

◆ Sales By Segment (Six Months)

(Millions of yen,%)

		Six Months ended 9/12			Six Months ended 9/13		
		amount	% of total	% change	amount	% of total	% change
C o n s u m e	Mail Order	11,126	49.1	(1.4)	10,827	49.8	(2.7)
	Retail Store	7,723	34.1	3.6	7,643	35.1	(1.0)
	Wholesale	1,148	5.1	5.0	841	3.9	(26.8)
	Overseas sales	2,651	11.7	(7.9)	2,429	11.2	(8.4)
	Sub total	22,649	55.8	(0.2)	21,741	56.1	(4.0)
S u p p l y	Mail Order	5,177	39.3	(7.0)	4,956	38.7	(4.3)
	Retail Store	3,018	22.9	(7.9)	3,083	24.1	2.1
	Wholesale	3,586	27.2	7.7	3,451	26.9	(3.7)
	Overseas sales	1,403	10.6	17.9	1,320	10.3	(5.9)
	Sub total	13,185	32.5	(1.3)	12,812	33.1	(2.8)
O t h e r s	Mail Order	2,992	62.7	(49.5)	2,707	64.5	(9.5)
	Retail Store	470	9.8	(6.9)	404	9.7	(13.9)
	Wholesale	1,303	27.3	(7.0)	1,072	25.5	(17.7)
	Overseas sales	8	0.2	(43.8)	12	0.3	47.2
	Sub total	4,775	11.7	(39.2)	4,197	10.8	(12.1)
T o t a l	Mail Order	19,296	47.5	(15.3)	18,492	47.7	(4.2)
	Retail Store	11,212	27.6	(0.2)	11,131	28.7	(0.7)
	Wholesale	6,038	14.9	3.7	5,365	13.9	(11.1)
	Overseas sales	4,063	10.0	(0.5)	3,763	9.7	(7.4)
	Sub total	40,610	100.0	(7.5)	38,752	100.0	(4.6)

		Six Months ended 9/12			Six Months ended 9/13		
		amount	% of total	% change	amount	% of total	% change
R i c e	Mail Order	806	57.1	(3.4)	711	52.3	(11.9)
	Retail Store	58	4.2	(15.3)	51	3.8	(11.9)
	Wholesale	543	38.4	5.8	589	43.4	8.6
	Overseas sales	3	0.3	(47.1)	7	0.5	87.8
	Sub total	1,412	3.5	(0.9)	1,359	3.5	(3.7)
K a i e	Mail Order	1,057	63.1	(0.9)	1,011	63.8	(4.4)
	Retail Store	349	20.8	(12.3)	327	20.7	(6.4)
	Wholesale	265	15.8	(11.0)	239	15.1	(9.5)
	Overseas sales	4	0.3	(40.8)	5	0.4	14.4
	Sub total	1,677	4.1	(5.4)	1,584	4.1	(5.6)

◆ Sales By Segment (Full Year)

(Millions of yen,%)

		FY2013			FY2014 (Projection)		
		amount	% of total	% change	amount	% of total	% change
C o m p a n y	Mail Order	23,375	50.0	0.9	23,000	50.5	(1.6)
	Retail Store	15,430	33.0	4.2	15,300	33.6	(0.8)
	Wholesale	2,218	4.8	5.0	1,800	4.0	(18.9)
	Overseas sales	5,696	12.2	(0.7)	5,400	11.9	(5.2)
	Sub total	46,721	56.4	2.0	45,500	58.0	(2.6)
S u p p l i e r	Mail Order	10,744	40.4	(7.0)	10,150	40.6	(5.5)
	Retail Store	6,008	22.6	(7.5)	5,800	23.2	(3.5)
	Wholesale	7,079	26.6	0.6	6,650	26.6	(6.1)
	Overseas sales	2,768	10.4	41.5	2,400	9.6	(13.3)
	Sub total	26,601	32.1	(1.6)	25,000	31.8	(6.0)
O t h e r s	Mail Order	6,013	63.4	(48.2)	5,270	65.9	(12.4)
	Retail Store	871	9.2	(8.9)	760	9.5	(12.8)
	Wholesale	2,574	27.1	(4.7)	1,935	24.2	(24.9)
	Overseas sales	25	0.3	(1.4)	35	0.4	39.4
	Sub total	9,484	11.5	(38.0)	8,000	10.2	(15.7)
T o t a l	Mail Order	40,133	48.5	(13.4)	38,420	48.9	(4.3)
	Retail Store	22,310	26.9	0.3	21,860	27.9	(2.0)
	Wholesale	11,873	14.3	0.2	10,385	13.2	(12.5)
	Overseas sales	8,490	10.3	10.0	7,835	10.0	(7.7)
	Sub total	82,807	100.0	(6.1)	78,500	100.0	(5.2)

