

The Greatest Leisure for All People

Third Quarter of the Year Ending March 31, 2018

Financial Presentation

FIELDS CORPORATION

TSE 1st: 2767 February 8, 2018

I N D E X

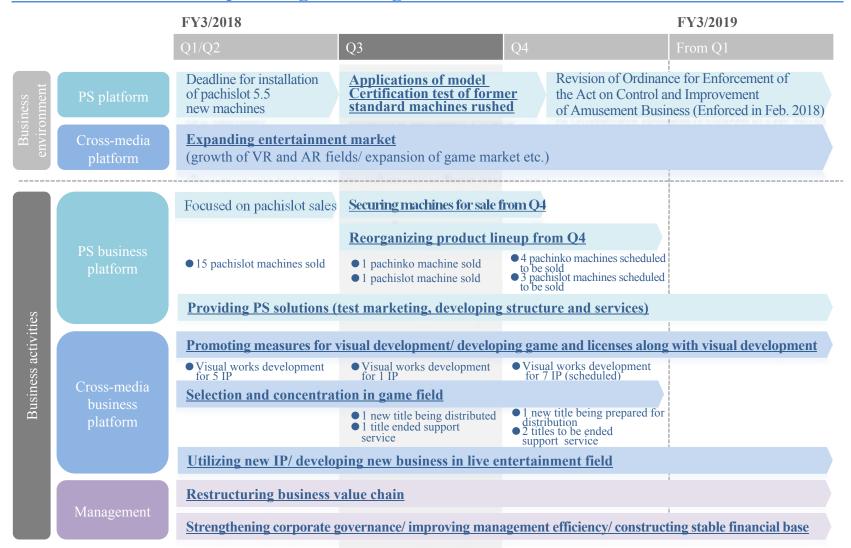
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*PS: pachinko and pachislot

Overview

-1. Overview

Promoting measures in preparation for the next fiscal period and beyond, while responding to changes in the business environment





-2. Consolidated P/L (summary)

Both net sales and profit in Q1-Q3 improved compared to same period of last year Increase in pachislot machines sales/improving management efficiency contributed

(Unit: Billions of yen)

	FY	3/2017		FY3/2018	(Onit. Billions of yen)
	Q1-Q3	Full-year	Q1-Q3	YoY change	YoY change (%)
Net sales	42.62 (100.0%)	76.66 (100.0%)	45.26 (100.0%)	+2.63	+6.2%
Gross profit	10.03 (23.5%)		10.71 (23.7%)	+0.68	+6.8%
SG&A expenses	17.43 (40.9%)	23.01 (30.0%)	14.33 (31.7%)	(3.10)	(17.8%)
Operating profit	it (7.39)	(5.37) (-)	(3.61) (-)	+3.78	_
Ordinary profit	(7.94) (-)	(9.06) (-)	(3.85) (-)	+4.08	_
Profit attributable to owners of parent	(9.07)	(12.48) (-)	(4.13) (-)	+4.93	_

^{*} The percentage in parentheses are the net sales ratio. The figures have been rounded down to million yen.

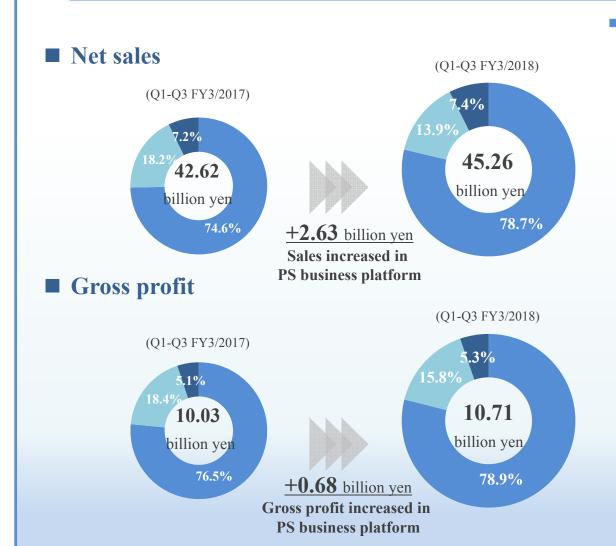
(Unit: Thousand machines)

