

**1**st quarter

(4.2010 ~ 6.2010)

Supplementary Financial Document  
for the 1Q of the Year Ending March 31, 2011

August 5, 2010



1st quarter

Fields Corporation  
JASDAQ:2767

Fields Corporation

## Index

FIELDS CORPORATION

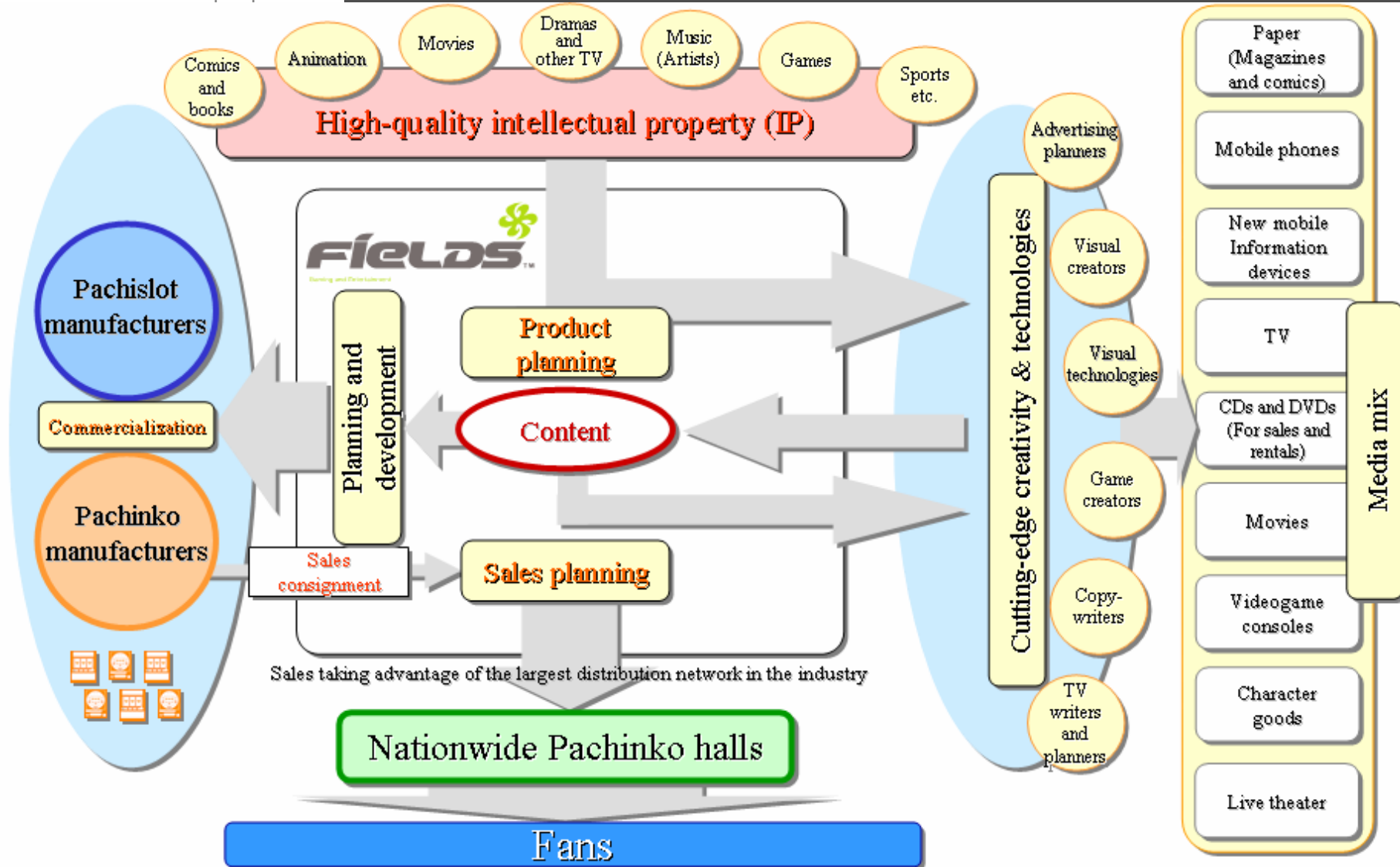
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<b>1. Highlights for the 1Q of the Year Ending March 31, 2011</b>	P. 4	<b>Business Flow and Accounting Method of Merchandising Rights Regarding Pachinko/Pachislot Planning and Development</b>	P. 27
Results for the 1Q of the Year Ending March 31, 2011 (Consolidated)	P. 5	Change of “Evangelion” Series	P. 28
Reference: Results for the 1Q of the Year Ending March 31, 2011 (Non-Consolidated)	P. 6	Total Sale Units of Evangelion Series	P. 29
Segment Information for the 1Q of the Year Ending March 31, 2011	P. 7	Pachinko/Pachislot (PS) Field: Transition in the Number of Machines Sold	P. 30
Balance Sheets for the 1Q of the Year Ending March 31, 2011 (Assets)	P. 8	Main Title of Pachinko Machines Sold (2002.3-2010.3)	P. 31
Balance Sheets for the 1Q of the Year Ending March 31, 2011 (Liabilities/Net assets)	P. 9	Main Title of Pachislot Machines Sold (2001.3-2010.3)	P. 32
Statement of Cash Flows for the 1Q of the Year Ending March 31, 2011	P. 10	CSR Activities	P. 33
<b>2. Supplementary Data for the 1Q of the Year Ending March 31, 2011</b>	P. 11	Corporate Governance System	P. 34
Number of Pachinko/Pachislot Machines Sold According to Title for the 1Q of the Year Ending March 31, 2011	P. 12	Profit Return Policy	P. 35
Titles Sold and Press Released for the 1Q of the Year Ending March 31, 2011	P. 13	Financial Highlights	P. 36
Number of Pachinko/Pachislot Machines Sold According to Manufacturer for the 1Q of the Year Ending March 31, 2011	P. 14	Change in Quarterly Profit and Loss (Consolidated)	P. 37
Change in the Number of Machines Sold by Brand	P. 15	Change in Quarterly Profit and Loss (Non-Consolidated)	P. 38
Change in the Number of Pachinko/Pachislot Machines Sold	P. 16	Change in Financial Results (Consolidated)	P. 39
<b>3. Appendix I</b>	P. 17	Change in Assets/Liabilities, Net Assets (Consolidated)	P. 40
Corporate Profile	P. 18	Change in Free Cash Flow	P. 41
Our Tracks (1988 – 2000)	P. 19	<b>4. Appendix II (Market Data)</b>	P. 42
Our Tracks (2001 – 2010)	P. 20	Japanese Leisure Market	P. 43
Group Structure	P. 21	Income Structure of Pachinko/Pachislot Industry (2009)	P. 44
Introduction of New Group Companies	P. 22	Players in the Pachinko/Pachislot Industry	P. 45
Status of Main Group Companies	P. 23	Recent Trend of Pachinko/Pachislot Industry	P. 46
Business Model (PS Planning, Development and Sales)	P. 24	Number of Pachinko Halls and Installed Machines Per Hall	P. 47
Accounting Method of Pachinko/Pachislot	P. 25	Unit Sales and Sales Amount of Pachinko/Pachislot Machines	P. 48
Glossary of Fields’ Pachinko/Pachislot Machine Sales	P. 26	Number of Installed Pachinko/Pachislot Machines and Annual Turnover Rate	P. 49
		Market Share by Manufacturers	P. 50

## Business Scheme 2010

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## Highlights for the 1Q of the Year Ending March 31, 2011

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## Results for the 1Q of the Year Ending March 31, 2011 (Consolidated)

[Percentage of net sales] (Unit: Million yen)

	Year Ended March 31, 2010				Year Ending March 31, 2011							
	1Q Results	1st Half Results	1Q-3Q Results	Full-Year Results	1Q		1st Half				Full-Year	
					Results	YOY (%)	Initial Forecast	Revised Forecast*	Achievement Against Initial Forecast (%)	YOY (%)	Forecast	YOY (%)
Net sales	16,038 [100.0]	21,444 [100.0]	24,521 [100.0]	66,342 [100.0]	21,344 [100.0]	133.1	30,000 [100.0]	45,000 [100.0]	150.0	209.8	80,000 [100.0]	120.6
Gross profit	12,402 [77.3]	13,109 [61.1]	13,997 [57.1]	26,889 [40.5]	7,663 [35.9]	61.8	14,000 [46.7]	19,000 [42.2]	135.7	144.9	31,500 [39.4]	117.1
SG&A expenses	3,877 [24.2]	7,722 [36.0]	12,628 [51.5]	18,764 [28.3]	5,314 [24.9]	137.1	10,000 [33.3]	10,000 [22.2]	100.0	129.5	20,500 [25.6]	109.3
Operating income	8,524 [53.2]	5,386 [25.1]	1,368 [5.6]	8,124 [12.2]	2,348 [11.0]	27.5	4,000 [13.3]	9,000 [20.0]	225.0	167.1	11,000 [13.8]	135.4
Ordinary income	8,519 [53.1]	5,051 [23.6]	1,090 [4.5]	7,761 [11.7]	2,518 [11.8]	29.6	4,000 [13.3]	9,000 [20.0]	225.0	178.2	11,000 [13.8]	141.7
Net income	4,711 [29.4]	2,181 [10.2]	(273) [-]	3,289 [5.0]	1,477 [6.9]	31.4	2,000 [6.7]	4,500 [10.0]	225.0	206.3	5,500 [6.9]	167.2

(\*) Revision to the forecast for the first half of the year ending March 31, 2011 have been made as of August 4, 2010.

## Reference: Results for the 1Q of the Year Ending March 31, 2011 (Non-Consolidated)

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[Percentage of net sales] (Unit: Million yen)

	Year Ended March 31, 2010				Year Ending March 31, 2011							
	1Q Results	1st Half Results	1Q-3Q Results	Full-Year Results	1Q		1st Half				Full-Year	
					Results	YOY (%)	Initial Forecast	Revised Forecast*	Achievement Against Initial Forecast (%)	YOY (%)	Forecast	YOY (%)
Net sales	14,905 [100.0]	19,233 [100.0]	20,972 [100.0]	61,357 [100.0]	18,310 [100.0]	122.8	23,000 [100.0]	38,000 [100.0]	165.2	197.6	68,000 [100.0]	110.8
Gross profit	11,901 [79.8]	12,233 [63.6]	12,465 [59.4]	24,493 [39.9]	6,542 [35.7]	55.0	12,000 [52.2]	17,000 [44.7]	141.7	139.0	27,500 [40.4]	112.3
SG&A expenses	3,277 [22.0]	6,520 [33.9]	10,563 [50.4]	15,875 [25.9]	4,166 [22.8]	127.1	8,000 [34.8]	8,000 [21.1]	100.0	122.7	16,500 [24.3]	103.9
Operating income	8,623 [57.9]	5,712 [29.7]	1,901 [9.1]	8,618 [14.0]	2,375 [13.0]	27.5	4,000 [17.4]	9,000 [23.7]	225.0	157.6	11,000 [16.2]	127.6
Ordinary income	8,761 [58.8]	5,861 [30.5]	2,168 [10.3]	8,830 [14.4]	2,505 [13.7]	28.6	4,000 [17.4]	9,000 [23.7]	225.0	153.6	11,000 [16.2]	124.6
Net income	5,134 [34.5]	3,070 [16.0]	963 [4.6]	4,538 [7.4]	1,362 [7.4]	26.5	2,000 [8.7]	4,500 [11.8]	225.0	146.6	5,500 [8.1]	121.2

(\* ) Revision to the forecast for the first half of the year ending March 31, 2011 have been made as of August 4, 2010.

## Segment Information for the 1Q of the Year Ending March 31, 2011

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(Unit: Million yen)

	Year Ended March 31, 2010		Year Ending March 31, 2011	
	1Q Results	Full-Year Results	1Q Results *	YOY (%)
<b>Net sales</b>				
Pachinko/Pachslot (PS) Field	15,029	62,379	19,201	127.8
Mobile Field	519	1,821	495	95.4
Sports Entertainment Field	565	2,416	548	97.0
Other Field	252	619	1,173	465.5
Subtotal	16,368	67,237	21,418	130.9
Elimination or incorporation	(329)	(895)	(74)	-
<b>Total</b>	<b>16,038</b>	<b>66,342</b>	<b>21,344</b>	<b>133.1</b>
<b>Operating income</b>				
Pachinko/Pachslot (PS) Field	8,543	8,133	2,343	27.4
Mobile Field	124	393	99	79.8
Sports Entertainment Field	(96)	(324)	(64)	-
Other Field	58	(70)	(55)	-
Subtotal	8,629	8,131	2,322	26.9
Elimination or incorporation	(104)	(7)	26	-
<b>Total</b>	<b>8,524</b>	<b>8,124</b>	<b>2,348</b>	<b>27.5</b>

\* The results of Tsuburaya Productions Co., Ltd. and Digital Frontier Inc. have been included in the consolidated segment of "Other Field" since the 1Q of the year ending March 31, 2011.

## Balance Sheets for the 1Q of the Year Ending March 31, 2011 (Assets)

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(Unit: Million yen)

Assets	At March 31, 2010	At June 30, 2011	Increase/ Decrease	Factors
Cash and cash equivalents	15,916	9,457	(6,459)	Decrease due to payment of income tax and acquisition of shares of subsidiaries
Notes and accounts receivable— trade	33,088	21,862	(11,226)	Decrease in accounts receivable –trade from pachinko/pachislot machine sales
Inventories	1,520	1,899	379	
Other	6,525	7,593	1,068	
Allowance for doubtful accounts	(355)	(252)	103	
<b>Total current assets</b>	<b>56,694</b>	<b>40,559</b>	<b>(16,135)</b>	
Land	6,170	6,186	16	
Other	3,551	3,835	284	Increase in assets due to acquiring Tsuburaya Productions Co., Ltd. and Digital Frontier Inc. as the Company's subsidiaries
<b>Total tangible fixed assets</b>	<b>9,721</b>	<b>10,021</b>	<b>300</b>	
Goodwill	239	2,883	2,644	Increase in goodwill due to acquiring Tsuburaya Productions Co., Ltd. and Digital Frontier Inc. as the Company's subsidiaries
Other	2,094	2,068	(26)	
<b>Total intangible fixed assets</b>	<b>2,333</b>	<b>4,951</b>	<b>2,618</b>	
Investment securities	7,865	7,801	(64)	
Other	4,827	5,305	478	Increase in deferred tax assets
Allowance for doubtful accounts	(114)	(181)	(67)	
<b>Total investments and other assets</b>	<b>12,578</b>	<b>12,925</b>	<b>347</b>	
<b>Total fixed assets</b>	<b>24,634</b>	<b>27,899</b>	<b>3,265</b>	
<b>Total assets</b>	<b>81,329</b>	<b>68,458</b>	<b>(12,871)</b>	

\* "Other" is calculated as the other items deducted from the total figure on this sheet



## Balance Sheets for the 1Q of the Year Ending March 31, 2011 (Liabilities/Net assets)

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(Unit: Million yen)

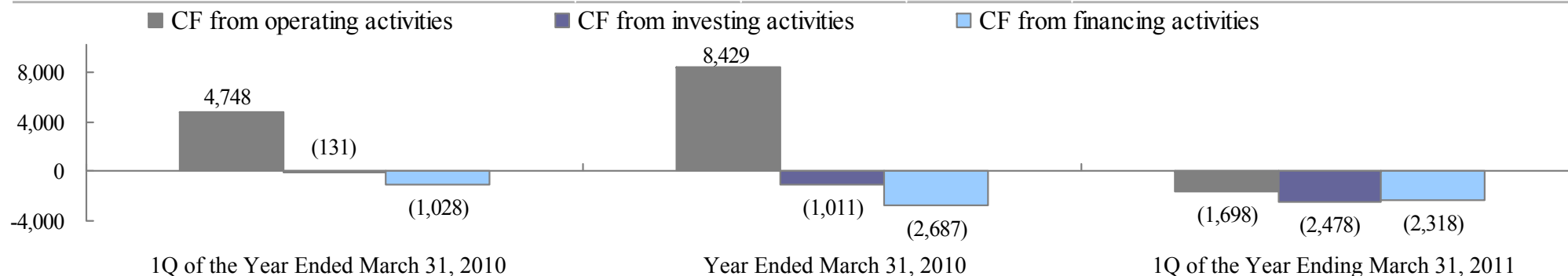
Liabilities and Net assets	At March 31, 2010	At June 30, 2011	Increase/ Decrease	Factors
Notes and accounts payable—trade	26,610	15,015	(11,595)	Decrease in account payable—trade from pachinko/pachislot machine sales
Corporate bonds redeemable within 1 year	720	877	157	
Accrued income taxes	3,562	1,097	(2,465)	Decrease due to payment of income tax, etc.
Other	4,953	5,392	439	
<b>Total current liabilities</b>	<b>35,845</b>	<b>22,381</b>	<b>(13,464)</b>	
Corporate bonds	1,510	1,290	(220)	Decrease due to redemption of corporate bonds
Other	2,785	3,221	436	Increase due to adjustment for changes of accounting standard for asset retirement obligation
<b>Total fixed liabilities</b>	<b>4,295</b>	<b>4,511</b>	<b>216</b>	
<b>Total liabilities</b>	<b>40,141</b>	<b>26,893</b>	<b>(13,248)</b>	
Common stock	7,948	7,948	0	
Capital surplus	7,994	7,994	0	
Retained earnings	27,583	28,231	648	Increase due to posting 1Q net income
Treasury stock	(1,785)	(1,785)	0	
<b>Total shareholders' equity</b>	<b>41,741</b>	<b>42,389</b>	<b>648</b>	
Unrealized holding gain on available-for-sale securities	(676)	(1,042)	(366)	
<b>Total valuation and translation differences</b>	<b>(676)</b>	<b>(1,042)</b>	<b>(366)</b>	
Minority interest	122	217	95	
<b>Total net assets</b>	<b>41,187</b>	<b>41,564</b>	<b>377</b>	
<b>Total liabilities and net assets</b>	<b>81,329</b>	<b>68,458</b>	<b>(12,871)</b>	

