

3rd quarter (10. 2014 - 12. 2014)

FIELDS CORPORATION
(Code: 2767)

Supplementary Financial Document
for the Nine Months Ended December 31, 2014

February 4, 2015



The Greatest Leisure for All People

Index

FIELDS CORPORATION

The Greatest Leisure for All People

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1. Highlights for the Nine Months Ended December 31, 2014

Highlights for the Nine Months Ended December 31, 2014 (Consolidated)

FIELDS CORPORATION

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【 P/L Statement 】

*The numbers in upper parentheses are YoY; the numbers in brackets are ratio to net sales.

(Unit: Millions of yen)

	Year Ended March 31, 2014		Year Ending March 31, 2015	
	Q1-Q3	Full-Year	Q1-Q3	Full-Year Forecast
Net sales	(113.5) 54,204 [100.0]	(106.3) 114,904 [100.0]	(54.1) 29,317 [100.0]	100,000
Gross profit	(128.5) 19,357 [35.7]	(101.6) 33,812 [29.4]	(54.3) 10,513 [35.9]	-
SG&A expenses	(106.8) 17,320 [32.0]	(104.6) 24,020 [20.9]	(98.8) 17,113 [58.4]	-
Advertising expenditures	3,100	4,305	2,365	-
Salaries	4,403	5,859	4,659	-
Outsourcing expenses	1,688	2,451	1,731	-
Depreciation and amortization	931	1,268	1,026	-
Rent	1,566	2,062	1,519	-
Amortization of goodwill	236	323	245	-
Other	5,396	7,752	5,568	-
Operating income	(-) 2,036 [3.8]	(94.9) 9,791 [8.5]	(-) (6,599) [-22.5]	5,000
Ordinary income	(-) 2,066 [3.8]	(95.1) 9,765 [8.5]	(-) (5,633) [-19.2]	5,000
Net income	(-) 1,227 [2.3]	(113.8) 5,370 [4.7]	(-) (3,215) [-11.0]	2,500

* "YoY," "ratio to net sales," and "SG&A expenses" are calculated on this sheet above.

Highlights for the Nine Months Ended December 31, 2014 (Consolidated)

【 B/S 】

(Unit: Millions of yen)

	At March 31, 2014	At Dec. 31, 2014	Increase/ Decrease	Factors
Cash and cash equivalents	29,583	13,290	(16,293)	
Notes and accounts receivable—trade	29,155	5,499	(23,656)	
Inventories	3,134	2,750	(384)	
Other	5,083	11,713	6,630	
Allowance for doubtful accounts	(34)	(24)	10	
Total current assets	66,921	33,228	(33,693)	Decrease in notes and accounts receivable—trade
Land	7,875	7,737	(138)	
Other	4,229	4,662	433	
Total tangible fixed assets	12,104	12,399	295	
Goodwill	1,905	1,698	(207)	
Other	2,460	2,803	343	
Total intangible fixed assets	4,365	4,501	136	
Investment securities	15,607	14,859	(748)	
Other	6,944	6,796	(148)	
Allowance for doubtful accounts	(1,074)	(1,022)	52	
Total investments and other assets	21,477	20,633	(844)	Decrease in investment securities
Total fixed assets	37,948	37,534	(414)	
Total assets	104,869	70,762	(34,107)	
Notes and accounts payable—trade	33,105	3,621	(29,484)	
Accrued income taxes	1,959	154	(1,805)	
Other	6,666	9,026	2,360	
Total current liabilities	41,730	12,801	(28,929)	Decrease in notes and accounts payable—trade and decrease in accrued income taxes
Total fixed liabilities	4,386	4,225	(161)	Decrease in net defined benefit liability
Total liabilities	46,116	17,027	(29,089)	
Common stock	7,948	7,948	-	
Capital surplus	7,994	7,994	-	
Retained earnings	44,548	39,815	(4,733)	
Treasury stock	(1,821)	(1,821)	-	
Total shareholders' equity	58,670	53,937	(4,733)	
Unrealized holding gain on available-for-sale securities	(262)	(668)	(406)	
Accumulated other comprehensive income	(390)	(770)	(380)	
Minority interest	473	569	96	
Total net assets	58,753	53,735	(5,018)	Decrease in retained earnings
Total liabilities and net assets	104,869	70,762	(34,107)	

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

Highlights for the Nine Months Ended December 31, 2014 (Consolidated)

FIELDS CORPORATION

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【 Cash Flows 】

(Unit: Millions of yen)

	Year Ended March 31, 2014		Year Ending March 31, 2015	
	Q1-Q3	Full-Year	Q1-Q3	Factors
Cash flows from operating activities	398	16,322	(12,232)	Loss before income taxes and minority interests (5,266) Decrease in notes and accounts payable—trade (28,428) Decrease in notes and accounts receivable—trade 23,725 Income taxes paid (1,951)
Cash flows from investing activities	(2,460)	(8,018)	(4,838)	Expenditure for loans (3,220) Proceeds from sales of investment securities 828 Expenditures for purchase of tangible fixed assets (1,438) Expenditures for purchase of intangible fixed assets (1,196)
Cash flows from financing activities	(2,043)	(2,018)	778	Proceeds from short-time borrowings 2,510 Dividends paid (1,652)
Effect of exchange rate changes on cash and cash equivalents	4	0	-	
Increase (decrease) in cash and cash equivalents	(4,100)	6,284	(16,292)	
Cash and cash equivalents at beginning of period	23,309	23,309	29,583	
Increase (decrease) in cash and cash equivalents resulting from change of scope of consolidation	(10)	(10)	-	
Cash and cash equivalents at end of period	19,197	29,583	13,290	

2. Supplementary Data for the Nine Months Ended December 31, 2014

Number of Pachinko/Pachislot Machines Sold

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【 By Pachinko/Pachislot Brand 】

(Unit: Machines)

	Year Ended March 31, 2014					Year Ending March 31, 2015			
	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	Q3	Q1-Q3
< Pachinko machines >									
Bisty	4,254	73,305	19,680	14,629	111,868	3,533	22,023	40,009	65,565
OK!!	1,453	19,076	4,359	3,902	28,790	29,830	5,378	36	35,244
Others	7,135	5,053	4,689	5,344	22,221	5,177	7,969	4,179	17,325
I) Total number of pachinko machines sold	12,842	97,434	28,728	23,875	162,879	38,540	35,370	44,224	118,134
< Pachislot machines >									
RODEO*	1,039	25,429	37	-	26,505	-	-	3,239	3,239
Bisty	161	1,322	23,860	36,419	61,762	20	-	-	20
Enterrise	1,456	24,941	115	45,573	72,085	4,460	19,941	66	24,467
Mizuho	-	-	-	54,127	54,127	66	-	-	66
Others	3,004	4,277	6,991	1,352	15,624	1,111	2,611	3,867	7,589
II) Total number of pachislot machines sold	5,660	55,969	31,003	137,471	230,103	5,657	22,552	7,172	35,381
I) + II) Total number of pachinko/pachislot machines sold	18,502	153,403	59,731	161,346	392,982	44,197	57,922	51,396	153,515

* 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	Q1-Q3
■ Pachinko machines						
2014 Mar.	OK!!	Pachinko Onimusha: Dawn of Dreams	29,000	-	-	33,000
2014 May	Bisty	CR TEKKEN LIGHT VERSION	-	-	-	-
2014 Jun.	OK!!	Pachinko Onimusha: Dawn of Dreams Light Version	-	-	-	-
2014 Jul.	Bisty	CR EVANGELION 8 Extreme Battle	-	20,000	-	20,000
2014 Oct.	Bisty	CR ayumi hamasaki 2	-	-	23,000	23,000
2014 Dec.	Bisty	CR EVANGELION 9	-	-	-	on sale
2015 Jan.	Macy	CR BATMAN	-	-	-	on sale
■ Pachislot machines						
2014 Aug.	Enterrise	Pachislot Sengoku BASARA 3	-	19,000	-	20,000
2015 Jan.	RODEO	Salaryman Kintaro	-	-	-	on sale

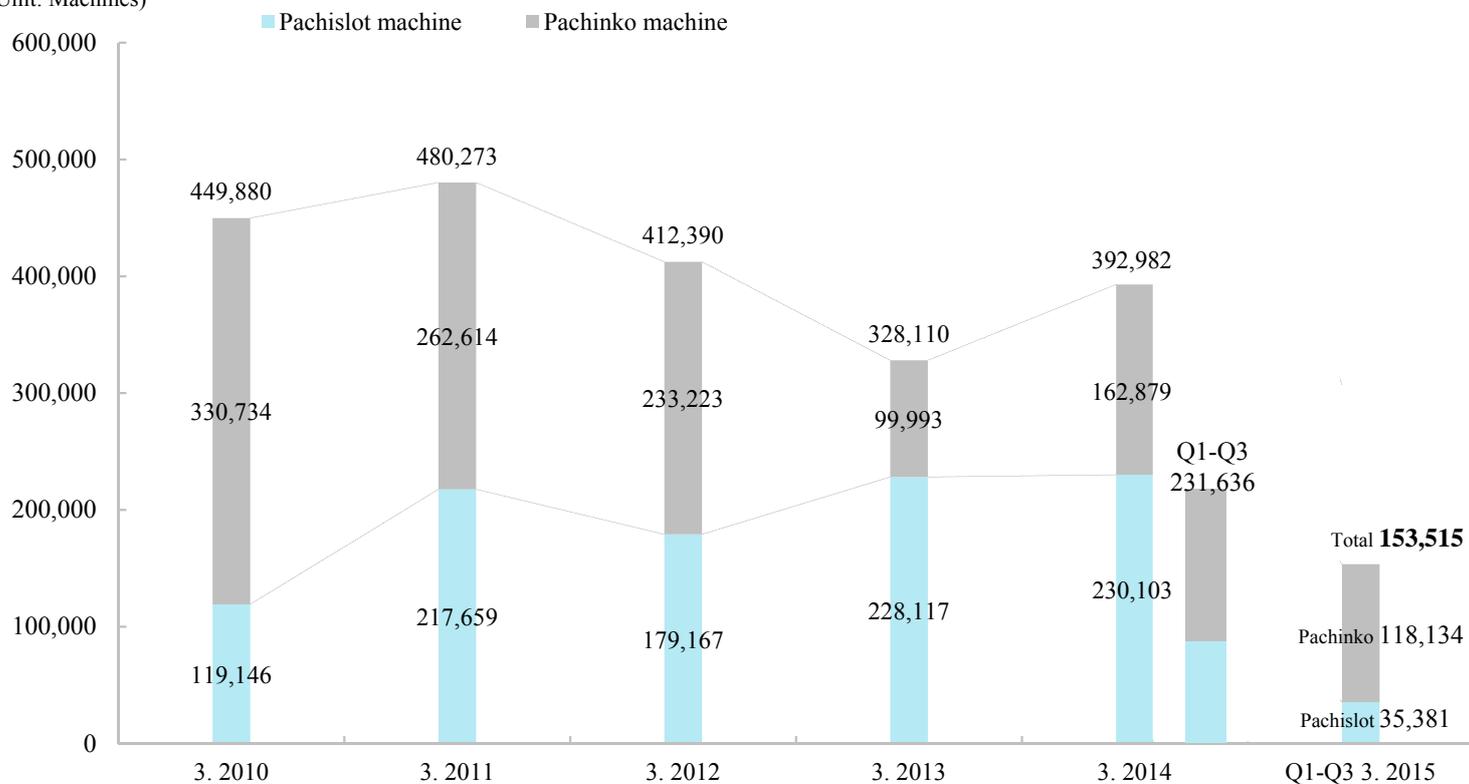
* Regarding the titles of pachinko/pachislot machines for which the number of machines sold was less than 10,000, the number of machines sold is not disclosed. Figures have been rounded to the nearest thousand.

* The cumulative number of machines sold is as of December 31, 2014.

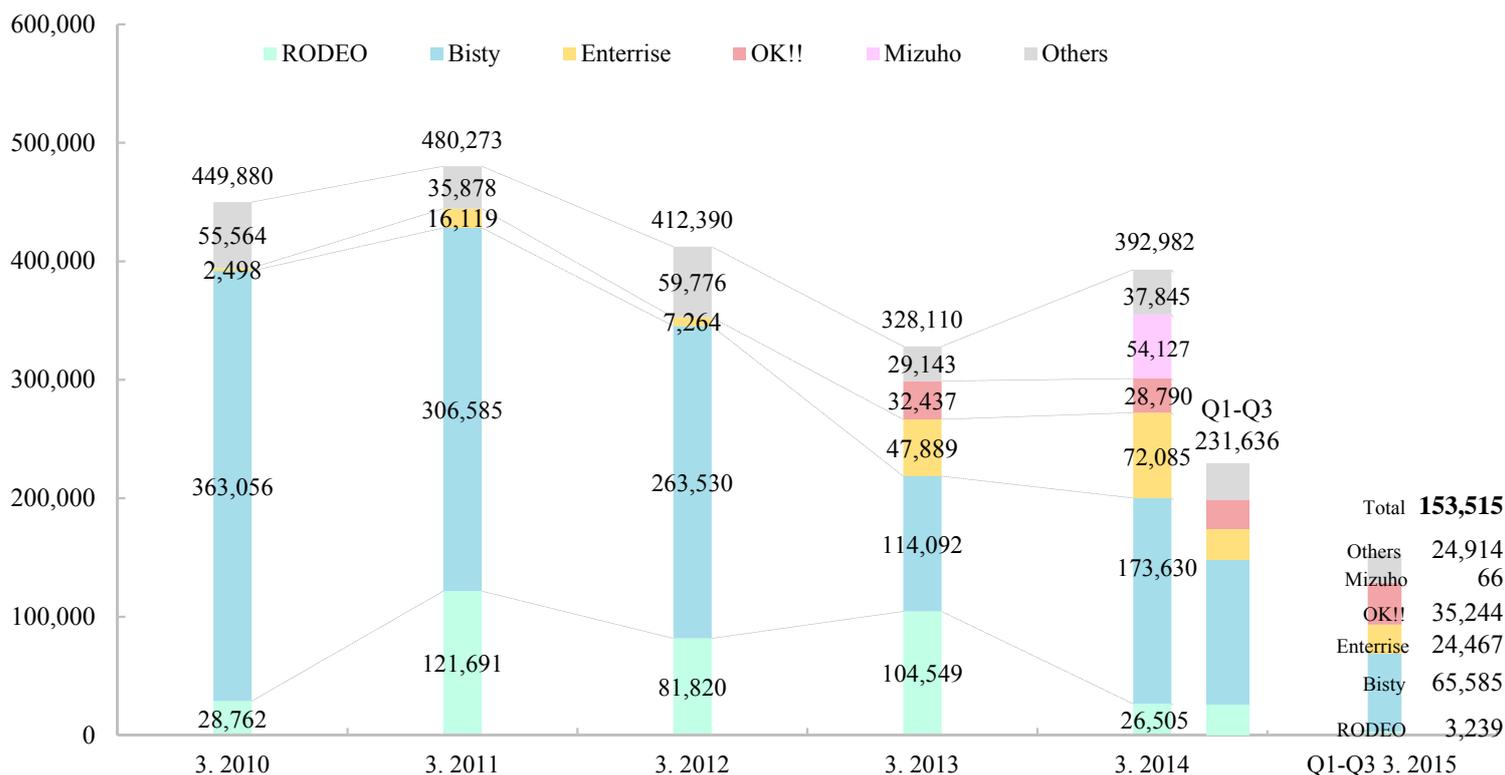
Change in the Number of Pachinko/Pachislot Machines Sold (Graph)

【 By Pachinko/Pachislot Machines 】

(Unit: Machines)



【 By Pachinko/Pachislot Brand 】



Pachinko/Pachislot Machines' Titles from 3.2013 to 3.2015

(Sales units as of December 31, 2014)

Pachinko machine

Launch of 5 pachinko titles

〔 Bisty 3 titles
OK!! 2 titles 〕



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©カラー ©Bisty

Launch of 6 pachinko titles

〔 Bisty 4 titles
OK!! 2 titles 〕



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©2013 BANDAI NAMCO Games Inc. ©Bisty ©CAPCOM CO., LTD. ALL RIGHTS RESERVED. ©オクッー

[Q1]
[Q2]

[Q3]



Bisty
CR ayumi hamasaki 2

Sold: 23,000 machines

[October]

©avex management inc. ©avex music creative inc.



