



NAMCO BANDAI Holdings Inc.

Financial Highlights for the Third Quarter of
the Fiscal Year Ending March 2013

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	3Q Results (3 months)	3Q Results (9 months)	Full Year Results	1st Half Results	3Q Results (3 months)	3Q Results (9 months)	% vs. prior year	Full Year Forecasts	% vs. prior year
Net Sales	459,132	460,473	426,399	378,547	394,178	194,241	129,156	323,397	454,210	222,610	128,027	350,637	108.4%	460,000	101.3%
Gross Profit	168,079	164,072	146,023	128,753	139,414	75,236	48,003	123,239	167,502	88,308	50,228	138,536	112.4%	174,000	103.9%
Operating Income	42,224	33,411	22,348	1,883	16,338	15,757	15,026	30,783	34,606	27,753	16,441	44,194	143.6%	42,500	122.8%
Recurring Income	45,615	36,198	24,513	1,907	16,399	15,977	14,834	30,811	34,960	28,050	16,995	45,046	146.2%	42,500	121.6%
Net Income	24,252	32,679	11,830	-29,928	1,848	8,026	8,275	16,301	19,303	17,320	10,675	27,995	171.7%	24,500	126.9%

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	3Q Results (3 months)	3Q Results (9 months)	Full Year Results	1st Half Results	3Q Results (3 months)	3Q Results (9 months)	% vs. prior year	Full Year Forecasts	% vs. prior year
Toys and Hobby	185,586	180,164	165,725	148,843	158,374	81,627	51,942	133,570	177,994	80,411	48,867	129,279	96.8%	168,000	94.4%
Content	194,683	194,666	184,529	167,471	179,917	86,711	64,699	151,411	225,503	116,886	68,211	184,898	122.1%	245,000	108.6%
Amusement Facility	88,196	89,829	77,269	65,362	62,337	31,306	14,660	45,967	61,032	29,872	13,973	43,845	95.4%	60,000	98.3%
Other	20,900	19,809	19,009	15,790	18,503	11,520	6,229	17,749	27,482	12,867	6,652	19,520	110.0%	25,000	91.0%
Elimination and Corporate	-30,234	-23,997	-20,133	-18,921	-24,953	-16,925	-8,375	-25,300	-37,801	-17,227	-9,678	-26,905	-	-38,000	-
Total	459,132	460,473	426,399	378,547	394,178	194,241	129,156	323,397	454,210	222,610	128,027	350,637	108.4%	460,000	101.3%

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	3Q Results (3 months)	3Q Results (9 months)	Full Year Results	OP Margin	1st Half Results	3Q Results (3 months)	3Q Results (9 months)	OP Margin	% vs. prior year	Full Year Forecasts	OP Margin	% vs. prior year
Toys and Hobby	17,403	14,309	11,533	10,786	13,812	8,986	8,498	17,485	16,112	9.1%	6,451	6,077	12,529	9.7%	71.7%	10,000	6.0%	62.1%
Content	21,887	19,530	11,648	-7,760	3,092	5,369	6,266	11,636	17,003	7.5%	20,136	10,846	30,982	16.8%	266.3%	32,000	13.1%	188.2%
Amusement Facility	4,004	1,631	393	284	1,778	1,891	-64	1,827	2,380	3.9%	1,051	-110	940	2.1%	51.4%	1,000	1.7%	42.0%
Other	1,017	753	565	322	810	1,045	713	1,758	2,050	7.5%	1,289	442	1,732	8.9%	98.5%	1,500	6.0%	73.1%
Elimination and Corporate	-2,088	-2,813	-1,792	-1,749	-3,156	-1,535	-389	-1,924	-2,941	-	-1,175	-814	-1,989	-	-	-2,000	-	-
Total	42,224	33,411	22,348	1,883	16,338	15,757	15,026	30,783	34,606	7.6%	27,753	16,441	44,194	12.6%	143.6%	42,500	9.2%	122.8%