\* "Other" is calculated as the other items deducted from the total figure on this sheet

## Statement of Cash Flows for the 1Q of the Year Ending March 31, 2011

(Unit: Million yen)

	Year Ended March 31, 2010		Year Ending March 31, 2011	
	1Q	Full-Year	1Q	Factors
Cash flows from operating activities	4,748	8,429	(1,698)	Decrease in notes and accounts payable-trade (12,079) Decrease in notes and accounts receivable-trade 10,803 Income taxes paid (3,473)
Cash flows from investing activities	(131)	(1,011)	(2,478)	Expenditure for purchase of shares of subsidiaries on change to scope of consolidation (1,649) Purchases of investment securities (366) Expenditure for loans (242)
Cash flows from financing activities	(1,028)	(2,687)	(2,318)	Repayment of short-term borrowings (1,209) Dividends paid (738) Redemption of corporate bonds (300)
Effect of exchange rate changes on cash and cash equivalents	(2)	(4)	(3)	
Increase (decrease) in cash and cash equivalents	3,585	4,725	(6,498)	
Cash and cash equivalents at beginning of period	11,181	11,181	15,906	
Cash and cash equivalents at end of period	14,767	15,906	9,407	



## Supplementary Data for the 1Q of the Year Ending March 31, 2011

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## Number of Pachinko/Pachislot Machines Sold According to Title for the 1Q of the Year Ending March 31, 2011

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(Unit: Machines)

Release	Manufacturer	Title	1Q Machines Sold	Cumulative Machines Sold
→ Pachinko machines				
June	Bisty	CR Evangelion—Evangelical of the Beginnings	56,084	Over 200,000 (On sale)
	Others		8,808	
Total number of pachinko machines sold			64,892	
→ Pachislot machines				
※ March	Bisty	Neon Genesis Evangelion—Die Spur der SEELE	4,846	Over 80,000 (On sale)
March	Rodeo	Onimusha: Dawn of Dreams	21,570	Over 49,000 (On sale)
June	Rodeo	Gamera	13,553	13,600
	Others		677	
Total number of pachislot machines sold			40,646	
Total number of pachinko/pachislot machines sold			105,538	

\* 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 released.

\* The figures for cumulative machines sold were as of July 31, 2010. ※Bracketed titles were released in the previous 4Q and are still on sale.

## → Pachinko machines

1Q



Released in June

### ■ CR Evangelion—Evangelical of the Beginnings

- Employing new high-quality images from the 2009 movie Evangelion: 2.0 You Can (Not) Advance.
- Featuring the greatest number of effects in the series and realizing the unique world and fascinating storyline of the movies by the cutting-edge visual effects with the pachinko game functions

©カラー ©Bisty

### Titles press released for the 2Q



Released in August

### ■ CR Shimizu no Jirocho Light ver.

- To be released as the light ver. of “CR Shimizu no Jirocho –The Bonds of Life” sold in January 2010

## → Pachislot machines

(As of July 31, 2010)

1Q



Released in June

### ■ Gamera

- Released as the 2nd title in Rodeo’s 10th Anniversary series
- Realizing the destructive power of Gamera with the vigorous visual effect with the latest 3DCG, with the concept of the pachislot machine anyone can enjoy play it

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### Titles press released for the 2Q



Released in August

### ■ Magical Shopping Arcade Abenobashi

- Employing content from the animation series “Magical Shopping Arcade Abenobashi” produced by GAINAX Co., Ltd.
- Realizing the game features anyone can enjoy and including the parody elements from other animations

©GAINAX/アベノ橋製作委員会 ©FIELDS

### On going sale titles from the previous fiscal year



Released in March

### ■ Neon Genesis Evangelion—Die Spur der SEELE

- The machine has a new special body depicting the world of Evangelion that has overwhelming presence
- The machine employs the images from the Rebuild of Evangelion movies, including material freshly adopted from the newest installment of the series, Evangelion: 2.0 You Can (Not) Advance

©GAINAX・カラー/Project Eva. ©カラー©Bisty



Released in March

### ■ Onimusha: Dawn of Dreams

- First Pachislot machine from Rodeo’s 10th anniversary year
- Offering “endless expectations,” which is created by a highly sophisticated game of the lavish storyline and diverse patterns of play

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## Number of Pachinko/Pachislot Machines Sold According to Manufacturer for the 1Q of the Year Ending March 31, 2011

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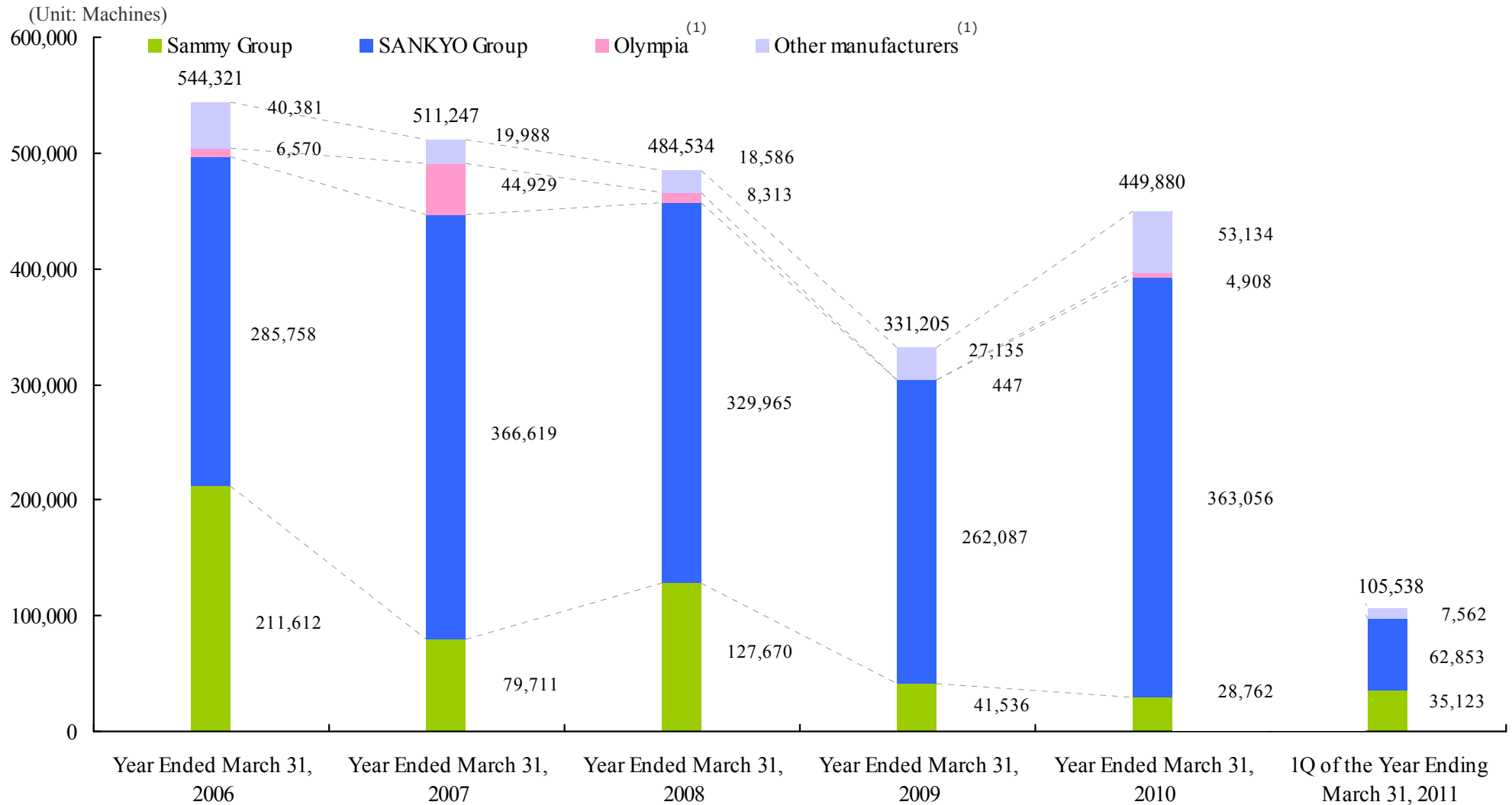
(Unit: Machines)

	Year Ended March 31, 2010					Year Ending March 31, 2011
	1Q Results	2Q Results	3Q Results	4Q Results	Full-Year Results	1Q Results
< Pachinko Machines >						
Bisty	236,035	163	7,663	43,016	286,877	58,007
Others	8,056	22,030	8,034	5,737	43,857	6,885
<b>Total number of pachinko machines sold</b>	<b>244,091</b>	<b>22,193</b>	<b>15,697</b>	<b>48,753</b>	<b>330,734</b>	<b>64,892</b>
< Pachislot Machines >						
Rodeo	65	-	1,498	27,199	28,762	35,123
Bisty	1,120	69	-	74,990	76,179	4,846
Olympia	3,639	109	1,152	8	4,908	-
Others	1,231	1,627	2,167	4,272	9,297	677
<b>Total number of pachislot machines sold</b>	<b>6,055</b>	<b>1,805</b>	<b>4,817</b>	<b>106,469</b>	<b>119,146</b>	<b>40,646</b>
<b>Total number of pachinko/pachislot machines sold</b>	<b>250,146</b>	<b>23,998</b>	<b>20,514</b>	<b>155,222</b>	<b>449,880</b>	<b>105,538</b>

## Change in the Number of Machines Sold by Brand

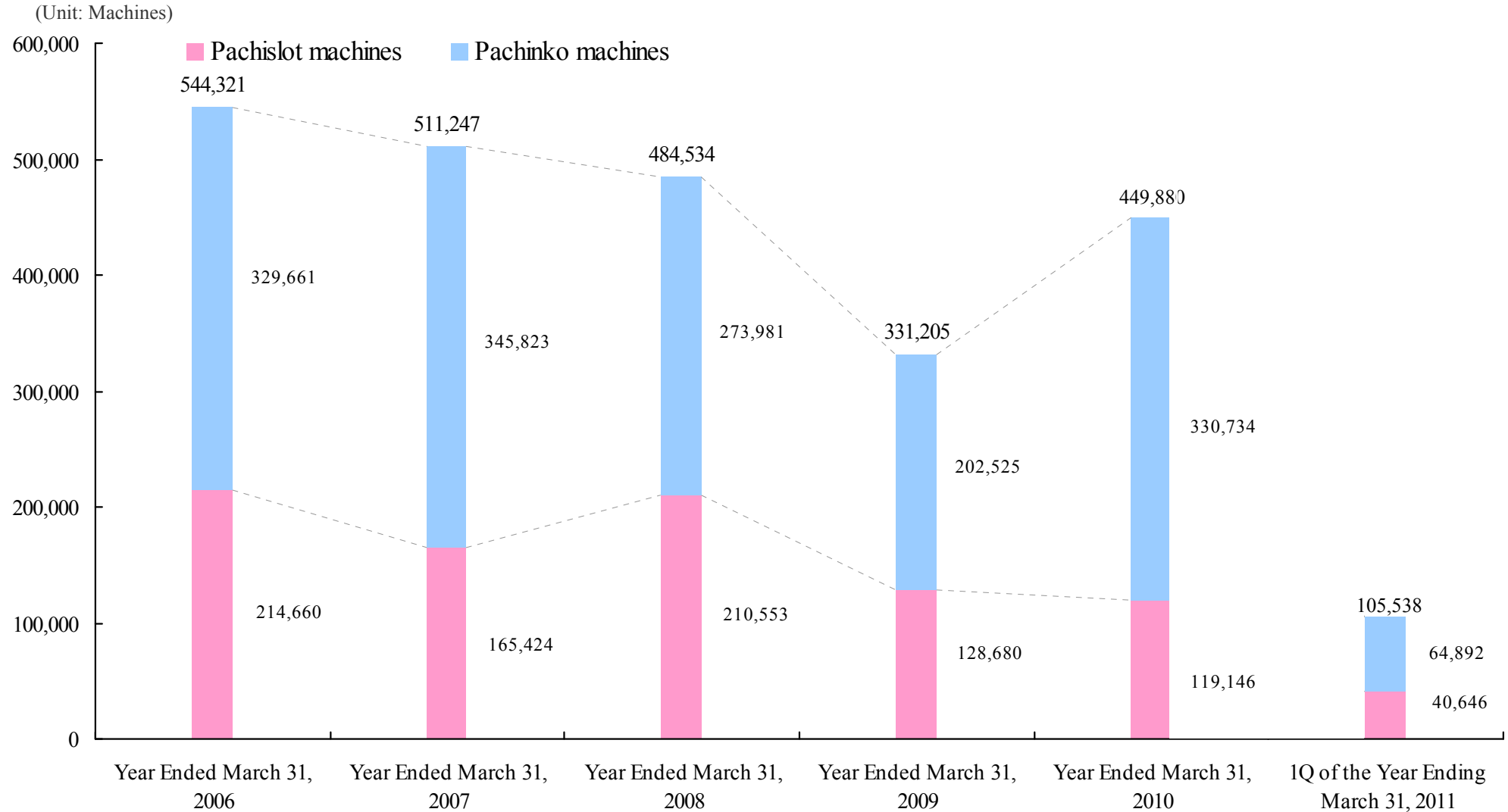
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(1) Olympia Co., Ltd., was included in Other manufacturers in and before the year ended March 2006, therefore there is a difference between the figures announced in the past for said company and those presented here.

## Change in the Number of Pachinko/Pachislot Machines Sold





## Appendix I

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## Corporate Profile

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### Corporate data

(As of June 30, 2010)

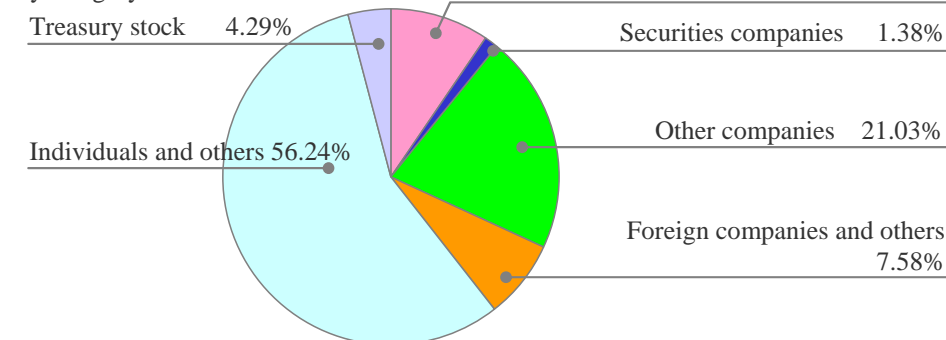
Company name	FIELDS CORPORATION http://www.fields.biz/
Establishment	June 1988 (Started business as TOYO Shoji Co., Ltd. in 1983)
Address of the Head office	E Space Tower, 3-6, Maruyama-cho, Shibuya-ku, Tokyo 150-0044, Japan
Common stock	¥7,948.03 million
Stock information	Total number of shares issued and outstanding: 347,000 (Treasury stock: 14,885)
Securities exchange	JASDAQ 2767
Number of employees	637 (Non-Consolidated), 1,098 (Consolidated)
Main business activities	Planning, development and sales of pachinko/pachislot machines
Regional Offices and Branch Offices	<p>&lt;Regional Offices&gt; Hokkaido-Tohoku, North Kanto, Tokyo, Nagoya, Osaka, Chugoku-Shikoku, Kyushu</p> <p>&lt;Branch Offices&gt; Sapporo, Sendai, Aomori, Takasaki, Niigata, Koriyama, Tokyo, Western Tokyo, Chiba, Saitama, Yokohama, Tsukuba, Nagoya, Mie, Shizuoka, Osaka, Kyoto, Kobe, Kanazawa, Hiroshima, Yamaguchi, Matsuyama, Fukuoka, Saga, Kumamoto, Kagoshima</p>
Consolidated subsidiaries	<ul style="list-style-type: none"> <li>•Fields Jr. Corporation</li> <li>•Japan Sports Marketing Inc.</li> <li>•Lucent Pictures Entertainment, Inc.</li> <li>•FutureScope Corporation</li> <li>•Tsuburaya Productions Co., Ltd.</li> <li>•Digital Frontier Inc. and 8 other companies</li> </ul>
Equity method companies	<ul style="list-style-type: none"> <li>•Rodeo Co., Ltd.</li> <li>•Kadokawa Haruki Corporation</li> <li>•HERO'S and 3 other companies</li> </ul>

### Principal shareholders

(As of March 31, 2010)

Shareholders	Number of shares held	Percentage of outstanding shares held
Hidetoshi Yamamoto	86,750	25.00%
SANKYO CO., LTD.	52,050	15.00%
Takashi Yamamoto	36,128	10.41%
Mint Co.	16,000	4.61%
Treasury Stock	14,885	4.29%
The Master Trust Bank of Japan, Ltd. (Trust account)	12,898	3.72%
Trust & Custody Services Bank, Ltd. (Securities investment trust account)	5,982	1.72%
Japan Trustee Services Bank, Ltd. (Trust account)	4,735	1.37%
Takashi Oya	4,500	1.30%
NCT Trust and Banking Corporation (Securities investment trust account)	3,500	1.01%

Number of shareholders by category



## Our Tracks (1988—2000)

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### Pachinko/Pachislot related business

### Group related business

- Aiming to distribute pachinko/pachislot machines more widely
- Established in Nagoya to sell pachinko/pachislot machines
  - Established branch offices in Tokyo
  - Merged Leisure Nippon Newspaper Company and launched a new industrial vision
  - Launched the ‘Hall TV’ system to support pachinko hall management
  - Nationwide expansion: to Tohoku, Chugoku, Shikoku, Kansai
  - Established a sales tie-up with a pachinko/pachislot machine manufacturer Sammy Corporation
  - Launched ‘Pachinko Information Station,’ a CS service for the industry in collaboration with Mitsui & Co., Ltd.
  - Obtained ISO9002: 1994
  - Started to sell Rodeo’s pachinko/pachislot machines as a sales channel of Rodeo Co., Ltd.

