



NAMCO BANDAI Holdings Inc.

Financial Highlights for the Second Quarter of the Fiscal Year Ending March 2014

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	FY2013.3		FY2014.3			
	Full Year Results	Full Year Results	Full Year Results	Full Year Results	Full Year Results	Full Year Results	1st Half Results	Full Year Results	1st Half Results	% vs. prior year	Full Year Forecasts	% vs. prior year
Net Sales	459,132	460,473	426,399	378,547	394,178	454,210	222,610	487,241	228,528	102.7%	485,000	99.5%
Gross Profit	168,079	164,072	146,023	128,753	139,414	167,502	88,308	183,078	90,895	102.9%	184,000	100.5%
Operating Income	42,224	33,411	22,348	1,883	16,338	34,606	27,753	48,642	26,389	95.1%	45,000	92.5%
Recurring Income	45,615	36,198	24,513	1,907	16,399	34,960	28,050	49,972	28,553	101.8%	46,500	93.1%
Net Income	24,252	32,679	11,830	△ 29,928	1,848	19,303	17,320	32,383	19,607	113.2%	29,000	89.6%

Net Sales by Segment

(millions of yen)

	FY2007.3	FY2008.3	FY2009.3	FY2010.3	FY2011.3	FY2012.3	FY2013.3		FY2014.3			
	Full Year Results	Full Year Results	Full Year Results	Full Year Results	Full Year Results	Full Year Results	1st Half Results	Full Year Results	1st Half Results	% vs. prior year	Full Year Forecasts	% vs. prior year
Toys and Hobby	185,586	180,164	165,725	148,843	158,374	177,994	80,411	172,977	80,791	100.5%	180,000	104.1%
Content	194,683	194,666	184,529	167,471	179,917	225,503	116,686	263,595	123,055	105.5%	260,000	98.6%
Amusement Facility	88,196	89,829	77,269	65,362	62,337	61,032	29,872	60,185	29,229	97.8%	58,000	96.4%
Other	20,900	19,809	19,009	15,790	18,503	27,482	12,867	25,788	12,871	100.0%	24,000	93.1%
Elimination and Corporate	△ 30,234	△ 23,997	△ 20,133	△ 18,921	△ 24,953	△ 37,801	△ 17,227	△ 35,305	△ 17,418	-	△ 37,000	-
Total	459,132	460,473	426,399	378,547	394,178	454,210	222,610	487,241	228,528	102.7%	485,000	99.5%

Operating Income by Segment

(millions of yen)

	FY2007.3	FY2008.3	FY2009.3	FY2010.3	FY2011.3	FY2012.3	FY2013.3			FY2014.3					
	Full Year Results	Full Year Results	Full Year Results	Full Year Results	Full Year Results	Full Year 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	17,403	14,309	11,533	10,786	13,812	16,112	6,451	11,255	6.5%	5,434	6.7%	84.2%	13,000	7.2%	115.5%
Content	21,887	19,530	11,648	△ 7,760	3,092	17,003	20,136	36,438	13.8%	21,763	17.7%	108.1%	33,500	12.9%	91.9%
Amusement Facility	4,004	1,631	393	284	1,778	2,380	1,051	1,683	2.8%	△ 146	-	-	1,000	1.7%	59.4%
Other	1,017	753	565	322	810	2,050	1,289	1,692	6.6%	869	6.8%	67.4%	1,000	4.2%	59.1%
Elimination and Corporate	△ 2,088	△ 2,813	△ 1,792	△ 1,749	△ 3,156	△ 2,941	△ 1,175	△ 2,427	-	△ 1,531	-	-	△ 3,500	-	-
Total	42,224	33,411	22,348	1,883	16,338	34,606	27,753	48,642	10.0%	26,389	11.5%	95.1%	45,000	9.3%	92.5%

* 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	FY2013.3		FY2014.3			
	Full Year Results	Full Year Results	Full Year Results	Full Year Results	Full Year Results	Full Year Results	1st Half Results	Full Year Results	1st Half Results	% vs. prior year	Full Year Forecasts	% vs. prior year
Japan	356,248	346,736	319,535	286,209	312,356	378,395	189,332	406,186	197,478	104.3%	402,000	99.0%
Americas	52,315	52,623	48,337	29,269	28,021	24,313	13,068	33,635	10,485	80.2%	30,000	89.2%
Europe	37,763	46,387	45,004	45,955	37,023	33,366	11,749	28,251	11,549	98.3%	31,500	111.5%
Asia	12,805	14,726	13,522	17,112	16,777	18,134	8,460	19,167	9,016	106.6%	21,500	112.2%
Elimination and Corporate	-	-	-	-	-	-	-	-	-	-	-	-
Total	459,132	460,473	426,399	378,547	394,178	454,210	222,610	487,241	228,528	102.7%	485,000	99.5%

Reference: Operating Income by Region

(millions of yen)

