



# NAMCO BANDAI Holdings Inc.

Financial Highlights for the  
Fiscal Year Ended March 2010

## NAMCO BANDAI Holdings Inc. Consolidated Financial Results

### 1. Summary of Income Statement

(millions of yen)

	FY2009.3	FY 2010.3				FY 2011.3			
	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	426,399	172,733	205,814	378,547	88.8%	175,000	225,000	400,000	105.7%
Gross Profit	146,023	58,536	70,217	128,753	88.2%	59,000	77,000	136,000	105.6%
Operating Income	22,348	-2,615	4,498	1,883	8.4%	-1,000	12,000	11,000	583.9%
Recurring Income	24,513	-2,866	4,773	1,907	7.8%	-1,000	11,500	10,500	550.4%
Net Income	11,830	-6,038	-23,042	-29,080	-	-3,500	8,000	4,500	-

### 2. Net Sales by Segment

(millions of yen)

	FY2009.3	FY 2010.3				FY 2011.3			
	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	165,725	66,700	82,143	148,843	89.8%	68,000	87,000	155,000	104.1%
(Game) Content	149,891	57,181	80,347	137,528	91.8%	77,000	109,500	186,500	135.6%
Visual and Music Content	34,638	15,469	13,767	29,236	84.4%	-	-	-	-
Amusement Facility	77,269	33,717	31,645	65,362	84.6%	32,000	31,000	63,000	96.4%
Other	19,009	8,895	8,557	17,452	91.8%	8,500	9,500	18,000	103.1%
Elimination and Corporate	-20,133	-9,230	-10,646	-19,876	-	-10,500	-12,000	-22,500	-
Total	426,399	172,733	205,814	378,547	88.8%	175,000	225,000	400,000	105.7%

### 3. Operating Income by Segment

(millions of yen)

	FY2009.3	FY 2010.3				FY 2011.3					
	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	11,533	3,765	7,021	10,786	7.2%	93.5%	2,500	7,000	9,500	6.1%	88.1%
(Game) Content	11,609	-6,769	-76	-6,845	-	-	-3,000	6,500	3,500	1.9%	-
Visual and Music Content	38	362	-1,233	-871	-	-	-	-	-	-	-
Amusement Facility	393	1,056	-772	284	0.4%	72.5%	1,000	0	1,000	1.6%	351.0%
Other	565	19	339	358	2.1%	63.4%	200	300	500	2.8%	139.5%
Elimination and Corporate	-1,792	-1,050	-778	-1,828	-	-	-1,700	-1,800	-3,500	-	-
Total	22,348	-2,615	4,498	1,883	0.5%	8.4%	-1,000	12,000	11,000	2.8%	583.9%

\* Due to the group reorganization, the Visual and Music Content segment is included in the Content segment in FY2011.3.

FY2011.3 forecasts for "% vs. prior year" in the Content segment is comparison with the sum of the results of Game Contents and Visual and Music Content segments in FY2010.3.

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

(millions of yen)

	FY2009.3	FY 2010.3				FY 2011.3			
	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	319,535	134,457	151,752	286,209	89.6%	136,500	155,500	292,000	102.0%
Americas	48,337	13,414	15,855	29,269	60.6%	14,000	29,000	43,000	146.9%
Europe	45,004	17,820	28,135	45,955	102.1%	16,500	31,000	47,500	103.4%
Asia	13,522	7,041	10,071	17,112	126.5%	8,000	9,500	17,500	102.3%
Elimination and Corporate	-	-	-	-	-	-	-	-	-
Total	426,399	172,733	205,814	378,547	88.8%	175,000	225,000	400,000	105.7%

### 5. Operating Income by Region

(millions of yen)

	FY2009.3	FY 2010.3				FY 2011.3					
	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	15,863	2,682	2,855	5,537	1.9%	34.9%	3,700	7,300	11,000	3.8%	198.7%
Americas	872	-3,808	484	-3,324	-	-	-2,000	1,500	-500	-	-
Europe	6,248	-819	431	-388	-	-	-1,500	3,000	1,500	3.2%	-
Asia	2,289	904	1,864	2,768	16.2%	120.9%	500	2,000	2,500	14.3%	90.3%
Elimination and Corporate	-2,926	-1,574	-1,134	-2,708	-	-	-1,700	-1,800	-3,500	-	-
Total	22,348	-2,615	4,498	1,883	0.5%	8.4%	-1,000	12,000	11,000	2.8%	583.9%

### 6. Other Data

(millions of yen)

	FY2009.3	FY 2010.3				FY 2011.3			
	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	14,658	5,521	6,066	11,587	79.0%	7,000	8,000	15,000	129.5%
Depreciation	22,545	8,819	10,169	18,988	84.2%	10,000	10,000	20,000	105.3%
R&D Investments	33,864	20,447	18,078	38,525	113.8%	20,000	20,000	40,000	103.8%
Advertising Expenses	28,409	13,340	16,174	29,514	103.9%	14,500	17,500	32,000	108.4%
Personnel Expenses	35,004	19,833	19,368	39,201	112.0%	18,500	18,500	37,000	94.4%

\* Forward-looking Statements:

This document contains figures that are based on the information currently available to management and estimates involving uncertain factors thought likely to have an effect on future results.

