



NAMCO BANDAI Holdings Inc.

Financial Highlights for the First Quarter
of the Fiscal Year Ending March 2009

NAMCO BANDAI Holdings Inc. Consolidated Financial Results

1. Summary of Income Statement

(million yen)

	FY 2008.3			FY 2009.3					
	1Q (3mo.) Results	2Q (6mo.) Results	Full Year Results	1Q (3mo.) Results	% vs. prior 1Q	2Q (6mo.) Forecasts	% vs. prior year	Full Year Forecasts	% vs. prior year
Net Sales	96,100	213,522	460,473	89,979	93.6%	200,000	93.7%	470,000	102.1%
Gross Profit	34,264	77,170	164,072	31,368	91.6%	70,000	90.7%	169,000	103.0%
Operating Income	4,473	15,085	33,411	1,528	34.2%	7,500	49.7%	38,000	113.7%
Recurring Income	5,556	17,379	36,198	2,490	44.8%	8,500	48.9%	39,500	109.1%
Net Income	2,769	7,977	32,679	1,018	36.8%	4,500	56.4%	22,500	68.9%

2. Net Sales by Segment

(million yen)

	FY 2008.3			FY 2009.3					
	1Q (3mo.) Results	2Q (6mo.) Results	Full Year Results	1Q (3mo.) Results	% vs. prior 1Q	2Q (6mo.) Forecasts	% vs. prior year	Full Year Forecasts	% vs. prior year
Toys and Hobby	40,061	83,578	180,164	35,390	88.3%	78,000	93.3%	180,000	99.9%
Amusement Facility	21,566	46,124	89,829	19,470	90.3%	43,000	93.2%	86,000	95.7%
Game Contents	24,571	61,835	145,672	25,514	103.8%	60,000	97.0%	160,000	109.8%
Network	2,873	5,936	12,044	2,591	90.2%	5,000	84.2%	11,000	91.3%
Visual and Music Content	7,711	17,888	36,949	7,247	94.0%	14,000	78.3%	38,000	102.8%
Other	4,894	10,065	19,809	4,222	98.5%	10,000	99.3%	18,000	90.9%
Elimination and Corporate	-5,577	-11,905	-23,997	-5,057	-	-10,000	-	-23,000	-
Total	96,100	213,522	460,473	89,979	93.6%	200,000	93.7%	470,000	102.1%

3. Operating Income by Segment

(million yen)

	FY 2008.3				FY 2009.3							
	1Q (3mo.) Results	2Q (6mo.) Results	Full Year Results	OP Margin	1Q (3mo.) Results	OP Margin	% vs. prior 1Q	2Q (6mo.) Forecasts	% vs. prior year	Full Year Forecasts	OP Margin	% vs. prior year
Toys and Hobby	2,727	5,768	14,309	7.9%	1,994	5.6%	73.1%	4,000	69.3%	16,000	8.9%	111.8%
Amusement Facility	342	2,078	1,631	1.8%	69	0.4%	20.4%	1,000	48.1%	2,000	2.3%	122.6%
Game Contents	401	4,856	14,793	10.2%	-214	-	-	2,500	51.5%	18,000	11.3%	121.7%
Network	174	431	904	7.5%	174	6.7%	99.9%	400	92.7%	800	7.3%	88.4%
Visual and Music Content	1,107	3,035	3,832	10.4%	-234	-	-	600	19.8%	3,000	7.9%	78.3%
Other	260	476	753	3.8%	206	4.3%	79.2%	300	63.0%	700	3.9%	92.9%
Elimination and Corporate	-540	-1,562	-2,813	-	-467	-	-	-1,300	-	-2,500	-	-
Total	4,473	15,085	33,411	7.3%	1,528	1.7%	34.2%	7,500	49.7%	38,000	8.1%	113.7%

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

(million yen)

	FY 2008.3			FY 2009.3					
	1Q (3mo.) Results	2Q (6mo.) Results	Full Year Results	1Q (3mo.) Results	% vs. prior 1Q	2Q (6mo.) Forecasts	% vs. prior year	Full Year Forecasts	% vs. prior year
Japan	70,379	164,529	346,736	67,674	96.2%	156,000	94.8%	354,500	102.2%
Americas	11,221	21,249	52,623	9,158	81.6%	17,000	80.0%	55,000	104.5%
Europe	11,191	21,000	46,387	10,142	90.6%	20,500	97.6%	47,000	101.3%
Asia	3,308	6,742	14,726	3,004	90.8%	6,500	96.4%	13,500	91.7%
Elimination and Corporate	-	-	-	-	-	-	-	-	-
Total	96,100	213,522	460,473	89,979	93.6%	200,000	93.7%	470,000	102.1%

