

1st quarter

(2011.4 ~ 2011.6)

Supplementary Financial Document
for the 1st Quarter of the Year Ending March 31, 2012

August 4, 2011



1st quarter

Fields Corporation
JASDAQ:2767

Fields Corporation

Index

FIELDS CORPORATION

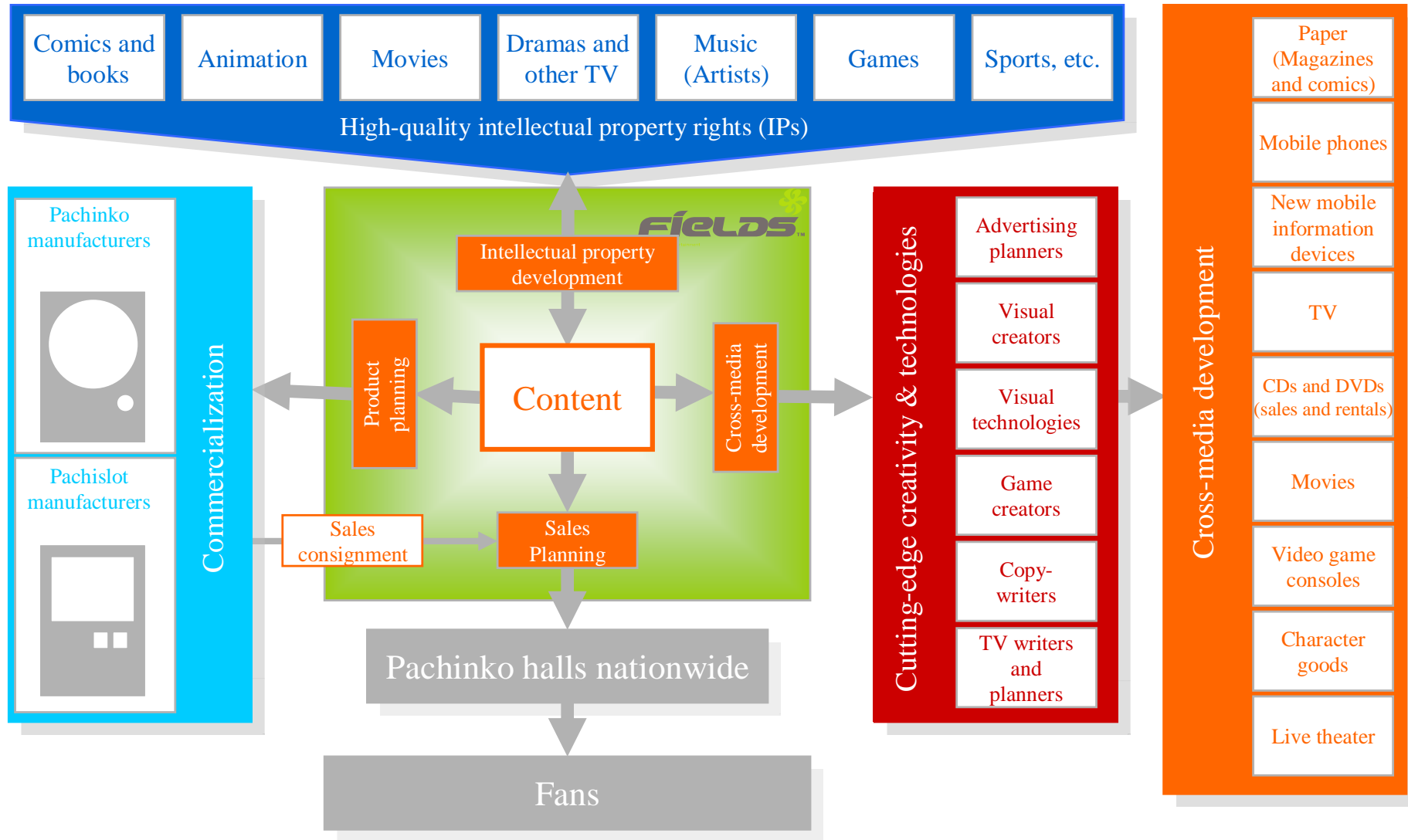
The greatest leisure for all people

1. Highlights for the Q1 of the Year Ending March 31, 2012	P.	4	Introduction of Titles in Rodeo's 10th Anniversary Series	P.	30
Results for the Q1 of the Year Ending March 31, 2012 (Consolidated)	P.	5	Pachinko/Pachislot (PS) Field: Transition in the Number of Machines Sold	P.	31
Reference: Results for the Q1 of the Year Ending March 31, 2012 (Non-Consolidated)	P.	6	Titles of Pachinko Machines Sold (2007.03-2011.03)	P.	32
Segment Information for the Q1 of the Year Ending March 31, 2012	P.	7	Titles of Pachinko Machines Sold (2002.03-2006.03)	P.	33
Balance Sheets for the Q1 of the Year Ending March 31, 2012 (Assets)	P.	8	Titles of Pachislot Machines Sold (2007.03-2011.03)	P.	34
Balance Sheets for the Q1 of the Year Ending March 31, 2012 (Liabilities/Net assets)	P.	9	Titles of Pachislot Machines Sold (2001.03-2006.03)	P.	35
Statement of Cash Flows for the Q1 of the Year Ending March 31, 2012	P.	10	CSR Activities	P.	36
2. Supplementary Data for the Q1 of the Year Ending March 31, 2012	P.	11	CSR Activities (Group companies topics)	P.	37
Number of Pachinko/Pachislot Machines Sold According to Title for the Q1 of the Year Ending March 31, 2012	P.	12	Corporate Governance System	P.	38
Titles Sold for the H1 of the Year Ending March 31, 2012	P.	13	Profit Return Policy	P.	39
Number of Pachinko/Pachislot Machines Sold According to Manufacturer for the Q1 of the Year Ended March 31, 2012	P.	14	Financial Highlights	P.	40
Change in the Number of Machines Sold by Brand	P.	15	Change in Quarterly Profit and Loss (Consolidated)	P.	41
Change in the Number of Pachinko/Pachislot Machines Sold	P.	16	Change in Quarterly Profit and Loss (Non-Consolidated)	P.	42
3. Appendix I	P.	17	Change in Financial Results (Consolidated)	P.	43
Corporate Profile	P.	18	Change in Assets/Liabilities, Net Assets (Consolidated)	P.	44
Our Tracks (1988-2006)	P.	19	Change in Selling, General and Administrative Expenses (Consolidated)	P.	45
Our Tracks (2007-2011)	P.	20	Change in Free Cash Flow	P.	46
Group Structure	P.	21	4. Appendix II (Market date)	P.	47
Status of Group Companies	P.	22	Japanese Leisure Market	P.	48
Business Model (PS Planning, Development and Sales)	P.	23	Income Structure of Pachinko/Pachislot Industry (2010)	P.	49
Accounting Method of Pachinko/Pachislot Sales	P.	24	Players in the Pachinko/Pachislot Industry	P.	50
Glossary of Fields' Pachinko/Pachislot Machine Sales	P.	25	Recent Trend of Pachinko/Pachislot Industry	P.	51
Business flow and Accounting Method of Merchandising Rights Regarding Pachinko/Pachislot Planning and Development	P.	26	Number of Pachinko Halls and Installed Machines Per Hall	P.	52
Change of "Evangelion" Series	P.	27	Unit Sales and Sales Amount of Pachinko/Pachislot Machines	P.	53
Introduction of "MOBASLO"	P.	28	Number of Installed Pachinko/Pachislot Machines and Annual Turnover Rate	P.	54
Total Sale Machines of Evangelion Series	P.	29	Market Share by Manufacturers	P.	55

Business Scheme 2010

FIELDS CORPORATION

The greatest leisure for all people



Highlights for the Q1 of the Year Ending March 31, 2012

Results for the Q1 of the Year Ending March 31, 2012 (Consolidated)

FIELDS CORPORATION

The greatest leisure for all people

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

	Year Ended March 31, 2011				Year Ending March 31, 2012			
	Q1	H1	Q1-Q3	Full-Year	Q1	YoY (%)	Full-Year Forecast	YoY (%)
Net sales	21,344 [100.0]	43,012 [100.0]	71,433 [100.0]	103,593 [100.0]	17,635 [100.0]	82.6	100,000 [100.0]	96.5
Gross profit	7,663 [35.9]	18,991 [44.2]	26,283 [36.8]	35,129 [33.9]	5,076 [28.8]	66.2	38,000 [38.0]	108.2
SG&A expenses	5,314 [24.9]	9,809 [22.8]	15,584 [21.8]	21,993 [21.2]	5,302 [30.1]	99.8	24,000 [24.0]	109.1
Operating income	2,348 [11.0]	9,182 [21.3]	10,699 [15.0]	13,136 [12.7]	(225) [-1.3]	-	14,000 [14.0]	106.6
Ordinary income	2,518 [11.8]	9,503 [22.1]	11,483 [16.1]	13,684 [13.2]	(266) [-1.5]	-	14,000 [14.0]	102.3
Net income	1,477 [6.9]	5,428 [12.6]	6,471 [9.1]	7,520 [7.3]	(284) [-1.6]	-	8,000 [8.0]	106.4

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

Reference:
Results for the Q1 of the Year Ending March 31, 2012 (Non-Consolidated)

FIELDS CORPORATION

The greatest leisure for all people

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

	Year Ended March 31, 2011				Year Ending March 31, 2012			
	Q1	H1	Q1-Q3	Full-Year	Q1	YoY (%)	Full-Year Forecast	YoY (%)
Net sales	18,310 [100.0]	37,005 [100.0]	62,170 [100.0]	90,971 [100.0]	15,349 [100.0]	83.8	87,300 [100.0]	96.0
Gross profit	6,542 [35.7]	16,679 [45.1]	22,683 [36.5]	30,197 [33.2]	4,059 [26.4]	62.0	31,300 [35.9]	103.7
SG&A expenses	4,166 [22.8]	7,482 [20.2]	12,121 [19.5]	17,277 [19.0]	4,165 [27.1]	100.0	17,900 [20.5]	103.6
Operating income	2,375 [13.0]	9,196 [24.9]	10,562 [17.0]	12,920 [14.2]	(106) [-0.7]	-	13,400 [15.3]	103.7
Ordinary income	2,505 [13.7]	9,416 [25.4]	10,974 [17.7]	13,451 [14.8]	11 [0.1]	0.4	13,400 [15.3]	99.6
Net income	1,362 [7.4]	5,346 [14.4]	6,112 [9.8]	6,826 [7.5]	(101) [-0.7]	-	7,000 [8.0]	102.5

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

Segment Information for the Q1 of the Year Ending March 31, 2012

FIELDS CORPORATION

The greatest leisure for all people

(Unit: Million yen)

	Year Ended March 31, 2011		Year Ending March 31, 2012	
	Q1	Full-Year	Q1	YoY (%)
Net sales				
Pachinko/Pachislot (PS) Field	19,201	94,115	15,979	83.2
Mobile Field	495	2,032	618	124.8
Sports Entertainment Field	548	2,171	524	95.6
Other Field	1,173	5,881	920	78.4
Subtotal	21,418	104,200	18,041	84.2
Elimination or incorporation	(74)	(606)	(406)	-
Total	21,344	103,593	17,635	82.6
Operating income				
Pachinko/Pachislot (PS) Field	2,343	12,866	(140)	-
Mobile Field	99	236	26	26.3
Sports Entertainment Field	(64)	(290)	(34)	-
Other Field	(55)	315	(78)	-
Subtotal	2,322	13,127	(226)	-
Elimination or incorporation	26	8	1	-
Total	2,348	13,136	(225)	-

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

Balance Sheets for the Q1 of the Year Ending March 31, 2012 (Assets)

FIELDS CORPORATION

The greatest leisure for all people

(Unit: Million yen)

Assets	At March 31, 2011	At June 30, 2011	Increase/Decrease	Factors
Cash and cash equivalents	15,873	22,032	6,159	
Notes and accounts receivable—trade	27,948	11,905	(16,043)	
Inventories	1,358	1,999	641	
Other	6,072	5,127	(945)	
Allowance for doubtful accounts	(200)	(117)	83	
Total current assets	51,051	40,946	(10,105)	Decrease in notes and accounts receivable-trade
Land	6,324	6,324	0	
Other	3,765	3,775	10	
Total tangible fixed assets	10,089	10,099	10	
Goodwill	2,801	2,723	(78)	
Other	2,269	2,306	37	
Total intangible fixed assets	5,070	5,029	(41)	
Investment securities	8,466	8,738	272	
Other	4,769	5,350	581	
Allowance for doubtful accounts	(475)	(488)	(13)	
Total investments and other assets	12,760	13,600	840	Increase due to the purchase of investment securities
Total fixed assets	27,920	28,729	809	
Total assets	78,971	69,675	(9,296)	

* “Other” is calculated as the other items deducted from the total figure on this sheet

Balance Sheets for the Q1 of the Year Ending March 31, 2012 (Liabilities/Net assets)

FIELDS CORPORATION

The greatest leisure for all people

(Unit: Million yen)

Liabilities and Net assets	At March 31, 2011	At June 30, 2011	Increase/ Decrease	Factors
Notes and accounts payable—trade	17,939	13,063	(4,876)	
Corporate bonds redeemable within 1 year	740	740	0	
Accrued income taxes	4,217	22	(4,195)	
Other	4,691	5,842	1,151	
Total current liabilities	27,587	19,667	(7,920)	Decrease in notes and accounts payable—trade and decrease in accrued income taxes, etc.
Corporate bonds	900	600	(300)	
Other	3,462	3,531	69	
Total fixed liabilities	4,362	4,131	(231)	Decrease due to redemption of corporate bonds
Total liabilities	31,949	23,798	(8,151)	
Common stock	7,948	7,948	0	
Capital surplus	7,994	7,994	0	
Retained earnings	33,443	32,328	(1,115)	
Treasury stock	(1,785)	(1,785)	0	
Total shareholders' equity	47,601	46,486	(1,115)	
Unrealized holding gain on available-for-sale securities	(822)	(845)	(23)	
Accumulated other comprehensive income	(821)	(845)	(24)	
Minority interest	242	236	(6)	
Total net assets	47,021	45,877	(1,144)	Decrease in retained earnings
Total liabilities and net assets	78,971	69,675	(9,296)	

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

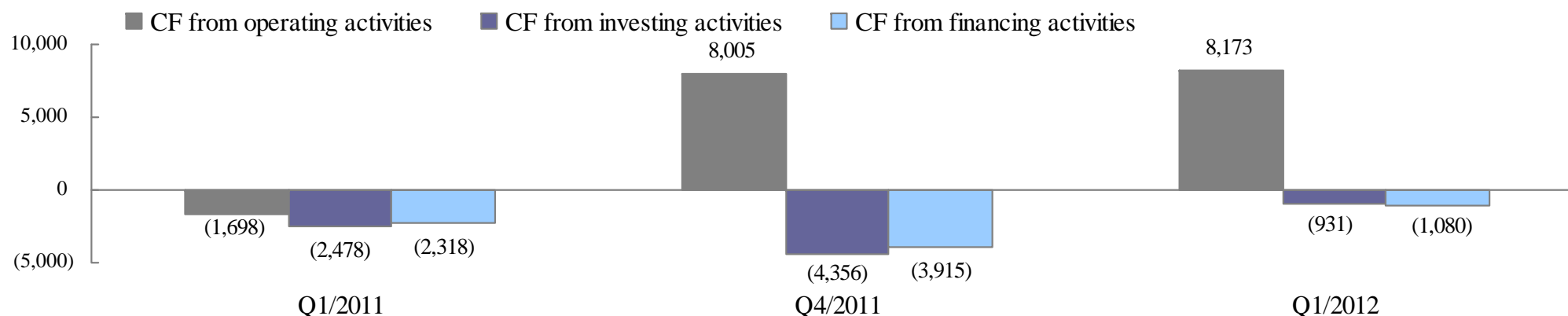
Statement of Cash Flows for the Q1 of the Year Ending March 31, 2012

FIELDS CORPORATION

The greatest leisure for all people

(Unit: Million yen)

	Year Ended March 31, 2011		Year Ending March 31, 2012	
	Q1	Full-Year	Q1	Factors
Cash flows from operating activities	(1,698)	8,005	8,173	Decrease in notes and accounts receivable-trade 16,744 Decrease in notes and accounts payable-trade (4,257) Income taxes paid (4,156)
Cash flows from investing activities	(2,478)	(4,356)	(931)	Purchase of investment securities (400) Purchase of intangible fixed assets (213) Purchase of tangible fixed assets (136)
Cash flows from financing activities	(2,318)	(3,915)	(1,080)	Dividends paid (755) Redemption of corporate bonds (300)
Effect of exchange rate changes on cash and cash equivalents	(3)	(7)	(1)	
Increase (decrease) in cash and cash equivalents	(6,498)	(274)	6,159	
Cash and cash equivalents at beginning of period	15,906	15,906	15,632	
Cash and cash equivalents at end of period	9,407	15,632	21,791	



Supplementary Data for the Q1 of the Year Ending March 31, 2012

Number of Pachinko/Pachislot Machines Sold According to Title for the Q1 of the Year Ending March 31, 2012

FIELDS CORPORATION

The greatest leisure for all people

(Unit: Machines)

Release	Manufacturer	Title	Q1 Machines Sold	Cumulative Machines Sold
■ Pachinko machines				
No machines sold as exclusive sales agency				
Others			5,653	
Total number of pachinko machines sold			7,107	
■ Pachislot machines				
※	March	Bisty	MOBASLO Evangelion—for your own wish	78,000
	May	Bisty	SAMURAI 7	13,000
Others			1,274	
Total number of pachislot machines sold			36,250	
Total number of pachinko/pachislot machines sold			43,357	

* Regarding the titles of pachinko/pachislot machines for which the number of machines sold was less than 10,000, the number of machines sold was not released.

* The figures for cumulative machines sold were as of July 31, 2011. ※Bracketed titles were released in the previous fiscal year and are still on sale.