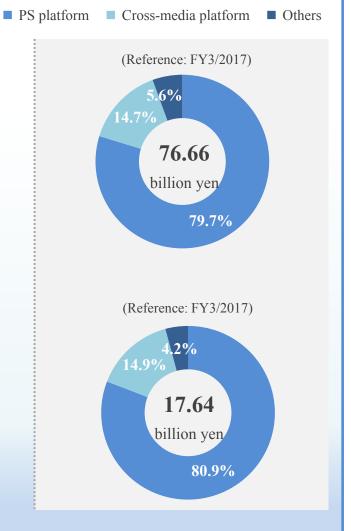
Total sales of machines	130 (9 titles)	243 (15 titles)	146 (17 titles)	+16	+12.3%
Pachinko	78 (3 titles)	155 (6 titles)	69 (1 title)	(8)	(11.5%)
Pachislot	52 (6 titles)	87 (9 titles)	77 (16 titles)	+24	+48.1%



-3. IP business platform: net sales/gross profit

Composition ratio of net sales for Q1-Q3 PS platform 78.7%, cross-media platform 13.9%





Overview

-4. Change in SG&A expenses

SG&A decreased 3.1 billion yen compared to same period of last year, advertising expenses decreased 1.62 billion yen



1

-5. Comparisons with the previous period (based on ordinary profit (loss))

Q3 ordinary profit (loss) improved by 4.08 billion yen compared to same period of last year

(Unit: Billions of yen)

Q1-Q3 Q1-Q3 Main factors of YoY change FY3/2017 FY3/2018 PS business platform details Cross-media business platform details (0.19)(3.85)**FIELDS** Contribution by Contribution by Result of improving share of loss FIELDS visual production cross-media development subsidiaries of entities accounted Increase in subsidiaries +0.60Decrease in (0.55)for using equity method machines sales depreciation +0.35+0.07in IP investment* +0.30+0.01(7.94)Results of improving *Depreciation management efficiency +3.10 Other Cross-media business platform PS business platform (including elimination of +0.60intra-company transactions) (0.19)+0.27

^{*}The figures have been rounded down to million yen.

-6. Consolidated B/S, C/F (summary)

Cash (Cash and deposits) at the end of Q3 was 23.0 billion yen

(Unit: Billions of yen)

(1) Consolidated B/S	End of Mar. 2017	End of Dec. 2017	Change	Main factors for increase/decrease
Current assets	45.85	38.90	(6.95)	Decrease in notes and accounts receivable - trade
(Cash and deposits)	23.19	23.00	(0.19)	
Property, plant and equipment	10.36	5.45	(4.91)	Decrease in sales of idle assets (land)
Intangible assets	2.46	1.68	(0.78)	
Investments and other assets	21.70	21.58	(0.12)	Decrease in sales of investment securities Increase in long-term loans receivable
Total assets	80.39	67.62	(12.77)	
Current liabilities	20.47	16.09	(4.38)	Decrease in notes and accounts payable—trade Increase in short-term loans payable
Non-current liabilities	16.69	14.78	(1.91)	Decrease in long-term loans payable
Net assets	43.22	36.74	(6.48)	Decrease in retained earnings
Total liabilities and net assets	80.39	67.62	(12.77)	
(2) Consolidated C/F	Q3, FY3/2017	Q3, FY3/2018	N	Main factors for increase/decrease
Operating cash flows	(13.04)	(2.53)	Loss before income tax Increase in inventories:	es: (3.83)/ Decrease in notes and accounts payable – trade: (8.93) (1.41)/ Decrease in notes and accounts receivable – trade: +8.44
Investing cash flows	(3.67)	3.34	Proceeds from sales of of subsidiaries and assoloans receivable: (4.40)	property, plant and equipment: +5.25/ Proceeds from sales of shares pointes: +2.20/ Collection of loans receivable: +1.84/ Payments of
Financial cash flows	(3.22)	(1.00)	Cash dividends paid: (1	oans payable: +3.62/ Repayments of long-term loans payable: (1.95) (6.5)/ Payments from changes in ownership interests in subsidiaries ange in scope of consolidation: (0.95)
Net increase (decrease) in cash and cash equivalents	(13.48)	(0.18)		
Cash and cash equivalents at beginning of period	32.20	23.09		
Cash and cash equivalents at end of period	IX / /	22.90		

^{*}The figures have been rounded down to million yen. Change of amount is calculated on this sheet above.

