

**TSUBURAYA FIELDS HOLDINGS**

# **FACT BOOK<sup>1</sup>**

(Full-year of FY2024)

Financial, Corporate-related Data etc.

**The Greatest Leisure for All People**

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TSUBURAYA FIELDS HOLDINGS INC.

TSE, Prime market: 2767

May 14, 2025

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# 1. Consolidated business results for the FY2024

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# Financial highlights

(Unit: Millions of yen)												
FY	2002 <sup>*2</sup>	2003 <sup>*2</sup>	2004	2005	2006	2007	2008	2009	2010	2011	2012 <sup>*3</sup>	2013
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	(89.0) 92,195	(117.3) 108,141	(106.3) 114,904
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	(89.2) 31,330	(106.2) 33,279	(101.6) 33,812
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	(103.7) 22,803	(100.7) 22,964	(104.6) 24,020
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	(64.9) 8,527	(121.0) 10,314	(94.9) 9,791
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	(63.3) 8,661	(118.6) 10,268	(95.1) 9,765
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	(79.7) 5,991	(78.8) 4,720	(113.8) 5,370
Capital stock	1,295	1,295	7,948	7,948	7,948	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	51,555	55,098	58,753
Total assets	17,090	37,115	72,584	87,556	66,081	69,168	52,064	81,329	78,971	93,601	106,628	104,869
Cash flows from operating activities	3,316	851	2,965	6,164	5,293	11,127	4,147	8,429	8,005	10,015	13,570	16,322
Cash flows from investing activities	(2,253)	(3,190)	(5,257)	(2,224)	(4,772)	(14,604)	(6,182)	(1,011)	(4,356)	(4,798)	(6,263)	(8,018)
Cash flows from financing activities	(2,454)	2,029	10,177	(1,540)	1,488	(1,384)	602	(2,687)	(3,915)	(2,565)	(2,277)	(2,018)
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	18,284	23,309	29,583

Indicators per share (Unit: Yen)												
Net assets per share	268,600	89,305	96,026	113,275	118,487	128,201	117,326	123,645	140,853	153,904	1,644.15	1,756.27
Annual dividend per share	10,000	24,000	4,000	4,000	4,000	4,500	4,500	4,500	5,000	5,000	50	50
Commemorative	-	10,000	-	-	-	500	-	-	-	-	-	-
Interim	-	10,000	2,000	2,000	2,000	2,000	2,000	2,000	2,500	2,500	25	25
Year-end	-	4,000	2,000	2,000	2,000	2,000	2,500	2,500	2,500	2,500	25	25
Profit per share	117,233	40,465	19,888	20,118	10,692	15,263	(4,271)	9,796	22,643	18,044	142.27	161.83

Management indicators (Unit: %)												
Shareholders' equity ratio	51.2	39.1	46.0	45.0	62.2	64.3	75.8	50.5	59.2	54.6	51.2	55.6
Return on equity (ROE)	55.9	56.9	28.9	19.5	9.2	12.4	(3.5)	8.2	17.1	12.2	8.9	9.5
Return on assets (ROA)	39.3	45.0	22.8	16.4	12.0	17.3	1.6	11.6	17.1	10.0	10.3	9.2
Payout ratio *1	7.9	20.1	20.7	20.3	37.4	29.5	-	45.9	22.1	27.7	35.1	30.9

Other												
Total number of shares issued and outstanding (shares)	<sup>*2</sup>		<sup>*2</sup>		<sup>*3</sup>							
	32,300	161,500	347,000	347,000	347,000	347,000	347,000	347,000	347,000	347,000	34,700,000	34,700,000
Treasury shares	-	-	-	-	-	-	10,643	14,885	14,885	15,162	1,516,200	1,516,200
Number of employees (people)	460	651	758	901	1,022	1,077	827	909	1,149	1,324	1,416	1,588

\*The figures in upper parentheses indicate YoY.  
\*1 The Consolidated payout ratio after the FY2006. The payout ratio is computed including a commemorative dividend.  
\*2 The FY2002 1:5 stock split/ the FY2003 1:2 stock split.  
\*3 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.

(Unit: Millions of yen)

FY	2014	2015	2016	2017	2018 <sup>*2</sup>	2019	2020	2021	2022 <sup>*3</sup>	2023 <sup>*4</sup>	2024
Net sales	(86.6) 99,554	(94.9) 94,476	(81.2) 76,668	(79.6) 61,055	(83.1) 50,755	(131.2) 66,587	(58.3) 38,796	(244.6) 94,900	(123.4) 117,125	(121.2) 141,923	(99.1) 140,581
Gross profit	(84.2) 28,468	(89.5) 25,480	(69.2) 17,641	(76.0) 13,400	(99.3) 13,300	(111.3) 14,809	(67.0) 9,927	(159.0) 15,784	(160.5) 25,326	(104.5) 26,459	(133.3) 35,263
SG&A expenses	(98.7) 23,707	(101.5) 24,069	(95.6) 23,015	(83.2) 19,138	(79.1) 15,132	(93.1) 14,095	(86.3) 12,169	(101.4) 12,339	(116.5) 14,376	(101.8) 14,631	(136.5) 19,967
Operating profit	(48.4) 4,743	(29.6) 1,411	(-) (5,374)	(-) (5,738)	(-) (1,832)	(-) 713	(-) (2,241)	(-) 3,444	(317.9) 10,950	(108.0) 11,827	(129.3) 15,295
Ordinary profit	(56.2) 5,491	(25.1) 1,380	(-) (9,068)	(-) (5,204)	(-) (1,864)	(-) 939	(-) (2,032)	(-) 3,634	(308.7) 11,218	(115.4) 12,947	(127.1) 16,462
Profit attributable to owners of parent	(56.2) 3,018	(3.9) 118	(-) (12,483)	(-) (7,691)	(-) (614)	(-) 490	(-) (3,452)	(-) 2,471	(332.7) 8,221	(142.3) 11,695	(95.4) 11,158
Capital stock	7,948	7,948	7,948	7,948	7,948	7,948	7,948	7,948	7,948	7,948	7,948
Net assets	60,246	58,291	43,227	35,509	34,638	34,279	30,443	31,551	41,817	55,993	56,247
Total assets	110,316	92,478	80,397	72,336	67,450	64,317	52,370	70,001	80,893	98,392	98,953
Cash flows from operating activities	(9,086)	13,353	(7,319)	(1,094)	2,178	(2,427)	3,692	7,980	12,561	5,563	7,779
Cash flows from investing activities	(6,297)	(2,191)	(3,927)	4,399	3,217	876	(1,072)	(1,586)	(7,642)	(4,101)	1,100
Cash flows from financing activities	1,624	5,214	2,136	(2,021)	(962)	(2,537)	(2,835)	1,385	(725)	(3,145)	(13,520)
Cash and cash equivalents at end of period	15,823	32,200	23,090	24,373	28,807	24,725	24,510	32,304	36,497	34,814	30,854

## Indicators per share

(Unit: Yen)

Net assets per share	1,792.83	1,726.88	1,272.48	1,054.99	1,031.63	1,018.63	921.80	939.42	598.18	729.51	820.43
Annual dividend per share	60	50	50	30	10	10	10	20	30	40	50
Commemorative	10	-	-	-	-	-	-	-	-	-	-
Interim	25	25	25	25	-	-	-	-	-	-	-
Year-end	25	25	25	5	10	10	10	20	30	40	50
Profit per share	90.97	3.58	(376.19)	(231.77)	(18.52)	14.79	(105.78)	76.43	126.70	178.77	178.78

## Management indicators

(Unit: %)

Shareholders' equity ratio	53.9	62.0	52.5	48.4	50.8	52.6	56.9	43.4	48.4	48.5	51.6
Return on equity (ROE)	5.1	0.2	(25.1)	(19.9)	(1.8)	1.4	(10.9)	8.2	23.7	26.9	22.6
Return on assets (ROA)	5.1	1.4	(10.5)	(6.8)	(2.7)	1.4	(3.5)	5.9	14.9	14.4	16.7
Payout ratio *1	66.0	1,398.1	-	-	-	67.6	-	26.2	23.7	22.4	28.0

## Other

Total number of shares issued and outstanding (shares)	34,700,000	34,700,000	34,700,000	34,700,000	34,700,000	34,700,000	34,700,000	34,700,000	69,400,000	69,400,000	65,429,150
Treasury shares	1,516,200	1,516,200	1,516,300	1,516,300	1,516,300	1,516,300	2,368,300	2,368,300	4,001,382	3,970,850	3,212,700
Number of employees (people)	1,716	1,845	1,713	1,514	1,342	1,341	1,266	1,193	1,259	1,423	1,664

\*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 Figures for the FY2018 reflect revisions to past financial results (announced May 15, 2020).

\*3 The company conducted a 2-for-1 stock split on March 22, 2023.

\*4 Figures for the FY2023 reflect the "Accounting Standard for Current Income Taxes (ASBJ Statement No. 27, October 28, 2022)" and others.

Furthermore, the Company has finalized the provisional accounting for the business combination, and the figures for the fiscal year ended March 31, 2024 have been adjusted to reflect this finalization.

Quarterly consolidated P/L trends (cumulative, non-cumulative)

[ Cumulative ]

(Unit: Millions of yen)

FY	2022				2023				2024			
	Q1	Q2	Q3	Full-Year	Q1	Q2	Q3	Full-Year	Q1	Q2	Q3	Full-Year
Net sales	8,243	42,230	89,607	117,125	30,335	67,015	123,206	141,923	26,176	45,760	97,764	140,581
Gross profit	3,277	9,687	19,099	25,326	5,392	12,348	23,001	26,459	6,604	12,492	23,712	35,263
SG & A expenses	3,090	6,153	9,622	14,376	3,367	6,977	10,681	14,631	4,085	8,421	14,322	19,967
Operating profit (loss)	186	3,534	9,476	10,950	2,025	5,370	12,320	11,827	2,519	4,071	9,390	15,295
Ordinary profit (loss)	291	3,753	9,749	11,218	2,185	5,907	13,456	12,947	3,328	5,330	10,759	16,462
Profit (loss) attributable to owners of parent	(209)	2,536	5,646	8,221	1,384	4,123	9,532	11,695	1,696	2,823	6,424	11,158

(Unit: Machines)

Pachinko machines	2,700	56,800	122,500	151,600	42,900	85,700	162,000	187,400	8,600	20,900	69,400	92,500
Pachislot machines	8,600	27,500	40,400	68,100	17,400	40,200	66,300	72,700	20,600	27,600	62,400	113,100
Total	11,300	84,300	163,000	219,800	60,300	126,000	228,400	260,200	29,200	48,600	131,900	205,700

(Unit: Millions of yen)

FY	2019				2020				2021			
	Q1	Q2	Q3	Full-Year	Q1	Q2	Q3	Full-Year	Q1	Q2	Q3	Full-Year
Net sales	19,164	27,772	37,165	66,587	2,341	10,591	29,182	38,796	22,930	37,348	72,531	94,900
Gross profit	2,798	4,151	6,336	14,809	340	2,568	7,154	9,927	3,378	6,128	11,375	15,784
SG & A expenses	3,397	6,902	10,449	14,095	2,744	5,896	9,019	12,169	3,000	5,770	9,009	12,339
Operating profit (loss)	(599)	(2,750)	(4,113)	713	(2,403)	(3,327)	(1,865)	(2,241)	378	358	2,366	3,444
Ordinary profit (loss)	(546)	(2,534)	(3,970)	939	(2,383)	(3,247)	(1,690)	(2,032)	559	597	2,590	3,634
Profit (loss) attributable to owners of parent	(607)	(2,756)	(4,287)	490	(2,910)	(3,923)	(2,677)	(3,452)	338	315	1,787	2,471

(Unit: Machines)

Pachinko machines	37,400	55,900	72,900	136,400	2,800	4,000	30,600	50,100	43,900	65,100	110,500	139,900
Pachislot machines	4,400	8,600	26,000	54,800	400	12,400	37,900	45,700	6,400	12,700	31,700	51,200
Total	41,900	64,500	98,900	191,300	3,300	16,500	68,600	95,900	50,400	77,900	142,200	191,100

\*The number of units sold is rounded down to the nearest 100.  
\* Figures for the FY2023 (full-year) reflect the “Accounting Standard for Current Income Taxes (ASBJ Statement No. 27, October 28, 2022)” and others.  
Furthermore, the Company has finalized the provisional accounting for the business combination, and the figures for the fiscal year ended March 31, 2024 have been adjusted to reflect this finalization.

Quarterly consolidated P/L trends (cumulative, non-cumulative)

[ Non-cumulative ]

(Unit: Millions of yen)												
FY	2022				2023				2024			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Net sales	8,243	33,987	47,377	27,518	30,335	36,680	56,191	18,717	26,176	19,584	52,004	42,817
Gross profit	3,277	6,410	9,412	6,227	5,392	6,956	10,653	3,458	6,604	5,888	11,220	11,551
SG & A expenses	3,090	3,063	3,469	4,754	3,367	3,610	3,704	3,950	4,085	4,336	5,901	5,645
Operating profit (loss)	186	3,348	5,942	1,474	2,025	3,345	6,950	(493)	2,519	1,552	5,319	5,905
Ordinary profit (loss)	291	3,462	5,996	1,469	2,185	3,722	7,549	(509)	3,328	2,002	5,429	5,703
Profit (loss) attributable to owners of parent	(209)	2,745	3,110	2,575	1,384	2,739	5,409	2,163	1,696	1,127	3,601	4,734

(Unit: Machines)												
Pachinko machines	2,700	54,100	65,700	29,100	42,900	42,800	76,300	25,400	8,600	12,300	48,500	23,000
Pachislot machines	8,600	18,900	12,900	27,700	17,400	22,800	26,100	6,400	20,600	6,900	34,700	50,600
Total	11,300	73,000	78,700	56,800	60,300	65,700	102,400	31,800	29,200	19,300	83,300	73,700

(Unit: Millions of yen)												
FY	2019				2020				2021			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Net sales	19,164	8,608	9,393	29,422	2,341	8,250	18,591	9,614	22,930	14,418	35,183	22,369
Gross profit	2,798	1,353	2,185	8,473	340	2,228	4,586	2,773	3,378	2,750	5,247	4,409
SG & A expenses	3,397	3,505	3,547	3,646	2,744	3,152	3,123	3,150	3,000	2,770	3,239	3,330
Operating profit (loss)	(599)	(2,151)	(1,363)	4,826	(2,403)	(924)	1,462	(376)	378	(20)	2,008	1,078
Ordinary profit (loss)	(546)	(1,988)	(1,436)	4,909	(2,383)	(864)	1,557	(342)	559	38	1,993	1,044
Profit (loss) attributable to owners of parent	(607)	(2,149)	(1,531)	4,777	(2,910)	(1,013)	1,246	(775)	338	(23)	1,472	684

(Unit: Machines)												
Pachinko machines	37,400	18,500	17,000	63,500	2,800	1,200	26,600	19,500	43,900	21,200	45,400	29,400
Pachislot machines	4,400	4,200	17,400	28,800	400	12,000	25,500	7,800	6,400	6,300	19,000	19,500
Total	41,900	22,600	34,400	92,400	3,300	13,200	52,100	27,300	50,400	27,500	64,300	48,900

\*Quarterly figures for each Q2 to Q4 are calculated on the table. (excluding unit sales)  
\*The number of units sold is rounded down to the nearest 100.  
\* Figures for the FY2023 (Q4) reflect the “Accounting Standard for Current Income Taxes (ASBJ Statement No. 27, October 28, 2022)” and others.  
Furthermore, the Company has finalized the provisional accounting for the business combination, and the figures for the fiscal year ended March 31, 2024 have been adjusted to reflect this finalization.

Performance by business segment

[Content and digital business]

(Unit: millions of yen)

	FY2021				FY2022			
	Q1	H1	Cumulative Q3	Full-year	Q1	H1	Cumulative Q3	Full-year
Net sales	1,699	4,176	6,522	9,105	2,911	6,046	10,665	14,532
Operating profit	239	760	1,220	1,465	1,038	1,623	3,805	4,378
Tsuburaya Productions Co., Ltd.	-	-	-	-	-	-	-	-
Total MD and license revenue	604	1,409	2,425	3,473	1,215	2,061	5,205	7,411
Domestic MD and license revenue	325	737	1,129	1,386	361	767	1,075	1,334
Overseas MD and license revenue	278	672	1,295	2,087	853	1,294	4,130	6,076
Imaging and event revenue	219	751	1,040	1,429	659	1,541	1,919	2,743

[PS business]

(Unit: millions of yen)

	FY2021				FY2022			
	Q1	H1	Cumulative Q3	Full-year	Q1	H1	Cumulative Q3	Full-year
Net sales	20,712	32,113	64,356	83,715	4,858	35,334	77,619	100,808
Operating profit	104	(469)	1,050	1,750	(860)	1,933	6,062	7,714

Unit sales

(Unit: machines)

Pachinko	43,900	65,100	110,500	139,900	2,700	56,800	122,500	151,600
Pachislot	6,400	12,700	31,700	51,200	8,600	27,500	40,400	68,100
Total PS	50,400	77,900	142,200	191,100	11,300	84,300	163,000	219,800

[Other business]

(Unit: millions of yen)

	FY2021				FY2022			
	Q1	H1	Cumulative Q3	Full-year	Q1	H1	Cumulative Q3	Full-year
Net sales	-	-	1,817	2,335	571	1,127	1,721	2,305
Operating profit	-	-	102	92	17	33	56	75

[Adjusted amount]

(Unit: millions of yen)

	FY2021				FY2022			
	Q1	H1	Cumulative Q3	Full-year	Q1	H1	Cumulative Q3	Full-year
Net sales	-	-	(166)	(255)	(97)	(278)	(397)	(521)
Operating profit	-	-	(7)	136	(8)	(55)	(448)	(1,218)

\*The number of units sold is rounded down to the nearest hundred.

\*As a result of the transition to a holding company structure implemented on October 3, 2022, from the Q3 of the FY2022, the Company has changed its financial reporting from a single segment to two reportable segments: “Content and digital” and “PS.”  
In accordance with this change, some figures for financial results of previous fiscal years in this document have been changed.

Segment information for the previous fiscal year and FY2021 has been prepared based on the classification of reportable segments for the fiscal year under review.



# Performance by business segment

## [Content and digital business]

(Unit: millions of yen)

	FY2023				FY2024			
	Q1	H1	Cumulative Q3	Full-year	Q1	H1	Cumulative Q3	Full-year
Net sales	3,131	7,409	11,466	15,336	3,598	7,996	12,871	16,410
Operating profit	785	1,980	3,000	3,781	1,048	2,117	2,794	2,835
Tsuburaya Productions Co., Ltd.*	1,922	4,897	7,610	-	2,419	5,697	9,225	11,559
Total MD and license revenue	1,413	3,428	5,089	-	1,845	3,972	6,718	8,231
Domestic MD and license revenue	461	1,080	1,485	-	425	802	1,560	2,033
Overseas MD and license revenue	952	2,348	3,603	-	1,420	3,170	5,158	6,198
Imaging and event revenue*	576	1,550	2,504	-	615	1,569	2,179	2,933
Main merchandise categories								
Toys and hobbies	504	1,142	1,779	-	719	1,812	2,679	3,287
Lifestyles	251	580	1,045	-	333	699	1,392	1,660
Fast Moving Consumer Goods	110	136	231	-	207	225	252	321
Card games	182	673	882	-	162	419	1,306	1,665
Others	364	894	1,151	-	423	816	1,087	1,295

### Breakdown of Tsuburaya Productions' revenue by region

Overseas revenues	1,111	2,722	4,378	-	1,653	3,648	5,830	6,855
Domestic revenues	878	2,257	3,215	-	807	1,893	3,066	4,703

\* The figures in the above table are extracts of some of the main business revenues that comprise net sales of Tsuburaya Productions (includes revenue from overseas bases from the Q3 of the FY2024).  
\* MD and license revenue and imaging and event revenue are partially reviewed and reflected from Q1 FY2023.

## [Amusement Equipment business]

(Unit: millions of yen)

	FY2023				FY2024			
	Q1	H1	Cumulative Q3	Full-year	Q1	H1	Cumulative Q3	Full-year
Net sales	26,974	59,022	110,952	125,595	22,290	37,196	84,111	123,092
Operating profit	1,882	4,506	10,978	10,412	2,057	3,122	8,570	15,277
Unit sales	(Unit: machines)							
Pachinko	42,900	85,700	162,000	187,400	8,600	20,900	69,400	92,500
Pachislot	17,400	40,200	66,300	72,700	20,600	27,600	62,400	113,100
Total PS	60,300	126,000	228,400	260,200	29,200	48,600	131,900	205,700

\* From the year ending March 31, 2025, the segment name previously used for the “PS business” has been changed to the “Amusement equipment business.”  
This change is only a change in the name of the reportable segment and has no impact on segment information.  
(The reporting segments for the year ended 31 March 2024 are also presented under the new name.)

## [Other business]

(Unit: millions of yen)

	FY2023				FY2024			
	Q1	H1	Cumulative Q3	Full-year	Q1	H1	Cumulative Q3	Full-year
Net sales	403	805	1,204	1,607	413	835	1,264	1,682
Operating profit	9	20	17	19	7	1	12	5

## [Adjusted amount]

(Unit: millions of yen)

	FY2023				FY2024			
	Q1	H1	Cumulative Q3	Full-year	Q1	H1	Cumulative Q3	Full-year
Net sales	(173)	(222)	(417)	(615)	(126)	(268)	(482)	(602)
Operating profit	(652)	(1,136)	(1,675)	(2,386)	(594)	(1,170)	(1,986)	(2,822)

\*The number of units sold is rounded down to the nearest hundred.

# Consolidated P/L statement

(Unit: Millions of yen)

FY	2022	2023	2024
	(123.4)	(121.2)	(99.1)
Net sales	<b>117,125</b>	<b>141,923</b>	<b>140,581</b>
	[100.0]	[100.0]	[100.0]
	(160.5)	(104.5)	(133.3)
Gross profit	<b>25,326</b>	<b>26,459</b>	<b>35,263</b>
	[21.6]	[18.6]	[25.1]
	(116.5)	(101.8)	(136.5)
SG&A expenses	<b>14,376</b>	<b>14,631</b>	<b>19,967</b>
	[12.3]	[10.3]	[14.2]
Advertising expenses	1,191	1,107	<b>2,621</b>
Salaries	4,379	4,667	<b>5,821</b>
Business consignment expenses	1,465	937	<b>1,540</b>
Depreciation	415	484	<b>571</b>
Rents	1,202	1,026	<b>1,146</b>
Amortization of goodwill	260	282	<b>280</b>
Other	5,464	6,128	<b>7,988</b>
	(317.9)	(108.0)	(129.3)
Operating profit	<b>10,950</b>	<b>11,827</b>	<b>15,295</b>
	[9.3]	[8.3]	[10.9]
	(308.7)	(115.4)	(127.1)
Ordinary profit	<b>11,218</b>	<b>12,947</b>	<b>16,462</b>
	[9.6]	[9.1]	[11.7]
	(332.7)	(142.3)	(95.4)
Profit attributable to owners of parent	<b>8,221</b>	<b>11,695</b>	<b>11,158</b>
	[7.0]	[8.2]	[7.9]

\*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 *other of SG&A expenses* are calculated on this sheet above.

\*Figures for the FY2023 (full-year) reflect the “Accounting Standard for Current Income Taxes (ASBJ Statement No. 27, October 28, 2022)” and others.

Furthermore, the Company has finalized the provisional accounting for the business combination, and the figures for the fiscal year ended March 31, 2024 have been adjusted to reflect this finalization.

# Consolidated B/S

## [ Assets ]

(Unit: Millions of yen)

	End of Mar. 2023	End of Mar. 2024	End of Mar. 2025	Increase/ decrease	Factors
Cash and deposits	36,597	34,914	30,954	(3,960)	
Notes and accounts receivable - trade, and contract assets	10,936	10,391	12,809	2,418	
Electronically recorded monetary claims- operating	1,957	2,744	4,342	1,598	
Inventories	5,973	12,379	18,714	6,335	
Other	3,442	4,451	3,029	(1,422)	
Allowance for doubtful accounts	(37)	(31)	(7)	24	
Total current assets	58,868	64,848	69,841	4,993	Increase in work in process
Land	1,929	5,155	5,664	509	
Other	3,366	3,986	4,566	580	
Total property, plant and equipment	5,295	9,141	10,230	1,089	Increase in tools, furniture and fixtures and land
Goodwill	1,677	1,395	1,115	(280)	
Other	1,211	1,007	1,001	(6)	
Total intangible assets	2,888	2,402	2,116	(286)	Decrease in goodwill
Investment securities	7,959	13,542	7,831	(5,711)	
Long-term loans receivable	681	1,802	1,354	(448)	
Other	5,408	8,034	8,413	379	
Allowance for doubtful accounts	(207)	(1,379)	(833)	546	
Total investments and other assets	13,841	21,999	16,765	(5,234)	Decrease in investment securities
Total non-current assets	22,024	33,543	29,112	(4,431)	
Total assets	80,893	98,392	98,953	561	

## [ Liabilities ]

Notes and accounts payable-trade	12,402	10,961	13,715	2,754	
Short-term borrowings	6,549	6,000	900	(5,100)	
Income taxes payable	1,358	2,414	1,616	(798)	
Current portion of long-term borrowings	2,794	2,400	2,207	(193)	
Other	7,386	8,847	8,332	(515)	
Total current liabilities	30,489	30,622	26,770	(3,852)	Increase in trade payables and decrease in short-term borrowings
Long-term borrowings	3,994	5,503	8,033	2,530	
Other	4,591	6,272	7,902	1,630	
Total non-current liabilities	8,585	11,775	15,935	4,160	Increase in long-term borrowings
Total liabilities	39,075	42,398	42,706	308	

## [ Net assets ]

Share capital	7,948	7,948	7,948	-	
Capital surplus	7,390	7,390	9,289	1,899	
Retained earnings	24,217	33,946	37,520	3,574	
Treasury shares	(1,644)	(1,631)	(3,415)	(1,784)	
Total shareholders' equity	37,912	47,653	51,342	3,689	
Valuation difference on available-for-sale securities	1,194	38	(356)	(394)	
Accumulated other comprehensive income	1,208	78	(298)	(376)	
Share acquisition rights	45	203	306	103	
Non-controlling interests	2,651	8,059	4,897	(3,162)	

Total net assets	41,817	55,993	56,247	254	Increase in retained earnings and decrease in non-controlling interests
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Total liabilities and net assets	80,893	98,392	98,953	561	
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\* The Other and the Increase/decrease are calculated on this sheet above.

\* Figures for the FY2023 reflect the "Accounting Standard for Current Income Taxes (ASBJ Statement No. 27, October 28, 2022)" and others.

\* Furthermore, the Company has finalized the provisional accounting for the business combination, and the figures for the fiscal year ended March 31, 2024 have been adjusted to reflect this finalization.

# Consolidated cash flows

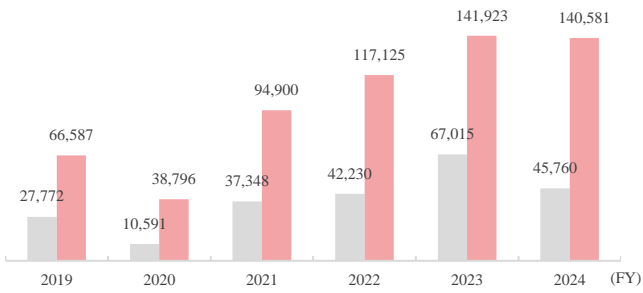
(Unit: Millions of yen)

FY	2022	2023	2024	Factors	
Cash flows from operating activities	12,561	5,563	7,779	Profit before income taxes	16,252
				Increase in inventories	(5,679)
				Income taxes paid	(4,542)
				Decrease (increase) in trade receivables	(3,050)
				Increase (decrease) in trade payables	1,704
				Depreciation	1,180
Cash flows from investing activities	(7,642)	(4,101)	1,100	Proceeds from sale of shares of entities accounted for using equity method	2,416
				Purchase of non-current assets	(1,390)
				Loan advances	(388)
Cash flows from financing activities	(725)	(3,145)	(13,520)	Purchase of treasury shares	(6,310)
				Proceeds from long-term borrowings	6,280
				Net increase (decrease) in short-term borrowings	(5,100)
				Purchase of shares of subsidiaries not resulting in change in scope of consolidation	(3,037)
				Repayments of long-term borrowings	(2,961)
				Dividends paid	(2,615)
Effect of exchange rate change on cash and cash equivalents	(0)	0	(18)		
Net increase (decrease) in cash and cash equivalents	4,193	(1,683)	(4,660)		
Cash and cash equivalents at beginning of period	32,304	36,497	34,814		
Increase in cash and cash equivalents resulting from inclusion of subsidiaries in consolidation	-	-	700		
Cash and cash equivalents at end of period	36,497	34,814	30,854		

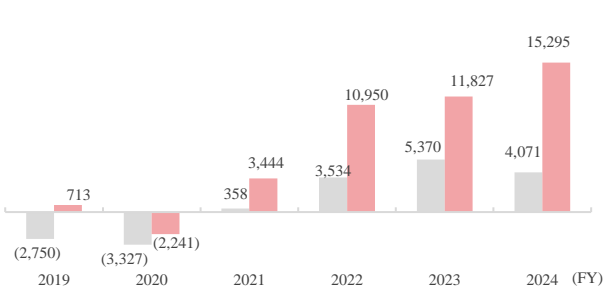
# Change in financial results (graph)

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

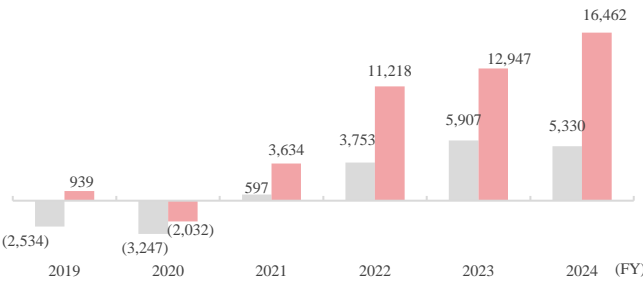
Net sales



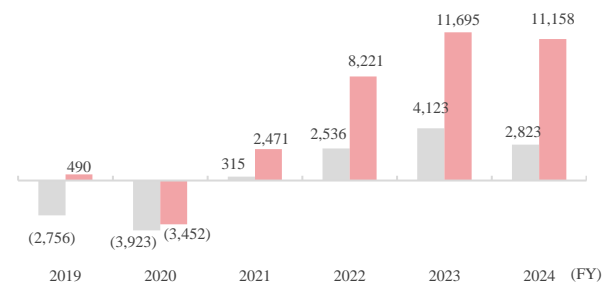
Operating profit (loss)



Ordinary profit (loss)



Profit (loss) attributable to owners of parent



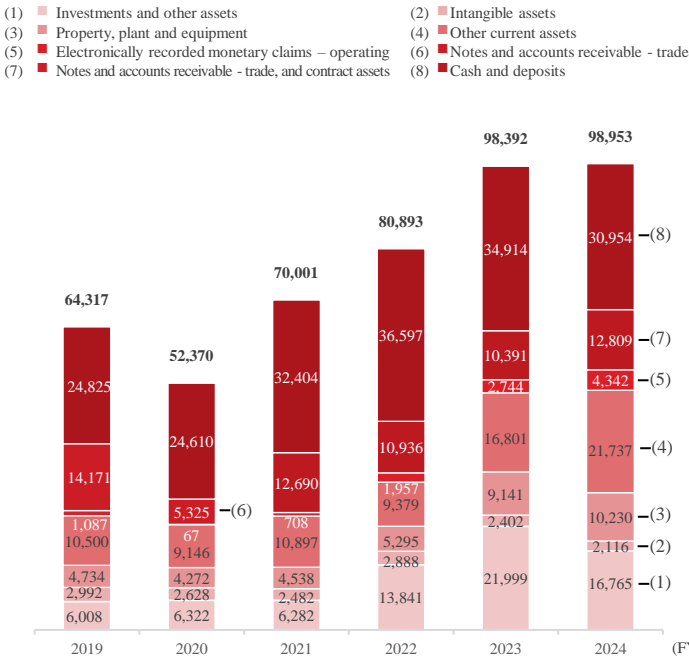
\*Figures for the Q1 FY2019 reflect revisions to past financial results (announced May 15, 2020).

\*Figures for the FY2023 (full-year) and thereafter reflect the Accounting Standard for Current Income Taxes (ASBJ Statement No. 27, October 28, 2022)."

\*Furthermore, the Company has finalized the provisional accounting for the business combination, and the figures for the fiscal year ended March 31, 2024 have been adjusted to reflect this finalization.

