



# BANDAI NAMCO Holdings Inc.

## Financial Highlights for the Second 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	1Q Results	1st Half Results	Full Year Results	1st Half Results	% vs. prior year	Full Year Forecasts	% vs. prior year
Net Sales	460,473	426,399	378,547	394,178	454,210	487,241	105,867	228,528	507,679	259,333	113%	520,000	102%
Gross Profit	164,072	146,023	128,753	139,414	167,502	183,078	43,102	90,895	190,829	103,659	114%	197,000	103%
Operating Income	33,411	22,348	1,883	16,338	34,606	48,642	13,347	26,389	44,672	31,875	121%	50,000	112%
Recurring Income	36,198	24,513	1,907	16,399	34,960	49,972	14,438	28,553	47,456	33,389	117%	52,000	110%
Net Income	32,679	11,830	-29,928	1,848	19,303	32,383	9,508	19,607	25,054	21,272	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	1Q Results	1st Half Results	Full Year Results	1st Half Results	% vs. prior year	Full Year Forecasts	% vs. prior year
Toys and Hobby	180,164	165,725	148,843	158,374	177,994	172,977	37,034	80,791	186,390	106,366	132%	210,000	113%
Content	194,666	184,529	167,471	179,917	225,503	263,595	57,051	123,055	278,408	130,449	106%	270,000	97%
Amusement Facility	89,829	77,269	65,362	62,337	61,032	60,185	12,950	29,229	58,199	27,933	96%	58,000	100%
Other	19,809	19,009	15,790	18,503	27,482	25,788	6,219	12,871	27,350	13,487	105%	25,000	91%
Elimination and Corporate	△ 23,997	△ 20,133	△ 18,921	△ 24,953	△ 37,801	△ 35,305	△ 7,388	△ 17,418	△ 42,670	△ 18,903	-	△ 43,000	-
Total	460,473	426,399	378,547	394,178	454,210	487,241	105,867	228,528	507,679	259,333	113%	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	1Q Results	1st Half Results	Full Year Results	OP Margin	1st Half Results	OP Margin	% vs. prior year	Full Year Forecasts	OP Margin	% vs. prior year
Toys and Hobby	14,309	11,533	10,786	13,812	16,112	11,255	1,913	5,434	10,510	5.6%	9,721	9.1%	179%	16,000	7.6%	152%
Content	19,530	11,648	-7,760	3,092	17,003	36,438	12,092	21,763	37,248	13.4%	22,104	16.9%	102%	35,000	13.0%	94%
Amusement Facility	1,631	393	284	1,778	2,380	1,683	△ 705	△ 146	△ 897	-	△ 161	-	-	500	0.9%	-
Other	753	565	322	810	2,050	1,692	422	869	1,646	6.0%	928	6.8%	107%	1,000	4.0%	61%
Elimination and Corporate	-2,813	-1,792	-1,749	-3,156	-2,941	-2,427	-375	△ 1,531	△ 3,834	-	△ 716	-	-	△ 2,500	5.8%	-
Total	33,411	22,348	1,883	16,338	34,606	48,642	13,347	26,389	44,672	0.0%	31,875	12.3%	121%	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	1Q Results	1st Half Results	Full Year Results	1st Half Results	% vs. prior year	Full Year Forecasts	% vs. prior year