	FY2007.3	FY2008.3	FY2009.3	FY2010.3	FY2011.3	FY2012.3	FY2013.3			FY2014.3					
	Full Year Results	Full Year Results	Full Year Results	Full Year Results	Full Year Results	Full Year 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	33,127	24,480	15,863	5,537	23,578	38,373	28,191	49,851	12.3%	28,558	14.5%	101.3%	45,700	11.4%	91.7%
Americas	3,376	2,318	872	△ 3,324	△ 5,658	△ 2,876	290	794	2.4%	△ 530	-	-	800	2.7%	100.8%
Europe	5,253	6,830	6,248	△ 388	△ 1,221	△ 1,720	62	△ 569	-	△ 292	-	-	800	2.5%	-
Asia	2,730	2,854	2,289	2,768	2,409	3,242	1,064	1,814	9.5%	609	6.8%	57.2%	1,200	5.6%	66.2%
Elimination and Corporate	△ 2,263	△ 3,072	△ 2,926	△ 2,708	△ 2,770	△ 2,413	△ 1,855	△ 3,248	-	△ 1,956	-	-	△ 3,500	-	-
Total	42,224	33,411	22,348	1,883	16,338	34,606	27,753	48,642	10.0%	26,389	11.5%	95.1%	45,000	9.3%	92.5%

Other Data

(millions of yen)

	FY2007.3	FY2008.3	FY2009.3	FY2010.3	FY2011.3	FY2012.3	FY2013.3		FY2014.3			
	Full Year Results	Full Year Results	Full Year Results	Full Year Results	Full Year Results	Full Year Results	1st Half Results	Full Year Results	1st Half Results	% vs. prior year	Full Year Forecasts	% vs. prior year
Capital Investments	20,331	19,757	14,658	11,587	10,768	12,808	7,508	18,535	10,925	145.5%	21,500	116.0%
Depreciation	21,200	24,796	22,545	18,988	18,000	18,142	8,587	20,415	9,118	106.2%	21,500	105.3%
R&D Investments	32,116	34,934	33,864	38,525	40,102	41,193	20,472	43,194	23,322	113.9%	43,000	99.6%
Advertising Expenses	31,031	30,549	28,409	29,514	28,782	33,384	14,375	32,600	14,854	103.3%	35,500	108.9%
Personnel Expenses	36,024	37,280	35,004	39,201	40,357	43,546	20,925	45,797	22,827	109.1%	45,000	98.3%

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】

billions of yen

	FY11.3	FY12.3	FY13.3		FY14.3	
	Full Year	Full Year	2Q (6mo.)	Full Year	2Q (6mo.)	Full Year Forecasts
Mobile Suit Gundam	38.2	44.7	31.7	65.2	34.3	65.5
Power Rangers	13.7	20.2	8.8	20.8	13.4	27.5
KAMEN RIDER	15.4	28.8	15.0	33.9	10.9	27.0
ONE PIECE	26.4	31.9	14.0	34.0	13.7	26.5
Pretty Cure	13.6	11.5	6.2	11.6	5.3	11.0

Toys and Hobby Business

【Net Sales by Character (Japan)】

billions of yen

	FY11.3	FY12.3	FY13.3		FY14.3	
	Full Year	Full Year	2Q (6mo.)	Full Year	2Q (6mo.)	Full Year Forecasts
KAMEN RIDER	23.0	28.3	11.2	27.1	6.3	19.5
Mobile Suit Gundam	13.4	15.6	8.1	16.5	8.4	17.5
Power Rangers	9.2	13.0	4.9	9.6	8.5	13.5
Pretty Cure	12.5	10.7	5.7	10.6	4.9	10.0
Anpanman	8.6	9.6	4.6	10.0	4.4	10.0
Aikatsu!	0	0	0	1.5	4.8	8.0
DRAGON BALL	2.7	4.4	2.4	4.8	3.5	5.5
ONE PIECE	6.8	11.2	4.4	8.3	3.0	5.5
Ultraman	2.8	1.8	1.0	2.0	1.5	4.5
Battle Spirits	3.4	4.8	1.8	4.2	1.4	4.0

【Digital Card Game Machine: installed units】

As of end of FY2014.3 2Q : 31,780 units (Japan)

Content Business

【Sales by category】

billions of yen

	FY11.3	FY12.3	FY13.3		FY14.3	
	Full Year	Full Year	2Q (6mo.)	Full Year	2Q (6mo.)	Full Year Forecasts
Arcade Game Machine	56.0	73.4	33.7	71.8	31.0	77.5
Game Software	81.2	86.0	31.5	84.4	34.9	79.5
Others, elimination	42.7	66.1	51.4	107.3	57.1	103.0
Total	179.9	225.5	116.6	263.5	123.0	260.0

