



NAMCO BANDAI Holdings Inc.

Financial Highlights for the Third 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	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)	% vs. prior year	Full Year Forecasts	% vs. prior year
Net Sales	459,132	460,473	426,399	378,547	394,178	454,210	222,610	128,027	350,637	487,241		228,528	139,598	368,126	105.0%	485,000	99.5%
Gross Profit	168,079	164,072	146,023	128,753	139,414	167,502	88,308	50,228	138,536	183,078		90,895	53,112	144,007	103.9%	184,000	100.5%
Operating Income	42,224	33,411	22,348	1,883	16,338	34,606	27,753	16,441	44,194	48,642		26,389	16,393	42,782	96.8%	45,000	92.5%
Recurring Income	45,615	36,198	24,513	1,907	16,399	34,960	28,050	16,995	45,046	49,972		28,553	17,143	45,696	101.4%	46,500	93.1%
Net Income	24,252	32,679	11,830	-29,928	1,848	19,303	17,320	10,675	27,995	32,383		19,607	10,095	29,702	106.1%	25,500	78.7%

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	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)	% vs. prior year	Full Year Forecasts	% vs. prior year
Toys and Hobby	185,586	180,164	165,725	148,843	158,374	177,994	80,411	48,867	129,279	172,977		80,791	55,718	136,509	105.6%	180,000	104.1%
Content	194,683	194,666	184,529	167,471	179,917	225,503	116,686	68,211	184,898	263,595		123,055	74,733	197,788	107.0%	260,000	98.6%
Amusement Facility	88,196	89,829	77,269	65,362	62,337	61,032	29,872	13,973	43,845	60,185		29,229	13,838	43,067	98.2%	58,000	96.4%
Other	20,900	19,809	19,009	15,790	18,503	27,482	12,867	6,652	19,520	25,788		12,871	7,514	20,385	104.4%	24,000	93.1%
Elimination and Corporate	-30,234	-23,997	-20,133	-18,921	-24,953	-37,801	-17,227	-9,678	-26,905	-35,305		-17,418	-12,205	-29,623	-	-37,000	-
Total	459,132	460,473	426,399	378,547	394,178	454,210	222,610	128,027	350,637	487,241		228,528	139,598	368,126	105.0%	485,000	99.5%

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	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	13,812	16,112	6,451	6,077	12,529	11,255	6.5%	5,434	6,172	11,606	8.5%	92.6%	11,000	6.1%	97.7%
Content	21,887	19,530	11,648	-7,760	3,092	17,003	20,136	10,846	30,982	36,438	13.8%	21,763	10,815	32,578	16.5%	105.2%	35,000	13.5%	96.1%
Amusement Facility	4,004	1,631	393	284	1,778	2,380	1,051	-110	940	1,683	2.8%	-146	-535	-681	-	-	-500	-	-
Other	1,017	753	565	322	810	2,050	1,289	442	1,732	1,692	6.6%	869	698	1,567	7.7%	90.5%	1,500	6.3%	88.7%
Elimination and Corporate	-2,088	-2,813	-1,792	-1,749	-3,156	-2,941	-1,175	-814	-1,989	-2,427	-	-1,531	-757	-2,288	-	-	-2,000	-	-
Total	42,224	33,411	22,348	1,883	16,338	34,606	27,753	16,441	44,194	48,642	10.0%	26,389	16,393	42,782	11.6%	96.8%	45,000	9.3%	92.5%

* 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	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)	% vs. prior year	Full Year Forecasts	% vs. prior year	
Japan	356,248	346,736	319,535	286,209	312,356	378,395	189,332	108,311	297,644	406,186		197,478	119,730	317,208	106.6%	406,000	100.0%	
Americas	52,315	52,623	48,337	29,269	28,021	24,313	13,068	6,792	19,861	33,635		10,485	6,657	17,142	86.3%	27,000	80.3%	
Europe	37,763	46,387	45,004	45,955	37,023	33,366	11,749	7,538	19,288	28,251		11,549	7,294	18,843	97.7%	30,500	108.0%	
Asia	12,805	14,726	13,522	17,112	16,777	18,134	8,460	5,384	13,844	19,167		9,016	5,916	14,932	107.9%	21,500	112.2%	
Elimination and Corporate	-	-	-	-	-	-	-	-	-	-		-	-	-	-	-	-	-
Total	459,132	460,473	426,399	378,547	394,178	454,210	222,610	128,027	350,637	487,241		228,528	139,598	368,126	105.0%	485,000	99.5%	