Japan	346,736	319,535	286,209	312,356	378,395	406,186	92,095	197,478	426,695	219,121	111%	432,000	101%
Americas	52,623	48,337	29,269	28,021	24,313	33,635	4,512	10,485	27,408	14,435	138%	30,500	111%
Europe	46,387	45,004	45,955	37,023	33,366	28,251	4,597	11,549	28,203	13,351	116%	34,000	121%
Asia	14,726	13,522	17,112	16,777	18,134	19,167	4,662	9,016	25,373	12,426	138%	23,500	93%
Elimination and Corporate	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	460,473	426,399	378,547	394,178	454,210	487,241	105,867	228,528	507,679	259,333	113%	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	1Q Results	1st Half Results	Full Year Results	OP Margin	1st Half Results	OP Margin	% vs. prior year	Full Year Forecasts	OP Margin	% vs. prior year
Japan	24,480	15,863	5,537	23,578	38,373	49,851	14,772	28,558	49,490	11.6%	30,169	13.8%	106%	50,500	11.7%	102%
Americas	2,318	872	△ 3324	△ 5658	△ 2876	794	△ 521	△ 530	△ 2,606	-	1,354	9.4%	-	500	1.6%	-
Europe	6,830	6,248	△ 388	△ 1,221	△ 1,720	△ 569	△ 442	△ 292	△ 547	-	357	2.7%	-	500	1.5%	-
Asia	2,854	2,289	2,768	2,409	3,242	1,814	411	609	1,800	0	1,490	12.0%	245%	1,800	7.7%	100%
Elimination and Corporate	△ 3,072	△ 2,926	△ 2,708	△ 2,770	△ 2,413	△ 3,248	△ 872	△ 1,956	△ 3,465	-	△ 1,495	-	-	△ 3,300	-	-
Total	33,411	22,348	1,883	16,338	34,606	48,642	13,347	26,389	44,672	0.0%	31,875	12.3%	121%	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	1Q Results	1st Half Results	Full Year Results	1st Half Results	% vs. prior year	Full Year Forecasts	% vs. prior year
Capital Investments	19,757	14,658	11,587	10,768	12,808	18,535	5,149	10,925	23,460	8,538	78%	18,000	77%
Depreciation	24,796	22,545	18,988	18,000	18,142	20,415	4,248	9,118	21,725	10,427	114%	23,000	106%
R&D Investments	34,934	33,864	38,525	40,102	41,193	43,194	10,926	23,322	51,815	25,781	111%	48,000	93%
Advertising Expenses	30,549	28,409	29,514	28,782	33,384	32,600	6,390	14,854	38,083	17,011	115%	38,000	100%
Personnel Expenses	37,280	35,004	39,201	40,357	43,546	45,797	10,593	22,827	47,728	23,888	105%	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	2Q (6mo.)	Full Year	2Q (6mo.)	Full Year Forecasts
Mobile Suit Gundam	44.7	65.2	34.3	80.2	37.8	70.0
Yokai Watch	0.0	0.0	0.0	1.4	22.5	40.0
KAMEN RIDER	31.9	34.0	10.9	30.7	11.1	25.6
Power Rangers	20.2	20.8	13.4	25.3	12.0	24.1
ONE PIECE	28.8	33.9	13.7	26.8	11.5	22.4
DRAGON BALL	11.8	8.9	5.4	11.4	5.3	13.8
Aikatsu!	0	1.8	5.4	15.9	5.6	12.1
Anpanman	10.5	10.0	4.4	10.3	3.5	9.5
Pretty Cure	11.5	11.6	5.3	10.5	3.9	8.6

