



NAMCO BANDAI Holdings Inc.

Financial Highlights for the Third 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	3Q Results (3 months)	3Q Results (9 months)	Full Year Results	1st Half Results	3Q Results (3 months)	3Q Results (9 months)	% vs. prior year	Full Year Forecasts	% vs. prior year
Net Sales	459,132	460,473	426,399	378,547	173,595	114,435	288,030	394,178	194,241	129,156	323,397	112.3%	440,000	111.6%
Gross Profit	168,079	164,072	146,023	128,753	62,363	42,289	104,652	139,414	75,236	48,003	123,239	117.8%	160,000	114.8%
Operating Income	42,224	33,411	22,348	1,883	5,067	11,548	16,616	16,338	15,757	15,026	30,783	185.3%	31,500	192.8%
Recurring Income	45,615	36,198	24,513	1,907	5,006	11,571	16,577	16,399	15,977	14,834	30,811	185.9%	31,500	192.1%
Net Income	24,252	32,679	11,830	-29,928	-1,930	5,604	3,673	1,848	8,026	8,275	16,301	443.7%	18,500	1000.9%

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	3Q Results (3 months)	3Q Results (9 months)	Full Year Results	1st Half Results	3Q Results (3 months)	3Q Results (9 months)	% vs. prior year	Full Year Forecasts	% vs. prior year
Toys and Hobby	185,586	180,164	165,725	148,843	72,224	44,084	116,309	158,374	81,627	51,942	133,570	114.8%	172,000	108.6%
Content	194,683	194,666	184,529	167,471	71,452	58,809	130,261	179,917	86,711	64,699	151,411	116.2%	217,000	120.6%
Amusement Facility	88,196	89,829	77,269	65,362	31,604	14,884	46,489	62,337	31,306	14,660	45,967	98.9%	61,000	97.9%
Other	20,900	19,809	19,009	15,790	8,701	4,705	13,406	18,503	11,520	6,229	17,749	132.4%	27,000	145.9%
Elimination and Corporate	-30,234	-23,997	-20,133	-18,921	-10,386	-8,049	-18,436	-18,436	-24,953	-16,925	-8,375	-	-37,000	-
Total	459,132	460,473	426,399	378,547	173,595	114,435	288,030	394,178	194,241	129,156	323,397	112.3%	440,000	111.6%

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	3Q Results (3 months)	3Q Results (9 months)	Full Year Results	OP Margin	1st Half Results	3Q Results (3 months)	3Q Results (9 months)	OP Margin	% vs. prior year	Full Year Forecasts	OP Margin	% vs. prior year
Toys and Hobby	17,403	14,309	11,533	10,786	7,072	6,489	13,561	13,812	8.7%	8,986	8,498	17,485	0	128.9%	17,000	9.9%	123.1%
Content	21,887	19,530	11,648	-7,760	-2,600	6,153	3,553	3,092	1.7%	5,369	6,266	11,636	0	327.5%	14,500	6.7%	468.9%
Amusement Facility	4,004	1,631	393	284	1,520	-65	1,454	1,778	2.9%	1,891	-64	1,827	0	125.7%	2,000	3.3%	112.4%
Other	1,017	753	565	322	429	366	796	810	4.4%	1,045	713	1,758	0	220.9%	1,500	5.6%	185.1%
Elimination and Corporate	-2,088	-2,813	-1,792	-1,749	-1,354	-1,395	-2,749	-3,156	-	-1,535	-389	-1,924	-	-	-3,500	-	-
Total	42,224	33,411	22,348	1,883	5,067	11,548	16,616	16,338	4.1%	15,757	15,026	30,783	0	185.3%	31,500	7.2%	192.8%

* 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	3Q Results (3 months)	3Q Results (9 months)	Full Year Results	1st Half Results	3Q Results (3 months)	3Q Results (9 months)	% vs. prior year	Full Year Forecasts	% vs. prior year
Japan	356,248	346,736	319,535	286,209	139,732	90,190	229,922	312,356	165,225	109,533	274,759	119.5%	363,000	116.2%
Americas	52,315	52,623	48,337	29,269	13,669	5,360	19,029	28,021	8,769	5,351	14,120	74.2%	24,000	85.6%
Europe	37,763	46,387	45,004	45,955	13,529	13,282	26,811	37,023	11,851	9,700	21,551	80.4%	35,000	94.5%
Asia	12,805	14,726	13,522	17,112	6,664	5,602	12,266	16,777	8,393	4,572	12,965	105.7%	18,000	107.3%
Elimination and Corporate	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	459,132	460,473	426,399	378,547	173,595	114,435	288,030	394,178	194,241	129,156	323,397	112.3%	440,000	111.6%

