

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

November 6, 2009

**FIELD5 CORPORATION**

**THE GREATEST LEISURE FOR ALL PEOPLE**

**FIELD5 CORPORATION** JASDAQ: 2767

## First Half of the Year Ending March 2010 Results (Consolidated)

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

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

- Full-Year Forecast for the Year Ending March 2010 (Consolidated) 10
- (Reference) Targets for the Mid-Term Management Plan 11

## Group Business Strategy

- Group Business Strategy: Improvement in Financial Condition 13
- Group Business Strategy: Current R&D Situation Aiming toward Expansion of New Areas 14

## First Half of the Year Ending March 2010 Results (Consolidated)

- Results for the 1st Half of the Year Ending March 2010 (P/L) 4
- Segment Information for the 1st Half of the Year Ending March 2010 5
- Highlights for the 1st Half of the Year Ending March 2010 – Pachinko/Pachislot (PS) Field 6
- Results for the 1st Half of the Year Ending March 31, 2010 (B/S) (Overview) 7
- Statement of Cash Flows for the 1st Half of the Year Ending March 31, 2010 (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				
	1st Half Results	Full-Year Results	1Q Results	1st Half		Achievement against Initial Forecast	Rate of Increase/Decrease YOY (%)
				Forecast	Results		
Net sales	41.5	73.0	16.0	22.0	21.4	97.5%	(48.4%)
Operating income	3.2 (7.8%)	1.9 (2.7%)	8.5 (53.2%)	4.5 (20.4%)	5.3 (25.1%)	119.6%	65.6%
Ordinary income	3.0 (7.3%)	0.9 (1.4%)	8.5 (53.1%)	4.5 (20.4%)	5.0 (23.6%)	112.2%	67.1%
Net income	0.8 (2.0%)	(1.4) (-)	4.7 (29.4%)	1.9 (8.6%)	2.1 (10.2%)	114.7%	158.1%
Number of employees (Consolidated)	1,118	827	869	-	873		

■ “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				
	1st Half Results	Full-Year Results	1Q Results	1st Half		Achievement against Initial Forecast	Rate of Increase/Decrease YOY (%)
				Forecast	Results		
Net sales	34.3	53.1	14.9	20.0	19.2	96.2%	(44.0%)
Operating income	5.6 (16.4%)	3.8 (7.2%)	8.6 (57.9%)	5.0 (25.0%)	5.7 (29.7%)	114.2%	1.4%
Ordinary income	5.4 (16.0%)	5.8 (11.0%)	8.7 (58.8%)	5.0 (25.0%)	5.8 (30.5%)	117.2%	6.6%
Net income	3.2 (9.4%)	1.1 (2.2%)	5.1 (34.5%)	2.5 (12.5%)	3.0 (16.0%)	122.8%	(4.9%)

# Segment Information for the 1st Half of the Year Ending March 2010



- Pachinko/Pachislot (PS) Field : [1Q] Favorable sales of CR Eva 5th [2Q] Sales as an independent distributor of pachinko/pachislot machines produced by various manufacturers
  - Sports Entertainment Field : Drastic reviews made across the sports business were felt, and as such this segment continued to report strong results overall as expected
  - Mobile Field : Made steady progress with its paying membership of approximately 430,000 (as of the end of September 2009)
- (Unit: Million yen)

	Year Ended March 2009 *			Year Ending March 2010				
	1Q	2Q *	1st Half	1Q	2Q *	1st Half	Rate of Increase/Decrease YOY (%)	Composition (%)
<b>Net sales</b>	<b>7,321</b>	<b>34,269</b>	<b>41,590</b>	<b>16,038</b>	<b>5,406</b>	<b>21,444</b>	<b>(48.4%)</b>	
Pachinko/Pachislot (PS) Field	4,197	30,760	34,957	15,029	4,386	19,415	(44.5%)	88.9%
Sports Entertainment Field	961	1,016	1,977	565	616	1,181	(40.3%)	5.4%
Mobile Field	366	370	736	519	472	991	34.6%	4.5%
Game Field	1,904	2,223	4,127	-	-	-	-	-
Other Field	54	12	66	252	7	259	292.4%	1.2%
Elimination or Incorporation	(163)	(111)	(274)	(329)	(74)	(403)		
<b>Operating income</b>	<b>(3,312)</b>	<b>6,564</b>	<b>3,252</b>	<b>8,524</b>	<b>(3,138)</b>	<b>5,386</b>	<b>65.6%</b>	
Pachinko/Pachislot (PS) Field	(1,562)	7,131	5,569	8,543	(3,136)	5,407	(2.9%)	98.8%
Sports Entertainment Field	(169)	(173)	(342)	(96)	(66)	(162)	-	(3.0%)
Mobile Field	120	107	227	124	123	247	8.8%	4.5%
Game Field	(1,112)	(507)	(1,619)	-	-	-	-	-
Other Field	(544)	(52)	(596)	58	(75)	(17)	-	(0.3%)
Elimination or Incorporation	(44)	58	14	(104)	15	(89)		

