

Full-Year (4. 2011 ~ 3. 2012)

Fields Corporation
(Code:2767)

Supplementary Financial Document
for the Year Ended March 31, 2012

May 10, 2012



The greatest leisure for all people

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1. Highlights for the Year Ended March 31, 2012

Highlights for the Year Ended March 31, 2012 (Consolidated)

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【 P/ L Statement and Segment 】 *The numbers in upper parenthesis is YoY, the numbers in lower parenthesis is ratio to net sales (Unit: Million yen)

	3. 2011		3. 2012		3. 2013
	H1	Full-Year	H1	Full-Year	Full-Year Forecast
Net sales	(200.6) 43,012 [100.0]	(156.1) 103,593 [100.0]	(77.5) 33,352 [100.0]	(89.0) 92,195 [100.0]	(124.7) 115,000 [100.0]
Pachinko/Pachislot (PS) Field	(198.3) 38,499 [89.5]	(150.9) 94,115 [90.9]	(76.8) 29,568 [88.7]	(89.2) 83,959 [91.1]	-
Mobile Field	(106.9) 1,059 [2.5]	(111.6) 2,032 [2.0]	(108.5) 1,149 [3.4]	(94.7) 1,924 [2.1]	-
Sports Entertainment Field	(91.6) 1,082 [2.5]	(89.9) 2,171 [2.1]	(95.3) 1,031 [3.1]	(89.6) 1,945 [2.1]	-
Other Field	(1009.7) 2,615 [6.1]	(950.1) 5,881 [5.7]	(87.9) 2,299 [6.9]	(92.8) 5,460 [5.9]	-
Elimination or incorporation	(243)	(606)	(696)	(1,093)	-
Gross profit	(144.9) 18,991 [44.2]	(130.6) 35,129 [33.9]	(63.1) 11,983 [35.9]	(89.2) 31,330 [34.0]	(121.3) 38,000 [33.0]
SG&A expenses	(127.0) 9,809 [22.8]	(117.2) 21,993 [21.2]	(106.0) 10,401 [31.2]	(103.7) 22,803 [24.7]	(105.2) 24,000 [20.9]
Operating income	(170.5) 9,182 [21.3]	(161.7) 13,136 [12.7]	(17.2) 1,582 [4.7]	(64.9) 8,527 [9.2]	(164.2) 14,000 [12.2]
Pachinko/Pachislot (PS) Field	(168.5) 9,109 [21.2]	(158.2) 12,866 [12.4]	(18.8) 1,711 [5.1]	(67.3) 8,664 [9.4]	-
Mobile Field	(80.6) 199 [0.5]	(60.1) 236 [0.2]	(31.2) 62 [0.2]	(4.7) 11 [0.0]	-
Sports Entertainment Field	(-) (140) [-0.3]	(-) (290) [-0.3]	(-) (34) [-0.1]	(-) 7 [0.0]	-
Other Field	(-) 58 [0.1]	(-) 315 [0.3]	(-) (139) [-0.4]	(-) (139) [-0.2]	-
Elimination or incorporation	(44)	8	(18)	(16)	-
Ordinary income	(188.1) 9,503 [22.1]	(176.3) 13,684 [13.2]	(18.0) 1,713 [5.1]	(63.3) 8,661 [9.4]	(167.4) 14,500 [12.6]
Net income	(248.8) 5,428 [12.6]	(228.6) 7,520 [7.3]	(44.7) 2,428 [7.3]	(79.7) 5,991 [6.5]	(121.8) 7,300 [6.3]

* Fields Corporation discloses a full year business forecast, as it manages its business performance on an annual basis.

* "YoY" and "Ratio to net sales" is calculated as the other items deducted from the total figure on this sheet

Highlights for the Year Ended March 31, 2012 (Consolidated)

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【 Results for the Year Ended March 31, 2012 】

[Net sales]

- Year ended March 31, 2012: **¥92,195 million** (down 11.0% year-over-year)

The main reasons for the above results are as follows.

In Pachinko/Pachislot (PS) Field, about 40,000 units of Pachislot title, “Monster Hunter”, manufactured by Rodeo were shifted to the next fiscal year due to the timing of the release and 1 Pachinko machines manufactured by Bisty was postponed.

[SG&A expenses]

- Year ended March 31, 2012: **¥22,803 million** (up 3.7% year-over-year)

The main reasons are due to increase in the number of consolidated subsidiary, etc.

[Operating income]

- Year ended March 31, 2012: **¥8,527 million** (down 35.1% year-over-year)

[Ordinary income]

- Year ended March 31, 2012: **¥8,661 million** (down 36.7% year over year)

[Net income]

- Year ended March 31, 2012: **¥5,991 million** (down 20.3% year-over-year)
-

YoY is calculated as the other items deducted from the total figure on Page 4

【 Forecast for the Year Ending March 31, 2013 】

-
- Net sales **¥115,000 million**, Operating income **¥14,000 million**, Ordinary income **¥14,500 million**, and Net income **¥7,300 million**.
 - In Pachinko/Pachislot field, the sales volume of 480,000 Pachinko/Pachislot machines are expected for the fiscal year ending March 31, 2013.
 - In other fields outside Pachinko/Pachislot field, the Company aims for the increase in profit of each field such as SNS fields under the new business model.
-

Highlights for the Year Ended March 31, 2012 (Consolidated)

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【 B / S at the End of March 31, 2012 】

(Unit: Million yen)

	At March 31, 2011	At March 31, 2012	Increase/ Decrease	Factors
Cash and cash equivalents	15,873	18,344	2,471	
Notes and accounts receivable— trade	27,948	34,402	6,454	
Inventories	1,358	3,135	1,777	
Other	6,072	7,031	959	
Allowance for doubtful accounts	(200)	(101)	99	
Total current asset	51,051	62,811	11,760	Increase in notes and accounts receivable-trade
Land	6,324	6,642	318	
Other	3,765	4,338	573	
Total tangible fixed assets	10,089	10,980	891	
Goodwill	2,801	2,498	(303)	
Other	2,269	1,874	(395)	
Total intangible fixed assets	5,070	4,372	(698)	
Investment securities	8,466	10,241	1,775	
Other	4,769	5,727	958	
Allowance for doubtful accounts	(475)	(531)	(56)	
Total investments and other asset	12,760	15,437	2,677	Increase in investment securities
Total fixed assets	27,920	30,790	2,870	
Total assets	78,971	93,601	14,630	
Notes and accounts payable—trade	17,939	29,100	11,161	
Corporate bonds redeemable within 1 year	740	618	(122)	
Accrued income taxes	4,217	184	(4,033)	
Other	4,691	8,023	3,332	
Total current liabilities	27,587	37,925	10,338	Increase in notes and accounts payable—trade
Corporate bonds	900	300	(600)	
Other	3,462	3,821	359	
Total fixed liabilities	4,362	4,121	(241)	Redemption of corporate bonds
Total liabilities	31,949	42,046	10,097	
Common stock	7,948	7,948	0	
Capital surplus	7,994	7,994	0	
Retained earnings	33,443	37,774	4,331	
Treasury stock	(1,785)	(1,821)	(36)	
Total shareholders' equity	47,601	51,895	4,294	
Unrealized holding gain on available-for-sale securities	(822)	(824)	(2)	
Accumulated other comprehensive income	(821)	(824)	(3)	
Minority interest	242	483	241	
Total net assets	47,021	51,555	4,534	Increase in retained earnings
Total liabilities and net assets	78,971	93,601	14,630	

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

【 Cash Flows for the Year Ended March 31, 2012 】

(Unit: Million yen)

	3. 2011		3. 2012	
	Full-Year	Full-Year	Full-Year	Factors
Cash flows from operating activities	8,005	10,015		Increase in notes and accounts receivable-trade (5,194) Increase in notes and accounts payable-trade 11,048 Income taxes paid (7,112)
Cash flows from investing activities	(4,356)	(4,798)		Purchase of tangible fixed assets (1,355) Purchase of intangible fixed assets (1,065) Expenditure for acquiring shares in affiliates (1,021)
Cash flows from financing activities	(3,915)	(2,565)		Dividends paid (1,659) Redemption of corporate bonds (748)
Effect of exchange rate changes on cash and cash equivalents	(7)	0		
Increase (decrease) in cash and cash equivalents	(274)	2,652		
Cash and cash equivalents at beginning of period	15,906	15,632		
Cash and cash equivalents at end of period	15,632	18,284		

Highlights for the Year Ended March 31, 2012 (Non-Consolidated)

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【 P/L Statement 】

*The numbers in upper parenthesis is YoY, the numbers in lower parenthesis is ratio to net sales

(Unit: Million yen)

	3. 2011		3. 2012		3. 2013
	H1	Full-Year	H1	Full-Year	Full-Year Forecast
Net sales	(192.4) 37,005 [100.0]	(148.3) 90,971 [100.0]	(77.0) 28,481 [100.0]	(88.4) 80,394 [100.0]	(128.7) 103,500 [100.0]
Gross profit	(136.3) 16,679 [45.1]	(123.3) 30,197 [33.2]	(60.4) 10,074 [35.4]	(89.5) 27,036 [33.6]	(122.1) 33,000 [31.9]
SG&A expenses	(114.8) 7,482 [20.2]	(108.8) 17,277 [19.0]	(109.8) 8,216 [28.8]	(109.0) 18,834 [23.4]	(106.2) 20,000 [19.3]
Operating income	(161.0) 9,196 [24.9]	(149.9) 12,920 [14.2]	(20.2) 1,858 [6.5]	(63.5) 8,202 [10.2]	(158.5) 13,000 [12.6]
Ordinary income	(160.7) 9,416 [25.4]	(152.3) 13,451 [14.8]	(22.7) 2,139 [7.5]	(63.2) 8,496 [10.6]	(157.7) 13,400 [12.9]
Net income	(174.1) 5,346 [14.4]	(150.4) 6,826 [7.5]	(21.0) 1,120 [3.9]	(71.9) 4,905 [6.1]	(136.6) 6,700 [6.5]

* Fields Corporation discloses a full year business forecast, as it manages its business performance on an annual basis.

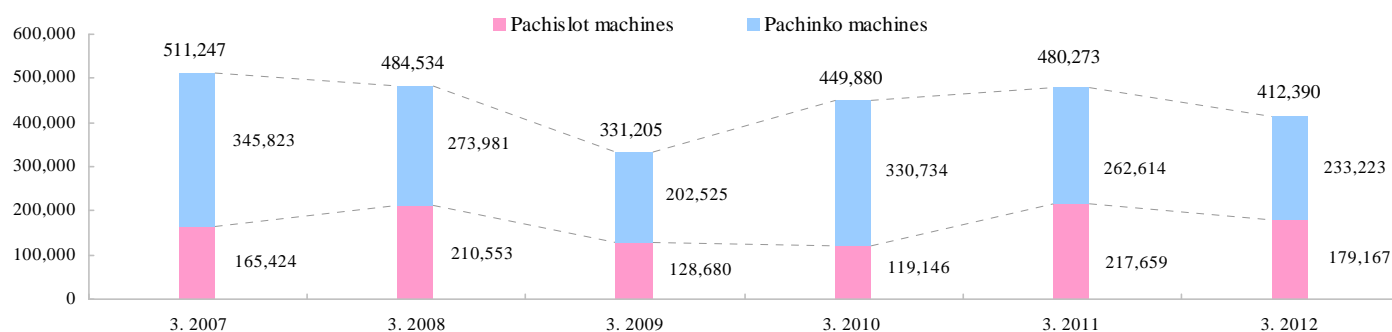
* "YoY" and "Ratio to net sales" is calculated as the other items deducted from the total figure on this sheet

【 Number of Pachinko/Pachislot Machines Sold 】

(For additional information, please refer to "Supplementary Data")

(Unit: Machines)

	3. 2011					3. 2012				
	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	Q3	Q4	Full-Year
<Pachinko machines>										
Bisty	58,007	155,896	9,207	13,395	236,505	1,454	71,497	7,124	101,701	181,776
Others	6,885	5,832	5,866	7,526	26,109	5,653	10,660	29,077	6,057	51,447
Total number of pachinko machines sold	64,892	161,728	15,073	20,921	262,614	7,107	82,157	36,201	107,758	233,223
<Pachislot machines>										
Rodeo	35,123	15,233	64,305	7,030	121,691	20	23,423	2,165	56,212	81,820
Bisty	4,846	9,161	590	55,483	70,080	34,976	18	50	46,710	81,754
Enterrise	-	-	-	16,119	16,119	342	-	6,904	18	7,264
Others	677	1,468	6,509	1,115	9,769	912	2,299	2,380	2,738	8,329
Total number of pachislot machines sold	40,646	25,862	71,404	79,747	217,659	36,250	25,740	11,499	105,678	179,167
Total number of pachinko/pachislot machines sold	105,538	187,590	86,477	100,668	480,273	43,357	107,897	47,700	213,436	412,390



2. Supplementary Data for the Year Ended March 31, 2012


Titles Sold of the Year Ended March 31, 2012

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(Sales units as of March 31, 2012)


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

[Jul] • **Sold: 72,000 machines**

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


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

[Jan] • **Sold: 100,000 machines**

©カラー ©Bisty

Year Ending March 31, 2013

【Bisty】

■ EVA Light III

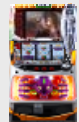
- The machine is a “Light version” of the “CR Evangelion 7” with an approx. 1 in 99.9 chance of hitting the jackpot, making it even easier to play
- The machine includes a “Special Mode” and story lines exclusive to this machine

[May] ©カラー ©Bisty

Pachislot machine

3. 2011

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

[Mar] • **Sold: 78,000 machines (Cumulative)**

©カラー ©Bisty


3. 2012

【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

[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

[Aug] • **Sold: 24,000 machines**


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【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

[Oct]


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【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

[Nov]


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【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.

[Feb] • **Sold: 47,000 machines**

©カラー ©Bisty

【Rodeo】

■ Monster Hunter

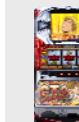
- Employing content from the game has been earned overwhelming support from many video game fans “Monster Hunter”
- This pachislot machine capture the essence of the original video game by allowing users to experience the life of a hunter

[Mar] • **Sold: 56,000 machines (As of March 31, 2012) ※On going sale**

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3. 2013

Year Ending March 31, 2013

【Bisty】

■ GTO Limit Break

- Employing content from Toru Fujisawa’s comic book series “GTO”
- The game marries the perspective of the original with a new ART systems

[Jun] ©藤沢とおる/講談社 ©Bisty

Number of Pachinko/Pachislot Machines Sold for the Year Ended March 31, 2012

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【 By Pachinko/Pachislot Manufacturer 】

(Unit: Machines)

	3. 2011					3. 2012				
	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	Q3	Q4	Full-Year
< Pachinko machines >										
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Others	6,885	5,832	5,866	7,526	26,109	5,653	10,660	29,077	6,057	51,447
Total number of pachinko machines sold	64,892	161,728	15,073	20,921	262,614	7,107	82,157	36,201	107,758	233,223
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Bisty	4,846	9,161	590	55,483	70,080	34,976	18	50	46,710	81,754
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Others	677	1,468	6,509	1,115	9,769	912	2,299	2,380	2,738	8,329
Total number of pachislot machines sold	40,646	25,862	71,404	79,747	217,659	36,250	25,740	11,499	105,678	179,167
Total number of pachinko/pachislot machines sold	105,538	187,590	86,477	100,668	480,273	43,357	107,897	47,700	213,436	412,390

【 By Pachinko/Pachislot Machine 】

(Unit: Machines)

Release	Manufacturer	Title	Q1	Q2	Q3	Q4	Cumulative Machines Sold
■ Pachinko machines							
Jul	Bisty	CR The story of ayumi hamasaki—introduction	-	71,479	-	-	72,000
Nov	Bisty	CR The story of ayumi hamasaki Sweet/Light Version	-	-	-	-	11,000
Feb	Bisty	CR Evangelion 7	-	-	-	97,729	100,000
	Others		5,653	10,678	29,077	6,057	
Total number of pachinko machines sold			7,107	82,157	36,201	107,758	
			Total number of pachinko machines sold				233,223
※ (■ Pachislot machines)							
Mar	Bisty	MOBASLO Evangelion—for your own wish	22,393	-	-	-	78,000
May	Bisty	SAMURAI 7	12,583	-	-	-	13,000
Aug	Rodeo	Kaze no Youjinbou—Memory of Butterflies	-	23,417	-	-	23,000
Oct	Rodeo	Rahxephon	-	-	-	-	-
Nov	Enterrise	Street Fighter IV	-	-	-	-	-
Jan	Bisty	Evangelion—the Heartbeat of Life	-	-	-	46,710	47,000
Mar	Rodeo	Monster Hunter	-	-	-	56,212	On sale
	Others		1,274	2,305	2,380	2,738	
Total number of pachislot machines sold			36,250	25,740	11,499	105,678	
			Total number of pachislot machines sold				179,167
Total number of pachinko/pachislot machines sold			43,357	107,897	47,700	213,436	
			Total number of pachinko/pachislot machines sold				412,390

* 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 April 30, 2012. ※Bracketed titles were released in the previous fiscal year and are still on sale.

