



# NAMCO BANDAI Holdings Inc.

Financial Highlights for the Second 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	2Q (6mo.) Results	% v.s. prior year	Full Year Forecasts	% v.s. prior year
Net Sales	89,979	190,795	426,399	75,729	172,733	90.5%	400,000	93.8%
Gross Profit	31,368	66,696	146,023	25,354	58,536	87.8%	142,000	97.2%
Operating Income	1,528	5,576	22,348	-2,758	-2,615	-	15,000	67.1%
Recurring Income	2,490	7,275	24,513	-2,197	-2,866	-	16,000	65.3%
Net Income	1,018	1,282	11,830	-2,846	-6,038	-	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	2Q (6mo.) Results	% v.s. prior year	Full Year Forecasts	% v.s. prior year
Toys and Hobby	35,390	73,213	165,725	31,741	66,700	91.1%	153,000	92.3%
Game Contents	28,010	61,657	139,405	20,210	57,181	92.7%	147,000	97.8%
Network (*)	-	-	10,890	-	-	-	-	-
Visual and Music Content	7,247	15,993	34,638	7,997	15,469	96.7%	33,000	95.3%
Amusement Facility	19,470	40,542	77,269	15,835	33,717	83.2%	68,000	88.0%
Other	4,822	9,514	19,009	4,484	8,895	93.5%	18,000	94.7%
Elimination and Corporate	-4,961	-10,125	-20,538	-4,540	-9,230	-	-19,000	-
Total	89,979	190,795	426,399	75,729	172,733	90.5%	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	2Q (6mo.) Results	OP Margin	% v.s. prior year	Full Year Forecasts	OP Margin	% v.s. prior year
Toys and Hobby	1,994	4,416	11,533	7.0%	1,874	3,765	5.6%	85.3%	9,000	5.9%	78.0%
Game Contents	-40	501	10,940	7.8%	-4,136	-6,769	-	-	5,500	3.7%	47.4%
Network (*)	-	-	669	6.1%	-	-	-	-	-	-	-
Visual and Music Content	-234	654	38	0.1%	-13	362	2.3%	55.3%	1,500	4.5%	3854.6%
Amusement Facility	69	1,030	393	0.5%	-45	1,056	3.1%	102.5%	1,000	1.5%	254.3%
Other	206	280	565	3.0%	36	19	0.2%	7.1%	500	2.8%	88.5%
Elimination and Corporate	-467	-1,307	-1,791	-	-474	-1,050	-	-	-2,500	-	-
Total	1,528	5,576	22,348	5.2%	-2,758	-2,615	-	-	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 "% v.s. prior year" in the Game Contents segment is comparison with 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	2Q (6mo.) Results	% v.s. prior year	Full Year Forecasts	% v.s. prior year
Japan	67,674	146,599	319,535	57,941	134,457	91.7%	297,500	93.1%
Americas	9,158	17,371	48,337	7,691	13,414	77.2%	43,500	90.0%
Europe	10,142	20,358	45,004	6,940	17,820	87.5%	44,500	98.9%
Asia	3,004	6,465	13,522	3,155	7,041	108.9%	14,500	107.2%
Elimination and Corporate	-	-	-	-	-	-	-	-
Total	89,979	190,795	426,399	75,729	172,733	90.5%	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	2Q (6mo.) Results	OP Margin	% v.s. prior year	Full Year Forecasts	OP Margin	% v.s. prior year
Japan	889	4,282	15,863	5.0%	-1,393	2,682	2.0%	62.6%	12,700	4.3%	80.1%
Americas	-279	-813	872	1.8%	-1,860	-3,808	-	-	-500	-	-
Europe	1,353	2,742	6,248	13.9%	547	-819	-	-	3,800	8.5%	60.8%
Asia	428	931	2,289	16.9%	562	904	12.8%	97.2%	2,000	13.8%	87.3%
Elimination and Corporate	-863	-1,564	-2,926	-	-615	-1,574	-	-	-3,000	-	-
Total	1,528	5,576	22,348	5.2%	-2,758	-2,615	-	-	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	2Q (6mo.) Results	% v.s. prior year	Full Year Forecasts	% v.s. prior year
Capital Investments	3,213	7,974	14,658	2,445	5,521	69.2%	17,000	116.0%
Depreciation	4,956	10,351	22,545	4,203	8,819	85.2%	21,000	93.1%
R&D Investments	7,634	16,911	33,864	10,277	20,447	120.9%	38,000	112.2%
Advertising Expenses	5,938	12,926	28,409	5,591	13,340	103.2%	29,000	102.1%
Personnel Expenses	9,340	18,417	35,004	9,204	19,833	107.7%	40,000	114.3%