1988

1992

1995

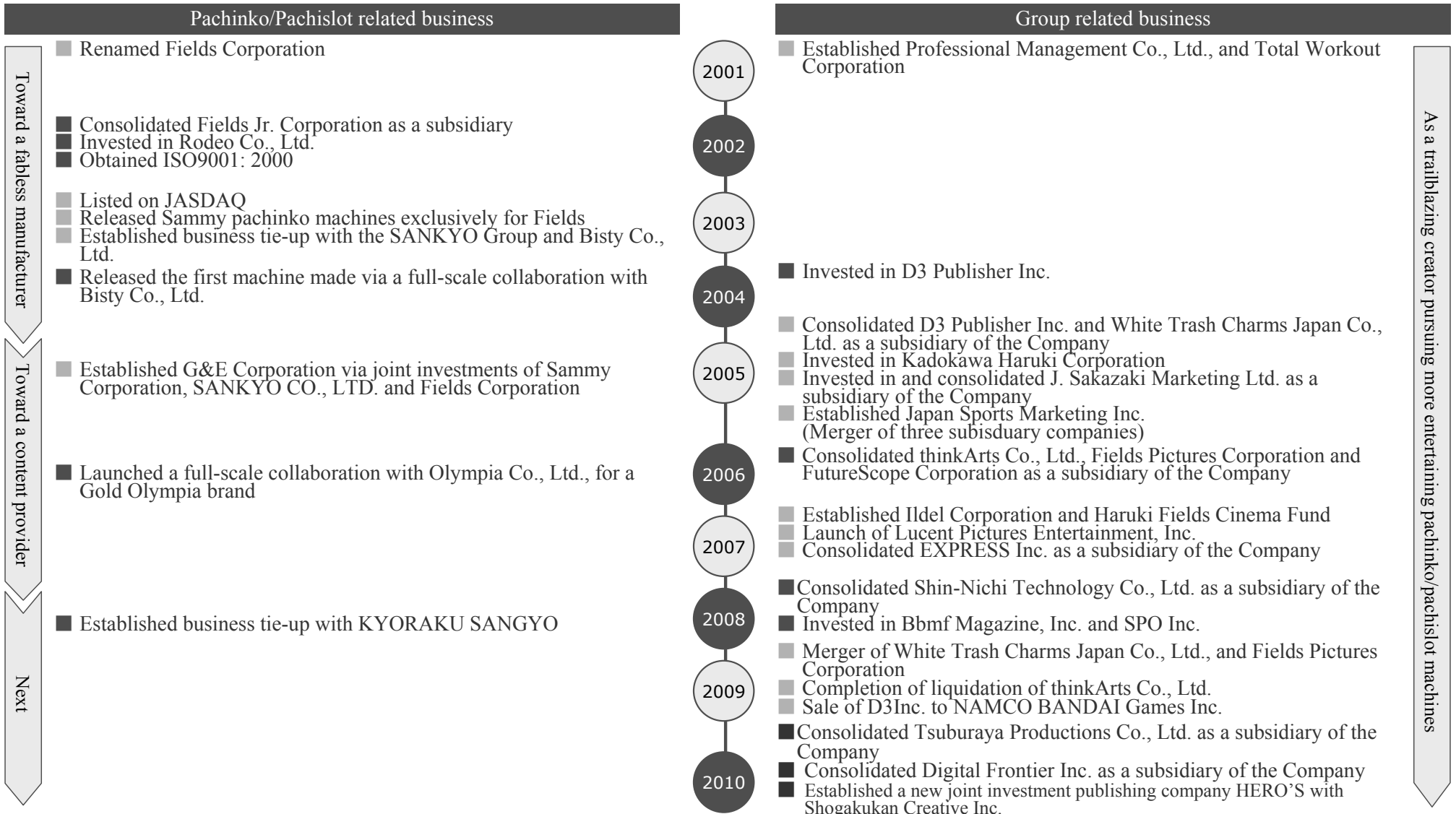
1999

2000

## Our Tracks (2001—2010)

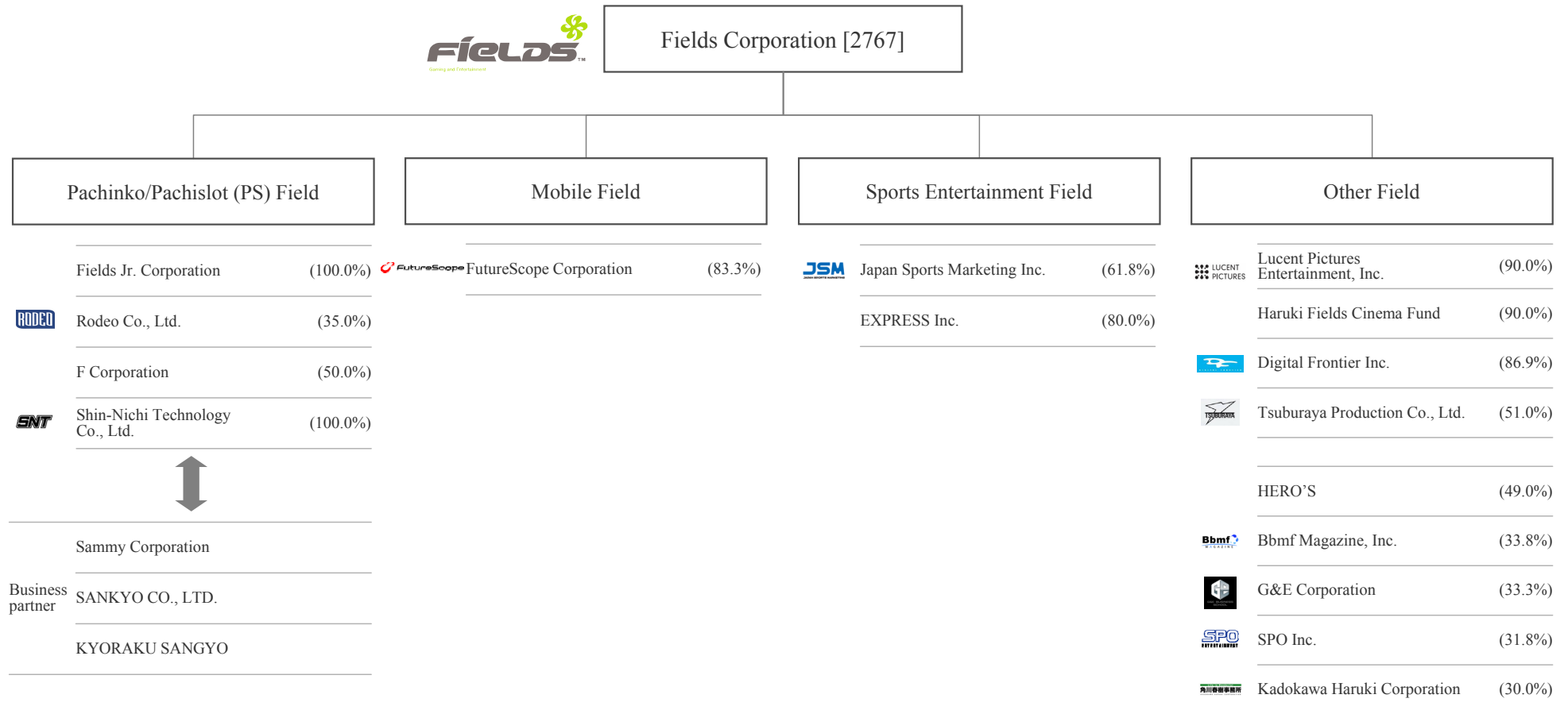
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# Group Structure

(As of June 30, 2010)



\*The group structure shows our main consolidated and equity method companies.

## Accelerating business in the entertainment field

Acquired 3 entertainment companies  
as Fields Group companies in April 2010

Tsuburaya Productions



(Consolidated subsidiary)

Digital Frontier



(Consolidated subsidiary)

HERO'S

(Joint investment)

## Tsuburaya Productions Co., Ltd. (Holding ratio : 51.0%)

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

Promoting usage of IP such as “Ultraman” for pachinko/pachislot machines, developing new visual image and products, expanding global business in order to increase profit.



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## Digital Frontier Inc. (Holding ratio : 86.9%)

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

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



Death Note



Onimusha:  
Dawn of Dreams

## HERO'S (Holding ratio : 49.0%)

- Location 3-6, Maruyama-cho, Shibuya-ku, Tokyo
- Establishment April 2010
- President Shinobu Miyake
- Paid-in capital ¥10 million

Jointly established by Shogakukan Creative Inc., a group company of Shogakukan Inc. - which leads publishing industry in Japan.

Planning to publish a new monthly comic magazine for youth different from all those that have gone before.

## Status of Group Companies

FIELDS CORPORATION

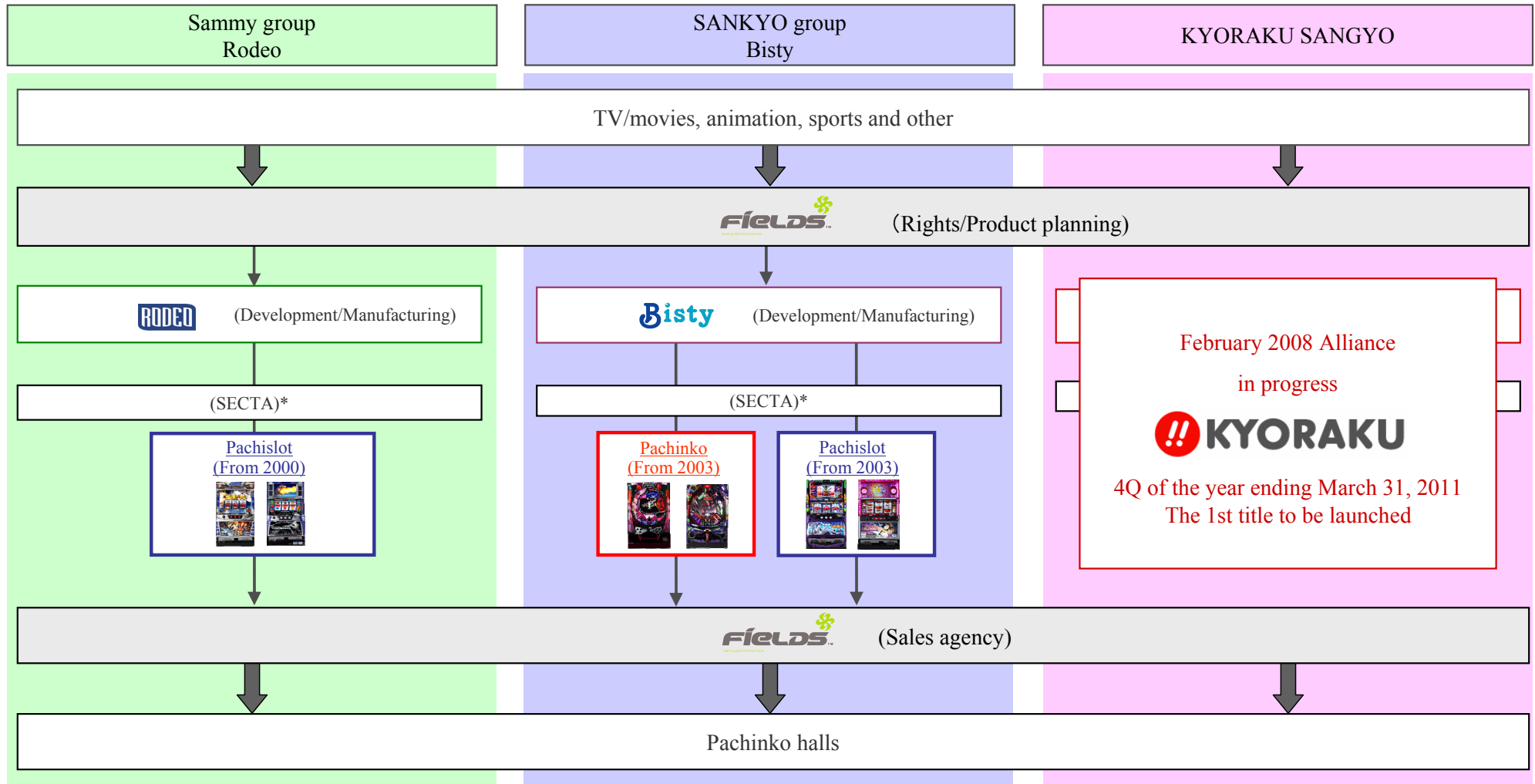
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	Company name	Holding Ratio	Paid-in capital (Million yen)	Address	Business activities	Investment date
Pachinko/Pachislot (PS) Field	Fields Jr. Corporation	100.0	10	Shibuya-ku, Tokyo	Pachinko/Pachislot machine maintenance, etc.	March 2002
	Shin-Nichi Technology Co., Ltd.	100.0	50	Taito-ku, Tokyo	Pachinko/ Pachislot machine development	January 2008
	F Corporation	50.0	200	Shibuya-ku, Tokyo	Pachinko/Pachislot machine planning and development	May 2009
	Rodeo Co., Ltd.	35.0	100	Toshima-ku, Tokyo	Pachinko/Pachislot machine development and manufacturing	March 2002
Mobile Field	FutureScope Corporation	83.3	60	Shibuya-ku, Tokyo	Mobile contents service provider and mail order	October 2006
Sports Entertainment Field	Japan Sports Marketing Inc.	61.8	200	Shibuya-ku, Tokyo	Athletes management / Running fitness gyms	October 2005
	EXPRESS Inc.	80.0	300	Fukuoka-shi, Fukuoka	Running fitness gym	December 2007
Other Field	Lucent Pictures Entertainment, Inc.	90.0	20	Shibuya-ku, Tokyo	Planning, production and producing of animations	October 2007
	Haruki Fields Cinema Fund	90.0	* 456	Shibuya-ku, Tokyo	Movie production	December 2007
	Digital Frontier Inc.	86.9	31	Meguro-ku, Tokyo	CG planning and production	April 2010
	Tsuburaya Productions Co., Ltd.	51.0	310	Setagaya-ku, Tokyo	Movie/TV planning and production Character goods planning, production and sales	April 2010
	HERO'S	49.0	10	Shibuya-ku, Tokyo	Comic magazine and character contents planning, operation and production	April 2010
	Bbmf Magazine, Inc.	33.8	20	Chiyoda-ku, Tokyo	Publishing and selling books and magazines, etc.	January 2008
	G&E Corporation	33.3	450	Shibuya-ku, Tokyo	Running business schools focused on entertainment field	May 2005
	SPO Inc.	31.8	371	Minato-ku, Tokyo	Movie planning, production and distributor, etc.	March 2008
	Kadokawa Haruki Corporation	30.0	757	Chiyoda-ku, Tokyo	Planning, production, editing, publishing and selling books and magazines	March 2005

