

3<sup>rd</sup> quarter (2012.10 – 2012.12)

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Financial Presentation  
(3<sup>rd</sup> Quarter of the Year Ending  
March 31, 2013)

FIELDS CORPORATION

(Code: 2767)

February 6, 2013



The greatest leisure for all people

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# 1. Year Ending March 31, 2013 Summary of Results for Q1-Q3 and Full-Year Forecast

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# Results for Q1-Q3

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(Unit: Billion yen)

|                     | Year Ended March 31, 2012 |           | Year Ending March 31, 2013 |        |
|---------------------|---------------------------|-----------|----------------------------|--------|
|                     | Q1-Q3                     | Full Year | Q1-Q3                      | YoY    |
| Net sales           | 43.06                     | 92.19     | 47.74                      | 110.9% |
| Gross profit margin | 16.32                     | 31.33     | 15.06                      | 92.3%  |
| SG&A expenses       | 16.30                     | 22.80     | 16.21                      | 99.5%  |
| Operating income    | 0.02                      | 8.52      | (1.15)                     | -      |
| Ordinary income     | 0.10                      | 8.66      | (0.97)                     | -      |
| Net income          | 1.13                      | 5.99      | (0.67)                     | -      |

# Pachinko/Pachislot Machine Sales

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## Machine sales for Q1-Q3

Pachinko machines: 79,000 (down 46,000 over previous year)

Pachislot machines: 92,000 (up 19,000 over previous year)

### << Lineup of titles >>

|                      |  | Year Ending March 31, 2013  |   |   |  |
|----------------------|--|---|---|---|--|
|                      |  | Q1  | Q2  | Q3  | Q4 (Already-released titles)   |
| Pachinko<br>machines | EVA Light III<br> | Sengoku BASARA<br> | GHOST IN THE SHELL<br> | EVANGELION Smile Model<br> | GHOST IN THE SHELL: STAND AIONE COMPLEX GHOST VERSION<br>   |
|                      | Pachislot<br>machines  | GTO<br>          | Yaoh<br>             | Resident Evil 5<br>       | Otoko Juku EVANGELION<br>  |

# Full-Year Forecast

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(Unit: Billion yen)

|                     | Released May 9, 2012 |        | Released February 1, 2013 |                                     |        |
|---------------------|----------------------|--------|---------------------------|-------------------------------------|--------|
|                     | Forecast<br>(I)      | YoY    | Forecast<br>(II)          | Increase/<br>Decrease<br>(II) - (I) | YoY    |
| Net sales           | 115.0                | 124.7% | 107.0                     | (8.0)                               | 116.1% |
| Operating<br>income | 14.0                 | 164.2% | 9.0                       | (5.0)                               | 105.5% |
| Ordinary<br>income  | 14.5                 | 167.4% | 9.0                       | (5.5)                               | 103.9% |
| Net income          | 7.3                  | 121.8% | 4.5                       | (2.8)                               | 75.1%  |

# Topics for Q3 of the Year Ending March 31, 2013 and Factors behind Revisions to Performance Forecasts

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## Pachinko/Pachislot Machine Markets

- ✓ Pachinko: Demand focused on a few specific pachinko models.
- ✓ Pachislot: Major titles tend to be released in the second half.

## Countermeasures

- The Company has decided on additional development of three major titles to improve its product appeal.
  - ⇒ Several pachislot models with strong product appeal will be released in the second half.

