



The Greatest Leisure for All People

# Fact Book

Supplementary Financial Document for the Nine Months Ended December 31, 2016

FIELDS CORPORATION  
TSE 1st: 2767  
February 2, 2017

# Financial Highlights

(Unit: Millions of yen)

	3. 2003	3. 2004	3. 2005	3. 2006	3. 2007	3. 2008	3. 2009	3. 2010	3. 2011
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	(90.8) 66,342	(156.1) 103,593
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	(111.9) 26,889	(130.6) 35,129
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	(85.0) 18,764	(117.2) 21,993
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	(414.5) 8,124	(161.7) 13,136
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	(783.1) 7,761	(176.3) 13,684
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)	(-) 3,289	(228.6) 7,520
Common stock	1,295	1,295	7,948	7,948	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	41,187	47,021
Total assets	17,090	37,115	72,584	87,556	66,081	69,168	52,064	81,329	78,971
Cash flows from operating activities	3,316	851	2,965	6,164	5,293	11,127	4,147	8,429	8,005
Cash flows from investing activities	(2,253)	(3,190)	(5,257)	(2,224)	(4,772)	(14,604)	(6,182)	(1,011)	(4,356)
Cash flows from financing activities	(2,454)	2,029	10,177	(1,540)	1,488	(1,384)	602	(2,687)	(3,915)
Cash and cash equivalents at end of the year	5,739	5,437	13,326	15,777	17,819	12,693	11,181	15,906	15,632

(Unit: Yen)

Indicators per share	2003.3	2004.3	2005.3	2006.3	2007.3	2008.3	2009.3	3. 2010	3. 2011
Net assets per share	268,600	89,305	96,026	113,275	118,487	128,201	117,326	123,645	140,853
Annual dividend per share	10,000	24,000	4,000	4,000	4,000	4,500	4,500	4,500	5,000
Commemorative	-	10,000	-	-	-	500	-	-	-
Interim	-	10,000	2,000	2,000	2,000	2,000	2,000	2,000	2,500
Year-end	-	4,000	2,000	2,000	2,000	2,000	2,500	2,500	2,500
Net income per share	117,233	40,465	19,888	20,118	10,692	15,263	(4,271)	9,796	22,643

(Unit: %)

Management indicators	2003.3	2004.3	2005.3	2006.3	2007.3	2008.3	2009.3	3. 2010	3. 2011
Shareholders' equity ratio	51.2	39.1	46.0	45.0	62.2	64.3	75.8	50.5	59.2
Return on equity (ROE)	55.9	56.9	28.9	19.5	9.2	12.4	(3.5)	8.2	17.1
Return on assets (ROA)	39.3	45.0	22.8	16.4	12.0	17.3	1.6	11.6	17.1
Payout ratio *1	7.9	20.1	20.7	20.3	37.4	29.5	-	45.9	22.1

Other	2003.3	2004.3	2005.3	2006.3	2007.3	2008.3	2009.3	3. 2010	3. 2011
Total number of shares issued and outstanding (shares)	*2 32,300	*2 161,500	347,000	347,000	347,000	347,000	347,000	347,000	347,000
Treasury stock (shares)	-	-	-	-	-	-	10,643	14,885	14,885
Number of employees (people)	460	651	758	901	1,022	1,077	827	909	1,149

\*The figures in upper parenthesis indicate YoY. The figures are calculated on this sheet under.

\*1 Consolidated payout ratio after the year ended March 31, 2007. Payout ratio for the year ended March 31, 2004 was computed including a commemorative dividend.

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

(Unit: Millions of yen)

3. 2012	3. 2013	3. 2014	3. 2015	3. 2016	3. 2017			
					Q1	H1	Q1-Q3	Full-year
(89.0) 92,195	(117.3) 108,141	(106.3) 114,904	(86.6) 99,554	(94.9) 94,476	(89.2) 15,295	(53.0) 26,659	(59.5) 42,626	
(89.2) 31,330	(106.2) 33,279	(101.6) 33,812	(84.2) 28,468	(89.5) 25,480	(50.3) 2,487	(37.4) 5,186	(49.6) 10,038	
(103.7) 22,803	(100.7) 22,964	(104.6) 24,020	(98.7) 23,707	(101.5) 24,069	(92.1) 5,485	(95.8) 11,461	(96.4) 17,433	
(64.9) 8,527	(121.0) 10,314	(94.9) 9,791	(48.6) 4,760	(29.6) 1,411	(-) (2,997)	(-) (6,275)	(-) (7,394)	
(63.3) 8,661	(118.6) 10,268	(95.1) 9,765	(56.2) 5,491	(25.1) 1,380	(-) (3,241)	(-) (6,828)	(-) (7,945)	
(79.7) 5,991	(78.8) 4,720	(113.8) 5,370	(56.2) 3,018	(3.9) 118	(-) (2,340)	(-) (4,856)	(-) (9,072)	
7,948	7,948	7,948	7,948	7,948	7,948	7,948	7,948	
51,555	55,098	58,753	60,246	58,291	54,564	51,709	46,449	
93,601	106,628	104,869	110,316	92,478	80,542	80,526	81,076	
10,015	13,570	16,322	(9,086)	13,353	(4,808)	(7,575)	(13,046)	
(4,798)	(6,263)	(8,018)	(6,297)	(2,191)	(247)	(1,511)	(3,674)	
(2,565)	(2,277)	(2,018)	1,624	5,214	(3,521)	1,522	3,228	
18,284	23,309	29,583	15,823	32,200	23,598	24,636	18,720	

(Unit: Yen)

3. 2012	3. 2013	3. 2014	3. 2015	3. 2016	3. 2017			
					Q1	H1	Q1-Q3	Full-year
153,904	1,644.15	1,756.27	1,792.83	1,726.88	1,622.85	1,537.26	1,375.84	
5,000	50	50	60	50				50
-	-	-	10	-	-	-	-	
2,500	25	25	25	25	-	25	-	
2,500	25	25	25	25	-	-	-	25
18,044	142.27	161.83	90.97	3.58	(70.53)	(146.34)	(273.42)	

(Unit: %)

3. 2012	3. 2013	3. 2014	3. 2015	3. 2016	3. 2017			
					Q1	Q2	Q3	Q4
54.6	51.2	55.6	53.9	62.0	66.9	63.3	56.3	
12.2	8.9	9.5	5.1	0.2	-	-	-	
10.0	10.3	9.2	5.1	1.4	-	-	-	
27.7	35.1	30.9	66.0	1,398.1	-	-	-	

3. 2012	3. 2013 *3	3. 2014	3. 2015	3. 2016	3. 2017			
					Q1	Q2	Q3	Q4
347,000	34,700,000	34,700,000	34,700,000	34,700,000	34,700,000	34,700,000	34,700,000	
15,162	1,516,200	1,516,200	1,516,200	1,516,200	1,516,300	1,516,300	1,516,300	
1,324	1,416	1,588	1,716	1,845	1,877	1,796	1,751	

\*3 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 Nine Months  
Ended December 31, 2016

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 P.6 Overview  
(Consolidated) P/L Statement

 P.7 (Consolidated) B/S

 P.8 (Consolidated) Cash Flow

# Highlights for the Nine Months Ended December 31, 2016 (Consolidated)

## 【 Overview 】

### Overall business performance

#### Financial results for Q1-Q3

Net sales of ¥42.6 billion (down YoY ¥29.0 billion), Ordinary loss of ¥7.9 billion (down YoY ¥10.1 billion)

#### 1. Pachinko/Pachislot Field

Released several titles including major titles in the New Year holiday season

– Major 2 titles were mostly recorded in Q4/ recorded Q3 cumulative sales of 130,000 units for nine titles (down YoY 89,000 machines)

#### 2. Cross-media Field

Made steady progress in efforts for the cultivation and commercialization of IP (intellectual property)

– Royalty revenue from licensing the “Ultraman Series,” etc. exceeded the same period last year

– In the game field, measures to increase membership failed to achieve the expected results/ the range of new titles has been reduced, with some development suspended

– Decrease in development royalties and contracted projects at subsidiaries involved in pachinko/pachislot machine development/ increase in production expenses at subsidiaries involved in visuals

#### Full-year performance forecast (revisions to performance forecast at January 20, 2017)

Net sales of ¥73.0 billion (down initial plan ratio ¥42.0 billion), Ordinary loss: ¥7.5 billion (down initial plan ratio ¥9.5 billion)

– In the pachinko/pachislot field, despite the average number of machines sold per title remaining above the market average, the full-year sales volume target was revised from approx. 350,000 machines to approx. 230,000 machines, in part due to the postponed release of 6 titles which had been scheduled for release this period

– Although cross-media field makes progress IP business, part of game field and consolidated subsidiaries involved in visual/development contracting failed to achieve initial targets

## 【 P/L Statement 】

(Unit: Millions of yen)

	Year Ended March 31, 2015		Year Ended March 31, 2016		Year Ending March 31, 2017	
	Q3	Full-Year	Q3	Full-Year	Q3	Full-Year Forecast
Net sales	(54.1) <b>29,317</b> [100.0]	(86.6) <b>99,554</b> [100.0]	(244.3) <b>71,628</b> [100.0]	(94.9) <b>94,476</b> [100.0]	(59.5) <b>42,626</b> [100.0]	(77.3) <b>73,000</b> [100.0]
Gross profit	(54.3) <b>10,513</b> [35.9]	(84.2) <b>28,468</b> [28.6]	(192.7) <b>20,258</b> [28.3]	(89.5) <b>25,480</b> [27.0]	(49.6) <b>10,038</b> [23.5]	-
SG&A expenses	(98.8) <b>17,113</b> [58.4]	(98.7) <b>23,707</b> [23.8]	(105.7) <b>18,090</b> [25.3]	(101.5) <b>24,069</b> [25.5]	(96.4) <b>17,433</b> [40.9]	-
Advertising expenditures	2,365	3,541	3,149	4,118	3,175	-
Salaries	4,659	6,222	4,723	6,248	4,558	-
Outsourcing expenses	1,731	2,394	1,822	2,370	1,649	-
Depreciation and amortization	1,026	1,474	1,151	1,547	911	-
Rent	1,519	2,022	1,556	2,072	1,501	-
Amortization of goodwill	245	325	245	326	240	-
Other	5,568	7,729	5,444	7,388	5,399	-
Operating income	(-) <b>(6,599)</b> [-]	(48.6) <b>4,760</b> [4.8]	(-) <b>2,168</b> [3.0]	(29.6) <b>1,411</b> [1.5]	(-) <b>(7,394)</b> [-]	(-) <b>6,500</b> [-]
Ordinary income	(-) <b>(5,633)</b> [-]	(56.2) <b>5,491</b> [5.5]	(-) <b>2,195</b> [3.1]	(25.1) <b>1,380</b> [1.5]	(-) <b>(7,945)</b> [-]	(-) <b>7,500</b> [-]
Net income attributable to owners of parent	(-) <b>(3,215)</b> [-]	(56.2) <b>3,018</b> [3.0]	(-) <b>779</b> [1.1]	(3.9) <b>118</b> [0.1]	(-) <b>(9,072)</b> [-]	(-) <b>8,500</b> [-]

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

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

【 B/S 】

(Unit: Millions of yen)

	At March 31, 2015	At March 31, 2016	At December 31, 2016	Increase/ Decrease	Factors
Cash and cash equivalents	15,823	32,200	18,820	(13,380)	
Notes and accounts receivable—trade	45,888	8,562	11,170	2,608	
Electronically recorded monetary claims—operating	-	1,142	166	(976)	
Inventories	1,738	3,021	3,883	862	
Other	7,590	8,029	9,027	998	
Allowance for doubtful accounts	(25)	(20)	(50)	(30)	
<b>Total current assets</b>	<b>71,014</b>	<b>52,934</b>	<b>43,016</b>	<b>(9,918)</b>	Decrease in cash and cash equivalents
Land	7,737	7,550	7,319	(231)	
Other	4,460	3,897	3,391	(506)	
<b>Total tangible fixed assets</b>	<b>12,197</b>	<b>11,447</b>	<b>10,710</b>	<b>(737)</b>	
Goodwill	1,618	1,298	1,089	(209)	
Other	2,872	2,448	1,802	(646)	
<b>Total intangible fixed assets</b>	<b>4,490</b>	<b>3,746</b>	<b>2,891</b>	<b>(855)</b>	
Investment securities	14,564	9,716	8,732	(984)	
Long-term loans	3,770	9,729	10,263	534	
Other	5,309	6,096	5,552	(544)	
Allowance for doubtful accounts	(1,029)	(1,193)	(90)	1,103	
<b>Total investments and other assets</b>	<b>22,614</b>	<b>24,348</b>	<b>24,457</b>	<b>109</b>	
<b>Total fixed assets</b>	<b>39,302</b>	<b>39,543</b>	<b>38,059</b>	<b>(1,484)</b>	
<b>Total assets</b>	<b>110,316</b>	<b>92,478</b>	<b>81,076</b>	<b>(11,402)</b>	
Notes and accounts payable—trade	33,850	12,749	8,123	(4,626)	
Short-term borrowings	4,014	11,414	11,211	(203)	
Accrued income taxes	2,345	690	15	(675)	
Other	5,564	4,956	6,217	1,261	
<b>Total current liabilities</b>	<b>45,773</b>	<b>29,809</b>	<b>25,566</b>	<b>(4,243)</b>	Decrease in notes and accounts payable—trade
<b>Total fixed liabilities</b>	<b>4,296</b>	<b>4,376</b>	<b>9,060</b>	<b>4,684</b>	Increase in long-term borrowings
<b>Total liabilities</b>	<b>50,070</b>	<b>34,186</b>	<b>34,626</b>	<b>440</b>	
Common stock	7,948	7,948	7,948	0	
Capital surplus	7,994	7,994	7,994	0	
Retained earnings	46,049	44,177	33,445	(10,732)	
Treasury stock	(1,821)	(1,821)	(1,821)	0	
<b>Total shareholders' equity</b>	<b>60,171</b>	<b>58,298</b>	<b>47,566</b>	<b>(10,732)</b>	
Unrealized holding gain on available-for-sale securities	(567)	(862)	(1,766)	(904)	
Accumulated other comprehensive income	(679)	(994)	(1,911)	(917)	
Minority interest	753	987	794	(193)	
<b>Total net assets</b>	<b>60,246</b>	<b>58,291</b>	<b>46,449</b>	<b>(11,842)</b>	Decrease in retained earnings
<b>Total liabilities and net assets</b>	<b>110,316</b>	<b>92,478</b>	<b>81,076</b>	<b>(11,402)</b>	

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

## Highlights for the Nine Months Ended December 31, 2016 (Consolidated)

### 【 Cash Flow 】

(Unit: Millions of yen)

	Year Ended March 31, 2016		Year Ending March 31, 2017	
	Q3	Full-Year	Q3	Factors
Cash flows from operating activities	8,896	13,353	(13,046)	Income before income taxes and minority interests — 8,360 Increase in notes and accounts receivable —trade — 889 Decrease in notes and accounts payable—trade — 4,608
Cash flows from investing activities	(3,223)	(2,191)	(3,674)	Expenditure for loans — 4,420 Proceeds from loans receivable +2,024 Payments for investments in capital — 864
Cash flows from financing activities	2,691	5,214	3,228	Decrease in short-term borrowings — 203 Proceeds from long-term borrowings +5,500 Dividends paid — 1,655
Increase (decrease) in cash and cash equivalents	8,364	16,377	(13,480)	
Cash and cash equivalents at beginning of period	15,823	15,823	32,200	
Cash and cash equivalents at end of period	24,188	32,200	18,720	



## 2. Changes in Business Results etc.

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P.10 Change in Quarterly P/L Statement (Table)



P.11 Change in Financial Results (Graph) (Consolidated)  
Change in Assets/Liabilities, Net Assets (Graph) (Consolidated)



P.12 Change in SG&Administrative Expenses (Graph)  
Change in Free Cash Flow (Graph)

# Change in Quarterly P/L Statement (Table)

## 【 Consolidated 】

(Unit: Millions of yen)

	Year Ended March 31, 2015					Year Ended March 31, 2016					Year Ending March 31, 2017				
	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	Q3	Q4	Full-Year
Net sales	7,459	12,882	8,976	70,237	99,554	17,140	33,115	21,373	22,848	94,476	15,295	11,364	15,967		
Gross profit	2,790	4,130	3,593	17,955	28,468	4,950	8,898	6,410	5,222	25,480	2,487	2,699	4,852		
SG & A expenses	5,300	5,698	6,115	6,611	23,707	5,956	6,008	6,126	5,979	24,069	5,485	5,976	5,972		
Operating income	(2,509)	(1,568)	(2,522)	11,342	4,760	(1,005)	2,889	284	(757)	1,411	(2,997)	(3,278)	(1,119)		
Ordinary income	(2,254)	(1,818)	(1,561)	11,124	5,491	(864)	2,794	265	(815)	1,380	(3,241)	(3,587)	(1,117)		
Net income attributable to owners of parent	(1,502)	(1,007)	(706)	6,233	3,018	(867)	1,573	73	(661)	118	(2,340)	(2,516)	(4,216)		
Pachinko machines	38,540	35,370	44,224	184,272	302,406	15,684	49,270	61,959	35,620	162,533	24,677	20,035	33,292		
Pachislot machines	5,657	22,552	7,172	61,904	97,285	28,725	40,852	24,037	33,268	126,882	12,105	16,236	24,346		
Total (machines)	44,197	57,922	51,396	246,176	399,691	44,409	90,122	85,996	68,888	289,415	36,782	36,271	57,638		
	Year Ended March 31, 2012					Year Ended March 31, 2013					Year Ended March 31, 2014				
	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	Q3	Q4	Full-Year
Net sales	17,635	15,717	9,709	49,134	92,195	21,145	7,973	18,627	60,396	108,141	5,748	30,637	17,819	60,700	114,904
Gross profit	5,076	6,907	4,343	15,004	31,330	5,566	3,258	6,239	18,216	33,279	2,027	11,621	5,709	14,455	33,812
SG & A expenses	5,302	5,099	5,903	6,499	22,803	5,282	5,402	5,535	6,745	22,964	5,856	5,615	5,849	6,700	24,020
Operating income	(225)	1,807	(1,560)	8,505	8,527	283	(2,142)	703	11,470	10,314	(3,829)	6,005	(140)	7,755	9,791
Ordinary income	(266)	1,979	(1,607)	8,555	8,661	574	(2,312)	763	11,243	10,268	(3,759)	5,903	(78)	7,699	9,765
Net income attributable to owners of parent	(284)	2,712	(1,296)	4,859	5,991	342	(1,322)	303	5,397	4,720	(2,290)	3,724	(207)	4,143	5,370
Pachinko machines	7,107	82,157	36,201	107,758	233,223	20,928	25,895	31,824	21,346	99,993	12,842	97,434	28,728	23,875	162,879
Pachislot machines	36,250	25,740	11,499	105,678	179,167	43,862	10,418	37,887	135,950	228,117	5,660	55,969	31,003	137,471	230,103
Total (machines)	43,357	107,897	47,700	213,436	412,390	64,790	36,313	69,711	157,296	328,110	18,502	153,403	59,731	161,346	392,982

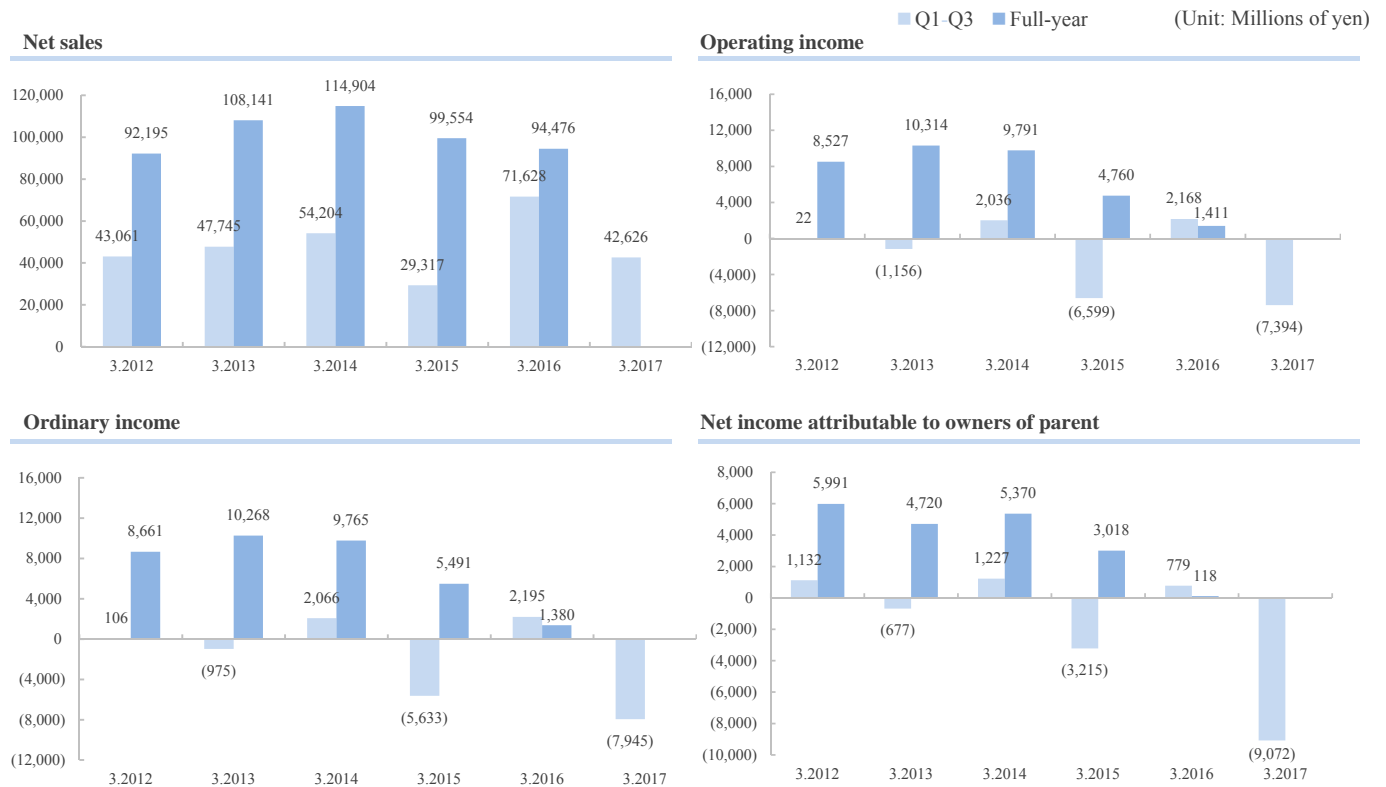
\* Q2-Q4 figures are calculated on this sheet above.