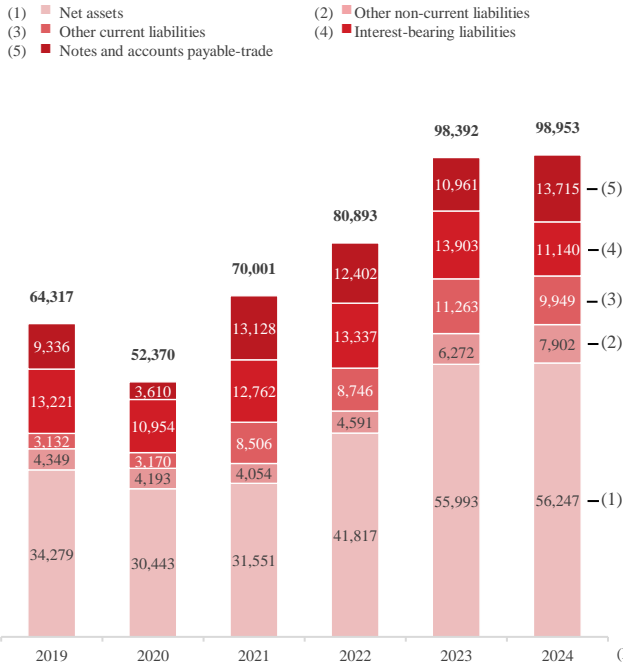
# Change in assets/liabilities, net assets (graph)

Change in assets



Change in liabilities/net assets

(Unit: Millions of yen)

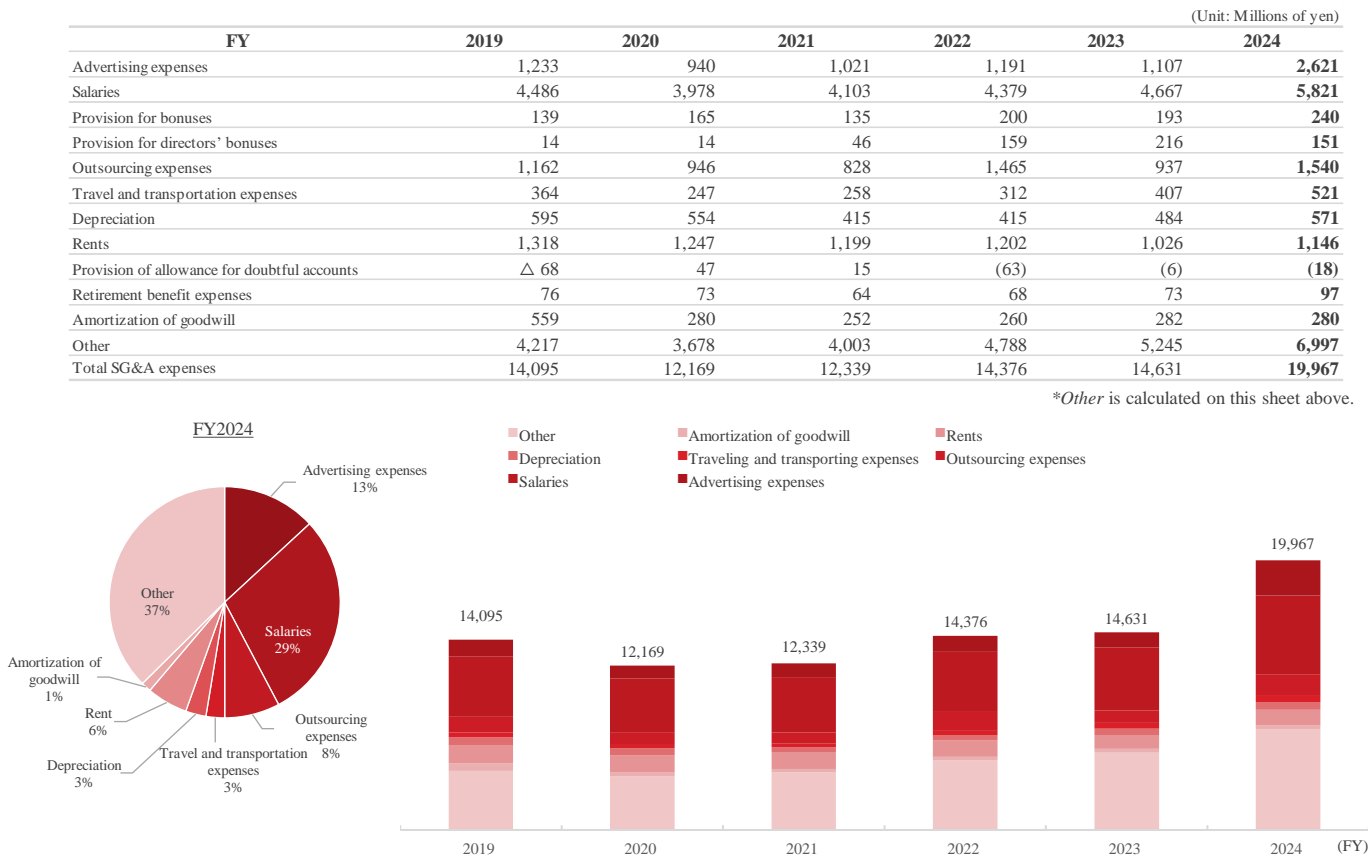


\*The Other current assets and the Other current liabilities are calculated on this sheet above.

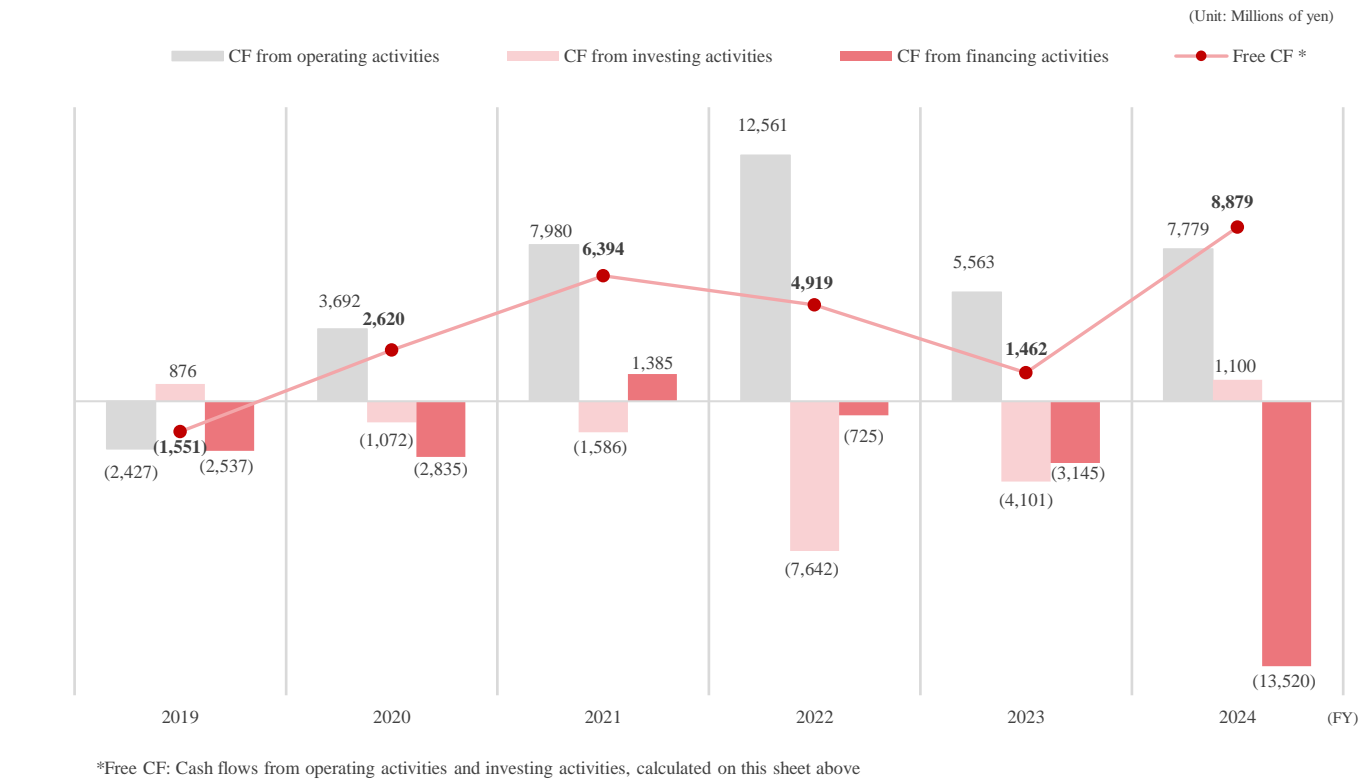
\*Figures for the FY2023 reflect the "Accounting Standard for Current Income Taxes (ASBJ Statement No. 27, October 28, 2022)" and others.

\*Furthermore, the Company has finalized the provisional accounting for the business combination, and the figures for the fiscal year ended March 31, 2024 have been adjusted to reflect this finalization.

Change in SG&A expenses (graph)



Change in free cash flows (graph)

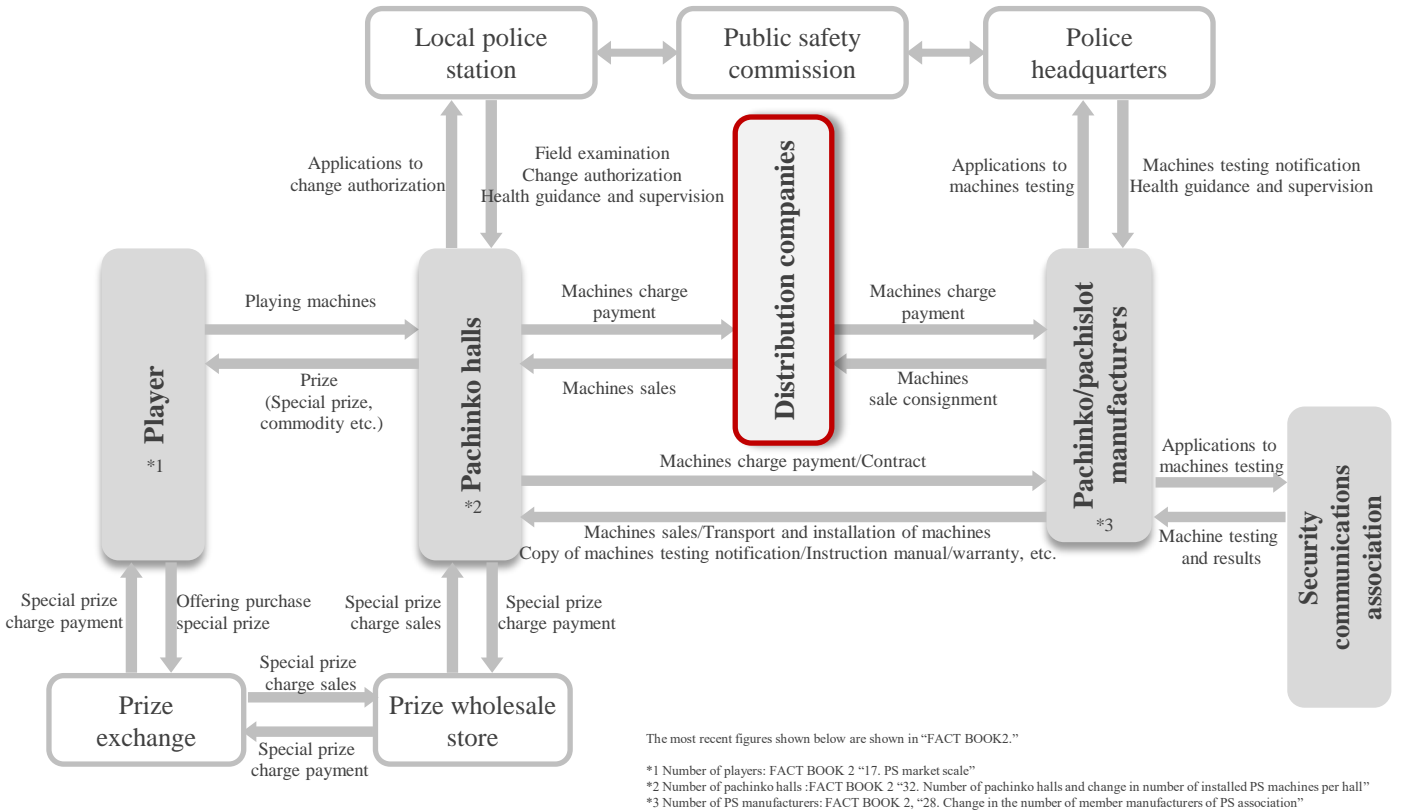


## 2. Amusement Equipment business data

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- P.16 Players in PS industry  
PS machine sales bases (distribution)
- P.17 Recording method of net sales and price of PS machine collection method of PS machines for which our group is the sole distributor (image)  
Business flow of merchandising rights in products planning and development for which our group is the sole distributor
- P.18 Main affiliated manufacturers and group companies
- P.19 Main PS machines titles from FY2024 to FY2025
- P.20 Change in PS unit sales by affiliated manufacturer (FY2000 to FY2024)
- P.22 Change in pachinko unit sales by title (FY2003 to FY2025)
- P.26 Change in pachislot unit sales by title (FY2000 to FY2025)
- P.30 Change of *Evangelion* series
- P.35 Unit sales of PS machines (quarterly)  
Unit sales of PS machines (H1 and H2)

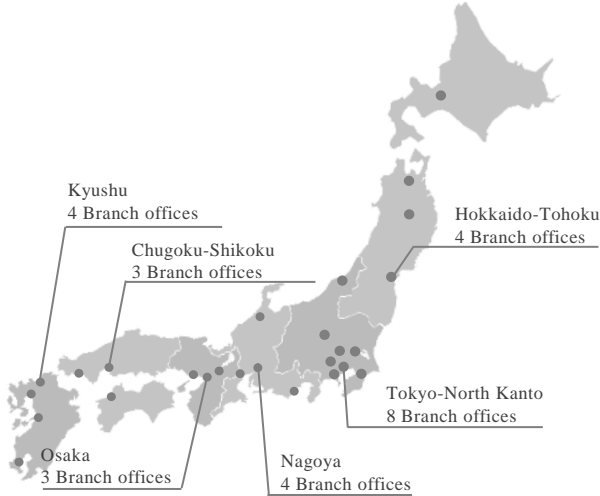
Players in PS industry



PS machine sales offices (distribution)

FIELDS CORPORATION's sales offices

Regional offices, Branch offices and Showrooms	<Regional offices: 6 > Hokkaido-Tohoku, Tokyo-North Kanto, Nagoya, Osaka, Chugoku-Shikoku, Kyushu
	<Branch offices: 26 > Sapporo, Sendai, Aomori, Morioka, Tokyo, Takasaki, Niigata, West Tokyo, Chiba, Saitama, Yokohama, Tsukuba, Nagoya, Mie, Shizuoka, Kanazawa, Osaka, Kyoto, Kobe, Hiroshima, Yamaguchi, Matsuyama, Fukuoka, Saga, Kumamoto, Kagoshima
	<Showrooms: 9> Akita, Koriyama, Utsunomiya, Nagano, Ueno, Takamatsu, Okayama, Oita, Miyazaki



Classification	Details
PS machine sales	Planning, development, and sales of PS machine
Other than PS machine sales	Media for pachinko halls •Distribution of content such as video •Gathering information, Providing information services, etc.
	Customer attraction support services for PS halls •Development of <i>Optimize</i> , a web advertising distribution service
	Media for PS machine businesses •PS machine's secondary distribution promotion website to revitalize the market
Other	•Product sales, etc. •Manufacturing, sales, construction, and maintenance of pachinko hall peripheral facilities



Recording method of net sales  
for PS sales

Effective on April 2021, the Company adopted the “Accounting Standard for Revenue Recognition” (ASBJ Statement No. 29, March 31, 2020). As a result, transactions\* in which our group is the “sole distributor” are accounted for as follows regardless of the sales method (distributor/agency sales).

Net sales:

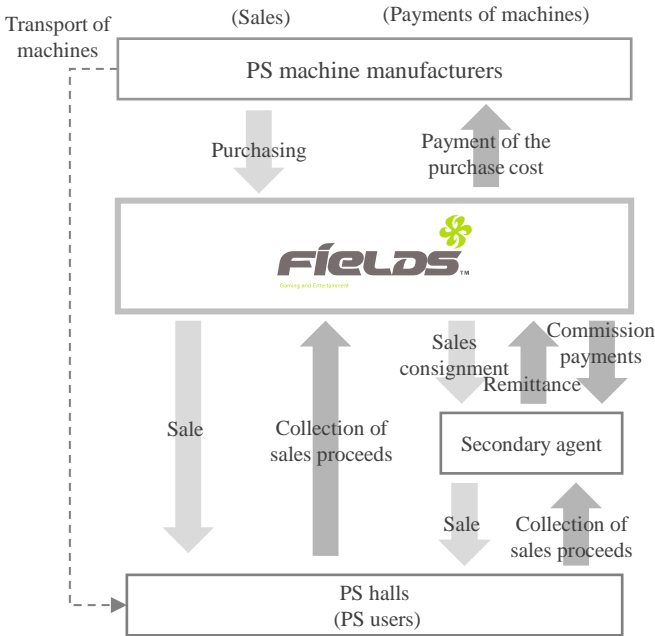
Record the price of PS machines that we sell to pachinko halls (criterion for recording sales: at the time of shipment of the PS machines)

Cost of sales:

Record purchase price of PS machines from manufacturers (also record agency commissions when selling through agencies)

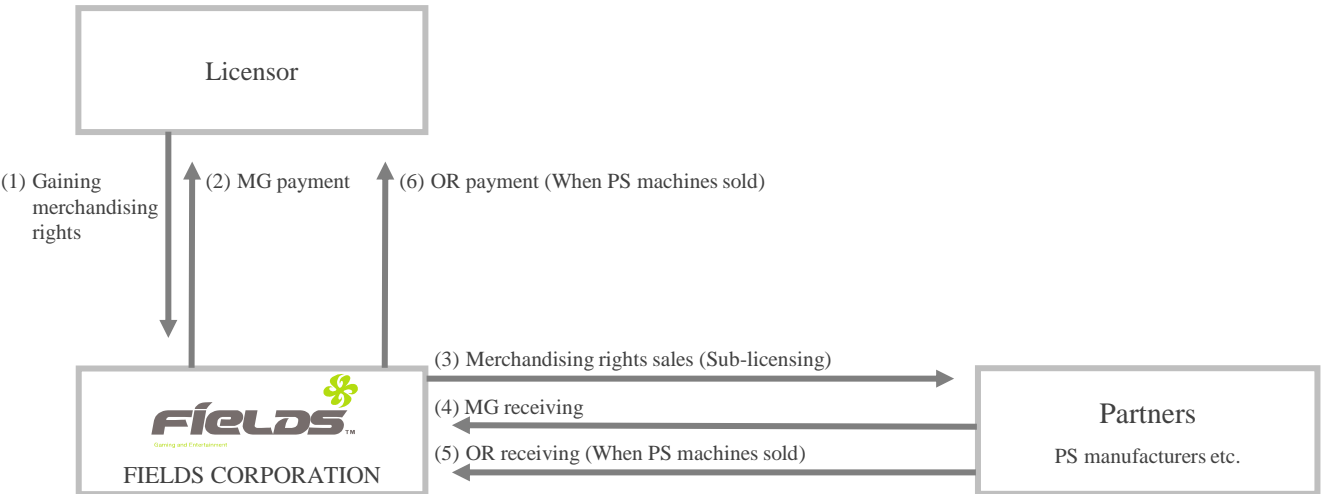
\*We have a contract that stipulates that we will exclusively sell PS machines.

Price of PS machine collection  
method (image)



Business flow of merchandising rights in products planning and development for which our group is the sole distributor











\*Profits and losses related to the license is recorded when the PS machine is sold.



(2) (4) MG (Minimum Guarantee): Minimum guarantee fee paid by the licensee to the licensor when concluding a license business contract  
(5) (6) 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

# Main affiliated manufactures and group companies

(As of March 31, 2025)

Alliance Manufacturer	Manufacturer	Cumulative unit sales of manufacturer	History of alliance
	SANKYO Group <b>Bisty</b> 	P : 2,869,000 machines  S : 863,400 machines  Total : <b>3,732,400 machines</b>	・2003 Signed a Basic Sales and Purchase Agreement with Bisty Co., Ltd.
	KYORAKU SANGYO Group <b>OK</b> 	P : 431,700 machines  S : 16,800 machines  Total : <b>448,500 machines</b>	・2008 Formed alliance with KYORAKU SANGYO ・2012 Exclusive sales of OK!! brand machines began ・2015 Signed a Basic Agreement with OK Co., Ltd.
	CAPCOM Group <b>Enterrise</b> 	P :  S : 408,200 machines  Total : <b>408,200 machines</b>	・2009 Signed a Basic Agreement with Enterrise Co., Ltd.
	Daiichi Shokai Group <b>D-light</b> 	P : 54,400 machines  S : 47,200 machines  Total : <b>101,600 machines</b>	・2013 Formed an alliance with D-light Co., Ltd. ・2015 Formed an alliance with Daiichi Shokai Co., Ltd
	NewGin Group <b>EXCITE</b> 	P : 16,800 machines  S : 52,300 machines  Total : <b>69,100 machines</b>	・2017 Sales cooperation of EXCITE brand machines began
Consolidated Subsidiary	<b>SPIKY GROUP *1</b>    	P :  S : 125,100 machines  Total : <b>125,100 machines</b>	・2015 SPIKY CORPORATION became the consolidated subsidiary
	<b>NANASHOW</b> 	P : 41,500 machines  S : 68,000 machines  Total : <b>109,500 machines</b>	・2014 Formed an alliance with NANASHOW Corporation Became the affiliated company ・2018 NANASHOW became the consolidated subsidiary

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

(The Spiky group's unit sales include a portion of the unit sales of machines manufactured by SPIKY CORPORATION, CROSSALPHA CORPORATION, SHINNICHI TECHNOLOGY CORPORATION, and F CORPORATION.)

\*The number of units sold is rounded down to the nearest 100.

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

## Main PS machines from FY2024 to FY2025

(As of March 31, 2025)

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\*The table shows the titles which are announced as of May 13, 2025. The information of the Amadigi-type and reuse-type machines are omitted.

\*The number of units sold is rounded down to the nearest 100 (the number of units sold for each individual title is rounded down to the nearest thousand).

\*The table shows the unit sales which the number of machines sold is calculated at the end of FY2024.

\*The unit sales less than 10,000 are not disclosed. \*Please refer to the page through 22-29 for details on titles launched from FY2000. \*Date in the table is on a delivery month basis.

# Change in pachinko unit sales by affiliated manufacturer

(As of March 31, 2025)

	FY	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Bisty	Title	-	-	-	1	4	5	5	5	4	4	2	2	1
	Unit sales	-	-	-	4,100	169,000	262,800	292,900	217,500	170,800	286,800	236,500	181,700	48,200
OK!!	Title	-	-	-	-	-	-	-	-	-	-	-	-	1
	Unit sales	-	-	-	-	-	-	-	-	-	-	-	-	32,400
MIZUHO/ Macy	Title	-	-	-	-	-	-	-	-	-	-	-	-	-
	Unit sales	-	-	-	-	-	-	-	-	-	-	-	-	-
NANASHOW	Title	-	-	-	-	-	-	-	-	-	-	-	-	-
	Unit sales	-	-	-	-	-	-	-	-	-	-	-	-	-
Daichi Syokai/ D-light	Title	-	-	-	-	-	-	-	-	-	-	-	-	-
	Unit sales	-	-	-	-	-	-	-	-	-	-	-	-	-
NewGin/ EXCITE	Title	-	-	-	-	-	-	-	-	-	-	-	-	-
	Unit sales	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	Title	-	-	-	1	4	5	5	5	4	4	2	2	2
	Unit sales	-	-	-	4,100	169,000	262,800	292,900	217,500	170,800	286,800	236,500	181,700	80,600

# Change in pachislot unit sales by affiliated manufacturer

	FY	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
RODEO	Title	2	4	5	6	3	2	3	5	3	2	3	3	2
	Unit sales	32,900	155,200	176,400	153,500	165,100	159,200	42,800	86,100	29,800	28,700	121,600	81,800	104,500
Bisty	Title	-	-	-	1	2	1	5	3	2	2	2	2	3
	Unit sales	-	-	-	5,600	19,000	22,900	73,700	112,400	91,200	76,100	70,000	81,700	65,800
OK!!	Title	-	-	-	-	-	-	-	-	-	-	-	-	-
	Unit sales	-	-	-	-	-	-	-	-	-	-	-	-	-
Enterrise	Title	-	-	-	-	-	-	-	-	-	1	1	1	1
	Unit sales	-	-	-	-	-	-	-	-	-	2,400	16,100	7,200	47,800
MIZUHO/ Macy	Title	-	-	-	-	-	-	-	-	-	-	-	-	-
	Unit sales	-	-	-	-	-	-	-	-	-	-	-	-	-
NANASHOW	Title	-	-	-	-	-	-	-	-	-	-	-	-	-
	Unit sales	-	-	-	-	-	-	-	-	-	-	-	-	-
Spiky group	Title	-	-	-	-	-	-	-	-	-	-	-	-	-
	Unit sales	-	-	-	-	-	-	-	-	-	-	-	-	-
Daichi Syokai/ D-light	Title	-	-	-	-	-	-	-	-	-	-	-	-	-
	Unit sales	-	-	-	-	-	-	-	-	-	-	-	-	-
NewGin/ EXCITE	Title	-	-	-	-	-	-	-	-	-	-	-	-	-
	Unit sales	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	Title	2	4	5	7	5	3	8	8	5	5	6	6	6
	Unit sales	32,900	155,200	176,400	159,100	184,100	182,100	116,500	198,600	121,000	107,400	207,800	170,800	218,300

\*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. (The number of units sold is rounded down to the nearest 100.)

# Change in pachinko unit sales by affiliated manufacturer

(As of March 31, 2025)

	FY	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	Total
Bisty	Title	3	2	2	2	2	2	2	2	2	2	3	3	60
	Unit sales	111,800	159,700	90,600	98,600	56,800	37,100	57,400	32,500	68,400	86,500	143,300	55,100	2,869,000
OK!!	Title	2	1	1	1	-	2	3	1	2	3	-	1	18
	Unit sales	28,700	114,500	5,000	22,800	19,100	24,000	63,000	12,400	54,100	32,800	12,900	9,400	431,700
MIZUHO/ Macy	Title	-	1	3	-	1	-	-	-	-	-	-	-	5
	Unit sales	-	4,800	39,600	-	6,300	5,300	-	-	-	-	-	-	56,200
NANASHOW	Title	-	-	-	2	-	1	1	-	-	1	-	1	6
	Unit sales	-	-	-	3,700	600	16,500	3,900	-	-	12,000	-	4,500	41,500
Daiichi Syokai/ D-light	Title	-	-	1	1	-	1	1	-	-	1	1	-	6
	Unit sales	-	-	8,600	14,000	-	10,200	4,300	-	-	5,000	10,400	1,500	54,400
NewGin/ EXCITE	Title	-	-	-	-	-	-	-	-	1	-	1	1	3
	Unit sales	-	-	-	-	-	-	-	-	10,200	-	3,100	3,400	16,800
Total	Title	5	4	7	6	3	6	7	3	5	7	5	6	98
	Unit sales	140,600	279,200	143,900	139,300	82,900	93,300	128,700	45,000	132,700	136,400	169,800	74,200	3,469,800

# Change in pachislot unit sales by affiliated manufacturer

	FY	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	Total
RODEO	Title	1	1	-	1	2	-	-	-	-	-	-	-	48
	Unit sales	26,500	42,500	-	4,400	600	-	-	-	-	-	-	-	1,412,200
Bisty	Title	3	-	3	2	2	2	2	2	1	1	2	1	44
	Unit sales	61,700	0	54,300	12,000	12,200	13,100	14,800	7,600	10,000	14,900	23,600	19,800	863,400
OK!!	Title	-	-	-	-	2	-	-	-	-	1	-	2	5
	Unit sales	-	-	-	-	7,000	-	-	-	2,900	300	-	6,400	16,800
Enterrise	Title	2	1	2	3	2	3	1	1	2	2	-	4	27
	Unit sales	72,000	24,400	42,800	57,800	22,300	4,800	19,800	17,600	14,900	13,700	2,400	41,400	408,200
MIZUHO/ Macy	Title	1	-	-	-	2	-	-	-	-	-	-	-	3
	Unit sales	54,100	0	-	-	4,000	-	-	-	-	-	-	-	58,100
NANASHOW	Title	-	1	2	2	3	2	2	1	-	-	-	-	13
	Unit sales	-	20,000	14,900	6,300	10,900	7,900	5,100	2,400	-	-	-	-	68,000
Spiky group	Title	-	-	-	-	1	4	-	3	2	2	2	3	17
	Unit sales	-	-	-	-	7,000	6,600	-	12,600	15,400	26,300	24,100	32,800	125,100
Daiichi Syokai/ D-light	Title	-	-	3	1	2	-	-	1	1	1	1	1	11
	Unit sales	-	-	9,100	3,100	3,300	-	-	4,000	6,000	10,700	6,300	4,300	47,200
NewGin/ EXCITE	Title	-	-	-	-	1	-	1	-	-	-	1	1	4
	Unit sales	-	-	-	-	19,700	-	12,600	-	-	-	14,100	5,800	52,300
Total	Title	7	3	10	9	17	11	6	8	6	7	6	12	172
	Unit sales	214,400	87,200	121,200	83,700	87,400	32,600	52,500	44,600	49,300	66,100	70,500	110,800	3,051,700

\*The Spiky group's unit sales include a portion of the unit sales of machines manufactured by SPIKY CORPORATION, CROSSALPHA CORPORATION, SHINNICHI TECHNOLOGY CORPORATION, and F CORPORATION.)  
\*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. (The number of units sold is rounded down to the nearest 100)  
\*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 ULTRA7EVEN* released in FY2017 and *Pachinko Onimusha: Dawn of Dreams Super Souken* released in FY2018 from KYORAKU SANGYO.

Change in pachinko unit sales by title (FY2003 to FY2025)

				(As of March 31, 2025)			
Bisty							
FY		Title	Number of sales				
1	2003	CR FEVER KUNG-FU GAL	14,000	26	2009	CR Neon Genesis Evangelion—The Beginning and the End	237,000
2	2004	CR Kahara Tomomi to Minashigo Hatchi	41,000	27		CR Iron Chef	-
3		CR Neon Genesis Evangelion	124,000	28		CR GTO	-
4		CR Circuit e ikou!	11,000	29		CR Neon Genesis Evangelion —The Angels Are Back Again YF	24,000
5		CR FEVER TWINS	-	30		CR Shimizu no Jirocho—The Bonds of Life	11,000
6	2005	CR Neon Genesis Evangelion: Second Impact	161,000	31	2010	CR Kung Fu Panda	12,000
7		CR Ashita ga arusa Yoshimoto World	38,000	32		CR Evangelion —Evangelical of the beginnings Light ver.	-
8		CR Marilyn Monroe	39,000	33		CR Shimizu no Jirocho Light ver.	-
9		CR Iijima Naoko no Casino Bisty	21,000	34		CR Evangelion —Evangelical of the Beginnings	205,000
10		CR Daimajin	10,000	35	2011	CR Evangelion 7	100,000
11	2006	CR Neon Genesis Evangelion—Kiseki no Kachiwa	187,000	36		CR The story of ayumi hamasaki Sweet Version	10,000
12		CR WINK	11,000	37		CR The story of ayumi hamasaki Light Version	-
13		CR Aya Matsuura	40,000	38		CR The story of ayumi hamasaki —introduction	72,000
14		CR Otoko Ippiki Gaki Daisho	-	39	2020	Evangelion 7 Smile Model	12,000
15		CR Shin Sangoku Musou	27,000	40		CR Sengoku BASARA 3 —The Battle of Sekigahara	16,000
16	2007	CR Neon Genesis Evangelion —The Angels Are Back Again	199,000	41	2012	EVA Light III	16,000
17		CR Tomb Raider	-	42	2013	CR EVANGELION 8 Premium Battle	12,000
18		CRA Felix the Cat	-	43		CR TEKKEN	18,000
19		CR The Mask of Zorro	-	44		CR EVANGELION 8	75,000
20		CR LOONEY TUNES BIA	-	45		CR Beyond the Heavens	-
21	2008	CR Mystic Blue	-	46	2014	CR TEKKEN LIGHT VERSION	-
22		CR King Kong	21,000	47		CR EVANGELION 8 Extreme Battle	20,000
23		CR Seven Samurai	82,000	48		CR ayumi hamasaki 2	23,000
24		CRA A Morning Musume	-	49		CR EVANGELION 9	103,000
25		CR A Neon Genesis Evangelion Premium Model	51,000	50		CR EVANGELION 9 Premium Amadigi ver.	13,000
				51		CR EVANGELION 9 Middle ver.	-

\*The table shows some of the titles announced as of May 13, 2025.  
\*The figures have been rounded down to the nearest thousand.  
\*Some of the unit sales include the rental plan.  
\*The table shows the unit sales calculated at the end of FY2024. (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.

Change in pachinko unit sales by title (FY2003 to FY2025)

(As of March 31, 2025)							
52	2015	CR EVANGELION 9 Type zero ver.	-	78	2020	NEON GENESIS EVANGELION Decisive Battle -Crimson-	14,000
53		CR Martian Successor NADESICO	-	79		P CODE GEASS Lelouch of the Rebellion	13,000
54		CR EVANGELION X	53,000	80		NEON GENESIS EVANGELION Decisive Battle PREMIUM MODEL	-
55		CR EVANGELION 9 Type zero 199 ver.	-	81	2021	P Uchū Senkan Yamato 2202 Ai no Senshi-tachi	-
56		CR Martian Successor NADESICO Light ver.	-	82		P CODE GEASS Lelouch of the Rebellion Light middle ver.	-
57		CR EVANGELION X PREMIUM MODEL	12,000	83		NEON GENESIS EVANGELION -Roar for tomorrow-	84,000
58	2016	CR TEKKEN 2 Toushin ver.	15,000	84	2022	P CODE GEASS Lelouch of the Rebellion Light ver.	-
59		CR EVANGELION 9 180ver.	-	85		P Uchū Senkan Yamato 2202 -ONLY ONE-	15,000
60		CR EVANGELION 10 SPEED IMPACT	12,000	86		P Uchū Senkan Yamato 2202 Ai no Senshi-tachi Light Ver.	-
61		CR EVANGELION— Time to Rise	57,000	87	P Godzilla vs EVANGELION -G-cells awakening-	50,000	
62		CR TEKKEN 2 Fujin ver.	-	88	P Uchū Senkan Yamato 2202 -ONLY ONE- light Ver.	-	
63		2017	CR EVANGELION— Time to Rise Premium Model	-	89	2023	P CODE GEASS Lelouch of the Rebellion -Rebellion to Re; surrection-
64	CR EVANGELION 2018 model		36,000	90	NEON GENESIS EVANGELION -Roar for tomorrow- SPECIAL EDITION		10,000
65	CR EVANGELION — Time to Rise Start impact		-	91	P Godzilla vs EVANGELION -G-cells awakening- PREMIUM MODEL		-
66	CR CODE GEASS Lelouch of the Rebellion - Emperor Road-		10,000	92	Pachinko EVANGELION:3.0 + 1.0 Type Rei	56,000	
67	CR EVANGELION 2018 model GOLD Impact		-	93	Sumapachi EVANGELION:3.0 + 1.0 Type Kaworu	12,000	
68	2018		CR Drum ☆ EVANGELION PINK	-	94	2024	NEON GENESIS EVANGELION -Roar for tomorrow- PREMIUM MODEL
69		Mode Pachinko CODE GEASS Lelouch of the Rebellion - easy version -	-	95	Sumapachi EVANGELION:3.0 + 1.0 Type Gendo		-
70		Mode Pachinko Drum ☆ EVANGELION GOLD	-	96	P CODE GEASS Lelouch of the Rebellion -Rebellion to Re; surrection- light ver.		-
71		EVANGELION Super awakening/ Super berserk	27,000	97	P Uchū Senkan Yamato 2202 Super Wave	13,000	
72		2019	PACHINKO TEKKEN EXTREME	-	98	P Godzilla vs EVANGELION Second impact G	20,000
73			EVANGELION 13 Premium model	-	99	e Godzilla vs EVANGELION Second impact G Awakening of destroyer	-
74	NEON GENESIS EVANGELION Rebirth of Angels		35,000	100	Pachinko EVANGELION:3.0 + 1.0 129 LT ver.	-	
75	PACHINKO TEKKEN EXTREME SWEET COMBO VER.		-	101	2025	e Tokyo Ghoul	On sale
76	EVANGELION 13 EXTRA model		-				
77	NEON GENESIS EVANGELION Rebirth of Angels PREMIUM MODEL		-				

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Regarding the titles which unit sales were less than 10,000, the figures are not disclosed.

