



NAMCO BANDAI Holdings Inc.

Financial Highlights and Supplemental Data for the Fiscal Year Ended March 2008

NAMCO BANDAI Holdings Inc. Consolidated Financial Results

1. Summary of Income Statement

(millions of yen)

	FY 2007.3				FY 2008.3				FY 2009.3			
	Full Year Results	1st half Results	2nd Half Results	Full Year Initial Plan	Full Year Results	% vs. prior year	% vs. initial plan	1st half Plan	% vs. prior year	Full Year Plan	% vs. prior year	
Net Sales	459,132	213,522	246,951	480,000	460,473	100.3%	95.9%	202,000	94.6%	470,000	102.1%	
Gross Profit	168,079	77,170	86,902	175,000	164,072	97.6%	93.8%	70,000	90.7%	169,000	103.0%	
Operating Income	42,224	15,085	18,326	45,000	33,411	79.1%	74.2%	7,500	49.7%	38,000	113.7%	
Recurring Income	45,615	17,379	18,819	47,000	36,198	79.4%	77.0%	8,500	48.9%	39,500	109.1%	
Net Income	24,252	7,977	24,702	26,500	32,679	134.7%	123.3%	4,500	56.4%	22,500	68.9%	

2. Net Sales by Segment

(millions of yen)

	FY 2007.3				FY 2008.3				FY 2009.3			
	Full Year Results	1st half Results	2nd Half Results	Full Year Initial Plan	Full Year Results	% vs. prior year	% vs. initial plan	1st half Plan	% vs. prior year	Full Year Plan	% vs. prior year	
Toys and Hobby	185,586	83,578	96,586	190,000	180,164	97.1%	94.8%	78,000	93.3%	180,000	99.9%	
Amusement Facility	88,196	46,124	43,705	95,000	89,829	101.9%	94.6%	45,000	97.6%	88,000	98.0%	
Game Contents	139,187	61,835	83,837	150,000	145,672	104.7%	97.1%	60,000	97.0%	160,000	109.8%	
Network	12,489	5,936	6,108	11,500	12,044	96.4%	104.7%	5,000	84.2%	11,000	91.3%	
Visual and Music Content	43,006	17,888	19,061	44,000	36,949	85.9%	84.0%	14,000	78.3%	38,000	102.8%	
Other	20,900	10,065	9,744	19,500	19,809	94.8%	101.6%	10,000	99.3%	18,000	90.9%	
Elimination and Corporate	-30,234	-11,905	-12,092	-30,000	-23,997	-	-	-10,000	-	-25,000	-	
Total	459,132	213,522	246,951	480,000	460,473	100.3%	95.9%	202,000	94.6%	470,000	102.1%	

3. Operating Income by Segment

(millions of yen)

	FY 2007.3		FY 2008.3				FY 2009.3							
	Full Year Results	OP Margin	1st half Results	2nd Half Results	Full Year Initial Plan	Full Year Results	OP Margin	% vs. prior year	% vs. initial plan	1st half Plan	% vs. prior year	Full Year Plan	OP Margin	% vs. prior year
Toys and Hobby	17,403	9.4%	5,768	8,541	17,800	14,309	7.9%	82.2%	80.4%	4,000	69.3%	16,000	8.9%	111.8%
Amusement Facility	4,004	4.5%	2,078	-447	6,000	1,631	1.8%	40.7%	27.2%	1,000	48.1%	2,000	2.3%	122.6%
Game Contents	11,509	8.3%	4,856	9,937	15,000	14,793	10.2%	128.5%	98.6%	2,500	51.5%	18,000	11.3%	121.7%
Network	880	7.0%	431	473	1,000	904	7.5%	102.7%	90.4%	400	92.7%	800	7.3%	88.4%
Visual and Music Content	9,496	22.1%	3,035	797	6,800	3,832	10.4%	40.4%	56.4%	600	19.8%	3,000	7.9%	78.3%
Other	1,017	4.9%	476	277	800	753	3.8%	74.0%	94.2%	300	63.0%	700	3.9%	92.9%
Elimination and Corporate	-2,088	-	-1,562	-1,251	-2,400	-2,813	-	-	-	-1,300	-	-2,500	-	-
Total	42,224	9.2%	15,085	18,326	45,000	33,411	7.3%	79.1%	74.2%	7,500	49.7%	38,000	8.1%	113.7%

