

2<sup>nd</sup> quarter (7. 2013 - 9. 2013)

Fields Corporation  
(Code:2767)

Supplementary Financial Document  
for the First Half of the Year Ending March 31, 2014

November 7, 2013



The Greatest Leisure for All People

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## 1. Highlights for the First Half of the Year Ending March 31, 2014

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## Highlights for the H1 of the Year Ending March 31, 2014 (Consolidated)

FIELDS CORPORATION

The Greatest Leisure for All People

**【 P / L Statement 】** \*The numbers in upper parenthesis indicate YoY, the numbers in lower parenthesis indicate ratio to net sales.

(Unit: Million yen)

	Year Ended March 31, 2013		Year Ending March 31, 2014	
	H1	Full-Year	H1	Full-Year Forecast
Net sales	(87.3) <b>29,118</b> [100.0]	(117.3) <b>108,141</b> [100.0]	(125.0) <b>36,385</b> [100.0]	(111.1) <b>120,000</b> [100.0]
Gross profit	(73.6) <b>8,824</b> [30.3]	(106.2) <b>33,279</b> [30.8]	(154.7) <b>13,648</b> [37.5]	(113.6) <b>37,800</b> [31.5]
SG&A expenses	(102.7) <b>10,684</b> [36.7]	(100.7) <b>22,964</b> [21.2]	(107.4) <b>11,471</b> [31.5]	(110.2) <b>25,300</b> [21.1]
Operating income	(-) <b>(1,859)</b> [-6.4]	(121.0) <b>10,314</b> [9.5]	(-) <b>2,176</b> [6.0]	(121.2) <b>12,500</b> [10.4]
Ordinary income	(-) <b>(1,738)</b> [-6.0]	(118.6) <b>10,268</b> [9.5]	(-) <b>2,144</b> [5.9]	(121.7) <b>12,500</b> [10.4]
Net income	(-) <b>(980)</b> [-3.4]	(78.8) <b>4,720</b> [4.4]	(-) <b>1,434</b> [3.9]	(133.5) <b>6,300</b> [5.3]

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

Please refer to segment information in “Summary of Financial Information and Business Results (Consolidated) for the Year Ended 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” are calculated on this sheet above.

## Highlights for the H1 of the Year Ending March 31, 2014 (Consolidated)

FIELDS CORPORATION

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### 【 B / S 】

(Unit: Million yen)

	At Mar. 31, 2013	End of Sep. 30, 2013	Increase/ Decrease	Factors
Cash and cash equivalents	23,314	15,713	(7,601)	
Notes and accounts receivable—trade	42,017	23,258	(18,759)	
Inventories	2,343	4,063	1,720	
Other	5,076	6,427	1,351	
Allowance for doubtful accounts	(41)	(35)	6	
<b>Total current assets</b>	<b>72,709</b>	<b>49,426</b>	<b>(23,283)</b>	Decrease in notes and accounts receivable—trade
Land	6,775	7,352	577	
Other	4,376	4,260	(116)	
<b>Total tangible fixed assets</b>	<b>11,151</b>	<b>11,612</b>	<b>461</b>	Purchase of land for building a new branch office
Goodwill	2,177	2,060	(117)	
Other	2,363	2,492	129	
<b>Total intangible fixed assets</b>	<b>4,540</b>	<b>4,552</b>	<b>12</b>	
Investment securities	11,399	11,827	428	
Other	7,341	6,524	(817)	
Allowance for doubtful accounts	(514)	(168)	346	
<b>Total investments and other assets</b>	<b>18,226</b>	<b>18,183</b>	<b>(43)</b>	Increase in investment securities and decrease in long-term deferred tax assets
<b>Total fixed assets</b>	<b>33,918</b>	<b>34,348</b>	<b>430</b>	
<b>Total assets</b>	<b>106,628</b>	<b>83,774</b>	<b>(22,854)</b>	
Notes and accounts payable—trade	36,604	14,215	(22,389)	
Corporate bonds redeemable within 1 year	300	-	(300)	
Accrued income taxes	3,931	931	(3,000)	
Other	6,530	8,278	1,748	
<b>Total current liabilities</b>	<b>47,365</b>	<b>23,424</b>	<b>(23,941)</b>	Decrease in notes and accounts payable—trade and decrease in accrued income taxes
Corporate bonds	-	-	-	
Other	4,164	4,243	79	
<b>Total fixed liabilities</b>	<b>4,164</b>	<b>4,243</b>	<b>79</b>	
<b>Total liabilities</b>	<b>51,529</b>	<b>27,668</b>	<b>(23,861)</b>	
Common stock	7,948	7,948	0	
Capital surplus	7,994	7,994	0	
Retained earnings	40,835	41,442	607	
Treasury stock	(1,821)	(1,821)	0	
<b>Total shareholders' equity</b>	<b>54,957</b>	<b>55,564</b>	<b>607</b>	
Unrealized holding gain on available-for-sale securities	(397)	238	635	
Accumulated other comprehensive income	(398)	238	636	
Minority interest	539	303	(236)	
<b>Total net assets</b>	<b>55,098</b>	<b>56,106</b>	<b>1,008</b>	Increase in retained earnings
<b>Total liabilities and net assets</b>	<b>106,628</b>	<b>83,774</b>	<b>(22,854)</b>	

\* "Other" and "Increase/Decrease" are calculated on this sheet above.

### 【 Cash Flows 】

(Unit: Million yen)

	Year Ended March 31, 2013		Year Ending March 31, 2014	
	H1	Full-Year	H1	Factors
Cash flows from operating activities	1,070	13,570	(4,554)	Decrease in notes and accounts receivable—trade 20,429 Decrease in notes and accounts payable—trade (22,451) Income taxes paid (3,844)
Cash flows from investing activities	(2,625)	(6,263)	(1,650)	Expenditure for purchase of tangible fixed assets (913) Expenditure for purchase of intangible fixed assets (657) Expenditure for loans (230)
Cash flows from financing activities	(1,111)	(2,277)	(1,387)	Dividends paid (828) Redemption of corporate bonds (300) Reduction by repayment of short-term borrowings (130)
Effect of exchange rate changes on cash and cash equivalents	(4)	(3)	1	
<b>Increase (decrease) in cash and cash equivalents</b>	<b>(2,670)</b>	<b>5,025</b>	<b>(7,590)</b>	
Cash and cash equivalents at beginning of period	18,284	18,284	23,309	
Increase (decrease) in cash and cash equivalents resulting from change of scope of consolidation	-	-	(10)	
<b>Cash and cash equivalents at end of period</b>	<b>15,613</b>	<b>23,309</b>	<b>15,708</b>	

## Highlights for the H1 of the Year Ending March 31, 2014 (Non-Consolidated)

FIELDS CORPORATION  
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【 P / L Statement 】 \*The numbers in upper parenthesis indicate YoY, the numbers in lower parenthesis indicate ratio to net sales.  
(Unit: Million yen)

	Year Ended March 31, 2013		Year Ending March 31, 2014	
	H1	Full-Year	H1	Full-Year Forecast
Net sales	(87.0) <b>24,789</b> [100.0]	(121.0) <b>97,301</b> [100.0]	(130.0) <b>32,218</b> [100.0]	(113.1) <b>110,000</b> [100.0]
Gross profit	(73.7) <b>7,428</b> [30.0]	(108.5) <b>29,341</b> [30.2]	(165.8) <b>12,319</b> [38.2]	(112.5) <b>33,000</b> [30.0]
SG&A expenses	(108.8) <b>8,943</b> [36.1]	(102.6) <b>19,317</b> [19.9]	(111.8) <b>9,997</b> [31.0]	(113.9) <b>22,000</b> [20.0]
Operating income	(-) <b>(1,515)</b> [-6.1]	(122.2) <b>10,023</b> [10.3]	(-) <b>2,321</b> [7.2]	(109.7) <b>11,000</b> [10.0]
Ordinary income	(-) <b>(1,246)</b> [-5.0]	(120.3) <b>10,219</b> [10.5]	(-) <b>2,590</b> [8.0]	(107.6) <b>11,000</b> [10.0]
Net income	(-) <b>(777)</b> [-3.1]	(124.0) <b>6,083</b> [6.3]	(-) <b>1,242</b> [3.9]	(90.4) <b>5,500</b> [5.0]

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

\*“YoY” and “Ratio to net sales” are calculated on this sheet above.

## 2. Supplementary Data for the First Half of the Year Ending March 31, 2014

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## Number of Pachinko/Pachislot Machines Sold for the Year Ending March 31, 2014

FIELDS CORPORATION  
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### 【 By Pachinko/Pachislot Brand 】

(Unit: Machines)

	Year Ended March 31, 2013					Year Ending March 31, 2014		
	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	H1
< Pachinko machines >								
Bisty	15,583	20,415	1,390	10,828	48,216	4,254	73,305	77,559
OK!!	-	-	25,770	6,667	32,437	1,453	19,076	20,529
Others	5,345	5,480	4,664	3,851	19,340	7,135	5,053	12,188
I) Total number of pachinko machines sold	20,928	25,895	31,824	21,346	99,993	12,842	97,434	110,276
< Pachislot machines >								
RODEO	39,317	-	-	65,232	104,549	1,039	25,429	26,468
Bisty	3,106	5,892	-	56,878	65,876	161	1,322	1,483
Enterrise	-	-	34,992	12,897	47,889	1,456	24,941	26,397
Others	1,439	4,526	2,895	943	9,803	3,004	4,277	7,281
II) Total number of pachislot machines sold	43,862	10,418	37,887	135,950	228,117	5,660	55,969	61,629
I + II) Total number of pachinko/pachislot machines sold	64,790	36,313	69,711	157,296	328,110	18,502	153,403	171,905

\* RODEO includes the sales number of "Kaiji 3" from GINZA Corporation released in the Year Ending March 31, 2014.

### 【 Major Sales Title 】

(Unit: Machines)

Release	Brand	Title	Q1	Q2	H1
■ Pachinko machines					
2013 May	Bisty	CR Beyond the Heavens	-	-	-
Jul.	Bisty	CR EVANGELION 8	-	72,000	72,000
Aug.	OK!!	New-century Pachinko BERSERK	-	19,000	19,000
Nov.	Bisty	CR TEKKEN	-	on sale	-
■ Pachislot machines					
2013 Sep.	GINZA	Kaiji 3	-	25,000	25,000
Sep.	Enterrise	Devil May Cry 4	-	24,000	24,000
Oct.	Bisty	PACHISLOT ULTRAMAN WARS	-	on sale	-
2014 Jan.	Bisty	MOBILE SUIT GUNDAM	-	on sale	-

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

\*The figures in H1 are as of September 30, 2013.

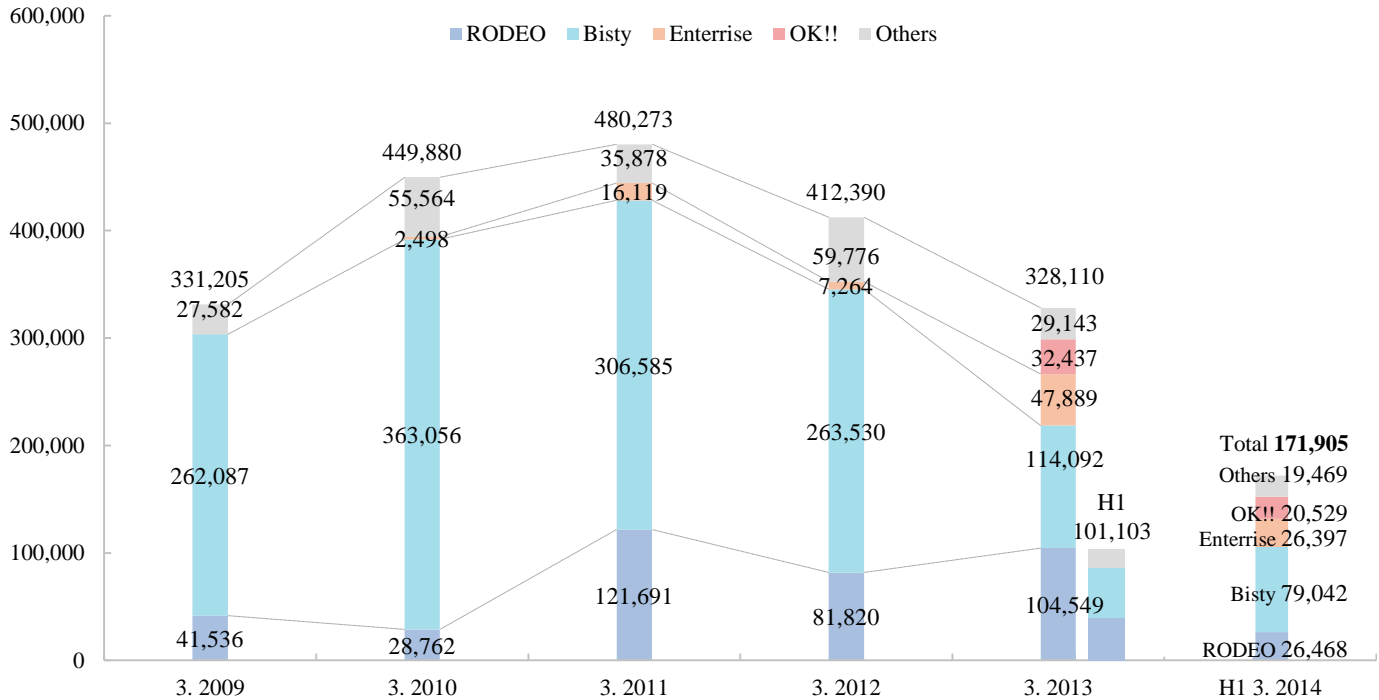


## Change in the Number of Pachinko/Pachislot Machines Sold (Graph)

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### 【 By Pachinko/Pachislot Brand 】

(Unit: Machines)

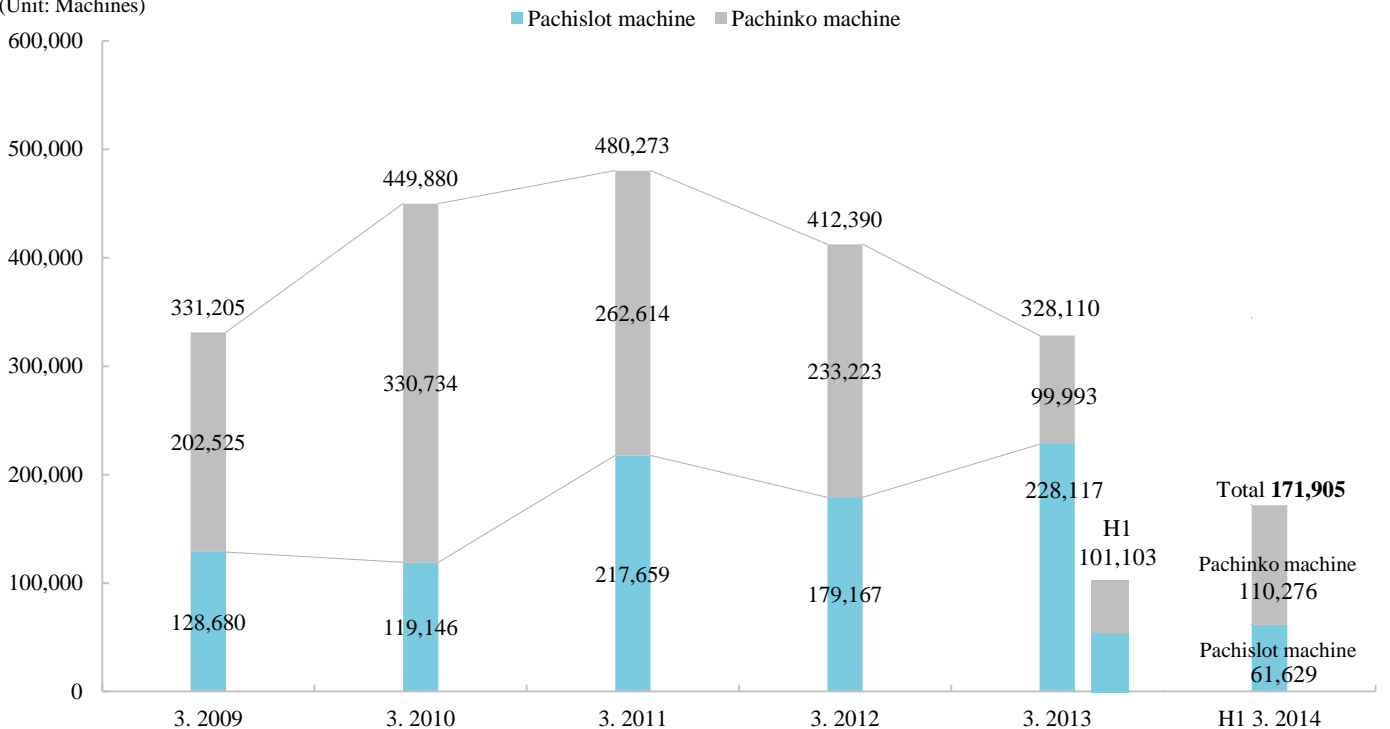


\*Enterrise has been published independently from "Others" since year ended March 31, 2010.

