

Full-year (4.2013 - 3.2014)

Fields Corporation  
(Code: 2767)

Supplementary Financial Document  
for the Year Ended March 31, 2014

May 1, 2014



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 Year Ended March 31, 2014

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## Highlights for the Year Ended March 31, 2014 (Consolidated)

FIELDS CORPORATION

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### 【P/L Statement】

\* The numbers in upper parentheses are YoY, the numbers in lower parentheses are ratio to net sales. (Unit: Million yen)

	Year Ended March 31, 2013		Year Ended March 31, 2014		Year Ending March 31, 2015
	H1	Full-Year	H1	Full-Year	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]	(106.3) <b>114,904</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]	(101.6) <b>33,812</b> [29.4]	- - -
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]	(104.6) <b>24,020</b> [20.9]	- - -
Operating income	(-) <b>(1,859)</b> [-6.4]	(121.0) <b>10,314</b> [9.5]	(-) <b>2,176</b> [6.0]	(94.9) <b>9,791</b> [8.5]	- - -
Ordinary income	(-) <b>(1,738)</b> [-6.0]	(118.6) <b>10,268</b> [9.5]	(-) <b>2,144</b> [5.9]	(95.1) <b>9,765</b> [8.5]	- - -
Net income	(-) <b>(980)</b> [-3.4]	(78.8) <b>4,720</b> [4.4]	(-) <b>1,434</b> [3.9]	(113.8) <b>5,370</b> [4.7]	- - -

\* The full-year forecast will be added on this document after the announcement.

\* "YoY" and "ratio to net sales" are calculated on this sheet above.

## Highlights for the Year Ended March 31, 2014 (Consolidated)

FIELDS CORPORATION

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### 【 B/S 】

(Unit: Million yen)

	As of March 31, 2013	As of March 31, 2014	Increase/ Decrease	Factors
Cash and cash deposits	23,314	29,583	6,269	
Notes and accounts receivable—trade	42,017	29,155	(12,862)	
Inventories	2,343	3,134	791	
Other	5,076	5,083	7	
Allowance for doubtful accounts	(41)	(34)	7	
<b>Total current assets</b>	<b>72,709</b>	<b>66,921</b>	<b>(5,788)</b>	Decrease in notes and accounts receivable—trade
Land	6,775	7,875	1,100	
Other	4,376	4,229	(147)	
<b>Total tangible fixed assets</b>	<b>11,151</b>	<b>12,104</b>	<b>953</b>	
Goodwill	2,177	1,905	(272)	
Other	2,363	2,460	97	
<b>Total intangible fixed assets</b>	<b>4,540</b>	<b>4,365</b>	<b>(175)</b>	
Investment securities	11,399	12,607	1,208	
Other	7,341	9,944	2,603	
Allowance for doubtful accounts	(514)	(1,074)	(560)	
<b>Total investments and other assets</b>	<b>18,226</b>	<b>21,477</b>	<b>3,251</b>	Increase in investments in capital of subsidiaries and associates
<b>Total fixed assets</b>	<b>33,918</b>	<b>37,948</b>	<b>4,030</b>	
<b>Total assets</b>	<b>106,628</b>	<b>104,869</b>	<b>(1,759)</b>	
Notes and accounts payable—trade	36,604	33,105	(3,499)	
Corporate bonds redeemable within 1 year	300	0	(300)	
Accrued income taxes	3,931	1,959	(1,972)	
Other	6,530	6,666	136	
<b>Total current liabilities</b>	<b>47,365</b>	<b>41,730</b>	<b>(5,635)</b>	Decrease in notes and accounts payable—trade and decrease in accrued income taxes
<b>Total fixed liabilities</b>	<b>4,164</b>	<b>4,386</b>	<b>222</b>	Increase in guarantee deposits received and increase in net defined benefit liability
<b>Total liabilities</b>	<b>51,529</b>	<b>46,116</b>	<b>(5,413)</b>	
Common stock	7,948	7,948	0	
Capital surplus	7,994	7,994	0	
Retained earnings	40,835	44,548	3,713	
Treasury stock	(1,821)	(1,821)	0	
<b>Total shareholders' equity</b>	<b>54,957</b>	<b>58,670</b>	<b>3,713</b>	
Unrealized holding gain on available-for-sale securities	(397)	(262)	135	
Accumulated other comprehensive income	(398)	(390)	8	
Minority interest	539	473	(66)	
<b>Total net assets</b>	<b>55,098</b>	<b>58,753</b>	<b>3,655</b>	Increase in retained earnings
<b>Total liabilities and net assets</b>	<b>106,628</b>	<b>104,869</b>	<b>(1,759)</b>	

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

### 【 Cash Flows 】

(Unit: Million yen)

	Year Ended March 31, 2013	Year Ended March 31, 2014	
	Full-Year	Full-Year	Factors
Cash flows from operating activities	13,570	16,322	Decrease in notes and accounts receivable—trade 13,078 Decrease in notes and accounts payable—trade 3,132 Income taxes paid (5,929)
Cash flows from investing activities	(6,263)	(8,018)	Expenditures for investments in capital of subsidiaries and associates (3,000) Expenditures for purchase of tangible fixed assets (2,035) Expenditures for purchase of intangible fixed assets (1,414)
Cash flows from financing activities	(2,277)	(2,018)	Dividends paid (1,657) Redemption of corporate bonds (300) Repayment of long-term borrowings (122)
Effect of exchange rate changes on cash and cash equivalents	(3)	0	
Increase (decrease) in cash and cash equivalents	5,025	6,284	
Cash and cash equivalents at beginning of the year	18,284	23,309	
Increase (decrease) in cash and cash deposits resulting from change of scope of consolidation	-	(10)	
Cash and cash equivalents at end of the year	23,309	29,583	

## Highlights for the Year Ended March 31, 2014 (Non-consolidated)

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

	Year Ended March 31, 2013		Year Ended March 31, 2014	
	HI	Full-Year	HI	Full-Year
Net sales	(121.0) <b>24,789</b> [100.0]	(121.0) <b>97,301</b> [100.0]	(130.0) <b>32,218</b> [100.0]	(106.4) <b>103,572</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]	(104.3) <b>30,592</b> [29.5]
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]	(109.0) <b>21,065</b> [20.3]
Operating income	(-) <b>(1,515)</b> [-6.1]	(122.2) <b>10,023</b> [10.3]	(-) <b>2,321</b> [7.2]	(95.1) <b>9,527</b> [9.2]
Ordinary income	(-) <b>(1,246)</b> [-5.0]	(120.3) <b>10,219</b> [10.5]	(-) <b>2,590</b> [8.0]	(90.5) <b>9,246</b> [8.9]
Net income	(-) <b>(777)</b> [-3.1]	(124.0) <b>6,083</b> [6.3]	(-) <b>1,242</b> [3.9]	(75.3) <b>4,582</b> [4.4]

\* “YoY” and “ratio to net sales” are calculated from the total figures on this sheet above.

## 2. Supplementary Data for the Year Ended March 31, 2014

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

FIELDS CORPORATION

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### 【 By Pachinko/Pachislot Brand 】

(Unit: Machines)

	Year Ended March 31, 2013					Year Ended March 31, 2014				
	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	Q3	Q4	Full-Year
< Pachinko machines >										
Bisty	15,583	20,415	1,390	10,828	48,216	4,254	73,305	19,680	14,629	111,868
OK!!	-	-	25,770	6,667	32,437	1,453	19,076	4,359	3,902	28,790
Others	5,345	5,480	4,664	3,851	19,340	7,135	5,053	4,689	5,344	22,221
I) Total number of pachinko machines sold	20,928	25,895	31,824	21,346	99,993	12,842	97,434	28,728	23,875	162,879
< Pachislot machines >										
RODEO *	39,317	-	-	65,232	104,549	1,039	25,429	37	-	26,505
Bisty	3,106	5,892	-	56,878	65,876	161	1,322	23,860	36,419	61,762
Enterrise	-	-	34,992	12,897	47,889	1,456	24,941	115	45,573	72,085
Mizuho	-	-	-	-	-	-	-	-	54,127	54,127
Others	1,439	4,526	2,895	943	9,803	3,004	4,277	6,991	1,352	15,624
II) Total number of pachislot machines sold	43,862	10,418	37,887	135,950	228,117	5,660	55,969	31,003	137,471	230,103
I) + II) Total number of pachinko/pachislot machines sold	64,790	36,313	69,711	157,296	328,110	18,502	153,403	59,731	161,346	392,982

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

### 【 Major Sales Title 】

(Unit: Machines)

Release	Brand	Title	Q1	Q2	Q3	Q4	Full-Year
■ Pachinko machines							
2013 May	Bisty	CR Beyond the Heavens	-	-	-	-	-
Jul.	Bisty	CR EVANGELION 8	-	72,000	2,000	-	75,000
Aug.	OK!!	New-century Pachinko BERSERK	-	19,000	4,000	-	23,000
Nov.	Bisty	CR TEKKEN	-	-	16,000	1,000	18,000
2014 Jan.	Bisty	CR EVANGELION 8 Premium Battle	-	-	-	12,000	12,000
Mar.	OK!!	Pachinko Onimusha: Dawn of Dreams	-	-	-	*	*
*To be posted in April 1, 2014							
■ Pachislot machines							
2013 Sep.	GINZA	Kaiji 3	-	25,000	-	-	25,000
Sep.	Enterrise	Devil May Cry 4	-	25,000	-	-	25,000
Oct.	Bisty	PACHISLOT ULTRAMAN WARS	-	-	22,000	-	23,000
2014 Jan.	Bisty	MOBILE SUIT GUNDAM	-	-	1,000	23,000	25,000
Feb.	Bisty	Evangelion—Ketsui no Toki	-	-	-	13,000	13,000
Feb.	Mizuho	ANOTHER GOD HADES	-	-	-	54,000	54,000
Mar.	Enterrise	Pachislot Monster Hunter: Gekka Raimei	-	-	-	45,000	45,000

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

\* Figures have been rounded to the nearest thousand.

\* The figures in Q1-Q4 are as of March 31, 2014.

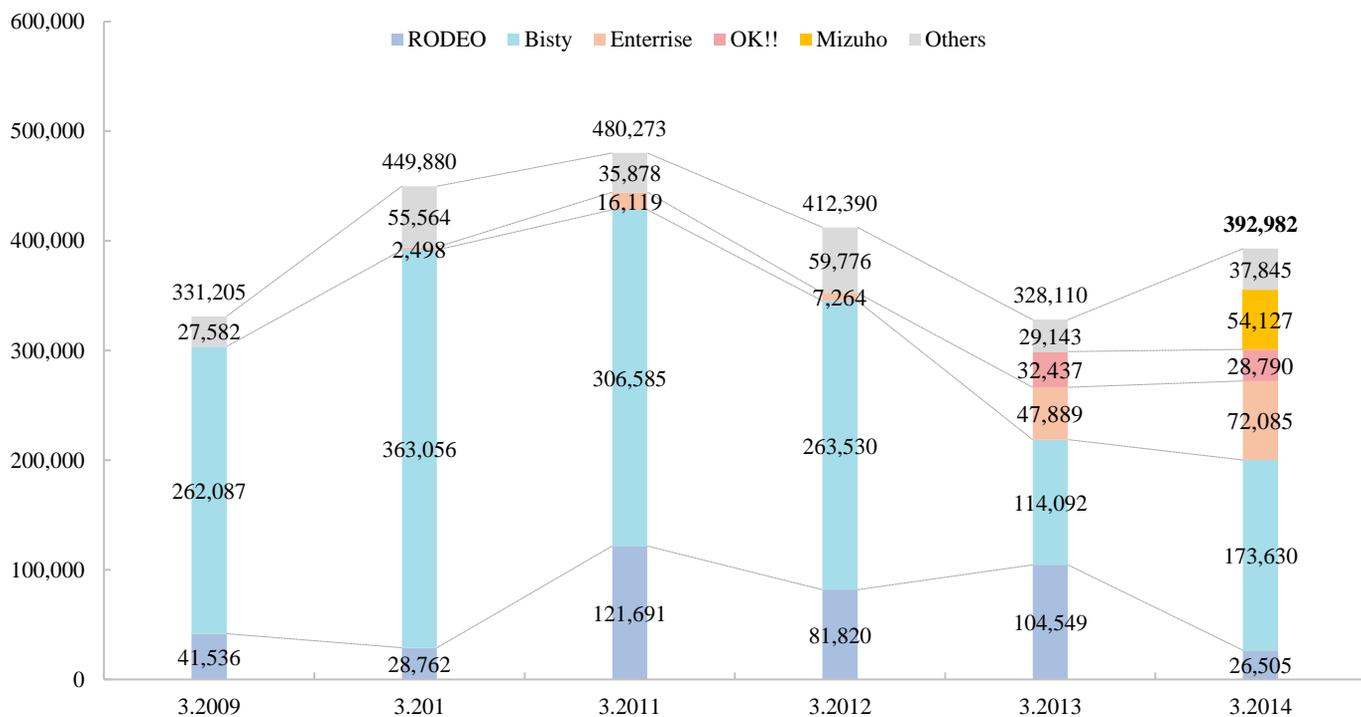
## Change in the Number of Pachinko/Pachislot Machines Sold (Graph)

