

Q3 (Apr. 2017 – Dec. 2017)



# Fact **B**ook

Supplementary Financial Document for the Nine Months Ended December 31, 2017



The Greatest Leisure for All People

FIELD'S CORPORATION  
TSE 1st: 2767  
February 8, 2018

# Financial highlights

(Unit: Millions of yen)

FY	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 profit	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 profit	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
Profit 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
Capital 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 period	5,739	5,437	13,326	15,777	17,819	12,693	11,181	15,906	15,632

(Unit: Yen)

Indicators per share	3/2003	3/2004	3/2005	3/2006	3/2007	3/2008	3/2009	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
Profit per share	117,233	40,465	19,888	20,118	10,692	15,263	(4,271)	9,796	22,643

(Unit: %)

Management indicators	3/2003	3/2004	3/2005	3/2006	3/2007	3/2008	3/2009	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	3/2003	3/2004	3/2005	3/2006	3/2007	3/2008	3/2009	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 parentheses indicate YoY.

\*1 The Consolidated payout ratio after the FY3/2007. The Payout ratio was computed including a commemorative dividend.

\*2 The FY3/2003 1:5 stock split/ the FY3/2004 1:2 stock split.

Source: FIELDS

# Financial highlights

(Unit: Millions of yen)

FY	3/2012	3/2013	3/2014	3/ 2015	3/2016	3/2017	Q1-Q3 3/2018
Net sales	(89.0) 92,195	(117.3) 108,141	(106.3) 114,904	(86.6) 99,554	(94.9) 94,476	(81.2) 76,668	(106.2) 45,266
Gross profit	(89.2) 31,330	(106.2) 33,279	(101.6) 33,812	(84.2) 28,468	(89.5) 25,480	(69.2) 17,641	(106.8) 10,719
SG&A expenses	(103.7) 22,803	(100.7) 22,964	(104.6) 24,020	(98.7) 23,707	(101.5) 24,069	(95.6) 23,015	(82.2) 14,332
Operating profit	(64.9) 8,527	(121.0) 10,314	(94.9) 9,791	(48.4) 4,743	(29.6) 1,411	(-) (5,374)	(-) (3,612)
Ordinary profit	(63.3) 8,661	(118.6) 10,268	(95.1) 9,765	(56.2) 5,491	(25.1) 1,380	(-) (9,068)	(-) (3,858)
Profit attributable to owners of parent	(79.7) 5,991	(78.8) 4,720	(113.8) 5,370	(56.2) 3,018	(3.9) 118	(-) (12,483)	(-) (4,133)
Capital stock	7,948	7,948	7,948	7,948	7,948	7,948	7,948
Net assets	51,555	55,098	58,753	60,246	58,291	43,227	36,742
Total assets	93,601	106,628	104,869	110,316	92,478	80,397	67,627
Cash flows from operating activities	10,015	13,570	16,322	(9,086)	13,353	(7,319)	(2,534)
Cash flows from investing activities	(4,798)	(6,263)	(8,018)	(6,297)	(2,191)	(3,927)	3,349
Cash flows from financing activities	(2,565)	(2,277)	(2,018)	1,624	5,214	2,136	(1,004)
Cash and cash equivalents at end of period	18,284	23,309	29,583	15,823	32,200	23,090	22,901

(Unit: Yen)

Indicators per share	3/2012	3/2013	3/2014	3/ 2015	3/2016	3/2017	Q1-Q3 3/2018
Net assets per share	153,904	1,644.15	1,756.27	1,792.83	1,726.88	1,272.48	1,094.17
Annual dividend per share	5,000	50	50	60	50	50	50
Commemorative	-	-	-	10	-	-	-
Interim	2,500	25	25	25	25	25	25
Year-end	2,500	25	25	25	25	25	-
Net income per share	18,044	142.27	161.83	90.97	3.58	(376.19)	(124.55)

(Unit: %)

Management indicators	3/2012	3/2013	3/2014	3/ 2015	3/2016	3/2017	Q1-Q3 3/2018
Shareholders' equity ratio	54.6	51.2	55.6	53.9	62.0	52.5	53.7
Return on equity (ROE)	12.2	8.9	9.5	5.1	0.2	(25.1)	-
Return on assets (ROA)	10.0	10.3	9.2	5.1	1.4	(10.5)	-
Payout ratio *1	27.7	35.1	30.9	66.0	1,398.1	-	-

Other	3/2012	3/2013 *2	3/2014	3/ 2015	3/2016	3/2017	Q3 3/2018
Total number of shares issued and outstanding (shares)	347,000	34,700,000	34,700,000	34,700,000	34,700,000	34,700,000	34,700,000
Treasury stock (shares)	15,162	1,516,200	1,516,200	1,516,200	1,516,200	1,516,300	1,516,300
Number of employees (people)	1,324	1,416	1,588	1,716	1,845	1,713	1,552

\*1 The Consolidated payout ratio after the FY3/2007. The Payout ratio was computed including a commemorative dividend.

\*2 A share-trading unit was changed to 100 shares in October 2012. The figure of the interim dividend for FY3/2013 was took into account a stock split.

Source: FIELDS

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\*PS: Pachinko/Pachislot

## Highlights for Q3 of FY3/2018 (consolidated)

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# Consolidated P/L statement

(Unit: Millions of yen)

FY	3/2016		3/2017		3/2018	
	Q1-Q3	Full-Year	Q1-Q3	Full-Year	Q1-Q3	Full-Year Forecast
Net sales	(244.3) <b>71,628</b> [100.0]	(94.9) <b>94,476</b> [100.0]	(59.5) <b>42,626</b> [100.0]	(81.2) <b>76,668</b> [100.0]	(106.2) <b>45,266</b> [100.0]	(107.0-110.9) <b>82,000-85,000</b> [100.0]
Gross profit	(192.7) <b>20,258</b> [28.3]	(89.5) <b>25,480</b> [27.0]	(49.6) <b>10,038</b> [23.5]	(69.2) <b>17,641</b> [23.0]	(106.8) <b>10,719</b> [23.7]	-
SG&A expenses	(105.7) <b>18,090</b> [25.3]	(101.5) <b>24,069</b> [25.5]	(96.4) <b>17,433</b> [40.9]	(95.6) <b>23,015</b> [30.0]	(82.2) <b>14,332</b> [31.7]	-
Advertising expenses	3,149	4,118	3,175	3,904	1,554	-
Salaries	4,723	6,248	4,558	6,033	4,266	-
Business consignment expenses	1,822	2,370	1,649	2,232	1,441	-
Depreciation	1,151	1,547	911	1,221	790	-
Rents	1,556	2,072	1,501	1,981	1,329	-
Amortization of goodwill	245	326	240	322	242	-
Other	5,444	7,388	5,399	7,322	4,710	-
Operating profit (loss)	(-) <b>2,168</b> [3.0]	(29.7) <b>1,411</b> [1.5]	(-) <b>(7,394)</b> [-]	(-) <b>(5,374)</b> [-]	(-) <b>(3,612)</b> [-]	(-) <b>1,000-2,000</b> [1.2-2.4]
Ordinary profit (loss)	(-) <b>2,195</b> [3.1]	(25.1) <b>1,380</b> [1.5]	(-) <b>(7,945)</b> [-]	(-) <b>(9,068)</b> [-]	(-) <b>(3,858)</b> [-]	(-) <b>0-2,000</b> [0-2.4]
Profit (loss) attributable to owners of parent	(-) <b>779</b> [1.1]	(3.9) <b>118</b> [0.1]	(-) <b>(9,072)</b> [-]	(-) <b>(12,483)</b> [-]	(-) <b>(4,133)</b> [-]	(-) <b>0-1,000</b> [0-1.2]

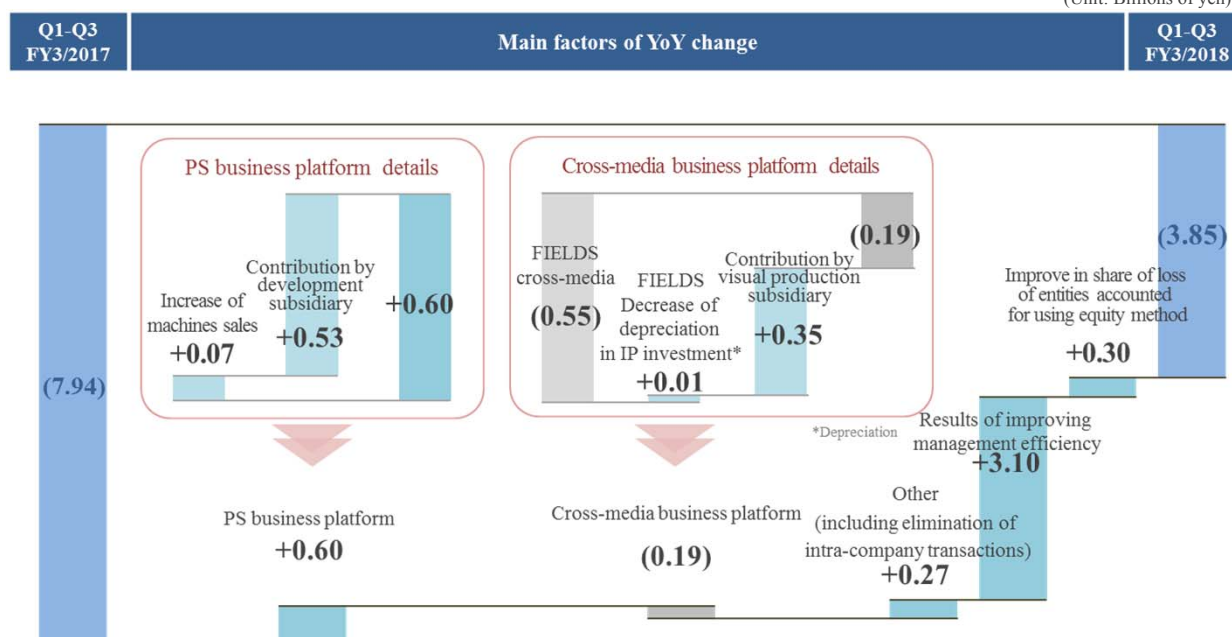
\*The figures in upper parentheses are YoY, the figures in lower square bracket are the net sales ratio.

\*The net sales ratio and the SG&A expenses are calculated on this sheet above.

Source: FIELDS

## Comparisons with the previous period (ordinary income base)

(Unit: Billions of yen)



\*The figures have been rounded down to millions of yen.

Source: FIELDS

# Consolidated B/S

(Unit: Millions of yen)

	End of Mar. 2016	End of Mar. 2017	End of Dec. 2017	Increase/ decrease	Factors
Cash and deposits	32,200	23,190	23,001	(189)	
Notes and accounts receivable - trade	8,562	12,727	6,188	(6,539)	
Electronically recorded monetary claims - operating	1,142	2,108	731	(1,377)	
Inventories	3,021	1,425	2,839	1,414	
Other	8,029	6,479	6,196	(283)	
Allowance for doubtful accounts	(20)	(73)	(50)	23	
<b>Total current assets</b>	<b>52,934</b>	<b>45,856</b>	<b>38,905</b>	<b>(6,951)</b>	• Decrease in notes and accounts receivable - trade
Land	7,550	7,206	2,257	(4,949)	
Other	3,897	3,160	3,194	34	
<b>Total property, plant and equipment</b>	<b>11,447</b>	<b>10,366</b>	<b>5,451</b>	<b>(4,915)</b>	• Decrease in sales of idle assets (land)
Goodwill	1,298	1,007	765	(242)	
Other	2,448	1,462	924	(538)	
<b>Total Intangible assets</b>	<b>3,746</b>	<b>2,469</b>	<b>1,689</b>	<b>(780)</b>	
Investment securities	9,716	8,223	6,465	(1,758)	
Long-term loans receivable	9,729	8,156	10,139	1,983	
Other	6,096	5,470	5,203	(267)	
Allowance for doubtful accounts	(1,193)	(144)	(226)	(82)	
<b>Total investments and other assets</b>	<b>24,348</b>	<b>21,705</b>	<b>21,581</b>	<b>(124)</b>	• Decrease in sales of investment securities • Increase in long-term loans receivable
<b>Total non-current assets</b>	<b>39,543</b>	<b>34,540</b>	<b>28,721</b>	<b>(5,819)</b>	
<b>Total assets</b>	<b>92,478</b>	<b>80,397</b>	<b>67,627</b>	<b>(12,770)</b>	
Notes and accounts payable - trade	12,749	12,792	4,647	(8,145)	
Short-term loans payable	11,414	281	3,906	3,625	
Income taxes payable	690	126	174	48	
Current portion of long-term loans payable	8	2,600	2,600	-	
Other	4,948	4,676	4,769	93	
<b>Total current liabilities</b>	<b>29,809</b>	<b>20,475</b>	<b>16,096</b>	<b>(4,379)</b>	• Decrease in notes and accounts payable-trade • Increase in short-term loans payable
Long-term loans payable	-	12,607	10,657	(1,950)	
Other	4,376	4,087	4,130	43	
<b>Non-current liabilities</b>	<b>4,376</b>	<b>16,694</b>	<b>14,787</b>	<b>(1,907)</b>	• Decrease in long-term loans payable
<b>Total liabilities</b>	<b>34,186</b>	<b>37,170</b>	<b>30,884</b>	<b>(6,286)</b>	
Capital stock	7,948	7,948	7,948	-	
Capital surplus	7,994	7,994	7,579	(415)	
Retained earnings	44,177	30,035	24,242	(5,793)	
Treasury shares	(1,821)	(1,821)	(1,821)	-	
<b>Total shareholders' equity</b>	<b>58,298</b>	<b>44,156</b>	<b>37,949</b>	<b>(6,207)</b>	
Valuation difference on available-for-sale securities	(862)	(1,836)	(1,580)	256	
<b>Accumulated other comprehensive income</b>	<b>(994)</b>	<b>(1,930)</b>	<b>(1,640)</b>	<b>290</b>	
<b>Non-controlling interests</b>	<b>987</b>	<b>1,002</b>	<b>434</b>	<b>(568)</b>	
<b>Total net assets</b>	<b>58,291</b>	<b>43,227</b>	<b>36,742</b>	<b>(6,485)</b>	• Decrease in retained earnings
<b>Total liabilities and net assets</b>	<b>92,478</b>	<b>80,397</b>	<b>67,627</b>	<b>(12,770)</b>	

\*The other and the Increase/decrease are calculated on this sheet above.

Source: FIELDS

## Consolidated Cash flow

(Unit: Millions of yen)

FY	3/2017		3/2018	
	Q1-Q3	Full-Year	Q1-Q3	Factors
Cash flows from operating activities	(13,046)	(7,319)	(2,534)	<ul style="list-style-type: none"> <li>• Loss before income taxes (3,830)</li> <li>• Decrease in notes and accounts payable - trade (8,935)</li> <li>• Increase in inventories (1,414)</li> <li>• Decrease in notes and accounts receivable - trade + 8,443</li> </ul>
Cash flows from investing activities	(3,674)	(3,927)	3,349	<ul style="list-style-type: none"> <li>• Proceeds from sales of property, plant and equipment +5,254</li> <li>• Proceeds from sales of shares of subsidiaries and associates +2,201</li> <li>• Collection of loans receivable +1,840</li> <li>• Payments of loans receivable (4,400)</li> </ul>
Cash flows from financing activities	3,228	2,136	(1,004)	<ul style="list-style-type: none"> <li>• Increase in short-time loans payable +3,625</li> <li>• Repayments of long-term loans payable (1,950)</li> <li>• Cash dividends paid (1,654)</li> <li>• Payments from changes in ownership interests in subsidiaries that do not result in change in scope of consolidation (955)</li> </ul>
Effect of exchange rate change on cash and cash equivalents	13	0	0	
Net increase (decrease) in cash and cash equivalents	(13,480)	(9,109)	(189)	
Cash and cash equivalents at beginning of period	32,200	32,200	23,090	
Cash and cash equivalents at end of period	18,720	23,090	22,901	

Source: FIELDS



## Changes in business results (consolidated)

- P.10 Change in quarterly P/L statement (table)
  
- P.11 Change in financial results (graph)  
Change in assets/liabilities, net assets (graph)
  
- P.12 Change in SG&A expenses (graph)  
Change in free cash flow (graph)

## Change in quarterly P/L statement (table)

### Consolidated

(Unit: Millions of yen)

FY	3/2016					3/2017					3/2018				
	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	Q3	Q4	Full-Year
Net sales	17,140	33,115	21,373	22,848	94,476	15,295	11,364	15,967	34,042	76,668	12,446	22,767	10,053		
Gross profit	4,950	8,898	6,410	5,222	25,480	2,487	2,699	4,852	7,603	17,641	1,961	4,983	3,775		
SG & A expenses	5,956	6,008	6,126	5,979	24,069	5,485	5,976	5,972	5,582	23,015	4,864	4,860	4,608		
Operating profit (loss)	(1,005)	2,889	284	(757)	1,411	(2,997)	(3,278)	(1,119)	2,020	(5,374)	(2,902)	122	(832)		
Ordinary profit (loss)	(864)	2,794	265	(815)	1,380	(3,241)	(3,587)	(1,117)	(1,123)	(9,068)	(3,055)	(233)	(570)		
Profit (loss) attributable to owners of parent	(867)	1,573	73	(661)	118	(2,340)	(2,516)	(4,216)	(3,411)	(12,483)	(2,752)	(537)	(844)		

(Unit: Machines)

Pachinko machines	15,684	49,270	61,959	35,620	162,533	24,677	20,035	33,292	77,610	155,614	14,531	15,723	39,171		
Pachislot machines	28,725	40,852	24,037	33,268	126,882	12,105	16,236	24,346	35,283	87,970	12,571	56,668	8,053		
Total	44,409	90,122	85,996	68,888	289,415	36,782	36,271	57,638	112,893	243,584	27,102	72,391	47,224		

FY	3/2013					3/2014					3/2015				
	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	Q3	Q4	Full-Year
Net sales	21,145	7,973	18,627	60,396	108,141	5,748	30,637	17,819	60,700	114,904	7,459	12,882	8,976	70,237	99,554
Gross profit	5,566	3,258	6,239	18,216	33,279	2,027	11,621	5,709	14,455	33,812	2,790	4,130	3,593	17,955	28,468
SG & A expenses	5,282	5,402	5,535	6,745	22,964	5,856	5,615	5,849	6,700	24,020	5,300	5,698	6,115	6,611	23,724
Operating profit (loss)	283	(2,142)	703	11,470	10,314	(3,829)	6,005	(140)	7,755	9,791	(2,509)	(1,568)	(2,522)	11,342	4,743
Ordinary profit (loss)	574	(2,312)	763	11,243	10,268	(3,759)	5,903	(78)	7,699	9,765	(2,254)	(1,818)	(1,561)	11,124	5,491
Profit (loss) attributable to owners of parent	342	(1,322)	303	5,397	4,720	(2,290)	3,724	(207)	4,143	5,370	(1,502)	(1,007)	(706)	6,233	3,018

Pachinko machines	20,928	25,895	31,824	21,346	99,993	12,842	97,434	28,728	23,875	162,879	38,540	35,370	44,224	184,272	302,406
Pachislot machines	43,862	10,418	37,887	135,950	228,117	5,660	55,969	31,003	137,471	230,103	5,657	22,552	7,172	61,904	97,285
Total	64,790	36,313	69,711	157,296	328,110	18,502	153,403	59,731	161,346	392,982	44,197	57,922	51,396	246,176	399,691

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

### Non-Consolidated

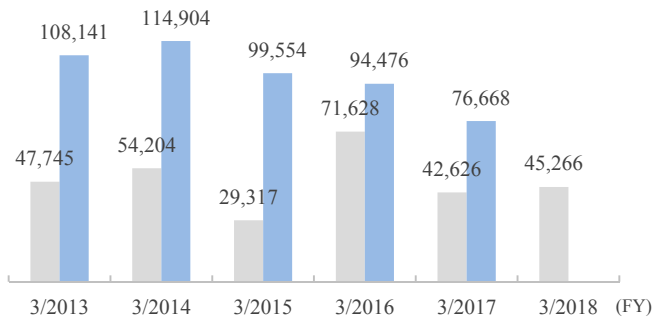
(Unit: Millions of yen)

FY	3/2012	3/2013	3/2014	3/2015	3/2016	3/2017
Net sales		80,394	97,301	103,572	87,221	64,155
Gross profit		27,036	29,341	30,592	24,976	14,075
SG & A expenses		18,834	19,317	21,065	21,146	19,761
Operating profit (loss)		8,202	10,023	9,527	3,829	(5,685)
Ordinary profit (loss)		8,496	10,219	9,246	4,431	(5,213)
Profit (loss)		4,905	6,083	4,582	1,855	(13,559)

Source: FIELDS

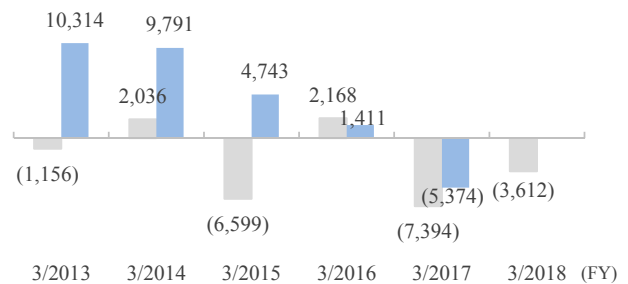
## Change in financial results (graph)

### Net sales

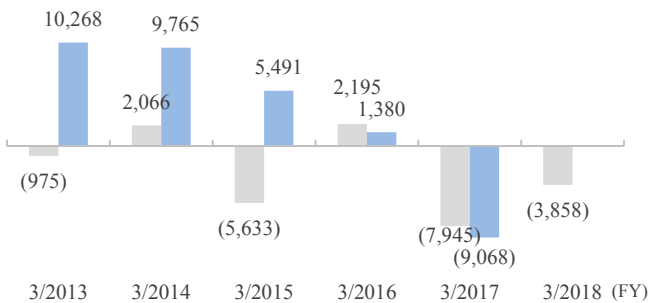


### Operating profit (loss)

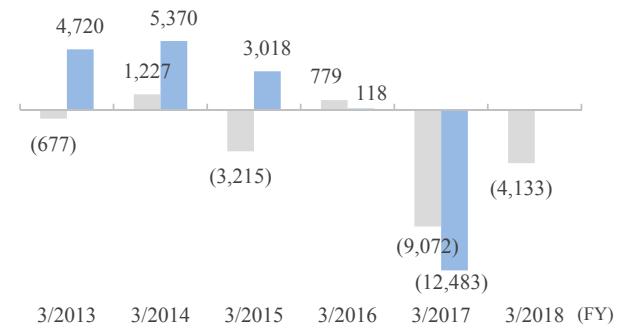
■ Q1-Q3 ■ Full-year  
(Unit: Millions of yen)



### Ordinary profit (loss)



### Profit (loss) attributable to owners of parent

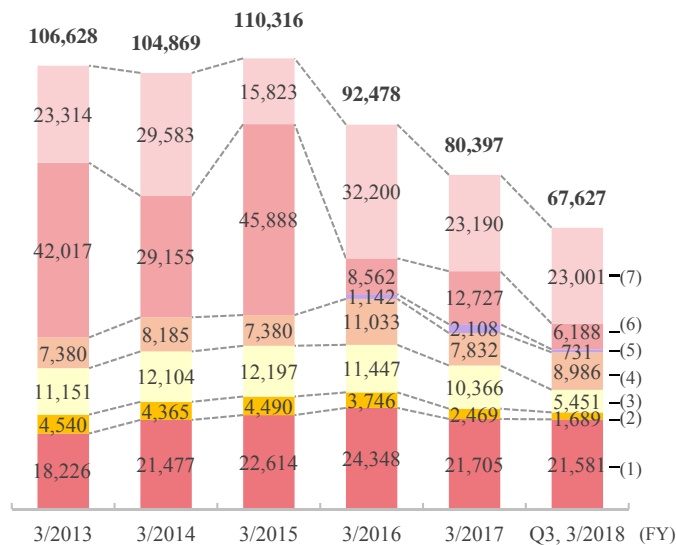


Source: FIELDS

## Change in assets/liabilities, net assets (graph)

### Change in assets

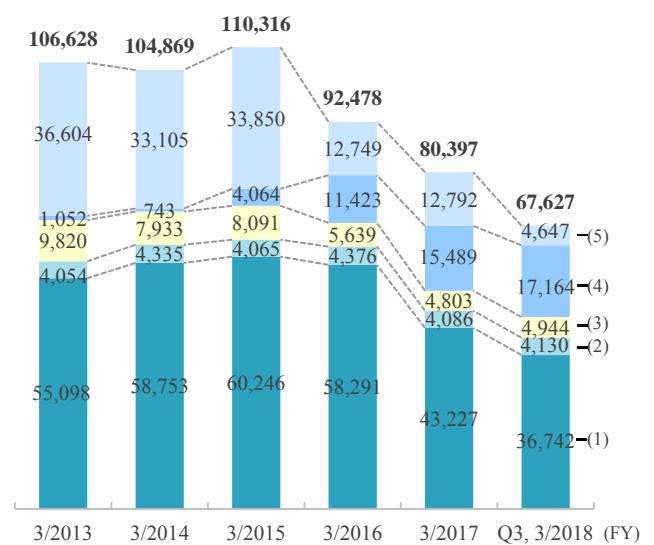
- (1) Investments and other assets
- (2) Intangible assets
- (3) Property, plant and equipment
- (4) Other current assets
- (5) Electronically recorded monetary claims - operating
- (6) Notes and accounts receivable - trade
- (7) Cash and deposits



### Change in liabilities/ net assets

(Unit: Millions of yen)

- (1) Net assets
- (2) Non-current liabilities
- (3) Other current liabilities
- (4) Interest-bearing liabilities
- (5) Notes and accounts payable - trade



\*The Other current assets and the Other current liabilities are calculated on this sheet above.

