

Summary

(Translation)

Fields Corporation Summary of Financial Information and Business Results (Consolidated) for the First Half of the Year Ending March 31, 2012 (Japan GAAP)

November 2, 2011
Listed on: OSE [JASDAQ]

Company Name: Fields Corporation
(URL: <http://www.fields.biz/>)
Stock code: 2767
Representative Director: Takashi Oya
President and COO
Inquiries: Hideaki Hatanaka
Executive Officer and General Manager, Corporate Communications Office
Tel: +81-3-5784-2111
Planned Date for Submittal of the Quarterly Report: November 11, 2011
Planned Date for Start of Dividend Payment: December 2, 2011
Quarterly earnings supplementary explanatory materials: Yes
Quarterly earnings presentation: Yes (For institutional investors and security analysts)

(Rounded down to the nearest million)

1. Business results for the first half of the year ending March 31, 2012 (April 1, 2011, to September 30, 2011)

(1) Operating results (cumulative total) (Percentage figures denote year-over-year changes.)

	Net sales		Operating income		Ordinary income		Net income	
	Million yen	%	Million yen	%	Million yen	%	Million yen	%
First half, year ending March 31, 2012	33,352	(22.5)	1,582	(82.8)	1,713	(82.0)	2,428	(55.3)
First half, year ended March 31, 2011	43,012	100.6	9,182	70.5	9,503	88.1	5,428	148.8

(Note) Comprehensive income First half, year ending March 31, 2012: ¥2,496 million (-52.6%)
First half, year ended March 31, 2011: ¥5,268 million (—%)

	Net income per share	Diluted net income per share
	Yen	Yen
First half, year ending March 31, 2012	7,313.43	—
First half, year ended March 31, 2011	16,344.76	—

(2) Financial position

	Total assets	Net assets	Shareholders' equity ratio
	Million yen	Million yen	%
First half, year ending March 31, 2012	63,102	48,685	76.8
Year ended March 31, 2011	78,971	47,021	59.2

(Reference) Shareholders' equity First half, year ending March 31, 2012: ¥ 48,450 million
Year ended March 31, 2011: ¥ 46,779 million

2. Dividends

(Record date)	Annual dividends				
	First quarter-end	Second quarter-end	Third quarter-end	Year-end	Annual
	Yen	Yen	Yen	Yen	Yen
Year ended March 31, 2011	—	2,500.00	—	2,500.00	5,000.00
Year ending March 31, 2012	—	2,500.00	—	—	—
Year ending March 31, 2012 (Forecast)	—	—	—	2,500.00	5,000.00

(Note) Revision of the most recently released dividend forecasts: No

3. Forecast earnings for the year ending March 31, 2012 (April 1, 2011 to March 31, 2012)

(Percentage figures denote year-over-year changes.)

	Net sales		Operating income		Ordinary income		Net income		Net income per share
	Million yen	%	Million yen	%	Million yen	%	Million yen	%	Yen
Full year	100,000	(3.5)	14,000	6.6	14,000	2.3	8,000	6.4	24,088.04

(Note) Revision of the most recently released performance forecasts: No

4. Other Information

(1) Transfer of important subsidiaries during the year under review (Transfer of specific subsidiaries that results in a change in the scope of consolidation): No

New — company(ies) (-)
 Excluded — company(ies) (-)

(2) Application of the accounting method specific to quarterly consolidated financial statements: Yes

(3) Changes in accounting principles and accounting estimates, and revisions/restatements

- 1) Changes due to the revision to the accounting standards, etc.: No
- 2) Changes due to any reason other than those in 1) above: No
- 3) Changes in accounting estimates: No
- 4) Revisions/restatements: No

(4) Number of shares issued (common stock)

1) Number of shares issued at end of year (including treasury stock)

First half, year ending March 31, 2012	347,000 shares
Year ended March 31, 2011	347,000 shares

2) Number of shares of treasury stock at end of year

First half, year ending March 31, 2012	14,885 shares
Year ended March 31, 2011	14,885 shares

3) Average number of shares outstanding (quarterly consolidated cumulative period)

First half, year ending March 31, 2012	332,115 shares
First half, year ended March 31, 2011	332,115 shares

* Indication of status of quarterly review procedure

This quarterly earnings report is not subject to quarterly review procedures based upon the Financial Instruments and Exchange Act. Thus, at the time of disclosure of the financial results, the quarterly financial statement review procedures based upon the Financial Instruments and Exchange Act have not been completed.

