

2nd quarter (July 1, 2015 – September 30, 2015)

The Greatest Leisure for All People



Fact Book

Supplementary Financial Document

for the First Half of the Year Ending March 31, 2016

FIELDS CORPORATION

TSE 1st: 2767

November 2, 2015

Financial Highlights (3.2003-3.2009)

FIELDS CORPORATION

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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	3. 2009
Net sales	61,888	(107.0) 66,211	(123.3) 81,658	(118.6) 96,814	(88.1) 85,321	(119.3) 101,818	(71.7) 73,035
Gross profit	15,992	(134.9) 21,578	(114.7) 24,752	(120.1) 29,737	(98.4) 29,248	(118.1) 34,544	(69.5) 24,024
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	(103.2) 22,063
Operating Income	6,781	(175.0) 11,866	(101.9) 12,097	(102.1) 12,348	(72.4) 8,944	(147.1) 13,158	(14.9) 1,960
Ordinary income	7,022	(173.9) 12,209	(102.2) 12,480	(105.2) 13,127	(70.1) 9,202	(127.2) 11,705	(8.5) 991
Net income attributable to owners of parent	3,524	(187.9) 6,620	(104.6) 6,926	(102.3) 7,085	(52.4) 3,710	(142.7) 5,296	(-) (1,481)
Common stock	1,295	1,295	7,948	7,948	7,948	7,948	7,948
Net assets	8,752	14,507	33,426	39,411	42,836	46,331	39,496
Total assets	17,090	37,115	72,584	87,556	66,081	69,168	52,064
Cash flows from operating activities	3,316	851	2,965	6,164	5,293	11,127	4,147
Cash flows from investing activities	(2,253)	(3,190)	(5,257)	(2,224)	(4,772)	(14,604)	(6,182)
Cash flows from financing activities	(2,454)	2,029	10,177	(1,540)	1,488	(1,384)	602
Cash and cash equivalents at end of the year	5,739	5,437	13,326	15,777	17,819	12,693	11,181

(Unit: Yen)

Indicators per share	3. 2003	3. 2004	3. 2005	3. 2006	3. 2007	3. 2008	3. 2009
Net assets per share	268,600	89,305	96,026	113,275	118,487	128,201	117,326
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	4,500 Interim 2,000 Year-end 2,500
Net income per share	117,233	40,465	19,888	20,118	10,692	15,263	(4,271)

(Unit: %)

Management indicators	3. 2003	3. 2004	3. 2005	3. 2006	3. 2007	3. 2008	3. 2009
Shareholders' equity ratio	51.2	39.1	46.0	45.0	62.2	64.3	75.8
Return on equity (ROE)	55.9	56.9	28.9	19.5	9.2	12.4	(3.5)
Return on assets (ROA)	39.3	45.0	22.8	16.4	12.0	17.3	1.6
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	3. 2009
Total number of shares issued and outstanding (shares)	(3) 32,300	(3) 161,500	347,000	347,000	347,000	347,000	347,000
Treasury stock (shares)	-	-	-	-	-	-	10,643
Number of employees (people)	460	651	758	901	1,022	1,077	827

(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) The year ended March 31, 2003 1:5 stock split/year ended March 31, 2004 1:2 stock split.

Financial Highlights (3.2010-3.2016)

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*The numbers in upper parenthesis indicate YoY.

(Unit: Millions of yen)

	3. 2010	3. 2011	3. 2012	3. 2013	3. 2014	3. 2015	3. 2016 H1
Net sales	(90.8) 66,342	(156.1) 103,593	(89.0) 92,195	(117.3) 108,141	(106.3) 114,904	(86.6) 99,554	(247.1) 50,255
Gross profit	(111.9) 26,889	(130.6) 35,129	(89.2) 31,330	(106.2) 33,279	(101.6) 33,812	(84.2) 28,468	(200.1) 13,848
SG&A expenses	(85.0) 18,764	(117.2) 21,993	(103.7) 22,803	(100.7) 22,964	(104.6) 24,020	(98.8) 23,724	(108.8) 11,964
Operating Income	(414.5) 8,124	(161.7) 13,136	(64.9) 8,527	(121.0) 10,314	(94.9) 9,791	(48.4) 4,743	(-) 1,884
Ordinary income	(783.1) 7,761	(176.3) 13,684	(63.3) 8,661	(118.6) 10,268	(95.1) 9,765	(56.2) 5,491	(-) 1,930
Net income attributable to owners of parent	(-) 3,289	(228.6) 7,520	(79.7) 5,991	(78.8) 4,720	(113.8) 5,370	(56.2) 3,018	(-) 706
Common stock	7,948	7,948	7,948	7,948	7,948	7,948	7,948
Net assets	41,187	47,021	51,555	55,098	58,753	60,246	59,781
Total assets	81,329	78,971	93,601	106,628	104,869	110,316	91,272
Cash flows from operating activities	8,429	8,005	10,015	13,570	16,322	(9,086)	12,052
Cash flows from investing activities	(1,011)	(4,356)	(4,798)	(6,263)	(8,018)	(6,297)	(1,444)
Cash flows from financing activities	(2,687)	(3,915)	(2,565)	(2,277)	(2,018)	1,624	1,415
Cash and cash equivalents at end of the year	15,906	15,632	18,284	23,309	29,583	15,823	27,846

(Unit: Yen)

Indicators per share	3. 2010	3. 2011	3. 2012	3. 2013 ⁽⁴⁾	3. 2014	3. 2015	3. 2016 H1
Net assets per share	123,645	140,853	153,904	1,644.15	1,756.27	1,792.83	1,775.55
Annual dividend per share	4,500	5,000	5,000	50	50	60 Commemorative 10	(Forecast) 50
	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	Interim 25 Year-end 25
Net income per share	9,796	22,643	18,044	142.27	161.83	(90.97)	21.28

(Unit: %)

Management indicators	3. 2010	3. 2011	3. 2012	3. 2013	3. 2014	3. 2015	3. 2016 H1
Shareholders' equity ratio	50.5	59.2	54.6	51.2	55.6	53.9	64.6
Return on equity (ROE)	8.2	17.1	12.2	8.9	9.5	5.1	1.2
Return on assets (ROA)	11.6	17.1	10.0	10.3	9.2	5.1	1.9
Payout ratio	45.9	22.1	27.7	35.1	30.9	55.0	-

Other	3. 2010	3. 2011	3. 2012	3. 2013 ⁽⁴⁾	3. 2014	3. 2015	3. 2016 H1
Total number of shares issued and outstanding (shares)	347,000	347,000	347,000	34,700,000	34,700,000	34,700,000	34,700,000
Treasury stock (shares)	14,885	14,885	15,162	1,516,200	1,516,200	1,516,200	1,516,200
Number of employees (people)	909	1,149	1,324	1,416	1,588	1,716	1,868

(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.

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PS: Pachinko/Pachislot

1. Highlights for the First Half of the Year Ending March 31, 2016

【 Overview 】

[Management/Results]

H1 results: net sales of 50.25 billion yen, ordinary income of 1.93 billion yen

- Substantial increase over previous fiscal year
- Results are generally in line with full-year forecasts

[Pachinko/ pachislot machine Sales]

Pachinko machine sales: 64,000 units, Pachislot machine sales: 69,000 units

- 4 pachinko titles and 3 pachislot titles launched in Q2
- Total number of machines sold rose 31.7% over previous fiscal year to 134,000 units
- Launch of first pachislot machine using “HERO’S” IP, “MAJESTIC PRINCE”

[IP]

Total number of IP: 164, Number of media for IP development in Year ending

March 31, 2016: 107

- While deploying “HERO’S” IP across multiple media formats, games and pachislot machines will also be developed.

Highlights for the H1 of the Year Ending March 31, 2016 (Consolidated)

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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, 2015		Year Ending March 31, 2016	
	H1	Full-Year	H1	Full-Year Forecast
Net sales	(55.9) 20,341 [100.0]	(86.6) 99,554 [100.0]	(247.1) 50,255 [100.0]	(120.5) 120,000 [100.0]
Gross profit	(50.7) 6,920 [34.0]	(84.2) 28,468 [28.6]	(200.1) 13,848 [27.6]	-
SG&A expenses	(95.9) 10,998 [54.1]	(98.8) 23,724 [23.8]	(108.8) 11,964 [23.8]	-
Advertising expenditures	1,229	3,541	1,855	-
Salaries	3,109	6,222	3,183	-
Outsourcing expenses	1,122	2,394	1,232	-
Depreciation and amortization	631	1,474	764	-
Rent	1,017	2,022	1,031	-
Amortization of goodwill	165	325	165	-
Other	3,725	7,746	3,734	-
Operating income	(-) (4,077) [-20.0]	(48.4) 4,743 [4.8]	(-) 1,884 [3.8]	(126.5) 6,000 [5.0]
Ordinary income	(-) (4,072) [-20.0]	(56.2) 5,491 [5.5]	(-) 1,930 [3.8]	(118.4) 6,500 [5.4]
Net income attributable to owners of parent	(-) (2,509) [-12.3]	(56.2) 3,018 [3.0]	(-) 706 [1.4]	(116.0) 3,500 [2.9]

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

<Net sales>

• Net sales increased 147.1% over the previous year to 50,255 million yen. This was attributable to a 31.7% increase in the number of pachinko/pachislot machines sold over the previous year to 134,000. In particular, the sales of pachislot machines increased 146.6% to 69,000, with major titles a significant contributor. The number of pachinko machines sold fell 12.1% to 64,000.

<Gross profit>

• Gross profit rose 100.1% over the previous year to 13,848 million yen.

<SG&A expenses>

• Selling, general and administrative expenses increased 8.8% over the previous year to 11,964 million yen.

<Operating income>

• Operating income totaled 1,884 million yen (compared to an operating loss of 4,077 million yen in the same period in the previous year).

<Ordinary income>

• Ordinary income amounted to 1,930 million yen (compared to a 4,072 million yen ordinary loss in the same period in the previous year).

<Net income attributable to owners of parent >

• Profit attributable to owners of parent was 706 million yen (compared to a 2,509 million yen loss attributable to owners of parent in the same period in the previous year).

【 B/S 】

(Unit: Millions of yen)

	At March 31, 2015	At Sep. 30, 2015	Increase/ Decrease	Factors
Cash and cash equivalents	15,823	27,846	12,023	
Notes and accounts receivable—trade	45,888	10,391	(35,497)	
Electronically recorded monetary claims—operating	-	1,591	1,591	
Inventories	1,738	4,372	2,634	
Other	7,590	7,895	305	
Allowance for doubtful accounts	(25)	(25)	0	
Total current assets	71,014	52,070	(18,944)	Decrease in notes and accounts receivable—trade
Land	7,737	7,550	(187)	
Other	4,460	4,511	51	
Total tangible fixed assets	12,197	12,061	(136)	Decrease in land
Goodwill	1,618	1,458	(160)	
Other	2,872	2,841	(31)	
Total intangible fixed assets	4,490	4,299	(191)	Decrease in goodwill
Investment securities	14,564	13,584	(980)	
Other	9,079	10,276	1,197	
Allowance for doubtful accounts	(1,029)	(1,021)	8	
Total investments and other assets	22,614	22,839	225	Increase in long-term loans
Total fixed assets	39,302	39,201	(101)	
Total assets	110,316	91,272	(19,044)	
Notes and accounts payable—trade	33,850	13,286	(20,564)	
Accrued income taxes	2,345	1,115	(1,230)	
Other	9,578	12,338	2,760	
Total current liabilities	45,773	26,739	(19,034)	Decrease in notes and accounts payable—trade and decrease in accrued income taxes
Total fixed liabilities	4,296	4,751	455	Increase in liabilities for retirement benefits
Total liabilities	50,070	31,490	(18,580)	
Common stock	7,948	7,948	0	
Capital surplus	7,994	7,994	0	
Retained earnings	46,049	45,594	(455)	
Treasury stock	(1,821)	(1,821)	0	
Total shareholders' equity	60,171	59,715	(456)	
Unrealized holding gain on available-for-sale securities	(567)	(698)	(131)	
Accumulated other comprehensive income	(679)	(796)	(117)	
Minority interest	753	862	109	
Total net assets	60,246	59,781	(465)	Decrease in retained earnings
Total liabilities and net assets	110,316	91,272	(19,044)	

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

Highlights for the H1 of the Year Ending March 31, 2016 (Consolidated)

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【 Cash Flow 】

(Unit: Millions of yen)

	Year Ended March 31, 2015		Year Ending March 31, 2016	
	H1	Full-Year	H1	Factors
Cash flows from operating activities	(11,111)	(9,086)	12,052	Decrease in notes and accounts receivable—trade 35,431 Decrease in notes and accounts payable—trade (22,426) Income taxes paid (2,296)
Cash flows from investing activities	(1,092)	(6,297)	(1,444)	Expenditure for loans receivable (2,543) Proceeds from loans 1,436
Cash flows from financing activities	(1,200)	1,624	1,415	Proceeds from short-time borrowings 2,740 Dividends paid (1,160)
Effect of exchange rate changes on cash and cash equivalents	0	-	-	
Increase (decrease) in cash and cash equivalents	(13,404)	(13,760)	12,023	
Cash and cash equivalents at beginning of period	29,583	29,583	15,823	
Increase (decrease) in cash and cash equivalents resulting from change of scope of consolidation	-	-	-	
Cash and cash equivalents at end of period	16,178	15,823	27,846	

2. Pachinko and Pachislot Machines Sales related Data

Players in the Pachinko/Pachislot Industry

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Pachinko/Pachislot Manufacturers

(As of September 30, 2015)



- Pachinko Manufacturers: 35 companies
- Pachislot Manufacturers: over 60 companies
- Regulated
Ex. SANKYO CO., LTD.
KYORAKU SANGYO
SANYO GROUP

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 O 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

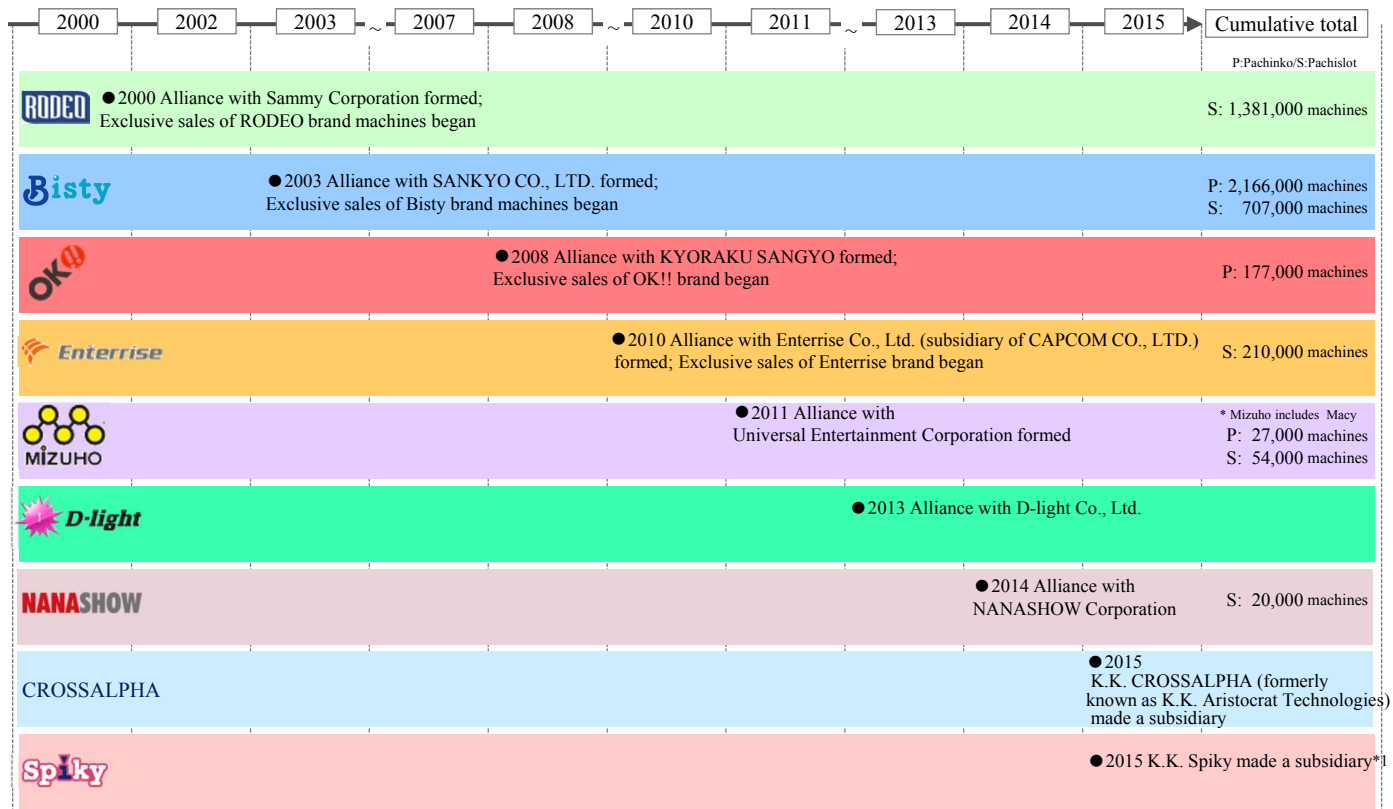
- 
- Around 11,627 in Japan (FY2014)
 - Neighborhood based
 - Large number of small owner operators but some significant chains
 - Constant need to attract and retain players
 - On average, each machine pays for itself in 3-6 weeks
 - Regulated
Ex. MARUHAN Corporation
DYNAM Co., Ltd.

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

History of Pachinko/Pachislot Machines

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*1 As a result of the subsidiary acquisition of K.K. CROSSALPHA (formerly known as K.K. Aristocrat Technologies), its subsidiary Spiky was made a wholly owned subsidiary.

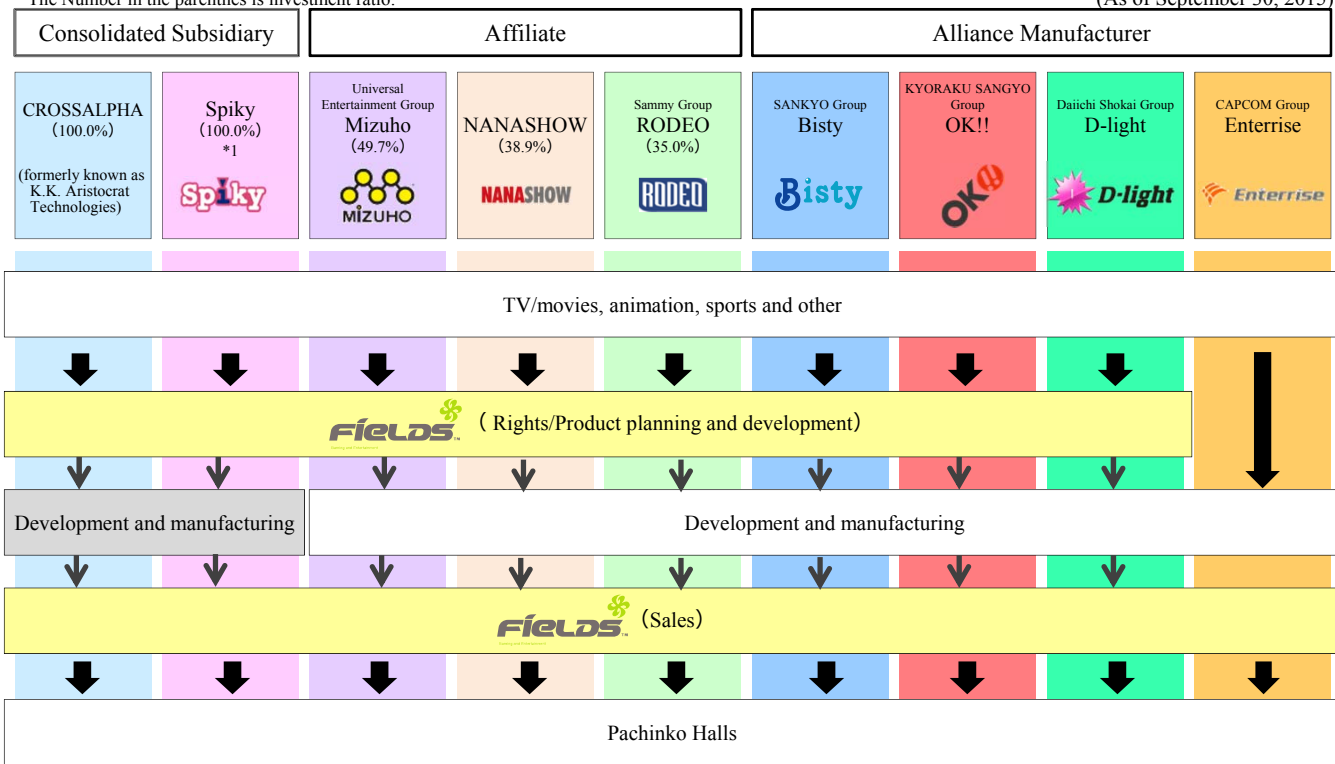
Business Model (PS Planning, Development and Sales)

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*The Number in the parentheses is investment ratio.

