

## ◆ Sales By Segment (Three Months)

(Millions of yen,%)

		Three Months ended 12/12			Three Months ended 12/13		
		amount	% of total	% change	amount	% of total	% change
C o s m e	Mail Order	6,440	52.2	(4.4)	6,483	51.4	0.7
	Retail Store	3,926	31.8	(0.3)	4,171	33.1	6.2
	Wholesale	562	4.6	(0.7)	477	3.8	(15.0)
	Overseas sales	1,400	11.4	23.1	1,473	11.7	5.2
	Sub total	12,330	56.1	(0.4)	12,606	59.9	2.2
S u p p l e	Mail Order	2,956	41.4	(9.4)	2,727	43.1	(7.7)
	Retail Store	1,527	21.4	(10.6)	1,473	23.3	(3.5)
	Wholesale	1,960	27.4	(6.1)	1,686	26.6	(14.0)
	Overseas sales	697	9.8	119.8	441	7.0	(36.7)
	Sub total	7,141	32.5	(3.2)	6,329	30.0	(11.4)
O t h e r s	Mail Order	1,618	64.2	(57.2)	1,517	71.6	(6.2)
	Retail Store	209	8.3	(12.7)	184	8.7	(12.0)
	Wholesale	683	27.1	(1.2)	407	19.2	(40.4)
	Overseas sales	8	0.4	64.4	9	0.5	11.5
	Sub total	2,520	11.4	(46.5)	2,119	10.1	(15.9)
T o t a l	Mail Order	11,015	50.1	(20.1)	10,729	51.0	(2.6)
	Retail Store	5,663	25.7	(3.8)	5,828	27.7	2.9
	Wholesale	3,206	14.6	(4.2)	2,571	12.2	(19.8)
	Overseas sales	2,107	9.6	44.3	1,925	9.1	(8.6)
	Sub total	21,992	100.0	(10.1)	21,055	100.0	(4.3)

		Three Months ended 12/12			Three Months ended 12/13		
		amount	% of total	% change	amount	% of total	% change
R i c e	Mail Order	466	56.4	0.9	452	58.9	(3.0)
	Retail Store	30	3.7	(13.2)	29	3.8	(2.5)
	Wholesale	324	39.2	15.4	282	36.7	(12.9)
	Overseas sales	5	0.7	82.1	4	0.6	(12.8)
	Sub total	827	3.8	5.8	769	3.7	(6.9)
K a l e	Mail Order	541	66.1	2.7	557	67.3	2.8
	Retail Store	157	19.2	(14.3)	153	18.6	(2.3)
	Wholesale	116	14.2	(14.4)	111	13.5	(4.1)
	Overseas sales	3	0.4	39.8	4	0.6	55.5
	Sub total	819	3.7	(3.6)	827	3.9	1.0

◆ Sales By Segment (Nine Months)

(Millions of yen,%)

		Nine Months ended 12/12			Nine Months ended 12/13		
		amount	% of total	% change	amount	% of total	% change
C o s m e	Mail Order	17,567	50.2	(2.5)	17,311	50.4	(1.5)
	Retail Store	11,650	33.3	2.3	11,814	34.4	1.4
	Wholesale	1,710	4.9	3.0	1,318	3.8	(22.9)
	Overseas sales	4,052	11.6	0.9	3,903	11.4	(3.7)
	Sub total	34,980	55.9	(0.3)	34,348	57.4	(1.8)
S u p p l e	Mail Order	8,133	40.0	(7.9)	7,684	40.1	(5.5)
	Retail Store	4,546	22.4	(8.8)	4,556	23.8	0.2
	Wholesale	5,546	27.3	2.4	5,138	26.9	(7.4)
	Overseas sales	2,100	10.3	39.3	1,762	9.2	(16.1)
	Sub total	20,327	32.5	(2.0)	19,142	32.0	(5.8)
O t h e r s	Mail Order	4,611	63.2	(52.5)	4,225	66.9	(8.4)
	Retail Store	679	9.3	(8.8)	589	9.3	(13.3)
	Wholesale	1,987	27.2	(5.1)	1,479	23.4	(25.5)
	Overseas sales	17	0.3	(16.0)	22	0.4	29.3
	Sub total	7,296	11.6	(42.0)	6,317	10.6	(13.4)
T o t a l	Mail Order	30,312	48.4	(17.1)	29,221	48.9	(3.6)
	Retail Store	16,875	26.9	(1.4)	16,960	28.3	0.5
	Wholesale	9,244	14.8	0.8	7,937	13.3	(14.1)
	Overseas sales	6,170	9.9	11.3	5,688	9.5	(7.8)
	Sub total	62,603	100.0	(8.5)	59,807	100.0	(4.5)

