

## Quarterly Earnings Supplementary Explanatory Materials for the First Half of the Year Ending March 31, 2017

### 1. Main initiatives in IP

#### [ULTRAMAN SERIES]



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The Ultraman Series marks its 50th anniversary this year. To mark the milestone for the series that features a hero loved by three generations in Japan, cross-media action will be organized in collaboration with business partners in Japan and overseas.

#### ■Domestic

Jul. 2016	Vol. 8 of "ULTRAMAN," the "HERO's Monthly" comic book published - Cumulative total of 2.2 million copies sold	(Comics)
Jul. 2016	New TV series "Ultraman Orb" starts - Saturday at 9:00 am, on TV Tokyo	(Visuals)
Jul. 2016	"Ultraman Festival 2016" held	(Live action event)
Sep. 2016	"ULTRA HEROES THE LIVE ACROBATTLE CHRONICLE" Osaka event	(Live action event)
Jun. 2016	"A MAN OF ULTRA" participants: 60 companies (brands) - Grand Prix winner of "Licensing of the Year at the Character and Brand of the Year"	(Licensing)
Jul. 2016	"Ultraman × MONSTER STRIKE by mixi Inc." collaboration organized	(Licensing)
Jun. 2016	"Pachislot ALIEN BALTAN" launched	(PS)
< Future plans >		
Dec. 2016	"ULTRA HEROES THE LIVE ACROBATTLE CHRONICLE" Nagoya event (tickets currently on sale)	(Live action event)
Jan. 2017	"ULTRA HEROES THE LIVE ACROBATTLE CHRONICLE" Tokyo event (tickets currently on sale)	(Live action event)

#### ■Other countries

Jul. 2016	"Ultraman ORB" series distribution starts - Global: Crunchyroll - China: iQiyi, LeTV, Tencent and Youku	(Visuals)
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#### ■Others

May 2016	"Ultraman Foundation" fund support for sufferers of Kumamoto Earthquake	(Others)
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#### [BERSERK]



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"BERSERK" (written by Kentaro Miura, Studio Gaga; featured in "YOUNG ANIMAL" magazine from HAKUSENSHA) is a dark fantasy comic series that started publication in 1989 and has sold a cumulative total of 40 million copies worldwide. A trilogy movie has been distributed since 2012, along with cross-media development into game, pachinko, and pachislot versions.

#### ■Domestic

Jul. 2016	"BERSERK" TV animation series started - MBS Animeism, WOWOW, etc.	(Visuals)
Oct. 2016	"BERSERK MUSOU" (Koei Tecmo Games) launched	(Games)
< Future plans >		
Oct. 2016	Blu-ray Box Volume 1 of "BERSERK" scheduled for launch	(Visuals)
Dec. 2016	Blu-ray Box Volume 2 of "BERSERK" scheduled for launch	(Visuals)
Spring 2017	The second series of "BERSERK" scheduled to start	(Visuals)

#### ■Other countries

Jul. 2016	Global distribution of "BERSERK" animation through Crunchyroll etc.	(Visuals)
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## [GANTZ]



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「GANTZ:O」製作委員会

“GANTZ (written by Hiroya Oku, SHUEISHA Inc.)” is a SF action series that started publication in 2000 in the “WEEKLY YOUNG JUMP” and has sold a cumulative total of more than 21 million copies. The work has been developed into live action movie and game and won the support of fans in Japan and overseas.

The Fields Group plans cross-media development spurred on by production of the movie version.

### ■Domestic

Sep. 2016	Event featuring the world of “GANTZ:O” animation organized/ VR attraction exhibited in Shinjuku, Tokyo	(Live action event)
Oct. 2016	Showing of the movie “GANTZ:O” starts nationwide	(Visuals)
< Future plans >		
Oct. 2016	The English-dubbed version of the movie “GANTZ:O” premiered at Tokyo International Film Festival (official exhibit)	(Visuals)
Jan. 2017	“Pachinko GANTZ” scheduled for launch	(PS)

### ■Other countries

Sep. 2016	Screened at the 73rd Venice International Film Festival	(Visuals)
Oct. 2016	Screened at the 49th Sitges International Fantastic Film Festival of Catalonia	(Visuals)

## [the TOWER of PRINCESS]



© Fields

“the TOWER of PRINCESS” is the original social game from Fields that offers elements unique to online RPGs, including collaboration battles with as many as five players, with easy controls. The cumulative total of downloads is in excess of 2 million.

Various collaborative projects are currently under way.

