



**NAMCO BANDAI Holdings Inc.**  
Financial Highlights for the First Quarter  
of the Fiscal Year Ending March 2013

**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						
	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	88,241	194,241	454,210	108,695	123.2%	200,000	215,000	440,000	455,000	100.2%
Gross Profit	168,079	164,072	146,023	128,753	139,414	34,648	75,236	167,502	45,478	131.3%	72,000	80,500	159,000	167,500	100.0%
Operating Income	42,224	33,411	22,348	1,883	16,338	6,329	15,757	34,606	16,160	255.3%	13,500	20,000	30,000	36,500	105.5%
Recurring Income	45,615	36,198	24,513	1,907	16,399	6,605	15,977	34,960	16,475	249.4%	13,500	20,000	30,000	36,500	104.4%
Net Income	24,252	32,679	11,830	-29,928	1,848	3,248	8,026	19,303	10,225	314.8%	7,500	12,000	17,500	21,500	111.4%

Net Sales by Segment (millions of yen)

	FY2007.3	FY2008.3	FY2009.3	FY2010.3	FY2011.3	FY2012.3			FY2013.3						
	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	39,177	81,627	177,994	39,950	102.0%	78,000	78,000	170,000	170,000	95.5%
Content	194,683	194,666	184,529	167,471	179,917	35,604	86,711	225,503	56,968	160.0%	95,000	114,000	220,000	239,000	106.0%
Amusement Facility	88,196	89,829	77,269	65,362	62,337	14,740	31,306	61,032	13,892	94.2%	30,500	30,500	60,000	60,000	98.3%
Other	20,900	19,809	19,009	15,790	18,503	5,730	11,520	27,482	6,204	108.3%	11,000	11,000	25,000	25,000	91.0%
Elimination and Corporate	-30,234	-23,997	-20,133	-18,921	-24,953	-7,011	-16,925	-37,801	-8,321	-	-14,500	-18,500	-35,000	-39,000	-
Total	459,132	460,473	426,399	378,547	394,178	88,241	194,241	454,210	108,695	123.2%	200,000	215,000	440,000	455,000	100.2%

Operating Income by Segment (millions of yen)

	FY2007.3	FY2008.3	FY2009.3	FY2010.3	FY2011.3	FY2012.3				FY2013.3							
	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	5,037	8,986	16,112	9.1%	3,953	78.5%	6,500	6,500	15,000	15,000	8.8%	93.1%
Content	21,887	19,530	11,648	-7,760	3,092	519	5,369	17,003	7.5%	12,367	2380.0%	7,000	13,500	16,000	22,500	9.4%	132.3%
Amusement Facility	4,004	1,631	393	284	1,778	744	1,891	2,380	3.9%	6	0.9%	1,500	1,500	1,500	1,500	2.5%	63.0%
Other	1,017	753	565	322	810	557	1,045	2,050	7.5%	575	103.4%	500	500	1,000	1,000	4.0%	48.8%
Elimination and Corporate	-2,088	-2,813	-1,792	-1,749	-3,156	-530	-1,535	-2,941	-	-742	-	-2,000	-2,000	-3,500	-3,500	-	-
Total	42,224	33,411	22,348	1,883	16,338	6,329	15,757	34,606	7.6%	16,160	255.3%	13,500	20,000	30,000	36,500	8.0%	105.5%

\* 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						
	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	73,639	165,225	378,395	91,503	124.3%	166,500	181,500	357,000	372,000	98.3%
Americas	52,315	52,623	48,337	29,269	28,021	4,701	8,769	24,313	9,185	195.4%	13,500	13,500	36,000	36,000	148.1%
Europe	37,763	46,387	45,004	45,955	37,023	6,084	11,851	33,366	4,296	70.6%	12,500	11,500	32,000	32,000	95.9%
Asia	12,805	14,726	13,522	17,112	16,777	3,816	8,393	18,134	3,709	97.2%	7,500	8,500	15,000	15,000	82.7%
Elimination and Corporate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	459,132	460,473	426,399	378,547	394,178	88,241	194,241	454,210	108,695	123.2%	200,000	215,000	440,000	455,000	100.2%

Reference: Operating Income by Region (millions of yen)

