

Q3 (Apr. 2018 – Dec. 2018)

Q3 FY3/2019

Fact Book 1

Financial, Corporate-related Data etc.

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



Gaming and Entertainment

The Greatest Leisure for All People

FIELD'S CORPORATION

TSE 1st: 2767

February 8, 2019

Financial highlights

(Unit: Millions of yen)

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

(Unit: Yen)

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

(Unit: %)

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

Other	3/2003	3/2004	3/2005	3/2006	3/2007	3/2008	3/2009	3/2010	3/2011
Total number of shares issued and outstanding (shares)	*2 32,300	*2 161,500	347,000	347,000	347,000	347,000	347,000	347,000	347,000
Treasury shares	-	-	-	-	-	-	10,643	14,885	14,885
Number of employees (people)	460	651	758	901	1,022	1,077	827	909	1,149

*The figures in upper parentheses indicate YoY.

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

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

Source: FIELDS

Financial highlights

(Unit: Millions of yen)

FY	3/2012	3/2013	3/2014	3/2015	3/2016	3/2017	3/2018	Q1-Q3 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	(83.1) 37,615
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	(94.9) 10,175
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) 11,437
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)	(-) (1,261)
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)	(-) (1,314)
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)	(-) (14)
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	35,253
Total assets	93,601	106,628	104,869	110,316	92,478	80,397	72,336	66,376
Cash flows from operating activities	10,015	13,570	16,322	(9,086)	13,353	(7,319)	(1,094)	(380)
Cash flows from investing activities	(4,798)	(6,263)	(8,018)	(6,297)	(2,191)	(3,927)	4,399	3,855
Cash flows from financing activities	(2,565)	(2,277)	(2,018)	1,624	5,214	2,136	(2,021)	(814)
Cash and cash equivalents at end of period	18,284	23,309	29,583	15,823	32,200	23,090	24,373	27,034

(Unit: Yen)

Indicators per share	3/2012	3/2013	3/2014	3/2015	3/2016	3/2017	3/2018	Q1-Q3 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	1,047.24
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)	(0.42)

(Unit: %)

Management indicators	3/2012	3/2013	3/2014	3/2015	3/2016	3/2017	3/2018	Q1-Q3 3/2019
Shareholders' equity ratio	54.6	51.2	55.6	53.9	62.0	52.5	48.4	52.4
Return on equity (ROE)	12.2	8.9	9.5	5.1	0.2	(25.1)	(19.9)	-
Return on assets (ROA)	10.0	10.3	9.2	5.1	1.4	(10.5)	(6.8)	-
Payout ratio *1	27.7	35.1	30.9	66.0	1,398.1	-	-	-

Other	3/2012	3/2013 *2	3/2014	3/2015	3/2016	3/2017	3/2018	Q1-Q3 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	1,361

*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

I N D E X

1. Highlights for the Q3 of FY3/2019

6	Consolidated P/L statement
7	Consolidated B/S
8	Consolidated cash flows

2. Changes in business results

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

3. PS machines sales related data

14	Players in PS* industry Business flow and accounting method of merchandising rights in general products planning and development
15	Accounting method of PS machines sales
16	Main affiliated manufacturers and group companies
17	Main PS machines titles from FY3/2018 to FY3/2019
18	Change in PS unit sales by affiliated manufacturer (FY3/2001 to Q3 FY3/2019)
20	Change in pachinko unit sales by title (FY3/2001 to Q3 FY3/2019)
22	Change in pachislot unit sales by title (FY3/2001 to Q3 FY3/2019)
24	Change of <i>Evangelion</i> series

4. Result of PS machines sales

27	Result of PS machines sales (by brand and major sales title)
28	Change in unit sales of PS machines (graph)
29	Unit sales of PS machines (details) Cumulative unit sales of PS series (by main IP)

5. Corporate information, etc.

31	Corporate profile Stock information
32	Organization
33	Main group companies
34	Our history
36	ESG activities
39	Reference: notification of our IR site

*PS: pachinko and pachislot

1. Highlights for the Q3 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	
	Q1-Q3	Full-year	Q1-Q3	Full-year	Q1-Q3	Full-year
Net sales	(59.5) 42,626 [100.0]	(81.2) 76,668 [100.0]	(106.2) 45,266 [100.0]	(79.6) 61,055 [100.0]	(83.1) 37,615 [100.0]	(155.6) 95,000 [100.0]
Gross profit	(49.6) 10,038 [23.5]	(69.2) 17,641 [23.0]	(106.8) 10,719 [23.7]	(76.0) 13,400 [21.9]	(94.9) 10,175 [27.1]	(126.9) 17,000 [17.9]
SG&A expenses	(96.4) 17,433 [40.9]	(95.6) 23,015 [30.0]	(82.2) 14,332 [31.7]	(83.2) 19,138 [31.3]	(79.8) 11,437 [30.4]	(78.4) 15,000 [15.8]
Advertising expenses	3,175	3,904	1,554	2,059	731	-
Salaries	4,558	6,033	4,266	5,639	3,781	-
Business consignment expenses	1,649	2,232	1,441	1,851	853	-
Depreciation	911	1,221	790	1,060	576	-
Rents	1,501	1,981	1,329	1,793	1,164	-
Amortization of goodwill	240	322	242	322	295	-
Other	5,399	7,322	4,710	6,414	4,037	-
Operating profit (loss)	(-) (7,394) [-]	(-) (5,374) [-]	(-) (3,612) [-]	(-) (5,738) [-]	(-) (1,261) [-]	(-) 2,000 [2.1]
Ordinary profit (loss)	(-) (7,945) [-]	(-) (9,068) [-]	(-) (3,858) [-]	(-) (5,204) [-]	(-) (1,314) [-]	(-) 2,500 [2.6]
Profit (loss) attributable to owners of parent	(-) (9,072) [-]	(-) (12,483) [-]	(-) (4,133) [-]	(-) (7,691) [-]	(-) (14) [-]	(-) 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 Dec. 2018	Increase/ decrease	Factors
Cash and deposits	23,190	24,473	27,134	2,661	
Notes and accounts receivable-trade	12,727	7,019	7,643	624	
Electronically recorded monetary claims-operating	2,108	1,097	1,575	478	
Inventories	1,425	4,093	7,447	3,354	
Other	6,479	5,554	3,297	(2,257)	
Allowance for doubtful accounts	(73)	(61)	(57)	4	
Total current assets	45,856	42,175	47,039	4,864	Increase in cash and deposits Increase in inventories
Land	7,206	1,873	1,773	(100)	
Other	3,160	3,406	3,333	(73)	
Total property, plant and equipment	10,366	5,279	5,106	(173)	
Goodwill	1,007	662	2,855	2,193	
Other	1,462	723	429	(294)	
Total intangible assets	2,469	1,385	3,284	1,899	Increase in goodwill
Investment securities	8,223	6,773	5,764	(1,009)	
Long-term loans receivable	8,156	11,781	1,744	(10,037)	
Other	5,470	5,497	5,269	(228)	
Allowance for doubtful accounts	(144)	(556)	(1,831)	(1,275)	
Total investments and other assets	21,705	23,495	10,946	(12,549)	Decrease in sales of investment securities Decrease in long-term loans receivable
Total non-current assets	34,540	30,160	19,337	(10,823)	
Total assets	80,397	72,336	66,376	(5,960)	
Notes and accounts payable-trade	12,792	11,358	6,870	(4,488)	
Short-term loans payable	281	4,151	5,456	1,305	
Income taxes payable	126	171	57	(114)	
Current portion of long-term loans payable	2,600	2,580	2,580	-	
Other	4,676	4,220	4,051	(169)	
Total current liabilities	20,475	22,480	19,014	(3,466)	Decrease in notes and accounts payable-trade
Long-term loans payable	12,607	9,427	7,492	(1,935)	
Other	4,087	4,919	4,617	(302)	
Total non-current liabilities	16,694	14,346	12,109	(2,237)	Decrease in long-term loans payable
Total liabilities	37,170	36,827	31,123	(5,704)	
Capital stock	7,948	7,948	7,948	-	
Capital surplus	7,994	7,579	7,579	-	
Retained earnings	30,035	20,684	20,504	(180)	
Treasury shares	(1,821)	(1,821)	(1,821)	-	
Total shareholders' equity	44,156	34,391	34,211	(180)	
Valuation difference on available-for-sale securities	(1,836)	669	560	(109)	
Accumulated other comprehensive income	(1,930)	617	539	(78)	
Non-controlling interests	1,002	500	502	2	
Total net assets	43,227	35,509	35,253	(256)	
Total liabilities and net assets	80,397	72,336	66,376	(5,960)	

*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	
	Q1-Q3	Full-Year	Q1-Q3	Factors
Cash flows from operating activities	(2,534)	(1,094)	(380)	<ul style="list-style-type: none"> • Profit before income taxes 161 • Decrease in notes and accounts payable-trade (4,416) • Loss on sales of shares of subsidiaries and associates (1,348) • Decrease in notes and accounts receivable-trade 1,346 • Depreciation 841 • Decrease in accounts receivable-other 746 • Amortization of equity investment 694 • Increase in accrued consumption taxes 539
Cash flows from investing activities	3,349	4,399	3,855	<ul style="list-style-type: none"> • Proceeds from purchase of shares of subsidiaries resulting in change in scope of consolidation 2,818 • Proceeds from sales of shares of subsidiaries and associates 1,800 • Proceeds from sales of investment securities 528
Cash flows from financing activities	(1,004)	(2,021)	(814)	<ul style="list-style-type: none"> • Increase in short-time loans payable 1,305 • Repayments of long-term loans payable (1,935)
Effect of exchange rate change on cash and cash equivalents	0	(0)	0	
Net increase (decrease) in cash and cash equivalents	(189)	1,282	2,661	
Cash and cash equivalents at beginning of period	23,090	23,090	24,373	
Cash and cash equivalents at end of period	22,901	24,373	27,034	

Source: FIELDS

2. Changes in business results

- P.10 Change in quarterly P/L statement (table)

- P.11 Change in financial results (graph)
Change in assets/liabilities, net assets (graph)

- P.12 Change in SG&A expenses (graph)
Change in free cash 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	19,574		
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	6,323		
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	3,678		
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)	2,645		
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)	2,748		
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)	3,237		

(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	37,026		
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	9,983		
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	47,009		

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

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

[Non-Consolidated]

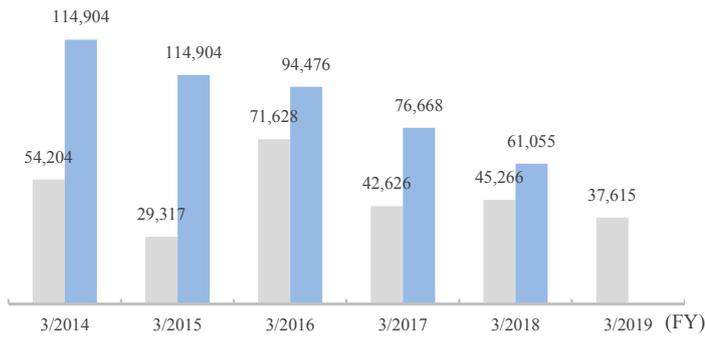
(Unit: Millions of yen)

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)

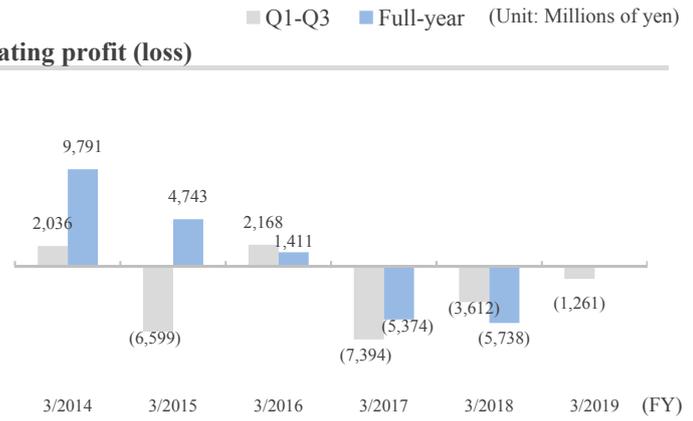
Source: FIELDS

Change in financial results (graph)

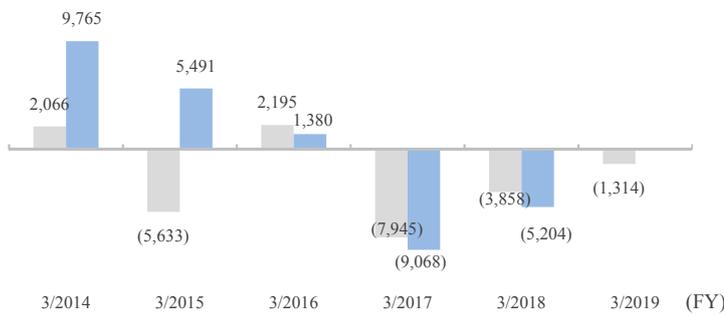
Net sales



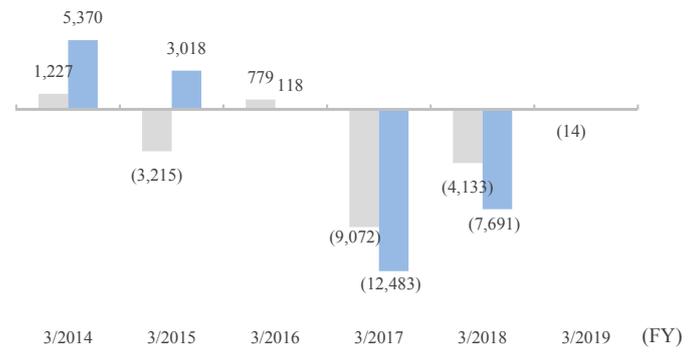
Operating profit (loss)



Ordinary profit (loss)



Profit (loss) attributable to owners of parent

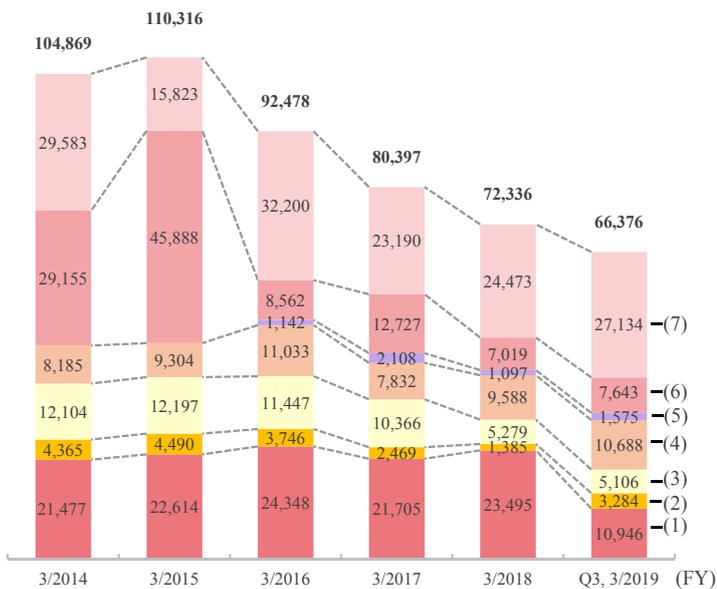


Change in assets/liabilities, net assets (graph)

Source: FIELDS

Change in assets

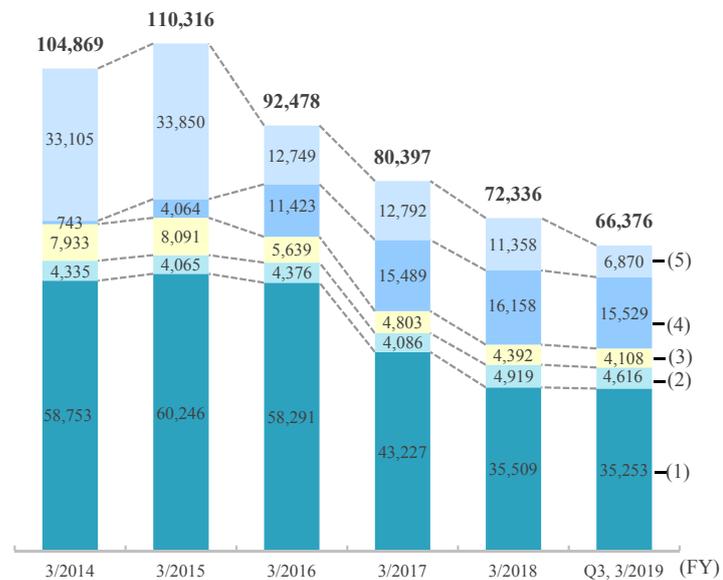
- (1) Investments and other assets
- (2) Intangible assets
- (3) Property, plant and equipment
- (4) Other current assets
- (5) Electronically recorded monetary claims - operating
- (6) Notes and accounts receivable - trade
- (7) Cash and deposits



Change in liabilities/net assets

(Unit: Millions of yen)

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



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

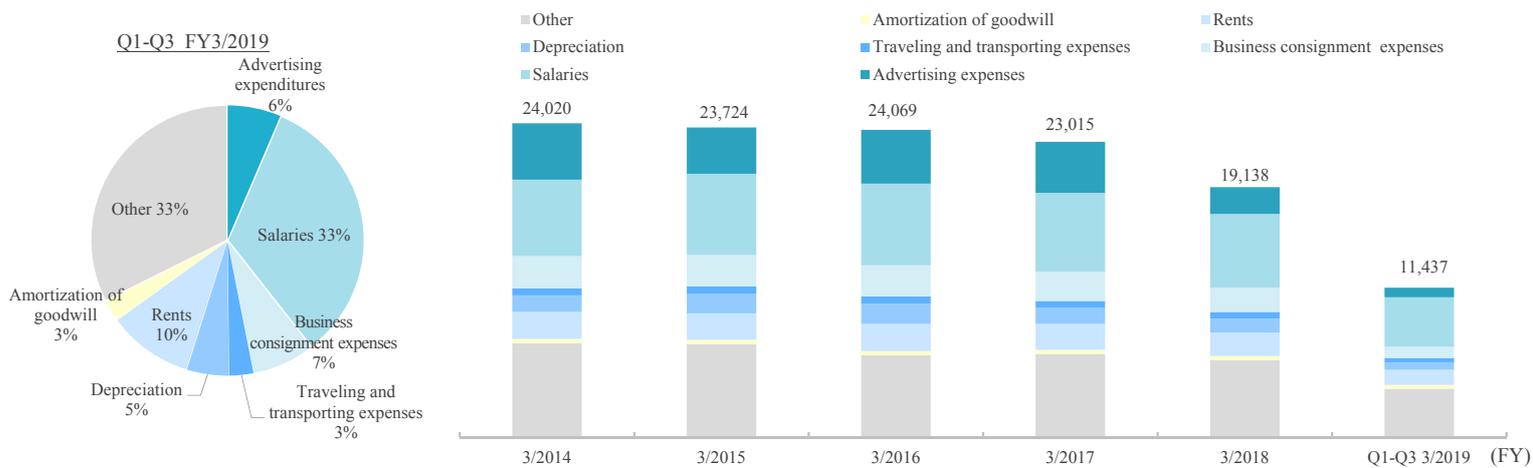
Source: FIELDS

Change in SG&A expenses (graph)