(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	
	2Q (6 mo.)	Full Year	2Q (6mo.)	Full Year Forecasts
Mobile Suit Gundam	16.9	42.8	17.0	36.0
Power Rangers	11.8	25.6	8.4	18.0
BEN10	4.3	13.0	7.4	17.5
Masked Rider	4.6	10.4	8.9	17.0
DRAGON BALL	8.7	15.8	4.5	14.0

## Toys and Hobby Business

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

	billion yen			
	FY2009.3		FY2010.3	
	2Q (6 mo.)	Full Year	2Q (6 mo.)	Full Year Forecasts
Mobile Suit Gundam	7.0	16.0	6.5	16.5
Masked Rider	3.8	8.7	7.7	15.0
Power Rangers	6.2	12.0	5.7	10.5
Pretty Cure	5.5	10.5	5.7	10.5
Anpanman	4.1	9.1	3.8	9.0
Battle Spirits	0.2	2.7	1.5	4.5
DRAGON BALL	1.9	3.7	1.4	3.0
Ultraman	2.2	4.3	1.2	3.0
Pokémon	1.7	3.2	1.2	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	2Q (6mo.)
Japan	250	2,250	6,100	1,650	150	0	280	20
Overseas	0	3,250	6,900	7,050	5,500	800	2,200	610
Total	250	5,500	13,000	8,700	5,650	800	2,480	630

【DATA CARDDASS: installed units】

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

## Game Contents Business

### 【Sales by category】

	billion yen			
	FY2009.3		FY2010.3	
	2Q (6mo.)	Full Year	2Q (6mo.)	Full Year Forecasts
Arcade Game Machine	23.1	48.8	19.5	48.0
Game Software	29.7	78.0	29.5	78.0
Others, elimination	9.0	23.4	8.1	21.0
Total	61.8	150.2	57.1	147.0

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
	2Q (6 mo.)	2Q (6 mo.)
Small-sized Video Game	350	204
Medium-sized Video Game	2,783	2,399
Electrical-Mechanical Games	1,379	863
Medal Games	3,915	761
Other	4,193	6,181
Machine Sales Total	12,620	10,408
Prize Sales	7,828	7,074
Total	20,448	17,482

#### 【Overseas】

	million yen	
	FY2009.3	FY2010.3
	2Q (6 mo.)	2Q (6 mo.)
NAMCO America and NAMCO Europe Machine Sales Total	2,642	2,038

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

	FY2010.3			
	2Q (6mo.)		Full Year Forecasts	
	# of Titles	Unit Sales	# of Titles	Unit Sales
Japan	36	3,486	93	8,900
(Home)	17	1,874	35	3,556
(Portable)	19	1,612	58	5,344
U.S.	11	2,184	41	8,900
(Home)	10	1,621	28	6,478
(Portable)	1	563	13	2,422
Europe	20	2,354	53	7,500
(Home)	17	1,580	36	5,232
(Portable)	3	774	17	2,268
Asia	11	336	26	400
(Home)	5	225	14	268
(Portable)	6	111	12	132
Overseas Total	42	4,874	120	16,800
(Home)	32	3,426	78	11,978
(Portable)	10	1,448	42	4,822
Group Total	78	8,360	213	25,700
(Home)	49	5,300	113	15,534
(Portable)	29	3,060	100	10,166
Localized versions	45		125	

※After elimination of localized versions

Group Total	26	8,895	69	23,385
(Home)	11	5,768	31	15,327
(Portable)	15	3,127	38	8,058

※After elimination of localized versions

Group Total	33	8,360	88	25,700
(Home)	16	5,300	29	15,534
(Portable)	17	3,060	59	10,166