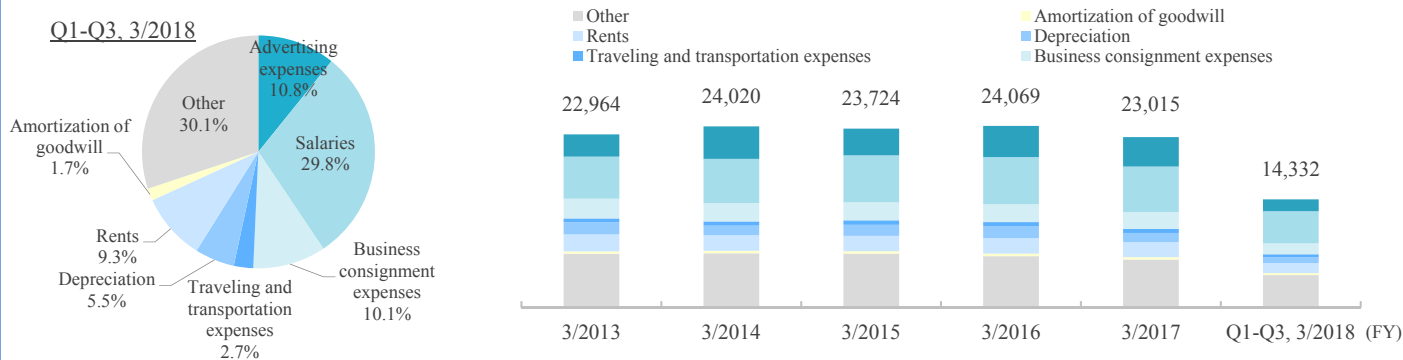
Source: FIELDS

## Change in SG&A expenses (graph)

(Unit: Millions of yen)

FY	3/2013	3/2014	3/2015	3/2016	3/2017	Q1-Q3, 3/2018
Advertising expenses	2,964	4,305	3,541	4,118	3,904	1,554
Salaries	5,569	5,859	6,222	6,248	6,033	4,266
Provision for bonuses	247	285	306	231	222	95
Provision for directors' bonuses	230	230	282	191	-	82
Business consignment expenses	2,608	2,451	2,394	2,370	2,232	1,441
Traveling and transportation expenses	507	551	598	573	542	392
Depreciation	1,623	1,268	1,474	1,547	1,221	790
Rents	2,249	2,062	2,022	2,072	1,981	1,329
Provision of allowance for doubtful accounts	(56)	(3)	3	1	42	(0)
Retirement benefit expenses	92	6	118	125	149	100
Amortization of goodwill	319	323	325	326	322	242
Other	6,612	6,683	6,439	6,267	6,367	4,041
<b>Total SG&amp;A expenses</b>	<b>22,964</b>	<b>24,020</b>	<b>23,724</b>	<b>24,069</b>	<b>23,015</b>	<b>14,332</b>

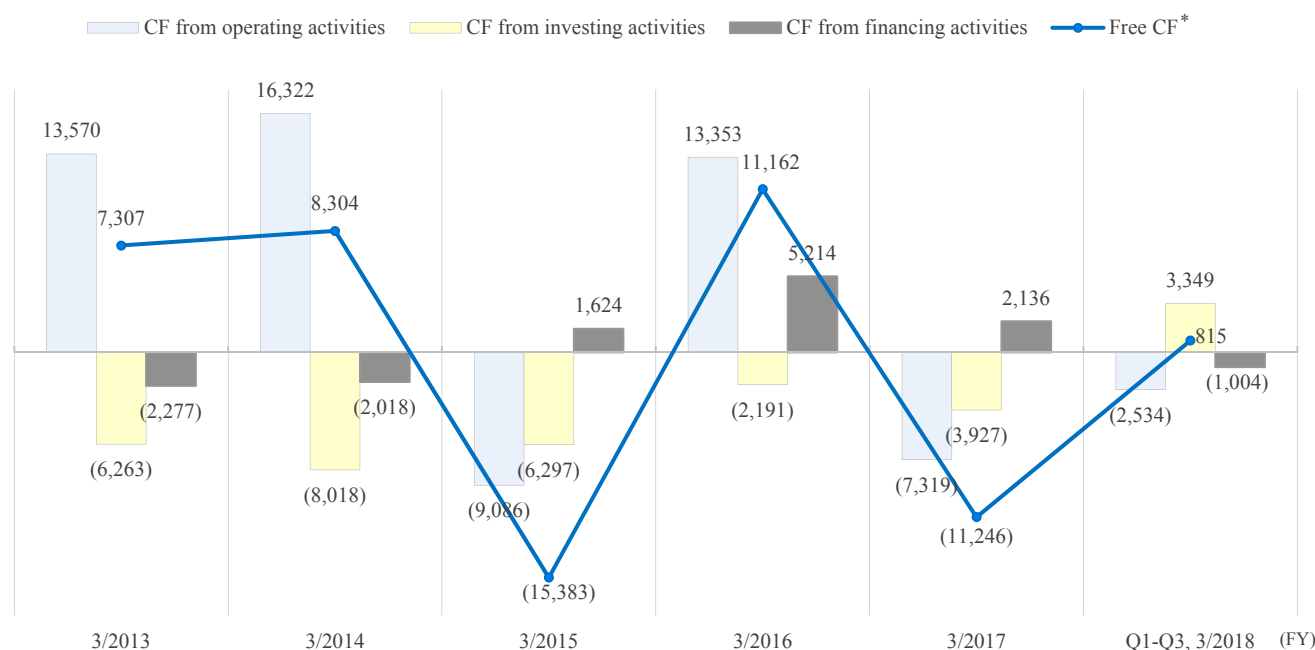
\*The other is calculated on this sheet above.



Source: FIELDS

## Change in free cash flow (graph)

(Unit: Millions of yen)



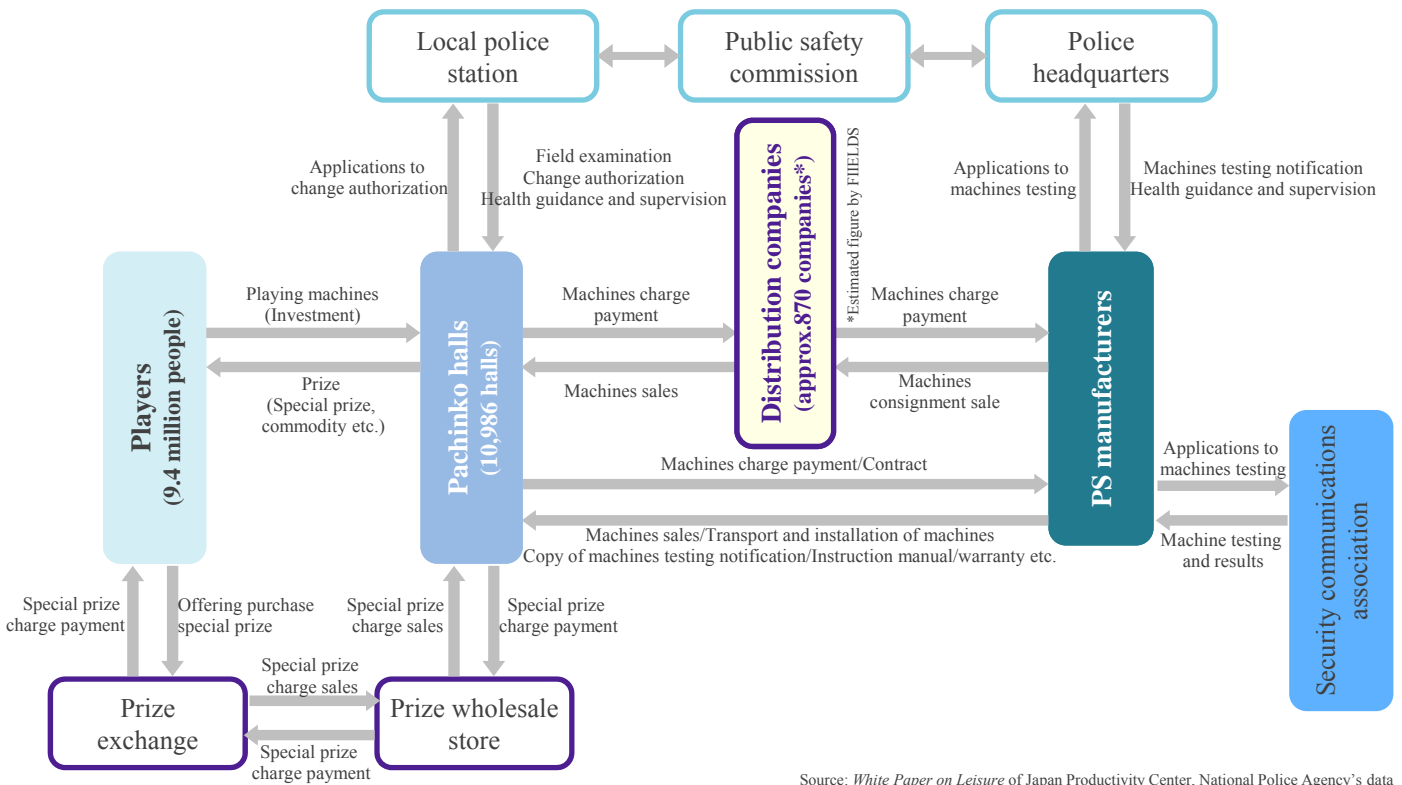
\*The cash flow from operating activities and investing activities

Source: FIELDS

## PS machines sales related data

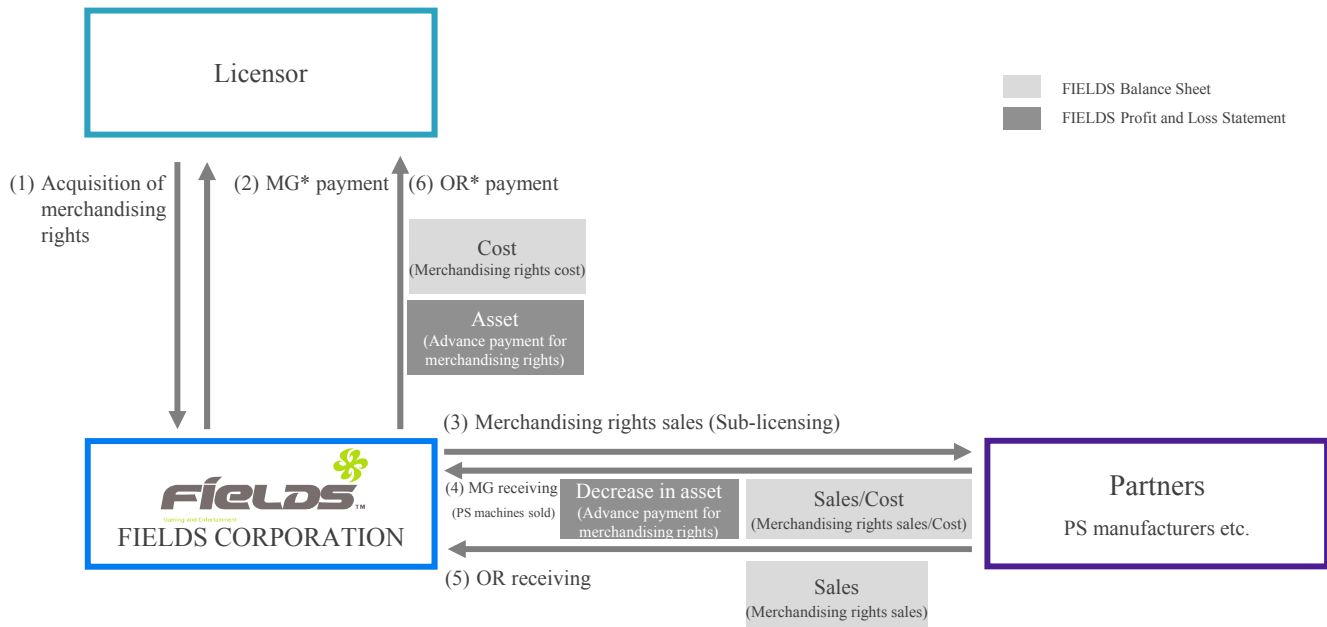
- Players in the PS industry
- P.14 Business flow and accounting method of merchandising rights in general products planning and development (image)
  - P.15 Accounting method of PS machines sales (image)
  - P.16 Main alliance manufactures and group companies
  - P.17 Main PS machines from FY3/2016 to Q4 FY3/2018
  - P.18 History of PS general sales: unit sales by affiliated manufacturer (FY3/2001-Q3 FY3/2018)
  - P.20 History of PS general sales: unit sales by titles (FY3/2001-Q3 FY3/2018)
  - P.22 Change of *Evangelion* series

# Players in the PS industry



Source: White Paper on Leisure of Japan Productivity Center, National Police Agency's data

# Business flow and accounting method of merchandising rights in general products planning and development (image)



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

\*OR (Over Royalty): The 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.

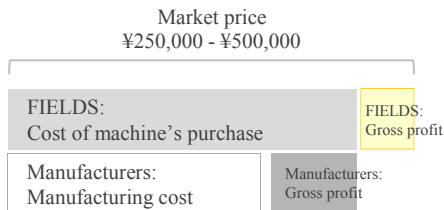
Source: FIELDS

# Accounting method of PS machines sales (image)

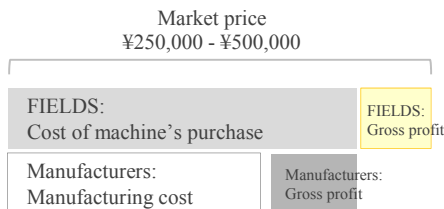
## Distribution sales (sales and profit by purchase of machines)

### PS machines

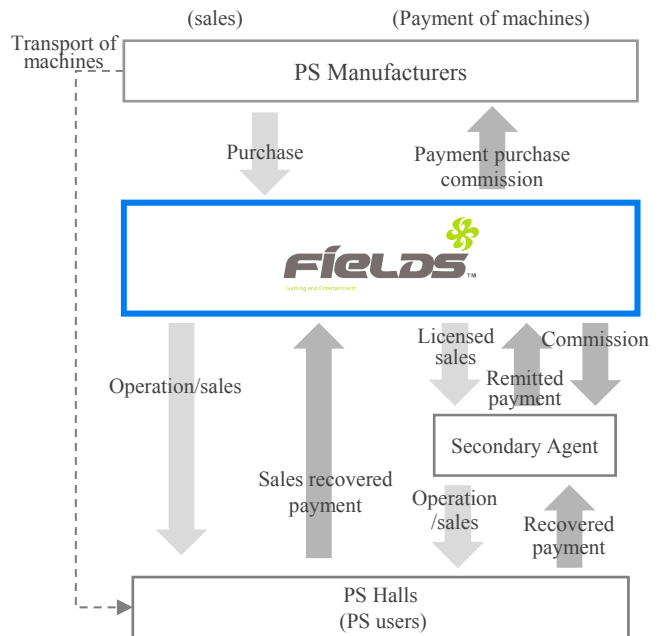
#### Pachinko machine sales: Cost, gainsharing (per machine)



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



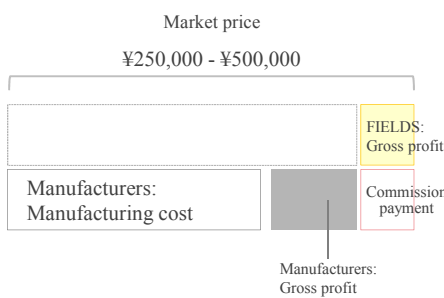
### Method of collection of machine's receivables



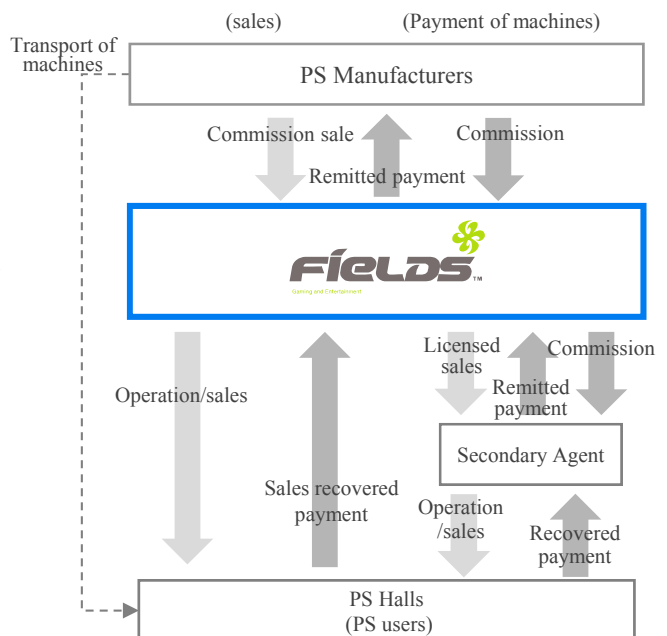
## Agency sales (Sales and profit by commission)

### Pachinko machine

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





















### Method of collection of machine's receivables



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Source: FIELDS

# Main alliance manufactures and group companies

	Manufacture	History of alliance	Main Machines	
			Pachinko	Pachislot
Alliance Manufacturers	<b>SANKYO Group</b> <b>Bisty</b>  Cumulative unit sales of manufacturer P: 2,374,000 machines S: 748,000 machines	・2003 Signed a Basic Sales and Purchase Agreement with Bisty Co., Ltd.	<i>CR CODE GEASS</i> <i>Lelouch of the Rebellion</i> <i>-Emperor Road-</i> 	<i>Neon Genesis Evangelion</i> <i>- to You the Sincerity 2</i> 
	<b>KYORAKU SANGYO Group</b> <b>OK!!</b>  Cumulative unit sales of manufacturer P: 219,000 machines S: 7,000 machines	・2008 Signed a Joint Business Agreement with KYORAKU SANGYO ・2012 Began the Exclusive sales of OK!! brand machines ・2015 Signed a Basic Transaction Agreement with OK Co., Ltd.	<i>Pachinko GANTZ</i> 	<i>PACHI-SLOT ULTRASEVEN</i> 
	<b>Daiichi Group</b> <b>D-light</b>  Cumulative unit sales of manufacturer P: 22,000 machines S: 15,000 machines	・2013 Business alliance with D-light Co., Ltd. ・2015 Business alliance with Daiichi Shokai Co., Ltd	<i>CR MAJESTIC PRINCE</i> 	<i>PachislotTheAmbitionofOda Nobuna</i> 
	<b>CAPCOM Group</b> <b>Enterrise</b>  Cumulative unit sales of manufacturer P: 293,000 machines S: 293,000 machines	・2009 Signed a Basic Transaction Agreement with Enterrise Co., Ltd Began the exclusive sales of its brand machines	/	
Affiliated Companies	<b>NANASHOW</b> <b>NANASHOW</b> 38.9%*2 Cumulative unit sales of manufacturer P: 4,000 machines S: 52,000 machines	・2014 Business alliance with NANASHOW Corporation Made NANASHOW Corporation an affiliated company	<i>THE GENIE FAMILY</i> 	<i>PACHISLOT BLACK LAGOON3</i> 
	<b>Universal Entertainment Group</b> <b>MIZUHO</b>  Cumulative unit sales of manufacturer P: 44,000 machines S: 58,000 machines	・2012 Signed a Shareholders Agreement with Universal Entertainment Corporation Made MIZUHO CORP. an affiliated company	<i>CR Yu-Gi-Sei Million Arthur</i> 	<i>Kai-Dou-Sei Million Arthur</i> 
Cooperative Manufacturers	<b>SEGA SAMMY Group</b> <b>Sammy/RODEO</b>  Cumulative unit sales of manufacturer S: 1,386,000 machines	・2000 Business alliance with RODEO Co., Ltd. ・2001 Signed a Basic Exclusive Distributorship Agency Agreement with RODEO Co., Ltd. ・2002 Made RODEO Co., Ltd. an affiliated company ・2017 Signed a Basic Sales and Purchase Agreement with Sammy Corporation Closed relationship of Other Related Company of FIELDS with RODEO Co., Ltd.	/	
	<b>Spiky</b>  100.0%*2	・2015 Spiky Corporation became a subsidiary	/	
Consolidated Subsidiaries	<b>CROSSALPHA</b>  100.0%*2	・2015 Made Aristocrat Technologies (now K.K. CROSSALPHA) a subsidiary	/	

\*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 figures indicate investment ratio.

\*3 The cumulative unit sales of manufacturer have been rounded down to the thousand.

\*4 The rental plan is included in a part of unit sales.

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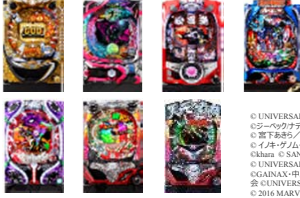


# Main PS machines from FY3/2016 to Q4 FY3/2018

(Units sales as of December 31, 2017)

## Pachinko machines

### Launch of 7 pachinko titles



- Bisty 2 titles
- MIZUHO/Macy 3 titles
- OK!! 1 title
- Daiichi 1 title

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### Launch of 6 pachinko titles



- Daiichi 1 title
- NANASHOW 2 titles
- Bisty 2 titles
- OK!! 1 title

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 Okhara © SANKYO © Bisty  
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 © タツノプロ © NANASHOW

October  
 Bisty  
**CR EVANGELION 2018 model**  
 35,000 machines



Okhara © Bisty

January  
 MIZUHO  
**CR Yu-Gi-Sea Million Arthur**  
 On sale



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February  
 Bisty  
**CR CODE GEASS**  
**Lelouch of the Rebellion**  
**-Emperor Road-**  
 On sale



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## FY

3/2016  
 3/2017  
 Q1 3/2018  
 Q2 3/2018  
 Q3 3/2018  
 Q4 3/2018

## Pachislot machines

### Launch of 10 pachislot titles



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

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### Launch of 9 pachislot titles



- Bisty 2 titles
- D-light 1 title
- Enterrise 3 titles
- NANASHOW 2 titles
- RODEO 1 title

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### Launch of 5 pachislot titles



- D-light 1 title
- NANASHOW 1 title
- Enterrise 1 title
- OK!! 1 title
- DAXEL 1 title

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 GOOD SMILE COMPANY

### Launch of 10 pachislot titles



- DAXEL 1 title
- Enterrise 1 title
- EXCITE 1 title
- NANASHOW 1 title
- D-light 1 title
- MIZUHO 2 titles
- RODEO 2 titles
- OK!! 1 title

<Sales cooperation>  
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December  
 NANASHOW  
**PACHISLOT**  
**BLACK LAGOON3**



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January  
 Bisty  
**EVANGELION 30th MODEL**  
 On sale



© Okhara The manufacturer is Bisty Co., Ltd

February  
 Developed by Bisty  
**Neon Genesis Evangelion**  
**-to You the Sincerity 2-**  
 On sale



© Okhara/Project Eva

March  
 Developed by NANASHOW  
**PACHISLOT Super GANTZ**  
 On sale



CHIROYA OKU/SHUEISHA CHIROYA OKU/SHUEISHA,  
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\*Regarding the machines which unit sales were less than 10,000, it's unit sales are not disclosed. The above line-up were omitted information of the Amadigi-type and reuse-type machines.

\*Please refer to pages 18-21 for details on titles launched in FY3/2001 to Q3, FY3/2017.

Source: FIELDS

## History of pachinko general sales: unit sales by affiliated manufacturer

FY		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
	Unit sales	-	-	-	4,151	169,037	262,806	292,905	217,526	170,883	286,877
OK!!	Title	-	-	-	-	-	-	-	-	-	-
	Unit sales	-	-	-	-	-	-	-	-	-	-
MIZUHO/Macy	Title	-	-	-	-	-	-	-	-	-	-
	Unit sales	-	-	-	-	-	-	-	-	-	-
NANASHOW	Title	-	-	-	-	-	-	-	-	-	-
	Unit sales	-	-	-	-	-	-	-	-	-	-
Daichi	Title	-	-	-	-	-	-	-	-	-	-
	Unit sales	-	-	-	-	-	-	-	-	-	-
<b>Total</b>	<b>Title</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>1</b>	<b>4</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>4</b>	<b>4</b>
	<b>Unit sales</b>				<b>4,151</b>	<b>169,037</b>	<b>262,806</b>	<b>292,905</b>	<b>217,526</b>	<b>170,883</b>	<b>286,877</b>

Source: FIELDS

## History of pachislot general sales: unit sales by affiliated manufacturer

FY		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
	Unit 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
	Unit sales	-	-	-	5,622	19,053	22,952	73,714	112,439	91,204	76,179
OK!!	Title	-	-	-	-	-	-	-	-	-	-
	Unit sales	-	-	-	-	-	-	-	-	-	-
Enterrise	Title	-	-	-	-	-	-	-	-	-	1
	Unit sales	-	-	-	-	-	-	-	-	-	2,498
MIZUHO/Macy	Title	-	-	-	-	-	-	-	-	-	-
	Unit sales	-	-	-	-	-	-	-	-	-	-
NANASHOW	Title	-	-	-	-	-	-	-	-	-	-
	Unit sales	-	-	-	-	-	-	-	-	-	-
D-light	Title	-	-	-	-	-	-	-	-	-	-
	Unit sales	-	-	-	-	-	-	-	-	-	-
<b>Total</b>	<b>Title</b>	<b>2</b>	<b>4</b>	<b>5</b>	<b>7</b>	<b>5</b>	<b>3</b>	<b>8</b>	<b>8</b>	<b>5</b>	<b>5</b>
	<b>Unit sales</b>	<b>32,904</b>	<b>155,263</b>	<b>176,436</b>	<b>159,160</b>	<b>184,187</b>	<b>182,174</b>	<b>116,532</b>	<b>198,621</b>	<b>121,015</b>	<b>107,439</b>

\*The number of titles sold include only major titles.

\*The unit sales indicate the cumulative unit sales by each manufacturer and the rental plan is included in a part of unit sales.

