

◆ Sales By Segment (Six Months)

(Millions of yen,%)

		Six Months ended 9/13			Six Months ended 9/14		
		amount	% of total	% change	amount	% of total	% change
C o s m e	Mail Order	10,827	49.8	(2.7)	10,383	47.1	(4.1)
	Retail Store	7,643	35.1	(1.0)	7,925	35.9	3.7
	Wholesale	841	3.9	(26.8)	1,370	6.2	62.9
	Overseas sales	2,429	11.2	(8.4)	2,379	10.8	(2.1)
	Sub total	21,741	56.1	(4.0)	22,058	60.4	1.5
S u p p l e	Mail Order	4,956	38.7	(4.3)	4,360	39.1	(12.0)
	Retail Store	3,083	24.1	2.1	2,788	25.0	(9.6)
	Wholesale	3,451	26.9	(3.7)	3,355	30.0	(2.8)
	Overseas sales	1,320	10.3	(5.9)	659	5.9	(50.0)
	Sub total	12,812	33.1	(2.8)	11,164	30.5	(12.9)
O t h e r s	Mail Order	2,707	64.5	(9.5)	2,280	68.7	(15.8)
	Retail Store	404	9.7	(13.9)	296	8.9	(26.7)
	Wholesale	1,072	25.5	(17.7)	730	22.0	(31.9)
	Overseas sales	12	0.3	47.2	11	0.4	(7.7)
	Sub total	4,197	10.8	(12.1)	3,319	9.1	(20.9)
T o t a l	Mail Order	18,492	47.7	(4.2)	17,024	46.6	(7.9)
	Retail Store	11,131	28.7	(0.7)	11,010	30.1	(1.1)
	Wholesale	5,365	13.9	(11.1)	5,456	14.9	1.7
	Overseas sales	3,763	9.7	(7.4)	3,051	8.4	(18.9)
	Sub total	38,752	100.0	(4.6)	36,542	100.0	(5.7)

		Six Months ended 9/13			Six Months ended 9/14		
		amount	% of total	% change	amount	% of total	% change
R i c e	Mail Order	711	52.3	(11.9)	594	51.5	(16.4)
	Retail Store	51	3.8	(11.9)	39	3.4	(24.1)
	Wholesale	589	43.4	8.6	513	44.5	(12.9)
	Overseas sales	7	0.5	87.8	6	0.6	(10.8)
	Sub total	1,359	3.5	(3.7)	1,153	3.2	(15.2)
K a i e	Mail Order	1,011	63.8	(4.4)	888	66.2	(12.2)
	Retail Store	327	20.7	(6.4)	249	18.5	(23.9)
	Wholesale	239	15.1	(9.5)	199	14.9	(16.8)
	Overseas sales	5	0.4	14.4	5	0.4	(3.7)
	Sub total	1,584	4.1	(5.6)	1,342	3.7	(15.3)

◆ Sales By Segment (Full Year)

(Millions of yen,%)

		FY2014			FY2015 (Projection)		
		amount	% of total	% change	amount	% of total	% change
C o s m e	Mail Order	23,805	50.1	1.8	23,200	48.7	(2.5)
	Retail Store	16,405	34.5	6.3	16,500	34.7	0.6
	Wholesale	1,741	3.7	(21.5)	3,000	6.3	72.2
	Overseas sales	5,572	11.7	(2.2)	4,900	10.3	(12.1)
	Sub total	47,525	58.6	1.7	47,600	60.2	0.2
S u p p l e	Mail Order	10,355	40.8	(3.6)	10,000	41.1	(3.4)
	Retail Store	6,106	24.1	1.6	5,900	24.3	(3.4)
	Wholesale	6,607	26.0	(6.7)	7,000	28.8	5.9
	Overseas sales	2,316	9.1	(16.3)	1,400	5.8	(39.6)
	Sub total	25,386	31.3	(4.6)	24,300	30.8	(4.3)
O t h e r s	Mail Order	5,535	67.4	(8.0)	4,980	70.1	(10.0)
	Retail Store	773	9.4	(11.2)	640	9.0	(17.3)
	Wholesale	1,867	22.8	(27.5)	1,440	20.3	(22.9)
	Overseas sales	30	0.4	20.0	40	0.6	32.7
	Sub total	8,207	10.1	(13.5)	7,100	9.0	(13.5)
T o t a l	Mail Order	39,696	48.9	(1.1)	38,180	48.3	(3.8)
	Retail Store	23,286	28.7	4.4	23,040	29.2	(1.1)
	Wholesale	10,216	12.6	(13.9)	11,440	14.5	12.0
	Overseas sales	7,919	9.8	(6.7)	6,340	8.0	(19.9)
	Sub total	81,118	100.0	(2.0)	79,000	100.0	(2.6)