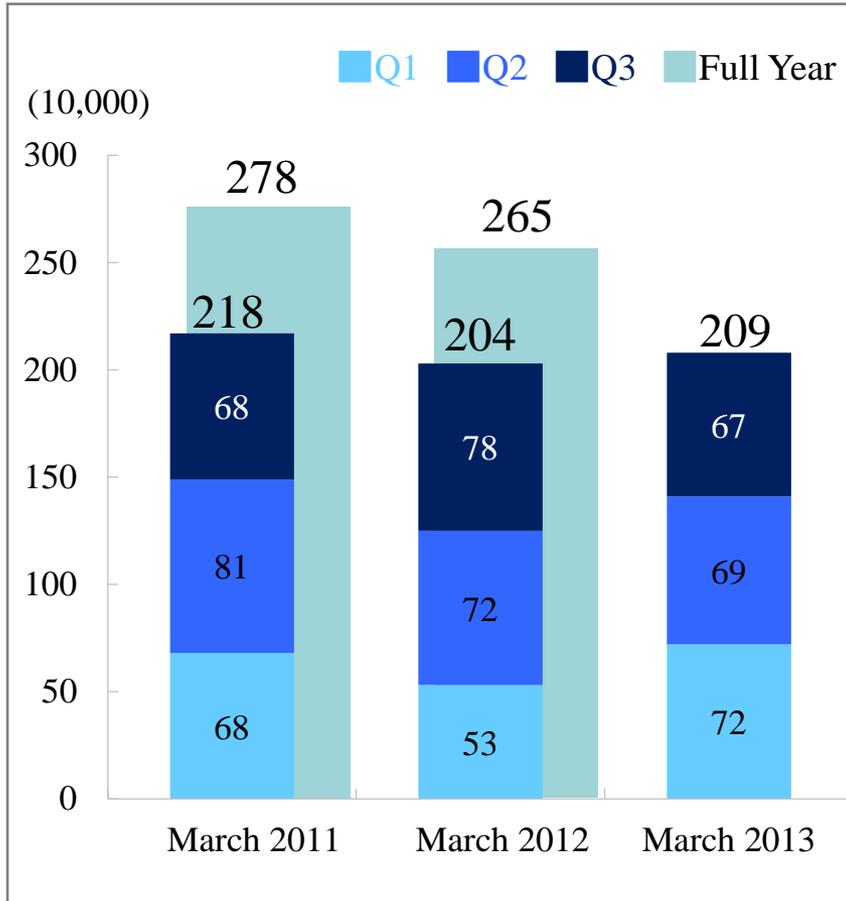
## Factors behind revisions to performance forecast

- (1) Resident Evil 5: Received a record number of inquiries as an Enterise brand.
  - ⇒ Unable to meet demand in full.
- (2) Evangelion : Major titles released at the end of 2012 and start of 2013 were poor performers.
  - ⇒ Momentum was lost for a large-scale introduction to pachinko halls.

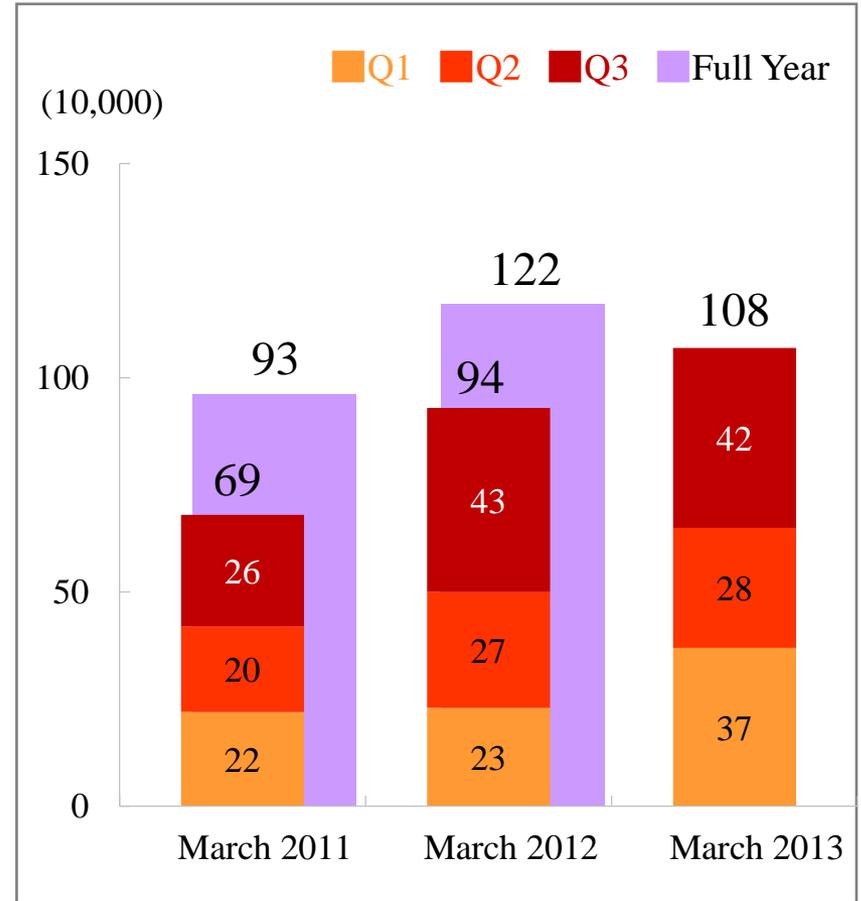
# Backdrop to Pachinko/Pachislot Machine Sales Market

