



NAMCO BANDAI Holdings Inc.

Financial Highlights for the Interim Period
of the Fiscal Year Ending March 2008

NAMCO BANDAI Holdings Inc. Consolidated Financial Results

1. Summary of Income Statement

(millions of yen)

| | FY 2007.3 | | | FY 2008.3 | | | | |
|------------------|------------------|------------------|-------------------|------------------|----------------|--------------------|---------------------|------------------|
| | 1st half Results | 2nd half Results | Full Year Results | 1st Half Results | % vs. prior 1H | 2nd Half Forecasts | Full Year Forecasts | % vs. prior year |
| Net Sales | 206,636 | 252,496 | 459,132 | 213,522 | 103.3% | 266,477 | 480,000 | 104.5% |
| Gross Profit | 75,739 | 92,340 | 168,079 | 77,170 | 101.9% | 98,829 | 176,000 | 104.7% |
| Operating Income | 17,263 | 24,960 | 42,224 | 15,085 | 87.4% | 29,914 | 45,000 | 106.6% |
| Recurring Income | 18,561 | 27,053 | 45,615 | 17,379 | 93.6% | 29,620 | 47,000 | 103.0% |
| Net Income | 11,011 | 13,240 | 24,252 | 7,977 | 72.4% | 18,522 | 26,500 | 109.3% |

2. Net Sales by Segment

(millions of yen)

| | FY 2007.3 | | | FY 2008.3 | | | | |
|---------------------------|------------------|------------------|-------------------|------------------|----------------|--------------------|---------------------|------------------|
| | 1st half Results | 2nd half Results | Full Year Results | 1st Half Results | % vs. prior 1H | 2nd Half Forecasts | Full Year Forecasts | % vs. prior year |
| Toys and Hobby | 85,784 | 99,801 | 185,586 | 83,578 | 97.4% | 106,421 | 190,000 | 102.4% |
| Amusement Facility | 43,216 | 44,979 | 88,196 | 46,124 | 106.7% | 48,875 | 95,000 | 107.7% |
| Game Contents | 57,007 | 82,180 | 139,187 | 61,835 | 108.5% | 88,164 | 150,000 | 107.8% |
| Network | 6,266 | 6,222 | 12,489 | 5,936 | 94.7% | 5,563 | 11,500 | 92.1% |
| Visual and Music Content | 19,282 | 23,724 | 43,006 | 17,888 | 92.8% | 25,111 | 43,000 | 100.0% |
| Other | 10,943 | 9,957 | 20,900 | 10,065 | 92.0% | 9,434 | 19,500 | 93.3% |
| Elimination and Corporate | -15,865 | -14,368 | -30,234 | -11,905 | - | -17,094 | -29,000 | - |
| Total | 206,636 | 252,496 | 459,132 | 213,522 | 103.3% | 266,477 | 480,000 | 104.5% |

3. Operating Income by Segment

(millions of yen)

| | FY 2007.3 | | | | FY 2008.3 | | | | | | | |
|---------------------------|------------------|------------------|-------------------|-----------|------------------|-----------|----------------|--------------------|---------------------|-----------|------------------|--|
| | 1st half Results | 2nd half Results | Full Year Results | OP Margin | 1st Half Results | OP Margin | % vs. prior 1H | 2nd Half Forecasts | Full Year Forecasts | OP Margin | % vs. prior year | |
| Toys and Hobby | 8,186 | 9,216 | 17,403 | 9.4% | 5,768 | 6.9% | 70.5% | 12,031 | 17,800 | 9.4% | 102.3% | |
| Amusement Facility | 1,883 | 2,120 | 4,004 | 4.5% | 2,078 | 4.5% | 110.4% | 3,721 | 5,800 | 6.1% | 144.9% | |
| Game Contents | 1,853 | 9,656 | 11,509 | 8.3% | 4,856 | 7.9% | 262.1% | 10,143 | 15,000 | 10.0% | 130.3% | |
| Network | 540 | 339 | 880 | 7.0% | 431 | 7.3% | 79.8% | 568 | 1,000 | 8.7% | 113.6% | |
| Visual and Music Content | 4,516 | 4,979 | 9,496 | 22.1% | 3,035 | 17.0% | 67.2% | 3,764 | 6,800 | 15.8% | 71.6% | |
| Other | 899 | 118 | 1,017 | 4.9% | 476 | 4.7% | 52.9% | 323 | 800 | 4.1% | 78.6% | |
| Elimination and Corporate | -617 | -1,470 | -2,088 | - | -1,562 | - | - | -637 | -2,200 | - | - | |
| Total | 17,263 | 24,960 | 42,224 | 9.2% | 15,085 | 7.1% | 87.4% | 29,914 | 45,000 | 9.4% | 106.6% | |