\*RODEO includes the sales number of "Kaiji 3" from GINZA Corporation released in the Year Ending March 31, 2014.

### 【 By Pachinko/Pachislot Machine 】

(Unit: Machines)



# Pachinko/Pachislot Machines' Titles from 3.2012 to 3.2014

(Sales units as of September 30, 2013)

## Pachinko machine

Launch of 2 pachinko titles [ Bisty 2 titles ]



©Gavex management inc. Gavex entertainment inc. ©Bisty  
©カラー ©Bisty

Launch of 5 pachinko titles [ Bisty 3 titles  
OK!! 2 titles ]



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## Pachislot machine

Launch of 6 pachislot titles [ RODEO 3 titles  
Bisty 2 titles  
Enterrise 1 title ]



©2011 藤澤明 橋本忍 小園英雄 NEP・GONZO ©FIELDS ©Bisty  
©黒澤プロダクション・Sammy・東映・ひまわり・NTV ©Sammy ©RODEO  
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Launch of 6 pachislot titles [ RODEO 2 titles  
Bisty 3 titles  
Enterrise 1 title ]



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3. 2012

3. 2013

3. 2014

[Q1] **Bisty**  
**CR Beyond the Heavens**  
[May] ©玉成太・李學仁 講談社 ©Bisty

[Q2] **Bisty**  
**CR EVANGELION 8**  
Sold: 72,000 machines  
[July] ©カラー ©Bisty

**OK!!**  
**New-century Pachinko BERSERK**  
Sold: 19,000 machines  
[August] ©三浦健太郎 (スタジオイカゲ)・白泉社・BERSERK FILM PARTNERS

[Q3] **Bisty**  
**CR TEKKEN**  
on sale  
[November] ©2013 NAMCO BANDAI Games Inc. ©Bisty

[Q1]

[Q2]

[September] **GINZA Kaiji 3**  
Sold: 25,000 machines  
©福本伸之 講談社・VAP・NTV  
©福本伸之 講談社・VAP・マッドハウス・NTV・D.N.ドリームパートナーズ ©Sammy ©RODEO

[September] **Enterrise Devil May Cry 4**  
Sold: 24,000 machines  
©CAPCOM CO., LTD. ALL RIGHTS RESERVED.

[Q3] **Bisty**  
**PACHISLOT ULTRAMAN WARS**  
on sale  
[October] ©TSUBURAYA PRAD

**Bisty**  
**MOBILE SUIT GUNDAM**  
on sale  
[January] ©創通・サンライズ

\*Regarding the titles of pachinko/pachislot machines for which the number of machines sold was less than 10,000, the number of machines sold is not disclosed.  
\*Please refer to pages 18-19 for details on titles launched in the year ended March 31, 2012 and the year ended March 31, 2013.

### 3. Appendix I

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# Corporate Profile

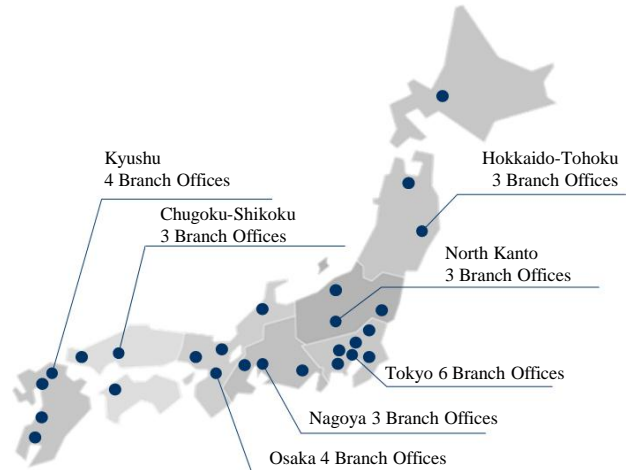
FIELDS CORPORATION

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(As of September 30, 2013)

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	Shibuya Garden Tower, 16-17 Nampeidai-cho, Shibuya-ku, Tokyo 150-0036, Japan
Common stock	¥7,948.03 million
Stock information	Total number of shares issued and outstanding: 34,700,000 * (Treasury stock: 1,516,200)
Securities exchange	Tokyo Stock Exchange JASDAQ (Standard) Code: 2767
Number of employees	1,544 (Consolidated), 763 (Non-Consolidated)
Main business activities	Content-related businesses Planning, development and sales of pachinko/pachislot machines
Consolidated subsidiaries	<ul style="list-style-type: none"> <li>•Lucent Pictures Entertainment, Inc.</li> <li>•Digital Frontier Inc.</li> <li>•Tsuburaya Productions Co., Ltd.</li> <li>•FutureScope Corporation</li> <li>•Total Workout premium management Inc. and 10 other companies</li> </ul>
Equity method companies	<ul style="list-style-type: none"> <li>•HERO'S INC.</li> <li>•Kadokawa Haruki Corporation</li> <li>•RODEO Co., Ltd. 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, West Tokyo, Chiba, Saitama, Yokohama, Tsukuba, Nagoya, Mie, Shizuoka, Osaka, Kyoto, Kobe, Kanazawa, Hiroshima, Yamaguchi, Matsuyama, Fukuoka, Saga, Kumamoto, Kagoshima



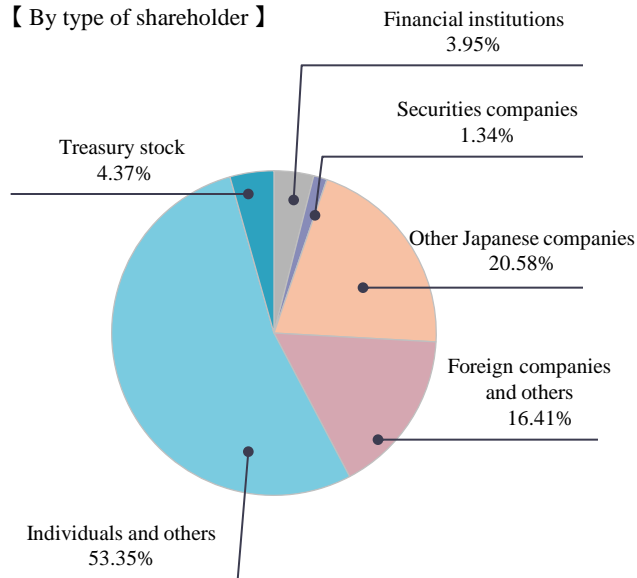
\*The number of shares to constitute a share-trading unit was changed to 100 shares in October 2012.

## Stock Information

(As of September 30, 2013)

Shareholders	Number of shares held	Percentage of outstanding shares held
Hidetoshi Yamamoto	8,675,000	25.00%
SANKYO CO., LTD.	5,205,000	15.00%
Takashi Yamamoto	3,612,800	10.41%
Mint Co.	1,600,000	4.61%
Treasury Stock	1,516,200	4.37%
NORTHERN TRUST CO. (AVFC) SUB A/C AMERICAN CLIENTS	971,148	2.80%
THE CHASE MANHATTAN BANK. N. A. LONDON SEC LENDING OMNIBUS ACCOUNT	750,400	2.16%
Takashi Oya	450,000	1.30%
Trust & Custody Services Bank, Ltd. (Securities investment trust account)	384,900	1.11%
The Master Trust Bank of Japan, Ltd. (Trust account)	354,800	1.02%

【 By type of shareholder 】



From 1988  
Seeking to Create New  
Entertainment That  
Enriches People's Lives

- 1988 Toyo Shoji Co., Ltd. established in Nagoya to sell pachinko/pachislot machines
  - 1992 Leisure Nippon News Company acquired; Formulation of a vision for the pachinko industry began, Cutting-edge information service launched
    - 1992 "Hall TV", a pachinko hall management support system, launched
    - 1994 "Pachinko Information Station", a direct-to-hall communications satellite broadcast for the pachinko industry, launched
- Regional and branch offices throughout Japan were expanded to establish our foundation as a distributor

From 1998  
Focusing on Developing Machines  
That Provide Greater Entertainment  
Value

- 1999 ISO 9002 certification (Sales Division) obtained to provide superior operational quality to customers
  - 2001 **Company name changed from Toyo Shoji Co., Ltd. to Fields Corporation**  
Alliance with leading manufacturers formed to develop pachinko/pachislot machines utilizing IP
    - 2001 Alliance with Sammy Corporation formed; Exclusive sales of RODEO brand machines began
    - 2003 Alliance with SANKYO CO., LTD. formed; Exclusive sales of Bisty brand machines began
    - 2008 Alliance with KYORAKU SANGYO formed
    - 2011 Alliance with Universal Entertainment Corporation formed
- Sports entertainment field entered to acquire IP rights
- 2001 Professional Management Co., Ltd. launched; Entertainment production began
  - 2001 Total Workout Corporation established to provide high-quality sports gyms
  - 2005 3 sports-related subsidiaries merged and renamed Japan Sports Marketing Inc.
  - 2011 Total Workout premium management Inc. established
  - 2012 Sports gym business absorbed by Fields Corporation in light of the growth prospects and synergies

From 2003  
Toward the Multifaceted Development of IP

- 2003 **Shares listed on the JASDAQ market; New IP core business model announced**  
The video game field entered as part of multifaceted IP development
  - 2004 Pachinko/pachislot machine simulator software launched, following investment in D3 Publisher Inc.
  - 2009 D3 Inc. shares sold to NAMCO BANDAI Games Inc.; Relationship with NAMCO BANDAI Games strengthened
- 2005 **The movie field entered to acquire IP and promote multifaceted IP development**
  - 2005 Planning and production of many movies for the theater began, following investment in Kadokawa Haruki Corporation
  - 2008 Promotion of trend-setting cinema complexes for independent films began, following investment in SPO Inc. (management company of movie theaters)
- 2006 **The cabled and mobile online services field entered for the acquisition, creation and multifaceted development of IP**
  - 2006 The mobile site "Fields Mobile" developed, following investment in FutureScope Corporation
  - 2010 IP Bros. Incorporated jointly established with NHN Japan Corporation; Pachinko/pachislot-related site "Nanapachi" developed
- 2007 **The animation field entered to acquire and cultivate IP**
  - 2007 Operations at Lucent Pictures Entertainment, Inc. began; Feature-length animation film "BERSERK" planned and produced

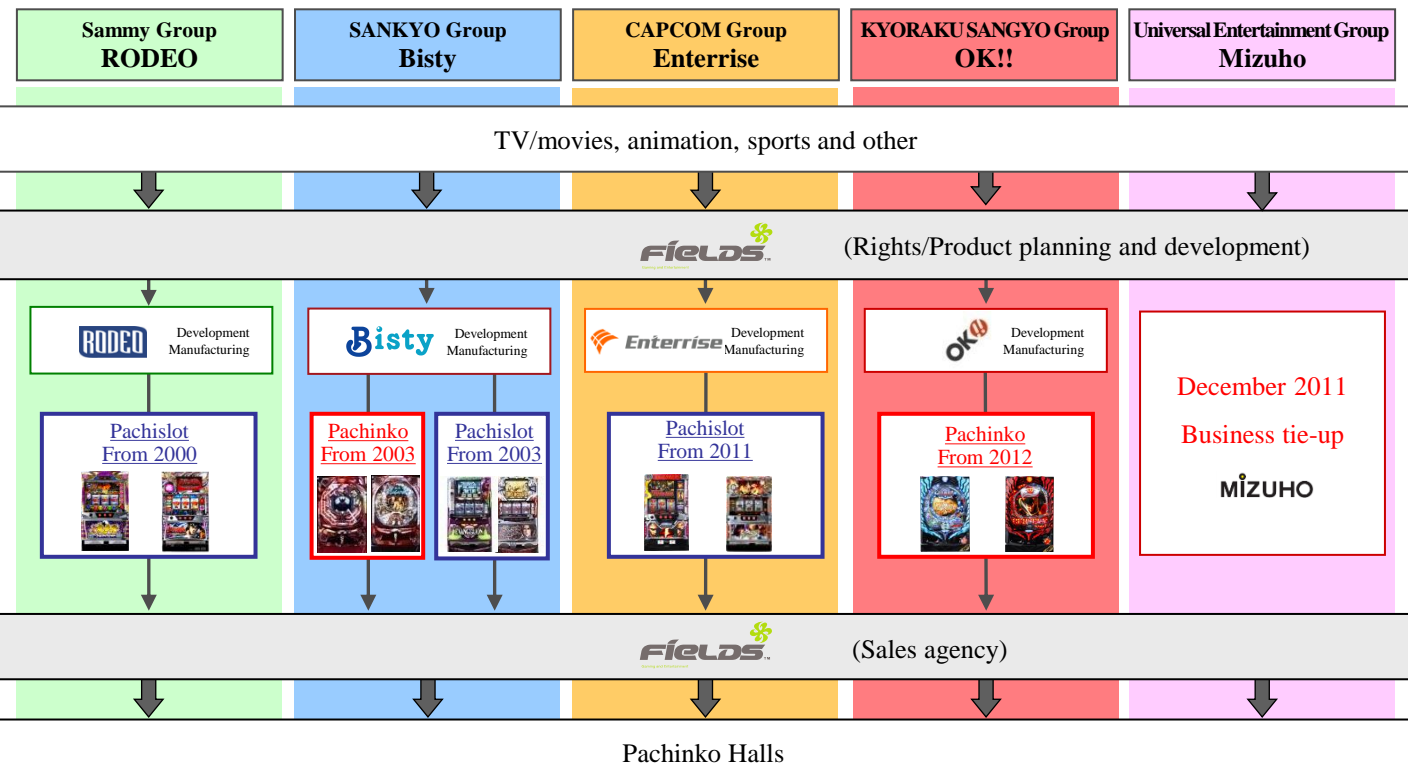
From 2008  
Toward IP Value Maximization

- 2008 **The video development field entered to enhance the entertainment offered by pachinko and pachislot**
  - 2008 Shinnichi Technology Co., Ltd. established
  - 2009 F Corporation (currently BOOOM Corporation) established
  - 2011 MICROCABIN CORP. made a subsidiary
  - 2011 NEX ENTERTAINMENT CO., LTD. made a subsidiary
- The digital comics fields entered as part of multifaceted IP development efforts**
  - 2008 Digital comics distribution began, following investment in Bbmf Magazine, inc.
  - 2012 Sold shares in Bbmf Magazine, inc.
- 2010 **The comics field entered to create IP**
  - 2010 Publishing company HERO'S INC. jointly established with Shogakukan Creative INC. Tsuburaya Productions Co., Ltd., owner of the "Ultraman" series and other high-quality IP, made a subsidiary
  - 2011 Publishing of "HERO'S Monthly" magazine began
  - 2012 Published "HERO'S Comics"
- The movie production field entered to acquire and cultivate IP**
  - 2010 Digital Frontier Inc. made a subsidiary; Provision of high-quality video technology began
- 2012 **Refined and formulated "Developing Business Model" based on characters and other IP with the aim of maximizing IP value**

