | 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 June 30, 2012 | As of March 31, 2013 (Projection) |
| Fancl Shop | 7 | 14 | 24 | 43 | 61 | 64 | 86 |
| Fancl House | 100 | 93 | 85 | 75 | 70 | 68 | 62 |
| Fancl House J | 87 | 68 | 65 | 54 | 39 | 38 | 23 |
| Genki Station | 8 | 5 | 3 | 3 | 3 | 3 | 2 |
| Fancl Ginza Square | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Others | 4 | 3 | 2 | 3 | 3 | 3 | 3 |
| Total | 207 | 184 | 180 | 179 | 177 | 177 | 177 |
| ATTENIR Shop | 11 | 13 | 14 | 16 | 16 | 16 | 17 |