

1st quarter (4. 2013 – 6. 2013)

# Financial Presentation (1st Quarter of the Year Ending March 31, 2014)



## FIELDS CORPORATION

(7 August, 2013)



JASDAQ Standard 2767

The Greatest Leisure for All People

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# **1. Summary of Results for the Q1 Year Ending March 31, 2014 (Consolidated)**

# Consolidated P/L

(Unit: Billion yen)

	Year ended March 31, 2013		Year ending March 31, 2014		
	Q1	Full-Year	Q1	YoY	Full-Year Forecast
Net sales	21.14	108.14	5.74	27.2%	120.00
Gross profit margin	5.56	33.27	2.02	36.4%	37.80
SG&A expenses	5.28	22.96	5.85	110.9%	25.30
Operating income	0.28	10.31	(3.82)	-	12.50
Ordinary income	0.57	10.26	(3.75)	-	12.50
Net income	0.34	4.72	(2.29)	-	6.30

## Pachinko/Pachislot Machine Sales of Current Quarter

	Year ended March 31, 2013		Year ending March 31, 2014	
	<b>2 titles</b>	<b>64,000</b> machines	<b>1 title</b>	<b>18,000</b> machines
Q1	Monster Hunter (Carried over from previous fiscal year) EVA Light III GTO Limit Break		CR Beyond the Heavens	
	<b>2 titles</b>	<b>36,000</b> machines	<b>4 titles</b>	—
Q2	CR Sengoku BASARA 3 Yaoh		<i>CR EVANGELION 8</i> <i>BERSERK</i> <i>Kaiji 3</i> <i>Devil May Cry 4</i>	

\*The number of models pertains only to the number of our exclusive sales titles.

# Consolidated B/S & Cash Flows

## Consolidated B/S

(Unit: Million yen)

	End of June 2013	Increase/Decrease from End of March 2013		End of June 2013	Increase/Decrease from End of March 2013
Current assets	34,641	(38,068)	Current liabilities	12,654	(34,711)
Tangible fixed assets	11,588	437	Fixed liabilities	4,214	50
Intangible fixed assets	4,546	6	Shareholders' equity	51,837	(3,120)
Investments and other assets	18,345	119	Net assets	52,253	(2,845)
<b>Total assets</b>	<b>69,122</b>	<b>(37,506)</b>	<b>Total liabilities</b>	<b>69,122</b>	<b>(37,506)</b>

## Cash flows

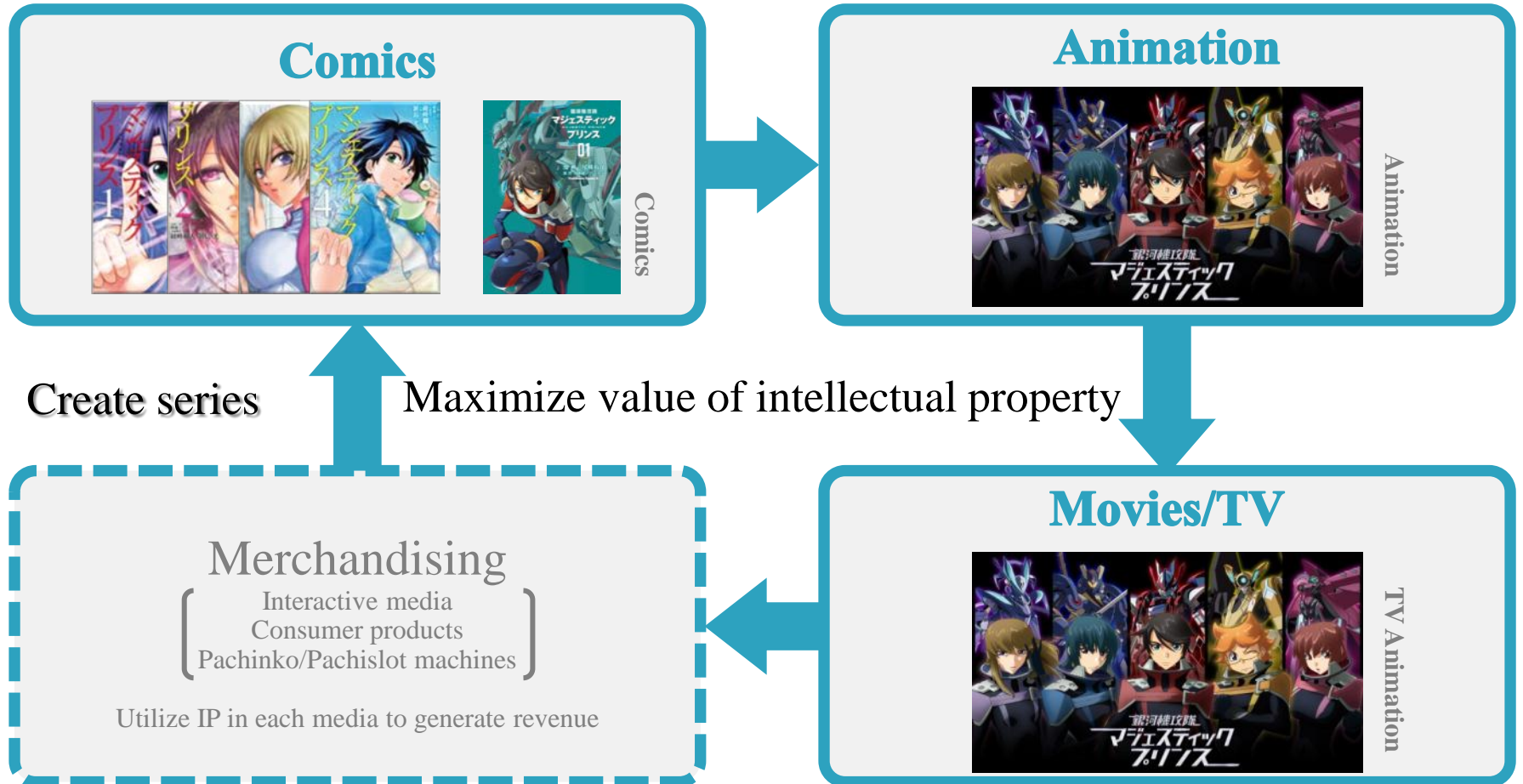
(Unit: Million yen)

