

Full year

(4.2009 – 3.2010)



Financial Presentation (Year Ended March 31, 2010)

May 11, 2010

THE GREATEST LEISURE FOR ALL PEOPLE

FIELDS CORPORATION JASDAQ:2767

Year Ended March 31, 2010 Results

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Results for the Year Ended March 31, 2010 (P/L)



Factors causing the increase/decrease

- [Consolidated] Net sales (YOY): Deconsolidation as a result of the sale of shares in D3 Inc.
Operating income (against forecast): Mostly at the forecast level for each Group company (entertainment related)
- [Non-consolidated] (Against previous fiscal year): Increase in pachinko machine sales such as *CR Neon Genesis Evangelion—The Beginning and the End* and other titles
(Against forecast): Part of sales from the two pachislot machine titles released during the fourth quarter will be postponed to the next fiscal year

(%): ratio against Net Sales (Unit: Billion yen)

| Consolidated | Year Ended March 31, 2009 | Year Ended March 31, 2010 | | | | | |
|----------------------------------|---------------------------|---------------------------|------------------|------------------|-----------------------|-------------|--|
| | Full-Year Results [A] | Full-Year Forecast [B] | 1st Half Results | 2nd Half Results | Full-Year Results [C] | YOY [C]/[A] | Achievement against Full-Year Forecast [C]/[B] |
| Net sales | 73.03 | 70.00 | 21.44 | 44.89 | 66.34 | 90.8% | 94.8% |
| Operating income | 1.96 (2.7%) | 10.00 (14.3%) | 5.38 (25.1%) | 2.73 (6.1%) | 8.12 (12.2%) | 414.3% | 81.2% |
| Ordinary income | 0.99 (1.4%) | 10.00 (14.3%) | 5.05 (23.6%) | 2.71 (6.0%) | 7.76 (11.7%) | 782.9% | 77.6% |
| Net income | (1.48) (-%) | 4.50 (6.4%) | 2.18 (10.2%) | 1.10 (2.5%) | 3.28 (5.0%) | -% | 73.1% |
| Number of Consolidated Employees | 827 | - | 873 | - | 909 | - | - |

| Non-consolidated | Year Ended March 31, 2009 | Year Ended March 31, 2010 | | | | | |
|------------------|---------------------------|---------------------------|------------------|------------------|-----------------------|-------------|--|
| | Full-Year Results [A] | Full-Year Forecast [B] | 1st Half Results | 2nd Half Results | Full-Year Results [C] | YOY [C]/[A] | Achievement against Full-Year Forecast [C]/[B] |
| Net sales | 53.14 | 63.00 | 19.23 | 42.12 | 61.35 | 115.5% | 97.4% |
| Operating income | 3.81 (7.2%) | 10.00 (15.9%) | 5.71 (29.7%) | 2.90 (6.9%) | 8.61 (14.0%) | 225.7% | 86.2% |
| Ordinary income | 5.84 (11.0%) | 10.00 (15.9%) | 5.86 (30.5%) | 2.96 (7.0%) | 8.83 (14.4%) | 151.2% | 88.3% |
| Net income | 1.14 (2.2%) | 5.00 (7.9%) | 3.07 (16.0%) | 1.46 (3.5%) | 4.53 (7.4%) | 396.0% | 90.8% |

Highlights for the Year Ended March 31, 2010 – Pachinko/Pachislot (PS) related

Pachinko/Pachislot (PS) Field

- **Market Environment:** There has been increasing demand for pachinko machines which promote steady operation.
: The pachislot market now seems to have reached saturation point in terms of the introduction and operational status of the machines.
- **Sales Results:** Big hit of CR Neon Genesis Evangelion—The Beginning and the End [1Q], Neon Genesis Evangelion—Die Spur der SEELE and Onimusha: Dawn of Dreams [4Q]

(Unit: Machines)

| | Pachinko machines | Pachislot machines | Pachinko sales | Pachislot sales | Total |
|----|--|--|--|--|--|
| 1Q |  CR Neon Genesis Evangelion - The Beginning and the End Approx. 237,000 machines |   Aim for the Ace! Saturday Night Fever | 244,091 | 6,055 | 250,146 |
| 2Q |  CR Showa Legend Minami Haruo | | 22,193 | 1,805 | 23,998 |
| | | | 1st Half 266,284 | 1st Half 7,860 | 1st Half: 274,144 |
| 3Q |  CR Iron Chef | Initially scheduled launch period   I am KONISHIKI Hono-no Nekketsu Kyoshi | 15,697 | 4,817 | 20,514 |
| | | | 1Q-3Q 281,981 | 1Q-3Q 12,677 | 1Q-3Q 294,658 |
| 4Q |    CR GTO CRA Neon Genesis Evangelion - The Angels are Back Again-YF CR Shimizu no Jirochu - The Bonds of Life |   Neon Genesis Evangelion - Die Spur der SEELE Onimusha: Dawn of Dreams Approx. 80,000 machines (sales in progress) Approx. 42,000 machines (sales in progress) | 48,753 | 106,469 | 155,222 |
| | | | Full-Year 330,734 (Previous Year: 202,525) | Full-Year 119,146 (Previous Year: 128,680) | Full-Year 449,880 (Previous Year: 331,205) |

Source: Fields

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Segment Information for the Year Ended March 31, 2010



- Pachinko/Pachislot-related: Enhancement of human resources by establishing new company for strengthening the development field
- Entertainment-related : Improvement in profitability. Total operating income, excluding the Pachinko/Pachislot (PS) Field, was sufficient to break approximately even
 - [Mobile] The number of paying members reached approximately 400,000 (as of the end of March 31, 2010)
 - [Other (Animation)] Proactively involved in Group synergy business with the Pachinko/Pachislot (PS) business

(Unit: Million yen)

| | Year Ended March 31, 2009 * | | | Year Ended March 31, 2010 | | | |
|-------------------------------|-----------------------------|----------|---------------|---------------------------|----------|---------------|---------|
| | 1st Half | 2nd Half | Full-Year [A] | 1st Half | 2nd Half | Full-Year [B] | [B]-[A] |
| Net sales | 41,590 | 31,445 | 73,035 | 21,444 | 44,898 | 66,342 | (6,693) |
| Pachinko/Pachislot (PS) Field | 34,957 | 20,767 | 55,724 | 19,415 | 42,964 | 62,379 | +6,655 |
| Sports Entertainment Field | 1,977 | 1,612 | 3,589 | 1,181 | 1,235 | 2,416 | } (472) |
| Mobile Field | 736 | 873 | 1,609 | 991 | 830 | 1,821 | |
| Other Field | 66 | 64 | 130 | 259 | 360 | 619 | |
| Game Field | 4,127 | 8,466 | 12,593 | - | - | - | |
| Elimination or Incorporation | (274) | (338) | (612) | (403) | (492) | (895) | |
| Operating income | 3,252 | (1,292) | 1,960 | 5,386 | 2,738 | 8,124 | +6,164 |
| Pachinko/Pachislot (PS) Field | 5,569 | (1,538) | 4,031 | 5,407 | 2,726 | 8,133 | +4,102 |
| Sports Entertainment Field | (342) | (195) | (537) | (162) | (162) | (324) | } +761 |
| Mobile Field | 227 | 228 | 455 | 247 | 146 | 393 | |
| Other Field | (596) | (84) | (680) | (17) | (53) | (70) | |
| Game Field | (1,619) | 330 | (1,289) | - | - | - | |
| Elimination or Incorporation | 14 | (33) | (19) | (89) | 82 | (7) | |

* Figures for the year ended March 2009 indicate reference values after reclassification.

Results for the Year Ended March 31, 2010 (B/S) (Overview)



(Unit: Million yen)

| | At March 31, 2009 (I) | At December 31, 2009 (II) | At March 31, 2010 (III) | Increase/ Decrease | | Factors causing the increase/decrease |
|---|-----------------------------|---------------------------------|-------------------------------|-----------------------------------|---------------------------------------|--|
| | | | | At March 31, 2009 (III)-(I) | At December 31, 2009 (III)-(II) | |
| Total current assets | 25,135 | 24,317 | 56,694 | 31,559 | 32,377 | |
| (Cash and cash equivalents) | 11,181 | 14,256 | 15,916 | 4,735 | 1,660 | (III - I): Due to an increase in income |
| (Inventories) | 963 | 1,642 | 1,520 | 557 | (122) | |
| Total fixed assets | 26,929 | 25,491 | 24,682 | (2,247) | (809) | |
| (Total tangible fixed assets) | 10,898 | 9,815 | 9,721 | (1,177) | (94) | (III - I): Decrease due to the sale of building and land of the Tokyo Office and the disposal of buildings, etc. in conjunction with the preparation of the Osaka Branch |
| (Total intangible fixed assets) | 2,761 | 2,387 | 2,333 | (428) | (54) | (III - I): Decrease due to software depreciation, etc. |
| (Total investments and other assets) | 13,268 | 13,287 | 12,627 | (641) | (660) | (III - I): Decrease in deferred tax assets |
| Total assets | 52,064 | 49,808 | 81,329 | 29,265 | 31,521 | |
| Total current liabilities | 7,547 | 7,481 | 35,845 | 28,298 | 28,364 | (III - I): Increase in accounts payable—trade from pachinko/pachislot sales |
| (Short-term borrowings) | - | - | - | - | - | |
| Total fixed liabilities | 5,021 | 4,326 | 4,295 | (726) | (31) | (III - I): Decrease due to the redemption of corporate bonds |
| Total liabilities | 12,568 | 11,807 | 40,141 | 27,573 | 28,334 | |
| Total net assets | 39,496 | 38,000 | 41,187 | 1,691 | 3,187 | (III - II): Increase in retained earnings as income increased |
| Total liabilities and net assets | 52,064 | 49,808 | 81,329 | 29,265 | 31,521 | |