* 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	3Q Results (3 months)	3Q Results (9 months)	Full Year Results	1st Half Results	3Q Results (3 months)	3Q Results (9 months)	% vs. prior year	Full Year Forecasts	% vs. prior year
Japan	356,248	346,736	319,535	286,209	312,356	165,225	109,533	274,759	378,395	189,332	108,311	297,644	108.3%	382,500	101.1%
Americas	52,315	52,623	48,337	29,269	28,021	8,769	5,351	14,120	24,313	13,068	6,792	19,861	140.7%	31,000	127.5%
Europe	37,763	46,387	45,004	45,955	37,023	11,851	9,700	21,551	33,366	11,749	7,538	19,288	89.5%	28,500	85.4%
Asia	12,805	14,726	13,522	17,112	16,777	8,393	4,572	12,965	18,134	8,460	5,384	13,844	106.8%	18,000	99.3%
Elimination and Corporate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	459,132	460,473	426,399	378,547	394,178	194,241	129,156	323,397	454,210	222,610	128,027	350,637	108.4%	460,000	101.3%

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	3Q Results (3 months)	3Q Results (9 months)	Full Year Results	OP Margin	1st Half Results	3Q Results (3 months)	3Q Results (9 months)	OP Margin	% vs. prior year	Full Year Forecasts	OP Margin	% vs. prior year
Japan	33,127	24,480	15,863	5,537	23,578	19,209	15,496	34,706	38,373	10.1%	28,191	16,163	44,354	14.9%	127.8%	45,800	12.0%	119.4%
Americas	3,376	2,318	872	-3,324	-5,658	-2,382	-1,205	-3,588	-2,876	-	290	531	821	4.1%	-	-500	-	-
Europe	5,253	6,830	6,248	-388	-1,221	-1,533	363	-1,170	-1,720	-	62	182	244	1.3%	-	-1,000	-	-
Asia	2,730	2,854	2,289	2,768	2,409	1,734	1,174	2,909	3,242	17.9%	1,064	284	1,348	9.7%	46.4%	1,200	6.7%	37.0%
Elimination and Corporate	-2,263	-3,072	-2,926	-2,708	-2,770	-1,270	-802	-2,073	-2,413	-	-1,855	-719	-2,574	-	-	-3,000	-	-
Total	42,224	33,411	22,348	1,883	16,338	15,757	15,026	30,783	34,606	7.6%	27,753	16,441	44,194	12.6%	143.6%	42,500	9.2%	122.8%

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	3Q Results (3 months)	3Q Results (9 months)	Full Year Results	1st Half Results	3Q Results (3 months)	3Q Results (9 months)	% vs. prior year	Full Year Forecasts	% vs. prior year
Capital Investments	20,331	19,757	14,658	11,587	10,768	5,338	5,712	11,051	12,808	7,508	6,345	13,853	125.4%	18,000	140.5%
Depreciation	21,200	24,796	22,545	18,988	18,000	8,320	5,017	13,337	18,142	8,587	5,459	14,047	105.3%	20,000	110.2%
R&D Investments	32,116	34,934	33,864	38,525	40,102	19,086	10,724	29,811	41,193	20,472	11,924	32,396	108.7%	42,000	102.0%
Advertising Expenses	31,031	30,549	28,409	29,514	28,782	13,265	8,090	21,355	33,384	14,375	7,986	22,361	104.7%	32,500	97.4%
Personnel Expenses	36,024	37,280	35,004	39,201	40,357	20,880	10,395	31,276	43,546	20,925	11,207	32,133	102.7%	44,000	101.0%

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

	FY10.3	FY11.3	FY2012.3		FY2013.3	
	Full Year	Full Year	3Q (9 mo.)	Full Year	3Q (9 mo.)	Full Year Forecasts
Mobile Suit Gundam	34.6	38.2	33.6	44.7	46.1	58.5
ONE PIECE	4.3	15.4	19.7	28.8	24.1	31.5
Masked Rider	20.0	26.4	24.9	31.9	25.8	31.5
Power Rangers	17.5	13.7	14.3	20.2	13.3	21.0
Pretty Cure	12.8	13.6	8.1	11.5	8.1	12.0
DRAGON BALL	12.5	8.3	6.7	11.8	4.9	7.5
BEN10	17.9	12.0	5.0	7.7	4.0	5.0

