

Q2 2019.4~2019.9

Fact Book

Financial, Corporate-related Data etc.
First Half of the Year Ending March 31, 2020



The Greatest Leisure for All People

FIELD'S CORPORATION

TSE 1st: 2767

November 8, 2019

Financial highlights

(Unit: Millions of yen)

FY	2002	2003	2004	2005	2006	2007	2008	2009	2010
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	2002	2003	2004	2005	2006	2007	2008	2009	2010
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	2002	2003	2004	2005	2006	2007	2008	2009	2010
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	2002	2003	2004	2005	2006	2007	2008	2009	2010
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 FY2006. The Payout ratio was computed including a commemorative dividend.

*2 The FY2002 1:5 stock split/ the FY2003 1:2 stock split.

Source: FIELDS

Financial highlights

(Unit: Millions of yen)

FY	2011	2012	2013	2014	2015	2016	2017	2018	H1 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	(84.6) 51,639	(153.3) 27,664
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	(102.8) 13,769	(103.7) 3,993
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	(79.1) 15,132	(89.0) 6,902
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)	(-) (1,363)	(-) (2,908)
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)	(-) (1,396)	(-) (2,692)
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)	(-) (298)	(-) (2,888)
Capital stock	7,948	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	35,105	31,365
Total assets	93,601	106,628	104,869	110,316	92,478	80,397	72,336	68,196	55,889
Cash flows from operating activities	10,015	13,570	16,322	(9,086)	13,353	(7,319)	(1,094)	2,178	(2,361)
Cash flows from investing activities	(4,798)	(6,263)	(8,018)	(6,297)	(2,191)	(3,927)	4,399	3,217	1,715
Cash flows from financing activities	(2,565)	(2,277)	(2,018)	1,624	5,214	2,136	(2,021)	(962)	(4,935)
Cash and cash equivalents at end of period	18,284	23,309	29,583	15,823	32,200	23,090	24,373	28,807	23,226

(Unit: Yen)

Indicators per share	2011	2012	2013	2014	2015	2016	2017	2018	H1 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	1,041.16	928.75
Annual dividend per share	5,000	50	50	60	50	50	30	10	10
Commemorative	-	-	-	10	-	-	-	-	-
Interim	2,500	25	25	25	25	25	25	-	-
Year-end	2,500	25	25	25	25	25	5	10	10
Profit per share	18,044	142.27	161.83	90.97	3.58	(376.19)	(231.77)	(8.99)	(87.05)

(Unit: %)

Management indicators	2011	2012	2013	2014	2015	2016	2017	2018	H1 2019
Shareholders' equity ratio	54.6	51.2	55.6	53.9	62.0	52.5	48.4	50.7	55.1
Return on equity (ROE)	12.2	8.9	9.5	5.1	0.2	(25.1)	(19.9)	(0.9)	(8.8)
Return on assets (ROA)	10.0	10.3	9.2	5.1	1.4	(10.5)	(6.8)	(2.0)	(4.3)
Payout ratio *1	27.7	35.1	30.9	66.0	1,398.1	-	-	-	-

Other	2011	2012 *2	2013	2014	2015	2016	2017	2018	H1 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	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	1,516,300
Number of employees (people)	1,324	1,416	1,588	1,716	1,845	1,713	1,514	1,342	1,352

*1 The Consolidated payout ratio after the FY2006. 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 FY2012 was taken into account a stock split.

Source: FIELDS

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*PS: pachinko and pachislot

1. Highlights for the H1 FY2019

P.6 Consolidated P/L statement

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Consolidated P/L statement

(Unit: Millions of yen)

FY	2017		2018		2019	
	H1	Full-year	H1	Full-year	H1	Full-year
	(132.1)	(79.6)	(51.2)	(84.6)	(153.3)	-
Net sales	35,213	61,055	18,041	51,639	27,664	-
	[100.0]	[100.0]	[100.0]	[100.0]	[100.0]	-
	(133.9)	(76.0)	(55.5)	(102.8)	(103.7)	-
Gross profit	6,944	13,400	3,852	13,769	3,993	-
	[19.7]	[21.9]	[21.4]	[26.7]	[14.4]	-
	(84.8)	(83.2)	(79.8)	(79.1)	(89.0)	-
SG&A expenses	9,724	19,138	7,759	15,132	6,902	-
	[27.6]	[31.3]	[43.0]	[29.3]	[24.9]	-
Advertising expenses	1,143	2,059	425	1,034	483	-
Salaries	2,882	5,639	2,621	4,900	2,249	-
Business consignment expenses	996	1,851	612	1,108	556	-
Depreciation	518	1,060	407	761	282	-
Rents	893	1,793	802	1,494	652	-
Amortization of goodwill	163	322	155	435	279	-
Other	3,129	6,414	2,737	5,400	2,401	-
	(-)	(-)	(-)	(-)	(-)	-
Operating profit (loss)	(2,780)	(5,738)	(3,906)	(1,363)	(2,908)	1,500
	[-]	[-]	[-]	[-]	[-]	-
	(-)	(-)	(-)	(-)	(-)	-
Ordinary profit (loss)	(3,288)	(5,204)	(4,062)	(1,396)	(2,692)	1,500
	[-]	[-]	[-]	[-]	[-]	-
	(-)	(-)	(-)	(-)	(-)	-
Profit (loss) attributable to owners of parent	(3,289)	(7,691)	(3,251)	(298)	(2,888)	1,000
	[-]	[-]	[-]	[-]	[-]	-

*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.

*Regarding the consolidated earnings forecasts for the fiscal year ending March 31, 2020, the *operating profit*, the *ordinary profit* and the *profit attributable to owners of parent* are shown (as of November 8, 2019).

Source: FIELDS

Consolidated B/S

(Unit: Millions of yen)

	End of Mar. 2018	End of Mar. 2019	End of Sep. 2019	Increase/ decrease	Factors
Cash and deposits	24,473	28,907	23,326	(5,581)	
Notes and accounts receivable-trade	7,019	7,267	6,782	(485)	
Electronically recorded monetary claims-operating	1,097	1,070	97	(973)	
Inventories	4,093	7,819	7,984	165	
Other	5,554	3,270	3,371	101	
Allowance for doubtful accounts	(61)	(108)	(126)	(18)	
Total current assets	42,175	48,225	41,434	(6,791)	Decrease in cash and deposits Decrease (increase) in notes and accounts receivable-trade
Land	1,873	1,676	1,644	(32)	
Other	3,406	4,489	3,534	(955)	
Total property, plant and equipment	5,279	6,165	5,178	(987)	Decrease in tools, furniture and fixtures
Goodwill	662	2,715	2,435	(280)	
Other	723	455	574	119	
Total intangible assets	1,385	3,170	3,009	(161)	Decrease in goodwill
Investment securities	6,773	5,785	1,460	(4,325)	
Long-term loans receivable	11,781	1,738	1,722	(16)	
Other	5,497	4,801	4,757	(44)	
Allowance for doubtful accounts	(556)	(1,689)	(1,673)	16	
Total investments and other assets	23,495	10,635	6,266	(4,369)	Decrease in investment securities
Total non-current assets	30,160	19,971	14,455	(5,516)	
Total assets	72,336	68,196	55,889	(12,307)	
Notes and accounts payable-trade	11,358	8,436	5,220	(3,216)	
Short-term loans payable	4,151	5,960	4,464	(1,496)	
Income taxes payable	171	122	77	(45)	
Current portion of long-term loans payable	2,580	2,580	2,663	83	
Other	4,220	4,656	4,117	(539)	
Total current liabilities	22,480	21,754	16,541	(5,213)	Decrease in notes and accounts payable-trade Decrease in short-term loans payable
Long-term loans payable	9,427	6,847	3,689	(3,158)	
Other	4,919	4,490	4,293	(197)	
Total non-current liabilities	14,346	11,337	7,982	(3,355)	Decrease in long-term loans payable
Total liabilities	36,827	33,091	24,524	(8,567)	
Capital stock	7,948	7,948	7,948	-	
Capital surplus	7,579	7,579	7,579	-	
Retained earnings	20,684	20,220	17,000	(3,220)	
Treasury shares	(1,821)	(1,821)	(1,821)	-	
Total shareholders' equity	34,391	33,927	30,706	(3,221)	Decrease in retained earnings
Valuation difference on available-for-sale securities	669	598	87	(511)	
Accumulated other comprehensive income	617	622	112	(510)	
Non-controlling interests	500	555	545	(10)	
Total net assets	35,509	35,105	31,365	(3,740)	
Total liabilities and net assets	72,336	68,196	55,889	(12,307)	

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

Source: FIELDS

Consolidated cash flows

(Unit: Millions of yen)

FY	2018		2019	
	H1	Full-Year	H1	Factors
Cash flows from operating activities	(4,177)	2,178	(2,361)	<ul style="list-style-type: none"> • Loss before income taxes (2,902) • Decrease in notes and accounts payable-trade (3,102) • Decrease in notes and accounts receivable-trade 2,052 • Depreciation 726 • Amortization of goodwill 279
Cash flows from investing activities	1,652	3,217	1,715	<ul style="list-style-type: none"> • Gain on sales of investment securities 3,519 • Purchase of property, plant and equipment (1,621)
Cash flows from financing activities	(531)	(962)	(4,935)	<ul style="list-style-type: none"> • Repayments of long-term loans payable (3,324) • Decrease in short-term loans payable (1,496) • Cash dividends paid (331)
Effect of exchange rate change on cash and cash equivalents	0	0	(0)	
Net increase (decrease) in cash and cash equivalents	(3,055)	4,434	(5,581)	
Cash and cash equivalents at beginning of period	24,373	24,373	28,807	
Cash and cash equivalents at end of period	21,318	28,807	23,226	

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	2017					2018					2019				
	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	Q3	Q4	Full-Year
Net sales	12,446	22,767	10,053	15,789	61,055	8,930	9,111	19,574	14,024	51,639	19,098	8,566			
Gross profit	1,961	4,983	3,775	2,681	13,400	1,421	2,431	6,323	3,594	13,769	2,714	1,279			
SG & A expenses	4,864	4,860	4,608	4,806	19,138	4,155	3,604	3,678	3,695	15,132	3,397	3,505			
Operating profit (loss)	(2,902)	122	(832)	(2,126)	(5,738)	(2,733)	(1,173)	2,645	(102)	(1,363)	(683)	(2,225)			
Ordinary profit (loss)	(3,055)	(233)	(570)	(1,346)	(5,204)	(2,755)	(1,307)	2,748	(82)	(1,396)	(630)	(2,062)			
Profit (loss) attributable to owners of parent	(2,752)	(537)	(844)	(3,558)	(7,691)	(2,957)	(294)	3,237	(284)	(298)	(677)	(2,211)			

(Unit: Machines)

Pachinko machines	14,531	15,723	39,171	26,353	95,778	19,895	12,927	37,026	33,931	103,779	37,464	18,442			
Pachislot machines	12,571	56,668	8,053	18,387	95,679	3,341	6,863	9,983	14,057	34,244	4,464	4,191			
Total (machines)	27,102	72,391	47,224	44,740	191,457	23,236	19,790	47,009	47,988	138,023	41,928	22,633			

(Unit: Millions of yen)

FY	2014					2015					2016				
	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	Q3	Q4	Full-Year
Net sales	7,459	12,882	8,976	70,237	99,554	17,140	33,115	21,373	22,848	94,476	15,295	11,364	15,967	34,042	76,668
Gross profit	2,790	4,130	3,593	17,955	28,468	4,950	8,898	6,410	5,222	25,480	2,487	2,699	4,852	7,603	17,641
SG & A expenses	5,300	5,698	6,115	6,611	23,724	5,956	6,008	6,126	5,979	24,069	5,485	5,976	5,972	5,582	23,015
Operating profit (loss)	(2,509)	(1,568)	(2,522)	11,342	4,743	(1,005)	2,889	284	(757)	1,411	(2,997)	(3,278)	(1,119)	2,020	(5,374)
Ordinary profit (loss)	(2,254)	(1,818)	(1,561)	11,124	5,491	(864)	2,794	265	(815)	1,380	(3,241)	(3,587)	(1,117)	(1,123)	(9,068)
Profit (loss) attributable to owners of parent	(1,502)	(1,007)	(706)	6,233	3,018	(867)	1,573	73	(661)	118	(2,340)	(2,516)	(4,216)	(3,411)	(12,483)

(Unit: Machines)

Pachinko machines	38,540	35,370	44,224	184,272	302,406	15,684	49,270	61,959	35,620	162,533	24,677	20,035	33,292	77,610	155,614
Pachislot machines	5,657	22,552	7,172	61,904	97,285	28,725	40,852	24,037	33,268	126,882	12,105	16,236	24,346	35,283	87,970
Total (machines)	44,197	57,922	51,396	246,176	399,691	44,409	90,122	85,996	68,888	289,415	36,782	36,271	57,638	112,893	243,584

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

[Non-Consolidated]

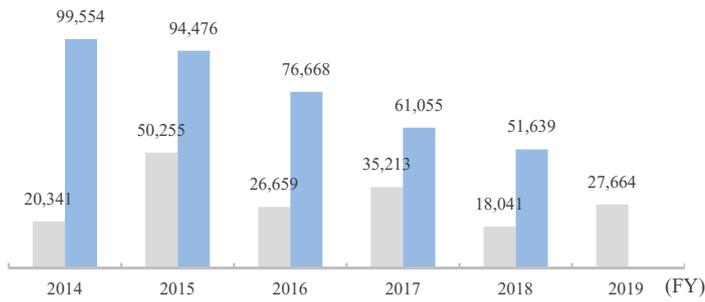
(Unit: Millions of yen)

FY	2013	2014	2015	2016	2017	2018
Net sales	103,572	87,221	83,829	64,155	50,570	42,825
Gross profit	30,592	24,976	21,311	14,075	8,888	8,838
SG & A expenses	21,065	21,146	20,958	19,761	15,934	11,837
Operating profit (loss)	9,527	3,829	353	(5,685)	(7,045)	(2,999)
Ordinary profit (loss)	9,246	4,431	1,401	(5,213)	(6,430)	(2,082)
Profit (loss)	4,582	1,855	(137)	(13,559)	(6,239)	(2,204)

Source: FIELDS

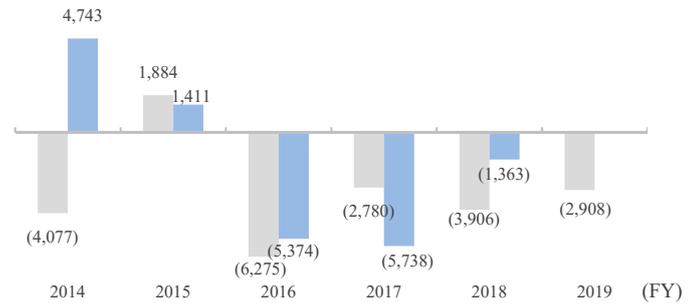
Change in financial results (graph)

Net sales

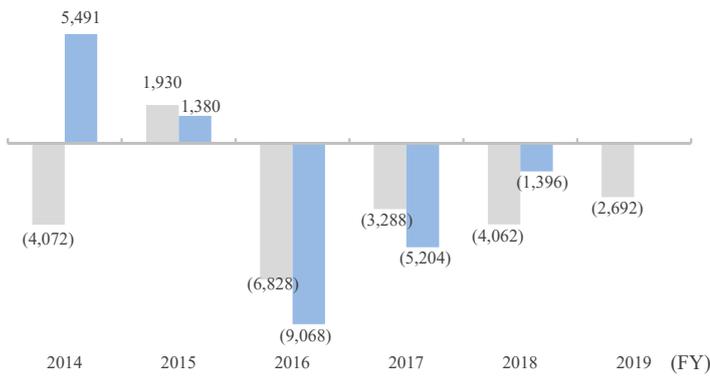


Operating profit (loss)

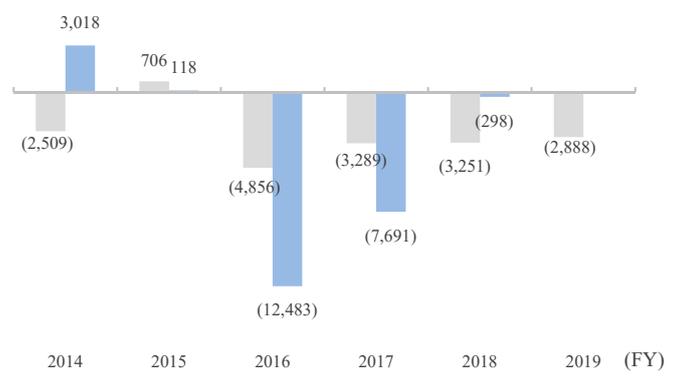
■ H1 ■ Full-year (Unit: Millions of yen)



Ordinary profit (loss)



Profit (loss) attributable to owners of parent



Change in assets/liabilities, net assets (graph)

Source: FIELDS

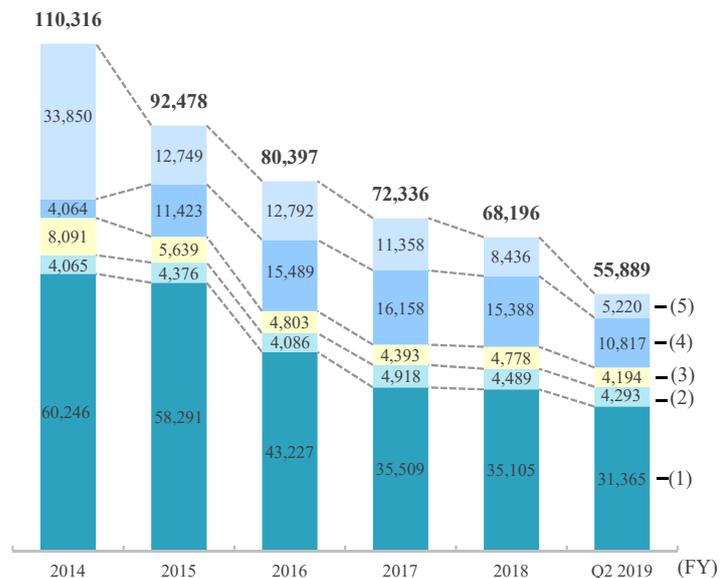
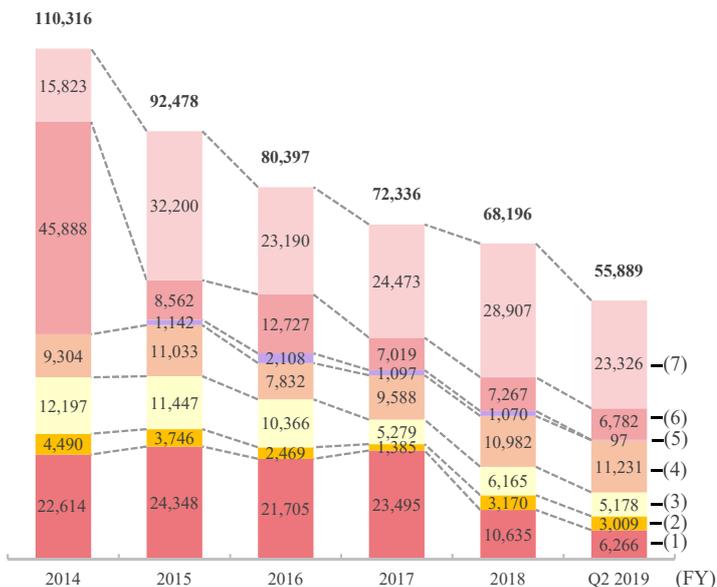
Change in assets

- (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.