* Explanation of the appropriate usage of forecast earnings and other specific matters

The above forecast relies on judgments and assumptions based on information available as of the date of announcement of this material, and is subject to changes in risks, uncertainties, and economy, and other factors that could cause actual results to be materially different from expectations. When using the performance forecasts, in this document, please refer to “Qualitative information on projections for the consolidated business results” on page 5 of the Appendix to this document for a description of the assumptions underlying the performance projections and points to note.

The Company is planning to hold a results briefing for analysts and institutional investors on Friday, November 4, 2011. Materials distributed at that briefing will be posted on the Company’s website after the briefing.

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1. Qualitative information on quarterly financial results

(1) Qualitative information on consolidated operating results

1) Overview of operations for the first half ended September 30, 2011 (April to September 2011)

The Company posted net sales of ¥33,352 million (22.5% down year-over-year), operating income of ¥1,582 million (82.8% down year-over-year), and ordinary income of ¥1,713 million (82.0% down year-over-year). The Company's net income for the period totaled ¥2,428 million (55.3% down year-over-year), due to a reduction in current income taxes as a result of recording deferred tax assets following the dissolution and liquidation of its subsidiary.

The main reasons for the above results are as follows.

Taking into account shortages in electronic components due to the effects of the Great East Japan Earthquake, which occurred in March 2011, the Company plans to focus on increasing the sales of pachinko/pachislot (PS) machines during the second half of this fiscal, with releases of multiple major pachinko and pachislot titles scheduled in the second half.

In accordance with this plan, the Company released 1 pachinko machine title and 2 pachislot machine titles in the first half of the fiscal year.

As for other entertainment businesses, some of the Company's mobile related companies invested in the launch of new products and services.

The status of each segment is as follows.

2) Analysis of operations for the first half under review by business segment

[Pachinko/Pachislot (PS) Field segment]

The sales of pachislot machines for the second quarter of the fiscal year (July to September 2011) have continued to increase since the first quarter of the year. The number of pachislot machines installed nationwide increased by 7.5% year-over-year to 1.44 million machines* as of the end of the September 2011, which slightly increased the total number of pachislot and pachinko machines installed nationwide by 0.4% year-over-year to 4.54 million machines*.

Although there were continued concerns regarding the effects of the earthquake on the procurement of electronic components including semiconductor components required for pachinko/pachislot machines, the supply chain has recovered in the second quarter under review and suppliers have been strengthening their systems to resume normal supply level.

This summer, approximately 5,000 pachinko halls in the metropolis Tokyo and 15 prefectures mainly in the Kanto and Tohoku regions closed on a 2 to 3 weekdays per month rotating basis for the 3 months from July to September from the concerns regarding electricity shortages due to the effects of the earthquake. Although there were fears about a decrease in sales in these halls because of the reduced number of business days, their sales remained unaffected in particular due to closed days being weekdays and an increase in customers in other halls that were open.

In the meantime, after the earthquake, pachinko halls maintained or even improved their ability to attract customers in a situation in which the supply of new machines decreased slightly. We see this as a sign that the earthquake has led people to reevaluate the inherent function of a pachinko hall serving as part of the local community, and that pachinko/pachislot machines have become a part of life in Japan as a readily available popular entertainment choices.

In these circumstances, the Company views the pachinko/pachislot (PS) business not only based on changing market needs but also from a wide entertainment perspective, and has been committed to improving the competitiveness of the PS market with other leisure markets. During the fiscal year under review, the Company has also been implementing initiatives to revitalize the market by focusing on planning, developing and selling products that serve as great entertainment.

In the pachislot machine sales business for the first half under review, the Company released two new models, *SAMURAI 7* and *Kaze no Youjinbou—Memory of Butterflies*, and recorded the sales of *MOBASLO Evangelion—for your own wish*, which was released during the fourth quarter of the previous fiscal year. In the meantime, in the pachinko machine sales business, the Company released 1 new model, *CR The story of ayumi hamasaki —introduction*, which features a major Japanese superstar and recorded sales of more than 70,000 machines.