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

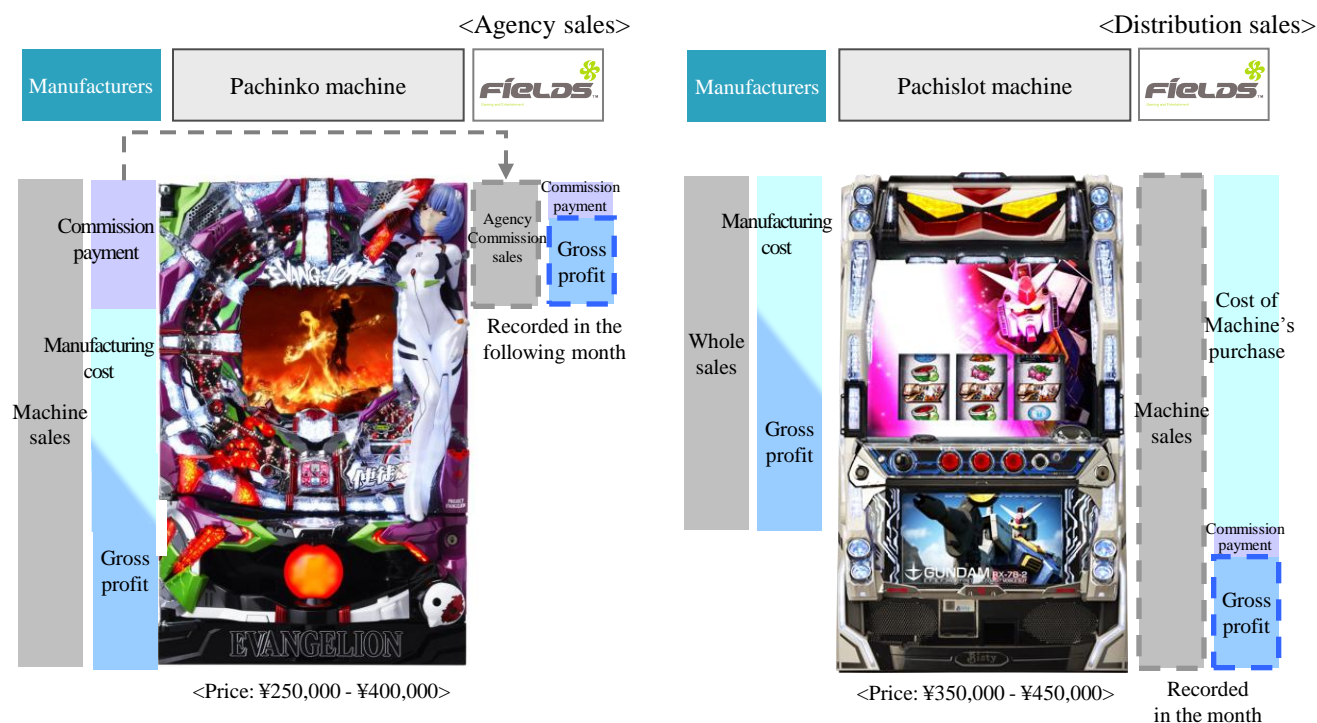
FIELDS CORPORATION  
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(As of September 30, 2013)



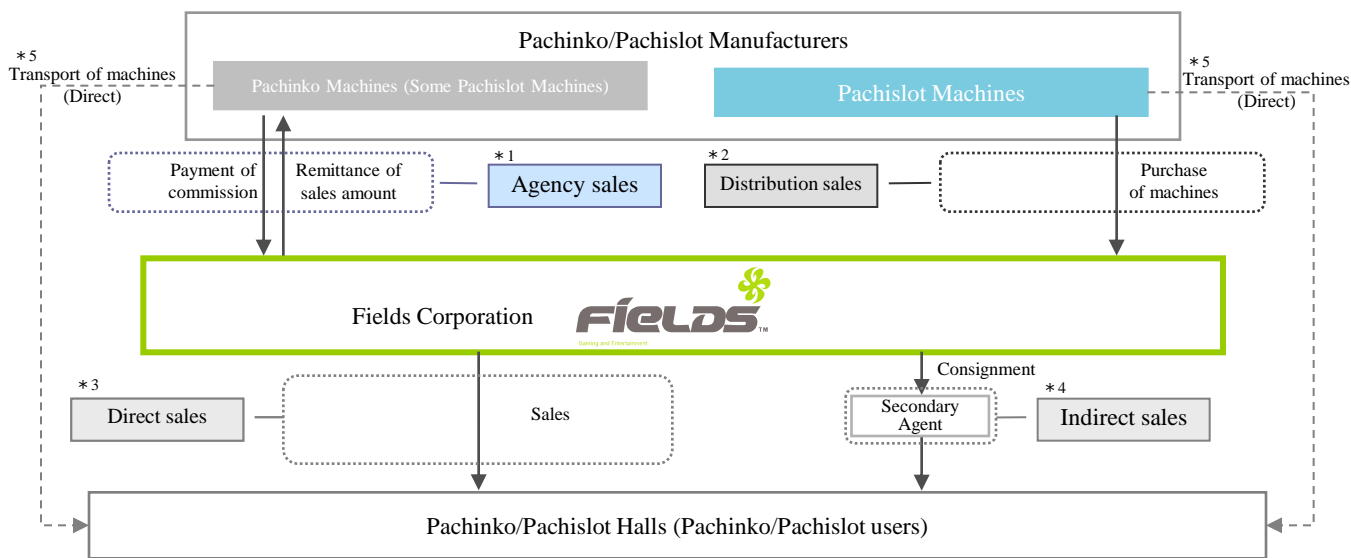
## Accounting Method of Pachinko/Pachislot Sales (Image)

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## Glossary of Fields' Pachinko/Pachislot Machine Sales

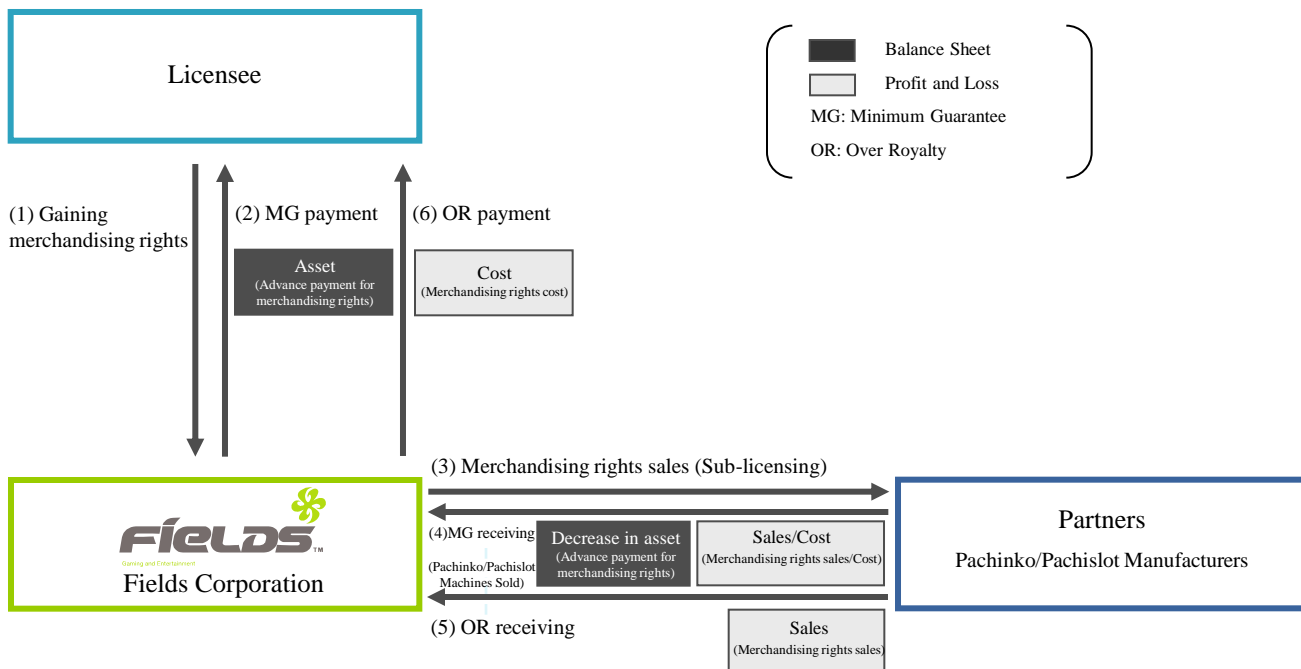
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- |                          |   |   |  |
|--------------------------|---|---|--|
| *1 Agency sales          | : Sales and profit by commission                                    | *2 Distribution sales   | : Sales and profit by purchase of machines |
| *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	
	<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>Kiseki no Kachiwa</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		
	 <b>Premium Model</b> May 2008 <u>50,000 machines</u>	3. 2009	 <b>That time has come, they're waiting for us</b> Sep. 2008 <u>90,000 machines</u>
	<b>The Beginning and the End</b> Apr. 2009 <u>237,000 machines</u>	3. 2010	 <b>Die Spur der SEELE</b> Mar. 2010 <u>84,000 machines</u>
	<b>Evangelical of the Beginnings</b> Jun. 2010 <u>205,000 machines</u>	3. 2011	 <b>For your own wish</b> Mar. 2011 <u>78,000 machines</u>
	<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>	3. 2012	 <b>The Heartbeat of Life</b> Feb. 2012 <u>47,000 machines</u>
	 <b>EVA Light III</b> May 2012 <u>16,000 machines</u>	3. 2013	 <b>EVANGELION</b> Feb. 2013 <u>57,000 machines</u>
	 <b>EVANGELION7 Smile Model</b> Dec. 2012 <u>12,000 machines</u>		
	<b>EVANGELION 8</b> Jul. 2013 <u>72,000 machines</u>	3. 2014	

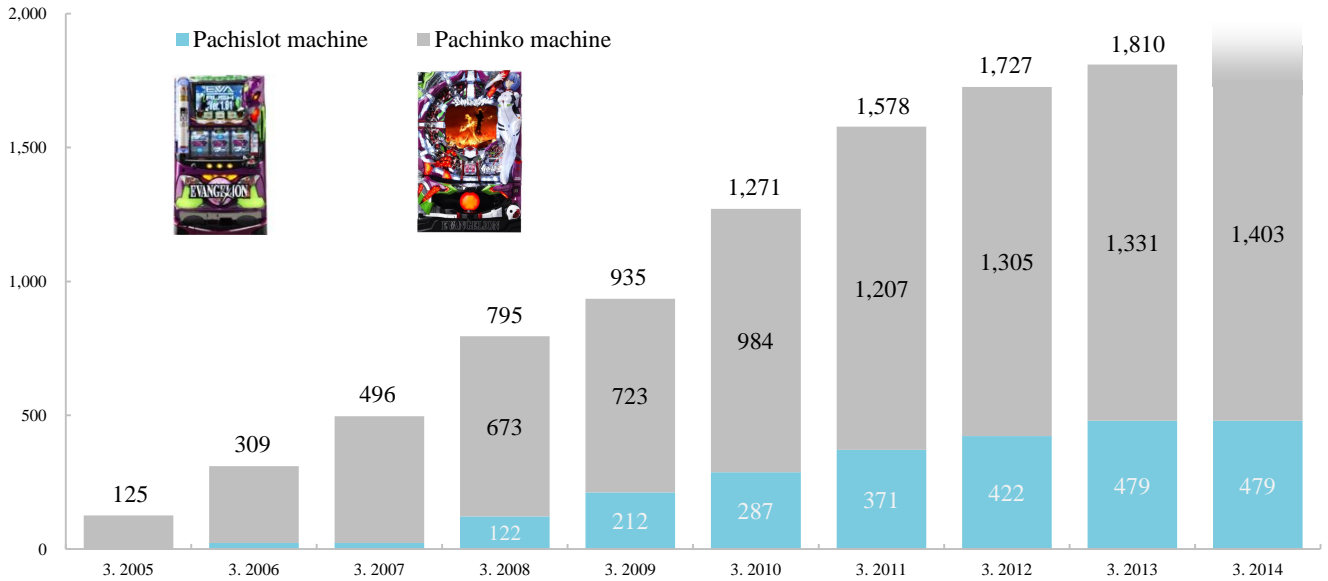


## Total Sales of "Evangelion" Series Machines

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Planned and sold 7 pachinko and 7 pachislot titles since the year ended March 2005  
Total sales exceeded 1.8 million machines for the year ended March 2013

(Unit: Thousand machines)



## Number of Machines Sold (Details)

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(Unit: Machines)

	3. 2009			3. 2010			3. 2011			3. 2012			3. 2013			3. 2014
	H1	H2	Full	H1	H2	Full	H1	H2	Full	H1	H2	Full	H1	H2	Full	H1
Number of machines sold	216,832	114,373	331,205	274,144	175,736	449,880	293,128	187,145	480,273	151,254	261,136	412,390	101,103	227,007	328,110	<b>171,905</b>
■ Sales ratio																
Pachinko	137,539	64,986	202,525	266,284	64,450	330,734	226,620	35,994	262,614	89,264	143,959	233,223	46,823	53,170	99,993	<b>110,276</b>
	63.4%	56.8%	61.1%	97.1%	36.7%	73.5%	77.3%	19.2%	54.7%	59.0%	55.1%	56.6%	46.3%	23.4%	30.5%	<b>64.1%</b>
Pachislot	79,293	49,387	128,680	7,860	111,286	119,146	66,508	151,151	217,659	61,990	117,177	179,167	54,280	173,837	228,117	<b>61,629</b>
	36.6%	43.2%	38.9%	2.9%	63.3%	26.5%	22.7%	80.8%	45.3%	41.0%	44.9%	43.4%	53.7%	76.6%	69.5%	<b>35.9%</b>
■ Agency/Distribution sales ratio																
Agency sales	138,492	66,674	205,166	255,570	67,177	322,747	228,042	40,130	268,172	91,839	148,505	240,344	52,274	57,008	109,282	<b>116,235</b>
	63.9%	58.3%	61.9%	93.2%	38.2%	71.7%	77.8%	21.4%	55.8%	60.7%	56.9%	58.3%	51.7%	25.1%	33.3%	<b>67.6%</b>
Distribution sales	78,340	47,699	126,039	18,574	108,559	127,133	65,086	147,015	212,101	59,415	112,631	172,046	48,829	169,999	218,828	<b>55,670</b>
	36.1%	41.7%	38.1%	6.8%	61.8%	28.3%	22.2%	78.6%	44.2%	39.3%	43.1%	41.7%	48.3%	74.9%	66.7%	<b>32.4%</b>
■ Direct/Indirect sales ratio																
Direct sales	177,552	89,735	267,287	221,521	145,626	367,147	239,336	156,701	396,037	123,142	223,672	346,814	81,336	187,610	268,946	<b>144,481</b>
	81.9%	78.5%	80.7%	80.8%	82.9%	81.6%	81.6%	83.7%	82.5%	81.4%	85.7%	84.1%	80.4%	82.6%	82.0%	<b>84.0%</b>
Indirect sales	39,280	24,638	63,918	52,623	30,110	82,733	53,792	30,444	84,236	28,112	37,464	65,576	19,767	39,397	59,164	<b>27,424</b>
	18.1%	21.5%	19.3%	19.2%	17.1%	18.4%	18.4%	16.3%	17.5%	18.6%	14.3%	15.9%	19.6%	17.4%	18.0%	<b>16.0%</b>

## Titles of Pachinko Machines Sold (3.2002-3.2013)

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\*The figures are the cumulative number of units sold.

(Unit: Machines)

	Sammy	Sold	Bisty	Sold	OK!!	Sold
3. 2013			Evangelion 7 Smile Model	12,000	New-century Pachinko GHOST IN THE SHELL: STAND ALONE COMPLEX GHOST VERSION	-
			CR Sengoku BASARA 3 —The Battle of Sekigahara	16,000	New-century Pachinko GHOST IN THE SHELL: STAND ALONE COMPLEX	26,000
			EVA Light III	16,000		
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		
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 disclosed.

