



FIELDS CORPORATION

Financial presentation (Year Ended March 31, 2006)

May 17 (WED), 2006

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2767:JASDAQ

FIELDS CORPORATION

Corporate Profile

Corporate Data

(As of March 31, 2006)

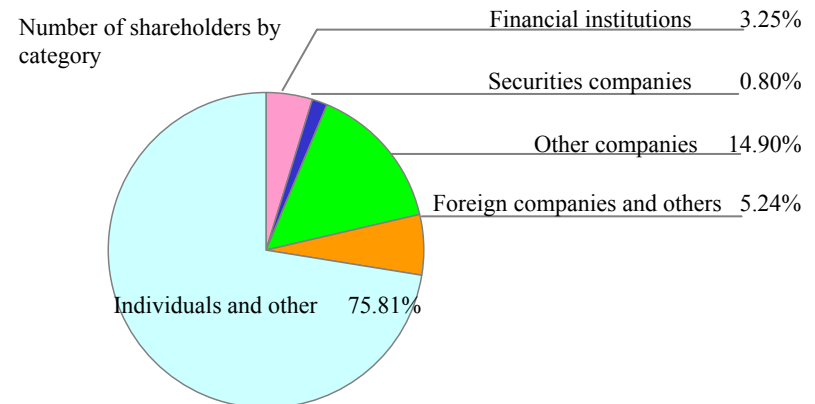
Company name	FIELDS CORPORATION http://www.fields.biz/	
Establishment	June 1998 (Started business as TOYO Shoji Corporation in 1983)	
Head office address	E Space Tower 12F, 3-6, Maruyama-cho, Shibuya-ku, Tokyo 150-0044 Japan	
Paid-in capital	¥7,948.03 billion	
Stock information	Total outstanding shares: 347,000 shares ※two-for-one stock split in September 2004	
Market	JASDAQ 2767	
Number of employees	700 (non-consolidated)	901 (consolidated)
Main business activities	Planning, development, and sales of Pachinko/Pachislot machines	
Branch offices	Sapporo, Aomori, Sendai, Koriyama, Niigata, Takasaki, Tsukuba, Utsunomiya, Saitama, Chiba, Tokyo, Western-Tokyo, Yokohama, Shizuoka, Nagoya, Nagano, Aichi, Mie, Kanazawa, Kyoto, Osaka, Kobe, Hiroshima, Okayama, Yamaguchi, Matsuyama, Fukuoka, Saga, Kagoshima, <u>Kumamoto</u> (opened in April 2006) (30 bases nationwide)	
Consolidated subsidiaries	<ul style="list-style-type: none"> •Japan Sports Marketing INC. * * Professional Management Co., Ltd. * J. Sakazaki Marketing INC. * Total Workout Corporation 	} Integrated October 1, 2005
Equity method companies	<ul style="list-style-type: none"> •RODEO Co., Ltd. •Kadokawa Haruki Corporation 	

* D3 Publishers Inc. was integrated into a holding company "D3 INC." from April 2006.

Principal shareholders

(As of March 31, 2006)

Name of shareholders	Number of shares held	Percentage of outstanding shares owned
Hidetoshi Yamamoto	112,200	32.33%
Takashi Yamamoto	40,000	11.53%
Yoko Yamamoto	35,000	10.09%
Sammy Corporation	27,500	7.93%
Mint Co.	16,000	4.61%
Yuki Yamamoto	5,000	1.44%
Japan Securities Finance Co., Ltd.	4,315	1.24%
Morgan Stanley & Co. Inc.	3,330	0.96%
Fields Employee Shareholding Association	3,082	0.89%
Ireland special jasdic lending account	2,704	0.78%





Year Ended March 2006 Highlights

Year ended March 2006 Consolidated operating results

Result for year ended March 2006 (consolidated)

(Unit : ¥million)

(Millions of Yen)	Year ended March 2005	Year ended March 2006	Year ended March 2006	YOY	Actual to Plan
	Actual	Plan	Actual	(%)	(%)
Net sales	81,658	91,753	96,814	118.6%	105.5%
Cost of Sales	56,905	63,701	67,077	117.9%	105.3%
Gross profit	24,752	28,052	29,737	120.1%	106.0%
SG&A	12,655	17,136	17,389	137.4%	101.5%
Operating income	12,097	10,916	12,348	102.1%	113.1%
Ordinary income	12,480	11,127	13,127	105.2%	118.0%
Net income	6,926	5,793	7,085	102.3%	122.3%

■ The above plan is a revised one on August 26, 2005. ■ D3 INC., formerly a equity method company, became a consolidated subsidiary in the Year ended March 2006.

Year ended March 2006 Non-consolidated operating results

Result for year ended March 2006 (non-consolidated)

(Unit : ¥million)

(Millions of Yen)	Year ended March 2005	Year ended March 2006	Year ended March 2006	YOY	Actual to Plan
	Actual	Plan	Actual	(%)	(%)
Net sales	79,970	83,889	88,251	110.4%	105.2%
Cost of Sales	55,787	58,798	61,682	110.6%	104.9%
Gross Profit	24,182	25,091	26,568	109.9%	105.9%
SG&A	11,906	14,456	14,071	118.2%	97.3%
Operating income	12,275	10,635	12,497	101.8%	117.5%
Ordinary income	12,312	10,717	12,836	104.3%	119.8%
Net income	6,721	5,744	6,934	103.2%	120.7%
Dividend		4,000	4,000		

■ The above plan is a revised one on August 26, 2005.

■ Dividend: Interim ¥ 2,000, Year-end ¥ 2,000 Total ¥ 4,000

Year ended March 2006 Segment Information

Segment information disclosure started from the year ended March 2006

Business segment	Business activities	Company name
■ PS·field	Planning, development and sales of pachinko/pachislot machines	FIELDS CORPORATION FIELDS Jr. CORPORATION RODEO Co., Ltd.
	Maintenance of sold pachinko/pachislot machines Purchasing of pachinko/pachislot machines	
	Planning, and development of pachinko/pachislot software	Digital Lord Corporation
■ Game·field	Planning, development and sales of software for home users	D3 PUBLISHER Inc. Entertainment Software Publishing Inc. D3Publisher of America, Inc. * D3Publisher of Europe Ltd. * D3DB S.r.l. *
■ Other field	Other content business	Japan Sports Marketing Inc. Kadokawa Haruki Corporation
		White Trash Charms Japan Co., Ltd. Database Co., Ltd. E active Co., Ltd. C & E Corporation APE Inc.

■ March 2005 “Sales of pachinko/pachislot machines”→ “Pachinko, Pachislot field” (“PS·field”)

*Located overseas

■ March 2005 “Other business”→ “Game field” “Other field”

(Millions of Yen)	PS·field	Game·field	Other field	Total	Corporate and Elimination	Consolidated
I						
Net sales						
(1)Outside customers	88,168	5,042	3,603	96,814	—	96,814
(2)Inter-segment	180	10	480	671	(671)	—
Total	88,349	5,052	4,083	97,485	(671)	96,814
Cost of sales and operating expense	75,638	4,775	4,739	85,152	(686)	84,466
Operating income	12,711	277	(655)	12,333	15	12,348
II						
Total assets	76,791	5,543	6,091	88,426	(870)	87,556
Depreciation and amortization	497	403	252	1,153	(4)	1,148
Impairment	—	—	56	56	—	56
Capital expenditures	734	674	987	2,396	(3)	2,393

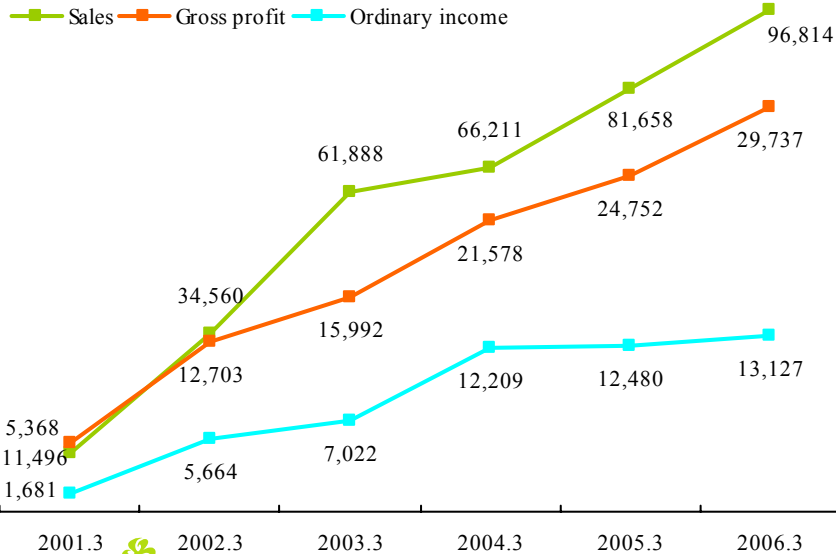
Business results in FY2000-2005

(Unit : ¥million)

(Millions of Yen)	Year ended March 2001 (Non-consolidated)	Year ended March 2002 (Non-consolidated)	Year ended March 2003 (Consolidated)	Year ended March, 2004 (Consolidated)	Year ended March 2005 (Consolidated)	Year ended March 2006 (Consolidated)
Net sales	11,496	34,560	61,888	66,211	81,658	96,814
Gross profit	5,368	12,703	15,992	21,578	24,752	29,737
Operating income	1,700	5,730	6,781	11,866	12,097	12,348
Ordinary income	1,681	5,664	7,022	12,209	12,480	13,127
Net income	583	3,041	3,524	6,620	6,926	7,085
Number of Pachinko/Pachislot machines	166,339	222,660	259,813	323,937	474,044	544,321

Financial results

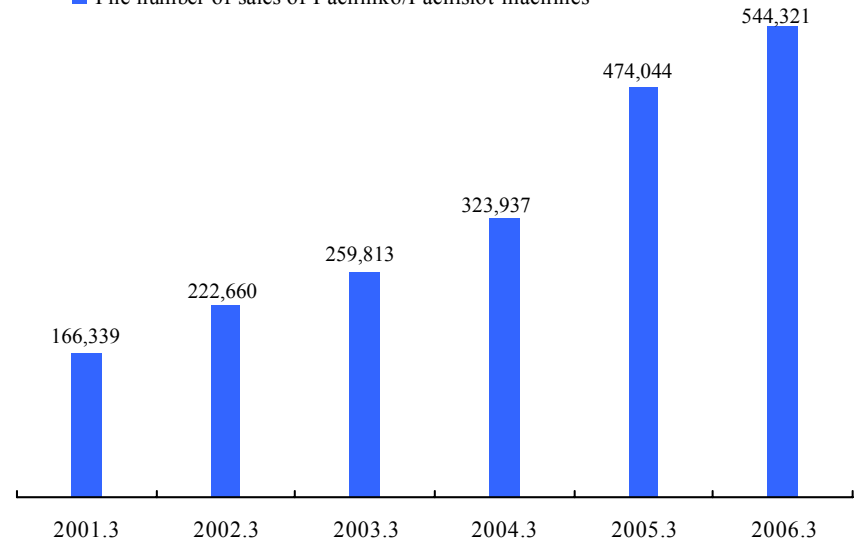
(Unit : ¥million)