		FY2014			FY2015 (Projection)		
		amount	% of total	% change	amount	% of total	% change
R i c e	Mail Order	1,548	54.7	(7.2)	1,350	54.0	(12.8)
	Retail Store	109	3.9	(7.0)	90	3.6	(18.0)
	Wholesale	1,154	40.8	3.1	1,040	41.6	(9.9)
	Overseas sales	16	0.6	13.7	20	0.8	19.8
	Sub total	2,830	3.5	(3.2)	2,500	3.2	(11.7)
K a i e	Mail Order	2,107	65.8	1.7	1,930	67.7	(8.4)
	Retail Store	634	19.8	(2.4)	550	19.3	(13.3)
	Wholesale	447	14.0	(8.4)	350	12.3	(21.9)
	Overseas sales	13	0.4	28.9	20	0.7	48.8
	Sub total	3,203	3.9	(0.5)	2,850	3.6	(11.0)

◆Number of Active Customers (people)

		As of September 30, 2012	As of September 30, 2013	As of September 30, 2014	Increase (decrease)
F A N C L	Cosmetics	1,165,928	1,207,647	1,237,628	29,981
	Cosmetics Mail Order	600,734	671,225	704,007	32,782
	Cosmetics Retail Stores	675,074	639,756	639,604	(152)
	Nutritional Supple	808,723	815,531	701,785	(113,746)
	Supple Mail Order	478,567	498,765	431,313	(67,452)
	Supple Retail Stores	368,095	353,732	301,951	(51,781)
	Rice Mail Order	175,958	148,140	130,700	(17,440)
	Kale Mail Order	102,338	90,995	77,311	(13,684)
	Mail order	1,020,720	1,081,250	1,049,995	(31,255)
	Retail Stores	903,887	856,112	813,604	(42,508)
ATTENIR cosme mail order		363,640	382,828	339,398	(43,430)

◆Purchase Unit Prices(FANCL) (Yen,%)

	Six Months ended 9/13	Six Months ended 9/14	% change
Cosmetics Mail Order	5,551	5,574	0.4
Supple Mail Order	5,222	5,411	3.6
Retail Stores	4,187	4,670	11.5

◆Existing Stores Year-on-year-change

Six Months ended 9/13	Six Months ended 9/14
98.8%	101.1%

◆Capital Investment and Depreciation (Millions of yen)

	Six Months ended 9/13	Six Months ended 9/14	FY2014	FY2015 (Projection)
Capital Investment	943	1,389	2,439	2,850
Depreciation	1,491	1,393	2,972	2,950

◆ Segment Information (Six Months)

(Millions of yen,%)

		Six Months ended 9/13			Six Months ended 9/14		
		amount	% of total	% change	amount	% of total	% change
C o s m e	Sales	21,741	56.1	(4.0)	22,058	60.4	1.5
	Gross Profit	15,861	73.0	(4.0)	16,345	74.1	3.1
	SGA	14,229	65.4	(8.2)	15,044	68.2	5.7
	Advertising	2,152	9.9	(36.8)	2,695	12.2	25.2
	Operating Income	1,631	7.5	58.4	1,301	5.9	(20.2)
S u p p l e	Sales	12,812	33.1	(2.8)	11,164	30.5	(12.9)
	Gross Profit	8,527	66.6	(2.7)	7,806	69.9	(8.5)
	SGA	8,423	65.7	6.3	7,924	71.0	(5.9)
	Advertising	2,042	15.9	45.3	1,728	15.5	(15.3)
	Operating Income	103	0.8	(87.7)	(118)	(1.1)	—
O t h e r s	Sales	4,197	10.8	(12.1)	3,319	9.1	(20.9)
	Gross Profit	1,869	44.5	(11.1)	1,521	45.9	(18.6)
	SGA	1,897	45.2	(15.6)	1,449	43.7	(23.6)
	Advertising	273	6.5	(33.4)	139	4.2	(49.0)
	Operating Income	(27)	(0.7)	—	72	2.2	—
Eliminations or Corporate		(997)			(954)		
T o t a l	Sales	38,752	100.0	(4.6)	36,542	100.0	(5.7)
	Gross Profit	26,259	67.8	(4.2)	25,674	70.3	(2.2)
	SGA	25,548	65.9	(3.8)	25,373	69.4	(0.7)
	Advertising	4,468	11.5	(14.4)	4,563	12.5	2.1
	Operating Income	710	1.8	(15.6)	300	0.8	(57.6)

◆ General and administrative expenses (Six Months)

(Millions of yen,%)

