

1<sup>st</sup> quarter (4. 2012 ~ 6. 2012)

Fields Corporation  
(Code:2767)

Supplementary Financial Document  
for the First Quarter of the Year Ending March 31, 2013

August 3, 2012



The greatest leisure for all people

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FIELDS CORPORATION  
The Greatest Leisure for All People

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## 1. Highlights for the First Quarter of the Year Ending March 31, 2013

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## Highlights for the Q1 Year Ending March 31, 2013 (Consolidated)

FIELDS CORPORATION

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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)

	Year Ended March 31, 2012		Year Ending March 31, 2013	
	Q1	Full-Year	Q1	Full-Year Forecast
Net sales	(82.6) <b>17,635</b> [100.0]	(89.0) <b>92,195</b> [100.0]	(119.9) <b>21,145</b> [100.0]	(124.7) <b>115,000</b> [100.0]
Gross profit	(66.2) <b>5,076</b> [28.8]	(89.2) <b>31,330</b> [34.0]	(109.7) <b>5,566</b> [26.3]	(121.3) <b>38,000</b> [33.0]
SG&A expenses	(99.8) <b>5,302</b> [30.1]	(103.7) <b>22,803</b> [24.7]	(99.6) <b>5,282</b> [25.0]	(105.2) <b>24,000</b> [20.9]
Operating income	(-) <b>(225)</b> [-1.3]	(64.9) <b>8,527</b> [9.2]	(-) <b>283</b> [1.3]	(164.2) <b>14,000</b> [12.2]
Ordinary income	(-) <b>(266)</b> [-1.5]	(63.3) <b>8,661</b> [9.4]	(-) <b>574</b> [2.7]	(167.4) <b>14,500</b> [12.6]
Net income	(-) <b>(284)</b> [-1.6]	(79.7) <b>5,991</b> [6.5]	(-) <b>342</b> [1.6]	(121.8) <b>7,300</b> [6.3]

\*The previous 4 segments were consolidated into a single segment from the fiscal year ending March 31, 2013

Please see "Summary of Financial Information and Business Results (Consolidated) for the First Quarter of the Year Ending March 31, 2013".

### 【 Q1 Results 】

#### [ Net sales ]

- Sales increased 19.9% year-over-year to **¥21,145 million** in the Q1 of the fiscal year ending March 31, 2013. This was mainly attributable to an increase of 28,035 machines year-over-year in the number of pachinko machines sold and an increase of 7,612 machines year over year in the number of pachislot machines sold.

#### [ SG&A expenses ]

- SG&A expenses fell 0.4% year-over-year to **¥5,282 million** in the Q1.

#### [ Operating income ]

- Operating income stood at **¥283 million** in the Q1, compared to an operating loss of **¥225 million** in the Q1 of the previous fiscal year.

#### [ Ordinary income ]

- Ordinary income amounted to **¥574 million** in the Q1, compared to a loss of ¥266 million in the Q1 of the previous fiscal year.

#### [ Net income ]

- Net income totaled **¥342 million** in the Q1, compared to a loss of ¥284 million in the Q1 of the previous fiscal year.

### 【 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.

\* 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 Q1 Year Ending March 31, 2013 (Consolidated)

FIELDS CORPORATION

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【 B / S 】

(Unit: Million yen)

	At March 31, 2012	End of June, 30, 2012	Increase/ Decrease	Factors
Cash and cash equivalents	18,344	8,014	(10,330)	Decrease resulting from payment of purchase money for pachislot machines
Notes and accounts receivable—trade	34,402	16,304	(18,098)	Decrease in accounts receivable resulting from sale of pachislot machines
Inventories	3,135	3,701	566	
Other	7,031	7,931	900	
Allowance for doubtful accounts	(101)	(50)	51	
<b>Total current asset</b>	<b>62,811</b>	<b>35,900</b>	<b>(26,911)</b>	Decrease in notes and accounts receivable-trade
Land	6,642	6,640	(2)	
Other	4,338	4,307	(31)	
<b>Total tangible fixed assets</b>	<b>10,980</b>	<b>10,947</b>	<b>(33)</b>	
Goodwill	2,498	2,417	(81)	
Other	1,874	1,828	(46)	
<b>Total intangible fixed assets</b>	<b>4,372</b>	<b>4,245</b>	<b>(127)</b>	
Investment securities	10,241	10,139	(102)	
Other	5,727	6,840	1,113	
Allowance for doubtful accounts	(531)	(533)	(2)	
<b>Total investments and other asset</b>	<b>15,437</b>	<b>16,446</b>	<b>1,009</b>	Increase in securities and guarantees
<b>Total fixed assets</b>	<b>30,790</b>	<b>31,639</b>	<b>849</b>	
<b>Total assets</b>	<b>93,601</b>	<b>67,539</b>	<b>(26,062)</b>	
Notes and accounts payable—trade	29,100	4,480	(24,620)	Decrease in accounts payable due to sale of pachislot machines
Corporate bonds redeemable within 1 year	618	618	-	
Accrued income taxes	184	11	(173)	
Other	8,023	7,519	(504)	
<b>Total current liabilities</b>	<b>37,925</b>	<b>12,628</b>	<b>(25,297)</b>	Decrease in notes and accounts payable—trade
Corporate bonds	300	-	(300)	
Other	3,821	4,042	221	
<b>Total fixed liabilities</b>	<b>4,121</b>	<b>4,042</b>	<b>(79)</b>	Redemption of corporate bonds
<b>Total liabilities</b>	<b>42,046</b>	<b>16,671</b>	<b>(25,375)</b>	
Common stock	7,948	7,948	-	
Capital surplus	7,994	7,994	-	
Retained earnings	37,774	37,286	(488)	
Treasury stock	(1,821)	(1,821)	0	
<b>Total shareholders' equity</b>	<b>51,895</b>	<b>51,408</b>	<b>(487)</b>	
Unrealized holding gain on available-for-sale securities	(824)	(988)	(164)	
<b>Accumulated other comprehensive income</b>	<b>(824)</b>	<b>(989)</b>	<b>(165)</b>	
Minority interest	483	449	(34)	
<b>Total net assets</b>	<b>51,555</b>	<b>50,868</b>	<b>(687)</b>	Decrease in retained earnings
<b>Total liabilities and net assets</b>	<b>93,601</b>	<b>67,539</b>	<b>(26,062)</b>	

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

【 Cash Flows 】

(Unit: Million yen)

	Year Ended March 31, 2012		Year Ending March 31, 2013	
	Q1	Full-Year	Q1	Factors
Cash flows from operating activities	8,173	10,015	(7,719)	Decrease in notes and accounts payable—trade (24,012) Decrease in notes and accounts receivable-trade 17,908 Decrease in merchandising rights advances (1,249)
Cash flows from investing activities	(931)	(4,798)	(1,438)	Expenditure for loans (395) Purchase of intangible fixed assets (371) Expenditure for acquiring shares in affiliates (352)
Cash flows from financing activities	(1,080)	(2,565)	(1,065)	Dividends paid (773) Redemption of corporate bonds (300)
Effect of exchange rate changes on cash and cash equivalents	(1)	0	(0)	
Increase (decrease) in cash and cash equivalents	6,159	2,652	(10,224)	
Cash and cash equivalents at beginning of period	15,632	15,632	18,284	
Cash and cash equivalents at end of period	21,791	18,284	8,060	

## Highlights for the Q1 of the Year Ending March 31, 2013 (Non-onsolidated)

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

### 【 P / L Statement 】

(Unit: Million yen)

	Year Ended March 31, 2012		Year Ending March 31, 2013	
	Q1	Full-Year	Q1	Full-Year Forecast
Net sales	(83.8) <b>15,349</b> [100.0]	(88.4) <b>80,394</b> [100.0]	(125.1) <b>19,199</b> [100.0]	(128.7) <b>103,500</b> [100.0]
Gross profit	(62.0) <b>4,059</b> [26.4]	(89.5) <b>27,036</b> [33.6]	(123.5) <b>5,011</b> [26.1]	(122.1) <b>33,000</b> [31.9]
SG&A expenses	(100.0) <b>4,165</b> [27.1]	(109.0) <b>18,834</b> [23.4]	(105.8) <b>4,406</b> [22.9]	(106.2) <b>20,000</b> [19.3]
Operating income	(-) <b>(106)</b> [-0.7]	(63.5) <b>8,202</b> [10.2]	(-) <b>605</b> [3.2]	(158.5) <b>13,000</b> [12.6]
Ordinary income	(0.4) <b>11</b> [0.1]	(63.2) <b>8,496</b> [10.6]	(-) <b>806</b> [4.2]	(157.7) <b>13,400</b> [12.9]
Net income	(-) <b>(101)</b> [-0.7]	(71.9) <b>4,905</b> [6.1]	(-) <b>452</b> [2.4]	(136.6) <b>6,700</b> [6.5]

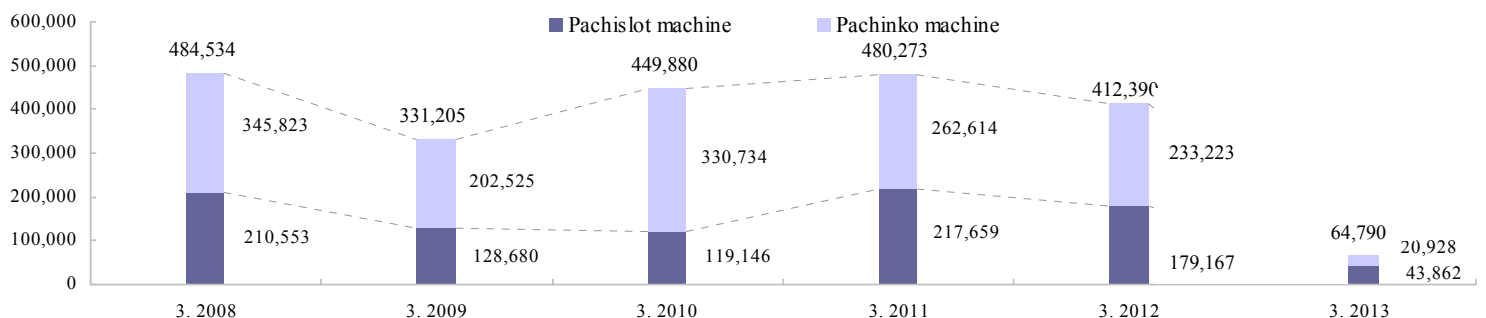
\*Fields Corporation discloses a full year business forecast, as it manages its business performance on an annual basis.

\*\*"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" on page 7 and after.)

(Unit: Machines)

	Year Ended March 31, 2012					2013
	Q1	Q2	Q3	Q4	Full-Year	Q1
<Pachinko machines>						
Bisty	1,454	71,497	7,124	101,701	181,776	15,583
Others	5,653	10,660	29,077	6,057	51,447	5,345
Total number of pachinko machines sold	7,107	82,157	36,201	107,758	233,223	20,928
<Pachislot machines>						
Rodeo	20	23,423	2,165	56,212	81,820	39,317
Bisty	34,976	18	50	46,710	81,754	3,106
Enterrise	342	-	6,904	18	7,264	-
Others	912	2,299	2,380	2,738	8,329	1,439
Total number of pachislot machines sold	36,250	25,740	11,499	105,678	179,167	43,862
Total number of pachinko/pachislot machines sold	43,357	107,897	47,700	213,436	412,390	64,790



## 2. Supplementary Data for the Year Ending March 31, 2013

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# Titles Sold for the Year Ended March 31, 2011-2012

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(Sales units as of June 30, 2012)

## Pachinko machine

### Launch of 4 pachinko machines



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### Launch of 2 pachinko machines



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【Bisty】



[May]

#### ■ 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
- Sold: 13,000 machines

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【Bisty】



[July]

#### ■ CR Sengoku BASARA 3—The Battle of Sekigahara

- This game’s content comes from the action games Sengoku Basara 3, which feature stylish heroes
- The player experiences a game progression replete with a sense of speed driven by stirring action and the newly developed game functions of this machine

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## Pachislot machine

### Launch of 6 pachislot machines



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©2002 木下直也・赤松和光・GONZO/アズノ/遊園作楽員会 ©Sammy ©RODEO  
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### Launch of 5 pachislot machines



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【Rodeo】



[March]

#### ■ Pachislot 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
- Sold: 96,000 machines  
(Sold of 40,000 machines were posted in Q1)

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【Bisty】



[June]

#### ■ 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

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【Bisty】



[August]

(TBR)

#### ■ Yaoh

- This pachislot machine is based on the content of “Yaoh,” a long-running popular comic series which was featured in Weekly Young Jump magazine for 7 years, beginning in 2003
- The machine is also equipped with the new and enhanced Assist Replay Time (ART) system, based on the motif of Special Time (ST) pachinko machines

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3. 2011  
3. 2012  
3. 2013

\*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



## Number of Pachinko/Pachislot Machines Sold for the Year Ending March 31, 2013

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### 【 By Pachinko/Pachislot Manufacturer 】

(Unit: Machines)

	Year Ended March 31, 2012					2013
	Q1	Q2	Q3	Q4	Full-Year	Q1
< Pachinko machines >						
Bisty	1,454	71,497	7,124	101,701	181,776	15,583
Others	5,653	10,660	29,077	6,057	51,447	5,345
<b>Total number of pachinko machines sold</b>	<b>7,107</b>	<b>82,157</b>	<b>36,201</b>	<b>107,758</b>	<b>233,223</b>	<b>20,928</b>
< Pachislot machines >						
Rodeo	20	23,423	2,165	56,212	81,820	39,317
Bisty	34,976	18	50	46,710	81,754	3,106
Enterrise	342	-	6,904	18	7,264	-
Others	912	2,299	2,380	2,738	8,329	1,439
<b>Total number of pachislot machines sold</b>	<b>36,250</b>	<b>25,740</b>	<b>11,499</b>	<b>105,678</b>	<b>179,167</b>	<b>43,862</b>
<b>Total number of pachinko/pachislot machines sold</b>	<b>43,357</b>	<b>107,897</b>	<b>47,700</b>	<b>213,436</b>	<b>412,390</b>	<b>64,790</b>

### 【 By Pachinko/Pachislot Machine 】

(Unit: Machines)

Release	Manufacturer	Title	Q1	Cumulative Machines Sold
■ Pachinko machines				
May	Bisty	EVA Light III	12,525	16,000
	Others		8,593	
<b>Total number of pachinko machines sold</b>			<b>20,928</b>	
■ Pachislot machines				
※ Mar	Rodeo	Pachislot Monster Hunter	39,317	96,000
Jun	Bisty	GTO Limit Break	-	
	Others		1,536	
<b>Total number of pachislot machines sold</b>			<b>43,862</b>	
<b>Total number of pachinko/pachislot machines sold</b>			<b>64,790</b>	

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

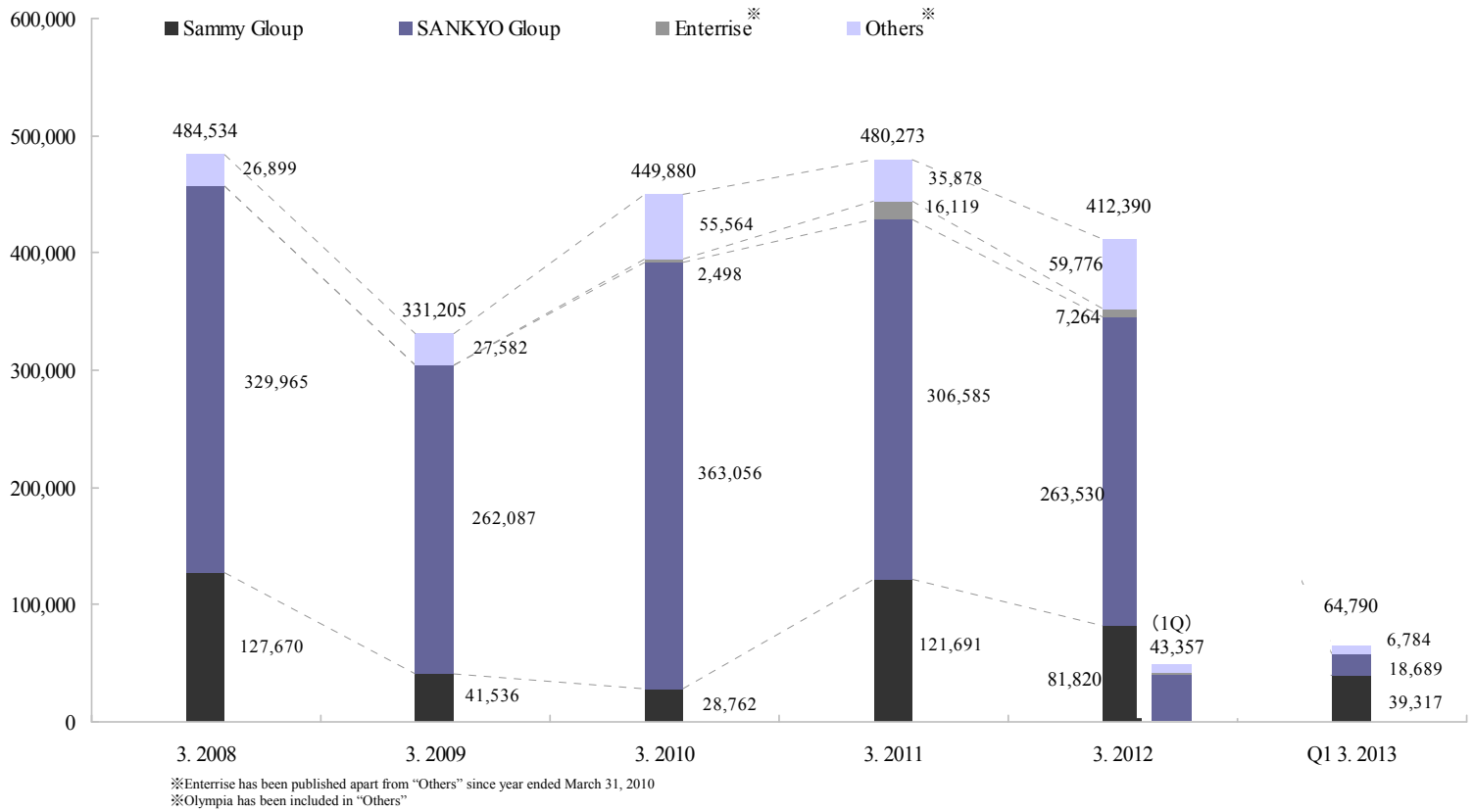
\*The figures for cumulative machines sold were as of July 30, 2012. ※Bracketed titles were released in the previous fiscal year and are still on sale.

