

Financial Presentation (1st Quarter of the Year Ending March 2010)

August 5, 2009

FIELD5 CORPORATION

THE GREATEST LEISURE FOR ALL PEOPLE

FIELD5 CORPORATION

JASDAQ: 2767

First Quarter of the Year Ending March 2010 Results (Consolidated)

- Results for the 1st Quarter of the Year Ending March 2010 (P/L) 4
- Segment Changes for the 1st Quarter of the Year Ending March 2010 5
- Segment Information for the 1st Quarter of the Year Ending March 2010 6
- Highlights for the 1st Quarter of the Year Ending March 2010 – Pachinko/Pachislot (PS) Field 7
- Results for the 1st Quarter of the Year Ending March 31, 2010 (B/S) (Overview) 8

Full-Year Forecast for the Year Ending March 2010 (Consolidated)

- Full-Year Forecast for the Year Ending March 2010 (Consolidated) 10
- (Reference: Listed in the Presentation Material of May 13th) Resetting the Targets for the Med-Term Management Plan 11

Year Ending March 2010 Results for the 1st Quarter (Consolidated)

- **Results for the 1st Quarter of the Year Ending March 2010 (P/L)** 4
- **Segment Changes for the 1st Quarter of the Year Ending March 2010** 5
- **Segment Information for the 1st Quarter of the Year Ending March 2010** 6
- **Highlights for the 1st Quarter of the Year Ending March 2010** 7
 - Pachinko/Pachislot (PS) Field
- **Results for the 1st Quarter of the Year Ending March 31, 2010 (B/S) (Overview)** 8

Pachinko/Pachislot (PS) Field: Satisfactory sales of the new Evangelion machines Group companies: Expected trends

(%): ratio against Net sales (Unit: Billion yen)

Consolidated	Year Ended March 2009		Year Ending March 2010		
	1Q Results	Full-Year Results	1Q Results	YOY (Increase / Decrease)	Rate of Increase / Decrease YOY (%)
Net sales	7.3	73.0	16.0	8.7	119.1%
Gross profit	2.1	24.0	12.4	10.2	487.7%
SG&A expenses	5.4	22.0	3.8	(1.5)	(28.6%)
Operating income	(3.3) (-%)	1.9 (2.7%)	8.5 (53.2%)	11.8	-%
Ordinary income	(3.1) (-%)	0.9 (1.4%)	8.5 (53.1%)	11.6	-%
Net income	(2.2) (-%)	(1.4) (-%)	4.7 (29.4%)	6.9	-%
Number of employees (Consolidated)	1,105	827	869	(236)	(21.4%)

■ “CR Neon Genesis Evangelion – The Beginning and the End” recorded the highest sales in the Evangelion series totaling 237,000 machines

(Reference) Non-consolidated	Year Ended March 2009		Year Ending March 2010		
	1Q Results	Full-Year Results	1Q Results	YOY (Increase / Decrease)	Rate of Increase / Decrease YOY (%)
Net sales	3.9	53.1	14.9	10.95	277.2%
Operating income	(1.4) (-%)	3.8 (7.2%)	8.6 (57.9%)	10.0	-%
Ordinary income	(1.7) (-%)	5.8 (11.0%)	8.7 (58.8%)	10.4	-%
Net income	(0.9) (-%)	1.1 (2.2%)	5.1 (34.5%)	6.0	-%

Segment Changes for the 1st Quarter of the Year Ending March 2010

Highlights for segment changes by Field

[4Q of the year ended March 2009]

[Changes in the 1Q of the year ending March 2010]

(I) Game Field

: Abolished for reasons such as D3 Inc.'s application for TOB in the year ended March 2009 leading to the lack of business entities in this field

