

**Q1** (April to June 2018)

Q1 FY3/2019

# Fact Book 1

**Financial, Corporate-related Data etc.**

Supplementary Financial Document for the First Quarter of the Year Ending March 31, 2019



The Greatest Leisure for All People

**FIELDS CORPORATION**

TSE 1st: 2767  
August 10, 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 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	3/2018	Q1 3/2019
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	(79.6) 61,055	(71.8) 8,930
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	(76.0) 13,400	(72.5) 1,421
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	(83.2) 19,138	(85.4) 4,155
Operating profit	(64.9) 8,527	(121.0) 10,314	(94.9) 9,791	(48.4) 4,743	(29.6) 1,411	(-) (5,374)	(-) (5,738)	(-) (2,733)
Ordinary profit	(63.3) 8,661	(118.6) 10,268	(95.1) 9,765	(56.2) 5,491	(25.1) 1,380	(-) (9,068)	(-) (5,204)	(-) (2,755)
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)	(-) (7,691)	(-) (2,957)
Capital stock	7,948	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	35,509	32,679
Total assets	93,601	106,628	104,869	110,316	92,478	80,397	72,336	67,102
Cash flows from operating activities	10,015	13,570	16,322	(9,086)	13,353	(7,319)	(1,094)	(2,742)
Cash flows from investing activities	(4,798)	(6,263)	(8,018)	(6,297)	(2,191)	(3,927)	4,399	124
Cash flows from financing activities	(2,565)	(2,277)	(2,018)	1,624	5,214	2,136	(2,021)	(721)
Cash and cash equivalents at end of period	18,284	23,309	29,583	15,823	32,200	23,090	24,373	21,034

(Unit: Yen)

Indicators per share	3/2012	3/2013	3/2014	3/2015	3/2016	3/2017	3/2018	Q1 3/2019
Net assets per share	153,904	1,644.15	1,756.27	1,792.83	1,726.88	1,272.48	1,054.99	970.15
Annual dividend per share	5,000	50	50	60	50	50	30	10
Commemorative	-	-	-	10	-	-	-	-
Interim	2,500	25	25	25	25	25	25	-
Year-end	2,500	25	25	25	25	25	5	10
Profit per share	18,044	142.27	161.83	90.97	3.58	(376.19)	(231.77)	(89.11)

(Unit: %)

Management indicators	3/2012	3/2013	3/2014	3/2015	3/2016	3/2017	3/2018	Q1 3/2019
Shareholders' equity ratio	54.6	51.2	55.6	53.9	62.0	52.5	48.4	48.0
Return on equity (ROE)	12.2	8.9	9.5	5.1	0.2	(25.1)	(19.9)	(8.8)
Return on assets (ROA)	10.0	10.3	9.2	5.1	1.4	(10.5)	(6.8)	(4.0)
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	3/2018	Q1 3/2019
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	34,700,000
Treasury shares	15,162	1,516,200	1,516,200	1,516,200	1,516,200	1,516,300	1,516,300	1,516,300
Number of employees (people)	1,324	1,416	1,588	1,716	1,845	1,713	1,514	1,507

\*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 and pachislot

# 1. Highlights for the Q1 of FY3/2019

P.6 Consolidated P/L statement

P.7 Consolidated B/S

P.8 Consolidated cash flow

# Consolidated P/L statement

(Unit: Millions of yen)

FY	3/2017		3/2018		3/2019	
	Q1	Full-year	Q1	Full-year	Q1	Full-year
Net sales	(89.2) <b>15,295</b> [100.0]	(81.2) <b>76,668</b> [100.0]	(81.4) <b>12,446</b> [100.0]	(79.6) <b>61,055</b> [100.0]	(71.8) <b>8,930</b> [100.0]	(155.6) <b>95,000</b> [100.0]
Gross profit	(50.3) <b>2,487</b> [16.3]	(69.2) <b>17,641</b> [23.0]	(78.9) <b>1,961</b> [15.8]	(76.0) <b>13,400</b> [21.9]	(72.5) <b>1,421</b> [15.9]	(126.9) <b>17,000</b> [17.9]
SG&A expenses	(92.1) <b>5,485</b> [35.9]	(95.6) <b>23,015</b> [30.0]	(88.7) <b>4,864</b> [39.1]	(83.2) <b>19,138</b> [31.3]	(85.4) <b>4,155</b> [46.5]	(78.4) <b>15,000</b> [15.8]
Advertising expenses	562	3,904	426	2,059	238	-
Salaries	1,564	6,033	1,468	5,639	1,392	-
Business consignment expenses	560	2,232	520	1,851	343	-
Depreciation	303	1,221	255	1,060	221	-
Rents	522	1,981	462	1,793	413	-
Amortization of goodwill	80	322	81	322	77	-
Other	1,894	7,322	1,652	6,414	1,471	-
Operating profit (loss)	(-) <b>(2,997)</b> [-]	(-) <b>(5,374)</b> [-]	(-) <b>(2,902)</b> [-]	(-) <b>(5,738)</b> [-]	(-) <b>(2,733)</b> [-]	(-) <b>2,000</b> [2.1]
Ordinary profit (loss)	(-) <b>(3,241)</b> [-]	(-) <b>(9,068)</b> [-]	(-) <b>(3,055)</b> [-]	(-) <b>(5,204)</b> [-]	(-) <b>(2,755)</b> [-]	(-) <b>2,500</b> [2.6]
Profit (loss) attributable to owners of parent	(-) <b>(2,340)</b> [-]	(-) <b>(12,483)</b> [-]	(-) <b>(2,752)</b> [-]	(-) <b>(7,691)</b> [-]	(-) <b>(2,957)</b> [-]	(-) <b>1,500</b> [1.6]

\*The figures in upper parentheses are *YoY change (%)*, 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

# Consolidated B/S

(Unit: Millions of yen)

	End of Mar. 2017	End of Mar. 2018	End of Jun. 2018	Increase/ decrease	Factors
Cash and deposits	23,190	24,473	21,134	(3,339)	
Notes and accounts receivable - trade	12,727	7,019	6,197	(822)	
Electronically recorded monetary claims - operating	2,108	1,097	856	(241)	
Inventories	1,425	4,093	4,254	161	
Other	6,479	6,030	5,216	(814)	
Allowance for doubtful accounts	(73)	(61)	(51)	10	
<b>Total current assets</b>	<b>45,856</b>	<b>42,175</b>	<b>37,606</b>	<b>(4,569)</b>	<b>Decrease in cash and deposits</b>
Land	7,206	1,873	1,773	(100)	
Other	3,160	3,406	3,239	(167)	
<b>Total property, plant and equipment</b>	<b>10,366</b>	<b>5,279</b>	<b>5,012</b>	<b>(267)</b>	<b>Decrease in sales of land</b>
Goodwill	1,007	662	584	(78)	
Other	1,462	723	499	(224)	
<b>Total intangible assets</b>	<b>2,469</b>	<b>1,385</b>	<b>1,083</b>	<b>(302)</b>	
Investment securities	8,223	6,773	6,573	(200)	
Long-term loans receivable	8,156	11,781	11,819	38	
Other	5,470	5,043	5,564	521	
Allowance for doubtful accounts	(144)	(556)	(557)	(1)	
<b>Total investments and other assets</b>	<b>21,705</b>	<b>23,495</b>	<b>23,399</b>	<b>(96)</b>	<b>Decrease in sales of investment securities</b>
<b>Total non-current assets</b>	<b>34,540</b>	<b>30,160</b>	<b>29,495</b>	<b>(665)</b>	
<b>Total assets</b>	<b>80,397</b>	<b>72,336</b>	<b>67,102</b>	<b>(5,234)</b>	
Notes and accounts payable - trade	12,792	11,358	8,983	(2,375)	
Short-term loans payable	281	4,151	4,241	90	
Income taxes payable	126	171	74	(97)	
Current portion of long-term loans payable	2,600	2,580	2,560	(20)	
Other	4,676	4,220	5,003	783	
<b>Total current liabilities</b>	<b>20,475</b>	<b>22,480</b>	<b>20,861</b>	<b>(1,619)</b>	<b>Decrease in notes and accounts payable-trade</b>
Long-term loans payable	12,607	9,427	8,802	(625)	
Other	4,087	4,940	4,758	(182)	
<b>Total non-current liabilities</b>	<b>16,694</b>	<b>14,346</b>	<b>13,560</b>	<b>(786)</b>	<b>Decrease in long-term loans payable</b>
<b>Total liabilities</b>	<b>37,170</b>	<b>36,827</b>	<b>34,422</b>	<b>(2,405)</b>	
Capital stock	7,948	7,948	7,948	-	
Capital surplus	7,994	7,579	7,579	-	
Retained earnings	30,035	20,684	17,561	(3,123)	
Treasury shares	(1,821)	(1,821)	(1,821)	-	
<b>Total shareholders' equity</b>	<b>44,156</b>	<b>34,391</b>	<b>31,268</b>	<b>(3,123)</b>	
Valuation difference on available-for-sale securities	(1,836)	669	966	297	
<b>Accumulated other comprehensive income</b>	<b>(1,930)</b>	<b>617</b>	<b>924</b>	<b>307</b>	
<b>Non-controlling interests</b>	<b>1,002</b>	<b>500</b>	<b>486</b>	<b>(14)</b>	
<b>Total net assets</b>	<b>43,227</b>	<b>35,509</b>	<b>32,679</b>	<b>(2,830)</b>	<b>Decrease in retained earnings</b>
<b>Total liabilities and net assets</b>	<b>80,397</b>	<b>72,336</b>	<b>67,102</b>	<b>(5,234)</b>	

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

Source: FIELDS

## Consolidated cash flow

(Unit: Millions of yen)

FY	3/2018		3/2019	
	Q1	Full-Year	Q1	Factors
Cash flows from operating activities	(915)	(1,094)	(2,742)	<ul style="list-style-type: none"> <li>• Loss before income taxes (2,936)</li> <li>• Decrease in notes and accounts payable-trade (2,352)</li> <li>• Decrease in notes and accounts receivable-trade 1,818</li> </ul>
Cash flows from investing activities	4,995	4,399	124	<ul style="list-style-type: none"> <li>• Purchase of non-current assets (124)</li> <li>• Proceeds from sales of investment securities 528</li> </ul>
Cash flows from financing activities	397	(2,021)	(721)	<ul style="list-style-type: none"> <li>• Repayments of long-term loans payable (645)</li> <li>• Cash dividends paid (161)</li> </ul>
Effect of exchange rate change on cash and cash equivalents	1	(0)	0	
Net increase (decrease) in cash and cash equivalents	4,479	1,282	(3,339)	
Cash and cash equivalents at beginning of period	23,090	23,090	24,373	
Cash and cash equivalents at end of period	27,570	24,373	21,034	

Source: FIELDS

## 2. Changes in Business Results

- 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	3/2017					3/2018					3/2019					
	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	Q3	Q4	Full-Year	
Net sales	15,295	11,364	15,967	34,042	76,668	12,446	22,767	10,053	15,789	61,055	8,930					
Gross profit	2,487	2,699	4,852	7,603	17,641	1,961	4,983	3,775	2,681	13,400	1,421					
SG & A expenses	5,485	5,976	5,972	5,582	23,015	4,864	4,860	4,608	4,806	19,138	4,155					
Operating profit (loss)	(2,997)	(3,278)	(1,119)	2,020	(5,374)	(2,902)	122	(832)	(2,126)	(5,738)	(2,733)					
Ordinary profit (loss)	(3,241)	(3,587)	(1,117)	(1,123)	(9,068)	(3,055)	(233)	(570)	(1,346)	(5,204)	(2,755)					
Profit (loss) attributable to owners of parent	(2,340)	(2,516)	(4,216)	(3,411)	(12,483)	(2,752)	(537)	(844)	(3,558)	(7,691)	(2,957)					

(Unit: Machines)

Pachinko machines	24,677	20,035	33,292	77,610	155,614	14,531	15,723	39,171	26,353	95,778	19,895					
Pachislot machines	12,105	16,236	24,346	35,283	87,970	12,571	56,668	8,053	18,387	95,679	3,341					
Total (machines)	36,782	36,271	57,638	112,893	243,584	27,102	72,391	47,224	44,740	191,457	23,236					

FY	3/2014					3/2015					3/2016				
	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	Q3	Q4	Full-Year
Net sales	5,748	30,637	17,819	60,700	114,904	7,459	12,882	8,976	70,237	99,554	17,140	33,115	21,373	22,848	94,476
Gross profit	2,027	11,621	5,709	14,455	33,812	2,790	4,130	3,593	17,955	28,468	4,950	8,898	6,410	5,222	25,480
SG & A expenses	5,856	5,615	5,849	6,700	24,020	5,300	5,698	6,115	6,611	23,724	5,956	6,008	6,126	5,979	24,069
Operating profit (loss)	(3,829)	6,005	(140)	7,755	9,791	(2,509)	(1,568)	(2,522)	11,342	4,743	(1,005)	2,889	284	(757)	1,411
Ordinary profit (loss)	(3,759)	5,903	(78)	7,699	9,765	(2,254)	(1,818)	(1,561)	11,124	5,491	(864)	2,794	265	(815)	1,380
Profit (loss) attributable to owners of parent	(2,290)	3,724	(207)	4,143	5,370	(1,502)	(1,007)	(706)	6,233	3,018	(867)	1,573	73	(661)	118
Pachinko machines	12,842	97,434	28,728	23,875	162,879	38,540	35,370	44,224	184,272	302,406	15,684	49,270	61,959	35,620	162,533
Pachislot machines	5,660	55,969	31,003	137,471	230,103	5,657	22,552	7,172	61,904	97,285	28,725	40,852	24,037	33,268	126,882
Total (machines)	18,502	153,403	59,731	161,346	392,982	44,197	57,922	51,396	246,176	399,691	44,409	90,122	85,996	68,888	289,415

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

[ Non-Consolidated ]

(Unit: Millions of yen)

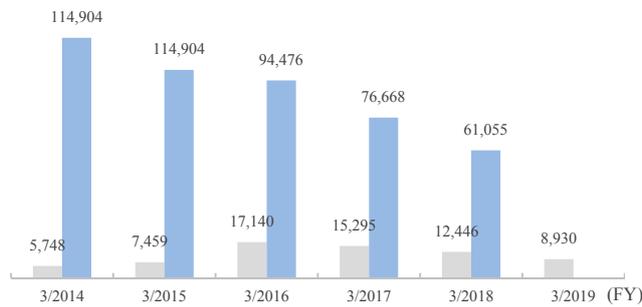
FY	3/2013	3/2014	3/2015	3/2016	3/2017	3/2018
Net sales	97,301	103,572	87,221	83,829	64,155	50,570
Gross profit	29,341	30,592	24,976	21,311	14,075	8,888
SG & A expenses	19,317	21,065	21,146	20,958	19,761	15,934
Operating profit (loss)	10,023	9,527	3,829	353	(5,685)	(7,045)
Ordinary profit (loss)	10,219	9,246	4,431	1,401	(5,213)	(6,430)
Profit (loss)	6,083	4,582	1,855	(137)	(13,559)	(6,239)

Source: FIELDS

## Change in financial results (graph)

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

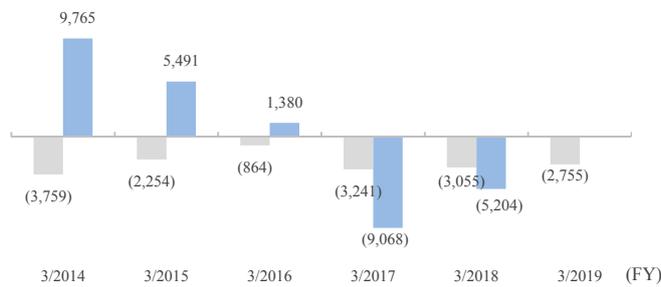
### Net sales



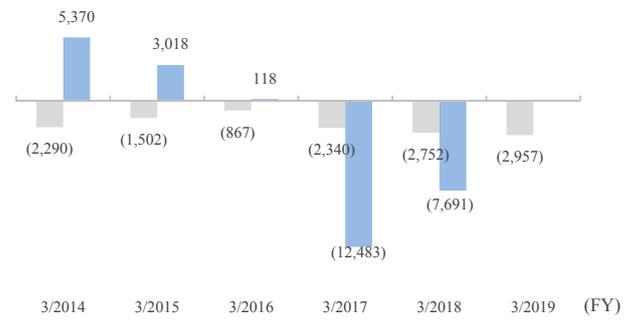
### Operating profit (loss)



### Ordinary profit (loss)



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

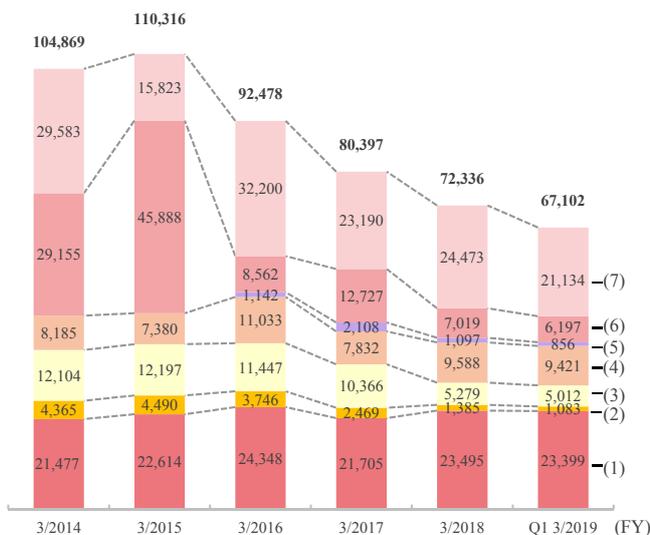


## Change in assets/liabilities, net assets (graph)

Source: FIELDS

### Change in assets

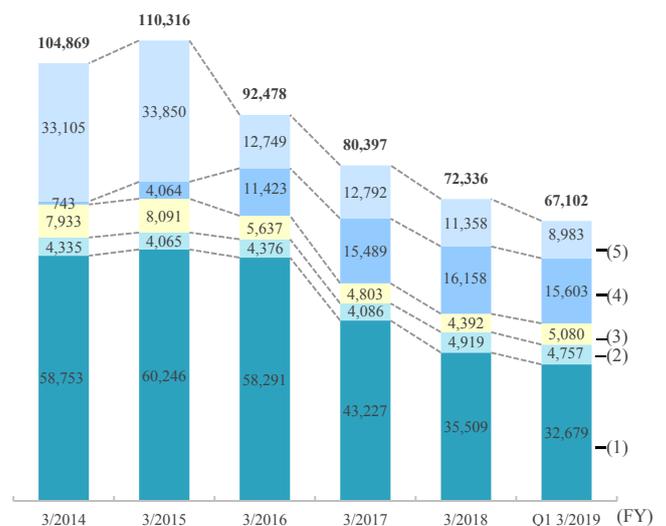
- (1) Investments and other assets
- (2) Intangible assets
- (3) Property, plant and equipment
- (4) Other current assets
- (5) Electronically recorded monetary claims - operating
- (6) Notes and accounts receivable - trade
- (7) Cash and deposits



### Change in liabilities/net assets

(Unit: Millions of yen)

- (1) Net assets
- (2) Other 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.

