

Q2 (Apr. 2018 – Sep. 2018)

Q2 FY3/2019

Fact Book 1

Financial, Corporate-related Data etc.

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



The Greatest Leisure for All People

FIELDS CORPORATION

TSE 1st: 2767

November 8, 2018

Financial highlights

(Unit: Millions of yen)

FY	3/2003	3/2004	3/2005	3/2006	3/2007	3/2008	3/2009	3/2010	3/2011
Net sales	61,888	(107.0) 66,211	(123.3) 81,658	(118.6) 96,814	(88.1) 85,321	(119.3) 101,818	(71.7) 73,035	(90.8) 66,342	(156.1) 103,593
Gross profit	15,992	(134.9) 21,578	(114.7) 24,752	(120.1) 29,737	(98.4) 29,248	(118.1) 34,544	(69.5) 24,024	(111.9) 26,889	(130.6) 35,129
SG&A expenses	9,211	(105.4) 9,711	(130.3) 12,655	(137.4) 17,389	(116.8) 20,303	(105.3) 21,385	(103.2) 22,063	(85.0) 18,764	(117.2) 21,993
Operating profit	6,781	(175.0) 11,866	(101.9) 12,097	(102.1) 12,348	(72.4) 8,944	(147.1) 13,158	(14.9) 1,960	(414.5) 8,124	(161.7) 13,136
Ordinary profit	7,022	(173.9) 12,209	(102.2) 12,480	(105.2) 13,127	(70.1) 9,202	(127.2) 11,705	(8.5) 991	(783.1) 7,761	(176.3) 13,684
Profit attributable to owners of parent	3,524	(187.9) 6,620	(104.6) 6,926	(102.3) 7,085	(52.4) 3,710	(142.7) 5,296	(-) (1,481)	(-) 3,289	(228.6) 7,520
Capital stock	1,295	1,295	7,948	7,948	7,948	7,948	7,948	7,948	7,948
Net assets	8,752	14,507	33,426	39,411	42,836	46,331	39,496	41,187	47,021
Total assets	17,090	37,115	72,584	87,556	66,081	69,168	52,064	81,329	78,971
Cash flows from operating activities	3,316	851	2,965	6,164	5,293	11,127	4,147	8,429	8,005
Cash flows from investing activities	(2,253)	(3,190)	(5,257)	(2,224)	(4,772)	(14,604)	(6,182)	(1,011)	(4,356)
Cash flows from financing activities	(2,454)	2,029	10,177	(1,540)	1,488	(1,384)	602	(2,687)	(3,915)
Cash and cash equivalents at end of period	5,739	5,437	13,326	15,777	17,819	12,693	11,181	15,906	15,632

(Unit: Yen)

Indicators per share	3/2003	3/2004	3/2005	3/2006	3/2007	3/2008	3/2009	3/2010	3/2011
Net assets per share	268,600	89,305	96,026	113,275	118,487	128,201	117,326	123,645	140,853
Annual dividend per share	10,000	24,000	4,000	4,000	4,000	4,500	4,500	4,500	5,000
Commemorative	-	10,000	-	-	-	500	-	-	-
Interim	-	10,000	2,000	2,000	2,000	2,000	2,000	2,000	2,500
Year-end	-	4,000	2,000	2,000	2,000	2,000	2,500	2,500	2,500
Profit per share	117,233	40,465	19,888	20,118	10,692	15,263	(4,271)	9,796	22,643

(Unit: %)

Management indicators	3/2003	3/2004	3/2005	3/2006	3/2007	3/2008	3/2009	3/2010	3/2011
Shareholders' equity ratio	51.2	39.1	46.0	45.0	62.2	64.3	75.8	50.5	59.2
Return on equity (ROE)	55.9	56.9	28.9	19.5	9.2	12.4	(3.5)	8.2	17.1
Return on assets (ROA)	39.3	45.0	22.8	16.4	12.0	17.3	1.6	11.6	17.1
Payout ratio *1	7.9	20.1	20.7	20.3	37.4	29.5	-	45.9	22.1

Other	3/2003	3/2004	3/2005	3/2006	3/2007	3/2008	3/2009	3/2010	3/2011
Total number of shares issued and outstanding (shares)	*2 32,300	*2 161,500	347,000	347,000	347,000	347,000	347,000	347,000	347,000
Treasury 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	H1 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	(51.2) 18,041
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	(55.5) 3,852
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	(79.8) 7,759
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)	(-) (3,906)
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)	(-) (4,062)
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)	(-) (3,251)
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	32,493
Total assets	93,601	106,628	104,869	110,316	92,478	80,397	72,336	61,346
Cash flows from operating activities	10,015	13,570	16,322	(9,086)	13,353	(7,319)	(1,094)	(4,177)
Cash flows from investing activities	(4,798)	(6,263)	(8,018)	(6,297)	(2,191)	(3,927)	4,399	1,652
Cash flows from financing activities	(2,565)	(2,277)	(2,018)	1,624	5,214	2,136	(2,021)	(531)
Cash and cash equivalents at end of period	18,284	23,309	29,583	15,823	32,200	23,090	24,373	21,318

(Unit: Yen)

Indicators per share	3/2012	3/2013	3/2014	3/2015	3/2016	3/2017	3/2018	H1 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	963.59
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)	(97.98)

(Unit: %)

Management indicators	3/2012	3/2013	3/2014	3/2015	3/2016	3/2017	3/2018	H1 3/2019
Shareholders' equity ratio	54.6	51.2	55.6	53.9	62.0	52.5	48.4	52.1
Return on equity (ROE)	12.2	8.9	9.5	5.1	0.2	(25.1)	(19.9)	(9.7)
Return on assets (ROA)	10.0	10.3	9.2	5.1	1.4	(10.5)	(6.8)	(6.1)
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	H1 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	1,375

*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 taken into account a stock split.

Source: FIELDS

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*PS: pachinko and pachislot

1. Highlights for the H1 of FY3/2019

P.6 Consolidated P/L statement

P.7 Consolidated B/S

P.8 Consolidated cash flows

Consolidated P/L statement

(Unit: Millions of yen)

FY	3/2017		3/2018		3/2019	
	H1	Full-year	H1	Full-year	H1	Full-year
Net sales	(53.0) 26,659 [100.0]	(81.2) 76,668 [100.0]	(132.1) 35,213 [100.0]	(79.6) 61,055 [100.0]	(51.2) 18,041 [100.0]	(155.6) 95,000 [100.0]
Gross profit	(37.4) 5,186 [19.5]	(69.2) 17,641 [23.0]	(133.9) 6,944 [19.7]	(76.0) 13,400 [21.9]	(55.5) 3,852 [21.4]	(126.9) 17,000 [17.9]
SG&A expenses	(95.8) 11,461 [43.0]	(95.6) 23,015 [30.0]	(84.8) 9,724 [27.6]	(83.2) 19,138 [31.3]	(79.8) 7,759 [43.0]	(78.4) 15,000 [15.8]
Advertising expenses	1,901	3,904	1,143	2,059	425	-
Salaries	3,076	6,033	2,882	5,639	2,621	-
Business consignment expenses	1,102	2,232	996	1,851	612	-
Depreciation	608	1,221	518	1,060	407	-
Rents	1,031	1,981	893	1,793	802	-
Amortization of goodwill	160	322	163	322	155	-
Other	3,583	7,322	3,129	6,414	2,737	-
Operating profit (loss)	(-) (6,275) [-]	(-) (5,374) [-]	(-) (2,780) [-]	(-) (5,738) [-]	(-) (3,906) [-]	(-) 2,000 [2.1]
Ordinary profit (loss)	(-) (6,828) [-]	(-) (9,068) [-]	(-) (3,288) [-]	(-) (5,204) [-]	(-) (4,062) [-]	(-) 2,500 [2.6]
Profit (loss) attributable to owners of parent	(-) (4,856) [-]	(-) (12,483) [-]	(-) (3,289) [-]	(-) (7,691) [-]	(-) (3,251) [-]	(-) 1,500 [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 Sep. 2018	Increase/ decrease	Factors
Cash and deposits	23,190	24,473	21,418	(3,055)	
Notes and accounts receivable - trade	12,727	7,019	4,239	(2,780)	
Electronically recorded monetary claims - operating	2,108	1,097	742	(355)	
Inventories	1,425	4,093	2,863	(1,230)	
Other	6,479	5,554	3,933	(1,621)	
Allowance for doubtful accounts	(73)	(61)	(47)	14	
Total current assets	45,856	42,175	33,148	(9,027)	Decrease in cash and deposits, notes and accounts receivable - trade
Land	7,206	1,873	1,773	(100)	
Other	3,160	3,406	3,044	(362)	
Total property, plant and equipment	10,366	5,279	4,817	(462)	Decrease in buildings and structures
Goodwill	1,007	662	506	(156)	
Other	1,462	723	404	(319)	
Total intangible assets	2,469	1,385	910	(475)	Decreases in software
Investment securities	8,223	6,773	6,127	(646)	
Long-term loans receivable	8,156	11,781	11,503	(278)	
Other	5,470	5,497	5,375	(122)	
Allowance for doubtful accounts	(144)	(556)	(535)	21	
Total investments and other assets	21,705	23,495	22,470	(1,025)	Decrease in sales of investment securities and long-term loans receivable
Total non-current assets	34,540	30,160	28,197	(1,963)	
Total assets	80,397	72,336	61,346	(10,990)	
Notes and accounts payable - trade	12,792	11,358	4,239	(7,119)	
Short-term loans payable	281	4,151	5,089	938	
Income taxes payable	126	171	171	-	
Current portion of long-term loans payable	2,600	2,580	2,540	(40)	
Other	4,676	4,220	3,877	(343)	
Total current liabilities	20,475	22,480	15,916	(6,564)	Decrease in notes and accounts payable-trade
Long-term loans payable	12,607	9,427	8,177	(1,250)	
Other	4,087	4,919	4,759	(160)	
Total non-current liabilities	16,694	14,346	12,936	(1,410)	Decrease in long-term loans payable
Total liabilities	37,170	36,827	28,852	(7,975)	
Capital stock	7,948	7,948	7,948	-	
Capital surplus	7,994	7,579	7,579	-	
Retained earnings	30,035	20,684	17,267	(3,417)	
Treasury shares	(1,821)	(1,821)	(1,821)	-	
Total shareholders' equity	44,156	34,391	30,973	(3,418)	
Valuation difference on available-for-sale securities	(1,836)	669	1,032	363	
Accumulated other comprehensive income	(1,930)	617	1,001	384	
Non-controlling interests	1,002	500	518	18	
Total net assets	43,227	35,509	32,493	(3,016)	Decrease in retained earnings
Total liabilities and net assets	80,397	72,336	61,346	(10,990)	

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

Source: FIELDS

Consolidated cash flows

(Unit: Millions of yen)

FY	3/2018		3/2019	
	H1	Full-Year	H1	Factors
Cash flows from operating activities	(912)	(1,094)	(4,177)	<ul style="list-style-type: none"> • Loss before income taxes (3,135) • Decrease in notes and accounts receivable-trade 3,042 • Decrease in inventories 1,286 • Decrease in notes and accounts payable-trade (6,610) • Loss on sales of shares of subsidiaries and associates (1,348)
Cash flows from investing activities	4,905	4,399	1,652	<ul style="list-style-type: none"> • Proceeds from sales of shares of subsidiaries and associates 1,800 • Proceeds from sales of investment securities 528
Cash flows from financing activities	(419)	(2,021)	(531)	<ul style="list-style-type: none"> • Increase in short-time loans payable 938 • Repayments of long-term loans payable (1,290) • Cash dividends paid (168)
Effect of exchange rate change on cash and cash equivalents	(0)	(0)	0	
Net increase (decrease) in cash and cash equivalents	3,573	1,282	(3,055)	
Cash and cash equivalents at beginning of period	23,090	23,090	24,373	
Cash and cash equivalents at end of period	26,663	24,373	21,318	

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 flows (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	9,111			
Gross profit	2,487	2,699	4,852	7,603	17,641	1,961	4,983	3,775	2,681	13,400	1,421	2,431			
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	3,604			
Operating profit (loss)	(2,997)	(3,278)	(1,119)	2,020	(5,374)	(2,902)	122	(832)	(2,126)	(5,738)	(2,733)	(1,173)			
Ordinary profit (loss)	(3,241)	(3,587)	(1,117)	(1,123)	(9,068)	(3,055)	(233)	(570)	(1,346)	(5,204)	(2,755)	(1,307)			
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)	(294)			

(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	12,927			
Pachislot machines	12,105	16,236	24,346	35,283	87,970	12,571	56,668	8,053	18,387	95,679	3,341	6,863			
Total (machines)	36,782	36,271	57,638	112,893	243,584	27,102	72,391	47,224	44,740	191,457	23,236	19,790			

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)

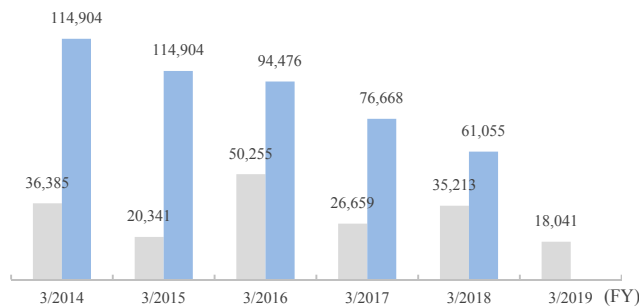
FY	3/2013	3/2014	3/2015	3/2016	3/2017	3/2018
Net sales	97,301	103,572	87,221	83,829	64,155	50,570
Gross profit	29,341	30,592	24,976	21,311	14,075	8,888
SG & A expenses	19,317	21,065	21,146	20,958	19,761	15,934
Operating profit (loss)	10,023	9,527	3,829	353	(5,685)	(7,045)
Ordinary profit (loss)	10,219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

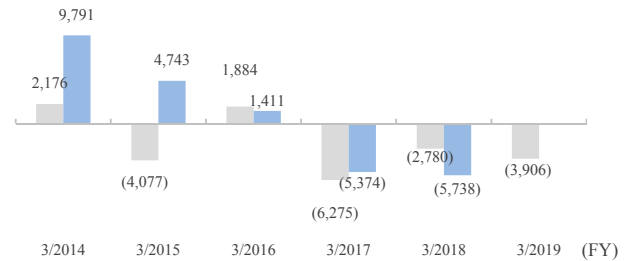
Change in financial results (graph)

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

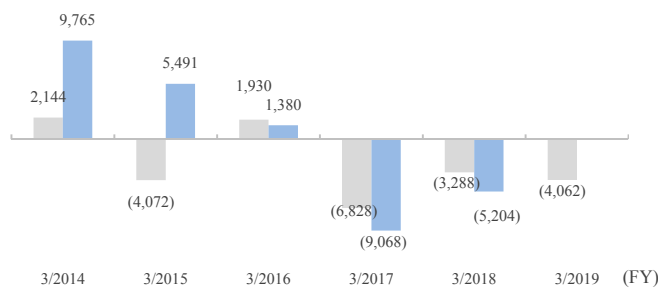
Net sales



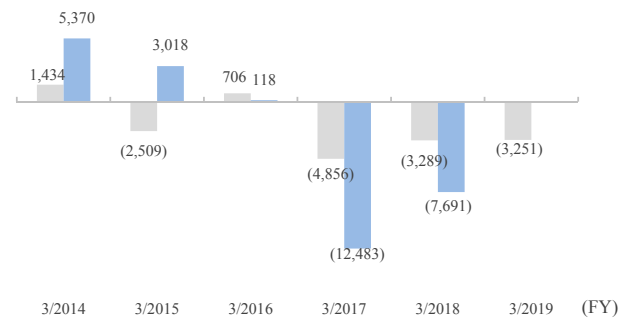
Operating profit (loss)



Ordinary profit (loss)



Profit (loss) attributable to owners of parent

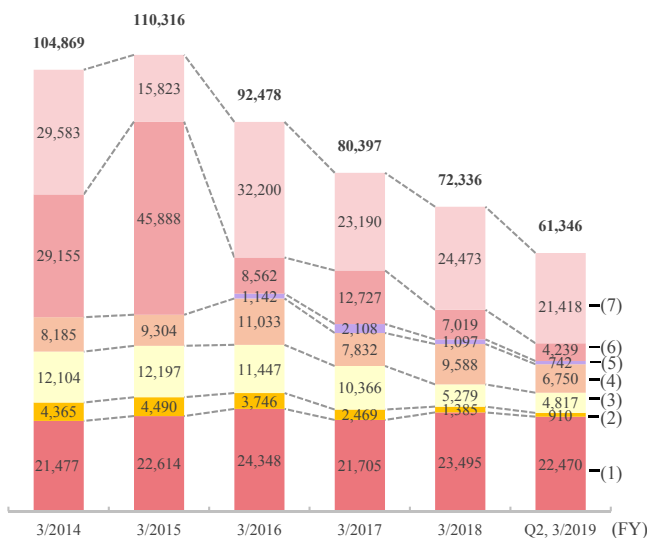


Change in assets/liabilities, net assets (graph)

Source: FIELDS

Change in assets

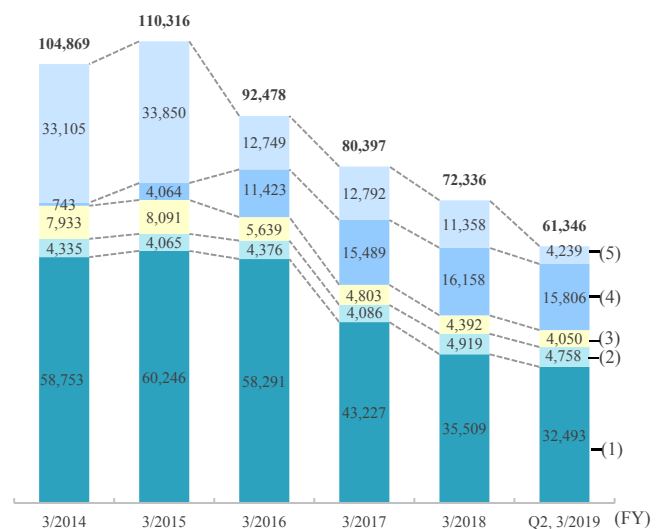
- (1) Investments and other assets
- (2) Intangible assets
- (3) Property, plant and equipment
- (4) Other current assets
- (5) Electronically recorded monetary claims - operating
- (6) Notes and accounts receivable - trade
- (7) Cash and deposits



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.