As a result of the above, during the consolidated first half under review, there were unit sales of pachislot machines amounting to 61,990 (4,518 machines down year-over-year) and unit sales of pachinko machines coming to 89,264 (137,356 machines down year-over-year). Consequently, the Pachinko/Pachislot (PS) Field posted net sales of ¥29,568 million (23.2% down year-over-year) and operating income of ¥1,711 million (81.2% down year-over-year).

* The total number of installations nationwide is based on a survey conducted by the Company.

<Pachinko/Pachislot machine titles sold during the consolidated first half under review>

Pachinko machine sales titles	Month released	
<i>CR The story of ayumi hamasaki—introduction</i>	July 2011	(Bisty Co., Ltd.)
Total number of pachinko machines sold (machines)	89,264	

Pachislot machine sales titles	Month released	
[Ongoing sale title from the previous fiscal year] <i>MOBASLO Evangelion—for your own wish</i>	March 2011	(Bisty Co., Ltd.)
<i>SAMURAI 7</i>	May 2011	(Bisty Co., Ltd.)
<i>Kaze no Youjinbou—Memory of Butterflies</i>	August 2011	(Rodeo Co., Ltd.)
Total number of pachislot machines sold (machines)	61,990	

(Note) The total number of pachinko/pachislot machines sold includes the number of machines other than the above titles sold via agency sales.

[Mobile Field segment]

Internet access in Japan for both mobile devices and personal computers has continued to develop against faster communication speeds and the improvement of communication access networks. In the area of mobile devices, in particular, smartphones and tablet computers continued to become popular, and the demand for entertainment content, such as games and electronic books, has been increasing.

In this market environment and with the aim of increasing the number of paying members, the Company is striving to expand its on-line services, including those for mobile devices, by leveraging Pachinko/Pachislot-related content (an area of particular strength for the Company) as well as enhancing new services in other fields with its own content.

In on-line service fields (including with regard to mobile devices), FutureScope Corporation and IP Bros. Incorporated invested in services using pachinko/pachislot (PS) related content, though some services did not progress as per the original plan, and aggressively took a variety of measures with the aim of increasing the number of paying members. In services using other than PS-related content, the Company conducted research and development and invested in such services by using content assets held by the Fields Group companies, including the Company's related businesses, and aggressively committed to increasing profitability in the on-line service field.

As a result of the above, for the consolidated first half under review, the Mobile Field posted net sales of ¥1,149 million (8.5% up year-over-year) and operating income of ¥62 million (68.8% down year-over-year).

[Sports Entertainment Field segment]

During the first half under review, the Company improved its management of sports related business.

The Company implemented a drastic reorganization of Japan Sports Marketing Inc. (JSM), which handles the sports business of the Company, as stated in our news release dated August 23, 2011, "Notice regarding a Simplified Absorption-type Divestiture between Fields Corporation and its Subsidiary and a Special Liquidation of the Subsidiary."

After the fitness club business of JSM was divested (in a simplified absorption-type divestiture), the Company succeeded to the business based on projections of continued growth opportunities for JSM's fitness club business, backed by the resources of Fields Corporation, as well as the great synergy between the business and Fields Group. The Company decided to close all other JSM business upon JSM's dissolution. This decision is based on the drastic changes in the market environment in which JSM does business, and these changes are believed to greatly hinder the creation of new profit opportunities in this environment.

As a result of the above, the Sports Entertainment Field posted for the consolidated first half under review net sales of ¥1,031 million (4.7% down year-over-year) and operating loss of ¥34 million (versus an operating loss of ¥140 million for the same period of the previous fiscal year).

[Other Field segment]

After a series of consideration on issues in its management revealed in about 1 year and half since it joined the Fields Group, Tsuburaya Productions Co., Ltd., which handles video related business, has launched the development of its future plans. In addition to revitalizing its own existing IP (Intellectual Property) such as the Ultraman Series, the company has been committed to taking a variety of measures with the aim of improving its brand value by increasing profitability through the development of new IP.