		Nine Months ended 12/12			Nine Months ended 12/13		
		amount	% of total	% change	amount	% of total	% change
R i c e	Mail Order	1,273	56.9	(1.8)	1,164	54.7	(8.6)
	Retail Store	89	4.0	(14.6)	81	3.8	(8.7)
	Wholesale	867	38.7	9.2	871	40.9	0.5
	Overseas sales	9	0.4	(8.7)	12	0.6	28.1
	Sub total	2,239	3.6	1.5	2,129	3.6	(4.9)
K a l e	Mail Order	1,599	64.1	0.3	1,568	65.0	(1.9)
	Retail Store	507	20.3	(12.9)	480	20.0	(5.2)
	Wholesale	381	15.3	(12.0)	351	14.6	(7.9)
	Overseas sales	8	0.3	(23.3)	10	0.4	30.6
	Sub total	2,496	4.0	(4.8)	2,411	4.0	(3.4)

◆ Sales By Segment (Full Year)

(Millions of yen,%)

		FY2013			FY2014 (Projection)		
		amount	% of total	% change	amount	% of total	% change
C o s m e	Mail Order	23,375	50.0	0.9	23,250	50.2	(0.5)
	Retail Store	15,430	33.0	4.2	15,900	34.3	3.0
	Wholesale	2,218	4.8	5.0	1,750	3.8	(21.1)
	Overseas sales	5,696	12.2	(0.7)	5,400	11.7	(5.2)
	Sub total	46,721	56.4	2.0	46,300	58.2	(0.9)
S u p p l e	Mail Order	10,744	40.4	(7.0)	10,200	40.6	(5.1)
	Retail Store	6,008	22.6	(7.5)	6,000	23.9	(0.1)
	Wholesale	7,079	26.6	0.6	6,450	25.7	(8.9)
	Overseas sales	2,768	10.4	41.5	2,450	9.8	(11.5)
	Sub total	26,601	32.1	(1.6)	25,100	31.6	(5.6)
O t h e r s	Mail Order	6,013	63.4	(48.2)	5,470	67.5	(9.0)
	Retail Store	871	9.2	(8.9)	760	9.4	(12.8)
	Wholesale	2,574	27.1	(4.7)	1,840	22.7	(28.5)
	Overseas sales	25	0.3	(1.4)	30	0.4	19.5
	Sub total	9,484	11.5	(38.0)	8,100	10.2	(14.6)
T o t a l	Mail Order	40,133	48.5	(13.4)	38,920	49.0	(3.0)
	Retail Store	22,310	26.9	0.3	22,660	28.5	1.6
	Wholesale	11,873	14.3	0.2	10,040	12.6	(15.4)
	Overseas sales	8,490	10.3	10.0	7,880	9.9	(7.2)
	Sub total	82,807	100.0	(6.1)	79,500	100.0	(4.0)

