Summary

(Translation)

Fields Corporation
Summary of Financial Information and Business Results (Consolidated)
for the Year Ended March 31, 2011 (Japan GAAP)

May 12, 2011
Listed on: OSE [JASDAQ]

Company Name: Fields Corporation
(URL: http://www.fields.biz/)
Stock code: 2767
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Planned Date for Ordinary General Meeting of Shareholders: June 22, 2011
Planned Date for Start of Dividend Payment: June 23, 2011
Planned Date for Submittal of the Financial Statements Report: June 22, 2011
Full year earnings supplementary explanatory materials: Yes
Full year earnings presentation: Yes (For institutional investors and security analysts)

(Rounded down to the nearest million)

1. Consolidated business results for the year ended March 31, 2011 (April 1, 2010, to March 31, 2011)

(1) Operating results (Percentage figures denote year-over-year changes.)

	Net sales		Operating income		Ordinary income	
	Million yen	%	Million yen	%	Million yen	%
Year ended March 31, 2011	103,593	56.2	13,136	61.7	13,684	76.3
Year ended March 31, 2010	66,342	(9.2)	8,124	314.3	7,761	682.9

	Net income		Net income per share	Diluted net income per share
	Million yen	%	Yen	Yen
Year ended March 31, 2011	7,520	128.6	22,643.86	—
Year ended March 31, 2010	3,289	—	9,796.56	—

(Note) Comprehensive income
Year ended March 31, 2011: ¥7,382 million (105.1%) Year ended March 31, 2010: ¥3,598 million (—%)

	Return on equity	Ordinary income to total assets	Operating margin
	%	%	%
Year ended March 31, 2011	17.1	17.1	12.7
Year ended March 31, 2010	8.2	11.6	12.2

(Reference) Equity in earnings of affiliates
Year ended March 31, 2011: ¥552 million Year ended March 31, 2010: ¥(258) million

(2) Financial position

	Total assets	Net assets	Shareholders' equity ratio	Net assets per share
	Million yen	Million yen	%	Yen
Year ended March 31, 2011	78,971	47,021	59.2	140,853.00
Year ended March 31, 2010	81,329	41,187	50.5	123,645.89

(Reference) Shareholders' equity
Year ended March 31, 2011: ¥46,779 million Year ended March 31, 2010: ¥41,064 million

(3) Cash flows

	Cash flow from operating activities	Cash flow from investing activities	Cash flow from financing activities	Cash and cash equivalents at end of year
	Million yen	Million yen	Million yen	Million yen
Year ended March 31, 2011	8,005	(4,356)	(3,915)	15,632
Year ended March 31, 2010	8,429	(1,011)	(2,687)	15,906

2. Dividends

	Annual dividends				
	First quarter-end	Second quarter-end	Third quarter-end	Year-end	Annual
	Yen	Yen	Yen	Yen	Yen
Year ended March 31, 2010	—	2,000.00	—	2,500.00	4,500.00
Year ended March 31, 2011	—	2,500.00	—	2,500.00	5,000.00
Year ending March 31, 2012 (Forecast)	—	2,500.00	—	2,500.00	5,000.00

	Total dividend (annually)	Payout ratio (consolidated)	Dividend on equity ratio (consolidated)
	Million yen	%	%
Year ended March 31, 2010	1,503	45.9	3.7
Year ended March 31, 2011	1,660	22.1	3.8
Year ending March 31, 2012 (Forecast)		20.8	

3. Forecast earnings for the year ending March 31, 2012 (April 1, 2011, to March 31, 2012)

(Percentages denote year-over-year changes versus the corresponding year-earlier period.)

	Net sales		Operating income		Ordinary income		Net income		Net income per share
	Million yen	%	Million yen	%	Million yen	%	Million yen	%	Yen
First half	—	—	—	—	—	—	—	—	—
Full year	100,000	(3.5)	14,000	6.6	14,000	2.3	8,000	6.4	24,088.04

(Note) The Company will disclose the first half forecast earnings for the year ending March 31, 2012 shortly, as soon as they have been finalized. For details, refer to "[3] Forecast earnings for the year ending March 31, 2012" under "(1) Analysis of operating results" in Section 1, "Operating results" on page 5.

4. Other information

(1) Transfer of important subsidiaries during the year under review (Transfer of specific subsidiaries that results in a change in the scope of consolidation): No

New consolidation - firms

Deconsolidation - firms

(2) Changes in accounting principles, accounting procedures, presentation method and other factors

1) Changes due to the revision to the accounting standards, etc.: Yes

2) Changes due to any reason other than those in 1) above: No

(Note) For details, see "Change in the basis of presentation of the consolidated financial statements" on page 24 in the attached document.

(3) Number of shares issued (common stock)

1) Number of shares issued (including treasury stock)

Year ended March 31, 2011	347,000 shares
Year ended March 31, 2010	347,000 shares

2) Number of treasury stock at end of year

Year ended March 31, 2011	14,885 shares
Year ended March 31, 2010	14,885 shares

3) Average number of shares outstanding

Year ended March 31, 2011	332,115 shares
Year ended March 31, 2010	335,749 shares

(Note) For the number of shares used as the calculation basis for net income per share (consolidated), see the "Per-share data" on page 37 in the attached document.

* Presentation of implementation status for audit procedures

The audit procedures based on the Financial Instruments and Exchange Act do not apply to this Consolidated Financial Results, and the audit procedures based on the Financial Instruments and Exchange Act have not been completed as of the release of this document.

* Explanation on the appropriate usage of forecast earnings and other specific matters

The forward-looking statements made in this report such as performance perspective are based on currently available information and certain premises that are judged reasonable by management. There are many uncertain factors inherent in forecasting, and there might be cases in which actual results of future business operations and/or events differ from our forecasts depending on changes in diverse conditions. Please see "[3] Forecast earnings for the year ending March 31, 2012" under "(1) Analysis of operating results" in Section 1 "Operating results" on page 5 in the attached document with regard to the cautions in using assumptions as the premise for forecast earnings and in using the forecast earnings.

○ Table of Contents of Attached Document

* The Company plans to hold a presentation for investors as follows. Materials, videos, main Q&A, and other data distributed at the presentation will be posted at the Company's website immediately after the meeting is held.

- May 13, 2011 (Friday): Presentation on the financial results for the year ended March 31, 2011 for institutional investors and analysts

* In addition to the presentation mentioned above, the Company holds presentations for individual investors concerning its business operations and financial results as necessary. Please confirm plans for such presentations and other events on the Company's website.

1. Operating results

(1) Analysis of operating results

[1] Overview of operations for the year ended March 31, 2011

During the year ended March 31, 2011, the Company saw its revenue and profit grow substantially compared to the previous year: net sales were ¥103,593 million (56.2% up year-over-year), operating income ¥13,136 million (61.7% up year-over-year), and ordinary income ¥13,684 million (76.3% up year-over-year).

The major contributing factor behind this strong performance was the fact that in sales of pachislot machines, in addition to strong additional orders for such machines as *Onimusha: Dawn of Dreams,* which was launched in March 2010, sales of new models such as *Ore no Sora—Spirit of Young Justice* and *MOBASLO Evangelion—for your own wish* continued to be strong, registering the highest-ever number of machines sold. As a result, there was substantial growth in both net sales and profits.

Furthermore, with the addition of Tsuburaya Productions Co., Ltd. and Digital Frontier Inc. as its consolidated subsidiaries in April 2010, the Company made progress in improving the profitability of its Group's business, and this also contributed to the improvement in the Company's business performance.

The Company posted an extraordinary income of ¥215 million and an extraordinary loss of ¥488 million, and as a result, net income for the year ended March 31, 2011 was ¥7,520 million (128.6% up year-over-year).

The following is an overview of each business segment.

[2] Analysis of operations for the year ended March 31, 2011 by business segment

[Pachinko/Pachislot (PS) Field segment]

In the pachinko/pachislot market, while the number of pachinko machines installed during the year ended March 31, 2011 remained almost at the same level as in the previous year, that of pachislot machines started to rise after it had bottomed out in recent years. The number of pachinko halls continued to fall, but the number of machines installed per hall grew 2.4% year-over-year, because pachinko halls became increasingly large with the consolidation of small halls, the opening of new halls, and other developments. As a result, the total number of machines installed in the market rose 1.0%, an indication that the market has started to grow, though slightly, and is moving toward recovery (according to a National Police Agency survey).

In this environment, the pachinko machine sales market saw the replacement of old machines with new ones, the linchpin of investments to attract customers, remain sluggish partly because of the spread of low-priced ball lease sales in which demand for used machines was relatively high, and as a result, the number of machines sold continued to fall. Meanwhile, sales of attractive large-machine series continued to be strong.

The number of pachislot machines sold increased steadily because particular models became increasingly popular.

Responding precisely to these market changes, the Company strove to increase its market share* in terms of the number of machines sold by introducing more elaborately manufactured, high entertainment value models.

During the year ended March 31, 2011, additional orders for two of the Company's pachislot machines, *Onimusha: Dawn of Dreams* and *Neon Genesis Evangelion—Die Spur der SEELE*, continued to be strong because they were highly rated in the market. In addition, the Company started sales of six new models, including the *Ore no Sora—Spirit of Young Justice* series, commemorating Rodeo's 10th anniversary, and *MOBASLO Evangelion—for your own wish* (sales continued) with "MOBASLO" functions that provide new entertainment services, and as a result, it recorded the highest-ever number of pachislot machines sold.

Due to the effects of the Earthquake in Eastern Japan,the delivery date for *MOBASLO Evangelion—for your own wish*, launched in late March 2011, was postponed to the next term at the request of some customers, but since the business performance for the nine months of the year ended March 31, 2011 was strong, the effects of the earthquake on the financial results for the year ended March 31, 2011 were limited.

In sales of pachinko machines, the Company marketed a total of four models, including *CR Evangelion—Evangelical of the beginnings*, which became a big hit.

In January 2011, the Company acquired from AQ INTERACTIVE INC. 85% of shares in MICROCABIN CORP., which focuses on development of visual software for the liquid crystal display of pachinko/pachislot machines, and made the software developer its consolidated subsidiary.

The number of pachinko machines sold during the year ended March 31, 2011 was 262,614 (68,120 down year-over-year), and the Company's market share in terms of the number of machines sold was 9.1%, almost the same level year over year. The number of pachislot machines sold was 217,659 (98,513 up year-over–year), and the Company's market share in terms of the number of machines sold grew substantially, registering a 5.6 percentage-point increase year over year to 24.5%, and continuing to maintain the Company at the top position in the industry. As described above, pachislot machine sales drove the Company's sales performance, and as a result, the Pachinko/Pachislot (PS) Field segment posted net sales of ¥94,115 million (50.9% up year-over-year) and operating income of ¥12,866 million (58.2% up year-over-year), respectively.

* Market share in terms of the number of machines sold is based on surveys conducted by the Company.

