



NAMCO BANDAI Holdings Inc.

Financial Highlights for the
Fiscal Year Ended March 2009

NAMCO BANDAI Holdings Inc. Consolidated Financial Results

1. Summary of Income Statement

(millions of yen)

	FY2008.3			FY 2009.3			FY 2010.3			
	Full Year Results	1st half Results	2nd Half Results	Full Year Results	% vs. prior year	1st Half Forecasts	2nd Half Forecasts	Full Year Forecasts	% vs. prior year	
Net Sales	460,473	190,795	235,604	426,399	92.6%	195,000	235,000	430,000	100.8%	
Gross Profit	164,072	66,696	79,327	146,023	89.0%	67,500	85,000	152,500	104.4%	
Operating Income	33,411	5,576	16,772	22,348	66.9%	2,500	20,000	22,500	100.7%	
Recurring Income	36,198	7,275	17,238	24,513	67.7%	3,000	20,500	23,500	95.9%	
Net Income	32,679	1,282	10,548	11,830	36.2%	1,000	11,500	12,500	105.7%	

2. Net Sales by Segment

(millions of yen)

	FY2008.3			FY 2009.3			FY 2010.3			
	Full Year Results	1st half Results	2nd Half Results	Full Year Results	% vs. prior year	1st Half Forecasts	2nd Half Forecasts	Full Year Forecasts	% vs. prior year	
Toys and Hobby	180,164	73,213	92,512	165,725	92.0%	75,000	90,000	165,000	99.6%	
Game Contents	145,672	56,490	82,915	139,405	95.7%	63,000	95,000	158,000	105.1%	
Network	12,044	5,355	5,535	10,890	90.4%	-	-	-	-	
Visual and Music Content	36,949	15,993	18,645	34,638	93.7%	17,000	18,000	35,000	101.0%	
Amusement Facility	89,829	40,542	36,727	77,269	86.0%	37,000	35,000	72,000	93.2%	
Other	19,809	9,514	9,495	19,009	96.0%	10,000	9,000	19,000	100.0%	
Elimination and Corporate	-23,997	-10,313	-10,225	-20,538	-	-7,000	-12,000	-19,000	-	
Total	460,473	190,795	235,604	426,399	92.6%	195,000	235,000	430,000	100.8%	

3. Operating Income by Segment

(millions of yen)

	FY2008.3			FY 2009.3			FY 2010.3				
	Full Year Results	1st half Results	2nd Half Results	Full Year Results	OP Margin	% vs. prior year	1st Half Forecasts	2nd Half Forecasts	Full Year Forecasts	OP Margin	% vs. prior year
Toys and Hobby	14,309	4,416	7,117	11,533	7.0%	80.6%	4,000	6,500	10,500	6.4%	91.0%
Game Contents	14,793	123	10,817	10,940	7.8%	74.0%	-2,000	13,000	11,000	7.0%	94.7%
Network	904	378	291	669	6.1%	74.0%	-	-	-	-	-
Visual and Music Content	3,832	654	-616	38	0.1%	1.0%	500	1,500	2,000	5.7%	5139.5%
Amusement Facility	1,631	1,030	-637	393	0.5%	24.1%	1,000	500	1,500	2.1%	381.5%
Other	753	280	285	565	3.0%	75.0%	300	200	500	2.6%	88.5%
Elimination and Corporate	-2,813	-1,307	-484	-1,791	-	-	-1,300	-1,700	-3,000	-	-
Total	33,411	5,576	16,772	22,348	5.2%	66.9%	2,500	20,000	22,500	5.2%	100.7%

* Due to the group reorganization, the Network segment is included in the Game Contents segment from FY2010.3. FY2010.3 forecasts for "% vs. prior year" in the Game Contents segment is comparison with the sum of the results of Game Contents and Network segments in FY2009.3.

