

3rd quarter

(2011.10 ~ 2011.12)

Supplementary Financial Document
for the Nine Months Ended December 31, 2011

February 3, 2012



3rd quarter

Fields Corporation
JASDAQ:2767

Fields Corporation

Index

FIELDS CORPORATION

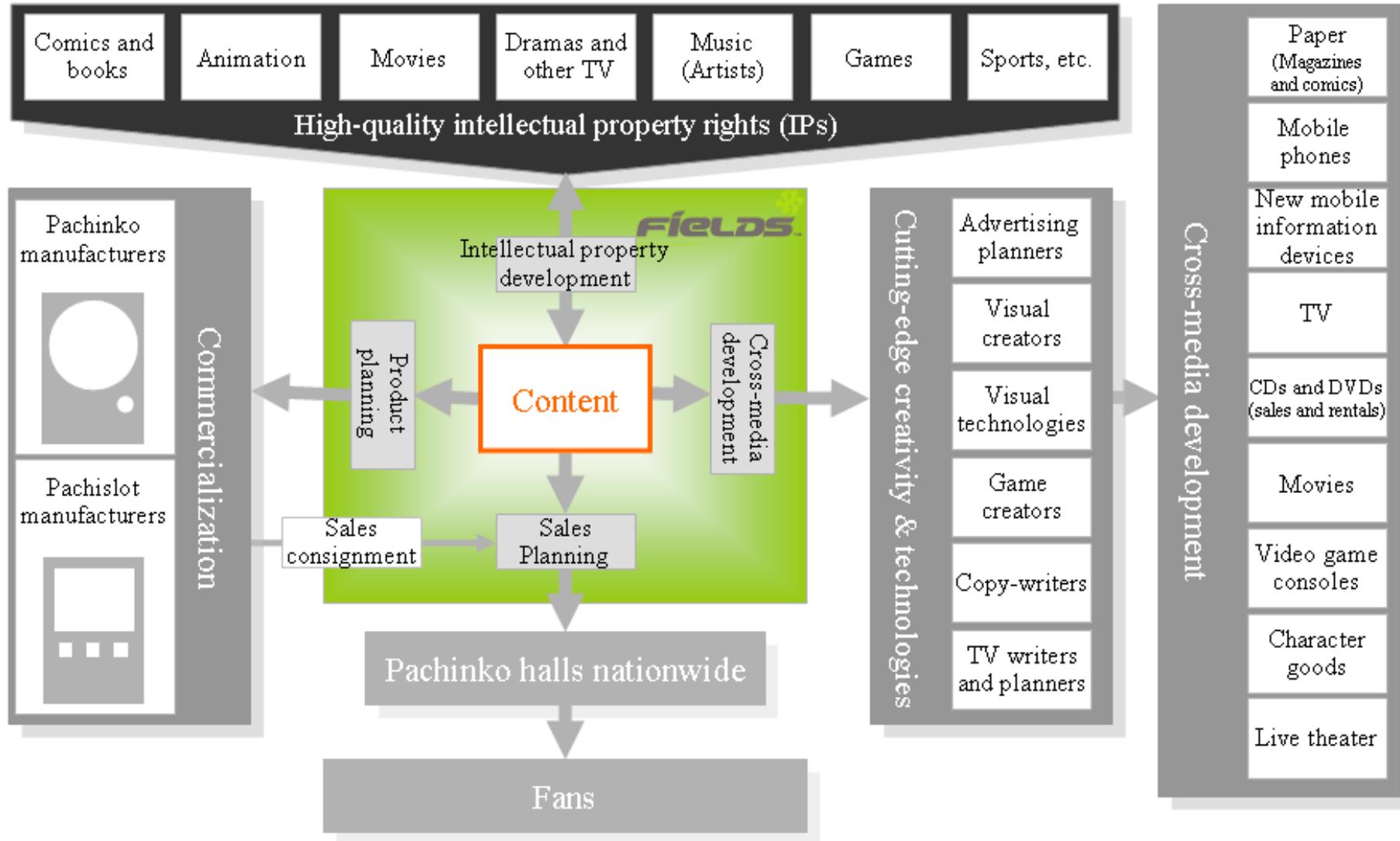
The greatest leisure for all people

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Business Scheme 2010

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Highlights for the Nine Months Ended December 31, 2011

Results for the Nine Months Ended December 31, 2011 (Consolidated)

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

| | Year Ended March 31, 2011 | | | | Year Ending March 31, 2012 | | | | | |
|------------------|---------------------------|-------------------|-------------------|--------------------|----------------------------|-------------------|-------------------|---------|--------------------|---------|
| | Q1 | H1 | Q1-Q3 | Full-Year | Q1 | H1 | Q1-Q3 | 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] | 33,352 [100.0] | 43,061 [100.0] | 60.3 | 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] | 11,983 [35.9] | 16,326 [37.9] | 62.1 | 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] | 10,401 [31.2] | 16,304 [37.9] | 104.6 | 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] | 1,582 [4.7] | 22 [0.1] | 0.2 | 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] | 1,713 [5.1] | 106 [0.2] | 0.9 | 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] | 2,428 [7.3] | 1,132 [2.6] | 17.5 | 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 Nine Months Ended December 31, 2011 (Non-Consolidated)

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

| | Year Ended March 31, 2011 | | | | Year Ending March 31, 2012 | | | | | |
|------------------|---------------------------|-------------------|-------------------|-------------------|----------------------------|-------------------|-------------------|---------|--------------------|---------|
| | Q1 | H1 | Q1-Q3 | Full-Year | Q1 | H1 | Q1-Q3 | 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] | 28,481 [100.0] | 35,757 [100.0] | 57.5 | 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] | 10,074 [35.4] | 13,323 [37.3] | 58.7 | 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] | 8,216 [28.8] | 13,281 [37.1] | 109.6 | 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] | 1,858 [6.5] | 41 [0.1] | 0.4 | 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] | 2,139 [7.5] | 426 [1.2] | 3.9 | 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] | 1,120 [3.9] | 182 [0.5] | 3.0 | 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 Nine Months Ended December 31, 2011

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(Unit: Million yen)

| | Year Ended March 31, 2011 | | | Year Ending March 31, 2012 | | | YoY (%) |
|-------------------------------|---------------------------|--------|--------|----------------------------|--------|--------|---------|
| | Q1 | H1 | Q1-Q3 | Q1 | H1 | Q1-Q3 | |
| Net sales | | | | | | | |
| Pachinko/Pachislot (PS) Field | 19,201 | 38,499 | 64,409 | 15,979 | 29,568 | 38,023 | 59.0 |
| Mobile Field | 495 | 1,059 | 1,547 | 618 | 1,149 | 1,564 | 101.1 |
| Sports Entertainment Field | 548 | 1,082 | 1,644 | 524 | 1,031 | 1,478 | 89.9 |
| Other Field | 1,173 | 2,615 | 4,192 | 920 | 2,299 | 2,957 | 70.5 |
| Subtotal | 21,418 | 43,256 | 71,794 | 18,041 | 34,049 | 44,024 | 61.3 |
| Elimination or incorporation | (74) | (243) | (360) | (406) | (696) | (962) | - |
| Total | 21,344 | 43,012 | 71,433 | 17,635 | 33,352 | 43,061 | 60.3 |
| Operating income | | | | | | | |
| Pachinko/Pachislot (PS) Field | 2,343 | 9,109 | 10,507 | (140) | 1,711 | 229 | 2.2 |
| Mobile Field | 99 | 199 | 287 | 26 | 62 | 41 | 14.3 |
| Sports Entertainment Field | (64) | (140) | (219) | (34) | (34) | (35) | - |
| Other Field | (55) | 58 | 177 | (78) | (139) | (183) | - |
| Subtotal | 2,322 | 9,226 | 10,753 | (226) | 1,600 | 52 | 0.5 |
| Elimination or incorporation | 26 | (44) | (53) | 1 | (18) | (30) | - |
| Total | 2,348 | 9,182 | 10,699 | (225) | 1,582 | 22 | 0.2 |

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

Balance Sheets at the End of Q3 of the Year Ending March 31, 2012 (Assets)

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(Unit: Million yen)

| Assets | At March 31, 2011 | At December 31, 2011 | Increase/Decrease | Factors |
|--|-------------------|----------------------|-------------------|---|
| Cash and cash equivalents | 15,873 | 14,020 | (1,853) | |
| Notes and accounts receivable—trade | 27,948 | 3,085 | (24,863) | |
| Inventories | 1,358 | 4,514 | 3,156 | |
| Other | 6,072 | 9,397 | 3,325 | |
| Allowance for doubtful accounts | (200) | (61) | 139 | |
| Total current asset | 51,051 | 30,955 | (20,096) | Decrease in notes and accounts receivable—trade from pachinko/pachislot machine sales |
| Land | 6,324 | 6,642 | 318 | |
| Other | 3,765 | 4,164 | 399 | |
| Total tangible fixed assets | 10,089 | 10,806 | 717 | |
| Goodwill | 2,801 | 2,586 | (215) | |
| Other | 2,269 | 2,157 | (112) | |
| Total intangible fixed assets | 5,070 | 4,743 | (327) | |
| Investment securities | 8,466 | 8,699 | 233 | |
| Other | 4,769 | 7,151 | 2,382 | |
| Allowance for doubtful accounts | (475) | (483) | (8) | |
| Total investments and other asset | 12,760 | 15,367 | 2,607 | Increase in deferred tax assets |
| Total fixed assets | 27,920 | 30,917 | 2,997 | |
| Total assets | 78,971 | 61,872 | (17,099) | |

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

Balance Sheets at the End of Q3 of the Year Ending March 31, 2012 (Liabilities/Net assets)

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(Unit: Million yen)

| Liabilities and Net assets | At March 31, 2011 | At December 31, 2011 | Increase/ Decrease | Factors |
|--|----------------------|-------------------------|-----------------------|--|
| Notes and accounts payable—trade | 17,939 | 2,005 | (15,934) | Decrease from pachinko/pachislot machine sales |
| Corporate bonds redeemable within 1 year | 740 | 670 | (70) | |
| Accrued income taxes | 4,217 | 88 | (4,129) | |
| Other | 4,691 | 8,552 | 3,861 | |
| Total current liabilities | 27,587 | 11,315 | (16,272) | Decrease in notes and accounts payable—trade from pachinko/pachislot machine sales Decrease in accrued income taxes, etc. |
| Corporate bonds | 900 | 326 | (574) | |
| Other | 3,462 | 3,822 | 360 | |
| Total fixed liabilities | 4,362 | 4,148 | (214) | Redemption of corporate bonds |
| Total liabilities | 31,949 | 15,464 | (16,485) | |
| Common stock | 7,948 | 7,948 | 0 | |
| Capital surplus | 7,994 | 7,994 | 0 | |
| Retained earnings | 33,443 | 32,915 | (528) | |
| Treasury stock | (1,785) | (1,821) | (36) | |
| Total shareholders' equity | 47,601 | 47,037 | (564) | |
| Unrealized holding gain on available-for-sale securities | (822) | (1,046) | (224) | |
| Accumulated other comprehensive income | (821) | (1,047) | (226) | |
| Minority interest | 242 | 419 | 177 | |
| Total net assets | 47,021 | 46,408 | (613) | Increase in retained earnings |
| Total liabilities and net assets | 78,971 | 61,872 | (17,099) | |

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

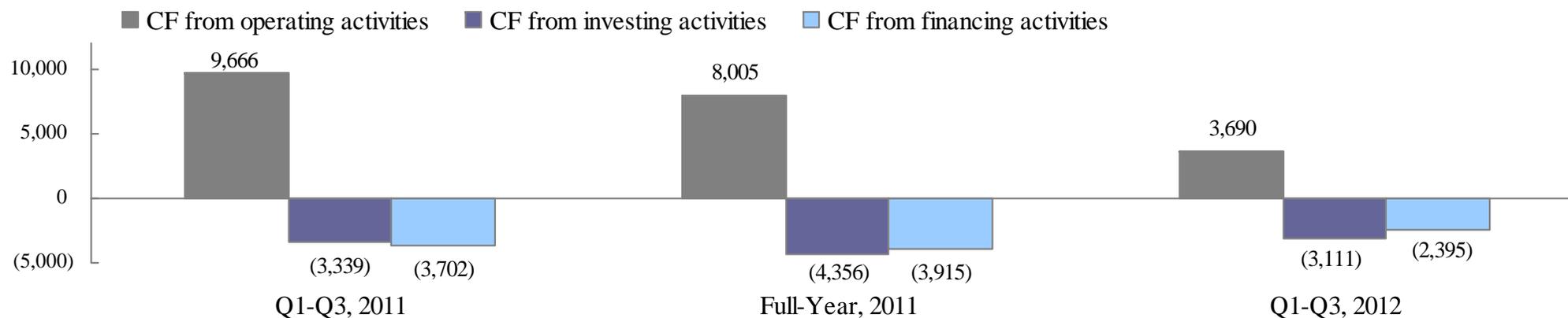
Statement of Cash Flows for the Nine Months Ended December 31, 2011

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(Unit: Million yen)

| | Year Ended March 31, 2011 | | Year Ending March 31, 2012 | |
|--|---------------------------|-----------|----------------------------|--|
| | Q1-Q3 | Full-Year | Q1-Q3 | Factors |
| Cash flows from operating activities | 9,666 | 8,005 | 3,690 | Decrease in notes and accounts receivable-trade 27,694 Decrease in notes and accounts payable-trade (16,229) Income taxes paid (7,112) |
| Cash flows from investing activities | (3,339) | (4,356) | (3,111) | Purchase of tangible fixed assets (955) Purchase of intangible fixed assets (789) Purchase of securities (503) |
| Cash flows from financing activities | (3,702) | (3,915) | (2,395) | Dividends paid (1,652) Redemption of corporate bonds (670) |
| Effect of exchange rate changes on cash and cash equivalents | (8) | (7) | (4) | |
| Increase (decrease) in cash and cash equivalents | 2,615 | (274) | (1,821) | |
| Cash and cash equivalents at beginning of period | 15,906 | 15,906 | 15,632 | |
| Cash and cash equivalents at end of period | 18,521 | 15,632 | 13,810 | |



Supplementary Data for the Nine Months Ended December 31, 2011

Number of Pachinko/Pachislot Machines Sold According to Title for the Nine Months Ended December 31, 2011

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(Unit: Machines)

| Release | Manufacturer | Title | Q1 | Q2 | Q3 | Cumulative Machines Sold |
|--|--------------|--|--------|---------|---|-----------------------------|
| ■ Pachinko machines | | | | | | |
| July | Bisty | CR The story of ayumi hamasaki—introduction | - | 71,479 | - | 72,000 |
| November | Bisty | CR The story of ayumi hamasaki Sweet/Light Version | - | - | - | 11,000 |
| | Others | | 5,653 | 10,678 | 29,077 | |
| Total number of pachinko machines sold | | | 7,107 | 82,157 | 36,201 | |
| | | | | | Total number of pachinko machines sold in Q1-Q3 | |
| | | | | | 125,465 | |
| ■ Pachislot machines | | | | | | |
| ※ March | Bisty | MOBASLO Evangelion—for your own wish | 22,393 | - | - | 78,000 |
| May | Bisty | SAMURAI 7 | 12,583 | - | - | 13,000 |
| August | Rodeo | Kaze no Youjinbou—Memory of Butterflies | - | 23,417 | - | 24,000 |
| October | Rodeo | Rahxephon | - | - | - | - |
| November | Enterrise | Street Fighter IV | - | - | - | - |
| | Others | | 1,274 | 2,305 | 2,380 | |
| Total number of pachislot machines sold | | | 36,250 | 25,740 | 11,499 | |
| | | | | | Total number of pachislot machines sold in Q1-Q3 | |
| | | | | | 73,489 | |
| Total number of pachinko/pachislot machines sold | | | 43,357 | 107,897 | 47,700 | |
| | | | | | Total number of pachinko/pachislot machines sold in Q1-Q3 | |
| | | | | | 198,954 | |

* 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 January 31, 2012. ※Bracketed titles were released in the previous fiscal year and are still on sale.

Titles Sold of the Year Ending March 31, 2012

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(As of December 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

【July】

- Sold: 72,000 machines

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

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

【May】

- Sold: 13,000 machines

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【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
- Sold: 24,000 machines

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

【August】

【Rodeo】



■ Rahxephon

- The machine presents the mysterious and beautiful world of Rahxephon, an ultimate SF robot anime
- Featuring a new and innovative ART system that combines the elements of ART that have earned it popularity in the market

【October】

©2001 BONES・出淵裕/Rahxephon project ©Sammy ©RODEO

【Enterrise】



■ Street Fighter IV

- The machine is based on a popular game software “Street Fighter IV”
- Featuring the stunningly beautiful videos and battle scenes that develop in a wide variety of ways

【November】

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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*

【March】

- Sold: 78,000 machines (Cumulative)

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Titles Press Released for the Q4 of the Year Ending March 31, 2012

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(As of January 31, 2012)

Pachinko machine

【Bisty】



■ CR Evangelion 7

- The machine features not only high quality video, but also a sophisticated appearance and an advanced story line with evolved presentation techniques, producing an even more striking and powerful game function.

