

3rd quarter (2012.10~ 2012.12)

Fields Corporation
(Code:2767)

Supplementary Financial Document
for the Nine Months Ended December 31, 2012

February 6, 2013



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FIELDS CORPORATION

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1. Highlights for the Nine Months Ended December 31, 2012

Highlights for the Nine Months Ended December 31, 2012 (Consolidated)

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【 P / L Statement and Segment 】 *The numbers in upper parentheses are YoY, the numbers in lower parentheses are ratio to net sales.

(Unit: Million yen)

	Year Ended March 31, 2012		Year Ending March 31, 2013	
	Q1-Q3	Full-Year	Q1-Q3	Full-Year Forecast
Net sales	(60.3) 43,061 [100.0]	(89.0) 92,195 [100.0]	(110.9) 47,745 [100.0]	(116.1) 107,000 [100.0]
Gross profit	(62.1) 16,326 [35.9]	(89.2) 31,330 [34.0]	(92.3) 15,063 [31.6]	(101.8) 31,900 [29.8]
SG&A expenses	(104.6) 16,304 [37.9]	(103.7) 22,803 [24.7]	(99.5) 16,219 [34.0]	(100.4) 22,900 [21.4]
Operating income	(0.2) 22 [0.1]	(64.9) 8,527 [9.2]	(-) (1,156) [-2.4]	(105.5) 9,000 [8.4]
Ordinary income	(0.9) 106 [0.2]	(63.3) 8,661 [9.4]	(-) (975) [-2.0]	(103.9) 9,000 [8.4]
Net income	(17.5) 1,132 [2.6]	(79.7) 5,991 [6.5]	(-) (677) [-1.4]	(75.1) 4,500 [4.2]

* The previous 4 segments were consolidated into a single segment from the year ending March 31, 2013.

Please see "Summary of Financial Information and Business Results (Consolidated) for the First Quarter of the Year Ending March 31, 2013."

* The full-year forecasts are those figures released on February 1, 2013.

【 Q3 Results 】

[Net sales]

- Sales increased 10.9% year-over-year to **¥47,745 million** in the Q3 of the fiscal year ending March 31, 2013.

The main factor was that, although the number of pachinko machines sold on an [*agency basis](#) fell over the previous year, the sales of pachislot machines sold on a [*distribution basis](#) increased over the previous year.

* Please refer to P14, "Accounting Method of Pachinko/Pachislot Sales".

[SG&A expenses]

- SG&A expenses decreased 0.5% year-over-year to **¥16,219 million** in the Q3 of the fiscal year ending March 31, 2013.

[Operating income]

- Operating loss stood at **¥1,156 million** in the Q3 of the fiscal year ending March 31, 2013.

[Ordinary income]

- Ordinary loss amounted to **¥975 million** in the Q3 of the fiscal year ending March 31, 2013.

[Net income]

- Net loss totaled **¥677 million** in the Q3 of the fiscal year ending March 31, 2013.

【 Forecast for the Year Ending March 31, 2013 】

- Revised the performance forecast based on recent trends in our business performance.

For more details, please refer to the "Notification of Revisions to Performance Forecast" announced as of February 1, 2013.

(Unit: Million yen)

	Net sales	Operating income	Ordinary income	Net income
Forecast at the beginning of the year	115,000	14,000	14,500	7,300
YOY	(124.7)	(164.2)	(167.4)	(121.8)
Forecast on Feb.1	107,000	9,000	9,000	4,500
YOY	(116.1)	(105.5)	(103.9)	(75.1)

* "YoY" and "Ratio to net sales" are calculated as the other items deducted from the total figure on this sheet.

Highlights for the Nine Months Ended December 31, 2012 (Consolidated)

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【 B/S 】

(Unit: Million yen)

	At March 31, 2012	End of Dec. 31, 2012	Increase/ Decrease	Factors
Cash and cash equivalents	18,344	12,290	(6,054)	
Notes and accounts receivable—trade	34,402	15,617	(18,785)	Decrease in notes and accounts receivable—trade resulting from sales of pachinko/pachislot machines
Inventories	3,135	4,388	1,253	
Other	7,031	6,773	(258)	
Allowance for doubtful accounts	(101)	(63)	38	
Total current assets	62,811	39,006	(23,805)	Decrease in notes and accounts receivable—trade
Land	6,642	6,640	(2)	
Other	4,338	4,486	148	
Total tangible fixed assets	10,980	11,127	147	Acquisition of fixed assets resulting from the relocation of the headquarters
Goodwill	2,498	2,255	(243)	
Other	1,874	2,179	305	
Total intangible fixed assets	4,372	4,434	62	
Investment securities	10,241	9,366	(875)	
Other	5,727	7,719	1,992	
Allowance for doubtful accounts	(531)	(518)	13	
Total investments and other assets	15,437	16,567	1,130	Increase in long-term loans
Total fixed assets	30,790	32,129	1,339	
Total assets	93,601	71,136	(22,465)	
Notes and accounts payable—trade	29,100	10,909	(18,191)	Decrease in notes and accounts payable—trade resulting from sales of pachinko/pachislot machines
Corporate bonds redeemable within 1 year	618	310	(308)	
Accrued income taxes	184	31	(153)	
Other	8,023	7,053	(970)	
Total current liabilities	37,925	18,303	(19,622)	Decrease in notes and accounts payable—trade
Corporate bonds	300	0	(300)	
Other	3,821	4,141	320	
Total fixed liabilities	4,121	4,141	20	Redemption of corporate bonds and increase in deposit
Total liabilities	42,046	22,445	(19,601)	
Common stock	7,948	7,948	0	
Capital surplus	7,994	7,994	0	
Retained earnings	37,774	35,437	(2,337)	
Treasury stock	(1,821)	(1,821)	0	
Total shareholders' equity	51,895	49,559	(2,336)	
Unrealized holding gain on available-for-sale securities	(824)	(1,290)	(466)	
Accumulated other comprehensive income	(824)	(1,291)	(467)	
Minority interest	483	422	(61)	
Total net assets	51,555	48,691	(2,864)	Decrease in retained earnings
Total liabilities and net assets	93,601	71,136	(22,465)	

*“Other” and “Increase/Decrease” are calculated as the other items deducted from the total figures on this sheet.

【 Cash Flows 】

(Unit: Million yen)

	Year Ended March 31, 2012		Year Ending March 31, 2013	
	Q1-Q3	Full-Year	Q1-Q3	Factors
Cash flows from operating activities	3,690	10,015	253	Loss before income taxes and minority interest (1,182) Decrease in notes and accounts receivable—trade 19,351 Decrease in notes and accounts payable—trade (17,798)
Cash flows from investing activities	(3,111)	(4,798)	(4,151)	Expenditure for loans (1,441) Expenditure for purchase of intangible fixed assets (1,173) Expenditure for purchase of tangible fixed assets (1,114)
Cash flows from financing activities	(2,395)	(2,565)	(2,097)	Dividends paid (1,648) Redemption of corporate bonds (608)
Effect of exchange rate changes on cash and cash equivalents	(4)	0	(3)	
Increase (decrease) in cash and cash equivalents	(1,821)	2,652	(5,998)	
Cash and cash equivalents at beginning of period	15,632	15,632	18,284	
Cash and cash equivalents at end of period	13,810	18,284	12,285	

Highlights for the Nine Months Ended December 31, 2012 (Non-consolidated)

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【 P/L Statement 】 *The numbers in upper parentheses are YoY, the numbers in lower parentheses are ratio to net sales. (Unit: Million yen)

	Year Ended March 31, 2012		Year Ending March 31, 2013	
	Q1-Q3	Full-Year	Q1-Q3	Full-Year Forecast
Net sales	(57.5) 35,757 [100.0]	(88.4) 80,394 [100.0]	(114.7) 40,996 [100.0]	(119.4) 96,000 [100.0]
Gross profit	(58.7) 13,323 [37.3]	(89.5) 27,036 [33.6]	(96.0) 12,795 [31.2]	(103.6) 28,000 [29.2]
SG&A expenses	(109.6) 13,281 [37.1]	(109.0) 18,834 [23.4]	(102.5) 13,610 [33.2]	(103.5) 19,500 [20.3]
Operating income	(0.4) 41 [0.1]	(63.5) 8,202 [10.2]	(-) (814) [-2.0]	(103.6) 8,500 [8.9]
Ordinary income	(3.9) 426 [1.2]	(63.2) 8,496 [10.6]	(-) (395) [-1.0]	(103.6) 8,800 [9.2]
Net income	(3.0) 182 [0.5]	(71.9) 4,905 [6.1]	(-) (247) [-0.6]	(89.7) 4,400 [4.6]

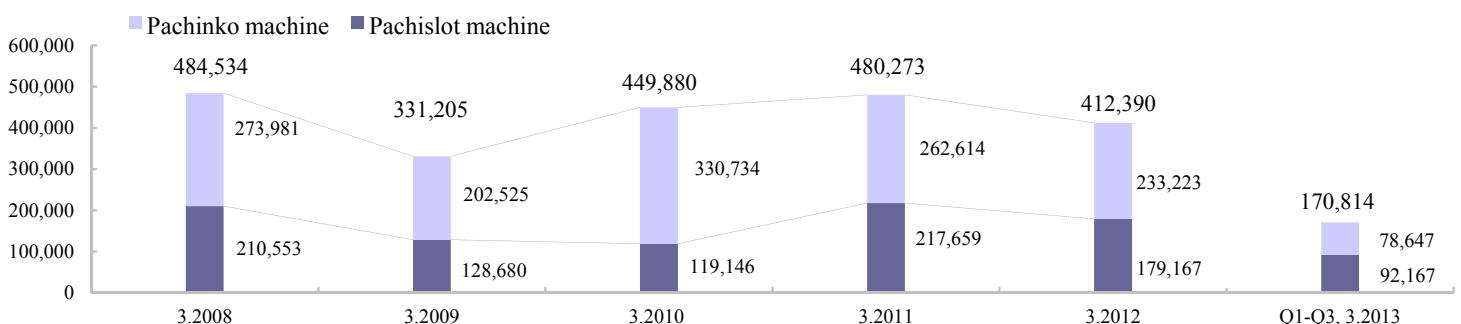
*Fields Corporation discloses a full-year business forecast, as it manages its business performance on an annual basis.

**"YoY" and "Ratio to net sales" are calculated as the other items deducted from the total figures on this sheet.

*The full-year forecast figures are revised and released on February 1, 2013.

【 Number of Pachinko/Pachislot Machines Sold 】 (For additional information, please refer to "Supplementary Data" on page 7 and after.) (Unit: Machines)

	Year Ended March 31, 2012					Year Ending March 31, 2013			
	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	Q3	Q1-Q3
<Pachinko machines>									
Bisty	1,454	71,497	7,124	101,701	181,776	15,583	20,415	1,390	37,388
OK!!	-	-	-	-	-	-	-	25,770	25,770
Others	5,653	10,660	29,077	6,057	51,447	5,345	5,480	4,664	15,489
I) Total number of pachinko machines sold	7,107	82,157	36,201	107,758	233,223	20,928	25,895	31,824	78,647
<Pachislot machines>									
Rodeo	20	23,423	2,165	56,212	81,820	39,317	-	-	39,317
Bisty	34,976	18	50	46,710	81,754	3,106	5,892	-	8,998
Enterrise	342	-	6,904	18	7,264	-	-	34,992	34,992
Others	912	2,299	2,380	2,738	8,329	1,439	4,526	2,895	8,860
II) Total number of pachislot machines sold	36,250	25,740	11,499	105,678	179,167	43,862	10,418	37,887	92,167
I + II) Total number of machines sold	43,357	107,897	47,700	213,436	412,390	64,790	36,313	69,711	170,814



2. Supplementary Data for the Nine Months Ended December 31, 2012

Number of Pachinko/Pachislot Machines Sold for the Nine Months Ended December 31, 2012

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【 By Pachinko/Pachislot Brand 】

(Unit: Machines)

	Year Ended March 31, 2012					Year Ending March 31, 2013			
	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	Q3	Q1-Q3
< Pachinko machines >									
Bisty	1,454	71,497	7,124	101,701	181,776	15,583	20,415	1,390	37,388
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I + II) Total number of machines sold	43,357	107,897	47,700	213,436	412,390	64,790	36,313	69,711	170,814

【 Major Sales Title 】

(Unit: Machines)

Release	Manufacturer	Title	Cumulative Machines Sold
■ Pachinko machines			
May	Bisty	EVA Light III	16,000
July	Bisty	CR Sengoku BASARA 3—The Battle of Sekigahara	16,000
Oct	OK!!	New-century Pachinko GHOST IN THE SHELL: STAND ALONE COMPLEX	26,000
Dec	Bisty	EVANGELION7 Smile Model	12,000
■ Pachislot machines			
※ (Mar	Rodeo	Monster Hunter)	96,000
Jun	Bisty	GTO	-
Aug	Bisty	Yaoh	-
Dec	Enterrise	Resident Evil 5	Now on sale

*Regarding the titles of pachinko/pachislot machines for which the number of machines sold was less than 10,000, the number of machines sold is not disclosed.

*The figures for cumulative machines sold were as of January 31, 2013. ※Bracketed title has been sold since the previous fiscal year.

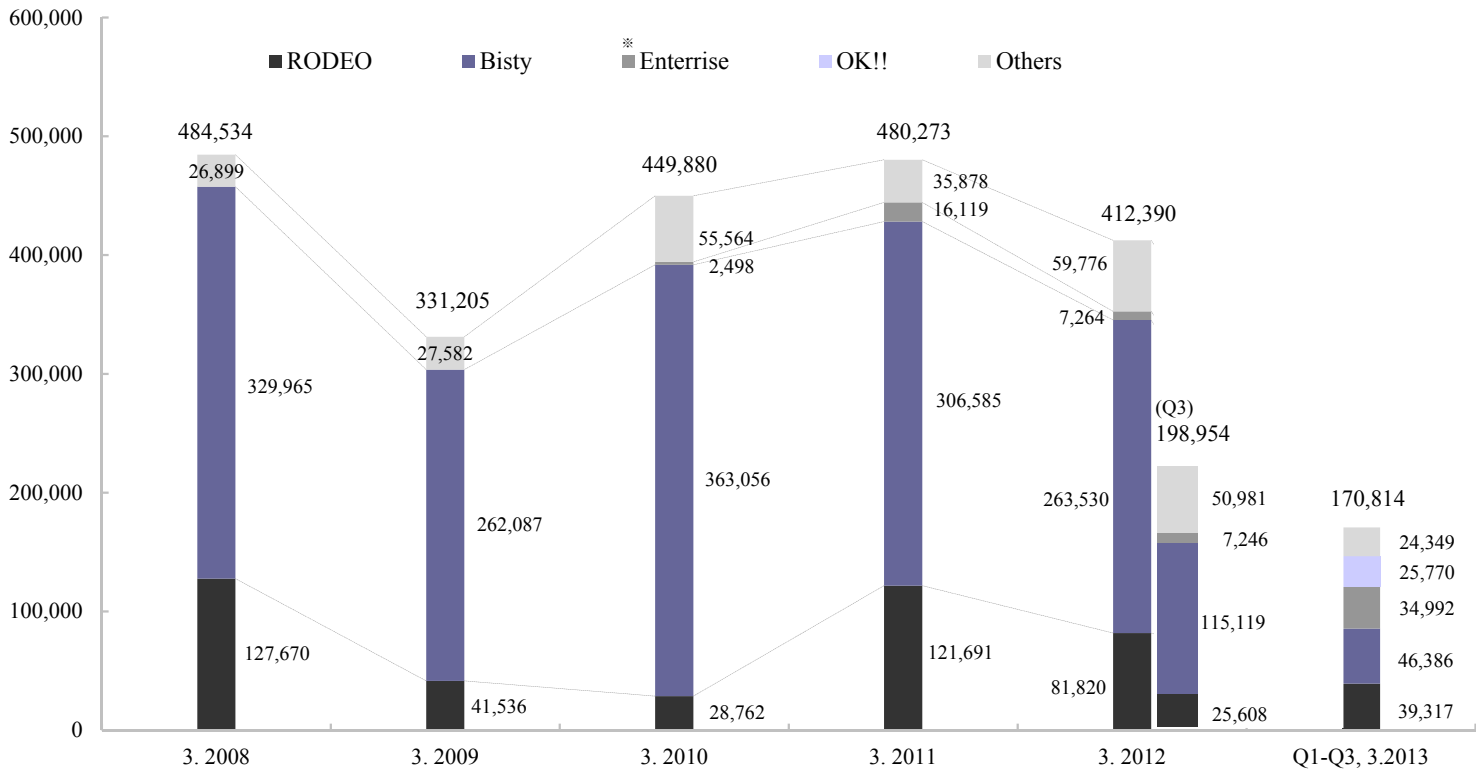
Change in the Number of Pachinko/Pachislot Machines Sold (Graph)

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【 By Pachinko/Pachislot Brand 】

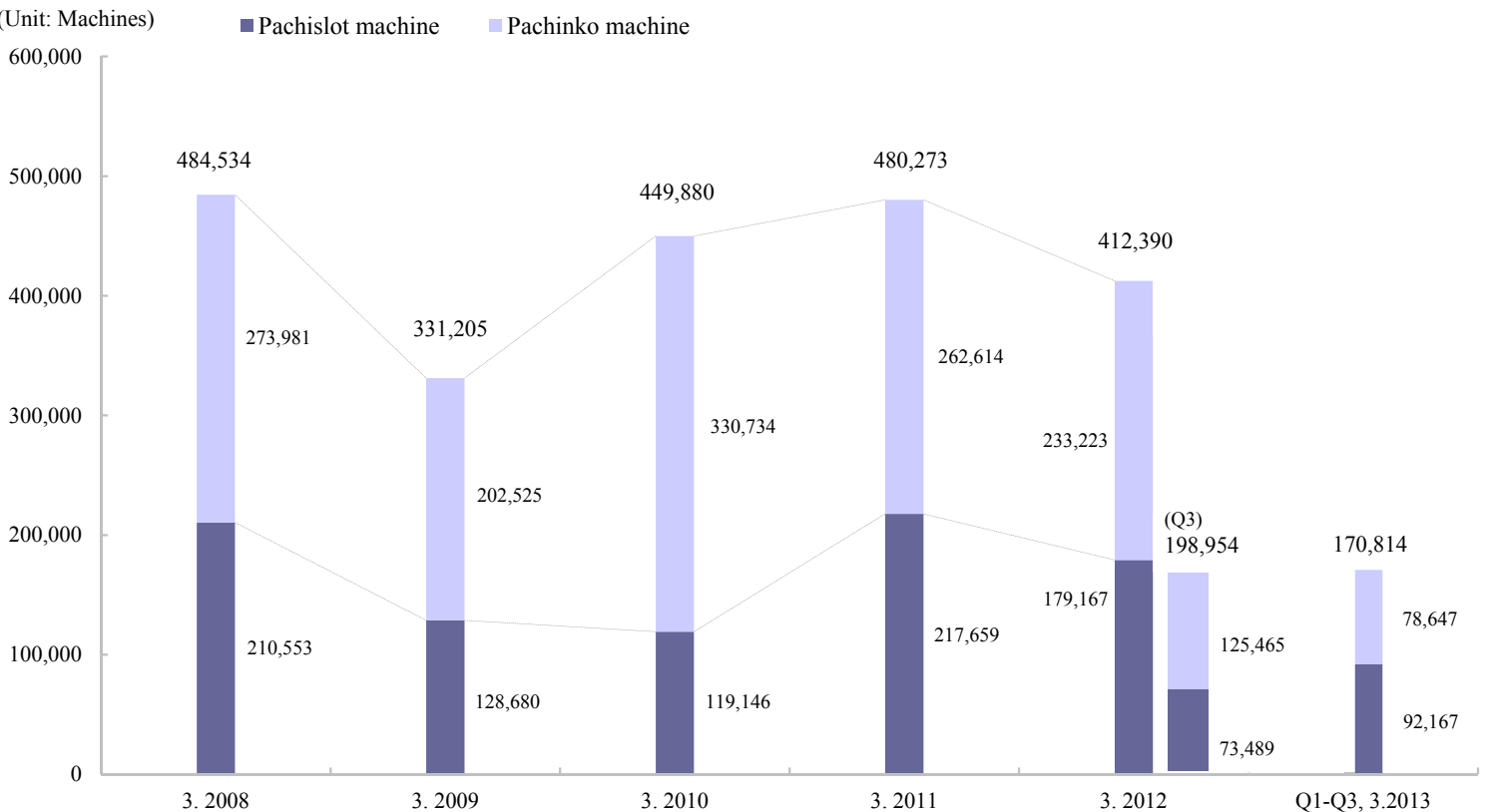
(Unit: Machines)



※Enterrise has been published apart from "Others" since year ended March 31, 2010.