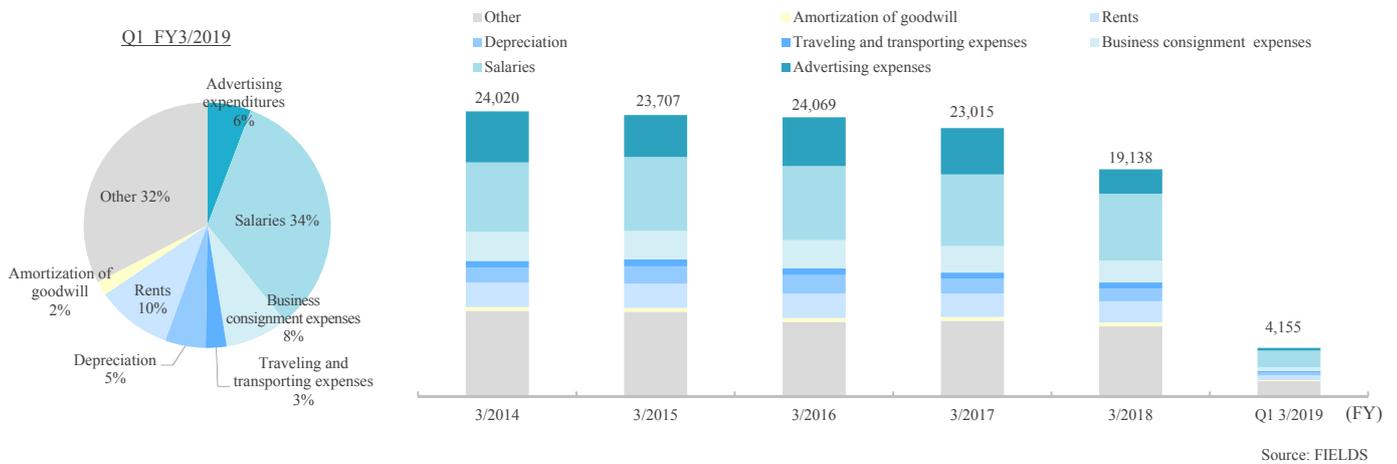
Source: FIELDS

## Change in SG&A expenses (graph)

(Unit: Millions of yen)

FY	3/2014	3/2015	3/2016	3/2017	3/2018	Q1 3/2019
Advertising expenses	4,305	3,541	4,118	3,904	2,059	238
Salaries	5,859	6,222	6,248	6,033	5,639	1,392
Provision for bonuses	285	306	231	222	137	47
Provision for directors' bonuses	230	282	191	-	9	-
Business consignment expenses	2,451	2,394	2,370	2,232	1,851	343
Traveling and transportation expenses	551	598	573	542	520	113
Depreciation	1,268	1,474	1,547	1,221	1,060	221
Rents	2,062	2,022	2,072	1,981	1,793	413
Provision of allowance for doubtful accounts	(3)	3	1	42	236	(9)
Retirement benefit expenses	6	118	125	149	132	34
Amortization of goodwill	323	325	326	322	322	77
Other	6,683	6,439	6,267	6,367	5,380	1,286
Total SG&A expenses	24,020	23,724	24,069	23,015	19,138	4,155

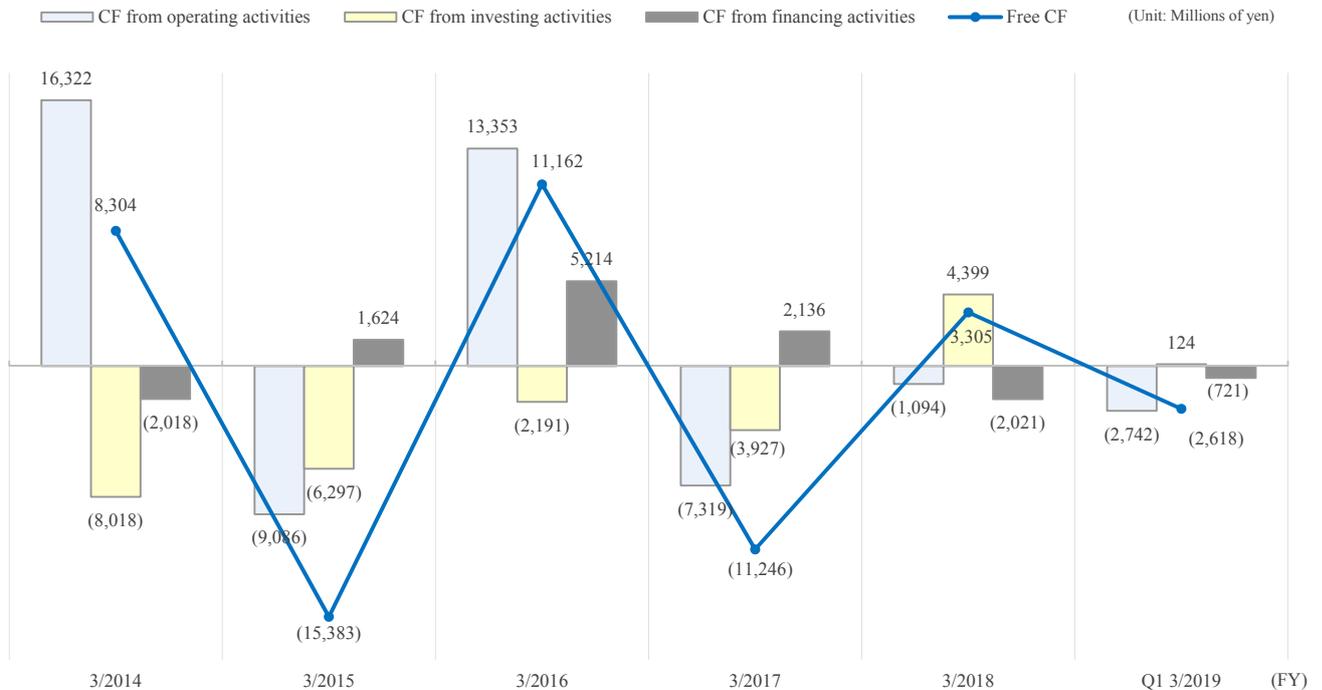
\* Other is calculated on this sheet above.



Source: FIELDS

## Change in free cash flow (graph)

(Unit: Millions of yen)



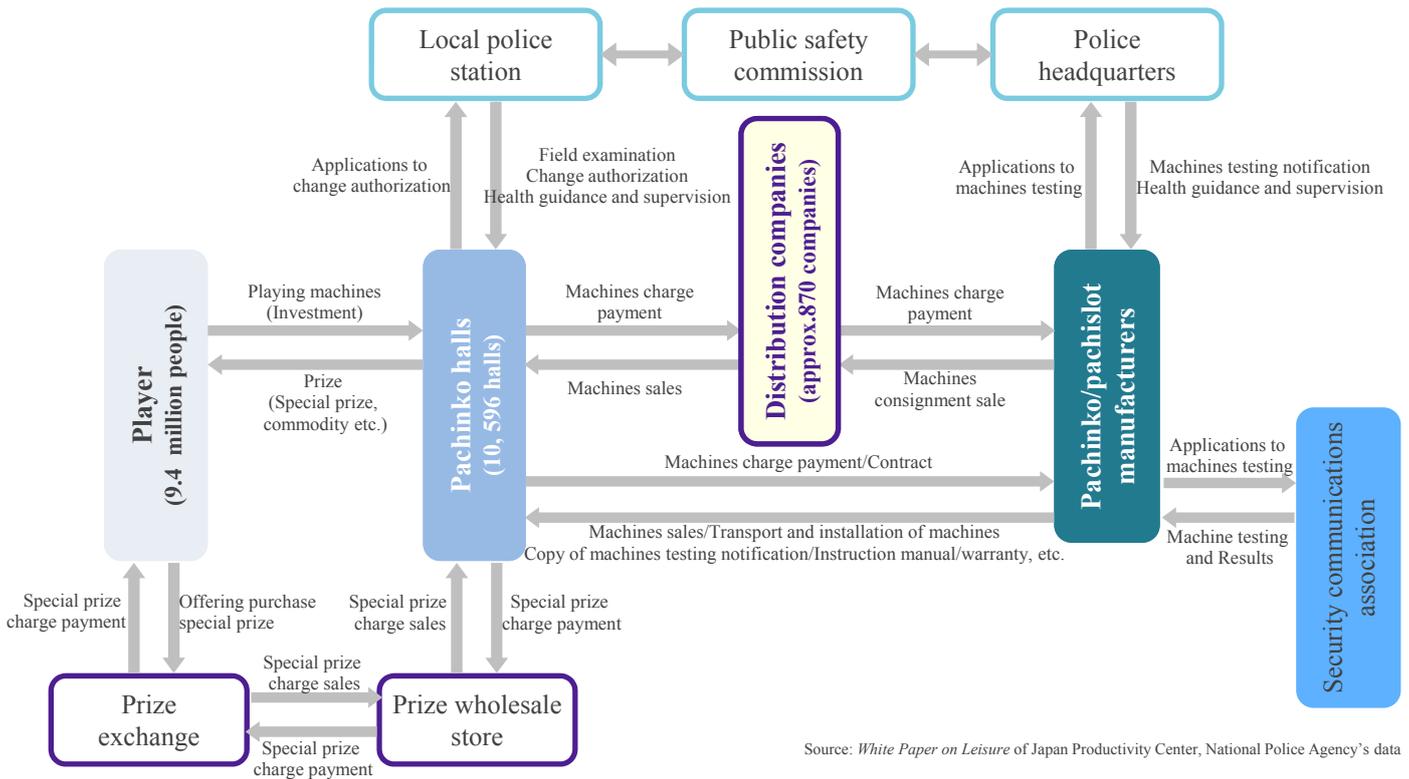
\* Free CF: Cash flow from operating activities and investing activities

Source: FIELDS

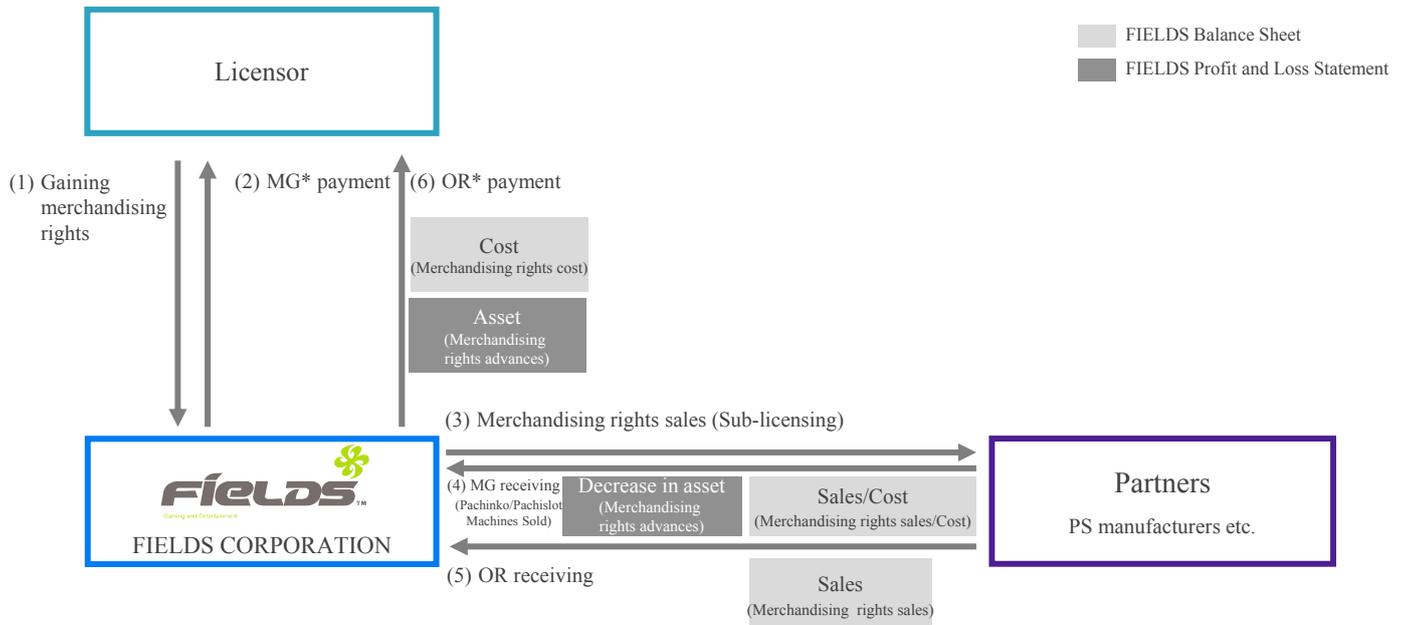
# 3. PS machines sales related data

- P.14 Players in PS industry  
Business flow and accounting method of merchandising rights in general products planning and development
- P.15 Accounting method of PS machines sales
- P.16 Main affiliated manufactures and group companies
- P.17 Main PS machines titles from FY3/2018 to FY3/2019
- P.18 History of PS general sales: unit sales by affiliated manufacturer (FY3/2001 to Q1 FY3/2019)
- P.20 History of PS general sales: unit sales by title (FY3/2001 to Q1 FY3/2019)
- P.22 Change of *Evangelion* Series

# Players in PS industry



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



\*MG (Minimum Guarantee) Minimum guarantee fee paid by the licensee to the licensor when concluding a license business contract.  
 \*OR (Over Royalty) Type of royalty paid as reward when the usage of rights authorized for use, such as copyrights and industrial property rights, exceeds a certain level, and whose amount fluctuates according to the usage of such rights.

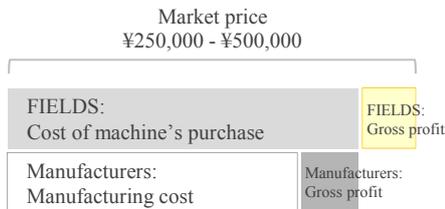
Source: FIELDS

# Accounting method of PS machines sales

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

### Pachinko and Pachislot Machines

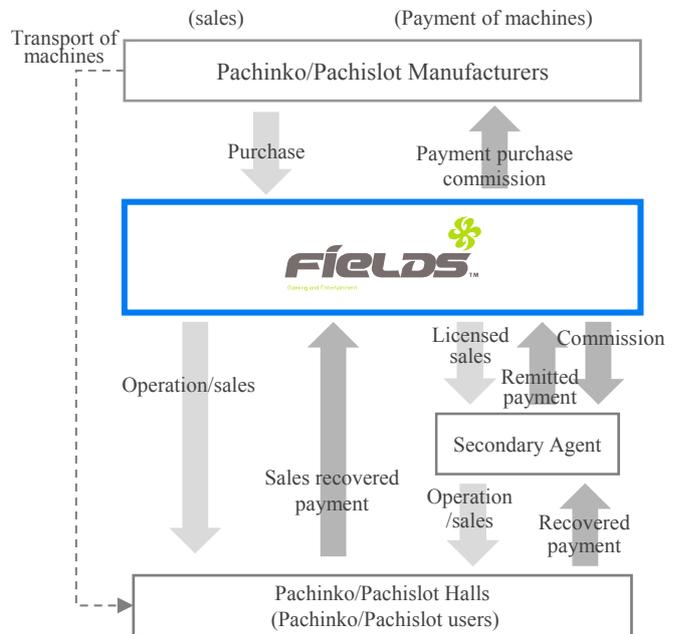
#### Pachinko machine sales: Cost, gainsharing (per machine)



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



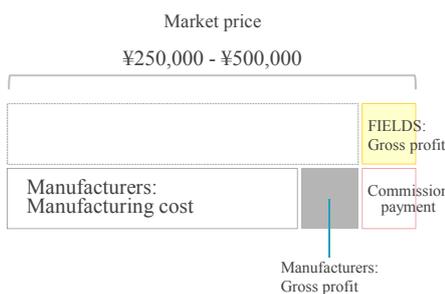
### Method of machine's recovered payment



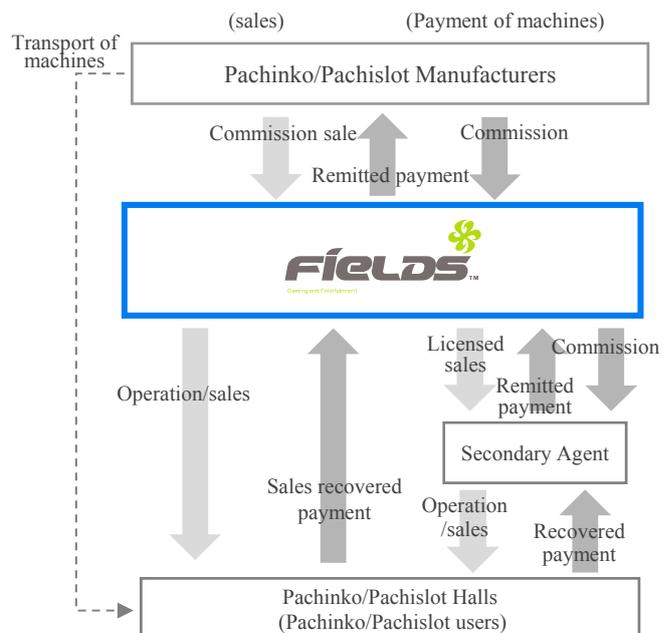
## Agency sales (Sales and profit by commission)

### Pachinko Machine

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



### Method of machine's recovered payment



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Source: FIELDS

# Main affiliated manufactures and group companies

	Manufacture	History of alliance	Machines	
			Pachinko	Pachislot
Alliance Manufacturer	<p>SANKYO Group <b>Bisty</b></p>  <p>Cumulative unit sales of manufacturer P: 2,396,000 machines S: 759,000 machines</p>	<ul style="list-style-type: none"> <li>2003 Signed a Basic Sales and Purchase Agreement with Bisty Co., Ltd.</li> </ul>	<p>CR Drum ☆ EVANGELION PINK</p> 	<p>Neon Genesis Evangelion - to You the Sincerity 2</p> 
	<p>KYORAKU SANGYO Group <b>OK!!</b></p>  <p>Cumulative unit sales of manufacturer P: 223,000 machines S: 7,000 machines</p>	<ul style="list-style-type: none"> <li>2008 Alliance with KYORAKU SANGYO formed</li> <li>2012 Exclusive sales of OK!! brand machines began</li> <li>2015 Signed a Basic Sales and Purchase Agreement with OK Co., Ltd.</li> </ul>	<p>Pachinko GANTZ</p> 	<p>PACHI-SLOT ULTRASEVEN</p> 
	<p>Daiichi Group <b>D-light</b></p>  <p>Cumulative unit sales of manufacturer P: 31,000 machines S: 15,000 machines</p>	<ul style="list-style-type: none"> <li>2013 Formed alliance with D-light Co., Ltd.</li> <li>2015 Formed alliance with Daiichi Shokai Co., Ltd</li> </ul>	<p>CR INUYASHA JUDGEMENT∞(infinity)</p> 	<p>Pachislot The Ambition of Oda Nobuna</p> 
	<p>CAPCOM Group <b>Enterrise</b></p>  <p>Cumulative unit sales of manufacturer S: 294,000 machines</p>	<ul style="list-style-type: none"> <li>2009 Alliance with Enterrise Co., Ltd. formed</li> <li>Exclusive sales of its brand machines began</li> </ul>	<p>-</p>	<p>STREET FIGHTER V PACHISLOT EDITION</p> 
Affiliate	<p>NANASHOW <b>NANASHOW</b></p> <p>38.9% *2</p> <p>Cumulative unit sales of manufacturer P: 4,000 machines S: 61,000 machines</p>	<ul style="list-style-type: none"> <li>2014 Formed alliance with NANASHOW Corporation</li> </ul>	<p>CR ULTIMATE JUDGEMENT</p> 	<p>PACHISLOT BLACK LAGOON3</p> 
	<p>Universal Entertainment Group <b>MIZUHO</b></p>  <p>49.7% *2</p> <p>Cumulative unit sales of manufacturer P: 50,000 machines S: 58,000 machines</p>	<ul style="list-style-type: none"> <li>2012 Formed alliance with Universal Entertainment Corporation</li> <li>MIZUHO CORP. became the affiliate</li> </ul>	<p>CR Yu-Gi-Sei Million Arthur</p> 	<p>Kai-Dou-Sei Million Arthur</p> 
Cooperative Manufacturer	<p>Sammy Group <b>Sammy/RODEO</b></p>  <p>Cumulative unit sales of manufacturer S: 1,386,000 machines</p>	<ul style="list-style-type: none"> <li>2000 Alliance with RODEO Co., Ltd. formed</li> <li>2001 Exclusive sales of RODEO brand machines began</li> <li>2002 RODEO Co., Ltd. became the affiliate</li> <li>2017 Signed a Basic Sales and Purchase Agreement with Sammy Corporation</li> <li>Closed relationship of Other Related Company of FIELDS Corp. with RODEO Co., Ltd.</li> </ul>	<p>-</p>	<p>Pachislot Ys I &amp; II</p> 
Consolidated Subsidiary	<p><b>Spiky *1</b></p>  <p>100.0%*2</p>	<ul style="list-style-type: none"> <li>2015 Spiky Corporation became the subsidiary</li> </ul>	<p>-</p>	<p>Pachislot Hananchu</p> 
	<p><b>CROSSALPHA</b></p>  <p>100.0%*2</p>	<ul style="list-style-type: none"> <li>2015 K.K. Aristocrat Technologies (now K.K. CROSSALPHA ) became the subsidiary</li> </ul>	<p>-</p>	<p>-</p>

\*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.