[January]

- It is a new middle-spec machine which offers balanced ease of play.

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Pachislot machine

【Bisty】

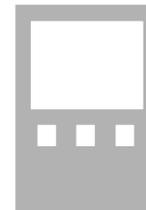


■ Evangelion—the Heartbeat of Life

- The machine features a “multi-shutter panel”, and multiple moving devices making this machine, with its new exclusive chassis, the most striking of the series.
- The high quality video presentation is coordinated with a diverse range of foreshadowing effects, panels, and moving devices, resulting in a machine that embodies the Evangelion world in every aspect.

[February]

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Coming Soon !

Number of Pachinko/Pachislot Machines Sold According to Manufacturer for the Nine Months Ended December 31, 2011

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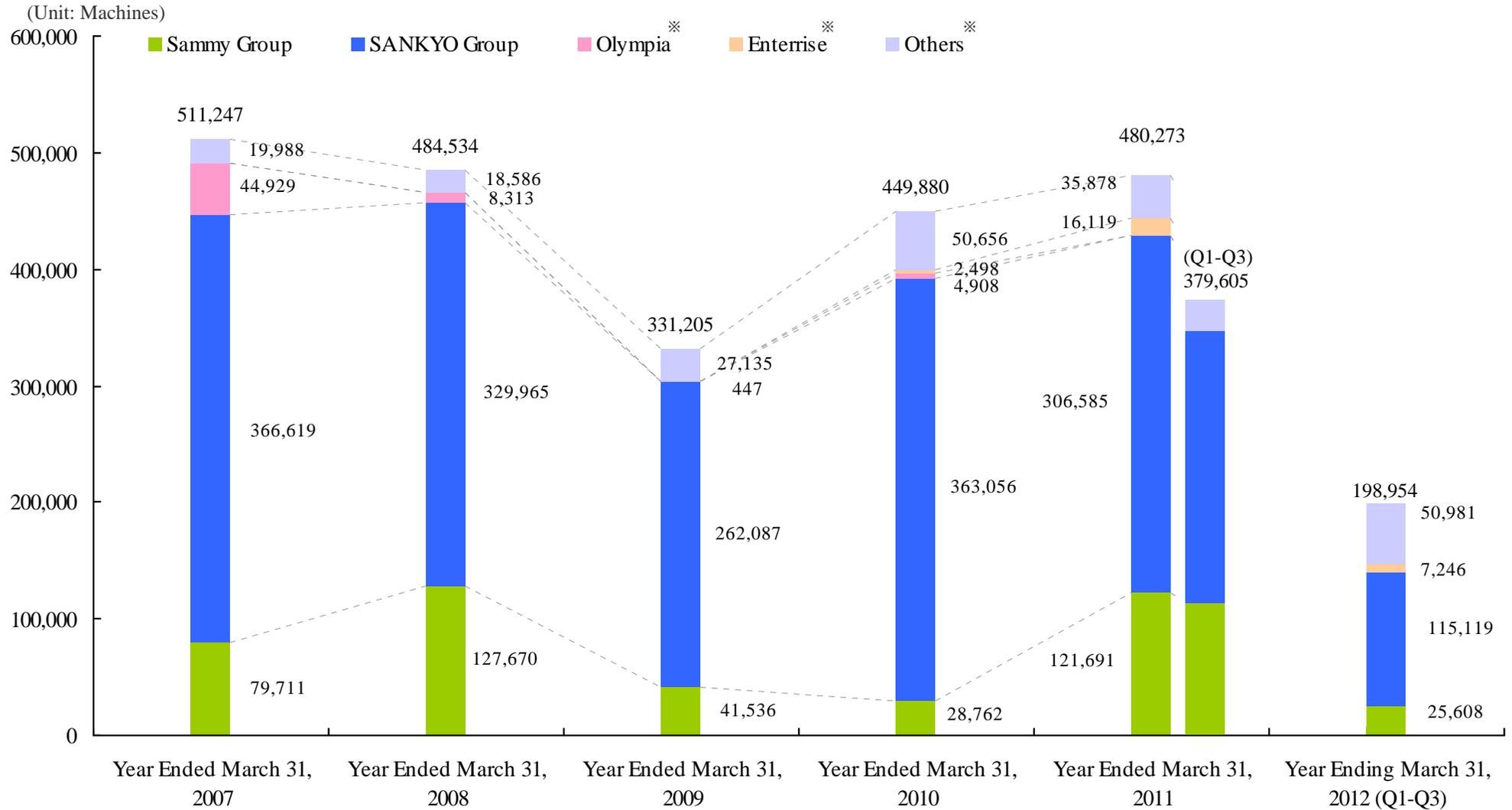
(Unit: Machines)

| | Year Ended March 31, 2011 | | | | | Year Ending March 31, 2012 | | | |
|---|---------------------------|----------------|---------------|----------------|----------------|----------------------------|----------------|---------------|----------------|
| | Q1 | Q2 | Q3 | Q4 | Full-Year | Q1 | Q2 | Q3 | Q1-Q3 |
| <Pachinko machines> | | | | | | | | | |
| Bisty | 58,007 | 155,896 | 9,207 | 13,395 | 236,505 | 1,454 | 71,497 | 7,124 | 80,075 |
| Others | 6,885 | 5,832 | 5,866 | 7,526 | 26,109 | 5,653 | 10,660 | 29,077 | 45,390 |
| Total number of pachinko machines sold | 64,892 | 161,728 | 15,073 | 20,921 | 262,614 | 7,107 | 82,157 | 36,201 | 125,465 |
| <Pachislot machines> | | | | | | | | | |
| Rodeo | 35,123 | 15,233 | 64,305 | 7,030 | 121,691 | 20 | 23,423 | 2,165 | 25,608 |
| Bisty | 4,846 | 9,161 | 590 | 55,483 | 70,080 | 34,976 | 18 | 50 | 35,044 |
| Enterrise | - | - | - | 16,119 | 16,119 | 342 | - | 6,904 | 7,246 |
| Others | 677 | 1,468 | 6,509 | 1,115 | 9,769 | 912 | 2,299 | 2,380 | 5,591 |
| Total number of pachislot machines sold | 40,646 | 25,862 | 71,404 | 79,747 | 217,659 | 36,250 | 25,740 | 11,499 | 73,489 |
| Total number of pachinko/pachislot machines sold | 105,538 | 187,590 | 86,477 | 100,668 | 480,273 | 43,357 | 107,897 | 47,700 | 198,954 |

Change in the Number of Machines Sold by Brand

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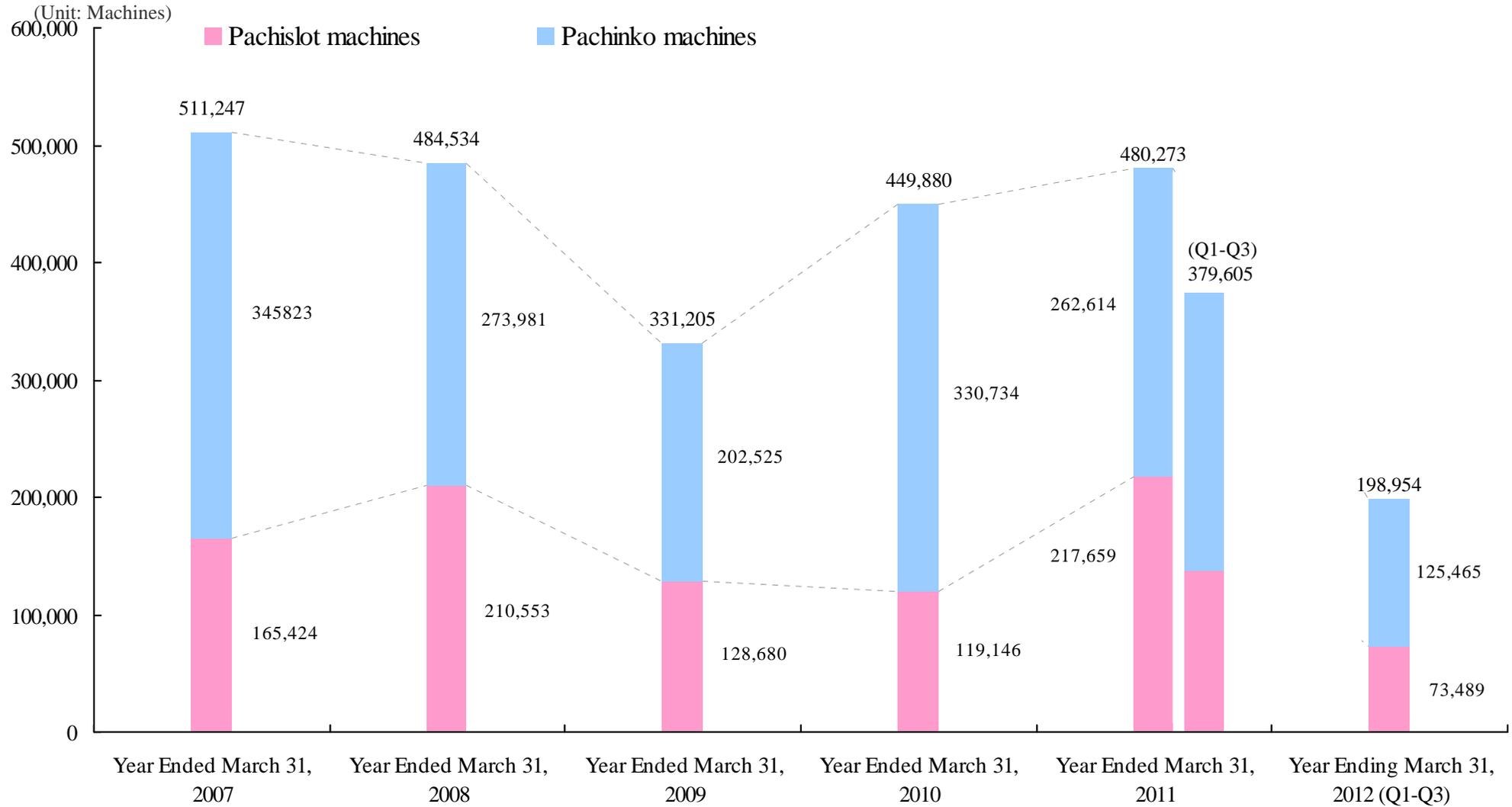


※Enterrise Co., Ltd. before the year ended March 31, 2010 were included in Others therefore the figures announced in the past have been connected according

Change in the Number of Pachinko/Pachislot Machines Sold

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Appendix I

Corporate Profile

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Corporate data

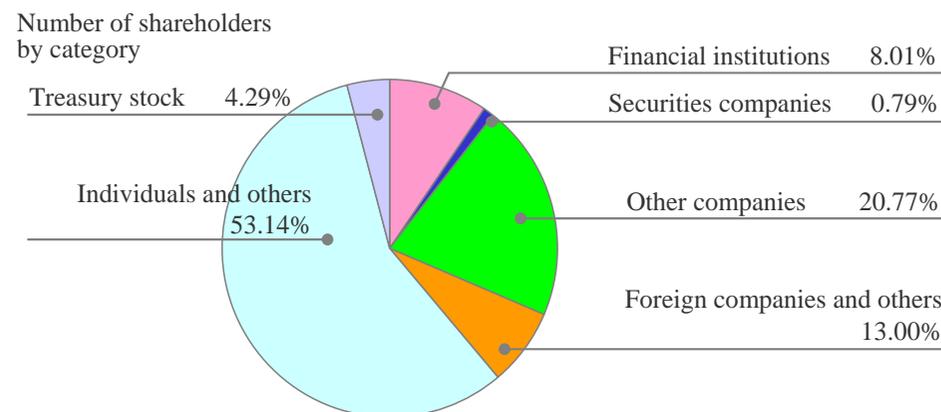
(As of December 31, 2011)

| | |
|-------------------------------------|---|
| 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: 15,162) |
| Securities exchange | Osaka Stock Exchange, JASDAQ market Standard, 2767 |
| Number of employees | 1,302 (Consolidated), 683 (Non-Consolidated) |
| Main business activities | Contents related businesses Planning, development and sales of pachinko/pachislot machines |
| Regional Offices and Branch Offices | <p><Regional Offices> Hokkaido-Tohoku, North Kanto, Tokyo, Nagoya, Osaka, Chugoku-Shikoku, Kyushu</p> <p><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</p> |
| Consolidated subsidiaries | <ul style="list-style-type: none"> FutureScope Corporation TOTAL Workout premium management Inc. Tsuburaya Productions Co., Ltd. Digital Frontier Inc. Lucent Pictures Entertainment, Inc. and 12 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 September 30, 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) | 8,038 | 2.32% |
| Trust & Custody Services Bank, Ltd. (Securities investment trust account) | 7,954 | 2.29% |
| Japan Trustee Services Bank, Ltd. (Trust account) | 7,755 | 2.23% |
| BBH (LUX) FIDELITY FUNDS JAPAN ADVANTAGE | 5,249 | 1.51% |
| NORTHAN TRUST CO. (AVFC) SUB A/C AMERICAN CLIENTS | 4,983 | 1.44% |



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

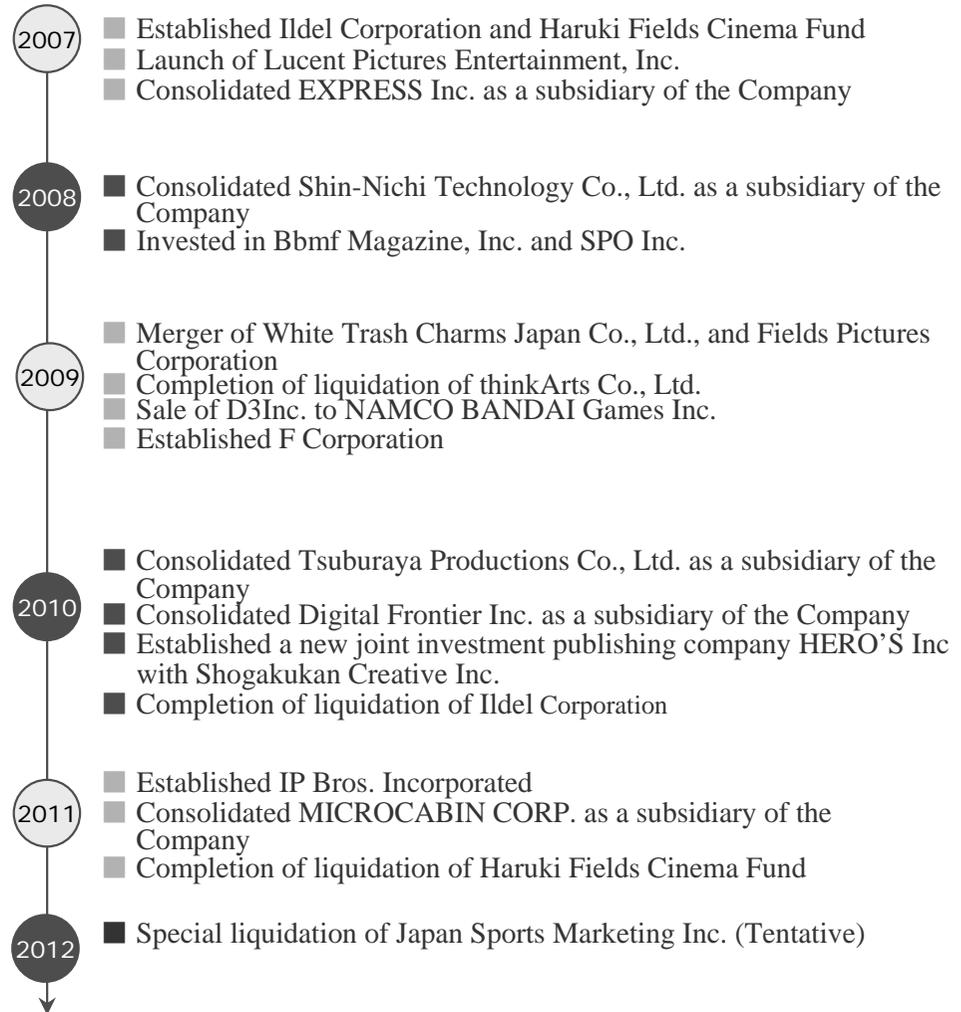
Pachinko/Pachislot related business

■ Established business tie-up with KYORAKU SANGYO

Next

■ Promoting joint businesses with the Universal Entertainment Corp. group.

