

# **Financial Presentation**

## **for the first quarter of fiscal year ending March 31, 2023**

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**FIELDS CORPORATION**  
Tokyo Stock Exchange, Prime Market  
Security code:2767

August 2022

# Q1, FY2022 [Contents and digital business]

## Domestic

- *SHIN ULTRAMAN* released in Japan on May 13th, box office revenue over ¥4.3 billion  
→ Acquired new fans from a wide range of customers and reaffirmed the enhancement of brand value

## Overseas

- *Ultraman Area*, in a Chinese entertainment facility opened in Shanghai, is popular.  
→ Expanding sales of card games, figures, and other related merchandise
- Business revenues in the Chinese market: Continued to grow by three times YoY  
→ Promoting various measures not only in China but also in other Asian countries

(Unit: 100 million yen)

Content and digital business	FY2021		FY2022			
	Q1	Full year	Q1	YoY change	Full-year forecast	
Net sales	16.9	91.0	29.1	+71.3%	108.0	
Operating profit	2.4	14.6	10.3	+331.0%	20.0	
<b>Revenues from each company's business</b>						
Tsuburaya Productions Co., Ltd. (TPC)	Domestic MD and license	3.2	13.8	4.9	+52.3%	-
	Overseas MD and license	2.7	20.8	8.5	+206.3%	-
	China	1.9	15.4	7.4	+274.4%	-
	Total MD and license	6.0	34.7	13.4	+123.4%	50.0
	Imaging business	2.1	14.2	5.2	+139.3%	22.0
Digital Frontier Inc. (DF)	Net sales	8.6	10.7	+24.1%	-	

\* Changes in accounting policies: The Company has applied the "Accounting Standard for Revenue Recognition" (ASBJ Statement No. 29, March 31, 2020) and other standards from the beginning of the previous fiscal year.

\* The results of the content and digital and PS segment are calculated by taking into account the elimination of internal transactions from the simple combined figures within each business.

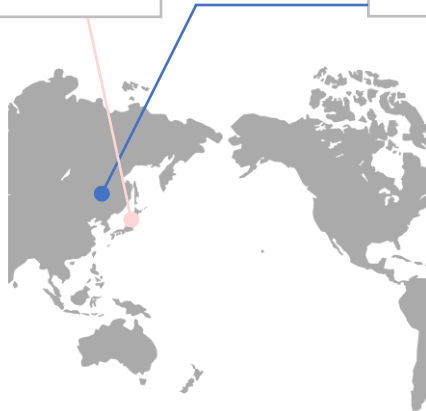
\* Amounts less than ¥10 million have been omitted.

\* MD: merchandising

# Content and digital business [Topics]

## Domestic

### Released *SHIN ULTRAMAN*



- Released in Japan since May 13-Continued
  - Box office revenue ¥4.38 billion, 2,948 million viewers (as of August 4)
  - Starting in Singapore on September 1st, it is coming to 37 countries and regions in Asia, the Middle East and Africa
- Scheduled to be released successively in North and South America, and Europe

## Overseas

### Within SHANGHAI HAICHANG OCEAN PARK\*, *Ultraman Area* pre-opened



\*A large-scale theme park certified as a 4A class tourist site by Shanghai Municipal Administration of Culture and Tourism

- The park is divided into five areas with themes such as mermaids and penguins, and includes more than 30,000 marine animal displays, jet coasters and other attractions, and resort hotels
- This is the first area in which the character is the theme.

## TPC

### Domestic

- Expected to contribute to MDs, etc. through the ripple effect of *SHIN ULTRAMAN*
- Launch of the latest TV series, *Ultraman Decker*
- Executing existing measures such as sales of related merchandise and various events described above  
→ expected to proceed smoothly

### Overseas

- Continuous growth in Chinese businesses expected from 2Q onward
- Pre-opening of *Ultraman Area* in SHANGHAI HAICHANG OCEAN PARK  
→ Continue to aim to expand touch points for *Ultraman* Brand
- In North America, continue market research and preparation for development to expand business

## DF

Orders continued to be firm, leveraging CG and VFX video production technologies

Actively promoting initiatives for new business domains such as metaverse



### *Ultraman Decker*

The latest TV series that incorporates the essence of the *Ultraman Dyna*, popular title of the Heisei Ultraman series, which will celebrate its 25th anniversary in 2022

# Q1, FY2022 [PS Business]

Market Environment

- New market started in February 2022
- Pachinko: Operations at pachinko halls improved significantly, up 6.1% YoY, driven mainly by the popular pachinko titles in the previous fiscal year
- Pachislot: Hall's willingness to invest in pachislot machines has shifted to a positive attitude due to the popularity of regulation 6.5 machine, leading to an upward trend

The company

## [New machine sales]

- Sold one title of pachislot and delivered 11,000 units of PS total in Q1  
→ Our first regulation 6.5 machine *PACHISLOT INUYASHA* is scheduled to sell 15,000 units (of which about 6,000 units are booked as Q1)

## [Business domains other than new machine sales]

- Steady 72.5% YoY growth in response to growing demand for measures to attract customers, such as web advertising

(Unit: 100 million yen)

	FY2021		FY2022			
	Q1	Full-year	Q1	YoY change	Full-year forecast	
PS Business	Net sales	207.1	837.2	48.5	(76.6) %	850.0
	Other than new machine sales	3.1		5.4	+72.5%	20.0
	Operating profit (loss)	1.0	17.5	(8.6)	-	25.0
	Unit sales (million units)	5.0	19.1	1.1	(3.9)	22.0

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\* Amounts less than ¥10 million have been omitted.

# FY2022 [PS business: future outlook]

The company

## [New machine sales]

- Three pachinko titles and one pachislot title to be delivered in Q2
  - The titles above have been ordered and sold out in excess of the number of units planned, and we are working with allied manufacturers to respond to additional orders in Q3
- Both pachinko and pachislot titles, scheduled for delivery in the H2 of the fiscal year, are making steady progress in preparing for sales, and sales are expected to exceed forecasts.

## [PS quarterly sales titles for the FY2022]

	H1		H2		Full year
	Q1	Q2	Q3	Q4	
<b>Pachinko</b>	<i>P Uchū Senkan Yamato 2202 -ONLY ONE- PACHINKO GANTZ:3 LAST BATTLE P INUYASHA 2</i> Three titles		Two titles	Two titles	Seven titles
<b>Pachislot</b>	<i>PACHISLOT INUYASHA</i> One title	<i>PACHISLOT BOØWY</i> One title	Two titles	Three titles	Seven titles
All of these titles are sold out, and additional orders are in progress.					

# Q1, FY2022 [Overview and full-year forecast]

Our business is making steady progress in accordance with the Company's initial plan

(Unit: 100 million yen)

	FY2021		FY2022		
	Q1	Full-year	Q1	YoY change	Full-year forecast
Net sales	229.3	949.0	82.4	(64.1) %	980.0
Gross profit	33.7	157.8	32.7		
SG&A expenses	30.0	123.3	30.9		
Operating profit	3.7	34.4	1.8	(50.7) %	40.0
Ordinary profit	5.5	36.3	2.9	(47.9) %	40.0
Profit (loss) attributable to owners of parent	3.3	24.7	(2.0)	-	30.0

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# **TSUBURAYA FIELDS**

## **HOLDINGS**

Coming soon!



# Disclaimer

The plans, strategies and estimates of the Company indicated in these documents, other than actual results and established facts, include potential risks and uncertainties and cannot be guaranteed.

Potential risks and uncertainties include, but are not limited to, the economic environment surrounding our business, competitive conditions in the marketplace, and our handling merchandise.