\* Figures for the year ended March 2009 indicate reference values after reclassification. \* Figures for the 2nd quarter are simply subtracted from figures for the 1st half.

# Highlights for the 1st Half of the Year Ending March 2010

## - Pachinko/Pachislot (PS) Field

### Pachinko/Pachislot (PS) Field

- **Market Environment:** Continuously shifting toward the introduction of pachinko machines centering on middle gambling nature (middle type) machines, and the installment and operation of pachislot machines seemingly bottomed out.
- **2Q sales results:** Pachinko machines (1 model), Pachislot machines (0 models) as a sole agent

(Unit: Machines)

	Year Ended March 2009				Year Ending March 2010		
	1Q	2Q	1st Half	Full-Year	1Q	2Q	1st Half
Pachinko Machine Sales	53,237	84,302	137,539	202,525	244,091	22,193	266,284
Pachislot Machine Sales	5,360	73,933	79,293	128,680	6,055	1,805	7,860
<b>Total</b>	<b>58,597</b>	<b>158,235</b>	<b>216,832</b>	<b>331,205</b>	<b>250,146</b>	<b>23,998</b>	<b>274,144</b>

### Pachinko Machines

1Q



■ CR Neon Genesis Evangelion - The Beginning and the End

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

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

### Pachislot Machines



■ Aim for the Ace!



■ Saturday Night Fever

2Q



■ CR Showa Legend Minami Haruo

Launched as a sole agent pachinko machines made by GINZA Corporation.

Sold pachinko/pachislot machines produced by various manufacturers by taking advantage of our strength as an independent distributor

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



(Unit: Million yen)

	At September 30, 2008 (I)	At March 31, 2009 (II)	At September 30, 2009 (III)	Increase/Decrease from previous quarters		Factors causing the increase/decrease
				At September 30, 2008 (III) - (I)	At March 31, 2009 (III) - (II)	
<b>Total current assets</b>	<b>55,717</b>	<b>25,135</b>	<b>30,046</b>	<b>(25,671)</b>	<b>4,911</b>	
(Cash and cash equivalents)	10,848	11,181	19,784	8,936	8,603	(III) - (II) : Increase due to sales of CR Eva 5th
(Inventories)	4,208	963	1,238	(2,970)	275	(III) - (I) : Decrease in Game Field products in progress
<b>Total fixed assets</b>	<b>32,154</b>	<b>26,929</b>	<b>26,564</b>	<b>(5,590)</b>	<b>(365)</b>	
(Total tangible fixed assets)	11,617	10,898	10,278	(1,339)	(620)	(III) - (II) : Decrease due to the sale of the Tokyo Office's building and land
(Total intangible fixed assets)	3,513	2,761	2,483	(1,030)	(278)	(III) - (I) : Decrease in goodwill relevant to D3 Inc.
(Total investments and other assets)	17,023	13,268	13,803	(3,220)	535	(III) - (II) : Increase in valuation difference of investment securities
<b>Total assets</b>	<b>87,871</b>	<b>52,064</b>	<b>56,611</b>	<b>(31,260)</b>	<b>4,547</b>	(III) - (II) : Increase in cash and cash equivalents
<b>Total current liabilities</b>	<b>36,390</b>	<b>7,547</b>	<b>10,165</b>	<b>(26,225)</b>	<b>2,618</b>	(III) - (II) : Increase in accrued income taxes
(Short-term borrowings)	5,921	-	-			(III) - (I) : Decrease in the share relevant to D3 Inc., etc.
<b>Total fixed liabilities</b>	<b>6,175</b>	<b>5,021</b>	<b>4,661</b>	<b>(1,514)</b>	<b>(360)</b>	(III) - (II) : Decrease due to redemption of corporate bonds
<b>Total liabilities</b>	<b>42,566</b>	<b>12,568</b>	<b>14,827</b>	<b>(27,739)</b>	<b>2,259</b>	
<b>Total net assets</b>	<b>45,305</b>	<b>39,496</b>	<b>41,784</b>	<b>(3,521)</b>	<b>2,288</b>	(III) - (II) : Increase in retained earnings as profit increased
<b>Total liabilities and net assets</b>	<b>87,871</b>	<b>52,064</b>	<b>56,611</b>	<b>(31,260)</b>	<b>4,547</b>	

