



NAMCO BANDAI Holdings Inc.

Financial Highlights for the First Quarter
of the Fiscal Year Ending March 2014

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	FY2013.3			FY2014.3						
	Full Year Results	Full Year Results	Full Year Results	Full Year Results	Full Year Results	Full Year Results	1Q Results	1st Half Results	Full Year Results	1Q Results	% vs. prior year	1st Half Previous Forecasts	1st Half New Forecasts	Full Year Previous Forecasts	Full Year New Forecasts	% vs. prior year
Net Sales	459,132	460,473	426,399	378,547	394,178	454,210	108,695	222,610	487,241	105,867	97.4%	218,000	228,000	480,000	480,000	98.5%
Gross Profit	168,079	164,072	146,023	128,753	139,414	167,502	45,478	88,308	183,078	43,102	94.8%	83,500	84,500	176,500	176,500	96.4%
Operating Income	42,224	33,411	22,348	1,883	16,338	34,606	16,160	27,753	48,642	13,347	82.6%	18,000	19,000	40,000	40,000	82.2%
Recurring Income	45,615	36,198	24,513	1,907	16,399	34,960	16,475	28,050	49,972	14,438	87.6%	18,000	19,500	40,000	40,500	81.0%
Net Income	24,252	32,679	11,830	△ 29,928	1,848	19,303	10,225	17,320	32,383	9,508	93.0%	11,500	12,500	26,000	26,000	80.3%

Net Sales by Segment

(millions of yen)

	FY2007.3	FY2008.3	FY2009.3	FY2010.3	FY2011.3	FY2012.3	FY2013.3			FY2014.3						
	Full Year Results	Full Year Results	Full Year Results	Full Year Results	Full Year Results	Full Year Results	1Q Results	1st Half Results	Full Year Results	1Q Results	% vs. prior year	1st Half Previous Forecasts	1st Half New Forecasts	Full Year Previous Forecasts	Full Year New Forecasts	% vs. prior year
Toys and Hobby	185,586	180,164	165,725	148,843	158,374	177,994	39,950	80,411	172,977	37,034	92.7%	80,000	80,000	180,000	180,000	104.1%
Content	194,683	194,666	184,529	167,471	179,917	225,503	56,968	116,686	263,595	57,051	100.1%	113,000	125,000	250,000	250,000	94.8%
Amusement Facility	88,196	89,829	77,269	65,362	62,337	61,032	13,892	29,872	60,185	12,950	93.2%	30,000	28,000	60,000	58,000	96.4%
Other	20,900	19,809	19,009	15,790	18,503	27,482	6,204	12,867	25,788	6,219	100.2%	11,000	11,000	24,000	24,000	93.1%
Elimination and Corporate	△ 30,234	△ 23,997	△ 20,133	△ 18,921	△ 24,953	△ 37,801	△ 8,321	△ 17,227	△ 35,305	△ 7,388	-	△ 16,000	△ 16,000	△ 34,000	△ 32,000	-
Total	459,132	460,473	426,399	378,547	394,178	454,210	88,241	222,610	487,240	105,867	120.0%	218,000	228,000	480,000	480,000	98.5%

Operating Income by Segment

(millions of yen)

	FY2007.3	FY2008.3	FY2009.3	FY2010.3	FY2011.3	FY2012.3	FY2013.3				FY2014.3							
	Full Year Results	Full Year Results	Full Year Results	Full Year Results	Full Year Results	Full Year Results	1Q Results	1st Half Results	Full Year Results	OP Margin	1Q Results	% vs. prior year	1st Half Previous Forecasts	1st Half New Forecasts	Full Year Previous Forecasts	Full Year New Forecasts	OP Margin	% vs. prior year
Toys and Hobby	17,403	14,309	11,533	10,786	13,812	16,112	3,953	6,451	11,255	6.5%	1,913	48.4%	4,500	4,500	13,000	13,000	7.2%	115.5%
Content	21,887	19,530	11,648	△ 7,760	3,092	17,003	12,367	20,136	36,438	13.8%	12,092	97.8%	14,000	16,000	28,000	29,000	11.6%	79.6%
Amusement Facility	4,004	1,631	393	284	1,778	2,380	6	1,051	1,683	2.8%	△ 705	-	1,000	0	2,000	1,000	1.7%	59.4%
Other	1,017	753	565	322	810	2,050	575	1,289	1,692	6.6%	422	73.4%	500	500	1,000	1,000	4.2%	59.1%
Elimination and Corporate	△ 2,088	△ 2,813	△ 1,792	△ 1,749	△ 3,156	△ 2,941	△ 742	△ 1,175	△ 2,427	-	△ 375	-	△ 2,000	△ 2,000	△ 4,000	△ 4,000	-	-
Total	42,224	33,411	22,348	1,883	16,338	34,606	16,160	27,753	48,642	10.0%	13,348	82.6%	18,000	19,000	40,000	40,000	8.3%	82.2%

