

## ◆ Sales By Segment(Six Months)

(Millions of yen,%)

		Six Months ended 9/08			Six Months ended 9/09		
		amount	% of Total	% change	amount	% of Total	% change
C o s m e	Mail Order	12,909	52.0	4.5	12,817	51.4	(0.7)
	Retail Store	8,804	35.5	0.9	8,360	33.6	(5.0)
	Wholesale	3,095	12.5	17.4	3,734	15.0	20.6
	Sub total	24,809	51.1	4.6	24,912	52.2	0.4
S u p p l e	Mail Order	6,320	43.6	(5.2)	5,905	43.6	(6.6)
	Retail Store	4,018	27.7	(7.4)	3,727	27.6	(7.2)
	Wholesale	4,152	28.7	5.7	3,895	28.8	(6.2)
	Sub total	14,491	29.8	(2.9)	13,528	28.4	(6.6)
O t h e r s	Mail Order	7,494	80.7	(5.8)	7,359	79.6	(1.8)
	Retail Store	600	6.5	(12.3)	593	6.4	(1.2)
	Wholesale	1,185	12.8	5.2	1,289	14.0	8.8
	Sub total	9,281	19.1	(5.0)	9,242	19.4	(0.4)
T o t a l	Mail Order	26,724	55.0	(0.9)	26,082	54.7	(2.4)
	Retail Store	13,423	27.6	(2.3)	12,681	26.6	(5.5)
	Wholesale	8,433	17.4	9.7	8,918	18.7	5.8
	Sub total	48,581	100.0	0.4	47,683	100.0	(1.8)

(Millions of yen,%)

		Six Months ended 9/08			Six Months ended 9/09		
		amount	% of Total	% change	amount	% of Total	% change
R i c e	Mail Order	999	53.6	(3.4)	908	61.2	(9.1)
	Retail Store	106	5.7	(24.4)	82	5.5	(22.5)
	Wholesale	759	40.7	18.9	494	33.3	(34.8)
	Sub total	1,865	3.8	2.8	1,485	3.1	(20.3)
K a l e	Mail Order	1,034	55.4	(1.8)	1,120	57.5	8.4
	Retail Store	454	24.3	(7.7)	476	24.5	4.8
	Wholesale	379	20.3	(8.2)	349	18.0	(7.8)
	Sub total	1,868	3.8	(4.6)	1,947	4.1	4.2

## ◆ Sales By Segment(Full Year)

(Millions of yen,%)

		FY2009			FY2010 (Projection)		
		amount	% of Total	% change	amount	% of Total	% change
C o s u m e	Mail Order	26,140	52.2	0.6	25,950	46.9	(0.7)
	Retail Store	17,212	34.4	(2.1)	23,615	42.6	37.2
	<i>Domestic</i>	17,212	34.4	(2.1)	16,460	29.7	(4.4)
	<i>HK,China</i>	—	—	—	7,155	12.9	—
	Wholesale	6,727	13.4	22.5	5,835	10.5	(13.3)
	Sub total	50,081	51.1	2.1	55,400	52.7	10.6
S u p p l e	Mail Order	13,011	44.7	(3.7)	12,400	41.3	(4.7)
	Retail Store	7,948	27.3	(7.9)	10,920	36.4	37.4
	<i>Domestic</i>	7,948	27.3	(7.9)	7,500	25.0	(5.6)
	<i>HK,China</i>	—	—	—	3,420	11.4	—
	Wholesale	8,129	28.0	3.2	6,680	22.3	(17.8)
	Sub total	29,088	29.7	(3.1)	30,000	28.5	3.1
O t h e r s	Mail Order	15,527	82.4	(7.6)	15,550	78.9	0.1
	Retail Store	1,146	6.1	(13.0)	1,180	6.0	2.9
	Wholesale	2,160	11.5	0.3	2,970	15.1	37.5
	Sub total	18,834	19.2	(7.1)	19,700	18.7	4.6
T o t a l	Mail Order	54,679	55.8	(2.9)	53,900	51.3	(1.4)
	Retail Store	26,306	26.8	(4.4)	35,715	34.0	35.8
	<i>Domestic</i>	26,306	26.8	(4.4)	25,140	23.9	(4.4)
	<i>HK,China</i>	—	—	—	10,575	10.1	—
	Wholesale	17,017	17.4	9.7	15,485	14.7	(9.0)
	Sub total	98,004	100.0	(1.4)	105,100	100.0	7.2

(Millions of yen,%)

		FY2009			FY2010 (Projection)		
		amount	% of Total	% change	amount	% of Total	% change
R i c e	Mail Order	2,035	57.0	(7.4)	1,880	62.7	(7.7)
	Retail Store	204	5.7	(23.2)	160	5.3	(21.8)
	Wholesale	1,330	37.3	4.0	960	32.0	(27.8)
	Sub total	3,571	3.6	(4.6)	3,000	2.9	(16.0)
K a l e	Mail Order	2,033	56.6	(0.9)	2,220	58.4	9.2
	Retail Store	859	23.9	(9.8)	930	24.5	8.2
	Wholesale	700	19.5	(7.3)	650	17.1	(7.2)
	Sub total	3,593	3.7	(4.5)	3,800	3.6	5.7

Note: Sales in Hong Kong & China were categorized in "Wholesale" until the 1st half of FY2009.