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## <<Pachinko machines sold>>



## <<Pachislot machines sold>>



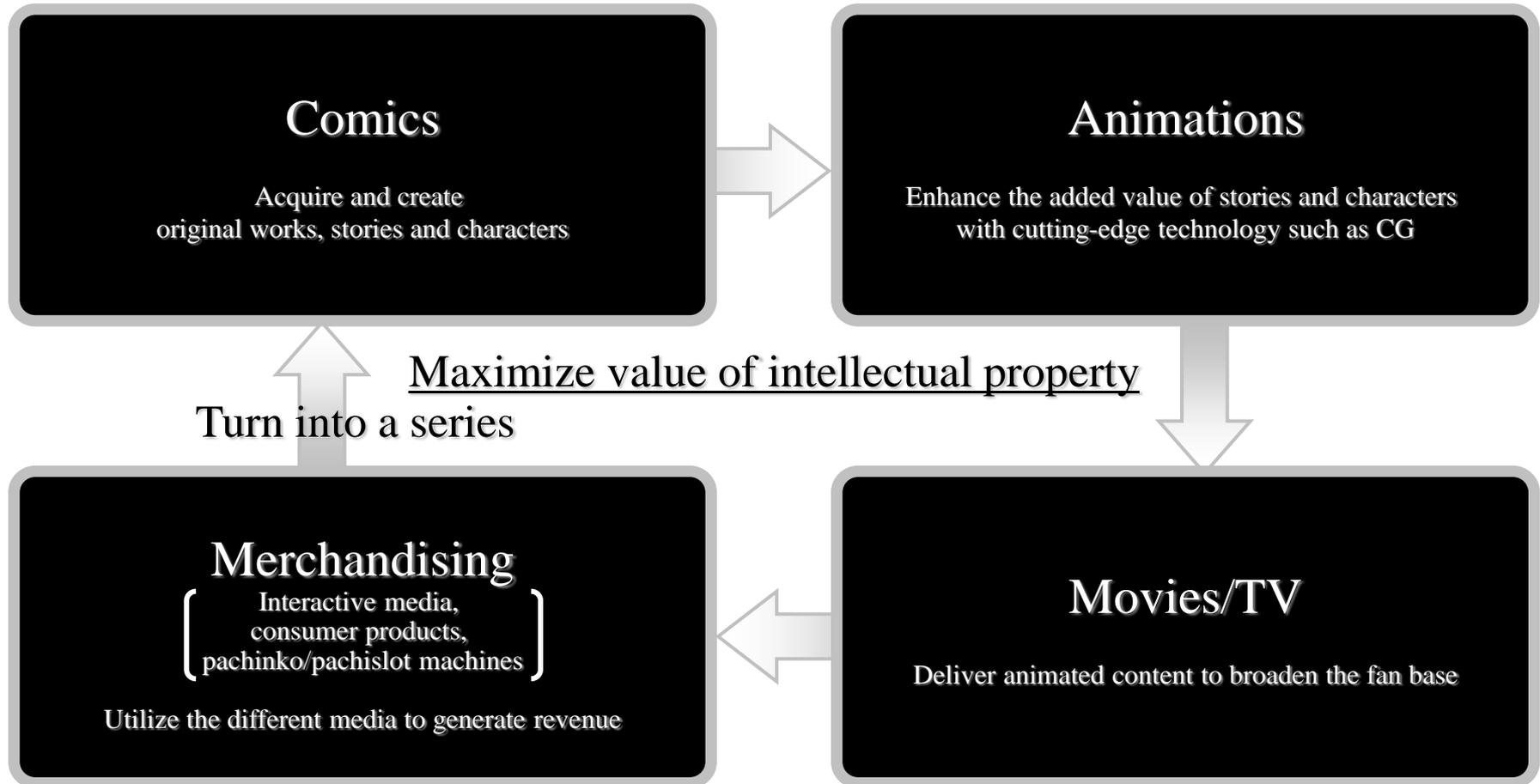
(Company research)