## 【 Non-Consolidated 】

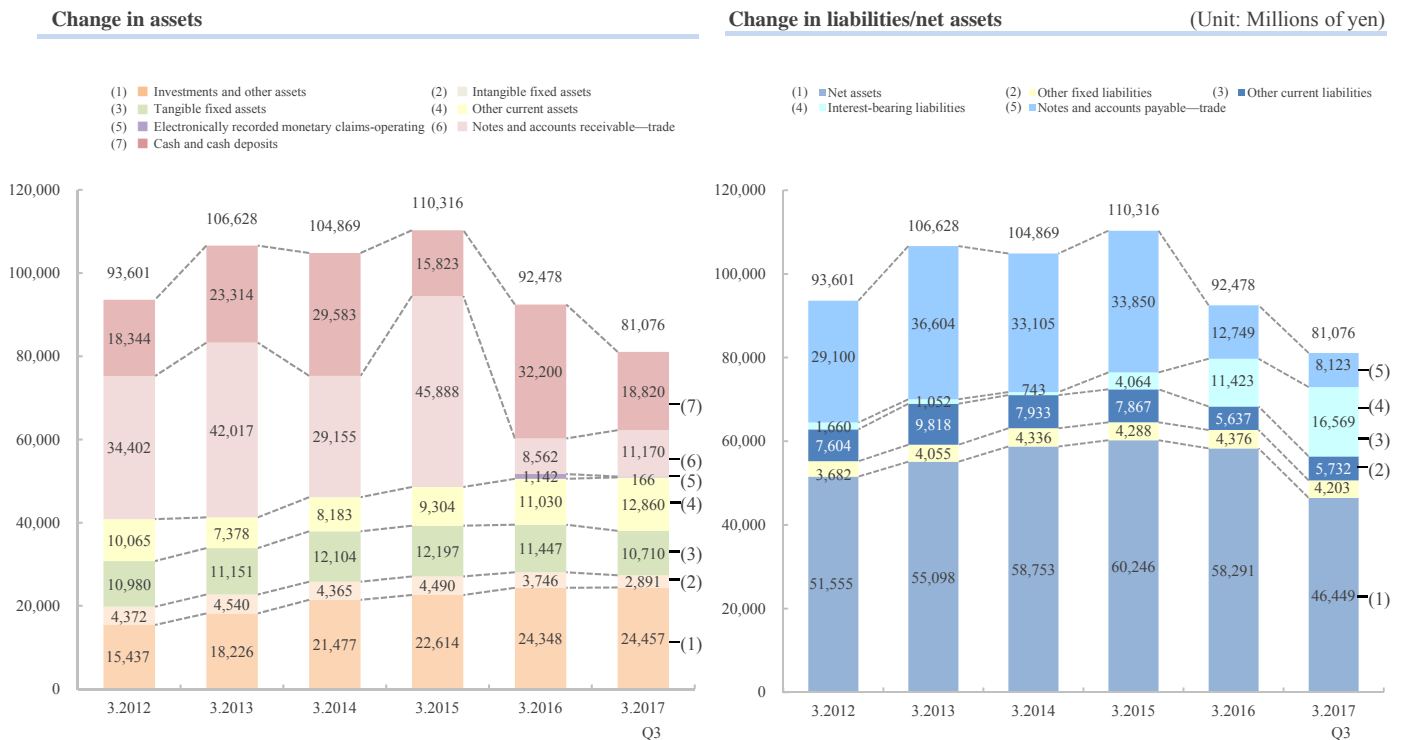
(Unit: Millions of yen)

	Year Ended March 31, 2012	Year Ended March 31, 2013	Year Ended March 31, 2014	Year Ended March 31, 2015	Year Ended March 31, 2016
Net sales	80,394	97,301	103,572	87,221	83,829
Gross profit	27,036	29,341	30,592	24,976	21,311
SG & A expenses	18,834	19,317	21,065	21,146	20,958
Operating income	8,202	10,023	9,527	3,829	353
Ordinary income	8,496	10,219	9,246	4,431	1,401
Net income	4,905	6,083	4,582	1,855	(137)

# Change in Financial Results (Graph) (Consolidated)



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



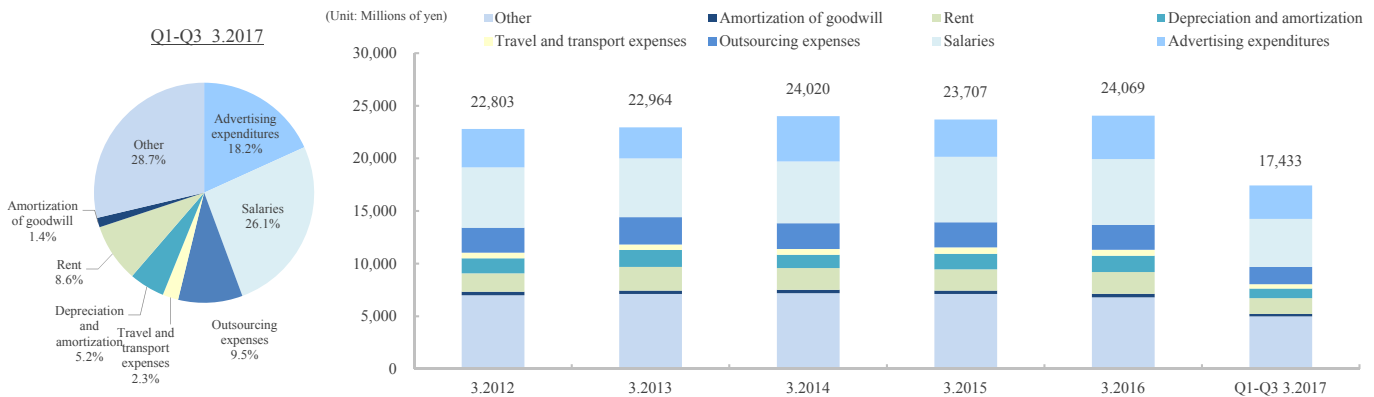
\* "Other current assets" and "other current liabilities" are calculated on this sheet above

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

(Unit: Millions of yen)

	3.2012	3.2013	3.2014	3.2015	3.2016	Q1-Q3 3.2017
Advertising expenditures	3,644	2,964	4,305	3,541	4,118	3,175
Salaries	5,728	5,569	5,859	6,222	6,248	4,558
Provision for accrued bonuses	246	247	285	306	231	124
Provision for accrued bonuses to directors and auditors	240	230	230	282	191	201
Outsourcing expenses	2,373	2,608	2,451	2,394	2,370	1,649
Travel and transport expenses	542	507	551	598	573	404
Depreciation and amortization	1,431	1,623	1,268	1,474	1,547	911
Rent	1,749	2,249	2,062	2,022	2,072	1,501
Provision to allowance for doubtful accounts	(52)	(56)	(3)	3	1	31
Retirement benefit expenses	86	92	6	118	125	112
Amortization of goodwill	333	319	323	325	326	240
Other	6,483	6,612	6,683	6,422	6,267	4,527
<b>Total SG&amp;A expenses</b>	<b>22,803</b>	<b>22,964</b>	<b>24,020</b>	<b>23,707</b>	<b>24,069</b>	<b>17,433</b>

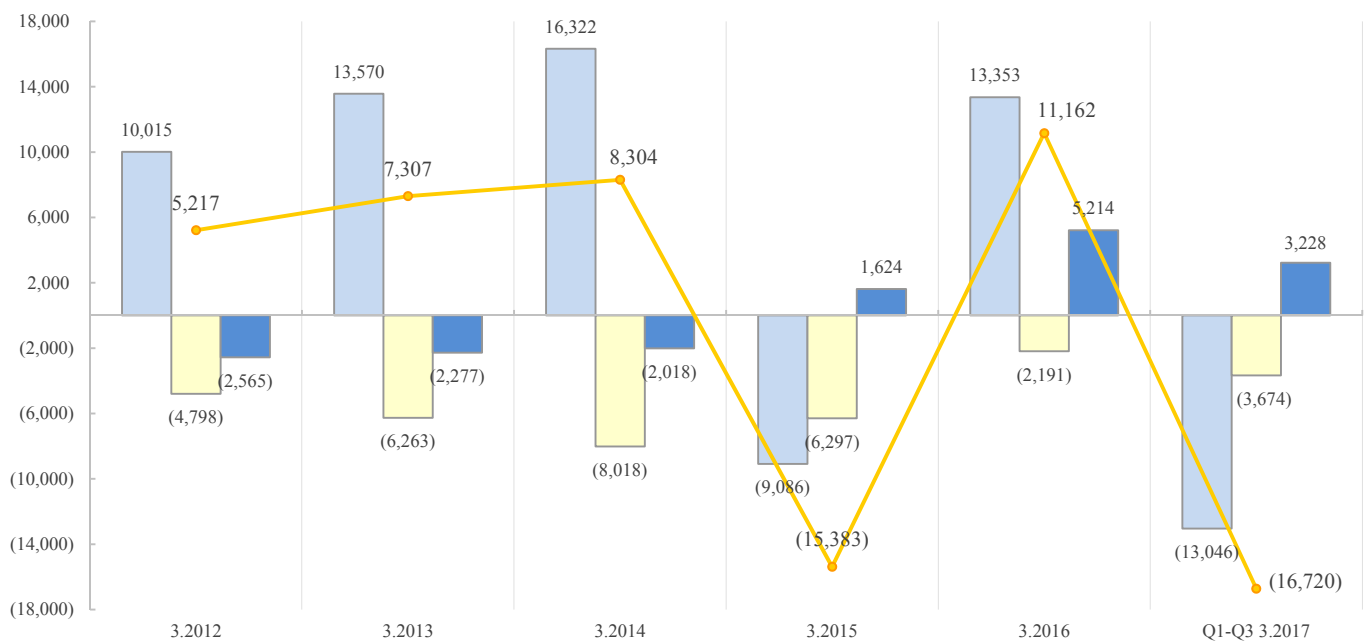
\* "Other" is calculated on this sheet above.



## Change in Free Cash Flow (Graph)

(Unit: Millions of yen)

CF from operating activities   CF from investing activities   CF from financing activities   Free CF



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

### 3. Pachinko and Pachislot Machines Sales related Data



P.14 Players in the Pachinko/Pachislot Industry  
History of Pachinko/Pachislot Machines



P.15 Business Model (PS Planning, Development and Sales)



P.16 Accounting Method of Pachinko/Pachislot machines Sales  
(Image)



P.17 Main Pachinko/Pachislot Machines' Titles  
from 3.2015 to 3.2017



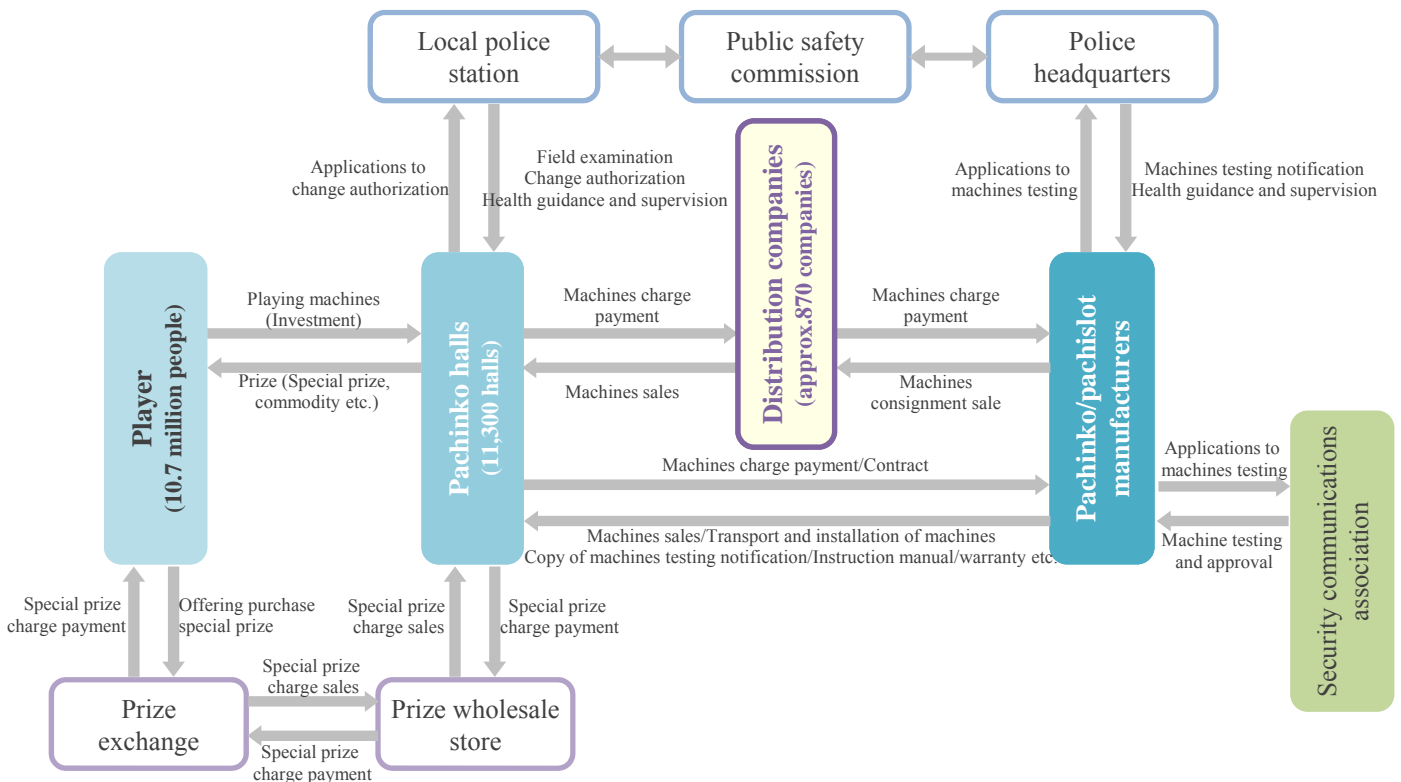
P.18 History of Pachinko/Pachisloy General Sales:  
number of sales machines by affiliated  
(3.2001-3.2017)  
manufacturer and title (3.2001-3.2018)



P.22 Change of "Evangelion" Series

# Players in the Pachinko/Pachislot Industry

(As of December 31, 2016)



## History of Alliance with Pachinko/Pachislot Manufacturers

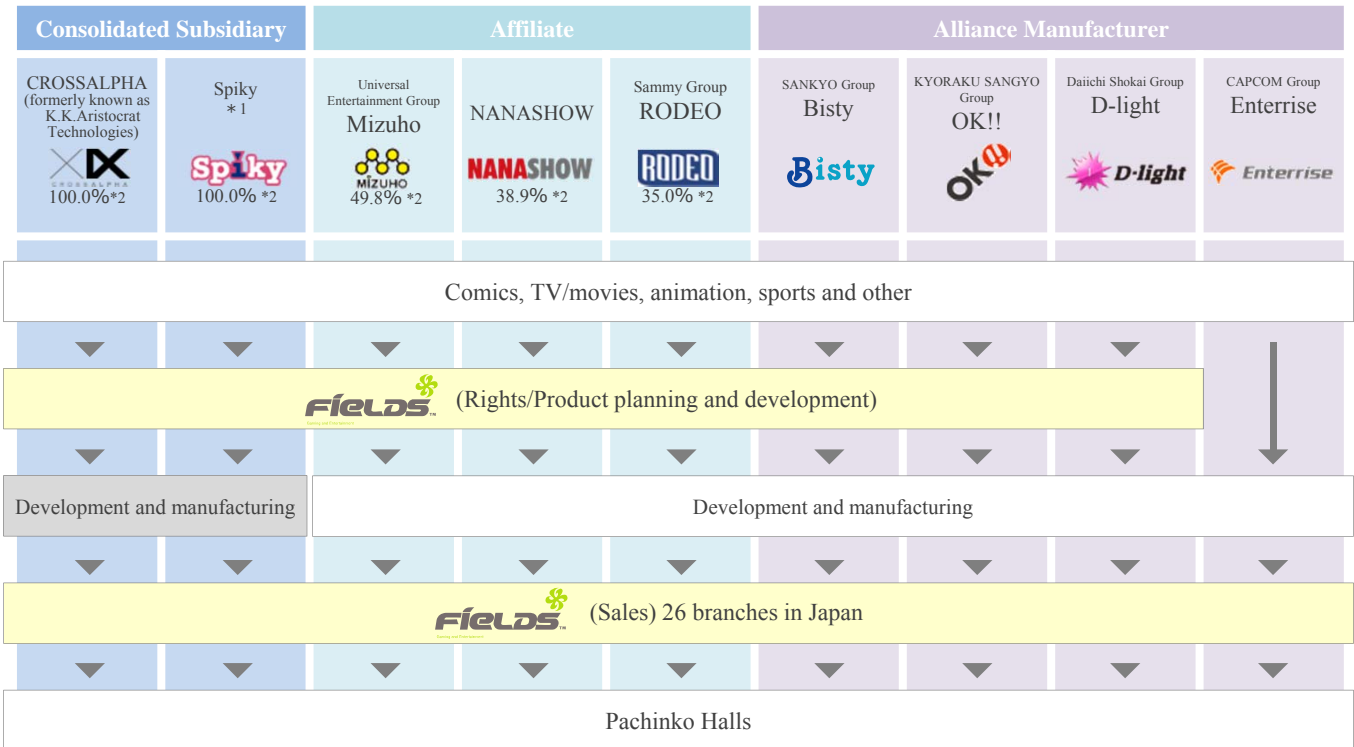
	(Year)	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	Cumulative total
Affiliate	<b>RODEO</b>	Alliance with Sammy Corporation formed																P: 1,386,000 S:
Alliance Manufacturer	<b>Bisty</b>	Alliance with SANKYO CO., LTD. formed; Exclusive sales of Bisty brand machines began																P: 2,280,000 S: 735,000
Alliance Manufacturer	<b>OK!!</b>	Alliance with KYORAKU SANGYO formed; Exclusive sales of OK!! brand began from 2012																P: 184,000 S:
Alliance Manufacturer	<b>Enterise</b>	Alliance with Enterise Co., Ltd. (subsidiary of CAPCOM CO., LTD.) formed; Exclusive sales of Enterise brand began from 2012																P: 248,000 S:
Affiliate	<b>MIZUHO</b>														Alliance with Universal Entertainment Corporation formed			P: 44,000 S: 54,000
Alliance Manufacturer	<b>D-light</b>	Alliance with D-light Co., Ltd. (Daich group)																P: 22,000 S: 12,000
Affiliate	<b>NANASHOW</b>	Alliance with NANASHOW Corporation																P: 2,000 S: 41,000
Consolidated Subsidiary	<b>CROSSALPHA</b>	K.K. Aristocrat Technologies (currently K.K. CROSSALPHA) made a subsidiary																P: S:
Consolidated Subsidiary	<b>Spiky</b>	Spiky Corporation made a subsidiary																P: S:

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

\* 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.

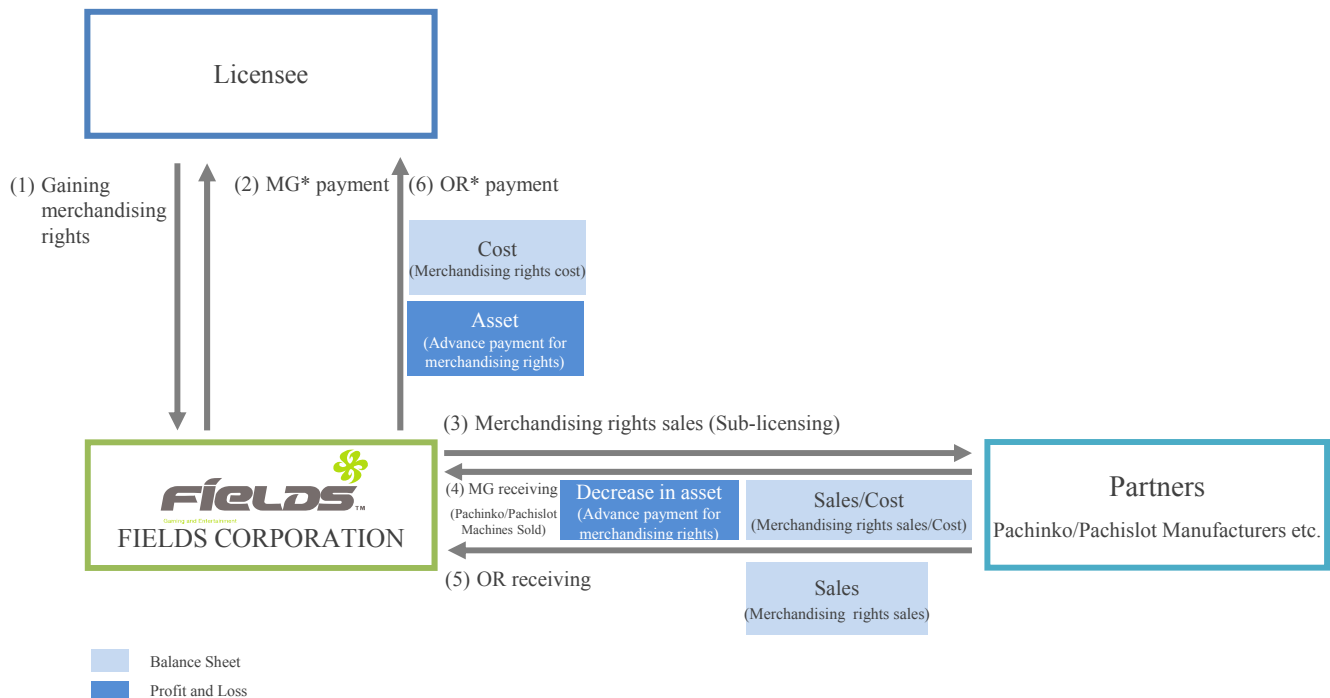
# Business Model (PS Planning, Development and Sales)

(As of December 31, 2016)



\*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.  
\*2 The Number in the parentheses is investment ratio.

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



\*MG: Minimum Guarantee: Minimum guarantee fee paid by the licensee to the licensor when concluding a license business contract.

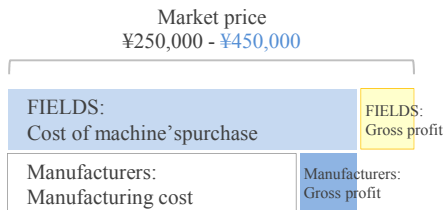
\*OR: Over Royalty: Type of royalty paid as reward when the usage of rights authorized for use, such as copyrights and industrial property rights, exceeds a certain level, and whose amount fluctuates according to the usage of such rights.