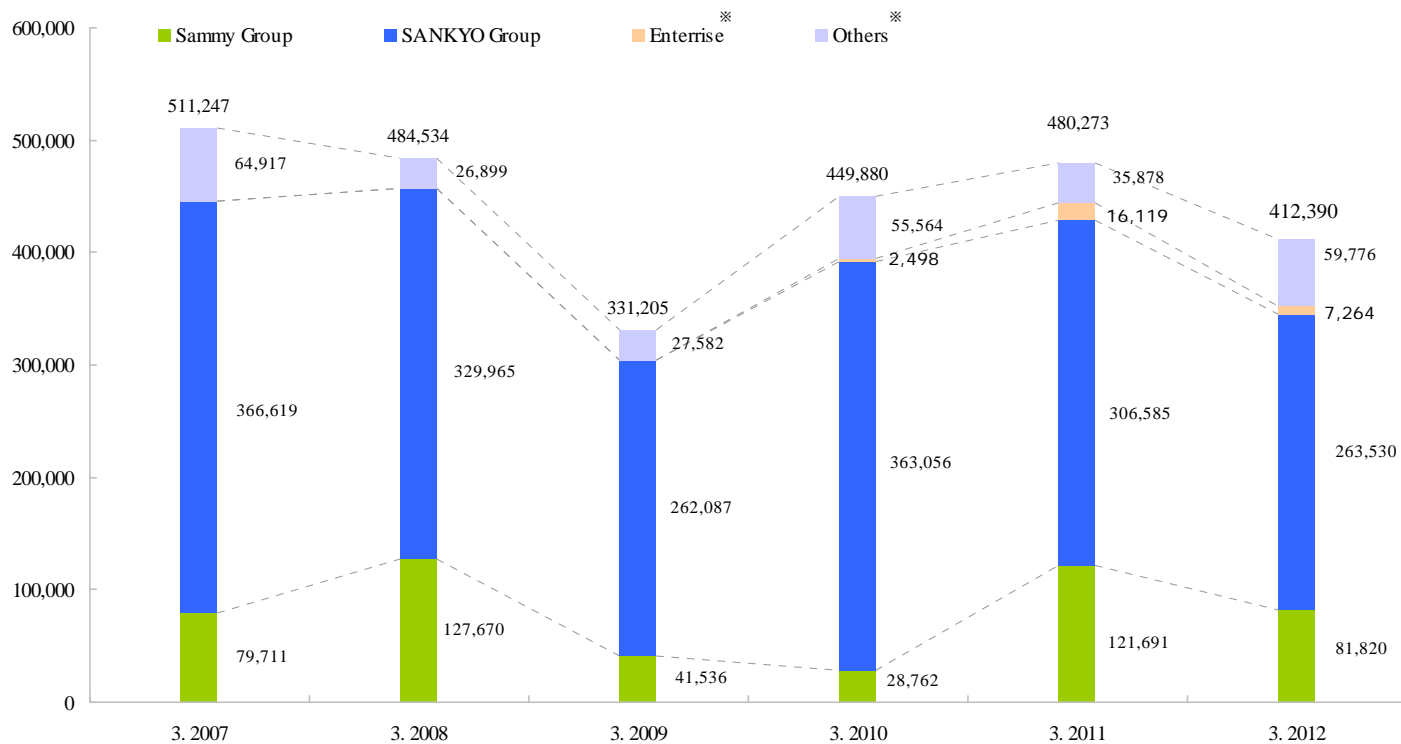
Change in the Number of Pachinko/Pachislot Machines Sold

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【 By Pachinko/Pachislot Manufacturer 】

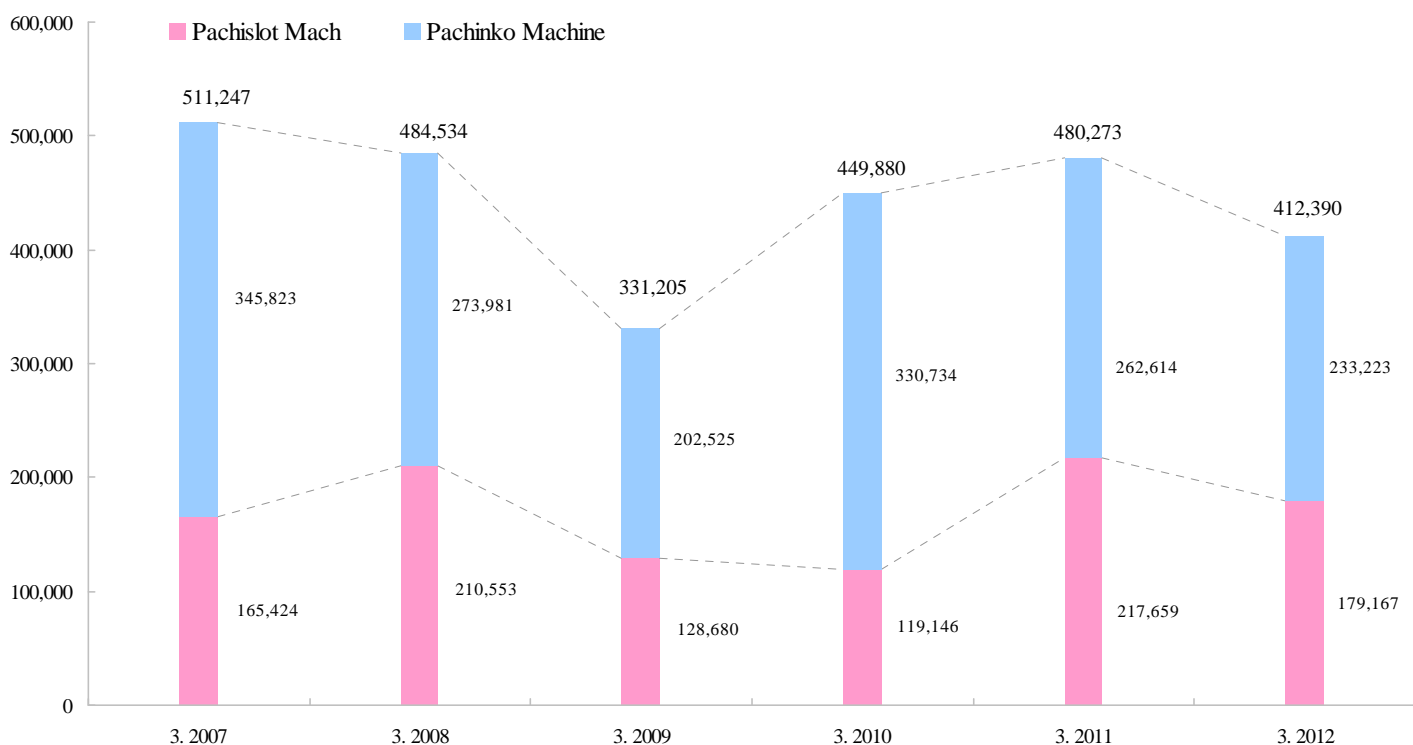
(Unit: Machines)



※Enterrise has been published apart from "Others" since year ended March 31, 2010
 ※Olympia has been included in "Others"

【 By Pachinko/Pachislot Machine 】

(Unit: Machines)



3. Appendix I

Corporate Profile

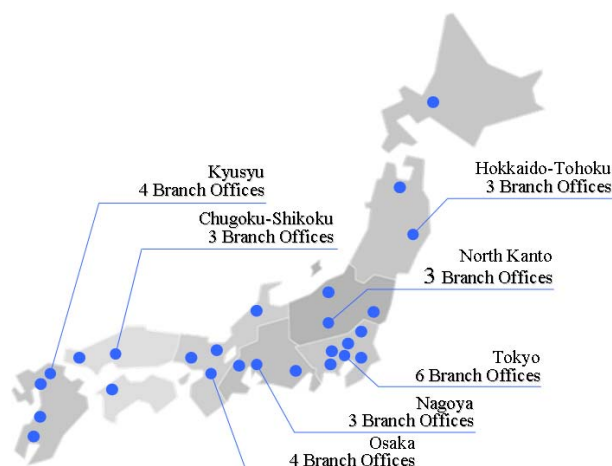
FIELDS CORPORATION

The greatest leisure for all people

(As of March 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	1,324 (Consolidated), 680 (Non-Consolidated),
Main business activities	Contents related businesses Planning, development and sales of pachinko/pachislot machines
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 11 other companies
Equity method companies	<ul style="list-style-type: none"> •Rodeo Co., Ltd. •Kadokawa Haruki Corporation •HERO'S and 4 other companies

<Regional Offices>	Hokkaido-Tohoku, North Kanto, Tokyo, Nagoya, Osaka, Chugoku-Shikoku, Kyushu
Regional Offices and Branch Offices	<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

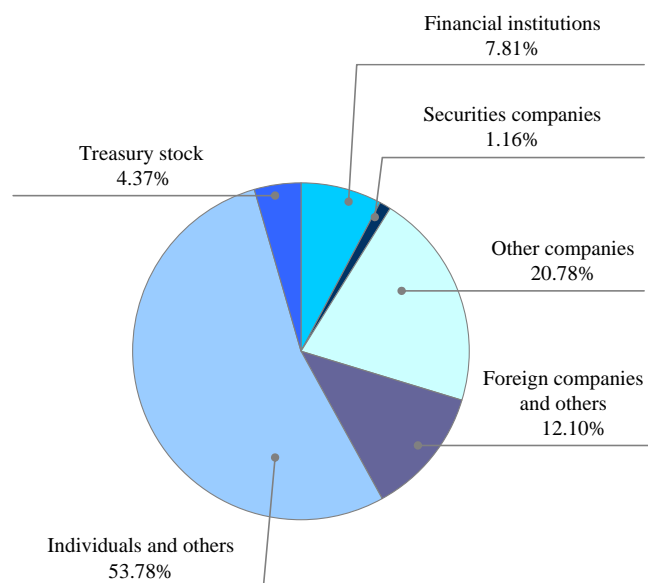


Principal Shareholders

(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	15,162	4.37%
The Master Trust Bank of Japan, Ltd. (Trust account)	7,741	2.23%
Trust & Custody Services Bank, Ltd. (Securities investment trust account)	7,677	2.21%
NORTHAN TRUST CO. (AVFC) SUB A/C AMERICAN CLIENTS	6,888	1.99%
Japan Trustee Services Bank, Ltd. (Trust account)	6,648	1.92%
BBH (LUX) FIDELITY FUNDS JAPAN ADVANTAGE	6,249	1.80%

【 Number of shareholders by category 】



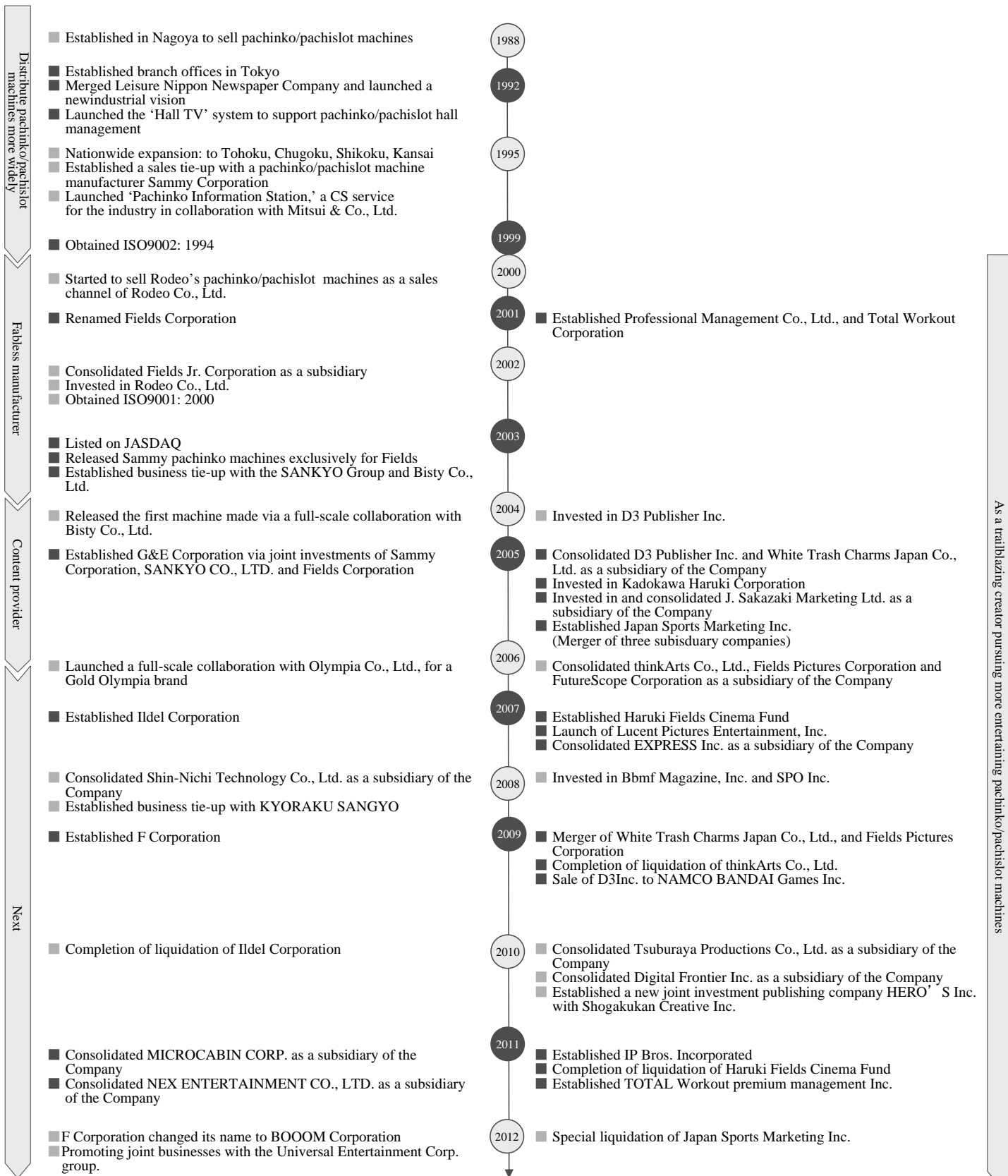
Our Tracks

FIELDS CORPORATION

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Pachinko/Pachislot related business

Entertainment related business except Pachinko/Pachislot

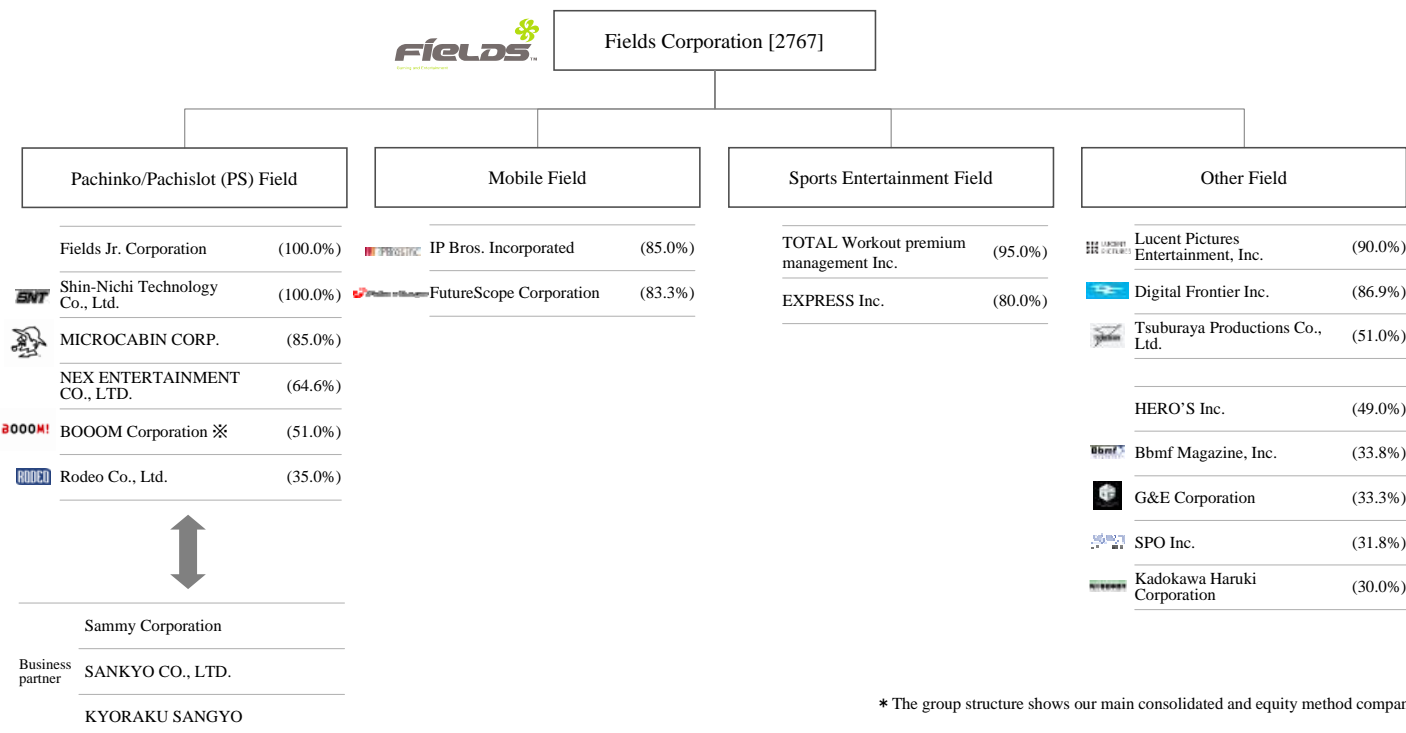


Group Structure

FIELDS CORPORATION

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(As of March 31, 2012)