<Pachinko/Pachislot machine titles sold during the year ended March 31, 2011>

Pachinko machine sales titles	Month released	
CR Evangelion—Evangelical of the beginnings	June 2010	(Bisty Co., Ltd.)
CR Shimizu no Jirocho Light ver.	August 2010	(Bisty Co., Ltd.)
CR Evangelion—Evangelical of the beginnings Light ver.	November 2010	(Bisty Co., Ltd.)
CR Kung Fu Panda	February 2011	(Bisty Co., Ltd.)
Total number of pachinko machines sold (machines)	262,614	

Pachislot machine sales titles	Month released	
[Still on sale from the previous period] *Neon Genesis Evangelion—Die Spur der SEELE*	March 2010	(Bisty Co., Ltd.)
[Still on sale from the previous period] *Onimusha: Dawn of Dreams*	March 2010	(Rodeo Co., Ltd.)
Gamera	June 2010	(Rodeo Co., Ltd.)
Magical Shopping Arcade Abenobashi	August 2010	(Bisty Co., Ltd.)
Ore no Sora—Spirit of Young Justice	December 2010	(Rodeo Co., Ltd.)
Gravion	January 2011	(Rodeo Co., Ltd.)
Sengoku BASARA 2	February 2011	(Enterrise Co., Ltd.)
MOBASLO Evangelion—for your own wish	March 2011	(Bisty Co., Ltd.)
Total number of pachislot machines sold (machines)	217,659	

(Note) The total number of pachinko/pachislot machines sold includes the number of machines other than the above titles sold via agency sales.

[Mobile Field segment]

Both the mobile and PC Internet user environment in Japan continued to develop during the year ended March 31, 2011 backed by the offering of increasingly high-speed communications and the improvement of communication access networks. Particularly in mobile communications, the spread of smart phones proceeded at full speed, and there was growing demand for entertainment content, such as video games and electronic books.

In this market environment, in addition to expanding online services that make the most of PS-related contents, a Company stronghold, the Company actively invested in the development of new services utilizing its own content in other areas during the year ended March 31, 2011 with the aim of increasing the number of pay subscribers.

Sales of “Fields Mobile” mobile content continued to be strong due to synergy effects with sales of pachinko/pachislot machines. In addition, those of “Sha-Me-Ji” mobile content achieved greater growth than initially expected, as the Company began the new service to create a new form of communication culture. The Company stepped up its efforts to respond to the fast-growing market for next-generation mobile terminals, such as smart phones, chiefly by beginning to distribute applications for pachislot machine simulators. Furthermore, as part of its cross-media marketing of products from the Pachinko/Pachislot (PS) Field and Mobile Field segments, the Company launched 2 new services: “MOBASLO”, which is linked to *MOBASLO Evangelion—for your own wish*, and “Pspace”, which realizes an on-line hall.

Founded in December 2010 through joint investment between NHN Japan Corporation which operates the Hangame online game portal site, and the Company, IP Bros. Incorporated established a system to provide diverse platforms with intellectual property (IP) owned by the Fields Group and its partner companies.

As a result of the above, the Mobile Field segment posted net sales of ¥2,032 million (11.6% up year-over-year) and operating income of ¥236 million (39.9% down year-over-year), respectively.

[Sports Entertainment Field segment]

During the year ended March 31, 2011, the Company continued to strive to improve the management of sports-related business as it did in the previous year.

Japan Sports Marketing Inc. began to review its athlete management services drastically to take rapid changes in the market environment into consideration.

In the fitness club business, the Company has provided professional services for professional athletes and high value added services for health-conscious people for some time. The Company continued to offer both of these under the Total Workout brand, and strove to acquire new members by emphasizing the high quality of the two services. It also continued to promote development of programs that would directly meet the leisure needs of many people.

As a result of the above, the Sports Entertainment Field segment posted net sales of ¥2,171 million (10.1% down year–over-year) and operating loss of ¥290 million (operating loss of ¥324 million for the previous year).

[Other Field segment]

During the year ended March 31, 2011, the Company newly consolidated Tsuburaya Productions Co., Ltd., a holder of highly regarded IP such as the Ultraman Series, and Digital Frontier Inc., one of Japan's major computer graphics production companies, as its subsidiaries, and actively developed new businesses to expand its Group's business operations. Furthermore, the Company and Shogakukan Creative Inc. jointly established a new publishing company called HERO'S to make preparations for new businesses, such as publication of a monthly comic magazine, thus concentrating on strengthening the foundation needed to develop and create excellent IP, because there was a tendency for such IP to run out. Tsuburaya Productions Co., Ltd., meanwhile, took various measures to revitalize its IP, mainly by releasing newly produced movies and launching a project to commemorate the 45th anniversary of the Ultraman Series.

In addition to producing computer graphics for video game consoles and pachinko/pachislot machines, Digital Frontier Inc. expanded its video production business utilizing high-level VFX technology by, for example, producing visual effects (VFX) for the movie *GANTZ*, which was released in January 2011.

Lucent Pictures Entertainment, Inc. made the most of its technology related to 3D video to establish closer cooperation with its partner companies in Japan and abroad and advanced its initiatives for releasing new work.

As a result of the above, the Other Field segment posted net sales of ¥5,881 million (849.7% up year-over-year) and operating income of ¥315 million (operating loss of ¥70 million for the previous year), respectively.

(Note) Net sales reported by the individual segments are gross of inter-group net sales or transfers.

[3] Forecast earnings for the year ending March 31, 2012 (April 1, 2011 to March 31, 2012)

The full-year forecast for the year ending March 31, 2012 is as follows:

(Unit: Million yen)

	Forecast for the year ending March 31, 2012	Results for the year ended March 31, 2011	Year-over-year change
Net sales	100,000	103,593	−3.5%
Operating income	14,000	13,136	+6.6%
Ordinary income	14,000	13,684	+2.3%
Net income	8,000	7,520	+6.4%

With “The Greatest Leisure for All People” as its corporate philosophy, the Company recognizes that the strategy of utilizing IP for multiple purposes is the basis of its competitive edge, and is promoting diverse content businesses to produce synergistic effects through multiple use of content in a wide range of entertainment areas such pachinko/pachislot as well as mobile content, sports, image, publications, and animations.

In the Pachinko/Pachislot Field, the Company’s core business, the Company is engaged in basic research to upgrade its planning and development capabilities with the aim of making the most of content that can be enjoyed by more people to create products that not only interest its existing fans but that can also acquire new customers. In particular, the Company views studies of “hero stories,” which are widely accepted by the Japanese as sources of popular culture and highly compatible with pachinko/pachislot, as an essential initiative for producing products with higher added value, and is striving to achieving a quality of planning and development comparable to that attained in other forms of entertainment.

In the online service area, including mobile content, which is the second pillar of growth, the Company has taken various measures to increase the number of pay subscribers, including launching new services that achieve the cross-media marketing of products from the Pachinko/Pachislot (PS) Field and Mobile Field segments, stepping up efforts to respond to the next-generation mobile terminal market, including smart phones, and establishing a joint venture firm to plan and produce digital content making the most of diverse IP. In the future, the Company will first bring steady results by continuing to strengthen these initiatives and then develop them into pillars of businesses that follow the Pachinko/Pachislot Field.

In other entertainment areas, including videos, publications, and animations, the Company will capture new business opportunities by making the most of content in a way that suits the characteristics of each medium used.

With respect to forecast earnings for the year ending March 31, 2012 in the Pachinko/Pachislot Field, there is concern about the effects of the Earthquake in Eastern Japan on pachinko halls. In addition, it is expected that due to shortages of parts and other factors, some of the pachinko/pachislot manufacturers will produce and ship products later than initially planned. Therefore, it is necessary to carefully consider when the Company should introduce new products into the market. For these reasons, at the time when it announces these financial results, the Company will refrain from disclosing forecast earnings for the first six months of the year ending March 31, 2012.

As expected, immediately after the earthquake, the Company and its affiliated manufacturers took various measures such as ensuring stable supply of parts. For this and other reasons, the Company plans to put in place a system that enables it to start sales of several new products within this fiscal year and to release large, ambitious titles. In addition, the active development of the Group’s businesses is contributing more greatly to consolidated profits, and these businesses are steadily boosting the Group to new growth with content business as its core. Based on this, the full-year forecast for the year ending March 31, 2012 has been made as described above.

For the year ending March 31, 2012, the Company plans to continue paying the same amount of dividend as in the year ended March 31, 2011, but it will contribute to shareholder income by aiming to pay the largest-ever dividend through achievement of further growth.

(2) Analysis of financial position

[1] Assets, liabilities and net assets

(Unit: Million yen)

	Current fiscal year end (At March 31, 2011)	Previous fiscal year end (At March 31, 2010)	Year-over-year change
Total assets	78,971	81,329	(2,357)
Total liabilities	31,949	40,141	(8,192)
Total net assets	47,021	41,187	5,834

(Assets)

Current assets amounted to ¥51,051 million, down ¥5,643 million since the end of the previous fiscal year. This was mainly attributable to a decrease in notes and accounts receivable—trade.

Tangible fixed assets amounted to ¥10,089 million, up ¥368 million since the end of the previous fiscal year. This was primarily attributable to increases in assets reflecting purchases of subsidiaries newly included in the scope of consolidation.

Intangible fixed assets amounted to ¥5,070 million, up ¥2,736 million since the end of the previous fiscal year. This was mainly attributable to increases in goodwill.

Investments and other assets amounted to ¥12,760 million, up ¥181 million since the end of the previous fiscal year. This primarily reflected purchases of investment securities.

As a result of the above, total assets amounted to ¥78,971 million, down ¥2,357 million since the end of the previous fiscal year.

(Liabilities)

Current liabilities amounted to ¥27,587 million, down ¥8,258 million since the end of the previous fiscal year. The principal factors behind this were a decrease in notes and accounts payable—trade.

Fixed liabilities amounted to ¥4,362 million, up ¥66 million since the end of the previous fiscal year. This was mainly attributable to an increase in asset retirement obligations with the application of the accounting standards and the redemption of corporate bonds.

As a result of the above, total liabilities amounted to ¥31,949 million, down ¥8,192 million since the end of the previous fiscal year.

(Net assets)

Net assets amounted to ¥47,021 million, up ¥5,834 million since the end of the previous fiscal year. This primarily reflected a increase in retained earnings.

[2] Cash flows

During the year ended March 31, 2011, cash and cash equivalents (hereinafter referred to as “cash”) decreased by ¥274 million since the end of the previous fiscal year and amounted to ¥15,632 million at the end of the year ended March 31, 2011.

Cash flows for the year ended March 31, 2011 were as follows:

(Unit: Million yen)

	Current fiscal year (Year ended March 31, 2011)	Previous fiscal year (Year ended March 31, 2010)	Year-over-year change
Cash flows from operating activities	8,005	8,429	(424)
Cash flows from investing activities	(4,356)	(1,011)	(3,344)
Cash flows from financing activities	(3,915)	(2,687)	(1,227)

Cash flows for the year ended March 31, 2011 and their conditions were as follows:

(Cash flows from operating activities)

Net cash provided by operating activities amounted to ¥8,005 million (¥8,429 million of income in the previous year). This was mainly attributable to income before income taxes and minority interest of ¥13,410 million, a decrease of ¥4,907 million in notes and accounts receivable-trade, a decrease of ¥9,155 million in notes and accounts payable-trade, income taxes paid totaling ¥5,258 million, etc.