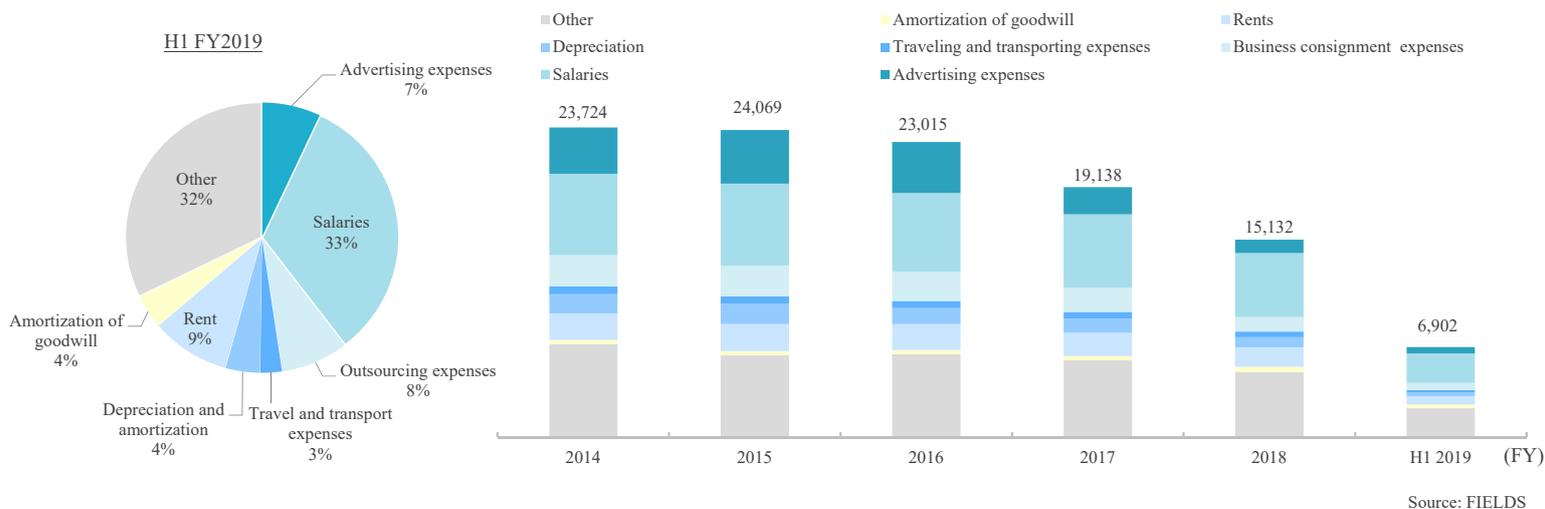
Source: FIELDS

Change in SG&A expenses (graph)

(Unit: Millions of yen)

FY	2014	2015	2016	2017	2018	H1 2019
Advertising expenses	3,541	4,118	3,904	2,059	1,034	483
Salaries	6,222	6,248	6,033	5,639	4,900	2,249
Provision for bonuses	306	231	222	137	118	124
Provision for directors' bonuses	282	191	-	9	10	4
Business consignment expenses	2,394	2,370	2,232	1,851	1,108	556
Traveling and transportation expenses	598	573	542	520	432	179
Depreciation	1,474	1,547	1,221	1,060	761	282
Rents	2,022	2,072	1,981	1,793	1,494	652
Provision of allowance for doubtful accounts	3	1	42	236	47	15
Retirement benefit expenses	118	125	149	132	135	37
Amortization of goodwill	325	326	322	322	435	279
Other	6,439	6,267	6,367	5,380	4,658	2,042
Total SG&A expenses	23,724	24,069	23,015	19,138	15,132	6,902

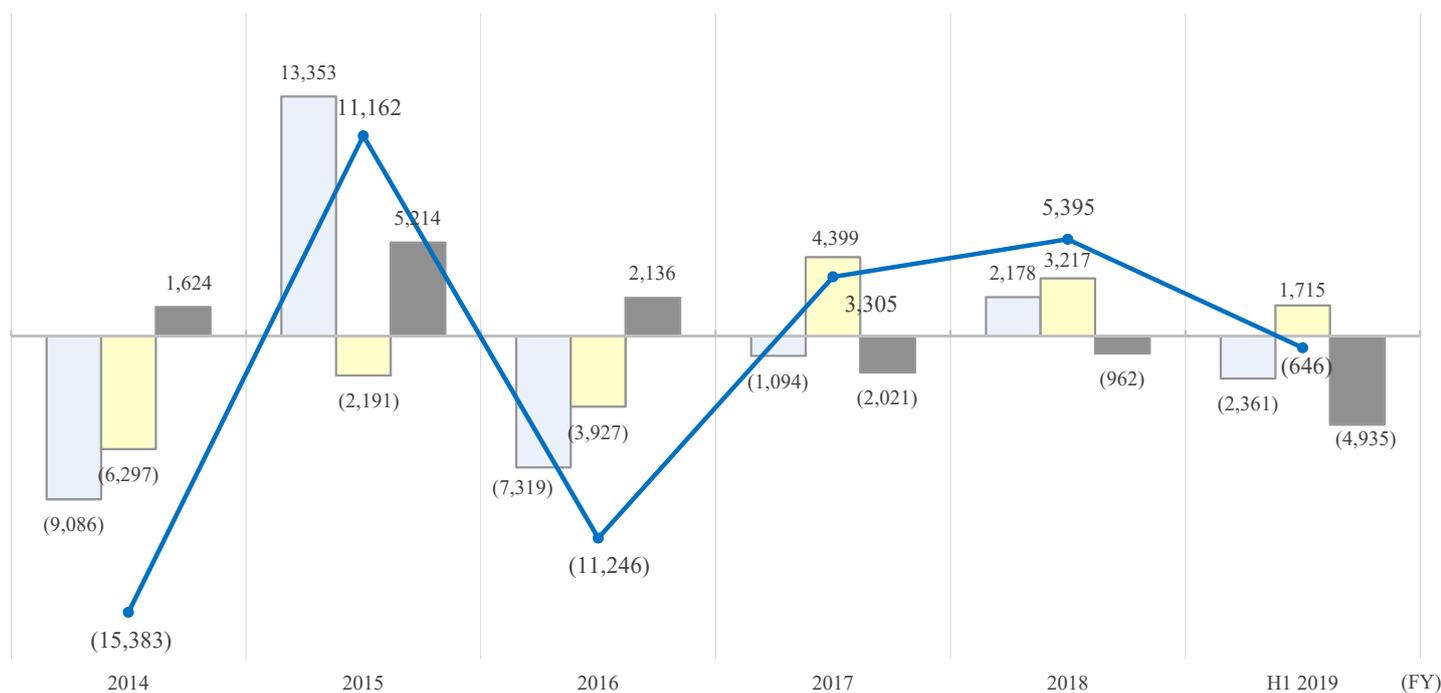
* Other is calculated on this sheet above.



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)



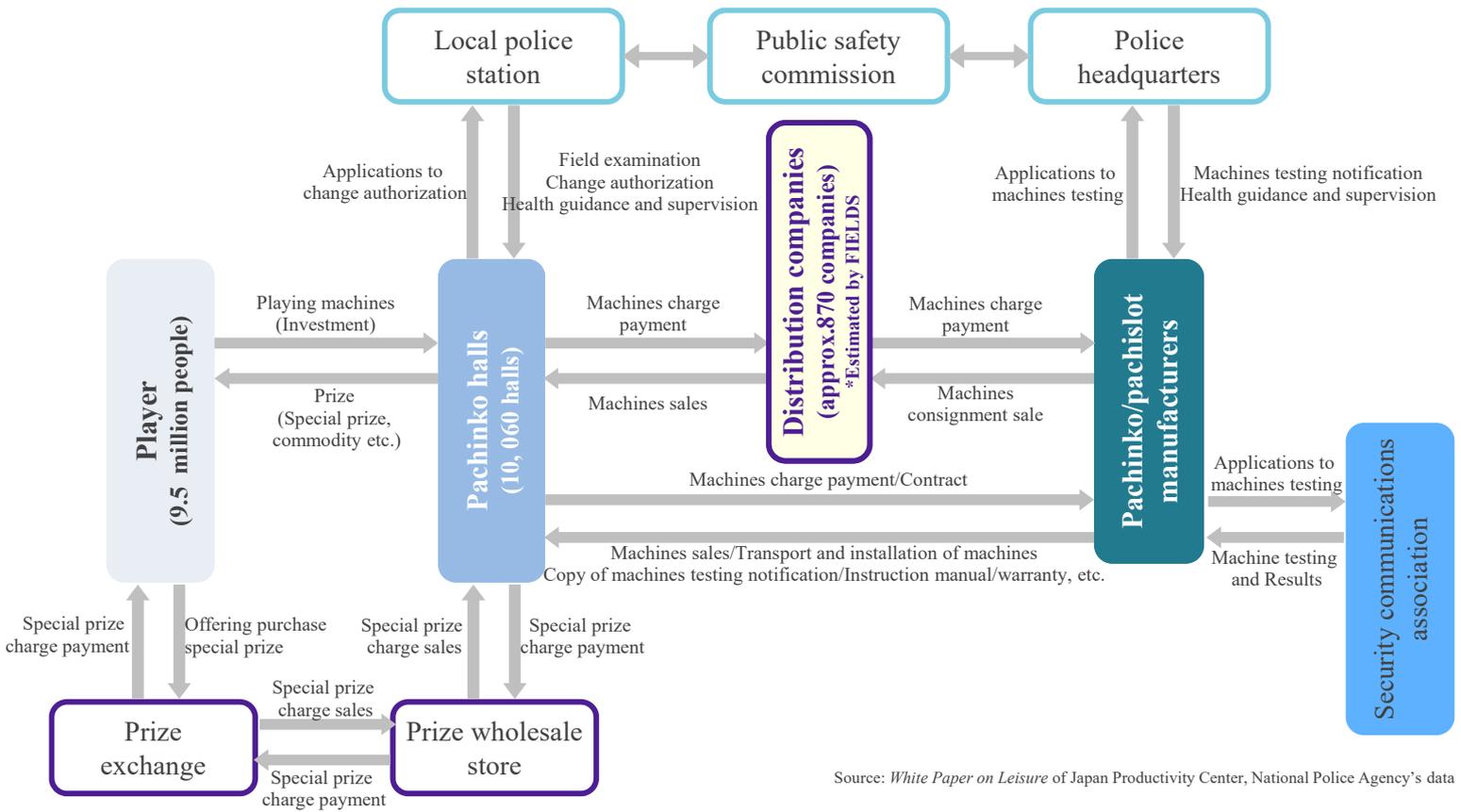
*Free CF: Cash flows from operating activities and investing activities, calculated on this sheet above

Source: FIELDS

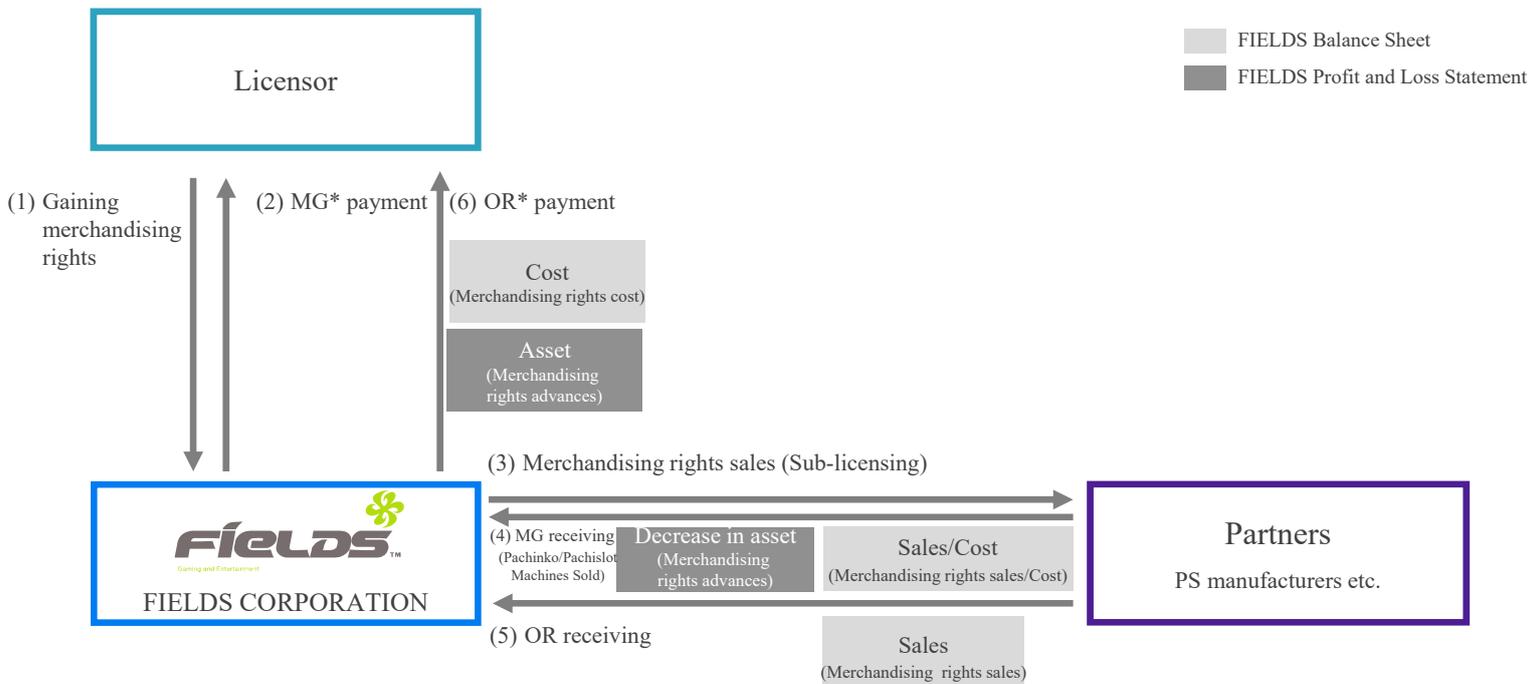
3. PS machines sales related data

- 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 FY2018 to FY2019
- P.18 Change in PS unit sales by affiliated manufacturer (FY2000 to FY2019)
- P.20 Change in pachinko unit sales by title (FY2003 to FY2019)
- P.22 Change in pachislot unit sales by title (FY2000 to FY2019)
- 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.

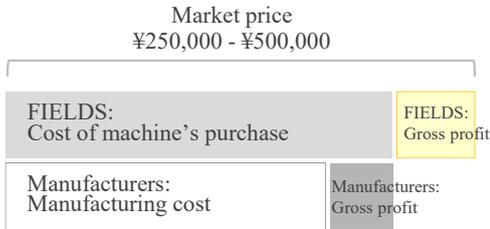
Source: FIELDS

Accounting method of PS machines sales

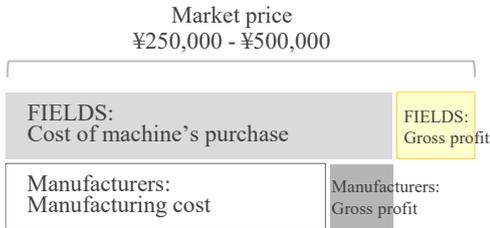
Distribution sales (sales and profit by purchase of machines)

Pachinko and Pachislot machines

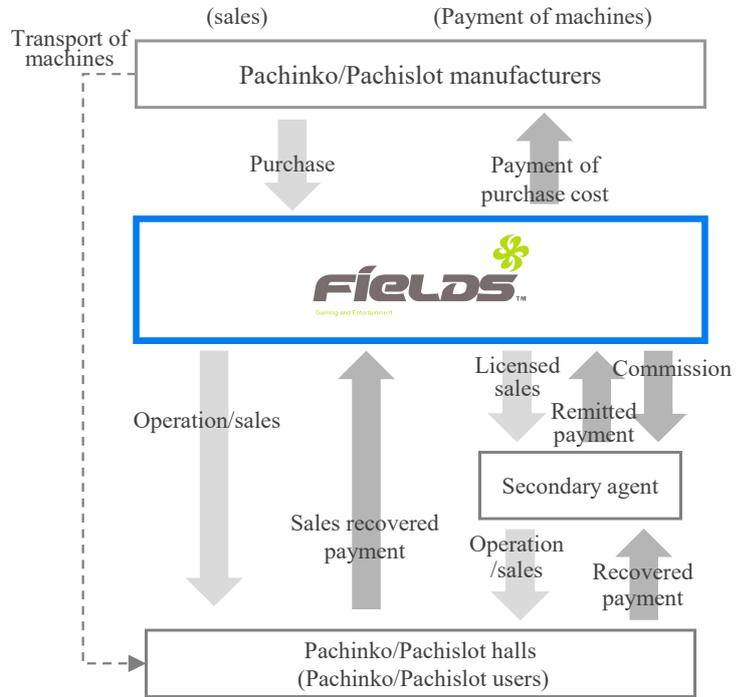
Pachinko machine sales: Cost, gainsharing (per machine)



Pachislot machine sales: Cost, gainsharing (per machine)



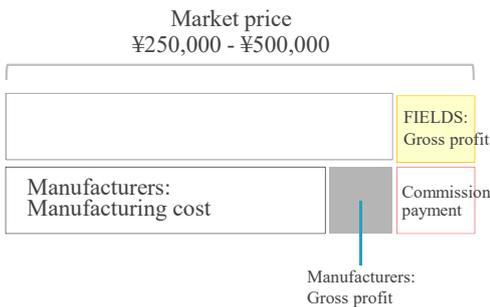
Method of machine's recovered payment



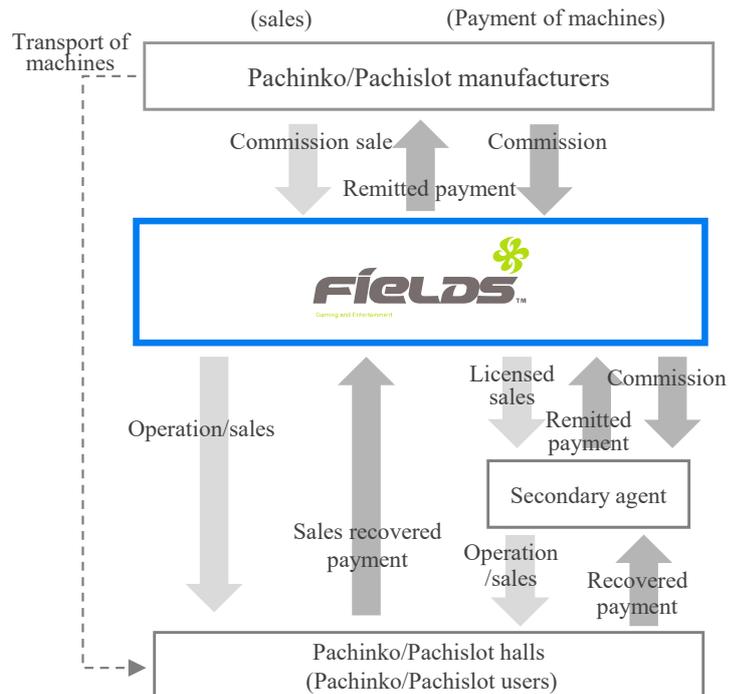
Agency sales (sales and profit by commission)

Pachinko machine

Pachinko machine sales: Cost, gainsharing (per machine)



Method of machine's recovered payment



Main affiliated manufactures and group companies

(As of September 30, 2019)

	Manufacturer	History of alliance
Alliance Manufacturer	<p>SANKYO Group</p> <p>Bisty</p>  <p>Cumulative unit sales of manufacturer P: 2,437,000 machines S: 774,000 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: 285,000 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 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 an alliance with D-light Co., Ltd. • 2015 Formed an alliance with Daiichi Shokai Co., Ltd
	<p>CAPCOM Group</p> <p>Enterrise</p>  <p>Cumulative unit sales of manufacturer S: 298,000 machines</p>	<ul style="list-style-type: none"> • 2009 Signed a Basic Agreement with Enterrise Co., Ltd.
Consolidated Subsidiary	<p>NANASHOW</p>  <p>66.7% *2 (27.8%)</p> <p>Cumulative unit sales of manufacturer P: 22,000 machines S: 65,000 machines</p>	<ul style="list-style-type: none"> • 2014 Formed an alliance with NANASHOW Corporation • 2018 NANASHOW became the consolidated subsidiary
	<p>Spiky *1</p>  <p>100.0% *2 (100.0%)</p> <p>Cumulative unit sales of manufacturer S: 13,000 machines</p>	<ul style="list-style-type: none"> • 2015 Spiky Corporation became the consolidated 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 consolidated 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 an 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 the affiliated 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 the investment ratio. The figures in lower parentheses indicate the indirect 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 from FY2018.

Source: FIELDS

Main PS machines from FY2018 to FY2019

(As of September 30, 2019)

Pachinko machines

<Q1>

June
D-light
CR INUYASHA JUDGEMENT-z(infinity)

©高橋留美子/小学館・読売テレビ・サンライズ 2000&2009

<Q2>

August
Bisty
CR Drum ☆ EVANGELION PINK

©khara

<Q3>

November
NANASHOW
CR ULTIMATE JUDGEMENT
16,000 machines

November
OK!!
Pachinko Onimusha: Dawn of Dreams Super Souken
15,000 machines

©NANASHOW ©CAPCOM CO., LTD. ALL RIGHTS RESERVED. ©OK!! Manufactured by KYORAKU SANGYO

<Q4>

February
OK!!
Pachinko GEKIJOUREI
10,000 machines

March
Bisty
EVANGELION Super awakening/ Super berserk
27,000 machines

©2015「劇場版」製作委員会 ©OK!! ©khara

<Q1>

April
OK!!
Pachinko GANTZ:2
25,000 machines

©HIROYA OKU/SHUEISHA ©HIROYA OKU/SHUEISHA,GANTZ:O Project ©OK!!

<Q2>

August
Developed by Bisty
PACHINKO TEKKEN EXTREME

September
OK!!
Pachinko Onimusha: Dawn of Dreams Kyouki Ranbu
10,000 machines

©BANDAI NAMCO Entertainment Inc. ©SANKYO ©Bisty ©CAPCOM CO., LTD. ALL RIGHTS RESERVED. ©OK!! Manufactured by KYORAKU SANGYO

<Q3>

October
D-light
ayumi hamasaki -LIVE in CASINO-
On sale

November
NANASHOW
CR Mach GoGo GP7000
On sale

©Cavex management inc. ©cavex entertainment inc. ©Tatsunoko Production ©NANASHOW

<Q4>

December
Bisty
NEON GENESIS EVANGELION Rebirth of Angels
On sale

©khara/Project Eva. ©Bisty

Pachislot machines

<Q1>

June
Developed by NANASHOW
PACHISLOT Tengen Toppa Gurren Lagann -KIWAME-

June
Enterrise
Pachislot Okami

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<Q2>

July
Enterrise
STREET FIGHTER V PACHISLOT EDITION

August
Developed by NANASHOW
Pachislot Hananchu

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<Q3>

September
Developed by Enterrise
PACHISLOT ROCKMAN Ability

November
Enterrise
Resident Evil INTO THE PANIC

©CAPCOM CO., LTD. ALL RIGHTS RESERVED. ©Spiky Manufactured by Spiky Corporation Developed by Enterrise Co., Ltd. ©CAPCOM CO., LTD. ALL RIGHTS RESERVED. ©Spiky Manufactured by Spiky Corporation Developed by Enterrise Co., Ltd.

<Q4>

December
NANASHOW
Pachislot Mach GoGoGo

December
Developed by NANASHOW
Pachislot LORD of VERMILION Re:

©Tatsunoko Production ©NANASHOW ©2007-2018 SQUARE ENIX CO., LTD. All Rights Reserved. ©NANASHOW

<Q1>

January
Enterrise
Pachislot Sengoku BASARA HEROES PARTY

February
Bisty
Pachislot Evangelion AT777
14,000 machines

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<Q2>

June
NANASHOW
Super AT Chu la Oki

©NANASHOW

<Q3>

August
NANASHOW
PACHISLOT Tengen Toppa Gurren Lagann

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<Q4>

October
Bisty
CARD BATTLE PACHI-SLOT MOBILE SUIT GUNDAM X-OVER
On sale

November
EXCITE
Pachislot Salaryman Kintaro -MAX-
On sale

©SOTSU・SUNRISE ©Bisty ©Hiroshi Motomiya/SHUEISHA/FIELDS

FY 2018

FY 2019

FY	Pachinko unit sales				
	Q1	Q2	Q3	Q4	Full-Year
2019	37,464	18,442			
2018	19,895	12,927	37,026	33,931	103,779

FY	Pachislot unit sales				
	Q1	Q2	Q3	Q4	Full-Year
2019	4,464	4,191			
2018	3,341	6,863	9,983	14,057	34,244

*The table shows the titles which are announced. The information of the Amadigi-type and reuse-type machines are omitted.
 *The table shows the unit sales which the number of machines sold is calculated by Q2 FY2019. *The figures for each titles are rounded down to thousand.
 *The unit sales less than 10,000 are not disclosed. *Please refer to the page through 20-23 for details on titles launched from FY2000.