Titles Sold for the H1 of the Year Ending March 31, 2012

FIELDS CORPORATION

The greatest leisure for all people

(As of July 31, 2011)

Pachinko machine

【Bisty】



■ CR The story of ayumi hamasaki — introduction

- The machine tells the story which follows a young girl “Ayumi Hamasaki” on her journey to realize her dream
- The machine contains special edition live footage narrating her record breaking 13 year music career

©avex management inc. ©avex entertainment inc. ©Bisty

[July]

Pachislot machine

【Bisty】



■ SAMURAI 7

- The machine features the two types of the Assist Replay Time (ART) system
- The machine pump up a chances to score higher points with many beautiful and varied LCD- screen visuals

©2004 黒澤明/橋本忍/小国英雄/NEP・GONZO ©FIELDS ©Bisty

[May]

【Rodeo】



■ Kaze no Youjinbou—Memory of Butterflies

- Released as the 4th title of Rodeo’s 10th anniversary series
- The machine upgrades “KAZE Chance” in to the cutting-edge Assist Replay Time (ART) system

©黒澤プロダクション/Sammy・電通・びえろ・NTV ©Sammy ©RODEO

[August]

On going sale titles from the year ended March 31, 2011

【Bisty】



■ MOBASLO Evangelion—for your own wish

- Featuring new function “MOBASLO”
- The dynamic machine body conveys the world of Evangelion
- Using climactic scenes from the movies *Evangelion: 1.0 You Are (Not) Alone* and *Evangelion: 2.0 You Can (Not) Advance*

©カラー

[March]

Number of Pachinko/Pachislot Machines Sold According to Manufacturer for the Q1 of the Year Ended March 31, 2012

FIELDS CORPORATION

The greatest leisure for all people

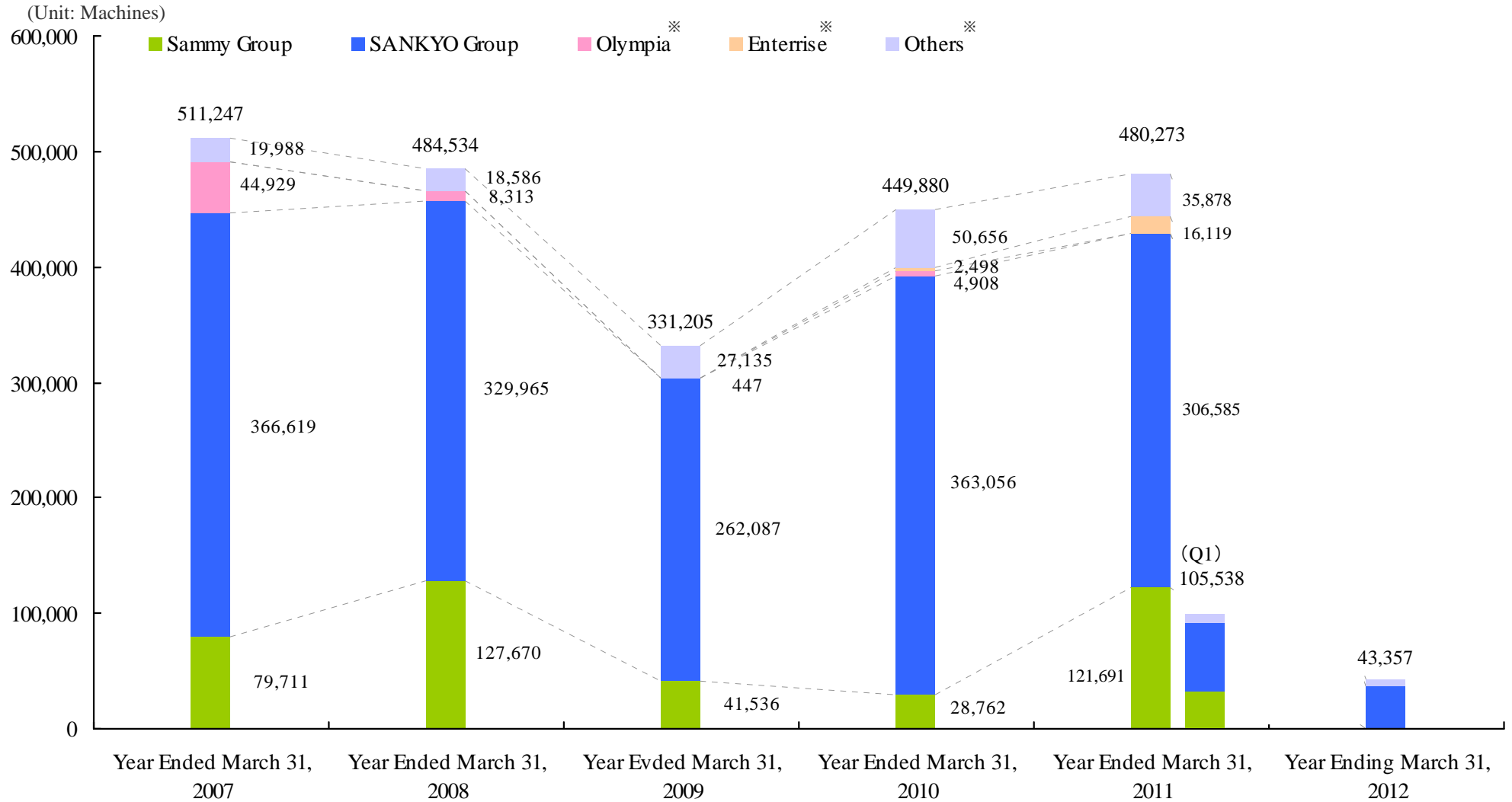
(Unit: Machines)

	Year Ended March 31, 2011					Year Ending March 31, 2012
	Q1	Q2	Q3	Q4	Full-Year	Q1
<Pachinko machines>						
Bisty	58,007	155,896	9,207	13,395	236,505	1,454
Others	6,885	5,832	5,866	7,526	26,109	5,653
Total number of pachinko machines sold	64,892	161,728	15,073	20,921	262,614	7,107
<Pachislot machines>						
Rodeo	35,123	15,233	64,305	7,030	121,691	20
Bisty	4,846	9,161	590	55,483	70,080	34,976
Enterrise	-	-	-	16,119	16,119	342
Others	677	1,468	6,509	1,115	9,769	912
Total number of pachislot machines sold	40,646	25,862	71,404	79,747	217,659	36,250
Total number of pachinko/pachislot machines sold	105,538	187,590	86,477	100,668	480,273	43,357

Change in the Number of Machines Sold by Brand

FIELDS CORPORATION

The greatest leisure for all people

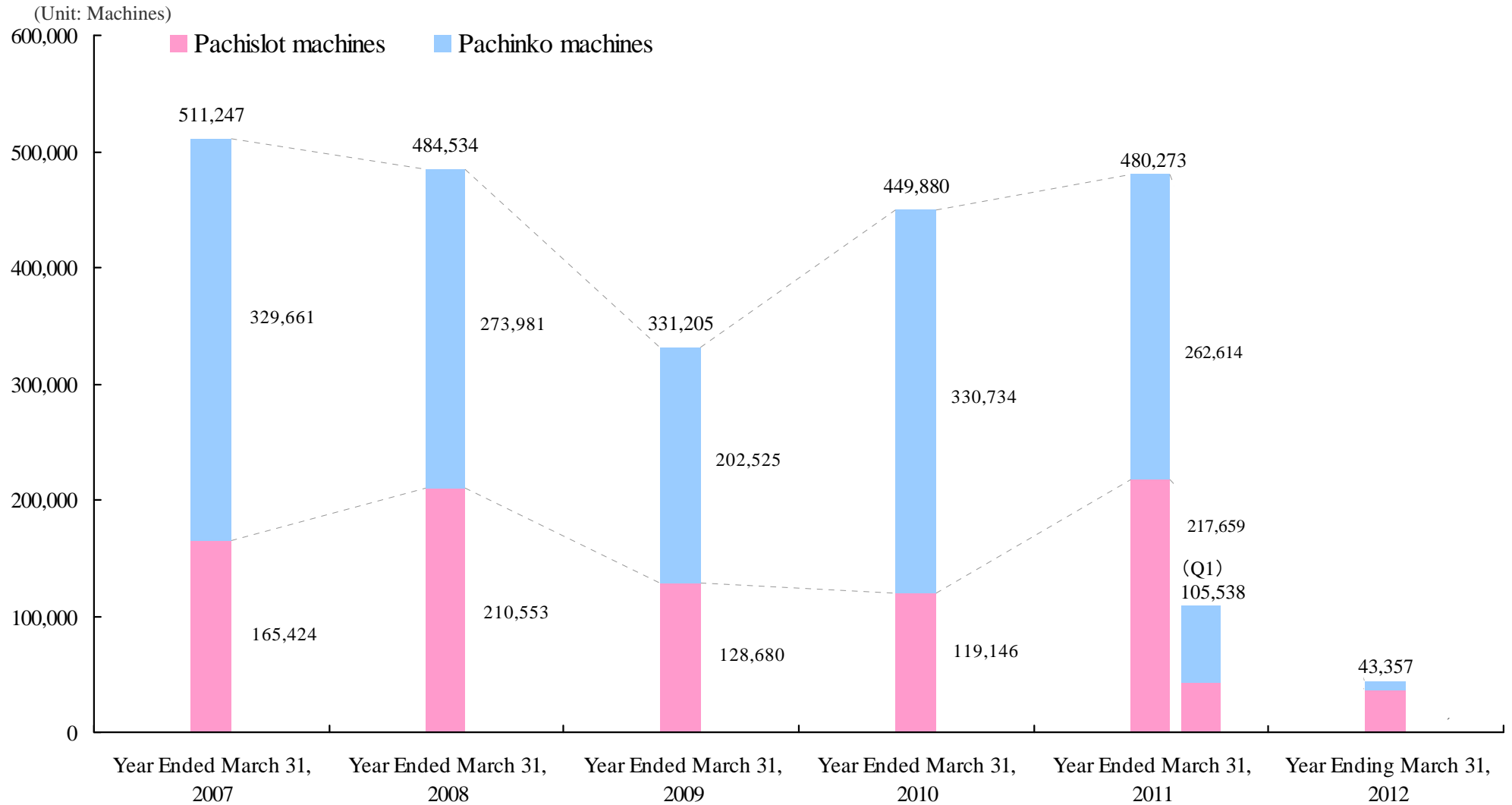


※Enterrise Co., Ltd. before the year ended March 31, 2010 were included in Others therefore the figures announced in the past have been connected according

Change in the Number of Pachinko/Pachislot Machines Sold

FIELDS CORPORATION

The greatest leisure for all people



Appendix I

Corporate Profile

FIELDS CORPORATION

The greatest leisure for all people

Corporate data

(As of June 30, 2011)

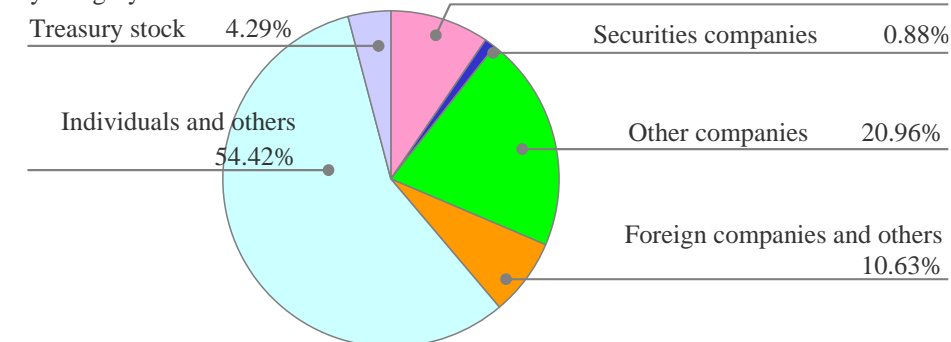
Company name	FIELDS CORPORATION http://www.fields.biz/
Establishment	June 1988 (Started business as TOYO Shoji Co., Ltd. in 1983)
Address of the Head office	E Space Tower, 3-6, Maruyama-cho, Shibuya-ku, Tokyo 150-0044, Japan
Common stock	¥7,948.03 million
Stock information	Total number of shares issued and outstanding: 347,000 (Treasury stock: 14,885)
Securities exchange	Osaka Stock Exchange, JASDAQ market Standard, 2767
Number of employees	682(Non-Consolidated), 1,178(Consolidated)
Main business activities	Planning, development and sales of pachinko/pachislot machines
Regional Offices and Branch Offices	<Regional Offices> Hokkaido-Tohoku, North Kanto, Tokyo, Nagoya, Osaka, Chugoku-Shikoku, Kyushu
	<Branch Offices> Sapporo, Sendai, Aomori, Takasaki, Niigata, Koriyama, Tokyo, Western Tokyo, Chiba, Saitama, Yokohama, Tsukuba, Nagoya, Mie, Shizuoka, Osaka, Kyoto, Kobe, Kanazawa, Hiroshima, Yamaguchi, Matsuyama, Fukuoka, Saga, Kumamoto, Kagoshima
Consolidated subsidiaries	<ul style="list-style-type: none"> •Fields Jr. Corporation •FutureScope Corporation •Japan Sports Marketing Inc. •Lucent Pictures Entertainment, Inc. •Tsuburaya Productions Co., Ltd. •Digital Frontier Inc. and 8 other companies
Equity method companies	<ul style="list-style-type: none"> •Rodeo Co., Ltd. •Kadokawa Haruki Corporation •HERO'S and 3 other companies

Principal shareholders

(As of March 31, 2011)

Shareholders	Number of shares held	Percentage of outstanding shares held
Hidetoshi Yamamoto	86,750	25.00%
SANKYO CO., LTD.	52,050	15.00%
Takashi Yamamoto	36,128	10.41%
Mint Co.	16,000	4.61%
Treasury Stock	14,885	4.29%
The Master Trust Bank of Japan, Ltd. (Trust account)	9,609	2.77%
Japan Trustee Services Bank, Ltd. (Trust account)	7,964	2.30%
Trust & Custody Services Bank, Ltd. (Securities investment trust account)	7,680	2.21%
Takashi Oya	4,500	1.30%
BBH (LUX) FIDELITY FUNDS JAPAN ADVANTAGE	3,880	1.12%

Number of shareholders by category



Our Tracks (1988-2006)

FIELDS CORPORATION

The greatest leisure for all people

Pachinko/Pachislot related business

Distribute pachinko/pachislot machines more widely

Fabless manufacturer

Content provider

- Established in Nagoya to sell pachinko/pachislot machines
- Established branch offices in Tokyo
- Merged Leisure Nippon Newspaper Company and launched a new industrial vision
- Launched the 'Hall TV' system to support pachinko hall management
- Nationwide expansion: to Tohoku, Chugoku, Shikoku, Kansai
- Established a sales tie-up with a pachinko/pachislot machine manufacturer Sammy Corporation
- Launched 'Pachinko Information Station,' a CS service for the industry in collaboration with Mitsui & Co., Ltd.
- Obtained ISO9002: 1994
- Started to sell Rodeo's pachinko/pachislot machines as a sales channel of Rodeo Co., Ltd.
- Renamed Fields Corporation
- Consolidated Fields Jr. Corporation as a subsidiary
- Invested in Rodeo Co., Ltd.
- Obtained ISO9001: 2000
- Listed on JASDAQ
- Released Sammy pachinko machines exclusively for Fields
- Established business tie-up with the SANKYO Group and Bisty Co., Ltd.
- Released the first machine made via a full-scale collaboration with Bisty Co., Ltd.
- Established G&E Corporation via joint investments of Sammy Corporation, SANKYO CO., LTD. and Fields Corporation
- Launched a full-scale collaboration with Olympia Co., Ltd., for a Gold Olympia brand

Group related business

1988
1992
1995
1999
2000
2001
2002
2003
2004
2005
2006

- Established Professional Management Co., Ltd., and Total Workout Corporation
- Invested in D3 Publisher Inc.
- Consolidated D3 Publisher Inc. and White Trash Charms Japan Co., Ltd. as a subsidiary of the Company
- Invested in Kadokawa Haruki Corporation
- Invested in and consolidated J. Sakazaki Marketing Ltd. as a subsidiary of the Company
- Established Japan Sports Marketing Inc. (Merger of three subsidiary companies)
- Consolidated thinkArts Co., Ltd., Fields Pictures Corporation and FutureScope Corporation as a subsidiary of the Company

As a trailblazing creator pursuing more entertaining pachinko/pachislot machines

Our Tracks (2007-2011)

FIELDS CORPORATION

The greatest leisure for all people

Pachinko/Pachislot related business

- Established business tie-up with KYORAKU SANGYO

Next

Group related business

- 2007
 - Established Ildel Corporation and Haruki Fields Cinema Fund
 - Launch of Lucent Pictures Entertainment, Inc.
 - Consolidated EXPRESS Inc. as a subsidiary of the Company
- 2008
 - Consolidated Shin-Nichi Technology Co., Ltd. as a subsidiary of the Company
 - Invested in Bbmf Magazine, Inc. and SPO Inc.
- 2009
 - Merger of White Trash Charms Japan Co., Ltd., and Fields Pictures Corporation
 - Completion of liquidation of thinkArts Co., Ltd.
 - Sale of D3Inc. to NAMCO BANDAI Games Inc.
 - Established F Corporation
- 2010
 - Consolidated Tsuburaya Productions Co., Ltd. as a subsidiary of the Company
 - Consolidated Digital Frontier Inc. as a subsidiary of the Company
 - Established a new joint investment publishing company HERO'S with Shogakukan Creative Inc.
 - Completion of liquidation of Ildel Corporation
- 2011
 - Established IP Bros. Incorporated
 - Consolidated MICROCABIN CORP. as a subsidiary of the Company
 - Completion of liquidation of Haruki Fields Cinema Fund

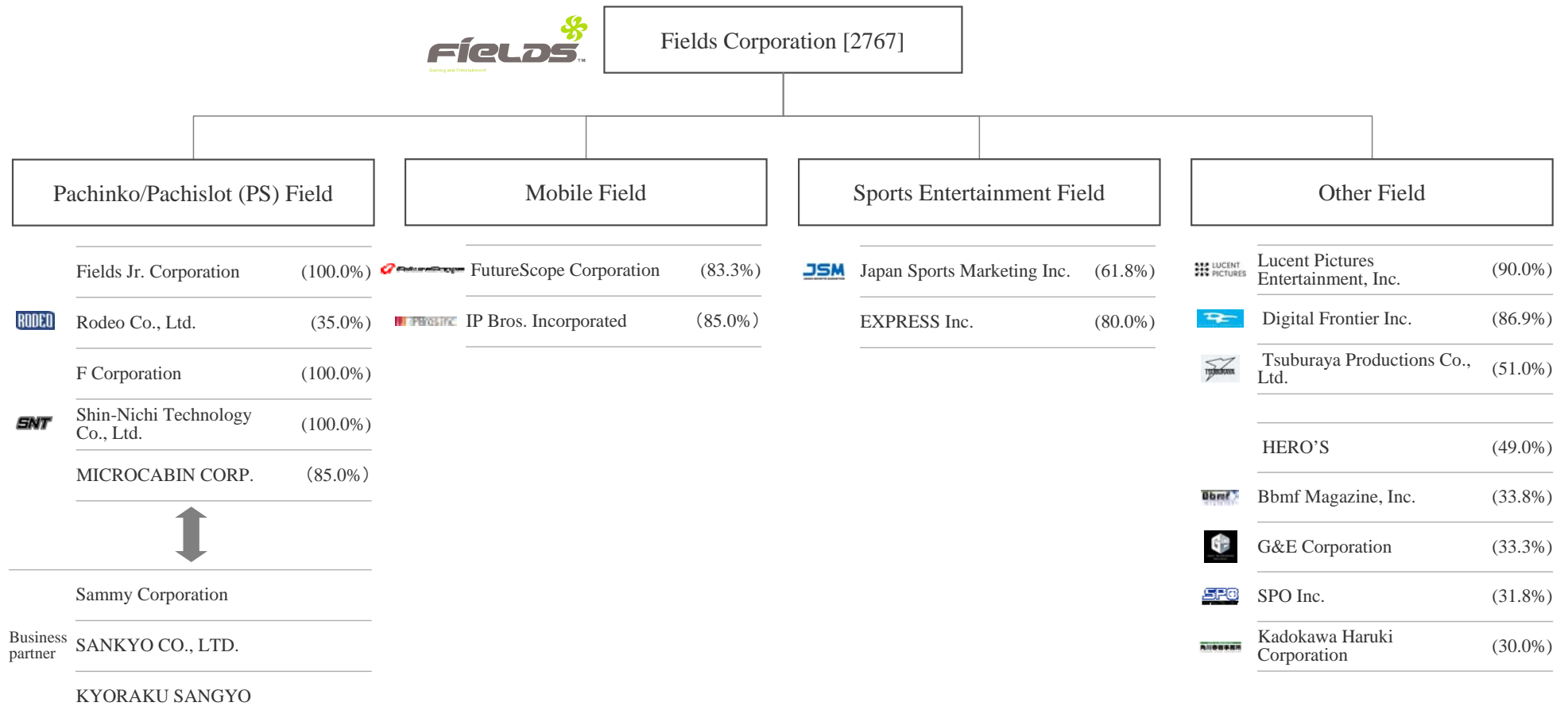
As a trailblazing creator pursuing more entertaining pachinko/pachislot machines