-1. Consolidated performance forecast

Full-year forecast remains unchanged 4 titles already announced to be sold in Q4

(Unit: Billions of yen)

	FY3/2017			Forecast for	the FY3/2018	
	Q1-Q3	Full-year	Q1-Q3	Progress rate	Q4 forecast	Full-year forecast
Net sales	42.6	76.6	45.2	53.2-55.1%	36.8-39.8	82.0-85.0
Operating plofit (loss)	(7.3)	.3) (5.3)	(3.6)		4.6-5.6	1.0-2.0
Ordinary profit (loss)	(7.9)	(9.0)	(3.8)	_	3.8-5.8	0-2.0
Profit (loss) attributable to owners of parent	(9.0)	(12.4)	(4.1)	_	4.1-5.1	0-1.0
					(Uı	nit: Thousand machines)
Total sales	130 (9 titles)	243 (15 titles)	146 (17 titles)	54.1%	124 (7 titles)	270 and more (24 titles and more)
Pachinko	78 (3 titles)	155 (6 titles)	69 (1 title)	_		
Pachislot	52 (6 titles)	87 (9 titles)	77 (16 titles)	_		

^{*}Q4 forecast is calculated on this sheet above. The figures have been rounded down to million yen.

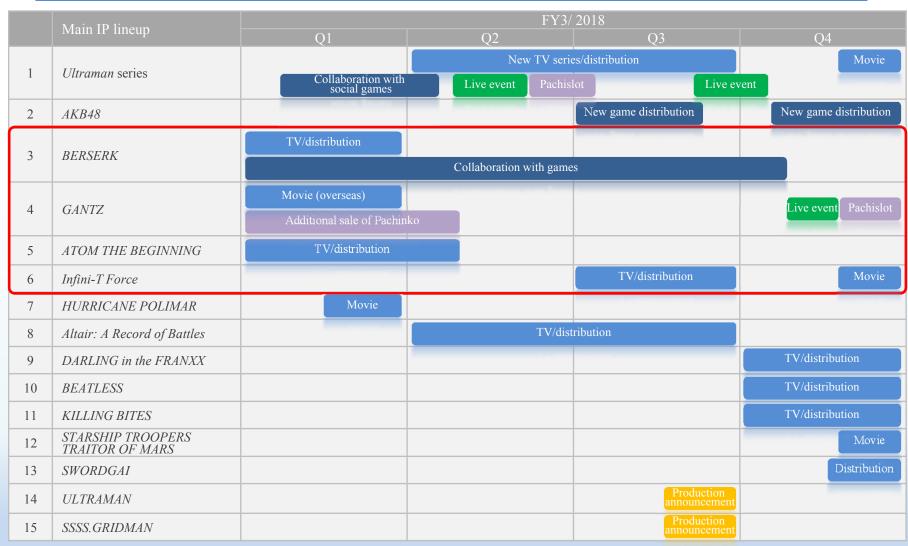
-1. Progress to date

Promoting measures aimed to achieve our medium-term performance targets

	Q1	Q2	Q3	Q4				
	Strengthening distribution base/expansion of products							
	• Sales cooperation with Sammy Corporation	 Sales cooperation with Daxel Inc. Sales cooperation with EXCITE Co Mutual sales agreement with MIZU 						
DC 1	Strengthening business stru	icture that will not be upset b	y changes in market environm	<u>ent</u>				
PS business platform		Transformed development subsidiary into a wholly-owned subsidiary	 Showroom opened in Utsunomiya Secured machines for sale from Q4 Reorganized product lineup 	• Expanding number of showroom				
	Providing PS solutions							
			 Event before grand opening Customer attraction support by digital signage Web advertisement location test 	Customer attraction support by VR				
	Strengthening IP lineup (monetizing from IP/ serializing IP)							
	 Visual work development of 3 IP 3 titles started serialization in HERO'S Monthly 	● Visual work development of 2 IP ● 1 title started serialization in HERO'S Monthly	● Visual work development of 1 IP	• Visual work development of 7 II (scheduled)				
Cross-media	Expanding earnings in digital platform such as games and e-comics etc.							
business platform	 Increased collaboration with social games in line with visual development 	 Acquired shares in No9 Inc. Existing games distributed overseas 	● 1 new game title being distributed ● 1 existing game title ended support service	 1 new game title being prepared distribution 2 existing game titles to be ender support service 				
	Expanding business domain in live entertainment field and new business platform							
		Ultra heroes official shop developed overseas	● VR development of Ultraman series	Stage play utilizing IP startedIP supply to TCG started				
	Restructuring business value chain/ developing and improving management efficiency							
		improving management efficiency/const	ructing stable financial base)					
Management	 Established IP marketing office Introduced IP-ROI Changed the term of office for directors 	 Developed and operated basic infrastructure Reconstructed internal systems 						
	Idle assets sold	<u> </u>		*TCG: Abbreviation of Trading Card				