Source: FIELDS

Change in pachinko unit sales by affiliated manufacturer

(As of September 30, 2019)

FY		2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Bisty	Title	-	-	-	1	4	5	5	5	4	4	2
	Unit sales	-	-	-	4,151	169,037	262,806	292,905	217,526	170,883	286,877	236,505
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	2
	Unit sales				4,151	169,037	262,806	292,905	217,526	170,883	286,877	236,505

Source: FIELDS

Change in pachislot unit sales by affiliated manufacturer

FY		2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
RODEO	Title	2	4	5	6	3	2	3	5	3	2	3
	Unit sales	32,904	155,263	176,436	153,538	165,134	159,222	42,818	86,182	29,811	28,762	121,691
Bisty	Title	-	-	-	1	2	1	5	3	2	2	2
	Unit sales	-	-	-	5,622	19,053	22,952	73,714	112,439	91,204	76,179	70,080
OK!!	Title	-	-	-	-	-	-	-	-	-	-	-
	Unit sales	-	-	-	-	-	-	-	-	-	-	-
Enterise	Title	-	-	-	-	-	-	-	-	-	1	1
	Unit sales	-	-	-	-	-	-	-	-	-	2,498	16,119
MIZUHO/Macy	Title	-	-	-	-	-	-	-	-	-	-	-
	Unit sales	-	-	-	-	-	-	-	-	-	-	-
NANASHOW	Title	-	-	-	-	-	-	-	-	-	-	-
	Unit sales	-	-	-	-	-	-	-	-	-	-	-
Spiky	Title	-	-	-	-	-	-	-	-	-	-	-
	Unit sales	-	-	-	-	-	-	-	-	-	-	-
D-light	Title	-	-	-	-	-	-	-	-	-	-	-
	Unit sales	-	-	-	-	-	-	-	-	-	-	-
Total	Title	2	4	5	7	5	3	8	8	5	5	6
	Unit sales	32,904	155,263	176,436	159,160	184,187	182,174	116,532	198,621	121,015	107,439	207,890

*Number of titles sold includes only major titles for pachinko.

*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

(As of September 30, 2019)

FY		2011	2012	2013	2014	2015	2016	2017	2018	H1 2019	Total
Bisty	Title	2	1	3	2	2	2	2	2	1	47
	Unit sales	181,776	48,216	111,868	159,778	90,684	98,637	56,865	37,146	12,058	2,437,718
OK!!	Title	-	1	2	1	1	1	-	2	2	10
	Unit sales	-	32,437	28,790	114,597	5,010	22,897	19,110	24,038	38,129	285,008
MIZUHO/Macy	Title	-	-	-	1	3	-	1	-	-	5
	Unit sales	-	-	-	4,898	39,623	73	6,316	5,367	-	56,277
NANASHOW	Title	-	-	-	-	-	2	-	1	-	3
	Unit sales	-	-	-	-	-	3,731	665	16,567	1,605	22,568
Daiichi/D-light	Title	-	-	-	-	1	1	-	1	-	3
	Unit sales	-	-	-	-	8,636	14,015	-	10,278	-	32,929
Total	Title	2	2	5	4	7	6	3	6	3	68
	Unit sales	181,776	80,653	140,658	279,273	143,953	139,353	82,956	93,396	51,792	2,834,500

Source: FIELDS

Change in pachislot unit sales by affiliated manufacturer

FY		2011	2012	2013	2014	2015	2016	2017	2018	H1 2019	Total
RODEO	Title	3	2	1	1	-	1	2	-	-	48
	Unit sales	81,820	104,549	26,505	42,566	-	4,431	629	-	-	1,412,261
Bisty	Title	2	3	3	-	3	2	2	2	1	36
	Unit sales	81,754	65,876	61,762	20	54,341	12,010	12,294	13,186	1,821	774,307
OK!!	Title	-	-	-	-	-	-	2	-	-	2
	Unit sales	-	-	-	-	-	-	7,039	-	-	7,039
Enterrise	Title	1	1	2	1	2	3	2	3	-	17
	Unit sales	7,264	47,889	72,085	24,467	42,825	57,848	22,326	4,854	25	298,200
MIZUHO/Macy	Title	-	-	1	-	-	-	2	-	-	3
	Unit sales	-	-	54,127	66	-	-	4,000	-	-	58,193
NANASHOW	Title	-	-	-	1	2	2	3	2	2	12
	Unit sales	-	-	-	20,084	14,990	6,321	10,989	7,985	5,178	65,547
Spiky	Title	-	-	-	-	-	-	1	4	-	5
	Unit sales	-	-	-	-	-	-	7,064	6,660	-	13,724
D-light	Title	-	-	-	-	3	1	2	-	-	6
	Unit sales	-	-	-	-	9,131	3,185	3,357	-	-	15,673
Total	Title	6	6	7	3	10	9	16	11	3	129
	Unit sales	170,838	218,314	214,479	87,203	121,287	83,795	67,698	32,685	7,024	2,644,944

*Number of titles for pachinko only includes the 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 revision of calculation method is attempted for some titles from FY2018.

*The unit sales of RODEO includes that of *Kaiji 3* released in FY2013 from GINZA Corporation.

*The unit sales of OK!! includes that of *PACHI-SLOT ULTRASEVEN* released in FY2017 and *Pachinko Onimusha: Dawn of Dreams Super Souken* released in FY2018 from KYORAKU SANGYO.

Source: FIELDS

Change in pachinko unit sales by title (FY2003 to FY2019)

(As of September 30, 2019)

Bisty			
	FY	Title	Number of sales
1	2003	CR FEVER KUNG-FU GAL	14,000
2	2004	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	2005	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	2006	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	2007	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	2008	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	2009	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	2010	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	2011	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	2012	Evangelion 7 Smile Model	12,000
40		CR Sengoku BASARA 3—The Battle of Sekigahara	16,000
41		EVA Light III	16,000
42	2013	CR EVANGELION 8 Premium Battle	12,000
43		CR TEKKEN	18,000
44		CR EVANGELION 8	75,000
45		CR Beyond the Heavens	-
46	2014	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	2015	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	2016	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	2017	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	2018	CR Drum ☆ EVANGELION PINK	-
69		Mode Pachinko CODE GEASS Lelouch of the Rebellion - easy version -	-
70		Mode Pachinko Drum ☆ EVANGELION GOLD	-
71	EVANGELION Super awakening/ Super berserk	27,000	
72	2019	PACHINKO TEKKEN EXTREME	-
73		EVANGELION 13 Premium model	-
74		NEON GENESIS EVANGELION Rebirth of Angels	On sale

*The table shows the titles which were announced as of October 31, 2019.

*The table shows the unit sales which is calculated by Q2 FY2019 (the information of the amadigi-type and reuse-type machines are omitted). Regarding the titles which unit sales were less than 10,000, the figure are not disclosed.

*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 (FY2003 to FY2019)

(As of September 30, 2019)

OK!!			
	FY	Title	Unit sales
1	2012	<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	2013	<i>Pachinko Onimusha: Dawn of Dreams</i>	33,000
4		<i>New-century Pachinko BERSERK</i>	23,000
5	2014	<i>Pachinko Onimusha: Dawn of Dreams Light Version</i>	-
6		<i>Pachinko Ultra Battle Retsuden</i>	80,000
7	2015	<i>Pachinko Marvel's Avengers</i>	-
8	2016	<i>Pachinko GANTZ</i>	31,000
9	2017	<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	2018	<i>Pachinko Onimusha: Dawn of Dreams Super Souken (Manufactured by KYORAKU SANGYO)</i>	15,000
14		<i>Pachinko GEKIJOUREI</i>	10,000
15	2019	<i>Pachinko GANTZ:2</i>	25,000
16		<i>Pachinko Onimusha: Dawn of Dreams Kyouki Ranbu (Manufactured by KYORAKU SANGYO)</i>	10,000

MIZUHO/ Macy			
	FY	Title	Unit sales
1	2014	<i>CR BATMAN</i>	-
2	2015	<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	2017	<i>CR Yu-Gi-Sei Million Arthur</i>	-
8	2018	<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>	-

Daiichi/ D-light			
	FY	Title	Unit sales
1	2015	<i>CR Sakigake Otokojuku</i>	-
2		<i>CR Sakigake Otokojuku Light Ver.</i>	-
3	2016	<i>CR MAJESTIC PRINCE</i>	13,000
4	2018	<i>CR INUYASHA JUDGEMENT∞(infinity)</i>	-
5		<i>P INUYASHA JUDGEMENT∞ PREMIUM</i>	-
6	2019	<i>ayumi hamasaki -LIVE in CASINO-</i>	On sale

NANASHOW			
	FY	Title	Unit sales
1	2016	<i>CR The Amazing Spider-Man</i>	-
2		<i>THE GENIE FAMILY</i>	-
3	2018	<i>CR ULTIMATE JUDGEMENT</i>	16,000
4	2019	<i>PA ULTIMATE JUDGEMENT Sweet Judgement 99 ver.</i>	-
5		<i>CR Mach GoGoGo GP7000</i>	On sale

*The table shows the titles which were announced as of October 31, 2019.

*The table shows the unit sales which is calculated by Q2 FY2019 (the information of the amadigi-type and reuse-type machines are omitted). Regarding the titles which unit sales were less than 10,000, the figure are not disclosed.

*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 (FY2000 to FY2019)

(As of September 30, 2019)

RODEO			
	FY	Title	Unit sales
1	2000	INDY JAWS 2	23,000
2		Gamera	29,000
3	2001	Ichigeki Teio 2	17,000
4		Salaryman Kintaro	118,000
5		DOUBLE CHALLENGE	31,000
6		Oo-Gamera	32,000
7	2002	KAZENOYOUJINBOU	53,000
8		SNOW KING	-
9		Salaryman Kintaro S	-
10		CLUB RODEO T	43,000
11		Ginginmaru	31,000
12	2003	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	2004	Onimusha 3	120,000
19		Kaiji	29,000
20		Umematsu Dynamite Wave!	36,000
21	2005	Ore no Sora	125,000
22		Dokonjo Gaeru	-
23	2006	Sakigake!! Otoko Juku	17,000
24		PREMIUM Dynamite	-
25		Dokaben	-
26	2007	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	2008	Kaiji Act 2	18,000
32		Tenchi wo Kurau	-
33		Sonic Live	-
34	2009	Onimusha: Dawn of Dreams	90,000
35		Hono-no Nekketsu Kyoshi	-
36	2010	Gravion	-
37		Ore no Sora—Spirit of Young Justice	38,000
38		Gamera	13,000
39	2011	Pachislot Monster Hunter	95,000
40		Rahxephon	-
41		Kaze no Youjinbou—Memory of Butterflies	23,000
42	2012	Pachislot Shin-Onimusha Sairin	41,000

43	2012	SAKIGAKE OTOKOJUKU—TENCHO-GORIN THE FINAL	24,000
44	2013	Kaiji3 (Manufactured by GINZA Corporation)	25,000
45	2014	Salaryman Kintaro Synsse Kaido	42,000
46	2016	Pachislot INUYASHA	-
47	2017	PACHISLOT TATAKAE! SALARY-MAN	-
48		Pachislot Ys I&II	-

Bisty			
	FY	Title	Unit sales
1	2003	KAIZOKU	-
2	2004	Dai Yamato	12,000
3		Fever Natsumatsuri	-
4	2005	Neon Genesis Evangelion	23,000
5	2006	SHERLOCK HOUND	-
6		GTO	-
7		ROCKY BALBOA	-
8		Tomb Raider	60,000
9		Lord of the Rings	-
10	2007	Beach Club	-
11		Neon Genesis Evangelion—Magokoro wo Kimini	99,000
12		Morning Musume	-
13	2008	KING KONG	-
14		Neon Genesis Evangelion—That time has come, now they're waiting for us	90,000
15	2009	Saturday Night Fever	-
16		Neon Genesis Evangelion—Die Spur der SEELE	84,000
17	2010	MOBASLO Evangelion—for your own wish	77,000
18		Magical Shopping Arcade Abenobashi	-
19	2011	Evangelion—the Heartbeat of Life	46,000
20		SAMURAI 7	12,000
21	2012	EVANGELION	57,000
22		Yaoh	-
23		GTO Limit Break	-
24	2013	Evangelion—Ketsui no Toki	13,000
25		MOBILE SUIT GUNDAM	25,000
26		PACHISLOT ULTRAMAN WARS	23,000
27	2015	EVANGELION—Spear of Hope	26,000
28		EVANGELION—Tamashii wo Tsunagumono	15,000
29		MOBILE SUIT GUNDAM Awakening—Chained battle—	12,000
30	2016	EVANGELION—WISH OF VICTORY	-
31		PACHI-SLOT MOBILE SUIT Z GUNDAM	-
32	2017	EVANGELION 30φMODEL	-
33		Neon Genesis Evangelion - to You the Sincerity 2	-
34	2018	Pachislot Evangelion AT777	14,000
35		Neon Genesis Evangelion - berserk 400	-
36	2019	CARD BATTLE PACHI-SLOT MOBILE SUIT GUNDAM X-OVER	On sale

*The table shows the titles which were announced as of October 31, 2019.

*The figures have been rounded down to thousand. *Some of the unit sales include the rental plan.

*The table shows the unit sales which is calculated by Q2 FY2019 (the information of the amadigi-type and reuse-type machines are omitted). Regarding the titles which unit sales were less than 10,000, the figures are not disclosed.

Source: FIELDS

Change in pachislot unit sales by title (FY2000 to FY2019)

(As of September 30, 2019)

Enterrise			
	FY	Title	Unit sales
1	2009	<i>VIEWTIFUL JOE</i>	-
2	2010	<i>Sengoku BASARA 2</i>	16,000
3	2011	<i>Street Fighter IV</i>	-
4	2012	<i>Resident Evil 5</i>	49,000
5	2013	<i>Monster Hunter: Gekka Raimei</i>	50,000
6		<i>Devil May Cry 4</i>	25,000
7	2014	<i>Pachislo Sengoku BASARA 3</i>	20,000
8	2015	<i>Resident Evil 6</i>	37,000
9		<i>Asura's Wrath</i>	-
10	2016	<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	2017	<i>Pachislo Machine Ace Attorney</i>	-
14		<i>Resident Evil Revelations</i>	18,000
15	2018	<i>Pachislo Okami</i>	-
16		<i>STREET FIGHTER V PACHISLOT EDITION</i>	-
17		<i>Pachislot Sengoku BASARA HEROES PARTY</i>	-

MIZUHO			
	FY	Title	Unit sales
1	2013	<i>ANOTHER GOD HADES</i>	54,000
2	2017	<i>Kai-Dou-Sei Million Arthur</i>	-
3		<i>THE AMAZING SPIDER-MAN</i>	-

NANASHOW			
	FY	Title	Unit sales
1	2014	<i>Pachislot BERSERK</i>	20,000
2	2015	<i>PACHISLOT NINJA GAIDEN</i>	12,000
3		<i>Pachislot Ultraman</i>	-
4	2016	<i>Pachislot ALIEN BALTAN</i>	-
5		<i>Pachislot LOAD of VERMILION</i>	-
6	2017	<i>PACHISLOT GRAPPLER BAKI</i>	-
7		<i>PACHISLOT TOUKIDEN</i>	-
8		<i>PACHISLOT BLACK LAGOON3</i>	-
9	2018	<i>Pachislot Mach GoGoGo</i>	-
10		<i>Pachislot LORD of VERMILION Re:</i>	-
11	2019	<i>Super AT Chu la Oki</i>	-
12		<i>PACHISLOT Tengen Toppa Gurren Lagann</i>	-

D-light			
	FY	Title	Unit sales
1	2015	<i>MAJESTIC PRINCE</i>	-
2		<i>HIGURASHI NO NAKUKORONI—KIZUNA</i>	-
3		<i>Oh My Goddess!</i>	-
4	2016	<i>Pachislot GARGANTIA ON THE VERDUROUS PLANET</i>	-
5	2017	<i>Pachislot Osomatsu-kun</i>	-
6		<i>Pachislot The Ambition of Oda Nobuna</i>	-

OK!!			
	FY	Title	Unit sales
1	2017	<i>Pachi-Slot Marvel's The Avengers</i>	-
2		<i>PACHI-SLOT ULTRASEVEN</i> (Manufactured by KYORAKU SANGYO)	-

Spiky			
	FY	Title	Unit sales
1	2017	<i>PACHISLOT Super GANTZ</i> (Developed by NANASHOW Corporation)	-
2	2018	<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 titles which were announced as of October 31, 2019.

*The figures have been rounded down to thousand. *Some of the unit sales include the rental plan.

*The table shows the unit sales which is calculated by Q2 FY2019 (the information of the amadigi-type and reuse-type machines are omitted). Regarding the titles which unit sales were less than 10,000, the figures are not disclosed.

Source: FIELDS

Change of pachinko *Evangelion* series

FY	Sales title (main title)	Low gambling nature type/ reused-type machines	Unit sales of series (by period)	FY	Sales title (main title)	Low gambling nature type/ reused-type machines	Unit sales of series (by period)
2004	 Neon Genesis Evangelion Dec. 2004 (124,000 machines)		<u>98,000</u> machines	2014	 EVANGELION 9 Dec. 2014 (103,000 machines)	 EVANGELION 8 Extreme Battle Jul. 2014 (20,000 machines)	<u>131,000</u> machines
2005	 Second Impact Feb. 2006 (161,000 machines)		<u>150,000</u> machines			 EVANGELION 9 Premium Amadigi Ver. Feb. 2015 (13,000 machines)	
2006	 Kiseki no Kachiwa Feb. 2007 (187,000 machines)		<u>206,000</u> machines			 EVANGELION 9 Middle Ver. Feb. 2015	
2007	 The Angels Are Back Again Jan. 2008 (199,000 machines)		<u>206,000</u> machines	2015	 EVANGELION X Sep. 2015 (53,000 machines)	 EVANGELION 9 Type zero ver. May 2015	<u>84,000</u> machines
2008	 Neon Genesis Evangelion Premium Model May 2008 (51,000 machines)		<u>63,000</u> machines			 EVANGELION 9 Type zero 199ver. Dec. 2015	
2009	 The Beginning and the End Apr. 2009 (237,000 machines)	 The Angels Are Back Again YF Jan. 2010 (24,000 machines)	<u>259,000</u> machines	2016	 Time to Rise Dec. 2016 (57,000 machines)	 EVANGELION 9 180Ver. Sep. 2016	<u>78,000</u> machines
2010	 Evangelical of the Beginnings Jun. 2010 (205,000 machines)	 Evangelical of the Beginnings Light ver. Nov. 2010	<u>215,000</u> machines			 EVANGELION X SPEED IMPACT Sep. 2016 (12,000 machines)	
2011	 Evangelion 7 Jan. 2012 (100,000 machines)		<u>97,000</u> machines	2017	 EVANGELION 2018 model Oct. 2017 (36,000 machines)	 EVANGELION 11 PREMIUM MODEL Jun. 2017	<u>46,000</u> machines
2012	 Evangelion 7 Smile Model Dec. 2012 (12,000 machines)		<u>31,000</u> machines			 EVANGELION 11 Start Impact Dec. 2017	
2013	 EVANGELION 8 Jul. 2013 (75,000 machines)	 (Evangelion 7) EVA Light III May 2012 (16,000 machines)	<u>88,000</u> machines			 EVANGELION 2018 model GOLD Impact Mar. 2018	
	 EVANGELION 8 Premium Battle Jan. 2014 (12,000 machines)			2018	 EVANGELION Super awakening/ Super berserk Mar. 2019 (27,000 machines)	 CR Drum ☆ EVANGELION PINK Aug. 2018	<u>33,000</u> machines
			 Mode Pachinko Drum ☆ EVANGELION GOLD Jan. 2019				
			2019	 NEON GENESIS EVANGELION Rebirth of Angels Dec. 2019 On sale	 EVANGELION 13 Premium model Sep. 2019		

*The figures have been rounded down to thousand.

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

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 Source: FIELDS

Change of pachislot *Evangelion* series

FY	Sales title	Unit sales of series (by period)	FY	Sales title	Reuse-type machines, etc.	Unit sales of series (by period)
2005	 Neon Genesis Evangelion Sep. 2005 (<u>23,000 machines</u>)	<u>22,000 machines</u>	2013	 Evangelion — <i>Ketsui no Toki</i> Feb. 2014 (<u>13,000 machines</u>)		<u>13,000 machines</u>
2006		-	2014			-
2007	 Neon Genesis Evangelion <i>Magokoro wo Kimini</i> Jul. 2007 (<u>99,000 machines</u>)	<u>99,000 machines</u>	2015	 EVANGELION — <i>Spear of Hope</i> Jun. 2015 (<u>26,000 machines</u>)		<u>41,000 machines</u>
2008	 Neon Genesis Evangelion <i>That time has come, they're waiting for us</i> Sep. 2008 (<u>90,000 machines</u>)	<u>90,000 machines</u>		 EVANGELION — <i>Tamashii wo Tsunagumono</i> Dec. 2015 (<u>15,000 machines</u>)		
2009	 Neon Genesis Evangelion — <i>Die Spur der SEELE</i> Mar. 2010 (<u>84,000 machines</u>)	<u>74,000 machines</u>	2016	 EVANGELION — <i>WISH OF VICTORY</i> Feb. 2017		-
2010	 MOBASLO Evangelion — <i>for your own wish</i> Mar. 2011 (<u>77,000 machines</u>)	<u>65,000 machines</u>	2017	 Neon Genesis Evangelion - <i>to You the Sincerity 2</i> Feb. 2018	 EVANGELION <i>30φMODEL</i> Jan. 2018	<u>11,000 machines</u>
2011	 Evangelion — <i>the Heartbeat of Life</i> Feb. 2012 (<u>46,000 machines</u>)	<u>69,000 machines</u>	2018	 Pachislot Evangelion <i>AT777</i> Feb. 2019 (<u>14,000 machines</u>)	 Neon Genesis Evangelion - <i>berserk 400</i> Mar. 2019	<u>13,000 machines</u>
2012	 EVANGELION Feb. 2013 (<u>57,000 machines</u>)	<u>56,000 machines</u>				

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*The figures have been rounded down to thousand.