## 2. Progress with Initiatives to Enhance IP Value

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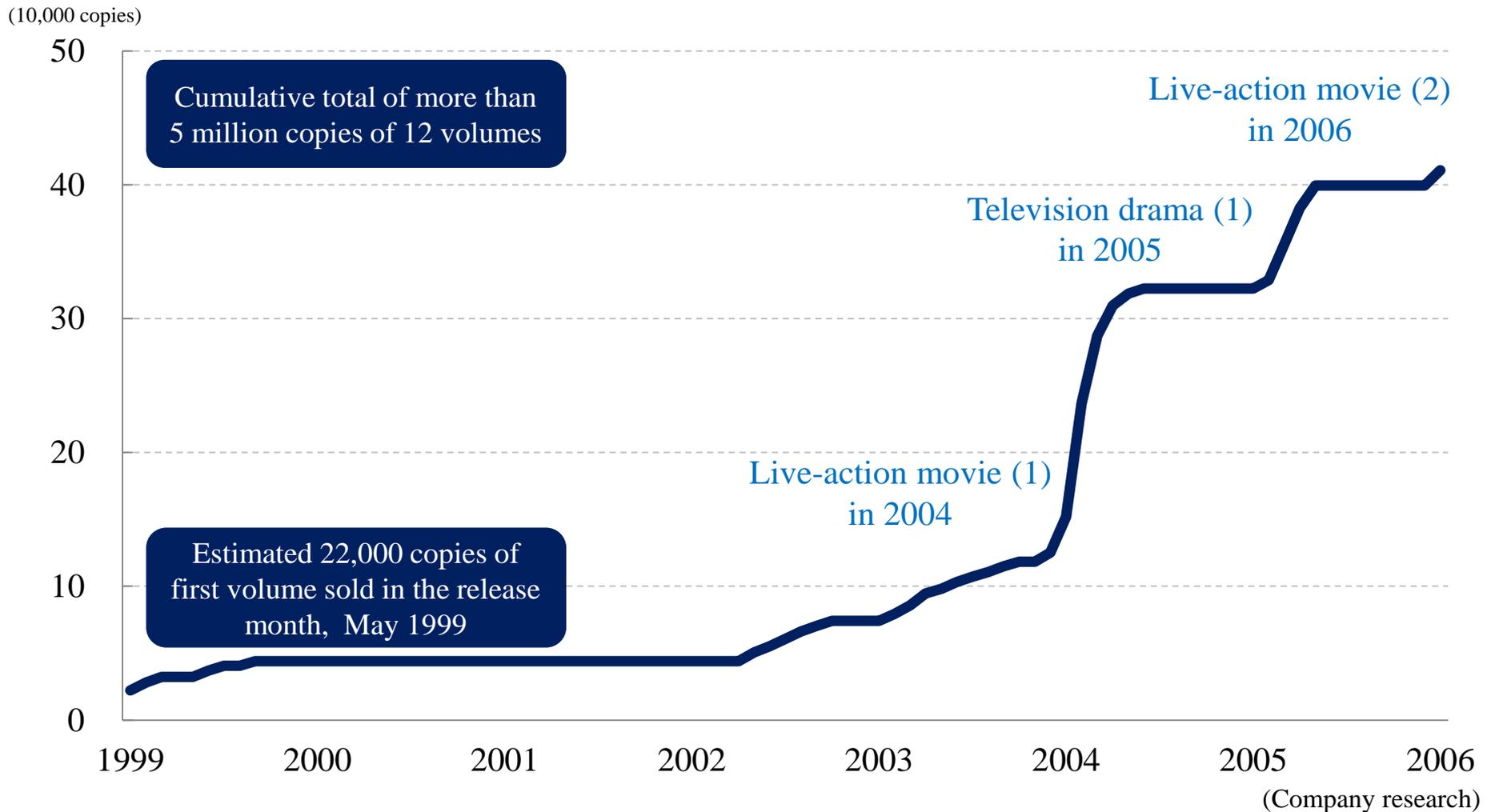
|                                  |      |
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| “GINGA KIKOTAI: Majestic Prince” | P.14 |
| “BERSERK”                        | P.15 |
| “Ultraman”                       | P.16 |