* 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	FY2013.3			FY2014.3							
	Full Year Results	Full Year Results	Full Year Results	Full Year Results	Full Year Results	Full Year Results	1Q Results	1st Half Results	Full Year Results	1Q Results	% vs. prior year	1st Half Previous Forecasts	1st Half New Forecasts	Full Year Previous Forecasts	Full Year New Forecasts	% vs. prior year	
Japan	356,248	346,736	319,535	286,209	312,356	378,395	91,503	189,332	406,186	92,095	100.6%	186,000	196,000	397,000	397,000	97.7%	
Americas	52,315	52,623	48,337	29,269	28,021	24,313	9,185	13,068	33,635	4,512	49.1%	11,000	11,000	30,000	30,000	89.2%	
Europe	37,763	46,387	45,004	45,955	37,023	33,366	4,296	11,749	28,251	4,597	107.0%	12,000	12,000	31,500	31,500	111.5%	
Asia	12,805	14,726	13,522	17,112	16,777	18,134	3,709	8,460	19,167	4,662	125.7%	9,000	9,000	21,500	21,500	112.2%	
Elimination and Corporate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	459,132	460,473	426,399	378,547	394,178	454,210	108,695	222,610	487,241	105,867	97.4%	218,000	228,000	480,000	480,000	98.5%	

Reference: Operating Income by Region

(millions of yen)

	FY2007.3	FY2008.3	FY2009.3	FY2010.3	FY2011.3	FY2012.3	FY2013.3				FY2014.3							
	Full Year Results	Full Year Results	Full Year Results	Full Year Results	Full Year Results	Full Year Results	1Q Results	1st Half Results	Full Year Results	OP Margin	1Q Results	% vs. prior year	1st Half Previous Forecasts	1st Half New Forecasts	Full Year Previous Forecasts	Full Year New Forecasts	OP Margin	% vs. prior year
Japan	33,127	24,480	15,863	5,537	23,578	38,373	15,914	28,191	49,851	12.3%	14,772	92.8%	20,900	21,900	40,700	40,700	10.3%	81.6%
Americas	3,376	2,318	872	△ 3,324	△ 5,658	△ 2,876	1,243	290	794	2.4%	△ 521	-	△ 700	△ 700	800	800	2.7%	100.8%
Europe	5,253	6,830	6,248	△ 388	△ 1,221	△ 1,720	△ 488	62	△ 569	-	△ 442	-	△ 500	△ 500	800	800	2.5%	-
Asia	2,730	2,854	2,289	2,768	2,409	3,242	539	1,064	1,814	9.5%	411	76.3%	300	300	1,200	1,200	5.6%	66.2%
Elimination and Corporate	△ 2,263	△ 3,072	△ 2,926	△ 2,708	△ 2,770	△ 2,413	△ 1,048	△ 1,855	△ 3,248	-	△ 872	-	△ 2,000	△ 2,000	△ 3,500	△ 3,500	-	-
Total	42,224	33,411	22,348	1,883	16,338	34,606	16,160	27,753	48,642	10.0%	13,348	82.6%	18,000	19,000	40,000	40,000	8.3%	82.2%

Other Data

(millions of yen)

	FY2007.3	FY2008.3	FY2009.3	FY2010.3	FY2011.3	FY2012.3	FY2013.3			FY2014.3						
	Full Year Results	Full Year Results	Full Year Results	Full Year Results	Full Year Results	Full Year Results	1Q Results	1st Half Results	Full Year Results	1Q Results	% vs. prior year	1st Half Previous Forecasts	1st Half New Forecasts	Full Year Previous Forecasts	Full Year New Forecasts	% vs. prior year
Capital Investments	20,331	19,757	14,658	11,587	10,768	12,808	2,747	7,508	18,535	5,149	187.4%	8,000	8,000	21,500	21,500	116.0%
Depreciation	21,200	24,796	22,545	18,988	18,000	18,142	4,006	8,587	20,415	4,248	106.0%	9,000	9,000	21,500	21,500	105.3%
R&D Investments	32,116	34,934	33,864	38,525	40,102	41,193	9,482	20,472	43,194	10,926	115.2%	21,000	21,000	43,000	43,000	99.6%
Advertising Expenses	31,031	30,549	28,409	29,514	28,782	33,384	6,729	14,375	32,600	6,390	95.0%	16,000	16,000	34,000	34,000	104.3%
Personnel Expenses	36,024	37,280	35,004	39,201	40,357	43,546	10,107	20,925	45,797	10,593	104.8%	22,000	22,000	44,500	44,500	97.2%