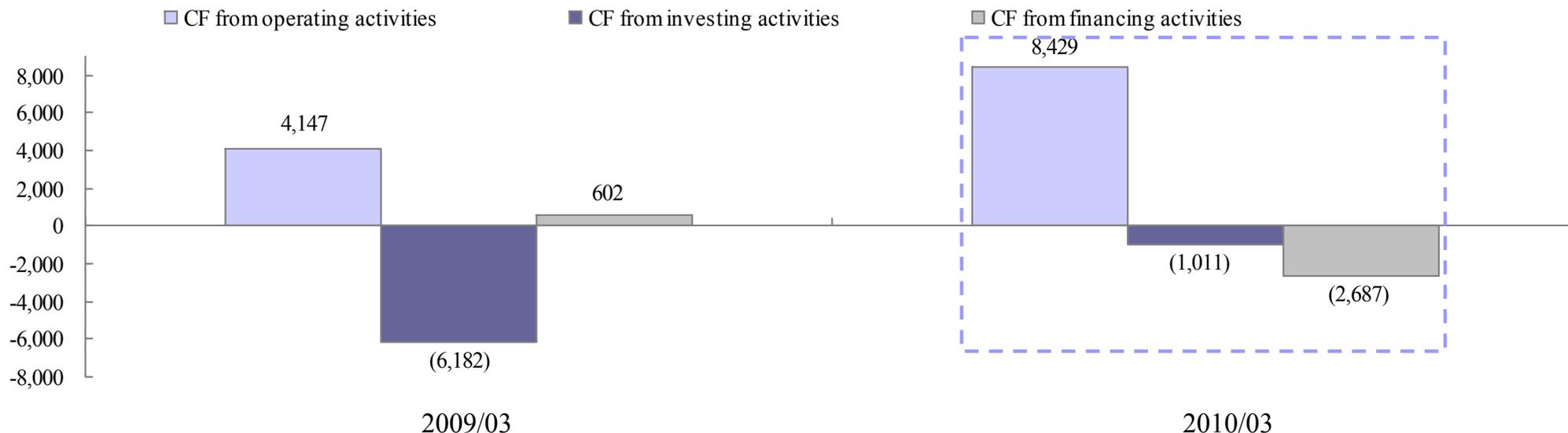
* The B/S for D3 Inc., which was a consolidated subsidiary in the year ended March 31, 2009, has been nonconsolidated since the end of March 31, 2009.

Statement of Cash Flows for the Year Ended March 31, 2010 (Overview)



(Unit: Million yen)

| | Year Ended March 31, 2009 | Year Ended March 31, 2010 | |
|--|---------------------------|---------------------------|---|
| | End of March | End of March | Factors |
| Cash flows from operating activities | 4,147 | 8,429 | Income before income tax and minority interests 7,218 Increase in notes and accounts receivable—trade (27,896) Increase in notes and accounts payable—trade 23,910 Income taxes refunded 2,443 |
| Cash flows from investing activities | (6,182) | (1,011) | Proceeds from sale of tangible fixed assets 615 Purchases of tangible fixed assets (470) Purchases of intangible fixed assets (449) |
| Cash flows from financing activities | 602 | (2,687) | Dividends paid (1,511) Redemption of corporate bonds (720) Purchase of treasury stock (456) |
| Effect of exchange rate changes on cash and cash equivalents | (79) | (4) | |
| Increase (decrease) in cash and cash equivalents | (1,512) | 4,725 | |
| Cash and cash equivalents at beginning of period | 12,693 | 11,181 | |
| Cash and cash equivalents at end of period | 11,181 | 15,906 | |



Full-Year Forecast for the Year Ending March 31, 2011 (Consolidated)

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Highlights

- Aim to maximize corporate value in the Entertainment Business (Group Business) and the Pachinko/Pachislot (PS) Business
 - Accelerate business expansion in the entertainment field by consolidating Tsuburaya Productions Co., Ltd. and Digital Frontier Inc. as the Company's subsidiaries and establishing a new joint investment publishing company HERO'S with Shogakukan Creative Inc.
 - Expand the sale of Bisty-branded titles and release the first collaboration title with KYORAKU SANGYO Co., Ltd. during the fourth quarter
- Accelerate the expansion of all business fields with the aim of achieving the operating income target in the Mid-Term Management Plan

(%): ratio against Net sales (Unit: Billion yen)

| Consolidated | Year Ended 31, March 2010 | Year Ending March 31, 2011 | | | | |
|------------------|---------------------------|----------------------------|-------------------|--------------------|-------------------------|-------------------------------|
| | Full-Year Results | 1st Half Forecast | 2nd Half Forecast | Full-Year Forecast | YOY (Increase/Decrease) | Rate of Increase/Decrease YOY |
| | [A] | | | [B] | [B]-[A] | [B]/[A] |
| Net sales | 66.34 | 30.00 | 50.00 | 80.00 | +13.65 | +20.6% |
| Selling expenses | 18.76 | 10.00 | 10.50 | 20.50 | +1.73 | +9.3% |
| Operating income | 8.12 (12.2%) | 4.00 (13.3%) | 7.00 (14.0%) | 11.00 (13.8%) | +2.87 | +35.4% |
| Ordinary income | 7.76 (11.7%) | 4.00 (13.3%) | 7.00 (14.0%) | 11.00 (13.8%) | +3.23 | +41.7% |
| Net income | 3.28 (5.0%) | 2.00 (6.7%) | 3.50 (7.0%) | 5.50 (6.9%) | +2.21 | +67.2% |

Initiatives for Growth of the Fields Group

| | |
|--|----|
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| ■ Initiatives for the Two Years after the Announcement of the Mid-Term Management Plan | 14 |
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Details of the Med-Term Management Plan



Purpose of the Med-Term Management Plan

- The goal of the Med-Term Management Plan, which ends in 2012, is to be an intermediate step toward our bigger aim for the vision of "the Group in 2017."
- As a strategy for the Group's sustainable growth, we need to not only review and develop existing businesses but also create new businesses.
- We provide "The Greatest Leisure for All People."

| | 1988-1997 | 1998-2007 | 2008-2017 |
|---------------------------------------|--|---|---|
| The Company's efforts | <ul style="list-style-type: none"> • Make proposals or suggestions on services, space of halls and machines that attract fans to pachinko halls nationwide | <ul style="list-style-type: none"> • Offer machines that have attractive content but do not depend on the nature of gambling | <p>If a concept is really good for energizing the Pachinko/Pachislot market, we take the lead in setting it up and launching it.</p> <p>Strengths</p> <ul style="list-style-type: none"> ■ Business performance as a fabless company ■ Trailblazing efforts as a content holder and the actual results produced ■ Our position as the largest independent distributor |
| The Company's business results | <p>Distribute machines more widely</p> <ul style="list-style-type: none"> • Bought Leisure Nippon Newspaper Company (1992) • Started to use "Hall TV" (1992) • Established Pachinko Information Station (1994) • Developed proposal-type marketing | <p>Accelerated allied manufacturers as a fabless company</p> <ul style="list-style-type: none"> • With Rodeo Co., Ltd. (2000) • With Bisty Co., Ltd. (2003) • With Olympia Co., Ltd. (2004) • With KYORAKU SANGYO (2008) • Engaged in the content business | <p>Produce highly entertaining machines with alliance and offer them to pachinko halls as a fabless company</p> <p>Produce copyrights (content) to be acquired and holder and supply them to all manufacturers</p> <p>Aim for further development as the largest independent by offering Web sites and showrooms that are available to pachinko halls and manufacturers</p> <p>The first term of the Med-Term Plan: Preparation</p> <p>The second Med-Term: Development</p> |
| | Growth | Growth | |

Source: Fields

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Basic Growth Policy of the Fields Group



- Supply products that contribute to the expansion and soundness of the market
 - Reinforce the system to "produce content"
 - Develop strategies to target client and geographical demands
- Explore, nurture and enhance high-quality content
 - Cross-media business strategies
 - Creation of primary content

PS measures

Group measures

- ① Promote alliance strategies
- ② Reinforce planning and development capabilities
- ③ Strengthen the operation bases



