



BANDAI NAMCO Holdings Inc.

Financial Highlights for the Third Quarter of the Fiscal Year Ending March 2015

BANDAI NAMCO Holdings Inc.: Consolidated Financial Results

Summary of Income Statement

(millions of yen)

	FY2008.3	FY2009.3	FY2010.3	FY2011.3	FY2012.3	FY2013.3	FY2014.3				FY2015.3						
	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	460,473	426,399	378,547	394,178	454,210	487,241	228,528	139,598	368,126	507,679		259,333	149,843	409,176	111%	520,000	102%
Gross Profit	164,072	146,023	128,753	139,414	167,502	183,078	90,895	53,112	144,007	190,829		103,659	55,714	159,373	111%	197,000	103%
Operating Income	33,411	22,348	1,883	16,338	34,606	48,642	26,389	16,393	42,782	44,672		31,875	15,764	47,639	111%	50,000	112%
Recurring Income	36,198	24,513	1,907	16,399	34,960	49,972	28,553	17,143	45,696	47,456		33,389	16,837	50,226	110%	52,000	110%
Net Income	32,679	11,830	-29,928	1,848	19,303	32,383	19,607	10,095	29,702	25,054		21,272	10,691	31,963	108%	30,000	120%

Net Sales by Segment

(millions of yen)

	FY2008.3	FY2009.3	FY2010.3	FY2011.3	FY2012.3	FY2013.3	FY2014.3				FY2015.3						
	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	180,164	165,725	148,843	158,374	177,994	172,977	80,791	55,718	136,509	186,390		106,366	72,790	179,156	131%	210,000	113%
Content	194,666	184,529	167,471	179,917	225,503	263,595	123,055	74,733	197,788	278,408		130,449	65,475	195,924	99%	270,000	97%
Amusement Facility	89,829	77,269	65,362	62,337	61,032	60,185	29,229	13,838	43,067	58,199		27,933	13,158	41,092	95%	58,000	100%
Other	19,809	19,009	15,790	18,503	27,482	25,788	12,871	7,514	20,385	27,350		13,487	7,268	20,756	102%	25,000	91%
Elimination and Corporate	△ 23,997	△ 20,133	△ 18,921	△ 24,953	△ 37,801	△ 35,305	△ 17,418	-12,205	-29,623	△ 42,670		△ 18,903	△ 8,847	△ 27,752	-	△ 43,000	-
Total	460,473	426,399	378,547	394,178	454,210	487,241	228,528	139,598	368,126	507,679		259,333	149,844	409,176	111%	520,000	102%

Operating Income by Segment

(millions of yen)

	FY2008.3	FY2009.3	FY2010.3	FY2011.3	FY2012.3	FY2013.3	FY2014.3				FY2015.3							
	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
Toys and Hobby	14,309	11,533	10,786	13,812	16,112	11,255	5,434	6,172	11,606	10,510	5.6%	9,721	9,739	19,460	10.9%	16,000	7.6%	152%
Content	19,530	11,648	-7,760	3,092	17,003	36,438	21,763	10,815	32,578	37,248	13.4%	22,104	6,285	28,389	14.5%	35,000	13.0%	94%
Amusement Facility	1,631	393	284	1,778	2,380	1,683	△ 146	△ 535	△ 681	△ 897	-	△ 161	△ 738	△ 899	-	△ 500	-0.9%	-
Other	753	565	322	810	2,050	1,692	869	698	1,567	1,646	6.0%	928	637	1,565	7.5%	1,500	6.0%	91%
Elimination and Corporate	-2,813	-1,792	-1,749	-3,156	-2,941	-2,427	△ 1,531	△ 757	△ 2,288	△ 3,834	-	△ 716	△ 158	△ 875	-	△ 2,000	4.7%	-
Total	33,411	22,348	1,883	16,338	34,606	48,642	26,389	16,393	42,782	44,672	0.0%	31,875	15,765	47,640	11.6%	50,000	9.6%	112%

* 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)

	FY2008.3	FY2009.3	FY2010.3	FY2011.3	FY2012.3	FY2013.3	FY2014.3				FY2015.3							
	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	346,736	319,535	286,209	312,356	378,395	406,186	197,478	119,730	317,208	426,695		219,121	124,506	343,627	108%	433,000	101%	
Americas	52,623	48,337	29,269	28,021	24,313	33,635	10,485	6,657	17,142	27,408		14,435	8,903	23,337	136%	31,500	115%	
Europe	46,387	45,004	45,955	37,023	33,366	28,251	11,549	7,294	18,843	28,203		13,351	8,557	21,908	116%	32,000	113%	
Asia	14,726	13,522	17,112	16,777	18,134	19,167	9,016	5,916	14,932	25,373		12,426	7,878	20,304	136%	23,500	93%	
Elimination and Corporate	-	-	-	-	-	-	-	-	-	-		-	-	-	-	-	-	-
Total	460,473	426,399	378,547	394,178	454,210	487,241	228,528	139,598	368,126	507,679		259,333	149,844	409,176	111%	520,000	102%	