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】

billions of yen

	FY11.3	FY12.3	FY13.3			FY14.3		
	Full Year	Full Year	1Q	2Q (6mo.)	Full Year	1Q	2Q (6mo.) Forecasts	Full Year Forecasts
Mobile Suit Gundam	38.2	44.7	17.3	31.7	65.2	18.3	31.5	62.0
Power Rangers	13.7	20.2	4.7	8.8	20.8	5.5	11.5	27.0
ONE PIECE	15.4	28.8	7.6	15.0	33.9	6.2	12.5	26.0
KAMEN RIDER	26.4	31.9	7.2	14.0	34.0	6.1	11.0	25.5
Pretty Cure	13.6	11.5	2.9	6.2	11.6	2.6	6.3	12.0

Toys and Hobby Business

【Net Sales by Character (Japan)】

billions of yen

	FY11.3	FY12.3	FY13.3			FY14.3		
	Full Year	Full Year	1Q	2Q (6mo.)	Full Year	1Q	2Q (6mo.) Forecasts	Full Year Forecasts
KAMEN RIDER	23.0	28.3	6.1	11.2	27.1	3.2	7.5	19.5
Mobile Suit Gundam	13.4	15.6	4.4	8.1	16.5	3.8	7.5	16.5
Power Rangers	9.2	13.0	2.9	4.9	9.6	4.0	7.0	13.0
Pretty Cure	12.5	10.7	2.8	5.7	10.6	2.4	5.8	11.0
Anpanman	8.6	9.6	1.8	4.6	10.0	1.7	4.5	10.0
Aikatsu!	0	0	0	0	1.5	2.0	3.5	6.0
ONE PIECE	6.8	11.2	2.5	4.4	8.3	1.5	2.5	5.5
Ultraman	2.8	1.8	0.4	1.0	2.0	0.6	2.0	5.0
Battle Spirits	3.4	4.8	0.7	1.8	4.2	0.6	2.0	5.0
DRAGON BALL	2.7	4.4	1.0	2.4	4.8	1.5	2.5	4.0

【Digital Card Game Machine: installed units】

As of end of June 2013: 32,070 units (Japan)

Content Business

【Sales by category】

billions of yen

	FY11.3	FY12.3	FY13.3			FY14.3		
	Full Year	Full Year	1Q	2Q (6mo.)	Full Year	1Q	2Q (6mo.) Forecasts	Full Year Forecasts
Arcade Game Machine	56.0	73.4	15.5	33.7	71.8	11.9	35.0	77.5
Game Software	81.2	86.0	13.8	31.5	84.4	15.8	36.5	79.5
Others, elimination	42.7	66.1	27.7	51.4	107.3	29.4	53.5	93.0
Total	179.9	225.5	57.0	116.6	263.5	57.1	125.0	250.0

1) Home Video Game Software

【Home video game software titles and unit sales】

	FY2013.3					
	1Q		2Q (6mo.)		Full Year	
	# of Titles	Unit Sales (thousand)	# of Titles	Unit Sales (thousand)	# of Titles	Unit Sales (thousand)
Japan	24	981	75	3,362	149	9,433
U.S.	15	2,503	16	3,380	62	9,606
Europe	7	545	13	2,397	71	5,546
Group Total	46	4,029	104	9,139	282	24,585
Localized versions	27		65		185	

※After elimination of localized versions

Group Total	19	4,029	39	9,139	97	24,585
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	FY2014.3					
	1Q		2Q (6mo.) Forecasts		Full Year Forecasts	
	# of Titles	Unit Sales (thousand)	# of Titles	Unit Sales (thousand)	# of Titles	Unit Sales (thousand)
Japan	21	1,944	49	4,500	79	9,700
U.S.	2	1,507	15	2,300	50	7,200
Europe	6	902	14	2,000	39	5,600
Group Total	29	4,353	78	8,800	168	22,500
Localized versions	13		48		94	

※After elimination of localized versions

Group Total	16	4,353	30	8,800	74	22,500
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【FY2014.3 1Q: Main Game Titles】