## 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	2Q (6mo.)	Full Year	2Q (6mo.)	Full Year Forecasts
Yokai Watch	0	0	0	1.4	22.5	40.0
Mobile Suit Gundam	15.6	16.5	8.4	18.4	11.7	22.0
KAMEN RIDER	28.3	27.1	6.3	22.3	7.9	20.0
Power Rangers	13.0	9.6	8.5	14.4	7.4	12.0
Aikatsu!	0	1.5	4.8	13.0	5.0	10.0
Anpanman	9.6	10.0	4.4	10.3	3.5	9.0
Pretty Cure	10.7	10.6	4.9	9.8	3.6	8.0
DRAGON BALL	4.4	4.8	3.5	6.4	2.9	5.5
Ultraman	1.8	2.0	1.5	3.2	1.5	3.0
ONE PIECE	11.2	8.3	3.0	4.7	1.0	2.0

【Digital Card Sales Units】

million piece

	FY13.3	FY14.3		FY15.3	
	Full Year	2Q (6mo.)	Full Year	2Q (6mo.)	Full Year Forecasts
Digital Card Sales Units	246	136	306	155	325

## Content Business

【Sales by category】

billion yen

	FY13.3	FY14.3		FY15.3	
	Full Year	2Q (6mo.)	Full Year	2Q (6mo.)	Full Year Forecasts
Arcade Game Machine	71.8	31.0	77.0	32.3	75.0
Game Software	84.4	35.3	84.9	36.0	80.0
Network Content	59.2	35.5	68.4	38.7	75.0
Visual & Music content	38.5	19.4	37.1	21.3	36.0

1) Home Video Game Software

【Home video game software titles and unit sales】

	FY14.3				FY15.3			
	2Q (6mo.)		Full Year		2Q (6mo.)		Full Year Forecasts	
	# of Titles	Unit Sales (thousand)	# of Titles	Unit Sales (thousand)	# of Titles	Unit Sales (thousand)	# of Titles	Unit Sales (thousand)
Japan	45	3,827	136	8,879	50	2,588	107	7,400
U.S.	17	2,031	43	7,640	18	2,775	45	6,500
Europe	12	1,845	28	5,765	24	3,731	59	7,100
Group Total	74	7,703	207	22,282	92	9,094	211	21,000
Localized versions	46		125		56		143	

※After elimination of localized versions

Group Total	28	7,703	82	22,282
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※After elimination of localized versions

Group Total	36	9,094	68	21,000
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【FY15.3 2Q: Main Game Titles】

Title Name	Platform	Region	Unit Sales (thousand)
NARUTO SHIPPUDEN: ULTIMATE NINJA STORM REVOLUTION	PS3/X360	J/US/E	65
ONE PIECE Unlimited World Red	PS3/PSV/WiiU/3DS	J/US/E	50
SWORD ART ONLINE Hollow Fragment	PSV	J/US/E	40
Super Robot Wars Z III	PS3/PSV	J	40

2) Arcade Game Machines

【Sales Breakdown】

【Japan】

billion yen

Product Category	FY12.3	FY13.3	FY14.3		FY15.3	
	Full Year	Full Year	2Q (6mo.)	Full Year	2Q (6mo.)	Full Year Forecast
Video Game	18.7	12.2	4.7	18.5	4.6	18.0
Electrical-Mechanical Games	5.0	4.1	1.4	3.4	0.8	3.3
Medal Games	2.8	3.5	0.4	2.7	0.8	4.8
Other	16.5	18.1	8.6	18.6	8.8	13.9
Machine Sales Total	43.0	37.9	15.1	43.2	15.0	40.0
Prize	25.5	28.5	13.6	27.7	14.3	27.0
Total	68.5	66.4	28.7	70.9	29.3	67.0

【Overseas】

billion yen

	FY12.3	FY13.3	FY14.3		FY15.3	
	Full Year	Full Year	2Q (6mo.)	Full Year	2Q (6mo.)	Full Year Forecast
U.S. and Europe Machine Sales Total	4.9	5.4	2.3	6.1	3.0	8.0

Note: Figures include transactions among Group Companies

## Amusement Facility Business

【Number of facilities】

			FY12.3	FY13.3	FY14.3		FY15.3	
			Full Year	Full Year	2Q (6mo.)	Full Year	2Q (6mo.)	Full Year Forecast
Directly Managed Facilities	Japan	Start of term	217	211	216	216	211	211
		Openings	10	8	4	11	5	10
		Closures	16	3	0	16	13	14
		End of term	211	216	220	211	203	207
	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	0	2	0	1
		Closures	2	3	1	1	3	3
		End of term	10	7	6	8	5	6
Total	Start of term	268	255	254	254	247	247	
	Openings	12	9	4	13	5	12	
	Closures	25	10	2	20	16	17	
	End of term	255	254	256	247	236	242	
Revenue-sharing Facilities	Japan	14	11	11	10	10	10	
	U.S.	973	987	999	1,005	1,022	1,024	
	Europe	1	2	3	12	13	13	
	Asia	20	15	19	17	11	11	
	Total	1,008	1,015	1,032	1,044	1,056	1,058	
Others	Total	2	2	3	4	4	4	
Facilities Total			1,265	1,271	1,291	1,295	1,296	1,304

【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
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%