

# **Overview of PS business segment**

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**TSUBURAYA FIELDS HOLDINGS INC.**

**Tokyo Stock Exchange Prime Market  
Securities code: 2767**

**May 2024**

PS business segment

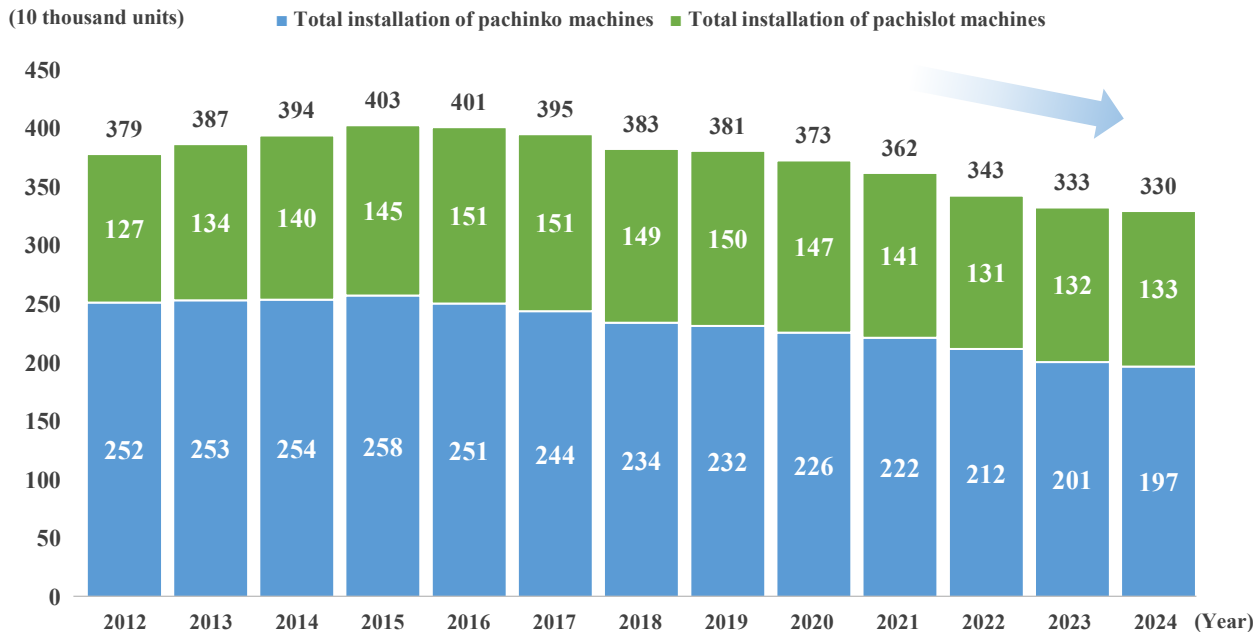
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**Pachinko/pachislot market conditions**

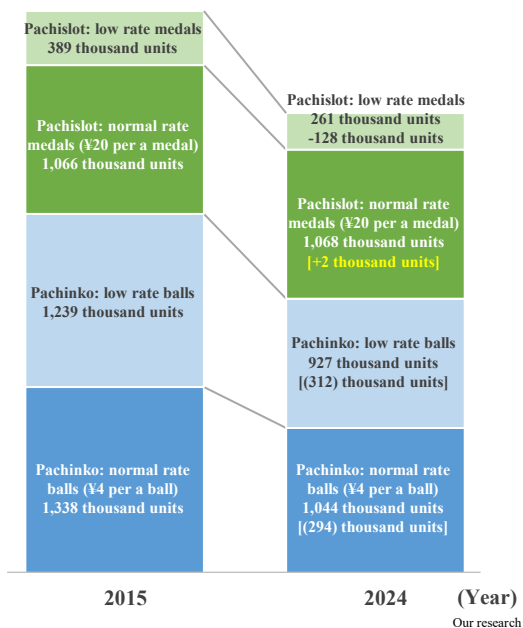
The number of machines installed in the market has been declining since 2015, ¥20 pachislot as of 2024 up slightly, ¥4 pachinko down significantly