(As of September 30, 2015)

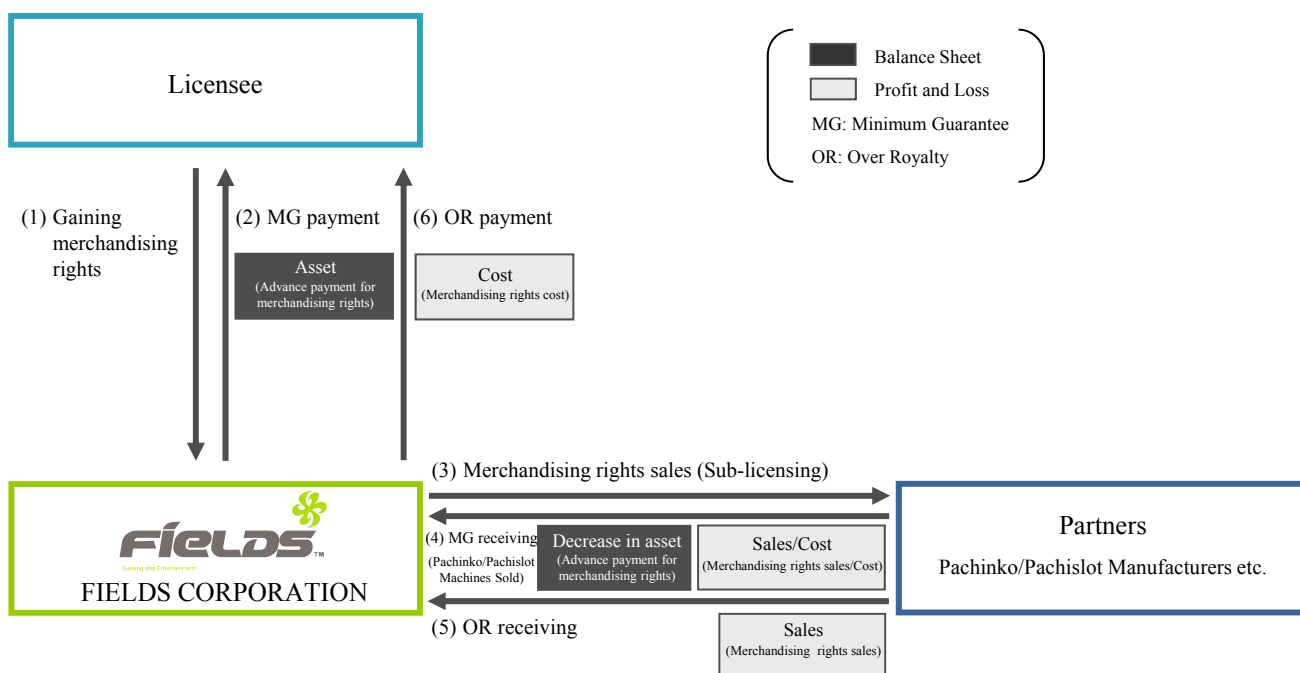


*1 As a result of the subsidiary acquisition of K.K. CROSSALPHA (formerly known as K.K. Aristocrat Technologies), its subsidiary Spiky was made a wholly owned subsidiary.

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

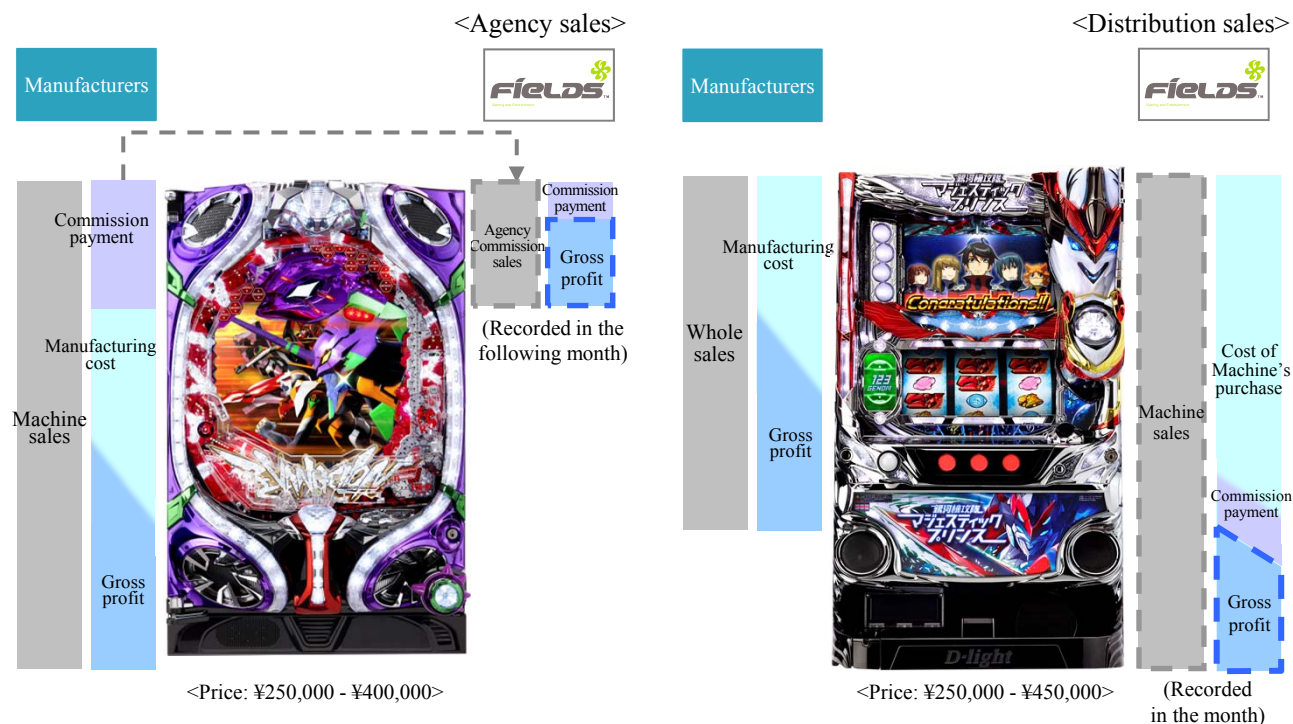
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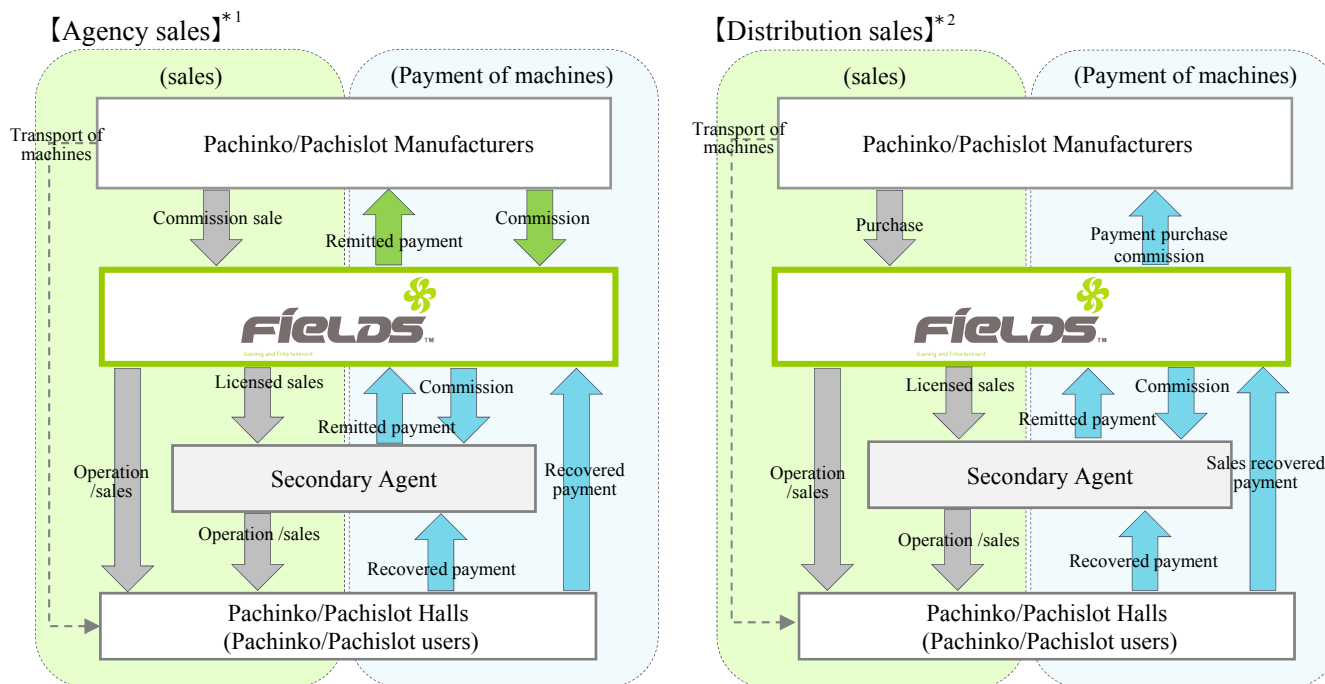
Accounting Method of Pachinko/Pachislot machines Sales (Image)

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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

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

Pachinko/Pachislot Machines' Titles from 3.2014 to 3.2016

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(Sales units as of September 30, 2015)

Pachinko machine

Launch of 6 pachinko titles

Bisty 4 titles
OK!! 2 titles



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Launch of 4 pachinko titles

Bisty 2 titles
OK!! 1 title
Macy 1 title



©avex management inc. ©avex music creative inc. ©カラー ©Bisty TM & © DC Comics. (s15) ©UNIVERSAL ENTERTAINMENT ©TSUBURAYA PROD. ©OK!!

[Q1]



Bisty
CR EVANGELION 9 Type zero ver.

©カラー ©Bisty

[Q2]



Macy
CR Million GOD RISING

22,000 machines

©UNIVERSAL ENTERTAINMENT

July



Bisty
CR Martian Successor NADESICO

©シーベック/ナデシコ製作委員会・テレビ東京
©シーベック/1998 NADESICO製作委員会 ©Bisty

August



Daiichi
CR Sakigake Otokojuku

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©イノキ・ゴムム・フェレレーション ©亀田プロモーション

August



Bisty
CR EVANGELION X

*To be posted in Q3.

©カラー ©Bisty ©SANKYO

[Q3]



Mizuho
CR Midoridon Hanabi DE Buon giorno

On sale

©UNIVERSAL ENTERTAINMENT

November

Pachislot machine

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

Launch of 3 pachislot titles

Rodeo 1 title
Enterrise 1 title
NANASHOW 1 title



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[Q1]



Bisty
EVANGELION—Spear of Hope

26,000 machines

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[Q2]



Enterrise
Resident Evil 6

35,000 machines

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July



Enterrise
ASURA'S WRATH

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September

[Q3]

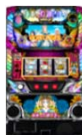


D-light
MAJESTIC PRINCE

On sale

©前橋・フィールズ/MIP製作委員会 ©前橋/フィールズ ©ヒーローズ Produced by D-light

November



D-light
Oh My Goddess!

On sale

©藤島康介/講談社

November



Bisty
EVANGELION—Tamashii wo Tsunagumono

On sale

©カラー ©Bisty

December

* 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 17 for details on titles launched in the year ended March 31, 2014 and the year ending March 31, 2016.

History of Pachinko General Sales (3.2001-3.2010)

FIELDS CORPORATION
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(Unit: Machines)

	Sammy	Sold	Bisty	Sold
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		
3. 2001				

* 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

* Figures have been rounded to the nearest thousand.

History of Pachislot General Sales (3.2001-3.2010)

FIELDS CORPORATION
The Greatest Leisure for All People

(Unit: Machines)

	RODEO	Sold	Bisty	Sold	Olympia	Sold
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				
	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.
* Figures have been rounded to the nearest thousand.

Titles of Pachinko/Pachislot Machines (3.2011-3.2016)

FIELDS CORPORATION

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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 was not disclosed

* Figures have been rounded to the nearest thousand.

	3. 2011		3. 2012		3. 2013		
	Title	Sold	Title	Sold	Title	Sold	
Pachinko	Bisty	CR Kung Fu Panda	11,000	CR Evangelion 7	100,000	Evangelion 7 Smile Model	12,000
		CR Evangelion —Evangelical of the beginnings Light ver.	-	CR The story of ayumi hamasaki Sweet/Light Version	11,000	CR Sengoku BASARA 3 —The Battle of Sekigahara	16,000
		CR Shimizu no Jirocho Light ver.	-	CR The story of ayumi hamasaki —introduction	72,000	EVA Light III	16,000
		CR Evangelion —Evangelical of the Beginnings	205,000				
	OK!!					New-century Pachinko GHOST IN THE SHELL: STAND ALONE COMPLEX MAX type	-
						New-century Pachinko GHOST IN THE SHELL: STAND ALONE COMPLEX Middle type	26,000
	Mizuho *1						
	Daiichi						

Pachislot	RODEO	Gravion	-	Pachislot Monster Hunter	96,000	Pachislot Shin-Onimusha Sairin	41,000
		Ore no Sora —Spirit of Young Justice	38,000	Rahxephon	-	SAKIGAKE OTOKOJUKU —TENCHO-GORIN THE FINAL	24,000
		Gamera	13,000	Kaze no Youjinbou —Memory of Butterflies	23,000		
	Bisty	MOBASLO Evangelion —for your own wish	78,000	Evangelion —the Heartbeat of Life	47,000	EVANGELION	57,000
		Magical Shopping Arcade Abenobashi	-	SAMURAI 7	13,000	Yaoh	-
					GTO Limit Break	-	
	Enterrise	Sengoku BASARA 2	16,000	Street Fighter IV	-	Resident Evil 5	48,000
	Mizuho						
	NANA SHOW						
	D-light						

*1 Mizuho includes Macy.














3. 2014		3. 2015		3. 2016		Cumulative total*3		
Title	Sold	Title	Sold	Title	Sold			
CR EVANGELION 8 Premium Battle	12,000	CR TEKKEN LIGHT VERSION	-	CR EVANGELION 9 Type zero ver.	-	2,166,000	Bisty	Pachinko
CR TEKKEN	18,000	CR EVANGELION 8 Extreme Battle	20,000	CR Martian Successor NADESICO	-			
CR EVANGELION 8	75,000	CR ayumi hamasaki 2	23,000	CR EVANGELION X	To be posted in Q3.			
CR Beyond the Heavens	-	CR EVANGELION 9	102,000					
		CR EVANGELION 9 Amadigi	-			177,000	OK!!	
Pachinko Onimusha: Dawn of Dreams	33,000	Pachinko Onimusha: Dawn of Dreams Light Version	-					
New-century Pachinko BERSERK	23,000	Pachinko Ultra Battle Retsuden	79,000			27,000	Mizuho *1	
		CR BATMAN	-	CR Million GOD RISING	22,000			
				CR Midoridon Hanabi DE Buon giorno	On sale			
				CR Sakigake Otokojuku	-	-	Daiichi	
Kaiji3 *2	25,000	Salaryman Kintaro	42,000			1,381,000	RODEO	Pachislot
Evangelion —Kefsu no Toki	13,000			EVANGELION —Spear of Hope	26,000	707,000	Bisty	
MOBILE SUIT GUNDAM	25,000			EVANGELION —Tamashii wo Tsunagumono	On sale			
PACHISLOT ULTRAMAN WARS	23,000							
Pachislot Monster Hunter: Gekka Raimei	45,000	Pachislot Sengoku BASARA 3	20,000	Resident Evil 6	35,000	210,000	Enterrise	
Devil May Cry 4	25,000			ASURA'S WRATH	-			
ANOTHER GOD HADES	54,000					54,000	Mizuho	
		Pachislot BERSERK	20,000			20,000	NANA SHOW	
				MAJESTIC PRINCE	On sale	-	D-light	
				Oh My Goddess!	On sale			

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

*3 The cumulative number of machines sold is the cumulative number of machines sold after alliances with manufacturers.


















Change of "Evangelion" Series I

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Pachinko machine		Pachislot machine
 <p>Neon Genesis Evangelion Dec. 2004 <u>125,000 machines</u></p>	3. 2005	
 <p>Second Impact Feb. 2006 <u>161,000 machines</u></p>	3. 2006	 <p>Neon Genesis Evangelion Sep. 2005 <u>23,000 machines</u></p>
 <p>Kiseki no Kachiwa Feb. 2007 <u>187,000 machines</u></p>	3. 2007	 <p>Magokoro wo Kimini Jul. 2007 <u>99,000 machines</u></p>
<p>Type less reliant on gambling nature/ reused machines</p>  <p>The Angels Are Back Again Jan. 2008 <u>200,000 machines</u></p>	3. 2008	 <p>That time has come, they're waiting for us Sep. 2008 <u>90,000 machines</u></p>
 <p>Premium Model May 2008 <u>50,000 machines</u></p>		
 <p>The Beginning and the End Apr. 2009 <u>237,000 machines</u></p>	3. 2009	
 <p>Evangelical of the Beginnings Jun. 2010 <u>205,000 machines</u></p>	3. 2010	 <p>Die Spur der SEELE Mar. 2010 <u>84,000 machines</u></p>
 <p>The Angels Are Back Again YF Jan. 2010 <u>24,000 machines</u></p>		
 <p>Evangelical of the Beginnings Light ver. Nov. 2010</p>		

Change of "Evangelion" Series II

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Pachinko machine		Pachislot machine	
		3.2011	 <p>For your own wish Mar. 2011 <u>78,000 machines</u></p>
	<p>Type less reliant on gambling nature/reused machines</p>	3.2012	 <p>The Heartbeat of Life Feb. 2012 <u>47,000 machines</u></p>
 <p>Evangelion 7 Jan. 2012 <u>100,000 machines</u></p>	 <p>EVA Light III May 2012 <u>16,000 machines</u></p>	3.2013	 <p>EVANGELION Feb. 2013 <u>57,000 machines</u></p>
	 <p>EVANGELION7 Smile Model Dec. 2012 <u>12,000 machines</u></p>	3.2014	 <p>Ketsui no Toki Feb. 2014 <u>13,000 machines</u></p>
 <p>EVANGELION 8 Jul. 2013 <u>75,000 machines</u></p>	 <p>Premium Battle Jan. 2014 <u>12,000 machines</u></p>	3.2015	 <p>Premium Amadigi Ver. Feb. 2015</p>
	 <p>Extreme Battle Jul. 2014 <u>20,000 machines</u></p>	3.2016	 <p>Spear of Hope Jun. 2015 <u>26,000 machines</u></p>
 <p>EVANGELION 9 Dec. 2014 <u>102,000 machines</u></p>	 <p>EVANGELION 9 Middle Ver. Feb. 2015</p>		 <p>Tamashii wo Tsunagumono Dec. 2015 <u>On sale</u></p>
	 <p>EVANGELION X Sep. 2015 *To be posted in Q3.</p>		
	 <p>EVANGELION 9 Type zero ver. May 2015</p>		

3. Pachinko/Pachislot Machines Sold

Number of Pachinko/Pachislot Machines Sold

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【 By Pachinko/Pachislot Brand 】

(Unit: Machines)

	Year Ended March 31, 2015					Year Ending March 31, 2016		
	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	Full-Year
< Pachinko machines >								
Bisty	3,533	22,023	40,009	94,213	159,778	9,092	15,344	24,436
OK!!	29,830	5,378	36	79,353	114,597	1,365	-	1,365
Mizuho *1	-	-	-	4,898	4,898	86	22,022	22,108
Daiichi	-	-	-	-	-	-	7,275	7,275
Others	5,177	7,969	4,179	5,808	23,133	5,141	4,629	9,770
I) Total number of pachinko machines sold	38,540	35,370	44,224	184,272	302,406	15,684	49,270	64,954
< Pachislot machines >								
RODEO	-	-	3,239	39,327	42,566	-	-	-
Bisty	20	-	-	-	20	23,967	2,609	26,576
NANASHOW	-	-	-	20,084	20,084	116	-	116
Enterrise	4,460	19,941	66	-	24,467	2,670	37,205	39,875
Mizuho	66	-	-	-	66	-	-	-
D-light	-	-	-	-	-	-	-	-
Others	1,111	2,611	3,867	2,493	10,082	1,972	1,038	3,010
II) Total number of pachislot machines sold	5,657	22,552	7,172	61,904	97,285	28,725	40,852	69,577
I) + II) Total number of pachinko/pachislot machines sold	44,197	57,922	51,396	246,176	399,691	44,409	90,122	134,531

*1 Mizuho includes Marcy.

