



# NAMCO BANDAI Holdings Inc.

Financial Highlights for the First Quarter  
of the Fiscal Year Ending March 2010

## NAMCO BANDAI Holdings Inc. Consolidated Financial Results

### 1. Summary of Income Statement

(million yen)

	FY 2009.3			FY 2010.3					
	1Q (3mo.) Results	2Q (6mo.) Results	Full Year Results	1Q (3mo.) Results	% vs. prior year	2Q (6mo.) Forecasts	% vs. prior year	Full Year Forecasts	% vs. prior year
Net Sales	89,979	190,795	426,399	75,729	84.2%	165,000	86.5%	400,000	93.8%
Gross Profit	31,368	66,696	146,023	25,354	80.8%	56,200	84.3%	140,000	95.9%
Operating Income	1,528	5,576	22,348	-2,758	-	-3,800	-	15,000	67.1%
Recurring Income	2,490	7,275	24,513	-2,197	-	-3,200	-	16,000	65.3%
Net Income	1,018	1,282	11,830	-2,846	-	-4,700	-	8,500	71.9%

### 2. Net Sales by Segment

(million yen)

	FY 2009.3			FY 2010.3					
	1Q (3mo.) Results	2Q (6mo.) Results	Full Year Results	1Q (3mo.) Results	% vs. prior year	2Q (6mo.) Forecasts	% vs. prior year	Full Year Forecasts	% vs. prior year
Toys and Hobby	35,390	73,213	165,725	31,741	89.7%	68,000	92.9%	158,000	95.3%
Game Contents	28,010	56,490	139,405	20,210	72.2%	48,000	77.6%	140,000	93.1%
Network (*)	-	5,355	10,890	-	-	-	-	-	-
Visual and Music Content	7,247	15,993	34,638	7,997	110.3%	16,500	103.2%	34,000	98.2%
Amusement Facility	19,470	40,542	77,269	15,835	81.3%	34,500	85.1%	70,000	90.6%
Other	4,822	9,514	19,009	4,484	93.0%	8,500	89.3%	18,000	94.7%
Elimination and Corporate	-4,961	-10,313	-20,538	-4,540	-	-10,500	-	-20,000	-
Total	89,979	190,795	426,399	75,729	84.2%	165,000	86.5%	400,000	93.8%

### 3. Operating Income by Segment

(million yen)

	FY 2009.3				FY 2010.3							
	1Q (3mo.) Results	2Q (6mo.) Results	Full Year Results	OP Margin	1Q (3mo.) Results	OP Margin	% vs. prior year	2Q (6mo.) Forecasts	% vs. prior year	Full Year Forecasts	OP Margin	% vs. prior year
Toys and Hobby	1,994	4,416	11,533	7.0%	1,874	5.9%	94.0%	2,400	54.3%	9,000	5.7%	78.0%
Game Contents	-40	123	10,940	7.8%	-4,136	-	-	-6,500	-	5,500	3.9%	47.4%
Network (*)	-	378	669	6.1%	-	-	-	-	-	-	-	-
Visual and Music Content	-234	654	38	0.1%	-13	-	-	500	76.4%	1,500	4.4%	3854.6%
Amusement Facility	69	1,030	393	0.5%	-45	-	-	1,000	97.0%	1,500	2.1%	381.5%
Other	206	280	565	3.0%	36	0.8%	17.6%	200	71.4%	500	2.8%	88.5%
Elimination and Corporate	-467	-1,307	-1,791	-	-474	-	-	-1,400	-	-3,000	-	-
Total	1,528	5,576	22,348	5.2%	-2,758	-	-	-3,800	-	15,000	3.8%	67.1%

\* Due to the group reorganization, the Network segment is included in the Game Contents segment from FY2010.3. FY2010.3 forecasts for "% vs. prior year" in the Game Contents segment is comparison by the sum of the results of Game Contents and Network segments in FY2009.3.