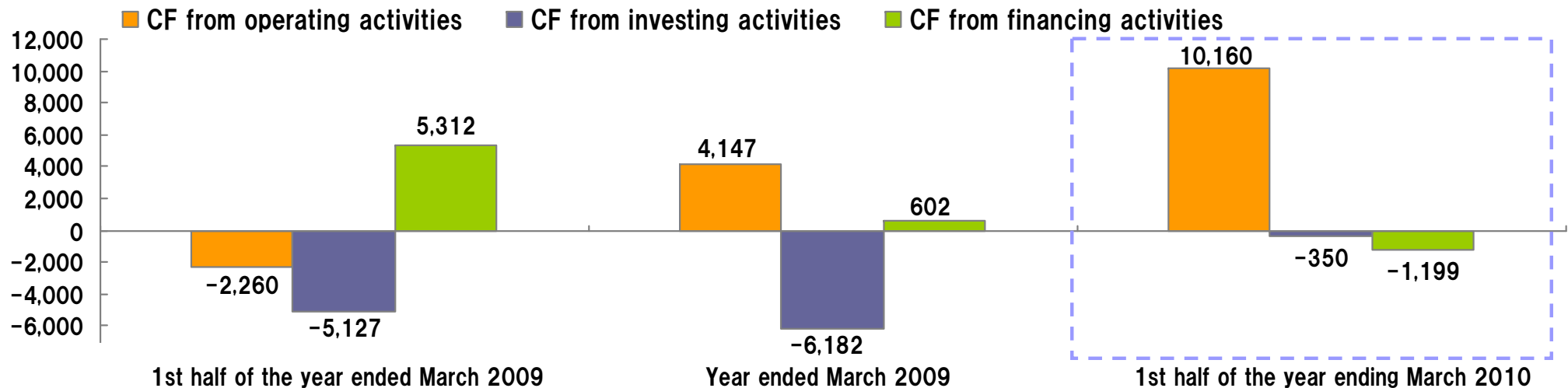
\* The B/S for D3 Inc., which was a consolidated subsidiary in the year ended March 2009, has been nonconsolidated since the end of March 2009.

# Statement of Cash Flows for the 1st Half of the Year Ending March 2010 (Overview)



(Unit: Million yen)

	Year Ended March 2009		Year Ending March 2010	
	1st Half	Full-Year	1st Half	Factors
Cash flows from operating activities	(2,260)	4,147	10,160	Income before income taxes and minority interest 4,647 Income taxes refund 2,599 Decrease in notes and accounts receivable-trade 2,255 Decrease in deposits received (1,406)
Cash flows from investing activities	(5,127)	(6,182)	(350)	Proceeds from sale of tangible fixed assets 615 Expenditure for loans (352) Purchases of tangible fixed assets (340)
Cash flows from financing activities	5,312	602	(1,199)	Dividends paid (838) Redemption of corporate bonds (360)
Effect of exchange rate changes on cash and cash equivalents	85	(79)	(8)	
Increase (decrease) in cash and cash equivalents	(1,990)	(1,512)	8,602	
Cash and cash equivalents at beginning of period	12,693	12,693	11,181	
Cash and cash equivalents at end of period	10,703	11,181	19,784	



Source: Fields



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

- Full-Year Forecast for the Year Ending March 2010 (Consolidated) 10
- (Reference) Targets for the Mid-Term Management Plan 11

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

## Highlights

- 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				
	1st Half Results	Full-Year Results	1st Half		Full-Year Forecast	YOY	
			Forecast	Results		Increase/Decrease	Rate of Increase/Decrease (%)
Net sales	41.5	73.0	22.0	21.4	70.0	(3.0)	(4.2%)
Operating income	3.2 (7.8%)	1.9 (2.7%)	4.5 (20.4%)	5.3 (25.1%)	10.0 (14.2%)	8.0	410.2%
Ordinary income	3.0 (7.3%)	0.9 (1.4%)	4.5 (20.4%)	5.0 (23.6%)	10.0 (14.2%)	9.0	909.1%
Net income	0.8 (2.0%)	(1.4) (-%)	1.9 (8.6%)	2.1 (10.2%)	4.5 (6.4%)	5.9	-%