5. Operating Income by Region

(million yen)

	FY 2008.3				FY 2009.3							
	1Q (3mo.) Results	2Q (6mo.) Results	Full Year Results	OP Margin	1Q (3mo.) Results	OP Margin	% vs. prior 1Q	2Q (6mo.) Forecasts	% vs. prior year	Full Year Forecasts	OP Margin	% vs. prior year
Japan	2,359	12,005	24,480	7.1%	889	1.3%	37.7%	6,400	53.3%	27,800	7.8%	113.6%
Americas	187	147	2,318	4.4%	-279	-	-	-1,200	-	3,800	6.9%	163.9%
Europe	1,943	3,062	6,830	14.7%	1,353	13.3%	69.6%	2,500	81.6%	6,400	13.6%	93.7%
Asia	739	1,263	2,854	19.4%	428	14.3%	58.0%	1,000	79.2%	2,500	18.5%	87.6%
Elimination and Corporate	-755	-1,393	-3,072	-	-863	-	-	-1,200	-	-2,500	-	-
Total	4,473	15,085	33,411	7.3%	1,528	1.7%	34.2%	7,500	49.7%	38,000	8.1%	113.7%

6. Other Data

(million yen)

	FY 2008.3			FY 2009.3					
	1Q (3mo.) Results	2Q (6mo.) Results	Full Year Results	1Q (3mo.) Results	% vs. prior 1Q	2Q (6mo.) Forecasts	% vs. prior year	Full Year Forecasts	% vs. prior year
Capital Investments	5,245	10,867	19,757	3,213	61.2%	10,500	96.6%	20,500	103.8%
Depreciation	5,211	11,125	24,796	4,956	95.1%	11,000	98.9%	23,000	92.8%
R&D Investments	7,049	15,515	34,934	8,577	121.7%	18,000	116.0%	35,000	100.2%
Advertising Expenses	5,953	12,869	30,549	5,938	99.8%	13,000	101.0%	31,000	101.5%
Personnel Expenses	9,305	19,310	37,280	9,340	100.4%	19,500	101.0%	37,500	100.6%

* 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.

Group Total

【Net Sales by Character】

(billion yen)

	FY2008.3		FY2009.3	
	1Q	Full Year	1Q	Full Year Forecasts
Mobile Suit Gundam	7.9	50.9	7.8	45.0
Power Rangers	6.8	25.4	6.2	30.5
DRAGON BALL	3.5	17.8	4.3	22.5
Masked Rider	2.8	13.1	2.5	12.0
BEN10	1.9	7.0	2.0	11.0

Toys and Hobby Business

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

(billion yen)

	FY2008.3		FY2009.3	
	1Q	Full Year	1Q	Full Year Forecasts
Mobile Suit Gundam	2.7	18.8	3.5	17.0
Pretty Cure	1.7	10.5	2.8	11.5
Power Rangers	1.9	7.7	2.8	11.5
Masked Rider	2.4	11.5	2.1	10.0
Anpanman	2.0	9.3	1.7	9.5
Ultraman	1.5	5.7	0.8	5.5
DRAGON BALL	1.2	5.5	0.9	4.5
Pokémon	1.3	4.5	0.7	3.0
Cinnamoroll	0.7	2.7	0.5	2.0
One Piece	0.1	0.5	0.5	2.0

【Tamagotchi sales】

(thousand units)

	FY05.3	FY06.3	FY07.3	FY08.3		FY09.3
	Full Year	Full Year	Full Year	1Q	Full Year	1Q
Japan	2,250	6,100	1,650	0	150	0
Overseas	3,250	6,900	7,050	1,650	5,500	800
Total	5,500	13,000	8,700	1,650	5,650	800

【DATA CARDDASS: installed units】

As of end of June 2008: 19,400 units (Japan)