Trends in PS\* number of machines installed

\*PS: pachinko/pachislot

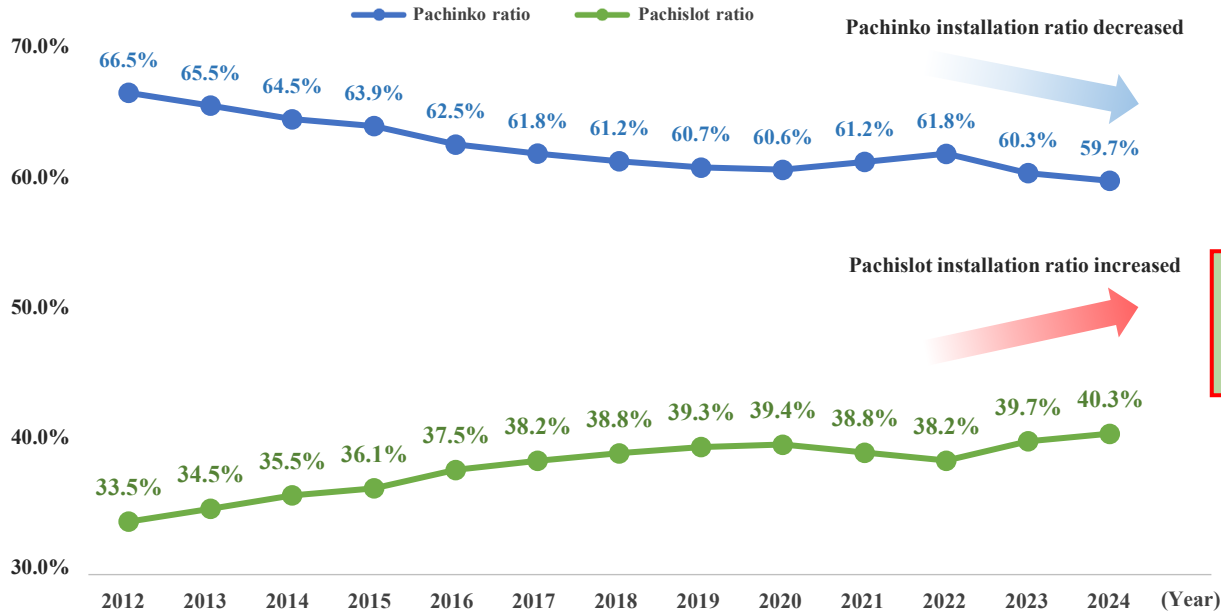


Comparison of installations between 2015 and 2024 by rental balls

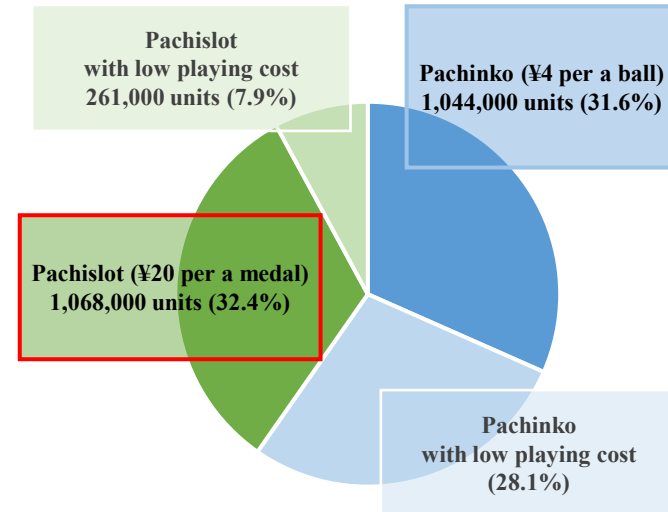


The gap between pachinko and pachislot installations continues to narrow, with a current ratio of 6:4  
 By rental balls and medals, the share of ¥20 pachislot installations is the largest

Trends in shares of PS installations



Share by rental balls and medals (latest week)

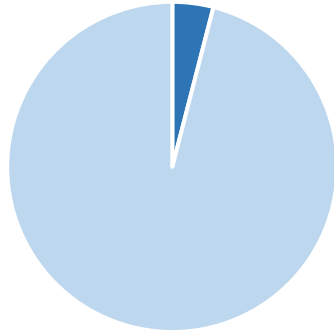


Our research

The ratio of smart pachinko installations is 4.2% and smart pachislot is 35.5%, with smart pachislot becoming more popular

Condition of smart pachinko installation

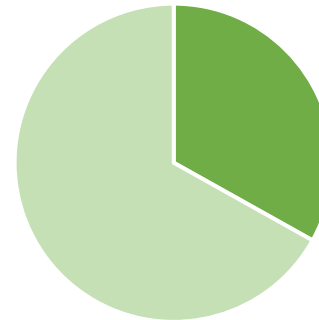
Classification	Number of machines installed	Installation ratio
Smart pachinko	83,000 units	4.2%
Other	1,888,000 units	95.8%
Total	1,971,000 units	100%



Smart pachinko  
83,000 units (4.2%)

