



NAMCO BANDAI Holdings Inc.

Financial Highlights for the First Quarter of the Fiscal Year Ending March 2008

NAMCO BANDAI Holdings Inc. Consolidated Financial Results

1. Summary of Income Statement

(millions of yen)

	FY 2007.3			FY 2008.3				
	1Q Results	1st half Results	Full Year Results	1Q Results	% vs. prior 1Q	1st half Forecasts	Full Year Forecasts	% vs. prior year
Net Sales	99,119	206,636	459,132	96,100	97.0%	210,000	480,000	104.5%
Gross Profit	37,154	75,739	168,079	34,264	92.2%	75,300	175,000	104.1%
Operating Income	8,656	17,263	42,224	4,473	51.7%	14,000	45,000	106.6%
Recurring Income	8,993	18,561	45,615	5,556	61.8%	15,000	47,000	103.0%
Net Income	4,077	11,011	24,252	2,769	67.9%	7,500	26,500	109.3%

2. Net Sales by Segment

(millions of yen)

	FY 2007.3			FY 2008.3				
	1Q Results	1st half Results	Full Year Results	1Q Results	% vs. prior 1Q	1st half Forecasts	Full Year Forecasts	% vs. prior year
Toys and Hobby	42,459	85,784	185,586	40,061	94.4%	85,000	190,000	102.4%
Amusement Facility	20,324	43,216	88,196	21,566	106.1%	46,000	95,000	107.7%
Game Contents	25,843	57,007	139,187	24,571	95.1%	61,000	150,000	107.8%
Network	2,920	6,266	12,489	2,873	98.4%	5,200	11,500	92.1%
Visual and Music Content	9,267	19,282	43,006	7,711	83.2%	19,500	44,000	102.3%
Other	5,634	10,943	20,900	4,894	86.9%	8,000	19,500	93.3%
Elimination and Corporate	-7,330	-15,865	-30,234	-5,577	-	-14,700	-30,000	-
Total	99,119	206,636	459,132	96,100	97.0%	210,000	480,000	104.5%

3. Operating Income by Segment

(millions of yen)

	FY 2007.3				FY 2008.3							
	1Q Results	1st half Results	Full Year Results	OP Margin	1Q Results	OP Margin	% vs. prior 1Q	1st half Forecasts	Full Year Forecasts	OP Margin	% vs. prior year	
Toys and Hobby	4,939	8,186	17,403	9.4%	2,727	6.8%	55.2%	6,800	17,800	9.4%	102.3%	
Amusement Facility	718	1,883	4,004	4.5%	342	1.6%	47.7%	2,500	6,000	6.3%	149.8%	
Game Contents	791	1,853	11,509	8.3%	401	1.6%	50.7%	2,800	15,000	10.0%	130.3%	
Network	311	540	880	7.0%	174	6.1%	56.0%	300	1,000	8.7%	113.6%	
Visual and Music Content	2,045	4,516	9,496	22.1%	1,107	14.4%	54.2%	2,500	6,800	15.5%	71.6%	
Other	385	899	1,017	4.9%	260	5.3%	67.7%	400	800	4.1%	78.6%	
Elimination and Corporate	-534	-617	-2,088	-	-540	-	-	-1,300	-2,400	-	-	
Total	8,656	17,263	42,224	9.2%	4,473	4.7%	51.7%	14,000	45,000	9.4%	106.6%	

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

(millions of yen)

	FY 2007.3			FY 2008.3				
	1Q Results	1st half Results	Full Year Results	1Q Results	% vs. prior 1Q	1st half Forecasts	Full Year Forecasts	% vs. prior year
Japan	79,169	166,121	356,248	70,379	88.9%	163,500	370,000	103.9%
Americas	10,454	19,975	52,315	11,221	107.3%	20,000	56,000	107.0%
Europe	6,240	13,998	37,763	11,191	179.3%	20,500	40,000	105.9%
Asia	3,254	6,541	12,805	3,308	101.6%	6,000	14,000	109.3%
Elimination and Corporate	-	-	-	-	-	-	-	-
Total	99,119	206,636	459,132	96,100	97.0%	210,000	480,000	104.5%

5. Operating Income by Region

(millions of yen)