\* investment

# Business Model (PS Planning, Development and Sales)

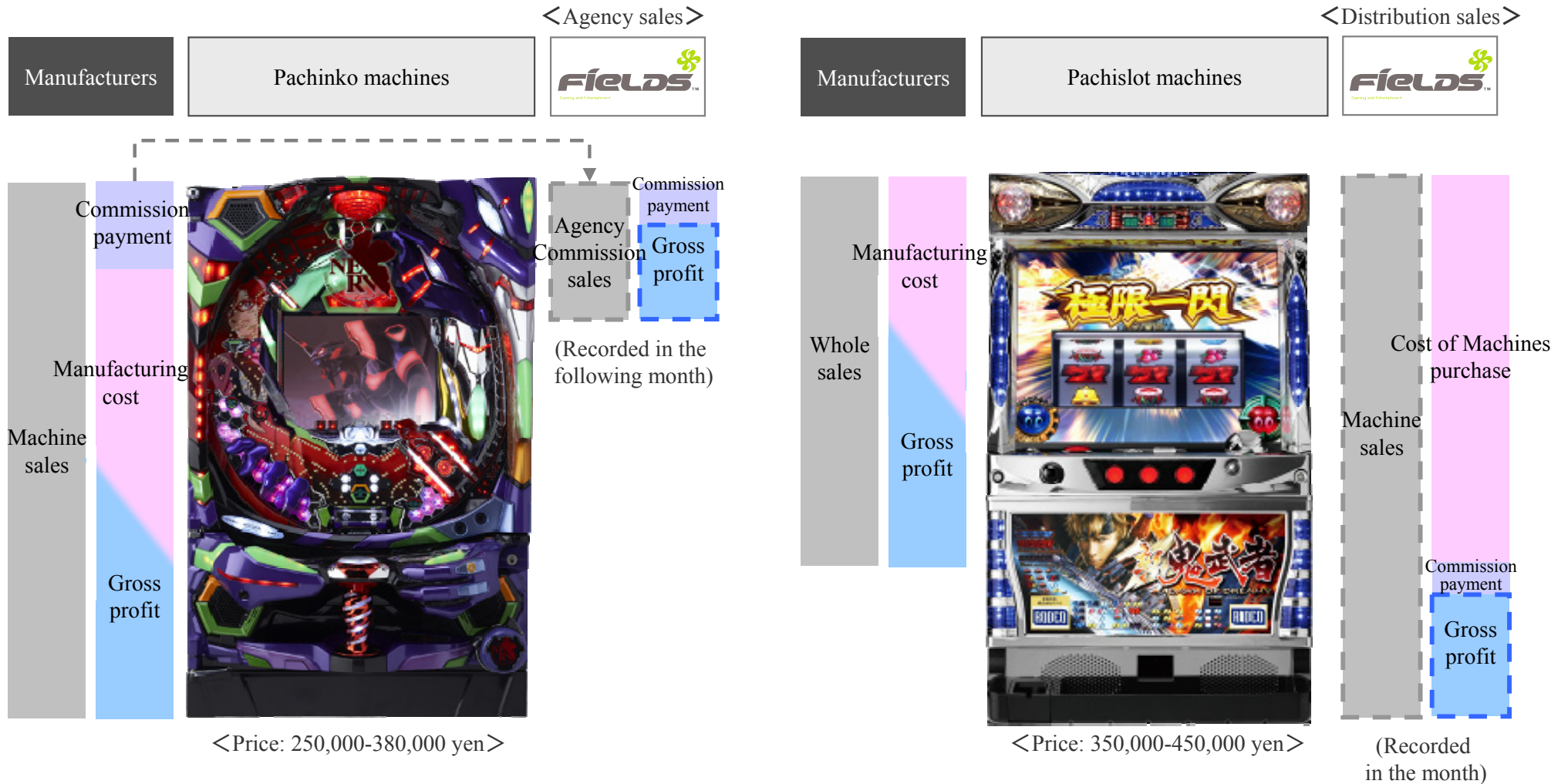
(As of June 31, 2010)



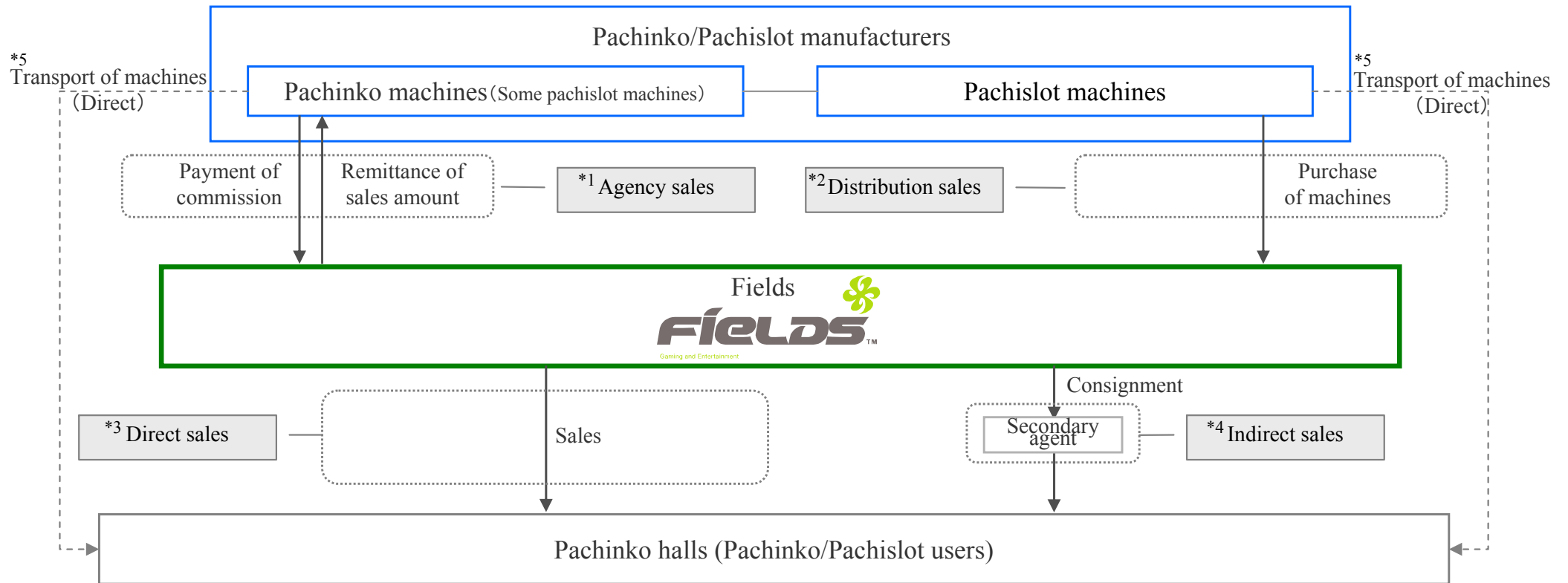
\*Security Electronics Communications Technology Association



## Accounting Method of Pachinko/Pachislot Sales (Image)



## Glossary of Fields' Pachinko/Pachislot Machine Sales



\*1 Agency sales : Sales and profit by commission

\*2 Distribution sales : Sales and profit by purchase of machines

\*3 Direct sales : Direct sales by own sales force

\*4 Indirect sales : Indirect sales through secondary agents

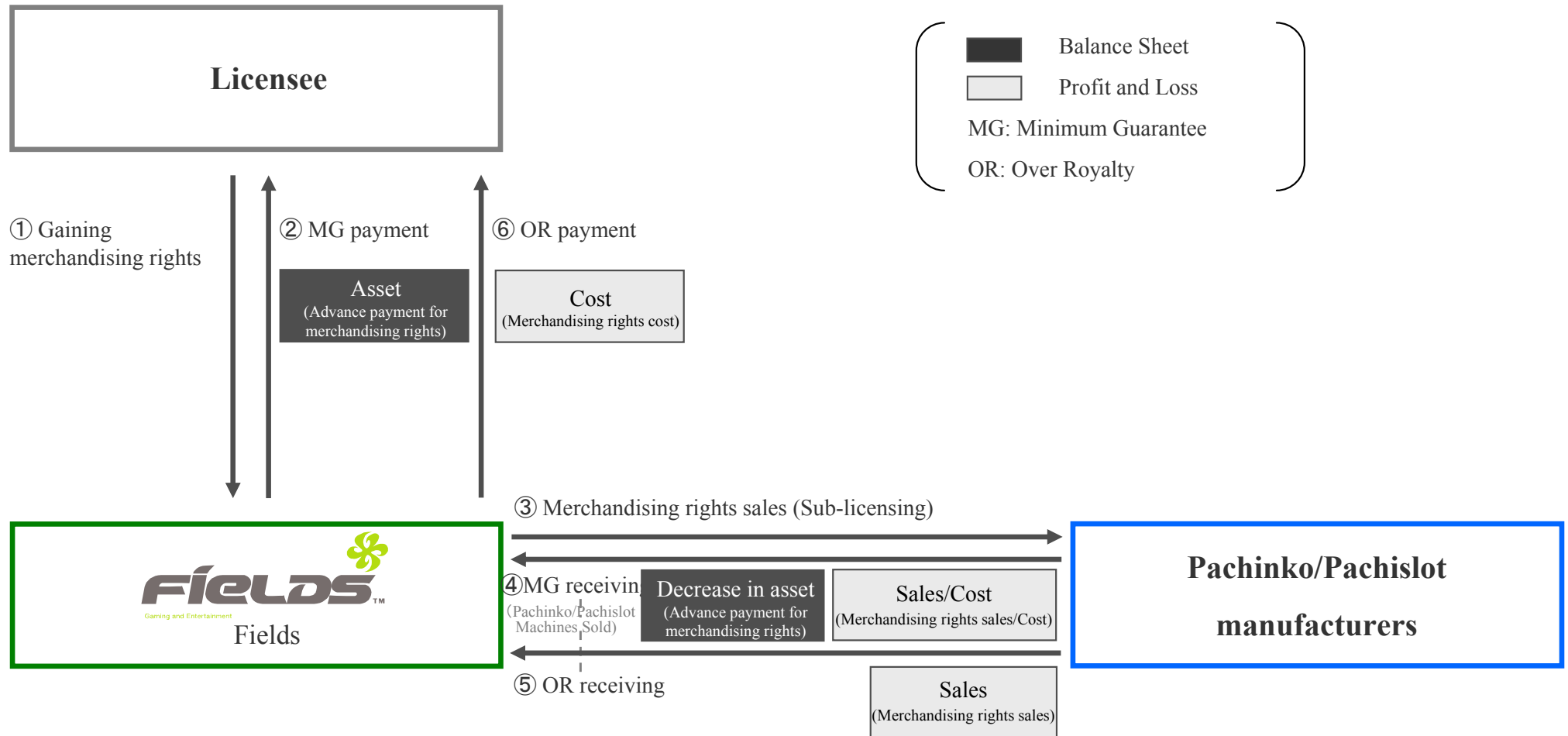
\*5 Transport of machines : Direct transport of machines from manufacturers to Pachinko halls

□ Sales method Both agency and distribution sales activities are the same

## Business flow and Accounting Method of Merchandising Rights Regarding Pachinko/Pachislot Planning and Development (Image)

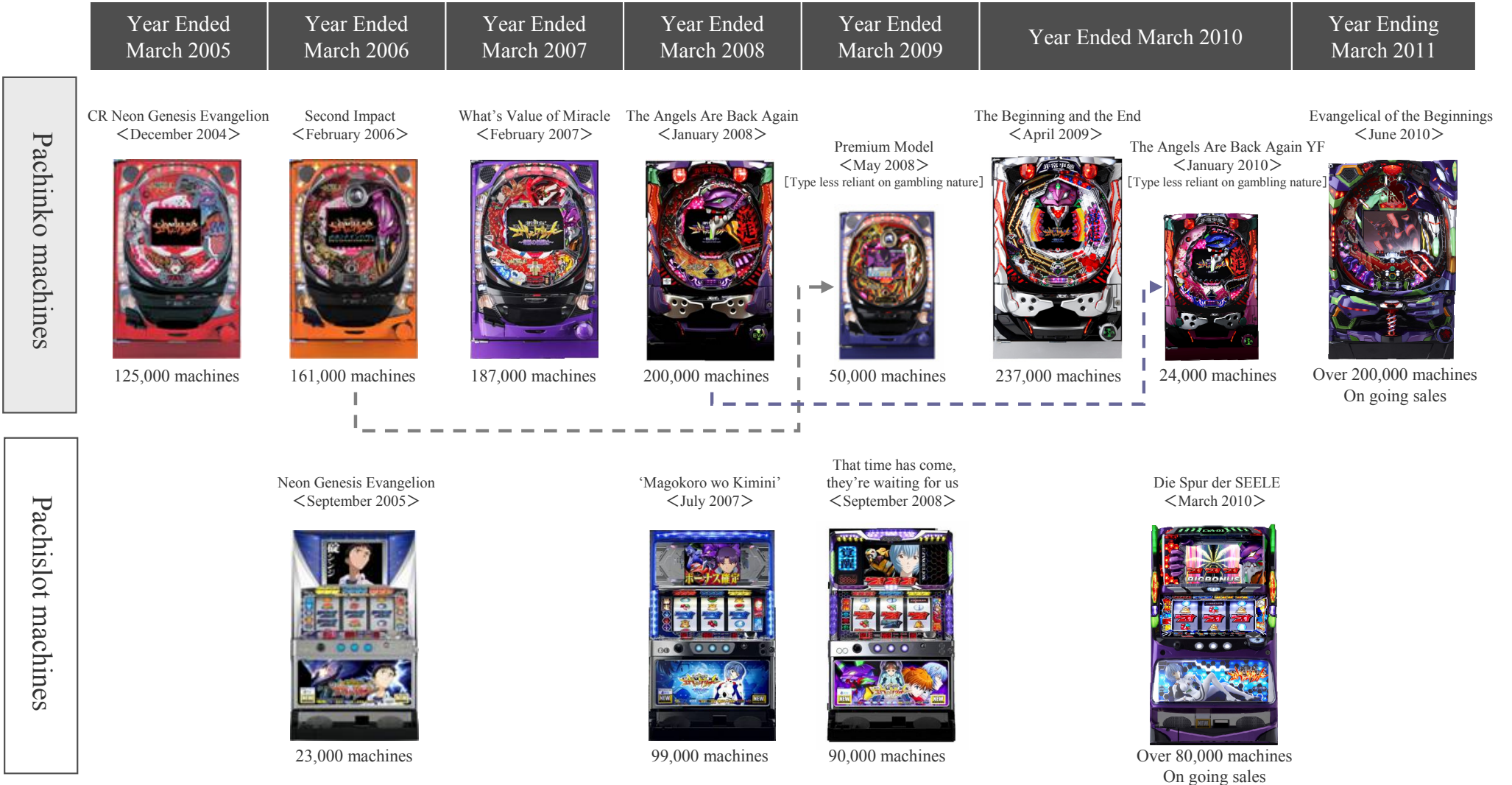
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# Change of “Evangelion” Series

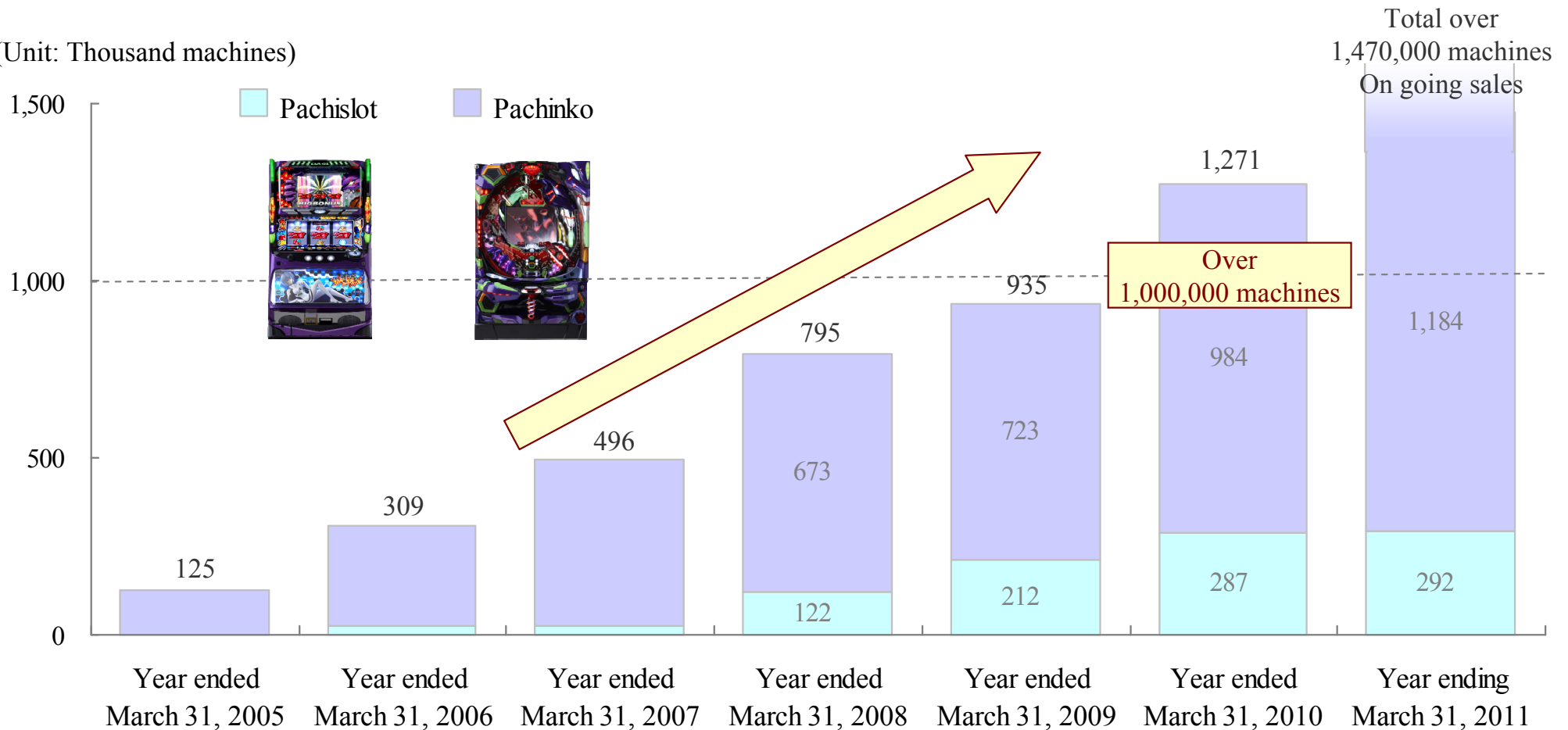
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## Total Sale Machines of Evangelion Series

Planned and sold 6 pachinko and 4 pachislot titles since the year ended March, 2005  
 Total sale exceeded 1 million machines in the year ended March, 2010

(Unit: Thousand machines)