	Six Months ended 9/13			Six Months ended 9/14		
	amount	% of total	% change	amount	% of total	% change
Advertising	4,468	11.5	(14.4)	4,563	12.5	2.1
Sales Promotions	4,311	11.1	(0.6)	4,280	11.7	(0.7)
Transport	1,597	4.1	0.9	1,512	4.1	(5.3)
Communications	817	2.1	4.9	828	2.3	1.3
Fees/Outsourcing	4,377	11.3	(3.1)	4,243	11.6	(3.1)
Salaries	6,137	15.8	0.6	6,227	17.0	1.5
Depreciations	1,041	2.7	(8.4)	1,045	2.9	0.4
Others	2,798	7.2	(2.9)	2,672	7.3	(4.5)
Total	25,548	65.9	(3.8)	25,373	69.4	(0.7)

◆ Segment Information (Full Year)

(Millions of yen,%)

		FY2014			FY2015 (Projection)		
		amount	% of total	% change	amount	% of total	% change
C o s m e	Sales	47,525	58.6	1.7	47,600	60.2	0.2
	Gross Profit	34,569	72.7	2.4	35,400	74.4	2.4
	SGA	29,907	62.9	0.1	30,350	63.8	1.5
	Advertising	4,618	9.7	(13.7)	4,500	9.5	(2.6)
	Operating Income	4,661	9.8	19.9	5,050	10.6	8.3
S u p p l e	Sales	25,386	31.3	(4.6)	24,300	30.8	(4.3)
	Gross Profit	17,067	67.2	(3.9)	16,950	69.8	(0.7)
	SGA	15,941	62.8	0.9	16,350	67.3	2.6
	Advertising	3,188	12.6	21.3	3,200	13.2	0.4
	Operating Income	1,125	4.4	(42.6)	600	2.5	(46.7)
O t h e r s	Sales	8,207	10.1	(13.5)	7,100	9.0	(13.5)
	Gross Profit	3,757	45.8	(6.2)	3,350	47.2	(10.8)
	SGA	3,761	45.8	(12.5)	3,250	45.8	(13.6)
	Advertising	458	5.6	(30.0)	300	4.2	(34.5)
	Operating Income	(4)	(0.1)	—	100	1.4	—
Eliminations or Corporate		(1,839)			(1,750)		
T o t a l	Sales	81,118	100.0	(2.0)	79,000	100.0	(2.6)
	Gross Profit	55,393	68.3	(0.2)	55,700	70.5	0.6
	SGA	51,450	63.4	(0.4)	51,700	65.4	0.5
	Advertising	8,265	10.2	(4.2)	8,000	10.1	(3.2)
	Operating Income	3,943	4.9	2.2	4,000	5.1	1.4

◆ General and administrative expenses (Full Year)

(Millions of yen,%)

	FY2014			FY2015 (Projection)		
	amount	% of total	% change	amount	% of total	% change
Advertising	8,265	10.2	(4.2)	8,000	10.1	(3.2)
Sales Promotions	9,426	11.6	2.6	9,920	12.6	5.2
Transport	3,225	4.0	(0.3)	3,230	4.1	0.2
Communications	1,628	2.0	4.8	1,640	2.1	0.7
Fees/Outsourcing	8,858	10.9	(2.8)	8,800	11.1	(0.7)
Salaries	12,467	15.4	3.4	12,530	15.9	0.5
Depreciations	2,120	2.6	(9.0)	2,130	2.7	0.4
Others	5,458	6.7	(1.7)	5,450	6.9	(0.2)
Total	51,450	63.4	(0.4)	51,700	65.4	0.5

◆Number of Shops by Region

As of 30 September, 2014

	Hokkaido	Tohoku	Kanto (except Tokyo)	TOKYO	Tokai, Hokuriku & Shinetsu	Kinki	Chugoku, Shikoku	Kyusyu, Okinawa	Total
FANCL Beauty Shop	-	-	1	1	-	1	-	1	4
FANCL Health House	-	-	-	2	-	-	-	-	2
FANCL Hybrid Shop	-	1	1	2	1	1	-	2	8
Fancl Shop	2	5	18	18	8	13	7	10	81
Fancl House	1	2	14	4	12	11	5	2	51
Fancl House J	1	1	8	3	-	4	2	-	19
Fancl Ginza Square	-	-	-	1	-	-	-	-	1
Others	-	-	1	-	-	-	-	-	1
Total	4	9	43	31	21	30	14	15	167
ATTENIR Shop	1	1	3	3	1	5	1	1	16

◆Number of Shops

	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 September 30, 2014	As of March 31, 2015 (Projection)
FANCL Beauty Shop	-	-	-	-	2	4	6
FANCL Health House	-	-	-	-	2	2	3
FANCL Hybrid Shop	-	-	-	-	1	8	19
Fancl Shop	24	43	61	83	83	81	78
Fancl House	85	75	70	59	56	51	42
Fancl House J	65	54	39	26	19	19	14
Genki Station	3	3	3	3	2	0	0
Fancl Ginza Square	1	1	1	1	1	1	1
Others	2	3	3	3	1	1	1
Total	180	179	177	175	167	167	164
ATTENIR Shop	14	16	16	16	16	16	16