## Change in the Number of Pachinko/Pachislot Machines Sold (Graph)

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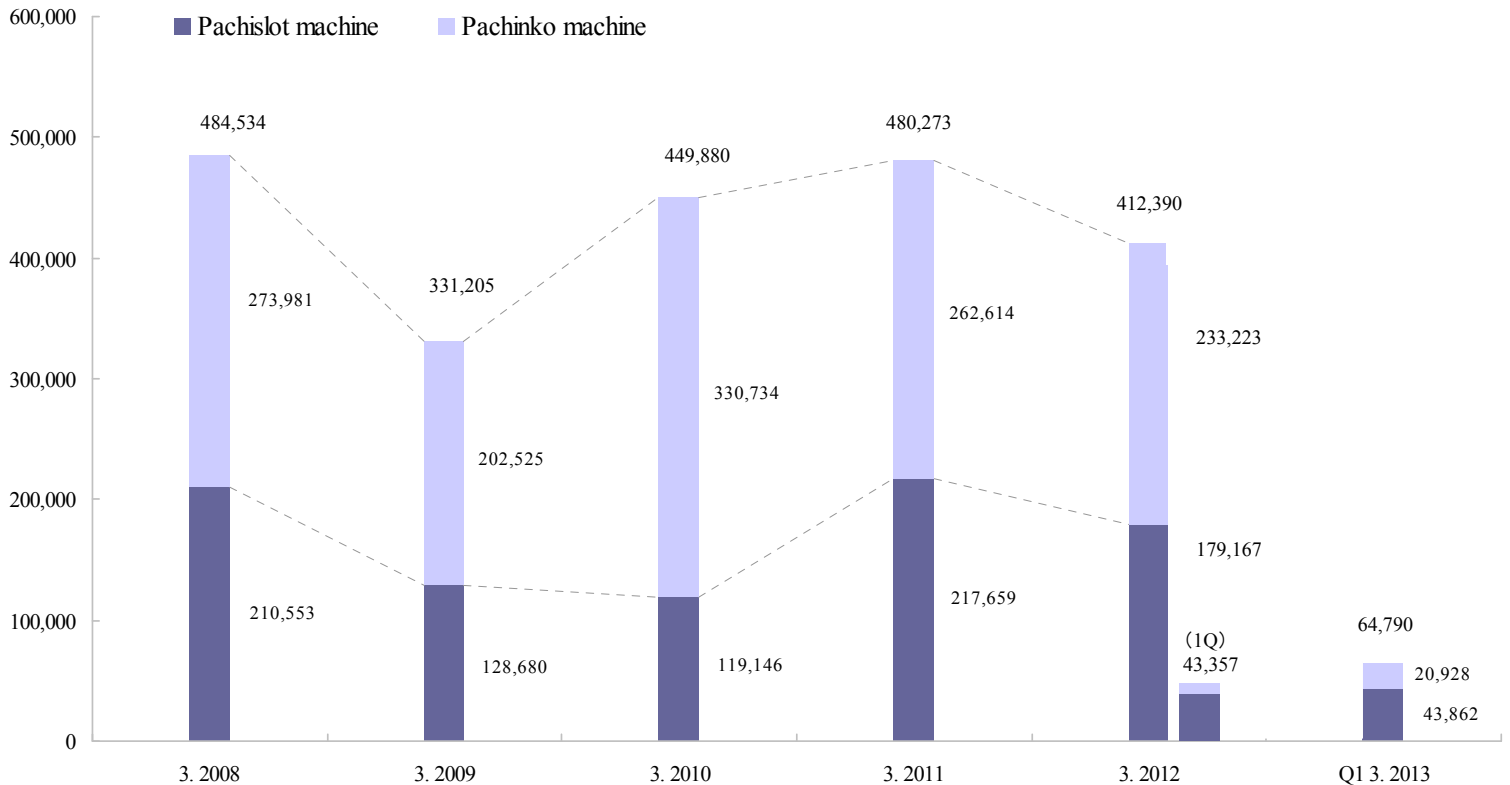
### 【 By Pachinko/Pachislot Manufacturer 】

(Unit: Machines)



### 【 By Pachinko/Pachislot Machine 】

(Unit: Machines)



### 3. Appendix I

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## Corporate Profile

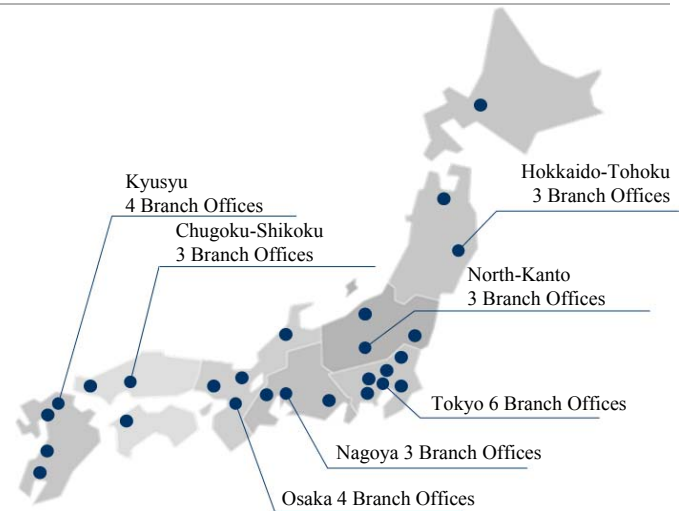
FIELDS CORPORATION

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(As of June 30, 2012)

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	1,357 (Consolidated), 686 (Non-Consolidated),
Main business activities	Contents related businesses Planning, development and sales of pachinko/pachislot machines
Consolidated subsidiaries	<ul style="list-style-type: none"> <li>•FutureScope Corporation</li> <li>•TOTAL Workout premium management Inc.</li> <li>•Tsuburaya Productions Co., Ltd.</li> <li>•Digital Frontier Inc.</li> <li>•Lucent Pictures Entertainment, Inc. and 11 other companies</li> </ul>
Equity method companies	<ul style="list-style-type: none"> <li>•Rodeo Co., Ltd.</li> <li>•Kadokawa Haruki Corporation</li> <li>•HERO'S and 4 other companies</li> </ul>

Regional Offices and Branch Offices	<Regional Offices> Hokkaido-Tohoku, North Kanto, Tokyo, Nagoya, Osaka, Chugoku-Shikoku, Kyushu
	<Branch Offices> Sapporo, Sendai, Aomori, Takasaki, Niigata, Koriyama, Tokyo, Western Tokyo, Chiba, Saitama, Yokohama, Tsukuba, Nagoya, Mie, Shizuoka, Osaka, Kyoto, Kobe, Kanazawa, Hiroshima, Yamaguchi, Matsuyama, Fukuoka, Saga, Kumamoto, Kagoshima

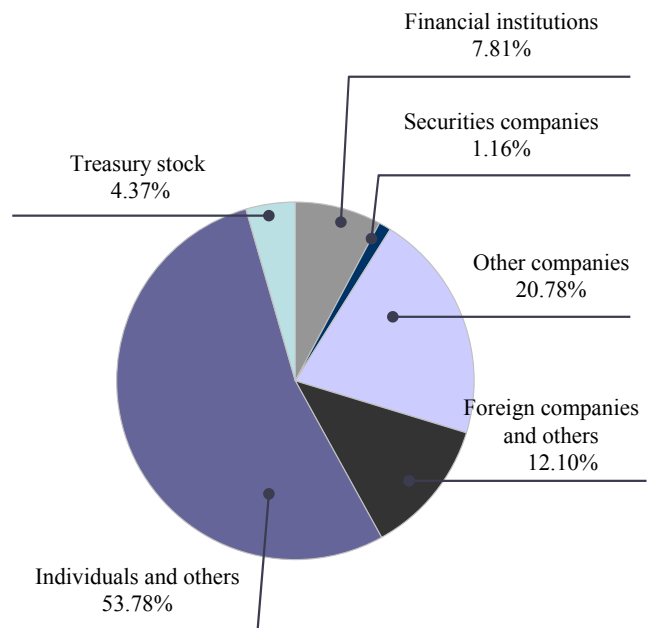


## Principal Shareholders

(As of March 31, 2012)

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

The Greatest Leisure for All People

### Pachinko/Pachislot related business

### Entertainment related business except Pachinko/Pachislot

Distribute pachinko/pachislot machines more widely

Fabless manufacturer

Content provider

Next

As a trailblazing creator pursuing more entertaining pachinko/pachislot machines

- 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/pachislot 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
- Established Ildel Corporation
- Consolidated Shin-Nichi Technology Co., Ltd. as a subsidiary of the Company
- Established business tie-up with KYORAKU SANGYO
- Established F Corporation
- Completion of liquidation of Ildel Corporation
- Consolidated MICROCABIN CORP. as a subsidiary of the Company
- Consolidated NEX ENTERTAINMENT CO., LTD. as a subsidiary of the Company
- F Corporation changed its name to BOOOM Corporation
- Promoting joint businesses with the Universal Entertainment Corp. group.



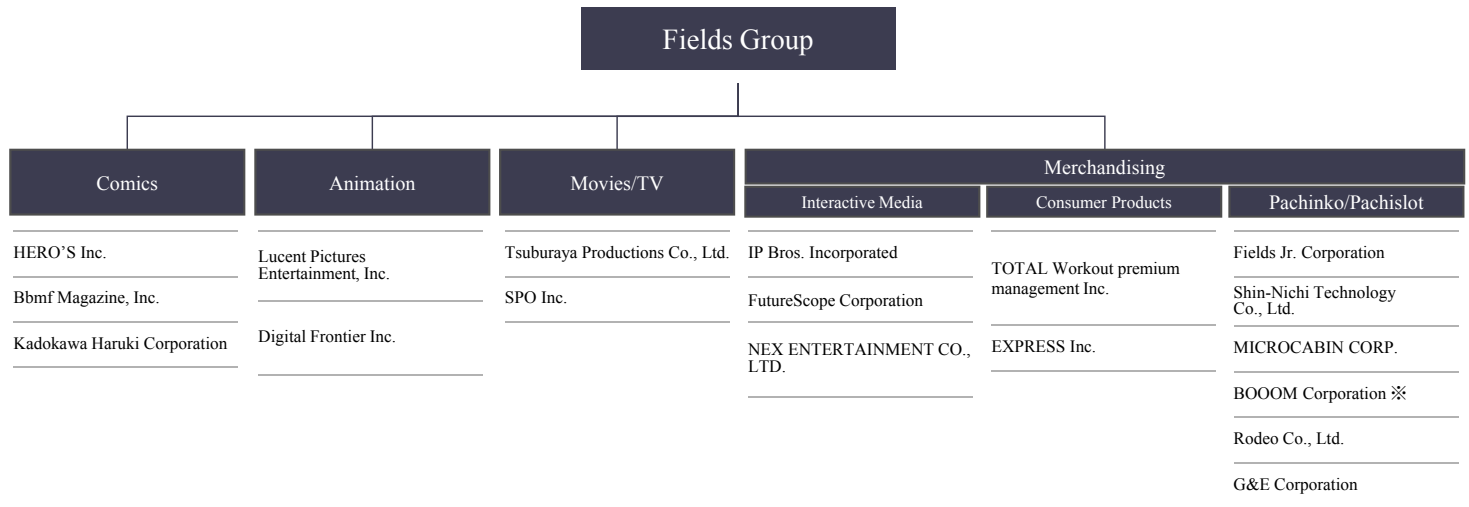
- Established Professional Management Co., Ltd., and Total Workout Corporation
- Invested in D3 Publisher Inc.
- Consolidated D3 Publisher Inc. and White Trash Charms Japan Co., Ltd. as a subsidiary of the Company
- Invested in Kadokawa Haruki Corporation
- Invested in and consolidated J. Sakazaki Marketing 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
- Established Haruki Fields Cinema Fund
- Launch of Lucent Pictures Entertainment, Inc.
- Consolidated EXPRESS Inc. as a subsidiary of the Company
- Invested in Bbmf Magazine, Inc. and SPO Inc.
- Merger of White Trash Charms Japan Co., Ltd., and Fields Pictures Corporation
- Completion of liquidation of thinkArts Co., Ltd.
- Sale of D3Inc. to NAMCO BANDAI Games Inc.
- Consolidated Tsuburaya Productions Co., Ltd. as a subsidiary of the Company
- Consolidated Digital Frontier Inc. as a subsidiary of the Company
- Established a new joint investment publishing company HERO'S Inc. with Shogakukan Creative Inc.
- Established IP Bros. Incorporated
- Completion of liquidation of Haruki Fields Cinema Fund
- Established TOTAL Workout premium management Inc.
- Special liquidation of Japan Sports Marketing Inc.

## Group Structure

FIELDS CORPORATION  
The Greatest Leisure for All People



(As of June 30, 2012)



	Company name	Holding ratio	Paid-in capital (Million yen)	Address	Business activities	Investment date
Comics	HERO'S Inc.	49.0	10	Shibuya-ku, Tokyo	Comic magazine and character contents planning, operation and production	2010 April
	Bbmf Magazine, Inc.	33.8	20	Chiyoda-ku, Tokyo	Publishing and selling books and magazines, etc.	2008 Jan
	Kadokawa Haruki Corporation	30.0	757	Chiyoda-ku, Tokyo	Planning, production, editing, publishing and selling books and magazines	2005 Mar
Animation	Lucent Pictures Entertainment, Inc.	90.0	20	Shibuya-ku, Tokyo	Planning, production and producing of animations	2007 Oct
	Digital Frontier Inc.	86.9	31	Shibuya-ku, Tokyo	CG planning and production	2010 April
Movies/TV	Tsuburaya Productions Co., Ltd.	51.0	310	Shibuya-ku, Tokyo	Movie/TV planning and production Character goods planning, production and sales	2010 April
	SPO Inc.	31.8	371	Minato-ku, Tokyo	Movie planning, production and distributor, etc.	2008 Mar
Merchandising						
Interactive Media	IP Bros. Incorporated	85.0	75	Shibuya-ku, Tokyo	Digitization of intellectual properties / Construction and management of dedicated pachinko/pachislot sites	2010 Dec
	FutureScope Corporation	83.3	60	Shibuya-ku, Tokyo	Mobile contents service provider and mail order	2006 Oct
	NEX ENTERTAINMENT CO., LTD.	64.6	92	Shinagawa-ku, Tokyo	Software planning, production, development and sales.	2011 Nov
Consumer Products	TOTAL Workout premium management Inc.	95.0	5	Shibuya-ku, Tokyo	Running fitness gym	2011 May
	EXPRESS Inc.	80.0	300	Fukuoka-shi, Fukuoka	Running fitness gym	2007 Dec
Pachinko/Pachislot	Fields Jr. Corporation	100.0	10	Shibuya-ku, Tokyo	Pachinko/Pachislot machine maintenance, etc.	2002 Mar
	Shin-Nichi Technology Co., Ltd.	100.0	50	Shibuya-ku, Tokyo	Pachinko/ Pachislot machine development	2008 Jan
	MICROCABIN CORP.	85.0	227	Yokkaichi-shi, Mie	Planning and development of software for commercial-use machine	2011 Jan
	BOOOM Corporation ※	51.0	10	Shibuya-ku, Tokyo	Pachinko/Pachislot machine planning and development	2009 May
	Rodeo Co., Ltd.	35.0	100	Toshima-ku, Tokyo	Pachinko/Pachislot machine development and manufacturing	2002 Mar
	G&E Corporation	33.3	450	Shibuya-ku, Tokyo	Running business schools focused on entertainment field	2005 May