(Unit: Millions of yen)

FY	3/2014	3/2015	3/2016	3/2017	3/2018	Q1-Q3 3/2019
Advertising expenses	4,305	3,541	4,118	3,904	2,059	731
Salaries	5,859	6,222	6,248	6,033	5,639	3,781
Provision for bonuses	285	306	231	222	137	58
Provision for directors' bonuses	230	282	191	-	9	6
Business consignment expenses	2,451	2,394	2,370	2,232	1,851	853
Traveling and transportation expenses	551	598	573	542	520	330
Depreciation	1,268	1,474	1,547	1,221	1,060	576
Rents	2,062	2,022	2,072	1,981	1,793	1,164
Provision of allowance for doubtful accounts	(3)	3	1	42	236	4
Retirement benefit expenses	6	118	125	149	132	102
Amortization of goodwill	323	325	326	322	322	295
Other	6,683	6,439	6,267	6,367	5,380	3,537
Total SG&A expenses	24,020	23,724	24,069	23,015	19,138	11,437

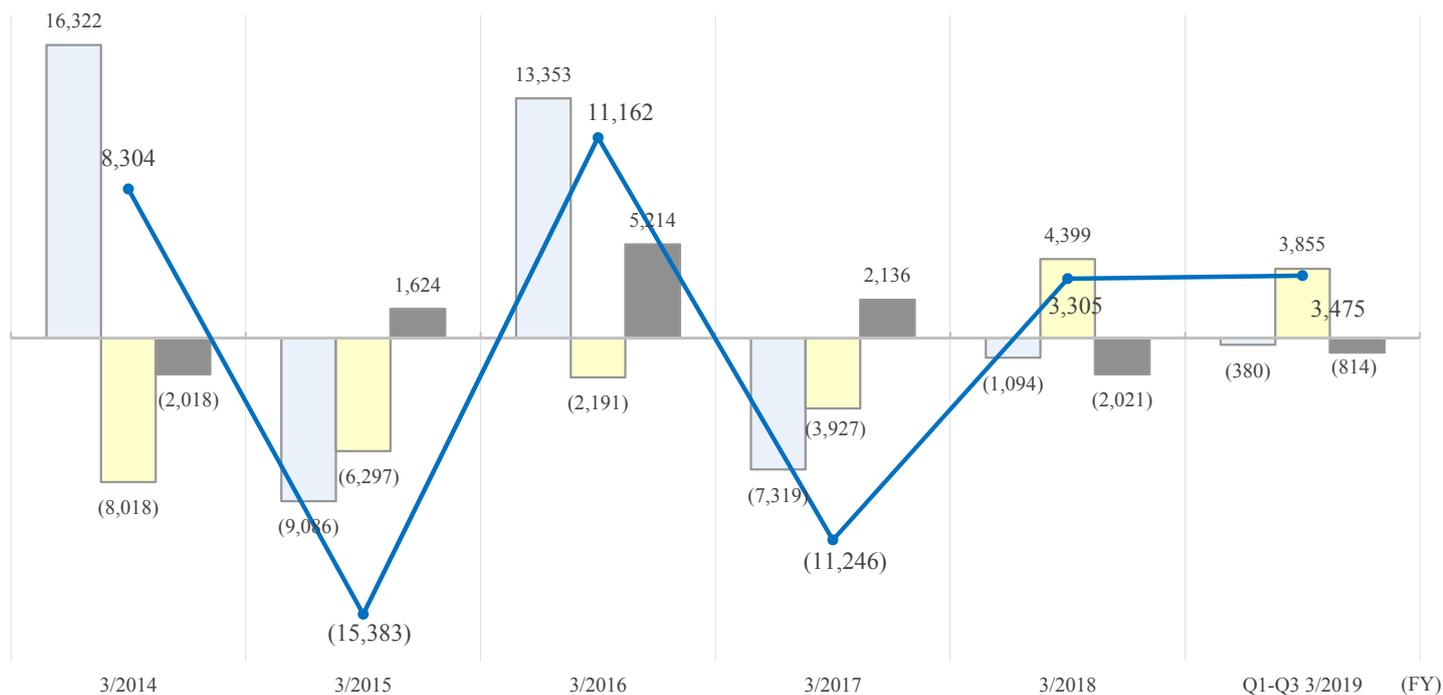
* Other is calculated on this sheet above.



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)



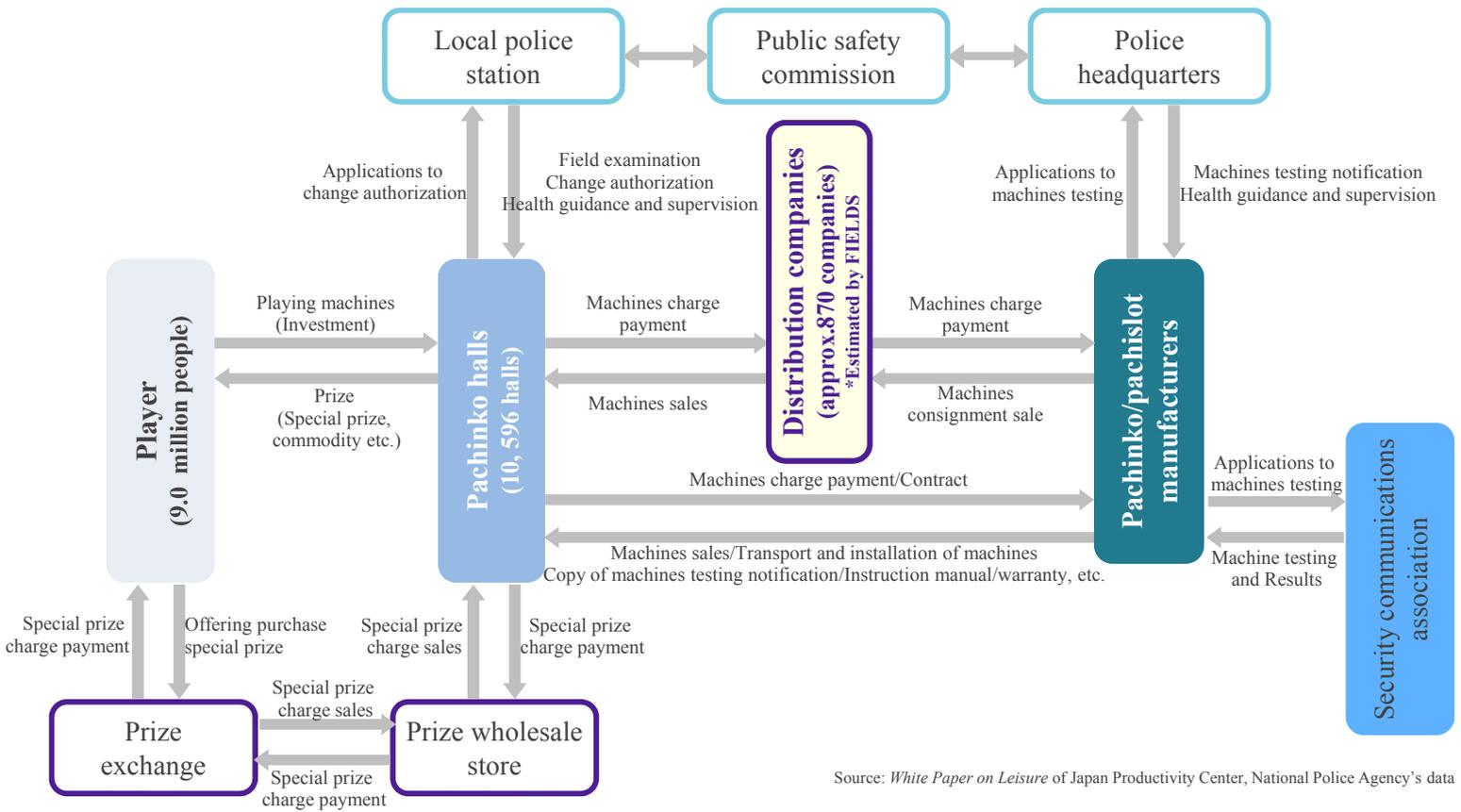
* Free CF: Cash flows from operating activities and investing activities

Source: FIELDS

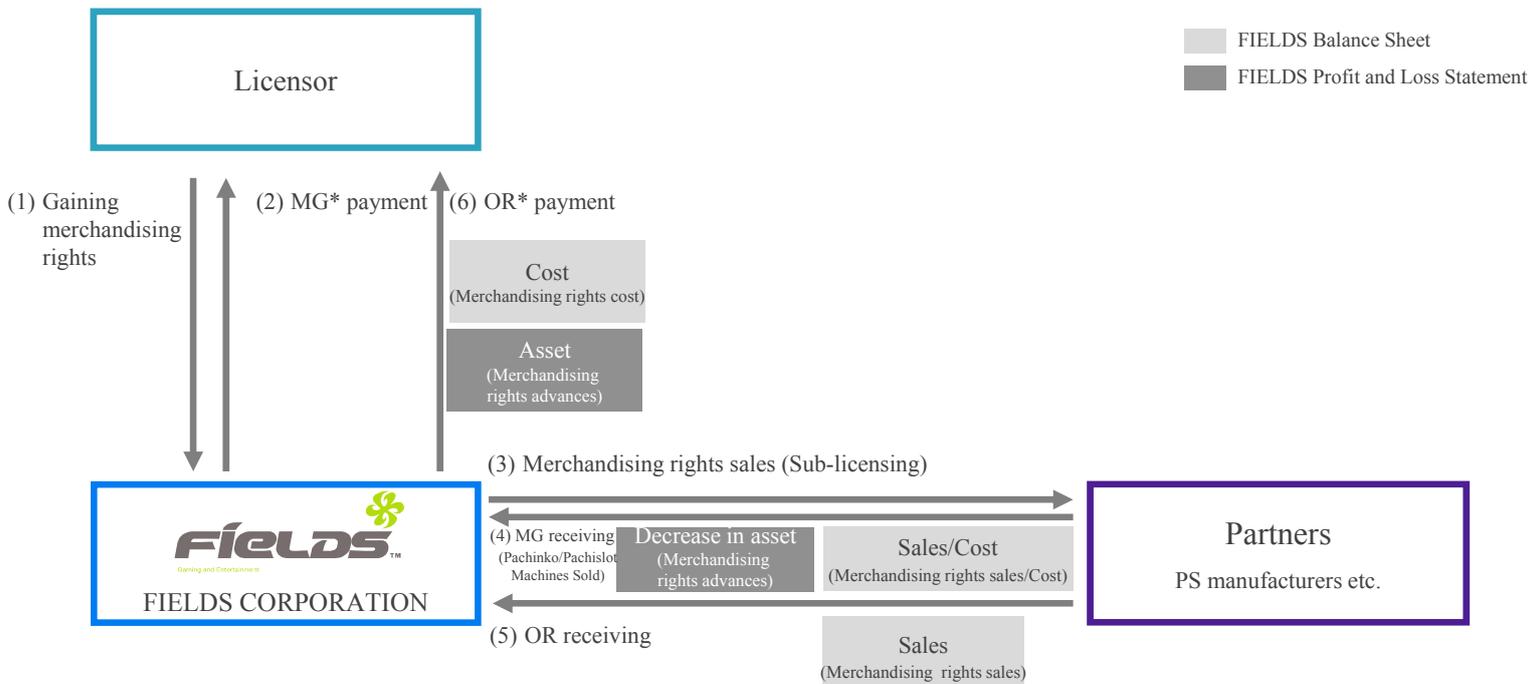
3. PS machines sales related data

- 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 manufacturers and group companies
- P.17 Main PS machines titles from FY3/2018 to FY3/2019
- P.18 Change in PS unit sales by affiliated manufacturer
(FY3/2001 to Q3 FY3/2019)
- P.20 Change in pachinko unit sales by title (FY3/2001 to Q3 FY3/2019)
- P.22 Change in pachislot unit sales by title (FY3/2001 to Q3 FY3/2019)
- P.24 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.

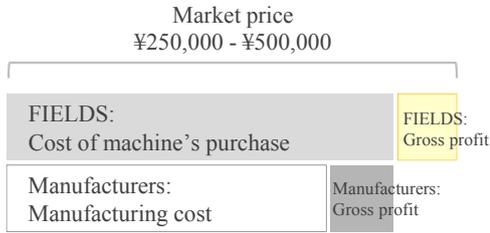
Source: FIELDS

Accounting method of PS machines sales

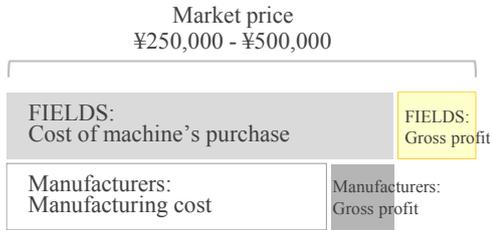
Distribution sales (sales and profit by purchase of machines)

Pachinko and Pachislot machines

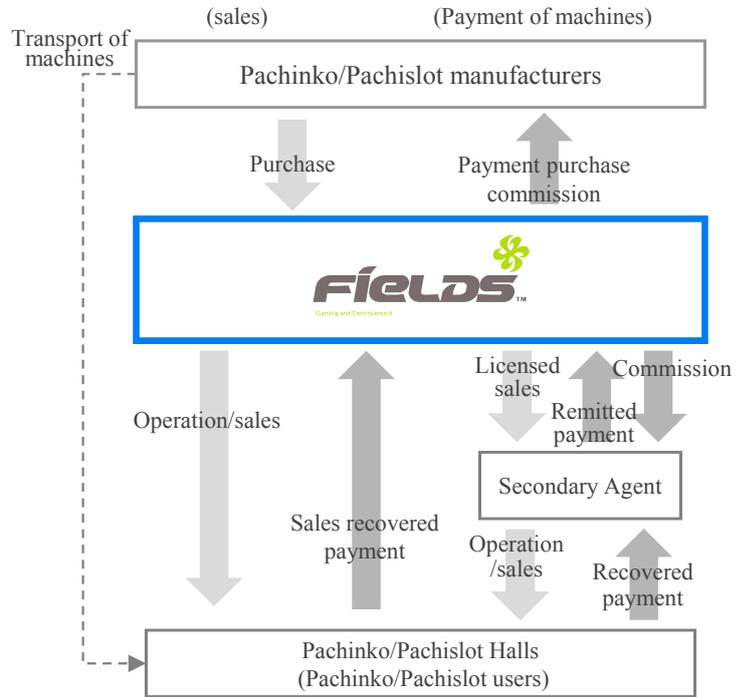
Pachinko machine sales: Cost, gainsharing (per machine)



Pachislot machine sales: Cost, gainsharing (per machine)



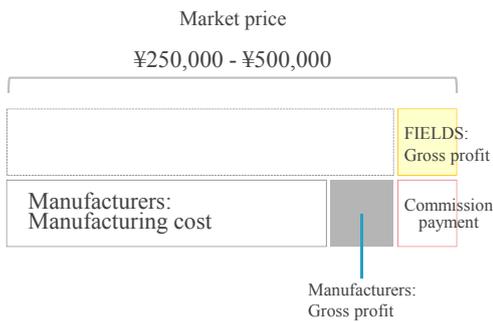
Method of machine's recovered payment



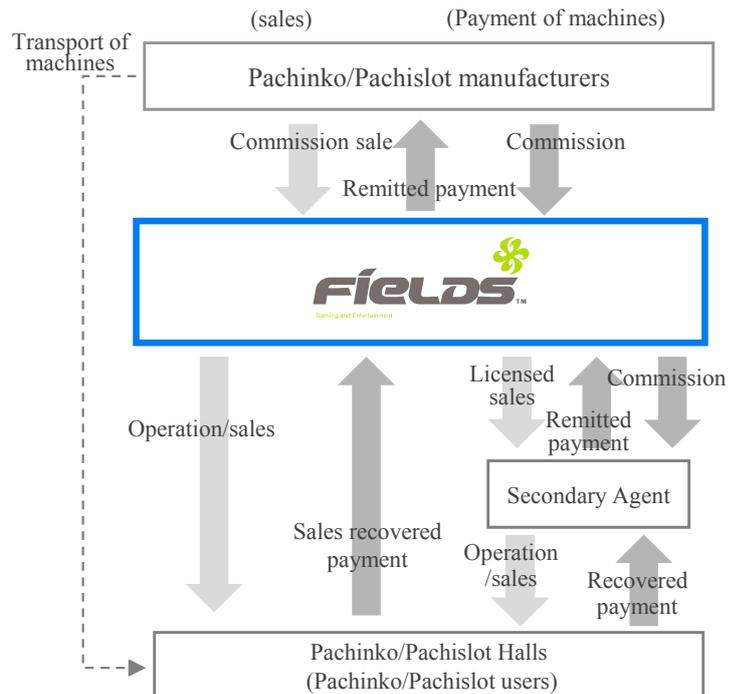
Agency sales (Sales and profit by commission)

Pachinko machine

Pachinko machine sales: Cost, gainsharing (per machine)



Method of machine's recovered payment



Main affiliated manufactures and group companies

(As of December 31, 2018)

	Manufacturer	History of alliance
Alliance Manufacturer	<p>SANKYO Group</p> <p>Bisty</p>  <p>Cumulative unit sales of manufacturer P: 2,403,000 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>KYORAKU SANGYO Group</p> <p>OK</p>  <p>Cumulative unit sales of manufacturer P: 238,000 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>Daiichi Group</p> <p>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>CAPCOM Group</p> <p>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.
Consolidated Subsidiary	<p>NANASHOW</p>  <p>66.7% *2 (27.8%)</p> <p>Cumulative unit sales of manufacturer P: 20,000 machines S: 60,000 machines</p>	<ul style="list-style-type: none"> • 2014 Formed alliance with NANASHOW Corporation • 2018 NANASHOW became the consolidated subsidiary
	<p>Spiky *1</p>  <p>100.0% *2 (100.00%)</p> <p>Cumulative unit sales of manufacturer S: 13,000 machines</p>	<ul style="list-style-type: none"> • 2015 Spiky Corporation became the subsidiary
	<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
Cooperative Manufacturer	<p>SEGA SAMMY Group</p> <p>Sammy/RODEO</p>  <p>Cumulative unit sales of manufacturer S: 1,412,000 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 affiliated company • 2017 Signed a Basic Sales and Purchase Agreement with Sammy Corporation • Closed relationship of other related company of FIELDS with RODEO Co., Ltd.

