



NAMCO BANDAI Holdings Inc.

Financial Highlights for the First Quarter of
the Fiscal Year Ending March 2012

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					
	Full Year Results	Full Year Results	Full Year Results	Full Year Results	1st Quarter Results	1st Half Results	Full Year Results	1st Quarter Results	% vs. prior year	1st Half Forecasts	% vs. prior year	Full Year Forecasts	% vs. prior year
Net Sales	459,132	460,473	426,399	378,547	81,912	173,595	394,178	88,241	107.7%	178,000	102.5%	400,000	101.5%
Gross Profit	168,079	164,072	146,023	128,753	30,938	62,363	139,414	34,648	112.0%	64,000	102.6%	140,000	100.4%
Operating Income	42,224	33,411	22,348	1,883	2,953	5,067	16,338	6,329	214.3%	6,500	128.3%	16,500	101.0%
Recurring Income	45,615	36,198	24,513	1,907	2,942	5,006	16,399	6,605	224.5%	6,500	129.8%	16,500	100.6%
Net Income	24,252	32,679	11,830	-29,928	-1,644	-1,930	1,848	3,248	-	3,200	-	8,000	432.8%

Net Sales by Segment

(millions of yen)

	FY2007.3	FY2008.3	FY2009.3	FY2010.3	FY2011.3			FY2012.3					
	Full Year Results	Full Year Results	Full Year Results	Full Year Results	1st Quarter Results	1st Half Results	Full Year Results	1st Quarter Results	% vs. prior year	1st Half Forecasts	% vs. prior year	Full Year Forecasts	% vs. prior year
Toys and Hobby	185,586	180,164	165,725	148,843	34,812	72,224	158,374	39,177	112.5%	75,000	103.8%	160,000	101.0%
Content	194,683	194,666	184,529	167,471	32,948	71,452	179,917	35,604	108.1%	72,000	100.8%	180,000	100.0%
Amusement Facility	88,196	89,829	77,269	65,362	14,770	31,604	62,337	14,740	99.8%	31,000	98.1%	61,000	97.9%
Other	20,900	19,809	19,009	15,790	4,308	8,701	18,503	5,730	133.0%	11,000	126.4%	21,000	113.5%
Elimination and Corporate	-30,234	-23,997	-20,133	-18,921	-4,927	-10,386	-24,953	-7,011	-	-11,000	-	-22,000	-
Total	459,132	460,473	426,399	378,547	173,595	220,583	394,178	88,241	107.7%	178,000	102.5%	400,000	101.5%

Operating Income by Segment

(millions of yen)

	FY2007.3	FY2008.3	FY2009.3	FY2010.3	FY2011.3			FY2012.3							
	Full Year Results	Full Year Results	Full Year Results	Full Year Results	1st Quarter Results	1st Half Results	Full Year Results	OP Margin	1st Quarter Results	% vs. prior year	1st Half Forecasts	% vs. prior year	Full Year Forecasts	OP Margin	% vs. prior year
Toys and Hobby	17,403	14,309	11,533	10,786	4,110	7,072	13,812	8.7%	5,037	122.6%	7,000	99.0%	10,500	6.6%	76.0%
Content	21,887	19,530	11,648	-7,760	-619	-2,600	3,092	1.7%	519	-	-1,000	-	6,500	3.6%	210.2%
Amusement Facility	4,004	1,631	393	284	157	1,520	1,778	2.9%	744	473.7%	1,500	98.7%	1,500	2.5%	84.3%
Other	1,017	753	565	322	179	429	810	4.4%	557	310.0%	700	162.9%	500	2.4%	61.7%
Elimination and Corporate	-2,088	-2,813	-1,792	-1,749	-873	-1,354	-3,156	-	-530	-	-1,700	-	-2,500	11.4%	-
Total	42,224	33,411	22,348	1,883	2,953	5,067	16,338	4.1%	6,329	214.3%	6,500	128.3%	16,500	4.1%	101.0%