Group related business



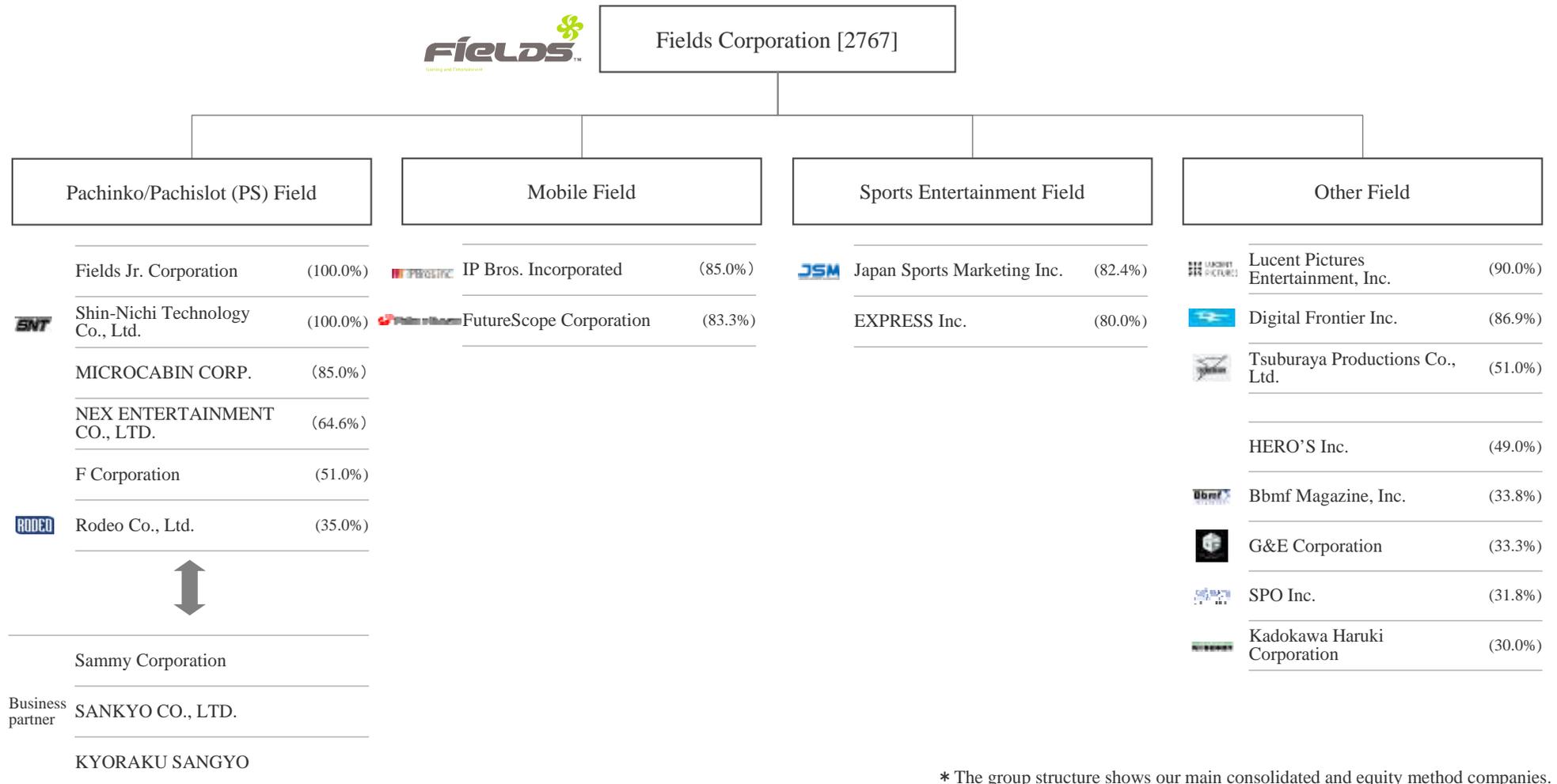
As a trailblazing creator pursuing more entertaining pachinko/pachislot machines

Group Structure

FIELDS CORPORATION

The greatest leisure for all people

(As of December 31, 2011)



* The group structure shows our main consolidated and equity method companies.
 * Japan Sports Marketing Inc. will be dissolved in a special liquidation in March 2012.

Status of Group Companies

FIELDS CORPORATION

The greatest leisure for all people

(As of December 31, 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 | Shibuya-ku, Tokyo | Pachinko/ Pachislot machine development | January 2008 |
| | MICROCABIN CORP. | 85.0 | 227 | Yokkaichi-shi, Mie | Planning and development of software for commercial-use machine | January 2011 |
| | NEX ENTERTAINMENT CO., LTD. | 64.6 | 92 | Shinagawa-ku, Tokyo | Software planning, production, development and sales. | November 2011 |
| | F Corporation | 51.0 | 200 | Shibuya-ku, Tokyo | Pachinko/Pachislot machine planning and development | May 2009 |
| Mobile Field | Rodeo Co., Ltd. | 35.0 | 100 | Toshima-ku, Tokyo | Pachinko/Pachislot machine development and manufacturing | March 2002 |
| | 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 | FutureScope Corporation | 83.3 | 60 | Shibuya-ku, Tokyo | Mobile contents service provider and mail order | October 2006 |
| | Japan Sports Marketing Inc. | 82.4 | 200 | Shibuya-ku, Tokyo | Athletes management / Running fitness gyms | October 2005 |
| Other Field | EXPRESS Inc. | 80.0 | 300 | Fukuoka-shi, Fukuoka | Running fitness gym | December 2007 |
| | Lucent Pictures Entertainment, Inc. | 90.0 | 20 | Shibuya-ku, Tokyo | Planning, production and producing of animations | October 2007 |
| | Digital Frontier Inc. | 86.9 | 31 | Shibuya-ku, Tokyo | CG planning and production | April 2010 |
| | Tsuburaya Productions Co., Ltd. | 51.0 | 310 | Shibuya-ku, Tokyo | Movie/TV planning and production Character goods planning, production and sales | April 2010 |
| | HERO'S Inc. | 49.0 | 10 | Shibuya-ku, Tokyo | Comic magazine and character contents planning, operation and production | April 2010 |
| | Bmf 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 |

* Japan Sports Marketing Inc. will be dissolved in a special liquidation in March 2012.

Topics of Group Companies

FIELDS CORPORATION

The greatest leisure for all people

Lucent Pictures Entertainment, Inc.

Movie “BERSERK I THE HIGH KING’S EGG”



To be premiered on February 4, 2012
<http://www.berserkfilm.com/>

Planning/Producing
Lucent Pictures Entertainment, Inc.

Trilogy
2nd “BERSERK II” to be premiered on June 2012



Tsuburaya Productions Co., Ltd.

Movie “Ultraman Saga”



To be premiered on March 24, 2012
<http://www.ultramansaga.com/>

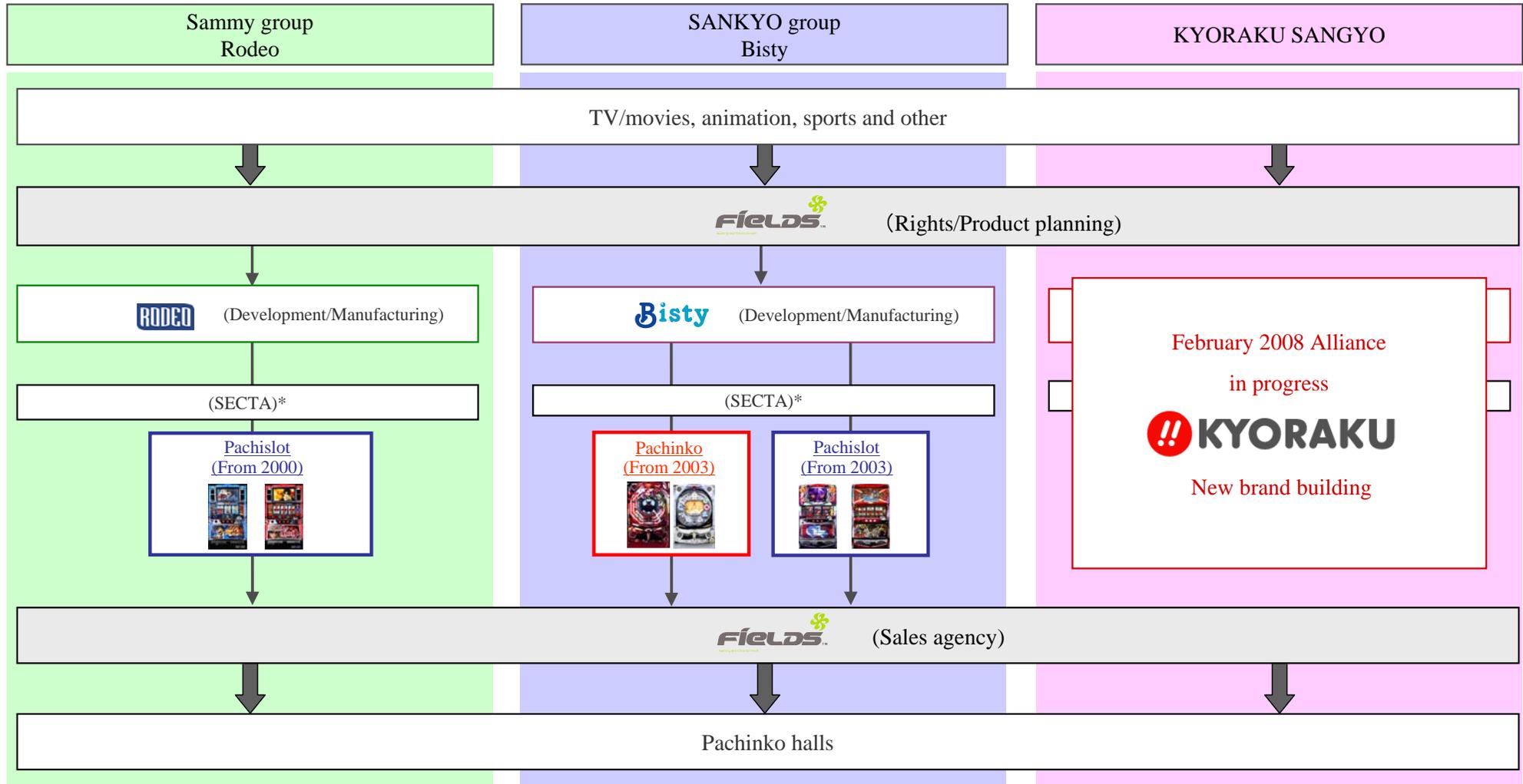


Business Model (PS Planning, Development and Sales)

FIELDS CORPORATION

The greatest leisure for all people

(As of December 31, 2011)