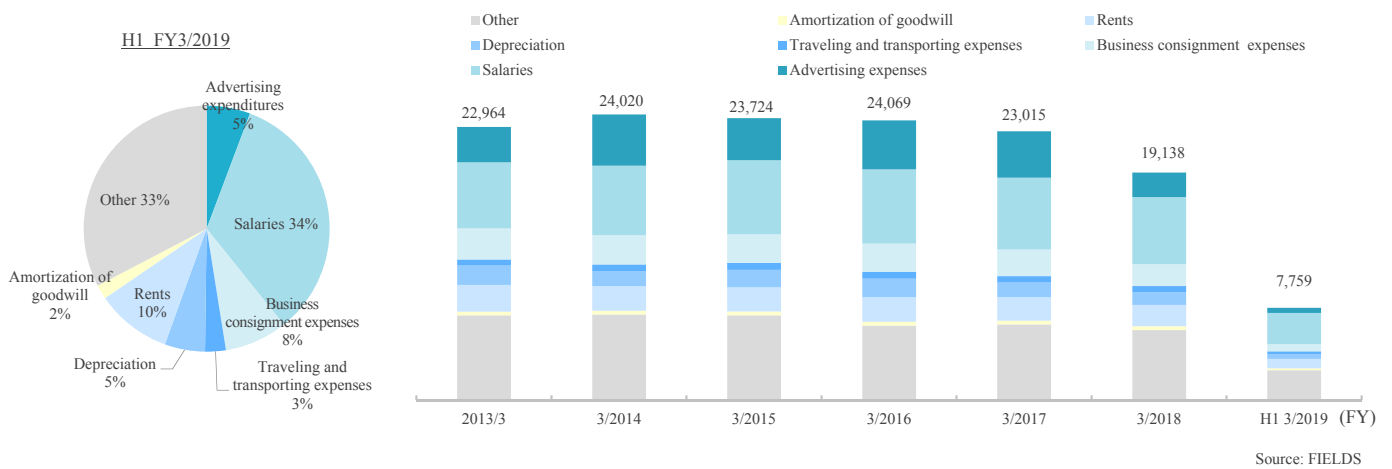
Source: FIELDS

Change in SG&A expenses (graph)

(Unit: Millions of yen)

FY	3/2014	3/2015	3/2016	3/2017	3/2018	H1 3/2019
Advertising expenses	4,305	3,541	4,118	3,904	2,059	425
Salaries	5,859	6,222	6,248	6,033	5,639	2,621
Provision for bonuses	285	306	231	222	137	104
Provision for directors' bonuses	230	282	191	-	9	3
Business consignment expenses	2,451	2,394	2,370	2,232	1,851	612
Traveling and transportation expenses	551	598	573	542	520	224
Depreciation	1,268	1,474	1,547	1,221	1,060	407
Rents	2,062	2,022	2,072	1,981	1,793	802
Provision of allowance for doubtful accounts	(3)	3	1	42	236	(4)
Retirement benefit expenses	6	118	125	149	132	69
Amortization of goodwill	323	325	326	322	322	155
Other	6,683	6,439	6,267	6,367	5,380	2,341
Total SG&A expenses	24,020	23,724	24,069	23,015	19,138	7,759

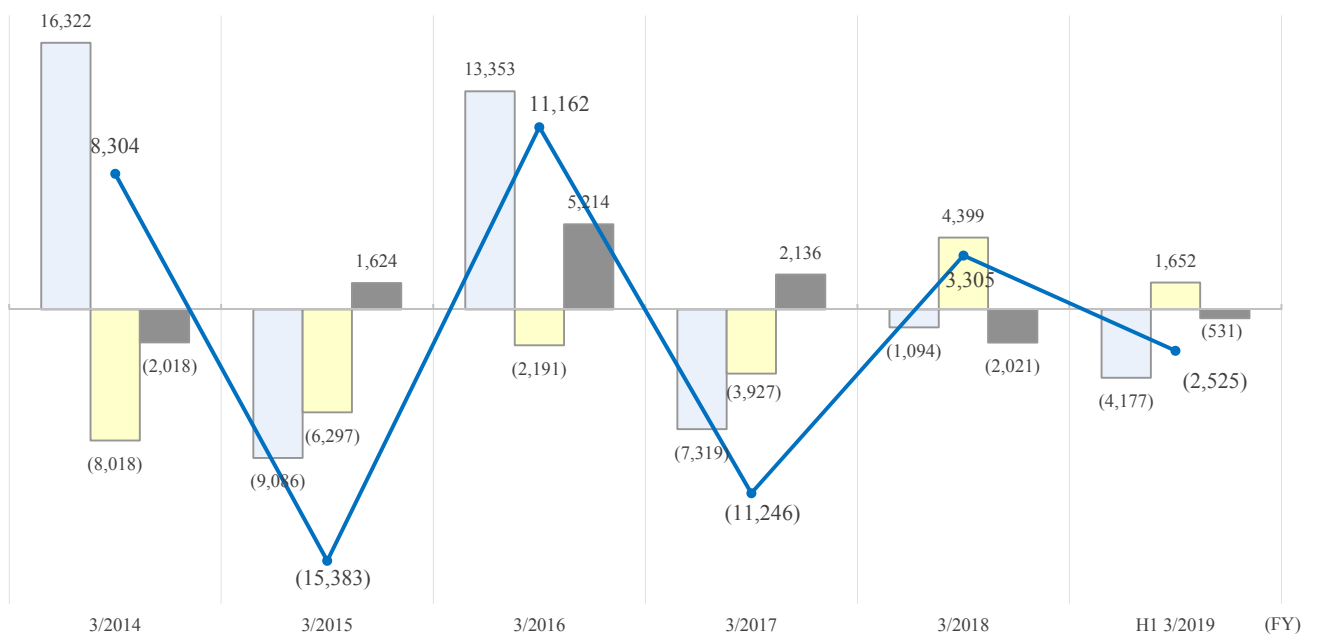
* Other is calculated on this sheet above.



Source: FIELDS

Change in free cash flows (graph)

CF from operating activities CF from investing activities CF from financing activities Free CF* (Unit: Millions of yen)



* Free CF: Cash flows 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

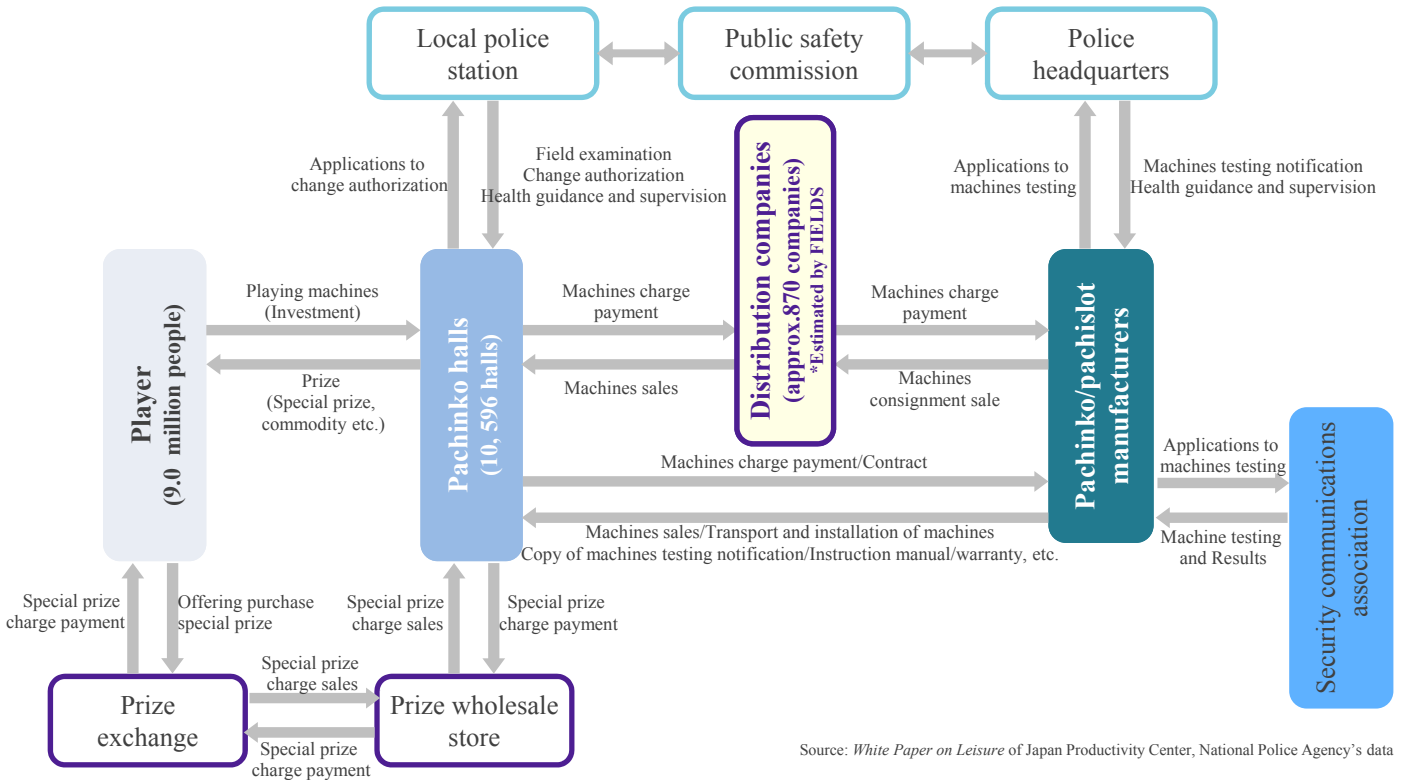
- P.17 Main PS machines titles from FY3/2018 to FY3/2019

- P.18 History of PS general sales: unit sales by affiliated manufacturer

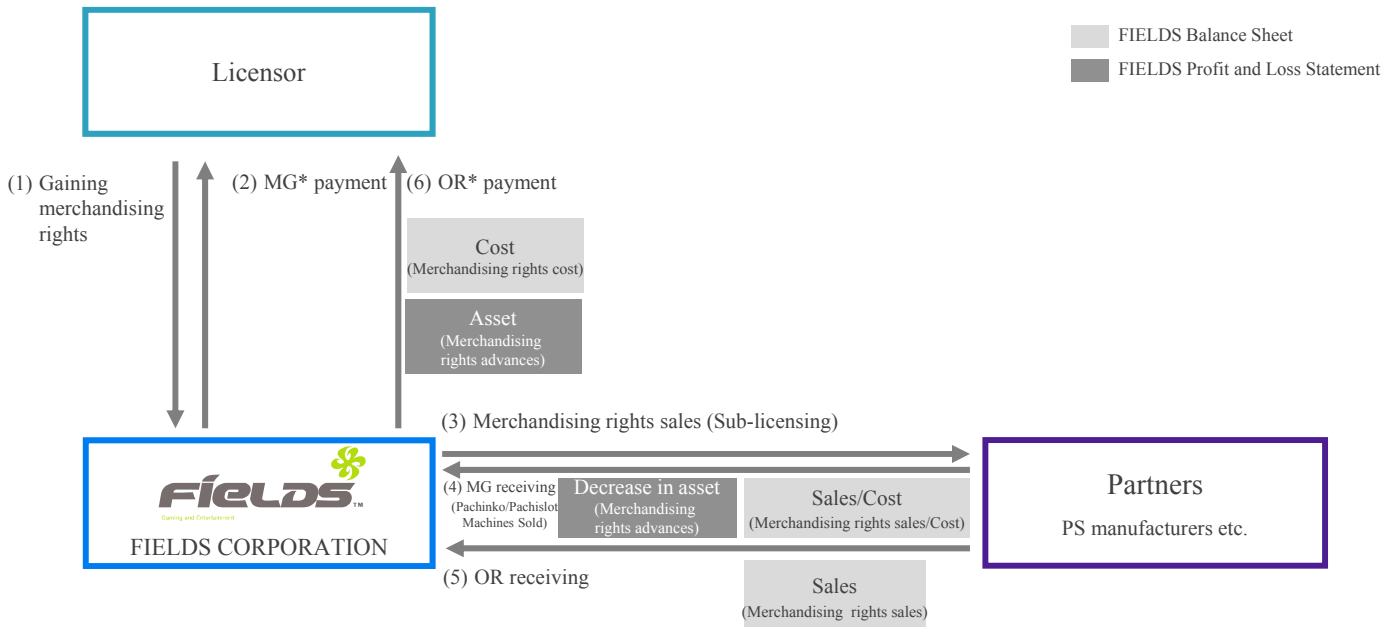
- P.20 History of PS general sales: unit sales by title

- 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.

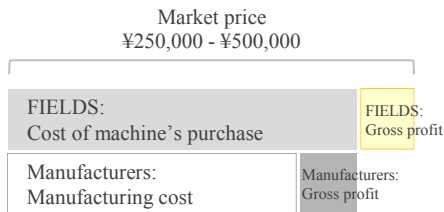
Source: FIELDS

Accounting method of PS machines sales

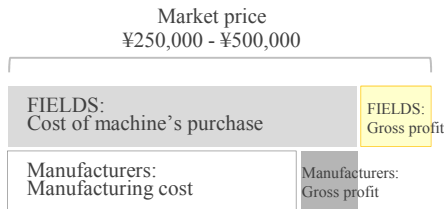
Distribution sales (sales and profit by purchase of machines)

Pachinko and Pachislot machines

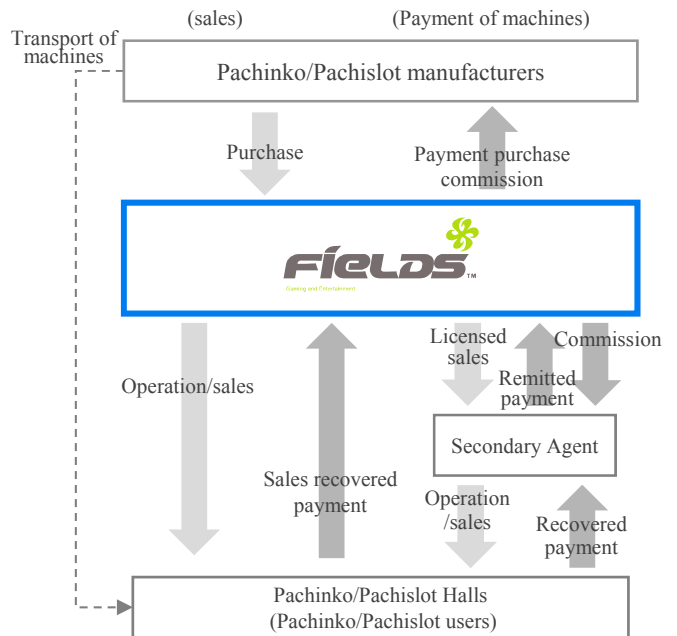
Pachinko machine sales: Cost, gainsharing (per machine)



Pachislot machine sales: Cost, gainsharing (per machine)



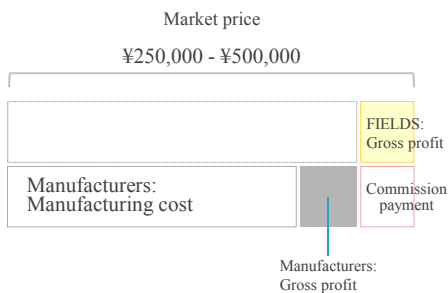
Method of machine's recovered payment



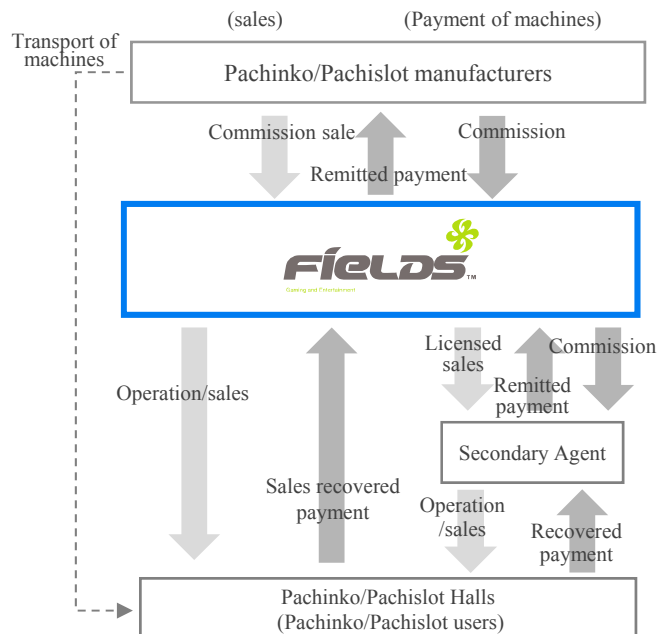
Agency sales (Sales and profit by commission)

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

(As of September 30, 2018)

	Manufacturer	History of alliance	Main titles *3	
			Pachinko	Pachislot
Alliance Manufacturer	<p>SANKYO Group Bisty</p>  <p>Cumulative unit sales of manufacturer P: 2,400,000 machines S: 759,000 machines</p>	<ul style="list-style-type: none"> 2003 Signed a Basic Sales and Purchase Agreement with Bisty Co., Ltd. 	<p>CR Drum ☆ EVANGELION PINK</p> 	<p>Neon Genesis Evangelion - to You the Sincerity 2</p> 
	<p>KYORAKU SANGYO Group</p>  <p>Cumulative unit sales of manufacturer P: 223,000 machines S: 7,000 machines</p>	<ul style="list-style-type: none"> 2008 Formed alliance with KYORAKU SANGYO 2012 Exclusive sales of OK!! brand machines began 2015 Signed a Basic Sales and Purchase Agreement with OK Co., Ltd. 	<p>Pachinko Onimusha: Dawn of Dreams Super Souken</p> 	<p>PACHI-SLOT ULTRASEVEN</p> 
	<p>Daiichi Group D-light</p>  <p>Cumulative unit sales of manufacturer P: 32,000 machines S: 15,000 machines</p>	<ul style="list-style-type: none"> 2013 Formed alliance with D-light Co., Ltd. 2015 Formed alliance with Daiichi Shokai Co., Ltd 	<p>CR INUYASHA JUDGEMENT∞(infinity)</p> 	<p>Pachislot The Ambition of Oda Nobuna</p> 
	<p>CAPCOM Group Enterrise</p>  <p>Cumulative unit sales of manufacturer S: 297,000 machines</p>	<ul style="list-style-type: none"> 2009 Formed alliance with Enterrise Co., Ltd. Exclusive sales of its brand machines began 	-	<p>STREET FIGHTER V PACHISLOT EDITION</p> 
Affiliate	<p>NANASHOW</p>  <p>38.9% *2</p> <p>Cumulative unit sales of manufacturer P: 4,000 machines S: 52,000 machines</p>	<ul style="list-style-type: none"> 2014 Formed alliance with NANASHOW Corporation 	<p>CR ULTIMATE JUDGEMENT</p> 	<p>Pachislot LORD of VERMILION Re:</p> 
Cooperative Manufacturer	<p>SEGA SAMMY Group Sammy/RODEO</p>  <p>Cumulative unit sales of manufacturer S: 1,386,000 machines</p>	<ul style="list-style-type: none"> 2000 Formed alliance with RODEO Co., Ltd. 2001 Exclusive sales of RODEO brand machines began 2002 RODEO Co., Ltd. became the affiliate 2017 Signed a Basic Sales and Purchase Agreement with Sammy Corporation Closed relationship of other related company of FIELDS with RODEO Co., Ltd. 	-	<p>Pachislot Ys I & II</p> 
Consolidated Subsidiary	<p>Spiky *1</p>  <p>100.0% *2</p> <p>Cumulative unit sales of manufacturer S: 12,000 machines</p>	<ul style="list-style-type: none"> 2015 Spiky Corporation became the subsidiary 	-	<p>Resident Evil INTO THE PANIC</p> 
	<p>CROSSALPHA</p>  <p>100.0%*2</p>	<ul style="list-style-type: none"> 2015 K.K. Aristocrat Technologies (now K.K. CROSSALPHA) became the subsidiary 	-	-

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

*2 The figures indicate investment ratio.

*3 The "main titles" indicate the titles announced as of October 31, 2018.

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

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


* A reworking of calculation method is attempted for some titles.