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	3Q Results (3 months)	3Q Results (9 months)	Full Year Results	OP Margin	1st Half Results	3Q Results (3 months)	3Q Results (9 months)	OP Margin	% vs. prior year	Full Year Forecasts	OP Margin	% vs. prior year
Japan	33,127	24,480	15,863	5,537	9,615	11,919	21,535	23,578	7.5%	19,209	15,496	34,706	0	161.2%	36,000	9.9%	152.7%
Americas	3,376	2,318	872	-3,324	-1,881	-1,273	-3,154	-5,658	-	-2,382	-1,205	-3,588	-	-	-3,000	-	-
Europe	5,253	6,830	6,248	-388	-1,883	536	-1,347	-1,221	-	-1,533	363	-1,170	-	-	-1,000	-	-
Asia	2,730	2,854	2,289	2,768	854	1,111	1,966	2,409	14.4%	1,734	1,174	2,909	0	148.0%	2,500	13.9%	103.8%
Elimination and Corporate	-2,263	-3,072	-2,926	-2,708	-1,638	-744	-2,383	-2,770	-	-1,270	-802	-2,073	-	-	-3,000	-	-
Total	42,224	33,411	22,348	1,883	5,067	11,548	16,616	16,338	4.1%	15,757	15,026	30,783	0	185.3%	31,500	7.2%	192.8%

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	3Q Results (3 months)	3Q Results (9 months)	Full Year Results	1st Half Results	3Q Results (3 months)	3Q Results (9 months)	% vs. prior year	Full Year Forecasts	% vs. prior year
Capital Investments	20,331	19,757	14,658	11,587	5,170	3,413	8,583	10,768	5,338	5,712	11,051	128.7%	15,000	139.3%
Depreciation	21,200	24,796	22,545	18,988	7,766	4,647	12,413	18,000	8,320	5,017	13,337	107.4%	20,000	111.1%
R&D Investments	32,116	34,934	33,864	38,525	20,227	9,569	29,796	40,102	19,086	10,724	29,811	100.1%	38,000	94.8%
Advertising Expenses	31,031	30,549	28,409	29,514	12,127	7,394	19,522	28,782	13,265	8,090	21,355	109.4%	31,000	107.7%
Personnel Expenses	36,024	37,280	35,004	39,201	20,121	9,764	29,885	40,357	20,880	10,395	31,276	104.7%	43,000	106.5%

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

	FY09.3	FY10.3	FY2011.3		FY2012.3	
	Full Year	Full Year	3Q (9 mo.)	Full Year	3Q (9 mo.)	Full Year Forecasts
Mobile Suit Gundam	42.8	34.6	28.8	38.2	33.6	45.0
Masked Rider	10.4	20.0	19.9	26.4	24.9	30.0
ONE PIECE	4.6	4.3	10.8	15.4	19.7	24.5
Power Rangers	25.6	17.5	9.5	13.7	14.3	20.0
Pretty Cure	11.3	12.8	10.6	13.6	8.1	11.0
DRAGON BALL	15.8	12.5	4.9	8.3	6.7	10.5
BEN10	13.0	17.9	9.2	12.0	5.4	7.5

Toys and Hobby Business

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

billion yen

	FY09.3	FY10.3	FY2011.3		FY2012.3	
	Full Year	Full Year	3Q (9 mo.)	Full Year	3Q (9 mo.)	Full Year Forecasts
Masked Rider	8.7	17.5	17.0	23.0	21.8	26.5
Mobile Suit Gundam	16.0	14.4	10.3	13.4	11.8	16.0
Power Rangers	12.0	10.5	6.4	9.2	10.4	12.5
Pretty Cure	10.5	11.9	9.6	12.5	7.4	10.0
ONE PIECE	1.7	2.0	4.7	6.8	9.1	10.5
Anpanman	9.1	8.4	6.2	8.6	7.2	9.5
Battle Spirits	2.7	2.6	2.5	3.4	3.6	4.5
Tamagotchi	1.0	2.0	2.3	2.9	3.3	4.0
DRAGON BALL	3.7	3.3	1.7	2.7	3.2	4.0
The Little Battlers	-	-	-	0.2	2.5	3.5
TORIKO	-	-	-	-	1.8	2.3
Ultraman	4.3	3.1	2.4	2.8	1.3	1.8