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

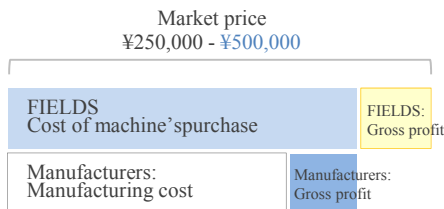
## Distribution sales (sales and profit by purchase of machines)

### Pachinko and Pachislot Machines

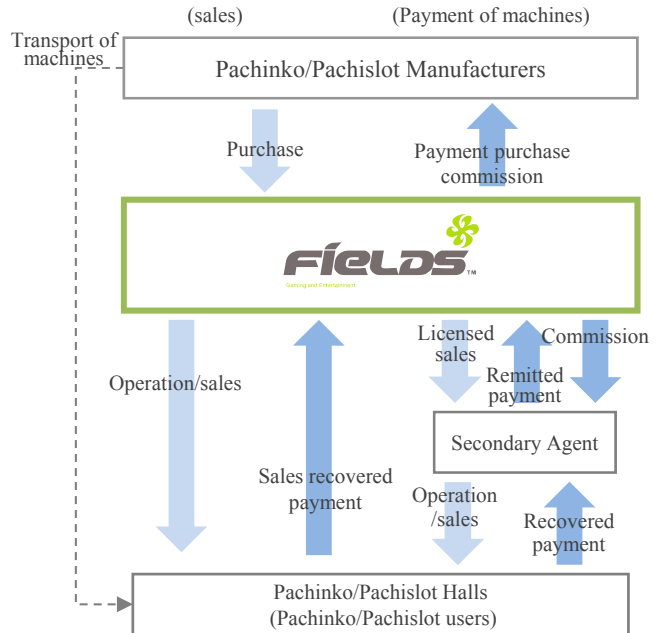
#### Pachinko machine sales: Cost, gainsharing (per machine)



#### Pachislot machine sales: Cost, gainsharing (per machine)



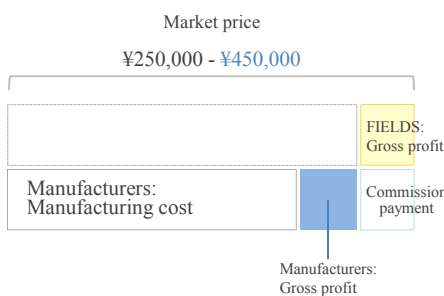
### Method of machine's recovered payment



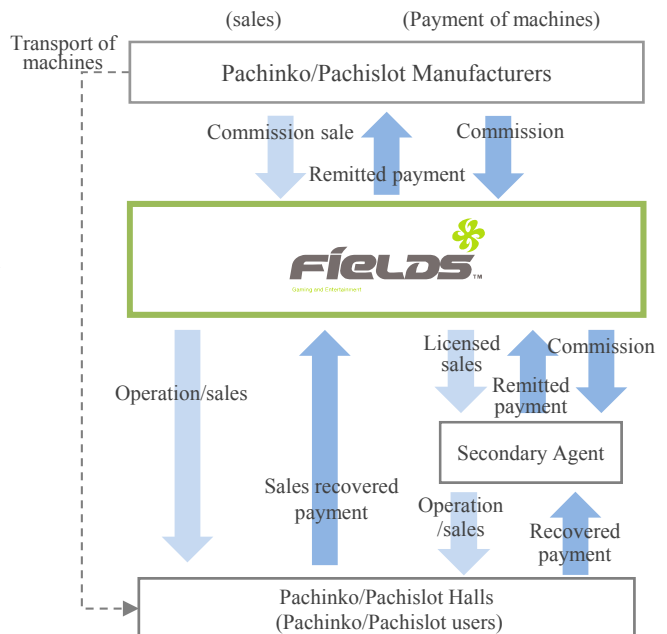
## Agency sales (Sales and profit by commission)

### Pachinko Machine

#### Pachinko machine sales: Cost, gainsharing (per machine)



### Method of machine's recovered payment



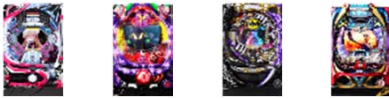


# Main Pachinko/Pachislot Machines' Titles from 3.2015 to 3.2017

(Sales units as of December 31, 2016)

## Pachinko machine

Launch of 4 pachinko titles



( Bisty 2 titles  
OK!! 1 title  
Macy 1 title )

©Cavex management inc. Cavex music creative inc. ©カール・Bisty TM & © DC Comics. (15) UNIVERSAL ENTERTAINMENT (16) Bisty OK!!

Launch of 7 pachinko titles



( Bisty 2 titles  
Mizuho/Macy 3 titles  
OK!! 1 title  
Daiichi 1 title )

©UNIVERSAL ENTERTAINMENT  
©サン・ペグ・アソシエーツ制作委員会・T&E 東京@ジー・ペグ1998 NADESICO制作委員会 ©Bisty  
©宮下あゆみ/集英社・東映アニメーション © Sony Music Arnis Inc.  
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©カール ©Bisty ©SANKYO  
©UNIVERSAL ENTERTAINMENT  
©GAINAX・中島かずみ・アフロウズ・KONAMI・T&E 東京・電通 ©GAINAX・中島かずみ 劇場版ガンダム  
制作委員会 ©UNIVERSAL ENTERTAINMENT ©MZUHO



April  
OK!!  
**Pachinko Marvel's  
Avengers**  
\*Posted on year ended March 31, 2016

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April  
Daiichi  
**CR MAJESTIC  
PRINCE**  
13,000 machines

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製造元/株式会社 大一商会 株式会社 デイ・ライト



April  
NANASHOW  
**CR The Amazing  
Spider-Man**

© 2016 MARVEL ©2012 CPII ©NANASHOW



August  
Bisty  
**CR TEKKEN 2  
Toughin ver.**  
15,000 machines

©BANDAI NAMCO Entertainment Inc. ©SANKYO ©Bisty



December \*Posted on January 2017  
Bisty  
**CR EVANGELION -  
Time to Rise**  
On sale

©カール ©SANKYO ©Bisty



January  
OK!!  
**Pachinko GANTZ**  
On sale

©奥浩哉/集英社 ©奥浩哉/集英社・「GANTZ.O」制作委員会 © OK!!



April  
NANASHOW  
**THE GENIE FAMILY**  
On sale

©タツノプロ ©NANASHOW  
製造元/株式会社七匠  
総発売元/フィールズ株式会社

## Pachislot machine

Launch of 3 pachislot titles



( Rodeo 1 title  
Enterrise 1 title  
NANASHOW 1 title )

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©Sammy ©RODEO  
©三浦康太郎(ソフコイ技画)/白泉社/BERSEK FILM PARTNERS ©NANASHOW

Launch of 10 pachislot titles



( Bisty 3 titles  
D-light 3 titles  
Enterrise 2 titles  
NANASHOW 2 titles )

©カール ©Bisty  
©CAPCOM CO., LTD. ALL RIGHTS RESERVED.  
©創通・フィールズ/MIP制作委員会 ©創通・フィールズ ©ヒーローズ Produced by D-light  
©東映制作/東映社 ©D-light  
©創通・サンライズ 製造元株式会社ビステイ  
©CJ-エンターテインメント ©CJ-エンターテインメント ©NANASHOW ©Sammy ©RODEO  
©電通/17th Expression/Alchemist ©D-light  
©円谷プロ ©NANASHOW



April  
Enterrise  
**Super Street Fighter IV  
Pachislot Edition**

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May  
D-light  
**Pachislot GARGANTIA  
ON THE VERDUROUS  
PLANET**

©オケアノス/「翠星のガルガンティア」制作委員会 ©D-light



June  
NANASHOW  
**Pachislot ALIEN  
BALTAN**

©円谷プロ ©NANASHOW



July  
Enterrise  
**DEVIL MAY CRY X**  
15,000 machines

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October  
NANASHOW  
**Pachislot LOAD of  
VERMILION**

©2007-2016 SQUARE ENIX CO., LTD. All Rights Reserved.  
©NANASHOW



December  
RODEO  
**Pachislot INUYASHA**

©高橋留美子/小学館・読売テレビ・サンライズ 2000&2009  
© Sammy ©RODEO



January  
Enterrise  
**Pachislot Monster  
Hunter: KYOURYU  
SENSEN**  
On sale

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February  
Bisty  
**EVANGELION  
- WISH OF VICTORY**  
On sale

製造元/株式会社ビステイ 総発売元/フィールズ株式会社 ©カール



Spring  
Bisty  
**PACHI-SLOT MOBILE  
SUIT Z GUNDAM**  
On sale

©創通・サンライズ 総発売元/フィールズ株式会社  
製造元/株式会社ビステイ

3.2015

3.2016

3.2017

Regarding the titles of pachinko/pachislot machines for which the number of machines sold was less than 10,000, the number of machines sold is not disclosed. The above line-up omits information on the Amadigi-type and reuse-type machines.  
Please refer to pages 18-21 for details on titles launched in the year ended March 31, 2001 and the year ending March 31, 2017.

History of Pachinko General Sales: number of sales machines by affiliated manufacturer (3.2001-3.2010)

		3. 2001	3. 2002	3. 2003	3. 2004	3. 2005	3. 2006	3. 2007	3. 2008	3. 2009	3. 2010
Bisty	Title	-	-	-	1	4	5	5	5	4	4
	Number of sales	-	-	-	4,151	169,037	262,806	292,905	217,526	170,883	286,877
OK!!	Title	-	-	-	-	-	-	-	-	-	-
	Number of sales	-	-	-	-	-	-	-	-	-	-
Mizuho/Macy	Title	-	-	-	-	-	-	-	-	-	-
	Number of sales	-	-	-	-	-	-	-	-	-	-
NANASHOW	Title	-	-	-	-	-	-	-	-	-	-
	Number of sales	-	-	-	-	-	-	-	-	-	-
Daiichi	Title	-	-	-	-	-	-	-	-	-	-
	Number of sales	-	-	-	-	-	-	-	-	-	-

History of Pachislot General Sales: number of sales machines by affiliated manufacturer (3.2001-3.2010)

		3. 2001	3. 2002	3. 2003	3. 2004	3. 2005	3. 2006	3. 2007	3. 2008	3. 2009	3. 2010
RODEO	Title	2	4	5	6	3	2	3	5	3	2
	Number of sales	32,904	155,263	176,436	153,538	165,134	159,222	42,818	86,182	29,811	28,762
Bisty	Title	-	-	-	1	2	1	5	3	2	2
	Number of sales	-	-	-	5,622	19,053	22,952	73,714	112,439	91,204	76,179
Enterrise	Title	-	-	-	-	-	-	-	-	-	1
	Number of sales	-	-	-	-	-	-	-	-	-	2,498
Mizuho/Macy	Title	-	-	-	-	-	-	-	-	-	-
	Number of sales	-	-	-	-	-	-	-	-	-	-
NANASHOW	Title	-	-	-	-	-	-	-	-	-	-
	Number of sales	-	-	-	-	-	-	-	-	-	-
D-light	Title	-	-	-	-	-	-	-	-	-	-
	Number of sales	-	-	-	-	-	-	-	-	-	-

\*Number of titles sold includes only major titles \*Number of machines sold is the cumulative number of machines sold by each manufacturer

## History of Pachinko General Sales: number of sales machines by affiliated manufacturer (3.2011-3.2017)

		3. 2011	3. 2012	3. 2013	3. 2014	3. 2015	3. 2016	Q1-Q3 2017.3	Total
Bisty	Title	2	2	1	3	2	2	2	42
	Number of sales	236,505	181,776	48,216	111,868	159,778	90,684	47,916	2,280,928
OK!!	Title	-	-	1	2	1	1	0	5
	Number of sales	-	-	32,437	28,790	114,597	5,010	3,304	184,138
Mizuho/Macy	Title	-	-	-	-	1	3	0	4
	Number of sales	-	-	-	-	4,898	39,623	73	44,594
NANASHOW	Title	-	-	-	-	-	-	1	1
	Number of sales	-	-	-	-	-	-	2,396	2,396
Daiichi	Title	-	-	-	-	-	1	1	2
	Number of sales	-	-	-	-	-	8,636	14,015	22,651

## History of Pachislot General Sales: number of sales machines by affiliated manufacturer (3.2011-3.2017)

		3. 2011	3. 2012	3. 2013	3. 2014	3. 2015	3. 2016	Q1-Q3 2017.3	Total
RODEO	Title	3	3	2	2	1	0	1	47
	Number of sales	121,691	81,820	104,549	26,505	42,566	0	4,416	1,386,151
Bisty	Title	2	2	3	3	0	3	0	29
	Number of sales	70,080	81,754	65,876	61,762	20	54,341	5	735,001
Enterrise	Title	1	1	1	2	1	2	2	11
	Number of sales	16,119	7,264	47,889	72,085	24,467	42,825	35,670	248,817
Mizuho/Macy	Title	-	-	-	1	0	0	0	1
	Number of sales	-	-	-	54,127	66	0	0	54,193
NANASHOW	Title	-	-	-	-	1	2	2	5
	Number of sales	-	-	-	-	20,084	14,990	6,321	41,395
D-light	Title	-	-	-	-	-	3	1	4
	Number of sales	-	-	-	-	-	9,131	3,169	12,300

\*Number of titles sold includes only main spec machines \*Number of machines sold is the cumulative number of machines sold by each manufacturer

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

## History of Pachinko General Sales: number of sales machines by title (3.2001-3.2018)

Bisty				OK!!				
	FY	Title	Number of sales		FY	Title	Number of sales	
1	3. 2004	CR FEVER KUNG-FU GAL	14,000	1	3. 2013	New-century Pachinko GHOST IN THE SHELL: STAND ALONE COMPLEX MAX type	-	
2	3. 2005	CR Kahara Tomomi to Minashigo Hatchi	41,000	2	3. 2014	New-century Pachinko GHOST IN THE SHELL: STAND ALONE COMPLEX Middle type	26,000	
3		CR Neon Genesis Evangelion	124,000	3		Pachinko Onimusha: Dawn of Dreams	33,000	
4		CR Circuit e ikou!	11,000	4	3. 2015	New-century Pachinko BERSERK	23,000	
5		CR FEVER TWINS	-	5		Pachinko Onimusha: Dawn of Dreams Light Version	-	
6		3. 2006	CR Neon Genesis Evangelion: Second Impact	161,000	6	3. 2016	Pachinko Ultra Battle Retsuden	80,000
7	CR Ashita ga arusa Yoshimoto World		38,000	7	Pachinko Marvel's Avengers		-	
8	CR Marilyn Monroe		39,000	8	3. 2017	Pachinko GANTZ	On sale	
9	CR Iijima Naoko no Casino Bisty		21,000					
10	CR Daimajin		10,000					
11	3. 2007	CR Neon Genesis Evangelion—Kiseki no Kachiwa	187,000					
12		CR WINK	11,000					
13		CR Aya Matsuura	40,000					
14		CR Otoko Ippiki Gaki Daisho	-					
15		CR Shin Sangoku Musou	27,000					
16	3. 2008	CR Neon Genesis Evangelion —The Angels Are Back Again	199,000					
17		CR Tomb Raider	-					
18		CRA Felix the Cat	-					
19		CR The Mask of Zorro	-					
20		CR LOONEY TUNES BIA	-					
21	3. 2009	CR Mystic Blue	-					
22		CR King Kong	21,000					
23		CR Seven Samurai	82,000					
24		CR A Morning Musume	-					
25		CR A Neon Genesis Evangelion Premium Model	51,000					
26	3. 2010	CR Neon Genesis Evangelion—The Beginning and the End	237,000					
27		CR Iron Chef	-					
28		CR GTO	-					
29		CR Neon Genesis Evangelion —The Angels Are Back Again YF	24,000					
30		CR Shimizu no Jirocho—The Bonds of Life	11,000					
31	3. 2011	CR Kung Fu Panda	11,000					
32		CR Evangelion —Evangelical of the beginnings Light ver.	-					
33		CR Shimizu no Jirocho Light ver.	-					
34		CR Evangelion —Evangelical of the Beginnings	205,000					
35	3. 2012	CR Evangelion 7	100,000					
36		CR The story of ayumi hamasaki Sweet/Light Version	11,000					
37		CR The story of ayumi hamasaki —introduction	72,000					
38	3. 2013	Evangelion 7 Smile Model	12,000					
39		CR Sengoku BASARA 3 —The Battle of Sekigahara	16,000					
40		EVA Light III	16,000					
41	3. 2014	CR EVANGELION 8 Premium Battle	12,000					
42		CR TEKKEN	18,000					
43		CR EVANGELION 8	75,000					
44		CR Beyond the Heavens	-					
45	3. 2015	CR TEKKEN LIGHT VERSION	-					
46		CR EVANGELION 8 Extreme Battle	20,000					
47		CR ayumi hamasaki 2	23,000					
48		CR EVANGELION 9	103,000					
49		CR EVANGELION 9 Amadigi	13,000					
50	3. 2016	CR EVANGELION 9 Type zero ver.	-					
51		CR Martian Successor NADESICO	-					
52		CR EVANGELION X	53,000					
53		CR EVANGELION 9 Type zero 199 ver.	-					
54		CR Martian Successor NADESICO Light ver.	-					
55	CR EVANGELION X PREMIUM MODEL	12,000						
56	3. 2017	CR TEKKEN 2 Toushin ver.	15,000					
57		CR EVANGELION 9 180ver.	-					
58		CR EVANGELION 10 SPEED IMPACT	12,000					
59		CR EVANGELION – Time to Rise	On sale					
60		CR TEKKEN 2 Fujin ver.	On sale					

Mizuho			
	FY	Title	Number of sales
1	3. 2015	CR BATMAN	-
2	3. 2016	CR Million GOD RISING	22,000
3		CR Midoridon Hanabi DE Buon giorno	10,000
4	3. 2017	CR Million GOD RISING—ZEUS Returns—	-
5		CR Tengen Toppa Gurren Lagann	-
6		CR Midoridon Hanabi DE Buon giorno 1/99ver.	-

Daiichi			
	FY	Title	Number of sales
1	3. 2016	CR Sakigake Otokojuku	-
2		CR Sakigake OtokojukuLight Ver.	-
3	3. 2017	CR MAJESTIC PRINCE	13,000

NANASHOW			
	FY	Title	Number of sales
1	3. 2017	CR The Amazing Spider-Man	-
2	3. 2018	THE GENIE FAMILY	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 was not disclosed.

## History of Pachinko General Sales: number of sales machines by title (3.2001-3.2018)

RODEO			
	FY	Title	Number of sales
1	3. 2001	INDY JAWS 2	23,000
2		Gamera	29,000
3	3. 2002	Ichigeki Teio 2	17,000
4		Salaryman Kintaro	118,000
5		DOUBLE CHALLENGE	31,000
6		Oo-Gamera	32,000
7	3. 2003	KAZENOYOUJINBOU	53,000
8		SNOW KING	-
9		Salaryman Kintaro S	-
10		CLUB RODEO T	43,000
11		Ginginmaru	31,000
12	3. 2004	Gamera -High Grade Vision	61,000
13		WANTOUCHABLE (Sammy)	-
14		JET SET RADIO	22,000
15		Charlie's Angels FT	-
16		Sloter Kintaro	52,000
17		Yajyu	14,000
18	3. 2005	Onimusha 3	120,000
19		Kaiji	29,000
20		Umematsu Dynamite Wave!	36,000
21	3. 2006	Ore no Sora	125,000
22		Dokonjo Gaeru	-
23	3. 2007	Sakigake! Otoko Juku	17,000
24		PREMIUM Dynamite	-
25		Dokaben	-
27	3. 2008	Virtua Fighter	10,000
28		The Mask of Zorro	-
29		Cream Stew	-
30		Devil May Cry 3	48,000
31	3. 2009	Kaiji Act 2	18,000
32		Tenchi wo Kurau	-
33		Sonic Live	-
34	3. 2010	Onimusha: Dawn of Dreams	90,000
35		Hono-no Nekketsu Kyoshi	-
36	3. 2011	Gravion	-
37		Ore no Sora—Spirit of Young Justice	38,000
38		Gamera	13,000
39	3. 2012	Pachislot Monster Hunter	96,000
40		Rahxephon	-
41		Kaze no Youjinbou—Memory of Butterflies	23,000
42	3. 2013	Pachislot Shin-Onimusha Sairin	41,000
43		SAKIGAKE OTOKOJUKU—TENCHO-GORIN THE FINAL	24,000
44	3. 2014	Kaiji3	25,000
45	3. 2015	Salaryman Kintaro Syusse Kaido	42,000
46	3. 2017	Pachislot INUYASHA	-

Bisty			
	FY	Title	Number of sales
1	3. 2004	KAIZOKU	-
2	3. 2005	Dai Yamato	12,000
3		Fever Natsumatsuri	-
4	3. 2006	Neon Genesis Evangelion	23,000
5	3. 2007	SHERLOCK HOUND	-
6		GTO	-
7		ROCKY BALBOA	-
8		Tomb Raider	60,000
9		Lord of the Rings	-
10	3. 2008	Beach Club	-
11		Neon Genesis Evangelion—'Magokoro wo Kimini'	99,000
12		Morning Musume	-
13	3. 2009	KING KONG	-
14		Neon Genesis Evangelion—That time has come, now they're waiting for us	90,000
15	3. 2010	Saturday Night Fever	-
16		Neon Genesis Evangelion—Die Spur der SEELE	84,000
17	3. 2011	MOBASLO Evangelion—for your own wish	77,000
18		Magical Shopping Arcade Abenobashi	-
19	3. 2012	Evangelion—the Heartbeat of Life	46,000
20		SAMURAI 7	13,000
21	3. 2013	EVANGELION	57,000
22		Yaoh	-
23		GTO Limit Break	-
24	3. 2014	Evangelion—Ketsui no Toki	13,000
25		MOBILE SUIT GUNDAM	25,000
26		PACHISLOT ULTRAMAN WARS	23,000
27	3. 2016	EVANGELION—Spear of Hope	26,000
28		EVANGELION—Tamashii wo Tsunagumono	15,000
29		MOBILE SUIT GUNDAM Awakening—Chained battle—	12,000
30	3. 2017	EVANGELION—WISH OF VICTORY	On sale
31	3. 2018	PACHI-SLOT MOBILE SUIT Z GUNDAM	On sale

Enterrise			
	FY	Title	Number of sales
1	3. 2010	VIEWTIFUL JOE	-
2	3. 2011	Sengoku BASARA 2	16,000
3	3. 2012	Street Fighter IV	-
4	3. 2013	Resident Evil 5	48,000
5	3. 2014	Pachislot Monster Hunter: Gekka Raimei	45,000
6		Devil May Cry 4	25,000
7	3. 2015	Pachislot Sengoku BASARA 3	20,000
8	3. 2016	Resident Evil 6	37,000
9		ASURA'S WRATH	-
10	3. 2017	Super Street Fighter IV Pachislot Edition	-
11		DEVIL MAY CRY X	15,000
12		Pachislot Monster Hunter: KYOURYU SENSEN	On sale


















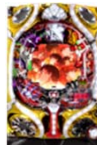







Mizuho			
	FY	Title	Number of sales
1	3. 2014	ANOTHER GOD HADES	54,000

NANASHOW			
	FY	Title	Number of sales
1	3.2015	Pachislot BERSERK	20,000
2	3. 2016	PACHISLOT NINJA GAIDEN	12,000
3		Pachislot Ultraman	-
4	3. 2017	Pachislot ALIEN BALTAN	-
5		Pachislot LOAD of VERMILION	-

D-light			
	FY	Title	Number of sales
1	3. 2016	MAJESTIC PRINCE	-
2		HIGURASHI NO NAKUKORONI—KIZUNA	-
3		Oh My Goddess!	-
4	3. 2017	Pachislot GARGANTIA ON THE VERDUROUS PLANET	-












\*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.