(Cash flows from investing activities)

Net cash used in investing activities amounted to ¥4,356 million (¥1,011 million of expenditure in the previous year). This was mainly attributable to expenditure for acquiring shares in subsidiaries which involved change in the scope of consolidation totaling ¥2,191 million, expenditure for purchases of intangible fixed assets totaling ¥1,008 million, expenditure for purchases of tangible fixed assets totaling ¥482 million, etc.

(Cash flows from financing activities)

Net cash used in financing activities amounted to ¥3,915 million (¥2,687 million of expenditure in the previous year). This was mainly attributable to dividends paid totaling ¥1,657 million, reduction of short-term borrowings totaling ¥1,209 million, and redemption of corporate bonds totaling ¥877 million.

(Reference) Trends of cash flow indicators

	Year ended March 31, 2007	Year ended March 31, 2008	Year ended March 31, 2009	Year ended March 31, 2010	Year ended March 31, 2011
Shareholders’ equity ratio (%)	62.2	64.3	75.8	50.5	59.2
Shareholders’ equity ratio at market value (%)	99.8	68.7	90.8	44.4	59.9
Interest-bearing debt/cash flow ratio (years)	0.9	0.4	0.7	0.2	0.2
Interest coverage ratio (times)	83.7	145.7	36.0	310.5	311.7

Shareholders’ equity ratio: Shareholders’ equity/Total assets
Shareholders’ equity ratio at market value: Aggregate market value
(based on the closing stock price at the end of the year)/Total assets
Interest-bearing debt/cash flow ratio: Interest-bearing debt/Operating cash flow
Interest coverage ratio: Operating cash flow/Interest expense

(Notes) 1 All of the above indicators are calculated for their respective values on a consolidated basis.
2 Aggregate market value is calculated based on the number of shares issued excluding treasury stock.
3 Interest-bearing debt indicates all the liabilities for which interest is paid posted in the consolidated balance sheets.

(3) Fundamental corporate policy for distributing profits and dividends for the current and next fiscal years

The Company regards the enhancement of corporate value as a principal management task, and its fundamental policy is to pay dividends at an appropriate level that corresponds with profits. Specifically, dividends are determined on the basis of such factors as cash flow conditions, and we aim to achieve a consolidated payout ratio of 20% or more. The Company makes every effort to effectively use retained earnings for investments to enhance its financial condition, strengthen the management foundation, expand businesses continually and secure a competitive edge.

For the year ended March 31, 2011, the Company paid an interim dividend of ¥2,500 per share to shareholders by adding ¥500 per share and intends to distribute a year-end dividend of ¥2,500 per share (¥5,000 for the whole year). As a result, this fiscal year’s consolidated payout ratio will be 22.1%.

With regard to the year ending March 31, 2012, taking forecasts of profit growth into account, the Company also intends to distribute an annual dividend per share of ¥5,000 (an interim dividend of ¥2,500 and a year-end dividend of ¥2,500).

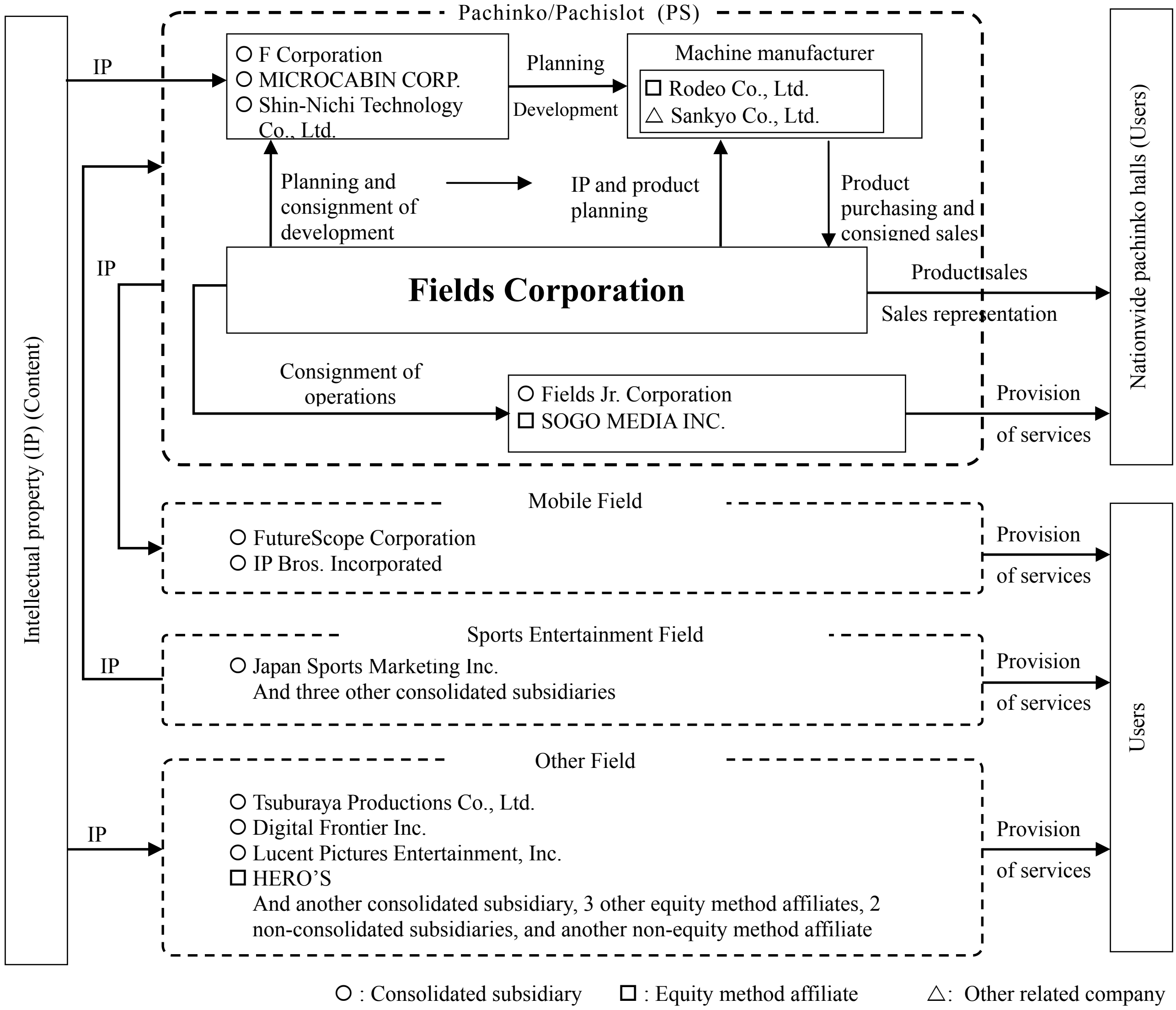
2. Outline of the Fields group

The Fields group (parent company and associated companies) comprises Fields Corporation ("the Company"), 16 subsidiaries, 7 affiliated companies, and 1 other related company.

The business segments of each company in the Fields group are summarized below.

Business segment	Description of principal business	Company name
Pachinko/Pachislot (PS) Field	Planning, development, sales and maintenance of pachinko/pachislot machines, purchasing of pachinko/pachislot machines, as well as planning and development of software for pachinko/pachislot machines	Fields Corporation Fields Jr. Corporation F Corporation MICROCABIN CORP. Shin-Nichi Technology Co., Ltd. SOGO MEDIA INC. Rodeo Co., Ltd. Sankyo Co., Ltd.
Mobile Field	Mobile content business	FutureScope Corporation IP Bros. Incorporated
Sports Entertainment Field	Sports management and related activities	Japan Sports Marketing Inc. (and 3 other companies)
Other Field	Planning and production of such image as movies and TV programs Planning, manufacture, sales, etc. of character goods	Tsuburaya Productions Co., Ltd. Digital Frontier Inc. Lucent Pictures Entertainment, Inc. HERO'S (and 7 other companies)

The following chart summarizes our business organization.



3. Operating policies

(1) Fundamental corporate management policy

(2) Targeted management indicators

(3) Management strategies for the medium to long term and issues to address

The relevant descriptions on each of the preceding items are omitted as there have been no changes from the contents disclosed in the Summary of Financial Information and Business Results for the Year Ended March 31, 2008 (disclosed as of May 14, 2008).

This Summary of Financial Information and Business Results for the Year Ended March 31, 2008 can be viewed at the following website:

(The Company's web site)

http://www.fields.biz/

(Osaka Securities Exchange's web site (Company Search page))

http://www.ose.or.jp/listed_company_info/description/search

(4) Other important matters affecting corporate management

No relevant items

4. Consolidated financial statements

(1) Consolidated balance sheets

(Unit: Million yen)

	Fiscal year ended March 31, 2010 (March 31, 2010)	Fiscal year ended March 31, 2011 (March 31, 2011)
Assets		
Current assets		
Cash and cash equivalents	15,916	*1 15,873
Notes and accounts receivable—trade	33,088	27,948
Marketable securities	48	-
Merchandise and products	107	300
Work in process	1,027	826
Raw materials and supplies	385	231
Deferred tax assets	807	1,249
Merchandising rights advances	2,838	2,067
Other current assets	2,829	2,755
Allowance for doubtful accounts	(355)	(200)
Total current assets	56,694	51,051
Fixed assets		
Tangible fixed assets		
Buildings and structures	4,349	5,478
Accumulated depreciation	(1,373)	(2,430)
Net amount of buildings and structures	2,976	3,048
Machinery, equipment and vehicles	47	92
Accumulated depreciation	(20)	(65)
Net amount of machinery, equipment and vehicles	26	27
Tools, furniture and fixtures	2,414	3,097
Accumulated depreciation	(1,884)	(2,442)
Net amount of tools, furniture and fixtures	529	654
Land	6,170	6,324
Construction in progress	18	34
Total tangible fixed assets	9,721	10,089
Intangible fixed assets		
Goodwill	239	2,801
Other intangible fixed assets	2,094	2,268
Total intangible fixed assets	2,333	5,070
Investments and other assets		
Investment securities	*2 7,865	*2 8,466
Long-term loans	345	417
Deferred tax assets	1,124	942
Other assets	3,357	3,409
Allowance for doubtful accounts	(114)	(475)
Total investments and other assets	12,578	12,760
Total fixed assets	24,634	27,920
Total assets	81,329	78,971

(Unit: Million yen)

	Fiscal year ended March 31, 2010 (March 31, 2010)	Fiscal year ended March 31, 2011 (March 31, 2011)
Liabilities		
Current liabilities		
Notes and accounts payable—trade	26,610	17,939
Corporate bonds redeemable within 1 year	720	*1 740
Short-term borrowings	-	85
Current portion of long-term borrowings	-	*1 44
Accrued income taxes	3,562	4,217
Accrued bonuses	273	312
Accrued bonuses to directors and auditors	135	220
Allowance for losses on order receiving	11	-
Allowance for losses on relocation of offices	14	-
Other current liabilities	4,517	4,028
Total current liabilities	35,845	27,587
Fixed liabilities		
Corporate bonds	1,510	900
Long-term borrowings	-	65
Retirement benefit provisions	274	339
Other fixed liabilities	2,511	3,058
Total fixed liabilities	4,295	4,362
Total liabilities	40,141	31,949
Net assets		
Shareholders' equity		
Common stock	7,948	7,948
Capital surplus	7,994	7,994
Retained earnings	27,583	33,443
Treasury stock	(1,785)	(1,785)
Total shareholders' equity	41,741	47,601
Accumulated other comprehensive income		
Unrealized holding gain on available-for-sale securities	(676)	(822)
Foreign currency translation adjustment	0	0
Total accumulated other comprehensive income	(676)	(821)
Minority interest	122	242
Total net assets	41,187	47,021
Total liabilities and net assets	81,329	78,971