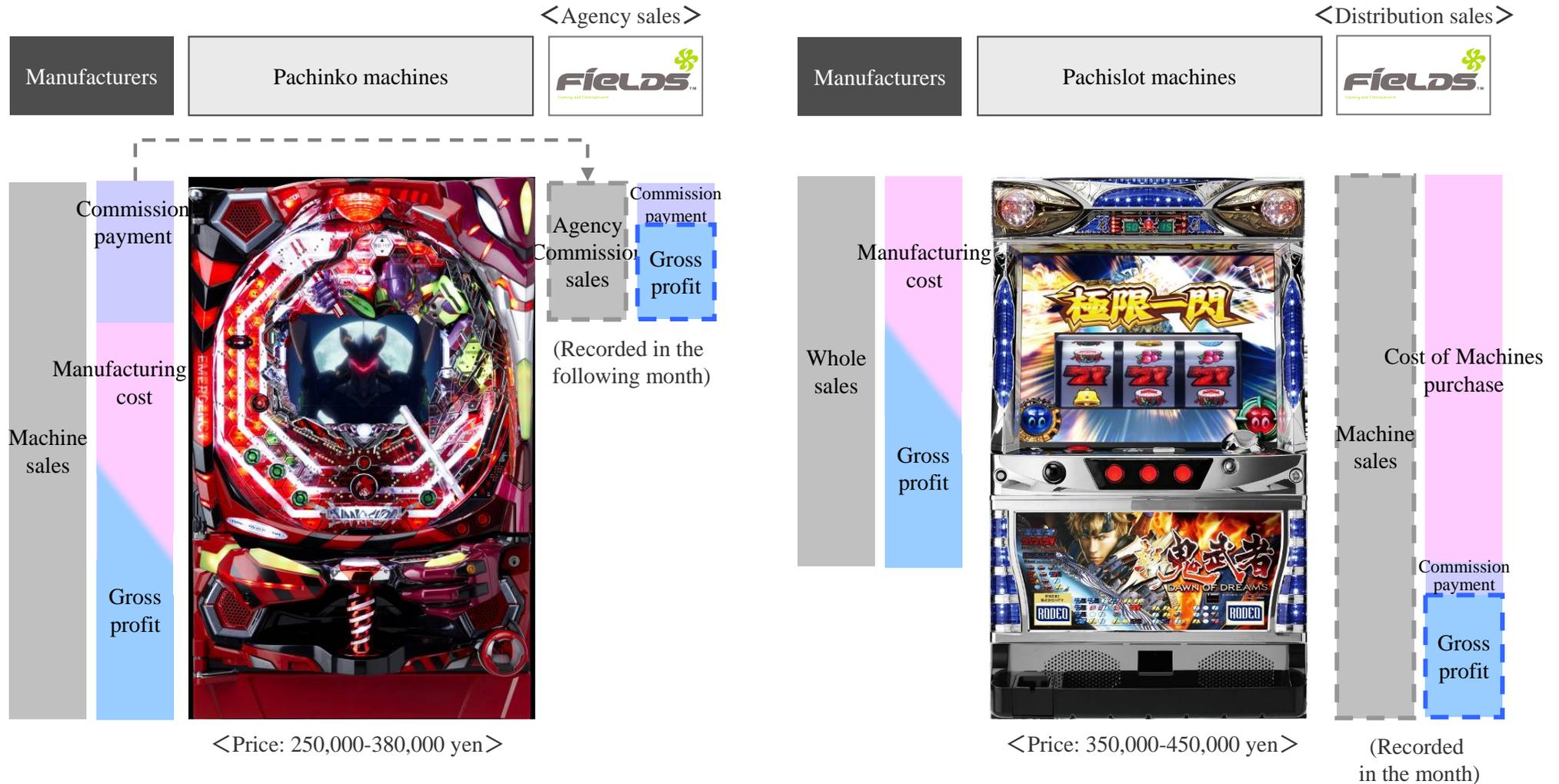


*Security Electronics Communications Technology Associatio

Accounting Method of Pachinko/Pachislot Sales

FIELDS CORPORATION

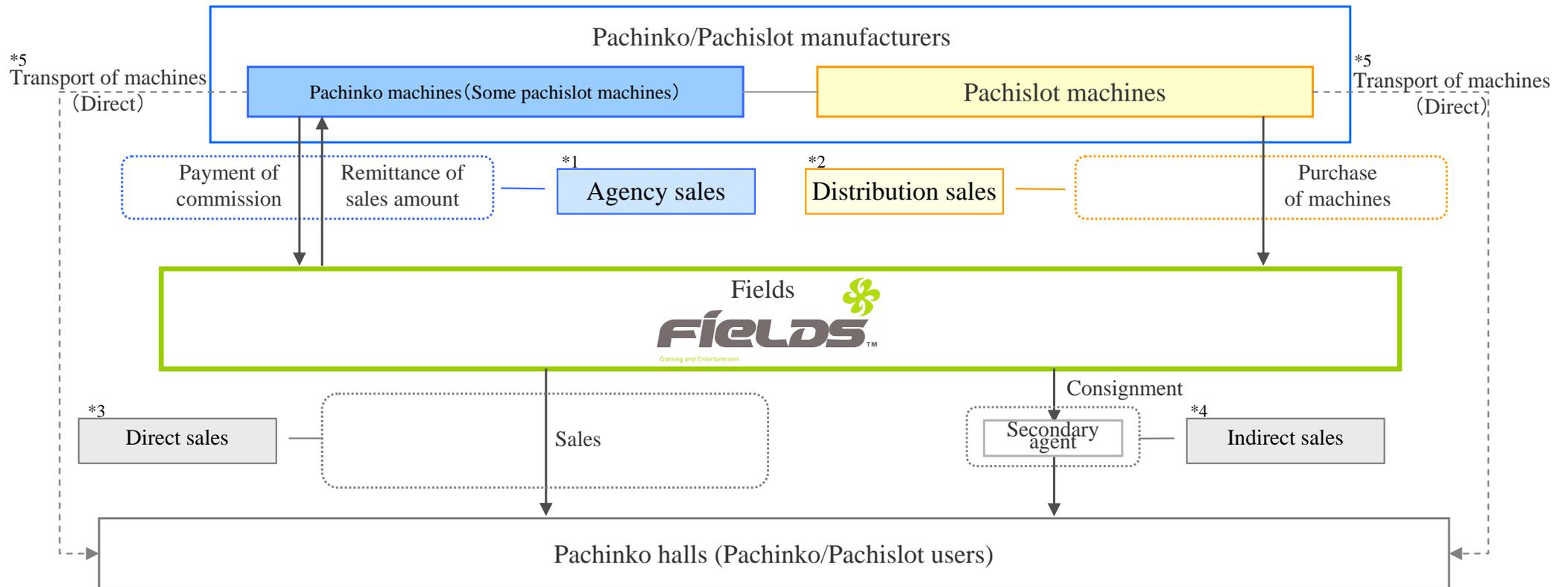
The greatest leisure for all people



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

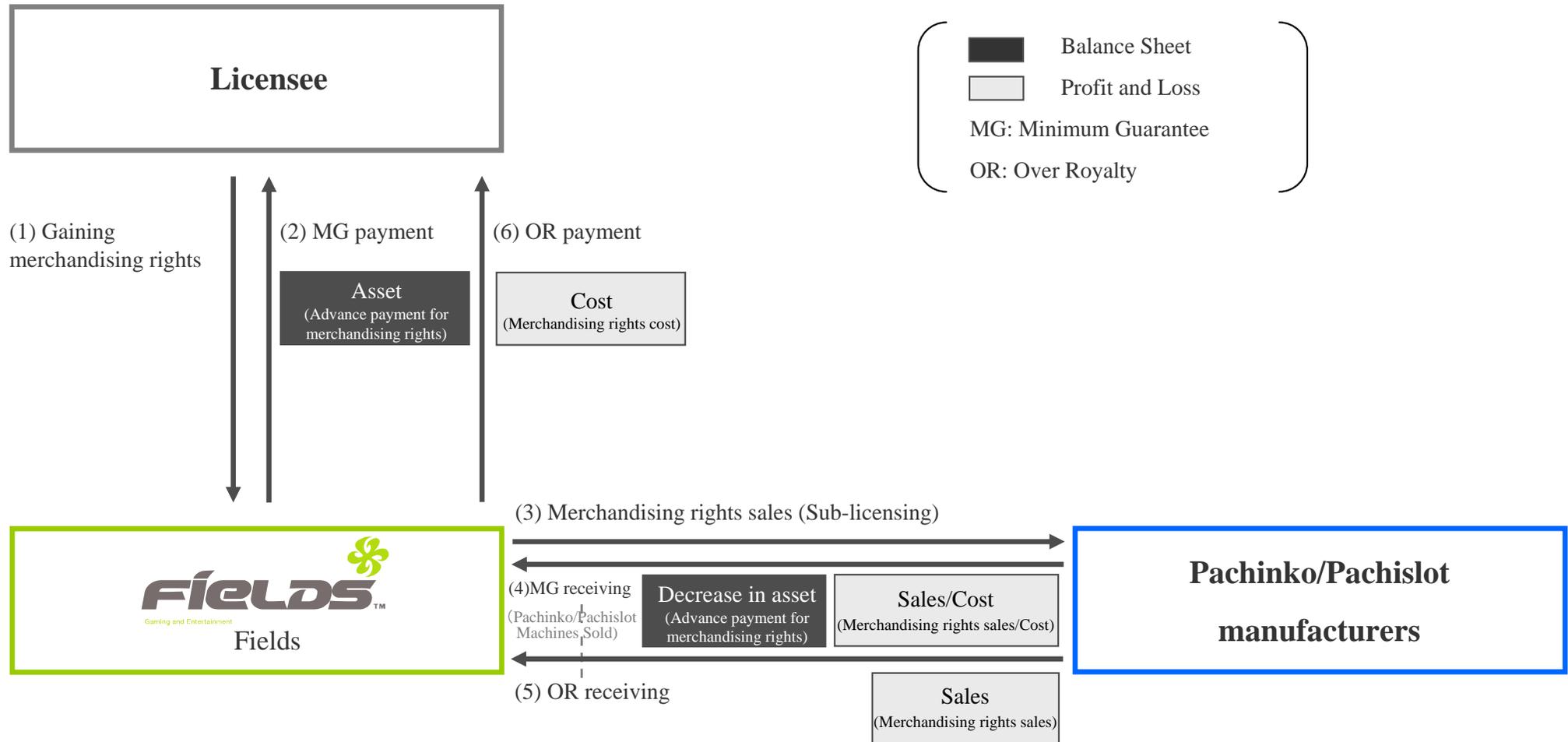
*5 Transport of machines : Direct transport of machines from manufacturers to Pachinko halls

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

FIELDS CORPORATION

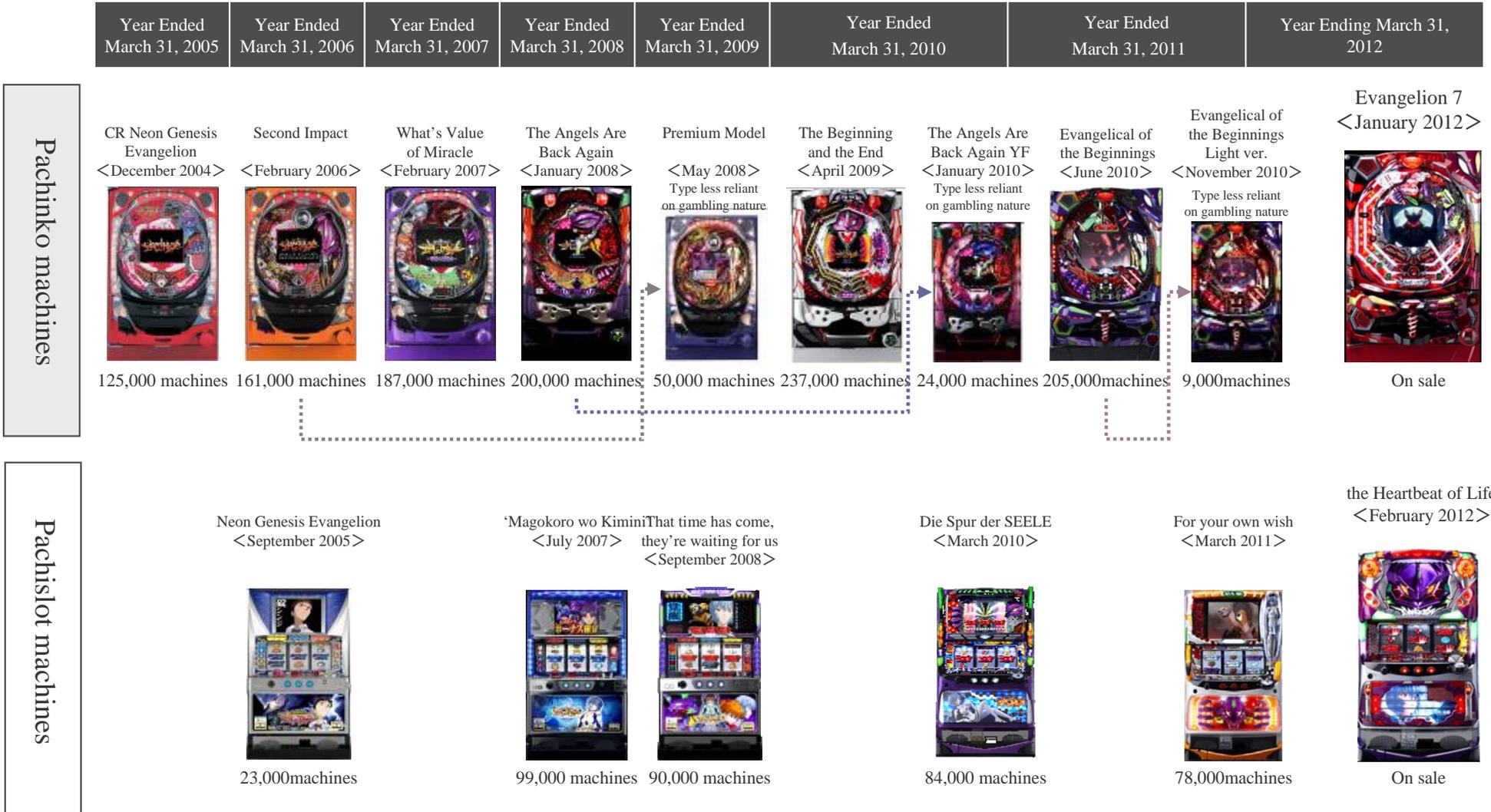
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Change of "Evangelion" Series

FIELDS CORPORATION

The greatest leisure for all people

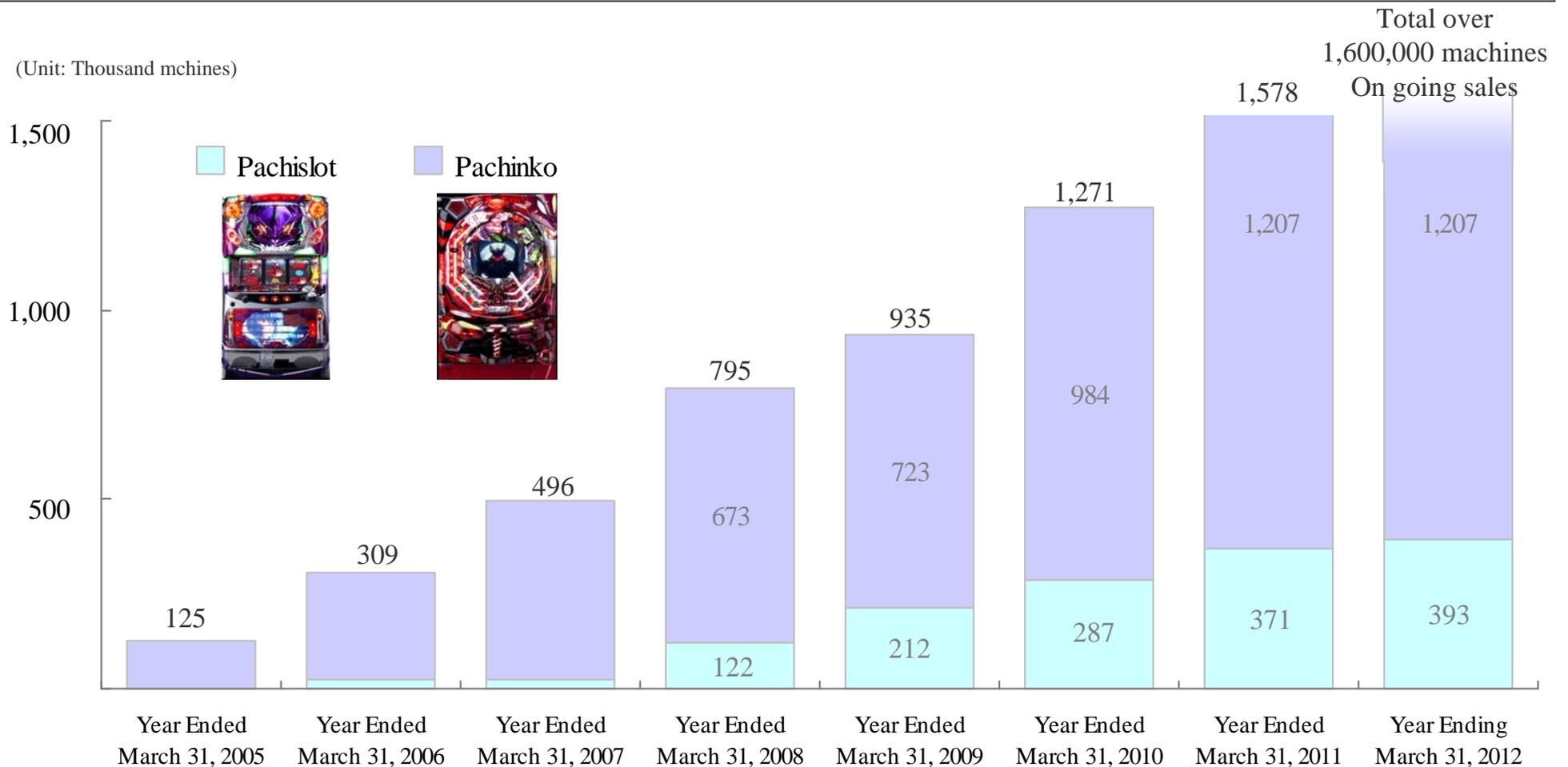


Total Sale Machines of Evangelion Series

FIELDS CORPORATION

The greatest leisure for all people

Planned and sold 7 pachinko and 6 pachislot titles since the year ended March, 2005
 Total sale exceeded **1.5 million machines** in the year ended March, 2011



Introduction of “MOBASLO” and “MOBAPACHI”

FIELDS CORPORATION

The greatest leisure for all people



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 | Q3 | Q1-Q3 |
| 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 | 151,254 | 47,700 | 198,954 |
| Sales ratio | | | | | | | | | | | | | | | | | | |
| Pachinko | 123,271 | 222,552 | 345,823 | 38,585 | 235,396 | 273,981 | 137,539 | 64,986 | 202,525 | 266,284 | 64,450 | 330,734 | 226,620 | 35,994 | 262,614 | 89,264 | 36,201 | 125,465 |
| | 53.6% | 79.1% | 67.6% | 18.2% | 86.4% | 56.5% | 63.4% | 56.8% | 61.1% | 97.1% | 36.7% | 73.5% | 77.3% | 19.2% | 54.7% | 59.0% | 75.9% | 63.1% |
| Pachislot | 106,536 | 58,888 | 165,424 | 173,503 | 37,050 | 210,553 | 79,293 | 49,387 | 128,680 | 7,860 | 111,286 | 119,146 | 66,508 | 151,151 | 217,659 | 61,990 | 11,499 | 73,489 |
| | 46.4% | 20.9% | 32.4% | 81.8% | 13.6% | 43.5% | 36.6% | 43.2% | 38.9% | 2.9% | 63.3% | 26.5% | 22.7% | 80.8% | 45.3% | 41.0% | 24.1% | 36.9% |
| Agency/Distribution sales ratio | | | | | | | | | | | | | | | | | | |
| Agency sales | 127,081 | 223,086 | 350,167 | 40,120 | 237,648 | 277,768 | 138,492 | 66,674 | 205,166 | 255,570 | 67,177 | 322,747 | 228,042 | 40,130 | 268,172 | 91,839 | 38,581 | 130,420 |
| | 55.3% | 79.3% | 68.5% | 18.9% | 87.2% | 57.3% | 63.9% | 58.3% | 61.9% | 93.2% | 38.2% | 71.7% | 77.8% | 21.4% | 55.8% | 60.7% | 80.9% | 65.6% |
| Distribution sales | 102,726 | 58,354 | 161,080 | 171,968 | 34,798 | 206,766 | 78,340 | 47,699 | 126,039 | 18,574 | 108,559 | 127,133 | 65,086 | 147,015 | 212,101 | 59,415 | 9,119 | 68,534 |
| | 44.7% | 20.7% | 31.5% | 81.1% | 12.8% | 42.7% | 36.1% | 41.7% | 38.1% | 6.8% | 61.8% | 28.3% | 22.2% | 78.6% | 44.2% | 39.3% | 19.1% | 34.4% |
| Direct/Indirect sales ratio | | | | | | | | | | | | | | | | | | |
| Direct sales | 167,788 | 218,503 | 386,291 | 164,786 | 215,392 | 380,178 | 177,552 | 89,735 | 267,287 | 221,521 | 145,626 | 367,147 | 239,336 | 156,701 | 396,037 | 123,142 | 44,793 | 167,935 |
| | 73.0% | 77.6% | 75.6% | 77.7% | 79.1% | 78.5% | 81.9% | 78.5% | 80.7% | 80.8% | 82.9% | 81.6% | 81.6% | 83.7% | 82.5% | 81.4% | 93.9% | 84.4% |
| Indirect sales | 62,019 | 62,937 | 124,956 | 47,302 | 57,054 | 104,356 | 39,280 | 24,638 | 63,918 | 52,623 | 30,110 | 82,733 | 53,792 | 30,444 | 84,236 | 28,112 | 2,907 | 31,019 |
| | 27.0% | 22.4% | 24.4% | 22.3% | 20.9% | 21.5% | 18.1% | 21.5% | 19.3% | 19.2% | 17.1% | 18.4% | 18.4% | 16.3% | 17.5% | 18.6% | 6.1% | 15.6% |

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

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| 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

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| 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

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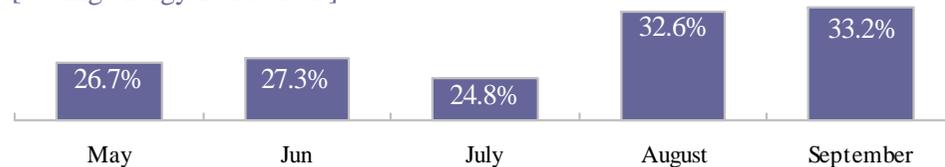
Basic approach to CSR

Our corporate activities and CSR should be one and the same

Topic 1

Over 25% reduction in Power consumption YoY

Activities Continuous reduction in power consumption in summer and winter
[Saving energy 2011: YoY]



Topic 2

Charity golf tournament support

“THE LEGEND CHARITY PRO-AM TOURNAMENT”

Date May 7-8, 2011

Activities 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 July, 2011 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)

FIELDS CORPORATION

The greatest leisure for all people

Tsuburaya Productions Co., Ltd.