-2. Main IP lineup in FY3/2018

Selected IP and focused on expanding profit for each IP for the FY3/2018



-3. States of IP-ROI

IP-ROI for visual works released up to Q3 *BERSERK*, investment section "IV", exceeded 200%

	IP	Investment	IP-ROI	Main development				
	Ir	section	(End of Dec. 2017)	Before FY3/2017	Q1-Q3 FY3/2018	After Q4 FY3/2018		
BE	ERSERK	IV (over 1 billion)	207%	2012- Feature-length animation film trilogy released/distributed 2013 SNG released 2013 Pachinko machine released 2015 Pachislot machine released 2016 1st TV animation series broadcasted 2016 Console game sold	2017 2nd TV anime series broadcasted/distributed 2017 Collaboration with games	Project of PS development in progress		
G A	4NTZ	IV (over 1 billion)	83%	2016 Movie released 2017 Pachinko machine released 2017 Distributed		 2018 Stage play started 2018 Pachislot machine scheduled to be released 2018 Project of pachinko development in progress 		
	TOM THE EGINNING	I (under 0.1 billion)	129%	2014 Serialization started in HERO'S Monthly 2015 Comics issued (Issued up to vol.7)	2017 TV anime broadcasting/ distribution			
	fini-T Force	II (0.1-under 0.5 billion)	(54%)	2015 Serialization started in HERO'S Monthly 2016 Comics issued (Issued up to vol.4) 2016 Animation producing started	2017 TV animation broadcasting/distribution	2018 Movie to be released Project of PS development in progress		

^{*}Total investment includes promotional expenses, total amount recovered is profit + depreciation

FIELDS related IP \times Visual business platform (1)

3 visual works started broadcasting and distribution in Q4 Promoting measures for each IP aiming to generate revenue

DARLING in the FRANXX





Promoting business operation as the game rights etc.

(Group company of FIELDS owns the game rights)

- Participated in the production/partly invested by a subsidiary of FIELDS
- Being broadcasted from Jan. 2018/ The number of followers of official Twitter account: 62,000 (as of Feb. 6, 2018)
- Aiming to generate revenue by promoting measures as distribution in Japan and overseas, game development etc.

KILLING BITES



Promoting projects as comics sales increase and game products in Japan and overseas

- Owns the copyright of original work (HERO'S Monthly Original work)
- Being broadcasted from Jan. 2018 (1 season)
- Recovering production cost by distribution in Japan and overseas
- Aiming to generate further revenue by comics sales increase and game development

BEATLESS



Projects as turning into games in global area in progress

- Owns the copyright of co-created work
- Being broadcasted from Jan. 2018 (2 seasons)
- Recovering production cost by distribution in Japan and overseas
- Aiming to generate further revenue by game development overseas

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FIELDS related IP \times Visual business platform (2)

3 new visual works to be launched from Q4 Promoting measures for generating revenue

SWORDGAI The Animation



To be distributed simultaneously worldwide on Netflix from Mar. 23, 2018

- Owns the copyright of original work (HERO'S Monthly)
- Promoting measures of comics sales increase/PS development etc.