Group synergies

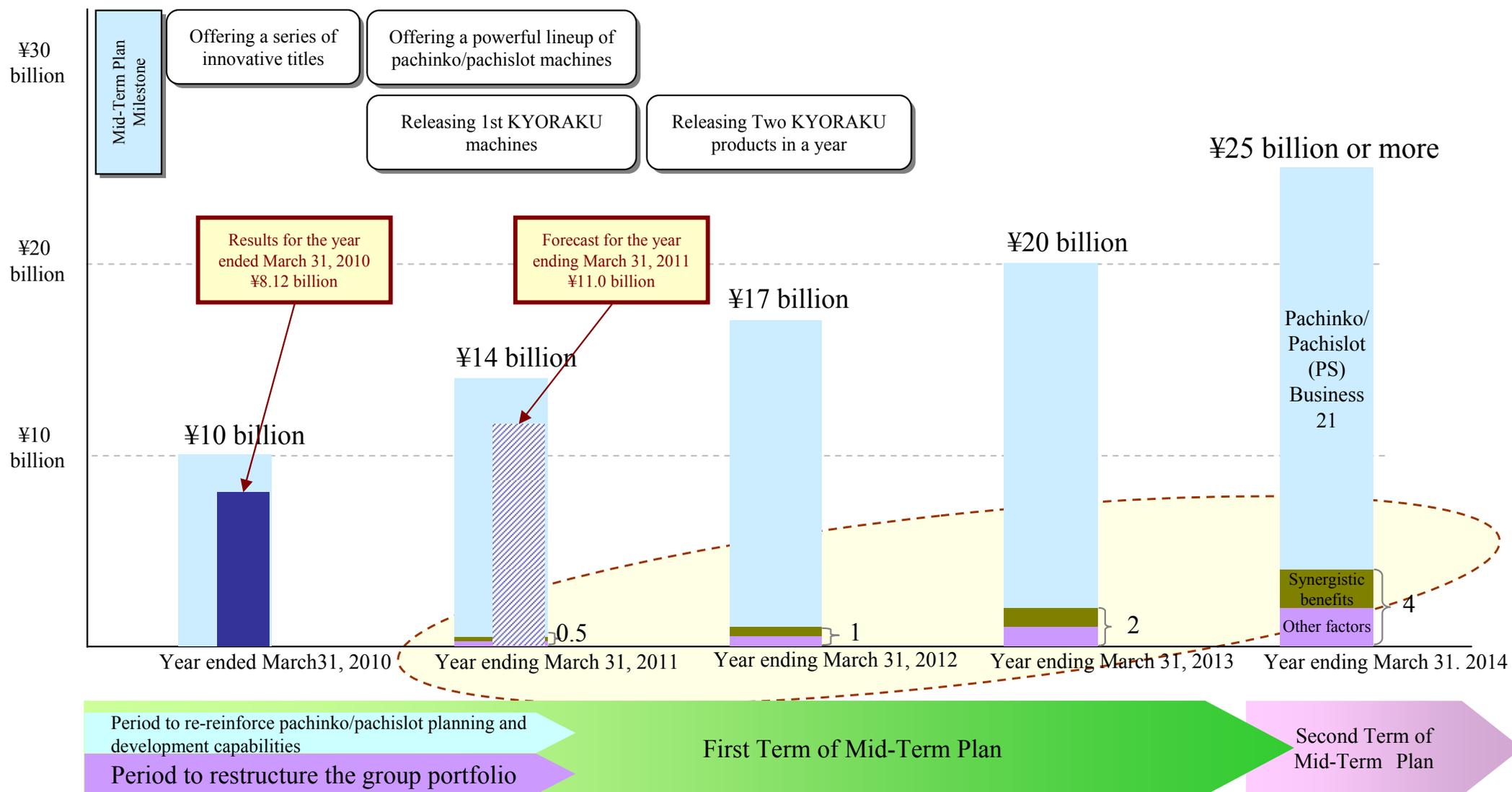
- ① Acquire high-quality copyrights for pachinko/pachislot machines
- ② Expand earnings through multiple uses of content
- ③ Create primary content by aggressive investment in each media

Source: Fields

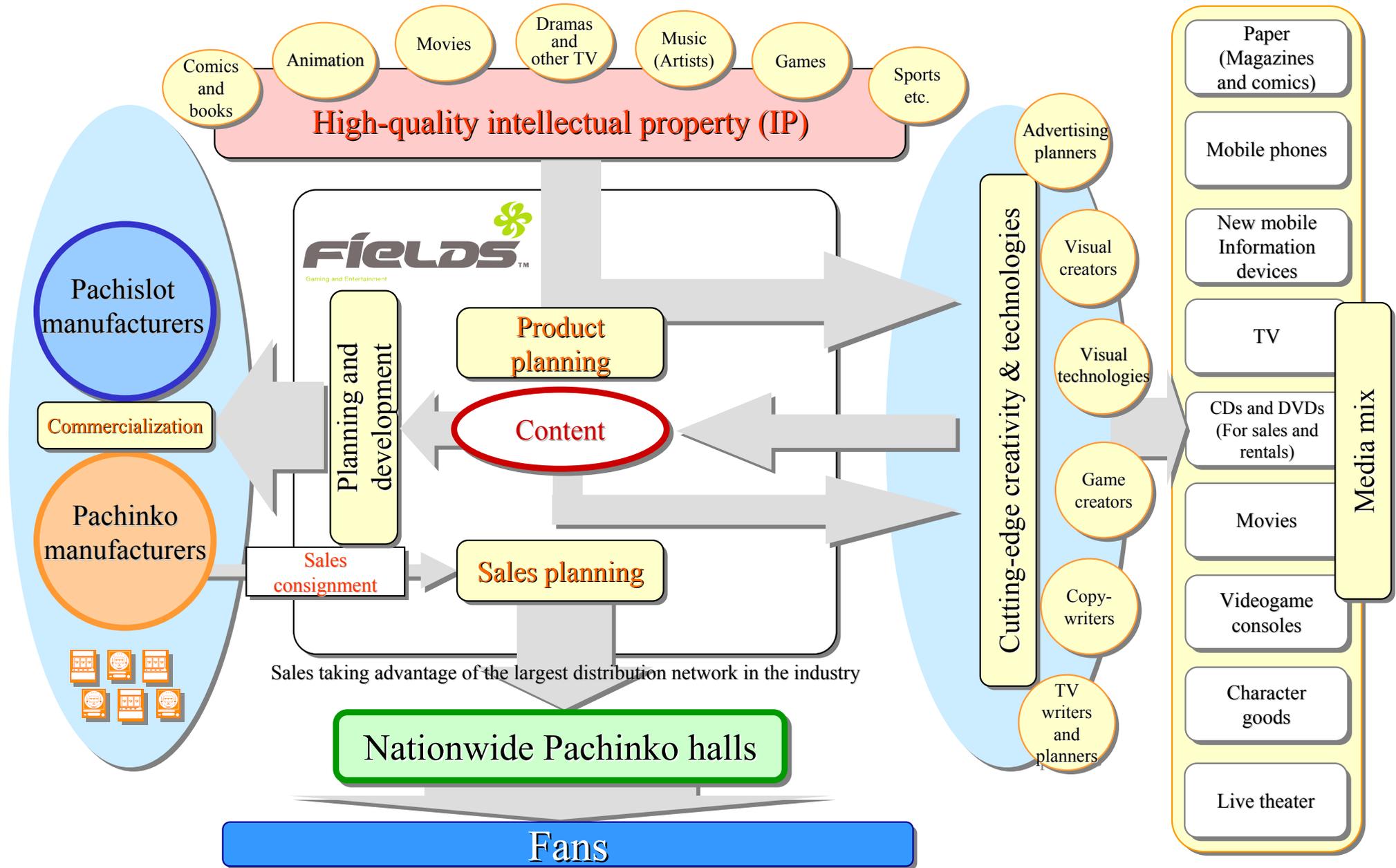
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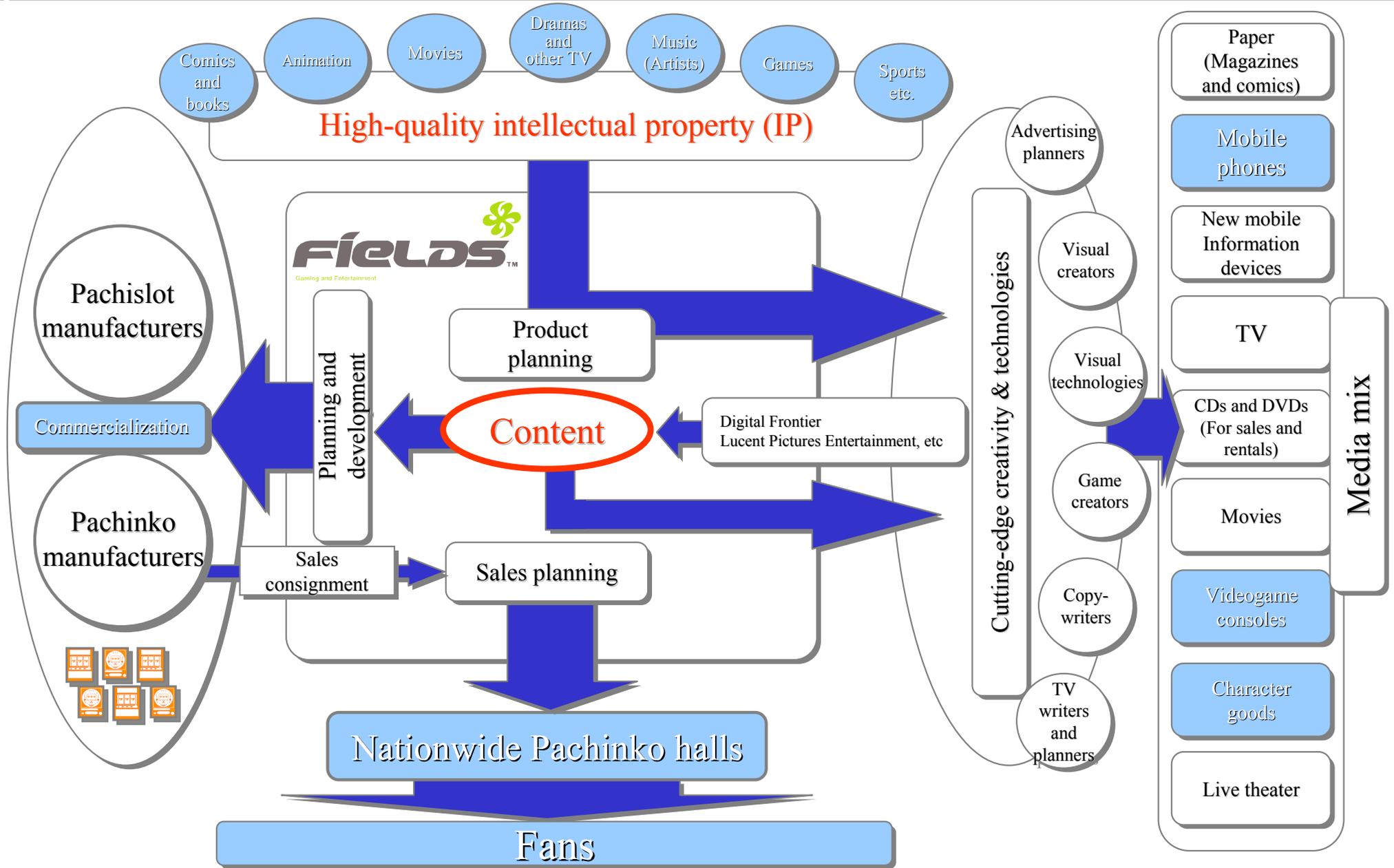
Target operating income for the year ending March 2014 of ¥25 billion or more

