



The Greatest Leisure for All People

Fact Book

Supplementary Financial Document for the First Quarter of the Year Ending March 31, 2017

FIELDS CORPORATION
TSE 1st: 2767
August 1, 2016

Financial Highlights (3.2003-3.2009)

(Unit: Millions of yen)

	3. 2003	3. 2004	3. 2005	3. 2006	3. 2007	3. 2008	3. 2009
Net sales	61,888	(107.0) 66,211	(123.3) 81,658	(118.6) 96,814	(88.1) 85,321	(119.3) 101,818	(71.7) 73,035
Gross profit	15,992	(134.9) 21,578	(114.7) 24,752	(120.1) 29,737	(98.4) 29,248	(118.1) 34,544	(69.5) 24,024
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	(103.2) 22,063
Operating Income	6,781	(175.0) 11,866	(101.9) 12,097	(102.1) 12,348	(72.4) 8,944	(147.1) 13,158	(14.9) 1,960
Ordinary income	7,022	(173.9) 12,209	(102.2) 12,480	(105.2) 13,127	(70.1) 9,202	(127.2) 11,705	(8.5) 991
Net income attributable to owners of parent	3,524	(187.9) 6,620	(104.6) 6,926	(102.3) 7,085	(52.4) 3,710	(142.7) 5,296	(-) (1,481)
Common stock	1,295	1,295	7,948	7,948	7,948	7,948	7,948
Net assets	8,752	14,507	33,426	39,411	42,836	46,331	39,496
Total assets	17,090	37,115	72,584	87,556	66,081	69,168	52,064
Cash flows from operating activities	3,316	851	2,965	6,164	5,293	11,127	4,147
Cash flows from investing activities	(2,253)	(3,190)	(5,257)	(2,224)	(4,772)	(14,604)	(6,182)
Cash flows from financing activities	(2,454)	2,029	10,177	(1,540)	1,488	(1,384)	602
Cash and cash equivalents at end of the year	5,739	5,437	13,326	15,777	17,819	12,693	11,181

(Unit: Yen)

Indicators per share	2003.3	2004.3	2005.3	2006.3	2007.3	2008.3	2009.3
Net assets per share	268,600	89,305	96,026	113,275	118,487	128,201	117,326
Annual dividend per share	10,000	24,000	4,000	4,000	4,000	4,500	4,500
Commemorative	-	10,000	-	-	-	500	-
Interim	-	10,000	2,000	2,000	2,000	2,000	2,000
Year-end	-	4,000	2,000	2,000	2,000	2,000	2,500
Net income per share	117,233	40,465	19,888	20,118	10,692	15,263	(4,271)

(Unit: %)

Management indicators	2003.3	2004.3	2005.3	2006.3	2007.3	2008.3	2009.3
Shareholders' equity ratio	51.2	39.1	46.0	45.0	62.2	64.3	75.8
Return on equity (ROE)	55.9	56.9	28.9	19.5	9.2	12.4	(3.5)
Return on assets (ROA)	39.3	45.0	22.8	16.4	12.0	17.3	1.6
Payout ratio *1	7.9	20.1	20.7	20.3	37.4	29.5	-

Other	2003.3	2004.3	2005.3	2006.3	2007.3	2008.3	2009.3
Total number of shares issued and outstanding (shares)	*2 32,300	*2 161,500	347,000	347,000	347,000	347,000	347,000
Treasury stock (shares)	-	-	-	-	-	-	10,643
Number of employees (people)	460	651	758	901	1,022	1,077	827

*The figures in upper parenthesis indicate YoY. The figures are calculated on this sheet under.

*1 Consolidated payout ratio after the year ended March 31, 2007. Payout ratio for the year ended March 31, 2004 was computed including a commemorative dividend.

*2 The year ended March 31, 2003 1:5 stock split/year ended March 31, 2004 1:2 stock split.

Financial Highlights (3.2010-3.2017)

(Unit: Millions of yen)

	3. 2010	3. 2011	3. 2012	3. 2013	3. 2014	3. 2015	3. 2016	1Q 3.2017
Net sales	(90.8) 66,342	(156.1) 103,593	(89.0) 92,195	(117.3) 108,141	(106.3) 114,904	(86.6) 99,554	(94.9) 94,476	(89.2) 15,295
Gross profit	(111.9) 26,889	(130.6) 35,129	(89.2) 31,330	(106.2) 33,279	(101.6) 33,812	(84.2) 28,468	(89.5) 25,480	(50.3) 2,487
SG&A expenses	(85.0) 18,764	(117.2) 21,993	(103.7) 22,803	(100.7) 22,964	(104.6) 24,020	(98.7) 23,707	(101.5) 24,069	(92.1) 5,485
Operating Income	(414.5) 8,124	(161.7) 13,136	(64.9) 8,527	(121.0) 10,314	(94.9) 9,791	(48.6) 4,760	(29.6) 1,411	(-) (2,997)
Ordinary income	(783.1) 7,761	(176.3) 13,684	(63.3) 8,661	(118.6) 10,268	(95.1) 9,765	(56.2) 5,491	(25.1) 1,380	(-) (3,241)
Net income attributable to owners of parent	(-) 3,289	(228.6) 7,520	(79.7) 5,991	(78.8) 4,720	(113.8) 5,370	(56.2) 3,018	(3.9) 118	(-) (2,340)
Common stock	7,948	7,948	7,948	7,948	7,948	7,948	7,948	7,948
Net assets	41,187	47,021	51,555	55,098	58,753	60,246	58,291	54,564
Total assets	81,329	78,971	93,601	106,628	104,869	110,316	92,478	80,542
Cash flows from operating activities	8,429	8,005	10,015	13,570	16,322	(9,086)	13,353	(4,808)
Cash flows from investing activities	(1,011)	(4,356)	(4,798)	(6,263)	(8,018)	(6,297)	(2,191)	(247)
Cash flows from financing activities	(2,687)	(3,915)	(2,565)	(2,277)	(2,018)	1,624	5,214	(3,521)
Cash and cash equivalents at end of the year	15,906	15,632	18,284	23,309	29,583	15,823	32,200	23,598

(Unit: Yen)

Indicators per share	3. 2010	3. 2011	3. 2012	3. 2013 *3	3. 2014	3. 2015	3. 2016	1Q 3.2017
Net assets per share	123,645	140,853	153,904	1,644.15	1,756.27	1,792.83	1,726.88	1,622.85
Annual dividend per share	4,500	5,000	5,000	50	50	60	50	50
Commemorative	-	-	-	-	-	10	-	-
Interim	2,000	2,500	2,500	25	25	25	25	25
Year-end	2,500	2,500	2,500	25	25	25	25	25
Net income per share	9,796	22,643	18,044	142.27	161.83	90.97	3.58	(70.53)

(Unit: %)

Management indicators	3. 2010	3. 2011	3. 2012	3. 2013	3. 2014	3. 2015	3. 2016	1Q 3.2017
Shareholders' equity ratio	50.5	59.2	54.6	51.2	55.6	53.9	62.0	66.9
Return on equity (ROE)	8.2	17.1	12.2	8.9	9.5	5.1	0.2	(4.2)
Return on assets (ROA)	11.6	17.1	10.0	10.3	9.2	5.1	1.4	(3.7)
Payout ratio *1	45.9	22.1	27.7	35.1	30.9	66.0	1,398.1	-

Other	3. 2010	3. 2011	3. 2012	3. 2013 *3	3. 2014	3. 2015	3. 2016	1Q 3.2017
Total number of shares issued and outstanding (shares)	347,000	347,000	347,000	34,700,000	34,700,000	34,700,000	34,700,000	34,700,000
Treasury stock (shares)	14,885	14,885	15,162	1,516,200	1,516,200	1,516,200	1,516,200	1,516,300
Number of employees (people)	909	1,149	1,324	1,416	1,588	1,716	1,845	1,877

*3 The number of shares to constitute a share-trading unit was changed to 100 shares in October 2012.

The figure given for the interim dividend for the year ended March 31, 2013 takes a stock split into account.

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PS: Pachinko/Pachislot

1. Highlights for the Q1 of
the Year Ending March 31, 2017

 P.6 Overview
(Consolidated) P/L Statement

 P.7 (Consolidated) B/S

 P.8 (Consolidated) Cash Flow

Highlights for the Q1 of the Year Ending March 31, 2017 (Consolidated)

【 Overview 】

Overall business performance

Q1 results roughly in line with full-year projections

Results: Net sales of **15.2** billions of yen (YoY 10.8% down), Ordinary loss of **3.2** billions of yen (versus ordinary loss of 0.8 billions of yen for the same period of the previous year)

Cost reductions: Continue to cut sales expenses to streamline operations (full effects from next fiscal year onward)

Enhanced group management efficiency: Dissolve and liquidate NEX ENTERTAINMENT CO., LTD.

Cross-media development

As investment increases in major IP groups, deployment of IP is accelerating not only within Japan, but also globally

Comic: Focus on expansion of heroes IP and promote cross-media development in Japan and overseas

Visual: Focus on film production with an eye toward expansion to the global market in cooperation with leading entertainment related companies and SVOD (Subscription Video On Demand) operators in the U.S. and China

Live entertainment: Drive plan for proactive development in Japan and overseas development focused on South East Asia

Game: Start advertising to expand fan-base, improved game elements and profitability and license sales to overseas market

License: Expand IP business field and focus on establishment of new license business

Pachinko/Pachislot: Focus on machines sales which is game and entertainment elements utilizing HERO'S IP and other companies' leading IP

【 P/L Statement 】

(Unit: Millions of yen)

	Year Ended March 31, 2015		Year Ended March 31, 2016		Year Ending March 31, 2017	
	Q1	Full-Year	Q1	Full-Year	Q1	Full-Year Forecast
Net sales	(129.8) 7,459 [100.0]	(86.6) 99,554 [100.0]	(229.8) 17,140 [100.0]	(94.9) 94,476 [100.0]	(89.2) 15,295 [100.0]	(121.7) 115,000 [100.0]
Gross profit	(137.6) 2,790 [37.4]	(84.2) 28,468 [28.6]	(177.4) 4,950 [28.9]	(89.5) 25,480 [27.0]	(50.3) 2,487 [16.3]	-
SG&A expenses	(90.5) 5,300 [71.1]	(98.7) 23,707 [23.8]	(112.4) 5,956 [34.7]	(101.5) 24,069 [25.5]	(92.1) 5,485 [35.9]	-
Advertising expenditures	352	3,541	720	4,118	562	-
Salaries	1,578	6,222	1,602	6,248	1,564	-
Outsourcing expenses	561	2,394	635	2,370	560	-
Depreciation and amortization	299	1,474	377	1,547	303	-
Rent	503	2,022	501	2,072	522	-
Amortization of goodwill	87	325	85	326	80	-
Other	1,920	7,729	2,036	7,388	1,894	-
Operating income	(-) (2,509) [-]	(48.6) 4,760 [4.8]	(-) (1,005) [-]	(29.7) 1,411 [1.5]	(-) (2,997) [-]	(141.7) 2,000 [1.7]
Ordinary income	(-) (2,254) [-]	(56.2) 5,491 [5.5]	(-) (864) [-]	(25.1) 1,380 [1.5]	(-) (3,241) [-]	(144.9) 2,000 [1.7]
Net income attributable to owners of parent	(-) (1,502) [-]	(56.2) 3,018 [3.0]	(-) (867) [-]	(3.9) 118 [0.1]	(-) (2,340) [-]	(842.7) 1,000 [0.9]

*The numbers in upper parentheses are YoY; the numbers in brackets are ratio to net sales.

*“YoY,” “ratio to net sales,” and “SG&A expenses” are calculated on this sheet above.

【 B/S 】

(Unit: Millions of yen)

	At March 31, 2015	At March 31, 2016	At June 30, 2016	Increase/ Decrease	Factors
Cash and cash equivalents	15,823	32,200	23,698	(8,502)	
Notes and accounts receivable —trade	45,888	8,562	4,692	(3,870)	
Electronically recorded monetary claims—operating	-	1,142	1,238	96	
Inventories	1,738	3,021	3,819	798	
Other	7,590	8,029	8,539	510	
Allowance for doubtful accounts	(25)	(20)	(18)	2	
Total current assets	71,014	52,934	41,968	(10,966)	Decrease in notes and accounts receivable—trade
Land	7,737	7,550	7,500	(50)	
Other	4,460	3,897	3,813	(84)	
Total tangible fixed assets	12,197	11,447	11,313	(134)	
Goodwill	1,618	1,298	1,218	(80)	
Other	2,872	2,448	2,111	(337)	
Total intangible fixed assets	4,490	3,746	3,329	(417)	Decrease in software
Investment securities	14,564	9,716	9,056	(660)	
Long-term loans	3,770	9,729	8,801	(928)	
Other	5,309	6,096	7,090	994	
Allowance for doubtful accounts	(1,029)	(1,193)	(1,017)	176	
Total investments and other assets	22,614	24,348	23,930	(418)	Decrease in long-term loans
Total fixed assets	39,302	39,543	38,573	(970)	
Total assets	110,316	92,478	80,542	(11,936)	
Notes and accounts payable—trade	33,850	12,749	6,975	(5,774)	
Short-term borrowings	4,014	11,414	8,954	(2,460)	
Accrued income taxes	2,345	690	36	(654)	
Other	5,564	4,956	5,681	725	
Total current liabilities	45,773	29,809	21,646	(8,163)	Decrease in notes and accounts payable—trade Decrease in short-term borrowings
Total fixed liabilities	4,296	4,376	4,331	(45)	
Total liabilities	50,070	34,186	25,977	(8,209)	
Common stock	7,948	7,948	7,948	0	
Capital surplus	7,994	7,994	7,994	0	
Retained earnings	46,049	44,177	41,007	(3,170)	
Treasury stock	(1,821)	(1,821)	(1,821)	0	
Total shareholders' equity	60,171	58,298	55,128	(3,170)	
Unrealized holding gain on available-for-sale securities	(567)	(862)	(1,155)	(293)	
Accumulated other comprehensive income	(679)	(994)	(1,276)	(282)	
Minority interest	753	987	712	(275)	
Total net assets	60,246	58,291	54,564	(3,727)	Decrease in retained earnings
Total liabilities and net assets	110,316	92,478	80,542	(11,936)	

* “Other” and “Increase/Decrease” are calculated on this sheet above.

Highlights for the Q1 of the Year Ending March 31, 2017 (Consolidated)

【 Cash Flow 】

(Unit: Millions of yen)

	Year Ended March 31, 2016		Year Ending March 31, 2017	
	Q1	Full-Year	Q1	Factors
Cash flows from operating activities	(5,334)	13,353	(4,808)	Income before income taxes and minority interests (3,622) Decrease in notes and accounts receivable—trade +4,786 Decrease in notes and accounts payable—trade (5,672) Increase in inventories (797)
Cash flows from investing activities	75	(2,191)	(247)	Expenditure for loans (1,528) Proceeds from loans receivable +2,117 Payments for investments in capital (493)
Cash flows from financing activities	5,445	5,214	(3,521)	Decrease in short-term borrowings (2,459) Dividends paid (805)
Effect of exchange rate changes on cash and cash equivalents	-	0	(23)	
Increase (decrease) in cash and cash equivalents	185	16,377	(8,601)	
Cash and cash equivalents at beginning of period	15,823	15,823	32,200	
Increase (decrease) in cash and cash equivalents resulting from change of scope of consolidation	-	-	-	
Cash and cash equivalents at end of period	16,009	32,200	23,598	

2. Changes in Business Results etc.



P.10 Change in Quarterly P/L Statement (Table)



P.11 Change in Financial Results (Graph) (Consolidated)
Change in Assets/Liabilities, Net Assets (Graph) (Consolidated)



P.12 Change in SG&Administrative Expenses (Graph)
Change in Free Cash Flow (Graph)

Change in Quarterly P/L Statement (Table)

【 Consolidated 】

(Unit: Millions of yen)

	Year Ended March 31, 2015					Year Ended March 31, 2016					Year Ending March 31, 2017				
	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	Q3	Q4	Full-Year
Net sales	7,459	12,882	8,976	70,237	99,554	17,140	33,115	21,373	22,848	94,476	15,295				
Gross profit	2,790	4,130	3,593	17,955	28,468	4,950	8,898	6,410	5,222	25,480	2,487				
SG & A expenses	5,300	5,698	6,115	6,611	23,707	5,956	6,008	6,126	5,979	24,069	5,485				
Operating income	(2,509)	(1,568)	(2,522)	11,342	4,760	(1,005)	2,889	284	(757)	1,411	(2,997)				
Ordinary income	(2,254)	(1,818)	(1,561)	11,124	5,491	(864)	2,794	265	(815)	1,380	(3,241)				
Net income attributable to owners of parent	(1,502)	(1,007)	(706)	6,233	3,018	(867)	1,573	73	(661)	118	(2,340)				
Pachinko machines	38,540	35,370	44,224	184,272	302,406	15,684	49,270	61,959	35,620	162,533	24,677				
Pachislot machines	5,657	22,552	7,172	61,904	97,285	28,725	40,852	24,037	33,268	126,882	12,105				
Total (machines)	44,197	57,922	51,396	246,176	399,691	44,409	90,122	85,996	68,888	289,415	36,782				

	Year Ended March 31, 2012					Year Ended March 31, 2013					Year Ended March 31, 2014				
	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	Q3	Q4	Full-Year
Net sales	17,635	15,717	9,709	49,134	92,195	21,145	7,973	18,627	60,396	108,141	5,748	30,637	17,819	60,700	114,904
Gross profit	5,076	6,907	4,343	15,004	31,330	5,566	3,258	6,239	18,216	33,279	2,027	11,621	5,709	14,455	33,812
SG & A expenses	5,302	5,099	5,903	6,499	22,803	5,282	5,402	5,535	6,745	22,964	5,856	5,615	5,849	6,700	24,020
Operating income	(225)	1,807	(1,560)	8,505	8,527	283	(2,142)	703	11,470	10,314	(3,829)	6,005	(140)	7,755	9,791
Ordinary income	(266)	1,979	(1,607)	8,555	8,661	574	(2,312)	763	11,243	10,268	(3,759)	5,903	(78)	7,699	9,765
Net income attributable to owners of parent	(284)	2,712	(1,296)	4,859	5,991	342	(1,322)	303	5,397	4,720	(2,290)	3,724	(207)	4,143	5,370
Pachinko machines	7,107	82,157	36,201	107,758	233,223	20,928	25,895	31,824	21,346	99,993	12,842	97,434	28,728	23,875	162,879
Pachislot machines	36,250	25,740	11,499	105,678	179,167	43,862	10,418	37,887	135,950	228,117	5,660	55,969	31,003	137,471	230,103
Total (machines)	43,357	107,897	47,700	213,436	412,390	64,790	36,313	69,711	157,296	328,110	18,502	153,403	59,731	161,346	392,982

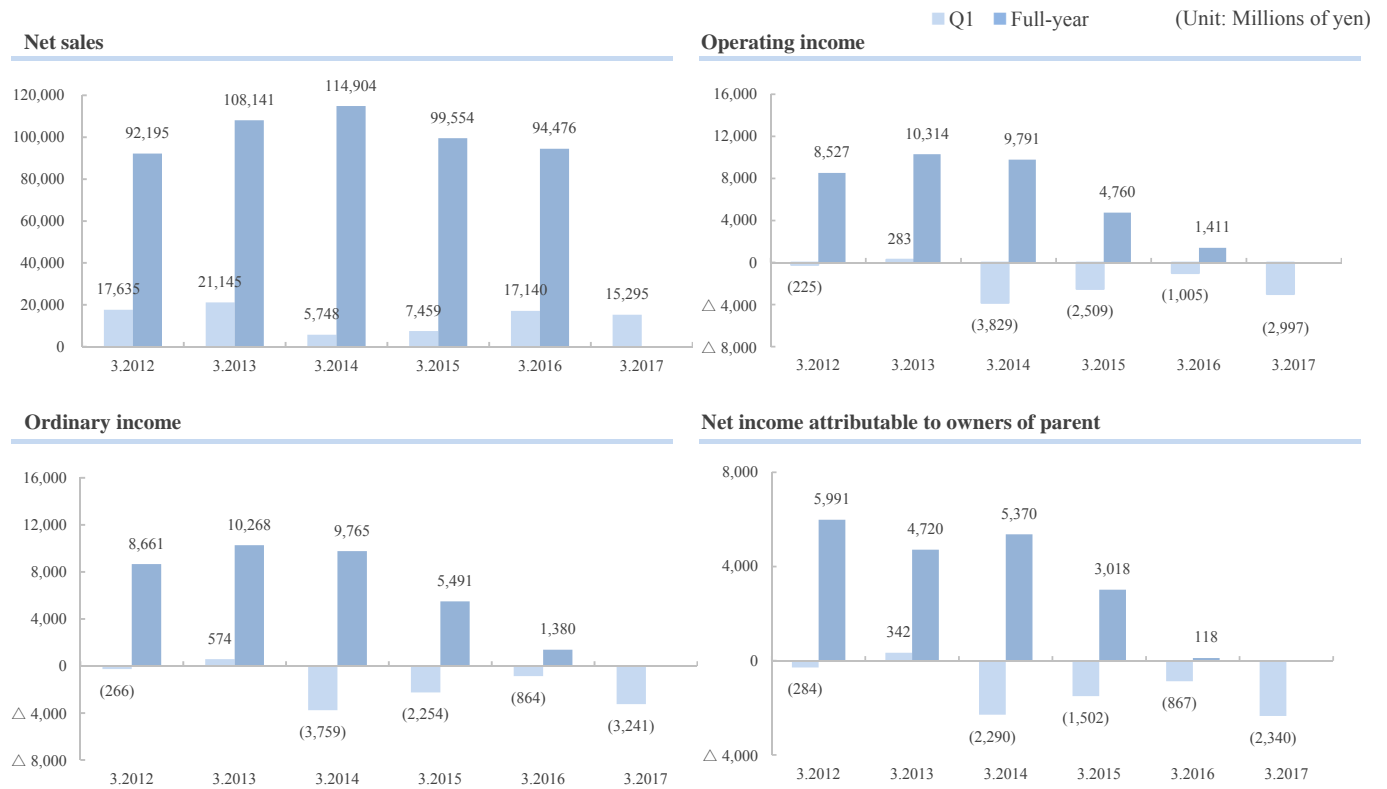
* Q2-Q4 figures are calculated on this sheet above.

