



# Financial Flash Report

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 No revisions were made to the consolidated forecast earnings

## 1. Financial Results (Consolidated)

(Japan GAAP)

(Unit: Million yen)	4~12/2010	4~12/2009	4/2009~3/2010	year-over-year
	Q1-Q3	Q1-Q3	Full Year	changes
<b>Net Sales</b>	<b>71,433</b>	<b>24,521</b>	<b>66,342</b>	<b>191.3%</b>
PS(Pachinko/Pachislot)	64,409	21,505	62,379	199.5%
Mobile	1,547	1,403	1,821	10.3%
Sports Entertainment	1,644	1,807	2,416	(9.0%)
Other	4,192	270	619	1452.6%
Adjustments	(360)	(466)	(895)	-
<b>SG&amp;A Expenses</b>	<b>15,584</b>	<b>12,628</b>	<b>18,764</b>	<b>23.4%</b>
<b>Operating Income</b>	<b>10,699</b>	<b>1,368</b>	<b>8,124</b>	<b>682.1%</b>
PS(Pachinko/Pachislot)	10,507	1,463	8,133	618.2%
Mobile	287	305	393	(5.9%)
Sports Entertainment	(219)	(253)	(324)	-
Other	177	(69)	(70)	-
Adjustments	(53)	(78)	(7)	-
<b>Ordinary Income</b>	<b>11,483</b>	<b>1,090</b>	<b>7,761</b>	<b>952.7%</b>
<b>Net Income</b>	<b>6,471</b>	<b>(273)</b>	<b>3,289</b>	<b>-</b>
Total Asset	76,811	49,808	81,329	-
Net Asset	46,101	38,000	41,187	-
Net Income per Share (Yen)	19,484	(814)	9,796	-
Cash Flow from Operating Activities	9,666	5,958	8,429	-
Cash Flow from Investing Activities	(3,339)	(649)	(1,011)	-
Cash Flow from Financing Activities	(3,702)	(2,238)	(2,687)	-
Cash and Cash Equivalents at 3rd Quarter-End	18,521	14,246	15,906	-

### Result Review

#### Good result in the pachislot machine sales

The two pachislot machines, *Onimusha: Dawn of Dreams* and *Neon Genesis Evangelion—Die Spur der SEELE*, released in the previous fiscal year, which received repeat orders in the third quarter and *Ore no Sora—Spirit of young justice* (released in this third quarter), etc. sold well for the nine months (4~12/2010) and contributed to an increase in the number of a total pachislot machine sales, selling 137,912 units (125,235 units increased year-over-year), which is more than the Company's initial expectations.

The result is positively driven by the pachislot machine sales business due to the distribution sales model.

## 2. Forecast (Consolidated)

(Unit: Million yen)

	Year Ended March 31, 2010		Year Ending March 31, 2011		
	Q1-Q3 Results	Full-Year Results	Q1-Q3 Results	Full-Year Forecast*	year-over-year changes
Net Sales	24,521	66,342	71,433	100,000	50.7%
Operating Income	1,368	8,124	10,699	13,000	60.0%
Ordinary Income	1,090	7,761	11,483	13,000	67.5%
Net Income	(273)	3,289	6,471	7,000	112.8%

\* Revisions to the full year forecast and interim dividends have been made as of November 4, 2010.

### Outlook Review

#### No revisions were made to the consolidated forecast earnings as of November 2010

Due to the good result of pachislot sales business, the Company revised the pachinko machine sales strategy regarding a few titles, including the first collaborative title with KYORAKU SANGYO, and postponed the launch date of the title, however the Company will make no revisions to the forecast.

A newly established company IP Bros. incorporated. in December 2010 and the acquisition of MICROCABIN Corp. in January 2011 as subsidiaries will have no significant impact on the Company's consolidated forecast earnings for the fiscal year ending March 31, 2011.

[Disclaimer]

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.

### 3. Pachinko/Pachislot Business and Group Business

#### Pacinko/Pachislot(PS) Field Segment

##### PS Market

There has been increasing demand for pachinko machines which are rich in entertainment value to extend the fan base and promote steady operations. In the meantime, as the successive development of pachislot machines with improved gaming and entertainment features has promoted to introduce new machines, the operation of pachislot machines began to rise and the pachislot market environment has been on a full-fledged recovery track.