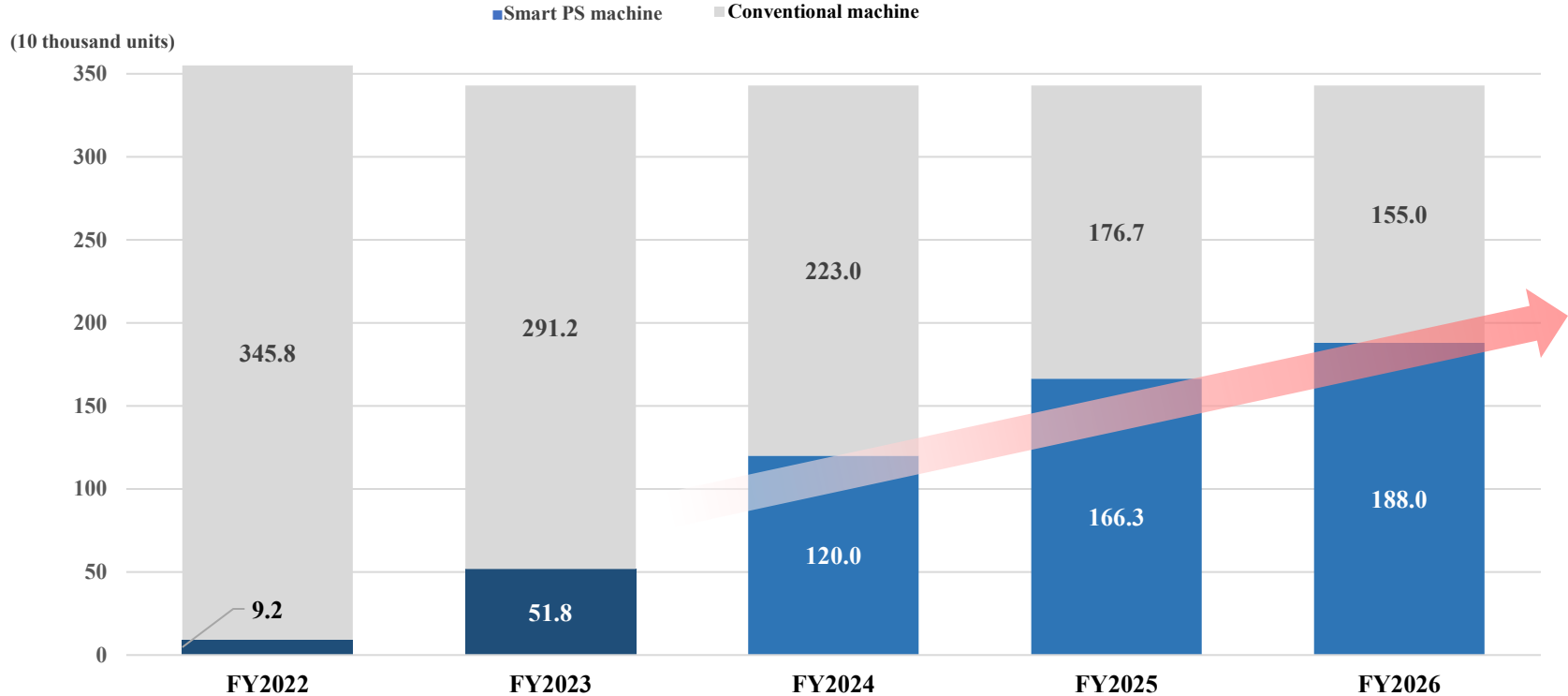
Condition of smart pachislots installation

Classification	Number of machines installed	Installation ratio
Smart pachislot	472,000 units	35.5%
Other	857,000 imots	64.5%
Total	1,329,000 units	100%



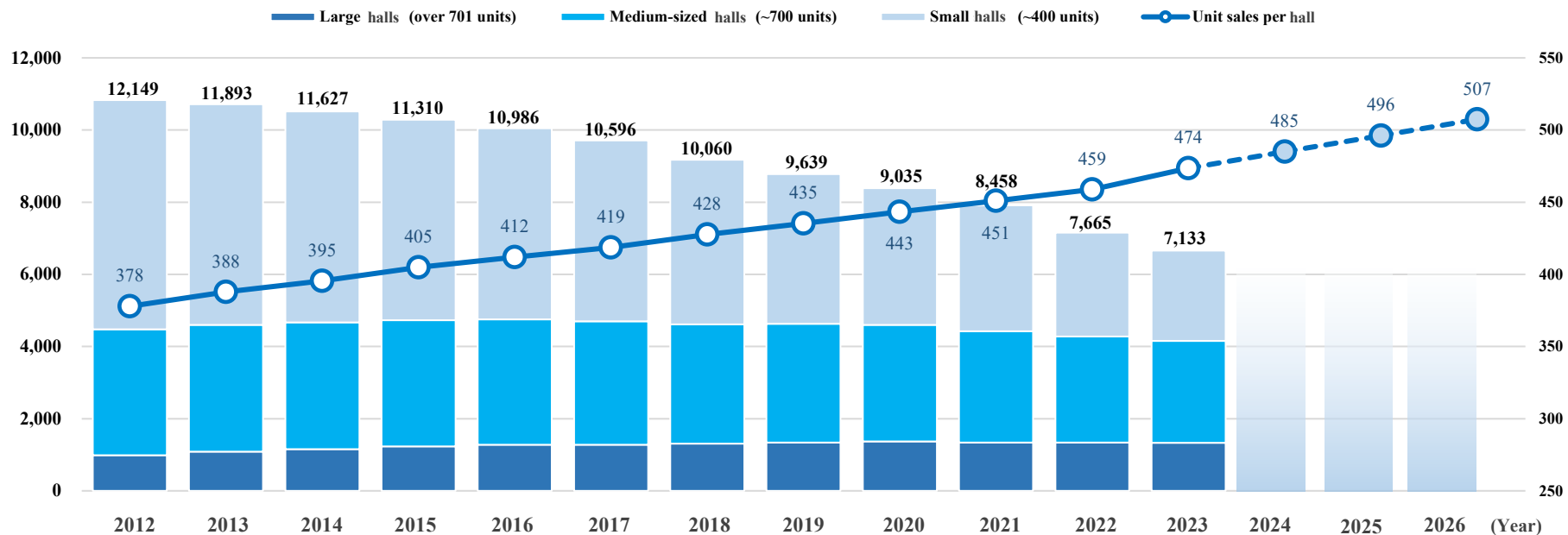
Smart pachislot  
472,000 units (35.5%)