Change in pachinko unit sales by title (FY2003 to FY2025)

(As of March 31, 2025)

OK!!			
FY		Title	Unit sales
1	2012	New-century Pachinko GHOST IN THE SHELL: STAND ALONE COMPLEX MAX type	-
2		New-century Pachinko GHOST IN THE SHELL: STAND ALONE COMPLEX Middle type	25,000
3	2013	Pachinko Onimusha: Dawn of Dreams	33,000
4		New-century Pachinko BERSERK	23,000
5	2014	Pachinko Onimusha: Dawn of Dreams Light Version	-
6		Pachinko Ultra Battle Retsuden	80,000
7	2015	Pachinko Marvel's Avengers	-
8	2016	Pachinko GANTZ	31,000
9	2017	Pachinko Ultra Battle Retsuden Light Edition	-
10		Pachinko Marvel's Avengers Type196	-
11		Pachinko Marvel's Avengers Light Version	-
12		Pachinko GANTZ EXTRA	-
13	2018	Pachinko Onimusha: Dawn of Dreams Super Souken (Manufactured by KYORAKU SANGYO)	15,000
14		Pachinko GEKIJOUREI	10,000
15	2019	Pachinko GANTZ:2	25,000
16		Pachinko Onimusha: Dawn of Dreams Kyouki Ranbu (Manufactured by KYORAKU SANGYO)	10,000
17		Pachinko Onimusha: Dawn of Dreams Kyouki Ranbu Light Verion (Manufactured by KYORAKU SANGYO)	-
18		PACHINKO 6 ULTRAMAN BROTHERS (Manufactured by KYORAKU SANGYO)	20,000
19	2020	Pachinko ULTRASEVEN Cho Rambu (Manufactured by KYORAKU SANGYO)	10,000
20		Pachinko GANTZ:2 Sweet ver.	-
21	2021	PACHINKO GANTZ KIWAMI	-
22		PACHINKO ULTRAMAN TARO 2 (Manufactured by KYORAKU SANGYO)	25,000
23		PACHINKO 6 ULTRAMAN BROTHERS Light version (Manufactured by KYORAKU SANGYO)	-
24		PACHINKO ULTRAMAN TARO 2 Super decisive battle LIGHT ver. (Manufactured by KYORAKU SANGYO)	-
25	2022	PACHINKO KAMEN RIDER Dark rider ver. (Manufactured by KYORAKU SANGYO)	12,000

26	2022	PACHINKO GANTZ:3 LAST BATTLE	11,000
27		PACHINKO ULTRAMAN TIGA 1500×84	20,000
28	2023	PACHINKO ULTRAMAN TIGA Ultra super luminal Light ver.	-
29		Pachinko GANTZ Awakening RUSH180	-
30		PACHINKO MITOKOHMON chogokujo	-
31	2024	Pachinko GANTZ Awakening SWEET 2000	-
32		e ULTRAMAN 2400★80	-
33	2025	e SHIN ULTRAMAN	On sale

MIZUHO/ Macy			
FY		Title	Unit sales
1	2014	CR BATMAN	-
2	2015	CR Million GOD RISING	22,000
3		CR Midoridon Hanabi DE Buon giorno	10,000
4		CR Million GOD RISING—ZEUS Returns—	-
5		CR Tengen Toppa Gurren Lagann	-
6		CR Midoridon Hanabi DE Buon giorno 1/99ver.	-
7	2017	CR Yu-Gi-Sei Million Arthur	-
8	2018	CR Tengen Toppa Gurren Lagann 199 ver.	-
9		CR Tengen Toppa Gurren Lagann 99 ver.	-
10		CR Yu-Gi-Sei Million Arthur 199ver	-

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\*Some of the unit sales include the rental plan.  
\*The table shows the unit sales calculated at the end of FY2024. (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.



Change in pachinko unit sales by title (FY2003 to FY2025)

(As of March 31, 2025)

Daiichi Shokai/ 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>	-
7	2022	<i>P INUYASHA 2</i>	-
8	2023	<i>P Hyakka-Ryoran</i>	10,000
9	2024	<i>P Hyakka-Ryoran Gohoushi 129ver.</i>	-
10	2025	<i>e INUYASHA 3.0</i>	On sale

NewGin/ EXCITE			
	FY	Title	Unit sales
1	2021	<i>P BERSERK Musou</i>	10,000
2	2023	<i>P BERSERK Musou Vengeance ver.</i>	-
3	2024	<i>P Ring ni kakeroI</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>	-
6	2022	<i>P Gatchaman the True Velocity</i>	12,000
7	2024	<i>Sumapachi SSSS.GRIDMAN</i>	-

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\*The figures have been rounded down to the nearest thousand.  
\*Some of the unit sales include the rental plan.  
\*The table shows the unit sales calculated at the end of FY2024. (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.

Change in pachislot unit sales by title (FY2000 to FY2025)

RODEO			26	2007	Virtua Fighter	10,000	
FY	Title	Unit sales	27		Tenka Muteki! Salaryman Kintaro	18,000	
1	2000	INDY JAWS 2	23,000	28	The Mask of Zorro	-	
2		Gamera	29,000	29	Cream Stew	-	
3	2001	Ichigeki Teio 2	17,000	30	Devil May Cry 3	48,000	
4		Salaryman Kintaro	118,000	31	2008	Kaiji Act 2	18,000
5		DOUBLE CHALLENGE	31,000	32	Tenchi wo Kurau	-	
6		Oo-Gamera	32,000	33	Sonic Live	-	
7	2002	KAZENOYOUJINBOU	53,000	34	2009	Onimusha: Dawn of Dreams	90,000
8		SNOW KING	-	35	Hono-no Nekketsu Kyoshi	-	
9		Salaryman Kintaro S	-	36	2010	Gravion	-
10		CLUB RODEO T	43,000	37	Ore no Sora—Spirit of Young Justice	38,000	
11		Ginginmaru	31,000	38	Gamera	13,000	
12	2003	Gamera -High Grade Vision	61,000	39	2011	Pachislot Monster Hunter	95,000
13		WANTOUCHABLE (Sammy)	-	40	Rahxephon	-	
14		JET SET RADIO	22,000	41	Kaze no Youjinbou—Memory of Butterflies	23,000	
15		Charlie's Angels FT	-	42	2012	Pachislot Shin-Onimusha Sairin	41,000
16		Sloter Kintaro	52,000	43	SAKIGAKE OTOKOJUKU—TENCHO-GORIN THE FINAL	24,000	
17		Yajyu	14,000	44	2013	Kaiji3 (Manufactured by GINZA Corporation)	25,000
18	2004	Onimusha 3	120,000	45	2014	Salaryman Kintaro Syusse Kaido	42,000
19		Kaiji	29,000	46	2016	Pachislot INUYASHA	-
20		Umematsu Dynamite Wave!	36,000	47	2017	PACHISLOT TATAKAE! SALARY-MAN	-
21	2005	Ore no Sora	125,000	48		Pachislot Ys I&II	-
22		Dokonjo Gaeru	-				
23	2006	Sakigake!! Otoko Juku	17,000				
24		PREMIUM Dynamite	-				
25		Dokaben	-				

\*The table shows some of the titles announced as of May 13, 2025.  
\*The figures have been rounded down to the nearest thousand.  
\*Some of the unit sales include the rental plan.  
\*The table shows the unit sales calculated at the end of FY2024. (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.

Change in pachislot unit sales by title (FY2000 to FY2025)

Bisty			26	2013	PACHISLOT ULTRAMAN WARS	23,000	
FY		Title	Unit sales	27	2015	EVANGELION—Spear of Hope	26,000
1	2003	KAIZOKU	-	28		EVANGELION—Tamashii wo Tsunagumono	15,000
2	2004	Dai Yamato	12,000	29		MOBILE SUIT GUNDAM Awakening—Chained battle—	12,000
3		Fever Natsumatsuri	-	30	2016	EVANGELION—WISH OF VICTORY	
4	2005	Neon Genesis Evangelion	23,000	31		PACHI-SLOT MOBILE SUIT Z GUNDAM	-
5	2006	SHERLOCK HOUND	-	32	2017	EVANGELION 30φMODEL	-
6		GTO	-	33		Neon Genesis Evangelion - to You the Sincerity 2	-
7		ROCKY BALBOA	-	34	2018	Pachislot Evangelion AT777	14,000
8		Tomb Raider	60,000	35		Neon Genesis Evangelion - berserk 400	-
9		Lord of the Rings	-	36	2019	CARD BATTLE PACHI-SLOT MOBILE SUIT GUNDAM X-OVER	-
10	2007	Beach Club	-	37		EVANGELION FESTIVAL	-
11		Neon Genesis Evangelion—Magokoro wo Kimini	99,000	38	2020	Pachislot for CHAR AZNABLE -RED COMET's Counterattack-	-
12		Morning Musume	-	39		PACHISLOT THE iDOLM@STER MILLION LIVE!	-
13	2008	KING KONG	-	40	2021	NEON GENESIS EVANGELION -Resonance of souls-	-
14		Neon Genesis Evangelion—That time has come, now they're waiting for us	90,000	41	2022	Pachislot MOBILE SUIT GUNDAM UNICORN	15,000
15	2009	Saturday Night Fever	-	42	2023	L Evangelion -Genesis of Destiny-	17,000
16		Neon Genesis Evangelion—Die Spur der SEELE	84,000	43		L Godzilla vs EVANGELION	14,000
17	2010	MOBASLO Evangelion—for your own wish	77,000	44	2024	L Pachislot Evangelion: 3.0+1.0	11,000
18		Magical Shopping Arcade Abenobashi	-	45	2025	L Pachislot MOBILE SUIT GUNDAM SEED	On sale
19	2011	Evangelion—the Heartbeat of Life	46,000	46		LB Pachislot Evangelion -The Door of Promises-	On sale
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				

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\*The table shows the unit sales calculated at the end of FY2024. (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.

Change in pachislot unit sales by title (FY2000 to FY2025)

(As of March 31, 2025)

Enterrise/ Adelson			
	FY	Title	Unit sales
1	2009	VIEWTIFUL JOE	-
2	2010	Sengoku BASARA 2	16,000
3	2011	Street Fighter IV	-
4	2012	Resident Evil 5	49,000
5	2013	Monster Hunter: Gekka Raimei	50,000
6		Devil May Cry 4	25,000
7	2014	Pachislo Sengoku BASARA 3	20,000
8	2015	Resident Evil 6	37,000
9		Asura's Wrath	-
10	2016	Super Street Fighter IV	-
11		Devil May Cry X (Cross)	15,000
12		Monster Hunter Kyoryu Sensen	37,000
13	2017	Pachislo Machine Ace Attorney	-
14		Resident Evil Revelations	18,000
15	2018	Pachislo Okami	-
16		STREET FIGHTER V PACHISLOT EDITION	-
17		Pachislot Sengoku BASARA HEROES PARTY	-
18	2019	PACHI SLOT Onimusha: Dawn of Dreams	20,000
19	2020	Pachislot MONSTER HUNTER: WORLD	17,000
20	2021	PACHISLOT Hyakkaryouran SAMURAI GIRLS	-
21		Pachislot MONSTER HUNTER: WORLD™ GOLD HUNTING	10,000
22	2022	Pachislot Gekka Miyabi	-
23		Pachislot MONSTER HUNTER WORLD: ICEBORNE™	14,000

24	2024	Smart Slot STRIKE THE BLOOD	-
25		Smart slot STREET FIGHTER V The way of the challenger	-
26		Smart pachislot MONSTER HUNTER RISE	21,000
27		Smart Pachislot Resident Evil5	12,000
28	2025	Smart Pachislot Devil May Cry 5 STYLISH TRIBE	On sale

OK!!			
	FY	Title	Unit sales
1	2017	Pachi-Slot Marvel's The Avengers	-
2		PACHI-SLOT ULTRASEVEN (Manufactured by KYORAKU SANGYO)	-
3	2022	PACHI-SLOT ULTRAMAN TARO Tyrant SPEC	-
4	2024	L Ultraman Tiga	-
5		L MASKED RIDER DEN-O	-
6	2025	L ULTRAMAN	On sale

Daiichi Shokai/ D-light			
	FY	Title	Unit sales
1	2015	MAJESTIC PRINCE	-
2		HIGURASHI NO NAKUKORONI—KIZUNA	-
3		Oh My Goddess!	-
4	2016	Pachislot GARGANTIA ON THE VERDUROUS PLANET	-
5	2017	Pachislot Osomatsu-kun	-
6		Pachislot The Ambition of Oda Nobuna	-
7	2020	PACHISLOT TETSUYA -Destiny and real ability-	-
8	2021	S Ushio &TORA -A flash of thunder spear-	-
9	2022	PACHISLOT BOØWY	10,000
10	2023	L Higurashi When They Cry: GOU	-
11	2024	L SHIN IKKITOUSEN	-

\*The table shows some of the titles announced as of May 13, 2025.  
\*The figures have been rounded down to the nearest thousand.  
\*Some of the unit sales include the rental plan.  
\*The table shows the unit sales calculated at the end of FY2024. (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.

Change in pachislot unit sales by title (FY2000 to FY2025)

(As of March 31, 2025)

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















NewGin/ EXCITE			
	FY	Title	Unit sales
1	2017	Sengoku Pachislot Hana no Keiji - Ten wo Ugatsu Iksayari - (Sales cooperation)	19,000
2	2019	Pachislot Salaryman Kintaro -MAX-	12,000
3	2023	L BERSERK Musou	14,000
4	2024	L Salaryman Kintaro	On sale

NANASHOW			
	FY	Title	Unit sales
1	2014	Pachislot BERSERK	20,000
2	2015	PACHISLOT NINJA GAIDEN	12,000
3		Pachislot Ultraman	-
4	2016	Pachislot ALIEN BALTAN	-
5		Pachislot LOAD of VERMILION	-
6	2017	PACHISLOT GRAPPLER BAKI	-
7		PACHISLOT TOUKIDEN	-
8		PACHISLOT BLACK LAGOON3	-
9	2018	Pachislot Mach GoGoGo	-
10		Pachislot LORD of VERMILION Re:	-
11	2019	Super AT Chu la Oki	-
12		PACHISLOT Tengen Toppa Gurren Lagann	-
13	2020	AKAME GA KILL!	-

Spiky GROUP			
	FY	Title	Unit sales
1	2017	PACHISLOT Super GANTZ (Developed by NANASHOW Corporation)	-
2	2018	PACHISLOT Tengen Toppa Gurren Lagann - KIWAME- (Developed by NANASHOW Corporation)	-
3		Pachislot Hananchu (Developed by NANASHOW Corporation)	-
4		PACHISLOT ROCKMAN Ability (Developed by Enterrise Co., Ltd. )	-
5		Resident Evil INTO THE PANIC (Developed by Enterrise Co., Ltd.)	-
6	2020	BLACK LAGOON4 (Developed by NANASHOW Corporation)	-
7		PACHISLOT Ring-ni-kakero1 -World champion carnival version- (Developed by Enterrise Co., Ltd.)	-
8		ZETTAI SHOGEKI III (Developed by NANASHOW Corporation)	-
9	2021	PACHISLOT GANTZ KIWAMI THE SURVIVAL GAME	-
10		BLACK LAGOON ZERO bullet MAX	-
11	2022	PACHISLOT INUYASHA	15,000
12		Pachislot Shin Ore no Sora	10,000
13	2023	S The Ambition of Oda Nobuna -countywide edition-	-
14		L Ring ni kakero1 V	17,000
15	2024	L AKAME GA KILL! 2	-
16		L INUYASHA 2	10,000
17		L Tokyo Ghoul	17,000
18	2025	L ZETTAI SHOGEKI - PLATONIC HEART-	On sale

\*The table shows some of the titles announced as of May 13, 2025.  
\*The figures have been rounded down to the nearest thousand.  
\*Some of the unit sales include the rental plan.  
\*The table shows the unit sales calculated at the end of FY2024. (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.
































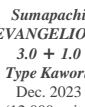


# Change of pachinko *Evangelion* series

FY	Sales title (main title)	Low gambling nature type/ reused-type machines	Unit sales of series (Booked amount)	FY	Sales title (main title)	Low gambling nature type/ reused-type machines	Unit sales of series (Booked amount)
2004	 <i>Neon Genesis Evangelion</i> Dec. 2004 (124,000 machines)		<u>98,000</u> machines	2009	 <i>The Beginning and the End</i> Apr. 2009 (237,000 machines)	 <i>The Angels Are Back Again YF</i> Jan. 2010 (24,000 machines)	<u>259,000</u> machines
2005	 <i>Second Impact</i> Feb. 2006 (161,000 machines)		<u>150,000</u> machines	2010	 <i>Evangelical of the Beginnings</i> Jun. 2010 (205,000 machines)	 <i>Evangelical of the Beginnings Light ver.</i> Nov. 2010	<u>215,000</u> machines
2006	 <i>Kiseki no Kachiwa</i> Feb. 2007 (187,000 machines)		<u>206,000</u> machines	2011	 <i>Evangelion 7</i> Jan. 2012 (100,000 machines)		<u>97,000</u> machines
2007	 <i>The Angels Are Back Again</i> Jan. 2008 (199,000 machines)		<u>206,000</u> machines	2012		 <i>(Evangelion 7) EVA Light III</i> May 2012 (16,000 machines)	<u>31,000</u> machines
2008		 <i>Neon Genesis Evangelion Premium Model</i> May 2008 (51,000 machines)	<u>63,000</u> machines	2013	 <i>EVANGELION 8</i> Jul. 2013 (75,000 machines)	 <i>Evangelion 7 Smile Model</i> Dec. 2012 (12,000 machines)	<u>88,000</u> machines
						 <i>EVANGELION 8 Premium Battle</i> Jan. 2014 (12,000 machines)	

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

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Sales brand/ Bisty

# Change of pachinko *Evangelion* series

FY	Sales title (main title)	Low gambling nature type/ reused-type machines	Unit sales of series (Booked amount)	FY	Sales title (main title)	Low gambling nature type/ reused-type machines	Unit sales of series (Booked amount)
2014	 <i>EVANGELION 9</i> Dec. 2014 (103,000 machines)	 <i>EVANGELION 8 Extreme Battle</i> Jul. 2014 (20,000 machines)	<u>131,000 machines</u>	2019	 <i>NEON GENESIS EVANGELION Rebirth of Angels</i> Dec. 2019 (35,000 machines)	 <i>EVANGELION 13 Premium model</i> Sep. 2019	<u>51,000 machines</u>
		 <i>EVANGELION 9 Premium Amadigi Ver.</i> Feb. 2015 (13,000 machines)				 <i>EVANGELION 13 EXTRA model</i> Feb. 2020	
		 <i>EVANGELION 9 Middle Ver.</i> Feb. 2015				 <i>NEON GENESIS EVANGELION Rebirth of Angels PREMIUM MODEL</i> Mar. 2020	
2015	 <i>EVANGELION X</i> Sep. 2015 (53,000 machines)	 <i>EVANGELION 9 Type zero ver.</i> May 2015	<u>84,000 machines</u>	2020	 <i>NEON GENESIS EVANGELION Decisive Battle -Crimson-</i> Oct. 2020 (14,000 machines)	 <i>NEON GENESIS EVANGELION Decisive Battle PREMIUM MODEL</i> Feb. 2021	<u>18,000 machines</u>
		 <i>EVANGELION 9 Type zero 199ver.</i> Dec. 2015					
		 <i>EVANGELION X PREMIUM MODEL</i> Feb. 2016 (12,000 machines)					
2016	 <i>Time to Rise</i> Dec. 2016 (57,000 machines)	 <i>EVANGELION 9 180Ver.</i> Sep. 2016	<u>78,000 machines</u>	2021	 <i>NEON GENESIS EVANGELION -Roar for tomorrow-</i> Dec. 2021 (50,000 machines)		<u>51,000 machines</u>
		 <i>EVANGELION X SPEED IMPACT</i> Sep. 2016 (12,000 machines)					
2017	 <i>EVANGELION 2018 model</i> Oct. 2017 (36,000 machines)	 <i>EVANGELION 11 PREMIUM MODEL</i> Jun. 2017	<u>46,000 machines</u>	2022	 <i>P Godzilla vs EVANGELION -G-cells awakening-</i> Dec. 2022 (50,000 machines)	 <u>Resale</u> (10,000 units)	<u>60,000 machines</u>
		 <i>EVANGELION 11 Start Impact</i> Dec. 2017					
		 <i>EVANGELION 2018 model GOLD Impact</i> Mar. 2018					
2018	 <i>EVANGELION Super awakening/ Super berserk</i> Mar. 2019 (27,000 machines)	 <i>CR Drum ☆ EVANGELION PINK</i> Aug. 2018	<u>33,000 machines</u>	2023	 <i>Pachinko EVANGELION: 3.0 + 1.0 Type Rei</i> Dec. 2023 (56,000 units)	 <u>Resale</u> (24,000 units)	<u>120,000 machines</u>
		 <i>Mode Pachinko Drum ☆ EVANGELION GOLD</i> Jan. 2019				 <i>NEON GENESIS EVANGELION -Roar for tomorrow- SPECIAL EDITION</i> Sep. 2023 (10,000 units)	
					 <i>P Godzilla vs EVANGELION -G-cells awakening- PREMIUM MODEL</i> Oct. 2023		
					 <i>NEON GENESIS EVANGELION -Roar for tomorrow- PREMIUM MODEL</i> Feb. 2024 (11,000 units)		
					 <i>Sumapachi EVANGELION: 3.0 + 1.0 Type Kaworu</i> Dec. 2023 (12,000 units)	 <i>Sumapachi EVANGELION: 3.0 + 1.0 Type Gendo</i> Mar. 2024	

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






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# Change of pachinko *Evangelion* series

FY	Sales title (main title)	Low gambling nature type/ reused-type machines	Unit sales of series (Booked amount)
2024	<div> <i>P Godzilla vs EVANGELION Second impact G</i> Dec. 2024 (20,000 units)</div> <div> <i>e Godzilla vs EVANGELION Second impact G Awakening of destroyer</i> Dec. 2024</div>	<div> <i>Pachinko EVANGELION: 3.0 + 1.0 129 LT ver.</i> Feb. 2025</div>	<div><u>41,000</u> machines</div>



Change of pachislot *Evangelion* series











FY	Sales title (main titles)	Unit sales of series (Booked amount)
2005	 <i>Neon Genesis Evangelion</i> Sep. 2005 (23,000 machines)	<u>22,000</u> machines
2007	 <i>Neon Genesis Evangelion Magokoro wo Kimini</i> Jul. 2007 (99,000 machines)	<u>99,000</u> machines
2008	 <i>Neon Genesis Evangelion That time has come, they're waiting for us</i> Sep. 2008 (90,000 machines)	<u>90,000</u> machines
2009	 <i>Neon Genesis Evangelion — Die Spur der SEELE</i> Mar. 2010 (84,000 machines)	<u>74,000</u> machines
2010	 <i>MOBASLO Evangelion —for your own wish</i> Mar. 2011 (77,000 machines)	<u>65,000</u> machines

FY	Sales title (main titles)	Unit sales of series (Booked amount)
2011	 <i>Evangelion —the Heartbeat of Life</i> Feb. 2012 (46,000 machines)	<u>69,000</u> machines
2012	 <i>EVANGELION</i> Feb. 2013 (57,000 machines)	<u>56,000</u> machines
2013	 <i>Evangelion —Ketsui no Toki</i> Feb. 2014 (13,000 machines)	<u>13,000</u> machines
2015	 <i>EVANGELION —Spear of Hope</i> Jun. 2015 (26,000 machines)	<u>41,000</u> machines
	 <i>EVANGELION —Tamashii wo Tsunagumono</i> Dec. 2015 (15,000 machines)	
2016	 <i>EVANGELION —WISH OF VICTORY</i> Feb. 2017	—

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

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Change of pachislot *Evangelion* series

F Y	Sales title (main titles)	Reuse-type machines	Unit sales of series (Booked amount)	F Y	Sales title (main titles)	Reuse-type machines	Unit sales of series (Booked amount)
2017	 <i>Neon Genesis Evangelion - to You the Sincerity 2</i> Feb. 2018	 <i>EVANGELION 30qMODEL</i> Jan. 2018	<u>11,000 machines</u>	2024	 <i>L Pachislot Evangelion: 3.0+1.0</i> Jan. 2025 (11,000 machines)		<u>19,000 machines</u>
2018	 <i>Pachislot Evangelion AT777</i> Feb. 2019 (14,000 machines)	 <i>Neon Genesis Evangelion - berserk 400</i> Mar. 2019	<u>13,000 machines</u>	2025	 <i>LB Pachislot Evangelion -The Door of Promises-</i> Jul. 2025 <u>On sale</u>		<u>On sale</u>
2019	 <i>EVANGELION FESTIVAL</i> Mar. 2020		—				
2021	 <i>NEON GENESIS EVANGELION -Resonance of souls-</i> Jan. 2022		—				
2023	 <i>L Evangelion -Genesis of Destiny-</i> Oct. 2023 (17,000 units)	 <i>L Godzilla vs EVANGELION</i> Feb. 2024 (14,000 units)	<u>23,000 machines</u>				

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

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# Unit sales of PS machines (quarterly)

(Unit: Machines)															
FY	2022					2023					2024				
	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	Q3	Q4	Full-Year	Q1	Q2	Q3	Q4	Full-Year
Total unit sales	60,300	23,900	78,600	56,800	219,800	60,300	65,600	102,400	31,700	260,200	29,200	19,300	83,300	73,700	205,700
Pachinko	42,900	13,900	65,700	29,100	151,600	42,900	42,800	76,300	25,300	187,400	8,600	12,300	48,500	23,000	92,500
	71.0%	58.0%	83.6%	51.2%	69.0%	71.0%	65.3%	74.5%	79.9%	72.0%	29.4%	63.8%	58.2%	31.3%	45.0%
Pachislot	17,400	10,000	12,900	27,700	68,100	17,400	22,700	26,100	6,300	72,700	20,600	6,900	34,700	50,600	113,100
	29.0%	42.0%	16.4%	48.8%	31.0%	29.0%	34.7%	25.5%	20.1%	28.0%	70.6%	36.2%	41.8%	68.7%	55.0%
Agency sales	53,900	-15,700	63,500	17,800	119,500	53,900	40,200	77,300	25,600	197,100	8,000	13,700	47,800	21,400	91,000
	89.3%	-65.8%	80.8%	31.4%	54.4%	89.3%	61.3%	75.5%	80.7%	75.8%	27.6%	71.2%	57.4%	29.0%	44.3%
Distribution sales	6,400	39,700	15,100	38,900	100,300	6,400	25,300	25,000	6,100	63,000	21,100	5,500	35,400	52,300	114,600
	10.7%	165.8%	19.2%	68.6%	45.6%	10.7%	38.7%	24.5%	19.3%	24.2%	72.4%	28.8%	42.6%	71.0%	55.7%
Direct sales	46,600	19,600	61,300	43,900	171,400	46,600	49,200	77,000	24,300	197,200	21,900	14,200	63,200	55,300	154,800
	77.2%	81.8%	77.9%	77.2%	78.0%	77.2%	75.0%	75.2%	76.6%	75.8%	74.8%	73.9%	75.9%	75.1%	75.3%
Indirect sales	13,700	4,300	17,300	12,900	48,400	13,700	16,300	25,300	7,400	62,900	7,300	5,000	20,000	18,300	50,800
	22.8%	18.2%	22.1%	22.8%	22.0%	22.8%	25.0%	24.8%	23.4%	24.2%	25.2%	26.1%	24.1%	24.9%	24.7%

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

# Unit sales of PS machines (H1 and H2)

(Unit: Machines)															
FY	2020			2021			2022			2023			2024		
	H1	H2	Full	H1	H2	Full	H1	H2	Full	H1	H2	Full	H1	H2	Full
Total unit sales	16,500	79,400	95,900	77,900	113,200	191,100	84,300	135,500	219,800	126,000	134,200	260,200	48,600	157,000	205,700
Pachinko	4,000	46,000	50,100	65,100	74,700	139,900	56,800	94,800	151,600	85,700	101,700	187,400	20,900	71,500	92,500
	24.7%	58.0%	52.3%	83.7%	66.0%	73.2%	67.3%	70.0%	69.0%	68.0%	75.8%	72.0%	43.1%	45.6%	45.0%
Pachislot	12,400	33,300	45,700	12,700	38,500	51,200	27,500	40,600	68,100	40,200	32,500	72,700	27,600	85,400	113,100
	75.3%	42.0%	47.7%	16.3%	34.0%	26.8%	32.7%	30.0%	31.0%	32.0%	24.2%	28.0%	56.9%	54.4%	55.0%
Agency sales	4,200	33,800	38,000	30,500	61,500	92,000	38,100	81,400	119,500	94,100	102,900	197,100	21,800	69,200	91,000
	26.0%	42.6%	39.7%	39.2%	54.3%	48.2%	45.3%	60.1%	54.4%	74.7%	76.7%	75.8%	45.0%	44.1%	44.3%
Distribution sales	12,200	45,600	57,800	47,300	51,700	99,100	46,100	54,100	100,300	31,800	31,200	63,000	26,700	87,800	114,600
	74.0%	57.4%	60.3%	60.8%	45.7%	51.8%	54.7%	39.9%	45.6%	25.3%	23.3%	24.2%	55.0%	55.9%	55.7%
Direct sales	13,000	62,500	75,500	61,400	87,800	149,300	66,200	105,200	171,400	95,800	101,400	197,200	36,200	118,600	154,800
	79.0%	78.7%	78.8%	78.9%	77.6%	78.1%	78.5%	77.6%	78.0%	76.1%	75.6%	75.8%	74.4%	75.5%	75.3%
Indirect sales	3,400	16,900	20,300	16,400	25,400	41,800	18,100	30,300	48,400	30,100	32,700	62,900	12,400	38,400	50,800
	21.0%	21.3%	21.2%	21.1%	22.4%	21.9%	21.5%	22.4%	22.0%	23.9%	24.4%	24.2%	25.6%	24.5%	24.7%

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

\*The number of units sold is rounded down to the nearest 100.



### 3. Corporate information, etc.

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Stock information

P.39 Main group companies

P.40 Our history

P.42 Activity for sustainability

P.47 Reference: introduction of our IR website

# Corporate profile

## Corporate profile

Company name	TSUBURAYA FIELDS HOLDINGS INC. https://www.tsuburaya-fields.co.jp/e/
Establishment	June 1988 (Started business as Toyo Shoji Co., Ltd. in 1983)
Address of the head office	Shibuya Garden Tower, 16-17 Nampo-dai-cho, Shibuya-ku, Tokyo 150-0036, Japan
Capital stock	¥7,948 million
Stock information	Total number of shares issued and outstanding: 65,429,150 (Treasury shares: 3,212,700)
Securities exchange	Prime Market, Tokyo Stock Exchange Code: 2767
Number of employees	1,664 (consolidated), 117 (non-consolidated)
Main business activities	Drafting and executing the Group's medium-term management plan Overseeing group management and business activities, etc.

## Director

(As of March 31, 2025)

President and Group CEO	Hidetoshi Yamamoto
Senior Managing Director	Takayuki Tsukagoshi
Senior Managing Director	Ei Yoshida
Director and Group CFO	Kenichi Ozawa
Director and In charge of Group business planning	Takashi Yamamoto
Director	Masayuki Nagatake
Director	Yusaku Toyoshima
Director	Hiroyuki Yamanaka
Outside Director *	Shigesato Itoi
Outside Director	Yoriko Aelvoet
Outside Director *	Katsuya Shirai
Outside Director *	Tetsuo Komori
Outside Director *	Keiichi Maeda
Outside Director *	Kimie Morishita

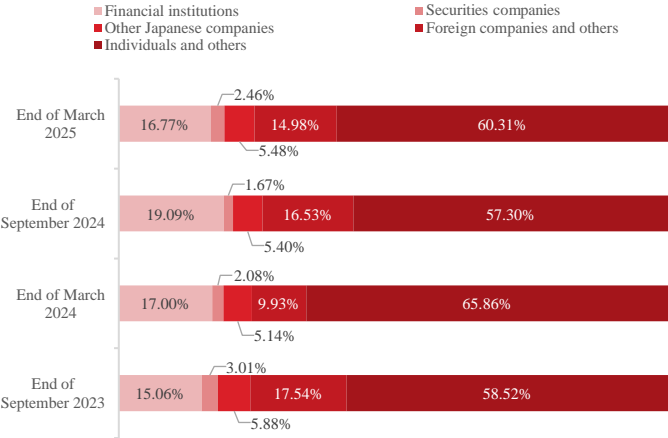
\* Mr. Shigesato Itoi, Mr. Katsuya Shirai, Mr. Tetsuo Komori, Mr. Keiichi Maeda and Ms. Kimie Morishita are outside directors as stipulated in the Companies Act.

# Stock information

## Stock information

Total number of authorized shares	277,600,000
Number of shares issued	65,429,150
Treasury shares	3,212,700
Shareholders	18,293

## By type of shareholder



\*Percentage of total shares held is calculated as the ratio of shares held to the total number of shares outstanding (excluding treasury shares).