【 Non-Consolidated 】

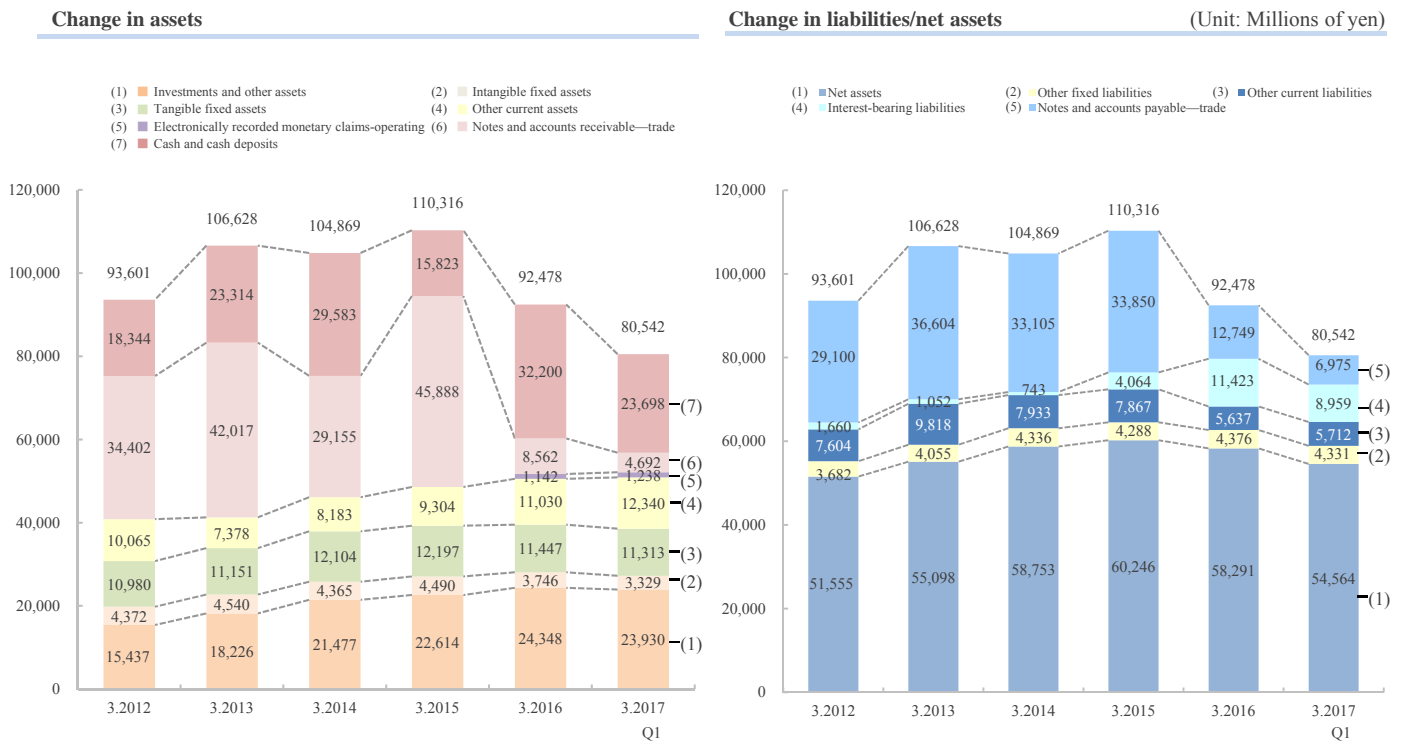
(Unit: Millions of yen)

	Year Ended March 31, 2012	Year Ended March 31, 2013	Year Ended March 31, 2014	Year Ended March 31, 2015	Year Ended March 31, 2016
Net sales	80,394	97,301	103,572	87,221	83,829
Gross profit	27,036	29,341	30,592	24,976	21,311
SG & A expenses	18,834	19,317	21,065	21,146	20,958
Operating income	8,202	10,023	9,527	3,829	353
Ordinary income	8,496	10,219	9,246	4,431	1,401
Net income	4,905	6,083	4,582	1,855	(137)

Change in Financial Results (Graph) (Consolidated)



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



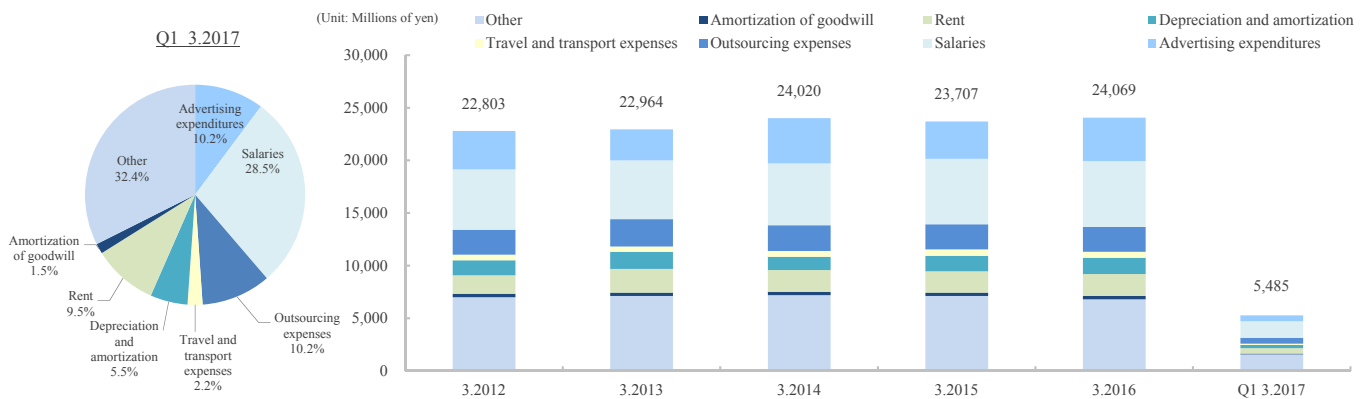
* "Other current assets" and "other current liabilities" are calculated on this sheet above

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

(Unit: Millions of yen)

	3.2012	3.2013	3.2014	3.2015	3.2016	Q1 3.2017
Advertising expenditures	3,644	2,964	4,305	3,541	4,118	562
Salaries	5,728	5,569	5,859	6,222	6,248	1,564
Provision for accrued bonuses	246	247	285	306	231	89
Provision for accrued bonuses to directors and auditors	240	230	230	282	191	67
Outsourcing expenses	2,373	2,608	2,451	2,394	2,370	560
Travel and transport expenses	542	507	551	598	573	118
Depreciation and amortization	1,431	1,623	1,268	1,474	1,547	303
Rent	1,749	2,249	2,062	2,022	2,072	522
Provision to allowance for doubtful accounts	(52)	(56)	(3)	3	1	(0)
Retirement benefit expenses	86	92	6	118	125	37
Amortization of goodwill	333	319	323	325	326	80
Other	6,483	6,612	6,683	6,419	6,267	1,583
Total SG&A expenses	22,803	22,964	24,020	23,707	24,069	5,485

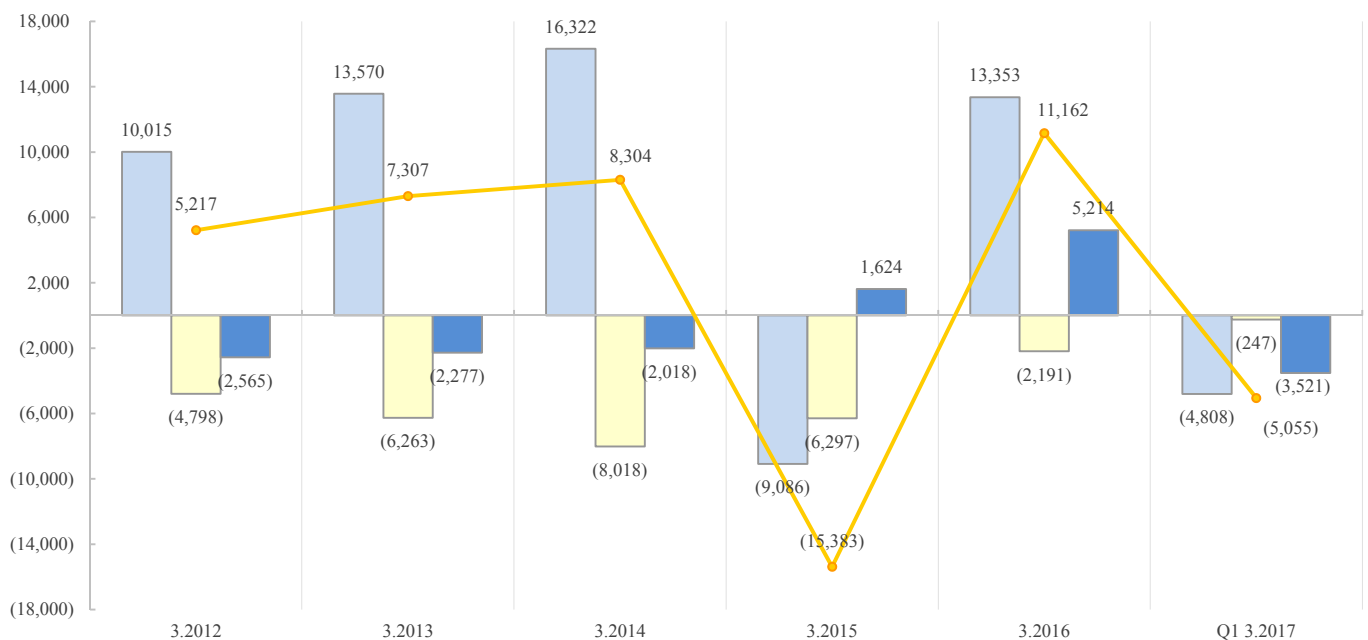
* "Other" is calculated on this sheet above.



Change in Free Cash Flow (Graph)

(Unit: Millions of yen)

CF from operating activities CF from investing activities CF from financing activities Free CF



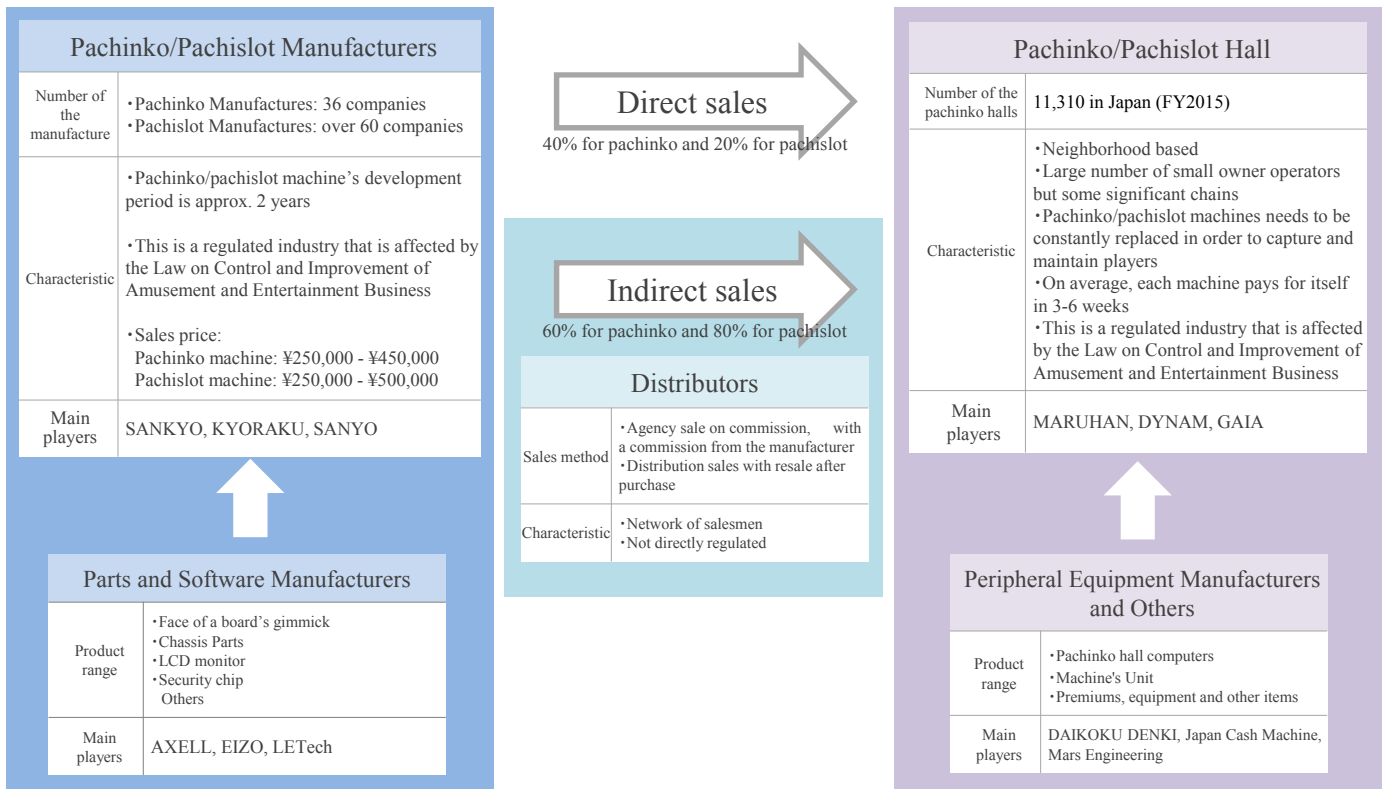
* Free Cash Flow: Cash flow from operating activities and investing activities

3. Pachinko and Pachislot Machines Sales related Data

-  P.14 Players in the Pachinko/Pachislot Industry
History of Pachinko/Pachislot Machines
-  P.15 Business Model (PS Planning, Development and Sales)
-  P.16 Accounting Method of Pachinko/Pachislot machines Sales
(Image)
-  P.17 Main Pachinko/Pachislot Machines' Titles
from 3.2015 to 3.2017
-  P.18 History of Pachinko/Pachislot General Sales
(3.2001-3.2010)
-  P.20 Titles of Pachinko/Pachislot Machine
(3.2011-3.2017)
-  P.22 Change of “Evangelion” Serie

Players in the Pachinko/Pachislot Industry

(As of June 30, 2016)



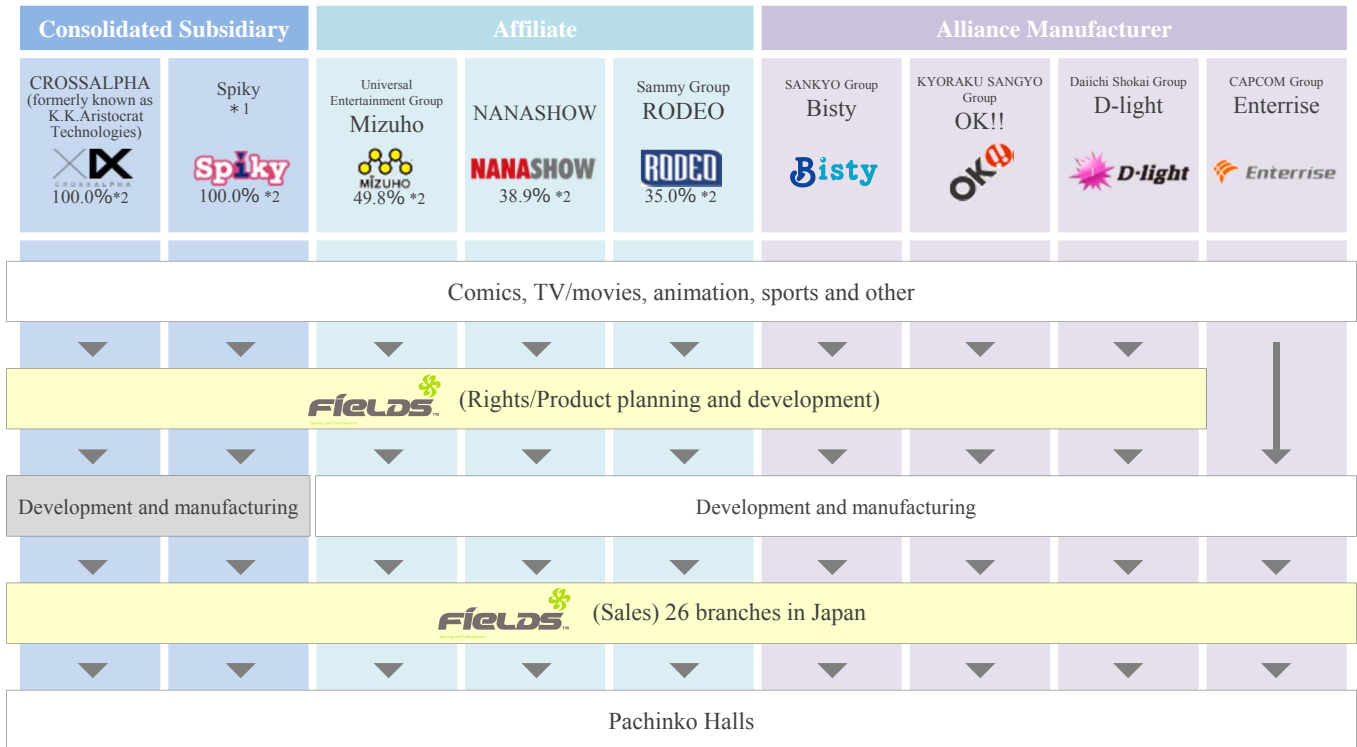
History of Pachinko/Pachislot Machines

	(Year)	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	Cumulative total
Affiliate	RODEO	Alliance with Sammy Corporation formed																P: 1,381,000
Alliance Manufacturer	Bisty	Alliance with SANKYO CO., LTD. formed; Exclusive sales of Bisty brand machines began																P: 2,235,000 S: 735,000
Alliance Manufacturer	OK!!	Alliance with KYORAKU SANGYO formed; Exclusive sales of OK!! brand began from 2012																P: 183,000
Alliance Manufacturer	Enterise	Alliance with Enterise Co., Ltd. (subsidiary of CAPCOM CO., LTD.) formed; Exclusive sales of Enterise brand began from 2012																P: 218,000
Affiliate	MIZUHO	Alliance with Universal Entertainment Corporation formed																P: 44,000 S: 54,000
Alliance Manufacturer	D-light	Alliance with D-light Co., Ltd. (Daich group)																P: 22,000 S: 12,000
Affiliate	NANASHOW	Alliance with NANASHOW Corporation																P: 2,000 S: 37,000
Consolidated Subsidiary	CROSSALPHA	K.K. Aristocrat Technologies (currently K.K. CROSSALPHA) made a subsidiary																P: 0 S: 0
Consolidated Subsidiary	Spiky	Spiky Corporation made a subsidiary																P: 0 S: 0

*1 As a result of the subsidiary acquisition of K.K. CROSSALPHA (formerly known as K.K. Aristocrat Technologies), its subsidiary Spiky Corporation was made a wholly owned subsidiary.

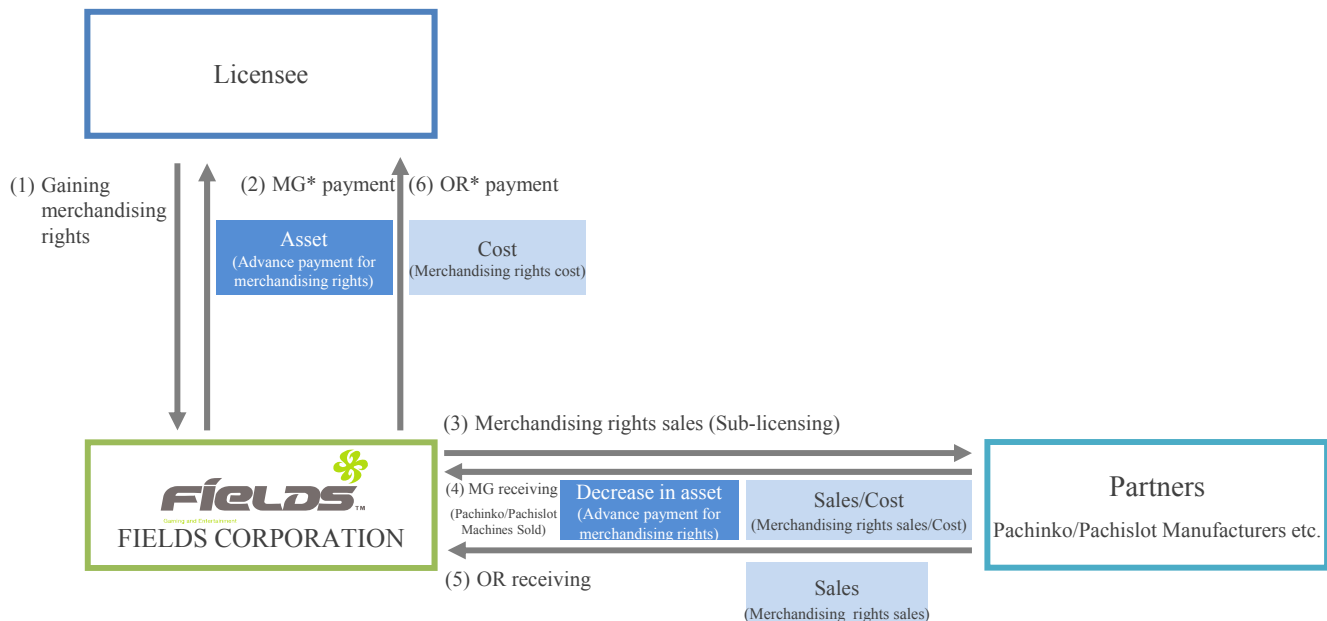
Business Model (PS Planning, Development and Sales)

(As of June 30, 2016)



*1 As a result of the subsidiary acquisition of K.K. CROSSALPHA (formerly known as K.K. Aristocrat Technologies), its subsidiary Spiky was made a wholly owned subsidiary.
*2 The Number in the parentheses is investment ratio.

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



Balance Sheet
Profit and Loss

*MG: Minimum Guarantee: Minimum guarantee fee paid by the licensee to the licensor when concluding a license business contract.

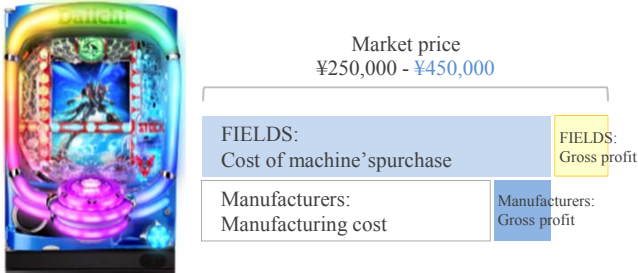
*OR: Over Royalty: Type of royalty paid as reward when the usage of rights authorized for use, such as copyrights and industrial property rights, exceeds a certain level, and whose amount fluctuates according to the usage of such rights.