Digital Frontier Inc., in addition to the production of computer graphics (CG) for games and pachinko/pachislot machines, expanded its video production business by handling the overall CG production of the movie, "Tekken: Blood Vengeance 3D," which was released in September 2011. Faced with the issue of expanding its production line to meet the increasing requests

for producing full-length CG including movies and games, the company has committed to strengthen its system by securing lines of production not only domestically but overseas as well.

Lucent Pictures Entertainment, Inc., promoted the planning of the magazine and digital versions of a 3D HD visual magazine by taking advantage of its 3D video related technologies. In the meantime, the company also promoted a variety of tie-up plans with the aim of achieving solid results with the large project, “BERSERC I THE HIGH KING’S EGG” (scheduled to be premiered in February 2012), an animated movie that the company has planned and produced since its establishment.

As for content development related business, the publisher HERO’S Inc., which was jointly established with Shogakukan Creative Inc., continued to prepare for the launch of its premiere issue of its future-style comic, “HERO’S Monthly” on November 1, 2011, and focused on strengthening the foundations required for the development and creation of highly-quality IP. In the future, the company will enrich the magazine’s content while aggressively promoting cross-media development in a variety of fields including the pachinko/pachislot related field.

As a result of the above, the Other Field posted net sales of ¥2,299 million (12.1% down year-over-year) and operating loss of ¥139 million (versus an operating income of ¥58 million for the same period of the previous fiscal year) for the consolidated first half under review.

(Note) Net sales reported by the individual segments are gross of inter-group net sales or transfers.

(2) Qualitative information on the consolidated financial position

(Assets)

Current assets amounted to ¥32,250 million, down ¥18,800 million since the end of the previous fiscal year. The principal factor behind this was a decrease in notes and accounts receivable—trade.

Tangible fixed assets amounted to ¥10,596 million, up ¥506 million since the end of the previous fiscal year.

Intangible fixed assets amounted to ¥4,857 million, down ¥212 million since the end of the previous fiscal year.

Investments and other assets amounted to ¥15,397 million, up ¥2,636 million since the end of the previous fiscal year. This primarily reflected an increase in deferred tax assets.

As a result of the above, total assets amounted to ¥63,102 million, down ¥15,869 million since the end of the previous fiscal year.

(Liabilities)

Current liabilities amounted to ¥10,205 million, down ¥17,381 million since the end of the previous fiscal year. The principal factors behind this were a decrease in notes and accounts payable—trade and a decrease in accrued income taxes.

Fixed liabilities amounted to ¥4,211 million, down ¥151 million since the end of the previous fiscal year. This was mainly attributable to a decrease in redemption of corporate bonds.

As a result of the above, total liabilities amounted to ¥14,417 million, down ¥17,532 million since the end of the previous fiscal year.

(Net assets)

Net assets amounted to ¥48,685 million, up ¥1,663 million since the end of the previous fiscal year. This was primarily reflected an increase in retained earnings.

(Analysis of cash flows)

Cash and cash equivalents (hereinafter referred to as “cash”) increased by ¥2,153 million since the end of the previous fiscal year and amounted to ¥17,785 million at the end of the first half of the year ending March 31, 2012.

(Cash flows from operating activities)

Net cash provided by operating activities amounted to ¥5,332 million (¥11,199 million of income in the previous year). This was mainly attributable to a decrease of ¥24,829 million in notes and accounts receivable—trade, a decrease of ¥14,678 million in notes and accounts payable—trade, and current income taxes paid of ¥4,142 million, etc.

(Cash flows from investing activities)

Net cash used in investing activities amounted to ¥1,932 million (¥2,738 million of expenditure in the previous year). This was mainly attributable to expenditure for purchases of tangible fixed assets totaling ¥816 million, expenditure for purchases of intangible fixed assets totaling ¥531 million, and expenditure for purchases of investment securities totaling ¥400 million, etc.

(Cash flows from financing activities)

Net cash used in financing activities amounted to ¥1,241 million (¥2,580 million of expenditure in the previous year). This was mainly attributable to dividends paid totaling ¥829 million, and redemption of corporate bonds totaling ¥370 million, etc.