4. Net Sales by Region (External sales after elimination)

(millions of yen)

	FY 2007.3				FY 2008.3				FY 2009.3			
	Full Year Results	1st half Results	2nd Half Results	Full Year Initial Plan	Full Year Results	% vs. prior year	% vs. initial plan	1st half Plan	% vs. prior year	Full Year Plan	% vs. prior year	
Japan	356,248	164,529	182,207	370,000	346,736	97.3%	93.7%	158,500	96.3%	354,500	102.2%	
Americas	52,315	21,249	31,374	56,000	52,623	100.6%	94.0%	17,000	80.0%	55,000	104.5%	
Europe	37,763	21,000	25,387	40,000	46,387	122.8%	116.0%	20,500	97.6%	47,000	101.3%	
Asia	12,805	6,742	7,984	14,000	14,726	115.0%	105.2%	6,000	89.0%	13,500	91.7%	
Elimination and Corporate	-	-	-	-	-	-	-	-	-	-	-	
Total	459,132	213,522	246,951	480,000	460,473	100.3%	95.9%	202,000	94.6%	470,000	102.1%	

5. Operating Income by Region

(millions of yen)

	FY 2007.3		FY 2008.3				FY 2009.3							
	Full Year Results	OP Margin	1st half Results	2nd Half Results	Full Year Initial Plan	Full Year Results	OP Margin	% vs. prior year	% vs. initial plan	1st half Plan	% vs. prior year	Full Year Plan	OP Margin	% vs. prior year
Japan	33,127	9.3%	12,005	12,475	36,200	24,480	7.1%	73.9%	67.6%	6,000	50.0%	27,800	7.8%	113.6%
Americas	3,376	6.5%	147	2,171	2,500	2,318	4.4%	68.7%	92.8%	-800	-	3,800	6.9%	163.9%
Europe	5,253	13.9%	3,062	3,768	6,000	6,830	14.7%	130.0%	113.8%	2,500	81.6%	6,400	13.6%	93.7%
Asia	2,730	21.3%	1,263	1,591	2,800	2,854	19.4%	104.6%	102.0%	1,000	79.2%	2,500	18.5%	87.6%
Elimination and Corporate	-2,263	-	-1,393	-1,679	-2,500	-3,072	-	-	-	-1,200	-	-2,500	-	-
Total	42,224	9.2%	15,085	18,326	45,000	33,411	7.3%	79.1%	74.2%	7,500	49.7%	38,000	8.1%	113.7%

6. Other Data

(millions of yen)

	FY 2007.3				FY 2008.3				FY 2009.3			
	Full Year Results	1st half Results	2nd Half Results	Full Year Initial Plan	Full Year Results	% vs. prior year	% vs. initial plan	1st half Plan	% vs. prior year	Full Year Plan	% vs. prior year	
Capital Expenditures	20,331	10,867	8,890	24,000	19,757	97.2%	82.3%	10,500	96.6%	20,500	103.8%	
Depreciation	21,200	11,125	13,671	22,500	24,796	117.0%	110.2%	12,000	107.9%	23,000	92.8%	
R&D Investments	32,116	15,515	19,419	35,000	34,934	108.8%	99.8%	18,000	116.0%	35,000	100.2%	
Advertising Expenses	31,031	12,869	17,680	32,500	30,549	98.4%	94.0%	13,000	101.0%	31,000	101.5%	
Personnel Expenses	36,024	19,310	17,970	37,000	37,280	103.5%	100.8%	19,500	101.0%	37,500	100.6%	

* 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	
	FY2008.3	FY2009.3 (Forecasts)
Mobile Suit Gundam	50.9	45.0
Power Rangers	25.4	30.5
DRAGON BALL	17.8	22.5
Masked Rider	13.1	13.0
Tamagotchi	12.0	6.5

