

◆ Sales By Segment (Three Months)

(Millions of yen,%)

		Three Months ended 12/13			Three Months ended 12/14		
		amount	% of total	% change	amount	% of total	% change
C o s m e	Mail Order	6,483	51.4	0.7	6,681	49.4	3.0
	Retail Store	4,171	33.1	6.2	4,601	34.1	10.3
	Wholesale	477	3.8	(15.0)	991	7.3	107.4
	Overseas sales	1,473	11.7	5.2	1,244	9.2	(15.5)
	Sub total	12,606	59.9	2.2	13,518	62.2	7.2
S u p p l e	Mail Order	2,727	43.1	(7.7)	2,672	42.6	(2.0)
	Retail Store	1,473	23.3	(3.5)	1,465	23.4	(0.5)
	Wholesale	1,686	26.6	(14.0)	1,774	28.3	5.2
	Overseas sales	441	7.0	(36.7)	355	5.7	(19.5)
	Sub total	6,329	30.0	(11.4)	6,267	28.8	(1.0)
O t h e r s	Mail Order	1,517	71.6	(6.2)	1,401	71.8	(7.7)
	Retail Store	184	8.7	(12.0)	146	7.5	(20.4)
	Wholesale	407	19.2	(40.4)	400	20.5	(1.6)
	Overseas sales	9	0.5	11.5	4	0.2	(56.7)
	Sub total	2,119	10.1	(15.9)	1,952	9.0	(7.8)
T o t a l	Mail Order	10,729	51.0	(2.6)	10,754	49.5	0.2
	Retail Store	5,828	27.7	2.9	6,214	28.6	6.6
	Wholesale	2,571	12.2	(19.8)	3,165	14.5	23.1
	Overseas sales	1,925	9.1	(8.6)	1,604	7.4	(16.7)
	Sub total	21,055	100.0	(4.3)	21,739	100.0	3.2

		Three Months ended 12/13			Three Months ended 12/14		
		amount	% of total	% change	amount	% of total	% change
R i c e	Mail Order	452	58.9	(3.0)	343	52.5	(24.1)
	Retail Store	29	3.8	(2.5)	20	3.2	(29.3)
	Wholesale	282	36.7	(12.9)	287	44.0	2.0
	Overseas sales	4	0.6	(12.8)	2	0.3	(58.5)
	Sub total	769	3.7	(6.9)	654	3.0	(15.0)
K a l e	Mail Order	557	67.3	2.8	493	68.8	(11.4)
	Retail Store	153	18.6	(2.3)	123	17.2	(19.5)
	Wholesale	111	13.5	(4.1)	98	13.7	(12.1)
	Overseas sales	4	0.6	55.5	2	0.3	(55.0)
	Sub total	827	3.9	1.0	718	3.3	(13.3)

◆ Sales By Segment (Nine Months)

(Millions of yen,%)

		Nine Months ended 12/13			Nine Months ended 12/14		
		amount	% of total	% change	amount	% of total	% change
C o s m e	Mail Order	17,311	50.4	(1.5)	17,064	48.0	(1.4)
	Retail Store	11,814	34.4	1.4	12,527	35.2	6.0
	Wholesale	1,318	3.8	(22.9)	2,361	6.6	79.1
	Overseas sales	3,903	11.4	(3.7)	3,624	10.2	(7.2)
	Sub total	34,348	57.4	(1.8)	35,577	61.0	3.6
S u p p l e	Mail Order	7,684	40.1	(5.5)	7,033	40.4	(8.5)
	Retail Store	4,556	23.8	0.2	4,254	24.4	(6.6)
	Wholesale	5,138	26.9	(7.4)	5,129	29.4	(0.2)
	Overseas sales	1,762	9.2	(16.1)	1,015	5.8	(42.4)
	Sub total	19,142	32.0	(5.8)	17,432	29.9	(8.9)
O t h e r s	Mail Order	4,225	66.9	(8.4)	3,681	69.8	(12.9)
	Retail Store	589	9.3	(13.3)	443	8.4	(24.7)
	Wholesale	1,479	23.4	(25.5)	1,130	21.5	(23.6)
	Overseas sales	22	0.4	29.3	16	0.3	(29.0)
	Sub total	6,317	10.6	(13.4)	5,271	9.1	(16.5)
T o t a l	Mail Order	29,221	48.9	(3.6)	27,778	47.7	(4.9)
	Retail Store	16,960	28.3	0.5	17,225	29.5	1.6
	Wholesale	7,937	13.3	(14.1)	8,621	14.8	8.6
	Overseas sales	5,688	9.5	(7.8)	4,656	8.0	(18.2)
	Sub total	59,807	100.0	(4.5)	58,281	100.0	(2.6)