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### 【 By Pachinko/Pachislot Brand 】

(Unit: Machines)

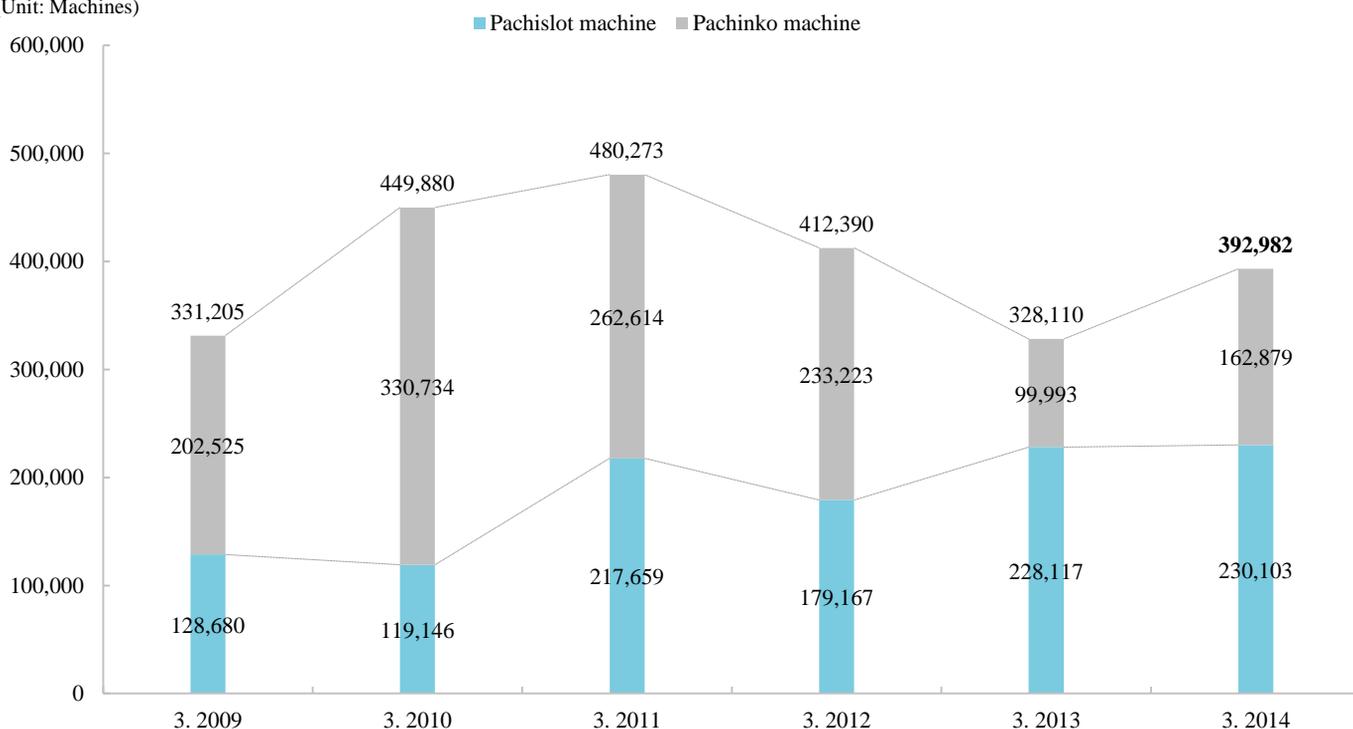


\* Enterrise has been published independently from "Others" since year ended March 31, 2010.

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

### 【 By Pachinko/Pachislot Machine 】

(Unit: Machines)



# Pachinko/Pachislot Machines' Titles from 3.2012 to 3.2014

(Sales units as of March 31, 2014)

## Pachinko machine

Launch of 2 pachinko titles [ Bisty 2 titles ]



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

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



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©士郎正宗・Production I.G./ 講談社・攻殻機動隊製作委員会 ©オツグー  
©カラー ©Bisty

## Pachislot machine

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



©2004 黒澤明/橋本忍/小国英雄/NEP・GONZO ©FIELDS ©Bisty ©黒澤プロダクション/Sammy・電通・びえろ・NTV ©Sammy ©RODEO  
©J&J BONES・出淵務/Rakvetion project ©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**  
©王欣太・学習仁 講談社 ©Bisty

[Q2] **Bisty**  
**CR EVANGELION 8**  
Sold: 75,000 machines  
©カラー ©Bisty

**OK!!**  
**New-century Pachinko BERSERK**  
Sold: 23,000 machines  
©三浦謙太郎 (スタジオ後藤)・自衛社/BERSERK FILM PARTNERS ©オツグー

[Q3] **Bisty**  
**CR TEKKEN**  
Sold: 18,000 machines  
©2013 NAMCO BANDAI Games Inc. ©Bisty

[Q4] **Bisty**  
**CR EVANGELION 8 Premium Battle**  
Sold: 12,000 machines  
©カラー ©Bisty

**OK!!**  
**Pachinko Onimusha: Dawn of Dreams**  
\*To be posted in April 1, 2014  
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[Q1] **GINZA**  
**Kaiji 3**  
Sold: 25,000 machines  
©福本所行/講談社・VAP・NTV ©福本所行/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

**Enterrise**  
**Devil May Cry 4**  
Sold: 25,000 machines  
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[Q3] **Bisty**  
**PACHISLOT ULTRAMAN WARS**  
Sold: 23,000 machines  
©TSUBURAYA PROD

[Q4] **Bisty**  
**MOBILE SUIT GUNDAM**  
Sold: 25,000 machines  
©創通・サンライズ

**Bisty**  
**Evanglion—Ketsui no Toki**  
Sold: 13,000 machines  
©カラー ©Bisty

**Mizuho**  
**ANOTHER GODHADES**  
Sold: 54,000 machines  
©UNIVERSAL ENTERTAINMENT ©MI2/HO

[February] **Enterrise**  
**Pachislot Monster Hunter: Gekka Raimei**  
Sold: 45,000 machines  
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[March] **Enterrise**  
**Pachislot Monster Hunter: Gekka Raimei**  
Sold: 45,000 machines  
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\* 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

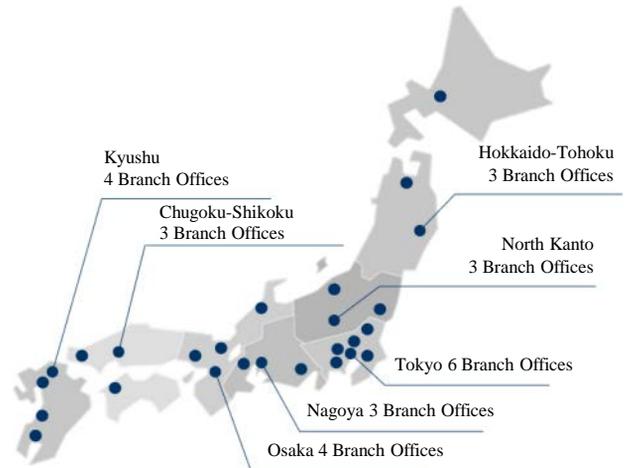
FIELDS CORPORATION

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(As of March 31, 2014)

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 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	1,588 (Consolidated), 770 (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 6 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

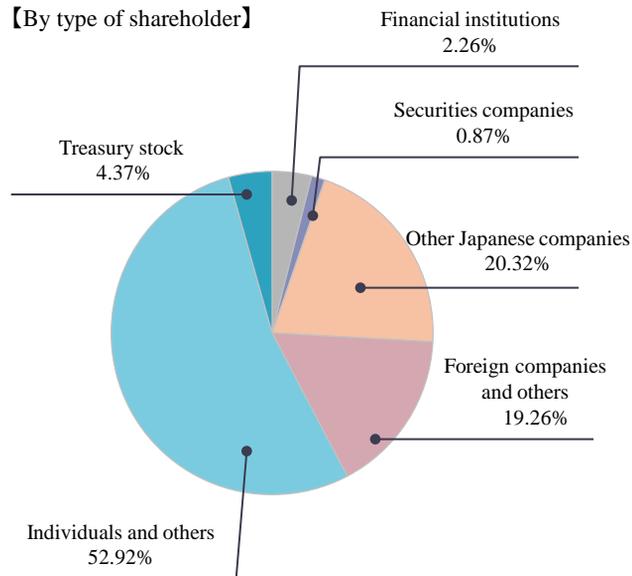


## Stock Information

(As of March 31, 2014)

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) RE NVI01	996,100	2.87%
JPMorgan Chase Bank N.A. 385632	553,300	1.59%
Takashi Oya	450,000	1.30%
NORTHERN TRUST CO. (AVFC) RE 15PCT TREATY ACCOUNT	393,500	1.13%
NORTHERN TRUST CO. (AVFC) ACCOUNT NON-TREATY	350,900	1.01%

【By type of shareholder】



## Our Tracks

FIELDS CORPORATION

The Greatest Leisure for All People

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; Exclusive sales of OK!! brand began
- 2010 Alliance with Enterrise Co., Ltd. (subsidiary of CAPCOM CO., LTD.) formed; Exclusive sales of Enterrise brand began
- 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

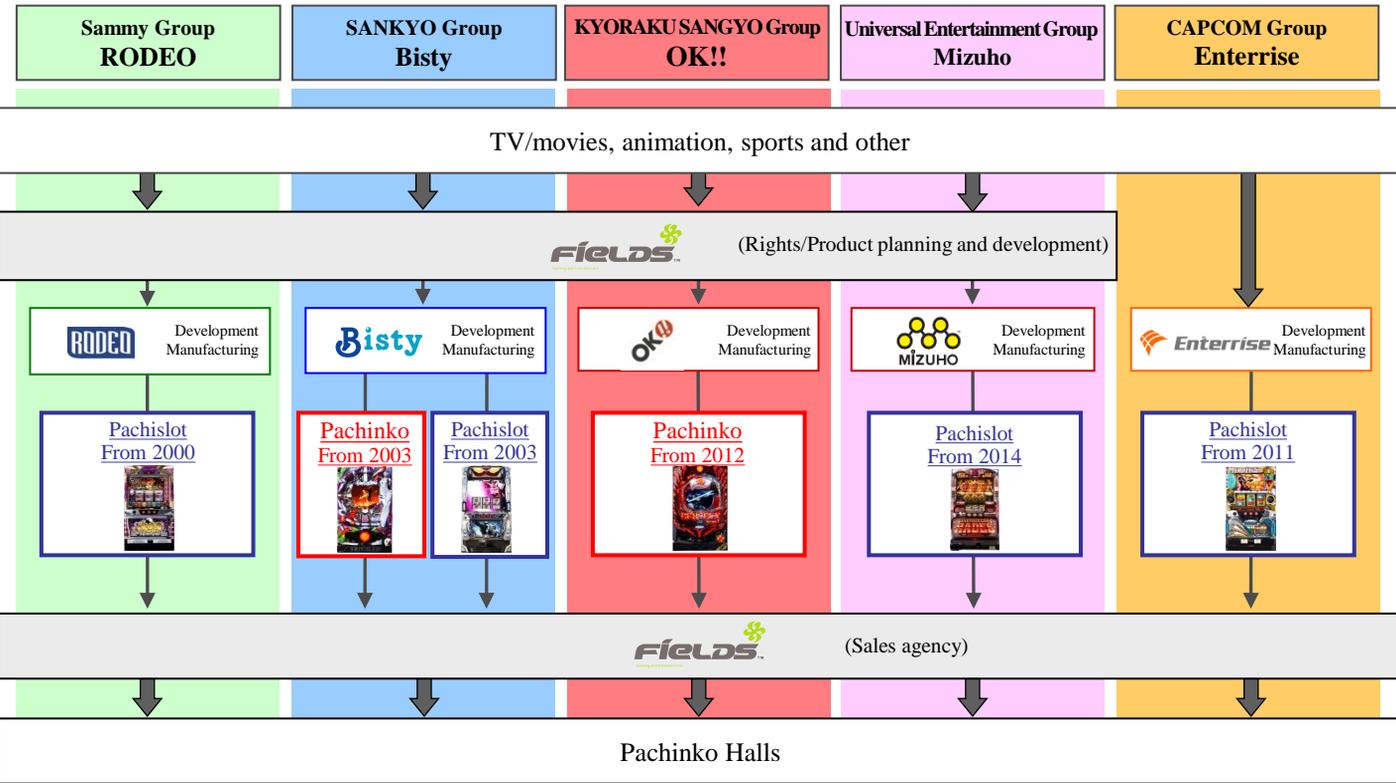
From 2008  
Toward IP Value Maximization