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

*2 The figures indicate investment ratio.

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

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

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

Source: FIELDS

Change in pachinko unit sales by affiliated manufacturer (FY3/2001 to Q3 FY3/2019)

(As of December 31, 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

Change in pachislot unit sales by affiliated manufacturer (FY3/2001 to Q3 FY3/2019)

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

Change in pachinko unit sales by affiliated manufacturer (FY3/2001 to Q3 FY3/2019)

(As of December 31, 2018)

FY		3/2011	3/2012	3/2013	3/2014	3/2015	3/2016	3/2017	3/2018	Q1-Q3 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	15,094	2,403,608
OK!!	Title	-	-	1	2	1	1	1	-	1	7
	Unit sales	-	-	32,437	28,790	114,597	5,010	22,897	19,110	15,211	238,052
MIZUHO/Macy	Title	-	-	-	-	1	3	-	1	-	5
	Unit sales	-	-	-	-	4,898	39,623	73	6,361	5,367	56,277
NANASHOW	Title	-	-	-	-	-	-	2	-	1	3
	Unit sales	-	-	-	-	-	-	3,731	665	16,567	20,963
Daiichi/D-light	Title	-	-	-	-	-	1	1	-	1	3
	Unit sales	-	-	-	-	-	8,636	14,015	-	9,656	32,307
Total	Title	2	2	2	5	4	7	6	3	4	63
	Unit sales	236,505	181,776	80,653	140,658	279,273	143,953	139,353	82,956	61,895	2,751,207

Source: FIELDS

Change in pachislot unit sales by affiliated manufacturer (FY3/2001 to Q3 FY3/2019)

FY		3/2011	3/2012	3/2013	3/2014	3/2015	3/2016	3/2017	3/2018	Q1-Q3 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	-	1,412,261
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	16
	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	3	2	10
	Unit sales	-	-	-	-	20,084	14,990	6,321	10,989	7,961	60,345
Spiky	Title	-	-	-	-	-	-	-	1	4	5
	Unit sales	-	-	-	-	-	-	-	7,064	6,656	13,720
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	8	123
	Unit sales	207,890	170,838	218,314	214,479	87,203	121,287	83,795	67,698	19,010	2,624,245

* 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* and *Pachinko Onimusha: Dawn of Dreams Super Souken* from KYORAKU SANGYO released in FY3/2018.

Source: FIELDS

Change in pachinko unit sales by title (FY3/2001 to Q3 FY3/2019)

(Units sales as of December 31, 2018)

Bisty			
	FY	Title	Number of sales
1	3/2004	CR FEVER KUNG-FU GAL	14,000
2	3/2005	CR Kahara Tomomi to Minashigo Hatchi	41,000
3		CR Neon Genesis Evangelion	124,000
4		CR Circuit e ikou!	11,000
5		CR FEVER TWINS	-
6	3/2006	CR Neon Genesis Evangelion: Second Impact	161,000
7		CR Ashita ga arusa Yoshimoto World	38,000
8		CR Marilyn Monroe	39,000
9		CR Iijima Naoko no Casino Bisty	21,000
10		CR Daimajin	10,000
11	3/2007	CR Neon Genesis Evangelion—Kiseki no Kachiwa	187,000
12		CR WINK	11,000
13		CR Aya Matsuura	40,000
14		CR Otoko Ippiki Gaki Daisho	-
15		CR Shin Sangoku Musou	27,000
16	3/2008	CR Neon Genesis Evangelion—The Angels Are Back Again	199,000
17		CR Tomb Raider	-
18		CRA Felix the Cat	-
19		CR The Mask of Zorro	-
20		CR LOONEY TUNES BIA	-
21	3/2009	CR Mystic Blue	-
22		CR King Kong	21,000
23		CR Seven Samurai	82,000
24		CR A Morning Musume	-
25		CR A Neon Genesis Evangelion Premium Model	51,000
26	3/2010	CR Neon Genesis Evangelion—The Beginning and the End	237,000
27		CR Iron Chef	-
28		CR GTO	-
29		CR Neon Genesis Evangelion—The Angels Are Back Again YF	24,000
30		CR Shimizu no Jirocho—The Bonds of Life	11,000
31	3/2011	CR Kung Fu Panda	12,000
32		CR Evangelion—Evangelical of the beginnings Light ver.	-
33		CR Shimizu no Jirocho Light ver.	-
34		CR Evangelion—Evangelical of the Beginnings	205,000
35	3/2012	CR Evangelion 7	100,000
36		CR The story of ayumi hamasaki Sweet Version	10,000
37		CR The story of ayumi hamasaki Light Version	-
38		CR The story of ayumi hamasaki—introduction	72,000

39	3/2013	Evangelion 7 Smile Model	12,000
40		CR Sengoku BASARA 3—The Battle of Sekigahara	16,000
41		EVA Light III	16,000
42	3/2014	CR EVANGELION 8 Premium Battle	12,000
43		CR TEKKEN	18,000
44		CR EVANGELION 8	75,000
45		CR Beyond the Heavens	-
46	3/2015	CR TEKKEN LIGHT VERSION	-
47		CR EVANGELION 8 Extreme Battle	20,000
48		CR ayumi hamasaki 2	23,000
49		CR EVANGELION 9	103,000
50		CR EVANGELION 9 Premium Amadigi ver.	13,000
51		CR EVANGELION 9 Middle ver.	-
52	3/2016	CR EVANGELION 9 Type zero ver.	-
53		CR Martian Successor NADESICO	-
54		CR EVANGELION X	53,000
55		CR EVANGELION 9 Type zero 199 ver.	-
56		CR Martian Successor NADESICO Light ver.	-
57		CR EVANGELION X PREMIUM MODEL	12,000
58	3/2017	CR TEKKEN 2 Toushin ver.	15,000
59		CR EVANGELION 9 180ver.	-
60		CR EVANGELION 10 SPEED IMPACT	12,000
61		CR EVANGELION—Time to Rise	57,000
62		CR TEKKEN 2 Fujin ver.	-
63	3/2018	CR EVANGELION—Time to Rise Premium Model	-
64		CR EVANGELION 2018 model	36,000
65		CR EVANGELION—Time to Rise Start impact	-
66		CR CODE GEASS Lelouch of the Rebellion - Emperor Road-	10,000
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 -	-
70		Mode Pachinko Drum ☆ EVANGELION GOLD	On sale
71		Mode Pachinko EVANGELION—Super awakening—	On sale
72		EVANGELION—Super berserk—	On sale

*The table shows the titles which are announced as of January 31, 2019.

*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.

Source: FIELDS

Change in pachinko unit sales by title (FY3/2001 to Q3 FY3/2019)

(Units sales as of December 31, 2018)

OK!!			
	FY	Title	Unit sales
1	3/2013	<i>New-century Pachinko GHOST IN THE SHELL: STAND ALONE COMPLEX MAX type</i>	-
2		<i>New-century Pachinko GHOST IN THE SHELL: STAND ALONE COMPLEX Middle type</i>	25,000
3	3/2014	<i>Pachinko Onimusha: Dawn of Dreams</i>	33,000
4		<i>New-century Pachinko BERSERK</i>	23,000
5	3/2015	<i>Pachinko Onimusha: Dawn of Dreams Light Version</i>	-
6		<i>Pachinko Ultra Battle Retsuden</i>	80,000
7	3/2016	<i>Pachinko Marvel's Avengers</i>	-
8	3/2017	<i>Pachinko GANTZ</i>	31,000
9	3/2018	<i>Pachinko Ultra Battle Retsuden Light Edition</i>	-
10		<i>Pachinko Marvel's Avengers Type196</i>	-
11		<i>Pachinko Marvel's Avengers Light Version</i>	-
12		<i>Pachinko GANTZ EXTRA</i>	-
13	3/2019	<i>Pachinko Onimusha: Dawn of Dreams Super Souken (Manufactured by KYORAKU SANGYO)</i>	14,000
14		<i>Pachinko GEKIJOUREI</i>	On sale

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

NANASHOW			
	FY	Title	Unit sales
1	3/2017	<i>CR The Amazing Spider-Man</i>	-
2		<i>THE GENIE FAMILY</i>	-
3	3/2019	<i>CR ULTIMATE JUDGEMENT</i>	16,000

MIZUHO/ Macy			
	FY	Title	Unit sales
1	3/2015	<i>CR BATMAN</i>	-
2	3/2016	<i>CR Million GOD RISING</i>	22,000
3		<i>CR Midoridon Hanabi DE Buon giorno</i>	10,000
4		<i>CR Million GOD RISING—ZEUS Returns—</i>	-
5		<i>CR Tengen Toppa Gurren Lagann</i>	-
6		<i>CR Midoridon Hanabi DE Buon giorno 1/99ver.</i>	-
7	3/2018	<i>CR Yu-Gi-Sei Million Arthur</i>	-
8	3/2019	<i>CR Tengen Toppa Gurren Lagann 199 ver.</i>	-
9		<i>CR Tengen Toppa Gurren Lagann 99 ver.</i>	-
10		<i>CR Yu-Gi-Sei Million Arthur 199ver</i>	-

*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.

Source: FIELDS

Change in pachislot unit sales by title (FY3/2001 to Q3 FY3/2019)

(Units sales as of December 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	-
26	3/2008	Virtua Fighter	10,000
27		Tenka Muteki! Salaryman Kintaro	18,000
28		The Mask of Zorro	-
29		Cream Stew	-
30		Devil May Cry 3	48,000
31	3/2009	Kaiji Act 2	18,000
32		Tenchi wo Kurau	-
33		Sonic Live	-
34	3/2010	Onimusha: Dawn of Dreams	90,000
35		Hono-no Nekketsu Kyoshi	-
36	3/2011	Gravion	-
37		Ore no Sora—Spirit of Young Justice	38,000
38		Gamera	13,000
39	3/2012	Pachislot Monster Hunter	95,000
40		Rahxephon	-
41		Kaze no Youjinbou—Memory of Butterflies	23,000

42	3/2013	Pachislot Shin-Onimusha Sairin	41,000
43		SAKIGAKE OTOKOJUKU—TENCHO-GORIN THE FINAL	24,000
44	3/2014	Kaiji3 (Manufactured by GINZA Corporation)	25,000
45	3/2015	Salaryman Kintaro Syusse Kaido	42,000
46	3/2017	Pachislot INUYASHA	-
47	3/2018	PACHISLOT TATAKAE! SALARY-MAN	-
48		Pachislot Ys I & II	-

Bisty			
	FY	Title	Unit sales
1	3/2004	KAIZOKU	-
2	3/2005	Dai Yamato	12,000
3		Fever Natsumatsuri	-
4	3/2006	Neon Genesis Evangelion	23,000
5	3/2007	SHERLOCK HOUND	-
6		GTO	-
7		ROCKY BALBOA	-
8		Tomb Raider	60,000
9		Lord of the Rings	-
10	3/2008	Beach Club	-
11		Neon Genesis Evangelion—Magokoro wo Kimini	99,000
12		Morning Musume	-
13	3/2009	KING KONG	-
14		Neon Genesis Evangelion—That time has come, now they're waiting for us	90,000
15	3/2010	Saturday Night Fever	-
16		Neon Genesis Evangelion—Die Spur der SEELE	84,000
17	3/2011	MOBASLO Evangelion—for your own wish	77,000
18		Magical Shopping Arcade Abenobashi	-
19	3/2012	Evangelion—the Heartbeat of Life	46,000
20		SAMURAI 7	12,000
21	3/2013	EVANGELION	57,000
22		Yaoh	-
23		GTO Limit Break	-
24	3/2014	Evangelion—Ketsui no Toki	13,000
25		MOBILE SUIT GUNDAM	25,000
26		PACHISLOT ULTRAMAN WARS	23,000
27	3/2016	EVANGELION—Spear of Hope	26,000
28		EVANGELION—Tamashii wo Tsunagumono	15,000
29		MOBILE SUIT GUNDAM Awakening—Chained battle—	12,000
30	3/2017	EVANGELION—WISH OF VICTORY	-
31		PACHI-SLOT MOBILE SUIT Z GUNDAM	-
32	3/2018	EVANGELION 30φMODEL	-
33		Neon Genesis Evangelion - to You the Sincerity 2	-
34	2019/3	Pachislot Evangelion AT777	On sale

*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.

Source: FIELDS

Change in pachislot unit sales by title (FY3/2001 to Q3 FY3/2019)

(Units sales as of December 31, 2018)

Enterrise			
	FY	Title	Unit sales
1	3/2010	<i>VIEWTIFUL JOE</i>	-
2	3/2011	<i>Sengoku BASARA 2</i>	16,000
3	3/2012	<i>Street Fighter IV</i>	-
4	3/2013	<i>Resident Evil 5</i>	49,000
5	3/2014	<i>Monster Hunter: Gekka Raimei</i>	50,000
6		<i>Devil May Cry 4</i>	25,000
7	3/2015	<i>Pachislo Sengoku BASARA 3</i>	20,000
8	3/2016	<i>Resident Evil 6</i>	37,000
9		<i>Asura's Wrath</i>	-
10	3/2017	<i>Super Street Fighter IV</i>	-
11		<i>Devil May Cry X (Cross)</i>	15,000
12		<i>Monster Hunter Kyoryu Sensen</i>	37,000
13	3/2018	<i>Pachislo Machine Ace Attorney</i>	-
14		<i>Resident Evil Revelations</i>	18,000
15	3/2019	<i>Pachislo Okami</i>	-
16		<i>STREET FIGHTER V PACHISLOT EDITION</i>	-
17		<i>Pachislot Sengoku BASARA HEROES PARTY</i>	On sale

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

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

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

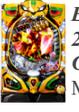
OK!!			
	FY	Title	Unit sales
1	3/2018	<i>Pachi-Slot Marvel's The Avengers</i>	-
2		<i>PACHI-SLOT ULTRASEVEN</i> (Manufactured by KYORAKU SANGYO)	-

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

*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.

Source: FIELDS

Change of pachinko *Evangelion* series

FY	Sales title (main title)	Low gambling nature type/reused machines	Unit sales of series (by period)	FY	Sales title (main title)	Low gambling nature type/reused machines	Unit sales of series (by period)
3/2005	 Neon Genesis Evangelion Dec. 2004 (124,000 machines)		<u>98,000 machines</u>	3/2015	 EVANGELION 9 Dec. 2014 (103,000 machines)	 EVANGELION 8 Extreme Battle Jul. 2014 (20,000 machines)	<u>131,000 machines</u>
3/2006	 Second Impact Feb. 2006 (161,000 machines)		<u>150,000 machines</u>			 EVANGELION 9 Premium Amadigi Ver. Feb. 2015 (13,000 machines)	
3/2007	 Kiseki no Kachiwa Feb. 2007 (187,000 machines)		<u>206,000 machines</u>			 EVANGELION 9 Middle Ver. Feb. 2015	
3/2008	 The Angels Are Back Again Jan. 2008 (199,000 machines)		<u>206,000 machines</u>	3/2016	 EVANGELION X Sep. 2015. (53,000 machines)	 EVANGELION 9 Type zero ver. May 2015	<u>84,000 machines</u>
3/2009		 Neon Genesis Evangelion Premium Model May 2008 (51,000 machines)	<u>63,000 machines</u>			 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)	<u>259,000 machines</u>			 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	<u>215,000 machines</u>	3/2017	 Time to Rise Dec. 2016 (57,000 machines)	 EVANGELION 9 180Ver. Sep. 2016	<u>78,000 machines</u>
3/2012	 Evangelion 7 Jan. 2012 (100,000 machines)		<u>97,000 machines</u>			 EVANGELION X SPEED IMPACT Sep. 2016 (12,000 machines)	
3/2013		 (Evangelion 7) EVA Light III May 2012 (16,000 machines)	<u>31,000 machines</u>			3/2018	
3/2014	 EVANGELION 8 Jul. 2013 (75,000 machines)	 EVANGELION 8 Premium Battle Jan. 2014 (12,000 machines)		<u>88,000 machines</u>	 EVANGELION 11 Start Impact Dec. 2017		
		 Evangelion 7 Smile Model Dec. 2012 (12,000 machines)		 EVANGELION 2018 model GOLD Impact Mar. 2018			
				3/2019	 Mode Pachinko EVANGELION -Super awakening- Mar. 2019 On sale	 CR Drum ☆ EVANGELION PINK Aug. 2018	<u>11,000 machines</u>
						 Mode Pachinko Drum ☆ EVANGELION GOLD Jan. 2019 On sale	

©khara /Project Eva. ©khara © SANKYO © Bisty ©khara © Bisty ©khara Manufactured by Bisty Co., Ltd. ©khara

*The figures have been rounded down to thousand.

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

Source: FIELDS

Change of pachislot *Evangelion* series

FY	Sales title	Unit sales of series (by period)	FY	Sales title	Unit sales of series (by period)
3/2006	 <p>Neon Genesis Evangelion Sep. 2005 (23,000 machines)</p>	22,000 machines	3/2014	 <p>Evangelion —Ketsui no Toki Feb. 2014 (13,000 machines)</p>	13,000 machines
3/2007		-	3/2015		-
3/2008	 <p>Neon Genesis Evangelion Magokoro wo Kimini Jul. 2007 (99,000 machines)</p>	99,000 machines	3/2016	 <p>EVANGELION —Spear of Hope Jun. 2015 (26,000 machines)</p>	41,000 machines
3/2009	 <p>Neon Genesis Evangelion That time has come, they're waiting for us Sep. 2008 (90,000 machines)</p>	90,000 machines	3/2017	 <p>EVANGELION —Tamashii wo Tsunagumono Dec. 2015 (15,000 machines)</p>	
3/2010	 <p>Neon Genesis Evangelion — Die Spur der SEELE Mar. 2010 (84,000 machines)</p>	74,000 machines	3/2018	 <p>EVANGELION —WISH OF VICTORY Feb. 2017</p>	-
3/2011	 <p>MOBASLO Evangelion —for your own wish Mar. 2011 (77,000 machines)</p>	65,000 machines	3/2019	 <p>EVANGELION 30φMODEL Jan. 2018</p>	11,000 machines
3/2012	 <p>Evangelion —the Heartbeat of Life Feb. 2012 (46,000 machines)</p>	69,000 machines		 <p>Neon Genesis Evangelion - to You the Sincerity 2 Feb. 2018</p>	
3/2013	 <p>EVANGELION Feb. 2013 (57,000 machines)</p>	56,000 machines		<p>Pachislot Evangelion AT777 Feb. 2019 On sale</p>	

©khara /Project Eva.