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

(million yen)

	FY 2009.3			FY 2010.3					
	1Q (3mo.) Results	2Q (6mo.) Results	Full Year Results	1Q (3mo.) Results	% vs. prior year	2Q (6mo.) Forecasts	% vs. prior year	Full Year Forecasts	% vs. prior year
Japan	67,674	146,599	319,535	57,941	85.6%	132,000	90.0%	300,000	93.9%
Americas	9,158	17,371	48,337	7,691	84.0%	13,500	77.7%	46,000	95.2%
Europe	10,142	20,358	45,004	6,940	68.4%	13,500	66.3%	40,000	88.9%
Asia	3,004	6,465	13,522	3,155	105.0%	6,000	92.8%	14,000	103.5%
Elimination and Corporate	-	-	-	-	-	-	-	-	-
Total	89,979	190,795	426,399	75,729	84.2%	165,000	86.5%	400,000	93.8%

### 5. Operating Income by Region

(million yen)

	FY 2009.3				FY 2010.3							
	1Q (3mo.) Results	2Q (6mo.) Results	Full Year Results	OP Margin	1Q (3mo.) Results	OP Margin	% vs. prior year	2Q (6mo.) Forecasts	% vs. prior year	Full Year Forecasts	OP Margin	% vs. prior year
Japan	889	4,282	15,863	5.0%	-1,393	-	-	300	7.0%	11,800	3.9%	74.4%
Americas	-279	-813	872	1.8%	-1,860	-	-	-4,000	-	0	-	-
Europe	1,353	2,742	6,248	13.9%	547	7.9%	40.5%	700	25.5%	4,200	10.5%	67.2%
Asia	428	931	2,289	16.9%	562	17.8%	131.2%	1,000	107.4%	2,500	17.9%	109.2%
Elimination and Corporate	-863	-1,564	-2,926	-	-615	-	-	-1,800	-	-3,500	-	-
Total	1,528	5,576	22,348	5.2%	-2,758	-	-	-3,800	-	15,000	3.8%	67.1%

### 6. Other Data

(million yen)

	FY 2009.3			FY 2010.3					
	1Q (3mo.) Results	2Q (6mo.) Results	Full Year Results	1Q (3mo.) Results	% vs. prior year	2Q (6mo.) Forecasts	% vs. prior year	Full Year Forecasts	% vs. prior year
Capital Investments	3,213	7,974	14,658	2,445	76.1%	6,500	81.5%	17,000	116.0%
Depreciation	4,956	10,351	22,545	4,203	84.8%	9,000	86.9%	21,000	93.1%
R&D Investments	7,634	16,911	33,864	10,277	134.6%	18,000	106.4%	36,000	106.3%
Advertising Expenses	5,938	12,926	28,409	5,591	94.2%	12,500	96.7%	29,000	102.1%
Personnel Expenses	9,340	18,417	35,004	9,204	98.5%	18,000	97.7%	36,000	102.8%

(Note) 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		
	1Q	2Q (6 mo.)	Full Year	1Q	2Q (6mo.) Forecasts	Full Year Forecasts
Mobile Suit Gundam	7.8	16.9	42.8	6.1	18.0	36.0
Power Rangers	6.2	11.8	25.6	4.4	9.0	19.0
BEN10	2.0	4.3	13.0	3.9	7.5	17.5
DRAGON BALL	4.3	8.7	15.8	2.3	6.0	17.0
Masked Rider	2.5	4.6	10.4	4.0	8.5	15.5

## Toys and Hobby Business

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

	billion yen					
	FY2009.3			FY2010.3		
	1Q	2Q (6 mo.)	Full Year	1Q	2Q (6mo.) Forecasts	Full Year Forecasts
Mobile Suit Gundam	3.5	7.0	16.0	3.0	7.5	16.5
Masked Rider	2.1	3.8	8.7	3.6	7.5	12.5
Power Rangers	2.8	6.2	12.0	2.7	6.3	10.5
Pretty Cure	2.8	5.5	10.5	2.3	6.0	10.5
Anpanman	1.7	4.1	9.1	1.8	4.5	9.0
DRAGON BALL	0.9	1.9	3.7	0.7	2.0	4.5
Battle Spirits	-	0.2	2.7	0.7	2.1	4.5
Ultraman	0.8	2.2	4.3	0.6	2.0	4.0
Pokémon	0.7	1.7	3.2	0.5	1.0	2.5

### 【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	1Q	Full Year	1Q
Japan	250	2,250	6,100	1,650	150	0	280	0
Overseas	0	3,250	6,900	7,050	5,500	800	2,200	390
Total	250	5,500	13,000	8,700	5,650	800	2,480	390

【DATA CARDDASS: installed units】

As of end of June 2009: 19,400 units (Japan)

## Game Contents Business

### 【Sales by category】

	billion yen					
	FY2009.3			FY2010.3		
	1Q	2Q (6mo.)	Full Year	1Q	2Q (6mo.) Forecasts	Full Year Forecasts
Arcade Game Machine	10.0	23.1	48.8	8.1	18.0	48.0
Game Software	13.0	29.7	78.0	7.9	22.0	71.0
Others, elimination	5.0	9.0	23.4	4.2	8.0	21.0
Total	28.0	61.8	150.2	20.2	48.0	140.0

Note: FY2009.3 results for 2Q (6 mo.) and Full Year are the sum of the results of Game Contents and Network segments.