Amusement Facility Business

【Number of facilities】

	Japan									Americas						Europe					
	FY2008.3			FY2009.3			FY2008.3			FY2009.3			FY2008.3			FY2009.3					
	Results			Forecasts			Results			Forecasts			Results			Forecasts					
	1Q (3 mo.)	2Q (6 mo.)	Full Year	1Q (3 mo.)	2Q (6 mo.)	Full Year	1Q (3 mo.)	2Q (6 mo.)	Full Year	1Q (3 mo.)	2Q (6 mo.)	Full Year	1Q (3 mo.)	2Q (6 mo.)	Full Year	1Q (3 mo.)	2Q (6 mo.)	Full Year			
Start of term	316	316	316	293	293	293	109	109	109	88	88	88	14	14	14	13	13	13			
Openings	3	6	12	3	7	14	0	0	0	0	0	0	0	0	0	0	0	0			
Closures	5	12	35	17	64	69	6	12	21	14	20	26	0	0	1	0	0	0			
Increase/ Decreases	-2	-6	-23	-14	-57	-55	-6	-12	-21	-14	-20	-26	0	0	-1	0	0	0			
End of term	314	310	293	279	236	238	103	97	88	74	68	62	14	14	13	13	13	13			
Revenue share	132	113	80	45	42	36	1,045	1,214	1,222	1,198	1,409	1,443	1	1	1	1	1	1			
Theme park	6	5	5	5	4	4	0	0	0	0	0	0	0	0	0	0	0	0			
Spa resort	4	4	3	3	3	3	0	0	0	0	0	0	0	0	0	0	0	0			
Total	456	432	381	332	285	281	1,148	1,311	1,310	1,272	1,477	1,505	15	15	14	14	14	14			

	Asia						Total					
	FY2008.3			FY2009.3			FY2008.3			FY2009.3		
	Results			Forecasts			Results			Forecasts		
	1Q (3 mo.)	2Q (6 mo.)	Full Year	1Q (3 mo.)	2Q (6 mo.)	Full Year	1Q (3 mo.)	2Q (6 mo.)	Full Year	1Q (3 mo.)	2Q (6 mo.)	Full Year
Start of term	14	14	14	14	14	14	453	453	453	408	408	408
Openings	1	1	2	0	0	0	4	7	14	3	7	14
Closures	0	2	2	1	1	1	11	26	59	32	85	96
Increase/ Decreases	1	-1	0	-1	-1	-1	-7	-19	-45	-29	-78	-82
End of term	15	13	14	13	13	13	446	434	408	379	330	326
Revenue share	21	21	17	17	17	17	1,199	1,349	1,320	1,261	1,469	1,497
Theme park	0	0	0	0	0	0	6	5	5	5	4	4
Spa resort	0	0	0	0	0	0	4	4	3	3	3	3
Total	36	34	31	30	30	30	1,655	1,792	1,736	1,648	1,806	1,830

【Same store sales year on year】

		Apr.	May	Jun.	1Q
Japan	FY09.3	83.8%	89.5%	86.8%	86.7%
	FY08.3	90.7%	90.3%	100.6%	93.4%

		Jan.	Feb.	Mar.	1Q
U.S.	FY09.3	90.3%	89.8%	88.8%	89.7%
	FY08.3	95.8%	95.9%	92.6%	94.9%

Game Contents Business

1) Home Video Game Software

【Home video game software titles and unit sales】

(Unit sales: thousand)

	FY2008.3					
	1Q (3mo.)		2Q (6 mo.)		Full Year	
	# of Titles	Unit Sales	# of Titles	Unit Sales	# of Titles	Unit Sales
Japan	16	1,629	37	4,694	89	11,752
(Home)	4	776	15	2,047	42	5,118
(Portable)	12	853	22	2,647	47	6,634
U.S.	4	660	9	1,522	26	5,019
(Home)	0	470	4	1,149	15	3,775
(Portable)	4	190	5	373	11	1,244
Europe	8	1,732	10	3,222	20	6,908
(Home)	4	1,198	4	2,062	10	4,690
(Portable)	4	534	6	1,160	10	2,218
Asia	1	116	2	197	11	535
(Home)	1	53	1	89	7	241
(Portable)	0	63	1	108	4	294
Overseas Total	13	2,508	21	4,941	57	12,462
(Home)	5	1,721	9	3,300	32	8,706
(Portable)	8	787	12	1,641	25	3,756
Group Total	29	4,137	58	9,635	146	24,214
(Home)	9	2,497	24	5,347	74	13,824
(Portable)	20	1,640	34	4,288	72	10,390
Localized versions	12		22		59	