©khara © Bisty

©khara The manufacturer is Bisty Co.,Ltd

©khara

*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.27 Result of PS machines sales (by brand and major sales title)

P.28 Change in unit sales of PS machines (graph)

P.29 Unit sales of PS machines (details)
Cumulative unit sales of PS series (by main IP)

Result of PS machines sales (by brand)

(As of December 31, 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	3,183		
OK!!	9,207	6,110	10	3,783	19,110	216	-	14,995		
MIZUHO *1	-	-	-	6,316	6,316	-	5,331	36		
Daiichi/ D-right	-	-	-	-	-	8,914	676	66		
NANASHOW	665	-	-	-	665	-	-	16,567		
Others	3,054	3,886	3,154	2,728	12,822	3,126	2,648	2,179		
I) Total unit sales (pachinko)	14,531	15,723	39,171	26,353	95,778	19,895	12,927	37,026		
[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	-	-	7,961		
Spiky	-	-	-	7,064	7,064	1,865	3,246	1,545		
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	477		
II) Total unit sales (pachislot)	12,571	56,668	8,053	18,387	95,679	3,341	6,863	9,983		
I) + II) Total unit sales	27,102	72,391	47,224	44,740	191,457	23,236	19,790	47,009		

*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 -	-	-			
Nov.	NANASHOW	CR ULTIMATE JUDGEMENT			16,000		
Nov.	KYORAKU SANGYO	Pachinko Onimusha: Dawn of Dreams Super Souken			14,000		
[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	-	-			
Nov.	Spiky	Resident Evil INTO THE PANIC					
Dec.	NANASHOW	Pachislot Mach GoGoGo					
Dec.	NANASHOW	Pachislot LORD of VERMILION Re:					

*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.

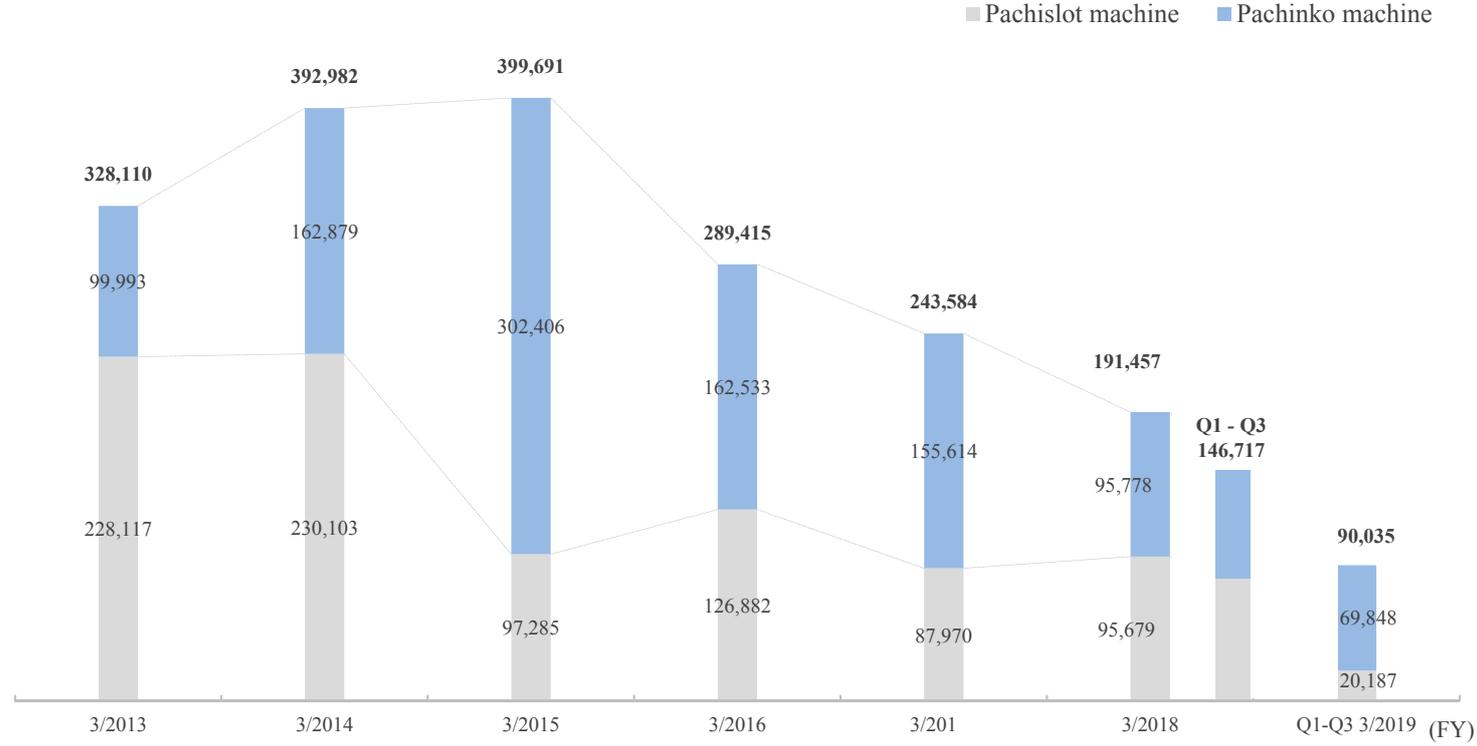
*The blue-letter titles are spin-offs of previously launched PS machines.

Source: FIELDS

Change in unit sales of PS machines (graph)

By PS machines

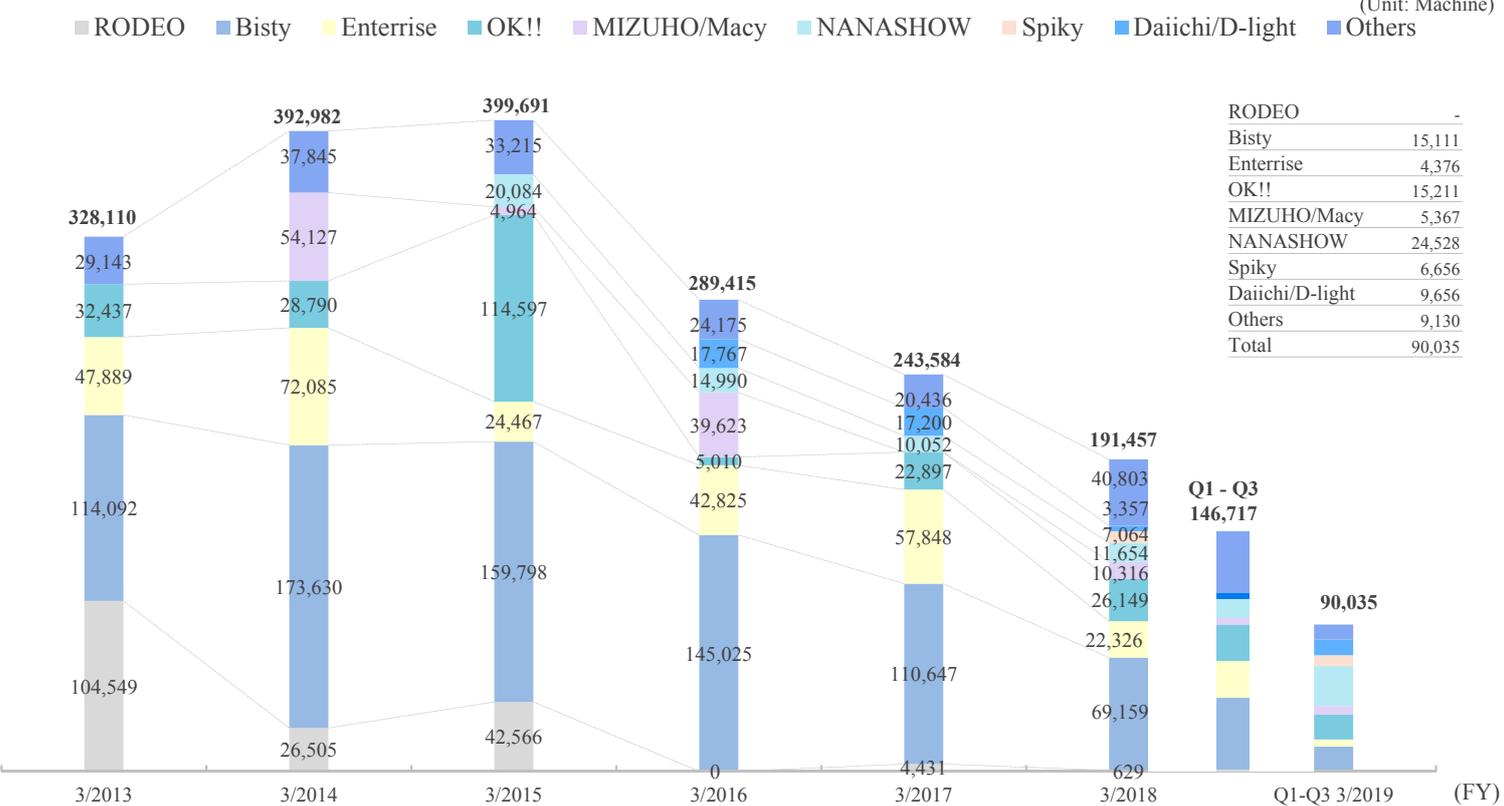
(Unit: Machine)



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		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 December 31, 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>Onimusha</i> • <i>Yu-Gi-Sei Million Arthur</i>	• <i>Salaryman Kintaro</i> • <i>Ore no Sora</i>	• <i>CODE GEASS</i> • <i>INUYASHA</i>	• <i>Ultra Battle Retsuden</i>
Pachislot	• <i>Neon Genesis Evangelion</i>	• <i>LORD of VERMLION</i> • <i>Resident Evil</i>	• <i>Salaryman Kintaro</i> • <i>Ore no Sora</i>	• <i>GANTZ</i> • <i>Mach GoGoGo</i>	• <i>ULTRAMAN WARS</i> • <i>ULTRASEVEN</i>
■ Cumulative titles sold					
Pachinko	13	12	4	22	1
Pachislot	13	34	8	40	4
Total	26	46	12	62	5
■ Cumulative unit sales					
Pachinko	1,774,000	231,000	94,000	318,000	83,000
Pachislot	554,000	804,000	403,000	393,000	33,000
Total	2,328,000	1,036,000	497,000	712,000	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.

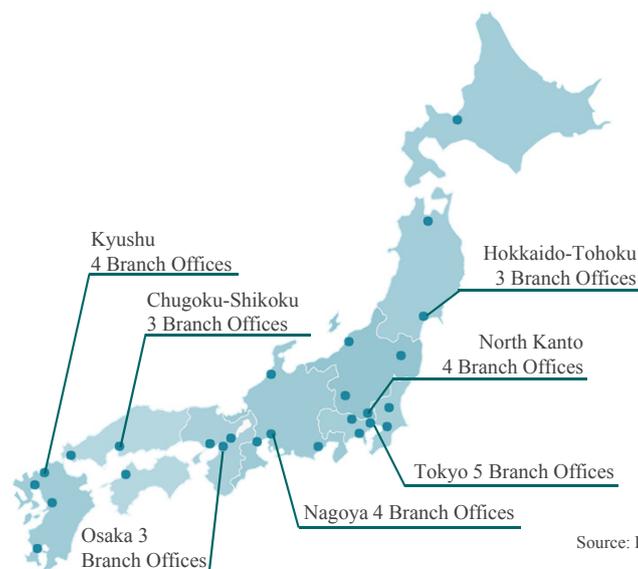
- P.31 Corporate profile
Stock information
- P.32 Organization
- P.33 Main group companies
- P.34 Our history
- P.36 ESG activities
- P.39 Reference: notification of our IR site

Corporate profile

(As of December 31, 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	1,361 (consolidated), 555 (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 14 companies
Equity method companies	<ul style="list-style-type: none"> • SOUGOU MEDIA INC. • No9 Inc. and others total 4 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: 9 > Morioka, Akita, Utsunomiya, Nagano, Ueno, Takamatsu, Okayama, Oita, Miyazaki



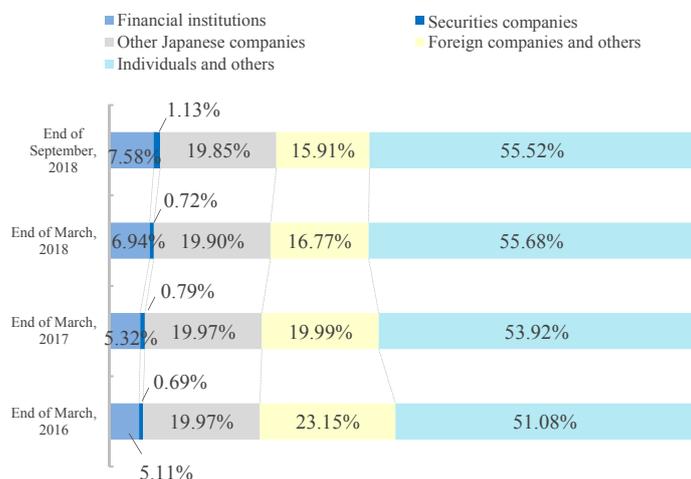
Source: FIELDS

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).

Major shareholders

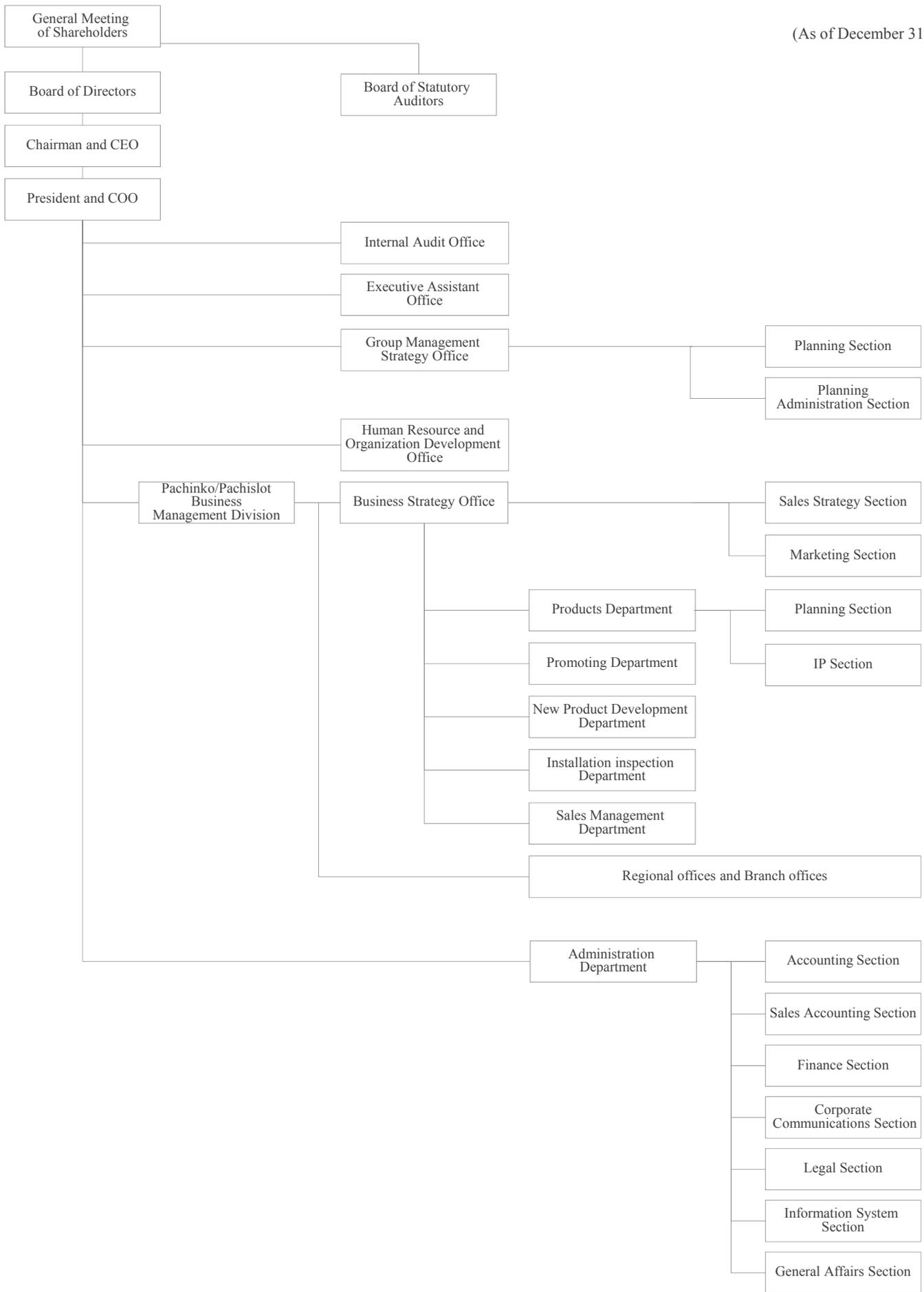
(As of September 30, 2018)

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 NVI01	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%

Source: FIELDS

Organization

(As of December 31, 2018)



Source: FIELDS

Main group companies

(As of December 31, 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
○ NANASHOW Corporation	66.7 (27.8)	40	Shibuya-ku, Tokyo	Development and manufacturing of PS machines	Jan. 2014
○ 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
□ 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

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

- 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 *SWORDGAI The Animation* distributing simultaneously worldwide on Netflix
- The comic field entered to create IP**
- 2010 Publishing company HERO'S INC. jointly established with Shogakukan Creative INC.
 - 2011 Publishing of *HERO'S Monthly* magazine began
 - 2012 Published *HERO'S Comics*
 - 2017 TV anime *ATOM THE BEGINNING* broadcasted on NHK
Acquired shares in No9 Inc., which operates a electronic comic platform business
 - 2018 TV anime *KILLING BITES* broadcasted on Animeism of MBS and other
- Toward holding/cultivating IP**
- 2010 Tsuburaya Productions Co., Ltd., owner of the *Ultraman* series and other high-quality IP, made a subsidiary
- Group systems set up and network with external partners strengthened to raise IP value**
- 2012 Collaborated with SOTSU CO., LTD. and Toho Co., Ltd. to begin cross-media development of *MAJESTIC PRINCE*
- 2013
- 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 *SWORDGAI*, 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 [PS distribution unit] *Fields AD Network* started, a packaged service of targeting advertisement and analysis tool jointly developed by FIELDS CORPORATION and FutureScope Corp.
 - 2018 [PS development unit] NANASHOW Corporation made a subsidiary to integrate the function in PS development unit
 - 2019 [Video production unit] TV anime *The Magnificent KOTOBUKI*, invested by Digital Frontier Inc. broadcasted on TOKYO MX and other
 - 2019 [IP&MD unit] Anime *ULTRAMAN*, invested by FIELDS CORPORATION and Tsuburaya Productions Co., Ltd., scheduled to be distributed simultaneously worldwide on Netflix
- Announcement of Medium-term Management Plan (FY3/2019 to FY3/2021)**

