



# NAMCO BANDAI Holdings Inc.

## Financial Highlights for the Fiscal Year Ended March 2012

### NAMCO BANDAI Holdings Inc.: Consolidated Financial Results

#### Summary of Income Statement

(millions of yen)

	FY2007.3	FY2008.3	FY2009.3	FY2010.3	FY2011.3	FY2012.3				FY2013.3			
	Full Year Results	Full Year Results	Full Year Results	Full Year Results	Full Year Results	1st Half Results	2nd Half Results	Full Year Results	% vs. prior year	1st Half Forecasts	2nd Half Forecasts	Full Year Forecasts	% vs. prior year
Net Sales	459,132	460,473	426,399	378,547	394,178	194,241	259,969	454,210	115.2%	200,000	240,000	440,000	96.9%
Gross Profit	168,079	164,072	146,023	128,753	139,414	75,236	92,266	167,502	120.1%	72,000	87,000	159,000	94.9%
Operating Income	42,224	33,411	22,348	1,883	16,338	15,757	18,849	34,606	211.8%	13,500	16,500	30,000	86.7%
Recurring Income	45,615	36,198	24,513	1,907	16,399	15,977	18,983	34,960	213.2%	13,500	16,500	30,000	85.8%
Net Income	24,252	32,679	11,830	-29,928	1,848	8,026	11,277	19,303	1044.3%	7,500	10,000	17,500	90.7%

#### Net Sales by Segment

(millions of yen)

	FY2007.3	FY2008.3	FY2009.3	FY2010.3	FY2011.3	FY2012.3				FY2013.3			
	Full Year Results	Full Year Results	Full Year Results	Full Year Results	Full Year Results	1st Half Results	2nd Half Results	Full Year Results	% vs. prior year	1st Half Forecasts	2nd Half Forecasts	Full Year Forecasts	% vs. prior year
Toys and Hobby	185,586	180,164	165,725	148,843	158,374	81,627	96,367	177,994	112.4%	78,000	92,000	170,000	95.5%
Content	194,683	194,666	184,529	167,471	179,917	86,711	138,792	225,503	125.3%	95,000	125,000	220,000	97.6%
Amusement Facility	88,196	89,829	77,269	65,362	62,337	31,306	29,726	61,032	97.9%	30,500	29,500	60,000	98.3%
Other	20,900	19,809	19,009	15,790	18,503	11,520	15,962	27,482	148.5%	11,000	14,000	25,000	91.0%
Elimination and Corporate	-30,234	-23,997	-20,133	-18,921	-24,953	-16,925	△20,876	-37,801	-	-14,500	-20,500	-35,000	-
Total	459,132	460,473	426,399	378,547	394,178	194,241	259,969	454,210	115.2%	200,000	240,000	440,000	96.9%

#### Operating Income by Segment

(millions of yen)

	FY2007.3	FY2008.3	FY2009.3	FY2010.3	FY2011.3	FY2012.3				FY2013.3					
	Full Year Results	Full Year Results	Full Year Results	Full Year Results	Full Year Results	1st Half Results	2nd Half Results	Full Year Results	OP Margin	% vs. prior year	1st Half Forecasts	2nd Half Forecasts	Full Year Forecasts	OP Margin	% vs. prior year
Toys and Hobby	17,403	14,309	11,533	10,786	13,812	8,986	7,126	16,112	9.1%	116.7%	6,500	8,500	15,000	8.8%	93.1%
Content	21,887	19,530	11,648	-7,760	3,092	5,369	11,634	17,003	7.5%	549.9%	7,000	9,000	16,000	7.3%	94.1%
Amusement Facility	4,004	1,631	393	284	1,778	1,891	489	2,380	3.9%	133.8%	1,500	0	1,500	2.5%	63.0%
Other	1,017	753	565	322	810	1,045	1,005	2,050	7.5%	253.0%	500	500	1,000	4.0%	48.8%
Elimination and Corporate	-2,088	-2,813	-1,792	-1,749	-3,156	-1,535	△1,406	-2,941	-	-	-2,000	-1,500	-3,500	-	-
Total	42,224	33,411	22,348	1,883	16,338	15,757	18,849	34,606	7.6%	211.8%	13,500	16,500	30,000	6.8%	86.7%

\* Game Contents and Network were integrated in FY2010.3 and Game Contents and Visual and Music Content were integrated in FY2011.3. Figures for Content for FY2007.3 and FY2008.3 are simple sum of the three segments, and figures for Content in FY2009.3 are simple sum of Game Contents and Visual and Music Content.