# Change of “Evangelion” Series: Pachinko Machines

	Sales title	Type less reliant on gambling nature/reused machines	Series of machine sales (by period)		Sales title	Type less reliant on gambling nature/reused machines	Series of machine sales (by period)
3. 2005	 <b>Neon Genesis Evangelion</b> Dec. 2004 (124,000 machines)		<u>98,000 machines</u>	3. 2014	 <b>EVANGELION 8</b> Jul. 2013 (75,000 machines)	 <b>Premium Battle</b> Jan. 2014 (12,000 machines)	<u>88,000 machines</u>
3. 2006	 <b>Second Impact</b> Feb. 2006 (161,000 machines)		<u>150,000 machines</u>	3. 2015	 <b>EVANGELION 9</b> Dec. 2014 (103,000 machines)	 <b>Extreme Battle</b> Jul. 2014 (20,000 machines)	<u>131,000 machines</u>
3. 2007	 <b>Kiseki no Kachiwa</b> Feb. 2007 (187,000 machines)		<u>206,000 machines</u>		 <b>Premium Amadigi Ver.</b> Feb. 2015 (13,000 machines)	 <b>EVANGELION 9 Middle Ver.</b> Feb. 2015	
3. 2008	 <b>The Angels Are Back Again</b> Jan. 2008 (199,000 machines)		<u>206,000 machines</u>		 <b>EVANGELION X</b> Sep. 2015. (53,000 machines)	 <b>EVANGELION 9 Type zero ver.</b> May 2015	
3. 2009		 <b>Premium Model</b> May 2008 (51,000 machines)	<u>63,000 machines</u>	3. 2016	 <b>EVANGELION 9 Type zero 199ver.</b> Dec. 2015	 <b>PREMIUM MODEL</b> Feb. 2016 (12,000 machines)	<u>84,000 machines</u>
3. 2010	 <b>The Beginning and the End</b> Apr. 2009 (237,000 machines)	 <b>The Angels Are Back Again YF</b> Jan. 2010 (24,000 machines)	<u>259,000 machines</u>		 <b>Time to Rise</b> Dec. 2016 <u>On sale</u>	 <b>180Ver.</b> Sep. 2016	
3. 2011	 <b>Evangelical of the Beginnings</b> Jun. 2010 (205,000 machines)	 <b>Evangelical of the Beginnings Light ver.</b> Nov. 2010	<u>215,000 machines</u>	3. 2017	 <b>SPEED IMPACT</b> Sep. 2016 (12,000 machines)		
3. 2012	 <b>Evangelion 7</b> Jan. 2012 (100,000 machines)		<u>97,000 machines</u>				
3. 2013		 <b>EVA Light III</b> May 2012 (16,000 machines)  <b>Smile Model</b> Dec. 2012 (12,000 machines)	<u>31,000 machines</u>				

\* Figures have been rounded down to the nearest thousand.  
\* Figures in parentheses ( ) indicate the number of machines sold per title (sales of less than 10,000 machines are not disclosed)

## Change of “Evangelion” Series: Pachislot Machines

	Sales title	Series of machine sales (by period)		Sales title	Series of machine sales (by period)
3. 2006	 <b>Neon Genesis Evangelion</b> Sep. 2005 (23,000 machines)	<u>22,000</u> machines	3. 2014	 <b>Ketsui no Toki</b> Feb. 2014 (13,000 machines)	<u>13,000</u> machines
3. 2007		-	3. 2015		-
3. 2008	 <b>Magokoro wo Kimini</b> Jul. 2007 (99,000 machines)	<u>99,000</u> machines	3. 2016	 <b>Spear of Hope</b> Jun. 2015 (26,000 machines)	<u>41,000</u> machines
3. 2009	 <b>That time has come, they're waiting for us</b> Sep. 2008 (90,000 machines)	<u>90,000</u> machines		 <b>Tamashii wo Tsunagumono</b> Dec. 2015 (15,000 machines)	
3. 2010	 <b>Die Spur der SEELE</b> Mar. 2010 (84,000 machines)	<u>74,000</u> machines	3. 2017	 <b>WISH OF VICTORY</b> Feb. 2017 On sale	-
3. 2011	 <b>For your own wish</b> Mar. 2011 (77,000 machines)	<u>65,000</u> machines			
3. 2012	 <b>The Heartbeat of Life</b> Feb. 2012 (46,000 machines)	<u>69,000</u> machines			
3. 2013	 <b>EVANGELION</b> Feb. 2013 (57,000 machines)	<u>56,000</u> machines			

## 4. Pachinko/Pachislot Machines Sales

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P.25 Number of Pachinko/Pachislot Machines Sold



P.26 Change in the Number of Pachinko/Pachislot Machines Sold (Graph)



P.27 Number of Pachinko/Pachislot Machines Sales (Details)  
Cumulative Number of Pachinko/Pachislot Series Sold (by Main IP)



# Number of Pachinko/Pachislot Machines Sold

## 【 By Pachinko/Pachislot Brand 】

(Unit: Machines)

	Year Ended March 31, 2016					Year Ending March 31, 2017					
	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	Q3	Q1-Q3	Q4	Full-Year
<b>&lt; Pachinko machines &gt;</b>											
Bisty	9,092	15,344	44,617	21,631	90,684	2,798	16,441	28,677	47,916		
OK!!	1,365	-	-	3,645	5,010	2,345	-	959	3,304		
Mizuho *1	86	22,022	12,593	4,922	39,623	73	-	-	73		
Daiichi	-	7,275	-	1,361	8,636	14,015	-	-	14,015		
NANASHOW	-	-	-	-	-	2,396	-	-	2,396		
Others	5,141	4,629	4,749	4,061	18,580	3,050	3,594	3,656	10,300		
<b>I) Total number of pachinko machines sold</b>	<b>15,684</b>	<b>49,270</b>	<b>61,959</b>	<b>35,620</b>	<b>162,533</b>	<b>24,677</b>	<b>20,035</b>	<b>33,292</b>	<b>78,004</b>		
<b>&lt; Pachislot machines &gt;</b>											
RODEO	-	-	-	-	-	-	-	4,416	4,416		
Bisty	23,967	2,609	14,794	12,971	54,341	5	-	-	5		
NANASHOW	116	-	-	14,874	14,990	1,995	173	4,153	6,321		
Enterrise	2,670	37,205	2,950	-	42,825	5,537	15,011	15,122	35,670		
D-light	-	-	4,510	4,621	9,131	3,167	2	-	3,169		
Others	1,972	1,038	1,783	802	5,595	1,401	1,050	655	3,106		
<b>II) Total number of pachislot machines sold</b>	<b>28,725</b>	<b>40,852</b>	<b>24,037</b>	<b>33,268</b>	<b>126,882</b>	<b>12,105</b>	<b>16,236</b>	<b>24,346</b>	<b>52,687</b>		
<b>I) + II) Total number of pachinko/pachislot machines sold</b>	<b>44,409</b>	<b>90,122</b>	<b>85,996</b>	<b>68,888</b>	<b>289,415</b>	<b>36,782</b>	<b>36,271</b>	<b>57,638</b>	<b>130,691</b>		

\*1 Mizuho includes Marcy.

## 【 Major Sales Title 】

(Unit: Machines)

Release	Brand	Title	Q1	Q2	Q3	Q4	Full-Year
<b>&lt; Pachinko machines &gt;</b>							
Apr. 2016	OK!!	Pachinko Marvel's Avengers	-	-	-	-	-
Apr. 2016	Daiichi	CR MAJESTIC PRINCE	13,000	-	-	-	13,000
Apr. 2016	NANASHOW	CR The Amazing Spider-Man	-	-	-	-	-
Aug. 2016	Bisty	CR TEKKEN 2 Toushin ver.	-	14,000	-	-	15,000
Sep. 2016	Bisty	CR EVANGELION 9 180ver.	-	-	-	-	-
Sep. 2016	Bisty	CR EVANGELION 10 SPEED IMPACT	-	-	10,000	-	12,000
Dec. 2016	Bisty	CR EVANGELION – Time to Rise	-	-	-	On sale	-
Jan. 2017	OK!!	Pachinko GANTZ	-	-	-	On sale	-
Jan. 2017	Bisty	CR TEKKEN 2 Fujin ver.	-	-	-	On sale	-
Apr. 2017	NANASHOW	THE GENIE FAMILY	-	-	-	On sale	-
<b>&lt; Pachislot machines &gt;</b>							
Apr. 2015	Enterrise	Super Street Fighter IV Pachislot Edition	-	-	-	-	-
May 2016	D-light	Pchislot GARGANTIA ON THE VERDUROUS PLANET	-	-	-	-	-
Jun. 2016	NANASHOW	Pachislot ALIEN BALTAN	-	-	-	-	-
Jul. 2016	Enterrise	DEVIL MAY CRY X	-	15,000	-	-	15,000
Oct. 2016	NANASHOW	Pachislot LOAD of VERMILION	-	-	-	-	-
Dec. 2016	RODEO	Pachislot INUYASHA	-	-	-	-	-
Jan. 2017	Enterrise	Pachislot Monster Hunter: KYOURYU SENSEN	-	-	-	On sale	-
Feb. 2017	Bisty	EVANGELION – WISH OF VICTORY	-	-	-	On sale	-
Spring 2017	Bisty	PACHI-SLOT MOBILE SUIT Z GUNDAM	-	-	-	On sale	-

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

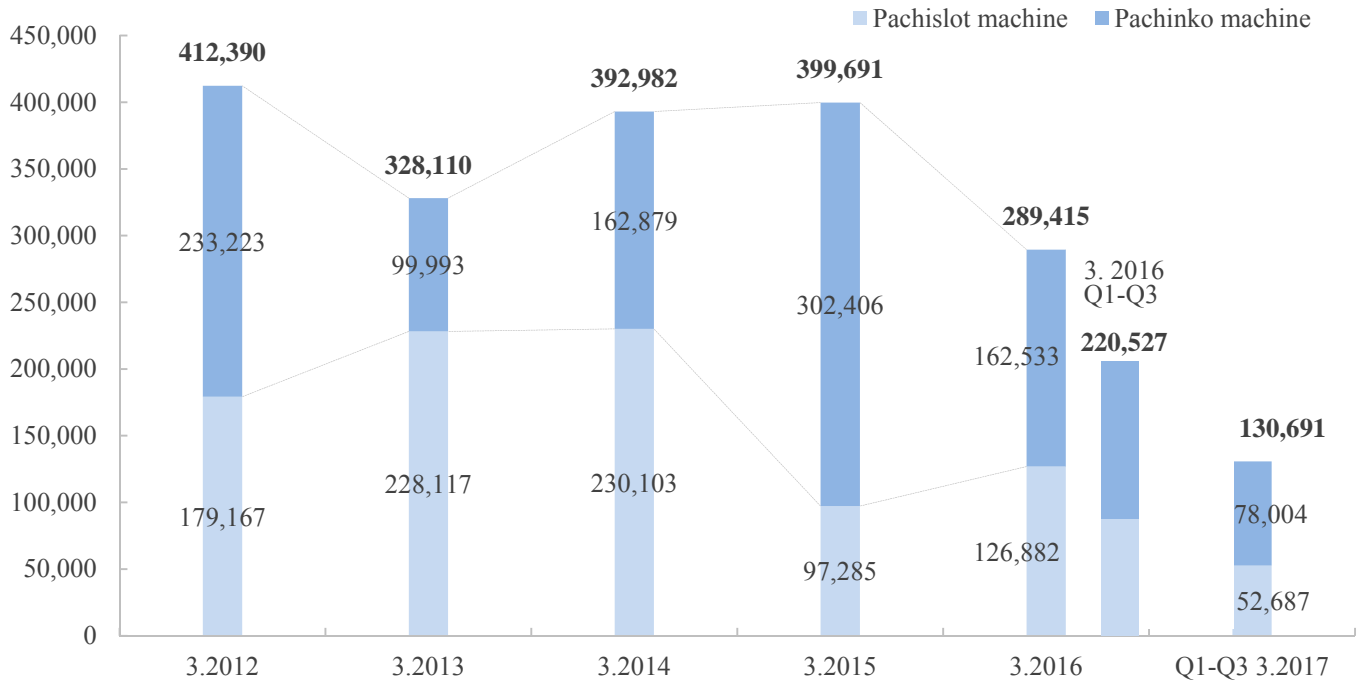
Figures have been rounded to the nearest thousand.

\* 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)

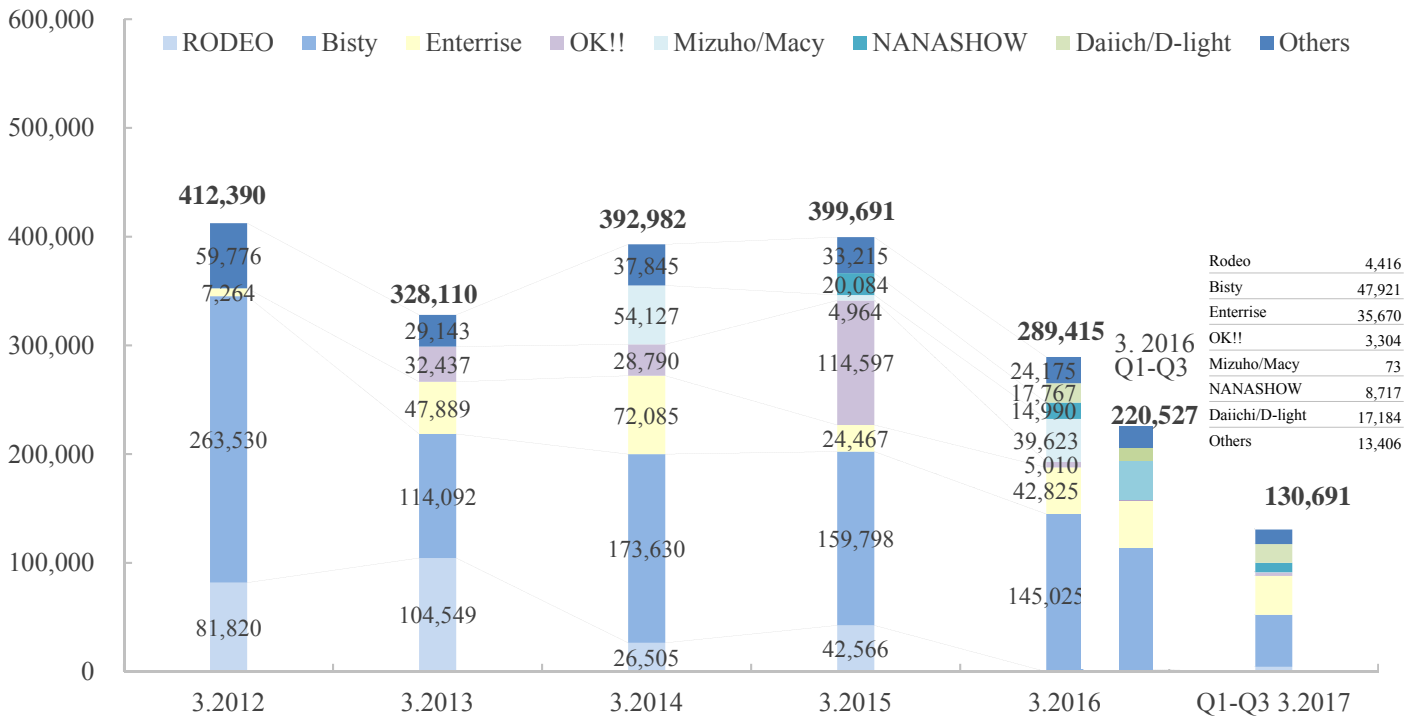
## 【 By Pachinko/Pachislot Machines 】

(Unit: Machines)



## 【 By Pachinko/Pachislot Brand 】

(Unit: Machines)



# Number of Pachinko/Pachislot Machines Sold (Details)

(Unit: Machines)

	3. 2012			3. 2013			3. 2014			3. 2015			3. 2016			3. 2017	
	H1	H2	Full	H1	H2	Full	H1	H2	Full	H1	H2	Full	H1	H2	Full	H1	Full
Number of machines sold	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	154,884	289,415	73,053	
■ Sales ratio																	
Pachinko	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	97,579	162,533	44,712	
	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%	63.0%	56.2%	61.2%	
Pachislot	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	57,305	126,882	28,341	
	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%	37.0%	43.8%	38.8%	
■ Agency/Distribution sales ratio																	
Agency sales	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	77,528	113,816	27,869	
	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%	50.1%	39.3%	38.1%	
Distribution sales	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	77,356	175,599	45,184	
	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%	49.9%	60.7%	61.9%	
■ Direct/Indirect sales ratio																	
Direct sales	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	126,307	236,377	60,805	
	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%	81.5%	81.7%	83.2%	
Indirect sales	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	28,577	53,038	12,248	
	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%	18.5%	18.3%	16.8%	

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

(As of December 31, 2016)

	“Evangelion” series	“Game IP” series	“Hiroshi Motomiya’s works” series	“Comics, animation IP” series	“Ultraman” series
■ Major titles					
Pachinko machines	• EVANGELION X • CR EVANGELION – Time to Rise	• Onimusha: Dawn of Dream • TEKKEN	• Salaryman Kintaro • Ore no Sora	• GANTZ • Tengen Toppa Gurren Lagann	• Ultra Battle Retsuden
Pachislot machines	• Spear of Hope • Tamashii wo Tsunagumono	• Monster Hunter • Resident Evil 6	• Salaryman Kintaro • Ore no Sora	• MOBILE SUIT GUNDAM • MAJESTIC PRINCE	• ULTRAMAN WARS • Ultraman
■ Cumulative titles sold					
Pachinko machines	11	10	3	19	1
Pachislot machines	10	23	8	29	3
<b>Total</b>	<b>21</b>	<b>33</b>	<b>11</b>	<b>48</b>	<b>4</b>
■ Cumulative number of units sold (unit: machines)					
Pachinko machines	1,639,000	206,000	82,000	257,000	80,000
Pachislot machines	533,000	721,000	403,000	336,000	27,000
<b>Total</b>	<b>2,173,000</b>	<b>928,000</b>	<b>486,000</b>	<b>594,000</b>	<b>108,000</b>

\* Figures have been rounded to the nearest thousand. The total number of machines sales is not calculated on this sheet.

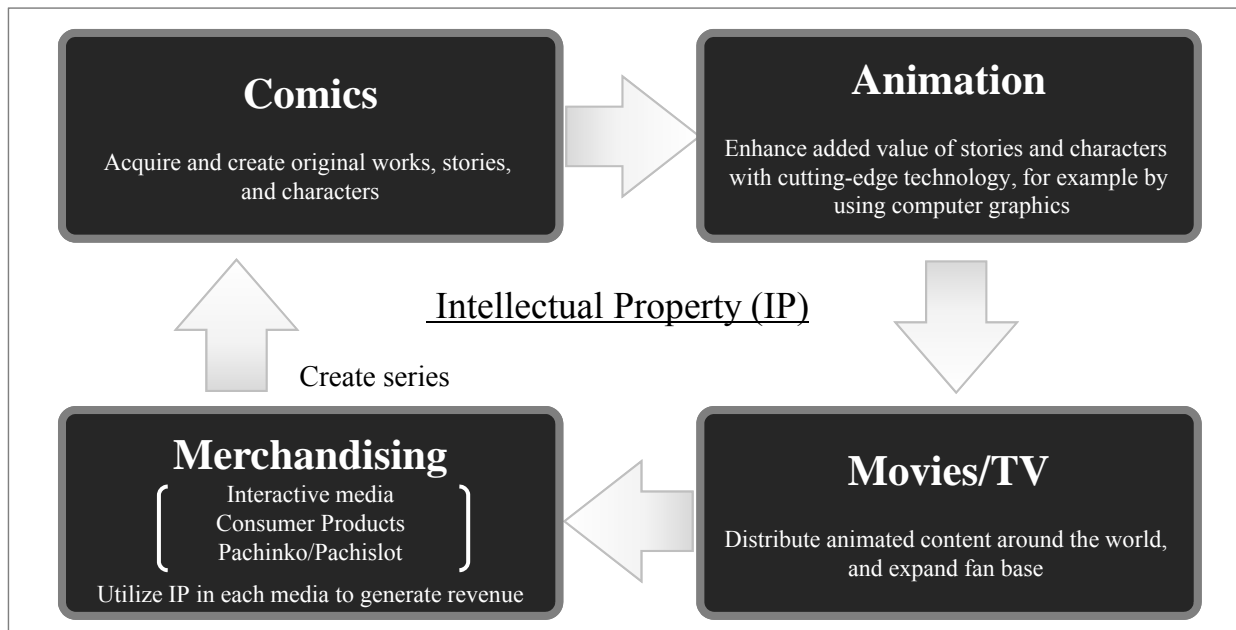
\* Pachinko number of titles sold excludes reused machines and machines with specifications changes.



P.29 Developing Business Model  
Status of IP Development

# Developing Business Model

The Group carries out a cyclical business in which it develops Intellectual Property form the basis of entertainment, such as characters and stories, in cross-media formats including comics, visuals, games and pachinko/pachislot as its medium- to long-term growth strategy.



# Status of IP Development

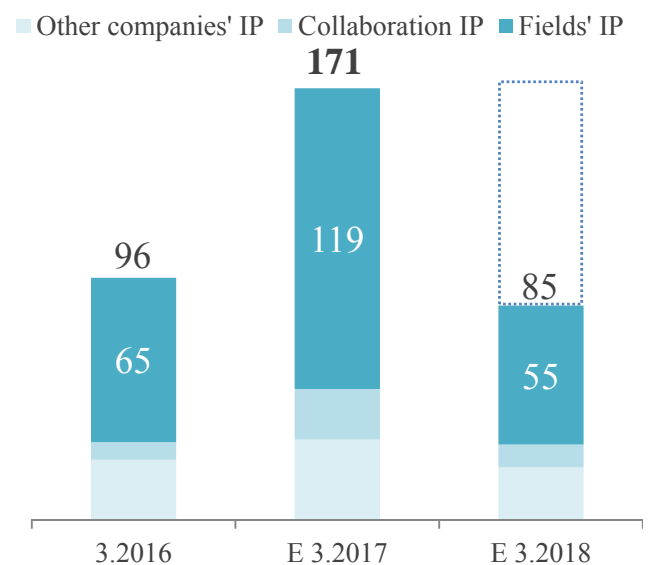
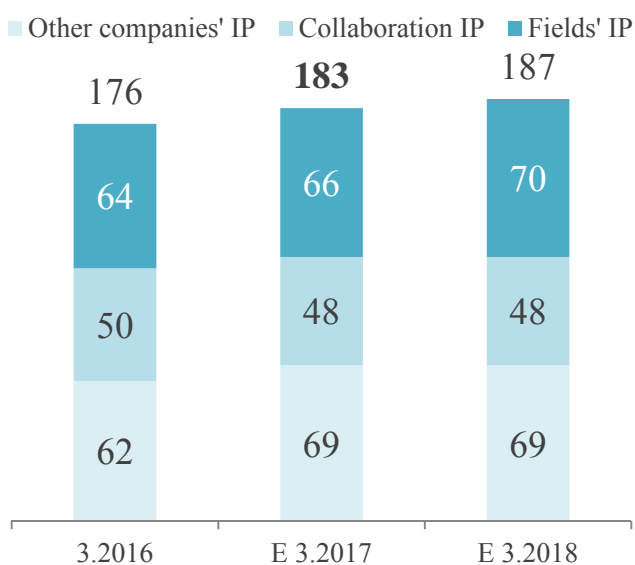
(As of December 31, 2016)

Total number of IP

Total number of media for IP development

(Number of media developments finalized as of December 31, 2016)

(Number of media developments finalized as of December 31, 2016)



\* The creation of our own IP refers primarily to the number of new works published in "HERO'S" Monthly.

\* Media development is mainly comics, visual and merchandising (social game, goods and pachinko/pachislot) etc.

## 6. Market Data

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P.31 Trends in Working Hours  
Trends in Household Consumption



P.32 Trends in Leisure Market  
Trends in the Content Industry

## Trends in Working Hours

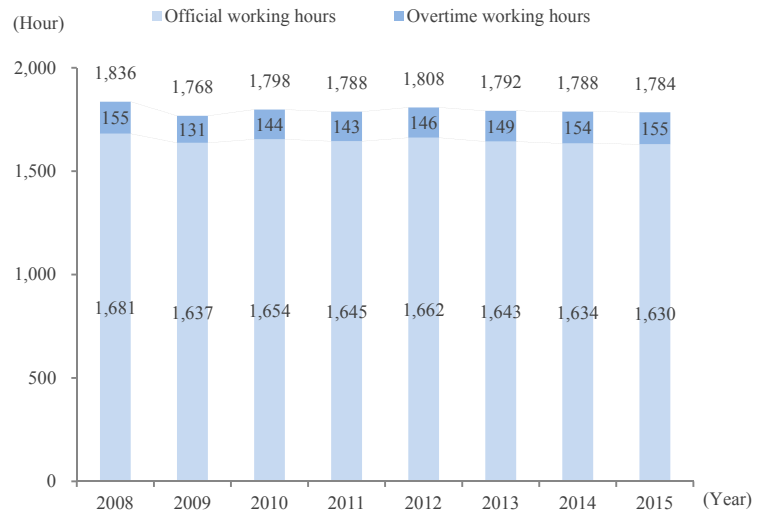
The data is updated by Monthly Labour Survey conducted of Japan's Ministry of Health, Labour and Welfare

According to the Monthly Labor Survey of the Ministry of Health, Labor and Welfare, the annual total actual hours worked in Japan (at establishments with 30 employees or more) was 1,784 hours (0.1% decrease compared with the previous fiscal year), marking the third consecutive year of decrease. Scheduled working hours were 1,630 hours (0.0% increase), flattening out in contrast to the decreases seen over the previous two years.