(3) Qualitative information on projections for the consolidated business results

(Unit: Million yen)

	Forecast for the year ending March 31, 2012	Results for the year ended March 31, 2011	Year-over-year change
Net sales	100,000	103,593	(3.5%)
Operating income	14,000	13,136	6.6%
Ordinary income	14,000	13,684	2.3%
Net income	8,000	7,520	6.4%

For this fiscal year, the Company plans to focus on increasing the sales of pachinko/pachislot (PS) machines during the second half, taking into account shortages in electronic components and other factors due to the effects of the Great East Japan Earthquake, as stated above. Amid rising expectations for further growing market momentum in the second half of this fiscal, the Company is scheduled to release multiple major pachinko/pachislot machine titles able to lead the revitalization of the market, and will aggressively strive to be committed to activities involved in receiving orders.

For these reasons, the consolidated forecast earnings for the year ending March 31, 2012 remain unchanged from those stated in “Summary of Financial Information and Business Results (Consolidated) for the Year Ended March 31, 2011 (Japan GAAP),” released on May 12, 2011.

2. Summary information (other)

(1) Transfer of important subsidiaries during the year under review

None

(2) Application of the accounting method specific to quarterly consolidated financial statements

Assessment of tax expenses

The Company applies the method that reasonably estimates an effective tax rate to be assessed on income before income taxes for the year ending March 31, 2012 after accounting for the tax effects of temporary differences and multiplies income before income taxes during the first half of the year ending March 31, 2012 by such estimated effective tax rate.

(3) Changes in accounting principles and accounting estimates, and revisions/restatements

None

3. Quarterly consolidated financial statements

(1) Quarterly consolidated balance sheets

(Unit: Million yen)

	Fiscal year ended March 31, 2011 (March 31, 2011)	First half ended September 30, 2011 (September 30, 2011)
Assets		
Current assets		
Cash and cash equivalents	15,873	18,065
Notes and accounts receivable—trade	27,948	4,947
Merchandise and products	300	156
Work in process	826	2,114
Raw materials and supplies	231	230
Other current assets	6,071	6,870
Allowance for doubtful accounts	(200)	(134)
Total current assets	51,051	32,250
Fixed assets		
Tangible fixed assets		
Land	6,324	6,642
Other tangible fixed assets	3,765	3,953
Total tangible fixed assets	10,089	10,596
Intangible fixed assets		
Goodwill	2,801	2,645
Other intangible fixed assets	2,268	2,211
Total intangible fixed assets	5,070	4,857
Investments and other assets		
Investment securities	8,466	9,026
Other assets	4,769	6,867
Allowance for doubtful accounts	(475)	(496)
Total investments and other assets	12,760	15,397
Total fixed assets	27,920	30,851
Total assets	78,971	63,102
Liabilities		
Current liabilities		
Notes and accounts payable—trade	17,939	3,179
Corporate bonds redeemable within 1 year	740	670
Short-term borrowings	85	85
Current portion of long-term borrowings	44	14
Accrued income taxes	4,217	942
Accrued bonuses	312	60
Accrued bonuses to directors and auditors	220	120
Allowance for losses on relocation of offices	—	41
Reserve for returned goods unsold	—	1
Other current liabilities	4,028	5,090
Total current liabilities	27,587	10,205
Fixed liabilities		
Corporate bonds	900	600
Long-term borrowings	65	58
Retirement benefit provisions	339	375
Other fixed liabilities	3,058	3,177
Total fixed liabilities	4,362	4,211
Total Liabilities	31,949	14,417

(Unit: Million yen)

	Fiscal year ended March 31, 2011 (March 31, 2011)	First half ended September 30, 2011 (September 30, 2011)
Net assets		
Shareholders' equity		
Common stock	7,948	7,948
Capital surplus	7,994	7,994
Retained earnings	33,443	35,042
Treasury stock	(1,785)	(1,785)
Total shareholders' equity	47,601	49,199
Accumulated other comprehensive income		
Unrealized holding gain on available-for-sale securities	(822)	(748)
Foreign currency translation adjustment	0	(1)
Total accumulated other comprehensive income	(821)	(749)
Minority interest	242	235
Total net assets	47,021	48,685
Total liabilities and net assets	78,971	63,102