(2) Consolidated statements of income and consolidated statements of comprehensive income

Consolidated statements of income

(Unit: Million yen)

	Fiscal year ended March 31, 2010 (April 1, 2009–March 31, 2010)	Fiscal year ended March 31, 2011 (April 1, 2010–March 31, 2011)
Net sales	66,342	103,593
Cost of sales	39,452	68,464
Gross profit	26,889	35,129
Selling, general and administrative expenses		
Advertising expenditures	3,587	4,006
Salaries	4,652	5,527
Provision for accrued bonuses	257	290
Provision for accrued bonuses to directors and auditors	135	220
Outsourcing expenses	1,373	1,553
Travel and transport expenses	469	551
Depreciation and amortization	1,175	1,393
Rents	1,475	1,654
Provision to allowance for doubtful accounts	249	-
Retirement benefit expenses	68	76
Amortization of goodwill	87	366
Others	5,233	6,353
Total selling, general and administrative expenses	18,764	21,993
Operating income	8,124	13,136
Non-operating income		
Interest income	11	13
Dividend income	164	166
Equity method investment gain	-	552
Discounts on purchases	21	199
Lease income	30	33
Interest on refund	74	-
Others	180	170
Total non-operating income	484	1,136
Non-operating expenses		
Interest expense	24	20
Provision of allowance for doubtful accounts	-	345
Equity method investment loss	258	-
Amortization of equity investment	132	61
Loss on management of investment securities	312	95
Foreign exchange loss	46	18
Others	72	47
Total non-operating expenses	846	588
Ordinary income	7,761	13,684
Extraordinary income		
Gain on sale of fixed assets	*1 46	-
Reversal of allowance for doubtful accounts	-	162
Reversal of provision for bonuses	-	37
Others	7	14
Total extraordinary income	53	215

(Unit: Million yen)

	Fiscal year ended March 31, 2010 (April 1, 2009–March 31, 2010)	Fiscal year ended March 31, 2011 (April 1, 2010–March 31, 2011)
Extraordinary losses		
Loss on sale of fixed assets	*2 4	-
Loss on disposal of fixed assets	*3 430	-
Amortization of goodwill	-	141
Impairment loss	*4 18	*4 44
Valuation loss on investment securities	15	-
Loss on adjustment for changes of accounting standards for asset retirement obligations	-	142
Provision to allowance for loss on relocation of offices	13	-
Loss due to discontinued production	24	-
Others	91	159
Total extraordinary losses	597	488
Income before income taxes and minority interests	7,218	13,410
Current income taxes	3,616	5,933
Deferred income taxes	284	(49)
Total income taxes	3,900	5,883
Income before minority interests	-	7,527
Minority interests	29	6
Net income	3,289	7,520

Consolidated statements of comprehensive income

(Unit: Million yen)

	Fiscal year ended March 31, 2010 (April 1, 2009–March 31, 2010)	Fiscal year ended March 31, 2011 (April 1, 2010–March 31, 2011)
Income before minority interests	-	7,527
Other comprehensive income		
Unrealized holding gain on available-for-sale securities	-	(145)
Foreign currency translation adjustment	-	0
Share of other comprehensive income of associates accounted for using equity method	-	0
Total other comprehensive income	-	*2 (144)
Comprehensive income	-	*1 7,382
(Breakdown)		
Comprehensive income attributable to owners of the parent	-	7,375
Comprehensive income attributable to minority interests	-	6

(3) Consolidated statement of change in net assets

(Unit: Million yen)

	Fiscal year ended March 31, 2010 (April 1, 2009–March 31, 2010)	Fiscal year ended March 31, 2011 (April 1, 2010–March 31, 2011)
Shareholders' equity		
Common stock		
Balance at end of previous year	7,948	7,948
Amount of changes during the year		
Total amount of changes during the year	-	-
Balance at end of year	7,948	7,948
Capital surplus		
Balance at end of previous year	7,994	7,994
Amount of changes during the year		
Total amount of changes during the year	-	-
Balance at end of year	7,994	7,994
Retained earnings		
Balance at end of previous year	25,808	27,583
Amount of changes during the year		
Dividends from surplus	(1,513)	(1,660)
Net income	3,289	7,520
Total amount of changes during the year	1,775	5,859
Balance at end of year	27,583	33,443
Treasury stock		
Balance at end of previous year	(1,330)	(1,785)
Amount of changes during the year		
Purchase of treasury stock	(454)	-
Total amount of changes during the year	(454)	-
Balance at end of year	(1,785)	(1,785)
Total shareholders' equity		
Balance at end of previous year	40,420	41,741
Amount of changes during the year		
Dividends from surplus	(1,513)	(1,660)
Net income	3,289	7,520
Purchase of treasury stock	(454)	-
Total amount of changes during the year	1,320	5,859
Balance at end of year	41,741	47,601
Accumulated other comprehensive income		
Unrealized holding gain on available-for-sale securities		
Balance at end of previous year	(956)	(676)
Amount of changes during the year		
Net amount of changes in items not included in shareholders' equity during the year	280	(145)
Total amount of changes during the year	280	(145)
Balance at end of year	(676)	(822)
Foreign currency translation adjustment		
Balance at end of previous year	(0)	0
Amount of changes during the year		
Net amount of changes in items not included in shareholders' equity during the year	0	0
Total amount of changes during the year	0	0
Balance at end of year	0	0

(Unit: Million yen)

	Fiscal year ended March 31, 2010 (April 1, 2009–March 31, 2010)	Fiscal year ended March 31, 2011 (April 1, 2010–March 31, 2011)
Total accumulated other comprehensive income		
Balance at end of previous year	(957)	(676)
Amount of changes during the year		
Net amount of changes in items not included in shareholders' equity during the year	280	(145)
Total amount of changes during the year	280	(145)
Balance at end of year	(676)	(821)
Minority interest		
Balance at end of previous year	32	122
Amount of changes during the year		
Net amount of changes in items not included in shareholders' equity during the year	89	119
Total amount of changes during the year	89	119
Balance at end of year	122	242
Total net assets		
Balance at end of previous year	39,496	41,187
Amount of changes during the year		
Dividends from surplus	(1,513)	(1,660)
Net income	3,289	7,520
Purchase of treasury stock	(454)	-
Net amount of changes in items not included in shareholders' equity during the year	369	(25)
Total amount of changes during the year	1,690	5,834
Balance at end of year	41,187	47,021

(4) Consolidated statements of cash flows

(Unit: Million yen)

	Fiscal year ended March 31, 2010 (April 1, 2009–March 31, 2010)	Fiscal year ended March 31, 2011 (April 1, 2010–March 31, 2011)
Cash flows from operating activities		
Income before income taxes and minority interest	7,218	13,410
Depreciation and amortization	1,368	1,734
Impairment loss	18	44
Amortization of goodwill	87	507
Increase (decrease) in allowance for doubtful accounts	136	118
Increase (decrease) in accrued bonuses	62	33
Increase (decrease) in accrued bonuses to directors and auditors	(110)	85
Increase (decrease) in retirement benefit provisions	53	64
Increase (decrease) in allowance for losses on order receiving	11	(11)
Increase (decrease) in allowance for losses on relocation of offices	5	-
Interest and dividend income	(176)	(180)
Discounts on purchases	(21)	(199)
Equity method investment loss (gain)	258	(552)
Interest expense	24	20
Loss on disposal of fixed assets	408	-
Loss on adjustment for changes of accounting standard for asset retirement obligations	-	142
Loss on management of investment securities	312	95
Valuation loss (gain) on investment securities	15	-
Amortization of equity investment	132	98
Decrease (increase) in notes and accounts receivable—trade	(27,896)	4,907
Decrease (increase) in inventories	(557)	628
Decrease (increase) in merchandising right advances	753	771
Decrease (increase) in prepaid expenses	99	153
Decrease (increase) in advance payments	(284)	(289)
Increase (decrease) in notes and accounts payable—trade	23,910	(9,155)
Increase (decrease) in other accounts payable	507	(414)
Increase (decrease) in accrued consumption taxes	619	145
Increase (decrease) in deposits received	(1,278)	(76)
Others	150	1,021
Subtotal	5,829	13,102
Interest and dividends received	183	186
Interest paid	(27)	(25)
Income taxes refunded (paid)	2,443	(5,258)
Net cash provided by (used in) operating activities	8,429	8,005

(Unit: Million yen)

	Fiscal year ended March 31, 2010 (April 1, 2009–March 31, 2010)	Fiscal year ended March 31, 2011 (April 1, 2010–March 31, 2011)
Cash flows from investing activities		
Purchases of tangible fixed assets	(470)	(482)
Proceeds from sale of tangible fixed assets	615	-
Purchases of intangible fixed assets	(449)	(1,008)
Purchases of investment securities	-	(366)
Expenditure for acquiring shares in affiliates	(3)	(315)
Proceeds from sales of stocks shares in affiliates	-	200
Expenditure for acquiring shares in subsidiaries which involved change in the scope of consolidation	-	*2 (2,191)
Expenditure for equity investment	(366)	(155)
Expenditure for loans	(357)	(243)
Collection on loans	1	113
Payments for deposits and guarantees	(91)	(132)
Proceeds from cancellation of deposits and guarantees	134	16
Others	(23)	208
Cash flows from investing activities	(1,011)	(4,356)
Cash flows from financing activities		
Net increase (decrease) in short-term borrowings	-	(1,209)
Repayment of long-term borrowings	(61)	(63)
Redemption of corporate bonds	(720)	(877)
Proceeds from payments by minority shareholders	60	22
Dividends paid	(1,511)	(1,657)
Expenditure for purchase of treasury stock	(456)	-
Others	-	(130)
Net cash provided by (used in) financing activities	(2,687)	(3,915)
Effect of exchange rate changes on cash and cash equivalents	(4)	(7)
Increase (decrease) in cash and cash equivalents	4,725	(274)
Cash and cash equivalents at beginning of year	11,181	15,906
Cash and cash equivalents at end of year	*1 15,906	*1 15,632

(5) Note regarding the operation of the company as a going concern

Fiscal year ended March 31, 2010 (April 1, 2009–March 31, 2010)

No relevant items

Fiscal year ended March 31, 2011 (April 1, 2010–March 31, 2011)

No relevant items

(6) Basis of presentation of the consolidated financial statements

Item	Fiscal year ended March 31, 2010 (April 1, 2009–March 31, 2010)	Fiscal year ended March 31, 2011 (April 1, 2010–March 31, 2011)
1. Scope of consolidation	(1) Number of consolidated subsidiaries: 11 Names of consolidated subsidiaries: Fields Jr. Corporation Shin-Nichi Technology Co., Ltd. F Corporation Lucent Pictures Entertainment, Inc. Haruki Fields Cinema Fund K-1 INTERNATIONAL Corporation FutureScope Corporation EXPRESS Inc. Japan Sports Marketing Inc. JSM HAWAII, LLC Ildel Corporation F Corporation and K-1 INTERNATIONAL Corporation were newly established during the fiscal year ended March 31, 2010 and therefore have been included in the scope of consolidation.	(1) Number of consolidated subsidiaries: 14 Names of consolidated subsidiaries: Fields Jr. Corporation Shin-Nichi Technology Co., Ltd. F Corporation Lucent Pictures Entertainment, Inc. Digital Frontier Inc. GEMBA Inc. K-1 INTERNATIONAL Corporation MICROCABIN CORP. IP Bros. Incorporated FutureScope Corporation EXPRESS Inc. Japan Sports Marketing Inc. JSM HAWAII, LLC Tsuburaya Productions Co., Ltd. Since the Company newly acquired shares in Tsuburaya Productions Co., Ltd., Digital Frontier Inc. and its subsidiary, GEMBA Inc., and MICROCABIN CORP. during the fiscal year ended March 31, 2011, it now includes these companies in the scope of consolidated accounting. During the current consolidated fiscal year, the liquidation of Ildel Corporation was completed, and the Haruki Fields Cinema Fund was dissolved, and therefore, these companies have been excluded from the scope of consolidated accounting. IP Bros. Incorporated, newly established during the current consolidated fiscal year, is now included in the scope of consolidated accounting.

