# NAMCO BANDAI Holdings Inc. 

# Consolidated Financial Report for the Second Quarter of the Fiscal Year Ending March 31, 2013 

November 2, 2012

## DISCLAIMER

- NAMCO BANDAI Holdings Inc. provides this translation for your reference and convenience only and without any warranty as to its accuracy or otherwise. In the event of any discrepancy, the original "Kessan Tanshin" in Japanese shall prevail.
- This document contains forward-looking statements that are based on management's estimates, assumptions and projections at the time of publication. A number of factors could cause actual results to differ materially from expectations.


# Consolidated Financial Report for the Second Quarter of the Fiscal Year Ending March 31, 2013 (Japanese GAAP) 

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Scheduled filing date of the quarterly security report: November 8, 2012
Scheduled starting date for dividend payments: December 10, 2012
The additional materials of the Financial Results for the Quarter: Yes
The information session of the Financial Results for the Quarter: Yes (for institutional investors and analysts)

* Figures are in millions of yen, rounded down

1. Consolidated Results for the Second Quarter of the Fiscal Year Ending March 31, 2013
(April 1, 2012 to September 30, 2012)
(1) Consolidated Operating Results (For the Six Months Ended September 30, 2012)
(Percentages indicate year-on-year changes.)

|  | Net sales |  | Operating income |  | Recurring income |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | ¥ million | \% | $¥$ million | \% | ¥ million | \% |
| Second Quarter of the Fiscal Year Ending March 31, 2013 | 222,610 | 14.6 | 27,753 | 76.1 | 28,075 | 75.7 |
| Second Quarter of the Fiscal Year Ended March 31, 2012 | 194,241 | 11.9 | 15,757 | 211.0 | 15,977 | 219.2 |


|  | Net income |  | Net income per share | Net income per share (diluted) |
| :---: | :---: | :---: | :---: | :---: |
|  | ¥ million | \% | ¥ | $\geq$ |
| Second Quarter of the Fiscal Year Ending March 31, 2013 | 17,320 | 115.8 | 78.84 | - |
| Second Quarter of the Fiscal Year Ended March 31, 2012 | 8,026 | - | 34.96 | - |

(Note) Comprehensive income: 16,145 million yen [68.5\%] (FY2013.3 2Q), 9,579 million yen [- \%] (FY2012.3 2Q)
(2) Consolidated Financial Position

|  | Total assets | Net assets | Equity ratio |
| :--- | ---: | ---: | ---: |
|  | $¥$ million | $¥$ million | $\%$ |
| As of September 30, 2012 | $\mathbf{3 3 4 , 6 0 6}$ | $\mathbf{2 2 6 , 0 3 9}$ | $\mathbf{6 7 . 1}$ |
| As of March 31, 2012 | 342,171 | 213,125 | 61.8 |

(Reference) Equity: 224,413 million yen (as of September 30, 2012), 211,443 million yen (as of March 31, 2012)
2. Cash Dividends

|  | Annual cash dividends |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: |
|  | End of <br> first quarter | End of <br> second quarter | End of <br> third quarter | Fiscal <br> year-end | Total |
| Fiscal Year Ended March 31, 2012 | - | $¥ 12.00$ | - | $¥ 14.00$ | $¥ 26.00$ |
| Fiscal Year Ending March 31, 2013 | - | $¥ 12.00$ |  |  |  |
| Fiscal Year Ending March 31, 2013 <br> (Projections) |  |  | - | $¥ 12.00$ | $¥ 24.00$ |

(Note) Revision to the projections of cash dividends for the Fiscal Year Ending March 31, 2013: No
3. Consolidated Projections for the Fiscal Year Ending March 31, 2013 (April 1, 2012 to March 31, 2013)
(Percentages indicate year-on-year changes.)

|  | Net sales |  | Operating income |  | Recurring income |  | Net income |  | Net income per share |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $¥$ million | \% | $¥$ million | \% | $¥$ million | \% | $¥$ million | \% | $¥$ |
| Full Fiscal Year | 455,000 | 0.2 | 40,000 | 15.6 | 40,000 | 14.4 | 23,000 | 19.1 | 104.69 |

(Note) Revision to the projections: Yes
Consolidated projections for the full fiscal year ending March 31, 2013 (announced on August 2, 2012) are revised in this document.