(2) Quarterly consolidated statements of income and consolidated statements of comprehensive income

Quarterly consolidated statement of income

[First half of the year ending March 31, 2012]

(Unit: Million yen)

	First half ended September 30, 2010 (April 1, 2010– September 30, 2010)	First half ended September 30, 2011 (April 1, 2011– September 30, 2011)
Net sales	43,012	33,352
Cost of sales	24,020	21,368
Gross profit	18,991	11,983
Selling, general and administrative expenses	9,809	10,401
Operating income	9,182	1,582
Non-operating income		
Interest income	6	3
Dividend income	82	85
Equity method investment gain	181	40
Gain on management of investment securities	—	99
Others	198	127
Total non-operating income	469	356
Non-operating expenses		
Interest expense	12	6
Loss on management of investment securities	72	11
Amortization of equity investment	17	95
Disaster relief expenses	—	82
Others	46	27
Total non-operating expenses	148	224
Ordinary income	9,503	1,713
Extraordinary income		
Gain on sale of fixed assets	1	0
Gain on sale of shares in affiliates	126	7
Reversal of allowance for doubtful accounts	229	—
Others	48	—
Total extraordinary income	406	8
Extraordinary losses		
Loss on sale of fixed assets	4	9
Impairment loss	3	22
Loss on adjustment for changes of accounting standards for asset retirement obligations	142	—
Provision of allowance for loss on relocation of offices	—	41
Others	32	22
Total extraordinary losses	182	96
Income before income taxes and minority interests	9,727	1,625
Current income taxes	4,302	(800)
Income before minority interests	5,424	2,425
Minority interests (loss)	(3)	(3)
Net income	5,428	2,428

Quarterly consolidated statement of comprehensive income
 [First half of the year ending March 31, 2012]

(Unit: Million yen)

	First half ended September 30, 2010 (April 1, 2010– September 30, 2010)	First half ended September 30, 2011 (April 1, 2011– September 30, 2011)
Income before minority interests	5,424	2,425
Other comprehensive income		
Unrealized holding gain on available-for-sale securities	(156)	73
Foreign currency translation adjustment	0	(1)
Share of other comprehensive income of associates accounted for using equity method	0	—
Total other comprehensive income	(155)	71
Comprehensive income	5,268	2,496
(Breakdown)		
Comprehensive income attributable to owners of the parent	5,272	2,500
Comprehensive income attributable to minority interests	(3)	(4)

(3) Quarterly consolidated statement of cash flows

(Unit: Million yen)

	First half ended September 30, 2010 (April 1, 2010– September 30, 2010)	First half ended September 30, 2011 (April 1, 2011– September 30, 2011)
Cash flows from operating activities		
Income before income taxes and minority interests	9,727	1,625
Depreciation and amortization	903	892
Impairment loss	3	22
Amortization of goodwill	177	156
Increase (decrease) in allowance for doubtful accounts	(251)	(43)
Increase (decrease) in accrued bonuses	(225)	(252)
Increase (decrease) in accrued bonuses to directors and auditors	(15)	(100)
Increase (decrease) in retirement benefit provisions	32	36
Increase (decrease) in allowance for losses on relocation of offices	(0)	41
Interest and dividend income	(89)	(88)
Discounts on purchases	(86)	(22)
Equity method investment loss (gain)	(181)	(40)
Interest expense	12	6
Loss on adjustment for changes of accounting standards for asset retirement obligations	142	—
Decrease (increase) in notes and accounts receivable—trade	25,601	24,829
Decrease (increase) in inventories	29	(1,142)
Decrease (increase) in merchandising rights advances	(47)	(663)
Increase (decrease) in notes and accounts payable—trade	(20,565)	(14,678)
Increase (decrease) in accrued consumption taxes	(4)	(705)
Increase (decrease) in deposits received	7	53
Others	(579)	(566)
Sub total	14,591	9,361
Interest and dividends received	95	124
Interest paid	(16)	(9)
Income taxes paid	(3,471)	(4,142)
Net cash provided by (used in) operating activities	11,199	5,332
Cash flows from investing activities		
Purchases of tangible fixed assets	(216)	(816)
Proceeds from sale of tangible fixed assets	3	2
Purchases of intangible fixed assets	(383)	(531)
Purchases of investment securities	(366)	(400)
Expenditure for equity investment	(51)	(3)
Expenditure for loans	(243)	(52)
Expenditure for acquiring shares in subsidiaries which involved change in the scope of consolidation	(1,649)	—
Expenditure for acquiring shares in affiliates	(115)	(10)
Proceeds from sale of shares in affiliates	200	7
Others	84	(128)
Net cash provided by (used in) investing activities	(2,738)	(1,932)