## Major shareholders

(As of March 31, 2025)

Shareholders	Number of shares held	Percentage of total shares held* (excluding treasury shares)
Hidetoshi Yamamoto	15,250,000	24.51%
Takashi Yamamoto	7,225,600	11.61%
Custody Bank of Japan, Ltd. (Trust Account)	5,688,200	9.14%
Master Trust Bank of Japan, Ltd. (Trust Account)	3,624,600	5.83%
Mint Co.	3,200,000	5.14%
STATE STREET BANK AND TRUST COMPANY 505001	3,047,227	4.90%
Hideyuki Kayamori	1,962,800	3.15%
BBH BOSTON CUSTODIAN FOR JAPAN VALUE EQUITY CONCENTRATED FUND A SERIES OF 620135	1,331,100	2.14%
The Nomura Trust and Banking Co., Ltd. (Trust Account)	1,167,200	1.88%
Tsuyoshi Sasaki	798,900	1.28%

# Main group companies

(As of March 31, 2025)

Company name	Holding ratio of voting rights	Paid-in capital (Million yen)	Address	Business activities	Group participation month and year
<input type="radio"/> Digital Frontier Inc.	100	31	Shibuya-ku, Tokyo	Planning and production of CG etc.	Apr. 2010
<input type="radio"/> Optimize Company, Limited	100	60	Shibuya-ku, Tokyo	Information distribution services through the Internet	Oct. 2006
<input type="radio"/> 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
<input type="radio"/> TSUBURAYA FIELDS MEDIA & PICTURES ENTERTAINMENT, INC.	100	2.5 million USD	USA	Acquisition and distribution of entertainment content, Licensing business and trading card business	May 2023
<input type="radio"/> TSUBURAYA FIELDS ENTERTAINMENT INTERNATIONAL PTE. LTD.	100	1.9 million SGD	Singapore	Acquisition and distribution of entertainment content, Licensing business and trading card business	Aug. 2023
<input type="radio"/> TSUBURAYA FIELDS ENTERTAINMENT KOREA INC.	100	900 million KRW	Korea	Acquisition and distribution of entertainment content, Licensing business and trading card business	Aug. 2024
<input type="radio"/> FIELDS CORPORATION	100	100	Shibuya-ku, Tokyo	Planning, development and sales of PS machines	Oct. 2022
<input type="radio"/> BOOOM Corporation	100	10	Shibuya-ku, Tokyo	Planning and development of PS machines	May 2009
<input type="radio"/> MICROCABIN CORP.	100	10	Yokkaichi-shi, Mie	Planning and development of software for PS machines	Jan. 2011
<input type="radio"/> SEPTTECH CORPORATION	100	10	Shibuya-ku, Tokyo	Procurement and manufacturing of components related to PS machines Logistics management	Oct. 2022
<input type="radio"/> CROSSALPHA CORPORATION	100	10	Shibuya-ku, Tokyo	Development and manufacturing of PS machines	May 2015
<input type="radio"/> SPIKY CORPORATION	100	100	Shibuya-ku, Tokyo	Development and manufacturing of PS machines	May 2015
<input type="radio"/> SHINNICHI TECHNOLOGY CORPORATION	100	10	Shibuya-ku, Tokyo	Development and manufacturing of PS machines	Jan. 2008
<input type="radio"/> F CORPORATION	100	5	Shibuya-ku, Tokyo	Development and manufacturing of PS machines	Aug. 2016
<input type="radio"/> NANASHOW CORPORATION	83.33	40	Shibuya-ku, Tokyo	Development and manufacturing of PS machines	Jan. 2014
<input type="radio"/> Sophia Co., Ltd.	100	100	Kiryu-shi, Gunma	Development and manufacturing of PS machines	Mar. 2024
<input type="radio"/> ACE DENKEN Co., Ltd.	100	95	Taito-ku, Tokyo	Development, manufacturing and sales of pachinko hall facilities Development and manufacturing of PS machines	Mar. 2024
<input type="radio"/> Shinko MechatroTech Co., Ltd.	100	100	Hanamaki-shi, Iwate	Development, manufacturing and sale of information and mechatronics equipment, medical and nursing care equipment, and PS machines	Mar. 2024
<input type="radio"/> Fields Jr. Corporation	100	10	Shibuya-ku, Tokyo	Maintenance of PS machines, etc.	Mar. 2002
<input type="radio"/> LUCENT, INC.	99.89	10	Shibuya-ku, Tokyo	Leasing, management, trading and asset management of real estate	Jan. 2003
<input type="radio"/> PachinkoPachislot Information Station, Inc.	70.00	10	Shibuya-ku, Tokyo	Operation of information distribution services	Feb. 2018
<input type="radio"/> Total Workout premium management Inc.	100	5	Shibuya-ku, Tokyo	Management and operation of fitness gym	May 2011
<input type="checkbox"/> SOUGOU MEDIA INC.	35.00	10	Shibuya-ku, Tokyo	Planning and production regarding sales promotions	Mar. 2010
<input type="checkbox"/> SPO Entertainment Inc.	31.81	100	Chuo-ku, Tokyo	Acquisition, import/export, and sales of video content rights Operation of movie theaters and video distribution services Planning, developing and operating media services etc.	Mar. 2008

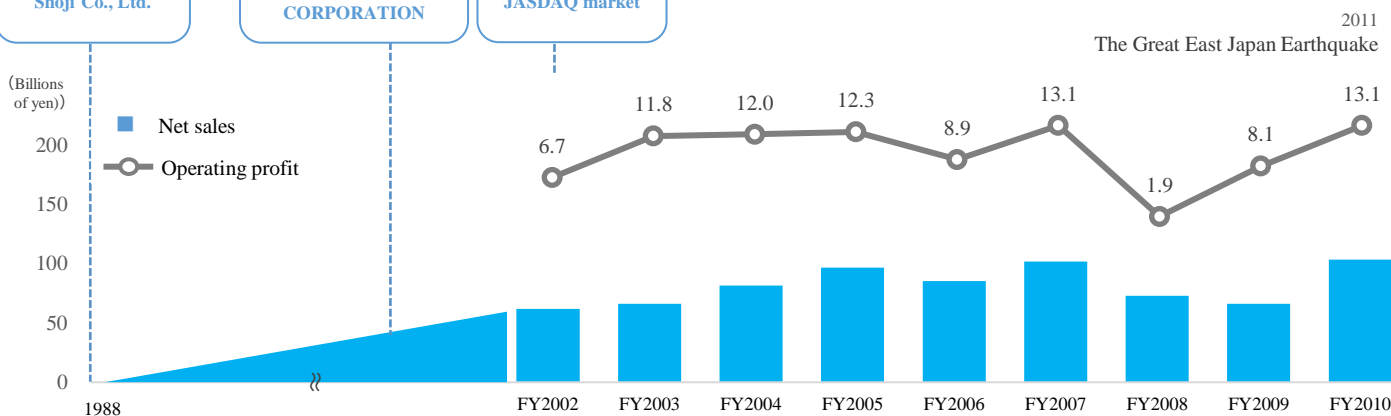
\*☐The consolidated subsidiary    ☐The subsidiaries and affiliates accounted for using the equity method

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

1988  
Established Toyo  
Shoji Co., Ltd.

2001  
Company name changed  
to FIELDS  
CORPORATION

2003  
Listed on the  
JASDAQ market



1988~

**Start-up period:**  
**PS distribution innovation**

1998~

## Full-fledged launch of PS machine as a media

2003~

In the 1990s PS machines mounted with LCD screens brought the same appeal to these machines as media such as movies and television. The advent of larger LCD screens with higher resolutions, meanwhile, led to the emergence of a host of original intellectual property (IP) unique to the industry.

To this end, we used our nationwide sales network to identify needs, and began taking steps to create PS machines that utilize outstanding IP known widely throughout the public domain.

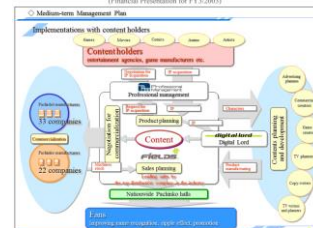
PS changes into a media. With this in mind, we have begun a full-fledged approach to IP.

In addition, we formed alliances with outstanding creative production companies and companies with talented human resources and cutting-edge technology, taking new steps to develop the merchandising rights we obtained in PS and other media as well.

The start of the 21st century saw the use of characters and other IP across the full spectrum of media formats. For pachinko machines, roughly 70 % featured IP of some kind. Recognizing that this trend could lead to IP exhaustion in the future, we made it our mission to eliminate this looming concern.

### Business model in 2003

(Financial Presentation for FY3/2003)



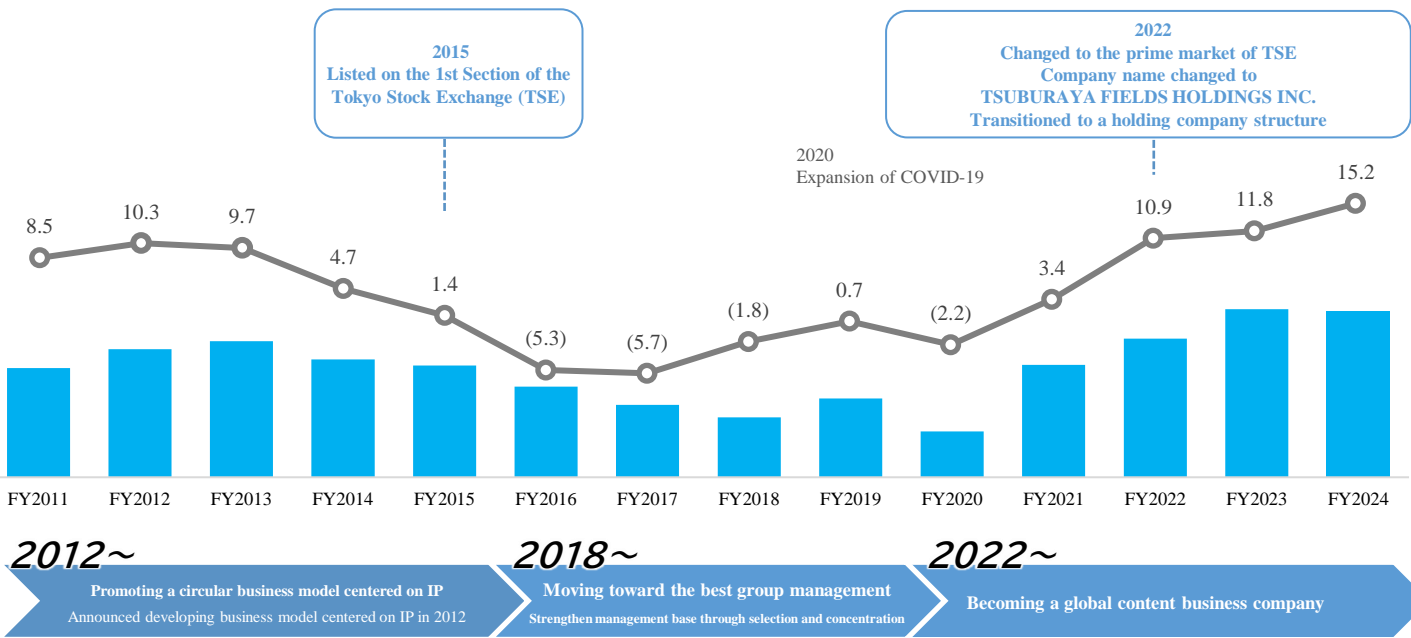
1994 : Expand sales offices nationwide.

Started exclusive sales of OK!!-brand.

$$(\alpha = 0.05, \text{ one-tailed test; } \beta = 0.80).$$



Our history

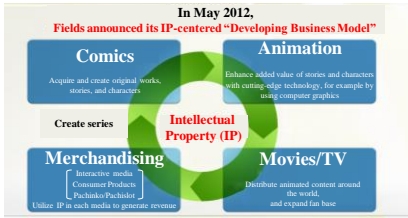


From our beginnings as an independent distributor of PS machines, we have now achieved substantial growth in the PS field driven by IP. Along the way, we have brought companies with high-quality IP rights like Tsuburaya Productions Co., Ltd. under our umbrella, and sought out higher-added value for our IP by building a more robust network of prominent companies and talented partners in every field. In parallel, the Fields Group has also welcomed companies skilled in comics, animation, video and other specialized areas. During this time, the exhaustion of characters and other high-quality IP in the PS industry worsened. In light of the situation, we opted to make a strategic shift to a collective of business models centered on the continuous acquisition, creation and cultivation of IP.

In June 2018, we celebrated our 30th anniversary and announced that we will reorganize our group and shift to a 4-in-house company system for new growth over the next 30 years. Each of the In-house companies has been designated as a PS distribution company with FIELDS CORPORATION at its core, a PS developing company with BOOOM Corporation at its core, an IP & MD company with Tsuburaya Production Co., Ltd. at its core, and a video production company with Digital Frontier Inc. at its core, and has started to strengthen its earnings and management base through selection and concentration in the group.

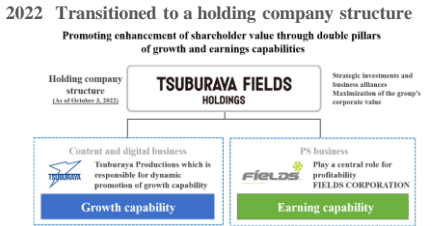
In October 2022, we shifted to a holding company structure and changed our corporate name to TSUBURAYA FIELDS HOLDINGS. In order to realize the corporate philosophy of "The Greatest Leisure for All People" as a group company, we are developing our business globally with the two pillars of the content and digital business segment and the Amusement Equipment business segment (formerly PS business segment). In the content and digital business segment, we have formulated and are promoting a new 5-year medium-term management plan. This plan aims to increase the recognition and favorability of Ultraman and further grow it with a view to the global market. In March 2024, the Amusement Equipment business segment welcomed Sophia Group, including ACE DENKEN Co., Ltd., a leading provider of facilities to pachinko halls, and is accelerating its efforts to make pachinko halls a "healthy entertainment space that satisfies everyone in the community."

Announced business model in 2012



- 2014 : Business alliance with NANASHOW CORPORATION.  
(Made a consolidated subsidiary in 2018)
- 2015 : Made K.K. Aristocrat Technologies (currently CROSSALPHA CORPORATION) a subsidiary.  
Made SPIKY CORPORATION a subsidiary.  
Entered into a business alliance with Daiichi Shokai Co., Ltd.
- 2017 : New Gin group's EXCITE brand.  
Started sales cooperation of PS machine.

- 2018 : Winning U.S. lawsuits of rights to use *Ultraman* series outside Japan. (2020 judgment finalized)
- 2019 : Global simultaneous distribution *ULTRAMAN* on Netflix
- 2020 : Launched Marvel Comics *THE RISE OF ULTRAMAN*.  
Established VIRTUAL LINE STUDIOS CORPORATION. (Joint investment of 3 companies, DF/ NIKKATSU CORPORATION/AOI TYO Holdings Co., Ltd)
- 2021 : Digital Frontier Inc. and Netflix entered into a business outsourcing contract.



- 2022 : Film *SHIN ULTRAMAN* released.  
"Ultraman Area" opened in the Chinese theme park.
- 2023 : Established overseas subsidiaries in Los Angeles and Singapore.
- 2024 : Film *Ultraman: Rising* released simultaneously worldwide on Netflix.  
Established an overseas subsidiary in South Korea.  
"Ultraman Card Game" released simultaneously around the world.  
Made Sophia Co., Ltd. group a subsidiary.  
Business alliance with DAIKOKU DENKI Co., Ltd.

1. Basic policy

Our group’s mission is to realize *The Greatest Leisure for All People*, a corporate philosophy shared by the group. As society matures, the importance of leisure time in people’s lives is increasing. Our Group believes that pursuing the ways in which people seek entertainment and leisure and enhancing leisure through the provision of new merchandise and services will enrich people’s live, in turn, lead to the happiness of society as a whole.


At the same time, social issues such as climate change and regional issues are emerging as a result of social and environmental changes. There are also social issues that may arise in connection with our group-wide operations, such as emissions of greenhouse gases associated with the distribution and manufacturing of PS business. We recognize that responding to these social issues is essential for us to grow our business in a sustainable manner and deliver the best leisure to as many people as possible.

Under such circumstances, we have decided to proceed with the transition to a global content business enterprise under the “New Medium-Term Management Plan (FY2023-FY2025)” announced in May 2023. We recognize that sustainability and non-financial initiatives are essential to the ongoing provision of the best leisure to many people around the world. We are committed to promoting sustainability management in order to achieve sustainable growth and increase our corporate value.

“Sustainable Development Goals” set by United Nations (UN)


We believe that a society in which the United Nations aims to “end poverty in all its forms everywhere and leave no one behind” is one in which all people can live healthy, safe, and fulfilling lives. And we think there is the greatest leisure through various kinds of entertainment.

Toward that goal, we will achieve the United Nations “Sustainable Development Goals (SDGs)” and continue our business activities to provide the best leisure. Through these efforts, we will contribute to the development of a sustainable society.



2. Main activities

Please refer to the page of the URL below regarding our activities for sustainability  
<https://www.tsiburaya-fields.co.jp/ir/e/csr/activities/>



(1) Activities for environment

GHG emissions (t-CO2) results	
FY2023 (Apr. 1, 2023 to Mar. 31, 2024) Scope 1: 851.334 <small>*Scope 1 is calculated by multiplying total gasoline consumed by emission factors for vehicles used by TSUBURAYA FIELDS HOLDINGS INC. and FIELDS CORPORATION</small> <small>*Figures in Q1 of Factbook and the figures in Annual Securities Report for the year ended March 31, 2024 are different due to the updated emission factors.</small>	
Scope 2: 1,045.118 <small>*Scope2 is calculated by multiplying the total amount of electricity used by the head office of TSUBURAYA FIELDS HOLDINGS INC. and 15 other companies, as well as the 13 branches and two showrooms of FIELDS CORPORATION, by the national average emission factor.</small> <small>*Due to the expanded scope of collection, the figures differ from those in Q1 of Factbook and Annual Securities Report for the year ended March 31, 2024</small>	

Power reduction with energy conservation measures	
<ul style="list-style-type: none"><li>Room temperature set at 28°C during summer/ room temperature set at 20°C during winter</li><li>Reduced use of lighting/ changed light bulbs to LED</li><li>Energy-saving multi-function machines adopted</li></ul>	
Promotion of green procurement (purchase of products and services which have a lesser impact on the environment)	
<ul style="list-style-type: none"><li>Promotion of the procurement of products with environmental labels/marks</li></ul>	
Environmental awareness and introduction of hybrid cars (TSUBURAYA FIELDS HOLDINGS Inc. and FIELDS Corp.)	
<ul style="list-style-type: none"><li>Number of vehicles introduced: 252 (97.3% of the total)</li><li>Installation targets: Sales vehicles (excluding executives and four-wheel drive vehicles used in cold regions) and some head office vehicles</li></ul>	

(2) Activities for social

(As of March 31, 2025)

<div>Operating of quality management system</div> <div><ul style="list-style-type: none"><li>Implementing continuing improvement as the policy, “Enduringly providing high quality services for contributing pachinko hall’s prosperity”</li><li>System renewed continuously in August 2023</li></ul></div>	<div>Established Okinawa working center</div> <div><ul style="list-style-type: none"><li>Providing the job opportunities for people with disabilities and preparing a great work environment in Okinawa</li><li>Established date: April 1, 2010</li><li>Business operates: data entry etc.</li></ul></div>
<div>Implementing the social contribution activities</div> <div><ul style="list-style-type: none"><li>Carrying out regular cleanup activities around the head office by employee volunteers</li><li>Enlightenment activities of SDGs by Tsuburaya Productions and collaborating companies: distribution of short animation <i>KAIJU STEP SDGs Daisakusen</i> Distribution site: <a href="https://sdgs-kaijustep.com/">https://sdgs-kaijustep.com/</a></li></ul></div>	<div>Promoting introduction of AED (Automatic External Defibrillator)</div> <div><ul style="list-style-type: none"><li>Installed AED at visible places in the office building such as near entrances to enable visitors and neighborhood to use</li><li>Employees took instruction course of AED</li><li>Installation date: from January 7, 2011</li><li>Installation site: 35units in 34 places (Head office, FIELDS regional offices/branches and Total Workout (gym))</li></ul></div>

<div>Human capital initiatives</div> <div><p>Our group aims to be a company in which each and every employee can achieve self-realization through work and company life with regard to human capital-related initiatives. We believe that working with enthusiasm and maximizing the capabilities of each employee will lead to our groupwide medium-to-long-term and corporate citizenship. Accordingly, we recruit and train personnel with the requisite skills and talent, and develop internal environments and systems that enable our diverse human resources to work with enthusiasm.</p></div>
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► Our group’s human capital data

<div>Percentage of women workers in managerial positions</div> <div><p>FY2023 (Apr. 1, 2023 to Mar. 31, 2024)</p><p>TSUBURATA FIELDS HOLDINGS INC. : 5.0%</p><p>Total Workout premium management Inc. : 16.7%</p></div>	<div>Wages differences between men and women workers</div> <div><p>FY2023 (Apr. 1, 2023 to Mar. 31, 2024)</p><p>FIELDS CORPORATION</p><p>Total labor: 60.2%</p><p>Regular workers: 65.3%*</p><p>Part-time employees/ fixed-term workers: 46.1%</p><p><small>*The Workers’ Labor Standards regulation Article 2, page 1 prohibits women from working in jobs that continuously handle goods weighing 30 kilograms or more. Therefore, it is difficult to assign women to sales positions where the handling of such heavy goods (PS machine) is essential, and there is no business allowance or incentive payment to be paid to such sales positions.</small></p></div>
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TOPICS : Enlightenment activities of SDGs by Tsuburaya Productions, collaborating companies and organizations

*KAIJU STEP SDGs Daisakusen* - a project for introducing “Sustainable Development Goals (SDGs)” to children

Tsuburaya Productions Co., Ltd. (hereinafter, “TPD”) is collaborating with TOKYO SHOSEKI CO., LTD. and KIDS PROJECT Inc. to implement initiatives to introduce SDGs to children through the characters of a TV anime *KAIJU STEP Wandabada*.

Short animations about the “background of problems” and “things we can do” of SDGs 17 goals are published on YouTube and other media. In addition, we promote exhibitions and events where children can learn about SDGs through hands-on experience, creating picture books, on-site classes at elementary schools, and collaborations with a variety of companies working on SDGs.

During the period from March 13 to September 2, 2025, the “KAIJU STEP SDGs Daisakusen in Tsuruga Red Brick Warehouse” is being held at Tsuruga Red Brick Warehouse in Tsuruga City, Fukui Prefecture. This is an exhibition where you can enjoy learning SDGs with the children of *Kaiju Step Wandabada*. In addition to exhibitions, we also conduct workshops to create resin key holders using the “Children Kaiju” illustration and offshore plastic garbage, as well as sales of goods handled by the official 2025 Osaka-Kansai Expo licensing merchandise.

TPD and other collaborating companies hope to support the “taking of the first step” of children by creating content that will enable children to enjoy and understand “SDGs.”



Related SDGs

1

2

7

8

10

11

12

13

14

16

Source: TSUBURAYA FIELDS HOLDINGS INC.





ウルトラマン基金  
ULTRAMAN FOUNDATION



Tsuburaya Productions Co., Ltd. and other sponsoring corporate group companies established ULTRAMAN FOUNDATION immediately after the Great East Japan Earthquake in March 2011.

The Foundation gives children, who are the hope for the future, a heartfelt yale, and develop perpetual support activities for the future of children.

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



Name	ULTRAMAN FOUNDATION
Representative	Hidetoshi Yamamoto
Establishment	March 2011
Organizer	Tsuburaya Productions Co., Ltd.
Slogan	A Foundation to support the present and future of the children
About the fund	The ULTRAMAN FOUNDATION gives heartfelt cheer and supplies to children, the light of hope for the future. And it is a fund that will continue to develop support activities for the future of children.

TOPICS :  
A support visit to the area affected by the Noto Peninsula Earthquake in December

The ULTRAMAN FOUNDATION visited four locations in Ishikawa Prefecture (Noto-cho, Suzu City, Anamizu-machi and Wajima City), together with Ultra heroes and performers from past Ultraman works for two days from December 14 (Sat.) to 15 (Sun.), 2024, to support children of kindergartens and nursery schools and people living in evacuation shelters in the areas affected by the 2024 Noto Peninsula Earthquake. On Monday the 16th, Ultra heroes visited two kindergarten and nursery school in Wajima City and Shiga-cho to interact with the children.

Mr. Takeshi Tsuruno, the star of “Ultrama Dyna,” Mr. Taiyo Sugiura, the star of “Ultraman Cosmos,” and Mr. Kensuke Takahashi, the star of “Ultraman X” appeared at the hero show. The story incorporated the “monkey demon legend” from the various districts of Noto, and was enjoyed not only by children, but also by parents and children and their families who came to the event. When the Ultra heroes fought, the audience was very excited with the strong support of the children, saying “Go for it!” thanks to the strong cheers of the children.

After the show, we took a commemorative photo with the performers, and for the farewell, the Ultra heroes and the children sent energy to each other with “Ultra Charge,” and then high-fived and shook hands with each of them, making it a heartwarming time full of smiles from start to finish.

In addition, we donated “ULTRAMAN FOUNDATION Family Certificates,” which are evidence of the bond between the Ultra heroes and children, as well as original DVD, and Ultraman series-related goods (books, clothing, etc.) to each kindergarten and facility.

At the kindergarten visit, Ultraman and the newest hero, ULTRAMAN ARC, made an appearance and spent special time with the children doing Ultraman gymnastics and playing games that all the children could enjoy.



For information on ULTRAMAN FOUNDATION’s activities, please visit the official website.  
<https://www.ultraman-kikin.jp/en/>

Related SDGs



©TSUBURAYA PRODUCTIONS

# Activity for sustainability

Activities	
2011	<p><b>Visits to provide support to regions affected by the Great East Japan Earthquake</b> (Miyagi prefecture: Ishinomaki, Minamisanriku, Kesennuma, Higashimatsushima, Onagawa/ Fukushima prefecture: Sukagawa, Koriyama, Iwaki, Fukushima/ Iwate prefecture: Miyako, Otsuchi/ Chiba prefecture: Asahi)</p> <p><b>Gifts of donations and other</b> 30 million yen to Miyagi prefecture/ 20 million yen to Fukushima prefecture/ 20 million yen and a microbus to Iwate prefectural office</p>
2012	<p><b>Visits to provide support to regions affected by the Great East Japan Earthquake</b> (Miyagi prefecture: Ishinomaki, Onagawa/ Fukushima prefecture: Koriyama, Sukagawa)</p>
2013	<p><b><i>Hero Caravan: Bringing Light to Children's Hearts – 78 Places in Tohoku</i></b> Visited 79 nurseries and kindergartens from March 2013 to March 2014, and contacted with over 7,200 children</p> <p><b>Visits to provide support to regions affected by the Great East Japan Earthquake</b> (Miyagi prefecture: Higashimatsushima/ Fukushima prefecture: Tomioka/ Iwate prefecture: Miyako)</p> <p><b>Gifts of donations and other</b> 25 million yen and a microbus each donated to Iwate, Miyagi and Fukushima prefectures</p>
2014	<p><b><i>The Great East Japan Earthquake Recovery Charity Event Genki Festival 2014</i></b> Held in collaboration with Antonio Inoki, the Ultraman Foundation held Ultra Hero Shows at eight venues in the Tohoku region</p> <p><b>Visits to provide support to regions affected by the Great East Japan Earthquake</b> Supported the Fukushima Pref. Police -Kids Police School event organized by the Fukushima prefectural police</p>
2015	<p><b>Expanding scope of activities for children needing support throughout Japan, including regions affected by the earthquake</b> Redesigned donation collection boxes to expand the scope of our aid and created five types of donation collection boxes with a monster motif. An Ultraman Foundation page for donations has been started on the Yahoo! Fundraising website</p> <p><b><i>Tohoku Caravan 2015</i></b> Visited orphanages, children's hospitals, and kindergartens in Iwate and Miyagi prefectures on September 21–24. The Ultra Heroes also participated in the summer camp of the <i>Ultra League</i> (participation by 6 schools from areas affected by the Great East Japan Earthquake), a junior high school girl's volleyball interchange tournament held at the same time, resulting in a total of approximately 800 people coming into contact with the Ultra heroes.</p> <p><b>Visits to provide support to regions affected by Kanto-Tohoku Heavy Rainfall Disaster</b> (Ibaraki prefecture: Joso)</p> <p><b>Visits to provide support to regions affected by Kanto-Tohoku Heavy Rainfall Disaster</b> (Ibaraki prefecture: Joso)</p> <p><b>Visits to provide support to regions affected by 2016 Kumamoto Earthquake</b> (Kumamoto prefecture: Kumamoto, Aso, otsu)</p> <p><b>Visits to provide support to regions affected by Central Tottori Earthquake</b> (Tottori prefecture: Kurayoshi)</p> <p><b>Visits to orphanages and hospitals</b> (Tokyo: a children's ward of Tokyo Women's Medical University Hospital)</p> <p><b>Implement of the fund-raising</b> (Tokyo: Charity auction in the <i>Ultraman Festival 2016</i>)</p>
2017	<p><b><i>ULTRA DREAM PROJECT</i></b> Started visiting together with Ultraman approximately 600 children's nursing homes nationwide to bring courage and smiles to children throughout Japan</p> <p><b>Visits to provide support to regions affected by Heavy Rainfall Disaster in Northern Kyushu</b> (Fukuoka prefecture: Asakura, Toho)</p> <p><b>Visits to hospitals and childcare facilities</b> (Miyagi prefecture: Tohoku University Hospital, Miyagi Children's Hospital, Ronald McDonald House Sendai/ Fukushima prefecture: Kusano Iitoi kindergarten, Katsurao kindergarten)</p>
2018	<p><b>Visits to provide support to regions affected by 2018 Heavy Rainfall Disaster</b> (Ehime prefecture: Uwajima, Ozu/ Hiroshima prefecture: Aki, Kure/ Okayama prefecture: Kurashiki)</p>
2019	<p><b>Visits to provide support to regions affected by 2018 Hokkaido Eastern Iburi Earthquake</b> (Hokkaido: Atsuma, Abira, Mukawa)</p> <p><b>Visits to hospitals</b> (Hokkaido: Sapporo Medical University Hospital, Hokkaido Medical Center for Child Health and Rehabilitation, Hokkaido University Hospital)</p> <p><b>Implement of the fund-raising</b> (Tokyo: Charity night event in the <i>Ultraman Festival 2019</i> )</p>
2020	<p><b>Visits to provide support to regions affected by Typhoon No. 15 (Faxai) and Typhoon No. 19 (Hagibis)</b> (Miyagi prefecture: Marumori/ Fukushima prefecture: Koriyama, Soma, Fukushima, Iwaki/ Tochigi prefecture: Sano, Tochigi/ Chiba prefecture: Minamiboso, Tateyama)</p> <p><b>Support related to coronavirus disease (COVID-19)</b> Free-video contents distribution for children to support staying at home/ Messages from <i>Ultraman</i> Performers and other</p>
2021	<p><b><i>Program for supporting staying at home as 10th years remembrance of the Foundation's establishment: A Special Spring Campaign "Ultra Selection 10"</i></b> Free-video contents distribution for children to support staying at home (10 specially selected <i>Ultraman</i> series episodes was released for free for a limited time of 2 weeks.)</p> <p><b>Implement of the fund-raising</b> (Tokyo: On <i>Ultraman Cosmos night -20th Anniversary something you can do-</i> at the <i>ULTRA HEROES EXPO 2021 Summer Festival in Ikebukuro Sunshine City</i>, a portion of the event's revenue such as the 100 yen per ticket is donated to the Foundation. )</p> <p><b>Visits to provide support to regions affected by heavy rainfall due to the torrential seasonal rains, floods etc. in 2020 and excessive rain in August, 2021</b> (Saga prefecture: Takeo and Omachi/ Fukuoka prefecture: Omuta)</p>
2022	<p><b>Implement of the fund-raising</b> (Tokyo: On the event <i>Super GUTS Special night to commemorate the 25th anniversary of Ultraman Dyna</i> at the <i>ULTRA HEROES EXPO EXPO2022 Summer Festival IN Ikebukuro Sunshine City</i>, a portion of the event's revenue (¥100 per ticket) was donated to the Foundation.)</p> <p><b><i>Ultra Kids Project</i></b> On-line events were held on September 27, 2022 to connect <i>Ultraman</i> and children battling illness Streamed the Ultraman Hero show and more to children continue to treat intractable diseases in 30 hospitals and facilities across Japan</p>
2023	<p><b>Visits to provide support to regions affected by Typhoon No. 15 from September 23 to 24, 2022</b> (Shizuoka prefecture: Shimizu, Suruga and Aoi in Shizuoka city)</p> <p><b>Implement of the fund-raising</b> We have initiated a collaboration with BOOKOFF CORPORATION LIMITED, utilizing their "Kimochi to." home collection appraisal and donation service. Through this partnership, the assessed value of unwanted books, CDs, DVDs, and more can be donated to the Foundation.</p> <p><b>Visits to provide support to regions affected by heavy rain in July 2023</b> (Akita prefecture: Akita city)</p> <p><b>Visits to provide support to regions affected by seasonal rain front 2023</b> (Fukuoka prefecture: Kurume city, Asakura city, Chikushino city, Mii-gun)</p>
2024	<p><b>Visits (March) to provide support to regions affected by 2024 Noto Peninsula Earthquake</b> (Ishikawa prefecture: Wajima, Suzu, Nanao, and Kanazawa city)</p> <p><b>Implement of charity events</b> (Tokyo: As part of our support activities for the area affected by the Noto Peninsula Earthquake, we set up a charity message wall within the event venue held by Tsuburaya Productions and solicited a message of support for the affected area (participation fee: 500 yen per unit))</p> <p><b><i>Ultra Kids Project</i></b> On-line events were held on November 15, 2024 to connect <i>Ultraman</i> and children battling illness Streamed the Ultraman Hero show and more to children continue to treat intractable diseases in 39 hospitals and facilities across Japan</p> <p><b>Visits (December) to provide support to regions affected by 2024 Noto Peninsula Earthquake</b> (Ishikawa prefecture: Noto-cho, Suzu City, Anamizu-machi, Wajima City and Shiga-cho)</p>

For details, please refer to the website.  
ULTRAMAN FOUNDATION official website- Activities Report: <https://www.ultraman-kikin.jp/en/report/>



▲ Activity report (by years)

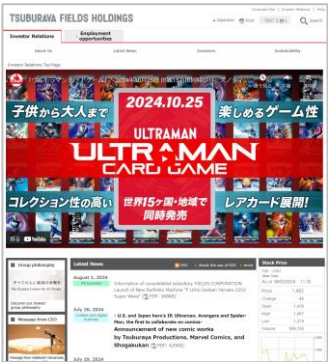


IR Pages

URL: <https://www.tsuburaya-fields.co.jp/ir/e/>

- Company profile
- Data related to financial statements
- Financial presentation  
(Summary of Company Briefing/  
Question & Answer Session)
- IR press releases
- Corporate governance/Sustainability information
- Shareholder and share information

IR site



[ Nikko IR ]

General ranking  
Excellent Corporate Website award



# TSUBURAYA FIELDS HOLDINGS

## FACT BOOK 2

FY2024

Market Data etc.

