

◆ Sales By Segment

(Millions of yen,%)

		FY2013			FY2014			FY2015 (Projection)		
		amount	% of total	% change	amount	% of total	% change	amount	% of total	% change
C o s m e	Mail Order	23,375	50.0	0.9	23,805	50.1	1.8	24,280	50.4	2.0
	Retail Store	15,430	33.0	4.2	16,405	34.5	6.3	16,190	33.6	(1.3)
	Wholesale	2,218	4.8	5.0	1,741	3.7	(21.5)	2,670	5.5	53.3
	Overseas sales	5,696	12.2	(0.7)	5,572	11.7	(2.2)	5,060	10.5	(9.2)
	Sub total	46,721	56.4	2.0	47,525	58.6	1.7	48,200	59.5	1.4
S u p p l e	Mail Order	10,744	40.4	(7.0)	10,355	40.8	(3.6)	10,920	43.0	5.4
	Retail Store	6,008	22.6	(7.5)	6,106	24.1	1.6	6,260	24.6	2.5
	Wholesale	7,079	26.6	0.6	6,607	26.0	(6.7)	7,080	27.9	7.2
	Overseas sales	2,768	10.4	41.5	2,316	9.1	(16.3)	1,140	4.5	(50.8)
	Sub total	26,601	32.1	(1.6)	25,386	31.3	(4.6)	25,400	31.4	0.1
O t h e r s	Mail Order	6,013	63.4	(48.2)	5,535	67.4	(8.0)	5,140	69.5	(7.1)
	Retail Store	871	9.2	(8.9)	773	9.4	(11.2)	710	9.6	(8.3)
	Wholesale	2,574	27.1	(4.7)	1,867	22.8	(27.5)	1,510	20.4	(19.2)
	Overseas sales	25	0.3	(1.4)	30	0.4	20.0	40	0.5	32.7
	Sub total	9,484	11.5	(38.0)	8,207	10.1	(13.5)	7,400	9.1	(9.8)
T o t a l	Mail Order	40,133	48.5	(13.4)	39,696	48.9	(1.1)	40,340	49.8	1.6
	Retail Store	22,310	26.9	0.3	23,286	28.7	4.4	23,160	28.6	(0.5)
	Wholesale	11,873	14.3	0.2	10,216	12.6	(13.9)	11,260	13.9	10.2
	Overseas sales	8,490	10.3	10.0	7,919	9.8	(6.7)	6,240	7.7	(21.2)
	Sub total	82,807	100.0	(6.1)	81,118	100.0	(2.0)	81,000	100.0	(0.1)

		FY2013			FY2014			FY2015 (Projection)		
		amount	% of total	% change	amount	% of total	% change	amount	% of total	% change
R i c e	Mail Order	1,669	57.1	(3.7)	1,548	54.7	(7.2)	1,420	53.8	(8.3)
	Retail Store	118	4.1	(13.0)	109	3.9	(7.0)	95	3.6	(13.5)
	Wholesale	1,120	38.3	8.2	1,154	40.8	3.1	1,105	41.8	(4.3)
	Overseas sales	14	0.5	15.8	16	0.6	13.7	20	0.8	19.8
	Sub total	2,922	3.5	0.2	2,830	3.5	(3.2)	2,640	3.3	(6.7)
K a l e	Mail Order	2,071	64.3	0.0	2,107	65.8	1.7	1,970	64.6	(6.5)
	Retail Store	649	20.2	(12.5)	634	19.8	(2.4)	615	20.2	(3.1)
	Wholesale	488	15.2	(11.2)	447	14.0	(8.4)	445	14.6	(0.7)
	Overseas sales	10	0.3	(18.5)	13	0.4	28.9	20	0.6	48.8
	Sub total	3,220	3.9	(4.6)	3,203	3.9	(0.5)	3,050	3.8	(4.8)

◆Number of Active Customers (people)

		As of March 31,2012	As of March 31,2013	As of March 31,2014	Increase (decrease)
F A N C L	Cosmetics	1,191,570	1,184,560	1,276,896	92,336
	Cosmetics Mail Order	642,118	648,052	749,246	101,194
	Cosmetics Retail Stores	656,228	645,609	643,953	(1,656)
	Nutritional Supple	928,629	814,101	708,922	(105,179)
	Supple Mail Order	581,112	500,891	436,181	(64,710)
	Supple Retail Stores	390,888	352,653	306,196	(46,457)
	Rice Mail Order	192,539	187,558	167,368	(20,190)
	Kale Mail Order	89,496	97,323	100,405	3,082
	Mail order	1,115,369	1,048,538	1,079,259	30,721
	Retail Stores	895,658	866,549	823,677	(42,872)
ATTENIR cosme mail order		368,142	418,267	371,882	(46,385)

◆Purchase Unit Prices(FANCL) (Yen,%)

	FY2013		FY2014	
	Unit Price	% change	Unit Price	% change
Cosmetics Mail Order	5,995	2.9	5,823	(2.9)
Supple Mail Order	5,487	3.3	5,568	1.5
Retail Stores	4,184	7.0	4,473	6.9

◆Existing Stores Year-on-year-change

FY2012	FY2013	FY2014
94.1%	100.2%	104.9%

◆Capital Investment and Depreciation (Millions of yen)

	FY2013	FY2014	FY2015 (Projection)
Capital Investment	3,375	2,439	2,850
Depreciation	3,443	2,972	3,000