Group Structure

FIELDS CORPORATION

The greatest leisure for all people

(As of June 30, 2011)



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

Status of Group Companies

FIELDS CORPORATION

The greatest leisure for all people

(As of June 30, 2011)

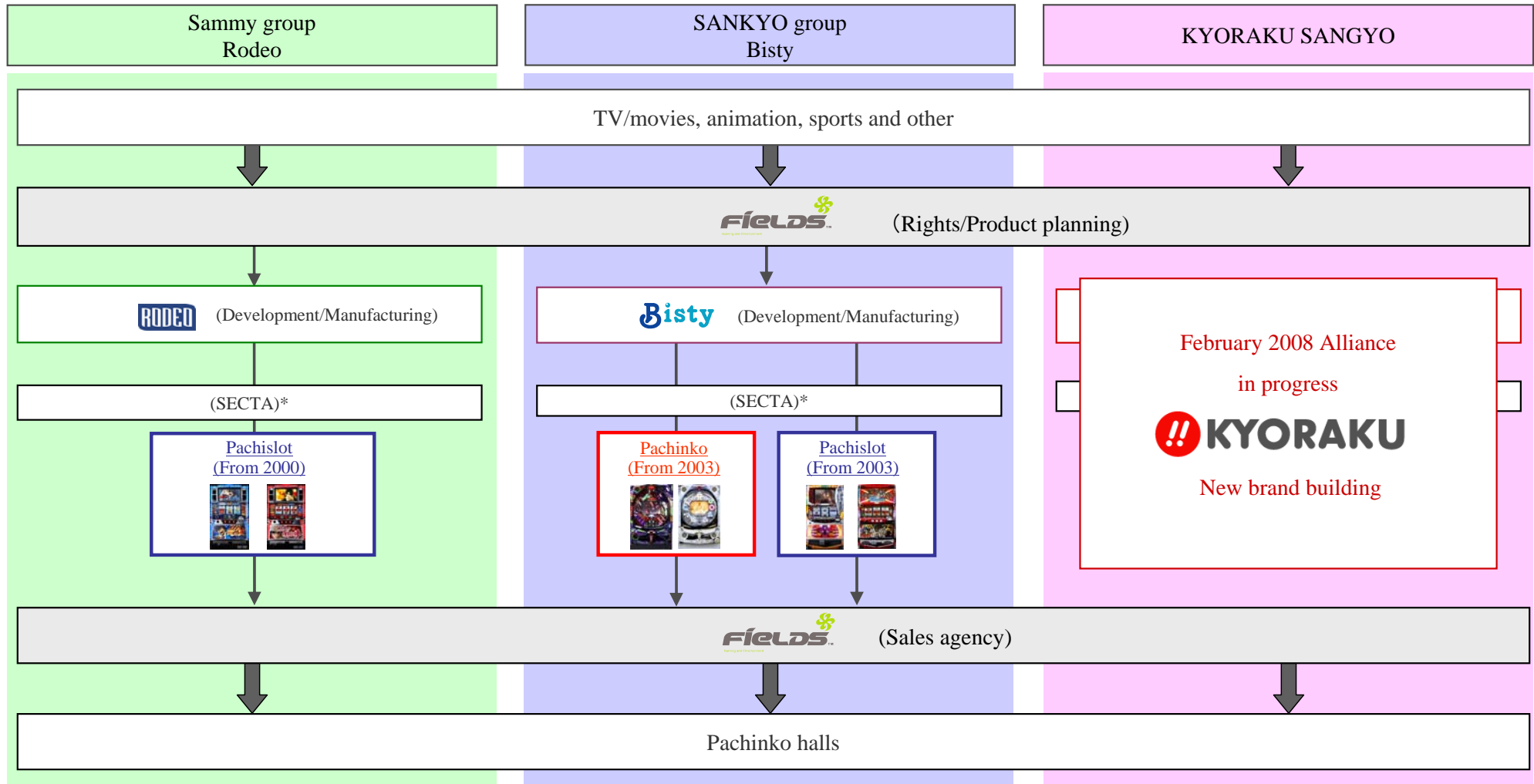
	Company name	Holding ratio	Paid-in capital (Million yen)	Address	Business activities	Investment date
Pachinko/Pachislot (PS) Field	Fields Jr. Corporation	100.0	10	Shibuya-ku, Tokyo	Pachinko/Pachislot machine maintenance, etc.	March 2002
	Shin-Nichi Technology Co., Ltd.	100.0	50	Taito-ku, Tokyo	Pachinko/ Pachislot machine development	January 2008
	F Corporation	100.0	200	Shibuya-ku, Tokyo	Pachinko/Pachislot machine planning and development	May 2009
	MICROCABIN CORP.	85.0	227	Yokkaichi-shi, Mie	Planning and development of software for commercial-use machine	January 2011
	Rodeo Co., Ltd.	35.0	100	Toshima-ku, Tokyo	Pachinko/Pachislot machine development and manufacturing	March 2002
Mobile Field	FutureScope Corporation	83.3	60	Shibuya-ku, Tokyo	Mobile contents service provider and mail order	October 2006
	IP Bros. Incorporated	85.0	75	Shibuya-ku, Tokyo	Digitization of intellectual properties / Construction and management of dedicated pachinko/pachislot sites	December 2010
Sports Entertainment Field	Japan Sports Marketing Inc.	61.8	200	Shibuya-ku, Tokyo	Athletes management / Running fitness gyms	October 2005
	EXPRESS Inc.	80.0	300	Fukuoka-shi, Fukuoka	Running fitness gym	December 2007
Other Field	Lucent Pictures Entertainment, Inc.	90.0	20	Shibuya-ku, Tokyo	Planning, production and producing of animations	October 2007
	Digital Frontier Inc.	86.9	31	Meguro-ku, Tokyo	CG planning and production	April 2010
	Tsuburaya Productions Co., Ltd.	51.0	310	Setagaya-ku, Tokyo	Movie/TV planning and production Character goods planning, production and sales	April 2010
	HERO'S	49.0	10	Shibuya-ku, Tokyo	Comic magazine and character contents planning, operation and production	April 2010
	Bbmf Magazine, Inc.	33.8	20	Chiyoda-ku, Tokyo	Publishing and selling books and magazines, etc.	January 2008
	G&E Corporation	33.3	450	Shibuya-ku, Tokyo	Running business schools focused on entertainment field	May 2005
	SPO Inc.	31.8	371	Minato-ku, Tokyo	Movie planning, production and distributor, etc.	March 2008
	Kadokawa Haruki Corporation	30.0	757	Chiyoda-ku, Tokyo	Planning, production, editing, publishing and selling books and magazines	March 2005

Business Model (PS Planning, Development and Sales)

FIELDS CORPORATION

The greatest leisure for all people

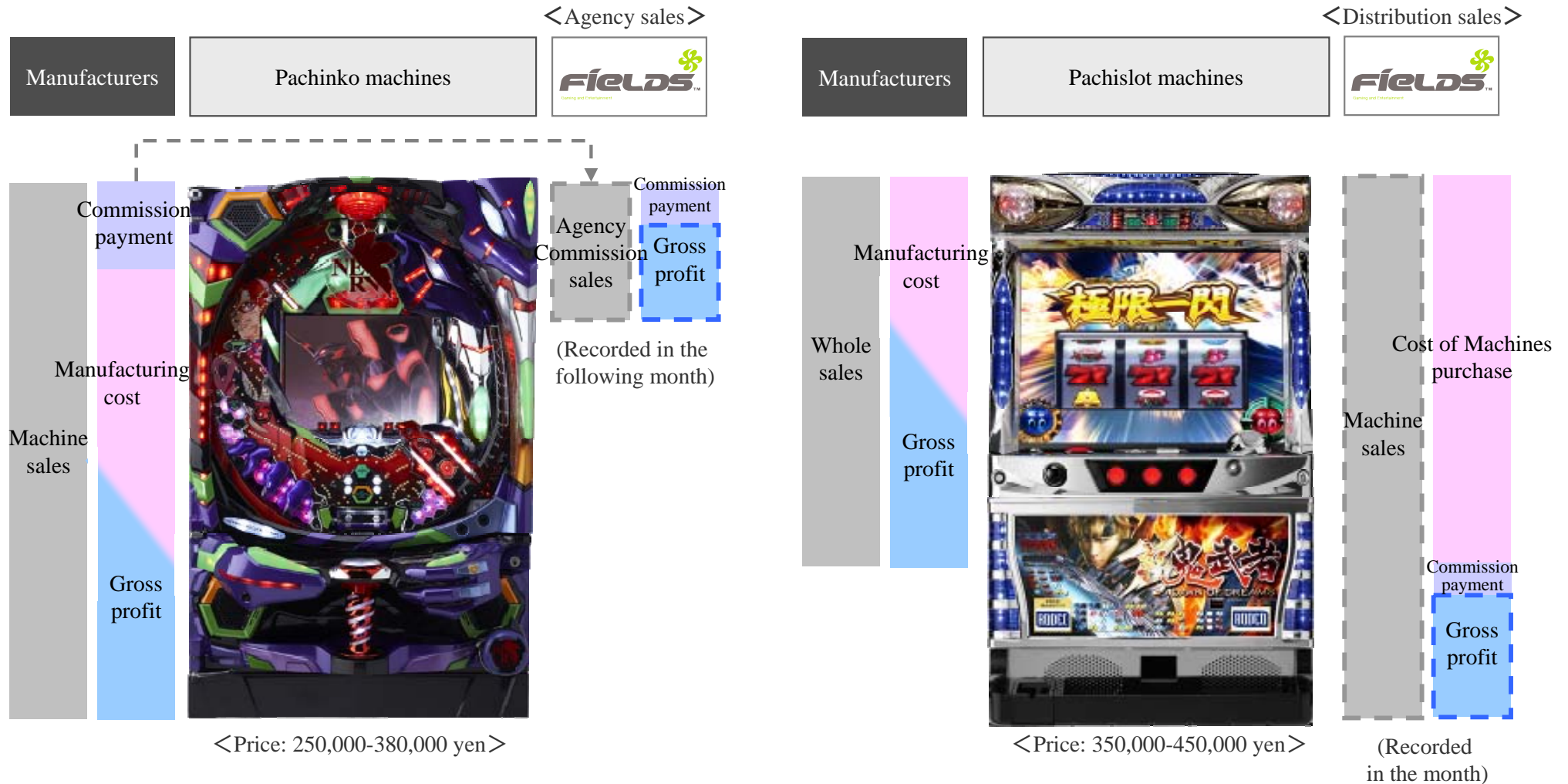
(As of June 30, 2010)



Accounting Method of Pachinko/Pachislot Sales (Image)

FIELDS CORPORATION

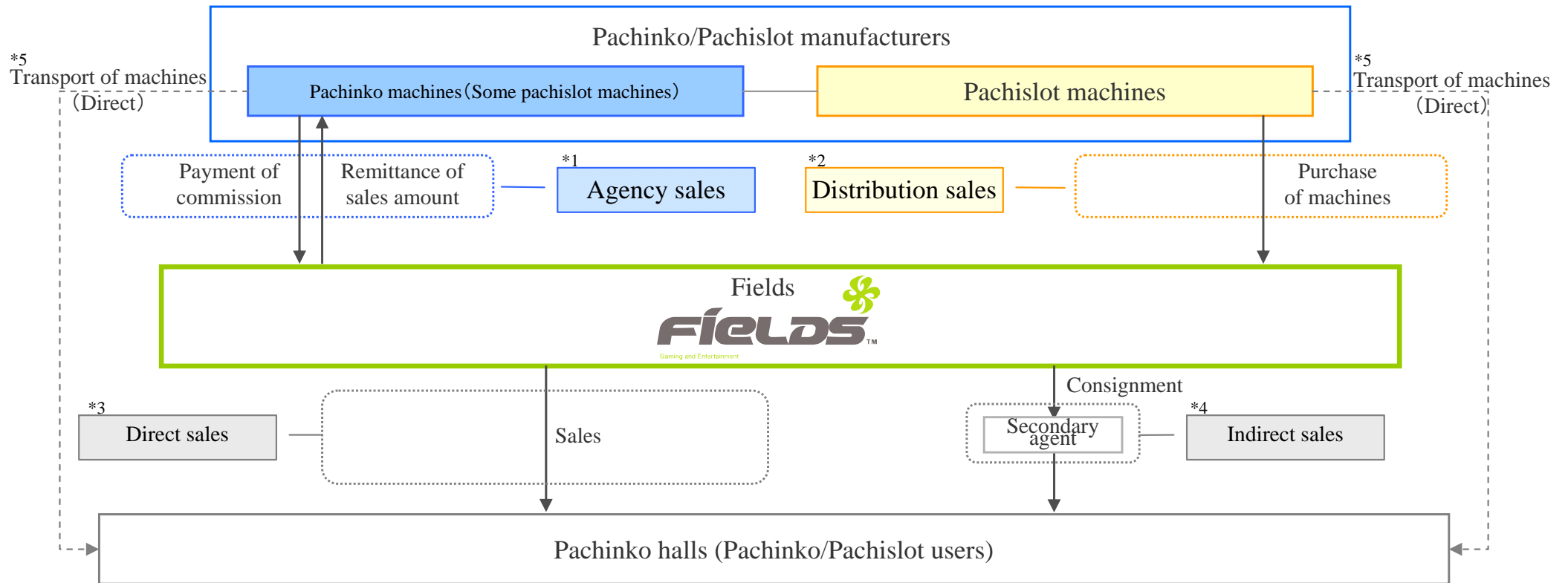
The greatest leisure for all people



Glossary of Fields' Pachinko/Pachislot Machine Sales

FIELDS CORPORATION

The greatest leisure for all people



*1 Agency sales : Sales and profit by commission

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

*3 Direct sales : Direct sales by own sales force

*4 Indirect sales : Indirect sales through secondary agents

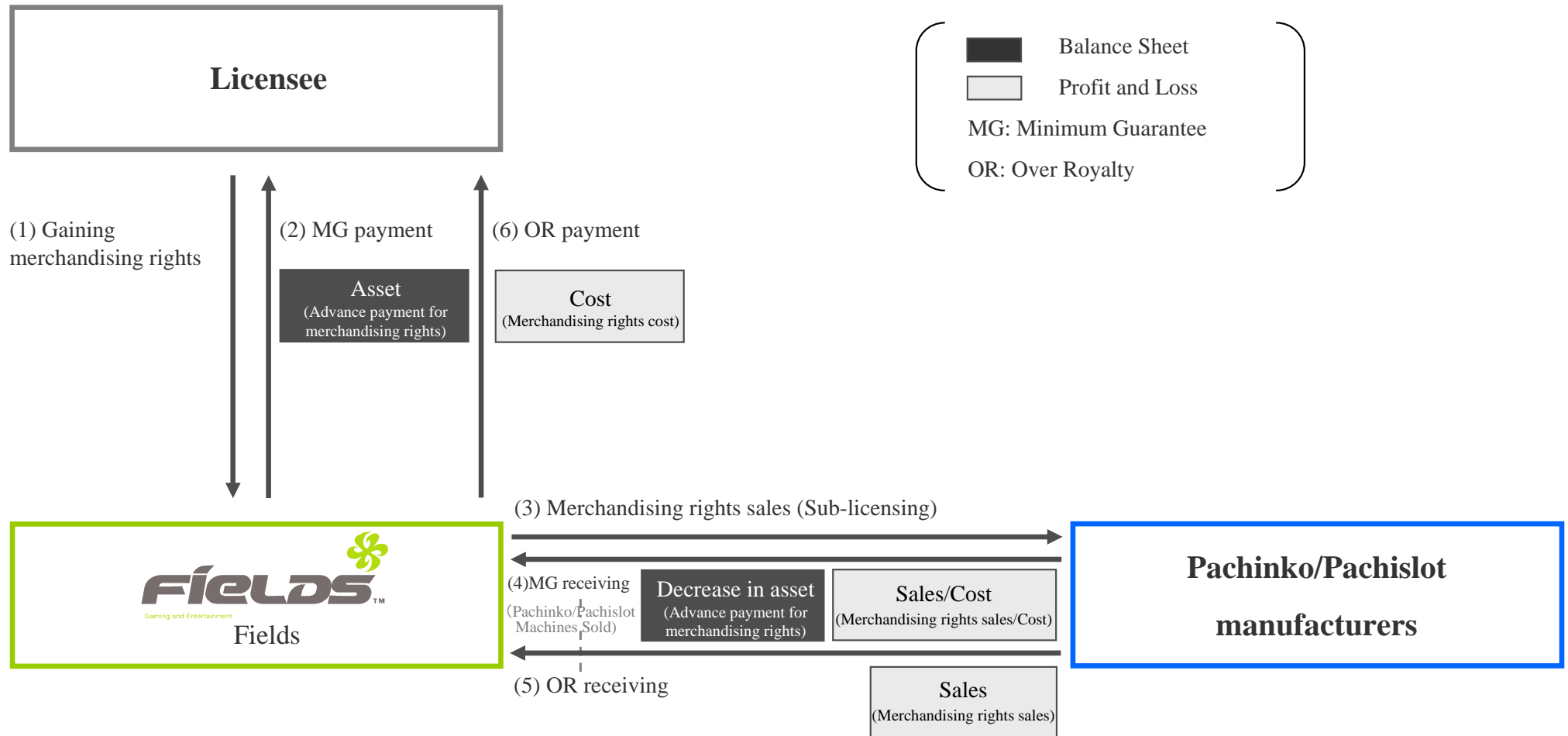
*5 Transport of machines : Direct transport of machines from manufacturers to Pachinko halls