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

Status of Group Companies

FIELDS CORPORATION

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(As of March 31, 2012)

	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
	BOOOM Corporation ※	51.0	10	Shibuya-ku, Tokyo	Pachinko/Pachislot machine planning and development	May 2009
	Rodeo Co., Ltd.	35.0	100	Toshima-ku, Tokyo	Pachinko/Pachislot machine development and manufacturing	March 2002
Mobile Field	IP Bros. Incorporated	85.0	75	Shibuya-ku, Tokyo	Digitization of intellectual properties / Construction and management of dedicated pachinko/pachislot sites	December 2010
	FutureScope Corporation	83.3	60	Shibuya-ku, Tokyo	Mobile contents service provider and mail order	October 2006
Sports Entertainment Field	TOTAL Workout premium management Inc.	95.0	5	Shibuya-ku, Tokyo	Running fitness gym	May 2011
	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	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
Other Field	HERO'S Inc.	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

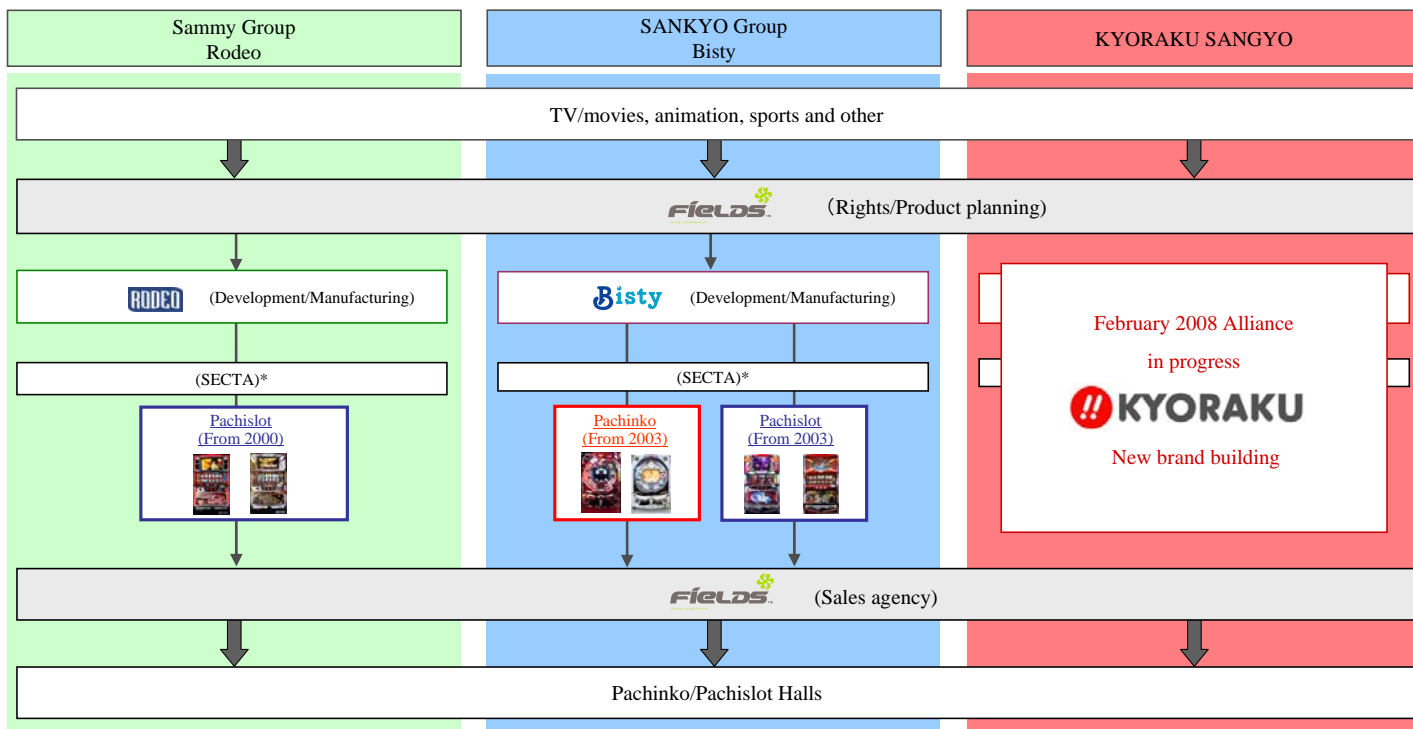
※F Corporation changed its name to BOOOM Corporation, March 2012

Business Model (PS Planning, Development and Sales)

FIELDS CORPORATION

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(As of March 31, 2012)

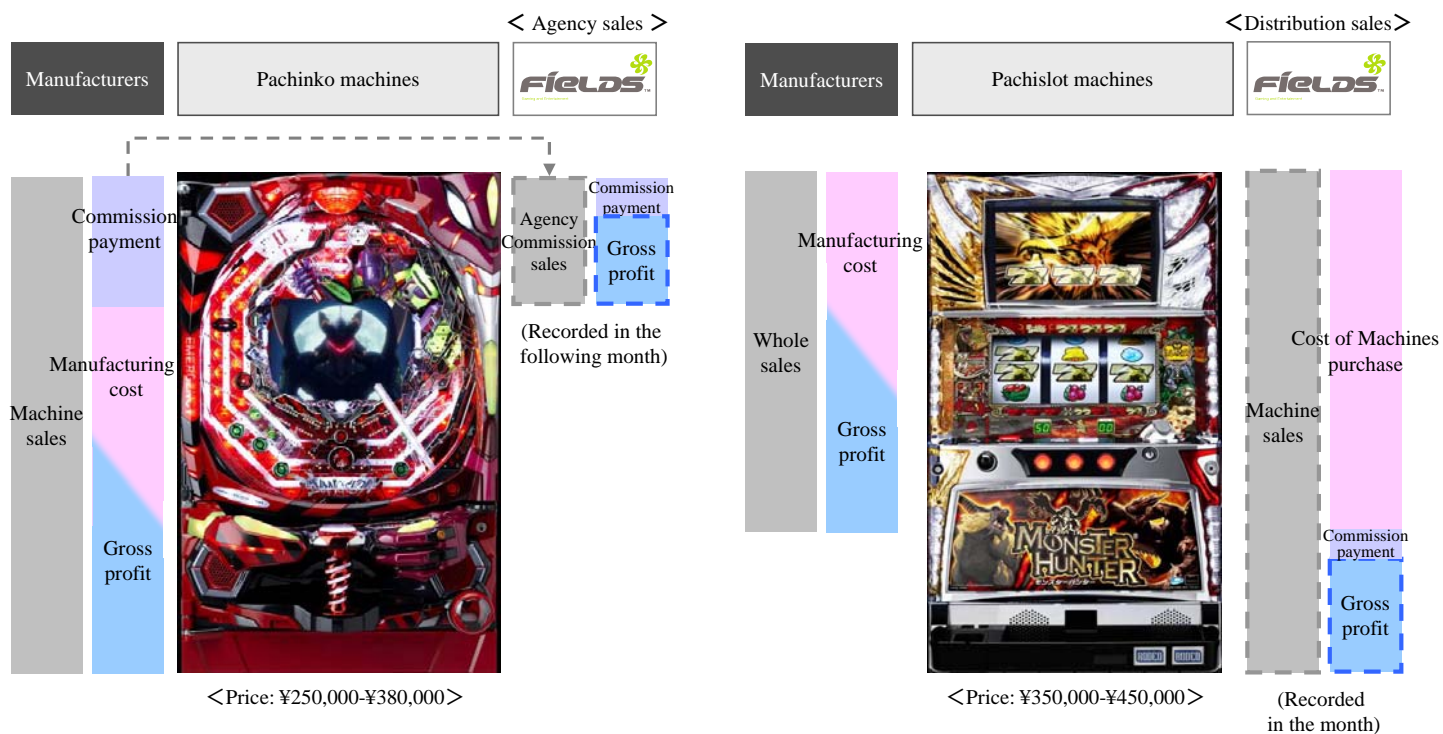


*Security Electronics Communications Technology Association

Accounting Method of Pachinko/Pachislot Sales

FIELDS CORPORATION

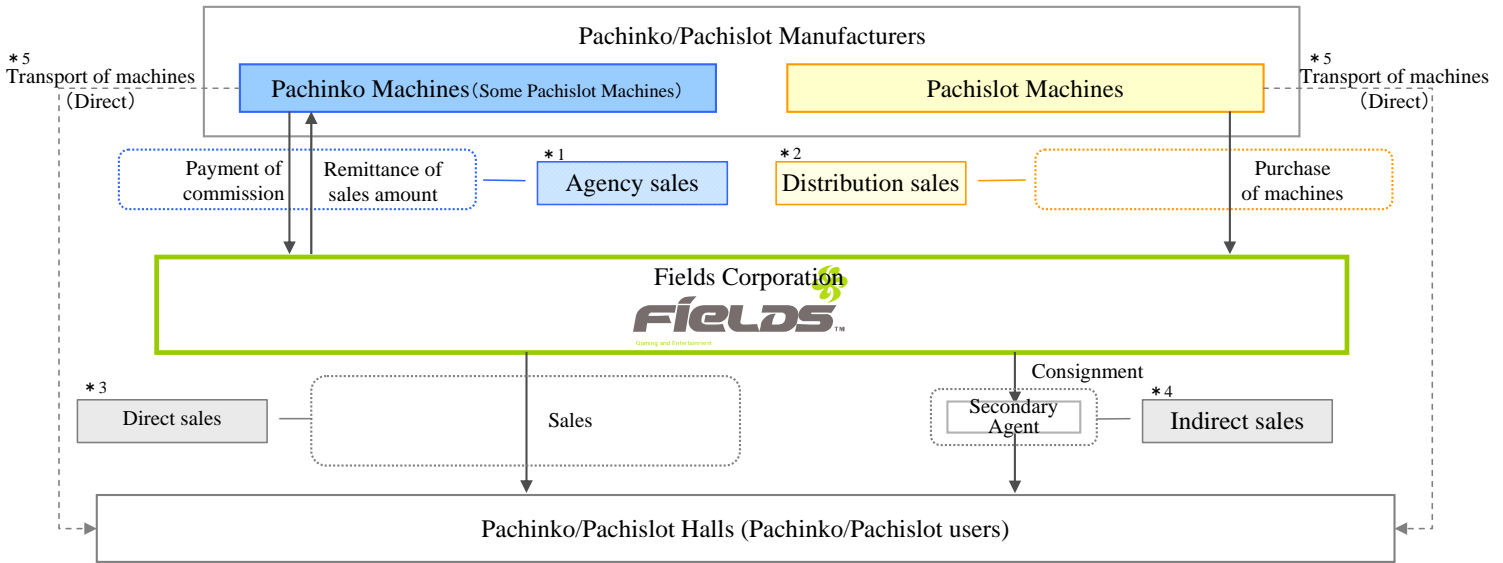
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Glossary of Fields' Pachinko/Pachislot Machine Sales

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*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

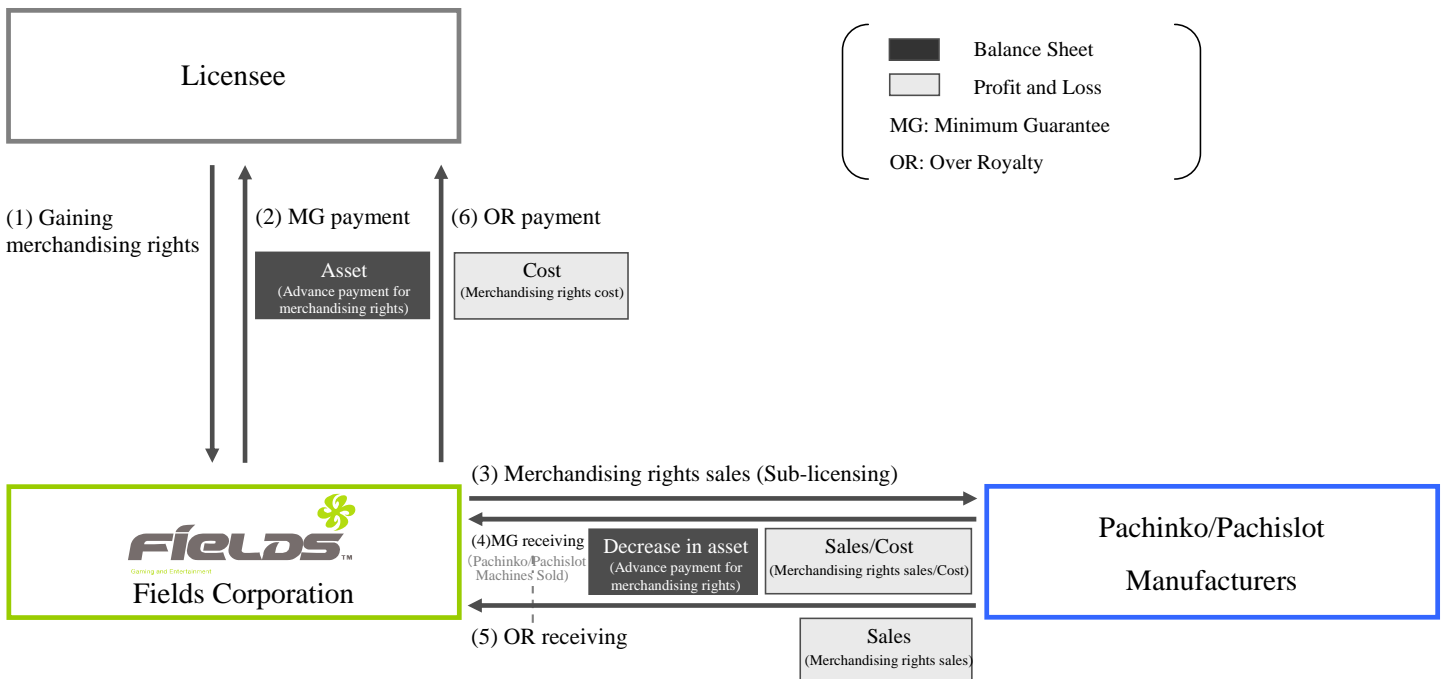
*5 Transport of machines : Direct transport of machines from manufacturers to Pachinko halls

□ 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

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Change of "Evangelion" Series