### 【FY2010.3 2Q: Top 10 Game Titles】

Title Name	Region	Platform	Unit Sales (thousand)
Ben 10 Alien Force	E,US	Multi-platform*	480
Afro Samurai	E,US	PS3·Xbox360	420
Tales of Vesperia	J,E	PS3·Xbox360	410
Ben 10 Protector of The Earth	E,US	Multi-platform*	330
Mobile Suit Gundam Battlefield Record U.C.0081	J,A	PS3	320
SD Gundam G Generation Wars	J,A	PS2·Wii	310
Ultimate Ninja 4: Naruto Shippuden	E,US	PS2	290
We Ski & Snowboard	E,US	Wii	280
TALES OF VS.	J	PSP	270
Active Life: Outdoor Challenge	US,E	Wii	240

\* PS2·Wii·PSP·NDS

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

### 【Group Total By Platform】

Platform	2Q Results	
	# of Titles	Unit Sales (thousand)
Wii	4	1,691
PSP	6	1,665
NDS	11	1,395
PS2	4	1,387
PS3	3	1,314
XB360	4	868
Others	1	40
Total	33	8,360

## 3) Mobile Contents

### 【Number of Subscribers】

As of September 30, 2009

( thousand )

	Game	Character	Sound	Other	TOTAL
NAMCO BANDAI GAMES	2,970	860	200	120	4,150
D3 PUBLISHER	20	10	—	20	50
Total	2,990	870	200	140	4,200

## Visual and Music Content Business

【Net sales breakdown and percentage by type of business】

(billion yen)

	Visual Package	Production, License	Total
FY2010.3 2Q Results	10.9	4.5	15.4
	70.8%	29.2%	—
FY2009.3 2Q Results	11.0	4.9	15.9
	69.2%	30.8%	—

## Amusement Facility Business

【Number of facilities】

	Japan				US				Europe			
	FY2009.3		FY2010.3		FY2009.3		FY2010.3		FY2009.3		FY2010.3	
	Results		Results	Forecasts	Results		Results	Forecasts	Results		Results	Forecasts
	2Q(6mo.)	Full Year	2Q(6mo.)	Full Year	2Q(6mo.)	Full Year	2Q(6mo.)	Full Year	2Q(6mo.)	Full Year	2Q(6mo.)	Full Year
Start of Term	293	293	* 238	* 238	88	88	58	58	13	13	12	12
Openings	7	10	2	3	0	0	0	0	0	0	1	2
Closures	38	63	11	20	20	30	12	22	0	1	0	0
Increase/Decrease	-31	-53	-9	-17	-20	-30	-12	-22	0	-1	1	2
End of Term	262	240	229	221	68	58	46	36	13	12	13	14
Revenue Share	33	23	19	19	1,409	1,088	892	864	1	2	2	2
Theme Park	4	4	4	4	0	0	0	0	0	0	0	0
Spa	3	3	3	3	0	0	0	0	0	0	0	0
Total	302	270	255	247	1,477	1,146	938	900	14	14	15	16

	Asia				Total			
	FY2009.3		FY2010.3		FY2009.3		FY2010.3	
	Results		Results	Forecasts	Results		Results	Forecasts
	2Q(6mo.)	Full Year	2Q(6mo.)	Full Year	2Q(6mo.)	Full Year	2Q(6mo.)	Full Year
Start of Term	14	14	12	12	408	408	320	320
Openings	0	0	0	0	7	10	3	5
Closures	1	2	2	2	59	96	25	44
Increase/Decrease	-1	-2	-2	-2	-52	-86	-22	-39
End of Term	13	12	10	10	356	322	298	281
Revenue Share	16	16	16	16	1,459	1,129	929	901
Theme Park	0	0	0	0	4	4	4	4
Spa	0	0	0	0	3	3	3	3
Total	29	28	26	26	1,822	1,458	1,234	1,189

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】

Japan		Apr.	May	Jun.	1Q(3mo.)	Jul.	Aug.	Sep.	2Q(3mo.)	2Q(6mo.)
	FY2010.3		87.9%	93.4%	86.1%	89.3%	96.2%	85.4%	90.5%	90.1%
FY2009.3		83.8%	89.5%	86.8%	86.7%	85.6%	94.3%	81.1%	87.6%	87.2%

  

U.S.		Jan.	Feb.	Mar.	1Q(3mo.)	Apr.	May	Jun.	2Q(3mo.)	2Q(6mo.)
	FY2010.3		83.6%	86.2%	85.6%	85.0%	89.4%	83.8%	87.6%	86.0%
FY2009.3		90.3%	89.8%	88.8%	89.7%	85.0%	89.4%	83.9%	85.9%	88.0%