	FY 2007.3				FY 2008.3							
	1Q Results	1st half Results	Full Year Results	OP Margin	1Q Results	OP Margin	% vs. prior 1Q	1st half Forecasts	Full Year Forecasts	OP Margin	% vs. prior year	
Japan	8,448	16,598	33,127	9.3%	2,359	3.4%	27.9%	11,000	36,200	9.8%	109.3%	
Americas	-589	-867	3,376	6.5%	187	1.7%	-	0	2,500	4.5%	74.0%	
Europe	565	1,405	5,253	13.9%	1,943	17.4%	343.3%	3,000	6,000	15.0%	114.2%	
Asia	661	1,373	2,730	21.3%	739	22.4%	111.8%	1,200	2,800	20.0%	102.6%	
Elimination and Corporate	-429	-1,245	-2,263	-	-755	-	-	-1,200	-2,500	-	-	
Total	8,656	17,263	42,224	9.2%	4,473	4.7%	51.7%	14,000	45,000	9.4%	106.6%	

6. Other Data

(millions of yen)

	FY 2007.3			FY 2008.3				
	1Q Results	1st half Results	Full Year Results	1Q Results	% vs. prior 1Q	1st half Forecasts	Full Year Forecasts	% vs. prior year
Capital Investments	4,271	9,041	20,331	5,245	122.8%	12,000	24,000	118.0%
Depreciation	4,238	8,988	21,200	5,211	122.9%	11,000	22,500	106.1%
R&D Investments	7,548	16,014	32,116	7,049	93.4%	18,000	35,000	109.0%
Advertising Expenses	6,627	14,038	31,031	5,953	89.8%	13,500	32,500	104.7%
Personnel Expenses	8,632	17,653	36,024	9,305	107.8%	18,000	37,000	102.7%

* 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.

NAMCO BANDAI Holdings Inc.

Supplemental Data for the First Quarter of the Fiscal Year Ending March 2008

Toys and Hobby Business

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

(billion yen)

	FY08.3 1Q	FY08.3 Full Year Forecasts
Mobile Suit Gundam	2.7	19.0
Power Ranger Series	1.9	10.0
Masked Rider	2.4	9.5
Anpanman	2.0	8.5
Pretty Cure	1.7	8.5
DRAGON BALL Z	1.2	6.0
Ultraman	1.5	5.5
Tamagotchi	0.6	5.0
Pokémon	1.3	4.0
Cinnamoroll	0.7	3.0

(thousand units)

	FY04.3 Full Year	FY05.3 Full Year	FY06.3 Full Year	FY07.3 Full Year	FY08.3 1Q
Japan	250	2,250	6,100	1,650	0
Overseas	0	3,250	6,900	7,050	1,650
TOTAL	250	5,500	13,000	8,700	1,650

【DATA CARDDASS: installed units】

As of end of June 2007: 16,450 units (Japan)

Amusement Facility Business

【Number of facilities】

	Japan			Americas			Europe			Asia		
	1Q Results	Interim Forecasts	Full Year Forecasts	1Q Results	Interim Forecasts	Full Year Forecasts	1Q Results	Interim Forecasts	Full Year Forecasts	1Q Results	Interim Forecasts	Full Year Forecasts
Start of Term	316	316	316	109	109	109	14	14	14	14	14	14
Openings	3	5	13	0	0	0	0	0	0	1	1	1
Closures	5	8	22	6	9	19	0	0	0	0	0	1
End of Term	314	313	307	103	100	90	14	14	14	15	15	14
Revenue Share	132	130	120	1,045	1,176	1,339	1	1	1	21	22	25
Theme Park	6	6	6	0	0	0	0	0	0	0	0	0
Spa Resort	4	4	4	0	0	0	0	0	0	0	0	0
Total	456	453	437	1,148	1,276	1,429	15	15	15	36	37	39

	Total		
	1Q Results	Interim Forecasts	Full Year Forecasts
Start of Term	453	453	453
Openings	4	6	14
Closures	11	17	42
End of Term	446	442	425
Revenue Share	1,199	1,329	1,485
Theme Park	6	6	6
Spa Resort	4	4	4
Total	1,655	1,781	1,920

【Same store year on year】

		Apr	May	Jun	1Q
Japan	FY08.3	90.7%	90.3%	100.6%	93.4%
	FY07.3	109.7%	101.8%	102.6%	104.7%

		Jan	Feb	Mar	1Q
US	FY08.3	95.8%	95.9%	92.6%	94.9%
	FY07.3	102.3%	96.2%	96.7%	98.6%

Game Contents Business

① Home Video Game Software

【Home video game software titles and units sold】

(Unit Sales: Thousand)