Reference: Operating Income by Region

(millions of yen)

	FY2008.3	FY2009.3	FY2010.3	FY2011.3	FY2012.3	FY2013.3	FY2014.3				FY2015.3							
	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
Japan	24,480	15,863	5,537	23,578	38,373	49,851	28,558	18,346	46,904	49,490	11.6%	30,169	16,304	46,473	13.5%	51,000	11.8%	103%
Americas	2,318	872	△ 3,324	△ 5,658	△ 2,876	794	△ 530	△ 1,721	△ 2,251	△ 2,606	-	1,354	△ 864	490	2.1%	500	1.6%	-
Europe	6,830	6,248	△ 388	△ 1,221	△ 1,720	△ 569	△ 292	△ 434	△ 726	△ 547	-	357	△ 354	3	0.0%	△ 1,000	-3.1%	-
Asia	2,854	2,289	2,768	2,409	3,242	1,814	609	974	1,583	1,800	0	1,490	1,242	2,732	13.5%	1,800	7.7%	100%
Elimination and Corporate	△ 3,072	△ 2,926	△ 2,708	△ 2,770	△ 2,413	△ 3,248	△ 1,956	△ 771	△ 2,727	△ 3,465	-	△ 1,495	△ 565	△ 2,060	-	△ 2,300	-	-
Total	33,411	22,348	1,883	16,338	34,606	48,642	26,389	16,393	42,782	44,672	0.0%	31,875	15,763	47,638	11.6%	50,000	9.6%	112%

Other Data

(millions of yen)

	FY2008.3	FY2009.3	FY2010.3	FY2011.3	FY2012.3	FY2013.3	FY2014.3				FY2015.3						
	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	19,757	14,658	11,587	10,768	12,808	18,535	10,925	5,883	16,808	23,460		8,538	6,941	15,479	92%	18,000	77%
Depreciation	24,796	22,545	18,988	18,000	18,142	20,415	9,118	5,933	15,051	21,725		10,427	6,293	16,720	111%	23,000	106%
R&D Investments	34,934	33,864	38,525	40,102	41,193	43,194	23,322	13,633	36,955	51,815		25,781	12,699	38,480	104%	48,000	93%
Advertising Expenses	30,549	28,409	29,514	28,782	33,384	32,600	14,854	9,530	24,384	38,083		17,011	10,818	27,829	114%	38,000	100%
Personnel Expenses	37,280	35,004	39,201	40,357	43,546	45,797	22,827	11,840	34,667	47,728		23,888	12,861	36,749	106%	48,000	101%

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

	FY12.3	FY13.3	FY14.3		FY15.3	
	Full Year	Full Year	3Q (9 mo.)	Full Year	3Q (9 mo.)	Full Year Forecasts
Mobile Suit Gundam	44.7	65.2	54.4	80.2	54.9	70.5
Yokai Watch	0.0	0.0	0.0	1.4	43.0	52.0
KAMEN RIDER	31.9	34.0	23.8	30.7	21.7	25.6
Power Rangers	20.2	20.8	19.1	25.3	17.6	23.1
ONE PIECE	28.8	33.9	21.7	26.8	16.7	24.1
DRAGON BALL	11.8	8.9	7.3	11.4	8.3	13.8
Aikatsu!	0	1.8	11.7	15.9	9.5	11.6
Anpanman	10.5	10.0	7.5	10.3	6.2	8.5
Pretty Cure	11.5	11.6	6.9	10.5	4.8	7.5

Toys and Hobby Business

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

billion yen

	FY12.3	FY13.3	FY14.3		FY15.3	
	Full Year	Full Year	3Q (9 mo.)	Full Year	3Q (9 mo.)	Full Year Forecasts
Yokai Watch	0	0	0	1.4	43.0	52.0
Mobile Suit Gundam	15.6	16.5	14.1	18.4	17.9	22.5
KAMEN RIDER	28.3	27.1	17.2	22.3	17.3	20.0
Power Rangers	13.0	9.6	11.0	14.4	8.8	11.0
Aikatsu!	0	1.5	9.9	13.0	7.4	9.0
Anpanman	9.6	10.0	7.5	10.3	6.2	8.5
Pretty Cure	10.7	10.6	6.5	9.8	4.5	7.0
DRAGON BALL	4.4	4.8	4.9	6.4	4.2	5.5
Ultraman	1.8	2.0	2.4	3.2	2.1	2.5
ONE PIECE	11.2	8.3	4.1	4.7	1.4	2.0

【Digital Card Sales Units】

million piece

	FY13.3	FY14.3		FY15.3	
	Full Year	3Q (9 mo.)	Full Year	3Q (9 mo.)	Full Year Forecasts
Digital Card Sales Units	246	214	306	216	300