- 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)

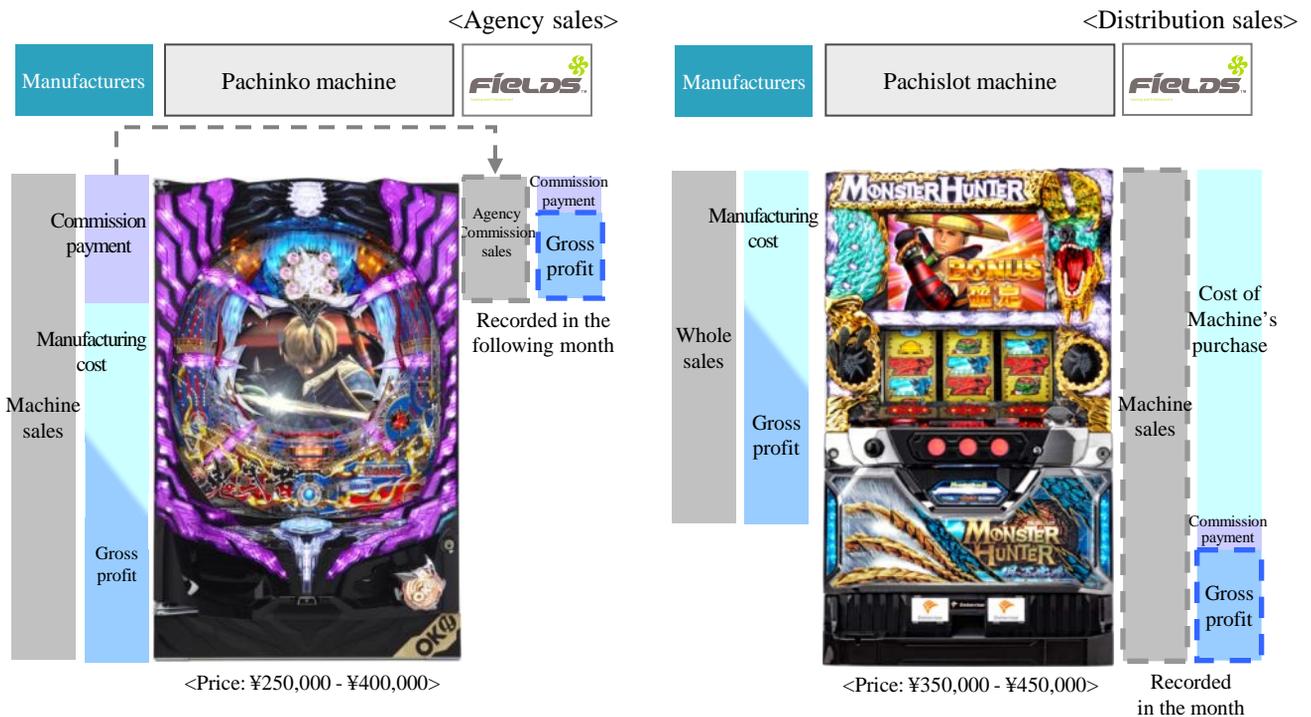
FIELDS CORPORATION  
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(As of March 31, 2014)



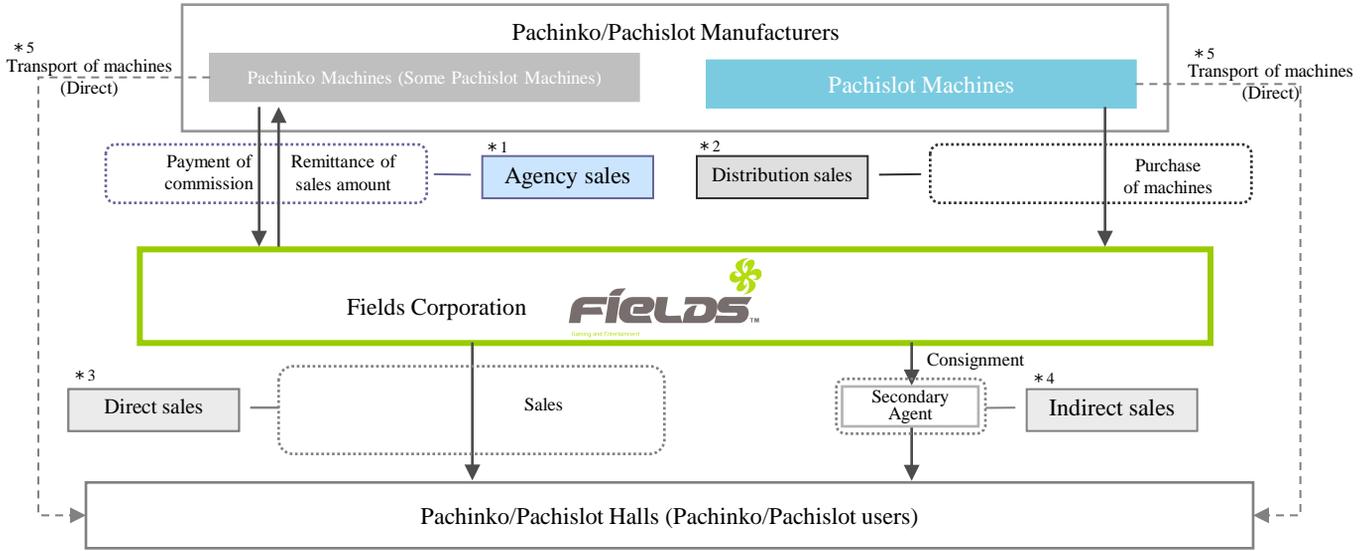
## Accounting Method of Pachinko/Pachislot Sales (Image)

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## Glossary of Fields' Pachinko/Pachislot Machine Sales

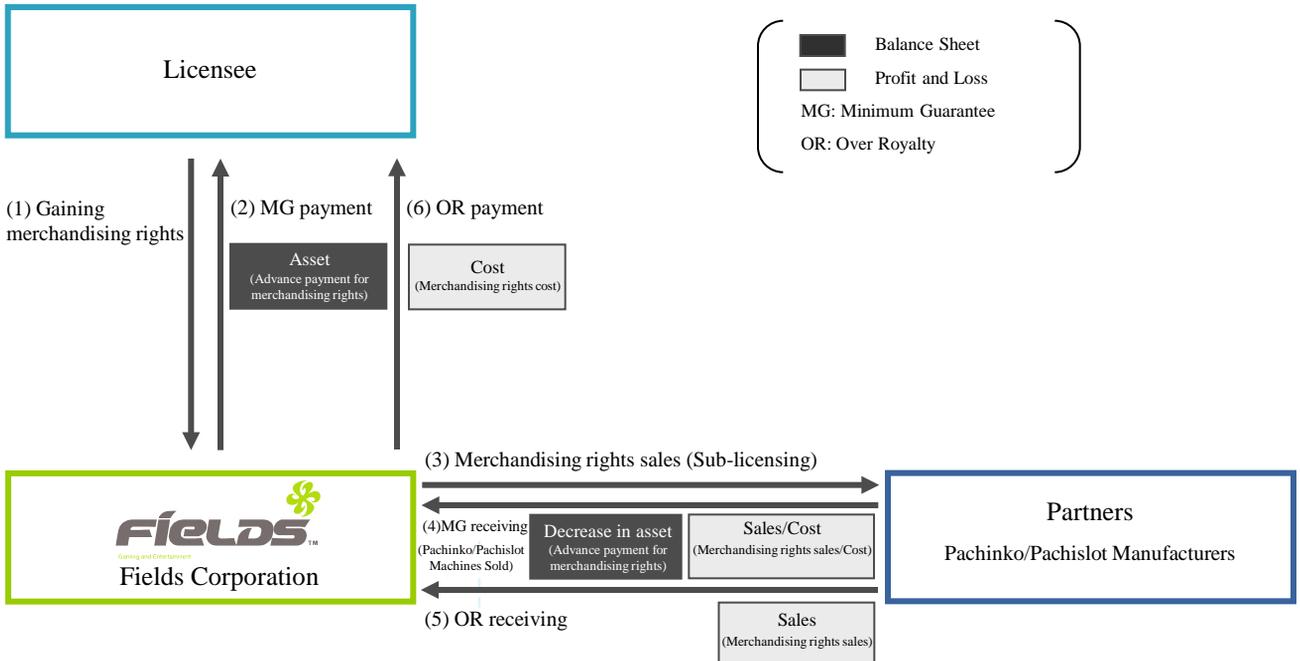
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- \*1 Agency sales : Sales and profit by commission
  - \*2 Distribution sales : Sales and profit by purchase of machines
  - \*3 Direct sales : Direct sales by own sales force
  - \*4 Indirect sales : Indirect sales through secondary agents
  - \*5 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

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>The Angels Are Back Again YF</b> Jan. 2010 <u>24,000 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>75,000 machines</u>	3. 2014	 <b>Ketsui no Toki</b> Feb. 2014 <u>13,000 machines</u>
	 <b>Premium Battle</b> Jan. 2014 <u>12,000 machines</u>		

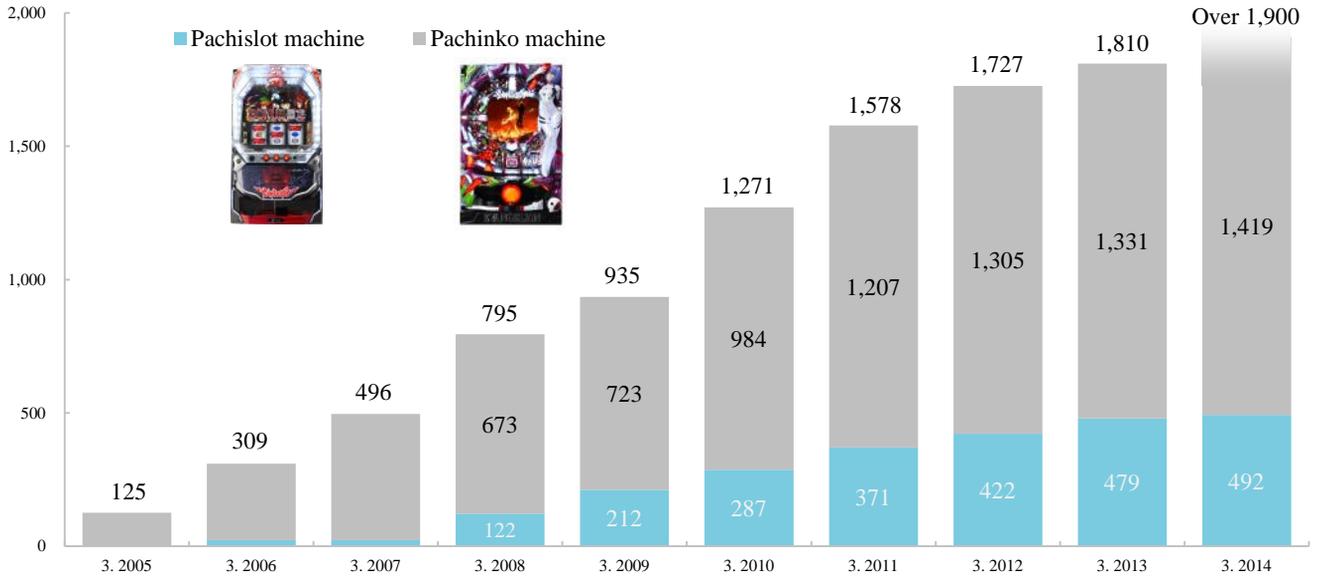
## Total Sales of "Evangelion" Series Machines

FIELDS CORPORATION

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Planned and sold 8 pachinko and 8 pachislot titles since the year ended March 31, 2005  
Total sales exceeded 1.9 million machines for the year ended March 31, 2014

(Unit: Thousand machines)



## Number of Machines Sold (Details)

FIELDS CORPORATION

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(Unit: Machines)

	3. 2009			3. 2010			3. 2011			3. 2012			3. 2013			3. 2014		
	H1	H2	Full															
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	171,905	221,077	392,982
■ 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	110,276	52,603	162,879
	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%	64.1%	23.8%	41.4%
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	61,629	168,474	230,103
	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%	35.9%	76.2%	58.6%
■ 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	116,235	55,492	171,727
	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%	67.6%	25.1%	43.7%
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	55,670	165,585	221,255
	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%	32.4%	74.9%	56.3%
■ 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	144,481	179,486	323,967
	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%	84.0%	81.2%	82.4%
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	27,424	41,591	69,015
	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%	16.0%	18.8%	17.6%

## Titles of Pachinko Machines Sold (3.2002-3.2014)

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

(Unit: Machines)

	Sammy	Sold	Bisty	Sold	OK!!	Sold
3.2014			CR EVANGELION 8 Premium Battle	12,000	Pachinko Onimusha: Dawn of Dreams	*1
			CR TEKKEN	18,000	New-century Pachinko BERSERK	23,000
			CR EVANGELION 8	75,000		
			CR Beyond the Heavens	-		
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		
			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 disclosed.