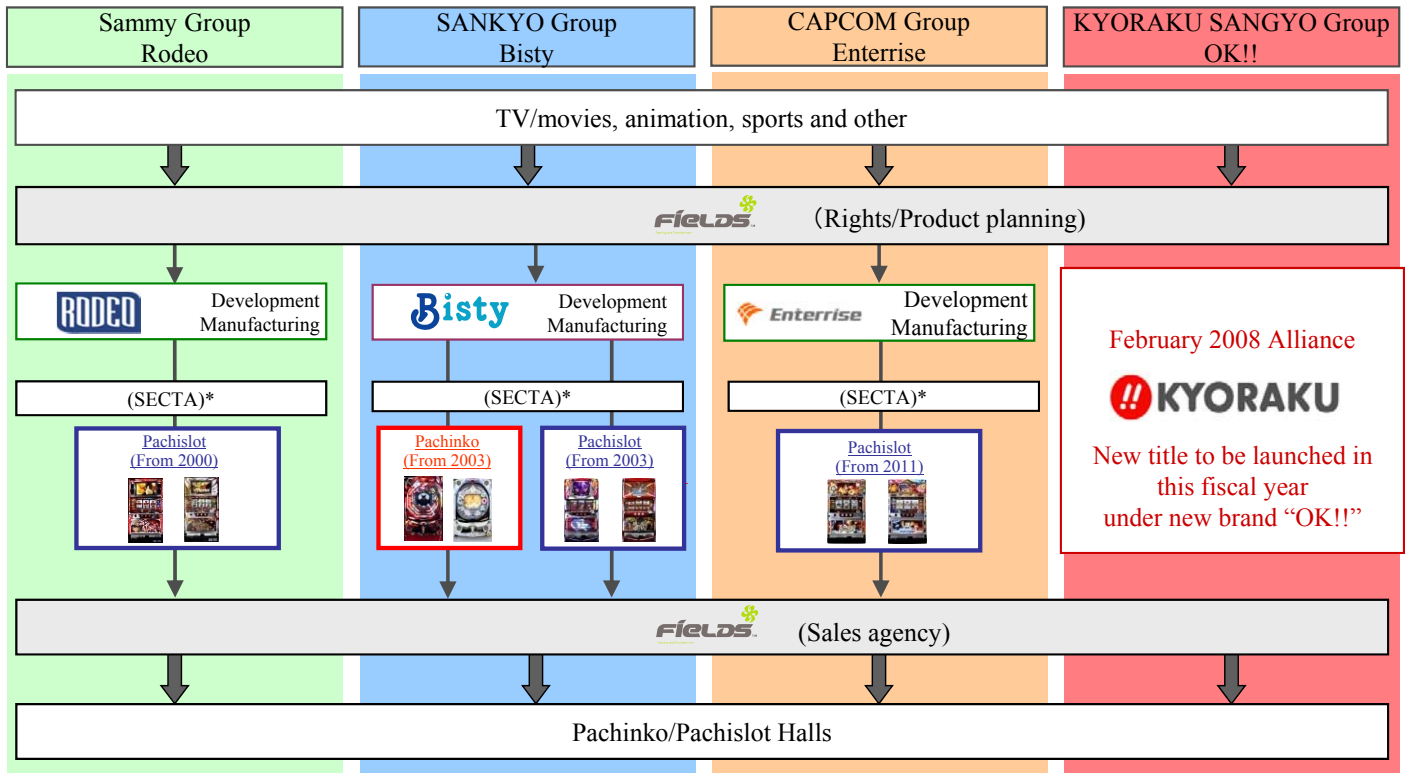
The group structure shows our main consolidated and equity method companies.

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

## Business Model (PS Planning, Development and Sales)

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The Greatest Leisure for All People

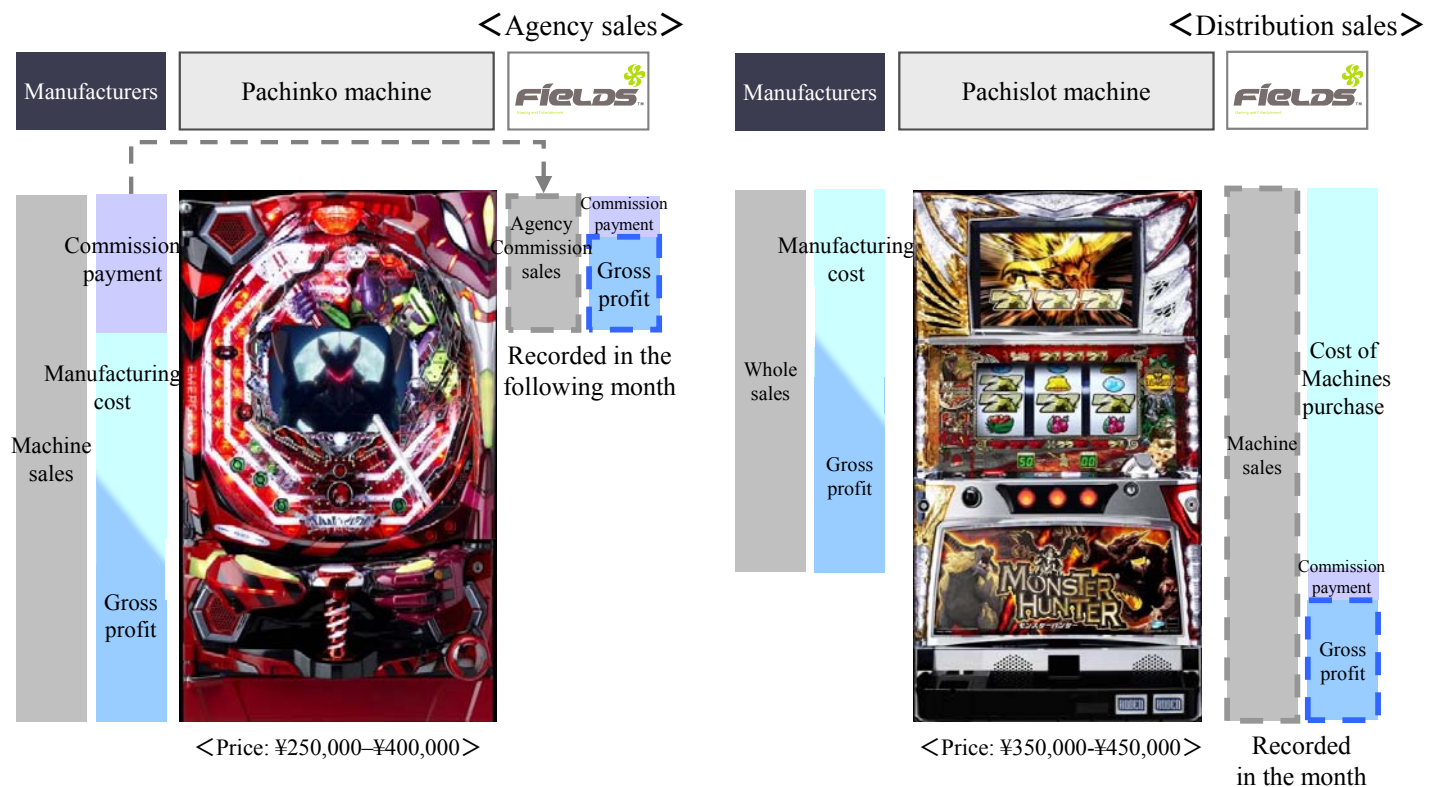
(As of June 30, 2012)



\*Security Electronics Communications Technology Association


















## Accounting Method of Pachinko/Pachislot Sales

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## Change of “Evangelion” Series

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Pachinko machines		Pachislot machines	
	<b>Neon Genesis Evangelion</b> Dec 2004 <u>125,000 machines</u>	3. 2005	
	<b>Second Impact</b> Feb 2006 <u>161,000 machines</u>	3. 2006	 <b>Neon Genesis Evangelion</b> Sep 2005 <u>23,000 machines</u>
	<b>What's Value of Miracle</b> Feb 2007 <u>187,000 machines</u>	3. 2007	
	<b>The Angels Are Back Again</b> Jan 2008 <u>200,000 machines</u>	3. 2008	 <b>Magokoro wo Kimini</b> Jul 2007 <u>99,000 machines</u>
	Type less reliant on gambling nature	3. 2009	 <b>That time has come, they're waiting for us</b> Sep 2008 <u>90,000 machines</u>
	 <b>Premium Model</b> May 2008 <u>50,000 machines</u>	3. 2010	 <b>Die Spur der SEELE</b> Mar 2010 <u>84,000 machines</u>
	<b>The Beginning and the End</b> Apr 2009 <u>237,000 machines</u>	3. 2011	 <b>For your own wish</b> Mar 2011 <u>78,000 machines</u>
	 <b>The Angels Are Back Again YF</b> Jan 2010 <u>24,000 machines</u>	3. 2012	 <b>the Heartbeat of Life</b> Feb 2012 <u>47,000 machines</u>
	<b>Evangelical of the Beginnings</b> Jun 2010 <u>205,000 machines</u>	3. 2013	
	 <b>Evangelical of the Beginnings Light ver.</b> Nov 2010 <u>9,000 machines</u>		
	<b>Evangelion 7</b> Jan 2012 <u>100,000 machines</u>		
	 <b>EVA Light III</b> May 2012 <u>16,000 machines</u>		

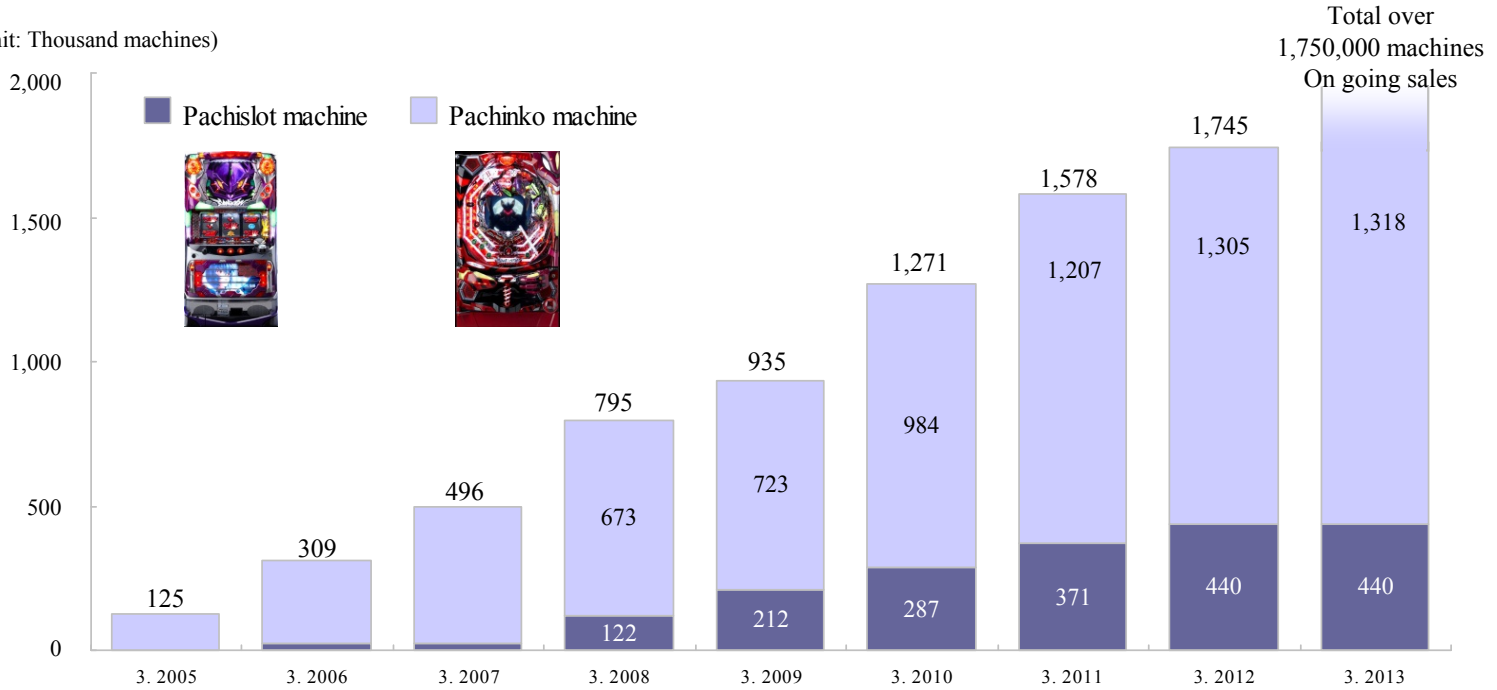


## Total Sale Machines of "Evangelion" Series

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

(Unit: Thousand machines)



## Transition in the Number of Machines Sold

FIELDS CORPORATION  
The Greatest Leisure for All People

(Unit: Machines)

	3. 2008			3. 2009			3. 2010			3. 2011			3. 2012			3. 2013
	H1	H2	Full	H1	H2	Full	H1	H2	Full	H1	H2	Full	H1	H2	Full	Q1
Number of machines sold	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	<b>64,790</b>
■ Sales ratio																
Pachinko	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	<b>20,928</b>
	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%	<b>32.3%</b>
Pachislot	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	<b>43,862</b>
	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%	<b>67.7%</b>
■ Agency/Distribution sales ratio																
Agency sales	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	<b>22,177</b>
	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%	<b>34.2%</b>
Distribution sales	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	<b>42,613</b>
	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%	<b>65.8%</b>
■ Direct/Indirect sales ratio																
Direct sales	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	<b>49,851</b>
	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%	<b>76.9%</b>
Indirect sales	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	<b>14,939</b>
	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%	<b>23.1%</b>

## Titles of Pachinko Machines Sold (2002-2012)

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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.	-
			CR Evangelion—Evangelical of the Beginnings	205,000
3. 2010			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	-
3. 2009	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
3. 2008	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	-
3. 2007	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
			CR Otoko Ippiki Gaki Daisho	-
			CR Shin Sangoku Musou	27,000
3. 2006	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
3. 2005	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	-
3. 2004	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		
3. 2003	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)

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(Unit: Machines)

	Rodeo	Sold	Bisty	Sold		Sold	Enterrise	Sold
3. 2012	Pachislot Monster Hunter	96,000	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	60,000				
		Lord of the Rings	-					
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	Ongoing implementation of power-saving measures
Summer 2011 efforts: Energy use reduced by 29% year-over-year Power-saving measures are also being implemented in summer 2012.	
Description	Measures related to air conditioning equipment • Operation times reduced, temperature set at 28 degrees • Use of lighting reduced and light bulbs changed to LED light bulbs • Energy-saving multi-function machines adopted Measures related to office equipment: • Introduction of power-saving office equipment, reductions in standby power use of computers and other equipment Measures in compliance with "Cool Biz" program (encouraging people to set air conditioner temperatures at higher levels and workers to wear cooler clothing)
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 Great East Japan Earthquake 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

Topics 4	Introduction of Eco-Car
Object	Sales cars : 288
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	
ISO27001:2005	July, 2011 Certification renewed
ISO9001:2008	July, 2011 Certification renewed
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	From January 7, 2011
Number of AED	40units Head office, 7 regional offices, 26 branches Okinawa working center and Total Workout (gym)

### 【 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	<a href="http://www.ultraman-kikin.jp/en/">http://www.ultraman-kikin.jp/en/</a>
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.