Established ULTRAMAN FOUNDATION

ウルトラマン基金
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 | Fund raising campaign at the Chunichi Theatre in Nagoya Donated 30 million yen to Miyagi. Visited Asahi city in Chiba for support |
| July 2011 | Donated 20 million yen to Fukushima Visited Sukagawa city in Fukushima Visited Big Palette Fukushima in Koriyama city, Fukushima |
| August 2011 | Visited Ishinomaki city in Miyagi for support Fund raising by distributing the Ultraman booklet "Ultraman begins 2011" in Comic Market 80 |
| September 2011 | Donated 20 million yen and microbus to Iwate prefectural government Visited Miyako Fisherise High school and Otsuchi town in Iwate for support |
| November 2011 | Visited Matsubara city in Miyagi for support |
| December 2011 | Visited Iwaki city in Fukushima for support Visited Fukushima city in Fukushima for support |



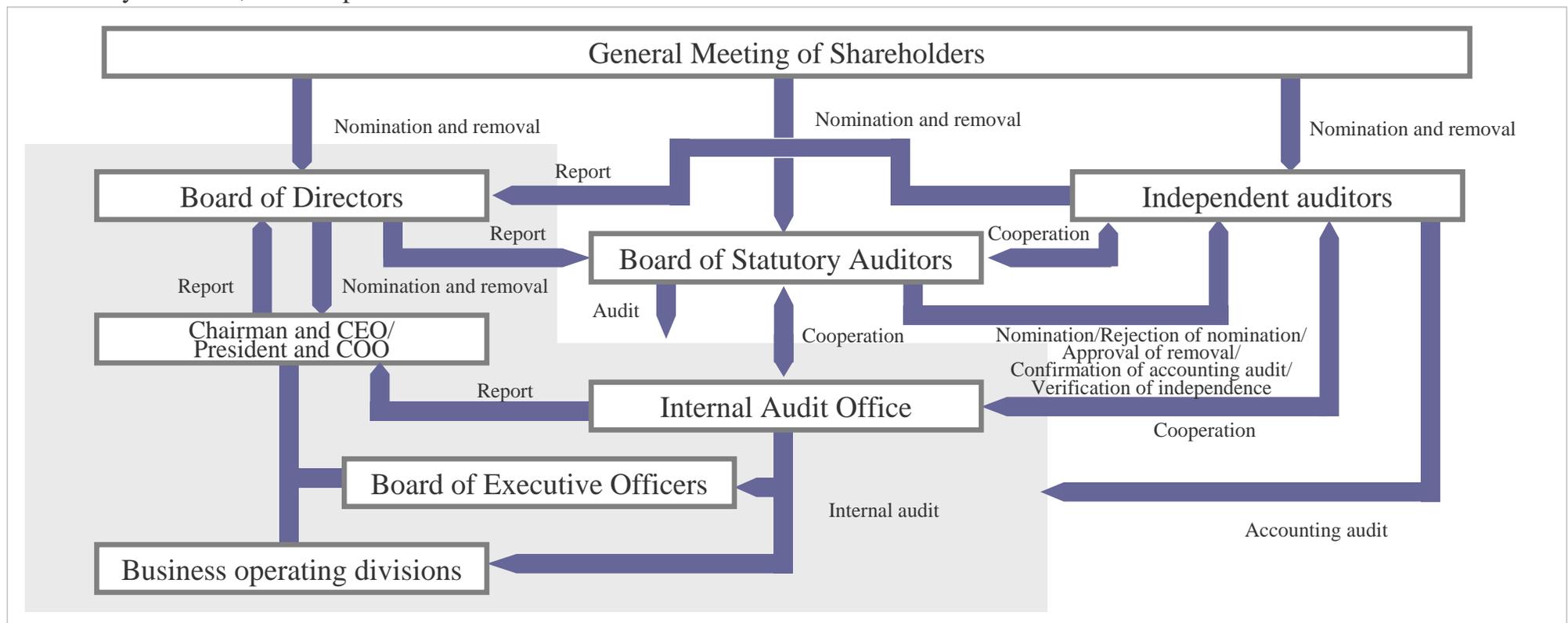
Corporate Governance System

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

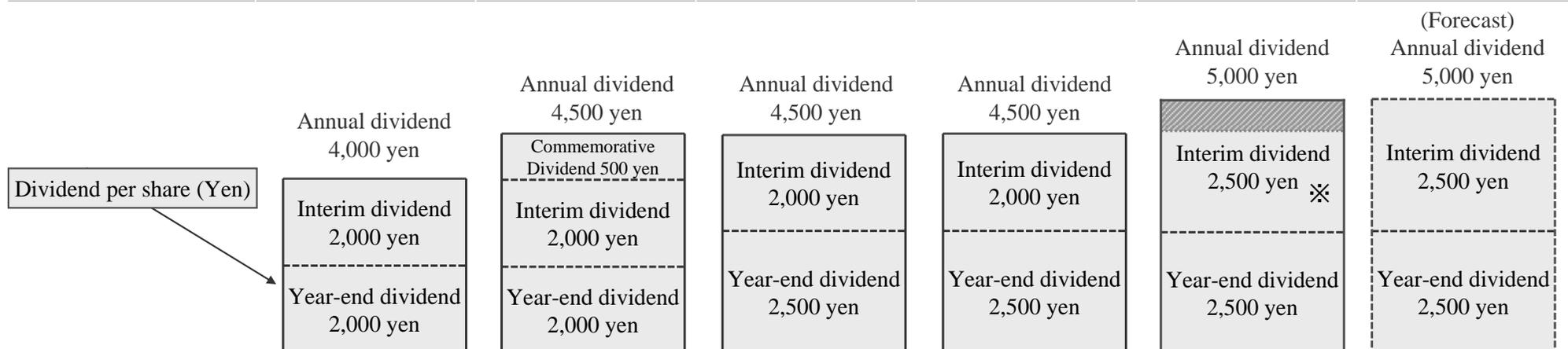
FIELDS CORPORATION

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 | 331,838 |



※ Interim dividends have increased as of November 4, 2010.

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 | 2012.3 Q3 |
| 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 | 43,061 |
| 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 | 16,326 |
| 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 | 22 |
| 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 | 106 |
| 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 | 1,132 |
| 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 | 46,408 |
| 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 | 61,872 |
| 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 | 3,690 |
| 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) | (3,111) |
| 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) | (2,395) |
| 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 | 13,810 |

| 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 | 2012.3 Q3 |
|--|---------|-----------|-----------|-----------|---------|---------|---------|---------|---------|---------|---------|---------|---------|-----------|
| 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 | 138,589 |
| Annual dividend per share (Non-Consolidated) | - | - | 15,000 | 10,000 | 10,000 | 4,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,500 | 2,500 | 2,500 | 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 | 3,410 |

| 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 | 2012.3 Q3 |
|----------------------------|---------|---------|---------|---------|---------|----------|---------|---------|---------|---------|---------|---------|---------|-----------|
| 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 | 59.2 | 74.3 |
| 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 | 45.0 | 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 | 2012.3 Q3 |
|--|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|-----------|
| 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 | 15,162 |
| Number of employees (people) | 166 | 210 | 319 | 323 | 460 | 651 | 758 | 901 | 1,022 | 1,077 | 827 | 909 | 1,149 | 1,302 |

*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 | 15,717 | 9,709 | | |
| Gross profit | 12,402 | 707 | 888 | 12,892 | 26,889 | 7,663 | 11,328 | 7,292 | 8,846 | 35,129 | 5,076 | 6,907 | 4,343 | | |
| 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 | 5,099 | 5,903 | | |
| Operating income | 8,524 | (3,138) | (4,018) | 6,756 | 8,124 | 2,348 | 6,834 | 1,517 | 2,437 | 13,136 | (225) | 1,807 | (1,560) | | |
| Ordinary income | 8,519 | (3,468) | (3,961) | 6,671 | 7,761 | 2,518 | 6,985 | 1,980 | 2,201 | 13,684 | (266) | 1,979 | (1,607) | | |
| Net income | 4,711 | (2,530) | (2,454) | 3,562 | 3,289 | 1,477 | 3,951 | 1,043 | 1,049 | 7,520 | (284) | 2,712 | (1,296) | | |

| | 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 | 13,132 | 7,276 | | |
| Gross profit | 11,901 | 332 | 232 | 12,028 | 24,493 | 6,542 | 10,137 | 6,004 | 7,514 | 30,197 | 4,059 | 6,015 | 3,249 | | |
| 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 | 4,051 | 5,065 | | |
| Operating income | 8,623 | (2,911) | (3,811) | 6,717 | 8,618 | 2,375 | 6,821 | 1,366 | 2,358 | 12,920 | (106) | 1,964 | (1,817) | | |
| Ordinary income | 8,761 | (2,900) | (3,693) | 6,662 | 8,830 | 2,505 | 6,911 | 1,558 | 2,477 | 13,451 | 11 | 2,128 | (1,713) | | |
| Net income | 5,119 | (2,064) | (2,107) | 3,575 | 4,538 | 1,362 | 3,984 | 766 | 714 | 6,826 | (101) | 1,221 | (938) | | |

| | 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

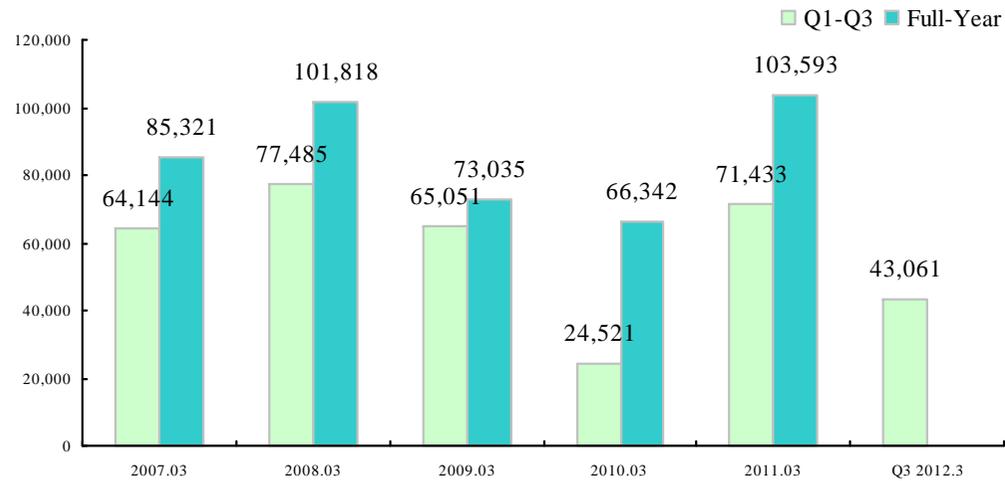
Change in Financial Results (Consolidated)

FIELDS CORPORATION

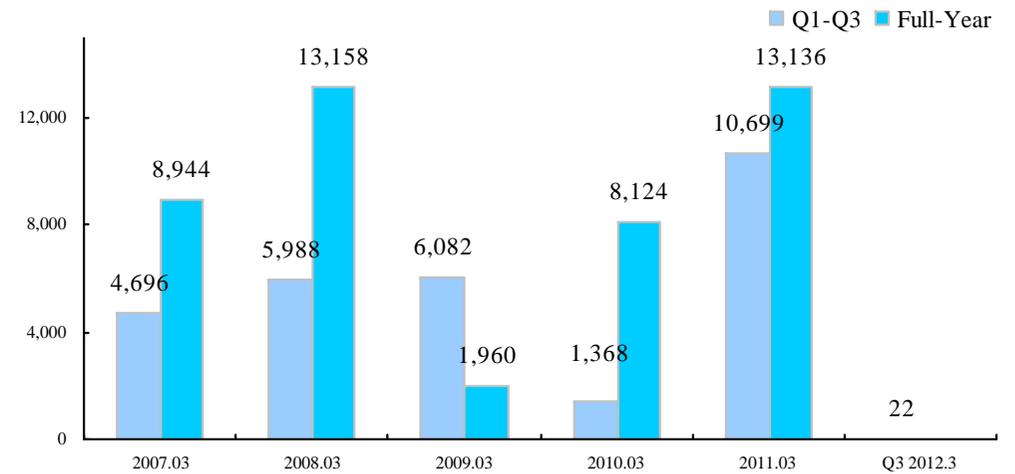
The greatest leisure for all people

(Unit: Million yen)

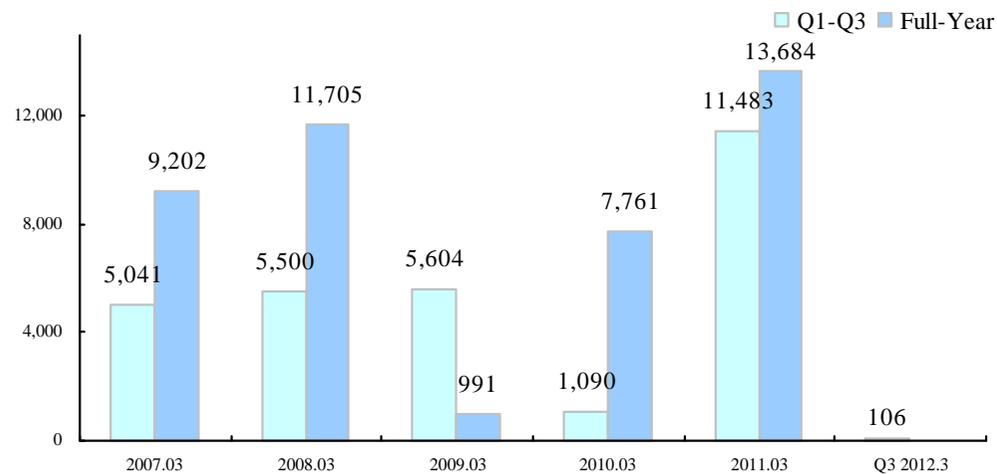
Net sales



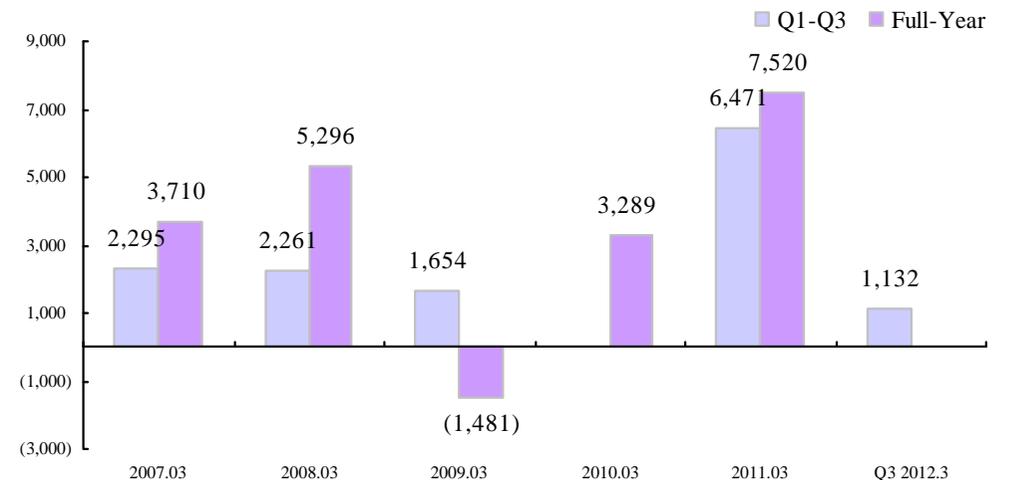
Operating income



Ordinary income



Net income



Change in Assets/Liabilities, Net Assets (Consolidated)