	FY2007.3	FY2008.3	FY2009.3	FY2010.3	FY2011.3	FY2012.3				FY2013.3							
	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	8,284	19,209	38,373	10.1%	15,914	192.1%	13,900	20,400	29,800	36,300	9.8%	94.6%
Americas	3,376	2,318	872	-3,324	-5,658	-1,344	-2,382	-2,876	-	1,243	-	300	300	1,500	1,500	4.2%	-
Europe	5,253	6,830	6,248	-388	-1,221	-581	-1,533	-1,720	-	-488	-	300	300	500	500	1.6%	-
Asia	2,730	2,854	2,289	2,768	2,409	798	1,734	3,242	17.9%	539	67.6%	500	500	1,200	1,200	8.0%	37.0%
Elimination and Corporate	-2,263	-3,072	-2,926	-2,708	-2,770	-827	-1,270	-2,413	-	-1,048	-	-1,500	-1,500	-3,000	-3,000	-	-
Total	42,224	33,411	22,348	1,883	16,338	6,329	15,757	34,606	7.6%	16,160	255.3%	13,500	20,000	30,000	36,500	8.0%	105.5%

Other Data (millions of yen)

	FY2007.3	FY2008.3	FY2009.3	FY2010.3	FY2011.3	FY2012.3			FY2013.3						
	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	2,922	5,338	12,808	2,747	94.0%	5,500	5,500	11,000	11,000	85.9%
Depreciation	21,200	24,796	22,545	18,988	18,000	3,762	8,320	18,142	4,006	106.5%	8,500	8,500	18,500	18,500	102.0%
R&D Investments	32,116	34,934	33,864	38,525	40,102	9,055	19,086	41,193	9,482	104.7%	19,000	19,000	38,000	38,000	92.2%
Advertising Expenses	31,031	30,549	28,409	29,514	28,782	5,714	13,265	33,384	6,729	117.8%	13,000	14,000	32,500	32,500	97.4%
Personnel Expenses	36,024	37,280	35,004	39,201	40,357	9,803	20,880	43,546	10,107	103.1%	21,000	21,500	42,000	43,500	99.9%

Forward-looking Statements: This document contains figures that are based on the information currently available to management and estimates involving uncertain

## Group Total

【Net Sales by Character】

billions of yen

	FY10.3	FY11.3	FY12.3			FY13.3		
	Full Year	Full Year	1Q	2Q (6 mo.)	Full Year	1Q	2Q (6mo.) Forecasts	Full Year Forecasts
Mobile Suit Gundam	34.6	38.2	7.4	20.5	44.7	17.3	29.7	52.0
ONE PIECE	4.3	15.4	5.8	11.8	28.8	7.6	14.0	27.5
Masked Rider	20.0	26.4	7.1	14.9	31.9	7.2	12.5	27.0
Power Rangers	17.5	13.7	4.6	9.5	20.2	4.7	9.4	23.0
Pretty Cure	12.8	13.6	2.7	5.6	11.5	2.9	6.3	12.0
DRAGON BALL	12.5	8.3	1.7	4.1	11.8	1.8	3.1	8.5
BEN10	17.9	12.0	1.5	2.8	7.7	0.7	1.5	5.5

## Toys and Hobby Business

【Net Sales by Character (Japan)】

billions of yen

	FY10.3	FY11.3	FY12.3			FY13.3		
	Full Year	Full Year	1Q	2Q (6 mo.)	Full Year	1Q	2Q (6mo.) Forecasts	Full Year Forecasts
Masked Rider	17.5	23.0	6.7	13.3	28.3	6.1	10.0	22.0
Mobile Suit Gundam	14.4	13.4	2.8	6.5	15.6	4.4	7.5	15.0
Pretty Cure	11.9	12.5	2.6	5.2	10.7	2.8	6.0	11.5
Power Rangers	10.5	9.2	3.6	7.5	13.0	2.9	5.5	11.0
Anpanman	8.4	8.6	1.8	4.3	9.6	1.8	4.5	9.5
ONE PIECE	2.0	6.8	2.7	5.6	11.2	2.5	4.0	8.0
Battle Spirits	2.6	3.4	0.9	1.9	4.8	0.7	2.0	5.0
The Little Battlers	-	0.2	0.6	1.3	3.6	1.1	2.3	5.0
DRAGON BALL	3.3	2.7	0.9	2.1	4.4	1.0	2.0	4.0
Tamagotchi	2.0	2.9	0.9	1.6	4.0	0.5	1.5	3.5
TORIKO	-	-	0.5	1.2	2.3	0.3	1.0	2.5
Ultraman	3.1	2.8	0.3	0.8	1.8	0.4	1.0	2.0