Activities	
2011	Visits to provide support to regions affected by the earthquake Miyagi prefecture: Ishinomaki, Minamisanriku, Kesenuma, Higashimatsubara, Onagawa Fukushima prefecture: Sukagawa, Kooriyama, Iwaki, Fukushima Iwate prefecture: Miyako Suisan High School, Otsuchi Asahigawa, Chiba prefecture Gifts of donations and other 30 million yen to Miyagi prefecture 20 million yen to Fukushima prefecture 20 million yen and a micro bus to Iwate prefectural office
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
April	Sukagawa, Fukushima prefecture Children invited to the Ultra Family Gathering in Sukagawa 2012

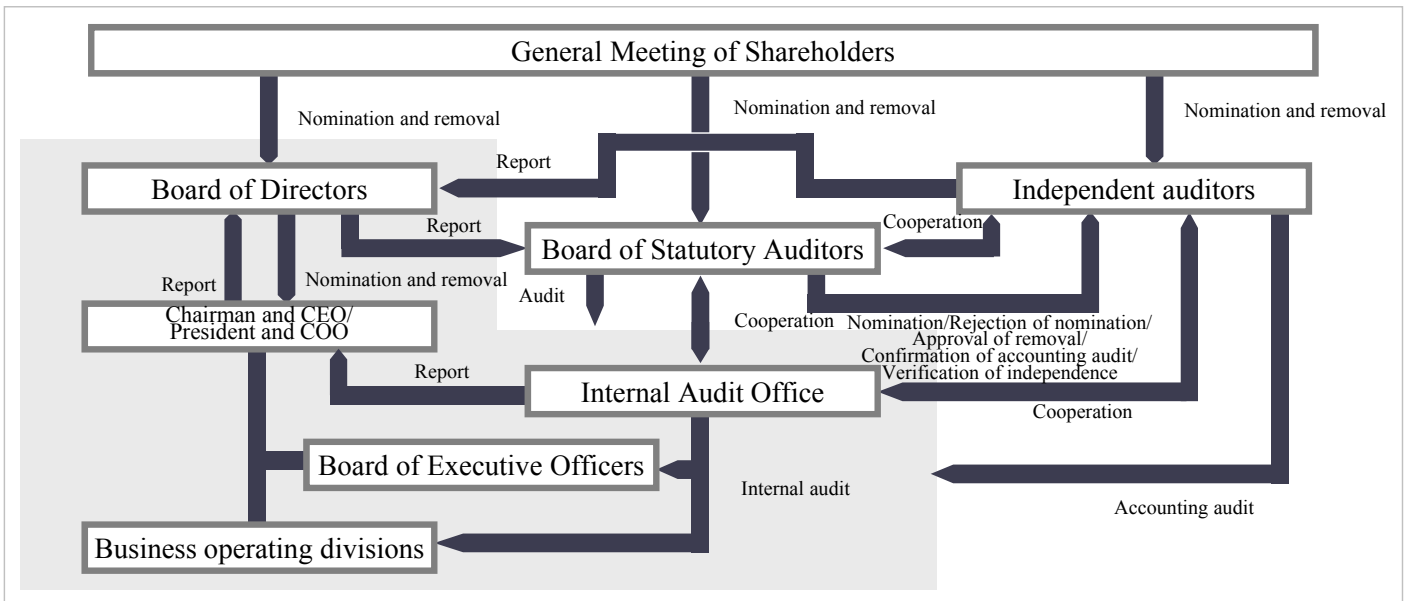


## Corporate Governance System

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

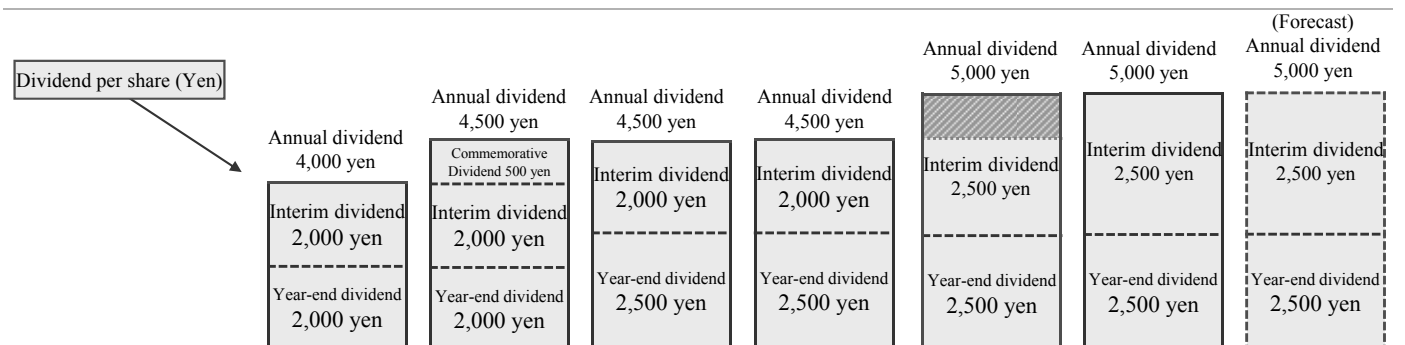
FIELDS CORPORATION  
The Greatest Leisure for All People

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

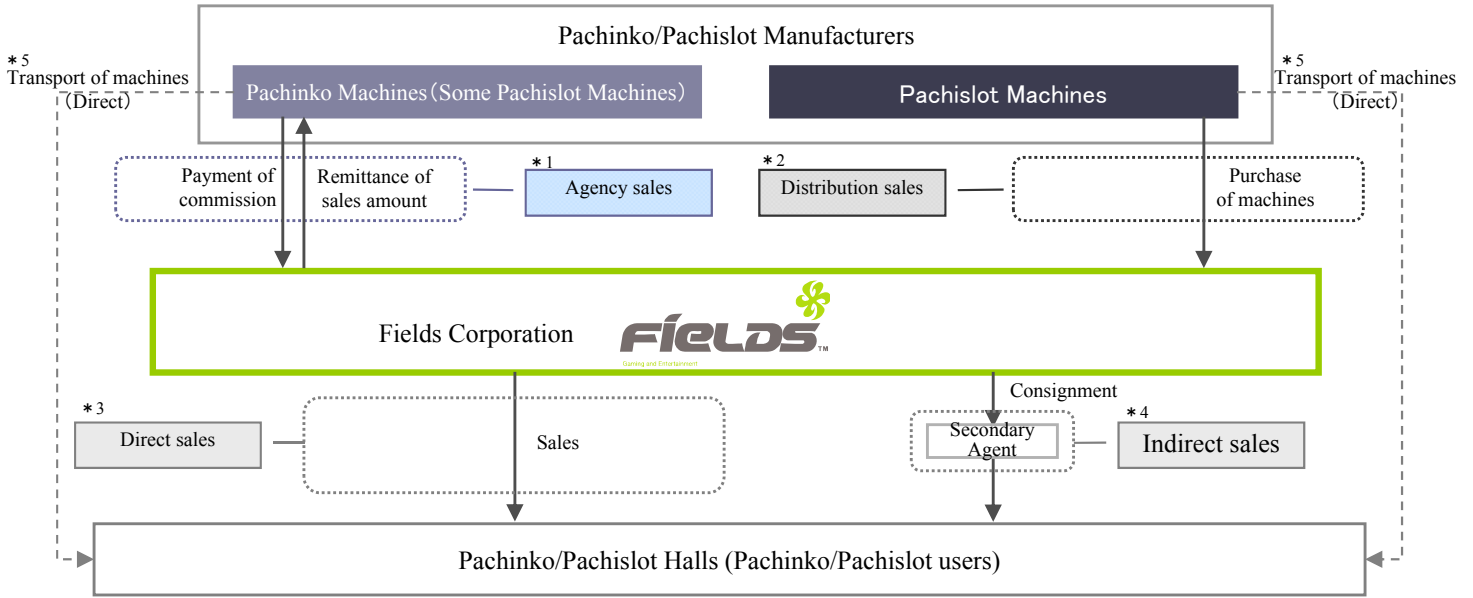
Total number of outstanding common stock (excluding treasury stock)	347,000	347,000	347,000	347,000	347,000	347,000	-
As of 1st Half (excluding treasury stock)	347,000	347,000	347,000	336,357	332,115	332,115	-
As of Full-Year (excluding treasury stock)	347,000	347,000	336,357	332,115	332,115	331,838	-



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

## 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

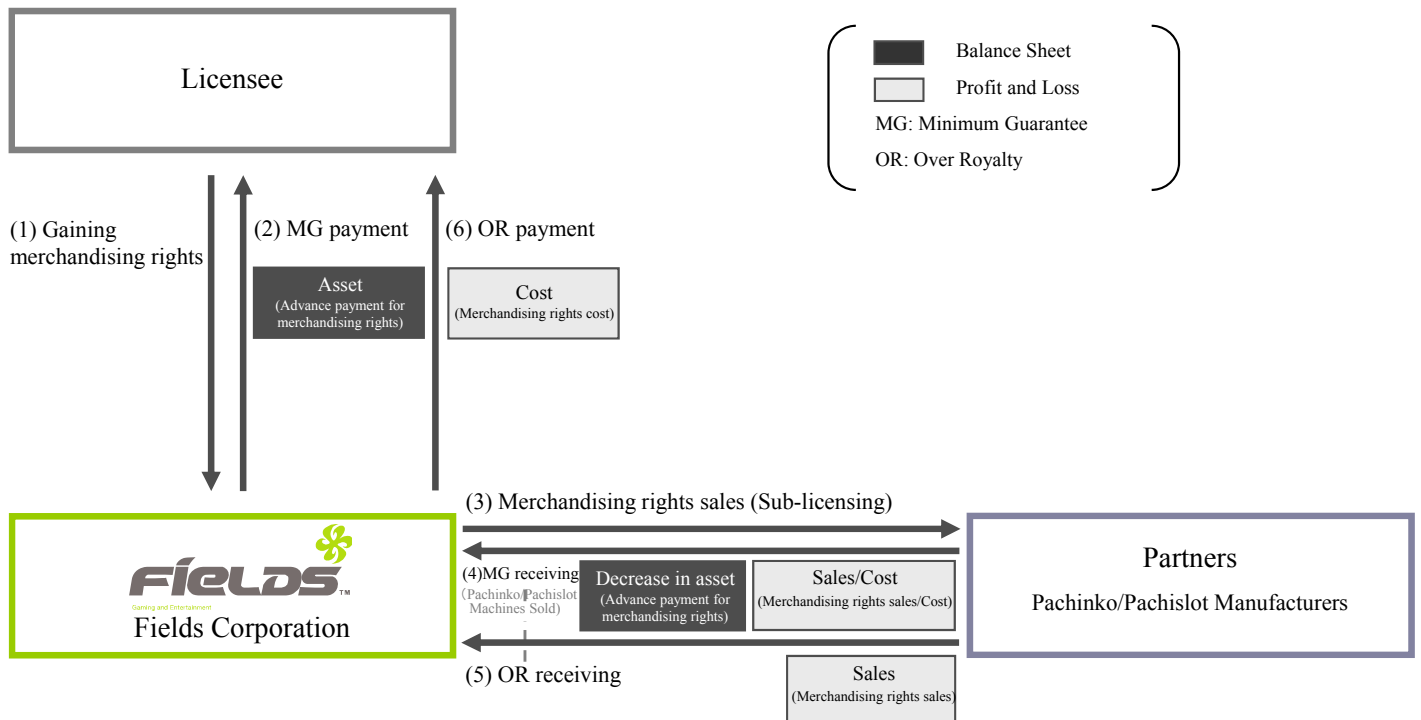
\* 4 Indirect sales : Indirect sales through secondary agents

\* 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

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## Change in Quarterly Profit and Loss Statement

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### 【 Consolidated 】

(Unit: Million yen)

	3. 2011					3. 2012					3. 2013				
	Q1	Q2	Q3	Q4	Full	Q1	Q2	Q3	Q4	Full	Q1	Q2	Q3	Q4	Full
Net sales	21,344	21,668	28,421	32,160	103,593	17,635	15,717	9,709	49,134	92,195	21,145				
Gross profit	7,663	11,328	7,292	8,846	35,129	5,076	6,907	4,343	15,004	31,330	5,566				
SG & A expenses	5,314	4,495	5,775	6,409	21,993	5,302	5,099	5,903	6,499	22,803	5,282				
Operating income	2,348	6,834	1,517	2,437	13,136	(225)	1,807	(1,560)	8,505	8,527	283				
Ordinary income	2,518	6,985	1,980	2,201	13,684	(266)	1,979	(1,607)	8,555	8,661	574				
Net income	1,477	3,951	1,043	1,049	7,520	(284)	2,712	(1,296)	4,859	5,991	342				

	3. 2008					3. 2009					3. 2010				
	Q1	Q2	Q3	Q4	Full	Q1	Q2	Q3	Q4	Full	Q1	Q2	Q3	Q4	Full
Net sales	24,234	40,414	12,837	24,333	101,818	7,321	34,269	23,461	7,984	73,035	16,038	5,406	3,077	41,821	66,342
Gross profit	6,763	10,681	3,836	13,264	34,544	2,114	12,408	8,179	1,323	24,024	12,402	707	888	12,892	26,889
SG & A expenses	4,440	5,181	5,671	6,093	21,385	5,426	5,843	5,350	5,444	22,063	3,877	3,845	4,906	6,136	18,764
Operating income	2,322	5,500	(1,834)	7,170	13,158	(3,312)	6,564	2,830	(4,122)	1,960	8,524	(3,138)	(4,018)	6,756	8,124
Ordinary income	2,627	4,837	(1,964)	6,205	11,705	(3,161)	6,184	2,581	(4,613)	991	8,519	(3,468)	(3,961)	6,671	7,761
Net income	1,156	1,921	(816)	3,035	5,296	(2,289)	3,134	809	(3,135)	(1,481)	4,711	(2,530)	(2,454)	3,562	3,289

### 【 Non-Consolidated 】

(Unit: Million yen)

	3. 2011					3. 2012					3. 2013				
	Q1	Q2	Q3	Q4	Full	Q1	Q2	Q3	Q4	Full	Q1	Q2	Q3	Q4	Full
Net sales	18,310	18,695	25,165	28,801	90,971	15,349	13,132	7,276	44,637	80,394	19,199				
Gross profit	6,542	10,137	6,004	7,514	30,197	4,059	6,015	3,249	13,713	27,036	5,011				
SG & A expenses	4,166	3,316	4,639	5,156	17,277	4,165	4,051	5,065	5,553	18,834	4,406				
Operating income	2,375	6,821	1,366	2,358	12,920	(106)	1,964	(1,817)	8,161	8,202	605				
Ordinary income	2,505	6,911	1,558	2,477	13,451	11	2,128	(1,713)	8,070	8,496	806				
Net income	1,362	3,984	766	714	6,826	(101)	1,221	(938)	4,723	4,905	452				

	3. 2008					3. 2009					3. 2010				
	Q1	Q2	Q3	Q4	Full	Q1	Q2	Q3	Q4	Full	Q1	Q2	Q3	Q4	Full
Net sales	21,094	37,641	6,600	17,423	82,758	3,950	30,407	16,673	2,113	53,143	14,905	4,328	1,739	40,385	61,357
Gross profit	5,757	9,813	2,385	10,533	28,488	2,090	11,417	5,777	146	19,430	11,901	332	232	12,028	24,493
SG & A expenses	3,226	3,779	4,149	4,700	15,854	3,569	4,304	3,748	3,990	15,611	3,277	3,243	4,043	5,312	15,875
Operating income	2,531	6,034	(1,765)	5,834	12,634	(1,478)	7,111	2,029	(3,844)	3,818	8,623	(2,911)	(3,811)	6,717	8,618
Ordinary income	2,614	6,046	(1,779)	5,582	12,463	(1,721)	7,218	4,153	(3,808)	5,842	8,761	(2,900)	(3,693)	6,662	8,830
Net income	1,397	1,070	(1,151)	2,837	4,153	(948)	4,177	2,173	(4,257)	1,145	5,119	(2,064)	(2,107)	3,575	4,538

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

## Financial Highlights

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\*The numbers in upper parenthesis is YoY

(Unit: Million yen)

	3. 2003	3. 2004	3. 2005	3. 2006	3. 2007	3. 2008
Net sales	61,888	(107.0) 66,211	(123.3) 81,658	(118.6) 96,814	(88.1) 85,321	(119.3) 101,818
Gross profit	15,992	(134.9) 21,578	(114.7) 24,752	(120.1) 29,737	(98.4) 29,248	(118.1) 34,544
SG&A expenses	9,211	(105.4) 9,711	(130.3) 12,655	(137.4) 17,389	(116.8) 20,303	(105.3) 21,385
Operating Income	6,781	(175.0) 11,866	(101.9) 12,097	(102.1) 12,348	(72.4) 8,944	(147.1) 13,158
Ordinary income	7,022	(173.9) 12,209	(102.2) 12,480	(105.2) 13,127	(70.1) 9,202	(127.2) 11,705
Net income	3,524	(187.9) 6,620	(104.6) 6,926	(102.3) 7,085	(52.4) 3,710	(142.7) 5,296
Common stock	1,295	1,295	7,948	7,948	7,948	7,948
Net assets	8,752	14,507	33,426	39,411	42,836	46,331
Total assets	17,090	37,115	72,584	87,556	66,081	69,168
Cash flows from operating activities	3,316	851	2,965	6,164	5,293	11,127
Cash flows from investing activities	(2,253)	(3,190)	(5,257)	(2,224)	(4,772)	(14,604)
Cash flows from financing activities	(2,454)	2,029	10,177	(1,540)	1,488	(1,384)
Cash and cash equivalents at the end of year	5,739	5,437	13,326	15,777	17,819	12,693

Indicators per share (Yen)	3. 2003	3. 2004	3. 2005	3. 2006	3. 2007	3. 2008
Net assets per share	268,600	89,305	96,026	113,275	118,487	128,201
Annual dividend per share	10,000	24,000 Commemorative 10,000 Interim 10,000 Year-end 4,000	4,000 Interim 2,000 Year-end 2,000	4,000 Interim 2,000 Year-end 2,000	4,000 Interim 2,000 Year-end 2,000	4,500 Commemorative 500 Interim 2,000 Year-end 2,000
Net income per share	117,233	40,465	19,888	20,118	10,692	15,263

Management indicators (%)	3. 2003	3. 2004	3. 2005	3. 2006	3. 2007	3. 2008
Shareholders' equity ratio	51.2	39.1	46.0	45.0	62.2	64.3
Return on equity (ROE)	55.9	56.9	28.9	19.5	9.2	12.4
Return on assets (ROA)	39.3	45.0	22.8	16.4	12.0	17.3
Payout ratio (1)	7.9	(2) 20.1	20.7	20.3	37.4	29.5

Other	3. 2003	3. 2004	3. 2005	3. 2006	3. 2007	3. 2008
Total number of shares issued and outstanding (shares) (3)	32,300	161,500	347,000	347,000	347,000	347,000
Treasury stock (shares)	-	-	-	-	-	-
Number of employees (people)	460	651	758	901	1,022	1,077