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

(millions of yen)

	FY2008.3			FY 2009.3			FY 2010.3			
	Full Year Results	1st half Results	2nd Half Results	Full Year Results	% vs. prior year	1st Half Forecasts	2nd Half Forecasts	Full Year Forecasts	% vs. prior year	
Japan	346,736	146,599	172,936	319,535	92.2%	158,000	165,000	323,000	101.1%	
Americas	52,623	17,371	30,966	48,337	91.9%	15,000	36,000	51,000	105.5%	
Europe	46,387	20,358	24,646	45,004	97.0%	15,000	27,000	42,000	93.3%	
Asia	14,726	6,465	7,057	13,522	91.8%	7,000	7,000	14,000	103.5%	
Elimination and Corporate	-	-	-	-	-	-	-	-	-	
Total	460,473	190,795	235,604	426,399	92.6%	195,000	235,000	430,000	100.8%	

5. Operating Income by Region

(millions of yen)

	FY2008.3			FY 2009.3			FY 2010.3				
	Full Year Results	1st half Results	2nd Half Results	Full Year Results	OP Margin	% vs. prior year	1st Half Forecasts	2nd Half Forecasts	Full Year Forecasts	OP Margin	% vs. prior year
Japan	24,480	4,282	11,581	15,863	5.0%	64.8%	5,000	12,000	17,000	5.3%	107.2%
Americas	2,318	-813	1,685	872	1.8%	37.6%	-2,800	4,300	1,500	2.9%	171.8%
Europe	6,830	2,742	3,506	6,248	13.9%	91.5%	700	4,300	5,000	11.9%	80.0%
Asia	2,854	931	1,358	2,289	16.9%	80.2%	1,000	1,500	2,500	17.9%	109.2%
Elimination and Corporate	-3,072	-1,564	-1,362	-2,926	-	-	-1,400	-2,100	-3,500	-	-
Total	33,411	5,576	16,772	22,348	5.2%	66.9%	2,500	20,000	22,500	5.2%	100.7%

6. Other Data

(millions of yen)

	FY2008.3			FY 2009.3			FY 2010.3			
	Full Year Results	1st half Results	2nd Half Results	Full Year Results	% vs. prior year	1st Half Forecasts	2nd Half Forecasts	Full Year Forecasts	% vs. prior year	
Capital Investments	19,757	7,974	6,684	14,658	74.2%	8,000	10,500	18,500	126.2%	
Depreciation	24,796	10,351	12,194	22,545	90.9%	11,000	12,000	23,000	102.0%	
R&D Investments	34,934	18,602	15,262	33,864	96.9%	18,000	18,000	36,000	106.3%	
Advertising Expenses	30,549	12,926	15,483	28,409	93.0%	15,000	17,000	32,000	112.6%	
Personnel Expenses	37,280	18,417	16,587	35,004	93.9%	18,000	18,000	36,000	102.8%	

* 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	FY2010.3 (Forecasts)
Mobile Suit Gundam	50.9	42.8	36.0
Power Rangers	25.4	25.6	23.0
DRAGON BALL	17.8	15.8	17.0
BEN10	7.0	13.0	16.7
Masked Rider	13.1	10.4	14.0

Toys and Hobby Business

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

【Tamagotchi sales】

	billion yen		
	FY2008.3 (Results)	FY2009.3 (Results)	FY2010.3 (Forecasts)
Mobile Suit Gundam	18.8	16.0	16.5
Masked Rider	11.5	8.7	11.0
Power Rangers	7.7	12.0	10.5
Pretty Cure	10.5	10.5	10.5
Anpanman	9.3	9.1	9.0
DRAGON BALL	5.5	3.7	4.5
Battle Spirits	-	2.7	4.5
Ultraman	5.7	4.3	4.0
Pokémon	4.5	3.2	3.0

	thousand units					
	FY04.3 Full Year	FY05.3 Full Year	FY06.3 Full Year	FY07.3 Full Year	FY08.3 Full Year	FY09.3 Full Year
Japan	250	2,250	6,100	1,650	150	280
Overseas	0	3,250	6,900	7,050	5,500	2,200
Total	250	5,500	13,000	8,700	5,650	2,480