## Pachinko/Pachislot (PS) Field: Transition in the Number of Machines Sold

(Unit: Machines)

	Year Ended March 2006			Year Ended March 2007			Year Ended March 2008			Year Ended March 2009			Year Ended March 2010			2011
	1st Half	2nd Half	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	1Q
Number of machines sold	159,387	384,934	544,321	229,807	281,440	511,247	212,088	272,446	484,534	216,832	114,373	331,205	274,144	175,736	449,880	105,538
Sales ratio																
Pachinko	74,344 46.6%	255,317 66.3%	329,661 60.6%	123,271 53.6%	222,552 79.1%	345,823 67.6%	38,585 18.2%	235,396 86.4%	273,981 56.5%	137,539 63.4%	64,986 56.8%	202,525 61.1%	266,284 97.1%	64,450 36.7%	330,734 73.5%	64,892 61.5%
Pachislot	85,043 53.4%	129,617 33.7%	214,660 39.4%	106,536 46.4%	58,888 20.9%	165,424 32.4%	173,503 81.8%	37,050 13.6%	210,553 43.5%	79,293 36.6%	49,387 43.2%	128,680 38.9%	7,860 2.9%	111,286 63.3%	119,146 26.5%	40,646 38.5%
Agency/Distribution sales ratio																
Agency sales	82,152 51.5%	273,980 71.2%	356,132 65.4%	127,081 53.3%	223,086 79.3%	350,167 68.5%	40,120 18.9%	237,648 87.2%	277,768 57.3%	138,492 63.9%	66,674 58.3%	205,166 61.9%	255,570 93.2%	67,177 38.2%	322,747 71.7%	65,441 62.0%
Distribution sales	77,235 48.5%	110,954 28.8%	188,189 34.6%	102,726 44.7%	58,354 20.7%	161,080 31.5%	171,968 81.1%	34,798 12.8%	206,766 42.7%	78,340 36.1%	47,699 41.7%	126,039 38.1%	18,574 6.8%	108,559 61.8%	127,133 28.3%	40,097 38.0%
Direct/Indirect sales ratio																
Direct sales	112,917 70.8%	291,982 75.9%	404,899 74.4%	167,788 73.0%	218,503 77.6%	386,291 75.6%	164,786 77.7%	215,392 79.1%	380,178 78.5%	177,552 81.9%	89,735 78.5%	267,287 80.7%	221,521 80.8%	145,626 82.9%	367,147 81.6%	87,390 82.8%
Indirect sales	46,470 29.2%	92,952 24.2%	139,422 25.6%	62,019 27.0%	62,937 22.4%	124,956 24.4%	47,302 22.3%	57,054 20.9%	104,356 21.5%	39,280 18.1%	24,638 21.5%	63,918 19.3%	52,623 19.2%	30,110 17.1%	82,733 18.4%	18,148 17.2%

## Main Titles of Pachinko Machines Sold (3.2002-3.2010)

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(Unit: Machines)

	Sammy	Sold	Bisty	Sold	Olympia	Sold
3.2010			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	-		
3.2009	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	51,000		
3.2008	CR Sakura Taisen	41,000	CR Neon Genesis Evangelion—The Angels Are Back Again	199,000		
			CR Tomb Raider	-		
			CRA Felix the Cat	-		
			CR The Mask of Zorro	-		
			CR LOONEY TUNES BIA	-		
3.2007	CR SEACOP	-	CR Neon Genesis Evangelion—Kiseki no Kachiwa	187,000	CR PROJECT MINERVA	-
	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		
3.2006	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		
3.2005	CR Ore no Sora	30,000	CR Kahara Tomomi to Minashigo Hatchi	41,000		
	CR Bakumatsu no kaze	13,000	CR Neon Genesis Evangelion	124,000		
	CR LINDA	25,000	CR Circuit e ikou!	11,000		
			CR FEVER TWINS	-		
3.2004	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				
3.2003	CR GEN JU HAOU	13,000				
3.2002	CR Salaryman Kintaro	24,000				

\* 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 released.

\* Round down to the nearest 1,000.

## Main Titles of Pachislot Machines Sold (3.2001-3.2010)

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(Unit: Machines)

	Rodeo	Ssold	Bisty	Sold	Olympia	Sold
3.2010	Onimusha: Dawn of Dreams	27,000	Saturday Night Fever	-	Aim for the Ace!	-
	Hono-no Nekketsu Kyoshi	-	Neon Genesis Evangelion—Die Spur der SEELE	75,000	I am KONISHIKI	-
3.2009	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	-				
3.2008	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				
3.2007	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		
3.2006	Ore no Sora	125,000	Lord of the Rings	-		
	Dokonjo Gaeru	-	Neon Genesis Evangelion	23,000	Geronimon S	-
3.2005	Onimusha 3	120,000	Dai Yamato	12,000	Mezase Dokidoki Zima	-
	Kaiji	29,000	Fever Natsumatsuri	-		
	Umematsu Dynamite Wave!	36,000				
3.2004	Gamera-High Grade Vision	61,000	KAIZOKU	-	Ougonshin	13,000
	WANTOUCHABLE (Sammy)	-				
	JET SET RADIO	22,000				
	Charlie's Angels	-				
	Sloter Kintaro	52,000				
3.2003	Yajyu	14,000				
	KAZENOYOUJINBOU	53,000				
	SNOW KING	-				
	Salaryman Kintaro S	-				
3.2002	CLUB RODEO T	43,000				
	Ginginmaru	31,000				
	Ichigeki Teio 2	17,000				
	Salaryman Kintaro	118,000				
	DOUBLE CHALLENGE	31,000				
3.2001	Oo-Gamera	32,000				
	INDY JAWS 2	23,000				
	Gamera	29,000				

\* 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 released.

\* Round down to the nearest 1,000.



## CSR Activities

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### Basic approach to CSR

Our corporate activities and CSR should be one and the same

#### ■ Activities

##### ▪ Corporate code of conduct established

The guidelines were published in a portable handbook and distributed to employees

##### ▪ Internal control

Developing a management structure geared for further growth

##### ▪ Quality management

In order to provide clients with superior service quality, we view sales activities as synonymous with service quality, we acquired and renewed “ISO 9001:2000”

##### ▪ Information security management

As we continuously strengthen its security measures to earn the trust of society and our customers, we acquired and renewed “ISO27001:2005”

### Topic 2

#### Establishment of Okinawa working center

#### Activities

Employs people with disabilities in Okinawa to promote the employment for the people with disabilities  
Keeps the social responsibility through offering the employment opportunities and a comfortable working place to people with disabilities

#### Establishment Date

1 April, 2010 (Opening ceremony: 5 April, 2010)

#### Business Activities

Business of data imputing, etc of office related matters

### Topic 4

#### Introduction of energy-saving printers

#### Activities

Replacement (and reduction) of printers with the energy-saving models. Adoption of printers with a secure function as a part of the information security promotion activity.

#### Effect

Reduction in CO2 by 6.6t a year.  
(Equivalent to CO2 absorption of 470 cedar trees)

### Topic 1

#### Renewed ISO27001/ISMS certificate

Information security management system

Renewed Date July 21-23, 2010

Registration Date August 24, 2007

Details Renewed ISO/IEC 27001:2005/JIS Q 27001:2006 (Information Security Management System) certificate

### Topic 3

#### Charity golf tournament support

“THE LEGEND CHARITY PRO-AM TOURNAMENT”

Date May 8-9, 2010

Details Proceeds from entree fee, charity auction, sale of tickets to the venue were donated

Donations Chiba Children’s Hospital  
Japan Leukemia Research Found  
Children’s Cancer Association of Japan

### Topic 5

#### Introduction of Eco-Car

Object Sales cars : 209

Duration September 2009-June 2012

Effect Reduction in CO2 by 480t a year (Equivalent to CO2 absorption of 30,000 cedar trees)

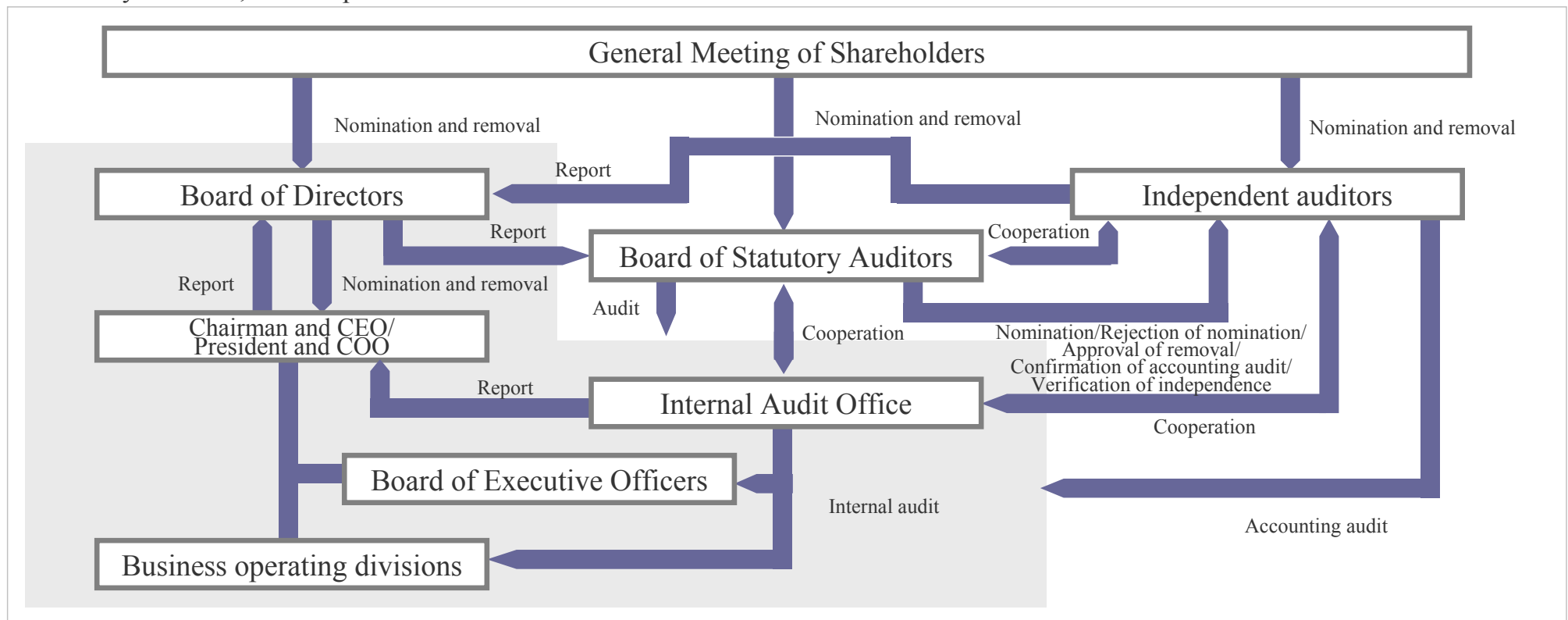
# Corporate Governance System

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## 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 Auditor and the Board of Executive Officers.



## Profit Return Policy

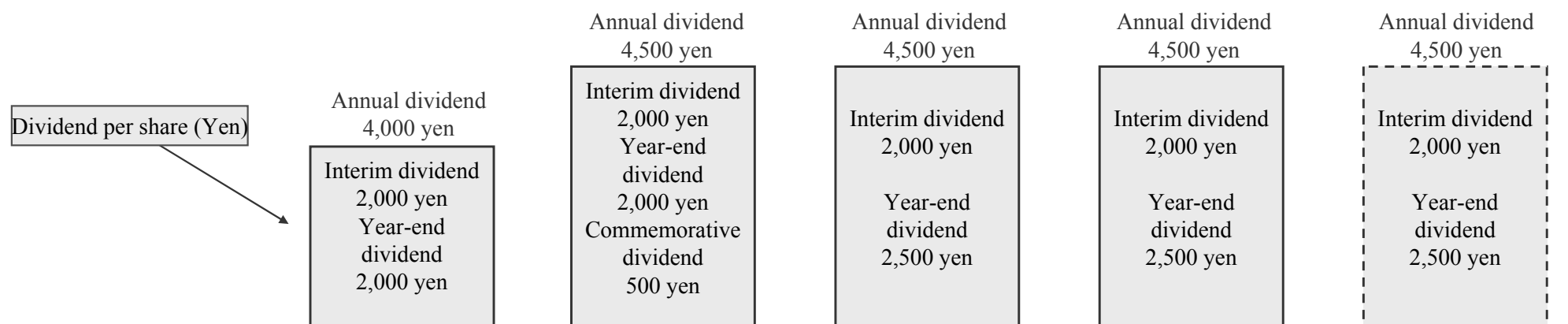
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Basic policy: Profit-based dividend / Consolidated payout ratio standard: Higher than 20%

(Unit: Million yen)

	Year Ended March 31, 2007	Year Ended March 31, 2008	Year Ended March 31, 2009	Year Ended March 31, 2010	Year Ending March 31, 2011 Forecast
Net income	3,710	5,296	(1,481)	3,289	5,500
Total dividend	1,388	1,561	1,534	1,503	1,495
Payout ratio (%)	37.4	29.5	—	45.9	27.2
Total number of outstanding common stock (excluding treasury stock)	347,000	347,000	347,000	347,000	347,000
As of 1st Half (excluding treasury stock)	347,000	347,000	347,000	336,357	332,115
As of Full-Year (excluding treasury stock)	347,000	347,000	336,357	332,115	332,115



## Financial Highlights

FIELDS CORPORATION

The greatest leisure for all people

Key financial data (unit: million yen)	Non-Consolidated				Consolidated									
	1999.3	2000.3	2001.3	2002.3	2003.3	2004.3	2005.3	2006.3	2007.3	2008.3	2009.3	2010.3	2011.3 1Q	
Net sales	11,811	10,017	11,496	34,560	61,888	66,211	81,658	96,814	85,321	101,818	73,035	66,342	21,344	
Gross profit	2,827	3,381	5,368	12,703	15,992	21,578	24,752	29,737	29,248	34,544	24,024	26,889	7,663	
Operating Income	138	768	1,700	5,730	6,781	11,866	12,097	12,348	8,944	13,158	1,960	8,124	2,348	
Ordinary income	107	726	1,681	5,664	7,022	12,209	12,480	13,127	9,202	11,705	991	7,761	2,518	
Net income	34	262	583	3,041	3,524	6,620	6,926	7,085	3,710	5,296	(1,481)	3,289	1,477	
Common stock	10	10	116	530	1,295	1,295	7,948	7,948	7,948	7,948	7,948	7,948	7,948	
Net assets	23	286	1,069	3,883	8,752	14,507	33,426	39,411	42,836	46,331	39,496	41,187	41,564	
Total assets	5,388	6,199	6,211	18,631	17,090	37,115	72,584	87,556	66,081	69,168	52,064	81,329	68,458	
Cash flows from operating activities	-	-	1,105	4,525	3,316	851	2,965	6,164	5,293	11,127	4,147	8,429	(1,698)	
Cash flows from investing activities	-	-	269	(724)	(2,253)	(3,190)	(5,257)	(2,224)	(4,772)	(14,604)	(6,182)	(1,011)	(2,478)	
Cash flows from financing activities	-	-	(920)	2,004	(2,454)	2,029	10,177	(1,540)	1,488	(1,384)	602	(2,687)	(2,318)	
Cash and cash equivalents at the end of year	-	-	1,414	6,857	5,739	5,437	13,326	15,777	17,819	12,693	11,181	15,906	9,407	
<b>Indicators per share (Yen)</b>														
Net assets per share	119,690	1,430,535	461,122	1,325,324	268,600	89,305	96,026	113,275	118,487	128,201	117,326	123,645	124,495	
Annual dividend per share (Non-Consolidated)	-	-	15,000	Old Shares 100,000 New Shares 27,398 2nd new Shares 548	10,000	Commemorative dividend 24,000 Interim dividend 10,000 Year-end dividend 4,000	Interim dividend 2,000 Year-end dividend 2,000	Interim dividend 2,000 Year-end dividend 2,000	Interim dividend 2,000 Year-end dividend 2,000	Interim dividend 2,000 Year-end dividend 2,000	Commemorative dividend 4,500 Interim dividend 500 Year-end dividend 2,000	Interim dividend 2,000 Year-end dividend 2,500	Interim dividend 2,000 Year-end dividend 2,500	-
Net income per share	174,211	1,310,844	2,075,024	1,275,256	117,233	40,465	19,888	20,118	10,692	15,263	(4,271)	9,796	4,448	
<b>Management indicators (%)</b>														
Shareholders' equity ratio	0.4	4.6	17.2	20.8	51.2	39.1	46.0	45.0	62.2	64.3	75.8	50.5	60.4	
Return on equity (ROE)	534.6	169.1	86.0	122.8	55.9	56.9	28.9	19.5	9.2	12.4	(3.5)	8.2	-	
Return on assets (ROA)	2.2	12.6	27.1	45.6	39.3	45.1	22.8	16.4	12.0	17.3	1.6	11.6	-	
Payout ratio	-	-	6.0	7.8	7.9	20.1	(1) 20.7	20.3	(2) 37.4	(2) 29.5	-	(2) 45.9	-	
(1) Payout ratio for the year ended March 2004 was computed including a commemorative dividend (2) Consolidated payout ratio														
<b>Other</b>														
Total number of shares issued and outstanding (shares) (3)	200	200	2,320	2,930	32,300	161,500	347,000	347,000	347,000	347,000	347,000	347,000	347,000	
Treasury stock (shares)	-	-	-	-	-	-	-	-	-	-	10,643	14,885	14,885	
Number of employees (people)	166	210	319	323	460	651	758	901	1,022	1,077	827	909	1,098	

