



# NAMCO BANDAI Holdings Inc.

## Financial Highlights for the Second 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	Full Year Results	1st Half Results	% vs. prior year	Full Year Forecasts	% vs. prior year
Net Sales	459,132	460,473	426,399	378,547	394,178	194,241	454,210	222,610	114.6%	455,000	100.2%
Gross Profit	168,079	164,072	146,023	128,753	139,414	75,236	167,502	88,308	117.4%	171,000	102.1%
Operating Income	42,224	33,411	22,348	1,883	16,338	15,757	34,606	27,753	176.1%	40,000	115.6%
Recurring Income	45,615	36,198	24,513	1,907	16,399	15,977	34,960	28,075	175.7%	40,000	114.4%
Net Income	24,252	32,679	11,830	-29,928	1,848	8,026	19,303	17,320	215.8%	23,000	119.1%

#### 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	Full Year Results	1st Half Results	% vs. prior year	Full Year Forecasts	% vs. prior year
Toys and Hobby	185,586	180,164	165,725	148,843	158,374	81,627	177,994	80,411	98.5%	170,000	95.5%
Content	194,683	194,666	184,529	167,471	179,917	86,711	225,503	116,686	134.6%	239,000	106.0%
Amusement Facility	88,196	89,829	77,269	65,362	62,337	31,306	61,032	29,872	95.4%	60,000	98.3%
Other	20,900	19,809	19,009	15,790	18,503	11,520	27,482	12,867	111.7%	25,000	91.0%
Elimination and Corporate	-30,234	-23,997	-20,133	-18,921	-24,953	-16,925	-37,801	-17,227	-	-39,000	-
Total	459,132	460,473	426,399	378,547	394,178	194,241	454,210	222,610	114.6%	455,000	100.2%

#### 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	Full Year Results	OP Margin	1st Half Results	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	16,112	9.1%	6,451	8.0%	71.8%	13,500	7.9%	83.8%
Content	21,887	19,530	11,648	-7,760	3,092	5,369	17,003	7.5%	20,136	17.3%	375.0%	28,000	11.7%	164.7%
Amusement Facility	4,004	1,631	393	284	1,778	1,891	2,380	3.9%	1,051	3.5%	55.6%	1,000	1.7%	42.0%
Other	1,017	753	565	322	810	1,045	2,050	7.5%	1,289	10.0%	123.4%	1,000	4.0%	48.8%
Elimination and Corporate	-2,088	-2,813	-1,792	-1,749	-3,156	-1,535	-2,941	-	-1,175	-	-	-3,500	-	-
Total	42,224	33,411	22,348	1,883	16,338	15,757	34,606	7.6%	27,753	12.5%	176.1%	40,000	8.8%	115.6%

\* 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 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	Full Year Results	1st Half Results	% vs. prior year	Full Year Forecasts	% vs. prior year
Japan	356,248	346,736	319,535	286,209	312,356	165,225	378,395	189,332	114.6%	374,000	98.8%
Americas	52,315	52,623	48,337	29,269	28,021	8,769	24,313	13,068	149.0%	35,500	146.0%
Europe	37,763	46,387	45,004	45,955	37,023	11,851	33,366	11,749	99.1%	30,500	91.4%
Asia	12,805	14,726	13,522	17,112	16,777	8,393	18,134	8,460	100.8%	15,000	82.7%
Elimination and Corporate	-	-	-	-	-	-	-	-	-	-	-
Total	459,132	460,473	426,399	378,547	394,178	194,241	454,210	222,610	114.6%	455,000	100.2%

#### 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	Full Year Results	OP Margin	1st Half Results	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	38,373	10.1%	28,191	14.9%	146.8%	41,800	11.2%	108.9%
Americas	3,376	2,318	872	-3,324	-5,658	-2,382	-2,876	-	290	2.2%	-	500	1.4%	-
Europe	5,253	6,830	6,248	-388	-1,221	-1,533	-1,720	-	62	0.5%	-	0	0.0%	-
Asia	2,730	2,854	2,289	2,768	2,409	1,734	3,242	17.9%	1,064	12.6%	61.4%	1,200	8.0%	37.0%
Elimination and Corporate	-2,263	-3,072	-2,926	-2,708	-2,770	-1,270	-2,413	-	-1,855	-	-	-3,500	-	-
Total	42,224	33,411	22,348	1,883	16,338	15,757	34,606	7.6%	27,753	12.5%	176.1%	40,000	8.8%	115.6%