Source: FIELDS

## History of pachinko general sales: unit sales by affiliated manufacturer

FY		3/2011	3/2012	3/2013	3/2014	3/2015	3/2016	3/2017	Q1-Q3 3/2018	Total
Bisty	Title	2	2	1	3	2	2	2	1	43
	Unit sales	236,505	181,776	48,216	111,868	159,778	90,684	98,637	43,339	2,374,988
OK!!	Title	-	-	1	2	1	1	1	-	6
	Unit sales	-	-	32,437	28,790	114,597	5,010	22,897	15,327	219,058
MIZUHO/Macy	Title	-	-	-	-	1	3	-	-	4
	Unit sales	-	-	-	-	4,898	39,623	73	-	44,594
NANASHOW	Title	-	-	-	-	-	-	2	-	2
	Unit sales	-	-	-	-	-	-	3,731	665	4,396
Daichi	Title	-	-	-	-	-	1	1	-	2
	Unit sales	-	-	-	-	-	8,636	14,015	-	22,651
<b>Total</b>	<b>Title</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>5</b>	<b>4</b>	<b>7</b>	<b>6</b>	<b>1</b>	<b>57</b>
	<b>Unit sales</b>	<b>236,505</b>	<b>181,776</b>	<b>80,653</b>	<b>140,658</b>	<b>279,273</b>	<b>143,953</b>	<b>139,353</b>	<b>59,331</b>	<b>2,665,687</b>

Source: FIELDS

## History of pachislot general sales: unit sales by affiliated manufacturer

FY		3/2011	3/2012	3/2013	3/2014	3/2015	3/2016	3/2017	Q1-Q3 3/2018	Total
RODEO	Title	3	3	2	1	1	-	1	2	48
	Unit sales	121,691	81,820	104,549	26,505	42,566	-	4,431	629	1,386,795
Bisty	Title	2	2	3	3	-	3	2	-	31
	Unit sales	70,080	81,754	65,876	61,762	20	54,341	12,010	1,272	748,278
OK!!	Title	-	-	-	-	-	-	-	2	2
	Unit sales	-	-	-	-	-	-	-	7,039	7,039
Enterrise	Title	1	1	1	2	1	2	3	2	14
	Unit sales	16,119	7,264	47,889	72,085	24,467	42,825	57,848	22,326	293,321
MIZUHO/Macy	Title	-	-	-	1	-	-	-	2	3
	Unit sales	-	-	-	54,127	66	-	-	4,000	58,193
NANASHOW	Title	-	-	-	-	1	2	2	2	7
	Unit sales	-	-	-	-	20,084	14,990	6,321	10,983	52,378
D-light	Title	-	-	-	-	-	3	1	2	6
	Unit sales	-	-	-	-	-	9,131	3,185	3,357	15,673
<b>Total</b>	<b>Title</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>7</b>	<b>3</b>	<b>10</b>	<b>9</b>	<b>12</b>	<b>111</b>
	<b>Unit sales</b>	<b>207,890</b>	<b>170,838</b>	<b>218,314</b>	<b>214,479</b>	<b>87,203</b>	<b>121,287</b>	<b>83,795</b>	<b>55,126</b>	<b>2,567,197</b>

\*The number of titles sold include only major spec.

\*The unit sales indicate the cumulative unit sales by each manufacturer and the rental plan is included in a part of unit sales.

\*RODEO includes the sales number of *Kaiji 3* from GINZA Corporation released in FY3/2014.

Source: FIELDS

## History of pachinko general sales: unit sales by titles (FY3/2004 - Q3 FY3/2018)

Bisty			
	FY	Title	Unit sales
1	3/2004	CR FEVER KUNG-FU GAL	14,000
2	3/2005	CR Kahara Tomomi to Minashigo Hatchi	41,000
3		CR Neon Genesis Evangelion	124,000
4		CR Circuit e ikou!	11,000
5		CR FEVER TWINS	-
6	3/2006	CR Neon Genesis Evangelion: Second Impact	161,000
7		CR Ashita ga arusa Yoshimoto World	38,000
8		CR Marilyn Monroe	39,000
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	12,000
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 Version	10,000
37		CR The story of ayumi hamasaki Light Version	-
38		CR The story of ayumi hamasaki—introduction	72,000
39	3/2013	Evangelion 7 Smile Model	12,000
40		CR Sengoku BASARA 3—The Battle of Sekigahara	16,000
41		EVA Light III	16,000
42	3/2014	CR EVANGELION 8 Premium Battle	12,000
43		CR TEKKEN	18,000
44		CR EVANGELION 8	75,000
45		CR Beyond the Heavens	-
46	3/2015	CR TEKKEN LIGHT VERSION	-
47		CR EVANGELION 8 Extreme Battle	20,000
48		CR ayumi hamasaki 2	23,000
49		CR EVANGELION 9	103,000
50		CR EVANGELION 9 Premium Amadigi ver.	13,000
51		CR EVANGELION 9 Middle ver.	-

52	3/2016	CR EVANGELION 9 Type zero ver.	-
53		CR Martian Successor NADESICO	-
54		CR EVANGELION X	53,000
55		CR EVANGELION 9 Type zero 199 ver.	-
56		CR Martian Successor NADESICO Light ver.	-
57		CR EVANGELION X PREMIUM MODEL	12,000
58	3/2017	CR TEKKEN 2 Toushin ver.	15,000
59		CR EVANGELION 9 180ver.	-
60		CR EVANGELION 10 SPEED IMPACT	12,000
61		CR EVANGELION—Time to Rise	57,000
62		CR TEKKEN 2 Fujin ver.	-
63	3/2018	CR EVANGELION—Time to Rise Premium Model	-
64		CR EVANGELION 2018 model.	35,000
65		CR EVANGELION Start impact	-
66		CR CODE GEASS Lelouch of the Rebellion -Emperor Road-	On sale

OK!!			
	FY	Title	Unit sales
1	3/2013	New-century Pachinko GHOST IN THE SHELL: STAND ALONE COMPLEX MAX type	-
2		New-century Pachinko GHOST IN THE SHELL: STAND ALONE COMPLEX Middle type	25,000
3	3/2014	Pachinko Onimusha: Dawn of Dreams	33,000
4		New-century Pachinko BERSERK	23,000
5	3/2015	Pachinko Onimusha: Dawn of Dreams Light Version	-
6		Pachinko Ultra Battle Retsuden	80,000
7	3/2016	Pachinko Marvel's Avengers	-
8	3/2017	Pachinko GANTZ	20,000
9	3/2018	Pachinko Ultra Battle Retsuden Light Edition	-
10		Pachinko Marvel's Avengers Type196	-
11		Pachinko Marvel's Avengers Light Version	-
12		Pachinko GANTZ EXTRA	On sale

MIZUHO (including Macy)			
	FY	Title	Unit 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		CR Million GOD RISING—ZEUS Returns—	-
5		CR Tengen Toppa Gurren Lagann	-
6		CR Midoridon Hanabi DE Buon giorno 1/99ver.	-
7		CR Yu-Gi-Sei Million Arthur	On sale

Daichi			
	FY	Title	Unit sales
1	3/2016	CR Sakigake Otokojuku	-
2		CR Sakigake Otokojuku Light Ver.	-
3	3/2017	CR MAJESTIC PRINCE	13,000

NANASHOW			
	FY	Title	Unit sales
1	3/2017	CR The Amazing Spider-Man	-
2		THE GENIE FAMILY	-

\*The titles of PS machines which the unit sales was less than 10,000, was not disclosed.

\*The figures have been rounded down to thousand.

\*The rental plan is included in a part of unit sales.

Source: FIELDS

# History of pachislot general sales: unit sales by titles (FY3/2001 - Q3 FY3/2018)

RODEO			
	FY	Title	Unit 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		Tenka Muteki! Salaryman Kintaro	18,000
29		The Mask of Zorro	-
30		Cream Stew	-
31		Devil May Cry 3	48,000
32	3/2009	Kaiji Act 2	18,000
33		Tenchi wo Kurau	-
34		Sonic Live	-
35	3/2010	Onimusha: Dawn of Dreams	90,000
36		Hono-no Nekketsu Kyoshi	-
37	3/2011	Gravion	-
38		Ore no Sora—Spirit of Young Justice	38,000
39		Gamera	13,000
40	3/2012	Pachislot Monster Hunter	95,000
41		Rahxephon	-
42		Kaze no Youjinbou—Memory of Butterflies	23,000
43	3/2013	Pachislot Shin-Onimusha Sairin	41,000
44		SAKIGAKE OTOKOJUKU—TENCHO-GORIN THE FINAL	24,000
45	3/2014	Kaiji3	25,000
46	3/2015	Salaryman Kintaro Syusse Kaido	42,000
47	3/2017	Pachislot INUYASHA	-
48	3/2018	PACHISLOT TATAKAE! SALARY-MAN	-
49		Pachislot Ys I & II	-

Bisty			
	FY	Title	Unit 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	12,000
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	-
31		PACHI-SLOT MOBILE SUIT Z GUNDAM	-
32	3/2018	EVANGELION 30φMODEL	On sale
33		Neon Genesis Evangelion - to You the Sincerity 2	On sale

Enterrise			
	FY	Title	Unit 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	49,000
5	3/2014	Monster Hunter: Gekka Raimei	50,000
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	-
11		Devil May Cry X (Cross)	15,000
12		Monster Hunter Kyoryu Sensen	37,000
13	3/2018	Pachislot Machine Ace Attorney	-
14		Resident Evil Revelations	18,000

MIZUHO			
	FY	Title	Unit sales
1	3/2014	ANOTHER GOD HADES	54,000
2	3/2018	Kai-Dou-Sei Million Arthur	-
3		THE AMAZING SPIDER-MAN	-



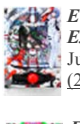










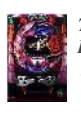
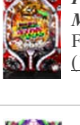



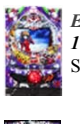


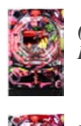


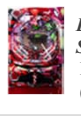
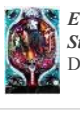

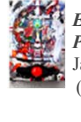
NANASHOW			
	FY	Title	Unit sales
1	3/2015	Pachislot BERSERK	20,000
2	3/2016	PACHISLOT NINJA GAIDEN	12,000
3		Pachislot Ultraman	-
4	3/2017	Pachislot ALIEN BALTAN	-
5		Pachislot LOAD of VERMILION	-
6	3/2018	PACHISLOT GRAPPLER BAKI	-
7		PACHISLOT TOUKIDEN	-
8		PACHISLOT BLACK LAGOON3	-
9		PACHISLOT Super GANTZ	On sale

D-light			
	FY	Title	Unit sales
1	3/2016	MAJESTIC PRINCE	-
2		HIGURASHI NO NAKUKORONI—KIZUNA	-
3		Oh My Goddess!	-
4	3/2017	Pachislot GARGANTIA ON THE VERDUROUS PLANET	-
5	3/2018	Pachislot Osomatsu-kun	-
6		Pachislot The Ambition of Oda Nobuna	-

OK!!			
	FY	Title	Unit sales
1	3/2018	Pachi-Slot Marvel's The Avengers	-
2		PACHI-SLOT ULTRASEVEN	-

Source: FIELDS

## Change of pachinko *Evangelion* series

FY	Sales title	Low gambling nature type/ reused machines	Unit sales of series (by period)	FY	Sales title	Low gambling nature type/ reused machines	Unit sales of series (by period)
3/2005	 <b>Neon Genesis Evangelion</b> Dec. 2004 (124,000 machines)		98,000 machines	3/2015	 <b>EVANGELION 9</b> Dec. 2014 (103,000 machines)	 <b>EVANGELION 8 Extreme Battle</b> Jul. 2014 (20,000 machines)	131,000 machines
3/2006	 <b>Second Impact</b> Feb. 2006 (161,000 machines)		150,000 machines			 <b>EVANGELION 9 Premium Amadigi Ver.</b> Feb. 2015 (13,000 machines)	
3/2007	 <b>Kiseki no Kachiwa</b> Feb. 2007 (187,000 machines)		206,000 machines			 <b>EVANGELION 9 Middle Ver.</b> Feb. 2015	
3/2008	 <b>The Angels Are Back Again</b> Jan. 2008 (199,000 machines)		206,000 machines	3/2016	 <b>EVANGELION X</b> Sep. 2015. (53,000 machines)	 <b>EVANGELION 9 Type zero ver.</b> May 2015	84,000 machines
3/2009	 <b>Neon Genesis Evangelion Premium Model</b> May 2008 (51,000 machines)		63,000 machines			 <b>EVANGELION 9 Type zero 199ver.</b> Dec. 2015	
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)	259,000 machines			 <b>EVANGELION X PREMIUM MODEL</b> Feb. 2016 (12,000 machines)	
3/2011	 <b>Evangelical of the Beginnings</b> Jun. 2010 (205,000 machines)	 <b>Evangelical of the Beginnings Light ver.</b> Nov. 2010	215,000 machines	3/2017	 <b>Time to Rise</b> Dec. 2016 (57,000 machines)	 <b>EVANGELION 9 180Ver.</b> Sep. 2016	78,000 machines
3/2012	 <b>Evangelion 7</b> Jan. 2012 (100,000 machines)		97,000 machines			 <b>EVANGELION X SPEED IMPACT</b> Sep. 2016 (12,000 machines)	
3/2013		 <b>(Evangelion 7) EVA Light III</b> May 2012 (16,000 machines)	31,000 machines	3/2018	 <b>EVANGELION 2018 model</b> Oct. 2017 (35,000 machines)	 <b>EVANGELION 11 PREMIUM MODEL</b> Jun. 2016	42,000 machines
		 <b>Evangelion 7 Smile Model</b> Dec. 2012 (12,000 machines)				 <b>EVANGELION 11 Start Impact</b> Dec. 2017	
3/2014	 <b>EVANGELION 8</b> Jul. 2013 (75,000 machines)	 <b>EVANGELION 8 Premium Battle</b> Jan. 2014 (12,000 machines)	88,000 machines				














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\*The figures have been rounded down to thousand.

\*The figures in parentheses indicate unit sales per title (sales of less than 10,000 machines are not disclosed).

Source: FIELDS

## Change of pachislot *Evangelion* series

FY	Sales title	Unit sales of series (by period)	FY	Sales title	Unit sales of series (by period)
3/2006	 <b>Neon Genesis Evangelion</b> Sep. 2005 (23,000 machines)	<u>22,000</u> machines	3/2014	 <b>Evangelion</b> — <i>Ketsui no Toki</i> Feb. 2014 (13,000 machines)	<u>13,000</u> machines
3/2007		-	3/2015		-
3/2008	 <b>Neon Genesis Evangelion</b> <i>Magokoro wo Kimini</i> Jul. 2007 (99,000 machines)	<u>99,000</u> machines	3/2016	 <b>EVANGELION</b> — <i>Spear of Hope</i> Jun. 2015 (26,000 machines)	<u>41,000</u> machines
3/2009	 <b>Neon Genesis Evangelion</b> <i>That time has come, they're waiting for us</i> Sep. 2008 (90,000 machines)	<u>90,000</u> machines	3/2017	 <b>EVANGELION</b> — <i>Tamashii wo Tsunagumono</i> Dec. 2015 (15,000 machines)	
3/2010	 <b>Neon Genesis Evangelion</b> — <i>Die Spur der SEELE</i> Mar. 2010 (84,000 machines)	<u>74,000</u> machines	3/2018	 <b>EVANGELION</b> — <i>WISH OF VICTORY</i> Feb. 2017	-
3/2011	 <b>MOBASLO Evangelion</b> — <i>for your own wish</i> Mar. 2011 (77,000 machines)	<u>65,000</u> machines		 <b>EVANGELION</b> <i>30φMODEL</i> Jan. 2018	On sale
3/2012	 <b>Evangelion</b> — <i>the Heartbeat of Life</i> Feb. 2012 (46,000 machines)	<u>69,000</u> machines		 <b>Neon Genesis Evangelion</b> - <i>to You the Sincerity 2</i> Feb. 2018	
3/2013	 <b>EVANGELION</b> Feb. 2013 (57,000 machines)	<u>56,000</u> machines			

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\*The figures have been rounded down to thousand.

\*The figures in parentheses indicate unit sales per title (sales of less than 10,000 machines are not disclosed).

Source: FIELDS

## Result of PS machines sales

- P.25 Result of PS machines sales (by brand and major sales title)
- P.26 Change in unit sales of PS machines (graph)
- P.27 Unit sales of PS machines (details)  
Cumulative unit sales of PS series (by main IP)



## Result of PS machines sales (by brand)

(Unit: Machines)

FY	FY3/2017					FY3/2018				
	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	Q3	Q4	Full-Year
[Pachinko machines]										
Bisty	2,798	16,441	28,677	50,721	98,637	1,605	5,727	36,007		
OK!!	2,345	-	959	19,593	22,897	9,207	6,110	10		
Mizuho *1	73	-	-	-	73	-	-	-		
Daichi	14,015	-	-	-	14,015	-	-	-		
NANASHOW	2,396	-	-	1,335	3,731	665	-	-		
Others	3,050	3,594	3,656	5,961	16,261	3,054	3,886	3,154		
<b>I) Total unit sales (pachinko)</b>	<b>24,677</b>	<b>20,035</b>	<b>33,292</b>	<b>77,610</b>	<b>155,614</b>	<b>14,531</b>	<b>15,723</b>	<b>39,171</b>		
[Pachislot machines]										
RODEO	-	-	4,416	15	4,431	-	629	-		
Bisty	5	-	-	12,005	12,010	1,272	-	-		
OK!!	-	-	-	-	-	1,755	5,284	-		
NANASHOW	1,995	173	4,153	-	6,321	2,087	1,471	7,425		
Enterrise	5,537	15,011	15,122	22,178	57,848	4,171	18,155	-		
D-light	3,167	2	-	16	3,185	2,316	1,041	-		
MIZUHO	-	-	-	-	-	-	4,000	-		
Others *2	1,401	1,050	655	1,069	4,175	970	26,088	628		
<b>II) Total unit sales (pachislot)</b>	<b>12,105</b>	<b>16,236</b>	<b>24,346</b>	<b>35,283</b>	<b>87,970</b>	<b>12,571</b>	<b>56,668</b>	<b>8,053</b>		
<b>I) + II) Total unit sales</b>	<b>36,782</b>	<b>36,271</b>	<b>57,638</b>	<b>112,893</b>	<b>243,584</b>	<b>27,102</b>	<b>72,391</b>	<b>47,224</b>		

\*1 MIZUHO includes Marcy.

\*2 Others includes DAXEL and Newgin (including sales cooperation).

\*The rental plan is included in a part of unit sales.

Source: FIELDS

## Major sales title

(Unit: Machines)

Release	Brand	Title	Q1	Q2	Q3	Q4	Full-Year
[Pachinko machines]							
Apr. 2017	OK!!	<i>Pachinko Ultra Battle Retsuden Light Edition</i>	-	-	-	-	-
Jun.	OK!!	<i>Pachinko Marvel's Avengers Type196</i>	-	-	-	-	-
Jun.	OK!!	<i>Pachinko Marvel's Avengers Light Version</i>	-	-	-	-	-
Jun.	Bisty	<i>CR EVANGELION - Time to Rise PREMIUM MODEL</i>	-	-	-	-	-
Oct.	Bisty	<i>CR EVANGELION 2018 model</i>	-	-	35,000	-	35,000
Dec.	Bisty	<i>CR EVANGELION 11 Start Impact</i>	-	-	-	-	-
Jan. 2018	MIZUHO	<i>CR Yu-Gi-Sei Million Arthur</i>	-	-	-	On sale	-
Feb.	Bisty	<i>CR CODE GEASS Lelouch of the Rebellion -Emperor Road-</i>	-	-	-	On sale	-
[Pachislot machines]							
Apr. 2017	D-light	<i>Pachislot Osomatsu-kun</i>	-	-	-	-	-
May	NANASHOW	<i>PACHISLOT GRAPPLER BAKI</i>	-	-	-	-	-
May	Enterrise	<i>Pachislot Machine Ace Attorney</i>	-	-	-	-	-
Jun.	OK!!	<i>Pachi-Slot Marvel's The Avengers</i>	-	-	-	-	-
Jul.	DAXEL	<i>Pachislot SORA NO OTOSHIMONO FORTE</i>	-	-	-	-	-
Jul.	DAXEL	<i>Pachislot Yuki Yuna is a Hero</i>	-	-	-	-	-
Jul.	Enterrise	<i>Pachislot Resident Evil Revelations</i>	-	18,000	-	-	18,000
Aug.	EXCITE	<i>Sengoku Pachislot Hana no Keiji-Ten wo Ugatsu Ikusayari- (sales cooperation)</i>	-	19,000	-	-	19,000
Aug.	NANASHOW	<i>PACHISLOT TOUKIDEN</i>	-	-	-	-	-
Aug.	D-light	<i>Pachislot The Ambition of Oda Nobuna</i>	-	-	-	-	-
Sep.	MIZUHO	<i>THE AMAZING SPIDER-MAN</i>	-	-	-	-	-
Sep.	MIZUHO	<i>Kai-Dou-Sei Million Arthur</i>	-	-	-	-	-
Sep.	Rodeo	<i>PACHISLOT TATAKAE! SALARY-MAN</i>	-	-	-	-	-
Sep.	Rodeo	<i>Pachislot Ys I &amp; II</i>	-	-	-	-	-
Sep.	OK!!	<i>PACHI-SLOT ULTRASEVEN</i>	-	-	-	-	-
Dec.	NANASHOW	<i>PACHISLOT BLACK LAGOON3</i>	-	-	-	-	-
Jan. 2018	Bisty	<i>EVANGELION 30φMODEL</i>	-	-	-	On sale	-
Feb.	Bisty	<i>Neon Genesis Evangelion - to You the Sincerity 2</i>	-	-	-	On sale	-
Mar.	NANASHOW	<i>PACHISLOT Super GANTZ</i>	-	-	-	On sale	-

\*The titles of PS machines which the unit sales was less than 10,000, was not disclosed.

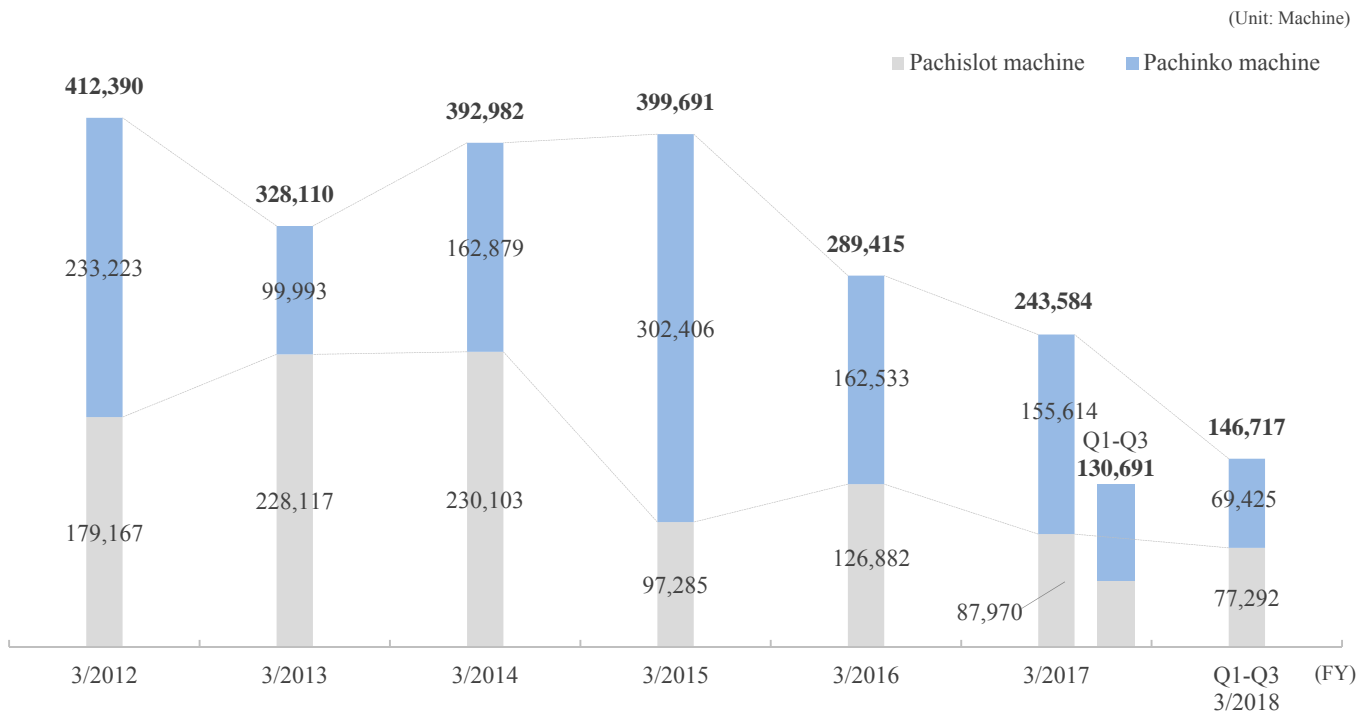
\*The figures have been rounded down to thousand.

\*The blue-letter titles are spin-offs of previously launched PS machines.