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

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

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©Nihon Falcom Corporation ©Sammy ©Spiky ©NANASHOW

Source: FIELDS

# Main PS machines from FY3/2018 to FY3/2019

(As of July 31, 2018)

Pachinko machines	FY	Pachislot machines															
<Q1>	3/2018	<p>&lt;Q1&gt;</p> <p>Launch of 5 pachislot titles</p>  <table border="1" data-bbox="1181 358 1476 481"> <tr><td>D-light</td><td>1 title</td></tr> <tr><td>NANASHOW</td><td>1 title</td></tr> <tr><td>Enterrise</td><td>1 title</td></tr> <tr><td>OK!!</td><td>1 title</td></tr> <tr><td>DAXEL</td><td>1 title</td></tr> </table> <p><small>© 赤塚不二夫/ひなる © 龍崎洋行 FWD © NANASHOW © CAPCOM CO., LTD. ALL RIGHTS RESERVED © 2017 MARVEL © SKI © 2010 水戸黄伝/丸川直虎/新大塚製菓/アムダグ © DAXEL ぬふろひなろ/GOOD SMILE COMPANY</small></p>	D-light	1 title	NANASHOW	1 title	Enterrise	1 title	OK!!	1 title	DAXEL	1 title					
D-light		1 title															
NANASHOW	1 title																
Enterrise	1 title																
OK!!	1 title																
DAXEL	1 title																
<Q2>	<p>&lt;Q2&gt;</p> <p>Launch of 10 pachislot titles</p>  <table border="1" data-bbox="1181 582 1476 694"> <tr><td>DAXEL</td><td>1 title</td><td>D-light</td><td>1 title</td></tr> <tr><td>Enterrise</td><td>1 title</td><td>MIZUHO</td><td>2 titles</td></tr> <tr><td>EXCITE</td><td>1 title</td><td>RODEO</td><td>2 titles</td></tr> <tr><td>NANASHOW</td><td>1 title</td><td>OK!!</td><td>1 title</td></tr> </table> <p><small>&lt;Sales cooperation&gt; ©2014 Project 2H © DAXEL ぬふろひなろ/GOOD SMILE COMPANY © CAPCOM CO., LTD. ALL RIGHTS RESERVED © 龍崎洋行 FWD © NANASHOW © 2017 MARVEL © SKI © 2010 水戸黄伝/丸川直虎/新大塚製菓/アムダグ © DAXEL ぬふろひなろ/GOOD SMILE COMPANY</small></p>	DAXEL	1 title	D-light	1 title	Enterrise	1 title	MIZUHO	2 titles	EXCITE	1 title	RODEO	2 titles	NANASHOW	1 title	OK!!	1 title
DAXEL	1 title	D-light	1 title														
Enterrise	1 title	MIZUHO	2 titles														
EXCITE	1 title	RODEO	2 titles														
NANASHOW	1 title	OK!!	1 title														
<p>&lt;Q3&gt;</p>  <p>October Bisty <b>CR EVANGELION 2018 model</b> 36,000 machines</p> <p><small>©khara ©Bisty</small></p>		<p>&lt;Q3&gt;</p>  <p>December NANASHOW <b>PACHISLOT BLACK LAGOON3</b></p> <p><small>©2006, 2010 広江礼威/小学館/ BLACK LAGOON 製作委員会 © NANASHOW</small></p>															
<p>&lt;Q4&gt;</p>  <p>January MIZUHO <b>CR Yu-Gi-Sei Million Arthur</b></p> <p><small>©2012-2017 SQUARE ENIX CO., LTD. All Rights Reserved © UNIVERSAL ENTERTAINMENT © MIZUHO</small></p>  <p>February Bisty <b>CR CODE GEASS Lelouch of the Rebellion -Emperor Road-</b> 10,000 machines</p> <p><small>© SUNRISE / PROJECT GEASS Character Design ©2006 CLAMP-ST © SUNRISE / PROJECT GEASS Character Design ©2006-2008 CLAMP-ST © BANDAI NAMCO Entertainment Inc.</small></p>		<p>&lt;Q4&gt;</p>  <p>January Bisty <b>EVANGELION 30th MODEL</b></p> <p><small>©khara</small></p>  <p>February Developed by Bisty <b>Neon Genesis Evangelion -to You the Sincerity 2</b></p> <p><small>©khara/Project Eva</small></p>  <p>March Developed by NANASHOW <b>PACHISLOT Super GANTZ</b></p> <p><small>© HIRUYAKU SHI ESHA GIBROVAOKUSU ESHA GANTZ Project © Spiky © NANASHOW Manufactured by Spiky Corporation. Developed by NANASHOW Corporation</small></p>															
<p>&lt;Q1&gt;</p>  <p>June D-light <b>CR INUYASHA JUDGEMENT∞(infinity)</b></p> <p><small>© 高橋留美子/小学館・読売テレビ・サンライズ 2000&amp;2009</small></p>		<p>&lt;Q1&gt;</p>  <p>June Developed by NANASHOW <b>PACHISLOT Tengen Toppa Gurren Lagann -KIWAME-</b></p> <p><small>© GAINAX・中島かず希/アフレックス・KONAMI・テレビ東京・電通 © GAINAX・中島かず希/劇場版ガンガン製作委員会 © Spiky © NANASHOW Manufactured by Spiky Corporation. Developed by NANASHOW Corporation</small></p>  <p>June Enterrise <b>Pachislot Okami</b></p> <p><small>© CAPCOM CO., LTD. ALL RIGHTS RESERVED</small></p>															
<p>&lt;Q2&gt;</p>  <p>August Bisty <b>CR DRUM ☆ EVANGELION PINK</b> On sale</p> <p><small>©khara</small></p>		<p>&lt;Q2&gt;</p>  <p>July Enterrise <b>STREET FIGHTER V PACHISLOT EDITION</b></p> <p><small>© CAPCOM CO., LTD. © CAPCOM U.S.A., INC. ALL RIGHTS RESERVED</small></p>  <p>August Developed by NANASHOW <b>Pachislot Hananachu</b> On sale</p> <p><small>© Spiky © NANASHOW. Manufactured by Spiky Corporation Developed by NANASHOW Corporation</small></p>															
<p>&lt;Q3&gt;</p>  <p>Autumn NANASHOW <b>CR ULTIMATE JUDGEMENT</b> On sale</p>	3/2019	<p>September Developed by Enterrise <b>PACHISLOT ROCKMAN Ability</b> On sale</p> <p><small>© CAPCOM CO., LTD. ALL RIGHTS RESERVED. © Spiky Manufactured by Spiky Corporation. Developed by Enterrise Co., Ltd.</small></p>															

\*The table shows the unit sales which the number of machines sold is calculated by Q1 3/2019.

\*Regarding the machines which unit sales were less than 10,000, the unit sales are not disclosed. The information of the Amadigi-type and reuse-type machines are omitted.

\*Please refer to the page through 18-21 for details on titles launched from FY 3/2001.

Source: FIELDS

## History of pachinko general sales: unit sales by affiliated manufacturer (FY3/2001 to FY3/2010)

(As of June 30, 2018)

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	-	-	-	-	-	-	-	-	-	-
Daiichi/D-light	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 (FY3/2001 to FY3/2010)

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>

\*Number of titles sold includes only major titles.

\*Unit sales are the cumulative number of machines sold by each manufacturer and some of the unit sales include the rental plan.

Source: FIELDS

## History of pachinko general sales: unit sales by affiliated manufacturer (FY3/2011 to FY3/2019)

(As of June 30, 2018)

FY		3/2011	3/2012	3/2013	3/2014	3/2015	3/2016	3/2017	3/2018	Q1 3/2019	Total
Bisty	Title	2	2	1	3	2	2	2	2	-	44
	Unit sales	236,505	181,776	48,216	111,868	159,778	90,684	98,637	56,865	7,639	2,396,153
OK!!	Title	-	-	1	2	1	1	1	-	-	6
	Unit sales	-	-	32,437	28,790	114,597	5,010	22,897	19,110	216	223,057
MIZUHO/Macy	Title	-	-	-	-	1	3	-	1	-	5
	Unit sales	-	-	-	-	4,898	39,623	73	6,361	-	50,910
NANASHOW	Title	-	-	-	-	-	-	2	-	-	2
	Unit sales	-	-	-	-	-	-	3,731	665	-	4,396
Daiichi/D-light	Title	-	-	-	-	-	1	1	-	1	3
	Unit sales	-	-	-	-	-	8,636	14,015	-	8,914	31,565
<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>3</b>	<b>1</b>	<b>60</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>82,956</b>	<b>16,769</b>	<b>2,706,081</b>

Source: FIELDS

## History of pachislot general sales: unit sales by affiliated manufacturer (FY3/2011 to FY3/2019)

FY		3/2011	3/2012	3/2013	3/2014	3/2015	3/2016	3/2017	3/2018	Q1 3/2019	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	2	-	33
	Unit sales	70,080	81,754	65,876	61,762	20	54,341	12,010	12,294	17	759,317
OK!!	Title	-	-	-	-	-	-	-	2	-	2
	Unit sales	-	-	-	-	-	-	-	7,039	-	7,039
Enterrise	Title	1	1	1	2	1	2	3	2	1	15
	Unit sales	16,119	7,264	47,889	72,085	24,467	42,825	57,848	22,326	1,088	294,409
MIZUHO/Macy	Title	-	-	-	1	-	-	-	2	-	3
	Unit sales	-	-	-	54,127	66	-	-	4,000	-	58,193
NANASHOW	Title	-	-	-	-	1	2	2	4	1	10
	Unit sales	-	-	-	-	20,084	14,990	6,321	18,053	1,865	61,313
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>16</b>	<b>2</b>	<b>117</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>73,218</b>	<b>2,970</b>	<b>2,588,259</b>

\*Number of titles sold includes only major titles.

\*Unit sales are the cumulative number of machines sold by each manufacturer and some of the unit sales include the rental plan.

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

Source: FIELDS

# History of pachinko general sales: number of sales machines by title (FY3/2004 to Q1 FY3/2019)

Bisty			
	FY	Title	Number of 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.	-

\*The table shows the unit sales which the number of machines sold is calculated by Q1 3/2019.  
Regarding the machines which unit sales were less than 10,000, the unit sales are not disclosed.  
The information of the Amadigi-type and reuse-type machines are omitted.

\*The figures have been rounded down to thousand.

\*Some of the unit sales include the rental plan.

(Units sales as of July 31, 2018)

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	36,000
65		CR EVANGELION – Time to Rise Start impact	-
66		CR CODE GEASS Lelouch of the Rebellion -Emperor Road-	-
67		CR EVANGELION 2018 model GOLD Impact	-
68	3/2019	CR Drum ☆ EVANGELION PINK	On sale
69		Mode Pachinko CODE GEASS Lelouch of the Rebellion - easy version -	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	25,000
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	-

MIZUHO/ 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	3/2018	CR Yu-Gi-Sei Million Arthur	-
8	3/2019	CR Tengen Toppa Gurren Lagann 199 ver.	-
9		CR Tengen Toppa Gurren Lagann 99 ver.	On sale
10		CR Yu-Gi-Sei Million Arthur 199ver	On sale

Daiichi/ D-light			
	FY	Title	Unit sales
1	3/2016	CR Sakigake Otokojuku	-
2		CR Sakigake Otokojuku Light Ver.	-
3	3/2017	CR MAJESTIC PRINCE	13,000
4	3/2019	CR INUYASHA JUDGEMENT∞(infinity)	-

NANASHOW			
	FY	Title	Unit sales
1	3/2017	CR The Amazing Spider-Man	-
2		THE GENIE FAMILY	-
3	3/2019	CR ULTIMATE JUDGEMENT	On sale

Source: FIELDS

# History of pachislot general sales: number of sales machines by title (FY3/2001 to Q1 FY3/2019)

(Units sales as of July 31, 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 (Manufactured by GINZA Corporation)	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	-
33		Neon Genesis Evangelion - to You the Sincerity 2	-

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
15	3/2019	Pachislot Okami	-
16		STREET FIGHTER V PACHISLOT EDITION	-
17		PACHISLOT ROCKMAN Ability (Manufactured by Spiky Corporation)	On sale

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	-
10	3/2019	PACHISLOT Tengen Toppa Gurren Lagann -KIWAME-	-
11		Pachislot Hananchu (Manufactured by Spiky Corporation)	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	-

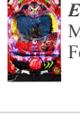
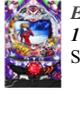
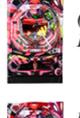
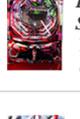
\*The table shows the unit sales which the number of machines sold is calculated by Q1 3/2019. Regarding the machines which unit sales were less than 10,000, the unit sales are not disclosed. The information of the Amadigi-type and reuse-type machines are omitted.

\*The figures have been rounded down to thousand.

\*Some of the unit sales include the rental plan.

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 (36,000 machines)	 <b>EVANGELION 11 PREMIUM MODEL</b> Jun. 2017	46,000 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	3/2019		 <b>CR Drum ☆ EVANGELION PINK</b> Aug. 2018	-

\*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).

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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	 <p><b>Neon Genesis Evangelion</b> Sep. 2005 (23,000 machines)</p>	22,000 machines	3/2014	 <p><b>Evangelion</b> —<i>Ketsui no Toki</i> Feb. 2014 (13,000 machines)</p>	13,000 machines
3/2007		—	3/2015		—
3/2008	 <p><b>Neon Genesis Evangelion</b> <i>Magokoro wo Kimini</i> Jul. 2007 (99,000 machines)</p>	99,000 machines	3/2016	 <p><b>EVANGELION</b> —<i>Spear of Hope</i> Jun. 2015 (26,000 machines)</p>	41,000 machines
3/2009	 <p><b>Neon Genesis Evangelion</b> <i>That time has come, they're waiting for us</i> Sep. 2008 (90,000 machines)</p>	90,000 machines	3/2017	 <p><b>EVANGELION</b> —<i>Tamashii wo Tsunagumono</i> Dec. 2015 (15,000 machines)</p>	—
3/2010	 <p><b>Neon Genesis Evangelion</b> —<i>Die Spur der SEELE</i> Mar. 2010 (84,000 machines)</p>	74,000 machines	3/2018	 <p><b>EVANGELION</b> —<i>WISH OF VICTORY</i> Feb. 2017</p>	—
3/2011	 <p><b>MOBASLO Evangelion</b> —<i>for your own wish</i> Mar. 2011 (77,000 machines)</p>	65,000 machines		 <p><b>EVANGELION</b> <i>30φMODEL</i> Jan. 2018</p>	11,000 machines
3/2012	 <p><b>Evangelion</b> —<i>the Heartbeat of Life</i> Feb. 2012 (46,000 machines)</p>	69,000 machines		 <p><b>Neon Genesis Evangelion</b> - <i>to You the Sincerity 2</i> Feb. 2018</p>	
3/2013	 <p><b>EVANGELION</b> Feb. 2013 (57,000 machines)</p>	56,000 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

# 4. 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)

(As of June 30, 2018)  
(Unit: Machines)

FY	3/2018					3/2019				
	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	Q3	Q4	Full-Year
[Pachinko machines]										
Bisty	1,605	5,727	36,007	13,526	56,865	7,639				
OK!!	9,207	6,110	10	3,783	19,110	216				
MIZUHO *1	-	-	-	6,316	6,316	-				
Daiichi/ D-right	-	-	-	-	-	8,914				
NANASHOW	665	-	-	-	665	-				
Others	3,054	3,886	3,154	2,728	12,822	3,126				
<b>I) Total unit sales (pachinko)</b>	<b>14,531</b>	<b>15,723</b>	<b>39,171</b>	<b>26,353</b>	<b>95,778</b>	<b>19,895</b>				
[Pachislot machines]										
RODEO	-	629	-	-	629	-				
Bisty	1,272	-	-	11,022	12,294	17				
OK!!	1,755	5,284	-	-	7,039	-				
NANASHOW	2,087	1,471	7,425	7,070	18,053	1,865				
Enterise	4,171	18,155	-	-	22,326	1,088				
D-light	2,316	1,041	-	-	3,357	-				
MIZUHO	-	4,000	-	-	4,000	-				
Others *2	970	26,088	628	295	27,981	371				
<b>II) Total unit sales (pachislot)</b>	<b>12,571</b>	<b>56,668</b>	<b>8,053</b>	<b>18,387</b>	<b>95,679</b>	<b>3,341</b>				
<b>I) + II) Total unit sales</b>	<b>27,102</b>	<b>72,391</b>	<b>47,224</b>	<b>44,740</b>	<b>191,457</b>	<b>23,236</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

## Result of PS machines sales (by major sales title)

(Unit: Machines)

Release	Brand	Title	Q1	Q2	Q3	Q4	Full-Year
[Pachinko machines]							
Jan. 2018	MIZUHO	CR Yu-Gi-Sei Million Arthur					-
Feb.	Bisty	CR CODE GEASS Lelouch of the Rebellion -Emperor Road-					-
Feb.	OK!!	Pachinko GANTZ EXTRA					-
Mar.	Bisty	CR EVANGELION 2018 model GOLD Impact					-
Jun.	D-light	CR INUYASHA JUDGEMENT∞(infinity)					-
[Pachislot machines]							
Jan. 2018	Bisty	EVANGELION 30φMODEL					-
Feb.	Bisty	Neon Genesis Evangelion - to You the Sincerity 2					-
Mar.	NANASHOW	PACHISLOT Super GANTZ					-
Jun.	NANASHOW	PACHISLOT Tengen Toppa Gurren Lagann -KIWAME-					-
Jun.	Enterise	Pachislot Okami					-

\*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.