(1) Consolidated payout ratio after 2007.03 (2) Payout ratio for the year ended March 2004 was computed including a commemorative dividend

(3) Jan 2003 1:5 stock split / Mar 2004 1:5 stock split / Sep 2004 1:2 stock split



## Financial Highlights

FIELDS CORPORATION

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\*The numbers in upper parenthesis is YoY

(Unit: Million yen)

	3. 2009	3. 2010	3. 2011	3. 2012	3. 2013 Q1
Net sales	(71.7) 73,035	(90.8) 66,342	(156.1) 103,593	(89.0) 92,195	(119.9) 21,145
Gross profit	(69.5) 24,024	(111.9) 26,889	(130.6) 35,129	(89.2) 31,330	(109.7) 5,566
SG&A expenses	(103.2) 22,063	(85.0) 18,764	(117.2) 21,993	(103.7) 22,803	(99.6) 5,282
Operating Income	(14.9) 1,960	(414.5) 8,124	(161.7) 13,136	(64.9) 8,527	(-) 283
Ordinary income	(8.5) 991	(783.1) 7,761	(176.3) 13,684	(63.3) 8,661	(-) 574
Net income	(-) (1,481)	(-) 3,289	(228.6) 7,520	(79.7) 5,991	(-) 342
Common stock	7,948	7,948	7,948	7,948	7,948
Net assets	39,496	41,187	47,021	51,555	50,868
Total assets	52,064	81,329	78,971	93,601	67,539
Cash flows from operating activities	4,147	8,429	8,005	10,015	(7,719)
Cash flows from investing activities	(6,182)	(1,011)	(4,356)	(4,798)	(1,438)
Cash flows from financing activities	602	(2,687)	(3,915)	(2,565)	(1,065)
Cash and cash equivalents at the end of year	11,181	15,906	15,632	18,284	8,060

Indicators per share (Yen)	3. 2009	3. 2010	3. 2011	3. 2012	3. 2013 Q1
Net assets per share	117,326	123,645	140,853	153,904	151,937
Annual dividend per share	4,500	4,500	5,000	5,000	(Plan)5,000
	Interim 2,000 Year-end 2,500	Interim 2,000 Year-end 2,500	Interim 2,500 Year-end 2,500	Interim 2,500 Year-end 2,500	Interim 2,500 Year-end 2,500
Net income per share	(4,271)	9,796	22,643	18,044	1,030

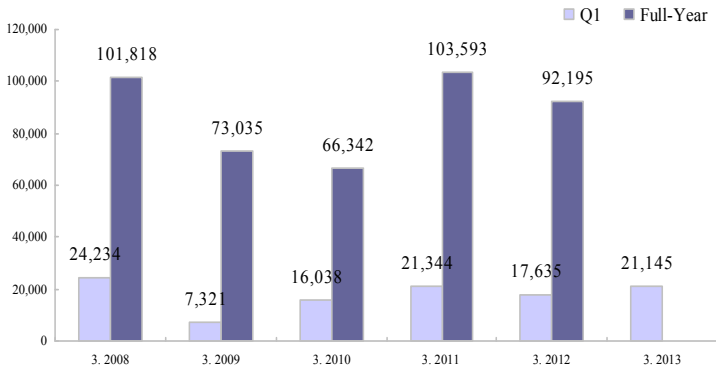
Management indicators (%)	3. 2009	3. 2010	3. 2011	3. 2012	3. 2013 Q1
Shareholders' equity ratio	75.8	50.5	59.2	54.6	74.7
Return on equity (ROE)	(3.5)	8.2	17.1	12.2	-
Return on assets (ROA)	1.6	11.6	17.1	10.0	-
Payout ratio	-	45.9	22.1	27.7	-

Other	3. 2009	3. 2010	3. 2011	3. 2012	3. 2013 Q1
Total number of shares issued and outstanding (shares)	347,000	347,000	347,000	347,000	347,000
Treasury stock (shares)	10,643	14,885	14,885	15,162	15,162
Number of employees (people)	827	909	1,149	1,324	1,357

## Change in Financial Results (Graph)

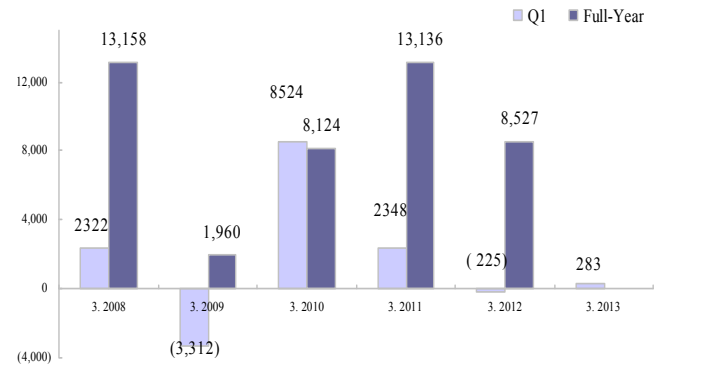
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### Net sales

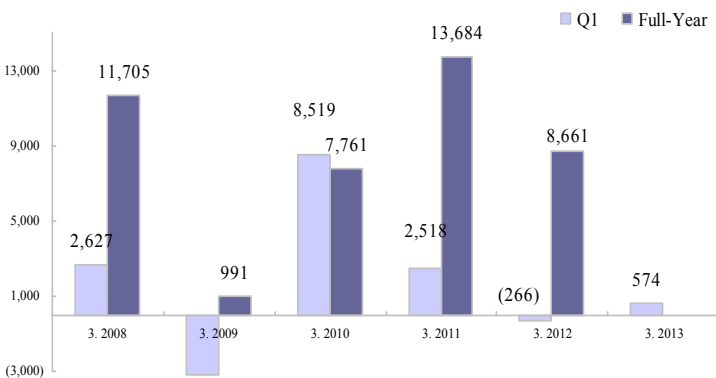


### Operating income

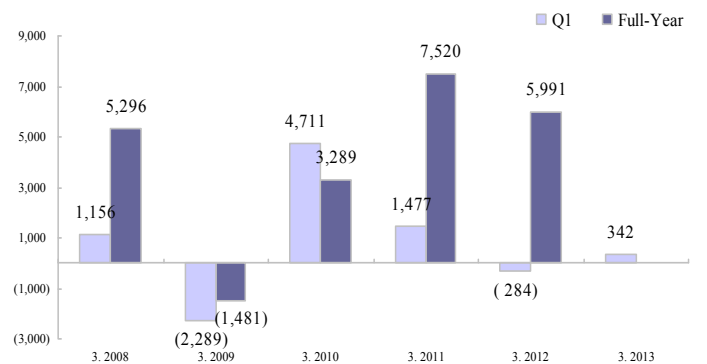
(Unit: Million yen)



### Ordinary income



### Net income



## Change in Assets/Liabilities, Net Assets (Graph)

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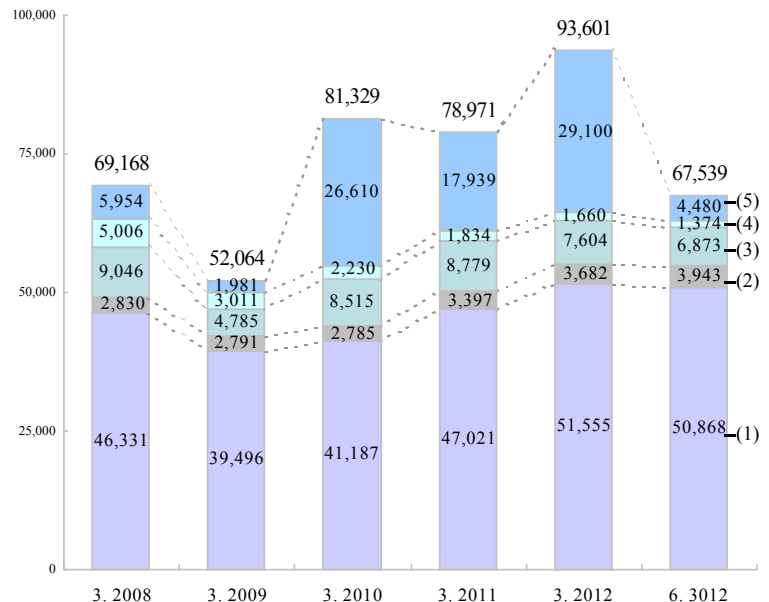
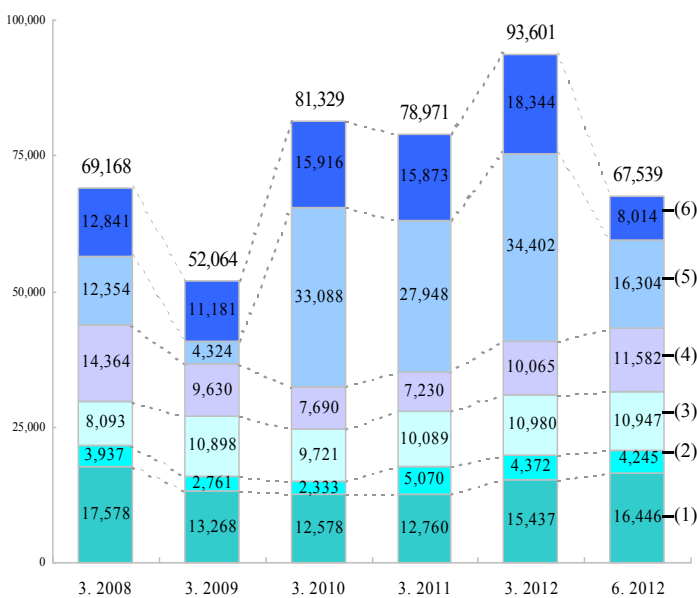
### Change in assets

### Change in liabilities/net assets

(Unit: Million yen)

- (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

- (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 (Graph)

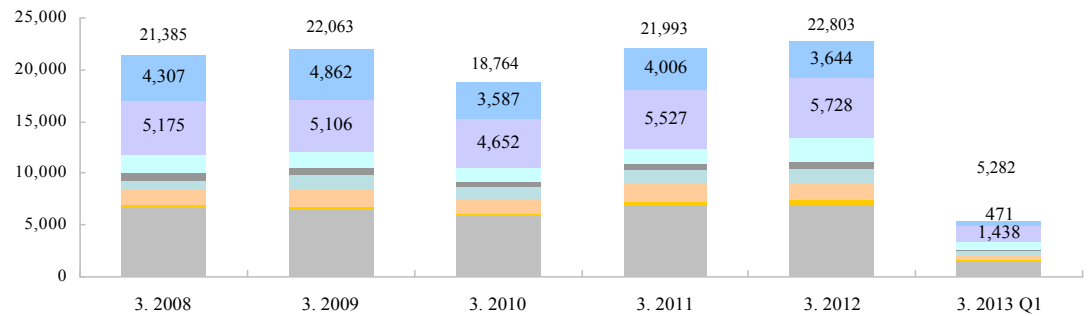
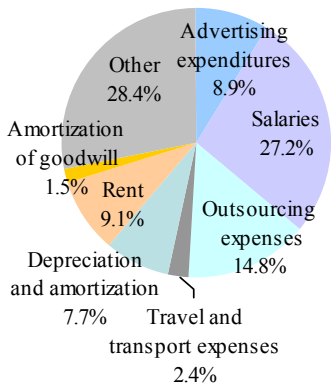
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(Unit: Million yen)

	3. 2008	3. 2009	3. 2010	3. 2011	3. 2012	3. 2013 Q1
Advertising expenditures	4,307	4,862	3,587	4,006	3,644	471
Salaries	5,175	5,106	4,652	5,527	5,728	1,438
Provision for accrued bonuses	145	202	257	290	246	9
Provision for accrued bonuses to directors and auditors	128	245	135	220	240	60
Outsourcing expenses	1,878	1,532	1,373	1,553	2,373	783
Travel and transport expenses	662	596	469	551	542	128
Depreciation and amortization	977	1,534	1,175	1,393	1,431	404
Rent	1,460	1,608	1,475	1,654	1,749	480
Provision to allowance for doubtful accounts	150	29	249	-	(52)	(49)
Retirement benefit expenses	71	70	68	76	86	22
Amortization of goodwill	335	332	87	366	333	80
Other	6,097	5,947	5,237	6,357	6,483	1,456
<b>Total SG&amp;A expenses</b>	<b>21,385</b>	<b>22,063</b>	<b>18,764</b>	<b>21,993</b>	<b>22,803</b>	<b>5,282</b>

\* "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

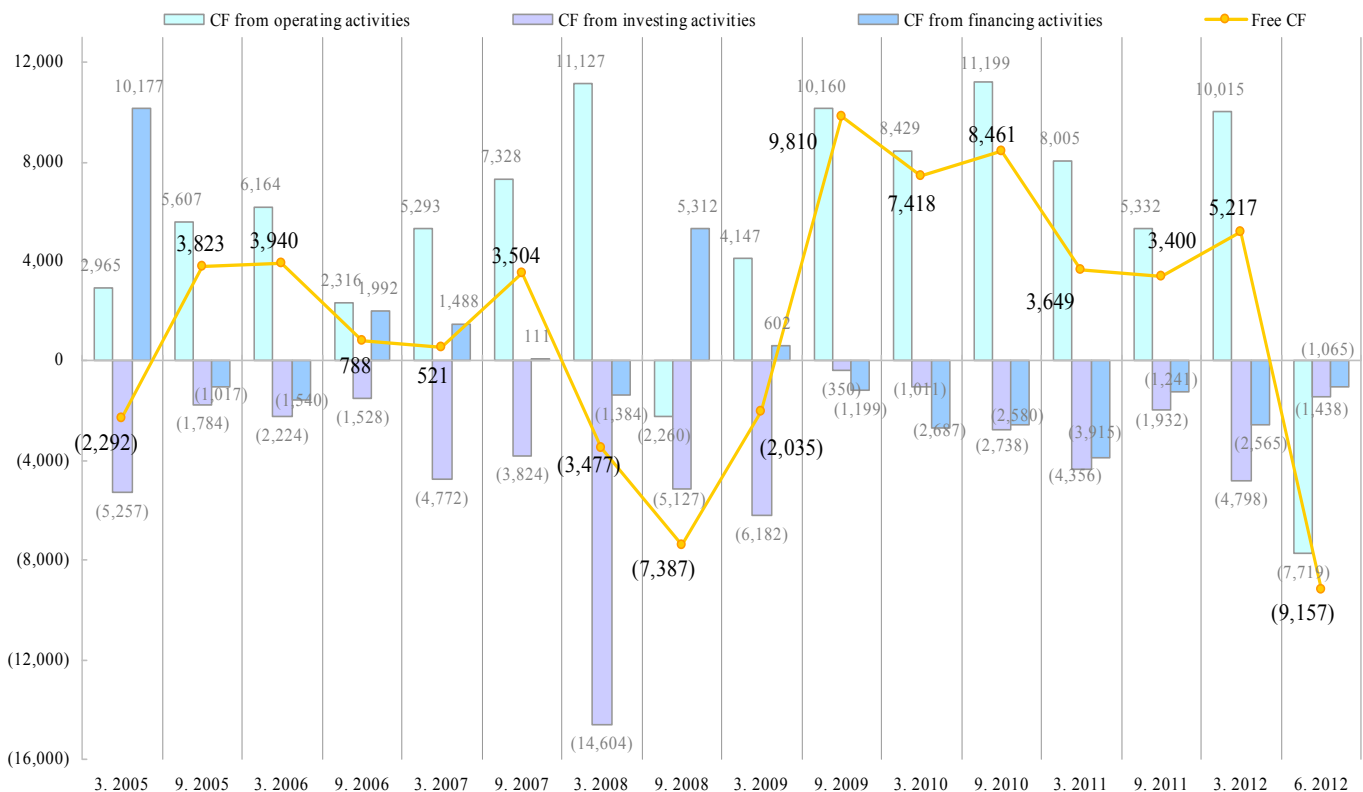


## Change in Free Cash Flow (Graph)

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

(Unit: Million yen)



## 4. Appendix II (Pachinko/Pachislot Market Data)

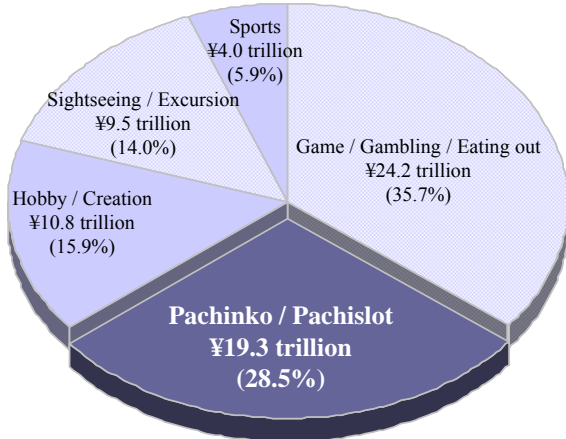
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## Pachinko/Pachislot Market

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### Market Scale of Pachinko/Pachislot Industry