※After elimination of localized versions

Group Total	17	4,137	36	9,635	87	24,214
(Home)	4	2,497	14	5,347	40	13,824
(Portable)	13	1,640	22	4,288	47	10,390

	FY2009.3					
	1Q (3mo.)		2Q (6 mo.) Forecasts		Full Year Forecasts	
	# of Titles	Unit Sales	# of Titles	Unit Sales	# of Titles	Unit Sales
Japan	13	1,704	39	4,950	88	13,370
(Home)	5	684	19	2,380	40	5,930
(Portable)	8	1,020	20	2,570	48	7,440
U.S.	3	740	6	1,900	19	5,455
(Home)	3	532	4	1,368	16	4,855
(Portable)	0	208	2	532	3	600
Europe	5	1,389	9	2,700	27	5,675
(Home)	4	1,025	8	2,108	21	4,480
(Portable)	1	364	1	592	6	1,195
Asia	1	113	7	150	13	300
(Home)	0	41	5	107	7	183
(Portable)	1	72	2	43	6	117
Overseas Total	9	2,242	22	4,750	59	11,430
(Home)	7	1,598	17	3,583	44	9,518
(Portable)	2	644	5	1,167	15	1,912
Group Total	22	3,946	61	9,700	147	24,800
(Home)	12	2,282	36	5,963	84	15,448
(Portable)	10	1,664	25	3,737	63	9,352
Localized versions	9		26		63	

※After elimination of localized versions

Group Total	13	3,946	35	9,700	84	24,800
(Home)	5	2,282	15	5,963	36	15,448
(Portable)	8	1,664	20	3,737	48	9,352

【FY2009.3 1Q: Top 10 Game Titles】

Title Name	Region	Platform	Unit Sales (thousand)
Dragon Ball Z Budokai Tenkaichi 3	E	Wii・PS2	420
Taiko Drum Master for DS 2	J	NDS	260
TALES OF SYMPHONIA	J	Wii	215
Naruto: Uzumaki Chronicles 2	E, US	PS2	208
SUPER ROBOT WARS A PORTABLE	J	PSP	175
Dragonball Z: Burst Limit	J	PS3	170
Naruto: Ultimate Ninja 3	US	PS2	160
SUPER ROBOT WARS OG SAGA	J	NDS	120
Family Trainer (Active Life)	J	Wii	104
Ace Combat 6: Fires of Liberation	US	XB360	76

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

【Group Total By Platform】

FY2009.3 1Q Results		
Platform	# of titles	Unit Sales (thousand)
PS2	1	1,148
NDS	7	895
PSP	1	769
Wii	3	690
PS3	1	270
XB360	0	172
Others	0	2
	13	3,946

2) Arcade Game Machines: Net Sales

【Japan】 (million yen)

Product Category	FY2008.3	FY2009.3
	1Q Results	1Q Results
Small-sized Video Game	13	203
Medium-sized Video Game	1,866	1,053
Electrical-Mechanical Games	1,937	778
Medal Games	993	1,343
Other	1,631	2,052
Machine Sales Total	6,440	5,429
Prize Sales	2,750	3,374
Total	9,190	8,803

【Overseas】 (million yen)

	FY2008.3	FY2009.3
	1Q Results	1Q Results
NAMCO America and NAMCO Europe Machine Sales Total	1,617	1,224

Note: Figures include transactions among Group Companies

Network Business

【Number of Subscribers】

As of June 30, 2008

(thousand)

	Game	Character	Sound	Other	TOTAL
BANDAI NETWORKS	1,960	930	420	160	3,470
NAMCO BANDAI GAMES(*)	1,150	-	-	-	1,150
TOTAL	3,110	930	420	160	4,620

(*) 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】

(billion yen)

	Visual Package	Production, License	Total
FY2009.3	4.6	2.6	7.2
1Q Results	63.9%	36.1%	-
FY2008.3	5.7	2.0	7.7
1Q Results	73.8%	26.2%	-