



# NAMCO BANDAI Holdings Inc.

Financial Highlights for the Third Quarter  
of the Fiscal Year Ending March 2011

## NAMCO BANDAI Holdings Inc.: Consolidated Financial Results

### Summary of Income Statement

(millions of yen)

	FY2007.3	FY2008.3	FY2009.3	FY2010.3			FY2011.3					
	Full Year Results	Full Year Results	Full Year Results	3Q Results (3 months)	3Q Results (9 months)	Full Year Results	3Q Results (3 months)	% vs. prior year	3Q Results (9 months)	% vs. prior year	Full Year Forecasts	% vs. prior year
Net Sales	459,132	460,473	426,399	110,098	282,832	378,547	114,435	103.9%	288,030	101.8%	395,000	104.3%
Gross Profit	168,079	164,072	146,023	38,963	97,499	128,753	42,289	108.5%	104,652	107.3%	139,000	108.0%
Operating Income	42,224	33,411	22,348	7,321	4,706	1,883	11,548	157.7%	16,616	353.0%	13,500	716.6%
Recurring Income	45,615	36,198	24,513	7,802	4,935	1,907	11,571	148.3%	16,577	335.9%	13,500	707.6%
Net Income	24,252	32,679	11,830	-5,705	-11,744	-29,928	5,604	-	3,673	-	1,800	-

### Net Sales by Segment

(millions of yen)

	FY2007.3	FY2008.3	FY2009.3	FY2010.3			FY2011.3					
	Full Year Results	Full Year Results	Full Year Results	3Q Results (3 months)	3Q Results (9 months)	Full Year Results	3Q Results (3 months)	% vs. prior year	3Q Results (9 months)	% vs. prior year	Full Year Forecasts	% vs. prior year
Toys and Hobby	185,586	180,164	165,725	42,224	108,924	148,843	44,084	104.4%	116,309	106.8%	155,000	104.1%
Content	194,683	194,666	184,529	54,016	126,666	166,764	58,809	123.8%	130,261	124.5%	180,000	107.9%
Amusement Facility	88,196	89,829	77,269	15,442	49,159	65,362	14,884	96.4%	46,489	94.6%	63,000	96.4%
Other	20,900	19,809	19,009	4,342	13,237	17,452	4,705	108.4%	13,406	101.3%	19,000	108.9%
Elimination and Corporate	-30,234	-23,997	-20,133	-5,926	-15,157	-19,876	-8,049	-	-18,436	-	-22,000	-
Total	459,132	460,473	426,399	110,098	282,832	378,547	114,435	103.9%	288,030	101.8%	395,000	104.3%

### Operating Income by Segment

(millions of yen)

	FY2007.3	FY2008.3	FY2009.3	FY2010.3				FY2011.3						
	Full Year Results	Full Year Results	Full Year Results	3Q Results (3 months)	3Q Results (9 months)	Full Year Results	OP Margin	3Q Results (3 months)	% vs. prior year	3Q Results (9 months)	% vs. prior year	Full Year Forecasts	OP Margin	% vs. prior year
Toys and Hobby	17,403	14,309	11,533	5,875	9,640	10,786	7.2%	6,489	110.5%	13,561	140.7%	11,000	7.1%	102.0%
Content	21,887	19,530	11,648	2,912	-3,494	-7,717	-	6,153	181.2%	3,553	-	3,500	1.9%	-
Amusement Facility	4,004	1,631	393	-1,019	37	284	0.4%	-65	-	1,454	392.7%	1,500	2.4%	526.5%
Other	1,017	753	565	178	198	358	2.1%	366	205.4%	796	401.5%	500	2.6%	139.5%
Elimination and Corporate	-2,088	-2,813	-1,792	-624	-1,674	-1,828	-	-1,395	-	-2,749	-	-3,000	-	-
Total	42,224	33,411	22,348	7,321	4,706	1,883	0.5%	11,548	157.7%	16,616	353.0%	13,500	3.4%	716.6%