In addition, non-scheduled hours worked fell slightly to 155 hours (0.3% decrease), in contrast to the increases seen over the previous three years.

The ratio of part-time workers continues to increase, leading to the decrease in working hours.

\*Surveyed offices changed in January 2015, therefore past index figures and rates of change were recalculated retroactively. Consequently, the comparison with the previous fiscal year may not always match calculations made using the figures in the graph.



## Trends in Household Consumption

The data is updated by Family Income and Expenditure Survey conducted by the Ministry of Internal Affairs and Communications

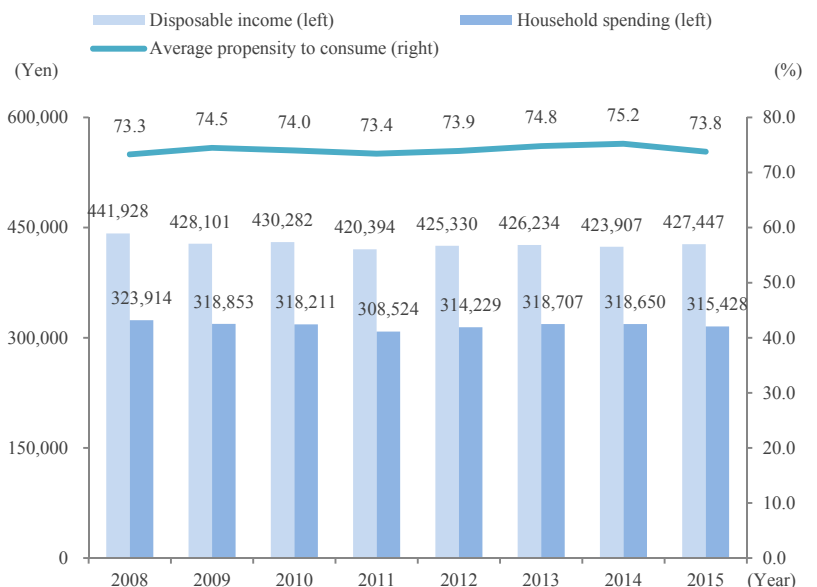
\* Worker household (households of two or more people with average number of people per household of 3.39, excluding agricultural, forestry, and fishing households)  
Household spending (yearly average per month)

According to the Family Income and Expenditure Survey conducted by the Ministry of Internal Affairs and Communications, disposable income per household for employees in 2015 was 427,447 yen (0.8% increase compared with the previous fiscal year, an increase of 3,540 yen).

However, household spending (monthly, averaged over one year) was 315,428 yen (1.0% decrease), marking the second consecutive year of decrease. This was due mainly to the impact of the unseasonal weather on the summer market, although the rate of decrease for 2015 was smaller than that for 2014, when consumption fell after last-minute demand grew ahead of the consumption tax hike.

Average propensity to consume (percentage of the household spending for the disposable income) was 73.8% (1.4% point decrease), making the third consecutive year of decrease.

\* Comparisons with the previous fiscal year are actual values taking into account price fluctuations, so they may not always match those calculated using the figures in the graph.



# Trends in the Leisure Market

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

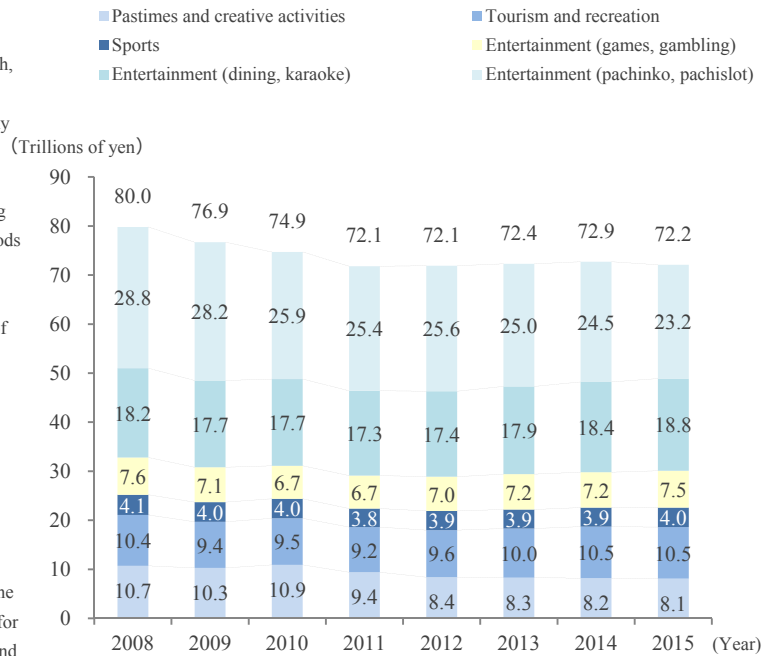
According to the Japan Productivity Center's White Paper on Leisure 2016, Japan's leisure market shrank 1.0% year-over-year to ¥72.299 trillion in 2015. It expanded 1.2% year-over-year, marking three consecutive years of positive growth, if the pachinko and pachislot market, which accounts for a substantial share of the overall leisure market, is excluded. This is largely attributable to continued steady growth in the domestic tourism field and brisk demand for food services and sporting goods.

The sports market expanded 1.9% year-over-year to ¥4.024 trillion, underscoring the recovery trend seen in recent years, backed by strong demand for sporting goods and watching sports events.

The market for pastimes and creative activities shrank 1.0% year-over-year to ¥8.117 trillion. It has contracted for five consecutive years due to a drop in sales of cameras and video cameras as well as books and magazines. However, electronic publishing, subscription-based music distribution services, and video-on-demand services have increased their presence.

The entertainment market shrank 1.5% year-over-year to ¥49.567 trillion, hit by the contraction of the pachinko and pachislot market. Meanwhile, the market for horse, bicycle, and boat racing remained steady, and demand for lotteries, sports lotteries, and food services was also strong.

The tourism and recreation markets inched up 0.6% year-over-year to ¥10.591 trillion, expanding for four consecutive years. This is attributable to the fact that the hotel market and the amusement and theme park market reached an all-time high for three and two consecutive years, respectively, and demand for domestic tourism and train and air trips was also robust.



# Trends in the Content Industry

The data is updated by the Digital Content Association of Japan's White Paper on Digital Content 2016

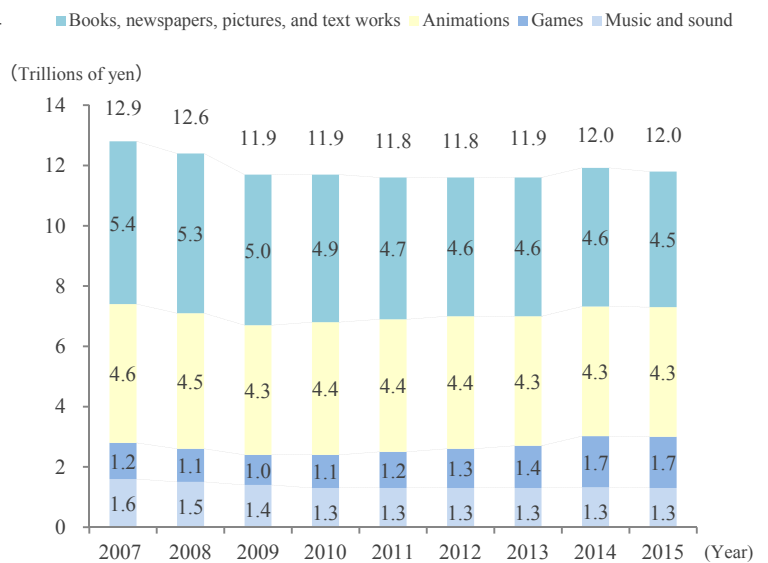
According to the Digital Content Association of Japan's White Paper on Digital Content 2016, the contents industry—comprising Japanese movies, anime, TV shows, games, and books—was worth ¥12.0505 trillion, edging up 0.4% year-over-year.

The animation market edged up 0.7% year-over-year to ¥4.3655 trillion as revenues from network distribution services, stages, movies, and TV broadcasting increased, while package sales continued to decrease.

Revenues from concerts remained strong, growing for eight straight years. Revenues from music distribution services slightly rose, affected by substantial increase in network distribution and decrease in services for feature phones. Package sales were flat from the previous year, while revenues from karaoke and radio-related services declined. As a result, the overall music and sound market remained roughly unchanged from the previous year, up 3.7% year-over-year to ¥1.3861 trillion.

Revenues from online games (those for PCs and smartphones, excluding feature phones) exceeded ¥1 trillion, but their growth slowed down. Package sales, revenues from arcade games and feature phone games remained on a downward trend. As a result, the overall game market shrank 0.9% year-over-year to ¥1.7026 trillion yen, marking its first contraction in six years since 2009.

The market for books, newspapers, pictures, and text works shrank 2.9% year-over-year to ¥3.6769 trillion. While sales of electronic books and magazines expanded significantly, sales of books and magazines fell for nine and 18 consecutive years, respectively.





## 7. Pachinko/Pachislot Market Data



P.34 Trends in Pachinko/Pachislot Market (Editor: Greenbelt)



P.35 Pachinko/Pachislot Market Scale



P.36 Trends in Pachinko/Pachislot Market  
Trends in Pachinko/Pachislot Regulations



P.38 Number of Pachinko Halls and Change in Number of  
Pachinko/Pachislot Machines Installed Per Hall  
Number of Installed Pachinko/Pachislot Machines and  
Annual Turnover Rate



P.39 Unit Sales and Sales Amount of Pachinko/  
Pachislot Machines  
Market Share by Manufacturers



P.40 Monthly Trends of Pachinko Halls  
State of Model Certification Tests

# Trends in Pachinko/Pachislot Market (Editor: Greenbelt)

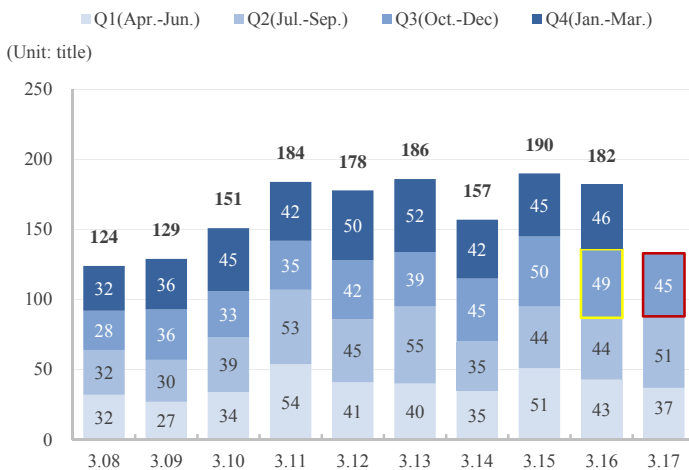
## Trends in the pachinko market

### The number of machines sold in Q1-Q3 reaches 1.3 million, down 15.7% year-on-year

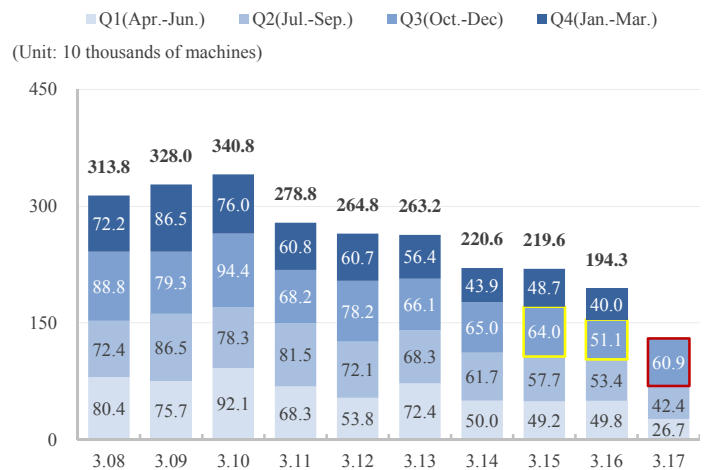
During the third quarter of this period, the number of pachinko titles sold was 45 titles, a decrease of 4 titles (8.2%) from the same quarter of last year. The number of machines in Q1-Q3 (Apr.-Dec.) was 133 titles, a decrease of 3 titles (2.2%) from the same period last year. Efforts were made to recover and remove MAX and other “pachinko machines with possible performance variance from test machines” by the end-of-year deadline, with replacement focusing on major titles. As a result, the number of titles sold in Q1-Q2 was lower than last year’s results.

The number of pachinko machines sold during the third quarter of this period was 609,000, an increase of 98,000 (19.2%) from the same quarter of last year. Buoyed by the removal and replacement of machines, sales broke above the 600,000 machines-level for the first time in eight quarters. However, sales for Q1-Q3 remained at 1.3 million units, a decrease of 243,000 (15.7%). This marks the fourth consecutive year for year-on-year declines in sales for Q1-Q3. This year, the figure also fell well below 1.5 million units. Last year, the full-year figure fell below 2 million units, and it seems almost certain to fall below this mark again this year.

Number of pachinko titles sold



Number of pachinko machines sold



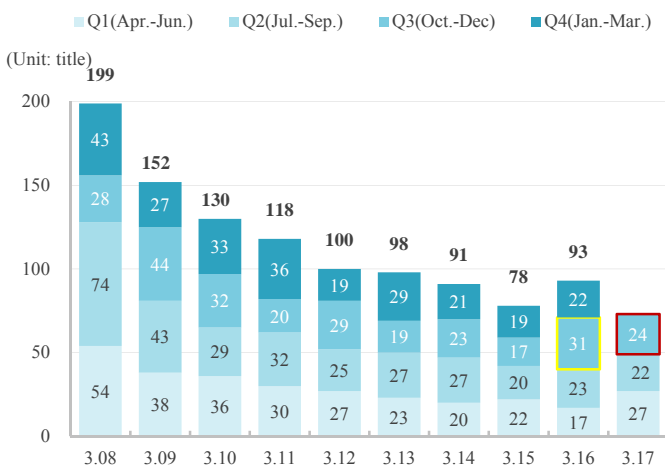
## Trends in the pachislot market

### Number of pachislot machines reaches 683,000 machines, down 18.0% year-on-year despite slight increase in number of titles sold

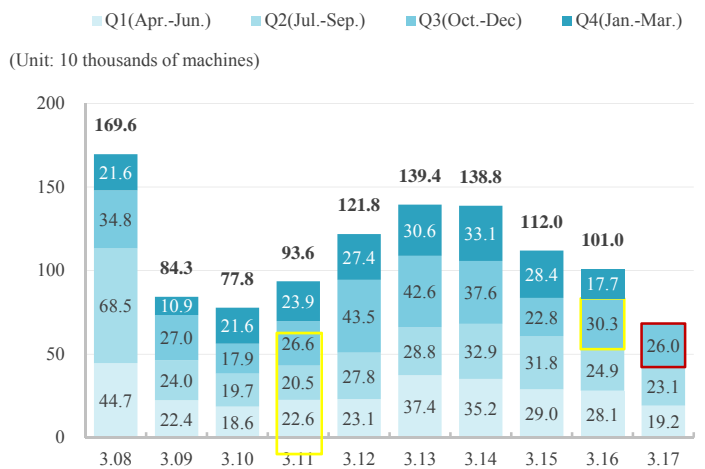
During the third quarter of this period, the number of pachislot titles sold was 24 titles, a decrease of 7 titles (22.6%) from the same quarter last year. Nevertheless the number of machines in Q1-Q3 was 73 titles, an increase of 2 titles (2.8%) from last year’s results. This was the second consecutive year for the third-quarter cumulative total to surpass the previous year’s results. The release of titles for new regulation machines (regulation 5.5 machines) has thus far been stable. New sales will shift to regulation 5.9 machines from the third quarter of next year. Wariness over the reduction in specifications associated with the shift is likely to result in the release of titles for regulation 5.5 machines remaining brisk.

The number of pachislot machines sold during the third quarter was 260,000, a decrease of 43,000 (14.2%) from the same quarter of last year. Q1-Q3 sales was 683,000, a decrease of 150,000 (18.0%). As a result, Q1-Q3 sales fell below the 700,000 for the first time in six years since the period ended March 2011. The switch to regulation 5.5 machines commenced in December 2015. Thirteen months have passed since then, and the cumulative number of units sold during this time has reached 934,000. However, indications have been made about the low contribution to operation (shortening of life), and signs have appeared of halls considering putting off purchases, averse to the weakness of the investment effect (tighter budget).

Number of pachislot titles sold



Number of pachislot machines sold



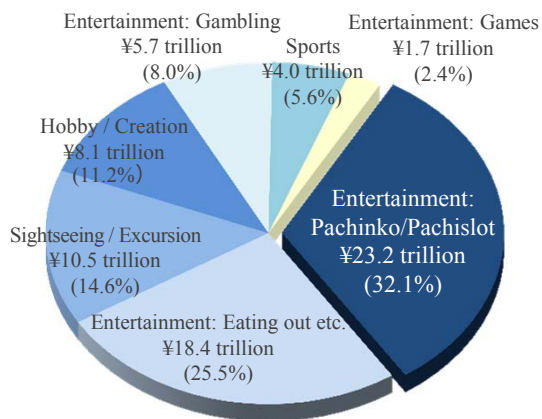
\*The figures of number of machines and titles are reviewed in December 2016

# Pachinko/Pachislot Market Scale

## Market Scale of Pachinko/Pachislot Industry

### FY2015 Japanese Leisure Market

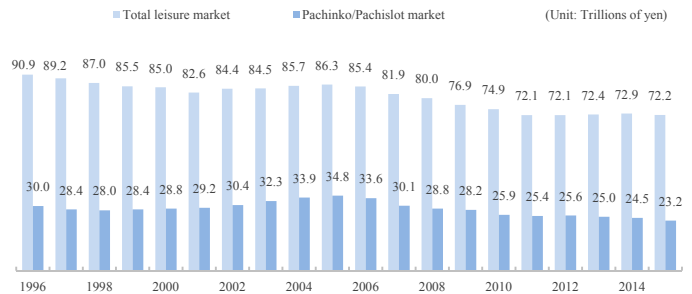
¥72.2 trillion



Pachinko/Pachislot is one of the leading forms of leisure in Japan, being played by about 10.6% of the population in pachinko halls of 11,310 venues

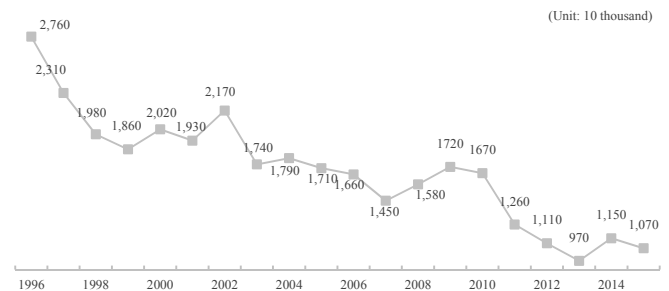
## Change in Pachinko/Pachislot Market Scale

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



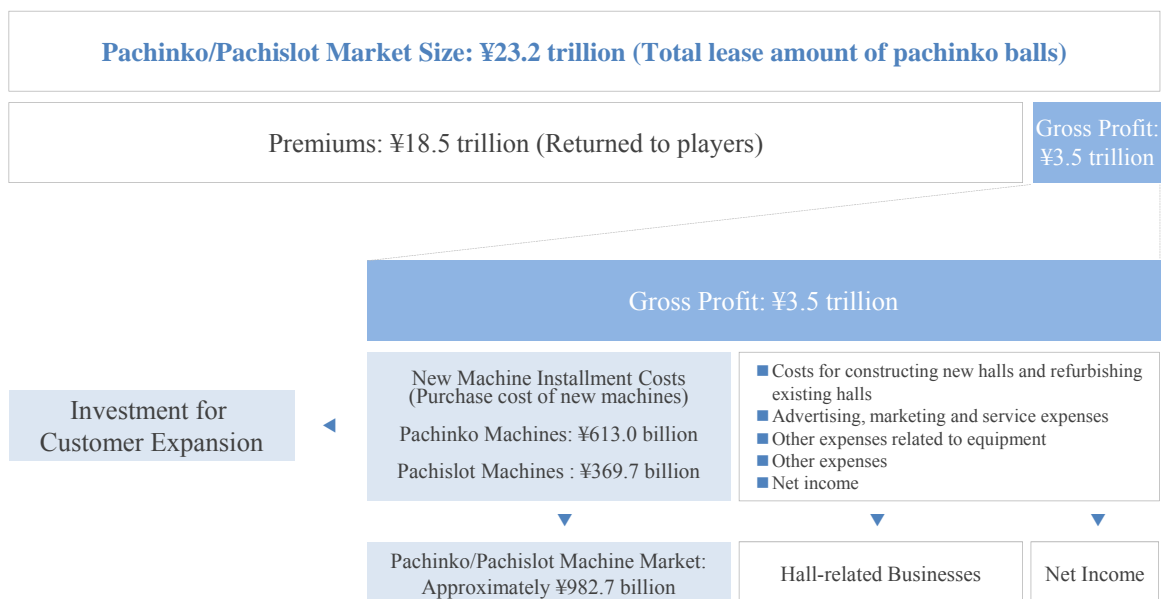
## Change in Number of Pachinko/Pachislot Players

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




\*\*"White Paper on Leisure" has changed the survey method to internet base survey since 2009.

