

February 5, 2013
 Fields Corporation
 Corporate Communications Office
 Tel.: +81-3-5784-2109
 Mail: ir@fields.biz
 Person in charge : Karino

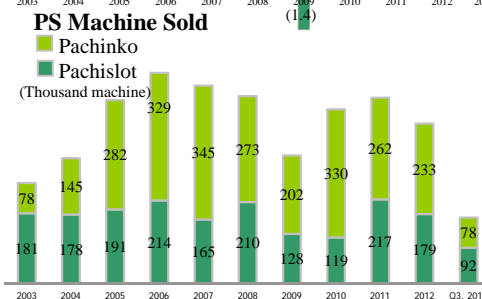
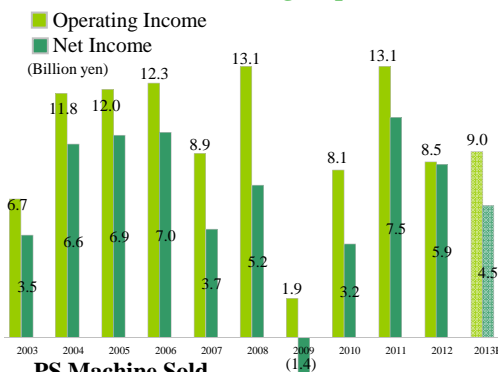
Financial Flash Report



Financial Results and Forecast (Consolidated) (Japan GAAP)

Fields forecasts 107.0 billion yen in net sales and 9.0 billion yen in operating income in the fiscal year ending March 31, 2013. In the Q4, Fields will continue to release social games and pachinko/pachislot machines utilizing its powerful IP.

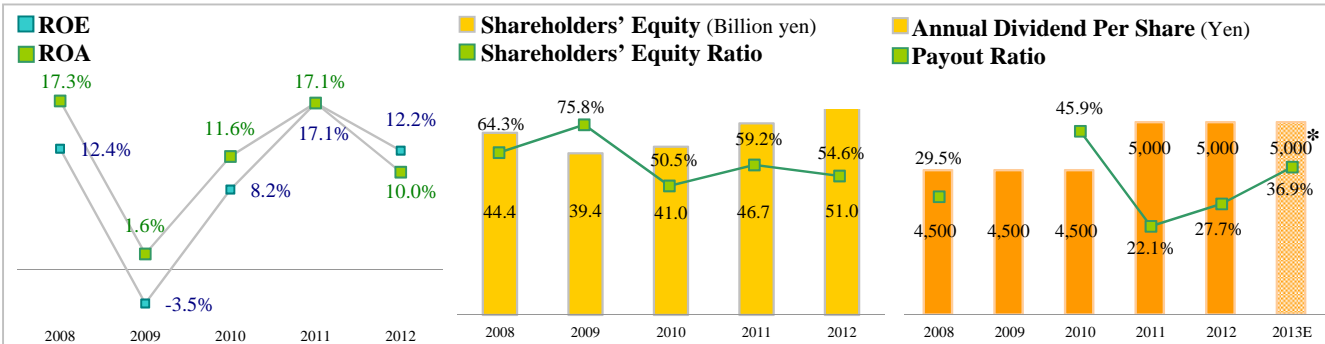
(Unit: Billion yen)	3.2012	3.2013 E	YoY	Q1-3.2013	YTD
Net Sales	92.1	107.0	116.2%	47.7	44.6%
SG&A Expenses	22.8	22.9	100.4%	16.2	70.7%
Operating Income	8.5	9.0	105.9%	(1.1)	-
Ordinary Income	8.6	9.0	104.7%	(0.9)	-
Net Income	5.9	4.5	76.3%	(0.6)	-
Total Asset	93.6	-	-	71.1	-
Net Asset	51.5	-	-	48.6	-
Net Income per share (Yen)	34.1	-	-	(20.4)	-
CF from Operating Activities	10.0	-	-	0.2	-
CF from Investing Activities	(4.7)	-	-	(4.1)	-
CF from Financing Activities	(2.5)	-	-	(2.0)	-
Cash and Cash Equivalents	18.2	-	-	12.2	-



1. Change to a single segment from Q1

The Group progressively consolidated the previous 4 segments to form a single segment centered on intellectual property (IP).

2. The company conducted a 100-for-1 stock split on October 1, 2012.



*If adjusted to reflect the number of shares prior to the stock split, the forecast of the annual dividend per share would be equivalent to 5000.00 yen (2nd quarter end: 2,500.00 yen; fiscal year end: 2,500.00 yen).

Result Review

The number of pachislot machines sold increased, on the other hand pachinko sales declined

In the pachinko/pachislot sales business, strong products were released in the expanding pachislot market. Although the number of pachislot machines sold increased year on year, pachinko sales fell, resulting in a drop in the total machines sold compared to the previous year.

Please refer to the link below, regarding "Accounting Method of Pachinko/Pachislot Sales". (Bottom half of P.14)

▼ Accounting Method of Pachinko/Pachislot Sales
http://www.fields.biz/ir/j/files/press/2012/press_20121106ae.pdf#page=14

Number of Pachinko/Pachislot machines sold (Q1-3)

	2012	2013 E	YoY
Pachinko	78,647 machines	(- 46,818 machines)	(- 59.6%)
Pachislot	92,167 machines	(+ 18,678 machines)	(+ 20.3%)
Total	170,814 machines	(- 28,140 machines)	(- 16.5%)

Social game business remains solid

In business aimed at the fast-growing social media field, Fields has focused intensively on social games since the Q3 of the previous fiscal year; this business has remained a solid performer in the current fiscal period.

Outlook Review

Based on recent trends in our business performance, Fields has revised the performance forecast announced as of May 9, 2012. For more details, please refer to the Notification of Revisions to Performance Forecast announced as of February 1, 2013.

▼ Notification of Revisions to Performance Forecast
http://www.fields.biz/ir/j/files/press/2013/press_20130201ae.pdf

The above is a summary version of <Qualitative information> from "Summary of Financial Information and Business Results."
 For more details, a complete version of the Financial Results will be posted on our website in about a week. (<http://www.fields.biz/ir/e>)

For inquiries or further information please contact:
 Corporate Communications Office, Fields Corporation
 Shibuya Garden Tower, 16-17 Nampo-dai-cho, Shibuya-ku, Tokyo 150-0036
 Tel.: +81.3.5784.2109 Fax: +81.3.5784.2119 Mail: ir@fields.biz

[Disclaimer]

The plans, strategies and estimates of the Company indicated in these documents, other than actual results and facts, include potential risks and uncertainties and cannot be guaranteed. Potential risks and uncertainties include, but are not limited to, the economic environment of the pachinko/pachislot market in which the Company operates, market competition and the products handled by the Company.