(Unit: Million yen)

	First half ended September 30, 2010 (April 1, 2010– September 30, 2010)	First half ended September 30, 2011 (April 1, 2011– September 30, 2011)
Cash flows from financing activities		
Net increase (decrease) in short-term borrowings	(1,209)	—
Repayment of long-term borrowings	(30)	(37)
Redemption of corporate bonds	(457)	(370)
Dividends paid	(827)	(829)
Others	(56)	(4)
Net cash provided by (used in) financing activities	(2,580)	(1,241)
Effect of exchange rate changes on cash and cash equivalents	(4)	(5)
Increase (decrease) in cash and cash equivalents	5,875	2,153
Cash and cash equivalents at beginning of period	15,906	15,632
Cash and cash equivalents at end of period	21,782	17,785

(4) Note regarding the operation of the company as a going concern

First half of the year ending March 31, 2012 (April 1, 2011 to September 30, 2011)

No relevant items

(5) Segment information

I. First half of the year ended March 31, 2011 (April 1, 2010 to September 30, 2010)

1. Information on net sales and income (loss) by reportable segment

(Unit: Million yen)

	Pachinko/ Pachislot (PS) Field	Mobile Field	Sports Entertainment Field	Other Field	Total	Adjustment (Note 1)	Amount in the quarterly consolidated statement of income (Note 2)
Net sales							
Net sales to third parties	38,364	1,057	1,079	2,511	43,012	—	43,012
Inter-group net sales or transfers	134	2	3	103	243	(243)	—
Total	38,499	1,059	1,082	2,615	43,256	(243)	43,012
Segment income (loss)	9,109	199	(140)	58	9,226	(44)	9,182

(Notes) 1. Adjustment of segment income (¥44 million) has been derived from the elimination of inter-group transactions.

2. Segment income (loss) is adjusted on operating income on the quarterly consolidated statement of income.

2. Information on impairment loss on fixed assets, goodwill, etc. by reportable segment

(Significant impairment loss on fixed assets)

No relevant items

(Significant changes in the amount of goodwill)

In the Other Field segment, the Company acquired shares of Tsuburaya Productions Co., Ltd. and Digital Frontier Inc. as the Company's consolidated subsidiaries.

As a result of this event, goodwill increased by ¥2,732 million during the first half of the year ended March 31, 2011.

(Significant income related to negative goodwill)

No relevant items

II. First half of the year ending March 31, 2012 (April 1, 2011 to September 30, 2011)

1. Information on net sales and income (loss) by reportable segment

(Unit: Million yen)

	Pachinko/ Pachislot (PS) Field	Mobile Field	Sports Entertainment Field	Other Field	Total	Adjustment (Note 1)	Amount in the quarterly consolidated statement of income (Note 2)
Net sales							
Net sales to third parties	29,461	998	1,025	1,866	33,352	—	33,352
Inter-group net sales or transfers	107	150	5	433	696	(696)	—
Total	29,568	1,149	1,031	2,299	34,049	(696)	33,352
Segment income (loss)	1,711	62	(34)	(139)	1,600	(18)	1,582

(Notes) 1. Adjustment of segment income (¥18 million) has been derived from the elimination of inter-group transactions.

2. Segment income (loss) is adjusted on operating income on the quarterly consolidated statement of income.

2. Information on impairment loss on fixed assets, goodwill, etc. by reportable segment

No relevant items

(6) Note regarding occurrence of significant change in amount of shareholders' equity

No relevant items