Toys and Hobby Business

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

billion yen

	FY10.3	FY11.3	FY2012.3		FY2013.3	
	Full Year	Full Year	3Q (9 mo.)	Full Year	3Q (9 mo.)	Full Year Forecasts
Masked Rider	17.5	23.0	21.8	28.3	21.2	26.5
Mobile Suit Gundam	14.4	13.4	11.8	15.6	12.3	16.0
Pretty Cure	11.9	12.5	7.4	10.7	7.5	11.0
Power Rangers	10.5	9.2	10.4	13.0	6.5	9.5
Anpanman	8.4	8.6	7.2	9.6	7.4	9.5
ONE PIECE	2.0	6.8	9.1	11.2	6.6	8.0
Battle Spirits	2.6	3.4	3.6	4.8	3.2	5.0
The Little Battlers	-	0.2	2.5	3.6	2.7	4.0
DRAGON BALL	3.3	2.7	3.2	4.4	3.4	4.5
Tamagotchi	2.0	2.9	3.3	4.0	2.7	3.5
Ultraman	3.1	2.8	1.3	1.8	1.6	2.0
Tiger & Bunny	-	-	0.5	0.8	1.6	1.6
TORIKO	-	-	1.8	2.3	0.9	1.0

[Digital Card Game Machine: installed units]

As of end of December 2012: 32,600 units (Japan)

Content Business

【Sales by category】

billion yen

	FY10.3	FY11.3	FY2012.3		FY2013.3	
	Full Year	Full Year	3Q (9mo.)	Full Year	3Q (9mo.)	Full Year Forecasts
Arcade Game Machine	44.0	56.0	53.6	73.4	49.0	72.0
Game Software	77.0	81.2	56.5	86.0	58.9	77.5
Others, elimination	46.4	42.7	41.3	66.1	77.0	95.5
Total	167.4	179.9	151.4	225.5	184.9	245.0

* Others, elimination: Network, Visual and music content, etc.

1) Home Video Game Software

【Home video game software titles and unit sales】

	FY2012.3			
	3Q (9mo.)		Full Year	
	# of Titles	Unit Sales (thousand)	# of Titles	Unit Sales (thousand)
Japan	115	8,426	146	11,506
(Home)	54	3,940	68	5,893
(Portable)	61	4,486	78	5,613
U.S.	22	3,106	43	5,944
(Home)	13	2,079	25	4,311
(Portable)	9	1,027	18	1,633
Europe	22	2,228	50	5,880
(Home)	12	1,344	29	4,123
(Portable)	10	884	21	1,757
Group Total	159	13,760	239	23,330
(Home)	79	7,363	122	14,327
(Portable)	80	6,397	117	9,003
Localized versions	41		150	

After elimination of localized versions

Group Total	62	13,760	89	23,330
(Home)	21	7,363	31	14,327
(Portable)	41	6,397	58	9,003

	FY2013.3			
	3Q (9mo.)		Full Year Forecasts	
	# of Titles	Unit Sales (thousand)	# of Titles	Unit Sales (thousand)
Japan	160	7,907	181	9,672
(Home)	56	3,151	62	3,911
(Portable)	104	4,756	119	5,761
U.S.	38	5,787	54	8,521
(Home)	24	4,473	35	6,718
(Portable)	14	1,314	19	1,803
Europe	36	3,640	42	4,307
(Home)	26	2,814	30	3,436
(Portable)	10	826	12	871
Group Total	234	17,334	277	22,500
(Home)	106	10,438	127	14,065
(Portable)	128	6,896	150	8,435
Localized versions	165		182	

After elimination of localized versions

Group Total	69	17,334	95	22,500
(Home)	21	10,438	28	14,065
(Portable)	48	6,896	67	8,435

【FY2013.3 3Q: Main Game Titles】

Title Name	Platform	Region	Unit Sales (thousand)
TEKKEN TAG TOURNAMENT2	PS3·XB360 ·WiiU	J/US/E	1,350
SOUL CARIBUR	PS3·XB360	J/US/E	870
NARUTO ULTIMATE NINJA STORM GENERATIONS	PS3·XB360	J/US/E	660
TALES OF XILLIA 2	PS3	J	500
RUN FOR MONEY	3DS	J	450
TAIKO DRUM MASTER 3DS	3DS	J	410