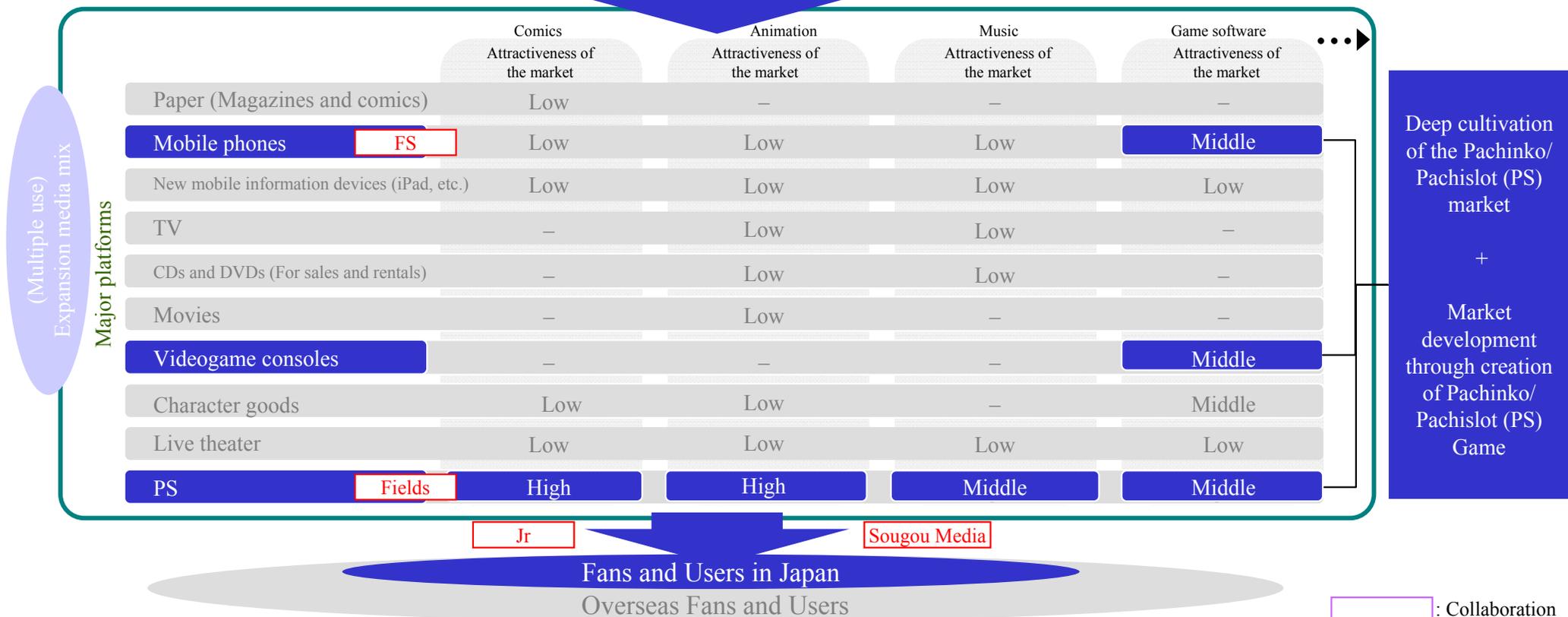
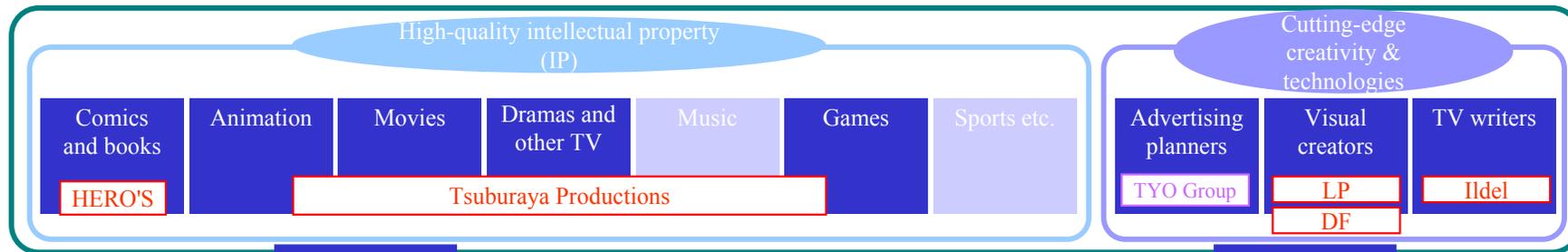
*Target contribution by Group companies: 20%



| | Year Ended March 31, 2009 | Year Ended March 31, 2010 | Year Ending March 31, 2011 (Current) |
|---|---|---|---|
| Entertainment Business (Group Business) | <p>Group reorganization</p> <p>< Business reorganization ></p> <ul style="list-style-type: none"> ■ Movies / Other: Fields Pictures Corporation/WTCJ => Absorption and merger ■ Games: thinkArts => Liquidation ■ Games: D3 => Sale <p>< Strengthened alliance with NAMCO BANDAI HD ></p> <p>< Strengthened alliance ></p> | | <ul style="list-style-type: none"> ■ Tsuburaya Productions has been consolidated as a subsidiary ■ Digital Frontier has been consolidated as a subsidiary ■ HERO'S, a publishing company, has been established (Shogakukan Creative) |
| | <p>Reinforcement of Group governance</p> <ul style="list-style-type: none"> ■ Measures for improvement of profitability by each Group company | <p>< Total operating income of Group companies was sufficient to break approximately even ></p> | Growth period |
| Pachinko / Pachislot Business | <p>Review of pachinko/pachislot (PS) machines (selection and concentration)</p> <ul style="list-style-type: none"> ■ Bisty: pachinko ■ Sammy: Pachinko (Suspended) ■ KYORAKU SANGYO: Pachinko ■ Bisty: pachislot ■ Rodeo: pachislot ■ Olympia: Pachislot | <p>(Planning and development in progress)</p> | <p>First title to be released during the 4Q</p> |
| | <p>Reinforcement of sales base</p> | | |
| | <p>Establishment of planning and development system</p> <ul style="list-style-type: none"> ■ Shin-Nichi Technology | <p>Advancement into the development field</p> | |
| | | <p>■ Establishment of F corporation</p> | <p>Full-scale start</p> |

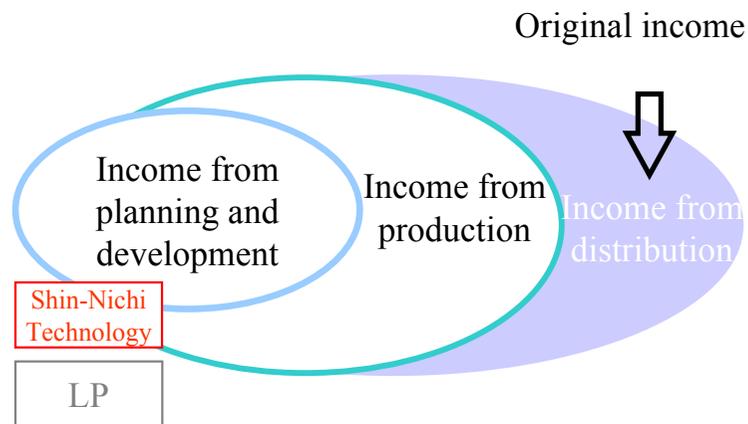




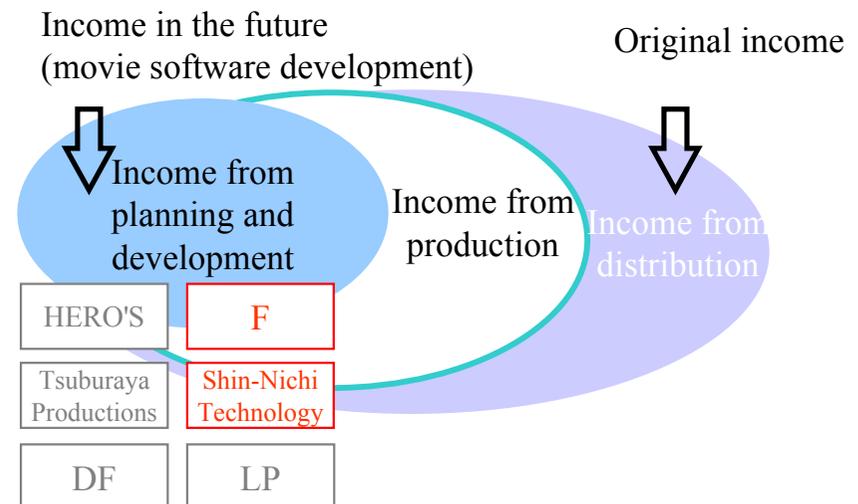


- Aim to maximize profitability by incorporating income from development, in addition to income from distribution
 - Reinforcement of the movie software development field
 - Establishment of F Corporation: consists of development staff who are knowledgeable in technologies and the market.
 - Utilization of cutting-edge technologies in the Entertainment Group (LP/DF, etc.)