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

\*1 To be posted in April 1, 2014

## Titles of Pachislot Machines Sold (3.2001-3.2014)

FIELDS CORPORATION

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

(Unit: Machines)

	RODEO	Sold	Bisty	Sold	Olympia	Sold	Enterrise	Sold	Mizuho	Sold
3. 2014	Kaiji3*	25,000	Evangelion —Ketsui no Toki	13,000			Pachislot Monster Hunter: Gekka Raimei	45,000	ANOTHER GOD HADES	54,000
			MOBILE SUIT GUNDAM	25,000			Devil May Cry 4	25,000		
			PACHISLOT ULTRAMAN WARS	23,000						
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	GTO Limit Break	-						
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	84,000	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	61,000	KAIZOKU	-	Ougonshin	13,000				
	WANTOUCHABLE (Sammy)	-								
	JET SET RADIO	22,000								
	Charlie's Angels FT	-								
	Sloter Kintaro	52,000								
3. 2003	Yajyu	14,000								
	KAZENOYOUJINBOU	53,000								
	SNOW KING	-								
	Salaryman Kintaro S	-								
3. 2002	CLUB RODEO T	43,000								
	Ginginmaru	31,000								
	Ichigeki Teio 2	17,000								
	Salaryman Kintaro	118,000								
3. 2001	DOUBLE CHALLENGE	31,000								
	Oo-Gamera	32,000								
	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.

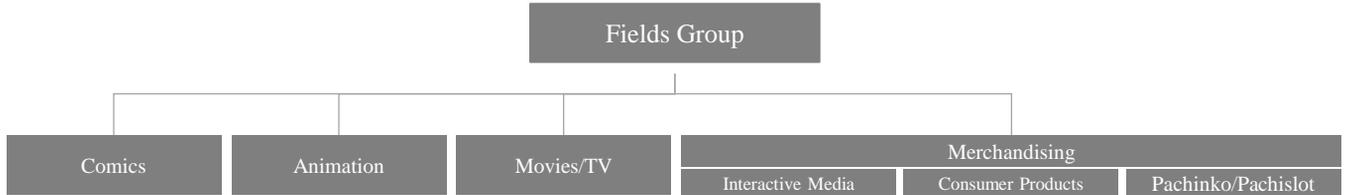
\* RODEO includes the sales number of "Kaiji 3" from GINZA Corporation released in the year ended March 31, 2014.

## Group Structure

FIELDS CORPORATION  
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(As of March 31, 2014)



### 【 Main group companies 】

	Company name	Holding ratio of voting rights	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.	100.0	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
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.	87.7	60	Shibuya-ku, Tokyo	Mobile contents service provider and mail order	Oct. 2006
	NEX ENTERTAINMENT CO., LTD.	64.6	92	Shibuya-ku, Tokyo	Computer software planning, production, and sales, etc.	Nov. 2011
Consumer Products	Total Workout premium management Inc.	95.0	5	Shibuya-ku, Tokyo	Running fitness gym	May 2011
	Tsuburaya Productions Co., Ltd.	51.0	310	Shibuya-ku, Tokyo	Movie/TV planning and production Character goods planning, production and sales	Apr. 2010
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.	100.0	227	Yokkaichi-shi, Mie	Planning and development of software for commercial-use machine	Jan. 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)

FIELDS CORPORATION

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### 【 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	17,819	60,700	114,904
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	5,709	14,455	33,812
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	5,849	6,700	24,020
Operating income	(225)	1,807	(1,560)	8,505	8,527	283	(2,142)	703	11,470	10,314	(3,829)	6,005	(140)	7,755	9,791
Ordinary income	(266)	1,979	(1,607)	8,555	8,661	574	(2,312)	763	11,243	10,268	(3,759)	5,903	(78)	7,699	9,765
Net income	(284)	2,712	(1,296)	4,859	5,991	342	(1,322)	303	5,397	4,720	(2,290)	3,724	(207)	4,143	5,370

	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	14,456	56,898	103,572
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	4,634	13,639	30,592
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	5,175	5,893	21,065
Operating income	(106)	1,964	(1,817)	8,161	8,202	605	(2,120)	701	10,837	10,023	(3,582)	5,903	(540)	7,746	9,527
Ordinary income	11	2,128	(1,713)	8,070	8,496	806	(2,052)	851	10,614	10,219	(3,339)	5,929	(319)	6,975	9,246
Net income	(101)	1,221	(938)	4,723	4,905	452	(1,229)	530	6,330	6,083	(2,004)	3,246	(109)	3,449	4,582

	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)

FIELDS CORPORATION

The Greatest Leisure for All People

\*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) 81,658	(118.6) 96,814	(88.1) 85,321	(119) 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) 12,655	(137.4) 17,389	(116.8) 20,303	(105) 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) 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 end of the 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
Return on equity (ROE)	55.9	56.9	28.9	19.5	9.2	12.4
Return on assets (ROA)	39	45.0	22.8	16.4	12.0	17
Payout ratio (1)	7.9	(2) 20.1	20.7	20	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	3. 2014
Net sales	(71.7) 73,035	(90.8) 66,342	(156.1) 103,593	(89.0) 92,195	(117.3) 108,141	(106.3) <b>114,904</b>
Gross profit	(69.5) 24,024	(111.9) 26,889	(130.6) 35,129	(89.2) 31,330	(106.2) 33,279	(101.6) <b>33,812</b>
SG&A expenses	(103.2) 22,063	(85.0) 18,764	(117.2) 21,993	(103.7) 22,803	(100.7) 22,964	(104.6) <b>24,020</b>
Operating Income	(14.9) 1,960	(414.5) 8,124	(161.7) 13,136	(64.9) 8,527	(121.0) 10,314	(94.9) <b>9,791</b>
Ordinary income	(8.5) 991	(783.1) 7,761	(176.3) 13,684	(63.3) 8,661	(118.6) 10,268	(95.1) <b>9,765</b>
Net income	(-) (1,481)	(-) 3,289	(228.6) 7,520	(79.7) 5,991	(78.8) 4,720	(113.8) <b>5,370</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>58,753</b>
Total assets	52,064	81,329	78,971	93,601	106,628	<b>104,869</b>
Cash flows from operating activities	4,147	8,429	8,005	10,015	13,570	<b>16,322</b>
Cash flows from investing activities	(6,182)	(1,011)	(4,356)	(4,798)	(6,263)	<b>(8,018)</b>
Cash flows from financing activities	602	(2,687)	(3,915)	(2,565)	(2,277)	<b>(2,018)</b>
Cash and cash equivalents at end of the year	11,181	15,906	15,632	18,284	23,309	<b>29,583</b>

(Unit: Yen)

Indicators per share	3. 2009	3. 2010	3. 2011	3. 2012	3. 2013 (4)	3. 2014
Net assets per share	117,326	123,645	140,853	153,904	1,644.15	<b>1,756.27</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>161.83</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	3. 2014
Shareholders' equity ratio	75.8	50.5	59.2	54.6	51.2	<b>55.6</b>
Return on equity (ROE)	(3.5)	8.2	17.1	12.2	8.9	<b>9.5</b>
Return on assets (ROA)	1.6	11.6	17.1	10.0	10.3	<b>9.2</b>
Payout ratio	-	45.9	22.1	27.7	35.1	<b>30.9</b>

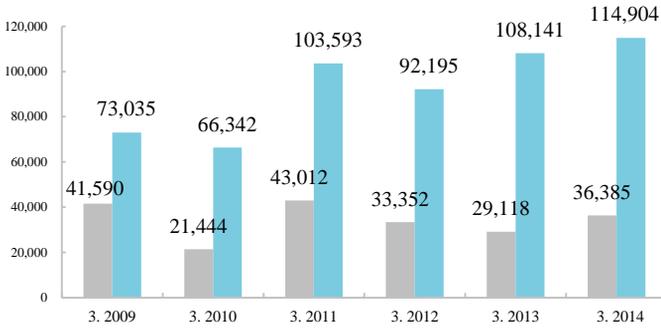
Other	3. 2009	3. 2010	3. 2011	3. 2012	3. 2013 (4)	3. 2014
Total number of shares issued and outstanding (shares)	347,000	347,000	347,000	347,000	34,700,000	<b>34,700,000</b>
Treasury stock (shares)	10,643	14,885	14,885	15,162	1,516,200	<b>1,516,200</b>
Number of employees (people)	827	909	1,149	1,324	1,416	<b>1,588</b>

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

FIELDS CORPORATION

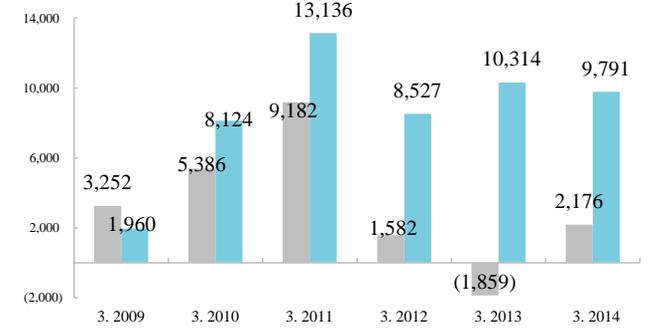
The Greatest Leisure for All People

### Net sales

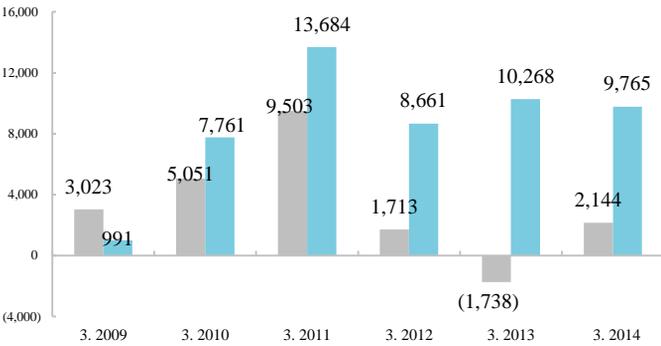


### Operating income

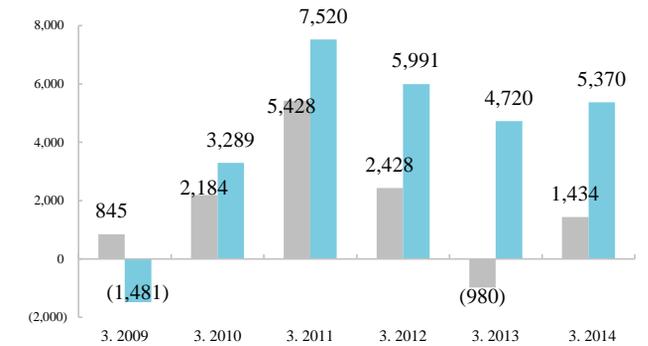
■ H1 ■ Full-Year (Unit: Million yen)