【Digital Card Game Machine: installed units】

As of end of June 2012: 26,400 units (Japan)

## Content Business

【Sales by category】

billions of yen

	FY10.3	FY11.3	FY12.3			FY13.3		
	Full Year	Full Year	1Q	2Q (6mo.)	Full Year	1Q	2Q (6mo.) Forecasts	Full Year Forecasts
Arcade Game Machine	44.0	56.0	12.9	33.8	73.4	15.5	34.5	74.0
Game Software	77.0	81.2	10.4	28.0	86.0	13.8	29.5	80.0
Network Content	19.1	18.4	5.6	11.8	33.6	14.7	29.5	48.5
Others, elimination	27.3	24.3	6.7	13.1	32.5	13.0	20.5	36.5
<b>Total</b>	<b>167.4</b>	<b>179.9</b>	<b>35.6</b>	<b>86.7</b>	<b>225.5</b>	<b>57.0</b>	<b>114.0</b>	<b>239.0</b>

## 1) Home Video Game Software

### 【Home video game software titles and unit sales】

	FY2012.3					
	1Q		2Q (6mo.)		Full Year	
	# of Titles	Unit Sales (thousand)	# of Titles	Unit Sales (thousand)	# of Titles	Unit Sales (thousand)
Japan	14	1,438	44	4,201	146	11,506
(Home)	4	407	14	1,633	68	5,893
(Portable)	10	1,031	30	2,568	78	5,613
U.S.	6	1,138	13	1,915	43	5,944
(Home)	3	672	9	1,271	25	4,311
(Portable)	3	466	4	644	18	1,633
Europe	7	588	12	1,099	50	5,880
(Home)	3	296	6	531	29	4,123
(Portable)	4	292	6	568	21	1,757
Group Total	27	3,164	69	7,215	239	23,330
(Home)	10	1,375	29	3,435	122	14,327
(Portable)	17	1,789	40	3,780	117	9,003
Localized versions	16		41		150	

※After elimination of localized versions

Group Total	11	3,164	28	7,215	89	23,330
(Home)	3	1,375	8	3,435	31	14,327
(Portable)	8	1,789	20	3,780	58	9,003

	FY2013.3					
	1Q		2Q (6mo.) Forecasts		Full Year Forecasts	
	# of Titles	Unit Sales (thousand)	# of Titles	Unit Sales (thousand)	# of Titles	Unit Sales (thousand)
Japan	24	981	47	3,100	89	9,100
(Home)	7	270	13	637	30	3,620
(Portable)	17	711	34	2,463	59	5,480
U.S.	15	2,503	16	3,300	49	7,200
(Home)	9	2,003	10	2,628	33	5,630
(Portable)	6	500	6	672	16	1,570
Europe	7	545	13	1,600	39	3,700
(Home)	5	395	9	1,357	26	3,070
(Portable)	2	150	4	243	13	630
Group Total	46	4,029	76	8,000	177	20,000
(Home)	21	2,668	32	4,622	89	12,320
(Portable)	25	1,361	44	3,378	88	7,680
Localized versions	27		37		85	

※After elimination of localized versions

Group Total	19	4,029	39	8,000	92	20,000
(Home)	6	2,668	11	4,622	32	12,320
(Portable)	13	1,361	28	3,378	60	7,680

### 【FY2013.3 1Q: Main Game Titles】

Title Name	Platform	Region	Unit Sales (thousand)
SOUL CARIBUR V (*)	PS3・XB360	J/US/E	680
NARUTO ULTIMATE NINJA STORM GENERATIONS (*)	PS3・XB360	J/US/E	440
TORIKO GOURMET SURVIVAL 2	PSP	J	100

J: Japan US: United States E: Europe

\* These 2 titles were sold in the previous fiscal year in Europe and Japan.