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

Source: FIELDS

4. Result of PS machines sales

P.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 September 30, 2019)
(Unit: Machines)

FY	2018					2019				
	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	Q3	Q4	Full-Year
[Pachinko machines]										
Bisty	7,639	4,272	3,183	22,052	37,146	6,448	5,610			
OK!!	216	-	14,995	8,827	24,038	28,085	10,044			
MIZUHO *1	-	5,331	36	-	5,367	-	-			
Daiichi/ D-light	8,914	676	66	622	10,278	-	-			
NANASHOW	-	-	16,567	-	16,567	1,375	230			
Others	3,126	2,648	2,179	2,430	10,383	1,556	2,558			
I) Total unit sales (pachinko)	19,895	12,927	37,026	33,931	103,779	37,464	18,442			
[Pachislot machines]										
RODEO	-	-	-	-	-	-	-			
Bisty	17	-	-	13,169	13,186	1,326	495			
OK!!	-	-	-	-	-	-	-			
NANASHOW	-	-	7,961	24	7,985	2,631	2,547			
Spiky	1,865	3,246	1,545	4	6,660	-	-			
Enterrise	1,088	3,288	-	478	4,854	25	-			
D-light	-	-	-	-	-	-	-			
MIZUHO	-	-	-	-	-	-	-			
Others *2	371	329	477	382	1,559	482	1,149			
II) Total unit sales (pachislot)	3,341	6,863	9,983	14,057	34,244	4,464	4,191			
I) + II) Total unit sales	23,236	19,790	47,009	47,988	138,023	41,928	22,633			

*1 MIZUHO includes Macy. *2 Others includes DAXEL and Newgin (including sales cooperation).

*The rental plan is included in a part of unit sales. *A revision of calculation method is attempted for some titles from FY2018.

Source: FIELDS

Result of PS machines sales (by major sales title)

Release	Brand	Title	Q1	Q2	Q3	Q4	Full-Year
[Pachinko machines]							
Jan.	2019	D-light	<i>P INUYASHA JUDGEMENT∞ PREMIUM</i>		-		
Jan.		Bisty	<i>Mode Pachinko Drum ☆ EVANGELION GOLD</i>		-		
Feb.		OK!!	<i>Pachinko GEKIJOUREI</i>		-		
Mar.		Bisty	<i>EVANGELION Super awakening / Super berserk</i>		-		
Apr.		OK!!	<i>Pachinko GANTZ:2</i>		25,000		
Jun.		NANASHOW	<i>PA ULTIMATE JUDGEMENT Sweet Judgement 99 ver.</i>		-		
Aug.		Bisty	<i>PACHINKO TEKKEN EXTREME</i>		-		
Sep.		Bisty	<i>EVANGELION 13 Premium model</i>		-		
Sep.		OK!!	<i>Pachinko Onimusha: Dawn of Dreams Kyouki Ranbu</i>			10,000	
[Pachislot machines]							
Jan.	2019	Enterrise	<i>Pachislot Sengoku BASARA HEROES PARTY</i>		-		
Feb.		Bisty	<i>Pachislot Evangelion AT777</i>		-		
Mar.		Bisty	<i>Neon Genesis Evangelion - berserk 400</i>		-		
Jun.		NANASHOW	<i>Super AT Chu la Oki</i>		-		
Aug.		NANASHOW	<i>PACHISLOT Tengen Toppa Gurren Lagann</i>		-		

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

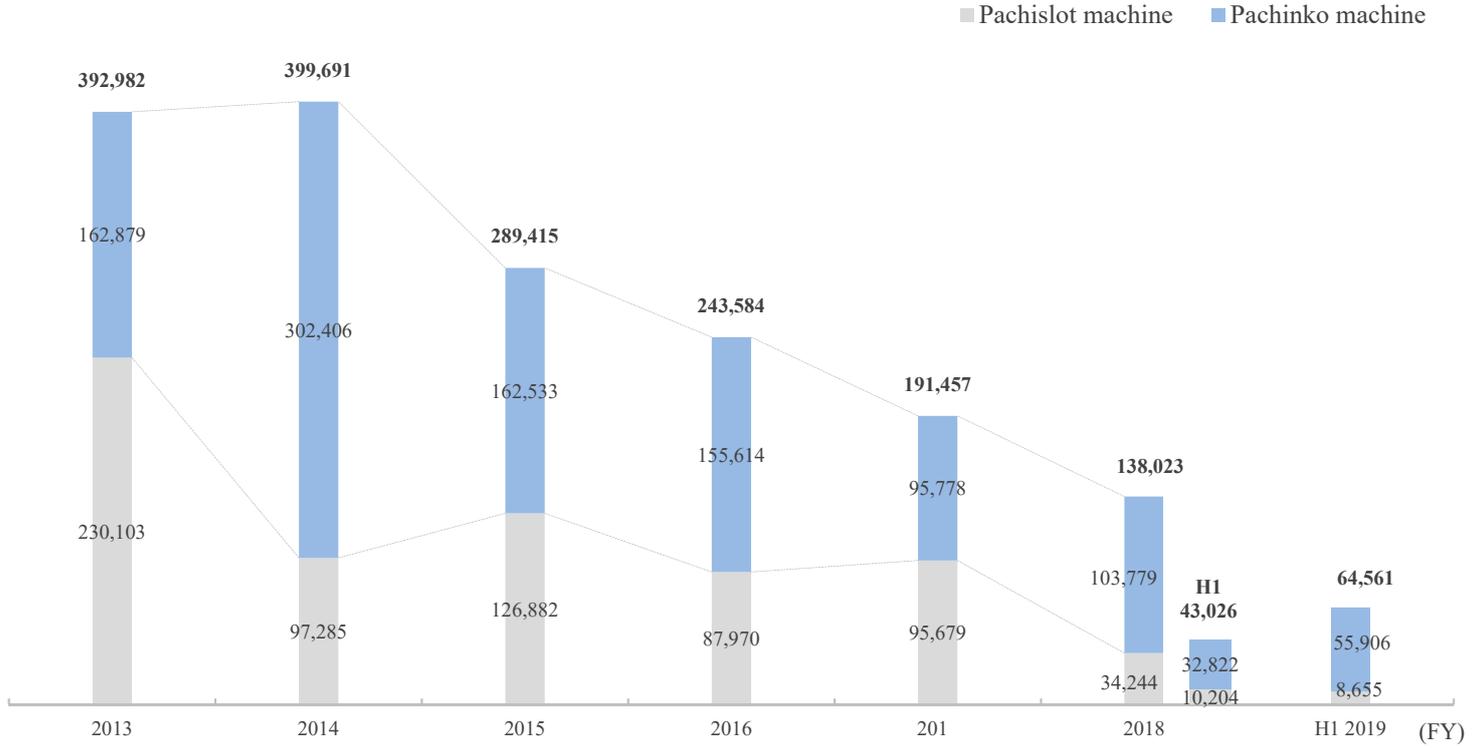
*The figures have been rounded down to thousand. *The blue-letter titles are spin-offs of previously launched PS machines.

Source: FIELDS

Change in unit sales of PS machines (graph)

By PS machines

(Unit: Machine)

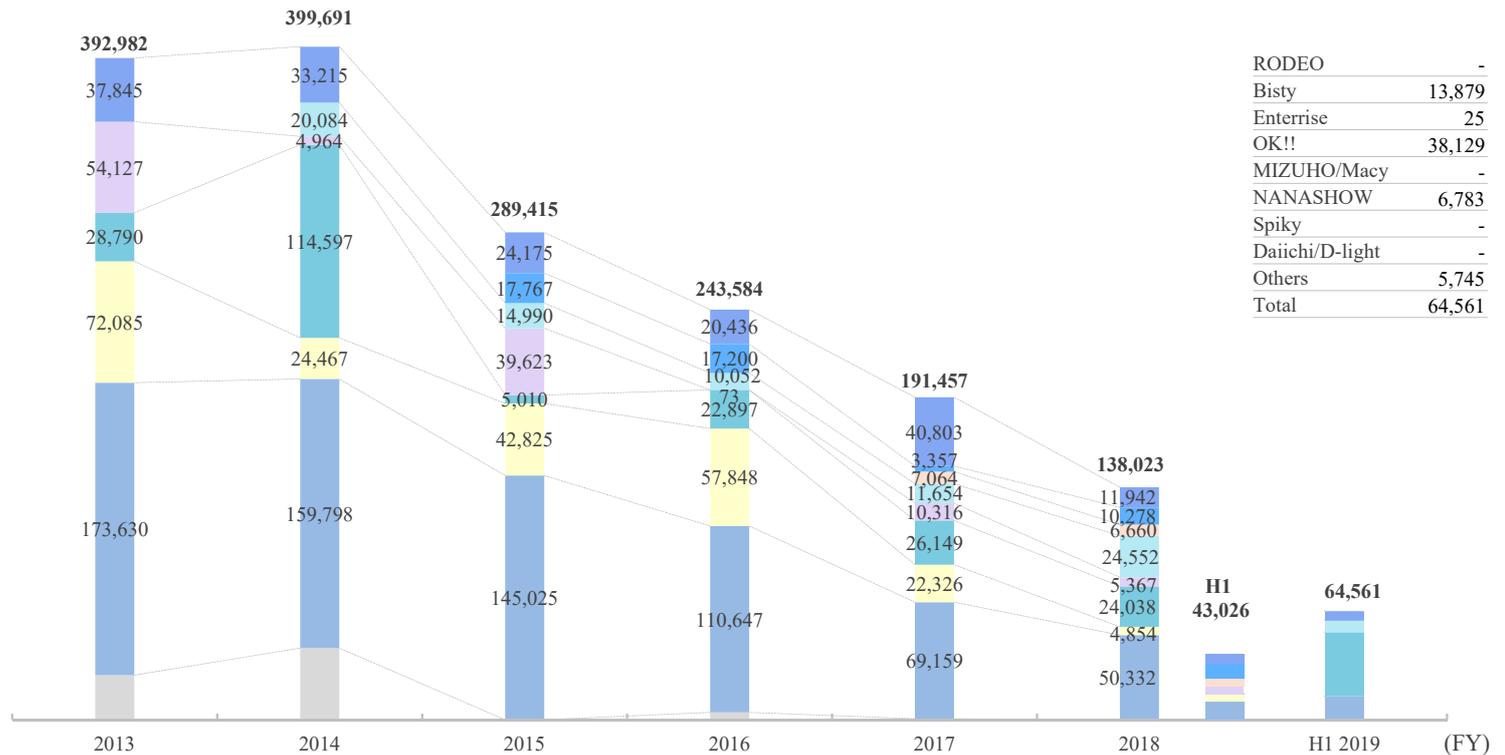


Source: FIELDS

By PS brand

RODEO Bisty Enterrise OK!! MIZUHO/Macy NANASHOW Spiky Daiichi/D-light Others

(Unit: Machine)



*Some of the unit sales include the rental plan. *A revision of calculation method is attempted for some titles from FY2018.

Source: FIELDS

Unit sales of PS machines (details)

(Unit: Machines)

FY	2015			2016			2017			2018			2019		
	H1	H2	Full	H1	H2	Full	H1	H2	Full	H1	H2	Full	H1	H2	Full
Total unit sales	134,531	154,884	289,415	73,053	170,531	243,584	99,493	91,964	191,457	43,026	94,997	138,023	64,561		
Pachinko	64,954	97,579	162,533	44,712	110,902	155,614	30,254	65,524	95,778	32,822	70,957	103,779	55,906		
	48.3%	63.0%	56.2%	61.2%	65.0%	63.9%	30.4%	71.2%	50.0%	76.3%	74.7%	75.2%	86.6%		
Pachislot	69,577	57,305	126,882	28,341	59,629	87,970	69,239	26,440	95,679	10,204	24,040	34,244	8,655		
	51.7%	37.0%	43.8%	38.8%	35.0%	36.1%	69.6%	28.8%	50.0%	23.7%	25.3%	24.8%	13.4%		
Agency sales	36,288	77,528	113,816	27,869	90,141	118,010	35,610	56,116	91,726	18,287	32,478	50,765	17,405		
	27.0%	50.1%	39.3%	38.1%	52.9%	48.4%	35.8%	61.0%	47.9%	42.5%	34.2%	36.8%	27.0%		
Distribution sales	98,243	77,356	175,599	45,184	80,390	125,574	63,883	35,848	99,731	24,739	62,519	87,258	47,156		
	73.0%	49.9%	60.7%	61.9%	47.1%	51.6%	64.2%	39.0%	52.1%	57.5%	65.8%	63.2%	73.0%		
Direct sales	110,070	126,307	236,377	60,805	138,154	198,959	84,258	73,713	157,971	34,611	76,533	111,144	51,853		
	81.8%	81.5%	81.7%	83.2%	81.0%	81.7%	84.7%	80.2%	82.5%	80.4%	80.6%	80.5%	80.3%		
Indirect sales	24,461	28,577	53,038	12,248	32,377	44,625	15,235	18,251	33,486	8,415	18,464	26,879	12,708		
	18.2%	18.5%	18.3%	16.8%	19.0%	18.3%	15.3%	19.8%	17.5%	19.6%	19.4%	19.5%	19.7%		

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

Source: FIELDS

Cumulative unit sales of PS series (by main IP)

(As of September 30, 2019)

	<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>Neon Genesis Evangelion</i> • <i>EVANGELION</i>	• <i>Shin-Onimusha</i> • <i>TEKKEN</i>	• <i>Salaryman Kintaro</i> • <i>Ore no Sora</i>	• <i>GANTZ</i> • <i>CODE GEASS</i>	• <i>Ultra Battle Retsuden</i>
Pachislot	• <i>Neon Genesis Evangelion</i>	• <i>LORD of VERMILION</i> • <i>Resident Evil</i>	• <i>Salaryman Kintaro</i> • <i>Ore no Sora</i>	• <i>Tengen Toppa Gurren Lagann</i> • <i>Mach GoGoGo</i>	• <i>ULTRAMAN WARS</i> • <i>ULTRASEVEN</i>
■ Cumulative titles sold					
Pachinko	14	13	4	23	1
Pachislot	15	35	8	42	4
Total	29	48	12	65	5
■ Cumulative unit sales (machines)					
Pachinko	1,804,000	246,000	94,000	344,000	83,000
Pachislot	568,000	805,000	403,000	396,000	33,000
Total	2,372,000	1,051,000	497,000	741,000	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

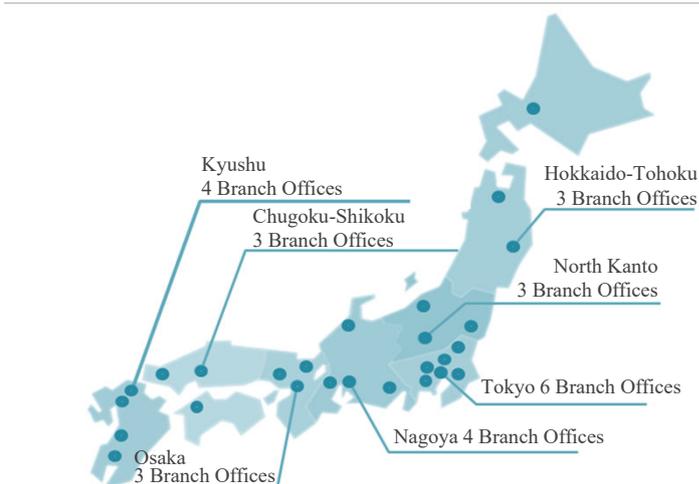
(As of September 30, 2019)

Company name	FIELDS CORPORATION https://www.fields.biz/ir/e/
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	1,352 (consolidated), 525 (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: 7 >
Hokkaido-Tohoku, North Kanto, Tokyo, Nagoya, Osaka, Chugoku-Shikoku, Kyushu

<Branch offices: 26 >
Sapporo, Sendai, Aomori, Takasaki, Niigata, Koriyama, Tokyo, West Tokyo, Chiba, Saitama, Yokohama, Tsukuba, Nagoya, Mie, Shizuoka, Kanazawa, Osaka, Kyoto, Kobe, Hiroshima, Yamaguchi, Matsuyama, Fukuoka, Saga, Kumamoto, Kagoshima

<Showrooms: 9 >
Morioka, Akita, Utsunomiya, Nagano, Ueno, Takamatsu, Okayama, Oita, Miyazaki



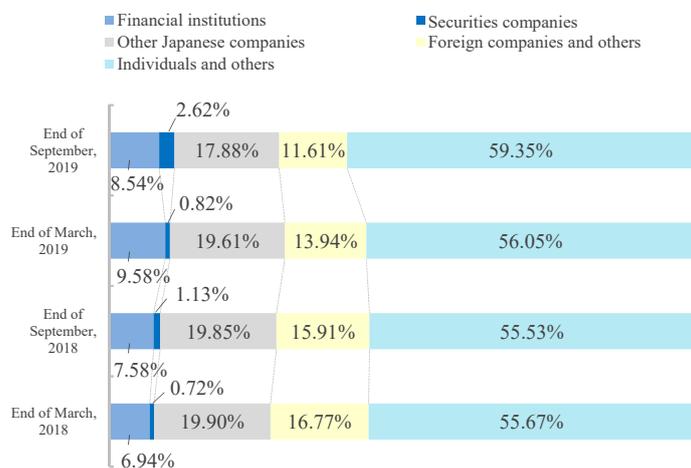
Source: FIELDS

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	7,783

By type of shareholder



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

Major shareholders

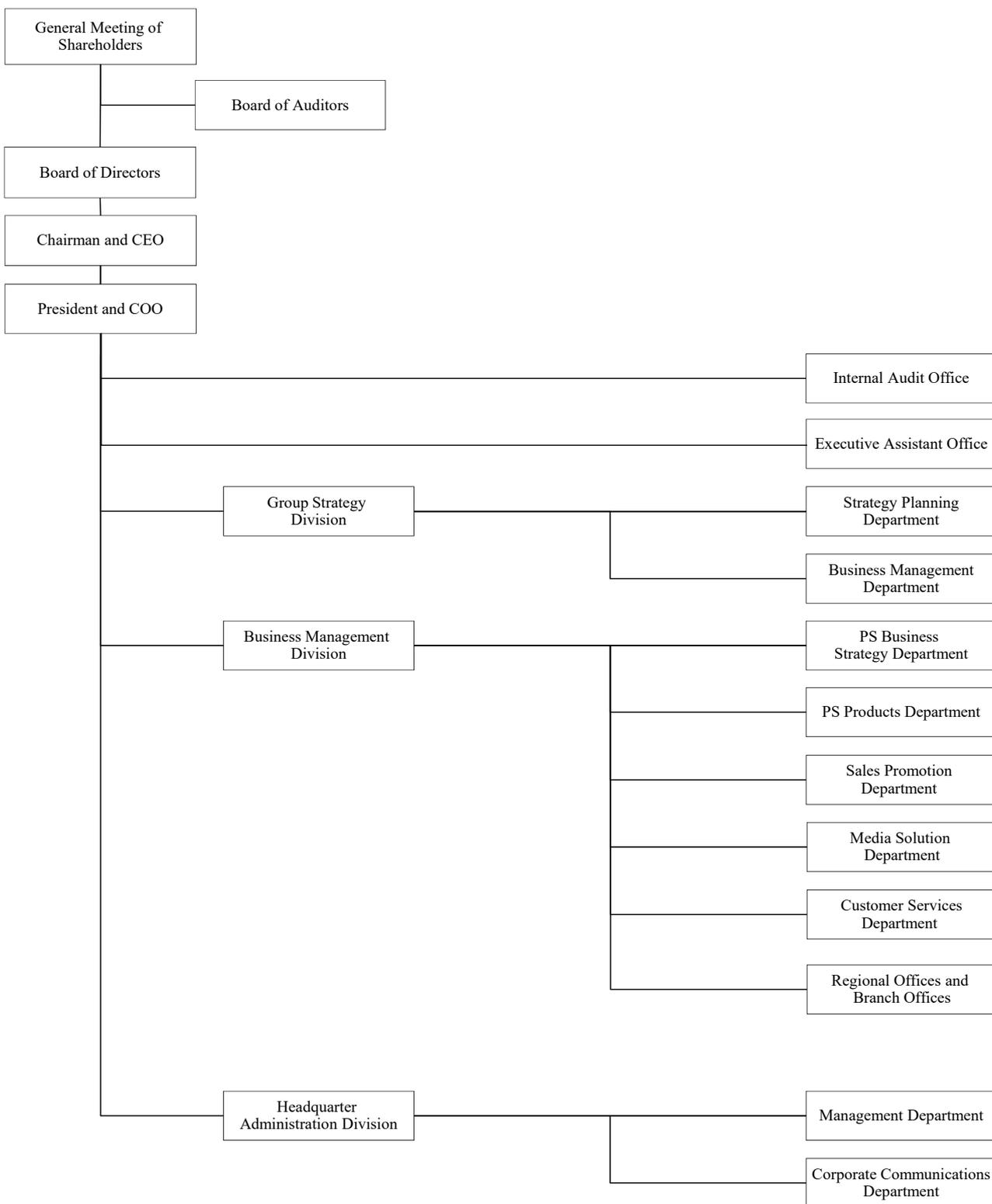
(As of September 30, 2019)

Shareholders	Number of shares held	Percentage of outstanding shares held *
Hidetoshi Yamamoto	8,875,000	26.75%
SANKYO CO., LTD.	4,475,000	13.49%
Takashi Yamamoto	3,612,800	10.89%
Mint Co.	1,600,000	4.82%
Master Trust Bank of Japan, Ltd. (Trust Account)	828,000	2.50%
Japan Trustee Services Bank, Ltd. (Trust Account)	631,500	1.90%
Shogo Kayamori	500,000	1.51%
Ayane Kayamori	500,000	1.51%
GOVERNMENT OF NORWAY	348,636	1.05%
NORTHERN TRUST CO. (AVFC) RE NVI01	342,900	1.03%

Source: FIELDS

Organization

(As of September 30, 2019)



Source: FIELDS

Main group companies

(As of September 30, 2019)

