



NAMCO BANDAI Holdings Inc.

Financial Highlights for the Second Quarter of the Fiscal Year Ending March 2009

NAMCO BANDAI Holdings Inc. Consolidated Financial Results

1. Summary of Income Statement

(million yen)

	FY 2008.3			FY 2009.3					
	2Q (3mo.) Results	2Q (6mo.) Results	Full Year Results	2Q (3mo.) Results	% vs. prior year	2Q (6mo.) Results	% vs. prior year	Full Year Forecasts	% vs. prior year
Net Sales	117,421	213,522	460,473	100,816	85.9%	190,795	89.4%	440,000	95.6%
Gross Profit	42,906	77,170	164,072	35,327	82.3%	66,696	86.4%	153,000	93.3%
Operating Income	10,612	15,085	33,411	4,021	37.9%	5,576	37.0%	24,000	71.8%
Recurring Income	11,822	17,379	36,198	4,757	40.2%	7,275	41.9%	26,000	71.8%
Net Income	5,207	7,977	32,679	264	5.1%	1,282	16.1%	13,000	39.8%

2. Net Sales by Segment

(million yen)

	FY 2008.3			FY 2009.3					
	2Q (3mo.) Results	2Q (6mo.) Results	Full Year Results	2Q (3mo.) Results	% vs. prior year	2Q (6mo.) Results	% vs. prior year	Full Year Forecasts	% vs. prior year
Toys and Hobby	43,517	83,578	180,164	37,823	86.9%	73,213	87.6%	170,000	94.4%
Amusement Facility	24,557	46,124	89,829	21,071	85.8%	40,542	87.9%	78,000	86.8%
Game Contents	37,263	61,835	145,672	30,976	83.1%	56,490	91.4%	149,000	102.3%
Network	3,063	5,936	12,044	2,764	90.2%	5,355	90.2%	11,000	91.3%
Visual and Music Content	10,176	17,888	36,949	8,745	85.9%	15,993	89.4%	35,500	96.1%
Other	5,171	10,065	19,809	4,692	90.7%	9,514	94.5%	19,000	95.9%
Elimination and Corporate	-6,328	-11,905	-23,997	-5,256	-	-10,313	-	-22,500	-
Total	117,421	213,522	460,473	100,816	85.9%	190,795	89.4%	440,000	95.6%

3. Operating Income by Segment

(million yen)

	FY 2008.3				FY 2009.3								
	2Q (3mo.) Results	2Q (6mo.) Results	Full Year Results	OP Margin	2Q (3mo.) Results	OP Margin	% vs. prior year	2Q (6mo.) Results	OP Margin	% vs. prior year	Full Year Forecasts	OP Margin	% vs. prior year
Toys and Hobby	3,041	5,768	14,309	7.9%	2,395	6.3%	78.8%	4,416	6.0%	76.6%	10,500	6.2%	73.4%
Amusement Facility	1,736	2,078	1,631	1.8%	961	4.6%	55.4%	1,030	2.5%	49.6%	500	0.6%	30.7%
Game Contents	4,455	4,856	14,793	10.2%	337	1.1%	7.6%	123	0.2%	2.5%	13,000	8.7%	87.9%
Network	257	431	904	7.5%	204	7.4%	79.3%	378	7.1%	87.6%	800	7.3%	88.4%
Visual and Music Content	1,928	3,035	3,832	10.4%	888	10.2%	46.1%	654	4.1%	21.6%	1,500	4.2%	39.1%
Other	215	476	753	3.8%	73	1.6%	34.2%	280	2.9%	58.8%	500	2.6%	66.4%
Elimination and Corporate	-1,021	-1,562	-2,813	-	-839	-	-	-1,307	-	-	-2,800	-	-
Total	10,612	15,085	33,411	7.3%	4,021	4.0%	37.9%	5,576	2.9%	37.0%	24,000	5.5%	71.8%

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

(million yen)

	FY 2008.3			FY 2009.3					
	2Q (3mo.) Results	2Q (6mo.) Results	Full Year Results	2Q (3mo.) Results	% vs. prior year	2Q (6mo.) Results	% vs. prior year	Full Year Forecasts	% vs. prior year
Japan	94,150	164,529	346,736	78,924	83.8%	146,599	89.1%	332,000	95.7%
Americas	10,028	21,249	52,623	8,213	81.9%	17,371	81.8%	49,500	94.1%
Europe	9,808	21,000	46,387	10,216	104.2%	20,358	96.9%	45,000	97.0%
Asia	3,434	6,742	14,726	3,461	100.8%	6,465	95.9%	13,500	91.7%
Elimination and Corporate	-	-	-	-	-	-	-	-	-
Total	117,421	213,522	460,473	100,816	85.9%	190,795	89.4%	440,000	95.6%

5. Operating Income by Region

(million yen)