		FY2013			FY2014 (Projection)		
		amount	% of total	% change	amount	% of total	% change
R i c e	Mail Order	1,669	57.1	(3.7)	1,560	55.7	(6.6)
	Retail Store	118	4.1	(13.0)	110	3.9	(6.9)
	Wholesale	1,120	38.3	8.2	1,115	39.8	(0.5)
	Overseas sales	14	0.5	15.8	15	0.6	2.2
	Sub total	2,922	3.5	0.2	2,800	3.5	(4.2)
K a l e	Mail Order	2,071	64.3	0.0	2,060	65.4	(0.5)
	Retail Store	649	20.2	(12.5)	620	19.7	(4.6)
	Wholesale	488	15.2	(11.2)	455	14.4	(6.9)
	Overseas sales	10	0.3	(18.5)	15	0.5	43.8
	Sub total	3,220	3.9	(4.6)	3,150	4.0	(2.2)

◆Number of Active Customers

(people)

		As of December 31, 2011	As of December 31, 2012	As of December 31, 2013	Increase (decrease)
F A N C L	Cosmetics	1,280,581	1,223,074	1,288,754	65,680
	Cosmetics Mail Order	716,472	667,852	758,925	91,073
	Cosmetics Retail Stores	681,563	668,780	641,187	(27,593)
	Nutritional Supple	976,020	875,588	765,965	(109,623)
	Supple Mail Order	619,288	546,373	474,083	(72,290)
	Supple Retail Stores	403,067	370,537	328,042	(42,495)
	Rice Mail Order	174,911	178,238	161,437	(16,801)
	Kale Mail Order	103,743	110,361	103,377	(6,984)
	Mail order	1,212,966	1,115,923	1,114,683	(1,240)
	Retail Stores	925,511	898,637	836,713	(61,924)
ATTENIR cosme mail order		379,456	397,879	371,787	(26,092)

◆Purchase Unit Prices(FANCL / Three Months)

(Yen,%)

	Three Months ended 12/12	Three Months ended 12/13	% change
Cosmetics Mail Order	5,977	5,391	(9.8)
Supple Mail Order	5,416	5,550	2.5
Retail Stores	4,222	4,523	7.1

◆Existing Stores Year-on-year-change (Three Months)

Three Months ended 12/12	Three Months ended 12/13
98.3%	101.9%

## ◆Segment Information(Three Months)

(Millions of yen,%)

		Three Months ended 12/12			Three Months ended 12/13		
		amount	% of total	% change	amount	% of total	% change
C o s m e	Sales	12,330	56.1	(0.4)	12,606	59.9	2.2
	Gross Profit	9,023	73.2	(1.5)	9,301	73.8	3.1
	SGA	7,463	60.5	1.8	8,089	64.2	8.4
	Advertising	1,132	9.2	32.3	1,456	11.5	28.6
	Operating Income	1,559	12.6	(14.7)	1,211	9.6	(22.3)
s u p p l e	Sales	7,141	32.5	(3.2)	6,329	30.0	(11.4)
	Gross Profit	4,788	67.0	(6.2)	4,387	69.3	(8.4)
	SGA	4,260	59.7	(7.1)	4,110	64.9	(3.5)
	Advertising	814	11.4	(14.4)	803	12.7	(1.3)
	Operating Income	527	7.4	2.1	276	4.4	(47.6)
o t h e r s	Sales	2,520	11.4	(46.5)	2,119	10.1	(15.9)
	Gross Profit	1,036	41.1	(52.8)	978	46.2	(5.6)
	SGA	1,088	43.2	(49.2)	1,000	47.2	(8.1)
	Advertising	139	5.5	(64.8)	81	3.8	(41.5)
	Operating Income	(52)	(2.1)	—	(22)	(1.1)	—
Eliminations or Corporate		(478)			(463)		
T o t a l	Sales	21,992	100.0	(10.1)	21,055	100.0	(4.3)
	Gross Profit	14,847	67.5	(9.8)	14,667	69.7	(1.2)
	SGA	13,291	60.4	(8.5)	13,664	64.9	2.8
	Advertising	2,086	9.5	(5.3)	2,341	11.1	12.2
	Operating Income	1,556	7.1	(19.9)	1,002	4.8	(35.6)