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The Greatest Leisure for All People

TSUBURAYA FIELDS HOLDINGS INC.

TSE, Prime Market: 2767

May 14, 2025



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- P.16 20. Number of pachinko machine titles sold <sup>[updated]</sup>  
21. Unit sales of pachinko machines <sup>[updated]</sup>
- P.17 22. Number of pachislot machine titles sold <sup>[updated]</sup>  
23. Unit sales of pachislot machines <sup>[updated]</sup>
- P.18 24. Total number of PS machine titles sold <sup>[updated]</sup>  
25. Total unit sales of PS machines <sup>[updated]</sup>
- P.19 26. Change in number of unit of PS machines tie in with contents  
27. Change in number of unit of PS machines tie in with contents (by genre)
- P.20 28. Change in the number of member manufacturers of PS association  
29. Market share
- P.21 30. Results of model certification tests (graph) <sup>[updated]</sup>  
31. Results of model certification tests (detail) <sup>[updated]</sup>
- P.22 32. Number of pachinko halls and change in number of installed PS machines per hall <sup>[updated]</sup>  
33. Number of installed PS machines and annual turnover rate <sup>[updated]</sup>
- P.23 34. Change of installation of smart pachinko <sup>[updated]</sup>  
35. Change of installation of smart pachislot <sup>[updated]</sup>
- P.24 36. Change in number of newly opened/ closed halls (by year)  
37. Change in number of newly opened/ closed halls (by month) <sup>[updated]</sup>
- P.25 38. Monthly trends of pachinko halls <sup>[updated]</sup>  
39. PS average operation and gross profit <sup>[updated]</sup>
- P.26 40. Annual average of number of activities and expenditure for PS activities  
41. Participation rate and average expenditure per play in PS
- P.27 42. Trends in PS regulations <sup>[updated]</sup>
- P.28 43. [Reference] Change in self-imposed restrictions of pachislot regulation 6.0 machines  
44. [Reference] Overview of smart pachinko/ pachislot
- P.29 45. Change in PS industry <sup>[updated]</sup>

PS: Pachinko and pachislot

The “updated” mark is shown on each page which the document or figure is changed from previous documents.

Figures written in this material are basically rounded to the nearest unit. The total of breakdown and the sum total do not necessarily coincide.

## Consumer Trends Data

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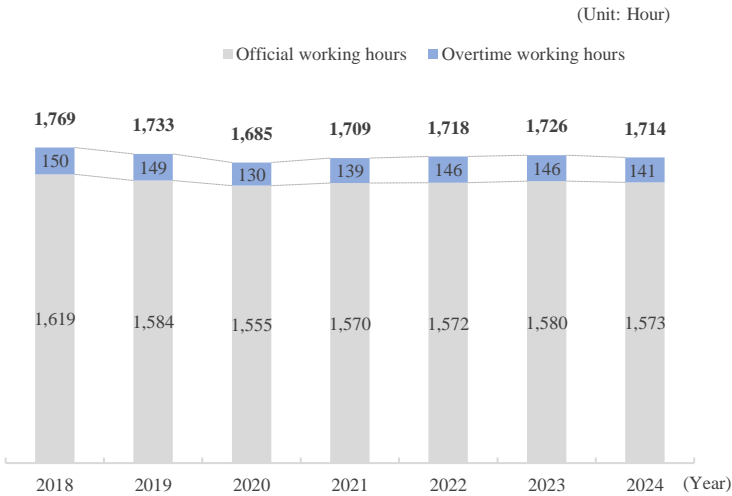
- P.4
1. Change in working hours [updated]
  2. Trends in household consumption [updated]

# 1. Change in working hours

updated

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

According to the *Monthly Labor Survey*, Japan’s annual total actual working hours (business establishment with more than 30 people) in 2024 were 1,714 hours (99.3% YoY), decreased for the first time in four years. Official working hours were 1,573 hours (99.6% YoY). In addition, overtime working hours were 141 hours (96.6% YoY). The number of working hours decreased as a whole.

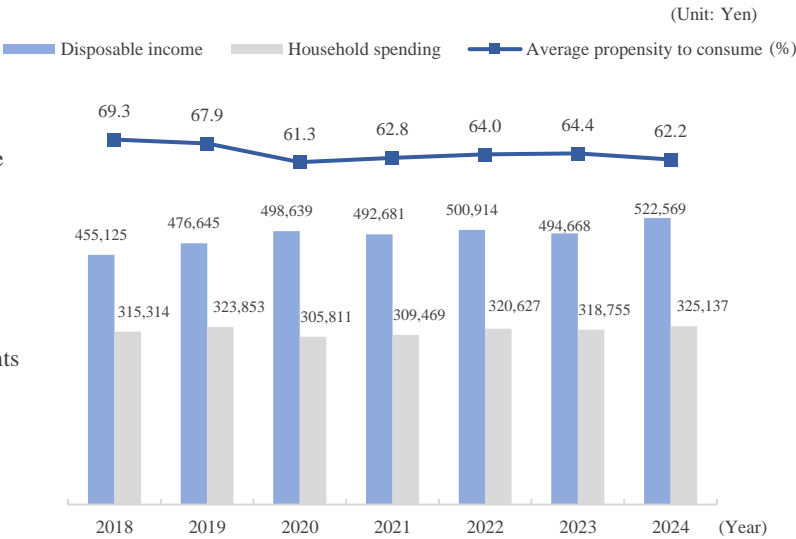


# 2. Trends in household consumption

updated

The data is based on the *Family Income and Expenditure Survey (Family budget balance edition)* by Statistics Bureau, Ministry of Internal Affairs and Communications, updated every April

According to the *Family Income and Expenditure Survey*, disposable income per household of more than two people for employees (monthly average) in 2024 was ¥522,569 (105.6% YoY). Household spending under the same condition was ¥325,137 (102.0% YoY). Average propensity to consume (the household spending ratio to the disposable income) was 62.2% (down 2.0 points YoY).



\* The Statistics Bureau of the Ministry of Internal Affairs and Communications revised the household budget ledger used in the survey conducted in January 2018. Figures published by the Ministry of Internal Affairs and Communications are shown for various figures.

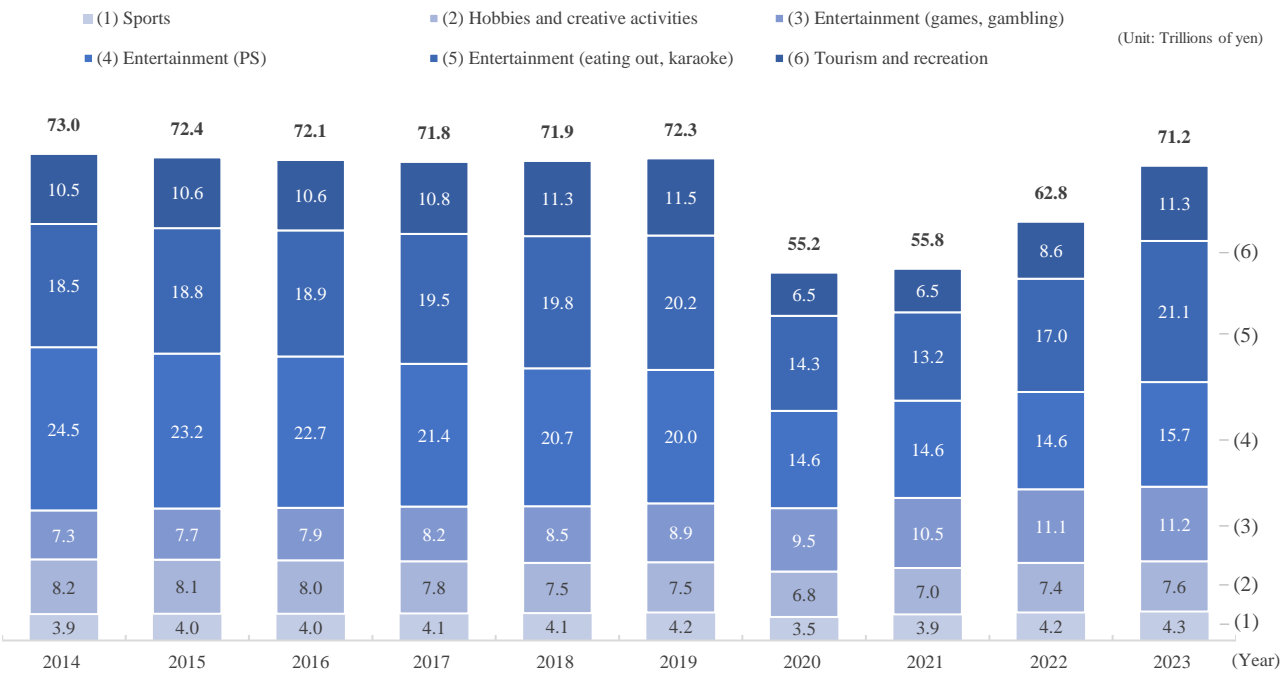
# Entertainment Market Data

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- P.6
  - 3. Trends in leisure market
  - 4. Trends in content market of three main countries
- P.7
  - 5. Trends in content market
  - 6. Change in scale of domestic content in overseas market
- P.8
  - 7. Trends in domestic character business market
  - 8. [Merchandising] Trends in domestic toy market
- P.9
  - 9. [Video] Box office revenue of domestic movie theaters
  - 10. [Video] Change in number of screens and attendance at domestic movie theaters
- P.10
  - 11. [Video] Change in amount of export of broadcast content
  - 12. [Video] Amount of export of broadcast content (by genre)
- P.11
  - 13. [Video] Market scale of animation industry
  - 14. [Live entertainment] Market scale of domestic live entertainment
- P.12
  - 15. [Healthcare/ Sports] Market scale of health industry
  - 16. [Healthcare/ Sports] Change in number of player in health industry

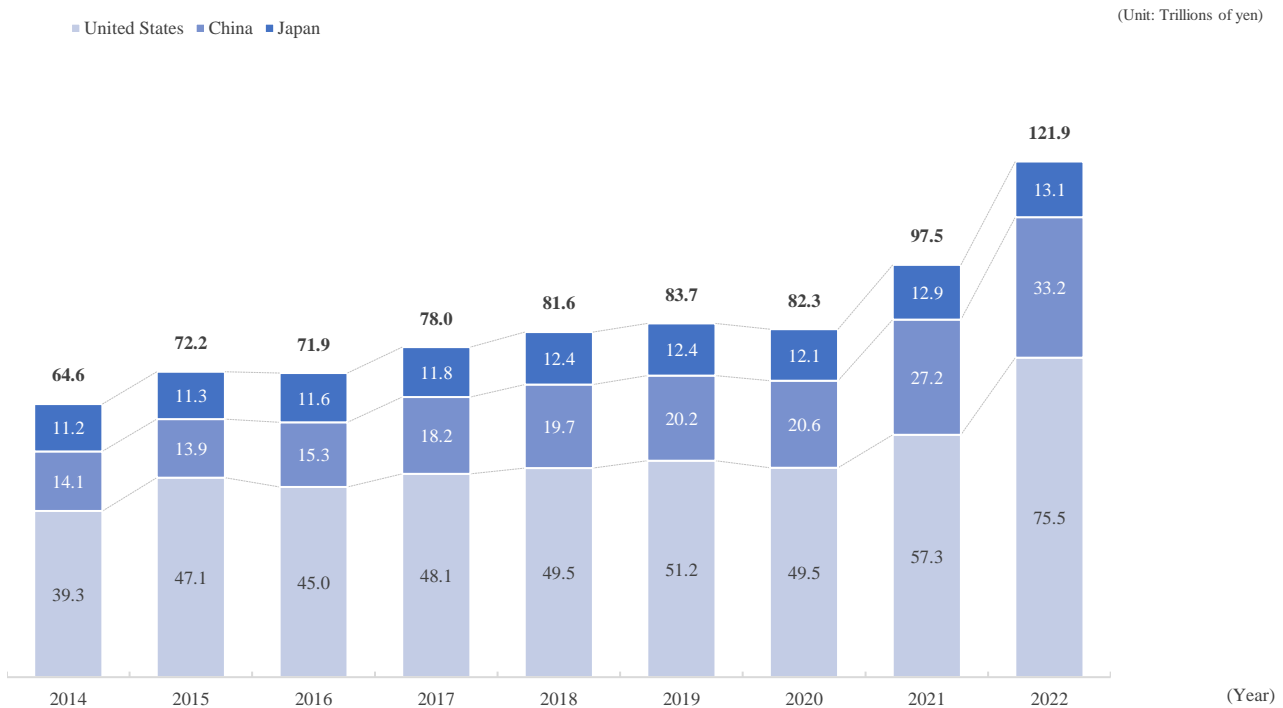
### 3. Trends in leisure market

The data is based on the *White Paper on Leisure 2024 by Japan Productivity Center*, updated every November



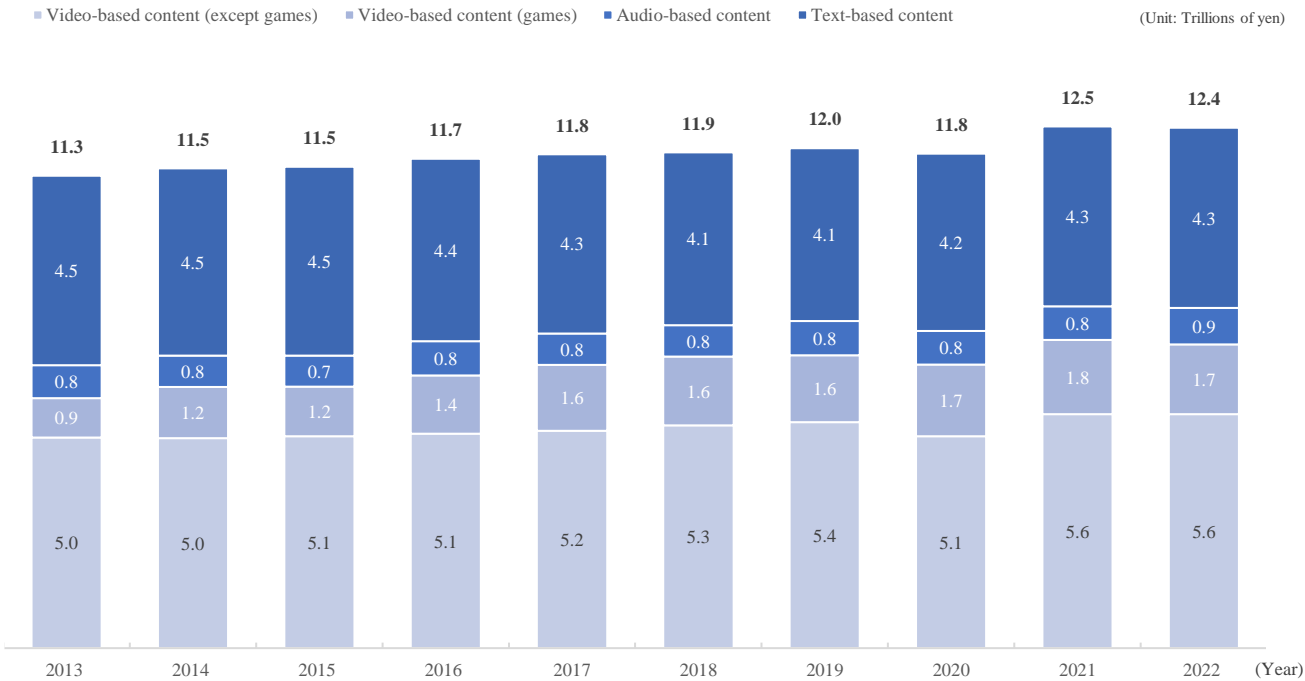
### 4. Trends in content market of three main countries

The data is based on the *Market Data Base on Japanese and Worldwide Media × Content Vol.17 (flash report) 2024* by HUMANMEDIA INC., updated every May



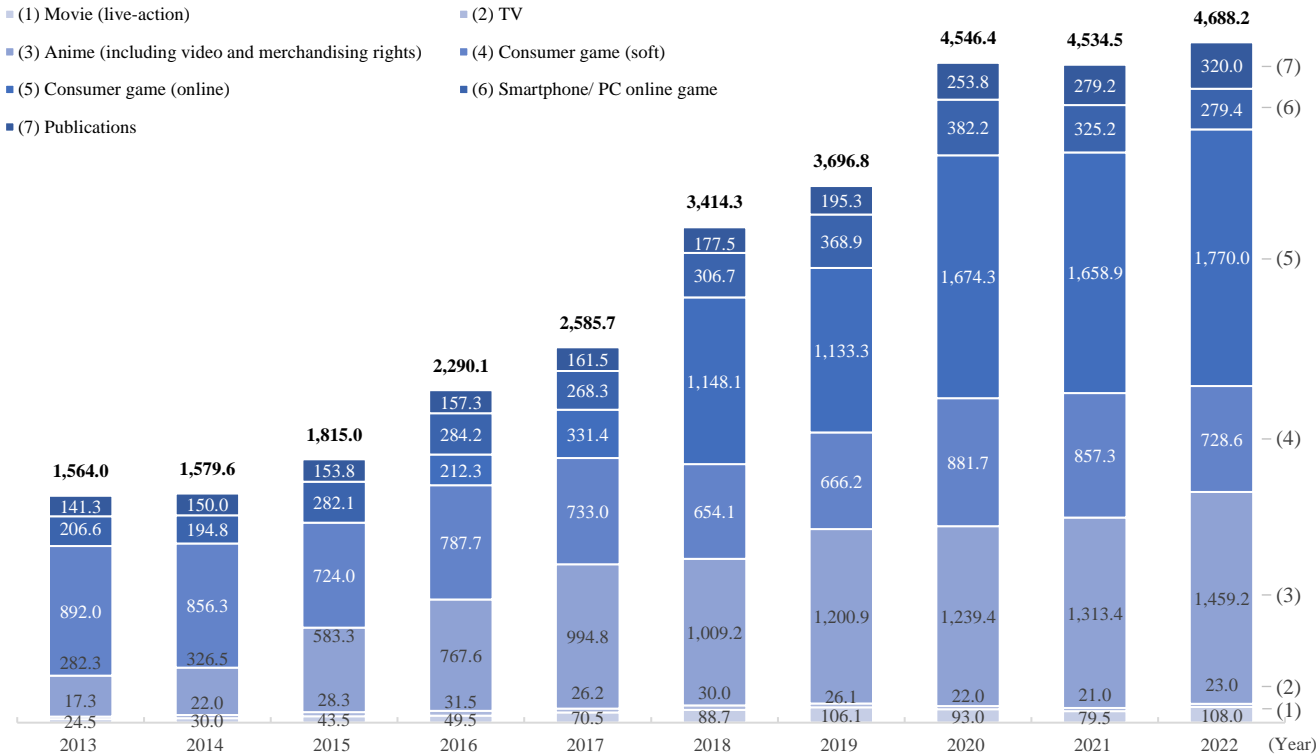
# 5. Trends in content market

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



# 6. Change in scale of domestic content in overseas market

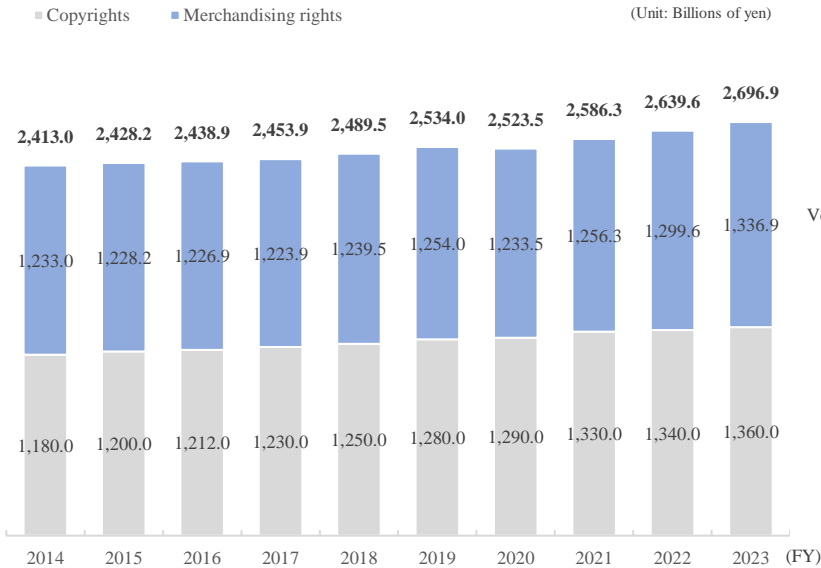
The data is based on the *Market Data Base on Japanese and Worldwide Media × Content Vol.17 (flash report) 2024* by HUMANMEDIA INC., updated every May (Unit: Billions of yen)



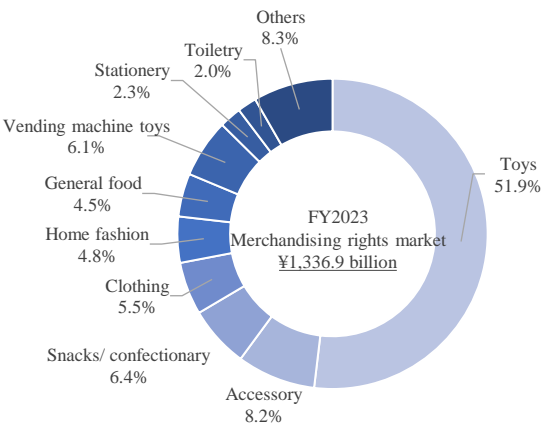
## 7. Trends in domestic character business market

The data is based on the *Character Business in Japan: Key Research Findings 2024* by Yano Research Institute, Ltd., updated every June

Transition of character business market size

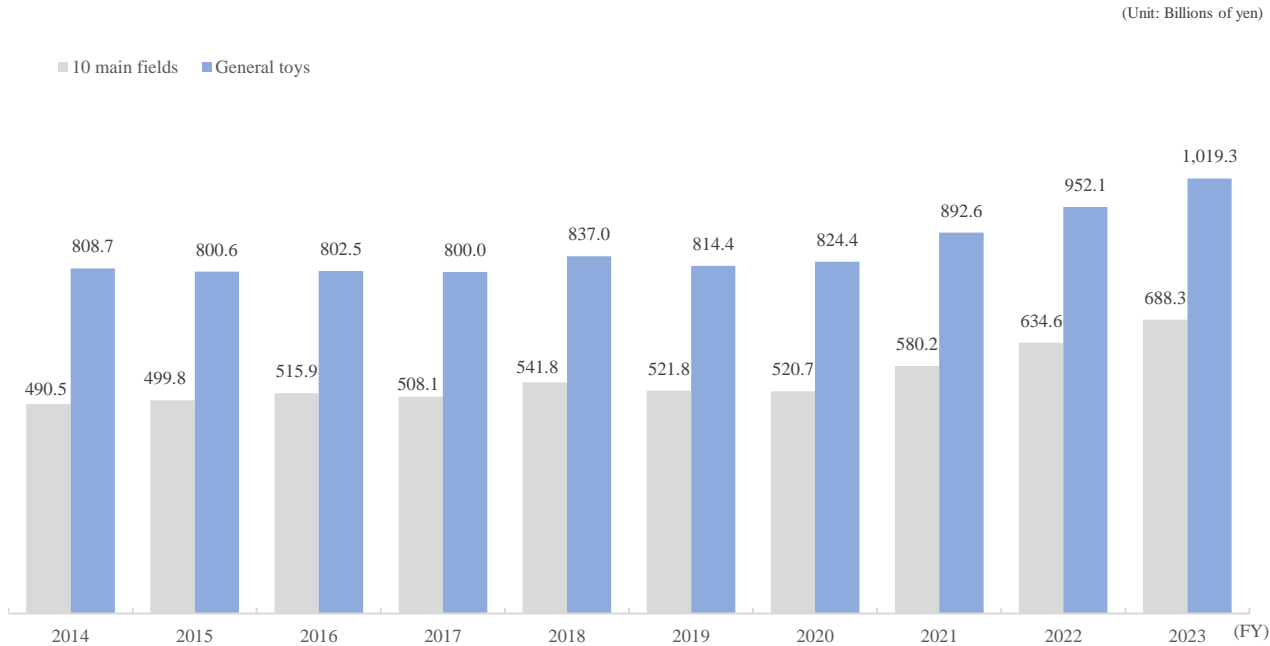


FY2023 Character business merchandising market: composition ratio by segment



## 8. [Merchandising] Trends in domestic toy market

The data is based on the *Japanese toy market scale data in FY2023* by The Japan Toy Association, updated every July

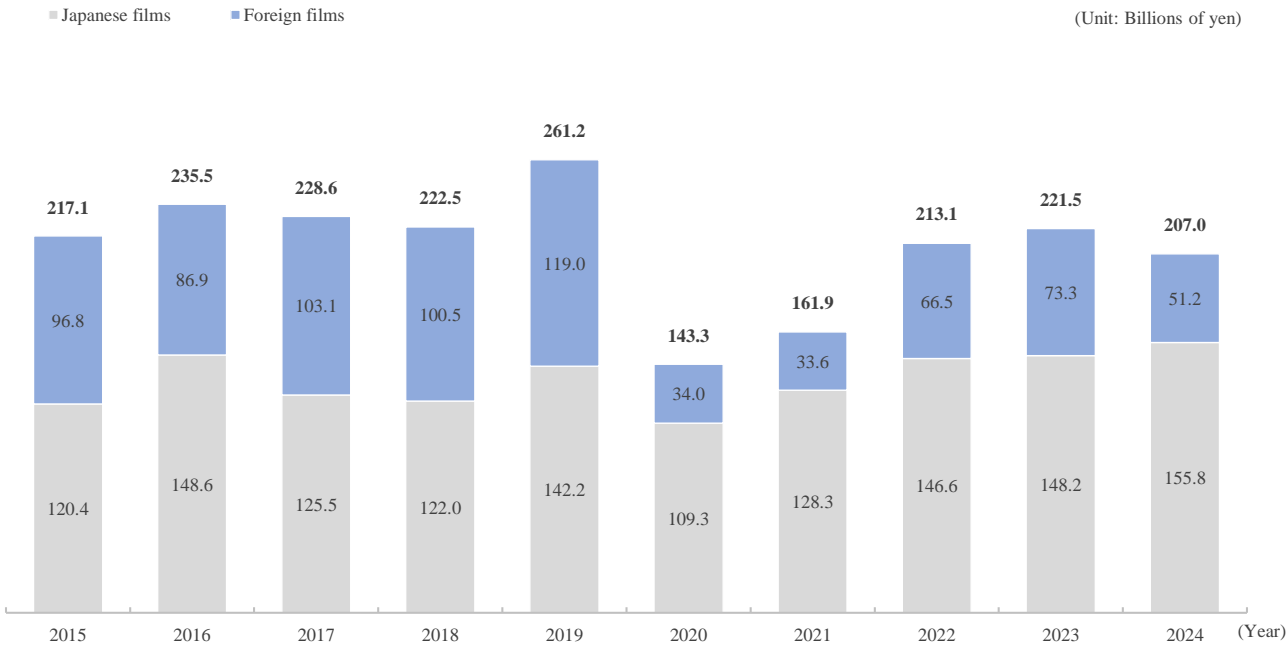


\*The 10 main fields are the entire market excluding passenger-related items such as strollers, child seats and tricycles, and sundries and hobbies.

9. [Video] Box office revenue of domestic movie theaters

updated

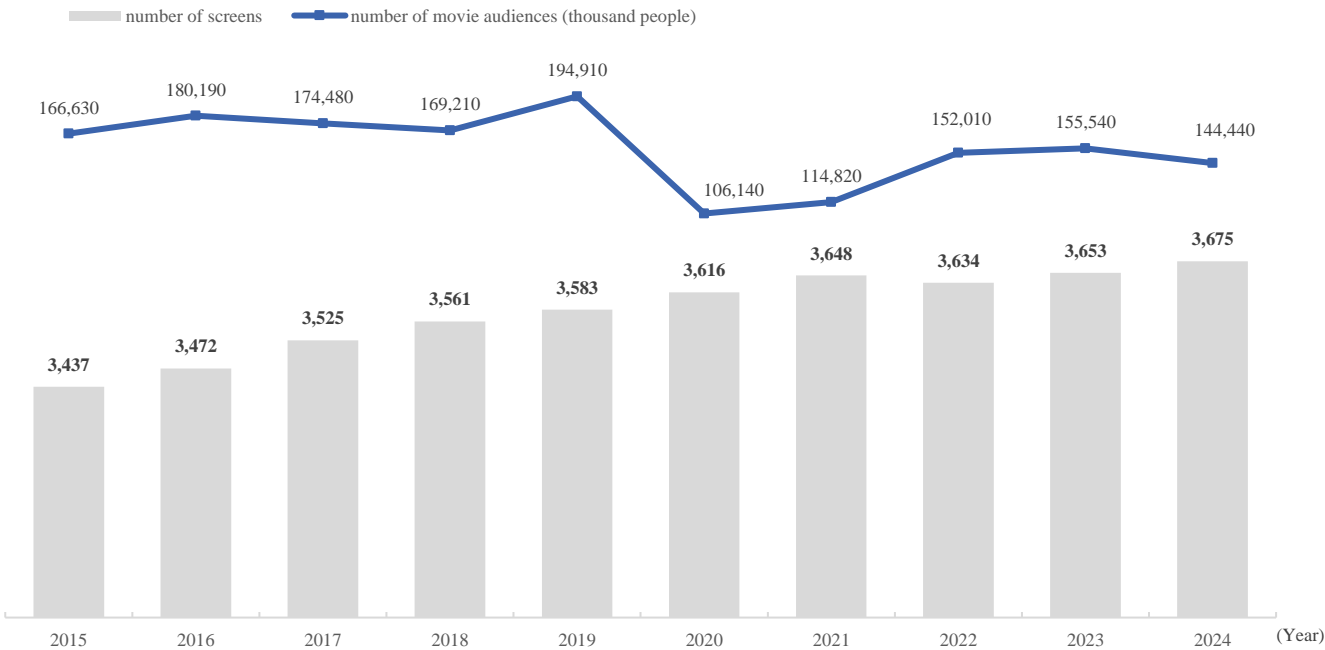
The data is based on the *STATISTICS OF FILM INDUSTRY IN JAPAN* by Motion Picture Producers Association of Japan, Inc., updated every January



10. Change in number of screens and attendance at domestic movie theaters

updated

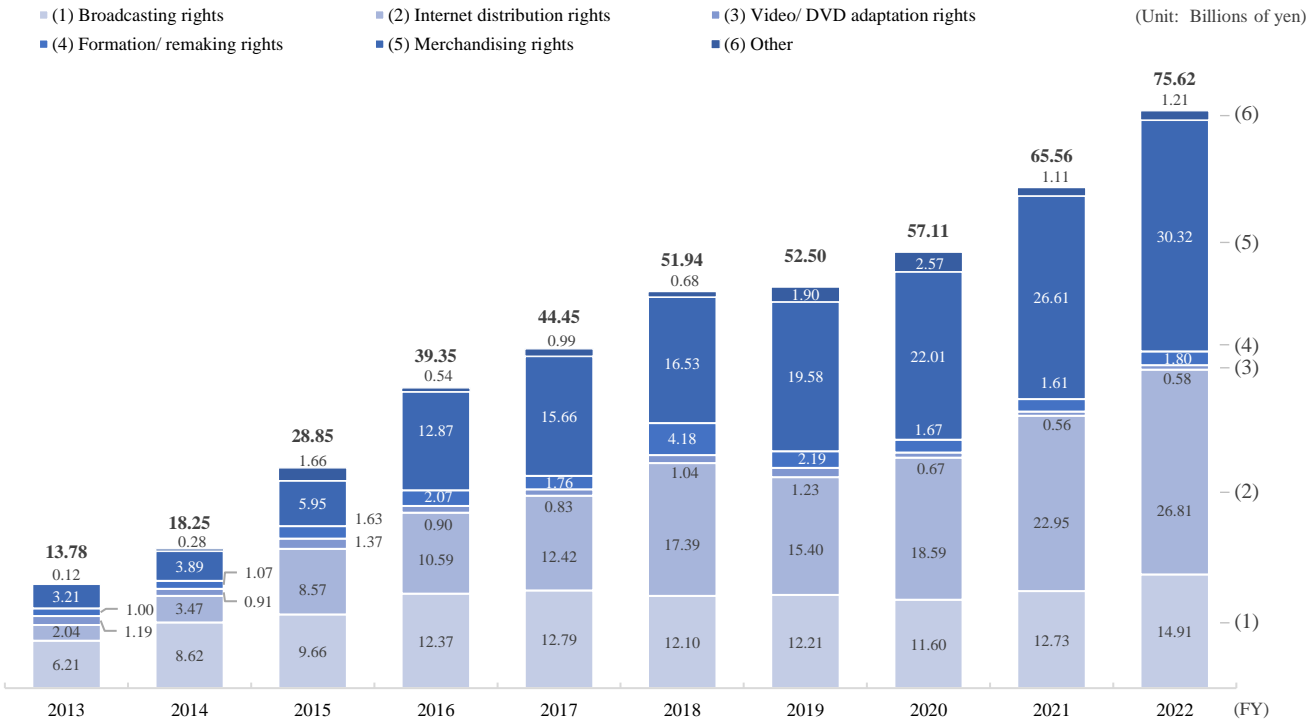
The data is based on the *STATISTICS OF FILM INDUSTRY IN JAPAN* by Motion Picture Producers Association of Japan, Inc., updated every January