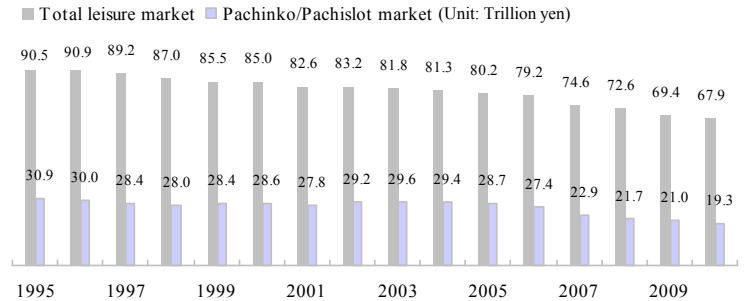
#### 2010 Japanese Leisure Market Total Size of ¥67.9 trillion



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

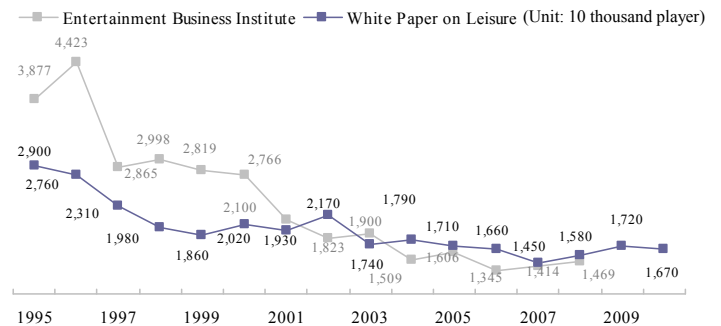
### Change in Pachinko/Pachislot Market

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



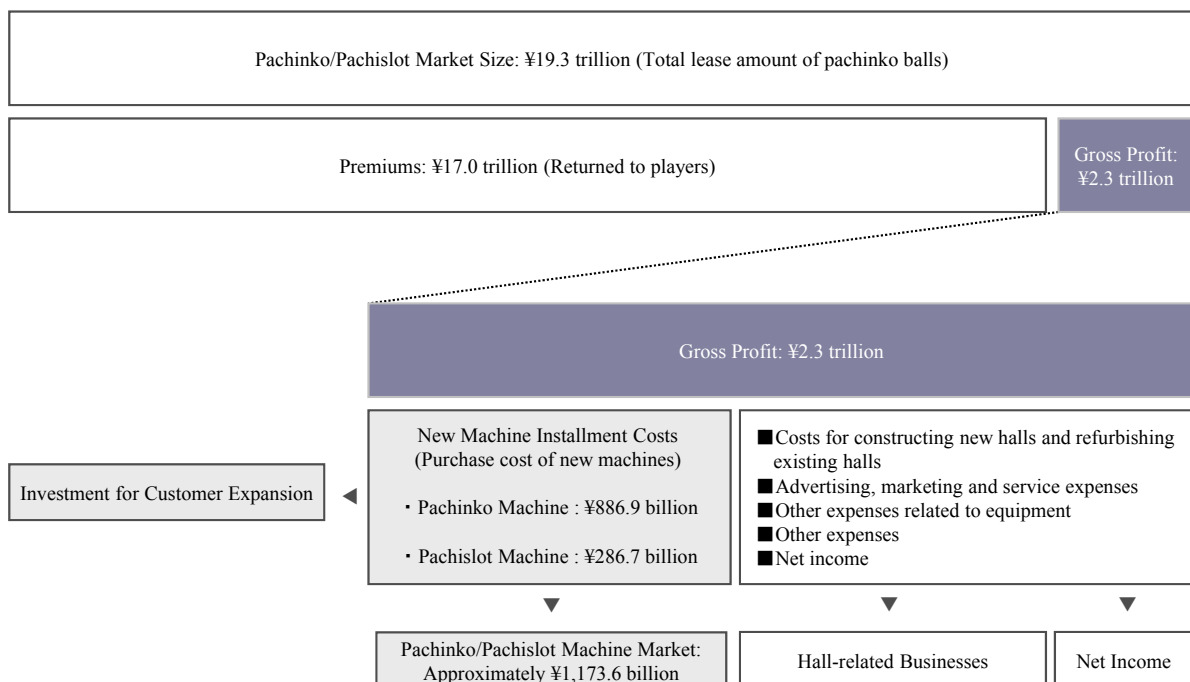
### Change in Number of Pachinko/Pachislot Players

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



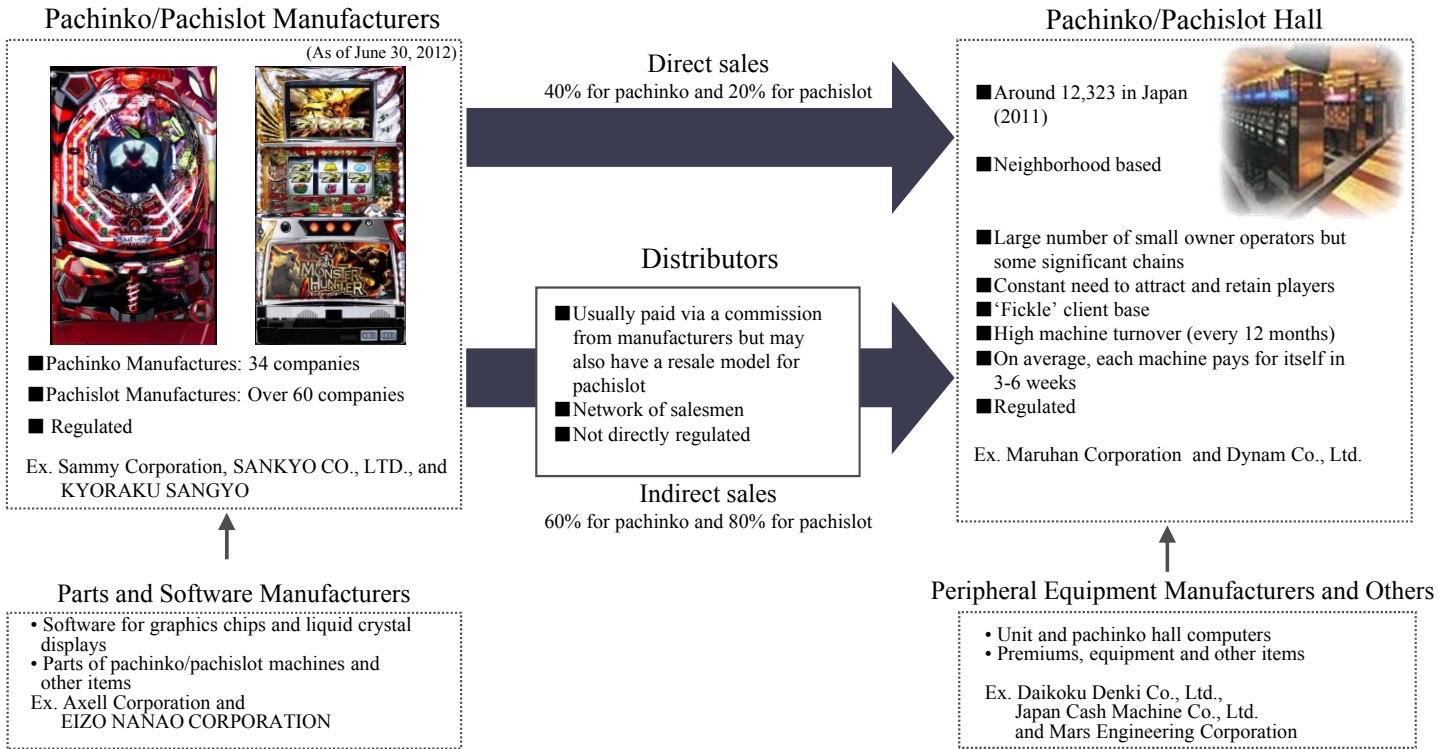
\*1 Entertainment Business Institute has suspended the survey regarding number of pachinko/pachislot players since 2009.  
\*2 "White Paper on Leisure" has changed the survey method to internet base survey since 2009.

### Income Structure of Pachinko/Pachislot Halls



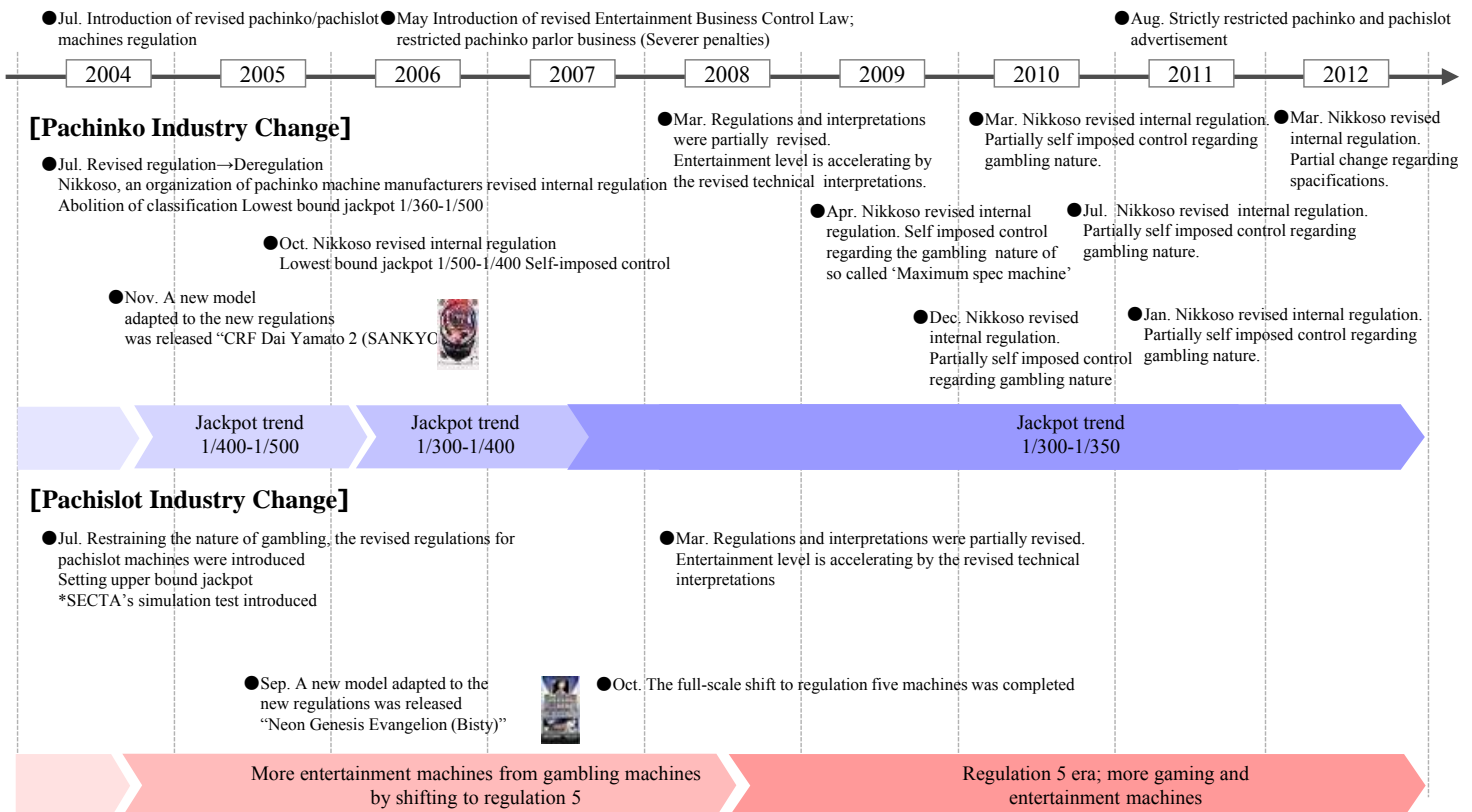
## Players in the Pachinko/Pachislot Industry

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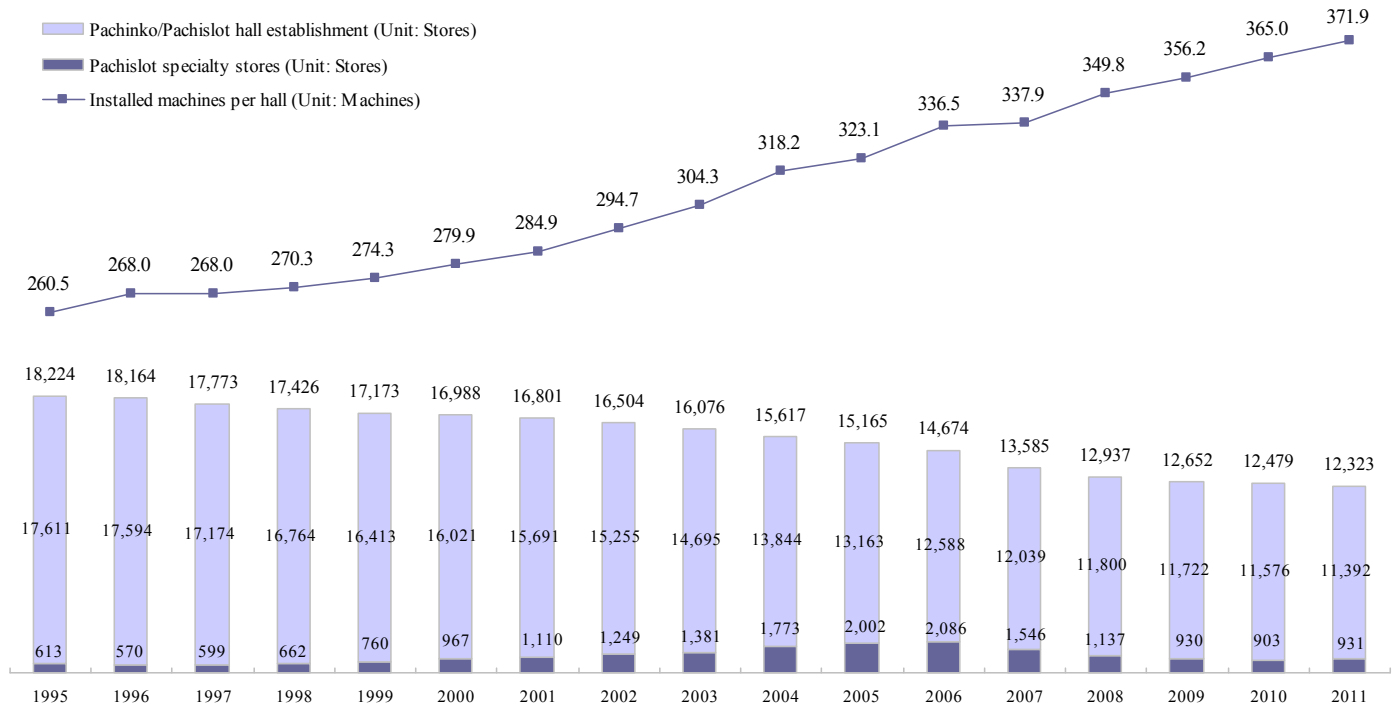
## Recent Trend of Pachinko/Pachislot Industry



\*Security Electronics Communications Technology Association

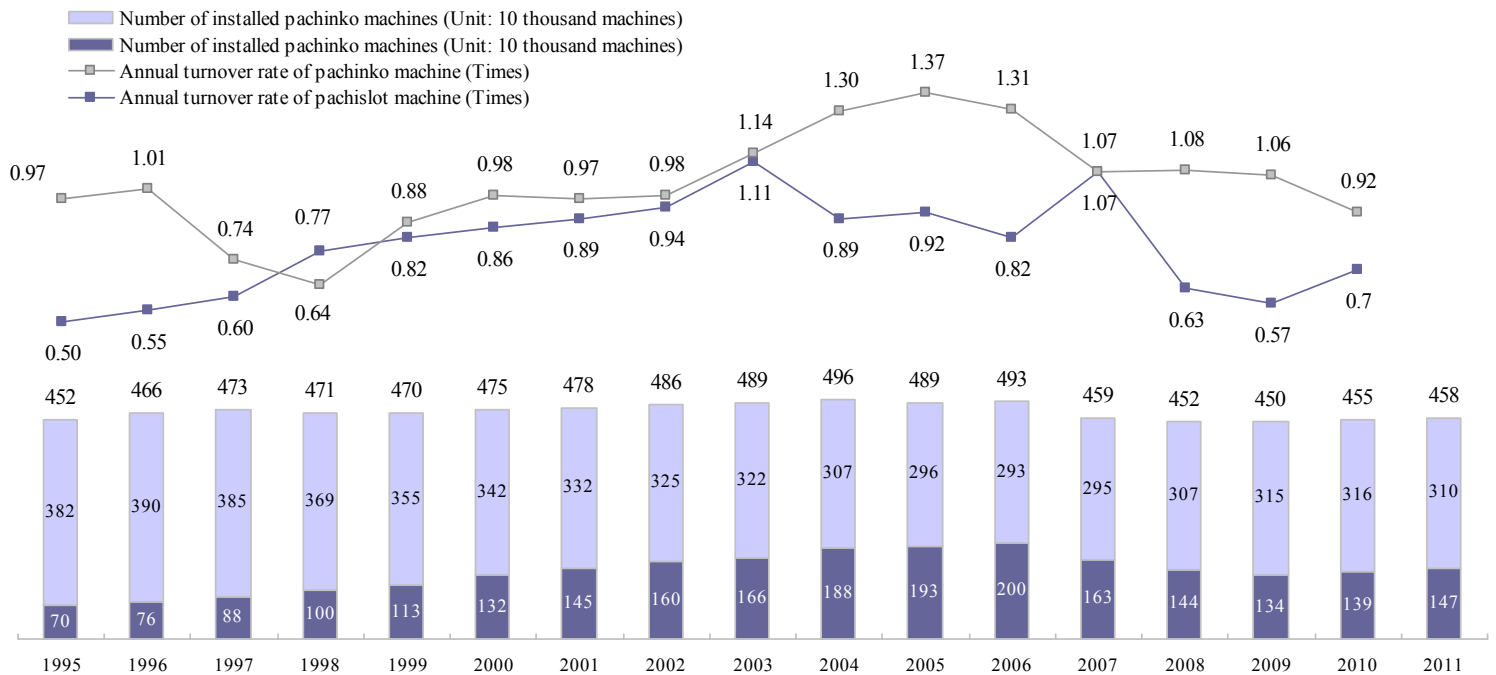
## Number of Pachinko Halls and Installed Machines Per Hall