【 By Pachinko/Pachislot Machine 】

(Unit: Machines)



Titles Sold for the Years Ended March 31, 2011-2013

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(Sales units as of January 31, 2013)

Pachinko machine

Launch of 4 pachinko machines



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Kung Fu Panda ® & © 2010 DreamWorks Animation L.L.C.

Launch of 2 pachinko machines



Caveex management inc. Caveex entertainment inc. ©Bisty
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【Bisty】



■ EVA Light III [May]

- The machine is a "Light version" of the "CR Evangelion 7" with an approx. 1 in 99.9 chance of hitting the jackpot, making it even easier to play
- The machine includes a "Special Mode" and story lines exclusive to this machine
- **Sold: 16,000 machines**

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【Bisty】



■ CR Sengoku BASARA 3—The Battle of Sekigahara [July]

- This game's content comes from the action games Sengoku Basara 3, which feature stylish heroes
- The player experiences a game progression replete with a sense of speed driven by stirring action and the newly developed game functions of this machine
- **Sold: 16,000 machines**

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【OK!!】



■ New-century Pachinko GHOST IN THE SHELL: STAND ALONE COMPLEX [October]

- Launched from the new brand "OK!!" which Fields corporation's first collaboration with KYORAKU SANGYO
- The machine uses beautiful images and evocative visual and audio effects to create the world of "GHOST IN THE SHELL"
- **Sold: 26,000 machines**

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【Bisty】



■ EVANGELION7 Smile Model [December]

- Launched as a light/middle type of CR EVANGELION7
- **Sold: 12,000 machines**

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【OK!!】



■ New-century Pachinko GHOST IN THE SHELL: STAND ALONE COMPLEX GHOST VERSION [To be launched in February 2013]

- Launched as a max type of New-century Pachinko GHOST IN THE SHELL: STAND ALONE COMPLEX

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Pachislot machine

Launch of 6 pachislot machines



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©2002 本橋正巳・奥松和光・GONZAプロモーション©Sammy ©RODEO
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Launch of 5 pachislot machines



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【Rodeo】



■ Pachislot Monster Hunter [March]

- Employing content from the game has been earned overwhelming support from many video game fans of "Monster Hunter"
- This pachislot machine captures the essence of the original video game by allowing users to experience the life of a hunter
- **Sold: 96,000 machines**
(Sales of 40,000 machines will be posted in the year ending March 31, 2013)

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【Bisty】



■ GTO Limit Break [June]

- Employing content from Toru Fujisawa's comic book series "GTO"
- The game marries the perspective of the original with a new ART system

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【Bisty】



■ Yaoh [August]

- This pachislot machine is based on the content of "Yaoh," a long-running popular comic series that was featured in Weekly Young Jump magazine for 7 years, beginning in 2003
- The machine is also equipped with the new and enhanced Assist Replay Time (ART) system, based on the motif of Special Time (ST) pachinko machines

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【Entertise】



■ Resident Evil 5 [December]

- Recreates the sense of tension and immediacy typical of the world of the original game
- Experience the tension and excitement together with the special presentation of the ART (Assist Replay Time) system

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【Rodeo】



■ SAKIGAKE OTOKOJUKU—TENCHO-GORIN THE FINAL [February]

- This pachislot machine is based on "SAKIGAKE OTOKOJUKU", a comic series published in Weekly Shonen Jump magazine from 1985 to 1991
- The machine uses an exclusive, full-impact machine body and the latest AT system to stimulate the player's curiosity

©宮下あきら/集英社・東映アニメーション
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【Bisty】



■ EVANGELION [To be launched in February 2013]

- This pachislot machine is the first in the series with a bonus time and ART (Assist Replay Time) compound feature
- This brand new machine in the EVANGELION series can be enjoyed by a wide range of players, from first-timers to advanced

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*Regarding the titles of pachinko/pachislot machines for which the number of machines sold was less than 10,000, the number of machines sold is not released.

3. Appendix I

Corporate Profile

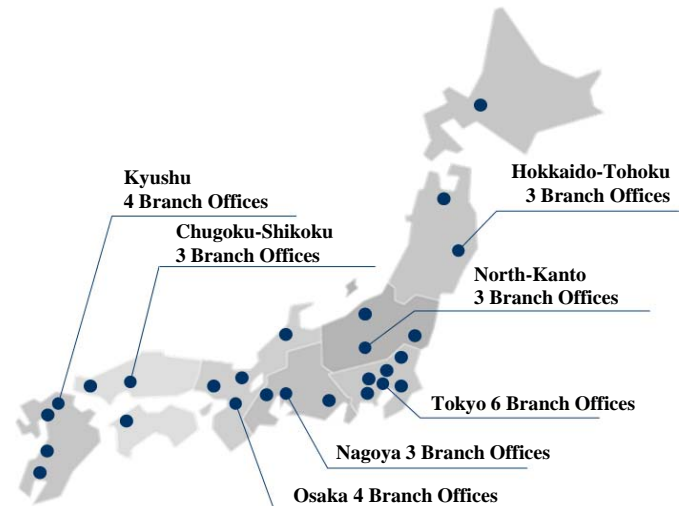
FIELDS CORPORATION

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(As of December 31, 2012)

Company name	FIELDS CORPORATION http://www.fields.biz/
Establishment	June 1988 (Started business as TOYO Shoji Co., Ltd. in 1983)
Address of the Head office	Shibuya Garden Tower, 16-17 Nanpeidai-cho, Shibuya-ku, Tokyo 150-0036, Japan
Common stock	¥7,948.03 million
Stock information	Total number of shares issued and outstanding: 34,700,000 (Treasury stock: 1,516,200)
Securities exchange	Osaka Stock Exchange, JASDAQ market Standard, 2767
Number of employees	1,372 (Consolidated), 672 (Non-Consolidated)
Main business activities	Content-related businesses Planning, development and sales of pachinko/pachislot machines
Consolidated subsidiaries	<ul style="list-style-type: none"> •FutureScope Corporation •TOTAL Workout premium management Inc. •Tsuburaya Productions Co., Ltd. •Digital Frontier Inc. •Lucent Pictures Entertainment, Inc. and 11 other companies
Equity method companies	<ul style="list-style-type: none"> •Rodeo Co., Ltd. •Kadokawa Haruki Corporation •HERO'S and 3 other companies

Regional Offices and Branch Offices	<p><Regional Offices> Hokkaido-Tohoku, North Kanto, Tokyo, Nagoya, Osaka, Chugoku-Shikoku, Kyushu</p> <p><Branch Offices> Sapporo, Sendai, Aomori, Takasaki, Niigata, Koriyama, Tokyo, Western Tokyo, Chiba, Saitama, Yokohama, Tsukuba, Nagoya, Mie, Shizuoka, Osaka, Kyoto, Kobe, Kanazawa, Hiroshima, Yamaguchi, Matsuyama, Fukuoka, Saga, Kumamoto, Kagoshima</p>
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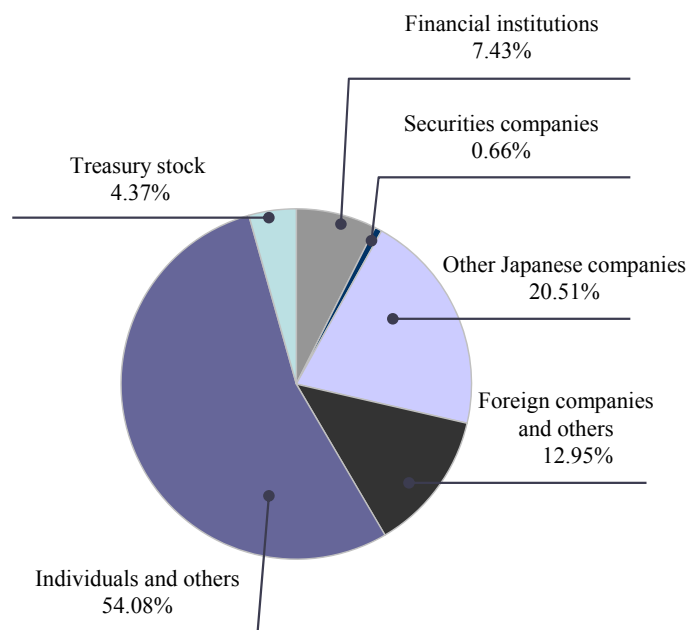
※The number of shares to constitute a share-trading unit was changed to 100 shares in October 2012.

Principal Shareholders

(As of September 30, 2012)

Shareholders	Number of shares held	Percentage of outstanding shares held
Hidetoshi Yamamoto	86,750	25.00%
SANKYO CO., LTD.	52,050	15.00%
Takashi Yamamoto	36,128	10.41%
Mint Co.	16,000	4.61%
Treasury Stock	15,162	4.37%
BBH (LUX) FIDELITY FUNDS -JAPAN ADVANTAGE	7,224	2.08%
NORTHERN TRUST CO.(AVFC) SUB A / C AMERICAN CLIENTS	7,031	2.03%
Trust & Custody Services Bank, Ltd. (Securities investment trust account)	6,869	1.98%
Japan Trustee Services Bank, Ltd. (Trust account)	6,616	1.91%
The Master Trust Bank of Japan, Ltd. (Trust account)	6,540	1.88%

【Number of shareholders by category】



Our Tracks

FIELDS CORPORATION

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Pachinko/Pachislot related business

Entertainment related business except Pachinko/Pachislot

Distribute pachinko/pachislot machines more widely
 Fabless manufacturer
 Content provider
 Next stage

As a trailblazing creator pursuing more entertaining pachinko/pachislot machines

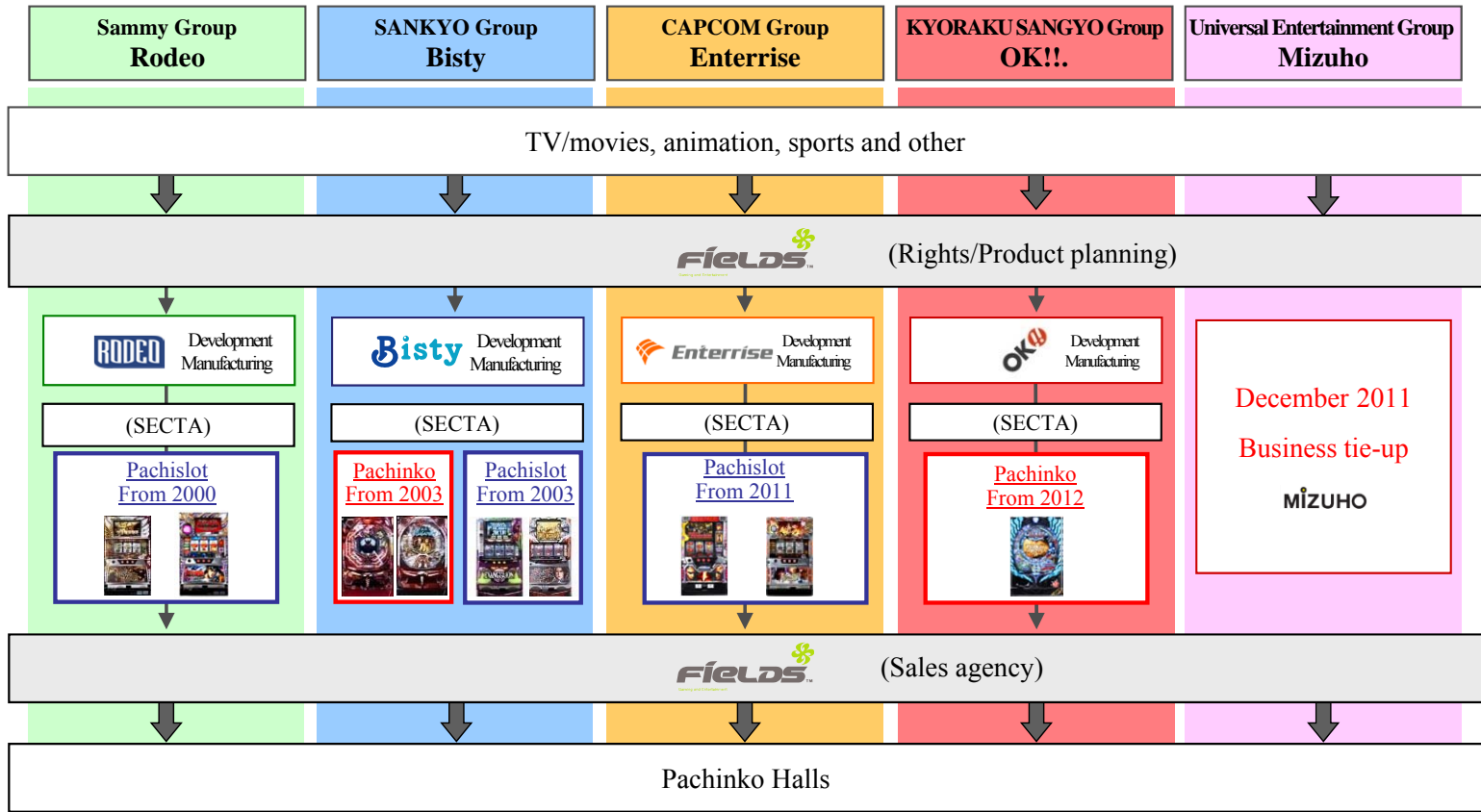
- 1988 ■ Established in Nagoya to sell pachinko/pachislot machines
- 1992 ■ Established branch offices in Tokyo
■ Merged Leisure Nippon Newspaper Company and launched a new industrial vision
■ Launched the 'Hall TV' system to support pachinko/pachislot hall management
- 1995 ■ Nationwide expansion: to Tohoku, Chugoku, Shikoku, Kansai
■ Established a sales tie-up with a pachinko/pachislot machine manufacturer Sammy Corporation
■ Launched 'Pachinko Information Station,' a CS service for the industry in collaboration with Mitsui & Co., Ltd.
- 1999 ■ Obtained ISO9002: 1994
- 2000 ■ Started to sell Rodeo's pachinko/pachislot machines as a sales channel of Rodeo Co., Ltd.
- 2001 ■ Renamed Fields Corporation
- 2002 ■ Established Professional Management Co., Ltd., and Total Workout Corporation
■ Consolidated Fields Jr. Corporation as a subsidiary
■ Invested in Rodeo Co., Ltd.
■ Obtained ISO9001: 2000
- 2003 ■ Listed on JASDAQ
■ Released Sammy pachinko machines exclusively for Fields
■ Established business tie-up with the SANKYO Group and Bisty Co., Ltd.
- 2004 ■ Released the first machine made via a full-scale collaboration with Bisty Co., Ltd.
■ Invested in D3 Publisher Inc.
- 2005 ■ Established G&E Corporation via joint investments of Sammy Corporation, SANKYO CO., LTD. and Fields Corporation
■ Consolidated D3 Publisher Inc. and White Trash Charms Japan Co., Ltd. as a subsidiary of the Company
■ Invested in Kadokawa Haruki Corporation
■ Invested in and consolidated J. Sakazaki Marketing Ltd. as a subsidiary of the Company
■ Established Japan Sports Marketing Inc. (Merger of three subsidiary companies)
- 2006 ■ Launched a full-scale collaboration with Olympia Co., Ltd., for a Gold Olympia brand
■ Consolidated thinkArts Co., Ltd., Fields Pictures Corporation and FutureScope Corporation as a subsidiary of the Company
- 2007 ■ Established Ildel Corporation
■ Established Haruki Fields Cinema Fund
■ Launch of Lucent Pictures Entertainment, Inc.
■ Consolidated EXPRESS Inc. as a subsidiary of the Company
- 2008 ■ Consolidated Shin-Nichi Technology Co., Ltd. as a subsidiary of the Company
■ Invested in Bbmf Magazine, Inc. and SPO Inc.
■ Established business tie-up with KYORAKU SANGYO
- 2009 ■ Established F Corporation
■ Merger of White Trash Charms Japan Co., Ltd., and Fields Pictures Corporation
■ Completion of liquidation of thinkArts Co., Ltd.
■ Sale of D3Inc. to NAMCO BANDAI Games Inc.
- 2010 ■ Completion of liquidation of Ildel Corporation
■ Consolidated Tsuburaya Productions Co., Ltd. as a subsidiary of the Company
■ Consolidated Digital Frontier Inc. as a subsidiary of the Company
■ Established a new joint investment publishing company HERO'S Inc. with Shogakukan Creative Inc.
- 2011 ■ Consolidated MICROCABIN CORP. as a subsidiary of the Company
■ Established IP Bros. Incorporated
■ Consolidated NEX ENTERTAINMENT CO., LTD. as a subsidiary of the Company
■ Completion of liquidation of Haruki Fields Cinema Fund
■ Established TOTAL Workout premium management Inc.
- 2012 ■ F Corporation changed its name to BOOOM Corporation
■ Promoting joint businesses with the Universal Entertainment Corp. group.
■ Special liquidation of Japan Sports Marketing Inc.

