



NAMCO BANDAI Holdings Inc.

Financial Highlights for the Second Quarter of
the Fiscal Year Ending 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			
	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	173,595	394,178	194,241	111.9%	420,000	106.6%
Gross Profit	168,079	164,072	146,023	128,753	62,363	139,414	75,236	120.6%	152,500	109.4%
Operating Income	42,224	33,411	22,348	1,883	5,067	16,338	15,757	311.0%	25,000	153.0%
Recurring Income	45,615	36,198	24,513	1,907	5,006	16,399	15,977	319.2%	26,000	158.5%
Net Income	24,252	32,679	11,830	-29,928	-1,930	1,848	8,026	-	15,000	811.5%

Net Sales by Segment

(millions of yen)

	FY2007.3	FY2008.3	FY2009.3	FY2010.3	FY2011.3		FY2012.3			
	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	72,224	158,374	81,627	113.0%	168,000	106.1%
Content	194,683	194,666	184,529	167,471	71,452	179,917	86,711	121.4%	205,000	113.9%
Amusement Facility	88,196	89,829	77,269	65,362	31,604	62,337	31,306	99.1%	61,000	97.9%
Other	20,900	19,809	19,009	15,790	8,701	18,503	11,520	132.4%	24,000	129.7%
Elimination and Corporate	-30,234	-23,997	-20,133	-18,921	-10,386	-24,953	-16,925	-	-38,000	-
Total	459,132	460,473	426,399	378,547	173,595	394,178	194,241	111.9%	420,000	106.6%

Operating Income by Segment

(millions of yen)

	FY2007.3	FY2008.3	FY2009.3	FY2010.3	FY2011.3			FY2012.3				
	Full Year Results	Full Year Results	Full Year Results	Full Year Results	1st Half Results	Full Year Results	OP Margin	1st Half Results	% vs. prior year	Full Year Forecasts	OP Margin	% vs. prior year
Toys and Hobby	17,403	14,309	11,533	10,786	7,072	13,812	8.7%	8,986	127.1%	15,000	8.9%	108.6%
Content	21,887	19,530	11,648	-7,760	-2,600	3,092	1.7%	5,369	-	10,500	5.1%	339.6%
Amusement Facility	4,004	1,631	393	284	1,520	1,778	2.9%	1,891	124.5%	2,000	3.3%	112.4%
Other	1,017	753	565	322	429	810	4.4%	1,045	243.2%	1,200	5.0%	148.1%
Elimination and Corporate	-2,088	-2,813	-1,792	-1,749	-1,354	-3,156	-	-1,535	-	-3,700	9.7%	-
Total	42,224	33,411	22,348	1,883	5,067	16,338	4.1%	15,757	311.0%	25,000	6.0%	153.0%

* 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			
	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	139,732	312,356	165,225	118.2%	337,000	107.9%
Americas	52,315	52,623	48,337	29,269	13,669	28,021	8,769	64.2%	27,000	96.4%
Europe	37,763	46,387	45,004	45,955	13,529	37,023	11,851	87.6%	37,000	99.9%
Asia	12,805	14,726	13,522	17,112	6,664	16,777	8,393	126.0%	19,000	113.2%
Elimination and Corporate	-	-	-	-	-	-	-	-	-	-
Total	459,132	460,473	426,399	378,547	173,595	394,178	194,241	111.9%	420,000	106.6%

Reference: Operating Income by Region

(millions of yen)

	FY2007.3	FY2008.3	FY2009.3	FY2010.3	FY2011.3			FY2012.3				
	Full Year Results	Full Year Results	Full Year Results	Full Year Results	1st Half Results	Full Year Results	OP Margin	1st Half Results	% vs. prior year	Full Year Forecasts	OP Margin	% vs. prior year
Japan	33,127	24,480	15,863	5,537	9,615	23,578	7.5%	19,209	199.8%	29,500	8.8%	125.1%
Americas	3,376	2,318	872	-3,324	-1,881	-5,658	-	-2,382	-	-2,000	-	-
Europe	5,253	6,830	6,248	-388	-1,883	-1,221	-	-1,533	-	-1,500	-	-
Asia	2,730	2,854	2,289	2,768	854	2,409	14.4%	1,734	202.9%	2,500	13.2%	103.8%
Elimination and Corporate	-2,263	-3,072	-2,926	-2,708	-1,638	-2,770	-	-1,270	-	-3,500	-	-
Total	42,224	33,411	22,348	1,883	5,067	16,338	4.1%	15,757	311.0%	25,000	6.0%	153.0%