## * Notes

(1) Changes in Significant Subsidiaries during the Period
(Changes in Specified Subsidiaries Resulting in the Change in Scope of Consolidation): Yes
Included: - company Excluded: 1 company (NAMCO BANDAI Partners S.A.S.)
(Note) For more details, please refer to the section of "(1) Changes in Significant Subsidiaries during the Period" of " 2 . Matters Regarding Summary Information (Notes)" on page 5 of the attached material.
(2) Application of Special Accounting for Preparing the Quarterly Consolidated Financial Statements: Yes
(Note) For more details, please refer to the section of "(2) Application of Special Accounting for Preparing the Quarterly Consolidated Financial Statements" of "2. Matters Regarding Summary Information (Notes)" on page 5 of the attached material.
(3) Changes in Accounting Policies, Changes in Accounting Estimation and Restatement
a) Changes in accounting policies due to revisions to accounting standards and other regulations: Yes
b) Changes in accounting policies due to revisions to other reasons: No
c) Changes in accounting estimation: Yes
d) Restatement: No
(Note) These items fall in those set forth in Article 10-5 of the Ordinance on Terminology, Forms, and Preparation Methods of Quarterly Consolidated Financial Statements. For more details, please refer to the section of "(3) Changes in Accounting Policies, Changes in Accounting Estimation and Restatement" of "2. Matters Regarding Summary Information (Notes)" on page 5 of the attached material.
(4) Number of Issued Shares (Common Stock)
a) Total number of issued shares at the end of the period (including treasury stock)

As of September 30, 2012 222,000,000 shares
As of March 31, 2012 222,000,000 shares
b) Number of shares of treasury stock at the end of the period

As of September 30, 2012 2,308,750 shares
As of March 31, $2012 \quad$ 2,308,176 shares
c) Average number of shares during the period (cumulative from the beginning of the fiscal year)

For the Second Quarter of the Fiscal Year ending March 31, 2013 219,691,505 shares
For the Second Quarter of the Fiscal Year ended March 31, 2012 229,592,993 shares

* Implementation status of quarterly review

This Consolidated Financial Report for the Second Quarter was exempt from quarterly review which was based on Financial Instruments and Exchange Law of Japan. As of the second quarter disclosing, quarterly review for the quarterly financial statements are under way.

* Explanation on appropriate use of the projections of business results, etc.
- Forward-Looking Statements:

Forward-looking statements that have been released prior to this document are based on management's estimates, assumptions, projections and information available at the time of its publications and do not purport to be a promise by the Company to achieve such results. A number of factors could cause actual results to differ materially from expectations. Please refer to the section of "(3) Qualitative Information Regarding Consolidated Projections" of "1. Qualitative Information Regarding Consolidated Results for the Second Quarter" on page 4 of the attached material for matters pertaining to the earnings projections.

- To obtain the additional materials:

The additional materials of the Financial Results for the Quarter will be posted on the Company's website on November 2, 2012.

## Attached Material

## Index

1. Qualitative Information Regarding Consolidated Results for the Second Quarter ..... 2
(1) Qualitative Information Regarding Consolidated Operating Results ..... 2
(2) Qualitative Information Regarding Consolidated Financial Position ..... 3
(3) Qualitative Information Regarding Consolidated Projections ..... 4
2. Matters Regarding Summary Information (Notes) ..... 5
(1) Changes in Significant Subsidiaries during the Period ..... 5
(2) Application of Special Accounting for Preparing the Quarterly Consolidated Financial Statements ..... 5
(3) Changes in Accounting Policies, Changes in Accounting Estimation and Restatement ..... 5
(4) Additional Information ..... 5
3. Consolidated Financial Statements ..... 6
(1) Quarterly Consolidated Balance Sheets ..... 6
(2) Quarterly Consolidated Statements of Operations and Quarterly Consolidated Statements of Comprehensive Income ..... 8
(Quarterly Consolidated Statements of Operations) ..... 8
(Quarterly Consolidated Statements of Comprehensive Income) ..... 9
(3) Notes on Premise of Going Concern ..... 10
(4) Notes on Significant Changes in the Amount of Stockholders' Equity ..... 10
(5) Segment Information ..... 10

## 1. Qualitative Information Regarding Consolidated Results for the Second Quarter

## (1) Qualitative Information Regarding Consolidated Operating Results

During the second quarter (six months) of the fiscal year ending March 31, 2013, although there were signs of gradual recovery in the Japanese economy, overall economic conditions continued to be harsh, mainly because of a slowdown in overseas economies caused by financial instability in Europe and the rise in the yen. As for the entertainment industry, weak individual consumption and other factors have added further uncertainty to the outlook.