Source: FIELDS

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: 195 (67.47% 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

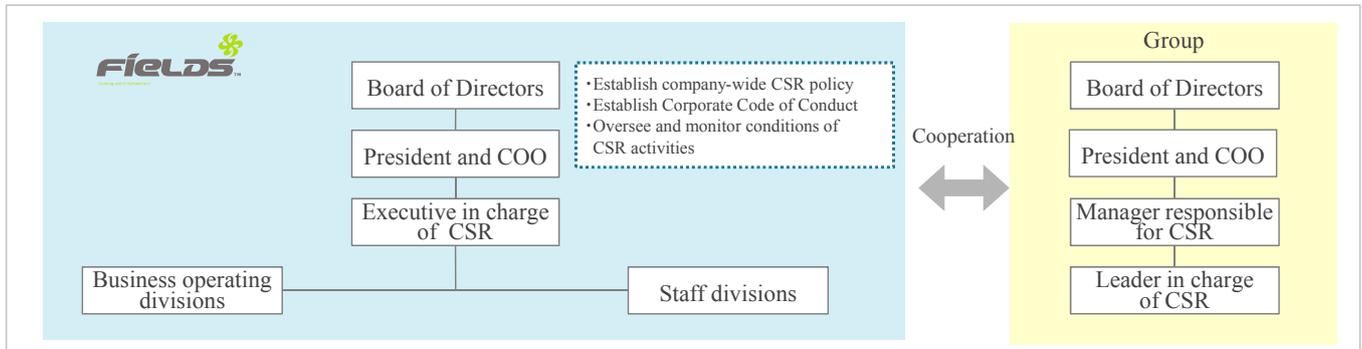
2. Activities for society

(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

<p>Operating of quality management system</p> <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 August 2018 	<p>Established Okinawa working center</p> <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.
<p>Implementing the social contribution activities</p> <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 	<p>Promoting introduction of AED (Automatic External Defibrillator)</p> <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

ULTRAMAN FOUNDATION

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



©TSUBURAYA PRODUCTIONS

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
<https://www.fields.biz/ir/e/csr/governance/outline/>

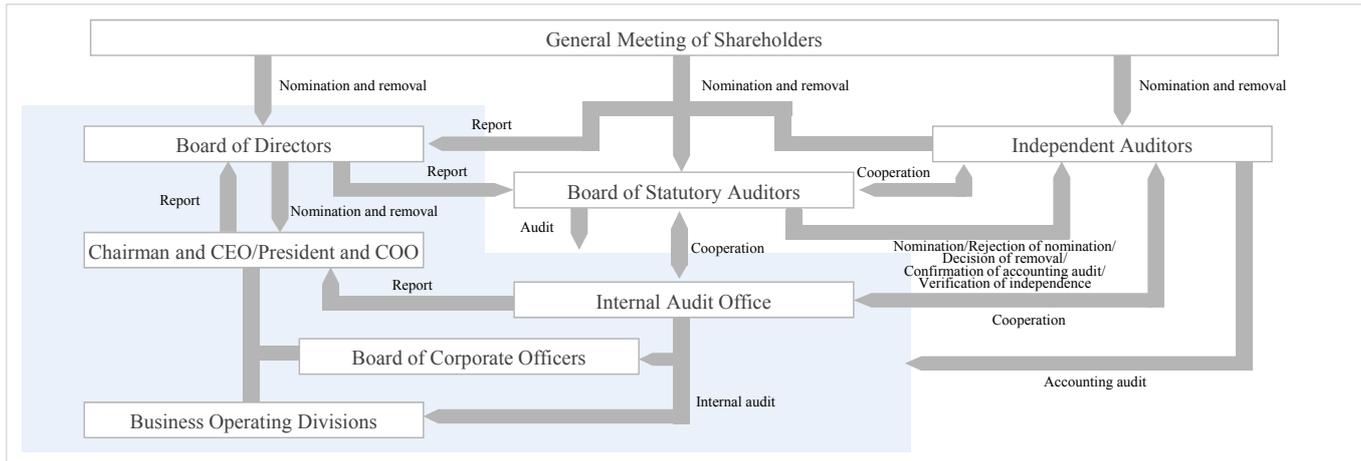


(1) Basic policy

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. We think one of our key management issues is to enable corporate governance system to function.

We operate efficient management by constructing system for prompt and flexible response to business climate and by improving corporate governance, to enrich healthiness, visibility and compliance of management. We have provided the corporate governance guidelines which shows basic items in corporate governance.

(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 H1										
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

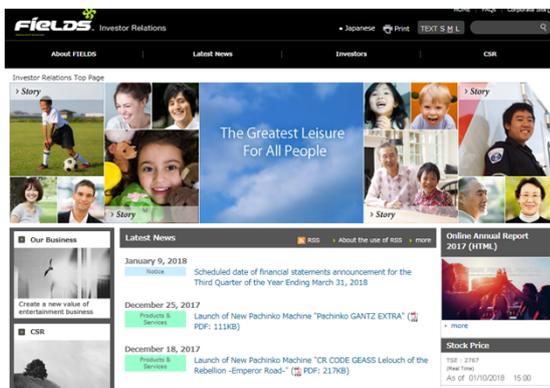
Reference: notification of our IR site

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



[DAIWA IR]

Award for
commendation



[Gomez]

General ranking
Silver Prize



Annual Report 2017 (English)

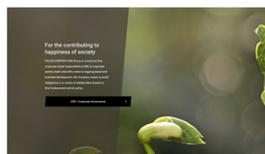
Issued annually since FY 3/2004.

[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



Q3 (Apr. 2018 – Dec. 2018)

Q3 FY3/2019

Fact Book 2

(Reference: Peripheral Market Data)

Market Data etc.



The Greatest Leisure for All People

FIELD'S CORPORATION

TSE 1st: 2767

February 8, 2019

I N D E X

Market Data

4 Change in working hours
Trends in household consumption

5 Trends in leisure market
Trends in content market

PS Market Data

7 PS market scale

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

11 Trends in PS regulations
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

13 Market scale of PS machines sales (sales amount base)
Market share

14 Monthly trends of pachinko halls ^[updated]
Results of model certification tests ^[updated]

Entertainment Market Data

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

17 Market scale of animation industry ^[updated]
Overseas sales of Japanese animation industry market ^[updated]

18 Market scale of broadcasting industry
Overseas development of Japanese broadcasting contents

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

Change in working hours

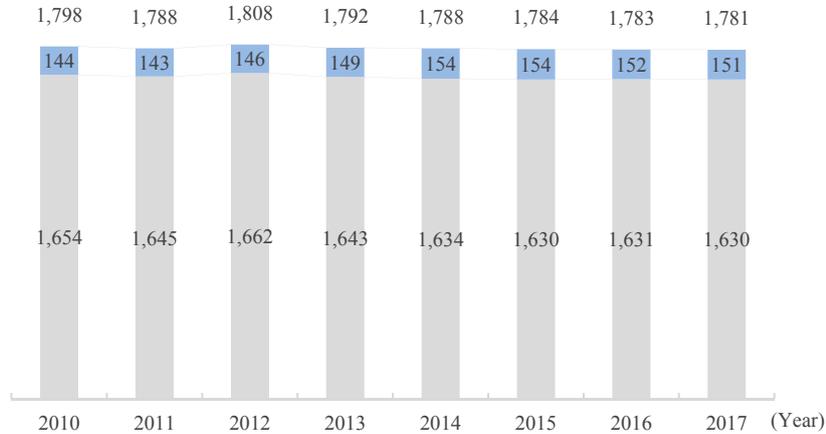
The data is based on *Monthly Labour Survey*, by Ministry of Health, Labour and Welfare

(Unit: Hour)

■ Official working hours ■ Overtime working hours

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

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



Trends in household consumption

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

(Unit: Yen)

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

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

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

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



Trends in leisure market

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

(Unit: Trillions of yen)

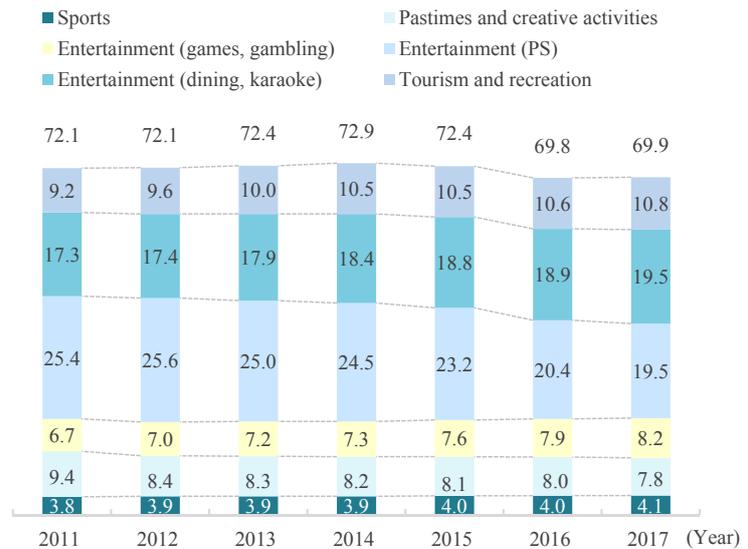
According to *White Paper on Leisure 2018*, the overall leisure market expanded 0.2% YoY, to ¥69.9 trillion in 2017. Excluding PS market, which has an extremely large market scale, the result was an increase of 2.1% YoY, fifth consecutive year of increase.

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

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

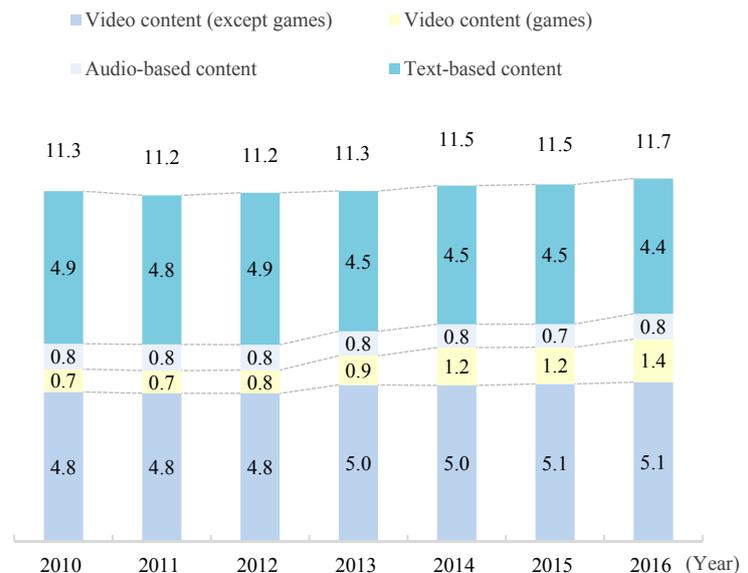
(Unit: Trillions of yen)

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

- 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

- P.11 Trends in PS regulations
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

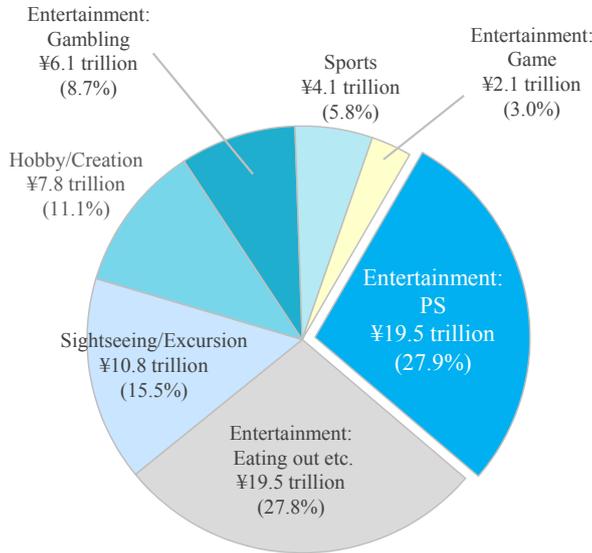
- P.13 Market scale of PS machines sales (sales amount base)
Market share

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

PS market scale

Market scale of PS industry

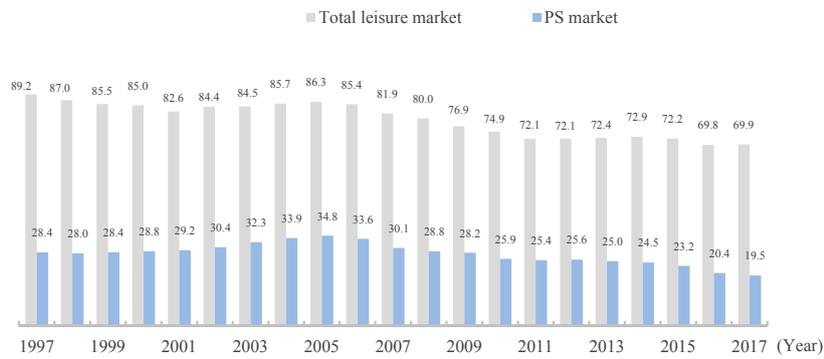
FY2017 Japanese Leisure Market ¥69.9 trillion



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

(Unit: Trillions of yen)



Change in number of PS players

(Unit: Millions of people)



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

Source: White Paper on Leisure, by Japan Productivity Center

Income structure of pachinko halls

PS Market size: ¥19.5 trillion (total lease amount of pachinko balls)

Premiums: ¥16.5 trillion (returned to players)

Gross profit: ¥3.0 trillion

Gross profit: ¥3.0 trillion

Investment for customer expansion

New machine installment costs (Purchase cost of new machines)
Pachinko machines: ¥515.7 billion
Pachislot machines: ¥243.4 billion

- Costs for constructing new halls and refurbishing existing halls
- Advertising, marketing and service expenses
- Other expenses related to equipment
- Other expenses
- Net income

PS machine market: approximately ¥759.1 billion

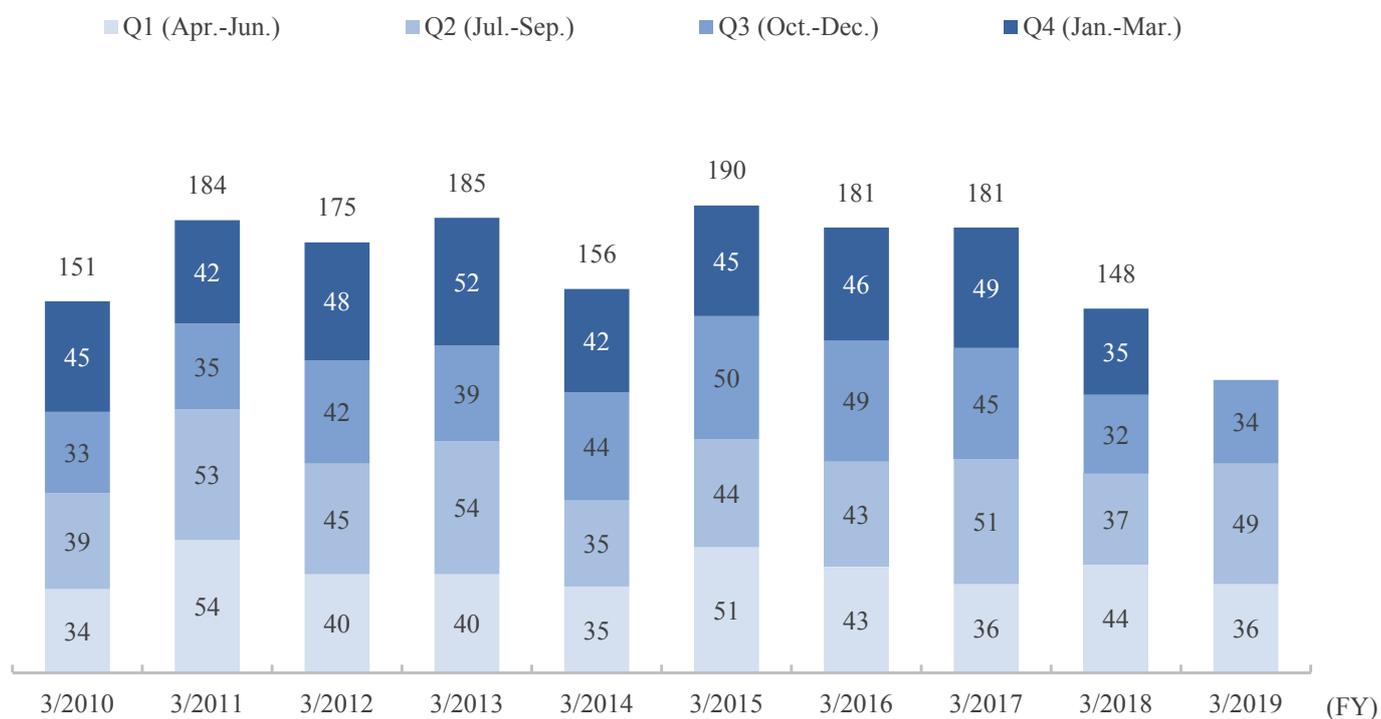
Hall-related businesses

Net income

Number of pachinko machine titles sold

Updated

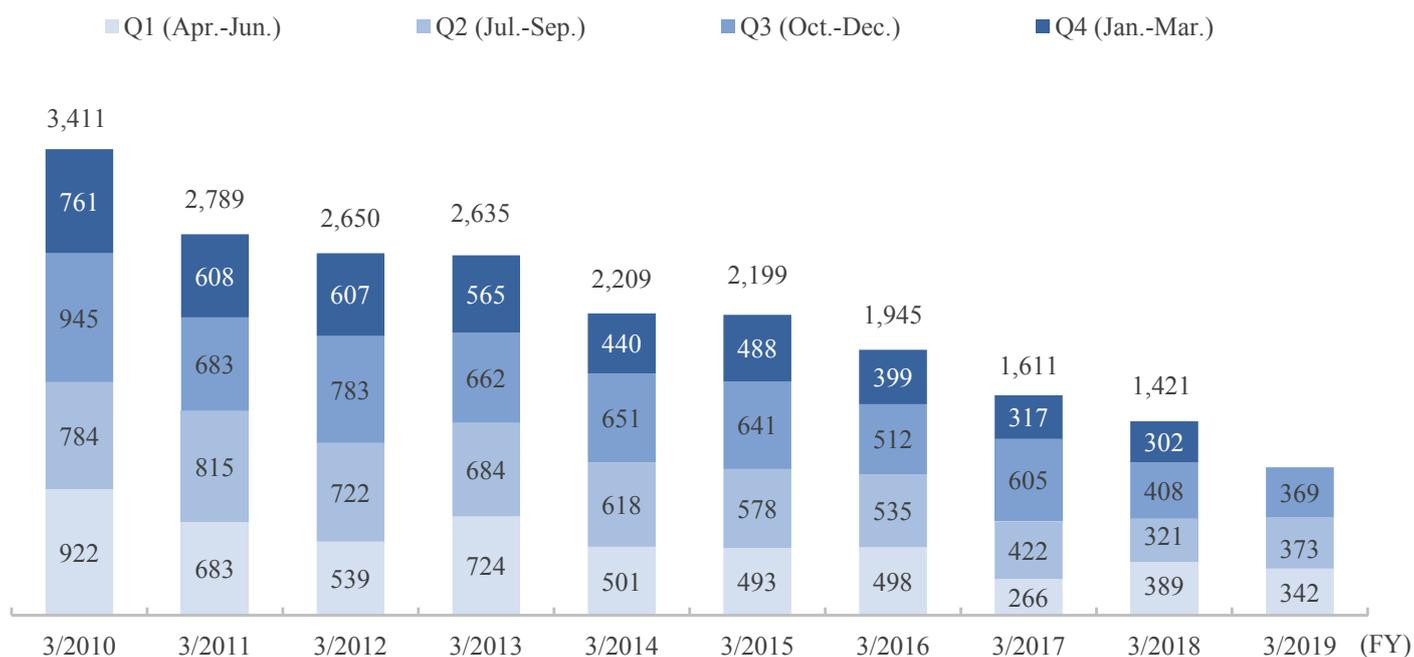
(Unit: Title)