		FY2013			FY2014 (Projection)		
		amount	% of total	% change	amount	% of total	% change
R i c e	Mail Order	1,669	57.1	(3.7)	1,550	53.5	(7.2)
	Retail Store	118	4.1	(13.0)	100	3.4	(15.3)
	Wholesale	1,120	38.3	8.2	1,230	42.4	9.8
	Overseas sales	14	0.5	15.8	20	0.7	36.2
	Sub total	2,922	3.5	0.2	2,900	3.7	(0.8)
K a i e	Mail Order	2,071	64.3	0.0	2,010	64.8	(3.0)
	Retail Store	649	20.2	(12.5)	620	20.0	(4.6)
	Wholesale	488	15.2	(11.2)	455	14.7	(6.9)
	Overseas sales	10	0.3	(18.5)	15	0.5	43.8
	Sub total	3,220	3.9	(4.6)	3,100	3.9	(3.7)

◆ **Number of Active Customers** (people)

		As of September 30, 2011	As of September 30, 2012	As of September 30, 2013	Increase (decrease)
F A N C L	Cosmetics	1,263,997	1,165,928	1,207,647	41,719
	Cosmetics Mail Order	692,572	600,734	671,225	70,491
	Cosmetics Retail Stores	681,627	675,074	639,756	(35,318)
	Nutritional Supple	897,884	808,723	815,531	6,808
	Supple Mail Order	546,076	478,567	498,765	20,198
	Supple Retail Stores	393,403	368,095	353,732	(14,363)
	Rice Mail Order	158,946	175,958	148,140	(27,818)
	Kale Mail Order	104,762	102,338	90,995	(11,343)
	Mail order	1,140,274	1,020,720	1,081,250	60,530
	Retail Stores	921,421	903,887	856,112	(47,775)
ATTENIR cosme mail order		350,278	363,640	382,828	19,188

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

	Six Months ended 9/12	Six Months ended 9/13	% change
Cosmetics Mail Order	5,890	5,551	(5.8)
Supple Mail Order	5,484	5,222	(4.8)
Retail Stores	4,039	4,187	3.7

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

Six Months ended 9/12	Six Months ended 9/13
101.4%	98.8%

◆ **Capital Investment and Depreciation** (Millions of yen)

	Six Months ended 9/12	Six Months ended 9/13	FY2013	FY2014 (Projection)
Capital Investment	2,131	943	3,375	3,100
Depreciation	1,659	1,491	3,443	3,000

◆Segment Information(Six Months)

(Millions of yen,%)

		Six Months ended 9/12			Six Months ended 9/13		
		amount	% of total	% change	amount	% of total	% change
C o s m e	Sales	22,649	55.8	(0.2)	21,741	56.1	(4.0)
	Gross Profit	16,529	73.0	(1.1)	15,861	73.0	(4.0)
	SGA	15,498	68.4	6.8	14,229	65.4	(8.2)
	Advertising	3,404	15.0	31.6	2,152	9.9	(36.8)
	Operating Income	1,030	4.5	(53.2)	1,631	7.5	58.4
s u p p l e	Sales	13,185	32.5	(1.3)	12,812	33.1	(2.8)
	Gross Profit	8,764	66.5	(1.4)	8,527	66.6	(2.7)
	SGA	7,922	60.1	(5.1)	8,423	65.7	6.3
	Advertising	1,405	10.7	(16.6)	2,042	15.9	45.3
	Operating Income	842	6.4	55.9	103	0.8	(87.7)
o t h e r s	Sales	4,775	11.7	(39.2)	4,197	10.8	(12.1)
	Gross Profit	2,103	44.1	(43.4)	1,869	44.5	(11.1)
	SGA	2,248	47.1	(44.8)	1,897	45.2	(15.6)
	Advertising	411	8.6	(45.8)	273	6.5	(33.4)
	Operating Income	(144)	(3.0)	—	(27)	(0.7)	—
Eliminations or Corporate		(886)			(997)		
T o t a l	Sales	40,610	100.0	(7.5)	38,752	100.0	(4.6)
	Gross Profit	27,397	67.5	(6.6)	26,259	67.8	(4.2)
	SGA	26,556	65.4	(4.5)	25,548	65.9	(3.8)
	Advertising	5,221	12.9	3.8	4,468	11.5	(14.4)
	Operating Income	841	2.1	(44.7)	710	1.8	(15.6)

◆General and administrative expenses (Six Months)

(Millions of yen,%)