In this environment, the BANDAI NAMCO Group ("the Group") is implementing various measures aimed at mediumto long-term growth under the concept of "Empower, Gain Momentum, Accelerate Evolution," which is the vision of the Group's new Mid-term Plan, started in the current fiscal year.

On the business front, the Content Business made a substantial contribution to performance, particularly in network content by coordinated deployment revolving around IP (Intellectual Property) such as characters, while the Toys and Hobby Business performed steadily, mainly in long-established character toys, and made steady progress deploying the strategies of the Mid-term Plan.

Consequently, the Group's consolidated results for the second quarter (six months) were net sales of 222,610 million yen (year-on-year increase of 14.6\%), operating income of 27,753 million yen (year-on-year increase of $76.1 \%$ ), recurring income of 28,075 million yen (year-on-year increase of $75.7 \%$ ), and net income of 17,320 million yen (year-on-year increase of $115.8 \%$ ).

## Operating Results by Segment

## Toys and Hobby Business

In the Toys and Hobby Business, domestically, sales performed well due to coordinated sales of products in the variety of categories revolving around toys of long-established character products including the KAMEN RIDER series and SMILE PRETTY CURE!. Favorable sales were enjoyed for the Mobile Suit Gundam series, The Little Battlers plastic models, which became popular among elementary-school-age boys, and the highly collectable toys for adults. Although domestic performance was lower year on year in total, for reasons such as the latest Super Sentai series (POWER RANGERS series) not performing as well as the successful predecessor, and the recording of preparatory costs such as advertising expenses for the launch of new characters, the Group made steady progress deploying the strategies of the Mid-term Plan.

Overseas, amid efforts to improve profitability in North America and Europe, products of the Power Rangers series sold favorably. In the Asian region, plastic models and highly collectable toys for adults became popular in addition to character toys thanks to developments in conjunction with Japan.

As a result, net sales in the Toys and Hobby Business were 80,411 million yen (year-on-year decrease of $1.5 \%$ ), and segment income was 6,451 million yen (year-on-year decrease of 28.2\%).

## Content Business

In the Content Business, the network content area made a significant contribution to this business's performance mainly through social games such as the Mobile Suit Gundam series and ONE PIECE Grand Collection. In addition, arcade game machine sales were favorable, particularly Mobile Suit Gundam Extreme VS. Full Boost and prizes of popular characters. Also contributing to performance were visual and music content areas, which enjoyed favorable sales of Mobile Suit Gundam UC (Unicorn) and repeat sales of visual packages that were launched in previous years, as well as sales of LCD units for pachinko and pachi-slot machines. In home video game software, the Mobile Suit Gundam Battle Operation,
a download-only PlayStation 3 title, was popular in Japan, while there were contributions from sales of SOULCALIBUR V and NARUTO Shippuden: Ultimate Ninja Storm Generations for PlayStation 3 and Xbox 360 in the North American region.

As a result, net sales in the Content Business were 116,686 million yen (year-on-year increase of $34.6 \%$ ), and segment income was 20,136 million yen (year-on-year increase of 275.0\%).

## Amusement Facility Business

In the Amusement Facility Business, domestically, despite a steady performance mainly by differentiated facilities located in shopping centers that offer customers the opportunity to experience the distinctive worldview of specific characters, sales of existing facilities declined to $94.6 \%$ from the same period of the previous fiscal year, when we recorded high level of sales.

In the challenging market environment presented by countries outside Japan, results were roughly level with those of the same period of the previous fiscal year as a result of efficiency in operations from the selection and concentration of stores.

As a result, net sales in the Amusement Facility Business were 29,872 million yen (year-on-year decrease of 4.6\%), and segment income was 1,051 million yen (year-on-year decrease of $44.4 \%$ ).

Number of Facilities as of September 30, 2012

| Directly Managed <br> Facilities | Revenue-Sharing <br> Facilities | Others | Total |
| :---: | :---: | :---: | :---: |
| 255 | 1,021 | 2 | 1,278 |

## Other Businesses

Other Businesses consist of companies that conduct businesses such as logistics support, printing, and other kinds of administration and operational support for each of the Group's strategic business units. We are making efforts to manage such operations related to group support in an efficient manner.