Content Business

【Sales by category】

billion yen

	FY13.3	FY14.3		FY15.3	
	Full Year	3Q (9 mo.)	Full Year	3Q (9 mo.)	Full Year Forecasts
Arcade Game Machine	71.8	49.4	77.0	47.3	70.0
Game Software	84.4	59.4	84.9	56.0	80.0
Network Content	59.2	51.2	68.4	57.3	78.0
Visual & Music content	38.5	27.9	37.1	31.1	36.0

1) Home Video Game Software

【Home video game software titles and unit sales】

	FY14.3				FY15.3			
	3Q (9mo.)		Full Year		3Q (9 mo.)		Full Year Forecasts	
	# of Titles	Unit Sales (thousand)	# of Titles	Unit Sales (thousand)	# of Titles	Unit Sales (thousand)	# of Titles	Unit Sales (thousand)
Japan	103	7,769	136	8,879	66	4,062	100	7,400
Americas	30	4,495	43	7,640	31	3,859	45	6,500
Europe	26	3,194	28	5,765	37	6,586	59	7,100
Group Total	159	15,458	207	22,282	134	14,507	204	21,000
Localized versions	104		125		92		138	

※After elimination of localized versions

Group Total	55	15,458	82	22,282
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※After elimination of localized versions

Group Total	42	14,507	66	21,000
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【FY15.3 3Q: Main Game Titles】

Title Name	Platform	Region	Unit Sales (thousand)
NARUTO SHIPPUDEN: ULTIMATE NINJA STORM REVOLUTION	PS3/X360	J/US/E	870
ONE PIECE Unlimited World Red	PS3/PSV/WiiU/3DS	J/US/E	600
SWORD ART ONLINE Hollow Fragment	PSV	J/US/E	460
Super Robot Wars Z III	PS3/PSV	J	430

2) Arcade Game Machines

【Sales Breakdown】

【Japan】

billion yen

Product Category	FY13.3	FY14.3		FY15.3	
	Full Year	3Q (9 mo.)	Full Year	3Q (9 mo.)	Full Year Forecast
Video Game	12.2	8.0	18.5	5.2	13.2
Electrical-Mechanical Games	4.1	2.1	3.4	1.0	1.6
Medal Games	3.5	1.2	2.7	1.1	1.8
Other	18.1	13.3	18.6	12.7	18.4
Machine Sales Total	37.9	24.6	43.2	20.0	35.0
Prize	28.5	21.5	27.7	22.5	27.0
Total	66.4	46.1	70.9	42.5	62.0

【Overseas】

billion yen

	FY13.3	FY14.3		FY15.3	
	Full Year	3Q (9 mo.)	Full Year	3Q (9 mo.)	Full Year Forecast
U.S. and Europe Machine Sales Total	5.4	3.3	6.1	4.8	8.0

Note: Figures include transactions among Group Companies

Amusement Facility Business

【Number of facilities】

			Full Year	Full Year	3Q (9 mo.)	Full Year	3Q (9 mo.)	Full Year Forecast
Directly Managed Facilities	Japan	Start of term	217	211	216	216	211	211
		Openings	10	8	9	11	10	10
		Closures	16	3	0	16	14	19
		End of term	211	216	225	211	207	202
	U.S.	Start of term	29	22	20	20	19	19
		Openings	0	1	0	0	0	1
		Closures	7	3	0	1	0	0
		End of term	22	20	20	19	19	20
	Europe	Start of term	12	12	11	11	9	9
		Openings	0	0	0	0	0	0
		Closures	0	1	1	2	0	0
		End of term	12	11	10	9	9	9
	Asia	Start of term	10	10	7	7	8	8
		Openings	2	0	2	2	0	1
		Closures	2	3	1	1	3	3
		End of term	10	7	8	8	5	6
Total	Start of term	268	255	254	254	247	247	
	Openings	12	9	11	13	10	12	
	Closures	25	10	2	20	17	22	
	End of term	255	254	263	247	240	237	
Revenue-sharing Facilities	Japan		14	11	10	10	10	10
	U.S.		973	987	1,009	1,005	1,022	1,024
	Europe		1	2	3	12	13	13
	Asia		20	15	19	17	7	7
	Total		1,008	1,015	1,041	1,044	1,052	1,054
Others	Total		2	2	4	6	10	10
Facilities Total			1,265	1,271	1,308	1,297	1,302	1,301

【Same store sales year on year (Japan)】

	Apr.	May	Jun.	1Q (3mo.)	Jul.	Aug.	Sep.	2Q (3mo.)	1st Half
FY2015.3	89.4%	95.6%	87.7%	91.0%	89.9%	93.9%	84.8%	90.0%	90.5%
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%

	Oct.	Nov.	Dec.	3Q (3mo.)	3Q (9mo.)	Jan.	Feb.	Mar.	4Q (3mo.)	2nd Half	Full Year
FY2015.3	89.7%	99.3%	89.5%	92.6%	91.1%	-	-	-	-	94.0%	93.0%
FY2014.3	91.4%	93.2%	94.2%	93.0%	94.1%	95.2%	89.1%	93.9%	93.1%	93.1%	93.8%
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%