【DATA CARDDASS: installed units】

As of end of March 2009: 19,400 units (Japan)

Game Contents Business

【Sales by category】

	(billion yen)	
	2008.3 Full Year Results	2009.3 Full Year Results
Arcade Game Machine	61.2	48.8
Game Software	72.0	78.0
Others, elimination	24.5	23.4
Total	157.7	150.2

1) Arcade Game Machines: Net Sales

【Japan】

	(million yen)	
Product Category	FY2008.3 Results	FY2009.3 Results
Small-sized Video Game	7,677	3,030
Medium-sized Video Game	17,037	9,978
Electrical-Mechanical Games	8,503	1,973
Medal Games	1,215	5,572
Other	4,976	9,410
Machine Sales Total	39,408	29,963
Prize Sales	15,713	14,691
Total	55,121	44,654

【Overseas】

	(million yen)	
	FY2008.3 Results	FY2009.3 Results
NAMCO America and NAMCO Europe Machine Sales Total	6,066	4,200

Note: Figures include transactions among Group Companies

2) Home Video Game Software

【Home video game software titles and unit sales】

FY2008.3(Results)					(Unit sales: thousand) FY2009.3 (Results)				
	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	Japan	29	4,050	74	10,443
(Home)	15	2,047	42	5,118	(Home)	14	2,193	36	5,122
(Portable)	22	2,647	47	6,634	(Portable)	15	1,857	38	5,321
U.S.	9	1,522	26	5,019	U.S.	6	1,905	19	6,115
(Home)	4	1,149	15	3,775	(Home)	4	1,368	15	5,103
(Portable)	5	373	11	1,244	(Portable)	2	537	4	1,012
Europe	10	3,222	20	6,908	Europe	8	2,673	20	6,195
(Home)	4	2,062	10	4,690	(Home)	7	2,079	16	4,722
(Portable)	6	1,160	10	2,218	(Portable)	1	594	4	1,473
Asia	2	197	11	535	Asia	2	267	13	632
(Home)	1	89	7	241	(Home)	0	128	10	380
(Portable)	1	108	4	294	(Portable)	2	139	3	252
Group Total	58	9,635	146	24,214	Group Total	45	8,895	126	23,385
(Home)	24	5,347	74	13,824	(Home)	25	5,768	77	15,327
(Portable)	34	4,288	72	10,390	(Portable)	20	3,127	49	8,058
Localized versions	22		59		Localized versions	19		57	

※After elimination of localized versions					※After elimination of localized versions				
Group Total	36	9,635	87	24,214	Group Total	26	8,895	69	23,385
(Home)	14	5,347	40	13,824	(Home)	11	5,768	31	15,327
(Portable)	22	4,288	47	10,390	(Portable)	15	3,127	38	8,058

【FY2009.3: Top 10 Game Titles】

Title Name	Region	Platform	Unit Sales (thousand)
Soul Calibur IV	US,E,J,A	PS3·XB360	2,320
Active Life Outdoor Challenge	US,E,J	Wii	1,030
WE SKI	US,E	Wii	960
Dragon Ball Z Burst Limit	E,J,A	PS3·XB360	730
Gundam Musou 2	J,A	PS3·XB360·PS2	700
Naruto Ultimate Ninja: Storm	E,US,J	PS3	640
Taiko Drum Master for DS 2	J	NDS	580
Naruto: Ultimate Ninja 3	US,E	PS2	580
Taiko Drum Master for Wii	J	Wii	570
Super Robot Wars Z	J	PS2	510

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

【Group Total By Platform】

FY2009.3 Full Year Results		
Platform	# of titles	Unit Sales (thousand)
Wii	15	4,671
PS2	8	4,630
PSP	12	4,202
NDS	26	3,847
PS3	3	3,273
Xbox360	3	2,704
Others	2	58
Total	69	23,385