【Tamagotchi sales】

thousand units

	FY09.3	FY10.3	FY11.3	FY12.3
	Full Year	Full Year	Full Year	3Q
Japan	280	520	530	530
Overseas	2,200	860	270	170
Total	2,480	1,380	800	700

【Digital Card Game Machine: installed units】

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

Content Business

【Sales by category】

billion yen

	FY09.3	FY10.3	FY2011.3		FY2012.3	
	Full Year	Full Year	3Q (9mo.)	Full Year	3Q (9mo.)	Full Year Forecasts
Arcade Game Machine	48.8	44.0	42.6	56.0	53.6	72.0
Game Software	78.0	77.0	54.7	81.2	56.5	84.5
Others, elimination	57.7	46.4	32.9	42.7	41.3	60.5
Total	184.5	167.4	130.2	179.9	151.4	217.0

* 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】

billion yen

Product Category	FY09.3	FY10.3	FY2011.3		FY2011.3	
	Full Year	Full Year	3Q (9mo.)	Full Year	3Q (9mo.)	Full Year Forecasts
Small-sized Video Game	3.0	0.4	5.4	5.6	3.9	5.0
Medium-sized Video Game	10.0	8.3	5.7	7.1	10.0	13.8
Electrical-Mechanical Games	2.0	2.2	2.3	3.4	3.8	4.6
Medal Games	5.6	2.7	1.8	2.3	0.6	2.8
Other	9.4	12.1	9.4	12.8	12.1	15.8
Machine Sales Total	30.0	25.7	24.6	31.2	30.4	42.0
Prize Sales	14.7	14.7	15.2	20.7	19.6	25.0
Total	44.7	40.4	39.8	51.9	50.0	67.0

【Overseas】

billion yen

	FY09.3	FY10.3	FY2011.3		FY2011.3	
	Full Year	Full Year	3Q (9mo.)	Full Year	3Q (9mo.)	Full Year Forecasts
NAMCO America and NAMCO Europe Machine Sales Total	4.2	3.6	2.9	4.1	3.6	5.0

Note: Figures include transactions among Group Companies

2) Home Video Game Software

【Home video game software titles and unit sales】

FY2011.3				
	3Q (9mo.)		Full Year	
	# of Titles	Unit Sales	# of Titles	Unit Sales
Japan	66	6,942	91	9,264
(Home)	26	2,654	32	2,739
(Portable)	40	4,288	59	6,525
U.S.	28	4,245	46	7,284
(Home)	18	3,203	34	5,916
(Portable)	10	1,042	12	1,368
Europe	30	2,351	43	4,013
(Home)	19	1,669	30	3,145
(Portable)	11	682	13	868
Asia	46	263	59	344
(Home)	29	208	32	252
(Portable)	17	55	27	92
Group Total	170	13,801	239	20,905
(Home)	92	7,734	128	12,052
(Portable)	78	6,067	111	8,853
Localized versions	106		151	

※After elimination of localized versions

Group Total	64	13,801	88	20,905
(Home)	21	7,734	26	12,052
(Portable)	43	6,067	62	8,853

FY2012.3				
	3Q (9mo.)		Full Year Forecasts	
	# of Titles	Unit Sales	# of Titles	Unit Sales
Japan	64	8,114	84	11,000
(Home)	26	3,697	37	5,304
(Portable)	38	4,417	52	5,696
U.S.	22	3,106	43	6,000
(Home)	13	2,079	25	4,308
(Portable)	9	1,027	18	1,692
Europe	22	2,228	49	5,500
(Home)	12	1,344	29	4,000
(Portable)	10	884	20	1,500
Asia	51	312	51	500
(Home)	28	243	28	398
(Portable)	23	69	23	102
Group Total	159	13,760	232	23,000
(Home)	79	7,363	119	14,010
(Portable)	80	6,397	113	8,990
Localized versions	97		144	

※After elimination of localized versions

Group Total	62	13,760	88	23,000
(Home)	21	7,363	30	14,010
(Portable)	41	6,397	58	8,990

【FY2012.3 3Q: Main Game Titles】

Title Name	Platform	Region	Unit Sales (thousand)
TALES OF XILLIA	PS3	Japan	760
MOBILE SUIT GUNDAM EXTREME VS.	PS3	Japan	550
BEN10 RACING	Multi	US/E	440
AKB1/48 2	PSP	Japan	410
ONE PIECE GIGANT BATTLE 2	NDS	Japan	350

US: United States, E: Europe

【Group Total By Platform】

FY2012.3 3Q Results		
Platform	# of New Titles	Unit Sales (thousand)
PS3	14	3,928
Xbox360		1,539
PSP	15	2,804
NDS	14	2,151
3DS	9	1,271
Wii	7	1,704
Others	3	363
Total	62	13,760

3) Network Content

【Number of pay-subscribers for mobile phone in Japan】

As of December 31, 2011

thousand

	Game	Character	Sound	Other	TOTAL
2011.12	1,750	530	130	140	2,550
2011.3	2,290	760	150	140	3,340
2010.3	2,780	780	190	130	3,880

* Other than the above, the number of registered customers for our SNS (Social Networking Service) contents in Japan surpassed 10 million on January 12, 2012.