4. Net Sales by Region (External sales after elimination)

(millions of yen)

| | FY 2007.3 | | | FY 2008.3 | | | | |
|---------------------------|------------------|------------------|-------------------|------------------|----------------|--------------------|---------------------|------------------|
| | 1st half Results | 2nd half Results | Full Year Results | 1st Half Results | % vs. prior 1H | 2nd Half Forecasts | Full Year Forecasts | % vs. prior year |
| Japan | 166,121 | 190,127 | 356,248 | 164,529 | 99.0% | 204,470 | 369,000 | 103.6% |
| Americas | 19,975 | 32,340 | 52,315 | 21,249 | 106.4% | 33,750 | 55,000 | 105.1% |
| Europe | 13,998 | 23,764 | 37,763 | 21,000 | 150.0% | 20,999 | 42,000 | 111.2% |
| Asia | 6,541 | 6,264 | 12,805 | 6,742 | 103.1% | 7,257 | 14,000 | 109.3% |
| Elimination and Corporate | - | - | - | - | - | - | - | - |
| Total | 206,636 | 252,496 | 459,132 | 213,522 | 103.3% | 266,477 | 480,000 | 104.5% |

5. Operating Income by Region

(millions of yen)

| | FY 2007.3 | | | | FY 2008.3 | | | | | | | |
|---------------------------|------------|------------------|-------------------|-----------|------------------|-----------|----------------|--------------------|---------------------|-----------|------------------|--|
| | 1Q Results | 1st half Results | Full Year Results | OP Margin | 1st Half Results | OP Margin | % vs. prior 1H | 2nd Half Forecasts | Full Year Forecasts | OP Margin | % vs. prior year | |
| Japan | 16,598 | 16,528 | 33,127 | 9.3% | 12,005 | 7.3% | 72.3% | 23,994 | 36,000 | 9.8% | 108.7% | |
| Americas | -867 | 4,244 | 3,376 | 6.5% | 147 | 0.7% | - | 2,152 | 2,300 | 4.2% | 68.1% | |
| Europe | 1,405 | 3,848 | 5,253 | 13.9% | 3,062 | 14.6% | 217.9% | 3,137 | 6,200 | 14.8% | 118.0% | |
| Asia | 1,373 | 1,356 | 2,730 | 21.3% | 1,263 | 18.7% | 92.0% | 1,536 | 2,800 | 20.0% | 102.6% | |
| Elimination and Corporate | -1,245 | -1,017 | -2,263 | - | -1,393 | - | - | -906 | -2,300 | - | - | |
| Total | 17,263 | 24,960 | 42,224 | 9.2% | 15,085 | 7.1% | 87.4% | 29,914 | 45,000 | 9.4% | 106.6% | |

6. Other Data

(millions of yen)

| | FY 2007.3 | | | FY 2008.3 | | | | |
|----------------------|------------------|------------------|-------------------|------------------|----------------|--------------------|---------------------|------------------|
| | 1st half Results | 2nd half Results | Full Year Results | 1st Half Results | % vs. prior 1H | 2nd Half Forecasts | Full Year Forecasts | % vs. prior year |
| Capital Investments | 9,041 | 11,290 | 20,331 | 10,867 | 120.2% | 12,132 | 23,000 | 113.1% |
| Depreciation | 8,988 | 12,211 | 21,200 | 11,125 | 123.8% | 11,374 | 22,500 | 106.1% |
| R&D Investments | 16,014 | 16,101 | 32,116 | 15,515 | 96.9% | 19,484 | 35,000 | 109.0% |
| Advertising Expenses | 14,038 | 16,992 | 31,031 | 12,869 | 91.7% | 18,630 | 31,500 | 101.5% |
| Personnel Expenses | 17,653 | 18,371 | 36,024 | 19,310 | 109.4% | 18,689 | 38,000 | 105.5% |

* Forward-looking Statements: This document contains figures that are based on the information currently available to management and estimates involving uncertain factors thought likely to have an effect on future results.