FIELDS CORPORATION

The greatest leisure for all people

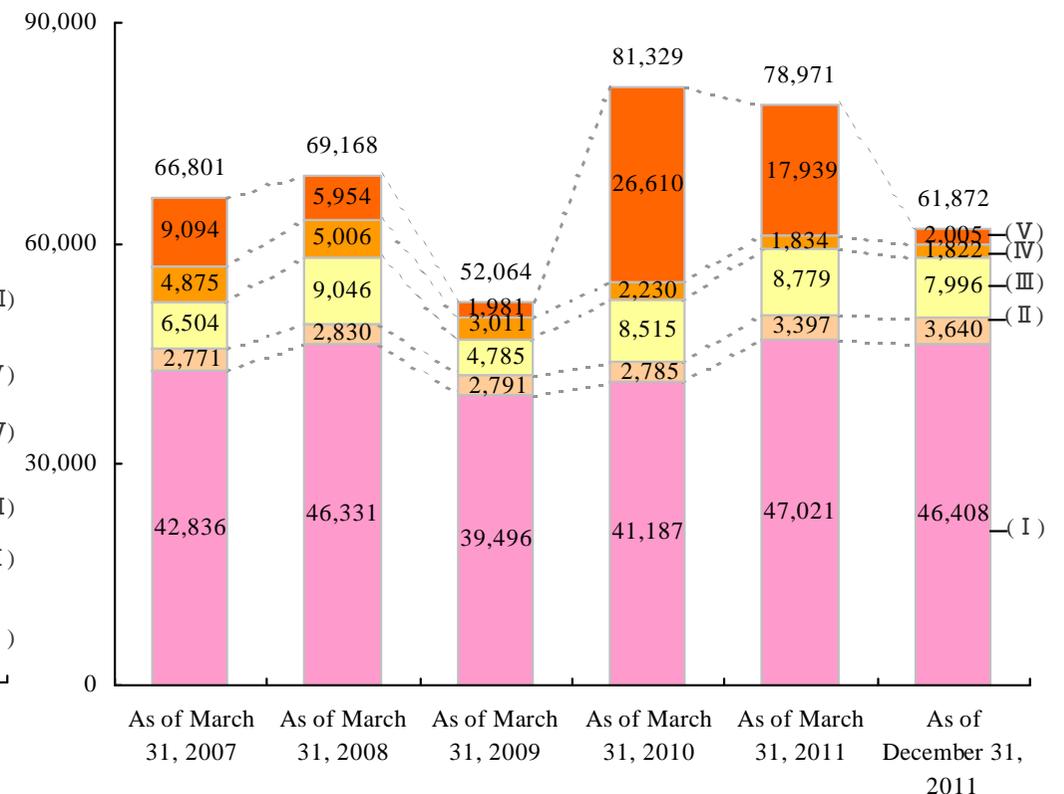
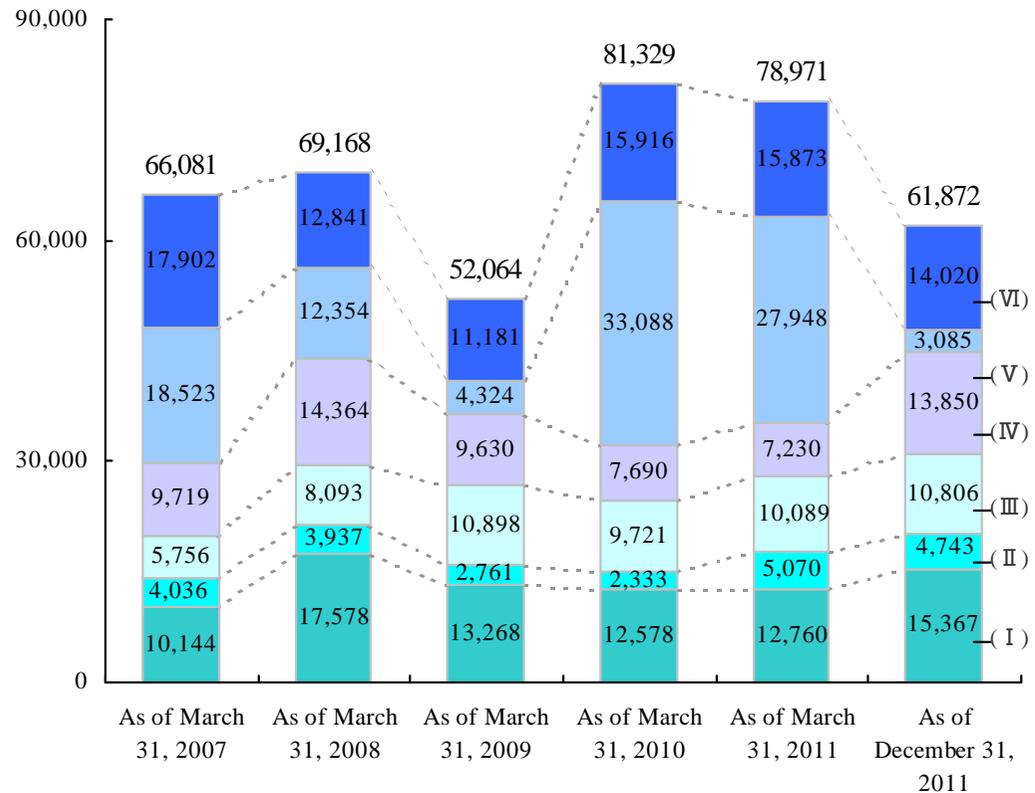
(Unit: Million yen)

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)

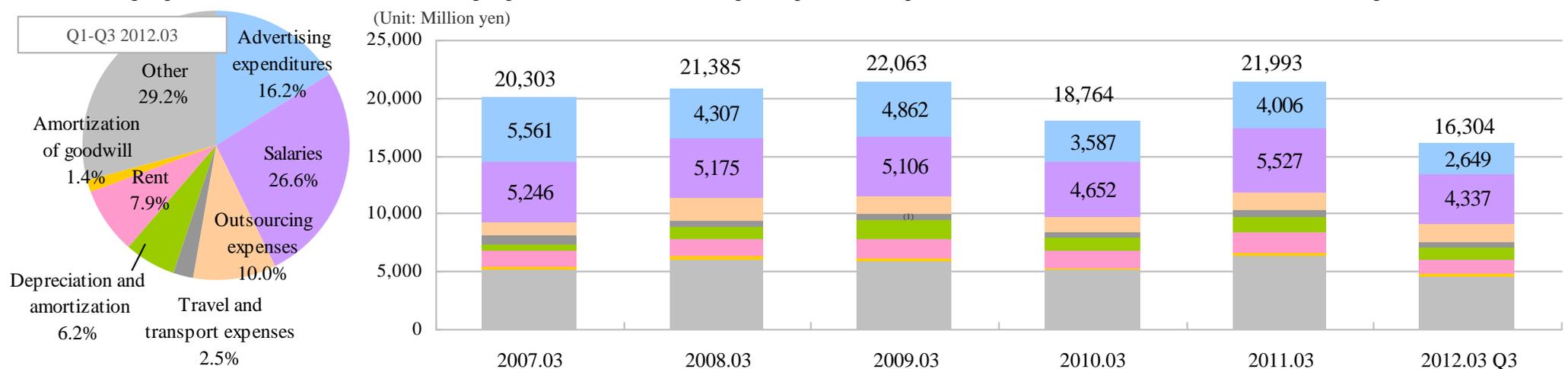
FIELDS CORPORATION

The greatest leisure for all people

| (Unit: Million yen) | 2007.03 | 2008.03 | 2009.03 | 2010.03 | 2011.03 | 2012.3 Q3 |
|---|---------------|---------------|---------------|---------------|---------------|---------------|
| Advertising expenditures | 5,561 | 4,307 | 4,862 | 3,587 | 4,006 | 2,649 |
| Salaries | 5,246 | 5,175 | 5,106 | 4,652 | 5,527 | 4,337 |
| Provision for accrued bonuses | 25 | 145 | 202 | 257 | 290 | 10 |
| Provision for accrued bonuses to directors and auditors | 98 | 128 | 245 | 135 | 220 | 180 |
| Outsourcing expenses | 1,180 | 1,878 | 1,532 | 1,373 | 1,553 | 1,636 |
| Travel and transport expenses | 660 | 662 | 596 | 469 | 551 | 409 |
| Depreciation and amortization | 622 | 977 | 1,534 | 1,175 | 1,393 | 1,012 |
| Rent | 1,244 | 1,460 | 1,608 | 1,475 | 1,654 | 1,281 |
| Provision to allowance for doubtful accounts | 71 | 150 | 29 | 249 | - | △95 |
| Retirement benefit expenses | 51 | 71 | 70 | 68 | 76 | 64 |
| Amortization of goodwill | 429 | 335 | 332 | 87 | 366 | 236 |
| Other | 5,116 | 6,097 | 5,947 | 5,237 | 6,357 | 4,585 |
| Total SG&A expenses | 20,303 | 21,385 | 22,063 | 18,764 | 21,993 | 16,304 |

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

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



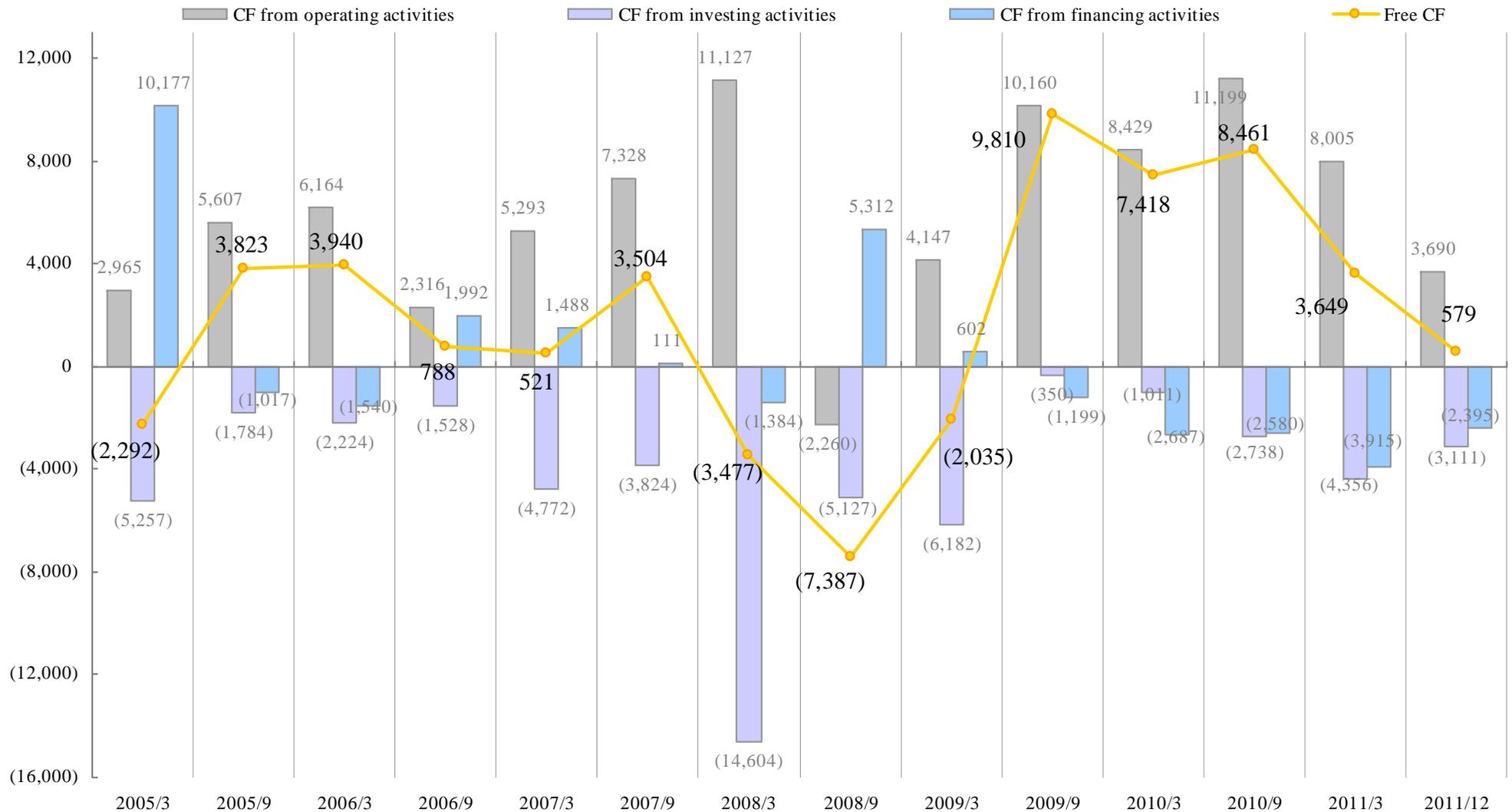
Change in Free Cash Flow

FIELDS CORPORATION

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

(Unit: Million yen)



FIELD'S CORPORATION

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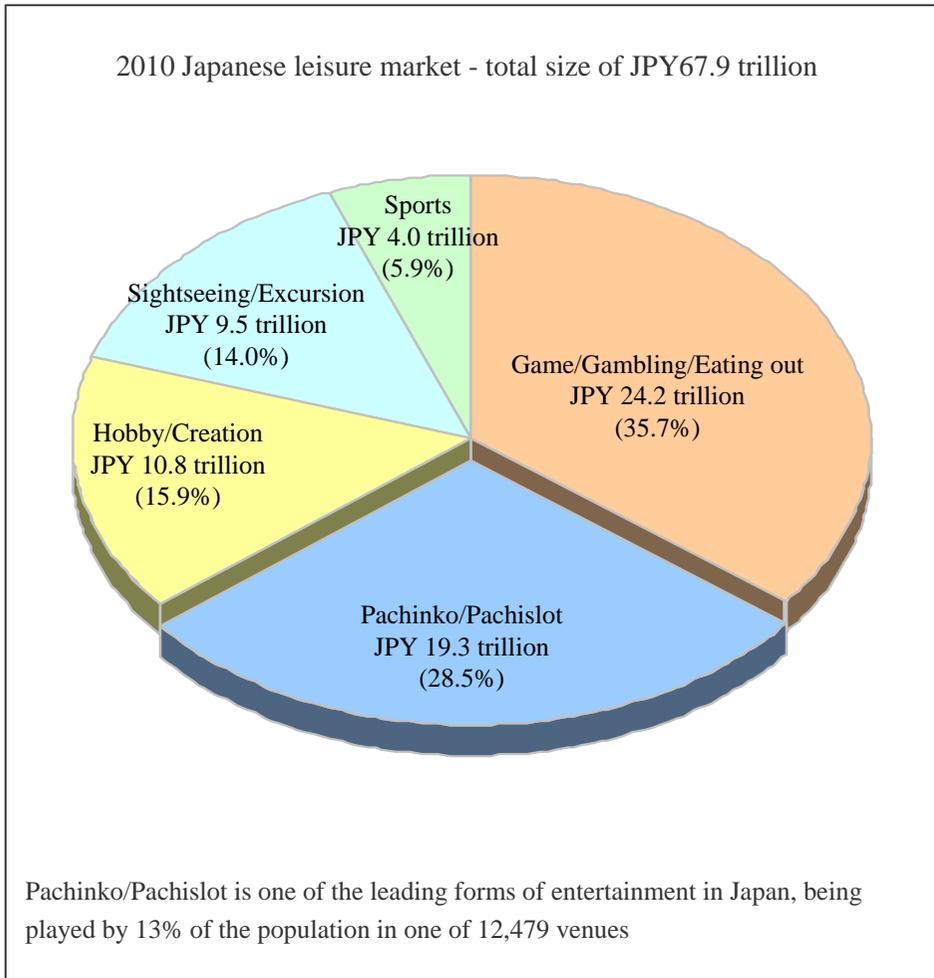
Appendix II (Market date)