**Smart PS machine is being replaced mainly by smart pachislot,  
and as of FY2026, the half is expected to be replaced by smart PS machine**



The trend toward larger halls (fewer small halls) has accelerated over the past few years.  
 The number of machines per hall will continue to increase,  
 and the average number of machines is expected to exceed 500 units by 2026

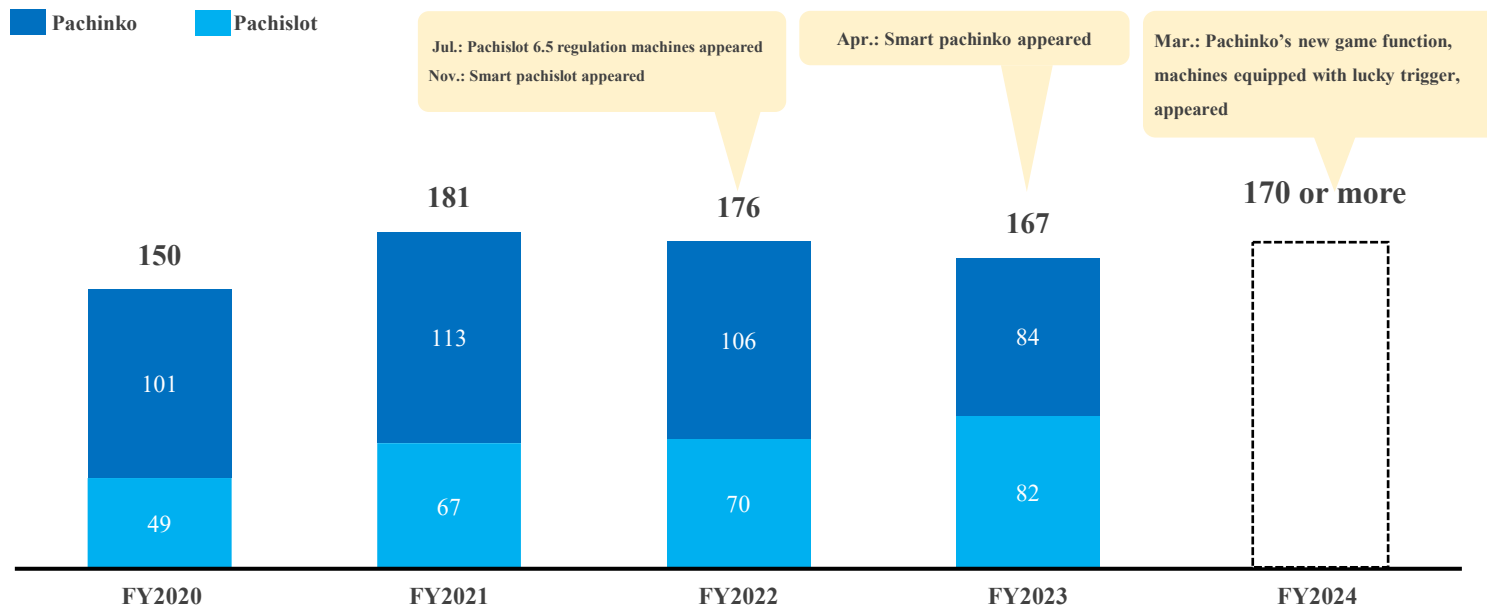
Trends in number of machines installed per hall and shares by size of hall



**In the future, the pachislot market will continue to be driven mainly by smart pachislot. With the advent of smart pachinko machine equipped with lucky trigger, we expect the investment in pachinko will recover.**

Trends in unit sales (from FY2020)

(Unit: 10 thousands units)



Our research



PS business segment

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**Management and business overview**

## Steady achievement of performance targets

## Formulating a new medium-term management plan during the fiscal year ending March 31, 2025

[Operating profit plan and results]	FY2021	FY2022	FY2023	FY2024	FY2025
	2022 Mid-term management plan	¥2.5 billion	¥3 billion	¥4.5 billion	
		2023 Mid-term management plan	¥8 billion	¥8.5 billion	¥9 billion
(Result)			¥10.4 billion		
				<div style="border: 1px solid black; border-radius: 15px; padding: 10px; text-align: center;"> <b>New three-year medium-term management plan under development</b> </div>	

Basic policy and strategy



Formulation of new three-year medium-term management plan

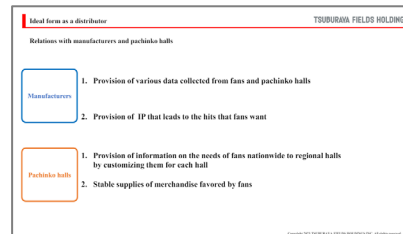
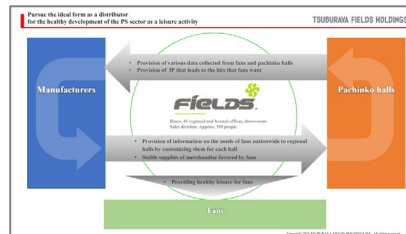
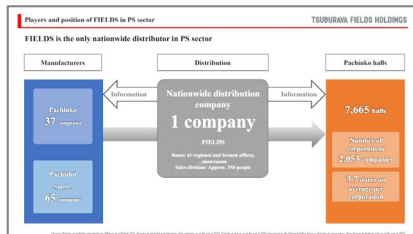
Performance plan



FY2024 operating profit plan ¥8.5 billion under the FY2023 medium-term management plan.