#### Reference: Net Sales by Region (External sales after elimination)

(millions of yen)

	FY2007.3	FY2008.3	FY2009.3	FY2010.3	FY2011.3	FY2012.3				FY2013.3			
	Full Year Results	Full Year Results	Full Year Results	Full Year Results	Full Year Results	1st Half Results	2nd Half Results	Full Year Results	% vs. prior year	1st Half Forecasts	2nd Half Forecasts	Full Year Forecasts	% vs. prior year
Japan	356,248	346,736	319,535	286,209	312,356	165,225	213,170	378,395	121.1%	166,500	190,500	357,000	94.3%
Americas	52,315	52,623	48,337	29,269	28,021	8,769	15,544	24,313	86.8%	13,500	22,500	36,000	148.1%
Europe	37,763	46,387	45,004	45,955	37,023	11,851	21,515	33,366	90.1%	12,500	19,500	32,000	95.9%
Asia	12,805	14,726	13,522	17,112	16,777	8,393	9,741	18,134	108.1%	7,500	7,500	15,000	82.7%
Elimination and Corporate	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	459,132	460,473	426,399	378,547	394,178	194,241	259,969	454,210	115.2%	200,000	240,000	440,000	96.9%

#### Reference: Operating Income by Region

(millions of yen)

	FY2007.3	FY2008.3	FY2009.3	FY2010.3	FY2011.3	FY2012.3				FY2013.3					
	Full Year Results	Full Year Results	Full Year Results	Full Year Results	Full Year Results	1st Half Results	2nd Half Results	Full Year Results	OP Margin	% vs. prior year	1st Half Forecasts	2nd Half Forecasts	Full Year Forecasts	OP Margin	% vs. prior year
Japan	33,127	24,480	15,863	5,537	23,578	19,209	19,164	38,373	10.1%	162.7%	13,900	15,900	29,800	8.3%	77.7%
Americas	3,376	2,318	872	-3,324	-5,658	-2,382	△494	-2,876	-	-	300	1,200	1,500	4.2%	-
Europe	5,253	6,830	6,248	-388	-1,221	-1,533	△187	-1,720	-	-	300	200	500	1.6%	-
Asia	2,730	2,854	2,289	2,768	2,409	1,734	1,508	3,242	17.9%	134.6%	500	700	1,200	8.0%	37.0%
Elimination and Corporate	-2,263	-3,072	-2,926	-2,708	-2,770	-1,270	△1,143	-2,413	-	-	-1,500	-1,500	-3,000	-	-
Total	42,224	33,411	22,348	1,883	16,338	15,757	18,849	34,606	7.6%	211.8%	13,500	16,500	30,000	6.8%	86.7%

#### Other Data

(millions of yen)

	FY2007.3	FY2008.3	FY2009.3	FY2010.3	FY2011.3	FY2012.3				FY2013.3			
	Full Year Results	Full Year Results	Full Year Results	Full Year Results	Full Year Results	1st Half Results	2nd Half Results	Full Year Results	% vs. prior year	1st Half Forecasts	2nd Half Forecasts	Full Year Forecasts	% vs. prior year
Capital Investments	20,331	19,757	14,658	11,587	10,768	5,338	7,470	12,808	118.9%	5,500	5,500	11,000	85.9%
Depreciation	21,200	24,796	22,545	18,988	18,000	8,320	9,822	18,142	100.8%	8,500	10,000	18,500	102.0%
R&D Investments	32,116	34,934	33,864	38,525	40,102	19,086	22,107	41,193	102.7%	19,000	19,000	38,000	92.2%
Advertising Expenses	31,031	30,549	28,409	29,514	28,782	13,265	20,119	33,384	116.0%	13,000	19,500	32,500	97.4%
Personnel Expenses	36,024	37,280	35,004	39,201	40,357	20,880	22,666	43,546	107.9%	21,000	21,000	42,000	96.4%