Company name	Holding ratio of voting rights	Paid-in capital (Million yen)	Address	Business activities	Investment date
○ Fields Jr. Corporation	100.00	10	Shibuya-ku, Tokyo	Maintenance of PS machines, etc.	Mar. 2002
○ Shinnichi Technology Co., Ltd.	100.00	10	Meguro-ku, Tokyo	Development of PS machines	Jan. 2008
○ BOOOM Corporation	100.00	10	Shibuya-ku, Tokyo	Planning and development of PS machines	May 2009
○ MICROCABIN CORP.	100.00	10	Yokkaichi-shi, Mie	Planning and development of software for PS machines	Jan. 2011
○ K.K. CROSSALPHA	100.00	10	Shibuya-ku, Tokyo	Development and manufacturing of PS machines	May 2015
○ Spiky Corporation	100.00 (100.00)	100	Shibuya-ku, Tokyo	Development and manufacturing of PS machines	May 2015
○ Lucent Pictures Entertainment, Inc.	99.89	10	Shibuya-ku, Tokyo	Planning, production and producing of animations	Jan. 2003
○ Total Workout premium management Inc.	95.00	5	Shibuya-ku, Tokyo	Management and operation of fitness gym	May 2011
○ FutureScope Corp.	94.40	60	Shibuya-ku, Tokyo	Providing of information service through the Internet	Oct. 2006
○ Digital Frontier Inc.	86.95	31	Shibuya-ku, Tokyo	Planning and production of CG etc.	Apr. 2010
○ NANASHOW Corporation	66.67 (27.78)	40	Shibuya-ku, Tokyo	Planning, development, manufacturing and sales of PS machines	Jan. 2014
○ Tsuburaya Productions Co., Ltd.	51.00	310	Shibuya-ku, Tokyo	Planning and production of movie/TV Planning, production and sales of character goods	Apr. 2010
□ SOUGOU MEDIA INC.	35.00	10	Shibuya-ku, Tokyo	Planning and production regarding sales promotions	Mar. 2010
□ SPO Entertainment Inc.	31.81	100	Chuo-ku, Tokyo	Planning, production and distribution of movie etc.	Mar. 2008
□ No9 Inc.	24.88	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 (thereafter renamed 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 *WORDGAI The Animation* distributing simultaneously worldwide on Netflix
- The comic field entered to create IP**
- 2010 Publishing company HERO'S INC. jointly established with Shogakukan Creative INC.
 - 2011 Publishing of *HERO'S Monthly* magazine began
 - 2012 Published *HERO'S Comics*
 - 2017 TV anime *ATOM THE BEGINNING* broadcasted on NHK
Acquired shares in No9 Inc., which operates a electronic comic platform business
 - 2018 TV anime *KILLING BITES* broadcasted on Animeism of MBS and other
- Toward holding/cultivating IP**
- 2010 Tsuburaya Productions Co., Ltd., owner of the *Ultraman* series and other high-quality IP, made a subsidiary
- Group systems set up and network with external partners strengthened to raise IP value**
- 2012 Collaborated with SOTSU CO., LTD. and Toho Co., Ltd. to begin cross-media development of *MAJESTIC PRINCE*
- 2013
- 2013 TV anime *MAJESTIC PRINCE* broadcasted
 - 2014 *APPLESEED ALPHA* produced with US-based Sony Pictures Entertainment released in North America and Japan
Alliance with DLE Inc. and a project launched for cross-media development of *WORDGAI*, which runs in the *HERO'S Monthly*
 - 2015 Developed a new conceptual licensed brand *A MAN of ULTRA* with the companies of the various fields
 - 2016 *ACTIVERAID: Special Public Security Fifth Division Third Mobile Assault Eighth Unit* broadcasted on TV
APPLESEED ALPHA received first prize by category at the VFX-JAPAN Awards 2016
A MAN of ULTRA received the grand prize for Character & Brand of the Year 2016 at the Japan Brand and Licensing Awards
Anime *MAJESTIC PRINCE THE MOVIE* released
 - 2017 Live-action film *HURRICANE POLIMAR* released
- 2015 **Market changed to first section of the Tokyo Stock Exchange**
- 2016 **Accelerating overseas development of IP**
- 2015 *Ultraman* live shows held in China, Hong Kong, Thailand, Malaysia, etc.
 - 2016 Expanded e-book distribution of *HERO'S* titles in collaboration with China Mobile and kidstone.
Promoted distribution of visual products in collaboration with U.S. Crunchyroll and other SVOD operators
- 2017 **Announcement of Medium-term Management Plan**
- 2018 **Reorganization of FIELDS CORPORATION Group for growth to next stage**
- 2018 [PS distribution unit] *Fields AD Network* started, a packaged service of targeting advertisement and analysis tool jointly developed by FIELDS CORPORATION and FutureScope Corp.
 - 2019 [PS distribution unit] New information distribution service *Pachinko Pachislot Information Station* started by PachinkoPachislot Information Co., Ltd., jointly established by Amusement Press Japan, adcircle and FIELDS CORPORATION
 - 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., distributed simultaneously worldwide on Netflix
- Announcement of Medium-term Management Plan (FY2018 to FY2020)**

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: 186 (66.7% of all vehicles) Target for introduction: sales car (excluding vehicles for officers and vehicles with four-wheel drive used in cold regions) part of vehicles in head office

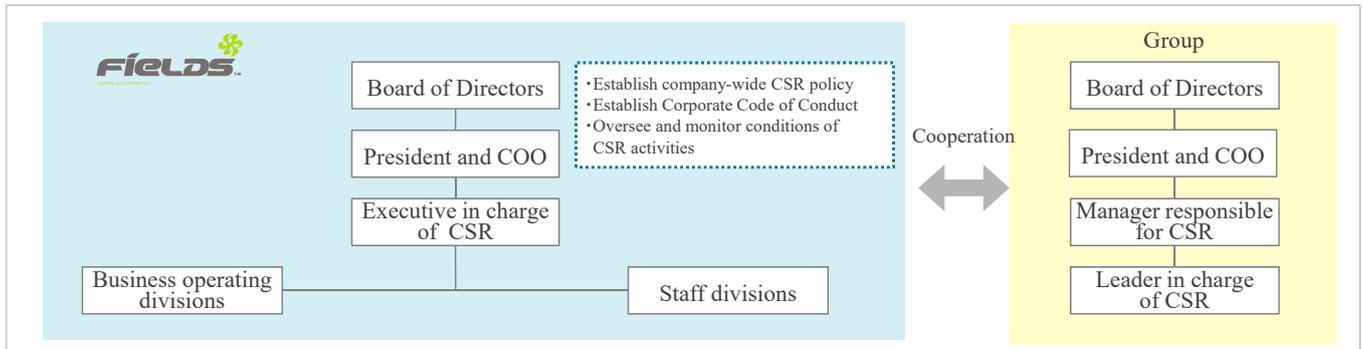
2. Activities for society

(1) Basic policy

We offer products and services to fill people’s leisure time, which is expected to increase in the future in the mature society we live in. We are confident that we can enrich people’s lives and lifestyles by enriching this leisure time, and that continuing these efforts will lead to the happiness of the greater society.

In other words, “our activities based on our corporate philosophy fulfill our social responsibilities”, and acting in line with this concept is our responsibility to everyone who enjoys the Group’s products and services, shareholders providing capital and all of our stakeholders.

(2) CSR promotion system



(3) Main activities

Operating of quality management system <ul style="list-style-type: none"> Implementing continuing improvement as the policy, “Enduringly providing high quality services for contributing pachinko hall’s prosperity” Certification renewed system in August 2018 	Established Okinawa working center <ul style="list-style-type: none"> Providing the job opportunities for disability person and preparing a great work environment in Okinawa Established date: April 1, 2010 Business operates: data entry etc.
Implementing the social contribution activities <ul style="list-style-type: none"> Supporting RICOH JAPAN Corporation’s activities to help foreign universities become more global, and collaborated in organizing a study tour for students to learn about Japanese universities and companies 	Promoting introduction of AED (Automatic External Defibrillator) <ul style="list-style-type: none"> Installed at visible places in the office building such as near entrances to enable visitors and neighborhood to use Employees took instruction course of AED Installation date: from January 7, 2011 Installation site: head office, regional offices/branches and Total Workout (gym): a total of 39 places

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

ULTRAMAN FOUNDATION held an event in aid of charity on August 17th 2019 at Sunshine City in Ikebukuro where the “Ultraman Festival 2019” was held.

In the event, we held a talk show and an auction for charity with Mr. Takeshi Tsuruno, who played Shin Asuka in *Ultraman Dyna*, Mr. Taiyo Sugiura who played Musashi Haruno in *Ultraman Cosmos*, Mr. Hideo Ishiguro who played Kurenai Gai in *Ultraman Orb* and Mr. Tatsuomi Hamada who played Riku Asakura in *Ultraman Geed*.

In charity auction event, generous bids were invited from guests.

Furthermore, donation boxes were also set up in the venue, and generous donations were received from guests at the event. The donation received from the event will be used carefully to support children in need. We thank you and also hope for your kind support in the future.



©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/>

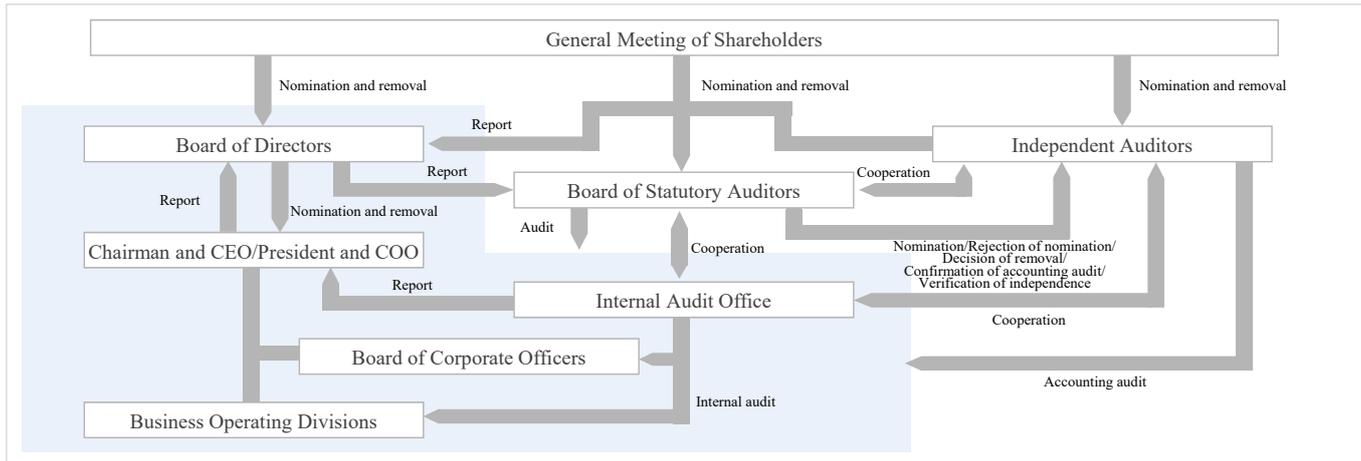


(1) Basic policy

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	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019 E
Net income attributable to owners of parent	7,520	5,991	4,720	5,370	3,018	118	(12,483)	(7,691)	(298)	1,000
Total dividend	1,660	1,659	1,659	1,659	1,991	1,659	1,659	995	331	-
Payout ratio (%)	22.1	27.7	35.1	30.9	66.0	1,398.1	-	-	-	-
As of H1										
Total number of outstanding common shares	347,000	347,000	347,000	34,700,000	34,700,000	34,700,000	34,700,000	34,700,000	34,700,000	34,700,000
(excluding treasury shares)	332,115	332,115	331,838	33,183,800	33,183,800	33,183,800	33,183,700	33,183,700	33,183,700	33,183,700
As of Full-Year										
Total number of outstanding common shares	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 shares)	332,115	332,115	331,838	33,183,800	33,183,800	33,183,800	33,183,700	33,183,700	33,183,700	-
Dividend per share (yen)										
Commemorative	-	-	-	-	10	-	-	-	-	-
Interim	*1 25	*2 25	25	25	25	25	25	25	25	-
Year-end	25	25	25	25	25	25	25	5	10	10
Annual	50	50	50	50	60	50	50	30	10	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)

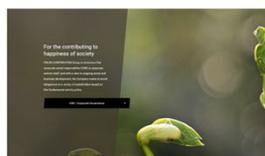
Issued from FY 2003.

[STEADY, FOCUSED, FORWARD]

Latest issue: Sep. 14, 2017



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



Source: FIELDS

Q2 2019.4~2019.9

Fact Book

Market Data etc.

First Half of the Year Ending March 31, 2020



The Greatest Leisure for All People

FIELD'S CORPORATION

TSE 1st: 2767

November 8, 2019

I N D E X

Market Data

4 Change in working hours
Trends in household consumption

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

PS Market Data

7 PS market scale ^[updated]

8 Number of pachinko machine titles sold and unit sales ^[updated]

9 Number of pachislot machine titles sold and unit sales ^[updated]

10 Total number of PS machine titles sold and unit sales ^[updated]

11 Change in PS industry ^[updated]

12 Trends in PS regulations
Amendment of the regulation for Enforcement of the Amusement
Businesses Law

13 Number of pachinko halls and change in number of installed PS
machines per hall
Number of installed PS machines and annual turnover rate ^[updated]

14 Market scale of PS machines sales (sales amount base) ^[updated]
Number of issued certificate stamp for used PS machines ^[updated]

15 Change in the number of member manufacturers of
PS associations ^[updated]
Market share ^[updated]

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

Entertainment Market Data

18 Trends in the online content market ^[updated]
Market scale of mobile business

19 Market scale of animation industry
Box-office of domestic movie theaters

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

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

22 Trends in game market
Trends in toy market

PS: Pachinko and pachislot

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

Market Data

- P.4 Change in working hours
 Trends in household consumption

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

Change in working hours

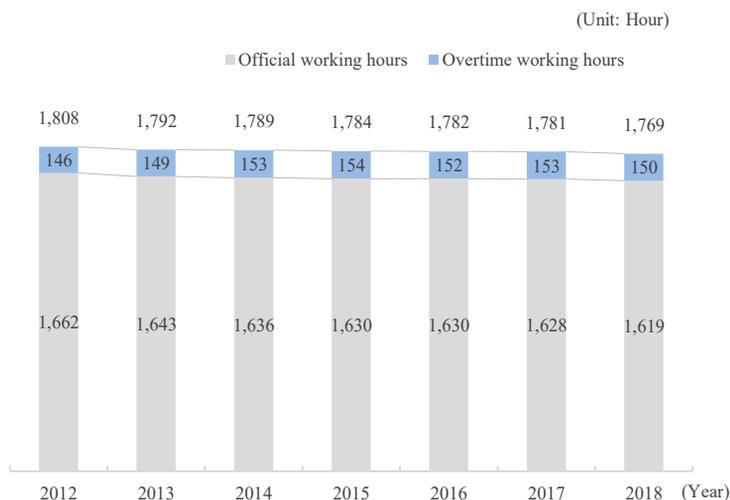
The data is based on *Monthly Labour Survey*, by Ministry of Health, Labour and Welfare

According to the *Monthly Labor Survey*, the annual total actual hours in 2018 worked in Japan (at establishments with 30 employees or more) were 1,769 hours (down 0.7% YoY), sixth consecutive year of decrease.

Official working hours were 1,619 hours (down 0.6% YoY).

Meanwhile, overtime working hours were 150 hours (down 2.0% YoY).

Working hours continuously have a trend to slightly decrease.



*The Ministry of Health, Labour and Welfare announced the survey had not been carried out accurately from 2004 to 2017. The figure on this sheet shows the recounted data.

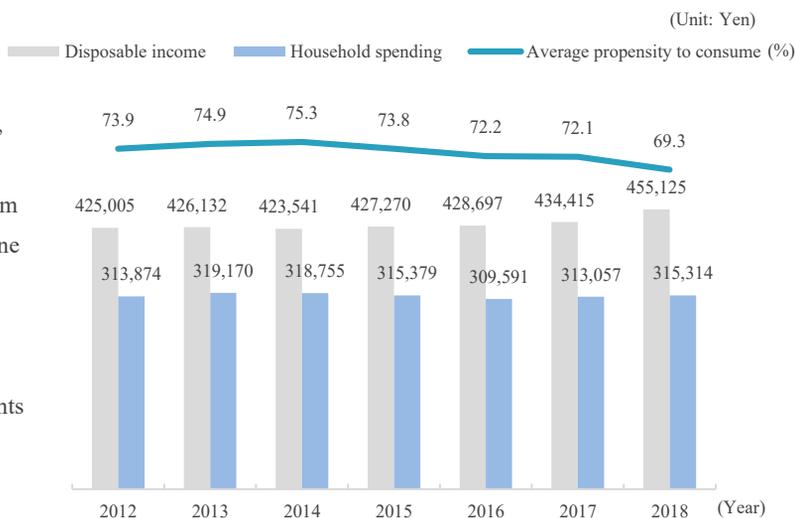
The data before 2011 is not described on this sheet.

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

According to the *Family Income and Expenditure Survey*, disposable income per household for employees in 2018 was ¥455,125 (up 4.8% YoY), an increase of ¥20,710 from last year. Household spending (monthly, averaged over one year) in 2018 was ¥315,314 (up 0.7% YoY).

Average propensity to consume (the household spending ratio to the disposable income) was 69.3% (down 2.8 points YoY), fourth consecutive year of decrease.



Trends in leisure market

Updated

The data is based on *White Paper on Leisure 2019*, by Japan Productivity Center, updated every August

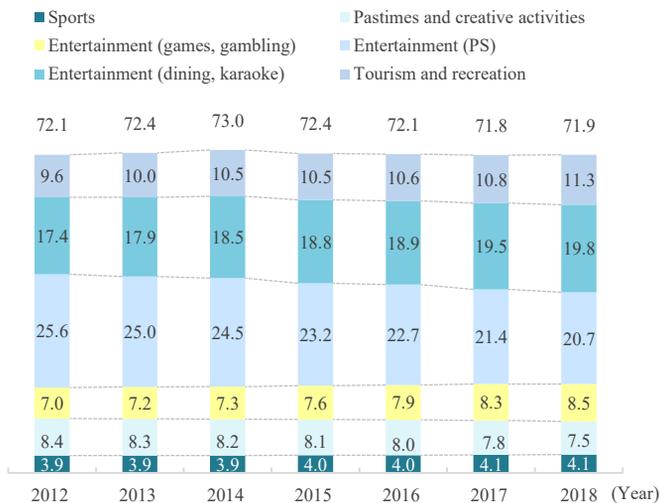
(Unit: Trillions of yen)

According to *White Paper on Leisure 2019*, the overall leisure market scale was ¥71.9 trillion (increased by 0.1% YoY) in 2018, almost the same as last year.

The sports market increased by 1.3% YoY, to ¥4.1 trillion. The related products of outdoor, fitness, running, table tennis and badminton remained firm. Especially, the fitness club market has recorded seventh consecutive year of increase and achieved a record high result.

The pastimes and creative activities market shrank by 3.7% YoY, to ¥7.4 trillion. The sales of CD, video software and book/magazine shrank while that of content distribution (music distribution service, paid movie distribution service, e-book) increased.

The entertainment market scale was ¥49.0 trillion (0.2% YoY). The PS market pushed the whole market down but the amusement arcade, public gambling and food service increased.



The tourism and recreation markets increased by 4.1% YoY, to ¥11.2 trillion. The hotel market increased largely by the effect of inbound tourism and

As a result, the travel agency market increased largely. In the amusement park/theme park and the members only resort club market, the leading companies has led their growth.

Updated

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 July

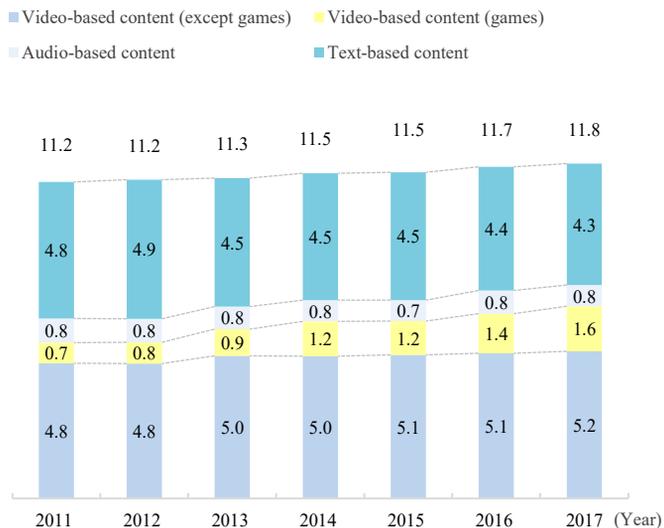
(Unit: Trillions of yen)

According to the *Survey on the Production and Distribution of Media Content*, content industry market such as Japanese movie, TV program, game and book in 2017 increased by 1.0% YoY, to ¥11.8 trillion.

The market in video-based content (including video game) was ¥6.7 trillion (57.4% of the whole market), audio-based content was ¥0.7 trillion (6.4%), and text-based content was ¥4.2 trillion (36.3%).

The content market has trended to increase from 2012.

By each content, the video-based content tends to increase while the audio-based content is apt to remain on the same level, and the text-based content trends to decrease.



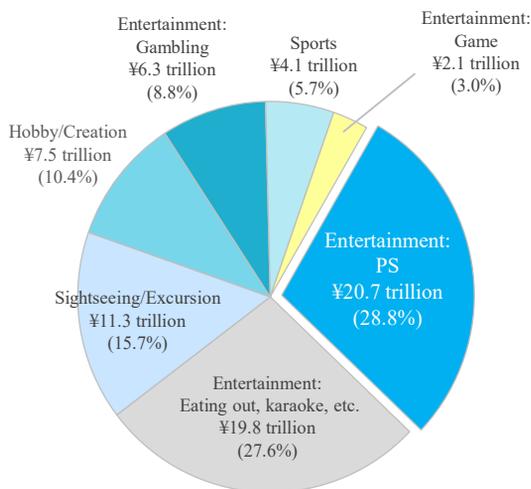
PS Market Data

- P.7 PS market scale [updated]
- P.8 Number of pachinko machine titles sold and unit sales [updated]
- P.9 Number of pachislot machine titles sold and unit sales [updated]
- P.10 Total number of PS machine titles sold and unit sales [updated]
- P.11 Change in PS industry [updated]
- P.12 Trends in PS regulations
Amendment of the regulation for Enforcement of the Amusement
Businesses Law
- P.13 Number of pachinko halls and change in number of installed PS machines
per hall
Number of installed PS machines and annual turnover rate [updated]
- P.14 Market scale of PS machines sales (sales amount base) [updated]
Number of issued certificate stamp for used PS machines [updated]
- P.15 Change in the number of member manufacturers of PS associations [updated]
Market share [updated]
- P.16 Monthly trends of pachinko halls [updated]
Results of model certification tests [updated]

PS market scale

PS market scale

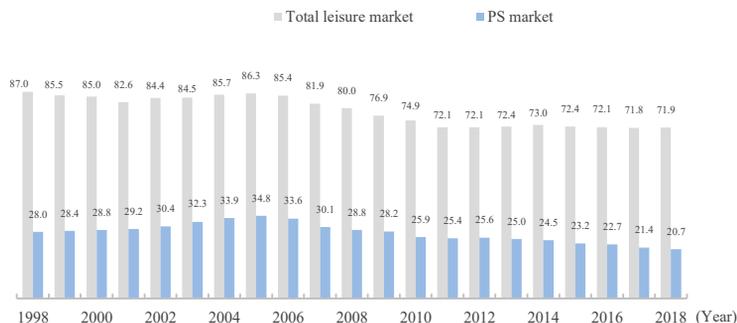
2018 Japanese Leisure Market ¥71.9 trillion



PS is one of the leading forms of leisure in Japan, about 9.5% of the population playing in pachinko halls of 10,060 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 its survey method from detention survey to Internet survey.