Source: FIELDS

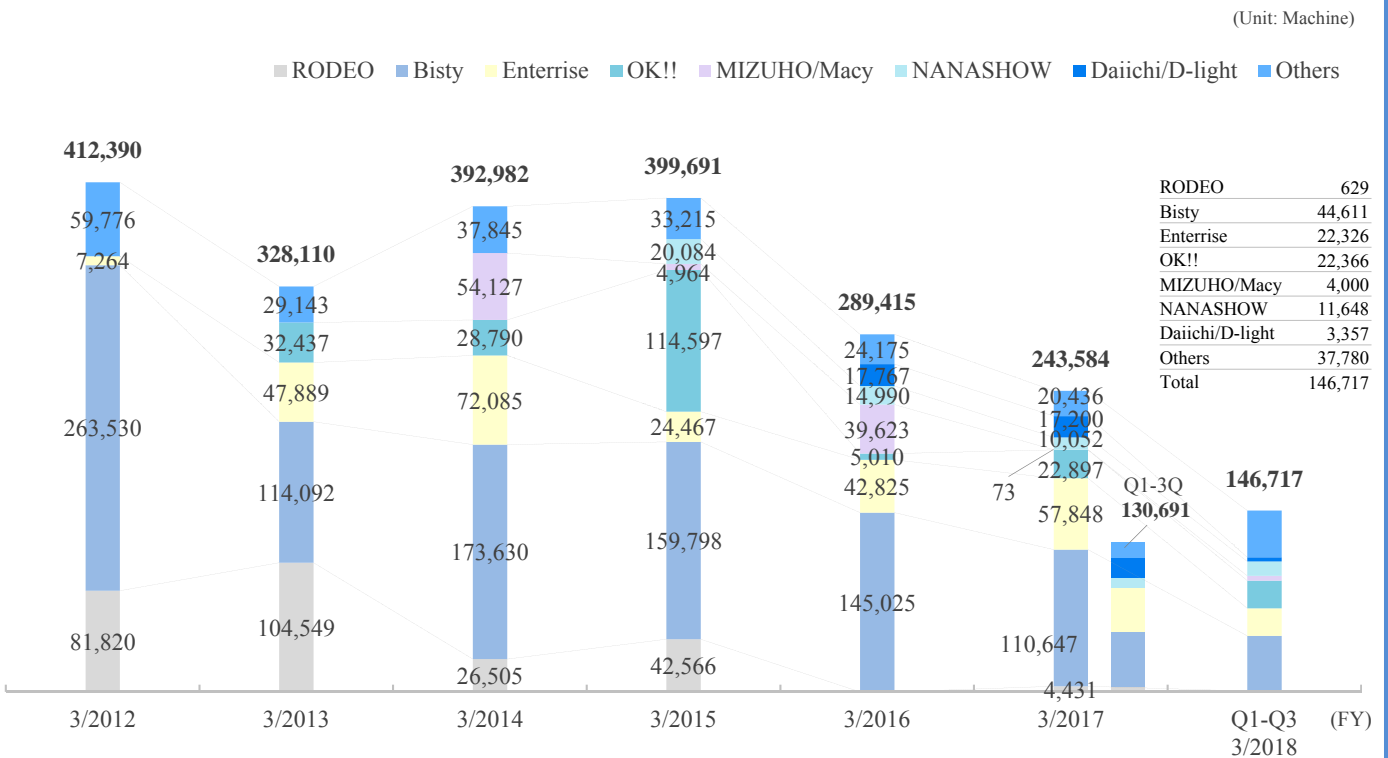
# Change in unit sales of PS machines (graph)

## By PS machines



Source: FIELDS

## By PS brand



Source: FIELDS

\*The rental plan is included in a part of unit sales.

## Unit sales of PS machines (details)

(Unit: Machines)

FY	3/2014			3/2015			3/2016			3/2017			3/2018		
	H1	H2	Full	H1	H2	Full	H1	H2	Full	H1	H2	Full	H1	Q3	Full
Total unit sales	171,905	221,077	392,982	102,119	297,572	399,691	134,531	154,884	289,415	73,053	170,531	243,584	99,493	47,224	
■ Sales ratio															
Pachinko	110,276	52,603	162,879	73,910	228,496	302,406	64,954	97,579	162,533	44,712	110,902	155,614	30,254	39,171	
	64.1%	23.8%	41.4%	72.4%	76.8%	75.7%	48.3%	63.0%	56.2%	61.2%	65.0%	63.9%	30.4%	82.9%	
Pachislot	61,629	168,474	230,103	28,209	69,076	97,285	69,577	57,305	126,882	28,341	59,629	87,970	69,239	8,053	
	35.9%	76.2%	58.6%	27.6%	23.2%	24.3%	51.7%	37.0%	43.8%	38.8%	35.0%	36.1%	69.6%	17.1%	
■ Agency/Distribution sales ratio															
Agency sales	116,235	55,492	171,727	77,422	149,509	226,931	36,288	77,528	113,816	27,869	90,141	118,010	35,610	39,311	
	67.6%	25.1%	43.7%	75.8%	50.2%	56.8%	27.0%	50.1%	39.3%	38.1%	52.9%	48.4%	35.8%	83.2%	
Distribution sales	55,670	165,585	221,255	24,697	148,063	172,760	98,243	77,356	175,599	45,184	80,390	125,574	63,883	7,913	
	32.4%	74.9%	56.3%	24.2%	49.8%	43.2%	73.0%	49.9%	60.7%	61.9%	47.1%	51.6%	64.2%	16.8%	
■ Direct/Indirect sales ratio															
Direct sales	144,481	179,486	323,967	86,597	244,134	330,731	110,070	126,307	236,377	60,805	138,154	198,959	84,258	37,889	
	84.0%	81.2%	82.4%	84.8%	82.0%	82.7%	81.8%	81.5%	81.7%	83.2%	81.0%	81.7%	84.7%	80.2%	
Indirect sales	27,424	41,591	69,015	15,522	53,438	68,960	24,461	28,577	53,038	12,248	32,377	44,625	15,235	9,335	
	16.0%	18.8%	17.6%	15.2%	18.0%	17.3%	18.2%	18.5%	18.3%	16.8%	19.0%	18.3%	15.3%	19.8%	

\*The rental plan is included in a part of unit sales.

Source: FIELDS

## Cumulative unit sales of PS series (by main IP)

(As of December 31, 2017)

	Evangelion series	Game IP series	Hiroshi Motomiya's works series	Comic and animation IP series	Ultraman series
■ Major titles					
Pachinko	• EVANGELION	• TEKKEN • Yu-Gi-Sei Million Arthur	• Salaryman Kintaro • Ore no Sora	• Tengen Toppa Gurren Lagann • GANTZ	• Ultra Battle Retsuden
Pachislot	• Neon Genesis Evangelion	• Monster Hunter • Resident Evil	• Salaryman Kintaro • Ore no Sora	• THE AMAZING SPIDER-MAN • BLACK LAGOON	• ULTRAMAN WARS • ULTRASEVEN
■ Cumulative titles sold (Unit: Title)					
Pachinko	12	10	4	20	1
Pachislot	11	29	8	37	4
Total	23	39	12	57	5
■ Cumulative unit sales (Unit: Machine)					
Pachinko	1,752,000	210,000	94,000	287,000	83,000
Pachislot	543,000	790,000	403,000	384,000	33,000
Total	2,295,000	1,000,000	497,000	671,000	116,000

\*The figures have been rounded to thousand.

\*The total PS unit sales is the estimated figures by FIELDS.

\*The number of pachinko machine titles sold exclude reused machines and machines with specifications changes.

Source: FIELDS

## Medium-term Management Plan

- P.29 Performance plan of Medium-term Management Plan  
Focus points of the 3-year Medium-term Management Plan
- P.30 Focus points of the PS business platform  
Focus points of the cross-media business platform
- P.31 Actions  
Restructure business value chain
- P.32 [IP× Business platform] matrix model  
Development image based on matrix model
- P.33 [Value chain × Matrix model]  
IP portfolio management

\*Please refer to “Medium-term Management Plan” released on May 10, 2017  
<http://www.fields.biz/ir/e/about/business/>



## Performance plan of Medium-term Management Plan

FY3/2018 is the first fiscal year for the newly formulated 3-year Medium-term Management Plan. First, we will deploy measures for short-term recovery of business results. However, for our main field of PS field, we will be disclosing ranges due to some uncertainties in the market environment and plan for sales titles.

On the other hand, as we move towards short-term recovery of business results, we will also continue with business selection and concentration, and efficiency of business management from a medium-term perspective. The risk from this process is considered in our income plan.

(Unit: Billions of yen)

FY	3/2017	3/2018	3/2019	3/2020
Net sales	76.6	82.0–85.0 (+5.4– +8.4)	71.0–74.0 (-14.0– -8.0)	81.0–88.0 (+7.0– +17.0)
Operating profit(loss)	(5.3)	1.0–2.0 (+6.3– +7.3)	2.0–3.0 (0– +2.0)	5.0–7.0 (+2.0– +5.0)
Ordinary profit(loss)	(9.0)	0–2.0 (+9.0– +11.0)	2.0–3.0 (0– +3.0)	5.0–7.0 (+2.0– +5.0)
Profit(loss) attributable to owners of parent	(12.4)	0–1.0 (+12.4– +13.4)	1.0–1.5 (0– +1.5)	2.5–3.5 (+1.0– +2.5)

\*The figures in parentheses are changes from the previous fiscal year.

Source: FIELDS

## Focus points of the 3-year Medium-term Management Plan

Our Group has identified the below 3 focus points for our Medium-term Management Plan after correctly recognizing the factors for slumping performance in recent years. By carrying these out, we aim to achieve our business results plan for the three years as well as even further growth.

### 1. In parallel with executing medium - to long-term business strategies, concentrate on the short/medium term recovery of business results

- Strengthening of distribution infrastructure in the PS business platform
- Restoration of profitability to each IP project

### 2. Restructure business value chain based on core planning/production capabilities

- Customer orientation/ reaction to change/ information capability/ partnership/ planning capability/ persistent business development
- Organizational improvement of production capabilities pursuing product ideals

### 3. Evolve the [IP × business platform] business model

- Thorough approach from both “IP” perspective and “business platform” perspective
- Generation of revenue through the expansion and deepening of [IP × business platform]

Source: FIELDS

## Focus points of the PS business platform

Improving labor productivity

### **1. Focus on short/medium-term recovery of business results concurrently with medium-to long-term management strategy**

- Enhance distribution base aimed at recovery in short-term business results
- Expand goods handled

### **2. Building of business structure that will not be upset by changes in market environment**

- Configuration of well-balanced line-up of titles with product appeal
- Build distribution system and relationships enabling stable supply of new machines
- Build business structure that is not dependent just on PS sales

### **3. Supplying of PS solutions**

- Expansion of business domain: PS distribution structure × products and services
- Expansion of target market: PS sales market ¥860 billion ⇒ Total PS market ¥2.7 trillion

Contribute to expanding fans/market

Source: FIELDS

## Focus points of the cross-media business platform

### **1. Initiatives in IP**

- “IP portfolio management” that is not reliant on any specific hit IP
- Concentrate on IP planning that will succeed in [Reboot × Cross-media]
- IP management structure to manage the Group’s entire IP in an integrated manner

### **2. Initiatives in Business Platform**

- Enhancing foundations to respond to market changes
- Conversion to a policy of collaboration with major partners
- Interlocking and evolution with PS machines platforms

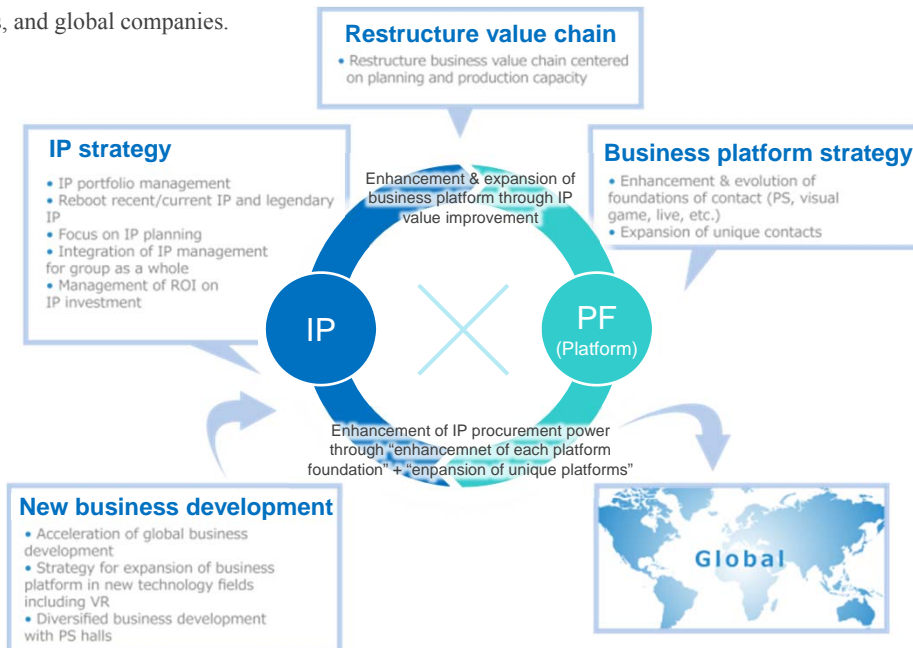
### **3. Initiatives in Global development**

- Premising on global development at the planning stage
- Building of networks with overseas platform partners
- Horizontal expansion of products and services for overseas

Source: FIELDS

## Actions

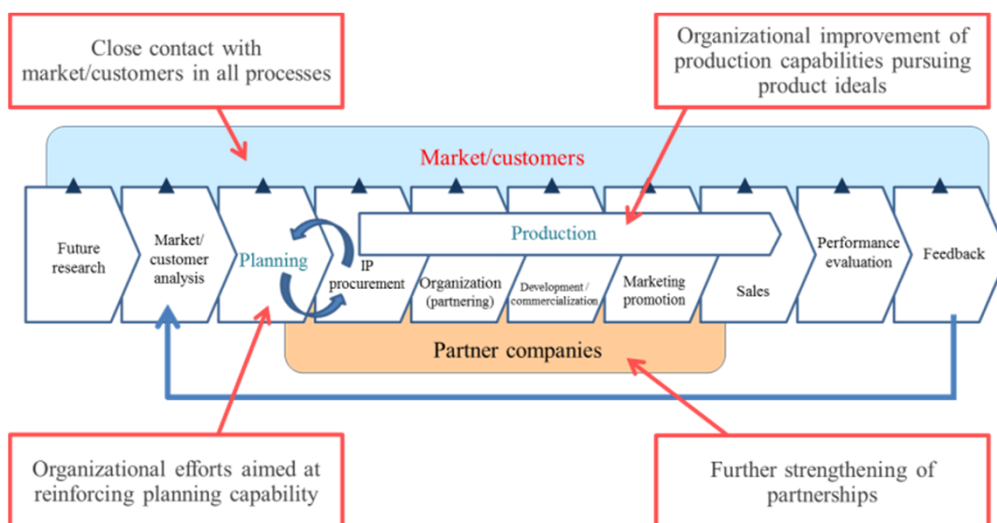
We will restructure centered on our business value chain, and based on this from the perspective of both IP and business platform, focus on integrated cultivation of IP. We will also work on new business development, such as accelerating global business development and expanding our business platform in new technological FIELDS including that of VR, in order to further expand profit. For all these actions, we will work on strengthening win-win relations with partners such as publishers, pachinko/pachislot machine manufacturers, pachinko hall management companies, entertainment companies, and global companies.



Source: FIELDS

## Restructure business value chain

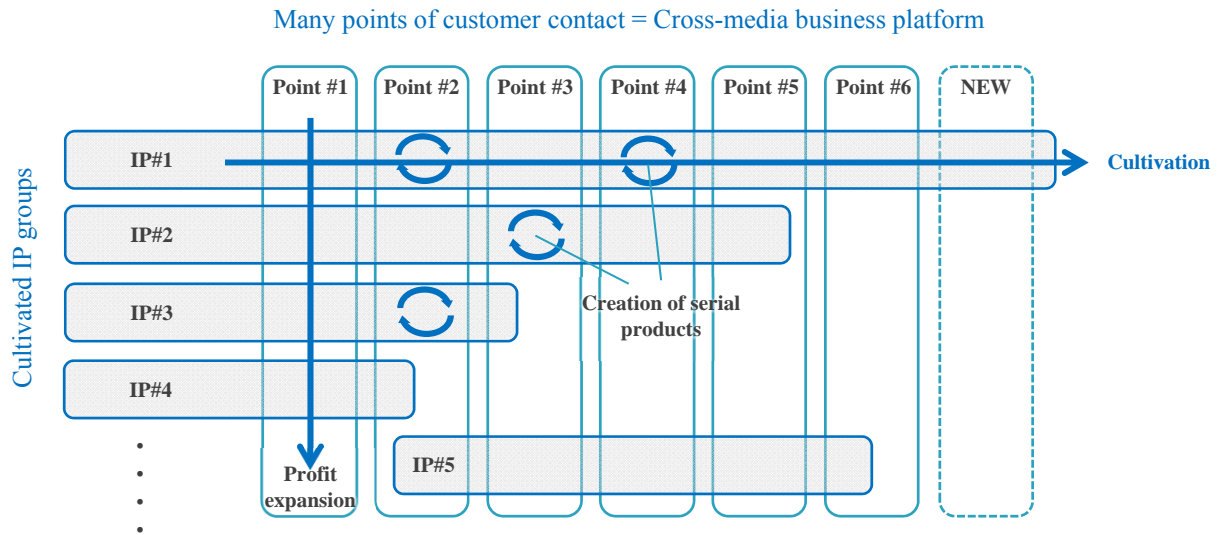
For our business value chain centered on planning and production capacity, we aim to restructure through close contact with the market and our customers in all processes, organizational efforts aimed at reinforcing planning capability, organizational improvement of production capabilities pursuing product ideals, and further strengthening of partnerships.



Source: FIELDS

# [IP × Business platform] matrix model

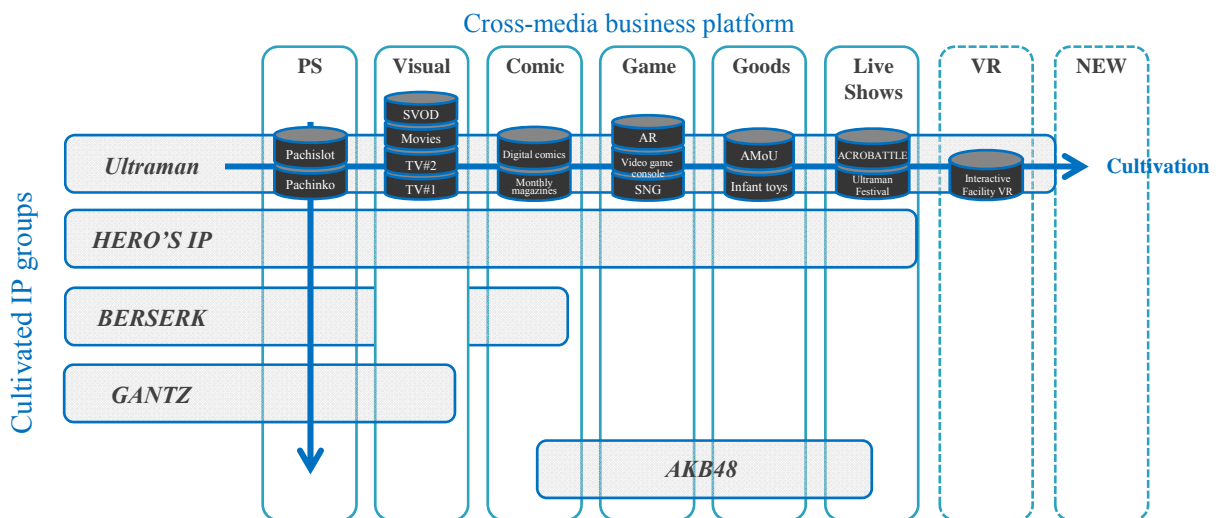
Aim to further cultivate IP and expand profit, by having many points of customer contact = cross-media business platform cultivating IP, and by refining the IP at each contact point, expanding the fan base, raising the IP value and creating serial products



Source: FIELDS

# Development image based on matrix model

We will promote vertical cumulative expansion through creation of serial products and expansion into various media for each contact point based on the matrix structure [Cultivated IP groups × Cross-media business platform]. We will aim for further IP cultivation and profit expansion.

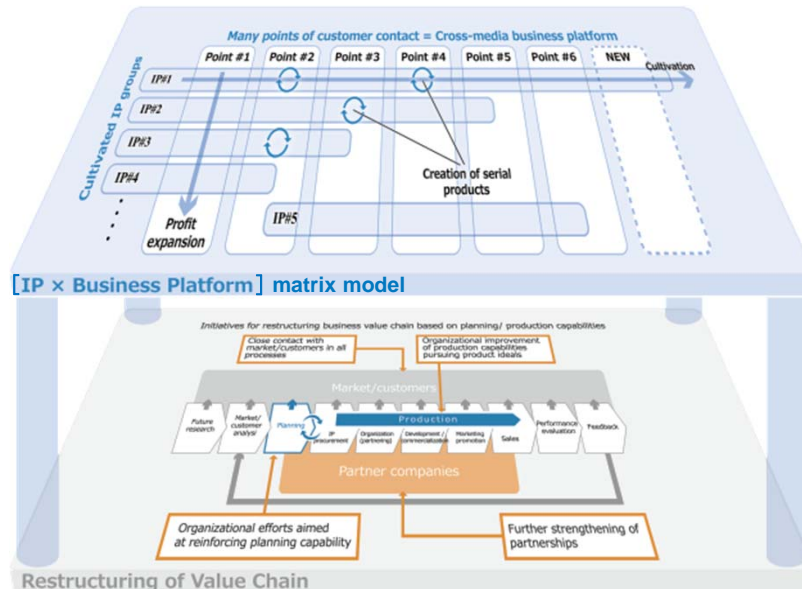


Source: FIELDS



## [Business value chain × Matrix model]

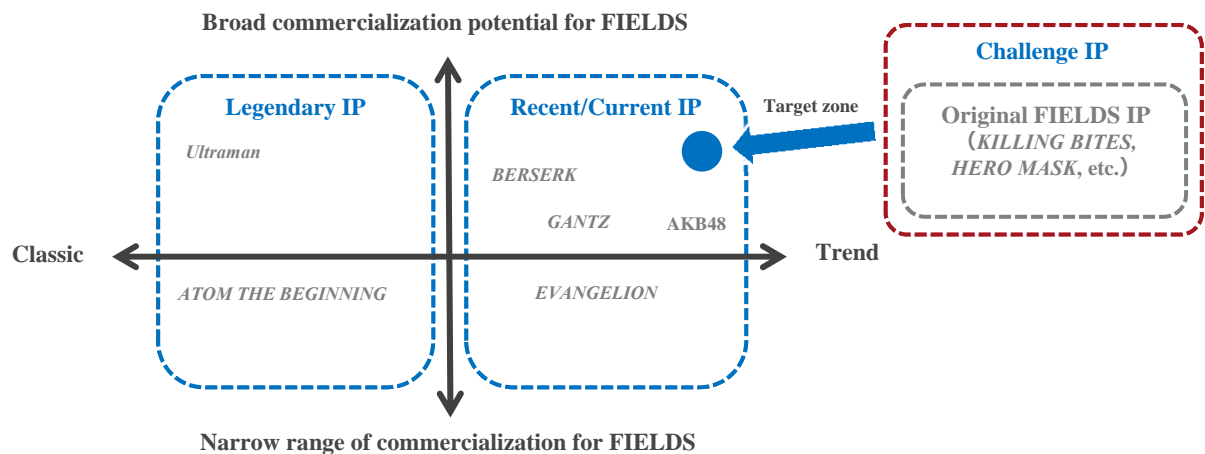
We aim for profit expansion by focusing on restructuring business value chain centered on planning/production capabilities, and enabling the matrix model [IP × Business platform] on a firm foundation



Source: FIELDS

## IP portfolio management

We will carry out IP portfolio management that is not reliant on any specific hit IP. For FY3/2018 to FY3/2020, we will firstly focus on “Recent/Current IP.” In addition, we will also proactively tackle the rebooting of “Legendary IP.” Our original IP will be positioned as “Challenge IP,” which we will narrow down through selection and concentration, and cultivate to grow into “Recent/Current IP.”



Source: FIELDS

Source: FIELDS

## Market data

- P.35 Change in working hours  
Trends in household consumption
- P.36 Trends in leisure market  
Trends in content market

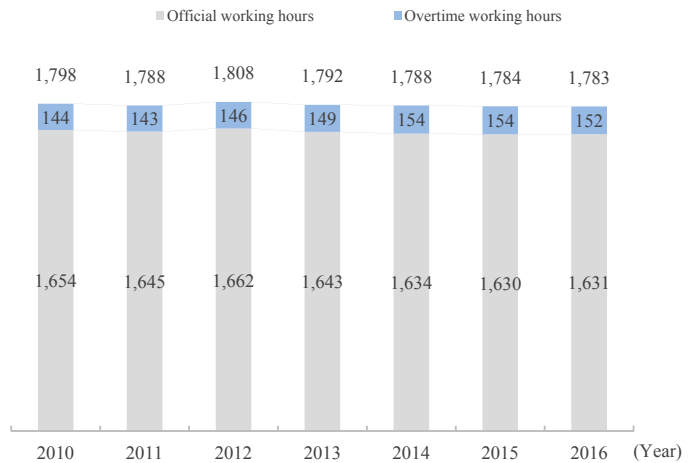
## Change in working hours

The data is updated every month by Health, Labour and Welfare Ministry, *Monthly Labor Survey*

(Unit: Hour)

According to the *Monthly Labor Survey* of the Ministry of Health, Labor and Welfare, the annual total actual hours in 2016 worked in Japan (at establishments with 30 employees or more) was 1,783 hours (1 hour decrease compared with the previous fiscal year), marking the 4th consecutive year of decrease.

Official working hours were 1,631 hours, (up 0.0% YoY), remaining mostly flat since the previous year. Meanwhile, overtime working hours were 152 hours (down 1.7% YoY), which was a small drop from the previous year. The ratio of part-time workers continues to increase, leading to a decrease in working hours for employees overall.



\*In some cases, the calculation of YoY changes and indices do not match actual calculation figures. Also, index number and YoY changes have been retroactively revised in accordance with changes in sampling by the research office in January 2015. As a result, some of the YoY comparison calculations in the graph are incongruent with actual figures.

## Trends in household consumption

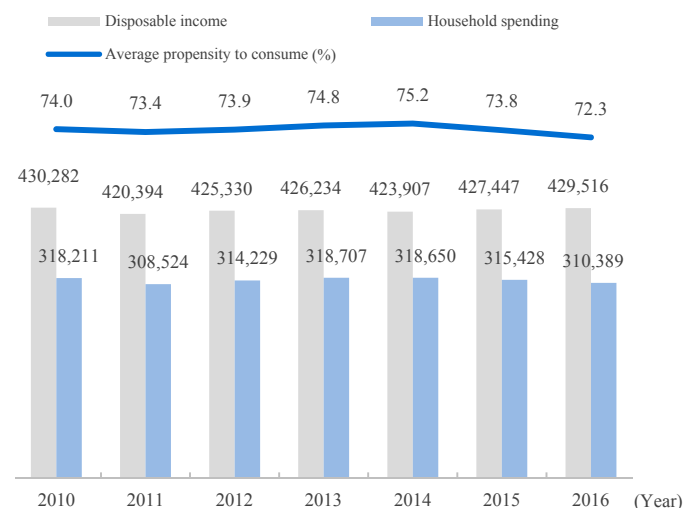
The data is updated every month by Ministry of Internal Affairs and Communications, *Family Income and Expenditure Survey*

(Unit: Yen)

According to the *Family Income and Expenditure Survey* conducted by the Ministry of Internal Affairs and Communications, disposable income per household for employees in 2016 was ¥429,516 (0.5% increase compared with the previous fiscal year, an increase of ¥2,069).