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Pachinko Machines

Pachislot Machines



Neon Genesis Evangelion
• Dec 2004
• 125,000 machines



Second Impact
• Feb 2006
• 161,000 machines



What's Value of Miracle
• Feb 2007
• 187,000 machines



The Angels Are Back Again
• Jan 2008
• 200,000 machines



The Beginning and the End
• Apr 2009
• 237,000 machines



Evangelical of the Beginnings
• Jun 2010
• 205,000 machines



Evangelion 7
• Jan 2012
• 100,000 machines

3. 2005

3. 2006

3. 2007

3. 2008

3. 2009

3. 2010

3. 2011

3. 2012

3. 2013



Neon Genesis Evangelion
• Sep 2005
• 23,000 machines



Magokoro wo Kimini
• Jul 2007
• 99,000 machines



That time has come, they're waiting for us
• Sep 2008
• 90,000 machines



Die Spur der SEELE
• Mar 2010
• 84,000 machines



For your own wish
• Mar 2011
• 78,000 machines



the Heartbeat of Life
• Feb 2012
• 47,000 machines

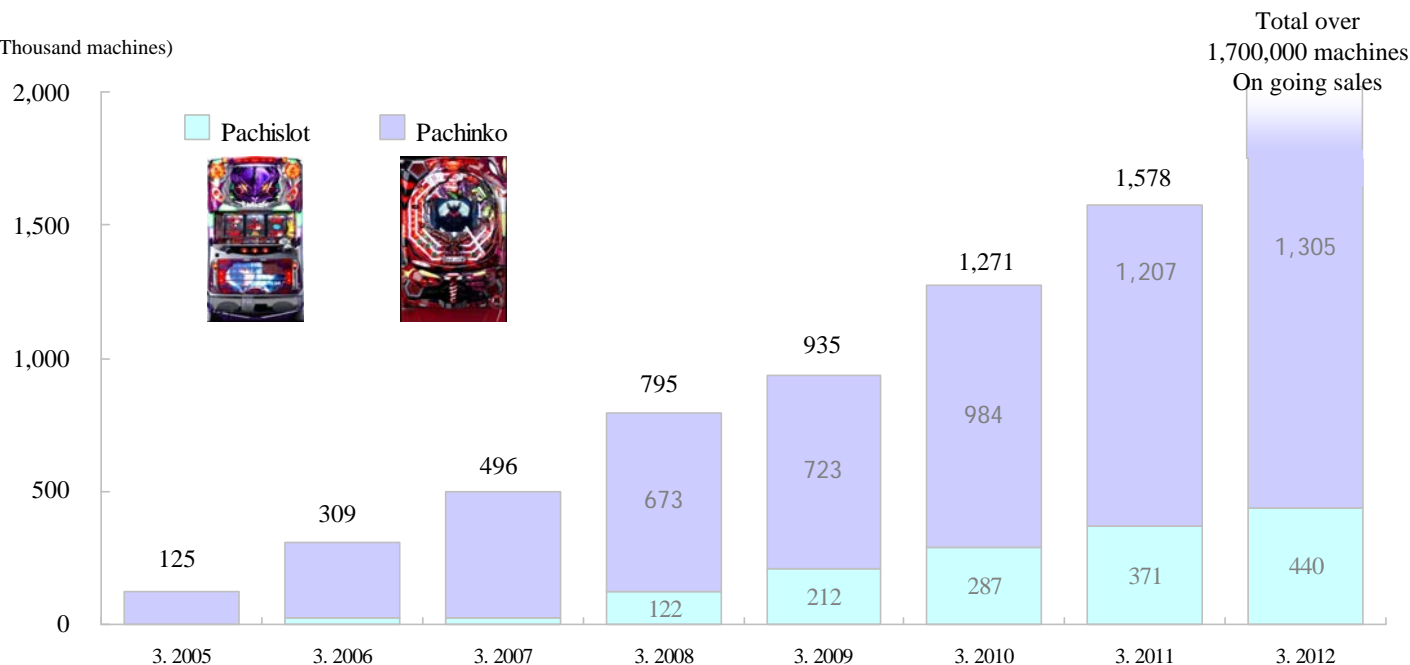
Total Sale Machines of Evangelion Series

FIELDS CORPORATION

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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

(Unit: Thousand machines)



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

FIELDS CORPORATION

The greatest leisure for all people

(Unit: Machines)

	3. 2007			3. 2008			3. 2009			3. 2010			3. 2011			3. 2012		
	H1	H2	Full-Year	H1	H2	Full-Year	H1	H2	Full-Year	H1	H2	Full-Year	H1	H2	Full-Year	H1	H2	Full-Year
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	261,136	412,390
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	143,959	233,223
	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%	55.1%	56.6%
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	117,177	179,167
	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%	44.9%	43.4%
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	148,505	240,344
	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%	56.9%	58.3%
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	112,631	172,046
	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%	43.1%	41.7%
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	223,672	346,814
	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%	85.7%	84.1%
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	37,464	65,576
	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%	14.3%	15.9%

Titles of Pachinko Machines Sold (2002-2012)

FIELDS CORPORATION

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(Unit: Machines)

	Sammy	Sold	Bisty	Sold
3. 2012			CR Evangelion 7	100,000
			CR The story of ayumi hamasaki Sweet/Light Version	11,000
			CR The story of ayumi hamasaki—introduction	72,000
3. 2011			CR Kung Fu Panda	11,000
			CR Evangelion—Evangelical of the beginnings Light ver	-
			CR Shimizu no Jirocho Light ver.	-
3. 2010			CR Evangelion—Evangelical of the Beginnings	205,000
			CR Neon Genesis Evangelion—The Beginning and the End	230,000
			CR Iron Chef	-
			CR GTO	-
3. 2009	CR Virtua Fighter	11,000	CR Neon Genesis Evangelion—The Angels Are Back Again YF	23,000
			CR Shimizu no Jirocho—The Bonds of Life	-
			CR Mystic Blue	-
			CR King Kong	21,000
			CR Seven Samurai	82,000
3. 2008			CRA Morning Musume	-
			CRA Neon Genesis Evangelion Premium Model	50,000
	CR Sakura Taisen	41,000	CR Neon Genesis Evangelion—The Angels Are Back Again	200,000
			CR Tomb Raider	-
			CRA Felix the Cat	-
3. 2007			CR The Mask of Zorro	-
			CR LOONEY TUNES BIA	-
	CR SEACOP	-	CR Neon Genesis Evangelion—Kiseki no Kachiwa	187,000
	CR Salaryman Kintaro 2	28,000	CR WINK	11,000
	CR Gamera Extreme Battle	-	CR Aya Matsuura	40,000
3. 2006			CR Otoko Ippiki Gaki Daisho	-
			CR Shin Sangoku Musou	27,000
	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
3. 2005			CR Iijima Naoko no Casino Bisty	21,000
			CR Daimajin	10,000
	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
3. 2004	CR LINDA	25,000	CR Circuit e ikou!	11,000
			CR FEVER TWINS	-
	CR Rikidozan	40,000	CR FEVER KUNG-FU GAL	14,000
3. 2003	CR Sonic	27,000		
	CR CITY HUNTER	36,000		
	CR Ume Matsu Paradise	24,000		
3. 2002	CR GEN JU HAOU	13,000		
3. 2002	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.

* Sold Olympia's pachinko machine "CR PROJECT MINERVA" for the year ended March 31, 2007

Titles of Pachislot Machines Sold (2001-2012)

FIELDS CORPORATION

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(Unit: Machines)

	Rodeo	Sold	Bisty	Sold	Olympia	Sold	Enterrise	Sold
3. 2012	Monster Hunter	On sale	Evangelion—the Heartbeat of Life	47,000			Street Fighter IV	-
	Rahxephon	-	SAMURAI 7	13,000				
	Kaze no Youjinbou —Memory of Butterflies	23,000						
3. 2011	Gravion	-						
	Ore no Sora —Spirit of Young Justice	38,000	MOBASLO Evangelion —for your own wish	78,000				
	Gamera	13,000	Magical Shopping Arcade Abenobashi	-			Sengoku BASARA 2	16,000
3. 2010	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	-		
3. 2009	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	-						
3. 2008	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						
3. 2007	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 Lord of the Rings	60,000 -				
3. 2006	Ore no Sora	125,000	Neon Genesis Evangelion	23,000	Geronimon S	-		
	Dokonjo Gaeru	-						
3. 2005	Onimusha 3	120,000	Dai Yamato	12,000	Mezase Dokidoki Zima	-		
	Kaiji	29,000	Fever Natsumatsuri	-				
	Umematsu Dynamite Wave!	36,000						
3. 2004	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						
3. 2003	KAZENOYOUJINBOU	53,000						
	SNOW KING	-						
	Salaryman Kintaro S	-						
	CLUB RODEO T	43,000						
	Ginginmaru	31,000						
3. 2002	Ichigeki Teio 2	17,000						
	Salaryman Kintaro	118,000						
	DOUBLE CHALLENGE	31,000						
	Oo-Gamera	32,000						
3. 2001	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

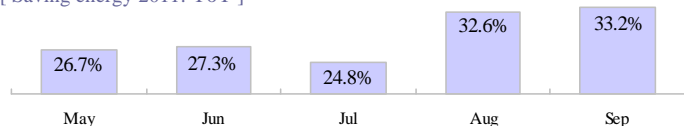
Our corporate activities and CSR should be one and the same

【 Fields Topics 】

Topics 1 Over 25% reduction in Power consumption YoY

Activities Continuous reduction in power consumption in summer and winter

[Saving energy 2011: YoY]



Topics 2 Charity golf tournament support

“THE LEGEND CHARITY PRO-AM TOURNAMENT”

Date May 5-6, 2012

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

Topics 3 Active participation in volunteer

Eco-activities through joining Cleanup Campaign

Sep 2010 Joined “Cleanup Campaign at Kugenuma beach” organized by JEAN

Oct 2010 Joined “Shibuya town cleanup regulation enlightening campaign Oct, 5” organized by Shibuya ward

Mar 2011~ Joined “The union beautification day at Shibuya station” organized by Beautification promotion committee Shibuya ward and cleanup around Shibuya station once every month.

Apr 2012 Joined “Cleanup Campaign at Kugenuma beach” organized by JEAN

【 Group Companies Topics 】

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	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. 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.
Slogan	The Foundation to support now and future of the earthquake-stricken children.

Topics 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)

Topics 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

Topics 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

Topics 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)

Activities

Apr 2011	Visited Ishinomaki city, Minamisanriku town and Kesenuma city in Miyagi for support
May	Fund raising campaign at the Chunichi Theatre in Nagoya Donated 30 million yen to Miyagi. Visited Asahi city in Chiba for support
Jul	Donated 20 million yen to Fukushima Visited Sukagawa city in Fukushima Visited Big Palette Fukushima in Koriyama city, Fukushima
Aug	Visited Ishinomaki city in Miyagi for support Fund raising by distributing the Ultraman booklet “Ultraman begins 2011” in Comic Market 80
Sep	Donated 20 million yen and microbus to Iwate prefectural government Visited Miyako Fisherise High school and Otsuchi town in Iwate for support
Nov	Visited Matsubara city in Miyagi for support
Dec	Visited Iwaki city in Fukushima for support Visited Fukushima city in Fukushima for support
Mar 2012	Participated in “Festival of sending cheers from Koriyama” in Fukushima Held a surprise event at the graduation ceremony of preschool in Ishinomaki city, Miyagi Held a surprise event at the graduation ceremony of nursery school in Onagawa town, Miyagi



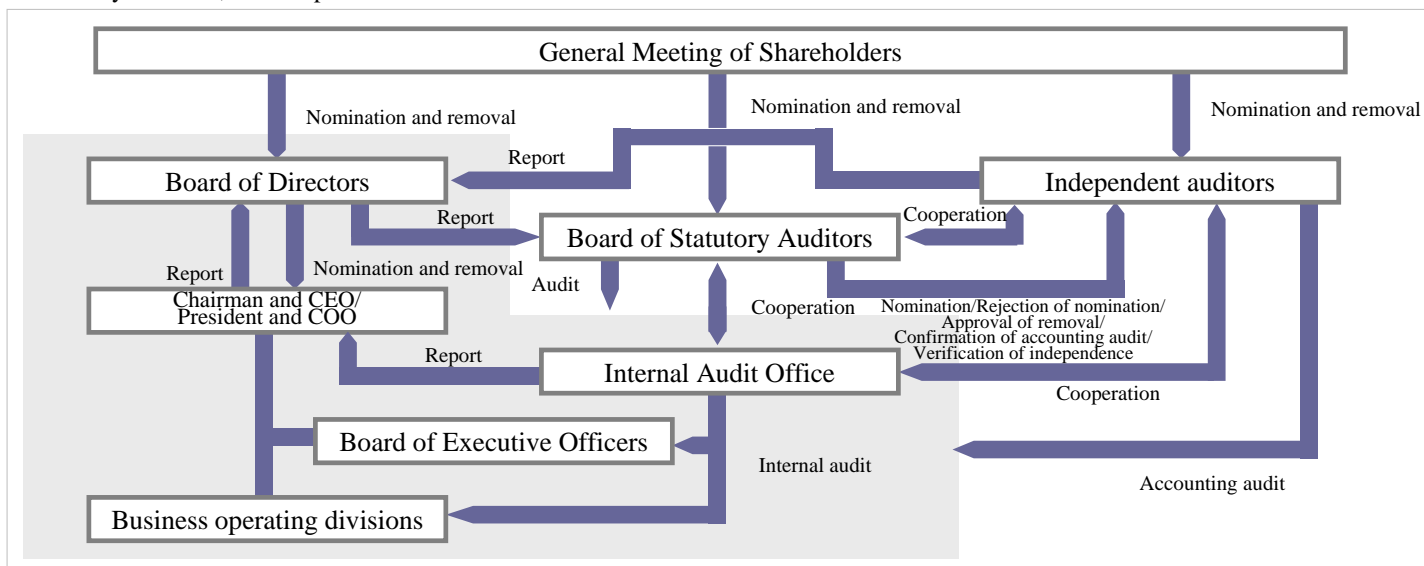
Corporate Governance System

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

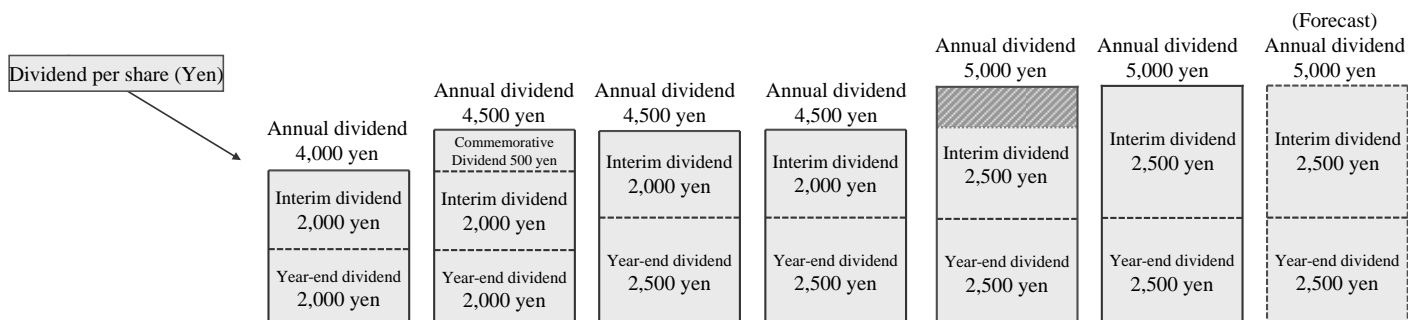
FIELDS CORPORATION

The greatest leisure for all people

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

(Unit: Million yen)

	3. 2007	3. 2008	3. 2009	3. 2010	3. 2011	3. 2012	3. 2013
Net income	3,710	5,296	(1,481)	3,289	7,520	5,991	7,300
Total dividend	1,388	1,561	1,534	1,503	1,660	1,659	-
Payout ratio (%)	37.4	29.5	-	45.9	22.1	27.7	22.7
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

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(Unit: Million yen)

	Consolidated						
	3. 2006	3. 2007	3. 2008	3. 2009	3. 2010	3. 2011	3. 2012
Net sales	96,814	85,321	101,818	73,035	66,342	103,593	92,195
Gross profit	29,737	29,248	34,544	24,024	26,889	35,129	31,330
Operating Income	12,348	8,944	13,158	1,960	8,124	13,136	8,527
Ordinary income	13,127	9,202	11,705	991	7,761	13,684	8,661
Net income	7,085	3,710	5,296	(1,481)	3,289	7,520	5,991
Common stock	7,948	7,948	7,948	7,948	7,948	7,948	7,948
Net assets	39,411	42,836	46,331	39,496	41,187	47,021	51,555
Total assets	87,556	66,081	69,168	52,064	81,329	78,971	93,601
Cash flows from operating activities	6,164	5,293	11,127	4,147	8,429	8,005	10,015
Cash flows from investing activities	(2,224)	(4,772)	(14,604)	(6,182)	(1,011)	(4,356)	(4,798)
Cash flows from financing activities	(1,540)	1,488	(1,384)	602	(2,687)	(3,915)	(2,565)
Cash and cash equivalents at the end of year	15,777	17,819	12,693	11,181	15,906	15,632	18,284

Indicators per share (Yen)	3. 2006	3. 2007	3. 2008	3. 2009	3. 2010	3. 2011	3. 2012
Net assets per share	113,275	118,487	128,201	117,326	123,645	140,853	153,904
Annual dividend per share (Non-Consolidated)	Interim 4,000 Year-end 2,000	Interim 4,000 Year-end 2,000	Commemorative 4,500 Interim 500 Year-end 2,000	Interim 4,500 Year-end 2,500	Interim 4,500 Year-end 2,500	Interim 5,000 Year-end 2,500	Interim 5,000 Year-end 2,500
Net income per share	20,118	10,692	15,263	(4,271)	9,796	22,643	18,044

