



# NAMCO BANDAI Holdings Inc.

Financial Highlights for the Second Quarter  
of the Fiscal Year Ending March 2011

## NAMCO BANDAI Holdings Inc. Consolidated Financial Results

### Summary of Income Statement

(million yen)

	FY 2010.3		FY 2011.3			
	2Q (6mo.) Results	Full Year Results	2Q (6mo.) Results	% vs. prior year	Full Year Forecasts	% vs. prior year
Net Sales	172,733	378,547	173,595	100.5%	400,000	105.7%
Gross Profit	58,536	128,753	62,363	106.5%	138,000	107.2%
Operating Income	-2,615	1,883	5,067	-	11,000	583.9%
Recurring Income	-2,866	1,907	5,006	-	10,500	550.4%
Net Income	-6,038	-29,928	-1,930	-	1,800	-

### Net Sales by Segment

(million yen)

	FY 2010.3		FY 2011.3			
	2Q (6mo.) Results	Full Year Results	2Q (6mo.) Results	% vs. prior year	Full Year Forecasts	% vs. prior year
Toys and Hobby	66,700	148,843	72,224	108.3%	155,000	104.1%
Content (*)	57,181	137,528	71,452	98.4%	184,000	110.3%
Visual and Music Content (*)	15,469	29,236	-	-	-	-
Amusement Facility	33,717	65,362	31,604	93.7%	63,000	96.4%
Other	8,895	17,452	8,701	97.8%	19,000	108.9%
Elimination and Corporate	-9,230	-19,876	-10,386	-	-21,000	-
Total	172,733	378,547	173,595	100.5%	400,000	105.7%

### Operating Income by Segment

(million yen)

	FY 2010.3				FY 2011.3					
	2Q (6mo.) Results	OP Margin	Full Year Results	OP Margin	2Q (6mo.) Results	OP Margin	% vs. prior year	Full Year Forecasts	OP Margin	% vs. prior year
Toys and Hobby	3,765	5.6%	10,786	7.2%	7,072	9.8%	187.8%	9,500	6.1%	88.1%
Content (*)	-6,769	-	-6,845	-	-2,600	-	-	3,500	1.9%	-
Visual and Music Content (*)	362	2.3%	-871	-	-	-	-	-	-	-
Amusement Facility	1,056	3.1%	284	0.4%	1,520	4.8%	143.9%	1,000	1.6%	351.0%
Other	19	0.2%	358	2.1%	429	4.9%	2150.9%	500	2.6%	139.5%
Elimination and Corporate	-1,050	-	-1,828	-	-1,354	-	-	-3,500	-	-
Total	-2,615	-	1,883	0.5%	5,067	2.9%	-	11,000	2.8%	583.9%

\* The Game Contents segment and Visual and Music Content segment are integrated to form the Content segment in FY2011.3.

The results of Content segment in FY2010.3 are the results of the Game Contents Segment before integration. FY2011.3 results/forecasts for "% vs. prior year" in the Content segment is comparison with the sum of the results of Game Contents and Visual and Music Content segments in FY2010.3.

### Reference: Net Sales by Region (External sales after elimination)

(million yen)

	FY 2010.3		FY 2011.3			
	2Q (6mo.) Results	Full Year Results	2Q (6mo.) Results	% vs. prior year	Full Year Forecasts	% vs. prior year
Japan	134,457	286,209	139,732	103.9%	308,000	107.6%
Americas	13,414	29,269	13,669	101.9%	35,000	119.6%
Europe	17,820	45,955	13,529	75.9%	41,000	89.2%
Asia	7,041	17,112	6,664	94.6%	16,000	93.5%
Elimination and Corporate	-	-	-	-	-	-
Total	172,733	378,547	173,595	100.5%	400,000	105.7%

### Reference: Operating Income by Region

(million yen)

	FY 2010.3				FY 2011.3					
	2Q (6mo.) Results	OP Margin	Full Year Results	OP Margin	2Q (6mo.) Results	OP Margin	% vs. prior year	Full Year Forecasts	OP Margin	% vs. prior year
Japan	2,682	2.0%	5,537	1.9%	9,615	6.9%	358.5%	18,000	5.8%	325.1%
Americas	-3,808	-	-3,324	-	-1,881	-	-	-4,000	-	-
Europe	-819	-	-388	-	-1,883	-	-	-1,000	-	-
Asia	904	12.8%	2,768	16.2%	854	12.8%	94.5%	1,500	9.4%	54.2%
Elimination and Corporate	-1,574	-	-2,708	-	-1,638	-	-	-3,500	-	-
Total	-2,615	-	1,883	0.5%	5,067	2.9%	-	11,000	2.8%	583.9%