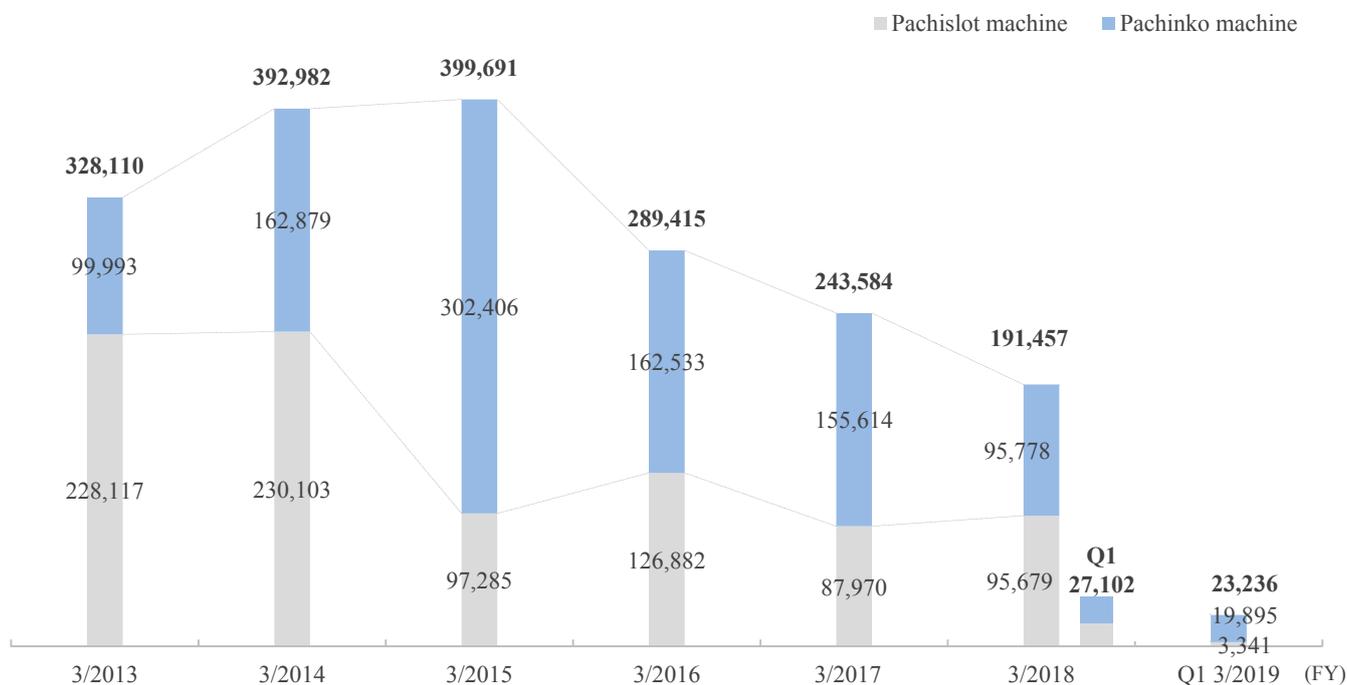
\*The blue-letter titles are spin-offs of previously launched PS machines.

Source: FIELDS

# Change in unit sales of PS machines (graph)

## By PS machines

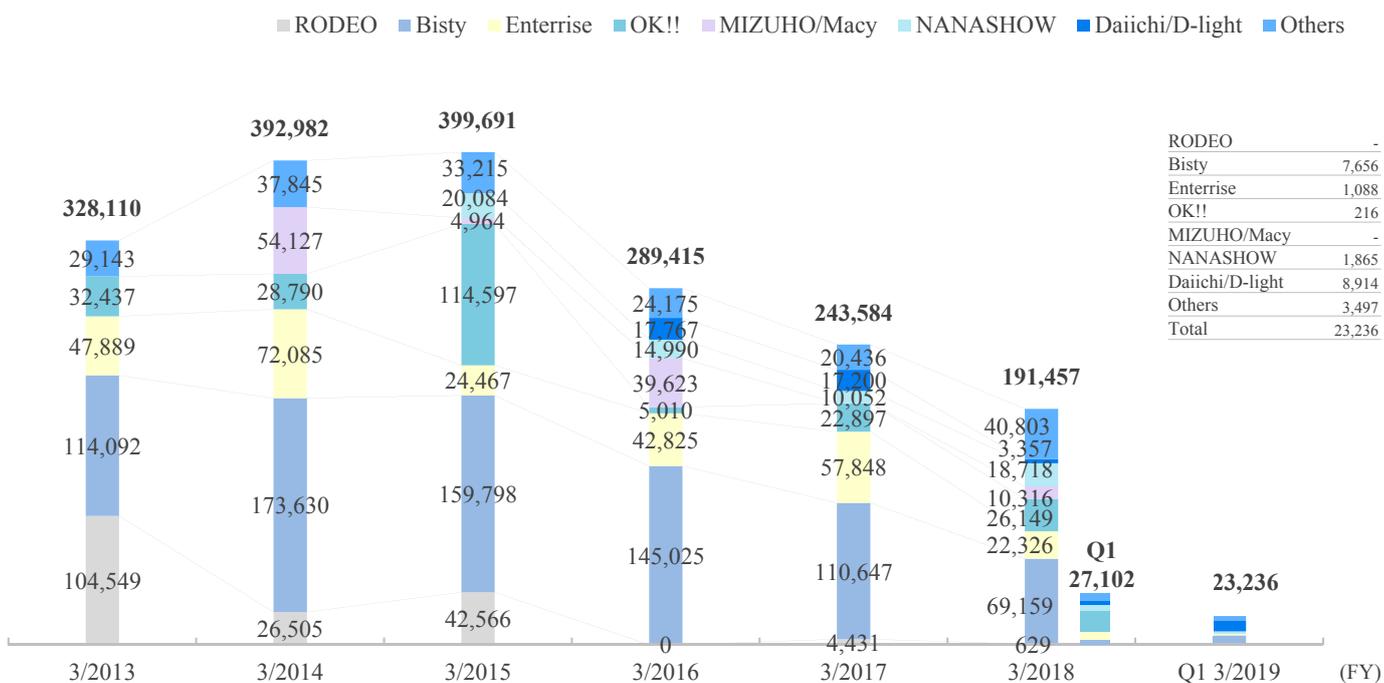
(Unit: Machine)



Source: FIELDS

## By PS brand

(Unit: Machine)



\*Some of the unit sales include the rental plan.

Source: FIELDS

## Unit sales of PS machines (details)

(Unit: Machines)

FY	3/2015			3/2016			3/2017			3/2018			3/2019	
	H1	H2	Full	H1	H2	Full	H1	H2	Full	H1	H2	Full	Q1	Full
Total unit sales	102,119	297,572	399,691	134,531	154,884	289,415	73,053	170,531	243,584	99,493	91,964	191,457	23,236	
Pachinko	73,910	228,496	302,406	64,954	97,579	162,533	44,712	110,902	155,614	30,254	65,524	95,778	19,895	
	72.4%	76.8%	75.7%	48.3%	63.0%	56.2%	61.2%	65.0%	63.9%	30.4%	71.2%	50.0%	85.6%	
Pachislot	28,209	69,076	97,285	69,577	57,305	126,882	28,341	59,629	87,970	69,239	26,440	95,679	3,341	
	27.6%	23.2%	24.3%	51.7%	37.0%	43.8%	38.8%	35.0%	36.1%	69.6%	28.8%	50.0%	14.4%	
Agency sales	77,422	149,509	226,931	36,288	77,528	113,816	27,869	90,141	118,010	35,610	56,116	91,726	11,338	
	75.8%	50.2%	56.8%	27.0%	50.1%	39.3%	38.1%	52.9%	48.4%	35.8%	61.0%	47.9%	48.8%	
Distribution sales	24,697	148,063	172,760	98,243	77,356	175,599	45,184	80,390	125,574	63,883	35,848	99,731	11,898	
	24.2%	49.8%	43.2%	73.0%	49.9%	60.7%	61.9%	47.1%	51.6%	64.2%	39.0%	52.1%	51.2%	
Direct sales	86,597	244,134	330,731	110,070	126,307	236,377	60,805	138,154	198,959	84,258	73,713	157,971	18,712	
	84.8%	82.0%	82.7%	81.8%	81.5%	81.7%	83.2%	81.0%	81.7%	84.7%	80.2%	82.5%	80.5%	
Indirect sales	15,522	53,438	68,960	24,461	28,577	53,038	12,248	32,377	44,625	15,235	18,251	33,486	4,524	
	15.2%	18.0%	17.3%	18.2%	18.5%	18.3%	16.8%	19.0%	18.3%	15.3%	19.8%	17.5%	19.5%	

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

Source: FIELDS

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

(As of June 30, 2018)

	Evangelion series	Game IP series	Hiroshi Motomiya's works series	Comic and animation IP series	Ultraman series
■ Main titles					
Pachinko	• EVANGELION	• TEKKEN • Yu-Gi-Sei Million Arthur	• Salaryman Kintaro • Ore no Sora	• Tengen Toppa Gurren Lagann • INUYASHA	• Ultra Battle Retsuden
Pachislot	• Neon Genesis Evangelion	• Monster Hunter • Resident Evil	• Salaryman Kintaro • Ore no Sora	• GANTZ • BLACK LAGOON	• ULTRAMAN WARS • ULTRASEVEN
■ Cumulative titles sold					
Pachinko	12	11	4	22	1
Pachislot	13	30	8	39	4
Total	25	41	12	61	5
■ Cumulative unit sales					
Pachinko	1,769,000	216,000	94,000	310,000	83,000
Pachislot	554,000	791,000	403,000	392,000	33,000
Total	2,323,000	1,008,000	497,000	702,000	116,000

\*The figures have been rounded to thousand.

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

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

Source: FIELDS

# 5. Corporate information, etc.

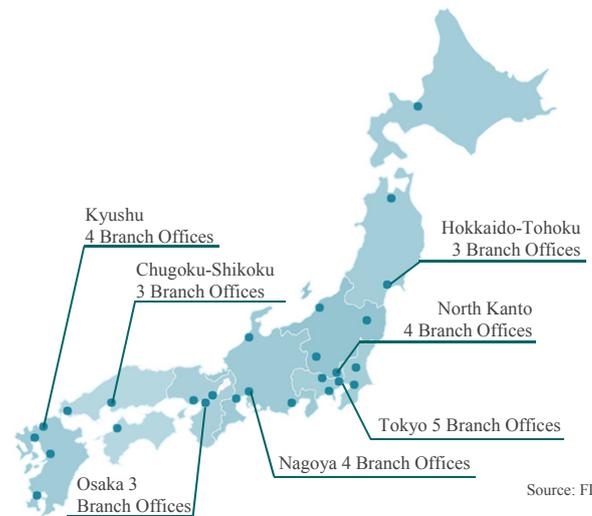
P.29	Corporate profile Stock information
P.30	Organization
P.31	Main group companies
P.32	Our history
P.34	ESG activities
P.37	Reference: notification of our IR site

# Corporate profile

(As of June 30, 2018)

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	1,507 (Consolidated), 657 (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 and others total 13 companies</li> </ul>
Equity method companies	<ul style="list-style-type: none"> <li>• HERO'S INC.</li> <li>• No9 Inc. and others total 8 companies</li> </ul>

Regional offices, Branch offices and Showrooms	<Regional offices: 7 > Hokkaido-Tohoku, North Kanto, Tokyo, Nagoya, Osaka, Chugoku-Shikoku, Kyushu
	<Branch offices: 26 > Sapporo, Sendai, Aomori, Chiba, Saitama, Takasaki, Niigata, Koriyama, Tokyo, West Tokyo, Yokohama, Tsukuba, Nagoya, Mie, Shizuoka, Kanazawa, Osaka, Kyoto, Kobe, Hiroshima, Yamaguchi, Matsuyama, Fukuoka, Saga, Kumamoto, Kagoshima
	<Showrooms: 8 > Morioka, Akita, Utsunomiya, Nagano, Takamatsu, Okayama, Oita, Miyazaki



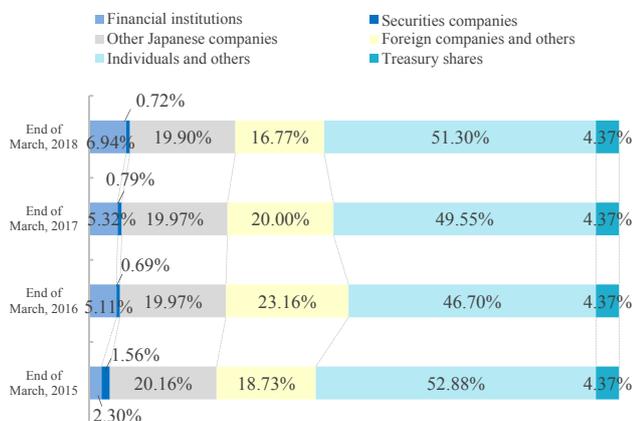
Source: FIELDS

## 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	8,861

### By type of shareholder



### Major shareholders

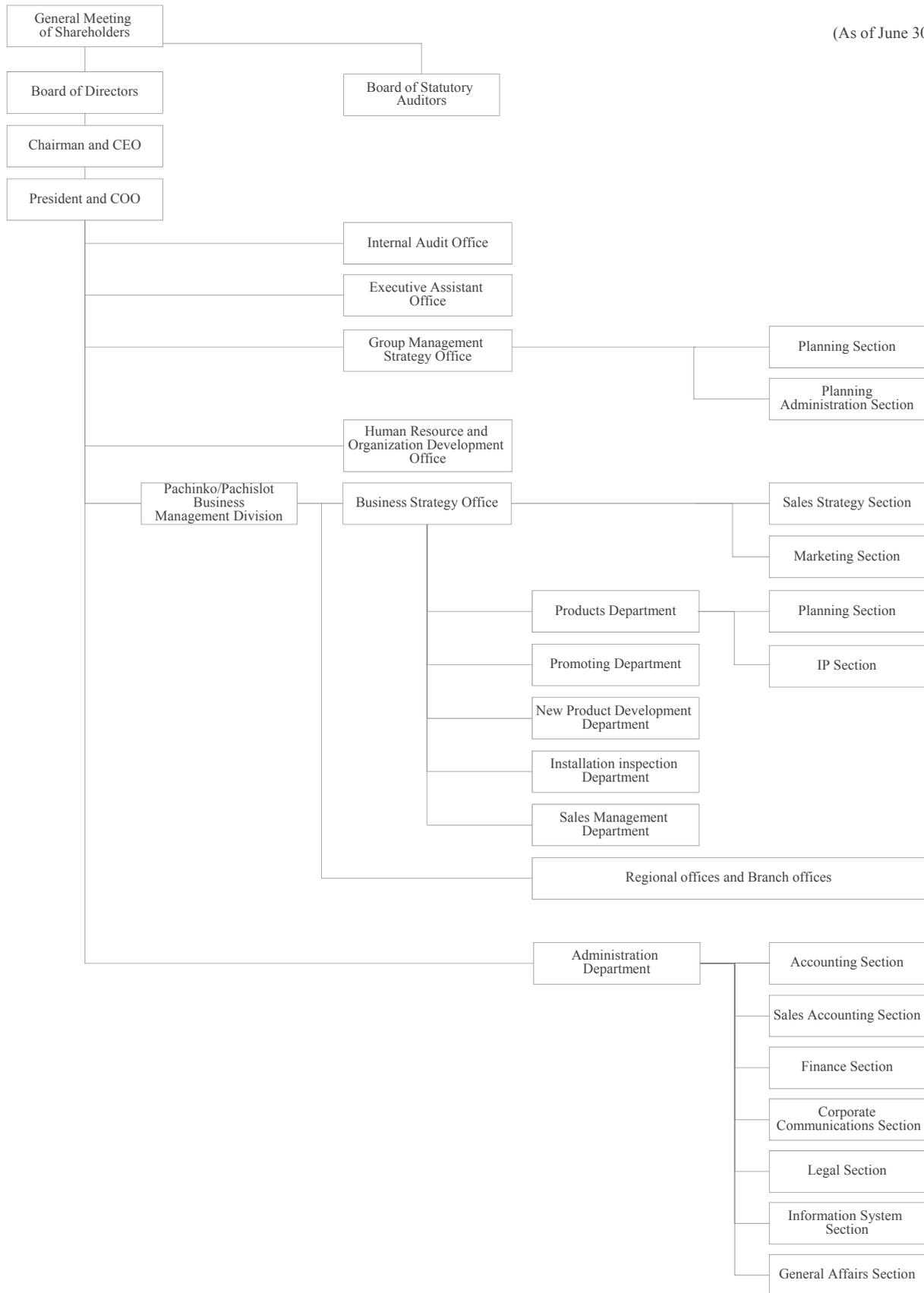
(As of March 31, 2018)

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	1,601,400	4.61%
Mint Co.	1,600,000	4.61%
Treasury Shares	1,516,300	4.37%
NORTHERN TRUST CO. (AVFC) RE IEDU UCITS CLIENTS NON LENDING 15 PCT TREATY ACCOUNT	786,600	2.27%
STATE STREET BANK AND TRUST COMPANY 505019	619,600	1.79%
Master Trust Bank of Japan, T.	584,800	1.69%
NORTHERN TRUST CO. (AVFC) SUB A/C NON TREATY	496,100	1.43%

Source: FIELDS

# Organization

(As of June 30, 2018)



Source: FIELDS

## Main group companies

(As of June 30, 2018)

Company name	Holding ratio of voting rights	Paid-in capital (Million yen)	Address	Business activities	Investment date
○ Fields Jr. Corporation	100.0	10	Shibuya-ku, Tokyo	Maintenance of PS machines, etc.	Mar. 2002
○ Shinnichi Technology Co., Ltd.	100.0	10	Meguro-ku, Tokyo	Development of PS machines	Jan. 2008
○ BOOOM Corporation	100.0	10	Shibuya-ku, Tokyo	Planning and development of PS machines	May 2009
○ MICROCABIN CORP.	100.0	10	Yokkaichi-shi, Mie	Planning and development of software for PS machines	Jan. 2011
○ K.K. CROSSALPHA	100.0	10	Shibuya-ku, Tokyo	Development and manufacturing of pachislot machines	May 2015
○ Spiky Corporation	100.0 (100.0)	100	Shibuya-ku, Tokyo	Development and manufacturing of pachislot machines	May 2015
○ Lucent Pictures Entertainment, Inc.	99.9	10	Shibuya-ku, Tokyo	Planning, production and producing of animations	Oct. 2007
○ Total Workout premium management Inc.	95.0	5	Shibuya-ku, Tokyo	Running of fitness gym	May 2011
○ FutureScope Corp.	94.4	60	Shibuya-ku, Tokyo	Service provider and mail order of mobile contents	Oct. 2006
○ Digital Frontier Inc.	86.9	31	Shibuya-ku, Tokyo	Planning and production of CG etc.	Apr. 2010
○ 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
□ MIZUHO CORP.	49.7	10	Koto-ku, Tokyo	Development and manufacturing of PS machines	Feb. 2012
□ HERO'S INC.	49.0	10	Shibuya-ku, Tokyo	Planning, operation and production of comic magazine and character contents	Apr. 2010
□ NANASHOW Corporation	38.9	40	Shibuya-ku, Tokyo	Development and manufacturing of PS machines	Jan. 2014
□ SOUGOU MEDIA INC.	35.0	10	Shibuya-ku, Tokyo	Advertising agency work, etc.	Mar. 2010
□ SPO Entertainment Inc.	31.8	100	Chuo-ku, Tokyo	Planning, production and distribution of movie etc.	Mar. 2008
□ No9 Inc.	24.9	118	Shibuya-ku, Tokyo	Development and operation of comic selection shop <i>Manga Trigger</i>	Sep. 2017

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

\*The percentage of indirect ownership is indicated in parenthesis after the Company's voting rights ratio.

