

May 7, 2013
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Financial Flash Report



Financial Results and Forecast (Consolidated) (Japan GAAP)

In the merchandising field, Fields Corporation provides products and services utilizing IP and works on generating revenue in the year ending March 31, 2014.

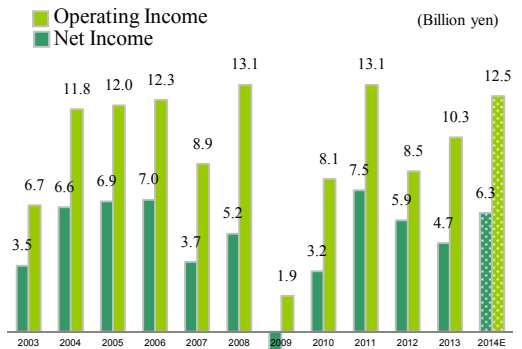
(Unit: Billion yen)	3.2012	3.2013	YoY	3.2014E	YoY
Net Sales	92.1	108.1	117.3%	120.0	111.1%
SG&A Expenses	22.8	22.9	100.7%	25.3	110.2%
Operating Income	8.5	10.3	121.0%	12.5	121.2%
Ordinary Income	8.6	10.2	118.6%	12.5	121.7%
Net Income	5.9	4.7	78.8%	6.3	133.5%
Total Asset	93.6	106.6	113.9% *		
Net Asset	51.5	55.0	106.8% *		
Net Income per share (Yen)	18.0	142.2	-		
CF from Operating Activities	10.0	13.5	135.0% *		
CF from Investing Activities	(4.7)	(6.2)	-		
CF from Financing Activities	(2.5)	(2.2)	-		
Cash and Cash Equivalents	18.2	23.3	128.0% *		

* These figures are calculated on this sheet above.

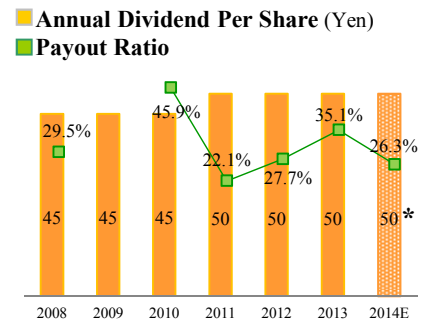
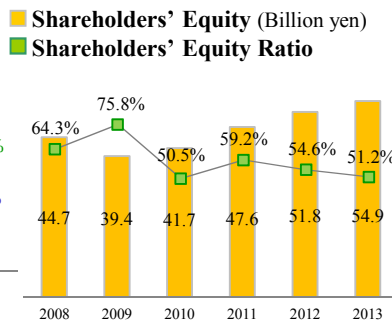
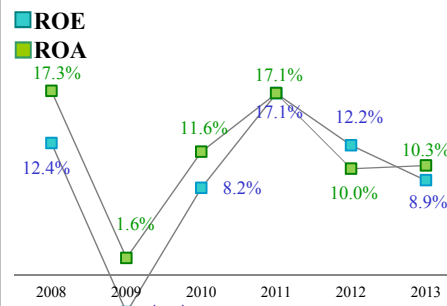
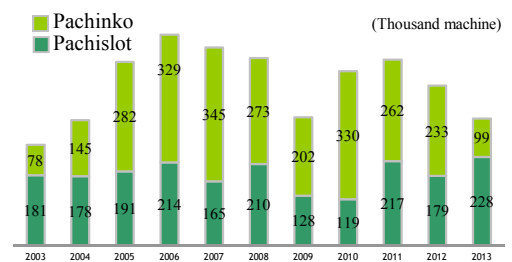
1. Change to a single segment from Q1

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.



PS Machine Sold



*The company conducted a 100-for-1 stock split on October 1, 2012. Regarding the graph above, the figures have been changed reflecting the stock split accordingly.

Result Review

~Increase in the number of pachislot machines sold ~

The main factor behind the earnings fluctuation was the increase in the number of pachislot machines sold compared to the previous year as a result of the launch of strong products in the pachislot market. Some subsidiaries posted extraordinary losses.

*For details of the main business initiatives in the fiscal period under review, please refer to the link below.

▼Summary of Financial Information and Business Results (Consolidated) for the Year Ended March 31, 2013.

http://www.fields.biz/ir/j/files/press/2013/press_20130507ae.pdf#page=3

Outlook Review

Regarding the acquisition, creation and development of IP, in the comics, animation, and movies/TV fields, we will continue with investment for creating and developing characters and stories, and focus on maximizing IP value.

As for the merchandising field, in developing interactive media, consumer products and pachinko/pachislot, we will strive to expand our fan base through providing products and services utilizing IP, and work on generating revenue. Particularly in the pachinko/pachislot field, we will enhance our product line-up including leading titles, while also pushing ahead with strengthening our sales structure.

The full translation version of "Financial Information and Business Results (Consolidated) for the Year Ended March 31, 2013." will be posted within a week. (<http://www.fields.biz/ir/e/>)

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[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.