However, household spending (monthly, averaged over one year) in 2016 was ¥310,389 (down 1.6% YoY), marking the 3rd consecutive year of decrease. This was due mainly to the impact of the unseasonal weather on the summer market.

Average propensity to consume (percentage of the household spending for the disposable income) was 72.3% (down 1.5 point), marking the 2nd consecutive year of decrease.



\*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)

\*Some of the YoY comparison calculations in the graph are incongruent with actual figures due to the consideration of price fluctuations in actual figures.

## Trends in leisure market

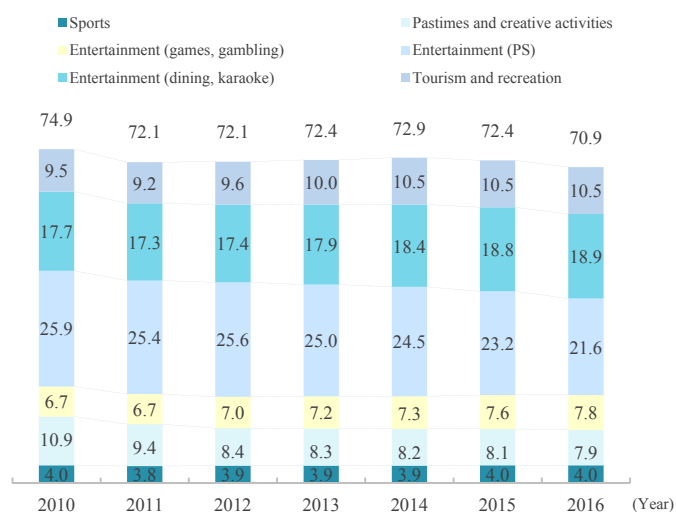
The data is updated every August by Japan Productivity Center, *White Paper on Leisure*

(Unit: Trillions of yen)

According to the Japan Productivity Center's *White Paper on Leisure 2017*, the overall leisure market shrank 2.0% YoY, to ¥70,994.0 billion in 2016. Excluding the PS market, which has an extremely large market scale, was excluded, the result was an increase of 0.3% YoY, indicating positive growth for the 4th consecutive year.

The sports market exhibited a 0.0% increase YoY, recording ¥4,028.0 billion, which indicated positive growth for the 5th consecutive year. This was due to the sporting goods market being in a recovering trend and the fitness club market achieving a record high result.

The pastimes and creative activities market shrank 1.6% YoY, to ¥7,986.0 billion. This was the 6th consecutive year that a decrease was observed. It was due to shrinkage in the concert, camera, video recorder/player, video software and book/magazine sales markets, etc. However, in the movie market, multiple hit Japanese movies resulted in a record high result, and in the distribution service market, fixed rate music distribution/paid movie distribution services grew rapidly.



The entertainment market shrank 2.6% YoY, to ¥48,424.0 billion. This was the 2nd consecutive year that a decrease was observed. It was due to decreases in the PS, karaoke box and video game/game software markets. Meanwhile, markets for horse-racing, cycle-racing and speed boat-racing, all forms of government-operated gambling, remained bullish, and the online social game market continued to increase YoY.

The tourism and recreation market shrank 0.3% YoY, to ¥10,556.0 billion. This was because although the influence of an inbound tourism increase had resulted in continued strong results for the domestic tourism market in recent years, growth was not as strong as last year and the overseas travel market also shrank. However, the amusement park/theme park market achieved a record high for the 3rd consecutive year.

## Trends in content market

The data is updated every September by Digital Content Association, *White Paper on Digital Content*

(Unit: Trillions of yen)

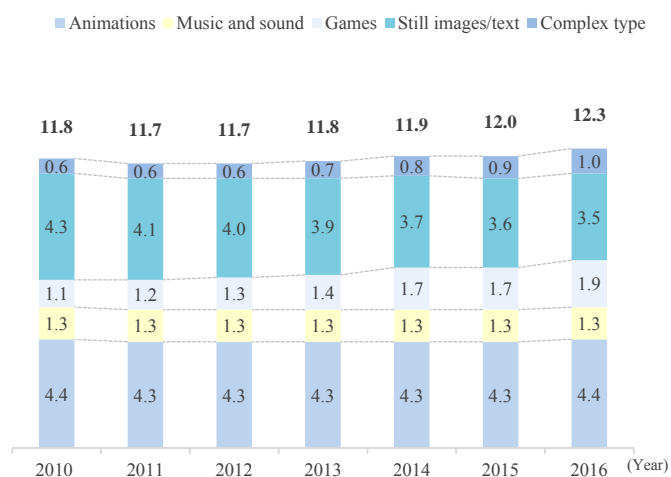
According to the *White Paper on Digital Content 2017* by the Digital Content Association of Japan, content industry market such as Japanese movie, anime, TV program, game and book for 2016 increased by 2.7% YoY, to ¥12.3929 trillion.

In the video market, increases were seen for network distribution, movie and TV broadcast-related products, while packaged software and theater tickets exhibited decreases. This resulted in the overall market increasing by 2.0% YoY to ¥4,461.3 billion.

In terms of music and sound market, although network distribution continued to increase significantly from the previous year, results for concerts, karaoke and packaged software decreased, resulting in a mainly flat, result with a decrease of 0.5% YoY, at ¥1,380.9 billion.

In the game market, a large increase continued to be seen for online games (PC/tablet and smartphone games excluding those for feature phones), whereas results for software and feature phones were in a decreasing trend. The overall result was an increase of 12.2% YoY, to ¥1,923.2 billion.

For still images/text, although e-books and e-magazines increased significantly large increases, book and magazine sales continued to exhibit negative growth for the 10th and 19th consecutive year, respectively. The overall result was a decrease of 2.1% YoY, to ¥3,589.7 billion.



\*Still images/text: Books, magazines, newspapers, free papers/magazines, e-books, information distribution services

\*Complex type: Online advertising, mobile advertising, etc.

## PS market data

- P.38 Trends in PS market (supervision: Greenbelt) (updating)
- P.39 PS market scale
- P.40 Change in PS market
- P.41 Trends in PS regulations  
Amendment of the regulation for Enforcement of the Amusement Businesses Law
- P.42 Number of pachinko halls and change in number of installed PS machines per hall  
Number of installed PS machines and annual turnover rate
- P.43 Market scale of PS machines sales (sales amount base)  
Market share
- P.44 Monthly trends of pachinko halls (updating)  
Results of model certification tests (updating)

# Trends in PS market (supervision: Greenbelt) (updating)

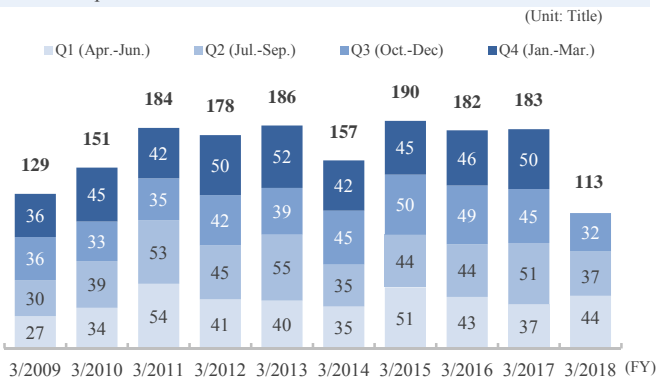
## Trends in the pachinko market

### Q3 cumulative title numbers were the second lowest in the past 10 years. Unit sales numbers were the lowest for Q3 and cumulative total

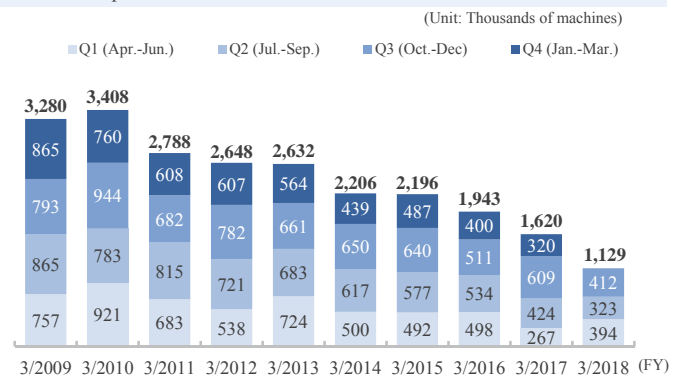
The number of pachinko titles sold in Q3 (Oct.–Dec.) was 32, a decrease of 13 titles (28.9%) compared to the same quarter last year. It was the first time in 5 years since the year ended March 2013 that titles sales figures fell below 40 in the Q3, which overlaps the year-end sales season. The Q3 cumulative result was 113 titles, down 20 titles (15.0%) from the same period last year. The result of 113 titles released was the second lowest level in 10 years since the year ended March 2009, with the lowest being 106 titles in the year ended March 2010. The highest was 145 in the year ended March 2015. This year the Q3 recorded the highest stand alone level in 10 years with 50.

The number of machines sold in Q3 was 412,000 machines, a decrease of 197,000 machines (32.3%) compared to the same quarter last year. The Q3 cumulative total decreased by 171,000 (13.2%) from the same quarter last year, to 1,129,000. Support from Q1 savings lasted until Q2 and cumulative unit sales were increasing compared with the same quarter last year. However, titles sales numbers fell below the Q2 level despite the year-end sales season and there was limited introduction of major titles, resulting in a significant reversal in unit sales numbers. Both Q3 stand-alone and cumulative results were the lowest level in 10 years.

Number of pachinko machine titles sold



Number of pachinko machines sold



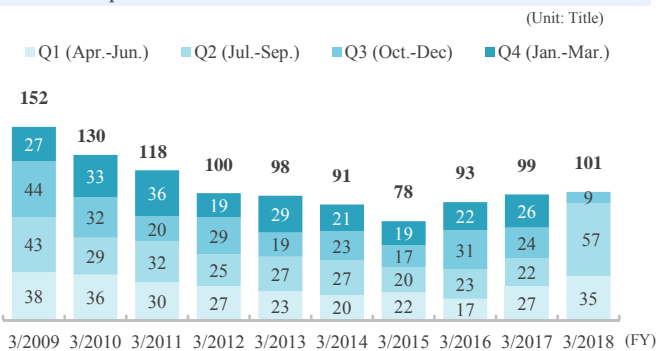
## Trends in the pachislot market

### Q3 cumulative title numbers exceeded the previous year's full year results. Unit sales numbers recovered to 10,000 units for the first time in 4 quarters - Sales volume per title

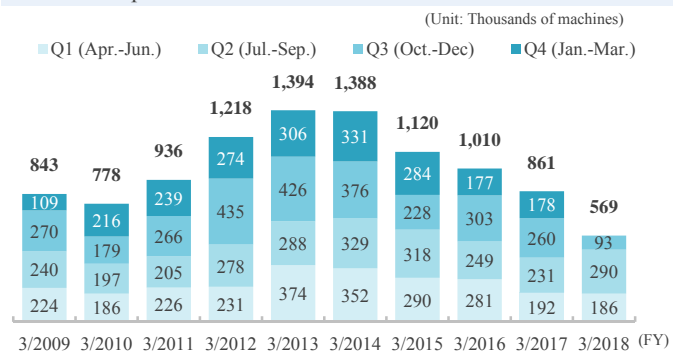
The Q3 (Oct.–Dec.) was hit by a serious shortage of new units. The 9 titles shown this time is the lowest level for a single quarter in the past 10 years. Following the termination of the regulation 5.5 machine at the end of September, new unit sales shifted to the regulation 5.9 machine (including A type). However, in addition to the rush on applications ahead of the end of January deadline and with reservations even being impossible, the low conformity rate has spurred a shortage of new units. With last quarter's rush on the regulation 5.5 machine forming a large component, Q3 cumulative results exceeded the previous year's full-year results.

Due to the significant shortage of new units, sales in Q3 fell sharply, down 167,000 units (64.2%) from the same quarter last year. Furthermore, the Q3 cumulative total fell by 114,000 units (16.7%) from the same period of the previous year to 569,000 units. It is the first time in 8 years since the year ended March 2010 that the Q3 cumulative total fell below 600,000. However, sales volumes per title recovered to 10,000 units for the first time in 4 quarters. The total number of sales for 9 titles was 93,000 units. Sales volumes per title totaled 10,333 units. This was approximately double the previous quarter (5,088 units).

Number of pachislot machine titles sold



Number of pachislot machines sold



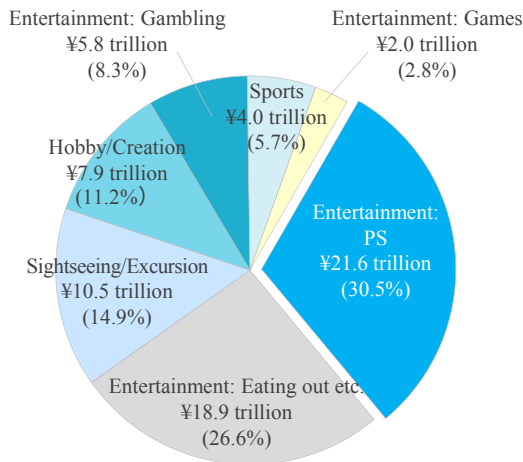
\*The figures of number of machines and titles are reviewed in December 2016.

Source: FIELDS

# PS market scale

## Market scale of PS industry

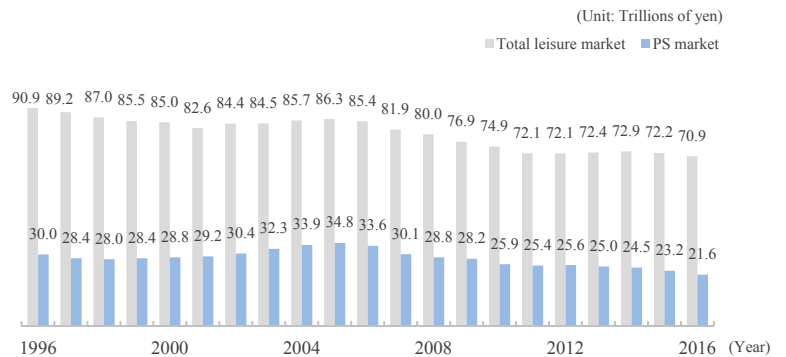
### FY2016 Japanese Leisure Market ¥70.9 trillion



PS is one of the leading forms of leisure in Japan, being played by about 7.4% of the population in pachinko halls of 10,986 venues

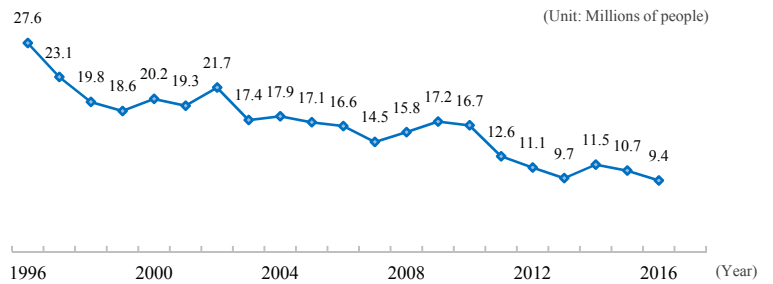
## Change in PS market scale

The data is updated every August by Japan Productivity Center, *White Paper on Leisure*



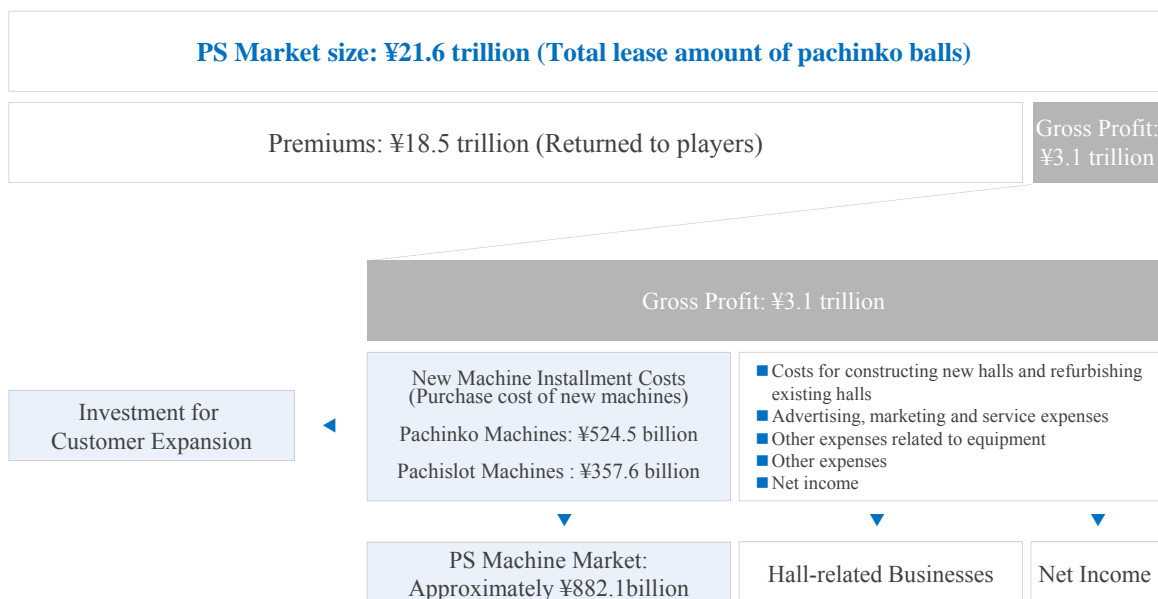
## Change in number of PS players

The data is updated every August by Japan Productivity Center, *White Paper on Leisure*



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

## Income structure of pachinko halls



Source: *White Paper on Leisure* by Japan Productivity Center, *Pachinko Maker Trends* by Yano Research Institute, Ltd, *White Paper DK-SIS*, and partly estimated figure by FIELDS

# Change in PS market

FY	Primary events	Industry overall	Total PS unit sales	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 PS 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	
3/2007			5,480,000 machines	14,674 halls	<ul style="list-style-type: none"> <li>May Enforcement of revised Amusement Businesses Law</li> <li>*Stricter operations of halls (reinforced penalties), such as thorough no-entry of under 18 years old and payout security at closing time.</li> </ul>
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>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</li> <li>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 pachislot machines</li> <li>Full-scale introduction of pachislot with low playing cost</li> <li>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</li> <li>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 PS advertisement (event)</li> <li>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 pachislot machines</li> <li>18.7%</li> <li>37.5%</li> </ul>
3/2014			3,450,000 machines	11,893 halls	<ul style="list-style-type: none"> <li>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>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 PS industry made from category 7 to 4 business</li> <li>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>	2,480,000 machines	10,986 halls	<ul style="list-style-type: none"> <li>Jan. Build a consensus with JASRAC regarding playing music with installation machines</li> <li>May Okura Holdings Limited listed in Hong Kong Market</li> <li>23.2%</li> <li>46.8%</li> </ul>
3/2018		<ul style="list-style-type: none"> <li>Feb. Amendment of the Regulation for Enforcement of the Amusement Businesses Law</li> </ul>	—	—	<ul style="list-style-type: none"> <li>↓</li> <li>↓</li> </ul>

\*Total PS unit sales in 2017 is estimated figure of FIELDS.

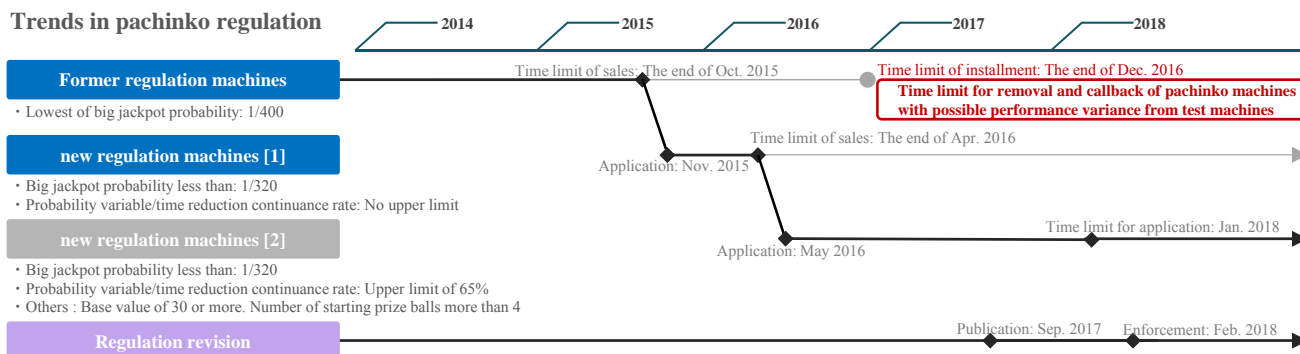
\*The number of halls are as of each year end.

Source: FIELDS, National Police Agency's data, Pachinko Maker Trends by Yano Research Institute, Ltd

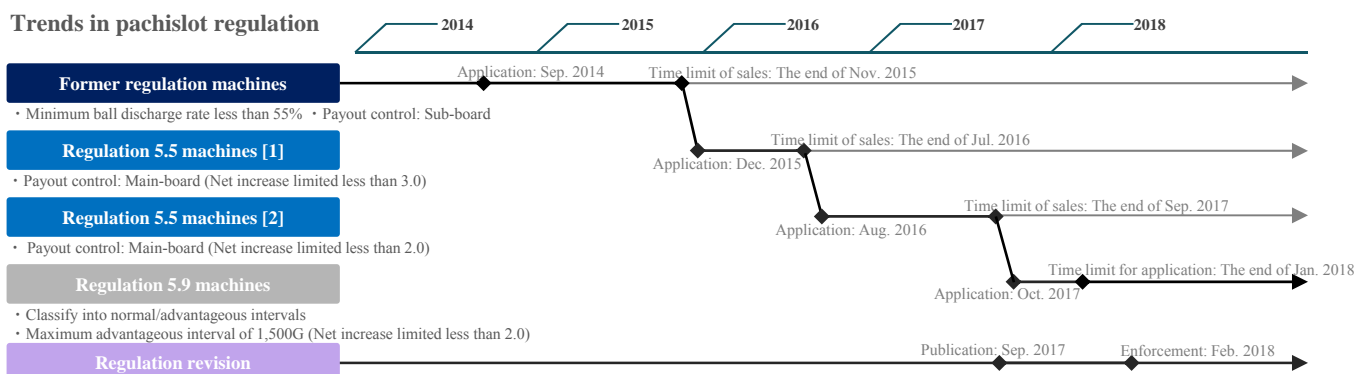


# Trends in PS regulations

## Trends in pachinko regulation



## Trends in pachislot regulation



Source: FIELDS

# Amendment of the regulation for Enforcement of the Amusement Businesses Law

## Amendment of the Regulation for Enforcement of the Amusement Businesses Law

Announcement in Sep. 2017, Enforcement in Feb. 2018

### ◇ Regulation of ball output

#### (1) Changes to criteria for test firing

	Test	Former regulation	New regulation		Test	Former regulation	New regulation
	Pachinko	1 hour	Under 300%		Over 33%—Under 220%	Pachislot	400 games
4 hours		-	Over 40%—Under 150%	1,600 games	-		Over 40%—Under 150%
10 hours		Over 50%—Under 200%	Over 50%—Under 133%	6,000 games	Under 150%		Over 50%—Under 126%
				17,500 games	Over 55%—Under 120%		Over 60%—Under 115%

#### (2) Changes to criteria for jackpot balls

	Former regulation	New regulation		Former regulation	New regulation
Pachinko	2,400 balls (equivalent to 9,600 yen)	1,500 balls (equivalent to 6,000 yen)	Pachislot	480 medals (equivalent to 9,600 yen)	One type: 300 medals (equivalent to 6,000 yen)

#### (3) Changes to maximum number of rounds for pachinko

	Former regulation	New regulation
Round	Maximum 16 rounds	Maximum 10 rounds

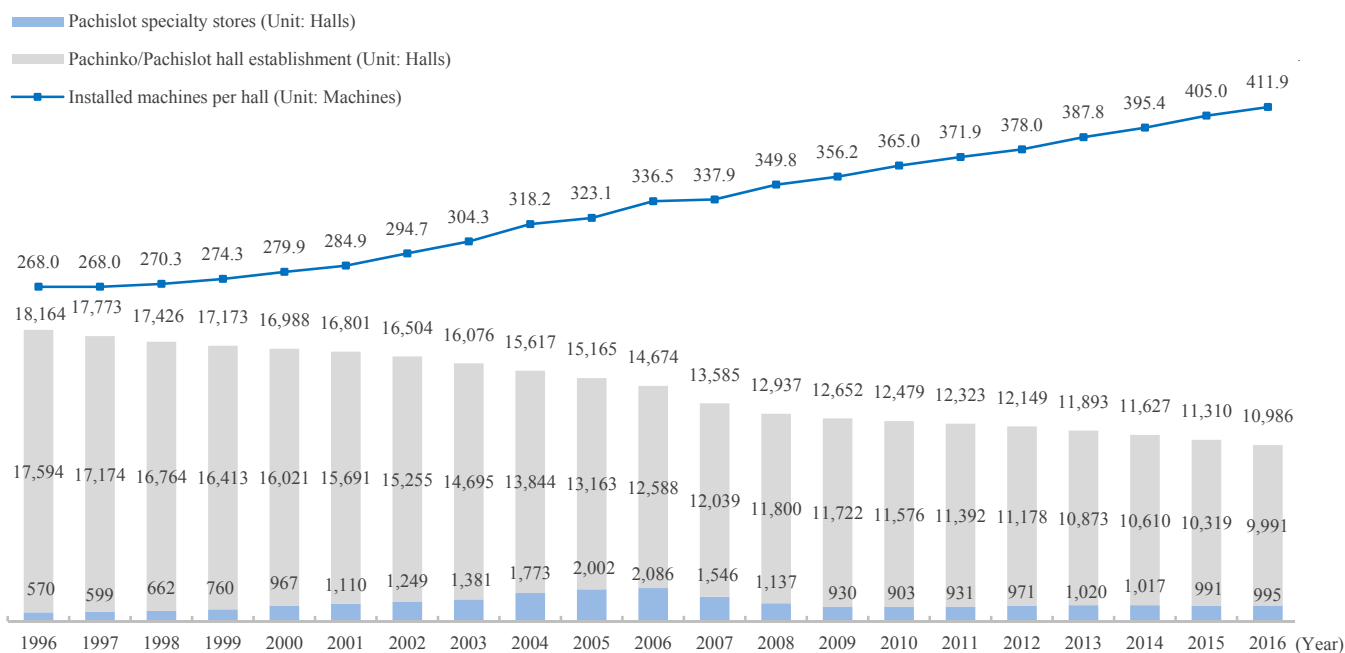
### ◇ Introduction of specifications for “controlled machines” and “pachinko machine settings (6 types)”

### ◇ To promote measures to prevent pachinko addiction, revised laws and rules require hall operators to provide information to customers and take other necessary measures as their additional duties.