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

©khara /Project Eva. ©khara ©Bisty

Source: FIELDS

# 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* broadcasted on Animeism of MBS and other, wowow  
Full-3DCG animation movie *GANTZ:O* released
  - 2017 TV anime *BERSERK* broadcasted (second series) on Animeism of MBS and other, wowow  
TV anime *Altair: A Record of Battles* broadcasted on Animeism of MBS and other, wowow  
TV anime *Infini-T Force* broadcasted 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  
Showing *Infini-T Force THE MOVIE* started  
TV anime *WORDGAI The Animation* distributing simultaneously worldwide on Netflix
- 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* broadcasted on NHK  
Acquired shares in No9 Inc., which operates a electronic comic platform business
  - 2018 TV anime *KILLING BITES* broadcasted 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 Collaborated with SOTSU CO., LTD. and Toho Co., Ltd. to begin cross-media development of *MAJESTIC PRINCE*
  - 2013 TV anime *MAJESTIC PRINCE* broadcasted
  - 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 *WORDGAI*, which runs in the *HERO'S Monthly*
  - 2015 Developed a 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* broadcasted 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**
- 2018 **Reorganization of FIELDS CORPORATION Group for growth to next stage**

Source: FIELDS

## 1. Activities for environment

Please refer to our IR site for other activities  
 URL : <http://www.fields.biz/ir/e/csr/activities/>



### (1) Main activities

Power reduction with energy conservation measures
<ul style="list-style-type: none"> <li>Room temperature set at 28°C during summer</li> <li>Use of lighting reduced and light bulbs changed to LED light bulbs</li> <li>Energy-saving multi-function machines adopted</li> </ul>
Promotion of green procurement (purchase of products and services which have a lesser impact on the environment)
<ul style="list-style-type: none"> <li>Promotion of the procurement of products with environmental labels/marks</li> </ul>
Environmental awareness and introduction of hybrid cars
<ul style="list-style-type: none"> <li>Number of vehicles introduced: 229 (70.2% of all vehicles)</li> <li>Target for introduction: sales car (excluding vehicles for officers and vehicles with four-wheel drive used in cold regions) part of vehicles in head office</li> </ul>

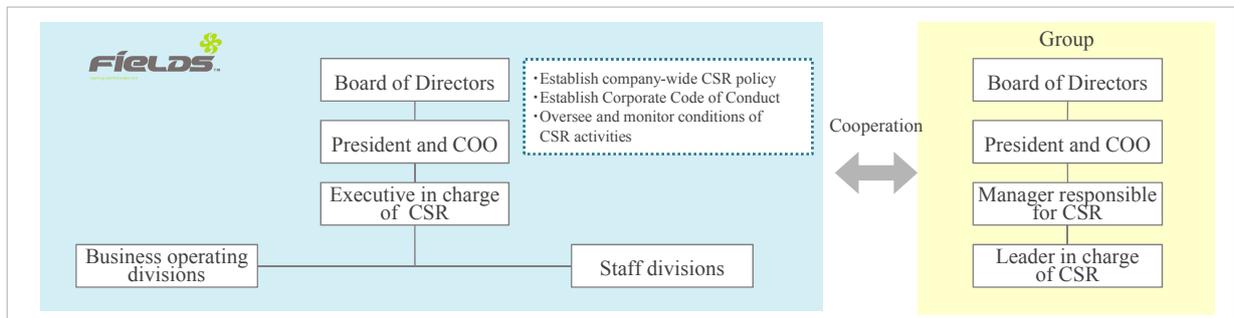
## 2. Activities for society

### (1) Basic policy

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.

### (2) CSR promotion system



### (3) Main activities

<p>Operating of quality management system</p> <ul style="list-style-type: none"> <li>Implementing continuing improvement as the policy, <i>Enduringly providing high quality services for contributing pachinko hall's prosperity</i></li> <li>Certification renewed system in November 2016</li> </ul>	<p>Established Okinawa working center</p> <ul style="list-style-type: none"> <li>Providing the job opportunities for disability person and preparing a great work environment in Okinawa</li> <li>Established date: April 1, 2010</li> <li>Business operates: data entry etc.</li> </ul>
<p>Implementing the social contribution activities</p> <ul style="list-style-type: none"> <li>Supporting RICOH JAPAN Corporation’s activities to help foreign universities become more global, and collaborated in organizing a study tour for students to learn about Japanese universities and companies</li> </ul>	<p>Promoting introduction of AED (Automatic External Defibrillator)</p> <ul style="list-style-type: none"> <li>Installed at visible places in the office building such as near entrances to enable visitors and neighborhood to use</li> <li>Employees took instruction course of AED</li> <li>Installation date: from January 7, 2011</li> <li>Installation site: head office, regional offices/branches and Total Workout (gym): a total of 39 places</li> </ul>

Source: FIELDS

# ESG activities

## ULTRAMAN FOUNDATION

Please refer to official website for more information  
<http://www.ultraman-kikin.jp/en/>



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
Establishment	March 2011
Organizer	Tsuburaya Productions Co., Ltd.
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

## TOPICS

ULTRAMAN FOUNDATION has set up a donation box at *ULTRAMAN FESTIVAL 2018* which has been held from July 20 to August 27, 2018.

The donation received from the visitors of the event will be used carefully to support children who affected by heavy rains in July 2018.

We continue these activities believing the peaceful and joyful time for children to spend with heroes provides them opportunities to imagine future hopes and dreams.



©TSUBURAYA PRODUCTIONS

Source: FIELDS

## 3. Activities for Corporate Governance

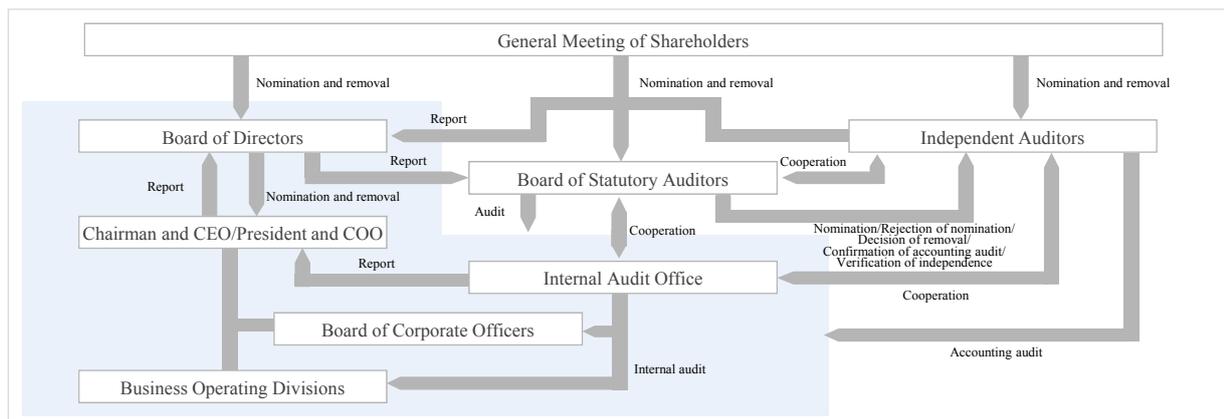
Please refer to *Corporate Governance* page of the URL below regarding handling aspect *Corporate Governance Code*  
<http://www.fields.biz/ir/e/csr/governance/outline/>



### (1) Basic policy

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.

### (2) Promotion system



### (3) Main activities

#### I Strengthening of promotion system

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.

#### II Profit return policy

Profit return policy is based on DOE (Dividend on equity ratio) to contribute to the maximization of general shareholder returns.

(Unit: Millions of yen)

FY	3/2010	3/2011	3/2012	3/2013	3/2014	3/2015	3/2016	3/2017	3/2018	3/2019 E
Net income attributable to owners of parent	3,289	7,520	5,991	4,720	5,370	3,018	118	(12,483)	(7,691)	1,500
Total dividend	1,503	1,660	1,659	1,659	1,659	1,991	1,659	1,659	995	-
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	34,700,000	34,700,000	34,700,000	34,700,000	34,700,000	-
(excluding treasury stock)	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	34,700,000	34,700,000	34,700,000	34,700,000	34,700,000	-
(excluding treasury stock)	336,357	332,115	332,115	331,838	33,183,800	33,183,800	33,183,800	33,183,700	33,183,700	-
Dividend per share (yen)										
Commemorative	-	-	-	-	-	10	-	-	-	-
Interim	20	*1 25	*2 25	25	25	25	25	25	25	-
Year-end	25	25	25	25	25	25	25	25	5	10
Annual	45	50	50	50	50	60	50	50	30	10

\*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

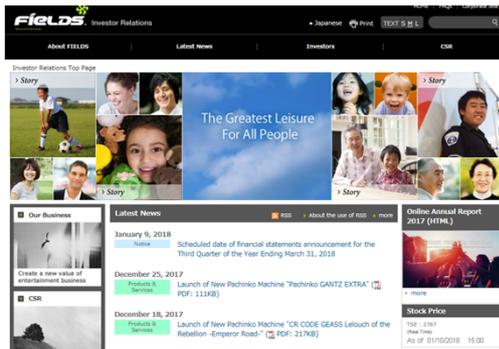
# Reference: notification of our IR site

IR materials are available from our IR website. Please visit us and utilize them.

## IR Pages

### URL

<http://www.fields.biz/ir/e/>



- 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 FY 3/2004.

### [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

**Q1** (Apr. 2018 – Jun. 2018)

Q1 FY3/2019

# Fact Book 2

(Reference: Peripheral Market Data)

**Market Data etc.**



The Greatest Leisure for All People

FIELDS CORPORATION

TSE 1st: 2767

August 10, 2018

# I N D E X

## Market Data

- 4 Change in working hours  
Trends in household consumption (updated)
- 5 Trends in leisure market  
Trends in content market

## PS Market Data

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PS: Pachinko and pachislot

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# Market data

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## Change in working hours

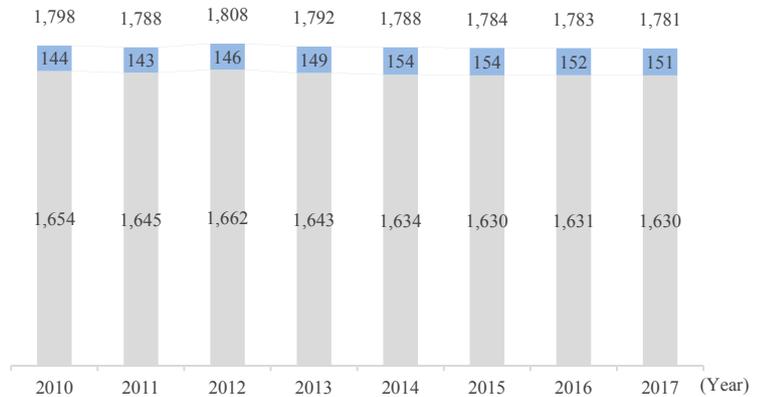
The data is based on *Monthly Labour Survey*, by Ministry of Health, Labour and Welfare

(Unit: Hour)

■ Official working hours ■ Overtime working hours

According to the *Monthly Labor Survey*, the annual total actual hours in 2017 worked in Japan (at establishments with 30 employees or more) were 1,781 hours (down 0.1% YoY), fifth consecutive year of decrease.

Official working hours were 1,630 hours (down 0.1% YoY). Meanwhile, overtime working hours were 151 hours (down 0.7% YoY), second consecutive year of decrease. The ratio of part-time workers continues to increase, leading to a decrease in working hours for employees overall.



## Trends in household consumption (updated)

The data is based on *Family Income and Expenditure Survey* (<http://www.stat.go.jp/data/kakei/>), by Statistics Bureau, Ministry of Internal Affairs and Communications, updated every May

(Unit: Yen)

■ Disposable income ■ Household spending — Average propensity to consume (%)

According to the *Family Income and Expenditure Survey*, disposable income per household for employees in 2017 was ¥434,562 (up 1.2% YoY), an increase of ¥5,046.

Household spending (monthly, averaged over one year) in 2017 was ¥312,926 (up 0.8% YoY).

Average propensity to consume (percentage of the household spending for the disposable income) was 72.0% (down 0.3 point YoY), third consecutive year of decrease.



# Trends in leisure market

The data is based on *White Paper on Leisure 2017*, by Japan Productivity Center, updated every August

(Unit: Trillions of yen)

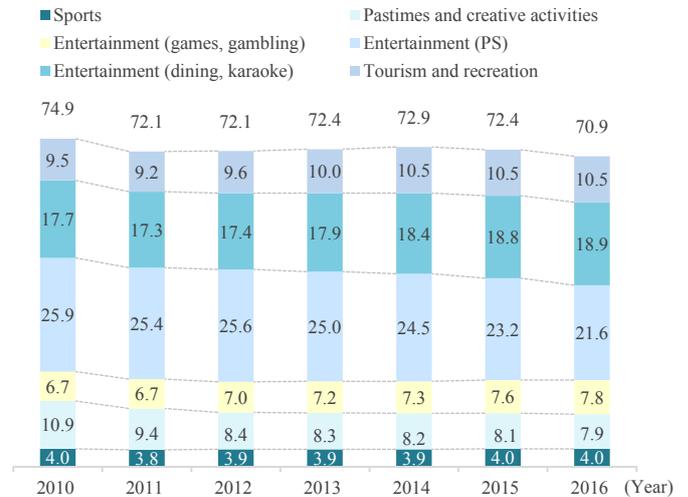
According to *White Paper on Leisure 2017*, the overall leisure market shrank 2.0% YoY, to ¥70,994.0 billion in 2016. Excluding PS market, which has an extremely large market scale, the result was an increase of 0.3% YoY, fourth consecutive year of increase.

The sports market exhibited a 0.0% increase YoY, recording ¥4,028.0 billion, fifth consecutive year of increase. 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 sixth consecutive year of decrease. 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 of 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, second consecutive year of decrease. 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 third consecutive year.



# Trends in content market

The data is based on *White Paper on Digital Content 2017*, by Digital Content Association, updated every September

(Unit: Trillions of yen)

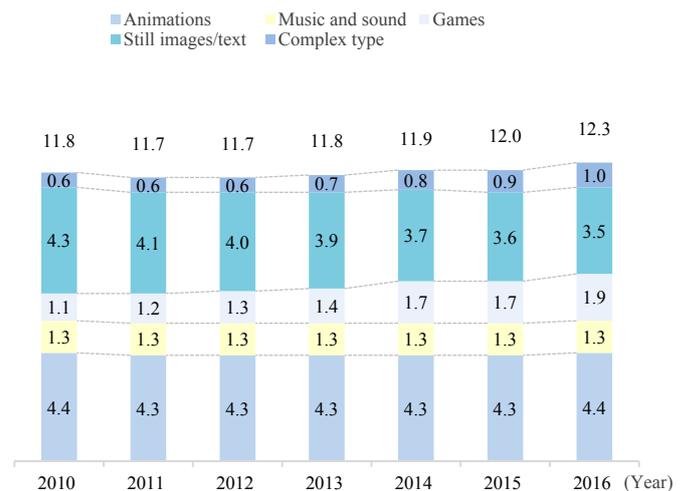
According to the *White Paper on Digital Content 2017*, content industry market such as Japanese movie, anime, TV program, game and book for 2016 increased by 2.7% YoY, to ¥12.3929 trillion in 2016.

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 largely, book and magazine sales continued to exhibit negative growth for the 10th and 19th consecutive year. 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.

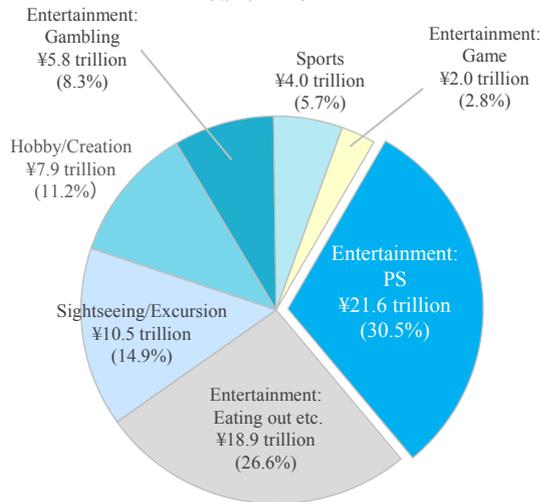
# PS Market Data

- P.7 PS market scale
  
- P.8 Number of pachinko machine titles sold and unit sales (updated)  
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- P.10 Change in PS market (updated)
  
- P.11 Trends in PS regulations (updated)  
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- P.12 Number of pachinko halls and change in number of installed PS  
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# 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, about 7.4% of the population playing in pachinko halls of 10,596 venues

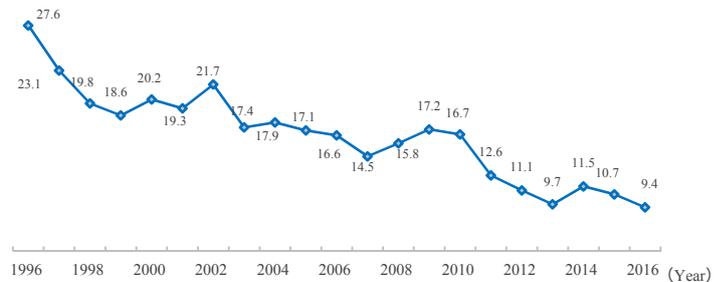
## Change in PS market scale

(Unit: Trillions of yen)



## Change in number of PS players

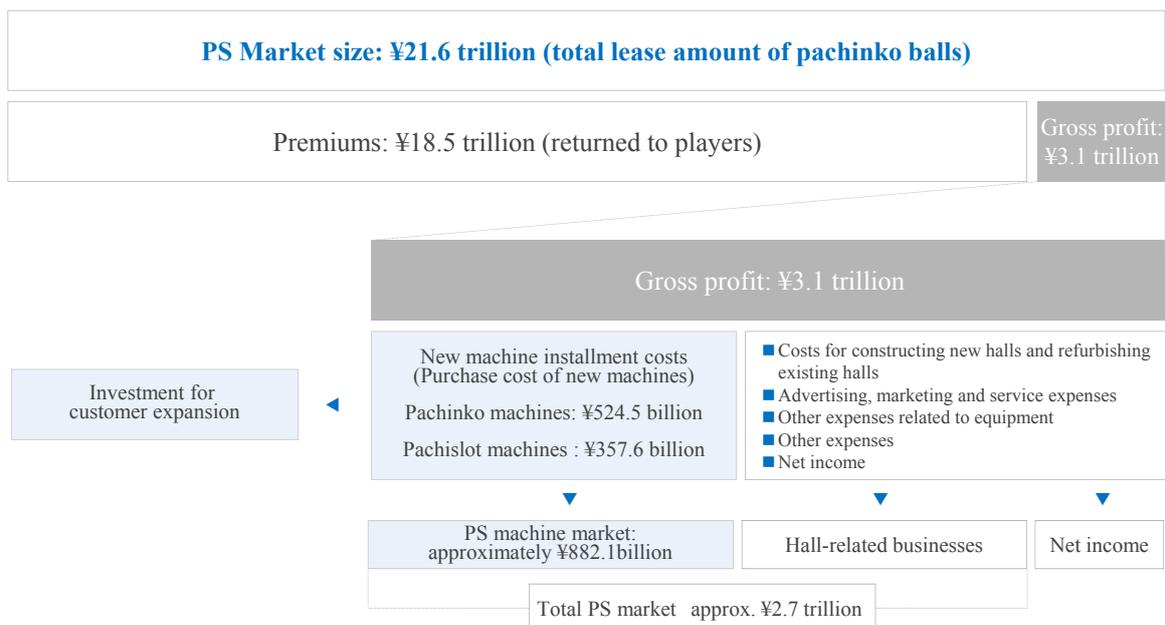
(Unit: Millions of people)



