



# Financial Flash Report

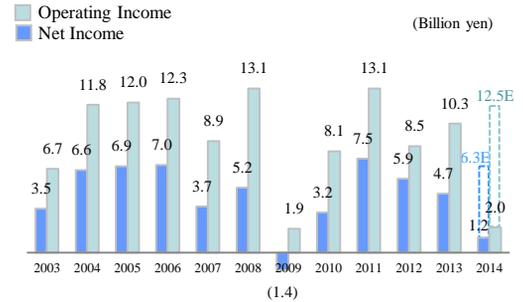
February 4, 2014  
Fields Corporation  
<http://www.fields.biz/ir/e/>

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

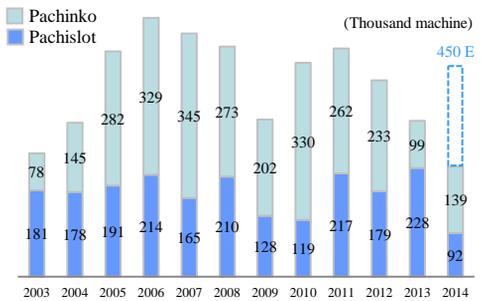
### Higher earnings attributable to increase in pachinko/pachislot machines sold

— Contribution of expansion of “Ultraman” series and CG video creation —

(Unit: Billion yen)	Q3 3.2013	Q3 3.2014	YoY	3.2014E	YTD
Net Sales	47.7	54.2	113.5%	120.0	45.2%
SG&A Expenses	16.2	17.3	106.8%	25.3	68.4%
Operating Income	(1.1)	2.0	-	12.5	16.0%
Ordinary Income	(0.9)	2.0	-	12.5	16.0%
Net Income	(0.6)	1.2	-	6.3	19.0%
Total Asset	71.1	75.4	106.0%	-	-
Net Asset	48.6	55.2	113.6%	-	-
Net Income per share (Yen)	(29.5)	36.9	-	189.8	19.4%
CF from Operating Activities	0.2	0.3			
CF from Investing Activities	(4.1)	(2.4)			
CF from Financing Activities	(2.0)	(2.0)			
Cash and Cash Equivalents	12.2	19.1			



### PS Machine Sold



## Result Review

In the pachinko/pachislot business, 4 pachinko and 3 pachislot titles were sold in the third quarter under review, and major pachinko titles, including the latest offering in the “Evangelion” pachinko series, were steadily launched. This resulted in an increase in the total number of pachinko and pachislot machines sold year-over-year.

Moreover, a variety of initiatives based on the “Ultraman” series owned by the Group company, Tsuburaya Production Co., Ltd. were successfully deployed, including a TV series and events to mark the 50th anniversary of Tsuburaya Production, contributing to higher earnings. In addition, orders for CG video creation for various media, such as movies, games, and pachinko/pachislot, increased, further boosting earnings.

As a result of these factors, operating results were as described above.

Full-year consolidated earnings forecasts remain unchanged since the forecasts provided in Summary of Financial Information and Business Results (consolidated) for the Year Ended March 31, 2013, released on May 7, 2013.

▼Summary of Financial Information and Business Results (Consolidated) for the Nine Months Ended December 31, 2013 (Year Ending March 31, 2014)

[http://www.fields.biz/ir/j/files/press/2014/press\\_20140204ac.pdf](http://www.fields.biz/ir/j/files/press/2014/press_20140204ac.pdf)

## Outlook Review

### —Development and commercialization of IP—

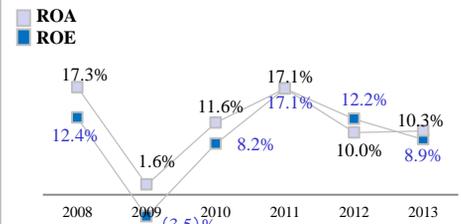
(1) “HERO’S Monthly” comic magazine  
Comic books of serialized stories in the magazine are sequentially published, and a project to make several movies is underway to further expand the fan base.

(2) “GINGA KIKOTAI: Majestic Prince” series  
Following the broadcasting of a TV animation and the development and sale of goods linked to the comic magazine, we plan to distribute social games (native application) in February 2014.

(3) “Ultraman” series  
In the “Ultraman” series, we distributed social games (native application) and sold pachislot machines, following the TV broadcast and movie release of “Ultraman Ginga” and “ULTRA MONSTERS RUSH: ULTRA FRONTIER,” as well as the development of arcade games in collaboration with partner companies.

(4) Interactive media  
We launched 5 titles, including 4 Web applications and 1 native application, in the third quarter under review.

(5) Pachinko/Pachislot  
The total number of pachinko machines sold was approximately 139,000 (up about 60,000 year-over-year) and the total number of pachislot machines sold was about 92,000 (up about 400 year-over-year).



### Shareholders' Equity (Billion yen)



### Annual Dividend Per Share (Yen)



\*The company conducted a 100-for-1 stock split on October 1, 2012. Regarding the graph above, the figures have been changed reflecting the stock split accordingly.

The full translation version of “Financial Information and Business Results (Consolidated) for the Nine Months Ended December 31, 2013” has been posted. (<http://www.fields.biz/ir/e/>)

For inquiries or further information please contact:  
Corporate Communications Office, Fields Corporation  
Shibuya Garden Tower, 16-17 Nampo-dai-cho, Shibuya-ku, Tokyo 150-0036  
Tel.: +81.3.5784.2109 Fax: +81.3.5784.2119 Mail: [ir@fields.biz](mailto:ir@fields.biz) Person in charge : Karino

[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.