Unit sales of Pachinko/Pachislot machines

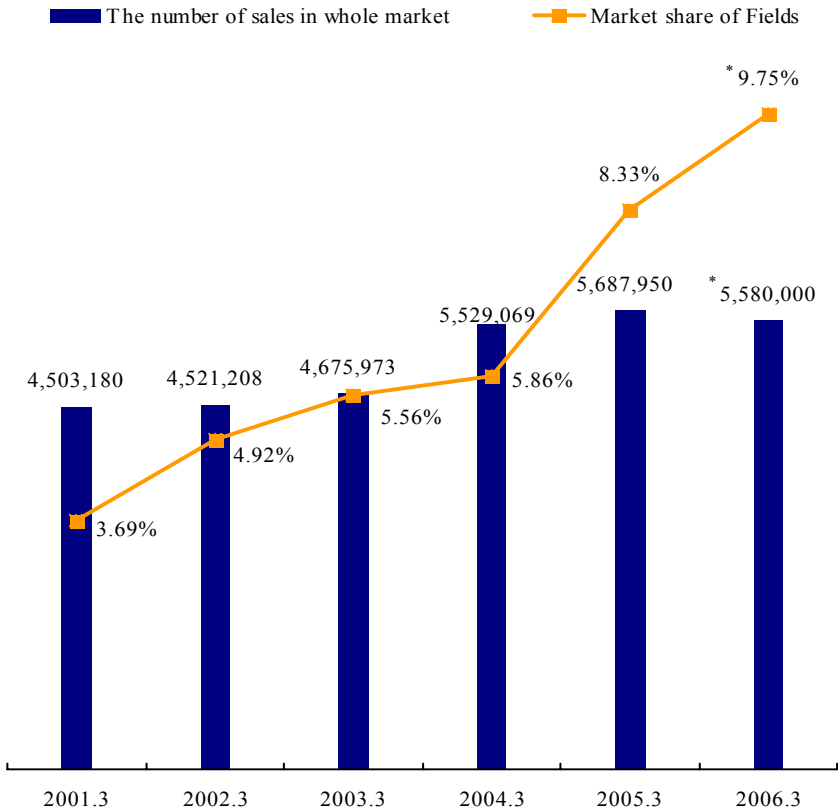
(Unit : Machines)

■ The number of sales of Pachinko/Pachislot machines

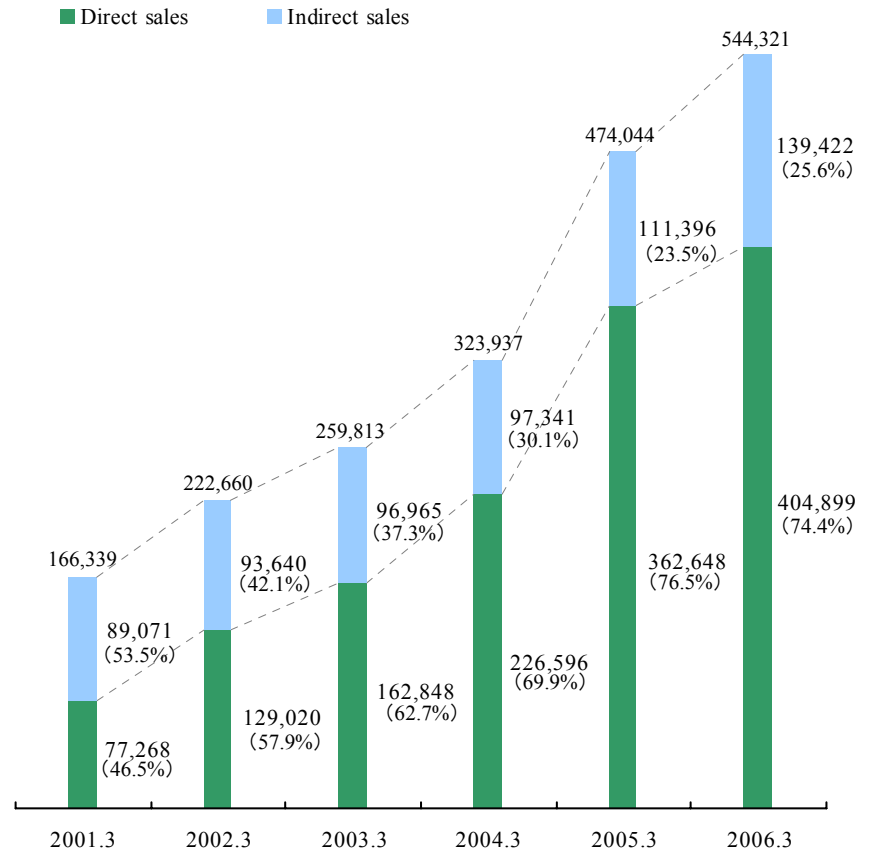


Market share based on volume and unit sales of Pachinko/Pachislot machines by sales channel -I

Japanese market for Pachinko/Pachislot machines, based on volume, and market share of Fields
(Unit : Machines)



Unit sales of Pachinko/Pachislot machines by sales channel (direct/indirect)
(Unit : Machines)



※The number of sales in whole market is calculated yearly

*The number of sales in whole market in 2005 is estimated by Fields

Source : Fields, "Trend and market share of Pachinko related makers 2004" Yano Research Institute

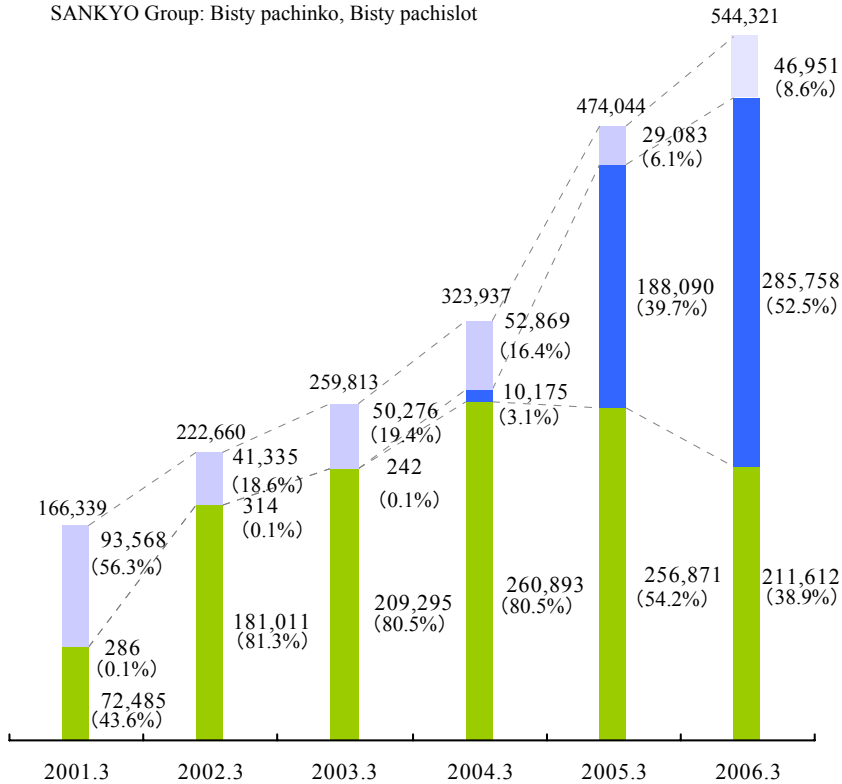
Unit sales of Pachinko/Pachislot machines by maker and type of machine – II

Unit sales by maker

(Unit : Machines)

■ Sammy group ■ SANKYO group ■ other makers

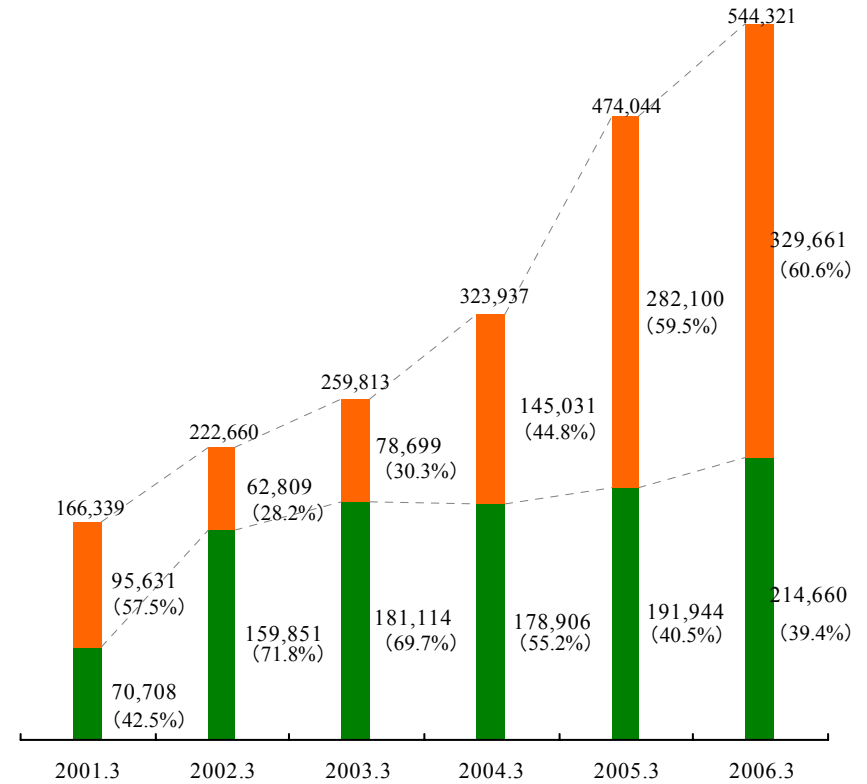
*Sammy Group: Sammy pachinko, Rodeo pachislot,
SANKYO Group: Bisty pachinko, Bisty pachislot



Unit sales by type of machine (Pachinko/Pachislot)

(Unit : Machines)

■ Pachislot machine ■ Pachinko machine



[Pachinko business]

Year Ended March 2006 Unit sales of machines

Pachinko machine name

(Unit : Machines)

	Manufacturer	Machine name	Units sold	Cumulative Units sold
Continuous sales machines	Bisty	CR Neon Genesis Evangelion	*25,634	124,580
	Bisty	CR Kahara Tomomi to Minashigo Hatchi	—	41,033
Released in 1st half	Bisty	CR Daimajin	—	—
	Bisty	CR Iijima Naoko no Casino Bisty	21,861	21,861
	Sammy	CR K-1 Premium Dynamite!!	—	—
	Others		7,803	
1st half	Subtotal		74,344	
Released in 2nd half	Sammy	CR Azumi	—	—
	Bisty	CR Marilyn Monroe	39,767	39,772
	Sammy	CR Super Jetter	—	—
	Bisty	CR Ashita ga arusa Yoshimoto World	38,749	38,760
	Sammy	CR Sakigake Otoko Juku	29,271	29,309
	Bisty	CR Neon Genesis Evangelion: Second Impact*	*124,420	*157,748
	Sammy	CR Gamera Extreme Battle*	*will be counted in next FY	
	Others		6,662	
2nd half	Subtotal		255,317	
Full year	Total		329,661	

*Written machine name is limited to Sammy's and Bisty's, of which we are a sole agent.

*Unit of 20,000 or above is published.

*Figures of "CR New Genesis Evangelion: Second Impact" is limited to those of FY2005.

"CR New Genesis Evangelion: Second Impact" continues to be sold in FY2006.

※Cumulative unit is counted as of May 11.

Source: Fields

Results of machine sales in the year ended March 2006

Titles

■ CR Daimajin

- Merger of baseball player Mr. Sasaki and the character from movie "Daimajin"
- Creating an exciting and dynamic visual experience that combines the true thrills of baseball with the mightiness of daimajin

©SR Corporatio//1966/Kadokawa Pictures/Fields

■ CR Iijima Naoko no Casino Bisty

- Features the popular actress Naoko Iijima, who is widely known for her soothing and healing image, as its main character

- Creating the atmosphere and excitement of the world of Baccarat, game often referred to as the ultimate of all games of casino

© JVC Entertainment Networks, Inc./FIELDS

■ CR K-1 Premium Dynamite!!