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©CAPCOM CO., LTD. ©CAPCOM U.S.A., INC. ALL RIGHTS RESERVED
©NANASHOW ©2012-2018 SQUARE ENIX CO., LTD. All Rights Reserved. ©NANASHOW
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©Spiky ©NANASHOW

Source: FIELDS

Main PS machines from FY3/2018 to FY3/2019

(As of October 31, 2018)

Pachinko machines		FY	Pachislot machines																									
<Q1-Q2>		3/2018	<Q1-Q4>																									
			Launch of 19 pachislot titles <table border="1"> <tr> <td>DAXEL</td> <td>2 titles</td> <td>D-light</td> <td>2 titles</td> </tr> <tr> <td>Enterrise</td> <td>2 titles</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>3 titles</td> <td>OK!!</td> <td>1 title</td> </tr> <tr> <td>Spiky</td> <td>1 title</td> <td>KYORAKU</td> <td>1 title</td> </tr> <tr> <td>Bisty</td> <td>2 titles</td> <td></td> <td></td> </tr> </table>		DAXEL	2 titles	D-light	2 titles	Enterrise	2 titles	MIZUHO	2 titles	EXCITE	1 title	RODEO	2 titles	NANASHOW	3 titles	OK!!	1 title	Spiky	1 title	KYORAKU	1 title	Bisty	2 titles		
DAXEL	2 titles		D-light	2 titles																								
Enterrise	2 titles		MIZUHO	2 titles																								
EXCITE	1 title		RODEO	2 titles																								
NANASHOW	3 titles	OK!!	1 title																									
Spiky	1 title	KYORAKU	1 title																									
Bisty	2 titles																											
<Q3>		 <p>© 赤塚不二夫/ひさる © 松浦健介/FWD © NANASHOW © CAPCOM CO., LTD. ALL RIGHTS RESERVED © 2017 MARVEL. OK!! © 2010 水曜日手塚/ 徳川園遊会/ 新大塚発見部フォルテ/DAXELぬいごい協力/ GOOD SMILE COMPANY © 2014 Project CH © DAXEL. ぬいごい協力/GOOD SMILE COMPANY © CAPCOM CO., LTD. ALL RIGHTS RESERVED © 陸奥一部 原田英夫・原田英夫 NSP1990 原稿許諾権YSY-429 © エニックス/エニックス © NANASHOW © 2012 春日かかげ/SB クエスト/ 原田英夫の野望製作委員会 © 2017 MARVEL © 2012 CPH Licensed by Kiron Music © UNIVERSAL ENTERTAINMENT © MIZUHO © 2012-2018 SQUARE ENIX CO., LTD. All Rights Reserved © UNIVERSAL ENTERTAINMENT © MIZUHO © Sammy © Nihon Falcom Corporation © Sammy © SHIBUYA PRODUCTIONS OK!! © 2006, 2010 広江礼威・小学館/BLACK LAGOON 製作委員会 © Khara /Project Eva. © HIROYA OKU/SHUEISHA-GHROYA OKU/SHUEISHA-GANTZ-O Project © Spiky © NANASHOW Manufactured by Spiky Corporation Developed by NANASHOW Corporation</p>																										
<Q4>		<p>© 2012-2017 SQUARE ENIX CO., LTD. All Rights Reserved. © UNIVERSAL ENTERTAINMENT © MIZUHO</p> <p>© SUNRISE /PROJECT GEASS Character Design © 2006 CLAMP/ST © SUNRISE /PROJECT GEASS Character Design © 2006 CLAMP/ST © BANDAI NAMCO Entertainment Inc.</p>																										
<Q1>		<Q1>																										
<p>October Bisty CR EVANGELION 2018 model 36,000 machines</p> <p>© Khara © Bisty</p>		<p>June Developed by NANASHOW PACHISLOT Tengen Toppa Gurren Lagann -KIWAME-</p> <p>© GAINAX・中島かずみ/アフレックス・KONAMI・テレビ東京・電通 © GAINAX・中島かずみ/中島かずみ/アフレックス・制作委員会 © Spiky © NANASHOW Manufactured by Spiky Corporation Developed by NANASHOW Corporation</p>																										
<p>January MIZUHO CR Yu-Gi-Sei Million Arthur</p> <p>February Bisty CR CODE GEASS Lelouch of the Rebellion -Emperor Road- 10,000 machines</p>		<p>June D-light CR INUYASHA JUDGEMENT<(infinity)></p> <p>© 高橋留美子/小学館・読売テレビ・サンライズ 2000&2009</p>																										
<p>August Bisty CR Drum ☆ EVANGELION PINK</p> <p>© Khara</p>		<p>July Enterrise STREET FIGHTER V PACHISLOT EDITION</p> <p>© CAPCOM CO., LTD. © CAPCOM U.S.A., INC. ALL RIGHTS RESERVED.</p>																										
<p>November NANASHOW CR ULTIMATE JUDGEMENT On sale</p> <p>© NANASHOW</p>		<p>August Developed by NANASHOW Pachislot Hananchu</p> <p>© Spiky © NANASHOW Manufactured by Spiky Corporation Developed by NANASHOW Corporation</p>																										
<p>November KYORAKU SANGYO Pachinko Onimusha: Dawn of Dreams Super Souken On sale</p> <p>© CAPCOM CO., LTD. ALL RIGHTS RESERVED. OK!! Manufactured by KYORAKU SANGYO</p>		<p>September Developed by Enterrise PACHISLOT ROCKMAN Ability</p> <p>© CAPCOM CO., LTD. ALL RIGHTS RESERVED. © Spiky Manufactured by Spiky Corporation Developed by Enterrise Co., Ltd.</p>																										
<p>November NANASHOW Pachislot Mach GoGoGo On sale</p> <p>© Tatsunoko Production © NANASHOW</p>		<p>November Developed by Enterrise Resident Evil INTO THE PANIC On sale</p> <p>© CAPCOM CO., LTD. ALL RIGHTS RESERVED. © Spiky Manufactured by Spiky Corporation Developed by Enterrise Co., Ltd.</p>																										
<p>Winter NANASHOW Pachislot LORD of VERMILION Re: On sale</p> <p>© 2007-2018 SQUARE ENIX CO., LTD. All Rights Reserved. © NANASHOW</p>		<p>November Developed by Enterrise Resident Evil INTO THE PANIC On sale</p>																										

*The table shows the unit sales which the number of machines sold is calculated by Q2 FY3/2019.
*The unit sales less than 10,000 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 FY3/2001.

Source: FIELDS

History of pachinko general sales: unit sales by affiliated manufacturer

(As of September 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	-	-	-	-	-	-	-	-	-	-
Total	Title	-	-	-	1	4	5	5	5	4	4
	Unit sales				4,151	169,037	262,806	292,905	217,526	170,883	286,877

Source: FIELDS

History of pachislot general sales: unit sales by affiliated manufacturer

FY		3/2001	3/2002	3/2003	3/2004	3/2005	3/2006	3/2007	3/2008	3/2009	3/2010
RODEO	Title	2	4	5	6	3	2	3	5	3	2
	Unit sales	32,904	155,263	176,436	153,538	165,134	159,222	42,818	86,182	29,811	28,762
Bisty	Title	-	-	-	1	2	1	5	3	2	2
	Unit sales	-	-	-	5,622	19,053	22,952	73,714	112,439	91,204	76,179
OK!!	Title	-	-	-	-	-	-	-	-	-	-
	Unit sales	-	-	-	-	-	-	-	-	-	-
Enterrise	Title	-	-	-	-	-	-	-	-	-	1
	Unit sales	-	-	-	-	-	-	-	-	-	2,498
MIZUHO/Macy	Title	-	-	-	-	-	-	-	-	-	-
	Unit sales	-	-	-	-	-	-	-	-	-	-
NANASHOW	Title	-	-	-	-	-	-	-	-	-	-
	Unit sales	-	-	-	-	-	-	-	-	-	-
D-light	Title	-	-	-	-	-	-	-	-	-	-
	Unit sales	-	-	-	-	-	-	-	-	-	-
Total	Title	2	4	5	7	5	3	8	8	5	5
	Unit sales	32,904	155,263	176,436	159,160	184,187	182,174	116,532	198,621	121,015	107,439

*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

(As of September 30, 2018)

FY		3/2011	3/2012	3/2013	3/2014	3/2015	3/2016	3/2017	3/2018	H1 3/2019	Total
Bisty	Title	2	2	1	3	2	2	2	2	1	45
	Unit sales	236,505	181,776	48,216	111,868	159,778	90,684	98,637	56,865	11,911	2,400,425
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	5,331	56,241
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	-	9,590	32,241
Total	Title	2	2	2	5	4	7	6	3	2	61
	Unit sales	236,505	181,776	80,653	140,658	279,273	143,953	139,353	82,956	27,048	2,716,360

Source: FIELDS

History of pachislot general sales: unit sales by affiliated manufacturer

FY		3/2011	3/2012	3/2013	3/2014	3/2015	3/2016	3/2017	3/2018	H1 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	2	15
	Unit sales	16,119	7,264	47,889	72,085	24,467	42,825	57,848	22,326	4,376	297,697
MIZUHO/Macy	Title	-	-	-	1	-	-	-	2	-	3
	Unit sales	-	-	-	54,127	66	-	-	4,000	-	58,193
NANASHOW	Title	-	-	-	-	1	2	2	4	-	9
	Unit sales	-	-	-	-	20,084	14,990	6,321	10,989	-	52,384
Spiky	Title	-	-	-	-	-	-	-	1	3	4
	Unit sales	-	-	-	-	-	-	-	7,064	5,111	12,175
D-light	Title	-	-	-	-	-	3	1	2	-	6
	Unit sales	-	-	-	-	-	9,131	3,185	3,357	-	15,673
Total	Title	6	6	6	7	3	10	9	16	5	120
	Unit sales	207,890	170,838	218,314	214,479	87,203	121,287	83,795	67,698	9,504	2,594,793

* 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.

* A reworking of calculation method is attempted for some titles.

*RODEO includes the unit sales of *Kaiji 3* from GINZA Corporation released in FY3/2014. *OK!! includes the unit sales of *PACHI-SLOT ULTRASEVEN* from KYORAKU SANGYO released in FY3/2018.

Source: FIELDS

History of pachinko general sales: number of sales machines by title (FY3/2004 to Q2 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		CR A Felix the Cat	-
19		CR The Mask of Zorro	-
20		CR LOONEY TUNES BIA	-
21	3/2009	CR Mystic Blue	-
22		CR King Kong	21,000
23		CR Seven Samurai	82,000
24		CR A Morning Musume	-
25		CR A Neon Genesis Evangelion Premium Model	51,000
26	3/2010	CR Neon Genesis Evangelion—The Beginning and the End	237,000
27		CR Iron Chef	-
28		CR GTO	-
29		CR Neon Genesis Evangelion—The Angels Are Back Again YF	24,000
30		CR Shimizu no Jirocho—The Bonds of Life	11,000
31	3/2011	CR Kung Fu Panda	12,000
32		CR Evangelion—Evangelical of the beginnings Light ver.	-
33		CR Shimizu no Jirocho Light ver.	-
34		CR Evangelion—Evangelical of the Beginnings	205,000
35	3/2012	CR Evangelion 7	100,000
36		CR The story of ayumi hamasaki Sweet Version	10,000
37		CR The story of ayumi hamasaki Light Version	-
38		CR The story of ayumi hamasaki—introduction	72,000
39	3/2013	Evangelion 7 Smile Model	12,000
40		CR Sengoku BASARA 3—The Battle of Sekigahara	16,000
41		EVA Light III	16,000
42	3/2014	CR EVANGELION 8 Premium Battle	12,000
43		CR TEKKEN	18,000
44		CR EVANGELION 8	75,000
45		CR Beyond the Heavens	-
46	3/2015	CR TEKKEN LIGHT VERSION	-
47		CR EVANGELION 8 Extreme Battle	20,000
48		CR ayumi hamasaki 2	23,000
49		CR EVANGELION 9	103,000
50		CR EVANGELION 9 Premium Amadigi ver.	13,000
51		CR EVANGELION 9 Middle ver.	-
52	3/2016	CR EVANGELION 9 Type zero ver.	-
53		CR Martian Successor NADESICO	-
54		CR EVANGELION X	53,000
55		CR EVANGELION 9 Type zero 199 ver.	-
56		CR Martian Successor NADESICO Light ver.	-
57		CR EVANGELION X PREMIUM MODEL	12,000

*The table shows the unit sales which the number of machines sold is calculated by Q2 FY3/2019. 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 October 31, 2018)

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	-
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	-
13	3/2019	Pachinko Onimusha: Dawn of Dreams Super Souken (Manufactured by KYORAKU SANGYO)	On sale

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.	-
10		CR Yu-Gi-Sei Million Arthur 199ver	-

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)	-
5		P INUYASHA JUDGEMENT∞ PREMIUM	On sale

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 Q2 FY3/2019)

(Units sales as of October 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

Source: FIELDS

*The table shows the unit sales which the number of machines sold is calculated by Q2 FY3/2019. 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.

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 Tsumagumono	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 30th MODEL	-
33		Neon Genesis Evangelion - to You the Sincerity 2	-

Enterise			
	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	Pachislo 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	Pachislo Machine Ace Attorney	-
14		Resident Evil Revelations	18,000
15	3/2019	Pachislo Okami	-
16		STREET FIGHTER V PACHISLOT EDITION	-

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	-



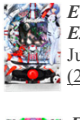

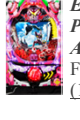

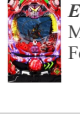



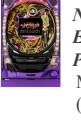
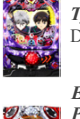


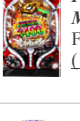





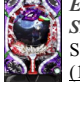
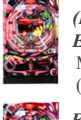


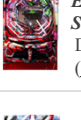
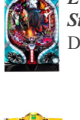



NANASHOW			
	FY	Title	Unit sales
1	3/2015	Pachislot BERSERK	20,000
2	3/2016	PACHISLOT NINJA GAIDEN	12,000
3		Pachislot Ultraman	-
4	3/2017	Pachislot ALIEN BALTAN	-
5		Pachislot LOAD of VERMILION	-
6	3/2018	PACHISLOT GRAPPLER BAKI	-
7		PACHISLOT TOUKIDEN	-
8		PACHISLOT BLACK LAGOON3	-
9	3/2019	Pachislot Mach GoGoGo	On sale
10		Pachislot LORD of VERMILION Re:	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 (Manufactured by KYORAKU SANGYO)	-

Spiky			
	FY	Title	Unit sales
1	3/2018	PACHISLOT Super GANTZ (Developed by NANASHOW Corporation)	-
2	3/2019	PACHISLOT Tengen Toppa Gurren Lagann -KIWAME- (Developed by NANASHOW Corporation)	-
3		Pachislot Hananchu (Developed by NANASHOW Corporation)	-
4		PACHISLOT ROCKMAN Ability (Developed by Enterise Co., Ltd.)	-
5		Resident Evil INTO THE PANIC (Developed by Enterise Co., Ltd.)	On sale

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	 Neon Genesis Evangelion Dec. 2004 (124,000 machines)		98,000 machines	3/2015	 EVANGELION 9 Dec. 2014 (103,000 machines)	 EVANGELION 8 Extreme Battle Jul. 2014 (20,000 machines)	131,000 machines
3/2006	 Second Impact Feb. 2006 (161,000 machines)		150,000 machines			 EVANGELION 9 Premium Amadigi Ver. Feb. 2015 (13,000 machines)	
3/2007	 Kiseki no Kachiwa Feb. 2007 (187,000 machines)		206,000 machines			 EVANGELION 9 Middle Ver. Feb. 2015	
3/2008	 The Angels Are Back Again Jan. 2008 (199,000 machines)		206,000 machines	3/2016	 EVANGELION X Sep. 2015. (53,000 machines)	 EVANGELION 9 Type zero ver. May 2015	84,000 machines
3/2009	 Neon Genesis Evangelion Premium Model May 2008 (51,000 machines)		63,000 machines			 EVANGELION 9 Type zero 199ver. Dec. 2015	
3/2010	 The Beginning and the End Apr. 2009 (237,000 machines)	 The Angels Are Back Again YF Jan. 2010 (24,000 machines)	259,000 machines			 EVANGELION X PREMIUM MODEL Feb. 2016 (12,000 machines)	
3/2011	 Evangelical of the Beginnings Jun. 2010 (205,000 machines)	 Evangelical of the Beginnings Light ver. Nov. 2010	215,000 machines	3/2017	 Time to Rise Dec. 2016 (57,000 machines)	 EVANGELION 9 180Ver. Sep. 2016	78,000 machines
3/2012	 Evangelion 7 Jan. 2012 (100,000 machines)		97,000 machines			 EVANGELION X SPEED IMPACT Sep. 2016 (12,000 machines)	
3/2013		 (Evangelion 7) EVA Light III May 2012 (16,000 machines)	31,000 machines	3/2018	 EVANGELION 2018 model Oct. 2017 (36,000 machines)	 EVANGELION 11 PREMIUM MODEL Jun. 2017	46,000 machines
		 Evangelion 7 Smile Model Dec. 2012 (12,000 machines)				 EVANGELION 11 Start Impact Dec. 2017	
3/2014	 EVANGELION 8 Jul. 2013 (75,000 machines)	 EVANGELION 8 Premium Battle Jan. 2014 (12,000 machines)	88,000 machines	3/2019		 CR Drum ☆ EVANGELION PINK 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>Neon Genesis Evangelion Sep. 2005 (23,000 machines)</p>	22,000 machines	3/2014	 <p>Evangelion —<i>Ketsui no Toki</i> Feb. 2014 (13,000 machines)</p>	13,000 machines
3/2007		—	3/2015		—
3/2008	 <p>Neon Genesis Evangelion <i>Magokoro wo Kimini</i> Jul. 2007 (99,000 machines)</p>	99,000 machines	3/2016	 <p>EVANGELION —<i>Spear of Hope</i> Jun. 2015 (26,000 machines)</p>	41,000 machines
3/2009	 <p>Neon Genesis Evangelion <i>That time has come, they're waiting for us</i> Sep. 2008 (90,000 machines)</p>	90,000 machines	3/2017	 <p>EVANGELION —<i>WISH OF VICTORY</i> Feb. 2017</p>	—
3/2010	 <p>Neon Genesis Evangelion —<i>Die Spur der SEELE</i> Mar. 2010 (84,000 machines)</p>	74,000 machines	3/2018	 <p>EVANGELION <i>30φMODEL</i> Jan. 2018</p>	11,000 machines
3/2011	 <p>MOBASLO Evangelion —<i>for your own wish</i> Mar. 2011 (77,000 machines)</p>	65,000 machines		 <p>Neon Genesis Evangelion - <i>to You the Sincerity 2</i> Feb. 2018</p>	
3/2012	 <p>Evangelion —<i>the Heartbeat of Life</i> Feb. 2012 (46,000 machines)</p>	69,000 machines			
3/2013	 <p>EVANGELION 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 September 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	4,272			
OK!!	9,207	6,110	10	3,783	19,110	216	-			
MIZUHO *1	-	-	-	6,316	6,316	-	5,331			
Daiichi/ D-right	-	-	-	-	-	8,914	676			
NANASHOW	665	-	-	-	665	-	-			
Others	3,054	3,886	3,154	2,728	12,822	3,126	2,648			
I) Total unit sales (pachinko)	14,531	15,723	39,171	26,353	95,778	19,895	12,927			
[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	6	10,989	-	-			
Spiky	-	-	-	7,064	7,064	1,865	3,246			
Enterrise	4,171	18,155	-	-	22,326	1,088	3,288			
D-light	2,316	1,041	-	-	3,357	-	-			
MIZUHO	-	4,000	-	-	4,000	-	-			
Others *2	970	26,088	628	295	27,981	371	329			
II) Total unit sales (pachislot)	12,571	56,668	8,053	18,387	95,679	3,341	6,863			
I) + II) Total unit sales	27,102	72,391	47,224	44,740	191,457	23,236	19,790			

*1 MIZUHO includes Marcy. *2 Others includes DAXEL and Newgin (including sales cooperation).
*The rental plan is included in a part of unit sales. * A reworking of calculation method is attempted for some titles.

