

Quarterly Earnings Supplementary Explanatory Materials for the First Quarter 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) |
| Jun. 2016 | “A MAN OF ULTRA” participants: 55 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 > | | |
| Sep. 2016 | “ULTRA HEROES THE LIVE ACROBATTLE CHRONICLE” Osaka event (tickets currently on sale) | (Live action event) |
| Jan. 2017 | “ULTRA HEROES THE LIVE ACROBATTLE CHRONICLE” Tokyo event (tickets on sale from Aug. 2016) | (Live action event) |

■Other countries

| | | |
|-----------|---|-----------|
| Jul. 2016 | “Ultraman Orb” series distribution starts - Global: Crunchyroll - China: iQiyi, LeTV, Tencent & Youku | (Visuals) |
|-----------|---|-----------|

■Others

| | | |
|----------|---|----------|
| May 2016 | “Ultraman Foundation” fund support for sufferers of Kumamoto Earthquake | (Others) |
|----------|---|----------|

[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) |
| < Future plans > | | |
| Oct. 2016 | “BERSERK MUSOU” (Koei Tecmo Games) scheduled for launch | (Games) |

■Other countries

| | | |
|-----------|--|-----------|
| July 2016 | Global distribution of “BERSERK” animation via Crunchyroll | (Visuals) |
|-----------|--|-----------|

[GANTZ]



©奥浩哉／集英社・「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 20 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.

< Future plans >

■Domestic

| | | |
|-----------|---|-----------|
| Oct. 2016 | The movie “GANTZ:O” scheduled for nationwide premiere | (Visuals) |
|-----------|---|-----------|

■Other countries

| | | |
|--|---|-----------|
| | The movie “GANTZ:O” sheduled for showing at an international film festival. | (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 1.5 million. Various collaborative projects are currently under way.

■ Domestic

July 2016 TV commercial

< Future plans >

Projects are currently under way for organization of collaboration events.

2. Main initiatives by business platform

[Comic Field]



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Alongside efforts to create HERO’S IP assets chiefly through the “HERO’S Monthly”, a number of visual projects are under way for works featured in this magazine. To date, a cumulative total of 62 works have been published.

| | | |
|-----------|--|-----------|
| 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) |
| Apr. 2016 | “Infiniti-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) |

[Visual Field]



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Global action under way for visual productions, in cooperation with leading entertainment businesses and SVOD businesses in Japan and overseas.

| | |
|------------------|---|
| Apr. 2016 | “NINJA SLAYER” series starts broadcasting on TV - TOKYO MX, etc. |
| Jul. 2016 | “ACTIVERAID: Special Public Security Fifth Division Third Mobile Assault Eighth Unit” second series starts broadcasting on TV - TOKYO MX, etc. |
| < Future plans > | |
| Autumn 2016 | The movie “MAJESTIC PRINCE” scheduled for nationwide premiere |

[Pachinko/pachislot Field]



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Products utilizing HERO’S IP, as well as IP of other companies, are being marketed to expand the fan base.

■ Pachinko

| | | |
|------------------|---------------------------|-------------------------|
| Apr. 2016 | CR The Amazing Spider-Man | NANASHOW Corporation |
| Apr. 2016 | CR MAJESTIC PRINCE | Daiichi Shokai Co., Ltd |
| < Future plans > | | |
| Aug. 2016 | CR TEKKEN 2 Tushin ver. * | Bisty 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 |
| < Future plans > | | |
| Jul. 2016 | Devil May Cry X * | Enterrise Co., Ltd. |
| Oct. 2016 | Pachislot LOAD of VERMILION * | NANASHOW Corporation |

Note: Titles marked with * are titles used currently in marketing.

(Note 1) The product names included in this report are the trademarks or registered trademarks of the respective companies.

(Note 2) The information herein is as of the date of announcement and is subject to change thereafter.