- Recreating the excitement and power of "K-1"
- Providing a chance to set up dream matches that would be impossible in real life

© Mike Tyson, licensed by CML, LLC. © FEG/K-1/FIELDS © Sammy

■ CR Azumi

- The first completely redesigned machine. Faithfully recreates the beauty and toughness of Azumi, the warrior heroine, as she fights to protect the peace at the beginning of the Edo period

© Yu Koyama/Shogakukan • Big Comic Superior© Sammy

■ CR Marilyn Monroe

- Recreates the glamour and beauty of Marilyn Monroe, who was popular all over the world

- Hugely popular *Umi*-type machine

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■ CR Super Jetter

- Featuring the character made famous in the 1960s hit TV program *Super Jetter*. Recreated through the fast-paced 3-D graphics.

©TBS ©Sammy

■ CR Ashita ga arusa Yoshimoto World

- Created with the full and complete support of Yoshimoto Kogyo Co., Ltd. Headlining the ten well-known characters. Creating a rich variety of performances.

©Yoshimoto Kogyo

■ CR Sakigake Otoko Juku

- Featuring the characters of martial arts-based manga which was also a hit TV program produced by Toei Animation Co., Ltd. and made into a computer game

©Akira Miyashita/Shueisha • Toei Animation ©Sammy

■ CR Neon Genesis Evangelion: Second Impact

- Evolutionary sequel to "CR Neon Genesis Evangelion"(cumulative sales of 120,000 units)with a new awakened mode

© GAINAX/ProjectEva• TV Tokyo

First half

second half

[Pachislot business]

Year Ended March 2006 Unit sales of machines

Pachislot machine name

(Unit : Machines)

	Manufacturer	Machine name	Units sold	Cumulative Units sold
Continuous sales machines	RODEO	Kaiji	—	29,863
	RODEO	Onimusha 3	*51,132	120,369
Released in 1 st half	Bisty	Neon Genesis Evangelion	*19,136	22,952
	Others		13,099	
1st half	Subtotal		85,043	
Released in 2 nd half	RODEO	Dokonjo Gaeru	—	—
	RODEO	Ore no Sora*	*100,492	*116,226
	Others		19,387	
2nd half	Subtotal		129,617	
Full year	Total		214,660	

*Written machine name is limited to Sammy's and Bisty's, of which we are a sole agent.

* Unit of 10,000 or above is published.

*Onimusha 3 was sold in FY2004 and FY2005.

*New Genesis Evangelion was sold in the 2nd and 3rd quarter.

* Figures of "Ore no Sora" is limited to those of FY2005. "Ore no Sora" continues to be sold in FY2006.

※Cumulative unit is counted as of May 11.

Results of machine sales in the year ended March 2006

Titles



■ Neon Genesis Evangelion (New regulation No. 5 machine)

- The first pachislot machine to comply with new regulations. 3 types available
- Made with unique presentation specifications according to each type, reproducing an world view

© GAINAX/ProjectEva・TV Tokyo



■ Dokonjo Gaeru (New regulation No. 5 machine)

- Rodeo Corporation's first pachislot machine to comply with new regulations. 10-inch LCD wide screen

- Featuring the character "Dokonjo Gaeru" made famous in manga of the same name. Creating new features such as "Replay Time" function

©Yasumi Yoshizawa/Office Yasui © Sammy ©RODEO

Second half



■ Ore no Sora

- 20-inch "doughnut vision" LCD screen

- Featuring the characters made famous in Hiroshi Motomiya's manga of the same name. With the greatest number of special effects and features ever put into a machine by Rodeo and the *Ore Time*(My Time) effect, which raises the level of expectation to a fever-high pitch

©Hiroshi Motomiya/Shueisha/FIELDS ©Sammy ©RODEO

[Pachinko/Pachislot] Unit sales

Sales history

	Year ended	Year ended	Year ended			Year ended			Year ended			Year ended		
	March 2001	March 2002	March 2003		March 2004		March 2005		March 2006		March 2006			
	Full year	Full year	1st Half	2nd Half	Full year	1st Half	2nd Half	Full year	1st Half	2nd Half	Full year	1st Half	2nd Half	Full year
<i>(in ¥thousand)</i>														
Operating income	1,700,893	5,730,688	4,406,268	2,374,928	6,781,196	6,111,557	5,755,021	11,866,578	3,171,648	8,925,576	12,097,224	1,462,760	10,885,396	12,348,156
Ordinary income	1,681,106	5,664,866	4,589,086	2,432,962	7,022,048	6,413,795	5,795,714	12,209,509	3,280,677	9,199,894	12,480,571	1,806,314	11,321,371	13,127,685
Net income	583,081	3,041,486	2,278,072	1,246,300	3,524,372	3,523,380	3,096,873	6,620,253	1,972,236	4,954,555	6,926,791	961,059	6,124,935	7,085,994
Unit sales of machines														
Sum of Pachinko and Pachislot	166,339	222,660	133,448	126,365	259,813	153,254	170,683	323,937	168,707	305,337	474,044	159,387	384,934	544,321
Pachinko/Pachislot sales ratio														
Pachinko machine sales	95,631	62,809	34,823	43,876	78,699	42,575	102,456	145,031	91,157	190,943	282,100	74,344	255,317	329,661
(Unit)	57.5%	28.20%	26.09%	34.72%	30.29%	27.78%	60.03%	44.77%	54.03%	62.54%	59.51%	46.64%	66.33%	60.56%
Pachislot machine sales	70,708	159,851	98,625	82,489	181,114	110,679	68,227	178,906	77,550	114,394	191,944	85,043	129,617	214,660
(Unit)	42.5%	71.80%	73.91%	65.28%	69.71%	72.22%	39.97%	55.23%	45.97%	37.46%	40.49%	53.36%	33.67%	39.44%
Agency/Distribution sales ratio														
Agency sales	164,705	151,423	36,840	46,569	83,409	45,892	105,718	151,610	92,584	194,221	286,805	82,152	273,980	356,132
(Machines)	99.01%	68.01%	27.61%	36.85%	32.11%	29.95%	61.96%	46.81%	54.87%	63.61%	60.50%	51.54%	71.18%	65.43%
Distribution sales	1,634	71,237	96,608	79,796	176,404	107,362	64,965	172,327	76,123	111,116	187,239	77,235	110,954	188,189
(Machines)	0.99%	31.99%	72.39%	63.15%	67.89%	70.05%	38.04%	53.19%	45.13%	36.39%	39.50%	48.46%	28.82%	34.57%
Direct/Indirect ratio														
Direct sales	77,268	129,020	79,859	82,989	162,848	98,305	128,291	226,596	123,338	239,310	362,648	112,917	291,982	404,899
(Unit)	46.45%	57.94%	59.84%	65.67%	62.78%	64.15%	75.16%	69.95%	73.10%	78.38%	76.50%	70.84%	75.85%	74.39%
Indirect sales	89,071	93,640	53,589	43,376	96,965	54,949	42,392	97,341	45,369	66,027	111,396	46,470	92,952	139,422
(Unit)	53.55%	42.06%	40.16%	34.33%	37.32%	35.85%	24.84%	30.05%	26.90%	21.62%	23.50%	29.16%	24.15%	25.61%



Year Ended March 2007 Outlook

Year ended March 2007 Consolidated operating plan

Estimates for year ended March 2007 (consolidated)

(Millions of Yen)	Year ended March 2006			Year ended March 2007					
	1 st Half result	2 nd Half result	Full year result	1 st Half plan	YOY (%)	2 nd Half plan	YOY (%)	Full year plan	YOY (%)
Net sales	35,746	61,068	96,814	40,640	113.7%	66,320	108.6%	106,960	110.5%
Gross profit	9,365	20,372	29,737	12,780	136.5%	21,270	104.4%	34,050	114.5%
SG&A	7,902	9,487	17,389	9,630	121.9%	10,210	107.6%	19,840	114.1%
Operating income	1,462	10,886	12,348	3,150	215.5%	11,060	101.6%	14,210	115.1%
Ordinary income	1,806	11,321	13,127	3,160	175.0%	10,910	96.4%	14,070	107.2%
Net income	961	6,124	7,085	1,270	132.2%	6,130	100.1%	7,400	104.4%

■ D3 INC., formerly a equity method company, became a consolidated subsidiary in the Year ended March 2006.

Year ended March 2007 Non-consolidated operating plan

Estimates for year ended March 2007 (non-consolidated)

(Millions of Yen)	Year ended March 2006			Year ended March 2007					
	1 st Half result	2 nd Half result	Full year result	1 st Half plan	YOY (%)	2 nd Half plan	YOY (%)	Full year plan	YOY (%)
Net sales	33,077	55,174	88,251	34,700	104.9%	55,500	100.6%	90,200	102.2%
Gross profit	8,245	18,323	26,568	10,970	133.1%	17,560	95.8%	28,530	107.4%
SG&A	6,538	7,533	14,071	7,460	114.1%	7,540	100.1%	15,000	106.6%
Operating income	1,706	10,791	12,497	3,510	205.7%	10,020	92.9%	13,530	108.3%
Ordinary income	1,982	10,854	12,836	3,710	187.2%	10,020	92.3%	13,730	107.0%
Net income	1,209	5,725	6,934	2,040	168.7%	5,510	96.2%	7,550	108.9%



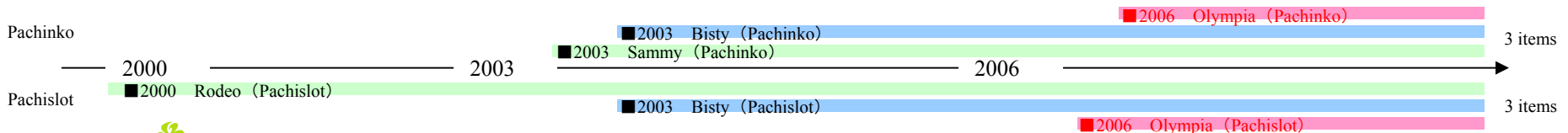
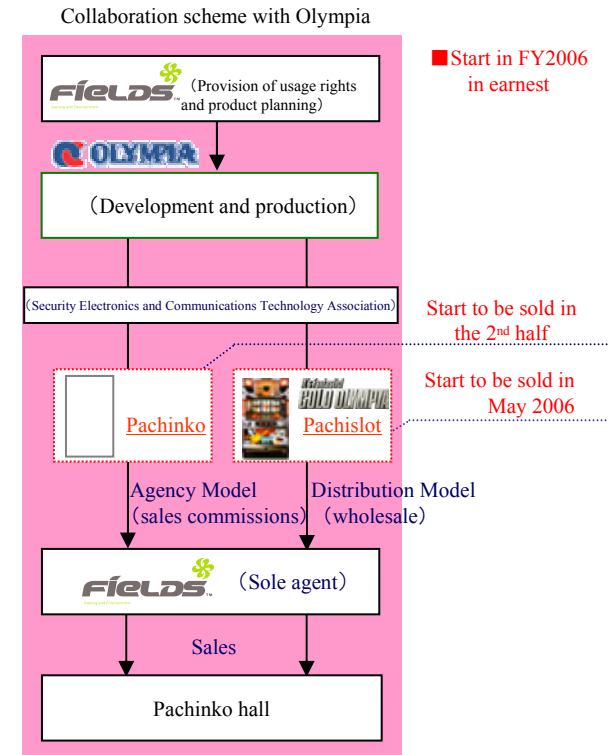
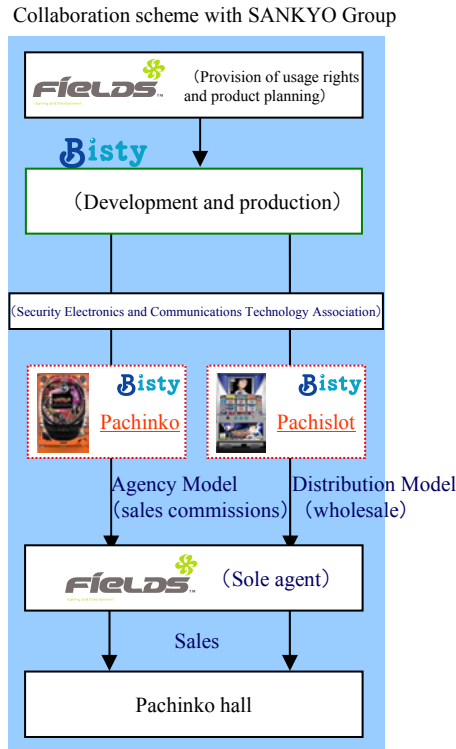
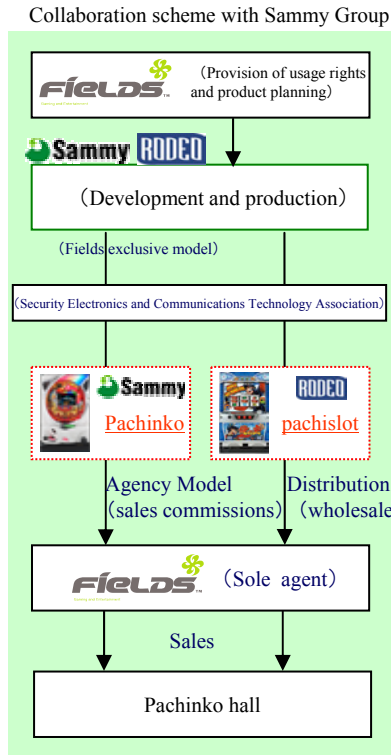
Year Ended March 2007 — PS▪Field