The data is updated every April by "National Police Agency's data"



## Number of Installed Pachinko/Pachislot Machines and Annual Turnover Rate

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



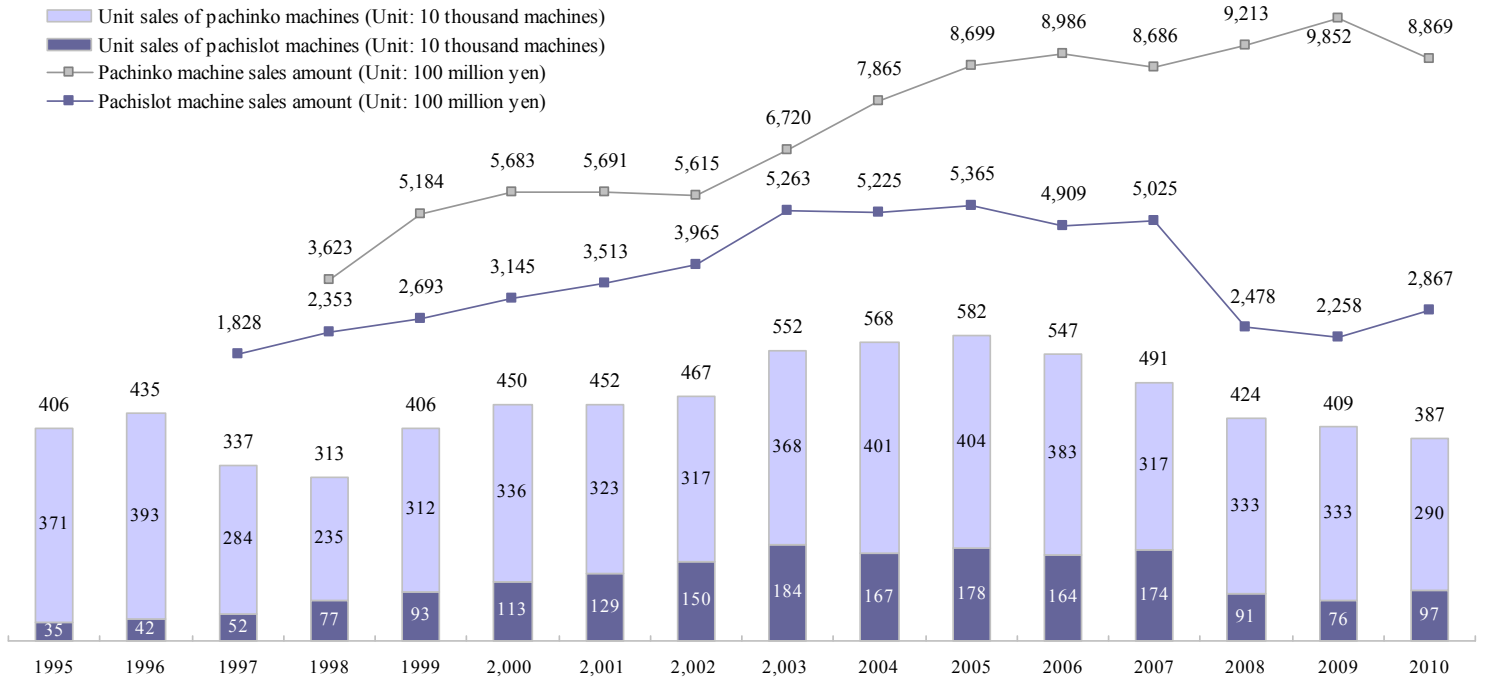
【 Annual Turnover rate of Total Machines (Times) 】

Year	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
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	-

## Unit Sales and Sales Amount of Pachinko/Pachislot Machines

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The data is updated every November by "Trend and Market Share of Pachinko Related Manufacturers"



【 Pachinko/Pachislot machine total (100 million)】

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

## Market Share by Manufacturers

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The data is updated every November 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

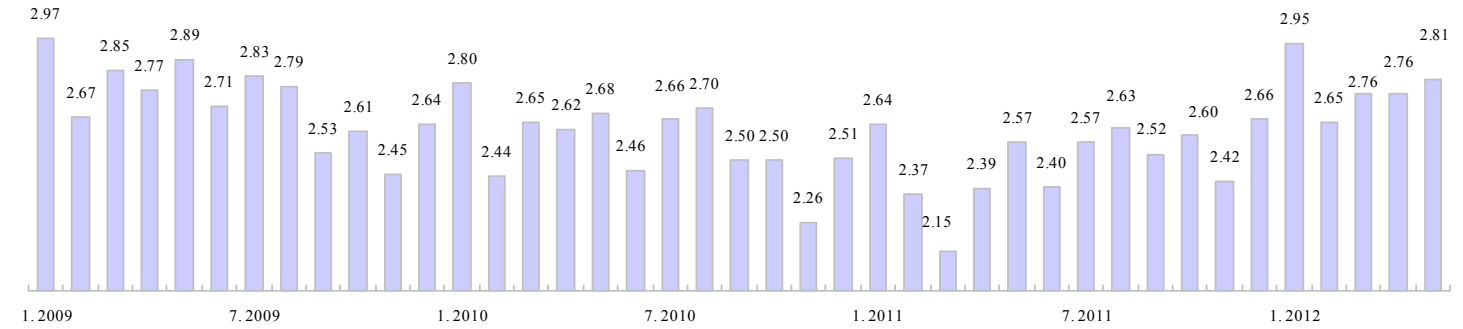
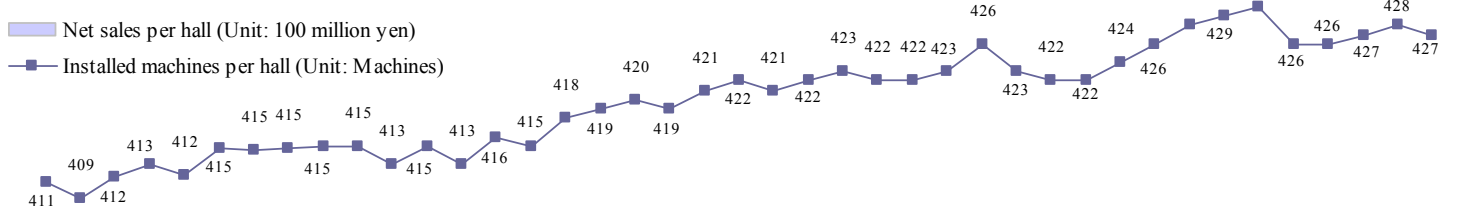
\* Aruze's sales share includes Eleco, Mizuho and Macy

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



## Monthly Trend of Pachinko Halls -Excerpt from Current Survey of Selected Service Industries-

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



### 【 Number of halls for survey (halls) 】

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
294	294	294	295	295	293	293	294	294	293	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	379	379	380	381

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

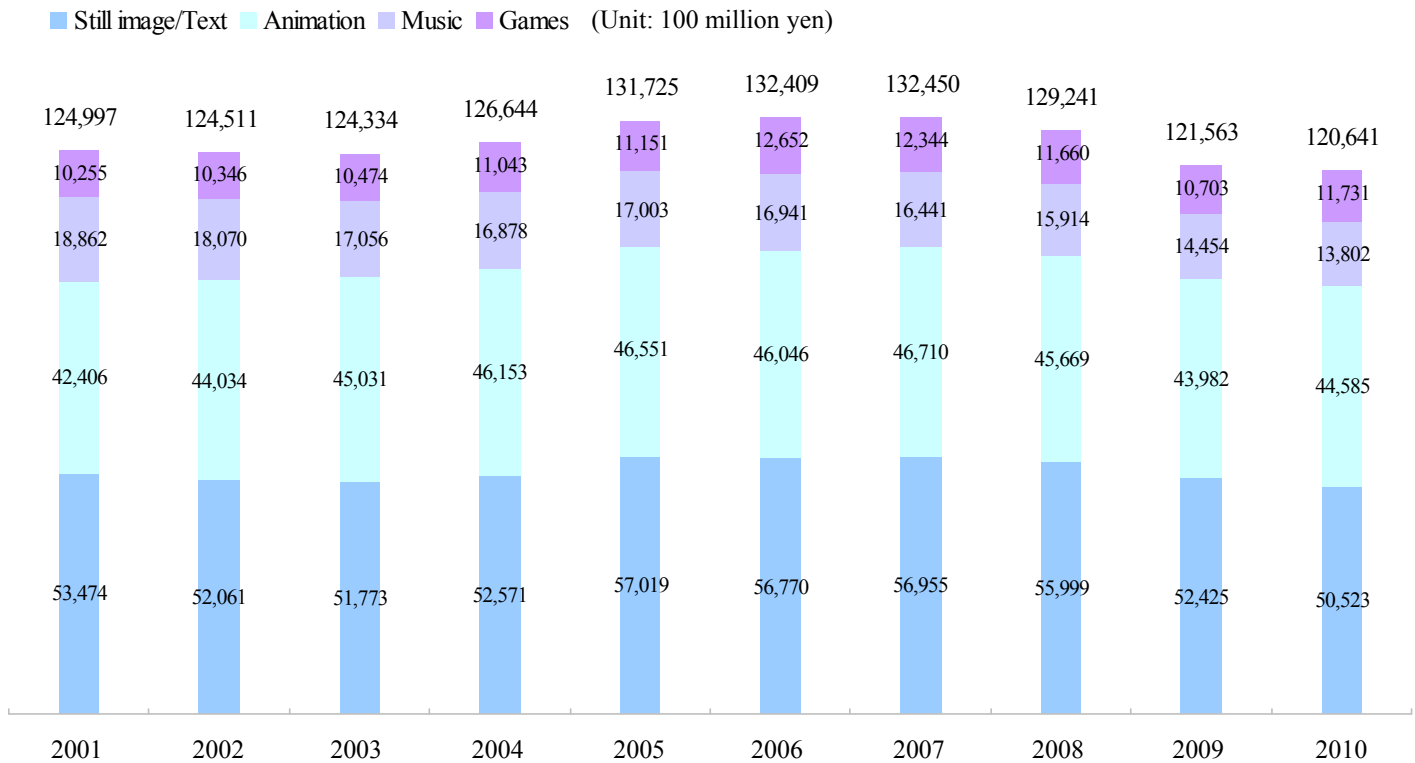
## 5. Appendix III (Entertainment Market Data Except Pachinko/Pachislot Industry)

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## Market Scale of Content Business

FIELDS CORPORATION  
The Greatest Leisure for All People

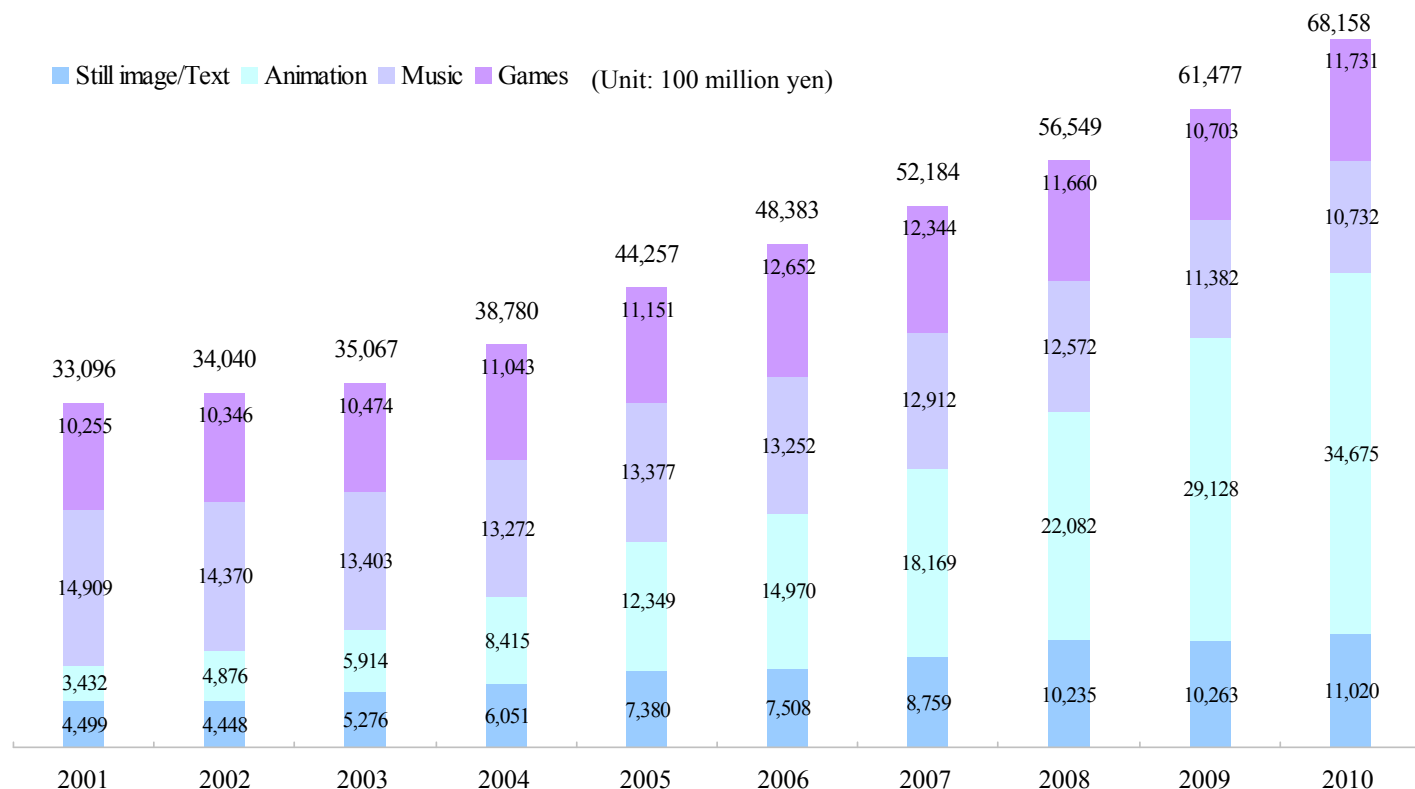
The data is updated every August by "White Paper on Digital Content"



## Market Scale of Digital Content Business

FIELDS CORPORATION  
The Greatest Leisure for All People

The data is updated every August by "White Paper on Digital Content"