【 Major Sales Title (FY 3.2016) 】

(Unit: Machines)

Release	Brand	Title	Q1	Q2	Full-Year
■ Pachinko machines					
<i>May 2015</i>	<i>Bisty</i>	<i>CR EVANGELION 9 Type zero ver.</i>	-	-	-
Jun. 2015	Macy	CR Million GOD RISING		22,000	22,000
Aug. 2015	Bisty	CR Martian Successor NADESICO		-	-
Aug. 2015	Daiichi	CR Sakigake Otokojuku		-	-
Sep. 2015	Bisty	CR EVANGELION X			To be posted in Q3
Nov. 2015	Mizuho	CR Midoridon Hanabi DE Buon giorno			On sale
■ Pachislot machines					
Jun. 2015	Bisty	EVANGELION—Spear of Hope	23,000	-	26,000
Jul. 2015	Enterrise	Resident Evil 6	-	32,000	35,000
Sep. 2015	Enterrise	ASURA'S WRATH			-
Nov. 2015	D-light	MAJESTIC PRINCE			On sale
Nov. 2015	D-light	Oh My Goddess!			On sale
Dec. 2015	Bisty	EVANGELION—Tamashii wo Tsunagumono			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.

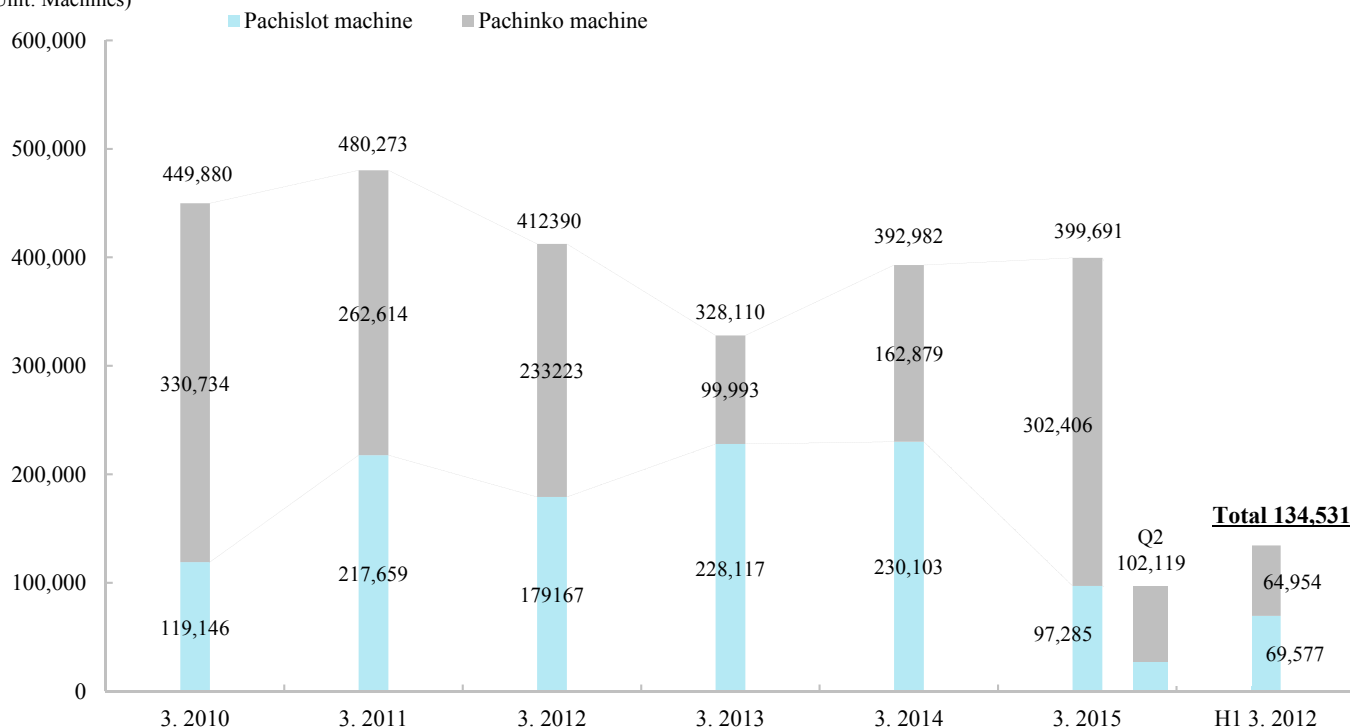
* Titles in blue indicate titles derived from spin-offs of previously launched pachinko/pachislot machines.

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

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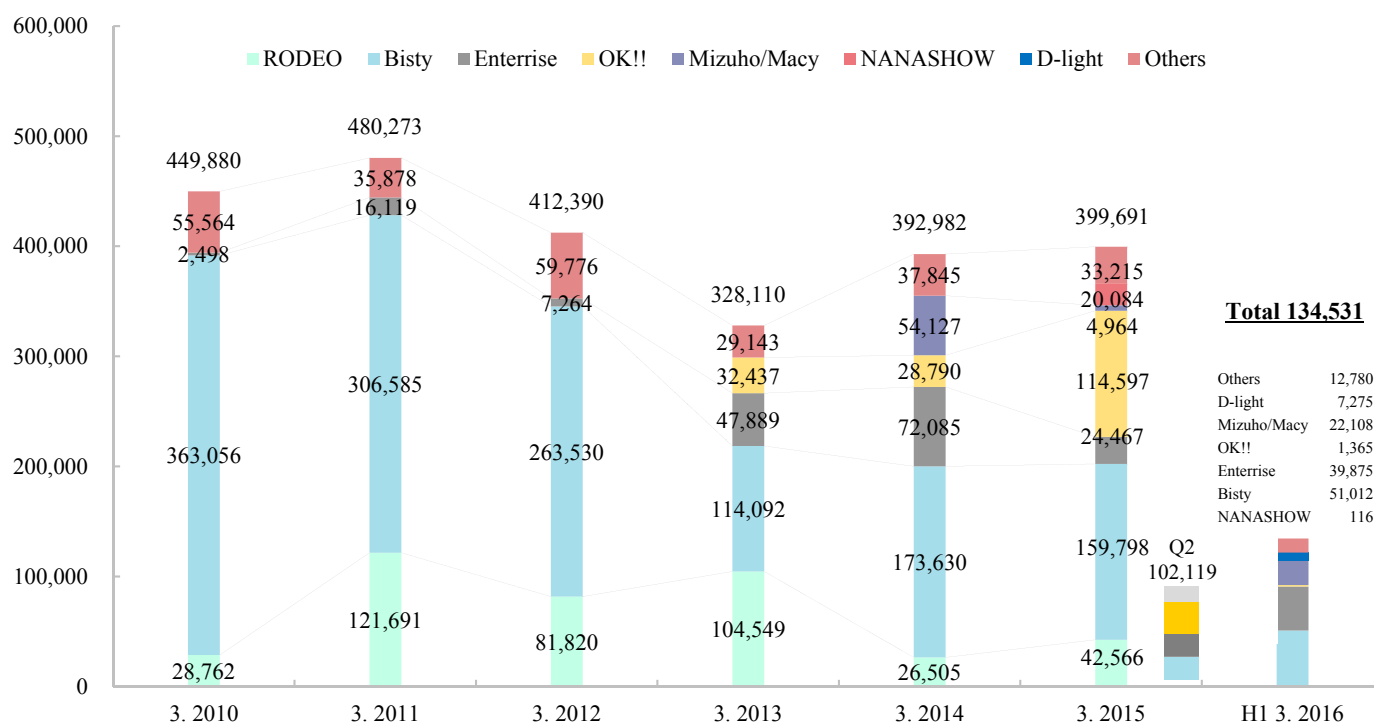
【 By Pachinko/Pachislot Machines 】

(Unit: Machines)



【 By Pachinko/Pachislot Brand 】

(Unit: Machines)



Number of Pachinko/Pachislot Machines Sold (Details)

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(Unit: Machines)

	3. 2011			3. 2012			3. 2013			3. 2014			3. 2015			3. 2016
	H1	H2	Full	H1	H2	Full	H1	H2	Full	H1	H2	Full	H1	H2	Full	H1
Number of machines sold	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	297,572	399,691	134,531
■ Sales ratio																
Pachinko	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	228,496	302,406	64,954
	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%	76.8%	75.7%	48.3%
Pachislot	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	69,076	97,285	69,577
	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%	23.2%	24.3%	51.7%
■ Agency/Distribution sales ratio																
Agency sales	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	149,509	226,931	36,288
	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%	50.2%	56.8%	27.0%
Distribution sales	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	148,063	172,760	98,243
	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%	49.8%	43.2%	73.0%
■ Direct/Indirect sales ratio																
Direct sales	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	244,134	330,731	110,070
	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%	82.0%	82.7%	81.8%
Indirect sales	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	53,438	68,960	24,461
	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%	18.0%	17.3%	18.2%

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

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(At September 30, 2015)

	“Evangelion” series	“Game IP” series	“Hiroshi Motomiya’s works” series	“Comics, animation IP” series	“Ultraman” series
■ Major title					
Pachinko machines	• EVANGELION 9 • EVANGELION X	• Onimusha: Dawn of Dream • TEKKEN	• Salaryman Kintaro • Ore no Sora	• BERSERK • GHOST IN THE SHELL	• Ultra Battle Retsuden
Pachislot machines	• Ketsui no Toki • Spear of Hope	• Monster Hunter • Resident Evil	• Salaryman Kintaro • Ore no Sora	• BERSERK • MAJESTIC PRINCE	• ULTRAMAN WARS
■ Cumulative titles sold					
Pachinko machines	10	9	3	15	1
Pachislot machines	9	18	8	23	1
Total	19	27	11	38	2
■ Cumulative number of units sold (unit: machines)					
Pachinko machines	1,561,000	192,000	82,000	230,000	80,000
Pachislot machines	518,000	680,000	403,000	316,000	23,000
Total	2,080,000	873,000	486,000	546,000	104,000

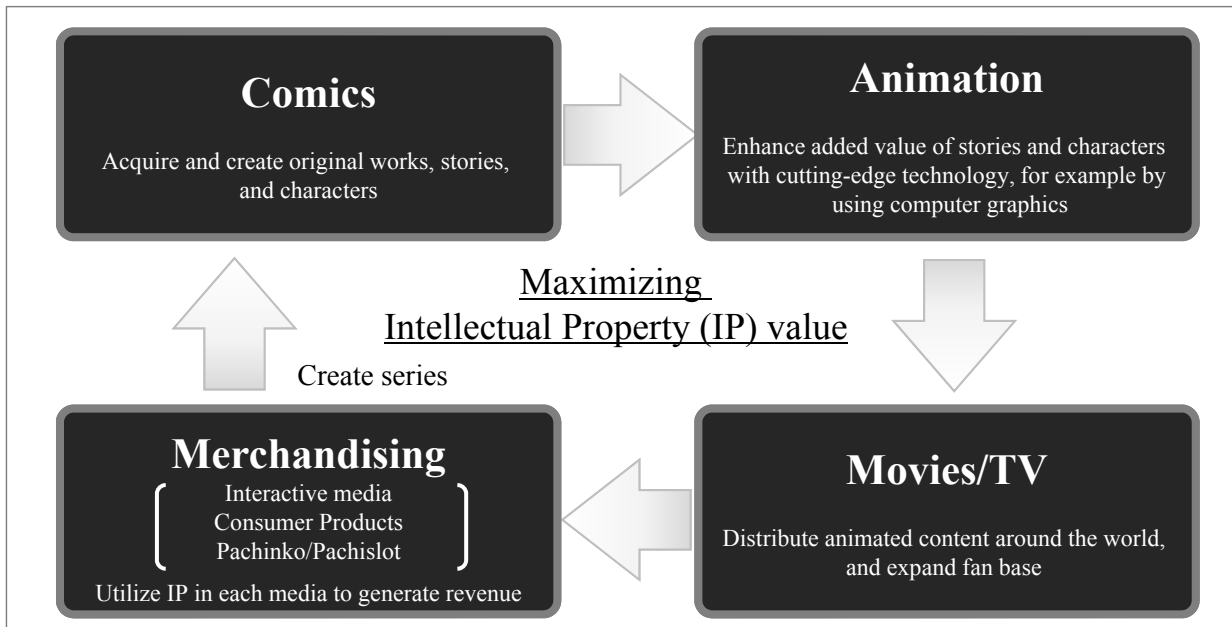
* Pachinko number of titles sold excludes reused machines and machines with specifications changes.

4. Fields' IP

Developing Business Model

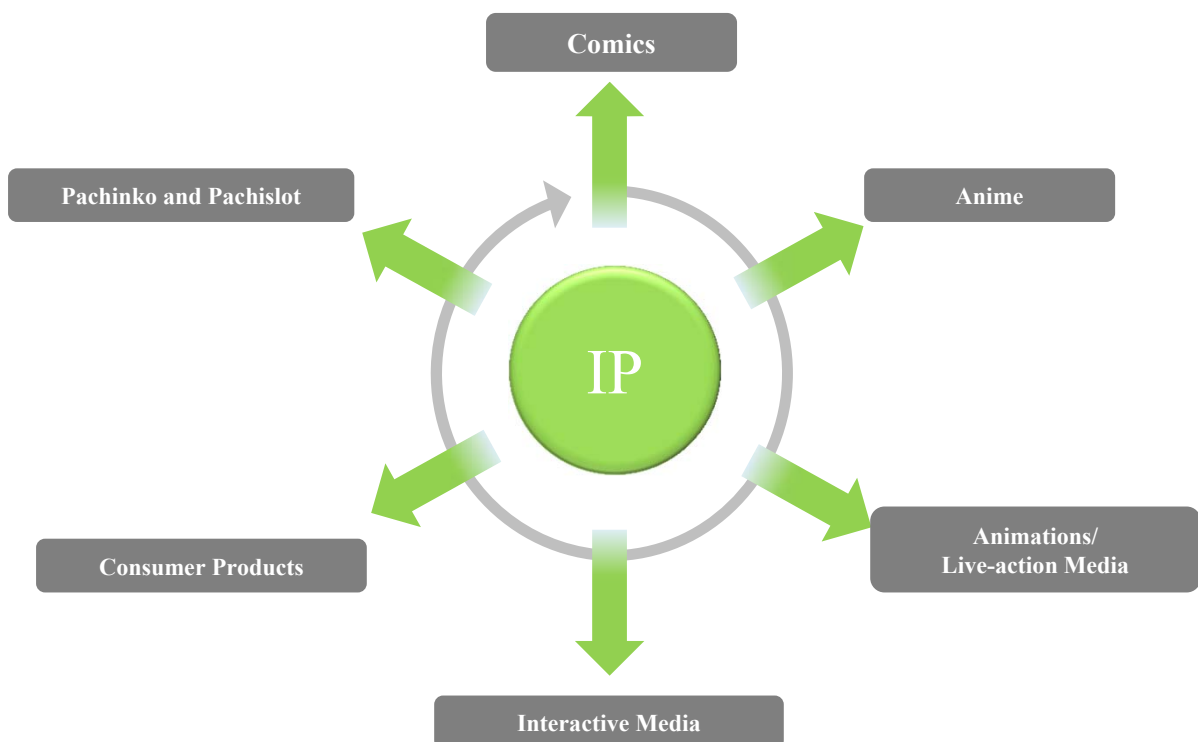
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The Group carries out a cyclical business in which it develops Intellectual Property, such as characters and stories, in cross-media formats as its medium- to long-term growth strategy.



Fields' Cross-Media IP Rollouts

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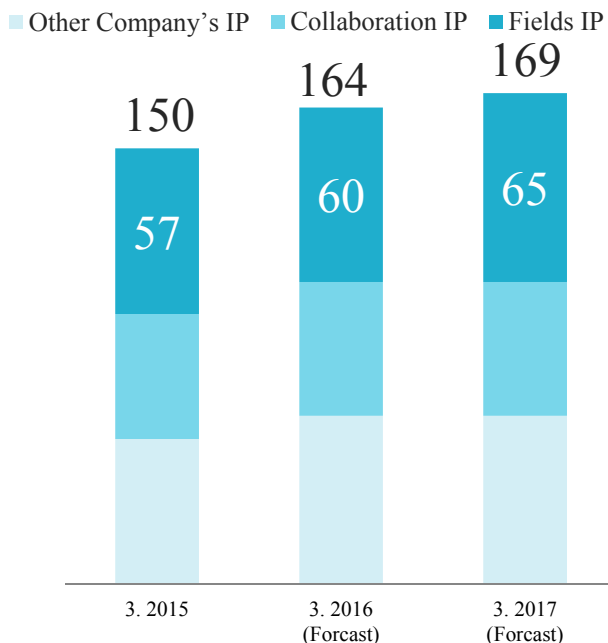


Status of IP Development

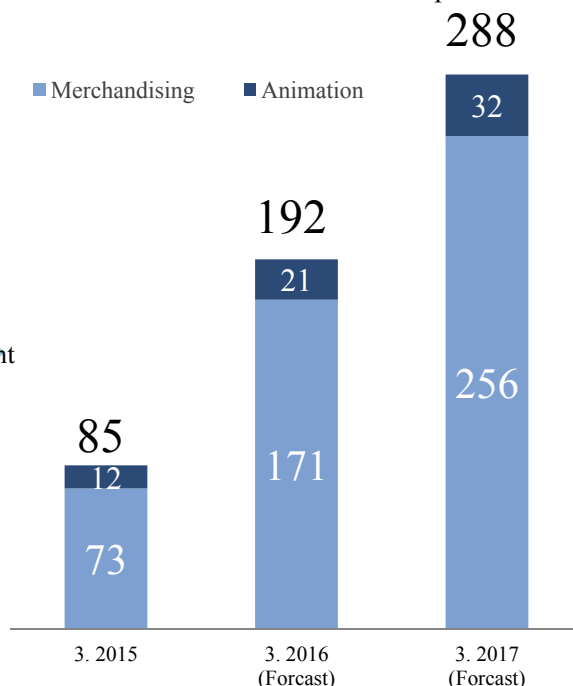
【 Number of IP development 】

(As of June 30, 2015)

<Total number of IP>



< Total number of media for IP development >



* Merchandising refers primarily to the total number of social games, PS and publications in book format.

Examples of main IP development

IP Creation

Animation

Merchandising

Category	Examples
Fields IP	<ul style="list-style-type: none"> HERO'S Monthly: Projects to develop works in HERO'S Monthly HERO'S Comics: HERO'S Comics Pachislot: Pachislot Other games: TSUBURAYA TV/movies: Tsuburaya Ultraman Goods: Ultraman merchandise Pachinko: Pachinko Live media: Live media Restaurant: Restaurant Lifestyle: Lifestyle Social games: Social games
Collaboration IP	<ul style="list-style-type: none"> Movie, etc.: APPLESEED α Film development/Goods: Gurren Lagann Social games: Social games Pachislot: Pachislot
Other Company's IP	<ul style="list-style-type: none"> Social games: Social games Live media: Live media Pachinko: Pachinko

5. Appendix I (Market Data)

Trends in Working Hours

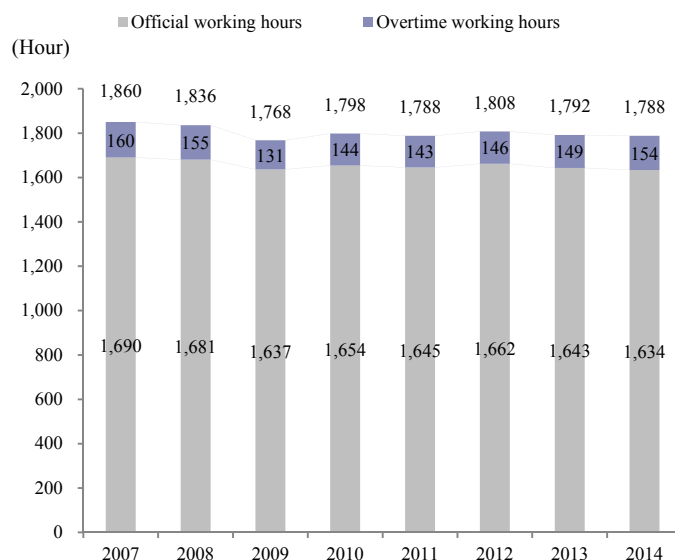
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The data is updated by Monthly Labour Survey conducted of Japan's Ministry of Health, Labour and Welfare

According to the *Monthly Labour Survey* conducted by Japan's Ministry of Health, Labour and Welfare, the annual total for hours worked (the average for one person working in a company of 30 or more people) in 2014 decreased 0.2% year-on-year, to 1,788 hours. Official working hours decreased for the second consecutive year, down 0.5%, to 1,634 hours. Meanwhile, overtime working hours increased for the third consecutive year, up 3.4%, to 154 hours. The increase in the ratio of part-time employees, who have shorter working hours, resulted in the reduction of overall working hours, while working hours for full-time employees increased.