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

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

FIELDS CORPORATION

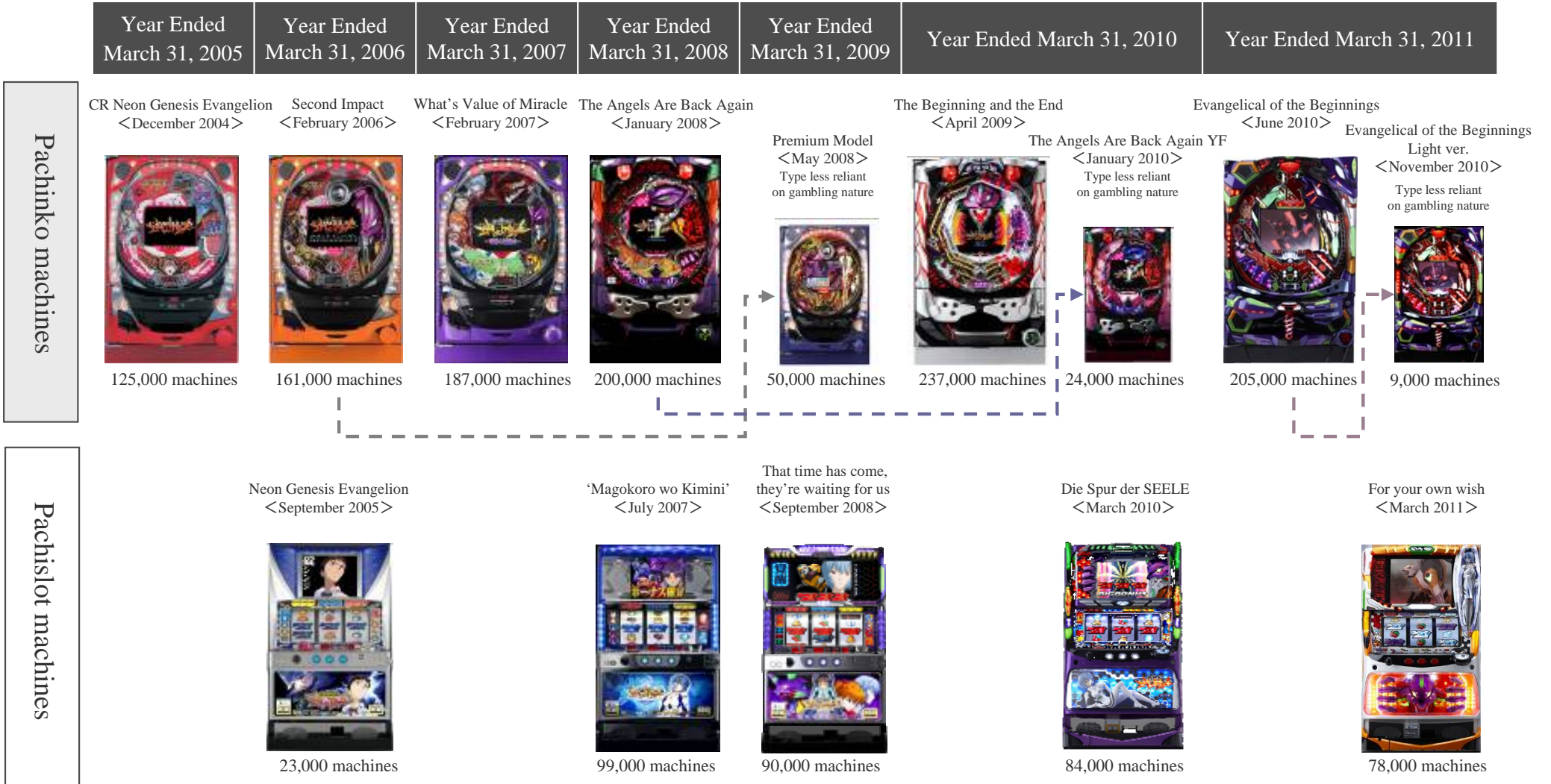
The greatest leisure for all people



Change of “Evangelion” Series

FIELDS CORPORATION

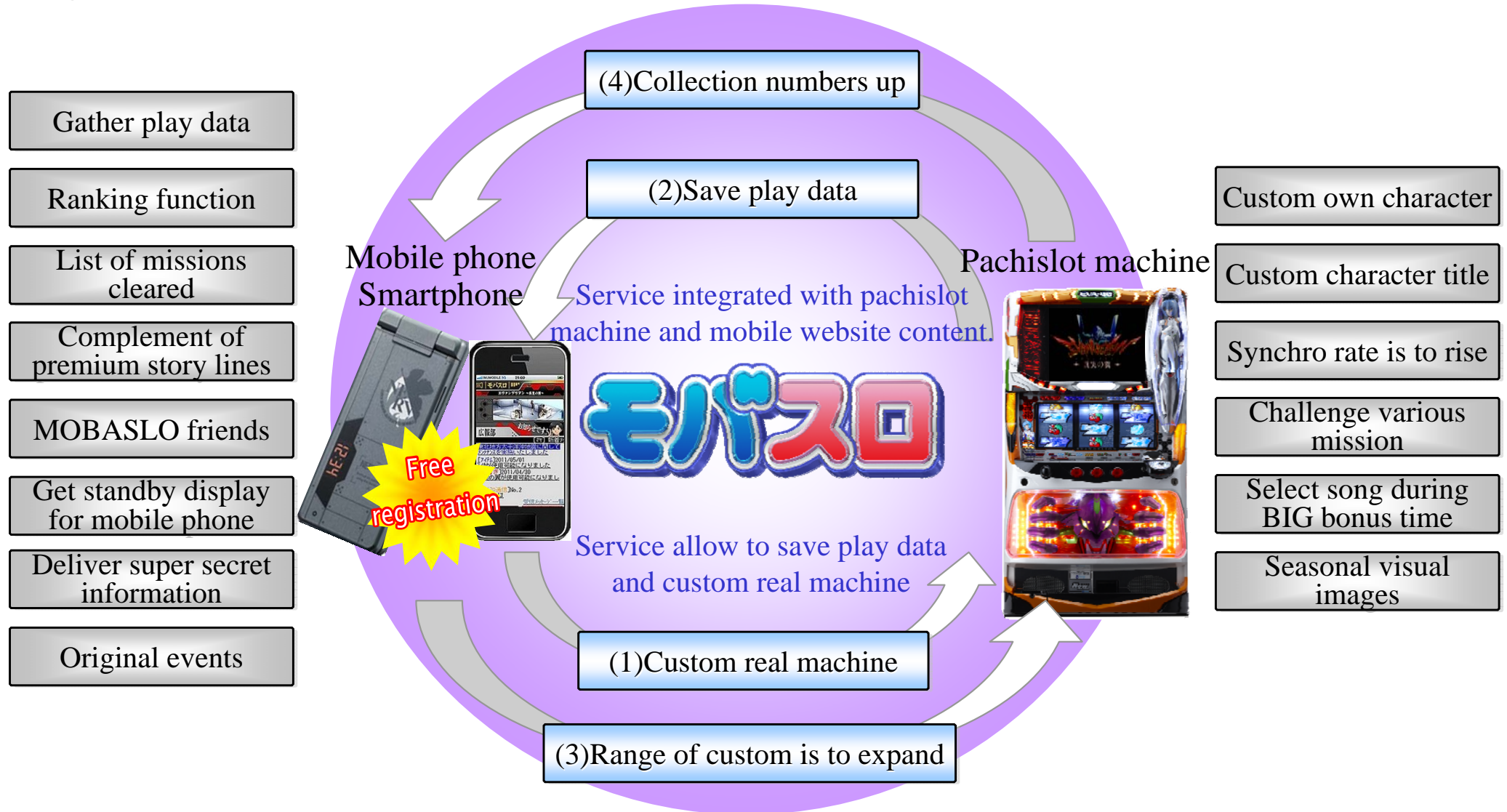
The greatest leisure for all people



Introduction of "MOBASLO"

FIELDS CORPORATION

The greatest leisure for all people



Gather play data

Ranking function

List of missions cleared

Complement of premium story lines

MOBASLO friends

Get standby display for mobile phone

Deliver super secret information

Original events

Custom own character

Custom character title

Synchro rate is to rise

Challenge various mission

Select song during BIG bonus time

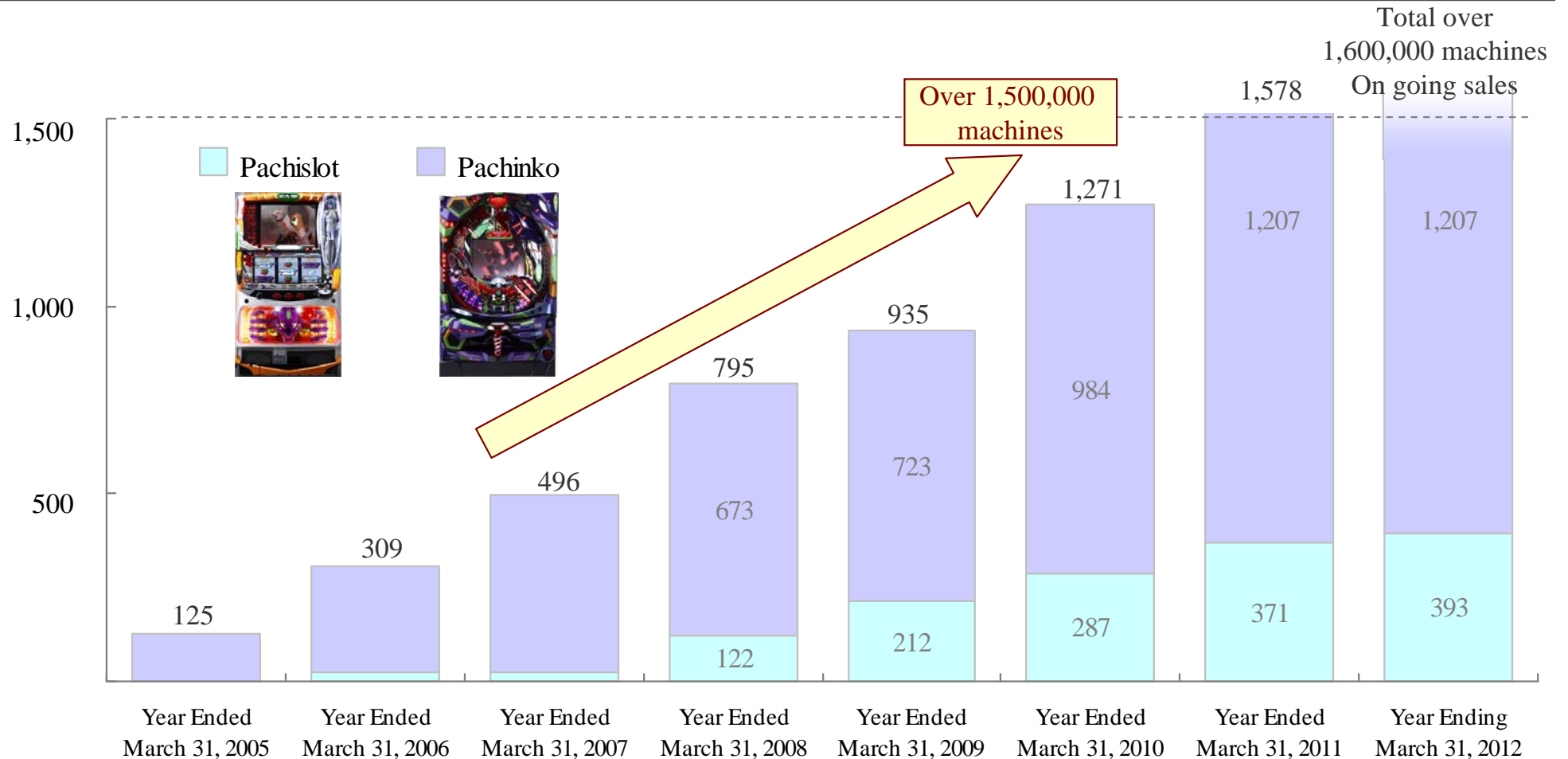
Seasonal visual images

Total Sale Machines of Evangelion Series

FIELDS CORPORATION

The greatest leisure for all people

Planned and sold 6 pachinko and 5 pachislot titles since the year ended March, 2005
 Total sale exceeded **1.5 million machines** in the year ended March, 2010



Introduction of Titles in Rodeo's 10th Anniversary Series

FIELDS CORPORATION

The greatest leisure for all people

Rodeo's 10th anniversary: Launched a series of classic pachislot titles and to be released.

1st Onimusha: Dawn of Dreams	2nd Gamera	3rd Ore no Sora—Spirit of Young Justice	4th Kaze no Youjinbou—Memory of Butterflies
---------------------------------	---------------	--	--



2000
Gamera



2001
Oo-Gamera



2006
Ore no Sora



2003
Kaze no Youjinbou



2005
Onimusha 3



Released in March 2010

Released in June 2010

Released in December 2010

Released in August 2011

Next

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

FIELDS CORPORATION

The greatest leisure for all people

(Unit: Machines)

	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			Year Ending March 31, 2012
	H1	H2	Full-Year	H1	H2	Full-Year	H1	H2	Full-Year	H1	H2	Full-Year	H1	H2	Full-Year	Q1
Number of machines sold	229,807	281,440	511,247	212,088	272,446	484,534	216,832	114,373	331,205	274,144	175,736	449,880	293,128	187,145	480,273	43,357
Sales ratio																
Pachinko	123,271 53.6%	222,552 79.1%	345,823 67.6%	38,585 18.2%	235,396 86.4%	273,981 56.5%	137,539 63.4%	64,986 56.8%	202,525 61.1%	266,284 97.1%	64,450 36.7%	330,734 73.5%	226,620 77.3%	35,994 19.2%	262,614 54.7%	7,107 16.4%
Pachislot	106,536 46.4%	58,888 20.9%	165,424 32.4%	173,503 81.8%	37,050 13.6%	210,553 43.5%	79,293 36.6%	49,387 43.2%	128,680 38.9%	7,860 2.9%	111,286 63.3%	119,146 26.5%	66,508 22.7%	151,151 80.8%	217,659 45.3%	36,250 83.6%
Agency/Distribution sales ratio																
Agency sales	127,081 55.3%	223,086 79.3%	350,167 68.5%	40,120 18.9%	237,648 87.2%	277,768 57.3%	138,492 63.9%	66,674 58.3%	205,166 61.9%	255,570 93.2%	67,177 38.2%	322,747 71.7%	228,042 77.8%	40,130 21.4%	268,172 55.8%	8,017 18.5%
Distribution sales	102,726 44.7%	58,354 20.7%	161,080 31.5%	171,968 81.1%	34,798 12.8%	206,766 42.7%	78,340 36.1%	47,699 41.7%	126,039 38.1%	18,574 6.8%	108,559 61.8%	127,133 28.3%	65,086 22.2%	147,015 78.6%	212,101 44.2%	35,340 81.5%
Direct/Indirect sales ratio																
Direct sales	167,788 73.0%	218,503 77.6%	386,291 75.6%	164,786 77.7%	215,392 79.1%	380,178 78.5%	177,552 81.9%	89,735 78.5%	267,287 80.7%	221,521 80.8%	145,626 82.9%	367,147 81.6%	239,336 81.6%	156,701 83.7%	396,037 82.5%	33,720 77.8%
Indirect sales	62,019 27.0%	62,937 22.4%	124,956 24.4%	47,302 22.3%	57,054 20.9%	104,356 21.5%	39,280 18.1%	24,638 21.5%	63,918 19.3%	52,623 19.2%	30,110 17.1%	82,733 18.4%	53,792 18.4%	30,444 16.3%	84,236 17.5%	9,637 22.2%

Titles of Pachinko Machines Sold (2007.03-2011.03)

FIELDS CORPORATION

The greatest leisure for all people

Unit: Machines	Sammy	Sold	Bisty	Sold	Olympia	Sold
2011.03			CR Kung Fu Panda	11,000		
			CR Evangelion—Evangelical of the beginnings Light ver	-		
			CR Shimizu no Jirocho Light ver.	-		
			CR Evangelion—Evangelical of the Beginnings	205,000		
2010.03			CR Neon Genesis Evangelion—The Beginning and the End	230,000		
			CR Iron Chef	-		
			CR GTO	-		
			CR Neon Genesis Evangelion—The Angels Are Back Again YF	23,000		
			CR Shimizu no Jirocho—The Bonds of Life	-		
2009.03	CR Virtua Fighter	11,000	CR Mystic Blue	-		
			CR King Kong	21,000		
			CR Seven Samurai	82,000		
			CRA Morning Musume	-		
			CRA Neon Genesis Evangelion Premium Model	50,000		
2008.03	CR Sakura Taisen	41,000	CR Neon Genesis Evangelion—The Angels Are Back Again	200,000		
			CR Tomb Raider	-		
			CRA Felix the Cat	-		
			CR The Mask of Zorro	-		
			CR LOONEY TUNES BIA	-		
2007.03	CR SEACOP	-	CR Neon Genesis Evangelion—Kiseki no Kachiwa	187,000	CR PROJECT MINERVA	-
	CR Salaryman Kintaro 2	28,000	CR WINK	11,000		
	CR Gamera Extreme Battle	-	CR Aya Matsuura	40,000		
			CR Otoko Ippiki Gaki Daisho	-		
			CR Shin Sangoku Musou	27,000		

* Regarding the titles of pachinko/pachislot machines for which the number of machines sold was less than 10,000, the number of machines sold was not released.

* Round down to the nearest 1,000.

Titles of Pachinko Machines Sold (2002.03-2006.03)

FIELDS CORPORATION

The greatest leisure for all people

Unit: Machines	Sammy	Sold	Bisty	Sold
2006.03	CR Sakigake!! Otoko Juku	29,000	CR Neon Genesis Evangelion: Second Impact	161,000
	CR Super Jetter	-	CR Ashita ga arusa Yoshimoto World	38,000
	CR Azumi	-	CR Marilyn Monroe	39,000
	CR K-1 PREMIUM Dynamite!!	-	CR Iijima Naoko no Casino Bisty	21,000
			CR Daimajin	10,000
2005.03	CR Ore no Sora	30,000	CR Kahara Tomomi to Minashigo Hatchi	41,000
	CR Bakumatsu no kaze	13,000	CR Neon Genesis Evangelion	125,000
	CR LINDA	25,000	CR Circuit e ikou!	11,000
			CR FEVER TWINS	-
2004.03	CR Rikidozan	40,000	CR FEVER KUNG-FU GAL	14,000
	CR Sonic	27,000		
	CR CITY HUNTER	36,000		
	CR Ume Matsu Paradise	24,000		
2003.03	CR GEN JU HAOU	13,000		
2002.03	CR Salaryman Kintaro	24,000		

* Regarding the titles of pachinko/pachislot machines for which the number of machines sold was less than 10,000, the number of machines sold was not released.