Network Business

【Number of Subscribers】

As of March 31, 2009

(thousand)

	Game	Character	Sound	Other	TOTAL
BANDAI NETWORKS	2,200	850	290	140	3,480
NAMCO BANDAI GAMES(*)	1,040	—	—	—	1,040
TOTAL	3,240	850	290	140	4,520

* 1 Results for mobile content distribution service of NAMCO BANDAI Games Inc. are posted in the Game Contents Business in FY2009.3. However, the above 2 subsidiaries were merged, and Network Business will be included in the Game Contents Business from FY2010.3.

Visual and Music Content Business

【Net sales breakdown and percentage by type of business】

(billion yen)

	Visual Package	Production, License	Total
FY2009.3	23.8	10.8	34.6
(Results)	68.8%	31.2%	—
FY2008.3	28.5	8.4	36.9
(Results)	77.2%	22.8%	—

Amusement Facility Business

【Number of facilities】

	Japan				Americas				Europe			
	FY09.3		FY10.3(Forecasts)		FY09.3		FY10.3(Forecasts)		FY09.3		FY10.3(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	293	293	*238	238	88	88	58	58	13	13	12	12
Openings	7	10	1	3	0	0	0	0	0	0	0	0
Closures	38	63	9	10	20	30	18	28	0	1	1	2
Increase/ Decrease	-31	-53	-8	-7	-20	-30	-18	-28	0	-1	-1	-2
End of term	262	240	230	231	68	58	40	30	13	12	11	10
Revenue share	33	23	23	23	1,409	1,088	895	684	1	2	2	2
Theme park	4	4	4	4	0	0	0	0	0	0	0	0
Spa resort	3	3	3	3	0	0	0	0	0	0	0	0
Total	302	270	260	261	1,477	1,146	935	714	14	14	13	12

	Asia				Total			
	FY09.3		FY10.3(Forecasts)		FY09.3		FY10.3(Forecasts)	
	First Half	Full Year	First Half	Full Year	First Half	Full Year	First Half	Full Year
Start of term	14	14	12	12	408	408	*320	320
Openings	0	0	0	0	7	10	1	3
Closures	1	2	0	0	59	96	28	40
Increase/ Decrease	-1	-2	0	0	-52	-86	-27	-37
End of term	13	12	12	12	356	322	293	283
Revenue share	16	16	16	16	1,459	1,129	936	725
Theme park	0	0	0	0	4	4	4	4
Spa resort	0	0	0	0	3	3	3	3
Total	29	28	28	28	1,822	1,458	1,236	1,015

* Due to the group reorganization, "Kaikaya" (2 stores) have been included in the Other Business Segment from FY2010.3.

【Same store sales year on year】

Japan	Apr.	May	Jun.	1Q (3 months)	Jul.	Aug.	Sep.	2Q (3 months)	1H	FY	
	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%
U.S.	Oct.	Nov.	Dec.	3Q (3 months)	Jan.	Feb.	Mar.	4Q (3 months)	2H		
	FY09.3	86.2%	94.3%	83.7%	87.7%	84.5%	82.9%	86.6%	84.8%	86.2%	86.7%
	FY08.3	92.5%	90.5%	93.2%	92.1%	89.9%	92.5%	95.4%	92.6%	92.5%	94.1%

U.S.	Jan.	Feb.	Mar.	1Q (3 months)	Apr.	May	Jun.	2Q (3 months)	1H	FY	
	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%
Japan	Jul.	Aug.	Sep.	3Q (3 months)	Oct.	Nov.	Dec.	4Q (3 months)	2H		
	FY09.3	80.1%	80.5%	80.6%	80.5%	78.7%	84.2%	77.3%	79.8%	80.1%	84.5%
	FY08.3	95.8%	98.2%	92.9%	95.8%	92.0%	89.8%	85.6%	89.2%	92.6%	94.0%