Accounting Method of Pachinko/Pachislot machines Sales (Image)

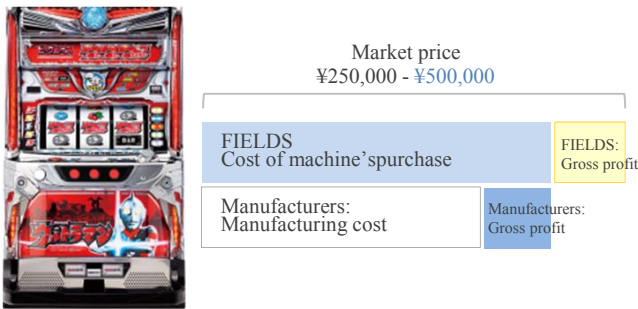
Distribution sales (sales and profit by purchase of machines)

Pachinko and Pachislot Machines

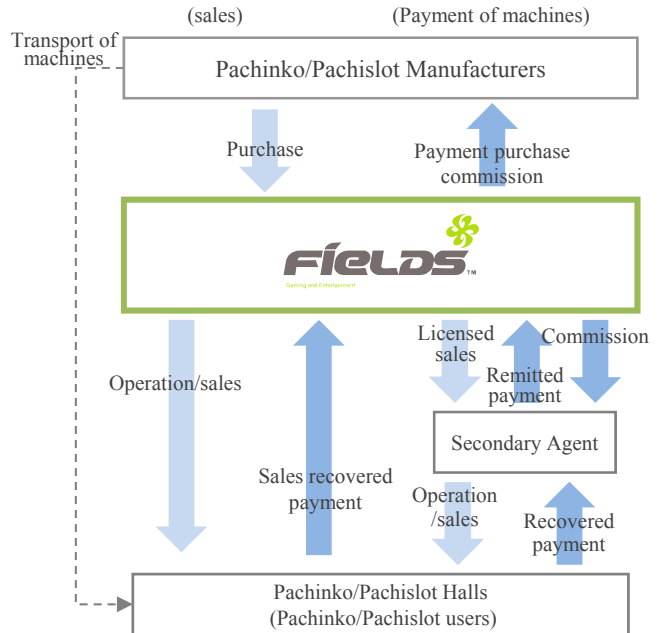
Pachinko machine sales: Cost, gainsharing (per machine)



Pachislot machine sales: Cost, gainsharing (per machine)



Method of machine's recovered payment



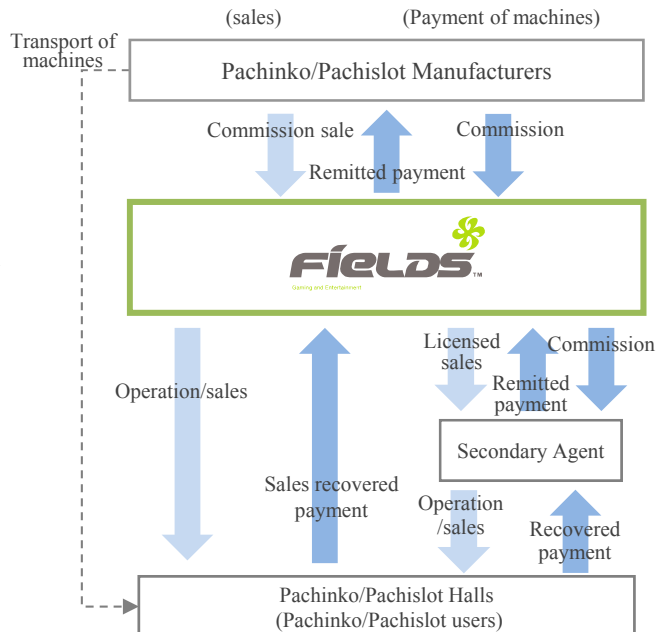
Agency sales (Sales and profit by commission)

Pachinko Machine

Pachinko machine sales: Cost, gainsharing (per machine)



Method of machine's recovered payment

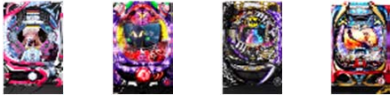


Main Pachinko/Pachislot Machines' Titles from 3.2015 to 3.2017

(Sales units as of June 30, 2016)

Pachinko machine

Launch of 4 pachinko titles



Bisty	2 titles
OK!!	1 title
Macy	1 title

©Cavex management inc. Cavex music creative inc. ©カガ- Bisty TM & © DC Comics. ©15 UNIVERSAL ENTERTAINMENT ©円谷プロ ©OK!!

Launch of 7 pachinko titles



Bisty	2 titles
Mizuho/Macy	3 titles
OK!!	1 title
D-light	1 title

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©ジョー・マクドナルド制作委員会・ナカベツジ(1998) NADESICO制作委員会 ©Bisty
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ゴンガ制作委員会 UNIVERSAL ENTERTAINMENT ©MIZUHO

[Q1]

April



*Posted on year ended March 31, 2016
OK!!
Pachinko Marvel's Avengers
On sale

© 2016 MARVEL © OK!!



D-light
CR MAJESTIC PRINCE
13,000 machines

©前通/フィールズ/MIP制作委員会 ©前通/フィールズ ©ヒーローズ 製造元/株式会社 スー一商会



NANASHOW
CR The Amazing Spider-Man

© 2016 MARVEL ©2012 CPH ©NANASHOW

August



Bisty
CR TEKKEN 2 Toushin ver.
On sale

©BANDAI NAMCO Entertainment Inc. ©SANKYO ©Bisty

Pachislot machine

Launch of 3 pachislot titles



Rodeo	1 title
Enterrise	1 title
NANASHOW	1 title

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Launch of 10 pachislot titles



Bisty	3 titles
D-light	3 titles
Enterrise	2 titles
NANASHOW	2 titles

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©集英社/白根洋 ©D-light
©前通/サライズ 製造元/株式会社ヒステイ
©3-エー・マックス ©3-エー・マックス ©NANASHOW
©龍騎士07/White Express/Alchemist ©D-light
©円谷プロ ©NANASHOW

[Q1]

April



Enterrise
Super Street Fighter IV Pachislot Edition

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May



D-light
Pchislot GARGANTIA ON THE VERDUROUS PLANET

©オカアス/1/原盛のルガニア/製作委員会 ©D-light

June



NANASHOW
Pachislot ALIEN BALTAN

©円谷プロ ©NANASHOW

July



Enterrise
DEVIL MAY CRY X
On sale

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October



NANASHOW
Pachislot LOAD of VERMILION
On sale

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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 disclosed. The above line-up omits information on the Amadigi-type and reuse-type machines.
Please refer to pages 18-21 for details on titles launched in the year ended March 31, 2001 and the year ending March 31, 2017.

History of Pachinko General Sales (3.2001-3.2010)

(Unit: Machines)

	Sammy	Sold	Bisty	Sold
2001.3				
2002.3	CR Salaryman Kintaro	24,000		
2003.3	CR GEN JU HAOU	13,000		
2004.3	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		
2005.3	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	-
2006.3	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
2007.3	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
2008.3	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	-
2009.3	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
2010.3			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	11,000

* 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 disclosed. Figures have been rounded to the nearest thousand.

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

History of Pachinslot General Sales (3.2001-3.2010)

(Unit: Machines)

	RODEO	Sold	Bisty	Sold	Olympia	Sold
2001.3	INDY JAWS 2	23,000				
	Gamera	29,000				
2002.3	Ichigeki Teio 2	17,000				
	Salaryman Kintaro	118,000				
	DOUBLE CHALLENGE	31,000				
	Oo-Gamera	32,000				
2003.3	KAZENYOUJINBOU	53,000				
	SNOW KING	-				
	Salaryman Kintaro S	-				
	CLUB RODEO T	43,000				
	Ginginmaru	31,000				
2004.3	Gamera -High Grade Vision	61,000	KAIZOKU	-	Ougonshin	13,000
	WANTOUCHABLE (Sammy)	-				
	JET SET RADIO	22,000				
	Charlie's Angels FT	-				
	Sloter Kintaro	52,000				
	Yajyu	14,000				
2005.3	Onimusha 3	120,000	Dai Yamato	12,000	Mezase Dokidoki Zima	-
	Kaiji	29,000	Fever Natsumatsuri	-		
	Umematsu Dynamite Wave!	36,000				
2006.3	Ore no Sora	125,000	Neon Genesis Evangelion	23,000	Geronimon S	-
	Dokonjo Gaeru	-				
2007.3	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	-		
2008.3	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				
2009.3	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	-				
2010.3	Onimusha: Dawn of Dreams	90,000	Saturday Night Fever	-	Aim for the Ace!	-
	Hono-no Nekketsu Kyoshi	-	Neon Genesis Evangelion —Die Spur der SEELE	84,000	I am KONISHIKI	-

*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 disclosed. Figures have been rounded to the nearest thousand.

Titles of Pachinko/Pachislot Machines (3.2011-3.2017)

		3. 2011		3. 2012		3. 2013		3. 2014		
		Title	Sold	Title	Sold	Title	Sold	Title	Sold	
Pachinko	Bisty	CR Kung Fu Panda	11,000	CR Evangelion 7	100,000	Evangelion 7 Smile Model	12,000	CR EVANGELION 8 Premium Battle	12,000	
		CR Evangelion —Evangelical of the beginnings Light ver.	-	CR The story of ayumi hamasaki Sweet/Light Version	11,000	CR Sengoku BASARA 3 —The Battle of Sekigahara	16,000	CR TEKKEN	18,000	
		CR Shimizu no Jirocho Light ver.	-	CR The story of ayumi hamasaki —introduction	72,000	EVA Light III	16,000	CR EVANGELION 8	75,000	
		CR Evangelion —Evangelical of the Beginnings	205,000					CR Beyond the Heavens	-	
	OK!!						New-century Pachinko GHOST IN THE SHELL: STAND ALONE COMPLEX MAX type	-	Pachinko Onimusha: Dawn of Dreams	33,000
							New-century Pachinko GHOST IN THE SHELL: STAND ALONE COMPLEX Middle type	26,000	New-century Pachinko BERSERK	23,000
	Mizuho*1									
	NANA SHOW									
D-light										
Pachislot	RODEO		-	Pachislot Monster Hunter	96,000	Pachislot Shin-Onimusha Sairin	41,000	Kaiji3 *2	25,000	
		Ore no Sora —Spirit of Young Justice	38,000	Rahxephon	-	SAKIGAKE OTOKOJUKU —TENCHO-GORIN THE FINAL	24,000			
		Gamera	13,000	Kaze no Youjinbou —Memory of Butterflies	23,000					
	Bisty	MOBASLO Evangelion —for your own wish	78,000	Evangelion —the Heartbeat of Life	47,000	EVANGELION	57,000	Evangelion —Ketsui no Toki	13,000	
		Magical Shopping Arcade Abenobashi	-	SAMURAI 7	13,000	Yaoh	-	MOBILE SUIT GUNDAM	25,000	
						GTO Limit Break	-	PACHISLOT ULTRAMAN WARS	23,000	
	Enterrise	Sengoku BASARA 2	16,000	Street Fighter IV	-	Resident Evil 5	48,000	Pachislot Monster Hunter: Gekka Raimei	45,000	
								Devil May Cry 4	25,000	
	Mizuho							ANOTHER GOD HADES	54,000	
	NANA SHOW									
D-light										















*1 Mizuho includes Macy.

*2 RODEO includes the sales number of "Kaiji 3" from GINZA Corporation released in the year ended March 31, 2014.

*3 The cumulative number of machines sold is the cumulative number of machines sold after alliances with manufacturers.








3. 2015		3. 2016		3. 2017		Cumulative total*3		
Title	Sold	Title	Sold	Title	Sold			
CR TEKKEN LIGHT VERSION	-	CR EVANGELION 9 Type zero 199 ver.	-	CR TEKKEN 2 Toushin ver.	On sale	2,235,000	Bisty	Pachinko
CR EVANGELION 8 Extreme Battle	20,000	CR Martian Successor NADESICO	-					
CR ayumi hamasaki 2	23,000	CR EVANGELION X	53,000					
CR EVANGELION 9	103,000	CR EVANGELION 9 Type zero ver.	-					
CR EVANGELION 9 Amadigi	13,000	CR Martian Successor NADESICO Light ver.	-					
		CR EVANGELION X PREMIUM MODEL	12,000			183,000	OK!!	
Pachinko Onimusha: Dawn of Dreams Light Version	-			Pachinko Marvel's Avengers	-			
Pachinko Ultra Battle Retsuden	80,000					44,000	Mizuho*1	
CR BATMAN	-	CR Million GOD RISING	22,000					
		CR Midoridon Hanabi DE Buon giorno	10,000					
		CR Million GOD RISING —ZEUS Returns—	-					
		CR Tengen Toppa Gurren Lagann	-					
		CR Midoridon Hanabi DE Buon giorno 1/99ver.	-			22,000	D-light	
				CR The Amazing Spider-Man	-			
		CR Sakigake Otokojuku Light Ver.	-	CR MAJESTIC PRINCE	13,000			
		CR Sakigake Otokojuku	-					
Salaryman Kintaro	42,000					1,381,000	RODEO	
		EVANGELION —Spear of Hope	26,000			735,000	Bisty	
		EVANGELION —Tamashii wo Tsunagumono	15,000					
		MOBILE SUIT GUNDAM Awakening —Chained battle—	12,000					
Pachislot Sengoku BASARA 3	20,000	Resident Evil 6	37,000	Super Street Fighter IV Pachislot Edition	-	218,000	Enterrise	
		ASURA'S WRATH	-	DEVIL MAY CRY X	On sale			
						54,000	Mizuho	
Pachislot BERSERK	20,000	PACHISLOT NINJA GAIDEN	12,000	Pachislot ALIEN BALTAN	-	37,000	NANA SHOW	
		Pachislot Ultraman	-	Pachislot LOAD of VERMILION	On sale			
		MAJESTIC PRINCE	-	Pachislot GARGANTIA ON THE VERDUROUS PLANET	-	12,000	D-light	
		Oh My Goddess!	-					
		HIGURASHI NO NAKUKORONI—KIZUNA	-					

Change of “Evangelion” Series I

Pachinko machine			Pachislot machine	
	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>
	Kiseki no Kachiwa 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>
	 Premium Model May 2008 <u>50,000 machines</u>			
	The Beginning and the End Apr. 2009 <u>237,000 machines</u>	3.2009		That time has come, they're waiting for us Sep. 2008 <u>90,000 machines</u>
	 The Angels Are Back Again YF Jan. 2010 <u>24,000 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			

Type less reliant on gambling
Nature / reused machines

Change of “Evangelion” Series II

Pachinko machine		Pachislot machine	
 <p>Evangelion 7 Jan. 2012 <u>100,000 machines</u></p>	<p>Type less reliant on gambling nature/reused machines</p>	3.2012	 <p>The Heartbeat of Life Feb. 2012 <u>47,000 machines</u></p>
		<p>EVA Light III May 2012 <u>16,000 machines</u></p>	3.2013
 <p>EVANGELION 8 Jul. 2013 <u>75,000 machines</u></p>	<p>EVANGELION7 Smile Model Dec. 2012 <u>12,000 machines</u></p>	3.2014	 <p><small>とき</small> Ketsui no Toki Feb. 2014 <u>13,000 machines</u></p>
		<p>Premium Battle Jan. 2014 <u>12,000 machines</u></p>	3.2015
<p>Extreme Battle Jul. 2014 <u>20,000 machines</u></p>	<p>EVANGELION 9 Dec. 2014 <u>103,000 machines</u></p>	<p>Premium Amadigi Ver. Feb. 2015 <u>13,000 machines</u></p>	
 <p>EVANGELION 9 Dec. 2014 <u>103,000 machines</u></p>	<p>EVANGELIO N 9 Middle Ver. Feb. 2015</p>	3.2016	 <p>Tamashii wo Tsunagumono Dec. 2015 <u>15,000 machines</u></p>
 <p>EVANGELION X Sep. 2015. <u>53,000 machines</u></p>	<p>PREMIUM MODEL Feb. 2016 <u>12,000 machines</u></p>		

4. Pachinko/Pachislot Machines Sold



P.25 Number of Pachinko/Pachislot Machines Sold



P.26 Change in the Number of Pachinko/Pachislot Machines Sold (Graph)



P.27 Number of Pachinko/Pachislot Machines Sold (Details)
Cumulative Number of Pachinko/Pachislot Series Sold (by Main IP)

Number of Pachinko/Pachislot Machines Sold

【 By Pachinko/Pachislot Brand 】

(Unit: Machines)

	Year Ended March 31, 2016					Year Ending March 31, 2017				
	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	Q3	Q4	Full-Year
< Pachinko machines >										
Bisty	9,092	15,344	44,617	21,631	90,684	2,798				
OK!!	1,365	-	-	3,645	5,010	2,345				
Mizuho *1	86	22,022	12,593	4,922	39,623	73				
Daiichi	-	7,275	-	1,361	8,636	14,015				
NANASHOW	-	-	-	-	-	2,396				
Others	5,141	4,629	4,749	4,061	18,580	3,050				
I) Total number of pachinko machines sold	15,684	49,270	61,959	35,620	162,533	24,677				
< Pachislot machines >										
RODEO	-	-	-	-	-	-				
Bisty	23,967	2,609	14,794	12,971	54,341	5				
NANASHOW	116	-	-	14,874	14,990	1,995				
Enterrise	2,670	37,205	2,950	-	42,825	5,537				
Mizuho	-	-	-	-	-	-				
D-light	-	-	4,510	4,621	9,131	3,167				
Others	1,972	1,038	1,783	802	5,595	1,401				
II) Total number of pachislot machines sold	28,725	40,852	24,037	33,268	126,882	12,105				
I) + II) Total number of pachinko/pachislot machines sold	44,409	90,122	85,996	68,888	289,415	36,782				

*1 Mizuho includes Marcy.

【 Major Sales Title 】

(Unit: Machines)

Release	Brand	Title	Q1	Q2	Q3	Q4	Full-Year
< Pachinko machines >							
Apr.	2016	OK!! Pachinko Marvel's Avengers					-
Apr.	2016	D-light CR MAJESTIC PRINCE	13,000				
Apr.	2016	NANASHOW CR The Amazing Spider-Man					-
Aug.	2016	Bisty CR TEKKEN 2 Toushin ver.					- On sale
< Pachislot machines >							
Apr.	2015	Enterrise Super Street Fighter IV Pachislot Edition					-
May	2016	D-light Pachislot GARGANTIA ON THE VERDUROUS PLANET					-
Jun.	2016	NANASHOW Pachislot ALIEN BALTAN					-
Jul.	2016	Enterrise DEVIL MAY CRY X					- On sale
Oct.	2016	NANASHOW Pachislot LOAD of VERMILION					- On sale

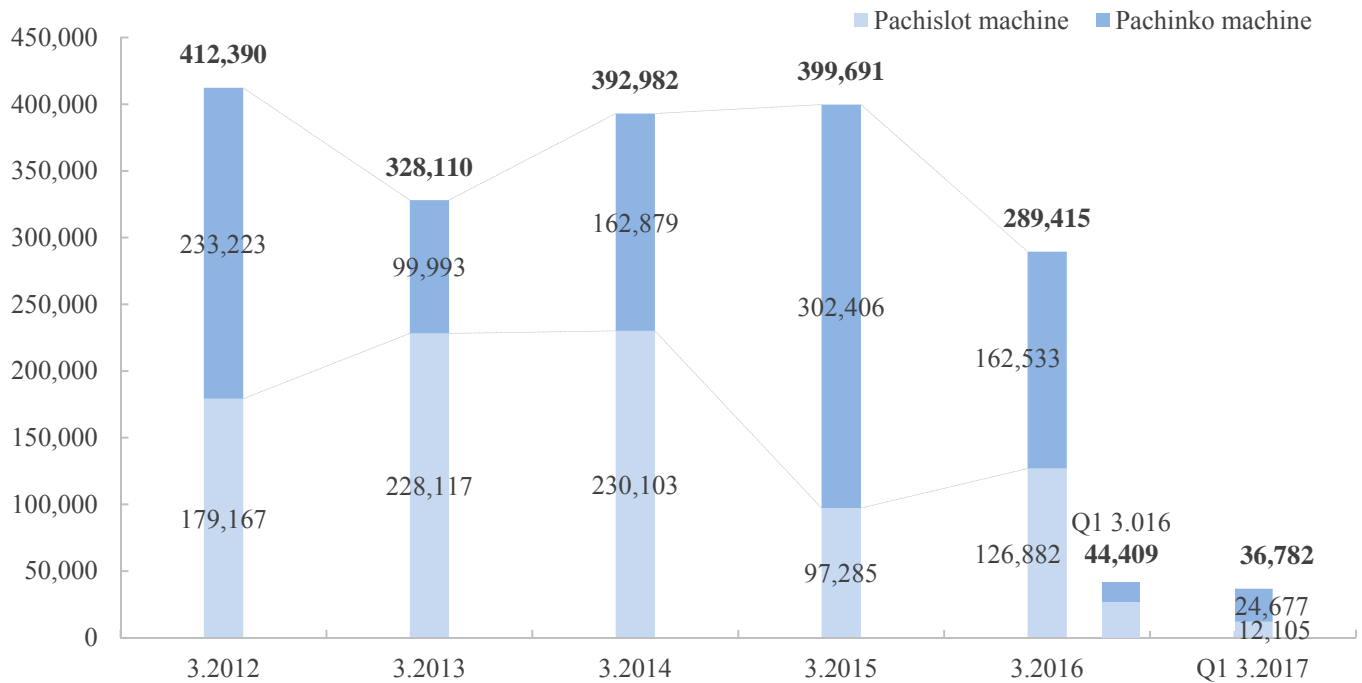
* Regarding the titles of pachinko/pachislot machines for which the number of machines sold was less than 10,000, the number of machines sold is not disclosed. Figures have been rounded to the nearest thousand.

* Titles in blue indicate titles derived from spin-offs of previously launched pachinko/pachislot machines.