### Ordinary income



### Net income



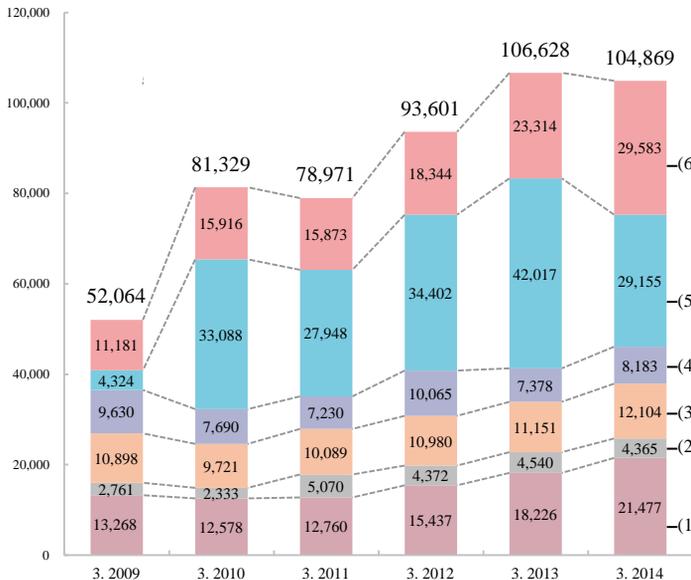
FIELDS CORPORATION

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

### Change in assets

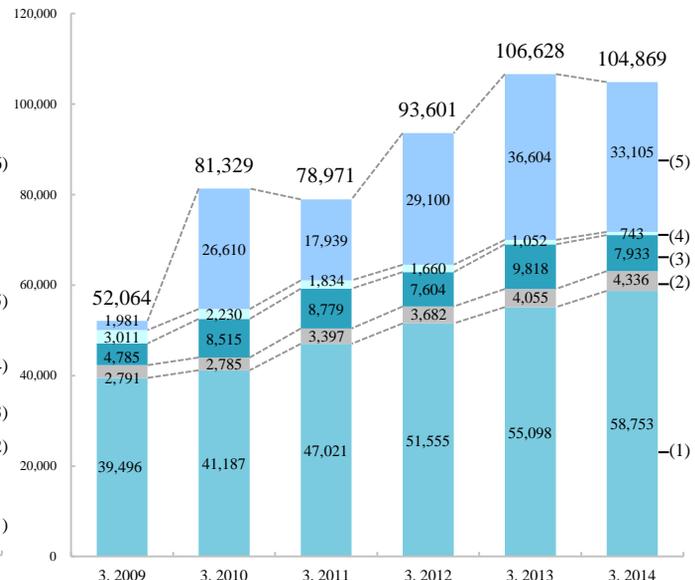
- (1) Investments and other assets
- (2) Intangible fixed assets
- (3) Tangible fixed assets
- (4) Other current assets
- (5) Notes and accounts receivable—trade
- (6) Cash and cash deposits



### 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



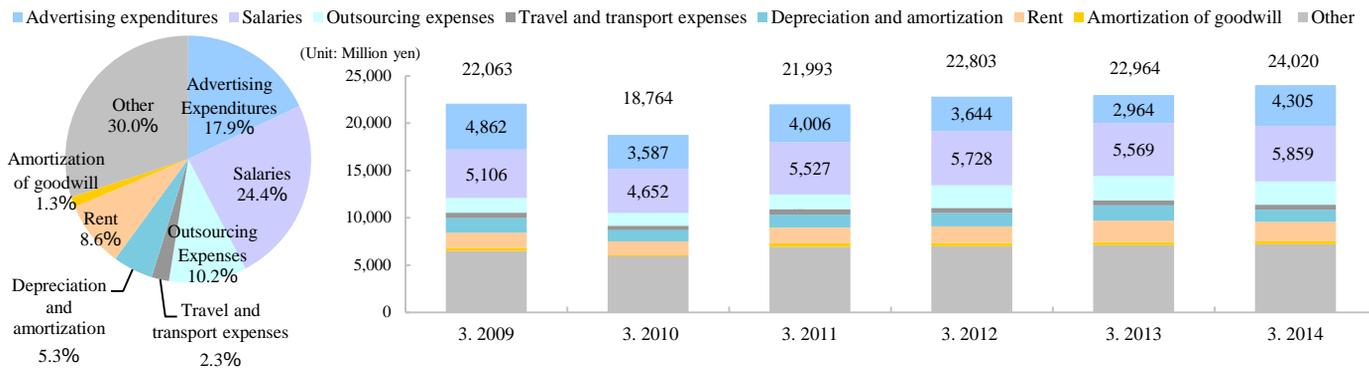
## Change in Selling, General and Administrative Expenses (Graph) (Consolidated)

FIELDS CORPORATION  
The Greatest Leisure for All People

(Unit: Million yen)

	3. 2009	3. 2010	3. 2011	3. 2012	3. 2013	3. 2014
Advertising expenditures	4,862	3,587	4,006	3,644	2,964	4,305
Salaries	5,106	4,652	5,527	5,728	5,569	5,859
Provision for accrued bonuses	202	257	290	246	247	285
Provision for accrued bonuses to directors and auditors	245	135	220	240	230	230
Outsourcing expenses	1,532	1,373	1,553	2,373	2,608	2,451
Travel and transport expenses	596	469	551	542	507	551
Depreciation and amortization	1,534	1,175	1,393	1,431	1,623	1,268
Rent	1,608	1,475	1,654	1,749	2,249	2,062
Provision to allowance for doubtful accounts	29	249	-	(52)	(56)	(3)
Retirement benefit expenses	70	68	76	86	92	6
Amortization of goodwill	332	87	366	333	319	323
Other	5,947	5,237	6,357	6,483	6,608	6,683
<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>24,020</b>

\* "Other" is calculated on this sheet above.

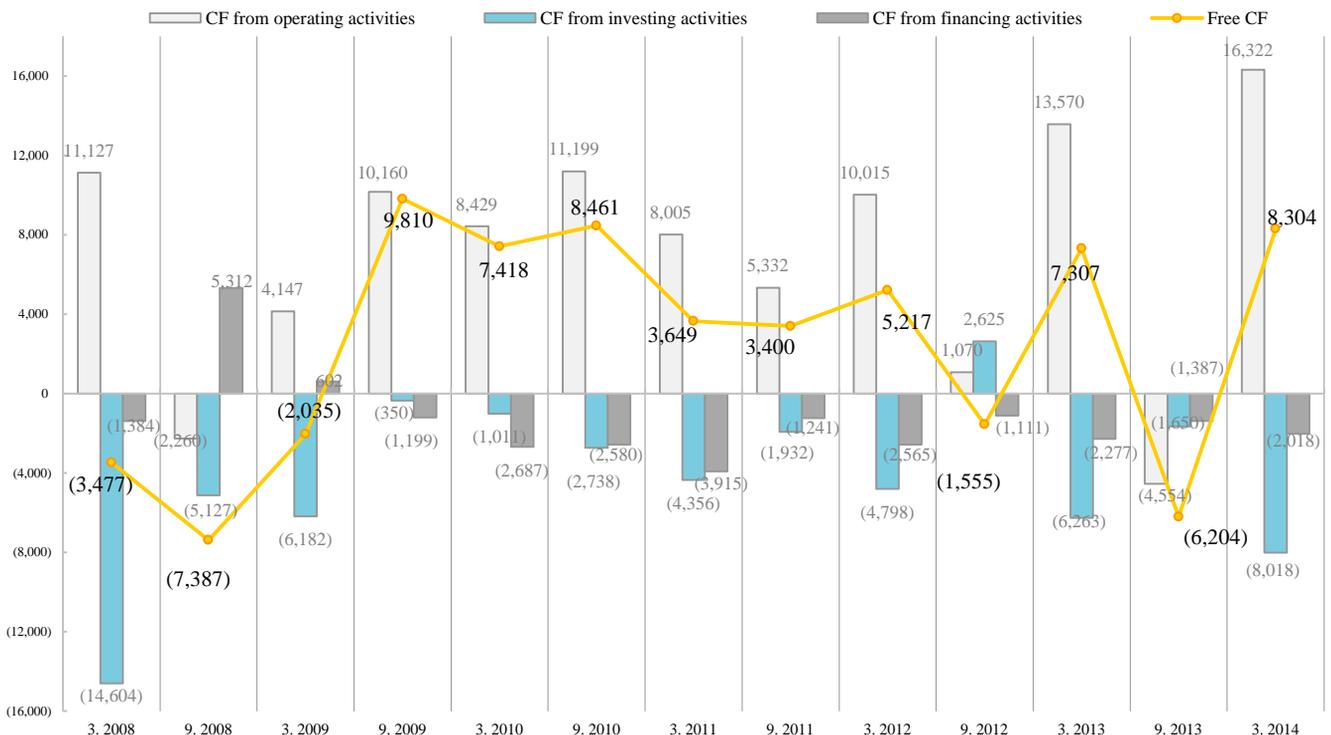


## Change in Free Cash Flow (Graph)

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The Greatest Leisure for All People

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

(Unit: Million yen)



## 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 】

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
Mar. 2011-	Held a cleanup at Nampeidai-cho (around the Head Office) once a month
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.)
Sep. 2013	Joined "Cleanup Campaign at Kugenuma beach" organized by JEAN
Oct. 2013	Support for the Be Smile Project and visit to child welfare facilities in Nagasaki prefecture
Dec. 2013	Participation in fiscal 2013 mochi tsuki (rice cake pounding) festival of Nampeidai-cho, Shibuya ward neighborhood association
Mar. 2014	Held a cleanup at Yoyogi Park (joint activity with Artnature Inc.)

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.

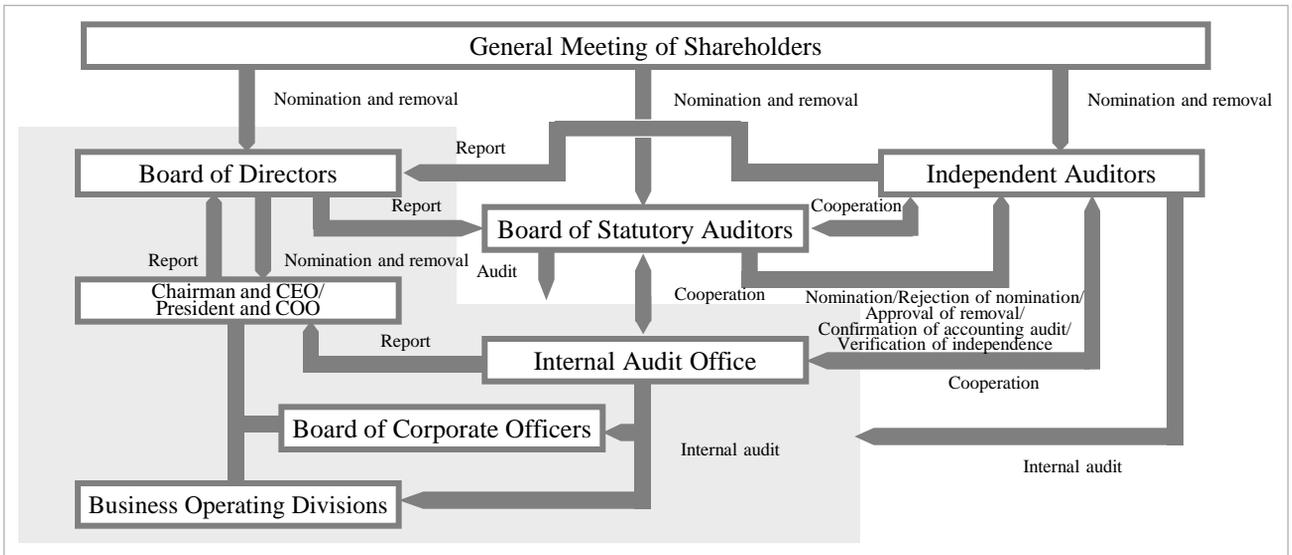
This Foundation provides psychological and material support to children who are the hope for the future and deploys the permanent support activities for children's future.