(II) Sports Field

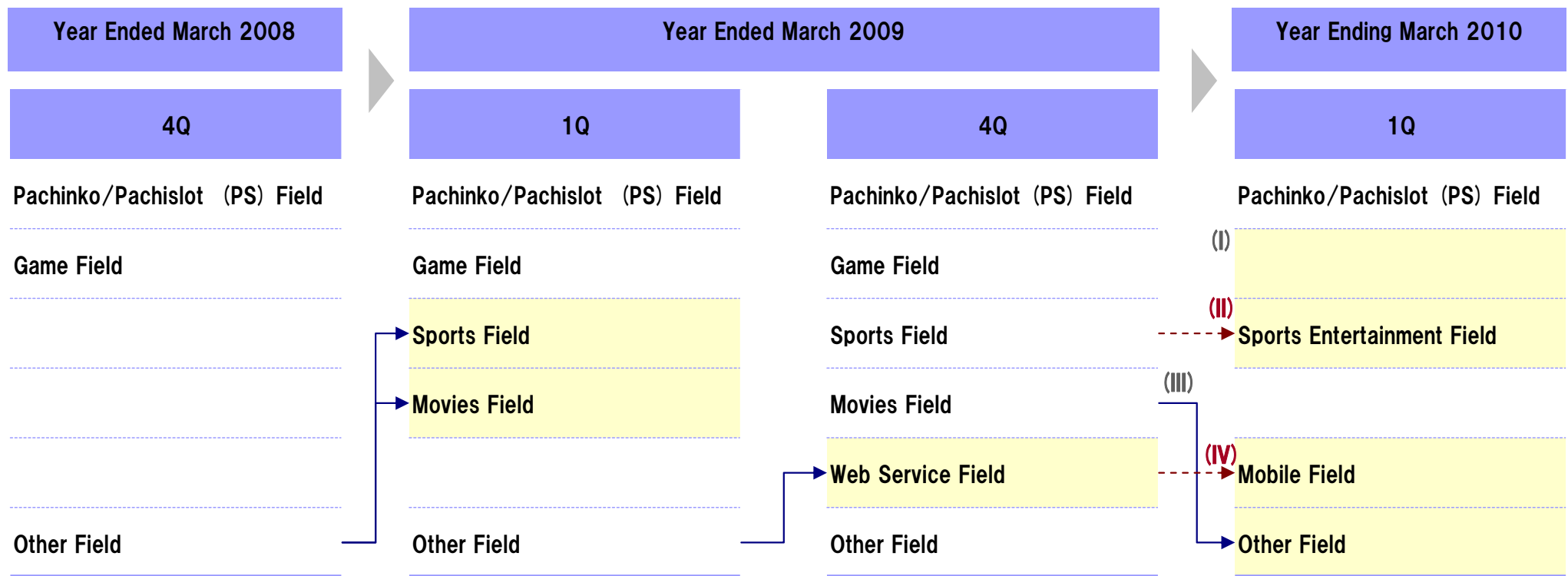
: Renamed the Sports Entertainment Field in consideration of the business direction

(III) Movies Field

: Integrated into the Other Field due to the lack of new investment (transferred the Haruki Fields Cinema Fund)

(IV) Web Service Field

: Renamed the Mobile Field for simplicity



Segment Information for the 1st Quarter of the Year Ending March 2010



- Pachinko/Pachislot (PS) Field : “CR Neon Genesis Evangelion–The Beginning and the End” became a huge hit, recording the highest sales in the Evangelion series.
- Sports Entertainment Field : Drastic reviews made across the sports business were felt and this segment continued to report strong results overall as expected.
- Mobile Field : (Mobile) Made steady progress with its paying membership breaking over 500,000.