Source: Fields

Topics : Expansion of collaboration scheme with makers

In FY2006 : Collaboration with Olympia starts product items will expand to 6

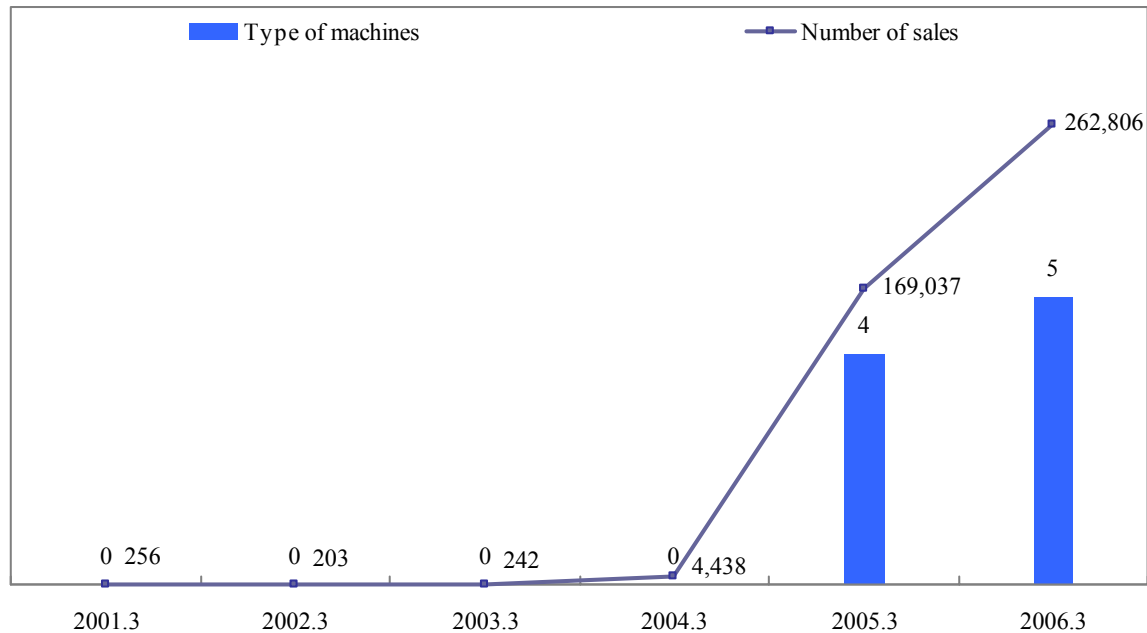


Source: Fields

Unit sales of Pachinko/Pachislot machines I -SANKYO Group Pachinko

SANKYO Group Bisty ▪ Unit sales of Pachinko

(Unit: Machines)



To March 2006

- tie up in Nov. 2004
- all-out collaboration in FY2004 (sole agent)
- growth as stable brand

↓

To March 2007

- 5~6 types are to be sold

Number of sales	256	203	242	4,438	169,037	262,806
Type of machines	0	0	0	0	4	5

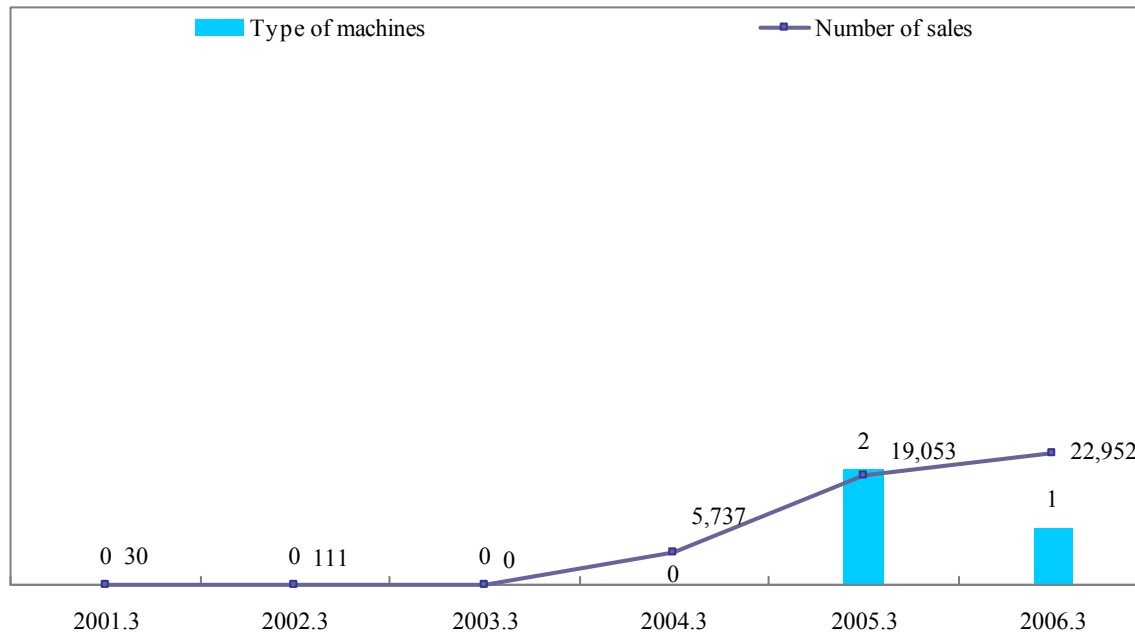
“Titles to be sold whose permission are gained”

- CR Shin Sangoku Musou
- CR WINK
- CR Otoko ippiki gaki daishou

Unit sales of Pachinko/Pachislot machines II -SANKYO Group Pachislot

SANKYO Group Bisty ▪ Unit sales of Pachislot

(Unit: Machines)



To March 2006

- tie up in Nov. 2004
- all-out collaboration in FY2004 (sole agent)

↓

To March 2007

- 3~4 types are to be sold

Number of sales	30	111	0	5,737	19,053	22,952
Type of machines	0	0	0	0	2	1

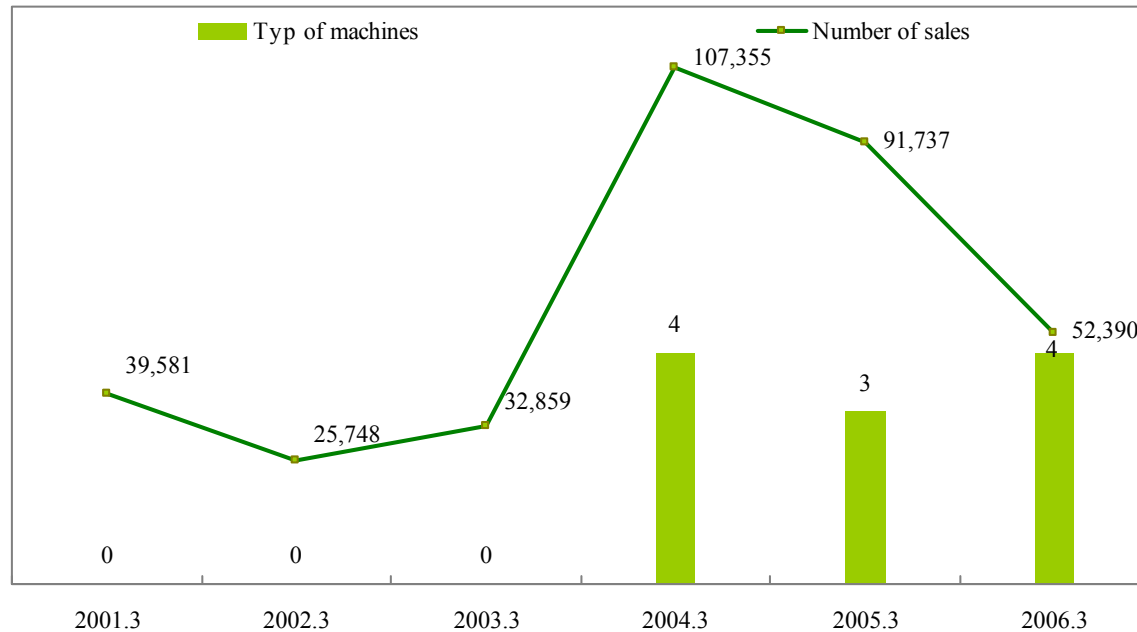
“Titles to be sold whose permission are gained”

- Tomb Raider(old regulation machine)
- The Lord of the Rings
- GTO

Unit sales of Pachinko/Pachislot machines III -SAMMY Group Pachinko

SAMMY Group Sammy ▪ Unit sales of Pachinko

(Unit: Machines)



To March 2006

■ Start of sales of exclusive machines from FY2003 (sole agent)

↓

To March 2007

■ 4~5 types are to be sold

Number of sales	39,581	25,748	32,859	107,355	91,737	52,390
Type of machines	0	0	0	4	3	4

※Exclusive machines for Fields

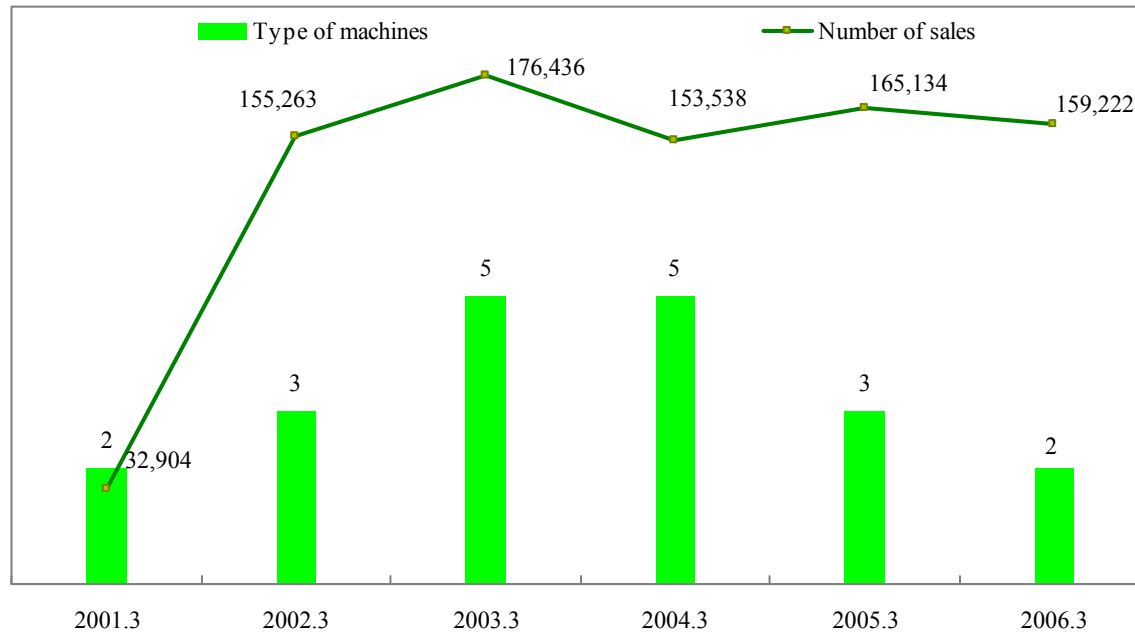


Source: Fields

Unit sales of Pachinko/Pachislot machines IV -SAMMY Group Pachislot

SAMMY Group RODEO ▪ Unit sales of Pachislot

(Unit:Machines)