\* 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 and FY2010.3 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					
	Full Year Results	Full Year Results	Full Year Results	3Q Results (3 months)	3Q Results (9 months)	Full Year Results	3Q Results (3 months)	% vs. prior year	3Q Results (9 months)	% vs. prior year	Full Year Forecasts	% vs. prior year
Japan	356,248	346,736	319,535	78,976	213,433	286,209	90,190	114.2%	229,922	107.7%	310,000	108.3%
Americas	52,315	52,623	48,337	7,775	21,189	29,269	5,360	68.9%	19,029	89.8%	30,000	102.5%
Europe	37,763	46,387	45,004	17,440	35,261	45,955	13,282	76.2%	26,811	76.0%	37,500	81.6%
Asia	12,805	14,726	13,522	5,905	12,947	17,112	5,602	94.9%	12,266	94.7%	17,500	102.3%
Elimination and Corporate	-	-	-	-	-	-	-	-	-	-	-	-
Total	459,132	460,473	426,399	110,098	282,832	378,547	114,435	103.9%	288,030	101.8%	395,000	104.3%

### Reference: Operating Income by Region

(millions of yen)

	FY2007.3	FY2008.3	FY2009.3	FY2010.3				FY2011.3						
	Full Year Results	Full Year Results	Full Year Results	3Q Results (3 months)	3Q Results (9 months)	Full Year Results	OP Margin	3Q Results (3 months)	% vs. prior year	3Q Results (9 months)	% vs. prior year	Full Year Forecasts	OP Margin	% vs. prior year
Japan	33,127	24,480	15,863	7,251	9,933	5,537	1.9%	11,919	164.4%	21,535	216.8%	21,000	6.8%	379.2%
Americas	3,376	2,318	872	-1,241	-5,049	-3,324	-	-1,273	-	-3,154	-	-5,200	-	-
Europe	5,253	6,830	6,248	542	-277	-388	-	536	98.9%	-1,347	-	-1,200	-	-
Asia	2,730	2,854	2,289	1,542	2,447	2,768	16.2%	1,111	72.0%	1,966	80.3%	2,300	13.1%	83.1%
Elimination and Corporate	-2,263	-3,072	-2,926	-773	-2,347	-2,708	-	-744	-	-2,383	-	-3,400	-	-
Total	42,224	33,411	22,348	7,321	4,706	1,883	0.5%	11,548	157.7%	16,616	353.0%	13,500	3.4%	716.6%

### Other Data

(millions of yen)

	FY2007.3	FY2008.3	FY2009.3	FY2010.3			FY2011.3					
	Full Year Results	Full Year Results	Full Year Results	3Q Results (3 months)	3Q Results (9 months)	Full Year Results	3Q Results (3 months)	% vs. prior year	3Q Results (9 months)	% vs. prior year	Full Year Forecasts	% vs. prior year
Capital Investments	20,331	19,757	14,658	3,022	8,543	11,587	3,413	112.9%	8,583	100.5%	14,000	120.8%
Depreciation	21,200	24,796	22,545	5,149	13,968	18,988	4,647	90.3%	12,413	88.9%	19,000	100.1%
R&D Investments	32,116	34,934	33,864	10,021	30,468	38,525	9,569	95.5%	29,796	97.8%	38,000	98.6%
Advertising Expenses	31,031	30,549	28,409	7,276	20,616	29,514	7,394	101.6%	19,522	94.7%	30,000	101.6%
Personnel Expenses	36,024	37,280	35,004	9,717	29,551	39,201	9,764	100.5%	29,885	101.1%	39,500	100.8%

### 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				
	FY09.3	FY2010.3		FY2011.3	
	Full Year	3Q (9 mo.)	Full Year	3Q (9 mo.)	Full Year Forecasts
Mobile Suit Gundam	42.8	27.1	34.6	28.8	38.0
Masked Rider	10.4	14.0	20.0	19.9	25.5
ONE PIECE	4.6	2.5	4.3	10.8	15.0
Power Rangers	25.6	13.1	17.5	9.5	13.5
Pretty Cure	11.3	9.1	12.8	10.6	13.5
BEN10	13.0	13.5	17.9	9.2	12.0

## Toys and Hobby Business

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

	billion yen				
	FY09.3	FY2010.3		FY2011.3	
	Full Year	3Q (9 mo.)	Full Year	3Q (9 mo.)	Full Year Forecasts
Masked Rider	8.7	11.8	17.5	17.0	22.0
Mobile Suit Gundam	16.0	11.5	14.4	10.3	13.5
Pretty Cure	10.5	8.5	11.9	9.6	12.5
Power Rangers	12.0	8.4	10.5	6.4	9.0
Anpanman	9.1	6.3	8.4	6.2	8.5
ONE PIECE	1.7	1.0	2.0	4.7	6.0
Battle Spirits	2.7	2.0	2.6	2.5	3.2
Ultraman	4.3	2.5	3.1	2.4	2.8
DRAGON BALL	3.7	2.6	3.3	1.7	2.7
Tamagotchi	1.0	1.2	2.0	2.3	2.7
Pokémon	3.2	1.8	2.2	1.6	2.6