* Round down to the nearest 1,000.

Titles of Pachislot Machines Sold (2007.03-2011.03)

FIELDS CORPORATION

The greatest leisure for all people

Unit: Machines	Rodeo	Ssold	Bisty	Sold	Olympia	Sold	Enterrise	Sold
2011.03	Gravion	-						
	Ore no Sora —Spirit of Young Justice	38,000	MOBASLO Evangelion —for your own wish	55,000				
	Gamera	13,000	Magical Shopping Arcade Abenobashi	-			Sengoku BASARA 2	16,000
2010.03	Onimusha: Dawn of Dreams	90,000	Saturday Night Fever	-	Aim for the Ace!	-		
	Hono-no Nekketsu Kyoshi	-	Neon Genesis Evangelion —Die Spur der SEELE	75,000	I am KONISHIKI	-		
2009.03	Kaiji Act 2	18,000	KING KONG	-				
	Tenchi wo Kurau	-	Neon Genesis Evangelion—That time has come, now they're waiting for us	90,000				
	Sonic Live	-						
2008.03	Tenka Muteki! Salaryman Kintaro	18,000	Beach Club	-	Shin Sangokumusou	-		
	Virtua Fighter	10,000	Neon Genesis Evangelion —'Magokoro wo Kimini'	99,000	Kaiketsu Harimau	-		
	The Mask of Zorro	-	Morning Musume	-				
	Cream Stew	-						
	Devil May Cry 3	48,000						
2007.03	Sakigake!! Otoko Juku	17,000	SHERLOCK HOUND	-	Karate-Baka Ichidai	-		
	PREMIUM Dynamite	-	GTO	-	KING OF MOUSE	30,000		
	Dokaben	-	ROCKY BALBOA	-	LOONEY TUNES: BACK IN ACTION	-		
			Tomb Raider	60,000				
			Lord of the Rings	-				

* Regarding the titles of pachinko/pachislot machines for which the number of machines sold was less than 10,000, the number of machines sold was not released.

* Round down to the nearest 1,000.

Titles of Pachislot Machines Sold (2001.03-2006.03)

FIELDS CORPORATION

The greatest leisure for all people

Unit: Machines	Rodeo	Ssold	Bisty	Sold	Olympia	Sold
2006.03	Ore no Sora	125,000	Neon Genesis Evangelion	23,000	Geronimon S	-
	Dokonjo Gaeru	-				
2005.03	Onimusha 3	120,000	Dai Yamato	12,000	Mezase Dokidoki Zima	-
	Kaiji	29,000	Fever Natsumatsuri	-		
	Umematsu Dynamite Wave!	36,000				
2004.03	Gamera-High Grade Vision	61,000	KAIZOKU	-	Ougonshin	13,000
	WANTOUCHABLE (Sammy)	-				
	JET SET RADIO	22,000				
	Charlie's Angels	-				
	Sloter Kintaro	52,000				
	Yajyu	14,000				
2003.03	KAZENOYOUJINBOU	53,000				
	SNOW KING	-				
	Salaryman Kintaro S	-				
	CLUB RODEO T	43,000				
	Ginginmaru	31,000				
2002.03	Ichigeki Teio 2	17,000				
	Salaryman Kintaro	118,000				
	DOUBLE CHALLENGE	31,000				
	Oo-Gamera	32,000				
2001.03	INDY JAWS 2	23,000				
	Gamera	29,000				

* Regarding the titles of pachinko/pachislot machines for which the number of machines sold was less than 10,000, the number of machines sold was not released.

* Round down to the nearest 1,000.

CSR Activities

FIELDS CORPORATION

The greatest leisure for all people

Basic approach to CSR

Our corporate activities and CSR should be one and the same

Topic 1	Over 25% reduction in power consumption year-over-year
Activities	Air conditioning: Reducing operating hours / Fixed at 28°C Facility: Reduced lighting use / Improved insulation OA: Introduced controlled PC sleep mode / Reducing use of standby mode, etc. Cool Biz: Provided company issue short sleeved shirts
Date	May 16, 2011-September 30

Topic 2	Charity golf tournament support “THE LEGEND CHARITY PRO-AM TOURNAMENT”
Date	May 7-8, 2011
Details	Proceeds from entree fee, charity auction, sale of tickets to the venue were donated
Donations	Donated to the Earthquake in Eastern Japan for reconstruction support

Topic 3	Active participation in volunteer Eco-activities through joining Cleanup Campaign
September 2010	Joined “Cleanup Campain at Kugenuma beach” organized by JEAN
October 2010	Joined “Shibuya town cleanup regulation enlightening campaign Oct, 5” organized by Shibuya ward
March 2011	Joined “The union beautification day at Shibuya station” organized by Beautification promotion committee Shibuya ward and cleanup around Shibuya station once every month.

Topic 4	Introduction of Eco-Car
Object	Sales cars : 209
Duration	September 2009-June 2012
Effect	Reduction in CO2 by 480t a year (Equivalent to CO2 absorption of 30,000 cedar trees)

Topic 5	Renewed ISO27001, ISO9001 Information security management system
ISO27001	August ,2010 Certification renewed
ISO9001	July, 2010 Transition to ISO9001 : 2008
Details	Upgrading of information security management system Continuous improvement of quality management

Topic 6	Establishment of Okinawa working center
Activities	Employs people with disabilities in Okinawa to promote the employment for the people with disabilities Keeps the social responsibility through offering the employment opportunities and a comfortable working place to people with disabilities
Establishment Date	1 April, 2010 (Opening ceremony: 5 April, 2010)
Business Activities	Business of data imputing, etc of office related matters

Topic 7	Introduction of AED* (*automatic external defibrillator)
Activities	Installed a numbers of AED at visible place in the office building such as nearby entrance to allow visitors and neighbor residents to use, as well as employees. Employees took instruction course of AED.
Date	January 7, 2011-March (tentative complement)
Number of AED	35units (Head office,7 regional offices and 26 branches)

CSR Activities (Group companies topics)

FIELD'S CORPORATION

The greatest leisure for all people

Tsuburaya Productions Co., Ltd.

Established ULTRAMAN FOUNDATION

Tsuburaya Productions Co.,Ltd. and the approval group companies established ULTRAMAN FOUNDATION in March 2011 immediately after the earthquake occurred .

This Foundation provides psychological and material support to children are the hope for the future and deploy the everlasting support activity for children's future.

Overview of ULTRAMAN FOUNDATION

Name	ULTRAMAN FOUNDATION
Representative	Hidetoshi Yamamoto (Tsuburaya Productions Co., Ltd Chairman & CEO)
Establishment	March 2011
Organizer	Tsuburaya Productions Co., Ltd.
URL	http://www.ultraman-kikin.jp/en/
Statement	<p>Ultraman Foundation is a foundation that acknowledges children are the hope for the future, and will provide everlasting support in all kinds of ways for the welfare and well being of all children.</p> <p>It is our mission to bring back the smiles to the faces of each child as soon as possible, and we pray from our heart that the children will move on to their bright future.</p>
Slogan	The Foundation to support now and future of the earthquake-stricken children.



Activities

April 2011	Visited Ishinomaki city, Minamisanriku town and Kesenuma city in Miyagi for support.
May 2011	<p>Fund raising campaign at the Chunichi Theatre in Nagoya.</p> <p>Donated 30 million yen to Miyagi.</p> <p>Visited Asahi city in Chiba for support.</p>
July 2011	<p>Donated 20 million yen to Fukushima.</p> <p>Visited Sukagawa city in Fukushima</p> <p>Visited Big Palette Fukushima in Koriyama city, Fukushima</p>

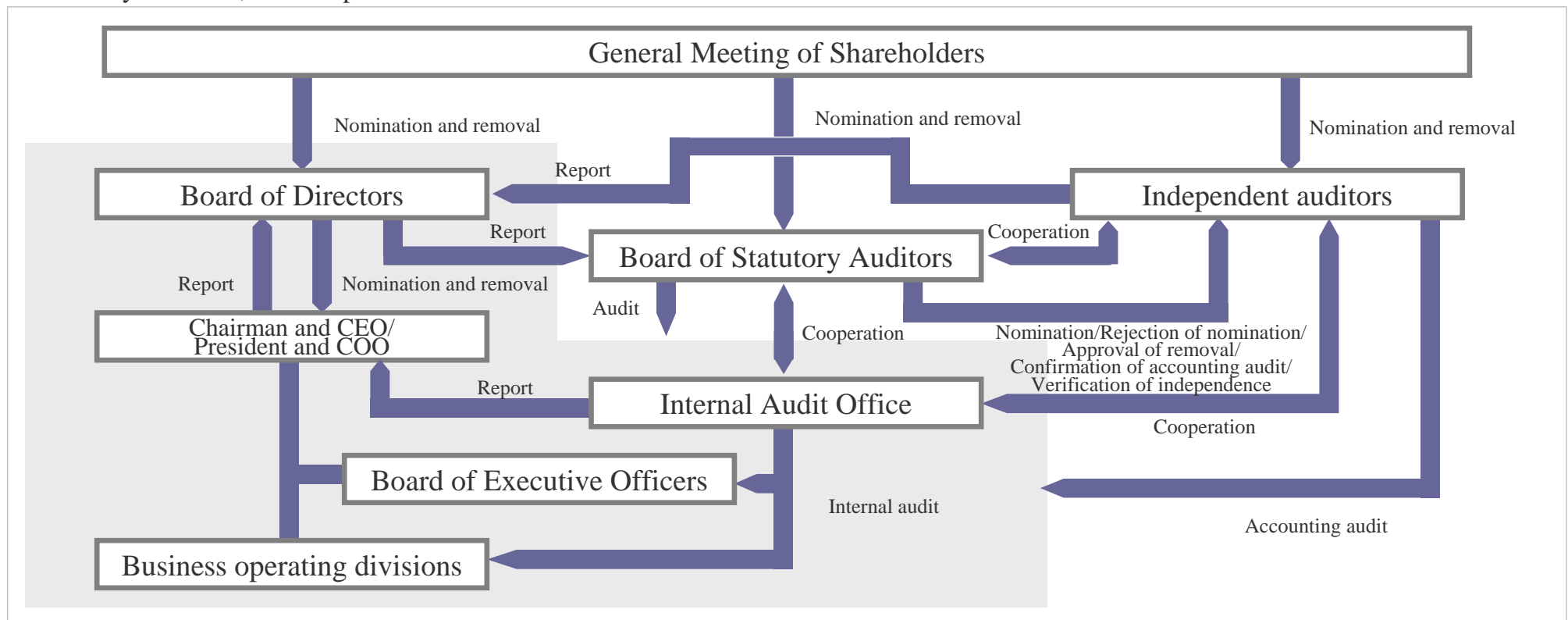
Corporate Governance System

FIELDS CORPORATION

The greatest leisure for all people

Basic approach to corporate governance

Fields Corporation has identified its corporate philosophy as providing “The Greatest Leisure for All People,” and has established a basic management policy of continuously enhancing corporate value. To realize this basic policy, enabling corporate governance system functions is considered to be one of our key management issues. We enhance our corporate governance system by advancing reforms in our management structures and institutions specifically within the framework of the Board of Directors, the Board of Statutory Auditors, the Independent Auditor and the Board of Executive Officers.



Profit Return Policy

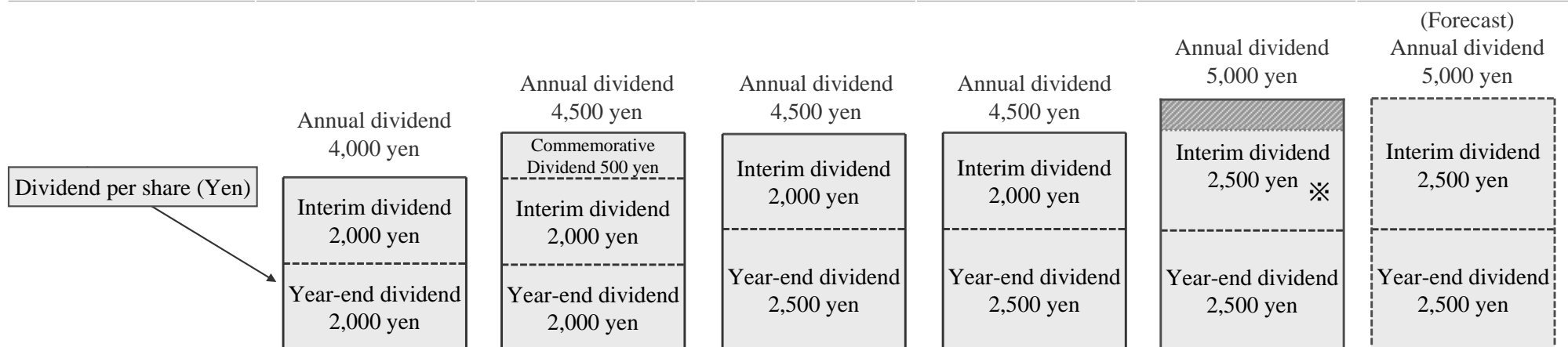
FIELDS CORPORATION

The greatest leisure for all people

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

(Unit: Million yen)

	Year Ended March 31, 2007	Year Ended March 31, 2008	Year Ended March 31, 2009	Year Ended March 31, 2010	Year Ended March 31, 2011	Year Ending March 31, 2012 Forecast
Net income	3,710	5,296	(1,481)	3,289	7,520	8,000
Total dividend	1,388	1,561	1,534	1,503	1,660	1,660
Payout ratio (%)	37.4	29.5	-	45.9	22.1	20.8
Total number of outstanding common stock (excluding treasury stock)	347,000	347,000	347,000	347,000	347,000	347,000
As of 1st Half (excluding treasury stock)	347,000	347,000	347,000	336,357	332,115	332,115
As of Full-Year (excluding treasury stock)	347,000	347,000	336,357	332,115	332,115	332,115



Financial Highlights

FIELDS CORPORATION

The greatest leisure for all people

Key financial data(unit: Million yen)	Non-Consolidated				Consolidated									
	1999.03	2000.03	2001.03	2002.03	2003.03	2004.03	2005.03	2006.03	2007.03	2008.03	2009.03	2010.03	2011.03	2012.03 Q1
Net sales	11,811	10,017	11,496	34,560	61,888	66,211	81,658	96,814	85,321	101,818	73,035	66,342	103,593	17,635
Gross profit	2,827	3,381	5,368	12,703	15,992	21,578	24,752	29,737	29,248	34,544	24,024	26,889	35,129	5,076
Operating Income	138	768	1,700	5,730	6,781	11,866	12,097	12,348	8,944	13,158	1,960	8,124	13,136	(225)
Ordinary income	107	726	1,681	5,664	7,022	12,209	12,480	13,127	9,202	11,705	991	7,761	13,684	(266)
Net income	34	262	583	3,041	3,524	6,620	6,926	7,085	3,710	5,296	(1,481)	3,289	7,520	(284)
Common stock	10	10	116	530	1,295	1,295	7,948	7,948	7,948	7,948	7,948	7,948	7,948	7,948
Net assets	23	286	1,069	3,883	8,752	14,507	33,426	39,411	42,836	46,331	39,496	41,187	47,021	45,877
Total assets	5,388	6,199	6,211	18,631	17,090	37,115	72,584	87,556	66,081	69,168	52,064	81,329	78,971	69,675
Cash flows from operating activities	-	-	1,105	4,525	3,316	851	2,965	6,164	5,293	11,127	4,147	8,429	8,005	8,173
Cash flows from investing activities	-	-	269	(724)	(2,253)	(3,190)	(5,257)	(2,224)	(4,772)	(14,604)	(6,182)	(1,011)	(4,356)	(931)
Cash flows from financing activities	-	-	(920)	2,004	(2,454)	2,029	10,177	(1,540)	1,488	(1,384)	602	(2,687)	(3,915)	(1,080)
Cash and cash equivalents at the end of year	-	-	1,414	6,857	5,739	5,437	13,326	15,777	17,819	12,693	11,181	15,906	15,632	21,791

Indicators per share (Yen)	1999.03	2000.03	2001.03	2002.03	2003.03	2004.03	2005.03	2006.03	2007.03	2008.03	2009.03	2010.03	2011.03	2012.03 Q1
Net assets per share	119,690	1,430,535	461,122	1,325,324	268,600	89,305	96,026	113,275	118,487	128,201	117,326	123,645	140,853	137,424
Annual dividend per share (Non-Consolidated)	-	-	15,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
				Old Shares 100,000		24,000	4,000	4,000	4,000	4,500	4,500	4,500	5,000	
				New Shares 27,398		Commemorative dividend	Interim dividend 2,000	Interim dividend 2,000	Interim dividend 2,000	Commemorative dividend 500	Interim dividend 2,000	Interim dividend 2,000	Interim dividend 2,500	
				2nd new Shares 548		Year-end dividend 4,000	Year-end dividend 2,000	Year-end dividend 2,000	Year-end dividend 2,000	Year-end dividend 2,000	Year-end dividend 2,500	Year-end dividend 2,500	Year-end dividend 2,500	
Net income per share	174,211	1,310,844	2,075,024	1,275,256	117,233	40,465	19,888	20,118	10,692	15,263	(4,271)	9,796	22,643	(856)

Management indicators (%)	1999.03	2000.03	2001.03	2002.03	2003.03	2004.03	2005.03	2006.03	2007.03	2008.03	2009.03	2010.03	2011.03	2012.03 Q1
Shareholders' equity ratio	0.4	4.6	17.2	20.8	51.2	39.1	46.0	45.0	62.2	64.3	75.8	50.5	59.5	65.5
Return on equity (ROE)	534.6	169.1	86.0	122.8	55.9	56.9	28.9	19.5	9.2	12.4	(3.5)	8.2	17.1	-
Return on assets (ROA)	2.2	12.6	27.1	45.6	39.3	45.1	22.8	16.4	12.0	17.3	1.6	11.6	17.1	-
Payout ratio	-	-	6.0	7.8	7.9	(1) 20.1	20.7	20.3	37.4	29.5	-	45.9	22.1	-

(1) Payout ratio for the year ended March 2004 was computed including a commemorative dividend * Consolidated payout ratio after 2007.03

Other	1999.03	2000.03	2001.03	2002.03	2003.03	2004.03	2005.03	2006.03	2007.03	2008.03	2009.03	2010.03	2011.03	2012.03 Q1
Total number of shares issued and outstanding (shares)	200	200	2,320	2,930	32,300	161,500	347,000	347,000	347,000	347,000	347,000	347,000	347,000	347,000
Treasury stock (shares)	-	-	-	-	-	-	-	-	-	-	10,643	14,885	14,885	14,885
Number of employees (people)	166	210	319	323	460	651	758	901	1,022	1,077	827	909	1,149	1,178