Source: FIELDS

Result of PS machines sales (by major sales title)

(Unit: Machines)

Release	Brand	Title	Q1	Q2	Q3	Q4	Full-Year
[Pachinko machines]							
Jun. 2018	D-light	CR INUYASHA JUDGEMENT ∞ (infinity)	-	-	-	-	-
Jul.	MIZUHO	CR Tengen Toppa Gurren Lagann 199 ver.	-	-	-	-	-
Aug.	Bisty	CR Drum ☆ EVANGELION PINK	-	-	-	-	-
Sep.	MIZUHO	CR Tengen Toppa Gurren Lagann 99ver.	-	-	-	-	-
Sep.	MIZUHO	CR Yu-Gi-Sei Million Arthur 199ver.	-	-	-	-	-
Sep.	Bisty	Mode Pachinko CODE GEASS Lelouch of the Rebellion - easy version -	-	-	-	-	-
[Pachislot machines]							
Jun. 2018	Spiky	PACHISLOT Tengen Toppa Gurren Lagann -KIWAME-	-	-	-	-	-
Jun.	Enterrise	Pachislo Okami	-	-	-	-	-
Jul.	Enterrise	STREET FIGHTER V PACHISLOT EDITION	-	-	-	-	-
Aug.	Spiky	Pachislot Hananchu	-	-	-	-	-
Sep.	Spiky	PACHISLOT ROCKMAN Ability	-	-	-	-	-

*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.

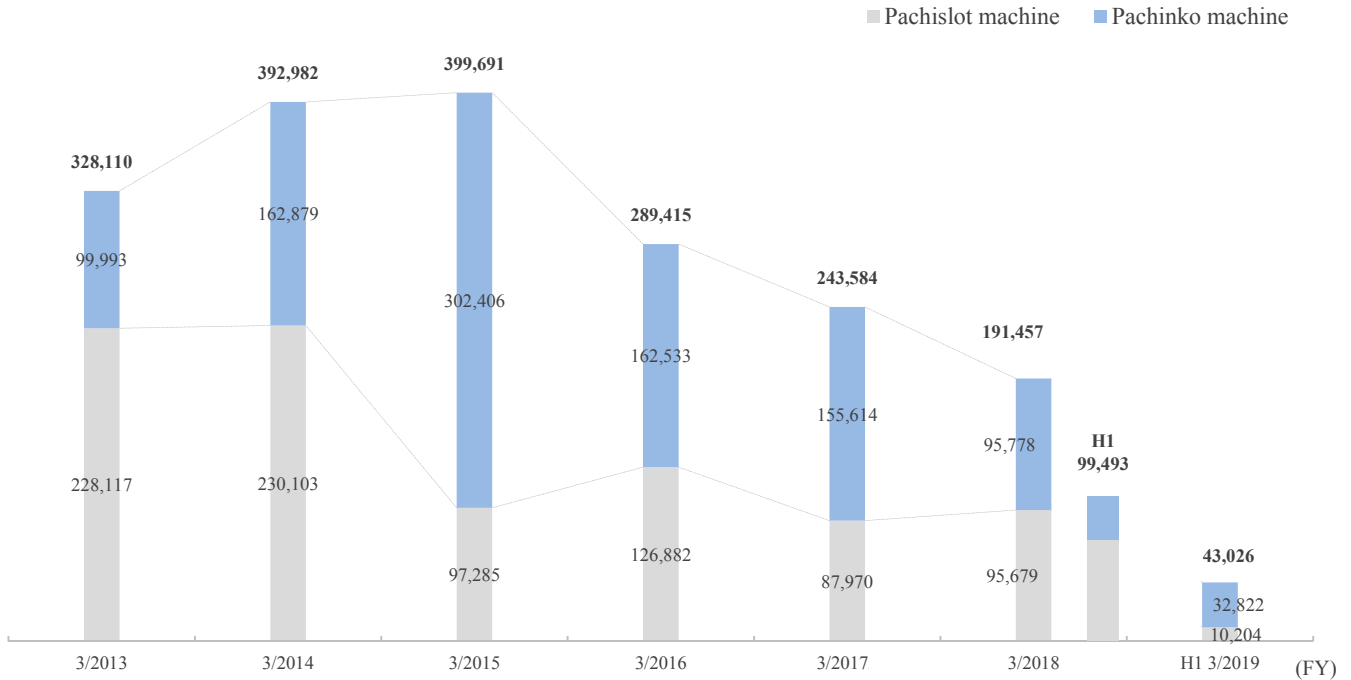
*The blue-letter titles are spin-offs of previously launched PS machines.

Source: FIELDS

Change in unit sales of PS machines (graph)

By PS machines

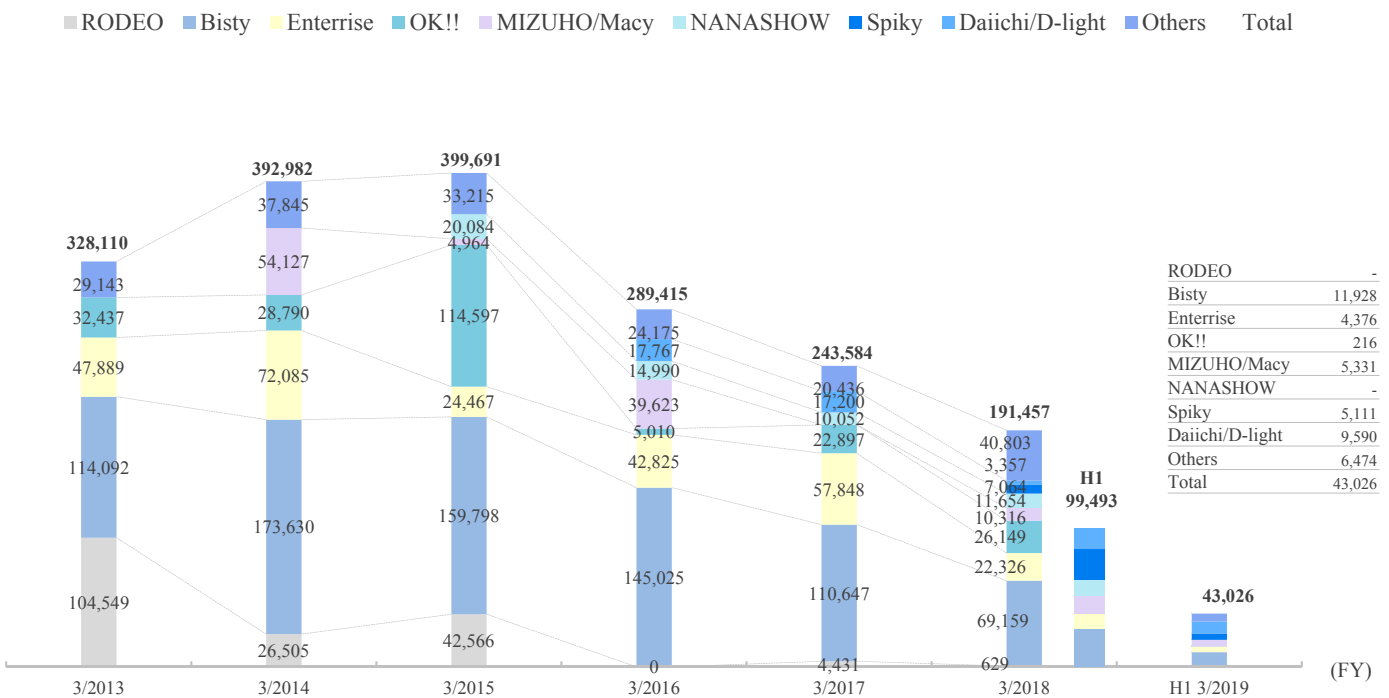
(Unit: Machine)



Source: FIELDS

By PS brand

(Unit: Machine)



*Some of the unit sales include the rental plan. *A reworking of calculation method is attempted for some titles.

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	H1	H2	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	43,026		
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	32,822		
	72.4%	76.8%	75.7%	48.3%	63.0%	56.2%	61.2%	65.0%	63.9%	30.4%	71.2%	50.0%	76.3%		
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	10,204		
	27.6%	23.2%	24.3%	51.7%	37.0%	43.8%	38.8%	35.0%	36.1%	69.6%	28.8%	50.0%	23.7%		
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	18,287		
	75.8%	50.2%	56.8%	27.0%	50.1%	39.3%	38.1%	52.9%	48.4%	35.8%	61.0%	47.9%	42.5%		
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	24,739		
	24.2%	49.8%	43.2%	73.0%	49.9%	60.7%	61.9%	47.1%	51.6%	64.2%	39.0%	52.1%	57.5%		
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	34,611		
	84.8%	82.0%	82.7%	81.8%	81.5%	81.7%	83.2%	81.0%	81.7%	84.7%	80.2%	82.5%	80.4%		
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	8,415		
	15.2%	18.0%	17.3%	18.2%	18.5%	18.3%	16.8%	19.0%	18.3%	15.3%	19.8%	17.5%	19.6%		

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

Source: FIELDS

Cumulative unit sales of PS series (by main IP)

(As of September 30, 2018)

	<i>Evangelion</i> series	Game IP series	<i>Hiroshi Motomiya's</i> works series	Comic and animation IP series	<i>Ultraman</i> series
■ Main titles					
Pachinko	• <i>EVANGELION</i>	• <i>TEKKEN</i> • <i>Yu-Gi-Sei Million Arthur</i>	• <i>Salaryman Kintaro</i> • <i>Ore no Sora</i>	• <i>Tengen Toppa Gurren Lagann</i> • <i>INUYASHA</i>	• <i>Ultra Battle Retsuden</i>
Pachislot	• <i>Neon Genesis Evangelion</i>	• <i>Monster Hunter</i> • <i>Resident Evil</i>	• <i>Salaryman Kintaro</i> • <i>Ore no Sora</i>	• <i>GANTZ</i> • <i>BLACK LAGOON</i>	• <i>ULTRAMAN WARS</i> • <i>ULTRASEVEN</i>
■ Cumulative titles sold					
Pachinko	13	11	4	22	1
Pachislot	13	32	8	39	4
Total	26	43	12	61	5
■ Cumulative unit sales					
Pachinko	1,773,000	216,000	94,000	315,000	83,000
Pachislot	554,000	796,000	403,000	392,000	33,000
Total	2,327,000	1,013,000	497,000	708,000	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

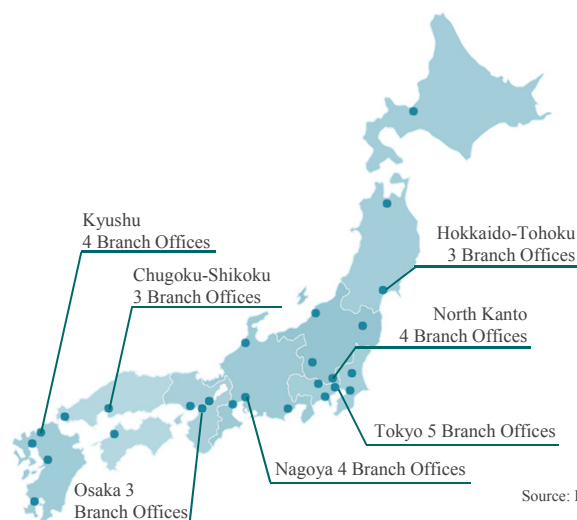
P.37 Reference: notification of our IR site

Corporate profile

(As of September 30, 2018)

Company name	FIELDS CORPORATION https://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	1,375 (Consolidated), 605 (Non-Consolidated)
Main business activities	Content-related businesses Planning, development and sales of PS machines
Consolidated Subsidiaries	<ul style="list-style-type: none"> • Lucent Pictures Entertainment, Inc. • Digital Frontier Inc. • Tsuburaya Productions Co., Ltd. • BOOOM Corporation • K.K. CROSSALPHA and others total 13 companies
Equity method companies	<ul style="list-style-type: none"> • HERO'S INC. • No9 Inc. and others total 6 companies

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



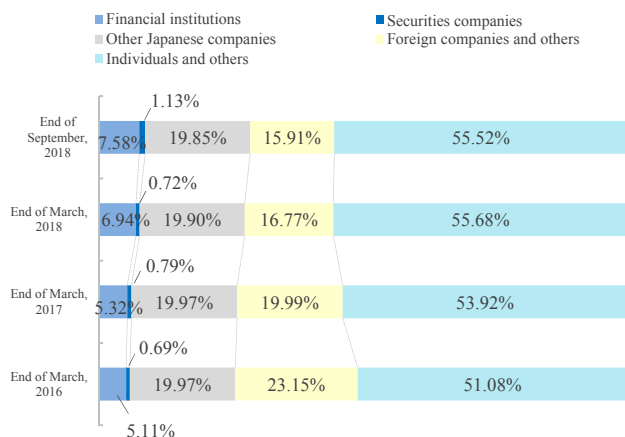
Source: FIELDS

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	8,054

By type of shareholder *



*Percentage of outstanding shares held is calculated excluding FIELDS' treasury shares (1,516,300 shares).

Source: FIELDS

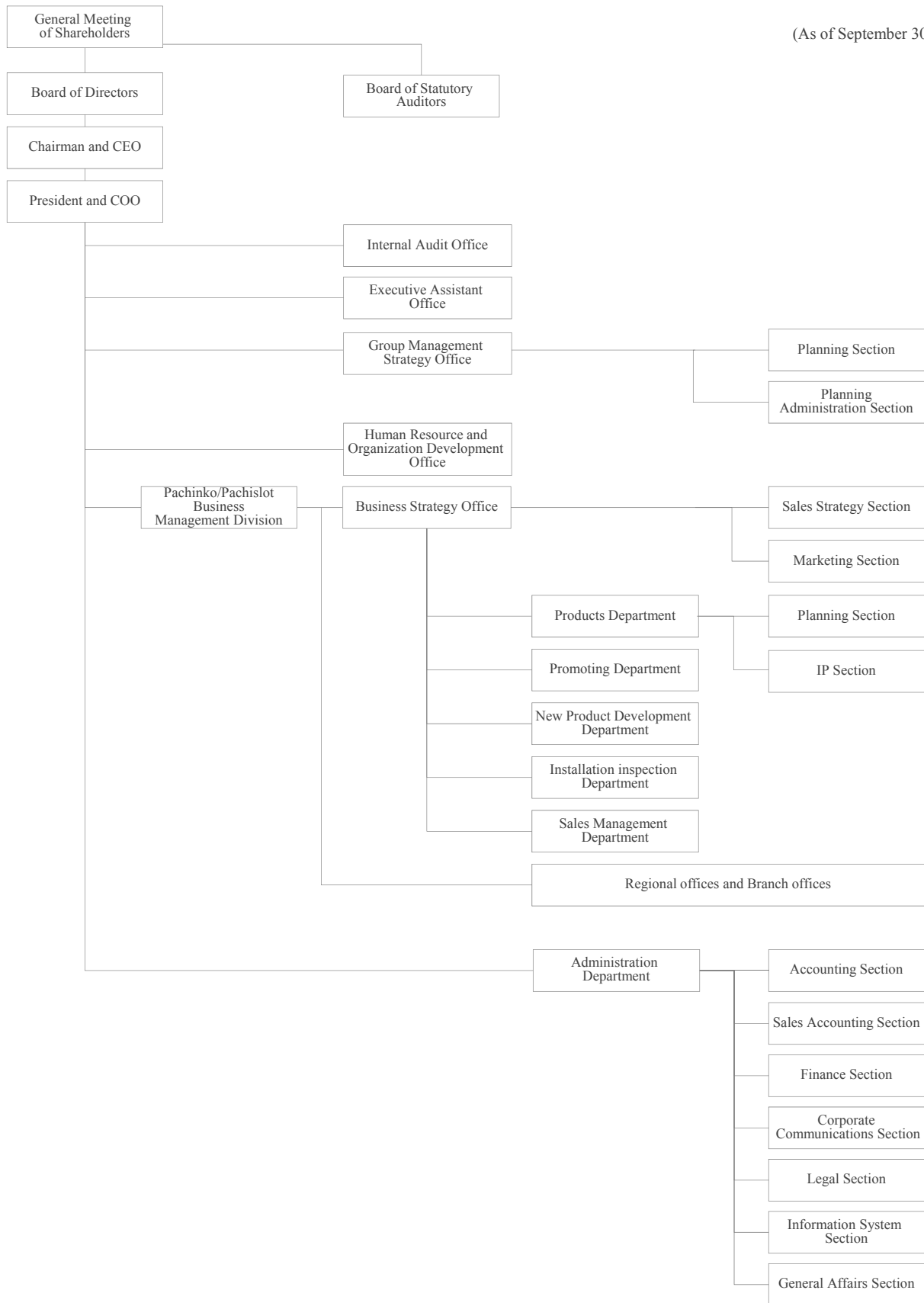
Major shareholders

(As of September 30, 2018)

Shareholders	Number of shares held	Percentage of outstanding shares held *
Hidetoshi Yamamoto	8,875,000	26.75%
SANKYO CO., LTD.	4,975,000	14.99%
Takashi Yamamoto	3,612,800	10.89%
Mint Co.	1,600,000	4.82%
NORTHERN TRUST CO. (AVFC) RE NV101	851,700	2.57%
STATE STREET BANK AND TRUST COMPANY 505019	760,500	2.29%
Master Trust Bank of Japan, T.	640,300	1.93%
NORTHERN TRUST CO. (AVFC) RE IEDU UCITS CLIENTS NON LENDING 15 PCT TREATY ACCOUNT	603,200	1.82%
Japan Trustee Services Bank, Ltd. (Trust Account 9)	564,400	1.70%
STATE STREET LONDON CARE OF STATE STREET BANK AND TRUST BOSTON SSBTC A/C UK LONDON BRANCH CLIENTS - UNITED KINGDOM	523,200	1.58%

Organization

(As of September 30, 2018)



Source: FIELDS

Main group companies

(As of September 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
□ 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
TV anime *The Magnificent KOTOBUKI* broadcasting announced
- 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**
- 2018 *Fields AD Network* started, a packaged service of targeting advertisement and analysis tool

Source: FIELDS

ESG activities

(As of September 30, 2018)

1. Activities for environment

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



(1) Main activities

Power reduction with energy conservation measures
<ul style="list-style-type: none"> Room temperature set at 28°C during summer Use of lighting reduced and light bulbs changed to LED light bulbs Energy-saving multi-function machines adopted
Promotion of green procurement (purchase of products and services which have a lesser impact on the environment)
<ul style="list-style-type: none"> Promotion of the procurement of products with environmental labels/marks
Environmental awareness and introduction of hybrid cars
<ul style="list-style-type: none"> Number of vehicles introduced: 205 (67.88% of all vehicles) 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

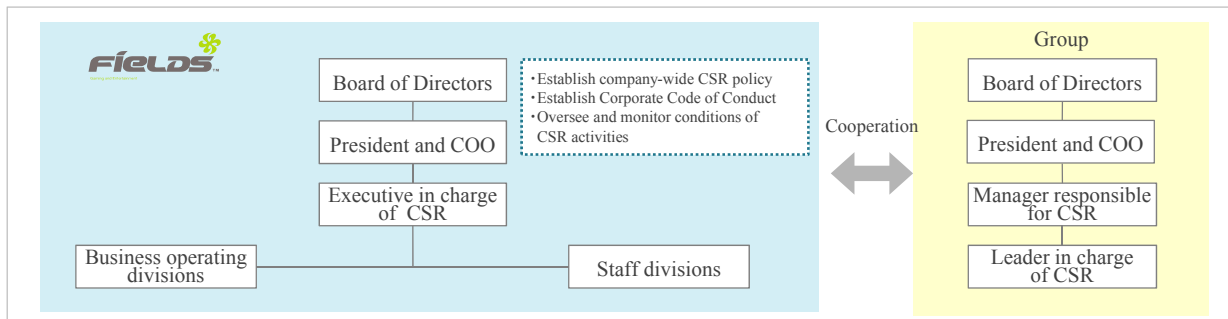
2. Activities for society

(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

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

Source: FIELDS

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

Support activities for children in disaster-hit area (Oct. 17-22, 2018)

ULTRAMAN FOUNDATION, along with Ultra Seven and Ultraman Zero, visited the nursing facilities and held shows in Uwajima-shi and Ozu-shi (Ehime), Aki district and Kure-shi (Hiroshima), and Kurashiki-shi (Okayama), the area which suffered serious damage in the torrential rains in western Japan in July 2018.