Current Pachinko/Pachislot (PS) business

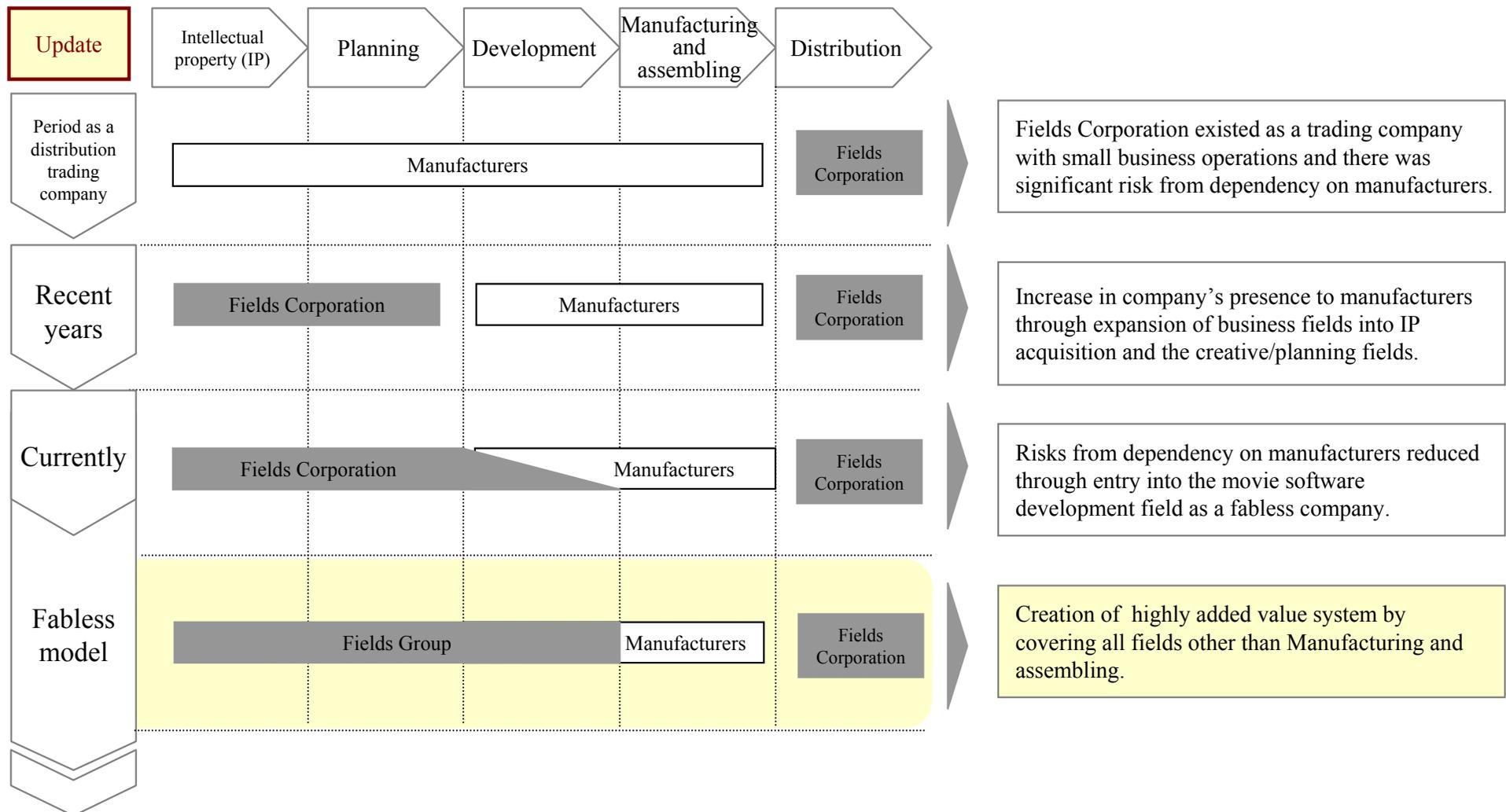


Pachinko/Pachislot (PS) business in the future



* Lucent Pictures Entertainment("LP"), Digital Frontier ("DF")

Steady progress towards fabless company model



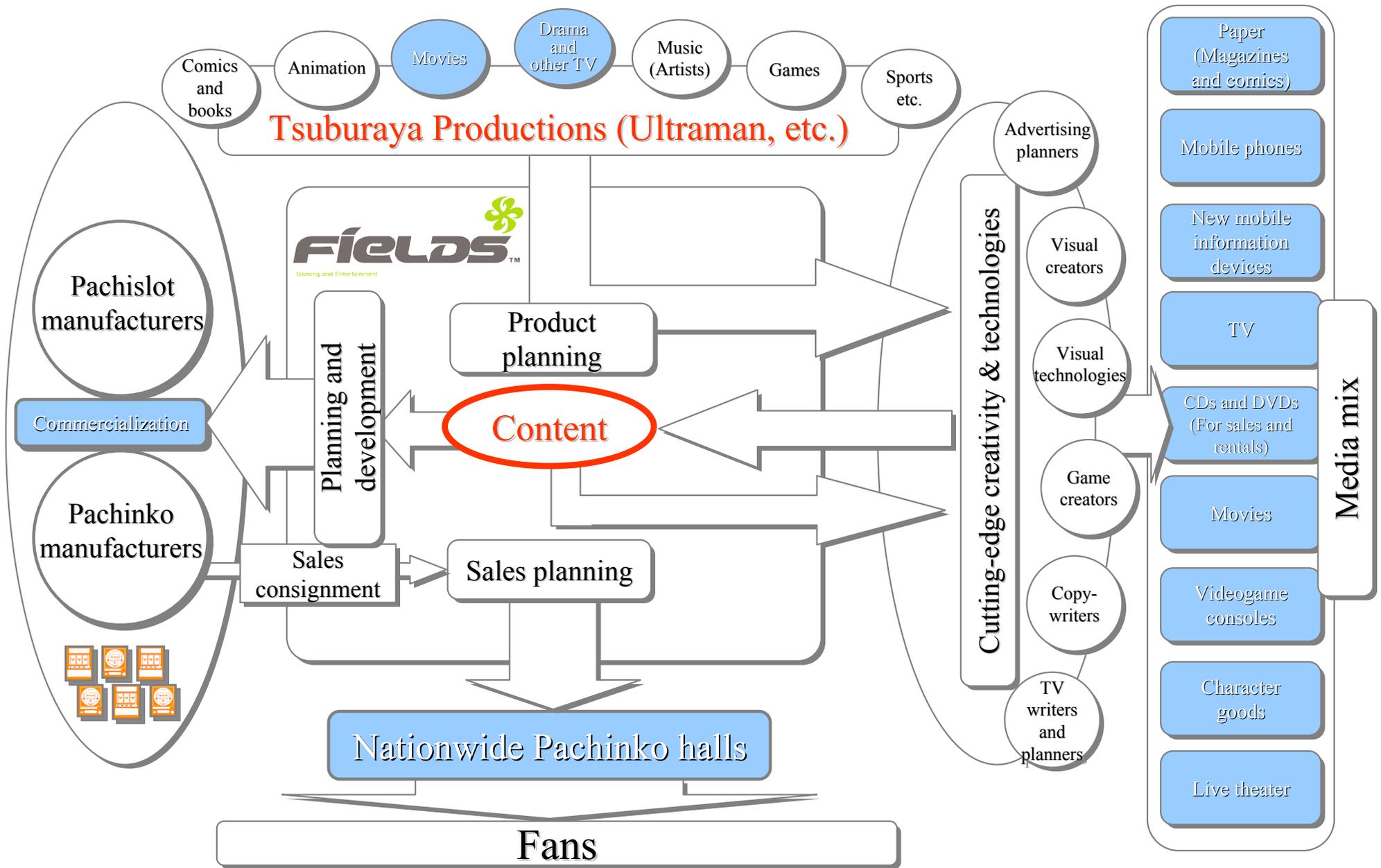
(Update of material released in May 2005)

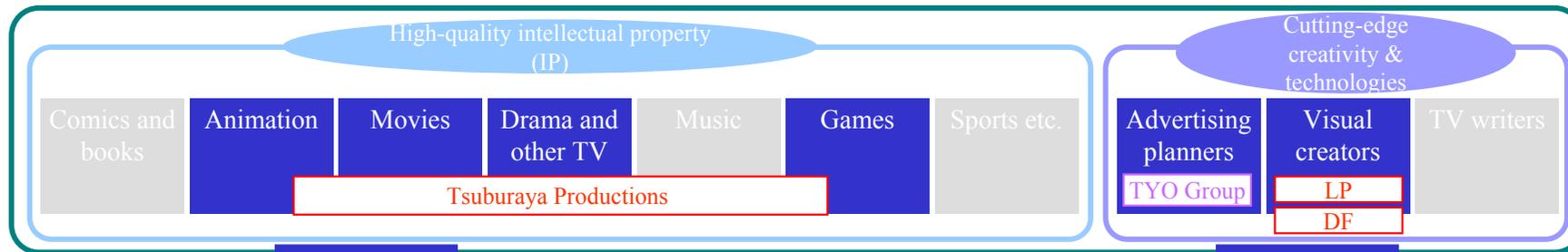
- Location: 1-10-1 Hachimanyama, Setagaya-ku, Tokyo
- Established: April 1963
- President: Shinichi Ooka
- Paid-in capital: ¥310 million
- Net sales: ¥3,577 million (fiscal year ended July 2009)

The company owns the “Ultraman Series” and has the capability to generate steady income flows through visual image production, commercialization and events, etc.

- Because of the competitiveness of the characters, the distribution of visual images from the old titles, regular production of movies, TV programs and DVDs are possible.
- There is a wide range of character products, produced in collaboration with BANDAI Co., Ltd. which holds a 49% stake in the company.
- There are a variety of event opportunities throughout Japan, including the Ultraman Festival which takes place during summer holidays every year.