	FY2007.3					
	1Q		1st half		Full Year	
	# of titles	Unit Sales	# of titles	Unit Sales	# of titles	Unit Sales
Japan	20	1,794	45	5,041	99	12,215
(Home)	11	941	19	2,056	45	5,970
(Portable)	9	853	26	2,985	54	6,245
Americas	12	1,105	16	2,202	51	5,930
(Home)	7	686	10	1,492	32	4,364
(Portable)	5	419	6	710	19	1,566
Europe	0	611	7	1,762	16	4,715
(Home)	0	421	4	1,065	12	2,866
(Portable)	0	190	3	697	4	1,849
Asia	1	75	12	203	22	492
(Home)	1	52	1	85	5	273
(Portable)	0	23	11	118	17	219
Group Total	33	3,585	80	9,208	188	23,352
(Home)	19	2,100	34	4,698	94	13,473
(Portable)	14	1,485	46	4,510	94	9,879
Localized versions	7		34		79	

※After elimination of localized versions

Group Total	26	3,585	46	9,208	109	23,352
(Home)	14	2,100	19	4,698	55	13,473
(Portable)	12	1,485	27	4,510	54	9,879

(Unit Sales: Thousand)

	FY2008.3					
	1Q		1st Half Forecast		Full Year Forecast	
	# of titles	Unit Sales	# of titles	Unit Sales	# of titles	Unit Sales
Japan	16	1,629	40	4,950	113	15,200
(Home)	4	776	14	2,013	50	7,518
(Portable)	12	853	26	2,937	63	7,682
Americas	4	660	10	1,525	35	4,950
(Home)	0	470	4	1,152	24	3,897
(Portable)	4	190	6	373	11	1,053
Europe	8	1,732	12	2,940	26	4,650
(Home)	4	1,198	5	2,014	14	2,895
(Portable)	4	534	7	926	12	1,755
Asia	1	116	8	135	34	400
(Home)	1	53	5	76	24	323
(Portable)	0	63	3	59	10	77
Group Total	29	4,137	70	9,550	208	25,200
(Home)	9	2,497	28	5,255	112	14,633
(Portable)	20	1,640	42	4,295	96	10,567
Localized versions	12		30		95	

※After elimination of localized versions

Group Total	17	4,137	40	9,550	113	25,200
(Home)	4	2,497	14	5,255	49	14,633
(Portable)	13	1,640	26	4,295	64	10,567

【FY2008.3 1Q: Top 10 Game Titles】

Region	Platform	Title Name	Unit Sales (Thousand)
J	PS2	SUPER ROBOT WARS ORIGINAL GENERATIONS	377
US, E	PS3	RIDGE RACER 7	248
E	Wii	DRAGONBALL Z BUDOKAI TENKAICHI 2	191
E	NDS	TAMAGOTCHI CONNEXION CORNER 2	174
J	NDS	NODAME CANTABILE	169
US, E	PS2	NARUTO ULTIMATE NINJA	151
J	Wii	ONE PIECE UNLIMITED ADVENTURE	103
J	NDS	KEKKAISHI	99
J	PSP	DRAGONBALL Z SHIN BUDOKAI 2	98
J	PS2	Tales of Fandom Vol.2	94

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

【FY2008.3 1Q: Group Total By Platform】

	# of Titles			Unit Sales (Thousand)
	Total titles (A)	Localized versions (B)	A - B	
PS2	5	2	3	1,704
PS3	2	2	0	406
Xbox360	0	0	0	23
Wii	2	1	1	310
PSP	5	2	3	553
NDS	15	5	10	1,029
Others	0	0	0	112
Total	29	12	17	4,137

②Arcade Game Machines: Net Sales

【NAMCO BANDAI Games】		(million yen)	
Product Category	FY07.3 1Q	FY08.3 1Q	
Small-sized Video Games	679	13	
Medium-sized Video Games	3,236	1,752	
Electrical-Mechanical Games	1,554	1,892	
Medal Games	211	92	
Other	1,735	1,432	
TOTAL	7,416	5,181	

【BANPRESTO】		(million yen)	
	FY07.3 1Q	FY08.3 1Q	
Game Machines	1,403	582	

【Overseas】		(million yen)	
	FY07.3 1Q	FY08.3 1Q	
NAMCO America and NAMCO Europe	1,255	1,617	

Note: Figures include transactions among Group Companies

Network Business

【Number of Subscribers】

As of June 30, 2007

	(thousand)				
	Game	Sound	Character	Other	TOTAL
BANDAI NETWORKS	1,770	700	860	150	3,480
NAMCO BANDAI GAMES(*)	1,170	—	—	—	1,170
TOTAL	2,940	700	860	150	4,650

(*) Results for mobile content distribution service of NAMCO BANDAI Games Inc. is posted in the Game Contents Business.

Visual and Music Content Business

【Net sales breakdown and percentage by type of business】

	(million yen)		
	Visual Package	Production, License	Total
FY2008.3	5,692	2,019	7,711
1Q	73.8%	26.2%	—
FY2007.3	6,890	2,377	9,267
1Q	74.3%	25.7%	—