Source: White Paper on Leisure, by Japan Productivity Center

Income structure of pachinko halls

PS market scale: ¥20.7 trillion (total amount of dispensed pachinko balls)

Premiums: ¥17.5 trillion (returned to players)

Gross profit: ¥3.2 trillion

Gross profit: ¥3.2 trillion

Investment for customer expansion

New machine installment costs (Purchase cost of new machines)
Pachinko machines: ¥503.9 billion
Pachislot machines: ¥168.4 billion

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

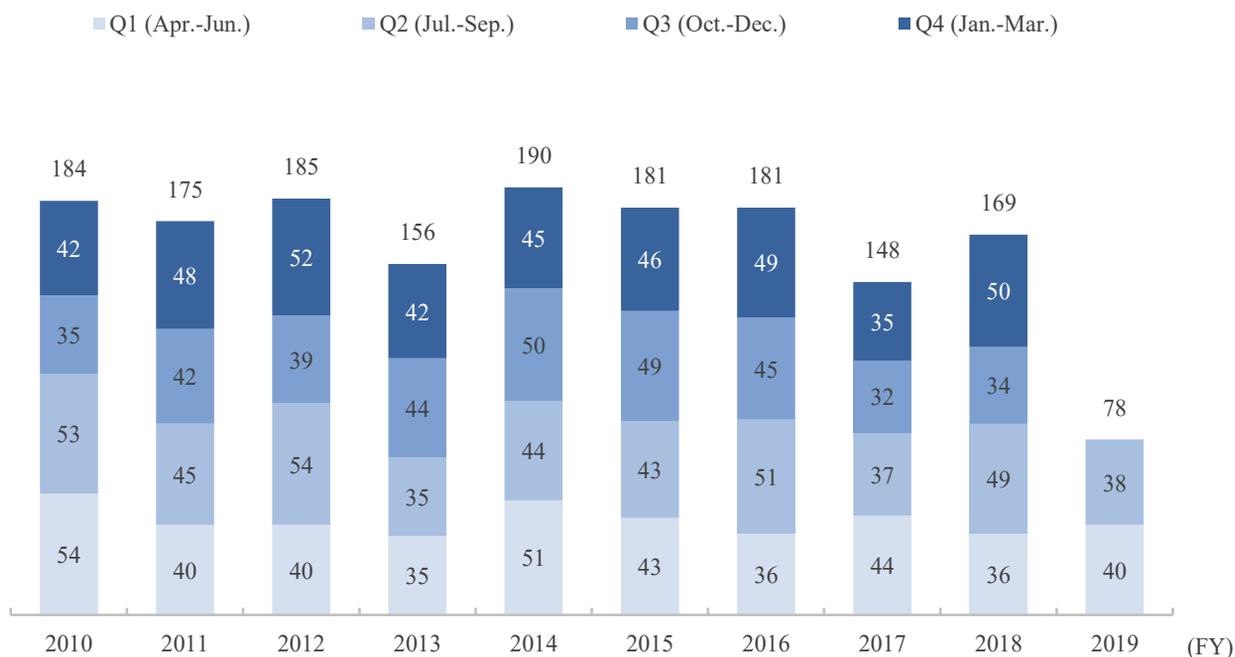
PS machine market: approximately ¥672.4 billion

Hall-related businesses

Net income

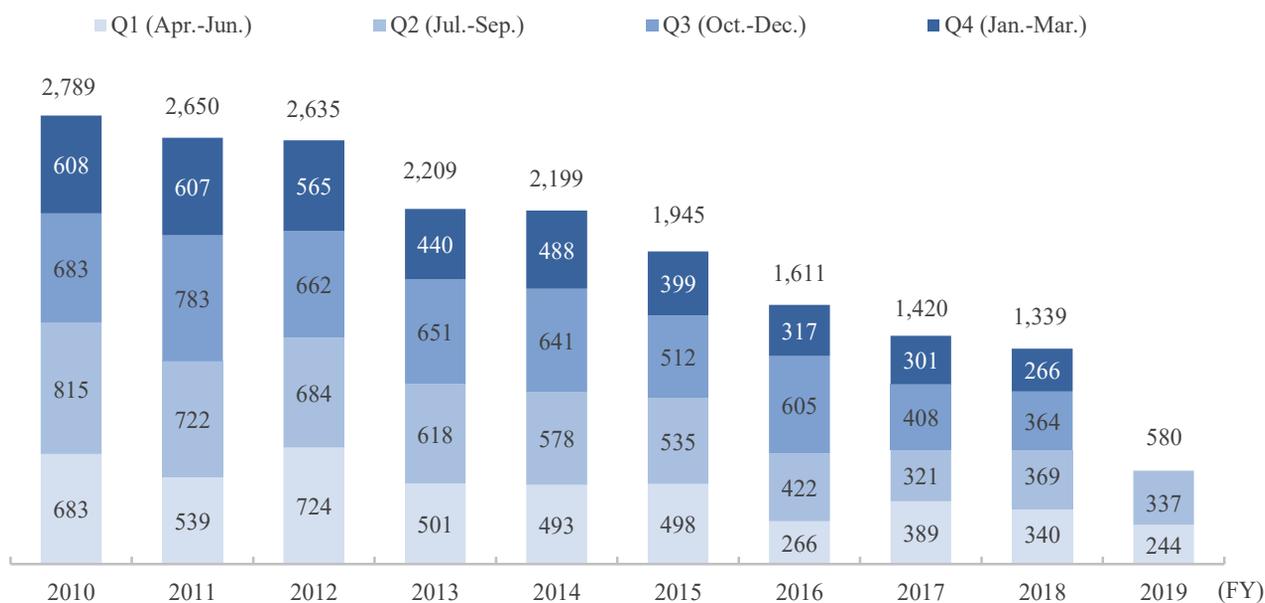
Number of pachinko machine titles sold

(Unit: Title)



Unit sales of pachinko machines

(Unit: Thousands of machines)



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

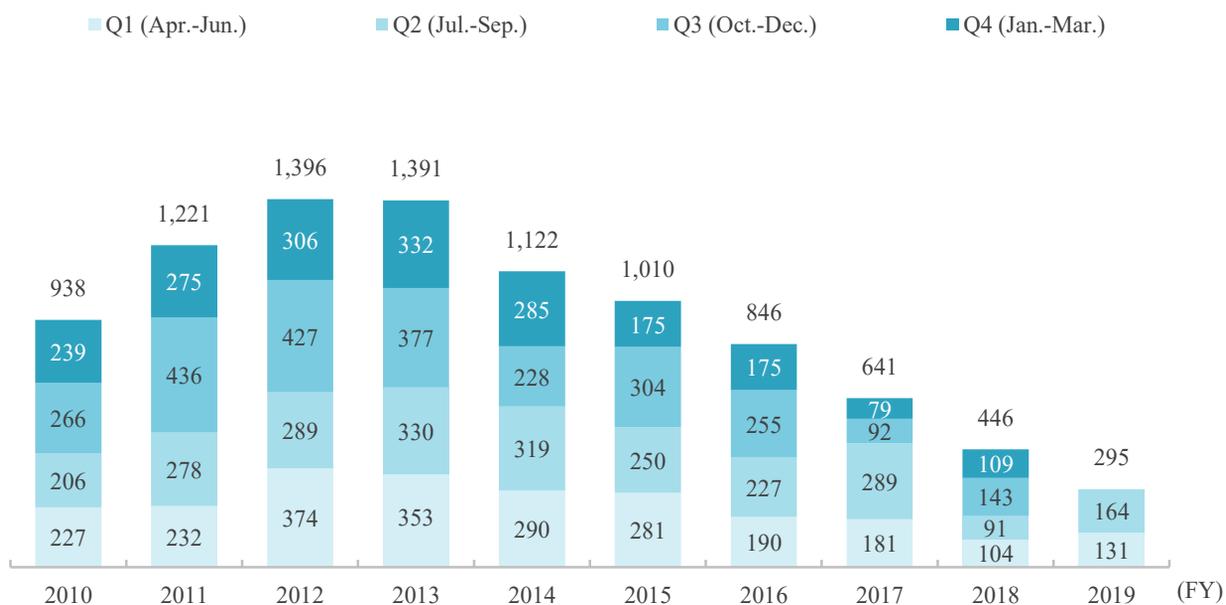
Number of pachislot machine titles sold

(Unit: Title)



Unit sales of pachislot machines

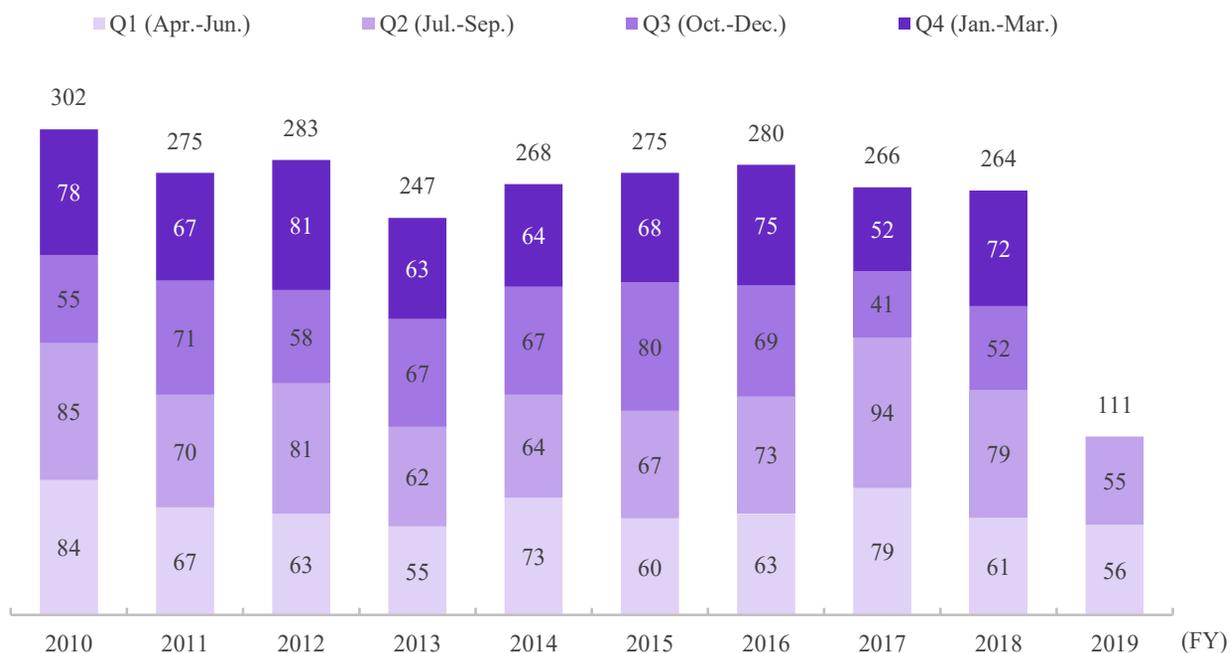
(Unit: Thousands of machines)



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

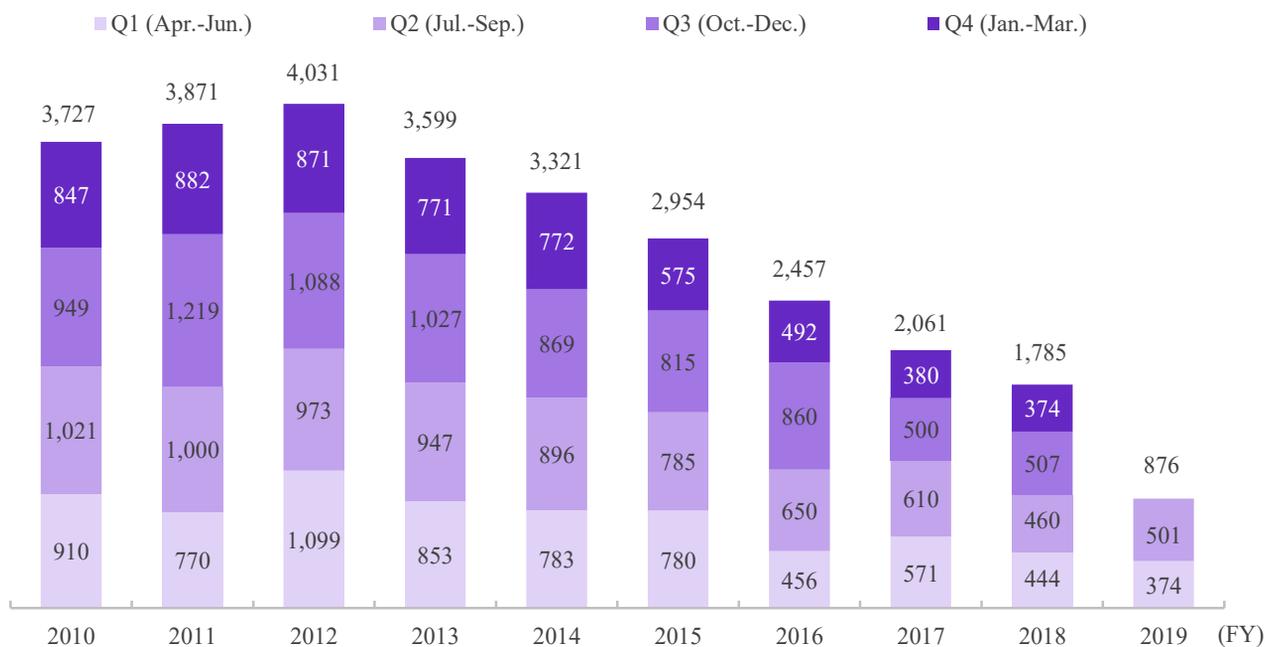
Total number of PS machine titles sold

(Unit: Title)



Total unit sales of PS machines

(Unit: Thousands of machines)



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

Change in PS industry

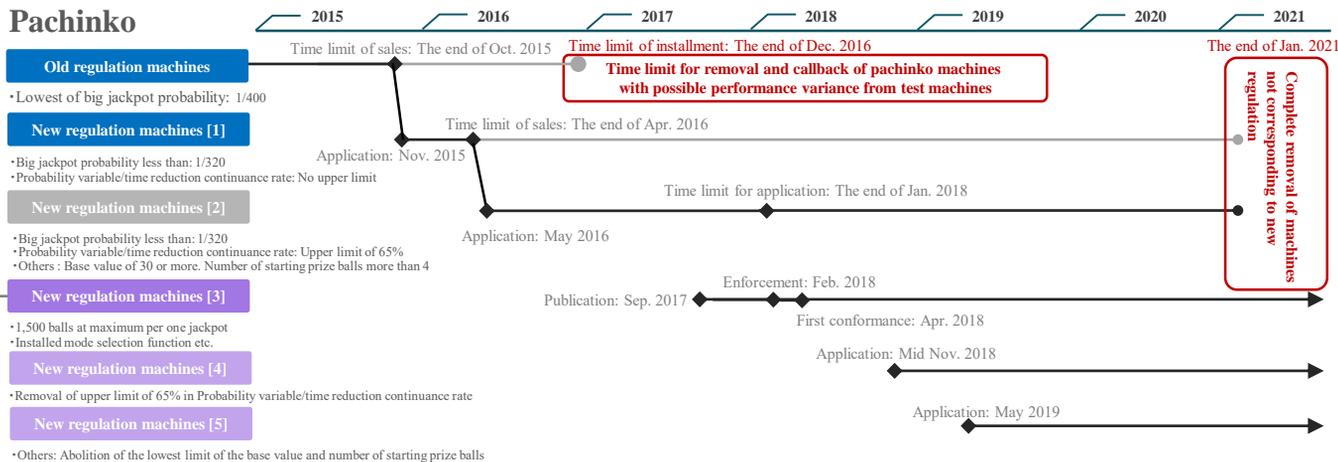
FY	Primary events	Industry overall	Total PS unit sales	Number of halls	Hall
2004	<ul style="list-style-type: none"> Oct. Mid Niigata Earthquake Dec. Sumatra-Andaman Earthquake 	<ul style="list-style-type: none"> Jul. Revisions to PS machine regulations go into effect 	5,680,000 machines	15,617 halls	
2005	<ul style="list-style-type: none"> Jan. Livedoor incident 		5,830,000 machines	15,165 halls	
2006			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.
2007	<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
2008	<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%
2009	<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%
2010	<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%
2011	<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%
2012	<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%
2013			3,450,000 machines	11,893 halls	<ul style="list-style-type: none"> 21.1% 40.5%
2014	<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%
2015			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%
2016	<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%
2017		<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%
2018	<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 		1,820,000 machines	10,060 halls	<ul style="list-style-type: none"> 22.4% 47.5%
2019	<ul style="list-style-type: none"> Jun. G20 summit held Sep. Typhoon No. 15 (Faxai) Sep.-Nov. Rugby World Cup Oct. Typhoon No. 19 (Hagibis) 				<ul style="list-style-type: none"> ↓ ↓

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

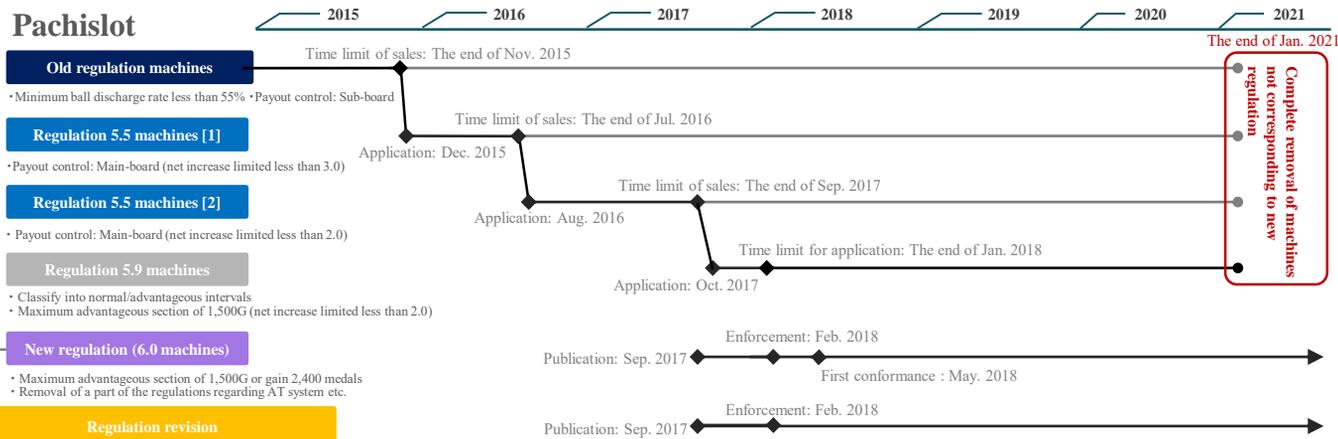
Source: FIELDS, National Police Agency's data, Pachinko Maker Trends by Yano Research Institute, Ltd

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)

	Old regulation	New regulation
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

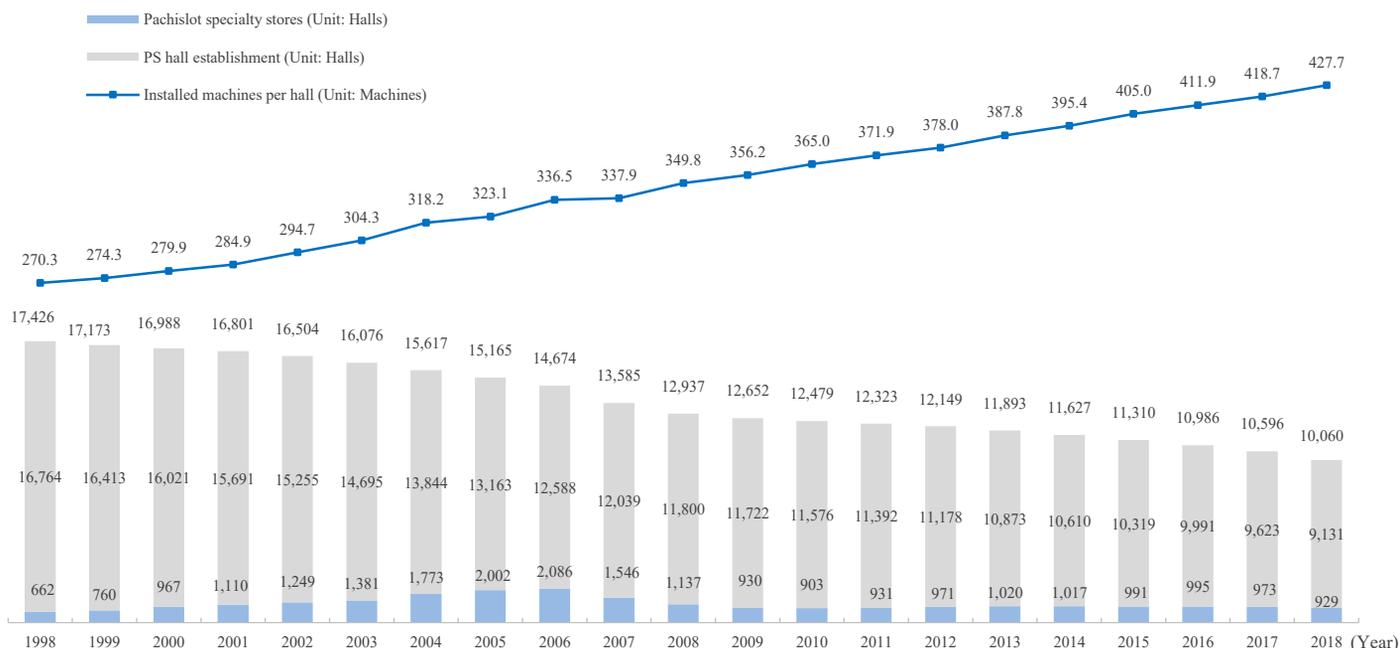
◇Introduction of specifications for “controlled machines” and “pachinko machine settings (6 types)”