	FY 2008.3				FY 2009.3								
	2Q (3mo.) Results	2Q (6mo.) Results	Full Year Results	OP Margin	2Q (3mo.) Results	OP Margin	% vs. prior year	2Q (6mo.) Results	OP Margin	% vs. prior year	Full Year Forecasts	OP Margin	% vs. prior year
Japan	9,646	12,005	24,480	7.1%	3,366	4.3%	34.9%	4,282	2.9%	35.7%	16,500	5.0%	67.4%
Americas	-39	147	2,318	4.4%	-534	-	-	-813	-	-	2,000	4.0%	86.3%
Europe	1,118	3,062	6,830	14.7%	1,388	13.6%	124.1%	2,742	13.5%	89.5%	6,000	13.3%	87.8%
Asia	523	1,263	2,854	19.4%	502	14.5%	95.9%	931	14.4%	73.7%	2,500	18.5%	87.6%
Elimination and Corporate	-637	-1,393	-3,072	-	-701	-	-	-1,564	-	-	-3,000	-	-
Total	10,612	15,085	33,411	7.3%	4,021	4.0%	37.9%	5,576	2.9%	37.0%	24,000	5.5%	71.8%

6. Other Data

(million yen)

	FY 2008.3			FY 2009.3					
	2Q (3mo.) Results	2Q (6mo.) Results	Full Year Results	2Q (3mo.) Results	% vs. prior year	2Q (6mo.) Results	% vs. prior year	Full Year Forecasts	% vs. prior year
Capital Investments	5,621	10,867	19,757	4,761	84.7%	7,974	73.4%	19,500	98.7%
Depreciation	5,914	11,125	24,796	5,395	91.2%	10,351	93.0%	22,000	88.7%
R&D Investments	8,466	15,515	34,934	10,024	118.4%	18,602	119.9%	35,000	100.2%
Advertising Expenses	6,916	12,869	30,549	6,987	101.0%	12,926	100.4%	31,000	101.5%
Personnel Expenses	10,004	19,310	37,280	9,077	90.7%	18,417	95.4%	37,000	99.2%

* 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	
	2Q (6 mo.)	Full Year	2Q (6 mo.)	Full Year Forecasts
Mobile Suit Gundam	21.1	50.9	16.9	45.5
Power Rangers	11.4	25.4	11.8	27.0
DRAGON BALL	8.7	17.8	8.7	18.0
BEN10	2.7	7.0	4.3	13.0
Masked Rider	3.7	13.1	4.6	10.0

Toys and Hobby Business

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

(billion yen)

	FY08.3		FY09.3	
	2Q (6 mo.)	Full Year	2Q (6 mo.)	Full Year
Mobile Suit Gundam	7.5	18.8	7.0	16.5
Power Rangers	4.0	7.7	6.2	12.5
Pretty Cure	5.1	10.5	5.5	10.0
Anpanman	4.3	9.3	4.1	9.5
Masked Rider	5.9	11.5	3.8	8.5
Ultraman	2.9	5.7	2.2	4.5
DRAGON BALL	2.6	5.5	1.9	4.5
Pokémon	2.6	4.5	1.7	3.0
Cinnamoroll	1.5	2.7	0.9	2.0
Battle Spirits	-	-	0.2	2.0
One Piece	0.2	0.5	1.0	2.0

【Tamagotchi sales】

(thousand units)

	FY05.3	FY06.3	FY07.3	FY08.3		FY09.3
	Full Year	Full Year	Full Year	2Q (6 mo.)	Full Year	2Q (6 mo.)
Japan	2,250	6,100	1,650	0	150	0
Overseas	3,250	6,900	7,050	3,500	5,500	1,500
Total	5,500	13,000	8,700	3,500	5,650	1,500

【DATA CARDDASS: installed units】

As of end of September 2008: 19,400 units (Japan)

Amusement Facility Business

【Number of facilities】

	Japan				Americas				Europe			
	FY2008.3		FY2009.3		FY2008.3		FY2009.3		FY2008.3		FY2009.3	
	Results		Results	Forecasts	Results		Results	Forecasts	Results		実績	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	316	316	293	293	109	109	88	88	14	14	13	13
Openings	6	12	7	13	0	0	0	0	0	0	0	0
Closures	12	35	38	69	12	21	20	35	0	1	0	0
Increase/Decreases	-6	-23	-31	-56	-12	-21	-20	-35	0	-1	0	0
End of term	310	293	262	237	97	88	68	53	14	13	13	13
Revenue share	113	80	33	27	1,214	1,222	1,409	1,050	1	1	1	2
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	302	271	1,311	1,310	1,477	1,103	15	14	14	15

	Asia				Total			
	FY2008.3		FY2009.3		FY2008.3		FY2009.3	
	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	14	14	14	14	453	453	408	408
Openings	1	2	0	0	7	14	7	13
Closures	2	2	1	2	26	59	59	106
Increase/Decreases	-1	0	-1	-2	-19	-45	-52	-93
End of term	13	14	13	12	434	408	356	315
Revenue share	21	17	16	17	1,349	1,320	1,459	1,096
Theme park	0	0	0	0	5	5	4	4
Spa resort	0	0	0	0	4	3	3	3
Total	34	31	29	29	1,792	1,736	1,822	1,418