➔ Announced operating profit forecast ¥13.5 billion

(Reference) Medium-term management plan announced in May 2023 (FY2023-FY2025)



Details: [https://www.tsuburaya-fields.co.jp/ir/j/files/press/2023/press\\_20230517ae.pdf](https://www.tsuburaya-fields.co.jp/ir/j/files/press/2023/press_20230517ae.pdf)

## DAIKOKU DENKI Co., Ltd. became an equity-method affiliate

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**Acquired 20% of the DAIKOKU DENKI Co., Ltd.'s shares by the Q1 of FY2023 and became an equity-method affiliate**

- **Recorded share of profit of entities accounted for using equity method from Q2 of FY2023**

## ACE DENKEN Co., Ltd. (Sophia group) became a consolidated subsidiary

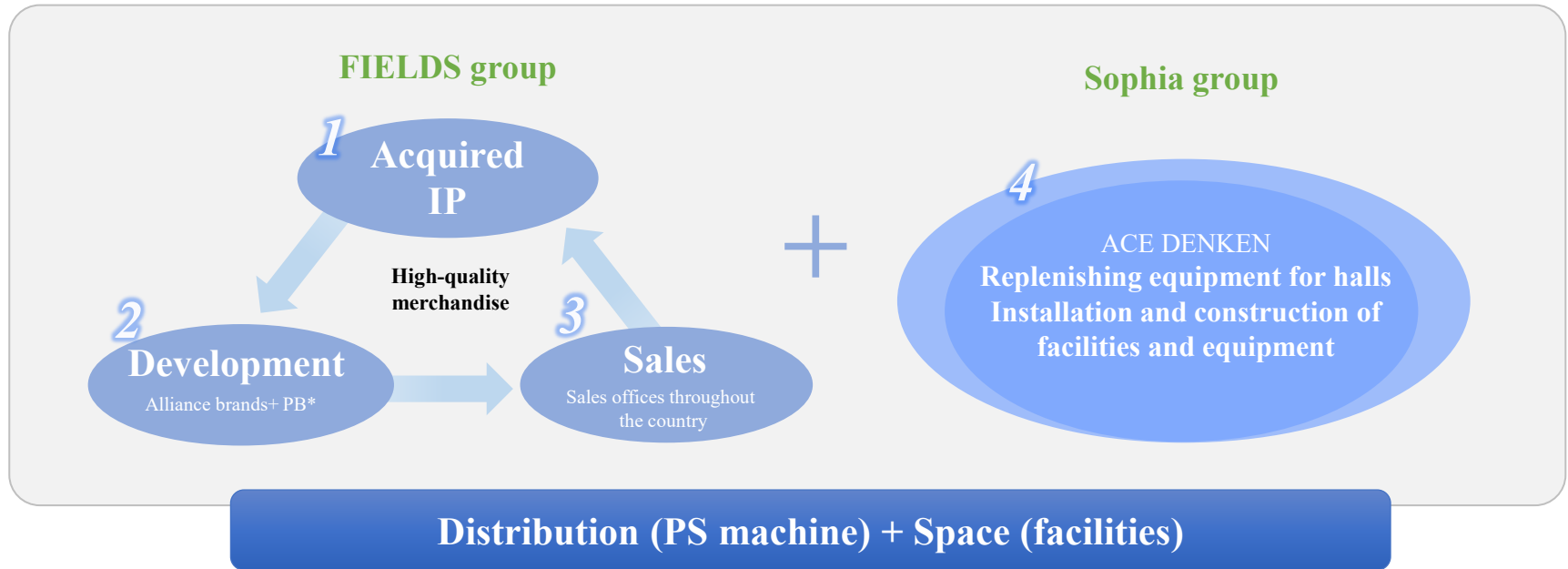
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**Acquired 51% of Sophia Co., Ltd.'s shares in March 2024**