Business Model (PS Planning, Development and Sales)

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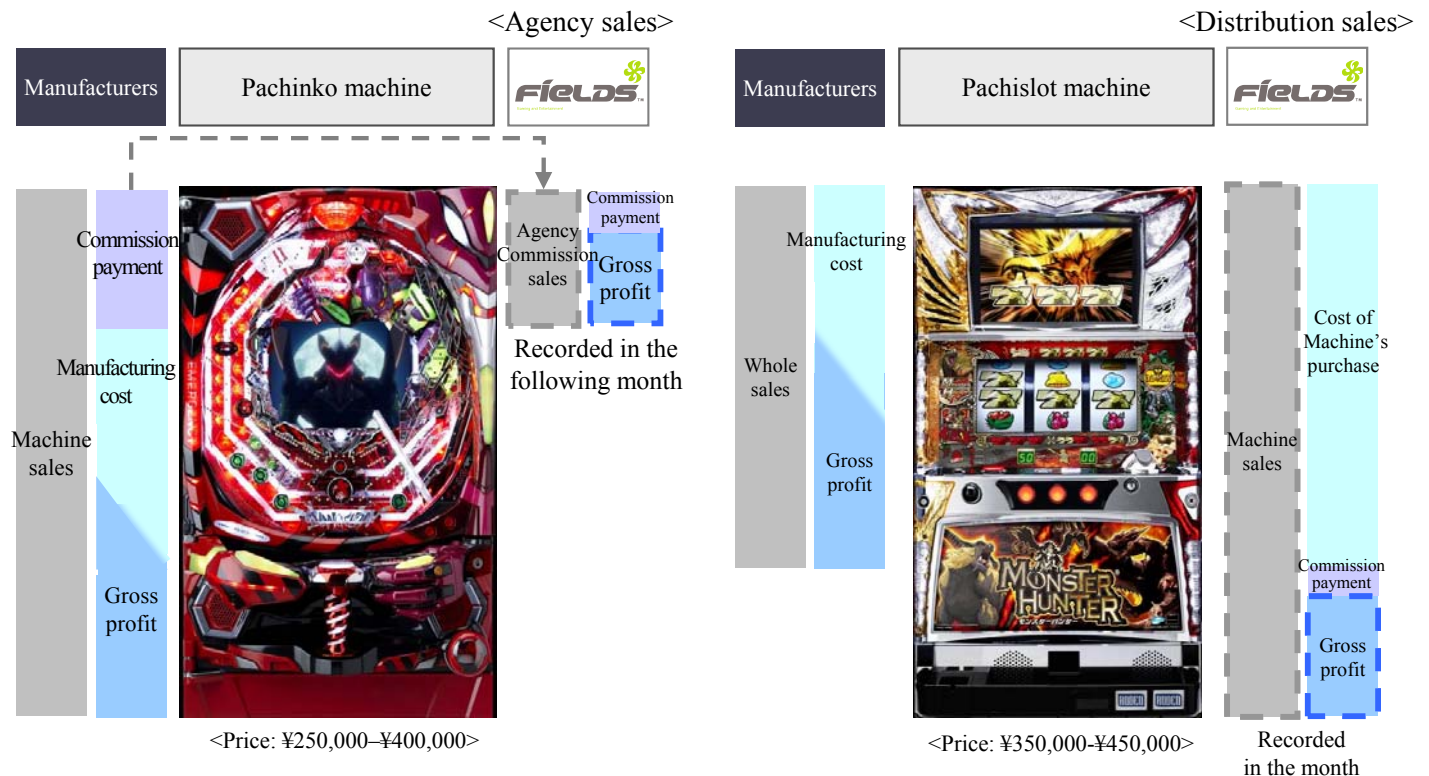
(As of December 31, 2012)



Accounting Method of Pachinko/Pachislot Sales

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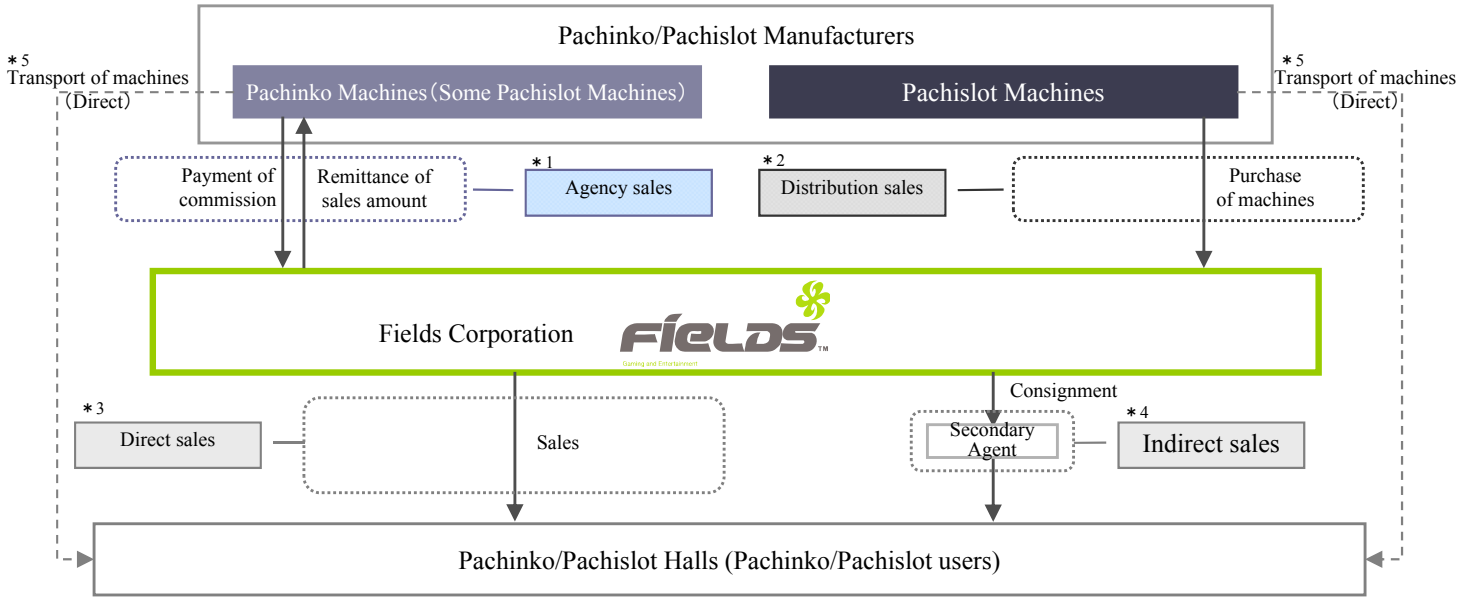
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Glossary of Fields' Pachinko/Pachislot Machine Sales

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*1 Agency sales : Sales and profit by commission

*2 Distribution sales : Sales and profit by purchase of machines

*3 Direct sales : Direct sales by own sales force

*4 Indirect sales : Indirect sales through secondary agents

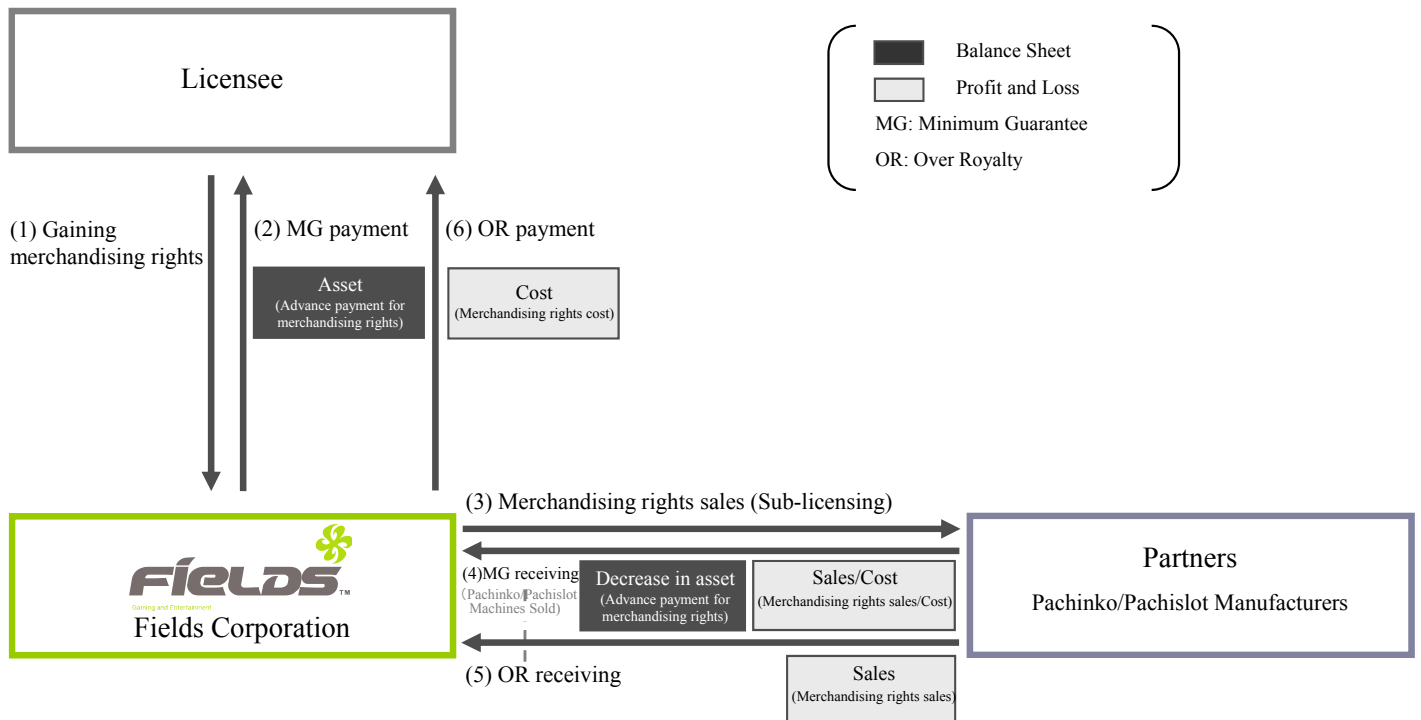
*5 Transport of machines : Direct transport of machines from manufacturers to Pachinko halls

□ Sales method Both agency and distribution sales activities are the same

Business Flow and Accounting Method of Merchandising Rights Regarding Pachinko/Pachislot Planning and Development

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Change of "Evangelion" Series

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Pachinko machines		Pachislot machines	
	Neon Genesis Evangelion • Dec.2004 • <u>125,000 machines</u>	3. 2005	
	Second Impact • Feb.2006 • <u>161,000 machines</u>	3. 2006	 Neon Genesis Evangelion • Sep.2005 • <u>23,000 machines</u>
	What's Value of Miracle • Feb.2007 • <u>187,000 machines</u>	3. 2007	
	The Angels Are Back Again • Jan.2008 • <u>200,000 machines</u>	3. 2008	 Magokoro wo Kimini • Jul.2007 • <u>99,000 machines</u>
	Type less reliant on gambling nature		
	 Premium Model • May 2008 • <u>50,000 machines</u>	3. 2009	 That time has come, they're waiting for us • Sep.2008 • <u>90,000 machines</u>
	The Beginning and the End • Apr.2009 • <u>237,000 machines</u>	3. 2010	 Die Spur der SEELE • Mar.2010 • <u>84,000 machines</u>
	Evangelical of the Beginnings • Jun.2010 • <u>205,000 machines</u>	3. 2011	 For your own wish • Mar.2011 • <u>78,000 machines</u>
	Evangelical of the Beginnings Light ver. • Nov.2010 • <u>9,000 machines</u>		
	Evangelion 7 • Jan.2012 • <u>100,000 machines</u>	3. 2012	 The Heartbeat of Life • Feb.2012 • <u>47,000 machines</u>
	 EVA Light III • May 2012 • <u>16,000 machines</u>	3. 2013	 EVANGELION • To be launched in Feb.2013
	 EVANGELION7 Smile Model • Dec.2012 • <u>12,000 machines</u>		

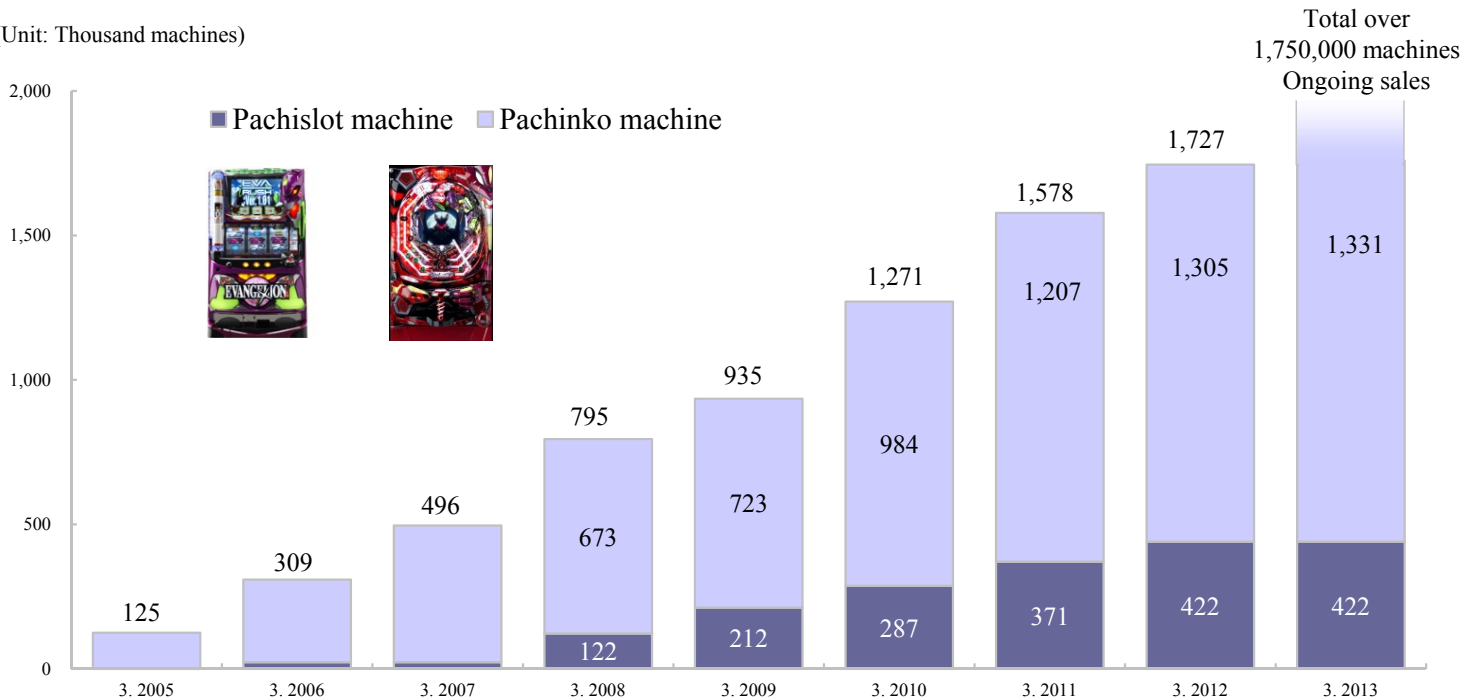
Total Sales of “Evangelion” Series Machines

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Planned and sold 7 pachinko and 6 pachislot titles since the year ended March 2005
Total sales exceeded **1.5 million machines** for the year ended March 2011

(Unit: Thousand machines)



Transition in the Number of Machines Sold

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(Unit: Machines)

	3. 2008			3. 2009			3. 2010			3. 2011			3. 2012			3. 2013	
	H1	H2	Full	H1	H2	Full	H1	H2	Full	H1	H2	Full	H1	H2	Full	H1	Q1-Q3
Number of machines sold	212,088	272,446	484,534	216,832	114,373	331,205	274,144	175,736	449,880	293,128	187,145	480,273	151,254	261,136	412,390	101,103	170,814
■Sales ratio																	
Pachinko	38,585	235,396	273,981	137,539	64,986	202,525	266,284	64,450	330,734	226,620	35,994	262,614	89,264	143,959	233,223	46,823	78,647
	18.2%	86.4%	56.5%	63.4%	56.8%	61.1%	97.1%	36.7%	73.5%	77.3%	19.2%	54.7%	59.0%	55.1%	56.6%	46.3%	46.0%
Pachislot	173,503	37,050	210,553	79,293	49,387	128,680	7,860	111,286	119,146	66,508	151,151	217,659	61,990	117,177	179,167	54,280	92,167
	81.8%	13.6%	43.5%	36.6%	43.2%	38.9%	2.9%	63.3%	26.5%	22.7%	80.8%	45.3%	41.0%	44.9%	43.4%	53.7%	54.0%
■Agency/Distribution sales ratio																	
Agency sales	40,120	237,648	277,768	138,492	66,674	205,166	255,570	67,177	322,747	228,042	40,130	268,172	91,839	148,505	240,344	52,274	86,993
	18.9%	87.2%	57.3%	63.9%	58.3%	61.9%	93.2%	38.2%	71.7%	77.8%	21.4%	55.8%	60.7%	56.9%	58.3%	51.7%	50.9%
Distribution sales	171,968	34,798	206,766	78,340	47,699	126,039	18,574	108,559	127,133	65,086	147,015	212,101	59,415	112,631	172,046	48,829	83,821
	81.1%	12.8%	42.7%	36.1%	41.7%	38.1%	6.8%	61.8%	28.3%	22.2%	78.6%	44.2%	39.3%	43.1%	41.7%	48.3%	49.1%
■Direct/Indirect sales ratio																	
Direct sales	164,786	215,392	380,178	177,552	89,735	267,287	221,521	145,626	367,147	239,336	156,701	396,037	123,142	223,672	346,814	81,336	141,583
	77.7%	79.1%	78.5%	81.9%	78.5%	80.7%	80.8%	82.9%	81.6%	81.6%	83.7%	82.5%	81.4%	85.7%	84.1%	80.4%	82.9%
Indirect sales	47,302	57,054	104,356	39,280	24,638	63,918	52,623	30,110	82,733	53,792	30,444	84,236	28,112	37,464	65,576	19,767	29,231
	22.3%	20.9%	21.5%	18.1%	21.5%	19.3%	19.2%	17.1%	18.4%	18.4%	16.3%	17.5%	18.6%	14.3%	15.9%	19.6%	17.1%

Titles of Pachinko Machines Sold (2002-2012)

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(Unit: Machines)

	Sammy	Sold	Bisty	Sold
3. 2012			CR Evangelion 7	100,000
			CR The story of ayumi hamasaki Sweet/Light Version	11,000
			CR The story of ayumi hamasaki—introduction	72,000
3. 2011			CR Kung Fu Panda	11,000
			CR Evangelion—Evangelical of the beginnings Light ver	-
			CR Shimizu no Jirocho Light ver.	-
			CR Evangelion—Evangelical of the Beginnings	205,000
3. 2010			CR Neon Genesis Evangelion —The Beginning and the End	230,000
			CR Iron Chef	-
			CR GTO	-
			CR Neon Genesis Evangelion —The Angels Are Back Again YF	23,000
			CR Shimizu no Jirocho—The Bonds of Life	-
3. 2009	CR Virtua Fighter	11,000	CR Mystic Blue	-
			CR King Kong	21,000
			CR Seven Samurai	82,000
			CRA Morning Musume	-
			CRA Neon Genesis Evangelion Premium Model	50,000
3. 2008	CR Sakura Taisen	41,000	CR Neon Genesis Evangelion —The Angels Are Back Again	200,000
			CR Tomb Raider	-
			CRA Felix the Cat	-
			CR The Mask of Zorro	-
			CR LOONEY TUNES BIA	-
3. 2007	CR SEACOP	-	CR Neon Genesis Evangelion—Kiseki no Kachiwa	187,000
	CR Salaryman Kintaro 2	28,000	CR WINK	11,000
	CR Gamera Extreme Battle	-	CR Aya Matsuura	40,000
			CR Otoko Ippiki Gaki Daisho	-
			CR Shin Sangoku Musou	27,000
3. 2006	CR Sakigake!! Otoko Juku	29,000	CR Neon Genesis Evangelion: Second Impact	161,000
	CR Super Jetter	-	CR Ashita ga arusa Yoshimoto World	38,000
	CR Azumi	-	CR Marilyn Monroe	39,000
	CR K-1 PREMIUM Dynamite!!	-	CR Iijima Naoko no Casino Bisty	21,000
			CR Daimajin	10,000
3. 2005	CR Ore no Sora	30,000	CR Kahara Tomomi to Minashigo Hatchi	41,000
	CR Bakumatsu no kaze	13,000	CR Neon Genesis Evangelion	125,000
	CR LINDA	25,000	CR Circuit e ikou!	11,000
			CR FEVER TWINS	-
3. 2004	CR Rikidozan	40,000	CR FEVER KUNG-FU GAL	14,000
	CR Sonic	27,000		
	CR CITY HUNTER	36,000		
	CR Ume Matsu Paradise	24,000		
3. 2003	CR GEN JU HAOU	13,000		
3. 2002	CR Salaryman Kintaro	24,000		

*Regarding the titles of pachinko/pachislot machines for which the number of machines sold was less than 10,000, the number of machines sold was not released.

*Sold Olympia's pachinko machine "CR PROJECT MINERVA" for the year ended March 31, 2007.