Management indicators (%)	3. 2006	3. 2007	3. 2008	3. 2009	3. 2010	3. 2011	3. 2012
Shareholders' equity ratio	45.0	62.2	64.3	75.8	50.5	59.2	54.6
Return on equity (ROE)	19.5	9.2	12.4	(3.5)	8.2	17.1	12.2
Return on assets (ROA)	16.4	12.0	17.3	1.6	11.6	17.1	10.0
Payout ratio	20.3	37.4	29.5	-	45.9	22.1	27.7

* Consolidated payout ratio after 2007.03

Other	3. 2006	3. 2007	3. 2008	3. 2009	3. 2010	3. 2011	3. 2012
Total number of shares issued and outstanding (shares)	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)	901	1,022	1,077	827	909	1,149	1,324

	Non-Consolidated				Consolidated		
	3. 1999	3. 2000	3. 2001	3. 2002	3. 2003	3. 2004	3. 2005
Net sales	11,811	10,017	11,496	34,560	61,888	66,211	81,658
Gross profit	2,827	3,381	5,368	12,703	15,992	21,578	24,752
Operating Income	138	768	1,700	5,730	6,781	11,866	12,097
Ordinary income	107	726	1,681	5,664	7,022	12,209	12,480
Net income	34	262	583	3,041	3,524	6,620	6,926
Common stock	10	10	116	530	1,295	1,295	7,948
Net assets	23	286	1,069	3,883	8,752	14,507	33,426
Total assets	5,388	6,199	6,211	18,631	17,090	37,115	72,584
Cash flows from operating activities	-	-	1,105	4,525	3,316	851	2,965
Cash flows from investing activities	-	-	269	(724)	(2,253)	(3,190)	(5,257)
Cash flows from financing activities	-	-	(920)	2,004	(2,454)	2,029	10,177
Cash and cash equivalents at the end of year	-	-	1,414	6,857	5,739	5,437	13,326

Indicators per share (Yen)	3. 1999	3. 2000	3. 2001	3. 2002	3. 2003	3. 2004	3. 2005
Net assets per share	119,690	1,430,535	461,122	1,325,324	268,600	89,305	96,026
Annual dividend per share (Non-Consolidated)	-	-	15,000	Old shares 100,000 New shares 27,398 2nd new shares 548	10,000	Commemorative 24,000 Interim 10,000 Year-end 4,000	Interim 4,000 Year-end 2,000
Net income per share	174,211	1,310,844	2,075,024	1,275,256	117,233	40,465	19,888

Management indicators (%)	3. 1999	3. 2000	3. 2001	3. 2002	3. 2003	3. 2004	3. 2005
Shareholders' equity ratio	0.4	4.6	17.2	20.8	51.2	39.1	46.0
Return on equity (ROE)	534.6	169.1	86.0	122.8	55.9	56.9	28.9
Return on assets (ROA)	2.2	12.6	27.1	45.6	39.3	45.0	22.8
Payout ratio	-	-	6.0	7.8	7.9	(1) 20.1	20.7

(1) Payout ratio for the year ended March 2004 was computed including a commemorative dividend

Other	3. 1999	3. 2000	3. 2001	3. 2002	3. 2003	3. 2004	3. 2005
Total number of shares issued and outstanding (shares) (2)	200	200	2,320	2,930	32,300	161,500	347,000
Treasury stock (shares)	-	-	-	-	-	-	-
Number of employees (people)	166	210	319	323	460	651	758

(2) Oct 2002 1:10 stock split / Nov 2003 1:5 stock split / Sep 2004 1:2 stock split

Change in Quarterly Profit and Loss

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【 Consolidated 】

(Unit: Million yen)

	3. 2010					3. 2011					3. 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	49,134	92,195
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	15,004	31,330
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	6,499	22,803
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)	8,505	8,527
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)	8,555	8,661
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)	4,859	5,991

	3. 2006					3. 2007					3. 2008					3. 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)

【 Non-Consolidated 】

	3. 2010					3. 2011					3. 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	44,637	80,394
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	13,713	27,036
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	5,553	18,834
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)	8,161	8,202
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)	8,070	8,496
Net income	5,119	(2,064)	(2,107)	3,575	4,538	1,362	3,984	766	714	6,826	(101)	1,221	(938)	4,723	4,905

	3. 2006					3. 2007					3. 2008					3. 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

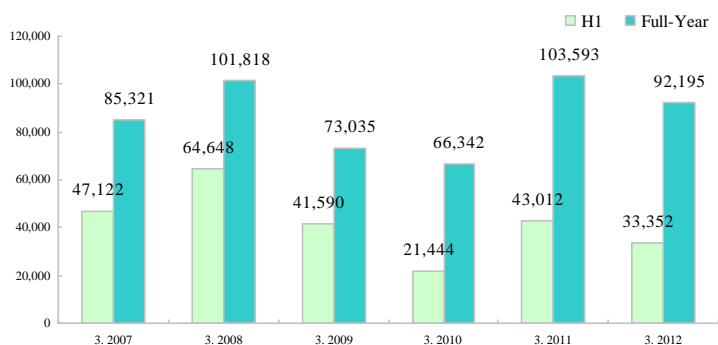
*Q2-Q4 figures are calculated as the other items deducted from the total figure on this sheet

Change in Financial Results (Consolidated)

FIELDS CORPORATION

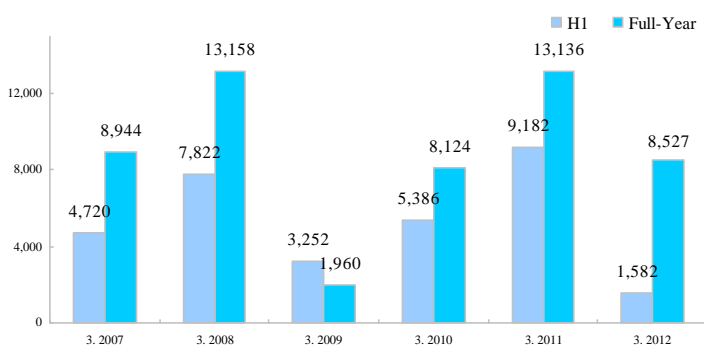
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Net sales

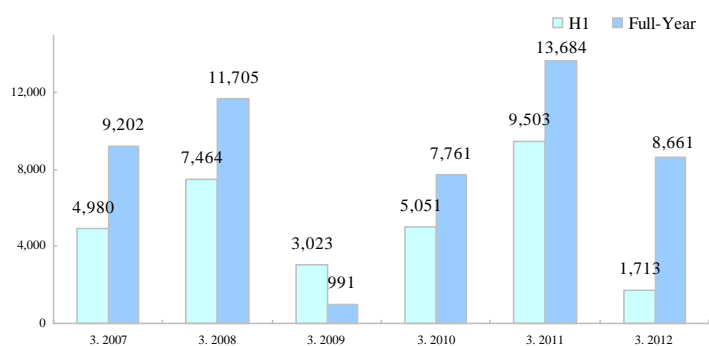


Operating income

(Unit: Million yen)



Ordinary income



Net income



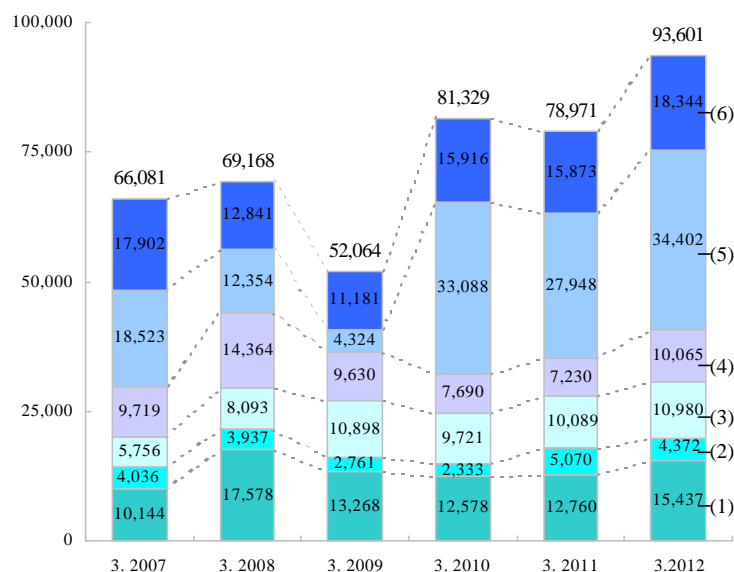
Change in Assets/Liabilities, Net Assets (Consolidated)

FIELDS CORPORATION

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Change in assets

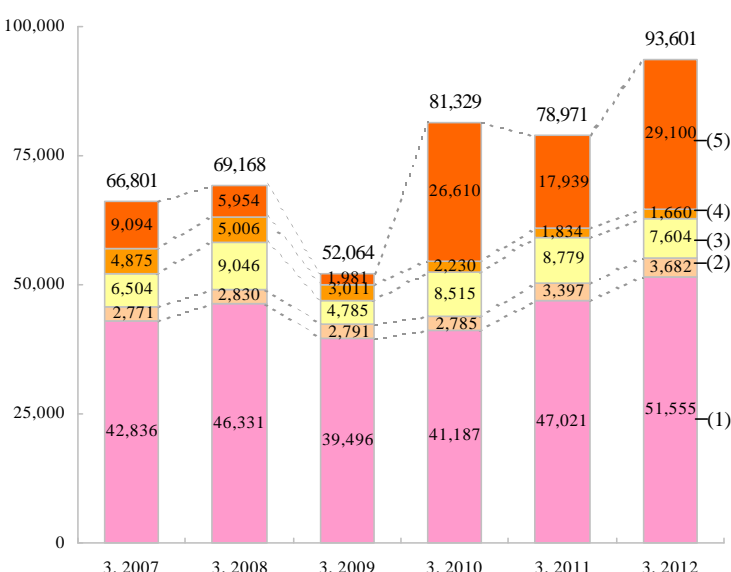
- (1) Investments and other assets
- (2) Intangible fixed assets
- (3) Tangible fixed assets
- (4) Other current assets
- (5) Notes and accounts receivable trade
- (6) Cash and cash equivalents



Change in liabilities/net assets

(Unit: Million yen)

- (1) Net assets
- (2) Other fixed liabilities
- (3) Other current liabilities
- (4) Interest-bearing liabilities
- (5) Notes and accounts payable trade



Change in Selling, General and Administrative Expenses (Consolidated)

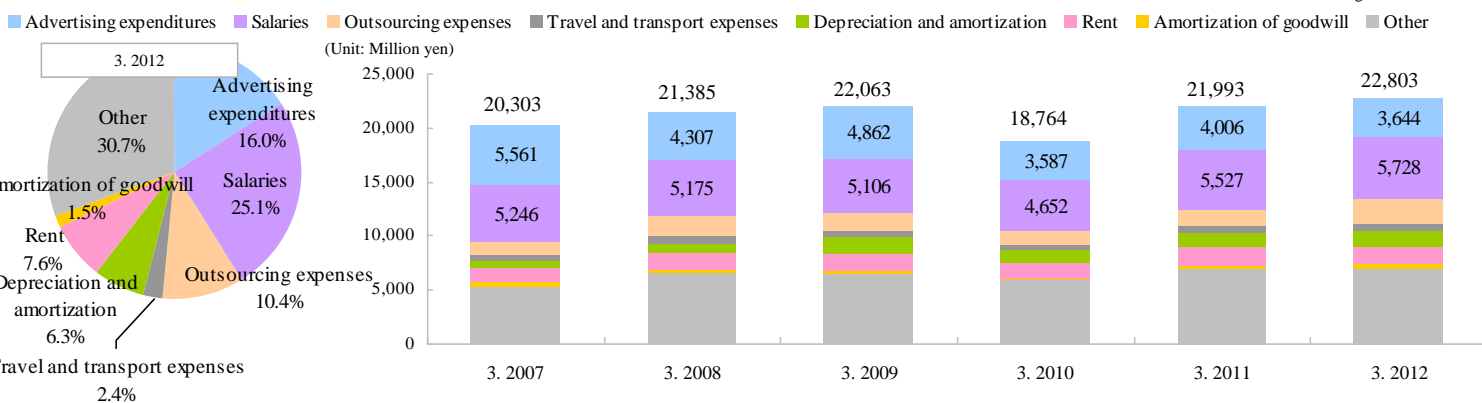
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	2007.3	2008.3	2009.3	2010.3	2011.3	2012.3
Advertising expenditures	5,561	4,307	4,862	3,587	4,006	3,644
Salaries	5,246	5,175	5,106	4,652	5,527	5,728
Provision for accrued bonuses	25	145	202	257	290	246
Provision for accrued bonuses to directors and auditors	98	128	245	135	220	240
Outsourcing expenses	1,180	1,878	1,532	1,373	1,553	2,373
Travel and transport expenses	660	662	596	469	551	542
Depreciation and amortization	622	977	1,534	1,175	1,393	1,431
Rent	1,244	1,460	1,608	1,475	1,654	1,749
Provision to allowance for doubtful accounts	71	150	29	249	-	(52)
Retirement benefit expenses	51	71	70	68	76	86
Amortization of goodwill	429	335	332	87	366	333
Other	5,116	6,097	5,947	5,237	6,357	6,483
Total SG&A expenses	20,303	21,385	22,063	18,764	21,993	22,803

(Unit: Million yen)

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



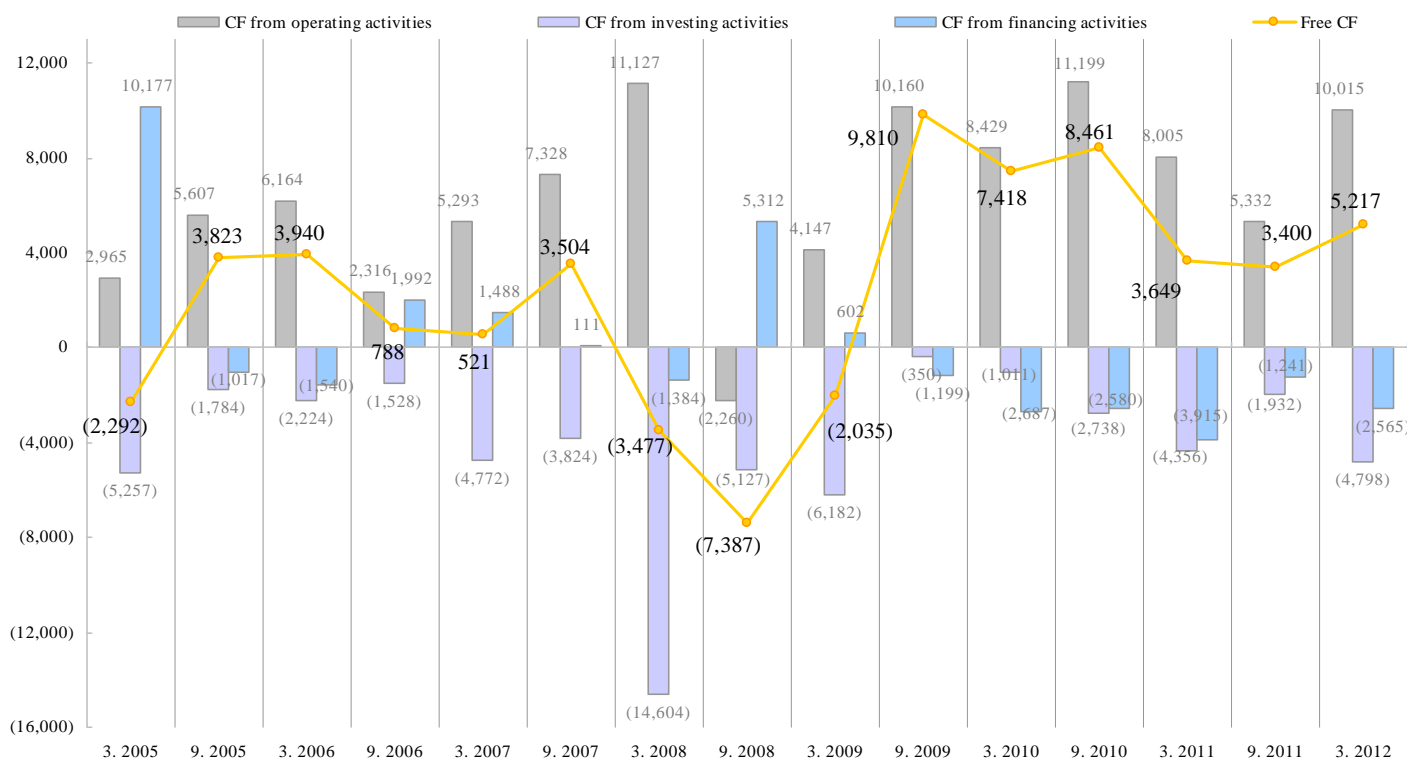
Change in Free Cash Flow

FIELDS CORPORATION

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

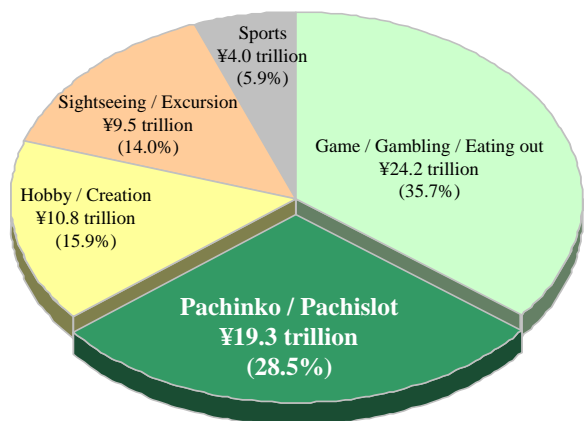
(Unit: Million yen)