Other Data

(millions of yen)

	FY2007.3	FY2008.3	FY2009.3	FY2010.3	FY2011.3		FY2012.3			
	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	5,170	10,768	5,338	103.3%	15,000	139.3%
Depreciation	21,200	24,796	22,545	18,988	7,766	18,000	8,320	107.1%	21,000	116.7%
R&D Investments	32,116	34,934	33,864	38,525	20,227	40,102	19,086	94.4%	38,000	94.8%
Advertising Expenses	31,031	30,549	28,409	29,514	12,127	28,782	13,265	109.4%	32,500	112.9%
Personnel Expenses	36,024	37,280	35,004	39,201	20,121	40,357	20,880	103.8%	42,000	104.1%

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		FY2012.3	
	Full Year	Full Year	2Q (6 mo.)	Full Year	2Q (6mo.)	Full Year Forecasts
Mobile Suit Gundam	42.8	34.6	13.4	38.2	20.5	43.5
Masked Rider	10.4	20.0	11.4	26.4	14.9	25.5
ONE PIECE	4.6	4.3	6.0	15.4	11.8	21.0
Power Rangers	25.6	17.5	7.3	13.7	9.5	19.5
Pretty Cure	11.3	12.8	7.3	13.6	5.6	11.0
BEN10	13.0	17.9	5.2	12.0	2.9	9.5

Toys and Hobby Business

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

	billion yen					
	FY 2009.3	FY 2010.3	FY2011.3		FY2012.3	
	Full Year	Full Year	2Q (6mo.)	Full Year	2Q (6mo.)	Full Year Forecasts
Masked Rider	8.7	17.5	10.0	23.0	13.3	22.0
Mobile Suit Gundam	16.0	14.4	6.3	13.4	6.5	16.0
Power Rangers	12.0	10.5	5.4	9.2	7.5	12.0
Pretty Cure	10.5	11.9	6.8	12.5	5.2	10.0
Anpanman	9.1	8.4	3.9	8.6	4.3	9.0
ONE PIECE	1.7	2.0	2.6	6.8	5.6	9.0
Battle Spirits	2.7	2.6	1.4	3.4	1.9	4.2
Tamagotchi	1.0	2.0	1.1	2.9	1.6	3.5
DRAGON BALL	3.7	3.3	0.9	2.7	2.1	3.0
The Little Battlers	-	-	-	0.2	1.3	3.0
TORIKO	-	-	-	-	1.2	2.0
Ultraman	4.3	3.1	1.4	2.8	0.8	1.5

【Tamagotchi sales】

	thousand units			
	FY 2009.3	FY 2010.3	FY 2011.3	FY 2012.3 2Q (6mo.)
Japan	280	520	530	240
Overseas	2,200	860	270	120
Total	2,480	1,380	800	360

【Digital Card Game Machine: installed units】

As of end of September 2011:
24,400 units (Japan)

Content Business

【Sales by category】

	billion yen					
	FY2009.3	FY2010.3	FY2011.3		FY2012.3	
	Full Year	Full Year	2Q (6 mo.)	Full Year	2Q (6mo.)	Full Year Forecasts
Arcade Game Machines	48.8	44.0	24.3	56.0	33.8	71.5
Game Software	78.0	77.0	27.5	81.2	28.0	80.0
Others, elimination	57.7	46.4	19.6	42.7	24.9	53.5
Total	184.5	167.4	71.4	179.9	86.7	205.0