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	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	23,578	38,373	28,191	16,163	44,354	49,851	12.3%	28,558	18,346	46,904	14.8%	105.7%	50,200	12.4%	100.7%
Americas	3,376	2,318	872	-3,324	-5,658	-2,876	290	531	821	794	2.4%	-530	-1,721	-2,251	-	-	-2,600	-	-
Europe	5,253	6,830	6,248	-388	-1,221	-1,720	62	182	244	-569		-292	-434	-726	-	-	-300	-	-
Asia	2,730	2,854	2,289	2,768	2,409	3,242	1,064	284	1,348	1,814	9.5%	609	974	1,583	10.6%	117.4%	1,200	5.6%	66.2%
Elimination and Corporate	-2,263	-3,072	-2,926	-2,708	-2,770	-2,413	-1,855	-719	-2,574	-3,248	-	-1,956	-771	-2,727	-	-	-3,500	-	-
Total	42,224	33,411	22,348	1,883	16,338	34,606	27,753	16,441	44,194	48,642	10.0%	26,389	16,393	42,782	11.6%	96.8%	45,000	9.3%	92.5%

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	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)	% vs. prior year	Full Year Forecasts	% vs. prior year
Capital Investments	20,331	19,757	14,658	11,587	10,768	12,808	7,508	6,345	13,853	18,535		10,925	5,883	16,808	121.3%	21,500	116.0%
Depreciation	21,200	24,796	22,545	18,988	18,000	18,142	8,587	5,459	14,047	20,415		9,118	5,933	15,051	107.1%	21,500	105.3%
R&D Investments	32,116	34,934	33,864	38,525	40,102	41,193	20,472	11,924	32,396	43,194		23,322	13,633	36,955	114.1%	44,000	101.9%
Advertising Expenses	31,031	30,549	28,409	29,514	28,782	33,384	14,375	7,986	22,361	32,600		14,854	9,530	24,384	109.0%	35,500	108.9%
Personnel Expenses	36,024	37,280	35,004	39,201	40,357	43,546	20,925	11,207	32,133	45,797		22,827	11,840	34,667	107.9%	45,000	98.3%

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

	FY11.3	FY12.3	FY13.3		FY14.3	
	Full Year	Full Year	3Q (9 mo.)	Full Year	3Q (9 mo.)	Full Year Forecasts
Mobile Suit Gundam	38.2	44.7	46.1	65.2	54.4	69.3
KAMEN RIDER	26.4	31.9	25.8	34.0	23.8	29.8
Power Rangers	13.7	20.2	13.3	20.8	19.0	25.8
ONE PIECE	15.4	28.8	24.1	33.9	21.7	26.4
Aikatsu!	0	0	0.9	1.8	11.7	14.1
DRAGON BALL	8.3	11.8	4.9	8.9	7.3	11.7
Pretty Cure	13.6	11.5	8.1	11.6	6.9	10.2

Toys and Hobby Business

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

billion yen

	FY11.3	FY12.3	FY13.3		FY14.3	
	Full Year	Full Year	3Q (9 mo.)	Full Year	3Q (9 mo.)	Full Year Forecasts
KAMEN RIDER	23.0	28.3	21.2	27.1	17.2	21.5
Mobile Suit Gundam	13.4	15.6	12.3	16.5	14.1	18.0
Power Rangers	9.2	13.0	6.5	9.6	11.0	14.0
Aikatsu!	0	0	0.6	1.5	9.9	12.0
Anpanman	8.6	9.6	7.4	10.0	7.5	10.0
Pretty Cure	12.5	10.7	7.5	10.6	6.5	9.5
DRAGON BALL	2.7	4.4	3.4	4.8	4.9	6.0
ONE PIECE	6.8	11.2	6.6	8.3	4.1	4.5
Ultraman	2.8	1.8	1.6	2.0	2.4	3.5
Battle Spirits	3.4	4.8	3.2	4.2	2.4	3.0

【Digital Card Game Machine: installed units】

As of end of December 2013: 30,190 units (Japan)

Content Business

【Sales by category】

billion yen

	FY11.3	FY12.3	FY13.3		FY14.3	
	Full Year	Full Year	3Q (9mo.)	Full Year	3Q (9mo.)	Full Year Forecasts
Arcade Game Machine	56.0	73.4	49.0	71.8	49.4	77.5
Game Software	81.2	86.0	58.9	84.4	59.4	79.5
Others, elimination	42.7	66.1	77.0	107.3	88.9	103.0
Total	179.9	225.5	184.9	263.5	197.7	260.0

* Others, elimination: Network, Visual and music content, etc.