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

Source: White Paper on Leisure, by Japan Productivity Center

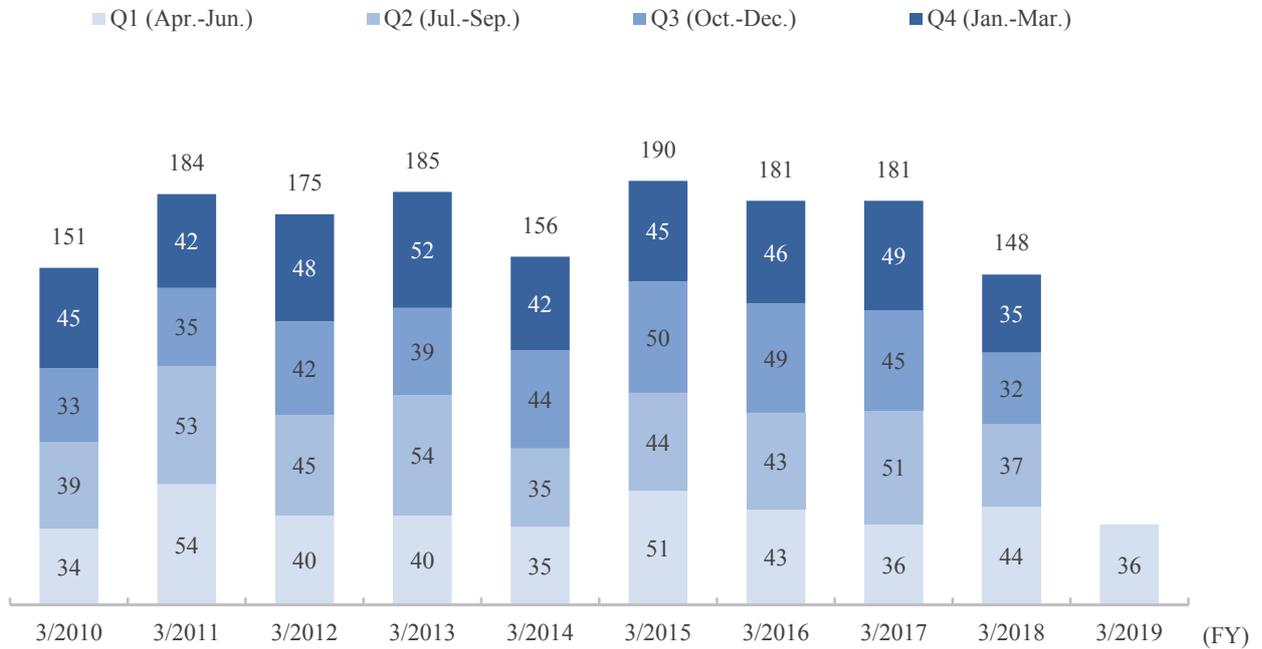
## Income structure of pachinko halls



Source: White Paper on Leisure by Japan Productivity Center, Pachinko Maker Trends by Yano Research Institute, Ltd, White Paper DK-SIS 2016, by DAIKOKU DENKI Co., Ltd. and partly estimated figure by FIELDS

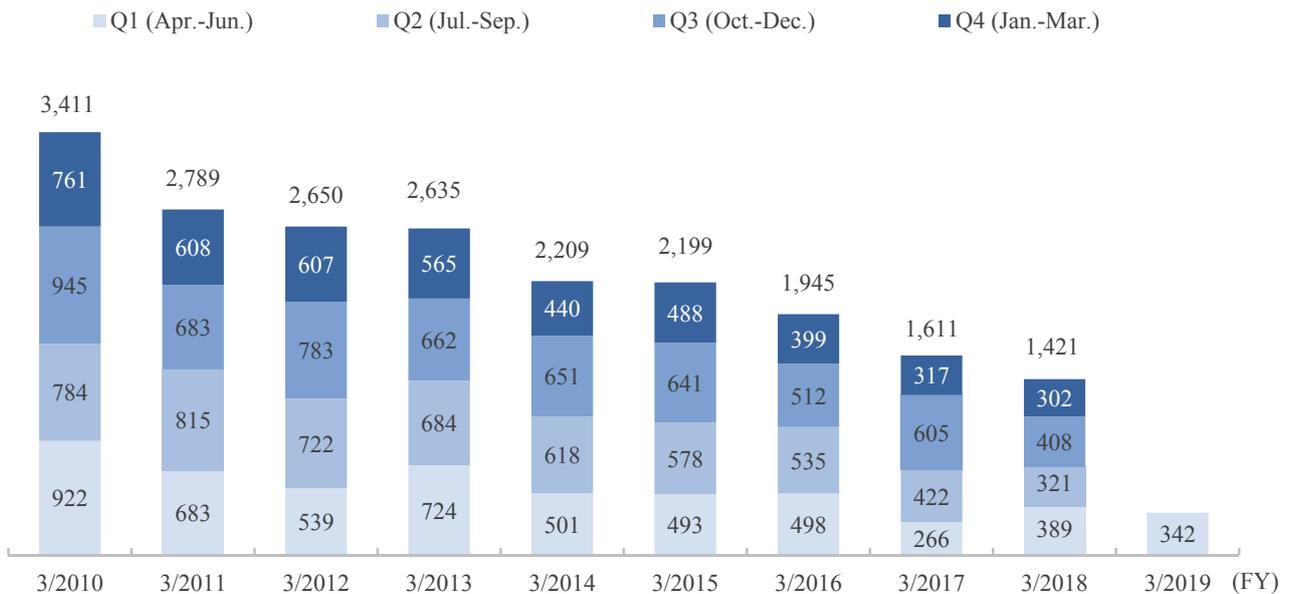
## Number of pachinko machine titles sold (updated)

(Unit: Title)



## Unit sales of pachinko machines (updated)

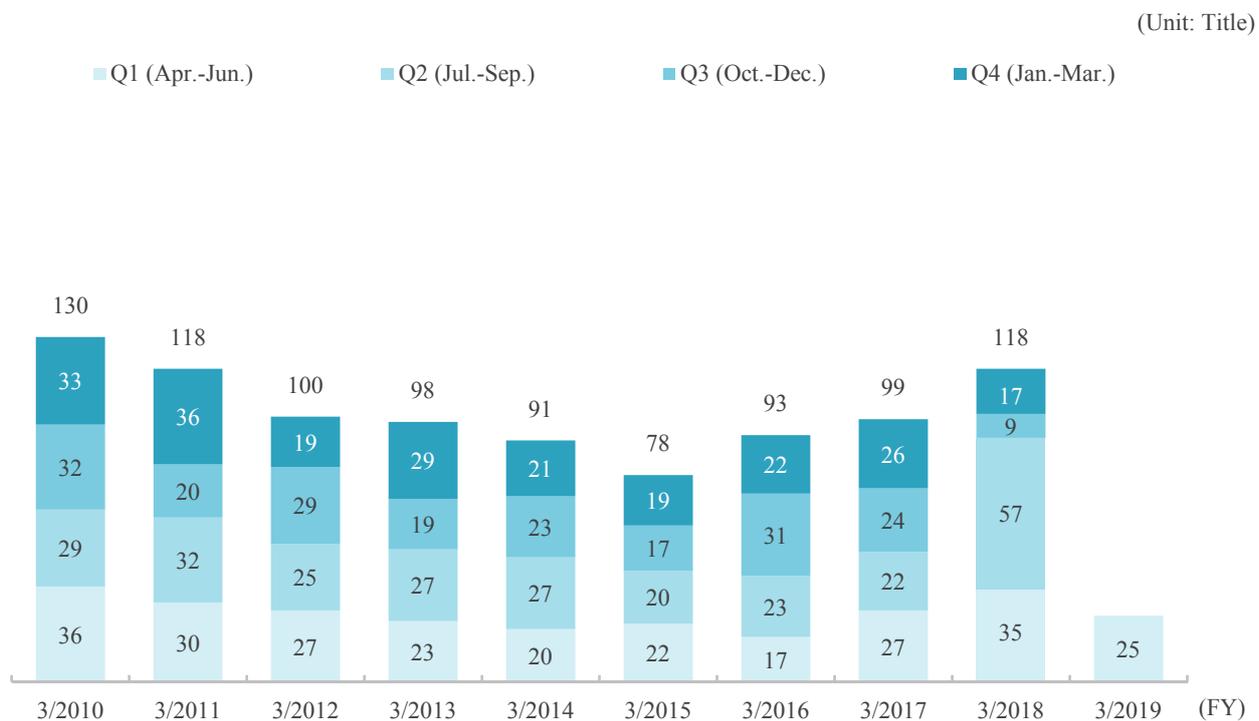
(Unit: Thousands of machines)



\*Number of machines and titles sold are reviewed once a year.

Source: FIELDS

## Number of pachislot machine titles sold (updated)



## Unit sales of pachislot machines (updated)



\*Number of machines and titles sold are reviewed once a year.

Source: FIELDS

# Change in PS market (updated)

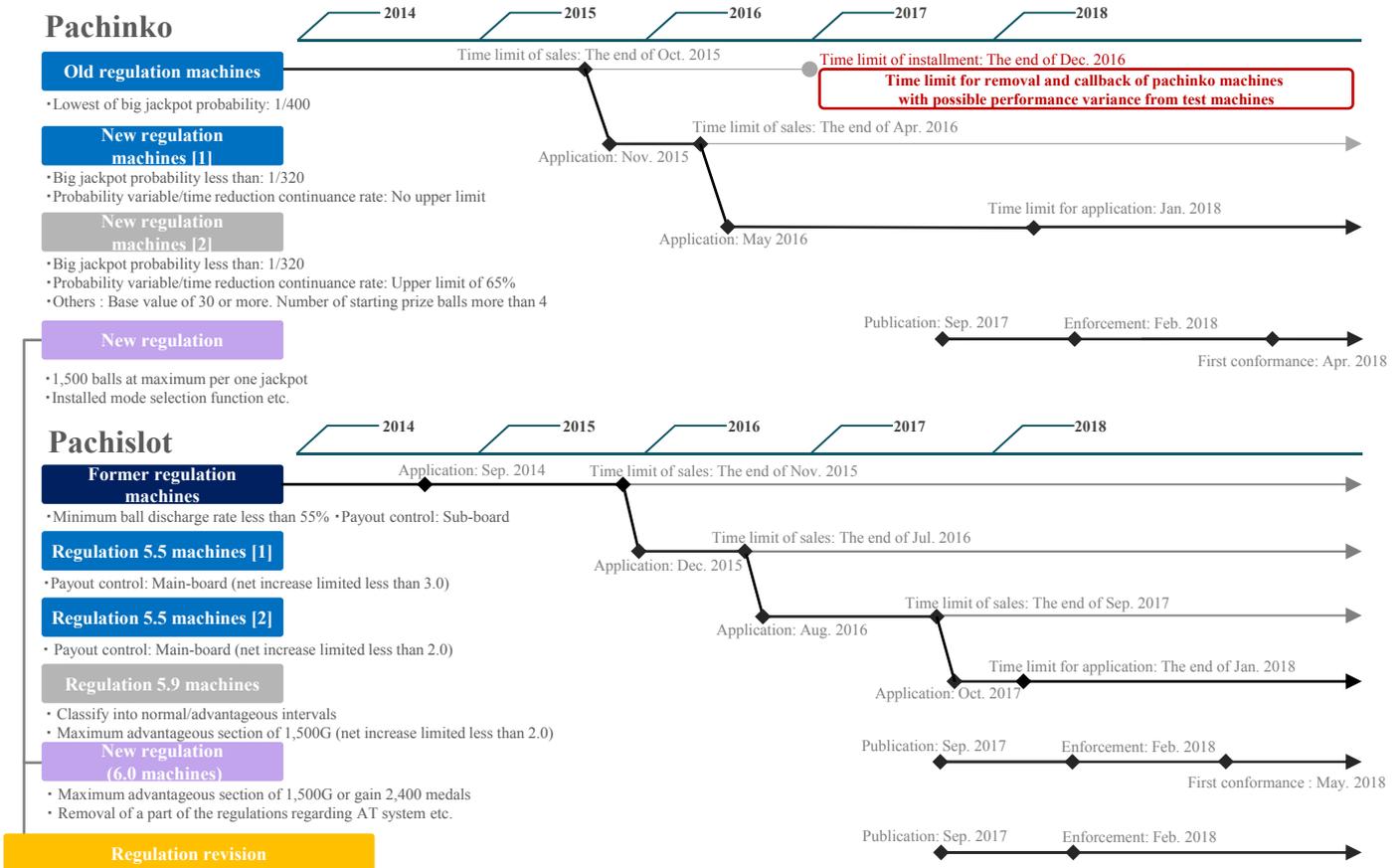
FY	Primary events	Industry overall	Total PS unit sales	Number of halls	Hall
3/2005	<ul style="list-style-type: none"> <li>Oct. Mid Niigata Earthquake</li> <li>Dec. Sumatra-Andaman Earthquake</li> </ul>	<ul style="list-style-type: none"> <li>Jul. Revisions to PS machine regulations go into effect</li> </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 specialty stores</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. Established Democratic Party administration</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>	2,450,000 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>	2,080,000 machines	10,596 halls	<ul style="list-style-type: none"> <li>23.0%</li> <li>47.2%</li> </ul>
3/2019	<ul style="list-style-type: none"> <li>Jun. 2018 North Korea–United States summit</li> <li>Jul. Problem Gambling Basic Countermeasure Act established</li> <li>Jul. Torrential rains in western Japan in July 2018</li> </ul>				<ul style="list-style-type: none"> <li>↓</li> <li>↓</li> </ul>

\*Total PS unit sales in 2018 is estimated by FIELDS.

\*The number of pachinko 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 (updated)



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	Old regulation	New regulation		Test	Old 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

	Old regulation	New regulation		Old 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

	Old regulation	New regulation
Round	Maximum 16 rounds	Maximum 10 rounds

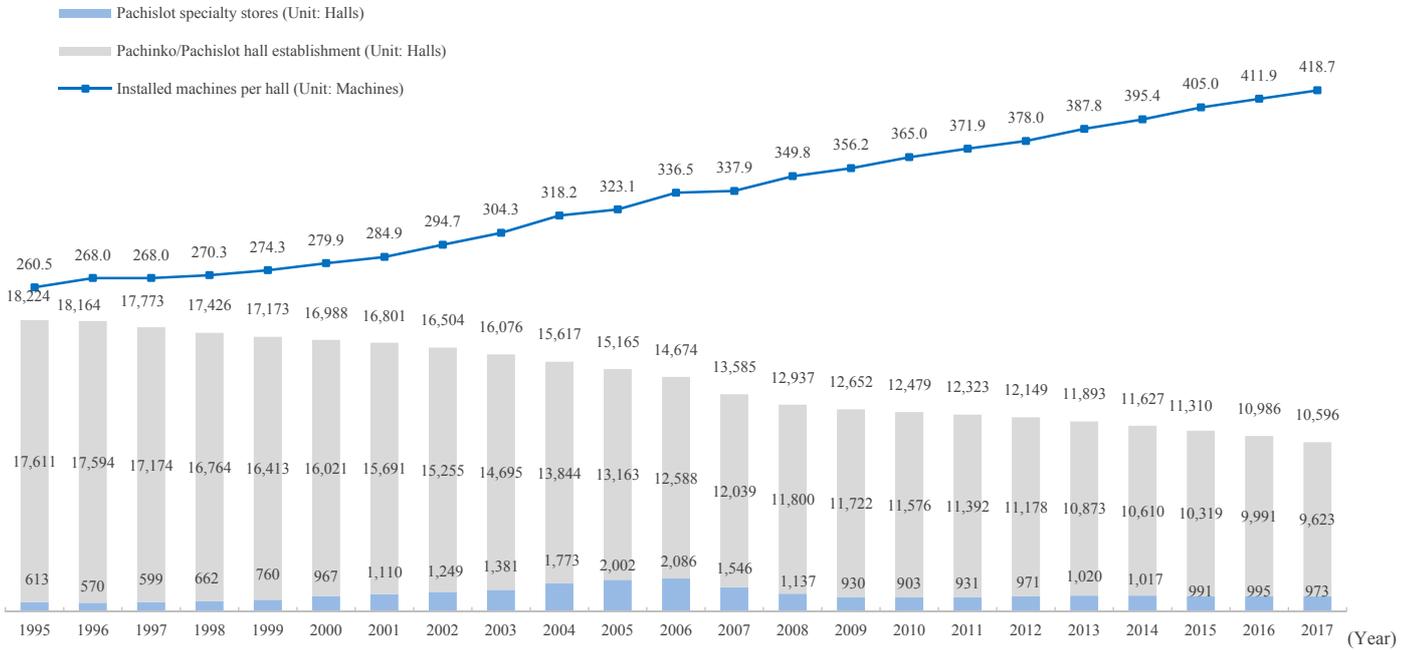
#### ◇ Introduction of specifications for “controlled machines” and “pachinko machine settings (6 types)”

#### ◇ 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, Yuginippon (<http://www.yugi-nippon.com/?p=13733>)

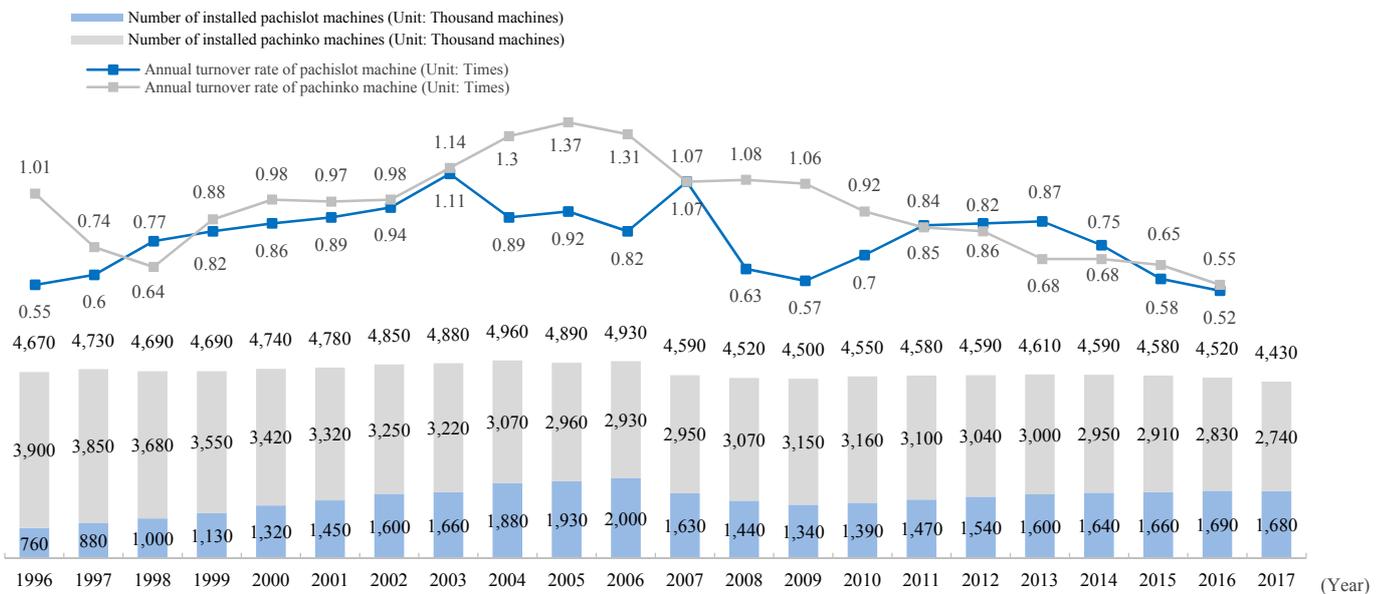
# Number of pachinko halls and change in number of installed PS machines per hall