#### 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	Full Year Results	1st Half Results	% vs. prior year	Full Year Forecasts	% vs. prior year
Capital Investments	20,331	19,757	14,658	11,587	10,768	5,338	12,808	7,508	140.7%	15,000	117.1%
Depreciation	21,200	24,796	22,545	18,988	18,000	8,320	18,142	8,587	103.2%	18,500	102.0%
R&D Investments	32,116	34,934	33,864	38,525	40,102	19,086	41,193	20,472	107.3%	40,000	97.1%
Advertising Expenses	31,031	30,549	28,409	29,514	28,782	13,265	33,384	14,375	108.4%	32,500	97.4%
Personnel Expenses	36,024	37,280	35,004	39,201	40,357	20,880	43,546	20,925	100.2%	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】

billions of yen

	FY10.3	FY11.3	FY12.3		FY13.3	
	Full Year	Full Year	2Q (6 mo.)	Full Year	2Q (6mo.)	Full Year Forecasts
Mobile Suit Gundam	34.6	38.2	20.5	44.7	31.7	55.0
ONE PIECE	4.3	15.4	11.8	28.8	15.0	30.0
Masked Rider	20.0	26.4	14.9	31.9	14.0	29.0
Power Rangers	17.5	13.7	9.5	20.2	8.7	21.5
Pretty Cure	12.8	13.6	5.6	11.5	6.2	12.0
DRAGON BALL	12.5	8.3	4.1	11.8	3.7	8.5
BEN10	17.9	12.0	2.8	7.7	2.0	5.5

## Toys and Hobby Business

【Net Sales by Character (Japan)】

billions of yen

	FY10.3	FY11.3	FY12.3		FY13.3	
	Full Year	Full Year	2Q (6 mo.)	Full Year	2Q (6mo.)	Full Year Forecasts
Masked Rider	17.5	23.0	13.3	28.3	11.2	24.0
Mobile Suit Gundam	14.4	13.4	6.5	15.6	8.1	16.0
Pretty Cure	11.9	12.5	5.2	10.7	5.7	11.5
Power Rangers	10.5	9.2	7.5	13.0	4.9	9.5
Anpanman	8.4	8.6	4.3	9.6	4.6	9.5
ONE PIECE	2.0	6.8	5.6	11.2	4.4	8.0
Battle Spirits	2.6	3.4	1.9	4.8	1.8	5.0
The Little Battlers	-	0.2	1.3	3.6	2.0	5.0
DRAGON BALL	3.3	2.7	2.1	4.4	2.4	4.0
Tamagotchi	2.0	2.9	1.6	4.0	0.8	3.5
Ultraman	3.1	2.8	0.8	1.8	1.0	2.0
TORIKO	-	-	1.2	2.3	0.7	1.5

【Digital Card Game Machine: installed units】

As of end of FY2013.3 2Q: 29,700 units (Japan)

## Content Business

【Sales by category】

billions of yen

	FY10.3	FY11.3	FY12.3		FY13.3	
	Full Year	Full Year	2Q (6mo.)	Full Year	2Q (6mo.)	Full Year Forecasts
Arcade Game Machine	44.0	56.0	33.8	73.4	33.7	74.0
Game Software	77.0	81.2	28.0	86.0	31.5	77.5
Others, elimination (*)	46.4	42.7	24.9	66.1	51.4	87.5
<b>Total</b>	<b>167.4</b>	<b>179.9</b>	<b>86.7</b>	<b>225.5</b>	<b>116.6</b>	<b>239.0</b>

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

## 1) Home Video Game Software

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

	FY2012.3			
	2Q (6mo.)		Full Year	
	# of Titles	Unit Sales (thousand)	# of Titles	Unit Sales (thousand)
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	

	FY2013.3			
	2Q (6mo.)		Full Year Forecasts	
	# of Titles	Unit Sales (thousand)	# of Titles	Unit Sales (thousand)
Japan	75	3,362	123	8,800
(Home)	19	971	35	3,560
(Portable)	56	2,391	88	5,240
U.S.	16	3,380	50	7,200
(Home)	10	2,676	34	5,740
(Portable)	6	704	16	1,460
Europe	13	2,397	42	4,000
(Home)	9	1,886	32	3,300
(Portable)	4	511	10	700
Group Total	104	9,139	215	20,000
(Home)	38	5,533	101	12,600
(Portable)	66	3,606	114	7,400
Localized versions	65		122	

※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

※After elimination of localized versions

Group Total	39	9,139	93	20,000
(Home)	11	5,533	29	12,600
(Portable)	28	3,606	64	7,400

### 【FY2013.3 2Q (6 mo.): Main Game Titles】

Title Name	Platform	Region	Unit Sales (thousand)
TEKKEN TAG TOURNAMENT2	PS3・XB360	J/E	840
SOUL CARIBUR V (*)	PS3・XB360	J/US/E	680
NARUTO ULTIMATE NINJA STORM GENERATIONS (*)	PS3・XB360	J/US/E	550
TAIKO DRUM MASTER 3DS	3DS	J	270
SD GUNDAM G GENERATION OVER WORLD	PSP	J	260

J: Japan US: United States E: Europe

\* These 2 titles were launched in the previous fiscal year in Europe and Japan.