4. Appendix II (Pachinko/Pachislot Market Date)

Market Scale of Pachinko/Pachislot Industry

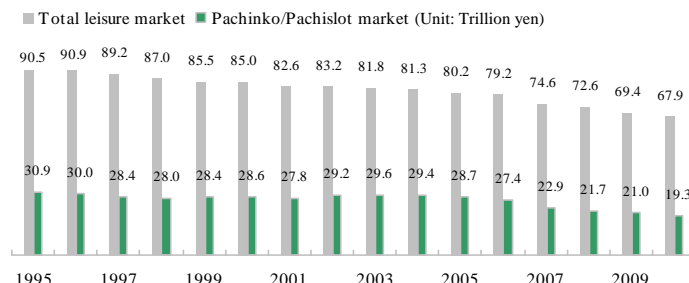
**2010 Japanese Leisure Market
Total Size of ¥67.9 trillion**



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

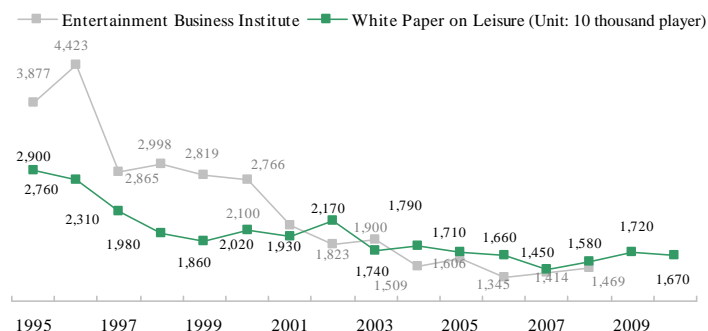
Change in Pachinko/Pachislot Market

The date is updated every Jul. by "White Paper on Leisure"



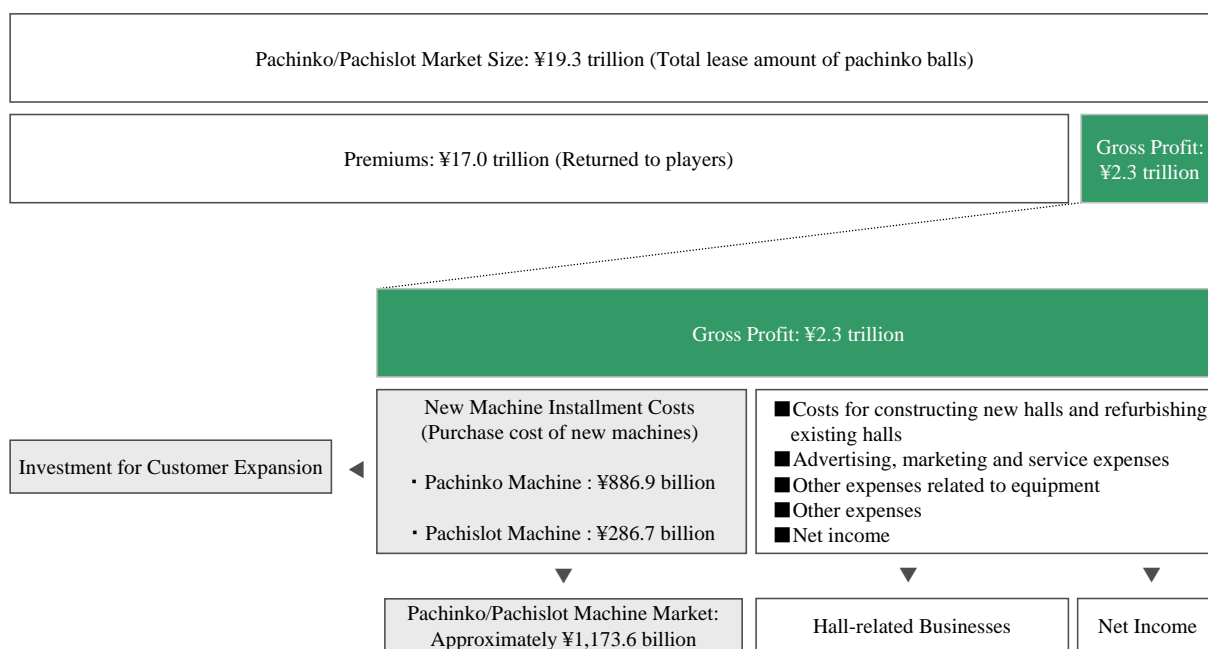
Change in Number of Pachinko/Pachislot Players

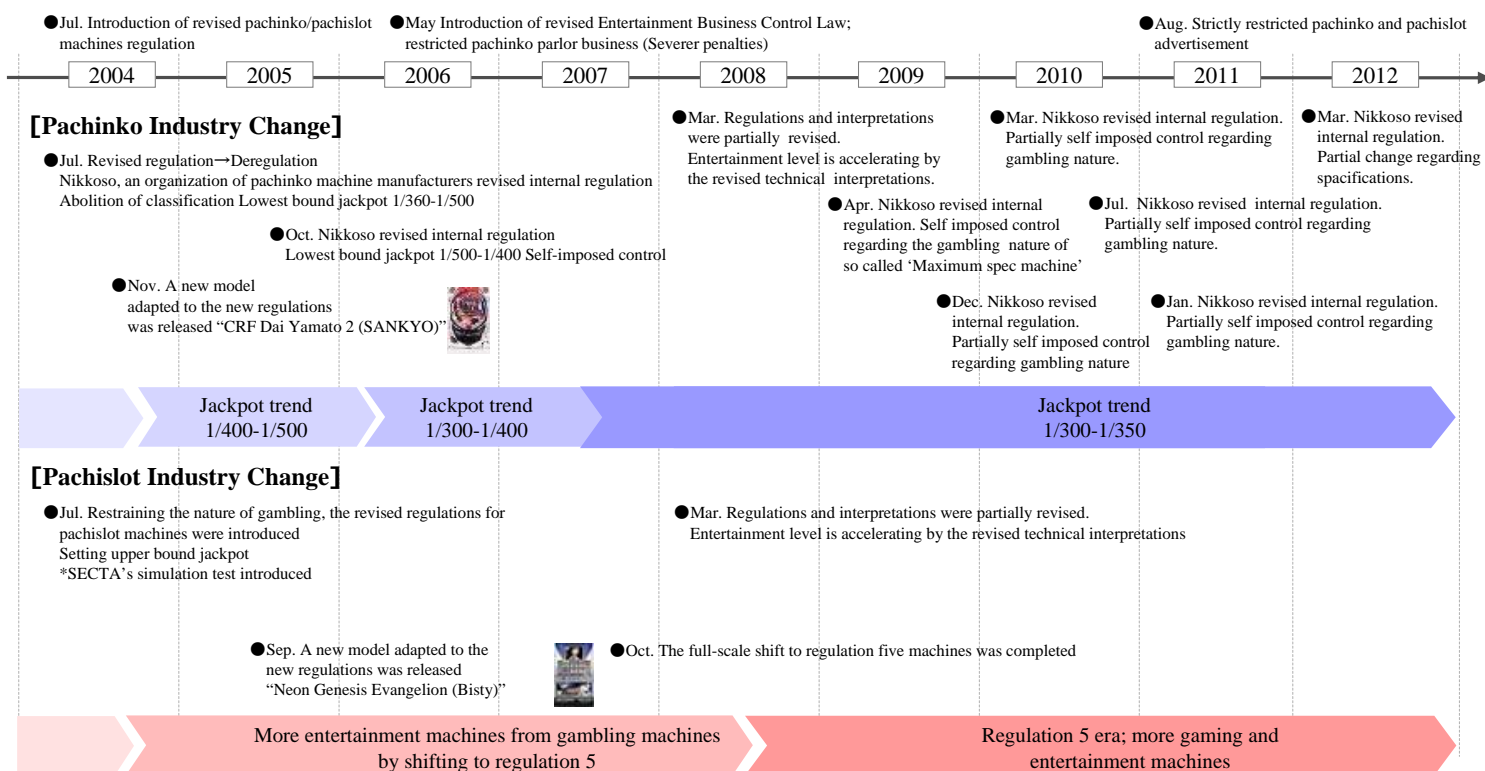
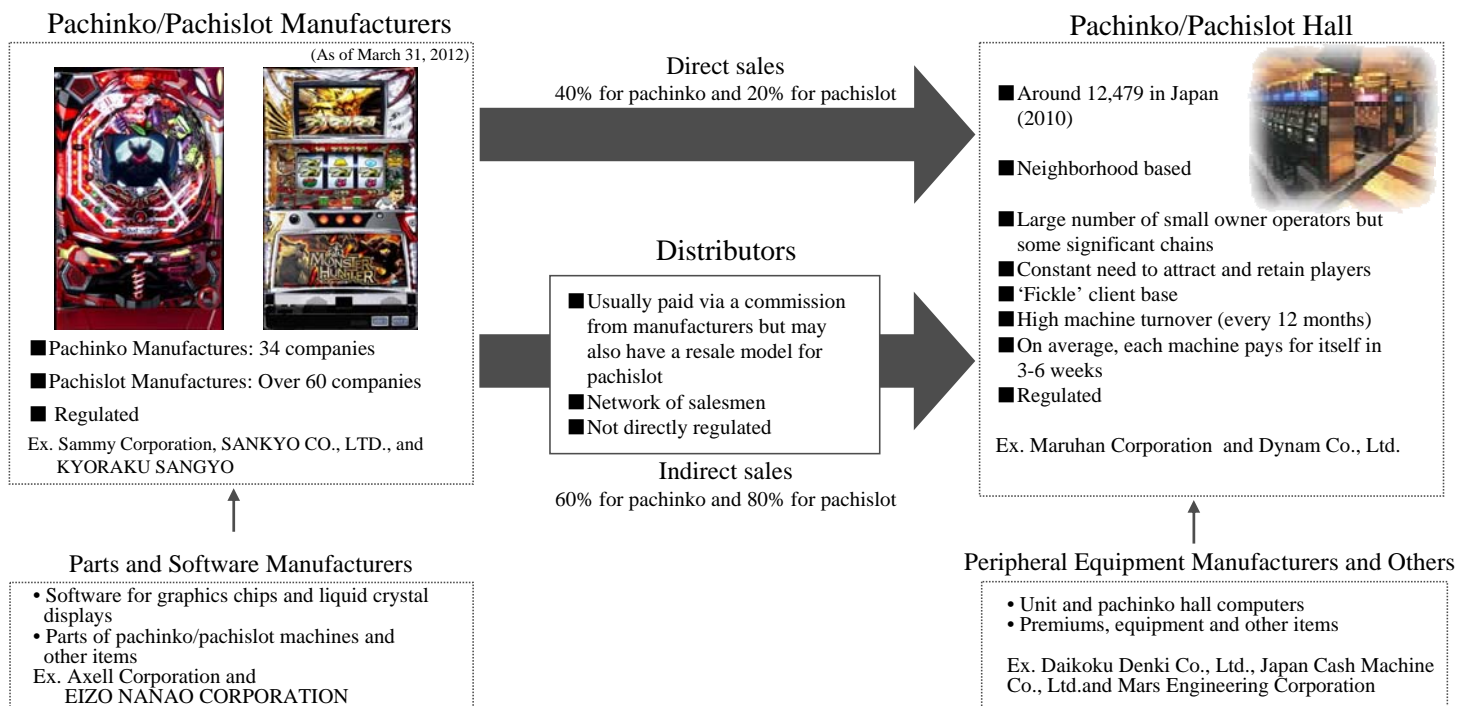
The date is updated every Jul. by "White Paper on Leisure"



*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 Halls

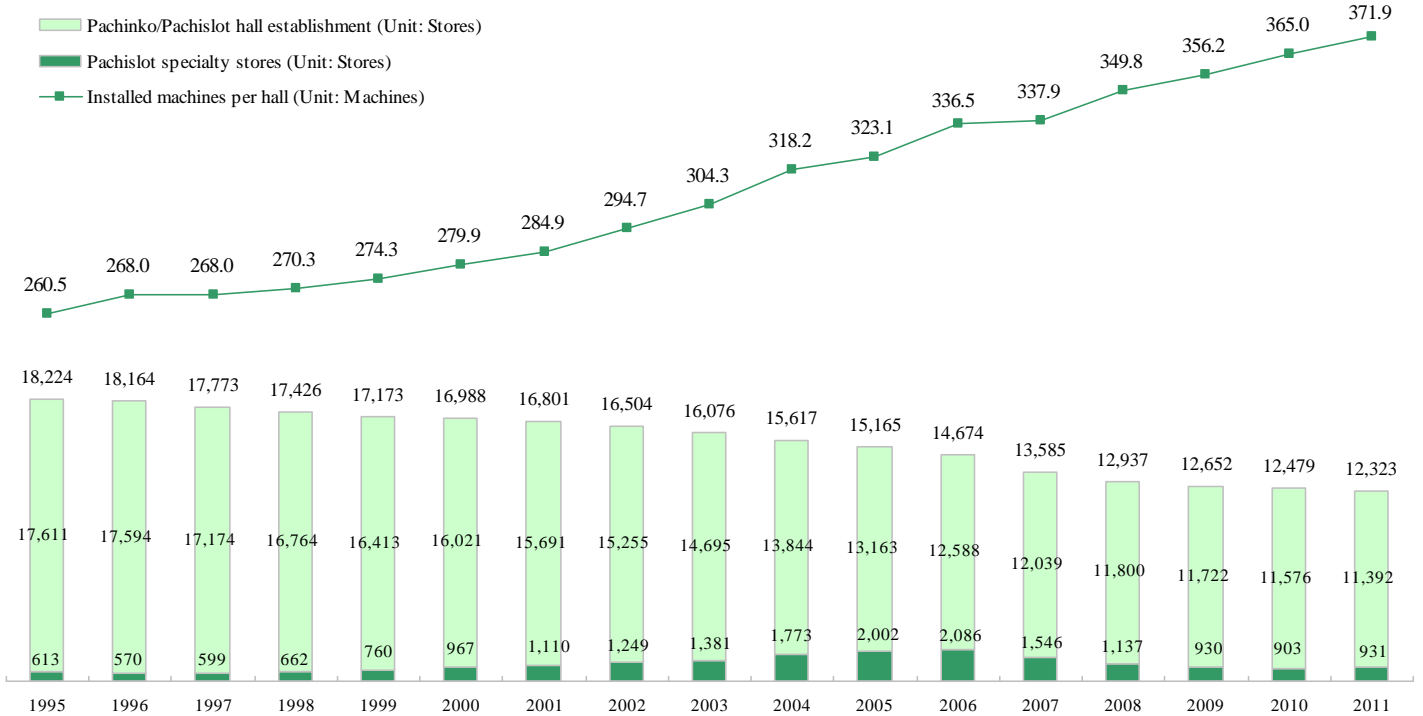




*Security Electronics Communications Technology Association

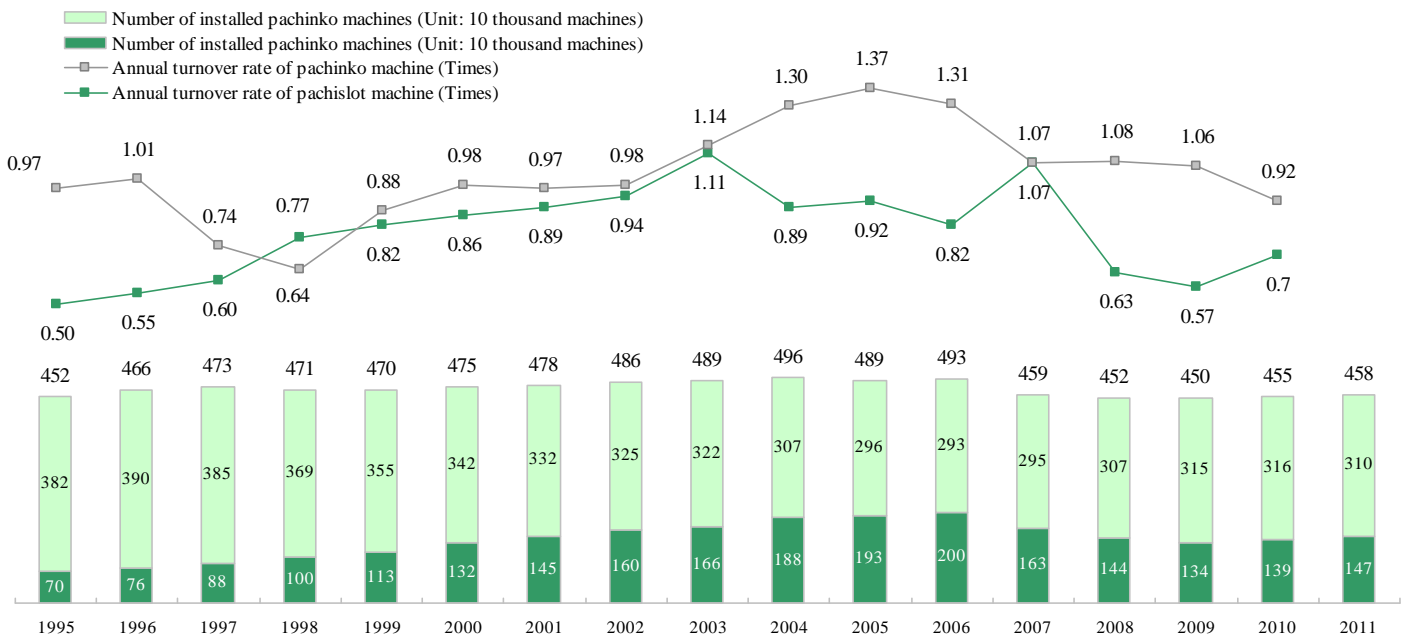
PS **Number of Pachinko Halls and Installed Machines Per Hall**