Item	Fiscal year ended March 31, 2010 (April 1, 2009–March 31, 2010)	Fiscal year ended March 31, 2011 (April 1, 2010–March 31, 2011)
1. Scope of consolidation	(2) Names of significant non-consolidated subsidiaries, etc.: APE Inc. Reason for exclusion from the scope of consolidation: Non-consolidated subsidiaries have been excluded from consolidation owing to their small size and the fact that in no case do their aggregate total assets, net sales, net income (proportionate to equity stakes held) and retained earnings (proportionate to equity stakes held), etc., have a material impact on the consolidated financial statements.	(2) Names of significant non-consolidated subsidiaries, etc.: APE Inc. Shanghai Tsuburaya Productions Co., Ltd. Reason for exclusion from the scope of consolidation: Same as at left
2. Application of equity method	(1) Number of equity-method affiliates: 5 Rodeo Co., Ltd. SOGO MEDIA INC. Bbmf Magazine, Inc. SPO Inc. Kadokawa Haruki Corporation SOGO MEDIA INC. was newly established during the fiscal year ended March 31, 2010 and therefore has been accounted for by the equity method. Effective with the current consolidated fiscal year, the equity method is applied to the newly established SOGO MEDIA INC. (2) Names of significant non-consolidated subsidiaries and affiliated companies not accounted for by the equity method: APE Inc. G&E Corporation YMO Inc. Reason for non-application of the equity method: These companies have a negligible impact on net income (proportionate to equity stakes held) and retained earnings (proportionate to equity stakes held) and have no significance as a whole, so they have been excluded from the application of the equity method. (3) Matters requiring clarification concerning procedures for application of the equity method: With regard to companies accounted for by the equity method whose year-end settlement dates differ from that for consolidated accounts, the financial statements relating to those companies' fiscal years are utilized. ———	(1) Number of equity-method affiliates: 6 HERO'S Rodeo Co., Ltd. SOGO MEDIA INC. Bbmf Magazine, Inc. SPO Inc. Kadokawa Haruki Corporation Effective with the current consolidated fiscal year, the equity method is applied to the newly established HERO'S. (2) Names of significant non-consolidated subsidiaries and affiliated companies not accounted for by the equity method: APE Inc. G&E Corporation Shanghai Tsuburaya Productions Co., Ltd. Reason for non-application of the equity method: Same as at left (3) Matters requiring clarification concerning procedures for application of the equity method: With regard to companies accounted for by the equity method whose year-end settlement dates differ from that for consolidated accounts, the financial statements relating to those companies' fiscal years are utilized. (Change in accounting policy) Effective with the current consolidated fiscal year, the "Accounting Standards for the Equity Method (ASBJ Statement No. 16, announced on March 10, 2008) and the "Immediate Handling of the Accounting of Affiliated Companies to Which the Equity Method is Applied" (Practical Action Report No. 24, issued on March 10, 2008) are applied. This change has no effect on income.
3. Accounts settlement dates of consolidated subsidiaries	Of the consolidated subsidiaries, the year-end balance sheet date of JSM HAWAII, LLC is December 31. In preparing the consolidated financial statements, its financial statements as of March 31 through the temporary settlement of accounts are used.	Same as at left

Item	Fiscal year ended March 31, 2010 (April 1, 2009–March 31, 2010)	Fiscal year ended March 31, 2011 (April 1, 2010–March 31, 2011)
4. Accounting standards	(1) Valuation standards and methods for important assets [1] Marketable securities Held-to-maturity bonds: Carried at amortized cost (straight-line method) Other marketable securities Securities with market prices: Stated at market value based on market price as of the consolidated balance sheet date (unrealized gains or losses are charged or credited directly to net assets, with the cost of securities sold determined by the moving average method). Securities without market prices: Stated at cost determined by the moving average method. [2] Derivatives: Stated at market value [3] Inventories Valuation policy for inventories held for purposes of ordinary sales is based on a cost basis (which reduces the book value of assets whose profitability is diminished). a Merchandise Fields Corporation: Used pachinko/pachislot machines Specific identification method Others Moving average method Consolidated subsidiaries: Periodic average method b Work in process Consolidated subsidiaries: Specific identification method c Raw materials Consolidated subsidiaries: Moving average method d Supplies Last purchase price method (2) Depreciation methods for important depreciable assets [1] Tangible fixed assets Declining-balance method for the Company and domestic consolidated subsidiaries However, the straight-line method is applied to buildings (excluding building fixtures) acquired on and after April 1, 1998. The estimated useful lives of depreciable assets are as follows. Buildings: 8–50 years Structures: 10–50 years Vehicles: 6 years Tools, furniture and fixtures: 2–20 years	(1) Valuation standards and methods for important assets [1] Marketable securities Held-to-maturity bonds: Same as at left Other marketable securities Securities with market prices: Same as at left Securities without market prices: Same as at left [2] Derivatives: Same as at left [3] Inventories Valuation policy for inventories held for purposes of ordinary sales is based on a cost basis (which reduces the book value of assets whose profitability is diminished). a Merchandise Same as at left b Work in process Same as at left c Raw materials Same as at left d Supplies Same as at left (2) Depreciation methods for important depreciable assets [1] Tangible fixed assets Declining-balance method for the Company and domestic consolidated subsidiaries However, the straight-line method is applied to buildings (excluding building fixtures) acquired on and after April 1, 1998. The estimated useful lives of depreciable assets are as follows. Buildings and structures: 8–50 years Machinery, equipment and vehicles: 5–12 years Tools, furniture and fixtures: 2–20 years

Item	Fiscal year ended March 31, 2010 (April 1, 2009–March 31, 2010)	Fiscal year ended March 31, 2011 (April 1, 2010–March 31, 2011)
4. Accounting standards	(2) Depreciation methods for important depreciable assets [2] Intangible fixed assets Straight-line method The straight-line method is applied to software for company use, based on its useful life within the Company (5 years). [3] Long-term prepaid expenses straight-line method (3) Treatment of important deferred charges [1] Organization expense The expense is charged in full at the time it is incurred. (4) Accounting standards for important reserves [1] Allowance for doubtful accounts To provide against losses from doubtful accounts, allowances for ordinary receivables are provided using a rate determined by past collection experience, and allowances for specific debts considered doubtful are accounted for by calculating the estimated amounts deemed uncollectible after individually reviewing collectability of the debts. [2] Accrued bonuses To provide for employee bonuses, the Company and some of its consolidated subsidiaries recognize the amounts out of the projected bonus payments to be allocated to the year ended March 31, 2010. [3] Accrued bonuses to directors and auditors To provide for bonuses to directors and auditors, the Company recognizes the amounts corresponding to the year ended March 31, 2010 based on the projected bonus payments. [4] Allowance for losses on order receiving To provide against losses from receiving orders, allowances for losses on order receiving are provided at some consolidated subsidiaries with regard to order receiving operations bearing a high possibility of incurring losses that at the same time can be estimated rationally. [5] Allowance for losses on relocation of offices The Company provides estimated costs that might result from office relocations including a loss on disposal of fixed assets and expenses for recovering the present status, etc.	(2) Depreciation methods for important depreciable assets [2] Intangible fixed assets Same as at left [3] Long-term prepaid expenses Same as at left (3) Treatment of important deferred charges ——— (4) Accounting standards for important reserves [1] Allowance for doubtful accounts Same as at left [2] Accrued bonuses Same as at left [3] Accrued bonuses to directors and auditors Same as at left ——— ———

Item	Fiscal year ended March 31, 2010 (April 1, 2009–March 31, 2010)	Fiscal year ended March 31, 2011 (April 1, 2010–March 31, 2011)
4. Accounting standards	[6] Retirement benefit provisions To provide for employees' retirement benefits, the Company and some consolidated subsidiaries recognize, on the basis of projected benefit obligations as of the end of the fiscal year, benefit obligations accrued as of the end of the fiscal year. Actuarial differences are amortized proportionately by the straight-line method over a fixed number of years (5 years) within the average remaining period of service of employees as of the time such differences arise. Amortization amounts are expensed beginning with the fiscal year following that in which the differences arise. ——— ——— (5) Other significant standards for the preparation of consolidated financial statements Accounting for consumption taxes Consumption tax is accounted for by the tax-excluded method.	[6] Retirement benefit provisions Same as at left (5) Amortization method for goodwill and the amortization period Goodwill is amortized equally for a reasonable number of years within 10 years, estimating the period when its effect is generated. (6) Scope of funds in consolidated statements of cash flows Funds include cash on hand, demand deposits, and short-term investments maturing or redeemable within 3 months after acquisition that are highly liquid, easily convertible into cash, and exposed to low price fluctuation risk. (7) Other significant standards for the preparation of consolidated financial statements Accounting for consumption taxes Same as at left
5. Valuation of assets and liabilities of consolidated subsidiaries	Assets and liabilities of consolidated subsidiaries are stated at fair value.	———
6. Amortization of goodwill and negative goodwill	Goodwill is amortized equally for a reasonable number of years within 10 years, estimating the period when its effect is generated.	———
7. Scope of funds in consolidated statements of cash flows	Funds include cash on hand, demand deposits and short-term investments maturing or redeemable within 3 months after acquisition that are highly liquid, easily convertible into cash and exposed to low price fluctuation risk.	———

(7) Change in the basis of presentation of the consolidated financial statements

(Changes in accounting treatment)

Fiscal year ended March 31, 2010 (April 1, 2009–March 31, 2010)	Fiscal year ended March 31, 2011 (April 1, 2010–March 31, 2011)
(Partial amendments to the accounting standard for retirement benefits) Effective with the year ended March 31, 2010, the Company adopts the Partial Amendments to Accounting Standard for Retirement Benefits (Part 3) (ASBJ Statement No. 19, issued on July 31, 2008). This change has no effect on income.	(Accounting standards for asset retirement obligations, etc.) Effective with the current consolidated fiscal year, the "Accounting Standards for Asset Retirement Obligations" (ASBJ Statement No. 18, issued on March 31, 2008) and the "Guidelines for Application of the Accounting Standards for Asset Retirement Obligations" (ASBJ Guidance No. 21, issued on March 31, 2008) are applied. With this change, operating income and ordinary income for the current consolidated fiscal year were respectively decreased by ¥30 million, and pre-tax net income for the year ended March 31, 2011 was decreased by ¥173 million. The amount of fluctuation in asset retirement obligations due to the start of application of these accounting standards, etc. is ¥288 million. (Accounting standards for corporate combinations, etc.) Effective with the current consolidated fiscal year, the "Accounting Standards for Corporate Combinations" (ASBJ Statement No. 21, issued on December 26, 2008), "Accounting Standards for Consolidated Financial Statements" (ASBJ Statement No. 22, issued on December 26, 2008), "Partial Revision of the 'Accounting Standards for Research and Development Costs, Etc.'" (ASBJ Statement No. 23, issued on December 26, 2008), "Accounting Standards for Business Divestiture, Etc." (ASBJ Statement No. 7, issued on December 26, 2008), "Accounting Standards for the Equity Method (ASBJ Statement No. 16, issued on December 26, 2008), and the "Guidelines for Application of the Accounting Standards for Corporate Combinations and the Accounting Standards for Business Divestiture, Etc." (ASBJ Guidance No. 10, issued on December 26, 2008) are applied.