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

## Titles of Pachislot Machines Sold (3.2001-3.2013)

\*The figures are the cumulative number of units sold.

(Unit: Machines)

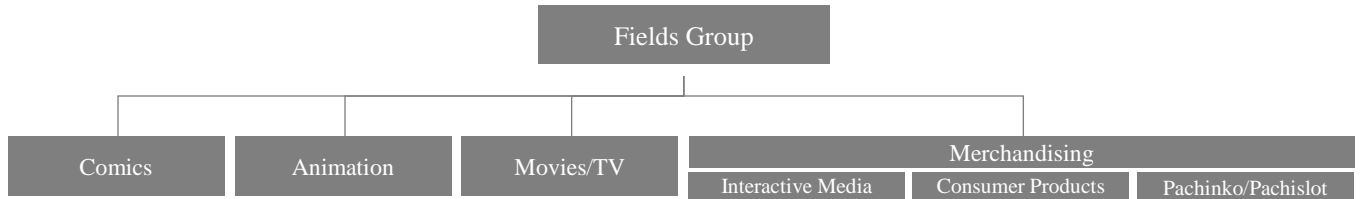
	RODEO	Sold	Bisty	Sold	Olympia	Sold	Enterrise	Sold
3. 2013	Pachislot Shin-Onimusha Sairin	41,000	EVANGELION	57,000			Resident Evil 5	48,000
	SAKIGAKE OTOKOJUKU—TENCHO-GORIN THE FINAL	24,000	Yaoh	-				
3. 2012	Pachislot Monster Hunter	96,000	Evangelion —the Heartbeat of Life	47,000			Street Fighter IV	-
	Rahxephon	-	SAMURAI 7	13,000				
	Kaze no Youjinbou —Memory of Butterflies	23,000						
3. 2011	Gravion	-	MOBASLO Evangelion —for your own wish	78,000			Sengoku BASARA 2	16,000
	Ore no Sora —Spirit of Young Justice	38,000	Magical Shopping Arcade Abenobashi	-				
	Gamera	13,000						
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				
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 WANTOUCHABLE (Sammy)	61,000	KAIZOKU	-	Ougonshin	13,000		
	JET SET RADIO	22,000						
	Charlie's Angels	-						
	Sloter Kintaro	52,000						
	Yajyu	14,000						
3. 2003	KAZENYOUJINBOU	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 disclosed.

## Group Structure



(As of September 30, 2013)



### 【 Main group companies 】

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

## Change in Quarterly P/L Statement (Table)

### 【 Consolidated 】

(Unit: Million yen)

	3. 2012					3. 2013					3. 2014				
	Q1	Q2	Q3	Q4	Full	Q1	Q2	Q3	Q4	Full	Q1	Q2	Q3	Q4	Full
Net sales	17,635	15,717	9,709	49,134	92,195	21,145	7,973	18,627	60,396	108,141	5,748	30,637			
Gross profit	5,076	6,907	4,343	15,004	31,330	5,566	3,258	6,239	18,216	33,279	2,027	11,621			
SG & A expenses	5,302	5,099	5,903	6,499	22,803	5,282	5,402	5,535	6,745	22,964	5,856	5,615			
Operating income	(225)	1,807	(1,560)	8,505	8,527	283	(2,142)	703	11,470	10,314	(3,829)	6,005			
Ordinary income	(266)	1,979	(1,607)	8,555	8,661	574	(2,312)	763	11,243	10,268	(3,759)	5,903			
Net income	(284)	2,712	(1,296)	4,859	5,991	342	(1,322)	303	5,397	4,720	(2,290)	3,724			

	3. 2009					3. 2010					3. 2011				
	Q1	Q2	Q3	Q4	Full	Q1	Q2	Q3	Q4	Full	Q1	Q2	Q3	Q4	Full
Net sales	7,321	34,269	23,461	7,984	73,035	16,038	5,406	3,077	41,821	66,342	21,344	21,668	28,421	32,160	103,593
Gross profit	2,114	12,408	8,179	1,323	24,024	12,402	707	888	12,892	26,889	7,663	11,328	7,292	8,846	35,129
SG & A expenses	5,426	5,843	5,350	5,444	22,063	3,877	3,845	4,906	6,136	18,764	5,314	4,495	5,775	6,409	21,993
Operating income	(3,312)	6,564	2,830	(4,122)	1,960	8,524	(3,138)	(4,018)	6,756	8,124	2,348	6,834	1,517	2,437	13,136
Ordinary income	(3,161)	6,184	2,581	(4,613)	991	8,519	(3,468)	(3,961)	6,671	7,761	2,518	6,985	1,980	2,201	13,684
Net income	(2,289)	3,134	809	(3,135)	(1,481)	4,711	(2,530)	(2,454)	3,562	3,289	1,477	3,951	1,043	1,049	7,520

### 【 Non-Consolidated 】

(Unit: Million yen)

	3. 2012					3. 2013					3. 2014				
	Q1	Q2	Q3	Q4	Full	Q1	Q2	Q3	Q4	Full	Q1	Q2	Q3	Q4	Full
Net sales	15,349	13,132	7,276	44,637	80,394	19,199	5,590	16,207	56,305	97,301	4,170	28,048			
Gross profit	4,059	6,015	3,249	13,713	27,036	5,011	2,417	5,367	16,546	29,341	1,403	10,916			
SG & A expenses	4,165	4,051	5,065	5,553	18,834	4,406	4,537	4,667	5,707	19,317	4,985	5,012			
Operating income	(106)	1,964	(1,817)	8,161	8,202	605	(2,120)	701	10,837	10,023	(3,582)	5,903			
Ordinary income	11	2,128	(1,713)	8,070	8,496	806	(2,052)	851	10,614	10,219	(3,339)	5,929			
Net income	(101)	1,221	(938)	4,723	4,905	452	(1,229)	530	6,330	6,083	(2,004)	3,246			

	3. 2009					3. 2010					3. 2011				
	Q1	Q2	Q3	Q4	Full	Q1	Q2	Q3	Q4	Full	Q1	Q2	Q3	Q4	Full
Net sales	3,950	30,407	16,673	2,113	53,143	14,905	4,328	1,739	40,385	61,357	18,310	18,695	25,165	28,801	90,971
Gross profit	2,090	11,417	5,777	146	19,430	11,901	332	232	12,028	24,493	6,542	10,137	6,004	7,514	30,197
SG & A expenses	3,569	4,304	3,748	3,990	15,611	3,277	3,243	4,043	5,312	15,875	4,166	3,316	4,639	5,156	17,277
Operating income	(1,478)	7,111	2,029	(3,844)	3,818	8,623	(2,911)	(3,811)	6,717	8,618	2,375	6,821	1,366	2,358	12,920
Ordinary income	(1,721)	7,218	4,153	(3,808)	5,842	8,761	(2,900)	(3,693)	6,662	8,830	2,505	6,911	1,558	2,477	13,451
Net income	(948)	4,177	2,173	(4,257)	1,145	5,119	(2,064)	(2,107)	3,575	4,538	1,362	3,984	766	714	6,826

\*Q2-Q4 figures are calculated on this sheet above.

## Financial Highlights (3.2003-3.2008)

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\*The numbers in upper parenthesis indicate 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

(Unit: Yen)

Indicators per share	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

(Unit: %)

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	(3) 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 the year ended March 31, 2007.

(2) Payout ratio for the year ended March 31, 2004 was computed including a commemorative dividend.

(3) January 2003 1:5 stock split / Year ended March 31, 2004 1:2 stock split.

## Financial Highlights (3.2009-3.2014)

FIELDS CORPORATION

The Greatest Leisure for All People

\*The numbers in upper parenthesis indicate YoY.

(Unit: Million yen)

	3. 2009	3. 2010	3. 2011	3. 2012	3. 2013	H1 3. 2014
Net sales	(71.7) 73,035	(90.8) 66,342	(156.1) 103,593	(89.0) 92,195	(117.3) 108,141	(125.0) <b>36,385</b>
Gross profit	(69.5) 24,024	(111.9) 26,889	(130.6) 35,129	(89.2) 31,330	(106.2) 33,279	(154.7) <b>13,648</b>
SG&A expenses	(103.2) 22,063	(85.0) 18,764	(117.2) 21,993	(103.7) 22,803	(100.7) 22,964	(107.4) <b>11,471</b>
Operating Income	(14.9) 1,960	(414.5) 8,124	(161.7) 13,136	(64.9) 8,527	(121.0) 10,314	(-) <b>2,176</b>
Ordinary income	(8.5) 991	(783.1) 7,761	(176.3) 13,684	(63.3) 8,661	(118.6) 10,268	(-) <b>2,144</b>
Net income	(-) (1,481)	(-) 3,289	(228.6) 7,520	(79.7) 5,991	(78.8) 4,720	(-) <b>1,434</b>
Common stock	7,948	7,948	7,948	7,948	7,948	<b>7,948</b>
Net assets	39,496	41,187	47,021	51,555	55,098	<b>56,106</b>
Total assets	52,064	81,329	78,971	93,601	106,628	<b>83,774</b>
Cash flows from operating activities	4,147	8,429	8,005	10,015	13,570	<b>(4,554)</b>
Cash flows from investing activities	(6,182)	(1,011)	(4,356)	(4,798)	(6,263)	<b>(1,650)</b>
Cash flows from financing activities	602	(2,687)	(3,915)	(2,565)	(2,277)	<b>(1,387)</b>
Cash and cash equivalents at the end of year	11,181	15,906	15,632	18,284	23,309	<b>15,708</b>

(Unit: Yen)

Indicators per share	3. 2009	3. 2010	3. 2011	3. 2012	3. 2013 (4)	H1 3. 2014
Net assets per share	117,326	123,645	140,853	153,904	1,644.15	<b>1681.62</b>
Annual dividend per share	4,500 Interim 2,000 Year-end 2,500	4,500 Interim 2,000 Year-end 2,500	5,000 Interim 2,500 Year-end 2,500	5,000 Interim 2,500 Year-end 2,500	50 Interim 25 Year-end 25	<b>(Forecast) 50</b> Interim 25 Year-end 25
Net income per share	(4,271)	9,796	22,643	18,044	142.27	<b>43.22</b>

(4) The number of shares to constitute a share-trading unit was changed to 100 shares in October 2012.

The figure given for the interim dividend for the year ended March 31, 2013 takes a stock split into account.

(Unit: %)

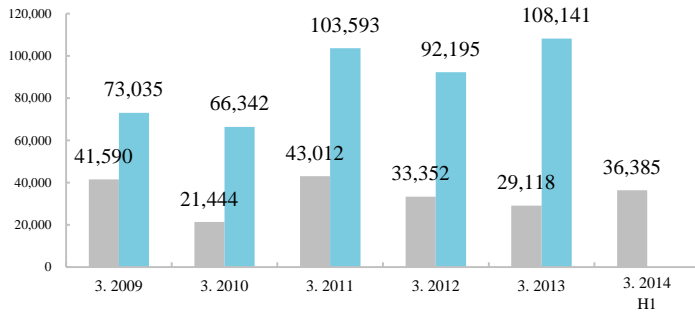
Management indicators	3. 2009	3. 2010	3. 2011	3. 2012	3. 2013	H1 3. 2014
Shareholders' equity ratio	75.8	50.5	59.2	54.6	51.2	<b>66.6</b>
Return on equity (ROE)	(3.5)	8.2	17.1	12.2	8.9	<b>2.6</b>
Return on assets (ROA)	1.6	11.6	17.1	10.0	10.3	<b>2.3</b>
Payout ratio	-	45.9	22.1	27.7	35.1	-

Other	3. 2009	3. 2010	3. 2011	3. 2012	3. 2013 (4)	H1 3. 2014
Total number of shares issued and outstanding (shares)	347,000	347,000	347,000	347,000	34,700,000	<b>34,700,000</b>
Treasury stock (shares)	10,643	14,885	14,885	15,162	1,516,200	<b>1,516,200</b>
Number of employees (people)	827	909	1,149	1,324	1,416	<b>1,544</b>

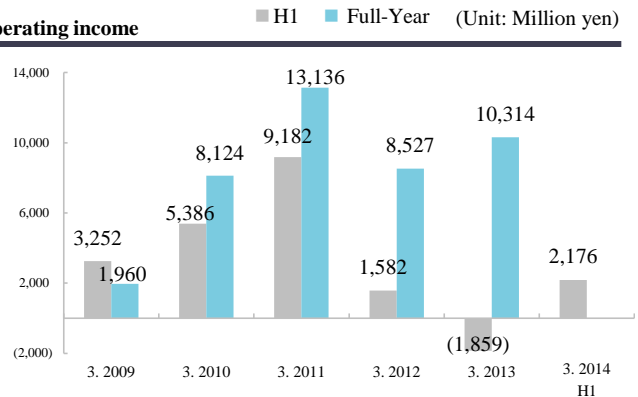
## Change in Financial Results (Graph) (Consolidated)

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### Net sales



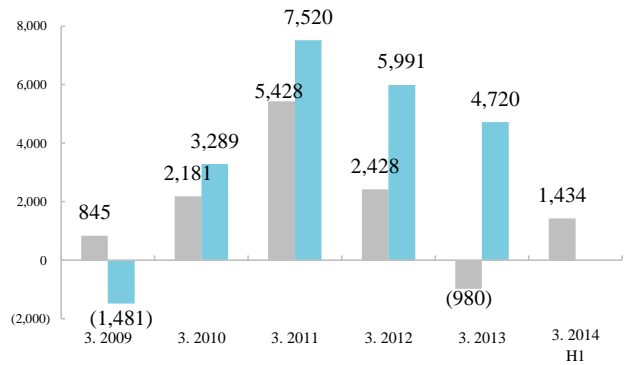
### Operating income



### Ordinary income



### Net income

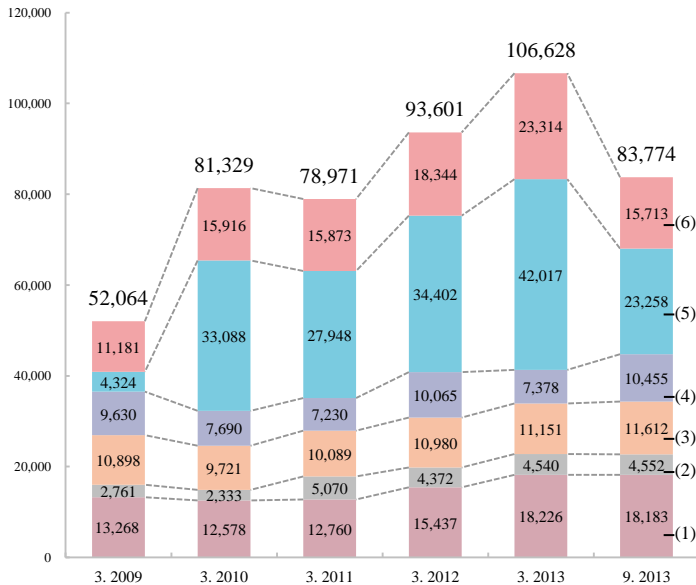


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## Change in Assets/Liabilities, Net Assets (Graph) (Consolidated)

### Change in assets

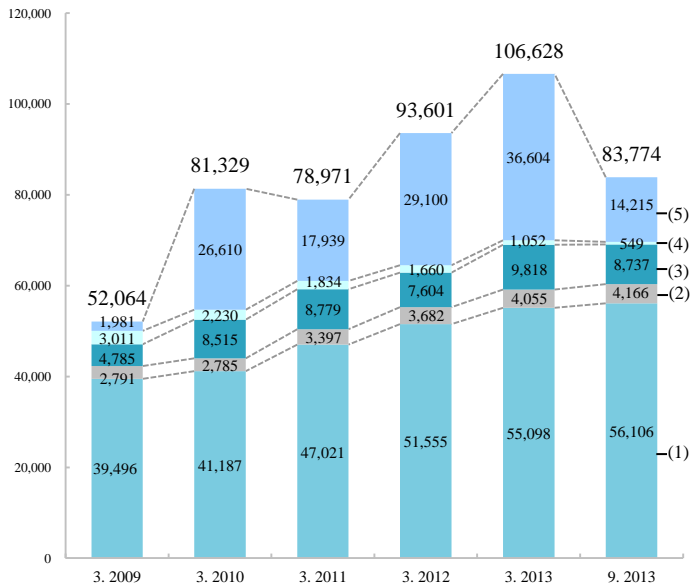
- (1) Investments and other assets
- (2) Intangible fixed assets
- (3) Tangible fixed assets
- (4) Other current assets
- (5) Notes and accounts receivable—trade
- (6) Cash and cash equivalents