Supplemental Data for the Interim Period of the Fiscal Year Ending March 2008

Toys and Hobby Business

【Net Sales by Character (BANDAI non-consolidated)】

| | (billion yen) | |
|---------------------|-------------------|----------------------------------|
| | FY08.3 Interim | FY08.3 Full Year Forecasts |
| Mobile Suit Gundam | 7.5 | 19.0 |
| Masked Rider | 5.9 | 11.0 |
| Pretty Cure | 5.1 | 9.0 |
| Anpanman | 4.3 | 9.0 |
| Power Ranger Series | 4.0 | 9.0 |
| Ultraman | 2.9 | 6.0 |
| DRAGON BALL Z | 2.6 | 6.0 |
| Pokémon | 2.6 | 4.5 |
| Cinnamoroll | 1.5 | 3.0 |
| Tamagotchi | 1.1 | 4.0 |

【Tamagotchi sales】

| | (thousand units) | | | | |
|----------|---------------------|---------------------|---------------------|---------------------|-------------------|
| | FY04.3 Full Year | FY05.3 Full Year | FY06.3 Full Year | FY07.3 Full Year | FY08.3 Interim |
| Japan | 250 | 2,250 | 6,100 | 1,650 | 0 |
| Overseas | 0 | 3,250 | 6,900 | 7,050 | 3,500 |
| TOTAL | 250 | 5,500 | 13,000 | 8,700 | 3,500 |

【DATA CARDDASS: installed units】

As of end of September 2007: 17,650 units (Japan)

Amusement Facility Business

【Number of facilities】

| | Japan | | | | Americas | | | | Europe | | | | Asia | | | |
|-----------------------|---------|-----------|---------|------------------------|----------|-----------|---------|------------------------|---------|-----------|---------|------------------------|---------|-----------|---------|------------------------|
| | FY07.3 | | FY08.3 | | FY07.3 | | FY08.3 | | FY07.3 | | FY08.3 | | FY07.3 | | FY08.3 | |
| | Interim | Full Year | Interim | Full Year Forecasts | Interim | Full Year | Interim | Full Year Forecasts | Interim | Full Year | Interim | Full Year Forecasts | Interim | Full Year | Interim | Full Year Forecasts |
| Start of term | 313 | 313 | 316 | 316 | 127 | 127 | 109 | 109 | 11 | 11 | 14 | 14 | 15 | 15 | 14 | 14 |
| Openings | 12 | 26 | 6 | 12 | 0 | 0 | 0 | 0 | 5 | 5 | 0 | 0 | 1 | 2 | 1 | 1 |
| Closures | 6 | 23 | 11 | 22 | 11 | 18 | 12 | 22 | 0 | 2 | 0 | 1 | 1 | 3 | 2 | 2 |
| Increase/ Decrease | 6 | 3 | -5 | -10 | -11 | -18 | -12 | -22 | 5 | 3 | 0 | -1 | 0 | -1 | -1 | -1 |
| End of term | 319 | 316 | 311 | 306 | 116 | 109 | 97 | 87 | 16 | 14 | 14 | 13 | 15 | 14 | 13 | 13 |
| Revenue share | 158 | 140 | 113 | 113 | 1,039 | 1,041 | 1,214 | 1,339 | 1 | 1 | 1 | 1 | 18 | 20 | 21 | 18 |
| Theme park | 5 | 6 | 5 | 5 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Spa resort | 2 | 3 | 4 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total | 484 | 465 | 433 | 428 | 1,155 | 1,150 | 1,311 | 1,426 | 17 | 15 | 15 | 14 | 33 | 34 | 34 | 31 |

| | Total | | | |
|-----------------------|---------|-----------|---------|------------------------|
| | FY07.3 | | FY08.3 | |
| | Interim | Full Year | Interim | Full Year Forecasts |
| Start of term | 466 | 466 | 453 | 453 |
| Openings | 18 | 33 | 7 | 13 |
| Closures | 18 | 46 | 25 | 47 |
| Increase/ Decrease | 0 | -13 | -18 | -34 |
| End of term | 466 | 453 | 435 | 419 |
| Revenue share | 1,216 | 1,202 | 1,349 | 1,471 |
| Theme park | 5 | 6 | 5 | 5 |
| Spa resort | 2 | 3 | 4 | 4 |
| Total | 1,689 | 1,664 | 1,793 | 1,899 |