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 in March, 2013 and visited 78 places affected by the earthquake to bring cheer to children. By the end of March 2014 the HERO CARAVAN had visited 79 nursery schools and kindergartens and had touched the lives of over 7,200 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 Corporate 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. 2014	3. 2015 E
Net income	3,710	5,296	(1,481)	3,289	7,520	5,991	4,720	5,370	-
Total dividend	1,388	1,561	1,534	1,503	1,660	1,659	1,659	1,659	-
Payout ratio (%)	37.4	29.5	-	45.9	22.1	27.7	35.1	30.9	-
Total number of outstanding common stock	347,000	347,000	347,000	347,000	347,000	347,000	34,700,000	34,700,000	-
As of 1st Half (excluding treasury stock)	347,000	347,000	347,000	336,357	332,115	332,115	331,838	33,183,800	-
As of Full-Year (excluding treasury stock)	347,000	347,000	336,357	332,115	332,115	331,838	33,183,800	33,183,800	-

Dividend per one unit (Yen)	Annual dividend 45 yen				Annual dividend 50 yen		Annual dividend 50 yen		Annual dividend 50 yen		(Forecast) Annual dividend 50 yen
	Annual dividend 40 yen	Commemorative Dividend 5 yen	Interim dividend 20 yen	Year-end dividend 25 yen	Interim dividend 25 yen	Year-end dividend 25 yen	Interim dividend 25 yen	Year-end dividend 25 yen	Interim dividend 25 yen	Year-end dividend 25 yen	Interim dividend 25 yen
	Interim dividend 20 yen	Interim dividend 20 yen	Interim dividend 20 yen	Year-end dividend 25 yen	Interim dividend 25 yen	Year-end dividend 25 yen	Interim dividend 25 yen	Year-end dividend 25 yen	Interim dividend 25 yen	Year-end dividend 25 yen	Interim dividend 25 yen
	Year-end dividend 20 yen	Year-end dividend 20 yen	Year-end dividend 25 yen	Year-end dividend 25 yen	Year-end dividend 25 yen	Year-end dividend 25 yen	Year-end dividend 25 yen	Year-end dividend 25 yen	Year-end dividend 25 yen	Year-end dividend 25 yen	Year-end dividend 25 yen

\* Interim dividends have increased as of November 4, 2010.

\* A split of common shares was effected at a ratio of 1:100 with a record date of September 30, 2012, and all amounts are indicated taking the share split into account retroactively.

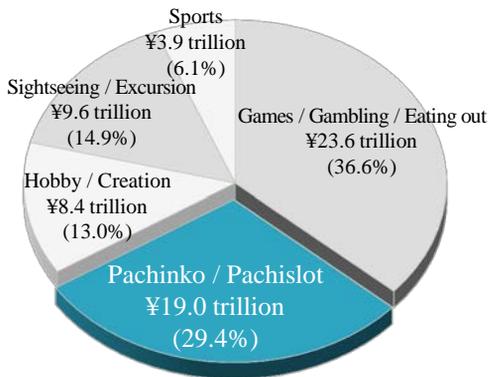
## 4. Appendix II (Pachinko/Pachislot Market Data)

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## Pachinko/Pachislot Market

### Market Scale of Pachinko/Pachislot Industry

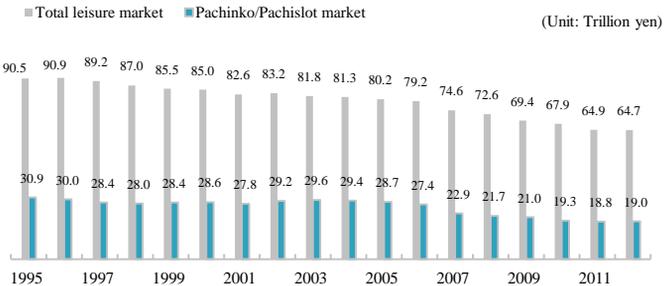
**FY2012 Japanese Leisure Market  
Total Size of ¥64.7 trillion**



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

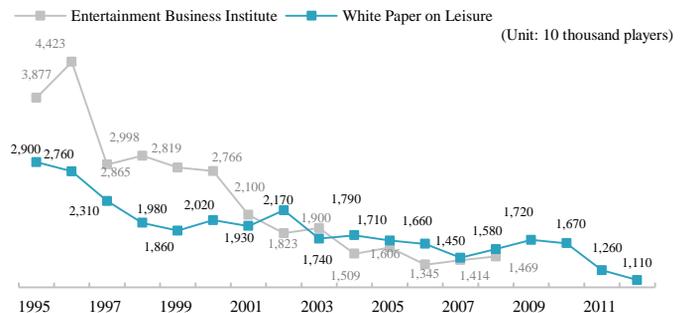
### Change in Pachinko/Pachislot Market Scale

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



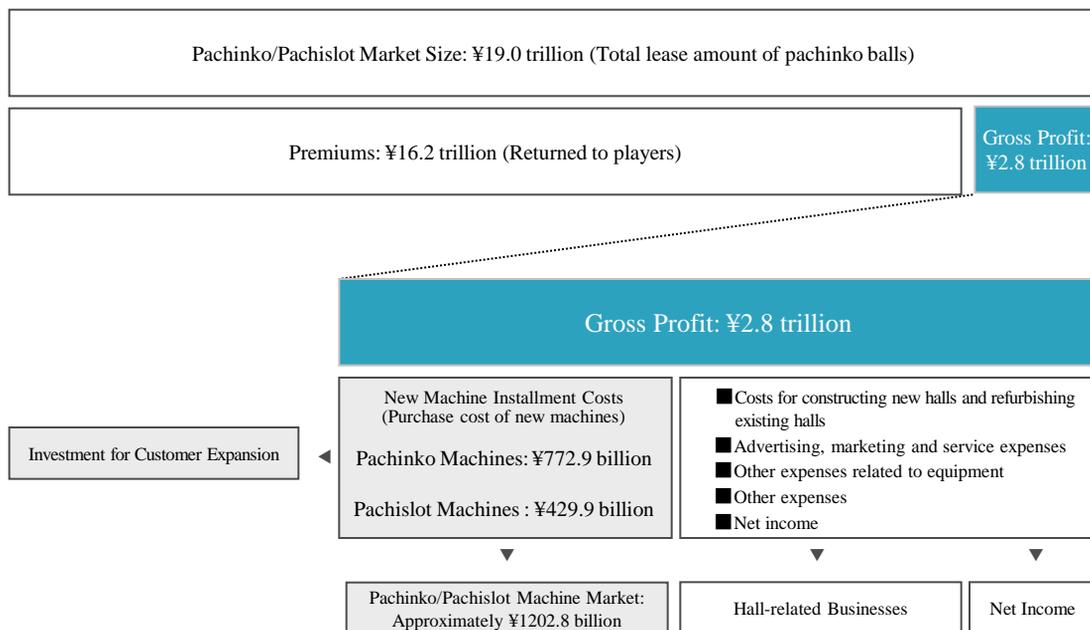
### Change in Number of Pachinko/Pachislot Players

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

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### Pachinko/Pachislot Manufacturers

(As of March 31, 2014)

- 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

#### Distributors

- Usually paid via a commission from manufacturers but may also have a resale model for pachislot
- Network of salesmen
- Not directly regulated

**Direct sales**  
40% for pachinko and 20% for pachislot

**Indirect sales**  
60% for pachinko and 80% for pachislot

### Pachinko/Pachislot Hall

- Around 11,893 in Japan (FY2013)
- 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.

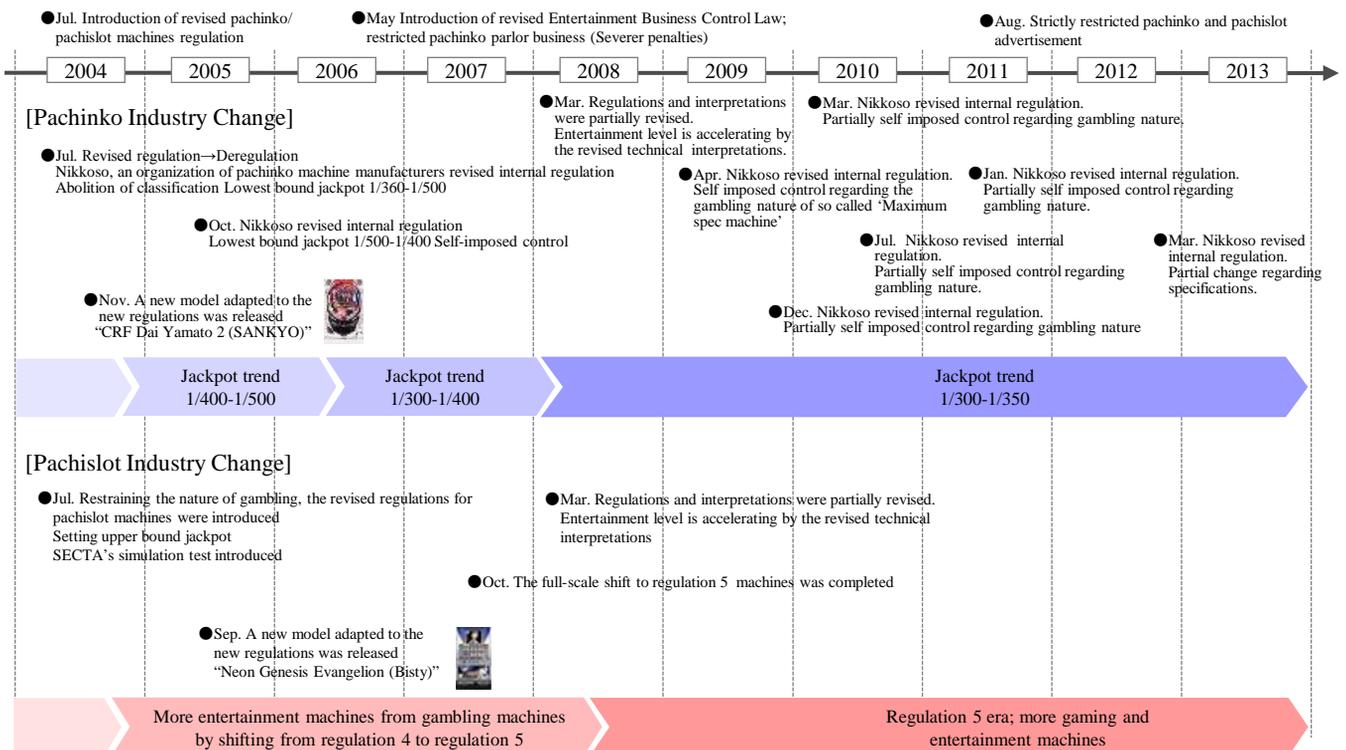
#### Peripheral Equipment Manufacturers and Others

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

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

## Recent Trend of Pachinko/Pachislot Industry

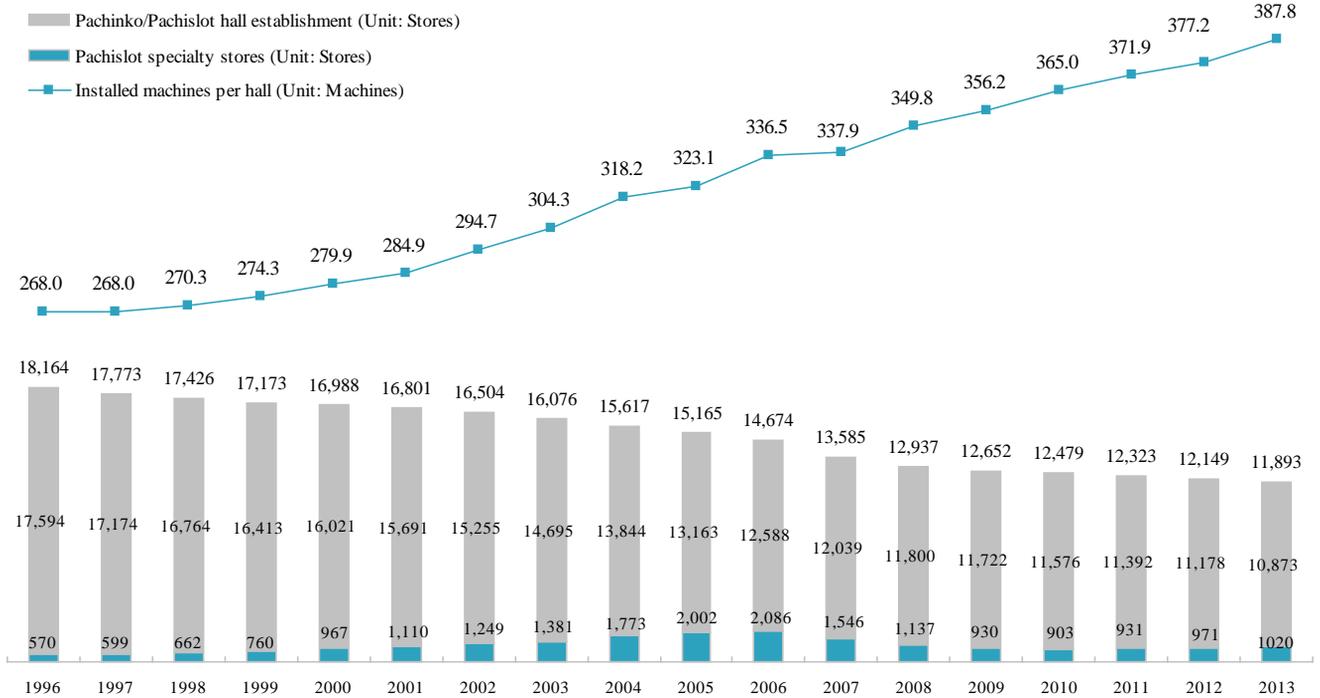
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## Number of Pachinko Halls and Change in Number of Pachinko/Pachislot Machines Installed Per Hall