(3) • October 2002 1:10 stock split • November 2003 1:5 stock split • September 2004 1:2 stock split

## Change in Quarterly Profit and Loss (Consolidated)

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(Unit: Million yen)

	Year Ended March 31, 2009					Year Ended March 31, 2010					2011
	1Q	2Q	3Q	4Q	Full-Year	1Q	2Q	3Q	4Q	Full-Year	1Q
Net sales	7,321	34,269	23,461	7,984	73,035	16,038	5,406	3,077	41,821	66,342	21,344
Gross profit	2,114	12,408	8,179	1,323	24,024	12,402	707	888	12,892	26,889	7,663
SG&A	5,426	5,843	5,350	5,444	22,063	3,877	3,845	4,906	6,136	18,764	5,314
Operating income	(3,312)	6,564	2,830	(4,122)	1,960	8,524	(3,138)	(4,018)	6,756	8,124	2,348
Ordinary income	(3,161)	6,184	2,581	(4,613)	991	8,519	(3,468)	(3,961)	6,671	7,761	2,518
Net income	(2,289)	3,134	809	(3,135)	(1,481)	4,711	(2,530)	(2,454)	3,562	3,289	1,477

	Year Ended March 31, 2006					Year Ended March 31, 2007					Year Ended March 31, 2008				
	1Q	2Q	3Q	4Q	Full-Year	1Q	2Q	3Q	4Q	Full-Year	1Q	2Q	3Q	4Q	Full-Year
Net sales	24,418	11,328	8,211	52,857	96,814	25,362	21,760	17,022	21,177	85,321	24,234	40,414	12,837	24,333	101,818
Gross profit	5,925	3,440	4,337	16,035	29,737	7,570	6,480	5,282	9,916	29,248	6,763	10,681	3,836	13,264	34,544
SG&A	3,667	4,235	4,440	5,047	17,389	4,393	4,936	5,306	5,668	20,303	4,440	5,181	5,671	6,093	21,385
Operating income	2,257	(795)	(103)	10,989	12,348	3,176	1,544	(24)	4,248	8,944	2,322	5,500	(1,834)	7,170	13,158
Ordinary income	2,667	(861)	(52)	11,373	13,127	3,413	1,567	61	4,161	9,202	2,627	4,837	(1,964)	6,205	11,705
Net income	1,464	(503)	(278)	6,402	7,085	1,658	567	70	1,415	3,710	1,156	1,921	(816)	3,035	5,296

## Change in Quarterly Profit and Loss (Non-Consolidated)

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(Unit: Million yen)

	Year Ended March 31, 2009					Year Ended March 31, 2010					2011
	1Q	2Q	3Q	4Q	Full-Year	1Q	2Q	3Q	4Q	Full-Year	1Q
Net sales	3,950	30,407	16,673	2,113	53,143	14,905	4,328	1,739	40,385	61,357	18,310
Gross profit	2,090	11,417	5,777	146	19,430	11,901	332	232	12,028	24,493	6,542
SG&A	3,569	4,304	3,748	3,990	15,611	3,277	3,243	4,043	5,312	15,875	4,166
Operating income	(1,478)	7,111	2,029	(3,844)	3,818	8,623	(2,911)	(3,811)	6,717	8,618	2,375
Ordinary income	(1,721)	7,218	4,153	(3,808)	5,842	8,761	(2,900)	(3,693)	6,662	8,830	2,505
Net income	(948)	4,177	2,173	(4,257)	1,145	5,119	(2,064)	(2,107)	3,575	4,538	1,362

	Year Ended March 31, 2006					Year Ended March 31, 2007					Year Ended March 31, 2008				
	1Q	2Q	3Q	4Q	Full-Year	1Q	2Q	3Q	4Q	Full-Year	1Q	2Q	3Q	4Q	Full-Year
Net sales	23,301	9,776	5,157	50,017	88,251	22,756	18,385	12,032	18,141	71,314	21,094	37,641	6,600	17,423	82,758
Gross profit	5,479	2,766	2,985	15,338	26,568	6,720	5,631	3,956	8,843	25,150	5,757	9,813	2,385	10,533	28,488
SG&A	3,032	3,506	3,486	4,047	14,071	3,441	3,932	3,888	4,889	16,150	3,226	3,779	4,149	4,700	15,854
Operating income	2,447	(741)	(501)	11,292	12,497	3,279	1,698	69	3,953	8,999	2,531	6,034	(1,765)	5,834	12,634
Ordinary income	2,696	(714)	(474)	11,328	12,836	3,535	1,749	127	3,982	9,393	2,614	6,046	(1,779)	5,582	12,463
Net income	1,523	(314)	(389)	6,114	6,934	1,948	862	240	1,723	4,773	1,397	1,070	(1,151)	2,837	4,153

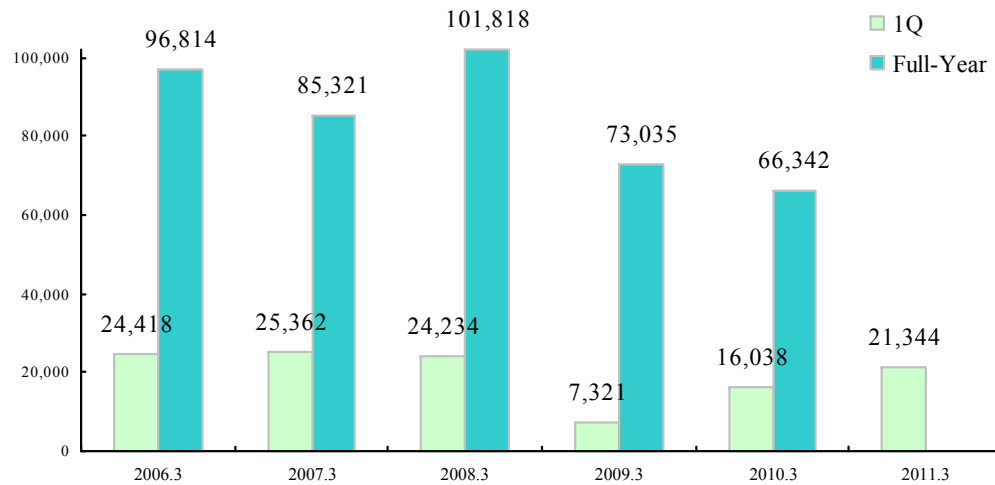
# Change in Financial Results (Consolidated)

FIELDS CORPORATION

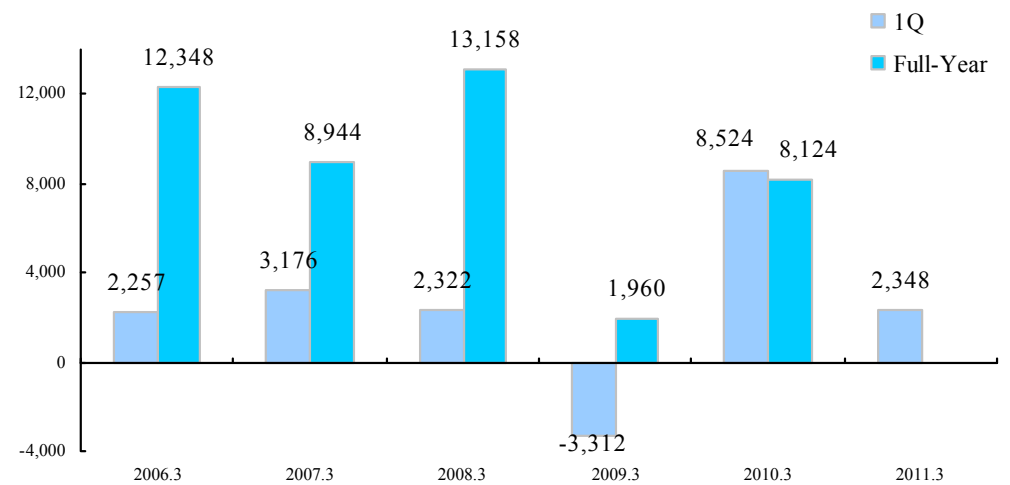
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(Unit: Million yen)

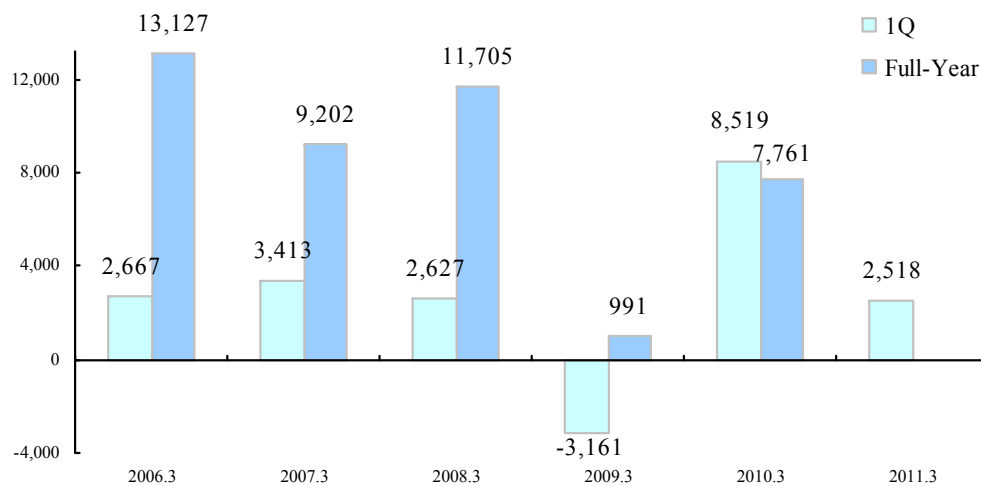
Net sales



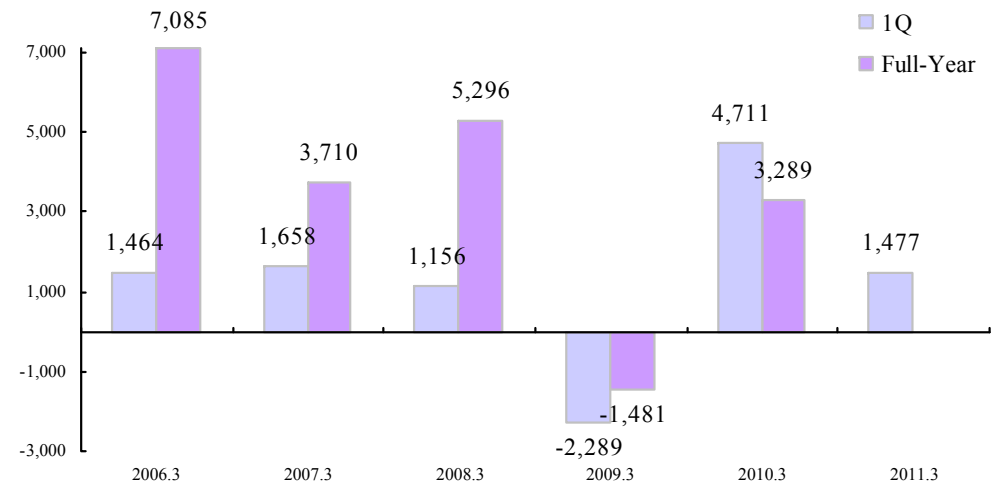
Operating income



Ordinary income



Net income



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

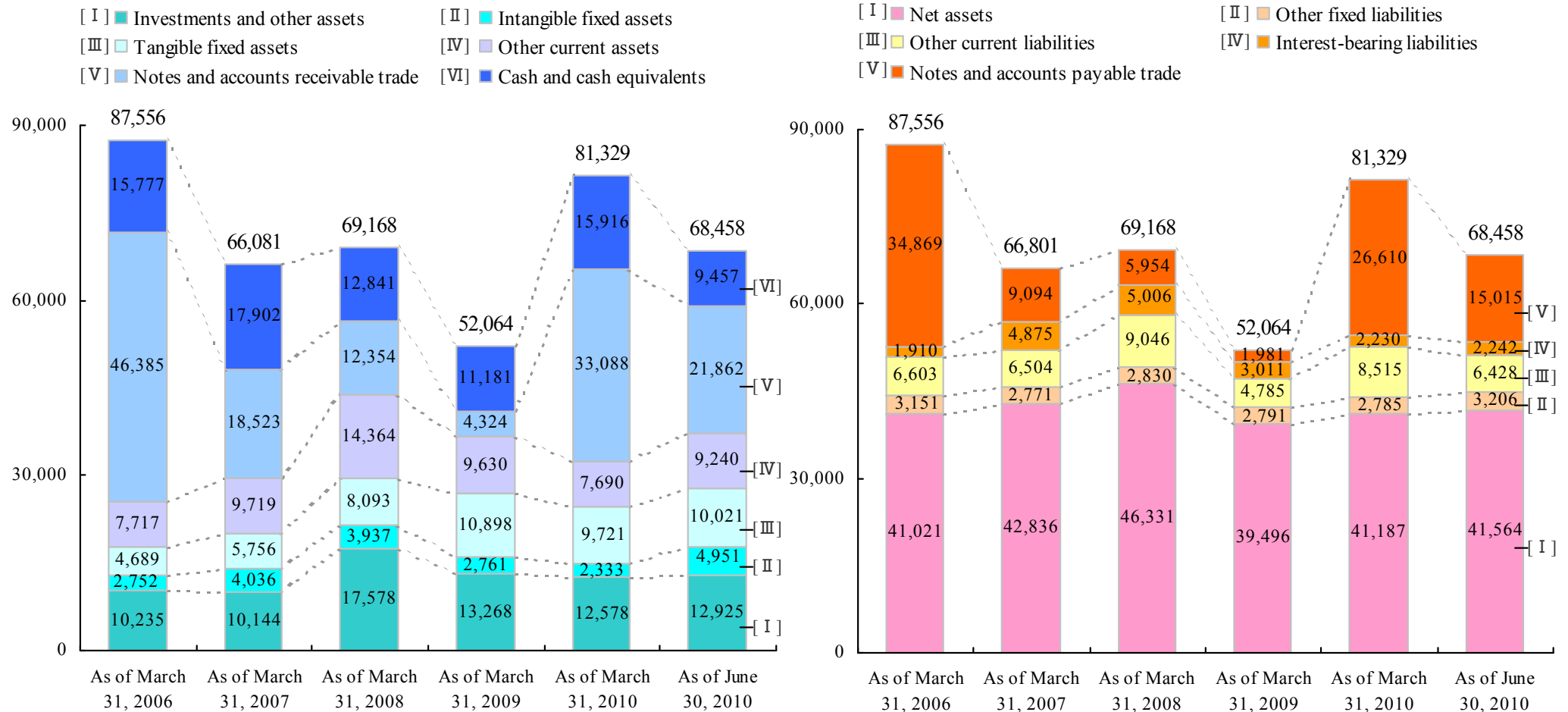
FIELDS CORPORATION

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(Unit: Million yen)

### Change in assets

### Change in liabilities/net assets



Note: Regarding net assets before March 31, 2006 the figure shows the total of the net assets and minority shareholders equity.