## Pachinko Machines

3Q



■ CR Iron Chef

4Q

Introduction of the second additional innovative pachinko title

## Pachislot Machines



■ I am KONISHIKI

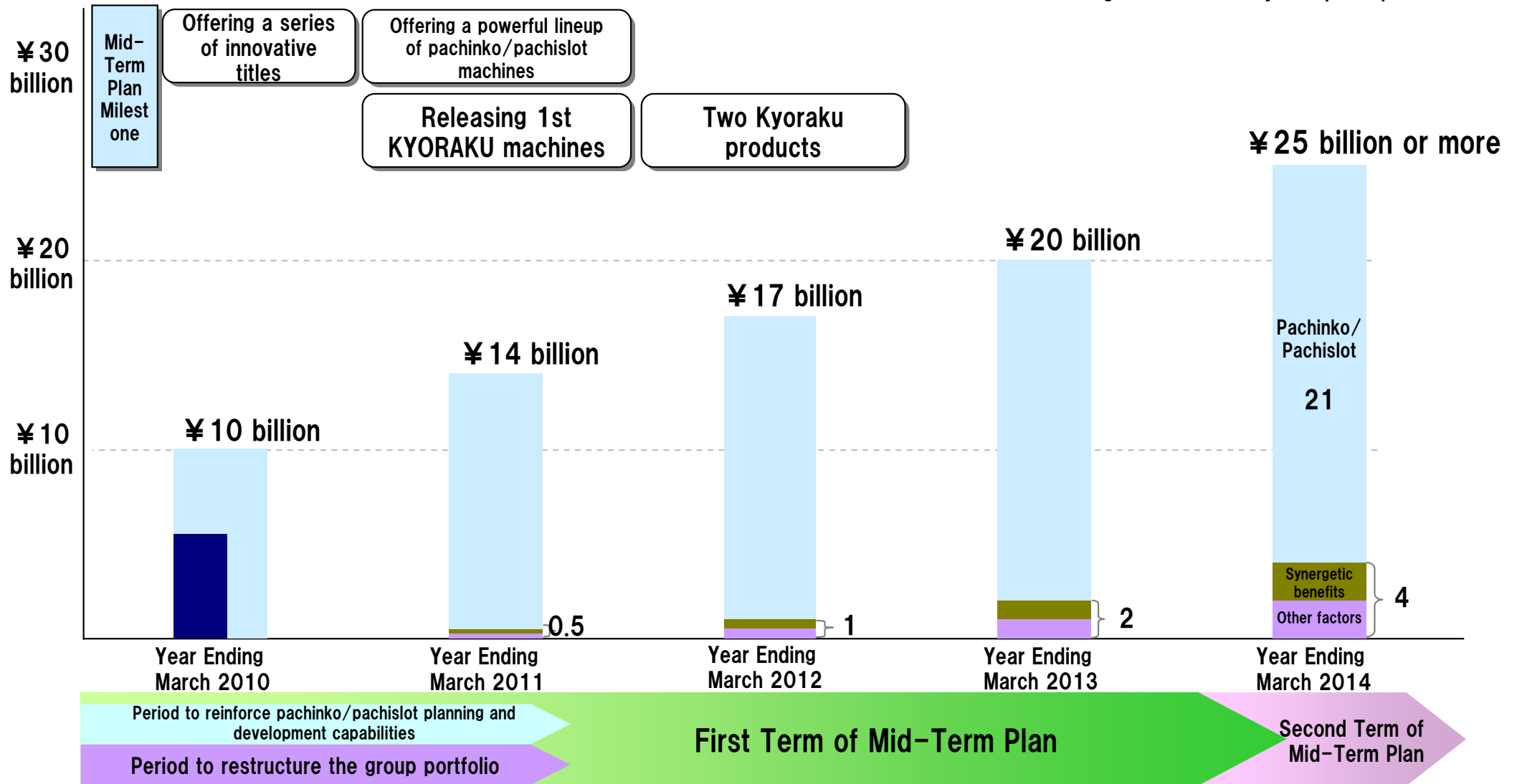


■ Hono No Nekketsu Kyoshi

Introduction of major-title pachislot machines from popular series

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

\* Target contribution by Group companies: 20%



