

Financial Flash Report

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Financial Results and Forecast (Consolidated) (Japan GAAP)

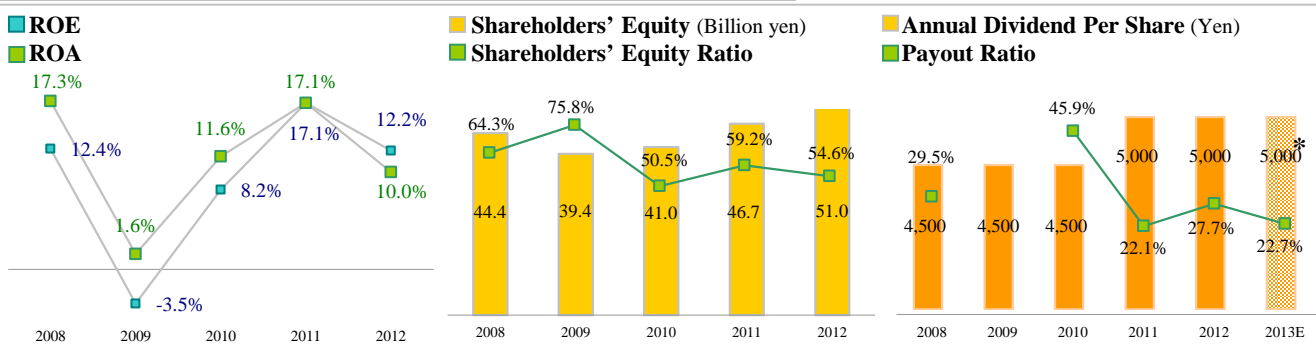
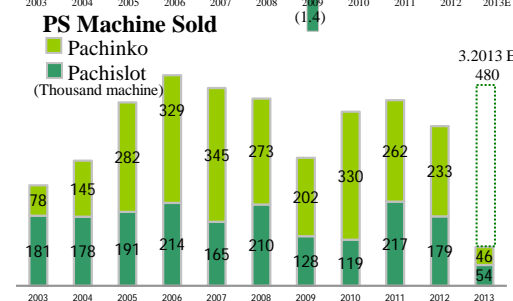
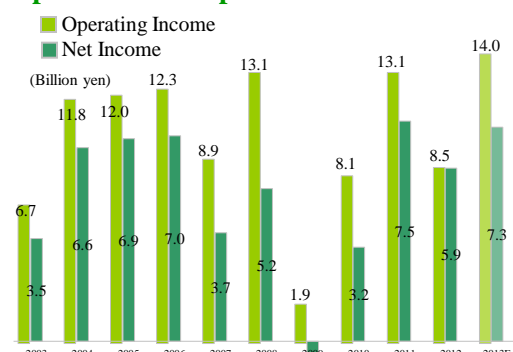
**Several social games and pachinko and pachislot machines to be launched in the second half
Company will use powerful IP to plan and pursue product development**

| (Unit: Billion yen) | H1 3.2012 | H1 3.2013 | YoY | 3.2013 E | YTD |
|------------------------------|--------------|--------------|---------------|--------------|--------------|
| Net Sales | 33.3 | 29.1 | 87.4% | 115.0 | 25.3% |
| SG&A Expenses | 10.4 | 10.6 | 101.9% | 24.0 | 44.2% |
| Operating Income | 1.5 | (1.8) | - | 14.0 | |
| Ordinary Income | 1.7 | (1.7) | - | 14.5 | |
| Net Income | 2.4 | (0.9) | - | 7.3 | |
| Total Asset | 63.1 | 63.9 | 101.3% | - | - |
| Net Asset | 48.6 | 49.3 | 101.4% | - | - |
| Net Income per share (Yen) | 73.1 | (0.3) | - | - | - |
| CF from Operating Activities | 5.3 | 1.0 | 18.9% | - | - |
| CF from Investing Activities | (1.9) | (2.6) | - | - | - |
| CF from Financing Activities | (1.2) | (1.1) | - | - | - |
| Cash and Cash Equivalents | 17.7 | 15.6 | 88.1% | - | - |

1. Change to a single segment from Q1

The Group progressively consolidated the previous 4 segments to form a single segment centered on intellectual property (IP).

2. The company conducted a 100-for-1 stock split on October 1, 2012.



*If adjusted to reflect the number of shares prior to the stock split, the forecast of the annual dividend per share would be equivalent to 5000.00 yen (2nd quarter end: 2,500.00 yen; fiscal year end: 2,500.00 yen).

Result Review

Social games contribute to profits

In the merchandising field, the social games business was a strong performer this fiscal period in the fast-growing area of social media, contributing to earnings since the third quarter of the previous fiscal year. Earnings in the social games business have increased compared to the same period in the previous year.

Pachinko/Pachislot sales that the major titles concentrated on in the latter half of the year

As for the Pachinko/Pachislot field, sales schedules of some products were reconsidered. This decreased the numbers of sales from the same period of the previous year.

Outlook Review

In the merchandising field, Fields plans to introduce several social games in the growing social media area. Fields also plans to launch several major titles and series of pachinko and pachislot machines, including products that have already been delivered and launched in the market.

▼Number of Pachinko/Pachislot machines sold (H1)

| | | |
|-----------|------------------|-------------------------|
| Pachinko | 46,823 machines | (- 42,441 machines YoY) |
| Pachislot | 54,280 machines | (- 7,710 machines YoY) |
| Total | 101,103 machines | (- 50,151 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/>)

For inquiries or further information please contact:

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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.