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

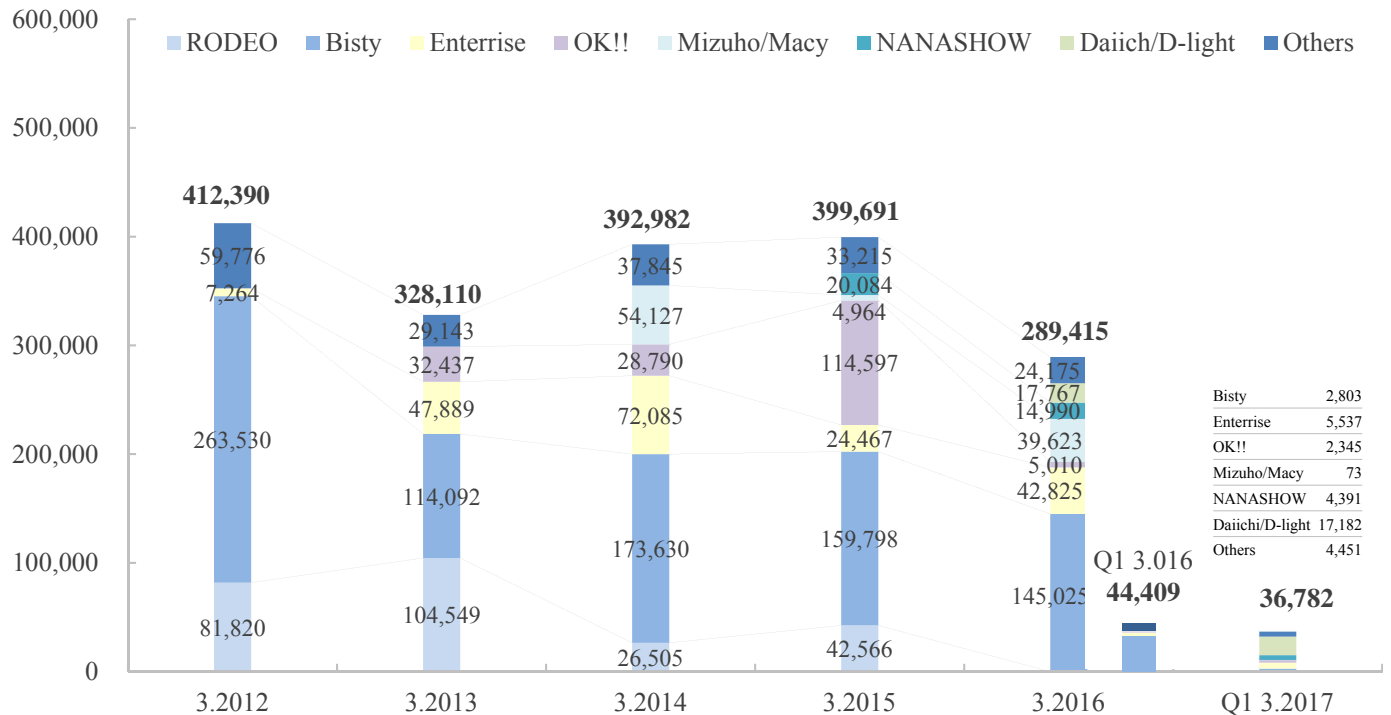
【 By Pachinko/Pachislot Machines 】

(Unit: Machines)



【 By Pachinko/Pachislot Brand 】

(Unit: Machines)



Bisty	2,803
Enterrise	5,537
OK!!	2,345
Mizuho/Macy	73
NANASHOW	4,391
Daiichi/D-light	17,182
Others	4,451

Number of Pachinko/Pachislot Machines Sold (Details)

(Unit: Machines)

	3. 2012			3. 2013			3. 2014			3. 2015			3. 2016			3. 2017	
	H1	H2	Full	H1	H2	Full	H1	H2	Full	H1	H2	Full	H1	H2	Full	1Q	Full
Number of machines sold	151,254	261,136	412,390	101,103	227,007	328,110	171,905	221,077	392,982	102,119	297,572	399,691	134,531	154,884	289,415	36,782	
■ Sales ratio																	
Pachinko	89,264	143,959	233,223	46,823	53,170	99,993	110,276	52,603	162,879	73,910	228,496	302,406	64,954	97,579	162,533	24,677	
	59.0%	55.1%	56.6%	46.3%	23.4%	30.5%	64.1%	23.8%	41.4%	72.4%	76.8%	75.7%	48.3%	63.0%	56.2%	67.1%	
Pachislot	61,990	117,177	179,167	54,280	173,837	228,117	61,629	168,474	230,103	28,209	69,076	97,285	69,577	57,305	126,882	12,105	
	41.0%	44.9%	43.4%	53.7%	76.6%	69.5%	35.9%	76.2%	58.6%	27.6%	23.2%	24.3%	51.7%	37.0%	43.8%	32.9%	
■ Agency/Distribution sales ratio																	
Agency sales	91,839	148,505	240,344	52,274	57,008	109,282	116,235	55,492	171,727	77,422	149,509	226,931	36,288	77,528	113,816	7,249	
	60.7%	56.9%	58.3%	51.7%	25.1%	33.3%	67.6%	25.1%	43.7%	75.8%	50.2%	56.8%	27.0%	50.1%	39.3%	19.7%	
Distribution sales	59,415	112,631	172,046	48,829	169,999	218,828	55,670	165,585	221,255	24,697	148,063	172,760	98,243	77,356	175,599	29,533	
	39.3%	43.1%	41.7%	48.3%	74.9%	66.7%	32.4%	74.9%	56.3%	24.2%	49.8%	43.2%	73.0%	49.9%	60.7%	80.3%	
■ Direct/Indirect sales ratio																	
Direct sales	123,142	223,672	346,814	81,336	187,610	268,946	144,481	179,486	323,967	86,597	244,134	330,731	110,070	126,307	236,377	30,617	
	81.4%	85.7%	84.1%	80.4%	82.6%	82.0%	84.0%	81.2%	82.4%	84.8%	82.0%	82.7%	81.8%	81.5%	81.7%	83.2%	
Indirect sales	28,112	37,464	65,576	19,767	39,397	59,164	27,424	41,591	69,015	15,522	53,438	68,960	24,461	28,577	53,038	6,165	
	18.6%	14.3%	15.9%	19.6%	17.4%	18.0%	16.0%	18.8%	17.6%	15.2%	18.0%	17.3%	18.2%	18.5%	18.3%	16.8%	

Cumulative Number of Pachinko/Pachislot Series Sold (by Main IP)

(As of June 30, 2016)

	“Evangelion” series	“Game IP” series	“Hiroshi Motomiya’s works” series	“Comics, animation IP” series	“Ultraman” series
■ Major titles					
Pachinko machines	• EVANGELION 9 • EVANGELION X	• Onimusha: Dawn of Dream • TEKKEN	• Salaryman Kintaro • Ore no Sora	• Sakigake Otokojuku • Tengen Toppa Gurren Lagann	• Ultra Battle Retsuden
Pachislot machines	• Spear of Hope • Tamashii wo Tsunagumono	• Monster Hunter • Resident Evil 6	• Salaryman Kintaro • Ore no Sora	• MOBILE SUIT GUNDAM • MAJESTIC PRINCE	• ULTRAMAN WARS • Ultraman
■ Cumulative titles sold					
Pachinko machines	10	10	3	19	1
Pachislot machines	10	23	8	27	3
Total	20	33	11	46	4
■ Cumulative number of units sold (unit: machines)					
Pachinko machines	1,637,000	192,000	82,000	257,000	80,000
Pachislot machines	533,000	706,000	403,000	336,000	27,000
Total	2,171,000	899,000	486,000	594,000	108,000

* Figures have been rounded to the nearest thousand.

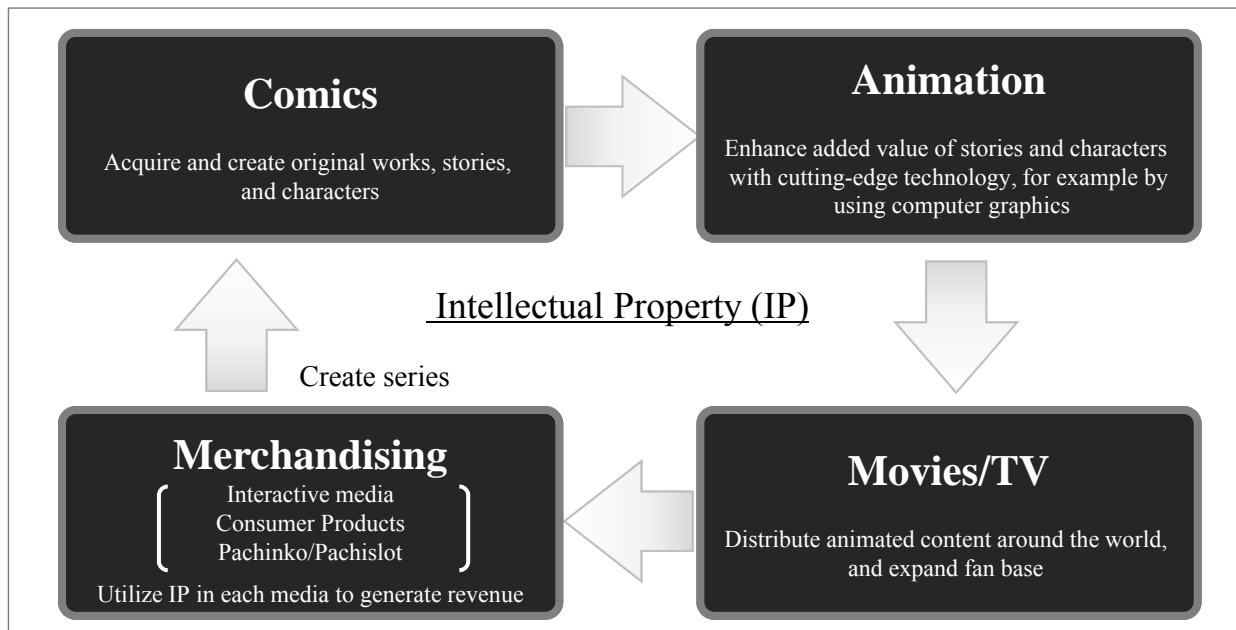
* Pachinko number of titles sold excludes reused machines and machines with specifications changes.



P.29 Developing Business Model Status of IP Development

Developing Business Model

The Group carries out a cyclical business in which it develops Intellectual Property form the basis of entertainment, such as characters and stories, in cross-media formats including comics, visuals, games and pachinko/pachislot as its medium- to long-term growth strategy.

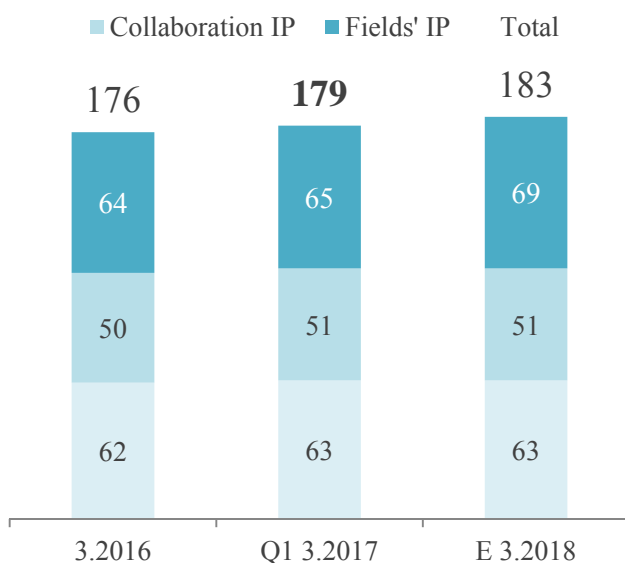


Status of IP Development

(As of June 30, 2016)

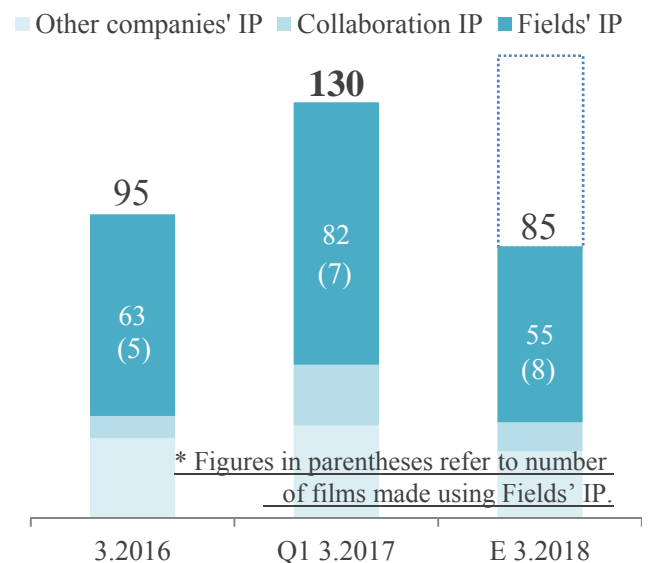
Total number of IP

(Number of media developments finalized as of March 31, 2016)



Total number of media for IP development

(Number of media developments finalized as of March 31, 2016)



* Figures in parentheses refer to number of films made using Fields' IP.

* The creation of our own IP refers primarily to the number of new works published in "HERO'S" Monthly. /Merchandising refers primarily to the total number of social games, PS and publications in book format.



P.31 Trends in Working Hours
Trends in Household Consumption



P.32 Trends in Leisure Market
Trends in the Content Industry

Trends in Working Hours

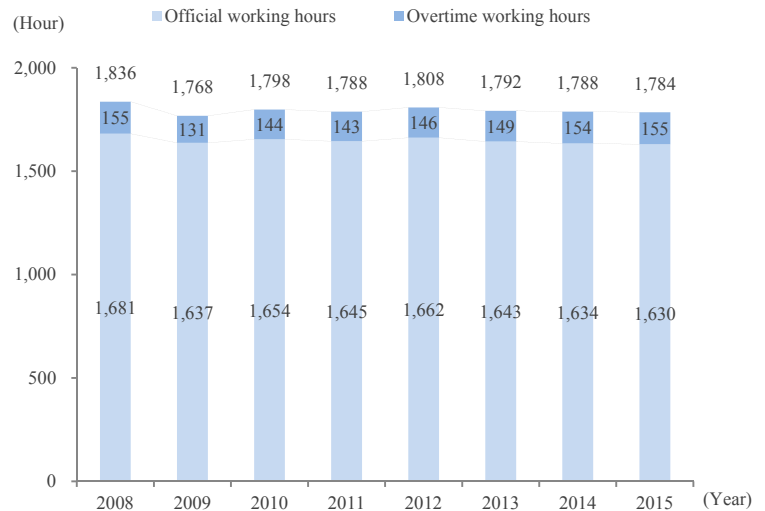
The data is updated by Monthly Labour Survey conducted of Japan's Ministry of Health, Labour and Welfare

According to the Monthly Labor Survey of the Ministry of Health, Labor and Welfare, the annual total actual hours worked in Japan (at establishments with 30 employees or more) was 1,784 hours (0.1% decrease compared with the previous fiscal year), marking the third consecutive year of decrease. Scheduled working hours were 1,630 hours (0.0% increase), flattening out in contrast to the decreases seen over the previous two years.

In addition, non-scheduled hours worked fell slightly to 155 hours (0.3% decrease), in contrast to the increases seen over the previous three years.

The ratio of part-time workers continues to increase, leading to the decrease in working hours.

*Surveyed offices changed in January 2015, therefore past index figures and rates of change were recalculated retroactively. Consequently, the comparison with the previous fiscal year may not always match calculations made using the figures in the graph.



Trends in Household Consumption

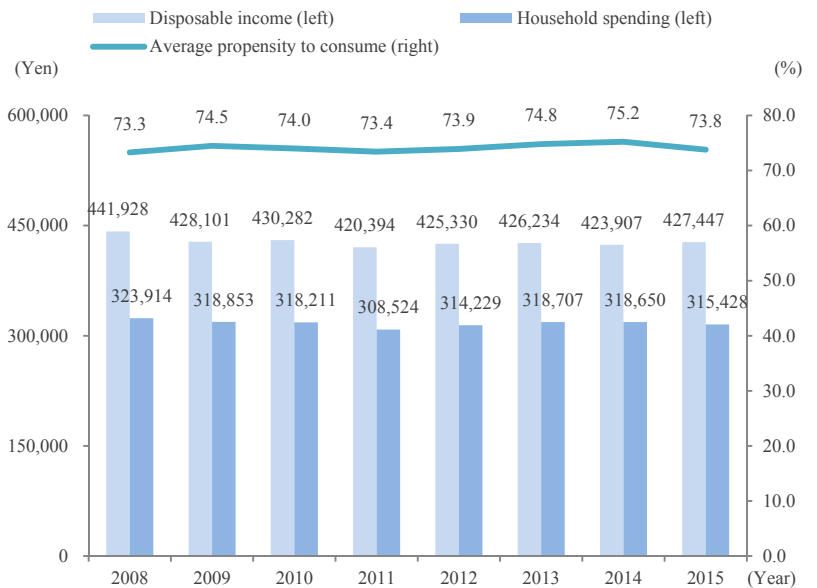
The data is updated by Family Income and Expenditure Survey conducted by the Ministry of Internal Affairs and Communications

* Worker household (households of two or more people with average number of people per household of 3.38, excluding agricultural, forestry, and fishing households)
Household spending (yearly average per month)

According to the Family Income and Expenditure Survey conducted by the Ministry of Internal Affairs and Communications, disposable income per household for employees in 2015 was 427,447 yen (0.8% increase compared with the previous fiscal year, an increase of 3,540 yen).

However, household spending (monthly, averaged over one year) was 315,428 yen (1.0% decrease), marking the second consecutive year of decrease. This was due mainly to the impact of the unseasonal weather on the summer market, although the rate of decrease for 2015 was smaller than that for 2014, when consumption fell after last-minute demand grew ahead of the consumption tax hike.

Average propensity to consume (percentage of the household spending for the disposable income) was 73.8% (1.4 point decrease), making the third consecutive year of decrease.



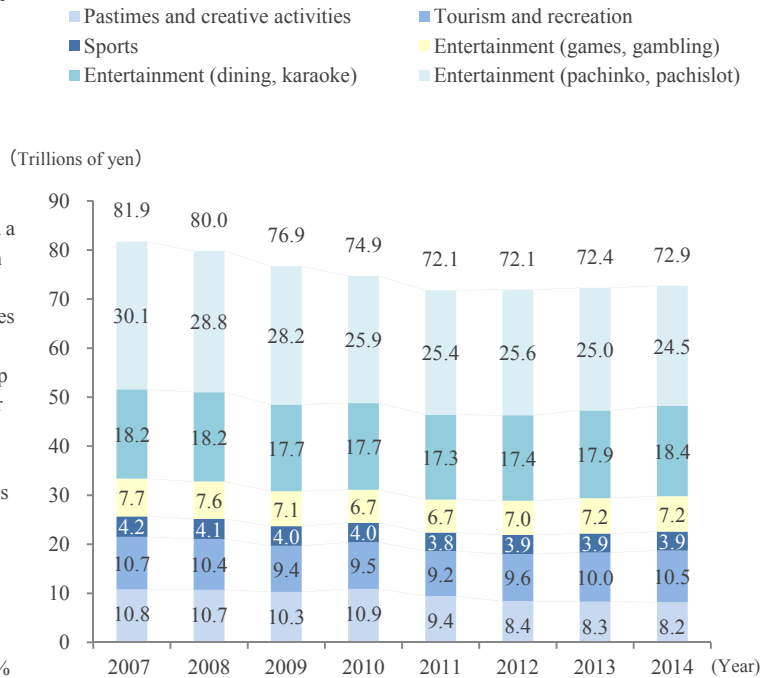
Trends in the Leisure Market

The data is updated by White Paper on Leisure of the Japan Productivity Center

According to the Japan Productivity Center's White Paper on Leisure 2015, the leisure market edged up 0.6% year-on-year, to ¥72.9 trillion, in 2014. Growth was particularly strong in the domestic tourism and recreation markets, such as domestic travel, hotels, and amusement and theme parks, which increased 4.5% year-on-year, to ¥6.7 trillion. With a growth rate of over 4.0% for the second consecutive year, this sector helped drive overall growth for the leisure market. Growth in this sector reflected an 11.0% year-on-year increase in the hotel market, to ¥1.2 trillion, which was attributable to the increase in the number of foreign tourists due to the impact of yen depreciation. This growth also reflected a 2.3% increase in the amusement and theme park market, to a record high of ¥0.7 trillion, brought about by the rising demand for interactive recreation. In addition, the effects of consumption for interactive activities spread to music-related markets. The market size for musical entertainment, such as live performances and events, was ¥0.3 trillion, up 13.1% year-on-year, and surpassed the CD market (including rentals) for the first time ever.

As the demand for interactive recreation continues to rise, all companies in the leisure industry are implementing initiatives to attract customers.

In regard to the pachinko and pachislot market, which accounts for approximately 30% of Japan's leisure market, the Japan Productivity Center made retrospective revisions to market size estimates. Based on these new estimations, the pachinko and pachislot market decreased 2.0% year-on-year, to ¥24.5 trillion in 2014.

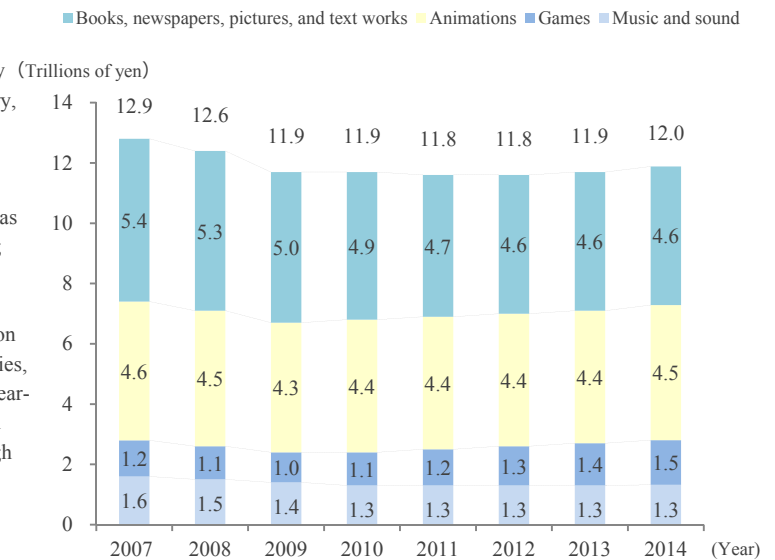


Trends in the Content Industry







The data is updated by Current Status and Future Development Trends of the Contents Industry (July 2015) of the Ministry of Economy, Trade and Industry (METI) and the Digital Content Association of Japan's White Paper on Digital Content 2015

As stated in the Ministry of Economy, Trade and Industry (METI)'s Current Status and Future Development Trends of the Contents Industry (July 2015), the Japanese contents industry is an up-and-coming industry, with growth anticipated from overseas development. In addition, it is believed to have a significant economic impact toward non-contents industries such as the manufacturing industry. It is also believed that leveraging the value of Japanese contents to acquire profits from overseas will be extremely important in order to realize sustainable growth going forward.

According to the Digital Content Association of Japan's White Paper on Digital Content 2015, the contents industry—comprising Japanese movies, anime, TV shows, games, and books—was approximately unchanged year-on-year, edging up 1.4% in 2014, to ¥12.0 trillion, making it the second largest contents industry in the world next to the United States. Although growth in the industry in recent years has leveled off due to Japan's declining population, the industry is anticipating growth from overseas development going forward through the METI-promoted "Cool Japan Strategy."



7. Pachinko/Pachislot Market Data

-  P.34 Trends in Pachinko/Pachislot Market (Editor: Greenbelt)
-  P.35 Pachinko/Pachislot Market Scale
-  P.36 Number of Pachinko Halls and Change in Number of Pachinko/Pachislot Machines Installed Per Hall
Number of Installed Pachinko/Pachislot Machines and Annual Turnover Rate
-  P.37 Unit Sales and Sales Amount of Pachinko/Pachislot Machines
Market Share by Manufacturers
-  P.38 Monthly Trends of Pachinko Halls
State of Model Certification Tests
-  P.39 Trends in Pachinko/Pachislot Market

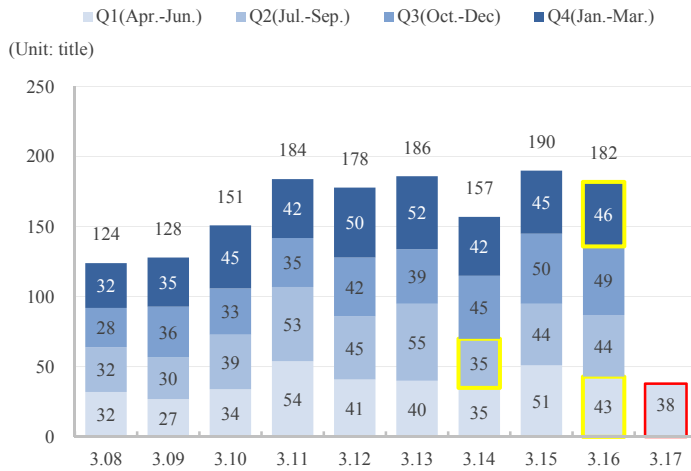
Trends in Pachinko/Pachislot Market (Editor: Greenbelt)

Trends in the pachinko market

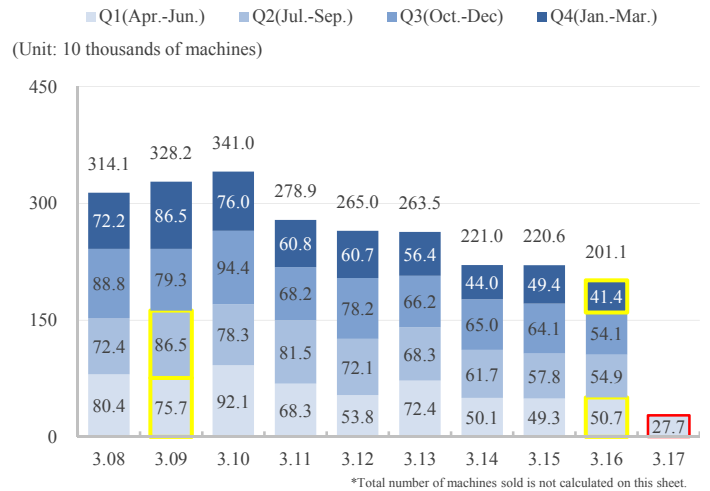
Figures have been greatly affected by voluntary restraint of machine replacement, with a slump in number of units sold that did not occur during the last period of restraint (Jun.-Jul. 2008)

During the first quarter of this period (Apr.-Jun. 2016), the number of pachinko titles sold was 38, which was five fewer than the same quarter of last year. To comply with efforts to tighten security for the Ise-Shima Summit, the industry voluntarily refrained from replacing machines in Japan in May. This, amongst other factors, resulted in the number of titles sold in the first quarter being below 30 for the first time in 11 quarters since the second quarter of the period ended March 31, 2014 (Jul.-Sep. 2013). The number of pachinko units sold greatly decreased to 277,000 units, a 230,000 decrease year-over-year and 137,000 less than the previous quarter (Jan.-Mar. 2016). Such a dramatic slump did not occur when restraints were implemented last time for the Toya Lake Summit because it was limited to a one-month period across the first and second quarters from mid-June to mid-July 2008.