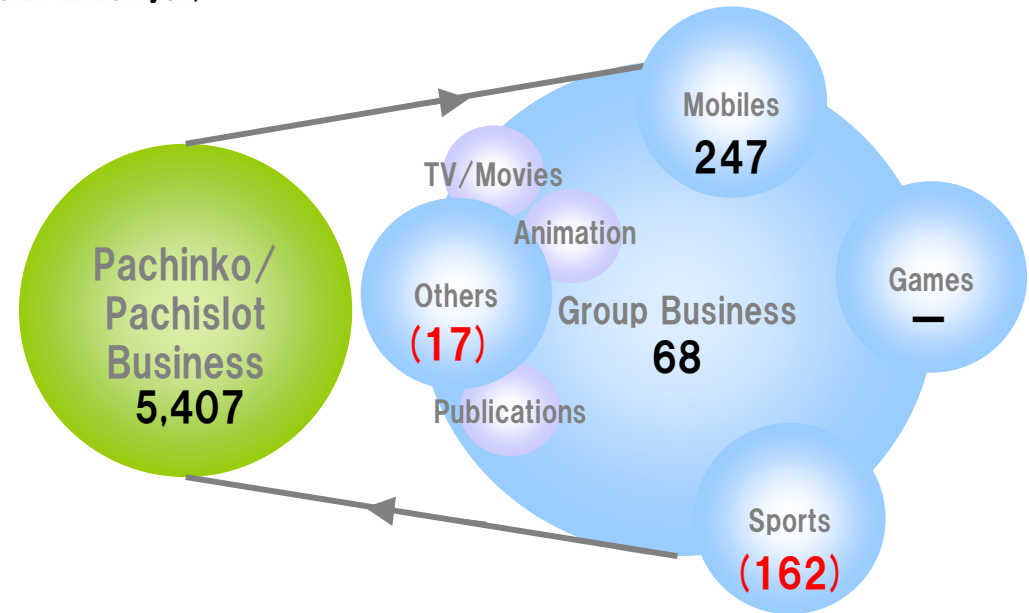
## Group Business Strategy

- **Group Business Strategy: Improvement in Financial Condition** 13
- **Group Business Strategy: Current R&D Situation Aiming toward Expansion of New Areas** 14

# Group Business Strategy: Improvement in Financial Condition

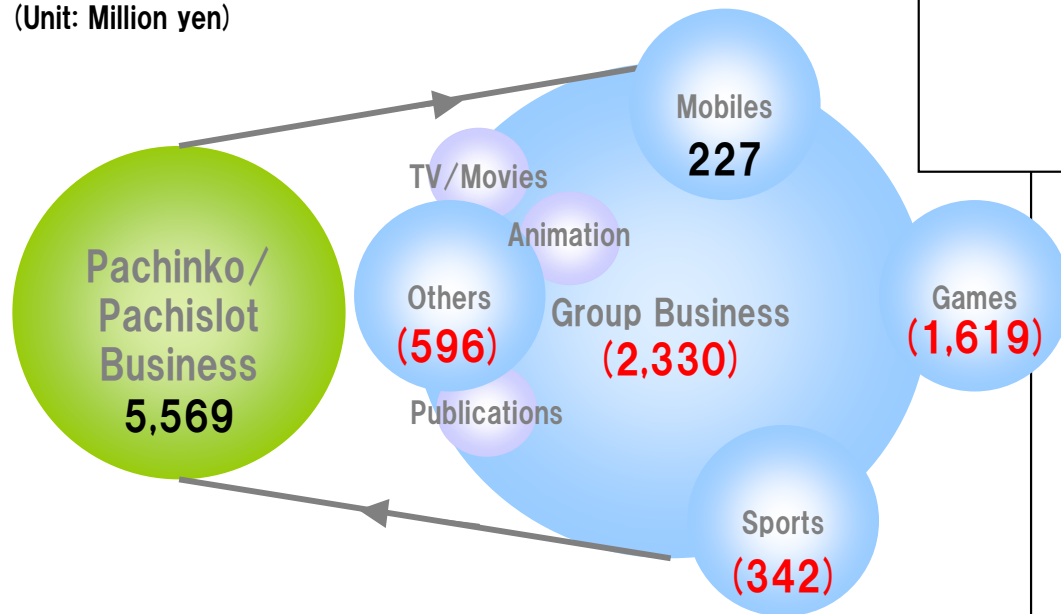
Operating Income for the 1st Half of the Year Ending March 2010