**ACE DENKEN Co., Ltd., a leading provider of pachinko hall equipment, became a consolidated subsidiary**

- **To be consolidated from the FY2024**

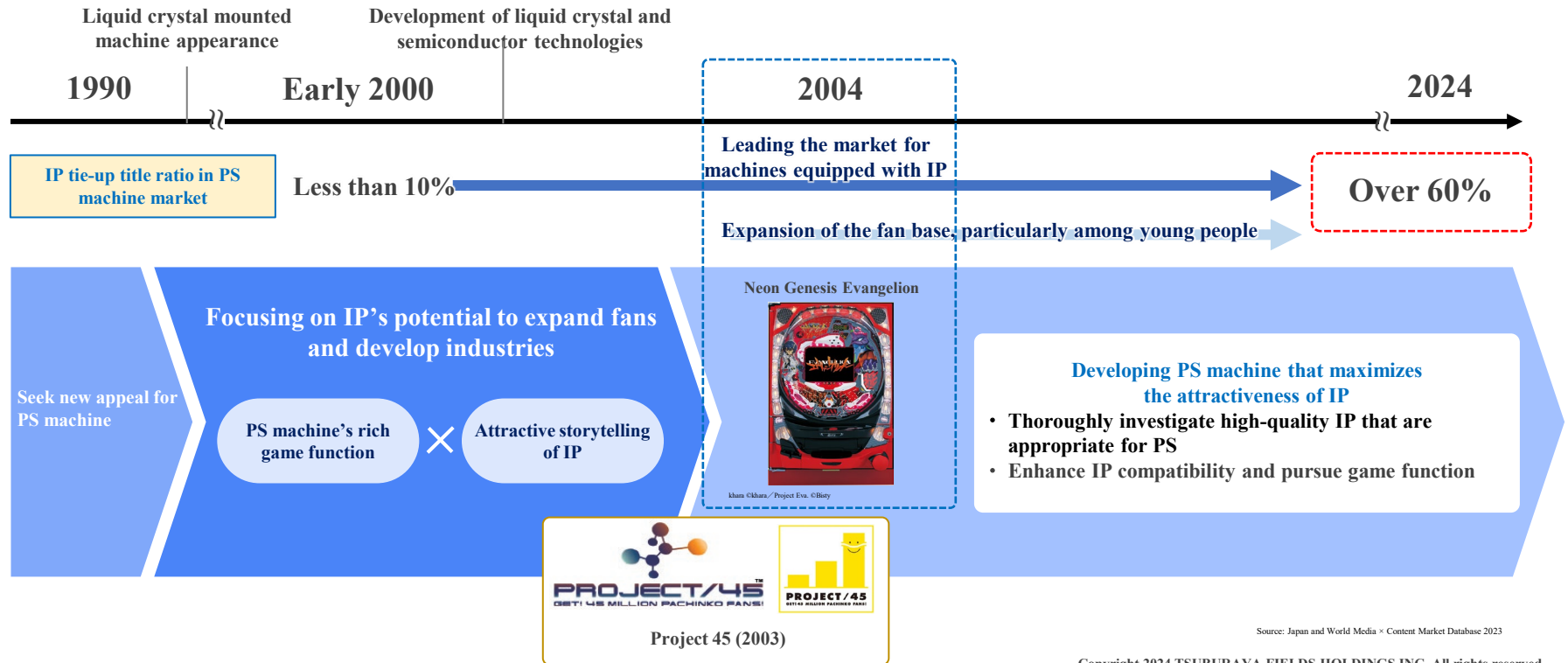
## Expand management structure to provide pachinko halls with PS innovation Contributing to the sound development of PS machine industry



\*PB: private brand

With the advent of *CR Neon Genesis Evangelion* sold in 2004, the number of machines equipped with IP increased

