

◆ Sales By Segment

(Millions of yen,%)

		FY2012			FY2013			
		amount	% of total	amount*	amount	% of total	% change	% change*
C o s m e	Mail Order	23,172	50.6	22,965	23,375	50.0	0.9	1.8
	Retail Store	14,802	32.3	14,802	15,430	33.0	4.2	4.2
	Wholesale	2,112	4.6	2,183	2,218	4.8	5.0	1.6
	Overseas sales	5,736	12.5	5,736	5,696	12.2	(0.7)	(0.7)
	Sub total	45,824	52.0	45,688	46,721	56.4	2.0	2.3
S u p p l e	Mail Order	11,550	42.7	11,536	10,744	40.4	(7.0)	(6.9)
	Retail Store	6,493	24.0	6,493	6,008	22.6	(7.5)	(7.5)
	Wholesale	7,035	26.0	7,041	7,079	26.6	0.6	0.5
	Overseas sales	1,956	7.3	1,956	2,768	10.4	41.5	41.5
	Sub total	27,036	30.7	27,028	26,601	32.1	(1.6)	(1.6)
O t h e r s	Mail Order	11,618	75.9	5,948	6,013	63.4	(48.2)	1.1
	Retail Store	956	6.2	956	871	9.2	(8.9)	(8.9)
	Wholesale	2,703	17.7	2,706	2,574	27.1	(4.7)	(4.9)
	Overseas sales	25	0.2	25	25	0.3	(1.4)	(1.4)
	Sub total	15,303	17.3	9,637	9,484	11.5	(38.0)	(1.6)
T o t a l	Mail Order	46,342	52.6	40,451	40,133	48.5	(13.4)	(0.8)
	Retail Store	22,252	25.2	22,252	22,310	26.9	0.3	0.3
	Wholesale	11,852	13.4	11,931	11,873	14.3	0.2	(0.5)
	Overseas sales	7,718	8.8	7,718	8,490	10.3	10.0	10.0
	Sub total	88,165	100.0	82,353	82,807	100.0	(6.1)	0.6

		FY2012			FY2013			
		amount	% of total	amount*	amount	% of total	% change	% change*
R i c e	Mail Order	1,733	59.4	1,733	1,669	57.1	(3.7)	(3.7)
	Retail Store	135	4.7	135	118	4.1	(13.0)	(13.0)
	Wholesale	1,035	35.5	1,035	1,120	38.3	8.2	8.2
	Overseas sales	12	0.4	12	14	0.5	15.8	15.8
	Sub total	2,917	3.3	2,917	2,922	3.5	0.2	0.2
K a l e	Mail Order	2,070	61.3	2,070	2,071	64.3	0.0	0.0
	Retail Store	742	22.0	742	649	20.2	(12.5)	(12.5)
	Wholesale	550	16.3	551	488	15.2	(11.2)	(11.4)
	Overseas sales	12	0.4	12	10	0.3	(18.5)	(18.5)
	Sub total	3,376	3.8	3,377	3,220	3.9	(4.6)	(4.7)

*On February 1, 2012 the sundries business of IIMONO OHKOKU Co., 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 March 31,2011	As of March 31,2012	As of March 31,2013	Increase (decrease)
F A N C L	Cosmetics	1,247,110	1,191,570	1,184,560	(7,010)
	Cosmetics Mail Order	682,511	642,118	648,052	5,934
	Cosmetics Retail Stores	680,036	656,228	645,609	(10,619)
	Nutritional Supple	1,052,012	928,629	814,101	(114,528)
	Supple Mail Order	662,589	581,112	500,891	(80,221)
	Supple Retail Stores	442,919	390,888	352,653	(38,235)
	Rice Mail Order	186,182	192,539	187,558	(4,981)
	Kale Mail Order	93,491	89,496	97,323	7,827
	Mail order	1,208,834	1,115,369	1,048,538	(66,831)
	Retail Stores	953,887	895,658	866,549	(29,109)
ATTENIR cosme mail order		422,040	368,142	418,267	50,125

◆Purchase Unit Prices(FANCL) (Yen,%)

	FY2012		FY2013	
	Unit Price	% change	Unit Price	% change
Cosmetics Mail Order	5,824	(2.7)	5,995	2.9
Supple Mail Order	5,313	(0.1)	5,487	3.3
Retail Stores	3,910	(0.6)	4,184	7.0

◆Existing Stores Year-on-year-change

FY2011	FY2012	FY2013
95.6%	94.1%	100.2%

◆Capital Investment and Depreciation (Millions of yen)