(Unit: Million yen)

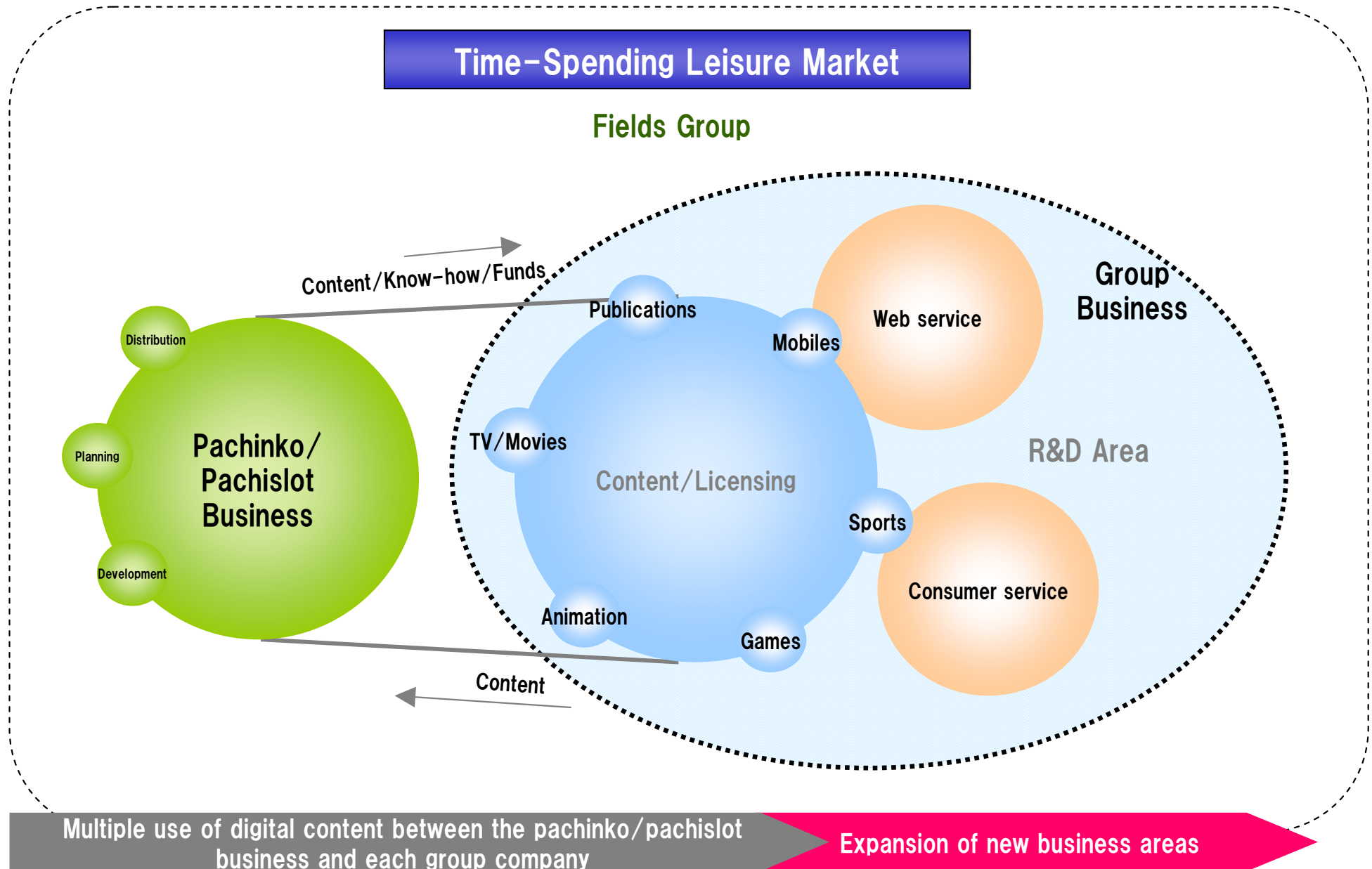


Operating Income for the 1st Half of the Year Ended March 2009

(Unit: Million yen)



# Group Business Strategy: Current R&D Situation Aiming toward Expansion of New Areas



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](mailto:ir@fields.biz)