	Q1 Year ended March 31, 2013	Q1 Year ending March 31, 2014
Operating cash flows	(7,719)	<b>(9,351)</b>
Investing cash flows	(1,438)	<b>(1,093)</b>
Financial cash flows	(1,065)	<b>(1,245)</b>
Balance at beginning of period	18,284	<b>23,309</b>
Balance at end of period	8,060	<b>11,618</b>

## **2. Key IP initiatives**

# Majestic Prince

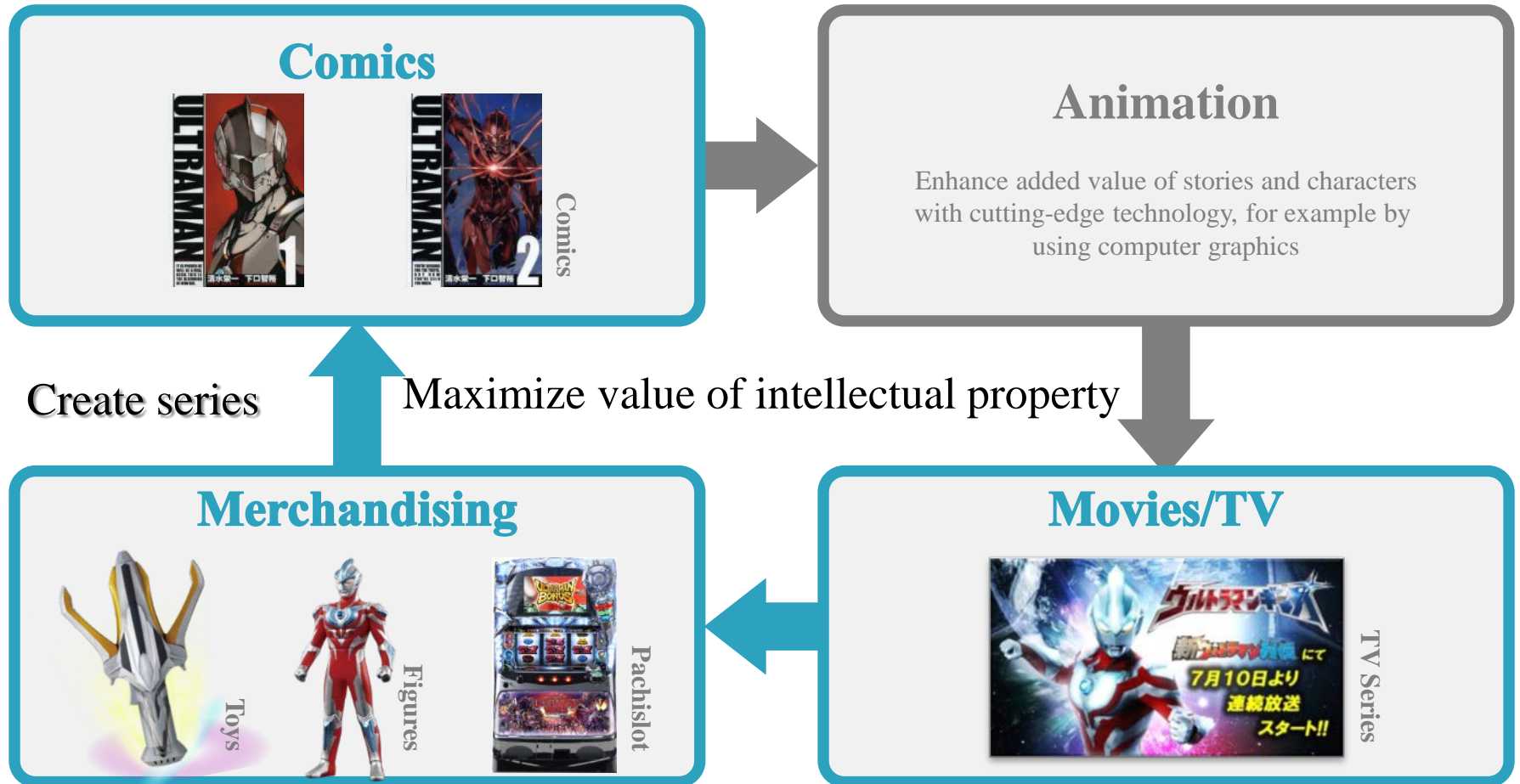
## Linking comics, animation and movies/TV