To March 2006

- RODEO brand started in 2000 (sole agent)
- growth as stable brand

↓

To March 2007

- 5~6 types are to be sold

Number of sales	32,904	155,263	176,436	153,538	165,134	159,222
Type of machines	2	3	5	5	3	2

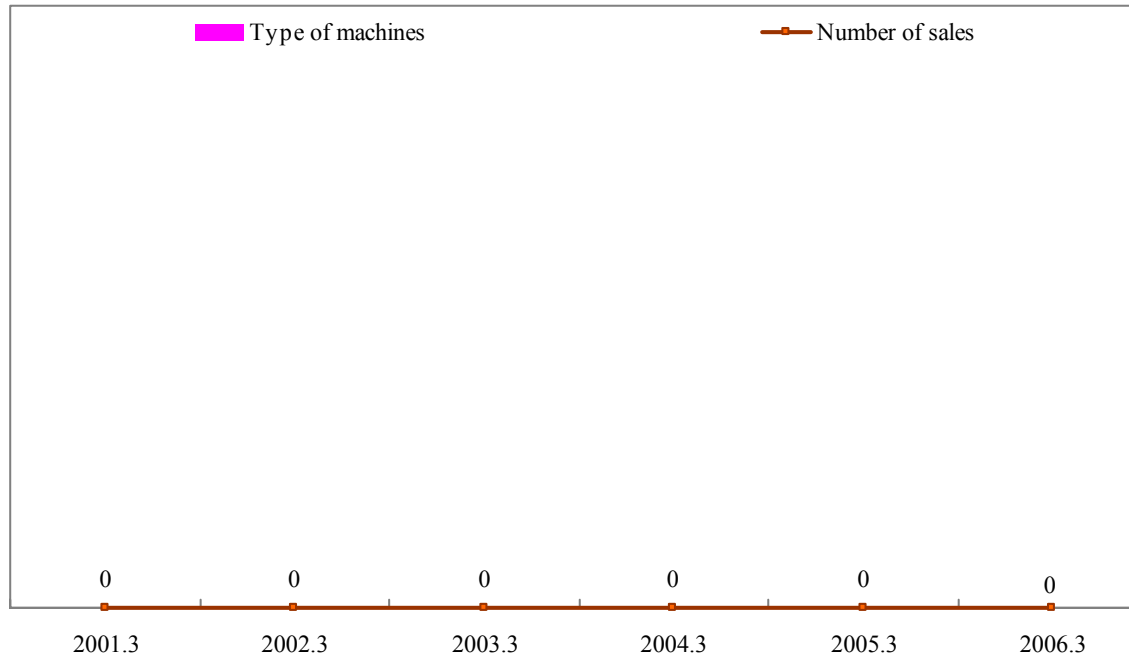
“Titles to be sold whose permission are gained”

- Alicia
- The Mask of Zorro
- Dokaben
- K-1

Unit sales of Pachinko/Pachislot machines V -OLYMPIA Pachinko

OLMPIA ▪ Unit sales of Pachinko

(Unit:Machines)



To March 2006

- sale of machines:0
- promotion of planning and development for the all-out collaboration toward March 2007



To March 2007

- in the 2nd half of FY2006: Exclusive type for us is to be sold (sole agent)
- 1~2 types are to be sold

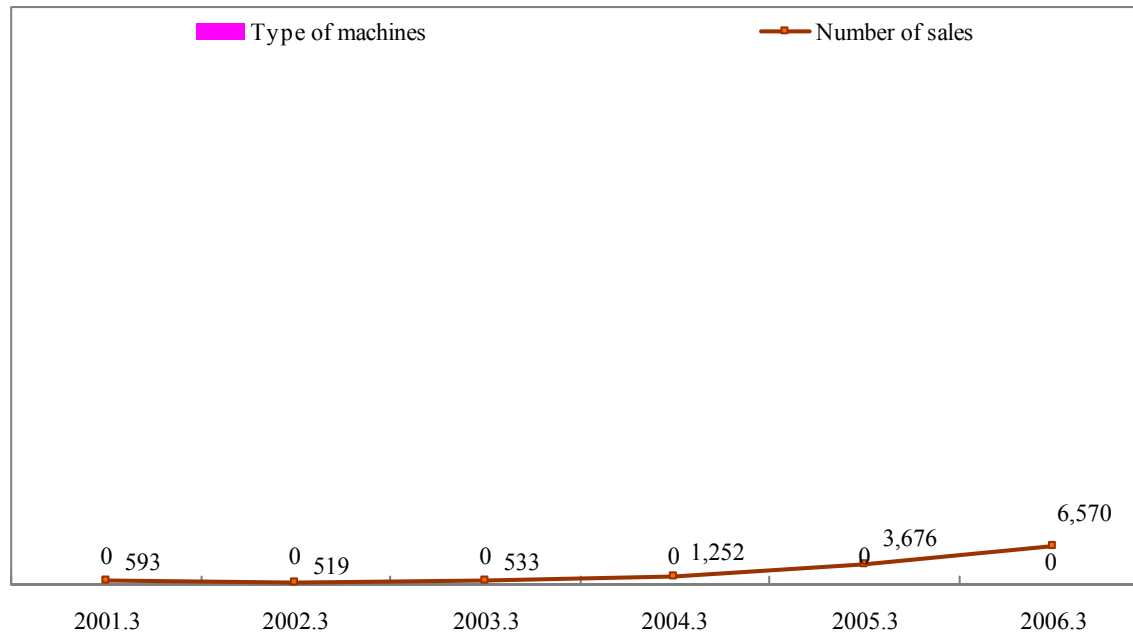
	2001.3	2002.3	2003.3	2004.3	2005.3	2006.3
Number of sales	0	0	0	0	0	0
Type of machines	0	0	0	0	0	0

※An all-out collaboration machine is to be sold from FY2006

Unit sales of Pachinko/Pachislot machines VI -OLYMPIA Pachislot

OLMPIA ▪ Unit sales of Pachislot

(Unit:Machines)



To March 2006

- sales as agency
- promotion of planning and development for the all-out collaboration toward March 2007

↓

To March 2007

- In May 2005: 「GOLD OLYMPIA」started. Collaboration started (sole agent)
- 4~5 types are to be sold

	2001.3	2002.3	2003.3	2004.3	2005.3	2006.3
Number of sales	593	519	533	1,252	3,676	6,570
Type of machines	0	0	0	0	0	0

“Titles to be sold whose permission are gained”

- King of Mouse(old regulation machine)
- LOONEY TUNES BACK IN ACTION
- Ace wo Nerae!

※ OLYMPIA pachislot is categorized as “Other makers” before 2006.3

Topics : In FY2006, all-out collaboration with Olympia Co., Ltd. starts

Birth of “Gold Olympia”



■ Birth of new brand “Gold Olympia”

- 1) Copyrights and product plan provided by Fields
- 2) Developed and manufactured by Olympia
- 3) Exclusively sold by Fields

■ Fusion of content development by Fields and manufacturing technology by Olympia

First all-out collaboration Pachislot machine to be sold

■ May 2006: “LOONEY TUNES :BACK·IN·ACTION” released



- “Gold Olympia” first brand
- New design detachable steel case
 - Equipped with 10-inch large LCD
 - Equipped with high speed 3D drawing engine

→ To be sold nationwide from the middle of May, 2006

■ FY2006 1st half : pachislot machine “Gold Olympia” is to be sold

■ FY2006 2nd half : pachinko machine is to be sold

→ In addition to tie up with SAMMY Group and SANKYO Group, as a result of collaboration with Olympia

“3 Pachinko items” + “3 Pachislot items” = “Total 6 items”

“Stable product lines” becomes possible

Unit sales of Pachinko by maker

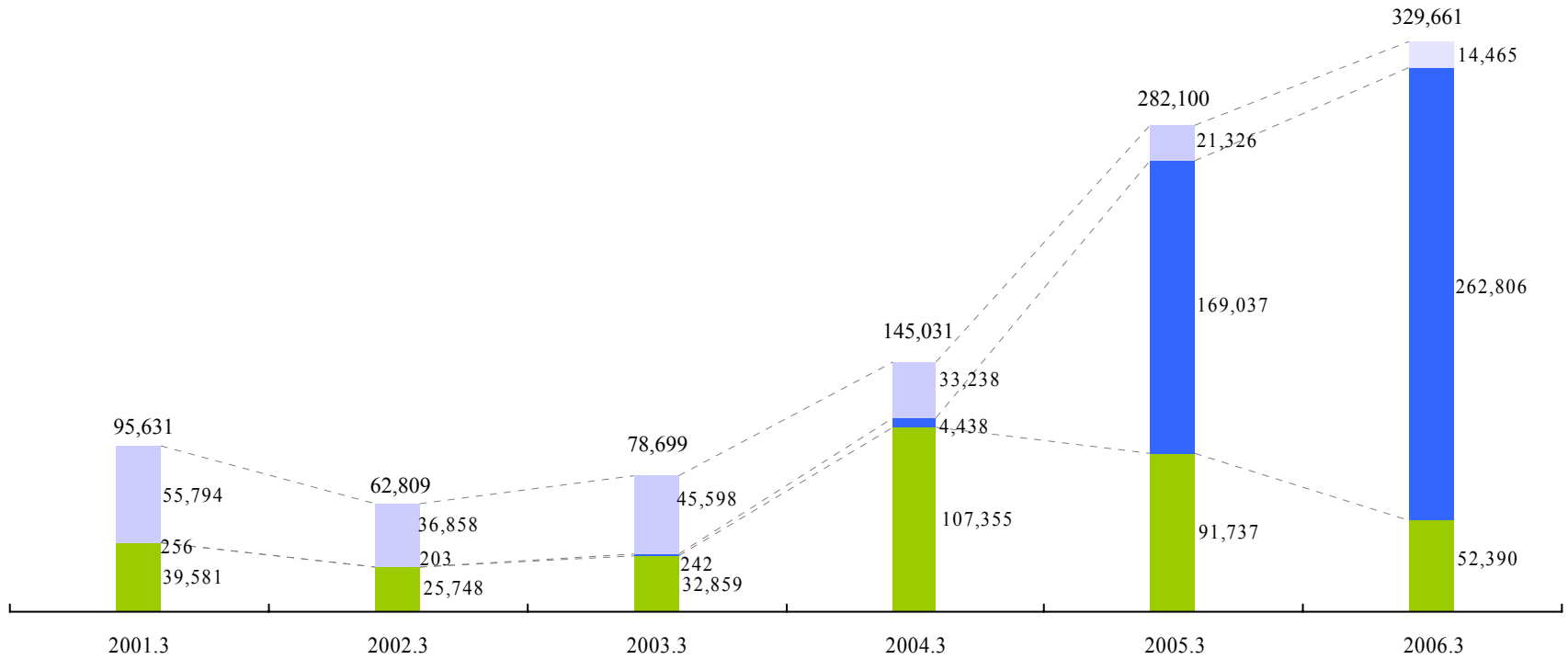
Unit sales by maker

(Unit: Machines)