### 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 (Graph) (Consolidated)

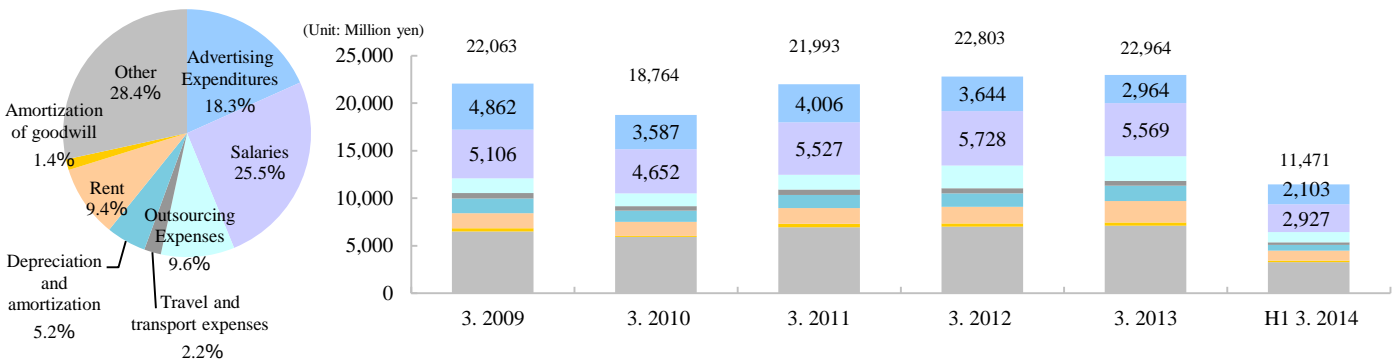
FIELDS CORPORATION  
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(Unit: Million yen)

	3. 2009	3. 2010	3. 2011	3. 2012	3. 2013	H1 3. 2014
Advertising expenditures	4,862	3,587	4,006	3,644	2,964	2,103
Salaries	5,106	4,652	5,527	5,728	5,569	2,927
Provision for accrued bonuses	202	257	290	246	247	16
Provision for accrued bonuses to directors and auditors	245	135	220	240	230	120
Outsourcing expenses	1,532	1,373	1,553	2,373	2,608	1,097
Travel and transport expenses	596	469	551	542	507	251
Depreciation and amortization	1,534	1,175	1,393	1,431	1,623	599
Rent	1,608	1,475	1,654	1,749	2,249	1,073
Provision to allowance for doubtful accounts	29	249	-	(52)	(56)	(7)
Retirement benefit expenses	70	68	76	86	92	45
Amortization of goodwill	332	87	366	333	319	158
Other	5,947	5,237	6,357	6,483	6,608	3,089
<b>Total SG&amp;A expenses</b>	<b>22,063</b>	<b>18,764</b>	<b>21,993</b>	<b>22,803</b>	<b>22,964</b>	<b>11,471</b>

\*“Other” is calculated on this sheet above

■ Advertising expenditures 
 ■ Salaries 
 ■ Outsourcing expenses 
 ■ Travel and transport expenses 
 ■ Depreciation and amortization 
 ■ Rent 
 ■ Amortization of goodwill 
 ■ Other

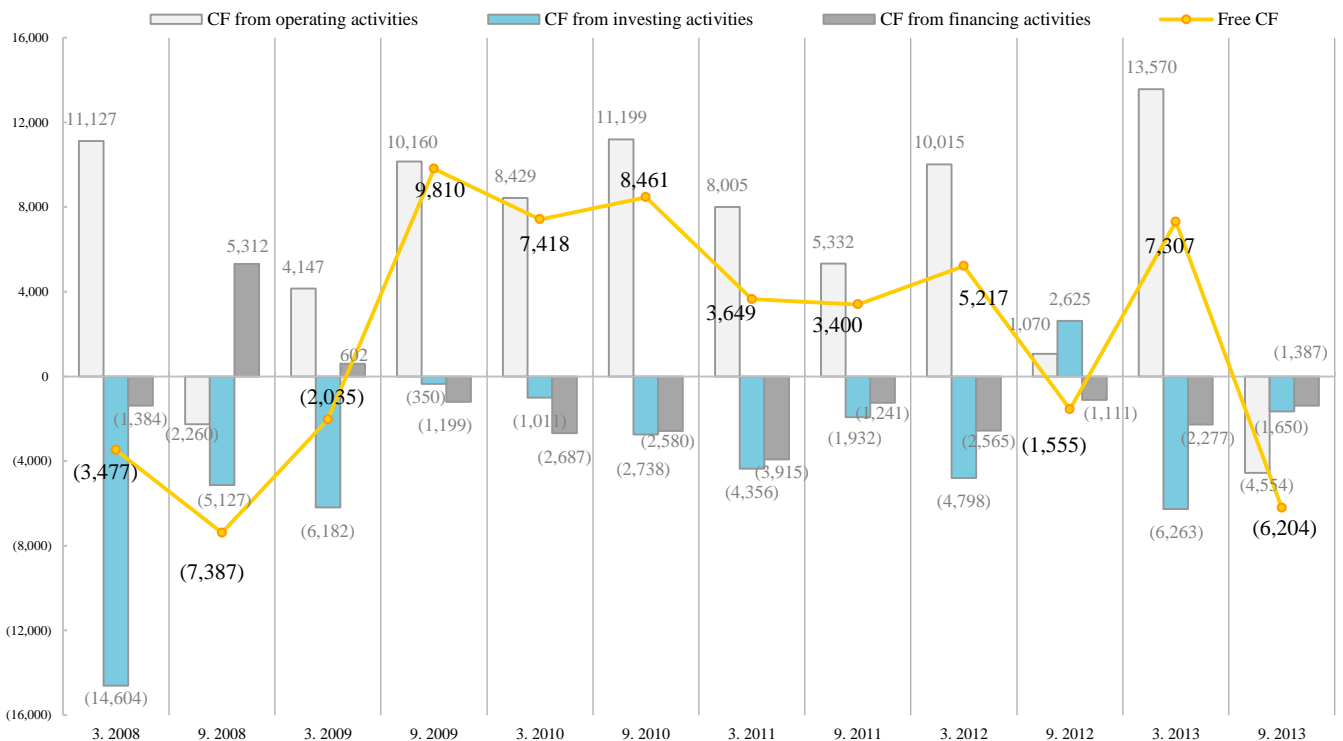


## Change in Free Cash Flow (Graph)

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

(Unit: Million yen)



## CSR Activities

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The Greatest Leisure for All People

Basic approach to CSR

Our corporate activities and CSR should be one and the same

### 【 Fields Topics 】

Topic 1	Ongoing implementation of power-saving measures
Description	<p>The Company will continue to comply with power-saving measures in summer 2013, as in 2012.</p> <p>Measures related to air conditioning equipment:</p> <ul style="list-style-type: none"> <li>Reduction in hours of operation and thorough management of air conditioner temperatures</li> <li>Use of lighting reduced and light bulbs changed to LED light bulbs</li> <li>Energy-saving multi-function machines adopted</li> </ul> <p>Measures related to office equipment:</p> <ul style="list-style-type: none"> <li>Introduction of power-saving office equipment, reductions in standby power use of computers and other equipment</li> </ul> <p>Measures in compliance with “Cool Biz” program</p>

Topic 2	Charity golf tournament support
	“THE LEGEND CHARITY PRO-AM TOURNAMENT”
Date	May 11-12, 2013
Activities	Proceeds from entree fee, charity auction, sale of tickets to the venue were donated
Donations	Donated to regions affected by the Great East Japan Earthquake for reconstruction support

Topic 3	Active participation in volunteer activities
	Eco-activities through joining Cleanup Campaign
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 a month
Apr. 2012	Joined “Cleanup Campaign at Kugenuma beach” organized by JEAN
Aug. 2012	Joined “Odaiba Park Tori No Shima Rediscovery Tour” (cleanup campaign) organized by Tokyo Waterfront Subcenter Group, Tokyo Port Office, Ministry of Land, Infrastructure, Transport and Tourism
Mar. 2013	Held a cleanup at Yoyogi Park (joint activity with Artnature Inc.)
Mar. 2013~	Held a cleanup at Nanpeidai-cho (around the Head Office) once a month
Sep. 2013	Joined “Cleanup Campaign at Kugenuma beach” organized by JEAN

Topic 4	Introduction of the Eco-Car
Object	Sales cars : 256
Duration	September 2009-June 2012
Effect	Reduction in CO2 by 480t a year (Equivalent to CO2 absorption of 30,000 cedar trees)

Topic 5	Renewed ISO 27001, ISO 9001
	Information security management system and Quality Management
ISO 27001 : 2005	July 2013 Certification renewed
ISO 9001 : 2008	June 2013 Certification renewed
Details	Upgrading of information security management system Continuous improvement of quality management

Topic 6	Establishment of Okinawa working center
Activities	Employs people with disabilities in Okinawa to promote the employment for people with disabilities Fulfills the social responsibility through offering employment opportunities and a comfortable working place to people with disabilities
Establishment Date	April 1, 2010 (Opening ceremony: April 5, 2010)
Business Activities	Business of data imputing, etc. of office-related matters

Topic 7	Introduction of AED* (*Automatic External Defibrillator)
Activities	Installed a numbers of AED at visible places in the office building such as nearby entrance to allow visitors and neighborhood residents to use, as well as employees. Employees took instruction course of AED.
Date	From January 7, 2011
Installation Site	Head office, 7 regional offices, 26 branches Okinawa working center and Total Workout (gym) a total of about 52 places

### 【 Group Companies Topics 】

Tsuburaya Productions Co., Ltd.

Established ULTRAMAN FOUNDATION

Tsuburaya Productions Co., Ltd. and other sponsoring corporate group companies established ULTRAMAN FOUNDATION immediately after the Great East Japan Earthquake in March 2011 to support the regions affected by the earthquake.

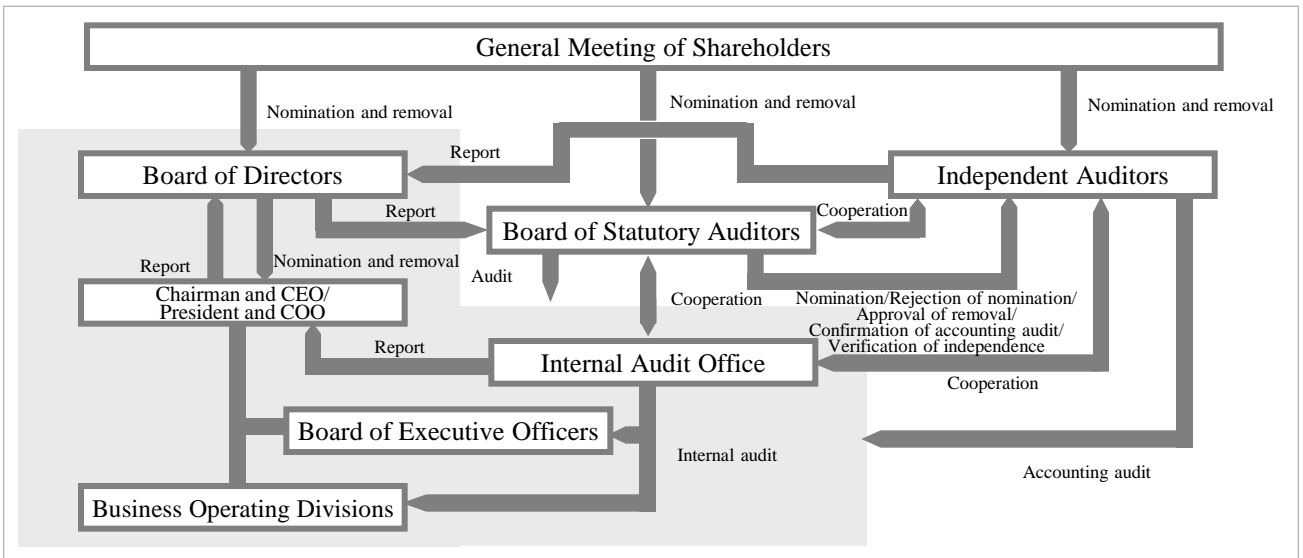
This Foundation provides psychological and material support to children who are the hope for the future and deploys the permanent support activities for children's future.

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	A Foundation to support the present and future of the earthquake-affected children

Activities	
2011	<p>Visits to provide support to regions affected by the earthquake Miyagi prefecture: Ishinomaki, Minamisanriku, Kesenuma, Higashimatsushima, Onagawa Fukushima prefecture: Sukagawa, Koriyama, Iwaki, Fukushima Iwate prefecture: Miyako, Otsuchi Chiba prefecture: Asahi</p> <p>Gifts of donations and other 30 million yen to Miyagi prefecture 20 million yen to Fukushima prefecture 20 million yen and a microbus to Iwate prefectural office</p>
2012	<p>Visits to provide support to regions affected by the earthquake Miyagi prefecture: Ishinomaki, Onagawa Fukushima prefecture: Koriyama, Sukagawa</p>
2013	<p>Visits to provide support to regions affected by the earthquake Miyagi prefecture: Higashimatsushima Fukushima prefecture: Tomioka</p> <p>Gifts of donations and other 25 million yen and an original microbus are donated to each Iwate, Miyagi and Fukushima prefecture</p> <p>“HERO CARAVAN” started in Tohoku and will visit 78 places affected by the earthquake to bring cheer to children As of September, the HERO CARAVAN had visited 39 nursery schools and kindergartens and had touched the lives of over 3,500 children.</p>

## 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 Auditors and the Board of Executive Officers.

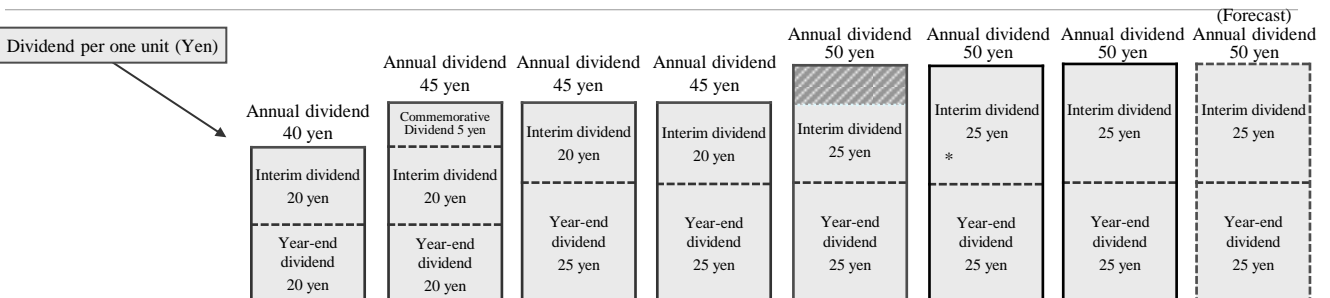


## Profit Return Policy

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	3. 2014E
Net income	3,710	5,296	(1,481)	3,289	7,520	5,991	4,720	6,300
Total dividend	1,388	1,561	1,534	1,503	1,660	1,659	1,659	-
Payout ratio (%)	37.4	29.5	-	45.9	22.1	27.7	35.1	26.3
Total number of outstanding common stock	347,000	347,000	347,000	347,000	347,000	347,000	34,700,000	-
As of 1st Half (excluding treasury stock)	347,000	347,000	347,000	336,357	332,115	332,115	331,838	-
As of Full-Year (excluding treasury stock)	347,000	347,000	336,357	332,115	332,115	331,838	33,183,800	-



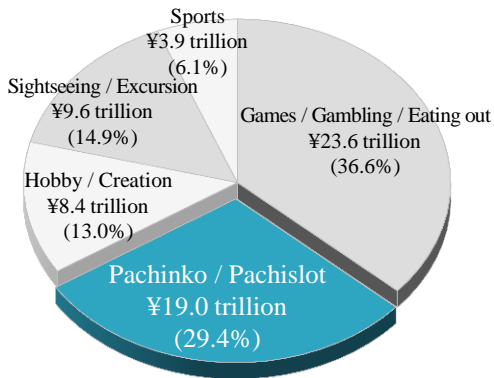
\*Interim dividends have increased as of November 4, 2010. \*The number of shares to constitute a share-trading unit was changed to 100 shares in October 2012.