Number of pachinko titles sold



Number of pachinko machines sold



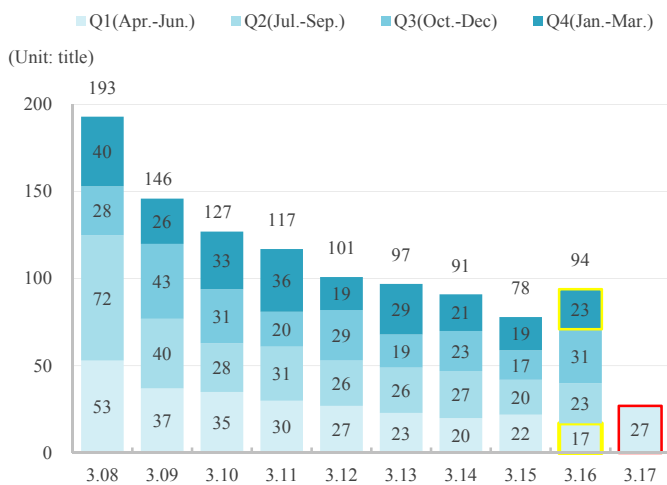
Trends in the pachislot market

Supporting demand has not been boosted despite increasing rush demand

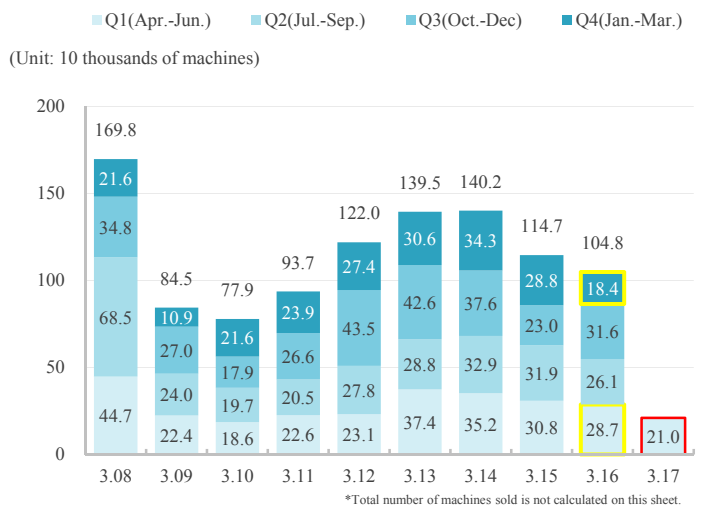
In the first quarter of this period (Apr.-Jun. 2016), the number of pachislot titles sold was 27, an increase of 10 titles compared to the same quarter of last year and an increase of four titles compared to the previous quarter (Jan.-Mar. 2016). It was the first time in two years that the number of titles sold in the first quarter exceeded the results of the previous year. It was also the first time in five years that the number of titles was over 25. In April, last-minute releases were active in anticipation of the voluntary pause on machine replacement in May, whereas promotion releases were active in June after the self-imposed controls.

The number of pachislot units sold in the first quarter of this period was 210,000, a decrease of 77,000 year-over-year. However, this figure was still 26,000 greater than that of the previous quarter. Although the number of units sold fell by about 25% year-over-year, sales results exceeded those of the previous quarter. Taking into account the fact that new units were unable to be introduced in May, it appears that pachinko halls want to minimize the effects of this. It is the first time in two quarters that quarter sales results have exceeded 200,000 units. However, the previous quarter exhibited a 200,000 dip, which was the first such decrease in 25 quarters (6 years, 3 months).

Number of pachislot titles sold



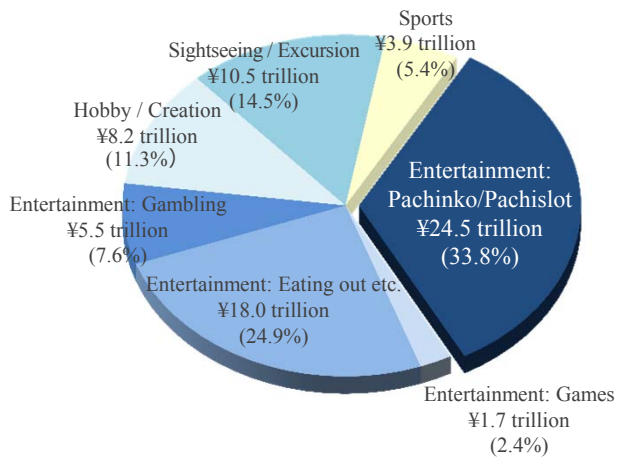
Number of pachislot machines sold



Pachinko/Pachislot Market Scale

Market Scale of Pachinko/Pachislot Industry

FY2014 Japanese Leisure Market ¥72.9 trillion

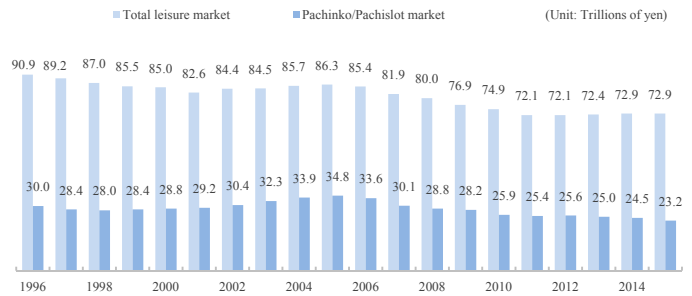


Pachinko/Pachislot is one of the leading forms of leisure in Japan, being played by about 9% of the population in pachinko halls of 11,310 venues

Change in Pachinko/Pachislot Market Scale

The data is updated every August by "White Paper on Leisure: Japan Productivity Center"

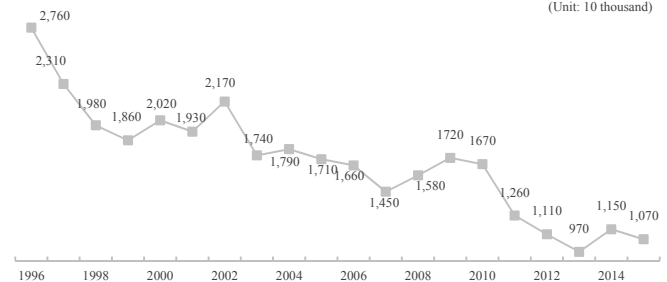
*The figure in 2015 is preliminary figure



Change in Number of Pachinko/Pachislot Players

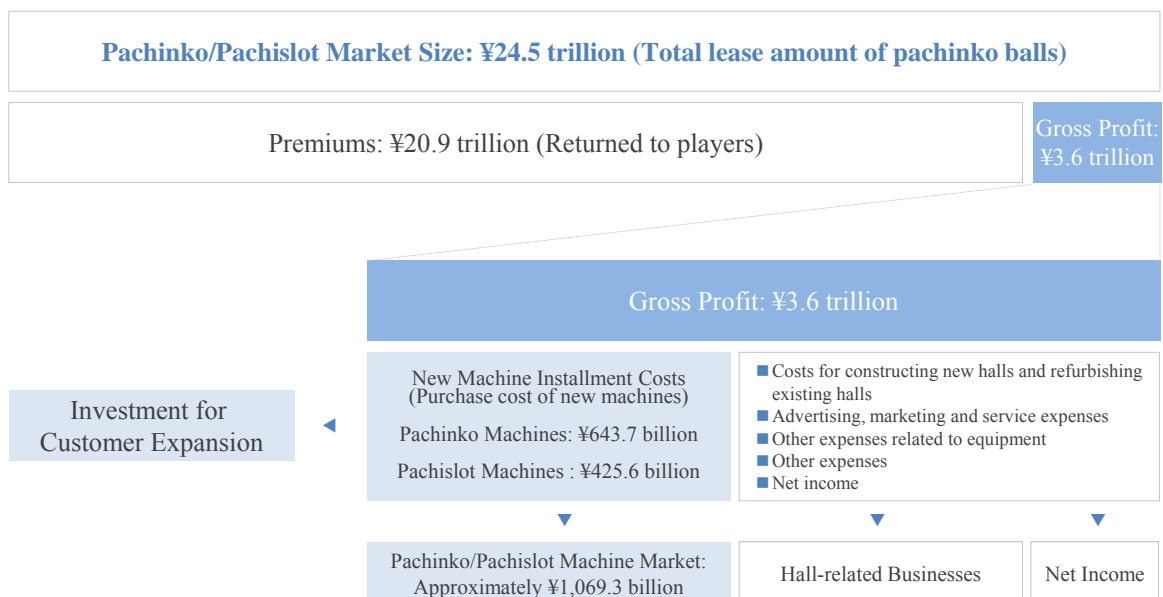
The data is updated every August by "White Paper on Leisure: Japan Productivity Center"

(Unit: 10 thousand)



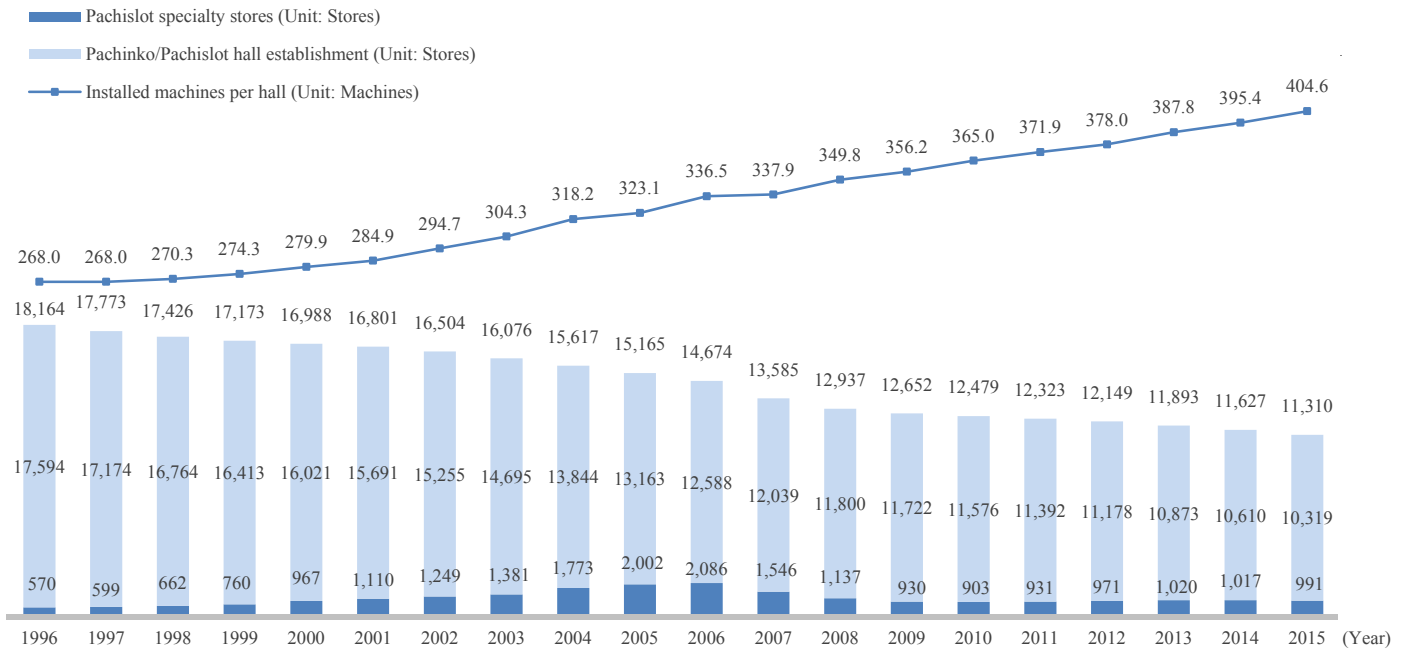
**"White Paper on Leisure" has changed the survey method to internet base survey since 2009.

Income Structure of Pachinko Halls



Number of Pachinko Halls and Change in Number of Pachinko/Pachislot Machines Installed Per Hall

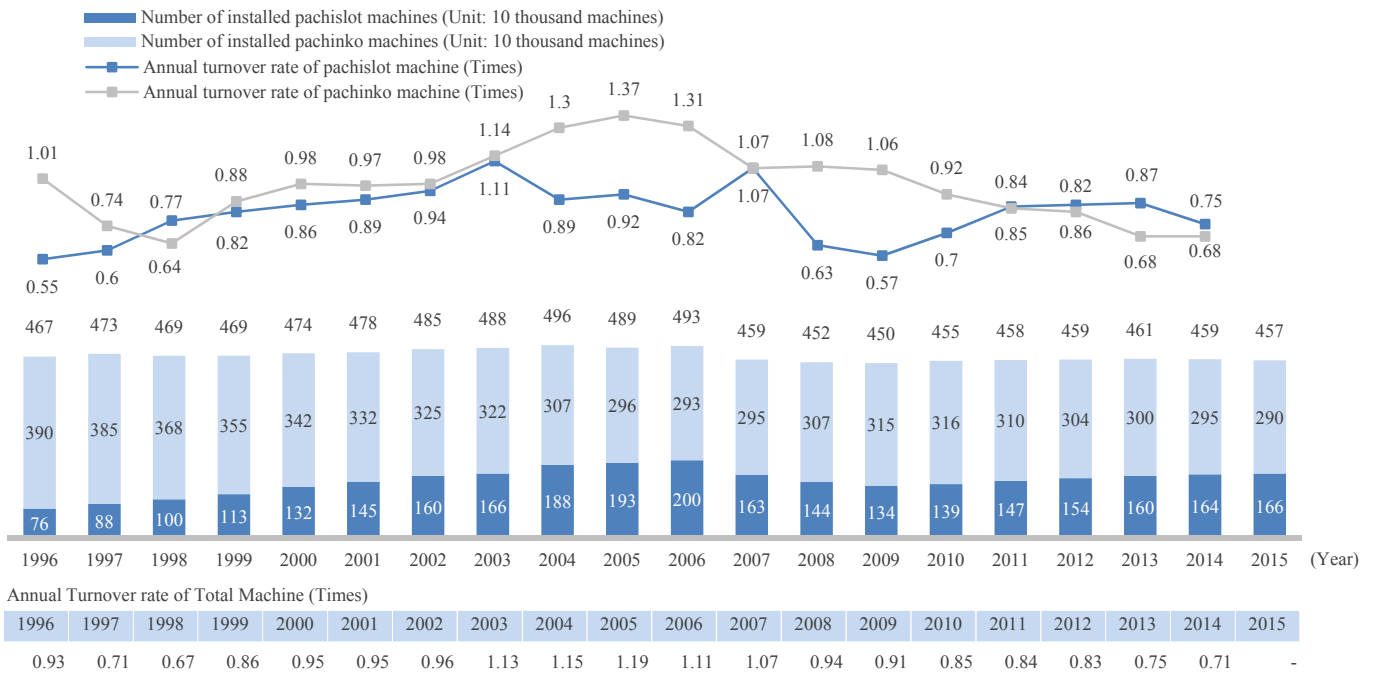
The data is updated every April by "National Police Agency's data"



Number of Installed Pachinko/Pachislot Machines and Annual Turnover Rate

The data of number of installed Pachinko/Pachislot machines is updated every April by "National Police Agency's data"

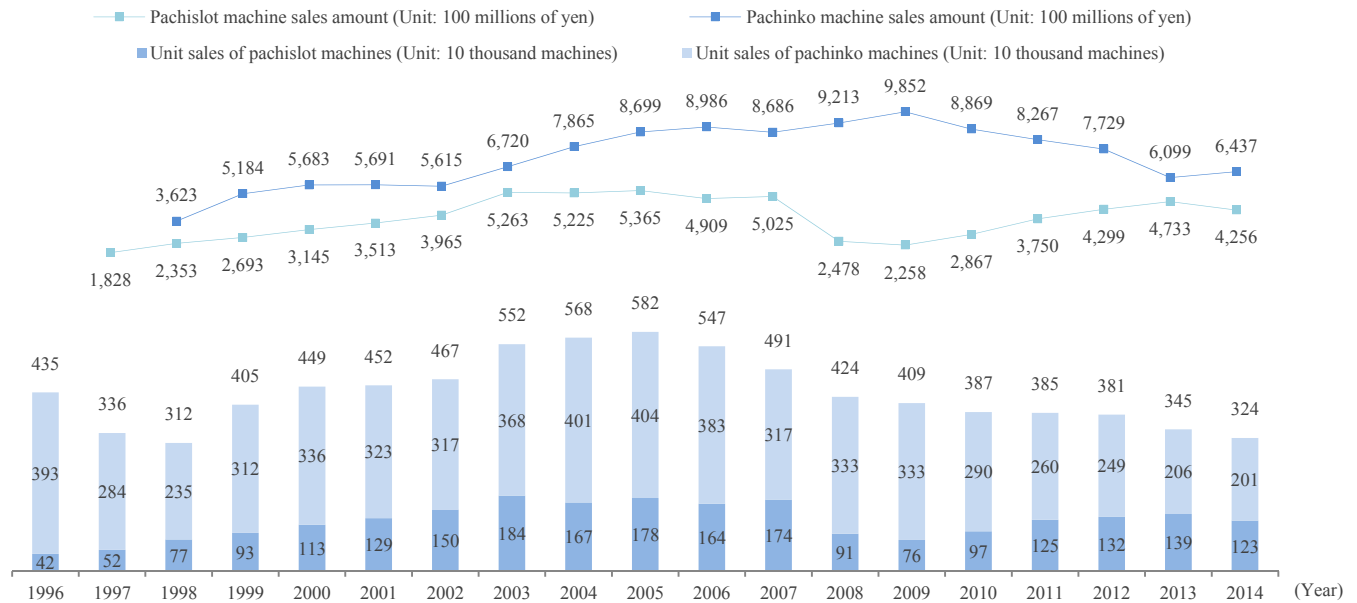
The data of annual turnover of pachislot machine is updated every August by "Trend and Market Share of Pachinko Related Manufacturers" by Yano Research Institute



Source: National Police Agency's data, "Trend and Market Share of Pachinko Related Manufacturers" by Yano Research Institute

Unit Sales and Sales Amount of Pachinko/Pachislot Machines

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



Pachinko/Pachislot machine total (100 millions of yen)

Year	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Total Sales Amount (100 million yen)	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	12,029	11,255	10,693

Market Share by Manufacturers

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	2009		2010		2011		2012		2013		2014	
	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share
1	SANYO	18.0%	SANYO	22.5%	KYORAKU	18.7%	SANYO	21.8%	KYORAKU	17.0%	SANYO	16.4%
2	SANKYO	17.2%	SANKYO	14.6%	SANKYO	13.9%	KYORAKU	20.3%	SANYO	15.4%	SANKYO	16.4%
3	KYORAKU	12.8%	Sammy	11.8%	Sammy	12.8%	HEIWA/OLYMPIA	10.1%	SANKYO	14.3%	KYORAKU	15.3%
4	Newgin	11.9%	KYORAKU	11.1%	SANYO	12.8%	Newgin	10.0%	Sammy	9.8%	HEIWA/OLYMPIA	12.5%
5	Sammy	10.8%	Newgin	10.2%	Newgin	9.8%	Sammy	8.7%	HEIWA/OLYMPIA	9.6%	Sammy	12.0%

* SANKYO's sales share includes Bisty

* Sammy's sales share includes GINZA and TAIYO ELEC

Unit Sales Share - Pachislot Machines

Ranking	2009		2010		2011		2012		2013		2014	
	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share
1	Sammy	21.3%	Sammy	30.9%	Sammy	23.9%	UNIVERSAL	17.8%	Sammy	21.7%	Sammy	16.8%
2	SANKYO	13.6%	DAITO	11.9%	DAITO	15.9%	Sammy	15.3%	UNIVERSAL	15.5%	UNIVERSAL	16.6%
3	UNIVERSAL	13.1%	SANKYO	11.9%	YAMASA	15.6%	YAMASA	14.6%	HEIWA/OLYMPIA	8.6%	DAITO	10.4%
4	YAMASA	9.5%	HEIWA/OLYMPIA	11.3%	UNIVERSAL	13.7%	DAITO	14.0%	SANKYO	8.4%	YAMASA	8.7%
5	KITA DENSHI	7.8%	UNIVERSAL	10.5%	SANKYO	7.6%	KITA DENSHI	8.3%	DAITO	7.3%	HEIWA/OLYMPIA	7.5%

* Sammy's sales share includes RODEO, IGT, TRIVY, and TAIYO ELEC

* SANKYO's sales share includes Bisty

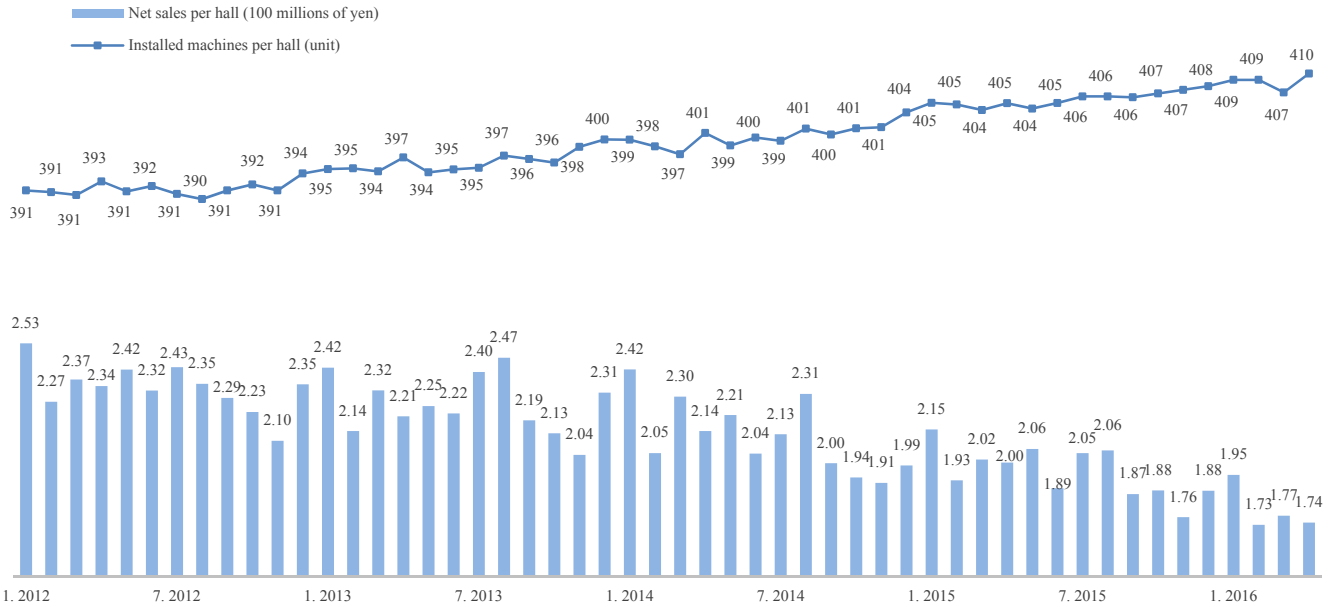
* Aruze changed the company name to Universal Entertainment in 2009

* 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

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

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



* Figures are calculated based on data and growth rates released in the "Current Survey of Selected Service Industries," using January 2001 as the reference point.