### 【Tamagotchi sales】

	thousand units							
	FY04.3	FY05.3	FY06.3	FY07.3	FY08.3	FY09.3	FY10.3	FY11.3
	Full Year	Full Year	Full Year	Full Year	Full Year	Full Year	Full Year	3Q
Japan	250	2,250	6,100	1,650	150	280	520	320
Overseas	0	3,250	6,900	7,050	5,500	2,200	860	220
Total	250	5,500	13,000	8,700	5,650	2,480	1,380	540

### 【Kids Card Machine: installed units】

As of end of December 2010: 22,400 units (Japan)

## Content Business

### 【Sales by category】

	billion yen				
	FY09.3	FY2010.3		FY2011.3	
	Full Year	3Q (9mo.)	Full Year	3Q (9mo.)	Full Year Forecasts
Arcade Game Machine	48.8	32.9	44.0	42.6	59.0
Game Software	78.0	60.0	77.0	54.7	78.0
Others, elimination	57.7	33.7	45.7	32.9	43.0
Total	184.5	126.6	166.7	130.2	180.0

\* Figures of FY2009.3 and FY2010.3 are simple sum of the Game Contents Segment and Visual and Audio Content Segment.

### 1) Arcade Game Machines

#### 【Sales Breakdown】

##### 【Japan】

Product Category	million yen				
	FY09.3	FY2010.3		FY2011.3	
	Full Year	3Q (9mo.)	Full Year	3Q (9mo.)	Full Year Forecasts
Small-sized Video Game	3,030	328	415	5,371	6,895
Medium-sized Video Game	9,978	5,050	8,251	5,739	7,641
Electrical-Mechanical Games	1,973	1,641	2,194	2,253	3,511
Medal Games	5,572	2,378	2,718	1,793	2,872
Other	9,410	9,298	12,099	9,439	14,081
Machine Sales Total	29,963	18,695	25,677	24,595	35,000
Prize Sales	14,691	11,512	14,687	15,210	19,800
Total	44,654	30,207	40,364	39,805	54,800

##### 【Overseas】

	million yen				
	FY09.3	FY2010.3		FY2011.3	
	Full Year	3Q (9mo.)	Full Year	3Q (9mo.)	Full Year Forecasts
NAMCO America and NAMCO Europe Machine Sales Total	4,152	2,728	3,646	2,861	4,200

Note: Figures include transactions among Group Companies

## 2) Home Video Game Software

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

	FY2010.3			
	3Q (9mo.)		Full Year	
	# of Titles	Unit Sales	# of Titles	Unit Sales
Japan	65	6,502	93	8,878
(Home)	27	3,230	35	3,768
(Portable)	38	3,272	58	5,110
U.S.	30	4,147	39	5,829
(Home)	20	2,673	27	3,760
(Portable)	10	1,474	12	2,069
Europe	40	4,040	52	7,326
(Home)	28	2,528	36	5,032
(Portable)	12	1,512	16	2,294
Asia	31	628	41	704
(Home)	17	452	18	476
(Portable)	14	176	23	228
Overseas Total	101	8,815	132	13,859
(Home)	65	5,653	81	9,268
(Portable)	36	3,162	51	4,591
Group Total	166	15,317	225	22,737
(Home)	92	8,883	116	13,036
(Portable)	74	6,434	109	9,701
Localized versions	103		139	

※After elimination of localized versions

Group Total	63	15,317	86	22,737
(Home)	24	8,883	29	13,036
(Portable)	39	6,434	57	9,701

	FY2011.3			
	3Q (9mo.)		Full Year Forecasts	
	# of Titles	Unit Sales	# of Titles	Unit Sales
Japan	66	6,942	93	9,677
(Home)	26	2,654	32	3,050
(Portable)	40	4,288	61	6,627
U.S.	28	4,245	48	7,907
(Home)	18	3,203	35	6,398
(Portable)	10	1,042	13	1,509
Europe	30	2,351	45	3,899
(Home)	19	1,669	32	3,103
(Portable)	11	682	13	796
Asia	46	263	58	317
(Home)	29	208	36	257
(Portable)	17	55	22	60
Overseas Total	104	6,859	151	12,123
(Home)	66	5,080	103	9,758
(Portable)	38	1,779	48	2,365
Group Total	170	13,801	244	21,800
(Home)	92	7,734	135	12,808
(Portable)	78	6,067	109	8,992
Localized versions	106		151	