In addition, both official and overtime working hours in 2009 decreased substantially, primarily in the manufacturing industry, due to the impact of the financial crisis in the fall of the previous year.



Trends in Household Consumption

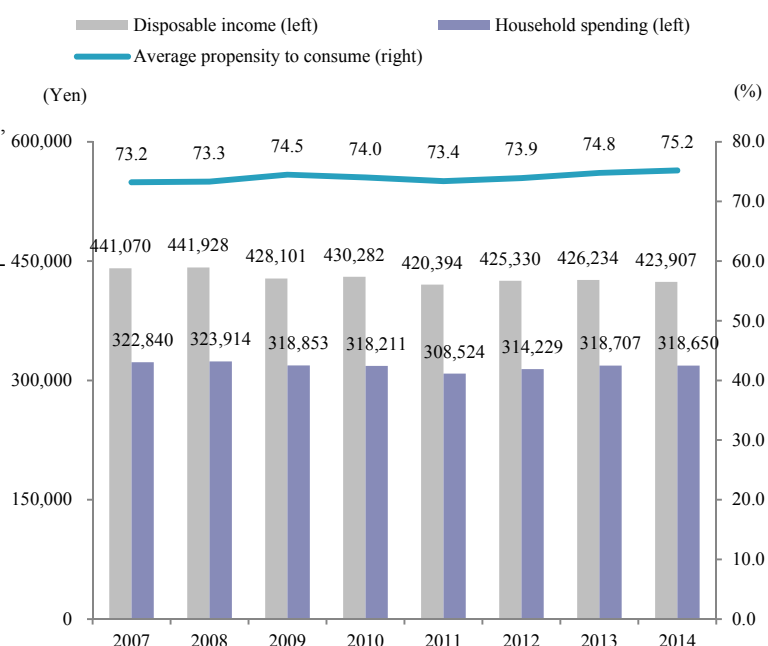
FIELDS CORPORATION

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The data is updated by White Paper on Leisure 2015 of Japan Productivity Center

According to the *Family Income and Expenditure Survey* conducted by the Ministry of Internal Affairs and Communications, disposable income (yearly average per month) for a single household in Japan (households of two or more people with average number of people per household of 3.39, excluding agricultural, forestry, and fishing households) decreased 0.5% year-on-year, to ¥423,907. Household spending (yearly average per month) was down 0.02%, to ¥318,650. As a result, the average propensity to consume, which represents the ratio of household spending to disposable income, rose for the third consecutive year, up 0.4 points, to 75.2%.

Both disposable income and household spending decreased following the impact of economic stagnation due to the consumption tax rate rising to 8% in 2014.



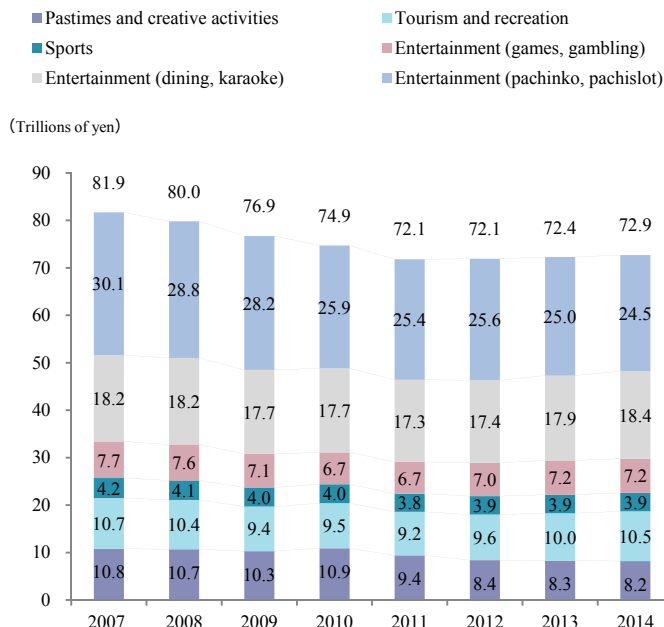
Trends in the Leisure Market

The data is updated by White Paper on Leisure of the Japan Productivity Center

According to the Japan Productivity Center’s White Paper on Leisure 2015, the leisure market edged up 0.6% year-on-year, to ¥72.9 trillion, in 2014. Growth was particularly strong in the domestic tourism and recreation markets, such as domestic travel, hotels, and amusement and theme parks, which increased 4.5% year-on-year, to ¥6.7 trillion. With a growth rate of over 4.0% for the second consecutive year, this sector helped drive overall growth for the leisure market. Growth in this sector reflected an 11.0% year-on-year increase in the hotel market, to ¥1.2 trillion, which was attributable to the increase in the number of foreign tourists due to the impact of yen depreciation. This growth also reflected a 2.3% increase in the amusement and theme park market, to a record high of ¥0.7 trillion, brought about by the rising demand for interactive recreation. In addition, the effects of consumption for interactive activities spread to music-related markets. The market size for musical entertainment, such as live performances and events, was ¥0.3 trillion, up 13.1% year-on-year, and surpassed the CD market (including rentals) for the first time ever.

As the demand for interactive recreation continues to rise, all companies in the leisure industry are implementing initiatives to attract customers.

In regard to the pachinko and pachislot market, which accounts for approximately 30% of Japan’s leisure market, the Japan Productivity Center made retrospective revisions to market size estimates. Based on these new estimations, the pachinko and pachislot market decreased 2.0% year-on-year, to ¥24.5 trillion in 2014.

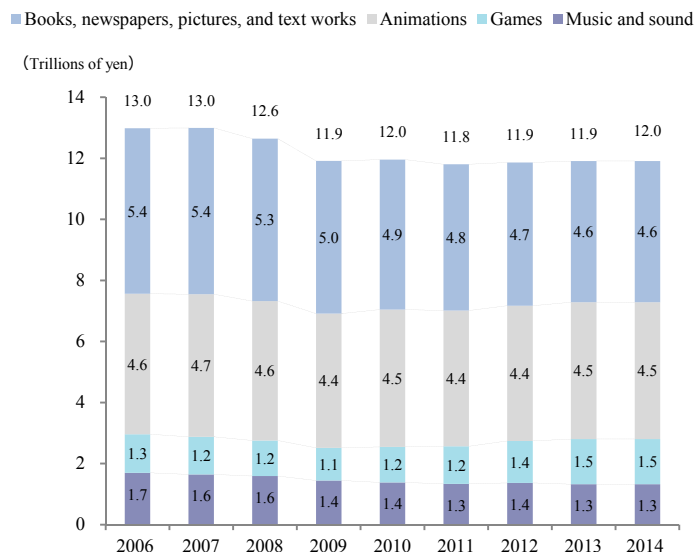


Trends in the Content Industry

The data is updated by Current Status and Future Development Trends of the Contents Industry (July 2015) of the Ministry of Economy, Trade and Industry (METI) and the Digital Content Association of Japan’s White Paper on Digital Content 2015

As stated in the Ministry of Economy, Trade and Industry (METI)’s Current Status and Future Development Trends of the Contents Industry (July 2015), the Japanese contents industry is an up-and-coming industry, with growth anticipated from overseas development. In addition, it is believed to have a significant economic impact toward non-contents industries such as the manufacturing industry. It is also believed that leveraging the value of Japanese contents to acquire profits from overseas will be extremely important in order to realize sustainable growth going forward.

According to the Digital Content Association of Japan’s White Paper on Digital Content 2015, the contents industry—comprising Japanese movies, anime, TV shows, games, and books—was approximately unchanged year-on-year, edging up 1.4% in 2014, to ¥12.0 trillion, making it the second largest contents industry in the world next to the United States. Although growth in the industry in recent years has leveled off due to Japan’s declining population, the industry is anticipating growth from overseas development going forward through the METI-promoted “Cool Japan Strategy.”



6. Appendix II (Pachinko/Pachislot Market Data)

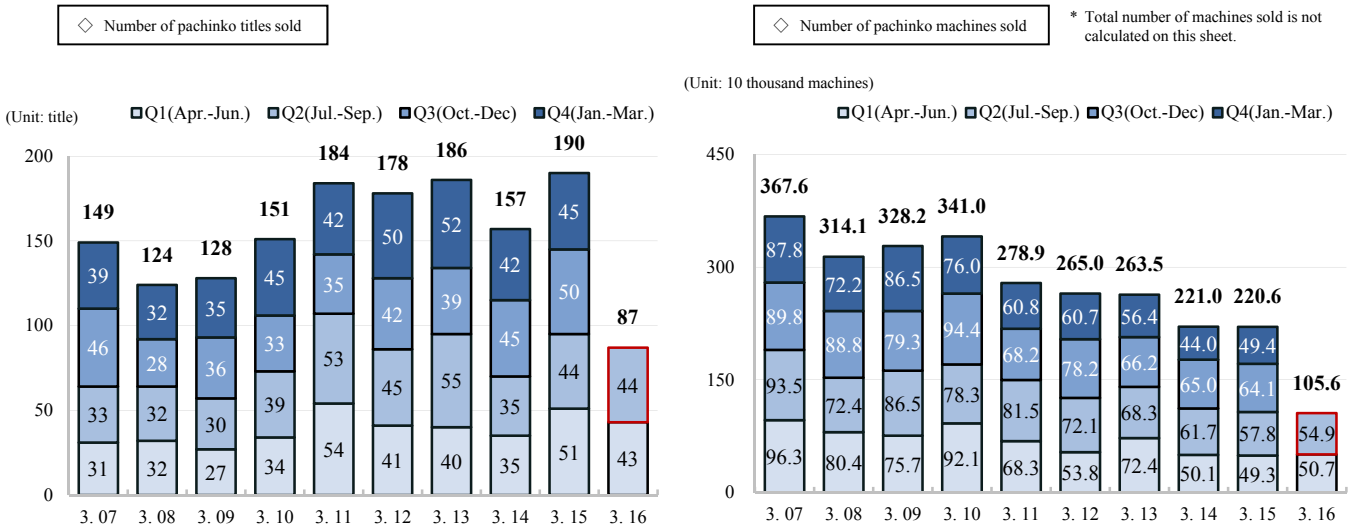
Trends in Pachinko/Pachislot Market (Editor: Greenbelt)

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Trends in the pachinko market

Number of machines sold remains positive over the previous year for second straight quarter due to effect of long national holiday

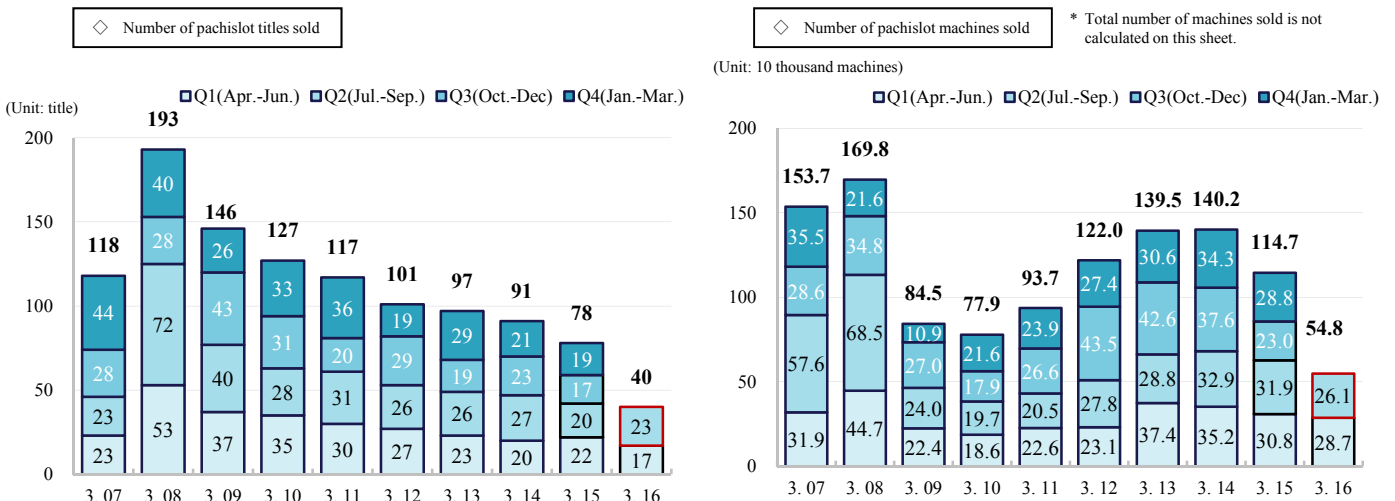
The number of pachinko titles sold in the second quarter (Jul.-Sep. 2015) stood at 44, with no change over the previous year. The number of titles sold increased over the previous quarter for the first time in three quarters. The number of pachinko machines sold decreased by 29,000 (5.0%) over the previous year to 549,000, but recorded positive growth over the previous quarter for the second straight quarter. The “Silver Week” holiday in September was longer than usual this year, and as a result demand for new machines seems to have increased before the holiday. The cumulative number of machines sold in the first half (Apr. to Sep. 2015) decreased by 15,000 (1.4%) over the previous year to 1,056,000.



Trends in the pachislot market

No boost in number of machines sold in spite of active new releases

The number of pachislot titles sold in the second quarter increased by 3 titles (15.0%) over the previous year, to 23 titles. The number of titles increased by 5 (29.4%) over the previous quarter, with a rush of new releases. However, this did not boost the number of machines sold, which fell by 58,000 (18.2%) over the previous year to 261,000. On a quarterly basis, the number of machines sold declined by 26,000 (9.1%). As a result, the cumulative number of pachislot machines sold in the first half fell by 79,000 (12.6%) over the previous year to 548,000. The number of pachislot machines sold has not undercut the 600,000 level for a six-month period since the fiscal year ended March 31, 2012, four years ago. In contrast to pachinko machines, sales of pachislot machines have fallen over the previous quarter for the past two quarters.

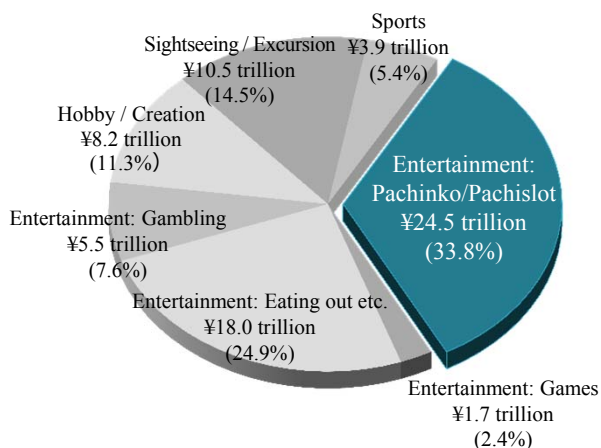


Pachinko/Pachislot Market Scale

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Market Scale of Pachinko/Pachislot Industry

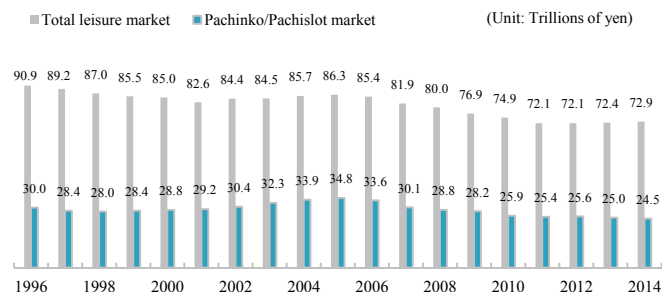
FY2014 Japanese Leisure Market ¥72.9 trillion



Pachinko/Pachislot is one of the leading forms of leisure in Japan, being played by about 9% of the population in pachinko halls of 11,627 venues

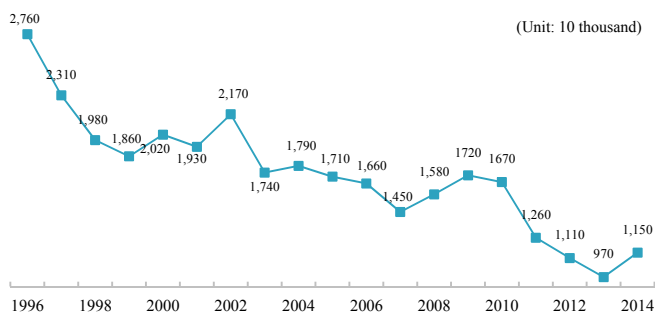
Change in Pachinko/Pachislot Market Scale

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



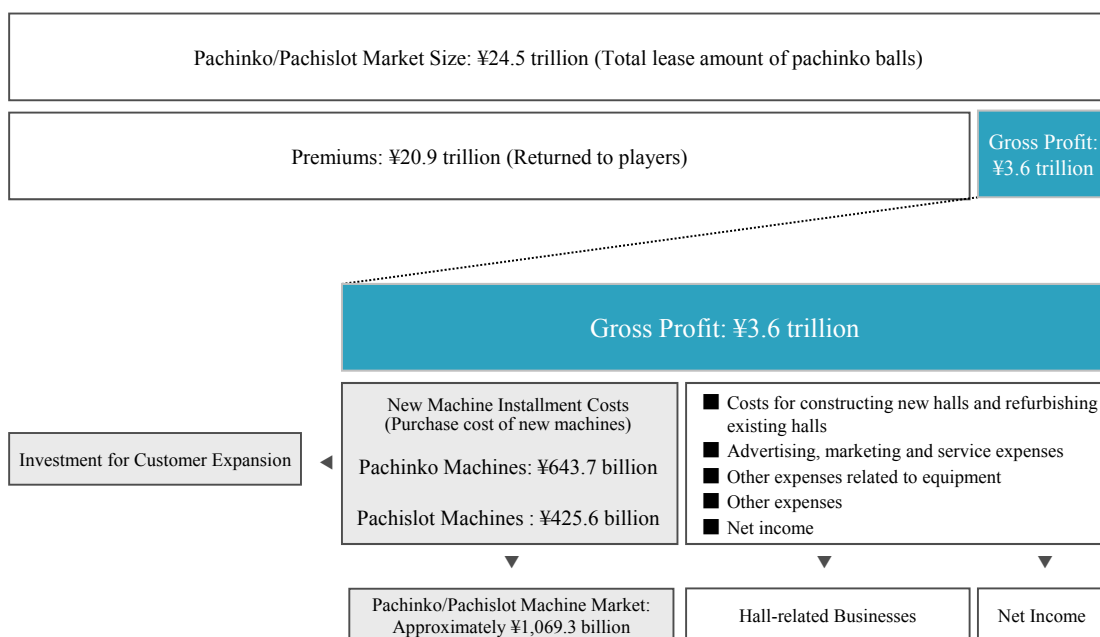
Change in Number of Pachinko/Pachislot Players

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.