【Same store sales year on year】

		Apr.	May	Jun.	1Q(3mo.)	Jul.	Aug.	Sep.	2Q(3mo.)	2Q(6 mo.)
Japan	FY09.3	83.8%	89.5%	86.8%	86.7%	85.6%	94.3%	81.1%	87.6%	87.2%
	FY08.3	90.7%	90.3%	100.6%	93.4%	93.1%	97.2%	104.9%	98.1%	95.8%

		Jan.	Feb.	Mar.	1Q(3mo.)	Apr.	May	Jun.	2Q(3mo.)	2Q(6 mo.)
U.S.	FY09.3	90.3%	89.8%	88.8%	89.7%	85.0%	89.4%	83.9%	85.9%	88.0%
	FY08.3	95.8%	95.9%	92.6%	94.9%	100.1%	95.0%	95.1%	97.0%	95.9%

Game Contents Business

1) Home Video Game Software

【Home video game software titles and unit sales】

(Unit sales:thousand)

	FY2008.3			
	2Q (6mo.) Results		Full Year Results	
	# of Titles	Unit Sales	# of Titles	Unit Sales
Japan	37	4,694	89	11,752
(Home)	15	2,047	42	5,118
(Portable)	22	2,647	47	6,634
U.S.	9	1,522	26	5,019
(Home)	4	1,149	15	3,775
(Portable)	5	373	11	1,244
Europe	10	3,222	20	6,908
(Home)	4	2,062	10	4,690
(Portable)	6	1,160	10	2,218
Asia	2	197	11	535
(Home)	1	89	7	241
(Portable)	1	108	4	294
Overseas Total	21	4,941	57	12,462
(Home)	9	3,300	32	8,706
(Portable)	12	1,641	25	3,756
Group Total	58	9,635	146	24,214
(Home)	24	5,347	74	13,824
(Portable)	34	4,288	72	10,390
Localized versions	22		59	

(Unit sales:thousand)

	FY2009.3			
	2Q (6mo.) Results		Full Year Forecasts	
	# of Titles	Unit Sales	# of Titles	Unit Sales
Japan	29	4,050	78	11,350
(Home)	14	2,193	36	5,717
(Portable)	15	1,857	42	5,633
U.S.	6	1,905	19	6,300
(Home)	4	1,368	15	5,231
(Portable)	2	537	4	1,069
Europe	8	2,673	20	5,400
(Home)	7	2,079	15	4,272
(Portable)	1	594	5	1,128
Asia	2	267	2	450
(Home)	0	128	0	250
(Portable)	2	139	2	200
Overseas Total	16	4,845	41	12,150
(Home)	11	3,575	30	9,753
(Portable)	5	1,270	11	2,397
Group Total	45	8,895	119	23,500
(Home)	25	5,768	66	15,470
(Portable)	20	3,127	53	8,030
Localized versions	19		48	

※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	26	8,895	71	23,500
(Home)	11	5,768	29	15,470
(Portable)	15	3,127	42	8,030

【FY2009.3 2Q (6mo.): Top 10 Game Titles】

Title Name	Region	Platform	Unit Sales (thousand)
Dragon Ball Z Burst Limit	J,E,A	PS3•XB360	728
Super Robot Wars Z	J	PS2	510
WE SKI	US,E	Wii	456
Dragon Ball Z Budokai Tenkaichi 3	E	Wii•PS2	420
Taiko Drum Master for DS 2	J	NDS	342
Naruto: Ultimate Ninja 3	US	PS2	325
Gundam Battle Universe	J	PSP	253
Naruto: Uzumaki Chronicles 2	E,US	PS2	216
TALES OF SYMPHONIA	J	Wii	215
Soul Calibur IV	J	PS3•XB360	189

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

【Group Total By Platform】

FY2009.3 2Q(6mo.) Results		
Platform	# of titles	Unit Sales (thousand)
PS2	3	2,460
NDS	13	1,567
PSP	2	1,558
Wii	4	1,538
PS3	2	1,069
Xbox360	2	691
Others	0	12
Total	26	8,895

2) Arcade Game Machines: Net Sales

【Japan】 (million yen)

Product Category	FY2008.3	FY2009.3
	2Q (6 months)	2Q (6 months)
Small-sized Video Game	15	350
Medium-sized Video Game	10,826	2,783
Electrical-Mechanical Game	3,629	1,379
Medal Game	131	3,915
Others	2,525	4,193
Machine Sales Total	17,126	12,620
Prize Sales	7,581	7,828
Total	24,707	20,448

【Overseas】 (million yen)

	FY2008.3	FY2009.3
	2Q (6 months)	2Q (6 months)
NAMCO America and NAMCO Europe Machine Sales Total	3,767	2,642

Note: Figures include transactions among Group Companies

Network Business

【Number of Subscribers】

As of September 30, 2008

(thousand)

	Game	Character	Sound	Other	Total
BANDAI NETWORKS	2,050	910	400	140	3,500
NAMCO BANDAI Games(*)	1,130	-	-	-	1,130
Total	3,180	910	400	140	4,630

(*) 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
FY2009.3	11.0	4.9	15.9
2Q (6 months)	69.2%	30.8%	-
FY2008.3	13.9	3.9	17.8
2Q (6 months)	78.1%	21.9%	-