Bisty
CR EVANGELION 9

on sale
*To be posted in the Q4 of the year ending
March 31, 2015

[December]

©カラー ©Bisty

[Q4]

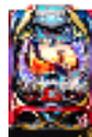


Macy
CR BATMAN

on sale

[January]

TM & © DC Comics. (s15) ©UNIVERSAL ENTERTAINMENT



OK!!
Pachinko Ultra Battle Retsuden
to be launched

©円谷プロ

Pachislot machine

Launch of 6 pachislot titles

〔 RODEO 2 titles
Bisty 3 titles
Enterrise 1 title 〕



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©artist house PYRAMID ©Bisty ©CAPCOM CO., LTD. ALL RIGHTS RESERVED.
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Launch of 7 pachislot titles

〔 RODEO (GINZA) 1 title
Bisty 3 titles
Enterrise 2 titles
Mizuho 1 title 〕



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©UNIVERSAL ENTERTAINMENT ©MIZUHO

[Q1]
[Q2]



Enterrise
Pachislot Sengoku BASARA 3

Sold: 20,000 machines

[August]

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[Q3]

[Q4]



RODEO
Salaryman Kintaro

on sale

[January]

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NANASHOW
Pachislot BERSERK

to be launched

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© NANASHOW

* 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, 2013 and the year ended March 31, 2014.

3. Appendix I

Corporate Profile

FIELDS CORPORATION

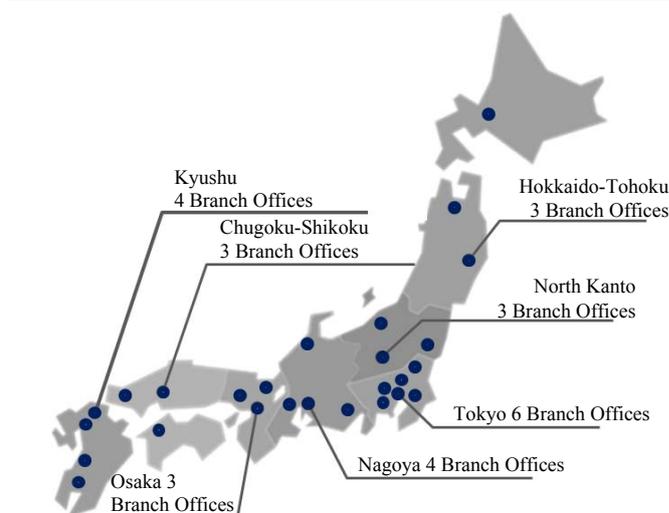
The Greatest Leisure for All People

(As of December 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	1,671 (Consolidated), 866 (Non-Consolidated)
Main business activities	Content-related businesses Planning, development and sales of pachinko/pachislot machines
Consolidated Subsidiaries	<ul style="list-style-type: none"> • Lucent Pictures Entertainment, Inc. • FutureScope Corporation • Digital Frontier Inc. • BOOOM Corporation • Tsuburaya Productions Co., Ltd. and others total 15 companies
Equity method companies	<ul style="list-style-type: none"> • HERO'S INC. • Kadokawa Haruki Corporation and others total 9 companies

<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

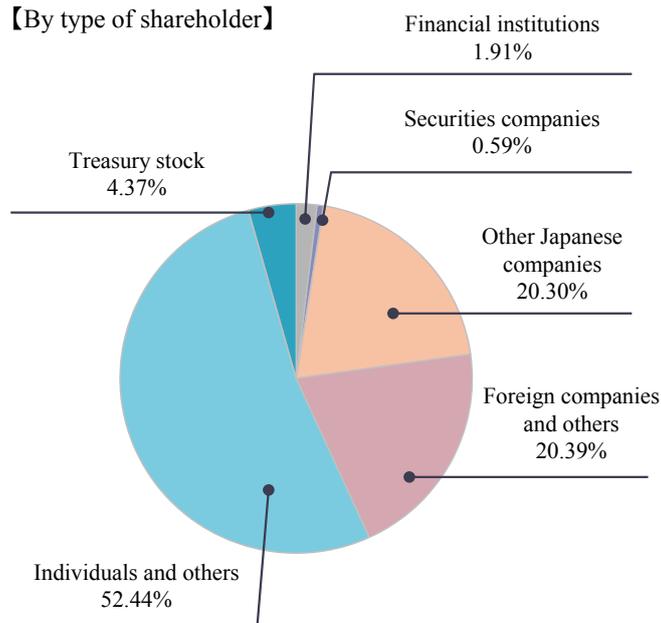


Stock Information

(As of September 30, 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	1,256,500	3.62%
NORTHERN TRUST CO. (AVFC) RE 15PCT TREATY ACCOUNT	567,400	1.64%
GOLDMAN, SACHS & CO. REG	543,413	1.57%
Takashi Oya	450,000	1.30%
NORTHERN TRUST CO. (AVFC) SUB A/C NON TREATY	306,800	0.88%

【By type of shareholder】



Our Tracks

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

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
 - 2014 Alliance with NANASHOW Corporation
Alliance with D-light Co., Ltd.
- 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. (JSM Inc.)
 - 2007 EXPRESS Inc. made a subsidiary
 - 2011 Total Workout premium management Inc. established
 - 2012 Absorption of JSM Inc.'s fitness club business considering future growth and synergistic effects
 - 2013 Absorption-type merger of EXPRESS Inc. aiming at improving management efficiency

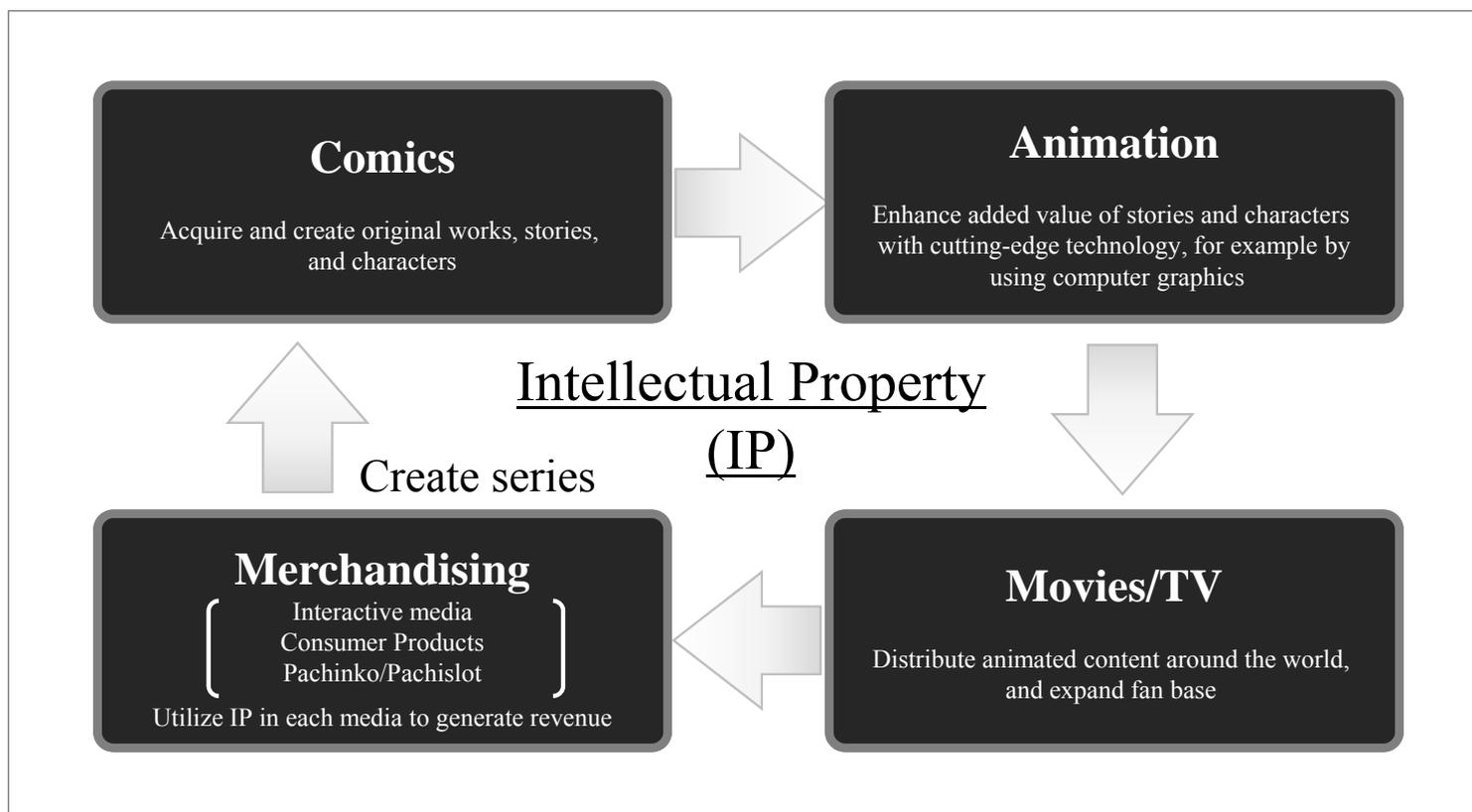
From 2003
Toward the Multifaceted Development of IP

- 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 D3PUBLISHER 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 Entertainment 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 cultivation and commercialization of IP

- 2008 The video development field entered to enhance the entertainment offered by pachinko/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
 - 2013 F Corporation (currently XAAX Inc.) established
- 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.
 - 2011 Publishing of "HERO'S Monthly" magazine began
 - 2012 Published "HERO'S Comics"
- Toward holding/cultivating IP
 - 2010 Tsuburaya Productions Co., Ltd., owner of the "Ultraman" series and other high-quality IP, made a subsidiary
- 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 **Announced "Developing Business Model" based on characters and other IP with the aim of maximizing IP value**

Developing Business Model



Main group companies

(As of December 31, 2014)

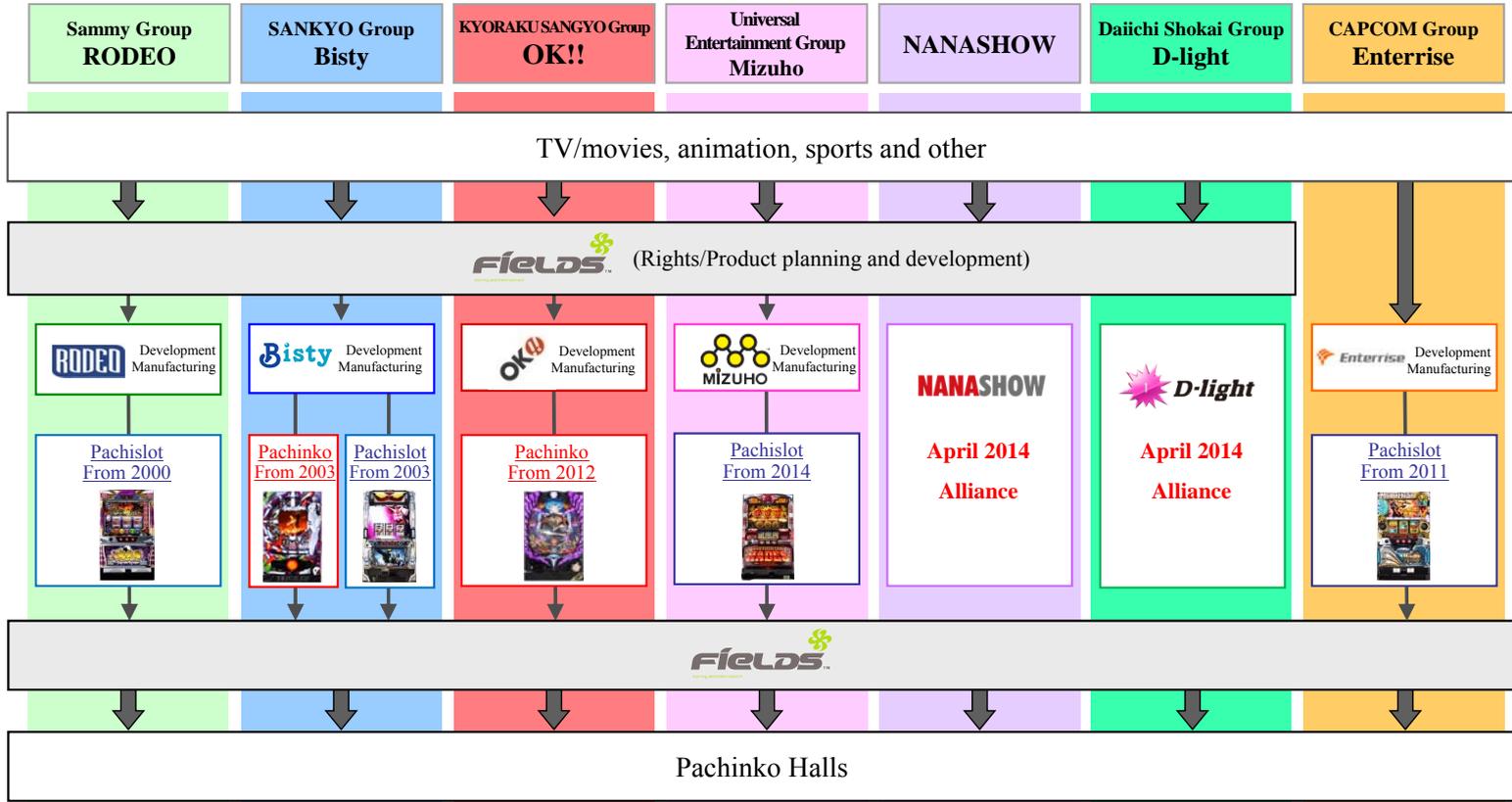
	Company name	Holding ratio of voting rights	Paid-in capital (Million yen)	Address	Business activities	Investment date
Comics	HERO'S Properties Corporation	100.0	10	Shibuya-ku, Tokyo	Planning, development and sales of character goods and other copyright goods	Aug. 2011
	HERO'S INC.	49.0	10	Shibuya-ku, Tokyo	Comic magazine and character contents planning, operation and production	Apr. 2010
	Kadokawa Haruki Corporation	30.0	757	Chiyoda-ku, Tokyo	Planning, producing, 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 Entertainment 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.	69.8	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

Business Model (PS Planning, Development and Sales)

FIELDS CORPORATION

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(As of December 31, 2014)

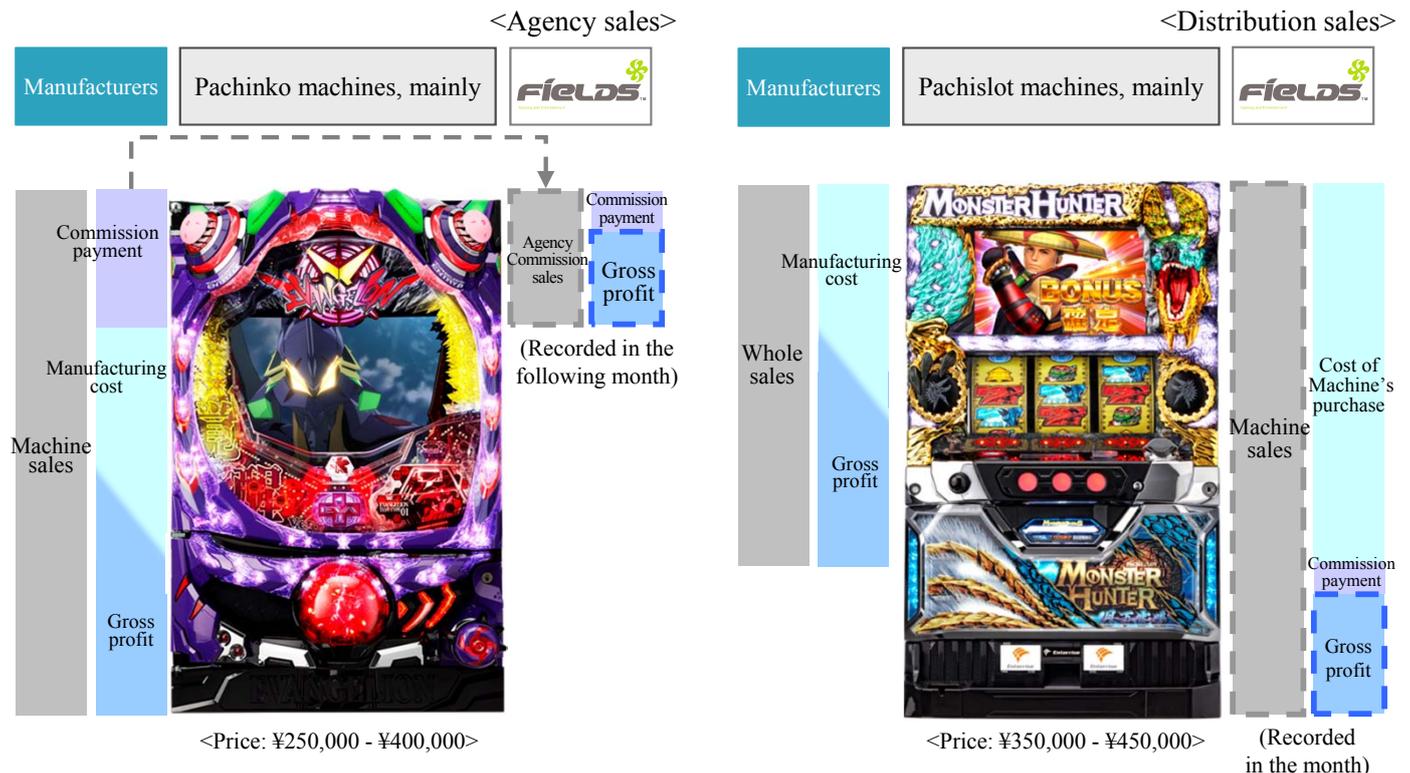


* The Company has held several discussions with Sammy and RODEO regarding the overall approach to the business partnership going forward, including Basic Agreement on Exclusive Sales Agency Transactions Regarding Sales and Purchases of Pachislot Machines.