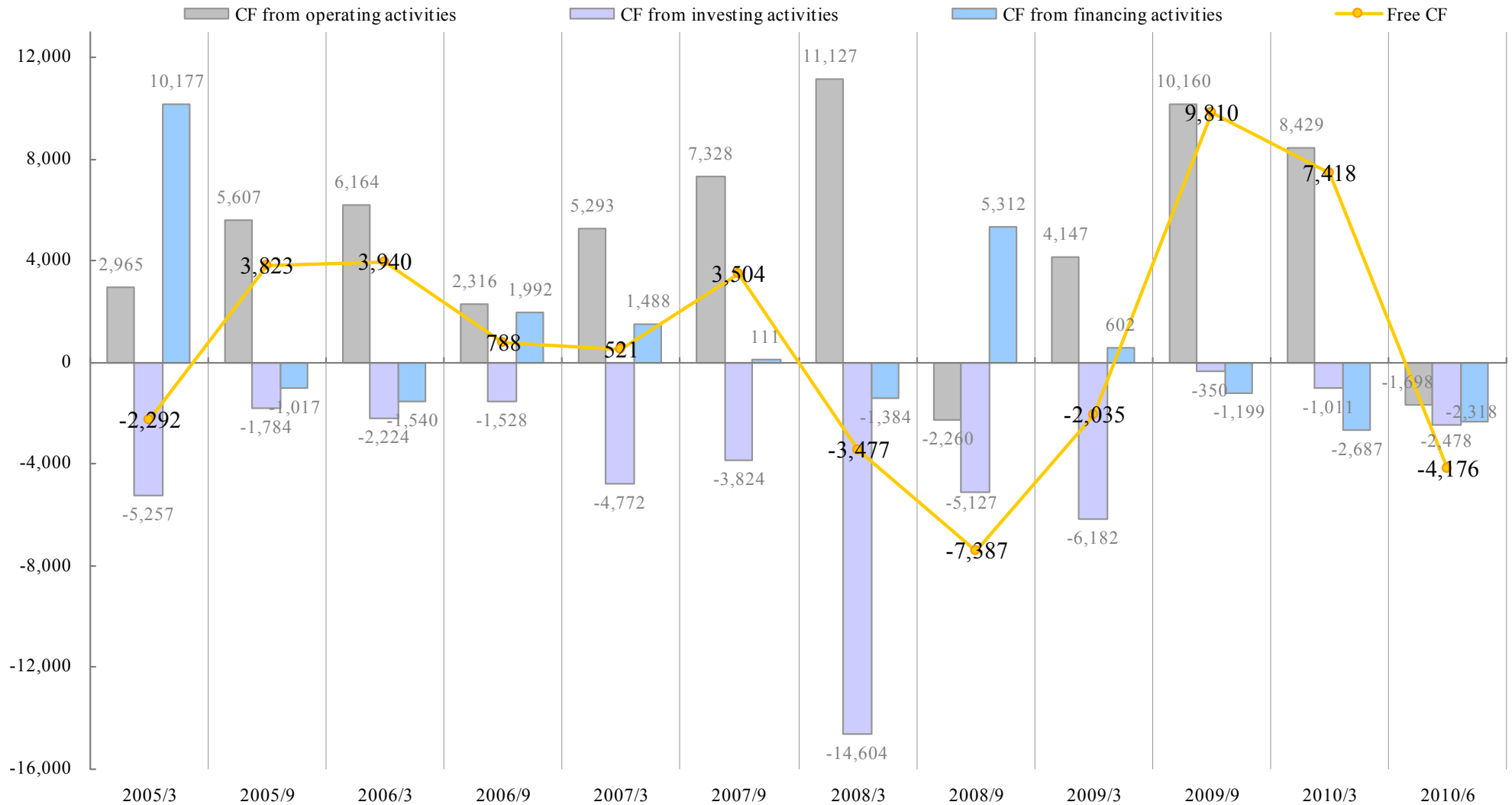


## Change in Free Cash Flow

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

(Unit: Million yen)

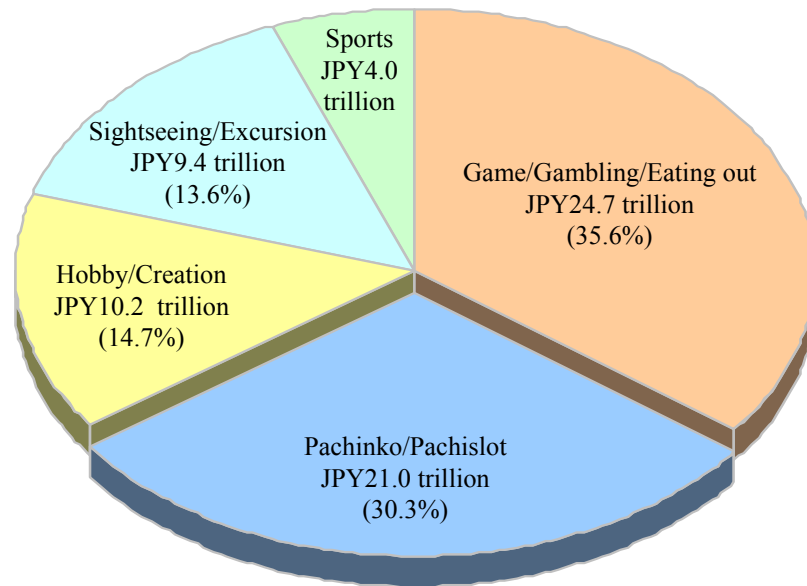


## Appendix II (Market date)

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## Market scale of pachinko/pachislot industry

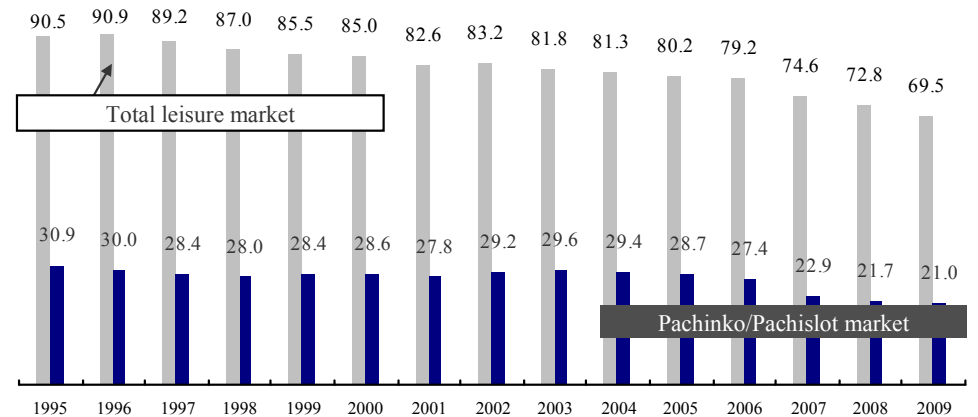
2009 Japanese leisure market - total size of JPY69.5 trillion



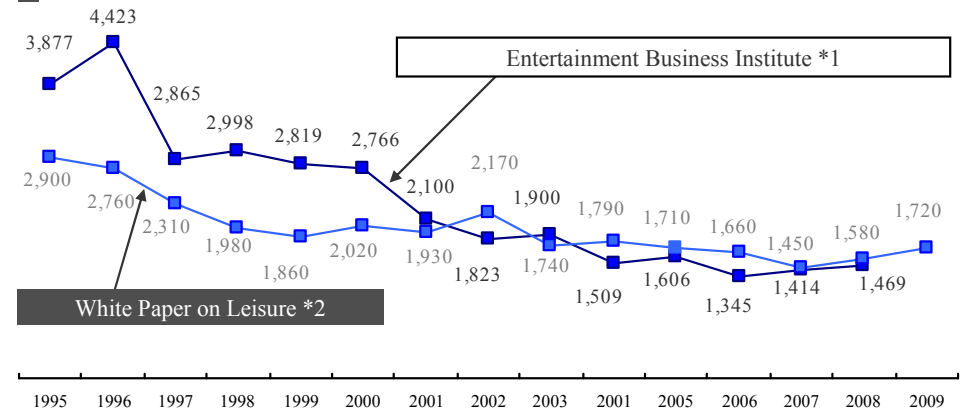
Pachinko/Pachislot is one of the leading forms of entertainment in Japan, being played by 13% of the population in one of 12,652 venues

## Change in pachinko/pachislot market

(Unit: Trillion yen)



## Change in number of pachinko/pachislot players

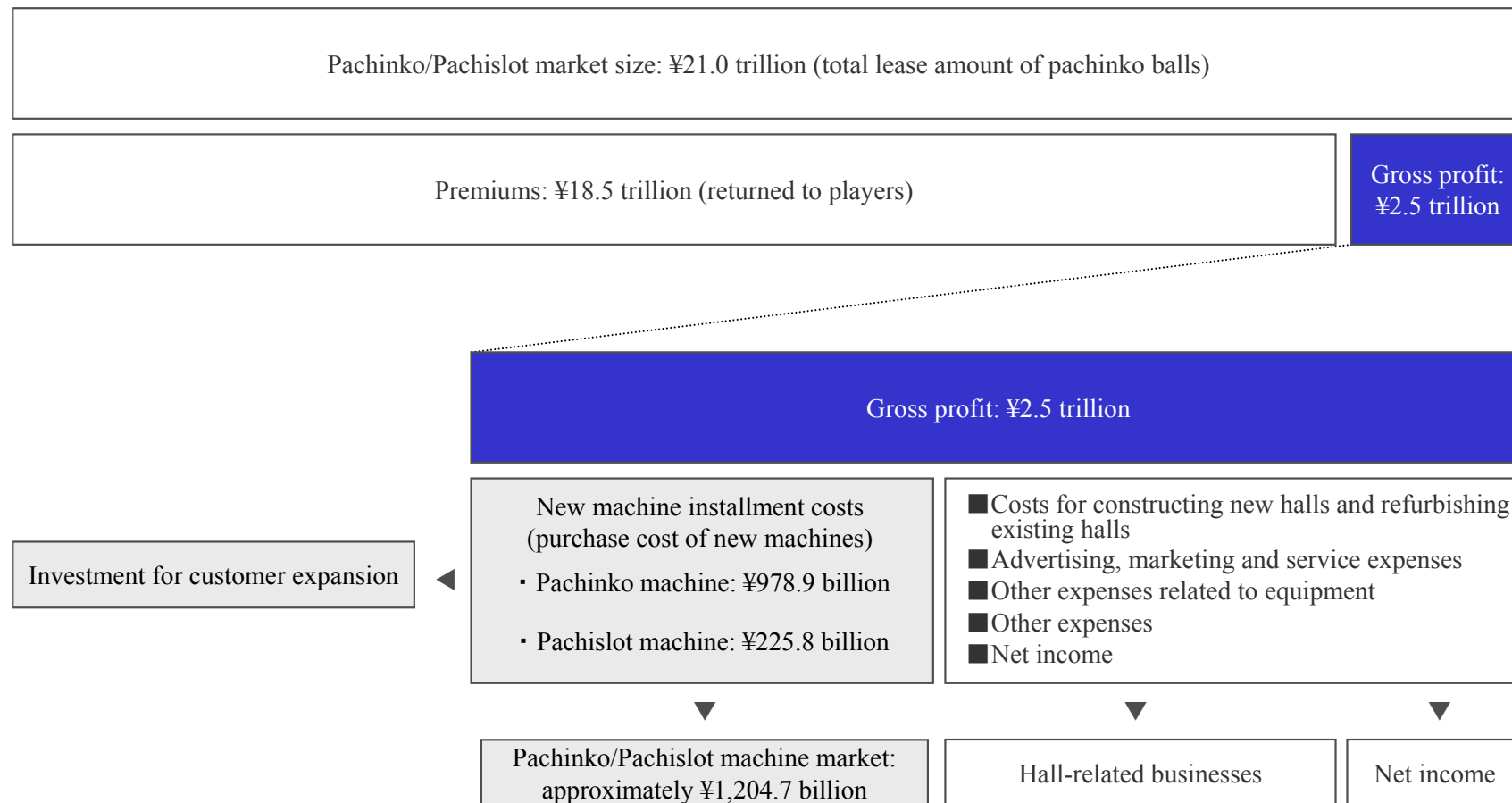


\*1 Entertainment Business Institute has suspended the survey regarding number of pachinko/pachislot players since 2009.

\*2 "White Paper on Leisure" has changed the survey method to internet base survey since 2009.

## Income Structure of Pachinko/Pachislot Industry (2009)

### Income structure of pachinko halls



## Players in the Pachinko/Pachislot Industry

### Players

#### Machine manufacturers

(As of June 30, 2010)



- 33 pachinko machine manufacturers
- Over 60 pachislot machine manufacturers
- Regulated

Example: Sammy Corporation, SANKYO CO., LTD., and KYORAKU SANGYO

#### Parts and software manufacturers

- Software for graphics chips and liquid crystal displays
- Parts of pachinko/pachislot machines and other items

Example: Axell Corporation and EIZO NANA O CORPORATION

Direct sales  
40% for pachinko and 20% for pachislot

#### Distributors

- Usually paid via a commission from manufacturers but may also have a resale model for pachislot
- Network of salesmen
- Not directly regulated

Indirect sales  
60% for pachinko and 80% for pachislot

#### Pachinko hall operators



- Around 12,652 in Japan (2009)
- Neighbourhood based
- Large number of small owner operators but some significant chains
- Constant need to attract and retain players
- 'Fickle' client base
- High machine turnover (every 12 months)
- On average, each machine pays for itself in 3-6 weeks
- Regulated

Example: Dynam Co., Ltd., Maruhan Corporation, Gaia and Mars Engineering Corporation

#### Peripheral equipment manufacturers and others

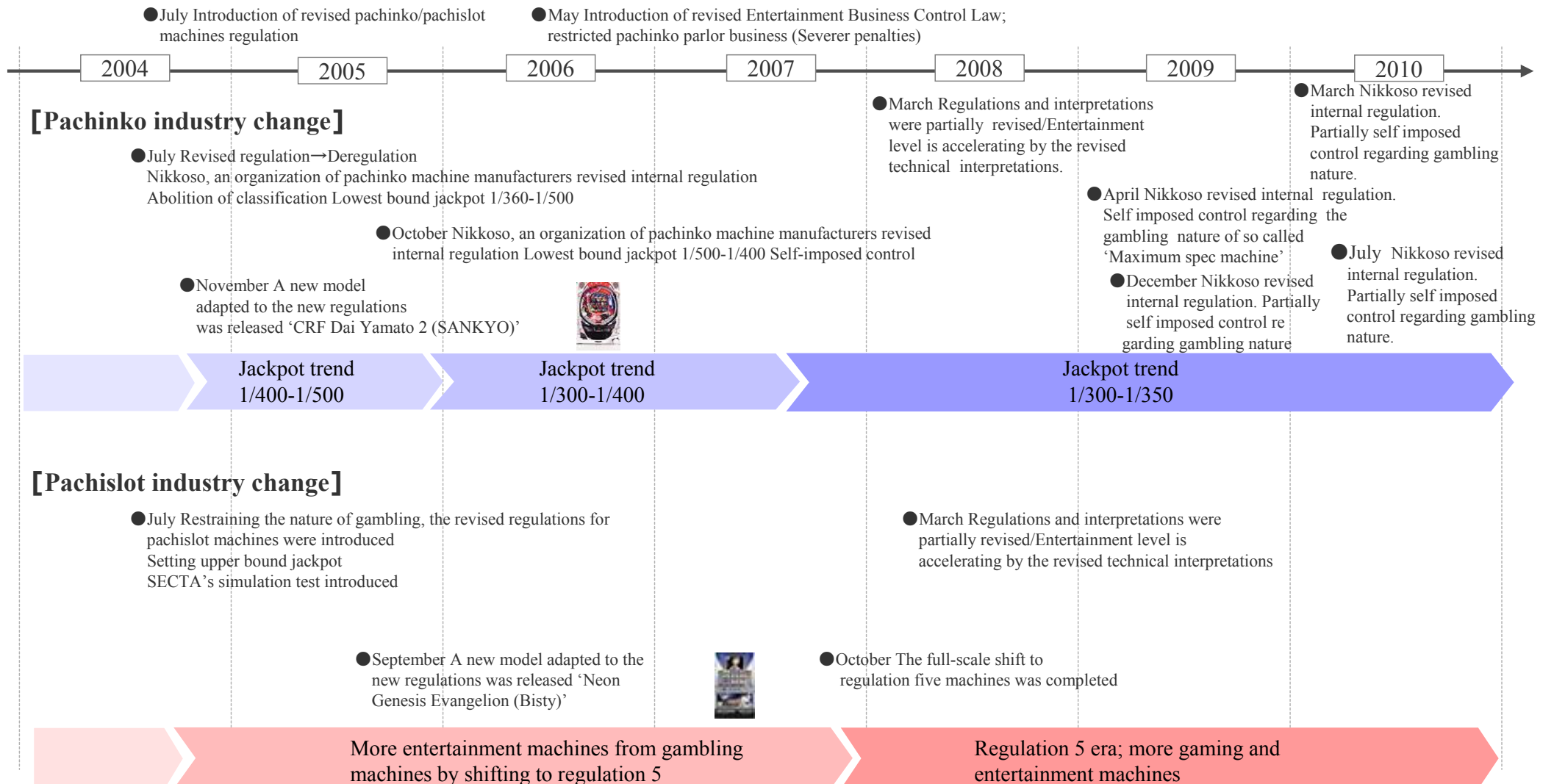
- Unit and pachinko hall computers
- Premiums, equipment and other items

Example: Daikoku Denki Co., Ltd. and Japan Cash Machine Co., Ltd.

