

May 9, 2012
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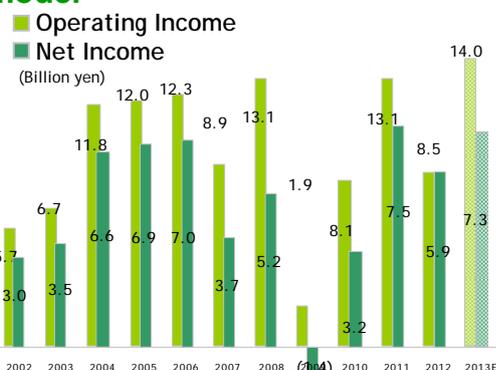
Financial Flash Report



Financial Results and Forecast (Consolidated) (Japan GAAP)

Shifting to IP core business model

(Unit: Billion yen)	3.2011	3.2012	YoY	3.2013E	YoY
Net Sales	103.5	92.1	89.0%	115.0	124.9%
PS(Pachinko/Pachislot)	94.1	83.9	89.2%	-	-
Mobile	2.0	1.9	95.0%	-	-
Sports Entertainment	2.1	1.9	90.5%	-	-
Other	5.8	5.4	93.1%	-	-
(Adjustments)	(0.6)	(1.0)	-	-	-
SG&A Expenses	21.9	22.8	104.1%	24.0	105.3%
Operating Income	13.1	8.5	64.9%	14.0	164.7%
PS(Pachinko/Pachislot)	12.8	8.6	67.2%	-	-
Mobile	0.2	0.01	5.0%	-	-
Sports Entertainment	(0.2)	0.007	-	-	-
Other	0.3	(0.1)	-	-	-
(Adjustments)	0.008	(0.01)	-	-	-
Ordinary Income	13.6	8.6	63.2%	14.5	168.6%
Net Income	7.5	5.9	78.7%	7.3	123.7%
Total Asset	78.9	93.6	-	-	-
Net Asset	47.0	51.5	-	-	-
Net Income per share (Yen)	22,643	18,044	-	-	-
CF from Operating Activities	8.0	10.0	-	-	-
CF from Investing Activities	(4.3)	(4.7)	-	-	-
CF from Financing Activities	(3.9)	(2.5)	-	-	-
Cash and Cash Equivalents	15.6	18.2	-	-	-



Result Review

Expansion maintained in the pachislot market

2 pachinko machines and 6 pachislot machines were sold during the year ended March 31, 2012, as overall performance was largely in line with the outlook.

The Company introduced the pachinko machine "CR Evangelion 7" during Q4. Expansion was maintained in the pachislot market as pachislot machines such as "Evangelion—the Heartbeat of Life" and "Monster Hunter" were released. Due to shifting part of sales of "Monster Hunter" to the next fiscal year, the total PS sales remained 412,390.

Outlook Review

Sales of 480,000 PS machines expected

In the Pachinko sales business, the Company has strengthened the sales line up with allied manufacturers as well as launching the first title with Kyoraku Sangyo under the new brand. In the Pachislot sales business, the Company continues to provide major titles in the expanded market. Sales of 480,000 PS machines (YoY +68,000) are expected for the year ending March 31, 2013.

Shifting to IP core business model

The Company became a listed company in March 2003, and since then launched a strategy based on the multi-faceted use of IP as a foundation for gaining a competitive advantage. In order to pursue its strategy and expand for the future, the Company has evolved the business model to IP core business consisting of 4 elements, Comics, Animation, Movie/TV, and Merchandising (Interactive Media, Consumer Products, and PS). The Company is aiming to maximize gaining and creating IPs value, and maximize profit through the synergistic effect of these 4 elements.

The above is a summary version of <Qualitative information> from "Summary of Financial Information and Business Results."

For more details, a complete version of the Financial Results will be posted on our website near the end of May. (<http://www.fields.biz/ir/e/>)

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[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.