



# NAMCO BANDAI Holdings Inc.

Financial Highlights for the First Quarter  
of the Fiscal Year Ending March 2011

## NAMCO BANDAI Holdings Inc. Consolidated Financial Results

### Summary of Income Statement

(million yen)

	FY 2010.3			FY 2011.3					
	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	75,729	172,733	378,547	81,912	108.2%	175,000	101.3%	400,000	105.7%
Gross Profit	25,354	58,536	128,753	30,938	122.0%	60,500	103.4%	136,000	105.6%
Operating Income	-2,758	-2,615	1,883	2,953	-	1,500	-	11,000	583.9%
Recurring Income	-2,197	-2,866	1,907	2,942	-	1,500	-	10,500	550.4%
Net Income	-2,846	-6,038	-29,928	-1,644	-	-3,500	-	4,500	-

### Net Sales by Segment

(million yen)

	FY 2010.3			FY 2011.3					
	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	31,741	66,700	148,843	34,812	109.7%	68,000	101.9%	155,000	104.1%
Content (*)	20,210	57,181	137,528	32,948	116.8%	77,000	106.0%	186,500	111.8%
Visual and Music Content (*)	7,997	15,469	29,236	-	-	-	-	-	-
Amusement Facility	15,835	33,717	65,362	14,770	93.3%	32,000	94.9%	63,000	96.4%
Other	4,484	8,895	17,452	4,308	96.1%	8,500	95.6%	18,000	103.1%
Elimination and Corporate	-4,540	-9,230	-19,876	-4,927	-	-10,500	-	-22,500	-
Total	75,729	172,733	378,547	81,912	108.2%	175,000	101.3%	400,000	105.7%

### Operating Income by Segment

(million yen)

	FY 2010.3				FY 2011.3							
	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	1,874	3,765	10,786	7.2%	4,110	11.8%	219.3%	5,000	132.8%	9,500	6.1%	88.1%
Content (*)	-4,136	-6,769	-6,845	-	-619	-	-	-3,000	-	3,500	1.9%	-
Visual and Music Content (*)	-13	362	-871	-	-	-	-	-	-	-	-	-
Amusement Facility	-45	1,056	284	0.4%	157	1.1%	-	1,000	94.6%	1,000	1.6%	351.0%
Other	36	19	358	2.1%	179	4.2%	495.4%	200	1000.8%	500	2.8%	139.5%
Elimination and Corporate	-474	-1,050	-1,828	9.2%	-873	-	-	-1,700	-	-3,500	-	-
Total	-2,758	-2,615	1,883	0.5%	2,953	3.6%	-	1,500	-	11,000	2.8%	583.9%

\* The Game Content segment and Visual and Music Content segment are integrated to form the Content segment in FY2011.3.

The results of Content segment in FY2010.3 are the results of the Game Contents Segment before integration. 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.

### Reference: Net Sales by Region (External sales after elimination)

(million yen)

	FY 2010.3			FY 2011.3					
	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	57,941	134,457	286,209	62,745	108.3%	139,000	103.4%	298,000	104.1%
Americas	7,691	13,414	29,269	8,382	109.0%	14,000	104.4%	42,000	143.5%
Europe	6,940	17,820	45,955	7,400	106.6%	15,500	87.0%	42,500	92.5%
Asia	3,155	7,041	17,112	3,384	107.2%	6,500	92.3%	17,500	102.3%
Elimination and Corporate	-	-	-	-	-	-	-	-	-
Total	75,729	172,733	378,547	81,912	108.2%	175,000	101.3%	400,000	105.7%

### Reference: Operating Income by Region

(million yen)

	FY 2010.3				FY 2011.3							
	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	-1,393	2,682	5,537	1.9%	3,373	5.4%	-	5,200	193.9%	13,500	4.5%	243.8%
Americas	-1,860	-3,808	-3,324	-	700	8.4%	-	-1,300	-	-1,500	-	-
Europe	547	-819	-388	-	-700	-	-	-1,500	-	0	0.0%	-
Asia	562	904	2,768	16.2%	650	19.2%	115.6%	800	88.4%	2,500	14.3%	90.3%
Elimination and Corporate	-615	-1,574	-2,708	-	-1,069	-	-	-1,700	-	-3,500	-	-
Total	-2,758	-2,615	1,883	0.5%	2,953	3.6%	-	1,500	-	11,000	2.8%	583.9%

### Other Data

(million yen)

	FY 2010.3			FY 2011.3					
	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	2,445	5,521	11,587	2,258	92.3%	7,000	126.8%	15,000	129.5%
Depreciation	4,203	8,819	18,988	3,541	84.3%	9,000	102.1%	20,000	105.3%
R&D Investments	10,277	20,447	38,525	9,644	93.8%	20,000	97.8%	40,000	103.8%
Advertising Expenses	5,591	13,340	29,514	5,251	93.9%	13,500	101.2%	32,000	108.4%
Personnel Expenses	9,204	19,833	39,201	10,030	109.0%	19,000	95.8%	37,000	94.4%