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

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## Market Scale of Pachinko/Pachislot Industry

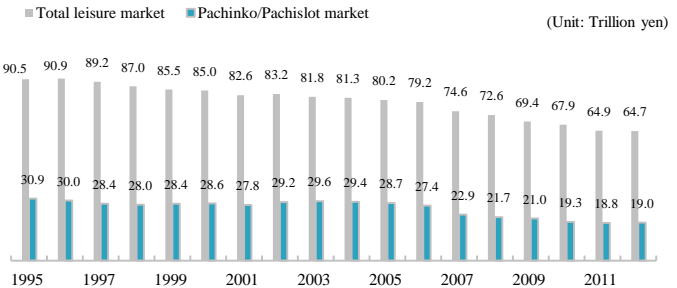
**FY2012 Japanese Leisure Market  
Total Size of ¥64.7 trillion**



Pachinko/Pachislot is one of the leading forms of leisure in Japan, being played by about 10% of the population in pachinko halls of 12,149 venues

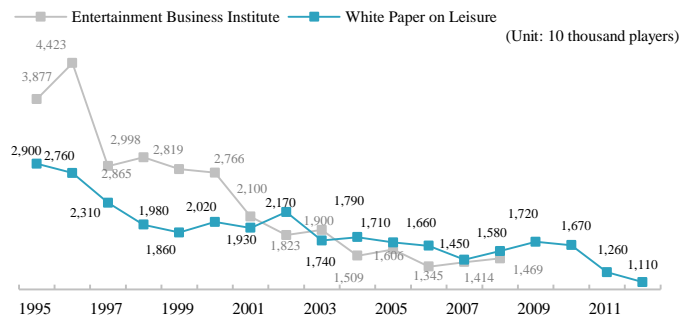
## Change in Pachinko/Pachislot Market Scale

The data is updated every July by "White Paper on Leisure: Japan Productive Center"



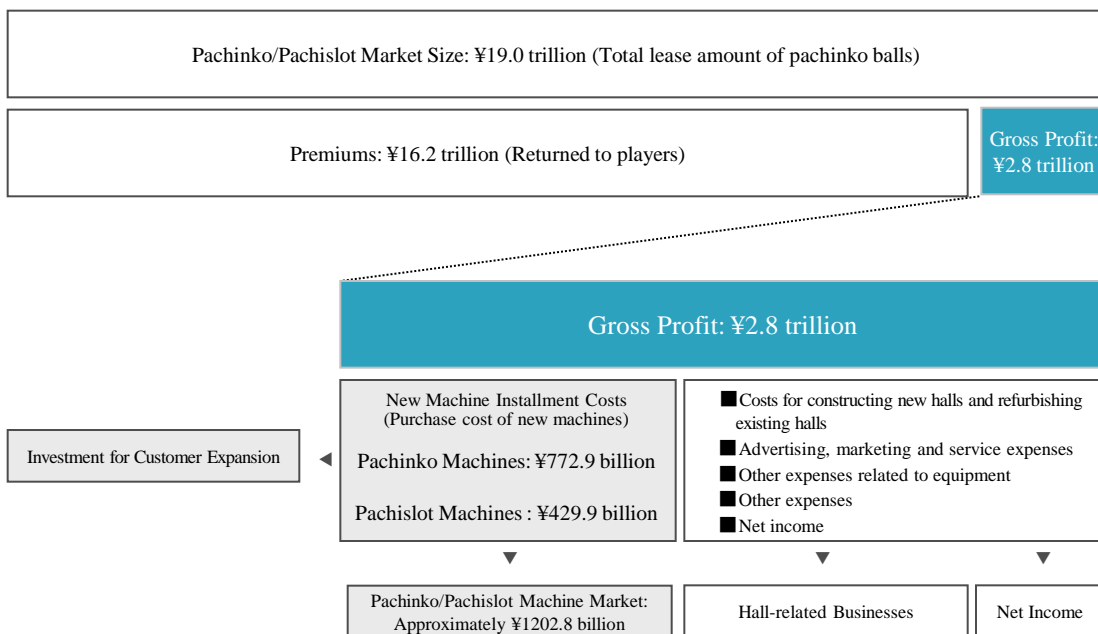
## Change in Number of Pachinko/Pachislot Players

The data is updated every July by "White Paper on Leisure : Japan Productive Center"



\*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

### Pachinko/Pachislot Manufacturers

(As of September 30, 2013)

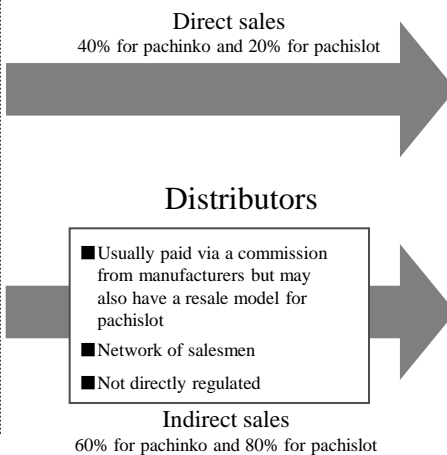
- Pachinko Manufactures: 35 companies
- Pachislot Manufactures: Over 60 companies
- Regulated

Ex. Sammy Corporation, SANKYO CO., LTD., and KYORAKU SANGYO

#### Parts and Software Manufacturers

- Software for graphics chips and liquid crystal displays
- Parts of pachinko/pachislot machines and other items

Ex. AXELL Corporation and EIZO NANAŌ CORPORATION



### Pachinko/Pachislot Hall

- Around 12,149 in Japan (FY2012)
- Neighborhood based
- Large number of small owner operators but some significant chains
- Constant need to attract and retain players
- 'Fickle' client base
- High machine turnover (every 12 months)
- On average, each machine pays for itself in 3-6 weeks
- Regulated

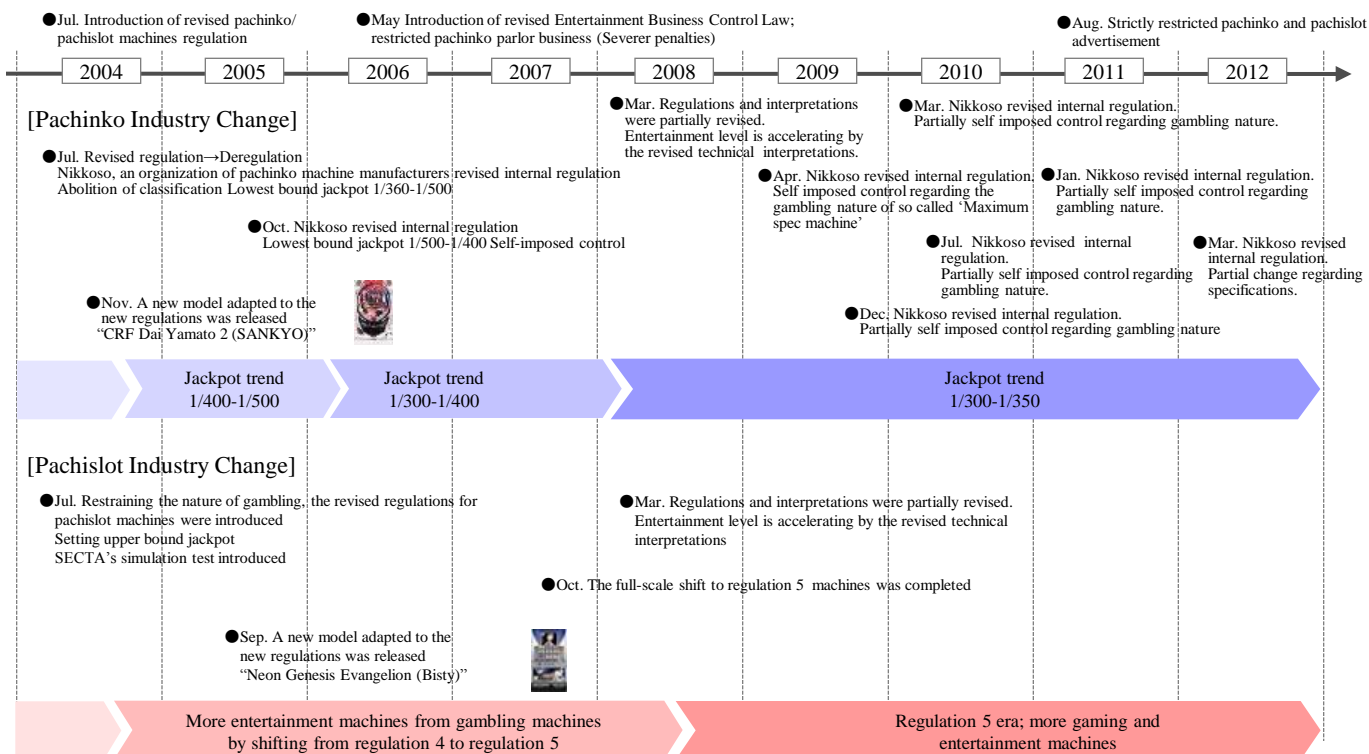
Ex. Maruhan Corporation and DYNAM Co., Ltd.

#### Peripheral Equipment Manufacturers and Others

- Unit and pachinko hall computers
- Premiums, equipment and other items

Ex. DAIKOKU DENKI Co., Ltd. Japan Cash Machine Co., Ltd. and Mars Engineering Corporation

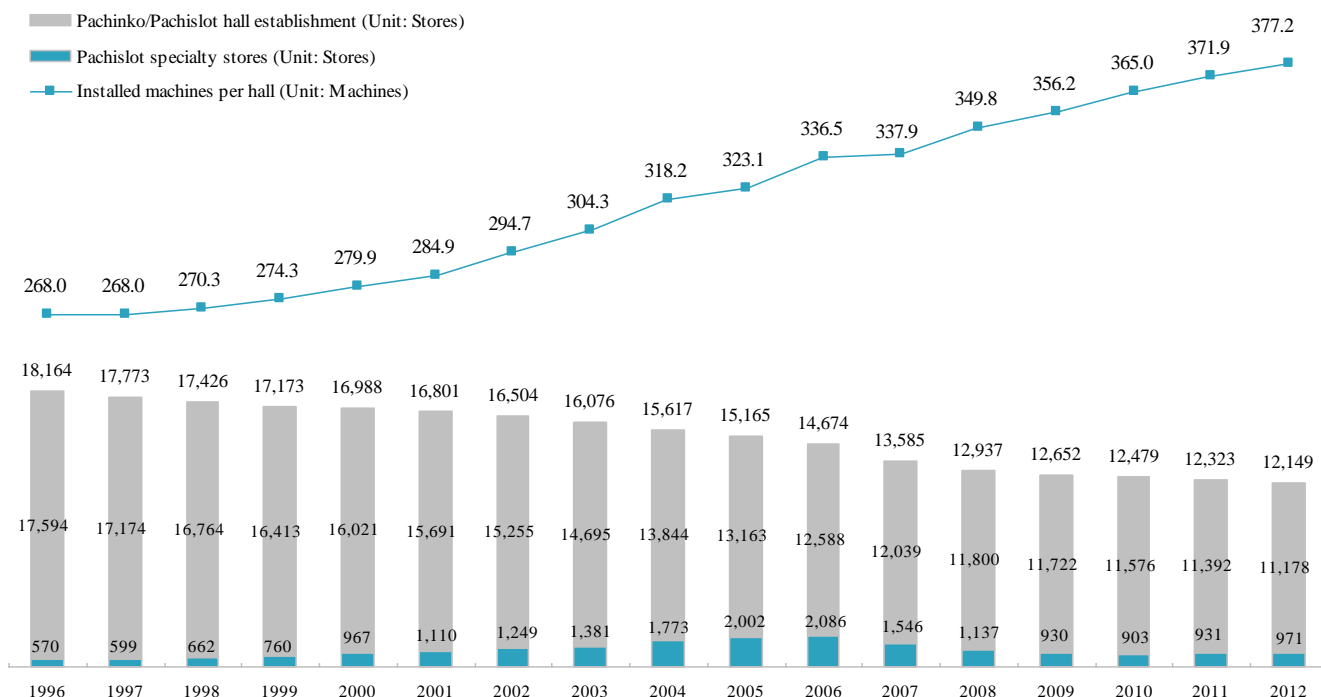
## Recent Trend of Pachinko/Pachislot Industry



## Number of Pachinko Halls and Change in Number of Pachinko/Pachislot Machines Installed Per Hall

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

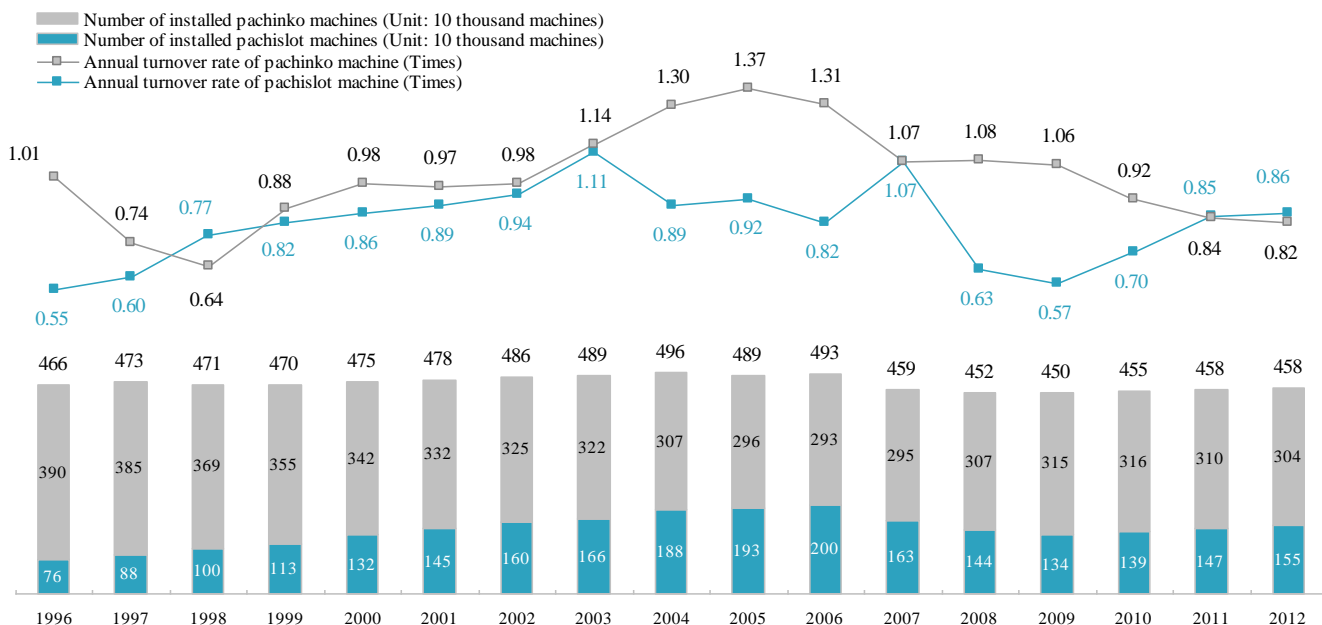


## Number of Pachinko/Pachislot Machines Installed and Annual Turnover Rate

FIELDS CORPORATION  
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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 August by "Trend and Market Share of Pachinko Related Manufacturers" by Yano Research Institute