FIELDS Create highly added value by combining a variety of entertainment elements

| | Comics Attractiveness of the market | Animation Attractiveness of the market | Music Attractiveness of the market | Game software Attractiveness of the market | |
|--|---|--|--|--|--------|
| | | | | | |
| Paper (publications) | High | - | - | - | |
| Mobile phones | High | High | Middle | High | FS |
| New mobile information devices (iPad etc.) | High | High | High | High | |
| TV | - | High | Middle | - | |
| CDs and DVDs (For sales and rentals) | - | High | High | - | BANDAI |
| Movies | - | High | - | - | SPO |
| Videogame consoles | - | - | - | High | BANDAI |
| Character goods | High | High | - | Middle | BANDAI |
| Live theater | Middle | Middle | High | Low | |
| PS | High | High | High | High | Fields |

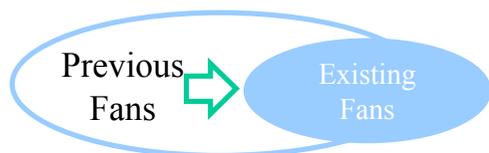
Deep cultivation of highly attractive market (Domestic) + Aim for substantial growth overseas

Fans and Users in Japan and Overseas

[] : Collaboration

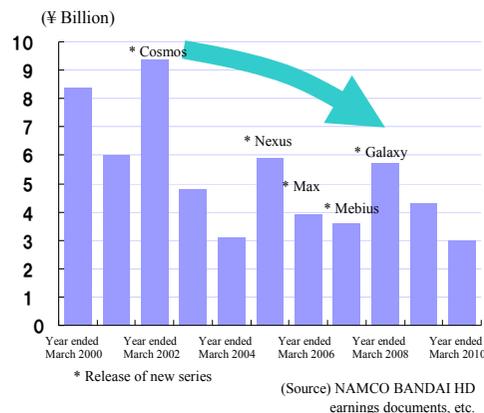
- Revitalization of the value of intellectual property (IP), such as Ultraman, and multiple use of content
 - Promote revitalization of the value of IP through new visual image development and new series development etc., in collaboration with Group companies such as DF and affiliate companies.
 - Multiple use of content through active utilization in the new character merchandizing and pachinko/pachislot field, and through group companies.
- Global expansion of business covering the entire entertainment field including TV, drama, and movies.

Current status of Ultraman IP



(Reference) BANDAI's Ultraman business

BANDAI's Ultraman related sales



Revitalization and multiple use of content

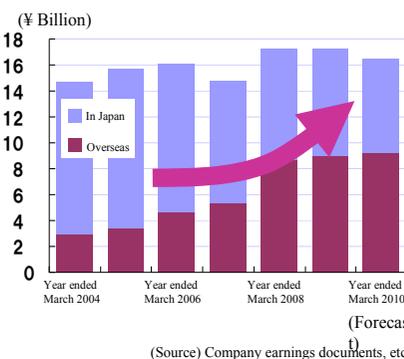
In the future



(Reference) Successful example from other company

IP strategy by a leading company which owns character licenses

Changes in operating income of Merchandizing and licensing business in Japan and overseas



- A broad range of global licensing and collaboration with top artists

- ✓ Global licensing, recently covering emerging countries such as in the middle eastern etc., in addition to Japan, U.S., Europe and Asia.
- ✓ Collaboration with global brand names including ZARA, H&M, Swatch, Swarovski, Nestle and Reebok etc., as well as top artists such as Ayumi Hamasaki.

- Location: 1-1-71 Nakameguro, Meguro-ku, Tokyo
- Established: May 2000
- Representative Director and President: Hidenori Ueki
- Paid-in capital: ¥31 million
- Net sales: ¥1,707 million
(fiscal year ended July 2009)

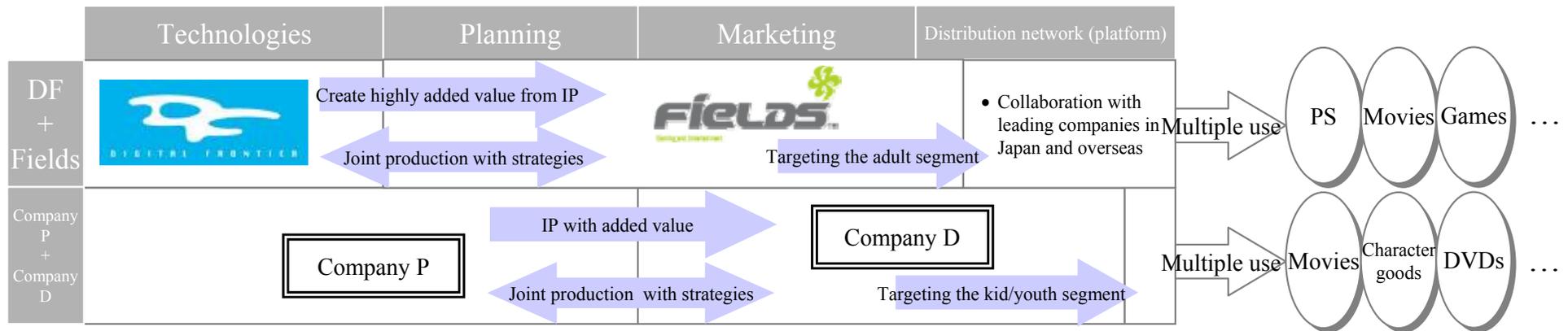
Digital Frontier has the Strength of high quality computer graphics (CG) technologies in the planning, development and production of a broad range of content such as movies, animation, games and pachinko/pachislot machine visual images, etc.

The company is also an industry leader in terms of its facilities, which include a motion capture studio equipped with 56 state-of-the-art MX cameras.



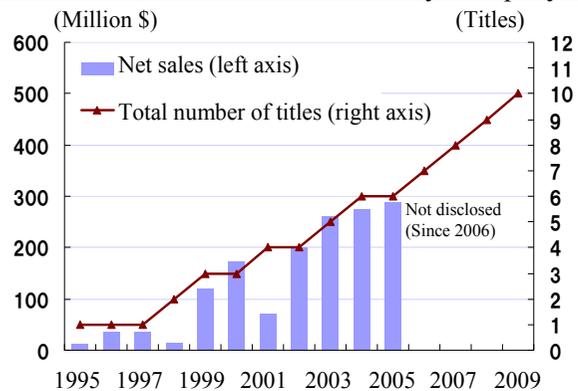
With leading technologies and facilities in the CG industry, Digital Frontier is a core driver in the Fields Group's visual image production field

- Aiming to create highly added value to intellectual property (IP) by capitalizing on Japanese cutting-edge CG technologies, both in the pachinko/pachislot (PS) business and the entertainment business.
- DF and the Fields Group are aiming to become a “Company P and Company D Consortium” targeting the youth by fully utilizing cutting-edge technologies, together with planning, marketing and the distribution network.



(Reference: The example of Company P)

Net sales and total number of titles by Company P



(Source) Company P's earnings documents, etc.

Strategy and policy

- Continues to cultivate new markets by capitalizing on strong marketing capabilities and converting well-produced plans and stories into visual images using cutting-edge technologies.