### Other Data

(million yen)

	FY 2010.3		FY 2011.3			
	2Q (6mo.) Results	Full Year Results	2Q (6mo.) Results	% vs. prior year	Full Year Forecasts	% vs. prior year
Capital Investments	5,521	11,587	5,170	93.6%	15,000	129.5%
Depreciation	8,819	18,988	7,766	88.1%	20,000	105.3%
R&D Investments	20,447	38,525	20,227	98.9%	40,000	103.8%
Advertising Expenses	13,340	29,514	12,127	90.9%	32,000	108.4%
Personnel Expenses	19,833	39,201	20,121	101.5%	38,500	98.2%

(Note) Forward-looking Statement 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			
	FY2010.3		FY2011.3	
	2Q (6 mo.)	Full Year	2Q (6 mo.)	Full Year Forecasts
Mobile Suit Gundam	17.0	34.6	13.4	38.0
Masked Rider	8.9	20.0	11.5	22.5
BEN10	7.9	17.9	5.4	15.0
Power Rangers	8.4	17.5	7.4	13.5
DRAGON BALL	5.8	12.5	2.7	8.0

## Toys and Hobby Business

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

	billion yen			
	FY2010.3		FY2011.3	
	2Q (6 mo.)	Full Year	2Q (6 mo.)	Full Year Forecasts
Masked Rider	7.7	17.5	10.0	19.5
Mobile Suit Gundam	6.5	14.4	6.3	15.0
Pretty Cure	5.7	11.9	6.8	12.0
Power Rangers	5.7	10.5	5.4	9.0
Anpanman	3.8	8.4	3.9	9.0
ONE PIECE	0.6	2.0	2.6	4.5
Battle Spirits	1.5	2.6	1.4	2.8
Ultraman	1.2	3.1	1.4	2.8
DRAGON BALL	1.4	3.3	0.9	2.7
Tamagotchi	0.1	2.0	1.1	2.7
Pokémon	1.2	2.2	0.8	2.6

### 【Tamagotchi sales】

	thousand units							
	FY04.3	FY05.3	FY06.3	FY07.3	FY08.3	FY09.3	FY10.3	FY11.3
	Full Year	Full Year	Full Year	Full Year	Full Year	Full Year	Full Year	2Q
Japan	250	2,250	6,100	1,650	150	280	520	150
Overseas	0	3,250	6,900	7,050	5,500	2,200	860	130
Total	250	5,500	13,000	8,700	5,650	2,480	1,380	280

【DATA CARDDASS: installed units】

As of end of September 2010: 19,400 units (Japan)

## Content Business

### 【Sales by category】

	billion yen			
	FY2010.3		FY2011.3	
	2Q (6 mo.)	Full Year	2Q (6 mo.)	Full Year Forecasts
Arcade Game Machine	19.5	44.0	24.3	59.0
Game Software	29.5	77.0	27.5	79.5
Others, elimination	23.6	45.7	19.6	45.5
Total	72.6	166.7	71.4	184.0

Note: FY2010.3 results are the sum of the results of Game Contents and Visual and Music Content segments.

### 1) Arcade Game Machines: Net Sales

#### 【Japan】

Product Category	million yen	
	FY2010.3	FY2011.3
	2Q (6 mo.)	2Q (6 mo.)
Small-sized Video Game	200	1,100
Medium-sized Video Game	2,400	3,000
Electrical-Mechanical Games	900	1,600
Medal Games	800	800
Other	6,100	5,900
Machine Sales Total	10,400	12,400
Prize Sales	7,100	9,600
Total	17,500	22,000

#### 【Overseas】

	million yen	
	FY2010.3	FY2011.3
	2Q (6 mo.)	2Q (6 mo.)
NAMCO America and NAMCO Europe Machine Sales Total	2,000	2,200

Note: Figures include transactions among Group Companies

## 2) Home Video Game Software

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

(Unit sales: thousand)

	FY2010.3			
	2Q (6mo.)		Full Year	
	# of Titles	Unit Sales	# of Titles	Unit Sales
Japan	36	3,486	93	8,878
(Home)	17	1,874	35	3,768
(Portable)	19	1,612	58	5,110
U.S.	11	2,184	39	5,829
(Home)	10	1,621	27	3,760
(Portable)	1	563	12	2,069
Europe	20	2,354	52	7,326
(Home)	17	1,580	36	5,032
(Portable)	3	774	16	2,294
Asia	11	336	41	704
(Home)	5	225	18	476
(Portable)	6	111	23	228
Overseas Total	42	4,874	132	13,859
(Home)	32	3,426	81	9,268
(Portable)	10	1,448	51	4,591
Group Total	78	8,360	225	22,737
(Home)	49	5,300	116	13,036
(Portable)	29	3,060	109	9,701
Localized versions	45		139	