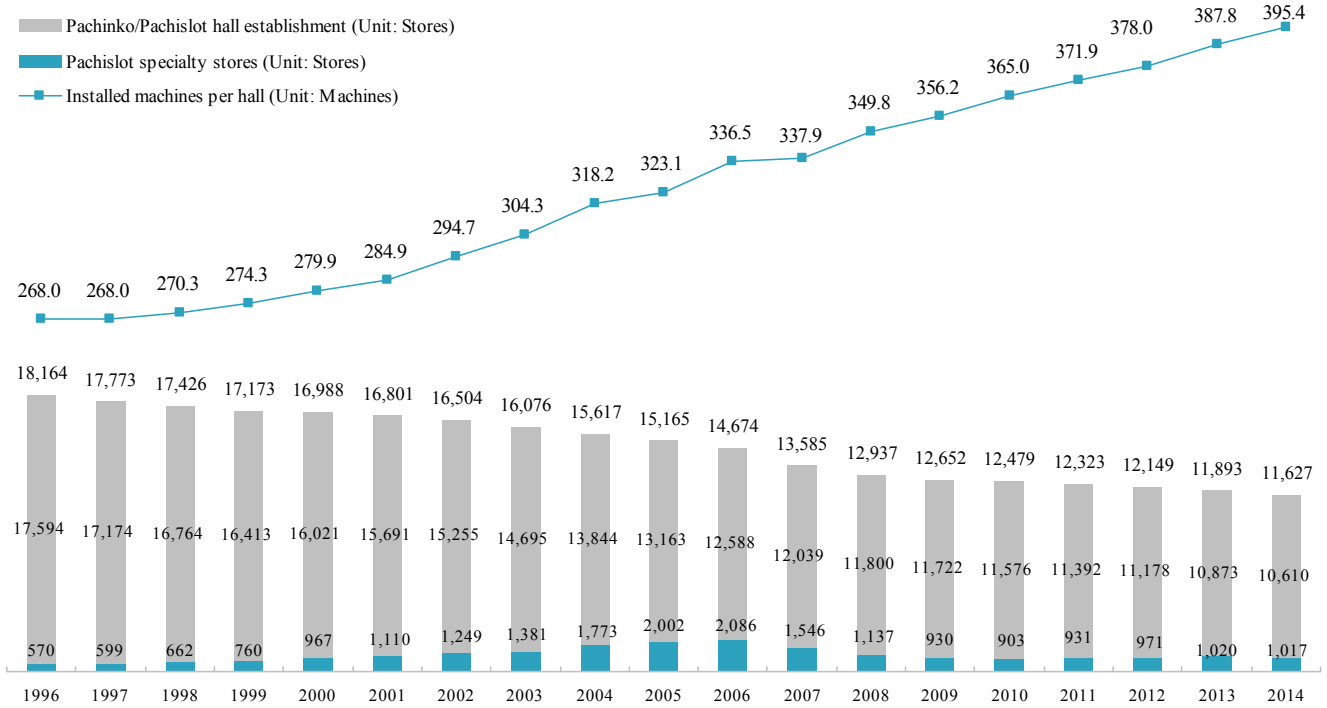
Income Structure of Pachinko Halls



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"

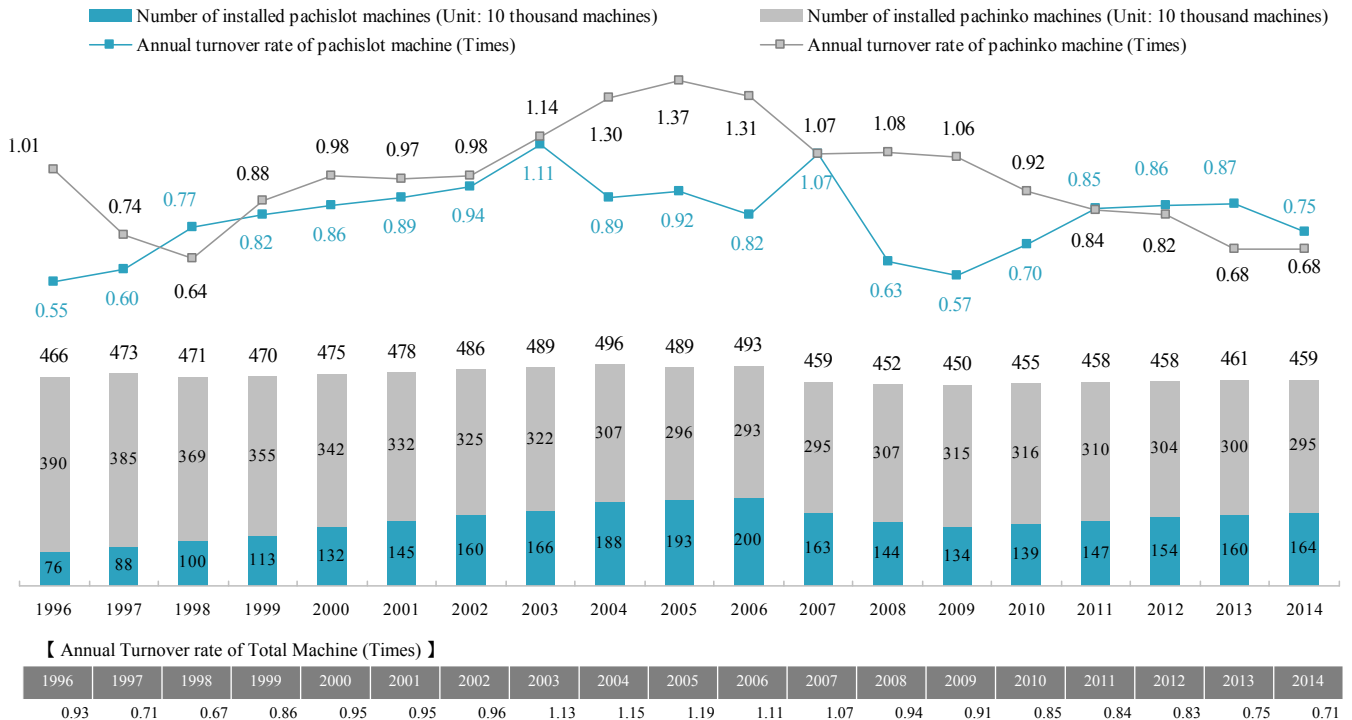


Number of Installed Pachinko/Pachislot Machines and Annual Turnover Rate

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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

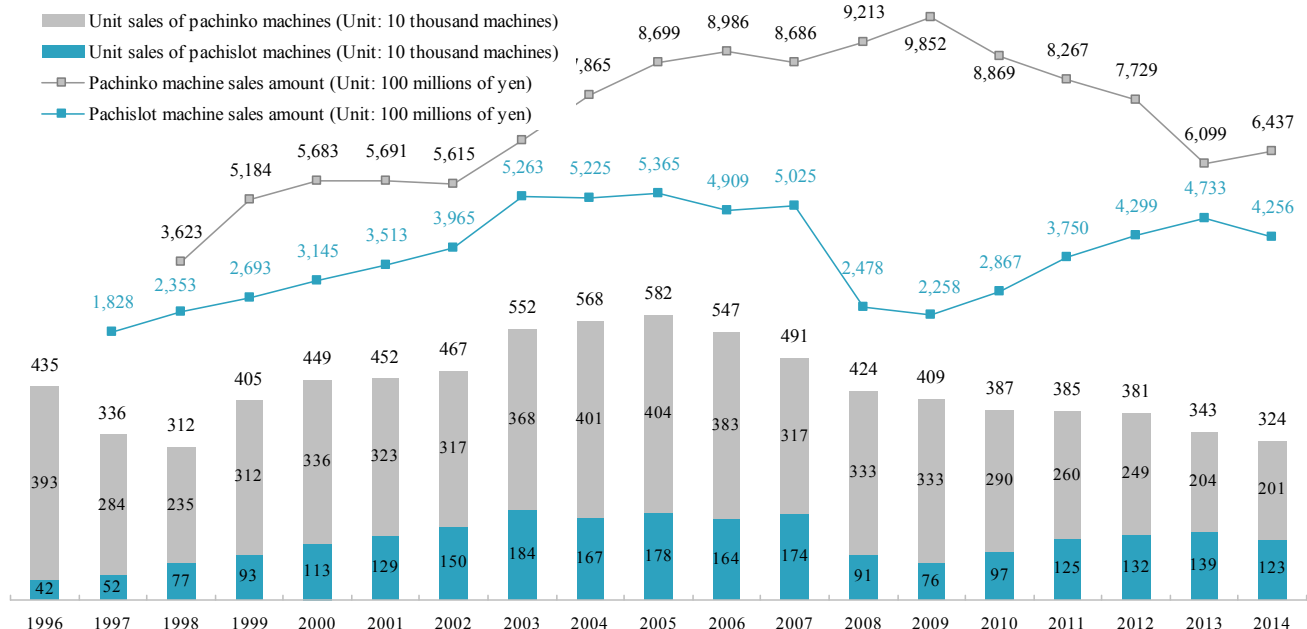


Unit Sales and Sales Amount of Pachinko/Pachislot Machines

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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 millions of yen)】

Year	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
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	12,029	11,255	10,693

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Market Share by Manufacturers

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

【Unit Sales Share - Pachinko Machines】

Ranking	2009		2010		2011		2012		2013		2014	
	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share
1	SANYO	18.0%	SANYO	22.5%	KYORAKU	18.7%	SANYO	21.8%	KYORAKU	17.0%	SANYO	16.4%
2	SANKYO	17.2%	SANKYO	14.6%	SANKYO	13.9%	KYORAKU	20.3%	SANYO	15.4%	SANKYO	16.4%
3	KYORAKU	12.8%	Sammy	11.8%	Sammy	12.8%	HEIWA/OLYMPIA	10.1%	SANKYO	14.3%	KYORAKU	15.3%
4	Newgin	11.9%	KYORAKU	11.1%	SANYO	12.8%	Newgin	10.0%	Sammy	9.8%	HEIWA/OLYMPIA	12.5%
5	Sammy	10.8%	Newgin	10.2%	Newgin	9.8%	Sammy	8.7%	HEIWA/OLYMPIA	9.6%	Sammy	12.0%

* SANKYO's sales share includes Bisty

* Sammy's sales share includes GINZA and TAIYO ELEC

【Unit Sales Share - Pachislot Machines】

Ranking	2009		2010		2011		2012		2013		2014	
	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share
1	Sammy	21.3%	Sammy	30.9%	Sammy	23.9%	UNIVERSAL	17.8%	Sammy	21.7%	Sammy	16.8%
2	SANKYO	13.6%	DAITO	11.9%	DAITO	15.9%	Sammy	15.3%	UNIVERSAL	15.5%	UNIVERSAL	16.6%
3	UNIVERSAL	13.1%	SANKYO	11.9%	YAMASA	15.6%	YAMASA	14.6%	HEIWA/OLYMPIA	8.6%	DAITO	10.4%
4	YAMASA	9.5%	HEIWA/OLYMPIA	11.3%	UNIVERSAL	13.7%	DAITO	14.0%	SANKYO	8.4%	YAMASA	8.7%
5	KITA DENSHI	7.8%	UNIVERSAL	10.5%	SANKYO	7.6%	KITA DENSHI	8.3%	DAITO	7.3%	HEIWA/OLYMPIA	7.5%

* 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

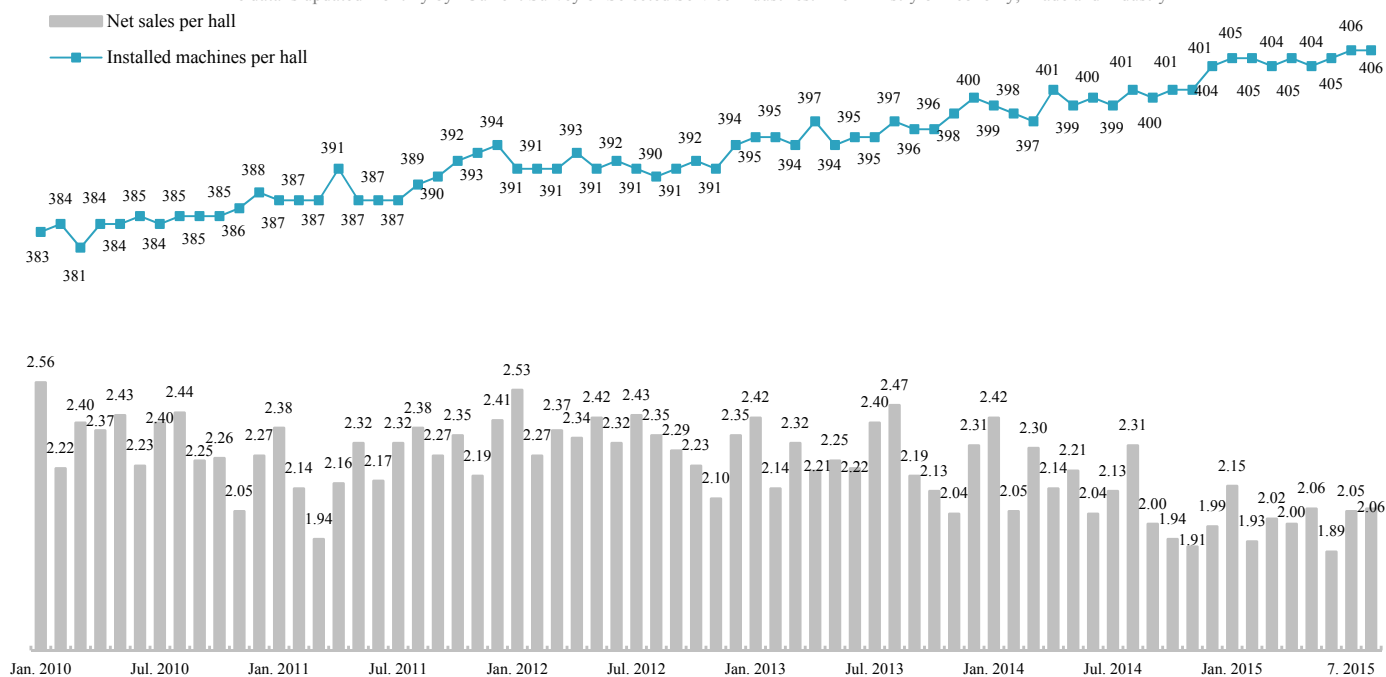
* OLYMPIA's sales includes HEIWA's sales; Total sales of all OLYMPIA and HEIWA brands is shown

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

FIELDS CORPORATION

The Greatest Leisure for All People

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



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

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State of Model Certification Tests

【 Pachinko Machines 】

		Jun.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
2013	Application	36	39	34	30	51	31	56	41	48	41	45	38	483
	Pass	27	34	34	26	40	28	53	33	43	35	39	31	412
	Passing test Ratio	75.0%	87.2%	100.0%	86.7%	78.4%	90.3%	94.6%	80.5%	89.6%	85.4%	86.7%	81.6%	85.3%
2014	Application	45	57	44	51	52	48	48	48	48	60	48	53	602
	Pass	37	51	36	44	45	41	44	39	41	47	42	38	505
	Passing test Ratio	82.2%	89.5%	81.8%	86.3%	86.5%	85.4%	91.7%	81.3%	85.4%	78.3%	87.5%	71.6%	83.8%
2015	Application	55	53	60	50	58	66	58	63	65				
	Pass	37	41	45	36	50	59	47	50	54				
	Passing test Ratio	67.3%	77.4%	75.0%	72.0%	86.2%	89.4%	81.0%	79.4%	83.1%				

【 Pachislot Machines 】

		Jun.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
2013	Application	62	41	35	57	62	46	43	47	47	61	68	66	644
	Pass	24	23	13	17	29	17	16	19	18	26	28	21	251
	Passing test Ratio	38.7%	56.1%	37.1%	29.8%	46.8%	37.0%	37.2%	40.4%	38.3%	42.6%	41.2%	31.8%	39.0%
2014	Application	42	45	38	60	53	61	61	49	46	32	20	38	545
	Pass	21	21	12	23	17	29	24	21	3	13	12	7	203
	Passing test Ratio	50.0%	46.7%	31.6%	38.3%	32.1%	47.5%	39.3%	42.9%	6.5%	40.6%	60.0%	18.4%	37.2%
2015	Application	17	8	31	39	43	35	95	74	37				
	Pass	5	3	14	19	19	15	45	28	13				
	Passing test Ratio	29.4%	37.5%	45.2%	48.7%	44.2%	42.9%	47.4%	37.8%	35.1%				

Trends in Pachinko/Pachislot Market

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Financial period	3. 2005				3. 2006				3. 2007				3. 2008				3. 2009							
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4				
	(Calendar year) 2004				2005				2006				2007				2008				2009			
Primary events			■ Oct. Mid Niigata Earthquake					■ Jan. Livedoor incident							■ Aug. Sub-prime loan problem in US				■ Jul. G8 Hokkaido Toyako Summit				■ Sep. US-based Lehman Brothers collapses	
Industry overall																								
Manufacturers																								
Total number of pachinko/pachislot machines sold	5,680,000 machines				5,820,000 machines				5,470,000 machines				4,910,000 machines				4,240,000 machines							
Number of halls	15,617 halls				15,165 halls				14,674 halls				13,585 halls				12,937 halls							
Hall																								

■ Jul. Revisions to pachinko/pachislot machine regulations go into effect

■ Jul. Revised regulation → Deregulation
Abolition of classification
Japan Game Machine Industry Association revised internal regulation
Lowest bound jackpot: 1/360-1/500

■ Jul. Revised regulations for pachislot machines → Restraining the nature of gambling
Setting upper bound jackpot
SECTA's simulation test introduced

■ Oct. Revised internal regulation for pachinko machines.
Lowest bound jackpot: Self-imposed control from 1/500 to 1/400

■ Jul. Voluntary ban on replacement of machines with the opening of G8 Summit

■ Mar. Revised internal regulation for pachinko machines.
Looser standards for staging side, such as retained devices

■ Mar. Change in pachislot interpretation standards; looser standards for staging side, such as freeze rendition

■ Oct. Revised internal regulation for pachinko machines.
Change in method for calculating jackpot

■ Nov. Japan Game Machine Industry Association revised internal regulation.
Changes regarding specifications for machines combining the wing-type and 7-type machines.

Grace period for shift to regulation 5 model → ■ Oct. Shift to regulation 5 model is complete

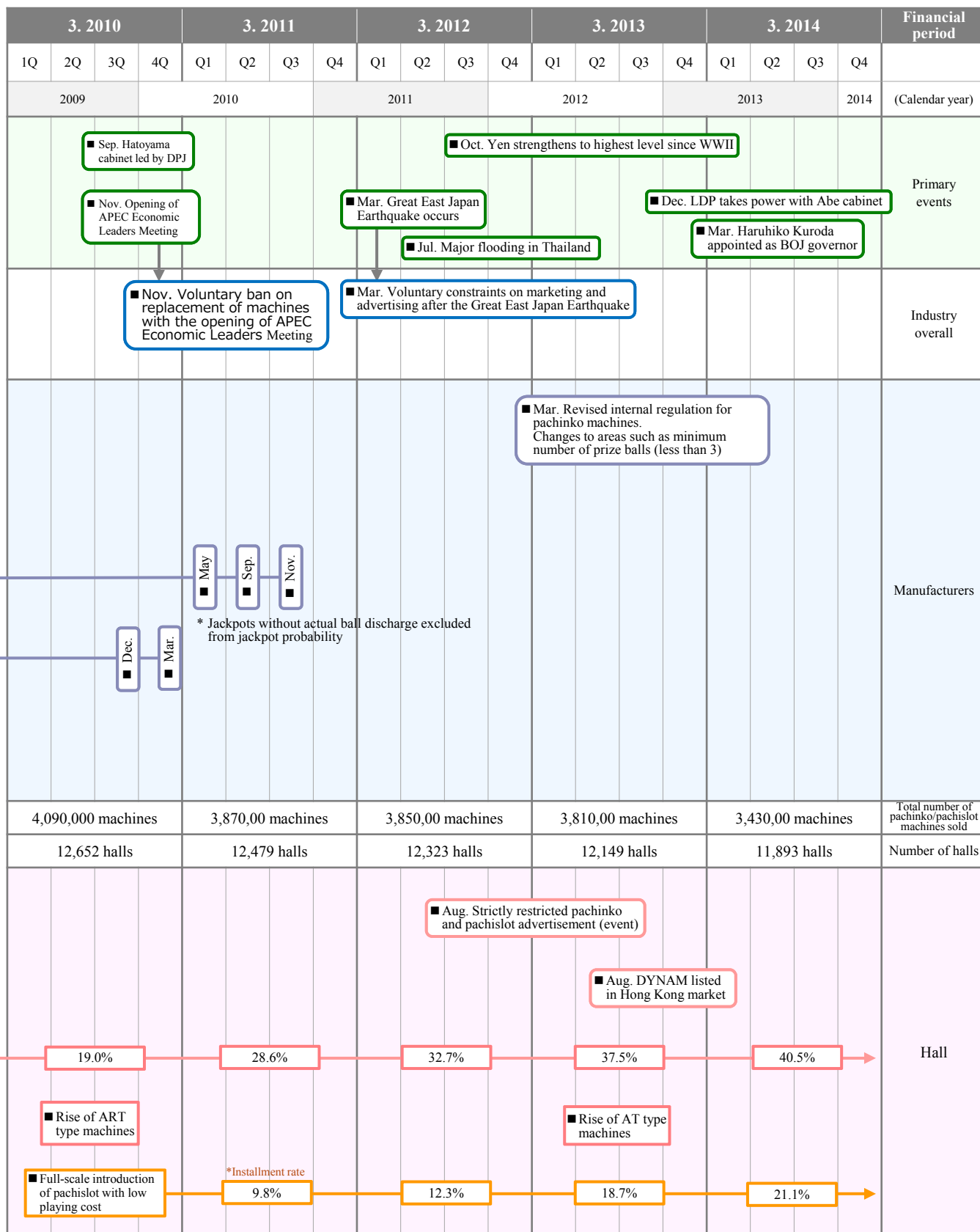
■ May Revised Law on Control and Improvement of Amusement Businesses goes into effect
* Stricter operations of halls (reinforced penalties), such as thorough implementation of ban on ball discharge guarantees when hall closes and on customers under the age of 18