As of 2024, share of machines equipped with IP is more than 60%

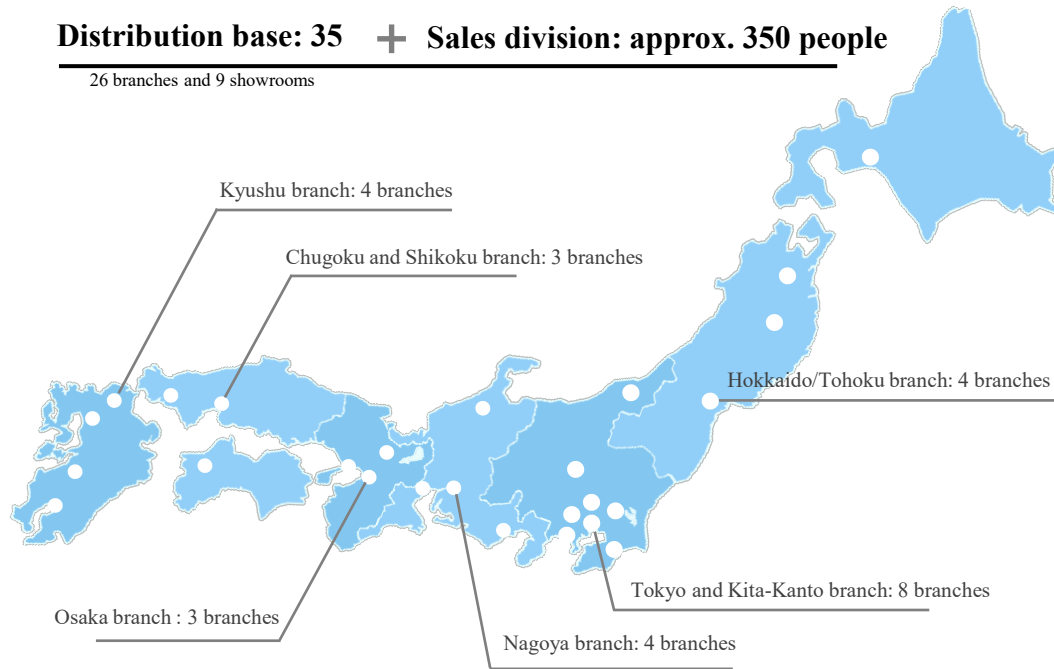


### FIELDS Group

**Deliver high-quality merchandise to fans through nationwide pachinko halls through nationwide distribution functions**

**Distribution base: 35 + Sales division: approx. 350 people**

26 branches and 9 showrooms



### Further strengthening of the sales structure

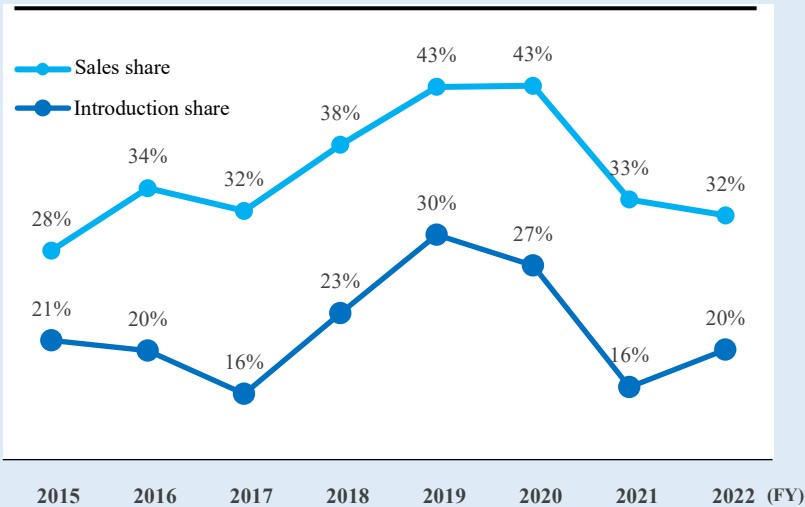
Development of excellent human resources  
[ Industry knowledge, merchandise knowledge  
proposal ability and compliance-related etc. ]

## ACE DENKEN Co., Ltd., a leading provider of equipment for hall, became a consolidated subsidiary

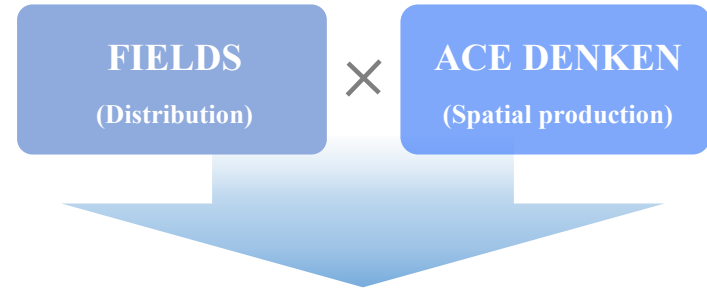
### ACE DENKEN Co., Ltd.

(Replenishing equipment for halls/ installation and construction of facilities and equipment)

ACE DENKEN's share of sales and introduction of balls supply systems



By promoting the introduction of smart PS machines, enables the designing of island facilities and PS flexible playing space



Contribute to the formation of rich social communities by pachinko halls

\*From Trends in pachinko-related manufacturers and market share (Yano Research Institute, Ltd.)



PS business segment

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**PS business segment results**

(Unit: billions of yen)

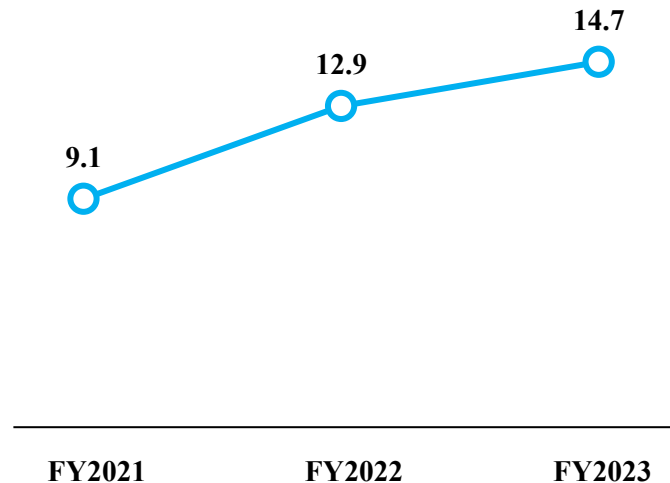
Business results	FY2022	FY2023	
	Full-year	Full-year	Change YoY (%)
<b>Net sales</b>	100.80	<b>125.59</b>	+24.6%
<b>Operating profit</b> (Operating profit margin)	7.71 (7.7%)	<b>10.41</b> (8.3%)	+35.0%

### Unit sales

<b>Pachinko</b>	151,000 units	<b>187,000 units</b>	+23.6%
<b>Pachislot</b>	68,000 units	<b>72,000 units</b>	+6.7%
<b>Total</b>	219,000 units	<b>260,000 units</b>	+18.4%

※Figures less than ¥10 million are rounded down.  
 ※Figures less than 1,000 units are rounded down.