■ SAMMY

■ Bisty

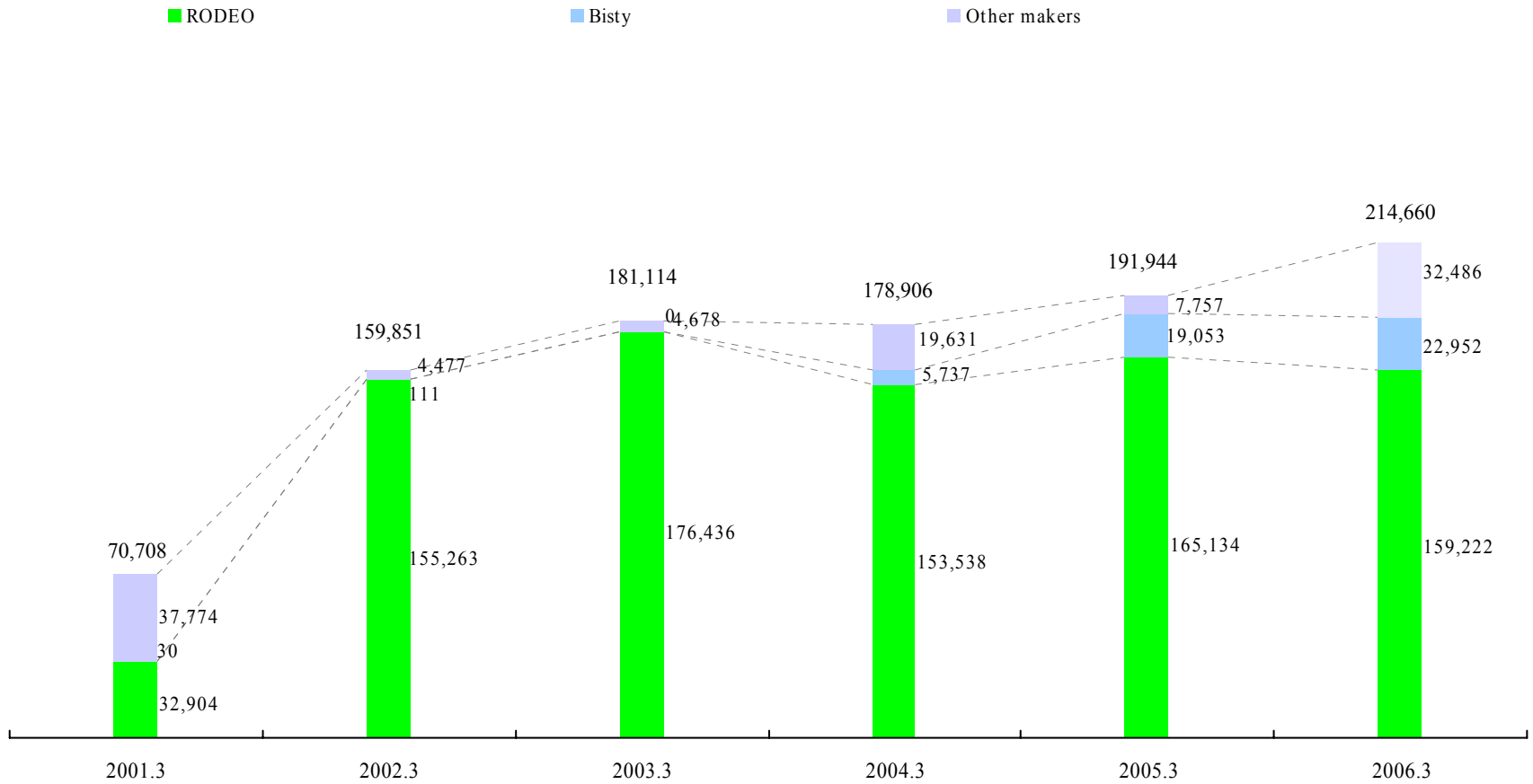
■ Other makers



Unit sales of Pachislot by maker

Unit sales by maker

(Unit: Machines)



Source: Fields

※OLYMIPA pachislot is categorized as "Other makers" before 2006.3

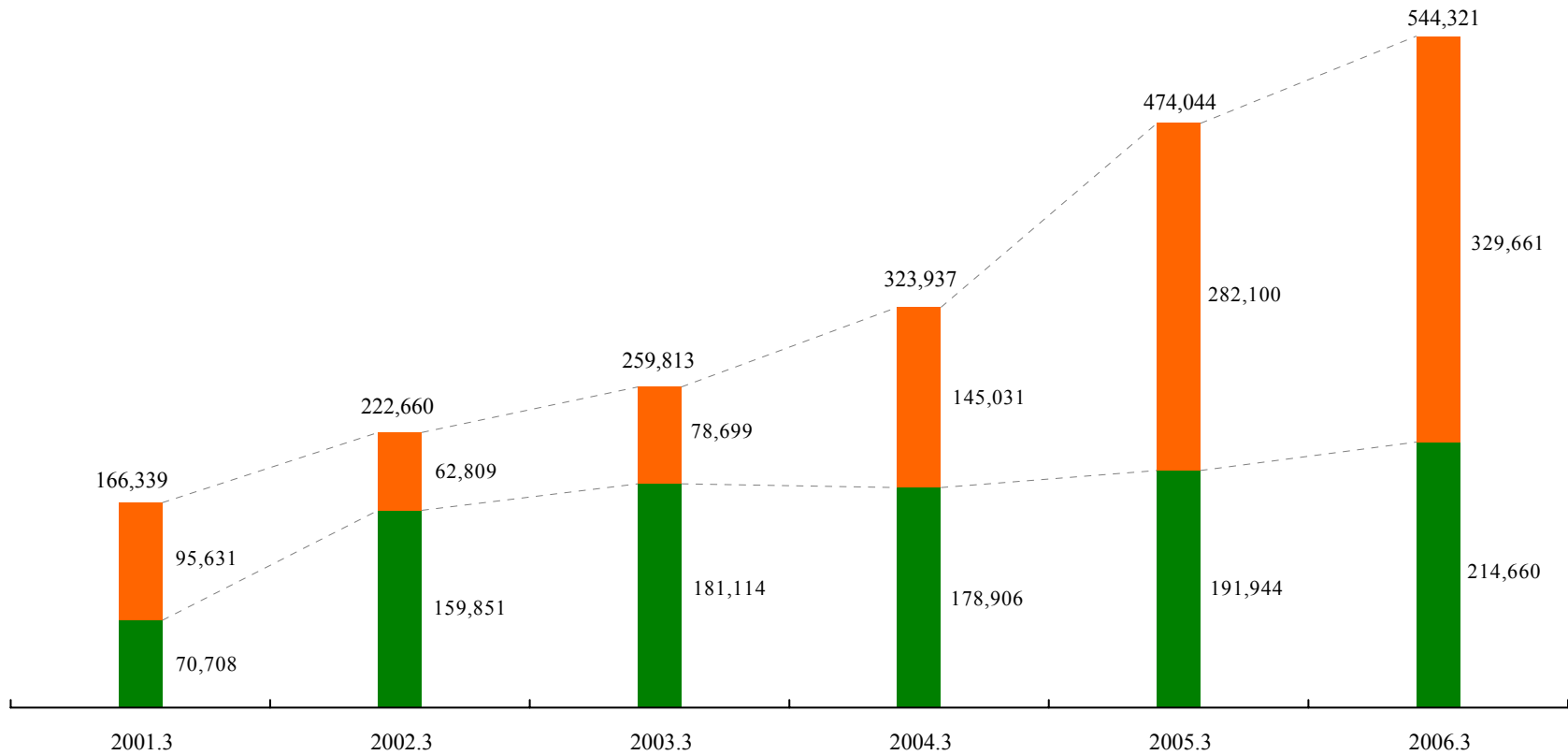
Unit sales by type of machines(Pachinko/pachislot)

Unit sales by type of Pachinko/Pachislot machines

(Unit: Machines)