Because Fancl consolidated FNL & FNCCL on Sept. 2009, Sales by FNL(Hong Kong) & FNCCL(China) are to be categorized in "Retail Store" from the 2nd half of FY2009.

◆Number of Active Customers

(people)

		As of September 30, 2007	As of September 30, 2008	As of September 30, 2009	Increase (decrease)
F A N C L	Cosmetics	1,364,074	1,382,384	1,387,901	5,517
	Cosmetics Mail Order	605,385	667,089	729,004	61,915
	Cosmetics Retail Stores	875,602	839,612	780,907	(58,705)
	Nutritional Supple	1,027,247	933,780	876,016	(57,764)
	Supple Mail Order	508,976	493,083	484,491	(8,592)
	Supple Retail Stores	569,138	487,300	435,587	(51,713)
	Rice Mail Order	185,837	190,530	172,155	(18,375)
	Kale Mail Order	109,759	102,661	122,299	19,638
	Mail order	1,078,060	1,081,047	1,141,009	59,962
	Retail Stores	1,224,445	1,134,375	1,039,890	(94,485)
ATTENIR cosme mail order		470,103	490,350	421,289	(69,061)

◆Purchase Unit Prices(FANCL)

(Yen,%)

	Six Months ended 9/07	Six Months ended 9/08	Six Months ended 9/09	% change
Cosmetics Mail Order	5,967	5,947	5,573	(6.3)
Supple Mail Order	6,104	6,096	5,794	(5.0)
Retail Stores	3,554	3,708	3,824	3.1

◆Existing Stores Year-on-year-change

Six Months ended 9/07	Six Months ended 9/08	Six Months ended 9/09
104.3%	98.0%	99.9%

## ◆Segment Information(Six Months)

(Millions of yen,%)

		Six Months ended 9/08			Six Months ended 9/09		
		amount	% of Total	% change	amount	% of Total	% change
C o s m e	Sales	24,809	51.1	4.6	24,912	52.2	0.4
	Gross Profit	18,628	75.1		17,895	71.8	
	SGA	15,598	62.9	6.9	14,824	59.5	(5.0)
	Operating Income	3,029	12.2	(10.1)	3,070	12.3	1.4
S u p p l e	Sales	14,491	29.8	(2.9)	13,528	28.4	(6.6)
	Gross Profit	9,572	66.1		8,799	65.0	
	SGA	7,890	54.5	(1.5)	7,463	55.2	(5.4)
	Operating Income	1,681	11.6	(7.3)	1,336	9.9	(20.5)
O t h e r s	Sales	9,281	19.1	(5.0)	9,242	19.4	(0.4)
	Gross Profit	4,515	48.7		4,284	46.4	
	SGA	5,052	54.4	(11.6)	4,682	50.7	(7.3)
	Operating Income	(536)	(5.8)	—	(397)	(4.3)	—
Eliminations or Corporate		(1,206)			(883)		
T o t a l	Sales	48,581	100.0	0.4	47,683	100.0	(1.8)
	Gross Profit	32,716	67.3		30,980	65.0	
	SGA	29,747	61.2	1.6	27,853	58.4	(6.4)
	Operating Income	2,969	6.1	(11.7)	3,126	6.6	5.3

## ◆General and administrative expenses(Six Months)

(Millions of yen,%)

	Six Months ended 9/08			Six Months ended 9/09		
	amount	% of Total	% change	amount	% of Total	% change
Advertising	4,727	9.7	(1.8)	4,417	9.3	(6.5)
Sales Promotions	6,013	12.4	1.8	5,465	11.5	(9.1)
Transport	1,990	4.1	0.7	1,904	4.0	(4.3)
Communications	1,058	2.2	2.6	1,022	2.1	(3.4)
Fees/Outsourcing	4,479	9.2	1.2	4,333	9.1	(3.3)
Salaries	6,967	14.3	(0.8)	6,405	13.4	(8.1)
Depreciations	967	2.0	6.2	1,014	2.1	4.8
Others	3,542	7.3	11.1	3,288	6.9	(7.1)
Total	29,747	61.2	1.6	27,853	58.4	(6.4)

## ◆ Segment Information(Full Year)

(Millions of yen,%)