* 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					
	Full Year Results	Full Year Results	Full Year Results	Full Year Results	1st Quarter Results	1st Half Results	Full Year Results	1st Quarter Results	% vs. prior year	1st Half Forecasts	% vs. prior year	Full Year Forecasts	% vs. prior year
Japan	356,248	346,736	319,535	286,209	62,745	139,732	312,356	73,639	117.4%	150,000	107.3%	311,500	99.7%
Americas	52,315	52,623	48,337	29,269	8,382	13,669	28,021	4,701	56.1%	9,000	65.8%	31,000	110.6%
Europe	37,763	46,387	45,004	45,955	7,400	13,529	37,023	6,084	82.2%	11,000	81.3%	40,500	109.4%
Asia	12,805	14,726	13,522	17,112	3,384	6,664	16,777	3,816	112.8%	8,000	120.0%	17,000	101.3%
Elimination and Corporate	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	459,132	460,473	426,399	378,547	81,912	173,595	394,178	88,241	107.7%	178,000	102.5%	400,000	101.5%

Reference: Operating Income by Region

(millions of yen)

	FY2007.3	FY2008.3	FY2009.3	FY2010.3	FY2011.3			FY2012.3							
	Full Year Results	Full Year Results	Full Year Results	Full Year Results	1st Quarter Results	1st Half Results	Full Year Results	OP Margin	1st Quarter Results	% vs. prior year	1st Half Forecasts	% vs. prior year	Full Year Forecasts	OP Margin	% vs. prior year
Japan	33,127	24,480	15,863	5,537	3,373	9,615	23,578	7.5%	8,284	245.6%	11,000	114.4%	18,500	5.9%	78.5%
Americas	3,376	2,318	872	-3,324	700	-1,881	-5,658	-	-1,344	-	-2,700	-	-1,000	-3.2%	-
Europe	5,253	6,830	6,248	-388	-700	-1,883	-1,221	-	-581	-	-1,800	-	500	1.2%	-
Asia	2,730	2,854	2,289	2,768	650	854	2,409	14.4%	798	122.7%	1,500	175.5%	1,500	8.8%	62.3%
Elimination and Corporate	-2,263	-3,072	-2,926	-2,708	-1,069	-1,638	-2,770	-	-827	-	-1,500	-	-3,000	-	-
Total	42,224	33,411	22,348	1,883	2,953	5,067	16,338	4.1%	6,329	214.3%	6,500	128.3%	16,500	4.1%	101.0%

Other Data

(millions of yen)

	FY2007.3	FY2008.3	FY2009.3	FY2010.3	FY2011.3			FY2012.3					
	Full Year Results	Full Year Results	Full Year Results	Full Year Results	1st Quarter Results	1st Half Results	Full Year Results	1st Quarter Results	% vs. prior year	1st Half Forecasts	% vs. prior year	Full Year Forecasts	% vs. prior year
Capital Investments	20,331	19,757	14,658	11,587	2,258	5,170	10,768	2,922	129.4%	6,000	116.0%	15,000	139.3%
Depreciation	21,200	24,796	22,545	18,988	3,541	7,766	18,000	3,762	106.2%	9,000	115.9%	21,000	116.7%
R&D Investments	32,116	34,934	33,864	38,525	9,644	20,227	40,102	9,055	93.9%	19,000	93.9%	38,000	94.8%
Advertising Expenses	31,031	30,549	28,409	29,514	5,251	12,127	28,782	5,714	108.8%	12,000	98.9%	30,500	106.0%
Personnel Expenses	36,024	37,280	35,004	39,201	10,030	20,121	40,357	9,803	97.7%	19,500	96.9%	39,500	97.9%

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							
	FY2009.3	FY2010.3	FY2011.3			FY2012.3		
	Full Year	Full Year	1Q	2Q (6 mo.)	Full Year	1Q	2Q (6mo.) Forecasts	Full Year Forecasts
Mobile Suit Gundam	42.8	34.6	5.7	13.4	28.3	7.4	18.5	42.0
Masked Rider	10.4	20.0	4.9	11.4	26.4	7.1	12.0	22.5
Power Rangers	25.6	17.5	4.9	7.3	13.7	4.7	8.5	18.5
ONE PIECE	4.6	4.3	2.3	6.0	15.4	5.8	9.5	18.0
Pretty Cure	11.3	12.8	3.2	7.3	13.6	2.7	6.0	12.0
BEN10	13.0	17.9	2.7	5.2	12.0	1.5	2.6	10.0