Source: FIELDS, *New/Old Comparative table* announcement in September 4, 2017 by National Police Agency, Nikkoso (<http://www.yugi-nippon.com/?p=13733>)

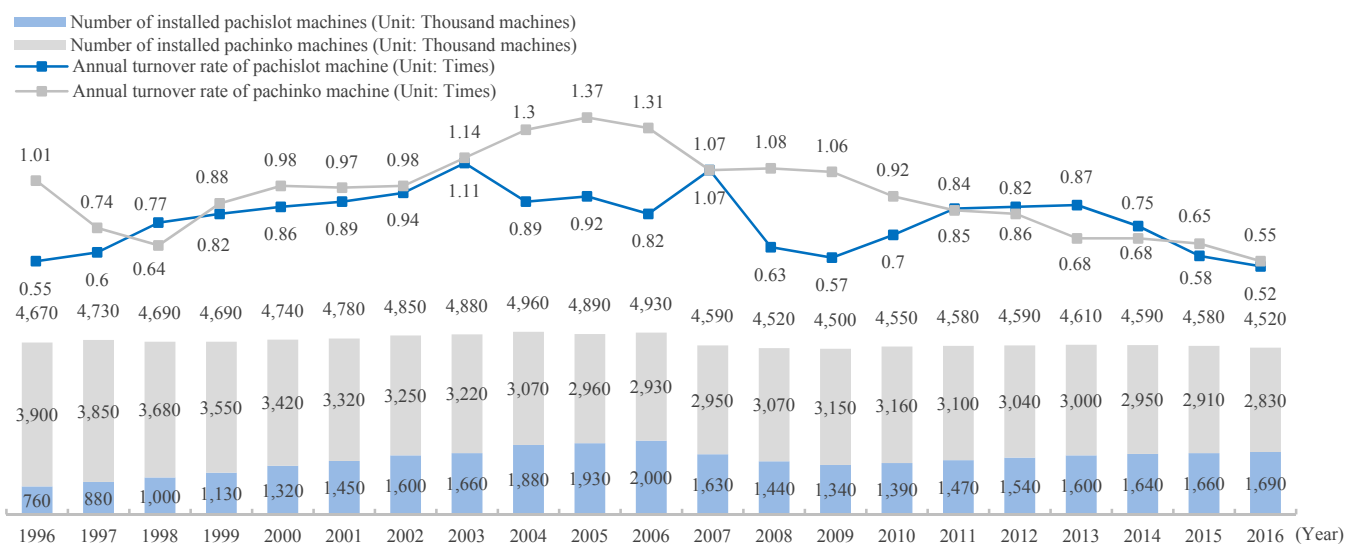
## Number of pachinko halls and change in number of installed PS machines per hall

The data is updated every April by National Police Agency, Statistics data



## Number of installed PS machines and annual turnover rate

The data of number of installed PS machines is updated every April by National Police Agency, Statistical data  
The data of annual turnover of PS machine is updated every August by Yano Research Institute, Ltd, Pachinko Maker Trends

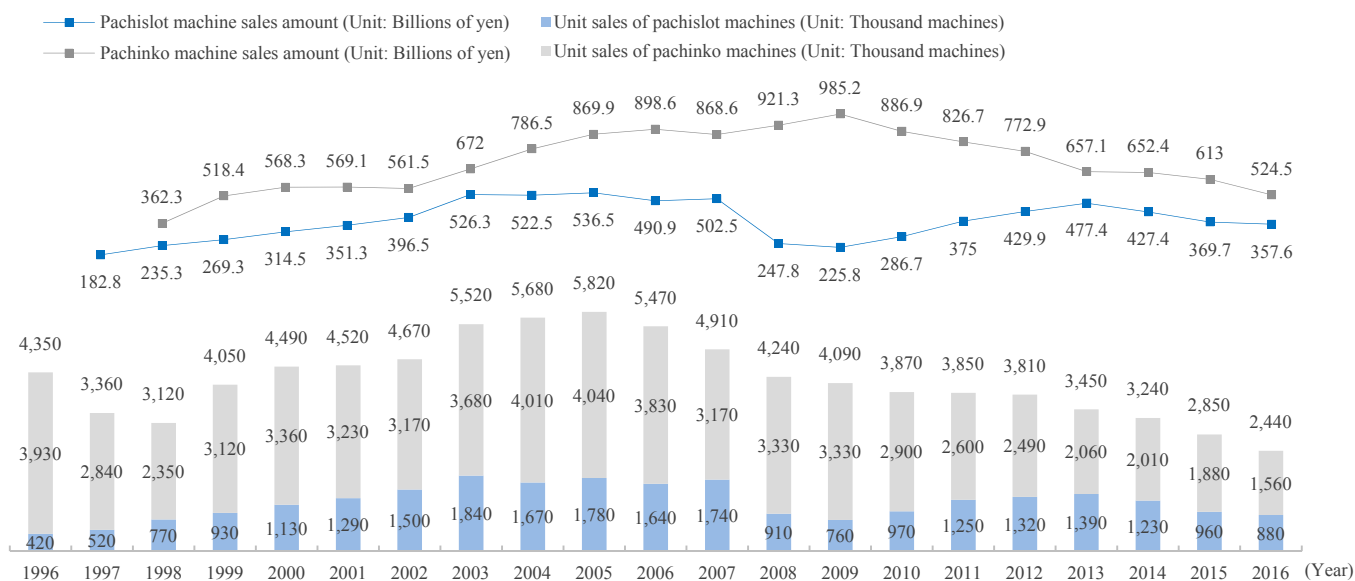


Annual Turnover rate of Total Machine (Times)

Year	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Rate	0.93	0.71	0.67	0.86	0.95	0.95	0.96	1.13	1.15	1.19	1.11	1.07	0.94	0.91	0.85	0.84	0.83	0.75	0.71	0.62	0.54

# Market scale of PS machines sales (sales amount base)

The data is updated every August by Yano Research Institute, Ltd, *Pachinko Maker Trends 2017*



Market scale of PS machines (Unit: Billions of yen)

FY	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
NA	NA	NA	597.6	787.7	882.8	920.4	958.0	1,198.3	1,309.0	1,406.4	1,389.5	1,371.1	1,169.1	1,211.0	1,173.6	1,200.7	1,202.9	1,134.5	1,079.8	982.7	882.1

## Market share

The data is updated every August by Yano Research Institute, Ltd, *Pachinko Maker Trends 2017*

### Unit Sales Share of Pachinko Machine

FY	2011		2012		2013		2014		2015		2016	
Ranking	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share
1	KYORAKU	18.7%	SANYO	21.8%	KYORAKU	16.9%	SANYO	16.3%	Sansei R&D	15.9%	SANYO	19.5%
2	SANKYO	13.9%	KYORAKU	20.3%	SANYO	15.3%	SANKYO	16.3%	SANKYO	15.7%	SanseiR&D	13.3%
3	Sammy	12.8%	HEIWA/OLYMPIA	10.1%	SANKYO	14.1%	KYORAKU	15.3%	SANYO	14.6%	HEIWA/OLYMPIA	12.3%
4	SANYO	12.8%	Newgin	10.0%	Sammy	9.7%	HEIWA/OLYMPIA	12.5%	HEIWA/OLYMPIA	12.4%	SANKYO	11.0%
5	Newgin	9.8%	Sammy	8.7%	HEIWA/OLYMPIA	9.5%	Sammy	12.0%	Newgin	11.7%	Newgin	10.2%

\*SANKYO's sales share includes Bisty.

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

### Unit Sales Share of Pachislot Machine

FY	2011		2012		2013		2014		2015		2016	
Ranking	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share
1	Sammy	23.9%	UNIVERSAL	17.8%	Sammy	21.7%	Sammy	16.8%	UNIVERSAL	17.0%	Sammy	24.3%
2	DAITO	15.9%	Sammy	15.3%	UNIVERSAL	15.4%	UNIVERSAL	16.6%	Sammy	14.7%	UNIVERSAL	22.9%
3	YAMASA	15.6%	YAMASA	14.6%	HEIWA/OLYMPIA	8.6%	DAITO	10.4%	HEIWA/OLYMPIA	11.8%	KITA DENSHI	10.2%
4	UNIVERSAL	13.7%	DAITO	14.0%	SANKYO	8.4%	YAMASA	8.8%	KITA DENSHI	10.3%	HEIWA/OLYMPIA	9.1%
5	SANKYO	7.6%	KITA DENSHI	8.3%	DAITO	7.3%	HEIWA/OLYMPIA	7.5%	SANKYO	8.3%	Enterrise	6.4%

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

\*SANKYO's sales share includes Bisty

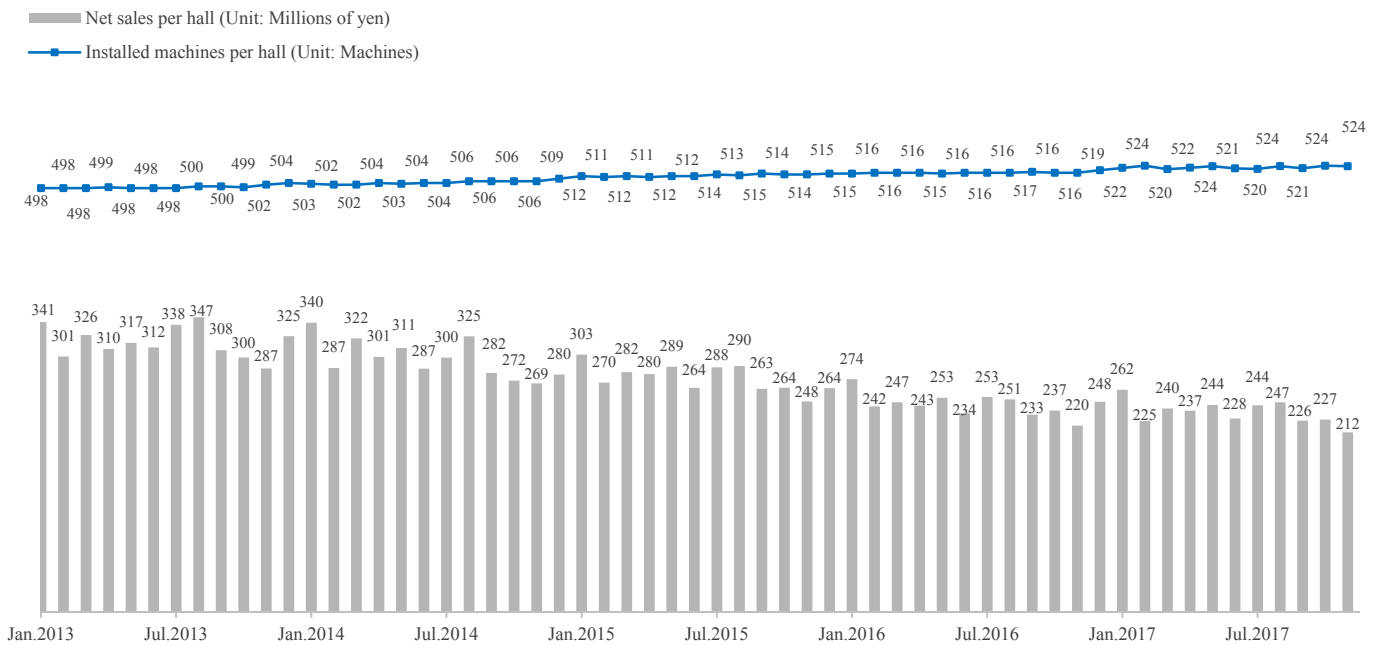
\*ARUZE changed its name to Universal Entertainment Corporation

\*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 (updating)

The data is updated every month by the Ministry of Economy, Trade and Industry, *Current Survey of Selected Service Industries*



\*The Ministry of Economy, Trade and Industry outsource to the Zennichiyuren to pick up the hall for survey from 47 prefectures.

\*The figures are real number value of *Current Survey of Selected Service Industries* from Q1, FY3/2018.

## Results of model certification tests (updating)

The data is updated every month by Security Communications Association, *Model certification test operations for PS machines; statistical data*

### Pachinko Machine

		Jun.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
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%
2017	Application	65	81	91	85	61	67	58	78	73	58	53	54	824
	Pass	38	31	38	34	24	28	25	24	33	28	29	29	361
	Passing test Ratio	58.5%	38.3%	41.8%	40.0%	39.3%	41.8%	43.1%	30.7%	45.2%	48.2%	54.7%	53.7%	43.8%

### Pachislot Machine

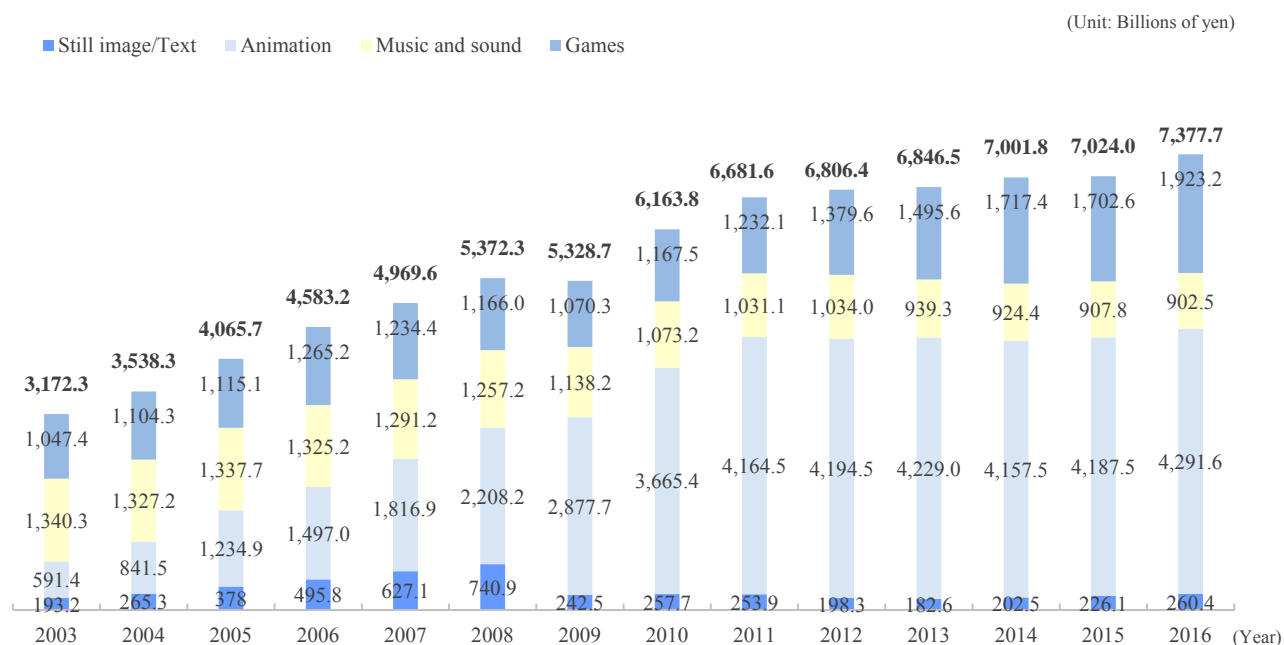
		Jun.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
2014	Application	42	45	38	60	53	61	61	49	46	32	20	38	545
	Pass	21	21	12	23	17	29	24	21	3	13	12	7	203
	Passing test Ratio	50.0%	46.7%	31.6%	38.3%	32.1%	47.5%	39.3%	42.9%	6.5%	40.6%	60.0%	18.4%	37.2%
2015	Application	17	8	31	39	43	35	95	74	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%
2017	Application	55	79	84	70	76	85	56	63	63	73	52	66	822
	Pass	20	32	33	17	26	30	27	26	29	30	29	27	326
	Passing test Ratio	36.4%	40.5%	39.3%	24.3%	34.2%	35.3%	48.2%	41.2%	46.0%	41.0%	55.7%	40.9%	39.7%

## Entertainment market data

- P.46 Market scale of digital content business  
Box-office of domestic movie theaters (updating)
- P.47 Market scale of animation industry (updating)  
Overseas sales in Japanese animation industry market (updating)
- P.48 Market scale of broadcasting industry  
Overseas development of Japanese broadcasting contents
- P.49 Trends in publishing market and e-book/e-magazine market  
Sales amount of comic books and comic magazines
- P.50 Trends in games market  
Overseas development of Japanese game contents
- P.51 Trends in toys market  
Market scale of mobile business

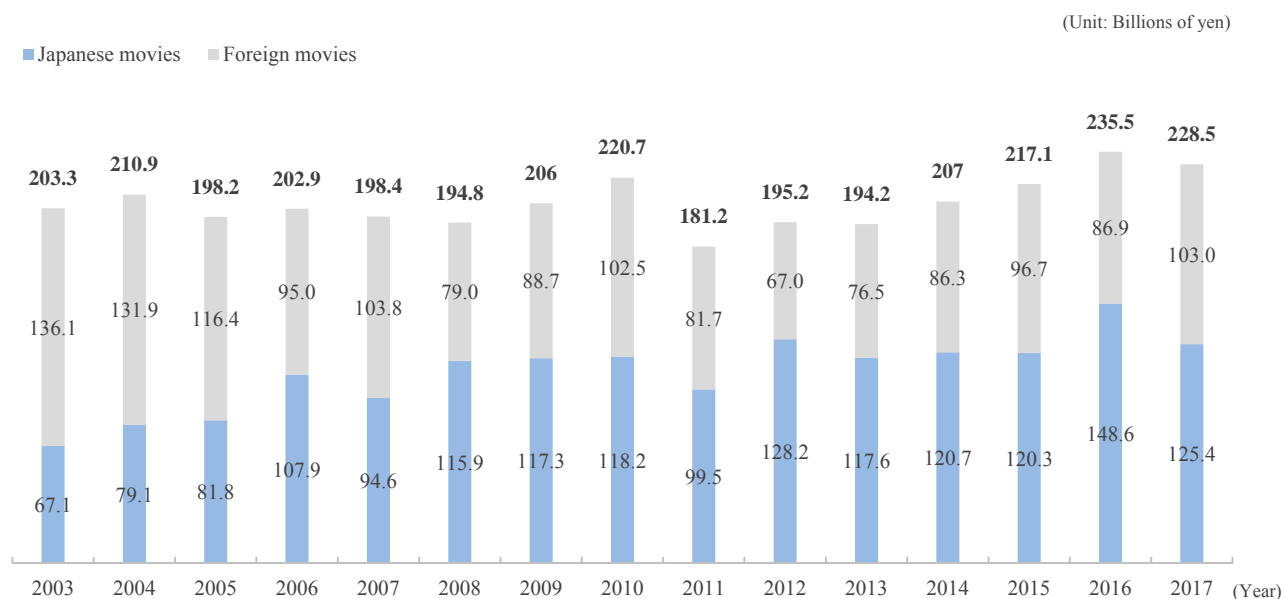
## Market scale of digital content business

The data is updated every September by Digital Content Association, *White Paper on Digital Content*



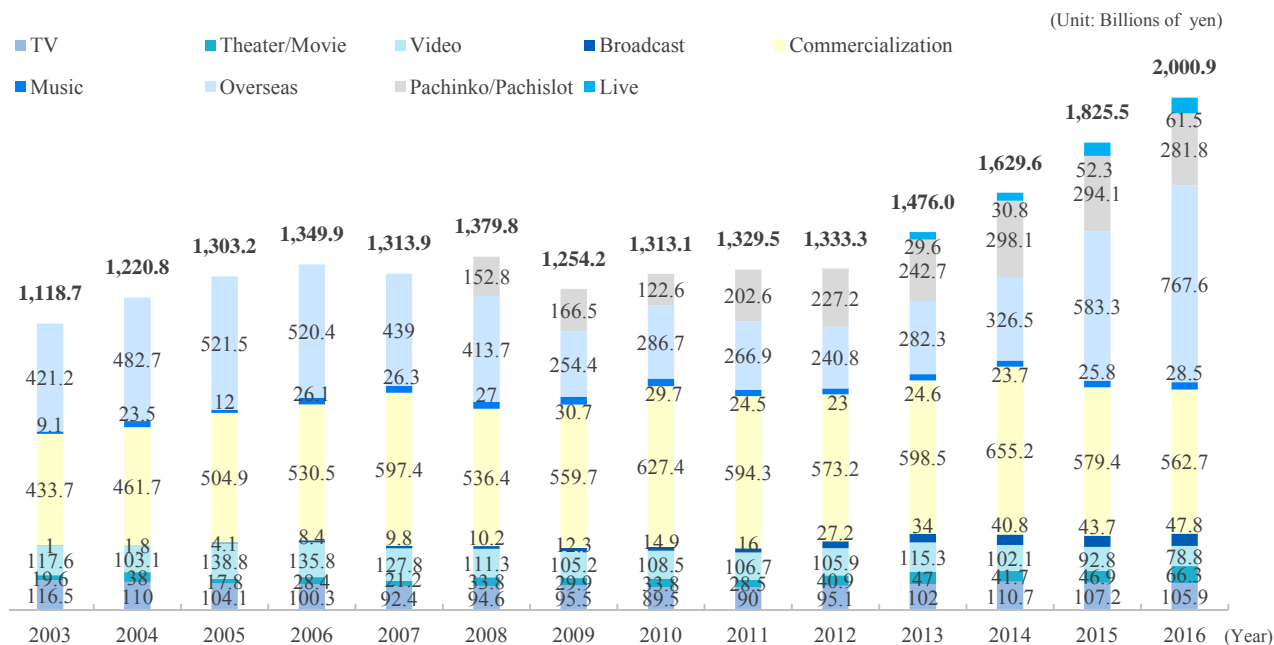
## Box-office of domestic movie theaters (updating)

The data is updated every January by Motion Picture Producers Association of Japanese, Inc., *Statistics of Film Industry in Japan*



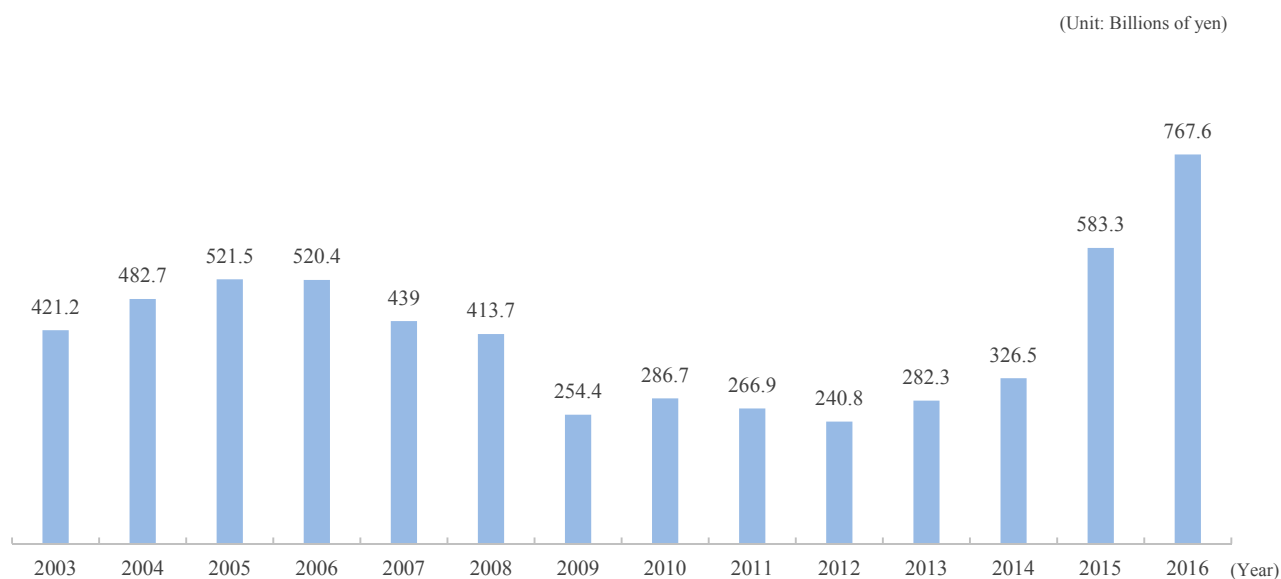
## Market scale of animation industry (updating)

The data is updated every April by Association of Japanese Animation, *Fluctuations in Japan's animation market*  
 The data of PS until 2015 is calculated from shipment of PS machines that utilized anime IP (Intellectual property) by FIELDS.  
 (The data of except PS are Calculated according to amount of user's payment.)