### 1) Arcade Game Machines: Net Sales

#### 【Japan】

Product Category	million yen					
	FY2009.3			FY2010.3		
	1Q	2Q (6 mo.)	Full Year	1Q	2Q (6 mo.) Forecasts	Full Year Forecasts
Small-sized Video Game	203	350	3,030	90	200	1,000
Medium-sized Video Game	1,053	2,783	9,978	907	2,000	11,500
Electrical-Mechanical Games	778	1,379	1,973	415	700	2,600
Medal Games	1,343	3,915	5,572	433	600	2,500
Other	2,052	4,193	9,410	2,998	5,600	10,500
Machine Sales Total	5,429	12,620	29,963	4,843	9,100	28,100
Prize Sales	3,374	7,828	14,691	2,539	7,000	15,600
Total	8,803	20,448	44,654	7,382	16,100	43,700

#### 【Overseas】

	million yen					
	FY2009.3			FY2010.3		
	1Q	2Q (6 mo.)	Full Year	1Q	2Q (6 mo.) Forecasts	Full Year Forecasts
NAMCO America and NAMCO Europe Machine Sales Total	1,224	2,642	4,152	701	1,900	4,300

Note: Figures include transactions among Group Companies

## 2) Home Video Game Software

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

(Unit sales: thousand)

	FY2009.3					
	1Q		2Q (6mo.)		Full Year	
	# of Titles	Unit Sales	# of Titles	Unit Sales	# of Titles	Unit Sales
Japan	13	1,704	29	4,050	74	10,443
(Home)	5	684	14	2,193	36	5,122
(Portable)	8	1,020	15	1,857	38	5,321
U.S.	3	740	6	1,905	19	6,115
(Home)	3	532	4	1,368	15	5,103
(Portable)	0	208	2	537	4	1,012
Europe	5	1,389	8	2,673	20	6,195
(Home)	4	1,025	7	2,079	16	4,722
(Portable)	1	364	1	594	4	1,473
Asia	1	113	2	267	13	632
(Home)	0	41	0	128	10	380
(Portable)	1	72	2	139	3	252
Overseas Total	9	2,242	16	4,845	52	12,942
(Home)	7	1,598	11	3,575	41	10,205
(Portable)	2	644	5	1,270	11	2,737
Group Total	22	3,946	45	8,895	126	23,385
(Home)	12	2,282	25	5,768	77	15,327
(Portable)	10	1,664	20	3,127	49	8,058
Localized versions	9		19		57	

	FY2010.3					
	1Q		2Q (6mo.) Forecasts		Full Year Forecasts	
	# of Titles	Unit Sales	# of Titles	Unit Sales	# of Titles	Unit Sales
Japan	9	839	42	3,700	90	8,900
(Home)	2	227	16	1,750	29	3,497
(Portable)	7	612	26	1,950	61	5,403
U.S.	4	1,217	11	2,000	40	8,400
(Home)	4	953	10	1,485	27	5,997
(Portable)	0	264	1	515	13	2,403
Europe	11	1,179	22	2,350	54	8,000
(Home)	9	741	18	1,580	37	5,741
(Portable)	2	438	4	770	17	2,259
Asia	9	231	11	250	29	400
(Home)	4	183	6	188	17	234
(Portable)	5	48	5	62	12	166
Overseas Total	24	2,627	44	4,600	123	16,800
(Home)	17	1,877	34	3,253	81	11,972
(Portable)	7	750	10	1,347	42	4,828
Group Total	33	3,466	86	8,300	213	25,700
(Home)	19	2,104	50	5,003	110	15,469
(Portable)	14	1,362	36	3,297	103	10,231
Localized versions	24		46		125	

※After elimination of localized versions

Group Total	13	3,946	26	8,895	69	23,385
(Home)	5	2,282	11	5,768	31	15,327
(Portable)	8	1,664	15	3,127	38	8,058

※After elimination of localized versions

Group Total	9	3,466	40	8,300	88	25,700
(Home)	2	2,104	14	5,003	27	15,469
(Portable)	7	1,362	26	3,297	61	10,231