* The survey covers approximately 300-400 halls from January 2008 to December 2012 and approximately 1,200 halls from January 2013. The Ministry of Economy, Trade and Industry outsource to the Zennichiyuren to pick up the hall for survey from 47 prefectures.

State of Model Certification Tests




Pachinko Machines

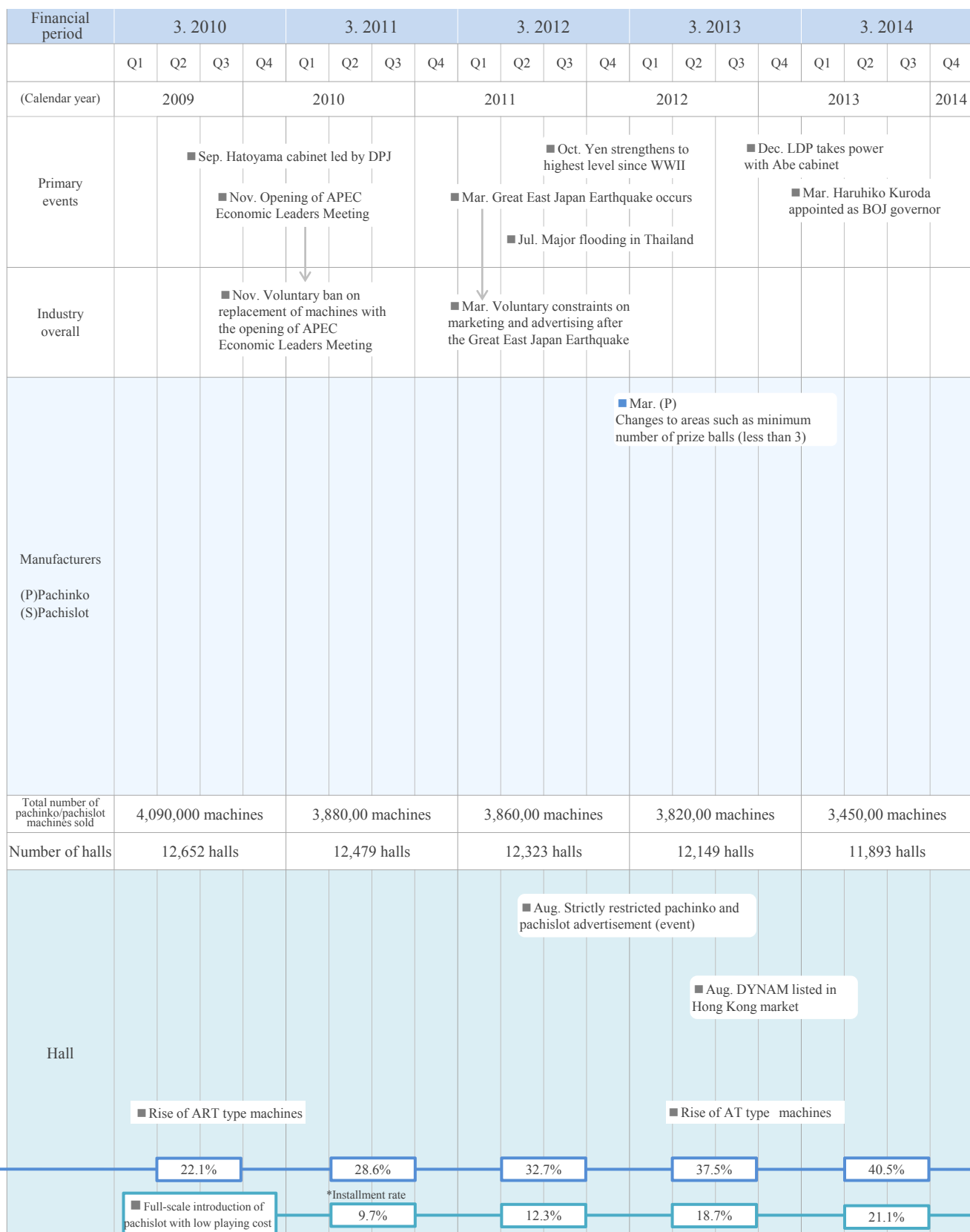
		Jun.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
2013	Application	36	39	34	30	51	31	56	41	48	41	45	38	483
	Pass	27	34	34	26	40	28	53	33	43	35	39	31	412
	Passing test Ratio	75.0%	87.2%	100.0%	86.7%	78.4%	90.3%	94.6%	80.5%	89.6%	85.4%	86.7%	81.6%	85.3%
2014	Application	45	57	44	51	52	48	48	48	48	60	48	53	602
	Pass	37	51	36	44	45	41	44	39	41	47	42	38	505
	Passing test Ratio	82.2%	89.5%	81.8%	86.3%	86.5%	85.4%	91.7%	81.3%	85.4%	78.3%	87.5%	71.6%	83.8%
2015	Application	55	53	60	50	58	66	58	63	65	52	60	50	690
	Pass	37	41	45	36	50	59	47	50	54	35	36	28	518
	Passing test Ratio	67.3%	77.4%	75.0%	72.0%	86.2%	89.4%	81.0%	79.4%	83.1%	67.3%	60.0%	56.0%	75.1%
2016	Application	54	73	88	79	58	94							
	Pass	26	28	49	41	27	45							
	Passing test Ratio	48.1%	38.4%	55.7%	51.9%	46.6%	47.9%							

Pachislot Machines

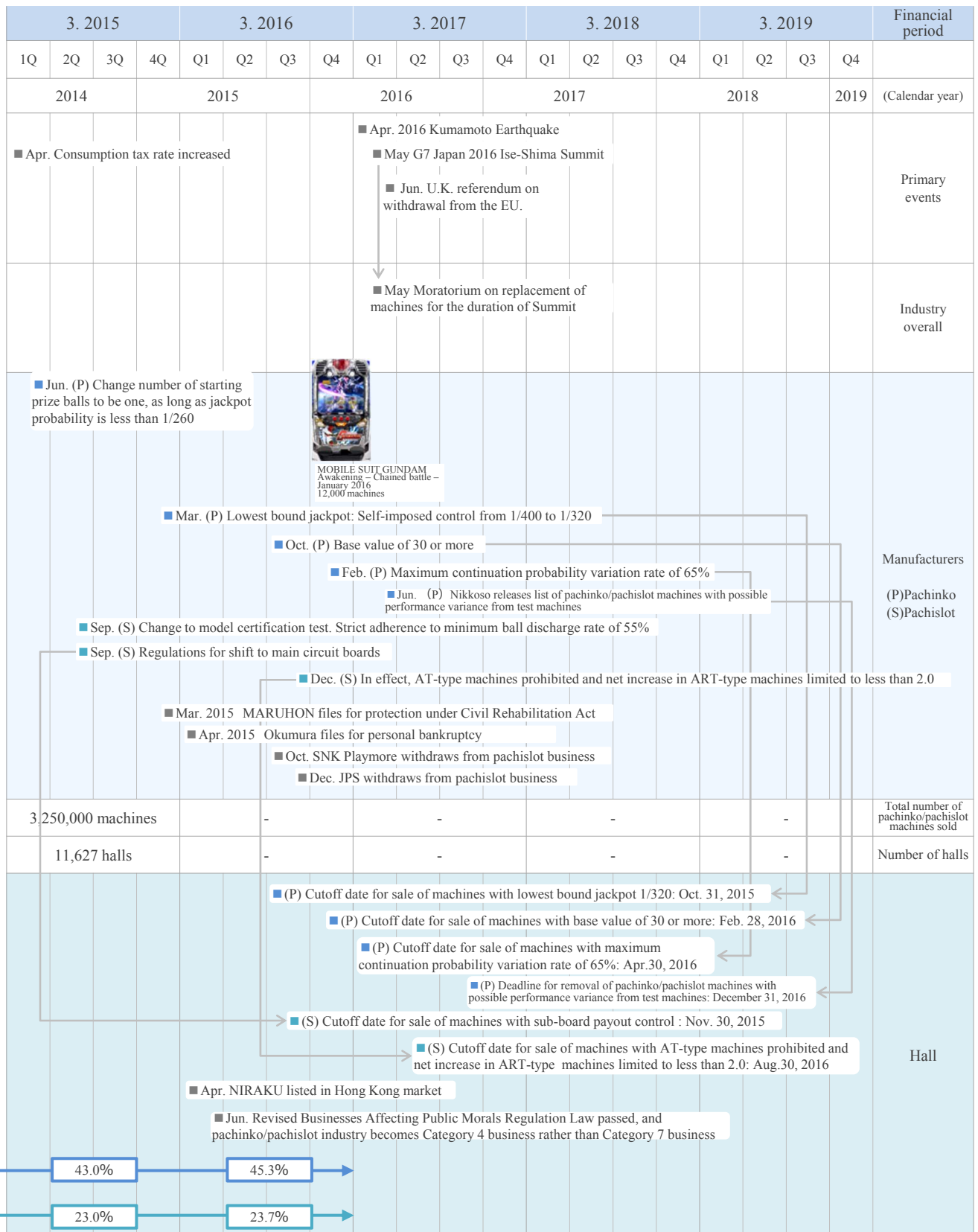
		Jun.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
2013	Application	62	41	35	57	62	46	43	47	47	61	68	66	644
	Pass	24	23	13	17	29	17	16	19	18	26	28	21	251
	Passing test Ratio	38.7%	56.1%	37.1%	29.8%	46.8%	37.0%	37.2%	40.4%	38.3%	42.6%	41.2%	31.8%	39.0%
2014	Application	42	45	38	60	53	61	61	49	46	32	20	38	545
	Pass	21	21	12	23	17	29	24	21	3	13	12	7	203
	Passing test Ratio	50.0%	46.7%	31.6%	38.3%	32.1%	47.5%	39.3%	42.9%	6.5%	40.6%	60.0%	18.4%	37.2%
2015	Application	17	8	31	39	43	35	95	74	37	62	67	71	579
	Pass	5	3	14	19	19	15	45	28	13	29	31	29	250
	Passing test Ratio	29.4%	37.5%	45.2%	48.7%	44.2%	42.9%	47.4%	37.8%	35.1%	46.8%	46.3%	40.8%	43.2%
2016	Application	59	69	51	75	50	47							
	Pass	25	29	22	33	22	13							
	Passing test Ratio	42.4%	42.0%	43.1%	44.0%	44.0%	27.7%							

Trends in Pachinko/Pachislot Market


Financial period	3. 2005				3. 2006				3. 2007				3. 2008				3. 2009											
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4								
(Calendar year)	2004				2005				2006				2007				2008				2009							
Primary events	<ul style="list-style-type: none"> Oct. Mid Niigata Earthquake Dec. Sumatra-Andaman Earthquake 				<ul style="list-style-type: none"> Jan. Livedoor incident 				<ul style="list-style-type: none"> Aug. Sub-prime loan problem in US 				<ul style="list-style-type: none"> Jul. G8 Hokkaido Toyako Summit Sep. US-based Lehman Brothers collapses 															
Industry overall	<ul style="list-style-type: none"> Jul. Revisions to pachinko/pachislot machine regulations go into effect 																<ul style="list-style-type: none"> Jul. Voluntary ban on replacement of machines with the opening of G8 Summit 											
Manufacturers (P)Pachinko (S)Pachislot	<ul style="list-style-type: none"> Jul. (P) Revised regulation → Deregulation Abolition of classification Nikkoso revised internal regulation Lowest bound jackpot: 1/360-1/500  <p>Neon Genesis Evangelion Dec. 2004 125,000 machines</p>				<ul style="list-style-type: none"> Oct. (P) Lowest bound jackpot: Self-imposed control from 1/500 to 1/400  <p>Second Impact Feb. 2006 161,000 machines</p>												<ul style="list-style-type: none"> Mar. (P) Looser standards for staging side, such as retained devices 				<ul style="list-style-type: none"> Oct. (P) Change in method for calculating jackpot Nov. (P) Changes regarding specifications for machines combining the wing-type and 7-type machines. 							
Total number of pachinko/pachislot machines sold	5,680,000 machines				5,830,000 machines				5,480,000 machines				4,910,000 machines				4,250,000 machines											
Number of halls	15,617 halls				15,165 halls				14,674 halls				13,585 halls				12,937 halls											
Hall					<ul style="list-style-type: none"> “Neon Genesis Evangelion” released as first Regulation 5 machine in industry  <p>Neon Genesis Evangelion Sep. 2005 23,000 machines</p>				<ul style="list-style-type: none"> May Revised Law on Control and Improvement of Amusement Businesses goes into effect *Stricter operations of halls (reinforced penalties), such as thorough implementation of ban on ball discharge guarantees when hall closes and on customers under the age of 18 				<ul style="list-style-type: none"> Oct. Shift to regulation 5 machine is complete 				<ul style="list-style-type: none"> Increase in closures of dedicated pachislot halls 				<ul style="list-style-type: none"> Full-scale introduction of pachinko with low playing cost 				<ul style="list-style-type: none"> *Installment rate 14.1% 			




Trends in Pachinko/Pachislot Market




8. Entertainment Market Data

 P.43 Trends in Games Market
Trends in Tos Market

 P.44 Market Scale of Digital Content Business
Sales Amount of Comic Books and Comic Magazines

 P.45 Market Scale of Animation Industry
Box-Office of Domestic Movie Theaters

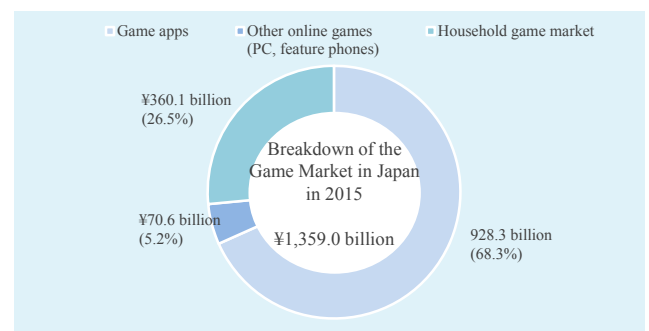
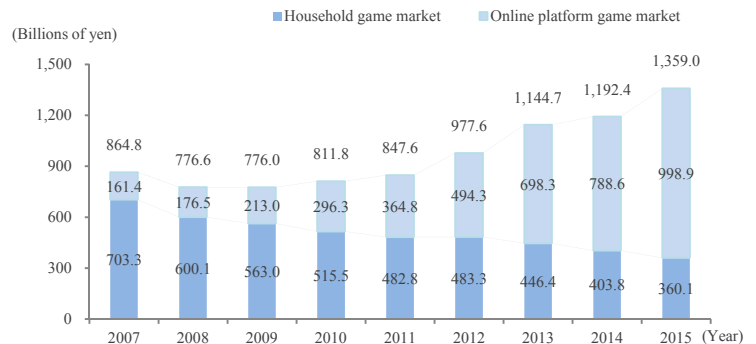
 P.46 Market Scale of Broadcasting Industry
Market Scale of Mobile Business

Trends in Games Market

The data is updated by White Paper on Famitsu Games 2015 of KADOKAWA CORPORATION

The KADOKAWA CORPORATION's White Paper on Famitsu Games 2016 states that the household game market decreased 10.8% year-on-year, to ¥360.1 billion (total of game hardware and software) in 2015. Meanwhile, the online platform game market (game apps for smartphones/tablets, games on SNS platforms for feature phones, and online PC games) increased 26.7%, to ¥998.9 billion. As a result, the size of the game market in Japan reached a record-high ¥1,359.0 billion, up 14.0% year-on-year.

Within the online platform game market, the size of the game app market (game apps for smartphones/tablets and games on SNS platforms for feature phones) increased 29.8% year-on-year to ¥928.3 billion, accounting for approximately 70% of the domestic game market and helping to drive its expansion.

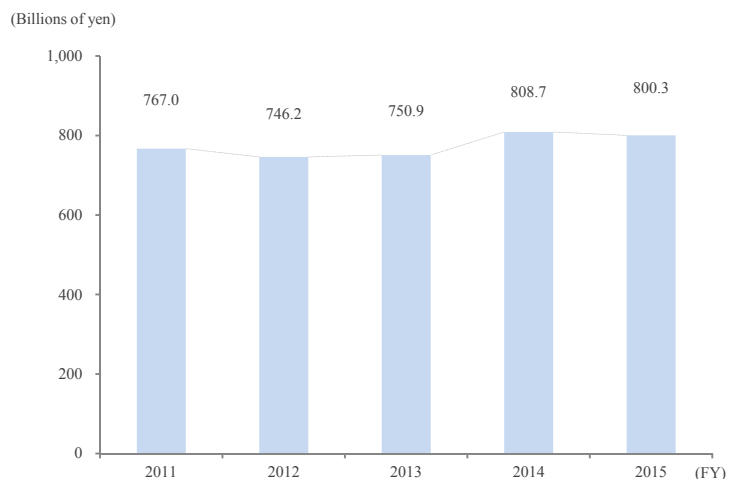


Trends in Toys Market

The data is updated by the Japan Toy Association

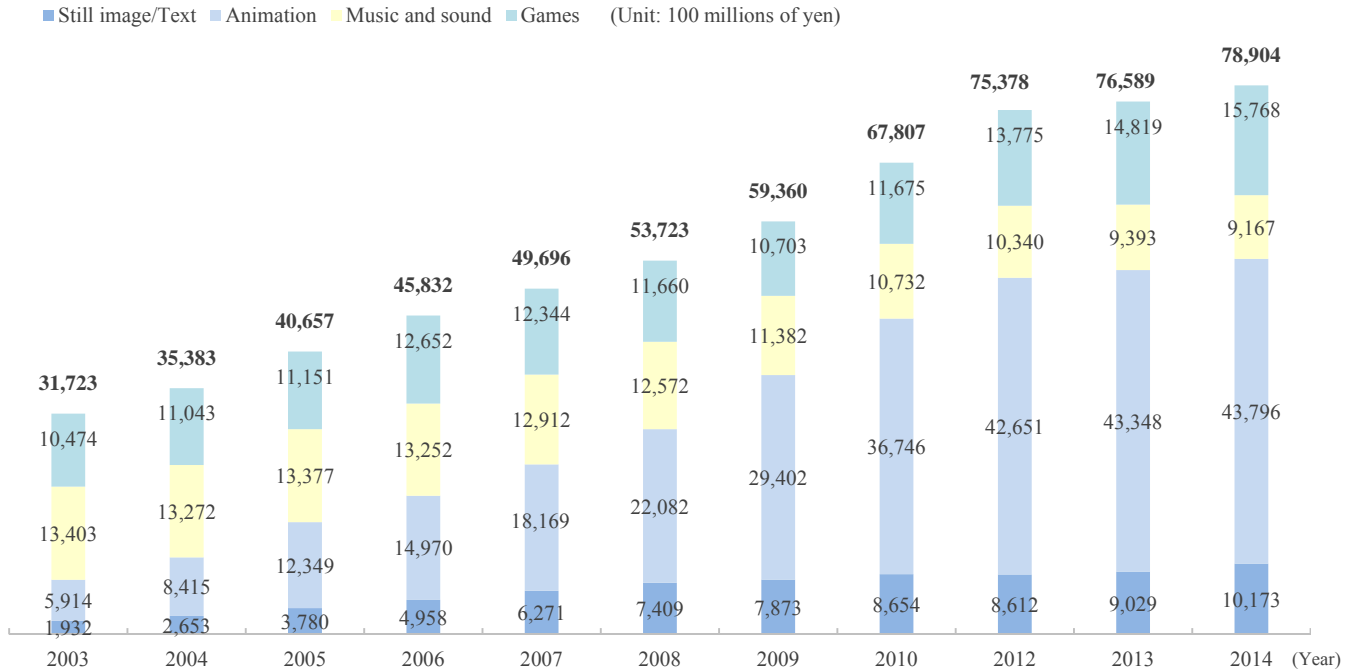
According to an announcement by the Japan Toy Association, the Japanese toy market was worth 800.3 billion yen (0.1% decrease compared with the previous fiscal year). This remained at a similar level to the previous year, which saw the highest level sales in 10 years. Furthermore, in terms of peripheral fields, the capsule toys market, was worth 31.6 billion yen (0.9% decrease), and the toy confectionary market was valued at 52.0 billion yen (21.1% decrease).

In 2015, trading card games saw a resurgence in popularity, and sales of regular products including dolls and doll houses also increased. Also, in response to the popularity last year of character-related goods aimed at children, sales of boy's characters, soft toys, knick-knacks and small toys fell.



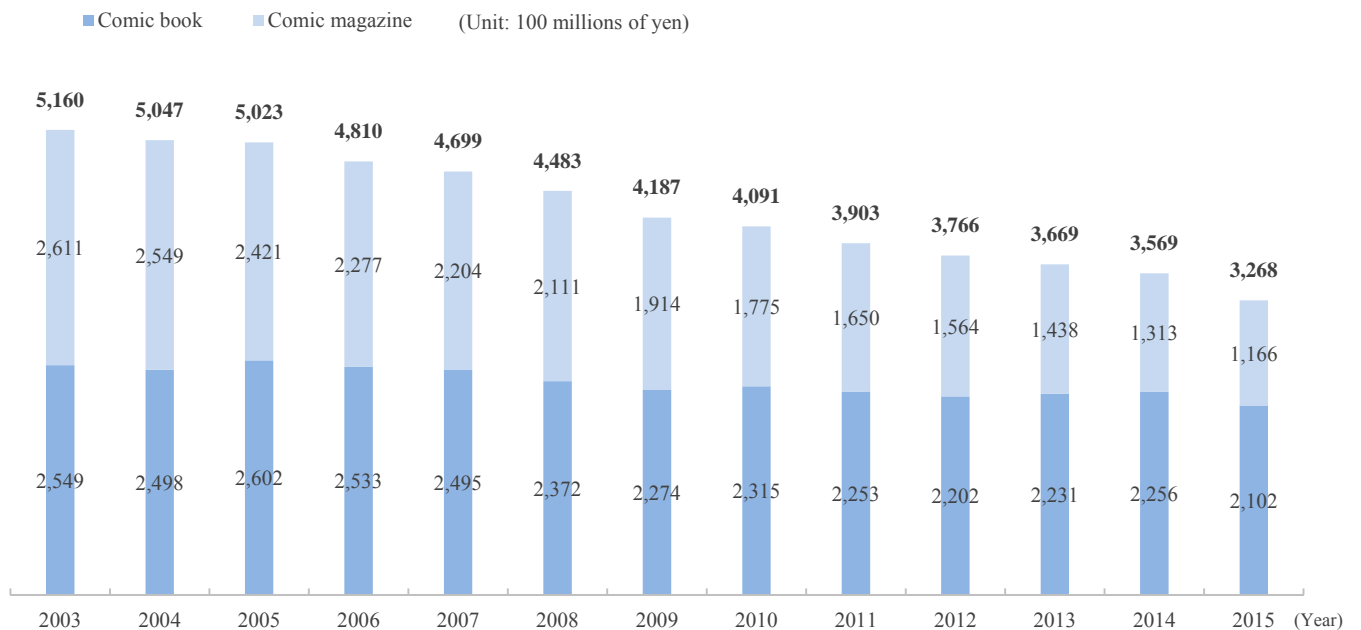
Market Scale of Digital Content Business

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

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."