◆ Segment Information

(Millions of yen,%)

		FY2013			FY2014			FY2015 (Projection)		
		amount	% of total	% change	amount	% of total	% change	amount	% of total	% change
C o s m e	Sales	46,721	56.4	2.0	47,525	58.6	1.7	48,200	59.5	1.4
	Gross Profit	33,763	72.3	0.4	34,569	72.7	2.4	35,400	73.4	2.4
	SGA	29,875	63.9	3.2	29,907	62.9	0.1	30,600	63.5	2.3
	Advertising	5,349	11.5	26.2	4,618	9.7	(13.7)	4,450	9.2	(3.7)
	Operating Income	3,888	8.3	(17.0)	4,661	9.8	19.9	4,800	10.0	3.0
S u p p l e	Sales	26,601	32.1	(1.6)	25,386	31.3	(4.6)	25,400	31.4	0.1
	Gross Profit	17,757	66.8	(3.0)	17,067	67.2	(3.9)	17,770	70.0	4.1
	SGA	15,794	59.4	(5.5)	15,941	62.8	0.9	16,820	66.2	5.5
	Advertising	2,627	9.9	(10.7)	3,188	12.6	21.3	3,400	13.4	6.6
	Operating Income	1,962	7.4	23.9	1,125	4.4	(42.6)	950	3.7	(15.6)
O t h e r s	Sales	9,484	11.5	(38.0)	8,207	10.1	(13.5)	7,400	9.1	(9.8)
	Gross Profit	4,007	42.2	(43.2)	3,757	45.8	(6.2)	3,440	46.5	(8.4)
	SGA	4,297	45.3	(43.8)	3,761	45.8	(12.5)	3,440	46.5	(8.5)
	Advertising	654	6.9	(52.0)	458	5.6	(30.0)	250	3.4	(45.5)
	Operating Income	(290)	(3.1)	—	(4)	(0.1)	—	0	0.0	—
Eliminations or Corporate		(1,702)			(1,839)			(1,750)		
T o t a l	Sales	82,807	100.0	(6.1)	81,118	100.0	(2.0)	81,000	100.0	(0.1)
	Gross Profit	55,528	67.1	(5.9)	55,393	68.3	(0.2)	56,610	69.9	2.2
	SGA	51,670	62.4	(6.0)	51,450	63.4	(0.4)	52,610	65.0	2.3
	Advertising	8,631	10.4	1.1	8,265	10.2	(4.2)	8,100	10.0	(2.0)
	Operating Income	3,858	4.7	(3.9)	3,943	4.9	2.2	4,000	4.9	1.4

◆ General and administrative expenses

	FY2013			FY2014			FY2015 (Projection)		
	amount	% of total	% change	amount	% of total	% change	amount	% of total	% change
Advertising	8,631	10.4	1.1	8,265	10.2	(4.2)	8,100	10.0	(2.0)
Sales Promotions	9,189	11.1	(15.4)	9,426	11.6	2.6	10,100	12.5	7.1
Transport	3,235	3.9	(4.5)	3,225	4.0	(0.3)	3,390	4.2	5.1
Communications	1,554	1.9	(16.0)	1,628	2.0	4.8	1,635	2.0	0.4
Fees/Outsourcing	9,113	11.0	(1.5)	8,858	10.9	(2.8)	9,020	11.1	1.8
Salaries	12,061	14.6	(4.0)	12,467	15.4	3.4	12,580	15.5	0.9
Depreciations	2,329	2.8	(4.0)	2,120	2.6	(9.0)	2,180	2.7	2.8
Others	5,554	6.7	(9.0)	5,458	6.7	(1.7)	5,605	6.9	2.7
Total	51,670	62.4	(6.0)	51,450	63.4	(0.4)	52,610	65.0	2.3

◆Number of Shops by Region

As of 31 March, 2014

	Hokkaido	Tohoku	Kanto (except Tokyo)	TOKYO	Tokai, Hokuriku & Shinetsu	Kinki	Chugoku, Shikoku	Kyusyu, Okinawa	Total
FANCL Beauty Shop	—	—	—	1	—	1	—	—	2
FANCL Health House	—	—	—	2	—	—	—	—	2
FANCL Hybrid Shop	—	—	—	—	—	1	—	—	1
Fancl Shop	2	5	19	18	8	13	7	11	83
Fancl House	1	3	14	6	13	11	5	3	56
Fancl House J	1	1	8	3	—	4	2	—	19
Genki Station	—	—	—	1	—	—	—	1	2
Fancl Ginza Square	—	—	—	1	—	—	—	—	1
Others	—	—	1	—	—	—	—	—	1
Total	4	9	42	32	21	30	14	15	167
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 March 31, 2014	As of March 31, 2015 (Projection)
FANCL Beauty Shop	—	—	—	—	—	2	12
FANCL Health House	—	—	—	—	—	2	6
FANCL Hybrid Shop	—	—	—	—	—	1	10
Fancl Shop	14	24	43	61	83	83	80
Fancl House	93	85	75	70	59	56	41
Fancl House J	68	65	54	39	26	19	15
Genki Station	5	3	3	3	3	2	0
Fancl Ginza Square	1	1	1	1	1	1	1
Others	3	2	3	3	3	1	1
Total	184	180	179	177	175	167	166
ATTENIR Shop	13	14	16	16	16	16	16