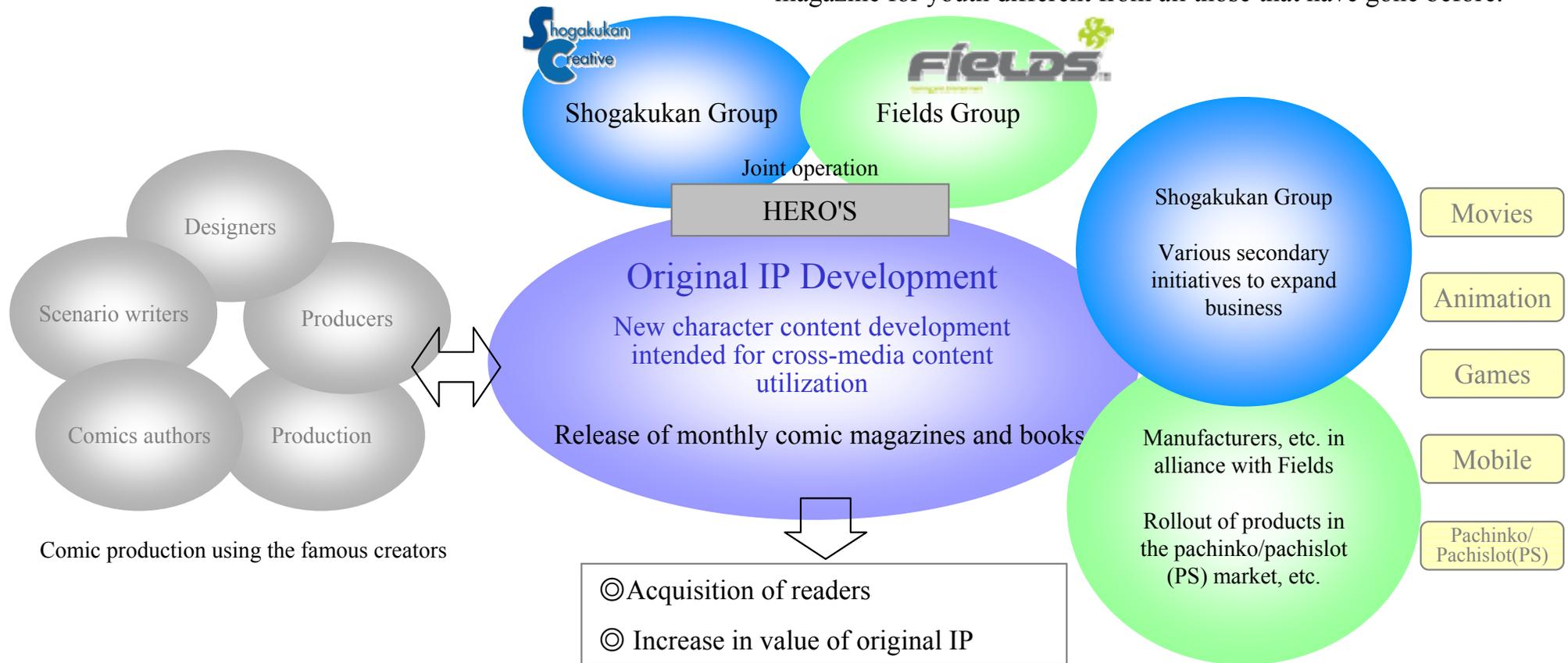
Factors for success

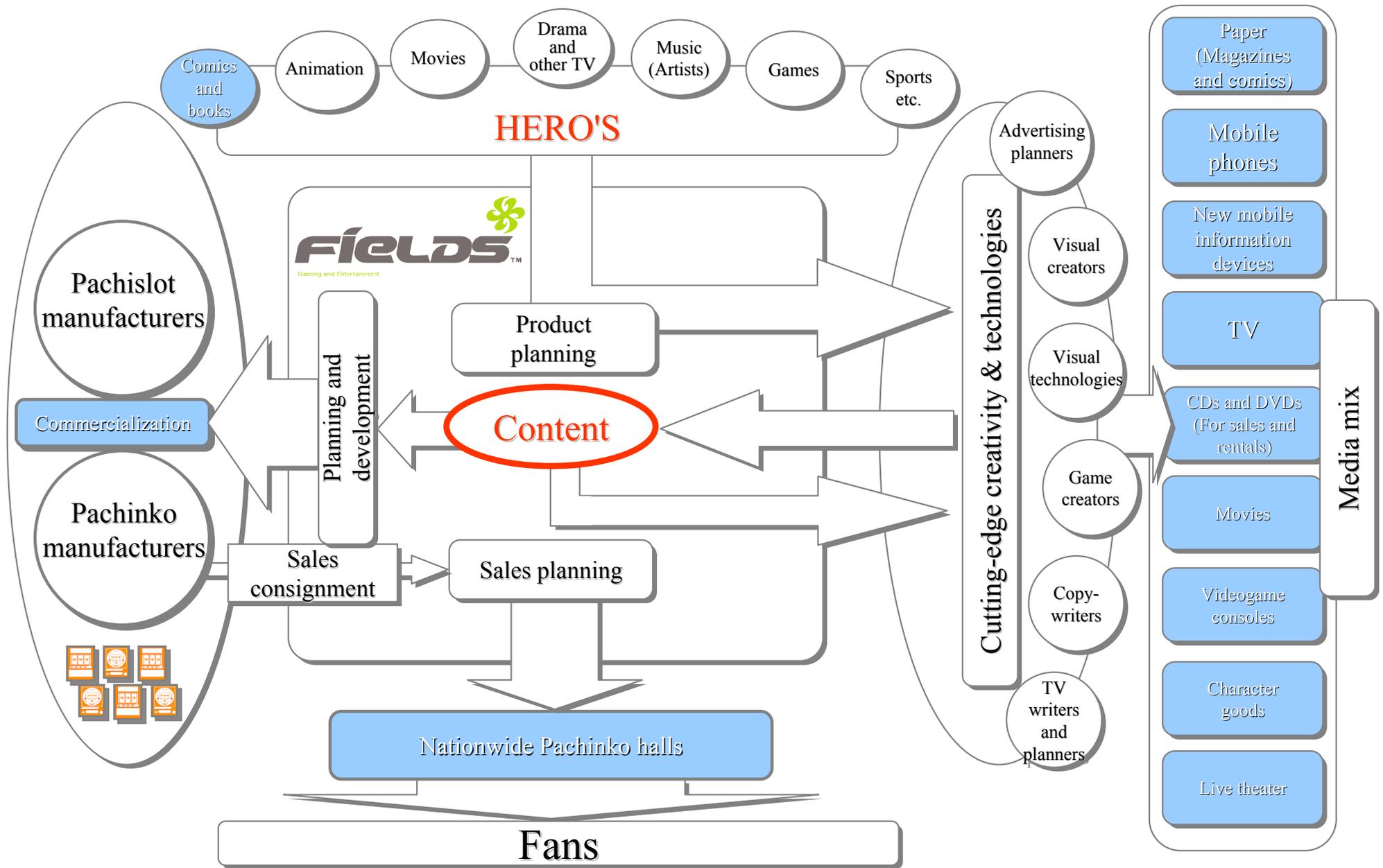
- Strives to improve technologies and productivity by developing original CG technology software and administration tools. (Original software: Marionette, Ringmaster and RenderMan)
- The company has a “creative team” with advanced skills which comprises an animator section, story section and art section.
- In addition to achieving extreme box-office sales by executing marketing campaigns for the release of the titles, the Company has archived the successful multiple use of DVD's for home, TV broadcasting, toys and other related merchandize.

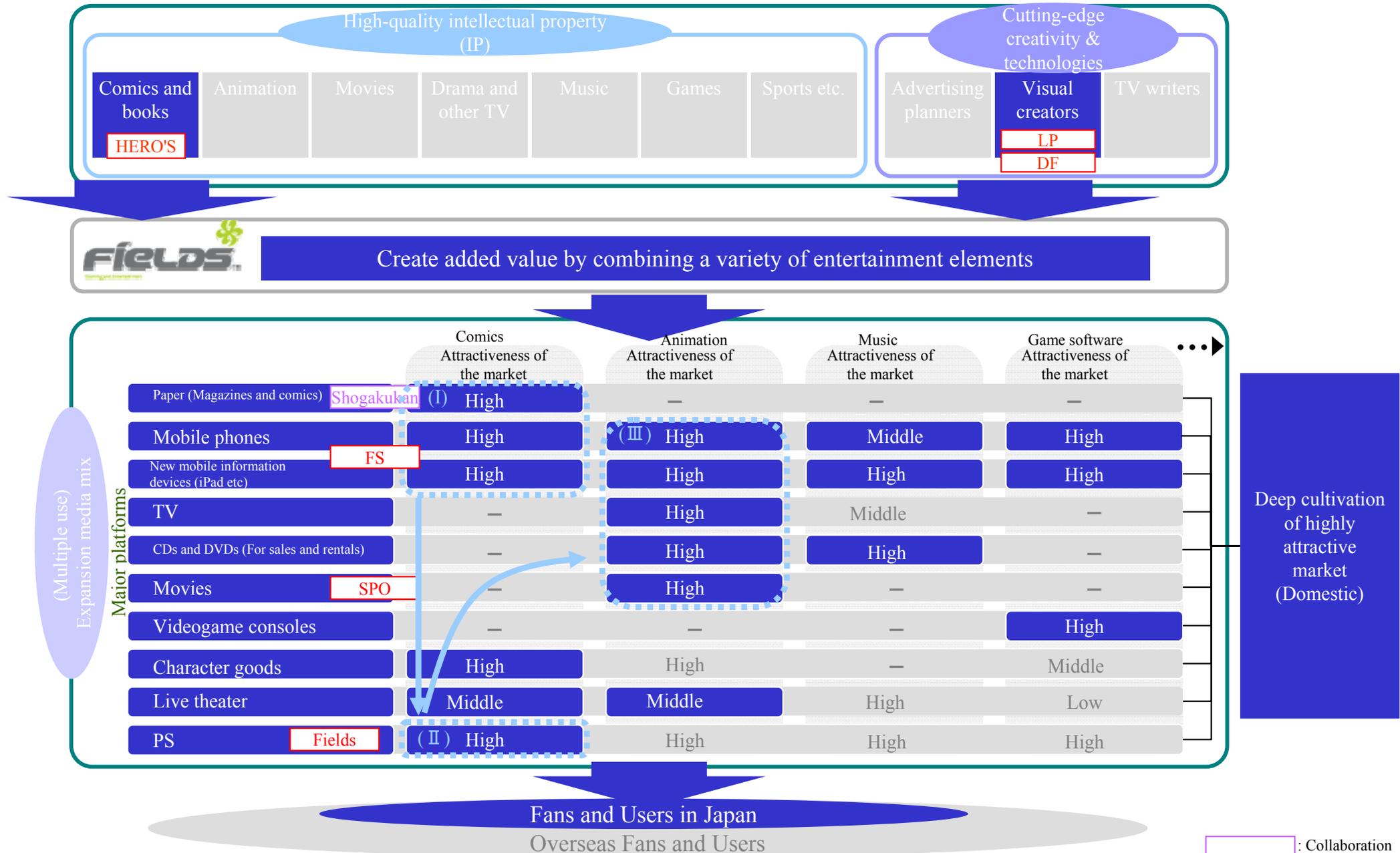
- Location: 3-6, Maruyama-cho, Shibuya-ku, Tokyo
- Established: April 2010
- Representative Director and President: Shinobu Miyake
- Paid-in capital: ¥10 million

The company was jointly established on April 6, 2010 by Shogakukan Creative Inc., a group company of Shogakukan Inc. - which leads publishing industry in Japan - and Fields Corporation.

The new company is planning to publish a new monthly comic magazine for youth different from all those that have gone before.







Offering of Monthly comics Magazine and Digital Comics for youth (Creation of IP and Multiple use of Content)

- Publication of monthly comic magazine for youth / comic books using the famous authors, and digital distribution of comics
- Use of comics as a prime driver for multiple use of content in the future
 - Multiple use of content is assumed from the stage of planning and creating IP, and content is utilized for multiple purposes including pachinko/pachislot (PS) machines, TV, CDs/DVDs, movies, games and character goods.
 - IP derived from comics are those most utilized in the pachinko market.