The date is updated every Apr. by "National Police Agency's date"



PS **Number of Installed Pachinko/Pachislot Machines and Annual Turnover Rate**

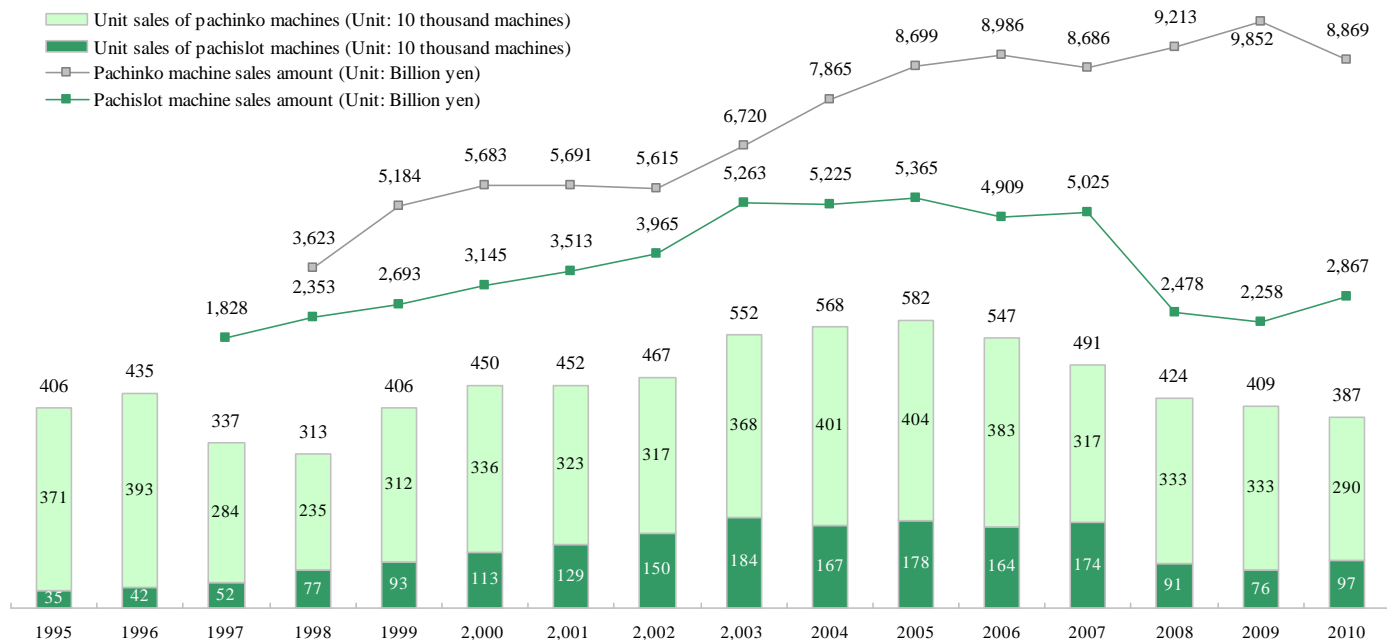
The date of number of installed Pachinko/Pachislot machines is updated every Apr. by "National Police Agency's date"
The date of annual turnover of pachislot machine is updated every Nov. by "Trend and Market Share of Pachinko Related Manufacturers"



【 Annual Turnover rate of Total Machines (Times) 】

Year	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Annual Turnover Rate	0.90	0.93	0.71	0.67	0.86	0.95	0.95	0.96	1.13	1.15	1.19	1.11	1.07	0.94	0.91	0.85	-

The date is updated every Nov. by "Trend and Market Share of Pachinko Related Manufacturers"



【 Pachinko/Pachislot machine total (Billion yen) 】

Year	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
NA	NA	NA	NA	5,976	7,877	8,828	9,204	9,580	11,983	13,090	14,064	13,895	13,711	11,691	12,110	11,736

The date is updated every Nov. by "Trend and Market Share of Pachinko Related Manufacturers"

【 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

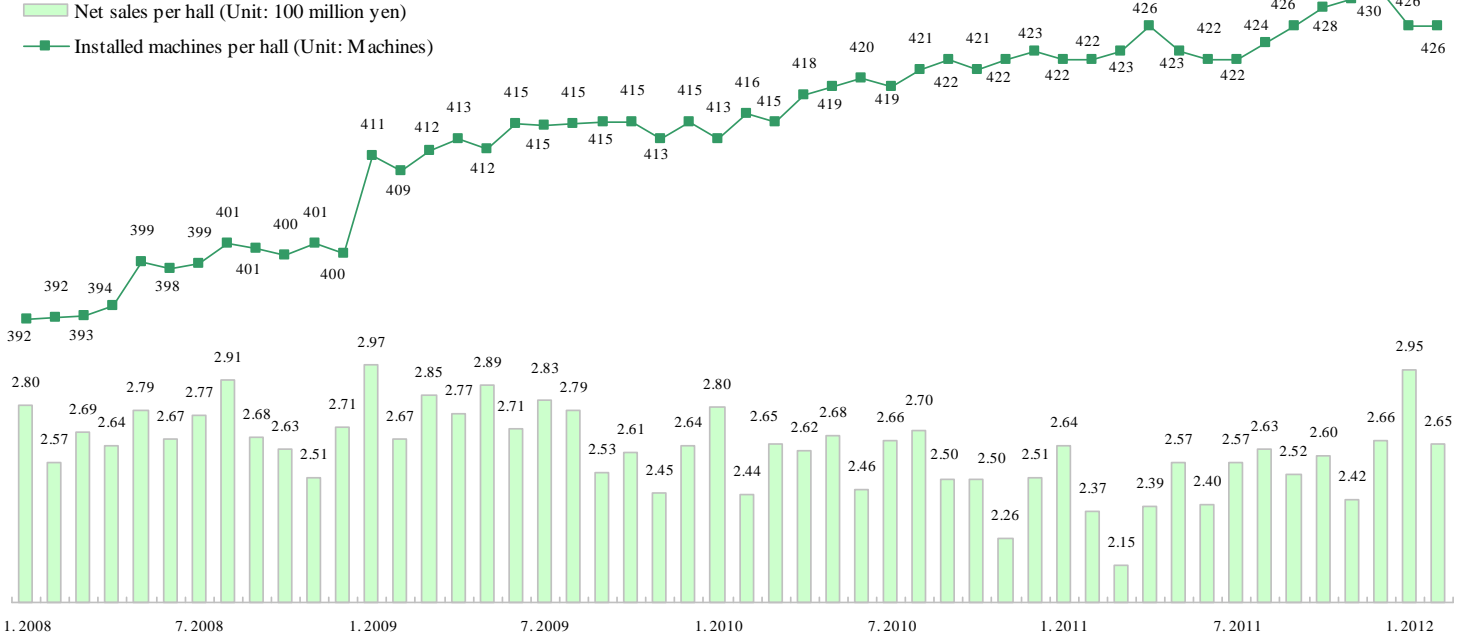
* SANKYO's sales share includes Bisty

* 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

The date is updated monthly by "Current Survey of Selected Service Industries"



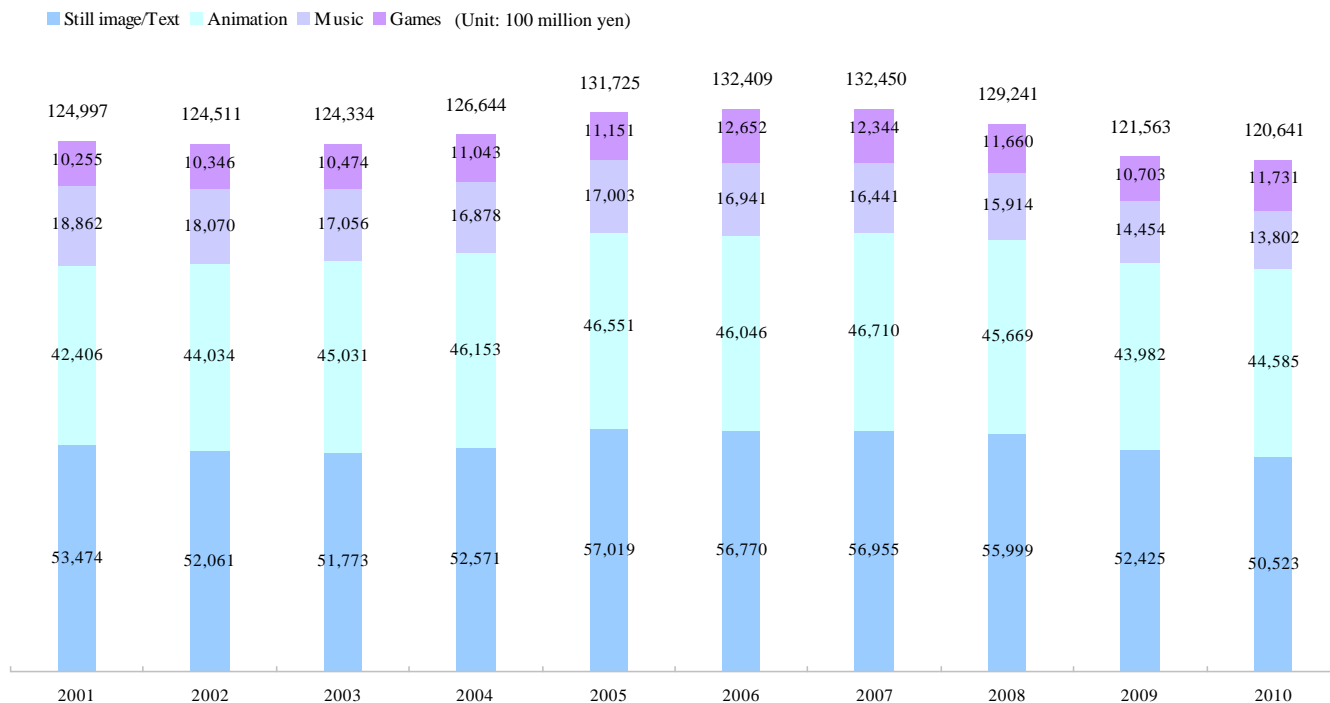
【 Number of halls for survey (halls) 】

2008												2009												2010												2011												2012	
01	02	03	04	05	06	07	08	09	10	11	12	01	02	03	04	05	06	07	08	09	10	11	12	01	02	03	04	05	06	07	08	09	10	11	12	01	02	03	04	05	06	07	08	09	10	11	12	01	02
255	254	252	250	244	243	243	245	245	245	245	246	294	294	294	294	295	295	293	293	293	294	294	293	294	296	295	294	295	292	291	292	293	292	293	294	295	295	296	294	291	291	291	291	291	289	289	290	290	379

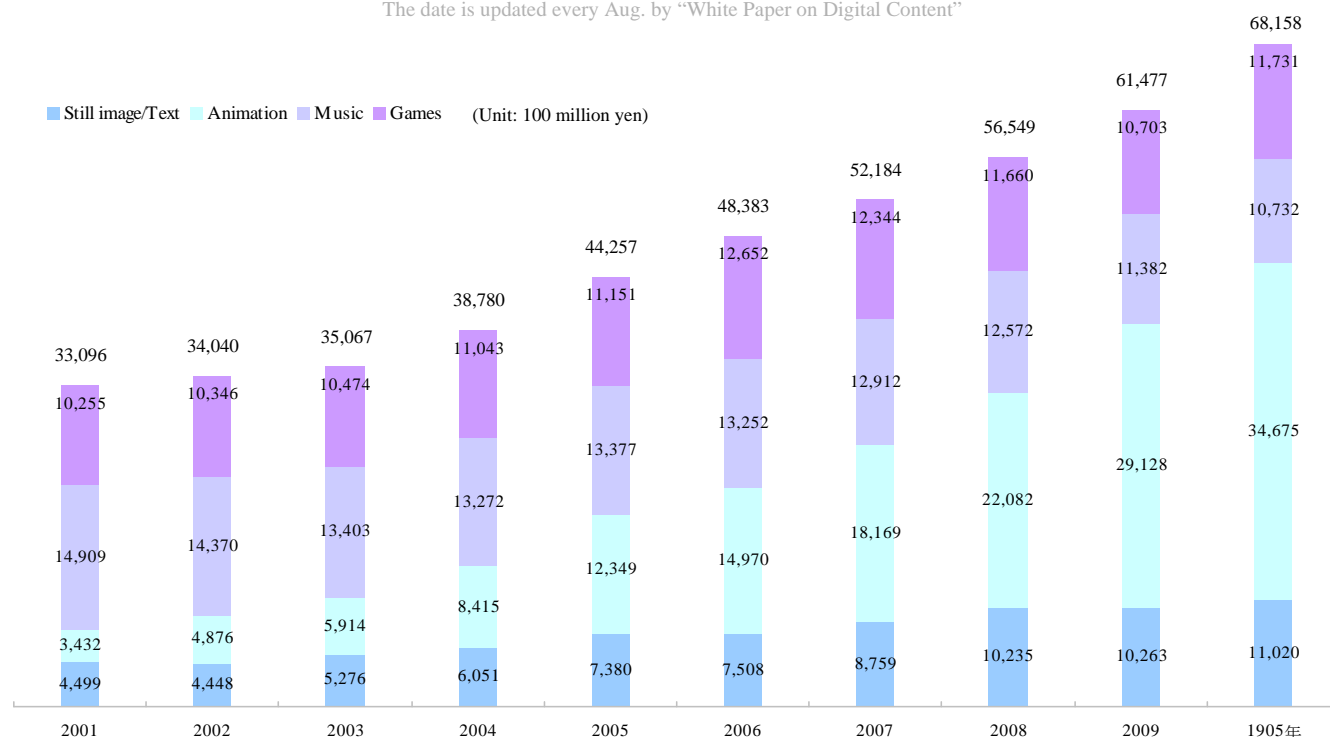
*The Ministry of Economy, Trade and Industry outsource to the Zennichiuren to pick up the hall for survey from 47 prefectures.