J: Japan US: United States E: Europe

【Group Total By Platform】

Platform	FY2013.3 3Q(9mo.)	
	# of New Titles	Unit Sales (thousand)
PS3	15	5,868
Xb360		2,504
PSP	27	2,956
3DS	13	2,386
NDS	6	1,106
Wii	3	1,616
Others	5	898
Total	69	17,334

2) Arcade Game Machines

【Sales Breakdown】

【Japan】

billion yen

Product Category	FY10.3	FY11.3	FY2012.3		FY2013.3	
	Full Year	Full Year	3Q (9mo.)	Full Year	3Q (9mo.)	Full Year Forecasts
Video Game	8.7	12.7	13.8	18.7	8.4	13.1
Electrical-Mechanical Games	2.2	3.4	3.8	5.0	2.7	4.6
Medal Games	2.7	2.3	0.6	2.8	1.7	3.4
Other	12.1	12.8	12.2	16.5	11.5	17.9
Machine Sales Total	25.7	31.2	30.4	43.0	24.3	39.0
Prize Sales	14.7	20.7	19.6	25.5	21.9	27.0
Total	40.4	51.9	50.0	68.5	46.2	66.0

【Overseas】

billion yen

	FY10.3	FY11.3	FY2012.3		FY2013.3	
	Full Year	Full Year	3Q (9mo.)	Full Year	3Q (9mo.)	Full Year Forecasts
NAMCO America and NAMCO Europe Machine Sales Total	3.6	4.1	3.6	4.9	2.7	6.0

Note: Figures include transactions among Group Companies

Amusement Facility Business

【Number of facilities】

			FY10.3	FY11.3	FY12.3		FY13.3	
			Full Year	Full Year	3Q (9mo.)	Full Year	3Q (9mo.)	Full Year Forecasts
Directly Managed Facilities	Japan	Start of term	238	223	217	217	211	211
		Openings	3	5	10	10	7	8
		Closures	18	11	13	16	3	3
		Increase/ Decrease	-15	-6	-3	-6	4	5
		End of term	223	217	214	211	215	216
	U.S.	Start of term	58	41	29	29	22	22
		Openings	0	0	0	0	1	1
		Closures	17	12	6	7	3	3
		Increase/ Decrease	-17	-12	-16	-7	-2	-2
		End of term	41	29	23	22	20	20
	Europe	Start of term	13	14	12	12	12	12
		Openings	1	0	0	0	0	0
		Closures	0	2	0	0	1	1
		Increase/ Decrease	1	-2	0	0	-1	-1
		End of term	14	12	12	12	11	11
	Asia	Start of term	12	11	10	10	10	10
		Openings	1	2	2	2	0	0
		Closures	2	3	2	2	1	3
		Increase/ Decrease	-1	-1	0	0	-1	-3
		End of term	11	10	10	10	9	7
Total	Start of term	321	289	268	268	255	255	
	Openings	5	7	12	12	8	9	
	Closures	37	28	21	25	8	10	
	Increase/ Decrease	-32	-21	-9	-13	0	-1	
	End of term	289	268	259	255	255	254	
Revenue- sharing Facilities	Japan	20	19	15	14	12	14	
	U.S.	856	792	946	973	999	996	
	Europe	2	1	1	1	2	2	
	Asia	18	19	20	20	11	15	
	Total	896	831	982	1,008	1,024	1,025	
Others	Total	5	3	3	2	2	2	
Facilities Total			1,190	1,102	1,244	1,265	1,281	1,281

【Same store sales year on year (Japan)】

	Apr.	May	Jun.	1Q (3mo.)	Jul.	Aug.	Sep.	2Q (3mo.)	1st Half
FY2013.3	95.0%	87.9%	98.9%	93.5%	95.5%	94.3%	97.1%	95.5%	94.6%
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	88.1%	97.0%	98.5%	94.5%	94.6%	-	-	-	100%	97%	96%
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%