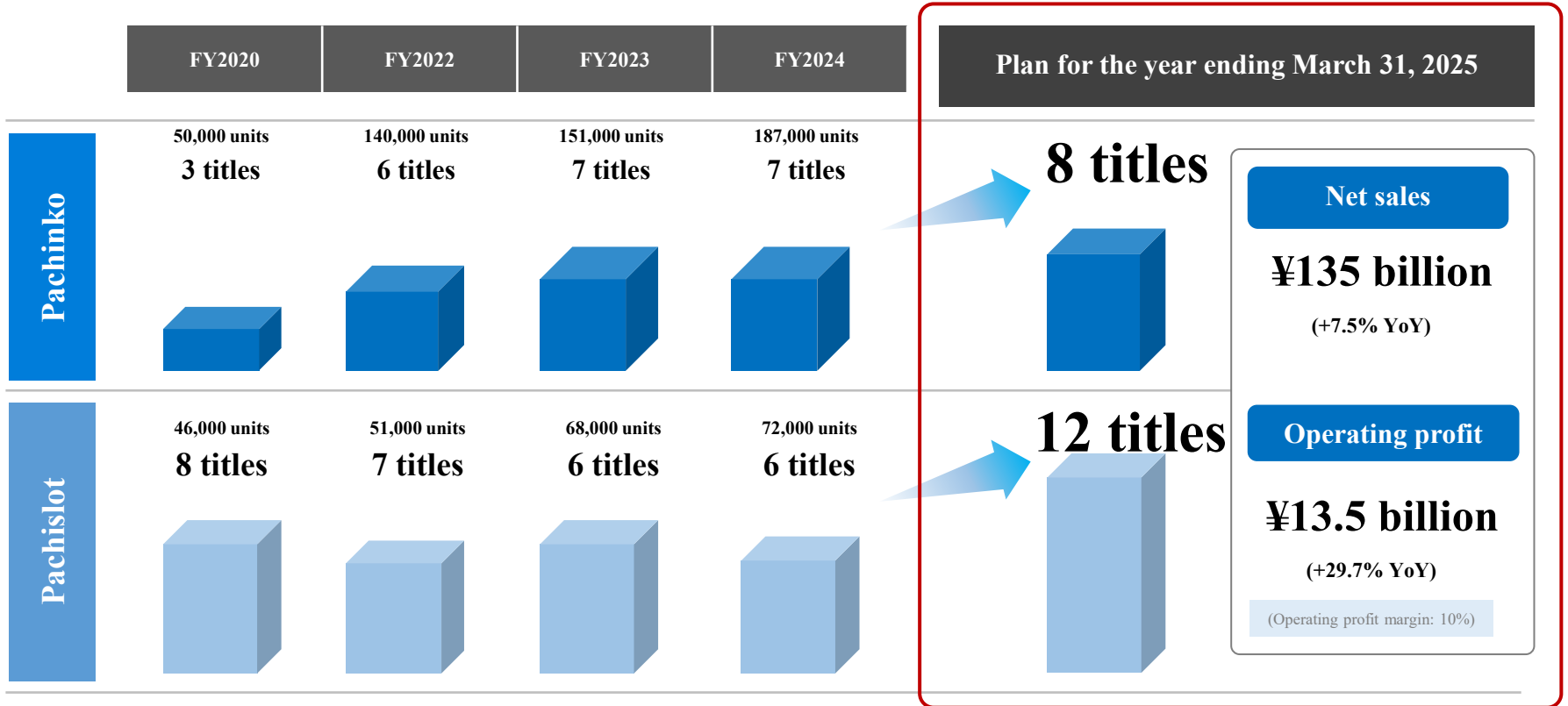
### [Trends in sales share]



## [Main PS machine sales titles for the FY2023]

Private brand

	H1		H2		Full year
	Q1 (Apr.-Jun.)	Q2 (Jul.-Sep.)	Q3 (Oct.-Dec.)	Q4 (Jun.-Mar.)	
Pachinko	P CODE GEASS Lelouch of the Rebellion -Rebellion to Resurrection- 20,000 units	P Hyakka-Ryoran 10,000 units	PACHINKO MITOKOHMON chogokujo	P Kaiji Numa 5	7 titles
	P BERSERK Musou Vengeance ver.	P The 7 virtues golden angel time	Pachinko EVANGELION: 3.0 + 1.0 Type Rei 54,000 units	Sumapachi EVANGELION:3.0 + 1.0 Type Gendo	
	P NEON GENESIS EVANGELION -Roar for tomorrow- (Resale) 24,000 units	P Sadako 3D	Sumapachi EVANGELION: 3.0 + 1.0 Type Kaworu 12,000 units	NEON GENESIS EVANGELION -Roar for tomorrow- PREMIUM MODEL	
	PACHINKO ULTRAMAN TIGA Ultra super luminal Light ver.	P NEON GENESIS EVANGELION -Roar for tomorrow - SPECIAL EDITION	Pachinko GANTZ Awakening RUSH180	P CODE GEASS Lelouch of the Rebellion -Rebellion to Re; surrection- light ver.	
		NEON GENESIS EVANGELION -Roar for tomorrow- (Resale)	P Godilla vs EVANGELION -G-cells awakening-PREMIUM MODEL		
	42,000 units	42,000 units	76,000 units	25,000 units	
Pachislot	L BERSERK Musou 14,000 units	S The Ambition of Oda Nobuna -countywide edition-	L Higurashi When They Cry: GOU	L Godzilla vs EVANGELION	6 titles
	Pachislot MONSTER HUNTER WORLD: ICEBORNE (Resale)	L Evangelion -Genesis of Destiny- 17,000 units	L Ring ni kakero I V 17,000 units		
	17,000 units	22,000 units	26,000 units	6,000 units	
Total	60,000 units	65,000 units	102,000 units	31,000 units	260,000 units



# TSUBURAYA FIELDS HOLDINGS

## Disclaimer

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Potential risks and uncertainties include the economic environment surrounding our Group's business, competitive conditions in the marketplace, and merchandise handled, but not limited to these.