ULTRAMAN



To be released full-3DCG animation work in 2019

- Group companies own the copyright of original work (HERO'S Monthly/ Tsuburaya Productions)
- Cross-media development in Japan and overseas in progress along with comics sales increase and visual works development

SSSS.GRIDMAN



To be released TV animation work in Autumn 2018

- Group company Owns the copyright of original work (Tsuburaya Productions)
 *Reboot work of special effects work *Gridman the Hyper Agent* broadcasted in 1993
- Co-production project by Trigger and Tsuburaya Productions
- Planning new products development in Japan and overseas

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AKB48 × Game business platform

New titles to be released, and existing 2 titles support service to be ended in AKB48 related games through selection and concentration of IP in FY3/2018

AKB48 StageFighter2



Profit increased and charging KPI raised by linked-with-real project

- FIELDS' license IP/development cooperation
- Distributed in Oct. 2017
- Distributed LINE LIVE which graduated members of AKB48 appeared/
 Profit increased and charging KPI raised by measures of wrap advertising event of Yamanote Line etc.

AKB48 DICE CARAVAN



Number of pre-registered members exceeded 38,000 by implements of promotion activities through SNS

- FIELDS' license IP/development cooperation
- Scheduled to be released in Spring 2018
 (started the pre-registration from Dec. 2017)
- Collaborate with sister groups such as SKE48 and HKT48/
 Implementing other promotion activities

Others



The existing 2 titles to be ended support service

 AKB48's Ambition and AKB48 Group Official Music Game to be ended support service at the and of Mar. 2018

Promoting measures for expanding licensee companies

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Ultraman series × Visuals and live business platform

Both new TV series and live event business progressed steadily Promoting measures for expanding *Ultraman* brand in Asia

ULTRAMAN GEED







Measures starting from visual works exceeded the last year

- TV broadcast (Jul. 2017): Average viewing rate 1.4% (+0.2 points YoY)
- Distribution (Domestic): View counts 6.89 million (+48.7% YoY)
 (China): View counts 1,813.05 million (+126.5% YoY)
 (Other areas except Asia): View counts 0.15 million (+2.2% YoY)
- Goods sales (main items): +11% YoY

ULTRAMAN GEED THE MOVIE to be premiered on Mar. 2018

- Advance tickets sales in total: +40.3% YoY

Live Entertainment





A commemorative event of Winter Olympic in Pyeongchang, South Korea>



Acquired a good reputation in ULTRA HEROES EXPO 2018

- Held Dec. 2017 Jan. 2018
- Number of visitors: 64,000 (+9.8% YoY)

Promoting measures for expanding *Ultraman* brand in Asia

- Taiwan: Appeared in the live event of a poplar band Mayday
- Hong Kong: Held an event *ULTRAMAN RUN in Hong Kong*
- Korea: Exhibited balloons at a commemorative event of Winter Olympic in Pyeongchang, South Korea

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Product lineup Q1-Q3

Sold 69,000 units for 1 title in pachinko/77,000 units for 16 titles in pachislot

	Q1	Q2	Q3	Q1-Q3
Pachinko		Deadline for installation of 5.5 new machines (end of Sep. 2017)	CR EVANGELION 2018 model	69,000 units -8,000 units YoY
	14,000 units	15,000 units	39,000 units	
Pachislot	Pachislot Osomatsu-kun Pachislo Machine Ace Attorney Pachislot SORA NO OTOSHIMONO FORTE Pachi-Slot Marvel's The Avengers	Pachislot Yuki Yuna is a Hero Sengoku Pachislot Hana no Keiji -Ten wo Ugatsu Ikusayari- Pachislot TOUKIDEN Pachislot THE AMAZING SPIDER-MAN Pachislot Ys I & II Pachislot Toukiden Fachislot Toukiden Fachislot Toukiden Pachislot Tatakae! Pachislot Viltraseven	PACHISLOT BLACK LAGOON3	77,000 units +24,000 units YoY
	12,000 units	56,000 units	8,000 units	
	27,000 units	47,000 units	146,000 units	

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Trends in PS market (PS machines sales market)

Decreased 14.8% YoY in pachinko/decreased 11.9% in pachislot from Jan. to Dec. 2017
Both pachinko and pachislot shifted below the previous year
in New Year holiday shopping season

Results of pachislot sales market (thousand machines) Jan.-Dec. 2016: 1,690,000 units Jan.-Dec. 2016: 840,000 units **Jan.-Dec. 2017: 1,440,000 thousand units** (-14.8% YoY) **Jan.-Dec. 2017: 740,000 units** (-11.9% YoY) Limit for installation of MAX machines Limit for installation of 5.5 new machines 80 120 120 **50 40**

*Source: FIELDS/ number of units are rounded down to thousand.