	Six Months ended 9/12			Six Months ended 9/13		
	amount	% of total	% change	amount	% of total	% change
Advertising	5,221	12.9	3.8	4,468	11.5	(14.4)
Sales Promotions	4,336	10.7	(15.4)	4,311	11.1	(0.6)
Transport	1,582	3.9	(6.4)	1,597	4.1	0.9
Communications	778	1.9	(17.6)	817	2.1	4.9
Fees/outsourcing	4,518	11.1	(1.8)	4,377	11.3	(3.1)
Salaries	6,098	15.0	(2.5)	6,137	15.8	0.6
Depreciations	1,136	2.8	(2.8)	1,041	2.7	(8.4)
Others	2,881	7.1	(3.1)	2,798	7.2	(2.9)
Total	26,556	65.4	(4.5)	25,548	65.9	(3.8)

◆Segment Information (Full Year)

(Millions of yen,%)

		Y2013			FY2014 (Projection)		
		amount	% of total	% change	amount	% of total	% change
C o s m e	Sales	46,721	56.4	2.0	45,500	58.0	(2.6)
	Gross Profit	33,763	72.3	0.4	33,000	72.5	(2.3)
	SGA	29,875	63.9	3.2	30,050	66.0	0.6
	Advertising	5,349	11.5	26.2	4,500	9.9	(15.9)
	Operating Income	3,888	8.3	(17.0)	2,950	6.5	(24.1)
s u p p l e	Sales	26,601	32.1	(1.6)	25,000	31.8	(6.0)
	Gross Profit	17,757	66.8	(3.0)	17,000	68.0	(4.3)
	SGA	15,794	59.4	(5.5)	17,000	68.0	7.6
	Advertising	2,627	9.9	(10.7)	4,100	16.4	56.0
	Operating Income	1,962	7.4	23.9	0	0.0	—
o t h e r s	Sales	9,484	11.5	(38.0)	8,000	10.2	(15.7)
	Gross Profit	4,007	42.2	(43.2)	3,650	45.6	(8.9)
	SGA	4,297	45.3	(43.8)	3,650	45.6	(15.1)
	Advertising	654	6.9	(52.0)	500	6.3	(23.6)
	Operating Income	(290)	(3.1)	—	0	0.0	—
Eliminations or Corporate		(1,702)			(1,850)		
T o t a l	Sales	82,807	100.0	(6.1)	78,500	100.0	(5.2)
	Gross Profit	55,528	67.1	(5.9)	53,650	68.3	(3.4)
	SGA	51,670	62.4	(6.0)	52,550	66.9	1.7
	Advertising	8,631	10.4	1.1	9,100	11.6	5.4
	Operating Income	3,858	4.7	(3.9)	1,100	1.4	(71.5)

◆General and administrative expenses (Full Year)

(Millions of yen,%)

	Y2013			FY2014 (Projection)		
	amount	% of total	% change	amount	% of total	% change
Advertising	8,631	10.4	1.1	9,100	11.6	5.4
Sales Promotions	9,189	11.1	(15.4)	9,750	12.4	6.1
Transport	3,235	3.9	(4.5)	3,330	4.2	2.9
Communications	1,554	1.9	(16.0)	1,560	2.0	0.4
Fees/Outsourcing	9,113	11.0	(1.5)	9,000	11.5	(1.2)
Salaries	12,061	14.6	(4.0)	12,350	15.7	2.4
Depreciations	2,329	2.8	(4.0)	2,100	2.7	(9.8)
Others	5,554	6.7	(9.0)	5,360	6.8	(3.5)
Total	51,670	62.4	(6.0)	52,550	66.9	1.7

◆Number of Shops by Region

As of 30 September, 2013

	Hokkaido	Tohoku	Kanto (except Tokyo)	TOKYO	Tokai, Hokuriku & Shinetsu	Kinki	Chugoku, Shikoku	Kyusyu, Okinawa	Total
Fancl Shop	2	5	19	19	8	14	8	11	86
Fancl House	1	2	14	7	13	12	5	3	57
Fancl House J	1	2	9	5	—	6	2	—	25
Genki Station	—	—	—	2	—	—	—	1	3
Fancl Ginza Square	—	—	—	1	—	—	—	—	1
Others	—	—	1	1	—	—	—	—	2
Total	4	9	43	35	21	32	15	15	174
ATTENIR Shop	1	1	3	3	1	5	1	1	16

◆Number of Shops

	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	As of September 30, 2013	As of March 31, 2014 (Projection)
Beauty Shop	—	—	—	—	—	—	3
Health House	—	—	—	—	—	—	2
Beauty Shop · Health House Hybrid Style Store	—	—	—	—	—	—	1
Fancl Shop	14	24	43	61	83	86	83
Fancl House	93	85	75	70	59	57	52
Fancl House J	68	65	54	39	26	25	21
Genki Station	5	3	3	3	3	3	2
Fancl Ginza Square	1	1	1	1	1	1	1
Others	3	2	3	3	3	2	1
Total	184	180	179	177	175	174	166
ATTENIR Shop	13	14	16	16	16	16	16