Accounting Method of Pachinko/Pachislot Sales (Image)

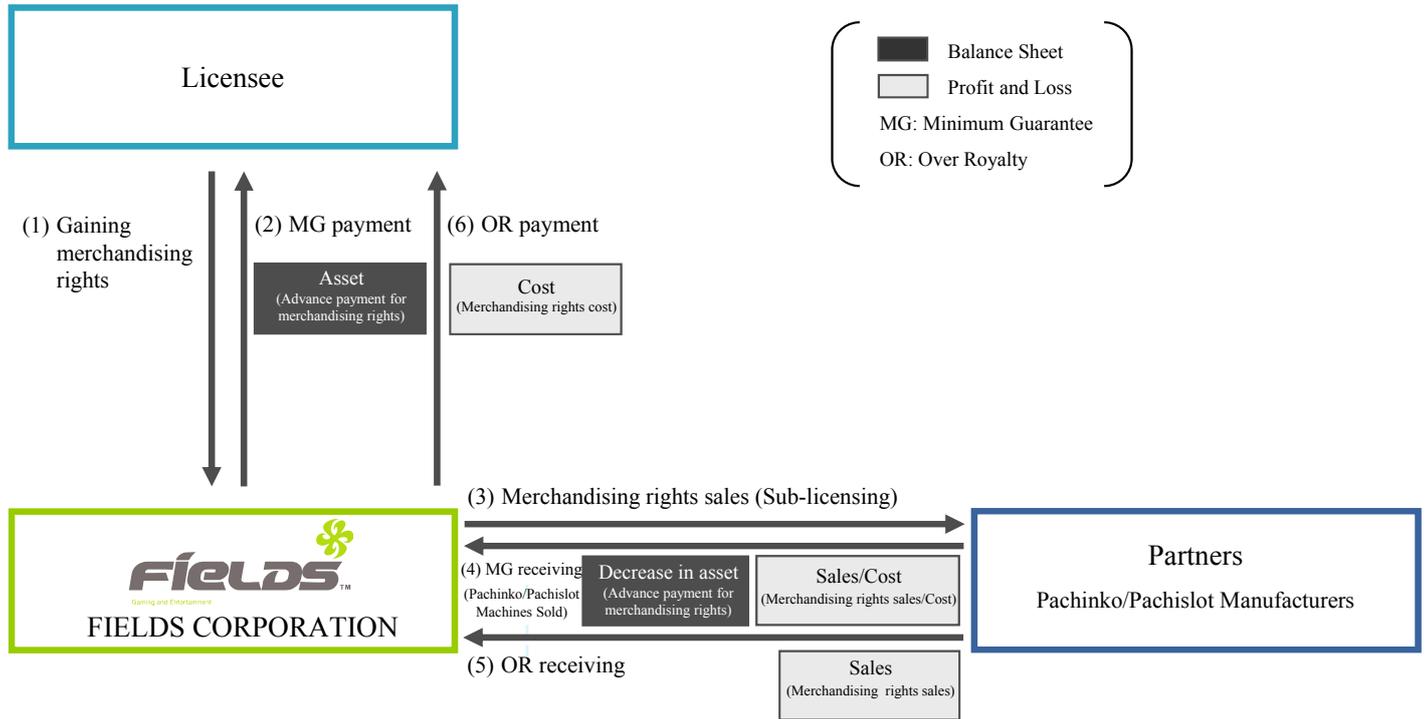
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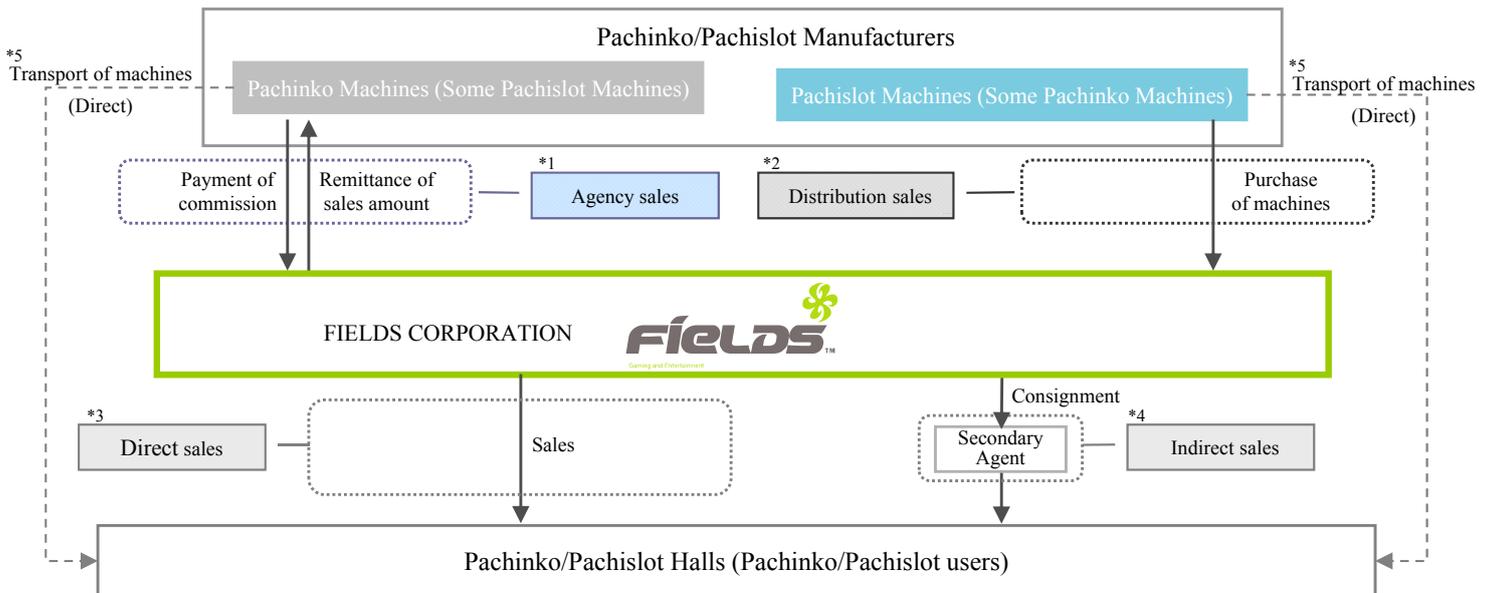
Business Flow and Accounting Method of Merchandising Rights Regarding Pachinko/Pachislot Planning and Development

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Glossary of Fields' Pachinko/Pachislot Machine Sales



*1 Agency sales : Sales and profit by commission

*3 Direct sales : Direct sales by own sales force

*5 Transport of machines : Direct transport of machines from manufacturers to Pachinko halls

*2 Distribution sales : Sales and profit by purchase of machines

*4 Indirect sales : Indirect sales through secondary agents

□ Sales method : Both agency and distribution sales activities are the same

Cumulative Number of Pachinko/Pachislot Series Sold (by Main IP)

(As of December 31, 2014)

	“Evangelion” series	“Game IP” series	“Hiroshi Motomiya’s works” series	“Comics, animation IP” series	“Live action in Japan” series
■ Major title					
Pachinko machines	• The Beginning and the End • The Angels Are Back Again	• Onimusha: Dawn of Dream • TEKKEN	• Salaryman Kintaro • Ore no Sora	• BERSERK • GHOST IN THE SHELL	• Seven Samurai • Shimizu no Jirocho
Pachislot machines	• Magokoro wo Kimini • That time has come, they’re waiting for us	• Onimusha 3 • Pachislot Monster Hunter	• Salaryman Kintaro • Ore no Sora	• KAZENOYOUJINBOU • MOBILE SUIT GUNDAM	
■ Cumulative titles sold					
Pachinko machines	8	8	3	12	2
Pachislot machines	8	16	7	21	0
Total	16	24	10	33	2
■ Cumulative number of units sold (unit: machines)					
Pachinko machines	1,439,000	182,000	90,000	171,000	100,000
Pachislot machines	492,000	596,000	360,000	278,000	-
Total	1,931,000	778,000	450,000	449,000	100,000

* Pachinko number of titles sold excludes reused machines and machines with specifications changes.

Number of Pachinko/Pachislot Machines Sold (Details)

(Unit: Machines)

	3. 2010			3. 2011			3. 2012			3. 2013			3. 2014			3. 2015	
	H1	H2	Full	H1	Q1-Q3												
Number of machines sold	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	102,119	153,515
■ Sales ratio																	
Pachinko	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	73,910	118,134
	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%	72.4%	77.0%
Pachislot	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	28,209	35,381
	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%	27.6%	23.0%
■ Agency/Distribution sales ratio																	
Agency sales	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	77,422	124,620
	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%	75.8%	81.2%
Distribution sales	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	24,697	28,895
	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%	24.2%	18.8%
■ Direct/Indirect sales ratio																	
Direct sales	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	86,597	131,561
	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%	84.8%	85.7%
Indirect sales	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	15,522	21,954
	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%	15.2%	14.3%

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 (Cumulative total: 378,000)		Sold	Bisty (Cumulative total: 1,982,000)		OK!! (Cumulative total: 90,000)	
3.2014			CR EVANGELION 8 Premium Battle	12,000	Pachinko Onimusha: Dawn of Dreams*1	33,000
			CR TEKKEN	18,000	New-century Pachinko BERSERK	23,000
			CR EVANGELION 8	75,000		
			CR Beyond the Heavens	-		
3.2013			Evangalion 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	11,000		
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

*1 To be posted in April 2014

Titles of Pachislot Machines Sold (3.2001-3.2014)

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* The figures are the cumulative number of units sold.

(Unit: Machines)

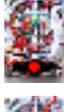
Year	RODEO		Bisty		Olympia		Enterrise		Mizuho	
	(Cumulative total: 1,364,000)	Sold	(Cumulative total: 680,000)	Sold	(Cumulative total: 75,000)	Sold	(Cumulative total: 145,000)	Sold	(Cumulative total: 54,000)	Sold
3. 2014	Kaiji3*	25,000	Evangelion —Ketsui no Toki	13,000			Pachislot Monster Hunter: Gekka 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 SAKIGAKE OTOKOJUKU—TE NCHO-GORIN THE FINAL	41,000 24,000	EVANGELION	57,000			Resident Evil 5	48,000		
			Yaoh	-						
3. 2012	Pachislot Monster Hunter	96,000	Evangelion —the Heartbeat of Life	47,000			Street Fighter IV	-		
			Rahxephon 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						
			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	-						
3. 2007	Devil May Cry 3	48,000	SHERLOCK HOUND	-	Karate-Baka Ichidai	-				
			Sakigake!! Otoko Juku	17,000	GTO	-	KING OF MOUSE	30,000		
			PREMIUM Dynamite	-	ROCKY BALBOA	-	LOONEY TUNES: BACK IN ACTION	-		
			Dokaben	-	Tomb Raider	60,000				
				-	Lord of the Rings	-				
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 FT	-						
			Sloter Kintaro	52,000						
			Yajyu	14,000						
				-						
3. 2003	KAZENOYOUJINBOU	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.

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

Change of "Evangelion" Series

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Pachinko machines		Pachislot machines	
	Neon Genesis Evangelion Dec. 2004 <u>125,000 machines</u>	3. 2005	
	Second Impact Feb. 2006 <u>161,000 machines</u>	3. 2006	 Neon Genesis Evangelion Sep. 2005 <u>23,000 machines</u>
	Kiseki no Kachiwa Feb. 2007 <u>187,000 machines</u>	3. 2007	
	The Angels Are Back Again Jan. 2008 <u>200,000 machines</u>	3. 2008	 Magokoro wo Kimini Jul. 2007 <u>99,000 machines</u>
	Type less reliant on gambling nature/ reused machines	3. 2009	 That time has come, they're waiting for us Sep. 2008 <u>90,000 machines</u>
	 Premium Model May 2008 <u>50,000 machines</u>	3. 2010	 Die Spur der SEELE Mar. 2010 <u>84,000 machines</u>
	The Beginning and the End Apr. 2009 <u>237,000 machines</u>	3. 2011	 For your own wish Mar. 2011 <u>78,000 machines</u>
	Evangelical of the Beginnings Jun. 2010 <u>205,000 machines</u>	3. 2012	 The Heartbeat of Life Feb. 2012 <u>47,000 machines</u>
	Evangelical of the Beginnings Light ver. Nov. 2010 <u>9,000 machines</u>	3. 2013	 EVANGELION Feb. 2013 <u>57,000 machines</u>
	Evangelion 7 Jan. 2012 <u>100,000 machines</u>	3. 2014	 Ketsui no Toki Feb. 2014 <u>13,000 machines</u>
	 EVA Light III May 2012 <u>16,000 machines</u>	3. 2015	
	 EVANGELION7 Smile Model Dec. 2012 <u>12,000 machines</u>		
	EVANGELION 8 Jul. 2013 <u>75,000 machines</u>		
	 Premium Battle Jan. 2014 <u>12,000 machines</u>		
	EVANGELION 9 on sale Jul. 2014 <u>20,000 machines</u>		
	 Extreme Battle Jul. 2014 <u>20,000 machines</u>		

Change in Quarterly P/L Statement (Table)

FIELDS CORPORATION

The Greatest Leisure for All People

【 Consolidated 】

(Unit: Millions of yen)

	3. 2013					3. 2014					3. 2015				
	Q1	Q2	Q3	Q4	Full	Q1	Q2	Q3	Q4	Full	Q1	Q2	Q3	Q4	Full-year forecast
Net sales	21,145	7,973	18,627	60,396	108,141	5,748	30,637	17,819	60,700	114,904	7,459	12,882	8,976		100,000
Gross profit	5,566	3,258	6,239	18,216	33,279	2,027	11,621	5,709	14,455	33,812	2,790	4,130	3,593		-
SG & A expenses	5,282	5,402	5,535	6,745	22,964	5,856	5,615	5,849	6,700	24,020	5,300	5,698	6,115		-
Operating income	283	(2,142)	703	11,470	10,314	(3,829)	6,005	(140)	7,755	9,791	(2,509)	(1,568)	(2,522)		5,000
Ordinary income	574	(2,312)	763	11,243	10,268	(3,759)	5,903	(78)	7,699	9,765	(2,254)	(1,818)	(1,561)		5,000
Net income	342	(1,322)	303	5,397	4,720	(2,290)	3,724	(207)	4,143	5,370	(1,502)	(1,007)	(706)		2,500

	3. 2010					3. 2011					3. 2012				
	Q1	Q2	Q3	Q4	Full	Q1	Q2	Q3	Q4	Full	Q1	Q2	Q3	Q4	Full
Net sales	16,038	5,406	3,077	41,821	66,342	21,344	21,668	28,421	32,160	103,593	17,635	15,717	9,709	49,134	92,195
Gross profit	12,402	707	888	12,892	26,889	7,663	11,328	7,292	8,846	35,129	5,076	6,907	4,343	15,004	31,330
SG & A expenses	3,877	3,845	4,906	6,136	18,764	5,314	4,495	5,775	6,409	21,993	5,302	5,099	5,903	6,499	22,803
Operating income	8,524	(3,138)	(4,018)	6,756	8,124	2,348	6,834	1,517	2,437	13,136	(225)	1,807	(1,560)	8,505	8,527
Ordinary income	8,519	(3,468)	(3,961)	6,671	7,761	2,518	6,985	1,980	2,201	13,684	(266)	1,979	(1,607)	8,555	8,661
Net income	4,711	(2,530)	(2,454)	3,562	3,289	1,477	3,951	1,043	1,049	7,520	(284)	2,712	(1,296)	4,859	5,991

* 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: Millions of 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 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	64.3
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 - Q1-Q3 3.2015)

FIELDS CORPORATION

The Greatest Leisure for All People

* The numbers in upper parenthesis indicate YoY.

