

# Financial Flash Report

Person in charge : Karino or Matsumoto

**Comparable operating income is 70.5 %up, attributable to PS(Pachinko/Pachislot) business.  
Steady improvement of respective group companies. Revised up full year forecast.**

## 1. Financial Results

(Japan GAAP)

(Unit: Million yen)	4-9/2010	4-9/2009	4/2009~3/2010	YoY
	1H	1H	Full Year	
<b>Net Sales</b>	<b>43,012</b>	<b>21,444</b>	<b>66,342</b>	<b>200.6%</b>
PS(Pachinko/Pachislot)	38,499	19,415	62,379	198.3%
Mobile	1,059	991	1,821	106.9%
Sports Entertainment	1,082	1,181	2,416	91.6%
Other	2,615	259	619	1009.7%
(Adjustments)	(243)	(403)	(895)	-
<b>SG&amp;A Expenses</b>	<b>9,809</b>	<b>7,722</b>	<b>18,764</b>	<b>127.0%</b>
<b>Operating Income</b>	<b>9,182</b>	<b>5,386</b>	<b>8,124</b>	<b>170.5%</b>
PS(Pachinko/Pachislot)	9,109	5,407	8,133	168.5%
Mobile	199	247	393	80.6%
Sports Entertainment	(140)	(162)	(324)	-
Other	58	(17)	(70)	-
(Adjustments)	(44)	(89)	(7)	-
<b>Ordinary Income</b>	<b>9,503</b>	<b>5,051</b>	<b>7,761</b>	<b>188.1%</b>
<b>Net Income</b>	<b>5,428</b>	<b>2,181</b>	<b>3,289</b>	<b>248.9%</b>
Total Asset	67,265	56,611	81,329	-
Net Asset	45,709	41,784	41,187	-
Net Income per share (Yen)	16,344	6,486	9,796	-
Cash Flow from Operating Activities	11,199	10,160	8,429	-
Cash Flow from Investing Activities	(2,738)	(350)	(1,011)	-
Cash Flow from Financing Activities	(2,580)	(1,199)	(2,687)	-
Cash and Cash Equivalents at 2nd Quarter-End	21,782	19,784	15,906	-

### Result Review

**Huge hit of the latest title of pachinko Evangelion series** In the pachinko machine sales business during the 1st half, *CR Evangelion—Evangelical of the Beginnings*, the latest title of the Evangelion series, released in June, 2010, was a huge hit, selling a total of over 200,000 machines, exceeding our expectation.

**Good result in the pachislot machine sales** In the pachislot machine sales business during the 1st half, *Onimusha: Dawn of Dreams* (released in March, 2010) and *Neon Genesis Evangelion—Die Spur der SEELE* (released in March, 2010) were highly acclaimed in the market place and continued to be on sale, receiving repeat orders unexpected the supposition and recorded strong sales.

**Improvement of Group business earnings** The group companies are proceeding with the business as planned in the 1st half. Overall, respective group companies business returned to profitability.

## 2. Forecast

(Unit: Million yen)

Consolidated	Year Ended March 31, 2010		Year Ending March 31, 2011				
	1H Results	Full-Year Results	1H Results	Full-Year Forecast		Achievement Against Initial Forecast (%)	YOY (%)
				Initial Forecast	Revised Forecast		
Net Sales	21,444	66,342	43,012	80,000	100,000	125.0%	150.7%
Operating Income	5,386	8,124	9,182	11,000	13,000	118.2%	160.0%
Ordinary Income	5,051	7,761	9,503	11,000	13,000	118.2%	167.5%
Net Income	2,181	3,289	5,428	5,500	7,000	127.3%	212.8%

### Outlook Review

**Major titles of pachislot machines will be launched** In the 2nd half, major titles of pachislot machine, which have highly improved gaming and entertainment features, will be launched, such as *Ore no Sora -Spirit of Young Justice*, to pachislot market which is on the way to recovery.

**Group business seems to go steady** Group companies business proceeded as planned in the 2nd half.

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