## ◆General and administrative expenses(Three Months)

	Three Months ended 12/12			Three Months ended 12/13		
	amount	% of total	% change	amount	% of total	% change
Advertising	2,086	9.5	(5.3)	2,341	11.1	12.2
Sales Promotions	2,550	11.6	(18.3)	2,836	13.5	11.2
Transport	882	4.0	(7.5)	865	4.1	(2.0)
Communications	385	1.8	(19.0)	397	1.9	3.0
Fees/outourcing	2,386	10.9	0.1	2,228	10.6	(6.6)
Salaries	3,069	14.0	(4.9)	3,189	15.1	3.9
Depreciations	607	2.8	(0.7)	543	2.6	(10.5)
Others	1,323	6.0	(14.1)	1,262	6.0	(4.6)
Total	13,291	60.4	(8.5)	13,664	64.9	2.8

## ◆ Segment Information(Nine Months)

(Millions of yen,%)

		Nine Months ended 12/12			Nine Months ended 12/13		
		amount	% of total	% change	amount	% of total	% change
C o s m e	Sales	34,980	55.9	(0.3)	34,348	57.4	(1.8)
	Gross Profit	25,552	73.0	(1.3)	25,163	73.3	(1.5)
	SGA	22,962	65.6	5.1	22,319	65.0	(2.8)
	Advertising	4,537	13.0	31.7	3,608	10.5	(20.5)
	Operating Income	2,589	7.4	(35.8)	2,843	8.3	9.8
s u p p l e	Sales	20,327	32.5	(2.0)	19,142	32.0	(5.8)
	Gross Profit	13,553	66.7	(3.1)	12,915	67.5	(4.7)
	SGA	12,183	59.9	(5.8)	12,534	65.5	2.9
	Advertising	2,219	10.9	(15.8)	2,845	14.9	28.2
	Operating Income	1,370	6.7	29.6	380	2.0	(72.2)
o t h e r s	Sales	7,296	11.6	(42.0)	6,317	10.6	(13.4)
	Gross Profit	3,139	43.0	(46.9)	2,848	45.1	(9.3)
	SGA	3,337	45.7	(46.3)	2,898	45.9	(13.2)
	Advertising	550	7.6	(52.3)	355	5.6	(35.5)
	Operating Income	(197)	(2.7)	—	(50)	(0.8)	—
Eliminations or Corporate		(1,364)			(1,461)		
T o t a l	Sales	62,603	100.0	(8.5)	59,807	100.0	(4.5)
	Gross Profit	42,245	67.5	(7.7)	40,926	68.4	(3.1)
	SGA	39,847	63.7	(5.8)	39,213	65.6	(1.6)
	Advertising	7,307	11.7	1.0	6,809	11.4	(6.8)
	Operating Income	2,397	3.8	(30.8)	1,713	2.9	(28.6)

## ◆ General and administrative expenses(Nine Months)

	Nine Months ended 12/12			Nine Months ended 12/13		
	amount	% of total	% change	amount	% of total	% change
Advertising	7,307	11.7	1.0	6,809	11.4	(6.8)
Sales Promotions	6,886	11.0	(16.5)	7,147	12.0	3.8
Transport	2,465	3.9	(6.8)	2,462	4.1	(0.1)
Communications	1,164	1.9	(18.1)	1,214	2.0	4.3
Fees/Outsourcing	6,905	11.0	(1.1)	6,606	11.0	(4.3)
Salaries	9,168	14.6	(3.3)	9,326	15.6	1.7
Depreciations	1,744	2.8	(2.0)	1,585	2.7	(9.1)
Others	4,205	6.7	(6.9)	4,061	6.8	(3.4)
Total	39,847	63.7	(5.8)	39,213	65.6	(1.6)

◆ Segment Information (Full Year)

(Millions of yen,%)