		FY2009			FY2010 (Projection)		
		amount	% of Total	% change	amount	% of Total	% change
C o s m e	Sales	50,081	51.1	2.1	55,400	52.7	10.6
	Gross Profit	37,051	74.0		41,700	75.3	
	SGA	30,290	60.5	1.4	33,850	61.1	11.8
	Operating Income	6,761	13.5	(8.7)	7,850	14.2	16.1
S u p p l e	Sales	29,088	29.7	(3.1)	30,000	28.5	3.1
	Gross Profit	19,167	65.9		20,500	68.3	
	SGA	16,237	55.8	(0.4)	17,800	59.3	9.6
	Operating Income	2,929	10.1	(16.4)	2,700	9.0	(7.8)
O t h e r s	Sales	18,834	19.2	(7.1)	19,700	18.7	4.6
	Gross Profit	9,062	48.1		9,210	46.8	
	SGA	10,043	53.3	(11.1)	9,460	48.0	(5.8)
	Operating Income	(981)	(5.2)	—	(250)	(1.3)	—
Eliminations or Corporate		(2,043)			(1,800)		
T o t a l	Sales	98,004	100.0	(1.4)	105,100	100.0	7.2
	Gross Profit	65,281	66.6		71,410	67.9	
	SGA	58,615	59.8	(1.5)	62,910	59.9	7.3
	Operating Income	6,666	6.8	(10.7)	8,500	8.1	27.5

(Reference)

Following figure excludes FNL, FNCCL

FY2010 (Projection)		
amount	% of Total	% change
50,200	51.5	0.2
36,500	72.7	
29,550	58.9	(2.4)
6,950	13.8	2.8
27,600	28.3	(5.1)
18,100	65.6	
15,700	56.9	(3.3)
2,400	8.7	(18.1)
19,700	20.2	4.6
9,210	46.8	
9,460	48.0	(5.8)
(250)	(1.3)	—
(1,800)		
97,500	100.0	(0.5)
63,810	65.4	
56,510	58.0	(3.6)
7,300	7.5	9.5

## ◆ Breakdown of Administrative expenses

(Full Year : excluding FNL, FNCCL)

(Millions of yen,%)

	FY2009			FY2010 (Projection)		
	amount	% of Total	% change	amount	% of Total	% change
Advertising	8,963	9.1	(9.2)	8,430	8.6	(5.9)
Sales Promotions	12,434	12.7	(0.6)	11,610	11.9	(6.6)
Transport	3,978	4.1	(3.2)	3,950	4.1	(0.7)
Communications	2,167	2.2	2.7	2,100	2.2	(3.1)
Fees/Outsourcing	8,923	9.1	1.7	8,730	9.0	(2.2)
Salaries	13,584	13.9	(3.5)	12,970	13.3	(4.5)
Depreciations	2,024	2.1	8.4	2,200	2.3	8.6
Others	6,538	6.7	5.4	6,520	6.7	(0.3)
Total	58,615	59.8	(1.5)	56,510	58.0	(3.6)

## ◆ Hong Kong(FNL), China(FNCCL)

Profit Loss plan for 2nd half of FY2009

(Millions of yen,%)

		FY2009 2nd half (Projection)	
		amount	% of Total
H K	Sales	4,500	100.0
	Cosme	3,100	68.9
	Supple	1,400	31.1
	Operating Income	675	15.0
C h i n a	Sales	6,075	100.0
	Cosme	4,055	66.7
	Supple	2,020	33.3
	Operating Income	1,215	20.0

Note: FNL(6month : From Oct.2009 to Mar.2010) FNCCL(6month : From Jul.2009 to Dec.2009)

◆Number of Shops by Region

As of 30 September, 2009

	Hokkaido	Tohoku	Kanto (except Tokyo)	TOKYO	Shinetsu	Tokai, Hokuriku & Shinetsu	Kinki	Chugoku, Shikoku	Kyusyu, Okinawa	Total
Fancl Ginza Square	—	—	—	1	—	—	—	—	—	1
Fancl Shop	—	1	1	8	—	5	2	2	2	19
Fancl House	1	4	21	16	16	20	5	5	5	88
Fancl House J	2	4	22	10	5	10	8	7	7	68
Genki Station	2	—	—	2	—	—	—	1	1	5
ATTENIR Shop	1	—	2	3	1	4	1	1	1	13
Others	—	—	2	1	—	—	—	—	—	3
Total	6	9	48	41	22	39	16	16	16	197

◆Number of Shops

	As of March 31, 2005	As of March 31, 2006	As of March 31, 2007	As of March 31, 2008	As of March 31, 2009	As of September 30, 2009	As of March 31, 2010 (Projection)
Fancl Ginza Square	1	1	1	1	1	1	1
Fancl Shop	—	—	—	7	14	19	23
Fancl House	110	113	107	100	93	88	85
Fancl House J	37	71	88	87	68	68	66
Genki Station	9	9	8	8	5	5	3
ATTENIR Shop	9	10	10	11	13	13	15
Others	3	4	4	4	3	3	3
Total	169	208	218	218	197	197	196

◆Number of Shops ( Hong kong · China )

	As of March 31, 2005	As of March 31, 2006	As of March 31, 2007	As of March 31, 2008	As of March 31, 2009	As of September 30, 2009
Hong kong	27	27	29	30	33	34
China	3	9	25	52	72	82