Forward-looking Statements: This document contains figures that are based on the information currently available to management and estimates involving uncertain factors thought likely

## Group Total

### 【Net Sales by Character】

billion yen

	FY10.3	FY11.3	FY2012.3		FY2013.3(Plan)	
	Full Year	Full Year	1st Half	Full Year	1st Half	Full Year
Mobile Suit Gundam	34.6	38.2	20.5	44.7	24.0	47.0
Masked Rider	20.0	26.4	14.9	31.9	12.5	27.0
ONE PIECE	4.3	15.4	11.8	28.8	10.0	23.0
Power Rangers	17.5	13.7	9.5	20.2	10.0	23.0
DRAGON BALL	12.5	8.3	4.1	11.8	3.0	8.5
Pretty Cure	12.8	13.6	5.6	11.5	6.3	12.0
BEN10	17.9	12.0	2.8	7.7	1.5	5.5

## Toys and Hobby Business

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

billion yen

	FY10.3	FY11.3	FY2012.3		FY2013.3(Plan)	
	Full Year	Full Year	1st Half	Full Year	1st Half	Full Year
Masked Rider	17.5	23.0	13.3	28.3	10.0	22.0
Mobile Suit Gundam	14.4	13.4	6.5	15.6	7.0	15.0
Power Rangers	10.5	9.2	7.5	13.0	6.0	11.0
ONE PIECE	2.0	6.8	5.6	11.2	4.0	8.0
Pretty Cure	11.9	12.5	5.2	10.7	6.0	11.5
Anpanman	8.4	8.6	4.3	9.6	4.5	9.5
Battle Spirits	2.6	3.4	1.9	4.8	2.0	5.0
DRAGON BALL	3.3	2.7	2.1	4.4	2.0	4.0
Tamagotchi	2.0	2.9	1.6	4.0	1.5	3.5
The Little Battlers	-	0.2	1.3	3.6	2.3	5.0
TORIKO	-	-	1.2	2.3	1.0	2.5
Ultraman	3.1	2.8	0.8	1.8	1.0	2.0

### 【Tamagotchi sales】

thousand units

	FY09.3	FY10.3	FY11.3	FY12.3
	Full Year	Full Year	Full Year	Full Year
Japan	280	520	530	640
Overseas	2,200	860	270	180
Total	2,480	1,380	800	820

### 【Digital Card Game Machine: installed units】

As of end of March 2012:  
26,400 units (Japan)

## Content Business

### 【Sales by category】

billion yen

	FY10.3	FY11.3	FY2012.3		FY2013.3(Plan)	
	Full Year	Full Year	1st Half	Full Year	1st Half	Full Year
Arcade Game Machine	44.0	56.0	33.8	73.4	33.0	72.5
Game Software	77.0	81.2	28.0	86.0	30.0	80.0
Network Content	19.1	18.4	11.8	33.6	18.0	36.0
Others, elimination	27.3	24.3	13.1	32.5	14.0	31.5
Total	167.4	179.9	86.7	225.5	95.0	220.0

### 1) Arcade Game Machines

#### 【Sales Breakdown】

##### 【Japan】

billion yen

Product Category	FY10.3	FY11.3	FY2012.3		FY2013.3(Plan)	
	Full Year	Full Year	1st Half	Full Year	1st Half	Full Year
Small-sized Video Game	0.4	5.6	1.4	4.5	3.0	8.1
Medium-sized Video Game	8.3	7.1	5.5	14.2	5.2	8.9
Electrical-Mechanical Games	2.2	3.4	2.8	5.0	2.3	4.8
Medal Games	2.7	2.3	0.3	2.8	1.9	3.6
Other	12.1	12.8	8.2	16.5	6.6	16.6
Machine Sales Total	25.7	31.2	18.2	43.0	19.0	42.0
Prize Sales	14.7	20.7	12.7	25.5	12.0	24.5
Total	40.4	51.9	30.9	68.5	31.0	66.5