		FY2013			FY2014 (Projection)		
		amount	% of total	% change	amount	% of total	% change
C o s m e	Sales	46,721	56.4	2.0	46,300	58.2	(0.9)
	Gross Profit	33,763	72.3	0.4	33,850	73.1	0.3
	SGA	29,875	63.9	3.2	29,900	64.6	0.1
	Advertising	5,349	11.5	26.2	4,600	9.9	(14.0)
	Operating Income	3,888	8.3	(17.0)	3,950	8.5	1.6
s u p p l e	Sales	26,601	32.1	(1.6)	25,100	31.6	(5.6)
	Gross Profit	17,757	66.8	(3.0)	16,950	67.5	(4.5)
	SGA	15,794	59.4	(5.5)	16,250	64.7	2.9
	Advertising	2,627	9.9	(10.7)	3,300	13.1	25.6
	Operating Income	1,962	7.4	23.9	700	2.8	(64.3)
o t h e r s	Sales	9,484	11.5	(38.0)	8,100	10.2	(14.6)
	Gross Profit	4,007	42.2	(43.2)	3,670	45.3	(8.4)
	SGA	4,297	45.3	(43.8)	3,770	46.5	(12.3)
	Advertising	654	6.9	(52.0)	450	5.6	(31.2)
	Operating Income	(290)	(3.1)	—	(100)	(1.2)	—
Eliminations or Corporate		(1,702)			(1,850)		
T o t a l	Sales	82,807	100.0	(6.1)	79,500	100.0	(4.0)
	Gross Profit	55,528	67.1	(5.9)	54,470	68.5	(1.9)
	SGA	51,670	62.4	(6.0)	51,770	65.1	0.2
	Advertising	8,631	10.4	1.1	8,350	10.5	(3.3)
	Operating Income	3,858	4.7	(3.9)	2,700	3.4	(30.0)

◆ General and administrative expenses (Full Year)

	FY2013			FY2014 (Projection)		
	amount	% of total	% change	amount	% of total	% change
Advertising	8,631	10.4	1.1	8,350	10.5	(3.3)
Sales Promotions	9,189	11.1	(15.4)	9,800	12.3	6.6
Transport	3,235	3.9	(4.5)	3,350	4.2	3.5
Communications	1,554	1.9	(16.0)	1,620	2.0	4.2
Fees/Outsourcing	9,113	11.0	(1.5)	8,850	11.1	(2.9)
Salaries	12,061	14.6	(4.0)	12,400	15.6	2.8
Depreciations	2,329	2.8	(4.0)	2,050	2.6	(12.0)
Others	5,554	6.7	(9.0)	5,350	6.7	(3.7)
Total	51,670	62.4	(6.0)	51,770	65.1	0.2

◆Number of Shops by Region

As of 31 December, 2013

	Hokkaido	Tohoku	Kanto (except Tokyo)	TOKYO	Tokai, Hokuriku & Shinetsu	Kinki	Chugoku, Shikoku	Kyusyu, Okinawa	Total
FANCL Beauty Shop	—	—	—	1	—	—	—	—	1
FANCL Health House	—	—	—	1	—	—	—	—	1
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	4	—	6	2	—	24
Genki Station	—	—	—	2	—	—	—	1	3
Fancl Ginza Square	—	—	—	1	—	—	—	—	1
Others	—	—	1	—	—	—	—	—	1
<b>Total</b>	<b>4</b>	<b>9</b>	<b>43</b>	<b>35</b>	<b>21</b>	<b>32</b>	<b>15</b>	<b>15</b>	<b>174</b>
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 December 31, 2013	As of March 31, 2014 (Projection)
FANCL Beauty Shop	—	—	—	—	—	1	2
FANCL Health House	—	—	—	—	—	1	2
FANCL Hybrid Shop	—	—	—	—	—	—	1
Fancl Shop	14	24	43	61	83	86	83
Fancl House	93	85	75	70	59	57	54
Fancl House J	68	65	54	39	26	24	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	1	1
<b>Total</b>	<b>184</b>	<b>180</b>	<b>179</b>	<b>177</b>	<b>175</b>	<b>174</b>	<b>167</b>
ATTENIR Shop	13	14	16	16	16	16	16