(Unit: Millions of yen)

	3. 2009	3. 2010	3. 2011	3. 2012	3. 2013	3. 2014	Q1-Q3 3. 2015
Net sales	(71.7) 73,035	(90.8) 66,342	(156.1) 103,593	(89.0) 92,195	(117.3) 108,141	(106.3) 114,904	(54.1) 29,317
Gross profit	(69.5) 24,024	(111.9) 26,889	(130.6) 35,129	(89.2) 31,330	(106.2) 33,279	(101.6) 33,812	(54.3) 10,513
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) 24,020	(98.8) 17,113
Operating Income	(14.9) 1,960	(414.5) 8,124	(161.7) 13,136	(64.9) 8,527	(121.0) 10,314	(94.9) 9,791	(-) (6,599)
Ordinary income	(8.5) 991	(783.1) 7,761	(176.3) 13,684	(63.3) 8,661	(118.6) 10,268	(95.1) 9,765	(-) (5,633)
Net income	(-) (1,481)	(-) 3,289	(228.6) 7,520	(79.7) 5,991	(78.8) 4,720	(113.8) 5,370	(-) (3,215)
Common stock*	7,948	7,948	7,948	7,948	7,948	7,948	7,948
Net assets*	39,496	41,187	47,021	51,555	55,098	58,753	53,735
Total assets*	52,064	81,329	78,971	93,601	106,628	104,869	70,762
Cash flows from operating activities	4,147	8,429	8,005	10,015	13,570	16,322	(12,232)
Cash flows from investing activities	(6,182)	(1,011)	(4,356)	(4,798)	(6,263)	(8,018)	(4,838)
Cash flows from financing activities	602	(2,687)	(3,915)	(2,565)	(2,277)	(2,018)	778
Cash and cash equivalents at end of the year	11,181	15,906	15,632	18,284	23,309	29,583	13,290

(Unit: Yen)

Indicators per share	3. 2009	3. 2010	3. 2011	3. 2012	3. 2013 ⁽⁴⁾	3. 2014	Q1-Q3 3. 2015
Net assets per share*	117,326	123,645	140,853	153,904	1,644.15	1,756.27	1,602.18
Annual dividend per share	4,500	4,500	5,000	5,000	50	50	(Forecast) 50
	Interim 2,000 Year-end 2,500	Interim 2,000 Year-end 2,500	Interim 2,500 Year-end 2,500	Interim 2,500 Year-end 2,500	Interim 25 Year-end 25	Interim 25 Year-end 25	Interim 25 Year-end 25
Net income per share	(4,271)	9,796	22,643	18,044	142.27	161.83	(96.90)

(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	Q1-Q3 3. 2015
Shareholders' equity ratio	75.8	50.5	59.2	54.6	51.2	55.6	75.1
Return on equity (ROE)	(3.5)	8.2	17.1	12.2	8.9	9.5	(5.8)
Return on assets (ROA)	1.6	11.6	17.1	10.0	10.3	9.2	(6.4)
Payout ratio	-	45.9	22.1	27.7	35.1	30.9	-

Other	3. 2009	3. 2010	3. 2011	3. 2012	3. 2013 ⁽⁴⁾	3. 2014	Q1-Q3 3. 2015
Total number of shares issued and outstanding (shares)	347,000	347,000	347,000	347,000	34,700,000	34,700,000	34,700,000
Treasury stock (shares)	10,643	14,885	14,885	15,162	1,516,200	1,516,200	1,516,200
Number of employees (people)	827	909	1,149	1,324	1,416	1,588	1,671

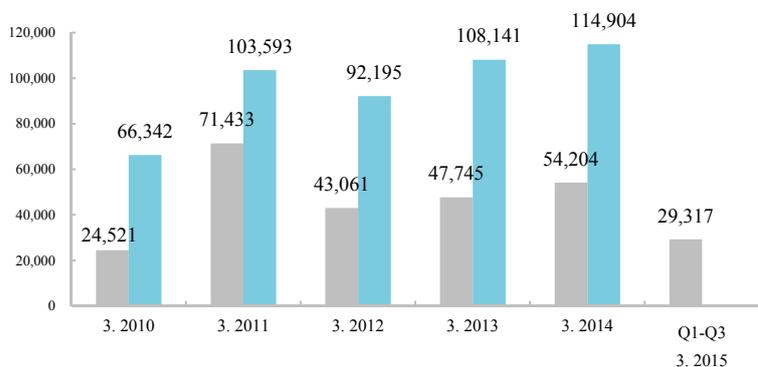
*For "common stock," "net assets," "total assets" and "net assets per share" for the year ending March 31, 2015, the figures as of the second quarter of the year ending March 31, 2015 are given.

Change in Financial Results (Graph) (Consolidated)

FIELDS CORPORATION

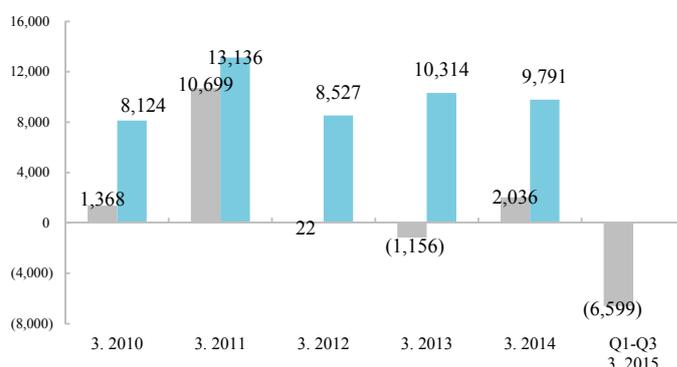
The Greatest Leisure for All People

Net sales

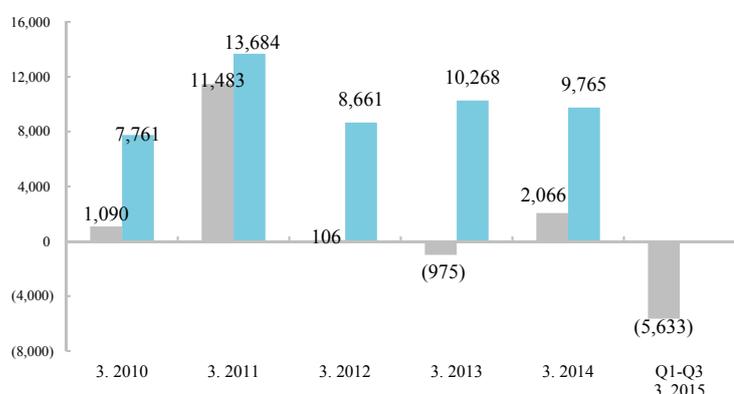


Operating income

■ Q1-Q3 ■ Full-Year (Unit: Millions of yen)



Ordinary income



Net income



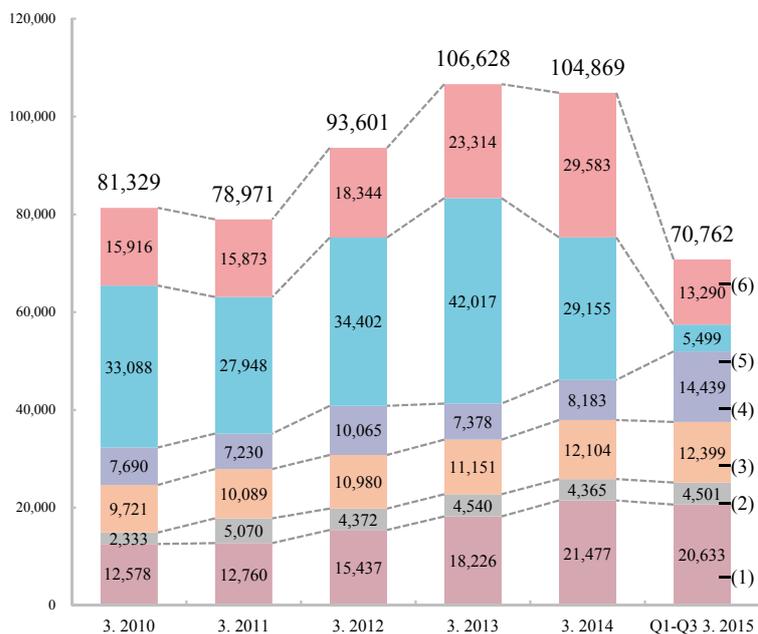
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The Greatest Leisure for All People

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

Change in assets

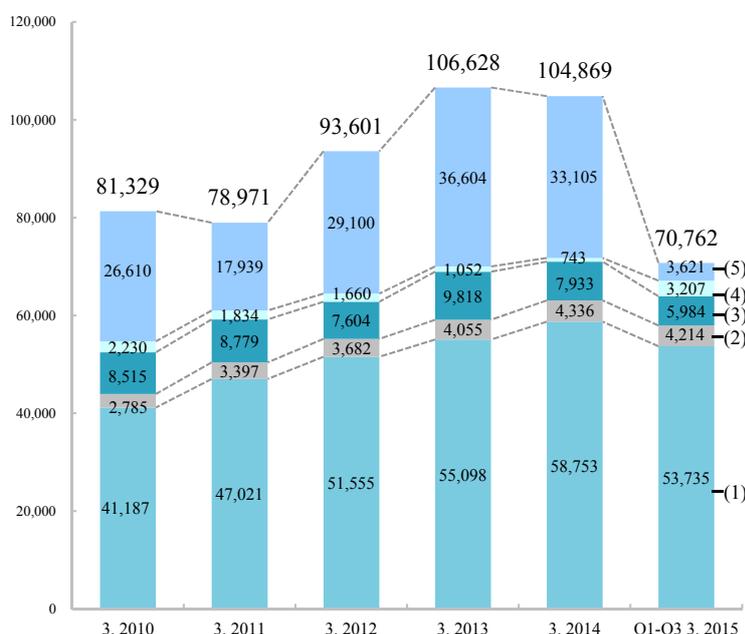
- (1) Investments and other assets
- (2) Intangible fixed assets
- (3) Tangible fixed assets
- (4) Other current assets
- (5) Notes and accounts receivable—trade
- (6) Cash and cash deposits



Change in liabilities/net assets

(Unit: Millions of 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: Millions of yen)

	3. 2010	3. 2011	3. 2012	3. 2013	3. 2014	Q1-Q3 3. 2015
Advertising expenditures	3,587	4,006	3,644	2,964	4,305	2,365
Salaries	4,652	5,527	5,728	5,569	5,859	4,659
Provision for accrued bonuses	257	290	246	247	285	15
Provision for accrued bonuses to directors and auditors	135	220	240	230	230	211
Outsourcing expenses	1,373	1,553	2,373	2,608	2,451	1,731
Travel and transport expenses	469	551	542	507	551	444
Depreciation and amortization	1,175	1,393	1,431	1,623	1,268	1,026
Rent	1,475	1,654	1,749	2,249	2,062	1,519
Provision to allowance for doubtful accounts	249	-	(52)	(56)	(3)	(14)
Retirement benefit expenses	68	76	86	92	6	88
Amortization of goodwill	87	366	333	319	323	245
Other	5,237	6,357	6,483	6,608	6,683	4,824
Total SG&A expenses	18,764	21,993	22,803	22,964	24,020	17,113

* "Other" is calculated on this sheet above.



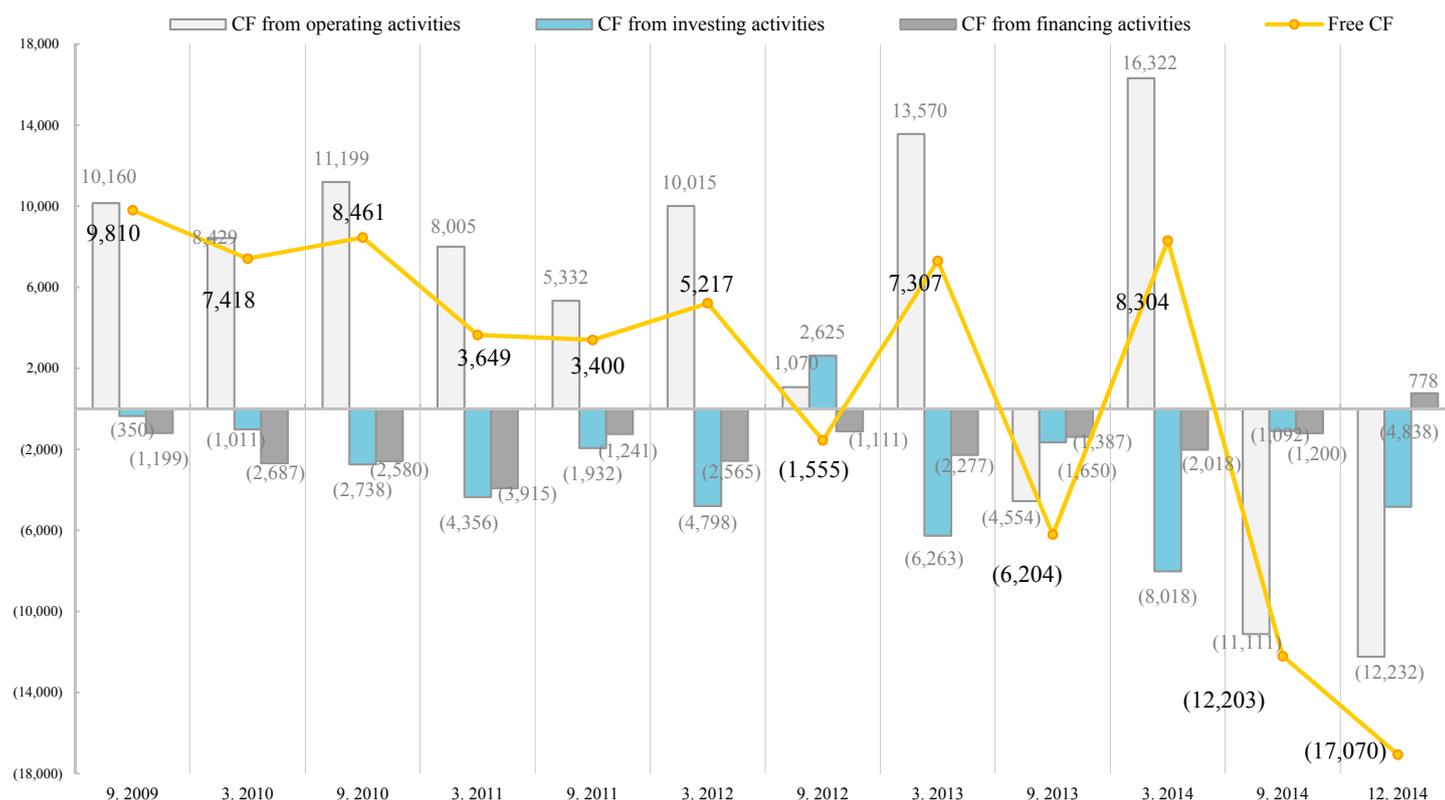
Change in Free Cash Flow (Graph)

FIELDS CORPORATION

The Greatest Leisure for All People

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

(Unit: Millions of 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 】

Topics 1	Ongoing implementation of power-saving measures	Topics 4	Introduction of the Eco-Car
Description	<p>The Company will continue to comply with power-saving measures in summer 2014, as in 2013.</p> <p>Measures related to air conditioning equipment:</p> <ul style="list-style-type: none"> Reduction in hours of operation and thorough management of air conditioner temperatures Use of lighting reduced and light bulbs changed to LED light bulbs Energy-saving multi-function machines adopted <p>Measures related to office equipment:</p> <ul style="list-style-type: none"> Introduction of power-saving office equipment, reductions in standby power use of computers and other equipment <p>Measures in compliance with "Cool Biz" program</p>	Object	Sales cars: 256
		Duration	September 2009-June 2012
		Effect	Reduction in CO2 by 480 t a year (Equivalent to CO2 absorption of 30,000 cedar trees)
Topics 2	Charity golf tournament support	Topics 5	Renewed ISO 27001, ISO 9001
	"THE LEGEND CHARITY PRO-AM TOURNAMENT"		Information Security Management System and Quality Management
Date	May 17-18, 2014	ISO 27001: 2005	July 2014 Certification renewed
Activities	Proceeds from entree fee, charity auction, sale of tickets to the venue were donated from 2009	ISO 9001: 2008	June 2014 Certification renewed
Donations	Donated to regions affected by the Great East Japan Earthquake for reconstruction support	Details	Upgrading of information security management system Continuous improvement of quality management
Topics 3	Active participation in volunteer activities	Topics 6	Establishment of Okinawa working center
	Eco-activities through joining Cleanup Campaign	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
Mar. 2011-	Held a Cleanup of Nampaidai-cho in Shibuya, Tokyo (around the Head Office; ongoing on a monthly basis)	Establishment Date	April 1, 2010 (Opening ceremony: April 5, 2010)
Jun. 2013 -	Collected plastic bottle caps and used stamps	Business Activities	Business of data imputing, etc. of office-related matters
Dec. 2013	Participation in fiscal 2013 mochi-tsuki (rice-cake pounding) festival of Nampaidai-cho, Shibuya ward neighborhood association	Topics 7	Introduction of AED* (*Automatic External Defibrillator)
Mar. 2014	Held a Cleanup at Yoyogi Park (joint activity with ARTNATURE INC.)	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.
Apr. 2014	Joined "Cleanup Campaign Kugenuma Beach" organized by general incorporated association JEAN	Date	From January 7, 2011
Apr. 2014	Joined the Shibuya Ward Cleanup Day (Shibuya Day, April 28), sponsored by Shibuya ward in Tokyo	Installation Site	Head office, 7 regional offices, 26 branches Okinawa working center and Total Workout (gym) a total of about 53 places
Sep. 2014	Joined "Cleanup Campaign Kugenuma Beach" organized by general incorporated association JEAN		
Oct. 2014	Joined "Shibuya town cleanup regulation enlightening campaign Oct. 7," sponsored by Shibuya ward in Tokyo, and held a cleanup in front of the station		

【 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.