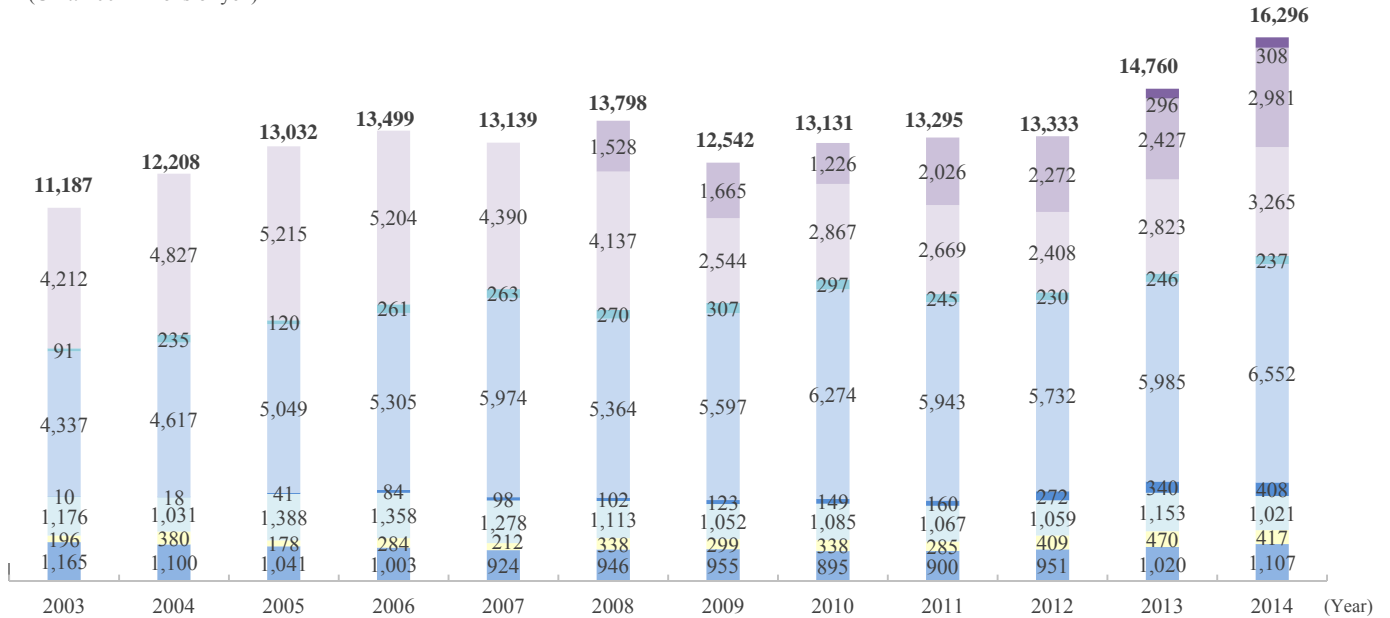
Market Scale of Animation Industry

The data is updated every April 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)

■ TV ■ Theater/Movie ■ Video ■ Broadcast ■ Commercialization ■ Music ■ Overseas ■ Pachinko/Pachislot ■ Live

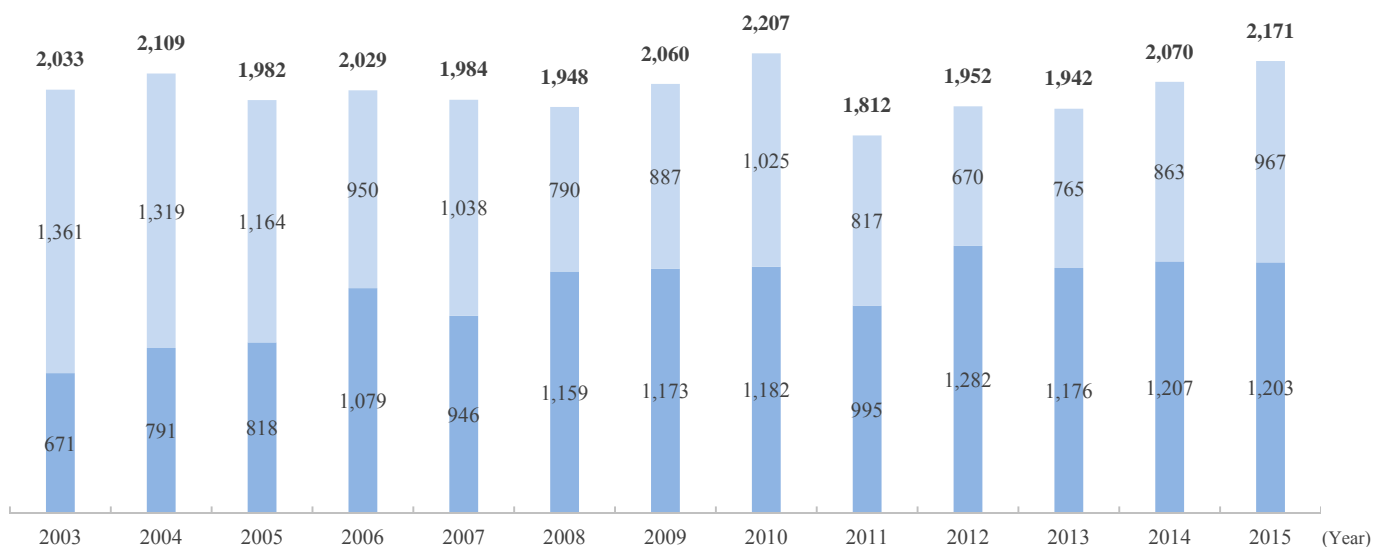
(Unit: 100 millions of yen)



Box-Office of Domestic Movie Theaters

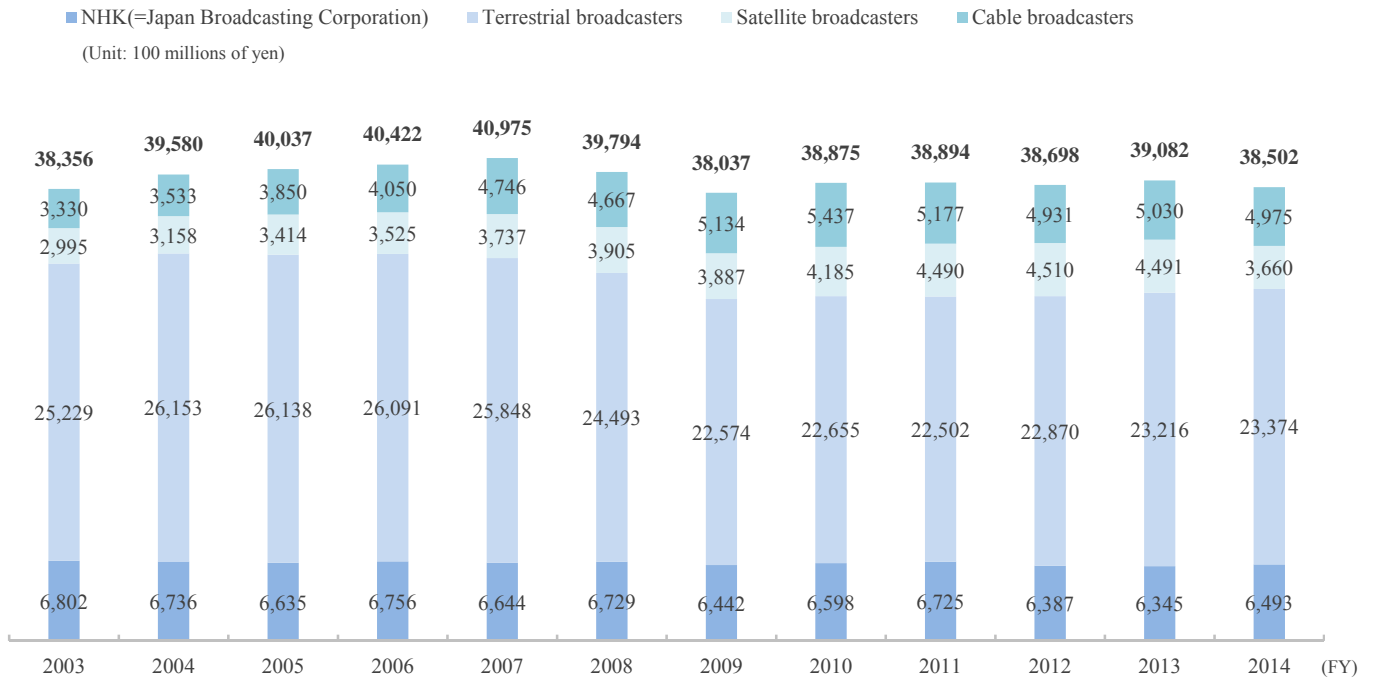
The data is updated every January by "Statistics of Film Industry in Japan: Motion Picture Producers Association of Japanese, Inc."

■ Japanese movies ■ Foreign movies (Unit: 100 millions of yen)



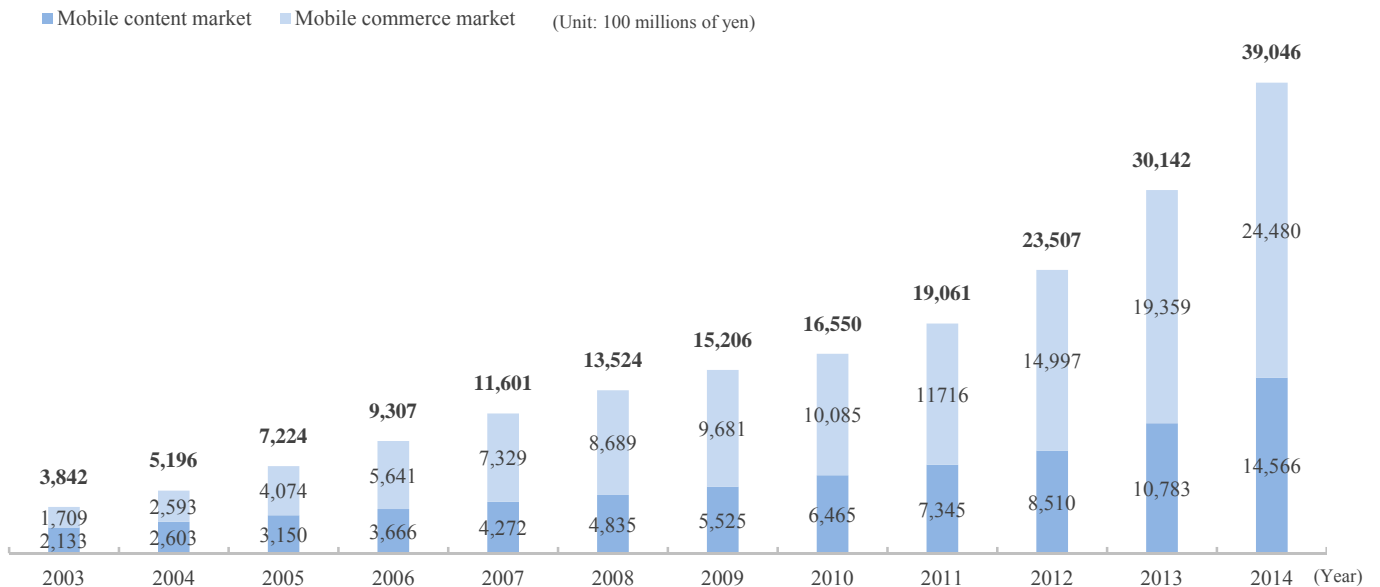
Market Scale of Broadcasting Industry

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."



Market Scale of Mobile Business

The data is updated every July by "Mobile Content Forum."



9. Corporate Information etc.

 P.48 Corporate Profile


 P.49 Organization

 P.50 Our Tracks

 P.52 Main Group Companies

 P.53 Corporate Governance System
Profit Return Policy

 P.54 CSR Activities

 P.57 Reference: Notification of
Our IR Site

Corporate Profile

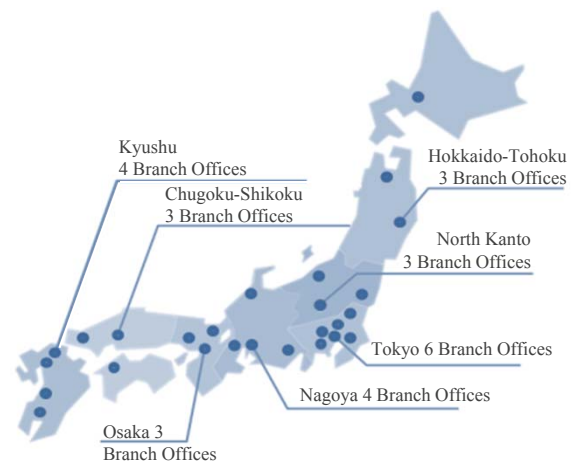
(As of June 30, 2016)

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 Nampo-dai-cho, Shibuya-ku, Tokyo 150-0036, Japan
Common stock	¥7,948 million
Stock information	Total number of shares issued and outstanding: 34,700,000 (Treasury stock: 1,516,300)
Securities exchange	The first section of the Tokyo Stock Exchange Code: 2767
Number of employees	1,877 (Consolidated), 843 (Non-Consolidated)
Main business activities	Content-related businesses Planning, development and sales of pachinko/pachislot machines
Consolidated Subsidiaries	<ul style="list-style-type: none"> • Lucent Pictures Entertainment, Inc. • Digital Frontier Inc. • Tsuburaya Productions Co., Ltd. • BOOOM Corporation • K.K. CROSSALPHA and others total 16 companies
Equity method companies	<ul style="list-style-type: none"> • HERO'S INC. • Kadokawa Haruki Corporation and others total 9 companies

<Regional Offices : 7>
Hokkaido-Tohoku, North Kanto, Tokyo, Nagoya, Osaka, Chugoku-Shikoku, Kyushu

Regional Offices and Branch Offices

<Branch Offices : 26>
Sapporo, Sendai, Aomori, Takasaki, Niigata, Koriyama, Tokyo, West Tokyo, Chiba, Saitama, Yokohama, Tsukuba, Nagoya, Mie, Shizuoka, Osaka, Kyoto, Kobe, Kanazawa, Hiroshima, Yamaguchi, Matsuyama, Fukuoka, Saga, Kumamoto, Kagoshima



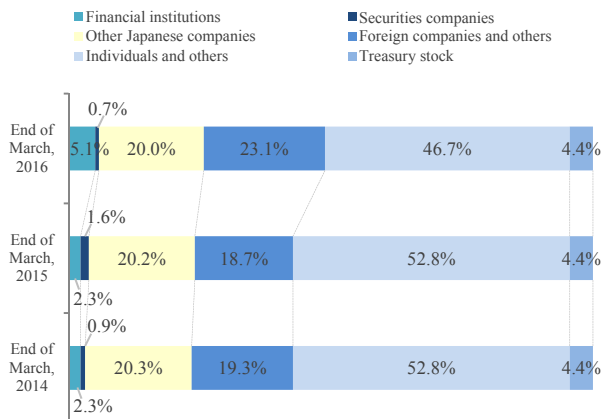
Stock Information

Stock Information

(As of March 31, 2016)

Total number of authorized shares	138,800,000
number of shares issued	34,700,000
Treasury stock	1,516,200
shareholders	6,162

By type of shareholder



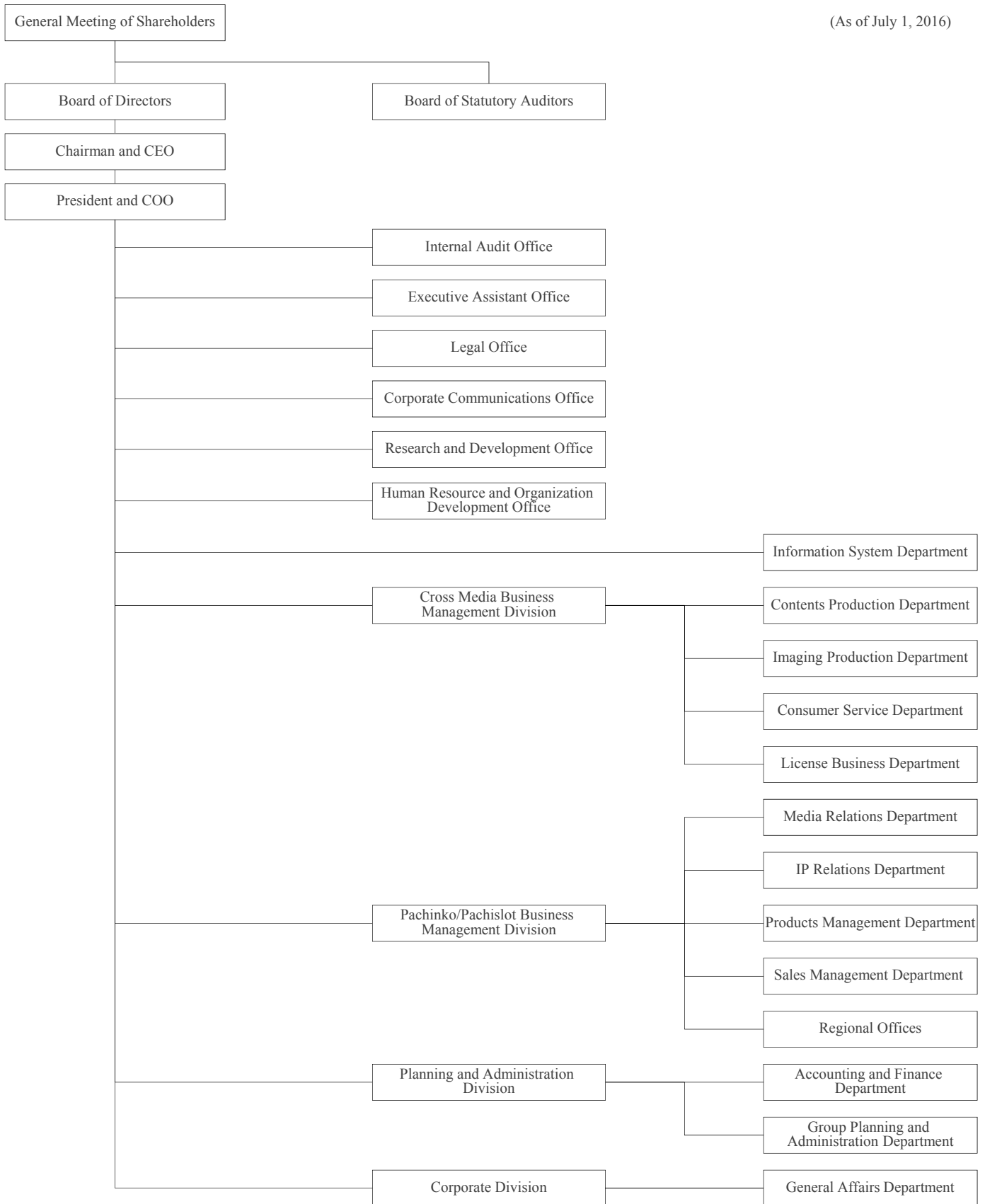
Major shareholders

(As of March 31, 2016)

Shareholders	Number of shares held	Percentage of outstanding shares held
Hidetoshi Yamamoto	8,675,000	25.00%
SANKYO CO., LTD.	5,205,000	15.00%
Takashi Yamamoto	3,612,800	10.41%
Mint Co.	1,600,000	4.61%
Treasury Stock	1,516,200	4.37%
GOLDMAN, SACHS & CO. REG	1,394,600	4.02%
NORTHERN TRUST CO. (AVFC) RE NVI01	1,333,900	3.84%
STATE STREET BANK AND TRUST COMPANY 505103	568,500	1.64%
STATE STREET BANK AND TRUST COMPANY 505019	547,400	1.58%
NORTHERN TRUST CO. (AVFC) RE IEDU UCITS CLIENTS NON LENDING 15PCT TREATY ACCOUNT	514,500	1.48%

Organization

(As of July 1, 2016)



Our Tracks

From 1988
Seeking to Create
New Entertainment
That Enriches
People's Lives

From 1998
Focusing on Developing Machines
That Provide Greater Entertainment Value

From 2003
Toward the Multifaceted
Development of IPD

- 1988 Toyo Shoji Co., Ltd. established in Nagoya to sell pachinko/pachislot machines
- 1992 Leisure Nippon News Company acquired; Formulation of a vision for the pachinko industry began
Cutting-edge information service launched
- 1992 "Hall TV," a pachinko hall management support system, launched
- 1994 "Pachinko Information Station," a direct-to-hall communications satellite broadcast for the pachinko industry, launched
Regional and branch offices throughout Japan were expanded to establish our foundation as a distributor
- 1999 ISO 9002 certification (Sales Division) obtained to provide superior operational quality to customers
- 2001 Company name changed from Toyo Shoji Co., Ltd. to Fields Corporation
- Alliance with leading manufacturers formed to develop pachinko/pachislot machines utilizing IP
- 2001 Alliance with Sammy Corporation formed; Exclusive sales of RODEO brand machines began
- 2003 Alliance with SANKYO CO., LTD. formed; Exclusive sales of Bisty brand machines began
- 2008 Alliance with KYORAKU SANGYO formed; Exclusive sales of OK!! brand began
- 2009 Alliance with Enterrise Co., Ltd. (subsidiary of CAPCOM CO., LTD.) formed; Exclusive sales of Enterrise brand began
- 2012 Alliance with Universal Entertainment Corporation formed
- 2013 Alliance with D-light Co., Ltd. formed
- 2014 Alliance with NANASHOW Corporation formed
- 2015 K.K. Aristocrat Technologies (currently K.K. CROSSALPHA) made a subsidiary
K.K. Spiky made a subsidiary (wholly-owned subsidiary of K.K. Aristocrat Technologies currently knows as K.K. CROSSALPHA)
Alliance with Daiichi Shokai Co., Ltd.
- Sports entertainment field entered to acquire IP rights
- 2001 Professional Management Co., Ltd. launched; Entertainment production began
- 2001 Total Workout Corporation established to provide high-quality sports gyms
- 2005 Three sports-related subsidiaries merged and renamed Japan Sports Marketing Inc. (JSM Inc.)
- 2007 EXPRESS Inc. made a subsidiary
- 2011 Total Workout premium management Inc. established
- 2012 Absorption of JSM Inc.'s fitness club business considering future growth and synergistic effects
- 2013 Absorption-type merger of EXPRESS Inc. aiming at improving management efficiency
- 2014 Dining facility TOTAL FOODS (produced by TOTAL Workout) opened
- 2003 Shares listed on the JASDAQ market; New IP core business model announced
The video game field entered as part of multifaceted IP development
- 2004 Pachinko/pachislot machine simulator software launched, following investment in D3 Publisher Inc.
- 2009 D3PUBLISHER INC. shares sold to NAMCO BANDAI Games Inc.; Relationship with NAMCO BANDAI Games strengthened
- 2005 The movie field entered to acquire IP and promote multifaceted IP development
- 2005 Planning and production of many movies for the theater began, following investment in Kadokawa Haruki Corporation
- 2008 Promotion of trend-setting cinema complexes for independent films began, following investment in SPO Entertainment Inc. (management company of movie theaters)
- 2006 The cabled and mobile online services field entered for the acquisition, creation and multifaceted development of IP
- 2006 The mobile site "Fields Mobile" developed, following investment in FutureScope Corporation
- 2010 IP Bros. Incorporated jointly established with NHN Japan Corporation; Pachinko/pachislot-related site "Nanapachi" developed
- 2015 Absorption merger of IP Bros by FutureScope Corp.
- 2007 The animation field entered to acquire and cultivate IP
- 2007 Operations at Lucent Pictures Entertainment, Inc. began;
Feature-length animation film trilogy "BERSERK" planned and produced



2004 Launched CR Neon Genesis Evangelion pachinko machine



2012 Planned and produced feature-length animation trilogy BERSERK THE GOLDEN AGE ARC

2008 The video development field entered to enhance the entertainment offered by pachinko/pachislot

- 2008 Shinnichi Technology Co., Ltd. established
- 2009 F Corporation (currently BOOOM Corporation) established
- 2011 MICROCABIN CORP. made a subsidiary
- 2011 NEX ENTERTAINMENT CO., LTD. made a subsidiary
- 2013 F Corporation (currently XAAX Inc.) established

The digital comics fields entered as part of multifaceted IP development efforts

- 2008 Digital comics distribution began, following investment in Bbmf Magazine, inc.
- 2012 Sold shares in Bbmf Magazine, inc.