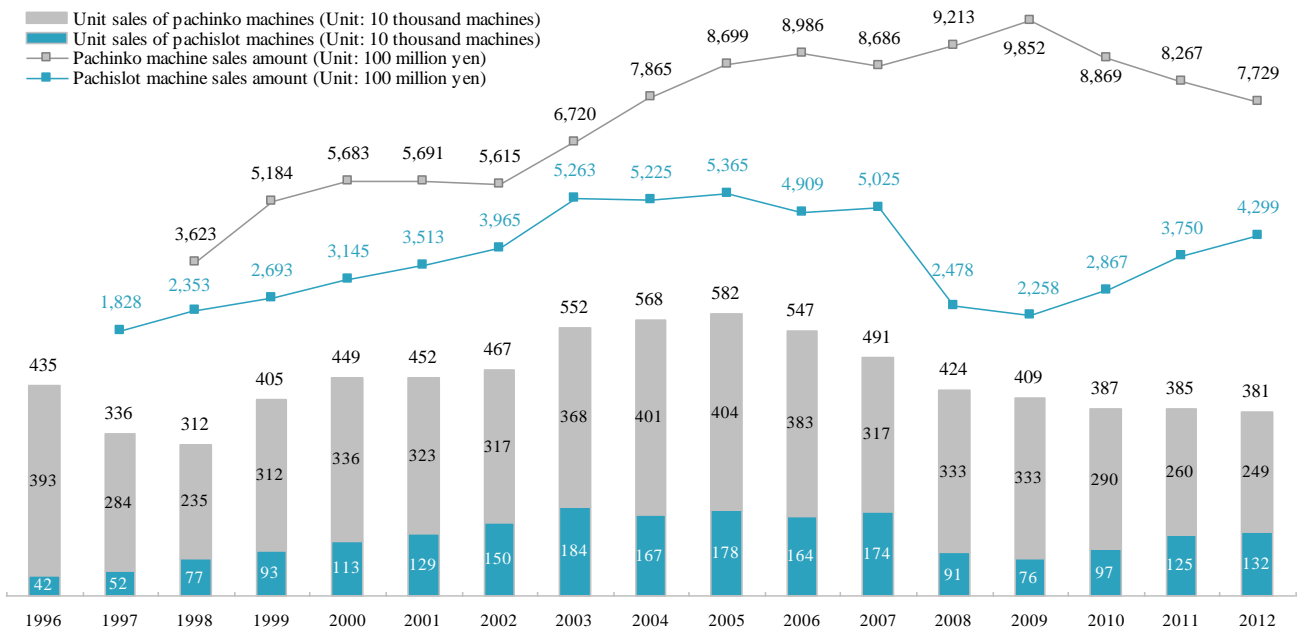


### 【 Annual Turnover rate of Total Machines (Times) 】

1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
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	0.84	0.83

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

The data is updated every August by "Trend and Market Share of Pachinko Related Manufacturers" by Yano Research Institute



【Pachinko/Pachislot machine total (100 million yen)】

Year	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
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	12,007	12,028

## Market Share by Manufacturers

The data is updated every August by "Trend and Market Share of Pachinko Related Manufacturers" by Yano Research Institute

### 【Unit Sales Share - Pachinko Machines】

Ranking	2007		2008		2009		2010		2011		2012	
	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share
1	SANYO	25.8%	SANYO	24.2%	SANYO	18.0%	SANYO	22.5%	KYORAKU	18.7%	SANYO	21.8%
2	SANKYO	22.9%	SANKYO	13.5%	SANKYO	17.2%	SANKYO	14.6%	SANKYO	13.9%	KYORAKU	20.3%
3	KYORAKU	16.1%	Sammy	11.7%	KYORAKU	12.8%	Sammy	11.8%	Sammy	12.8%	HEIWAOLYMPIA	10.1%
4	Newgin	6.4%	KYORAKU	10.5%	Newgin	11.9%	KYORAKU	11.1%	SANYO	12.8%	Newgin	10.0%
5	DAIICHI	5.3%	Newgin	10.4%	Sammy	10.8%	Newgin	10.2%	Newgin	9.8%	Sammy	8.7%

\*SANKYO's sales share includes Bisty

\*Sammy's sales share includes GINZA and TAIYO ELEC

### 【Unit Sales Share - Pachislot Machines】

Ranking	2007		2008		2009		2010		2011		2012	
	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share
1	Sammy	21.8%	YAMASA	18.8%	Sammy	21.3%	Sammy	30.9%	Sammy	23.9%	UNIVERSAL	17.8%
2	UNIVERSAL	11.0%	SANKYO	14.6%	SANKYO	13.6%	DAITO	11.9%	DAITO	15.9%	Sammy	15.3%
3	SANKYO	9.7%	Sammy	13.5%	UNIVERSAL	13.1%	SANKYO	11.9%	YAMASA	15.6%	YAMASA	14.6%
4	DAITO	8.7%	HEIWAOLYMPIA	7.4%	YAMASA	9.5%	HEIWAOLYMPIA	11.3%	UNIVERSAL	13.7%	DAITO	14.0%
5	YAMASA	8.7%	KITA DENSHI	6.5%	KITA DENSHI	7.8%	UNIVERSAL	10.5%	SANKYO	7.6%	KITA DENSHI	8.3%

\*Sammy's sales share includes RODEO, IGT, TRIVY, and TAIYO ELEC

\*SANKYO's sales share includes Bisty

\*Aruze changed the company name to Universal Entertainment in 2009

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

\*OLYMPIA's sales includes HEIWA's sales; Total sales of all OLYMPIA and HEIWA brands is shown

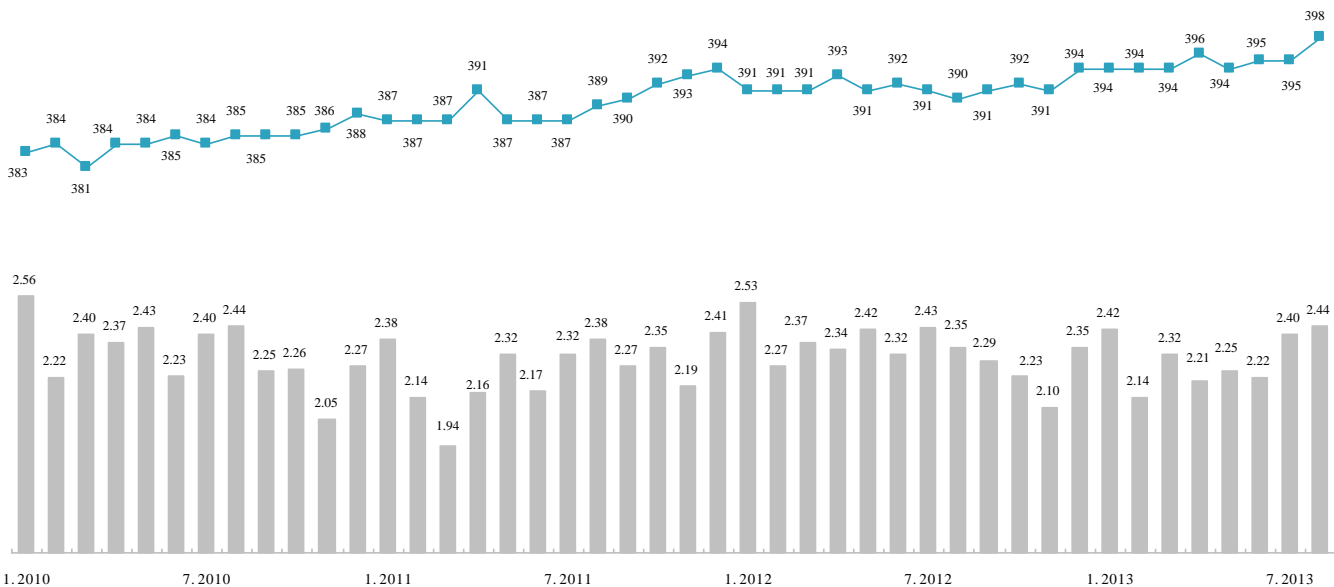


## Monthly Trends of Pachinko Halls -Excerpt from Current Survey of Selected Service Industries-

The data is updated monthly by "Current Survey of Selected Service Industries: The Ministry of Economy, Trade and Industry"

■ Net sales per hall (Unit: 100 million yen)

—■— Installed machines per hall (Unit: Machines)



\*Figures are calculated based on data and growth rates released in the Current Survey of Selected Service Industries, using January 2001 as the reference point.

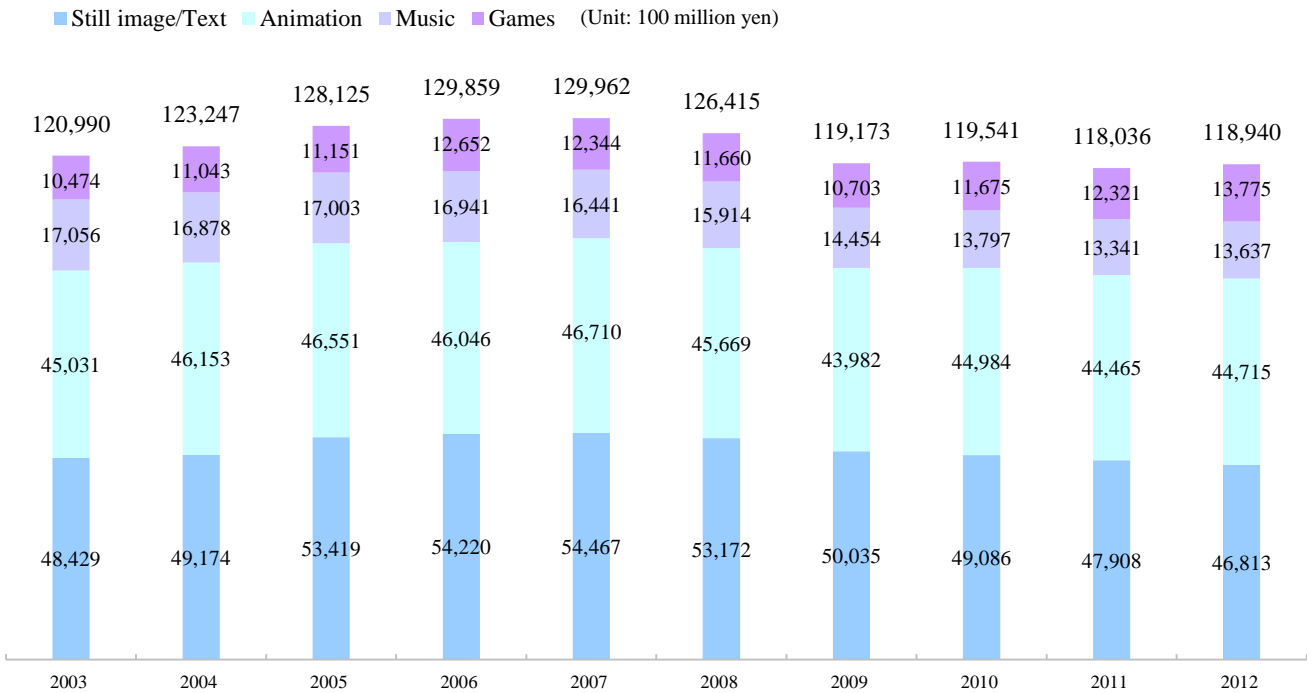
\*The survey covers approximately 300-400 halls from January 2008 to December 2012 and approximately 1,200 halls from January 2003. The Ministry of Economy, Trade and Industry outsource to the Zennichiuren to pick up the hall for survey from 47 prefectures.

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

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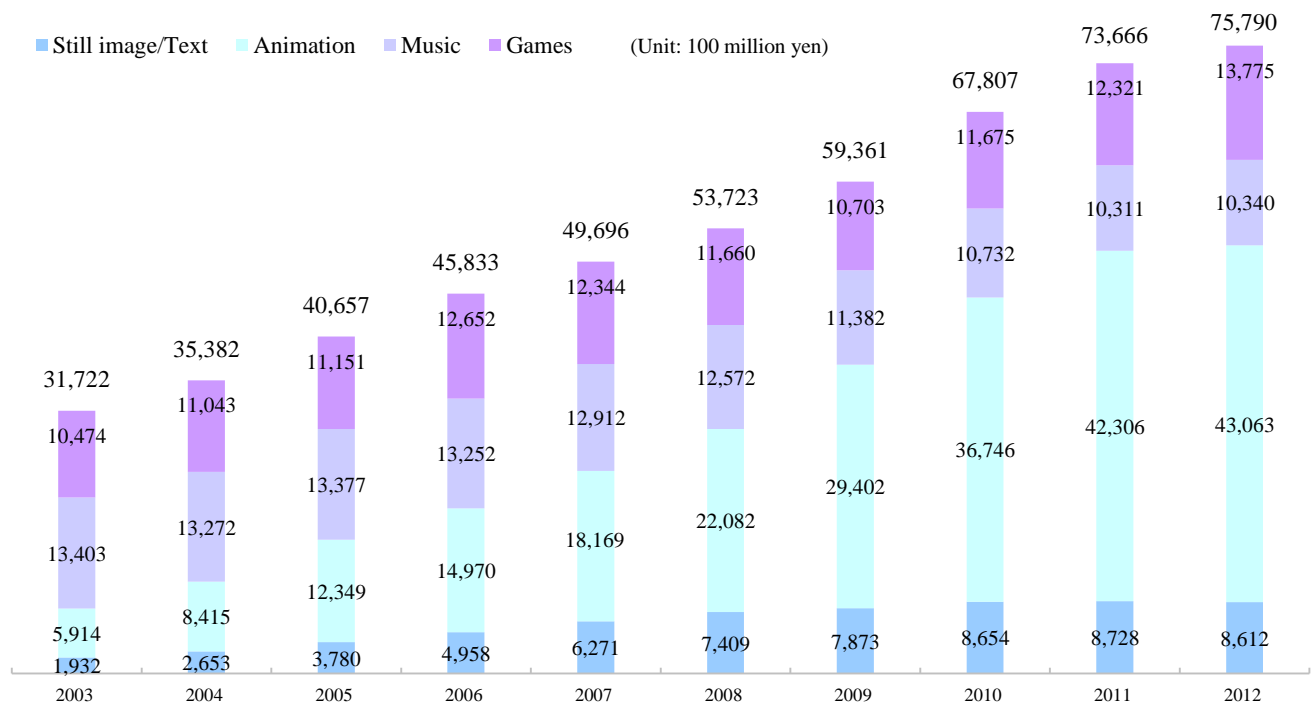
## Market Scale of Content Business

The data is updated every September by "White Paper on Digital Content: Digital Content Association of Japan."