*October 2002 1:10 stock split • November 2003 1:5 stock split • September 2004 1:2 stock split

Change in Quarterly Profit and Loss (Consolidated)

FIELDS CORPORATION

The greatest leisure for all people

(Unit: Million yen)

	Year Ended March 31, 2010					Year Ended March 31, 2011					Year Ending March 31, 2012				
	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	Q3	Q4	Full-Year
Net sales	16,038	5,406	3,077	41,821	66,342	21,344	21,668	28,421	32,160	103,593	17,635				
Gross profit	12,402	707	888	12,892	26,889	7,663	11,328	7,292	8,846	35,129	5,076				
SG&A expenses	3,877	3,845	4,906	6,136	18,764	5,314	4,495	5,775	6,409	21,993	5,302				
Operating income	8,524	(3,138)	(4,018)	6,756	8,124	2,348	6,834	1,517	2,437	13,136	(225)				
Ordinary income	8,519	(3,468)	(3,961)	6,671	7,761	2,518	6,985	1,980	2,201	13,684	(266)				
Net income	4,711	(2,530)	(2,454)	3,562	3,289	1,477	3,951	1,043	1,049	7,520	(284)				

	Year Ended March 31, 2006					Year Ended March 31, 2007					Year Ended March 31, 2008					Year Ended March 31, 2009				
	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	Q3	Q4	Full-Year
Net sales	24,418	11,328	8,211	52,857	96,814	25,362	21,760	17,022	21,177	85,321	24,234	40,414	12,837	24,333	101,818	7,321	34,269	23,461	7,984	73,035
Gross profit	5,925	3,440	4,337	16,035	29,737	7,570	6,480	5,282	9,916	29,248	6,763	10,681	3,836	13,264	34,544	2,114	12,408	8,179	1,323	24,024
SG&A expenses	3,667	4,235	4,440	5,047	17,389	4,393	4,936	5,306	5,668	20,303	4,440	5,181	5,671	6,093	21,385	5,426	5,843	5,350	5,444	22,063
Operating income	2,257	(795)	(103)	10,989	12,348	3,176	1,544	(24)	4,248	8,944	2,322	5,500	(1,834)	7,170	13,158	(3,312)	6,564	2,830	(4,122)	1,960
Ordinary income	2,667	(861)	(52)	11,373	13,127	3,413	1,567	61	4,161	9,202	2,627	4,837	(1,964)	6,205	11,705	(3,161)	6,184	2,581	(4,613)	991
Net income	1,464	(503)	(278)	6,402	7,085	1,658	567	70	1,415	3,710	1,156	1,921	(816)	3,035	5,296	(2,289)	3,134	809	(3,135)	(1,481)

*Q2-Q4 figures are calculated as the other items deducted from the total figure on this sheet

Change in Quarterly Profit and Loss (Non-Consolidated)

FIELDS CORPORATION

The greatest leisure for all people

(Unit: Million yen)

	Year Ended March 31, 2010					Year Ended March 31, 2011					Year Ending March 31, 2012				
	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	Q3	Q4	Full-Year
Net sales	14,905	4,328	1,739	40,385	61,357	18,310	18,695	25,165	28,801	90,971	15,349				
Gross profit	11,901	332	232	12,028	24,493	6,542	10,137	6,004	7,514	30,197	4,059				
SG&A expenses	3,277	3,243	4,043	5,312	15,875	4,166	3,316	4,639	5,156	17,277	4,165				
Operating income	8,623	(2,911)	(3,811)	6,717	8,618	2,375	6,821	1,366	2,358	12,920	(106)				
Ordinary income	8,761	(2,900)	(3,693)	6,662	8,830	2,505	6,911	1,558	2,477	13,451	11				
Net income	5,119	(2,064)	(2,107)	3,575	4,538	1,362	3,984	766	714	6,826	(101)				

	Year Ended March 31, 2006					Year Ended March 31, 2007					Year Ended March 31, 2008					Year Ended March 31, 2009				
	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	Q3	Q4	Full-Year
Net sales	23,301	9,776	5,157	50,017	88,251	22,756	18,385	12,032	18,141	71,314	21,094	37,641	6,600	17,423	82,758	3,950	30,407	16,673	2,113	53,143
Gross profit	5,479	2,766	2,985	15,338	26,568	6,720	5,631	3,956	8,843	25,150	5,757	9,813	2,385	10,533	28,488	2,090	11,417	5,777	146	19,430
SG&A expenses	3,032	3,506	3,486	4,047	14,071	3,441	3,932	3,888	4,889	16,150	3,226	3,779	4,149	4,700	15,854	3,569	4,304	3,748	3,990	15,611
Operating income	2,447	(741)	(501)	11,292	12,497	3,279	1,698	69	3,953	8,999	2,531	6,034	(1,765)	5,834	12,634	(1,478)	7,111	2,029	(3,844)	3,818
Ordinary income	2,696	(714)	(474)	11,328	12,836	3,535	1,749	127	3,982	9,393	2,614	6,046	(1,779)	5,582	12,463	(1,721)	7,218	4,153	(3,808)	5,842
Net income	1,523	(314)	(389)	6,114	6,934	1,948	862	240	1,723	4,773	1,397	1,070	(1,151)	2,837	4,153	(948)	4,177	2,173	(4,257)	1,145

*Q2-Q4 figures are calculated as the other items deducted from the total figure on this sheet

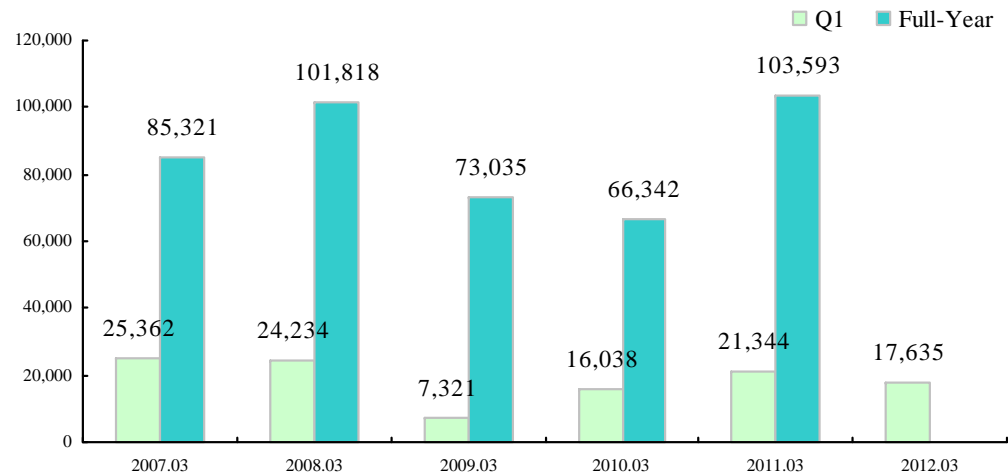
Change in Financial Results (Consolidated)

FIELDS CORPORATION

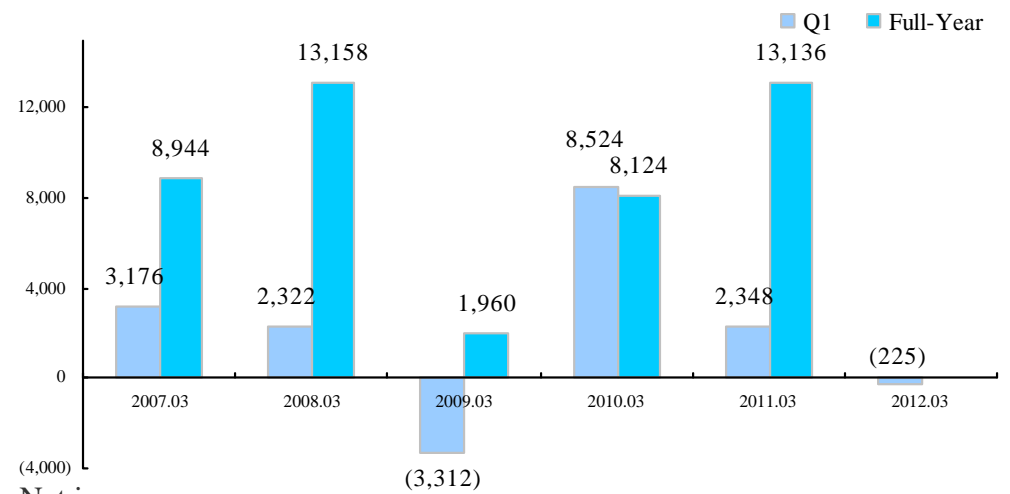
The greatest leisure for all people

(Unit: Million yen)

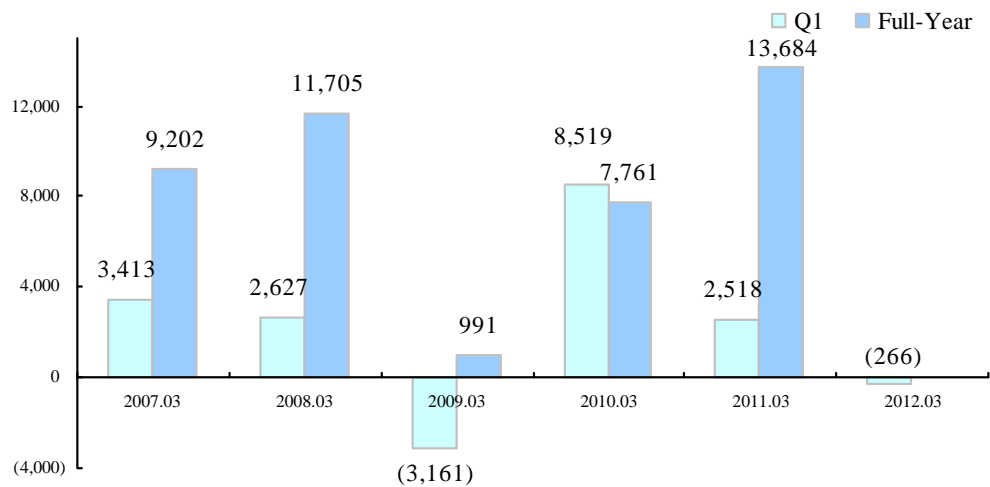
Net sales



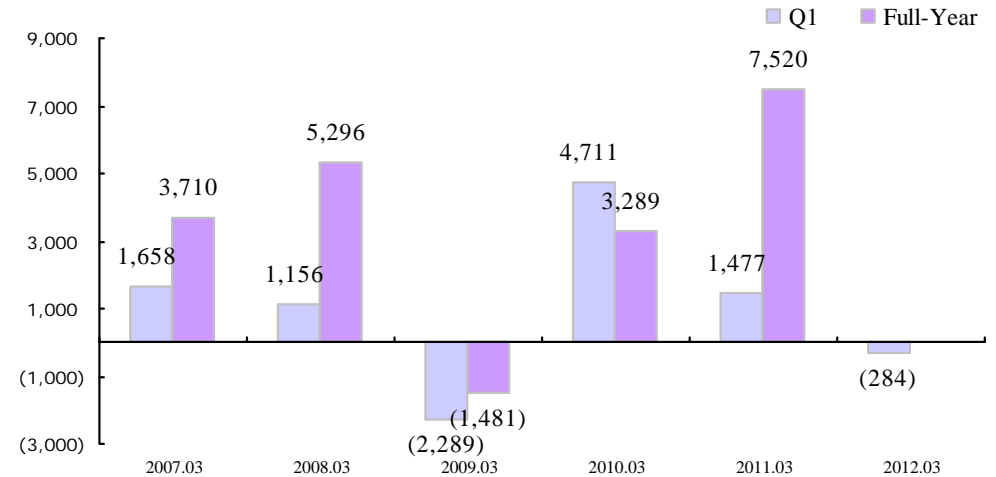
Operating income



Ordinary income



Net income



Change in Assets/Liabilities, Net Assets (Consolidated)

FIELDS CORPORATION

The greatest leisure for all people

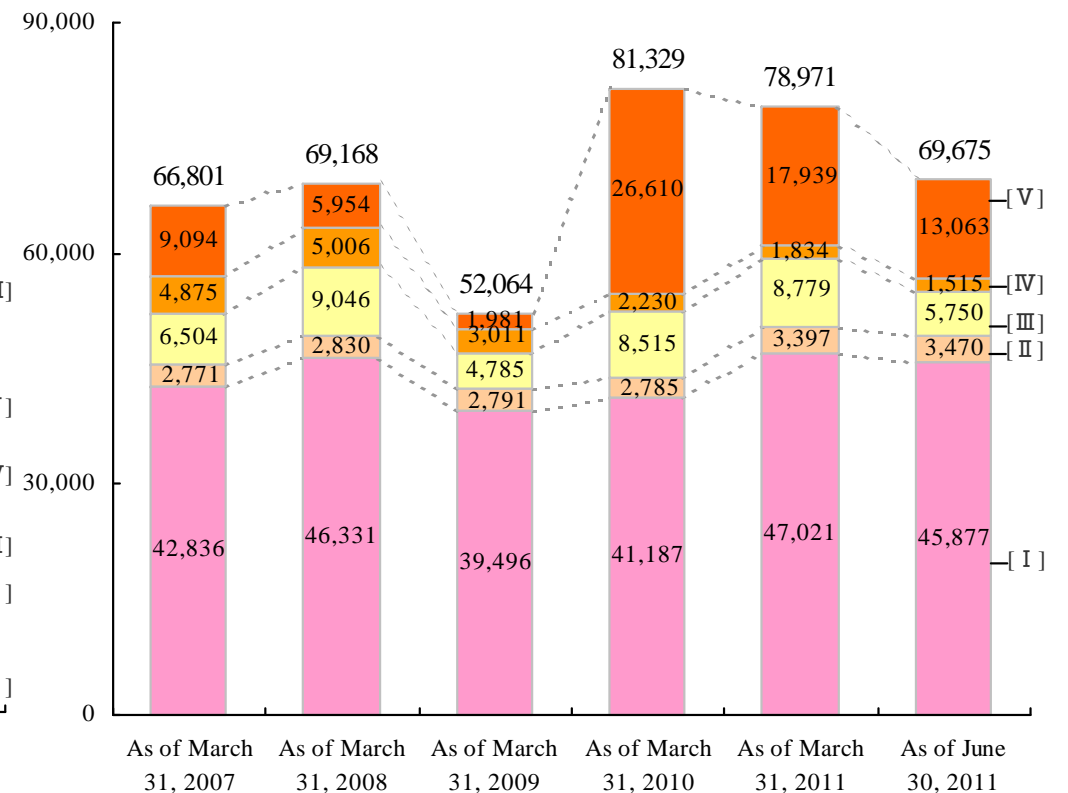
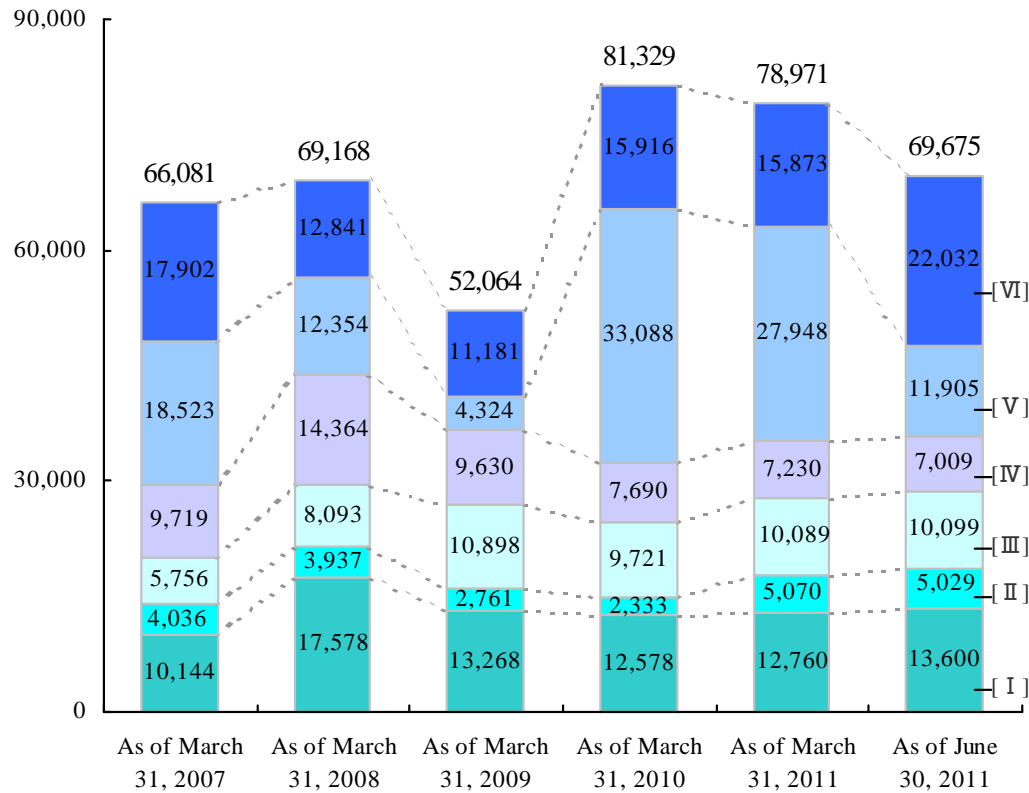
(Unit: Million yen)

Change in assets

Change in liabilities/net assets

- [I] Investments and other assets
- [II] Intangible fixed assets
- [III] Tangible fixed assets
- [IV] Other current assets
- [V] Notes and accounts receivable trade
- [VI] Cash and cash equivalents

- [I] Net assets
- [II] Other fixed liabilities
- [III] Other current liabilities
- [IV] Interest-bearing liabilities
- [V] Notes and accounts payable trade