As a result, net sales in the Other Businesses were 12,867 million yen (year-on-year increase of $11.7 \%$ ), and segment income was 1,289 million yen (year-on-year increase of 23.4\%).

## (2) Qualitative Information Regarding Consolidated Financial Position

At the end of the second quarter of the fiscal year ending March 31, 2013, total assets stood at 334,606 million yen, a decrease of 7,565 million yen from the end of the previous fiscal year. The main factors were decreases of 7,068 million yen in cash and time deposits mainly due to payments of cash dividends and income taxes, and 7,154 million yen in trade receivables, while there was an increase of 6,385 million yen in work in process.

Total liabilities amounted to 108,566 million yen, a decrease of 20,480 million yen from the end of the previous fiscal year. The main factors were decreases of 6,579 million yen in trade payables, 3,028 million yen in accrued income taxes mainly due to income taxes paid, 2,716 million yen in long-term borrowings and 1,254 million yen in short-term borrowings due to repayment, and 2,517 million yen in accrued employee bonuses included in other current liabilities mainly due to employee bonuses paid.

Total net assets stood at 226,039 million yen, an increase of 12,914 million yen from the end of the previous fiscal year.

The main factor was an increase of 14,243 million yen in retained earnings thanks to the recording of net income through favorable consolidated results, despite cash dividends paid of 3,077 million yen.

As a result, the equity ratio became $67.1 \%$ compared with $61.8 \%$ at the end of the previous fiscal year.

## (3) Qualitative Information Regarding Consolidated Projections

As for the future of the economy, the Group expects a difficult business environment to continue, including a weak individual consumption in Japan and an economic sluggishness in North America and Europe. Such factors are also expected to have an impact on the entertainment industry, in which the Group is extensively involved, resulting in ongoing uncertainty in this business environment.

Facing these circumstances, the Group started its three-year Mid-term Plan in the current fiscal year, and will steadily implement the strategies in this plan, aiming for medium- to long-term growth.

Specifically, in the Toys and Hobby Business, our plan for the Japanese market is to strengthen development through coordinated sales of products in the variety of categories revolving around long-established character toys, such as the KAMEN RIDER series and PRETTY CURE! series. In addition, while aiming for the position as the overwhelming No. 1 in Japan, we will introduce new products and services such as card games, plastic models for elementary school students, highly collectable toys for adults, and babies' and pre-school toys in order to broaden the variety of customers targeted. Overseas, the Group will strive to improve profitability by focusing on products of the mainstay content Power Rangers series by strengthening integrated brand management of North America and Europe. In the Asian region, the Group aims to achieve growth through developments in conjunction with Japan, focusing on plastic models and highly collectable toys for adults that are popular in Japan.

With respect to the Content Business, in the popular network contents, the Group aims to gain a firmer presence among social game users by achieving stable deployment of social games through the timely launch of new character games on various platforms. In arcade game machines, while strengthening development and sales of machines that provide new play experiences, we aim to achieve growth by establishing multiple sales channels and strengthening development aimed at the developing countries, including those in Asia. In home video game software, we aim to improve profitability through speedy launch of the second installment of TALES OF XILLIA for PlayStation 3, which achieved popularity in the previous fiscal year, as well as through a variety of lineup that caters for diverse customer preferences. In the visual and music content areas, we aim to maximize the value of our content by such means as to strengthen sales of visual package software through the creation of new IP (Intellectual Property) in addition to the popular Mobile Suit Gundam series.

In the Amusement Facility Business, in Japan, we will continue to promote the development of differentiated facilities that offer the experience of the Group's distinctive worldview of specific characters, while developing facilities and services aimed at each target customer through reinforcement of our marketing by customer segment. Overseas, we will strive to improve profitability by implementing various efficiency measures in North America and Europe.

In light of the favorable performance of the Content Business in Japan in the second quarter (six months) and more recently, the Group has revised its consolidated projections for the full fiscal year ending March 31, 2013 that was announced in the Consolidated Financial Report for the First Quarter of the Fiscal Year Ending March 31, 2013 on August 2, 2012. Please see page 5 for the details of the revision.