Unit sales of pachinko machines

Updated

(Unit: Thousands of machines)

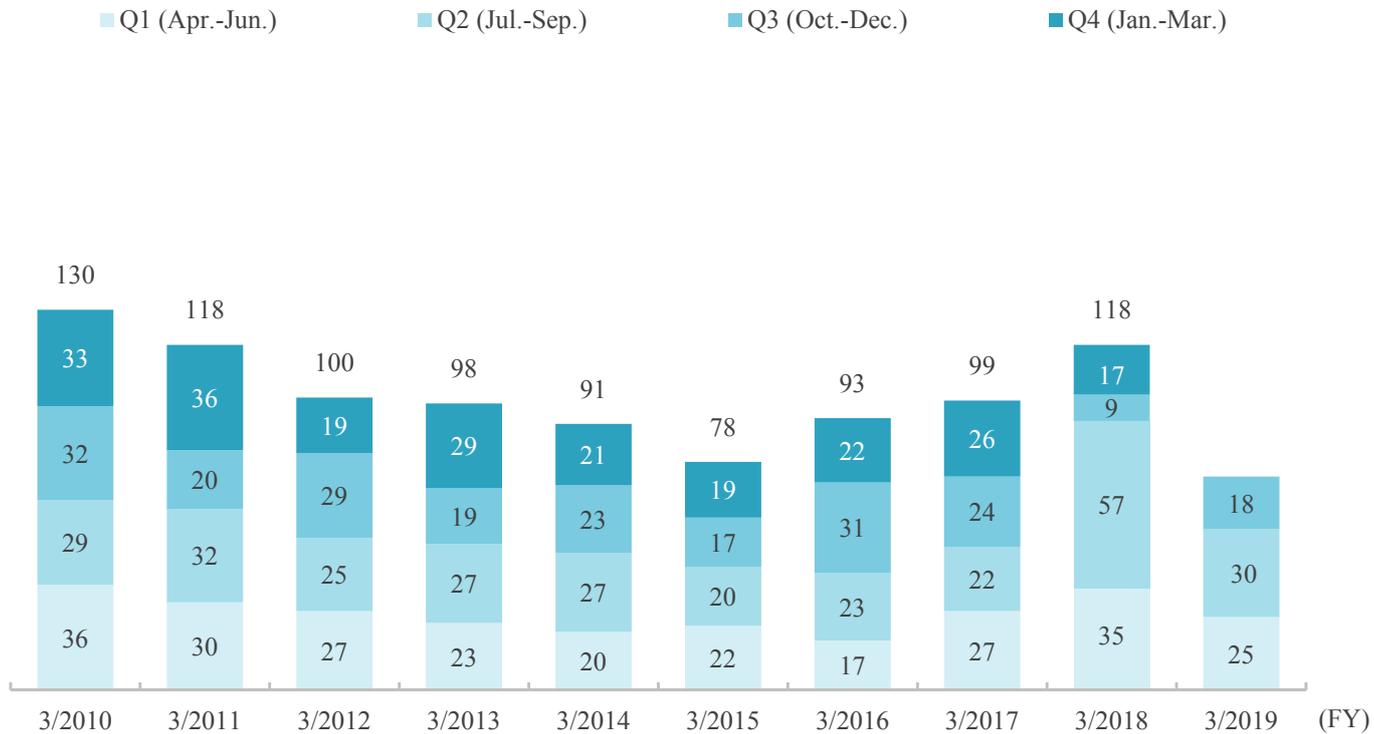


*Number of machines and titles sold are reviewed once a year.

Source: FIELDS

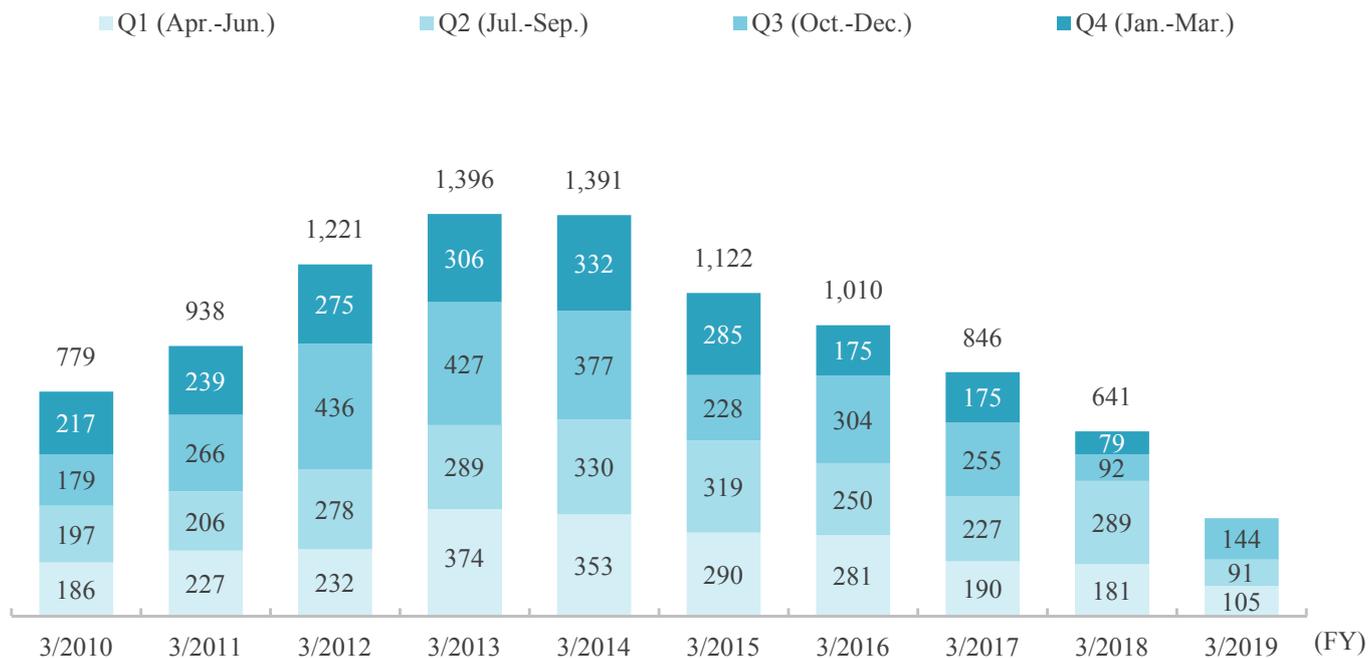
Number of pachislot machine titles sold

(Unit: Title)



Unit sales of pachislot machines

(Unit: Thousands of machines)



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

Change in PS industry

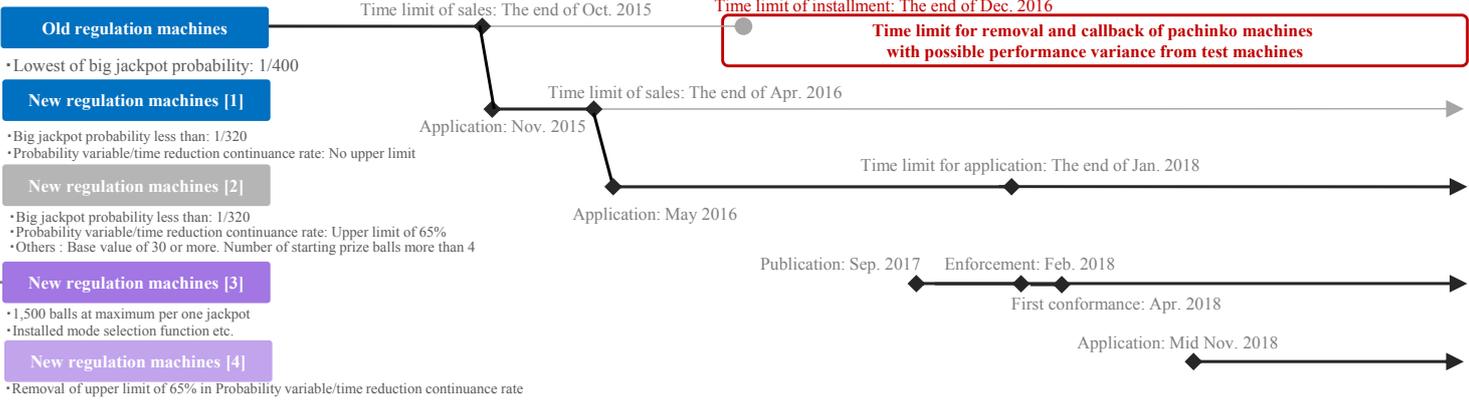
FY	Primary events	Industry overall	Total PS unit sales	Number of halls	Hall
3/2005	<ul style="list-style-type: none"> Oct. Mid Niigata Earthquake Dec. Sumatra-Andaman Earthquake 	<ul style="list-style-type: none"> Jul. Revisions to PS machine regulations go into effect 	5,680,000 machines	15,617 halls	
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 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"> May Okura Holdings Limited listed in Hong Kong Market 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.

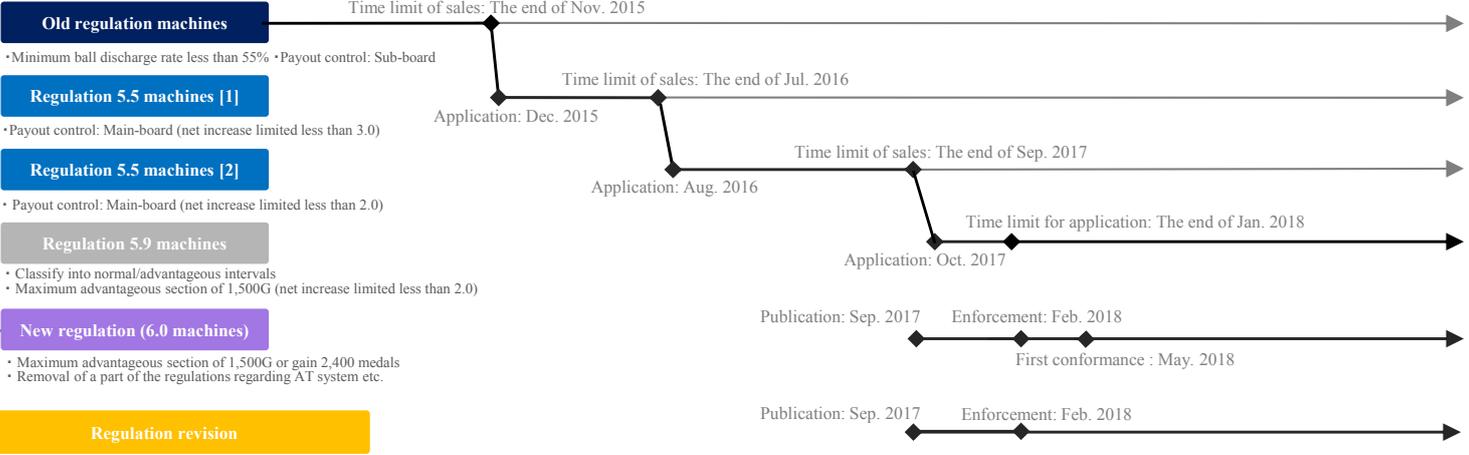
Source: FIELDS, National Police Agency's data, Pachinko Maker Trends by Yano Research Institute, Ltd

Trends in PS regulations

Pachinko



Pachislot



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

Pachinko	Test	Old regulation	New regulation
	1 hour	Under 300%	Over 33%—Under 220%
4 hours	-	Over 40%—Under 150%	
10 hours	Over 50%—Under 200%	Over 50%—Under 133%	

Pachislot	Test	Old regulation	New regulation
	400 games	Under 300%	Over 33%—Under 220%
1,600 games	-	Over 40%—Under 150%	
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
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

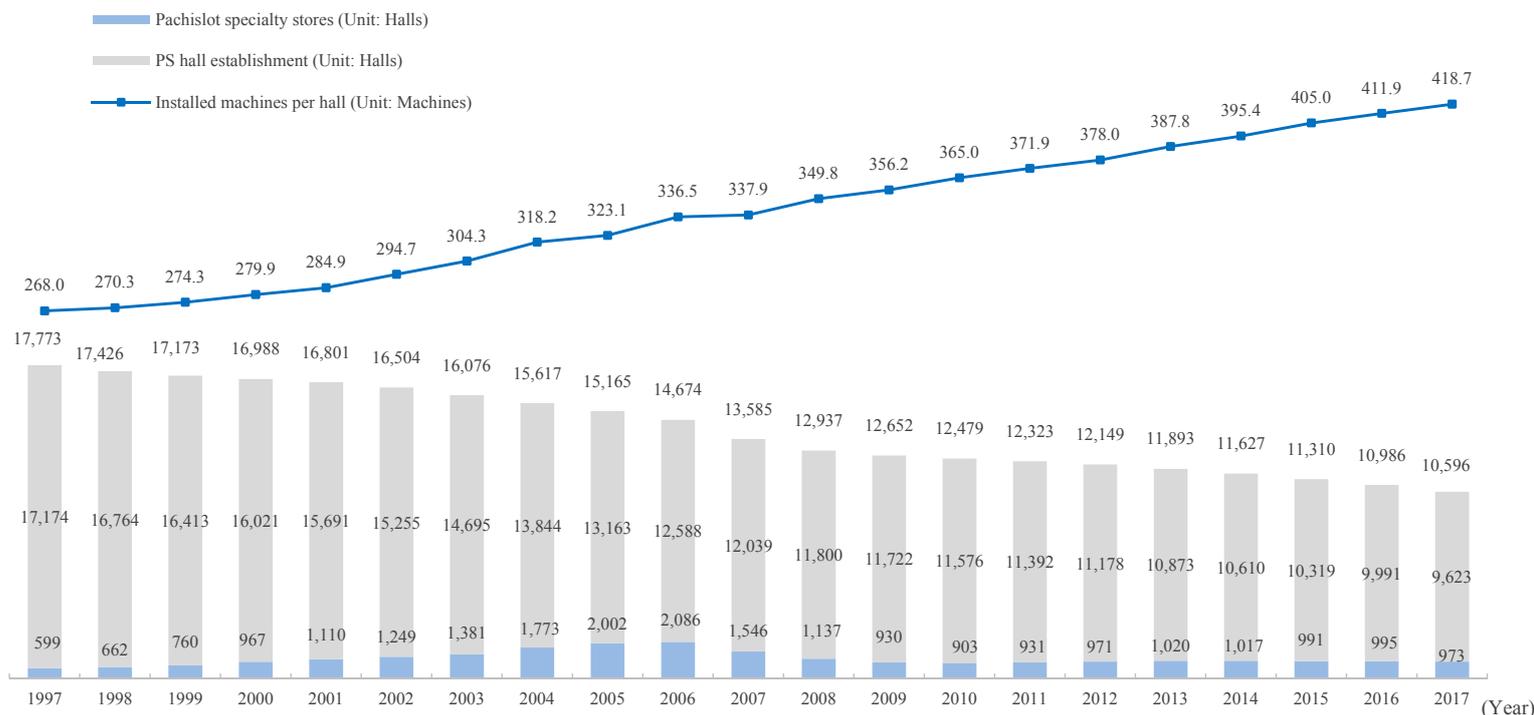
◇ Introduction of specifications for “controlled machines” and “pachinko machine settings (6 types)”

◇ 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>)