### ■Domestic

Jul. 2016	TV commercial	
Aug. 2016	Collaboration with “BABY, THE STARS SHINE BRIGHT” organized	(Games)
Aug. 2016	The first anniversary since the service started	(Games)
Sep. 2016	Collaboration with “HATSUNE MIKU” organized	(Games)
Oct. 2016	Collaboration with “EVANGELION” organized	(Games)
< Future plans >		
Dec. 2016	Collaboration with “ATTACK ON TITAN” scheduled to be organized	(Games)

## 2. Main initiatives by business platform

### [Comic Field]

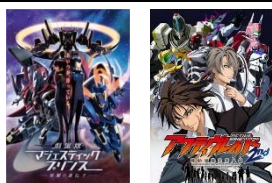


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The Group has continued focusing on creating heroes IP assets chiefly through “HERO’S Monthly.” It has also stepped up efforts to diversify distribution methods and establish new partnerships in Japan and overseas in the e-book platform.

Aug. 2016	“Iris on the soles of the feet” started publication	(Comics)
Sep. 2016	“CAPTAIN HANZOMON” started publication	(Comics)
Apr. 2016	Publication of four works in book form	(Comics)
May 2016	Publication of four works in book form	(Comics)
Jun. 2016	Publication of three works in book form	(Comics)
Jul. 2016	Publication of three works in book form	(Comics)
Aug. 2016	Publication of three works in book form	(Comics)
Sep. 2016	Publication of two works in book form	(Comics)
Oct. 2016	Publication of four works in book form	(Comics)
Apr. 2016	“Infini-T Force” to be produced as animation	(Visuals)
Jun. 2016	“ATOM THE BEGINNING” to be produced as animation	(Visuals)
Jul. 2016	E-book distribution started at Kidstone, China	(E-books)
< Future plans >		
	Official comic application scheduled to be distributed	(App.)
	E-book distribution scheduled to start in East Asian countries other than China	(E-books)

### [Visual Field]



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Global development and cross-media development under way for visual productions, in cooperation with major companies in the entertainment industry and SVOD (Subscription Video On Demand) businesses in Japan and overseas.

Apr. 2016	“NINJA SLAYER” series starts broadcasting on TV - TOKYO MX, etc.	(Visual)
Jul. 2016	“ACTIVERAID: Special Public Security Fifth Division Third Mobile Assault Eighth Unit” second series starts broadcasting on TV - TOKYO MX, etc.	(Visual)
Sep. 2016	Collaboration of “ACTIVERAID: Special Public Security Fifth Division Third Mobile Assault Eighth Unit” with “STATION MEMORIES! (Mobile Factory, Inc.)” organized	(Game)
< Future plans >		
Nov. 2016	Release of animated cinema version of “MAJESTIC PRINCE”	(Visual)

### [Pachinko/pachislot Field]



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Various measures have been implemented towards the New Year holiday shopping season. The Group will also promote a variety of measures to strengthen product appeal, improve services as a distributor and trading company, and expand the fan base, with the aim of invigorating the entire industry.

#### ■ Pachinko

Apr. 2016	CR The Amazing Spider-Man	NANASHOW Corporation
Apr. 2016	CR MAJESTIC PRINCE	Daiichi Shokai Co., Ltd
Aug. 2016	CR TEKKEN 2 Toushin ver.	Bisty Co., Ltd.
< Future plans >		
Dec. 2016	CR EVANGELION—Time to Rise*	Bisty Co., Ltd.
Jan. 2017	Pachinko GANTZ*	OK Co.,Ltd

#### ■ Pachislot

Apr. 2016	Super Street Fighter IV Pachislot Edition	Enterrise Co., Ltd.
May 2016	Pchislot GARGANTIA ON THE VERDUROUS PLANET	D-light Co., Ltd.
Jun. 2016	Pachislot ALIEN BALTAN	NANASHOW Corporation
Jul. 2016	Devil May Cry X *	Enterrise Co., Ltd.
< Future plans >		
Oct. 2016	Pachislot LOAD of VERMILION *	NANASHOW Corporation
Dec. 2016	Pachislot INUYASHA*	Rodeo Co., Ltd.
Jan. 2017	Pachislot Monster Hunter: KYOURYU SENSEN*	Enterrise Co., Ltd.

(Note 1)The product names included in this report are the trademarks or registered trademarks of the respective companies.  
 Note: Titles marked with \* are those currently being marketed. The year and month for each product indicates its delivery date.  
 (Note 2) The information herein is as of the date of announcement and is subject to change thereafter.