### 【FY2010.3 1Q: Top 5 Game Titles】

Title Name	Region	Platform	Unit Sales (thousand)
Afro Samurai	US, E	PS3・XB360	420
We Ski & Snowboard	E, US	Wii	270
Dragon Ball Z: Attack Of The Saiyans	J	NDS	190
We Ski	US, E	Wii	150
Active Life: Outdoor Challenge	US	Wii	110

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

### 【Group Total By Platform】

1Q Results		
Platform	# of Titles	Unit Sales (thousand)
Wii	0	794
NDS	5	783
PSP	2	579
Xbox360	1	533
PS3	0	456
PS2	1	320
Others	0	1
	9	3,466

## 3) Mobile Contents

### 【Number of Subscribers】

As of June 30, 2009

( thousand )

	Game	Character	Sound	Other	TOTAL
NAMCO BANDAI GAMES	3,050	860	220	130	4,260
D3 PUBLISHER	20	-	-	30	50
Total	3,070	860	220	160	4,310

## Visual and Music Content Business

【Net sales breakdown and percentage by type of business】

(billion yen)

	Visual Package	Production, License	Total
FY2010.3 1Q Results	5.1	2.8	7.9
	64.6%	35.4%	-
FY2009.3 1Q Results	4.6	2.6	7.2
	63.9%	36.1%	-

## Amusement Facility Business

【Number of facilities】

	Japan						Americas						Europe					
	FY2009.3			FY2010.3			FY2009.3			FY2010.3			FY2009.3			FY2010.3		
	Results			Forecasts			Results			Forecasts			Results			Forecasts		
	1Q	2Q (6mo.)	Full Year	1Q	2Q (6mo.)	Full Year	1Q	2Q (6mo.)	Full Year	1Q	2Q (6mo.)	Full Year	1Q	2Q (6mo.)	Full Year	1Q	2Q (6mo.)	Full Year
Start of term	293	293	293	* 238	* 238	* 238	88	88	88	58	58	58	13	13	13	12	12	12
Openings	3	7	10	2	2	4	0	0	0	0	0	0	0	0	0	1	1	2
Closures	17	38	63	5	11	16	14	20	30	9	12	28	0	0	1	0	0	0
Increase/Decrease	-14	-31	-53	-3	-9	-12	-14	-20	-30	-9	-12	-28	0	0	-1	1	1	2
End of term	279	262	240	235	229	226	74	68	58	49	46	30	13	13	12	13	13	14
Revenue share	45	33	23	20	20	20	1,198	1,409	1,088	998	892	684	1	1	2	2	2	2
Theme park	5	4	4	4	4	4	0	0	0	0	0	0	0	0	0	0	0	0
Spa resort	3	3	3	3	3	3	0	0	0	0	0	0	0	0	0	0	0	0
Total	332	302	270	262	256	253	1,272	1,477	1,146	1,047	938	714	14	14	14	15	15	16

	Asia						Total					
	FY2009.3			FY2010.3			FY2009.3			FY2010.3		
	Results			Forecasts			Results			Forecasts		
	1Q	2Q (6mo.)	Full Year	1Q	2Q (6mo.)	Full Year	1Q	2Q (6mo.)	Full Year	1Q	2Q (6mo.)	Full Year
Start of term	14	14	14	12	12	12	408	408	408	320	320	320
Openings	0	0	0	0	0	1	3	7	10	3	3	7
Closures	1	1	2	1	2	2	32	59	96	15	25	46
Increase/Decrease	-1	-1	-2	-1	-2	-1	-29	-52	-86	-12	-22	-39
End of term	13	13	12	11	10	11	379	356	322	308	298	281
Revenue share	17	16	16	16	16	16	1,261	1,459	1,129	1,036	930	722
Theme park	0	0	0	0	0	0	5	4	4	4	4	4
Spa resort	0	0	0	0	0	0	3	3	3	3	3	3
Total	30	29	28	27	26	27	1,648	1,822	1,458	1,351	1,235	1,010

\* Due to the group reorganization, "Kaikaya" (2 stores) have been included in the Other Business Segment from FY2010.3.

【Same store sales year on year】

		Apr.	May	Jun.	1Q
Japan	FY10.3	87.9%	93.4%	86.1%	89.3%
	FY09.3	83.8%	89.5%	86.8%	86.7%

		Jan.	Feb.	Mar.	1Q
U.S.	FY10.3	83.6%	86.2%	85.6%	85.0%
	FY09.3	90.3%	89.8%	88.8%	89.7%