※After elimination of localized versions

Group Total	33	8,360	86	22,737
(Home)	16	5,300	29	13,036
(Portable)	17	3,060	57	9,701

(Unit sales: thousand)

	FY2010.3			
	2Q (6mo.)		Full Year Forecasts	
	# of Titles	Unit Sales	# of Titles	Unit Sales
Japan	39	3,052	98	9,800
(Home)	11	878	37	3,250
(Portable)	28	2,174	61	6,550
U.S.	19	2,689	43	7,300
(Home)	11	2,157	31	5,850
(Portable)	8	532	12	1,450
Europe	15	1,270	42	3,800
(Home)	8	774	29	2,900
(Portable)	7	496	13	900
Asia	15	92	18	100
(Home)	8	58	10	65
(Portable)	7	34	8	35
Overseas Total	49	4,051	103	11,200
(Home)	27	2,989	70	8,815
(Portable)	22	1,062	33	2,385
Group Total	88	7,103	201	21,000
(Home)	38	3,867	107	12,065
(Portable)	50	3,236	94	8,935
Localized versions	47		110	

※After elimination of localized versions

Group Total	41	7,103	91	21,000
(Home)	10	3,867	29	12,065
(Portable)	31	3,236	62	8,935

### 【FY2010.3 2Q: Main Game Titles】

Title Name	Region	Platform	Unit Sales (thousand)
TEKKEN 6	US	PS3·XB360	1,070
Dispecable Me	US·E	MULTI	390
DEAD TO RIGHTS RETRIBUTION	US·E	PS3·XB360	350
Another Century's Episode: R	J	PS3	310
TAIKO DRUM MASTER	J	NDS	270

J: Japan, US: United States, E: Europe, A: Asia

### 【Group Total By Platform】

FY2011.3 2Q Results		
Platform	# of New Titles	Unit Sales (thousand)
NDS	20	2,035
PS3	4	1,825
PSP	11	1,201
Xbox360	0	980
Wii	6	803
PS2	0	259
Others	0	0
Total	41	7,103

## 3) Contents for Mobile Phone

### 【Number of pay-subscribers】

As of September 30, 2010

thousand

Game	Character	Sound	Other	TOTAL
2,580	750	170	190	3,690

## Amusement Facility Business

### 【Number of facilities】

	Japan				Americas				Europe			
	FY2010.3		FY2011.3		FY2010.3		FY2011.3		FY2010.3		FY2011.3	
	Results		Results	Forecasts	Results		Results	Forecasts	Results		Results	Forecasts
	2Q (6 mo.)	Full Year	2Q (6 mo.)	Full Year	2Q (6 mo.)	Full Year	2Q (6 mo.)	Full Year	2Q (6 mo.)	Full Year	2Q (6 mo.)	Full Year
Start of term	238	238	223	223	58	58	41	41	13	13	14	14
Openings	2	3	2	4	0	0	0	0	0	1	0	0
Closures	11	18	6	7	12	17	6	24	0	0	0	2
Increase/ Decrease	-9	-15	-4	-3	-12	-17	-6	-24	0	1	0	-2
End of term	229	223	219	220	46	41	35	17	13	14	14	12
Revenue share	19	20	18	18	892	856	814	791	2	2	1	1
Others	7	5	3	3	0	0	0	0	0	0	0	0
Total	255	248	240	241	938	897	849	808	15	16	15	13

	Asia				Total			
	FY2010.3		FY2011.3		FY2010.3		FY2011.3	
	Results		Results	Forecasts	Results		Results	Forecasts
	2Q (6 mo.)	Full Year	2Q (6 mo.)	Full Year	2Q (6 mo.)	Full Year	2Q (6 mo.)	Full Year
Start of term	12	12	11	11	321	321	289	289
Openings	0	1	2	2	2	5	4	6
Closures	2	2	2	3	25	37	14	36
Increase/ Decrease	-2	-1	0	-1	-23	-32	-10	-30
End of term	10	11	11	10	298	289	279	259
Revenue share	16	18	19	19	929	896	852	829
Others	0	0	0	0	7	5	3	3
Total	26	29	30	29	1,234	1,190	1,134	1,091

### 【Same store sales year on year】

		Apr.	May	Jun.	1Q (3mo.)	Jul.	Aug.	Sep.	2Q (3mo.)	2Q (6mo.)
Japan	FY2011.3	98.3%	93.6%	97.4%	96.3%	97.9%	104.3%	101.4%	101.4%	99.0%
	FY2010.3	87.9%	93.4%	86.1%	89.3%	96.2%	85.4%	90.5%	90.1%	89.7%