Toys and Hobby Business

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

	billion yen							
	FY 2009.3	FY 2010.3	FY2011.3			FY2012.3		
	Full Year	Full Year	1Q	2Q (6 mo.)	Full Year	1Q	2Q (6mo.) Forecasts	Full Year Forecasts
Masked Rider	8.7	17.5	4.6	10.0	23.0	6.7	10.5	19.0
Mobile Suit Gundam	16.0	14.4	2.8	6.3	13.4	2.8	6.2	16.0
Pretty Cure	10.5	11.9	3.2	6.8	12.5	2.6	5.5	11.0
Power Rangers	12.0	10.5	3.3	5.4	9.2	3.6	6.5	11.0
Anpanman	9.1	8.4	1.6	3.9	8.6	1.8	4.2	9.0
ONE PIECE	1.7	2.0	1.0	2.6	6.8	2.7	4.5	7.0
Battle Spirits	2.7	2.6	0.7	1.4	3.4	0.9	1.6	4.2
Tamagotchi	1.0	2.0	0.6	1.1	2.9	0.9	1.5	3.0
DRAGON BALL	3.7	3.3	0.6	0.9	2.7	0.9	1.3	2.5
Ultraman	4.3	3.1	0.7	1.4	2.8	0.3	1.2	2.5

【Tamagotchi sales】

	thousand units			
	FY 2009.3	FY 2010.3	FY 2011.3	FY 2012.3
	Full Year	Full Year	Full Year	1Q
Jaapan	280	520	530	180
Overseas	2,200	860	270	10
Total	2,480	1,380	800	190

【Kids Card Machine: installed units】

As of end of June 2011:

21,400 units (Japan)

Content Business

【Sales by category】

	billion yen							
	FY2009.3	FY2010.3	FY2011.3			FY2012.3		
	Full Year	Full Year	1Q	2Q (6 mo.)	Full Year	1Q	2Q (6mo.) Forecasts	Full Year Forecasts
Arcade Game Machine	48.8	44.0	10.1	24.3	56.0	12.9	28.5	57.0
Game Software	78.0	77.0	11.5	27.5	81.2	10.4	24.0	78.0
Others, elimination	57.7	46.4	11.3	19.6	42.7	12.3	19.5	45.0
Total	184.5	167.4	32.9	71.4	179.9	35.6	72.0	180.0

* Figures of FY2009.3 are simple sum of the Game Contents Segment and Visual and Audio Content Segment.

1) Arcade Game Machines

【Sales Breakdown】

Product Category	million yen							
	FY2009.3	FY2010.3	FY2011.3			FY2012.3		
	Full Year	Full Year	1Q	2Q (6 mo.)	Full Year	1Q	2Q (6mo.) Forecasts	Full Year Forecasts
Small-sized Video Game	3,030	415	34	1,077	5,632	25	1,500	5,500
Medium-sized Video Game	9,978	8,251	1,125	2,983	7,121	945	4,500	12,000
Electrical-Mechanical Games	1,973	2,194	1,080	1,617	3,366	1,485	2,000	3,000
Medal Games	5,572	2,718	255	775	2,344	130	1,500	2,500
Other	9,410	12,099	3,009	5,988	12,648	3,228	5,700	11,500
Machine Sales Total	29,963	25,677	5,503	12,440	31,111	5,813	15,200	34,500
Prize Sales	14,691	14,687	3,763	9,622	20,740	5,435	10,500	17,000
Total	44,654	40,364	9,266	22,062	51,851	11,248	25,700	51,500

【Overseas】

	million yen							
	FY2009.3	FY2010.3	FY2011.3			FY2012.3		
	Full Year	Full Year	1Q	2Q (6 mo.)	Full Year	1Q	2Q (6mo.) Forecasts	Full Year Forecasts
NAMCO America and NAMCO Europe Machine Sales Total	4,152	3,646	811	2,227	4,133	1,663	2,800	5,500