■ Full-scale introduction of pachinko with low playing cost

*Installation rate
14.1%

■ "Neon Genesis Evangelion" released as first Regulation 5 machine in industry

■ Increase in closures of dedicated pachislot halls



Trends in Pachinko/Pachislot Market

FIELDS CORPORATION

The Greatest Leisure for All People

Financial period	3. 2015				3. 2016				3. 2017				3. 2018				3. 2019							
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4				
(Calendar year)	2014				2015				2016				2017				2018				2019			
Primary events	■ Apr. Consumption tax rate increased																							
Industry overall																								
Manufacturers	<ul style="list-style-type: none"> ■ Jun. Revised internal regulation for pachinko machines. Change allowing minimum number of prize balls to be one, as long as jackpot probability is less than 1/260 				<ul style="list-style-type: none"> ■ Mar. Revised internal regulation for pachinko machines. Lowest bound jackpot: Self-imposed control from 1/400 to 1/320 				<ul style="list-style-type: none"> ■ May Revised internal regulation for pachinko machines. Maximum continuation probability variation rate of 65% 															
	<ul style="list-style-type: none"> ■ Sep. Pachislot machines Change to model certification test Strict adherence to minimum ball discharge rate of 55% 				<ul style="list-style-type: none"> ■ Sep. Pachislot machines Voluntary regulations for shift to main circuit boards with AT/ART functions 				<ul style="list-style-type: none"> ■ Mar. 2015 MARUHON files for protection under Civil Rehabilitation Act 															
					<ul style="list-style-type: none"> ■ Apr. 2015 Okumura files for personal bankruptcy 																			
Total number of pachinko/pachislot machines sold		-				-				-				-				-						
Number of halls	1,627 halls																							
Hall	<ul style="list-style-type: none"> ■ Titles with old regulations will be sold through Nov. 2015 				<ul style="list-style-type: none"> ■ Titles with old regulations will be sold through Oct. 2015 				<ul style="list-style-type: none"> ■ Apr. NIRAKU listed in Hong Kong market 				<ul style="list-style-type: none"> ■ Jun. Revised Businesses Affecting Public Morals Regulation Law passed, and pachinko/pachislot industry becomes Category 4 business rather than Category 7 business 											
	43.7%																							
	23.4%																							

7. Appendix III (Entertainment Market Data)

Trends in Games Market

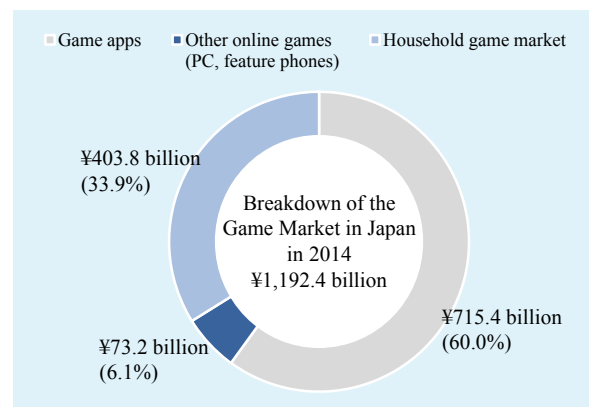
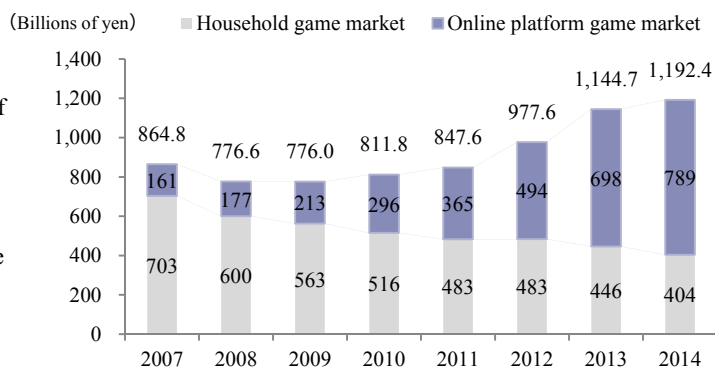
FIELDS CORPORATION

The Greatest Leisure for All People

The data is updated by White Paper on Famitsu Games 2015 of KADOKAWA DWANGO CORPORATION

The KADOKAWA DWANGO CORPORATION's *White Paper on Famitsu Games 2015* states that the household game market decreased 9.5% year-on-year, to ¥403.8 billion (total of game hardware and software) in 2014. Meanwhile, the online platform game market (game apps for smartphones/tablets, games on SNS platforms for feature phones, and online PC games) increased 12.9%, to ¥788.6 billion. As a result, the size of the game market in Japan reached a record-high ¥1,192.4 billion, up 4.2% year-on-year.

Within the online platform game market, the size of the game app market (game apps for smartphones/tablets and games on SNS platforms for feature phones) increased 17.9% year-on-year, to ¥715.4 billion, accounting for approximately 60% of the domestic game market and helping to drive its expansion.



Trends in Toys Market

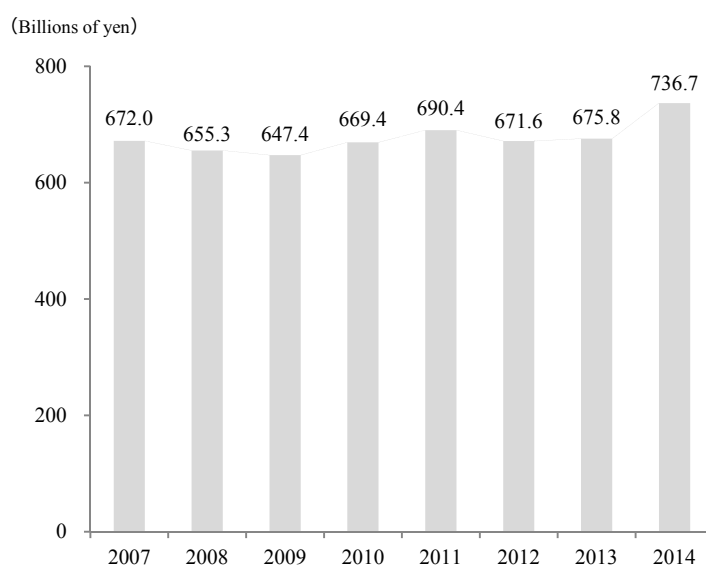
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The Greatest Leisure for All People

The data is updated by the Japan Toy Association

According to the Japan Toy Association, the size of the toy market in Japan in the fiscal year ended March 31, 2015, was ¥736.7 billion, up 9.0% compared to the previous fiscal year. This is the largest the market has been in the past 10 years. In addition, the market for capsule toys, a peripheral field of the toy market, increased 14.7% year-on-year, to ¥31.9 billion. The market for candy toys also increased substantially, to ¥65.9 billion, up 17.0% year-on-year.

The main reasons behind these increases were the success of character-related products, which became extremely popular especially among young children, and the rising popularity of products related to anime movies, which achieved record-breaking success around the world. These have had synergistic effects in the extensive development of the peripheral field of toys, such as capsule toys, candy toys, and video games, helping improve their popularity.

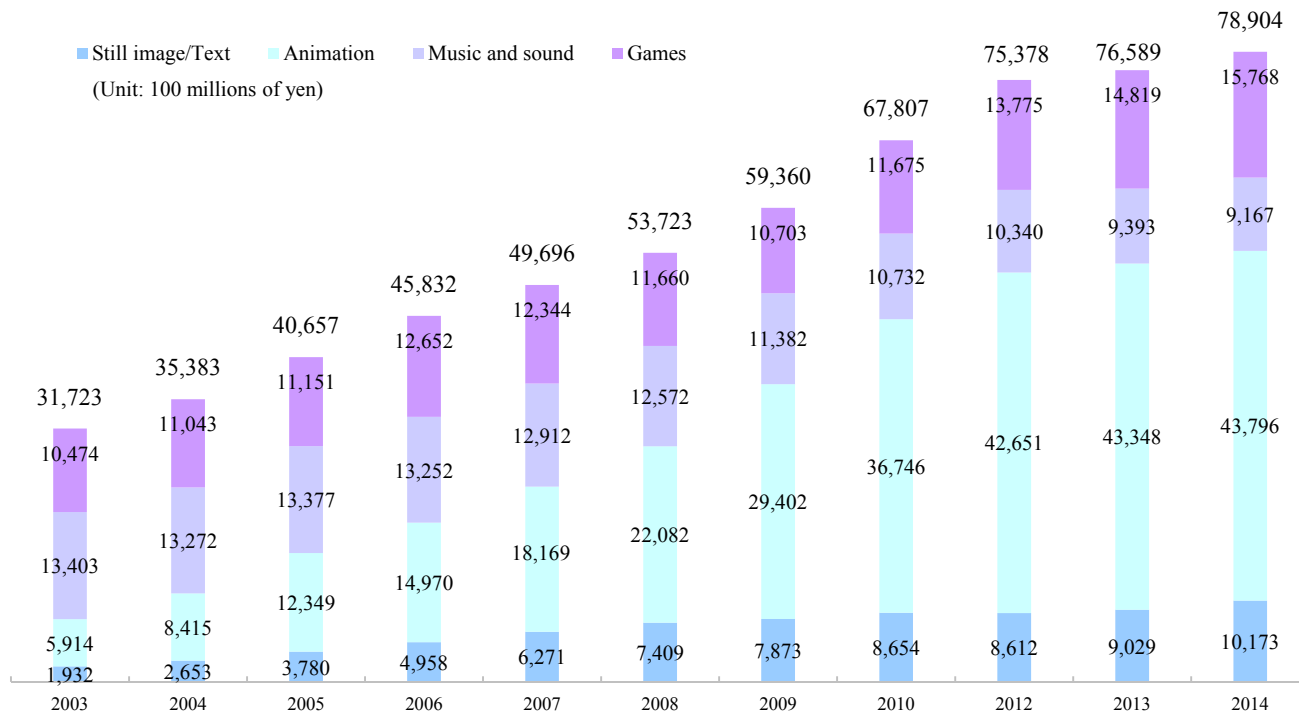


Market Scale of Digital Content Business

FIELDS CORPORATION

The Greatest Leisure for All People

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

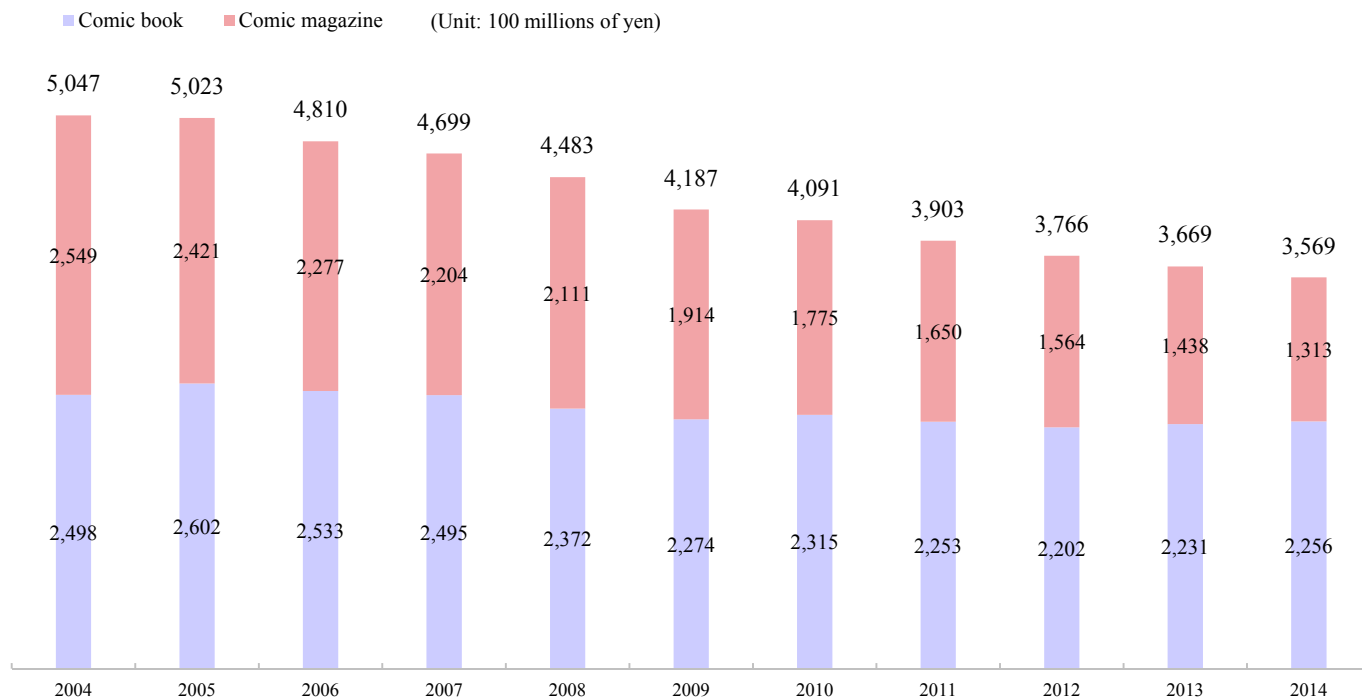


Sales Amount of Comic Books and Comic Magazines

FIELDS CORPORATION

The Greatest Leisure for All People

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."



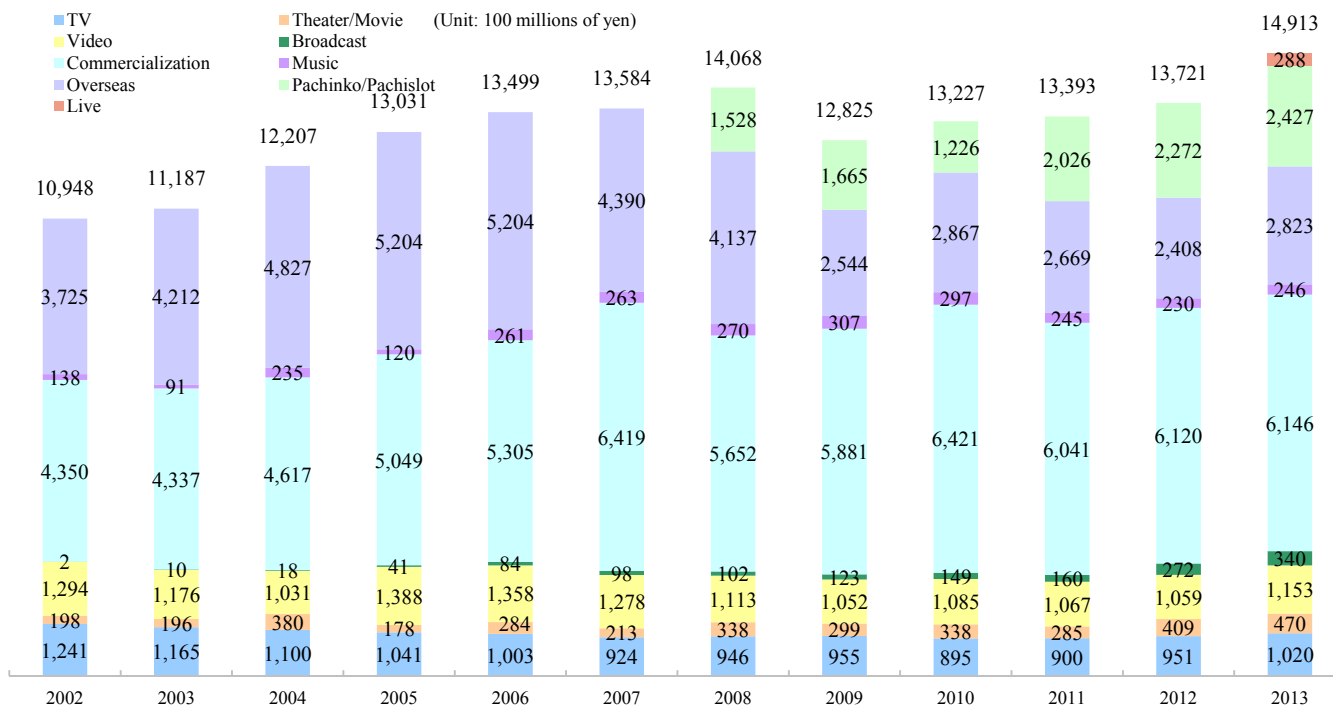
Market Scale of Animation Industry

FIELDS CORPORATION

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)



Box-Office of Domestic Movie Theaters

FIELDS CORPORATION

The Greatest Leisure for All People

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

FIELDS CORPORATION

The Greatest Leisure for All People

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."



Market Scale of Mobile Business

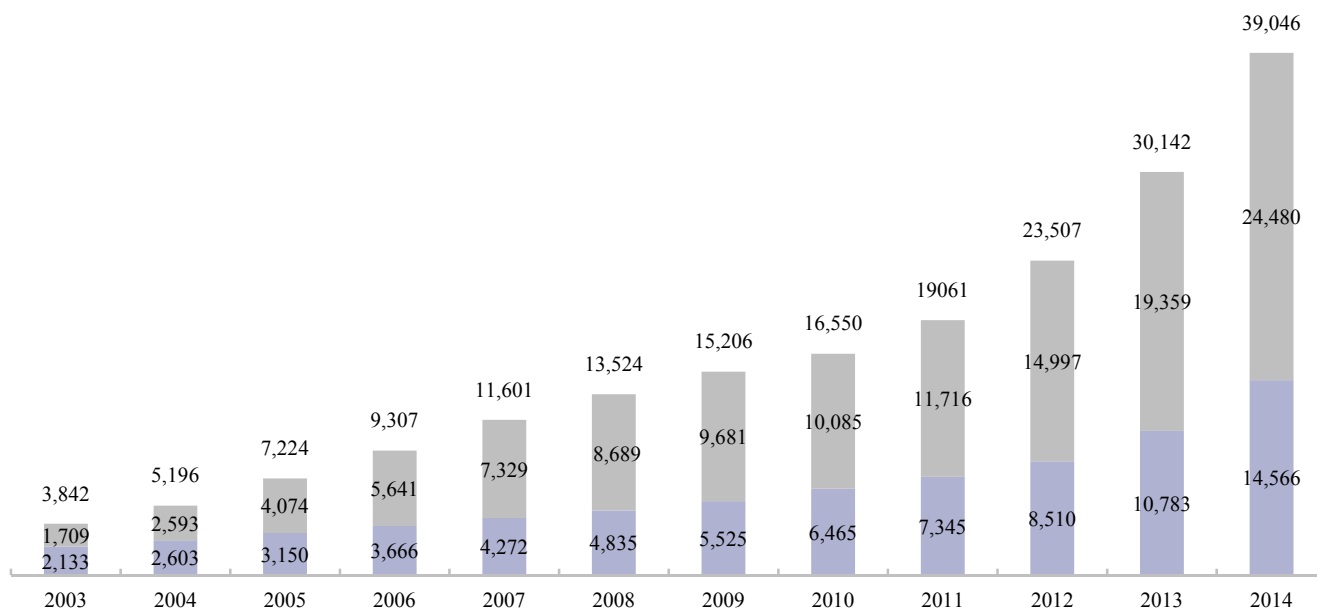
FIELDS CORPORATION

The Greatest Leisure for All People

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

■ Mobile content market ■ Mobile commerce market

(Unit: 100 millions of yen)



8. Corporate Information etc.

Corporate Profile

FIELDS CORPORATION

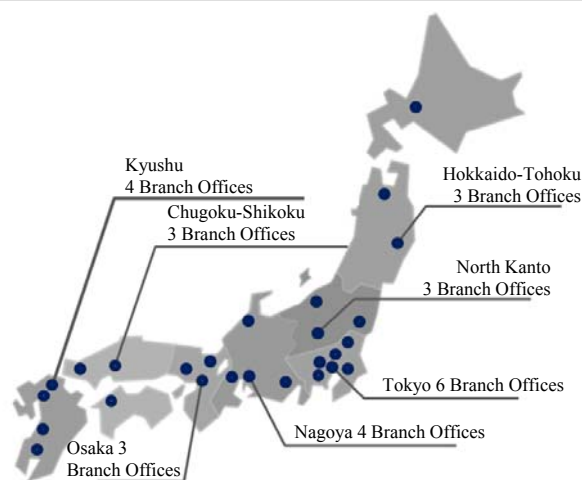
The Greatest Leisure for All People

(As of September 30, 2015)