## Income Structure of Pachinko Halls



# Trends in Pachinko/Pachislot Market

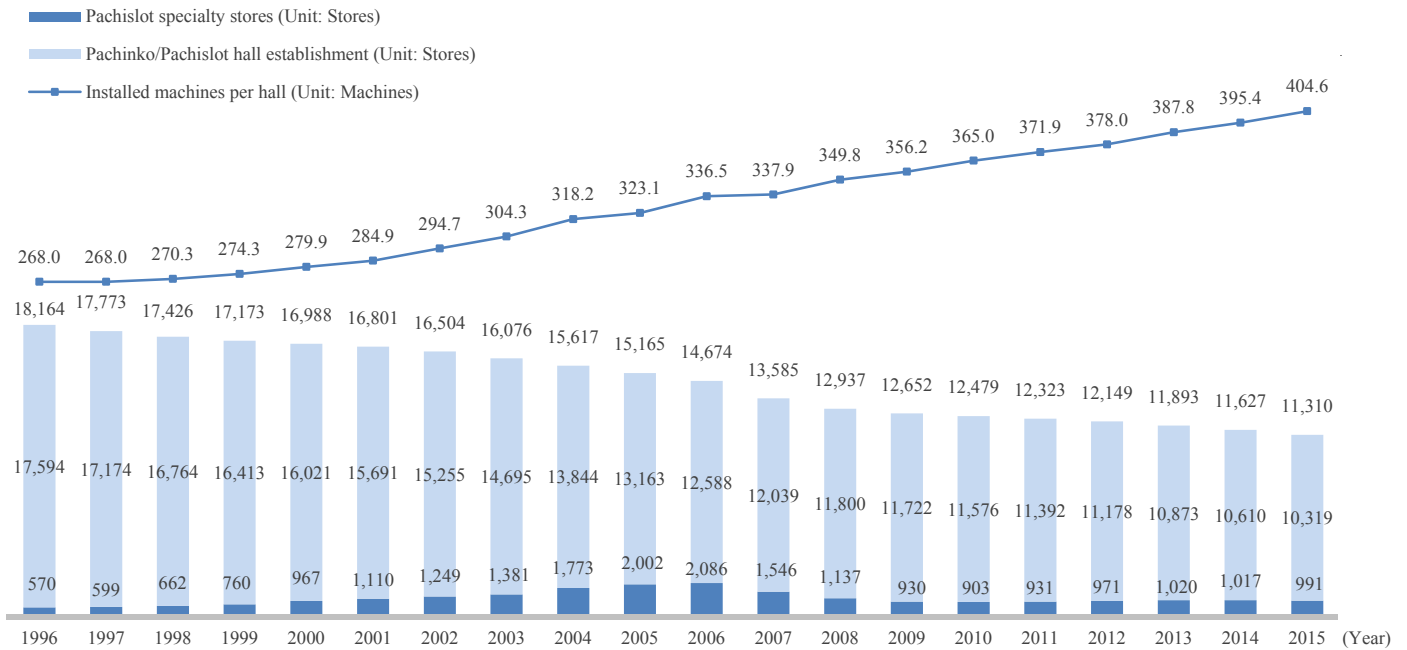
Financial period	Primary events	Industry overall	Total number of pachinko/pachislot machines sold	Number of halls	Hall
3. 2005	<ul style="list-style-type: none"> <li>Oct. Mid Niigata Earthquake</li> <li>Dec. Sumatra-Andaman Earthquake</li> </ul>	<ul style="list-style-type: none"> <li>Jul. Revisions to pachinko/pachislot machine regulations go into effect</li> </ul>	5,680,000 machines	15,617 halls	
3. 2006	<ul style="list-style-type: none"> <li>Jan. Livedoor incident</li> </ul>		5,830,000 machines	15,165 halls	<ul style="list-style-type: none"> <li>"Neon Genesis Evangelion" released as first Regulation 5 machine in industry</li> </ul> 
3. 2007			5,480,000 machines	14,674 halls	<ul style="list-style-type: none"> <li>May Revised Law on Control and Improvement of Amusement Businesses goes into effect</li> </ul> <p>Grace period for shift to regulation 5 machine</p> <p>Neon Genesis Evangelion Sep. 2005 23,000 machines</p> <p>*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</p>
3. 2008	<ul style="list-style-type: none"> <li>Aug. Sub-prime loan problem in US</li> </ul>		4,910,000 machines	13,585 halls	<ul style="list-style-type: none"> <li>Oct. Shift to regulation 5 machine is complete</li> <li>Increase in closures of dedicated pachislot halls</li> <li>Full-scale introduction of pachinko with low playing cost</li> </ul>
3. 2009	<ul style="list-style-type: none"> <li>Jul. G8 Hokkaido Toyako Summit</li> <li>Sep. US-based Lehman Brothers collapses</li> </ul>	<ul style="list-style-type: none"> <li>Jul. Voluntary ban on replacement of machines with the opening of G8 Summit</li> </ul>	4,250,000 machines	12,937 halls	<ul style="list-style-type: none"> <li>*Installation rate 14.1%</li> </ul>
3. 2010	<ul style="list-style-type: none"> <li>Sep. Hatoyama cabinet led by DPJ</li> <li>Nov. Opening of APEC Economic Leaders Meeting</li> </ul>	<ul style="list-style-type: none"> <li>Nov. Voluntary ban on replacement of machines with the opening of APEC Economic Leaders Meeting</li> </ul>	4,090,000 machines	12,652 halls	<ul style="list-style-type: none"> <li>Rise of ART type machines</li> <li>Full-scale introduction of pachislot with low playing cost</li> <li>*Installation rate 22.1%</li> </ul>
3. 2011	<ul style="list-style-type: none"> <li>Mar. Great East Japan Earthquake occurs</li> <li>Jul. Major flooding in Thailand</li> </ul>	<ul style="list-style-type: none"> <li>Mar. Voluntary constraints on marketing and advertising after the Great East Japan Earthquake</li> </ul>	3,880,000 machines	12,479 halls	<ul style="list-style-type: none"> <li>*Installation rate 9.7%</li> <li>28.6%</li> </ul>
3. 2012	<ul style="list-style-type: none"> <li>Oct. Yen strengthens to highest level since WWII</li> </ul>		3,860,000 machines	12,323 halls	<ul style="list-style-type: none"> <li>Aug. Strictly restricted pachinko and pachislot advertisement (event)</li> <li>*Installation rate 12.3%</li> <li>32.7%</li> </ul>
3. 2013	<ul style="list-style-type: none"> <li>Dec. LDP takes power with Abe cabinet</li> <li>Mar. Haruhiko Kuroda appointed as BOJ governor</li> </ul>		3,820,000 machines	12,149 halls	<ul style="list-style-type: none"> <li>Aug. DYNAM listed in Hong Kong market</li> <li>Rise of AT type machines</li> <li>*Installation rate 18.7%</li> <li>37.5%</li> </ul>
3. 2014			3,450,000 machines	11,893 halls	<ul style="list-style-type: none"> <li>*Installation rate 21.1%</li> <li>40.5%</li> </ul>
3. 2015	<ul style="list-style-type: none"> <li>Apr. Consumption tax rate increased</li> </ul>		3,250,000 machines	11,627 halls	<ul style="list-style-type: none"> <li>*Installation rate 23.0%</li> <li>43.0%</li> </ul>
3. 2016			2,850,000 machines	11,310 halls	<ul style="list-style-type: none"> <li>Apr. NIRAKU listed in Hong Kong market</li> <li>Jun. Revised Businesses Affecting Public Morals Regulation Law passed, and pachinko/pachislot industry becomes Category 4 business rather than Category 7 business</li> <li>*Installation rate 23.7%</li> <li>45.3%</li> </ul>
3. 2017	<ul style="list-style-type: none"> <li>Apr. 2016 Kumamoto Earthquake</li> <li>May G7 Japan 2016 Ise-Shima Summit</li> <li>Jun. U.K. referendum on withdrawal from the EU.</li> <li>Nov. Presidential election in U.S.</li> <li>Dec. Enactment of the IR promotion law</li> </ul>	<ul style="list-style-type: none"> <li>May Moratorium on replacement of machines for the duration of Summit</li> </ul>			<ul style="list-style-type: none"> <li>Jan. Build a consensus with JASRAC regarding music of installation machines</li> </ul>
3. 2018					

# Trends in Pachinko/Pachislot Regulations

Financial period	Pachinko	Pachislot
3. 2005	<b>Revised National Public Safety Commission Chairman rules</b>	
3. 2005	<ul style="list-style-type: none"> <li>■ Jackpot : 1/360→1/500→ Thereafter rise of MAX type machines</li> </ul>	<ul style="list-style-type: none"> <li>■ Entered regulation 5 machine era</li> </ul>
3. 2006	<ul style="list-style-type: none"> <li>■ Oct. Lowest bound jackpot: Self-imposed control from 1/500 to 1/400</li> </ul>	
3. 2007		
3. 2008	<ul style="list-style-type: none"> <li>■ Mar. Looser standards for staging side, such as retained devices</li> </ul>	<ul style="list-style-type: none"> <li>■ Mar. Looser standards for staging side, such as freeze rendition</li> </ul>
3. 2009	<ul style="list-style-type: none"> <li>■ Oct. Change in method for calculating jackpot</li> <li>■ Nov. Changes regarding specifications for machines combining the wing-type and 7-type machines.</li> </ul>	
3. 2010		
3. 2011		
3. 2012	<ul style="list-style-type: none"> <li>■ Mar. Changes to areas such as minimum number of prize balls (less than 3)</li> </ul>	
3. 2013		
3. 2014		
3. 2015	<ul style="list-style-type: none"> <li>■ Jun. Change number of starting prize balls to be one, as long as jackpot probability is less than 1/260</li> <li>■ Mar. Lowest bound jackpot: Self-imposed control from 1/400 to 1/320</li> <li>→ Sales limited: end of Oct. 2015</li> </ul>	<ul style="list-style-type: none"> <li>■ Sep. Change to model certification test. Strict adherence to minimum ball discharge rate of 55%</li> <li>■ Sep. Regulations for shift to main circuit boards (=regulation 5.5 machine)</li> <li>→ Cutoff date for sale of machines with sub-board payout control : Nov. 30, 2015</li> </ul>
3. 2016	<ul style="list-style-type: none"> <li>■ Oct. Base value of 30 or more→ Sales limited: end of Feb. 2016</li> <li>■ Feb. Maximum continuation probability variation rate of 65%</li> <li>→ Sales limited: end of Apr. 2016</li> </ul>	<ul style="list-style-type: none"> <li>■ Dec. In effect, AT-type machines prohibited and net increase in ART-type machines limited to less than 2.0</li> <li>→ Cutoff date for sale of machines with AT-type machines prohibited and net increase in ART-type machines limited to less than 2.0: Aug.30, 2016</li> </ul>
3. 2017	<ul style="list-style-type: none"> <li>■ Jun. Nikkoso releases list of pachinko/pachislot machines with possible performance variance from test machines</li> <li>→ Deadline for removal: end of Dec. 2016</li> </ul>	<ul style="list-style-type: none"> <li>■ Jun. Regulation 5.9 machine spec announced (advantageous interval regulated, yakuhi monitor installed)</li> <li>→ Regulation 5.5 machine sales restricted: after end of Sep. 2017, transition sales to 5.9 machines</li> </ul>
3. 2018		

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

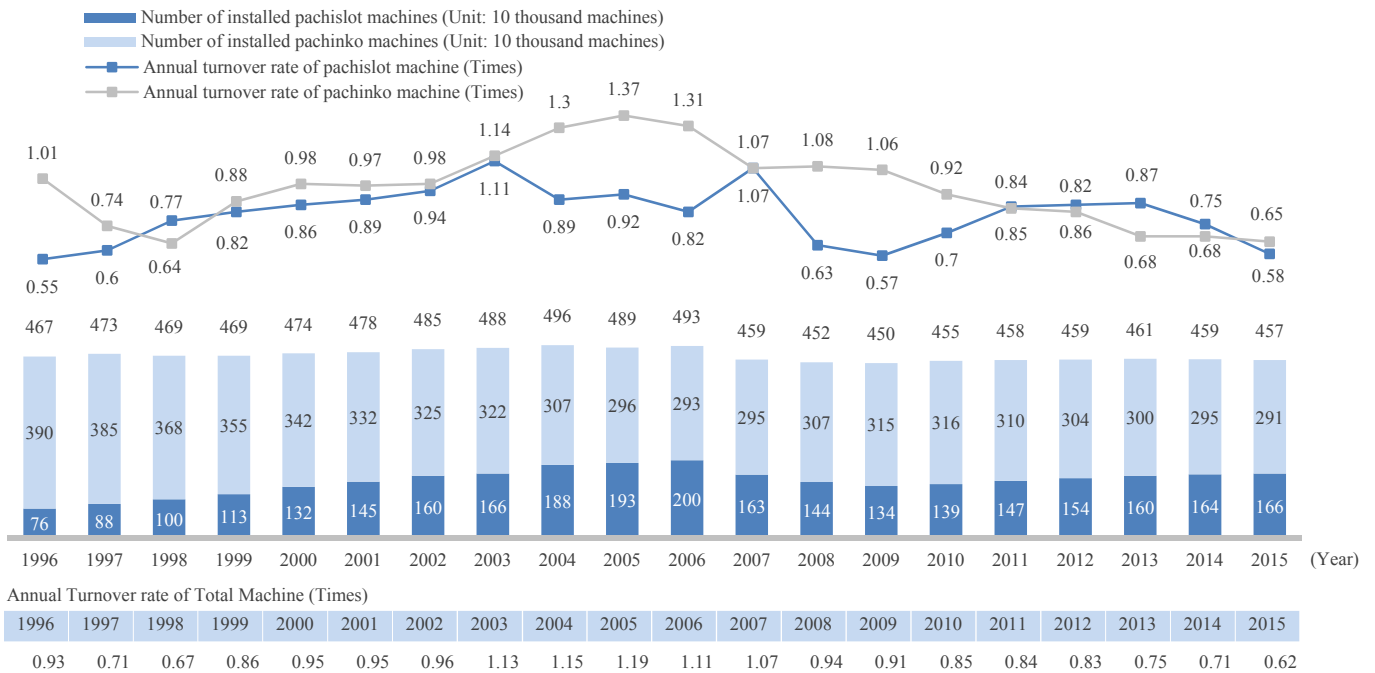
The data is updated every April by "National Police Agency's data"



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

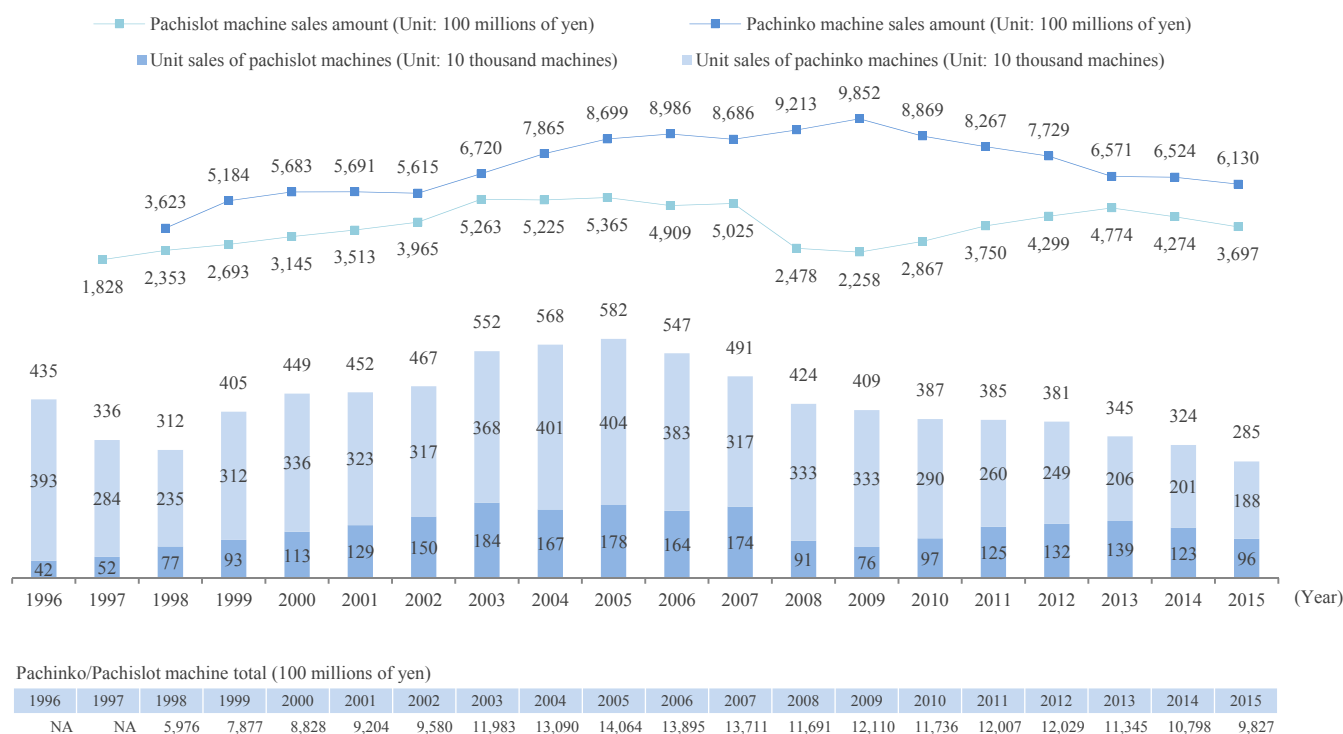
The data of number of installed Pachinko/Pachislot machines is updated every April by "National Police Agency's data"

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

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



## 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	2010		2011		2012		2013		2014		2015	
	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share
1	SANYO	22.5%	KYORAKU	18.7%	SANYO	21.8%	KYORAKU	17.3%	SANKYO	17.5%	Sansei R&D	15.9%
2	SANKYO	14.6%	SANKYO	13.9%	KYORAKU	20.3%	SANKYO	15.4%	KYORAKU	15.9%	SANKYO	15.7%
3	Sammy	11.8%	Sammy	12.8%	HEIWA/OLYMPIA	10.1%	SANYO	14.3%	HEIWA/OLYMPIA	13.7%	SANYO	14.6%
4	KYORAKU	11.1%	SANYO	12.8%	Newgin	10.0%	Sansei R&D	10.7%	SANYO	13.5%	HEIWA/OLYMPIA	12.4%
5	Newgin	10.2%	Newgin	9.8%	Sammy	8.7%	HEIWA/OLYMPIA	10.1%	Sammy	11.2%	Newgin	11.7%

\* SANKYO's sales share includes Bisty

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

### Unit Sales Share - Pachislot Machines

Ranking	2010		2011		2012		2013		2014		2015	
	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share
1	Sammy	30.9%	Sammy	23.9%	UNIVERSAL	17.8%	Sammy	21.7%	Sammy	16.8%	UNIVERSAL	17.0%
2	DAITO	11.9%	DAITO	15.9%	Sammy	15.3%	UNIVERSAL	15.4%	UNIVERSAL	16.6%	Sammy	14.7%
3	SANKYO	11.9%	YAMASA	15.6%	YAMASA	14.6%	HEIWA/OLYMPIA	8.6%	DAITO	10.4%	HEIWA/OLYMPIA	11.8%
4	HEIWA/OLYMPIA	11.3%	UNIVERSAL	13.7%	DAITO	14.0%	SANKYO	8.4%	YAMASA	8.8%	KITA DENSHI	10.3%
5	UNIVERSAL	10.5%	SANKYO	7.6%	KITA DENSHI	8.3%	DAITO	7.3%	HEIWA/OLYMPIA	7.5%	SANKYO	8.3%

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

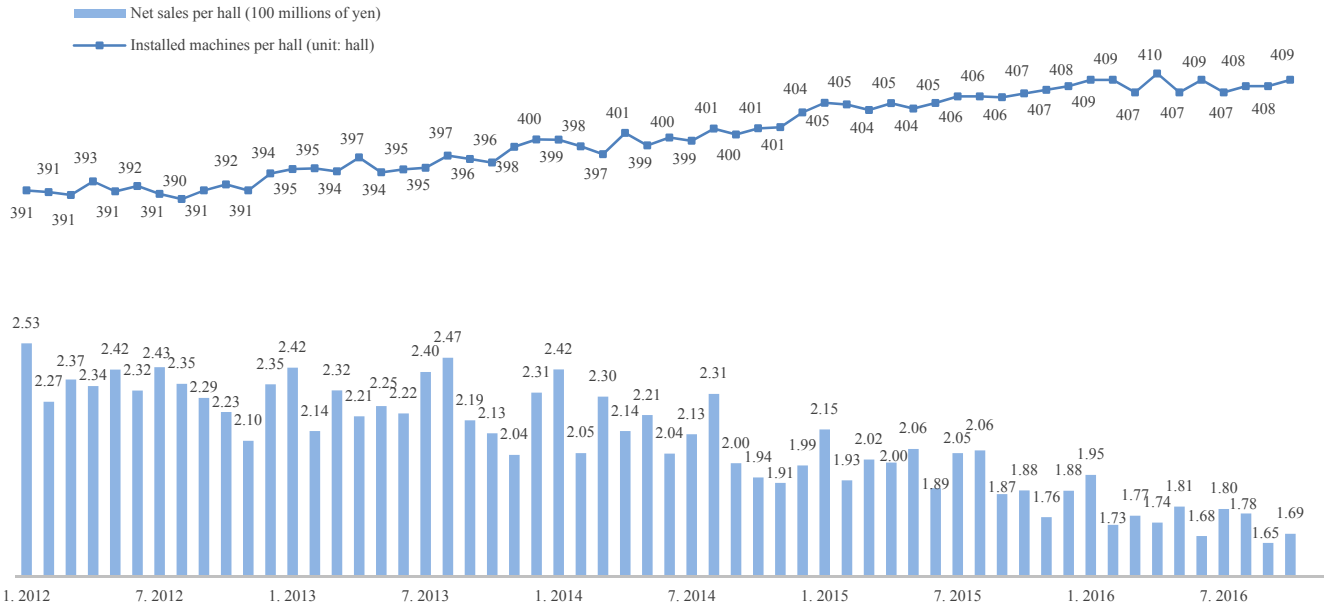
\* SANKYO's sales share includes Bisty

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

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

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

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



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

## 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	52	60	50	690
	Pass	37	41	45	36	50	59	47	50	54	35	36	28	518
	Passing test Ratio	67.3%	77.4%	75.0%	72.0%	86.2%	89.4%	81.0%	79.4%	83.1%	67.3%	60.0%	56.0%	75.1%
2016	Application	54	73	88	79	58	94	69	81	70	53	73	61	853
	Pass	26	28	49	41	27	45	24	35	29	25	38	29	396
	Passing test Ratio	48.1%	38.4%	55.7%	51.9%	46.6%	47.9%	34.8%	43.2%	41.4%	47.2%	52.1%	47.5%	46.4%

### 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	62	67	71	579
	Pass	5	3	14	19	19	15	45	28	13	29	31	29	250
	Passing test Ratio	29.4%	37.5%	45.2%	48.7%	44.2%	42.9%	47.4%	37.8%	35.1%	46.8%	46.3%	40.8%	43.2%
2016	Application	59	69	51	75	50	47	63	50	67	82	62	70	745
	Pass	25	29	22	33	22	13	24	21	23	38	27	23	300
	Passing test Ratio	42.4%	42.0%	43.1%	44.0%	44.0%	27.7%	38.1%	42.0%	34.3%	46.3%	43.5%	32.9%	40.3%



## 8. Entertainment Market Data

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P.42 Trends in Games Market  
Trends in Toys Market



P.43 Market Scale of Digital Content Business  
Sales Amount of Comic Books and Comic Magazines



P.44 Market Scale of Animation Industry  
Box-Office of Domestic Movie Theaters



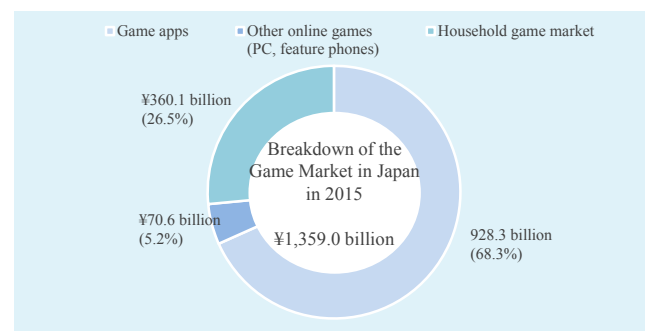
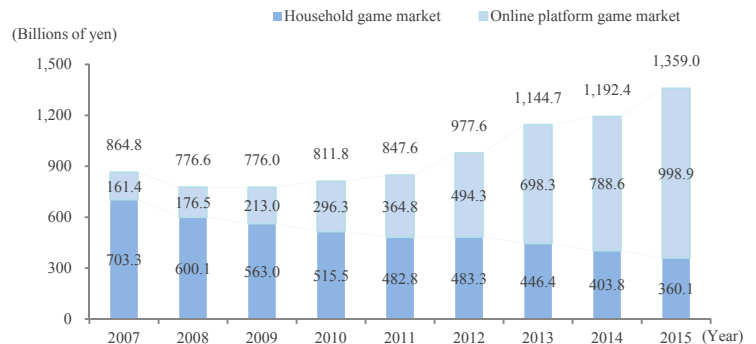
P.45 Market Scale of Broadcasting Industry  
Market Scale of Mobile Business

# Trends in Games Market

The data is updated by White Paper on Famitsu Games 2016 of KADOKAWA CORPORATION

The KADOKAWA CORPORATION's White Paper on Famitsu Games 2016 states that the household game market decreased 10.8% year-on-year, to ¥360.1 billion (total of game hardware and software) in 2015. Meanwhile, the online platform game market (game apps for smartphones/tablets, games on SNS platforms for feature phones, and online PC games) increased 26.7%, to ¥998.9 billion. As a result, the size of the game market in Japan reached a record-high ¥1,359.0 billion, up 14.0% 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 29.8% year-on-year to ¥928.3 billion, accounting for approximately 70% of the domestic game market and helping to drive its expansion.