※After elimination of localized versions

Group Total	64	13,801	93	21,800
(Home)	21	7,734	30	12,808
(Portable)	43	6,067	63	8,992

### 【FY2011.3 3Q:Main Game Titles】

Title Name	Region	Platform	Unit Sales (thousand)
TEKKEN 6	US	PS3・XB360	1,080
BEN10 ULTIMATE ALIEN	US, E	Multi	490
GOD EATER BURST	J	PSP	460
Enslaved: Odyssey to the West	E, US, J	PS3・XB360	460
GUNDAM MUSOU 3	J	PS3・XB360	430

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

### 【Group Total By Platform】

FY2011.3 3Q Results		
Platform	# of New Titles	Unit Sales (thousand)
PS3	9	3,703
NDS	25	3,423
PSP	18	2,644
Wii	11	2,052
Xbox360	1	1,595
PS2	0	384
Others	0	0
<b>Total</b>	<b>64</b>	<b>13,801</b>

## 3) Contents for Mobile Phone

### 【Number of pay-subscribers】

As of December 31, 2010

thousand

	Game	Character	Sound	Other	TOTAL
2010.12	2,490	740	160	190	3,580
2010.3	2,780	780	190	130	3,880
2009.3	3,270	860	290	160	4,580

## Amusement Facility Business

### 【Number of facilities】

	Japan				U.S.				Europe			
	FY09.3	FY10.3	FY11.3		FY09.3	FY10.3	FY11.3		FY09.3	FY10.3	FY11.3	
	Full Year	Full Year	3Q(9mo.)	Full Year	Full Year	Full Year	3Q(9mo.)	Full Year	Full Year	Full Year	3Q(9mo.)	Full Year
	Results	Results	Results	Forecasts	Results	Results	Results	Forecasts	Results	Results	Results	Forecasts
Start of term	293	* 238	223	223	88	58	41	41	13	13	14	14
Openings	10	3	4	5	0	0	0	0	0	1	0	0
Closures	63	18	6	8	30	17	9	12	0	0	0	2
Increase/ Decrease	-53	-15	-2	-3	-30	-17	-9	-12	0	1	0	-2
End of term	240	223	221	220	58	41	32	29	13	14	14	12
Revenue share	23	20	18	19	1,088	856	799	792	2	2	1	1
Others	7	5	3	3	0	0	0	0	0	0	0	0
Total	270	248	242	242	1,146	897	831	821	15	16	15	13

	Asia				Total			
	FY09.3	FY10.3	FY11.3		FY09.3	FY10.3	FY11.3	
	Full Year	Full Year	3Q(9mo.)	Full Year	Full Year	Full Year	3Q(9mo.)	Full Year
	Results	Results	Results	Forecasts	Results	Results	Results	Forecasts
Start of term	14	12	11	11	408	* 321	289	289
Openings	0	1	2	2	10	5	6	7
Closures	2	2	3	3	95	37	18	25
Increase/ Decrease	-2	-1	-1	-1	-85	-32	-12	-18
End of term	12	11	10	10	323	289	277	271
Revenue share	16	18	19	19	1,129	896	837	831
Others	0	0	0	0	7	5	3	3
Total	28	29	29	29	1,459	1,190	1,117	1,105

\* Two *Kaikaya* stores were transferred to the Other Business and excluded from the above table since the beginning of FY10.3.

### 【Same store sales year on year】

	Apr.	May	Jun.	1Q (3mo.)	Jul.	Aug.	Sep.	2Q (3mo.)	1st Half
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%
FY2009.3	83.8%	89.5%	86.8%	86.7%	85.6%	94.3%	81.1%	87.6%	87.2%

	Oct.	Nov.	Dec.	3Q (3mo.)	3Q (9mo.)	Jan.	Feb.	Mar.	4Q (3mo.)	2nd Half	Full Year
FY2011.3	111.2%	99.8%	104.1%	105.0%	100.9%	-	-	-	-	-	-
FY2010.3	92.9%	87.1%	94.1%	91.4%	90.3%	95.7%	94.6%	93.8%	94.8%	93.0%	91.2%
FY2009.3	86.2%	94.3%	83.7%	87.7%	87.4%	84.5%	82.9%	86.6%	84.8%	86.2%	86.7%