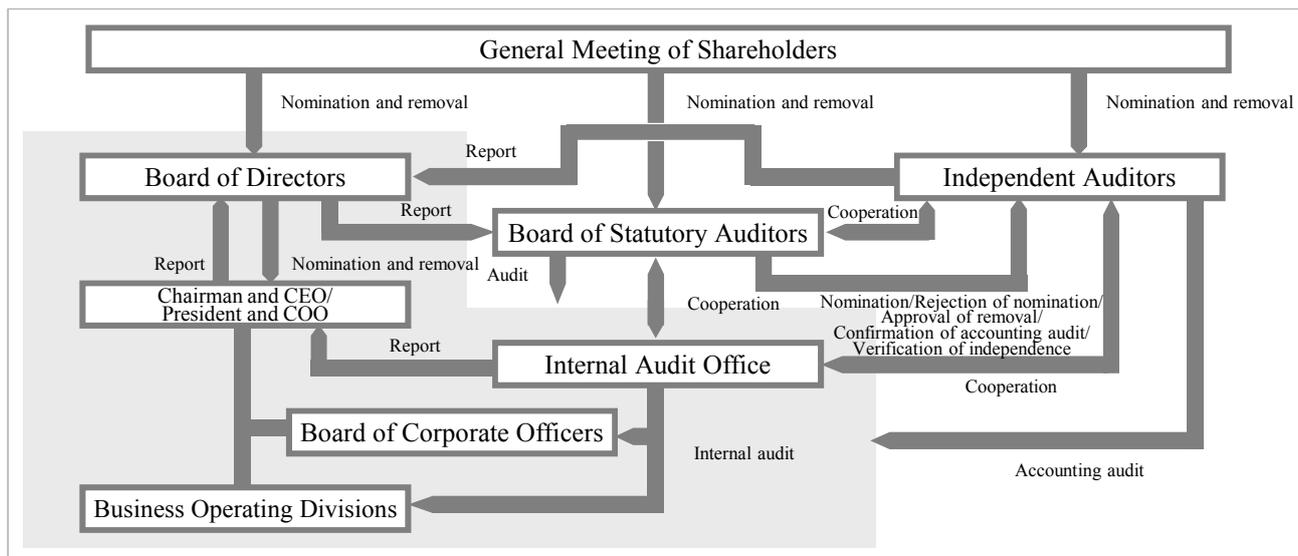
Overview of ULTRAMAN FOUNDATION		Activities	
Name	ULTRAMAN FOUNDATION	2011	Visits to provide support to regions affected by the earthquake Miyagi prefecture: Ishinomaki, Minamisanriku, Kesenuma, Higashimatsushima, Onagawa Fukushima prefecture: Sukagawa, Koriyama, Iwaki, Fukushima Iwate prefecture: Miyako, Otsuchi Chiba prefecture: Asahi
Representative	Hidetoshi Yamamoto (Tsuburaya Productions Co., Ltd. Chairman & CEO)		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
Establishment	March 2011	2012	Visits to provide support to regions affected by the earthquake Miyagi prefecture: Ishinomaki, Onagawa Fukushima prefecture: Koriyama, Sukagawa
Organizer	Tsuburaya Productions Co., Ltd.	2013	Visits to provide support to regions affected by the earthquake Miyagi prefecture: Higashimatsushima Fukushima prefecture: Tomioka
URL	http://www.ultraman-kikin.jp/en/		Gifts of donations and other 25 million yen and a microbus are donated to each Iwate, Miyagi and Fukushima prefecture
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.		Started "HERO CARAVAN: For the Lights of Children in 78 Places in Tohoku" in March 2013 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.
Slogan	A Foundation to support the present and future of the earthquake-affected children	2014	Held the Genki Festival 2014, a charity event supporting reconstruction following the Great East Japan Earthquake, in collaboration with Antonio Inoki; ULTRAMAN FOUNDATION plans to hold Ultraman Hero shows at 8 halls in Tohoku.

Corporate Governance System

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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.



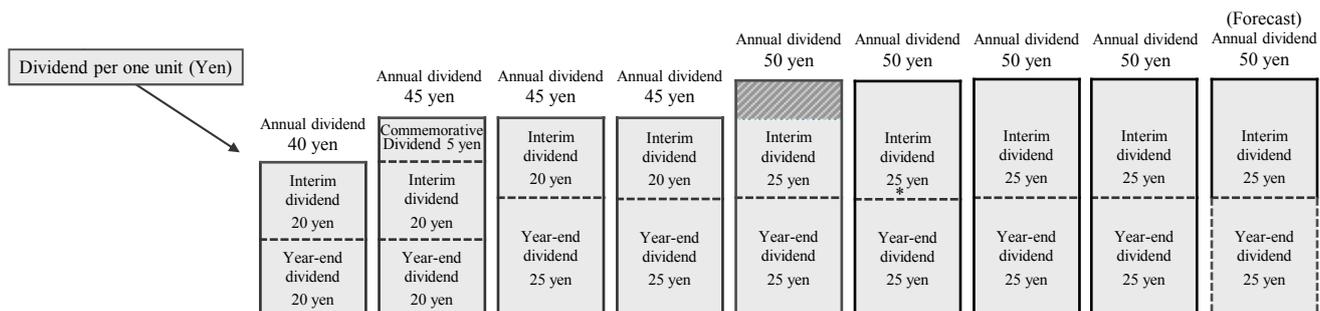
Profit Return Policy

FIELDS CORPORATION
The Greatest Leisure for All People

Basic policy: Profit-based dividend/Consolidated payout ratio standard: Higher than 20% (Focus on stability)

(Unit: Millions of 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	2,500
Total dividend	1,388	1,561	1,534	1,503	1,660	1,659	1,659	1,659	1,659
Payout ratio (%)	37.4	29.5	-	45.9	22.1	27.7	35.1	30.9	66.4
Total number of outstanding common stock	347,000	347,000	347,000	347,000	347,000	347,000	34,700,000	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	-



* 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.

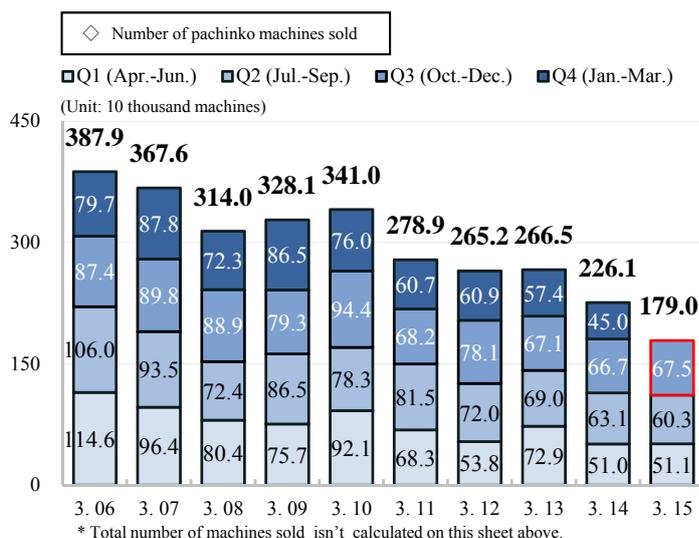
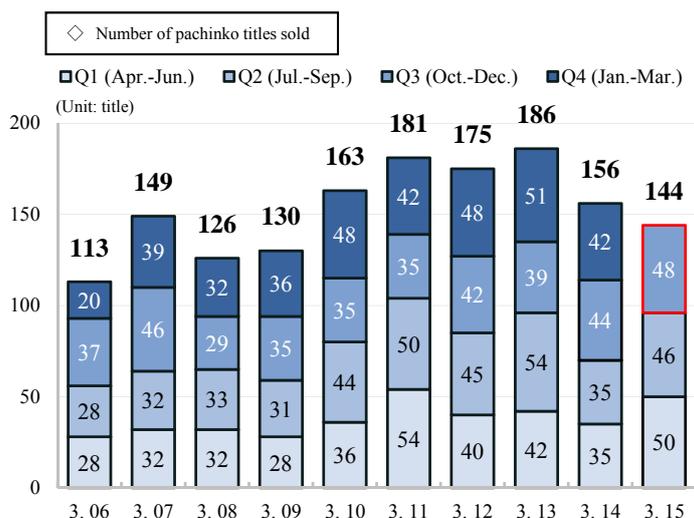
4. Appendix II (Pachinko/Pachislot Market Data)

Trends in the pachinko market

MAX type and series successor models continue to drive market

The number of titles sold in the third quarter (Oct.-Dec.) totaled 48, up by 4 titles (9.1%) over the previous year. The number of machines sold increased by 8,000 machines (1.2%) over the previous year to 675,000 machines. In the first three quarters (Apr.-Dec.), 144 titles were sold, up by 30 titles (26.3%) compared to the same period a year previous, and the number of machines sold totaled 1,790,000, down 18,000 (1.0%) over the previous year.

Our research indicates that sales exceeded 100,000 machines through the first three quarters for 5 models, all of which were series successors. The MAX type and series successors remained key successes in the market this fiscal period. As a result of changes in the pachislot model certification test method, this trend became even more conspicuous in year-end marketing battles, which were focused on pachinko machines. The harsh market environment has made halls more careful in selecting titles for purchase, and we expect these 2 key successes to remain the mainstays of the market going forward.

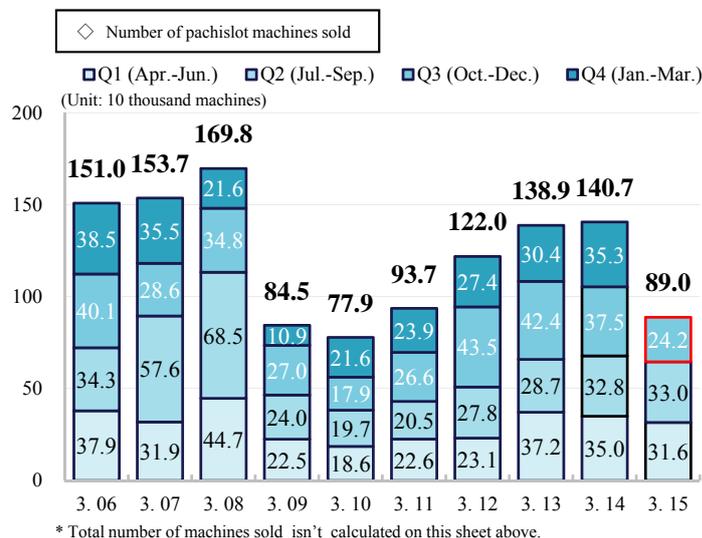
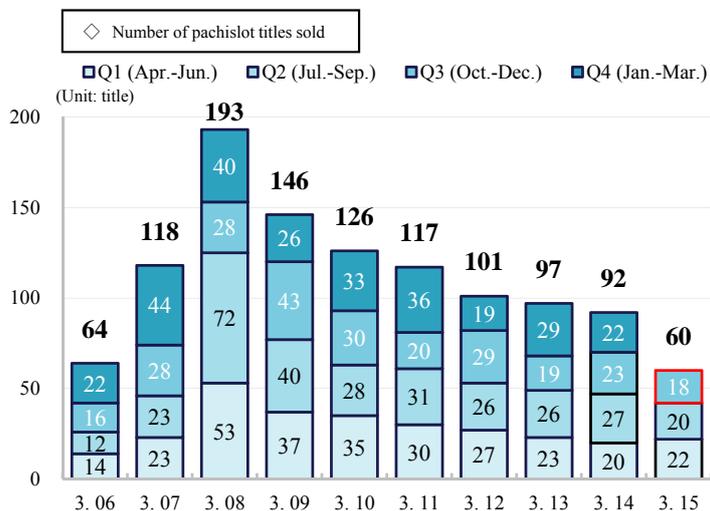


Trends in the pachislot market

Halls continue to seek AT and ART types even after change in model certification test method

In the third quarter, which covered the first year-end shopping season since the pachislot model certification test method had changed, the number of pachislot titles sold totaled 18, down by 5 titles (21.7%) over the previous year. The number of machines sold decreased by 103,000 machines (13.3%) over the previous year to 242,000 machines. In the first three quarters, 60 titles were sold, down by 10 titles (14.3%) compared to the same period a year previous, and the number of machines sold totaled 890,000, down 163,000 (15.5%) over the previous year.

The number of titles sold dropped sharply due to the change in the model certification test method in the third quarter. Lingering uncertainty over the launch of pachislot machines meeting the new standards has resulted in a sharp rise in prices in the secondhand market for some pachislot titles that have been extensively utilized since their launch. As such, demand for the AT and ART types that have driven the market thus far is high. We expect the market to remain centered for some time on the few new titles for AT and ART types stocked by manufacturers.