(Changes in presentation method)

Fiscal year ended March 31, 2010 (April 1, 2009–March 31, 2010)	Fiscal year ended March 31, 2011 (April 1, 2010–March 31, 2011)
(Consolidated balance sheets) 1. As "Other accounts receivable," which had been separately presented until the end of the previous fiscal year, accounted for less than 5/100 of total assets, it has been included in "Others" of current assets. The "Other accounts receivable" as of March 31, 2010, was ¥193 million. 2. "Software," which had been separately presented until the end of the previous fiscal year, has been included in "Others" of intangible fixed assets because the amount became insignificant. The "Software" as of March 31, 2010, was ¥1,910 million. 3. As "Deposits and guarantees," which had been separately presented until the end of the previous fiscal year, accounted for less than 5/100 of total assets, it has been included in "Others" of investments and other assets. The "Deposits and guarantees" as of March 31, 2010, was ¥2,670 million. 4. "Long-term guarantee deposits received," which had been separately presented until the end of the previous fiscal year, has been included in "Others" of fixed liabilities because the amount became insignificant. The "Long-term guarantee deposits received" as of March 31, 2010, was ¥2,508 million.	———

Fiscal year ended March 31, 2010 (April 1, 2009–March 31, 2010)	Fiscal year ended March 31, 2011 (April 1, 2010–March 31, 2011)
(Consolidated statements of income) 1. As “Interest on refund,” which had been included in “Others” under non-operating income until the end of the previous fiscal year, accounted for more than 10/100 of total non-operating income, it has been separately presented. The “Interest on refund” as of March 31, 2009, was ¥0 million.	(Consolidated statements of income) 1. Effective with the current consolidated fiscal year, the new item “Income before minority interests” has been added applying the Cabinet Office Order to Revise Part of the Regulations, Etc. for Financial Statements, Etc. (Cabinet Office Order No. 5, issued on March 24, 2009) in accordance with the “Accounting Standards for Consolidated Financial Statements” (ASBJ Statement No. 22, issued on December 26, 2008). 2. As “Interest on refund,” which had been presented separately until the previous consolidated fiscal year, accounted for less than 10/100 of total non-operating income, it has been included in “Others” under non-operating income. The “Interest on refund” as of March 31, 2011 was ¥3 million. 3. As “Provision of allowance for doubtful accounts,” which had been included in “Others” under non-operating expenses until the previous consolidated fiscal year, accounted for more than 10/100 of total non-operating expenses, it has been presented separately. The “Provision of allowance for doubtful accounts” as of March 31, 2010 was ¥5 million. 4. As “Gain on sale of fixed assets,” which had been presented separately until the previous consolidated fiscal year, accounted for less than 10/100 of total extraordinary income, it has been included in “Others” under extraordinary income. The “Gain on sale of fixed assets” as of March 31, 2011 was ¥1 million. 5. “Loss on sale of fixed assets,” which had been presented separately until the previous consolidated fiscal year, has been included in “Others” under extraordinary loss because the amount became insignificant. The “Loss on sale of fixed assets” as of March 31, 2011 was ¥1 million. 6. As “Loss on disposal of fixed assets,” which had been presented separately until the previous consolidated fiscal year, accounted for less than 10/100 of total extraordinary loss, it has been included in “Others” under extraordinary loss. The “Loss on disposal of fixed assets” as of March 31, 2011 was ¥39 million.
(Consolidated statements of cash flows) 1. “Foreign exchange loss (gain),” which had been separately presented under the cash flows from operating activities until the previous fiscal year, has been included in “Others” of the cash flows from operating activities because the amount became insignificant. The “Foreign exchange loss (gain)” as of March 31, 2010, was ¥4 million. 2. “Increase (decrease) in other accounts receivable,” which had been separately presented under the cash flows from operating activities until the previous fiscal year, has been included in “Others” of the cash flows from operating activities because the amount became insignificant. The “Increase (decrease) in other accounts receivable” as of March 31, 2010, was ¥27 million. 3. “Payments for long-term prepaid expenses,” which had been separately presented under the cash flows from investing activities until the previous fiscal year, has been included in “Others” of the cash flows from investing activities because the amount became insignificant. The “Payments for long-term prepaid expenses” as of March 31, 2010, was ¥(2) million.	(Consolidated statements of cash flows) 1. “Increase (decrease) in allowance for loss on relocation of offices,” which had been presented separately under cash flows from operating activities until the previous consolidated fiscal year, has been included in “Others” under cash flows from operating activities because the amount became insignificant. The “Increase (decrease) in allowance for loss on relocation of offices” as of March 31, 2011 was ¥(0) million. 2. “Loss on disposal of fixed assets,” which had been presented separately under cash flows from operating activities until the previous consolidated fiscal year, has been included in “Others” under cash flows from operating activities because the amount became insignificant. The “Loss on disposal of fixed assets” as of March 31, 2011 was ¥39 million. 3. “Proceeds from sale of tangible fixed assets,” which had been presented separately under cash flows from investing activities until the previous consolidated fiscal year, has been included in “Others” under cash flows from investing activities because the amount became insignificant. The “Proceeds from sale of tangible fixed assets” as of March 31, 2011 were ¥0 million.

(Additional information)

Fiscal year ended March 31, 2010 (April 1, 2009–March 31, 2010)	Fiscal year ended March 31, 2011 (April 1, 2010–March 31, 2011)
――――――	Effective with the current consolidated fiscal year, the “Accounting Standards for the Presentation of Comprehensive Income” (ASBJ Statement No. 25, issued on June 30, 2010) is applied. However, the amounts of “Valuation and transaction differences” and “Total Valuation and transaction differences” are presented as the previous consolidated fiscal year’s amounts for “Accumulated other comprehensive income” and “Total accumulated other comprehensive income,” respectively.

(8) Notes to the consolidated financial statements

(Consolidated balance sheets)

Fiscal year ended March 31, 2010 (As of March 31, 2010)	Fiscal year ended March 31, 2011 (As of March 31, 2011)
*1 ———	*1 Assets provided as security Assets provided as security Time deposits ¥40 million Secured debts Corporate bonds redeemable within 1 year ¥10 million Current portion of long-term borrowings within 1 year ¥30 million
*2 Related to non-consolidated subsidiaries and affiliates Investment securities (shares) ¥1,598 million	*2 Related to non-consolidated subsidiaries and affiliates Investment securities (shares) ¥2,208 million
3 Contingent liabilities The Company provides payment guarantees for sales of pachinko/pachislot machines to pachinko halls from gaming machine manufacturers when acting as a representative in such sales. K.K. Ichiroku Shoji ¥79 million Niimi Co., Ltd. ¥60 million K.K. Taisei Kanko ¥49 million Y.K. Daiko ¥46 million K.K. Corona ¥33 million K.K. Shouei Project ¥27 million Y.K. Big Shot ¥26 million inter-trade Inc. ¥24 million Y.K. Takarazuka ¥21 million K's corporation ¥20 million Others (286) ¥589 million Total ¥980 million	3 Contingent liabilities The Company provides payment guarantees for sales of pachinko/pachislot machines to pachinko halls from gaming machine manufacturers when acting as a representative in such sales. Niimi Co., Ltd. ¥47 million K.K. Shouei Project ¥35 million K.K. Ichiroku Shoji ¥31 million K.K. Taisei Kanko ¥30 million Iwamoto Development Co., Ltd. ¥28 million Y.K. Daiko ¥22 million K.K. The City ¥21 million Meiplanet Co., Ltd. ¥17 million R&K Company Limited ¥17 million K.K. NK Grand ¥16 million Others (286) ¥554 million Total ¥824 million
4 Overdraft agreements To raise working capital efficiently, the Fields group has concluded an overdraft agreement with 4 banks. Unutilized balances under these agreements as of March 31, 2010, were as follows: Overdraft limit ¥19,000 million Borrowings outstanding - million Difference ¥19,000 million	4 Overdraft agreements To raise working capital efficiently, the Fields group has concluded an overdraft agreement with 4 banks. Unutilized balances under these agreements as of March 31, 2011, were as follows: Overdraft limit ¥17,100 million Borrowings outstanding ¥85 million Difference ¥17,015 million

(Consolidated statements of income)

Fiscal year ended March 31, 2010
(April 1, 2009–March 31, 2010)

*1 Gain on sale of fixed assets are as follows:

Buildings and structures	¥0 million
Vehicles	¥0 million
Tools, furniture and fixtures	¥0 million
Land	¥44 million
Total	¥46 million

*2 Details of loss on sale of fixed assets are as follows:

Tools, furniture and fixtures	¥4 million

*3 Details of loss on disposal of fixed assets are as follows:

Buildings and structures	¥399 million
Tools, furniture and fixtures	¥8 million
Software	¥22 million
Total	¥430 million

*4 Impairment loss

The Fields group has stated an impairment loss for the asset set out below.

Usage	Miscellaneous business-related assets
Type	Buildings and structures Tools, furniture and fixtures
Location	Minato-ku, Tokyo
Amount	¥18 million

When grouping its assets, with regard to business-use assets, the Fields group adopts the method of grouping primarily by business category in accordance with management accounting practice.

With regard to the miscellaneous business-related assets, the Group has recognized losses, which consist of ¥18 million on the buildings and structures as well as the tools, furniture and fixture because these properties have been left on idle conditions without a defined usage for the future.

The recoverable value of these properties has been calculated on the basis of value in use because net selling prices are not available, but such recoverable value is appraised at 0 because no future cash flow is expected.

Fiscal year ended March 31, 2011
(April 1, 2010–March 31, 2011)

*1 ———

*2 ———

*3 ———

*4 Impairment loss

The Fields group has stated an impairment loss for the asset set out below.