(Visited 22 kindergarten and nursery school, held 4 Ultra Hero Shows in 3 facilities)

We enjoyed “Ultraman exercises” and photo session. The children cheered Ultra Heroes in lively voices in the show. Heroes and the children exchanged energy at the end of visits with handshake.

We sincerely thank all of those who supported our activities.



©TSUBURAYA PRODUCTIONS

Source: FIELDS

3. Activities for Corporate Governance

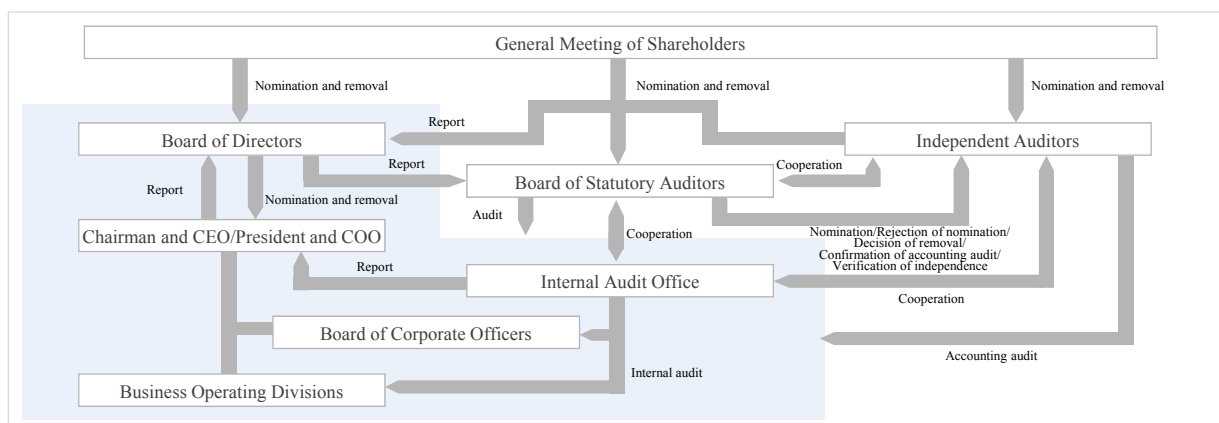
Please refer to *Corporate Governance* page of the URL below regarding handling aspect *Corporate Governance Code*
<http://www.fields.biz/ir/e/csr/governance/outline/>



(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 HI										
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	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	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

<https://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

Q2 (Apr. 2018 – Sep. 2018)

Q2 FY3/2019

Fact Book 2

(Reference: Peripheral Market Data)

Market Data etc.



The Greatest Leisure for All People

FIELDS CORPORATION

TSE 1st: 2767

November 8, 2018

I N D E X

Market Data

- 4 Change in working hours
Trends in household consumption
- 5 Trends in leisure market ^[updated]
Trends in content market ^[updated]

PS Market Data

- 7 PS market scale ^[updated]
- 8 Number of pachinko machine titles sold and unit sales ^[updated]
Number of pachislot machine titles sold and unit sales ^[updated]
- 10 Change in PS industry ^[updated]
- 11 Trends in PS regulations ^[updated]
Amendment of the regulation for Enforcement of the Amusement
Businesses Law
- 12 Number of pachinko halls and change in number of installed PS
machines per hall
Number of installed PS machines and annual turnover rate ^[updated]
- 13 Market scale of PS machines sales (sales amount base) ^[updated]
Market share ^[updated]
- 14 Monthly trends of pachinko halls ^[updated]
Results of model certification tests ^[updated]

Entertainment Market Data

- 16 Trends in the online content market ^[updated]
Box-office of domestic movie theaters
- 17 Market scale of animation industry
Overseas sales of Japanese animation industry market
- 18 Market scale of broadcasting industry ^[updated]
Overseas development of Japanese broadcasting contents
- 19 Trends in publishing market and e-book/e-magazine market ^[updated]
Sales amount of comic book and comic magazine
- 20 Trends in game market
Trends in toy market
- 21 Market scale of mobile business

PS: Pachinko and pachislot

The page which the document or figures are updated has a mark "updated".

Market data

P.4 Change in working hours
Trends in household consumption

P.5 Trends in leisure market ^[updated]
Trends in content market ^[updated]

Change in working hours

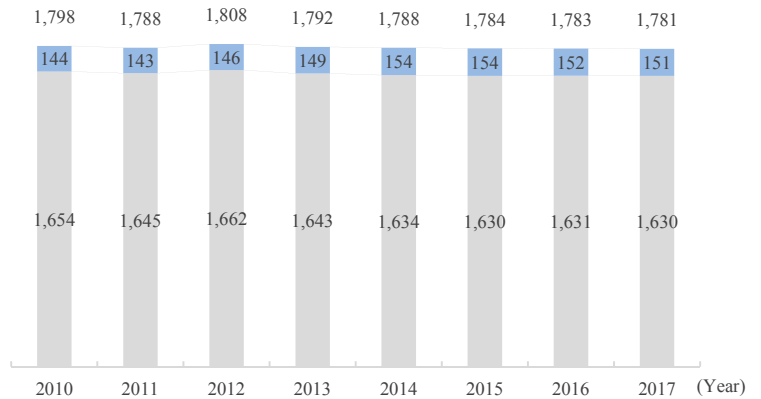
The data is based on *Monthly Labour Survey*, by Ministry of Health, Labour and Welfare

(Unit: Hour)

■ Official working hours ■ Overtime working hours

According to the *Monthly Labour 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

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

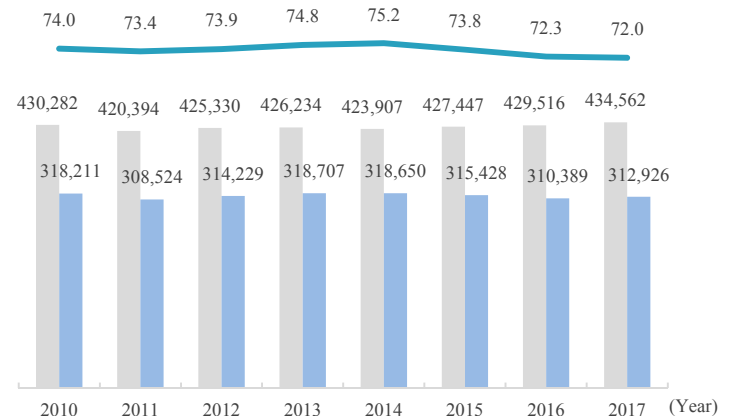
(Unit: Yen)

■ 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

Updated

The data is based on *White Paper on Leisure 2018*, by Japan Productivity Center, updated every August

(Unit: Trillions of yen)

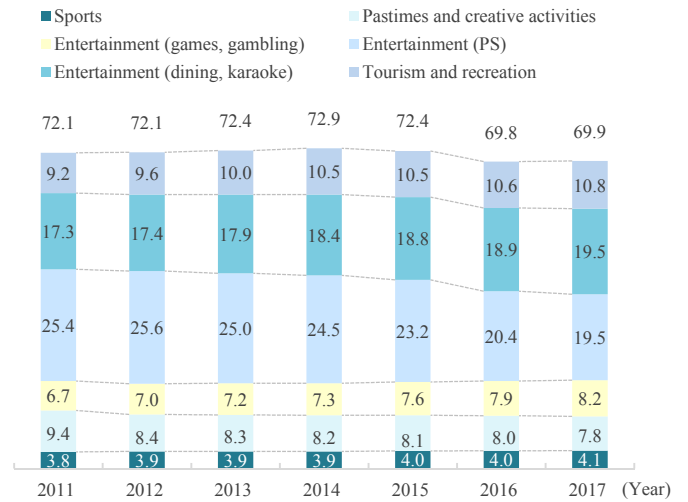
According to *White Paper on Leisure 2018*, the overall leisure market expanded 0.2% YoY, to ¥69.9 trillion in 2017. Excluding PS market, which has an extremely large market scale, the result was an increase of 2.1% YoY, fifth consecutive year of increase.

The sports market increased by 1.2% YoY, to ¥4.1 trillion, recorded sixth consecutive year of increase. This was due to the sporting goods market being in a steady improving trend and the fitness club market achieving a record high result.

The pastimes and creative activities market shrank 2.5% YoY, to ¥7.8 trillion. This was the seventh consecutive year of decrease. It was due to shrinkage in the movie, video software, audio device and book/magazine sales markets, etc. However, camera, paid movie distribution service, e-book markets trend upward. In the paid music distribution market, fixed rate music streaming service grew rapidly.

The entertainment market increased by 0.0% YoY, to ¥47.2 trillion. Trends in the amusement arcade, video game, public gambling and food service markets remained firm while PS and lottery market significantly shrank.

The tourism and recreation market increased 2.6% YoY, to ¥10.8 trillion. This was due to the continuous increase of the domestic tourism market influenced by the increase of inbound tourism, and a big growth of the foreign tourism market. Markets in accommodations (except for Japanese hotel) and transportation service also increased, and the amusement park/theme park market achieved a record high for the fifth consecutive year.



Trends in content market

Updated

The data is based on *Survey on the Production and Distribution of Media Content*, by Institute for Information and Communications Policy, MIC, updated every July

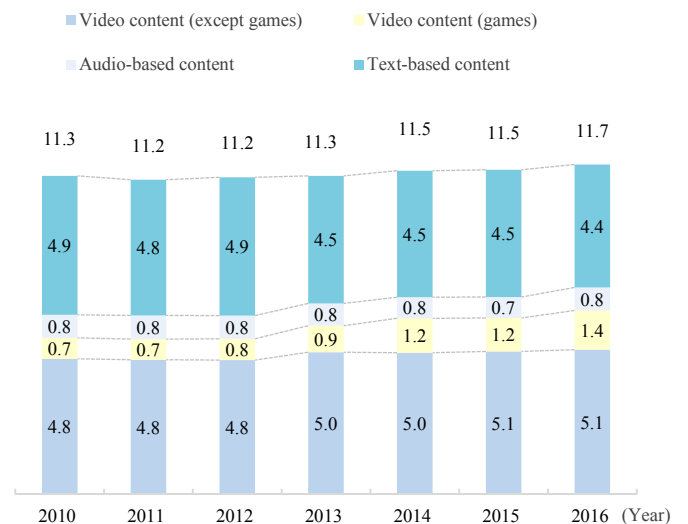
(Unit: Trillions of yen)

According to the *Survey on the Production and Distribution of Media Content*, content industry market such as Japanese movie, TV program, game and book for 2016 increased by 1.7% YoY, to ¥11.7 trillion in 2016.

Video content (including video games) was ¥6.5 trillion (55.7% of the whole market), audio-based content was ¥0.8 trillion (7.0%), and text-based content was ¥4.4 trillion (37.3%).

The content market has a trends to increase ever year from 2012.

By each content, video tends to increase while text-base content is apt to decrease.



PS Market Data

- P.7 PS market scale [updated]

- P.8 Number of pachinko machine titles sold and unit sales [updated]
Number of pachislot machine titles sold and unit sales [updated]

- P.10 Change in PS industry [updated]

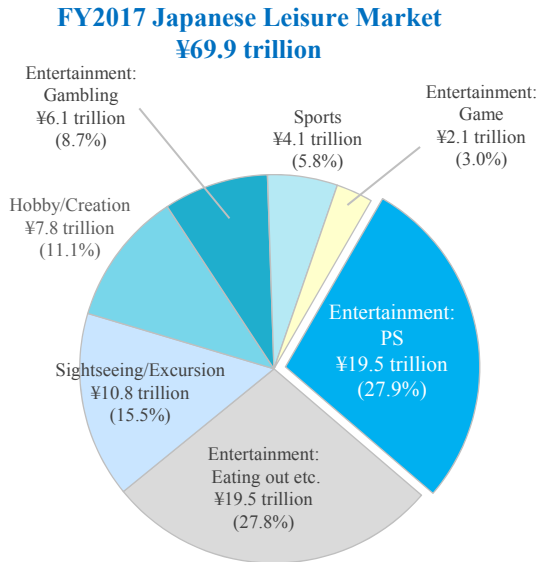
- P.11 Trends in PS regulations [updated]
Amendment of the regulation for Enforcement of the Amusement
Businesses Law

- P.12 Number of pachinko halls and change in number of installed PS
machines per hall
Number of installed PS machines and annual turnover rate [updated]

- P.13 Market scale of PS machines sales (sales amount base) [updated]
Market share [updated]

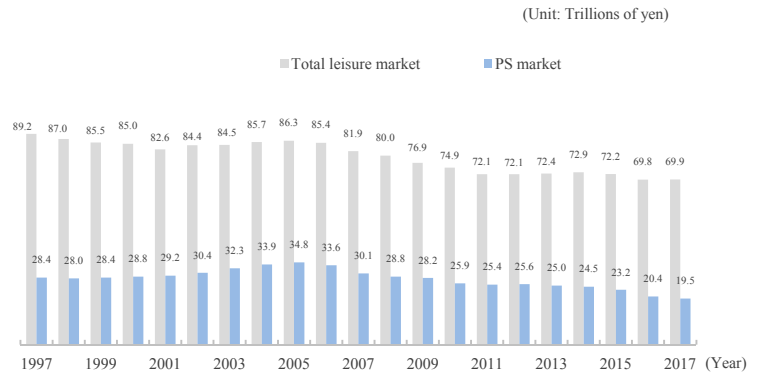
- P.14 Monthly trends of pachinko halls [updated]
Results of model certification tests [updated]

Market scale of PS industry

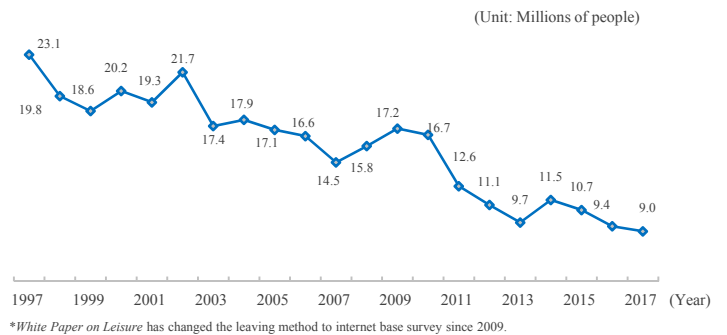


PS is one of the leading forms of leisure in Japan, about 7.1% of the population playing in pachinko halls of 10,596 venues

Change in PS market scale

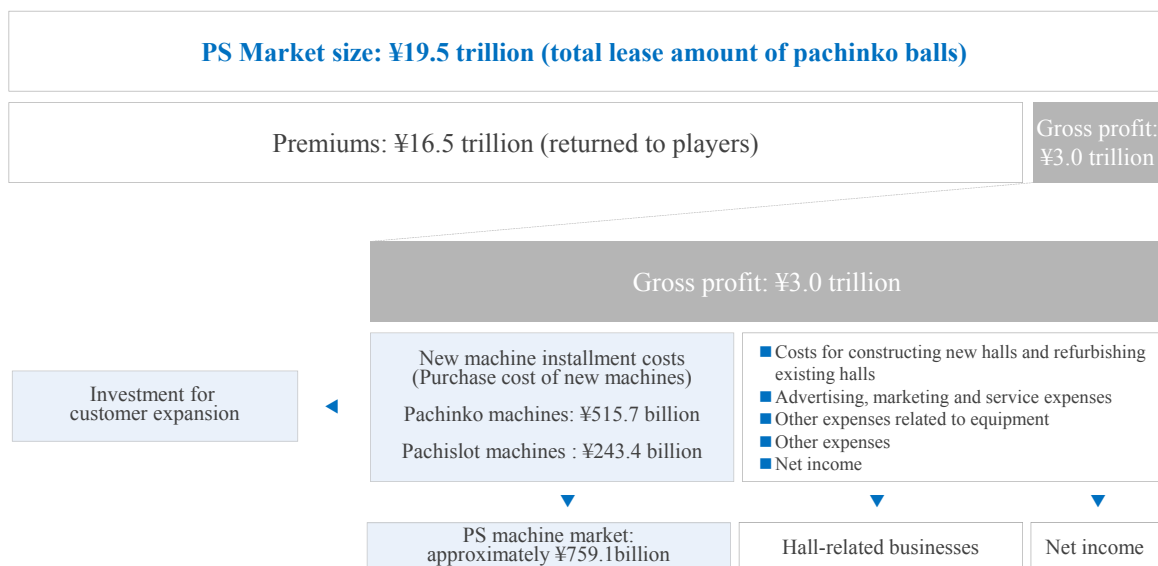


Change in number of PS players



Source: White Paper on Leisure, by Japan Productivity Center

Income structure of pachinko halls

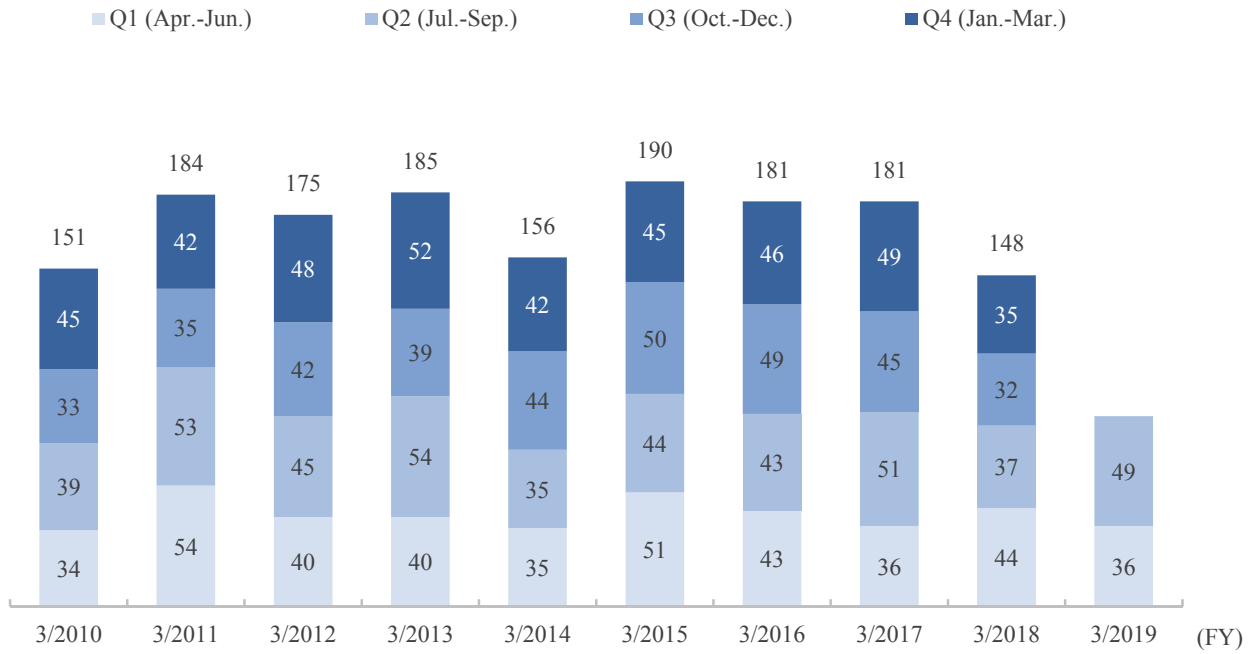


Source: White Paper on Leisure by Japan Productivity Center, Pachinko Maker Trends by Yano Research Institute, Ltd, White Paper DK-SIS 2016, by DAIKOKU DENKI Co., Ltd. and partly estimated figure by FIELDS