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

1) Arcade Game Machines

【Sales Breakdown】

【Japan】

Product Category	billion yen					
	FY2009.3	FY2010.3	FY2011.3		FY2012.3	
	Full Year	Full Year	2Q (6 mo.)	Full Year	2Q (6mo.)	Full Year Forecasts
Small-sized Video Game	3.0	0.4	1.1	5.6	1.4	5.2
Medium-sized Video Game	10.0	8.3	3.0	7.1	5.5	17.9
Electrical-Mechanical Games	2.0	2.2	1.6	3.4	2.8	5.4
Medal Games	5.6	2.7	0.8	2.3	0.3	2.9
Other	9.4	12.1	6.0	12.8	8.2	10.6
Machine Sales Total	30.0	25.7	12.5	31.2	18.2	42.0
Prize Sales	14.7	14.7	9.6	20.7	12.7	24.0
Total	44.7	40.4	22.1	51.9	30.9	66.0

【Overseas】

	billion yen					
	FY2009.3	FY2010.3	FY2011.3		FY2012.3	
	Full Year	Full Year	2Q (6 mo.)	Full Year	2Q (6mo.)	Full Year Forecasts
NAMCO America and NAMCO Europe Machine Sales Total	4.2	3.6	2.2	4.1	2.9	5.5

Note: Figures include transactions among Group Companies

2) Home Video Game Software

【Home video game software titles and unit sales】

FY2011.3				
	2Q (6mo.)		Full Year	
	# of Titles	Unit Sales	# of Titles	Unit Sales
Japan	39	3,052	91	9,264
(Home)	11	878	32	2,739
(Portable)	28	2,174	59	6,525
U.S.	19	2,689	46	7,284
(Home)	11	2,157	34	5,916
(Portable)	8	532	12	1,368
Europe	15	1,270	43	4,013
(Home)	8	774	30	3,145
(Portable)	7	496	13	868
Asia	15	92	59	344
(Home)	8	58	32	252
(Portable)	7	34	27	92
Overseas Total	49	4,051	148	11,641
(Home)	27	2,989	96	9,313
(Portable)	22	1,062	52	2,328
Group Total	88	7,103	239	20,905
(Home)	38	3,867	128	12,052
(Portable)	50	3,236	111	8,853
Localized versions	47		151	

※After elimination of localized versions

Group Total	41	7,103	88	20,905
(Home)	10	3,867	26	12,052
(Portable)	31	3,236	62	8,853

FY2012.3				
	2Q (6mo.)		Full Year Forecasts	
	# of Titles	Unit Sales	# of Titles	Unit Sales
Japan	28	4,084	90	10,300
(Home)	9	1,567	38	4,545
(Portable)	19	2,517	52	5,755
U.S.	13	1,915	43	6,000
(Home)	9	1,271	24	4,290
(Portable)	4	644	19	1,710
Europe	12	1,099	39	5,000
(Home)	6	531	20	3,868
(Portable)	6	568	19	1,132
Asia	18	117	16	200
(Home)	5	66	5	130
(Portable)	11	51	11	70
Overseas Total	41	3,131	98	11,200
(Home)	20	1,868	49	8,288
(Portable)	21	1,263	49	2,912
Group Total	69	7,215	188	21,500
(Home)	29	3,435	87	12,833
(Portable)	40	3,780	101	8,667
Localized versions	41		98	

※After elimination of localized versions

Group Total	28	7,215	90	21,500
(Home)	8	3,435	31	12,833
(Portable)	20	3,780	59	8,667

【FY2012.3 2Q(6mo): Main Game Titles】

Title Name	Platform	Region	Unit Sales (thousand)
TALES OF XILLIA	PS3	Japan	740
AKB1/48 2	PSP	Japan	380
Taiko Drum Master Portable DX	PSP	Japan	220
ONE PIECE UNLIMITED CRUISE SP	3DS	Japan	210

【Group Total By Platform】

Platform	FY2012.3 2Q(6mo) Results	
	# of New Titles	Unit Sales (thousand)
PS3	6	1,784
Xb360		976
PSP	9	1,931
NDS	9	1,137
3DS	5	712
Wii	2	565
Others		110
Total	28	7,215