# Ultraman

## Initiatives for the revitalization and rebirth of Ultraman IP



## **3-1. Merchandising Field**

Pachinko/Pachislot Machines Business

Interactive Media Business

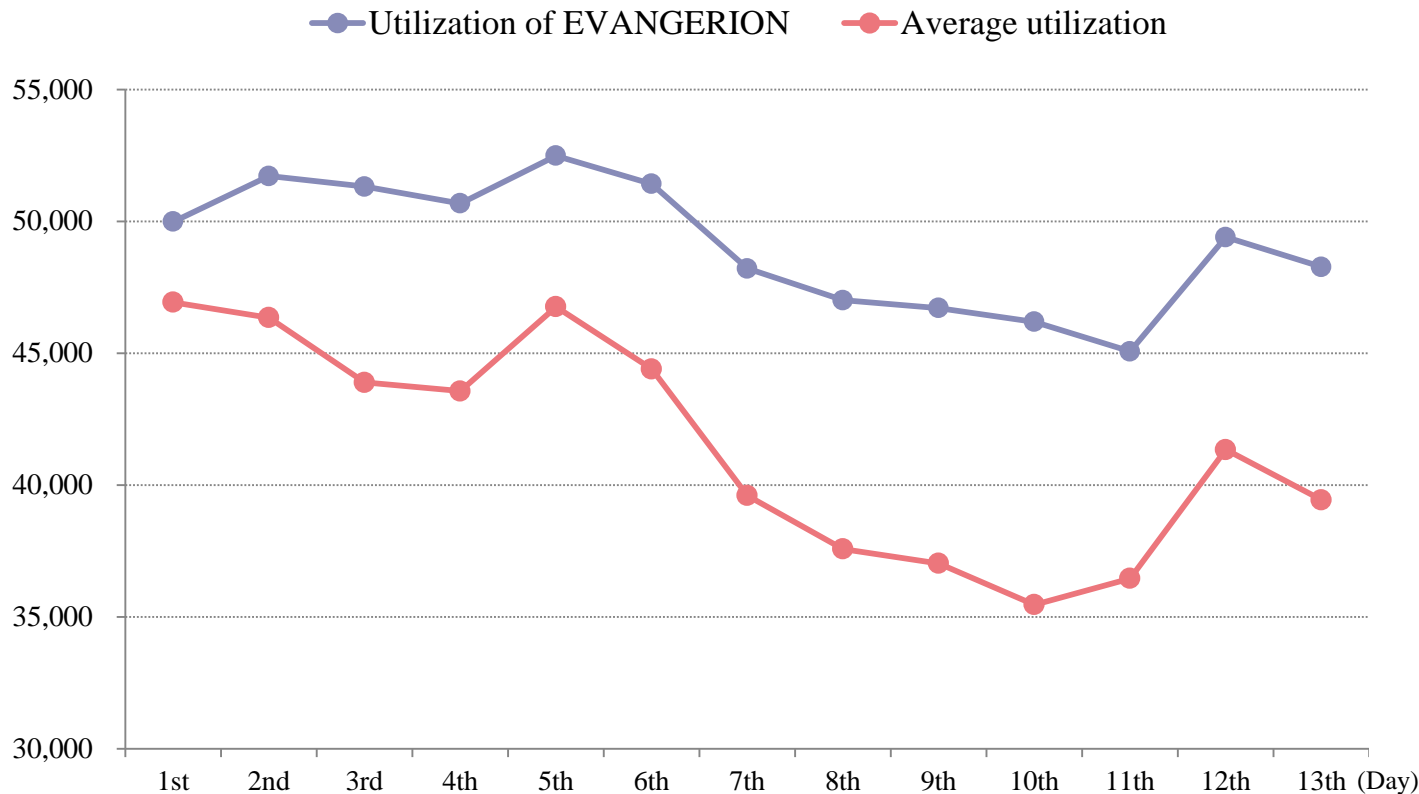
Consumer Products Business

# Status of Pachinko Machine “EVANGELION 8”

## EVANGELION 8



Bisty  
July



※Researched by Fields Corporation

The average utilization above indicates average utilization of new pachinko titles sold over 30,000 machines after January 2013.