Number of pachinko machine titles sold

Updated

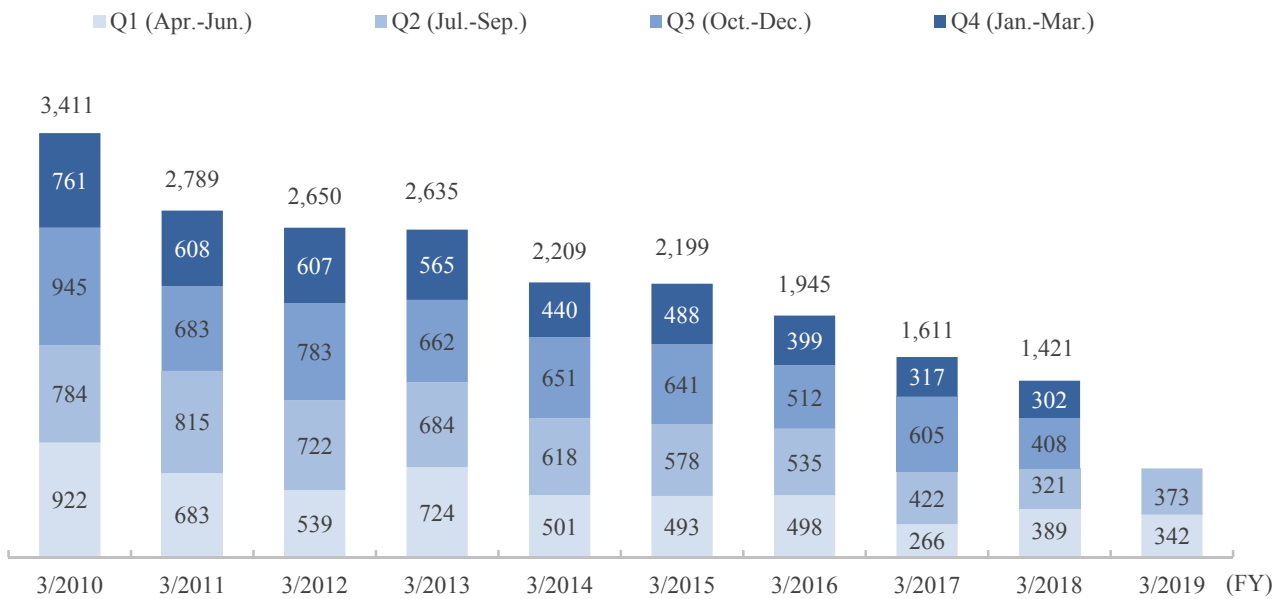
(Unit: Title)



Unit sales of pachinko machines

Updated

(Unit: Thousands of machines)



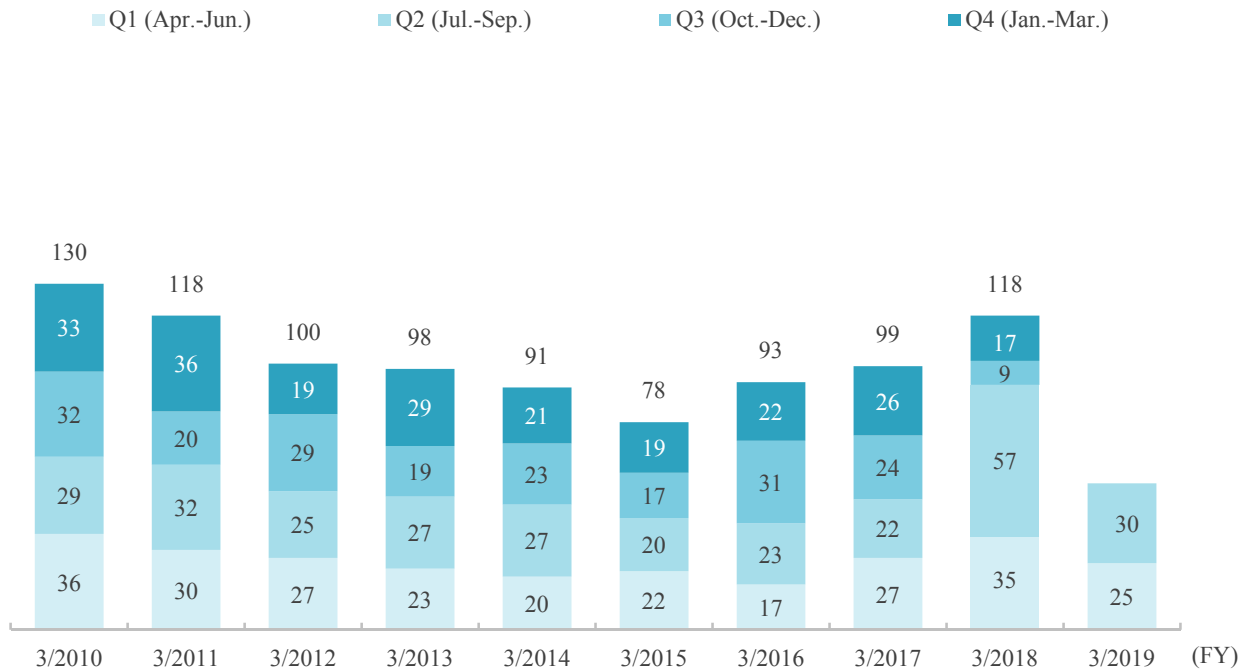
*Number of machines and titles sold are reviewed once a year.

Source: FIELDS

Number of pachislot machine titles sold

Updated

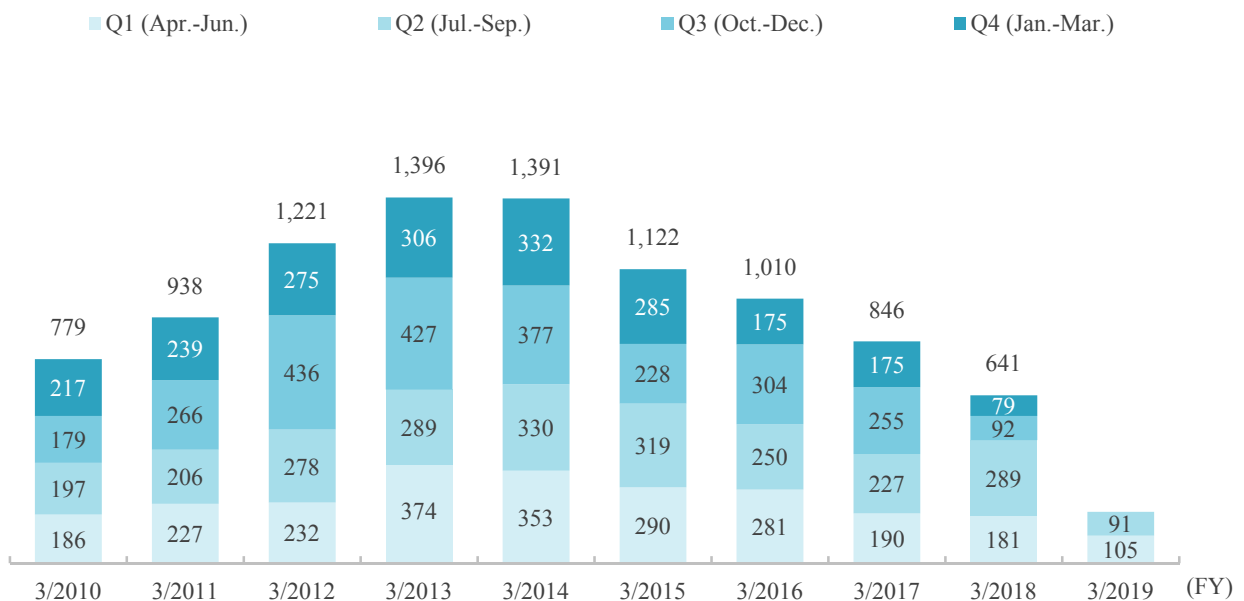
(Unit: Title)



Unit sales of pachislot machines

Updated

(Unit: Thousands of machines)



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

Source: FIELDS

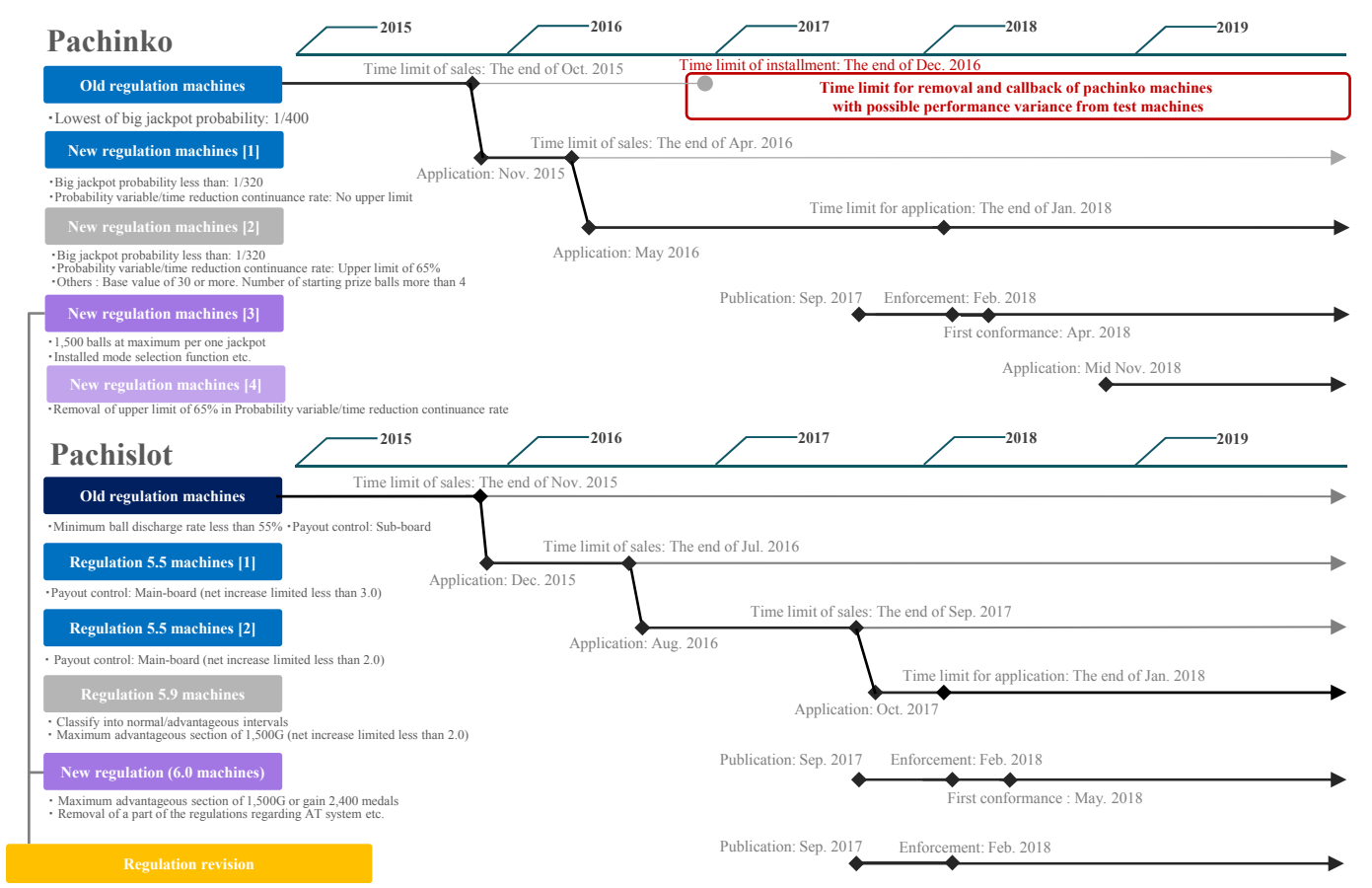
Change in PS industry

Updated

FY	Primary events	Industry overall	Total PS unit sales	Number of halls	Hall
3/2005	<ul style="list-style-type: none"> Oct. Mid Niigata Earthquake Dec. Sumatra-Andaman Earthquake 	<ul style="list-style-type: none"> Jul. Revisions to PS machine regulations go into effect 	5,680,000 machines	15,617 halls	
3/2006	<ul style="list-style-type: none"> Jan. Livedoor incident 		5,830,000 machines	15,165 halls	
3/2007			5,480,000 machines	14,674 halls	<ul style="list-style-type: none"> May Enforcement of revised Amusement Businesses Law *Stricter operations of halls (reinforced penalties), such as thorough no-entry of under 18 years old and payout security at closing time.
3/2008	<ul style="list-style-type: none"> Aug. Sub-prime loan problem in US 		4,910,000 machines	13,585 halls	<ul style="list-style-type: none"> Increase in closures of dedicated pachislot specialty stores Full-scale introduction of pachinko with low playing cost
3/2009	<ul style="list-style-type: none"> Jul. G8 Hokkaido Toyako Summit Sep. US-based Lehman Brothers collapses 	<ul style="list-style-type: none"> Jul. Voluntary ban on replacement of machines with the opening of G8 Summit 	4,250,000 machines	12,937 halls	<ul style="list-style-type: none"> *Installation rate 14.1%
3/2010	<ul style="list-style-type: none"> Sep. Established Democratic Party administration Nov. Opening of APEC Economic Leaders' Meeting 	<ul style="list-style-type: none"> Nov. Voluntary ban on replacement of machines with the opening of APEC Economic Leaders' Meeting 	4,090,000 machines	12,652 halls	<ul style="list-style-type: none"> Rise of ART type pachislot machines Full-scale introduction of pachislot with low playing cost 22.1%
3/2011	<ul style="list-style-type: none"> Mar. Great East Japan Earthquake occurs Jul. Major flooding in Thailand 	<ul style="list-style-type: none"> Mar. Voluntary constraints on marketing and advertising after the Great East Japan Earthquake 	3,880,000 machines	12,479 halls	<ul style="list-style-type: none"> *Installation rate 9.7% 28.6%
3/2012	<ul style="list-style-type: none"> Oct. Yen strengthens to highest level since WWII 		3,860,000 machines	12,323 halls	<ul style="list-style-type: none"> Aug. Strictly restricted PS advertisement (event) 12.3% 32.7%
3/2013	<ul style="list-style-type: none"> Dec. LDP takes power with Abe cabinet Mar. Haruhiko Kuroda appointed as BOJ governor 		3,820,000 machines	12,149 halls	<ul style="list-style-type: none"> Aug. DYNAM listed in Hong Kong market Rise of AT type pachislot machines 18.7% 37.5%
3/2014			3,450,000 machines	11,893 halls	<ul style="list-style-type: none"> 21.1% 40.5%
3/2015	<ul style="list-style-type: none"> Apr. Consumption tax rate increased 		3,250,000 machines	11,627 halls	<ul style="list-style-type: none"> 23.0% 43.0%
3/2016			2,850,000 machines	11,310 halls	<ul style="list-style-type: none"> Apr. NIRAKU listed in Hong Kong market Jun. Revised Businesses Affecting Public Morals Regulation Law passed, and PS industry made from category 7 to 4 business 23.7% 45.3%
3/2017	<ul style="list-style-type: none"> Apr. 2016 Kumamoto Earthquake May G7 Japan 2016 Ise-Shima Summit Jun. U.K. referendum on withdrawal from the EU. Nov. Presidential election in U.S. Dec. Enactment of the IR promotion law 	<ul style="list-style-type: none"> May Moratorium on replacement of machines for the duration of Summit 	2,430,000 machines	10,986 halls	<ul style="list-style-type: none"> Jan. Build a consensus with JASRAC regarding playing music with installation machines May Okura Holdings Limited listed in Hong Kong Market 23.2% 46.8%
3/2018		<ul style="list-style-type: none"> Feb. Amendment of the Regulation for Enforcement of the Amusement Businesses Law 	2,010,000 machines	10,596 halls	<ul style="list-style-type: none"> 23.0% 47.2%
3/2019	<ul style="list-style-type: none"> Jun. 2018 North Korea–United States summit Jul. Problem Gambling Basic Countermeasure Act established Jul. Torrential rains in western Japan in July 2018 Oct. Typhoon No. 21 (Jebi) Oct. 2018 Hokkaido Eastern Iburi earthquake 				<ul style="list-style-type: none"> 23.0% 47.2%

*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



Source: FIELDS, Yuginippon (<https://yugi-nippon.com/pachinko-news/post-22979/>)

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	Pachinko		Test	Pachislot		
		Old regulation	New regulation		Old regulation	New regulation	
Pachinko	1 hour	Under 300%	Over 33%—Under 220%	Pachislot	400 games	Under 300%	Over 33%—Under 220%
	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)	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

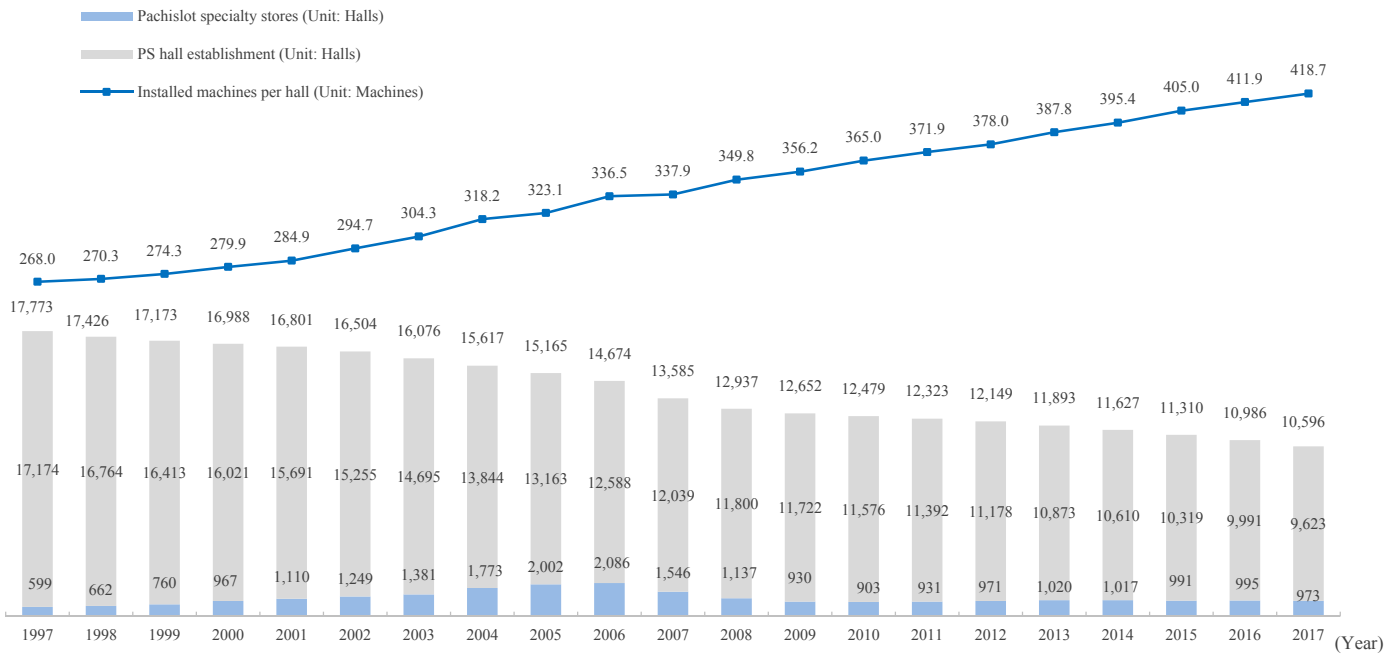
◇ Introduction of specifications for “controlled machines” and “pachinko machine settings (6 types)”

◇ 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 announced on 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