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

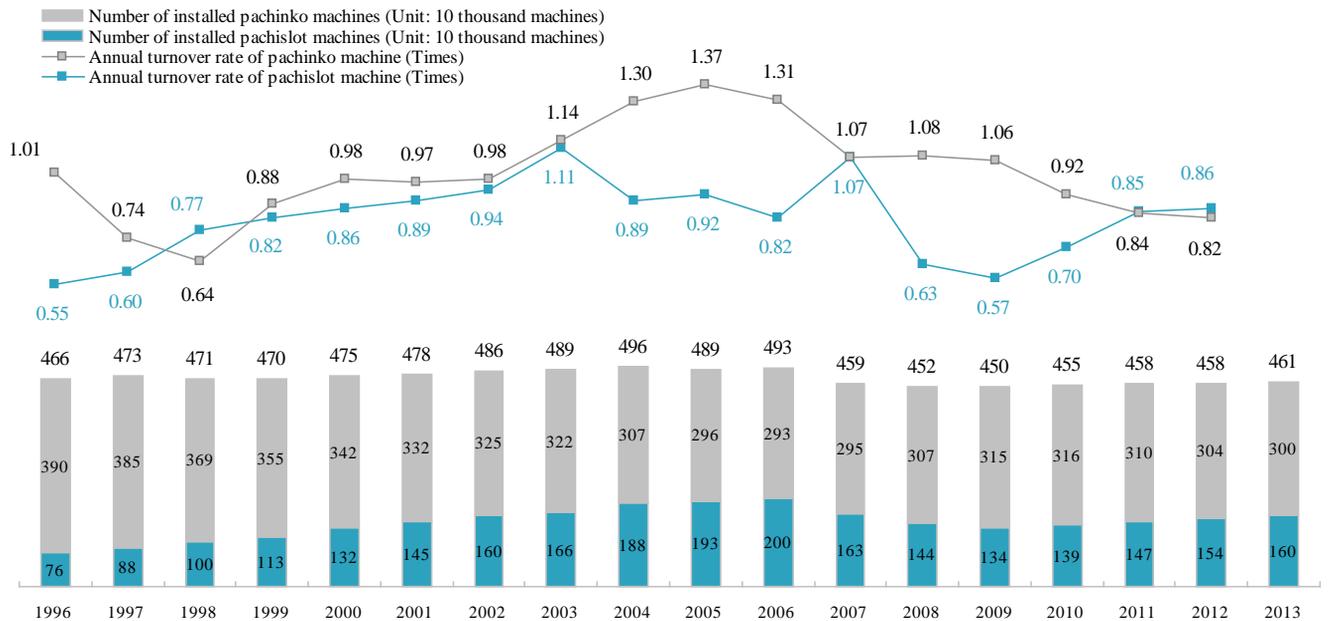


## Number of Pachinko/Pachislot Machines Installed and Annual Turnover Rate

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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) 】

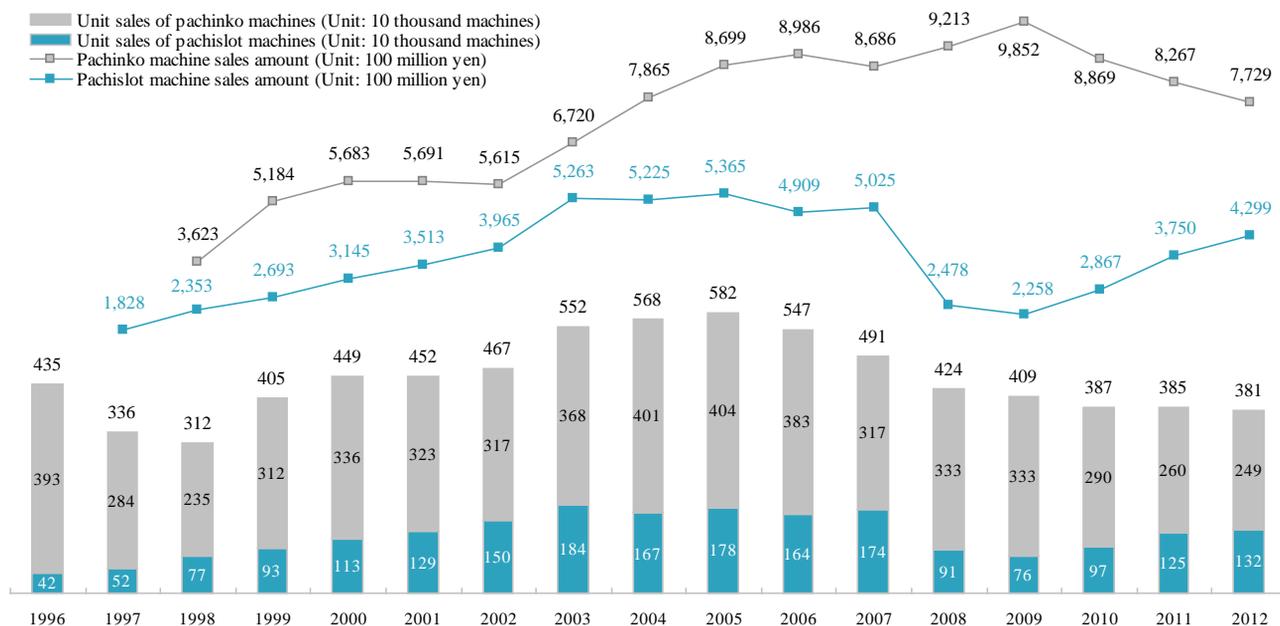
Year	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Turnover Rate	0.90	0.93	0.71	0.67	0.86	0.95	0.95	0.96	1.13	1.15	1.19	1.11	1.07	0.94	0.91	0.85	0.84	0.83	-

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

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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

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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										
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										
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-

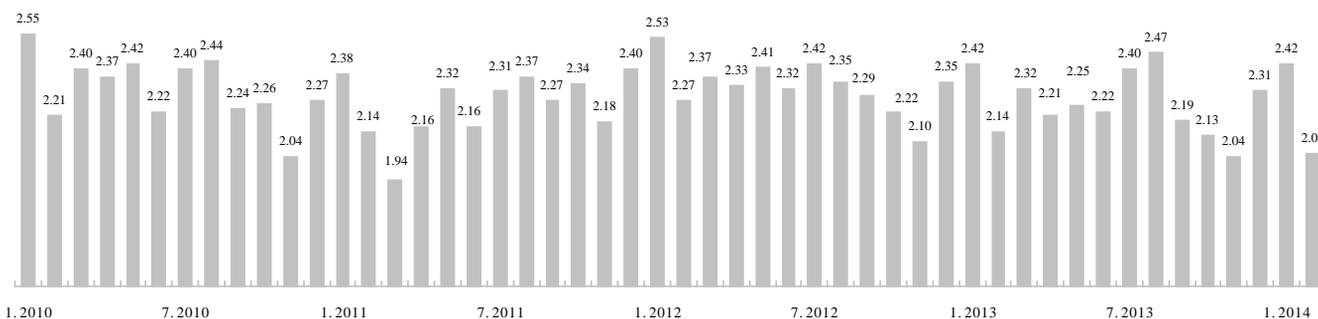
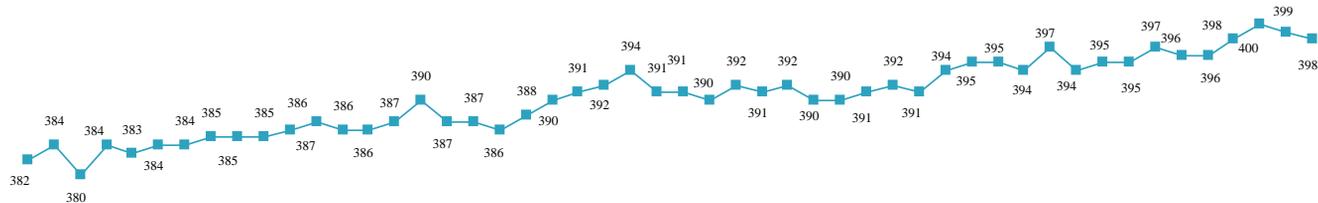
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The data is updated monthly by "Current Survey of Selected Service Industries: The Ministry of Economy, Trade and Industry"

■ 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 2013. The Ministry of Economy, Trade and Industry outsources 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