3) Contents for Mobile Phone

【Number of pay-subscribers in Japan】

(thousand)

	Game	Character	Sound	Other	TOTAL
2011.9	1,950	600	140	150	2,840
2011.3	2,290	760	150	140	3,340
2010.3	2,780	780	190	130	3,880

Amusement Facility Business

【Number of facilities】

	Japan						Americas					
	FY2009.3	FY2010.3	FY2011.3		FY2012.3		FY2009.3	FY2010.3	FY2011.3		FY2012.3	
	Full Year	Full Year	2Q(6mo)	Full Year	2Q(6mo)	Full Year	Full Year	Full Year	2Q(6mo)	Full Year	2Q(6mo)	Full Year
	Results	Results	Results	Results	Results	Forecasts	Results	Results	Results	Results	Results	Forecasts
Start of term	293	* 238	223	223	217	217	88	58	41	41	29	29
Openings	10	3	2	5	6	9	0	0	0	0	0	0
Closures	63	18	6	11	11	14	30	17	6	12	5	7
Increase/Decrease	-53	-15	-4	-6	-5	-5	-30	-17	-6	-12	-5	-7
End of term	240	223	219	217	212	212	58	41	35	29	24	22
Revenue share	23	20	18	19	12	12	1,088	856	814	792	924	948
Others	7	5	3	3	3	3	0	0	0	0	0	0
Total	270	248	240	239	227	227	1,146	897	849	821	948	970

	Europe						Asia					
	FY2009.3	FY2010.3	FY2011.3		FY2012.3		FY2009.3	FY2010.3	FY2011.3		FY2012.3	
	Full Year	Full Year	2Q(6mo)	Full Year	2Q(6mo)	Full Year	Full Year	Full Year	2Q(6mo)	Full Year	2Q(6mo)	Full Year
	Results	Results	Results	Results	Results	Forecasts	Results	Results	Results	Results	Results	Forecasts
Start of term	13	13	14	14	12	12	14	12	11	11	10	10
Openings	0	1	0	0	0	0	0	1	2	2	1	1
Closures	0	0	0	2	0	0	2	2	2	3	2	2
Increase/Decrease	0	1	0	-2	0	0	-2	-1	0	-1	-1	-1
End of term	13	14	14	12	12	12	12	11	11	10	9	9
Revenue share	2	2	1	1	1	1	16	18	19	19	19	19
Others	0	0	0	0	0	0	0	0	0	0	0	0
Total	15	16	15	13	13	13	28	29	30	29	28	28

	Total					
	FY2009.3	FY2010.3	FY2011.3		FY2012.3	
	Full Year	Full Year	2Q(6mo)	Full Year	2Q(6mo)	Full Year
	Results	Results	Results	Results	Results	Forecasts
Start of term	408	321	289	289	268	268
Openings	10	5	4	7	7	10
Closures	95	37	14	28	18	23
Increase/Decrease	-85	-32	-10	-21	-11	-13
End of term	323	289	279	268	257	255
Revenue share	1,129	896	852	831	956	980
Others	7	5	3	3	3	3
Total	1,459	1,190	1,134	1,102	1,216	1,238

* Two *Kaikaya* stores were transferred to the Other Business and excluded from the above table since the beginning of FY2010.3.

【Same store sales year on year (Japan)】

	Apr.	May	Jun.	1Q	Jul.	Aug.	Sep.	2Q	2Q (6mo)
2012.3	109.4%	108.2%	105.8%	107.9%	101.8%	96.1%	101.7%	99.4%	103.3%
2011.3	98.3%	93.6%	97.4%	96.3%	97.9%	104.3%	101.4%	101.4%	99.0%
2010.3	87.9%	93.4%	86.1%	89.3%	96.2%	85.4%	90.5%	90.1%	89.7%
2009.3	83.8%	89.5%	86.8%	86.7%	85.6%	94.3%	81.1%	87.6%	87.2%