Titles of Pachislot Machines Sold (2001-2012)

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(Unit: Machines)

	Rodeo	Sold	Bisty	Sold		Sold	Enterrise	Sold
3. 2012	Pachislot Monster Hunter	96,000	Evangelion —the Heartbeat of Life	47,000			Street Fighter IV	-
	Rahxephon	-	SAMURAI 7	13,000				
	Kaze no Youjinbou —Memory of Butterflies	23,000						
3. 2011	Gravion	-						
	Ore no Sora —Spirit of Young Justice	38,000	MOBASLO Evangelion —for your own wish	78,000				
	Gamera	13,000	Magical Shopping Arcade Abenobashi	-			Sengoku BASARA 2	16,000
3. 2010	Onimusha: Dawn of Dreams	90,000	Saturday Night Fever	-	Aim for the Ace!	-		
	Hono-no Nekketsu Kyoshi	-	Neon Genesis Evangelion —Die Spur der SEELE	75,000	I am KONISHIKI	-		
3. 2009	Kaiji Act 2	18,000	KING KONG	-				
	Tenchi wo Kurau	-	Neon Genesis Evangelion—That time has come, now they're waiting for us	90,000				
	Sonic Live	-						
3. 2008	Tenka Muteki! Salaryman Kintaro	18,000	Beach Club	-	Shin Sangokumusou	-		
	Virtua Fighter	10,000	Neon Genesis Evangelion —'Magokoro wo Kimini'	99,000	Kaiketsu Harimau	-		
	The Mask of Zorro	-	Morning Musume	-				
	Cream Stew	-						
	Devil May Cry 3	48,000						
3. 2007	Sakigake!! Otoko Juku	17,000	SHERLOCK HOUND	-	Karate-Baka Ichidai	-		
	PREMIUM Dynamite	-	GTO	-	KING OF MOUSE	30,000		
	Dokaben	-	ROCKY BALBOA	-	LOONEY TUNES: BACK IN ACTION	-		
			Tomb Raider	60,000				
		Lord of the Rings	-					
3. 2006	Ore no Sora	125,000	Neon Genesis Evangelion	23,000	Geronimon S	-		
	Dokonjo Gaeru	-						
3. 2005	Onimusha 3	120,000	Dai Yamato	12,000	Mezase Dokidoki Zima	-		
	Kaiji	29,000	Fever Natsumatsuri	-				
	Umematsu Dynamite Wave!	36,000						
3. 2004	Gamera -High Grade Vision	61,000	KAIZOKU	-	Ougonshin	13,000		
	WANTOUCHABLE (Sammy)	-						
	JET SET RADIO	22,000						
	Charlie's Angels	-						
	Sloter Kintaro	52,000						
	Yajyu	14,000						
3. 2003	KAZENOYOUJINBOU	53,000						
	SNOW KING	-						
	Salaryman Kintaro S	-						
	CLUB RODEO T	43,000						
	Ginginmaru	31,000						
3. 2002	Ichigeki Teio 2	17,000						
	Salaryman Kintaro	118,000						
	DOUBLE CHALLENGE	31,000						
	Oo-Gamera	32,000						
3. 2001	INDY JAWS 2	23,000						
	Gamera	29,000						

*Regarding the titles of pachinko/pachislot machines for which the number of machines sold was less than 10,000, the number of machines sold was not released.

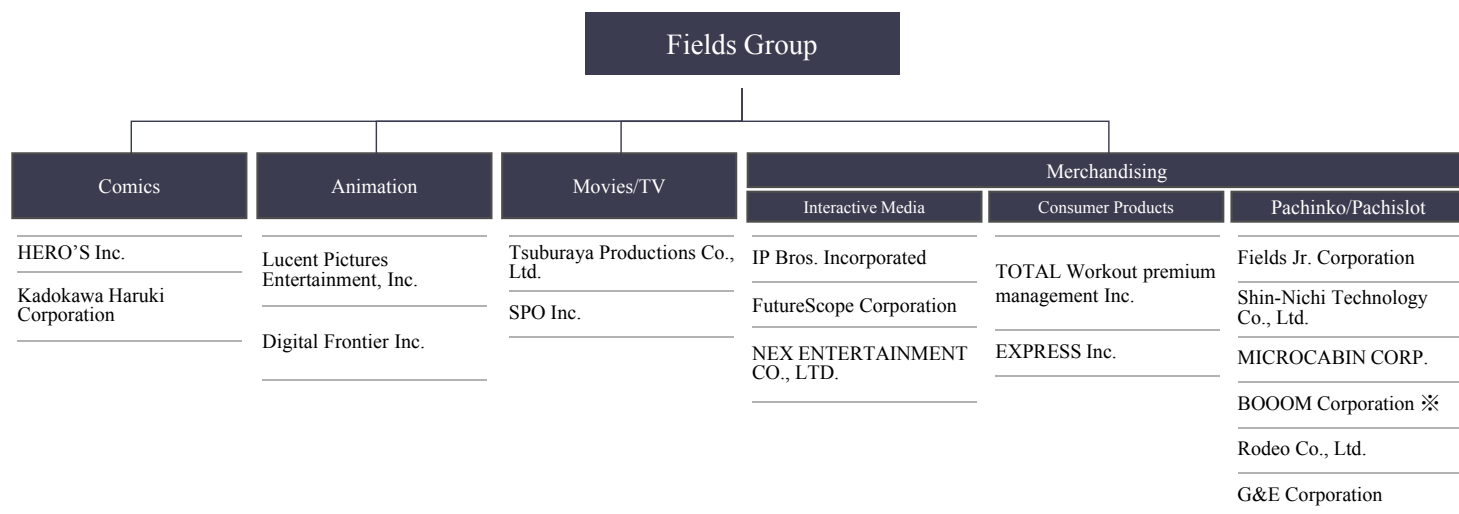
Group Structure

FIELDS CORPORATION

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(As of December 31, 2012)



	Company name	Holding ratio	Paid-in capital (Million yen)	Address	Business activities	Investment date
Comics	HERO'S Inc.	49.0	10	Shibuya-ku, Tokyo	Comic magazine and character contents planning, operation and production	2010 Apr.
	Kadokawa Haruki Corporation	30.0	757	Chiyoda-ku, Tokyo	Planning, production, editing, publishing and selling books and magazines	2005 Mar.
Animation	Lucent Pictures Entertainment, Inc.	90.0	20	Shibuya-ku, Tokyo	Planning, production and producing of animations	2007 Oct.
	Digital Frontier Inc.	86.9	31	Shibuya-ku, Tokyo	CG planning and production	2010 Apr.
Movies/TV	Tsuburaya Productions Co., Ltd.	51.0	310	Shibuya-ku, Tokyo	Movie/TV planning and production Character goods planning, production and sales	2010 Apr.
	SPO Inc.	31.8	371	Minato-ku, Tokyo	Movie planning, production and distributor, etc.	2008 Mar.
Merchandising						
Interactive Media	IP Bros. Incorporated	85.0	75	Shibuya-ku, Tokyo	Digitization of intellectual properties / Construction and management of dedicated pachinko/pachislot sites	2010 Dec.
	FutureScope Corporation	83.3	60	Shibuya-ku, Tokyo	Mobile contents service provider and mail order	2006 Oct.
	NEX ENTERTAINMENT CO., LTD.	64.6	92	Shinagawa-ku, Tokyo	Software planning, production, development and sales.	2011 Nov.
Consumer Products	TOTAL Workout premium management Inc.	95.0	5	Shibuya-ku, Tokyo	Running fitness gym	2011 May
	EXPRESS Inc.	80.0	300	Fukuoka-shi, Fukuoka	Running fitness gym	2007 Dec.
Pachinko/Pachislot	Fields Jr. Corporation	100.0	10	Shibuya-ku, Tokyo	Pachinko/Pachislot machine maintenance, etc.	2002 Mar.
	Shin-Nichi Technology Co., Ltd.	100.0	50	Shibuya-ku, Tokyo	Pachinko/ Pachislot machine development	2008 Jan.
	MICROCABIN CORP.	85.0	227	Yokkaichi-shi, Mie	Planning and development of software for commercial-use machine	2011 Jan.
	BOOOM Corporation ※	51.0	10	Shibuya-ku, Tokyo	Pachinko/Pachislot machine planning and development	2009 May
	Rodeo Co., Ltd.	35.0	100	Toshima-ku, Tokyo	Pachinko/Pachislot machine development and manufacturing	2002 Mar.
G&E Corporation	33.3	450	Shibuya-ku, Tokyo	Running business schools focused on entertainment field	2005 May	

The group structure shows our main consolidated and equity method companies.

※F Corporation changed its name to BOOOM Corporation, March 2012.

Change in Quarterly Profit and Loss Statement

FIELDS CORPORATION

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【 Consolidated 】

(Unit: Million yen)

	3. 2011					3. 2012					3. 2013				
	Q1	Q2	Q3	Q4	Full	Q1	Q2	Q3	Q4	Full	Q1	Q2	Q3	Q4	Full
Net sales	21,344	21,668	28,421	32,160	103,593	17,635	15,717	9,709	49,134	92,195	21,145	7,973	18,627		
Gross profit	7,663	11,328	7,292	8,846	35,129	5,076	6,907	4,343	15,004	31,330	5,566	3,258	6,239		
SG & A expenses	5,314	4,495	5,775	6,409	21,993	5,302	5,099	5,903	6,499	22,803	5,282	5,402	5,535		
Operating income	2,348	6,834	1,517	2,437	13,136	(225)	1,807	(1,560)	8,505	8,527	283	(2,142)	703		
Ordinary income	2,518	6,985	1,980	2,201	13,684	(266)	1,979	(1,607)	8,555	8,661	574	(2,312)	763		
Net income	1,477	3,951	1,043	1,049	7,520	(284)	2,712	(1,296)	4,859	5,991	342	(1,322)	303		

	3. 2008					3. 2009					3. 2010				
	Q1	Q2	Q3	Q4	Full	Q1	Q2	Q3	Q4	Full	Q1	Q2	Q3	Q4	Full
Net sales	24,234	40,414	12,837	24,333	101,818	7,321	34,269	23,461	7,984	73,035	16,038	5,406	3,077	41,821	66,342
Gross profit	6,763	10,681	3,836	13,264	34,544	2,114	12,408	8,179	1,323	24,024	12,402	707	888	12,892	26,889
SG & A expenses	4,440	5,181	5,671	6,093	21,385	5,426	5,843	5,350	5,444	22,063	3,877	3,845	4,906	6,136	18,764
Operating income	2,322	5,500	(1,834)	7,170	13,158	(3,312)	6,564	2,830	(4,122)	1,960	8,524	(3,138)	(4,018)	6,756	8,124
Ordinary income	2,627	4,837	(1,964)	6,205	11,705	(3,161)	6,184	2,581	(4,613)	991	8,519	(3,468)	(3,961)	6,671	7,761
Net income	1,156	1,921	(816)	3,035	5,296	(2,289)	3,134	809	(3,135)	(1,481)	4,711	(2,530)	(2,454)	3,562	3,289

【 Non-Consolidated 】

(Unit: Million yen)

	3. 2011					3. 2012					3. 2013				
	Q1	Q2	Q3	Q4	Full	Q1	Q2	Q3	Q4	Full	Q1	Q2	Q3	Q4	Full
Net sales	18,310	18,695	25,165	28,801	90,971	15,349	13,132	7,276	44,637	80,394	19,199	5,590	16,207		
Gross profit	6,542	10,137	6,004	7,514	30,197	4,059	6,015	3,249	13,713	27,036	5,011	2,417	5,367		
SG & A expenses	4,166	3,316	4,639	5,156	17,277	4,165	4,051	5,065	5,553	18,834	4,406	4,537	4,667		
Operating income	2,375	6,821	1,366	2,358	12,920	(106)	1,964	(1,817)	8,161	8,202	605	(2,120)	701		
Ordinary income	2,505	6,911	1,558	2,477	13,451	11	2,128	(1,713)	8,070	8,496	806	(2,052)	851		
Net income	1,362	3,984	766	714	6,826	(101)	1,221	(938)	4,723	4,905	452	(1,229)	530		

	3. 2008					3. 2009					3. 2010				
	Q1	Q2	Q3	Q4	Full	Q1	Q2	Q3	Q4	Full	Q1	Q2	Q3	Q4	Full
Net sales	21,094	37,641	6,600	17,423	82,758	3,950	30,407	16,673	2,113	53,143	14,905	4,328	1,739	40,385	61,357
Gross profit	5,757	9,813	2,385	10,533	28,488	2,090	11,417	5,777	146	19,430	11,901	332	232	12,028	24,493
SG & A expenses	3,226	3,779	4,149	4,700	15,854	3,569	4,304	3,748	3,990	15,611	3,277	3,243	4,043	5,312	15,875
Operating income	2,531	6,034	(1,765)	5,834	12,634	(1,478)	7,111	2,029	(3,844)	3,818	8,623	(2,911)	(3,811)	6,717	8,618
Ordinary income	2,614	6,046	(1,779)	5,582	12,463	(1,721)	7,218	4,153	(3,808)	5,842	8,761	(2,900)	(3,693)	6,662	8,830
Net income	1,397	1,070	(1,151)	2,837	4,153	(948)	4,177	2,173	(4,257)	1,145	5,119	(2,064)	(2,107)	3,575	4,538

*Q2-Q4 figures are calculated as the other items deducted from the total figure on this sheet.

Financial Highlights (3.2003 ~ 3.2008)

FIELDS CORPORATION

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*The numbers in upper parenthesis is YoY

(Unit: Million yen)

	3. 2003	3. 2004	3. 2005	3. 2006	3. 2007	3. 2008
Net sales	61,888	(107.0) 66,211	(123.3) 81,658	(118.6) 96,814	(88.1) 85,321	(119.3) 101,818
Gross profit	15,992	(134.9) 21,578	(114.7) 24,752	(120.1) 29,737	(98.4) 29,248	(118.1) 34,544
SG&A expenses	9,211	(105.4) 9,711	(130.3) 12,655	(137.4) 17,389	(116.8) 20,303	(105.3) 21,385
Operating Income	6,781	(175.0) 11,866	(101.9) 12,097	(102.1) 12,348	(72.4) 8,944	(147.1) 13,158
Ordinary income	7,022	(173.9) 12,209	(102.2) 12,480	(105.2) 13,127	(70.1) 9,202	(127.2) 11,705
Net income	3,524	(187.9) 6,620	(104.6) 6,926	(102.3) 7,085	(52.4) 3,710	(142.7) 5,296
Common stock	1,295	1,295	7,948	7,948	7,948	7,948
Net assets	8,752	14,507	33,426	39,411	42,836	46,331
Total assets	17,090	37,115	72,584	87,556	66,081	69,168
Cash flows from operating activities	3,316	851	2,965	6,164	5,293	11,127
Cash flows from investing activities	(2,253)	(3,190)	(5,257)	(2,224)	(4,772)	(14,604)
Cash flows from financing activities	(2,454)	2,029	10,177	(1,540)	1,488	(1,384)
Cash and cash equivalents at the end of year	5,739	5,437	13,326	15,777	17,819	12,693

Indicators per share (Yen)	3. 2003	3. 2004	3. 2005	3. 2006	3. 2007	3. 2008
Net assets per share	268,600	89,305	96,026	113,275	118,487	128,201
Annual dividend per share	10,000	24,000 Commemorative 10,000 Interim 10,000 Year-end 4,000	4,000 Interim 2,000 Year-end 2,000	4,000 Interim 2,000 Year-end 2,000	4,000 Interim 2,000 Year-end 2,000	4,500 Commemorative 500 Interim 2,000 Year-end 2,000
Net income per share	117,233	40,465	19,888	20,118	10,692	15,263

Management indicators (%)	3. 2003	3. 2004	3. 2005	3. 2006	3. 2007	3. 2008
Shareholders' equity ratio	51.2	39.1	46.0	45.0	62.2	64.3
Return on equity (ROE)	55.9	56.9	28.9	19.5	9.2	12.4
Return on assets (ROA)	39.3	45.0	22.8	16.4	12.0	17.3
Payout ratio (1)	7.9	(2) 20.1	20.7	20.3	37.4	29.5

Other	3. 2003	3. 2004	3. 2005	3. 2006	3. 2007	3. 2008
Total number of shares issued and outstanding (shares) (3)	32,300	161,500	347,000	347,000	347,000	347,000
Treasury stock (shares)	-	-	-	-	-	-
Number of employees (people)	460	651	758	901	1,022	1,077

(1) Consolidated payout ratio after 2007.03. (2) Payout ratio for the year ended March 2004 was computed including a commemorative dividend.

(3) Jan 2003 1:5 stock split / Mar 2004 1:5 stock split / Sep 2004 1:2 stock split.

Financial Highlights (3.2009~3.2013)

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*The numbers in upper parentheses are YoY.

(Unit: Million yen)

	3. 2009	3. 2010	3. 2011	3. 2012	Q1-Q3, 3.2013
Net sales	(71.7) 73,035	(90.8) 66,342	(156.1) 103,593	(89.0) 92,195	(110.9) 47,745
Gross profit	(69.5) 24,024	(111.9) 26,889	(130.6) 35,129	(89.2) 31,330	(92.3) 15,063
SG&A expenses	(103.2) 22,063	(85.0) 18,764	(117.2) 21,993	(103.7) 22,803	(99.5) 16,219
Operating Income	(14.9) 1,960	(414.5) 8,124	(161.7) 13,136	(64.9) 8,527	(-) (1,156)
Ordinary income	(8.5) 991	(783.1) 7,761	(176.3) 13,684	(63.3) 8,661	(-) (975)
Net income	(-) (1,481)	(-) 3,289	(228.6) 7,520	(79.7) 5,991	(-) (677)
Common stock	7,948	7,948	7,948	7,948	7,948
Net assets	39,496	41,187	47,021	51,555	48,691
Total assets	52,064	81,329	78,971	93,601	71,136
Cash flows from operating activities	4,147	8,429	8,005	10,015	253
Cash flows from investing activities	(6,182)	(1,011)	(4,356)	(4,798)	(4,151)
Cash flows from financing activities	602	(2,687)	(3,915)	(2,565)	(2,097)
Cash and cash equivalents at the end of year	11,181	15,906	15,632	18,284	12,285

(Unit: yen)

Indicators per share (Yen)	3. 2009	3. 2010	3. 2011	3. 2012	Q1-Q3, 3.2013
Net assets per share	117,326	123,645	140,853	153,904	1,474
Annual dividend per share	4,500 Interim 2,000 Year-end 2,500	4,500 Interim 2,000 Year-end 2,500	5,000 Interim 2,500 Year-end 2,500	5,000 Interim 2,500 Year-end 2,500	Interim 2,500 (4) Year-end 25
Net income per share	(4,271)	9,796	22,643	18,044	(20)

(Unit: %)

Management indicators (%)	3. 2009	3. 2010	3. 2011	3. 2012	Q1-Q3, 3.2013
Shareholders' equity ratio	75.8	50.5	59.2	54.6	67.9
Return on equity (ROE)	(3.5)	8.2	17.1	12.2	-
Return on assets (ROA)	1.6	11.6	17.1	10.0	-
Payout ratio	-	45.9	22.1	27.7	-

Other	3. 2009	3. 2010	3. 2011	3. 2012	Q1-Q3, 3.2013
Total number of shares issued and outstanding (shares)	347,000	347,000	347,000	347,000	(4) 34,700,000
Treasury stock (shares)	10,643	14,885	14,885	15,162	(4) 1,516,200
Number of employees (people)	827	909	1,149	1,324	1,372

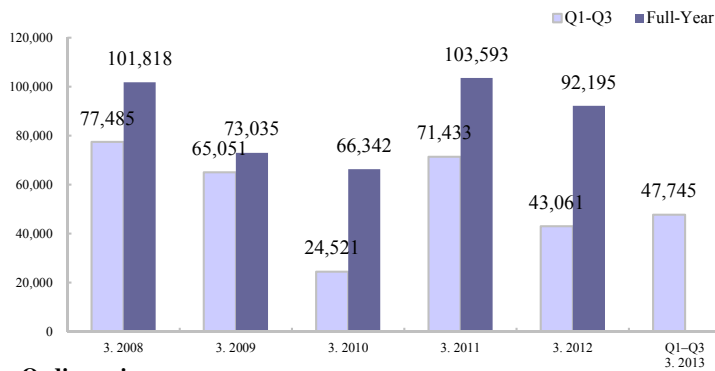
(4) The number of shares to constitute a share-trading unit was changed to 100 shares in October 2012.