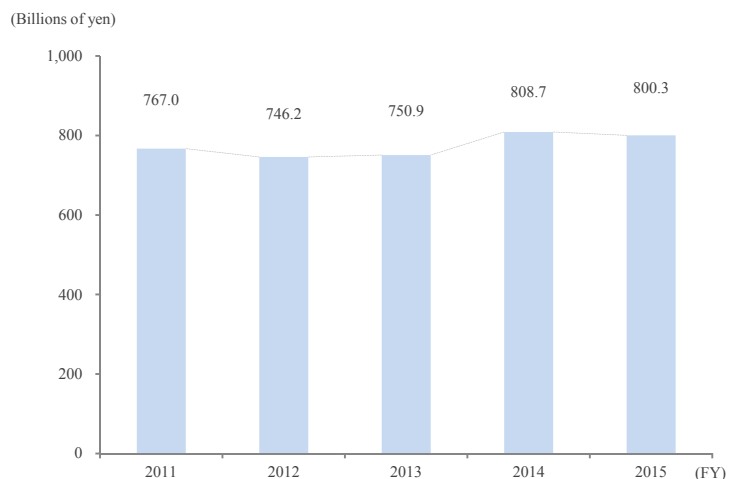


# Trends in Toys Market

The data is updated by the Japan Toy Association

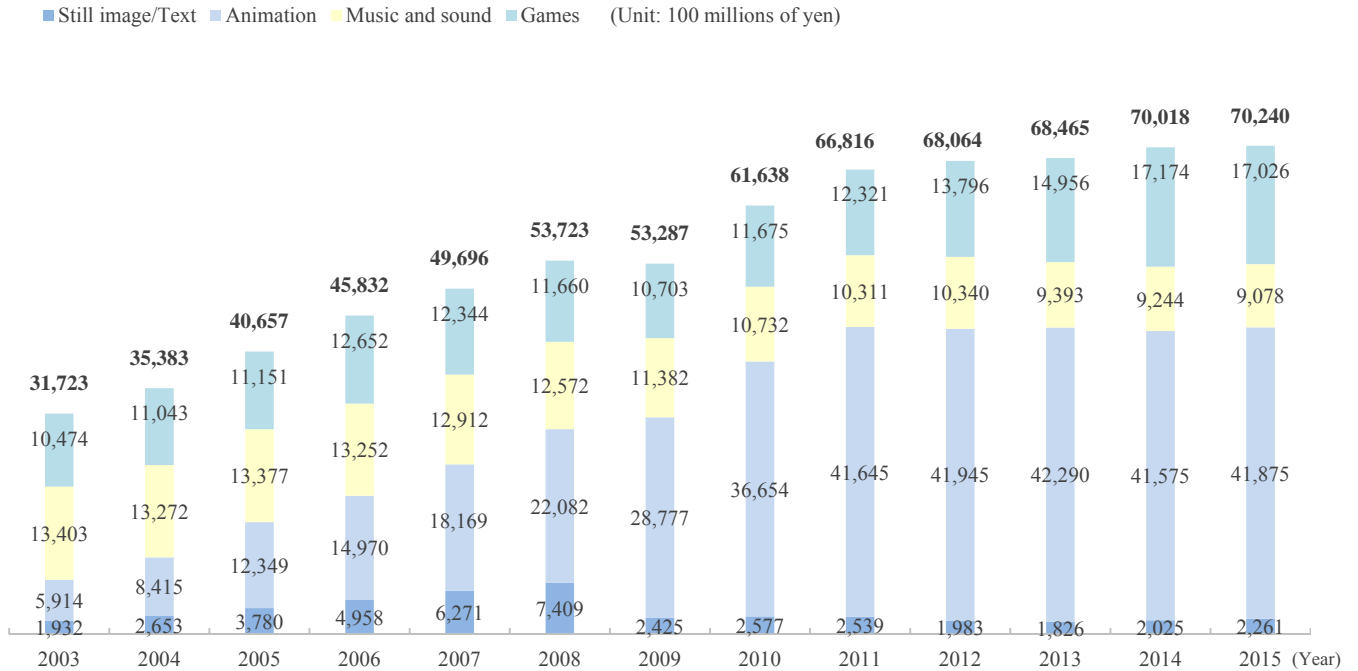
According to an announcement by the Japan Toy Association, the Japanese toy market in FY 2015 was worth 800.3 billion yen (0.1% decrease compared with the previous fiscal year). This remained at a similar level to the previous year, which saw the highest level sales in 10 years. Furthermore, in terms of peripheral fields, the capsule toys market, was worth 31.6 billion yen (0.9% decrease), and the toy confectionary market was valued at 52.0 billion yen (21.1% decrease).

In 2015, trading card games saw a resurgence in popularity, and sales of regular products including dolls and doll houses also increased. Also, in response to the popularity last year of character-related goods aimed at children, sales of boy's characters, soft toys, knick-knacks and small toys fell.



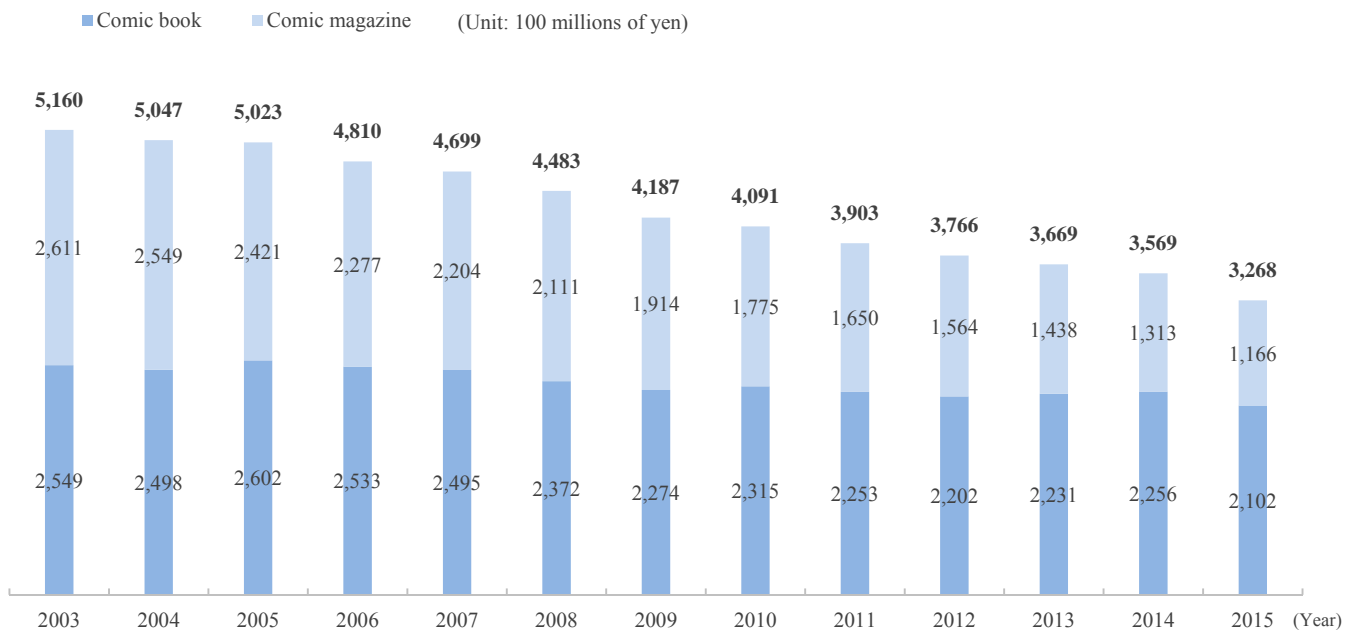
# Market Scale of Digital Content Business

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



# Sales Amount of Comic Books and Comic Magazines

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



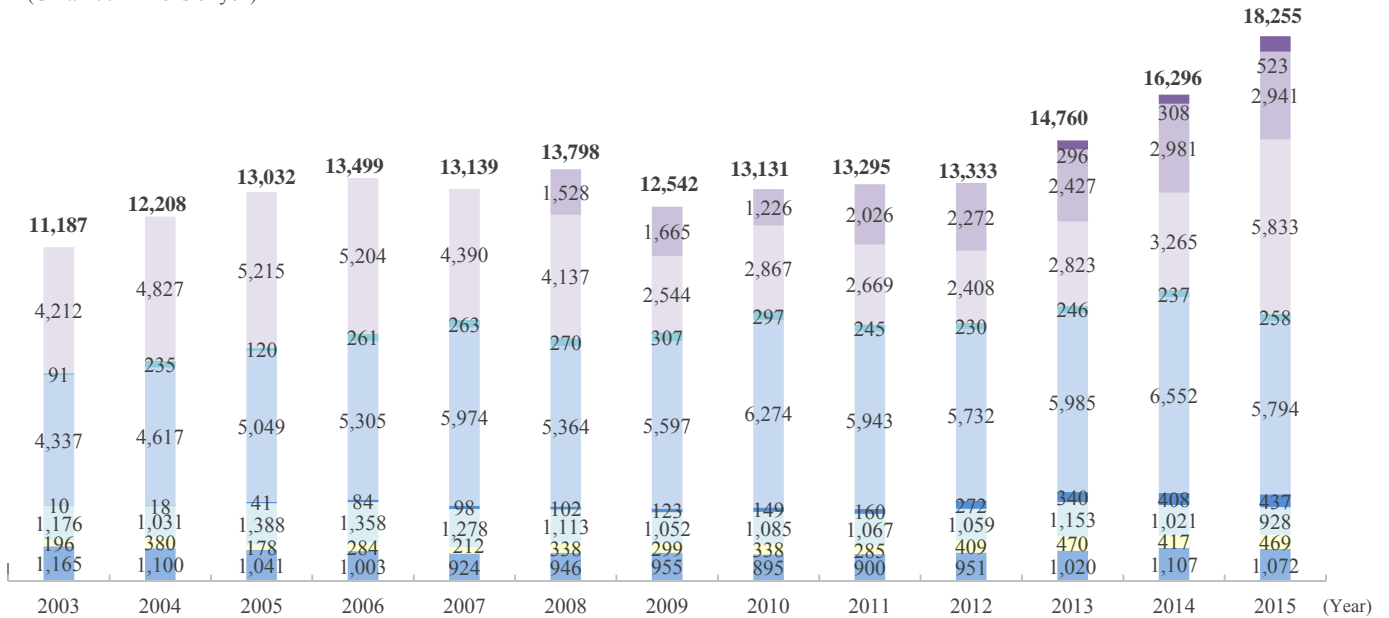
# Market Scale of Animation Industry

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

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

■ TV ■ Theater/Movie ■ Video ■ Broadcast ■ Commercialization ■ Music ■ Overseas ■ Pachinko/Pachislot ■ Live

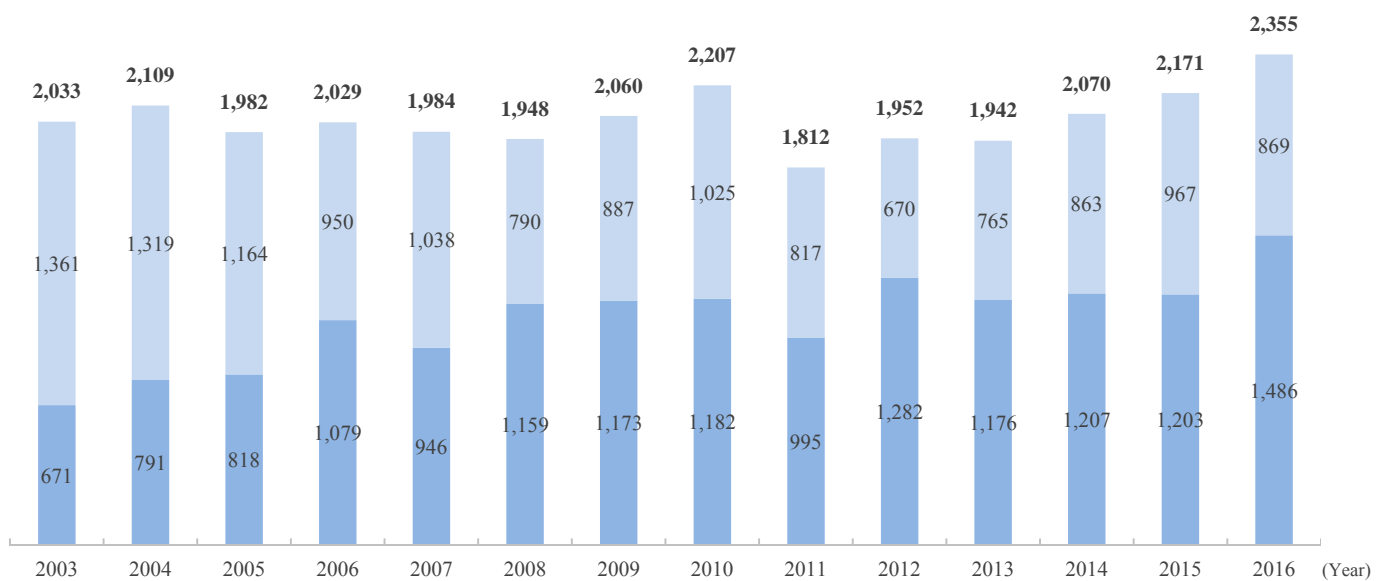
(Unit: 100 millions of yen)



# 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."

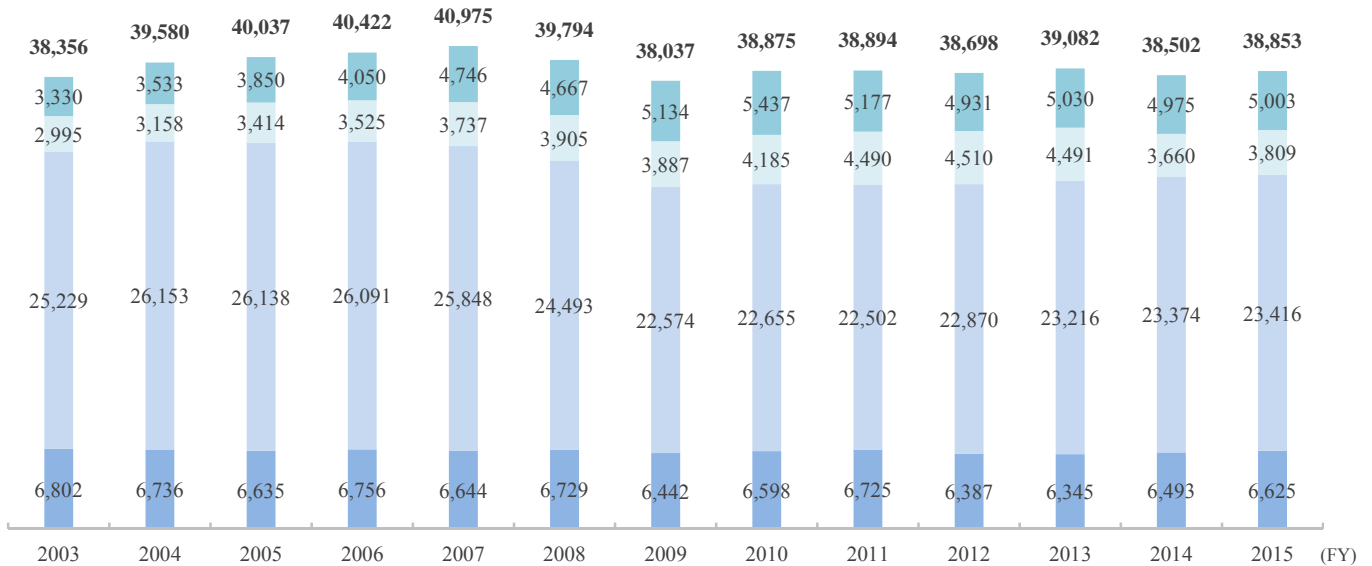
■ Japanese movies ■ Foreign movies (Unit: 100 millions of yen)



# 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."

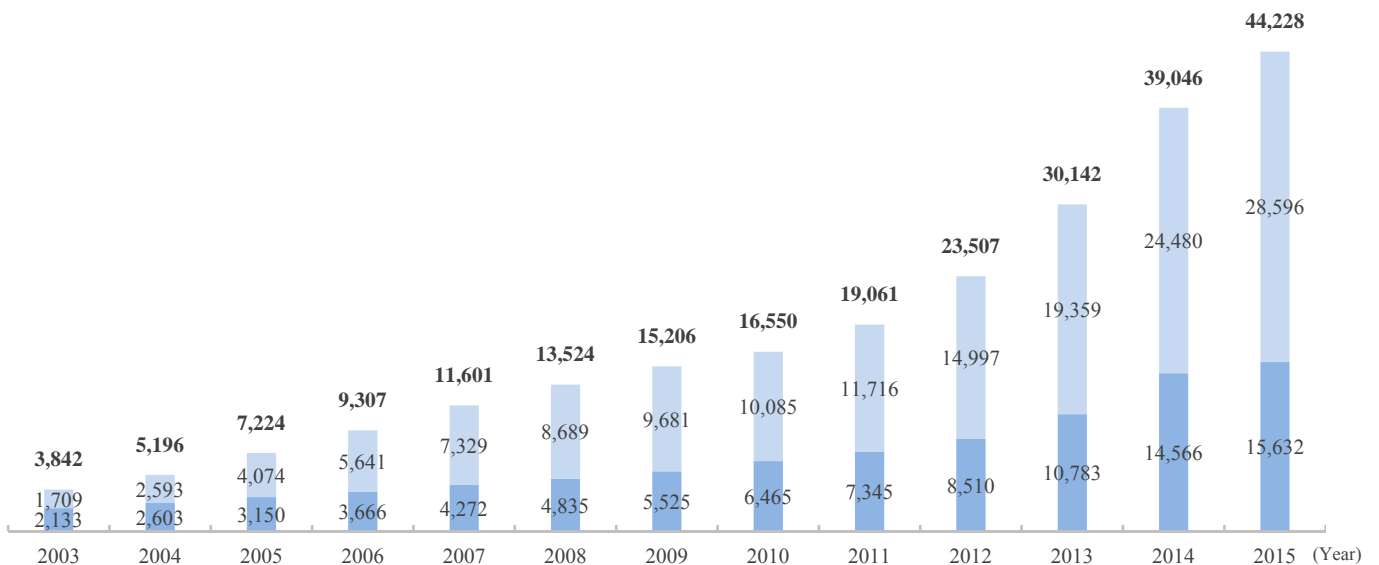
■ NHK(=Japan Broadcasting Corporation) ■ Terrestrial broadcasters ■ Satellite broadcasters ■ Cable broadcasters  
(Unit: 100 millions of yen)



# Market Scale of Mobile Business

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

■ Mobile content market ■ Mobile commerce market (Unit: 100 millions of yen)



## 9. Corporate Information etc.

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P.47 Corporate Profile  
Stock Information



P.48 Organization



P.49 Main Group Companies



P.50 Our Tracks



P.52 Corporate Governance System  
Profit Return Policy



P.53 CSR Activities



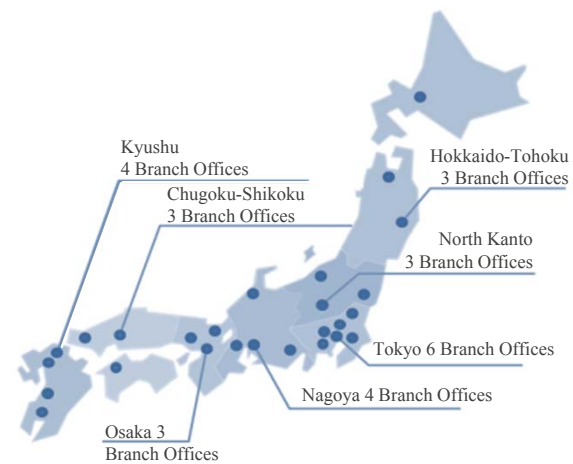
P.56 Reference: Notification of  
Our IR Site

# Corporate Profile

(As of December 31, 2016)

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: 1,516,300)
Securities exchange	The first section of the Tokyo Stock Exchange Code: 2767
Number of employees	1,751 (Consolidated), 806 (Non-Consolidated)
Main business activities	Content-related businesses Planning, development and sales of pachinko/pachislot machines
Consolidated Subsidiaries	<ul style="list-style-type: none"> <li>• Lucent Pictures Entertainment, Inc.</li> <li>• Digital Frontier Inc.</li> <li>• Tsuburaya Productions Co., Ltd.</li> <li>• BOOOM Corporation</li> <li>• K.K. CROSSALPHA</li> <li>and others total 16 companies</li> </ul>
Equity method companies	<ul style="list-style-type: none"> <li>• HERO'S INC.</li> <li>• Kadokawa Haruki Corporation</li> <li>and others total 9 companies</li> </ul>

Regional Offices and Branch Offices	<Regional Offices : 7> Hokkaido-Tohoku, North Kanto, Tokyo, Nagoya, Osaka, Chugoku-Shikoku, Kyushu
	<Branch Offices : 26> 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

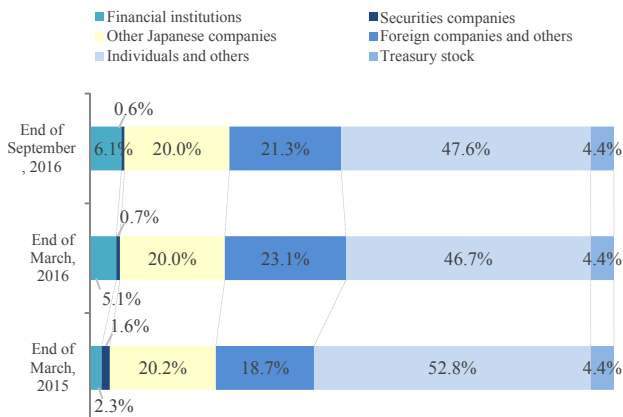


## Stock Information

### Stock Information

Total number of authorized shares	138,800,000
number of shares issued	34,700,000
Treasury stock	1,516,300
shareholders	6,619