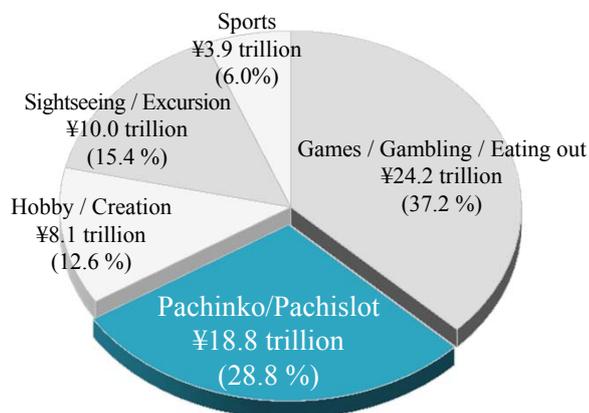
Pachinko/Pachislot Market

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Market Scale of Pachinko/Pachislot Industry

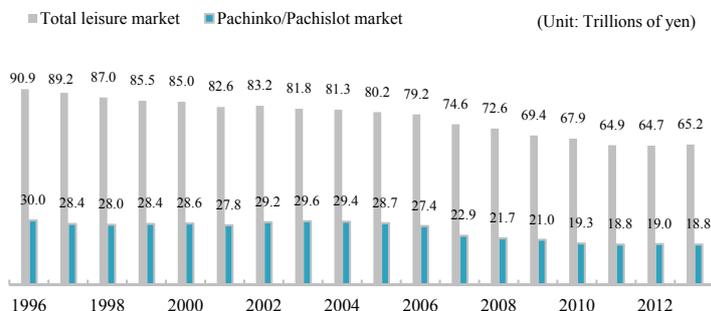
**FY2013 Japanese Leisure Market
Total Size of ¥65.2 trillion**



Pachinko/Pachislot is one of the leading forms of leisure in Japan, being played by about 10% of the population in pachinko halls of 11,893 venues

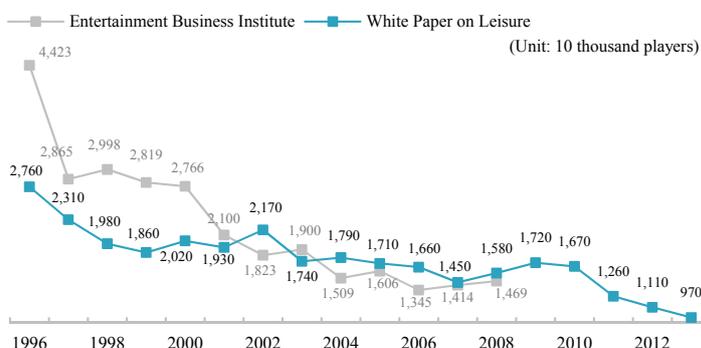
Change in Pachinko/Pachislot Market Scale

The data is updated every August by "White Paper on Leisure: Japan Productivity Center"



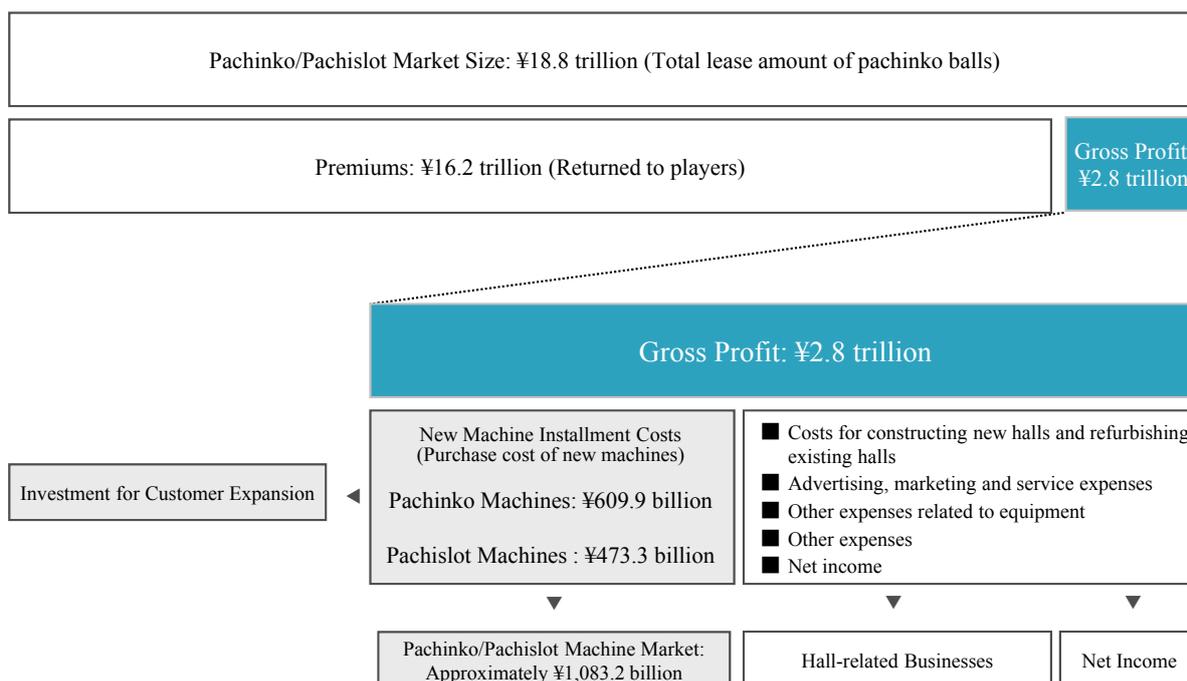
Change in Number of Pachinko/Pachislot Players

The data is updated every August by "White Paper on Leisure: Japan Productivity 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 Halls



Players in the Pachinko/Pachislot Industry

Pachinko/Pachislot Manufacturers

(As of December 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 NANA CORPORATION

Direct sales
40% for pachinko and 20% for pachislot

Distributors

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

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

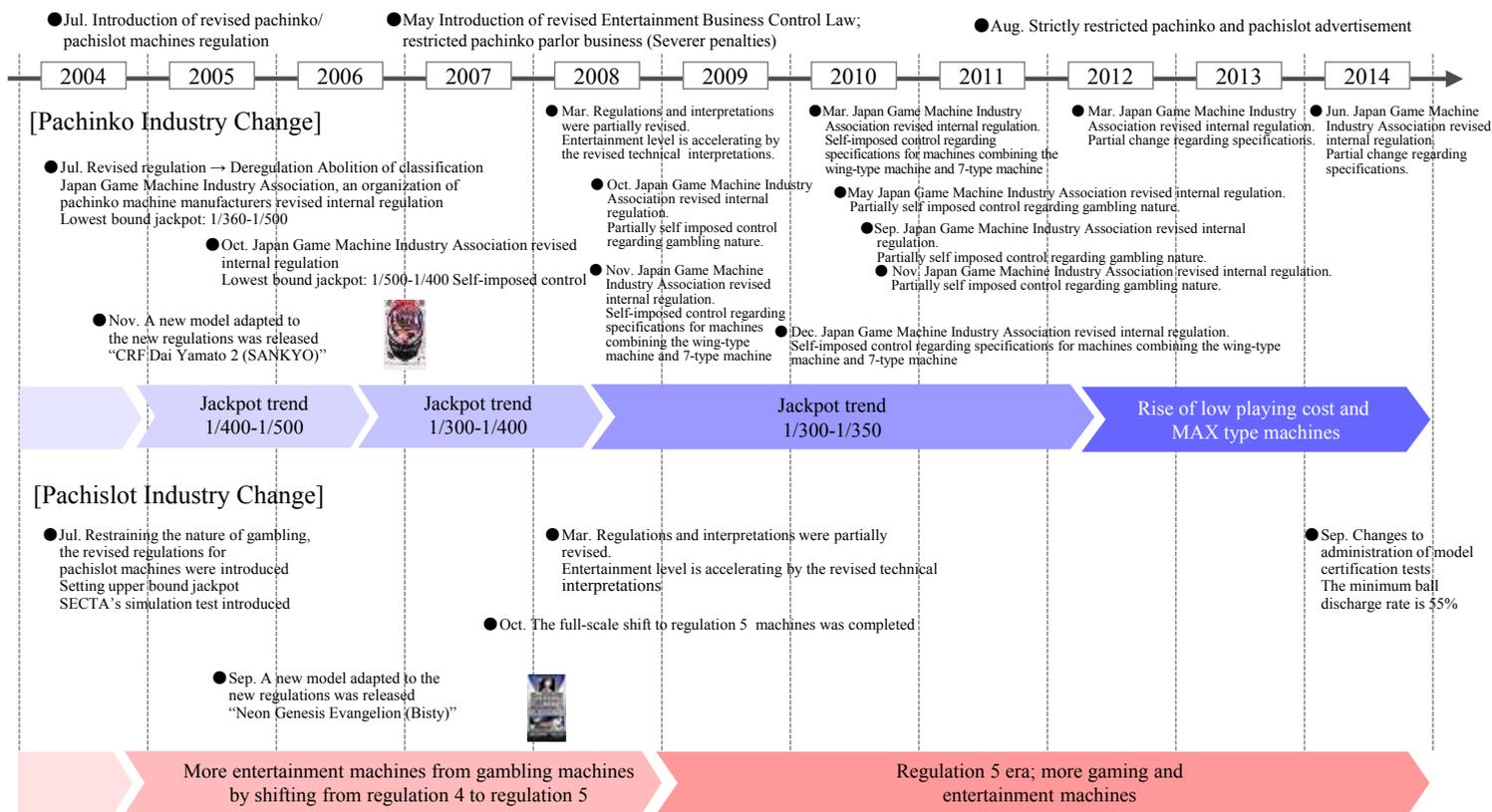
Ex. MARUHAN Corporation
DYNAM Co., Ltd.

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

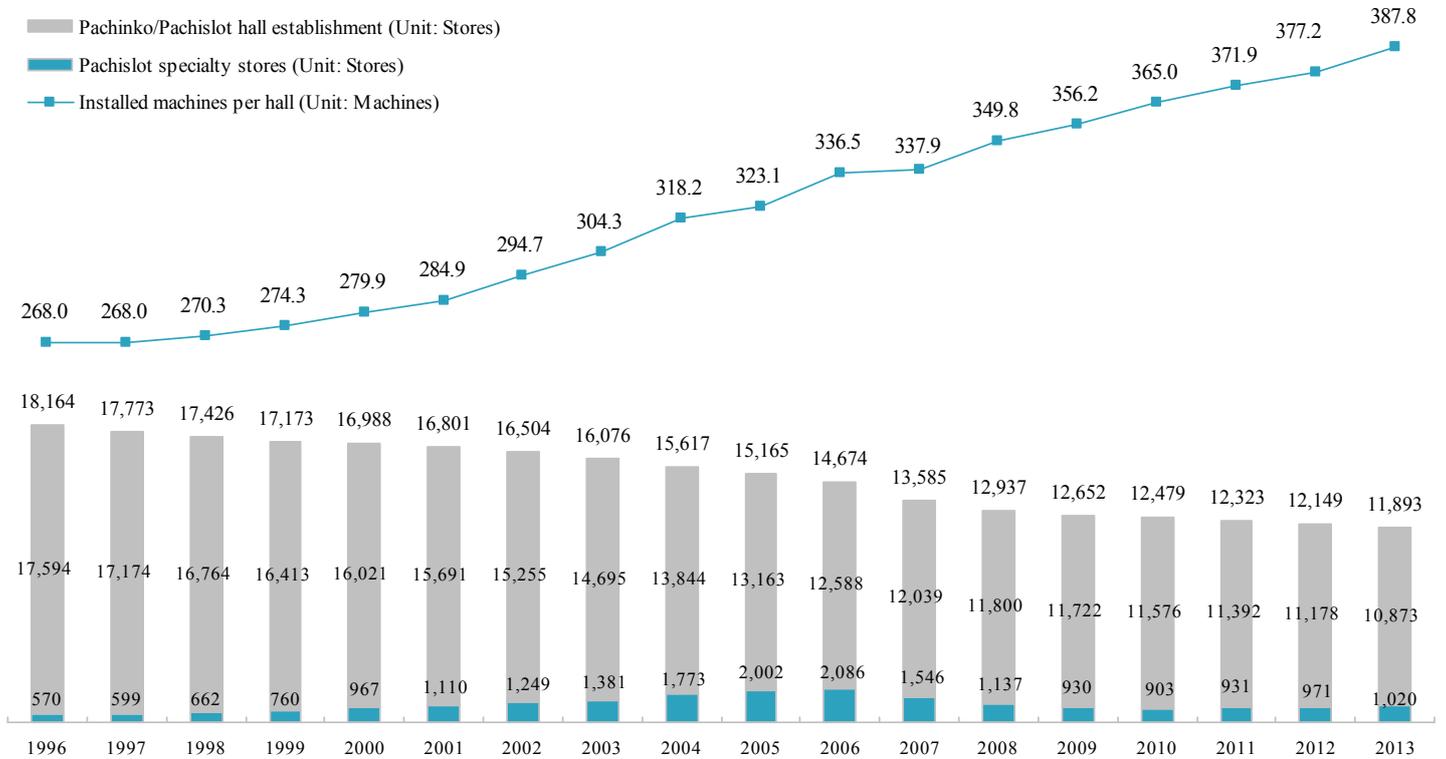


Number of Pachinko Halls and Change in Number of Pachinko/Pachislot Machines Installed Per Hall

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



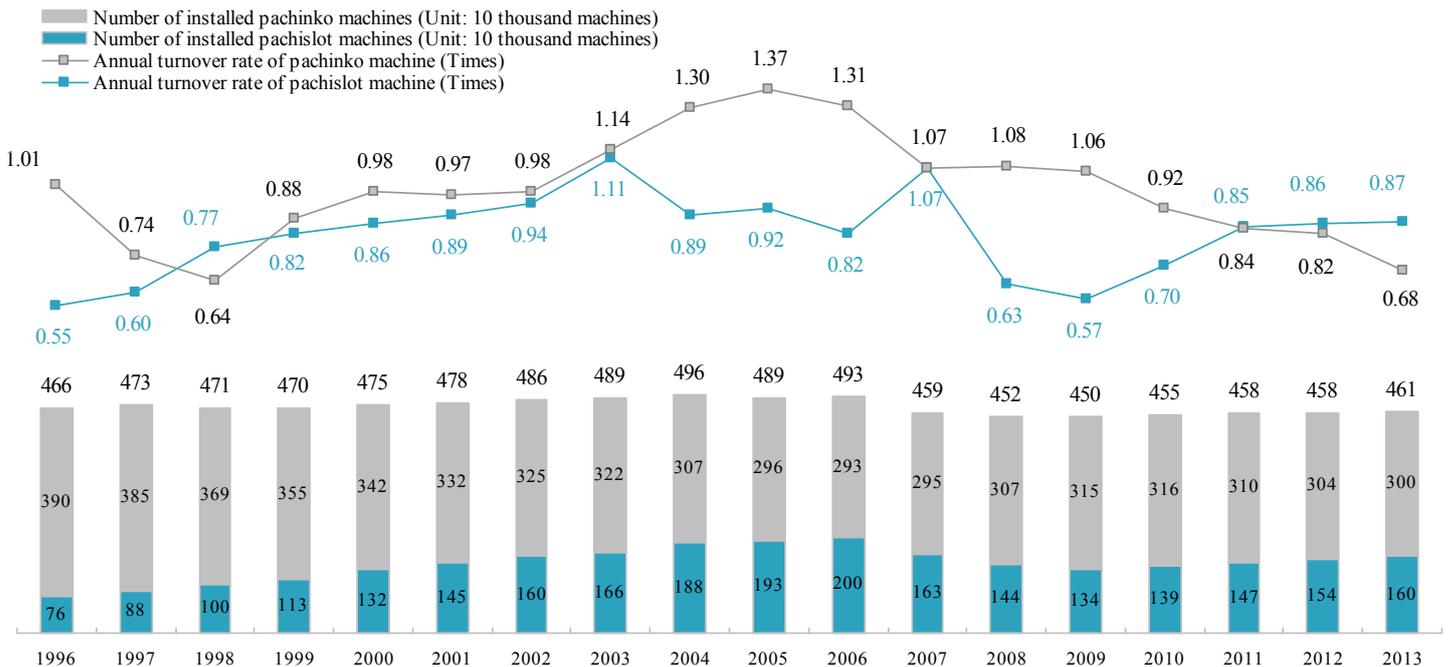
Number of Installed Pachinko/Pachislot Machines and Annual Turnover Rate

FIELDS CORPORATION

The Greatest Leisure for All People

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 Machine (Times) 】

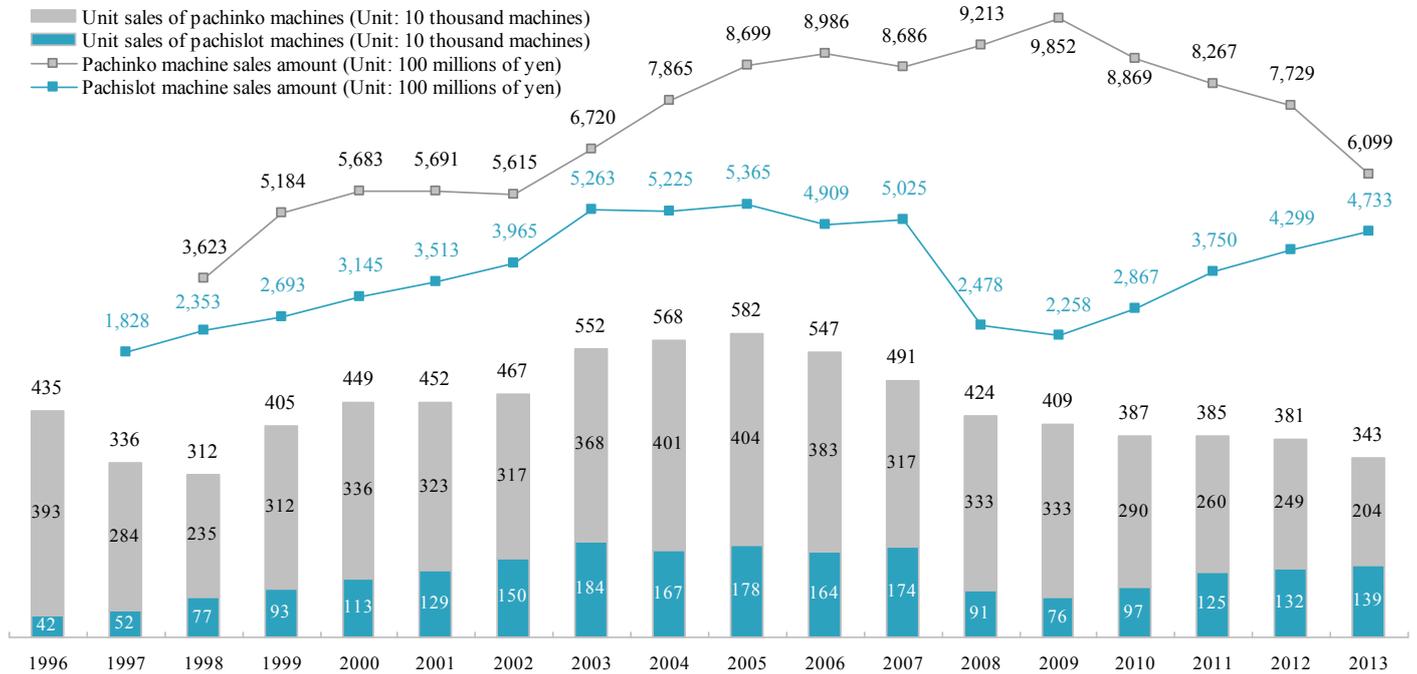
1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
0.90	0.93	0.71	0.67	0.86	0.95	0.95	0.96	1.13	1.15	1.19	1.11	1.07	0.94	0.91	0.85	0.84	0.83	0.75