Change in Financial Results (Graph) (Consolidated)

FIELDS CORPORATION

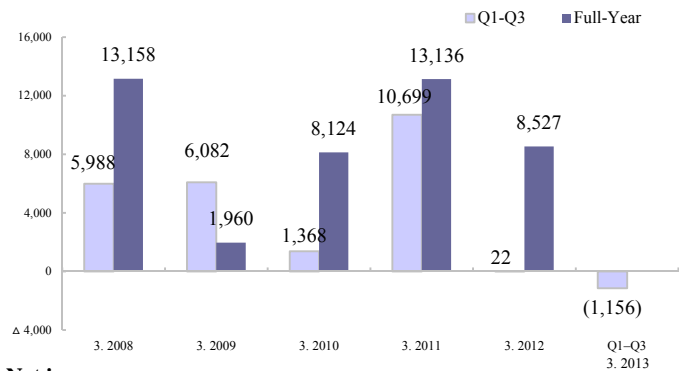
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Net sales

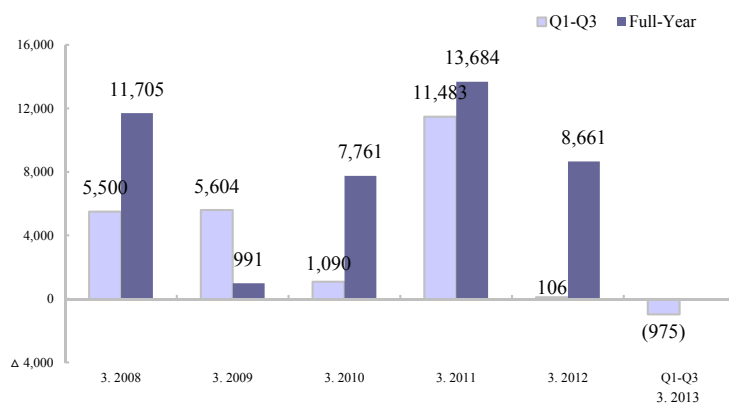


Operating income

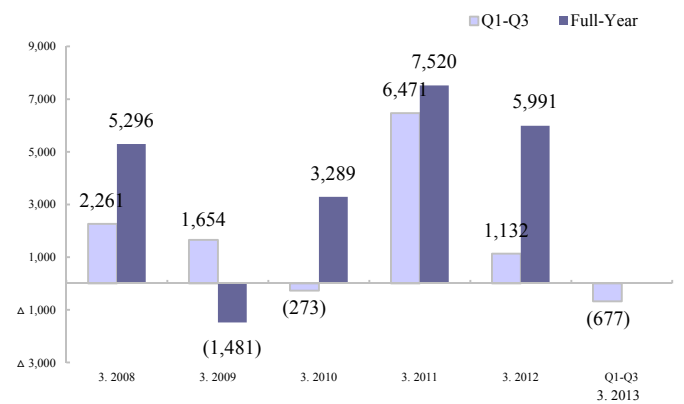
(Unit: Million yen)



Ordinary income



Net income



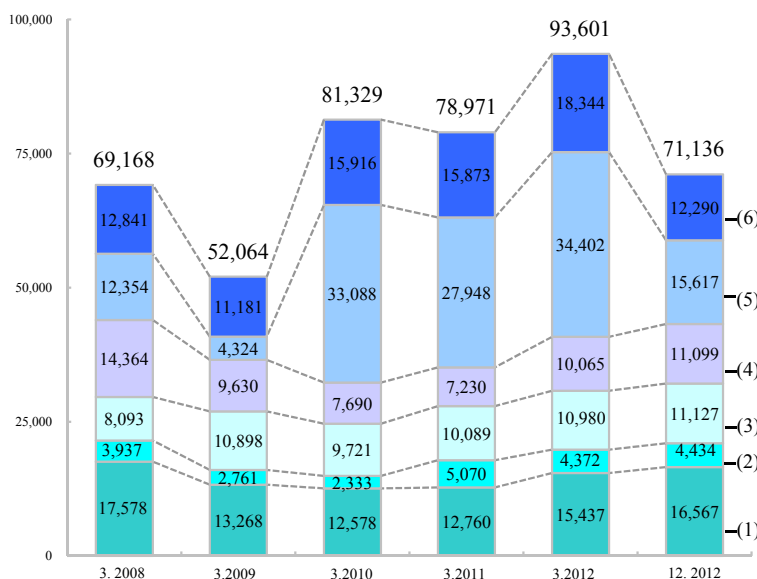
Change in Assets/Liabilities, Net Assets (Graph) (Consolidated)

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Change in assets

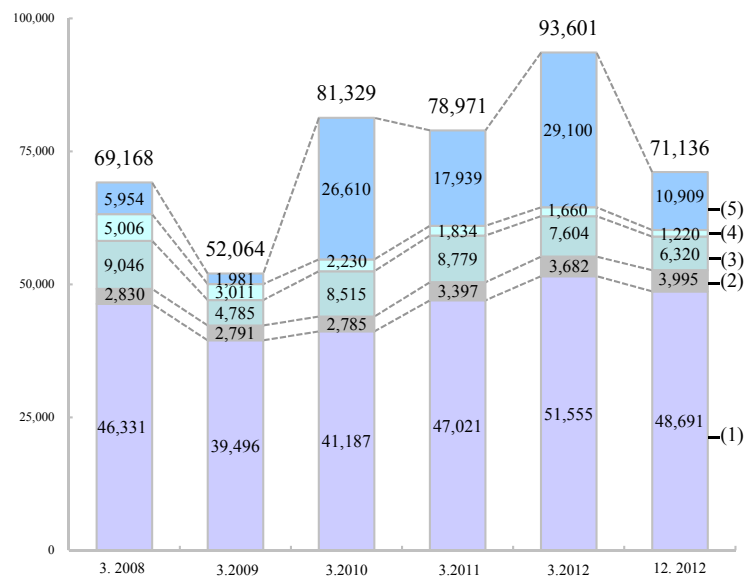
- (1) Investments and other assets
- (2) Intangible fixed assets
- (3) Tangible fixed assets
- (4) Other current assets
- (5) Notes and accounts receivable-trade
- (6) Cash and cash equivalents



Change in liabilities/net assets

(Unit: Million yen)

- (1) Net assets
- (2) Other fixed liabilities
- (3) Other current liabilities
- (4) Interest-bearing liabilities
- (5) Notes and accounts payable-trade



Change in Selling, General and Administrative Expenses (Graph) (Consolidated)

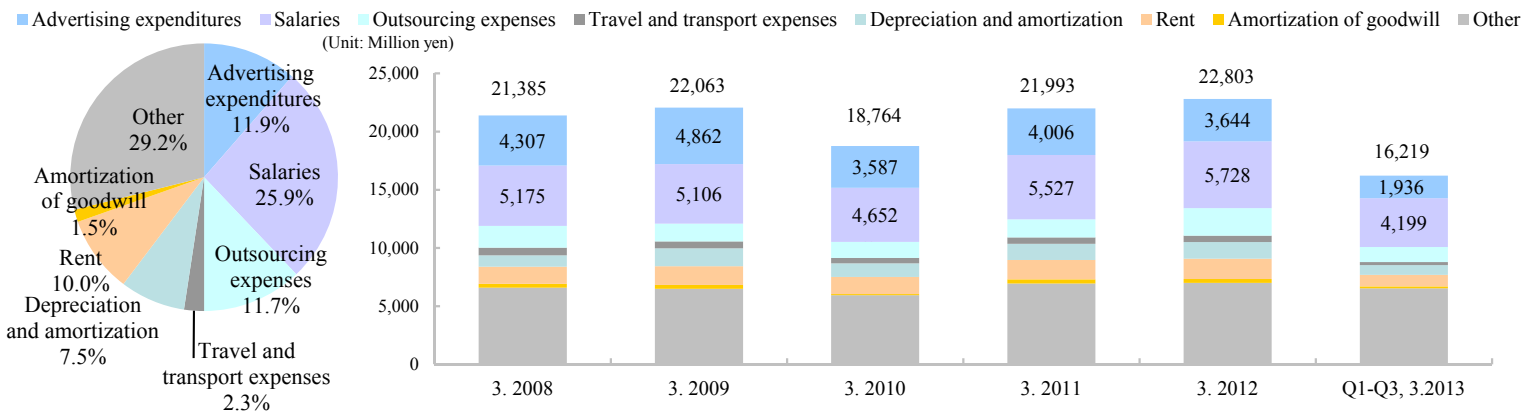
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(Unit: Million yen)

	3. 2008	3. 2009	3. 2010	3. 2011	3. 2012	Q1-Q3, 3.2013
Advertising expenditures	4,307	4,862	3,587	4,006	3,644	1,936
Salaries	5,175	5,106	4,652	5,527	5,728	4,199
Provision for accrued bonuses	145	202	257	290	246	9
Provision for accrued bonuses to directors and auditors	128	245	135	220	240	180
Outsourcing expenses	1,878	1,532	1,373	1,553	2,373	1,898
Travel and transport expenses	662	596	469	551	542	376
Depreciation and amortization	977	1,534	1,175	1,393	1,431	1,213
Rent	1,460	1,608	1,475	1,654	1,749	1,626
Provision to allowance for doubtful accounts	150	29	249	-	(52)	(34)
Retirement benefit expenses	71	70	68	76	86	67
Amortization of goodwill	335	332	87	366	333	241
Other	6,097	5,947	5,237	6,357	6,483	4,503
Total SG&A expenses	21,385	22,063	18,764	21,993	22,803	16,219

* "Other" is calculated as the other items deducted from the total figure on this sheet.



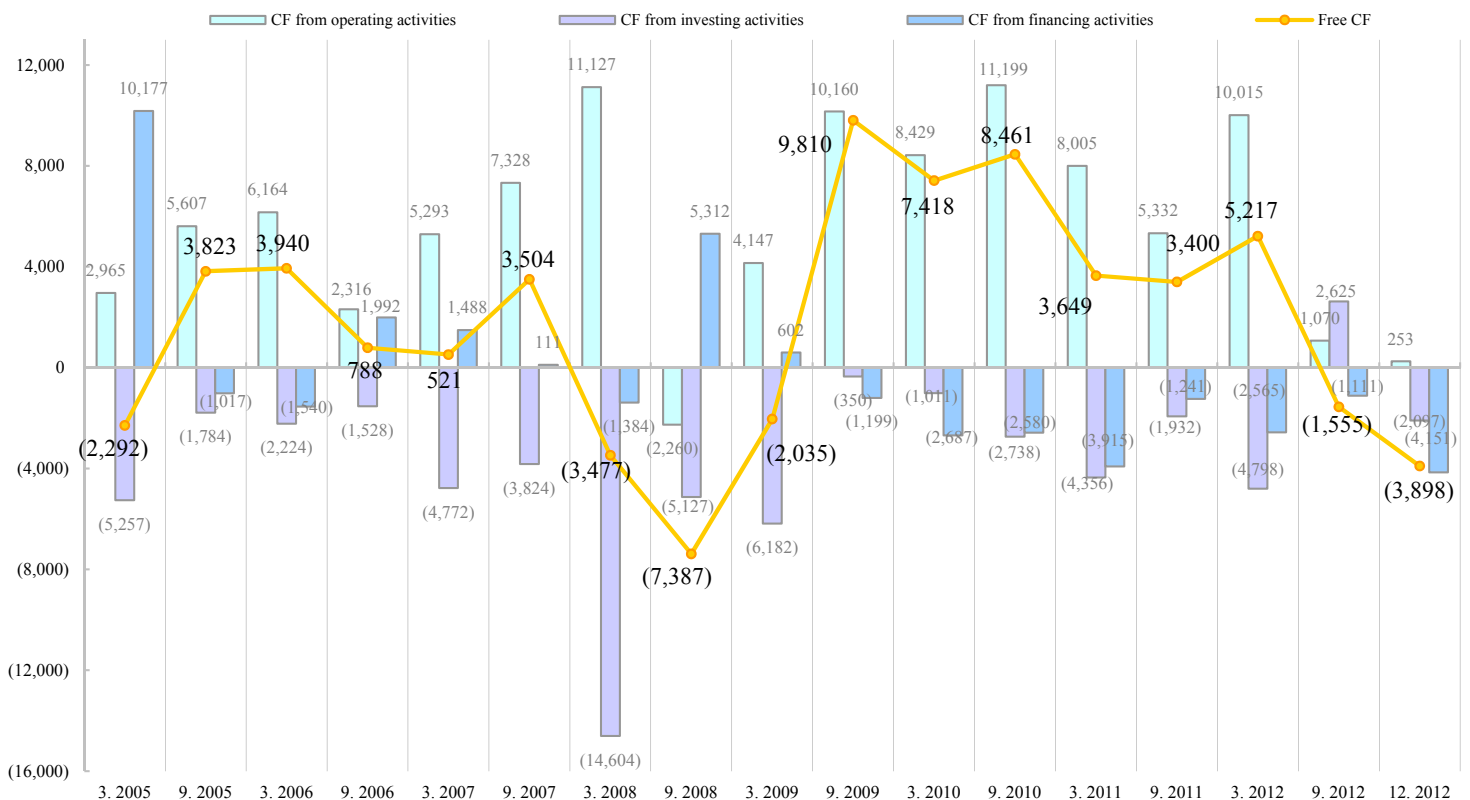
Change in Free Cash Flow (Graph)

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*Free Cash Flow: Cash flow from operating activities and investing activities.

(Unit: Million yen)



CSR Activities

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Basic approach to CSR

Our corporate activities and CSR should be one and the same

【 Fields Topics 】

Topic 1	Ongoing implementation of power-saving measures
The Company will continue to comply with power-saving measures in summer and winter 2012, as in 2011.	
Description	Measures related to air conditioning equipment <ul style="list-style-type: none"> Reduction in hours of operation and thorough management of air conditioner temperatures Use of lighting reduced and light bulbs changed to LED light bulbs Energy-saving multi-function machines adopted Measures related to office equipment: <ul style="list-style-type: none"> Introduction of power-saving office equipment, reductions in standby power use of computers and other equipment Measures in compliance with "Cool Biz" program (encouraging people to set air conditioner temperatures at higher levels and workers to wear cooler clothing)

Topic 2	Charity golf tournament support "THE LEGEND CHARITY PRO-AM TOURNAMENT"
Date	May 5-6, 2012
Activities	Proceeds from entree fee, charity auction, sale of tickets to the venue were donated
Donations	Donated to regions affected by the Great East Japan Earthquake for reconstruction support

Topic 3	Active participation in volunteer activities
Eco-activities through joining Cleanup Campaign	
Sep 2010	Joined "Cleanup Campaign at Kugenuma beach" organized by JEAN
Oct 2010	Joined "Shibuya town cleanup regulation enlightening campaign Oct. 5" organized by Shibuya ward
Mar 2011~	Joined "The union beautification day at Shibuya station" organized by Beautification promotion committee Shibuya ward and cleanup around Shibuya station once every month
Apr 2012	Joined "Cleanup Campaign at Kugenuma beach" organized by JEAN
Aug 2012	Joined "Odaiba Park Tori No Shima Rediscovery Tour" (cleanup campaign) organized by Tokyo Waterfront Subcenter Group, Tokyo Port Office, Ministry of Land, Infrastructure, Transport and Tourism

【 Group Companies Topics 】

Tsuburaya Productions Co., Ltd.

Established ULTRAMAN FOUNDATION

Tsuburaya Productions Co., Ltd. and the approval group companies established ULTRAMAN FOUNDATION in March 2011 immediately after the earthquake occurred. This Foundation provides psychological and material support to children who are the hope for the future and deploys the everlasting support activities for children's future.

Overview of ULTRAMAN FOUNDATION	
Name	ULTRAMAN FOUNDATION
Representative	Hidetoshi Yamamoto (Tsuburaya Productions Co., Ltd. Chairman & CEO)
Establishment	March 2011
Organizer	Tsuburaya Productions Co., Ltd.
URL	http://www.ultraman-kikin.jp/en/
Statement	Ultraman Foundation is a foundation that acknowledges children are the hope for the future, and will provide everlasting support in all kinds of ways for the welfare and well being of all children. It is our mission to bring back the smiles to the faces of each child as soon as possible, and we pray from our heart that the children will move on to their bright future.
Slogan	The Foundation to support now and future of the earthquake-stricken children.

Topic 4	Introduction of the Eco-Car
Object	Sales cars : 288
Duration	September 2009-June 2012
Effect	Reduction in CO2 by 480t a year (Equivalent to CO2 absorption of 30,000 cedar trees)

Topic 5	Renewed ISO27001, ISO9001 Information security management system and Quality Management
ISO27001:2005	July 2011 Certification renewed
ISO9001:2008	July 2011 Certification renewed
Details	Upgrading of information security management system Continuous improvement of quality management

Topic 6	Establishment of Okinawa working center
Activities	Employs people with disabilities in Okinawa to promote the employment for people with disabilities Fulfills the social responsibility through offering employment opportunities and a comfortable working place to people with disabilities
Establishment Date	1 April, 2010 (Opening ceremony: 5 April, 2010)
Business Activities	Business of data imputing, etc. of office related matters

Topic 7	Introduction of AED* (*automatic external defibrillator)
Activities	Installed a numbers of AED at visible place in the office building such as nearby entrance to allow visitors and neighborhood residents to use, as well as employees. Employees took instruction course of AED.
Date	From January 7, 2011
Number of AED	40 units Head office, 7 regional offices, 26 branches Okinawa working center and Total Workout (gym) a total of about 48 places

Activities	
2011	Visits to provide support to regions affected by the earthquake Miyagi prefecture: Ishinomaki, Minamisanriku, Kesenuma, Higashimatsubara, Onagawa Fukushima prefecture: Sukagawa, Kooriyama, Iwaki, Fukushima Iwate prefecture: Miyako Suisan High School, Otsuchi Asahi city, Chiba prefecture
	Gifts of donations and other 30 million yen to Miyagi prefecture 20 million yen to Fukushima prefecture 20 million yen and a micro bus to Iwate prefectural office
Mar 2012	Participated in "Festival of sending cheers from Koriyama" in Fukushima Held a surprise event at the graduation ceremony of preschool in Ishinomaki city, Miyagi Held a surprise event at the graduation ceremony of nursery school in Onagawa town, Miyagi
April	Sukagawa, Fukushima prefecture Children invited to the Ultra Family Gathering in Sukagawa 2012
Aug	Shibuya, Tokyo Support activities in "Play! Play! Play!!! Project"
Dec	Ishinomaki-City, Miyagi prefecture Visit to provide support to Yugakukan (Amusement Park) Kanan Hall



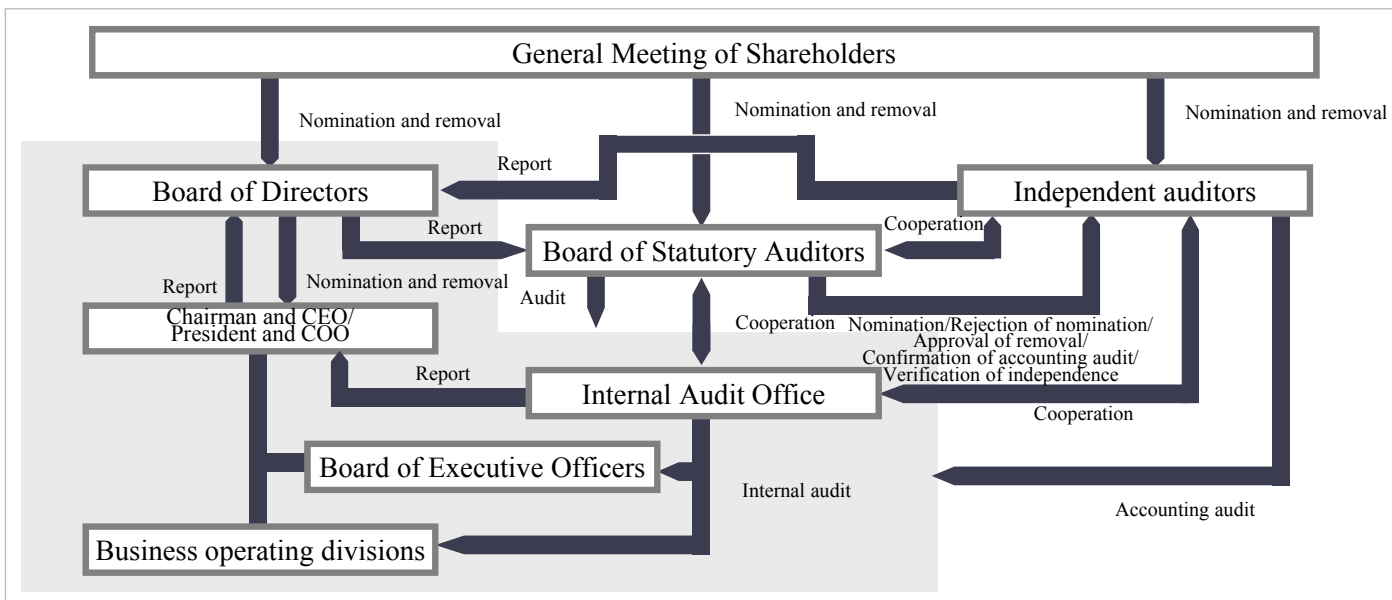
Corporate Governance System

FIELDS CORPORATION

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Basic Approach to Corporate Governance

Fields Corporation has identified its corporate philosophy as providing “The Greatest Leisure for All People,” and has established a basic management policy of continuously enhancing corporate value. To realize this basic policy, enabling corporate governance system functions is considered to be one of our key management issues. We enhance our corporate governance system by advancing reforms in our management structures and institutions specifically within the framework of the Board of Directors, the Board of Statutory Auditors, the Independent Auditors and the Board of Executive Officers.



