

1st quarter (4. 2012 – 6. 2012)

Financial Presentation

(1st Quarter of the Year Ending March 31, 2013)

FIELDS CORPORATION

(Code: 2767)

August 3, 2012



The Greatest Leisure for All People

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■ “Developing Business Model”

Pursuing business activities with a focus on maximizing the value of Intellectual Property (IP)

■ Aiming of establishing the character business for the medium-to long-term

Concentrating resources on developing systems to acquire, create and foster IP on an ongoing basis

■ Exit strategy for IP

(1) Social media with growth potential:

- Develop content for a wide range of platforms
- Begin contributing to revenue

(2) Pachinko/Pachislot:

- Release content with high game function and entertainment value
- Carry out marketing activities aimed at selling 480,000 machines a year

■ Segments

Consolidate business segments into a single segment with a focus on IP

Performance Highlights

Performance Highlights (Consolidated)

FIELDS CORPORATION

Pachinko/Pachislot Machine Sales: 21,000 machines up year-over year
 Sales of approximately 40,000 machines “*Pachislot Monster Hunter*”
 launched in Q4 of previous fiscal year were posted in Q1 of current fiscal year

Consolidated earnings

(Unit: Billion yen)

	Year ended March 31, 2012	Year ending March 31, 2013		
	Q1	Q1	Change	YoY
Net sales	17.63	21.14	+ 3.51	119.9%
Operating income	(0.22)	0.28	+ 0.50	-
Ordinary income	(0.26)	0.57	+ 0.83	-
Net income	(0.28)	0.34	+ 0.62	-

*Changes are calculated in the table.

Pachinko/Pachislot Machine Sales

New pachinko title



©カラー ©Bisty

New pachislot title



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Pachinko machine

EVA Light III (Bisty) Launched in May

Total number of pachinko machines sold 21,000 machines

Pachislot machine

GTO Limit Break (Bisty) Launched in June

Total number of pachislot machines sold 44,000 machines

Total machines sold 65,000 machines

Full-Year sales forecast

480,000
machines

Q1
Progress Rate

13.5%

Consolidated Balance Sheet (Overview)

FIELDS CORPORATION

(Unit: Billion yen)

	End of March 2012 (I)	End of June 2012 (II)	Increase/ Decrease (II) - (I)	Main factors causing the increase/decrease (II) - (I)
Total current assets	62.81	35.90	(26.91)	Decrease in notes and accounts receivable-trade
(Cash and cash equivalents)	18.34	8.01	(10.33)	Decrease resulting from payment of purchase money for pachislot machines
(Notes and accounts receivable-trade)	34.40	16.30	(18.10)	Decrease in accounts receivable resulting from sale of pachislot machines
(Inventories)	3.13	3.70	0.57	
Total fixed assets	30.79	31.63	0.84	
(Total tangible fixed assets)	10.98	10.94	(0.04)	
(Total intangible fixed assets)	4.37	4.24	(0.13)	
(Total investments and other assets)	15.43	16.44	1.01	Increase in deposits and guarantees
Total assets	93.60	67.53	(26.07)	
Total current liabilities	37.92	12.62	(25.30)	Decrease in notes and accounts payable
(Notes and accounts payable-trade)	29.10	4.48	(24.62)	Decrease in accounts payable due to sale of pachislot machines
(Short-term borrowings)	0.45	0.47	0.02	
Total fixed liabilities	4.12	4.04	(0.08)	Redemption of corporate bonds
Total liabilities	42.04	16.67	(25.37)	
Total net assets	51.55	50.86	(0.69)	Decrease in retained earnings
Total liabilities and net assets	93.60	67.53	(26.07)	

*Increases/decreases are calculated in the table.

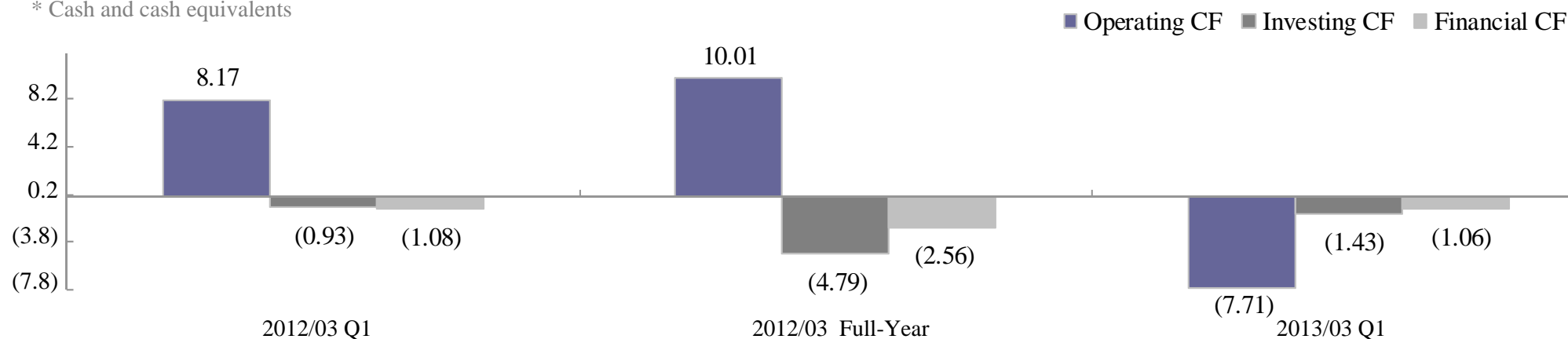
Consolidated Statement of Cash Flows (Overview)

FIELDS CORPORATION

(Unit: Billion yen)

	Year ended March 31, 2012		Year ending March 31, 2013	
	Q1	Full-Year	Q1	Factors
Cash flows from operating activities	8.17	10.01	(7.71)	Decrease in notes and accounts payable—trade (24.01) Decrease in notes and accounts receivable—trade 17.90 Increase in merchandising right advances (1.24)
Cash flows from investing activities	(0.93)	(4.79)	(1.43)	Payments for loans (0.39) Purchases of tangible fixed assets (0.37) Purchases of intangible fixed assets (0.35)
Cash flows from financing activities	(1.08)	(2.56)	(1.06)	Dividends paid (0.77) Redemption of corporate bonds (0.30)
Effect of exchange rate changes*	(0.1)	0	(0)	
Increase (decrease)	6.15	2.65	(10.22)	
Balance at beginning of period	15.63	15.63	18.28	
Balance at end of period	21.79	18.28	8.06	

* Cash and cash equivalents



Forecast for the Year Ending March 31, 2013 (Consolidated)

Full-Year Earnings Forecasts (Consolidated)

FIELDS CORPORATION

(Unit: Billion yen)

	Year ended March 31, 2012 Full-Year	Year ending March 31, 2013 Full-Year forecast	YoY
Net sales	92.19	115.0	124.7%
Operating income	8.52 9.2%	14.0 12.2%	164.2%
Ordinary income	8.66 9.4%	14.5 12.6%	167.4%
Net income	5.99 6.5%	7.3 6.3%	121.8%

The plans, strategies and estimates of the Company indicated in these documents, other than actual results and established 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.

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<Reference materials>

These materials were prepared for a presentation.

Please refer to the separate

Supplementary Financial Document

for the First Quarter of the Year Ending March 31, 2013

for more detailed data.





Gaming and Entertainment