### By type of shareholder



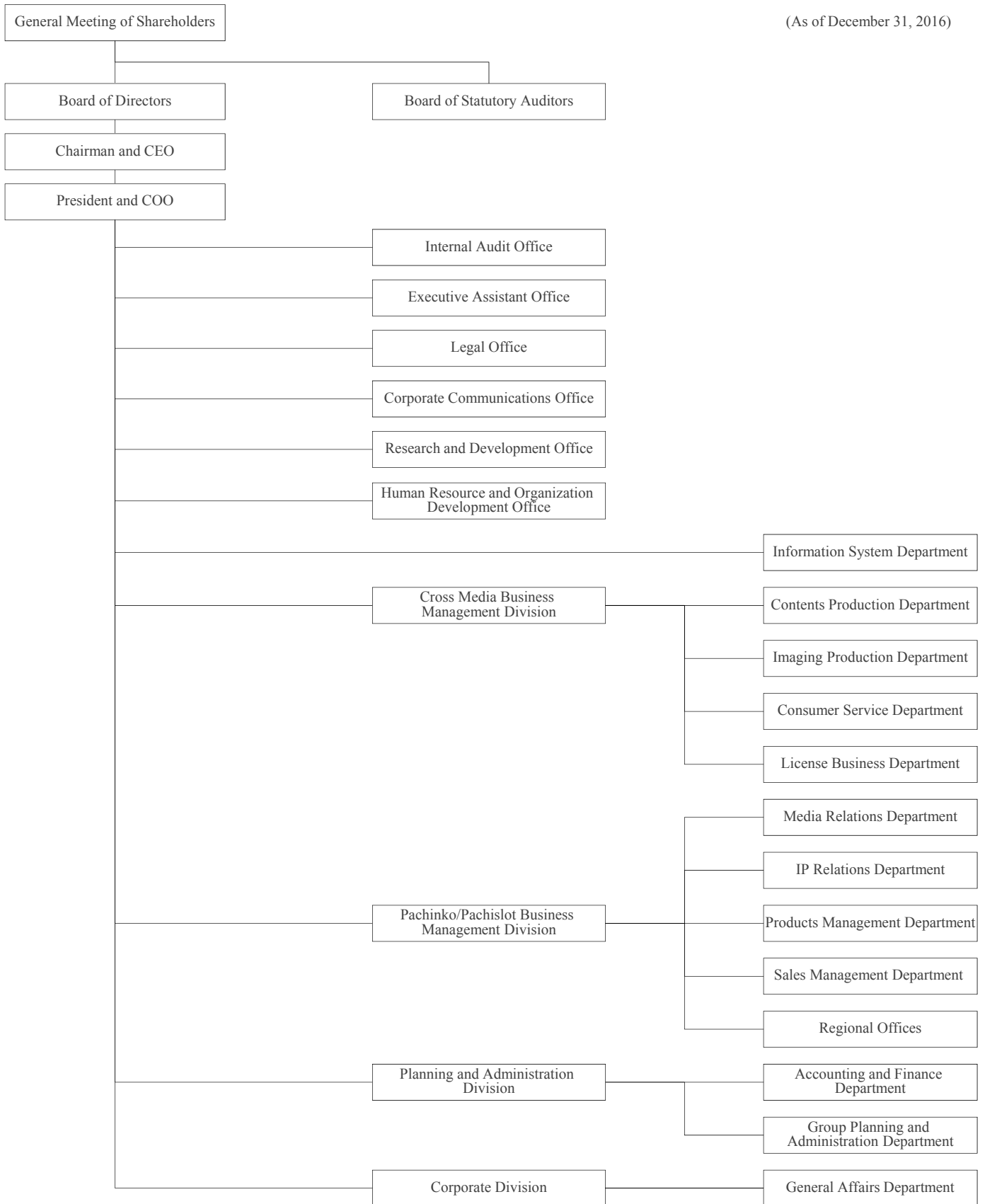
### Major shareholders

(As of September 30, 2016)

Shareholders	Number of shares held	Percentage of outstanding shares held
Hidetoshi Yamamoto	8,875,000	25.58%
SANKYO CO., LTD.	5,205,000	15.00%
Takashi Yamamoto	3,612,800	10.41%
Mint Co.	1,600,000	4.61%
Treasury Stock	1,516,300	4.37%
NORTHERN TRUST CO. (AVFC) RE NVI01	1,398,400	4.03%
GOLDMAN, SACHS & CO. REG	1,390,200	4.01%
STATE STREET BANK AND TRUST COMPANY 505103	519,600	1.50%
CBNY - CHARLES SCHWAB FBO CUSTOMER	496,700	1.43%
STATE STREET BANK AND TRUST COMPANY 505019	463,900	1.34%

# Organization

(As of December 31, 2016)





# Main Group Companies

(As of December 31, 2016)

	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	Chuo-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
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

# Our Tracks

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







From 1998  
Focusing on Developing Machines  
That Provide Greater Entertainment Value

From 2003  
Toward the Multifaceted  
Development of IPD

- 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
- 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
- 2000 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
- 2009 Alliance with Enterrise Co., Ltd. (subsidiary of CAPCOM CO., LTD.) formed; Exclusive sales of Enterrise brand began
- 2012 Alliance with Universal Entertainment Corporation formed
- 2013 Alliance with D-light Co., Ltd. formed
- 2014 Alliance with NANASHOW Corporation 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 known as K.K. CROSSALPHA )  
Alliance with Daiichi Shokai 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 Three 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
- 2014 Dining facility TOTAL FOODS (produced by TOTAL Workout) opened
- 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
- 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)
- 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
- 2015 Absorption merger of IP Bros by FutureScope Corp.
- 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.



2004 Launched  
CR Neon Genesis  
Evangelion  
pachinko machine

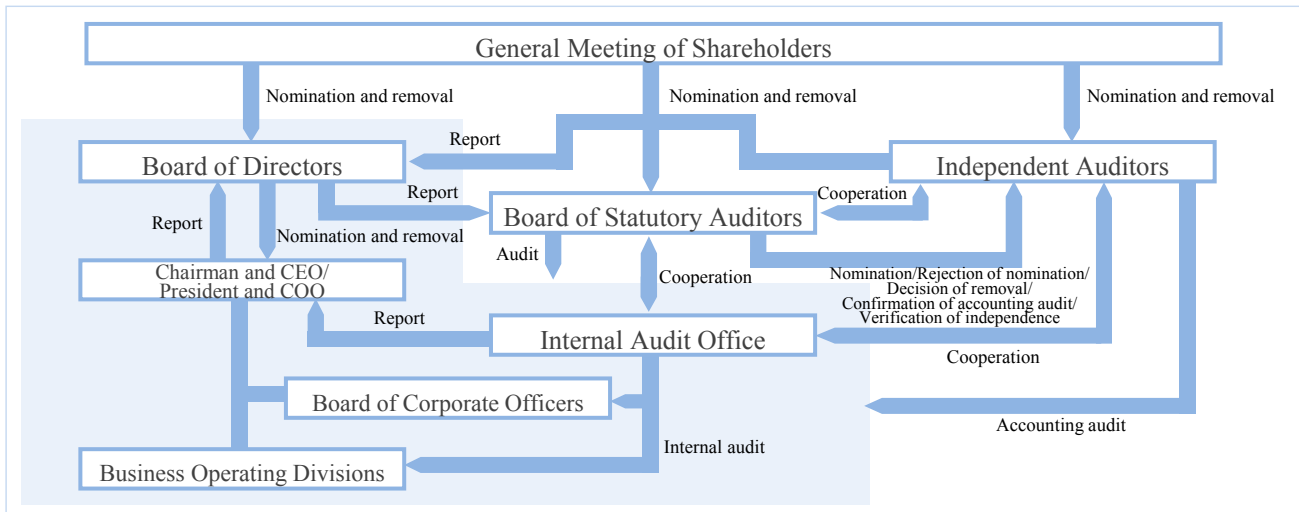
	<p>The movie production field entered to acquire and cultivate IP</p> <p>2007 Operations at Lucent Pictures Entertainment, Inc. began; Feature-length animation film trilogy “BERSERK” planned and produced</p> <p>2010 Digital Frontier Inc. made a subsidiary; Provision of high-quality video technology began</p> <p>2011 Digital Frontier (Taiwan) made a subsidiary to expand the film production line overseas Fly Studio SDN. BHD. (Malaysia) made a subsidiary to expand the film production line overseas</p> <p>2016 TV anime “BERSERK” broadcasting Full-3DCG animation movie “GANTZ:O” released</p> <p>2017 TV anime “BERSERK” broadcasting (second series)</p>	 <p>2010 Tsuburaya Productions Co., Ltd. made a subsidiary</p>  <p>2011 Publishing of “HERO’S” Monthly magazine began</p>
2010	<p>The comics field entered to create IP</p> <p>2010 Publishing company HERO’S INC. jointly established with Shogakukan Creative INC.</p> <p>2011 Publishing of “HERO’S” Monthly magazine began</p> <p>2012 Published “HERO’S Comics”</p> <p>2017 “ATOM THE BEGINNING” of HERO’S work to be broadcasted on NHK in spring 2017</p> <p>Toward holding/cultivating IP</p> <p>2010 Tsuburaya Productions Co., Ltd., owner of the “Ultraman” series and other high-quality IP, made a subsidiary</p>	 <p>2015 Developing “A MAN of ULTRA”</p>  <p>2016 TV anime “BERSERK” broadcasting</p>
2012	<p>Announced “Developing Business Model” based on characters and other IP with the aim of maximizing IP value</p> <p>Group systems set up and network with external partners strengthened to raise IP value</p> <p>2012 Collaboration with SOTSU CO., LTD. and Toho Co., Ltd. to begin cross-media development of “MAJESTIC PRINCE”</p> <p>2013 TV anime “MAJESTIC PRINCE” broadcasting</p> <p>2014 “APPLESEED ALPHA” produced with US-based Sony Pictures Entertainment Released in North America and Japan Alliance with DLE Inc. and a project launched for cross-media development of “SWORDGAI,” which runs in the “HERO’S” Monthly</p> <p>2015 Developing the new conceptual licensed brand “A MAN of ULTRA” with the companies of the various fields</p> <p>2016 “ACTIVERAID: Special Public Security Fifth Division Third Mobile Assault Eighth Unit” broadcasting on TV “APPLESEED ALPHA” received first prize by category at the VFX-JAPAN Awards 2016 A MAN of ULTRA received the grand prize for Character &amp; Brand of the Year 2016 at the Japan Brand and Licensing Awards Release of animated cinema version of “MAJESTIC PRINCE”</p>	 <p>2016 Full-3DCG animation movie “GANTZ.O” released</p>  <p>2016 “MAJESTIC PRINCE THE MOVIE” released</p>
2015	<p>Market changed to first section of the Tokyo Stock Exchange</p>	
2016	<p>Acceleration of Global IP Promotion</p> <p>2015 Ultraman live shows held in China, Hong Kong, Thailand, Malaysia, etc.</p> <p>2016 Expanded e-book distribution of HERO’S titles in collaboration with China Mobile, kidstone and NAVER, Korea Promoted distribution of visual products in collaboration with U.S. Crunchyroll and other SVOD operators</p>	 <p>2017 TV anime “ATOM THE BEGINNING” broadcasting (Scheduled)</p>

# Corporate Governance System

## 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.

\*Please refer to “Corporate Governance” page of the URL below regarding handling aspect “Corporate Governance Code” <http://www.fields.biz/ir/e/csr/governance/outline/>

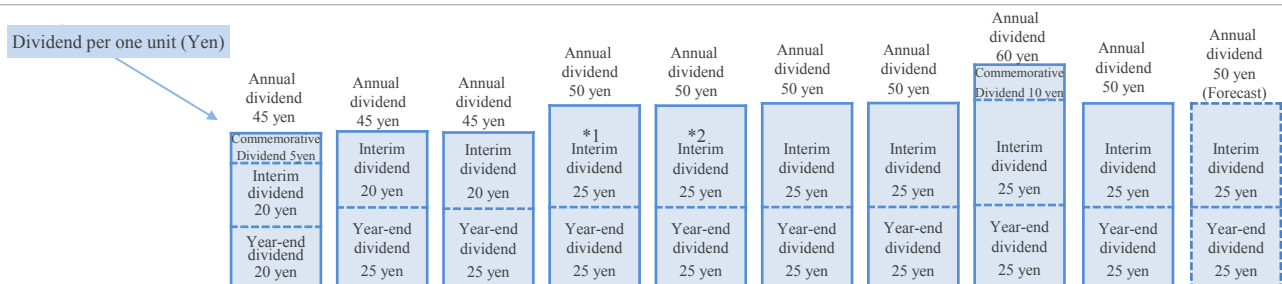


## Profit Return Policy

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

(Unit: Millions of yen)

	3. 2008	3. 2009	3. 2010	3. 2011	3. 2012	3. 2013	3. 2014	3. 2015	3. 2016	3. 2017 E
Net income attributable to owners of parent	5,296	(1,481)	3,289	7,520	5,991	4,720	5,370	3,018	118	(8,500)
Total dividend	1,561	1,534	1,503	1,660	1,659	1,659	1,659	1,991	1,659	1,659
Payout ratio (%)	29.5	-	45.9	22.1	27.7	35.1	30.9	66.0	1,398.1	-
As of 1st Half										
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
(excluding treasury stock)	347,000	347,000	336,357	332,115	332,115	331,838	33,183,800	33,183,800	33,183,800	33,183,700
As of Full-Year										
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	-
(excluding treasury stock)	347,000	347,000	336,357	332,115	332,115	331,838	33,183,800	33,183,800	33,183,800	-



\*1 Interim dividends have increased as of November 4, 2010.

\*2 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.

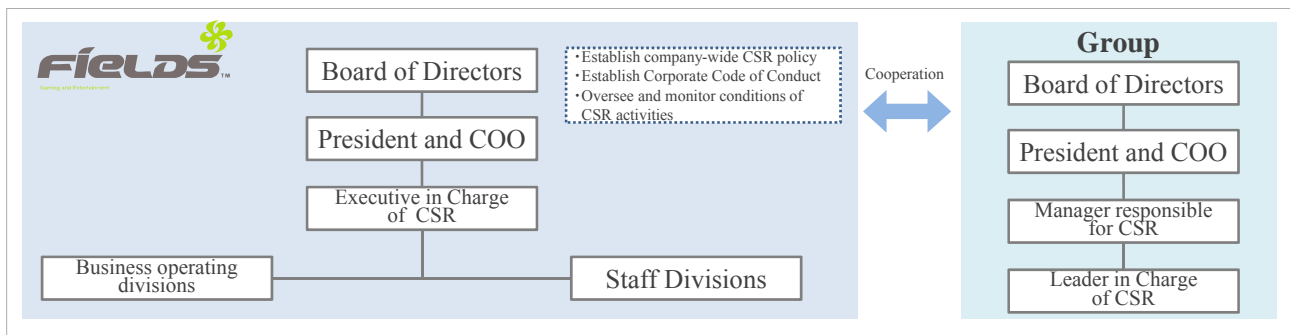
# CSR Activities

## 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



## Main Initiatives

### Topics 1 Ongoing implementation of power-saving measures

The Company will continue to comply with power-saving measures in 2017

Description	Details
Description	Promotion of energy conservation measures (down 7% YoY) <ul style="list-style-type: none"> <li>Room temperature set at 28°C during summer</li> <li>Use of lighting reduced and light bulbs changed to LED light bulbs</li> <li>Energy-saving multi-function machines adopted</li> </ul>
	Promotion of green procurement (purchase of products and services which have a lesser impact on the environment) <ul style="list-style-type: none"> <li>Promotion of the procurement of products with environmental labels/marks</li> </ul>
	Promotion of trash separation and recycling <ul style="list-style-type: none"> <li>Collecting PET bottle caps (total 65,167, Apr.-Dec. 2016/translating into approximately 76 individual doses of polio vaccine)</li> </ul>

### Topics 2 Implementation of the social contribution activities

Continue to implement the environmental protection activities and The social contribution activities

Date	Activity
Feb. 2016	Collecting and donating stationaries through NGO Jiyu-Jin Foundation
Feb. 2016	TALKING PUMPS merchandise being developed by our firm (bottles featuring the voices of different characters) has been donated to three orphanages in Tokyo's Shibuya Ward, which is home to our head office
Feb. 2016	Fields, Sotsu Co. Ltd., and FlyingDog, Inc., the creators of the "ACTIVERAID: Special Public Security Fifth Division Third Mobile Assault Eighth Unit" anime series, have collaborated with the Community Safety Section of the Tokyo Metropolitan Police to produce posters against shoplifting that were displayed throughout Tokyo
Mar. 2016	Participated in "The Union beautification day at Shibuya Station," sponsored by the Shibuya Ward Beautification Promotion Committee
Apr. 2016	Collecting and donating clothes through the NPO, Yofukupost Network Meeting
May 2016	Collecting and donating stationaries through NGO Jiyu-Jin Foundation

### Topics 3 Renewed ISO 27001, ISO 9001

Information security management and quality management

ISO 27001: 2013	July 2016 Certification renewed
ISO 9001: 2008	October 2015 Certification renewed
Details	Upgrading of information security management system Continuous improvement of quality management

### Topics 4 Introduction of the Eco-Car

Environmental awareness and introduction of eco-cars

Number of vehicles introduced	247 (70% of all vehicles)
Target for introduction	Sales cars (excluding vehicles with four-wheel drive used in cold regions)
Effect	Reduction in CO2 by 1,400 t in 2015

### Topics 5 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 6 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 44 places



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.

Name	ULTRAMAN FOUNDATION
Representative	Hidetoshi Yamamoto (Tsuburaya Productions Co., Ltd. Chairman & CEO)
Establishment	March 2011
Organizer	Tsuburaya Productions Co., Ltd.
URL	<a href="http://www.ultraman-kikin.jp/en/">http://www.ultraman-kikin.jp/en/</a>
Statement	Ultraman Foundation is a foundation that acknowledges children are the hope for the future, and will provide everlasting support in all kinds of ways for the welfare and well being of all children. It is our mission to bring back the smiles to the faces of each child as soon as possible, and we pray from our heart that the children will move on to their brighter future.
Slogan	A Foundation to support the present and future of the children



## TOPICS

### Support visit to Tottori Prefecture (November 17-18, 2016)

As part of support visits to the children of Tottori who were affected by this disaster, the Ultraman Foundation, along with Ultraman X and Ultraman Ginga, visited nursery schools in Kurayoshi City (Kurayoshi Kindergarten, Megumi Nursery, Sei Theresa Kindergarten, Yashiro Nursery, Kurayoshi Aijien and Nishikurayoshi Nursery) as well as the Tottori Prefectural Kurayoshi School for the Disabled. Contact was made with approximately 630 children in total. The Ultraman Foundation pledges to continue these activities in support of children's futures.



## Activities

2011	<p><b>Visits to provide support to regions affected by the earthquake</b>                      Miyagi prefecture: Ishinomaki, Minamisanriku, Kesenuma, Higashimatsushima, Onagawa                      Fukushima prefecture: Sukagawa, Koriyama, Iwaki, Fukushima                      Iwate prefecture: Miyako, Otsuchi                      Chiba prefecture: Asahi</p>
	<p><b>Gifts of donations and other</b>                      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><b>Visits to provide support to regions affected by the earthquake</b>                      Miyagi prefecture: Ishinomaki, Onagawa                      Fukushima prefecture: Koriyama, Sukagawa</p>
2013	<p><b>Visits to provide support to regions affected by the earthquake</b>                      Hero Caravan: Bringing Light to Children's Hearts – 78 Places in Tohoku                      Visits were made to 79 nurseries and kindergartens between March 2013 and March 2014, and contact was made with over 7,200 children</p>
	<p><b>Visits to provide support to regions affected by the earthquake</b>                      Miyagi prefecture: Higashimatsushima                      Fukushima prefecture: Tomioka</p> <p><b>Gifts of donations and other</b>                      25 million yen and a microbus each donated to Iwate, Miyagi and Fukushima prefectures</p>
2014	<p><b>Visits to provide support to regions affected by the earthquake</b>                      The Great East Japan Earthquake Recovery Charity Event Genki Festival 2014 was held in collaboration with Antonio Inoki                      The Ultraman Foundation held Ultra Hero Shows at eight venues in the Tohoku region</p>
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><b>Visits to provide support to regions affected by the earthquake</b>                      Tohoku Caravan 2015 was held, including visits to orphanages, children's hospitals, and kindergartens in Iwate and Miyagi prefectures from September 21–24. The Ultra Heroes also participated in the summer camp of the Ultra League (participation by six schools from areas affected by the Great East Japan Earthquake), a junior high school girl's volleyball interchange tournament held at the same time, resulting in a total of approximately 800 people coming into contact with the Ultra Heroes.</p>
2016	<p><b>Visits to provide support to regions affected by the earthquake</b>                      To provide support to children in Joso city, where the Kanto and Tohoku Heavy Rainfall Disaster occurred in September, visits were provided together with the Ultra Heroes to nurseries and kindergartens and the city ward office on November 11–12. They came into contact with approximately 720 children.</p>
	<p><b>Visits to provide support to regions affected by the earthquake</b>                      Following on from last year, visits were made with the Ultra Heroes to nurseries to offer support to the children of Joso City on March 23–24. A visit was also made to an orphanage in Ibaraki prefecture, resulting in contact being made with approximately 290 children in total.</p>
	<p><b>Visits to provide support to regions affected by the earthquake</b>                      As part of efforts to provide support to children, a visit was made to the foster home and the pediatric ward in Tokyo                      Contact was made with approximately 100 children in total.</p>
	<p><b>Visits to provide support to regions affected by the earthquake</b>                      To provide support to children afflicted by the 2016 Kumamoto Earthquake, a visit was made to the nursery school, prefectural government and city hall in Kumamoto. Contact was made with approximately 1,600 children in total.</p>



# Reference: Notification of Our IR Site

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/>



IR information is also Available on our mobile site

IR site



[ Nikko IR ] Chosen for the "Best Corporate Website award FY2016"



[ DAIWA IR ]  
FY2015

Company of Excellence



[ Gomez ]  
FY2015

Silver Prize



## Annual Report 2016 (Japanese/English)

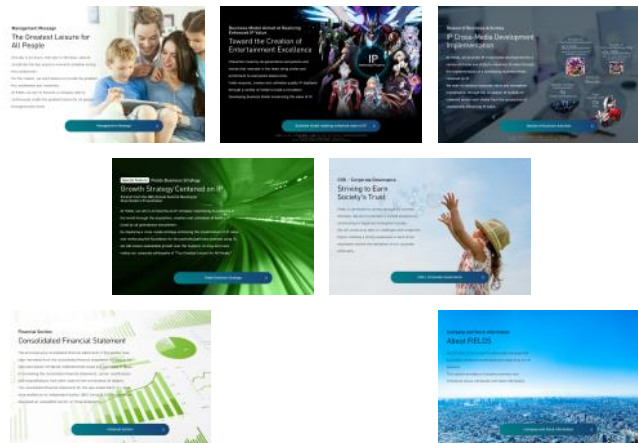
Issued annually since the year ended March 31, 2004

[STEADY, FOCUSED, FORWARD]

Latest issue: December 28, 2016



- Management Message
- Business Model Aimed at Realizing Enhanced IP Value
- Review of Business Activities
- Special Feature: Fields Business Strategy
- CSR/Corporate Governance
- Company and Stock Information
- Financial Section







#### Disclaimer

The plans, strategies and estimates of the Company indicated in these documents, other than actual results and established facts, include potential risks and uncertainties and cannot be guaranteed.

Potential risks and uncertainties include, but are not limited to, the economic environment of the pachinko/pachislot market in which the Company operates, market competition and the products handled by the Company.