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



# Number of installed PS machines and annual turnover rate

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

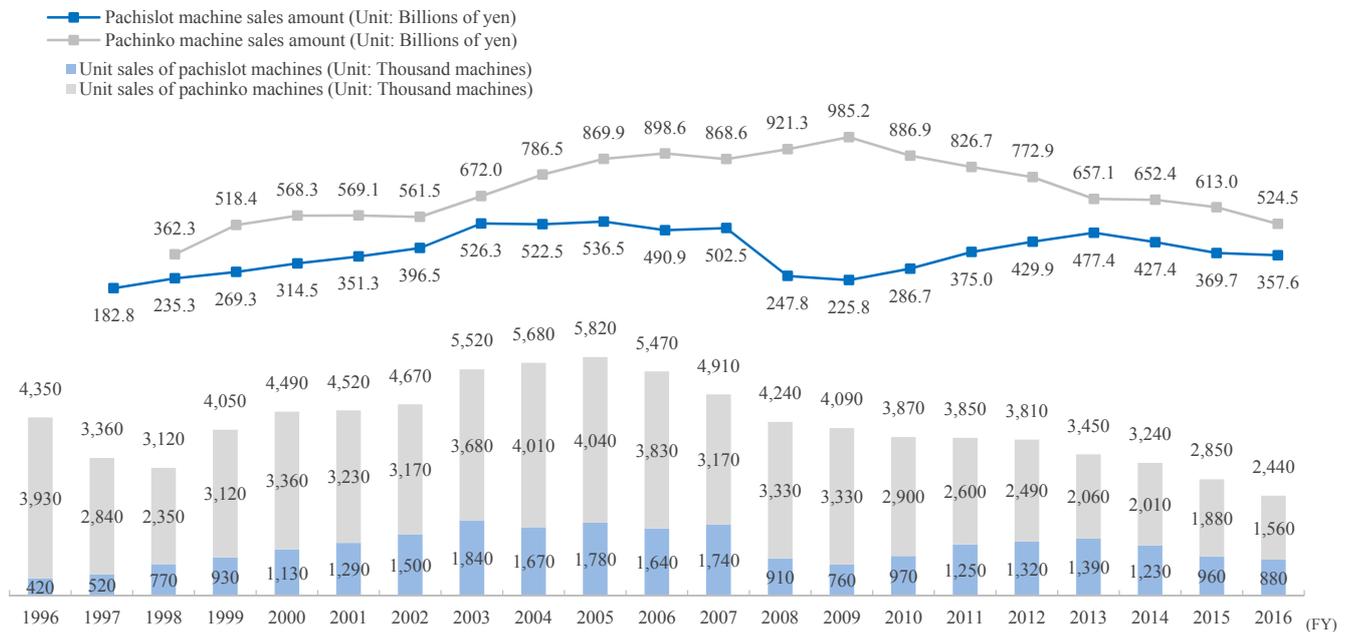


Annual Turnover rate of Total Machine (Unit: Times)

Year	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
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 based on *Pachinko Maker Trends* by Yano Research Institute, Ltd., updated every August



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 based on *Pachinko Maker Trends2017* by Yano Research Institute, Ltd., updated every August

## Unit sales share of pachinko machine

FY	2012		2013		2014		2015		2016	
	Ranking	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer
1	SANYO	21.8%	KYORAKU SANGYO	16.9%	SANYO	16.3%	Sansei R&D	15.9%	SANYO	19.5%
2	KYORAKU SANGYO	20.3%	SANYO	15.3%	SANKYO	16.3%	SANKYO	15.7%	Sansei R&D	13.3%
3	HEIWA/OLYMPIA	10.1%	SANKYO	14.1%	KYORAKU SANGYO	15.3%	SANYO	14.6%	HEIWA/OLYMPIA	12.3%
4	Newgin	10.0%	Sammy	9.7%	HEIWA/OLYMPIA	12.5%	HEIWA/OLYMPIA	12.4%	SANKYO	11.0%
5	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.

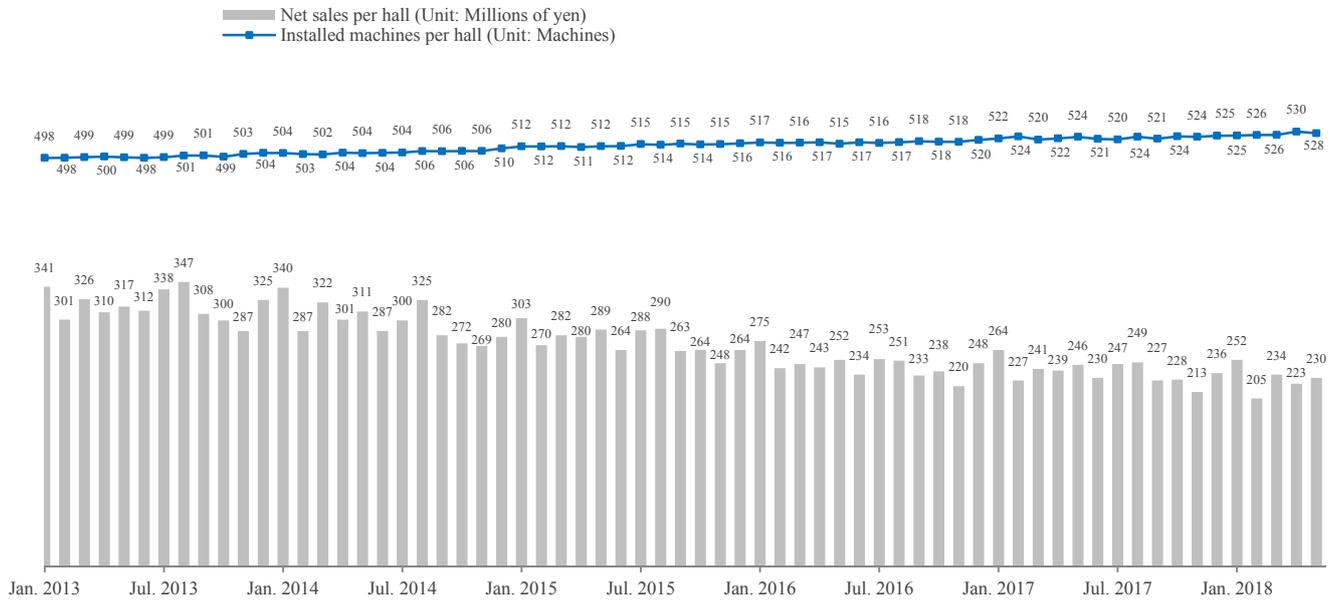
## Unit sales share of pachislot machine

FY	2012		2013		2014		2015		2016	
	Ranking	Manufacturer	Market share	Manufacturer						
1	UNIVERSAL	17.8%	Sammy	21.7%	Sammy	16.8%	UNIVERSAL	17.0%	Sammy	24.3%
2	Sammy	15.3%	UNIVERSAL	15.4%	UNIVERSAL	16.6%	Sammy	14.7%	UNIVERSAL	22.9%
3	YAMASA	14.6%	HEIWA/OLYMPIA	8.6%	DAITO	10.4%	HEIWA/OLYMPIA	11.8%	KITA DENSHI	10.2%
4	DAITO	14.0%	SANKYO	8.4%	YAMASA	8.8%	KITA DENSHI	10.3%	HEIWA/OLYMPIA	9.1%
5	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 in 2009  
\*UNIVERSAL's sales share includes Eleco, MIZUHO and Macy  
\*OLYMPIA's sales includes HEIWA's sales, Total sales of all OLYMPIA and HEIWA brands is shown

# Monthly trends of pachinko halls (updated)

The data is based on *Current Survey of Selected Service Industries* by Ministry of Economy, Trade and Industry(METI), updated every month



\* METI outsources the pachinko halls for survey to the Zennichiyuren.  
 \* Figures have been retroactively revised in accordance with changes in sampling by the research office in January 2017.  
 As a result, figures after January 2017 are not contiguous with numbers before January 2017.

# Results of model certification tests (updated)

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

## Pachinko Machine

		Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
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%
2018	Application	54	49	63	35	36	70	58						
	Pass	20	25	43	23	16	33	24						
	Passing test ratio	37.0%	51.0%	68.2%	65.7%	44.4%	47.1%	41.3%						

## Pachislot Machine

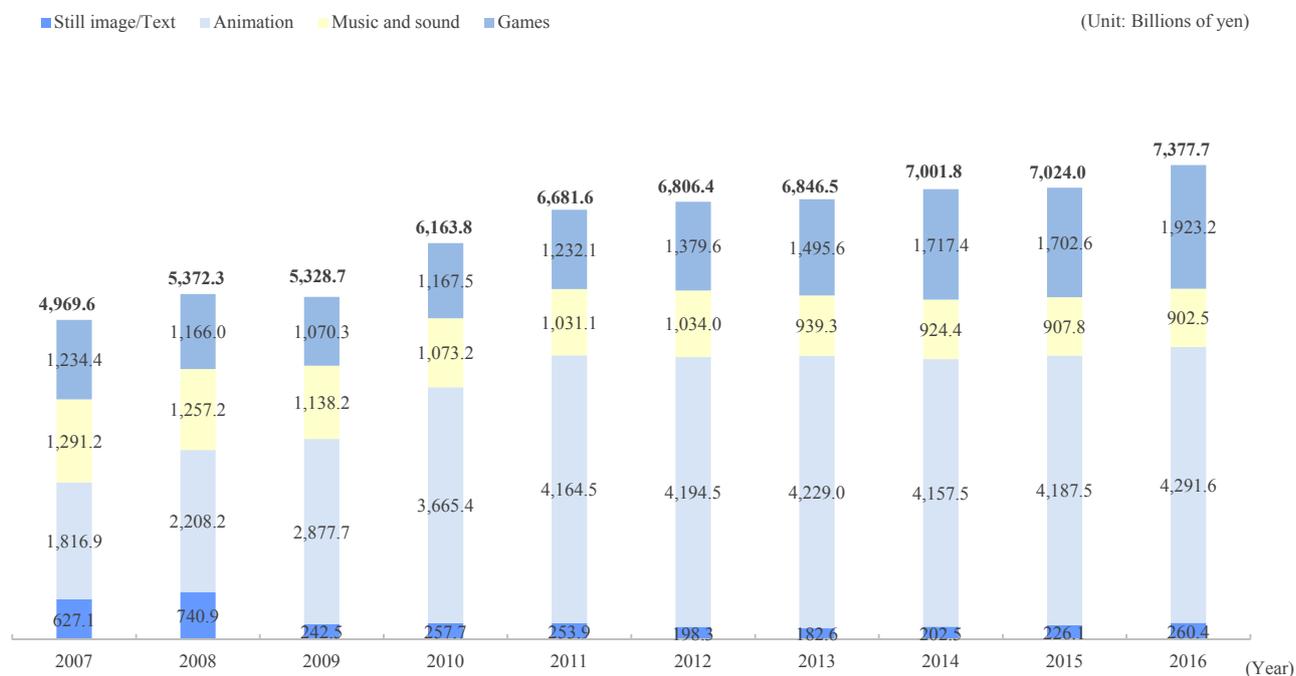
		Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
2015	Application	17	8	31	39	43	35	95	74	37	62	67	71	579
	Pass	5	3	14	19	19	15	45	28	13	29	31	29	250
	Passing test ratio	29.4%	37.5%	45.2%	48.7%	44.2%	42.9%	47.4%	37.8%	35.1%	46.8%	46.3%	40.8%	43.2%
2016	Application	59	69	51	75	50	47	63	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%
2018	Application	43	50	69	46	48	38	33						
	Pass	22	27	23	32	17	10	4						
	Passing test ratio	51.1%	54.0%	33.3%	69.6%	35.4%	26.3%	12.1%						

# Entertainment Market Data

- P.16 Market scale of digital content business  
Box-office of domestic movie theaters
  
- P.17 Market scale of animation industry  
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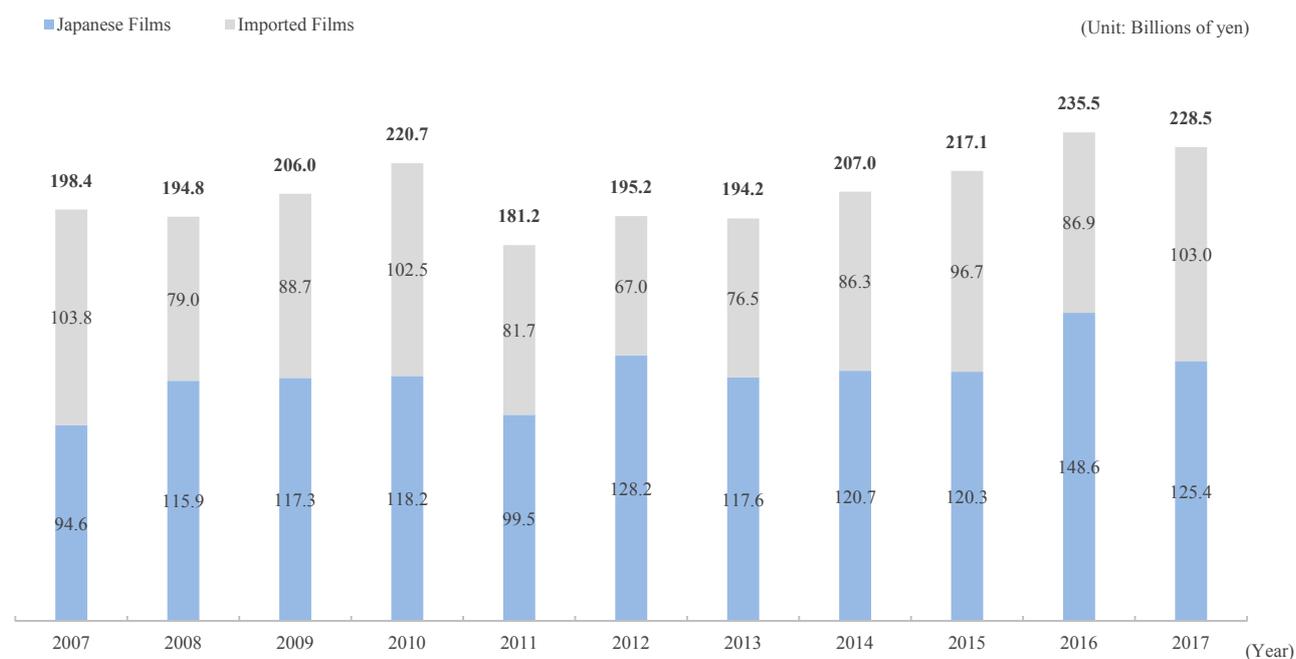
## Market scale of digital content business

The data is based on *Digital Content White Paper* by Digital Content Association of Japan (DCAJ), updated every September



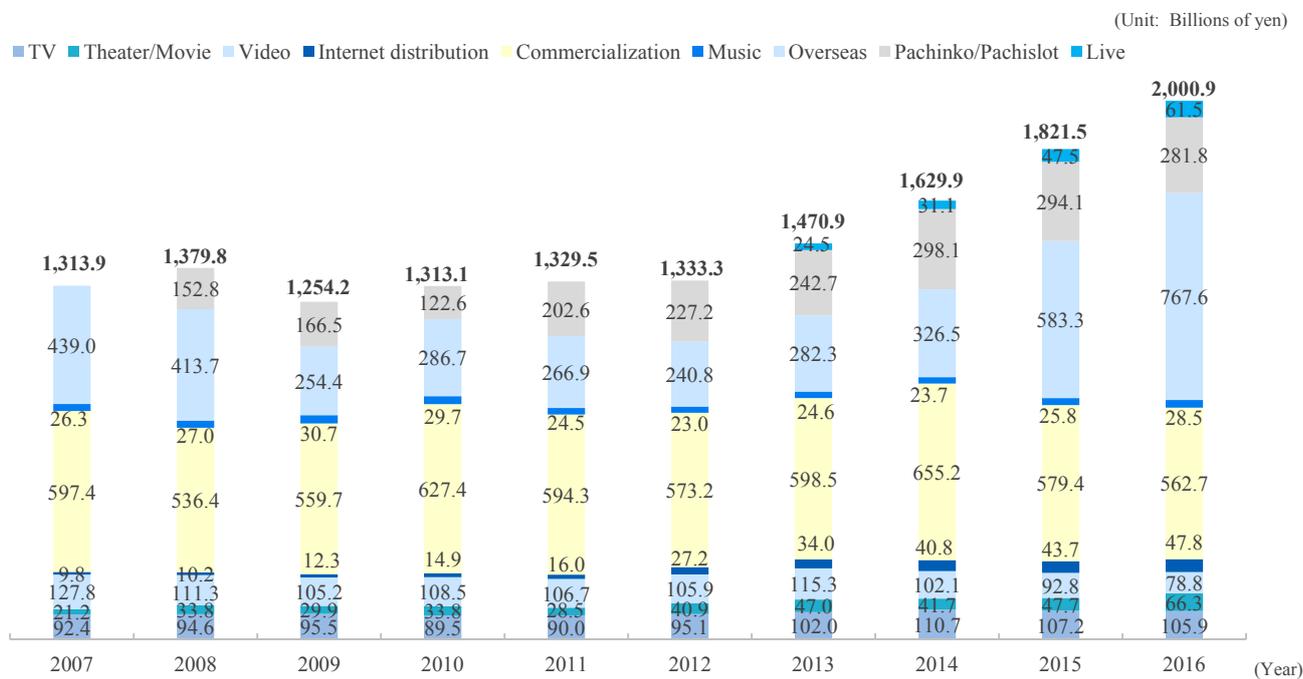
## Box-office of domestic movie theaters

The data is based on *STATISTICS OF FILM INDUSTRY IN JAPAN* by Motion Picture Producers Association of Japan, Inc., updated every January



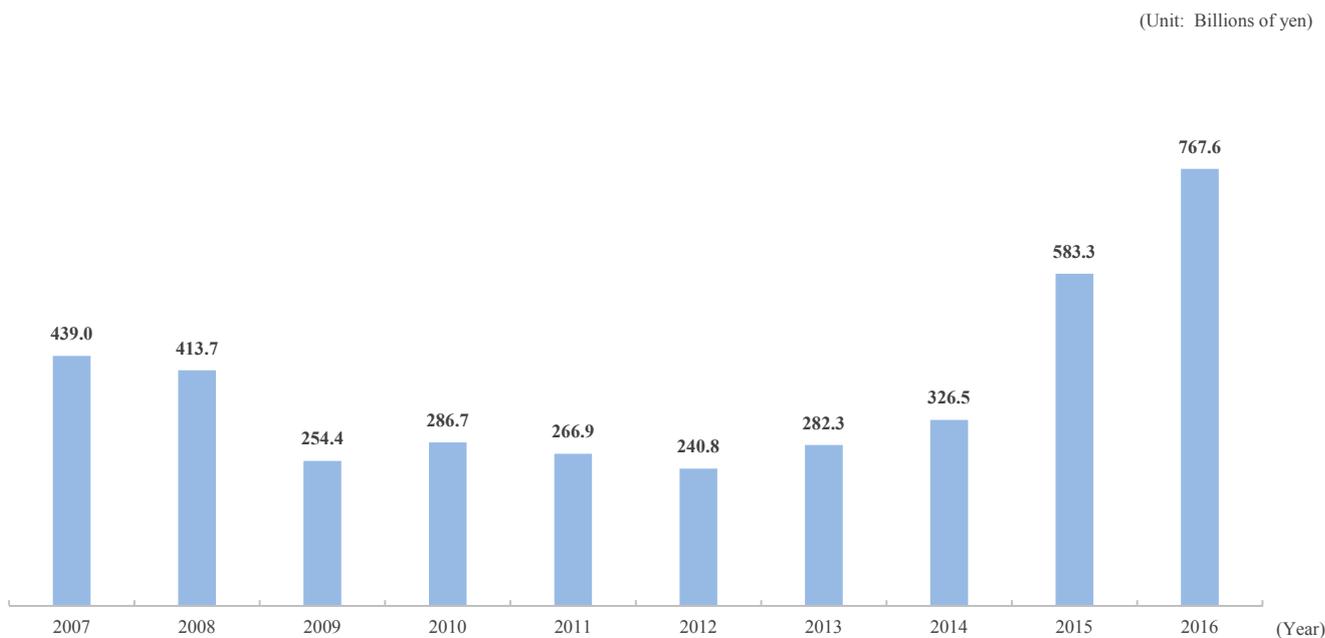
## Market scale of animation industry

The data is based on *Fluctuations in Japan's animation market* by The Association of Japanese Animation, updated every April  
 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.)