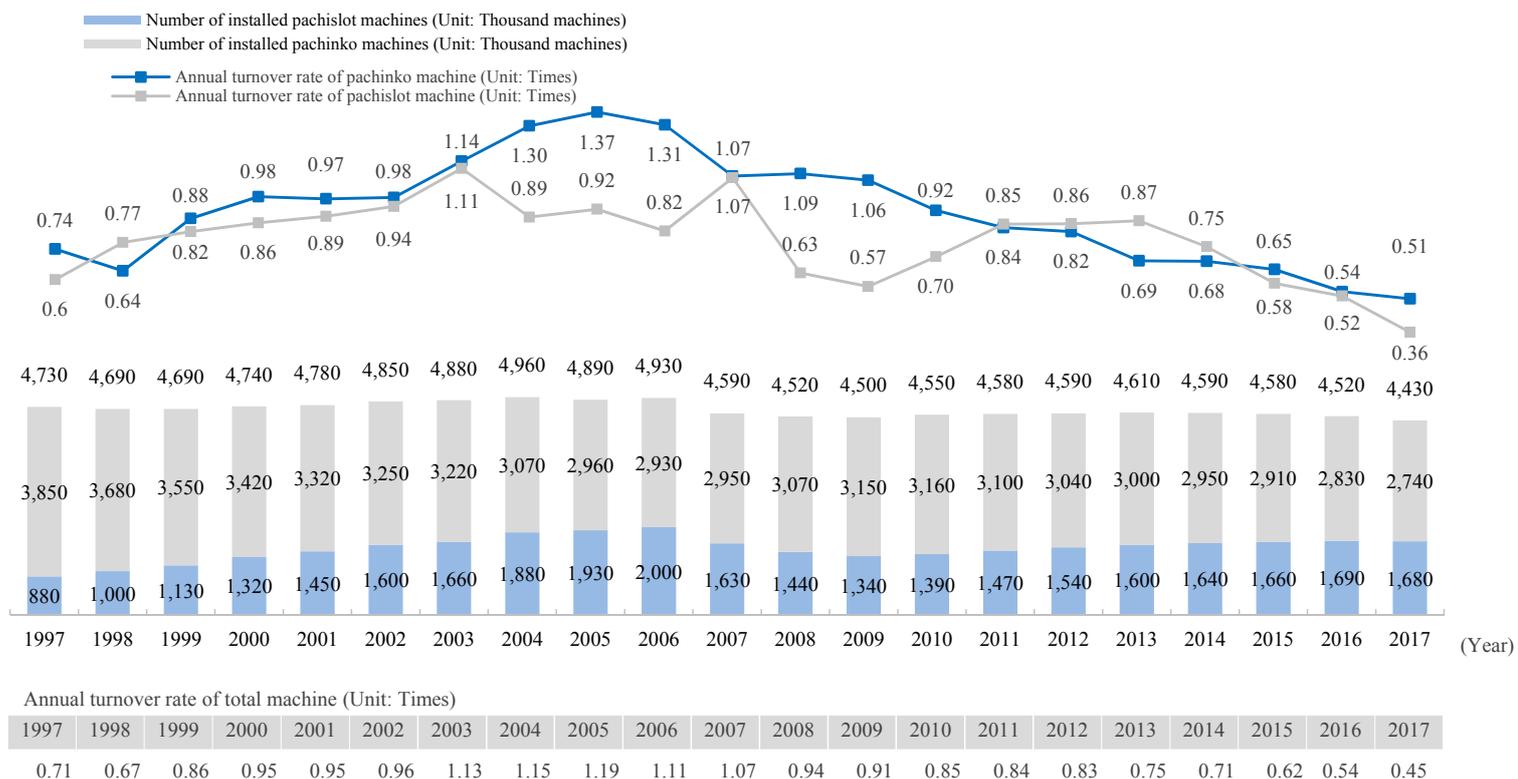
Number of pachinko halls and change in number of installed PS machines per hall

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



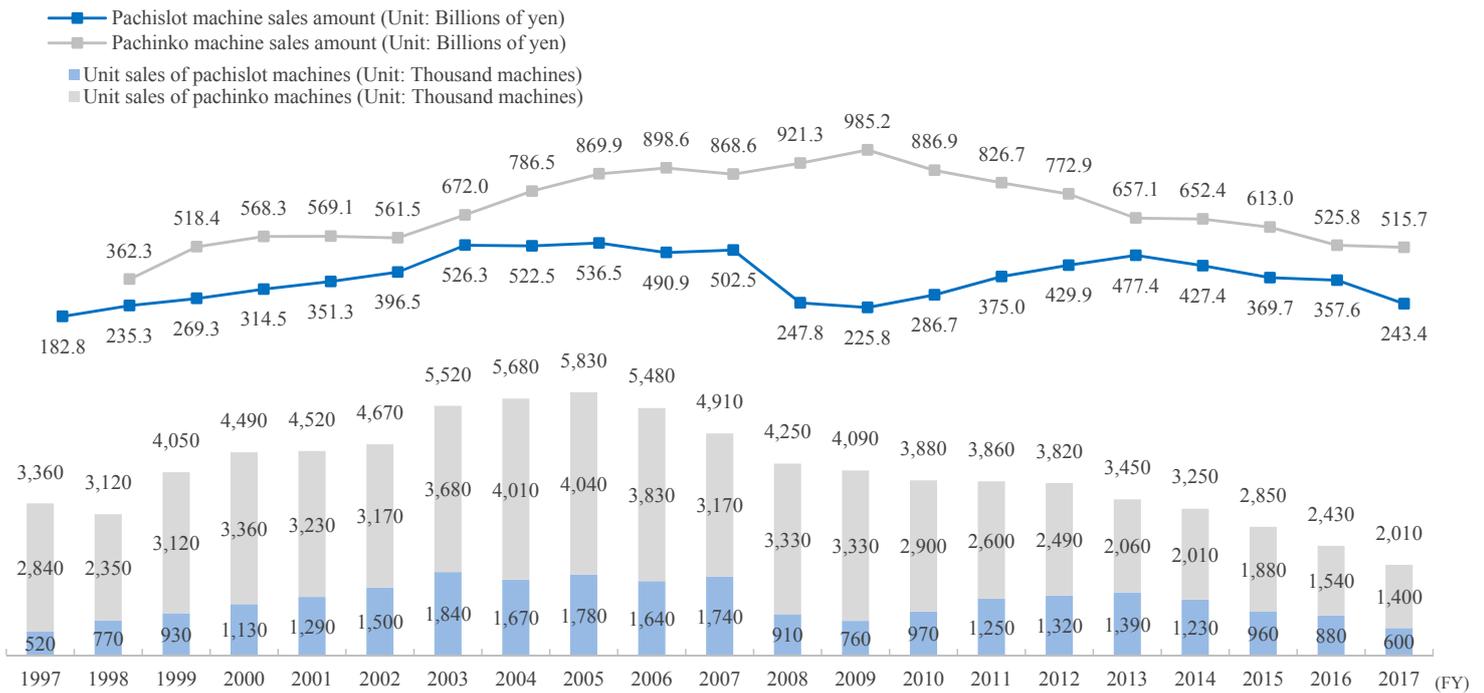
Number of installed PS machines and annual turnover rate

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



Market scale of PS machines sales (sales amount base)

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



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

FY	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

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!!

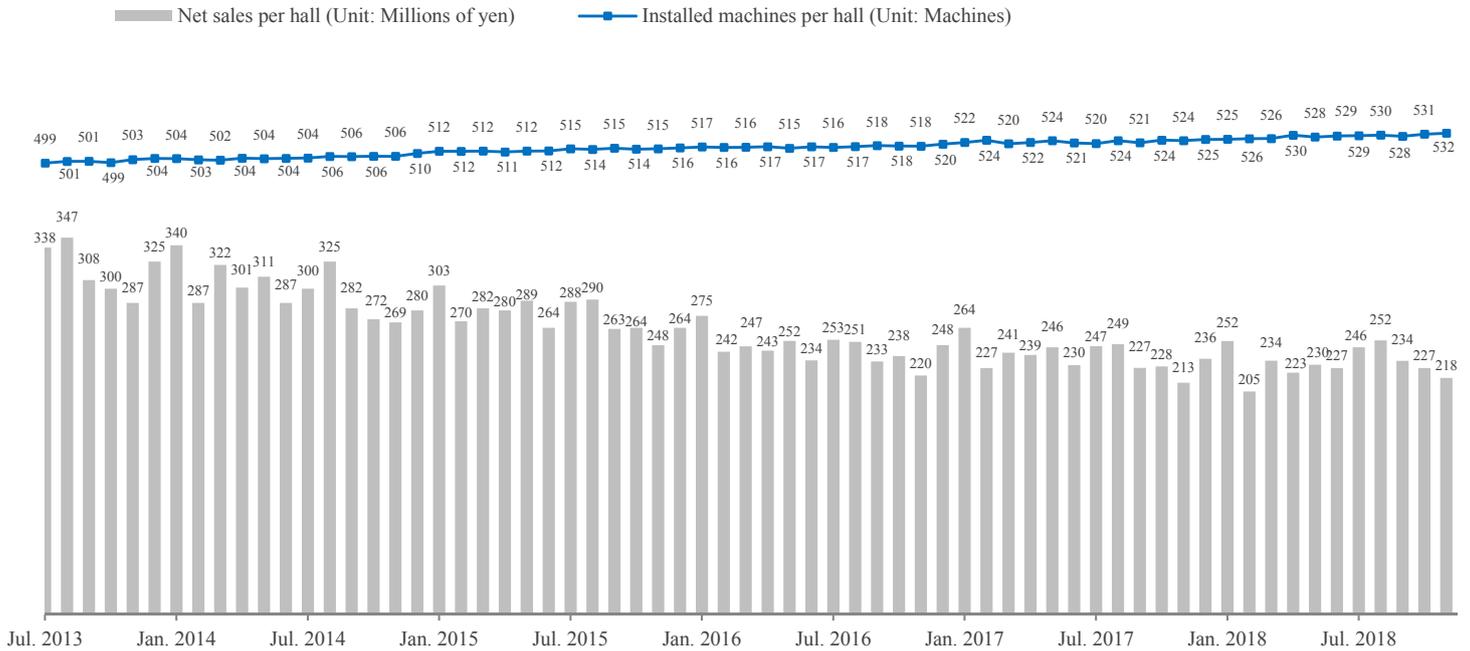
Unit sales share of pachislot machine

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%	Enterrise	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

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 Zennichiuren.

* 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.

* Rounded the first decimal place

Results of model certification tests

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	73	53	670
	Pass	20	25	43	23	16	33	24	28	23	32	39	29	335
	Passing test ratio	37.0%	51.0%	68.2%	65.7%	44.4%	47.1%	41.3%	40.6%	50.0%	50.0%	53.4%	54.7%	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	86	64	648
	Pass	22	27	23	32	17	10	4	5	10	19	20	14	203
	Passing test ratio	51.1%	54.0%	33.3%	69.6%	35.4%	26.3%	12.1%	11.9%	23.8%	21.8%	23.3%	21.9%	31.3%

Entertainment Market Data

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

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

- P.18 Market scale of broadcasting industry
Overseas development of Japanese broadcasting contents

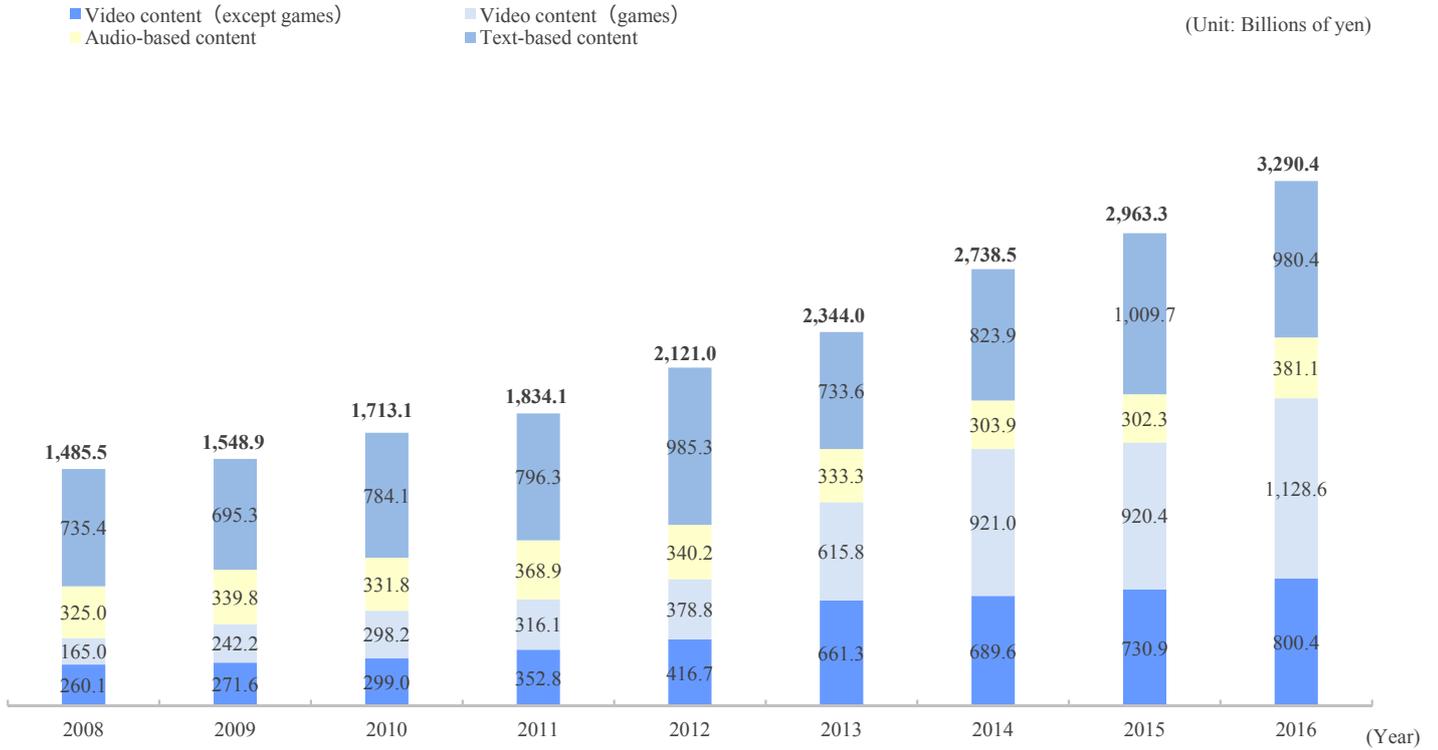
- P.19 Trends in publishing market and e-book/e-magazine market
Sales amount of comic book and comic magazine

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

- P.21 Market scale of mobile business

Trends in the online content market

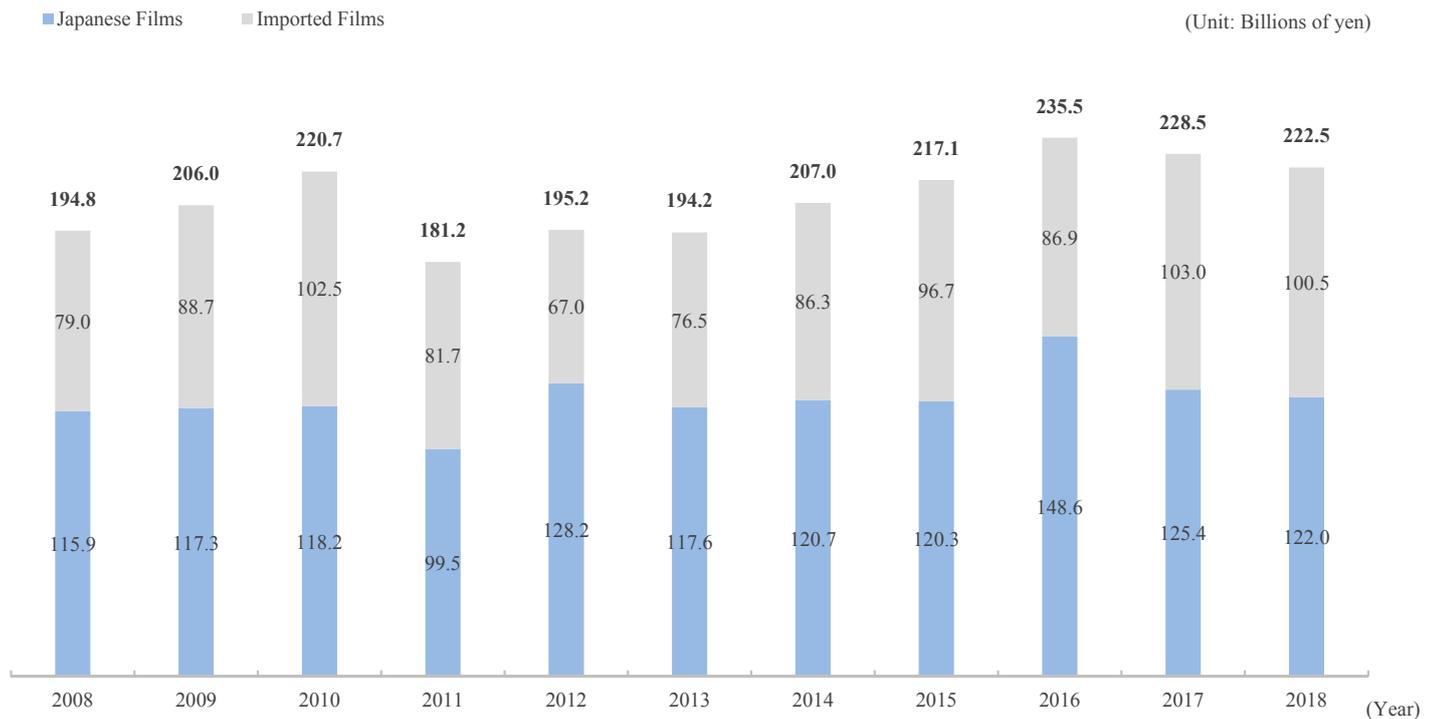
The data is based on *Survey on the Production and Distribution of Media Content*, by Institute for Information and Communications Policy, MIC, updated every September



Updated

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

Updated

The data is based on *Anime Industry Report 2018* by The Association of Japanese Animation, updated every October
 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)

■ TV ■ Theater/Movie ■ Video ■ Internet distribution ■ Commercialization ■ Music ■ Overseas ■ PS ■ Live (Unit: Billions of yen)