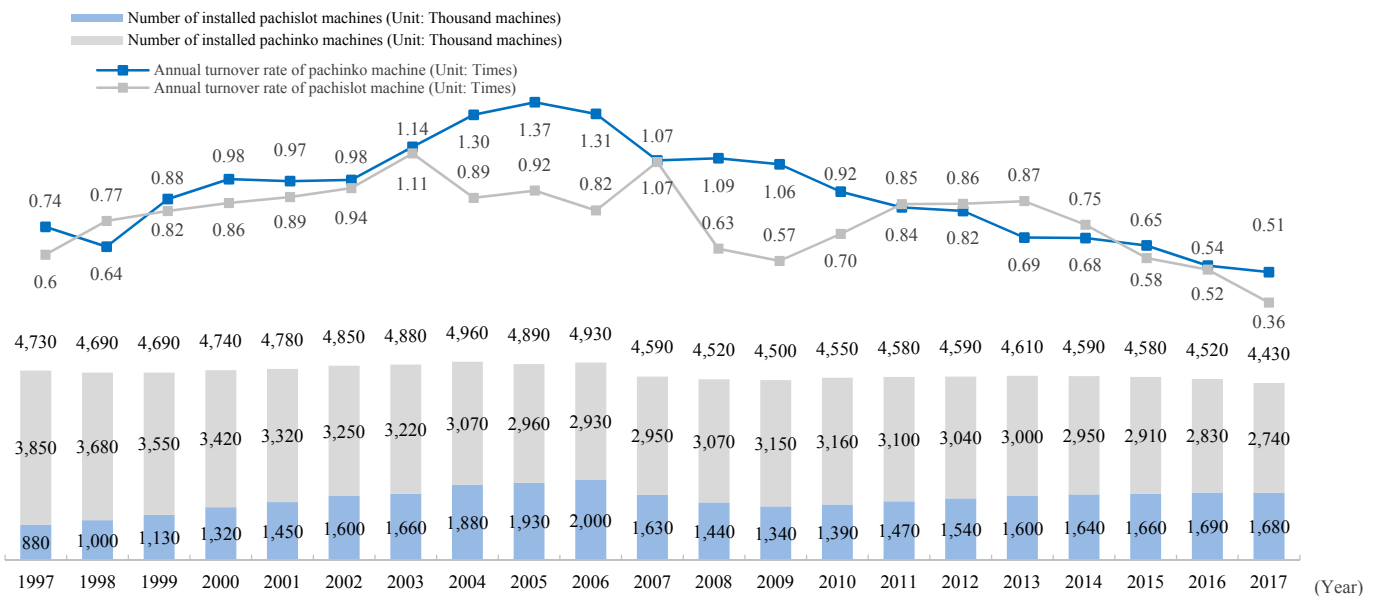
The data is based on Statistics data by National Police Agency, updated every April



Number of installed PS machines and annual turnover rate

Updated

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



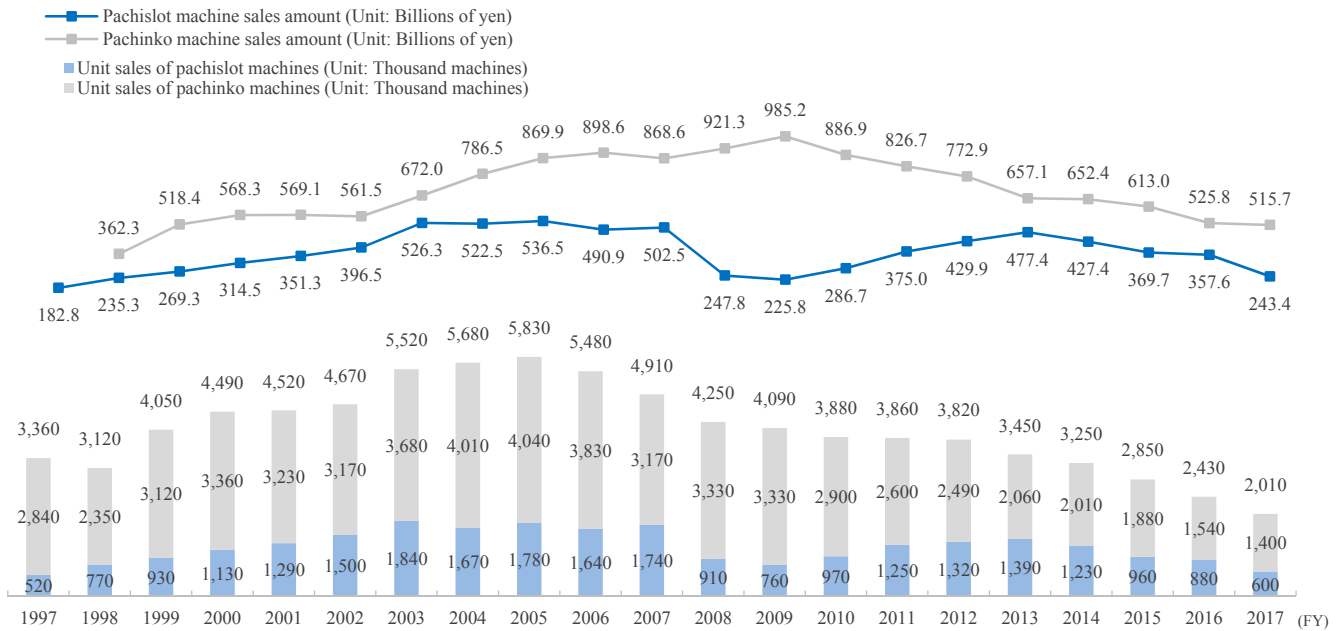
Annual turnover rate of total machine (Unit: Times)

Year	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Annual turnover rate of total machine (Unit: Times)	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	0.45

Market scale of PS machines sales (sales amount base)

Updated

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	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
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	883.4	759.1	

Market share

Updated

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

Unit sales share of pachinko machine

FY	2013		2014		2015		2016		2017	
	Ranking	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer
1	KYORAKU SANGYO	16.9%	SANYO	16.3%	Sansei R&D	15.9%	SANYO	19.5%	SANYO	23.4%
2	SANYO	15.3%	SANKYO	16.3%	SANKYO	15.7%	Sansei R&D	13.3%	SANKYO	12.2%
3	SANKYO	14.1%	KYORAKU SANGYO	15.3%	SANYO	14.6%	HEIWA/ OLYMPIA	12.3%	Sammy	9.9%
4	Sammy	9.7%	HEIWA/ OLYMPIA	12.5%	HEIWA/ OLYMPIA	12.4%	SANKYO	11.0%	KYORAKU SANGYO	9.9%
5	HEIWA/ OLYMPIA	9.5%	Sammy	12.0%	Newgin	11.7%	Newgin	10.2%	Sansei R&D	9.2%

*SANKYO's sales share includes Bisty and JB.
 *Sammy's sales share includes GINZA and TAIYO ELEC.
 *KYORAKU SANGYO's sales share includes OK!!.

Unit sales share of pachislot machine

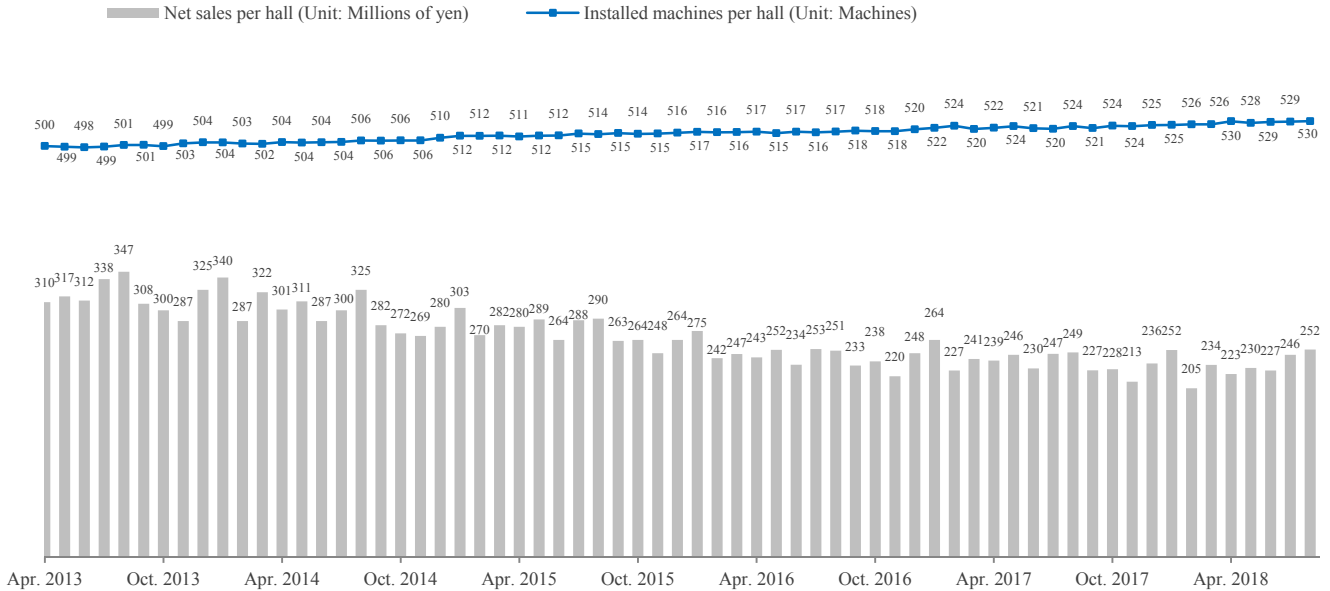
FY	2013		2014		2015		2016		2017	
	Ranking	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer
1	Sammy	21.7%	Sammy	16.8%	UNIVERSAL	17.0%	Sammy	24.3%	KITA DENSHI	17.7%
2	UNIVERSAL	15.4%	UNIVERSAL	16.6%	Sammy	14.7%	UNIVERSAL	22.9%	DAITO	16.5%
3	HEIWA/ OLYMPIA	8.6%	DAITO	10.4%	HEIWA/ OLYMPIA	11.8%	KITA DENSHI	10.2%	Sammy	14.1%
4	SANKYO	8.4%	YAMASA	8.8%	KITA DENSHI	10.3%	HEIWA/ OLYMPIA	9.1%	UNIVERSAL	7.1%
5	DAITO	7.3%	HEIWA/ OLYMPIA	7.5%	SANKYO	8.3%	Enterise	6.4%	YAMASA	6.3%

*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	69	46	64			
	Pass	20	25	43	23	16	33	24	28	23	32			
	Passing test ratio	37.0%	51.0%	68.2%	65.7%	44.4%	47.1%	41.3%	40.6%	50.0%	50.0%			

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	42	42	87			
	Pass	22	27	23	32	17	10	4	5	10	19			
	Passing test ratio	51.1%	54.0%	33.3%	69.6%	35.4%	26.3%	12.1%	11.9%	23.8%	21.8%			

Entertainment Market Data

- P.16 Trends in the online content market ^[updated]
Box-office of domestic movie theaters

- P.17 Market scale of animation industry
Overseas sales of Japanese animation industry market

- P.18 Market scale of broadcasting industry ^[updated]
Overseas development of Japanese broadcasting contents

- P.19 Trends in publishing market and e-book/e-magazine market ^[updated]
Sales amount of comic book and comic magazine

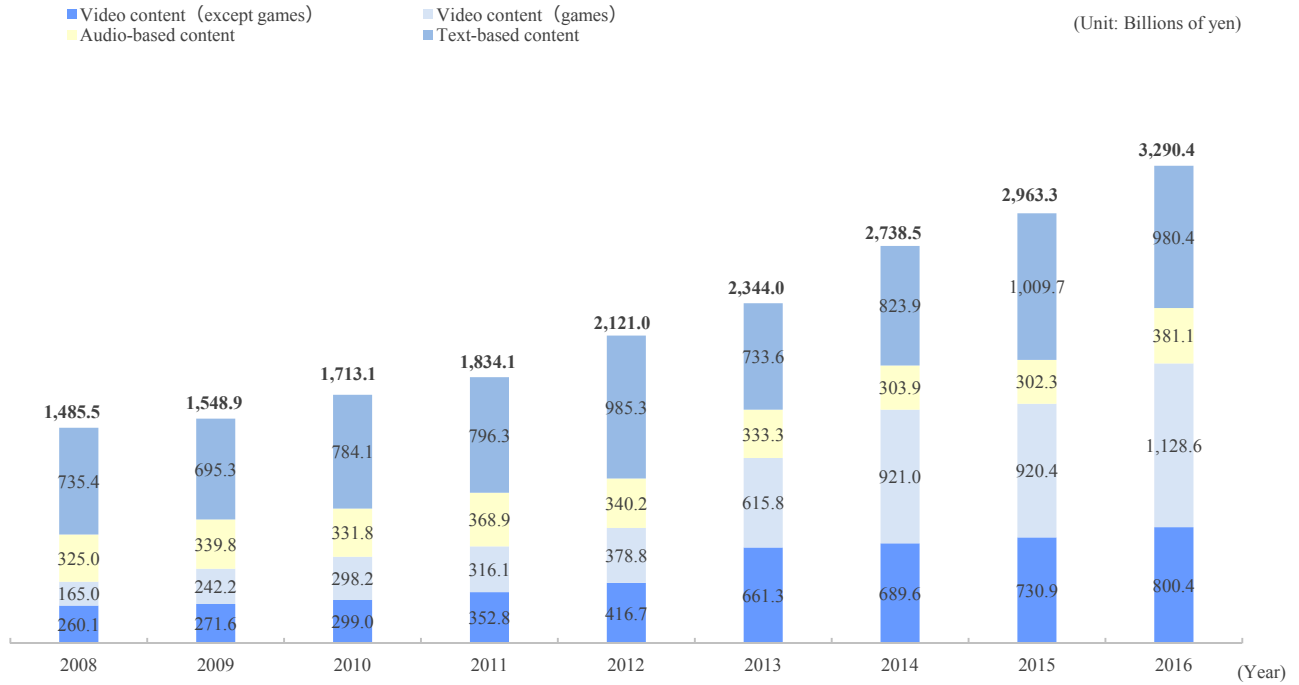
- P.20 Trends in game market
Trends in toy market

- P.21 Market scale of mobile business

Trends in the online content market

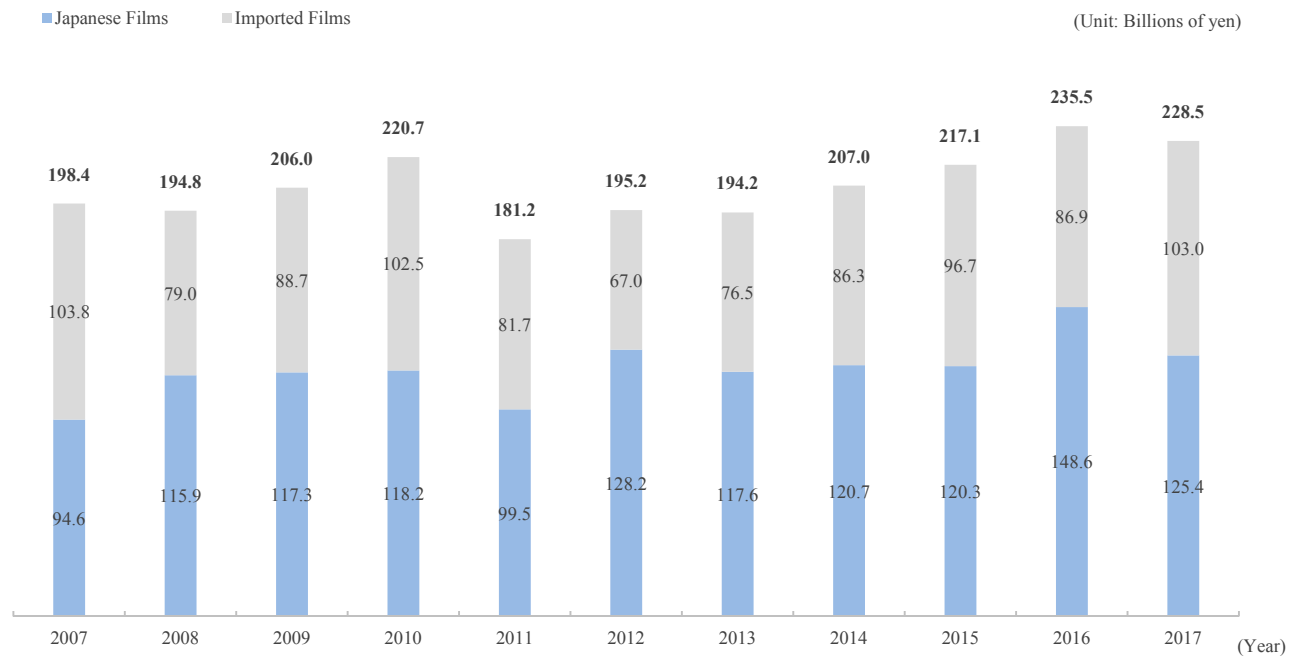
Updated

The data is based on *Survey on the Production and Distribution of Media Content*, by Institute for Information and Communications Policy, MIC, updated every July