## Overseas sales in Japanese animation industry market (updating)

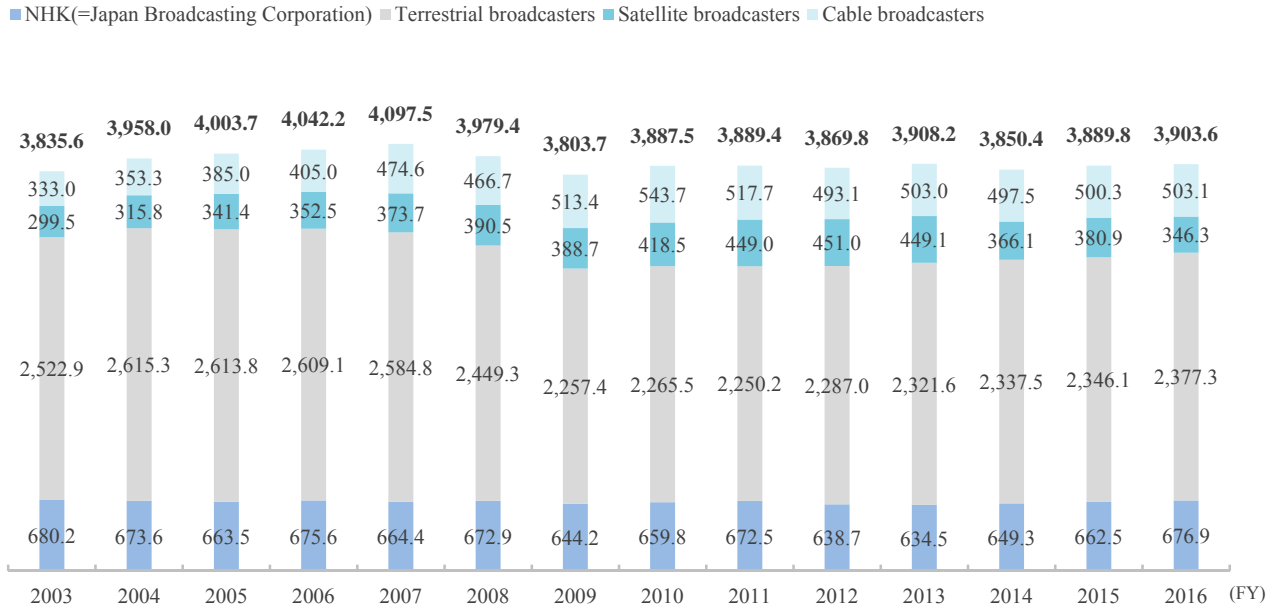
The data is updated by Association of Japanese Animation, *Anime Industry Report 2017*



# Market scale of broadcasting industry

The data is updated every September by Ministry of Internal Affairs and Communication, *Status of Earnings and Expenses of Private Broadcasting Organizations*.

(Unit: Billions of yen)



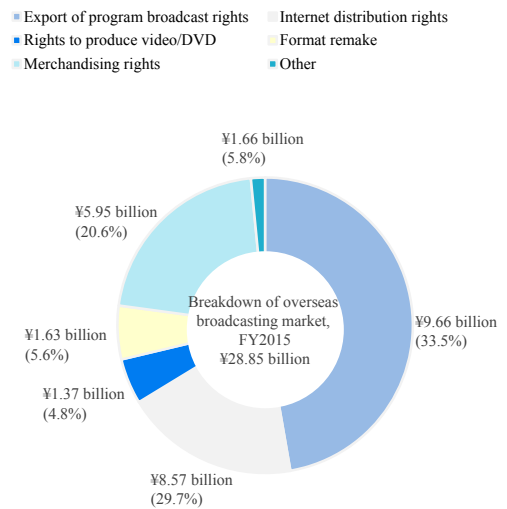
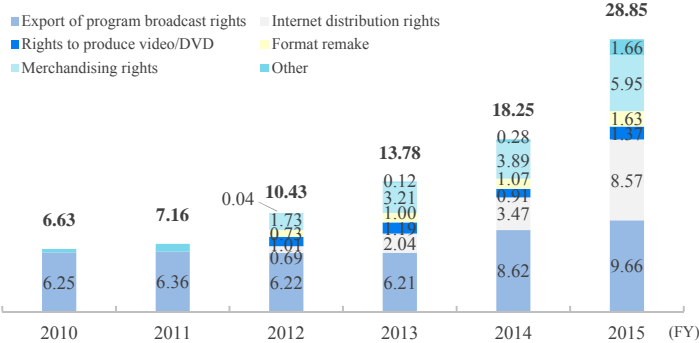
# Overseas development of Japanese broadcasting contents

The data is created based on *Analysis of the Current Overseas Expansion of Broadcasting Content (FY2015)*, published by the Institute for Information and Communications Policy (IICP), Ministry of Communications and Internal Affairs (MIC).

According to the MIC's IICP, the value of Japanese broadcasting content exported overseas has been increasing every year, and in FY2015, it reached ¥28.85 billion, approximately 4.4 times the value in FY2010 (up 58.0% YoY).

Furthermore, while selling "program broadcasting rights" was the traditional method for broadcasting content, now, overseas expansion based on "format sales" and "remake rights" are gaining traction. The sale of "Internet distribution rights" is also growing rapidly. (FY2014 19.0% → FY2015 29.7%)

(Unit: Billions of yen)





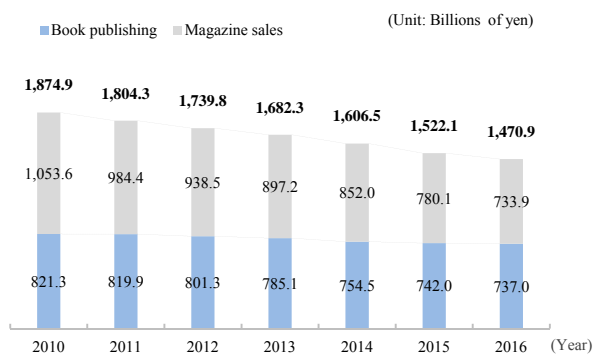
## Trends in publishing market and e-book/e-magazine market

The data is updated the end of April every year by Digital Content Association of Japan, *White Paper on Digital Content 2017*.

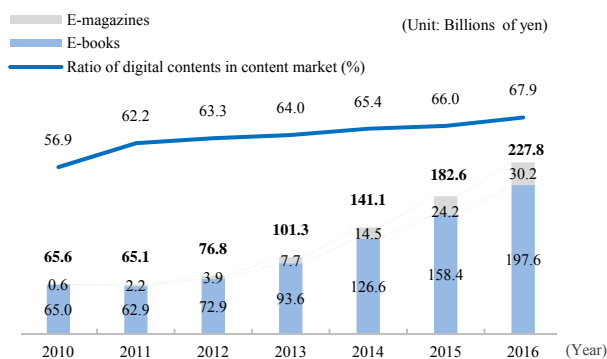
According to the White Paper on Digital Content 2017 by the Digital Content Association of Japan, book sales in 2016 decreased by 0.6% YoY, to ¥737.0 billion. Thus, the decreasing trend continued. Magazine sales also fell below book sales, decreasing for the 19th consecutive year by 5.9% YoY, to ¥733.9 billion.

In recent years, the digitalization of the content market has progressed, with the digital ratio increasing by 1.9% YoY, reaching 67.9% in 2016. With this, large increases continued to be observed for e-books (increase of 24.7% YoY, to ¥197.6 billion) and e-magazines (increase of 24.7% YoY, to ¥30.2 billion).

### Publishing Market Trends

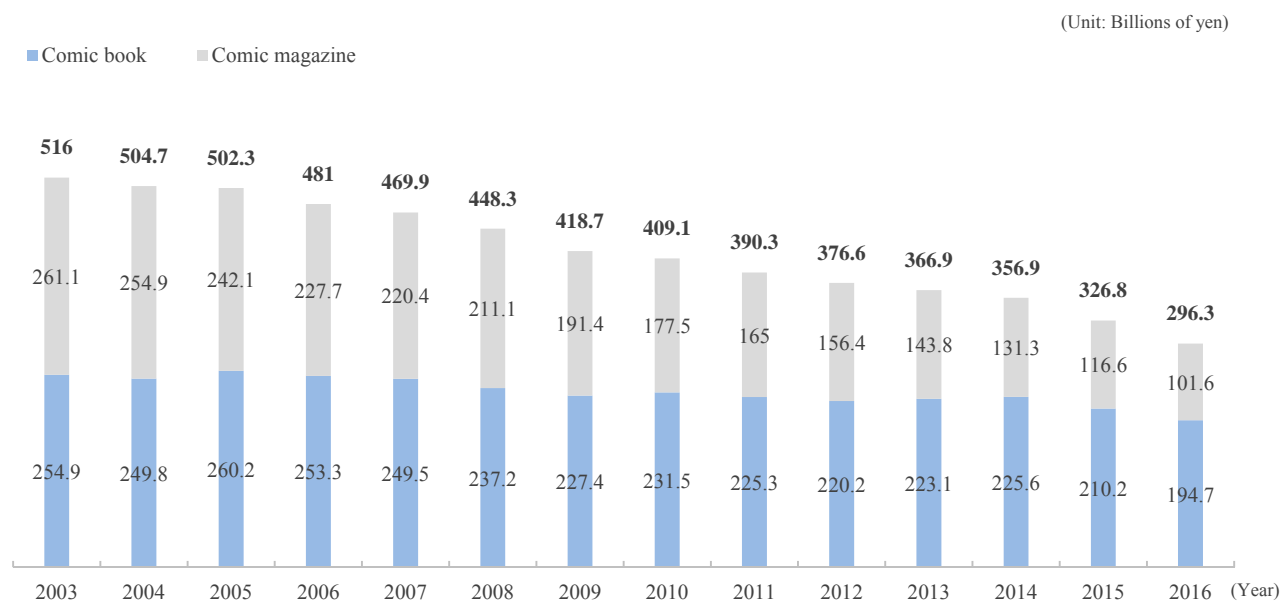


### E-book/E-magazine Market Trends



## Sales amount of comic books and comic magazines

The data is updated every April by All Japan Magazine and Book Publisher's Editor's Association, *Annual Report of Publishing Indicator*.



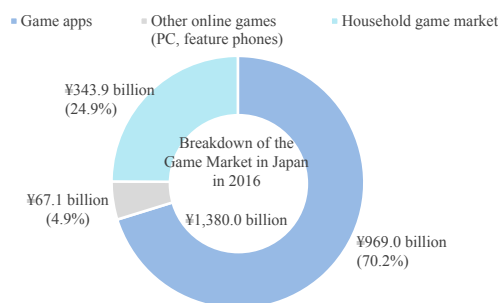
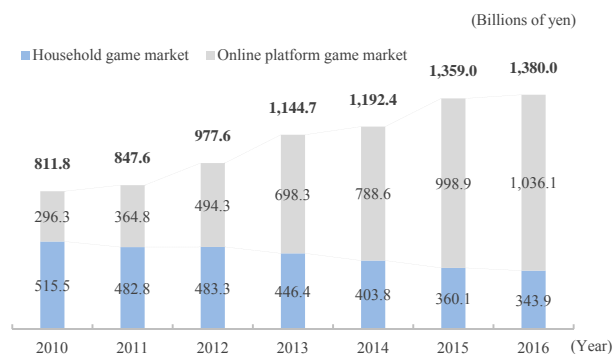
## Trends in games market

The data is updated every June by Gzbrain Inc., *White Paper on Famitsu Games 2017*

The *Famitsu Game White Paper 2017* by Gzbrain Inc. states that the household game market decreased 4.5% YoY to ¥343.9 billion (total of game hardware and software) in 2016.

Meanwhile, the online platform game market (game apps for smartphones/tablets, games for feature phones, and online PC games) increased 3.7% YoY to ¥1,036.1 billion. As a result, the size of the game market in Japan reached a record-high of ¥1,380.0 billion, increased 1.5% YoY.

Within the online platform game market, the size of the game app market (game apps for smartphones/tablets for games on SNS platforms for feature phones) increased 4.4% YoY to ¥969.0 billion, accounting for approximately 70% of the domestic game market and helping to drive its expansion.

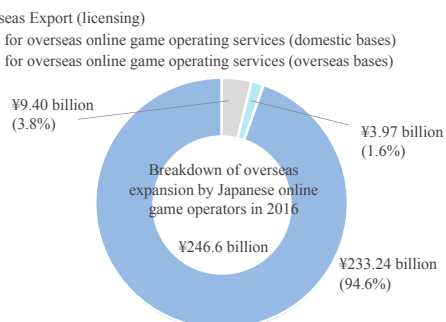
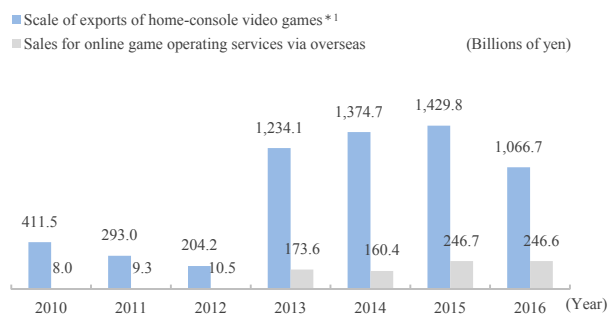


## Overseas development of Japanese game contents

This data is updated every September by Digital Content Association of Japan, *Digital Content White Paper 2017*

According to the *Digital Content White Paper 2017* (Digital Content Association of Japan), the scale of exports of home-console video games in 2016 was valued at ¥1,066.7 billion (down 25.4% YoY), while the sales value for overseas expansion, including exports by Japanese online game operators (licensing) and game operating services, was ¥246.6 billion. (down 0.0% YoY).

In particular, the portion of sales for online game operating services via overseas bases was ¥233.2 billion, accounting for over 90% of the overall amount.



\*1 The figures for 2010 to 2012 are shipment value for overseas by Japanese companies (excluding foreign companies)

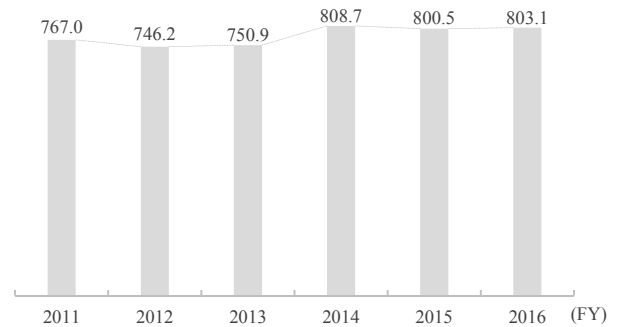
## Trends in toys market

The data is updated every June by the Japan Toy Association, *statistical material*

According to an announcement by The Japan Toy Association, the Japanese toy market in FY2016 was worth 803.1 billion yen (up 0.3% YoY). FY2014 saw the highest sales in 10 years, with sales over ¥800 billion for the first time since FY2004, and for the following three years, sales have stayed at over ¥800 billion. Meanwhile, in terms of peripheral categories, the capsule toys market was worth ¥27.7 billion (down 10.9% YoY), and the candy toy market was valued at ¥46.8 billion (down 10.0% YoY).

In FY2016, sales of trading card games\* grew significantly, continuing the trend of the previous fiscal year. Regular products such as dolls also drove the market. As can be seen in its double-digit growth, one feature of this category in recent years is an increasing number of boys playing with play kitchens and play houses, although these have previously been seen as girls' toys.

(Unit: Billions of yen)



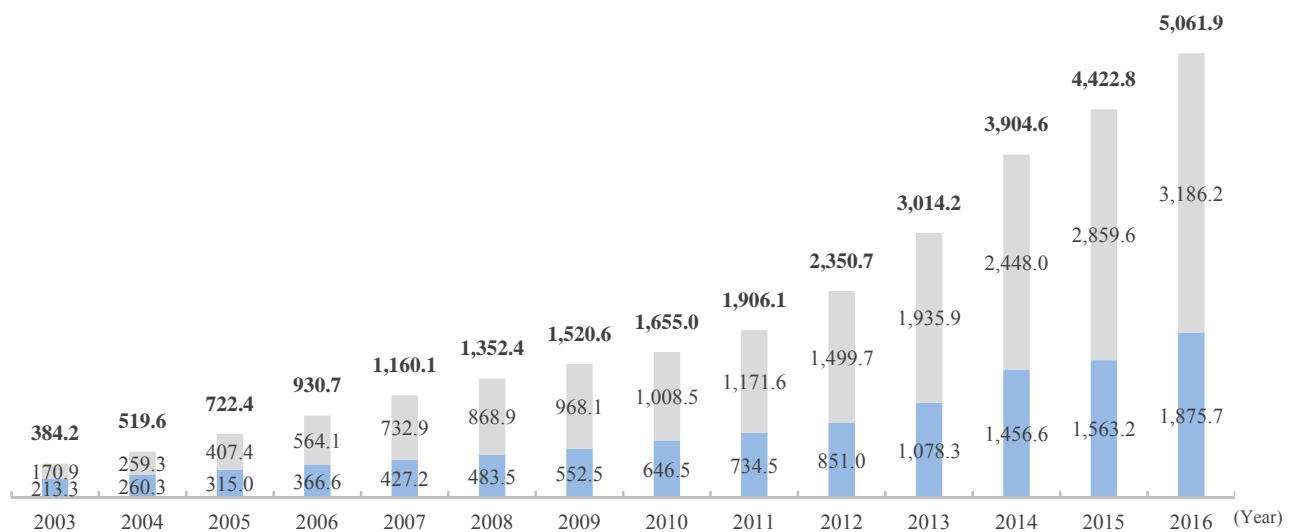
\* Trading Card Game (TCG), also called Collectible Card Game (CCG), is a card game that consists of specially designed sets of playing cards which enable players to battle against each other.

## Market scale of mobile business

The data is updated every July by Mobile Content Forum

■ Mobile content market ■ Mobile commerce market

(Unit: Billions of yen)



## Corporate information etc.

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# Corporate profile

(As of December 31, 2017)

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
Capital stock	¥7,948 million
Stock information	Total number of shares issued and outstanding: 34,700,000 (Treasury shares: 1,516,300)
Securities exchange	The first section of the Tokyo Stock Exchange Code: 2767
Number of employees	1,552 (Consolidated), 724 (Non-Consolidated)
Main business activities	Content-related businesses Planning, development and sales of PS 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> </ul> and others total 13 companies
Equity method companies	<ul style="list-style-type: none"> <li>• HERO'S INC.</li> <li>• No9 Inc.</li> </ul> and others total 8 companies

**Regional offices, Branch offices and Showroom**

<Regional offices: seven>  
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

<Showroom: one>  
Utsunomiya (Opened in Dec. 2017)



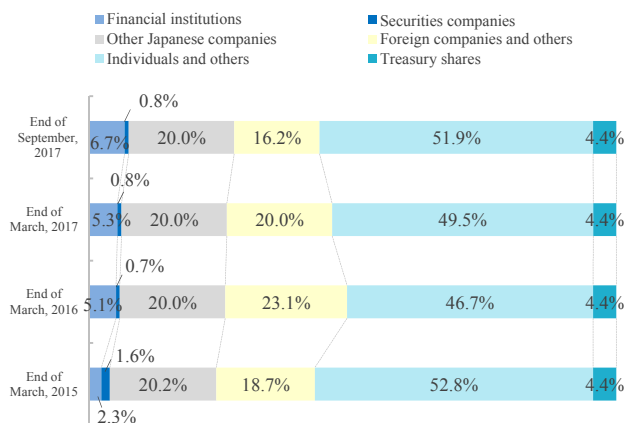
Source: FIELDS

# Stock information

## Stock Information

Total number of authorized shares	138,800,000
Number of shares issued	34,700,000
Treasury shares	1,516,300
Shareholders	8,812

## By type of shareholder



## Major shareholders

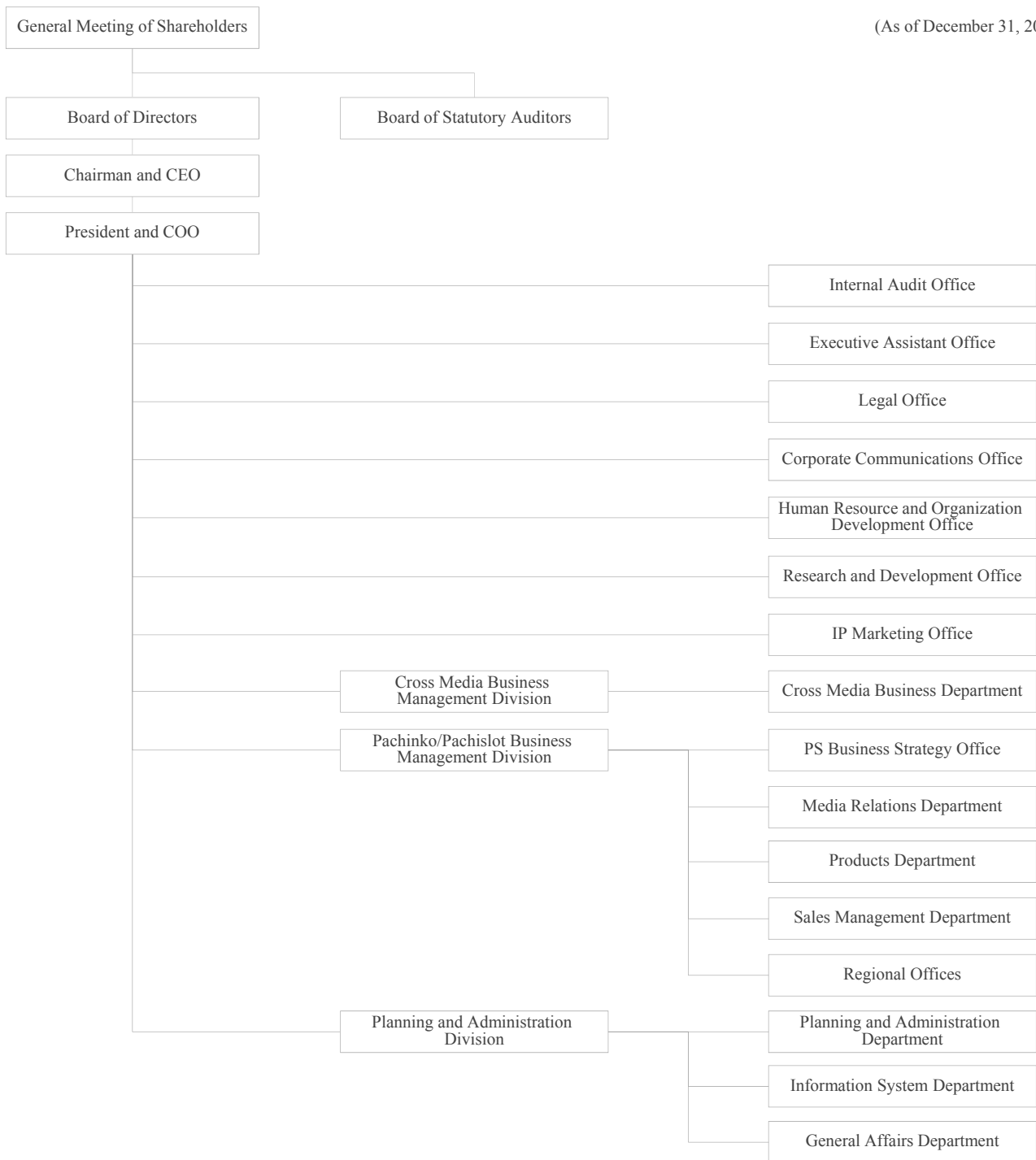
(As of September 30, 2017)

Shareholders	Number of shares held	Percentage of outstanding shares held
Hidetoshi Yamamoto	8,875,000	25.58%
SANKYO CO., LTD.	4,975,000	14.34%
Takashi Yamamoto	3,612,800	10.41%
NORTHERN TRUST CO. (AVFC) RE NVI01	1,704,400	4.91%
Mint Co.	1,600,000	4.61%
Treasury Shares	1,516,300	4.37%
NORTHERN TRUST CO. (AVFC) RE IEDU UCITS CLIENTS NON LENDING 15PCT TREATY ACCOUNT	719,800	2.07%
STATE STREET BANK AND TRUST COMPANY 505019	615,600	1.77%
NORTHERN TRUST CO. (AVFC) SUB A/C NON TREATY	493,100	1.42%
GOLDMAN, SACHS & CO. REG	480,200	1.38%

Source: FIELDS

# Organization

(As of December 31, 2017)



Source: FIELDS

# Main group companies

(As of December 31, 2017)

	Company name	Holding Ratio of voting rights	Paid-in capital (Million yen)	Address	Business activities	Investment date
Comic	<input type="checkbox"/> HERO'S INC.	49.0	10	Shibuya-ku, Tokyo	Planning, operation and production of comic magazine and character contents	Apr. 2010
	<input type="checkbox"/> No9 Inc.	24.9	118	Shibuya-ku, Tokyo	Development and operation of comic selection shop <i>Manga Trigger</i>	Sep. 2017
Animation	<input type="radio"/> Lucent Pictures Entertainment, Inc.	100.0	10	Shibuya-ku, Tokyo	Planning, production and producing of animations	Oct. 2007
	<input type="radio"/> Digital Frontier Inc.	86.9	31	Shibuya-ku, Tokyo	Planning and production of CG etc.	Apr. 2010
Movie/TV	<input type="checkbox"/> SPO Entertainment Inc.	31.8	100	Chuo-ku, Tokyo	Planning, production and distribution of movie etc.	Mar. 2008
Merchandising						
Interactive Media	<input type="radio"/> FutureScope Corp.	94.4	60	Meguro-ku, Tokyo	Service provider and mail order of mobile contents	Oct. 2006
Consumer Products	<input type="radio"/> Tsuburaya Productions Co., Ltd.	51.0	310	Shibuya-ku, Tokyo	Planning and production of movie/TV Planning, production and sales of character goods	Apr. 2010
	<input type="radio"/> Total Workout premium management Inc.	95.0	5	Shibuya-ku, Tokyo	Running of fitness gym	May 2011
Pachinko/ Pachislot (PS)	<input type="radio"/> FIELDS Jr. Corporation	100.0	10	Shibuya-ku, Tokyo	PS machines maintenance, etc.	Mar. 2002
	<input type="radio"/> Shinnichi Technology Co., Ltd.	100.0	10	Meguro-ku, Tokyo	Development of PS machines	Jan. 2008
	<input type="radio"/> BOOOM Corporation	100.0	10	Shibuya-ku, Tokyo	Planning and development of PS machines	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 machines	Jan. 2011
	<input type="checkbox"/> MIZUHO CORP.	49.7	10	Koto-ku, Tokyo	Development and manufacturing of PS machines	Feb. 2012
	<input type="checkbox"/> NANASHOW CORPORATION	38.8	40	Shibuya-ku, Tokyo	Development and manufacturing of PS machines	Jan. 2014
	<input type="radio"/> K.K. CROSSALPHA	100.0	10	Shibuya-ku, Tokyo	Development and manufacturing of pachislot machines	May 2015
<input type="radio"/> Spiky Corporation	100.0	100	Shibuya-ku, Tokyo	Development and manufacturing of pachislot machines	May 2015	

\* The consolidated subsidiary     The subsidiaries and affiliates accounted for using the equity method.