2010 The comics field entered to create IP

- 2010 Publishing company HERO'S INC. jointly established with Shogakukan Creative INC.
- 2011 Publishing of "HERO'S" Monthly magazine began
- 2012 Published "HERO'S Comics"
- 2016 Electronic comic distribution of Heroes products started in collaboration with China Mobile and Kidstone



2010 Tsuburaya Productions Co., Ltd. made a subsidiary



2011 Publishing of "HERO'S" Monthly magazine began

Toward holding/cultivating IP

- 2010 Tsuburaya Productions Co., Ltd., owner of the "Ultraman" series and other high-quality IP, made a subsidiary

The movie production field entered to acquire and cultivate IP

- 2010 Digital Frontier Inc. made a subsidiary; Provision of high-quality video technology began
- 2011 Digital Frontier (Taiwan) made a subsidiary to expand the film production line overseas
- 2011 Fly Studio SDN. BHD. (Malaysia) made a subsidiary to expand the film production line overseas

2012 Announced "Developing Business Model" based on characters and other IP with the aim of maximizing IP value

Group systems set up and network with external partners strengthened to raise IP value

- 2012 Collaboration with SOTSU CO., LTD. and Toho Co., Ltd. to begin cross-media development of "MAJESTIC PRINCE"
- 2014 "APPLESEED ALPHA" produced with US-based Sony Pictures Entertainment Released in North America and Japan
- 2014 Alliance with Level-5 Inc. and RPG "USHIRO" novelized jointly with KADOKAWA CORPORATION
- 2014 Alliance with DLE Inc. and a project launched for cross-media development of "SWORDGAI," which runs in the "HERO'S" Monthly
- 2015 Developing the new conceptual licensed brand "A MAN of ULTRA" with the companies of the various fields
- 2016 APPLESEED ALPHA received first prize by category at the VFX-JAPAN Awards 2016
A MAN of ULTRA received the grand prize for Character & Brand of the Year 2016 at the Japan Brand and Licensing Awards



2015 Developing "A MAN of ULTRA"

2015 Market changed to first section of the Tokyo Stock Exchange

Main Group Companies

(As of June 30, 2016)

	Company name	Holding ratio of voting rights	Paid-in capital (Million yen)	Address	Business activities	Investment date
Comics	<input type="checkbox"/> HERO'S INC.	49.0	10	Shibuya-ku, Tokyo	Comic magazine and character contents planning, operation and production	Apr. 2010
Animation	<input type="radio"/> Lucent Pictures Entertainment, Inc.	100.0	20	Shibuya-ku, Tokyo	Planning, production and producing of animations	Oct. 2007
	<input type="radio"/> Digital Frontier Inc.	86.9	31	Shibuya-ku, Tokyo	CG planning and production, etc.	Apr. 2010
Movies/TV	<input type="checkbox"/> SPO Entertainment Inc.	31.8	371	Chuo-ku, Tokyo	Movie planning, production and distribution, etc.	Mar. 2008
Merchandising						
Interactive Media	<input type="radio"/> FutureScope Corp.	94.4	60	Meguro-ku, Tokyo	Mobile contents service provider and mail order	Oct. 2006
Consumer Products	<input type="radio"/> Tsuburaya Productions Co., Ltd.	51.0	310	Shibuya-ku, Tokyo	Movie/TV planning and production Character goods planning, production and sales	Apr. 2010
	<input type="radio"/> Total Workout premium management Inc.	95.0	5	Shibuya-ku, Tokyo	Running fitness gym	May 2011
Pachinko/ Pachislot	<input type="radio"/> Fields Jr. Corporation	100.0	10	Shibuya-ku, Tokyo	Pachinko/pachislot machine maintenance, etc.	Mar. 2002
	<input type="radio"/> Shinnichi Technology Co., Ltd.	100.0	50	Shibuya-ku, Tokyo	Development of pachinko/pachislot machine	Jan. 2008
	<input type="radio"/> BOOOM Corporation	51.0	10	Shibuya-ku, Tokyo	Pachinko/pachislot machine planning and development	May 2009
	<input type="checkbox"/> SOUGOU MEDIA INC.	35.0	10	Shibuya-ku, Tokyo	Advertising agency work, etc.	Mar. 2010
	<input type="radio"/> MICROCABIN CORP.	100.0	10	Yokkaichi-shi, Mie	Planning and development of software for commercial-use machine	Jan. 2011
	<input type="checkbox"/> Mizuho Corp.	49.7	10	Koto-ku, Tokyo	Development and manufacturing of pachinko/pachislot machine	Feb. 2012
	<input type="checkbox"/> NANASHOW CORPORATION	38.9	40	Shibuya-ku, Tokyo	Development and manufacturing of pachinko/pachislot machine	Jan. 2014
	<input type="radio"/> K.K. CROSSALPHA	100.0	10	Shibuya-ku, Tokyo	Development and manufacturing of pachislot machine	May 2015
<input type="radio"/> K.K. Spiky	100.0	100	Shibuya-ku, Tokyo	Development and manufacturing of pachislot machine	May 2015	

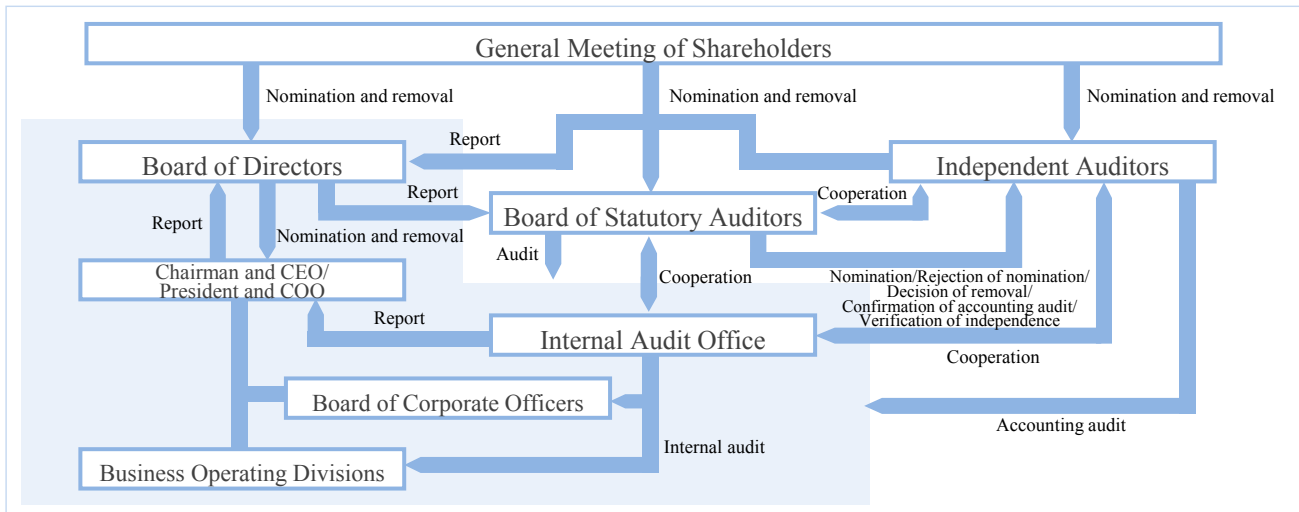
※○ Consolidated subsidiary Subsidiaries and affiliates accounted for using the equity method

Corporate Governance System

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 Corporate Officers.

*Please refer to “Corporate Governance” page of the URL below regarding handling aspect “Corporate Governance Code” <http://www.fields.biz/ir/e/csr/governance/outline/>

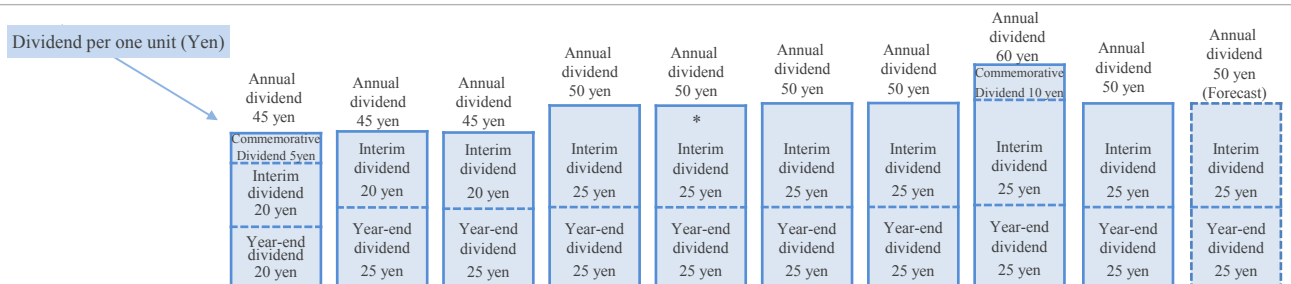


Profit Return Policy

Basic policy: Profit-based dividend/Consolidated payout ratio standard: Higher than 20% (Focus on stability)

(Unit: Millions of yen)

	2008.3	2009.3	2010.3	2011.3	2012.3	2013.3	2014.3	2015.3	2016.3	2017.3 E
Net income attributable to owners of parent	5,296	(1,481)	3,289	7,520	5,991	4,720	5,370	3,018	118	1,000
Total dividend	1,561	1,534	1,503	1,660	1,659	1,659	1,659	1,991	1,659	1,659
Payout ratio (%)	29.5	-	45.9	22.1	27.7	35.1	30.9	66.0	1,398.1	165.9
As of 1st Half										
Total number of outstanding common stock	347,000	347,000	347,000	347,000	347,000	347,000	34,700,000	34,700,000	34,700,000	-
(excluding treasury stock)	347,000	347,000	336,357	332,115	332,115	331,838	33,183,800	33,183,800	33,183,800	-
As of Full-Year										
Total number of outstanding common stock	347,000	347,000	347,000	347,000	347,000	347,000	34,700,000	34,700,000	34,700,000	-
(excluding treasury stock)	347,000	347,000	336,357	332,115	332,115	331,838	33,183,800	33,183,800	33,183,800	-



* Interim dividends have increased as of November 4, 2010.

* A split of common shares was effected at a ratio of 1:100 with a record date of September 30, 2012, and all amounts are indicated taking the share split into account retroactively.

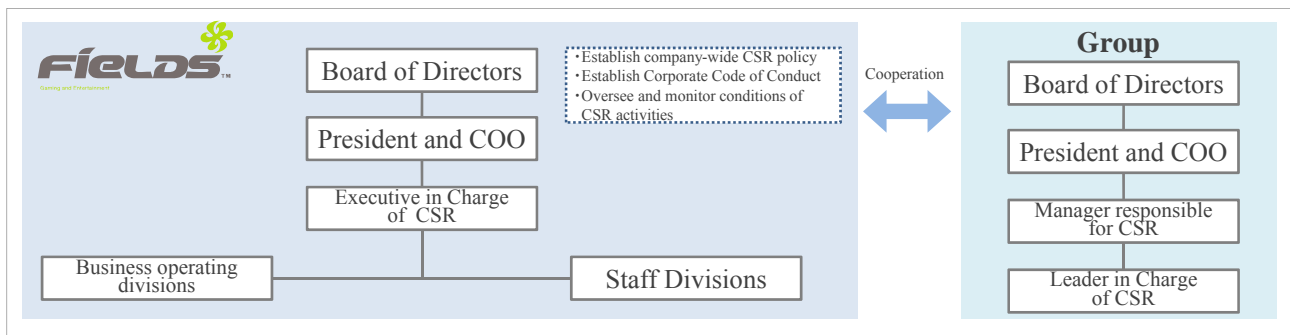
CSR Activities

Fields' CSR

We offer products and services to fill people's leisure time, which is expected to increase in the future in the mature society we live in. We are confident that we can enrich people's lives and lifestyles by enriching this leisure time, and that continuing these efforts will lead to the happiness of the greater society.

In other words, "our activities based on our corporate philosophy fulfill our social responsibilities", and acting in line with this concept is our responsibility to everyone who enjoys the Group's products and services, shareholders providing capital and all of our stakeholders.

CSR Promotion System



Main Initiatives

Topics 1 Ongoing implementation of power-saving measures

The Company will continue to comply with power-saving measures in 2015, as in 2014.

Description	Promotion of energy conservation measures
	<ul style="list-style-type: none"> Room temperature set at 28°C during summer Use of lighting reduced and light bulbs changed to LED light bulbs Energy-saving multi-function machines adopted
	Promotion of green procurement (purchase of products and services which have a lesser impact on the environment)
	<ul style="list-style-type: none"> Promotion of the procurement of products with environmental labels/marks
	Promotion of trash separation and recycling

Topics 2 Implementation of the social contribution activities

Continue to implement the environmental protection activities and The social contribution activities

Feb. 2016	Collecting and donating stationaries through NGO Jiyu-Jin Foundation
Feb. 2016	TALKING PUMPs merchandise being developed by our firm (bottles featuring the voices of different characters) has been donated to three orphanages in Tokyo's Shibuya Ward, which is home to our head office
Feb. 2016	Fields, Sotsu Co. Ltd., and FlyingDog, Inc., the creators of the "ACTIVERAID: Special Public Security Fifth Division Third Mobile Assault Eighth Unit" anime series, have collaborated with the Community Safety Section of the Tokyo Metropolitan Police to produce posters against shoplifting that were displayed throughout Tokyo
Mar. 2016	Participated in "The Union beautification day at Shibuya Station," sponsored by the Shibuya Ward Beautification Promotion Committee
Apr. 2016	Collecting and donating clothes through the NPO, Yofukupost Network Meeting
May 2016	Collecting and donating stationaries through NGO Jiyu-Jin Foundation

Topics 3 Renewed ISO 27001, ISO 9001

Information security management and quality management

ISO 27001: 2013	July 2016 Certification renewed
ISO 9001: 2008	Oct 2015 Certification renewed
Details	<ul style="list-style-type: none"> Upgrading of information security management system Continuous improvement of quality management

Topics 4 Introduction of the Eco-Car

Environmental awareness and introduction of eco-cars

Number of vehicles introduced	274 (72% of all vehicles)
Target for introduction	Sales cars (excluding vehicles with four-wheel drive used in cold regions)
Effect	Reduction in CO2 by 538 t a year (Equivalent to CO2 absorption of 38,000 cedar trees)

Topics 5 Establishment of Okinawa working center

Promotion of employment of disabled people

Activities	<ul style="list-style-type: none"> 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	April 1, 2010 (Opening ceremony: April 5, 2010)
Business Activities	Business of data imputing, etc.

Topics 6 Introduction of AED* (*Automatic External Defibrillator)

Activities	Installed a number of AEDs at visible places in the office building such as near entrances to allow use by visitors and neighborhood residents, as well as by employees. Employees took instruction course of AED.
Date	From January 7, 2011
Installation Site	Head office, 7 regional offices, 26 branches Okinawa working center and Total Workout (gym): a total of about 55 places



Tsuburaya Productions Co., Ltd. and other sponsoring corporate group companies established ULTRAMAN FOUNDATION immediately after the Great East Japan Earthquake in March 2011 to support the regions affected by the earthquake.

This Foundation provides psychological and material support to children who are the hope for the future and deploys the permanent support activities for their future.

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/
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 brighter future.
Slogan	A Foundation to support the present and future of the children



TOPICS

[A Visit to Kumamoto prefectural \(May 21-23, 2016\)](#)

The Ultraman Foundation, along with Ultraman X, Ultraman Cosmos and Ultraman Zero, visited elementary schools, the city hall, nursery schools in Minamiaso village in the Aso district, a day care facility that has been evacuated to a temporary location in the gymnasium of the Honda technical research institute in Otsuma city, the local kindergartens and the local prefectural government office in Kumamoto.

On May 21, at Isshin Elementary School and Oe Elementary School, a Hero Show featuring the Ultra Heros was held and hundreds of children and adults attended.

At the Kumamoto City Hall, the Ultraman Foundation Operations Committee director Tetsuya Shigematsu gave an activities report to the director of Kumamoto city hall, Kazufumi Onishi. Then, so that the Ultraman Foundation can continue contributing to children affected by the disaster, the Ultraman Foundation offered a financial donation to the city.

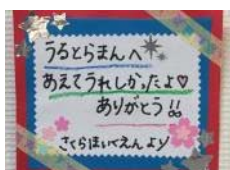
On May 22, at the Choyo nursery school of in Minami Aso village, children from the nearby Hokusui nursery school and Kugino nursery school gathered to watch the Hero Show featuring the Ultra Heroes that took place. At the temporary day care facility held in the gymnasium in the Honda technical research institute; the Ultra Heroes performed "Ultra gymnastics" and posed for a commemorative photo with the children.

On May 23, at Rikigo kindergarten, the Ultra Heroes performed "Ultra gymnastics" and posed for a commemorative photo with the children. At the Kumamoto prefectural government office, President of Tsuburaya Productions Co., Ltd, Shinichi Ooka, gave an activities report to the governor of Kumamoto, Ikuo Kabashima. Then, so that the Ultraman Foundation can continue contributing to children affected by the disaster, the Ultraman Foundation offered a financial donation to the city.



Activities

2011	<p>Visits to provide support to regions affected by the earthquake Miyagi prefecture: Ishinomaki, Minamisanriku, Kesenuma, Higashimatsushima, Onagawa Fukushima prefecture: Sukagawa, Koriyama, Iwaki, Fukushima Iwate prefecture: Miyako, Otsuchi Chiba prefecture: Asahi</p>
	<p>Gifts of donations and other 30 million yen to Miyagi prefecture 20 million yen to Fukushima prefecture 20 million yen and a microbus to Iwate prefectural office</p>
2012	<p>Visits to provide support to regions affected by the earthquake Miyagi prefecture: Ishinomaki, Onagawa Fukushima prefecture: Koriyama, Sukagawa</p>
2013	<p>Visits to provide support to regions affected by the earthquake Hero Caravan: Bringing Light to Children's Hearts – 78 Places in Tohoku Visits were made to 79 nurseries and kindergartens between March 2013 and March 2014, and contact was made with over 7,200 children</p> <p>Visits to provide support to regions affected by the earthquake Miyagi prefecture: Higashimatsushima Fukushima prefecture: Tomioka</p> <p>Gifts of donations and other 25 million yen and a microbus each donated to Iwate, Miyagi and Fukushima prefectures</p>
2014	<p>Visits to provide support to regions affected by the earthquake The Great East Japan Earthquake Recovery Charity Event Genki Festival 2014 was held in collaboration with Antonio Inoki The Ultraman Foundation held Ultra Hero Shows at eight venues in the Tohoku region</p>
2015	<p>Expanding scope of activities for children needing support throughout Japan, including regions affected by the earthquake.</p> <p>We redesigned donation collection boxes to expand the scope of our aid and created five types of donation collection boxes with a monster motif.</p> <p>Visits to provide support to regions affected by the earthquake, childcare facilities and hospitals Tohoku Caravan 2015 was held, including visits to orphanages, children's hospitals, and kindergartens in Iwate and Miyagi prefectures from September 21–24. The Ultra Heroes also participated in the summer camp of the Ultra League (participation by six schools from areas affected by the Great East Japan Earthquake), a junior high school girl's volleyball interchange tournament held at the same time, resulting in a total of approximately 800 people coming into contact with the Ultra Heroes.</p> <p>Visits to provide support to regions affected by the earthquake To provide support to children in Joso city, where the Kanto and Tohoku Heavy Rainfall Disaster occurred in September, visits were provided together with the Ultra Heroes to nurseries and kindergartens and the city ward office on November 11–12. They came into contact with approximately 720 children.</p>
2016	<p>Visits to provide support to regions affected by the earthquake, childcare facilities and hospitals Following on from last year, visits were made with the Ultra Heroes to nurseries to offer support to the children of Joso City on March 23–24. A visit was also made to an orphanage in Ibaraki prefecture, resulting in contact being made with approximately 290 children in total.</p> <p>Visits to provide support to hospitals As part of efforts to provide support to children, a visit was made to the pediatric ward of the Tokyo Women's Medical University Hospital. Visits were made to hospital rooms and exercises were performed in the kid's space. Contact was made with approximately 30 children in total.</p>



Reference: Notification of Our IR Site

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/>



IR information is also Available on our mobile site

Smart phone



Mobile phone



[Nikko IR] Chosen for the “Best Corporate Website award FY2015”
Ranked No. 1 by industry for the fifth consecutive year



[DAIWA IR]
FY2015
Company of Excellence



[Gomez]
FY2015
Silver Prize



Annual Report 2015 (Japanese/English)

Issued annually since the year ended March 31, 2004

[Shaping the FUTURE] Latest issue: October 29, 2015

*Annual Report 2016 will be issued soon.



- Changes in IP business
- Maximization of IP value
- Review of business activities
- CSR
- Financial section
- Corporate data



The ULTRAMAN Motion Comic can be viewed from this QR code.





Disclaimer

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Potential risks and uncertainties include, but are not limited to, the economic environment, market competition and the products handled by the Company.

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