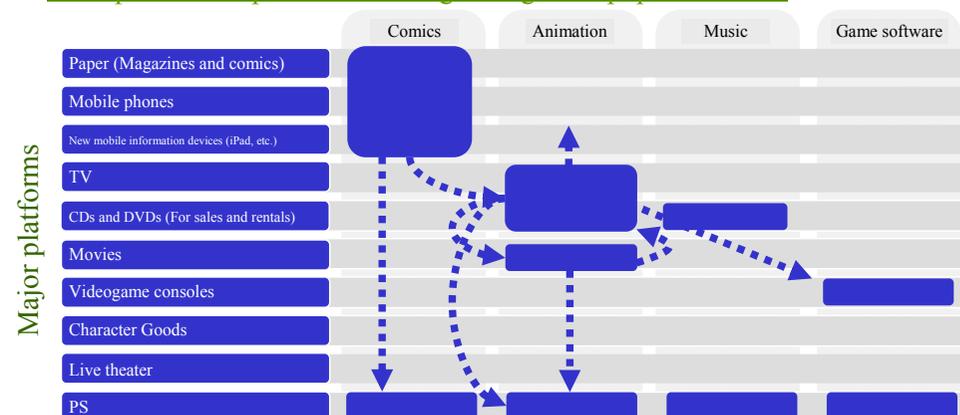
Number of pachinko machines sold by IP (2009)

* ◎: 30,000 or more; ○: 20,000 or more

| Classification | Number of pachinko machine titles (A) | Number of pachinko machines sold (1,000 units) (B) | Percentage | @ Number of pachinko machines sold (1,000 units) (B) / (A) |
|--|---------------------------------------|--|---------------|--|
| With IP | 111 | 2,656 | 72.5% | 24 |
| ○ Comics | 38 | 1,080 | 29.5% | 28 |
| ○ Singers | 17 | 347 | 9.5% | 20 |
| ○ TV drama | 16 | 389 | 10.6% | 24 |
| ◎ TV animation | 13 | 514 | 14.0% | 40 |
| Games | 10 | 147 | 4.0% | 15 |
| Other | 17 | 178 | 4.9% | 10 |
| Without IP (including PS original IP) | 43 | 1,009 | 27.5% | 23 |
| Total | 154 | 3,665 | 100.0% | 24 |

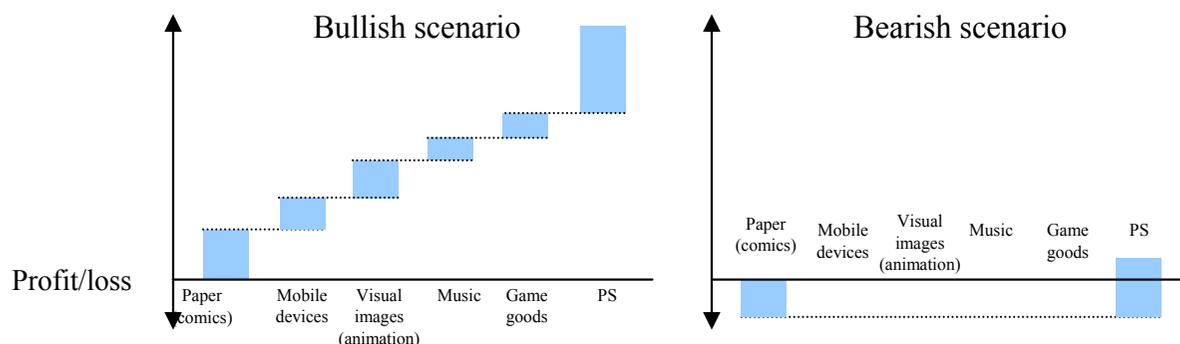
(Source) Fields Corporation Estimate

Example of multiple use of IP originating from popular comics



■ Representation of business expansion by medium

Aim to secure the minimum level of income hedged against the risks by Pachinko/Pachislot (PS) business in either scenarios.



■ The following are under consideration as original schemes

- Strategy to expand sales by utilizing Fields Corporation's distribution network
- Establishment of a high profitability model using Fields Corporation's alliance partners as a foundation



Fields Group × 3D Visual Image Business



Lucent Pictures Entertainment

URL: <http://www.lpei.co.jp/>

Planning, development, production and sales of animation titles, etc.
Promotion of coordinated activity in the 3D visual image business

< Cutting-edge 3D conversion technology >
Development of original 3D visual image conversion software suited to content, such as animation, live-action movies, CG, etc.



< Efficient production workflow >
3D visual image production which applies technology to convert 2D visual images into 3D visual images (3D visual image conversion technology)

< Abundant experience and know how >
Production and creative capabilities cultivated through the production of animations



SPO

<http://www.spoinc.jp/>

< Expansion of 3D visual image titles >
Working on release of 3D titles and provision of 3D software



Digital Frontier

URL: <http://www.dfx.co.jp/>

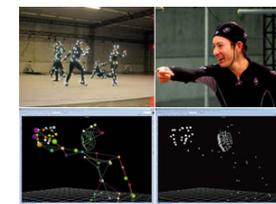
With leading technologies and facilities in the CG industry, Digital Frontier is a core driver in the Fields Group's visual image production business

< High quality CG technologies >

These include high quality computer graphics (CG) technologies in the planning, development and production of a broad range of content such as movies, animation, games and pachinko/pachislot machine visual images, etc

< Industry leading facilities >

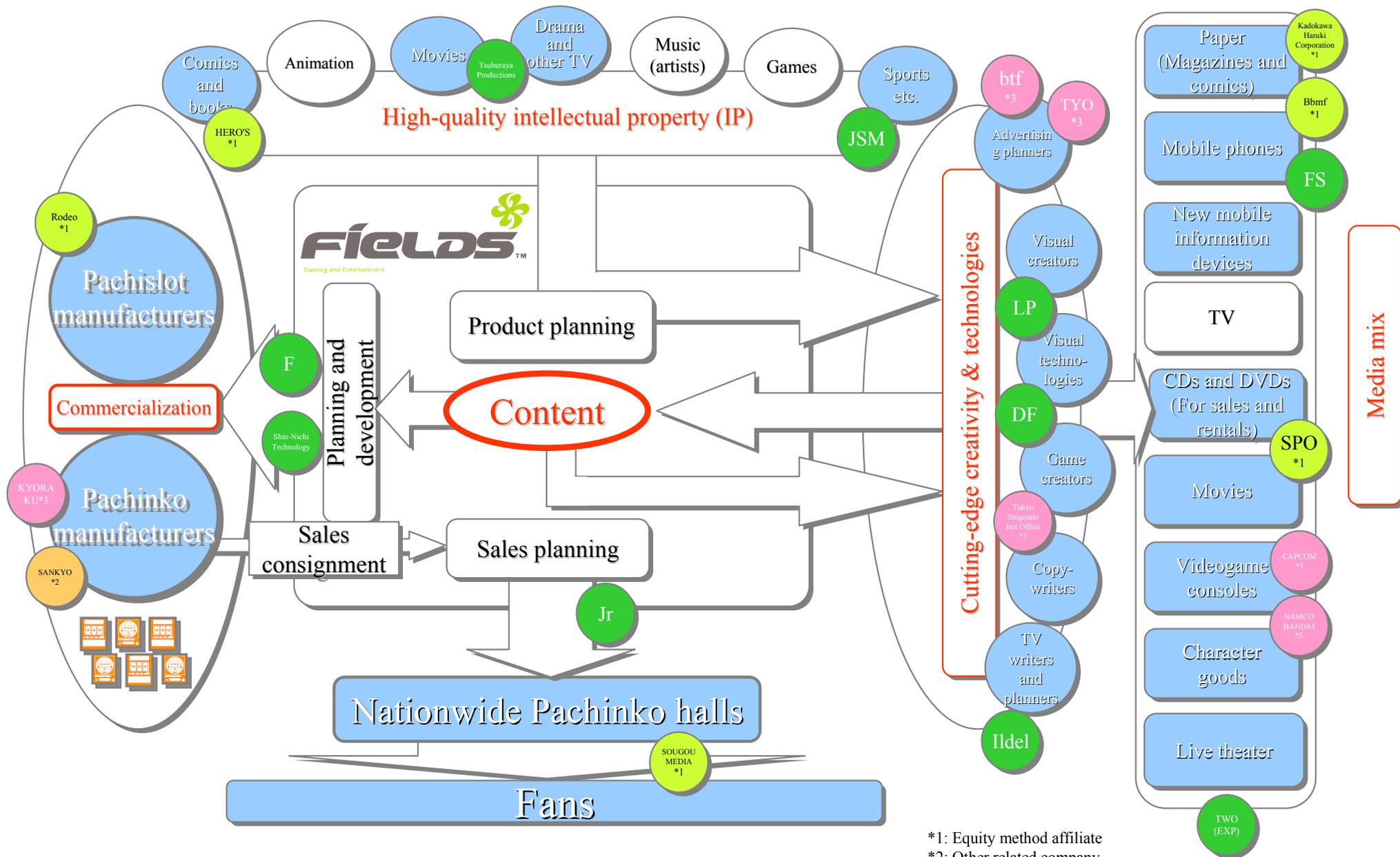
The company owns leading facilities in the industry, including the largest and most modern motion capture studio in Asia, equipped with 56 state-of-the-art MX cameras.



Other Companies

Fields Group is actively promoting initiatives in the 3D visual image field, which represents the next-generation in entertainment.

Business Scheme (Current Positioning of Subsidiaries and Affiliates (including External Partners))



*1: Equity method affiliate
*2: Other related company
*3: External partner

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

Potential risks and uncertainties include, but are not limited to, the economic environment of the pachinko/pachislot market in which the Company operates, market competition and the products handled by the Company.

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