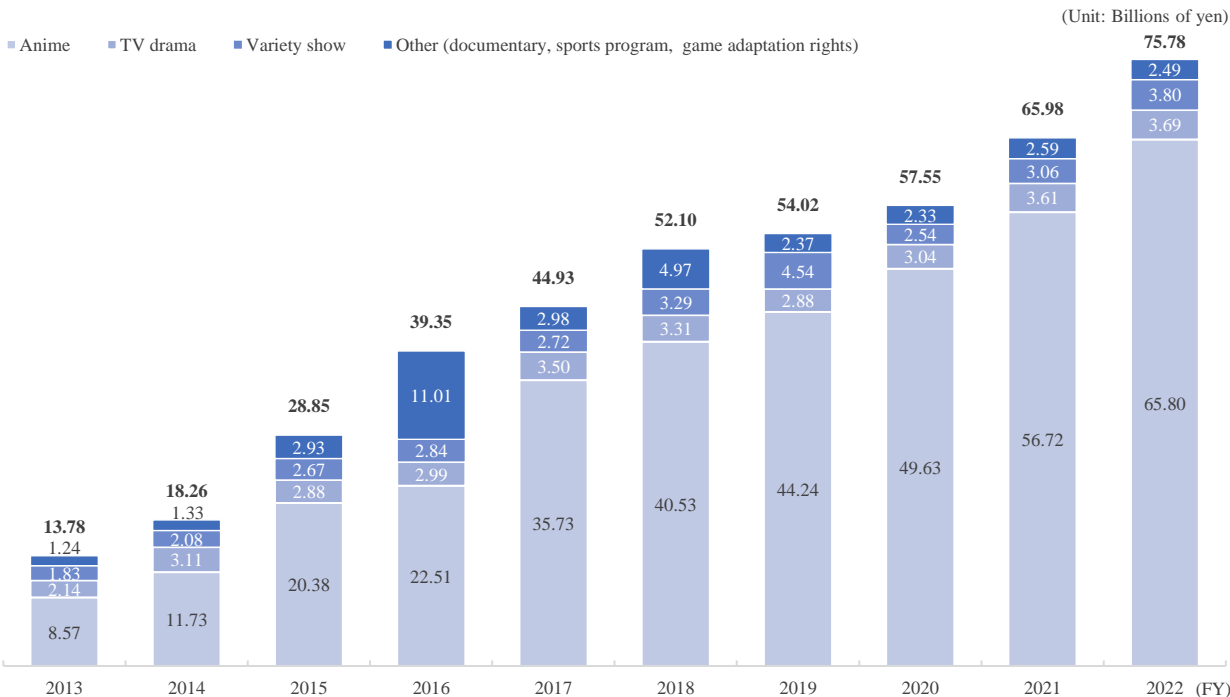
# 11. [Video] Change in amount of export of broadcast content

The data is based on the *Current state analyses of the overseas development of the broadcast content* by the Information and Communications Bureau, Ministry of Internal Affairs and Communications, updated every June

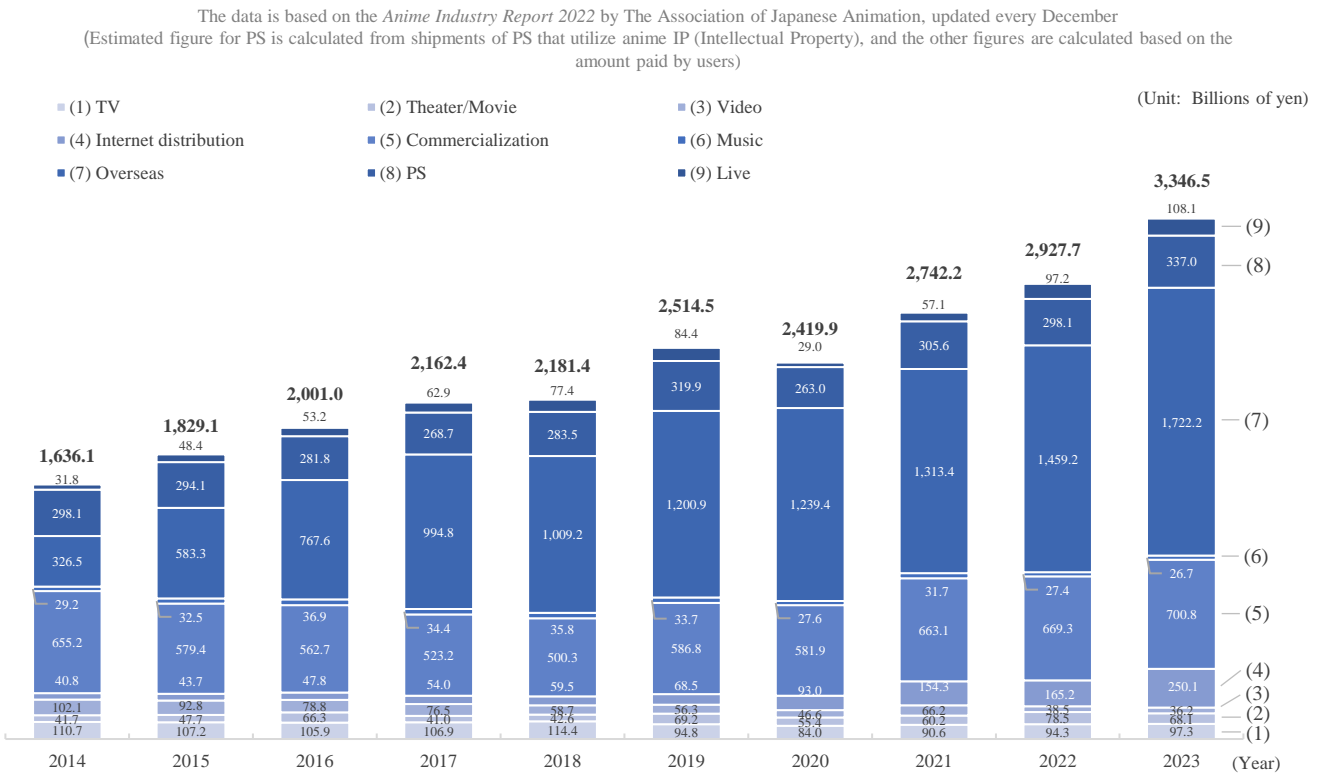


# 12. [Video] Amount of export of broadcast content (by genre)

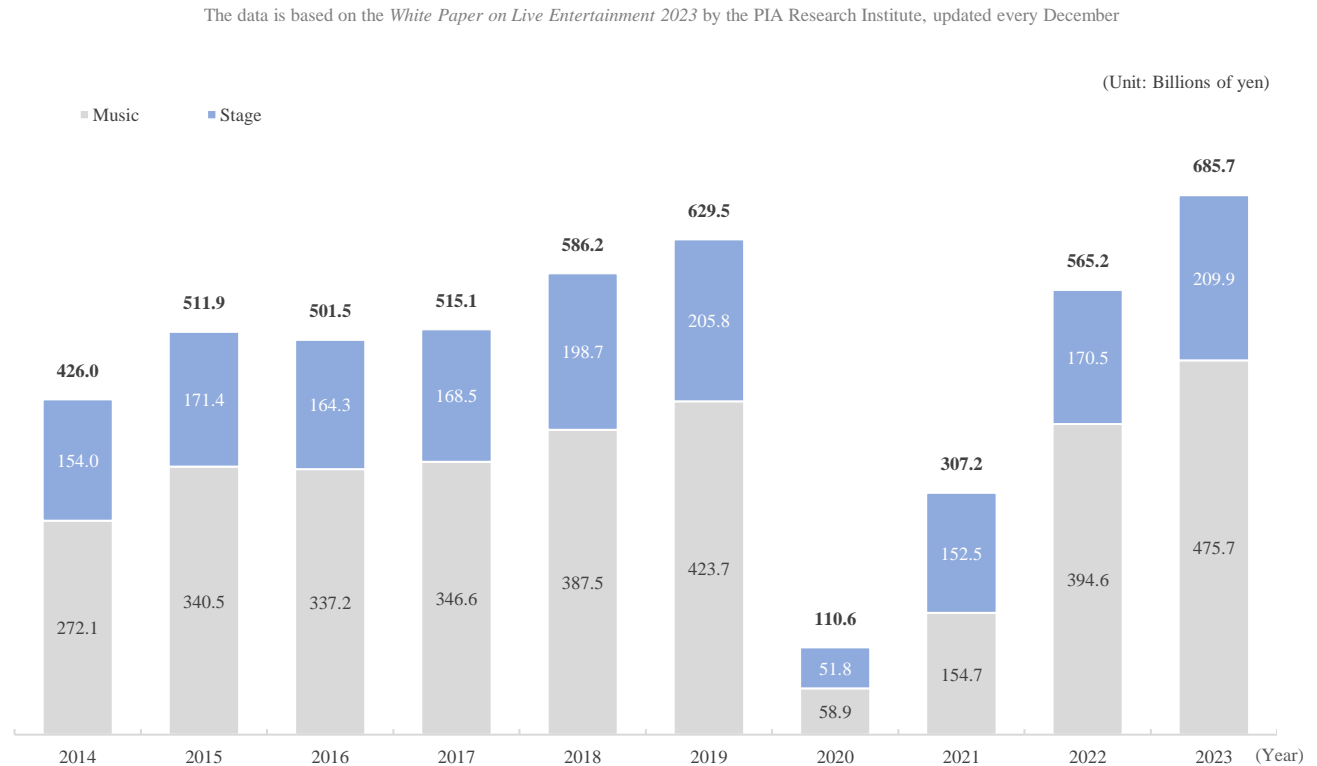
The data is based on the *Current state analyses of the overseas development of the broadcast content* by the Information and Communications Bureau, Ministry of Internal Affairs and Communications, updated every June



### 13. [Video] Market scale of animation industry

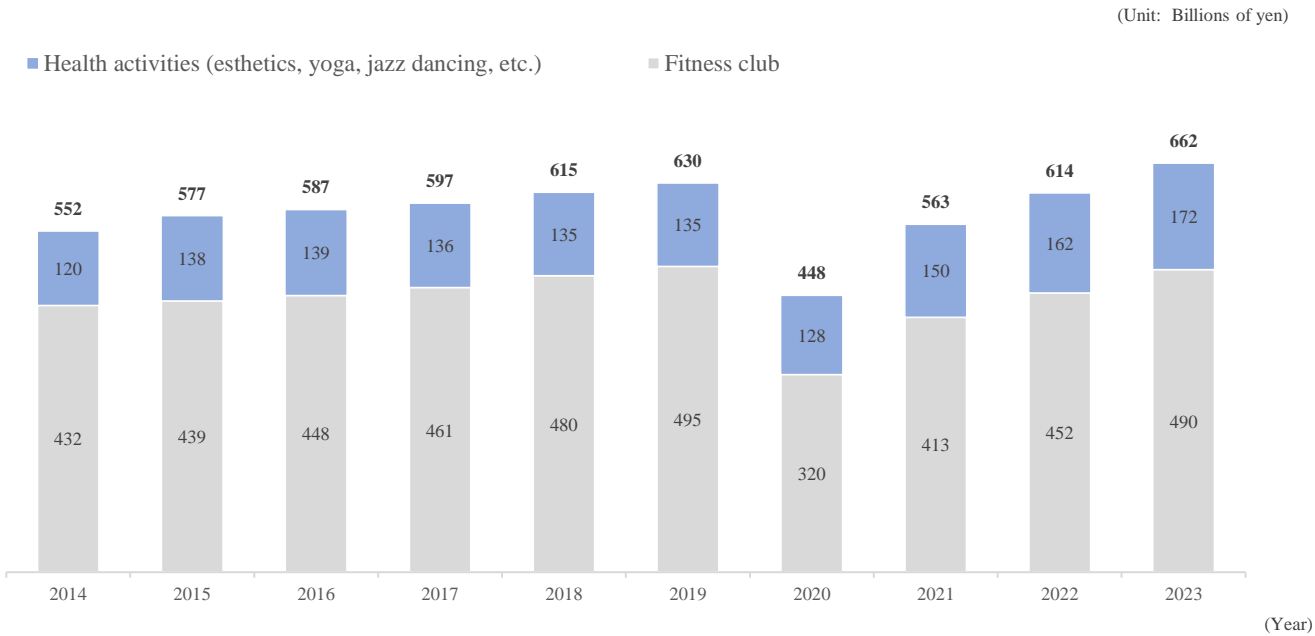


### 14. [Live entertainment] Market scale of domestic live entertainment



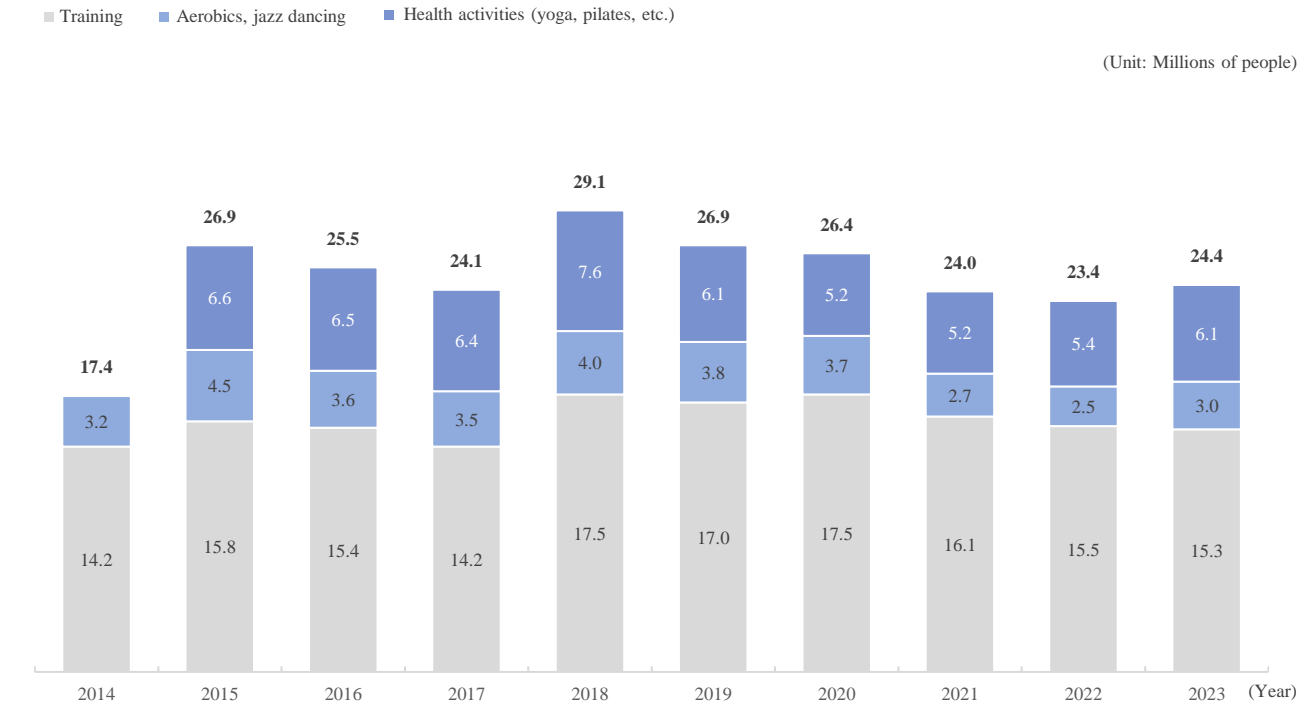
# 15. [Healthcare/ Sports] Market scale of health industry

The data is based on the *White Paper on Leisure 2024* by Japan Productivity Center, updated every November



# 16. [Healthcare/ Sports] Change in number of player in health industry

The data is based on the *White Paper on Leisure 2024* by Japan Productivity Center, updated every November



## PS Market Data

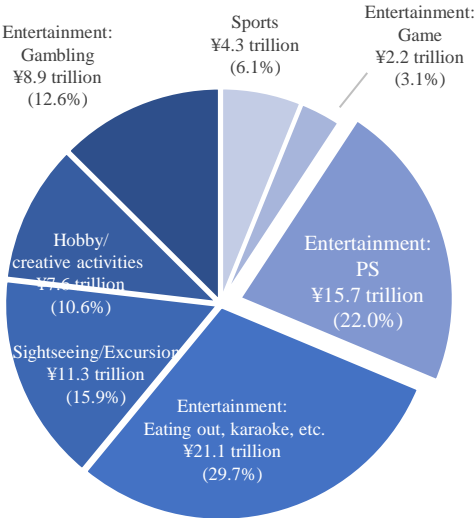
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P.14	17. PS market scale
P.15	18. Market scale of PS machines sales (sales amount-based)
	19. Market scale of facilities and equipment of PS
P.16	20. Number of pachinko machine titles sold <sup>[updated]</sup>
	21. Unit sales of pachinko machines <sup>[updated]</sup>
P.17	22. Number of pachislot machine titles sold <sup>[updated]</sup>
	23. Unit sales of pachislot machines <sup>[updated]</sup>
P.18	24. Total number of PS machine titles sold <sup>[updated]</sup>
	25. Total unit sales of PS machines <sup>[updated]</sup>
P.19	26. Change in number of unit of PS machines tie in with contents
	27. Change in number of unit of PS machines tie in with contents (by genre)
P.20	28. Change in the number of member manufacturers of PS association
	29. Market share
P.21	30. Results of model certification tests (graph) <sup>[updated]</sup>
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P.22	32. Number of pachinko halls and change in number of installed PS machines per hall <sup>[updated]</sup>
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P.28	43. [Reference] Change in self-imposed restrictions of pachislot regulation 6.0 machines
	44. [Reference] Overview of smart pachinko/ pachislot
P.29	45. Change in PS industry <sup>[updated]</sup>

17. PS market scale

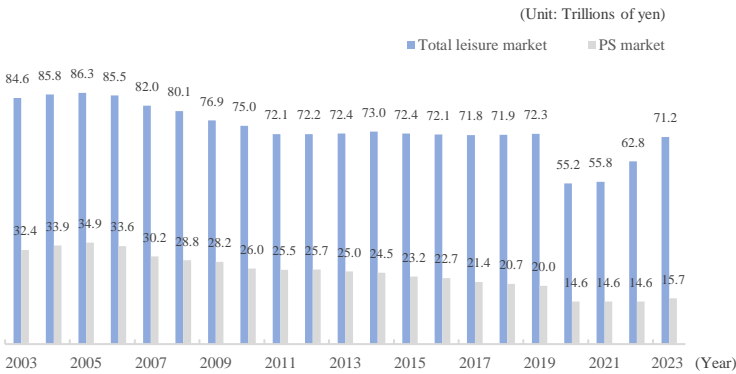
PS market scale

2023 Japanese Leisure Market  
¥71.2 trillion

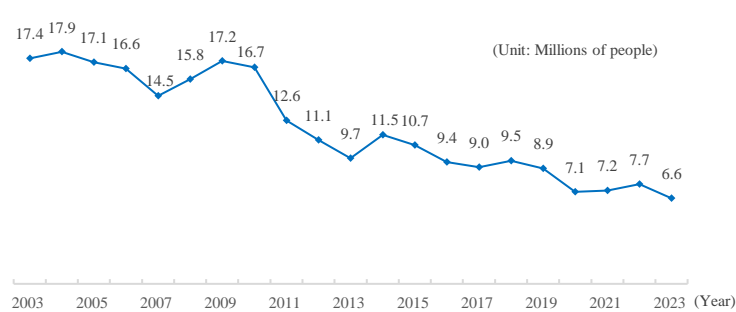


PS is one of the leading forms of leisure in Japan, about 6.6 million people playing in 7,083 pachinko halls.

Change in PS market scale



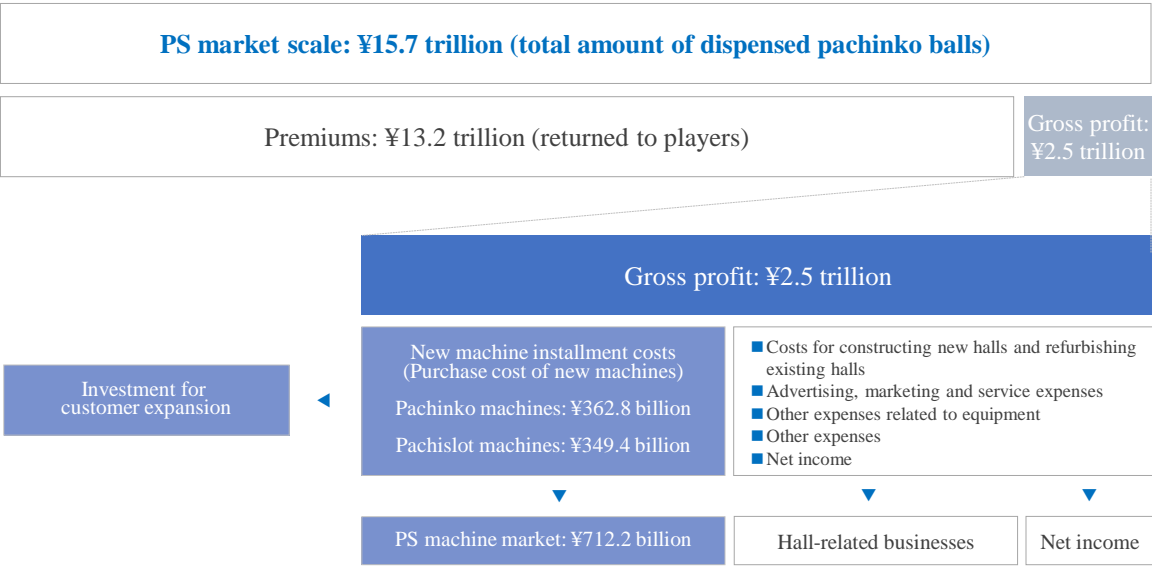
Change in number of PS players



\*White Paper on Leisure has changed its survey method from detention survey to Internet survey from 2009.

Source: White Paper on Leisure by Japan Productivity Center, the Statistics Data by National Police Agency

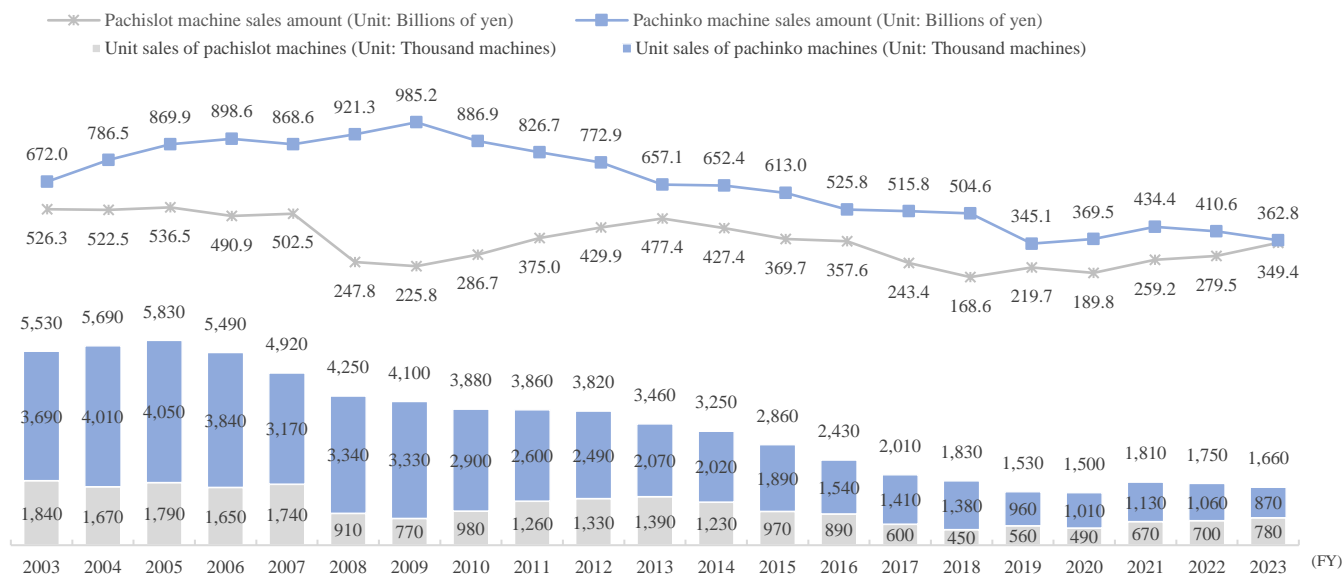
Income structure of pachinko halls



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

# 18. Market scale of PS machines sales (sales amount-based)

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

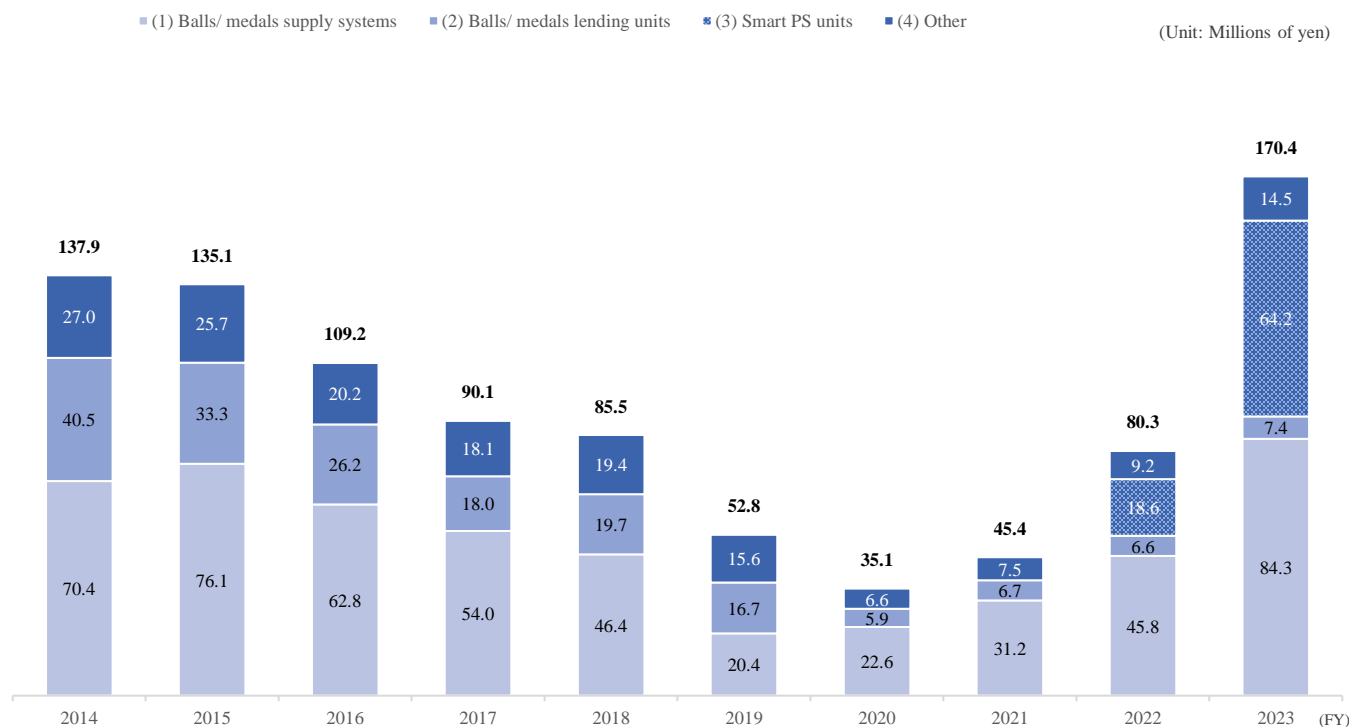


Market scale of PS machines (Unit: Billions of yen)

2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	(FY)
1,198.3	1,309.0	1,406.4	1,389.5	1,371.1	1,169.1	1,211.0	1,173.6	1,201.7	1,202.8	1,134.5	1,079.8	982.7	883.4	759.2	673.2	564.8	559.3	693.6	690.1	712.2	

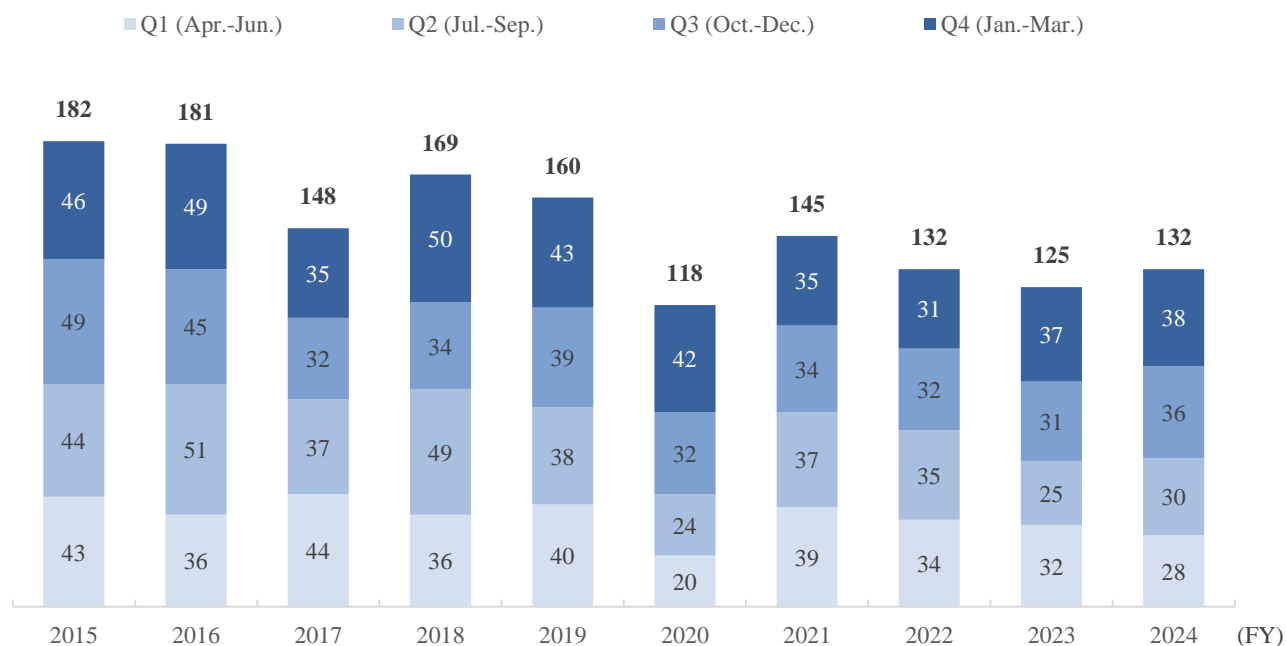
# 19. Market scale of facilities and equipment of PS

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



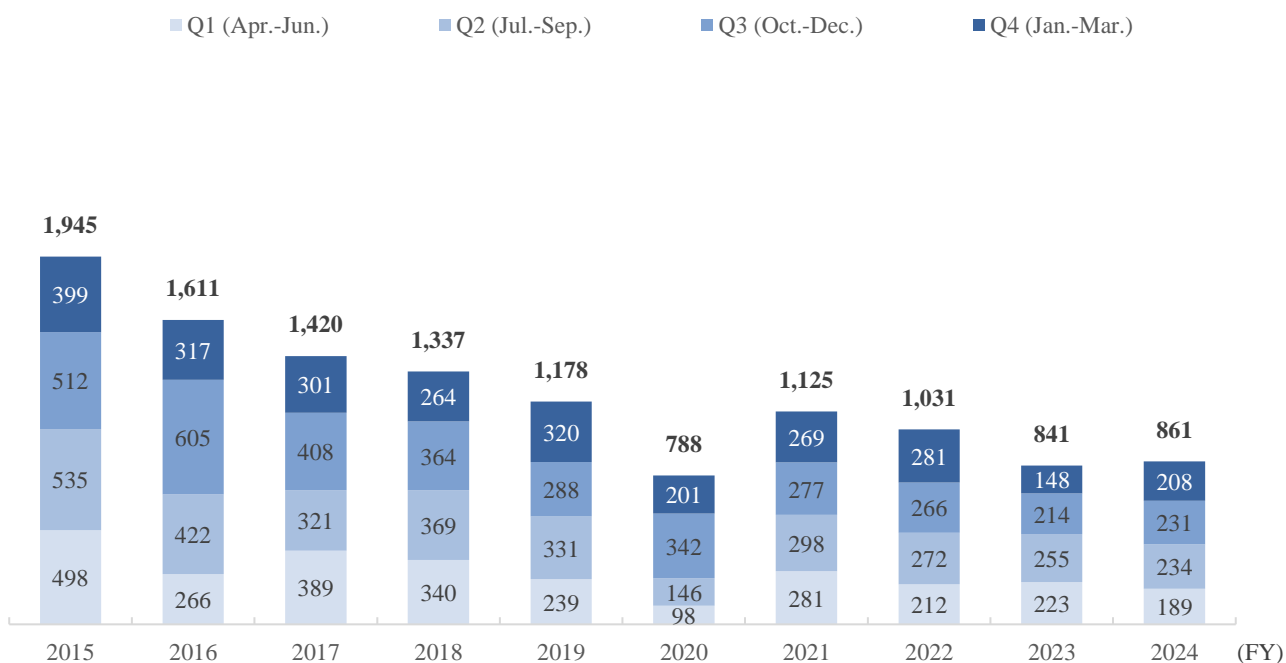
## 20. Number of pachinko machine titles sold

(Unit: Title)



## 21. Unit sales of pachinko machines

(Unit: Thousand machines)



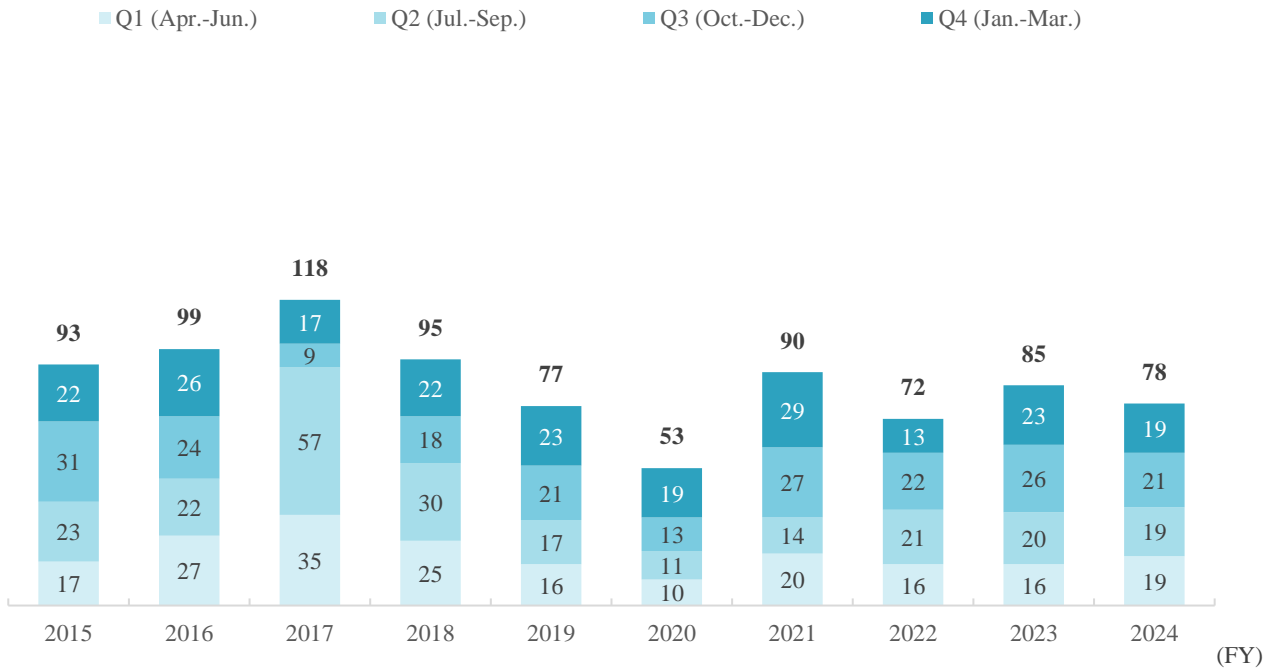
\*Number of machines and titles sold are reviewed once a year.