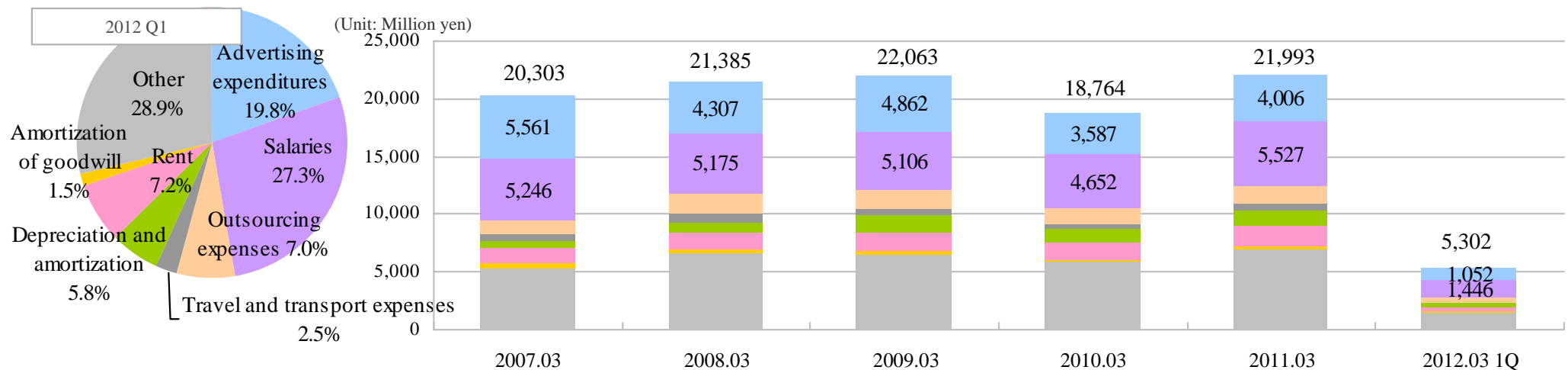
Change in Selling, General and Administrative Expenses (Consolidated)

FIELDS CORPORATION

The greatest leisure for all people

(Unit: Million yen)	2007.03	2008.03	2009.03	2010.03	2011.03	2012.3 Q1
Advertising expenditures	5,561	4,307	4,862	3,587	4,006	1,052
Salaries	5,246	5,175	5,106	4,652	5,527	1,446
Provision for accrued bonuses	25	145	202	257	290	5
Provision for accrued bonuses to directors and auditors	98	128	245	135	220	60
Outsourcing expenses	1,180	1,878	1,532	1,373	1,553	373
Travel and transport expenses	660	662	596	469	551	132
Depreciation and amortization	622	977	1,534	1,175	1,393	305
Rent	1,244	1,460	1,608	1,475	1,654	383
Provision to allowance for doubtful accounts	71	150	29	249	-	(64)
Retirement benefit expenses	51	71	70	68	76	21
Amortization of goodwill	429	335	332	87	366	78
Other	5,116	6,097	5,947	5,237	6,357	1,511
Total SG&A expenses	20,303	21,385	22,063	18,764	21,993	5,302

■ Advertising expenditures
 ■ Salaries
 ■ Outsourcing expenses
 ■ Travel and transport expenses
 ■ Depreciation and amortization
 ■ Rent
 ■ Amortization of goodwill
 ■ Other



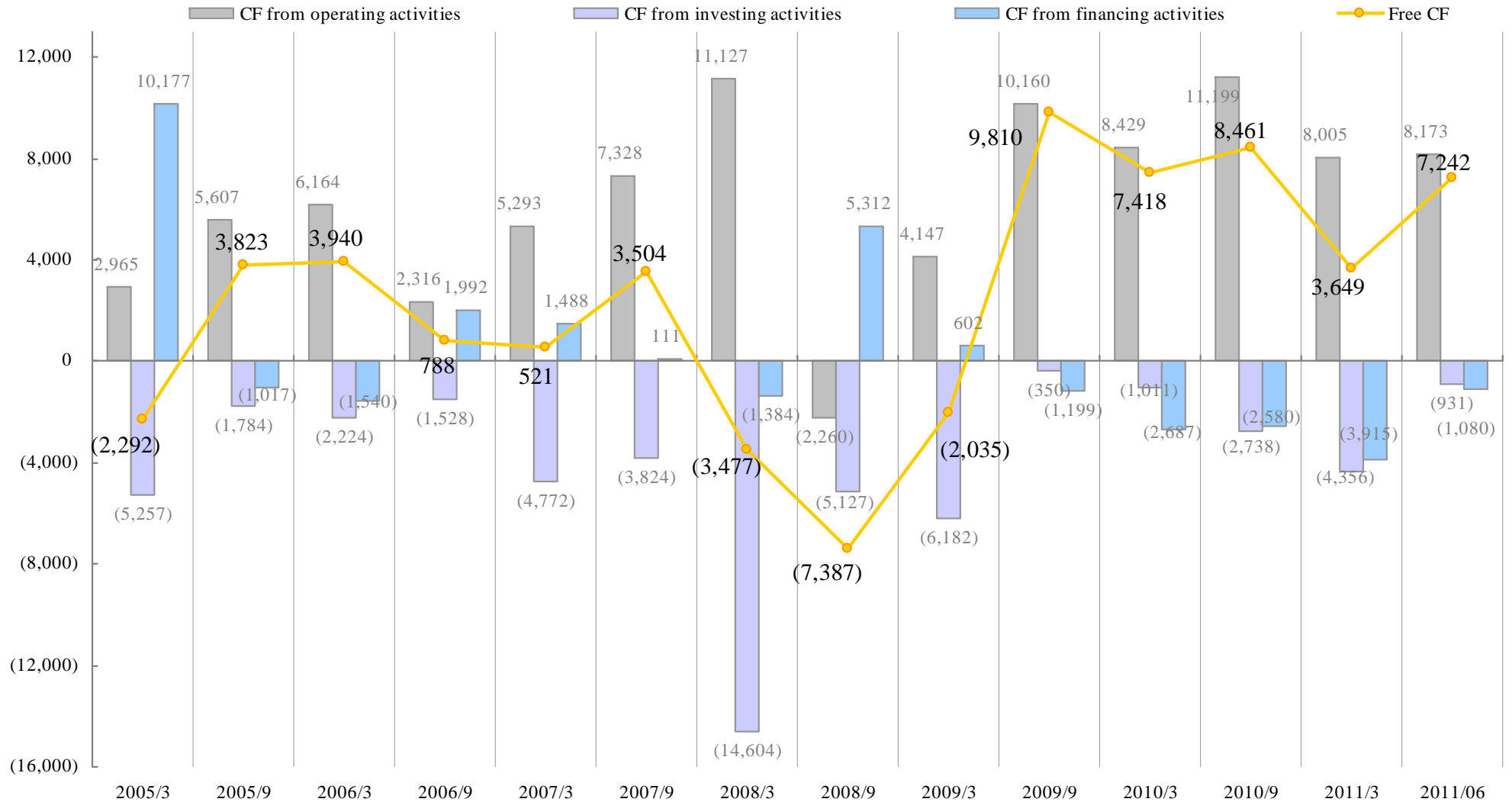
Change in Free Cash Flow

FIELDS CORPORATION

The greatest leisure for all people

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

(Unit: Million yen)



FIELD'S CORPORATION

The greatest leisure for all people

Appendix II (Market date)

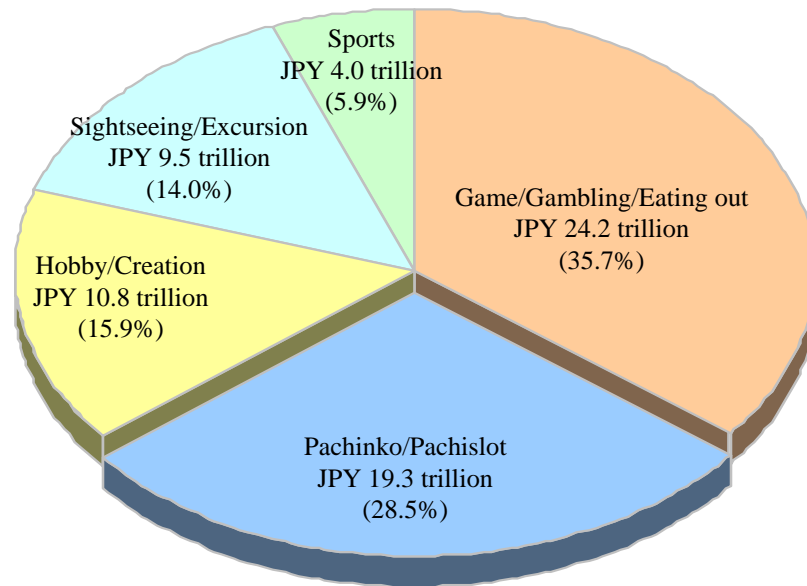
Japanese Leisure Market

FIELDS CORPORATION

The greatest leisure for all people

Market scale of pachinko/pachislot industry

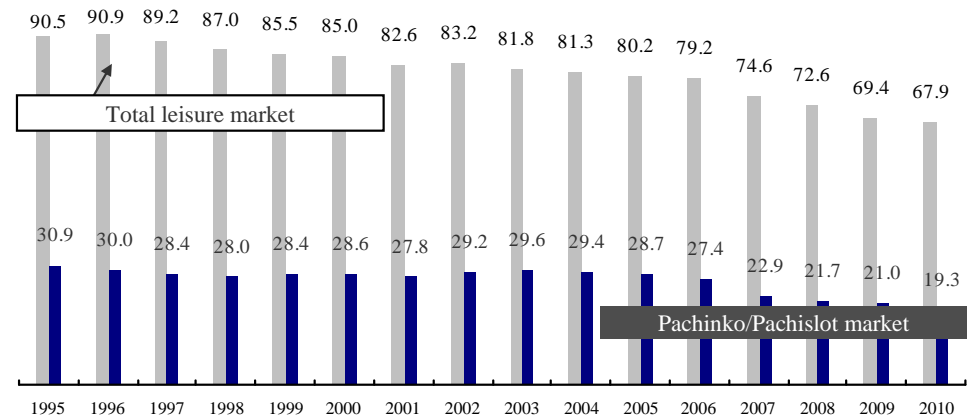
2010 Japanese leisure market - total size of JPY67.9 trillion



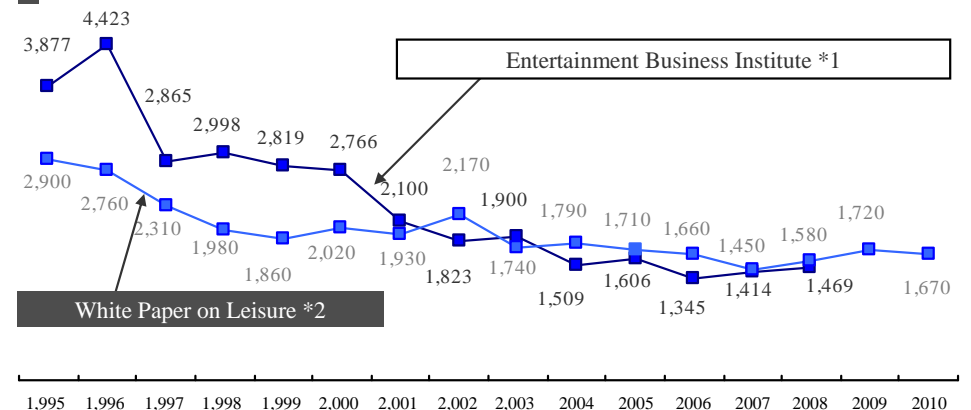
Pachinko/Pachislot is one of the leading forms of entertainment in Japan, being played by 13% of the population in one of 12,479 venues

Change in pachinko/pachislot market

(Unit: Trillion yen)



Change in number of pachinko/pachislot players



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

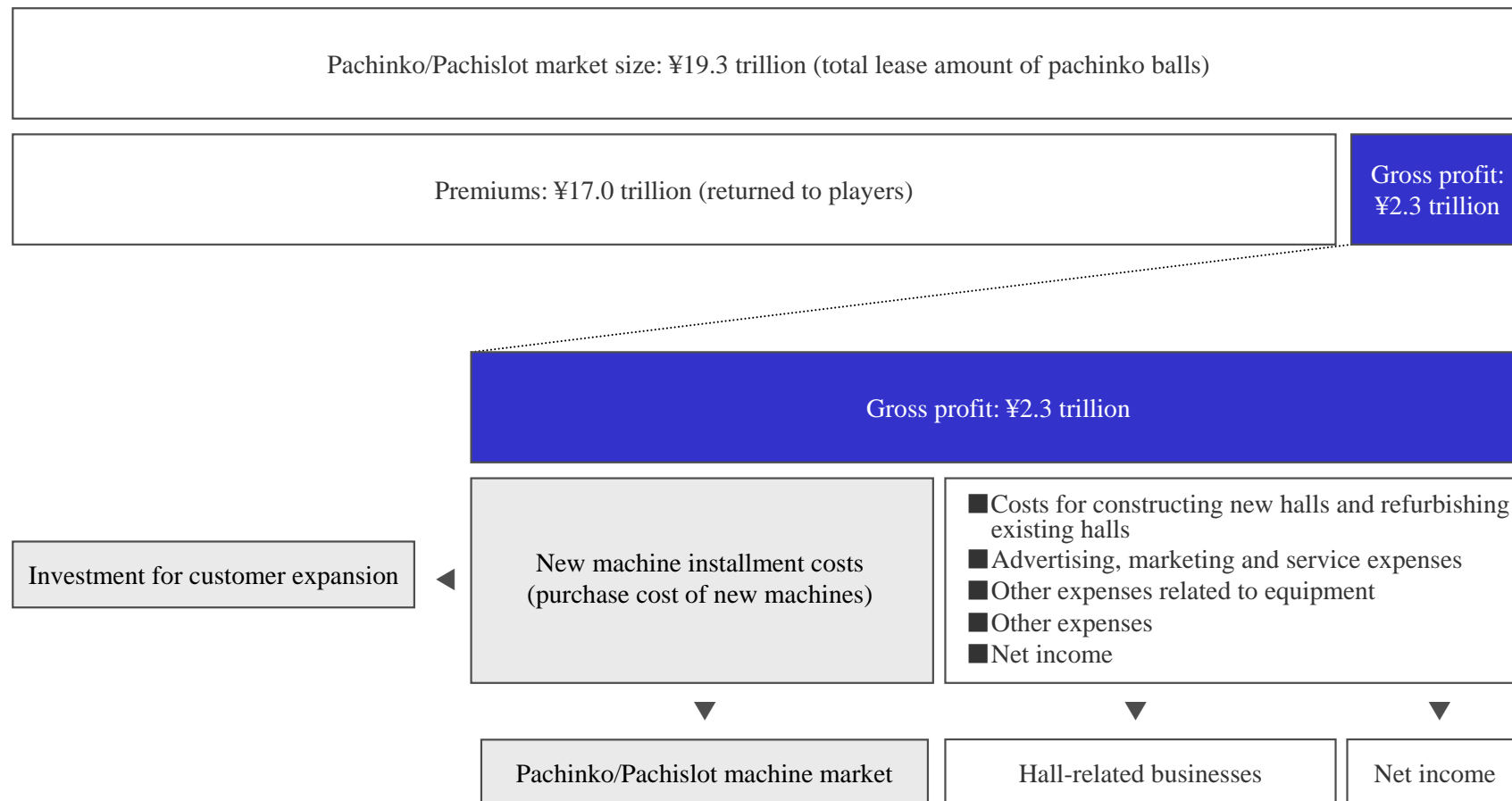
*2 "White Paper on Leisure" has changed the survey method to internet base survey since 2009.

Income Structure of Pachinko/Pachislot Industry (2010)

FIELDS CORPORATION

The greatest leisure for all people

Income structure of pachinko halls



Players in the Pachinko/Pachislot Industry

FIELDS CORPORATION

The greatest leisure for all people

Players

Machine manufacturers

(As of June 30, 2011)



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

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

Parts and software manufacturers

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

Example: Axell Corporation and EIZO NANA O CORPORATION

Direct sales
40% for pachinko and 20% for pachislot

Distributors

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

Indirect sales
60% for pachinko and 80% for pachislot

Pachinko hall operators



- Around 12,479 in Japan (2010)
 - Neighborhood based
 - Large number of small owner operators but some significant chains
 - Constant need to attract and retain players
 - 'Fickle' client base
 - High machine turnover (every 12 months)
 - On average, each machine pays for itself in 3-6 weeks
 - Regulated
- Example: Dynam Co., Ltd. and Maruhan Corporation

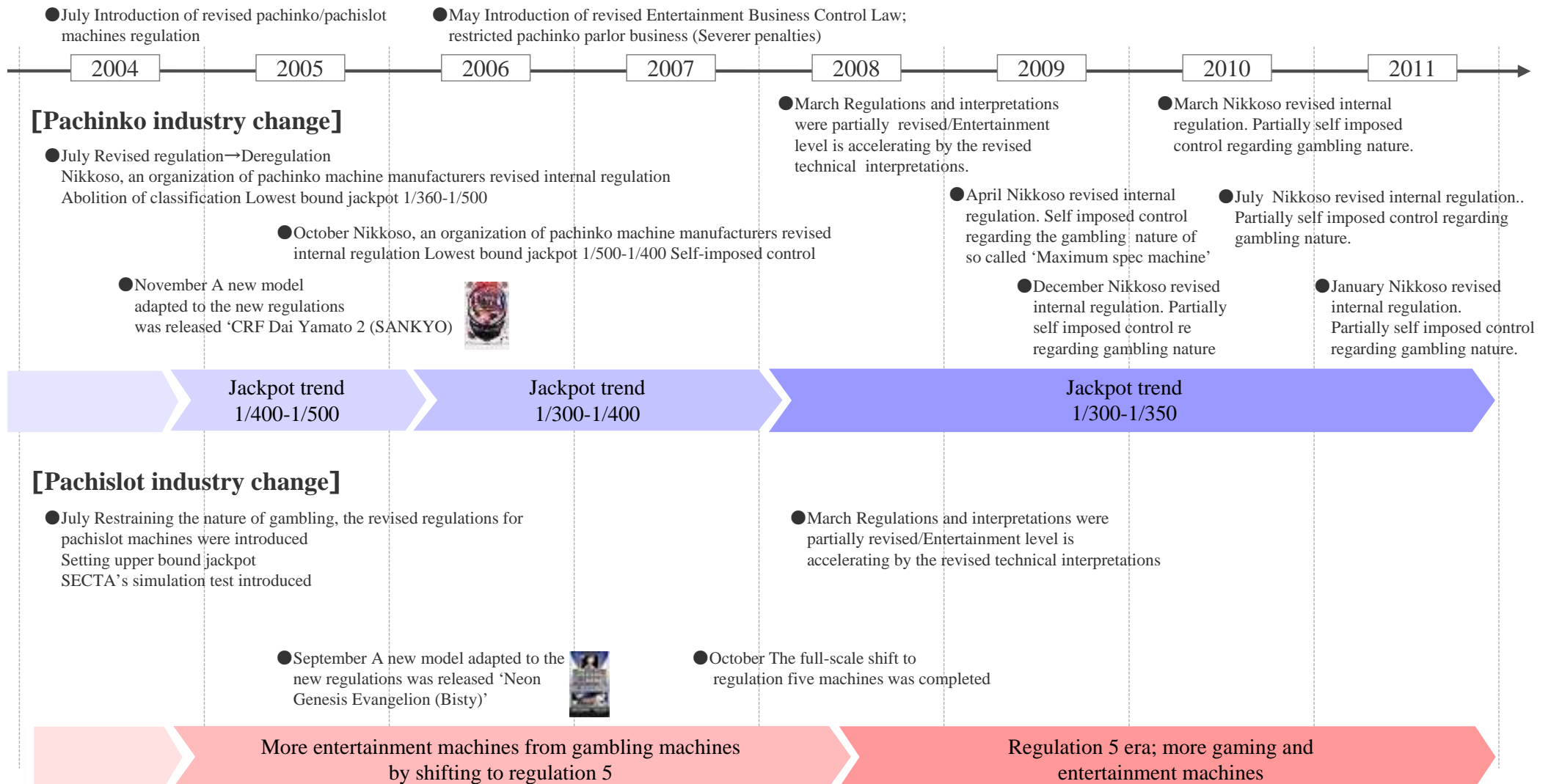
Peripheral equipment manufacturers and others