## Group Total

【Net Sales by Character】

	billion yen					
	FY2009.3		FY2010.3		FY2011.3 (Plan)	
	1st Half	Full Year	1st Half	Full Year	1st Half	Full Year
Mobile Suit Gundam	16.9	42.8	17.0	34.6	13.5	36.0
Masked Rider	4.6	10.4	8.9	20.0	9.0	18.5
BEN10	4.3	13.0	7.9	17.9	6.0	16.0
Power Rangers	11.8	25.6	8.4	17.5	9.3	19.5
DRAGON BALL	8.7	15.8	5.8	12.5	3.0	8.5

## Toys and Hobby Business

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

	billion yen					
	FY2009.3		FY2010.3		FY2011.3 (Plan)	
	1st Half	Full Year	1st Half	Full Year	1st Half	II Year
Masked Rider	3.8	8.7	7.7	17.5	8.0	16.0
Mobile Suit Gundam	7.0	16.0	6.5	14.4	6.6	15.0
Pretty Cure	5.5	10.5	5.7	11.9	6.0	12.0
Power Rangers	6.2	12.0	5.7	10.5	7.0	13.0
Anpanman	4.1	9.1	3.8	8.4	4.2	9.0
Ultraman	2.2	4.3	1.2	3.1	1.3	2.8
DRAGON BALL	1.9	3.7	1.4	3.0	1.0	2.7

【Tamagotchi sales】

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

【DATA CARDDASS: installed units】

As of the end of March 2010: 19,400 units (Japan)

## Content Business

【Sales by category】

	billion yen					
	FY2009.3		FY2010.3		FY2011.3 (Plan)	
	1st Half	Full Year	1st Half	Full Year	1st Half	Full Year
Arcade Game Machine	23.1	48.8	19.5	44.0	23.5	54.0
Game Software	29.7	78.0	29.5	77.0	31.0	88.0
Others, elimination	8.8	23.0	8.1	16.5	22.5	44.5
Total	61.6	149.8	57.1	137.5	77.0	186.5

Note: FY2009.3 and FY2010.3 results do not include the results of Visual and Music Content business, which is merged with Content Business in FY2011.3

### 1) Arcade Game Machines: Net Sales

【Japan】

Product Category	million yen		
	FY2009.3 Full Year Results	FY2010.3 Full Year Results	FY2011.3 Full Year Plan
Small-sized Video Game	3,030	415	9,000
Medium-sized Video Game	9,978	8,251	6,100
Electrical-Mechanical Games	1,973	2,194	3,500
Medal Games	5,572	2,718	2,300
Other	9,410	12,099	11,600
Machine Sales Total	29,963	25,677	32,500
Prize Sales	14,691	14,687	16,000
Total	44,654	40,364	48,500

【Overseas】

	million yen		
	FY2009.3 Full Year Results	FY2010.3 Full Year Results	FY2011.3 Full Year Plan
NAMCO America and NAMCO Europe Machine Sales Total	4,152	3,646	5,500

Note: Figures include transactions among Group Companies

2) Home Video Game Software

【Home video game software titles and unit sales】

Unit Sales: thousand

	FY2010.3				FY2011.3 (Plan)			
	1st Half		Full Year		1st Half		Full Year	
	# of Titles	Unit Sales	# of Titles	Unit Sales	# of Titles	Unit Sales	# of Titles	Unit Sales
Japan	36	3,486	93	8,878	39	3,100	93	10,500
(Home)	17	1,874	35	3,768	10	600	35	3,700
(Portable)	19	1,612	58	5,110	29	2,500	58	6,800
U.S.	11	2,184	39	5,829	14	3,200	42	8,600
(Home)	10	1,621	27	3,760	8	2,400	30	6,900
(Portable)	1	563	12	2,069	6	800	12	1,700
Europe	20	2,354	52	7,326	17	2,100	46	7,400
(Home)	17	1,580	36	5,032	8	1,300	32	6,100
(Portable)	3	774	16	2,294	9	800	14	1,300
Asia	11	336	41	704	-	-	-	-
(Home)	5	225	18	476	-	-	-	-
(Portable)	6	111	23	228	-	-	-	-
Overseas Total	42	4,874	132	13,859	31	5,300	88	16,000
(Home)	32	3,426	81	9,268	16	3,700	62	13,000
(Portable)	10	1,448	51	4,591	15	1,600	26	3,000
Group Total	78	8,360	225	22,737	70	8,400	181	26,500
(Home)	49	5,300	116	13,036	26	4,300	97	16,700
(Portable)	29	3,060	109	9,701	44	4,100	84	9,800
Localized versions	45	-	139	-	32	-	91	-