Profit Return Policy

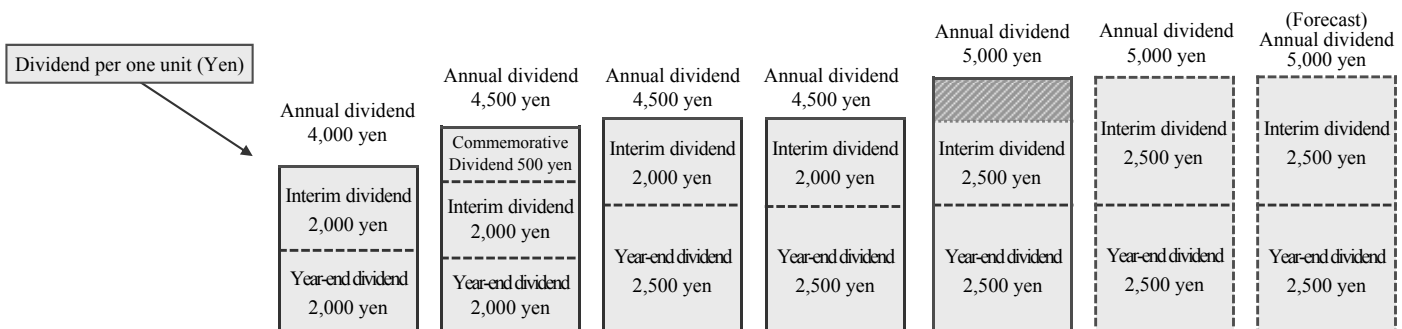
FIELDS CORPORATION

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Basic policy: Profit-based dividend / Consolidated payout ratio standard: Higher than 20%

(Unit: Million yen)

	3. 2007	3. 2008	3. 2009	3. 2010	3. 2011	3. 2012	3. 2013E
Net income	3,710	5,296	(1,481)	3,289	7,520	5,991	4,500
Total dividend	1,388	1,561	1,534	1,503	1,660	1,659	-
Payout ratio (%)	37.4	29.5	-	45.9	22.1	27.7	36.9
Total number of outstanding common stock	347,000	347,000	347,000	347,000	347,000	347,000	-
As of 1st Half (excluding treasury stock)	347,000	347,000	347,000	336,357	332,115	332,115	331,838
As of Full-Year (excluding treasury stock)	347,000	347,000	336,357	332,115	332,115	331,838	-



※Interim dividends have increased as of November 4, 2010. ※The number of shares to constitute a share-trading unit was changed to 100 shares in October 2012.

4. Appendix II (Pachinko/Pachislot Market Data)

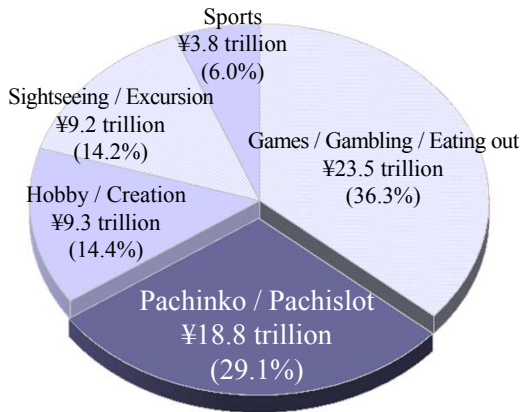
Pachinko/Pachislot Market

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Market Scale of Pachinko/Pachislot Industry

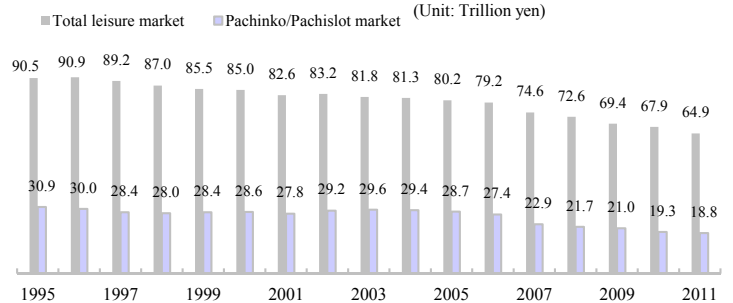
2011 Japanese Leisure Market Total Size of ¥64.9 trillion



Pachinko/Pachislot is one of the leading forms of entertainment in Japan, being played by 10% of the population in one of 12,323 venues

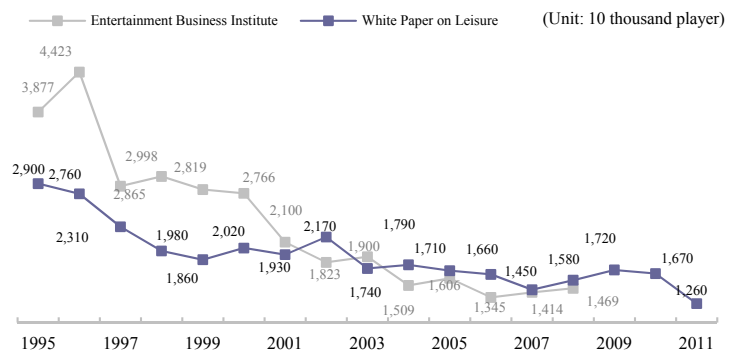
Change in Pachinko/Pachislot Market

The data is updated every Jul. by "White Paper on Leisure: Japan Productive Center"



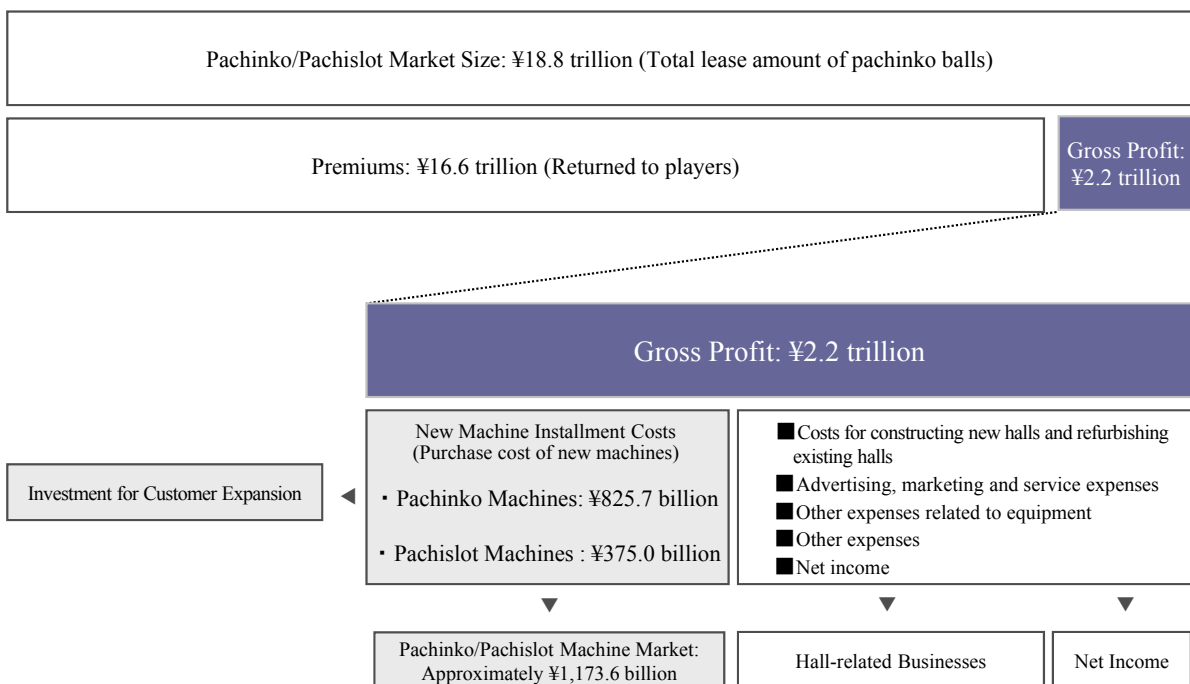
Change in Number of Pachinko/Pachislot Players

The data is updated every Jul. by "White Paper on Leisure : Japan Productive Center"



*1 Entertainment Business Institute has suspended the survey regarding number of pachinko/pachislot players since 2009.
*2 "White Paper on Leisure" has changed the survey method to internet base survey since 2009.

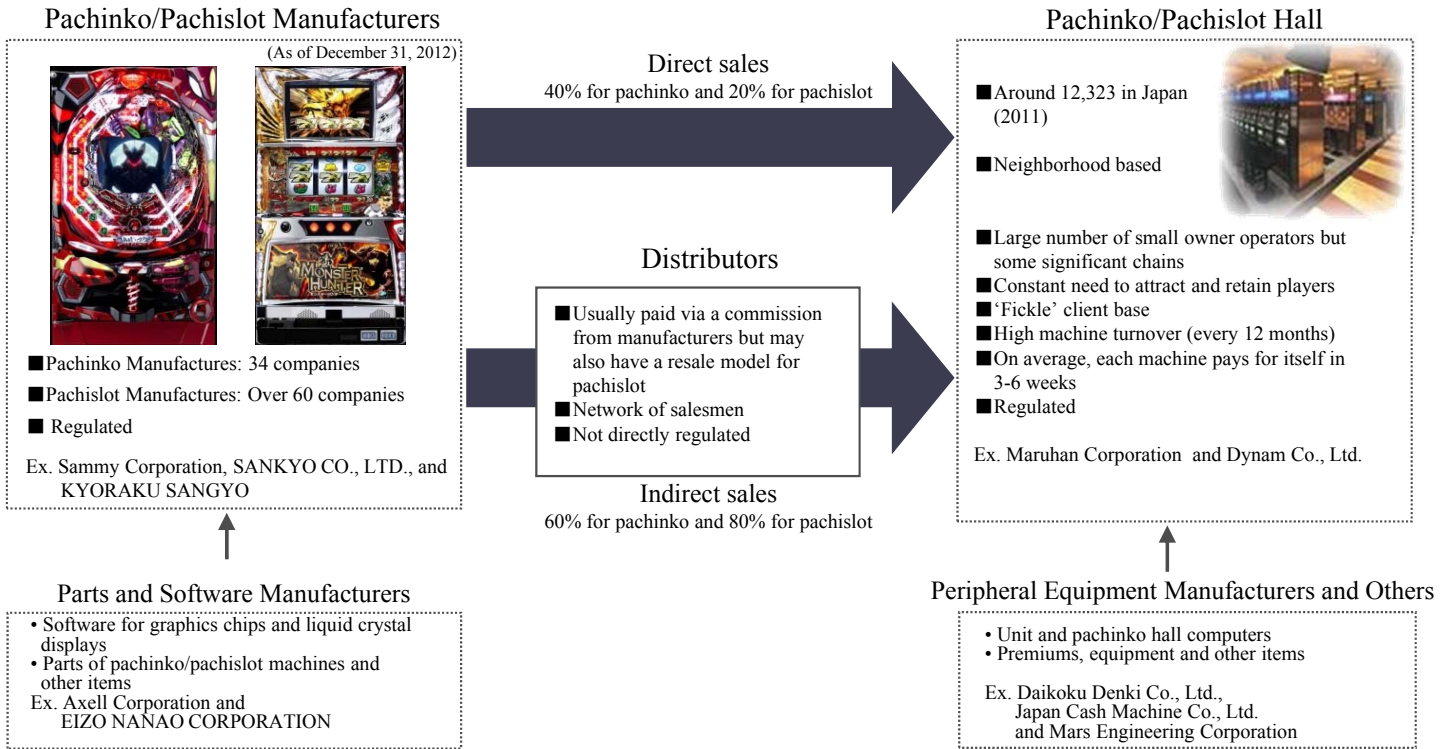
Income Structure of Pachinko/Pachislot Halls



Players in the Pachinko/Pachislot Industry

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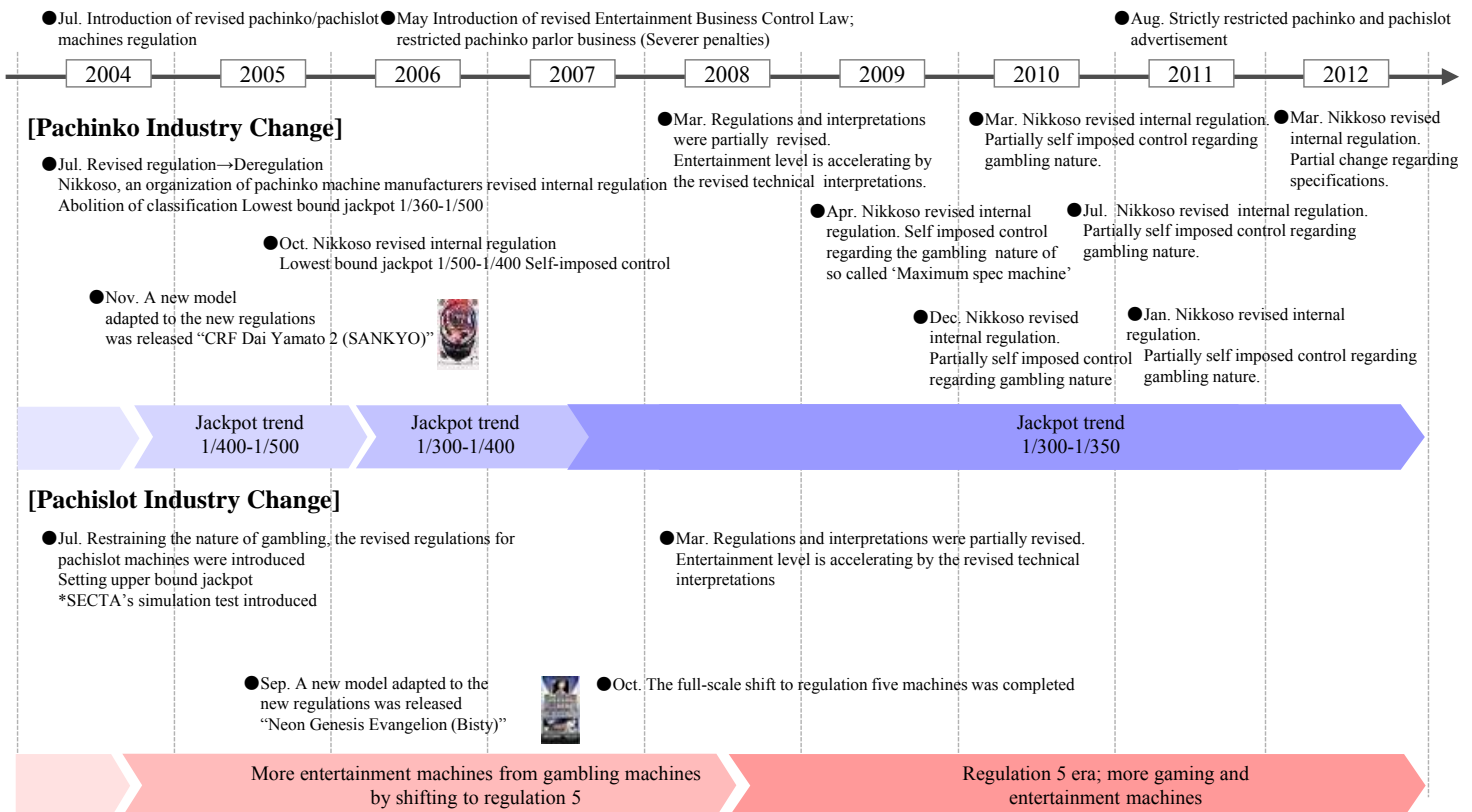
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Recent Trend of Pachinko/Pachislot Industry



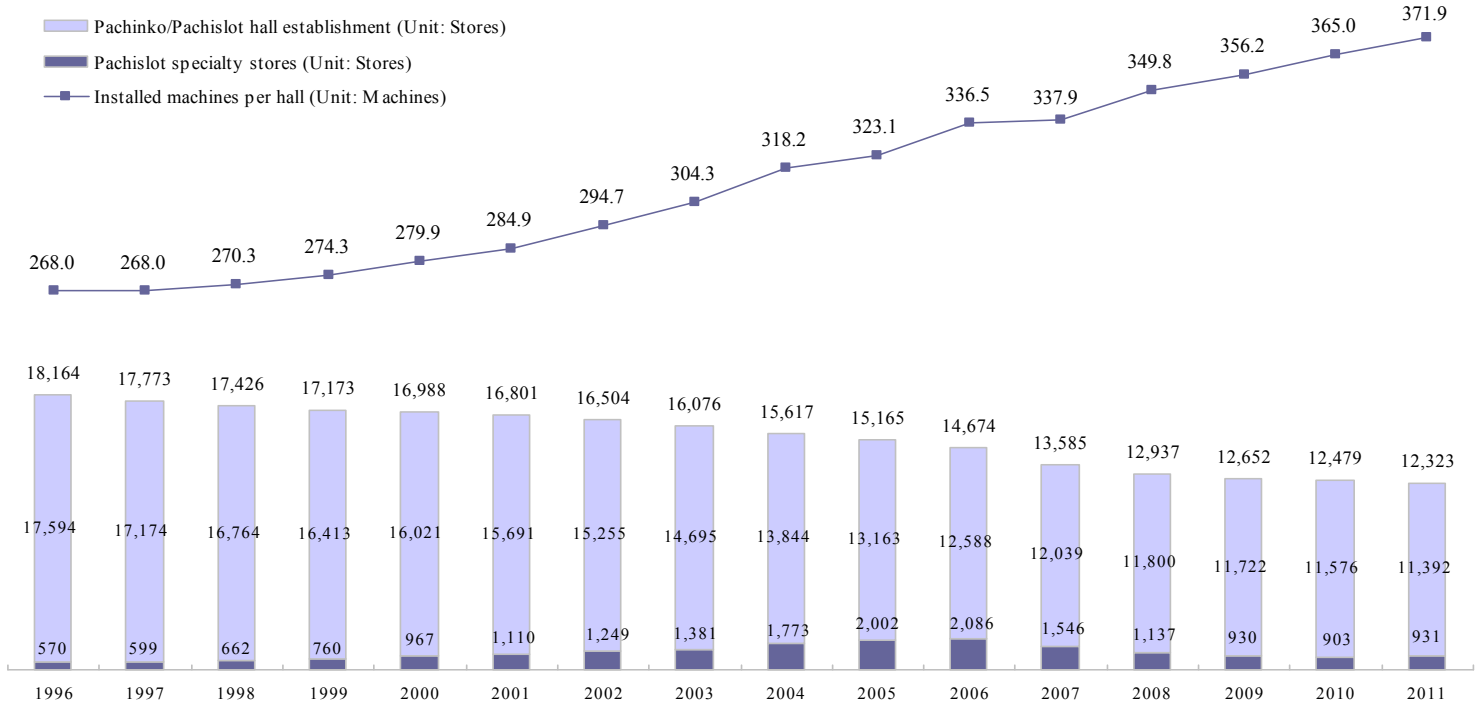
*Security Electronics Communications Technology Association