(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					
	FY2010.3			FY2011.3		
	1Q	2Q (6 mo.)	Full Year	1Q	2Q (6mo.) Forecasts	Full Year Forecasts
Mobile Suit Gundam	6.2	17.0	34.6	5.5	13.5	36.0
Masked Rider	4.0	8.9	20.0	4.9	10.5	18.5
Power Rangers	4.5	8.4	17.5	4.8	8.0	17.5
BEN10	3.9	7.9	17.9	2.7	5.2	16.0
DRAGON BALL	2.2	5.8	12.5	1.2	3.0	9.5

## Toys and Hobby Business

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

	billion yen					
	FY2010.3			FY2011.3		
	1Q	2Q (6 mo.)	Full Year	1Q	2Q (6mo.) Forecasts	Full Year Forecasts
Masked Rider	3.6	7.7	17.5	4.6	9.0	16.0
Mobile Suit Gundam	3.0	6.5	14.4	2.8	6.6	15.0
Pretty Cure	2.3	5.7	11.9	3.2	6.0	12.0
Power Rangers	2.7	5.7	10.5	3.3	5.9	11.0
Anpanman	1.8	3.8	8.4	1.6	4.2	9.0
ONE PIECE	0.3	0.6	2.0	1.0	2.0	4.0
Battle Spirits	0.7	1.5	2.6	0.7	1.2	2.8
Ultraman	0.6	1.2	3.1	0.7	1.3	2.8
DRAGON BALL	0.7	1.4	3.3	0.6	1.1	2.7
Tamagotchi	0.0	0.1	2.0	0.6	1.0	2.7
Pokémon	0.5	1.2	2.2	0.4	1.0	2.6

### 【Tamagotchi sales】

	thousand units							
	FY04.3	FY05.3	FY06.3	FY07.3	FY08.3	FY09.3	FY10.3	FY11.3
	Full Year	Full Year	Full Year	Full Year	Full Year	Full Year	Full Year	1Q
Japan	250	2,250	6,100	1,650	150	280	520	100
Overseas	0	3,250	6,900	7,050	5500	2200	860	40
Total	250	5,500	13,000	8,700	5650	2480	1380	140

### 【DATA CARDDASS: installed units】

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

## Content Business

### 【Sales by category】

	billion yen					
	FY2010.3			FY2011.3		
	1Q	2Q (6mo.)	Full Year	1Q	2Q (6mo.) Forecasts	Full Year Forecasts
Arcade Game Machine	81	195	440	101	245	560
Game Software	79	295	770	115	300	860
Others, elimination	122	236	457	113	225	445
Total	282	726	1,667	329	770	1,865

Note: FY2010.3 results are the sum of the results of Game Contents and Visual and Music Content segments.

### 1) Arcade Game Machines: Net Sales

#### 【Japan】

Product Category	million yen	
	FY2010.3 1Q	FY2011.3 1Q
Small-sized Video Game	90	34
Medium-sized Video Game	907	1,125
Electrical-Mechanical Games	415	1,080
Medal Games	433	255
Other	2,998	3,009
Machine Sales Total	4,843	5,503
Prize Sales	2,539	3,763
Total	7,382	9,266

#### 【Overseas】

	million yen	
	FY2010.3 1Q	FY2011.3 1Q
NAMCO America and NAMCO Europe Machine Sales Total	701	811

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					
	1Q		2Q (6mo.)		Full Year	
	# of Titles	Unit Sales	# of Titles	Unit Sales	# of Titles	Unit Sales
Japan	9	839	36	3,486	93	8,878
(Home)	2	227	17	1,874	35	3,768
(Portable)	7	612	19	1,612	58	5,110
U.S.	4	1,217	11	2,184	39	5,829
(Home)	4	953	10	1,621	27	3,760
(Portable)	0	264	1	563	12	2,069
Europe	11	1,179	20	2,354	52	7,326
(Home)	9	741	17	1,580	36	5,032
(Portable)	2	438	3	774	16	2,294
Asia	9	231	11	336	41	704
(Home)	4	183	5	225	18	476
(Portable)	5	48	6	111	23	228
Overseas Total	24	2,627	42	4,874	132	13,859
(Home)	17	1,877	32	3,426	81	9,268
(Portable)	7	750	10	1,448	51	4,591
Group Total	33	3,466	78	8,360	225	22,737
(Home)	19	2,104	49	5,300	116	13,036
(Portable)	14	1,362	29	3,060	109	9,701
Localized versions	24		45		139	

※After elimination of localized versions

Group Total	9	3,466	33	8,360	86	22,737
(Home)	2	2,104	16	5,300	29	13,036
(Portable)	7	1,362	17	3,060	57	9,701

(Unit sales: thousand)