##### 【Overseas】

billion yen

	FY10.3	FY11.3	FY2012.3		FY2013.3(Plan)	
	Full Year	Full Year	1st Half	Full Year	1st Half	Full Year
NAMCO America and NAMCO Europe Machine Sales Total	3.6	4.1	2.9	4.9	2.0	6.0

Note: Figures include transactions among Group Companies

## 2) Home Video Game Software

### 【Home video game software titles and unit sales】

FY2012.3				
	1st Half		Full Year	
	# of Titles	Unit Sales	# of Titles	Unit Sales
Japan	44	4,201	146	11,506
(Home)	14	1,633	68	5,893
(Portable)	30	2,568	78	5,613
U.S.	13	1,915	43	5,944
(Home)	9	1,271	25	4,311
(Portable)	4	644	18	1,633
Europe	12	1,099	50	5,880
(Home)	6	531	29	4,123
(Portable)	6	568	21	1,757
Group Total	69	7,215	239	23,330
(Home)	29	3,435	122	14,327
(Portable)	40	3,780	117	9,003
Localized versions	41		150	

※After elimination of localized versions

Group Total	28	7,215	89	23,330
(Home)	8	3,435	31	14,327
(Portable)	20	3,780	58	9,003

FY2013.3(Plan)				
	1st Half		Full Year	
	# of Titles	Unit Sales	# of Titles	Unit Sales
Japan	42	3,100	89	9,100
(Home)	11	840	30	3,620
(Portable)	31	2,260	59	5,480
U.S.	15	2,900	49	7,200
(Home)	9	2,220	33	5,630
(Portable)	6	680	16	1,570
Europe	15	1,200	39	3,700
(Home)	9	890	26	3,070
(Portable)	6	310	13	630
Group Total	72	7,200	177	20,000
(Home)	29	3,950	89	12,320
(Portable)	43	3,250	88	7,680
Localized versions	33		85	

※After elimination of localized versions

Group Total	39	7,200	92	20,000
(Home)	11	3,950	32	12,320
(Portable)	28	3,250	60	7,680

### 【FY2012.3: Main Game Titles】

Title Name	Platform	Region	Unit Sales (thousand)
DARK SOULS	PS3・XB360	US/E	1,190
ACE COMBAT ASSAULT HORIZON	PS3・XB360	J/US/E	1,070
ONE PIECE "KAIZOKU MUSOU"	PS3	Japan	940
TALES OF XILLIA	PS3	Japan	770
DRAGON BALL ULTIMATE BLAST	PS3・XB360	J/US/E	700
SOUL CALIBUR V	PS3・XB360	J/E	690
MOBILE SUIT GUNDAM EXTREME VS.	PS3	Japan	570
BEN10 RACING	Multi	US/E	460

J:Japan US: United States, E: Europe

### 【Group Total By Platform】

Platform	FY2012.3		FY2013.3(Plan)	
	# of New Titles	Unit Sales (thousand)	# of New Titles	Unit Sales (thousand)
PS3	23	8,483	27	7,480
Xb360		3,176		3,140
PSP	24	4,186	32	3,450
NDS	16	2,643	10	1,160
3DS	13	1,770	15	2,390
Wii	8	2,399	2	1,010
Others	5	673	6	1,370
Total	89	23,330	92	20,000