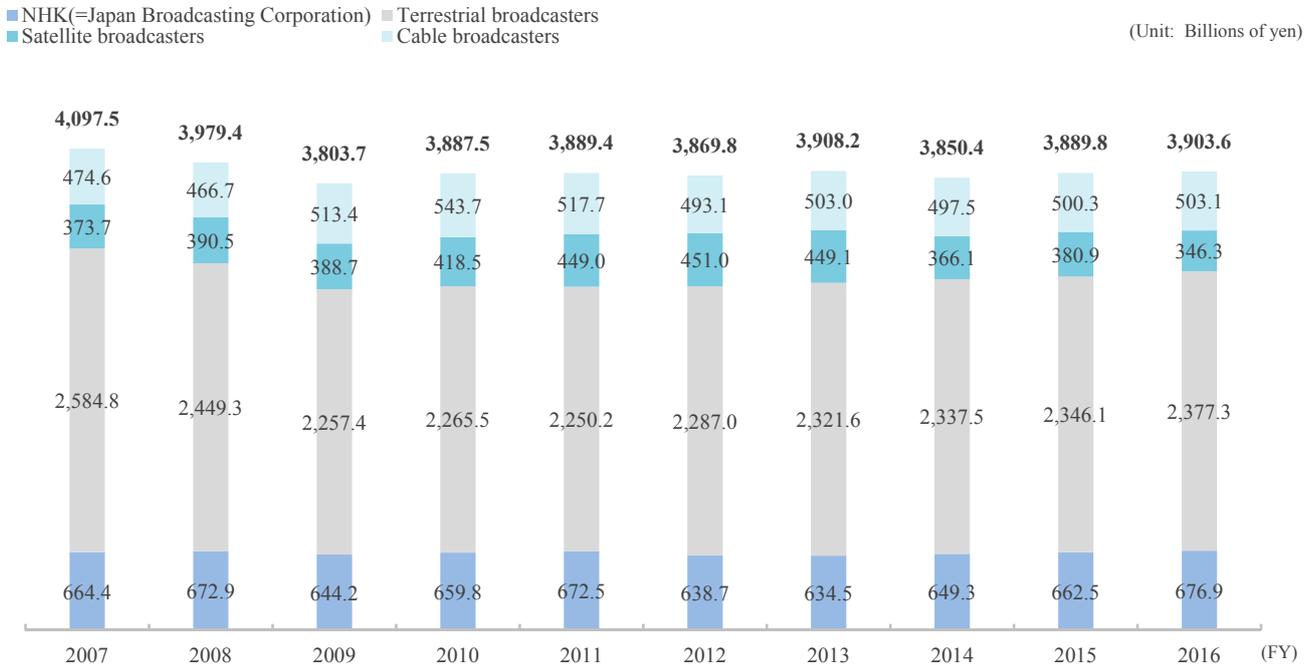
## Overseas sales of Japanese animation industry market

The data is based on *Anime Industry Report 2017* by The Association of Japanese Animation



# Market scale of broadcasting industry

The data is based on *Status of Revenues and Expenses of Private Broadcasters in FY2016* by Information and Communications Bureau, the Ministry of Internal Affairs and Communications, updated every September

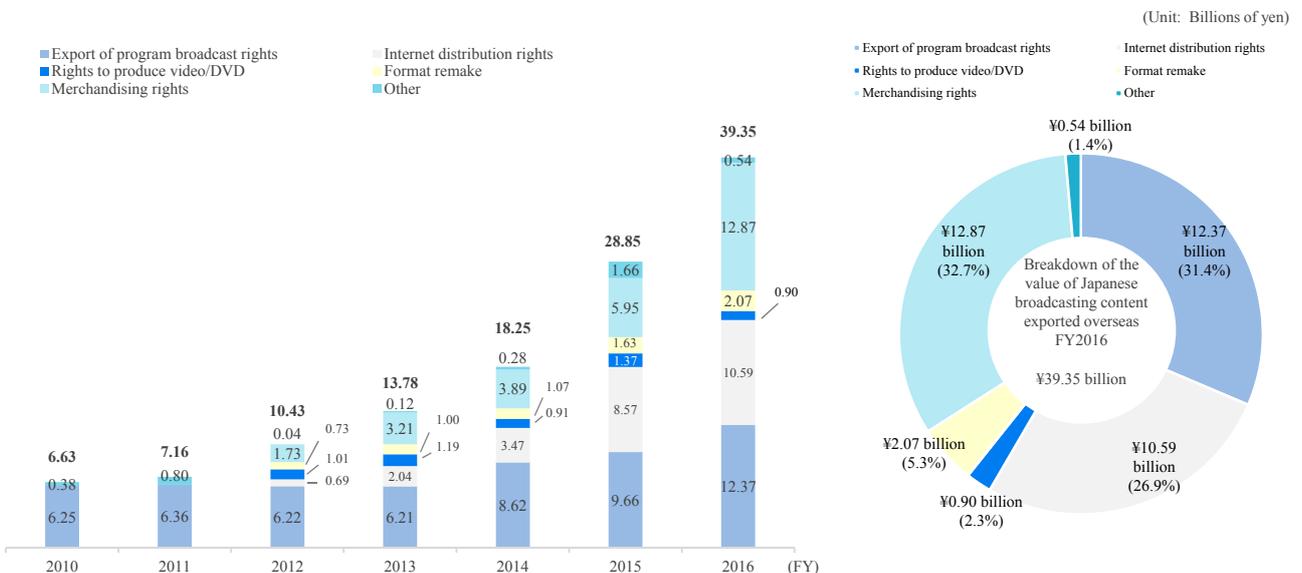


# Overseas development of Japanese broadcasting contents (updated)

The data is based on *Analysis of the Current Overseas Expansion of Broadcasting Content (FY2016)* by Information and Communications Bureau, the Ministry of Internal Affairs and Communications

According to the *Analysis of the Current Overseas Expansion of Broadcasting Content (FY2016)*, the value of Japanese broadcasting content exported overseas has been increasing every year, and in FY2016, it reached ¥39.35 billion (approximately 5.9 times of the value in FY2010, up 36.3% 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.

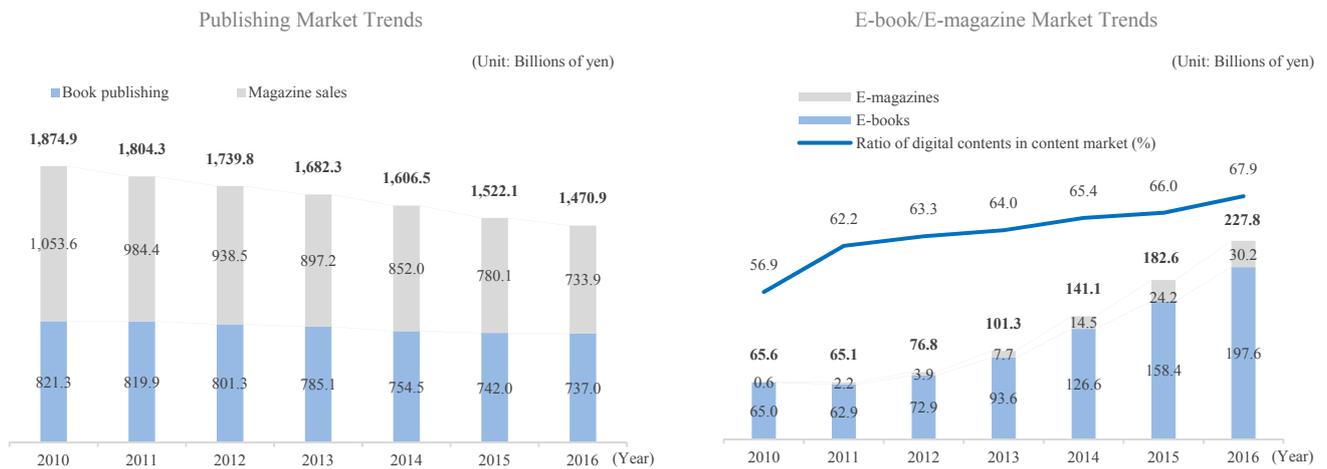


# Trends in publishing market and e-book/e-magazine market

The data is based on *White Paper on Digital Content 2017* by Digital Content Association of Japan

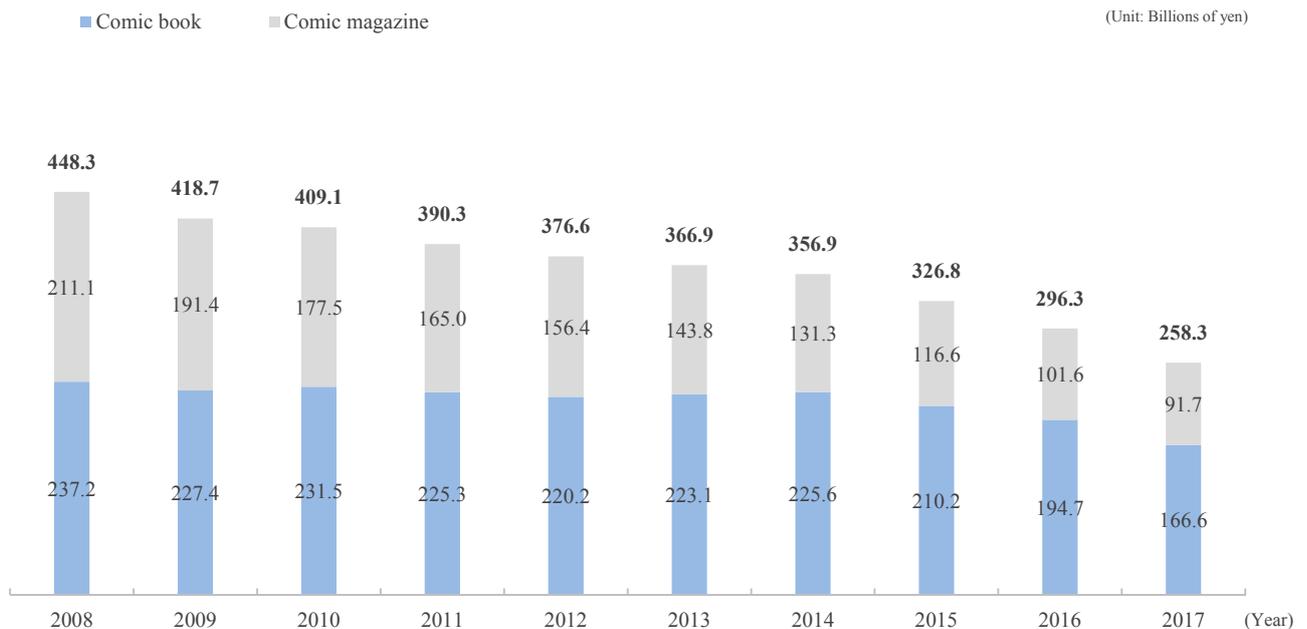
According to the *White Paper on Digital Content 2017*, book sales in 2016 decreased by 0.6% YoY, to ¥737.0 billion. Thus, the decreasing trend continued. Magazine sales also fell below book sales, decreasing for the 19th consecutive year by 5.9% YoY, to ¥733.9 billion.

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).



# Sales amount of comic book and comic magazine (updated)

The data is based on *Statistics of comic market* by All Japan Magazine and Book Publisher's Editor's Association, updated every April



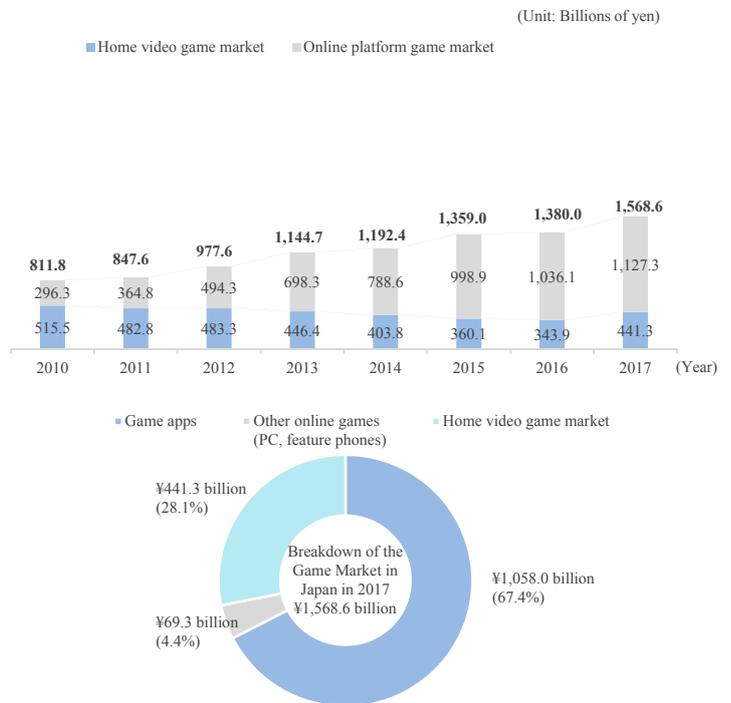
# Trends in games market (updated)

The data is based on *White Paper on Famitsu Games 2018* by Gzbrain Inc., updated every June

The *Famitsu Game White Paper 2018* states that the home video game market increased 28.3% YoY to ¥441.3 billion (total of game hardware and software) in 2017.

Meanwhile, the online platform game market (game apps for smartphones/tablets, games for feature phones, and online PC games) increased 8.8% YoY to ¥1,127.3 billion. As a result, the size of the game market in Japan reached a record-high of ¥1,568.6 billion, increased 13.7% YoY.

Within the online platform game market, the size of the game app market (game apps for smartphones/tablets, games on SNS platforms for feature phones) increased 9.2% YoY to ¥1,058.0 billion, accounting for approximately 60% of the domestic game market and helping to drive its expansion.

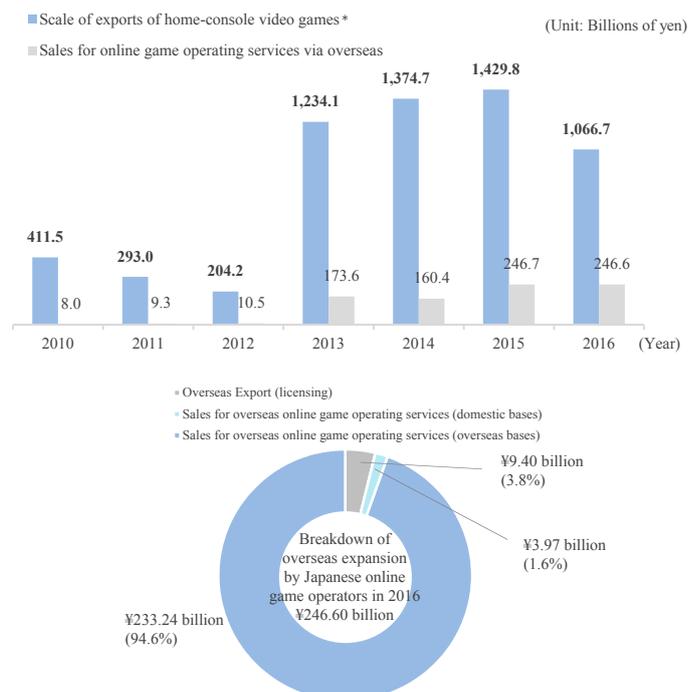


# Overseas development of Japanese game contents

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

According to the *Digital Content White Paper 2017*, 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. (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.



\* The figures from 2010 to 2012 are shipment value for overseas by Japanese companies (excluding foreign companies). The figures after 2013 includes foreign companies.

## Trends in toys market (updated)

The data is based on *Japan toy market scale data in FY2017* by The Japan Toy Association, updated every June

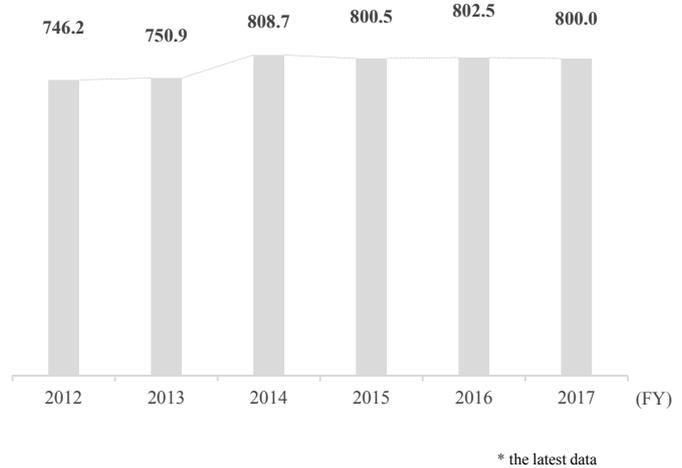
(Unit: Billions of yen)

According to the *Japan toy market scale data in FY2017*, Japanese toy market in FY2017 based on recommended retail price was 800.0 billion yen (99.7% YoY).

The market recorded the highest sales in 10 years in FY2014, with sales over ¥800 billion for the first time since FY2004, and for the following four years, sales have stayed at over ¥800 billion.

Meanwhile, in terms of peripheral categories, the domestic capsule toys market was worth ¥31.9 billion (115.2% YoY), and the candy toy market was valued at ¥43.2 billion (92.3% YoY).

Also, there are kids' and entertainment markets including TV games as peripheral categories. Although declining birth rate has been declining, the possibility of toy related market and toy industry is said to be great.

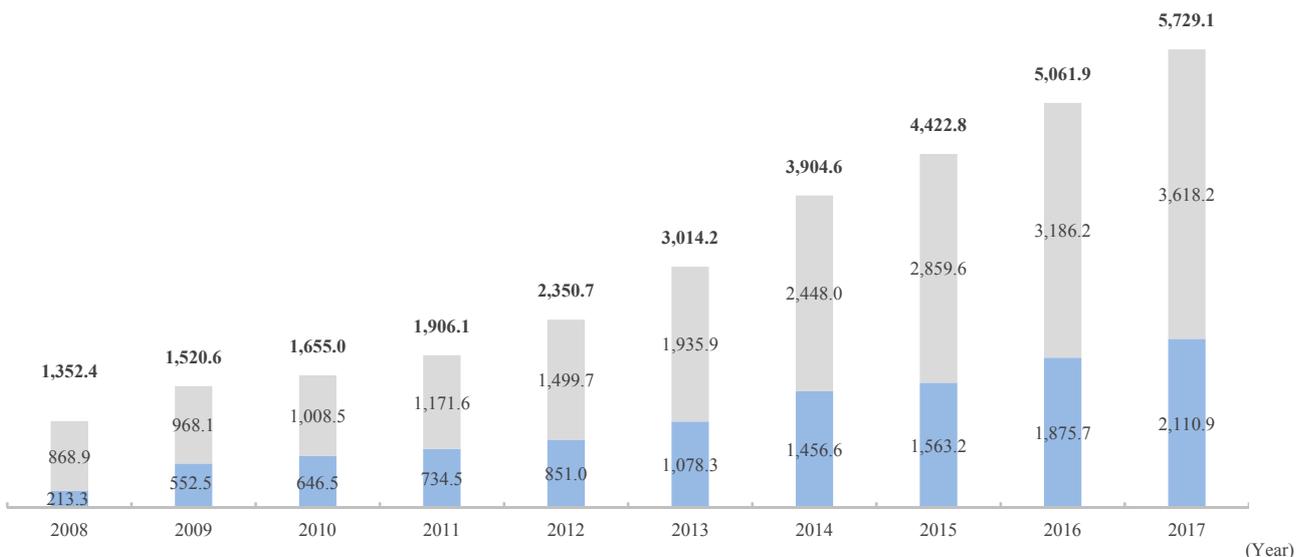


## Market scale of mobile business (updated)

The data is based on *The 2017 mobile content related markets report* by Mobile Content Forum(MCF), updated every July

■ Mobile content market ■ Mobile commerce market

(Unit: Billions of yen)





### 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.