	FY2012	FY2013
Capital Investment	3,948	3,375
Depreciation	3,437	3,443

◆ Segment Information

(Millions of yen,%)

		FY2012			FY2013			
		amount	% of total	amount*	amount	% of total	% change	% change*
C o s m e	Sales	45,824	52.0	45,688	46,721	56.4	2.0	2.3
	Gross Profit	33,632	73.4	33,480	33,763	72.3	0.4	0.8
	SGA	28,947	63.2	28,841	29,875	63.9	3.2	3.6
	Advertising	4,237	9.2	4,214	5,349	11.5	26.2	26.9
	Operating Income	4,685	10.2	4,638	3,888	8.3	(17.0)	(16.2)
s u p p l e	Sales	27,036	30.7	27,028	26,601	32.1	(1.6)	(1.6)
	Gross Profit	18,303	67.7	18,294	17,757	66.8	(3.0)	(2.9)
	SGA	16,720	61.8	16,714	15,794	59.4	(5.5)	(5.5)
	Advertising	2,941	10.9	2,939	2,627	9.9	(10.7)	(10.6)
	Operating Income	1,583	5.9	1,579	1,962	7.4	23.9	24.3
o t h e r s	Sales	15,303	17.3	9,637	9,484	11.5	(38.0)	(1.6)
	Gross Profit	7,060	46.1	4,166	4,007	42.2	(43.2)	(3.8)
	SGA	7,648	50.0	4,625	4,297	45.3	(43.8)	(7.1)
	Advertising	1,361	8.9	693	654	6.9	(52.0)	(5.7)
	Operating Income	(587)	(3.8)	(459)	(290)	(3.1)	—	—
Eliminations or Corporate		(1,664)		(1,664)	(1,702)			
T o t a l	Sales	88,165	100.0	82,353	82,807	100.0	(6.1)	0.6
	Gross Profit	58,997	66.9	55,940	55,528	67.1	(5.9)	(0.7)
	SGA	54,980	62.4	51,847	51,670	62.4	(6.0)	(0.3)
	Advertising	8,540	9.7	7,847	8,631	10.4	1.1	10.0
	Operating Income	4,016	4.6	4,093	3,858	4.7	(3.9)	(5.7)

◆ General and administrative expenses

(Millions of yen,%)

	FY2012			FY2013			
	amount	% of total	amount*	amount	% of total	% change	% change*
Advertising	8,540	9.7	7,847	8,631	10.4	1.1	10.0
Sales Promotions	10,860	12.3	9,540	9,189	11.1	(15.4)	(3.7)
Transport	3,386	3.8	3,221	3,235	3.9	(4.5)	0.4
Communications	1,849	2.1	1,546	1,554	1.9	(16.0)	0.5
Fees/Outsourcing	9,253	10.5	9,147	9,113	11.0	(1.5)	(0.4)
Salaries	12,559	14.2	12,234	12,061	14.6	(4.0)	(1.4)
Depreciations	2,425	2.8	2,420	2,329	2.8	(4.0)	(3.8)
Others	6,103	6.9	5,889	5,554	6.7	(9.0)	(5.7)
Total	54,980	62.4	51,847	51,670	62.4	(6.0)	(0.3)

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◆Number of Shops by Region

As of 31 March, 2013

	Hokkaido	Tohoku	Kanto (except Tokyo)	TOKYO	Shinetsu	Tokai, Hokuriku & Shinetsu	Kinki	Chugoku, Shikoku	Kyusyu, Okinawa	Total
Fancl Shop	2	5	18	19	7	14	8	10	83	
Fancl House	1	2	15	7	14	12	5	3	59	
Fancl House J	1	2	9	5	—	6	2	1	26	
Genki Station	—	—	—	2	—	—	—	1	3	
Fancl Ginza Square	—	—	—	1	—	—	—	—	1	
Others	—	—	2	1	—	—	—	—	3	
Total	4	9	44	35	21	32	15	15	175	
ATTENIR Shop	1	1	3	3	1	5	1	1	16	

◆Number of Shops

	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
Fancl Shop	7	14	24	43	61	83
Fancl House	100	93	85	75	70	59
Fancl House J	87	68	65	54	39	26
Genki Station	8	5	3	3	3	3
Fancl Ginza Square	1	1	1	1	1	1
Others	4	3	2	3	3	3
Total	207	184	180	179	177	175
ATTENIR Shop	11	13	14	16	16	16