Revision to the consolidated projections for the full fiscal year
(April 1, 2012 to March 31, 2013)

|  | Net Sales <br> (¥ million) | Operating <br> Income <br> (¥ million) | Recurring <br> Income <br> $(¥$ million) | Net <br> Income <br> (¥ million) | Net Income <br> per Share |
| :--- | ---: | ---: | ---: | ---: | ---: |
| Previous projections (A) | 455,000 | 36,500 | 36,500 | 21,500 | 97.86 yen |
| Revised projections (B) | 455,000 | 40,000 | 40,000 | 23,000 | 104.69 yen |
| Change in amount (B-A) | 0 | 3,500 | 3,500 | 1,500 | - |
| Change (\%) | 0.0 | 9.6 | 9.6 | 7.0 | - |
| Reference: Results for the <br> previous fiscal year <br> (April 1, 2011 to March 31, 2012) | 454,210 | 34,606 | 34,960 | 19,303 | 85.62 yen |

## 2. Matters Regarding Summary Information (Notes)

## (1) Changes in Significant Subsidiaries during the Period

During the current second quarter, on September 28, 2012, a consolidated subsidiary NAMCO BANDAI Partners S.A.S. was merged into a consolidated subsidiary NAMCO BANDAI Games Europe S.A.S., and it became excluded from the scope of consolidation as a result.

## (2) Application of Special Accounting for Preparing the Quarterly Consolidated Financial Statements <br> Calculation of taxes

Taxes are calculated first by reasonably estimating the effective tax rate after applying tax effect accounting against income before income taxes and minority interests for the fiscal year including the current second quarter, and next by multiplying the quarterly income before income taxes and minority interests by such estimated effective tax rate.

## (3) Changes in Accounting Policies, Changes in Accounting Estimation and Restatement

Change in accounting policy that is difficult to distinguish from change in accounting estimation
Following the revision of the Corporation Tax Act, the Company and part of its domestic consolidated subsidiaries applied the depreciation method in compliance with the revised Corporation Tax Act to property, plant and equipment acquired on or after April 1, 2012 from the first quarter of the fiscal year ending March 31, 2013.

Consequently, operating income, recurring income, and income before income taxes and minority interests for the second quarter (six months) increased by 84 million yen, respectively, compared with the previous method.

## (4) Additional Information

## Application of consolidated taxation regime

Effective from April 1, 2012, the Company applied consolidated taxation regime.

## 3. Consolidated Financial Statements

## (1) Quarterly Consolidated Balance Sheets

( $¥$ million)

|  |  | ( $¥$ million) |
| :---: | :---: | :---: |
|  | Prior Fiscal Year <br> (As of March 31, 2012) | Current 2nd Quarter <br> (As of September 30, 2012) |
| Assets |  |  |
| Current assets |  |  |
| Cash and time deposits | 106,958 | 99,890 |
| Trade receivables | 69,102 | 61,947 |
| Finished goods and merchandise | 12,907 | 13,460 |
| Work in process | 19,417 | 25,803 |
| Raw materials and supplies | 4,714 | 4,949 |
| Other current assets | 28,497 | 28,082 |
| Allowance for doubtful receivables | (677) | (589) |
| Total current assets | 240,920 | 233,544 |
| Fixed assets |  |  |
| Property, plant and equipment | 44,500 | 45,408 |
| Intangible assets | 8,194 | 8,313 |
| Investments and other assets |  |  |
| Other investments and assets | 50,267 | 48,880 |
| Allowance for doubtful receivables | $(1,711)$ | $(1,540)$ |
| Total investments and other assets | 48,556 | 47,340 |
| Total fixed assets | 101,251 | 101,062 |
| Total assets | 342,171 | 334,606 |


|  | Prior Fiscal Year (As of March 31, 2012) | Current 2nd Quarter <br> (As of September 30, 2012) |
| :---: | :---: | :---: |
| Liabilities |  |  |
| Current liabilities |  |  |
| Trade payables | 48,742 | 42,162 |
| Short-term borrowings | 6,773 | 5,518 |
| Accrued income taxes | 9,360 | 6,331 |
| Provision | 2,980 | 1,865 |
| Other current liabilities | 40,091 | 34,229 |
| Total current liabilities | 107,946 | 90,108 |
| Long-term liabilities |  |  |
| Long-term borrowings | 12,883 | 10,166 |
| Accrued retirement and severance benefits | 3,140 | 3,408 |
| Other long-term liabilities | 5,075 | 4,882 |
| Total long-term liabilities | 21,099 | 18,457 |
| Total liabilities | 129,046 | 108,566 |
| Net assets |  |  |
| Stockholders' equity |  |  |
| Common stock | 10,000 | 10,000 |
| Additional paid-in capital | 52,245 | 52,245 |
| Retained earnings | 173,250 | 187,493 |
| Treasury stock | $(2,383)$ | $(2,384)$ |
| Total stockholders' equity | 233,112 | 247,354 |
| Accumulated other comprehensive income |  |  |
| Unrealized gains or losses on other securities, net of tax | 2,867 | 2,452 |
| Deferred gains or losses on hedges, net of tax | 229 | (35) |
| Land revaluation, net of tax | $(6,408)$ | $(6,408)$ |
| Foreign currency translation adjustments | $(18,357)$ | $(18,949)$ |
| Total accumulated other comprehensive income | $(21,669)$ | $(22,941)$ |
| Minority interests | 1,682 | 1,626 |
| Total net assets | 213,125 | 226,039 |
| Total liabilities and net assets | 342,171 | 334,606 |