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	The first section of the Tokyo Stock Exchange Code: 2767
Number of employees	1,868 (Consolidated), 878 (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. •Digital Frontier Inc. •Tsuburaya Productions Co., Ltd. •BOOOM Corporation •K.K. CROSSALPHA and others total 16 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

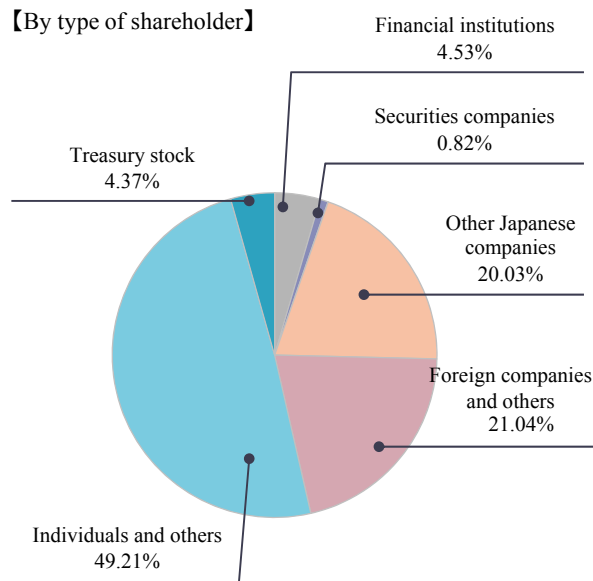


Stock Information

(As of September 30, 2015)

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	1,407,800	4.06%
GOLDMAN, SACHS & CO. REG	1,043,000	3.01%
STATE STREET BANK AND TRUST COMPANY 505103	568,500	1.64%
STATE STREET BANK AND TRUST COMPANY 505019	497,900	1.43%
NORTHERN TRUST CO. (AVFC) RE 15PCT TREATY ACCOUNT	464,600	1.34%

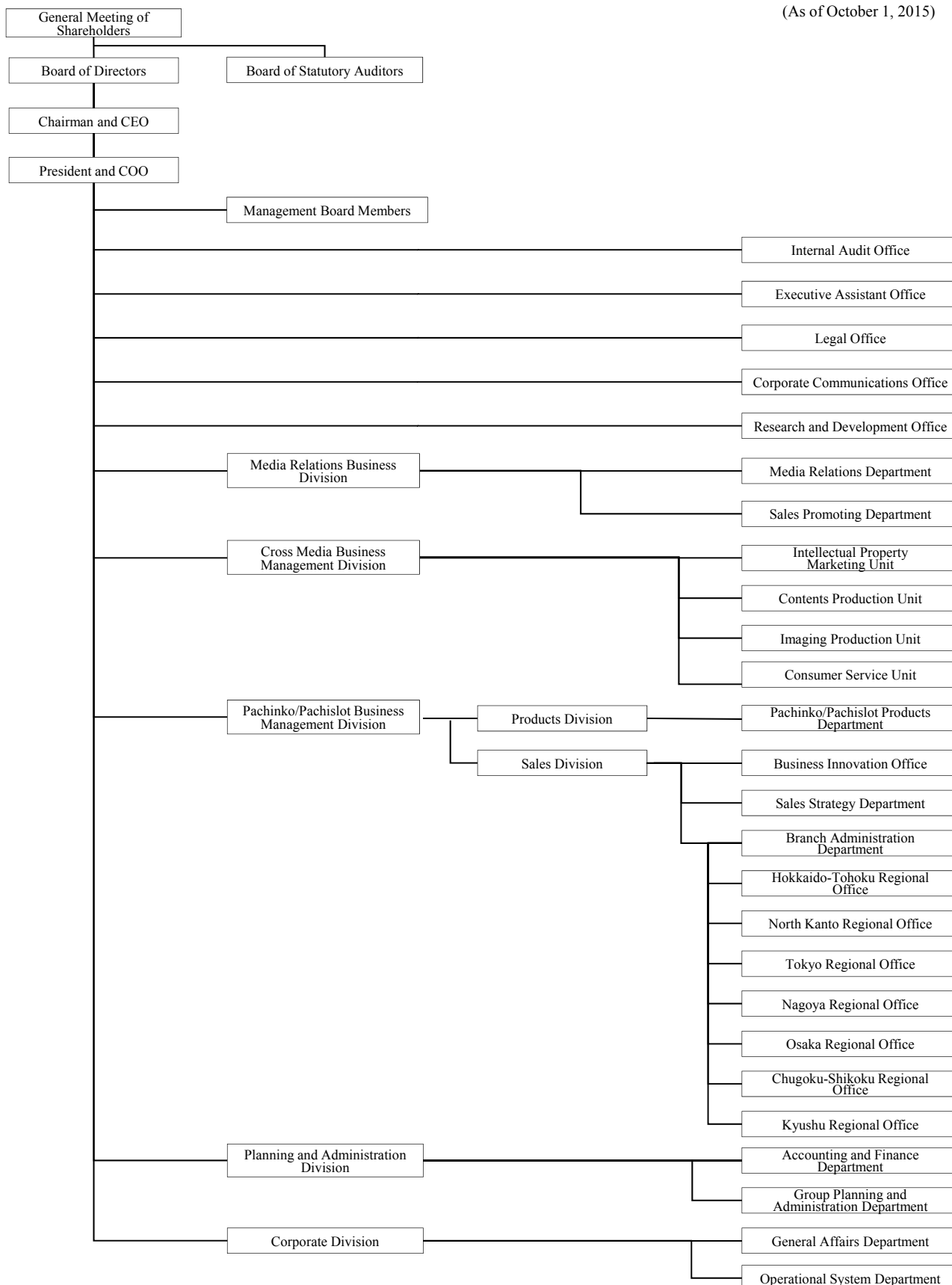
【By type of shareholder】



Organization

FIELDS CORPORATION
The Greatest Leisure for All People

(As of October 1, 2015)



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
 - 2014 Alliance with NANASHOW Corporation formed
 - Alliance with D-light Co., Ltd. formed
 - 2015 K.K. Aristocrat Technologies (currently K.K. CROSSALPHA) made a subsidiary
 - K.K. Spiky made a subsidiary (wholly-owned subsidiary of K.K. Aristocrat Technologies currently knows as K.K. CROSSALPHA)



2004 Launched CR Neon Genesis Evangelion pachinko machine

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 trilogy "BERSERK" planned and produced



2012 Planned and produced feature-length animation trilogy BERSERK THE GOLDEN AGE ARC

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
- 2011 Digital Frontier (Taiwan) made a subsidiary to expand the film production line overseas
- 2011 Fly Studio SDN. BHD. (Malaysia) made a subsidiary to expand the film production line overseas

2012 Announced "Developing Business Model" based on characters and other IP with the aim of maximizing IP value

Group systems set up and network with external partners strengthened to raise IP value

- 2012 Collaboration with SOTSU CO., LTD. and Toho Co., Ltd. to begin cross-media development of "MAJESTIC PRINCE"
- 2014 "APPLESEED ALPHA" produced with US-based Sony Pictures Entertainment Released in North America and Japan
- 2014 Alliance with Level-5 Inc. and RPG "USHIRO" novelized jointly with KADOKAWA CORPORATION
- 2014 Alliance with DLE Inc. and a project launched for cross-media development of "SWORDGAI," which runs in the "HERO'S" Monthly
- 2015 Developing the new conceptual licensed brand "A MAN of ULTRA"

2015 Market changed to first section of the Tokyo Stock Exchange



2010 Made Tsuburaya Productions Co., Ltd. a subsidiary

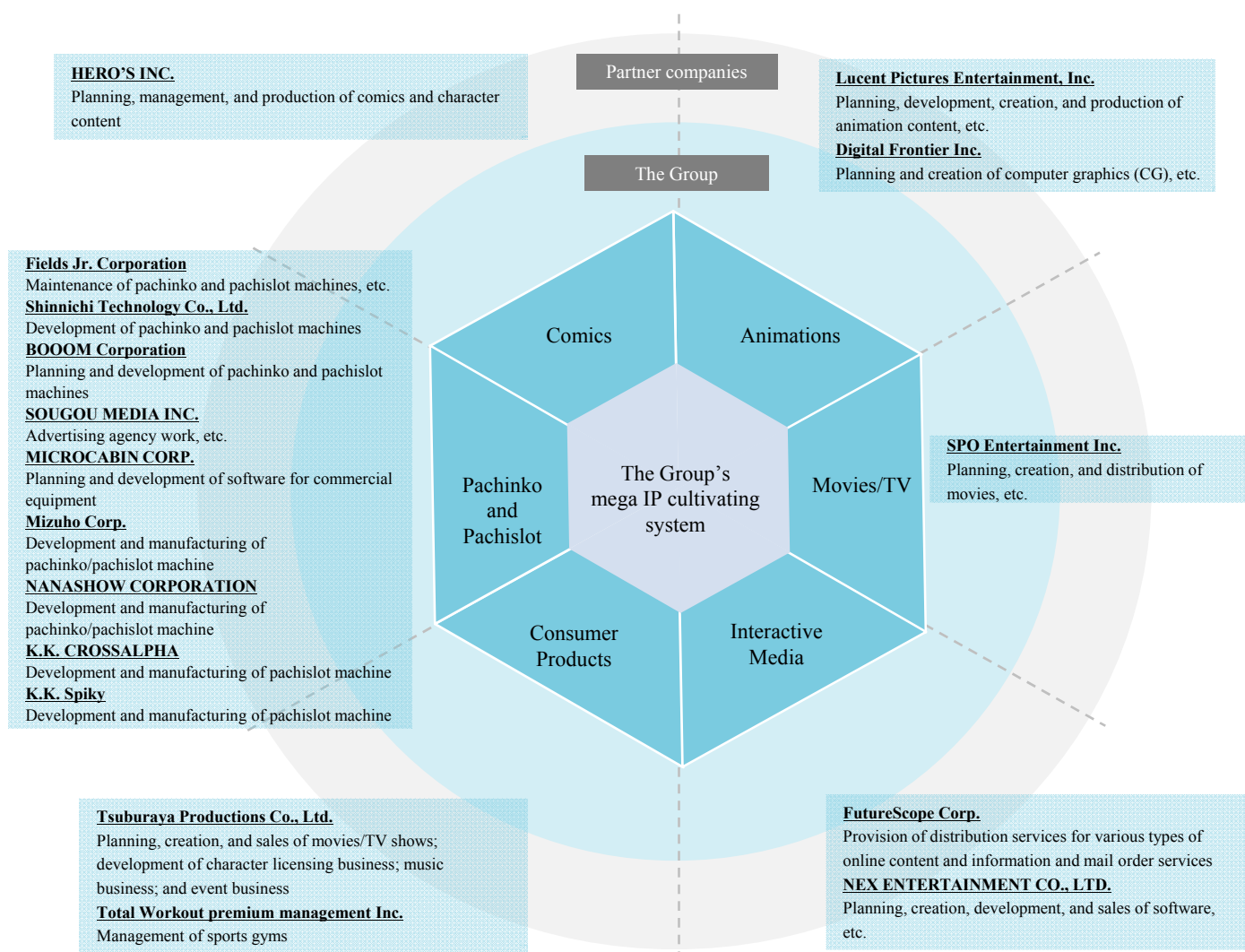


2011 Launched HERO'S

Group Structure that Promotes a Circulation Business Model Centered on IP

As a medium- to long-term strategy, the Fields Group is moving forward with a circulation business model that promotes cross-media rollouts of IP, starting with characters.

By maximizing the value of the IP that the Group acquires, owns, and creates, we aim for sustainable growth. Accordingly, we have in place a Group structure of companies that excel in creativity and companies that possess cutting-edge technologies in each field of the entertainment industry. In addition, we are leveraging our network of external partners to its fullest extent and, guided by these partnerships, are promoting the cultivating and commercialization of IP.



Main Group Companies

FIELDS CORPORATION
The Greatest Leisure for All People

(As of September 30, 2015)

	Company name	Holding ratio of voting rights	Paid-in capital (Million yen)	Address	Business activities	Investment date
Comics	<input type="checkbox"/> HERO'S INC.	49.0	10	Shibuya-ku, Tokyo	Comic magazine and character contents planning, operation and production	Apr. 2010
Animation	<input type="radio"/> Lucent Pictures Entertainment, Inc.	100.0	20	Shibuya-ku, Tokyo	Planning, production and producing of animations	Oct. 2007
	<input type="radio"/> Digital Frontier Inc.	86.9	31	Shibuya-ku, Tokyo	CG planning and production, etc.	Apr. 2010
Movies/TV	<input type="checkbox"/> SPO Entertainment Inc.	31.8	371	Minato-ku, Tokyo	Movie planning, production and distribution, etc.	Mar. 2008
Merchandising						
Interactive Media	<input type="radio"/> FutureScope Corp.	94.4	60	Meguro-ku, Tokyo	Mobile contents service provider and mail order	Oct. 2006
	<input type="radio"/> NEX ENTERTAINMENT CO., LTD.	69.8	92	Meguro-ku, Tokyo	Computer software planning, production, and sales, etc.	Nov. 2011
Consumer Products	<input type="radio"/> Tsuburaya Productions Co., Ltd.	51.0	310	Shibuya-ku, Tokyo	Movie/TV planning and production Character goods planning, production and sales	Apr. 2010
	<input type="radio"/> Total Workout premium management Inc.	95.0	5	Shibuya-ku, Tokyo	Running fitness gym	May 2011
Pachinko/ Pachislot	<input type="radio"/> Fields Jr. Corporation	100.0	10	Shibuya-ku, Tokyo	Pachinko/pachislot machine maintenance, etc.	Mar. 2002
	<input type="radio"/> Shinnichi Technology Co., Ltd.	100.0	50	Shibuya-ku, Tokyo	Development of pachinko/pachislot machine	Jan. 2008
	<input type="radio"/> BOOOM Corporation	51.0	10	Shibuya-ku, Tokyo	Pachinko/pachislot machine planning and development	May 2009
	<input type="checkbox"/> SOUGOU MEDIA INC.	35.0	10	Shibuya-ku, Tokyo	Advertising agency work, etc.	Mar. 2010
	<input type="radio"/> MICROCABIN CORP.	100.0	10	Yokkaichi-shi, Mie	Planning and development of software for commercial-use machine	Jan. 2011
	<input type="checkbox"/> Mizuho Corp.	49.7	10	Koto-ku, Tokyo	Development and manufacturing of pachinko/pachislot machine	Feb. 2012
	<input type="checkbox"/> NANASHOW CORPORATION	38.9	40	Shibuya-ku, Tokyo	Development and manufacturing of pachinko/pachislot machine	Jan. 2014
	<input type="radio"/> K.K. CROSSALPHA	100.0	10	Shibuya-ku, Tokyo	Development and manufacturing of pachislot machine	May 2015
<input type="radio"/> K.K. Spiky	100.0	100	Shibuya-ku, Tokyo	Development and manufacturing of pachislot machine	May 2015	

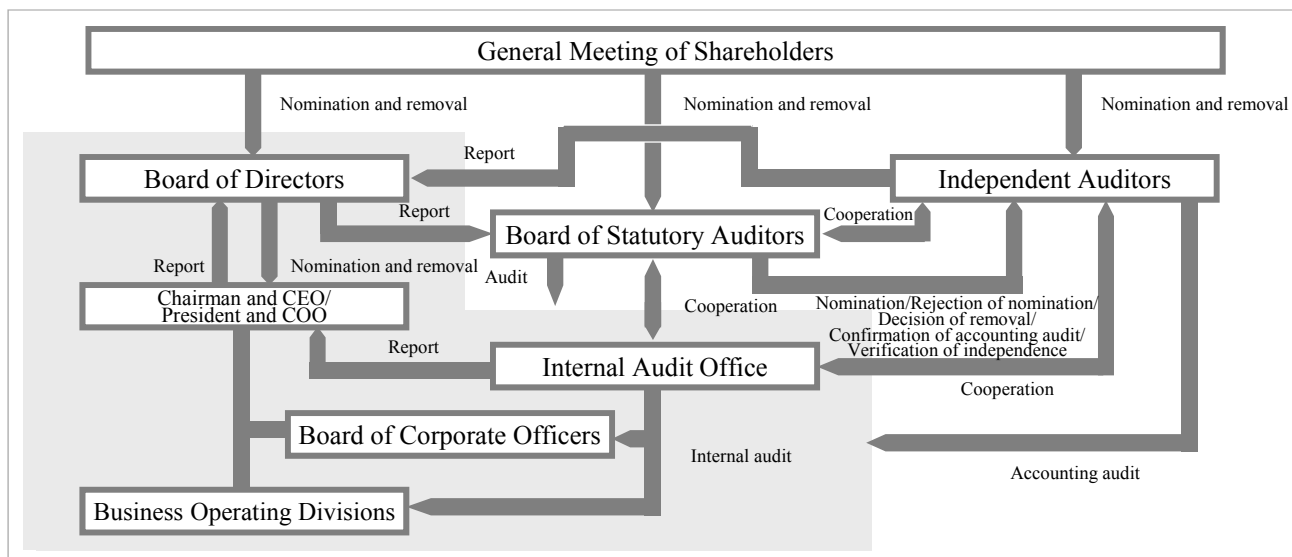
*Consolidated subsidiary Subsidiaries and affiliates accounted for using the equity method

Corporate Governance System

FIELDS CORPORATION
The Greatest Leisure for All People

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

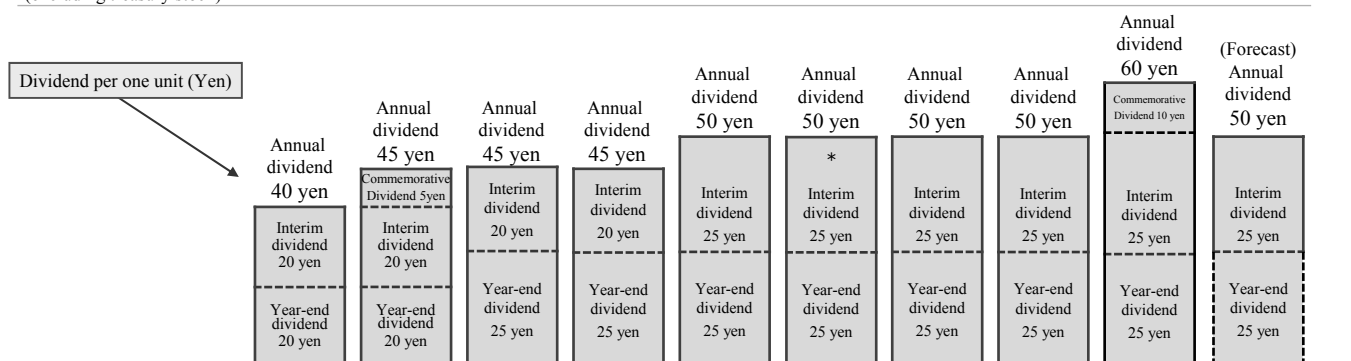
FIELDS CORPORATION
The Greatest Leisure for All People

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	3. 2016 E
Net income attributable to owners of parent	3,710	5,296	(1,481)	3,289	7,520	5,991	4,720	5,370	3,018	3,500
Total dividend	1,388	1,561	1,534	1,503	1,660	1,659	1,659	1,659	1,991	1,659
Payout ratio (%)	37.4	29.5	-	45.9	22.1	27.7	35.1	30.9	66.0	47.4

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	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	33,183,800	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	33,183,800	33,183,800



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

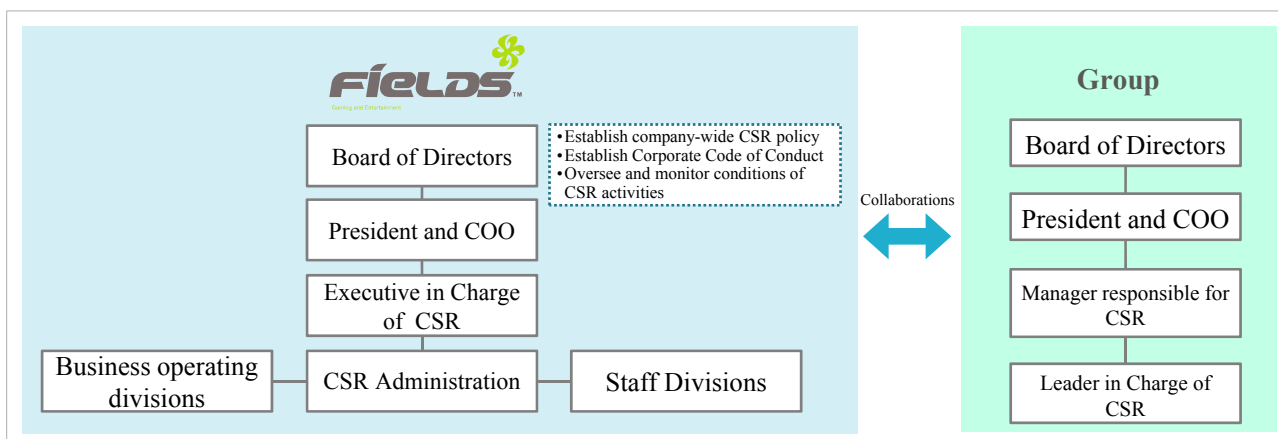
* A split of common shares was effected at a ratio of 1:100 with a record date of September 30, 2012, and all amounts are indicated taking the share split into account retroactively.