Number of Pachinko Halls and Installed Machines Per Hall

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The data is updated every April by "National Police Agency's data"

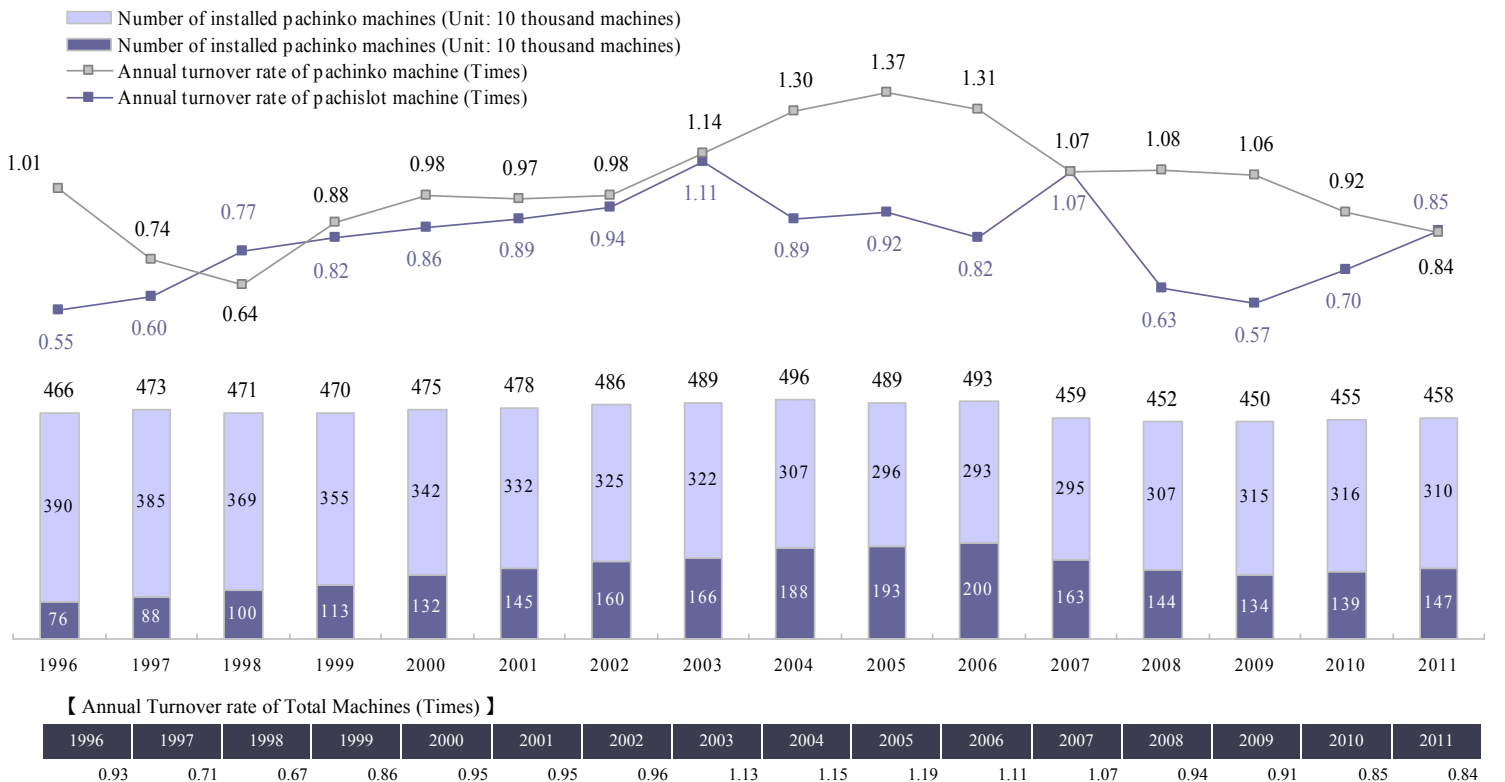


Number of Installed Pachinko/Pachislot Machines and Annual Turnover Rate

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The data of number of installed Pachinko/Pachislot machines is updated every April by "National Police Agency's data"
The data of annual turnover of pachislot machine is updated every November by "Trend and Market Share of Pachinko Related Manufacturers"

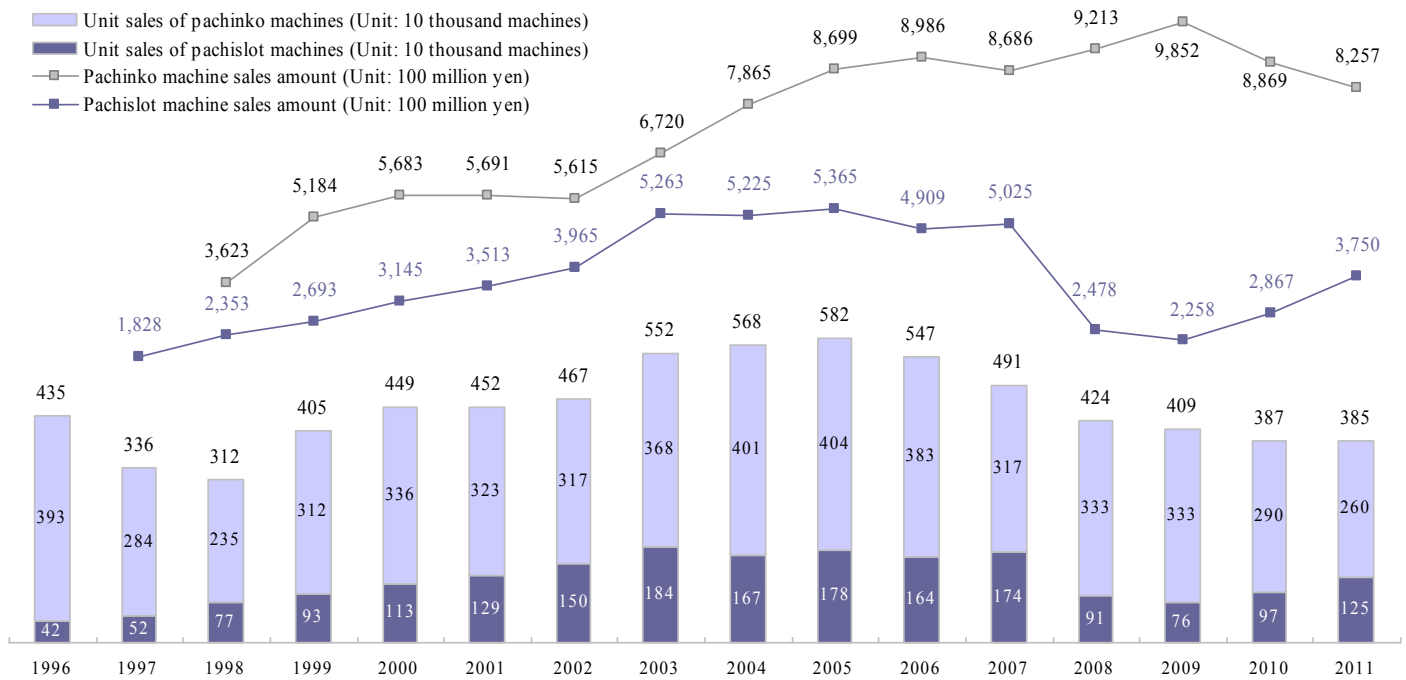


Unit Sales and Sales Amount of Pachinko/Pachislot Machines

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The data is updated every August by "Trend and Market Share of Pachinko Related Manufacturers" by Yano Research Institute



【Pachinko/Pachislot machine total (100 million yen)】

Year	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
NA	NA	NA	5,976	7,877	8,828	9,204	9,580	11,983	13,090	14,064	13,895	13,711	11,691	12,110	11,736	12,007

Market Share by Manufacturers

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The data is updated every August by "Trend and Market Share of Pachinko Related Manufacturers" by Yano Research Institute

【 Unit Sales Share -Pachinko Machines】

Ranking	2006		2007		2008		2009		2010		2011	
	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share
1	Sanyo	23.1%	Sanyo	25.8%	Sanyo	24.2%	Sanyo	18.0%	Sanyo	22.5%	KYORAKU	18.6%
2	KYORAKU	20.9%	SANKYO	22.9%	SANKYO	13.5%	SANKYO	17.2%	SANKYO	14.6%	SANKYO	13.9%
3	SANKYO	16.7%	KYORAKU	16.1%	Sammy	11.7%	KYORAKU	12.8%	Sammy	11.8%	Sammy	12.8%
4	Newgin	6.6%	Newgin	6.4%	KYORAKU	10.5%	Newgin	11.9%	KYORAKU	11.1%	Sanyo	12.8%
5	Daiichi Shokai	5.1%	Daiichi Shokai	5.3%	Newgin	10.4%	Sammy	10.8%	Newgin	10.2%	Newgin	9.8%

* The number of sales of Heiwa in FY2004 is converted for 15 months for the accounting period change

* SANKYO's sales share includes Bisty

* Sammy's sales share includes GINZA from 2006 and TAIYO ELEC from 2007

【 Unit Sales Share -Pachislot Machines】

Ranking	2006		2007		2008		2009		2010		2011	
	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share
1	Sammy	31.8%	Sammy	21.8%	Yamasa	18.8%	Sammy	21.3%	Sammy	30.9%	Sammy	23.9%
2	Daito Giken	12.1%	Universal	11.0%	SANKYO	14.6%	SANKYO	13.6%	Daito Giken	11.9%	Daito Giken	15.9%
3	Heiwa/Olympia	10.9%	SANKYO	9.7%	Sammy	13.5%	Universal	13.1%	SANKYO	11.9%	Yamasa	15.6%
4	Yamasa	10.5%	Daito Giken	8.7%	Heiwa/Olympia	7.4%	Yamasa	9.5%	Heiwa/Olympia	11.3%	Universal	13.7%
5	Kita Denshi	9.4%	Yamasa	8.7%	Kita Denshi	6.5%	Kita Denshi	7.8%	Universal	10.5%	SANKYO	7.6%

* Sammy's sales share includes Rodeo, IGT, TRIVY, GINZA from 2006 and TAIYO ELEC from 2007

* SANKYO's sales share includes Bisty

* Aruze changed the company name to Universal Entertainment in 2009

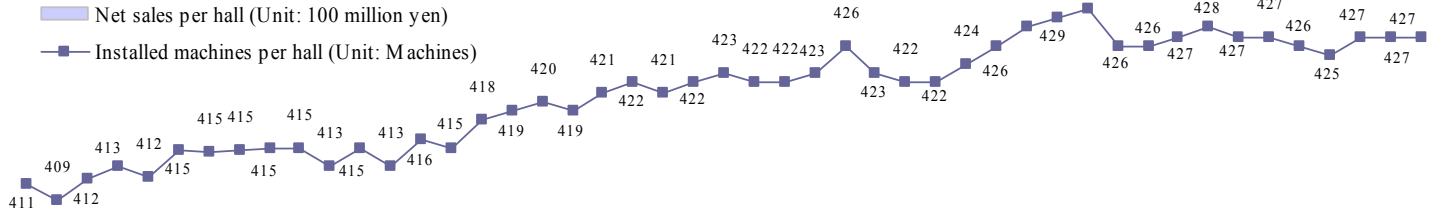
* Universal's sales share includes Eleco, Mizuho and Macy

* Olympia's sales includes Heiwa's sales; Total sales of all Olympia and Heiwa brands is shown from FY2005.

Monthly Trends of Pachinko Halls -Excerpt from Current Survey of Selected Service Industries-

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The data is updated monthly by "Current Survey of Selected Service Industries: The Ministry of Economy, Trade and Industry"



【Number of halls for survey (halls)】

2009												2010												2011												2012											
01	02	03	04	05	06	07	08	09	10	11	12	01	02	03	04	05	06	07	08	09	10	11	12	01	02	03	04	05	06	07	08	09	10	11	12	01	02	03	04	05	06	07	08	09	10	11	
294	294	294	295	295	293	293	294	294	293	293	294	296	295	294	295	292	291	292	293	292	293	294	295	295	296	294	291	291	291	291	291	289	289	290	290	379	379	379	380	381	381	381	381	388	388	388	388

*The Ministry of Economy, Trade and Industry outsource to the Zennichiyuren to pick up the hall for survey from 47 prefectures.

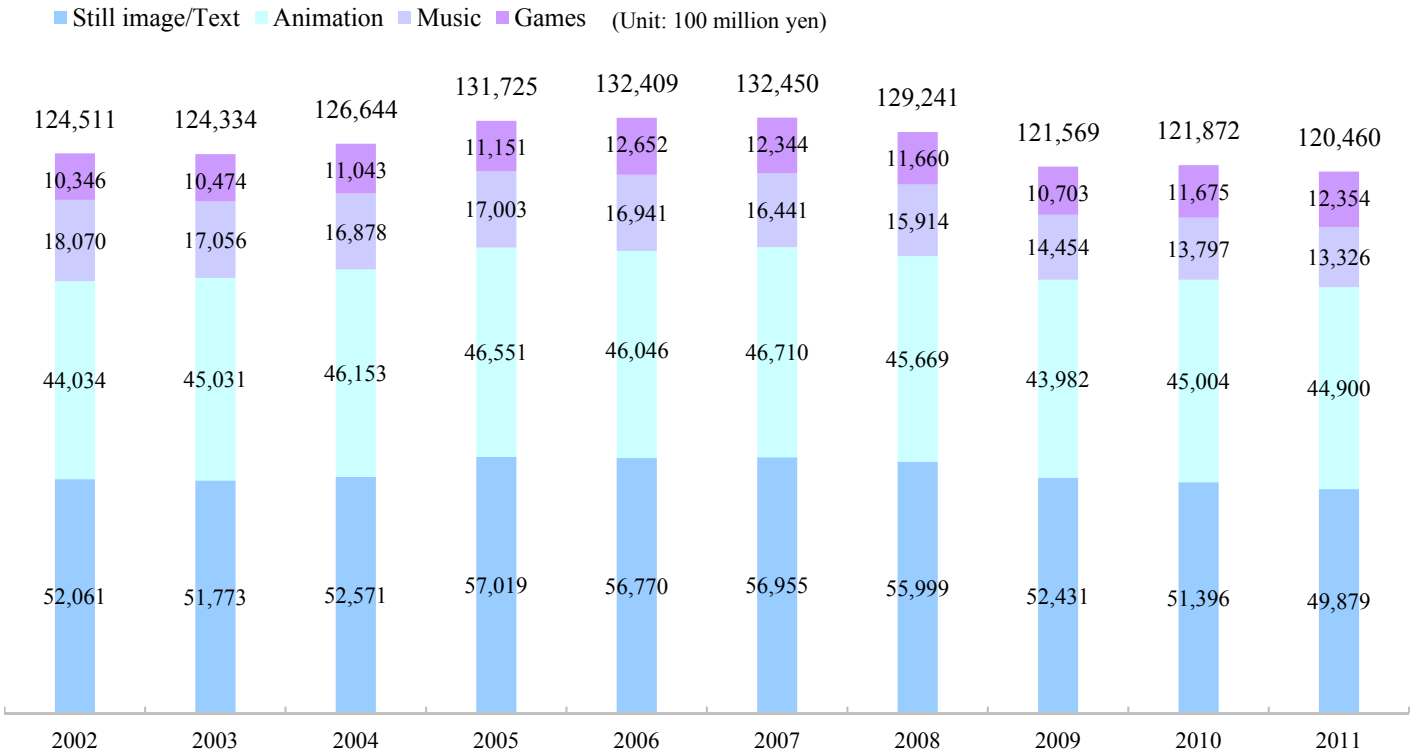
5. Appendix III (Entertainment Market Data Except Pachinko/Pachislot Industry)

Market Scale of Content Business

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The data is updated every September by "White Paper on Digital Content : Digital Content Association of Japan"

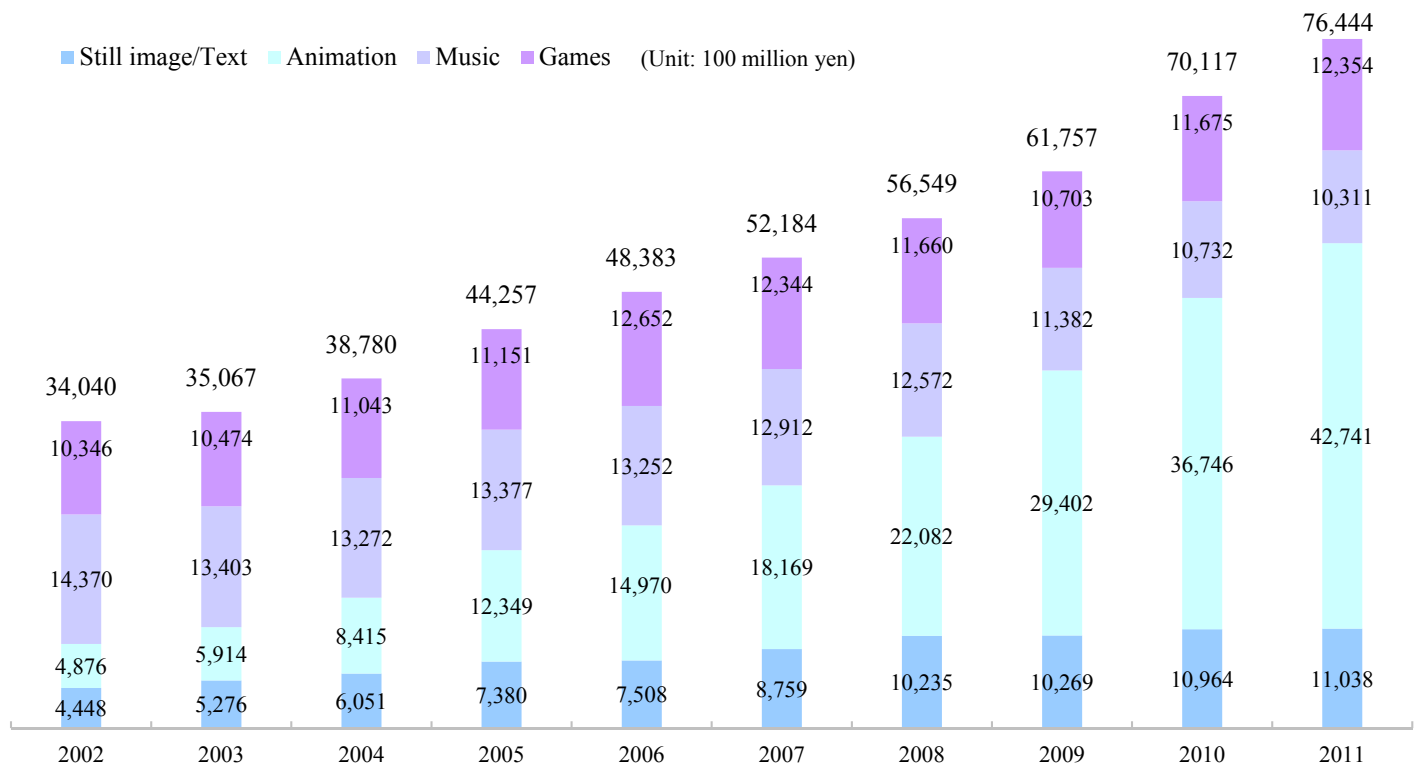


Market Scale of Digital Content Business

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The data is updated every September by "White Paper on Digital Content: Digital Content Association of Japan"