(Unit: Million yen)

	Year Ended March 2009				Year Ending March 2010		
	1Q	1st Half	1Q-3Q	Full-Year	1Q	Rate of Increase / Decrease YOY (%)	Composition (%)
Net sales	7,321	41,590	65,051	73,035	16,038	119.1%	
Pachinko/Pachislot (PS) Field	4,197	34,957	52,501	55,724	15,029	258.1%	91.8%
Game Field	1,904	4,127	8,751	12,593	-	-	-
Sports Entertainment Field	961	1,977	2,995	3,589	565	(41.2%)	3.5%
Movies Field	26	30	72	73	-	-	-
Mobile Field	[*366]	-	-	1,609	519	-	3.2%
Other Field	394	771	1,212	56	252	(36.0%)	1.5%
Elimination or Incorporation	(163)	(274)	(480)	(612)	(329)		
Operating income	(3,312)	3,252	6,082	1,960	8,524	-	
Pachinko/Pachislot (PS) Field	(1,562)	5,569	7,712	4,031	8,543	-	99.0%
Game Field	(1,112)	(1,619)	(926)	(1,289)	-	-	-
Sports Entertainment Field	(169)	(342)	(437)	(537)	(96)	-	(1.1%)
Movies Field	(488)	(522)	(514)	(503)	-	-	-
Mobile Field	[*20]	-	-	455	124	-	1.4%
Other Field	65	152	261	(176)	58	(10.8%)	0.7%
Elimination or Incorporation	(44)	14	(13)	(19)	(104)		

*Bracketed figures for the Mobile Field for the 1st quarter of the year ended March 2009 indicate reference values after reclassification.

Highlights for the 1st Quarter of the Year Ending March 2010

– Pachinko/Pachislot (PS) Field




Pachinko/Pachislot (PS) Field

- Market Environment: Shifting toward the introduction of pachinko machines centering on middle gambling nature (middle type) machines
- 1Q sales results: Pachinko machines (1 model), pachislot machines (2 models)

(Unit: Machines)

	Year Ended March 2009				Year Ending March 2010
	1Q	1st Half	3Q (Consolidated)	Full-Year	1Q
Pachinko Machine Sales	53,237	137,539	192,085	202,525	244,091
Pachislot Machine Sales	5,360	79,293	122,542	128,680	6,055
Total	58,597	216,832	314,627	331,205	250,146


Pachinko Machines




Recorded the highest sales in the Evangelion series totaling 237,000 machines

■ CR Neon Genesis Evangelion–The Beginning and the End

Pachislot Machines



■ Aim for the Ace!



■ Saturday Night Fever

	Year Ended March 2005	Year Ended March 2006	Year Ended March 2007	Year Ended March 2008	Year Ended March 2009	Year Ending March 2010
Pachinko Machines	- 1st - <December 2004>	- 2nd - 2nd Impact <February 2006>	- 3rd - -What's Value of Miracle <February 2007>	- 4th - -The Angels are Back Again <January 2008>	Premium Model <May 2008> [type less reliant on gambling nature]	- 5th - -The Beginning and the End <April 2009>
	125,000 machines	161,000 machines	187,000 machines	200,000 machines	50,000 machines	237,000 machines
Pachislot Machines		- 1st - <September 2005>		- 2nd - -'Magokoro wo Kimini' <July 2007>	- 3rd - -That time has come, now they're waiting for us <September 2008>	
		23,000 machines		99,000 machines	90,000 machines	

**Evangelion series
A total of 1.17 million
Pachinko/Pachislot
machines sold**

Source: Fields

©カラ－ ©カラ－ GAINAX ©Bisy
©GAINAX - カラ－Project Eva ©Bisy
Saturday Night Fever®&©2008 Paramount Pictures. All Rights Reserved.
©John Travolta, Licensed by Cross Media International, LLC.
©山本鈴美香

Results for the 1st Quarter of the Year Ending March 31, 2010 (B/S) (Overview)



(Unit: Million yen)