■ Pachislot

■ Pachinko

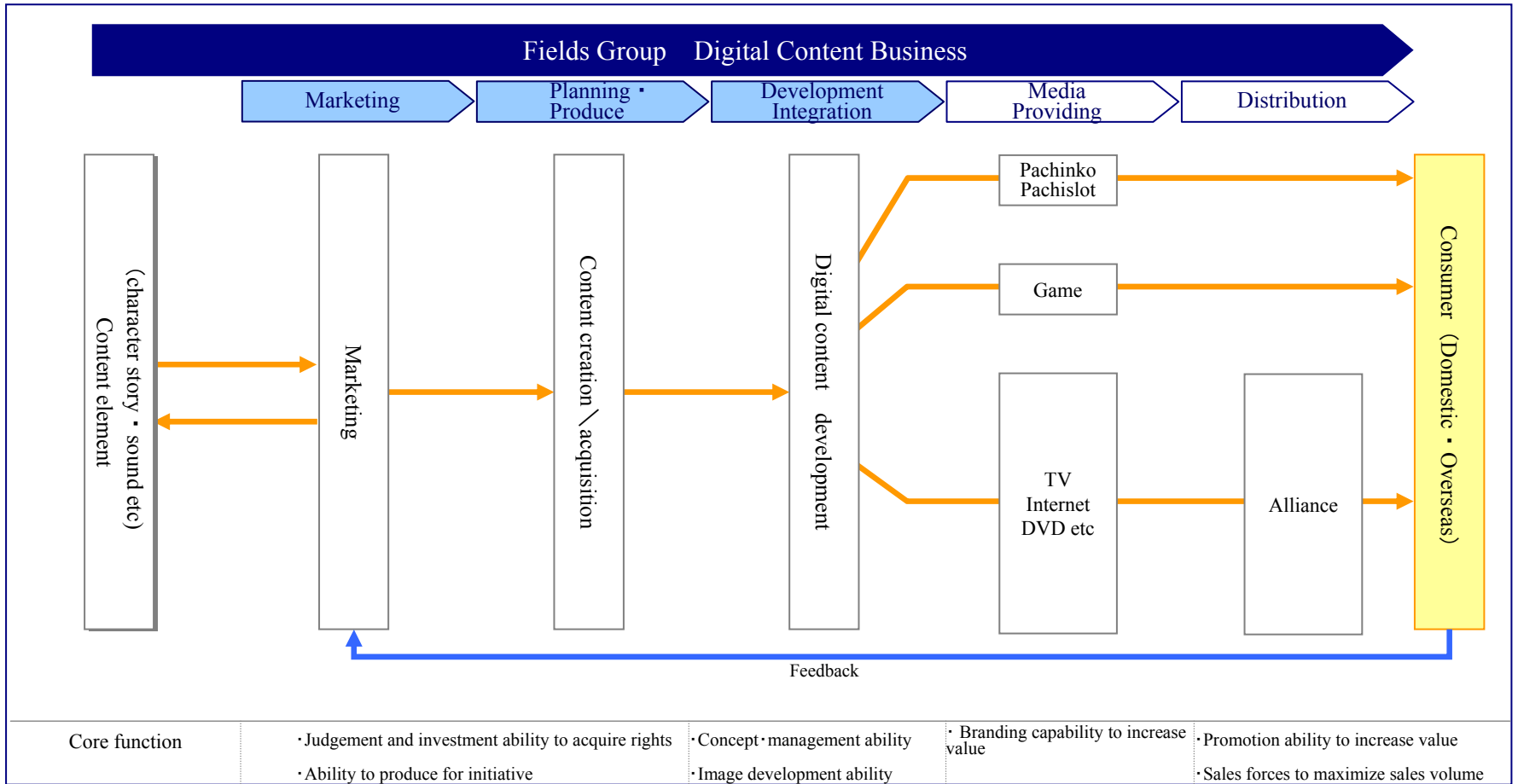




Appendix

Fields Group: Business scheme of digital content

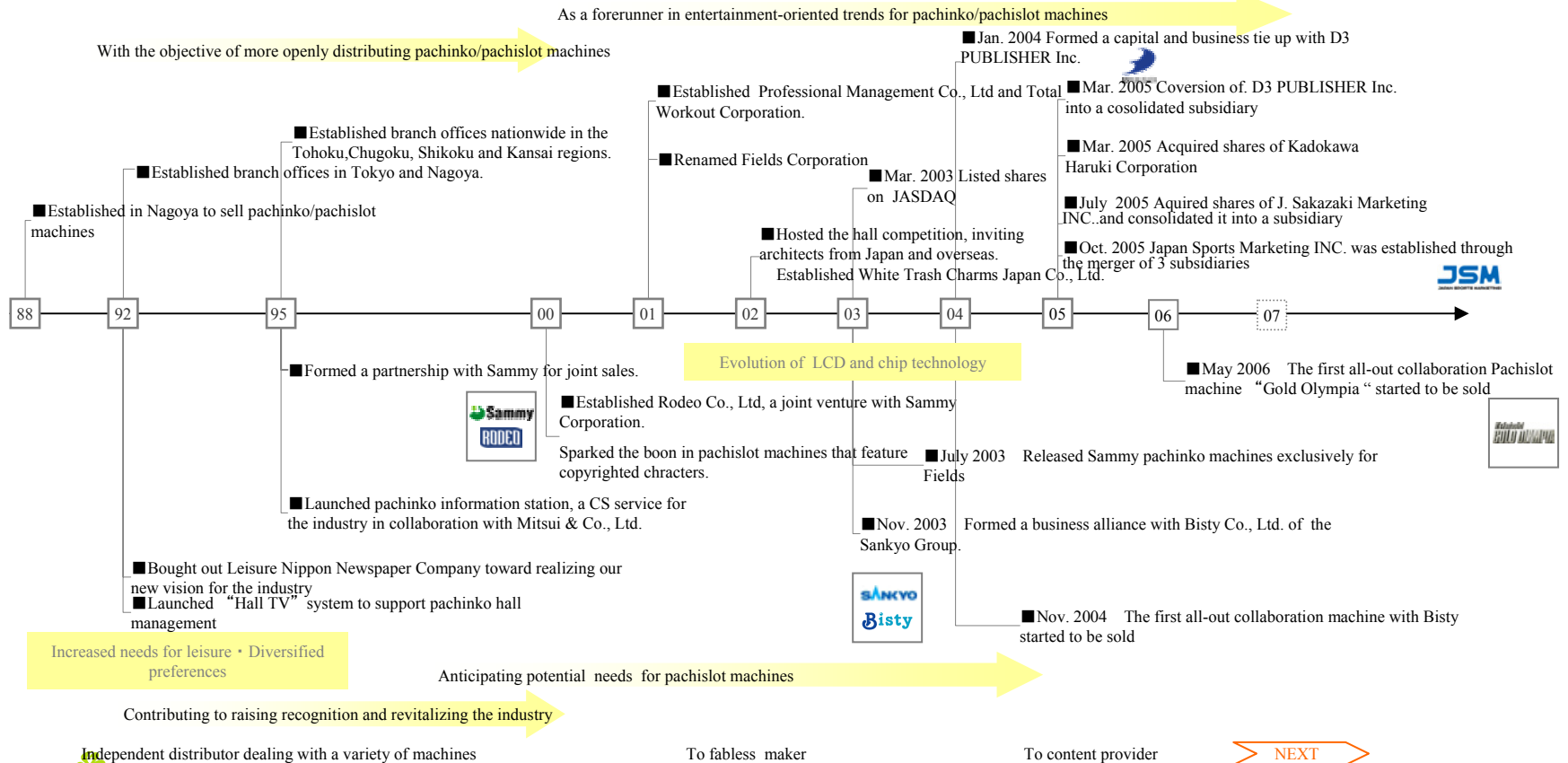
Distribution of digital content to media



Our Tracks-2006

Major events in the history of Fields

■ In line with our corporate philosophy, “The greatest Leisure for All People”, Fields has set its insights on the pachinko/pachislot market. The most popular public leisure activity in Japan, and has aimed to revitalise the market through a variety of new challenges. We have established a nationwide sales network and solidified a unique position that connects the many pachinko/pachislot fans with pachinko halls and pachinko/pachislot machine makers, while continuing to grasp the needs of all industry participants and providing proposal-oriented services through intensive marketing.

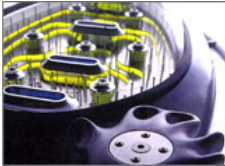


Fields Group Companies (consolidated subsidiaries)

■ PS・Field

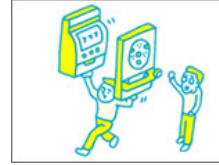
Digital Lord Corporation

digital lord



■ Involved in the planning and development of image software essential to the Pachinko/Pachislot business as well as planning and brand management for the merchandising business of copyrighted characters. The company applies this expertise in the pachinko, pachislot, and various merchandising business, to create new image software and characters.

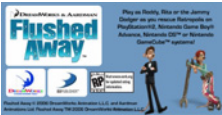
Fields Jr. Corporation



■ Registers and manages approximately 1,200 college students across Japan who are involved in the delivery and installation of pachinko/pachislot machines. Also conducts nationwide marketing research for 16,000 pachinko halls and collects information on the types of machines installed in halls and the status of hall customers. This information is utilized in the planning and development of new machines.

■ Game・Field

D3 Inc.*



■ In March 2005, D3 PUBLISHER Inc., a game publisher, was consolidated into a subsidiary to enhance Fields business as a content provider through promoting the acquisition of copyrights in the U.S. and European markets and planning, developing and selling game software in a more timely manner in close collaboration with other Fields Group companies.

*In April 2006, D3 Group shifted to a holding company system composed of D3, Inc. that is a holding company, D3 Publisher Inc. in Japan, D3 Publisher of America, Inc and D3 Publisher of Europe LTD that are operating companies.



CODE 4311:JASDAQ

<http://www.d3i.co.jp/>

■ Other Field

Japan Sports Marketing Inc.



■ Established in October 2005 with through the merger of J. Sakazaki Marketing Inc., which became a consolidated subsidiary in July 2005, Professional Management Co., Ltd. and Total Workout Corporation. Involved in the wide range of sports entertainment business such as planning and organizing of sports events, TV rights distribution and gym operation.

<http://www.jsm.jp>

White Trash Charms Japan Co., Ltd.



■ A fashion accessories brand that originated on the West Coast of the U.S. and is widely cherished by many fashion leaders, including Hollywood stars, artists, and stylists. Started import sales in April, 2002 in Japan opened a directly managed shop in Roppongi Hills in April 2003. Plans are underway for expanding its product lineup.

<http://www.whitetrashcharmsjapan.com>



Source: Fields

Financial highlights, FY1998-2005

Key financial data (: ¥thousands)	1999.3	2000.3	2001.3	2002.3	2003.3 (Consolidated)	2004.3 (Consolidated)	2005.3 (Consolidated)	2006.3 (Consolidated)
Net sales	11,811,500	10,017,585	11,496,060	34,560,468	61,888,832	66,211,589	81,658,011	96,814,364
Operating income	138,791	768,876	1,700,893	5,730,688	6,781,196	11,866,578	12,097,224	12,348,156
Ordinary income	107,358	726,910	1,681,106	5,664,866	7,022,048	12,209,509	12,480,571	13,127,685
Net income	34,842	262,168	583,081	3,041,486	3,524,372	6,620,253	6,926,791	7,085,994
Paid-in capital	10,000	10,000	116,000	530,500	1,295,500	1,295,500	7,948,036	7,948,036
Shareholders' equity	23,938	286,107	1,069,803	3,883,201	8,752,797	14,507,820	33,426,273	39,411,552
Total assets	5,388,131	6,199,947	6,211,821	18,631,438	17,090,435	37,115,839	72,584,547	87,556,534
Cash Flows from Operating activities	—	—	1,105,738	4,525,559	3,316,128	851,192	2,965,857	6,164,786
Cash Flows from Investing activities	—	—	269,440	(724,077)	(2,253,217)	(3,190,193)	(5,257,154)	(2,224,610)
Cash Flows from Financial activities	—	—	(920,780)	2,004,198	(2,454,804)	2,029,999	10,177,881	(1,540,544)
Cash and cash equivalents at end of the period	—	—	1,414,660	6,857,525	5,739,061	5,437,758	13,326,256	15,777,313

Indicators per share (Unit : JPY)	1999.3	2000.3	2001.3	2002.3	2003.3 (Consolidated)	2004.3 (Consolidated)	2005.3 (Consolidated)	2006.3 (Consolidated)
Shareholders' equity per share	119,690	1,430,535	461,122	1,325,324	268,600	89,305	96,026	113,275
Annual dividend per share (non-consolidated)	—	—	15,000	Old shares 100,000 New shares 27,398 2 nd new shares 548	10,000	24,000 • Memorial 10,000 • Interim 10,000 • Full year 4,000	4,000 • Interim 2,000 • Full year 2,000	4,000 • Interim 2,000 • Full year 2,000
Net income per share	174,211	1,310,844	2,075,024	1,275,256	117,233	40,465	19,888	20,118

Management indicators (Unit : %)	1999.3	2000.3	2001.3	2002.3	2003.3 (Consolidated)	2004.3 (Consolidated)	2005.3 (Consolidated)	2006.3 (Consolidated)
Shareholders' equity ratio	0.4	4.6	17.2	20.8	51.2	39.1	46.0	45.0
Return on equity	534.6	169.1	86.0	122.8	55.9	56.9	28.9	19.5
Dividend as percentage of shareholders' equity (non-consolidated)	—	—	6.0	7.8	7.9	*20.1	20.7	20.3

*Dividend as percentage of shareholders' equity in 2004.3 is calculated including memorial dividend

Others	1999.3	2000.3	2001.3	2002.3	2003.3 (Consolidated)	2004.3 (Consolidated)	2005.3 (Consolidated)	2006.3 (Consolidated)
Total outstanding shares	200	200	2,320	2,930	32,300	161,500	347,000	347,000
Employees (persons)	166	210	319	323	460	651	758	901

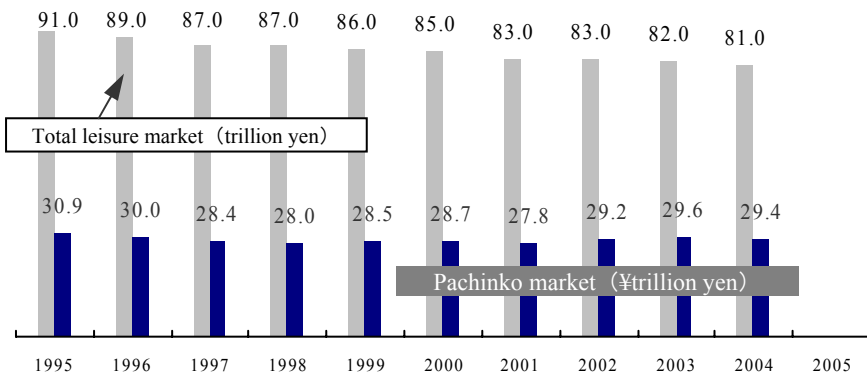
• October, 2002 10-for-1 stock split • November, 2003 5-for-1 stock split • September, 2003 2-for-1 stock split • Consolidated from 2003.3