Source: TSUBURAYA FIELDS HOLDINGS

22. Number of pachislot machine titles sold

updated

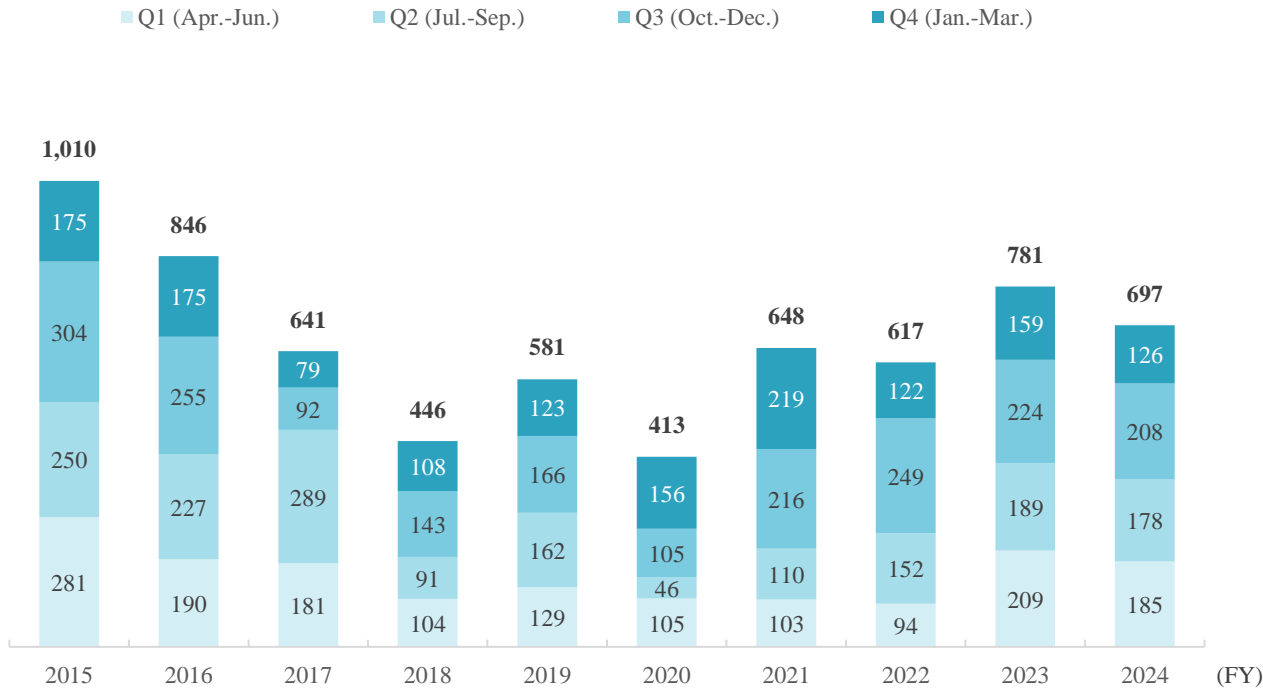
(Unit: Title)



23. Unit sales of pachislot machines

updated

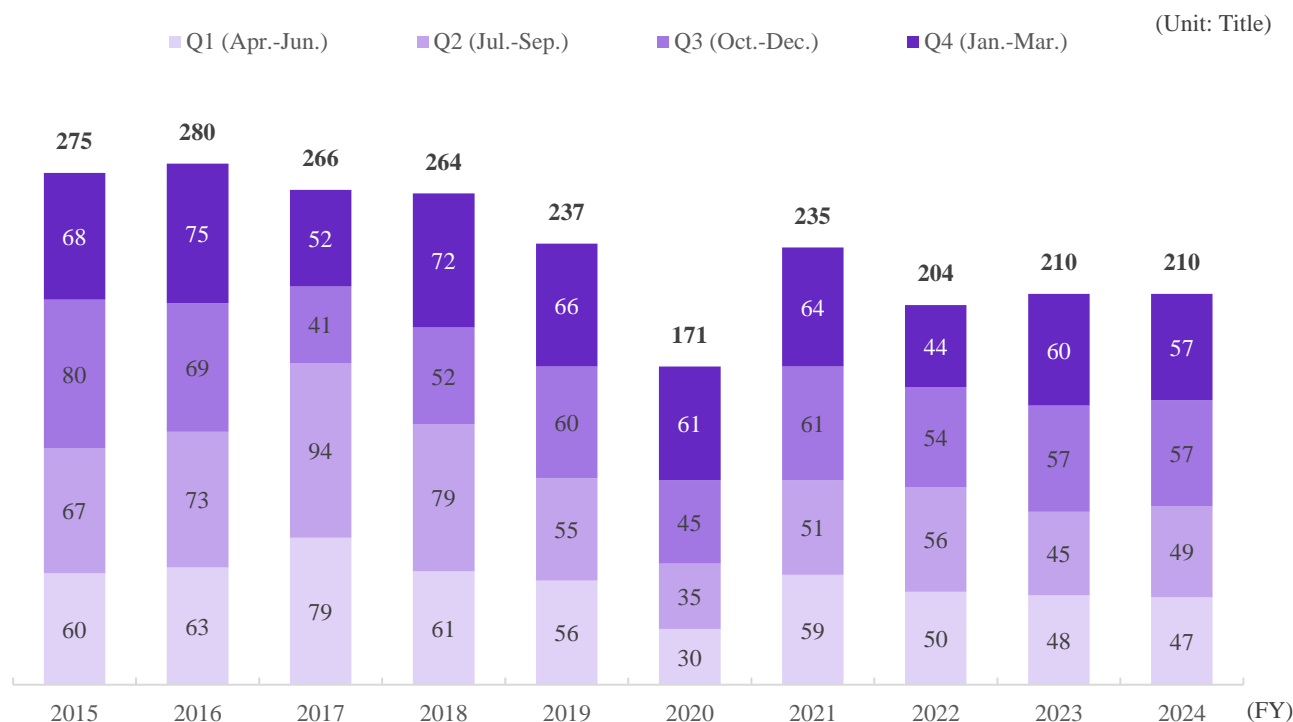
(Unit: Thousand machines)



\*Number of machines and titles sold are reviewed once a year. Source: TSUBURAYA FIELDS HOLDINGS

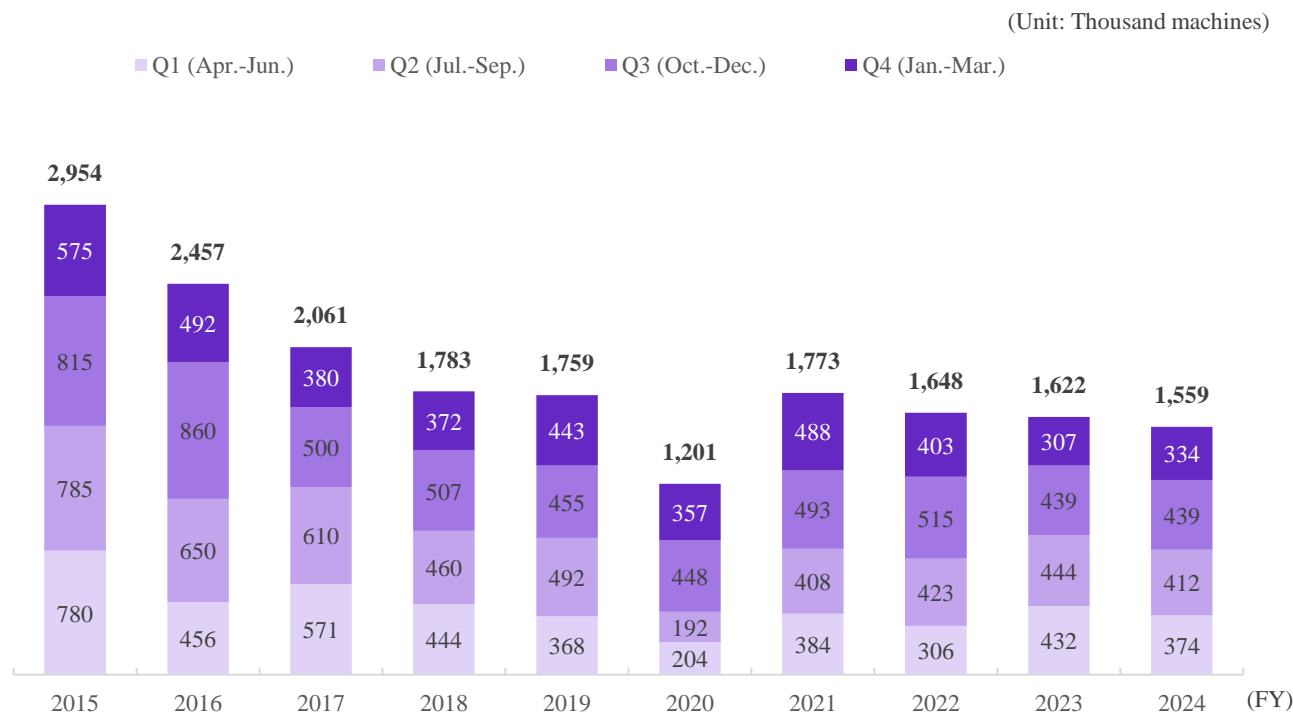


## 24. Total number of PS machine titles sold



## 25. Total unit sales of PS machines

updated

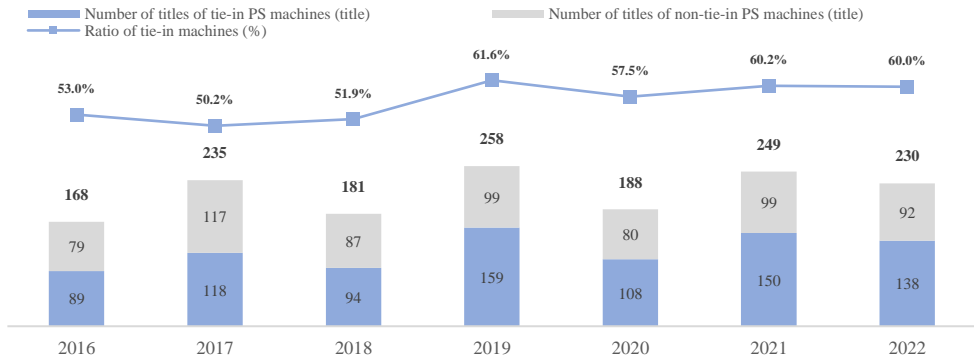


\*Number of machines and titles sold are reviewed once a year.

Source: TSUBURAYA FIELDS HOLDINGS

## 26. Change in titles of PS machines tie in with contents

The data is based on the *Market Data Base on Japanese and Worldwide Media × Content Vol.17 (flash report) 2024* by HUMANMEDIA INC., updated every May



(Unit: titles)

year		2016	2017	2018	2019	2020	2021	2022
PS	Number of unit of new machines	168	235	181	258	188	249	230
	Number of unit of tie-in machines	89	118	94	159	108	150	138
	Ratio of tie-in machines	53.0%	50.2%	51.9%	61.6%	57.5%	60.2%	60.0%
Pachinko	Number of unit of new machines	80	115	92	189	131	171	141
	Number of unit of tie-in machines	48	48	60	129	80	114	100
	Ratio of tie-in machines	60.0%	41.7%	65.2%	68.3%	61.1%	66.7%	70.9%
Pachislot	Number of unit of new machines	88	120	89	69	57	78	89
	Number of unit of tie-in machines	41	70	34	30	28	36	38
	Ratio of tie-in machines	46.6%	58.3%	38.2%	43.5%	49.1%	46.2%	42.7%

## 27. Change in titles of PS machines tie in with contents (by genre)

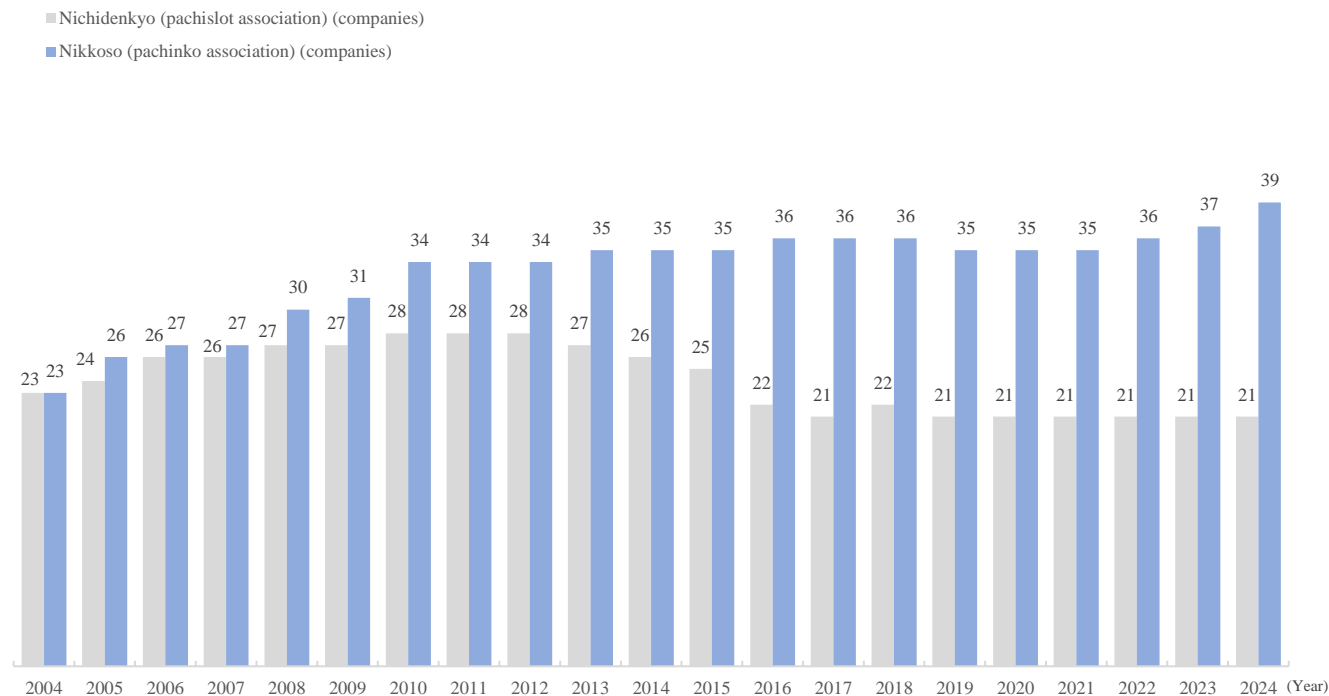
The data is based on the *Market Data Base on Japanese and Worldwide Media × Content Vol.17 (flash report) 2024* by HUMANMEDIA INC., updated every May

(Unit: titles)

year		2016	2017	2018	2019	2020	2021	2022
PS	Anime	50	68	57	94	59	91	82
	Comics	4	8	8	16	11	10	12
	Gmaes	21	20	16	12	18	17	17
	Special-effects	5	4	4	12	8	6	10
	Entertainment	9	17	9	22	12	23	17
	Others	0	1	0	3	0	3	0
	Total	89	118	94	159	108	150	138
Pachinko	Anime	24	28	36	73	40	68	57
	Comics	4	4	5	14	10	8	9
	Gmaes	10	3	8	9	12	10	9
	Special-effects	3	1	4	12	8	5	9
	Entertainment	7	11	7	19	10	21	16
	Others	0	1	0	2	0	2	0
	Total	48	48	60	129	80	114	100
Pachislot	Anime	26	40	21	21	19	23	25
	Comics	0	4	3	2	1	2	3
	Gmaes	11	17	8	3	6	7	8
	Special-effects	2	3	0	0	0	1	1
	Entertainment	2	6	2	3	2	2	1
	Others	0	0	0	1	0	1	0
	Total	41	70	34	30	28	36	38

## 28. Change in the number of member manufacturers of PS associations

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



## 29. Market share

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

### Unit sales share of pachinko machine

FY	2019		2020		2021		2022		2023	
Ranking	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share
1	SANKYO	15.5%	SANYO	23.0%	SANYO	29.6%	SANKYO	25.4%	SANKYO	34.1%
2	Newgin	12.5%	KYORAKU SANGYO	15.5%	SANKYO	14.5%	SANYO	12.3%	SANYO	15.5%
3	KYORAKU SANGYO	11.0%	SANKYO	14.6%	Sansei R&D	10.0%	Newgin	9.9%	Sammy	10.1%
4	SANYO	11.0%	Newgin	10.6%	Sammy	8.6%	Sammy	9.8%	Newgin	7.8%
5	Sammy	10.9%	FIJISHOJI	8.1%	Newgin	8.2%	Sansei R&D	9.3%	FIJISHOJI	7.0%

\*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	2019		2020		2021		2022		2023	
Ranking	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share	Manufacturer	Market share
1	Sammy	21.9%	UNIVERSAL	26.4%	KITA DENSHI	24.7%	UNIVERSAL	19.2%	Sammy	23.0%
2	DAITO	13.0%	DAITO	16.4%	UNIVERSAL	15.2%	Sammy	13.6%	UNIVERSAL	18.0%
3	HEIWA/OLYMPIA	12.3%	KITA DENSHI	14.2%	Sammy	11.6%	DAITO	10.0%	SANKYO	9.0%
4	UNIVERSAL	10.5%	HEIWA/OLYMPIA	7.3%	DAITO	8.9%	SANKYO	7.4%	HEIWA/OLYMPIA	8.4%
5	KITA DENSHI	8.5%	Sammy	7.2%	YAMASA	5.8%	KITA DENSHI	7.0%	DAITO	7.0%

\*Sammy's sales share includes RODEO, IGT Japan, TRIVY, and TAIYO ELEC.

\*SANKYO's sales share includes Bisty.

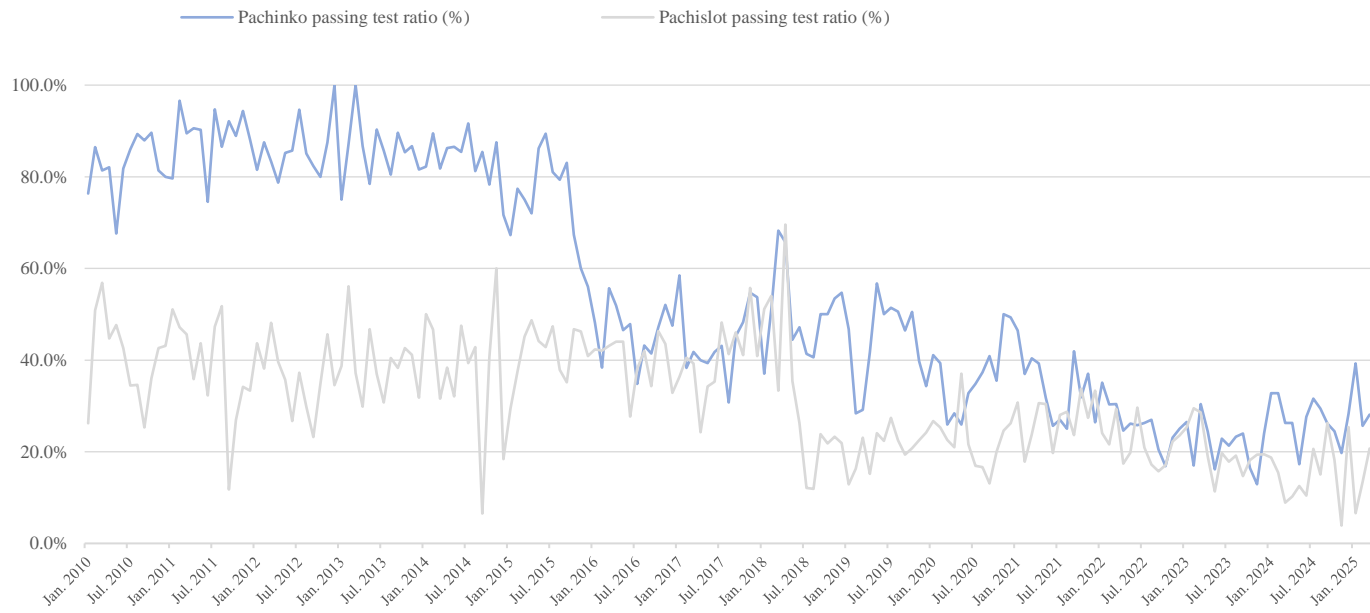
\*UNIVERSAL's sales share includes Eleco, MIZUHO and Macy.

\*OLYMPIA's sales includes HEIWA's sales; Total sales of all OLYMPIA and HEIWA brands is shown.

30. Results of model certification tests (graph)

updated

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



31. Results of model certification tests (detail)

updated

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

Pachinko machine

		Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
2022	Application	57	56	79	69	65	93	76	89	83	83	65	84	899
	Pass	20	17	24	17	17	24	20	24	17	14	15	21	230
	Passing test ratio	35.1%	30.4%	30.4%	24.6%	26.2%	25.8%	26.3%	27.0%	20.5%	16.9%	23.1%	25.0%	25.6%
2023	Application	68	53	69	86	62	92	61	86	71	67	62	71	848
	Pass	18	9	21	21	10	21	13	20	17	11	8	17	186
	Passing test ratio	26.5%	17.0%	30.4%	24.4%	16.1%	22.8%	21.3%	23.3%	23.9%	16.4%	12.9%	23.9%	21.9%
2024	Application	58	58	76	57	87	76	76	68	65	90	76	53	840
	Pass	19	19	20	15	15	21	24	20	17	22	15	15	222
	Passing test ratio	32.8%	32.8%	26.3%	26.3%	17.2%	27.6%	31.6%	29.4%	26.2%	24.4%	19.7%	28.3%	26.4%
2025	Application	56	78	64										
	Pass	22	20	18										
	Passing test ratio	39.3%	25.6%	28.1%										

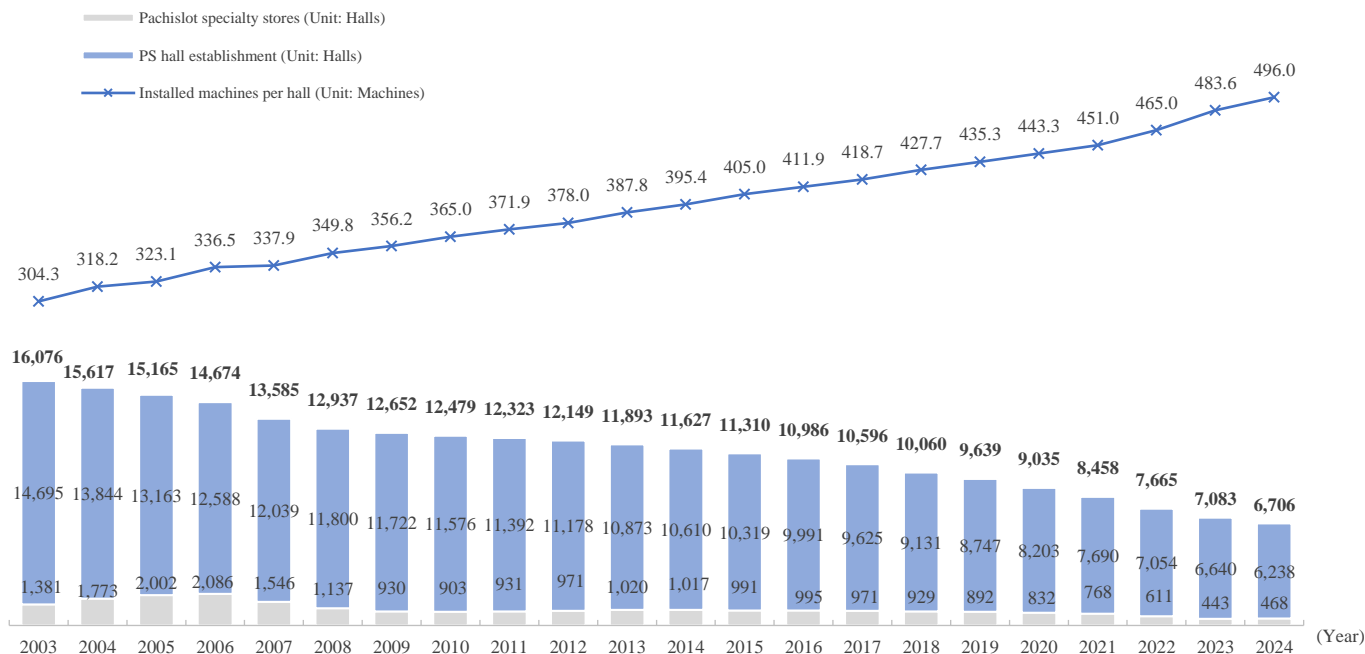
Pachislot machine

		Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
2022	Application	54	51	75	92	86	81	67	99	89	82	72	68	916
	Pass	13	11	22	16	17	24	14	17	14	14	16	16	194
	Passing test ratio	24.1%	21.6%	29.3%	17.4%	19.8%	29.6%	20.9%	17.2%	15.7%	17.1%	22.2%	23.5%	21.2%
2023	Application	75	78	81	95	88	76	73	94	75	88	67	72	962
	Pass	19	23	26	18	10	15	13	18	11	16	13	14	196
	Passing test ratio	25.3%	29.5%	32.1%	18.9%	11.4%	19.7%	17.8%	19.1%	14.7%	18.2%	19.4%	19.4%	20.4%
2024	Application	80	71	79	78	88	67	92	73	95	99	77	71	970
	Pass	15	11	7	8	11	7	19	11	25	18	3	18	153
	Passing test ratio	18.8%	15.5%	8.9%	10.3%	12.5%	10.4%	20.7%	15.1%	26.3%	18.2%	3.9%	25.4%	15.8%
2025	Application	61	67	87										
	Pass	4	9	18										
	Passing test ratio	6.6%	13.4%	20.7%										

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

updated

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

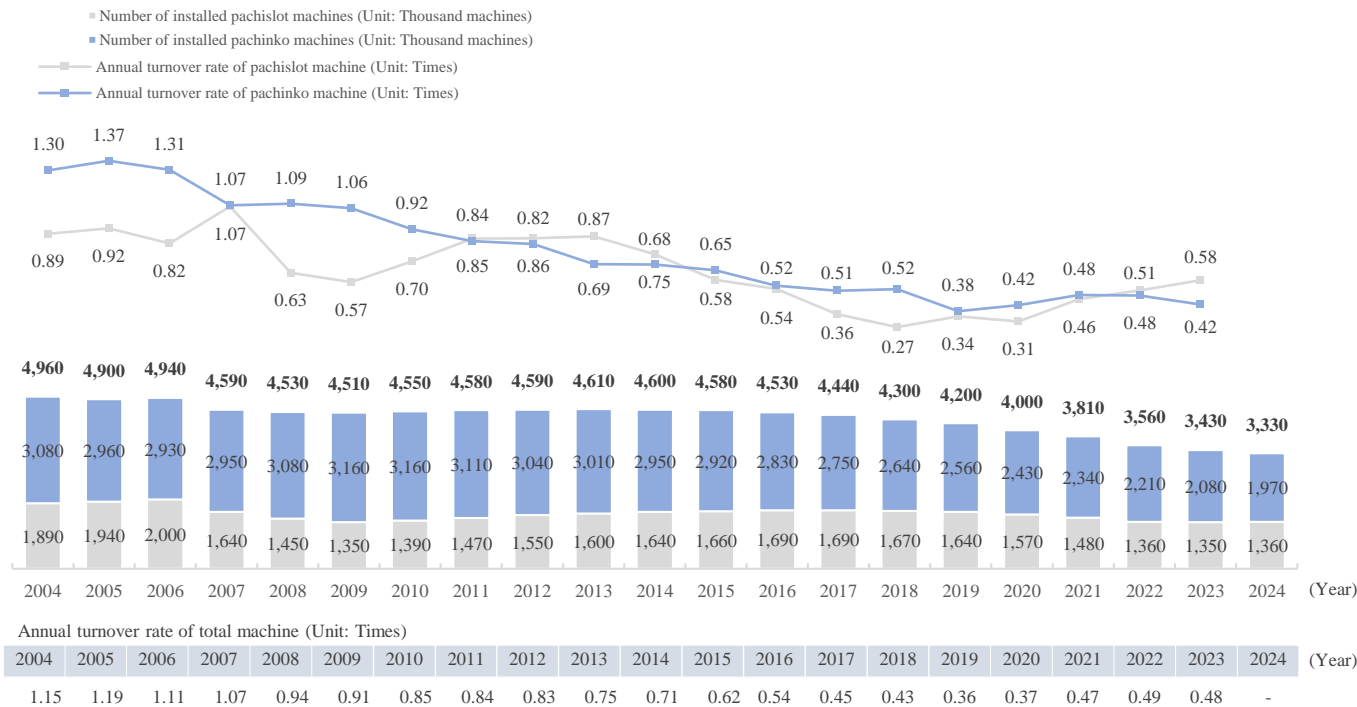


33. Number of installed PS machines and annual turnover rate

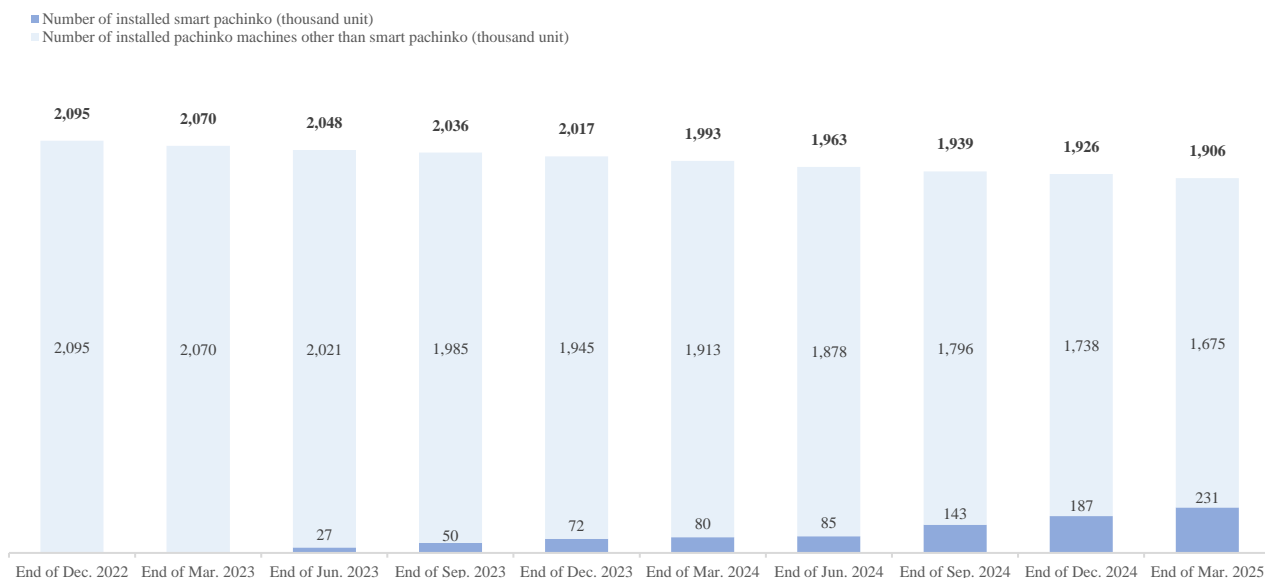
updated

The data of number of installed PS machines is based on *The Current Situation of the Amusement Business and the Control of Crimes Related to Amusement Business in 2023* by National Police Agency, updated every April

The data of annual turnover rate of PS machine is based on the *Pachinko Maker Trends* by Yano Research Institute, Ltd., updated every September