Japanese Leisure Market

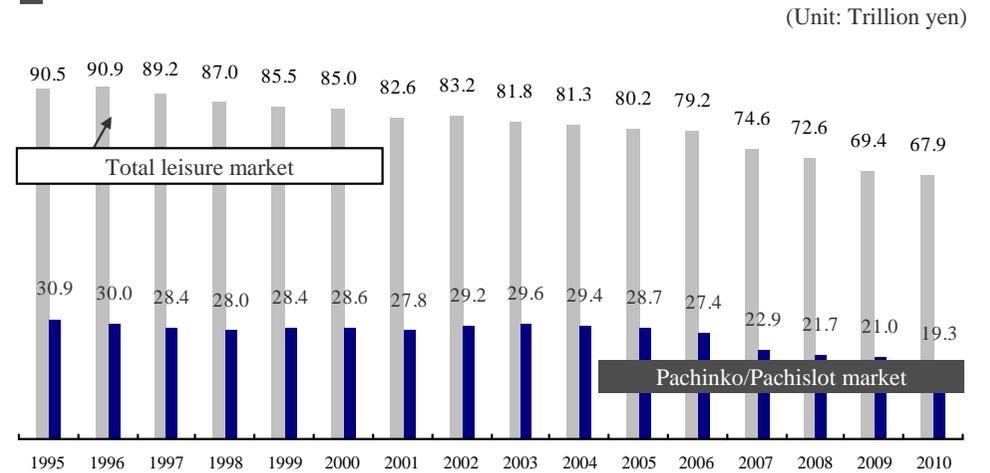
FIELDS CORPORATION

The greatest leisure for all people

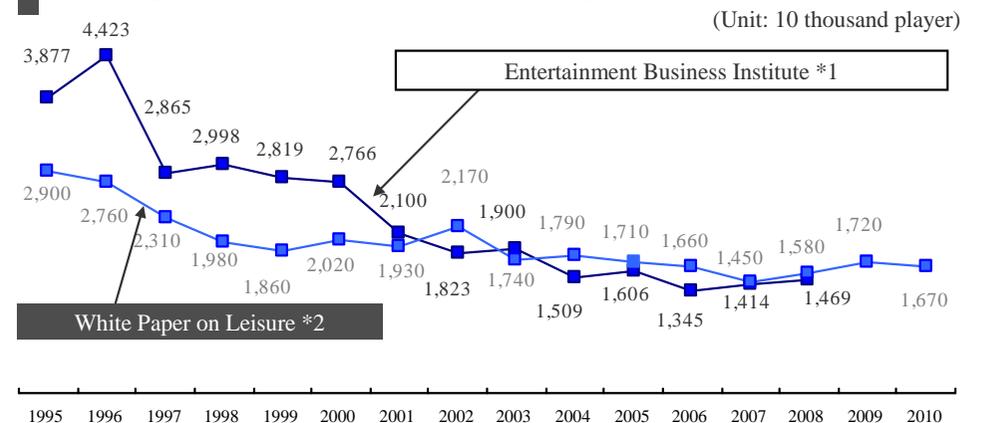
Market scale of pachinko/pachislot industry



Change in pachinko/pachislot market



Change in number of pachinko/pachislot players



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

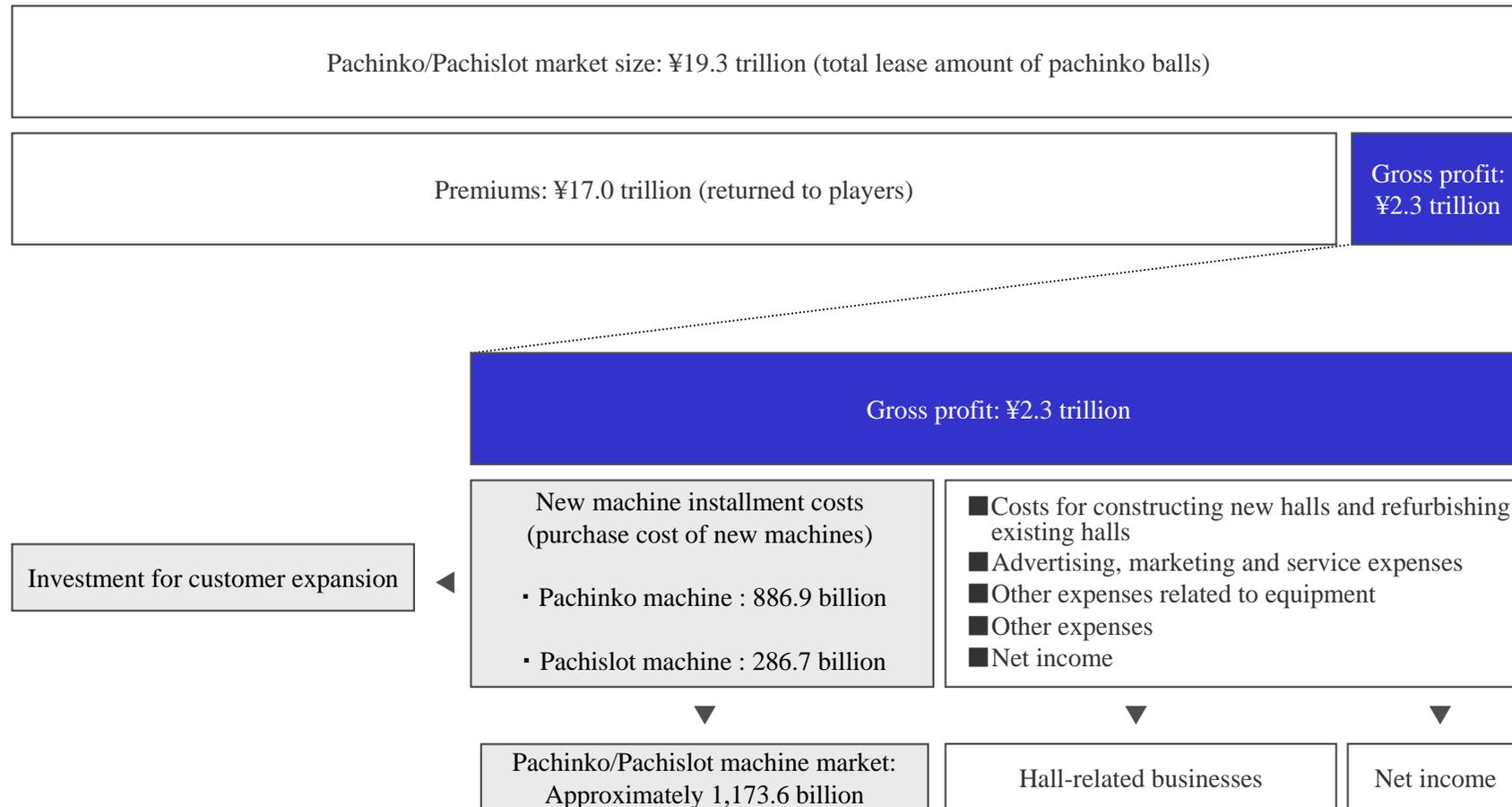
*2 "White Paper on Leisure" has changed the survey method to internet base survey since 2009.

Income Structure of Pachinko/Pachislot Industry (2010)

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Income structure of pachinko halls



Players in the Pachinko/Pachislot Industry

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Players

Machine manufacturers

(As of September 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

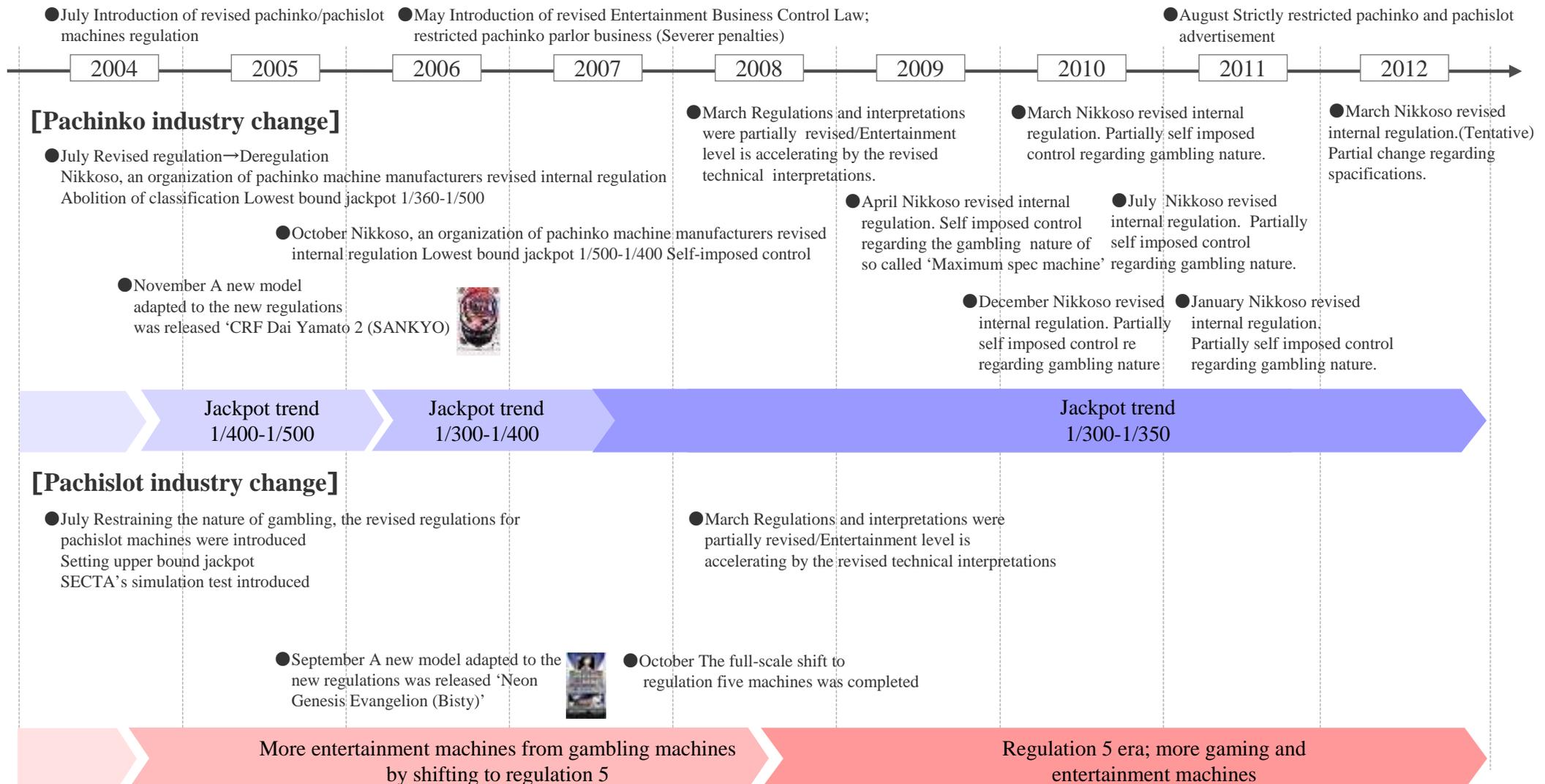
Peripheral equipment manufacturers and others

- 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

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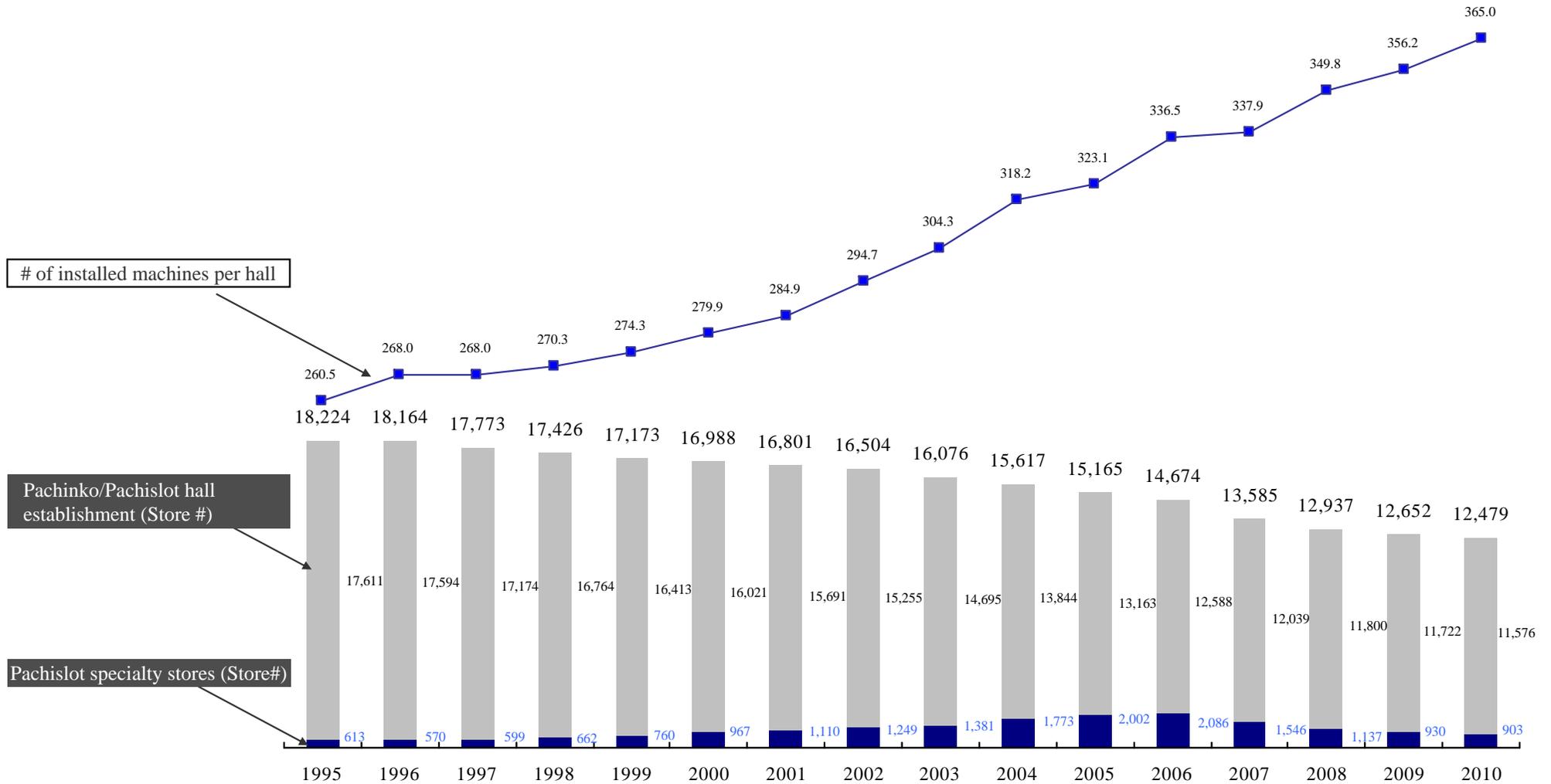


Number of Pachinko Halls and Installed Machines Per Hall

FIELDS CORPORATION

The greatest leisure for all people

The date is updated every April.

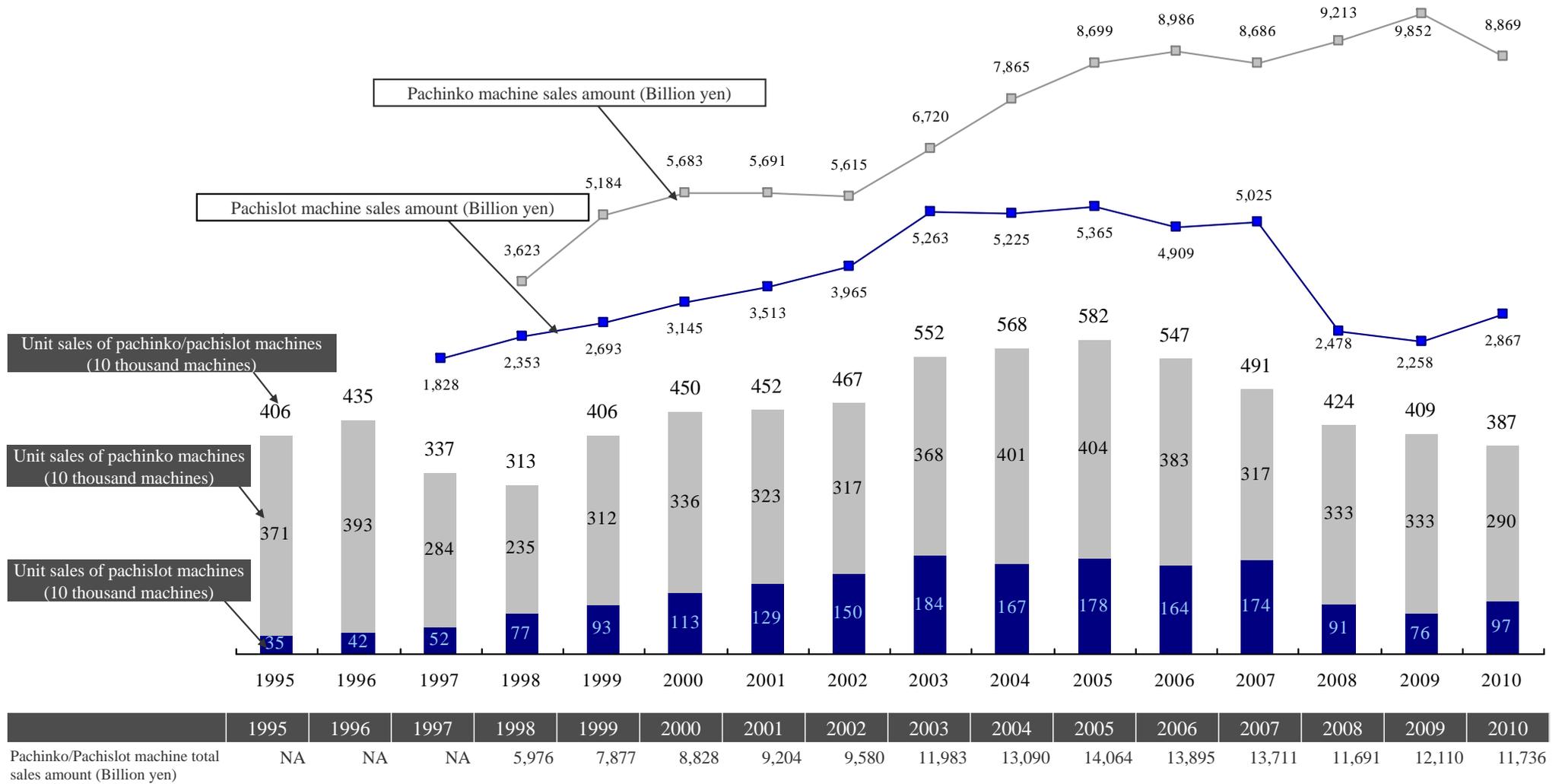


Unit Sales and Sales Amount of Pachinko/Pachislot Machines

FIELDS CORPORATION

The greatest leisure for all people

The date is updated every November.