	FY2010.3					
	1Q		2Q (6mo.) Forecasts		Full Year Forecasts	
	# of Titles	Unit Sales	# of Titles	Unit Sales	# of Titles	Unit Sales
Japan	14	951	34	3,300	94	10,446
(Home)	4	318	8	626	35	3,629
(Portable)	10	633	26	2,674	59	6,817
U.S.	12	1,685	17	2,626	42	8,600
(Home)	7	1,449	10	2,094	30	6,900
(Portable)	5	236	7	532	12	1,700
Europe	6	477	21	1,020	46	7,400
(Home)	4	383	12	592	32	6,093
(Portable)	2	94	9	428	14	1,307
Asia	11	40	11	54	11	54
(Home)	6	24	6	38	6	38
(Portable)	5	16	5	16	5	16
Overseas Total	29	2,202	49	3,700	99	16,054
(Home)	17	1,856	28	2,724	68	13,031
(Portable)	12	346	21	976	31	3,023
Group Total	43	3,153	83	7,000	193	26,500
(Home)	21	2,174	36	3,350	103	16,660
(Portable)	22	979	47	3,650	90	9,840
Localized versions	26		47		103	

※After elimination of localized versions

Group Total	17	3,153	36	7,000	90	26,500
(Home)	6	2,174	10	3,350	31	16,660
(Portable)	11	979	26	3,650	59	9,840

### 【FY2010.3 1Q:Main Game Titles】

Title Name	Region	Platform	Unit Sales (thousand)
TEKKEN 6	US	PS3·XB360	1,070
TAIKO DRUM MASTER	J	NDS	170
BEN10 ALIEN FORCE2(Repeat)	US·E	MULTI	110
SUPER ROBOT WARS	J	NDS	110

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

### 【Group Total By Platform】

FY2011.3 1Q Results		
Platform	# of New Titles	Unit Sales (thousand)
PS3	1	696
NDS	9	636
Xbox360	0	581
PS2	0	474
Wii	5	423
PSP	2	343
Others	0	0
Total	17	3,153

## 3) Contents for Mobile Phone

### 【Number of pay-subscribers】

As of June 30, 2010

thousand

Game	Character	Sound	Other	TOTAL
2,560	790	170	180	3,700

## Amusement Facility Business

### 【Number of facilities】

	Japan						Americas						Europe					
	FY2010.3			FY2011.3			FY2010.3			FY2011.3			FY2010.3			FY2011.3		
	Results			Forecasts			Results			Forecasts			Results			Forecasts		
	1Q (3 mo.)	2Q (6 mo.)	Full Year	1Q (3 mo.)	2Q (6 mo.)	Full Year	1Q (3 mo.)	2Q (6 mo.)	Full Year	1Q (3 mo.)	2Q (6 mo.)	Full Year	1Q (3 mo.)	2Q (6 mo.)	Full Year	1Q (3 mo.)	2Q (6 mo.)	Full Year
Start of term	238	238	238	223	223	223	58	58	58	41	41	41	13	13	13	14	14	14
Openings	2	2	3	1	2	5	0	0	0	0	0	0	0	0	1	0	0	0
Closures	5	11	18	4	5	5	9	12	17	4	6	24	0	0	0	0	0	2
Increase/ Decrease	-3	-9	-15	-3	-3	0	-9	-12	-17	-4	-6	-24	0	0	1	0	0	-2
End of term	235	229	223	220	220	223	49	46	41	37	35	17	13	13	14	14	14	12
Revenue share	20	19	20	20	20	20	998	892	856	829	814	791	2	2	2	2	2	2
Theme park	4	4	2	2	2	2	0	0	0	0	0	0	0	0	0	0	0	0
Spa resort	3	3	3	2	1	1	0	0	0	0	0	0	0	0	0	0	0	0
Total	262	255	248	244	243	246	1,047	938	897	866	849	808	15	15	16	16	16	14

	Asia						Total					
	FY2010.3			FY2011.3			FY2010.3			FY2011.3		
	Results			Forecasts			Results			Forecasts		
	1Q (3 mo.)	2Q (6 mo.)	Full Year	1Q (3 mo.)	2Q (6 mo.)	Full Year	1Q (3 mo.)	2Q (6 mo.)	Full Year	1Q (3 mo.)	2Q (6 mo.)	Full Year
Start of term	12	12	12	11	11	11	321	321	321	289	289	289
Openings	0	0	1	0	1	1	2	2	5	1	3	6
Closures	1	2	2	1	1	1	15	25	37	9	12	32
Increase/ Decrease	-1	-2	-1	-1	0	0	-13	-23	-32	-8	-9	-26
End of term	11	10	11	10	11	11	308	298	289	281	280	263
Revenue share	16	16	18	18	19	19	1,036	929	896	869	855	832
Theme park	0	0	0	0	0	0	4	4	2	2	2	2
Spa resort	0	0	0	0	0	0	3	3	3	2	1	1
Total	27	26	29	28	30	30	1,351	1,234	1,190	1,154	1,138	1,098

### 【Same store sales year on year】

		Apr.	May	Jun.	1Q
Japan	FY2011.3	98.3%	93.6%	97.4%	96.3%
	FY2010.3	87.9%	93.4%	86.1%	89.3%