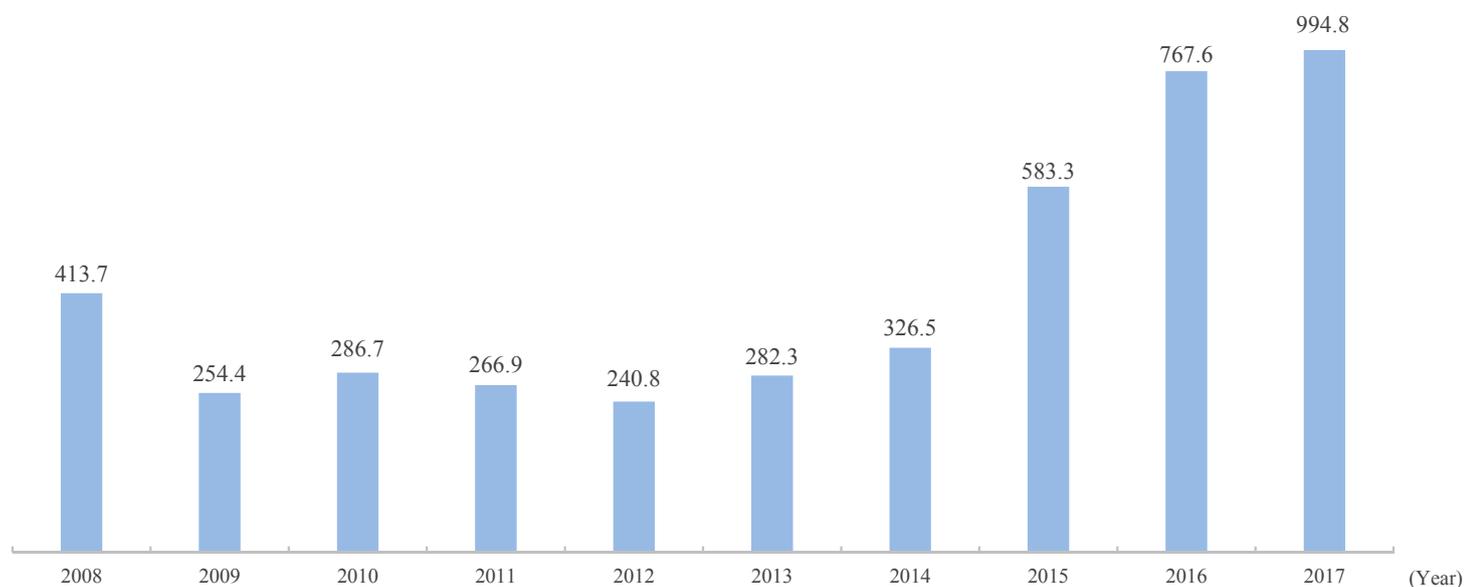


Overseas sales of Japanese animation industry market

Updated

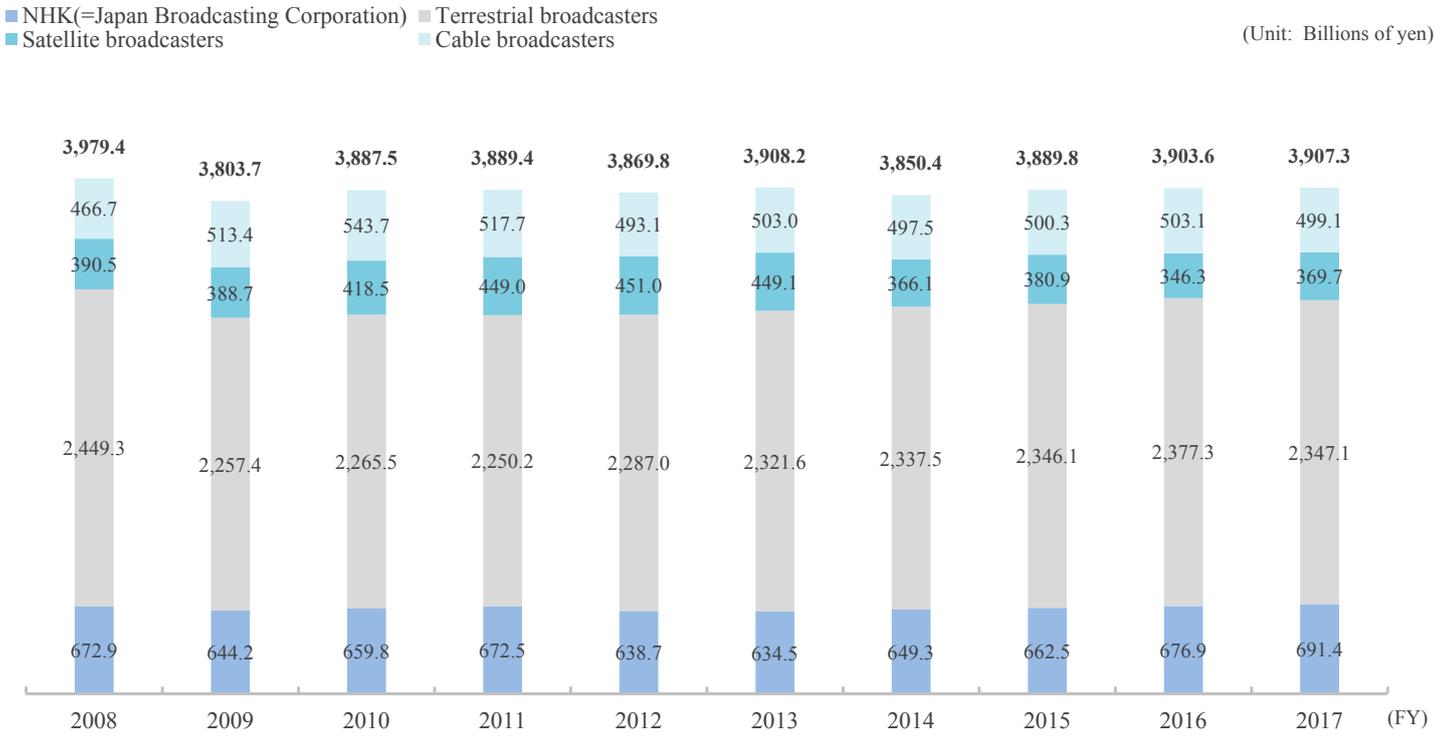
The data is based on *Anime Industry Report 2018* by The Association of Japanese Animation, updated every October

(Unit: Billions of yen)



Market scale of broadcasting industry

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

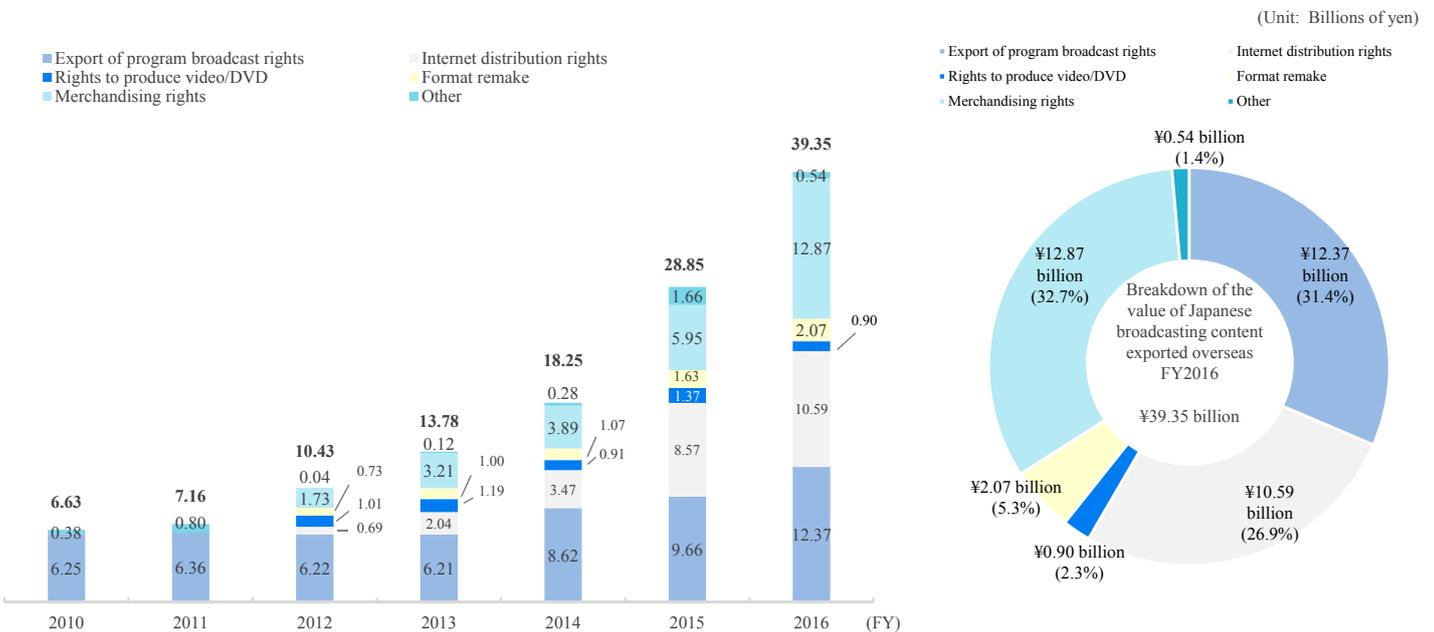


Overseas development of Japanese broadcasting contents

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

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

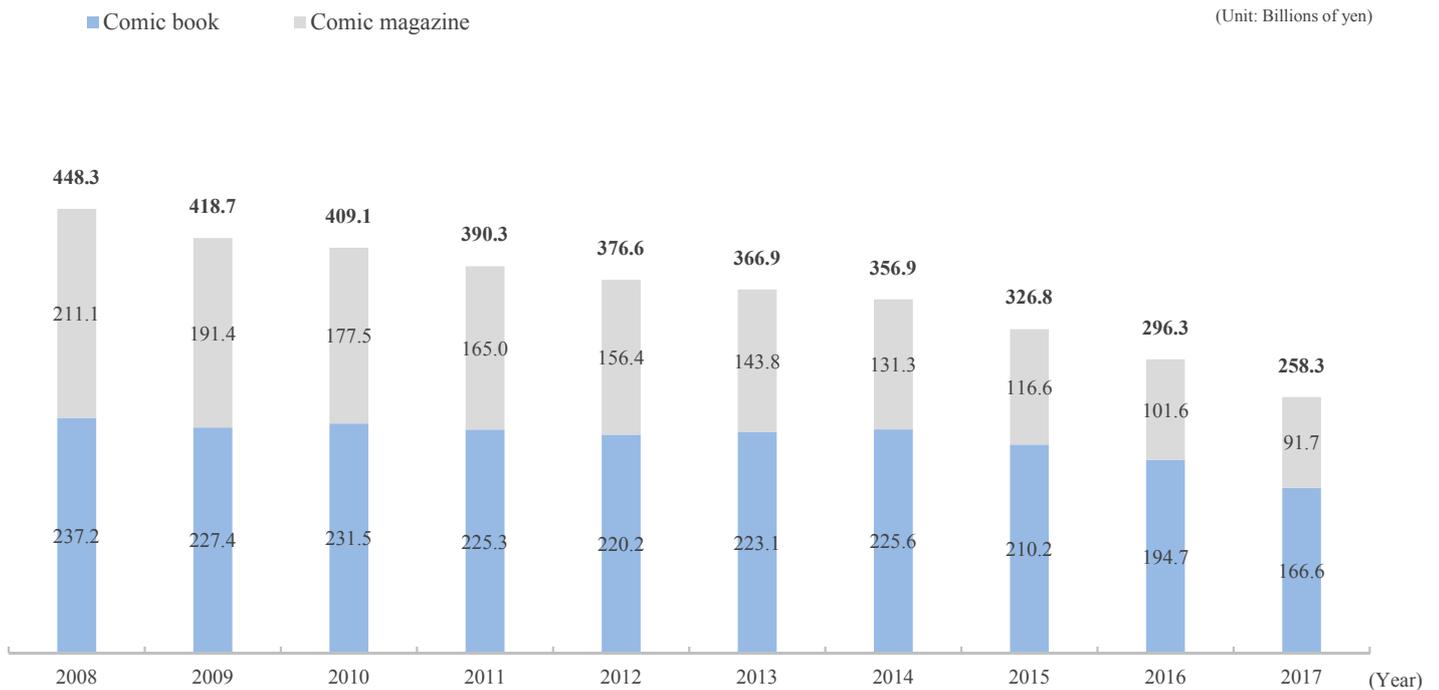
According to the *White Paper on Leisure 2018*, market scale of paper book, magazine and e-book/e-magazine in 2017 continuously decreased by 0.4% YoY, to ¥1,627.0 billion. Book sales also decreased by 3.0% YoY to ¥750.0 billion, and magazine sales recorded the fewest amount of ¥655.0 billion (decrease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



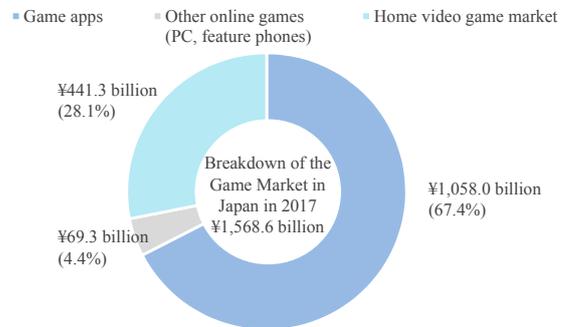
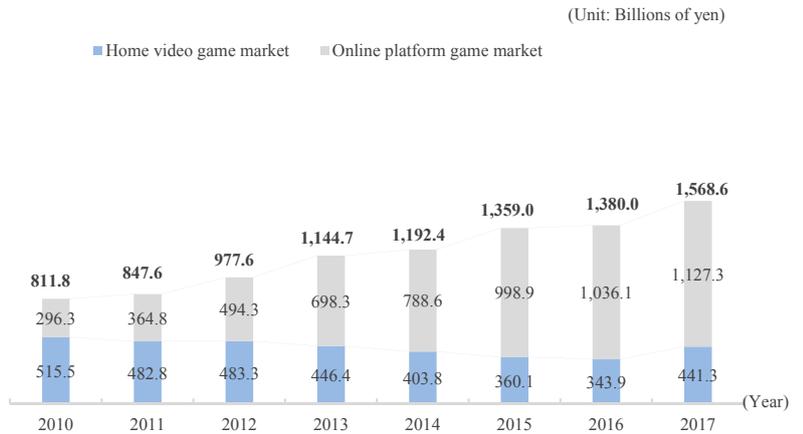
Trends in games market

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

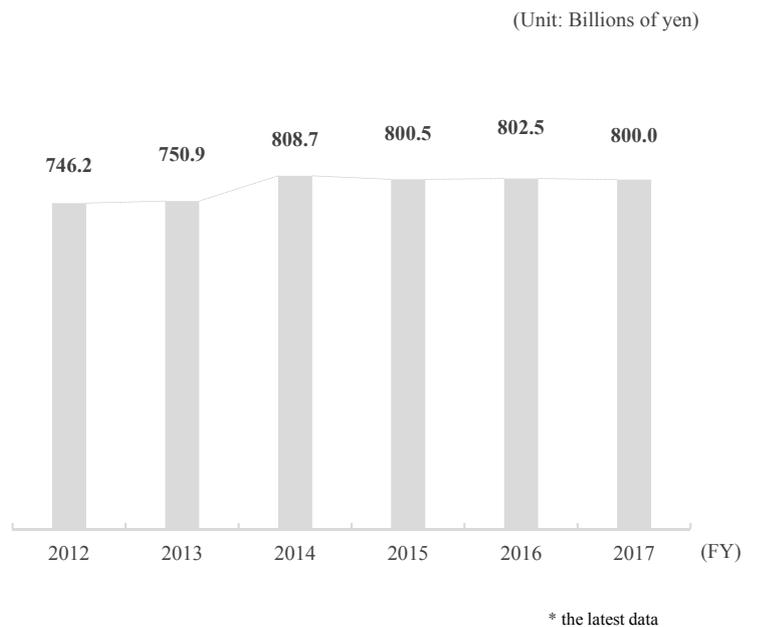
The data is based on *Japan toy market scale data in FY2017* by The Japan Toy Association, updated every June

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.

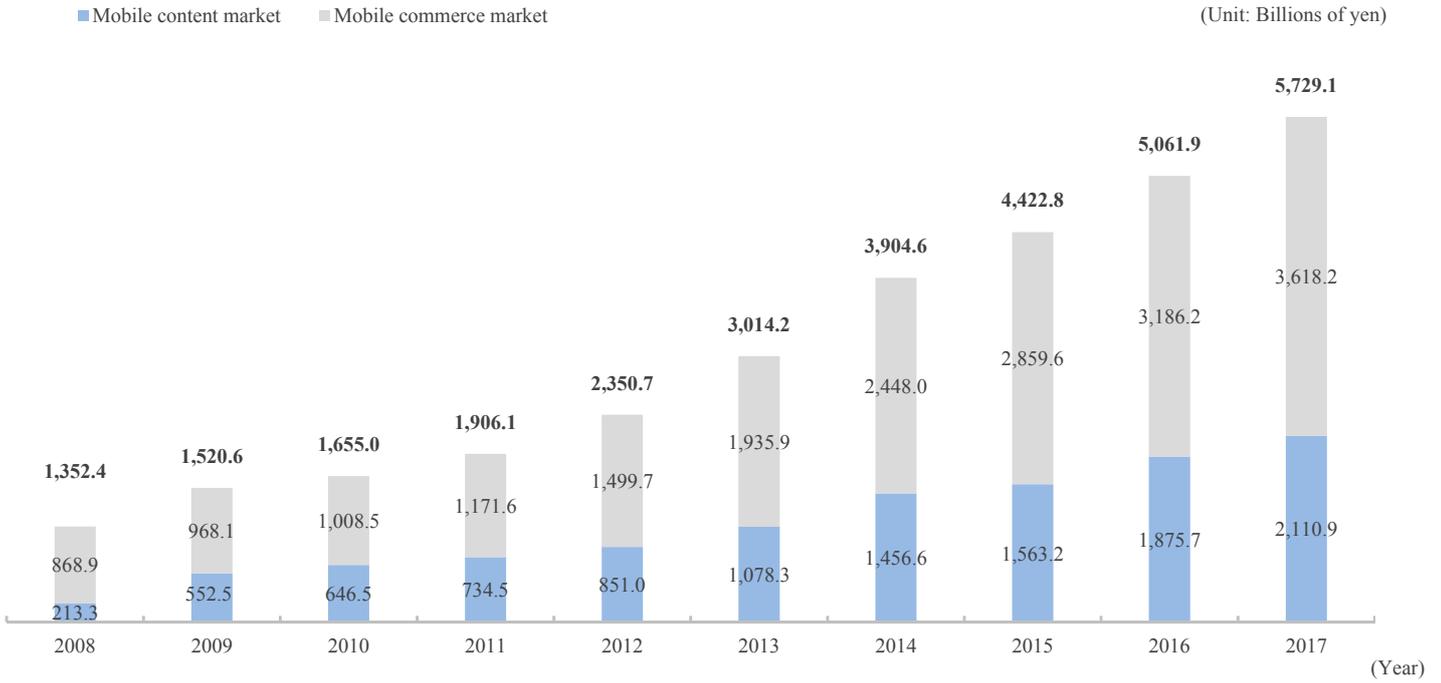
Meanwhile, in terms of peripheral categories, the domestic capsule toys market was worth ¥31.9 billion (115.2% YoY), and the candy toy market was valued at ¥43.2 billion (92.3% YoY).

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.

Unauthorized copying and replication of the contents of this document, text and images are strictly prohibited.