Fields' CSR

We offer products and services to fill people's leisure time, which is expected to increase in the future in the mature society we live in. We are confident that we can enrich people's lives and lifestyles by enriching this leisure time, and that continuing these efforts will lead to the happiness of the greater society.

In other words, **our activities based on our corporate philosophy fulfill our social responsibilities**, and acting in line with this concept is our responsibility to everyone who enjoys the Group's products and services, shareholders providing capital and all of our stakeholders.

CSR Promotion System



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 their 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	http://www.ultraman-kikin.jp/
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 brighter future.
Slogan	A Foundation to support the present and future of the children



Main Initiatives

Topics 1	Ongoing implementation of power-saving measures
The Company will continue to comply with power-saving measures in summer 2015, as in 2014.	
Description	Measures related to air conditioning equipment: • 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
	Measures related to office equipment: • Introduction of power-saving office equipment, reductions in standby power use of computers and other equipment
	Measures in compliance with “Cool Biz” program

Topics 2	Charity golf tournament support
Contribution of part of revenue	
Date	May 17-18, 2014
Activities	Proceeds from entree fee, charity auction, sale of tickets to the venue were donated from 2009
Donations	Donated to regions affected by the Great East Japan Earthquake for reconstruction support

Topics 3	Active participation in volunteer activities
Eco-activities through joining Cleanup Campaign	
Mar. 2011-	Held a Cleanup of Nampaidai-cho in Shibuya, Tokyo (around the Head Office; ongoing on a monthly basis)
Jun. 2013-	Collected plastic bottle caps and used stamps
Apr. 2014	Joined “Cleanup Campaign Kugenuma Beach” organized by general incorporated association JEAN
Apr. 2014	Joined the Shibuya Ward Cleanup Day (Shibuya Day, April 28), sponsored by Shibuya ward in Tokyo
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

Topics 4	Renewed ISO 27001, ISO 9001
Information security management and quality management	
ISO 27001: 2005	July 2014 Certification renewed
ISO 9001: 2008	June 2014 Certification renewed
Details	Upgrading of information security management system Continuous improvement of quality management

Topics 5	Introduction of the Eco-Car
Environmental awareness and introduction of eco-cars	
Number of vehicles introduced	286 (72.4% of all vehicles)
Target for introduction	Sales cars (excluding vehicles with four-wheel drive used in cold regions)
Effect	Reduction in CO2 by 538 t a year (Equivalent to CO2 absorption of 38,000 cedar trees)

Topics 6	Establishment of Okinawa working center
Promotion of employment of disabled people	
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.

Topics 7	Introduction of AED* (*Automatic External Defibrillator)
Activities	Installed a number of AEDs at visible places in the office building such as near entrances to allow use by visitors and neighborhood residents, as well as by 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 53 places

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 a microbus each donated to Iwate, Miyagi and Fukushima prefectures</p> <p>“HERO CARAVAN: For the Lights of Children in 78 Places in Tohoku” For the period from March 2013 to the end of March 2014, the HERO CARAVAN visited 79 nursery schools and kindergartens and touched the lives of over 7,200 children.</p>
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.
2015	<p>Expanding scope of activities for children needing support throughout Japan, including regions affected by the earthquake.</p> <p>We redesigned donation collection boxes to expand the scope of our aid and created five types of donation collection boxes with a monster motif.</p> <p>“Tohoku Caravan 2015” was held on Sep. 21-24, visiting orphanages, children’s hospitals and kindergartens in Iwate Prefecture and Miyagi Prefecture. We also participated in the summer camp for the junior high school girls’ volleyball competition “Ultra League” (6 schools from regions affected by the Great East Japan Earthquake participated), held during this same period. All together, about 800 people had the chance to interact with Ultra heroes.</p>



9. Changes in Business Results etc.

Change in Quarterly P/L Statement (Table)

FIELDS CORPORATION
The Greatest Leisure for All People

【 Consolidated 】

(Unit: Millions of yen)

	3. 2014					3. 2015					3. 2016				
	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	Q3	Q4	Full-Year
Net sales	5,748	30,637	17,819	60,700	114,904	7,459	12,882	8,976	70,237	99,554	17,140	33,115			
Gross profit	2,027	11,621	5,709	14,455	33,812	2,790	4,130	3,593	17,955	28,468	4,950	8,898			
SG & A expenses	5,856	5,615	5,849	6,700	24,020	5,300	5,698	6,115	6,611	23,724	5,956	6,008			
Operating income	(3,829)	6,005	(140)	7,755	9,791	(2,509)	(1,568)	(2,522)	11,342	4,743	(1,005)	2,889			
Ordinary income	(3,759)	5,903	(78)	7,699	9,765	(2,254)	(1,818)	(1,561)	11,124	5,491	(864)	2,794			
Net income attributable to owners of parent	(2,290)	3,724	(207)	4,143	5,370	(1,502)	(1,007)	(706)	6,233	3,018	(867)	1,573			
Pachinko machines	12,842	97,434	28,728	23,875	162,879	38,540	35,370	44,224	184,272	302,406	15,684	49,270			
Pachislot machines	5,660	55,969	31,003	137,471	230,103	5,657	22,552	7,172	61,904	97,285	28,725	40,852			
Total (machines)	18,502	153,403	59,731	161,346	392,982	44,197	57,922	51,396	246,176	399,691	44,409	90,122			

	3. 2011					3. 2012					3. 2013				
	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	Q3	Q4	Full-Year
Net sales	21,344	21,668	28,421	32,160	103,593	17,635	15,717	9,709	49,134	92,195	21,145	7,973	18,627	60,396	108,141
Gross profit	7,663	11,328	7,292	8,846	35,129	5,076	6,907	4,343	15,004	31,330	5,566	3,258	6,239	18,216	33,279
SG & A expenses	5,314	4,495	5,775	6,409	21,993	5,302	5,099	5,903	6,499	22,803	5,282	5,402	5,535	6,745	22,964
Operating income	2,348	6,834	1,517	2,437	13,136	(225)	1,807	(1,560)	8,505	8,527	283	(2,142)	703	11,470	10,314
Ordinary income	2,518	6,985	1,980	2,201	13,684	(266)	1,979	(1,607)	8,555	8,661	574	(2,312)	763	11,243	10,268
Net income attributable to owners of parent	1,477	3,951	1,043	1,049	7,520	(284)	2,712	(1,296)	4,859	5,991	342	(1,322)	303	5,397	4,720
Pachinko machines	64,892	161,728	15,073	20,921	262,614	7,107	82,157	36,201	107,758	233,223	20,928	25,895	31,824	21,346	99,993
Pachislot machines	40,646	25,862	71,404	79,747	217,659	36,250	25,740	11,499	105,678	179,167	43,862	10,418	37,887	135,950	228,117
Total (machines)	105,538	187,590	86,477	100,668	480,273	43,357	107,897	47,700	213,436	412,390	64,790	36,313	69,711	157,296	328,110

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

【 Non-Consolidated 】

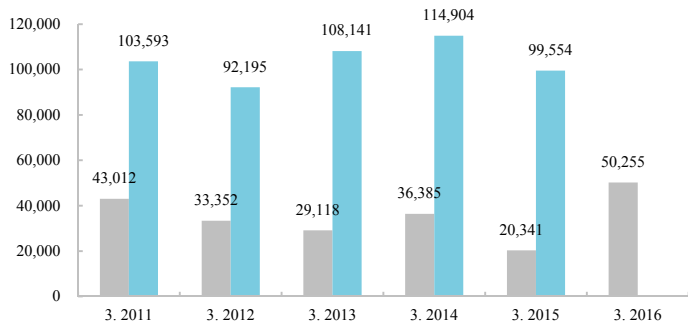
(Unit: Millions of yen)

	3. 2010	3. 2011	3. 2012	3. 2013	3. 2014	3. 2015
	Full-Year	Full-Year	Full-Year	Full-Year	Full-Year	Full-Year
Net sales		61,357	90,971	80,394	97,301	103,572
Gross profit		24,493	30,197	27,036	29,341	30,592
SG & A expenses		15,875	17,277	18,834	19,317	21,065
Operating income		8,618	12,920	8,202	10,023	9,527
Ordinary income		8,830	13,451	8,496	10,219	9,246
Net income		4,538	6,826	4,905	6,083	4,582

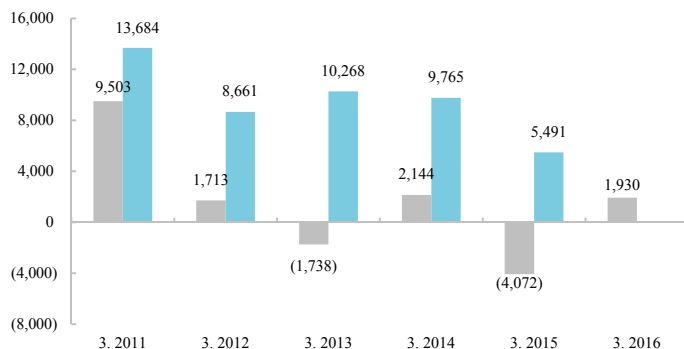
Change in Financial Results (Graph) (Consolidated)

FIELDS CORPORATION
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Net sales

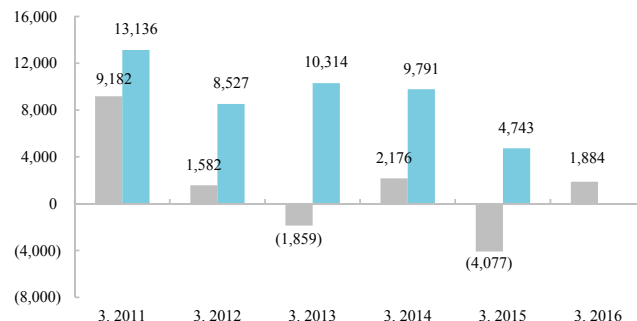


Ordinary income

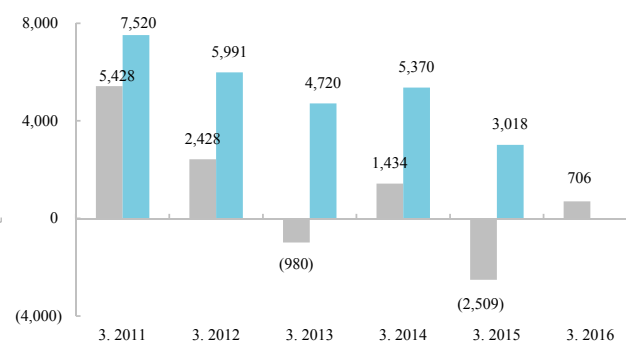


Operating income

■ H1 ■ Full-Year (Unit: Millions of yen)



Net income attributable to owners of parent

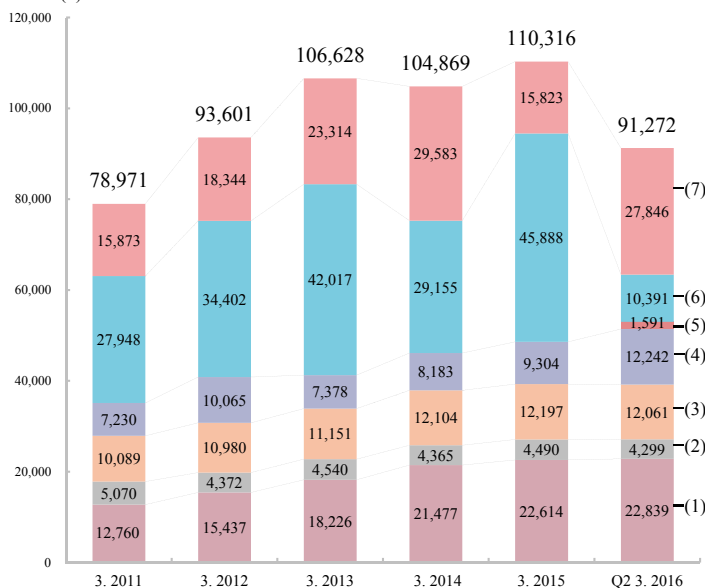


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Change in Assets/Liabilities, Net Assets (Graph) (Consolidated)

Change in assets

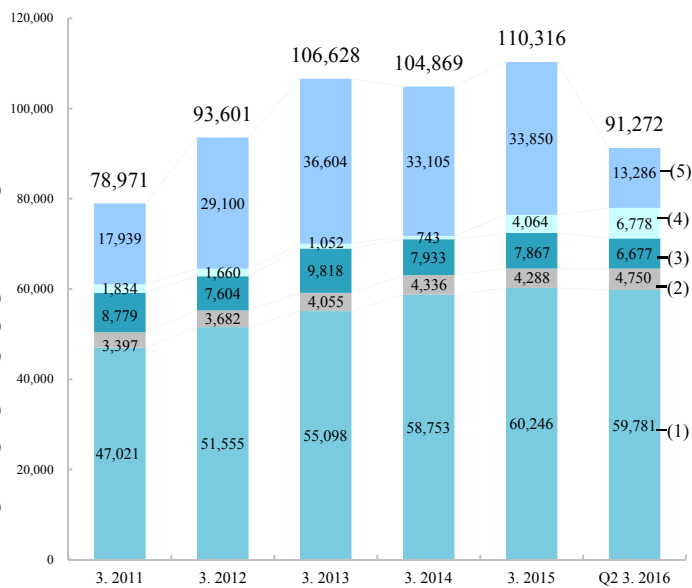
- (1) Investments and other assets
- (2) Intangible fixed assets
- (3) Tangible fixed assets
- (4) Other current assets
- (5) Electronically recorded monetary claims—operating
- (6) Notes and accounts receivable—trade
- (7) Cash and cash deposits



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)

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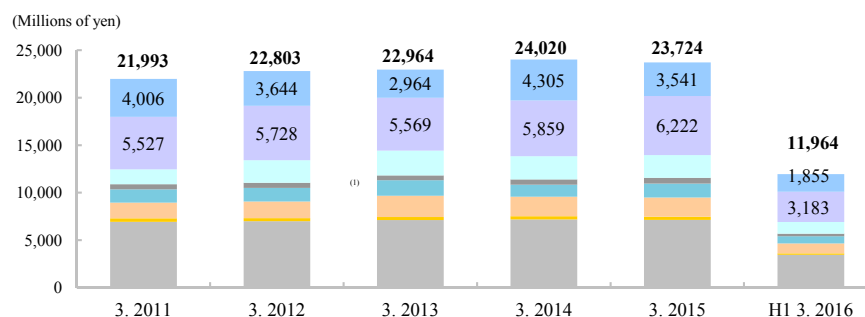
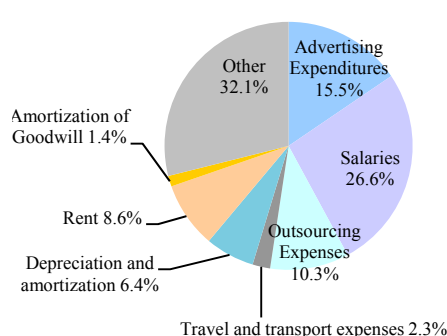
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(Unit: Millions of yen)

	2011.3	2012.3	2013.3	2014.3	2015.3	2016.3 H1
Advertising expenditures	4,006	3,644	2,964	4,305	3,541	1,855
Salaries	5,527	5,728	5,569	5,859	6,222	3,183
Provision for accrued bonuses	290	246	247	285	306	23
Provision for accrued bonuses to directors and auditors	220	240	230	230	282	119
Outsourcing expenses	1,553	2,373	2,608	2,451	2,394	1,232
Travel and transport expenses	551	542	507	551	598	271
Depreciation and amortization	1,393	1,431	1,623	1,268	1,474	764
Rent	1,654	1,749	2,249	2,062	2,022	1,031
Provision to allowance for doubtful accounts	-	(52)	(56)	(3)	3	2
Retirement benefit expenses	76	86	92	6	118	61
Amortization of goodwill	366	333	319	323	325	165
Other	6,357	6,483	6,612	6,683	6,439	3,258
Total SG&A expenses	21,993	22,803	22,964	24,020	23,724	11,964

* "Other" is calculated on this sheet above.

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

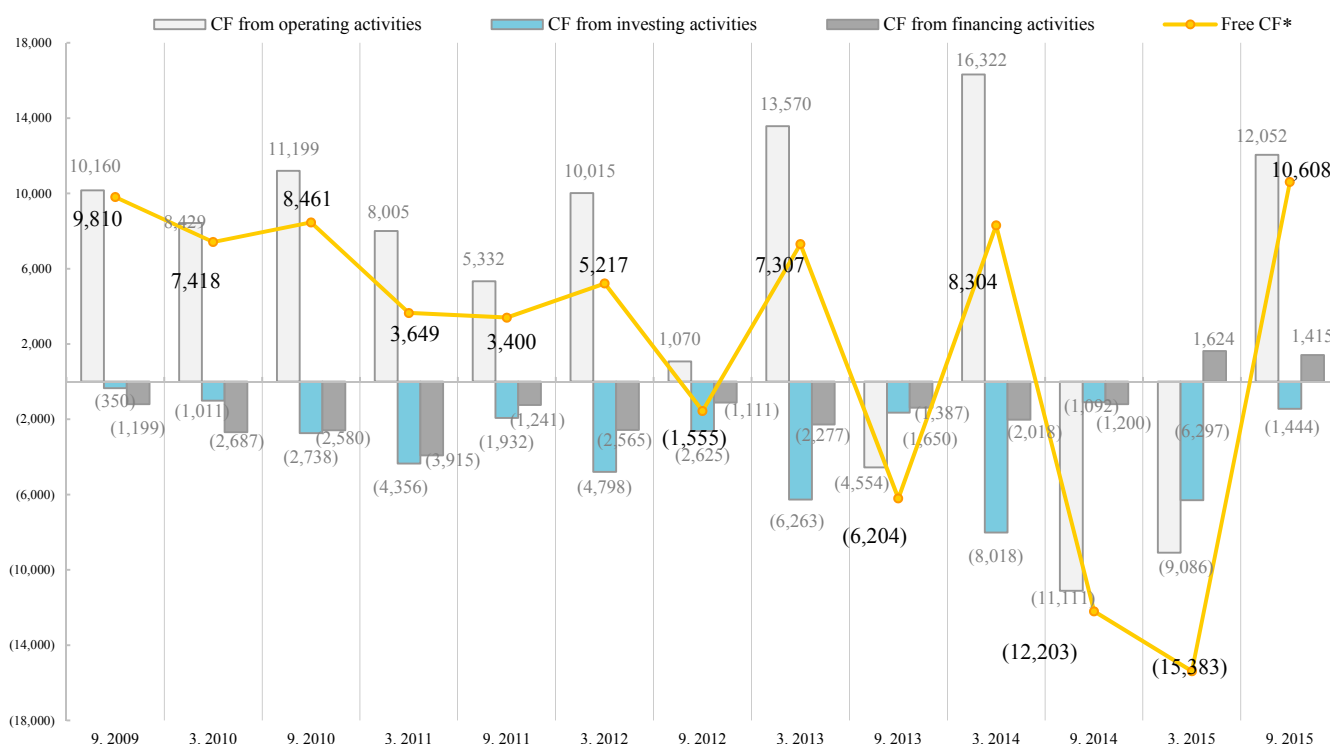


Change in Free Cash Flow (Graph)

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(Unit: Millions of yen)



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

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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/>



IR information is also Available on our mobile site

Smart phone



Mobile phone



[Nikko IR] Chosen for the “Best Corporate Website award FY2014”
Ranked No. 1 by industry for the fourth consecutive year



[DAIWA IR]
FY2014
Company of Excellence



[Gomez]
FY2015
Silver Prize



Analysis Tools

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

[Shaping the FUTURE] Latest issue: October 29, 2015



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



The ULTRAMAN Motion Comic can be viewed from this QR code.





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