1) Home Video Game Software

【Home video game software titles and unit sales】

	FY2013.3			
	2Q (6mo.)		Full Year	
	# of Titles	Unit Sales (thousand)	# of Titles	Unit Sales (thousand)
Japan	75	3,362	149	9,433
U.S.	16	3,380	62	9,606
Europe	13	2,397	71	5,546
Group Total	104	9,139	282	24,585
Localized versions	65		185	

※After elimination of localized versions

Group Total	39	9,139	97	24,585
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	FY2014.3			
	2Q (6mo.)		Full Year Forecasts	
	# of Titles	Unit Sales (thousand)	# of Titles	Unit Sales (thousand)
Japan	45	3,827	79	9,200
U.S.	17	2,031	50	7,200
Europe	12	1,845	39	5,600
Group Total	74	7,703	168	22,000
Localized versions	46		94	

※After elimination of localized versions

Group Total	28	7,703	74	22,000
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【FY2014.3 1Q: Main Game Titles】

Title Name	Platform	Region	Unit Sales (ten thousand)
JoJo's Bizarre Adventure All Star Battle	PS3	J	55
GUNDAM BREAKER	PS3	J	30
Disney MAGIC CASTLE MY HAPPY LIFE	3DS	J	32
KAMEN RIDER BATTRIDE WAR	PS3	J	20

2) Arcade Game Machines

【Sales Breakdown】

[Japan]

Product Category	FY11.3	FY12.3	FY13.3		FY14.3	
	Full Year	Full Year	2Q (6mo.)	Full Year	2Q (6mo.)	Full Year Forecast
Video Game	12.7	18.7	6.9	12.2	4.7	17.1
Electrical-Mechanical Games	3.4	5.0	2.1	4.1	1.4	3.5
Medal Games	2.3	2.8	0.6	3.5	0.4	5.0
Other	12.8	16.5	7.4	18.1	8.6	16.9
Machine Sales Total	31.2	43.0	17.0	37.9	15.1	42.5
Prize Sales	20.7	25.5	14.8	28.5	13.6	28.0
Total	51.9	68.5	31.8	66.4	28.7	70.5

[Overseas]

	FY11.3	FY12.3	FY13.3		FY14.3	
	Full Year	Full Year	2Q (6mo.)	Full Year	2Q (6mo.)	Full Year Forecast
NAMCO America and NAMCO Europe Machine Sales Total	4.1	4.9	1.9	5.4	2.3	7.0

Note: Figures include transactions among Group Companies

Amusement Facility Business

【Number of facilities】

			FY11.3	FY12.3	FY13.3		FY14.3	
			Full Year	Full Year	2Q (6mo.)	Full Year	2Q (6mo.)	Full Year Forecasts
Directly Managed Facilities	Japan	Start of term	223	217	211	211	216	216
		Openings	5	10	5	8	4	10
		Closures	11	16	3	3	0	3
		Increase/ Decrease	-6	-6	2	5	4	7
		End of term	217	211	213	216	220	223
	U.S.	Start of term	41	29	22	22	20	20
		Openings	0	0	1	1	0	0
		Closures	12	7	3	3	0	0
		Increase/ Decrease	-12	-7	-2	-2	0	0
		End of term	29	22	20	20	20	20
	Europe	Start of term	14	12	12	12	11	11
		Openings	0	0	0	0	0	0
		Closures	2	0	0	1	1	2
		Increase/ Decrease	-2	0	0	-1	-1	-2
		End of term	12	12	12	11	10	9
	Asia	Start of term	11	10	10	10	7	7
		Openings	2	2	0	0	0	2
		Closures	3	2	0	3	1	1
		Increase/ Decrease	-1	0	0	-3	-1	1
		End of term	10	10	10	7	6	8
Total	Start of term	289	268	255	255	254	254	
	Openings	7	12	6	9	4	12	
	Closures	28	25	6	10	2	6	
	Increase/ Decrease	-21	-13	0	-1	2	6	
	End of term	268	255	255	254	256	260	
Revenue- sharing Facilities	Japan	19	14	14	11	11	11	
	U.S.	792	973	983	987	999	1,019	
	Europe	1	1	1	2	3	3	
	Asia	19	20	23	15	19	58	
	Total	831	1,008	1,021	1,015	1,032	1,091	
Others	Total	3	2	2	2	3	4	
Facilities Total			1,102	1,265	1,278	1,271	1,291	1,355

【Same store sales year on year (Japan)】

	Apr.	May	Jun.	Jul.	Aug.	Sep.	1st Half	2nd Half	Full Year
FY2014.3	92.3%	90.8%	97.6%	92.4%	99.3%	93.9%	94.6%	Forecast 102.0%	Forecast 98.0%
FY2013.3	95.0%	87.9%	98.9%	95.5%	94.3%	97.1%	94.6%	96.4%	95.5%
FY2012.3	109.4%	108.2%	105.8%	101.8%	96.1%	101.7%	103.3%	96.8%	100.1%
FY2011.3	98.3%	93.6%	97.4%	97.9%	104.3%	101.4%	99.0%	103.1%	101.0%