5. Appendix III (Entertainment Market Date Except Pachinko/Pachislot Industry)

The date is updated every Aug. by "White Paper on Digital Content"



The date is updated every Aug. by "White Paper on Digital Content"



Sales Amount of Comic-Book and Comic-Magazine

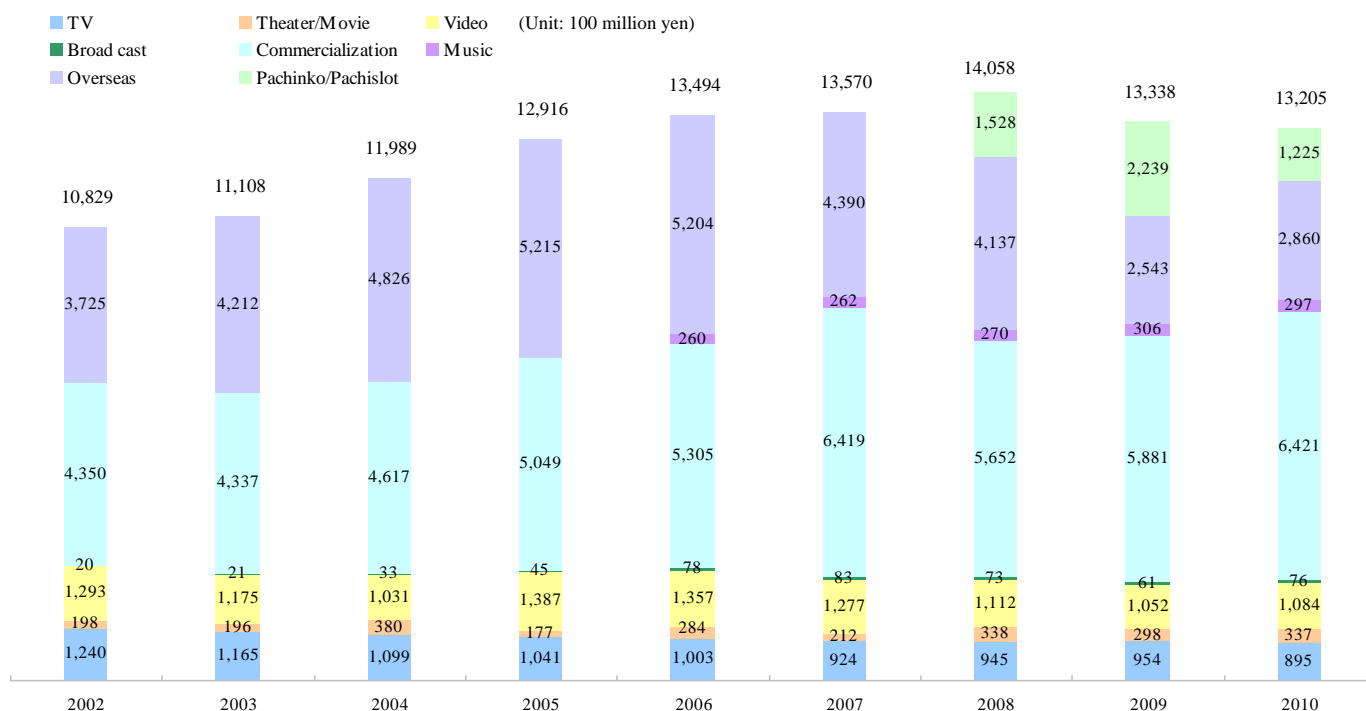
The date is updated the end of Apr. every year by "Annual Report of Publishing Indicator"



Market Scale of Animation Industry

The date is updated every Jun. by "Date of the Association of Japanese Animation"

The date of pachinko/pachislot machines using animation by the Company
(Except pachinko/pachislot: Calculated according to amount of user's payment)



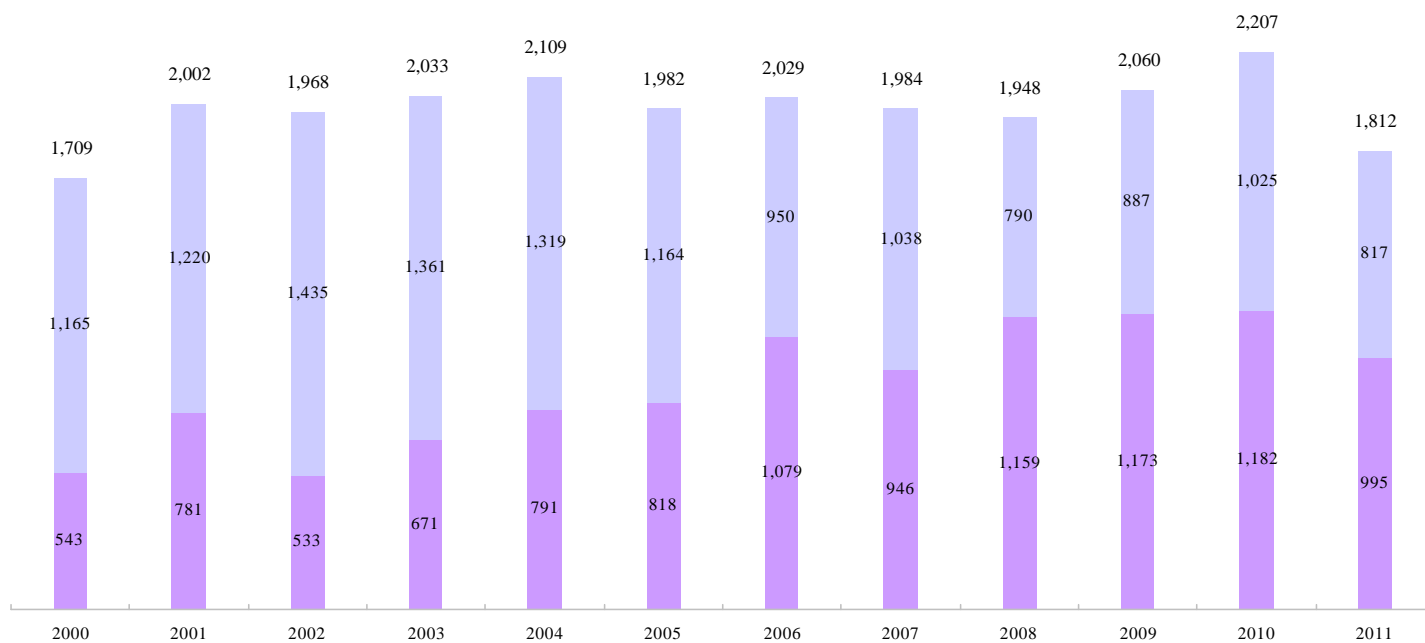
Movies **Box-Office of Domestic Movie Theaters**

FIELDS CORPORATION

The greatest leisure for all people

The date is updated every Jan. by "Motion Picture Producers Association of Japanese, Inc.,"

■ Japanese movie ■ Foreign movie (Unit: 100 million yen)



Sports **Market Scale of Fitness Club Business and the Number of Facilities**

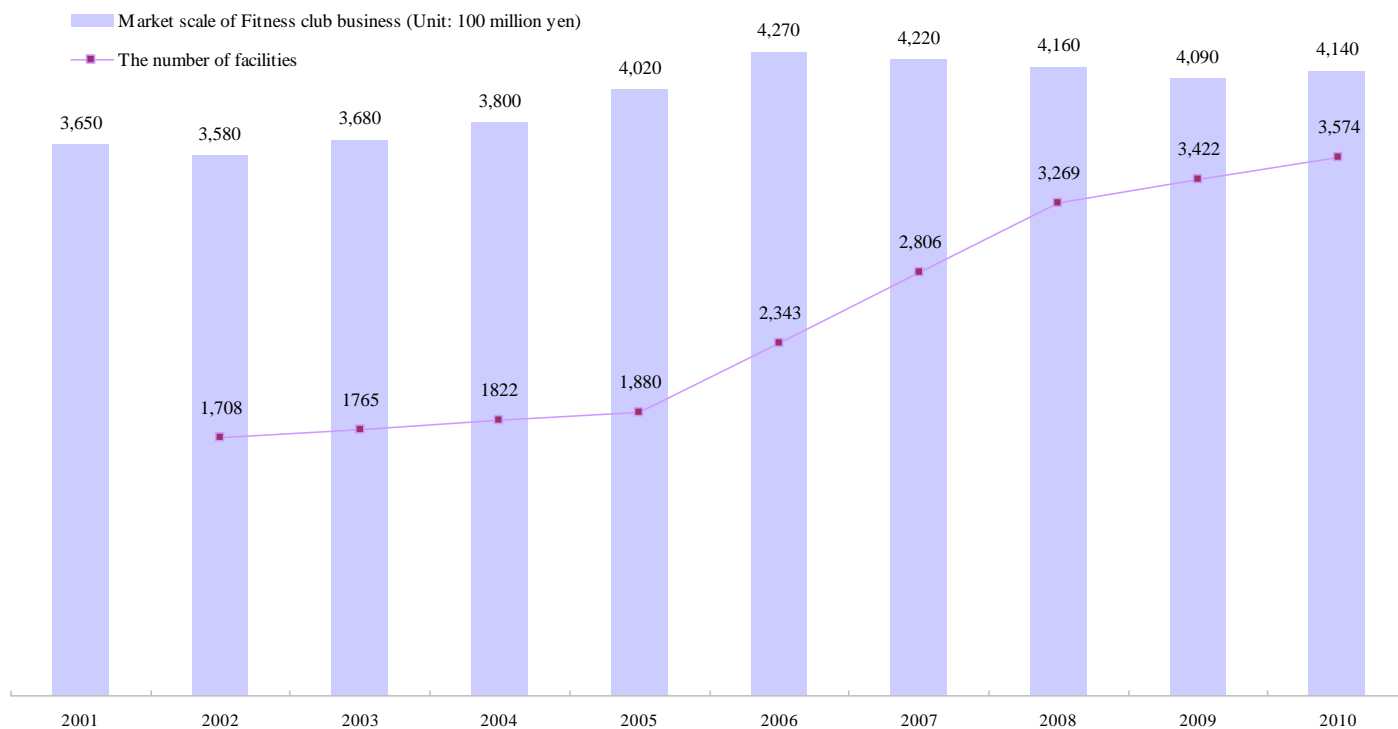
FIELDS CORPORATION

The greatest leisure for all people

The market scale date is updated every Jul. by "White Paper on Leisure"
The number of facilities is updated every Mar. by "Current Survey of Selected Service Industries"

■ Market scale of Fitness club business (Unit: 100 million yen)

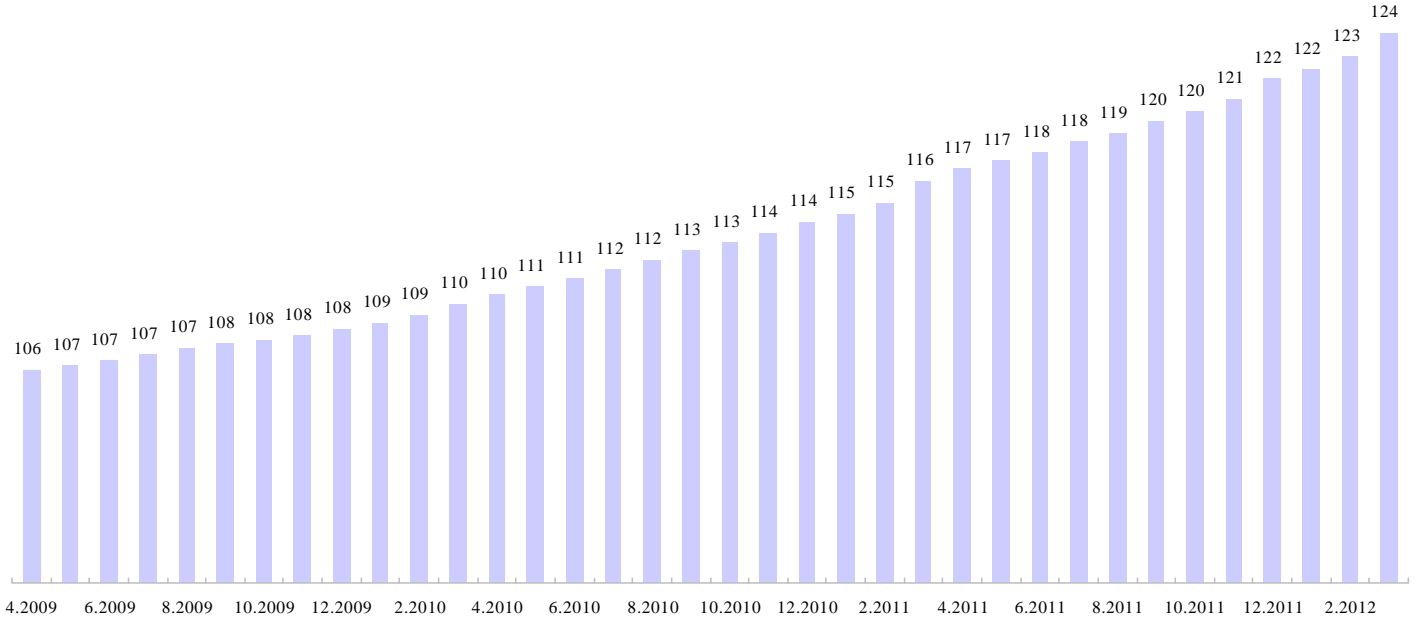
■ The number of facilities



Mobile Phone Subscriptions

The date is updated every month by "Date of Telecommunications Carriers Association"

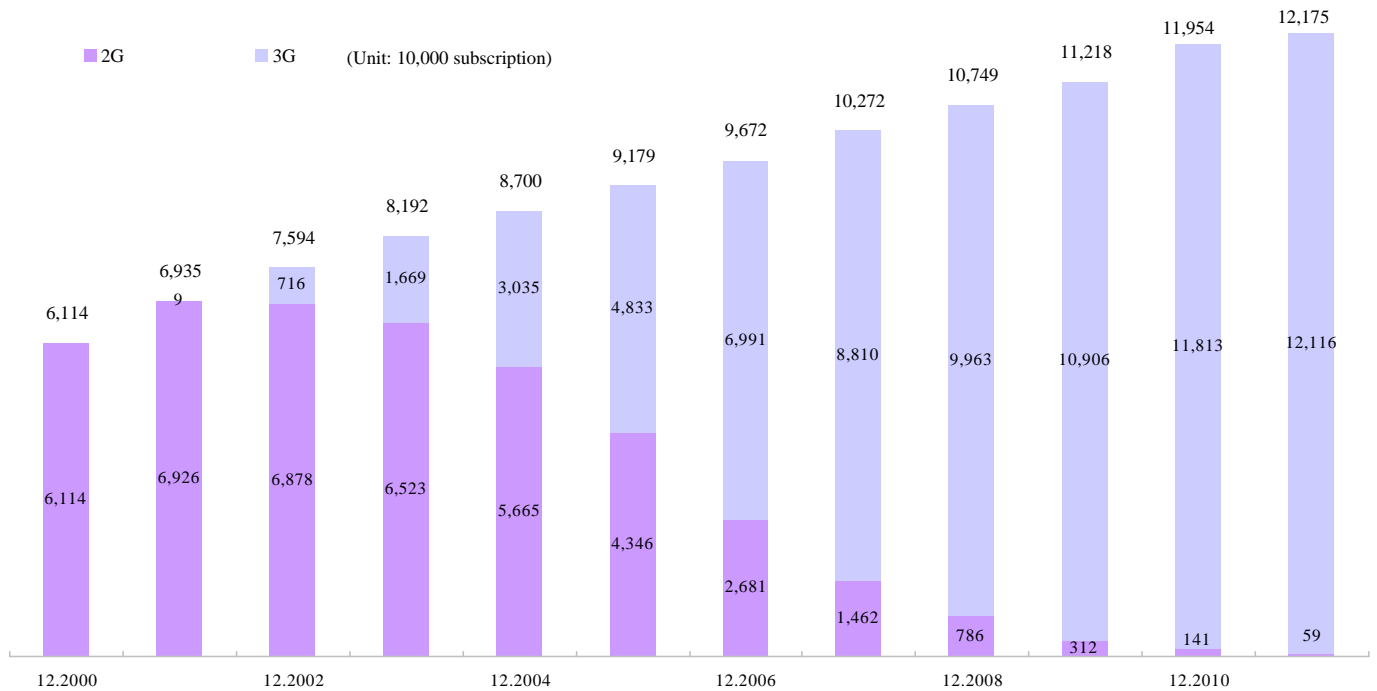
■ Mobile Phone Subscriptions (Unit: Million Subscription)



2nd-Generation/3rd-Generation Mobile Phone Subscription

The date is updated every May by "White Paper of Telecommunications"

■ 2G ■ 3G (Unit: 10,000 subscription)



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)



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

Analysis Tools

【 Annual Report (Japanese/English) 】

[Believe in the Future]

Latest issue: October 7, 2011

Issued annually since year ended March 31, 2004



- Management interview
- Review of operations
- CSR
- Financial section
- Corporate date

IR information is also Available on our mobile site

Fields' official IR mobile site



[Nikko IR] Chosen for the "Best Corporate Website award 2011"



Ranked consecutive No.1 in the new markets ranking

[DAIWA IR]



2011 Company of Excellence

[JASDAQ]



2008 IR Company of Excellence



Best Corporate Website award



Ranked No.1 in the sector ranking

Introduction of "Expert's View"

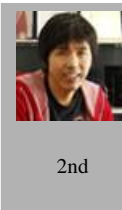
We would like to introduce comments from experts from various industries regarding Fields Corporation and the group companies in "Expert's View"



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

1st

November 11, 2011



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

2nd

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.