(2) Quarterly Consolidated Statements of Operations and Quarterly Consolidated Statements of Comprehensive

Income
(Quarterly Consolidated Statements of Operations)

|  | ( $¥$ million) |  |
| :---: | :---: | :---: |
|  | Prior 2nd Quarter (From April 1, 2011 to September 30, 2011) | Current 2nd Quarter (From April 1, 2012 to September 30, 2012) |
| Net sales | 194,241 | 222,610 |
| Cost of sales | 119,004 | 134,302 |
| Gross profit | 75,236 | 88,308 |
| Selling, general and administrative expenses | 59,478 | 60,555 |
| Operating income | 15,757 | 27,753 |
| Non-operating income |  |  |
| Dividend income | 179 | 190 |
| Other non-operating income | 399 | 559 |
| Total non-operating income | 579 | 750 |
| Non-operating expenses |  |  |
| Interest expense | 47 | 86 |
| Foreign exchange loss | 146 | 318 |
| Other non-operating expenses | 165 | 22 |
| Total non-operating expenses | 360 | 428 |
| Recurring income | 15,977 | 28,075 |
| Extraordinary income |  |  |
| Gain on sales of fixed assets | 11 | 4 |
| Gain on transfer of business | 54 | - |
| Other extraordinary income | 6 | 0 |
| Total extraordinary income | 72 | 4 |
| Extraordinary loss |  |  |
| Loss on impairment of fixed assets | 8 | 152 |
| Other extraordinary loss | 994 | 185 |
| Total extraordinary loss | 1,002 | 337 |
| Income before income taxes and minority interests | 15,046 | 27,742 |
| Income taxes | 6,720 | 10,339 |
| Income before minority interests | 8,326 | 17,403 |
| Minority interests | 300 | 82 |
| Net income | 8,026 | 17,320 |

## (Quarterly Consolidated Statements of Comprehensive Income)

( $¥$ million)

|  | Prior 2nd Quarter <br> (From April 1, 2011 <br> to September 30, 2011) | Current 2nd Quarter (From April 1, 2012 to September 30, 2012) |
| :---: | :---: | :---: |
| Income before minority interests | 8,326 | 17,403 |
| Other comprehensive income |  |  |
| Unrealized gains or losses on other securities, net of tax | 1,165 | (411) |
| Deferred gains or losses on hedges, net of tax | (326) | (264) |
| Foreign currency translation adjustments | 459 | (579) |
| Share of other comprehensive income of associates accounted for using equity method | (45) | (1) |
| Total other comprehensive income | 1,253 | $(1,257)$ |
| Comprehensive income | 9,579 | 16,145 |
| Comprehensive income attributable to |  |  |
| Comprehensive income attributable to owners of the parent | 9,242 | 16,048 |
| Comprehensive income attributable to minority interests | 337 | 97 |

(3) Notes on Premise of Going Concern

Not applicable.
(4) Notes on Significant Changes in the Amount of Stockholders' Equity

Not applicable.
(5) Segment Information

## (Segment Information)

I. Prior 2nd Quarter (From April 1, 2011 to September 30, 2011)

1. Information regarding the amounts of net sales and income/loss by reportable segment

| (¥ million) |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Reportable Segments |  |  |  | Other <br> (Note 1) | Total | Adjustments <br> (Note 2) | Consolidated Total (Note 3) |
|  | Toys and Hobby Business | Content <br> Business | Amusement <br> Facility <br> Business | Subtotal |  |  |  |  |
| Net sales |  |  |  |  |  |  |  |  |
| To external customers | 79,082 | 79,973 | 31,283 | 190,339 | 3,901 | 194,241 | - | 194,241 |
| Inter-segment sales and transfers | 2,545 | 6,738 | 22 | 9,306 | 7,618 | 16,925 | $(16,925)$ | - |
| Total | 81,627 | 86,711 | 31,306 | 199,645 | 11,520 | 211,166 | $(16,925)$ | 194,241 |
| Segment income | 8,986 | 5,369 | 1,891 | 16,247 | 1,045 | 17,293 | $(1,535)$ | 15,757 |