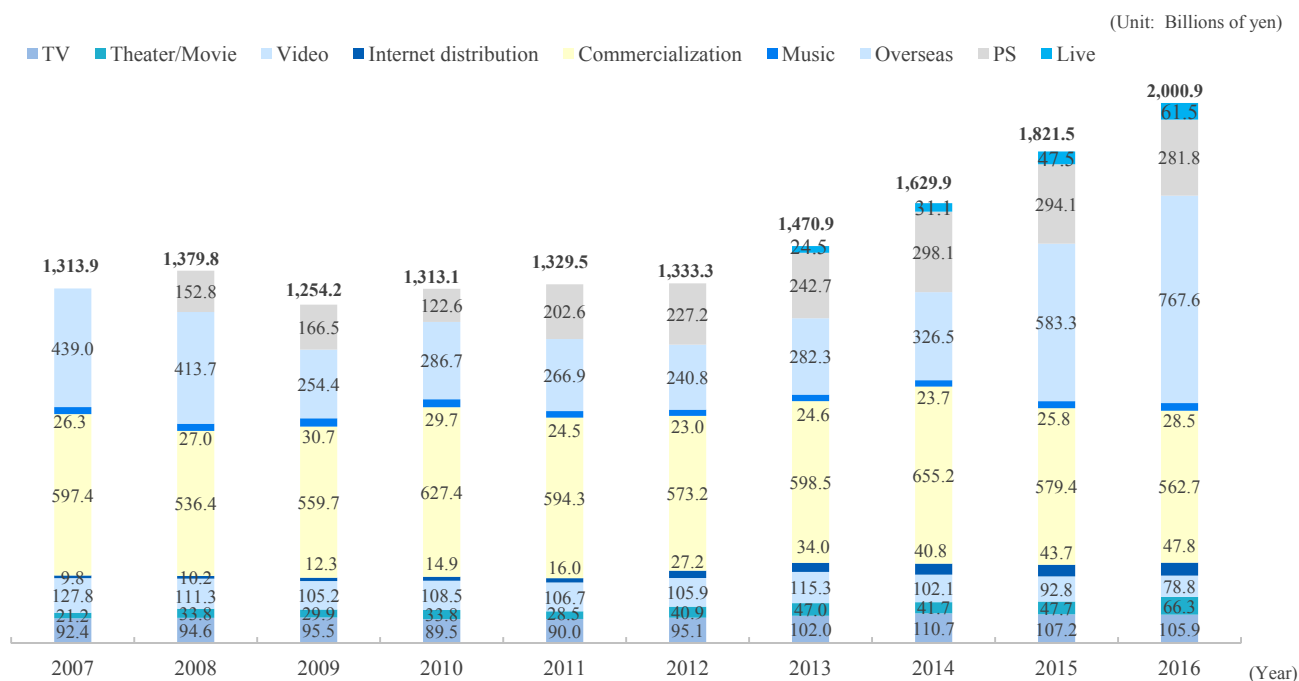
Box-office of domestic movie theaters

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



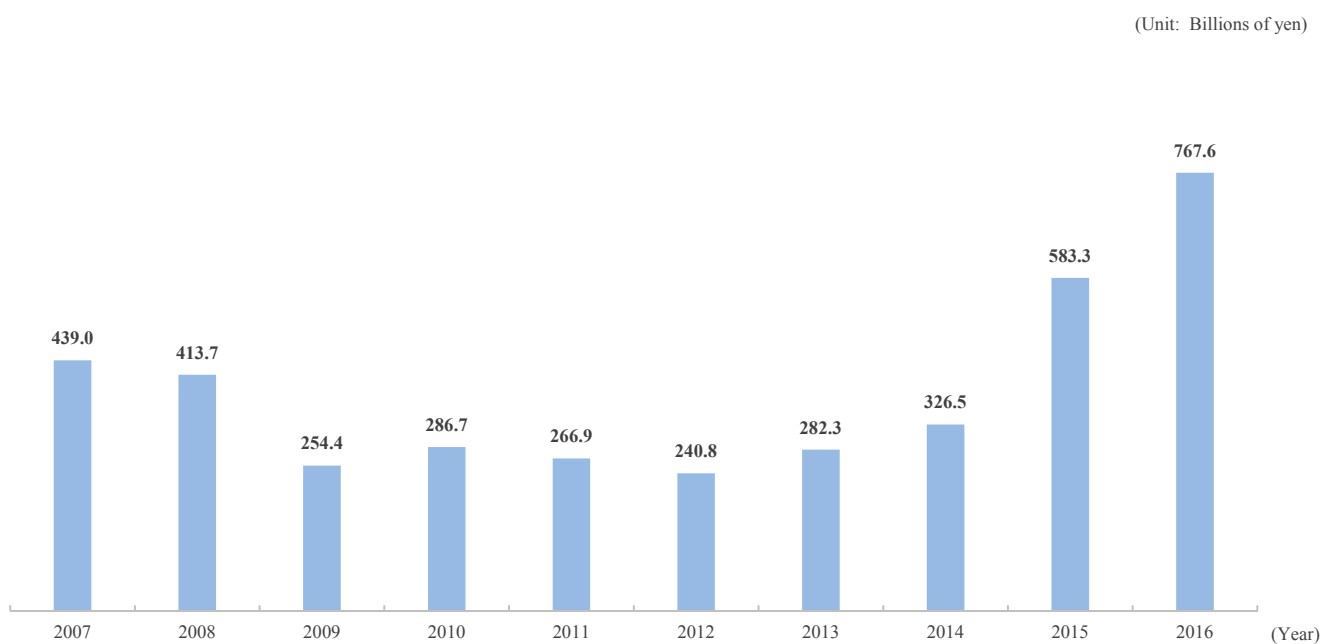
Market scale of animation industry

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

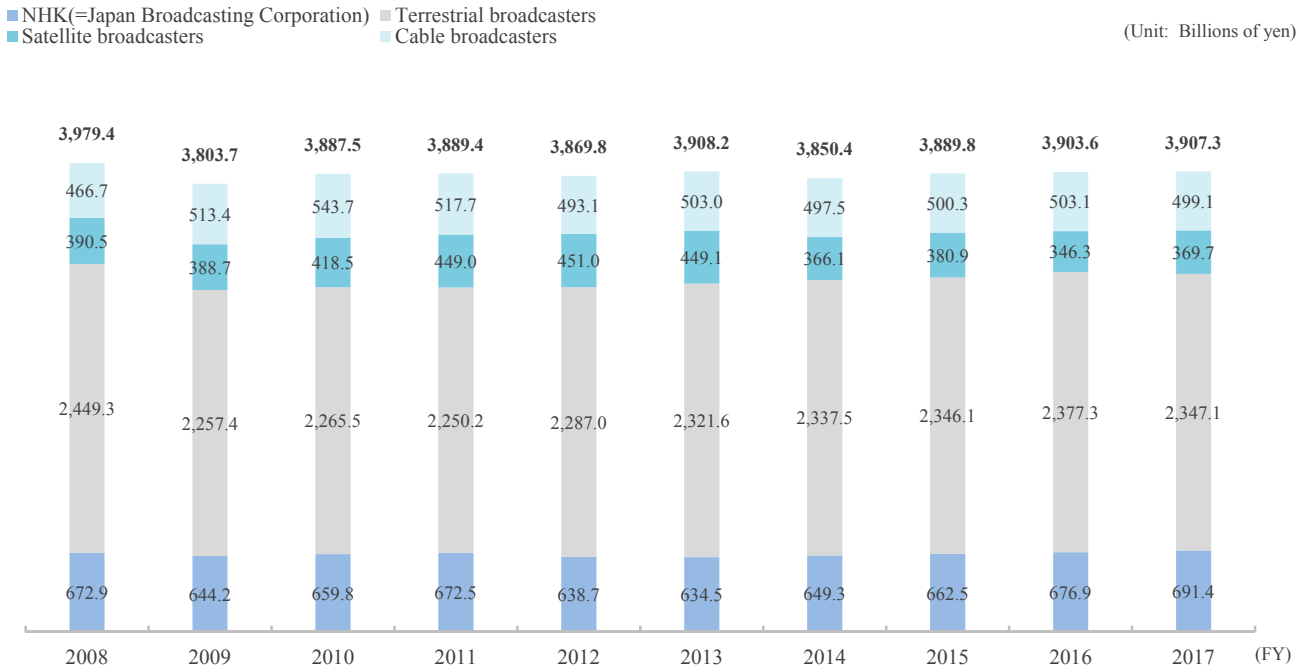
The data is based on *Anime Industry Report 2017* by The Association of Japanese Animation



Market scale of broadcasting industry

Updated

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

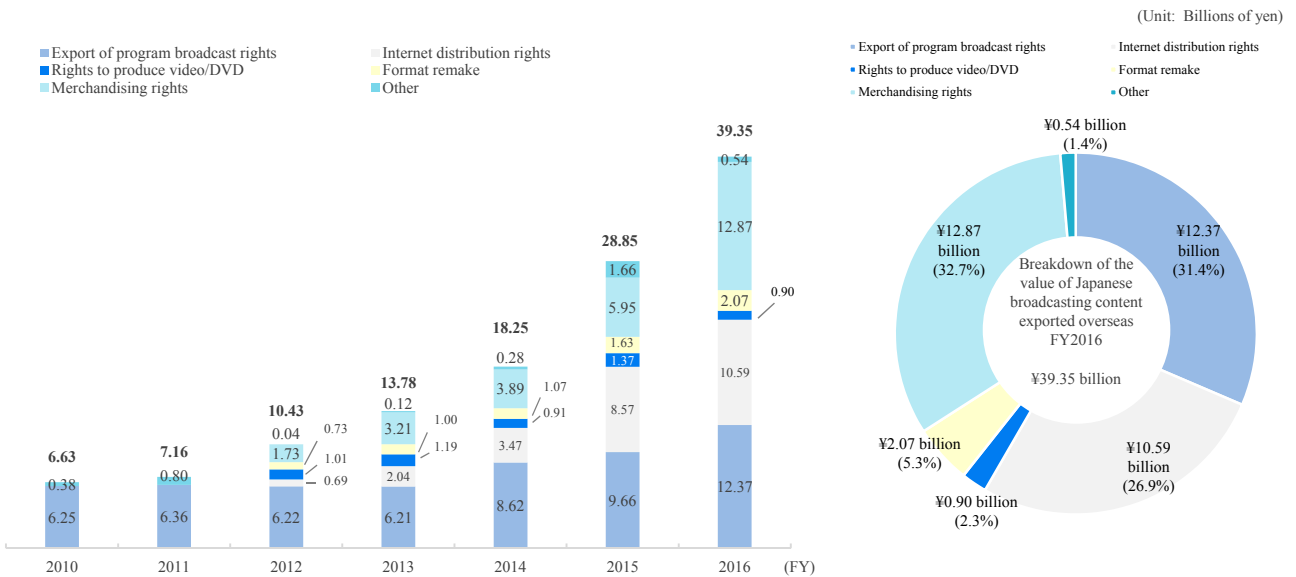


Overseas development of Japanese broadcasting contents

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.



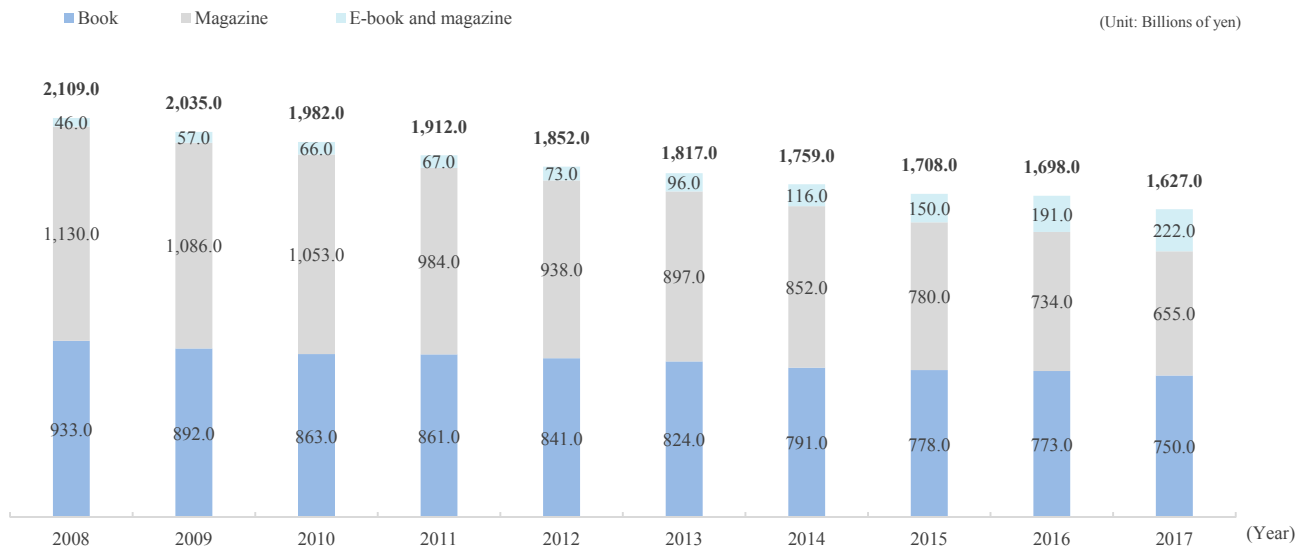
Trends in publishing market and e-book/e-magazine market

Updated

The data is based on *White Paper on Leisure 2018*, by Japan Productivity Center, updated every August

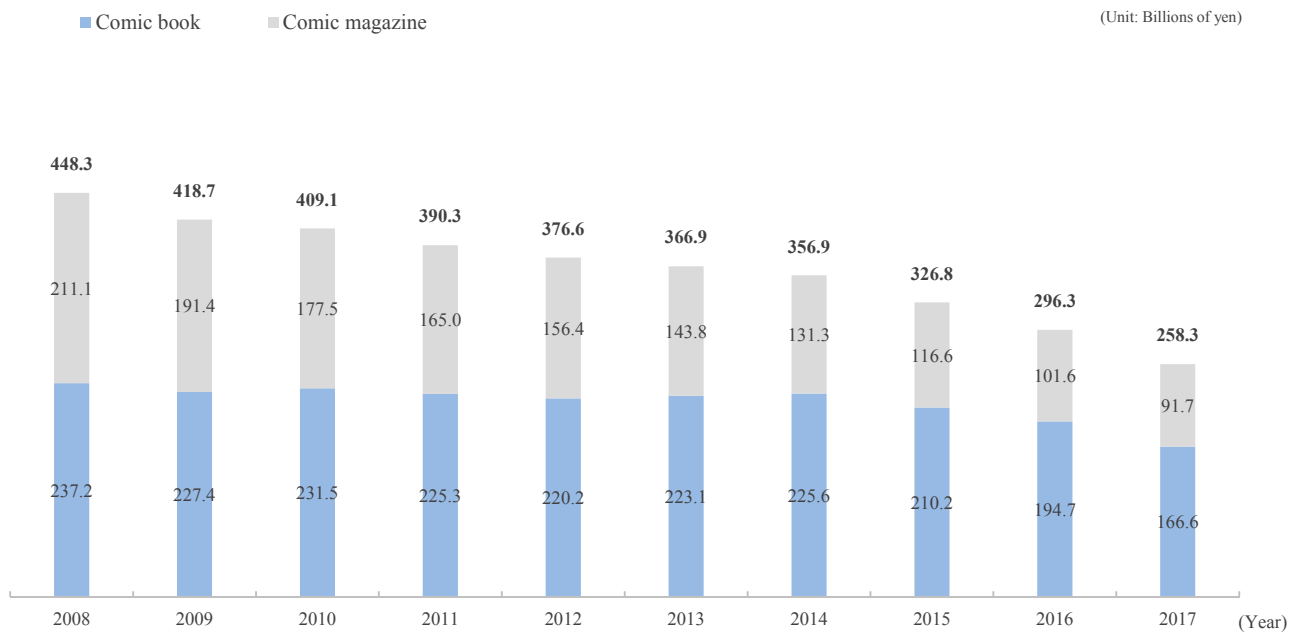
According to the *White Paper on Leisure 2018*, market scale of paper book, magazine and e-book/e-magazine in 2017 continuously decreased by 0.4% YoY, to ¥1,627.0 billion. Book sales also decreased by 3.0% YoY to ¥750.0 billion, and magazine sales recorded the fewest amount of ¥655.0 billion (decrease of 10.8% YoY).

E-book market increased by 16.2% YoY, to ¥222.0 billion. Resent elongation of e-book market has been slowing down, and yet the rate remained over two digits.



Sales amount of comic book and comic magazine

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



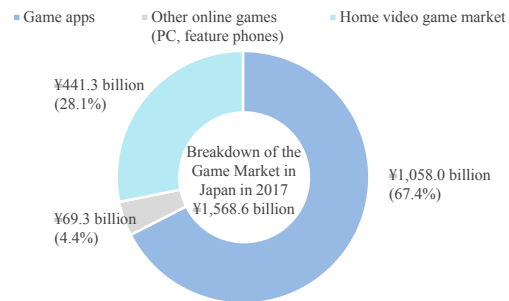
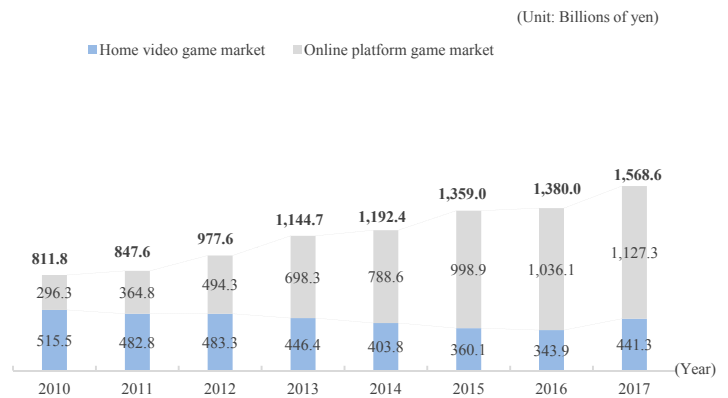
Trends in games market

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

The *White Paper on Famitsu Games 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.



Trends in toys market

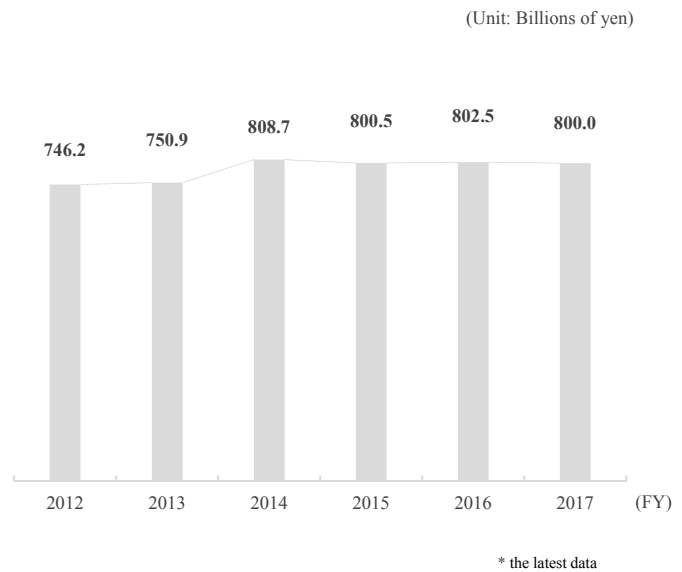
The data is based on *Japan toy market scale data in FY2017* by The Japan Toy Association, updated every June

According to the research by The Japan Toy Association, 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.

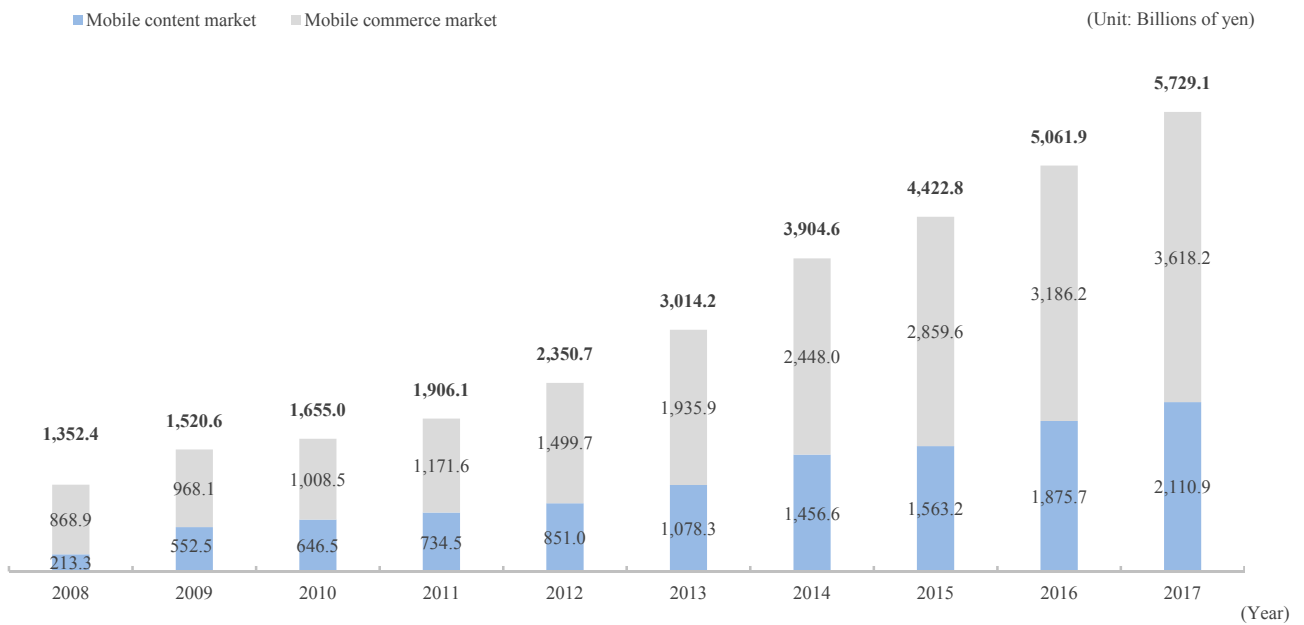
Meanwhile, in terms of peripheral categories, the domestic capsule toys market was worth ¥31.9 billion (115.2% YoY), and the candy toy market was valued at ¥43.2 billion (92.3% YoY).

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



Market scale of mobile business

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





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.

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