

August 2, 2012  
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# Financial Flash Report



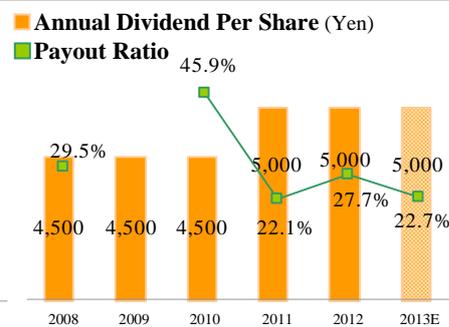
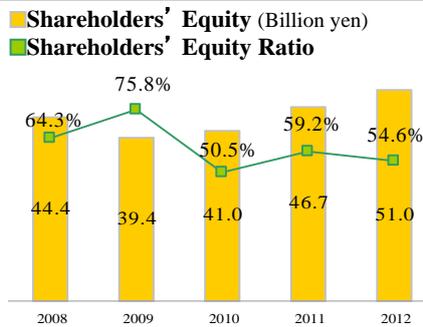
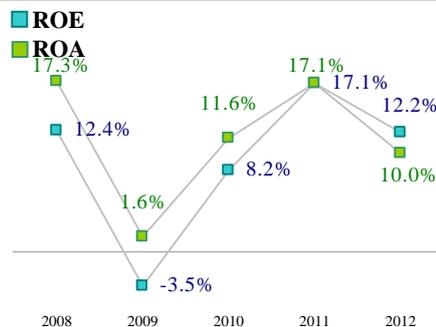
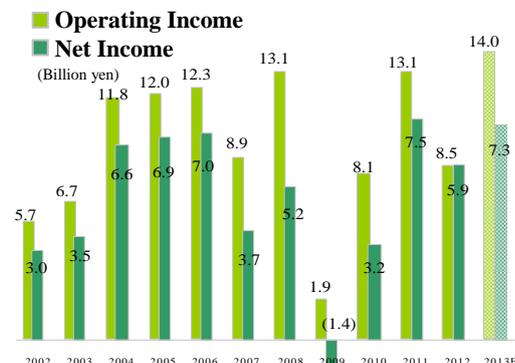
## Financial Results and Forecast (Consolidated) (Japan GAAP)

Sales up about 20% year on year, with performance of mainstay Pachinko/Pachislot business in line with forecasts

(Unit: Billion yen)	Q1 3.2012	Q1 3.2013	YoY	3.2013 E	YTD
Net Sales	17.6	21.1	119.9%	115.0	18.3%
SG&A Expenses	5.3	5.2	98.1%	24.0	21.7%
Operating Income	(0.2)	0.2	-	14.0	1.4%
Ordinary Income	(0.2)	0.5	-	14.5	3.4%
Net Income	(0.2)	0.3	-	7.3	4.1%
Total Asset	69.6	67.5	97.0%	-	-
Net Asset	45.8	50.8	110.9%	-	-
Net Income per share (Yen)	(856)	1,030	-	-	-
CF from Operating Activities	8.1	(7.7)	(95.1%)	-	-
CF from Investing Activities	(0.9)	(1.4)	155.6%	-	-
CF from Financing Activities	(1.0)	(1.0)	100.0%	-	-
Cash and Cash Equivalents	21.7	8.0	36.9%	-	-

### Change to a single segment from current fiscal year

The Group progressively consolidated the previous four segments to form a single segment centered on intellectual property (IP).



## Result Review

### Focus on creating structure for acquiring, developing and promoting IP

#### Developing and promoting IP

Carry out planning and development for monthly comic HERO'S and pursue new projects.

Take measures to promote new movie development and multi-media expansion with the BERSERK series and others.

#### Social media

Deploy IP on a wide range of platforms so that they begin to contribute to earnings.

#### Consumer products

In addition to running a contents shop, carry out ongoing investigative research on an approach to shops that will contribute to IP acquisition and on development and distinctive product planning.

### Sales of Monster Hunter,

launched in Q4 of the fiscal year ended March 31, 2012, reached 40,000

One new pachinko and one new pachislot machine were released in Q1.

Part of the sales of Monster Hunter, launched in Q4 of the previous fiscal year, were recorded in Q1 and were generally in line with forecasts.

#### ▼Number of Pachinko/Pachislot machines sold

Pachinko	20,928 machines	(+ 13,821 machines YoY)
Pachislot	43,862 machines	(+ 7,612 machines YoY)
Total	64,790 machines	(+ 21,433 machines YoY)

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 in about a week. (<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.