Unit Sales and Sales Amount of Pachinko/Pachislot Machines

FIELDS CORPORATION

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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 millions of yen)】

Year	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Total	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	10,832

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	2008		2009		2010		2011		2012		2013	
	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share						
1	SANYO	24.2%	SANYO	18.0%	SANYO	22.5%	KYORAKU	18.7%	SANYO	21.8%	KYORAKU	17.0%
2	SANKYO	13.5%	SANKYO	17.2%	SANKYO	14.6%	SANKYO	13.9%	KYORAKU	20.3%	SANYO	15.4%
3	Sammy	11.7%	KYORAKU	12.8%	Sammy	11.8%	Sammy	12.8%	HEIWA/OLYMPIA	10.1%	SANKYO	14.3%
4	KYORAKU	10.5%	Newgin	11.9%	KYORAKU	11.1%	SANYO	12.8%	Newgin	10.0%	Sammy	9.8%
5	Newgin	10.4%	Sammy	10.8%	Newgin	10.2%	Newgin	9.8%	Sammy	8.7%	HEIWA/OLYMPIA	9.6%

* SANKYO's sales share includes Bisty

* Sammy's sales share includes GINZA and TAIYO ELEC

【 Unit Sales Share - Pachislot Machines 】

Ranking	2008		2009		2010		2011		2012		2013	
	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share
1	YAMASA	18.8%	Sammy	21.3%	Sammy	30.9%	Sammy	23.9%	UNIVERSAL	17.8%	Sammy	21.7%
2	SANKYO	14.6%	SANKYO	13.6%	DAITO	11.9%	DAITO	15.9%	Sammy	15.3%	UNIVERSAL	15.5%
3	Sammy	13.5%	UNIVERSAL	13.1%	SANKYO	11.9%	YAMASA	15.6%	YAMASA	14.6%	HEIWA/OLYMPIA	8.6%
4	HEIWA/OLYMPIA	7.4%	YAMASA	9.5%	HEIWA/OLYMPIA	11.3%	UNIVERSAL	13.7%	DAITO	14.0%	SANKYO	8.4%
5	KITA DENSHI	6.5%	KITA DENSHI	7.8%	UNIVERSAL	10.5%	SANKYO	7.6%	KITA DENSHI	8.3%	DAITO	7.3%

* 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-

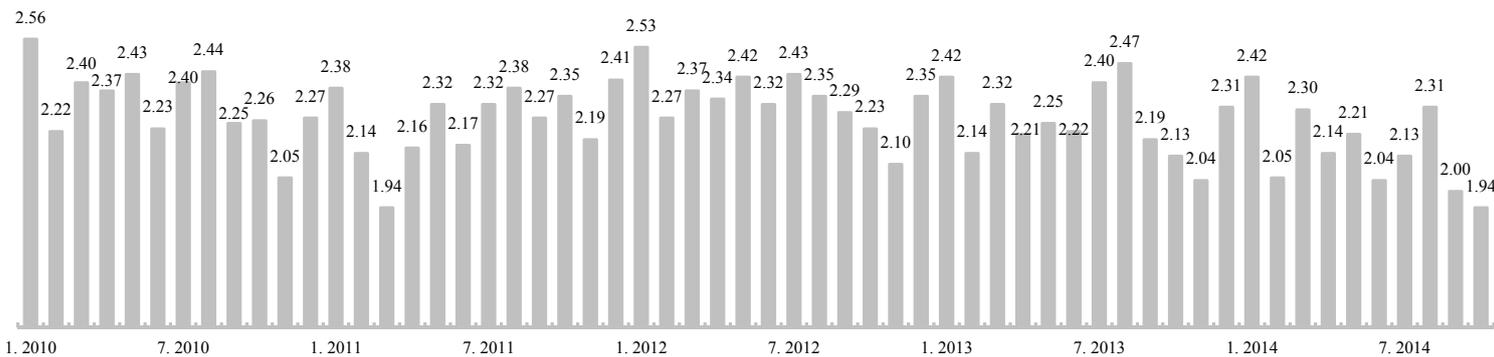
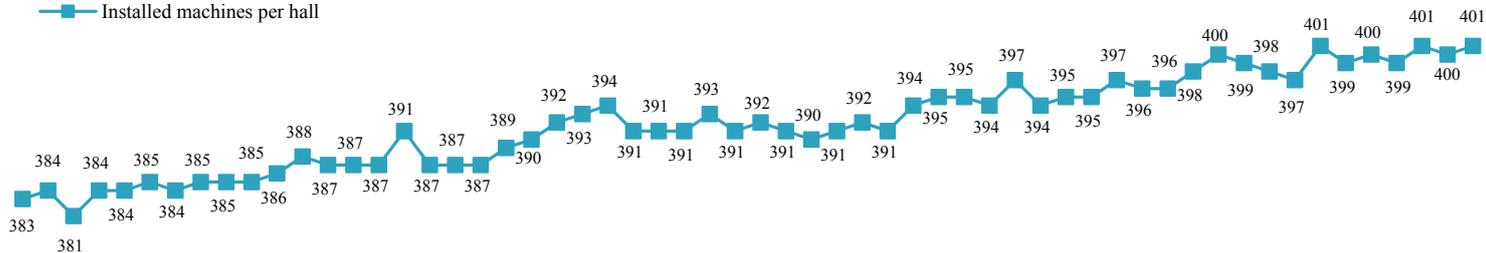
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The data is updated monthly by "Current Survey of Selected Service Industries: The Ministry of Economy, Trade and Industry"

■ Net sales per hall

—■— Installed machines per hall



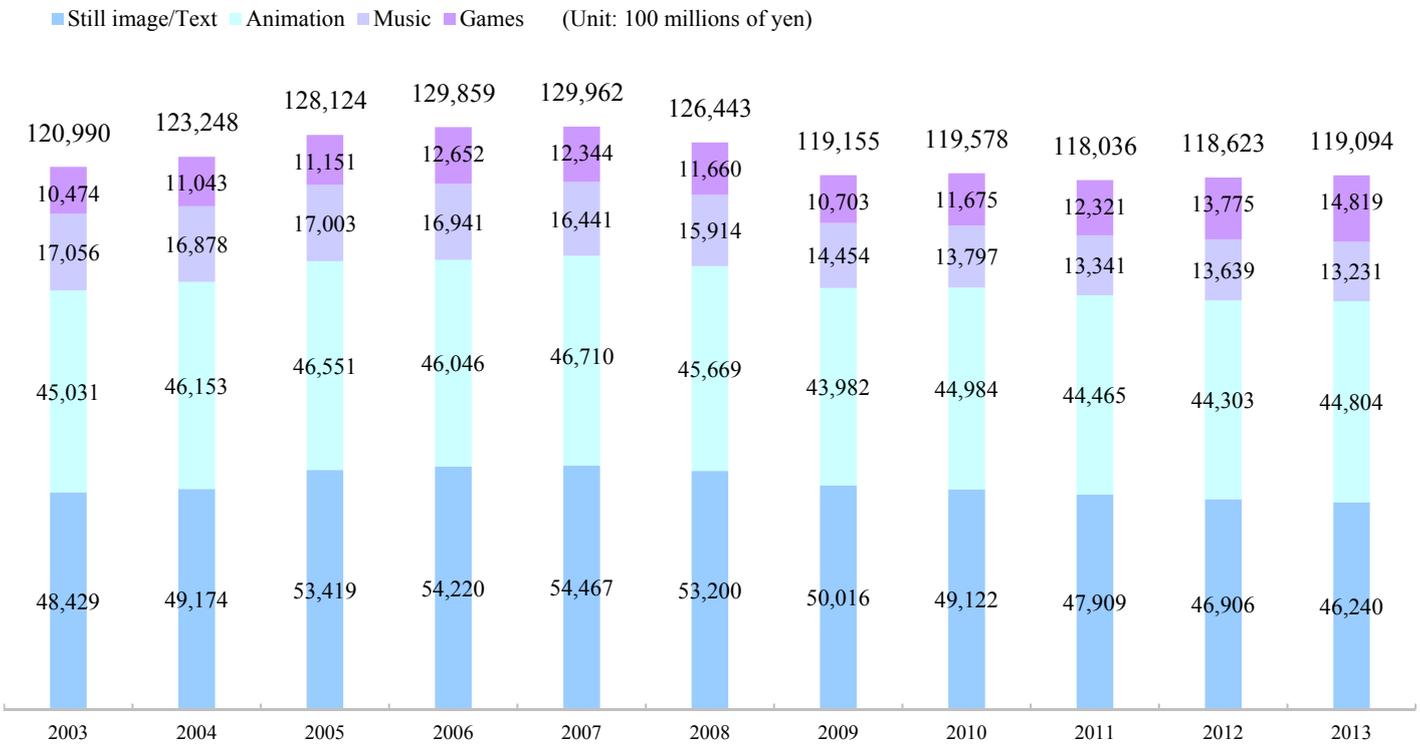
* Figures are calculated based on data and growth rates released in the "Current Survey of Selected Service Industries," using January 2001 as the reference point.

* 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 Zennichiyuren to pick up the hall for survey from 47 prefectures.

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

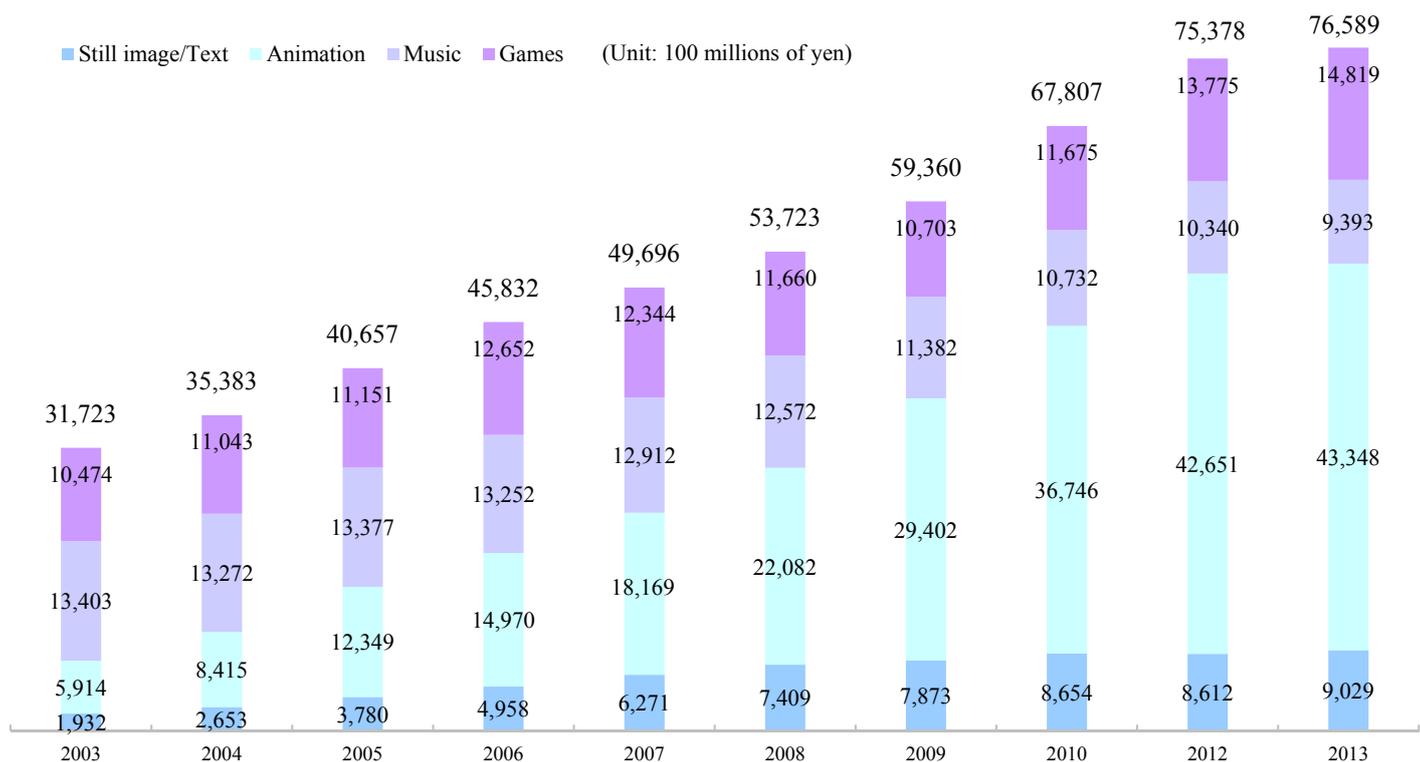
Market Scale of Content Business

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."

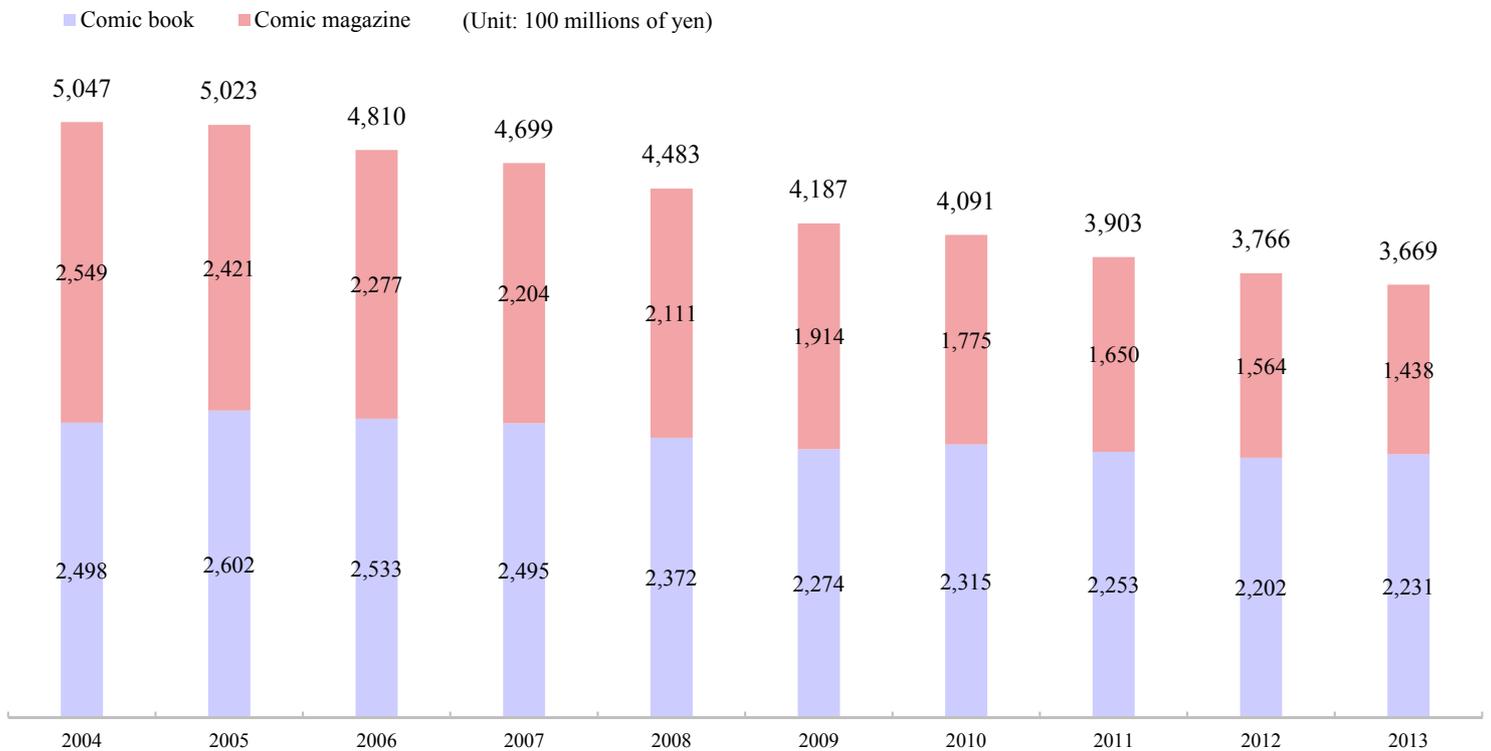


Sales Amount of Comic Books and Comic Magazines

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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."