		Nine Months ended 12/13			Nine Months ended 12/14		
		amount	% of total	% change	amount	% of total	% change
R i c e	Mail Order	1,164	54.7	(8.6)	938	51.9	(19.4)
	Retail Store	81	3.8	(8.7)	60	3.3	(26.0)
	Wholesale	871	40.9	0.5	801	44.3	(8.1)
	Overseas sales	12	0.6	28.1	8	0.5	(30.0)
	Sub total	2,129	3.6	(4.9)	1,808	3.1	(15.1)
K a l e	Mail Order	1,568	65.0	(1.9)	1,381	67.1	(11.9)
	Retail Store	480	20.0	(5.2)	372	18.1	(22.5)
	Wholesale	351	14.6	(7.9)	298	14.4	(15.3)
	Overseas sales	10	0.4	30.6	7	0.4	(27.8)
	Sub total	2,411	4.0	(3.4)	2,060	3.5	(14.6)

◆ 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 l 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 December 31, 2012	As of December 31, 2013	As of December 31, 2014	Increase (decrease)
F A N C L	Cosmetics	1,223,074	1,288,754	1,219,656	(69,098)
	Cosmetics Mail Order	667,852	758,925	709,694	(49,231)
	Cosmetics Retail Stores	668,780	641,187	617,583	(23,604)
	Nutritional Supple	875,588	765,965	726,343	(39,622)
	Supple Mail Order	546,373	474,083	464,008	(10,075)
	Supple Retail Stores	370,537	328,042	296,849	(31,193)
	Rice Mail Order	178,238	161,437	140,571	(20,866)
	Kale Mail Order	110,361	103,377	84,075	(19,302)
	Mail order	1,115,923	1,114,683	1,065,750	(48,933)
	Retail Stores	898,637	836,713	789,144	(47,569)
ATTENIR cosme mail order		397,879	371,787	337,496	(34,291)

◆Purchase Unit Prices(FANCL / Three Months)

(Yen,%)

	Three Months ended 12/13	Three Months ended 12/14	% change
Cosmetics Mail Order	5,391	6,313	17.1
Supple Mail Order	5,550	5,596	0.8
Retail Stores	4,523	5,167	14.2

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

Three Months ended 12/13	Three Months ended 12/14
101.9%	111.2%

◆ Segment Information(Three Months)

(Millions of yen,%)

		Three Months ended 12/13			Three Months ended 12/14		
		amount	% of total	% change	amount	% of total	% change
C o s m e	Sales	12,606	59.9	2.2	13,518	62.2	7.2
	Gross Profit	9,301	73.8	3.1	9,926	73.4	6.7
	SGA	8,089	64.2	8.4	7,716	57.1	(4.6)
	Advertising	1,456	11.5	28.6	1,081	8.0	(25.7)
	Operating Income	1,211	9.6	(22.3)	2,210	16.4	82.4
s u p p l e	Sales	6,329	30.0	(11.4)	6,267	28.8	(1.0)
	Gross Profit	4,387	69.3	(8.4)	4,348	69.4	(0.9)
	SGA	4,110	64.9	(3.5)	4,514	72.0	9.8
	Advertising	803	12.7	(1.3)	1,014	16.2	26.2
	Operating Income	276	4.4	(47.6)	(166)	(2.7)	—
o t h e r s	Sales	2,119	10.1	(15.9)	1,952	9.0	(7.8)
	Gross Profit	978	46.2	(5.6)	894	45.8	(8.6)
	SGA	1,000	47.2	(8.1)	793	40.6	(20.7)
	Advertising	81	3.8	(41.5)	51	2.6	(37.4)
	Operating Income	(22)	(1.1)	—	100	5.2	—
Eliminations or Corporate		(463)			(440)		
T o t a l	Sales	21,055	100.0	(4.3)	21,739	100.0	3.2
	Gross Profit	14,667	69.7	(1.2)	15,169	69.8	3.4
	SGA	13,664	64.9	2.8	13,465	61.9	(1.5)
	Advertising	2,341	11.1	12.2	2,146	9.9	(8.3)
	Operating Income	1,002	4.8	(35.6)	1,703	7.8	69.9

◆ General and administrative expenses(Three Months)

(Millions of yen,%)