Usage	Miscellaneous business-related assets
Type	Buildings and structures Tools, furniture and fixtures
Location	Setagaya-ku, Tokyo and other places
Amount	¥44 million

When grouping its assets, with regard to business-use assets, the Fields group adopts the method of grouping primarily by business category in accordance with management accounting practices.

With regard to miscellaneous business-related assets, the Group has recognized losses, which consist of ¥38 million on buildings and structures and ¥6 million on tools, furniture, and fixtures, because it planned to relocate its offices and disposed of the assets earlier than initially planned, and as a result, it could not expect to recover their book value.

The recoverable value of these properties has been calculated on the basis of value in use because net selling prices are not available, but such recoverable value is appraised at 0 because no future cash flow is expected.

(Consolidated statements of comprehensive income)

Fiscal year ended March 31, 2011 (April 1, 2010–March 31, 2011)

*1 Comprehensive income for the consolidated fiscal year immediately preceding the current consolidated fiscal year

Comprehensive income attributable to owners of the parent	¥3,569 million
Comprehensive income attributable to minority interests	¥29 million
Total	¥3,598 million

*2 Other comprehensive income for the consolidated fiscal year immediately preceding the current consolidated fiscal year

Unrealized holding gain on available-for-sale securities	¥280 million
Foreign currency translation adjustment	¥0 million
Share of other comprehensive income of associates accounted for using equity method	¥(0) million
Total	¥280 million

(Consolidated statements of changes in net assets)

Fiscal year ended March 31, 2010 (April 1, 2009–March 31, 2010)

1 Shares issued

Type	As of March 31, 2009	Increase	Decrease	As of March 31, 2010
Common stock (shares)	347,000	-	-	347,000

2 Treasury shares

Type	As of March 31, 2009	Increase	Decrease	As of March 31, 2010
Common stock (shares)	10,643	4,242	-	14,885

(The reason for the changes)

Description of the increase is as follows.

Increase due to the purchase of treasury stock based on a resolution at the Meeting of Board of Directors: 4,242 shares

3 Stock acquisition rights

No relevant items

4 Dividends

(1) Dividends paid

Resolution	Type	Total dividends paid (Million yen)	Amount of dividends per share (Yen)	Cut-off date	Effective date
Ordinary general meeting of shareholders on June 25, 2009	Common stock	840	2,500	March 31, 2009	June 26, 2009
Meeting of the board of directors on November 5, 2009	Common stock	672	2,000	September 30, 2009	December 4, 2009

(2) Dividends for which the cut-off date came during the fiscal year ended on March 31, 2010, but the effective date will come during the fiscal year ended on March 31, 2011 or thereafter

Resolution	Type	Total dividends paid (Million yen)	Source for payment of dividends	Amount of dividends per share (Yen)	Cut-off date	Effective date
Ordinary general meeting of shareholders on June 23, 2010	Common stock	830	Retained earnings	2,500	March 31, 2010	June 24, 2010

Fiscal year ended March 31, 2011 (April 1, 2010–March 31, 2011)

1 Shares issued

Type	As of March 31, 2010	Increase	Decrease	As of March 31, 2011
Common stock (shares)	347,000	-	-	347,000

2 Treasury shares

Type	As of March 31, 2010	Increase	Decrease	As of March 31, 2011
Common stock (shares)	14,885	-	-	14,885

3 Stock acquisition rights

No relevant items

4 Dividends

(1) Dividends paid

Resolution	Type	Total dividends paid (Million yen)	Amount of dividends per share (Yen)	Cut-off date	Effective date
Ordinary general meeting of shareholders on June 23, 2010	Common stock	830	2,500	March 31, 2010	June 24, 2010
Meeting of the board of directors on November 4, 2010	Common stock	830	2,500	September 30, 2010	December 3, 2010

(2) Dividends for which the cut-off date came during the fiscal year ended on March 31, 2011 but the effective date will come during the fiscal year ending on March 31, 2012 or thereafter

Resolution	Type	Total dividends paid (Million yen)	Source for payment of dividends	Amount of dividends per share (Yen)	Cut-off date	Effective date
Ordinary general meeting of shareholders on June 22, 2011	Common stock	830	Retained earnings	2,500	March 31, 2011	June 23, 2011

(Consolidated statements of cash flows)

<table>
<tr><th>Fiscal year ended March 31, 2010
(April 1, 2009–March 31, 2010)</th><th>Fiscal year ended March 31, 2011
(April 1, 2010–March 31, 2011)</th></tr>
<tr><td>*1 Relationship between cash and cash equivalents as of the end of the fiscal year and cash amounts stated on the consolidated balance sheets
(As of March 31, 2010)
Cash and deposit accounts ¥15,916 million
Time deposits of which depositing period exceeds 3 months ¥(10) million
Cash and cash equivalents ¥15,906 million</td><td>*1 Relationship between cash and cash equivalents as of the end of the fiscal year and cash amounts stated on the consolidated balance sheets
(As of March 31, 2011)
Cash and deposit accounts ¥15,873 million
Time deposits of which depositing period exceeds 3 months ¥(200) million
Deposits provided as security ¥(40) million
Cash and cash equivalents ¥15,632 million</td></tr>
<tr><td>*2 ———</td><td>*2 Breakdown of the principal assets and liabilities of companies that became new consolidated subsidiaries through the acquisition of shares
The breakdown of assets and liabilities at the start of consolidation as a result of new consolidation through the acquisition of shares and the relationship between the acquisition price for shares and expenditure incurred by the acquisition (net amount) are as shown below.

Tsuburaya Productions Co., Ltd.
As of March 31, 2010
Current assets ¥611 million
Fixed assets ¥456 million
Goodwill ¥2,055 million
Current liabilities ¥(1,919) million
Fixed liabilities ¥(112) million
Acquisition price ¥1,091 million
Cash and cash equivalents ¥(53) million
Expenditure incurred by the acquisition ¥1,037 million

Digital Frontier Inc. (Including GEMBA Inc.)
As of March 31, 2010
Current assets ¥423 million
Fixed assets ¥181 million
Goodwill ¥579 million
Current liabilities ¥(509) million
Fixed liabilities ¥(1) million
Minority interests ¥(24) million
Acquisition price ¥650 million
Cash and cash equivalents ¥(37) million
Expenditure incurred by the acquisition 612 million

MICROCABIN CORP.
As of December 31, 2010
Current assets ¥535 million
Fixed assets ¥319 million
Goodwill ¥338 million
Current liabilities ¥(204) million
Fixed liabilities ¥(159) million
Minority interests ¥(73) million
Acquisition price ¥756 million
Cash and cash equivalents ¥(214) million
Expenditure incurred by the acquisition ¥541 million</td></tr>
</table>

(Segment information)

(Segment information by business category)

Fiscal year ended March 31, 2010 (April 1, 2009–March 31, 2010)

(Unit: Million yen)

	Pachinko/ Pachislot (PS) Field	Sports Entertainment Field	Mobile Field	Other Field	Total	Elimination or incorporation	Consolidated
I Net sales and operating income or loss							
Net sales							
(1) Net sales to third parties	62,120	2,385	1,818	18	66,342	-	66,342
(2) Inter-group net sales or transfers	259	31	2	601	895	(895)	-
Total	62,379	2,416	1,821	619	67,237	(895)	66,342
Operating expenses	54,246	2,741	1,427	689	59,105	(887)	58,217
Operating income (loss)	8,133	(324)	393	(70)	8,131	(7)	8,124
II Assets, depreciation and amortization, impairment loss and capital expenditure							
Assets	80,885	1,631	1,018	518	84,055	(2,726)	81,329
Depreciation and amortization	1,153	95	120	10	1,380	(12)	1,368
Impairment loss	-	18	-	-	18	-	18
Capital expenditure	700	19	186	13	920	-	920

(Notes) 1 Based on the proximity of merchandises and services or others provided, the Fields Corporation's businesses are segmented into Pachinko/Pachislot (PS) Field, Sports Entertainment Field, Mobile Field, and Other Field.

2 The major products or services in each segment are as follows:
(1) Pachinko/Pachislot (PS) Field: Purchasing, sales, planning and development of pachinko/pachislot machines and related services
(2) Sports Entertainment Field: Sports management and related activities
(3) Mobile Field: Mobile content, etc.
(4) Other Field: Planning and production of animation, movie production, etc.

3 All operating expenses are allocated to individual segments, and thus none remain unallocated.

4 All assets are allocated to individual segments, and thus there are no assets that are regarded as being corporate assets.

5 Additional information

The planning, development and sales business of packaged software, such as game software, which had been included in the Game Field segment in previous years, was dissolved during the previous fiscal year as a result of the sale of shares in subsidiaries.

The sports management business had been included in the Sports Field segment in previous years. In light of new business developments, the Company renamed the segment as the Sports Entertainment Field segment effective with the year ended March 31, 2010.

The digital content creation and copyright acquisition business, which had been included in the Movies Field segment in previous years, was dissolved during the previous fiscal year as a result of the merger and absorption of the business as a surviving entity into the Company. In addition, the movie production business has been included in the Other Field segment effective with the year ended March 31, 2010 as the value of the business is no longer material.

The mobile content business had been included in the Web Service Field segment in previous years. In light of business developments such as an expansion of service provision for mobile content, the Company renamed the segment as the Mobile Field segment effective with the year ended March 31, 2010.

The following is the segment information for the year ended March 31, 2009 which is based on the business categories adopted in the year ended March 31, 2010.

(Unit: Million yen)

	Pachinko/ Pachislot (PS) Field	Sports Entertainment Field	Mobile Field	Game Field	Movies Field	Other Field	Total	Elimination or incorporation	Consolidated
I Net sales and operating income or loss									
Net sales									
(1) Net sales to third parties	55,257	3,551	1,608	12,504	10	101	73,035	-	73,035
(2) Inter-group net sales or transfers	467	37	0	88	-	17	612	(612)	-
Total	55,724	3,589	1,609	12,593	10	119	73,647	(612)	73,035
Operating expenses	51,693	4,126	1,153	13,883	106	703	71,667	(593)	71,074
Operating income (loss)	4,031	(537)	455	(1,289)	(95)	(584)	1,980	(19)	1,960
II Assets, depreciation and amortization, impairment loss and capital expenditure									
Assets	50,927	1,988	1,033	-	-	461	54,411	(2,346)	52,064
Depreciation and amortization	1,418	161	81	108	-	4	1,774	(14)	1,760
Impairment loss	15	6	-	130	-	-	152	-	152
Capital expenditure	4,442	124	128	62	-	18	4,776	(9)	4,767

(Segment information by region)

Fiscal year ended March 31, 2010 (April 1, 2009–March 31, 2010)

The disclosure of segment information by region was omitted because Japan accounted for more than 90% of total net sales in all segments and total assets in all segments, respectively.

(Overseas sales)

Fiscal year ended March 31, 2010 (April 1, 2009–March 31, 2010)

Because overseas sales accounted for less than 10% of the consolidated net sales, the disclosure of overseas sales has been omitted.

(Segment information)

1 General information about reportable segment

The reportable segments of the Company are business units of the Fields Group for which the Company is able to obtain individual financial information separately in order for the board of directors to conduct periodic investigation to determine distribution of management resources and evaluate their business performance.