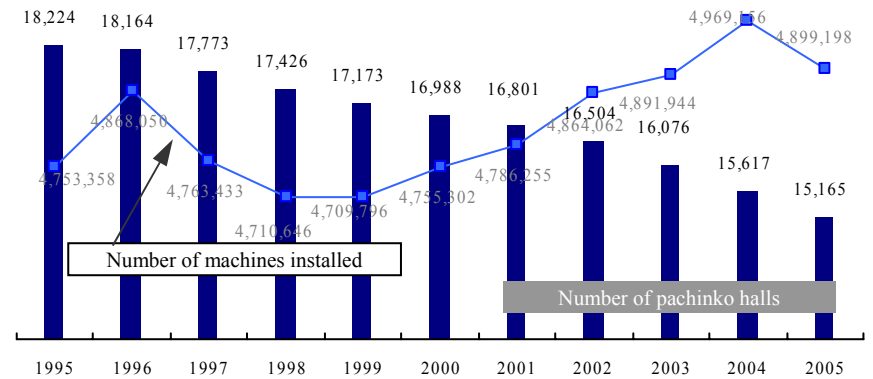
References

Market scale of core businesses I

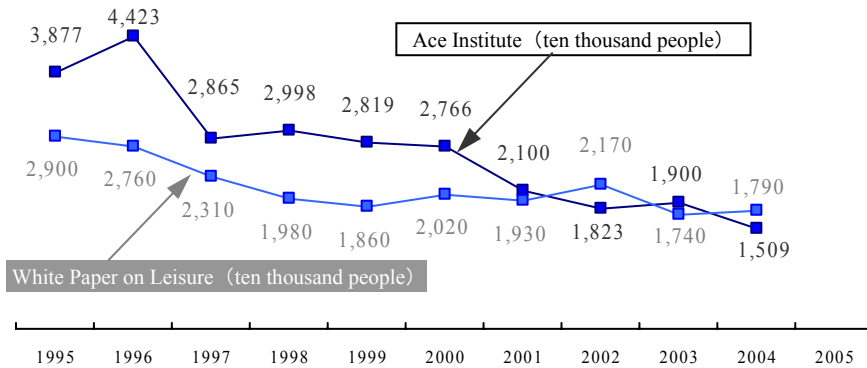
Changes in pachinko market



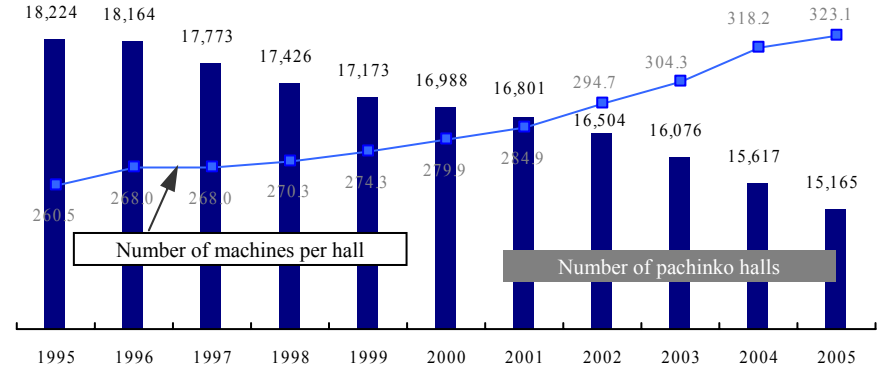
Changes in number of Pachinko halls and machines installed



Changes in number of pachinko players

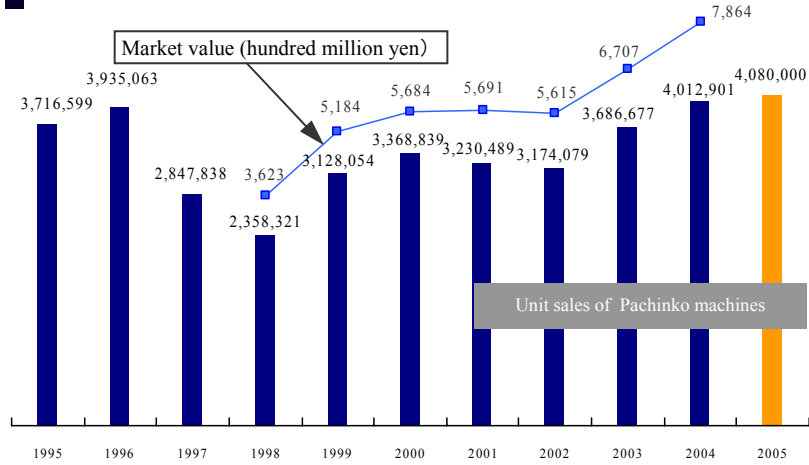


Changes in number of Pachinko halls and machines installed per hall

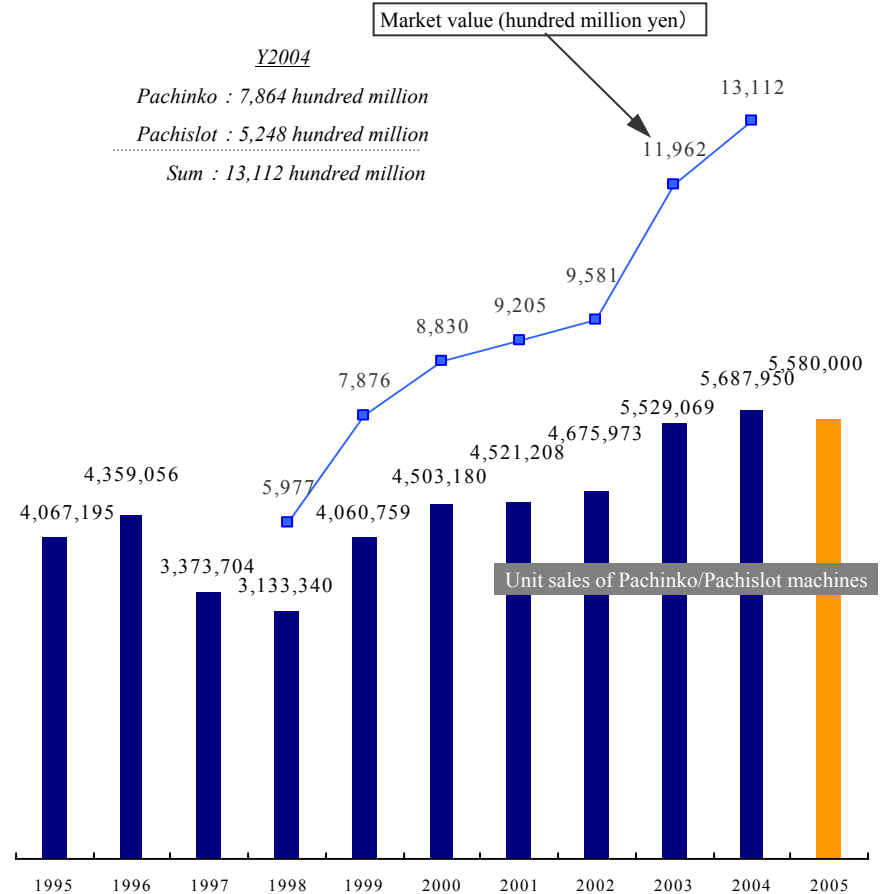


Market scale of core businesses II

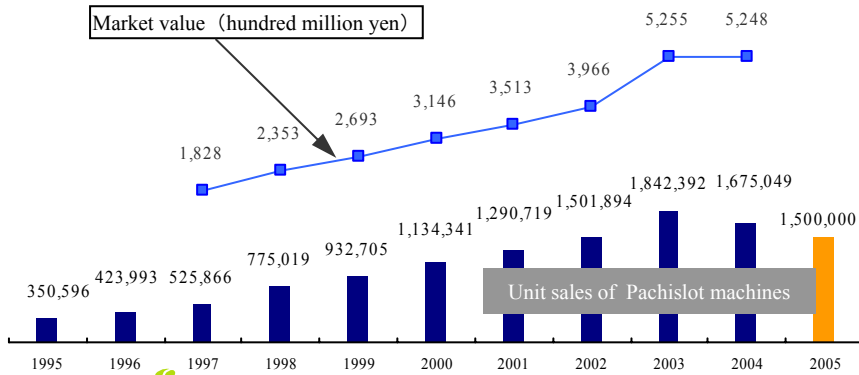
Japanese market for Pachinko machines



Japanese market for Pachinko/Pachislot machines

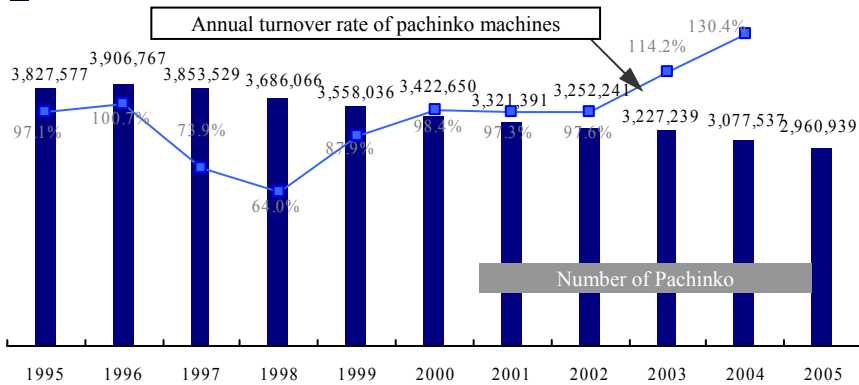


Japanese market for Pachislot machines

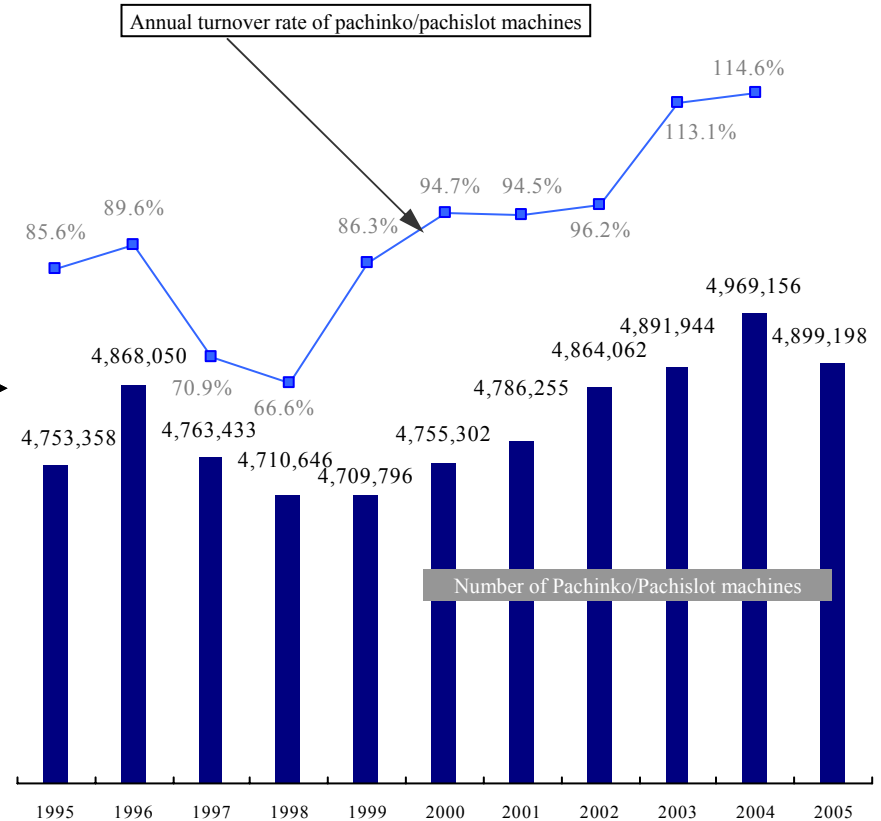


Market scale of core businesses III

Number of Pachinko installed and their annual turnover



Number of Pachinko/Pachislot machines installed and their annual turnover



Number of Pachislot installed and their annual turnover