【Same store year on year】

| | | Apr | May | Jun | 1Q (3 months) | Jul | Aug | Sep | 2Q (3 months) | Interim (6 months) |
|--|--------|--------|--------|--------|------------------|--------|-------|-------|------------------|-----------------------|
| | | Japan | FY08.3 | 90.7% | 90.3% | 100.6% | 93.4% | 93.1% | 97.2% | 104.9% |
| | FY07.3 | 109.7% | 101.8% | 102.6% | 104.7% | 103.6% | 98.9% | 98.2% | 100.2% | 102.2% |

| | | Jan | Feb | Mar | 1Q (3 months) | Apr | May | Jun | 2Q (3 months) | Interim (6 months) |
|--|--------|--------|--------|-------|------------------|-------|-------|--------|------------------|-----------------------|
| | | U.S. | FY08.3 | 95.8% | 95.9% | 92.6% | 94.9% | 100.1% | 95.0% | 95.1% |
| | FY07.3 | 102.3% | 96.2% | 96.7% | 98.6% | 95.8% | 91.1% | 93.8% | 93.8% | 96.3% |

Game Contents Business

① Home Video Game Software

【Home video game software titles and units sold】

(Unit Sales : thousand)

| | FY2007.3 | | | |
|--------------------|-------------|--------------|-------------|---------------|
| | Interim | | Full Year | |
| | # of Titles | Unit Sales | # of Titles | Unit Sales |
| Japan | 45 | 5,041 | 99 | 12,215 |
| (Home) | 19 | 2,056 | 45 | 5,970 |
| (Portable) | 26 | 2,985 | 54 | 6,245 |
| Americas | 16 | 2,202 | 51 | 5,930 |
| (Home) | 10 | 1,492 | 32 | 4,364 |
| (Portable) | 6 | 710 | 19 | 1,566 |
| Europe | 7 | 1,762 | 16 | 4,715 |
| (Home) | 4 | 1,065 | 12 | 2,866 |
| (Portable) | 3 | 697 | 4 | 1,849 |
| Asia | 12 | 203 | 22 | 492 |
| (Home) | 1 | 85 | 5 | 273 |
| (Portable) | 11 | 118 | 17 | 219 |
| Group Total | 80 | 9,208 | 188 | 23,352 |
| (Home) | 34 | 4,698 | 94 | 13,473 |
| (Portable) | 46 | 4,510 | 94 | 9,879 |
| Localized versions | 34 | | 79 | |

※After elimination of localized versions

| | | | | |
|--------------------|-----------|--------------|------------|---------------|
| Group Total | 46 | 9,208 | 109 | 23,352 |
| (Home) | 19 | 4,698 | 55 | 13,473 |
| (Portable) | 27 | 4,510 | 54 | 9,879 |

| | FY2008.3 | | | |
|--------------------|-------------|--------------|---------------------|---------------|
| | Interim | | Full Year Forecasts | |
| | # of Titles | Unit Sales | # of Titles | Unit Sales |
| Japan | 37 | 4,694 | 100 | 15,100 |
| (Home) | 15 | 2,047 | 48 | 8,178 |
| (Portable) | 22 | 2,647 | 52 | 6,922 |
| Americas | 9 | 1,522 | 25 | 4,850 |
| (Home) | 4 | 1,149 | 15 | 3,774 |
| (Portable) | 5 | 373 | 10 | 1,076 |
| Europe | 10 | 3,222 | 20 | 4,850 |
| (Home) | 4 | 2,062 | 10 | 3,025 |
| (Portable) | 6 | 1,160 | 10 | 1,825 |
| Asia | 2 | 197 | 14 | 400 |
| (Home) | 1 | 89 | 10 | 235 |
| (Portable) | 1 | 108 | 4 | 165 |
| Group Total | 58 | 9,635 | 159 | 25,200 |
| (Home) | 24 | 5,347 | 83 | 15,212 |
| (Portable) | 34 | 4,288 | 76 | 9,988 |
| Localized versions | 22 | | 62 | |

※After elimination of localized versions

| | | | | |
|--------------------|-----------|--------------|-----------|---------------|
| Group Total | 36 | 9,635 | 97 | 25,200 |
| (Home) | 14 | 5,347 | 45 | 15,212 |
| (Portable) | 22 | 4,288 | 52 | 9,988 |