- Cumulative unit sales of "SOUL CARIBUR V": 1,380K units

- Cumulative unit sales of "NARUTO ULTIMATE NINJA STORM GENERATIONS": 1,010K units

### 【Group Total By Platform】

Platform	FY2013.3 2Q(6mo.)	
	# of New Titles	Unit Sales (thousand)
PS3	10	3,335
Xb360		1,535
PSP	18	1,756
NDS	2	528
3DS	6	1,008
Wii	1	591
Others	2	386
Total	39	9,139

## 2) Arcade Game Machines

### 【Sales Breakdown】

[Japan]

Product Category	FY10.3	FY11.3	FY12.3		FY13.3	
	Full Year	Full Year	2Q (6mo.)	Full Year	2Q (6mo.)	Full Year Forecasts
Video Game	8.7	12.7	6.9	18.7	6.9	16.2
Electrical-Mechanical Games	2.2	3.4	2.8	5.0	2.1	5.1
Medal Games	2.7	2.3	0.3	2.8	0.6	3.9
Other	12.1	12.8	8.2	16.5	7.4	16.8
Machine Sales Total	25.7	31.2	18.2	43.0	17.0	42.0
Prize Sales	14.7	20.7	12.7	25.5	14.8	26.0
Total	40.4	51.9	30.9	68.5	31.8	68.0

[Overseas]

	FY10.3	FY11.3	FY12.3		FY13.3	
	Full Year	Full Year	2Q (6mo.)	Full Year	2Q (6mo.)	Full Year Forecasts
NAMCO America and NAMCO Europe Machine Sales Total	3.6	4.1	2.9	4.9	1.9	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	2Q (6mo.)	Full Year	2Q (6mo.)	Full Year Forecasts
Directly Managed Facilities	Japan	Start of term	238	223	217	217	211	211
		Openings	3	5	6	10	5	8
		Closures	18	11	11	16	3	3
		Increase/ Decrease	-15	-6	-5	-6	2	5
		End of term	223	217	212	211	213	216
	U.S.	Start of term	58	41	29	29	22	22
		Openings	0	0	0	0	1	1
		Closures	17	12	5	7	3	3
		Increase/ Decrease	-17	-12	-5	-7	-2	-2
		End of term	41	29	24	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	0	1
		Increase/ Decrease	1	-2	0	0	0	-1
		End of term	14	12	12	12	12	11
	Asia	Start of term	12	11	10	10	10	10
		Openings	1	2	1	2	0	0
		Closures	2	3	2	2	0	3
		Increase/ Decrease	-1	-1	-1	0	0	-3
		End of term	11	10	9	10	10	7
Total	Start of term	321	289	268	268	255	255	
	Openings	5	7	7	12	6	9	
	Closures	37	28	18	25	6	10	
	Increase/ Decrease	-32	-21	-11	-13	0	-1	
	End of term	289	268	257	255	255	254	
Revenue- sharing Facilities	Japan	20	19	12	14	14	14	
	U.S.	856	792	924	973	983	996	
	Europe	2	1	1	1	1	2	
	Asia	18	19	19	20	23	13	
	Total	896	831	956	1,008	1,021	1,025	
Others	Total	5	3	3	2	2	2	
Facilities Total			1,190	1,102	1,216	1,265	1,278	1,281

【Same store sales year on year (Japan)】

	Apr.	May	Jun.	Jul.	Aug.	Sep.	1st Half	2nd Half	Full Year
FY2013.3	95.0%	87.9%	98.9%	95.5%	94.3%	97.1%	94.6%	Forecast 101%	Forecast 98%
FY2012.3	109.4%	108.2%	105.8%	101.8%	96.1%	101.7%	103.3%	96.8%	100.1%
FY2011.3	98.3%	93.6%	97.4%	97.9%	104.3%	101.4%	99.0%	103.1%	101.0%
FY2010.3	87.9%	93.4%	86.1%	96.2%	85.4%	90.5%	89.7%	93.0%	91.2%