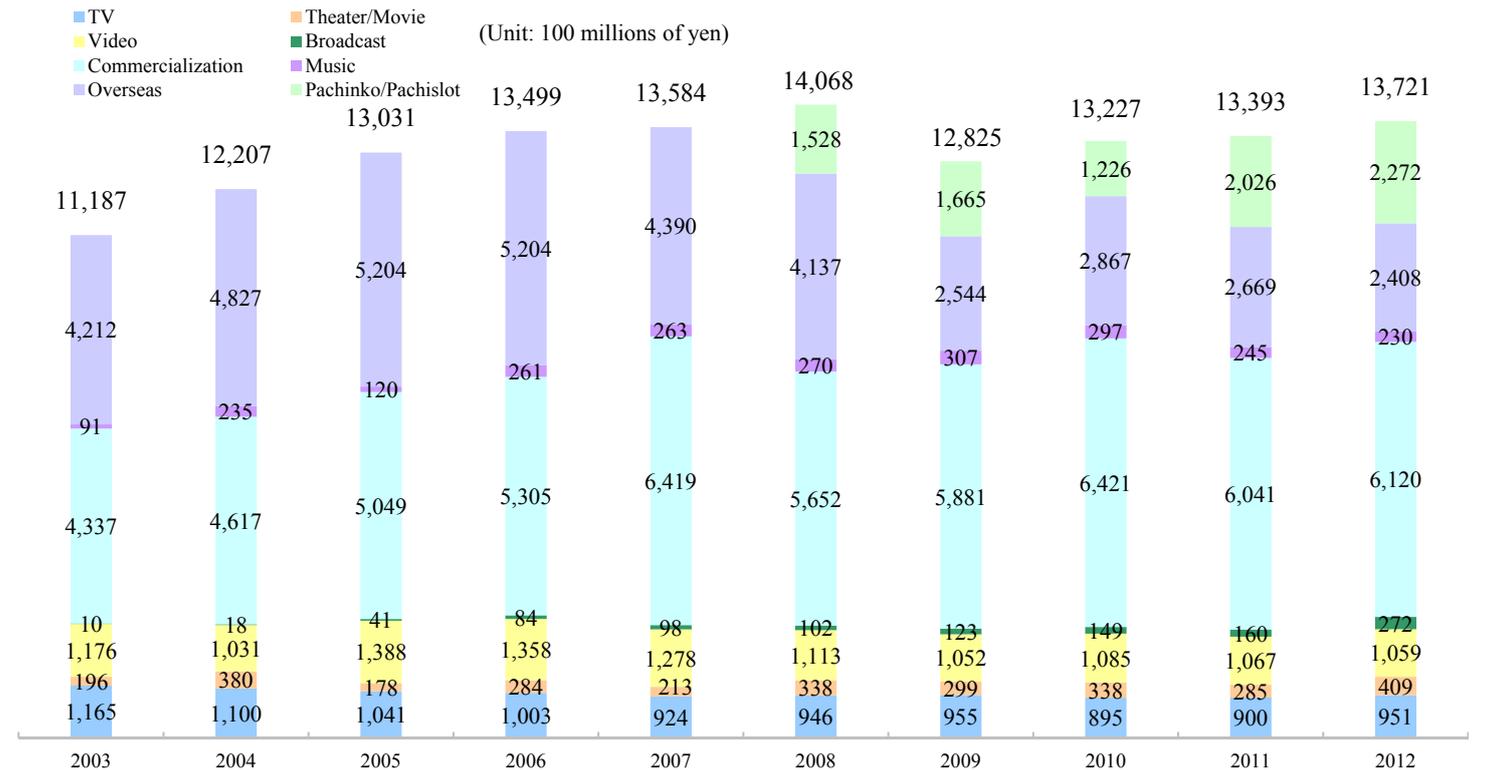
Market Scale of Animation Industry

FIELDS CORPORATION

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

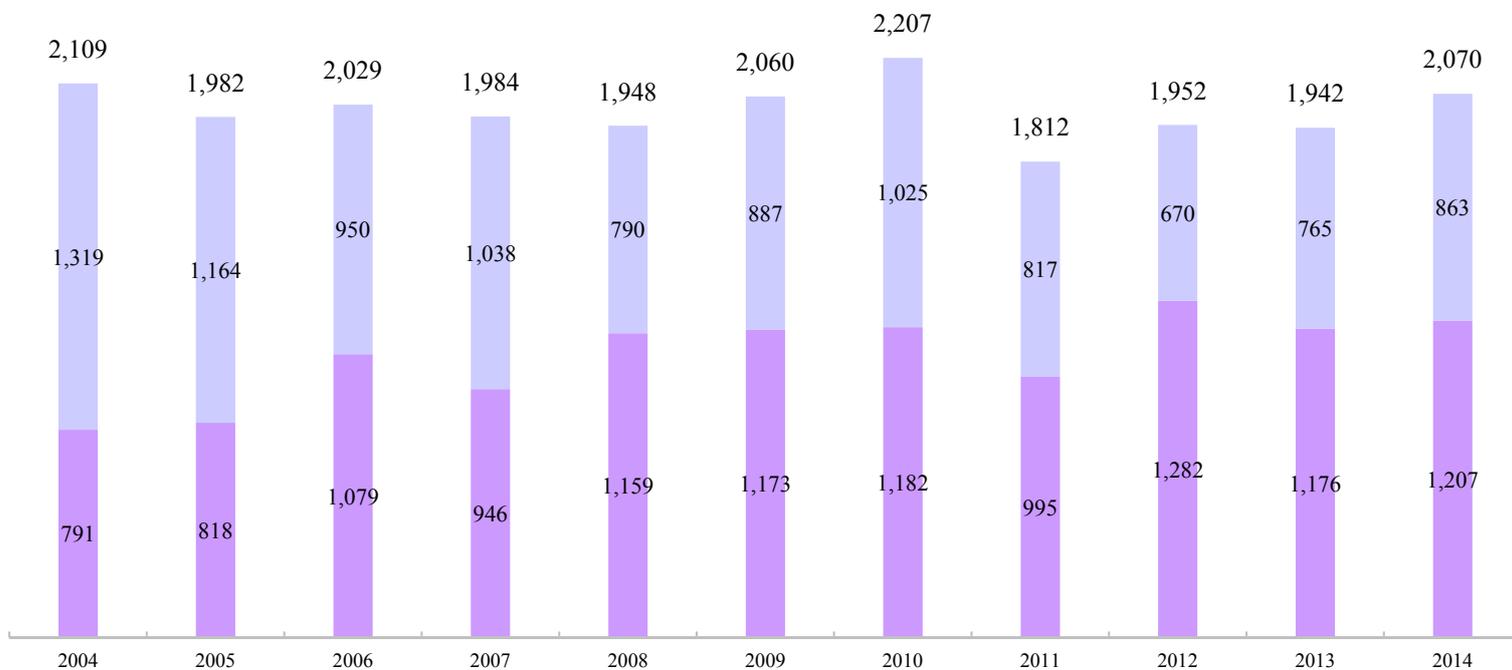
The data of pachinko/pachislot machines using animation are estimated by Fields. (Except pachinko/pachislot: Calculated according to amount of user's payment)



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 millions of yen)

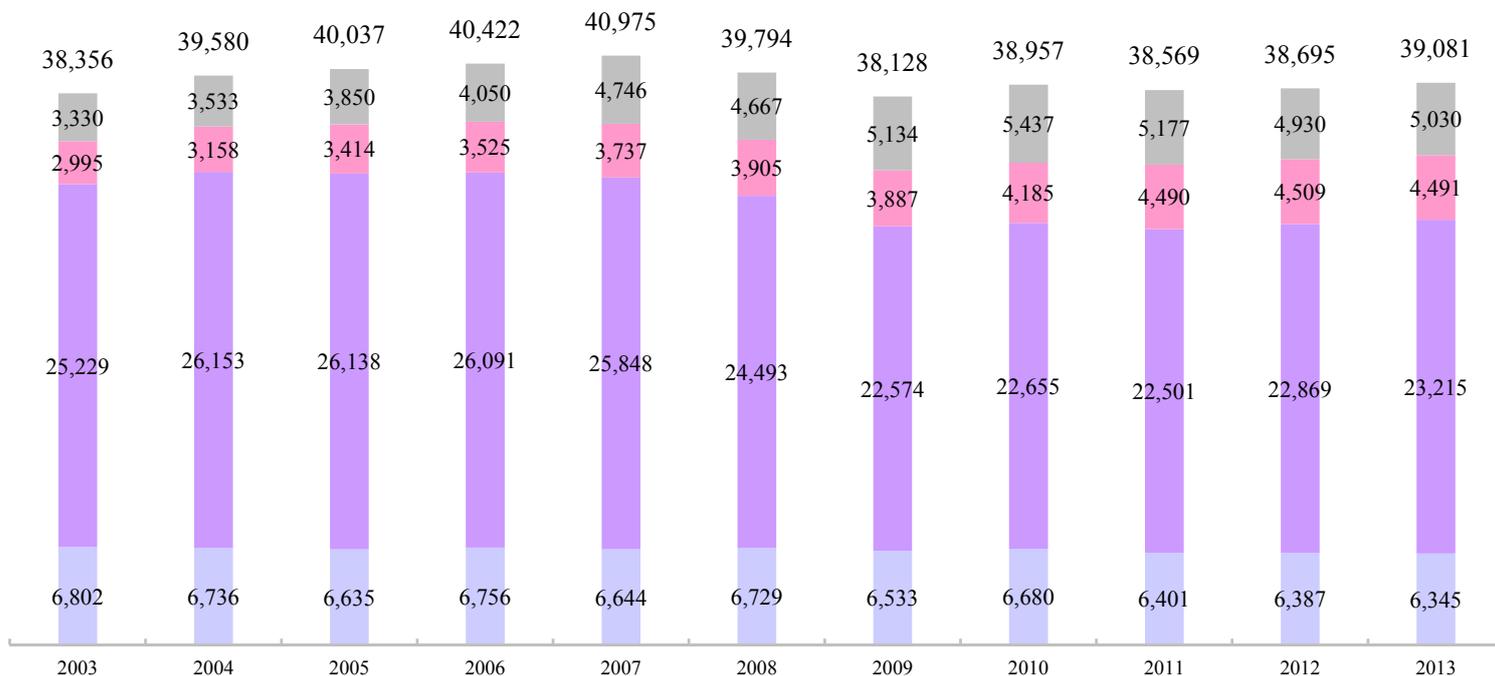


Market Scale of Broadcasting Industry

The data is updated on September and May of each year

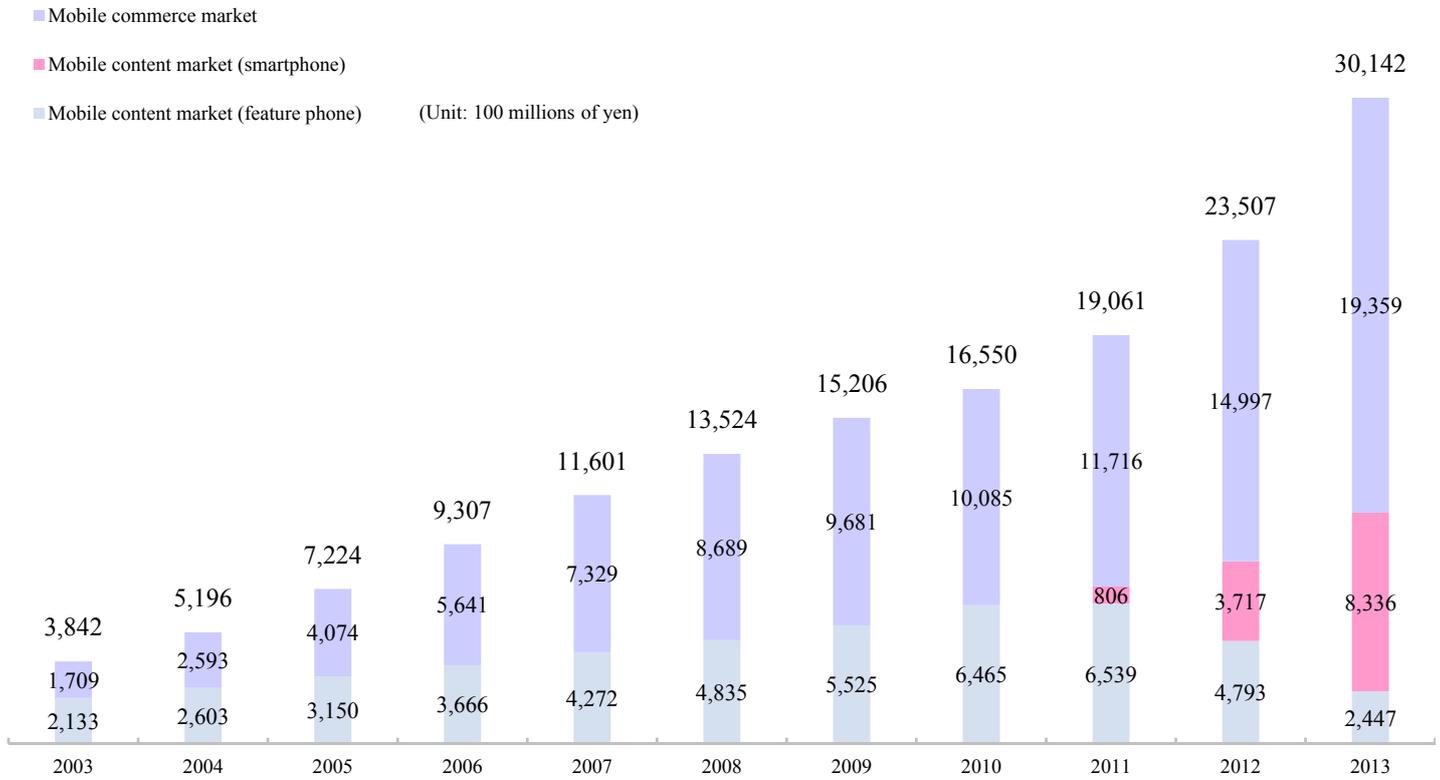
by "Status of Earnings and Expenses of Private Broadcasting Organizations: Ministry of Internal Affairs and Communication," "Japan Broadcasting Corporation."

NHK(=Japan Broadcasting Corporation) Terrestrial broadcasters
Satellite broadcasters Cable broadcasters (Unit: 100 millions of yen)



Market Scale of Mobile Business

The data is updated every July by "Mobile Content Forum."



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 2014

[Nikko IR] Chosen for the “Best Corporate Website award FY2014”
Ranked No. 1 in the new markets ranking for the fifth consecutive year
and ranked No. 1 by industry for the fourth consecutive year



[DAIWA IR]
FY2014
Company of Excellence



[Gomez]
FY2014
Silver Prize



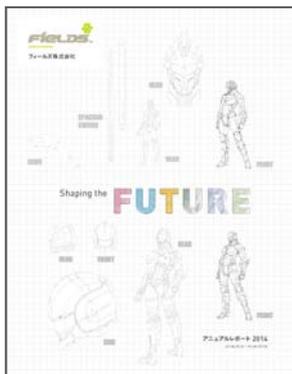
[JASDAQ]
FY2008
IR Company of Excellence



Analysis Tools

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

[Shaping the FUTURE] Latest issue: October 28, 2014



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



IR information is also Available on our mobile site

Smart phone



Mobile phone





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Potential risks and uncertainties include, but are not limited to, the economic environment, market competition and the products handled by the Company.

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