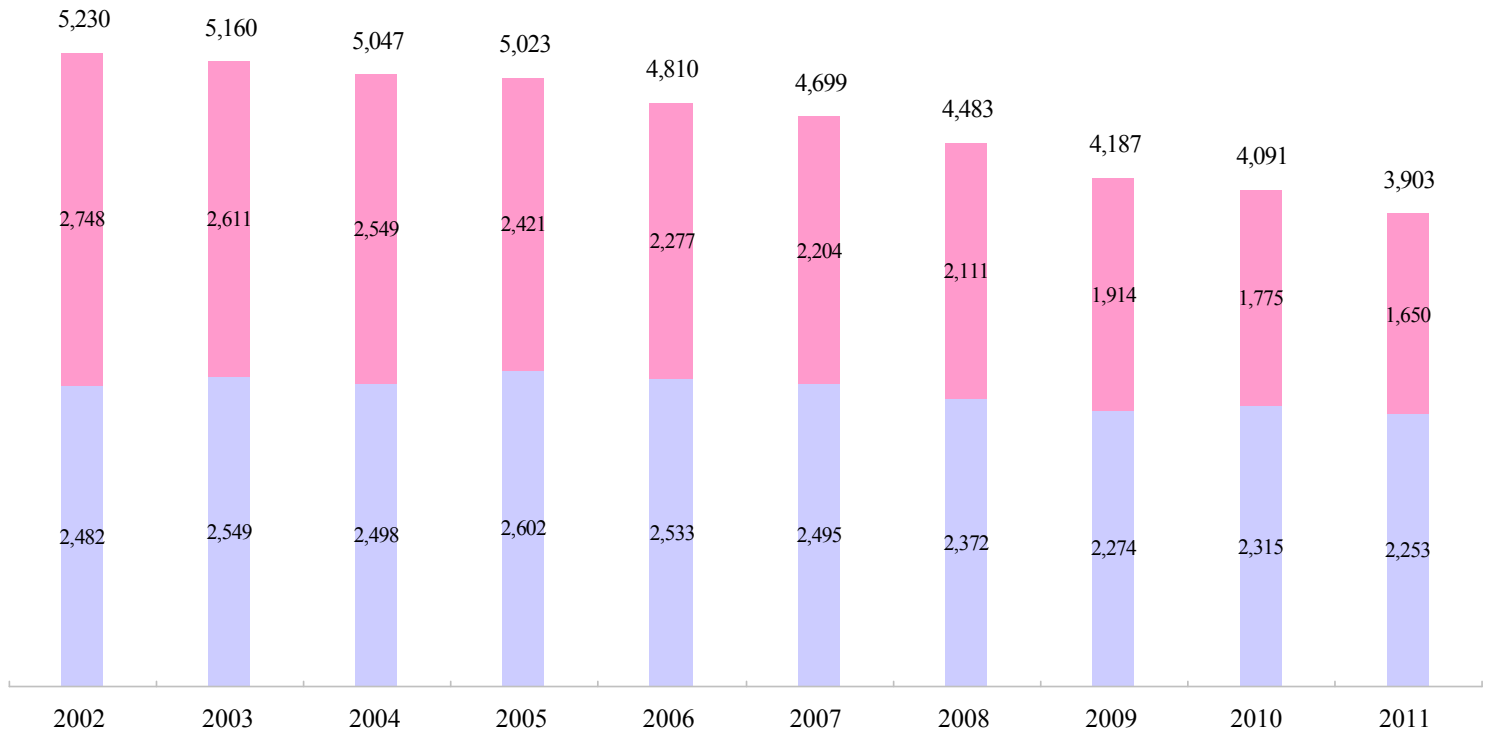


## Sales Amount of Comic-Book and Comic-Magazine

FIELDS CORPORATION  
The Greatest Leisure for All People

The data is updated the end of April every year by "Annual Report of Publishing Indicator"

comic-book comic-magazine (Unit: 100 million yen)



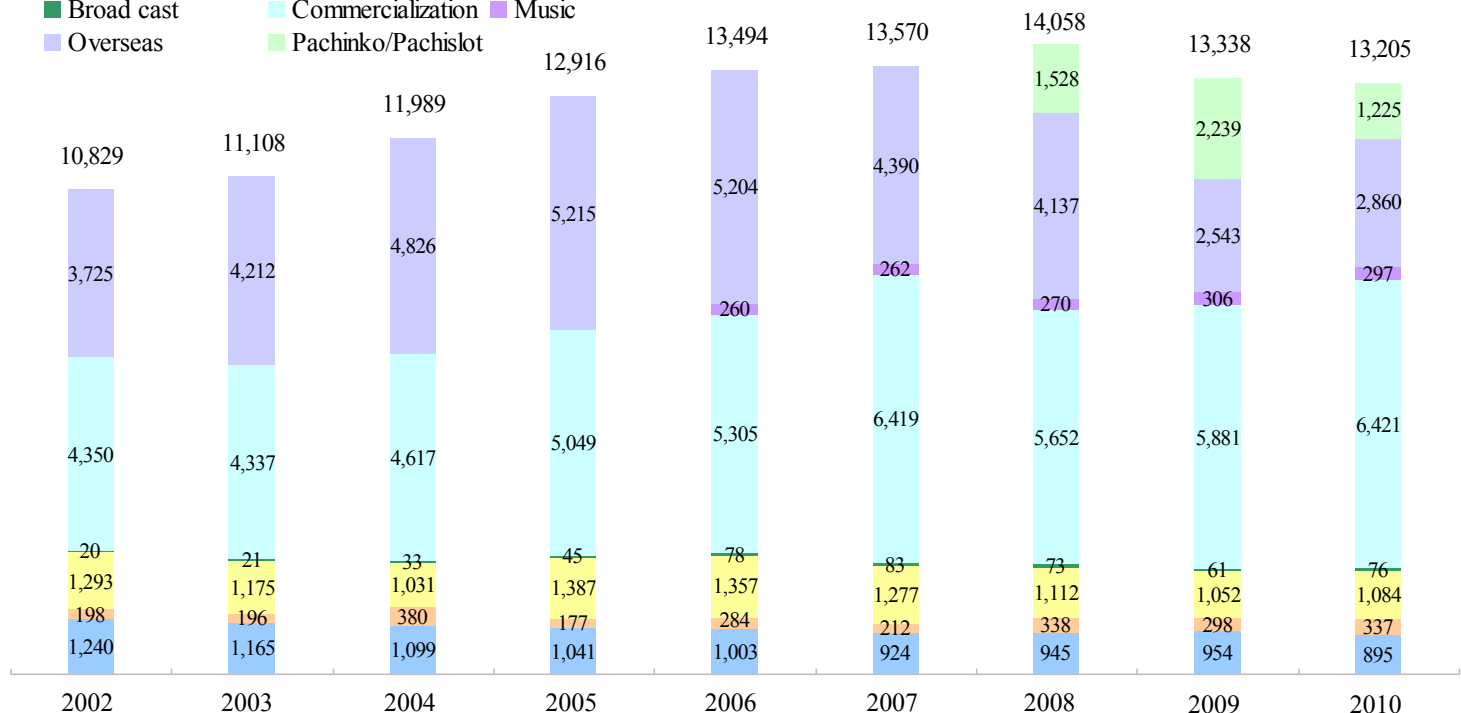
## Market Scale of Animation Industry

FIELDS CORPORATION  
The Greatest Leisure for All People

The data is updated every June by "Data of the Association of Japanese Animation"

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

TV Theater/Movie Video (Unit: 100 million yen)  
Broad cast Commercialization Music  
Overseas Pachinko/Pachislot



## Box-Office of Domestic Movie Theaters

FIELDS CORPORATION  
The Greatest Leisure for All People

The data is updated every January by "Motion Picture Producers Association of Japanese, Inc."

Japanese movie Foreign movie (Unit: 100 million yen)



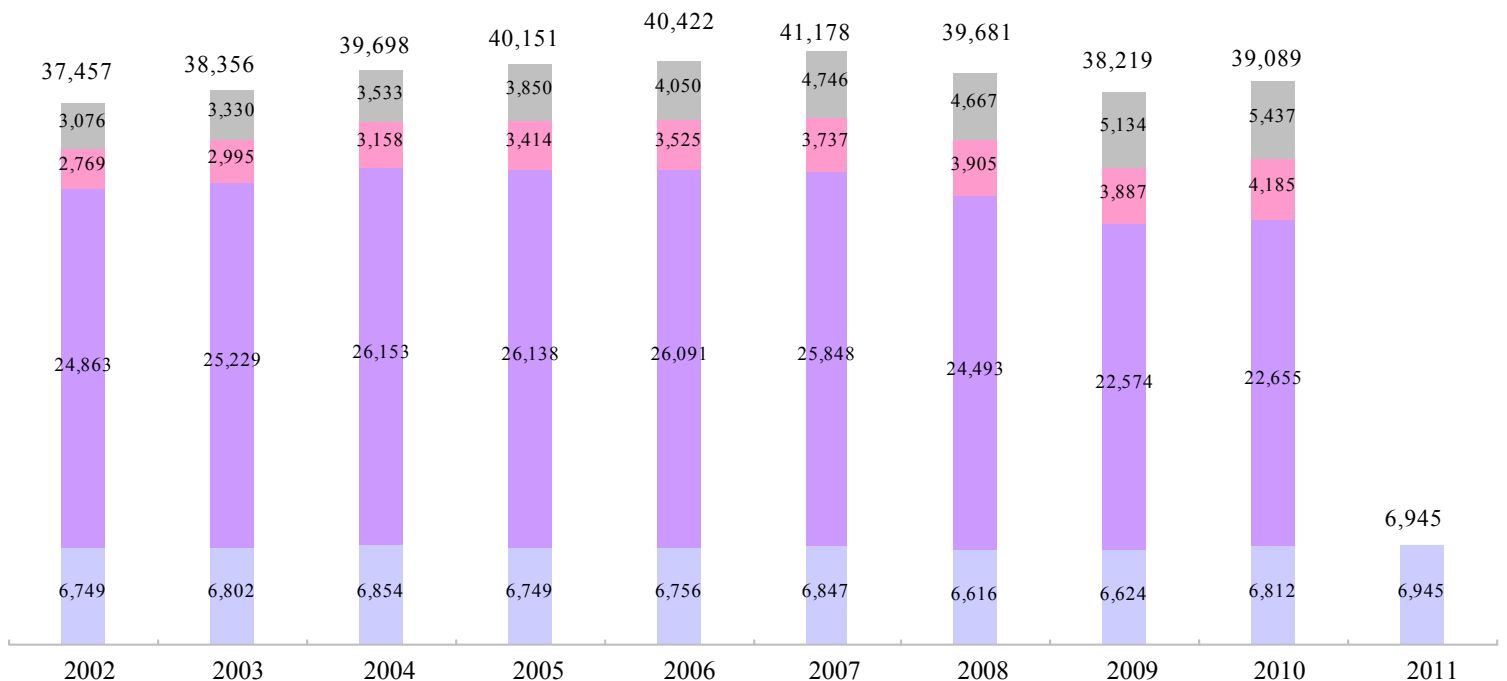
## Market Scale of Broadcasting Industry

FIELDS CORPORATION  
The Greatest Leisure for All People

The data is updated on September and May of each year

by "Status of Earnings and Expenses of Private Broadcasting Organizations, Japan Broadcasting Corporation & Ministry of Internal Affairs and Communications."

NHK(=Japan Broadcasting Corporation) Terrestrial broadcasters  
Satellite broadcasters Cable broadcasters (Unit: 100 million yen)

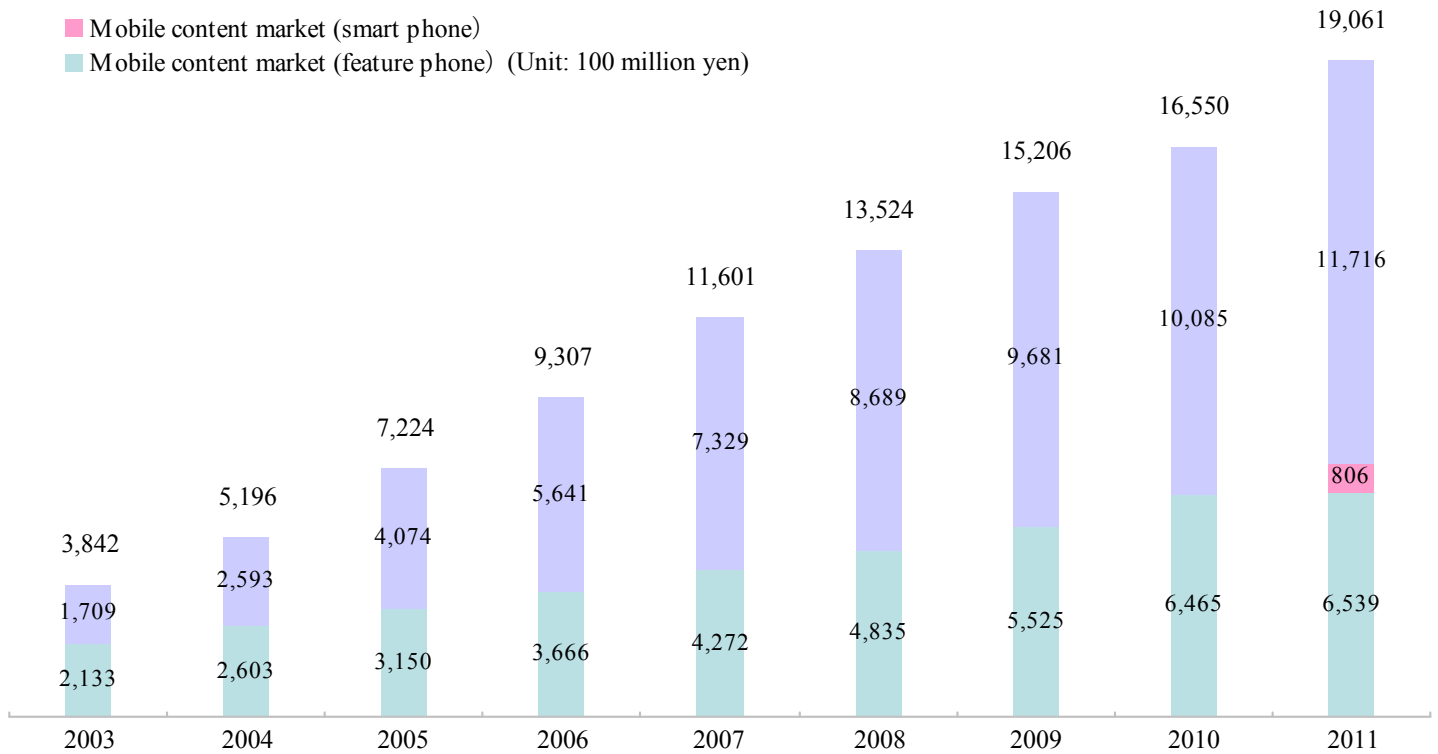


## Market Scale of Mobile Business

FIELDS CORPORATION  
The Greatest Leisure for All People

The data is updated every July by "Industry Structure of Mobile Content Business, Ministry of Internal Affairs and Communications."

- Mobile commerce market
- Mobile content market (smart phone)
- Mobile content market (feature phone) (Unit: 100 million yen)

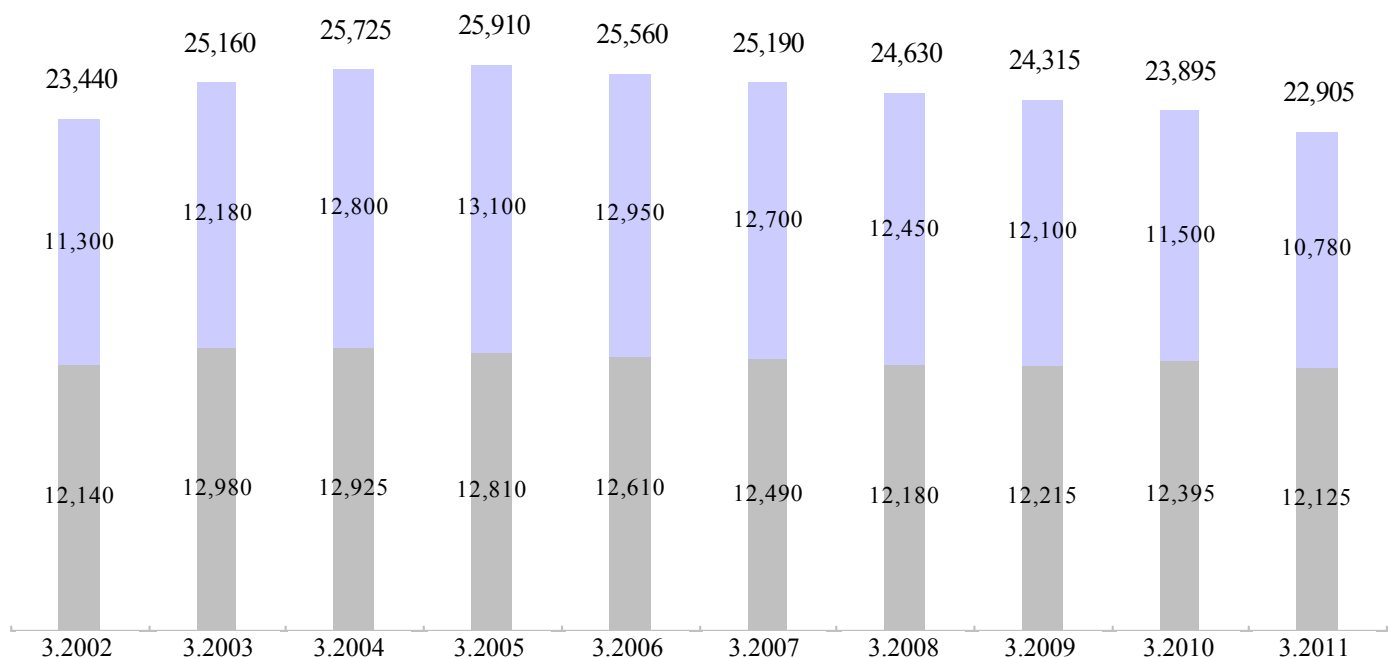


## Market Scale of Character Business

FIELDS CORPORATION  
The Greatest Leisure for All People

The data is updated every August by "Character Business Almanac, Yano Research Institute Ltd."

- Merchandising rights market
- Copyrights market (Unit: 100 million yen)



## 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
- Data 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 data

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



Best Corporate Website award



Ranked No.1 in the sector ranking

[ JASDAQ ]



2008 IR Company of Excellence

### 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"



1st

#### **HERO'S; from editor expert's point of view**

Shogakukan Creative Inc.  
President Shinobu Miyake

November 11, 2011



2nd

#### **HERO'S; from anime producer expert's point of view**

Production I.G, Inc.  
President & CEO Mitsuhsa 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.