## Market Scale of Digital Content Business

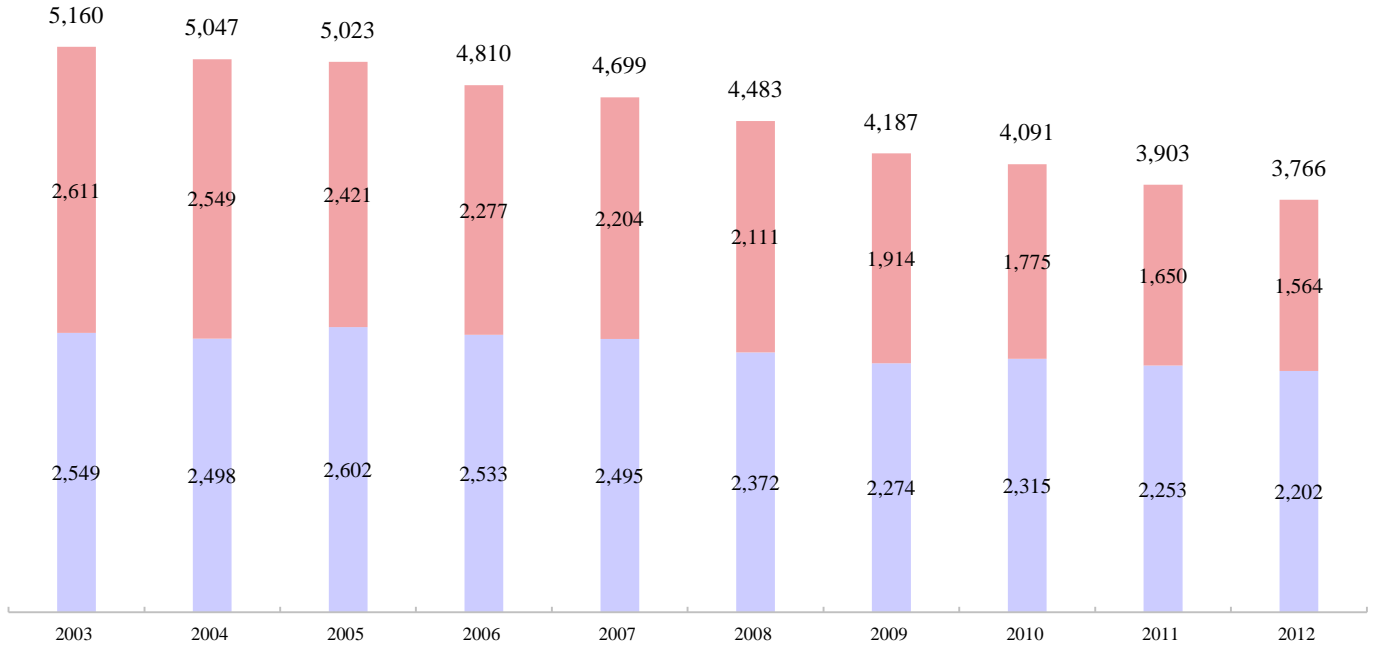
The data is updated every September by "White Paper on Digital Content: Digital Content Association of Japan."



## Sales Amount of Comic Books and Comic Magazines

The data is updated the end of April every year by "Annual Report of Publishing Indicator: All Japan Magazine and Book Publisher's Editor's Association."

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

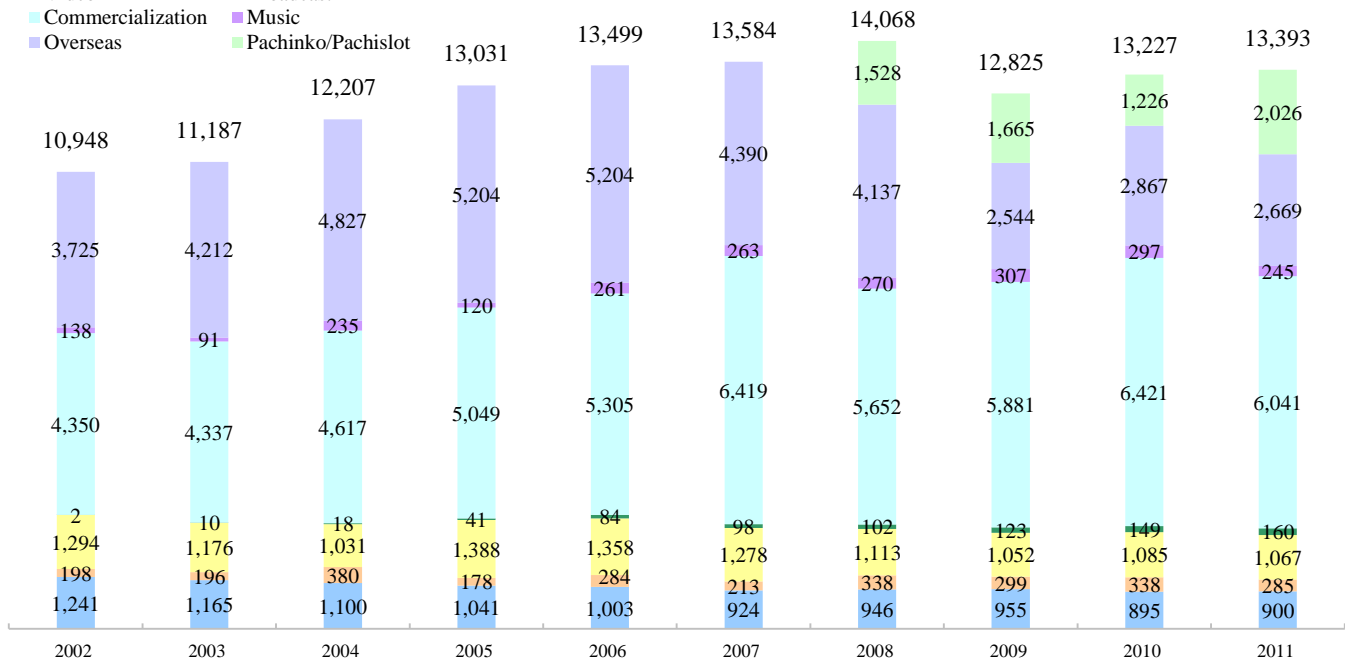


## Market Scale of Animation Industry

The data is updated every April by "Fluctuations in Japan's animation market: Association of Japanese Animation."

The data of pachinko/pachislot machines using animation are estimated by Fields. (Except pachinko/pachislot: Calculated according to amount of user's payment)

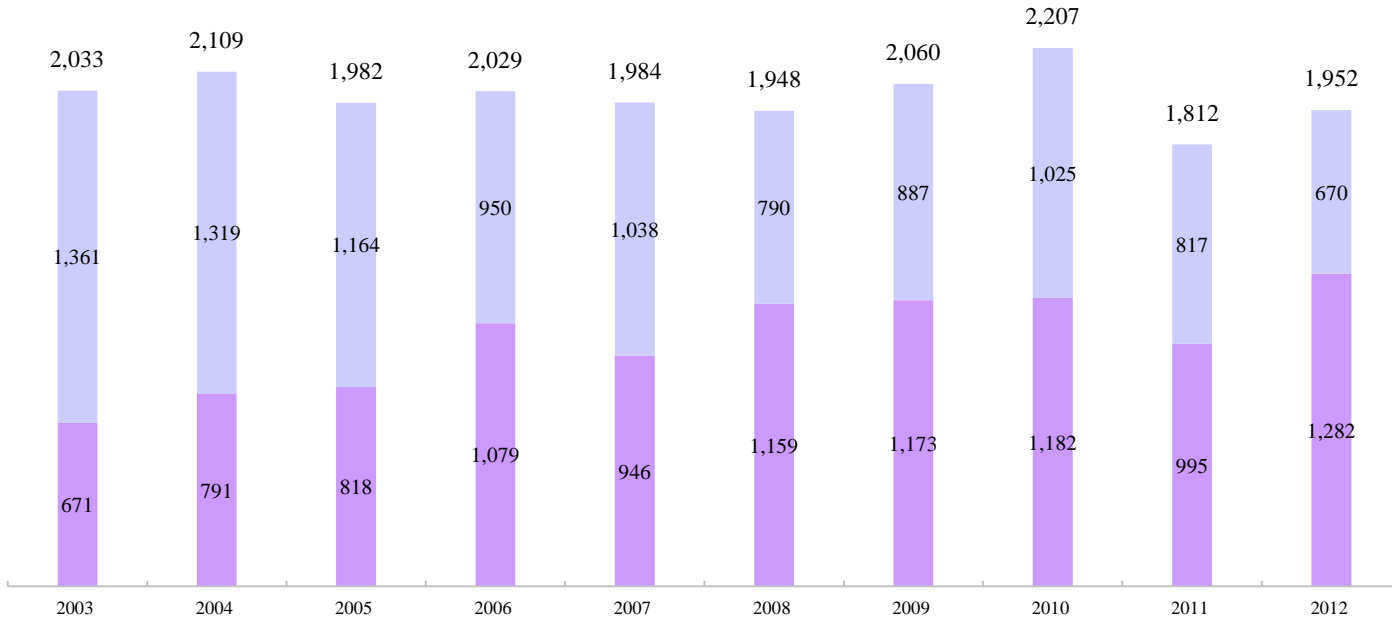
■ TV ■ Theater/Movie (Unit: 100 million yen)  
■ Video ■ Broadcast  
■ Commercialization ■ Music  
■ Overseas ■ Pachinko/Pachislot



## Box-Office of Domestic Movie Theaters

The data is updated every January by "Statistics of Film Industry in Japan: Motion Picture Producers Association of Japanese, Inc."

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

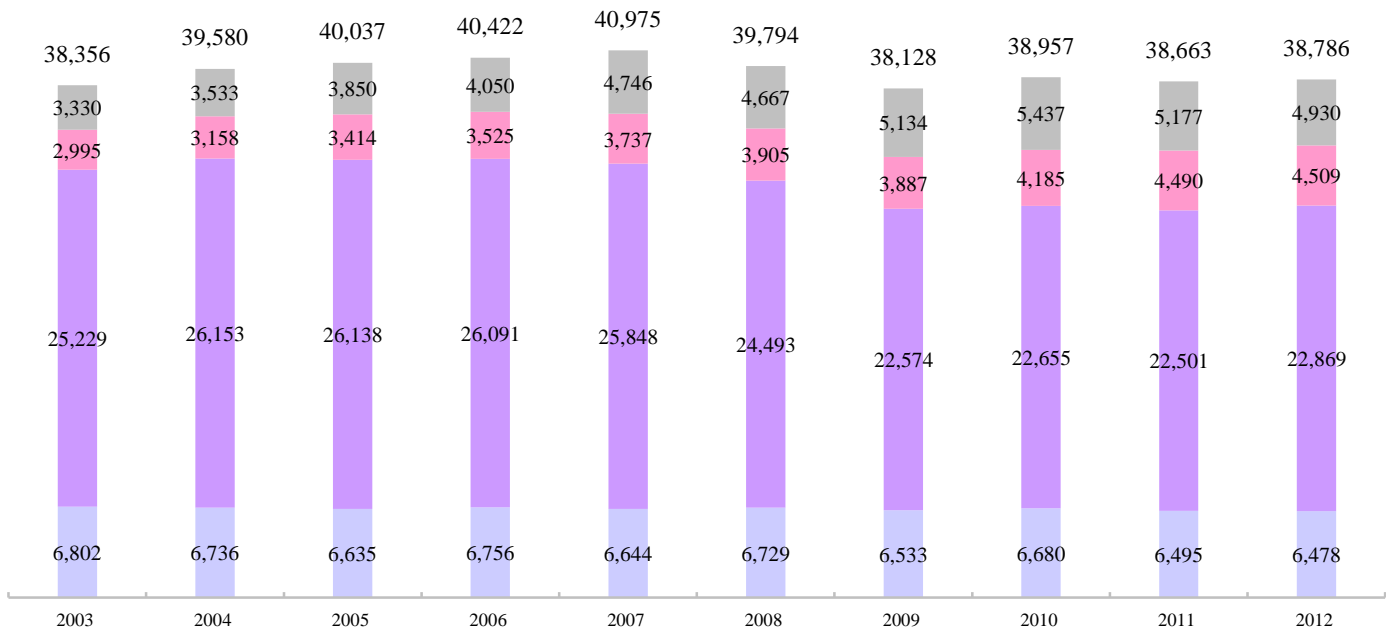


## Market Scale of Broadcasting Industry

The data is updated on September and May of each year

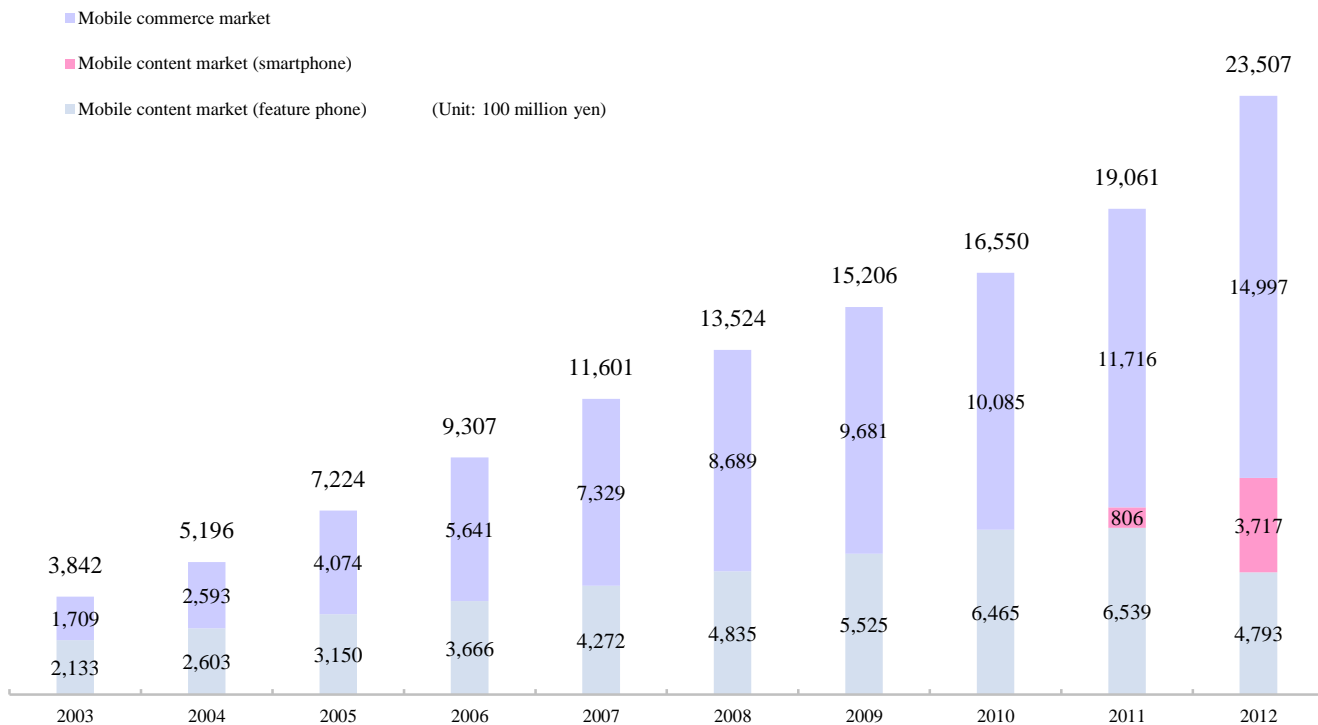
by "Status of Earnings and Expenses of Private Broadcasting Organizations: Ministry of Internal Affairs and Communication," "Japan Broadcasting Corporation."

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



## Market Scale of Mobile Business

The data is updated every July by “Results of Survey on Industry Structure of Mobile Content Business: Ministry of Internal Affairs and Communications.”



IR materials are available from our IR website. Please visit us and utilize them

IR Pages (Japanese)

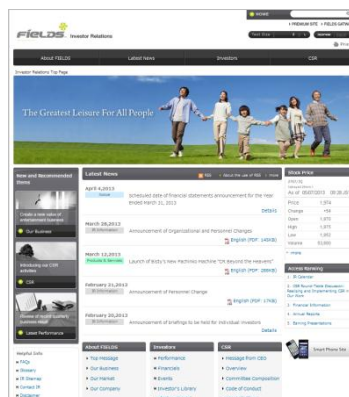
URL : <http://www.fields.biz/ir/j/>



- Company profile
- Data related to financial statements
- Financial presentation
- IR press releases
- Corporate governance/CSR information
- Shareholder and share information

IR Pages (English)

URL : <http://www.fields.biz/ir/e/>



Renewed our IR site (English) in July 2012

[ Nikko IR ] Chosen for the “Best Corporate Website award FY2012”  
Ranked No. 1 in the new markets ranking for the third consecutive year  
and ranked No. 1 by industry for the second consecutive year



[ DAIWA IR ]  
2012 Company of Excellence



[ JASDAQ ]  
2008 IR Company of Excellence



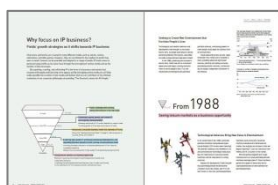
Analysis Tools

【 Annual Report (Japanese/English) 】 Issued annually since year ended March 31, 2004

[Shaping the FUTURE] Latest issue: October 29, 2013



- Changes in IP business
- Review of business activities
- CSR
- Financial section
- Corporate data



IR information is also Available on our mobile site

Smart phone

Mobile phone





#### 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.