Source: FIELDS

# Our history

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 IP

- 1988 Toyo Shoji Co., Ltd. established in Nagoya to sell PS 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 to develop PS machines utilizing IP
  - 2000 Alliance with Sammy Corporation; Exclusive sales of RODEO brand machines began
  - 2003 Alliance with SANKYO CO., LTD.; Exclusive sales of Bisty brand machines began
  - 2008 Alliance with KYORAKU SANGYO; Exclusive sales of OK!! brand began
  - 2009 Alliance with Enterrise Co., Ltd. (subsidiary of CAPCOM CO., LTD.); Exclusive sales of Enterrise brand began
  - 2012 Alliance with Universal Entertainment Corporation
  - 2013 Alliance with D-light Co., Ltd.
  - 2014 Alliance with NANASHOW Corporation
  - 2015 K.K. Aristocrat Technologies (currently K.K. CROSSALPHA ) made a subsidiary  
K.K. Spiky made a subsidiary (wholly-owned subsidiary of K.K. Aristocrat Technologies currently knows as K.K. CROSSALPHA )  
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 3 sports-related subsidiaries merged and renamed Japan Sports Marketing Inc. (JSM Inc.)
  - 2007 EXPRESS Inc. made a subsidiary
  - 2011 Total Workout premium management Inc. established
  - 2012 Absorption of JSM Inc.'s fitness club business considering future growth and synergistic effects
  - 2013 Absorption-type merger of EXPRESS Inc. aiming at improving management efficiency
  - 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 PS machines simulator software launched, following investment in D3 Publisher Inc.
  - 2009 D3 INC. shares sold to BANDAI NAMCO Games Inc.; Relationship with BANDAI NAMCO 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 online services field including mobile 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. Inc. jointly established with NHN Japan Corporation; PS-related site *Nanapachi* developed
  - 2015 Absorption merger of IP Bros Inc. by FutureScope Corp.
- The video development field entered to enhance the entertainment offered by PS machines**
  - 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/ closure**
  - 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



# Our history

From 2008  
Toward cultivation and commercialization of IP

- 2008 **The visual field entered to acquire and cultivate IP**
- 2007 Operations at Lucent Pictures Entertainment, Inc. began; Feature-length animation film trilogy *BERSERK* planned and produced
  - 2010 Digital Frontier Inc. made a subsidiary; Provision of high-quality visual technology began
  - 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
  - 2016 TV anime *BERSERK* broadcasting on Animeism of MBS and other, wowow  
Full-3DCG animation movie *GANTZ:O* released
  - 2017 TV anime *BERSERK* broadcasting (second series) on Animeism of MBS and other, wowow  
TV anime *Altair: A Record of Battles* broadcasting on Animeism of MBS and other, wowow  
TV anime *Infini-T Force* broadcasting on NTV network
  - 2018 TV anime *DARLING in the FRANXX* broadcasting on TOKYO MX and other.  
TV anime *BEATLESS* broadcasting on Animeism of MBS and other.

## The comic field entered to create IP

- 2010 Publishing company HERO'S INC. jointly established with Shogakukan Creative INC.
- 2011 Publishing of *HERO'S Monthly* magazine began
- 2012 Published *HERO'S Comics*
- 2017 TV anime *ATOM THE BEGINNING* broadcasting on NHK  
Acquired shares in No9 Inc., which operates a electronic comic platform business
- 2018 TV anime *KILLING BITES* broadcasting on Animeism of MBS and other.

## Toward holding/cultivating IP

- 2010 Tsuburaya Productions Co., Ltd., owner of the *Ultraman* series and other high-quality IP, made a subsidiary

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

- 2012 Collaboration with SOTSU CO., LTD. and Toho Co., Ltd. to begin cross-media development of *MAJESTIC PRINCE*
- 2013 TV anime *MAJESTIC PRINCE* broadcasting
- 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*
- 2015 Developing the new conceptual licensed brand *A MAN of ULTRA* with the companies of the various fields
- 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 & Brand of the Year 2016 at the Japan Brand and Licensing Awards  
Anime *MAJESTIC PRINCE THE MOVIE* released
- 2017 Live-action film *HURRICANE POLIMAR* released

- 2015 **Market changed to first section of the Tokyo Stock Exchange**

- 2016 **Accelerating overseas development of IP**

- 2015 *Ultraman* live shows held in China, Hong Kong, Thailand, Malaysia, etc.
- 2016 Expanded e-book distribution of *HERO'S* titles in collaboration with China Mobile and kidstone.  
Promoted distribution of visual products in collaboration with U.S. Crunchyroll and other SVOD operators

- 2017 **Announcement of Medium-term Management Plan**

Source: FIELDS

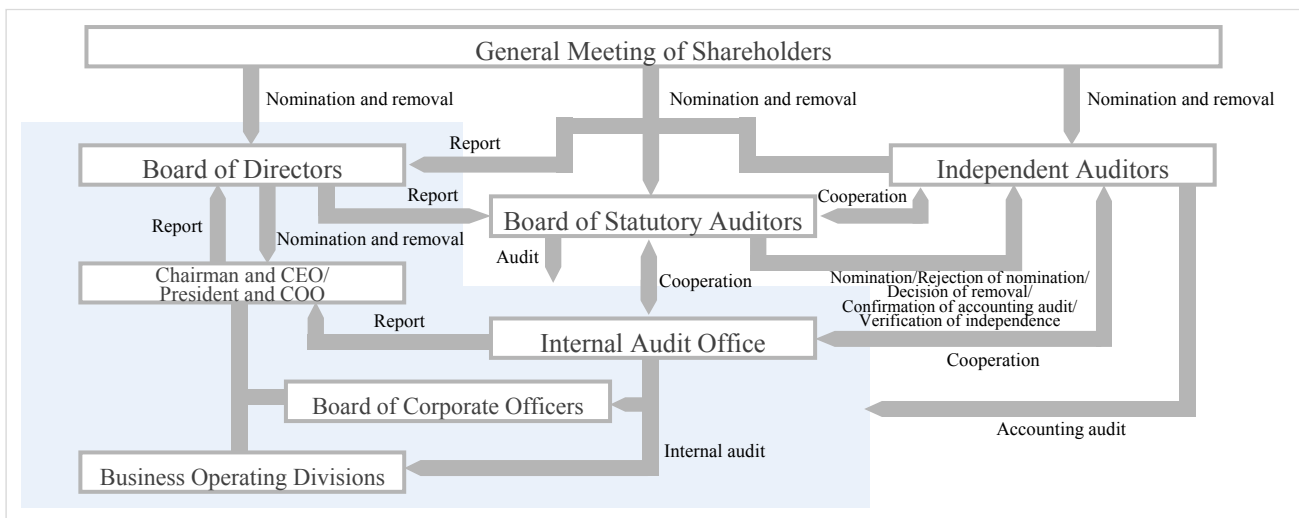
From 2016  
Acceleration of global  
IP promotion

# Corporate governance system

## Basic Approach to Corporate Governance

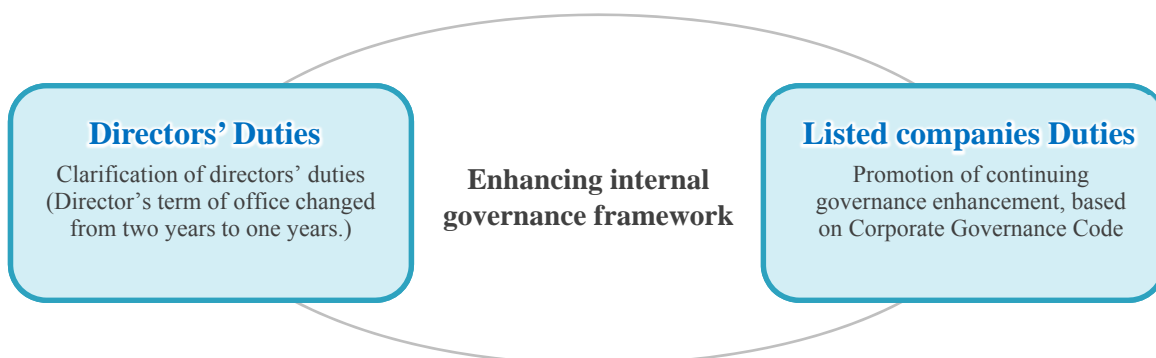
FIELDS CORPORATION has identified its corporate philosophy as providing “The Greatest Leisure for All People,” and has established a basic management policy of continuously enhancing corporate value. To realize this basic policy, enabling corporate governance system functions is considered to be one 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/>



## Enhancing internal governance framework

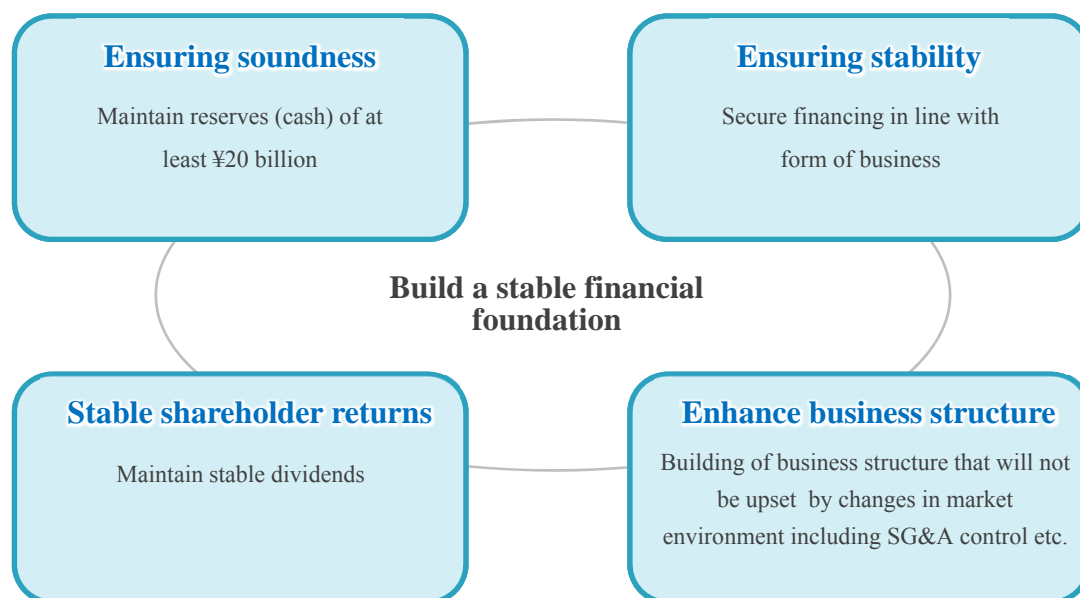
For governance, directors’ term of office will be changed from two years to one year so as to move towards a system where directors’ performance is evaluated on an annual basis. To continue increasing our corporate value, we will focus on strengthening our internal governance systems such as clarification of directors’ duties, and enhancing our internal governance framework in line with the Corporate Governance Code.



Source: FIELDS

## Financial strategy

For financial strategies, to maintain and build a stable financial foundation, we will cooperate with various financial institutions, and continue to work on ensuring soundness (maintaining reserves of at least ¥20 billion), ensuring stability (securing financing in line with form of business), stable shareholder returns (maintaining stable dividends), and enhancing business structure (such as SG&A control).



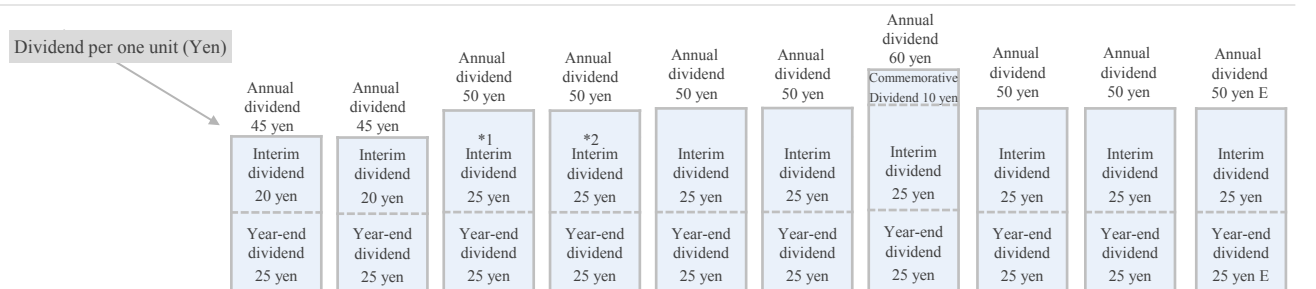
Source: FIELDS

## Profit return policy

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

(Unit: Millions of yen)

FY	3/2009	3/2010	3/2011	3/2012	3/2013	3/2014	3/2015	3/2016	3/2017	3/2018 E
Net income attributable to owners of parent	(1,481)	3,289	7,520	5,991	4,720	5,370	3,018	118	(12,483)	0-1,000
Total dividend	1,534	1,503	1,660	1,659	1,659	1,659	1,991	1,659	1,659	1,659
Payout ratio (%)	-	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	34,700,000	34,700,000	34,700,000	34,700,000	34,700,000
(excluding treasury stock)	347,000	336,357	332,115	332,115	331,838	33,183,800	33,183,800	33,183,800	33,183,700	33,183,700
As of Full-Year										
Total number of outstanding common stock	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	336,357	332,115	332,115	331,838	33,183,800	33,183,800	33,183,800	33,183,700	-



\*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.

Source: FIELDS

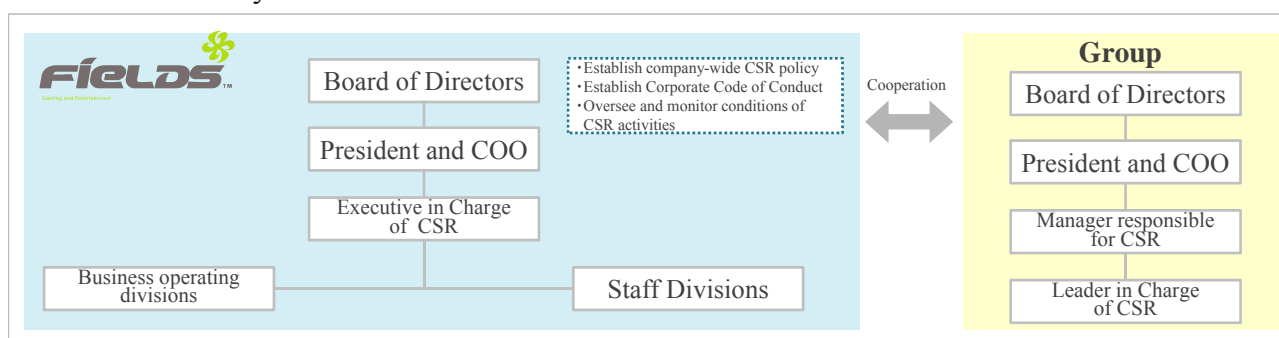
# CSR activities

## 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	Topics 4	Implementation of the social contribution activities
	The Company will continue to comply with power-saving measures		Continue to implement the environmental protection activities and The social contribution activities
Description	Promotion of energy conservation measures (down 19.6% YoY) • Room temperature set at 28°C during summer • Use of lighting reduced and light bulbs changed to LED light bulbs • Energy-saving multi-function machines adopted	Feb. 2016	Collecting and donating stationaries through NGO Jiyu-Jin Foundation
	Environmental awareness and introduction of eco-cars • Number of vehicles introduced: 227 (69% of all vehicles) • Target for introduction: Sales cars (excluding vehicles with four-wheel drive used in cold regions)	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
	Promotion of green procurement (purchase of products and services which have a lesser impact on the environment) • Promotion of the procurement of products with environmental labels/marks	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
	Promotion of trash separation and recycling • Collecting PET bottle caps total 501,000 (Translating into approximately 689 individual doses of polio vaccine for Jun. 2013 to Dec. 2017)	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	
	May 2017	Supporting RICOH JAPAN Corporation's activities to help universities become more global, and collaborated in organizing a study tour for students to learn about Japanese universities and companies	
Topics 2	Renewed ISO 9001	Topics 5	Introduction of AED (Automatic External Defibrillator)
	Quality management system		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.
ISO 9001: 2015	November 2016 Certification renewed system	Activities	
Details	Continuous improvement of quality management	Date	From January 7, 2011
		Installation Site	Head office, regional offices, branches Okinawa working center and Total Workout (gym): a total of 39 places
Topics 3	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.		

Source: FIELDS

## CSR activities



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	<i>ULTRAMAN FOUNDATION</i>
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	<i>ULTRAMAN FOUNDATION</i> 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



©TSUBURAYA PRODUCTIONS



ULTRAMAN FOUNDATION  
Official website

## TOPICS

### Ultra Dream Project

The *Ultra Dream Project*, begun in July 2017, visited 49 child care facilities together with *Ultra Hero*, as of the end of December 2017. *FIELDS* hopes to continue activities to bring courage and hope to children in Japan.



■ Planned visit  
 ■ Hokkaido/Tohoku  
 ■ Kanto/Koshin  
■ Hokuriku/Tokai  
 ■ Kinki  
 ■ Shikoku/Chugoku  
■ Kyushu/Okinawa

\*Visits were made to the highlighted prefectures

#1. Maria Nursery School (Nagasaki)	#2. Kodomono - Ie (Hyogo)	#3. Shimonoseki Taiheigakuen (Yamaguchi)
#4. Kanagawa Kenritsu Asao Yogo School (Kanagawa)	#5. Seishinjiaien (Fukuoka)	#6. Chofu Gakuen/ Daini Chofu Gakuen (Tokyo)
#7. Koukou Gakuen (Aomori)	#8. Akebono Gakuen (Aomori)	#9. Iris Gakuen (Fukushima)
#10. Kibokan Yawata-no-Ie (Gunma)	#11. Wakamatsuen (Okayama)	#12. Okayama Misono Kodomonoie (Okayama)
#13. Wakabaen (Okayama)	#14. Wakabaso (Fukuoka)	#15. Tottori Kodomo Gakuen (Tottori)
#16. Hikarigaoka Gakuen (Hokkaido)	#17. Utasute Senshin Gakuen (Hokkaido)	#18. Kuromatsunai Tsukushien (Hokkaido)
#19. Kousyou Gakuen (Hokkaido)	#20. Hitsujigaoka Yougoen (Hokkaido)	#21. Bethlehem Gakuen (Tokyo)
#22. Taisanbokunoaruie (Saitama)	#23. Shirakawa Gakuen (Fukushima)	#24. Morinokaze Gakuen (Fukushima)
#25. Sayurinoryo (Tokyo)	#26. Matsushiro Fukushiryo (Nagano)	#27. Kotoku Gakuen (Osaka)
#28. Ayumi Gakuen (Saitama)	#29. Friend (Saitama)	#30. Tokyo Aikuen Mukojima Gakuen (Tokyo)
#31. Imaijo Gakuen (Tokyo)	#32. Sagamihamaminami Jido Home (Kanagawa)	#33. Shinsen Academy (Kanagawa)
#34. Elizabeth Saunders' Home (Kanagawa)	#35. Kurume Tenshien (Fukuoka)	#36. Amagiya Gakuen (Fukuoka)
#37. Doujinkai Kodomo Center (Ibaraki)	#38. Houon Hahanoie (Fukuoka)	#39. Seifuen (Nagasaki)
#40. Oomura Kodomonoie (Nagasaki)	#41. Wakasugi Gakuen (Hokkaido)	#42. Tenshi no Sono (Hokkaido)
#43. Aizu Jidouen (Fukushima)	#44. Tokyo Keimei Gakuen Jidobu (Tokyo)	#45. Futabaen (Tokyo)
#46. Aisenryo (Saitama)	#47. Tsutsujigaoka Gakuen (Nagano)	#48. Takazuyanosato (Nagano)
#49. Sei francisco kodomo ryo (Tokyo)		

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Source: FIELDS

## CSR activities

Activities	
2011	<p><b>Visits to provide support to regions affected by the earthquake</b> Miyagi prefecture: Ishinomaki, Minamisanriku-cho, Kesenuma-city, Higashimatsushima-city, Onagawa-cho/ Fukushima prefecture: Sukagawa-city, Koriyama-city, Iwaki-city, Fukushima-city/ Iwate prefecture: Miyako-city, Otsuchi-cho/ Chiba prefecture: Asahi-city</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> <p><b>Implement of the fund-raising</b> Nagoya prefecture: <i>The Ultraman Premier 2011</i> at the Chunichi Theatre/ Tokyo: <i>The Comic Market 80</i> at the Tokyo Big Sight</p>
2012	<p><b>Visits to provide support to regions affected by the earthquake</b> Miyagi prefecture: Ishinomaki-city, Onagawa-cho/ Fukushima prefecture: Koriyama-city, Sukagawa-city</p>
2013	<p><b>Hero Caravan: Bringing Light to Children's Hearts – 78 Places in Tohoku</b> 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-city/ Fukushima prefecture: Tomioka-cho/ Iwate prefecture: Miyako-city</p> <p><b>Gifts of donations and other</b> Iwate, Miyagi, Fukushima prefectures: 25 million yen and a microbus to each prefecture</p>
2014	<p><b>Great East Japan Earthquake Recovery Charity Event Genki Festival 2014</b> It's a fund-raising event collaboration with a pro-wrestler, Antonio Inoki. The ULTRAMAN FOUNDATION held Ultra Hero Shows at eight venues in the Tohoku region</p> <p><b>Other activities</b> Supported of the <i>Fukushima Pref. Police —Kids Police School</i> event that was organized by the Fukushima prefectural police</p>
2015	<p>Expanding scope of activities for children needing support throughout Japan, including regions affected by the earthquake.</p> <p>Redesigned donation collection boxes to expand the scope of our aid and created 5 types of donation collection boxes with a monster motif.</p> <p>An ULTRAMAN FOUNDATION page for donations has been started on the Yahoo! Fundraising website.</p> <p><b>Tohoku Caravan 2015</b> The ULTRAMAN FOUNDATION visited to orphanages, children's hospitals, and kindergartens in Iwate and Miyagi prefectures on September 21–24. The Ultra Heroes also participated in the summer camp of the Ultra League (participation by 6 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> <p><b>Visits to provide support to regions affected</b> Ibaraki prefecture: Joso-city (Kanto-Tohoku Heavy Rainfall)</p> <p><b>Implement of the fund-raising</b> Tokyo: <i>The 2015 Owada summer festival's Kabuki dance production of the Konomaru legend</i> at the Shibuya Cultural Center Owada (sponsors: office SOMEIRO, Shibuya-ward)/ <i>The It's the New Year! Ultraman Members Assembly!!</i> at the Tokyo Dome City Prism Hall (sponsors: Tsuburaya Productions Co. Ltd., and BANDAI Co. Ltd)</p>
2016	<p><b>Visits to provide support to regions affected</b> Ibaraki prefecture: Joso-city (Kanto-Tohoku Heavy Rainfall)/ Kumamoto prefecture: Kumamoto-city, Aso-gun, otsu-cho (2016 Kumamoto Earthquake)/ Tottori prefecture: Kurayoshi-city (Central Tottori Earthquake)</p> <p><b>Other activities</b> Tokyo: Visited a orphanage and a hospital (child ward)</p> <p><b>Implement of the fund-raising</b> Tokyo: Implement of the Charity auction in the <i>Ultraman Festival 2016</i> at the Sunshine City in Ikebukuro, the <i>2016 Densho Hall Terakoya: Shibuya Konomaru Densetsu</i> at the Shibuya Cultural Center Owada (sponsors: office SOMEIRO, Shibuya-ward)</p>
2017	<p><b>ULTRA DREAM PROJECT</b> The ULTRAMAN FOUNDATION together with <i>Ultraman</i> started visiting approximately 600 children's nursing homes nationwide to bring courage and smiles to children throughout Japan.</p> <p><b>Visits to provide support to regions affected</b> Miyagi prefecture: Sendai-city/ Fukushima prefecture: Date-gun, Katsurao-mura/ Fukuoka prefecture: Asakura-gun (Heavy Rainfall Disaster in Northern Kyushu)</p> <p><b>Implement of the fund-raising</b> Tokyo: The <i>ULTRA HEROES THE LIVE ACROBATTLE CHRONICLE</i> (sponsors: TBS, Tsuburaya Productions Co., Ltd., FIELDS) Tsuburaya Productions Co., Ltd. specially put a concept car <i>M78×86 by TOYOTA 86 × A MAN of ULTRA</i> to the <i>reU funding from Yahoo Auction</i>.</p>



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# Reference: notification of our IR site

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URL  
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## IR Pages (English)

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- Company profile
- Data related to financial statements
- Financial presentation
- IR press releases
- Corporate governance/CSR information
- Shareholder and share information

Corporate site



IR site



[ Nikko IR ]

General ranking: Best Corporate Website award  
 Ranking by industry: Excellent Corporate Website award



[ DAIWA IR ]

Award for excellence



[ Gomez ]

General ranking: Silver Prize  
 Ranking by industry: Third class



## Annual Report 2017 (English)

Issued annually since the FY3/2004.

[STEADY, FOCUSED, FORWARD]

Latest issue: Sep. 14, 2017



- Management Message
- Medium-term Management Plan
- Review of Business Activities
- CSR/Corporate Governance
- Company and Stock Information
- Financial Section

Source: FIELDS



#### 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 PS market in which the Company operates, market competition and the products handled by the Company.