	At June 30, 2008	At March 31, 2009	At June 30, 2009	Increase/Decrease from previous quarters		Factors causing the increase/decrease from the previous quarter of the year ended March 2009
				At June 30, 2008	At March 31, 2009	
Total current assets	30,038	25,135	28,932	(1,106)	3,796	
(Cash and cash equivalents)	9,495	11,181	14,767	5,272	3,586	Increase due to sales of CR Eva 5th
(Inventories)	4,048	963	985	(3,063)	22	(Year-on-year: Decrease in Game Field products in progress)
Total fixed assets	34,234	26,929	27,001	(7,233)	72	
(Total tangible fixed assets)	11,833	10,898	10,367	(1,466)	(530)	Decrease due to the sale of the Tokyo Office's building and land
(Total intangible fixed assets)	3,908	2,761	2,613	(1,295)	(148)	(Year-on-year: Decrease in goodwill relevant to D3 Inc.)
(Total investments and other assets)	18,492	13,268	14,020	(4,472)	751	Increase in valuation difference of investment securities
Total Assets	64,272	52,064	55,933	(8,339)	3,869	

Total current assets	15,200	7,547	7,211	(7,989)	(335)	Increase in accrued income taxes as profit increased
(Short-term borrowings)	6,497	-	-	-	-	(Year-on-year: Decrease in the share relevant to D3 Inc., etc.)
Total fixed liabilities	5,680	5,021	4,714	(966)	(306)	Decrease in redemption of corporate bonds
Total liabilities	20,881	12,568	11,925	(8,956)	(642)	
Total net assets	43,391	39,496	44,008	617	4,511	Increase in retained earnings
Total liabilities and net assets	64,272	52,064	55,933	(8,339)	3,869	

* The B/S for D3 Inc., which was a consolidated subsidiary in the year ended March 2009, has been nonconsolidated since the end of March 2009.

Full-Year Forecast for the Year Ending March 2010 (Consolidated)

- | | |
|--|----|
| ■ Full-Year Forecast for the Year Ending March 2010
(Consolidated) | 10 |
| ■ (Reference: Listed in the Presentation Material of May 13th)
Resetting the Targets for the Med-Term Management Plan | 11 |

Full-Year Forecast for the Year Ending March 2010 (Consolidated)



Highlights

- Striving toward the achievement of steady full-year results, fueled by favorable 1Q results
- Introduction of fewer mainstay models in 2Q
- Introduction of the second additional innovative pachinko title; expand sales by introducing machines from popular series
- Achievement of a Consolidated/Non-consolidated ratio of 1.0 or above by early improvement in Group's earnings