【FY08.3 Interim : Top 10 Game Titles】

| Region | Platform | Title Name | Unit Sales (Thousand) |
|--------|----------|--|-----------------------|
| J | PS2 | SUPER ROBOT WARS OG ORIGINAL GENERATIONS | 454 |
| E | PS2·Wii | Dragonball Z Budokai Tenkaichi 2 | 412 |
| J | PS2·Wii | Dragonball Z Sparking ! METEOR | 335 |
| E,US | PS3 | RIDGE RACER 7 | 302 |
| E,US | PS2 | Naruto: Uzumaki Chronicles | 287 |
| J | NDS | SD Gundam G Generation CROSS DRIVE | 276 |
| J | PS2 | Another Century's Episode 3 THE FINAL | 253 |
| E,US | PS2 | Naruto: Ultimate Ninja | 227 |
| US | PS2 | Naruto: Ultimate Ninja 2 | 187 |
| J | NDS | Japanese History & World History (Educational software under the editorship of Yamakawa Shuppansha) | 181 |

J: Japan, US: United States, E: Europe, A: Asia

【FY08.3 Interim : Group Total By Platform】

| | # of Titles | | | Unit Sales (Thousand) |
|---------|------------------|------------------------|-----------|-----------------------|
| | Total Titles (A) | Localized Versions (B) | A - B | |
| PS2 | 13 | 4 | 9 | 3,865 |
| PS3 | 2 | 2 | 0 | 567 |
| Xbox360 | 2 | 1 | 1 | 123 |
| Wii | 7 | 3 | 4 | 706 |
| PSP | 10 | 6 | 4 | 1,500 |
| NDS | 24 | 6 | 18 | 2,728 |
| Others | 0 | 0 | 0 | 146 |
| | 58 | 22 | 36 | 9,635 |

※Others: XB·GC·GBA·PC

②Arcade Game Machines: Net Sales

【NAMCO BANDAI Games】

(million yen)

| Product Category | FY2007.3 | | FY2008.3 | |
|-----------------------------|---------------|---------------|---------------|---------------------|
| | Interim | Full Year | Interim | Full Year Forecasts |
| Small-sized Video Games | 910 | 964 | 15 | 4,200 |
| Medium-sized Video Games | 5,303 | 15,463 | 10,826 | 12,500 |
| Electrical-Mechanical Games | 3,117 | 5,896 | 3,629 | 5,200 |
| Medal Games | 495 | 1,184 | 131 | 4,900 |
| Other | 3,665 | 7,181 | 2,525 | 6,500 |
| Total | 13,490 | 30,688 | 17,126 | 33,300 |

【Banpresto】

(million yen)

| | FY2007.3 | | FY2008.3 | |
|---------------|----------|-----------|----------|---------------------|
| | Interim | Full Year | Interim | Full Year Forecasts |
| Game Machines | 2,531 | 4,303 | 1,085 | 4,000 |

【Overseas】

(million yen)

| | FY2007.3 | | FY2008.3 | |
|--------------------------------|----------|-----------|----------|---------------------|
| | Interim | Full Year | Interim | Full Year Forecasts |
| NAMCO America and NAMCO Europe | 3,131 | 4,940 | 3,767 | 6,700 |

Note: Figures include transactions among Group Companies

Network Business

【Number of Subscribers】

As of September 30, 2007

(thousand)

| | Game | Sound | Character | Other | TOTAL |
|-----------------------|--------------|------------|------------|------------|--------------|
| BANDAI NETWORKS | 1,950 | 620 | 860 | 150 | 3,580 |
| NAMCO BANDAI GAMES(*) | 1,170 | — | — | — | 1,170 |
| TOTAL | 3,120 | 620 | 860 | 150 | 4,750 |

(*) Results for mobile content distribution service of NAMCO BANDAI Games Inc. is posted in the Game Contents Business.

Visual and Music Content Business

【Net sales breakdown and percentage by type of business】

(million yen)

| | Visual Package | Production, License | Total |
|----------|----------------|---------------------|--------|
| FY2008.3 | 13,998 | 3,890 | 17,888 |
| Interim | 78.3% | 21.7% | — |
| FY2007.3 | 14,762 | 4,520 | 19,282 |
| Interim | 76.6% | 23.4% | — |