## Pursuing business model centered on IP



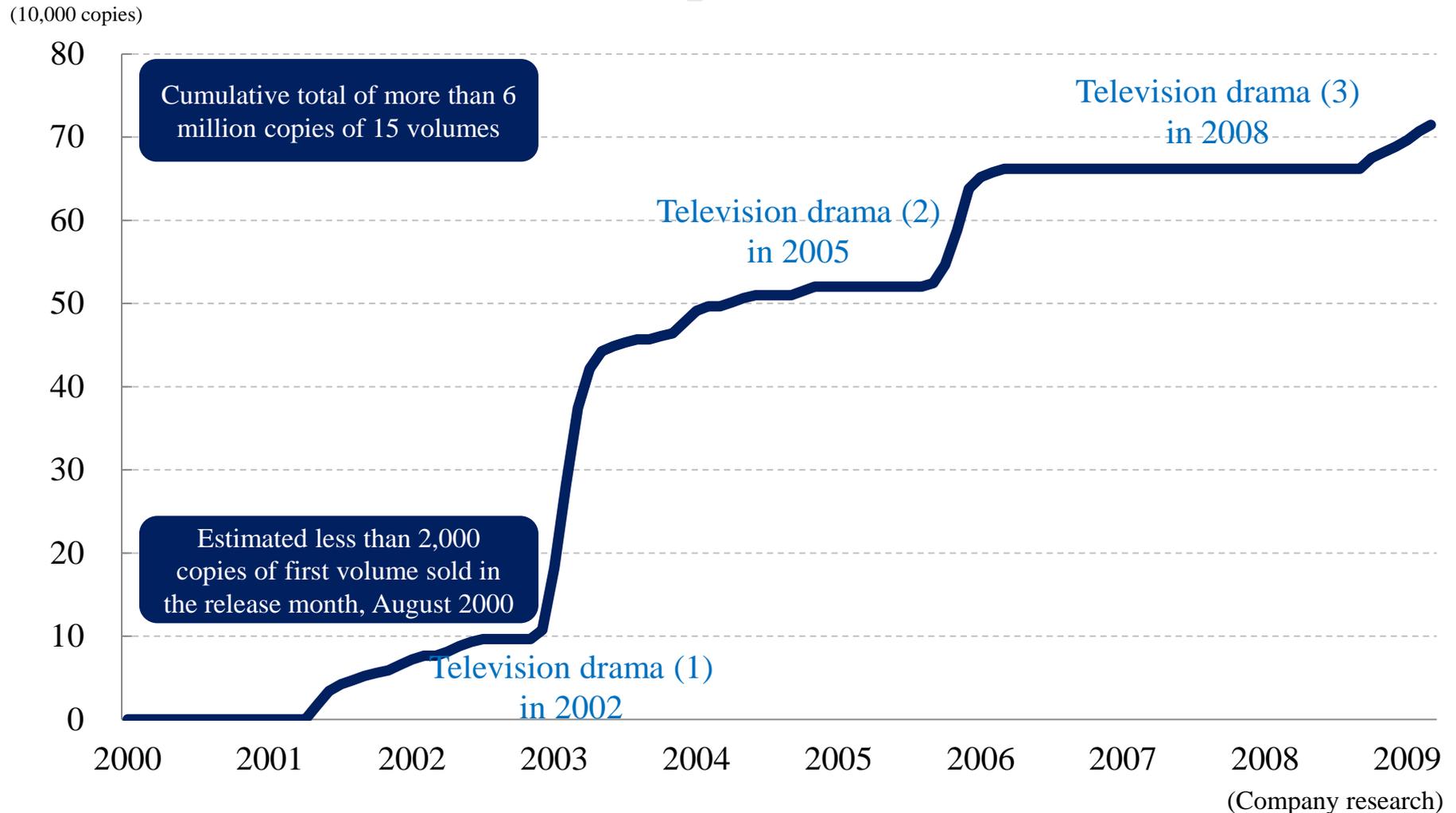
# Case 1: Manga Title A

## Trends in number of copies sold of first volume of comic



# Case 2: Manga Title B

## Trends in number of copies sold of first volume of comic



# “HERO’S”

FIELDS CORPORATION

IP creation: Total of 18 works Comics: 13 works

## 《HERO’S comics》



“HERO’S monthly” official website <http://www.heros-web.com/en/>

# “GINGA KIKOTAI: Majestic Prince”

FIELDS CORPORATION

Scheduled to be broadcast on TV from April 2013



Animation “GINGA KIKOTAI Majestic Prince” official website  
<http://mjp-anime.jp/>

# “BERSERK”

FIELDS CORPORATION

Part three in movie series: Released on February 1, 2013



◀ BERSERK Trilogy  
Part 1: Egg of the  
Supreme King,  
released in February  
2012

BERSERK Trilogy  
Part II: The Battle  
for Doldrey,  
released in June  
2012



BERSERK Trilogy Part III:  
Descent, released in February 2013

Movie “BERSERK” official website <http://www.berserkfilm.com/>

## Initiatives to regenerate and recreate Ultraman



### 3. <<Merchandising Field>> Interactive Media

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Acquisition of social game business from Spicysoft Corporation

<<KIDATSU! Dungeons Lord>>



## Strengthen Development Basis

|   |   |
|---|---|
| Acquisition of game engine                | Shorten development time, reduce costs and raise quality                  |
| Acquisition of talented development staff | Promote overall expansion of interactive media business                   |
| Acquisition of intellectual property      | Contribute to revenue through acquisition of popular social game business |

# Major Titles Released in Q3 of the Year Ending March 31, 2013

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Utilizing Pachinko/Pachislot machine aspects

Beyond the Heavens



Utilizing comic series in monthly “HERO’S”

Multiple titles are currently being planned

Utilizing external IP

Battle Vixens



KIDATSU! Dungeons Lord



# Disclaimer/Contact Information

The plans, strategies and estimates of the Company indicated in these documents, other than actual results and established 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 mainly operates, market competition and the products handled by the Company.

|         |   |
|---------|---|
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|         | E-mail : ir@fields.biz                      |

## <Reference materials>

These materials were prepared for a presentation.  
Please refer to the separate  
Supplementary Financial Document  
for the Nine Months Ended December 31, 2012  
for more detailed data.