- Unit and pachinko hall computers
 - Premiums, equipment and other items
- Example: Daikoku Denki Co., Ltd., Japan Cash Machine Co., Ltd. and Mars Engineering Corporation

Recent Trend of Pachinko/Pachislot Industry

FIELDS CORPORATION

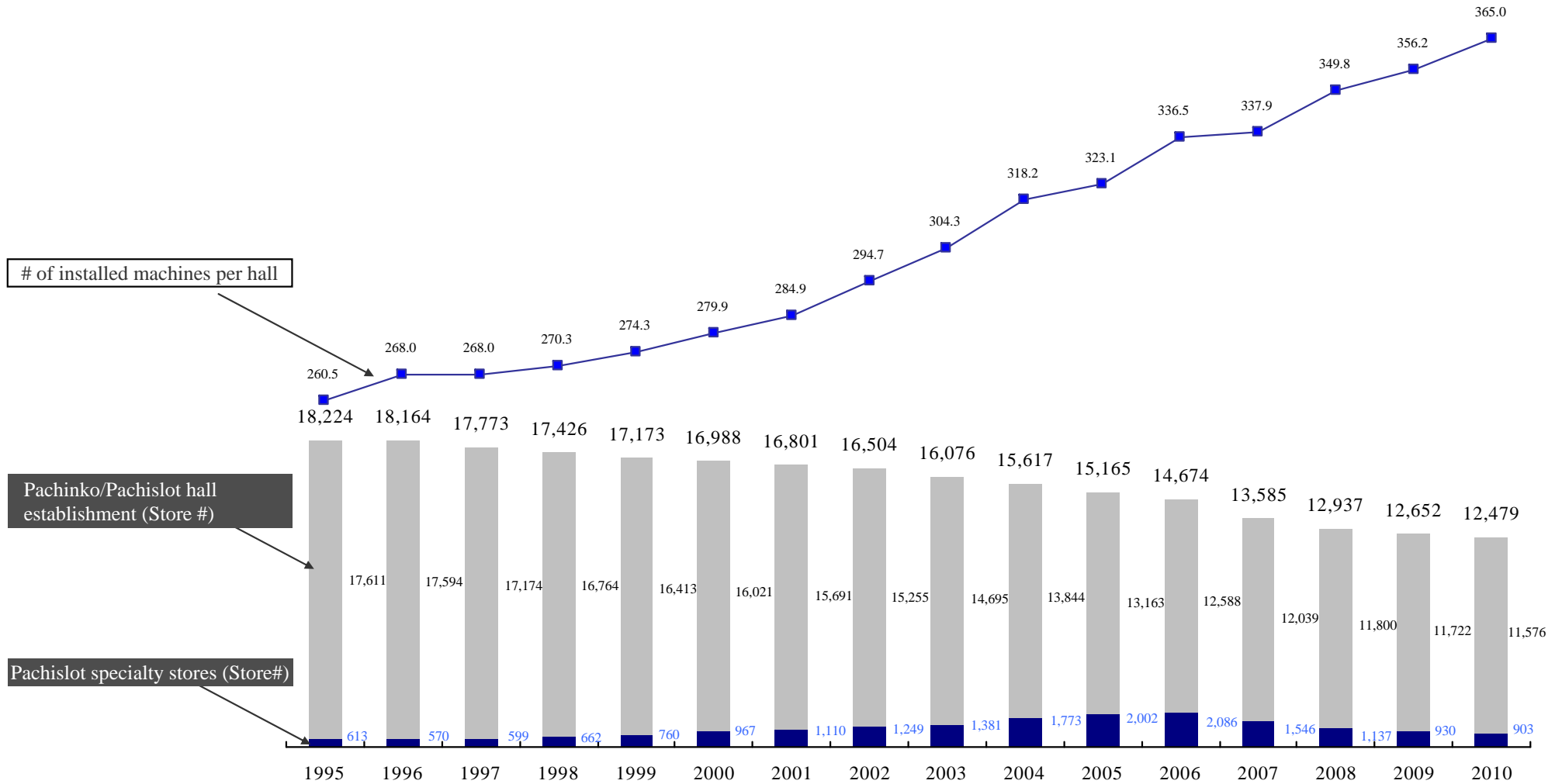
The greatest leisure for all people



Number of Pachinko Halls and Installed Machines Per Hall

FIELDS CORPORATION

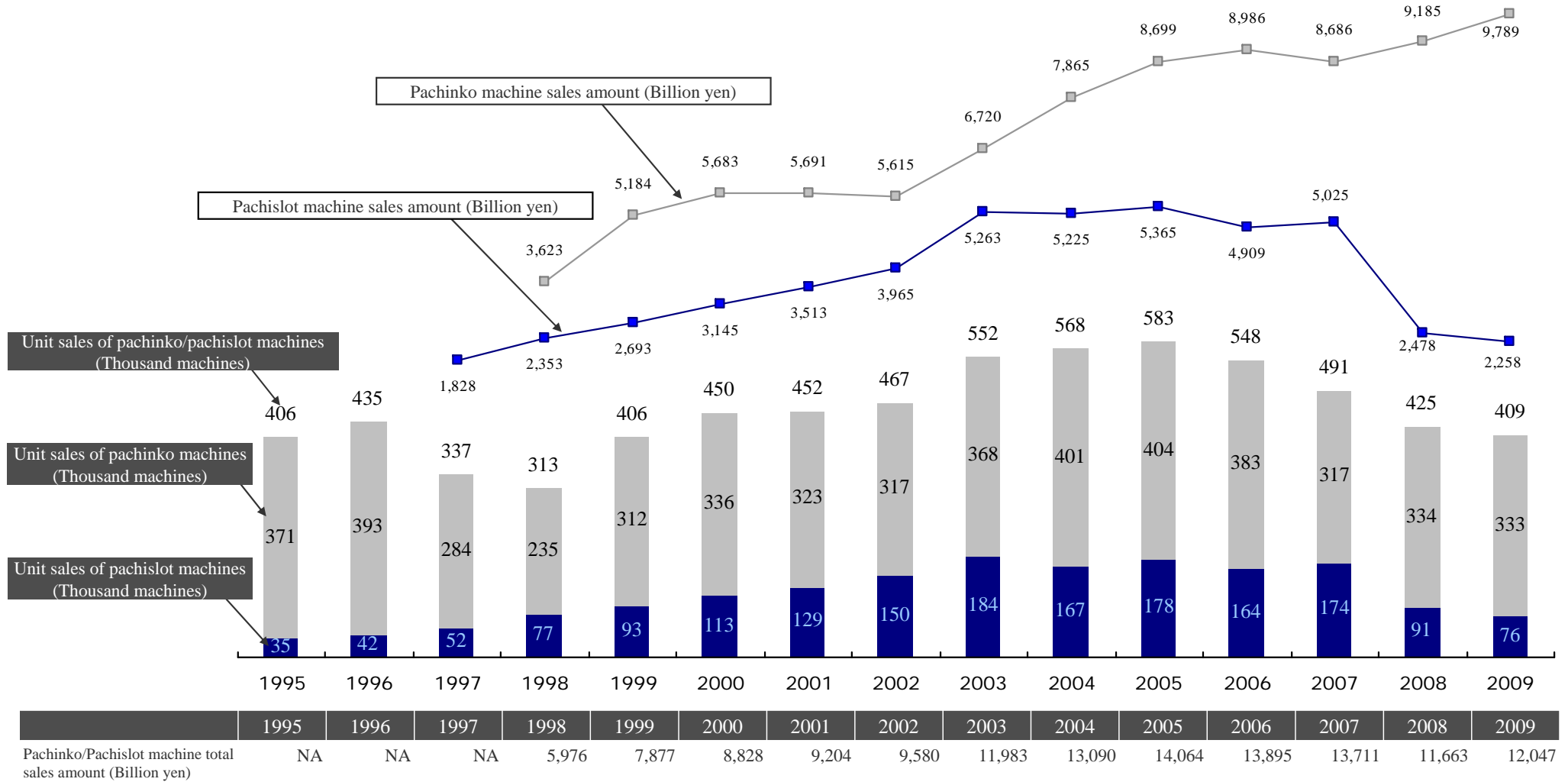
The greatest leisure for all people



Unit Sales and Sales Amount of Pachinko/Pachislot Machines

FIELDS CORPORATION

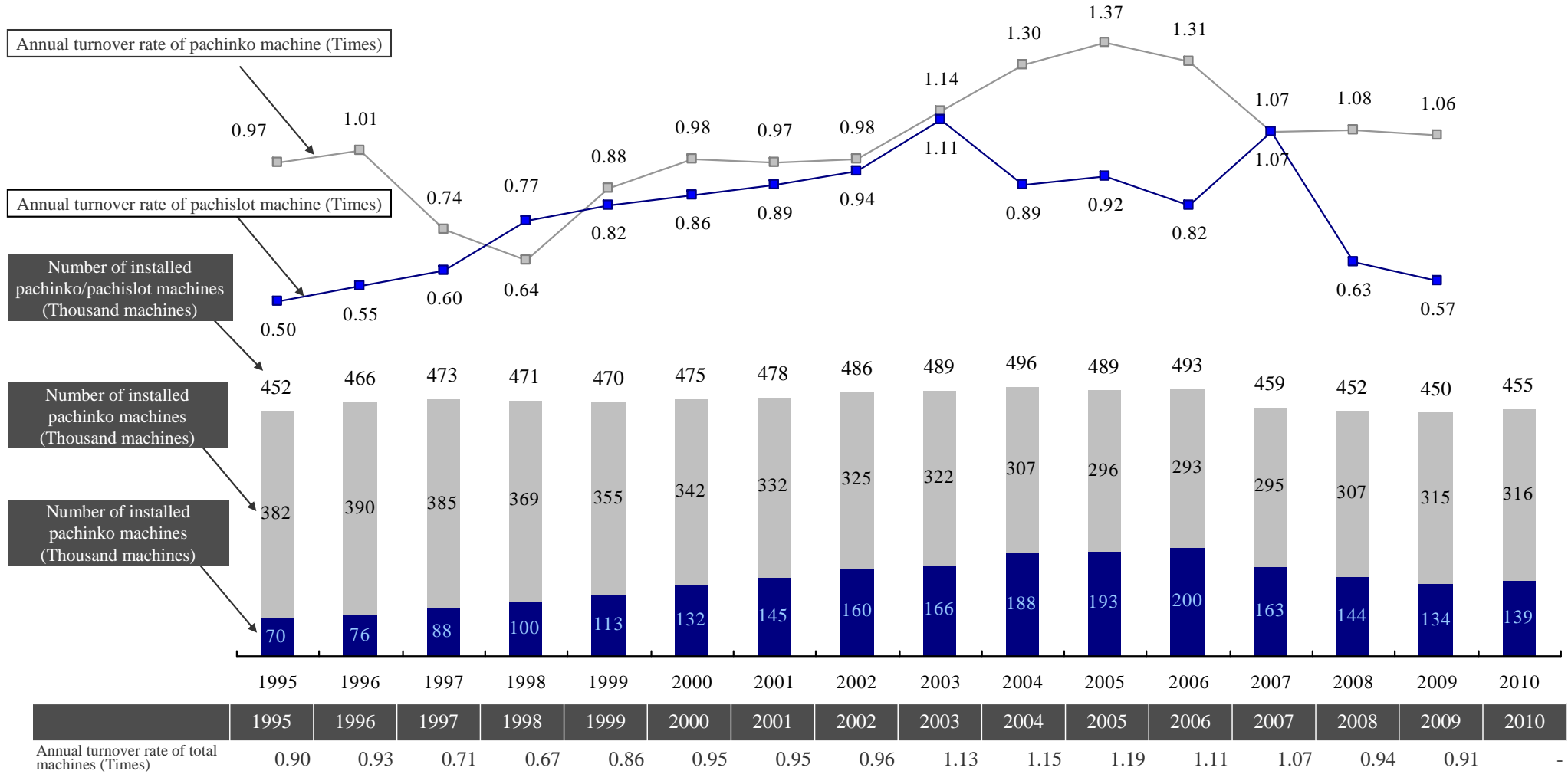
The greatest leisure for all people



Number of Installed Pachinko/Pachislot Machines and Annual Turnover Rate

FIELDS CORPORATION

The greatest leisure for all people



Market Share by Manufacturers

FIELDS CORPORATION

The greatest leisure for all people

Unit sales share -Pachinko machine

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

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

* SANKYO's sales share includes Bisty

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

Unit sales share -Pachislot machine

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

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

* SANKYO's sales share includes Bisty

* Aruze changed the company name to Universal Entertainment in 2009

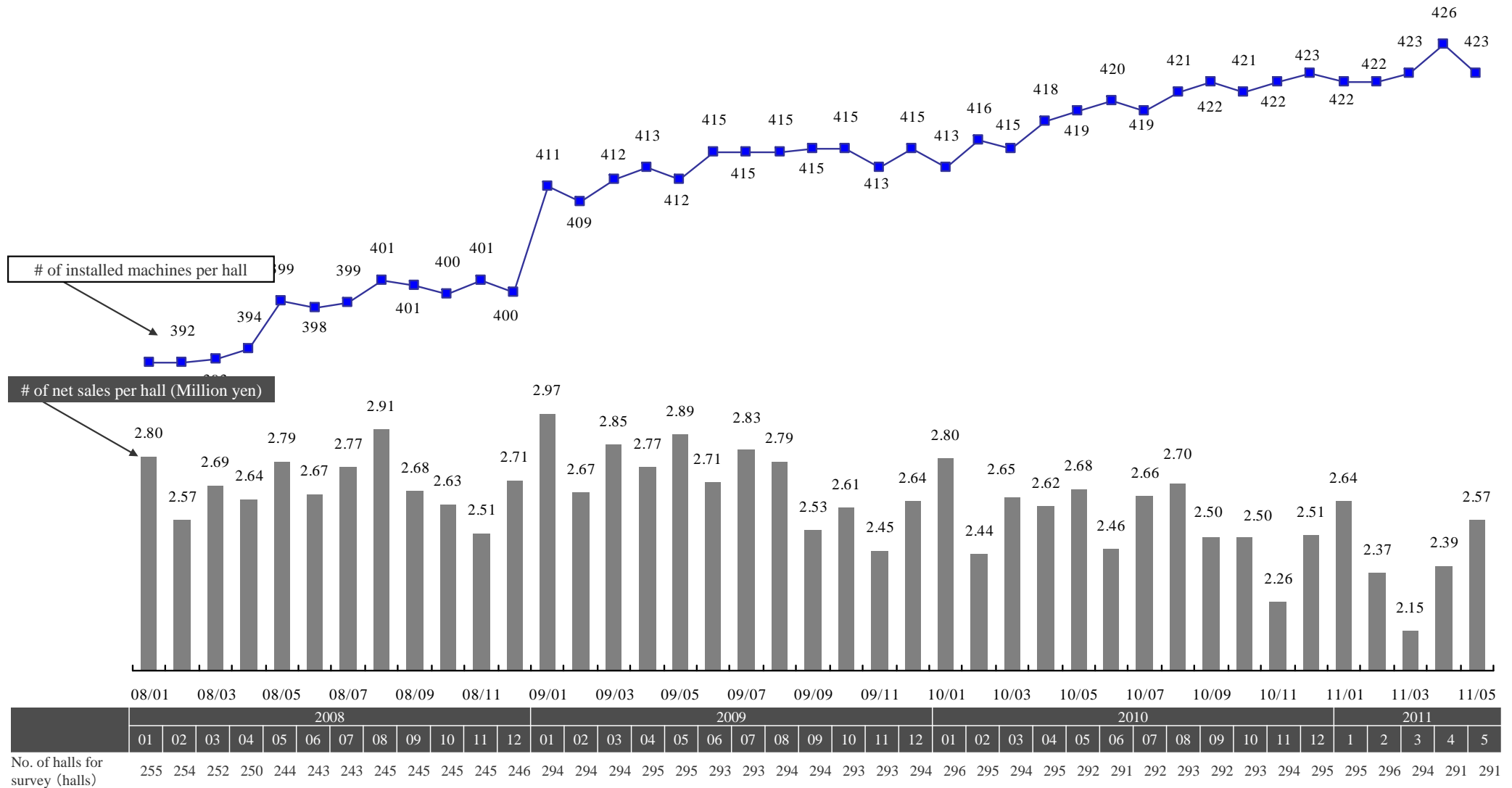
* Aruze's sales share includes Eleco, Mizuho and Macy

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

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

FIELDS CORPORATION

The greatest leisure for all people



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

Reference: Notification of Our IR Site

FIELDS CORPORATION

The greatest leisure for all people

IR materials are available from our IR website, please visit us and utilize them

IR pages on FIELDS CORPORATION website

**URL : <http://www.fields.biz/ir/j/> (Japanese)
<http://www.fields.biz/ir/e/> (English)**



Information posted on the page

- Company profile
- Date related to financial statements
- Financial presentation material
- IR press releases
- Shareholder and share information

IR information is also Available on our mobile site

Fields' official IR mobile site



[JASDAQ]
2008 IR
Company
of Excellence



Chosen for the
"Best Corporate
Website award"

[Nikko IR]
Chosen for the "Best
Corporate Website award
2010"



Ranked top1
among the new
markets ranking

Analysis tools

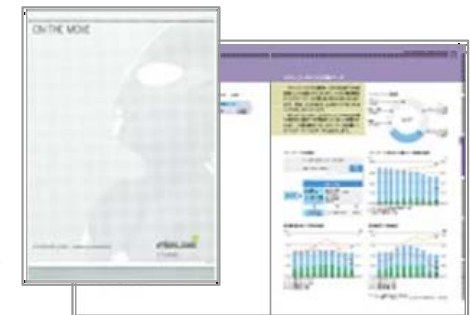
Annual Report (Japanese/English)

[ON THE MOVE]

(Latest issue: October, 1,2010)

Issued annually since year
ended March 31, 2004

Got honorable mention at "Nikkei Annual
Report Award 2010"



Financial Presentation (Japanese/English)

Included information:

- Financial Highlight
- Full Year Forecast
- Segment Information
- Mid-Term Management Plan etc.



Disclaimer

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

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