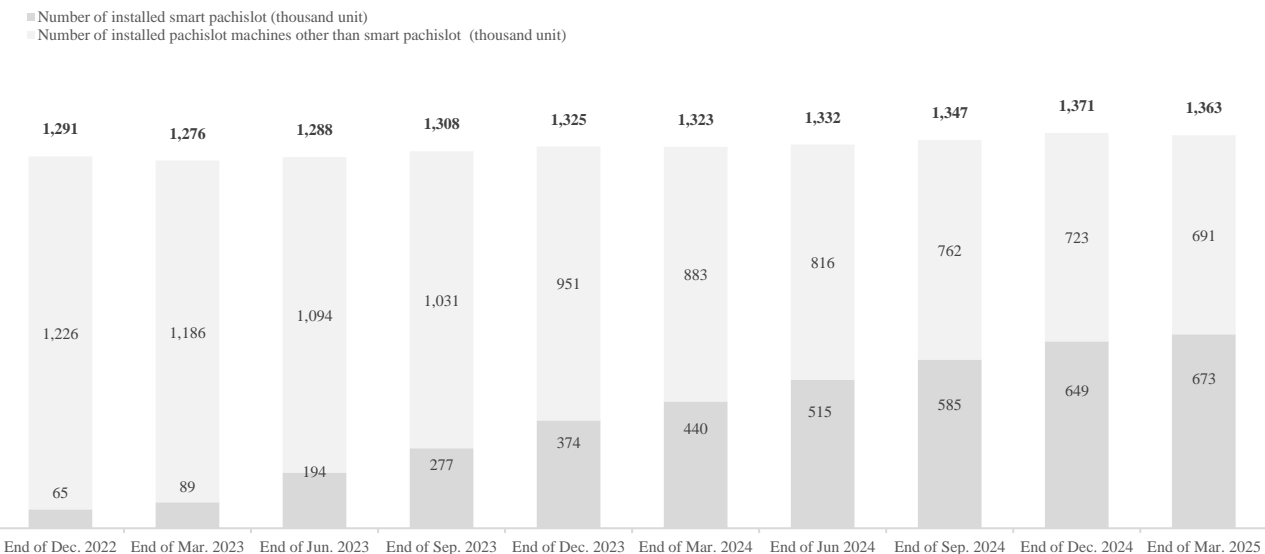
## 34. Change of installation of smart pachinko



Installation ratio of smart pachinko (%)

2022	2023				2024				2025
End of Dec.	End of Mar.	End of Jun.	End of Sep.	End of Dec.	End of Mar.	End of Jun.	End of Sep.	End of Dec.	End of Mar.
-	-	1.3%	2.5%	3.5%	4.0%	4.3%	7.4%	9.7%	12.1%

## 35. Change of installation of smart pachislot

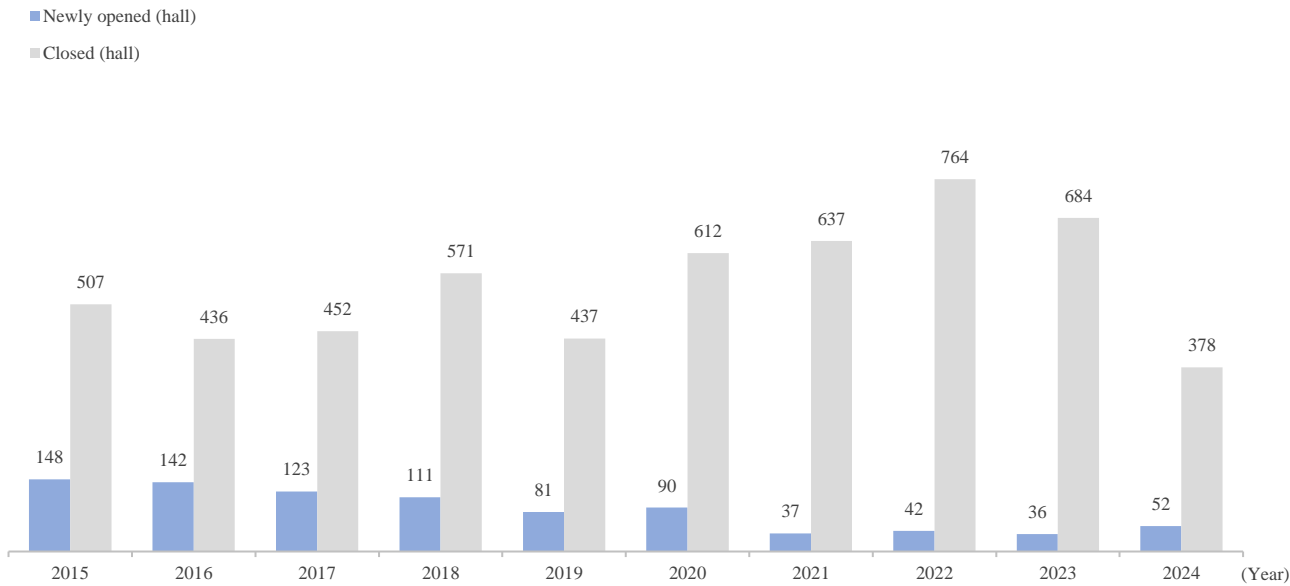


Installation ratio of smart pachislot (%)

2022	2023				2024				2025
End of Dec.	End of Mar.	End of Jun.	End of Sep.	End of Dec.	End of Mar.	End of Jun.	End of Sep.	End of Dec.	End of Mar.
5.0%	7.0%	15.0%	21.2%	28.3%	33.2%	38.7%	43.4%	47.3%	49.3%

36. Change in number of newly opened/ closed halls (by years)

The data is based on the *Results of the survey on member's halls*, by Zennichiyuren (a union for pachinko and pachislot halls), updated every month



37. Change in number of newly opened/ closed halls (by months)

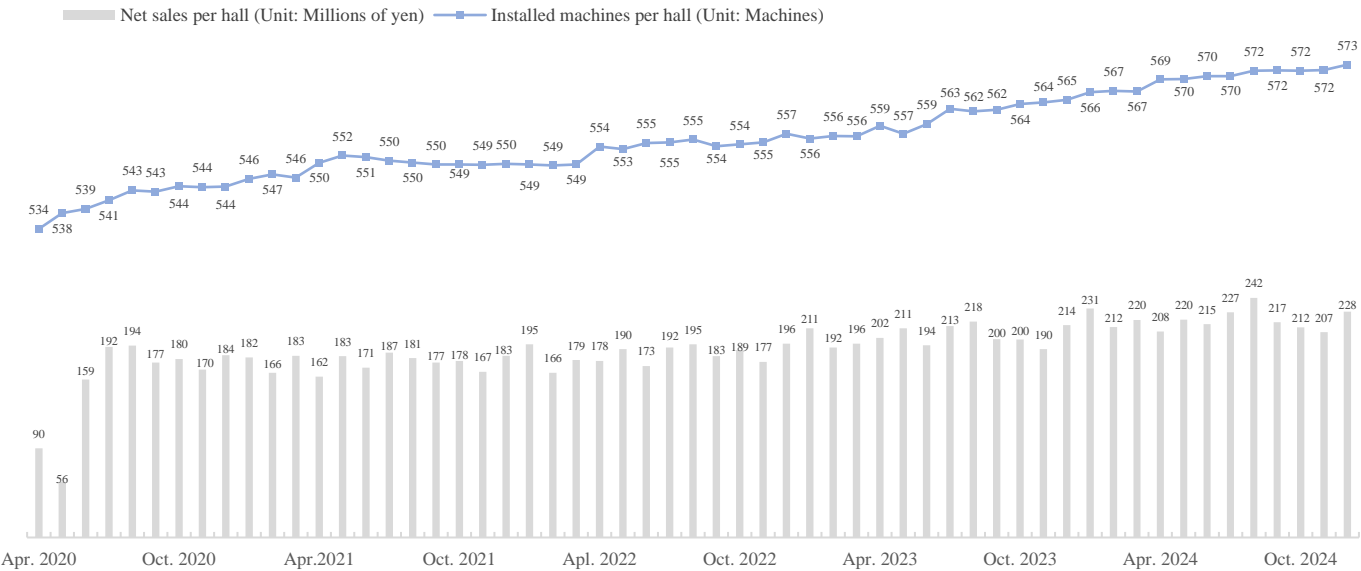
updated

		Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
2017	Newly opened	9	8	10	20	7	22	4	8	4	4	6	21	123
	Closed	46	31	47	18	38	41	35	38	41	35	33	49	452
	Change	(37)	(23)	(37)	2	(31)	(19)	(31)	(30)	(37)	(31)	(27)	(28)	(329)
2018	Newly opened	26	9	4	29	9	5	7	6	6	0	2	8	111
	Closed	62	56	69	43	49	41	55	38	33	46	35	44	571
	Change	(36)	(47)	(65)	(14)	(40)	(36)	(48)	(32)	(27)	(46)	(33)	(36)	(460)
2019	Newly opened	23	3	8	12	5	0	1	2	5	0	4	18	81
	Closed	53	33	42	46	32	33	31	32	42	23	35	35	437
	Change	(30)	(30)	(34)	(34)	(27)	(33)	(30)	(30)	(37)	(23)	(31)	(17)	(356)
2020	Newly opened	3	6	0	2	4	31	9	8	6	1	11	9	90
	Closed	58	34	66	68	61	78	49	32	47	52	30	37	612
	Change	(55)	(28)	(66)	(66)	(57)	(47)	(40)	(24)	(41)	(51)	(19)	(28)	(522)
2021	Newly opened	2	2	6	6	2	1	1	0	4	2	1	10	37
	Closed	62	53	127	49	44	44	21	46	65	38	36	52	637
	Change	(60)	(51)	(121)	(43)	(42)	(43)	(20)	(46)	(61)	(36)	(35)	(42)	(600)
2022	Newly opened	3	3	3	6	0	5	3	3	4	0	1	11	42
	Closed	73	87	110	47	67	58	40	88	59	46	46	43	764
	Change	(70)	(84)	(107)	(41)	(67)	(53)	(37)	(85)	(55)	(46)	(45)	(32)	(722)
2023	Newly opened	1	3	2	8	2	2	5	0	1	1	1	10	36
	Closed	45	59	86	43	49	40	45	69	68	65	55	60	684
	Change	(44)	(56)	(84)	(35)	(47)	(38)	(40)	(69)	(67)	(64)	(54)	(50)	(648)
2024	Newly opened	10	10	1	6	4	3	0	4	2	3	0	9	52
	Closed	40	34	60	28	29	32	43	30	17	21	25	19	378
	Change	(30)	(24)	(59)	(22)	(25)	(29)	(43)	(26)	(15)	(18)	(25)	(10)	(326)
2024	Newly opened	0	0											
	Closed	21	29											
	Change	(21)	(29)											

38. Monthly trends of pachinko halls

updated

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

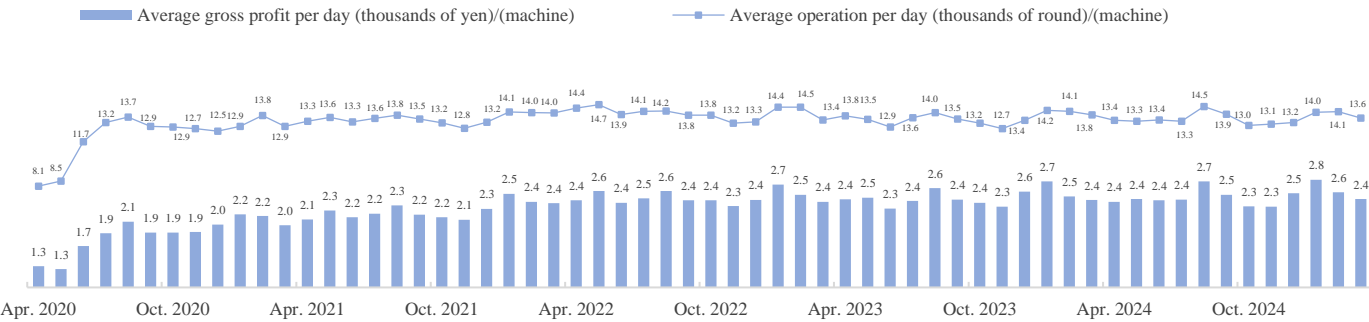


\* METI outsources the pachinko halls for survey to the Zennichiyuren, and the halls are selected from all over Japan.  
\* The figures have been revised by METI.  
\* The figures of "Installed machines per hall" are rounded off the first decimal place, and those of "Net sales per hall" are rounded off the third decimal place.  
\* The data up to December 2024 is shown as the Current Survey of Selected Service Industries ended in December 2024.

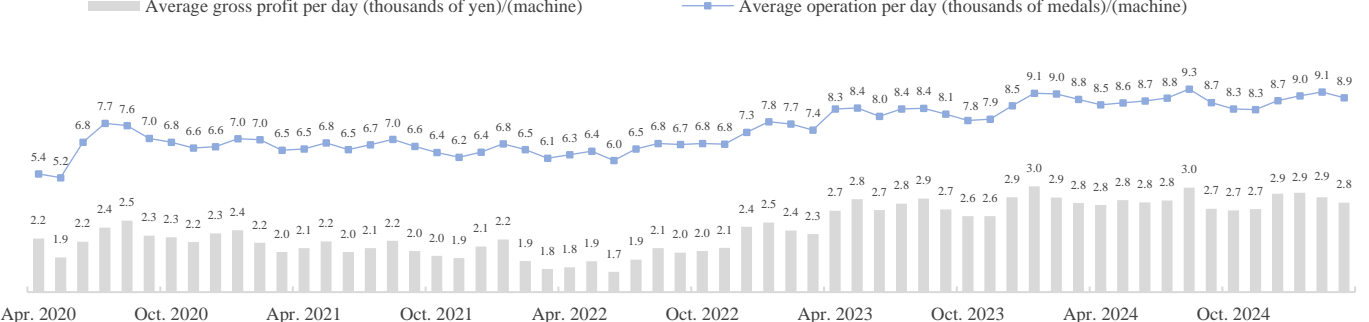
39. PS average operation and gross profit

updated

【 Pachinko machines 】



【 Pachislot machines 】

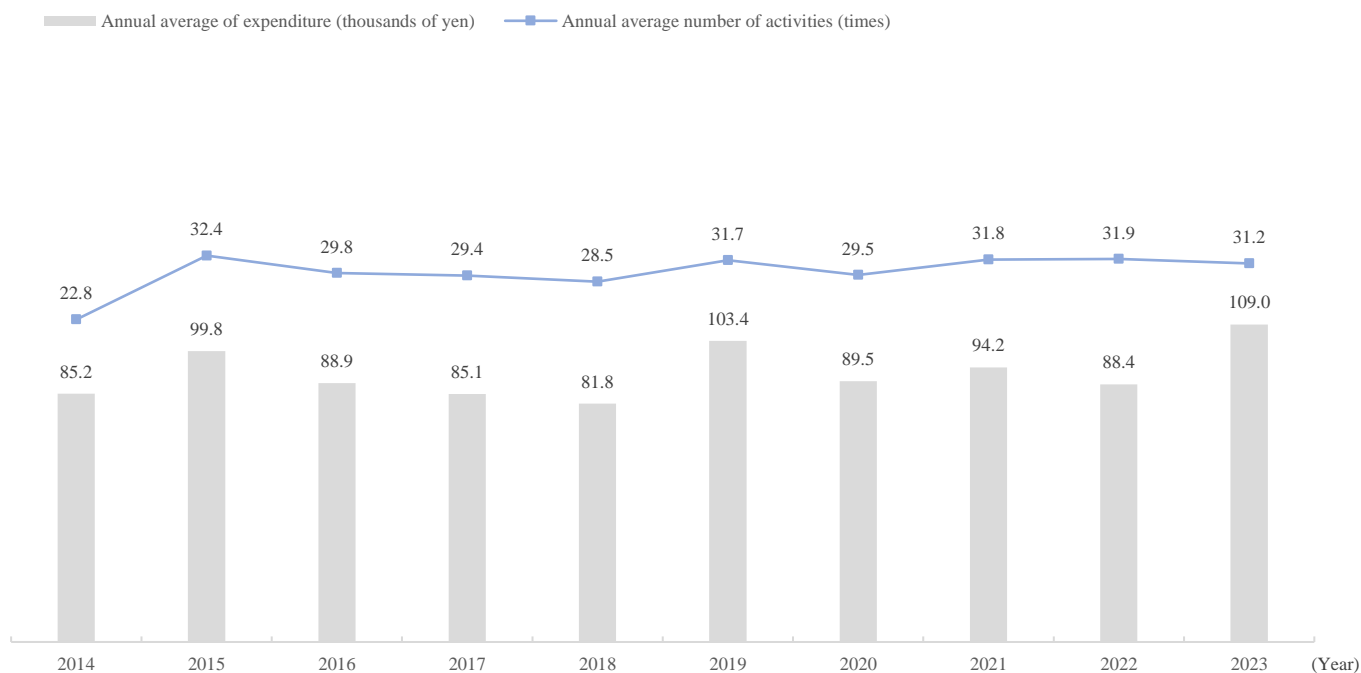


Source: TSUBURAYA FIELDS HOLDINGS



## 40. Annual average of number of activities and expenditure for PS activities

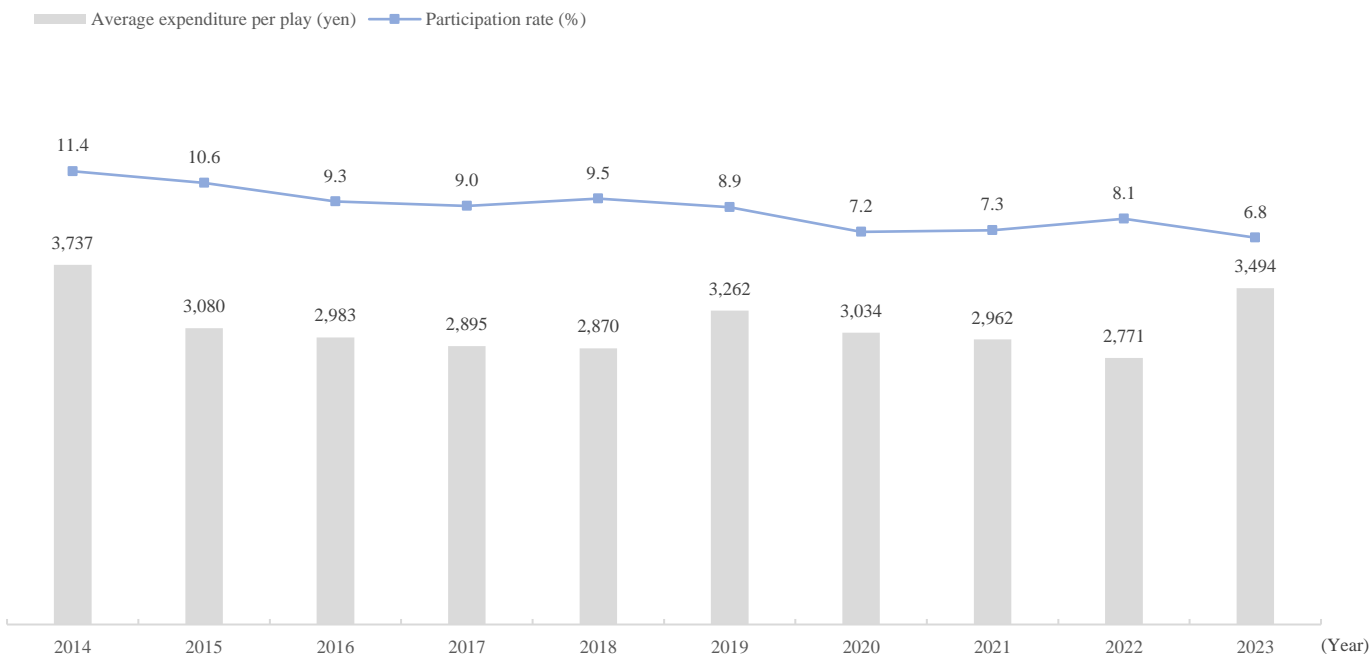
The data is based on the *White Paper on Leisure 2024* by Japan Productivity Center, updated every November

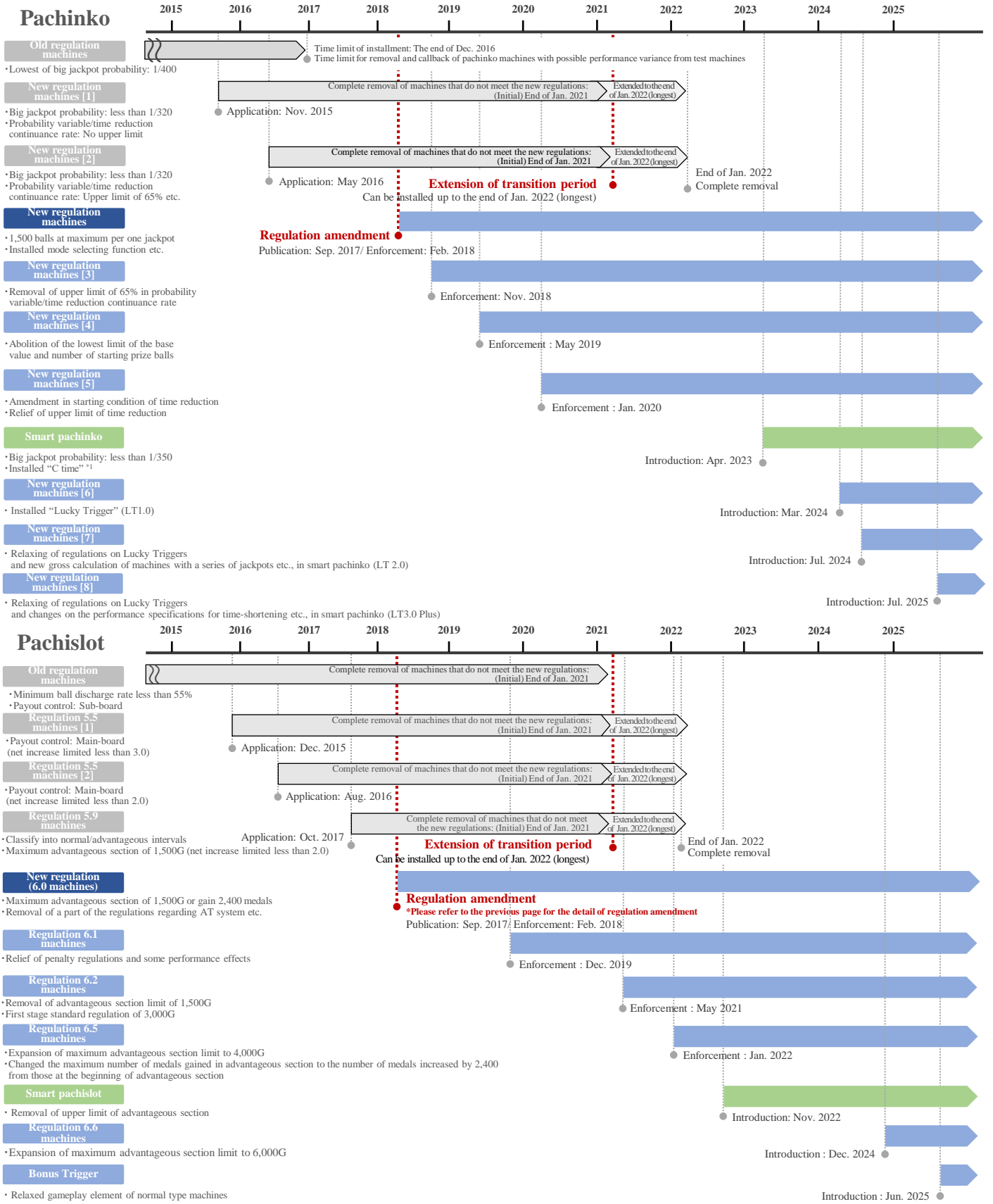


## 41. Participation rate and average expenditure per play in PS

The data is based on the *White Paper on Leisure 2024* by Japan Productivity Center, updated every November

\* "Average expenditure per play" is calculated from "Annual average number of activities" and "Annual average of expenditure"

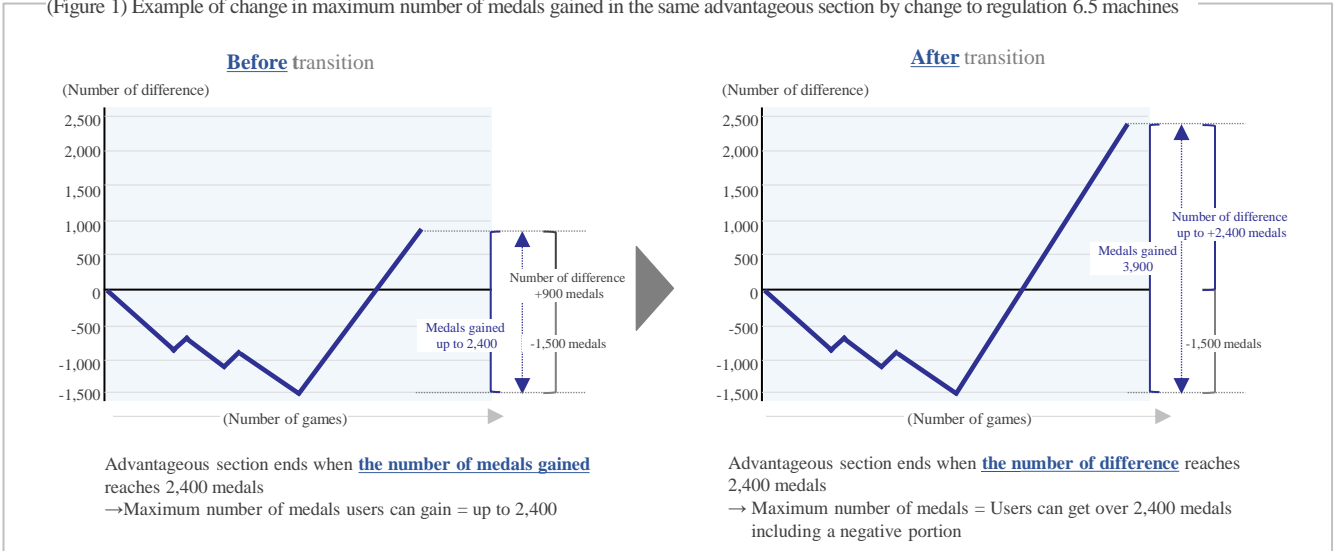




43. [Reference] Change in self-imposed restrictions of pachislot regulation 6.0 machines

	Regulation 6 machines	Regulation 6.1 machines	Regulation 6.2 machines	Regulation 6.5 machines	Regulation 6.6 machines
Upper limit of number of games in advantageous section	1,500 games	1,500 games	3,000 games	4,000 games	6,000 games
Maximum number of medals gained in same advantageous section	Gained up to 2,400 medals			Gained up to 2,400 medals in different number Please refer to the Figure 1 below	
Other main changes	-	Relief of penalty regulations	Relief of some performance effects	-	-
(Further note)	-	Manufacturers can produce PS machines that have a high probability of jackpots and are easy to play by reducing the number of games per 50 medals	Manufacturers can mount performances such as specific symbols aligned each time the lever is turned on and video reels representing reel effects on liquid crystals	-	-

(Figure 1) Example of change in maximum number of medals gained in the same advantageous section by change to regulation 6.5 machines

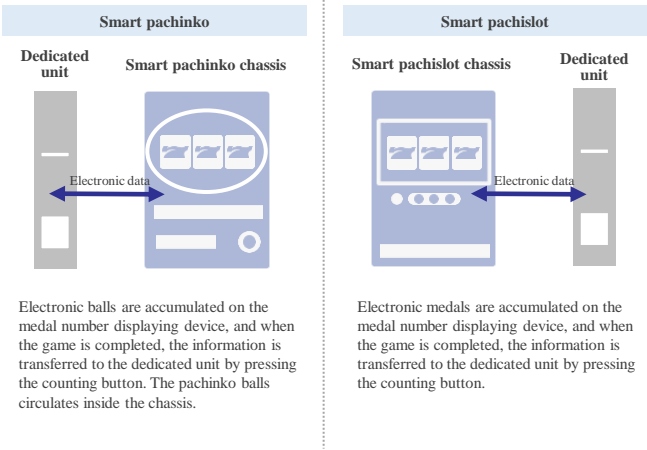


Source: TSUBURAYA FIELDS HOLDINGS, Greenbelt

44. [Reference] Overview of smart pachinko/ smart pachislot

◆Features of smart pachinko/ smart pachislot

Improving game functions	Games become more efficient by eliminating actions such as ball/ medal input
Improving environment	Improving noise problem through erasing the sounds of each ball/ medal
Infection disease prevention	Reducing risks for infection diseases through removing touch to balls/ medals
Countermeasures for gambling addiction	Countermeasures for gambling addiction by managing medal payout information
Fraud prevention	Countermeasures for fraudulent at such as bringing medals



◆Game functions

[Smart pachinko]

Content	Machines under current regulations	Smart pachinko
Big jackpot probability	1/320	1/350 The range of spec designs has expanded, enabling manufacturers to develop a diverse range of machines
New function	-	Installed C time Can be equipped with an unprecedented game function that takes advantage of the C-time reduction
Complete function	Can gain up to 95,000 balls in different number	Can gain up to 95,000 balls in different number

[Smart pachislot]

Content	Machines under current regulations (Regulation 6.6 machine)	Smart pachislot
Advantageous section	2,400 medals in difference number method	2,400 medals in difference number method
Upper limit of number of games in advantageous section	6,000 games	Limitless
Complete function	Gained up to 19,000 medals in different number	Gained up to 19,000 medals in different number

Source: Pachinko pachislot higher living committee, TSUBURAYA FIELDS HOLDINGS

FY	Primary events	Industry overall	Total PS unit sales	Number of halls	Hall
2004	■ Oct. Mid Niigata Earthquake ■ Dec. Sumatra-Andaman Earthquake	■ Jul. Revisions to PS machine regulations go into effect	5,690,000 machines	15,617 halls	
2005	■ Jan. Livedoor incident		5,830,000 machines	15,165 halls	
2006			5,490,000 machines	14,674 halls	■ 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	■ Aug. Sub-prime loan problem in US		4,920,000 machines	13,585 halls	■ Increase in closures of dedicated pachislot specialty halls ■ Full-scale introduction of pachinko with low playing cost
2008	■ Jul. G8 Hokkaido Toyako Summit ■ Sep. US-based Lehman Brothers collapses	■ Jul. Voluntary ban on replacement of machines with the opening of G8 Summit	4,250,000 machines	12,937 halls	
2009	■ Sep. Established Democratic Party administration ■ Nov. Opening of APEC Economic Leaders' Meeting	■ Nov. Voluntary ban on replacement of machines with the opening of APEC Economic Leaders' Meeting	4,100,000 machines	12,652 halls	■ Rise of ART type pachislot machines ■ Full-scale introduction of pachislot with low playing cost
2010	■ Mar. Great East Japan Earthquake occurs ■ Jul. Major flooding in Thailand	■ Mar. Voluntary constraints on marketing and advertising after the Great East Japan Earthquake	3,880,000 machines	12,479 halls	
2011	■ Oct. Yen strengthens to highest level since WWII		3,860,000 machines	12,323 halls	■ Aug. Strictly restricted PS advertisement (event)
2012	■ Dec. LDP takes power with Abe cabinet ■ Mar. Haruhiko Kuroda appointed as BOJ governor		3,820,000 machines	12,149 halls	■ Aug. DYNAM listed in Hong Kong market ■ Rise of AT type pachislot machines
2013			3,460,000 machines	11,893 halls	
2014	■ Apr. Consumption tax rate increased		3,250,000 machines	11,627 halls	
2015			2,860,000 machines	11,310 halls	■ 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
2016	■ Apr. 2016 Kumamoto Earthquake ■ May G7 Japan 2016 Ise-Shima Summit ■ Jun. U.K. referendum on withdrawal from the EU. ■ Dec. Enactment of the IR promotion law	■ May Moratorium on replacement of machines for the duration of Summit	2,430,000 machines	10,986 halls	■ Jan. Build a consensus with JASRAC regarding playing music with installation machines
2017		■ Feb. Amendment of the Regulation for Enforcement of the Amusement Businesses Law	2,010,000 machines	10,596 halls	■ May Okura Holdings Limited listed in Hong Kong Market
2018	■ 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		1,830,000 machines	10,060 Halls	
2019	■ May Enthronement of the Emperor ■ Jun. G20 summit held ■ Sep. Typhoon No. 15 (Faxai) ■ Sep.-Nov. Rugby World Cup ■ Oct. Typhoon No. 19 (Hagibis) ■ Mar. WHO described the COVID-19 a pandemic		1,530,000 machines	9,639 Halls	
2020	■ Apr. First state of emergency issued ▶ lifted (May) ■ Jul. Torrential rains in July 2020 ■ Jan. Second state of emergency issued ▶ lifted (Apr.)		1,500,000 machines	9,035 Halls	■ Apr. Requested suspension of halls in the target areas (95% executed) ■ Late May- Halls resumed business
2021	■ Apr. Third state of emergency issued ▶ lifted (Jun.) ■ Jul. Fourth state of emergency issued ▶ lifted (Sep.) ■ Jul. Tokyo Olympics held ■ Aug. Tokyo Paralympics held		1,810,000 machines	8,458 Halls	■ Apr. Lifted the ban of self-restraint of TV, radio and newspaper commercials Requested suspension of halls in the target areas ■ Jul. Requested suspension or reduced business hours of halls in the target areas
2022		■ Dec. The National Police Agency released the "Handling of advertising in pachinko sales (notification)."	1,750,000 machines	7,665 Halls	■ Nov. Smart pachislot introduced ■ Feb. Four pachinko hall-related organizations (Zennichiuyuren, Nichiyukyo, MIRAI, and Yokashin) established the "Advertising guidelines (first edition)"
2023	■ Jan. 2024 Noto Peninsula Earthquake ■ Feb. Nikkei share average reached new highs after the bubble economy		1,660,000 machines	7,083 Halls	■ Apr. Smart pachinko introduced ■ Feb. Four pachinko hall-related organizations (Zennichiuyuren, Nichiyukyo, MIRAI, and Yokashin) established the "Advertising guidelines (second edition)"
2024	■ Jul. New banknotes issued			6,706 Halls	

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

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

# TSUBURAYA FIELDS HOLDINGS

## Disclaimer

The plans, strategies and estimates of the Company indicated in these documents, other than actual results and established facts, include potential risks and uncertainties and cannot be guaranteed.

Potential risks and uncertainties include, but are not limited to, the economic environment surrounding our business, competitive conditions in the marketplace, and our handling merchandise.