# Product Line-up in and after Q2

## New-century Pachinko BERSERK



OK!!  
August

## Kaiji 3



RODEO  
September

## Devil May Cry 4



Enterrise  
September

## PACHISLOT ULTRAMAN WARS



Bisty  
October

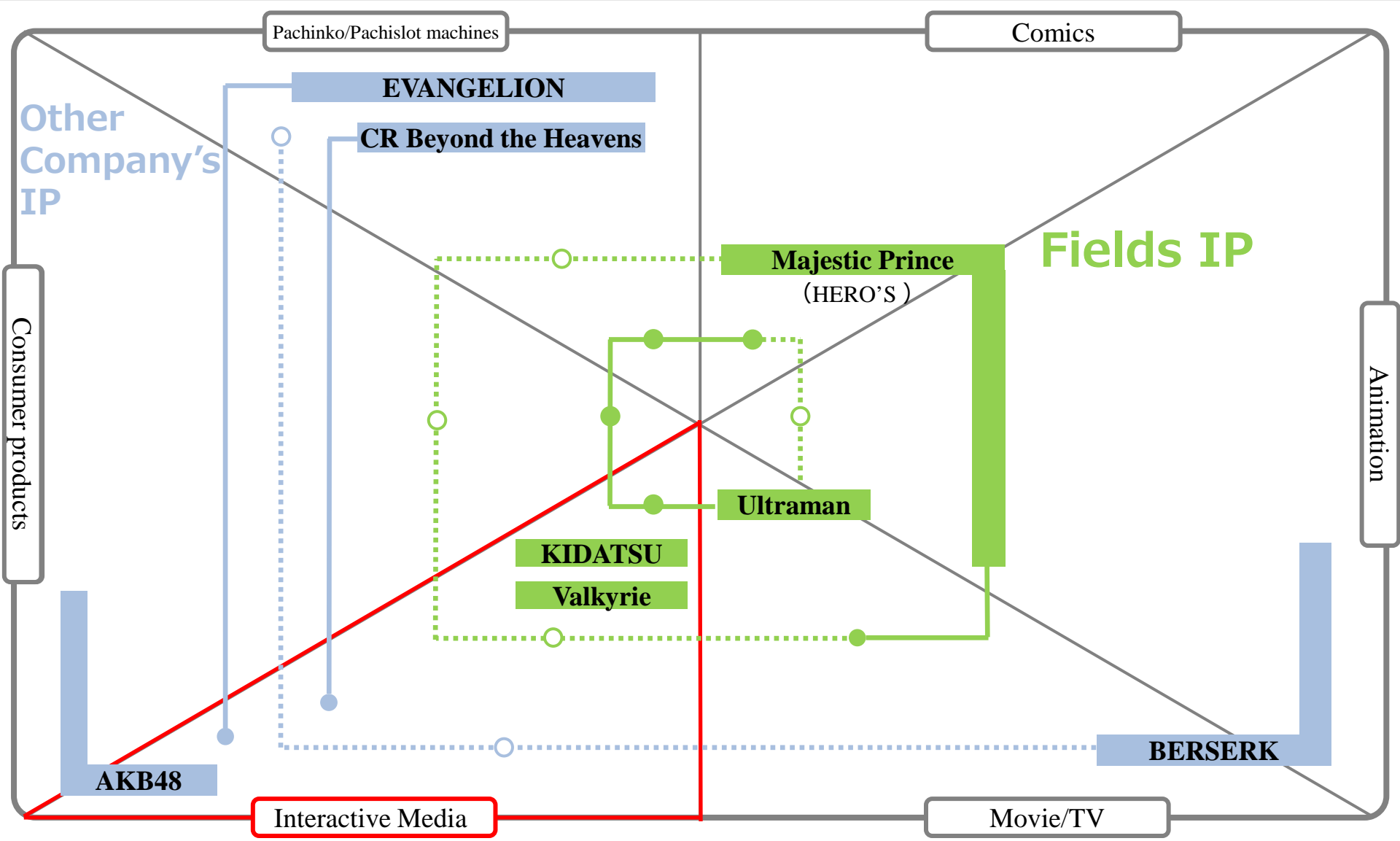
## **3-2. Merchandising Field**

Pachinko/Pachislot Machines Business

Interactive Media Business

Consumer Products Business

# IP Linking with Interactive Media Business



# Disclaimer/Contact Information

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, 2014

for more detailed data.