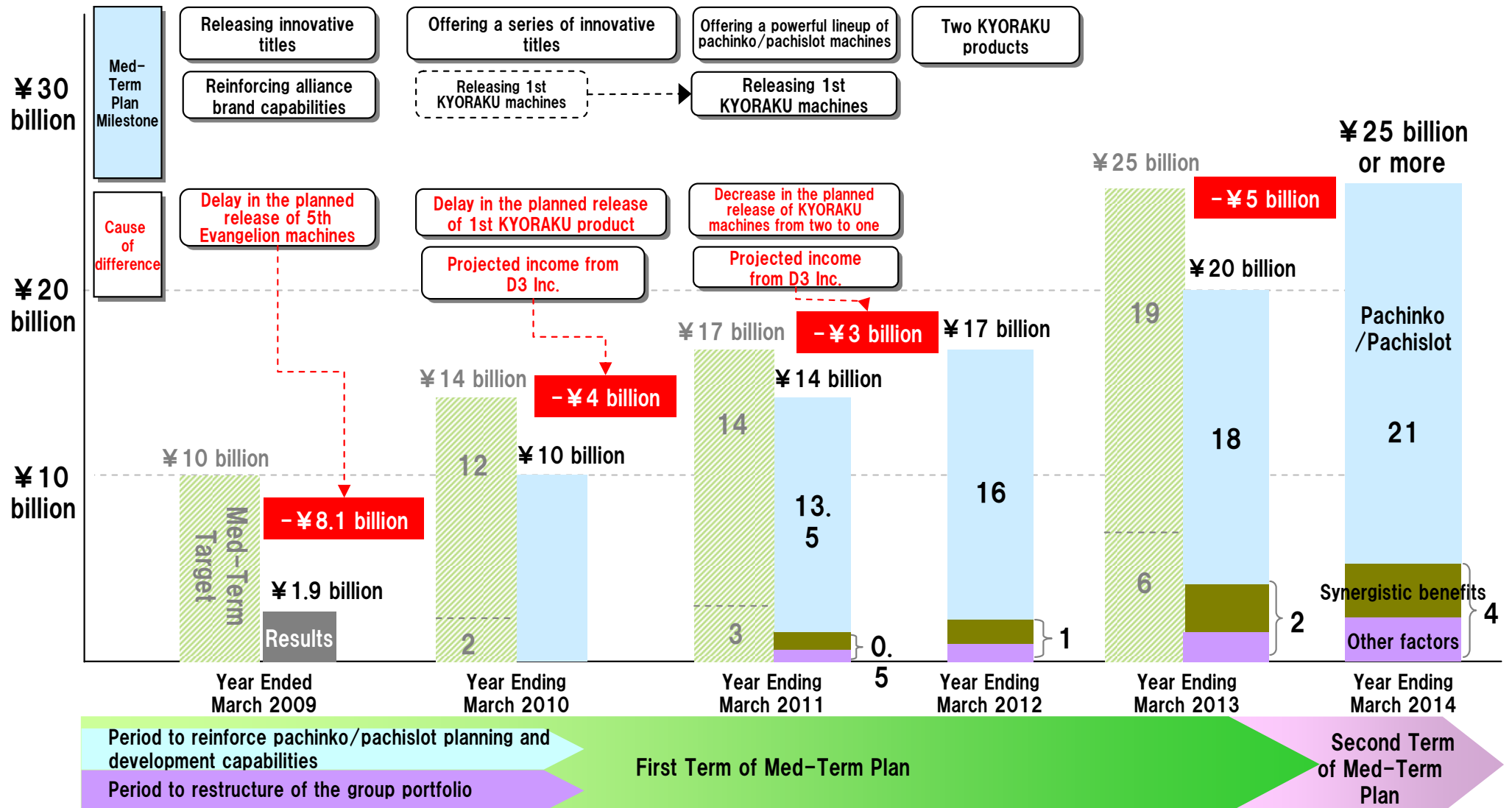
(%): ratio against Net sales (Unit: Billion yen)

Consolidated	Year Ended March 2009	Year Ending March 2010					
	Full-Year Results	1Q Results	1st Half Forecast	2nd Half Forecast	Full-Year Forecast	YOY	
						Increase / Decrease	Rate of Increase / Decrease (%)
Net sales	73.0	16.0	22.0	48.0	70.0	(3.0)	(4.2%)
Gross profit	24.0	12.4	13.5	15.0	28.5	4.4	18.6%
SG&A expenses	22.0	3.8	9.0	9.5	18.5	(3.5)	(16.1%)
Operating income	1.9 (2.7%)	8.5 (53.2%)	4.5 (20.4%)	5.5 (11.4%)	10.0 (14.2%)	8.0	410.2%
Ordinary income	0.9 (1.4%)	8.5 (53.1%)	4.5 (20.4%)	5.5 (11.4%)	10.0 (14.2%)	9.0	909.1%
Net income	(1.4) (-%)	4.7 (29.4%)	1.9 (8.6%)	2.6 (5.4%)	4.5 (6.4%)	5.9	-%

(Reference: Listed in the Presentation Material of May 13th)
Resetting the Targets for the Med-Term Management Plan

Target operating income for the Year Ending March 2014 of ¥25 billion or more

*Target contribution by Group companies: 20%



The plans, strategies and estimates of the Company indicated in these documents, other than actual results and facts, include potential risks and uncertainties and cannot be guaranteed.

Potential risks and uncertainties include, but are not limited to, the economic environment of the pachinko/pachislot market in which the Company operates, market competition and the products handled by the Company.

Contact

■ IR Section, Corporate Communications Office

■ Tel. : +81-3-5784-2111

■ E-mail : ir@fields.biz