The Company's reportable business segments are based on groups of similar products, services, etc., which are segmented into Pachinko/Pachislot (PS) Field, Mobile Field, Sports Entertainment Field and Other Field.

Major operations covered by each reportable segment include the purchase and sale, planning, and development of pachinko/pachislot machines, as well as related operations incidental thereto for the Pachinko/Pachislot (PS) Field, mobile content, etc. for the Mobile Field, sports management and related activities for the Sports Entertainment Field, and planning and production of videos such as movies and TV programs, as well as planning, production, sale, etc. of character goods in the Other Field.

2 Method for calculating the amount of net sales, income or loss, assets, liabilities, and other items in each reportable segment

In general, the method for the accounting of reportable business segments is the same as that described in the "Basis of presentation of the consolidated financial statements."

3 Information on the amount of net sales, income or loss, assets, liabilities, and other items in each reportable segment

Fiscal year ended March 31, 2010 (April 1, 2009–March 31, 2010)

(Unit: Million yen)

	Pachinko/ Pachislot (PS) Field	Mobile Field	Sports Entertainment Field	Other Field	Total	Adjustment (Note 1)	Amount in the consolidated statement of income (Note 2)
Net sales							
Net sales to third parties	62,120	1,818	2,385	18	66,342	-	66,342
Inter-group net sales or transfers	259	2	31	601	895	(895)	-
Total	62,379	1,821	2,416	619	67,237	(895)	66,342
Segment income	8,133	393	(324)	(70)	8,131	(7)	8,124
Segment assets	80,885	1,018	1,631	518	84,055	(2,726)	81,329
Other items							
Depreciation and amortization	1,153	120	95	10	1,380	(12)	1,368
Impairment loss	-	-	18	-	18	-	18
Investments in companies to which the equity method applies	598	-	-	1,393	1,991	-	1,991
Amortization of goodwill	16	-	70	-	87	-	87
Increase (decrease) in tangible fixed assets and intangible fixed assets	700	186	19	13	920	-	920

(Note) 1. The adjustments for segment income (−¥7 million), segment assets (−¥2,726 million), and depreciation and amortization (−¥12 million) are due to the write-off of intersegment transactions.

2. The segment income is adjusted with operating income in the consolidated statement of income.

Fiscal year ended March 31, 2011 (April 1, 2010–March 31, 2011)

(Unit: Million yen)

	Pachinko/ Pachislot (PS) Field	Mobile Field	Sports Entertainment Field	Other Field	Total	Adjustment (Note 1)	Amount in the consolidated statement of income (Note 2)
Net sales							
Net sales to third parties	93,880	1,990	2,143	5,578	103,593	-	103,593
Inter-group net sales or transfers	234	41	27	303	606	(606)	-
Total	94,115	2,032	2,171	5,881	104,200	(606)	103,593
Segment income	12,866	236	(290)	315	13,127	8	13,136
Segment assets	75,210	1,422	904	6,128	83,667	(4,695)	78,971
Other items							
Depreciation and amortization	1,290	179	96	171	1,738	(4)	1,734
Impairment loss	9	4	2	28	44	-	44
Investments in companies to which the equity method applies	598	-	-	1,398	1,996	-	1,996
Amortization of goodwill	24	-	212	270	507	-	507
Increase (decrease) in tangible fixed assets and intangible fixed assets	1,144	498	52	2,973	4,669	(14)	4,655

(Note) 1. The adjustments for segment income (¥8 million), segment assets (−¥4,695 million), depreciation and amortization (−¥4 million), and increase (decrease) in tangible fixed assets and intangible fixed assets (−¥14 million) are due to the write-off of intersegment transactions.

2. The segment income is adjusted with operating income in the consolidated statement of income.

(Additional information)

From the first quarter of the year ended March 31, 2011, the Company applies the Accounting Standard for Disclosures about Segments of an Enterprise and Related information (ASBJ Statement No. 17 issued on March 27, 2009) and Accounting Standard for Disclosures about Segments of an Enterprise and Related information (ASBJ Guidance No. 20 issued on March 21, 2008).

(Related information)

Fiscal year ended March 31, 2011 (April 1, 2010–March 31, 2011)

1 Information on each product and service

Information on each product and service has been omitted because net sales to external customers in a single product or service category accounted for more than 90% of net sales in the consolidated statement of income.

2 Information on each region

(1) Net sales

Information on net sales in each region has been omitted because net sales to external customers in Japan accounted for more than 90% of net sales in the consolidated statement of income.

(2) Tangible fixed assets

Not applicable because the Company does not have tangible fixed assets outside Japan.

3 Information on each major customer

(Unit: Million yen)

Customer name	Net sales	Name of the related segment
Bisty Co., Ltd.	13,350	Pachinko/ Pachislot (PS) Field

(Information on impairment loss for fixed assets in each reportable segment)

Fiscal year ended March 31, 2011 (April 1, 2010–March 31, 2011)

(Unit: Million yen)

	Pachinko/ Pachislot (PS) Field	Mobile Field	Sports Entertainment Field	Other Field	Total
Impairment loss	9	4	2	28	44

(Information on the amount of amortization of goodwill and balance in each reportable segment)

Fiscal year ended March 31, 2011 (April 1, 2010–March 31, 2011)

(Unit: Million yen)

	Pachinko/ Pachislot (PS) Field	Mobile Field	Sports Entertainment Field	Other Field	Total
Amortization for the year ended March 31, 2011	24	-	212	270	507
Balance at the end of the year ended March 31, 2011	340	-	-	2,461	2,801

(Information on gain on negative goodwill in each reportable segment)

Fiscal year ended March 31, 2011 (April 1, 2010–March 31, 2011)

No relevant items

(Per-share data)

Fiscal year ended March 31, 2010 (April 1, 2009–March 31, 2010)		Fiscal year ended March 31, 2011 (April 1, 2010–March 31, 2011)	
Net assets per share	¥123,645.89	Net assets per share	¥140,853.00
Net income per share	¥9,796.56	Net income per share	¥22,643.86
Since no latent shares exist, diluted net income per share is not stated.		Same as at left	

(Note) The calculation basis for net income per share is as follows.

	Fiscal year ended March 31, 2010 (April 1, 2009–March 31, 2010)	Fiscal year ended March 31, 2011 (April 1, 2010–March 31, 2011)
Net income (Million yen)	3,289	7,520
Amount not allocable to common shares	-	-
Net income allocable to common shares (Million yen)	3,289	7,520
Average number of shares of common stock outstanding (shares)	335,749	332,115
Outline of latent shares not reflected in the calculation of diluted net income per share since they have no dilutive effect	———	———

(Significant subsequent events)

Fiscal year ended March 31, 2010 (April 1, 2009–March 31, 2010)	Fiscal year ended March 31, 2011 (April 1, 2010–March 31, 2011)
(Takeover of companies, etc. through the acquisition of shares) The Company resolved at its Board of Directors' Meeting held on March 17, 2010 to acquire shares of Tsuburaya Productions Co., Ltd., concluded a share transfer agreement with TYO Inc. on April 2, 2010 and subsequently acquired 51.00% of Tsuburaya Productions Co., Ltd.'s issued and outstanding shares on the same day. (1) Purpose of share acquisition The Company acquired the Tsuburaya Productions Co., Ltd., shares since this acquisition will enable the development of businesses that create added value in a variety of entertainment fields while contributing to the enhancement of the Group's corporate value, due mainly to the following reasons: i) By acquiring shares of Tsuburaya Productions Co., Ltd., which owns high-value intellectual property (IP) that have been used in various fields, the Company will benefit from the active use of them in new character merchandising fields and in the pachinko/pachislot field as well as the multiple use through the Group companies, in addition to enhancing the value of these IP through the development of new visual production and series; and ii) With regard to global markets, these IP have the potential to grow overseas in the same way as they have in Japan. (2) Company from which shares were acquired TYO Inc. (3) Name, business activities, scale of operations of the acquired company [1] Company name: Tsuburaya Productions Co., Ltd. [2] Main business activities: Planning and production of films and TV programs; planning, production and sales of character goods [3] Scale of operations (Fiscal year ended July 31, 2009) Paid-in capital: ¥310 million Total assets: ¥1,862 million Net assets: ¥(832) million (4) Date of share acquisition April 2, 2010 (5) Number of transferred shares, transfer price and shareholding ratio after transfer [1] Number of shares held before transfer: – shares (Shareholding ratio: –%) [2] Number of transferred shares: 51,000 shares (Transfer price: ¥1,091 million) [3] Number of shares held after transfer: 51,000 shares (Shareholding ratio: 51.00%) (6) Method of financing for the payment The Company's own capital (7) Details of other important covenants The Company acquired 4,887,000 shares of TYO Inc.'s stock (shareholding ratio: 14.99%) for ¥366 million through the disposal of third-party allocation of treasury stock as of April 2, 2010. In addition, the Company has provided ¥1,274 million in operating fund to Tsuburaya Productions Co., Ltd.	―――

<table>
<tr><th>Fiscal year ended March 31, 2010
(April 1, 2009–March 31, 2010)</th><th>Fiscal year ended March 31, 2011
(April 1, 2010–March 31, 2011)</th></tr>
<tr><td>The Company resolved at its Board of Directors' Meeting held on March 25, 2010 to acquire shares of Digital Frontier Inc., concluded a share transfer agreement with TYO Inc. on April 15, 2010 and subsequently acquired 74.31% of Digital Frontier Inc.'s issued and outstanding shares on April 16, 2010.
(1) Purpose of share acquisition
The Company acquired the Digital Frontier Inc. shares since this acquisition will enable the development of businesses that create synergies and added value in a variety of visual entertainment fields while contributing to the enhancement of the Group's corporate value, due mainly to the following reasons: i) acquiring shares of Digital Frontier Inc., which is equipped with state-of-the-art CG technology, aligns with the Company's strategy to promote the enhancement of its planning and development capabilities in the field of pachinko/pachislot machines, and should facilitate higher quality and faster time-to-market in future development and commercialization of pachinko/pachislot machines; and ii) this should also allow the Company to set up cross-disciplinary collaborations including a tie-up with a group company equipped with technology to convert animation into 3D.
(2) Company from which shares were acquired
TYO Inc.
(3) Name, business activities, scale of operations of the acquired company
[1] Company name: Digital Frontier Inc.
[2] Main business activities: Planning and production of computer graphics
[3] Scale of operations (Fiscal year ended July 31, 2009)
Paid-in capital: ¥31 million
Total assets: ¥432 million
Net assets: ¥189 million
(4) Date of share acquisition
April 16, 2010
(5) Number of transferred shares, transfer price and shareholding ratio after transfer
[1] Number of shares held before transfer: – shares (Shareholding ratio: –%)
[2] Number of transferred shares: 353 shares (Transfer price: ¥650 million)
[3] Number of shares held after transfer: 353 shares (Shareholding ratio: 74.31%)
(6) Method of financing for the payment
The Company's own capital
(7) Details of other important covenants
The Company has provided ¥100 million in operating fund to Digital Frontier Inc.</td><td>———</td></tr>
</table>

5. Others

(1) Personnel change in officers

[1] Change in Representatives of the Company

No relevant items

[2] Change in other officers

No relevant items

(2) Others

No relevant items