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

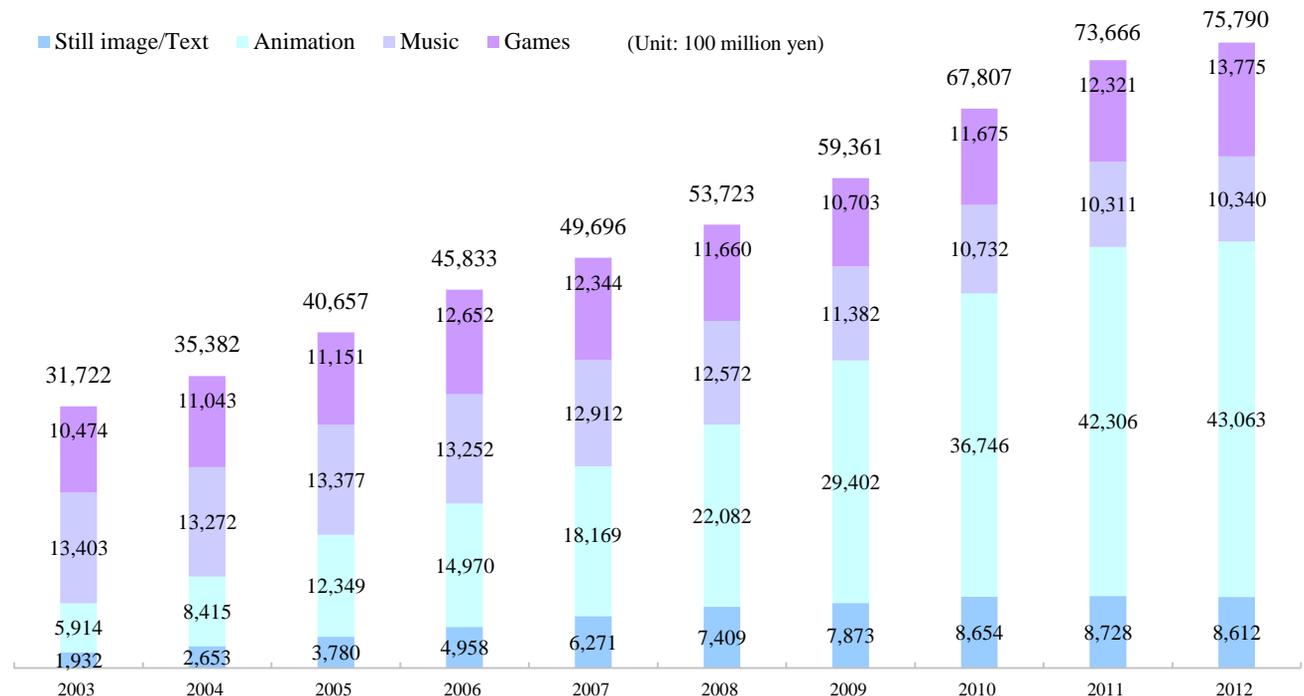


## Market Scale of Digital Content Business

FIELDS CORPORATION

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



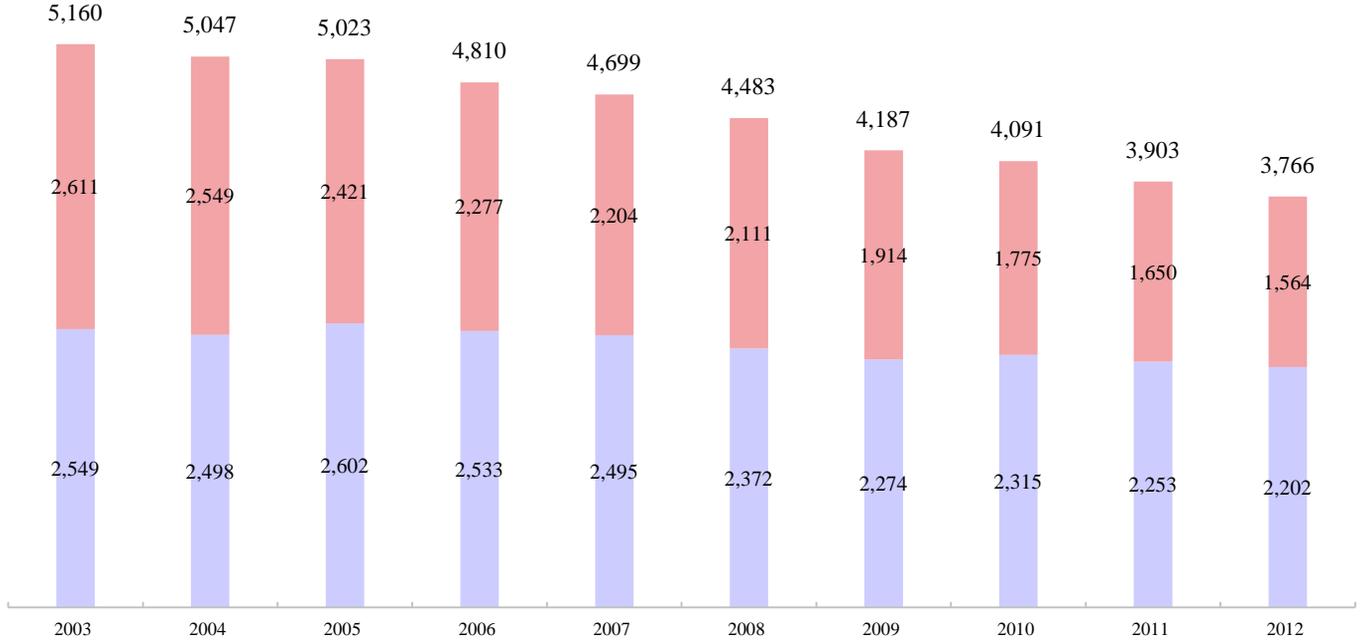
## Sales Amount of Comic Books and Comic Magazines

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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

FIELDS CORPORATION

The Greatest Leisure for All People

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



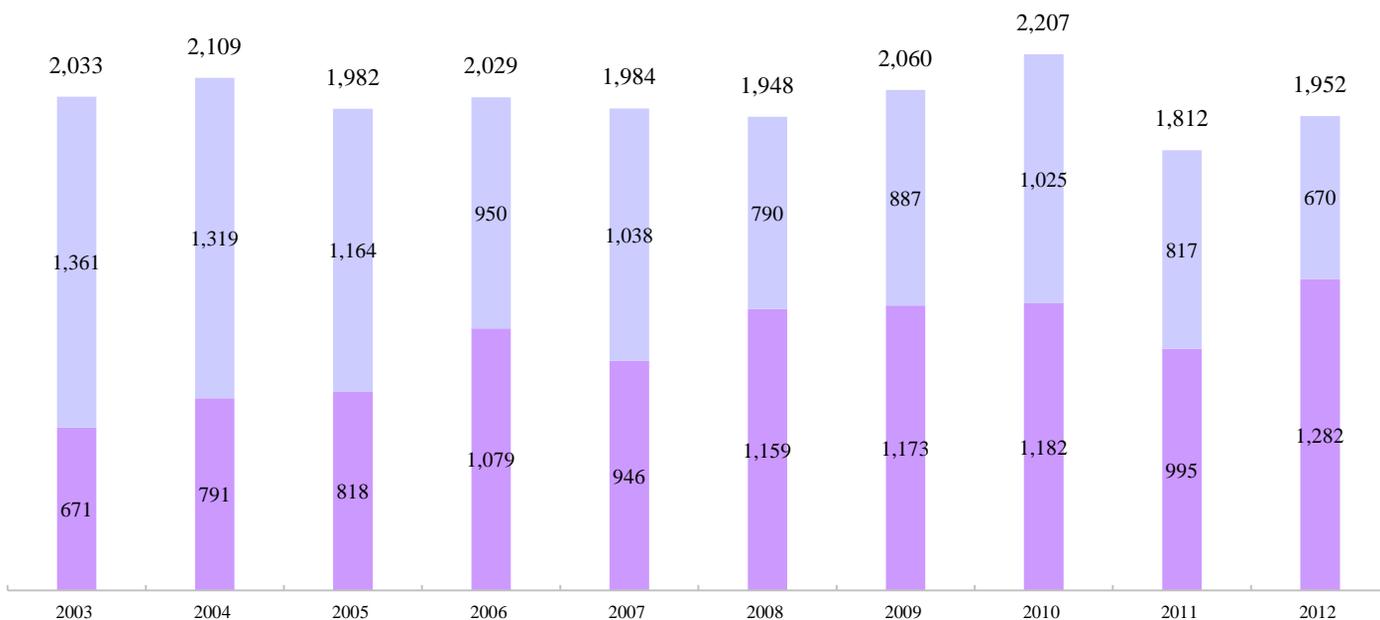
## Box-Office of Domestic Movie Theaters

FIELDS CORPORATION

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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

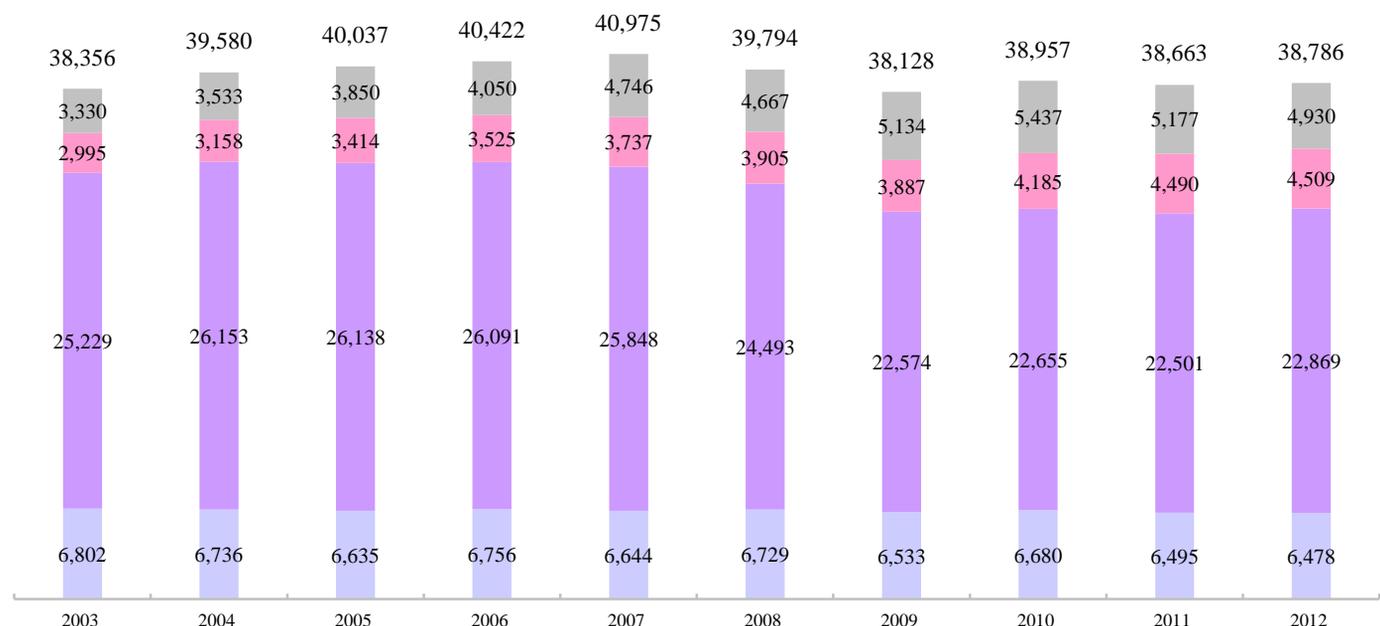
FIELDS CORPORATION

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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)

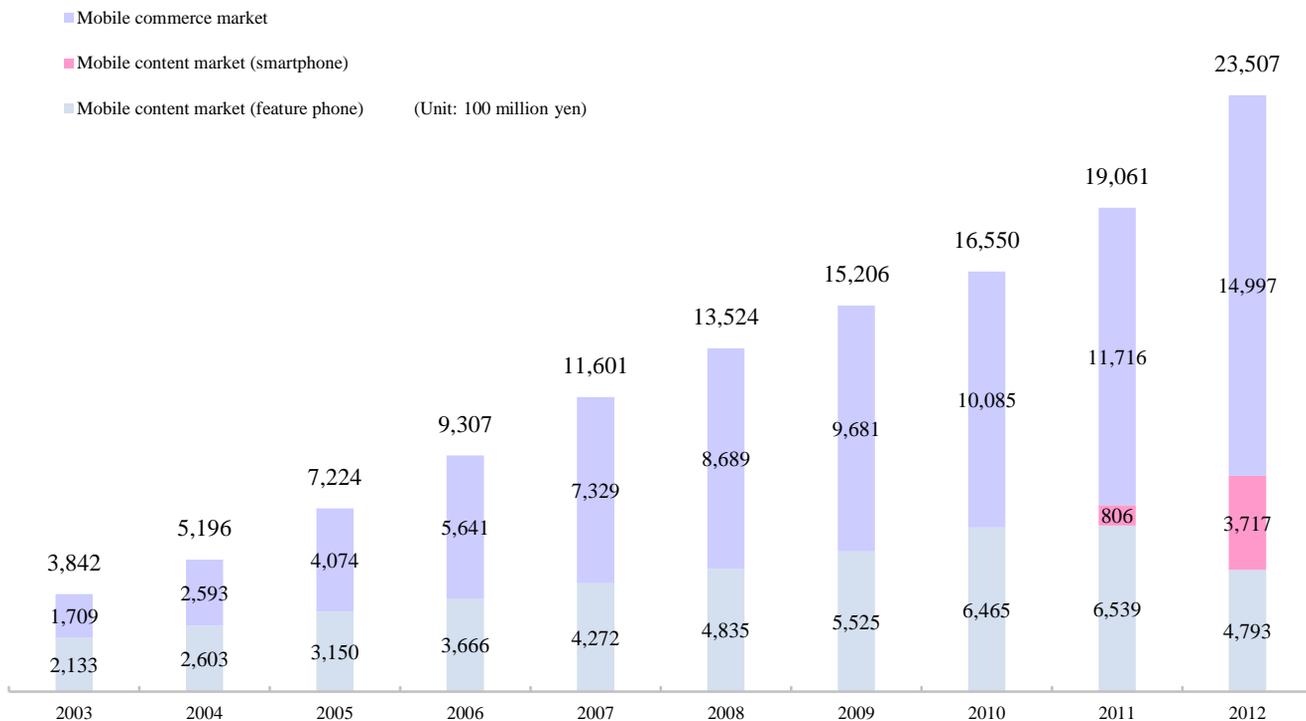


## Market Scale of Mobile Business

FIELDS CORPORATION

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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)**

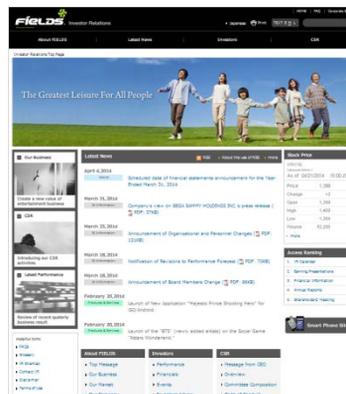
URL : <http://www.fields.biz/ir/j/>



- 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 March 2014

[ Nikko IR ] Chosen for the “Best Corporate Website award FY2013”  
Ranked No. 1 in the new markets ranking for the fourth consecutive year  
and ranked No. 1 by industry for the third consecutive year



[ DAIWA IR ]  
FY2013 Company of Excellence



[ JASDAQ ]  
FY2008 IR Company of Excellence



**Analysis Tools**

【 Annual Report (Japanese/English) 】 Issued annually since the 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.