◇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

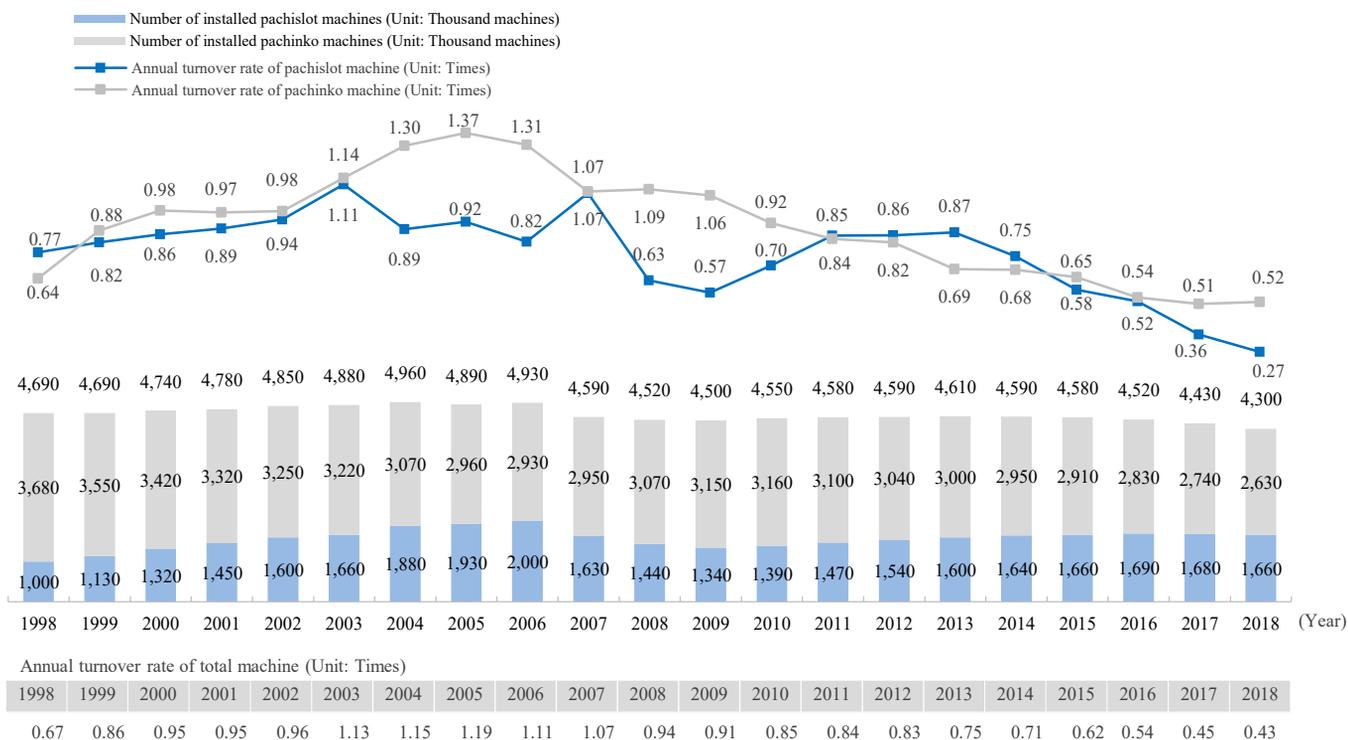
The data is based on *Statistics Data* by National Police Agency, updated every April



Updated

Number of installed PS machines and annual turnover rate

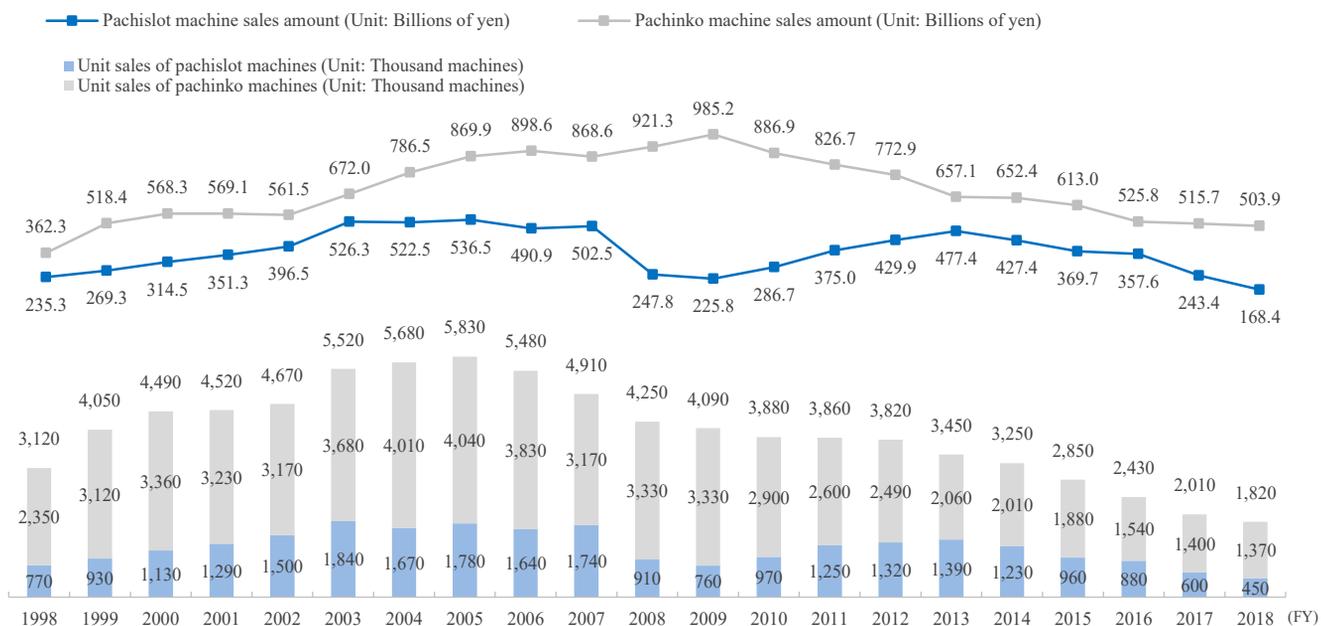
The data of number of installed PS machines is based on *Statistics Data* by National Police Agency, updated every April
 The data of annual turnover of PS machine is based on *Pachinko Maker Trends* by Yano Research Institute, Ltd., updated every August



Market scale of PS machines sales (sales amount base)

Updated

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



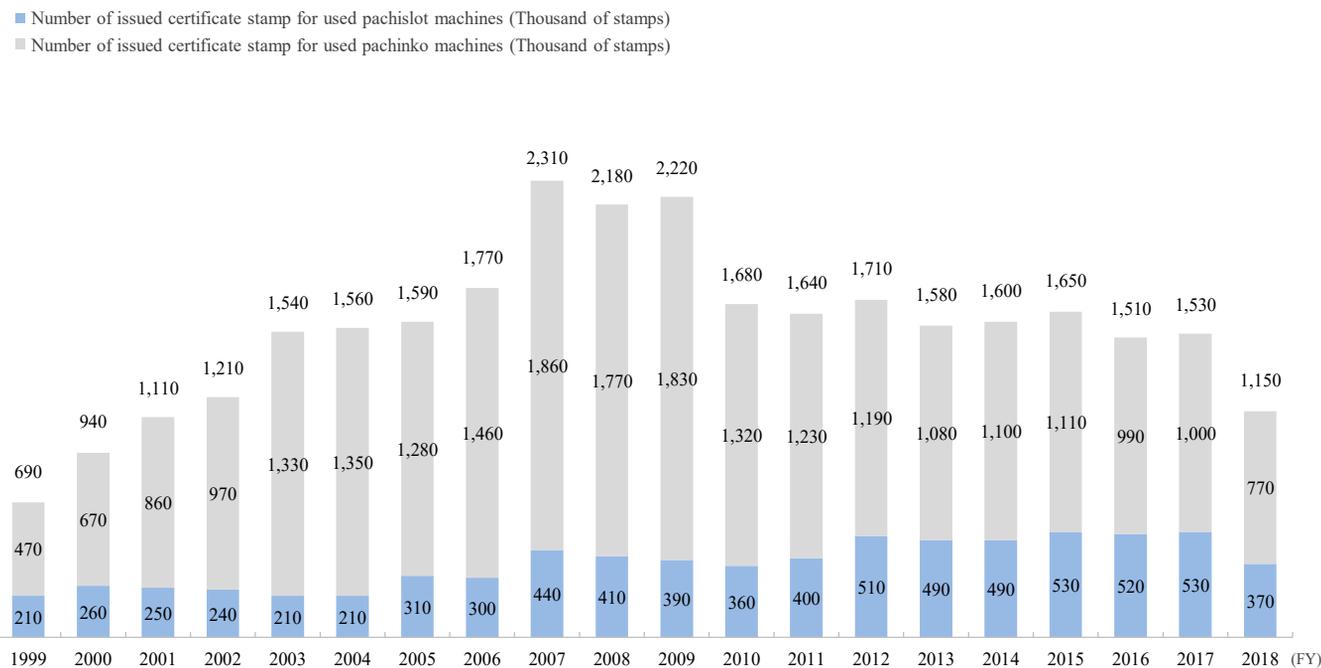
Market scale of PS machines (Unit: Billions of yen)

FY	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Market Scale	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	672.4

Number of issued certificate stamp for used PS machines

Updated

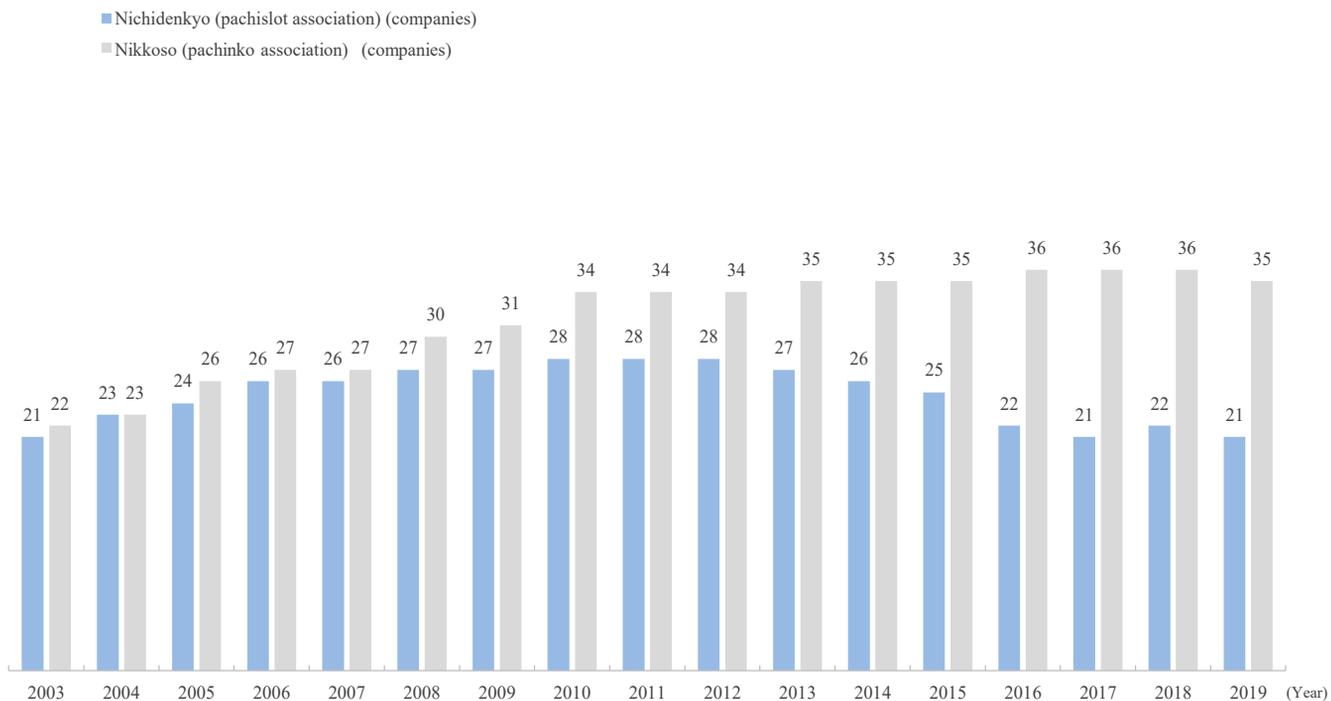
The data is based on *Pachinko Maker Trends* by Yano Research Institute, Ltd., updated every August



Change in the number of member manufacturers of PS associations

Updated

The data is based on *Pachinko Maker Trends* by Yano Research Institute, Ltd., updated every August
 *The figure as of the end of July is shown



Market share

Updated

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

Unit sales share of pachinko machine

FY	2014		2015		2016		2017		2018		
	Ranking	Manufacturer	Market share								
	1	SANYO	16.3%	Sansei R&D	15.9%	SANYO	19.5%	SANYO	23.4%	SANYO	18.2%
	2	SANKYO	16.3%	SANKYO	15.7%	Sansei R&D	13.3%	SANKYO	12.2%	SANKYO	14.2%
	3	KYORAKU SANGYO	15.3%	SANYO	14.6%	HEIWA/ OLYMPIA	12.3%	Sammy	9.9%	KYORAKU SANGYO	14.0%
	4	HEIWA/ OLYMPIA	12.5%	HEIWA/ OLYMPIA	12.4%	SANKYO	11.0%	KYORAKU SANGYO	9.9%	Sammy	11.6%
	5	Sammy	12.0%	Newgin	11.7%	Newgin	10.2%	Sansei R&D	9.2%	HEIWA/ OLYMPIA	8.6%

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

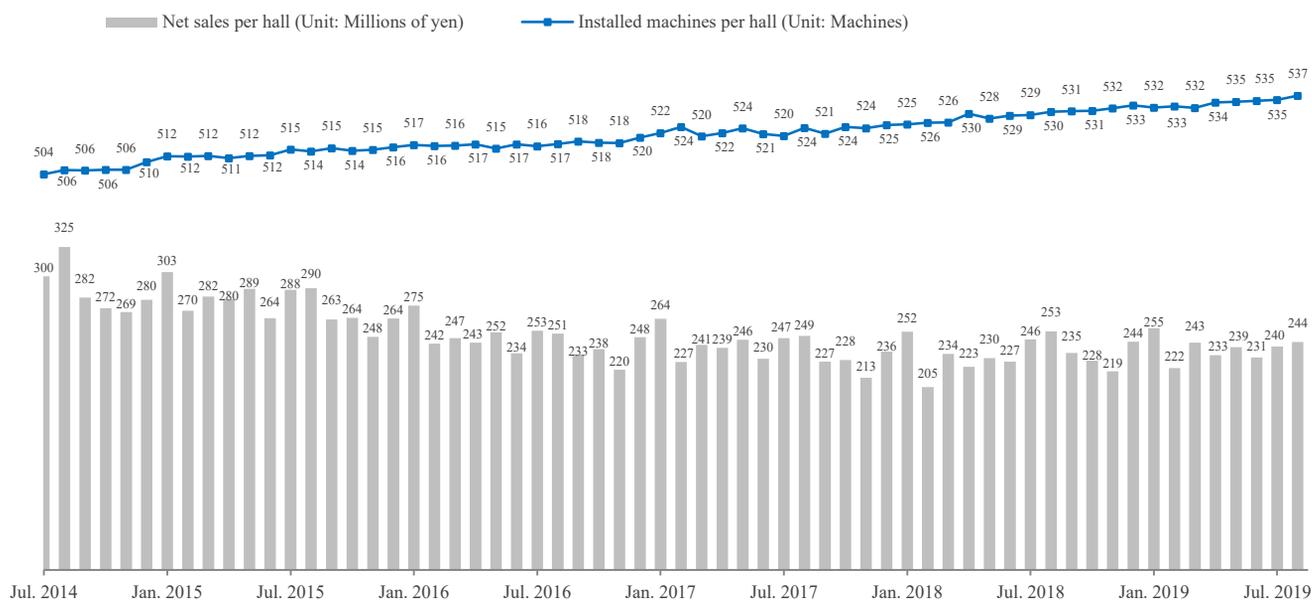
Unit sales share of pachislot machine

FY	2014		2015		2016		2017		2018		
	Ranking	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share
	1	Sammy	16.8%	UNIVERSAL	17.0%	Sammy	24.3%	KITA DENSHI	17.7%	DAITO	17.7%
	2	UNIVERSAL	16.6%	Sammy	14.7%	UNIVERSAL	22.9%	DAITO	16.5%	KITA DENSHI	15.0%
	3	DAITO	10.4%	HEIWA/ OLYMPIA	11.8%	KITA DENSHI	10.2%	Sammy	14.1%	Sammy	14.8%
	4	YAMASA	8.8%	KITA DENSHI	10.3%	HEIWA/ OLYMPIA	9.1%	UNIVERSAL	7.1%	HEIWA/ OLYMPIA	10.4%
	5	HEIWA/ OLYMPIA	7.5%	SANKYO	8.3%	Enterrise	6.4%	YAMASA	6.3%	UNIVERSAL	8.3%

*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, and the halls are selected from all over Japan.

* 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.

* The figures are rounded off 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
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%
2019	Application	77	88	96	84	74	84	72	85	71	95			
	Pass	36	25	28	35	42	42	37	43	33	48			
	Passing test ratio	46.8%	28.4%	29.2%	41.7%	56.8%	50.0%	51.4%	50.6%	46.5%	50.5%			

Pachislot Machine

		Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
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%
2019	Application	70	92	65	66	79	76	73	71	67	82			
	Pass	9	15	15	10	19	17	20	16	13	17			
	Passing test ratio	12.9%	16.3%	23.1%	15.2%	24.1%	22.4%	27.4%	22.5%	19.4%	20.7%			

Entertainment Market Data

- P.18 Trends in the online content market [updated]
Market scale of mobile business

- P.19 Market scale of animation industry
Box-office of domestic movie theaters

- P.20 Market scale of broadcasting industry
Overseas development of Japanese broadcasting contents

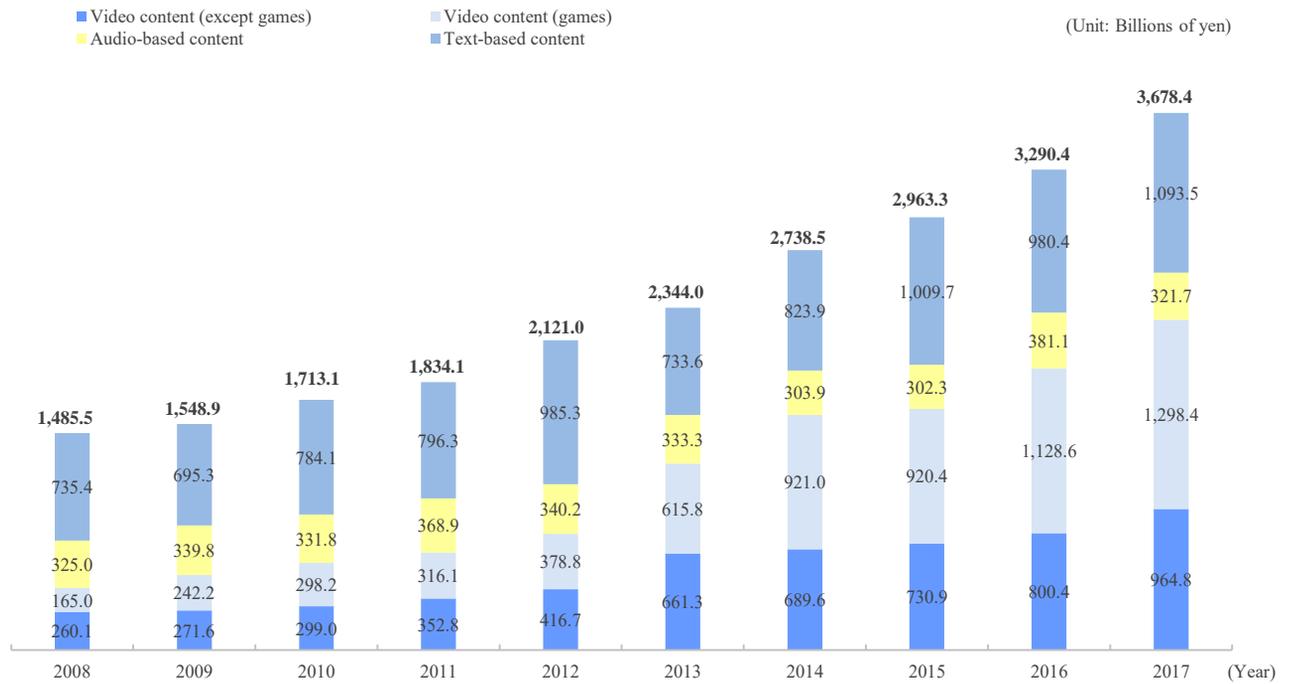
- P.21 Trends in publishing market and e-book/e-magazine market [updated]
Sales amount of comic book and comic magazine