1) Home Video Game Software

【Home video game software titles and unit sales】

	FY13.3			
	3Q (9mo.)		Full Year	
	# of Titles	Unit Sales (million)	# of Titles	Unit Sales (million)
Japan	100	790	149	943
U.S.	38	578	62	960
Europe	36	364	71	554
Group Total	174	1,733	282	2,458
Localized versions	105		185	

※After elimination of localized versions

Group Total	69	1,733	97	2,458
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	FY14.3			
	3Q (9mo.)		Full Year Forecasts	
	# of Titles	Unit Sales (million)	# of Titles	Unit Sales (million)
Japan	103	776	140	890
U.S.	30	449	48	720
Europe	26	319	28	560
Group Total	159	1,545	216	2,170
Localized versions	104		129	

※After elimination of localized versions

Group Total	55	1,548	87	2,170
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【FY14.3: 3Q Main Game Titles】

Title Name	Platform	Region	Unit Sales (million)
GOD EATER 2	PSP/PSV	J	63
JoJo's Bizarre Adventure All Star Battle	PS3	J	55
Disney MAGIC CASTLE MY HAPPY LIFE	3DS	J	47
GUNDAM BREAKER	PS3/PSV	J	40

2) Arcade Game Machines

【Sales Breakdown】

【Japan】

billion yen

Product Category	FY11.3	FY12.3	FY13.3		FY14.3	
	Full Year	Full Year	3Q (9mo.)	Full Year	3Q (9mo.)	Full Year Forecasts
Video Game	12.7	18.7	8.4	12.2	8.0	18.6
Electrical-Mechanical Games	3.4	5.0	2.7	4.1	2.1	3.4
Medal Games	2.3	2.8	1.7	3.5	1.2	3.4
Other	12.8	16.5	11.5	18.1	13.3	17.1
Machine Sales Total	31.2	43.0	24.3	37.9	24.6	42.5
Prize Sales	20.7	25.5	21.9	28.5	21.5	28.0
Total	51.9	68.5	46.2	66.4	46.1	70.5

【Overseas】

billion yen

	FY11.3	FY12.3	FY13.3		FY14.3	
	Full Year	Full Year	3Q (9mo.)	Full Year	3Q (9mo.)	Full Year Forecasts
NAMCO America and NAMCO Europe Machine Sales Total	4.1	4.9	2.7	5.4	3.3	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	3Q (9mo.)	Full Year	3Q (9mo.)	Full Year Forecasts	
Directly Managed Facilities	Japan	Start of term	223	217	211	211	216	216
		Openings	5	10	7	8	9	12
		Closures	11	16	3	3	0	16
		Increase/ Decrease	-6	-6	4	5	9	-4
		End of term	217	211	215	216	225	212
	U.S.	Start of term	41	29	22	22	20	20
		Openings	0	0	1	1	0	0
		Closures	12	7	3	3	0	0
		Increase/ Decrease	-12	-7	-2	-2	0	0
		End of term	29	22	20	20	20	20
	Europe	Start of term	14	12	12	12	11	11
		Openings	0	0	0	0	0	0
		Closures	2	0	1	1	1	2
		Increase/ Decrease	-2	0	-1	-1	-1	-2
		End of term	12	12	11	11	10	9
	Asia	Start of term	11	10	10	10	7	7
		Openings	2	2	0	0	2	2
		Closures	3	2	1	3	1	1
		Increase/ Decrease	-1	0	-1	-3	1	1
		End of term	10	10	9	7	8	8
Total	Start of term	289	268	255	255	254	254	
	Openings	7	12	8	9	11	14	
	Closures	28	25	8	10	2	19	
	Increase/ Decrease	-21	-13	0	-1	9	-5	
	End of term	268	255	255	254	263	249	
Revenue- sharing Facilities	Japan	19	14	12	11	10	10	
	U.S.	792	973	999	987	1,009	1,013	
	Europe	1	1	2	2	3	12	
	Asia	19	20	11	15	19	19	
	Total	831	1,008	1,024	1,015	1,041	1,054	
Others	Total	3	2	2	2	4	4	
Facilities Total		1,102	1,265	1,281	1,271	1,308	1,307	

【Same store sales year on year (Japan)】

	Apr.	May	Jun.	1Q (3mo.)	Jul.	Aug.	Sep.	2Q (3mo.)	1st Half
FY2014.3	92.3%	90.8%	97.6%	93.6%	92.4%	99.3%	93.9%	95.6%	94.6%
FY2013.3	95.0%	87.9%	98.9%	93.5%	95.5%	94.3%	97.1%	95.5%	94.6%
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%

	Oct.	Nov.	Dec.	3Q (3mo.)	3Q (9mo.)	Jan.	Feb.	Mar.	4Q (3mo.)	2nd Half	Full Year
FY2014.3	91.4%	93.2%	94.2%	93.0%	94.1%	-	-	-	Forecasts 96%	Forecasts 95%	Forecasts 95%
FY2013.3	88.1%	97.0%	98.5%	94.5%	94.6%	98.0%	102.2%	95.7%	98.3%	96.4%	95.5%
FY2012.3	99.8%	99.7%	97.6%	98.9%	101.9%	92.4%	85.3%	107.5%	94.9%	96.8%	100.1%
FY2011.3	111.2%	99.8%	104.1%	105.0%	100.9%	101.8%	110.3%	93.3%	101.3%	103.1%	101.0%