## 3) Network Content

### 【Number of pay-subscribers for mobile phone in Japan】

	Game	Character	Sound	Other	TOTAL
2012.3	1,490	440	110	110	2,150
2011.3	2,290	760	150	140	3,340
2011.3	2,780	780	190	130	3,880

thousand

## Amusement Facility Business

【Number of facilities】

	Japan						U.S.					
	FY10.3	FY11.3	FY12.3		FY13.3		FY10.3	FY11.3	FY12.3		FY13.3	
	Full Year	Full Year	1st Half	Full Year	1st Half	Full Year	Full Year	Full Year	1st Half	Full Year	1st Half	Full Year
	Results	Results	Results	Results	Plan	Plan	Results	Results	Results	Results	Plan	Plan
Start of term	238	223	217	217	211	211	58	41	29	29	22	22
Openings	3	5	6	10	1	1	0	0	0	0	0	0
Closures	18	11	11	16	2	2	17	12	5	7	1	1
Increase/ Decrease	-15	-6	-5	-6	-1	-1	-17	-12	-5	-7	-1	-1
End of term	223	217	212	211	210	210	41	29	24	22	21	21
Revenue share	20	19	12	14	14	14	856	792	924	973	982	982
Others	5	3	3	2	2	2	0	0	0	0	0	0
Total	248	239	227	227	226	226	897	821	948	995	1,003	1,003

	Europe						Asia					
	FY10.3	FY11.3	FY12.3		FY13.3		FY10.3	FY11.3	FY12.3		FY13.3	
	Full Year	Full Year	1st Half	Full Year	1st Half	Full Year	Full Year	Full Year	1st Half	Full Year	1st Half	Full Year
	Results	Results	Results	Results	Plan	Plan	Results	Results	Results	Results	Plan	Plan
Start of term	13	14	12	12	12	12	12	11	10	10	10	10
Openings	1	0	0	0	0	0	1	2	1	2	0	1
Closures	0	2	0	0	0	0	2	3	2	2	0	0
Increase/ Decrease	1	-2	0	0	0	0	-1	-1	-1	0	0	1
End of term	14	12	12	12	12	12	11	10	9	10	10	11
Revenue share	2	1	1	1	1	1	18	19	19	20	26	30
Others	0	0	0	0	0	0	0	0	0	0	0	0
Total	16	13	13	13	13	13	29	29	28	30	36	41

	Total					
	FY10.3	FY11.3	FY12.3		FY13.3	
	Full Year	Full Year	1st Half	Full Year	1st Half	Full Year
	Results	Results	Results	Results	Plan	Plan
Start of term	321	289	268	268	255	255
Openings	5	7	7	12	1	2
Closures	37	28	18	25	3	3
Increase/ Decrease	-32	-21	-11	-13	-2	-1
End of term	289	268	257	255	253	254
Revenue share	896	831	956	1,008	1,023	1,027
Others	5	3	3	2	2	2
Total	1,190	1,102	1,216	1,265	1,278	1,283

【Same store sales year on year】

	Apr.	May	Jun.	1Q (3mo.)	Jul.	Aug.	Sep.	2Q (3mo.)	1st Half
FY2013.3 (Plan)	-	-	-	-	-	-	-	-	100.0%
FY2012.3	109.4%	108.2%	105.8%	107.9%	101.8%	96.1%	101.7%	99.4%	103.3%
FY2011.3	98.3%	93.6%	97.4%	96.3%	97.9%	104.3%	101.4%	101.4%	99.0%
FY2010.3	87.9%	93.4%	86.1%	89.3%	96.2%	85.4%	90.5%	90.1%	89.7%

	Oct.	Nov.	Dec.	3Q (3mo.)	3Q (9mo.)	Jan.	Feb.	Mar.	4Q (3mo.)	2nd Half	Full Year
FY2013.3 (Plan)	-	-	-	-	-	-	-	-	-	100.0%	100.0%
FY2012.3	99.8%	99.7%	97.6%	98.9%	101.9%	92.4%	85.3%	107.5%	94.9%	96.8%	100.1%
FY2011.3	111.2%	99.8%	104.1%	105.0%	100.9%	101.8%	110.3%	93.3%	101.3%	103.1%	101.0%
FY2010.3	92.9%	87.1%	94.1%	91.4%	90.3%	95.7%	94.6%	93.8%	94.8%	93.0%	91.2%