- Cumulative unit sales of "SOUL CARIBUR V": 1,380K units

- Cumulative unit sales of "NARUTO ULTIMATE NINJA STORM GENERATIONS": 1,000K units

### 【Group Total By Platform】

Platform	FY2013.3 1Q	
	# of New Titles	Unit Sales (thousand)
PS3	5	1,305
Xb360		948
PSP	6	549
NDS	2	270
3DS	4	322
Wii	1	386
Others	1	220
Total	19	4,029

## 2) Arcade Game Machines

### 【Sales Breakdown】

[Japan]

Product Category	billions of yen							
	FY10.3	FY11.3	FY12.3			FY13.3		
	Full Year	Full Year	1Q	2Q (6mo.)	Full Year	1Q	2Q (6mo.) Forecasts	Full Year Forecasts
Video Game	8.7	12.7	1.0	6.9	18.7	3.8	8.4	17.2
Electrical-Mechanical Games	2.2	3.4	1.5	2.8	5.0	0.8	2.2	5.0
Medal Games	2.7	2.3	0.1	0.3	2.8	0.5	1.3	3.6
Other	12.1	12.8	3.2	8.2	16.5	3.6	7.1	16.2
Machine Sales Total	25.7	31.2	5.8	18.2	43.0	8.7	19.0	42.0
Prize Sales	14.7	20.7	5.4	12.7	25.5	5.9	13.5	26.0
Total	40.4	51.9	11.2	30.9	68.5	14.6	32.5	68.0

[Overseas]

	billion yen							
	FY10.3	FY11.3	FY12.3			FY13.3		
	Full Year	Full Year	1Q	2Q (6mo.)	Full Year	1Q	2Q (6mo.) Forecasts	Full Year Forecasts
NAMCO America and NAMCO Europe Machine Sales Total	3.6	4.1	1.7	2.9	4.9	0.9	2.0	6.0

Note: Figures include transactions among Group Companies

## Amusement Facility Business

【Number of facilities】

			FY10.3	FY11.3	FY12.3			FY13.3		
			Full Year	Full Year	1Q	2Q (6mo.)	Full Year	1Q	2Q (6mo.) Forecasts	Full Year Forecasts
Directly Managed Facilities	Japan	Start of term	238	223	217	217	217	211	211	211
		Openings	3	5	2	6	10	3	4	4
		Closures	18	11	1	11	16	3	4	4
		Increase/ Decrease	-15	-6	1	-5	-6	0	0	0
		End of term	223	217	218	212	211	211	211	211
	U.S.	Start of term	58	41	29	29	29	22	22	22
		Openings	0	0	0	0	0	0	0	0
		Closures	17	12	4	5	7	2	2	2
		Increase/ Decrease	-17	-12	-4	-5	-7	-2	-2	-2
		End of term	41	29	25	24	22	20	20	20
	Europe	Start of term	13	14	12	12	12	12	12	12
		Openings	1	0	0	0	0	0	0	0
		Closures	0	2	0	0	0	0	0	1
		Increase/ Decrease	1	-2	0	0	0	0	0	-1
		End of term	14	12	12	12	12	12	12	11
	Asia	Start of term	12	11	10	10	10	10	10	10
		Openings	1	2	0	1	2	0	0	1
		Closures	2	3	1	2	2	0	0	1
		Increase/ Decrease	-1	-1	-1	-1	0	0	0	0
		End of term	11	10	9	9	10	10	10	10
Total	Start of term	321	289	268	268	268	255	255	255	
	Openings	5	7	2	7	12	3	4	5	
	Closures	37	28	6	18	25	5	6	8	
	Increase/ Decrease	-32	-21	-4	-11	-13	-2	-2	-3	
	End of term	289	268	264	257	255	253	253	252	
Revenue- sharing Facilities	Japan	20	19	19	12	14	14	14	14	
	U.S.	856	792	862	924	973	969	983	982	
	Europe	2	1	1	1	1	1	1	2	
	Asia	18	19	21	19	20	24	23	6	
	Total	896	831	903	956	1,008	1,008	1,021	1,004	
Others	Total	5	3	3	3	2	2	2	2	
Facilities Total		1,190	1,102	1,170	1,216	1,265	1,263	1,276	1,258	

【Same store sales year on year (Japan)】

	Apr.	May	Jun.	1Q (3mo.)	2Q (6mo.)	Full Year
FY2013.3	95.0%	87.9%	98.9%	93.5%	Forecast 99%	Forecast 100%
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%
FY2010.3	87.9%	93.4%	86.1%	89.3%	89.7%	91.2%