- P.22 Trends in game market
Trends in toy market

Trends in the online content market

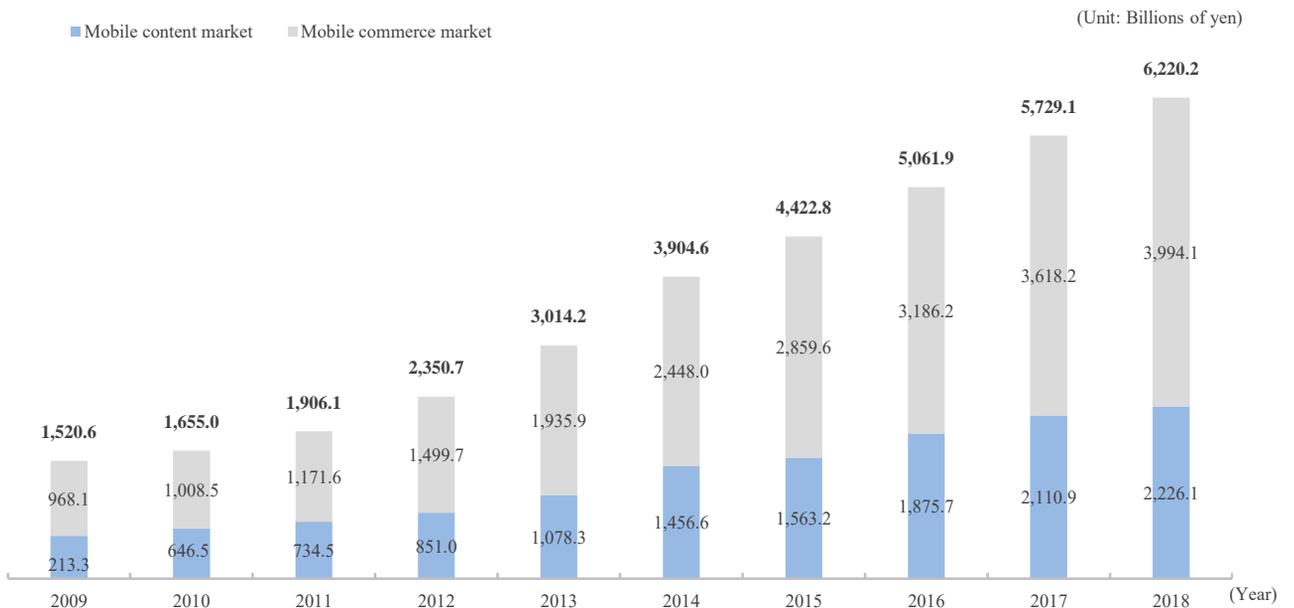
Updated

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



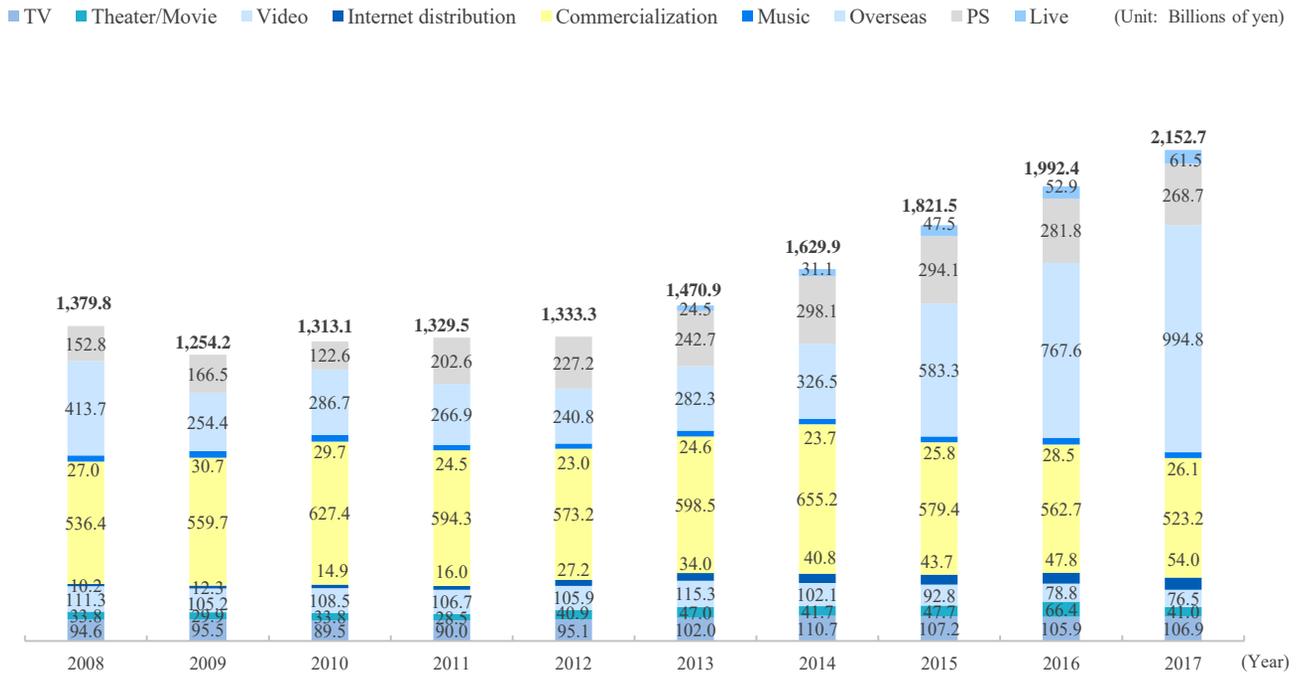
Market scale of mobile business

The data is based on *The 2018 mobile content related markets report* by Mobile Content Forum (MCF), updated every July



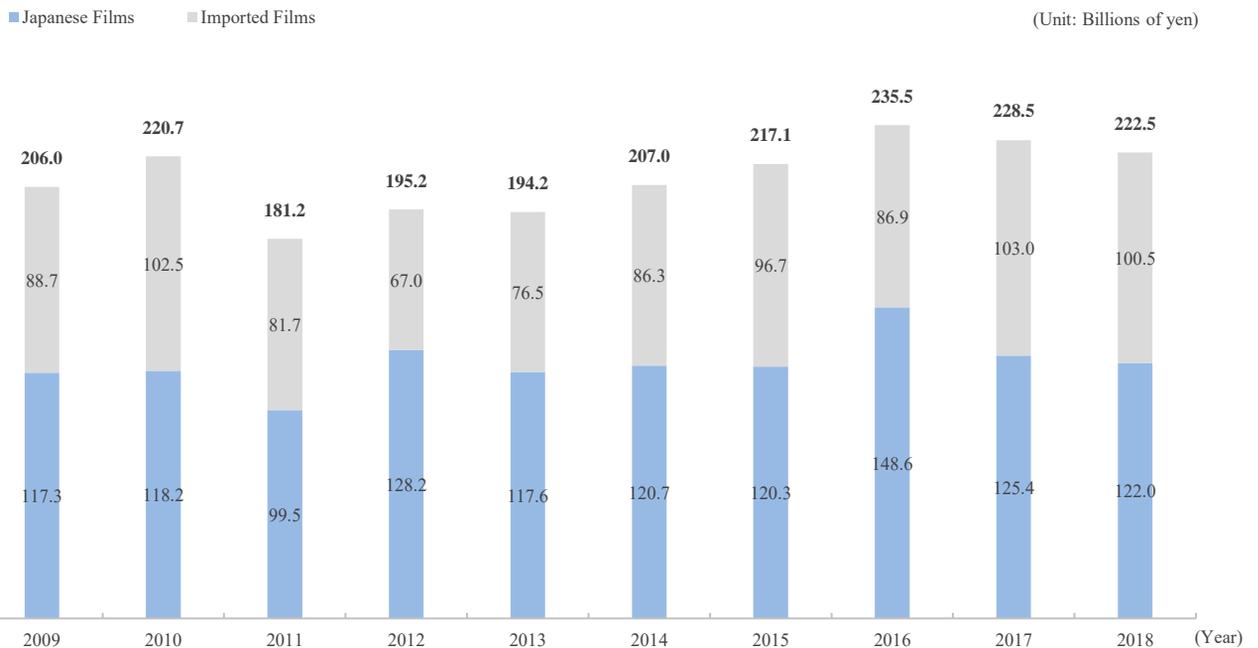
Market scale of animation industry

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



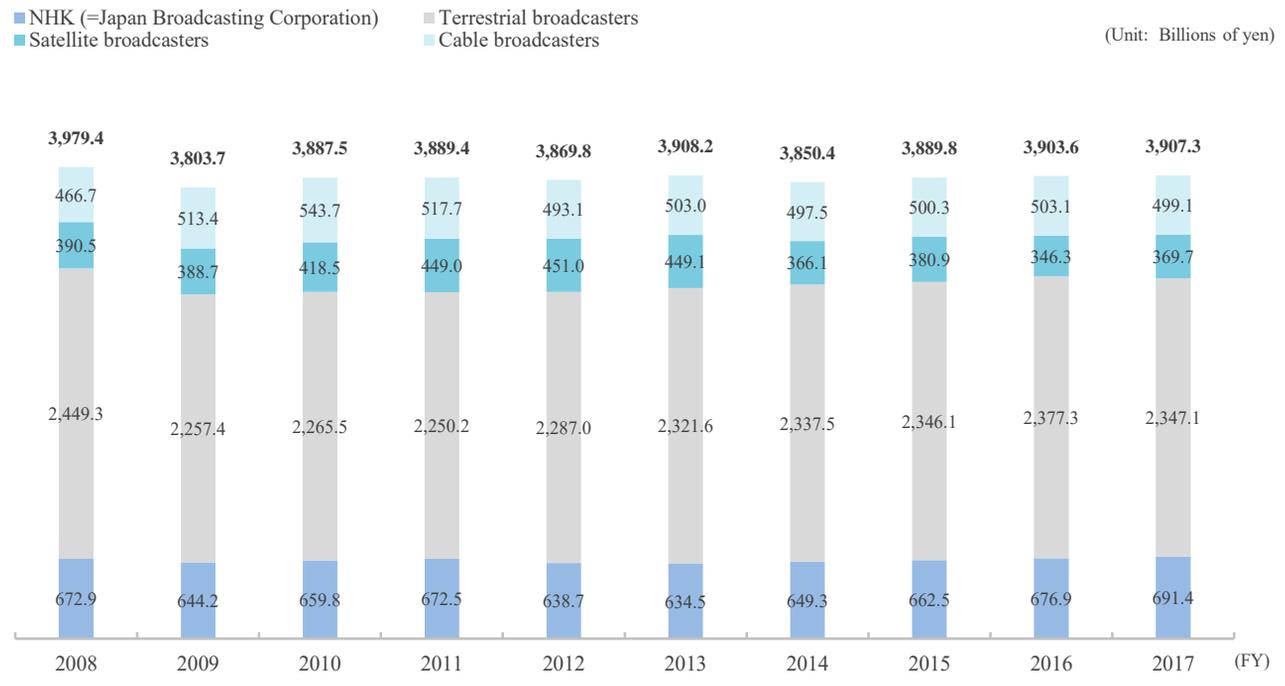
Box-office of domestic movie theaters

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 broadcasting industry

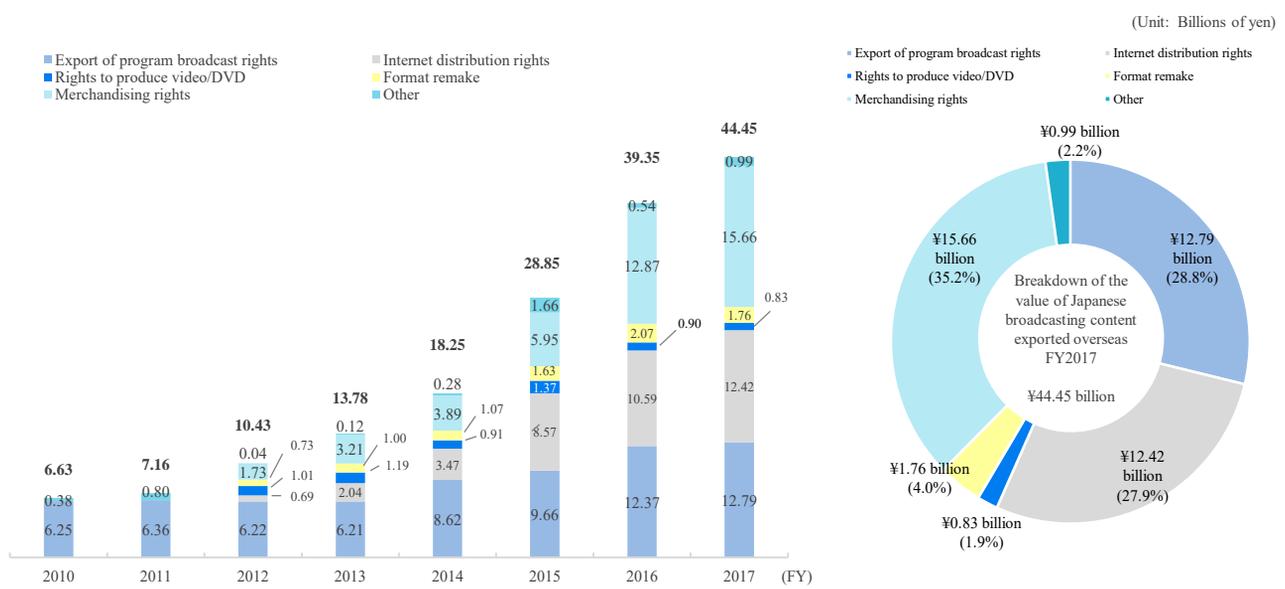
The data is based on *Status of Revenues and Expenses of Private Broadcasters* by Information and Communications Bureau, the Ministry of Internal Affairs and Communications, updated every September



Overseas development of Japanese broadcasting contents

The data is based on *Analysis of the Current Overseas Expansion of Broadcasting Content (FY2017)* by Information and Communications Bureau, the Ministry of Internal Affairs and Communications

According to the *Analysis of the Current Overseas Expansion of Broadcasting Content (FY2017)*, the value of Japanese broadcasting content exported overseas has been increasing every year, and in FY2017, it reached ¥44.45 billion (approximately 6.7 times the value in FY2010, up 13.0% YoY). The breakdown shows that the Internet distribution rights and Merchandising rights have been continuously increasing.

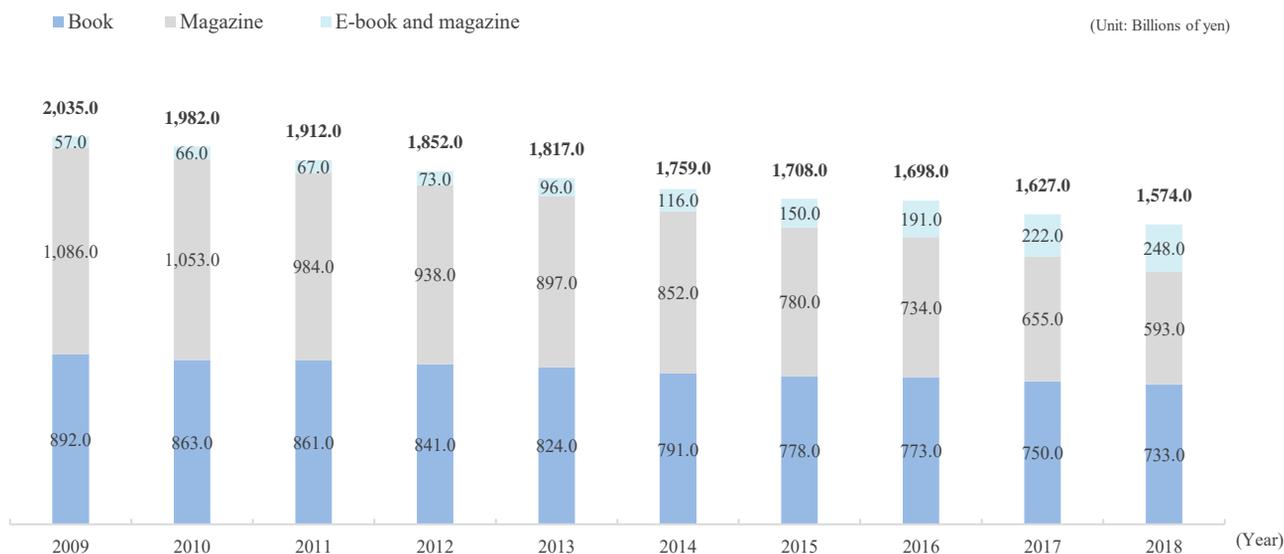


Trends in publishing market and e-book/e-magazine market

The data is based on *White Paper on Leisure 2019*, by Japan Productivity Center, updated every August

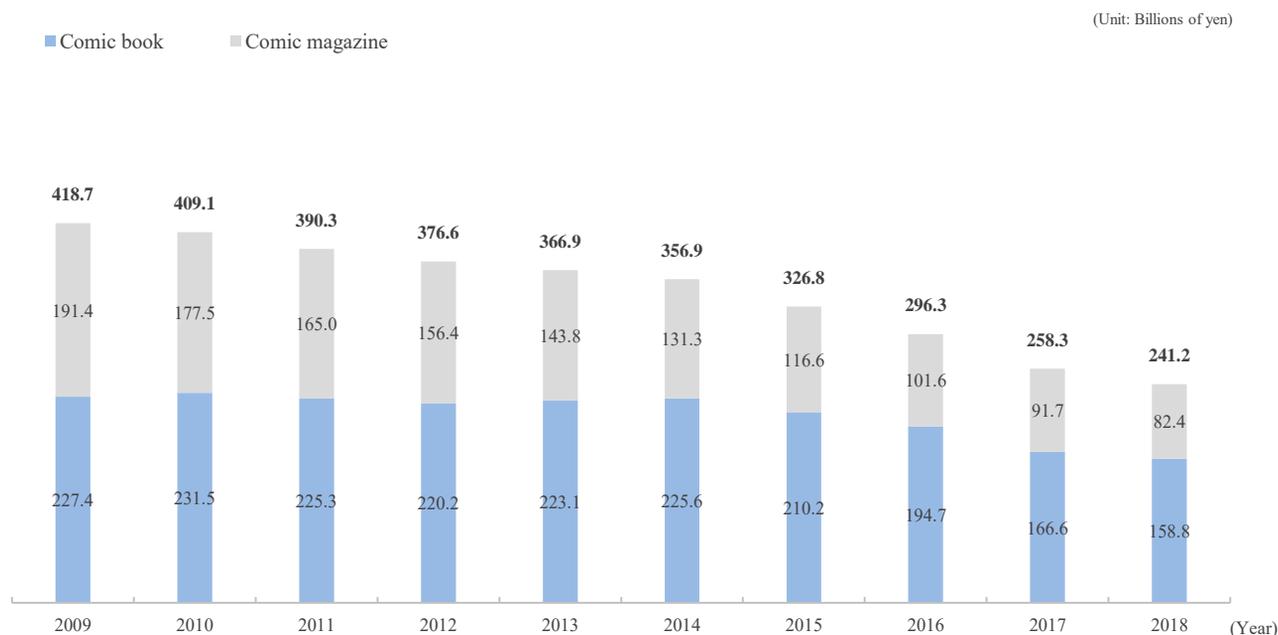
According to the *White Paper on Leisure 2019*, market scale of paper book, magazine and e-book/e-magazine in 2018 continuously decreased by 3.2% YoY, to ¥1,574.0 billion. Book sales recorded ¥733.0 billion (decrease of 2.3% YoY), and magazine sales continuously decreased by 9.5% YoY, to ¥593.0 billion.

E-book market increased by 11.7% YoY, to ¥248.0 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 game market

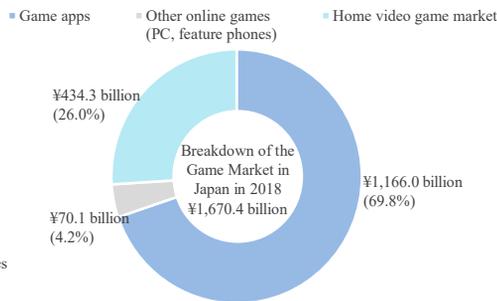
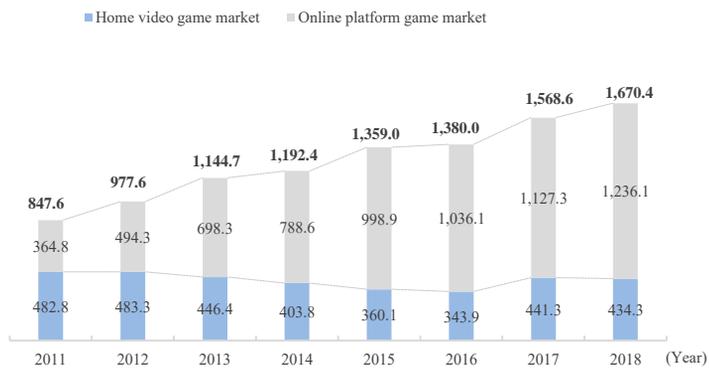
The data is based on *White Paper on Famitsu Games 2019* by Gzbrain Inc., updated every June

(Unit: Billions of yen)

The *White Paper on Famitsu Games 2019* states that the home video game market decreased 1.6% YoY to ¥43.4 billion (total of game hardware and software including online games) in 2018.

Meanwhile, the online platform game market* increased 9.7% YoY to ¥1,236.1 billion. As a result, the game market scale in Japan reached a record-high of ¥1,670.4 billion, increased 6.5% YoY.

Within the online platform game market, the game app* market scale increased 9.2% YoY to ¥1,166.0 billion, accounting for approximately 70% of the domestic game market.



*Online platform game market: game apps for smartphones/tablets, games for feature phones, and online PC games
 *Game app: game apps for smartphones/tablets, games on SNS platforms for feature phones

Trends in toy market

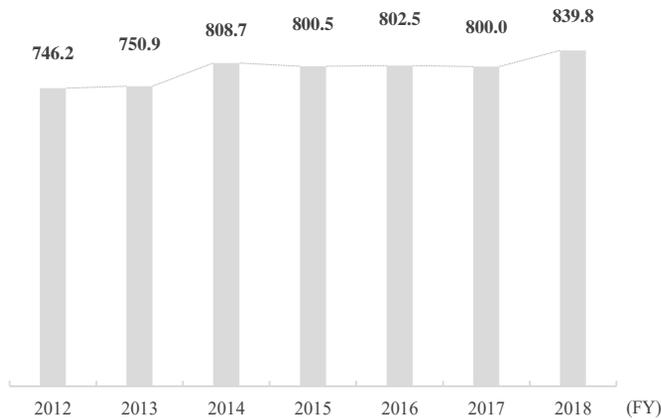
The data is based on *Japanese toy market scale data in FY2018* by The Japan Toy Association, updated every June

(Unit: Billions of yen)

According to *Japanese toy market scale data in FY2018*, Japanese toy market scale in FY2018 based on recommended retail price was ¥839.8 billion (up 0.5% YoY). The market recorded the highest sales in the past 18 years.

The card game and trading card fields marked the largest increase in the whole toy market. The market increased 23.9% YoY, to ¥108.6 billion.

Toy market is expected to grow much better in FY2019 with the *INTERNATIONAL TOKYO TOY SHOW 2019* as momentum.



* The latest data



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