Title Name	Platform	Region	Unit Sales (ten thousand)
GUNDAM BREAKER	PS3・PSV	J	26
KAMEN RIDER BATTRIDE WAR	PS3	J	20
SUMMON NIGHT5	PSP	J	16
TAIKO DRUM MASTER Wii	Wii	J	10

2) Arcade Game Machines

【Sales Breakdown】

[Japan]

Product Category	billions of yen							
	FY11.3	FY12.3	FY13.3			FY14.3		
	Full Year	Full Year	1Q	2Q (6mo.)	Full Year	1Q	2Q (6mo.)	Full Year Forecast
Video Game	12.7	18.7	3.8	6.9	12.2	0.3	5.3	18.0
Electrical-Mechanical Games	3.4	5.0	0.8	2.1	4.1	0.6	1.3	4.8
Medal Games	2.3	2.8	0.5	0.6	3.5	0	0.3	4.2
Other	12.8	16.5	3.6	7.4	18.1	3.9	10.6	15.5
Machine Sales Total	31.2	43.0	8.7	17.0	37.9	4.8	17.5	42.5
Prize Sales	20.7	25.5	5.9	14.8	28.5	6.0	14.5	28.0
Total	51.9	68.5	14.6	31.8	66.4	10.8	32.0	70.5

[Overseas]

	billions of yen							
	FY11.3	FY12.3	FY13.3			FY14.3		
	Full Year	Full Year	1Q	2Q (6mo.)	Full Year	1Q	2Q (6mo.)	Full Year Forecast
NAMCO America and NAMCO Europe Machine Sales Total	4.1	4.9	0.9	1.9	5.4	1.0	3.0	7.0

Note: Figures include transactions among Group Companies

Amusement Facility Business

【Number of facilities】

			FY11.3	FY12.3	FY13.3			FY14.3		
			Full Year	Full Year	1Q	2Q (6mo.)	Full Year	1Q	2Q (6mo.) Forecasts	Full Year Forecasts
Directly Managed Facilities	Japan	Start of term	223	217	217	211	211	216	216	216
		Openings	5	10	2	5	8	3	4	10
		Closures	11	16	1	3	3	0	0	2
		Increase/ Decrease	-6	-6	1	2	5	3	4	8
		End of term	217	211	218	213	216	219	220	224
	U.S.	Start of term	41	29	29	22	22	20	20	20
		Openings	0	0	0	1	1	0	0	0
		Closures	12	7	4	3	3	0	0	0
		Increase/ Decrease	-12	-7	-4	-2	-2	0	0	0
		End of term	29	22	25	20	20	20	20	20
	Europe	Start of term	14	12	12	12	12	11	11	11
		Openings	0	0	0	0	0	0	0	0
		Closures	2	0	0	0	1	0	1	1
		Increase/ Decrease	-2	0	0	0	-1	0	-1	-1
		End of term	12	12	12	12	11	11	10	10
	Asia	Start of term	11	10	10	10	10	7	7	7
		Openings	2	2	0	0	0	0	0	3
		Closures	3	2	1	0	3	0	1	2
		Increase/ Decrease	-1	0	-1	0	-3	0	-1	1
		End of term	10	10	9	10	7	7	6	8
Total	Start of term	289	268	268	255	255	254	254	254	
	Openings	7	12	2	6	9	3	4	13	
	Closures	28	25	6	6	10	0	2	5	
	Increase/ Decrease	-21	-13	-4	0	-1	3	2	8	
	End of term	268	255	264	255	254	257	256	262	
Revenue- sharing Facilities	Japan	19	14	19	14	11	11	11	11	
	U.S.	792	973	862	983	987	992	1,030	1,060	
	Europe	1	1	1	1	2	2	6	6	
	Asia	19	20	21	23	15	16	19	69	
	Total	831	1,008	903	1,021	1,015	1,021	1,066	1,146	
Others	Total	3	2	3	2	2	2	3	3	
Facilities Total			1,102	1,265	1,170	1,278	1,271	1,280	1,325	1,411

【Same store sales year on year (Japan)】

	Apr.	May	Jun.	1Q (3mo.)	2Q (6mo.)	Full Year
FY2014.3	92.3%	90.8%	97.6%	93.4%	Forecast 97%	Forecast 98%
FY2013.3	95.0%	87.9%	98.9%	93.5%	94.6%	95.5%
FY2012.3	109.4%	108.2%	105.8%	107.9%	103.3%	100.1%
FY2011.3	98.3%	93.6%	97.4%	96.3%	99.0%	101.0%