Amusement Facility Business

【Number of facilities】

	Japan						U.S.					
	FY09.3	FY10.3	FY11.3		FY12.3		FY09.3	FY10.3	FY11.3		FY12.3	
	Full Year	Full Year	3Q(9mo.)	Full Year	3Q(9mo.)	Full Year	Full Year	Full Year	3Q(9mo.)	Full Year	3Q(9mo.)	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	4	5	10	10	0	0	0	0	0	0
Closures	63	18	6	11	13	16	30	17	9	12	6	7
Increase/ Decrease	-53	-15	-2	-6	-3	-6	-30	-17	-9	-12	-6	-7
End of term	240	223	221	217	214	211	58	41	32	29	23	22
Revenue share	23	20	18	19	15	15	1,088	856	799	792	946	973
Others	7	5	3	3	3	2	0	0	0	0	0	0
Total	270	248	242	239	232	228	1,146	897	831	821	969	995

	Europe						Asia					
	FY09.3	FY10.3	FY11.3		FY12.3		FY09.3	FY10.3	FY11.3		FY12.3	
	Full Year	Full Year	3Q(9mo.)	Full Year	3Q(9mo.)	Full Year	Full Year	Full Year	3Q(9mo.)	Full Year	3Q(9mo.)	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	2	2
Closures	0	0	0	2	0	0	2	2	3	3	2	2
Increase/ Decrease	0	1	0	-2	0	0	-2	-1	-1	-1	0	0
End of term	13	14	14	12	12	12	12	11	10	10	10	10
Revenue share	2	2	1	1	1	1	16	18	19	19	20	19
Others	0	0	0	0	0	0	0	0	0	0	0	0
Total	15	16	15	13	13	13	28	29	29	29	30	29

	Total					
	FY09.3	FY10.3	FY11.3		FY12.3	
	Full Year	Full Year	3Q(9mo.)	Full Year	3Q(9mo.)	Full Year
	Results	Results	Results	Results	Results	Forecasts
Start of term	408	321	289	289	268	268
Openings	10	5	6	7	12	12
Closures	95	37	18	28	21	25
Increase/ Decrease	-85	-32	-12	-21	-9	-13
End of term	323	289	277	268	259	255
Revenue share	1,129	896	837	831	982	1,008
Others	7	5	3	3	3	2
Total	1,459	1,190	1,117	1,102	1,244	1,265

* Two *Kaikaya* stores were transferred to the Other Business and excluded from the above table since the beginning of FY10.3.

【Same store sales year on year】 J

	Apr.	May	Jun.	1Q (3mo.)	Jul.	Aug.	Sep.	2Q (3mo.)	1st Half
FY2012.3	109.4%	108.2%	105.8%	107.9%	101.8%	96.1%	101.7%	99.4%	103.3%
FY2011.3	98.3%	93.6%	97.4%	96.3%	97.9%	104.3%	101.4%	101.4%	99.0%
FY2010.3	87.9%	93.4%	86.1%	89.3%	96.2%	85.4%	90.5%	90.1%	89.7%
FY2009.3	83.8%	89.5%	86.8%	86.7%	85.6%	94.3%	81.1%	87.6%	87.2%

	Oct.	Nov.	Dec.	3Q (3mo.)	3Q (9mo.)	Jan.	Feb.	Mar.	4Q (3mo.)	2nd Half	Full Year
FY2012.3	99.8%	99.7%	97.6%	98.9%	101.9%	-	-	-	-	-	-
FY2011.3	111.2%	99.8%	104.1%	105.0%	100.9%	101.8%	110.3%	93.3%	101.3%	103.1%	101.0%
FY2010.3	92.9%	87.1%	94.1%	91.4%	90.3%	95.7%	94.6%	93.8%	94.8%	93.0%	91.2%
FY2009.3	86.2%	94.3%	83.7%	87.7%	87.4%	84.5%	82.9%	86.6%	84.8%	86.2%	86.7%