##### H1

The Company released two pachinko titles including *CR Evangelion—Evangelical of the beginnings*, which was a big hit, selling a total of over 200,000 units consecutively to the previous title. In the meantime, the Company launched two pachislot titles including *Gamera*, and two other pachislot titles, *Onimusha: Dawn of Dreams* and *Neon Genesis Evangelion—Die Spur der SEELE*, which were launched in the fourth quarter of the previous fiscal year, were highly acclaimed in the market place which led to repeat orders in the first half.

##### Q3

The Company released new titles and the sales made steady progress despite the industry voluntarily refraining from the replacement of machines out of consideration for the country's hosting of the APEC. In the meantime, the Company released a pachinko title *CR Evangelion—Evangelical of the beginnings Light ver.* and a pachislot title *Ore no Sora—Spirit of Young Justice* which made a hit besides *Onimusha's* repeat orders.

##### Outlook

The Company is to release two major pachislot titles *Sengoku BASARA 2* and *MOBASLO Evangelion—for your own wish*. MOBASLO has synchronized the actual play on the machine with mobile site and the Company strongly believes that it will contribute to invigorate the market and create new fan base.

In January 2011, the Company acquired MICROCABIN CORP. ("MC"), which develops graphics software for pachinko machine LCD displays. (Shareholding ratio: Fields Corporation 85%, AQ INTERACTIVE INC. ("AQI") 15%) \*see [the announcement](#)  
The acquisition will enhance ties with the AQI group, which owns a valuable networked content portfolio, through collaboration between MC and our Group companies.

<Pachinko/Pachislot machine titles sold during the nine months ended December 31, 2010>

Pachinko machine sales titles	Month released	
CR Evangelion—Evangelical of the beginnings	June 2010	(Bisty Co., Ltd.)
CR Shimizu no Jirocho Light ver.	August 2010	(Bisty Co., Ltd.)
CR Evangelion—Evangelical of the beginnings Light ver.	November 2010	(Bisty Co., Ltd.)
Total number of pachinko machines sold (units)	241,693	
Pachislot machine sales titles	Month released	
[On going sale title from the previous fiscal year] Neon Genesis Evangelion—Die Spur der SEELE	March 2010	(Bisty Co., Ltd.)
[On going sale title from the previous fiscal year] Onimusha: Dawn of Dreams	March 2010	(Rodeo Co., Ltd.)
Gamera	June 2010	(Rodeo Co., Ltd.)
Magical Shopping Arcade Abenobashi	August 2010	(Bisty Co., Ltd.)
Ore no Sora—Spirit of Young Justice	December 2010	(Rodeo Co., Ltd.)
Total number of pachislot machines sold (units)	137,912	

#### Mobile Field Segment

##### H1

The number of paying members for the Fields Mobile increased.  
The number of paid members of mobile content "Shame-ji" increased above initial expectations.

##### Q3

The Company's subsidiary FutureScope Corporation started to distribute pachislot machine simulator App to the smartphone market. The Company jointly established a company IP Bros. Incorporated with NHN Japan Corporation, operator of Hangame holding 38 million ID registers (as of December 2010.) The strategy is to aim at increasing the number of paying members by utilizing our group and partner companies IPs, and planning and producing digital contents for online game and social game, etc.

#### Sports Entertainment Field Segment

##### H1

The Company's subsidiary Japan Sports Marketing Inc. strove to improve the management regarding athlete management business. As for fitness club business "TOTAL Workout", the company strove to gain new paying members as well as improve its programs.

##### Q3

The company continuously strove to improve both athlete management and fitness club businesses.

#### Other Field Segment

##### H1

The Company aimed at expanding group businesses by acquiring Tsuburaya Productions Co., Ltd. ("Tsuburaya Productions") a holder of IP including the Ultraman Series and Digital Frontier Inc. (DF) one of Japan's major computer graphics production companies as the Company's subsidiaries. In the meantime, the Company focused on strengthening the foundation of the future entertainment fields by establishing a new publishing company, HERO'S jointly with Shogakukan Creative Inc.

##### Q3

Tsuburaya Productions focused on invigorating IP the Ultraman Series to promote the 45th Ultraman Series Anniversary and released the film "Ultraman Zero The Movie".

DF participated in the high level development and production of VFX for the January 2011 released film "GANTZ".  
Lucent Pictures Entertainment, Inc. focused on strengthening the relationship with partners in and outside of Japan in order to utilize their 3D technologies for the expanding 3D market.

HERO'S made steady progress with negotiations and interactions with various comic authors due to create new IPs as well as aim at issuing the first monthly comic magazine.