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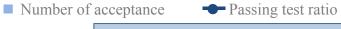
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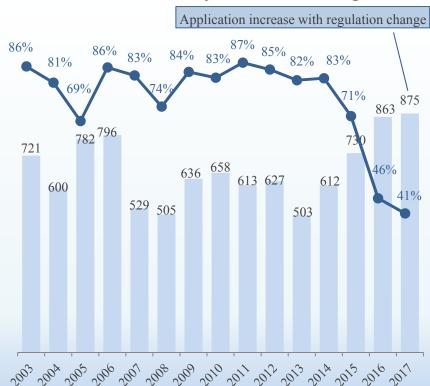
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Trends in PS market (states of model certification test)

Recorded highest number of acceptance for model certification tests in both pachinko and pachislot Passing test ratio of pachinko dropped sharply after 2016

Status of pachinko machine model certification test





Status of pachislot machine model certification test





*Source: FIELDS/ Passing test ratio is rounded down to thousand.

Reference) States of pachislot 5.9 machines market

3 titles of pachislot 5.9 machines installed in Q3

Operation states of *PACHISLOT BLACK LAGOON3*



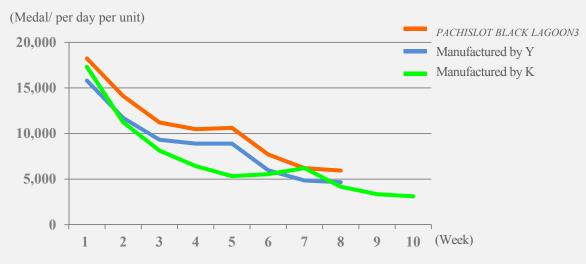
Installation date: Dec. 3, 2017

Type: 5.9 machine

Machine sale: 7,000 units sold

Operation states: progressed steadily compared with other 5.9

machines installed in the same term



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Recent trend of regulations

Further regulation change for PS has been issued Revision of Ordinance for Enforcement of the Amusement Businesses Law being enforced from Feb. 2018

			2015	2016	2017	2018
	Upper limit of ball output	2,400 balls	2,400 balls	2,400 balls	2,400 balls	1,500 balls
Pachinko	Ball output test					Decrease upper limit/ Setting the lower limit
Pach	Lower limit of big jackpot probability rate	1/400	1/320	1/320	1/320	1/320
	Probability change continuance rate			Untill 65%	Untill 65%	Untill 65%
	11 1: ', C					
	Upper limit of medal payout	480 medals	480 medals	480 medals	480 medals	300 medals
	Medal payout test	Strict assessment of test				Decrease upper limit/ Setting the lower limit Introduce 1,600G test
Pachislot		Sub-board control	Main-board control	Main-board control	Main-board control	Main-board control
Pach	Other		Net increase limited less than 3.0	Net increase limited less than 2.0	Net increase limited less than 2.0	
	Internal regulations of AT/ART type machines etc.				AT-type machine regulation	Largely relaxed
					Classify into normal/advantage ous intervals	

Future objectives

Focusing on further expansion of business fields along with quick correspondance to changing market environment

Future objectives

- **■** PS machines sale
 - 4 titles in pachinko/ 3 titles in pachislot to be sold in Q4 (some titles under application)
 - Focusing on sale of former standard pachinko machines and pachislot 5.9 machines Focus on early-term installation of 6.0 machines in pachislot in FY3/2019

<Announced titles to be installed in Q4>



CR Yu-Gi-Sei Million Arthur



CR CODE GEASS Lelouch of the Rebellion
-Emperor Road-



Neon Genesis Evangelion - to You the Sincerity 2



PACHISLOT Super GANTZ

- PS solutions: Promoting service business around PS machines aiming at expanding business fields
- Implemented measures such as event before grand opening, customer attraction support by digital signage system and web advertisement location test etc. in Q3
- Promoting measures of customer attraction support by VR from Q4
- \Rightarrow Reporting the specific initiatives in May 2018

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