	Three Months ended 12/13			Three Months ended 12/14		
	amount	% of total	% change	amount	% of total	% change
Advertising	2,341	11.1	12.2	2,146	9.9	(8.3)
Sales Promotions	2,836	13.5	11.2	2,832	13.0	(0.1)
Transport	865	4.1	(2.0)	843	3.9	(2.5)
Communications	397	1.9	3.0	408	1.9	2.9
Fees/outourcing	2,228	10.6	(6.6)	2,300	10.6	3.2
Salaries	3,189	15.1	3.9	3,228	14.9	1.2
Depreciations	543	2.6	(10.5)	543	2.5	(0.1)
Others	1,262	6.0	(4.6)	1,160	5.3	(8.1)
Total	13,664	64.9	2.8	13,465	61.9	(1.5)

◆ Segment Information(Nine Months)

(Millions of yen,%)

	Nine Months ended 12/13			Nine Months ended 12/14			
	amount	% of total	% change	amount	% of total	% change	
C o s m e	Sales	34,348	57.4	(1.8)	35,577	61.0	3.6
	Gross Profit	25,163	73.3	(1.5)	26,272	73.8	4.4
	SGA	22,319	65.0	(2.8)	22,760	64.0	2.0
	Advertising	3,608	10.5	(20.5)	3,776	10.6	4.7
	Operating Income	2,843	8.3	9.8	3,511	9.9	23.5
s u p p l e	Sales	19,142	32.0	(5.8)	17,432	29.9	(8.9)
	Gross Profit	12,915	67.5	(4.7)	12,154	69.7	(5.9)
	SGA	12,534	65.5	2.9	12,439	71.4	(0.8)
	Advertising	2,845	14.9	28.2	2,743	15.7	(3.6)
	Operating Income	380	2.0	(72.2)	(285)	(1.6)	—
o t h e r s	Sales	6,317	10.6	(13.4)	5,271	9.1	(16.5)
	Gross Profit	2,848	45.1	(9.3)	2,416	45.8	(15.2)
	SGA	2,898	45.9	(13.2)	2,242	42.5	(22.6)
	Advertising	355	5.6	(35.5)	190	3.6	(46.3)
	Operating Income	(50)	(0.8)	—	173	3.3	—
Eliminations or Corporate	(1,461)			(1,395)			
T o t a l	Sales	59,807	100.0	(4.5)	58,281	100.0	(2.6)
	Gross Profit	40,926	68.4	(3.1)	40,843	70.1	(0.2)
	SGA	39,213	65.6	(1.6)	38,838	66.6	(1.0)
	Advertising	6,809	11.4	(6.8)	6,710	11.5	(1.5)
	Operating Income	1,713	2.9	(28.6)	2,004	3.4	17.0

◆ General and administrative expenses(Nine Months)

(Millions of yen,%)

	Nine Months ended 12/13			Nine Months ended 12/14		
	amount	% of total	% change	amount	% of total	% change
Advertising	6,809	11.4	(6.8)	6,710	11.5	(1.5)
Sales Promotions	7,147	12.0	3.8	7,113	12.2	(0.5)
Transport	2,462	4.1	(0.1)	2,355	4.0	(4.3)
Communications	1,214	2.0	4.3	1,237	2.1	1.8
Fees/Outsourcing	6,606	11.0	(4.3)	6,544	11.2	(0.9)
Salaries	9,326	15.6	1.7	9,456	16.2	1.4
Depreciations	1,585	2.7	(9.1)	1,588	2.7	0.2
Others	4,061	6.8	(3.4)	3,832	6.6	(5.6)
Total	39,213	65.6	(1.6)	38,838	66.6	(1.0)

◆ 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 31 December, 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	-	-	1	2	-	-	-	-	3
FANCL Hybrid Shop	-	1	2	2	1	2	-	2	10
Fancl Shop	2	5	18	18	8	13	7	10	81
Fancl House	1	2	13	4	12	10	5	2	49
Fancl House J	1	1	8	3	-	4	2	-	19
Fancl Ginza Square	-	-	-	1	-	-	-	-	1
Others	-	-	1	-	-	-	-	-	1
Total	4	9	44	31	21	30	14	15	168
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 December 31, 2014	As of March 31, 2015 (Projection)
FANCL Beauty Shop	-	-	-	-	2	4	4
FANCL Health House	-	-	-	-	2	3	3
FANCL Hybrid Shop	-	-	-	-	1	10	21
Fancl Shop	24	43	61	83	83	81	78
Fancl House	85	75	70	59	56	49	42
Fancl House J	65	54	39	26	19	19	15
Genki Station	3	3	3	3	2	-	-
Fancl Ginza Square	1	1	1	1	1	1	1
Others	2	3	3	3	1	1	1
Total	180	179	177	175	167	168	165
ATTENIR Shop	14	16	16	16	16	16	16