Note: Figures include transactions among Group Companies

2) Home Video Game Software

【Home video game software titles and unit sales】

	FY2011.3					
	1Q		2Q (6mo.)		Full Year	
	# of Titles	Unit Sales	# of Titles	Unit Sales	# of Titles	Unit Sales
Japan	14	951	39	3,052	91	9,264
(Home)	4	318	11	878	32	2,739
(Portable)	10	633	28	2,174	59	6,525
U.S.	12	1,685	19	2,689	46	7,284
(Home)	7	1,449	11	2,157	34	5,916
(Portable)	5	236	8	532	12	1,368
Europe	6	477	15	1,270	43	4,013
(Home)	4	383	8	774	30	3,145
(Portable)	2	94	7	496	13	868
Asia	11	40	15	92	59	344
(Home)	6	24	8	58	32	252
(Portable)	5	16	7	34	27	92
Overseas Total	29	2,202	49	4,051	148	11,641
(Home)	17	1,856	27	2,989	96	9,313
(Portable)	12	346	22	1,062	52	2,328
Group Total	43	3,153	88	7,103	239	20,905
(Home)	21	2,174	38	3,867	128	12,052
(Portable)	22	979	50	3,236	111	8,853
Localized versions	26		47		151	

※After elimination of localized versions

Group Total	17	3,153	41	7,103	88	20,905
(Home)	6	2,174	10	3,867	26	12,052
(Portable)	11	979	31	3,236	62	8,853

	FY2012.3					
	1Q		2Q (6mo.) Forecasts		Full Year Forecasts	
	# of Titles	Unit Sales	# of Titles	Unit Sales	# of Titles	Unit Sales
Japan	11	1,590	31	3,602	91	9,500
(Home)	3	546	12	1,266	39	4,140
(Portable)	8	1,044	19	2,336	52	5,360
U.S.	6	1,138	14	1,812	42	6,500
(Home)	3	672	9	1,162	24	4,440
(Portable)	3	466	5	650	18	2,060
Europe	7	588	12	979	46	5,000
(Home)	3	296	6	517	32	4,200
(Portable)	4	292	6	462	14	800
Asia	3	61	5	61	-	-
(Home)	1	32	1	32	-	-
(Portable)	2	29	4	29	-	-
Overseas Total	16	1,787	31	2,852	88	11,500
(Home)	7	1,000	16	1,711	56	8,640
(Portable)	9	787	15	1,141	32	2,860
Group Total	27	3,377	62	6,454	179	21,000
(Home)	10	1,546	28	2,977	95	12,780
(Portable)	17	1,831	34	3,477	84	8,220
Localized versions	16		33		89	

※After elimination of localized versions

Group Total	11	3,377	29	6,454	90	21,000
(Home)	3	1,546	9	2,977	34	12,780
(Portable)	8	1,831	20	3,477	56	8,220

【FY2012.3 1Q: Main Game Titles】

Title Name	Region	Platform	Unit Sales (thousand)
ONE PIECE UNLIMITED CRUISE SP	3DS	J	170
TALES OF THE ABYSS	3DS	J	150
RIDGE RACER 3DS	3DS	US	90
SUPER ROBOT WARS	PSP	J	70 *

* Cumulative unit sales of "Super Robot Wars": 450K units

J: Japan, US: United States

【Group Total By Platform】

Platform	FY2012.3 1Q Results	
	# of New Titles	Unit Sales (thousand)
PS3	3	657
Xb360		651
3DS	4	622
NDS	3	614
PSP	1	595
Wii	0	199
Total	11	3,377

3) Contents for Mobile Phone

【Number of pay-subscribers in Japan】

(thousand)

	Game	Character	Sound	Other	TOTAL
2011.6	2,110	640	140	170	3,060
2011.3	2,290	760	150	140	3,340
2010.3	2,780	780	190	130	3,880
2009.3	3,270	860	290	160	4,580