Toys and Hobby Business

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

【Tamagotchi sales】

	billion yen	
	FY2008.3 (Results)	FY2009.3 (Forecasts)
Mobile Suit Gundam	18.8	17.0
Masked Rider	11.5	11.0
Pretty Cure	10.5	11.5
Anpanman	9.3	9.5
Power Rangers	7.7	10.0
Ultraman	5.7	5.5
DRAGON BALL	5.5	4.5
Pokémon	4.5	3.0
Cinnamoroll	2.7	2.0
Evangelion	1.9	1.5
Tamagotchi	1.8	1.5

	thousand units				
	FY04.3 Full Year	FY05.3 Full Year	FY06.3 Full Year	FY07.3 Full Year	FY08.3 Full Year
Japan	250	2,250	6,100	1,650	150
Overseas	0	3,250	6,900	7,050	5,500
Total	250	5,500	13,000	8,700	5,650

【DATA CARDDASS: installed units】

As of end of March 2008: 18,400 units (Japan)

Amusement Facility Business

【Number of facilities】

	Japan				Americas				Europe			
	FY08.3		FY09.3(Forecasts)		FY08.3		FY09.3(Forecasts)		FY08.3		FY09.3(Forecasts)	
	First Half	Full Year	First Half	Full Year	First Half	Full Year	First Half	Full Year	First Half	Full Year	First Half	Full Year
Start of term	316	316	293	293	109	109	88	88	14	14	13	13
Openings	6	12	6	12	0	0	0	0	0	0	0	0
Closures	12	35	64	69	12	21	12	18	0	1	0	0
Increase/ Decrease	-6	-23	-58	-57	-12	-21	-12	-18	0	-1	0	0
End of term	310	293	235	236	97	88	76	70	14	13	13	13
Revenue share	113	80	77	68	1,214	1,222	1,283	1,317	1	1	1	1
Theme park	5	5	4	4	0	0	0	0	0	0	0	0
Spa resort	4	3	3	3	0	0	0	0	0	0	0	0
Total	432	381	319	311	1,311	1,310	1,359	1,387	15	14	14	14

	Asia				Total			
	FY08.3		FY09.3(Forecasts)		FY08.3		FY09.3(Forecasts)	
	First Half	Full Year	First Half	Full Year	First Half	Full Year	First Half	Full Year
Start of term	14	14	14	14	453	453	408	408
Openings	1	2	1	1	7	14	7	13
Closures	2	2	1	1	26	59	77	88
Increase/ Decrease	-1	0	0	0	-19	-45	-70	-75
End of term	13	14	14	14	434	408	338	333
Revenue share	21	17	16	16	1,349	1,320	1,377	1,402
Theme park	0	0	0	0	5	5	4	4
Spa resort	0	0	0	0	4	3	3	3
Total	34	31	30	30	1,792	1,736	1,722	1,742

【Same store sales year on year】

		Apr.	May	Jun.	1Q (3 months)	Jul.	Aug.	Sep.	2Q (3 months)	1H		
Japan	FY08.3	90.7%	90.3%	100.6%	93.4%	93.1%	97.2%	104.9%	98.1%	95.8%		
	FY07.3	109.7%	101.8%	102.6%	104.7%	103.6%	98.9%	98.2%	100.2%	102.2%		
		Oct.	Nov.	Dec.	3Q (3 months)	Jan.	Feb.	Mar.	4Q (3 months)	2H	FY	
	FY08.3	92.5%	90.5%	93.2%	92.1%	89.9%	92.5%	95.4%	92.6%	92.5%	94.1%	
	FY07.3	93.0%	103.0%	104.4%	100.1%	102.2%	98.3%	96.9%	99.8%	100.0%	101.1%	

		Jan.	Feb.	Mar.	1Q (3 months)	Apr.	May	Jun.	2Q (3 months)	1H		
U.S.	FY08.3	95.8%	95.9%	92.6%	94.9%	100.1%	95.0%	95.1%	97.0%	95.9%		
	FY07.3	102.3%	96.2%	96.7%	98.6%	95.8%	91.1%	93.8%	93.8%	96.3%		
		Jul.	Aug.	Sep.	3Q (3 months)	Oct.	Nov.	Dec.	4Q (3 months)	2H	FY	
	FY08.3	95.8%	98.2%	92.9%	95.8%	92.0%	89.8%	85.6%	89.2%	92.6%	94.0%	
	FY07.3	94.6%	96.4%	100.5%	96.6%	95.1%	96.1%	94.3%	95.1%	95.9%	96.1%	