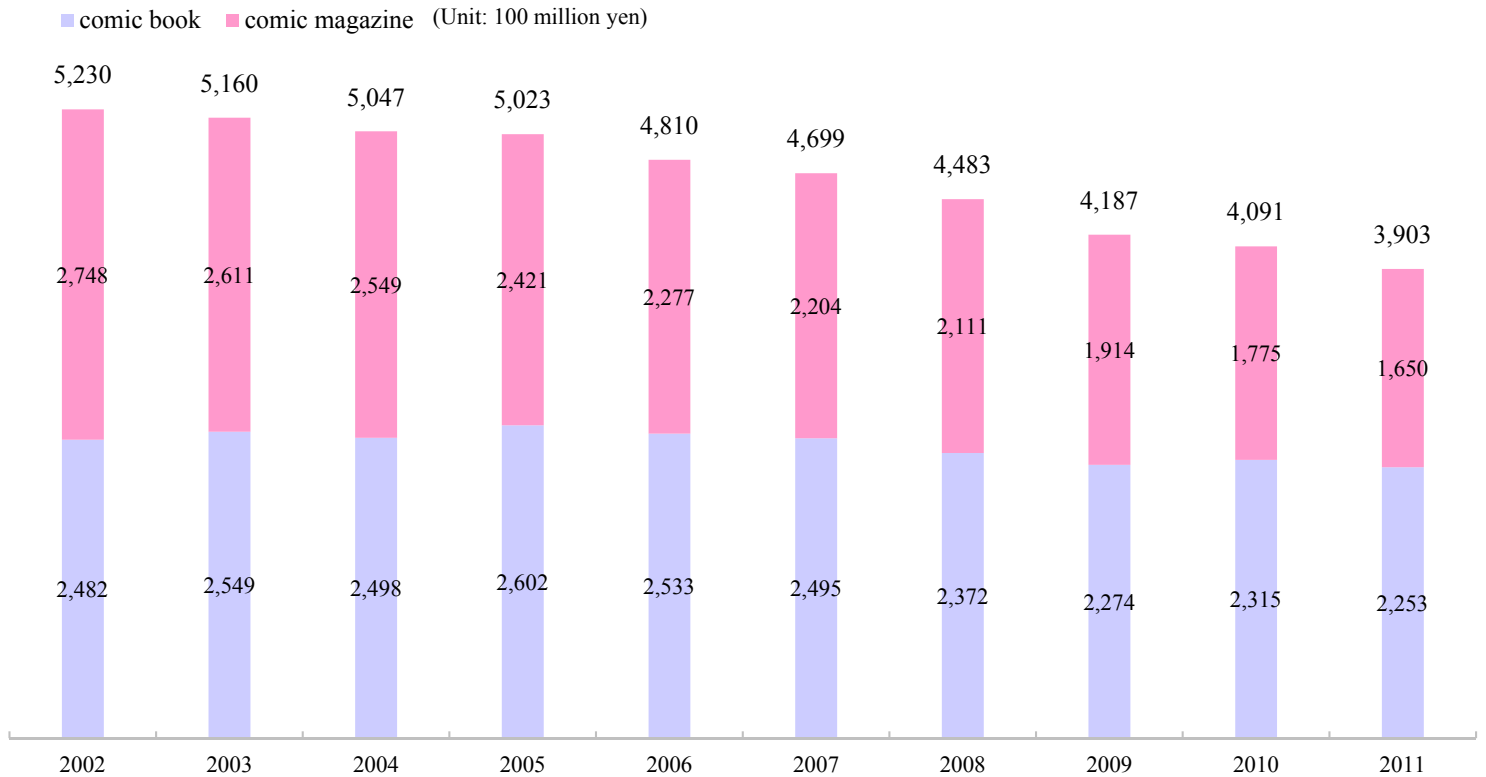


Sales Amount of Comic Books and Comic Magazines

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The data is updated the end of April every year by "Annual Report of Publishing Indicator: All Japan Magazine and Book Publisher's Editor's Association"



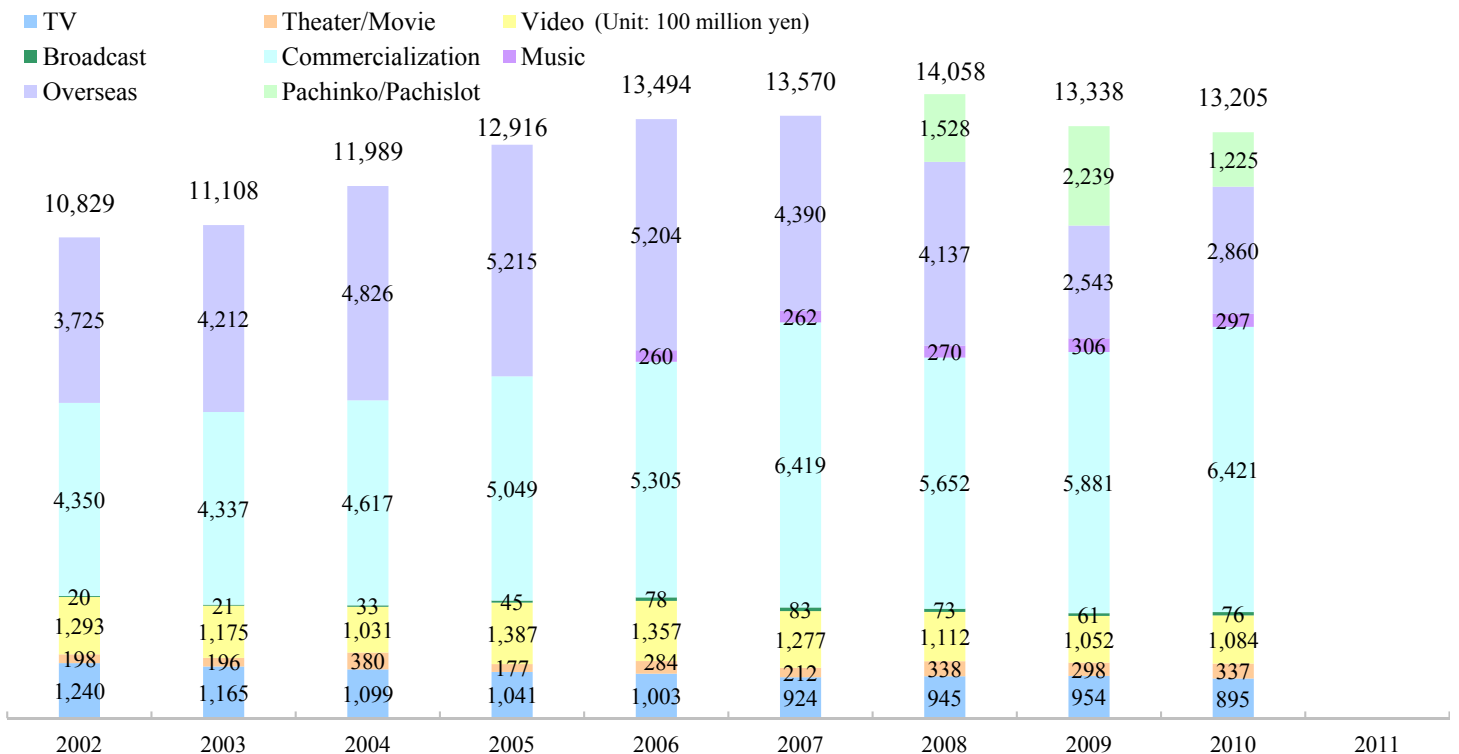
Market Scale of Animation Industry

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The data is updated every March by "Fluctuations in Japan's animation market: Association of Japanese Animation."

The data of pachinko/pachislot machines using animation are estimated by Fields. (Except pachinko/pachislot: Calculated according to amount of user's payment)



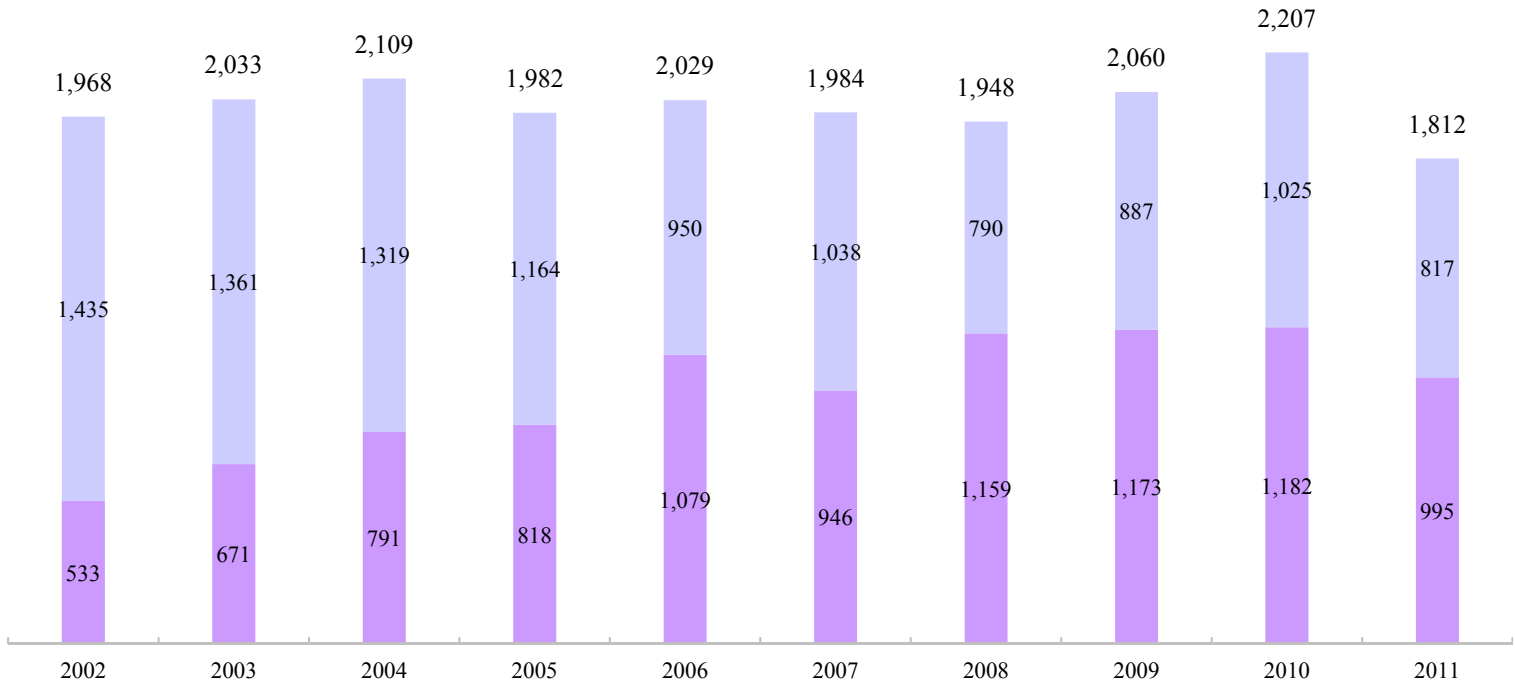
Box-Office of Domestic Movie Theaters

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The data is updated every January by "Statistics of Film Industry in Japan : Motion Picture Producers Association of Japanese, Inc."

■ Japanese movie ■ Foreign movie (Unit: 100 million yen)



Market Scale of Broadcasting Industry

FIELDS CORPORATION

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The data is updated on September and May of each year

by "Status of Earnings and Expenses of Private Broadcasting Organizations : Ministry of Internal Affairs and Communication, Japan Broadcasting Corporation"

■ NHK(=Japan Broadcasting Corporation) ■ Terrestrial broadcasters (Unit: 100 million yen)
■ Satellite broadcasters ■ Cable broadcasters

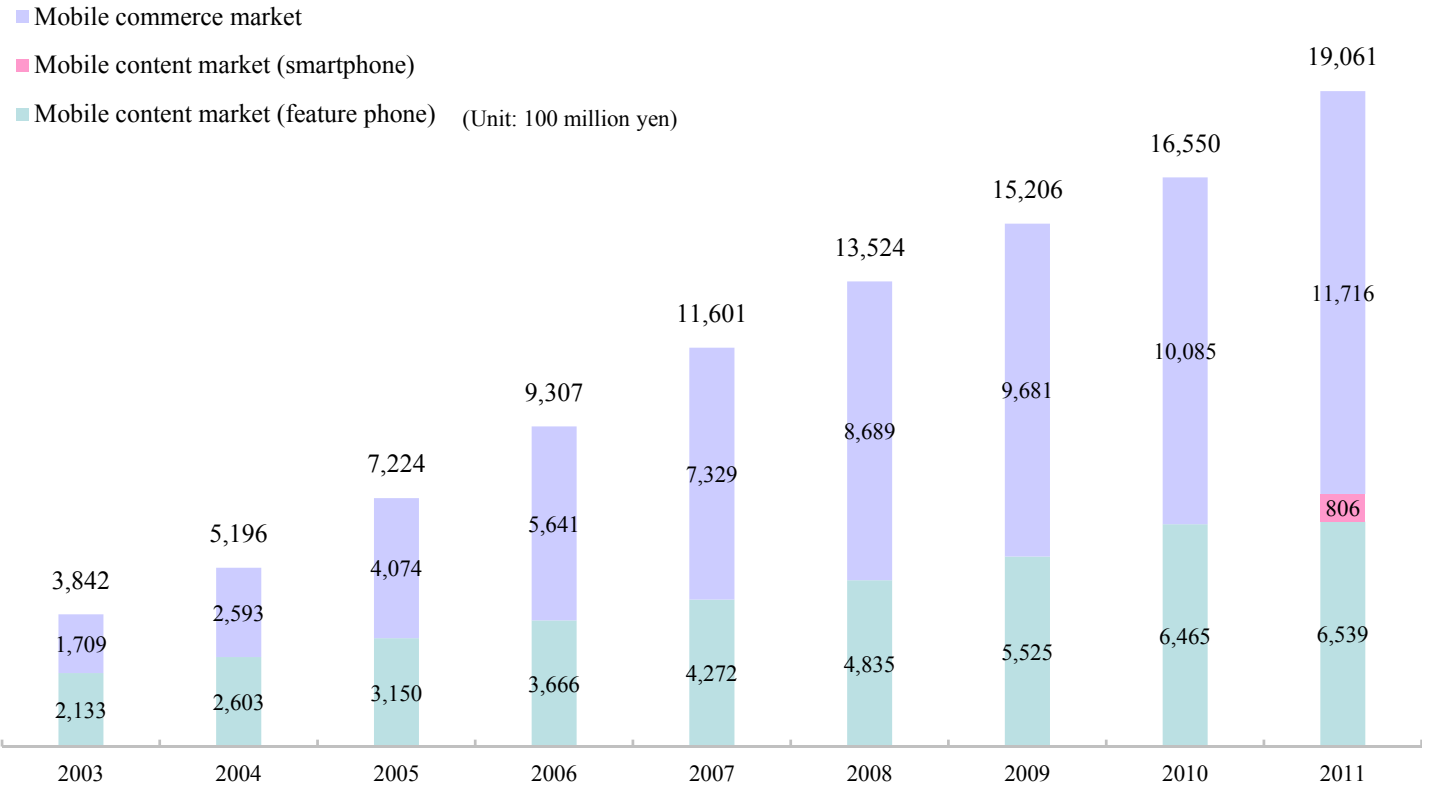


Market Scale of Mobile Business

FIELDS CORPORATION

The greatest leisure for all people

The data is updated every July by "Results of Survey on Industry Structure of Mobile Content Business: Ministry of Internal Affairs and Communications."

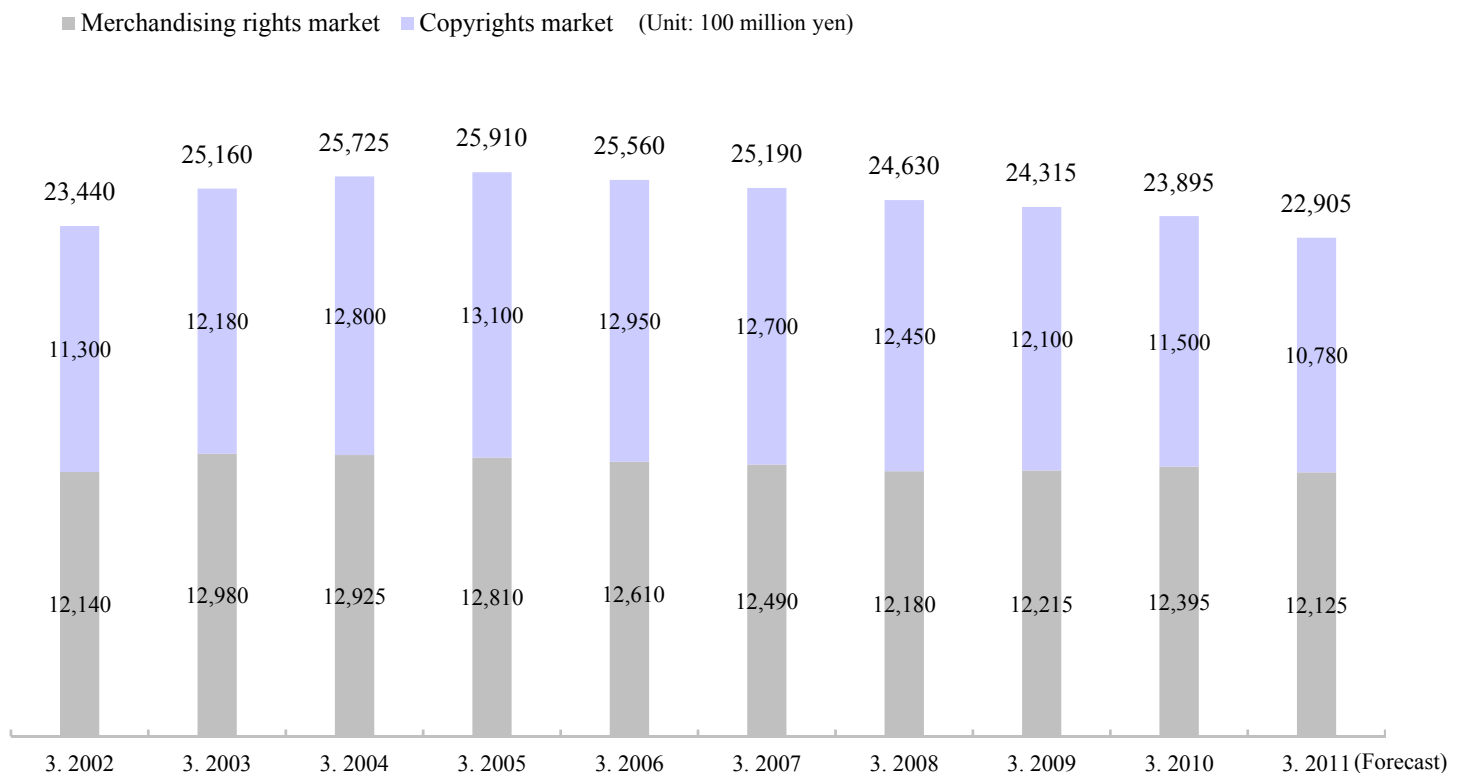


Market Scale of Character Business

FIELDS CORPORATION

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The data is updated every August by "Character Business Almanac, Yano Research Institute Ltd."



IR materials are available from our IR website. Please visit us and utilize them

IR Pages (Japanese)

URL : <http://www.fields.biz/ir/j/>



- Company profile
- Data related to financial statements
- Financial presentation
- IR press releases
- Corporate governance/CSR information
- Shareholder and share information

IR Pages (English)

URL : <http://www.fields.biz/ir/e/>



Renewed our IR site (English) at July 2012

[Nikko IR] Chosen for the “Best Corporate Website award FY2012”
Ranked No. 1 in the new markets ranking for the third consecutive year
and ranked No. 1 by industry for the second consecutive year



[DAIWA IR]
2012 Company of Excellence



[JASDAQ]
2008 IR Company of Excellence



Analysis Tools

【 Annual Report (Japanese/English) 】 Issued annually since year ended March 31, 2004

[We Make It Happen] Latest issue: September 21, 2012



- Management interview
- Review of operations
- CSR
- Financial section
- Corporate data



IR information is also Available on our mobile site

Smart phone

Mobile phone





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.