※After elimination of localized versions

Group Total	33	8,360	86	22,737	38	8,400	90	26,500
(Home)	16	5,300	29	13,036	8	4,300	31	16,700
(Portable)	17	3,060	57	9,701	30	4,100	59	9,800

【FY2010.3: Top 10 Game Titles】

Title Name	Platform	Region	Unit Sales (thousand)
TEKKEN 6	PS3·XB360	E,J,A	1,840
Ben 10 Alien Force	Multi	US,E	1,080
Ben 10 Alien Force 2	Multi	US,E	810
DRAGON BALL RAGING BLAST	PS3·XB360	WW	700
GOD EATER	PSP	J	610
Ben 10 Protector of The Earth	Multi	US,E	610
Active Life: Extreme Challenge	Wii	WW	600
Tales of Vesperia	PS3·XB360	WW	500
TEKKEN 6	PSP	WW	470
GUNDAM VS. GUNDAM NEXT PLUS	PSP	J,A	430

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

【Group Total By Platform】

Platform	FY2010.3		FY2011.3 (Plan)	
	# of new titles	Unit Sales (thousand)	# of new titles	Unit Sales (thousand)
PSP	22	5,483	25	4,500
Wii	12	5,211	10	5,200
NDS	35	4,218	34	5,300
PS3	7	3,230	13	6,200
PS2	5	2,363	0	1,100
XB360	4	2,182	8	4,200
Others	1	50	0	0
Total	86	22,737	90	26,500

3) Mobile Contents

【Number of Subscribers】

As of March 31, 2010

(thousand)

	Game	Character	Sound	Other	TOTAL
Group Total	2,780	780	190	130	3,880

## Amusement Facility Business

【Number of facilities】

	Japan				Americas				Europe			
	FY10.3		FY11.3(Plan)		FY10.3		FY11.3(Plan)		FY10.3		FY11.3(Plan)	
	First Half	Full Year	First Half	Full Year	First Half	Full Year	First Half	Full Year	First Half	Full Year	First Half	Full Year
Start of term	238	238	223	223	58	58	41	41	13	13	14	14
Openings	2	3	4	6	0	0	0	0	0	1	0	0
Closures	11	18	3	3	12	17	13	17	0	0	2	2
Increase/ Decrease	-9	-15	1	3	-12	-17	-13	-17	0	1	-2	-2
End of term	229	223	224	226	46	41	28	24	13	14	12	12
Revenue share	19	20	21	21	892	856	835	793	2	2	2	2
Others	7	5	4	4	0	0	0	0	0	0	0	0
Total	255	248	249	251	938	897	863	817	15	16	14	14

	Asia				Total			
	FY10.3		FY11.3(Plan)		FY10.3		FY11.3(Plan)	
	First Half	Full Year	First Half	Full Year	First Half	Full Year	First Half	Full Year
Start of term	12	12	11	11	321	321	289	289
Openings	0	1	1	1	2	5	5	7
Closures	2	2	1	3	25	37	19	25
Increase/ Decrease	-2	-1	0	-2	-23	-32	-14	-18
End of term	10	11	11	9	298	289	275	271
Revenue share	16	18	19	18	929	896	877	834
Others	0	0	0	0	7	5	4	4
Total	26	29	30	27	1,234	1,190	1,156	1,109

【Same store sales year on year】

Japan		Apr.	May	Jun.	1Q (3mo.)	Jul.	Aug.	Sep.	2Q (3mo.)	1st Half	
		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%

Japan		Oct.	Nov.	Dec.	3Q (3mo.)	Jan.	Feb.	Mar.	4Q (3mo.)	2nd Half	Full Year	
		FY2010.3	92.9%	87.1%	94.1%	91.4%	95.7%	94.6%	93.8%	94.8%	93.0%	91.2%
		FY2009.3	86.2%	94.3%	83.7%	87.7%	84.5%	82.9%	86.6%	84.8%	86.2%	86.7%

U.S.		Jan.	Feb.	Mar.	1Q (3mo.)	Apr.	May	Jun.	2Q (3mo.)	1st Half	
		FY2010.3	83.6%	86.2%	85.6%	85.0%	89.4%	83.8%	87.6%	86.0%	86.0%
		FY2009.3	90.3%	89.8%	88.8%	89.7%	85.0%	89.4%	83.9%	85.9%	88.0%

U.S.		Jul.	Aug.	Sep.	3Q (3mo.)	Oct.	Nov.	Dec.	4Q (3mo.)	2nd Half	Full Year	
		FY2010.3	85.9%	88.5%	94.5%	88.7%	92.8%	90.6%	91.2%	91.5%	90.6%	87.8%
		FY2009.3	80.1%	80.5%	80.6%	80.5%	78.7%	84.2%	77.3%	79.8%	80.1%	84.5%