Game Contents Business

1) Home Video Game Software

【Home video game software titles and unit sales】

		FY2008.3				FY2009.3 (Forecasts)			
		First Half		Full Year		First Half		Full Year	
		# of Titles	Unit Sales	# of Titles	Unit Sales	# of Titles	Unit Sales	# of Titles	Unit Sales
Japan		37	4,694	89	11,752	39	5,030	88	13,370
	(Home)	15	2,047	42	5,118	19	2,460	40	5,930
	(Portable)	22	2,647	47	6,634	20	2,570	48	7,440
U.S.		9	1,522	26	5,019	12	1,956	21	5,455
	(Home)	4	1,149	15	3,775	10	1,713	18	4,855
	(Portable)	5	373	11	1,244	2	243	3	600
Europe		10	3,222	20	6,908	10	1,290	29	5,675
	(Home)	4	2,062	10	4,690	9	1,245	23	4,480
	(Portable)	6	1,160	10	2,218	1	45	6	1,195
Asia		2	197	11	535	7	152	13	300
	(Home)	1	89	7	241	5	109	7	183
	(Portable)	1	108	4	294	2	43	6	117
Group Total		58	9,635	146	24,214	68	8,428	151	24,800
	(Home)	24	5,347	74	13,824	43	5,527	88	15,448
	(Portable)	34	4,288	72	10,390	25	2,901	63	9,352
Localized versions		22		59		32		67	

※After elimination of localized versions

Group Total	36	9,635	87	24,214
(Home)	14	5,347	40	13,824
(Portable)	22	4,288	47	10,390

※After elimination of localized versions

Group Total	36	8,428	84	24,800
(Home)	16	5,527	36	15,448
(Portable)	20	2,901	48	9,352

【FY2008.3: Top 10 Game Titles】

Region	Platform	Title Name	Unit Sales (thousand)
E, J, A	PS2·Wii	Dragon Ball Z Sparking ! METEOR	1,040
US, E, J, A	Xbox360	ACE COMBAT 6: Fires of Liberations	700
US, E	PS2	Naruto: Ultimate Ninja 2	690
E	PS2·Wii	Dragon Ball Z Budokai Tenkaichi 2	650
J	DS	Taiko Drum Master DS	510
J	PS2	Super Robot Wars OG ORIGINAL GENERATIONS	450
E, US	PS2	Naruto Uzumaki Chronicles	420
E, US	PS3	RIDGE RACER 7	420
J	PS2	SD Gundam G Generation Spirits	410
US, E	PSP	Naruto: Ultimate Ninja	370

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

【Group Total By Platform】

Platform	FY2008.3		FY2009.3 (Forecasts)	
	# of titles	Unit Sales (thousand)	# of titles	Unit Sales (thousand)
PS2	21	9,356	11	4,346
PS3	1	1,280	6	3,833
Xbox360	5	1,509	3	3,071
Wii	13	1,568	14	4,123
PSP	8	3,829	14	3,454
NDS	39	6,467	34	5,898
Others	0	205	2	75
Total	87	24,214	84	24,800

2) Arcade Game Machines: Net Sales

【Japan】 (million yen)

Product Category	FY2007.3	FY2008.3
	Results	Results
Small-sized Video Game	3,674	7,677
Medium-sized Video Game	15,463	17,037
Electrical-Mechanical Games	6,366	8,503
Medal Games	1,352	1,215
Other	8,136	4,976
Machine Sales Total	34,991	39,408
Prize Sales	15,983	15,713
Total	50,974	55,121

【Overseas】 (million yen)

	FY2007.3	FY2008.3
	Results	Results
NAMCO America and NAMCO Europe Machine Sales Total	4,940	6,066

Note: Figures include transactions among Group Companies

Network Business

【Number of Subscribers】

As of March 31, 2008

(thousand)

	Game	Character	Sound	Other	TOTAL
BANDAI NETWORKS	2,080	960	460	160	3,660
NAMCO BANDAI GAMES(*)	1,190	—	—	—	1,190
TOTAL	3,270	960	460	160	4,850

(*) Results for mobile content distribution service of NAMCO BANDAI Games Inc. is posted in the Game Contents Business.

Visual and Music Content Business

【Net sales breakdown and percentage by type of business】

(billion yen)

	Visual Package	Production, License	Total
FY2008.3	28.5	8.4	36.9
(Results)	77.2%	22.8%	—
FY2007.3	33.9	9.1	43.0
(Results)	78.8%	21.2%	—