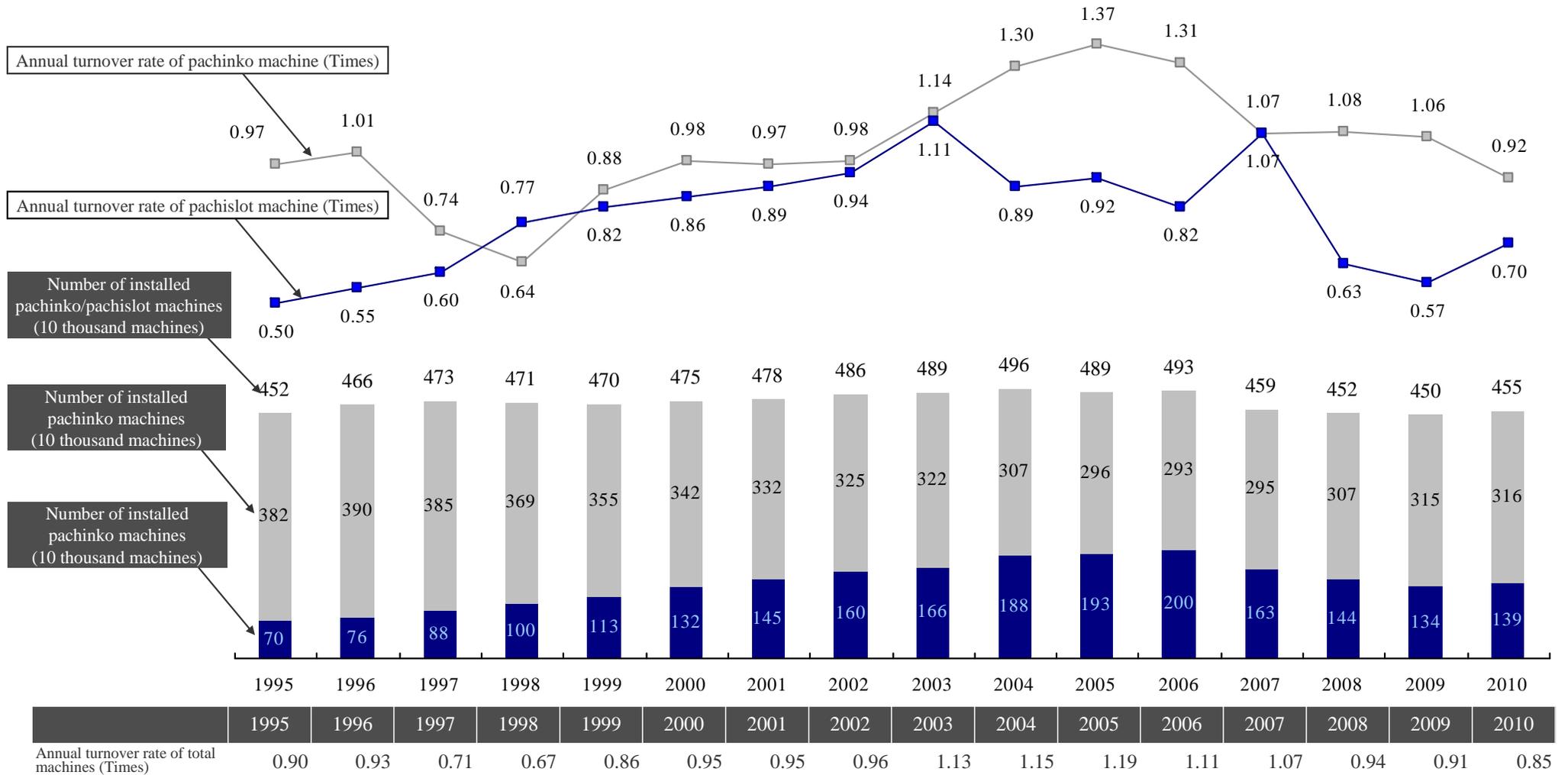


Number of Installed Pachinko/Pachislot Machines and Annual Turnover Rate

FIELDS CORPORATION

The greatest leisure for all people

The date of number of installed Pachinko/Pachislot machines is updated every April and the date of annual turnover of pachislot machine is updated every November.



Market Share by Manufacturers

FIELDS CORPORATION

The greatest leisure for all people

The date is updated every November.

Unit sales share -Pachinko machine

| Ranking | 2004 | | 2005 | | 2006 | | 2007 | | 2008 | | 2009 | | 2010 | |
|---------|----------------|--------------|--------------|--------------|----------------|--------------|----------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| | Manufacturer | Market share | Manufacturer | Market share | Manufacturer | Market share | Manufacturer | Market share | Manufacturer | Market share | Manufacturer | Market share | Manufacturer | Market share |
| 1 | Sanyo | 22.9% | Sanyo | 24.7% | Sanyo | 23.1% | Sanyo | 25.8% | Sanyo | 24.2% | Sanyo | 18.0% | Sanyo | 22.5% |
| 2 | SANKYO | 21.1% | SANKYO | 18.2% | KYORAKU | 20.9% | SANKYO | 22.9% | SANKYO | 13.5% | SANKYO | 17.2% | SANKYO | 14.6% |
| 3 | Heiwa | 8.7% | KYORAKU | 9.6% | SANKYO | 16.7% | KYORAKU | 16.1% | Sammy | 11.7% | KYORAKU | 12.8% | Sammy | 11.8% |
| 4 | Daiichi Shokai | 7.6% | Newgin | 7.9% | Newgin | 6.6% | Newgin | 6.4% | KYORAKU | 10.5% | Newgin | 11.9% | KYORAKU | 11.1% |
| 5 | Newgin | 6.9% | Sammy | 7.1% | Daiichi Shokai | 5.1% | Daiichi Shokai | 5.3% | Newgin | 10.4% | Sammy | 10.8% | Newgin | 10.2% |

* 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 | 2004 | | 2005 | | 2006 | | 2007 | | 2008 | | 2009 | | 2010 | |
|---------|--------------|--------------|---------------|--------------|---------------|--------------|--------------|--------------|---------------|--------------|--------------|--------------|---------------|--------------|
| | Manufacturer | Market share | Manufacturer | Market share | Manufacturer | Market share | Manufacturer | Market share | Manufacturer | Market share | Manufacturer | Market share | Manufacturer | Market share |
| 1 | Sammy | 40.4% | Sammy | 33.9% | Sammy | 31.8% | Sammy | 21.8% | Yamasa | 18.8% | Sammy | 21.3% | Sammy | 30.9% |
| 2 | Olympia | 16.4% | Daito Giken | 13.2% | Daito Giken | 12.1% | Aruze | 11.0% | SANKYO | 14.6% | SANKYO | 13.6% | Daito Giken | 11.9% |
| 3 | Yamasa | 8.9% | Heiwa/Olympia | 10.4% | Heiwa/Olympia | 10.9% | SANKYO | 9.7% | Sammy | 13.5% | Universal | 13.1% | SANKYO | 11.9% |
| 4 | Daito Giken | 7.8% | Yamasa | 8.4% | Yamasa | 10.5% | Daito Giken | 8.7% | Heiwa/Olympia | 7.4% | Yamasa | 9.5% | Heiwa/Olympia | 11.3% |
| 5 | Aruze | 4.6% | SANKYO | 6.2% | Kita Denshi | 9.4% | Yamasa | 8.7% | Kita Denshi | 6.5% | Kita Denshi | 7.8% | Universal | 10.5% |

* 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

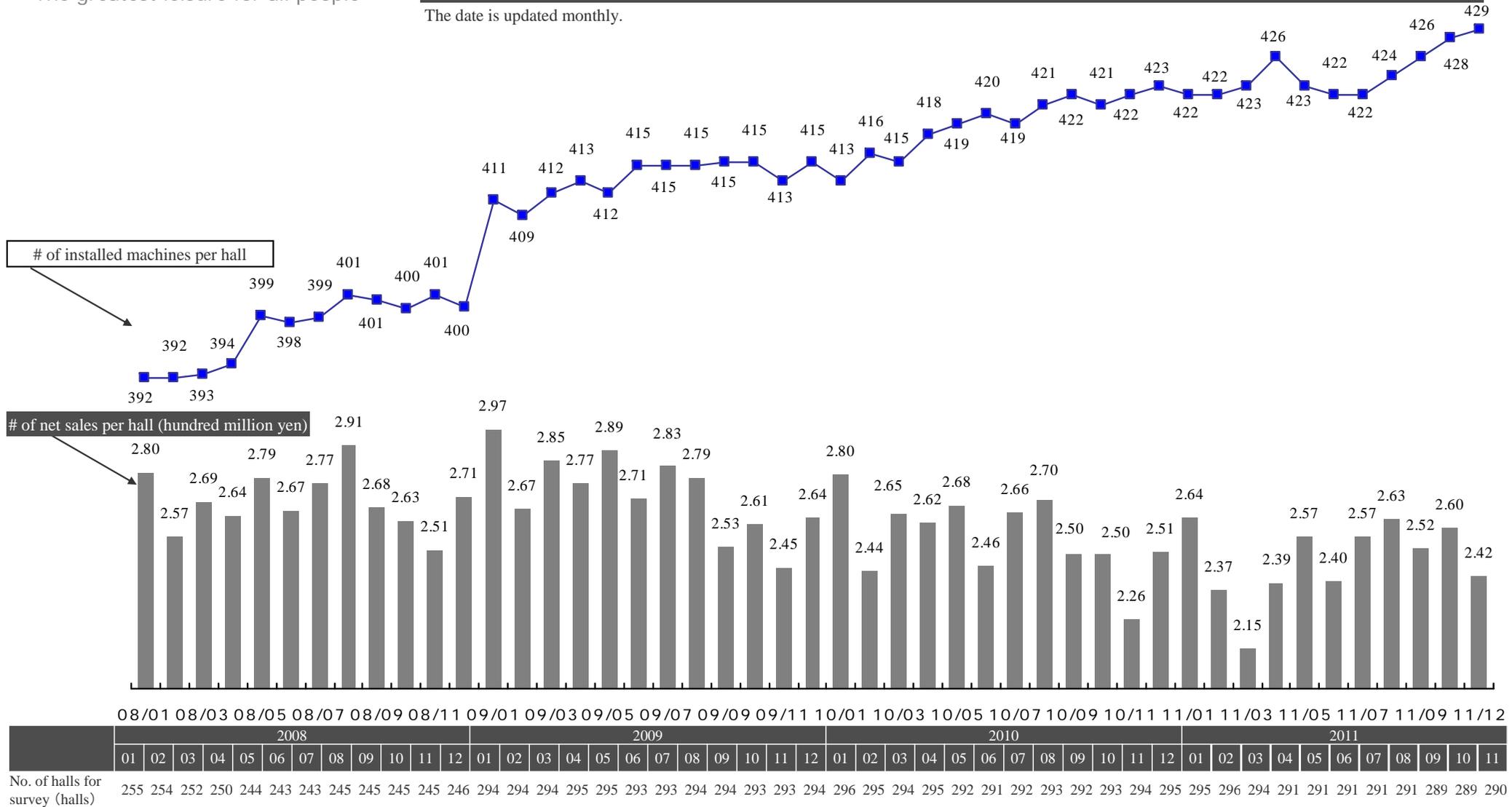
* Olympia's sales share includes Olympia and Heiwa's all the brands from 2005

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

FIELDS CORPORATION

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The date is updated monthly.



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

Reference: Notification of Our IR Site

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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



[Nikko IR]

Chosen for the "Best Corporate Website award 2011"



Chosen for the "Best Corporate Website award"



Ranked No.1 in the sector ranking



Ranked consecutive No.1 in the new markets ranking



[DAIWA IR]
2011 Company of Excellence



[JASDAQ]
2008 IR Company of Excellence

Analysis tools

Annual Report (Japanese/English)

[Believe in the Future]

(Latest issue: October 7, 2011)

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.

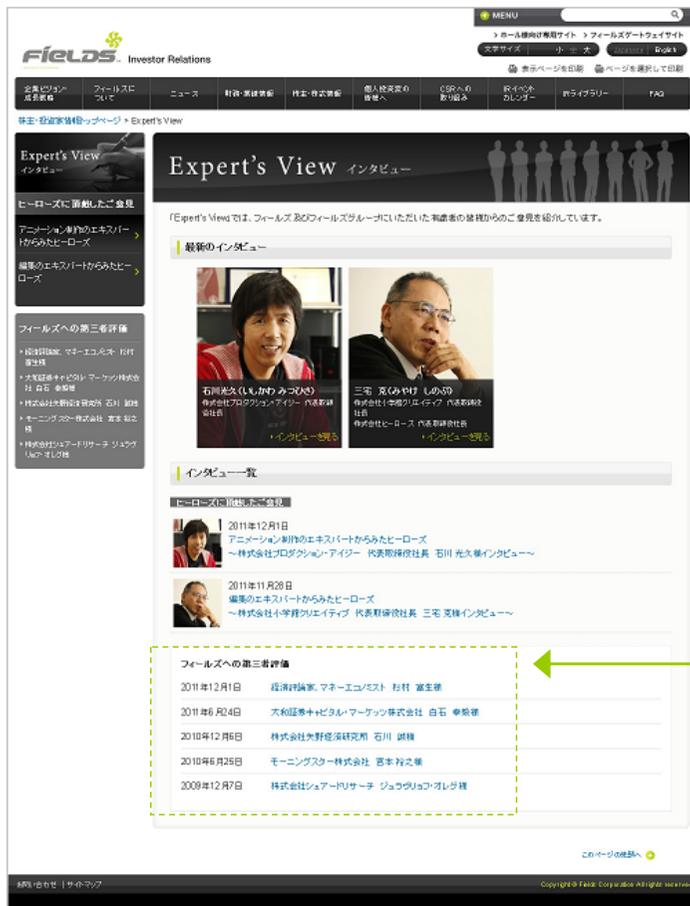


Reference: IR Site Introduction of “Expert’s View”

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We would like to introduce comments from experts from various industries regarding Fields Corporation and the group companies in “Expert’s View”



| FIELDSへの第三者評価 | |
|---------------|------------------------------|
| 2011年12月1日 | 経済評論家、マネーエグゼクティブ 杉村 寛生様 |
| 2011年6月24日 | 大和証券+ビジネス・マーケティング株式会社 白石 幸徳様 |
| 2010年12月6日 | 株式会社大野経済研究所 石川 眞輝様 |
| 2010年6月25日 | モーニングスター株式会社 宮本 裕之様 |
| 2009年12月7日 | 株式会社シェアードリサーチ ジャウロウコトコレ様 |



1st

HERO'S; from editor expert's point of view
Shogakukan Creative Inc.
President Shinobu Miyake

November 11, 2011



New!

2nd

HERO'S; from anime producer expert's point of view
Production I.G, Inc.
President & CEO Mitsuhide Ishikawa

December 1, 2011

● Third party evaluation

Continuous updates will be made and we hope you will visit the site.

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.