Amusement Facility Business

【Number of facilities】

	Japan								Americas							
	FY2009.3	FY2010.3	FY2011.3			FY2012.3			FY2009.3	FY2010.3	FY2011.3			FY2012.3		
	Full Year	Full Year	1Q (3 mo.)	2Q (6 mo.)	Full Year	1Q (3 mo.)	2Q (6 mo.)	Full Year	Full Year	Full Year	1Q (3 mo.)	2Q (6 mo.)	Full Year	1Q (3 mo.)	2Q (6 mo.)	Full Year
	Results	Results	Results	Results	Results	Results	Forecasts	Forecasts	Results	Results	Results	Results	Results	Results	Forecasts	Forecasts
Start of term	293	* 238	223	223	223	217	217	217	88	58	41	41	41	29	29	29
Openings	10	3	1	2	5	2	6	8	0	0	0	0	0	0	0	0
Closures	63	18	4	6	11	1	1	1	30	17	4	6	12	4	5	11
Increase/Decrease	-53	-15	-3	-4	-6	1	5	7	-30	-17	-4	-6	-12	-4	-5	-11
End of term	240	223	220	219	217	218	222	224	58	41	37	35	29	25	24	18
Revenue share	23	20	20	18	19	19	12	12	1,088	856	829	814	792	862	924	923
Others	7	5	4	3	3	3	3	3	0	0	0	0	0	0	0	0
Total	270	248	244	240	239	240	237	239	1,146	897	866	849	821	887	948	941

	Europe								Asia							
	FY2009.3	FY2010.3	FY2011.3			FY2012.3			FY2009.3	FY2010.3	FY2011.3			FY2012.3		
	Full Year	Full Year	1Q (3 mo.)	2Q (6 mo.)	Full Year	1Q (3 mo.)	2Q (6 mo.)	Full Year	Full Year	Full Year	1Q (3 mo.)	2Q (6 mo.)	Full Year	1Q (3 mo.)	2Q (6 mo.)	Full Year
	Results	Results	Results	Results	Results	Results	Forecasts	Forecasts	Results	Results	Results	Results	Results	Results	Forecasts	Forecasts
Start of term	13	13	14	14	14	12	12	12	14	12	11	11	11	10	10	10
Openings	0	1	0	0	0	0	0	0	0	1	0	2	2	0	0	0
Closures	0	0	0	0	2	0	0	0	2	2	1	2	3	1	2	2
Increase/Decrease	0	1	0	0	-2	0	0	0	-2	-1	-1	0	-1	-1	-2	-2
End of term	13	14	14	14	12	12	12	12	12	11	10	11	10	9	8	8
Revenue share	2	2	2	1	1	1	1	1	16	18	18	19	19	21	19	19
Others	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	15	16	16	15	13	13	13	13	28	29	28	30	29	30	27	27

	Total							
	FY2009.3	FY2010.3	FY2011.3			FY2012.3		
	Full Year	Full Year	1Q (3 mo.)	2Q (6 mo.)	Full Year	1Q (3 mo.)	2Q (6 mo.)	Full Year
	Results	Results	Results	Results	Results	Results	Forecasts	Forecasts
Start of term	408	321	289	289	289	268	268	268
Openings	10	5	1	4	7	2	6	8
Closures	95	37	9	14	28	6	8	14
Increase/Decrease	-85	-32	-8	-10	-21	-4	-2	-6
End of term	323	289	281	279	268	264	266	262
Revenue share	1,129	896	869	852	831	903	956	955
Others	7	5	4	3	3	3	3	3
Total	1,459	1,190	1,154	1,134	1,102	1,170	1,225	1,220

* Two *Kaikaya* stores were transferred to the Other Business and excluded from the above table since the beginning of FY2010.3.

【Same store sales year on year (Japan)】

	Apr.	May	Jun.	1Q
FY2012.3	109.4%	108.2%	105.8%	107.9%
FY2011.3	98.3%	93.6%	97.4%	96.3%
FY2010.3	87.9%	93.4%	86.1%	89.3%
FY2009.3	83.8%	89.5%	86.8%	86.7%