Notes: 1. The "Other" category is a business segment not included in reportable segments under which operations such as logistics services and building management for each of the Group's strategic business units are classified.
2. Included in the 1,535 million yen deducted from segment income as adjustment are a deduction of 224 million yen in inter-segment eliminations, and a deduction of 1,310 million yen in corporate expenses that cannot be allocated to any reportable segment. The corporate expenses are mainly costs related to the administration division that has not been attributed to a reportable segment.
3. Segment income is adjusted with operating income in the quarterly consolidated statements of operations.
2. Information regarding loss on impairment of fixed assets and goodwill by reportable segment
(Material loss on impairment of fixed assets)
Not applicable.
(Material changes in the amount of goodwill)
Not applicable.
(Material gains on negative goodwill)
Not applicable.

## II. Current 2nd Quarter (From April 1, 2012 to September 30, 2012)

1. Information regarding the amounts of net sales and income/loss by reportable segment

| ( $¥$ million) |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Reportable Segments |  |  |  | Other (Note 1) | Total | Adjustments <br> (Note 2) | Consolidated <br> Total <br> (Note 3) |
|  | Toys and Hobby Business | Content Business | Amusement <br> Facility <br> Business | Subtotal |  |  |  |  |
| Net sales |  |  |  |  |  |  |  |  |
| To external customers | 76,752 | 111,030 | 29,839 | 217,622 | 4,988 | 222,610 | - | 222,610 |
| Inter-segment sales and transfers | 3,659 | 5,656 | 32 | 9,347 | 7,879 | 17,227 | $(17,227)$ | - |
| Total | 80,411 | 116,686 | 29,872 | 226,970 | 12,867 | 239,837 | $(17,227)$ | 222,610 |
| Segment income | 6,451 | 20,136 | 1,051 | 27,639 | 1,289 | 28,928 | $(1,175)$ | 27,753 |

Notes: 1. The "Other" category is a business segment not included in reportable segments under which operations such as logistics services and printing for each of the Group's strategic business units are classified.
2. Included in the 1,175 million yen deducted from segment income as adjustment are an addition of 381 million yen in inter-segment eliminations, and a deduction of 1,556 million yen in corporate expenses that cannot be allocated to any reportable segment. The corporate expenses are mainly costs related to the administration division that has not been attributed to a reportable segment.
3. Segment income is adjusted with operating income in the quarterly consolidated statements of operations.

## 2. Information regarding loss on impairment of fixed assets and goodwill by reportable segment

(Material loss on impairment of fixed assets)
Not applicable.
(Material changes in the amount of goodwill)
Not applicable.
(Material gains on negative goodwill)
Not applicable.

## 3. Changes in reportable segments etc.

Following the revision of the Corporation Tax Act, the Company and part of its domestic consolidated subsidiaries applied the depreciation method in compliance with the revised Corporation Tax Act to property, plant and equipment acquired on or after April 1, 2012, as described in the section of "(3) Changes in Accounting Policies, Changes in Accounting Estimation and Restatement, Change in accounting policy that is difficult to distinguish from change in accounting estimation" of "2. Matters Regarding Summary Information (Notes)," from the first quarter of the fiscal year ending March 31, 2013. As a result, the method of depreciation of reportable segments was changed to a method that is in compliance with the revised Corporation Tax Act.
In accordance with these changes, the amount of impact on the segment income of each reportable segment is as follows.

|  | Toys and Hobby <br> Business | Content Business | Amusement Facility Business | Subtotal | Other | Total | Adjustments <br> (Note) | Consolidated Total |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Segment income | 55 | 13 | 0 | 69 | 11 | 81 | 3 | 84 |

Note: Included in the 3 million yen added to segment income as adjustment are a deduction of 9 million yen in inter-segment eliminations, and an addition of 13 million yen in corporate expenses that cannot be allocated to any reportable segment.