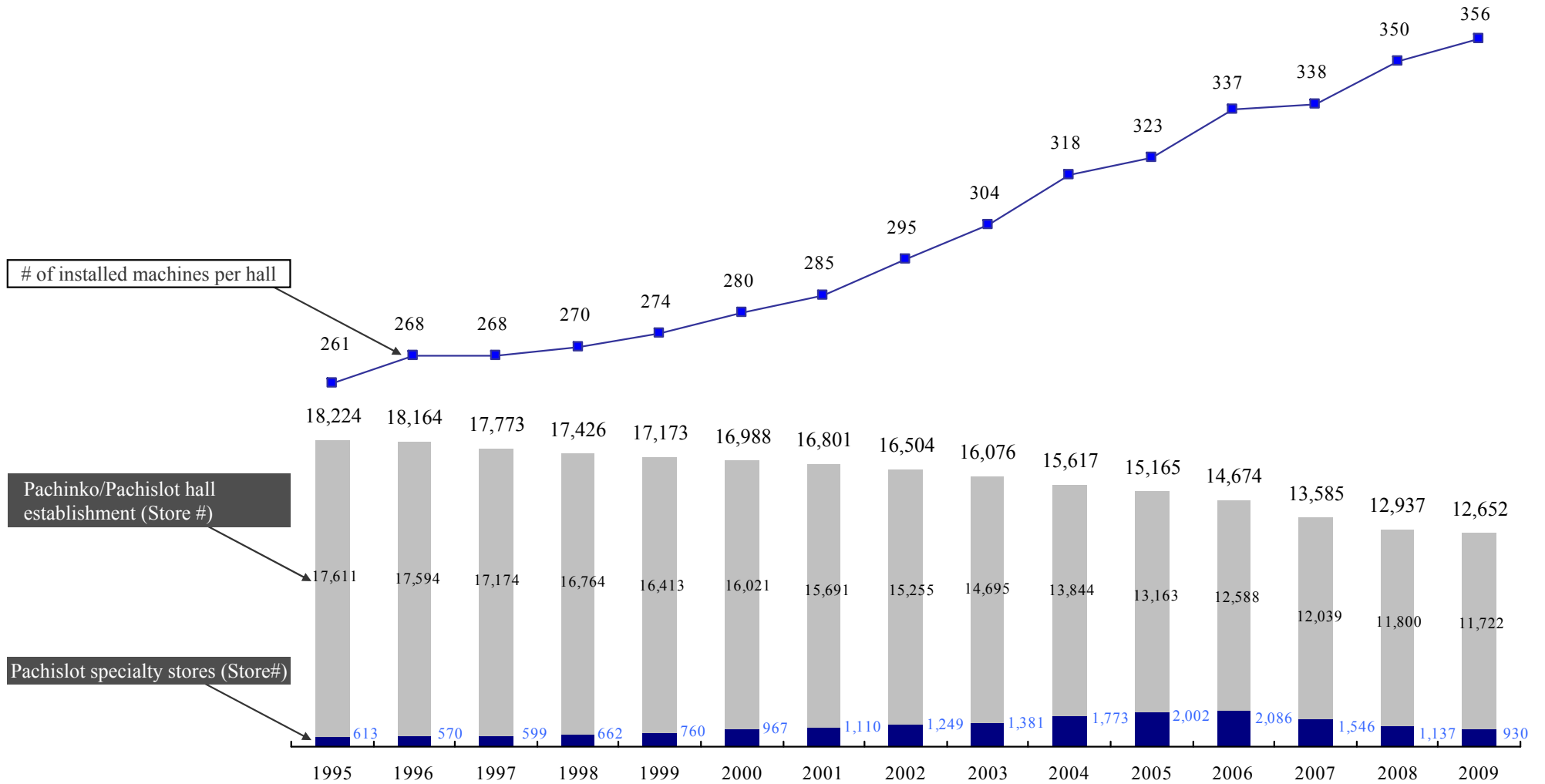
# Recent Trend of Pachinko/Pachislot Industry

FIELDS CORPORATION

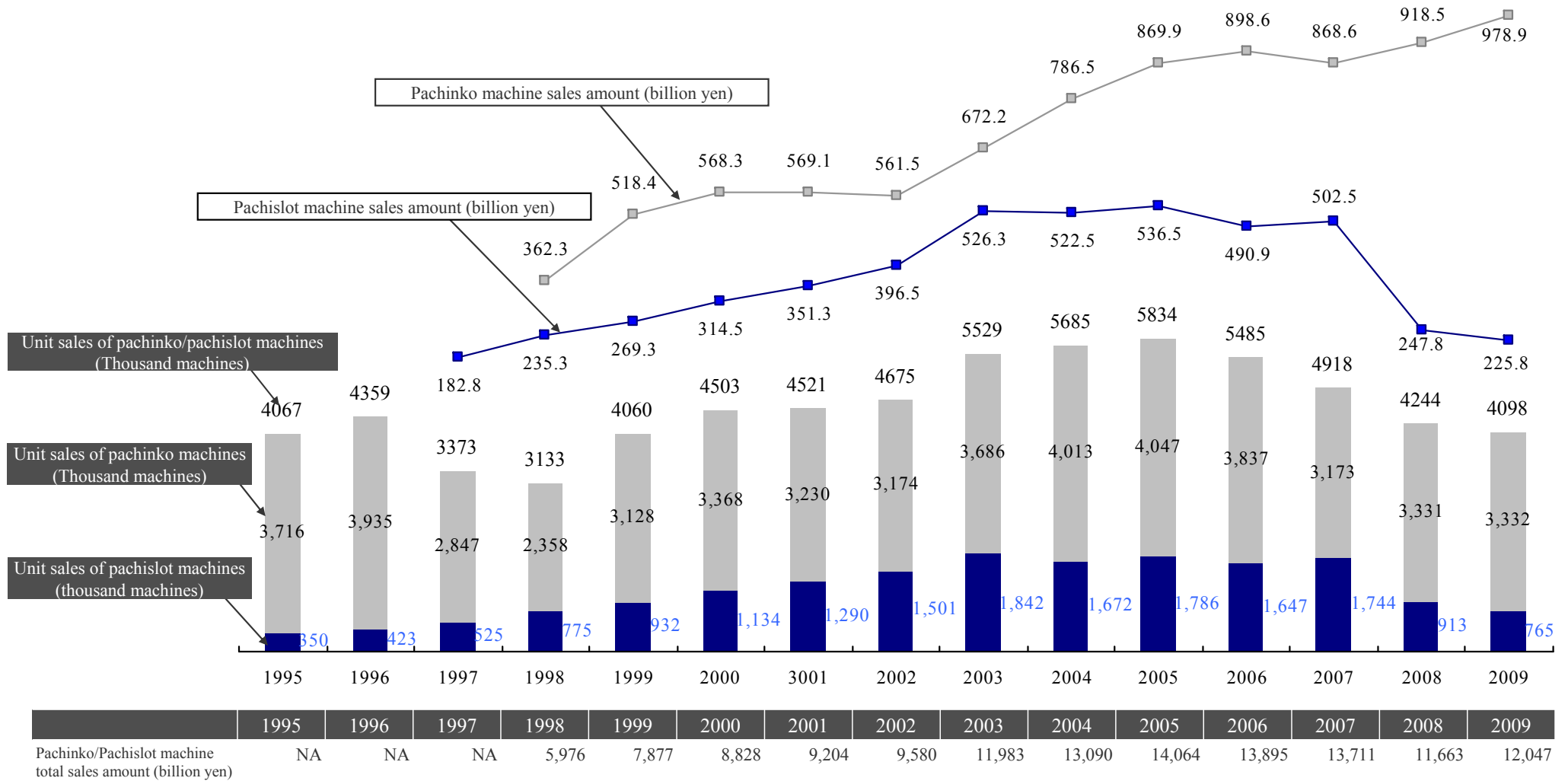
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## Number of Pachinko Halls and Installed Machines Per Hall

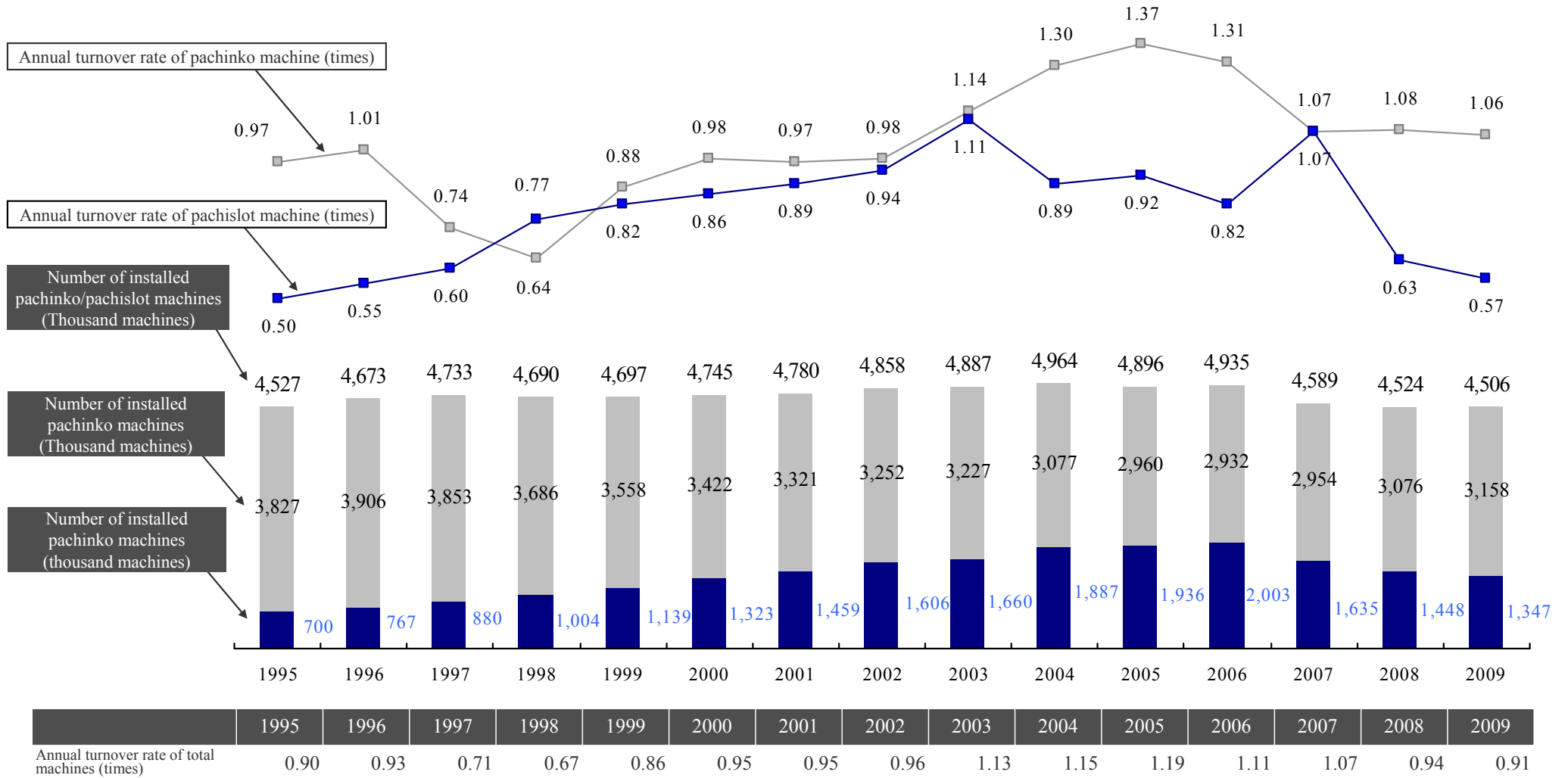


## Unit Sales and Sales Amount of Pachinko/Pachislot Machines





## Number of Installed Pachinko/Pachislot Machines and Annual Turnover Rate



### Unit sales share -Pachinko machine

Ranking	2003		2004		2005		2006		2007		2008		2009	
	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share
1	Sanyo	25.2%	Sanyo	22.9%	Sanyo	24.7%	Sanyo	23.1%	Sanyo	25.8%	Sanyo	24.3%	Sanyo	18.0%
2	SANKYO	16.4%	SANKYO	21.1%	SANKYO	18.2%	KYORAKU	20.9%	SANKYO	22.9%	SANKYO	13.6%	SANKYO	17.2%
3	Daiichi Shokai	9.5%	Heiwa	8.7%	KYORAKU	9.6%	SANKYO	16.7%	KYORAKU	16.1%	Sammy	11.8%	KYORAKU	12.8%
4	Heiwa	7.0%	Daiichi Shokai	7.6%	Newgin	7.9%	Newgin	6.6%	Newgin	6.4%	KYORAKU	10.5%	Newgin	11.9%
5	Sammy	6.7%	Newgin	6.9%	Sammy	7.1%	Daiichi Shokai	5.1%	Daiichi Shokai	5.3%	Newgin	10.5%	Sammy	10.8%

\* The number of sales of Heiwa in FY2004 is converted for 15 months for the accounting period change

\* SANKYO's sales share includes Bisty

\* Sammy's sales share includes GINZA from 2006 and TAIYO ELEC from 2007

### Unit sales share -Pachislot machine

Ranking	2003		2004		2005		2006		2007		2008		2009	
	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share
1	Sammy	32.1%	Sammy	40.4%	Sammy	33.9%	Sammy	31.8%	Sammy	21.8%	Yamasa	18.8%	Sammy	21.3%
2	Olympia	18.4%	Olympia	16.4%	Daito Giken	13.2%	Daito Giken	12.1%	Aruze	11.0%	SANKYO	14.6%	SANKYO	13.6%
3	Aruze	13.6%	Yamasa	8.9%	Heiwa/Olympia	10.4%	Heiwa/Olympia	10.9%	SANKYO	9.7%	Sammy	13.5%	Universal	13.1%
4	Yamasa	11.9%	Daito Giken	7.8%	Yamasa	8.4%	Yamasa	10.5%	Daito Giken	8.7%	Heiwa/Olympia	7.4%	Yamasa	9.5%
5	Daito Giken	4.8%	Aruze	4.6%	SANKYO	6.2%	Kita Denshi	9.4%	Yamasa	8.7%	Kita Denshi	6.5%	Kita Denshi	7.8%

\* Sammy's sales share includes Rodeo, IGT, TRIVY, GINZA from 2006 and TAIYO ELEC from 2007

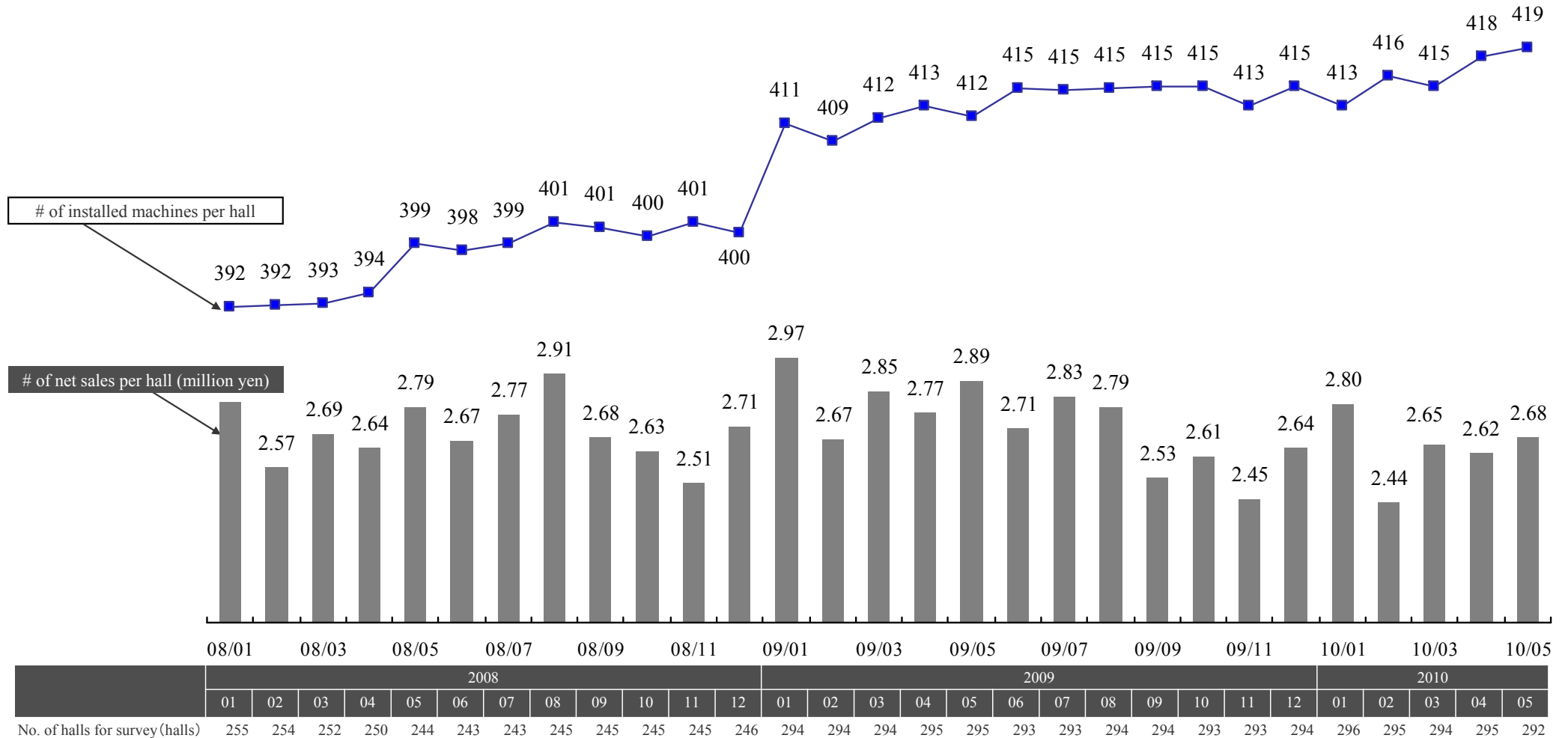
\* SANKYO's sales share includes Bisty

\* Aruze changed the company name to Universal Entertainment in 2009

\* Aruze's sales share includes Eleco, Mizuho and Macy

\* Olympia's sales share includes Olympia and Heiwa's all the brands from 2005

## Reference: Monthly Trend of Pachinko Halls -Excerpt from current survey of selected service industries-



\*The Ministry of Economy, Trade and Industry outsource to the Zennitchiyuren to pick up the hall for survey from 47 prefectures.

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Information for investors can be found in an easy to use and convenient format at our IR site. Please visit us.

Fields IR Site (Information for shareholders and investors) <http://www.fields.biz/ir/j/> (Japanese)

<http://www.fields.biz/ir/e/> (English)

[ Corporate Vision and Growth Strategy ]

Simple and clear summary of Fields Corporation vision and growth strategy

[ For Investors ]

The easy to use site allows individual investors and first time visitors to the IR site to learn more about the Fields Corporation

[ CSR Activity ]

Introduction of our basic CSR Policy and main Activities

[ Latest Financial Information ]

Latest documents of financial and business results are listed together on one space.



The screenshot shows the Fields IR Site interface. Red dashed boxes highlight the 'Corporate Vision and Growth Strategy' section at the top, the 'For Investors' section in the middle, and the 'CSR Activity' section at the bottom. Blue dashed boxes highlight the 'Latest Financial Information' section at the bottom. Red arrows point from the text boxes on the left to these highlighted areas. The site features a navigation menu, a main content area with news and announcements, and a sidebar with market data and contact information.

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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.