



NAMCO BANDAI Holdings Inc.

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

NAMCO BANDAI Holdings Inc. Consolidated Financial Results

1. Summary of Income Statement

(millions of yen)

FY 2008.3														FY 2009.3						
	1st half Results	3Q Results (3 months)	3Q Results (9 months)	2nd Half Results	Full Year Results	1st Half Results	3Q Results (3 months)	% vs. prior year	3Q Results (9 months)	% vs. prior year	2nd Half Forecasts	Full Year Forecasts	% vs. prior year							
Net Sales	213,522	122,080	335,602	246,951	460,473	190,795	124,851	102.3%	315,647	94.1%	249,205	440,000	95.6%							
Gross Profit	77,170	43,159	120,330	86,902	164,072	66,696	46,412	107.5%	113,109	94.0%	86,304	153,000	93.3%							
Operating Income	15,085	10,686	25,772	18,326	33,411	5,576	14,265	133.5%	19,841	77.0%	18,424	24,000	71.8%							
Recurring Income	17,379	10,862	28,241	18,819	36,198	7,275	14,382	132.4%	21,658	76.7%	18,725	26,000	71.8%							
Net Income	7,977	6,735	14,712	24,702	32,679	1,282	7,737	114.9%	9,019	61.3%	11,718	13,000	39.8%							

2. Net Sales by Segment

(millions of yen)

2. Net Sales by Segment

(millions of yen)

	FY 2008.3					FY 2009.3							
	1st half Results	3Q Results (3 months)	3Q Results (9 months)	2nd Half Results	Full Year Results	1st Half Results	3Q Results (3 months)	% vs. prior year	3Q Results (9 months)	% vs. prior year	2nd Half Forecasts	Full Year Forecasts	% vs. prior year
Toys and Hobby	83,578	48,275	131,854	96,586	180,164	73,213	46,687	96.7%	119,901	90.9%	98,787	172,000	95.5%
Amusement Facility	46,124	21,121	67,246	43,705	89,829	40,542	18,554	87.8%	59,096	87.9%	37,458	78,000	86.8%
Game Contents	61,835	42,674	104,509	83,837	145,672	56,490	49,708	116.5%	106,198	101.6%	92,510	149,000	102.3%
Network	5,936	3,020	8,956	6,108	12,044	5,355	2,669	88.4%	8,025	89.6%	5,645	11,000	91.3%
Visual and Music Content	17,888	8,751	26,639	19,061	36,949	15,993	7,757	88.6%	23,750	89.2%	17,507	33,500	90.7%
Other	10,065	4,975	15,041	9,744	19,809	9,514	4,600	92.4%	14,114	93.8%	9,486	19,000	95.9%
Elimination and Corporate	-11,905	-6,739	-18,644	-12,092	-23,997	-10,313	-5,125	-	-15,439	-	-12,187	-22,500	-
Total	213,522	122,080	335,602	246,951	460,473	190,795	124,851	102.3%	315,647	94.1%	249,205	440,000	95.6%

3. Operating Income by Segment

(millions of yen)

Operating income by Segment

	FY 2008.3						FY 2009.3								
	1st half Results	3Q Results (3 months)	3Q Results (9 months)	2nd Half Results	Full Year Results	OP Margin	1st Half Results	3Q Results (3 months)	% vs. prior year	3Q Results (9 months)	% vs. prior year	2nd Half Forecasts	Full Year Forecasts	OP Margin	% vs. prior year
Toys and Hobby	5,768	5,767	11,536	8,541	14,309	7.9%	4,416	5,997	104.0%	10,413	90.3%	6,584	11,000	6.4%	76.9%
Amusement Facility	2,078	-1,074	1,004	-447	1,631	1.8%	1,030	-982	-	48	4.8%	-530	500	0.6%	30.7%
Game Contents	4,856	5,135	9,992	9,937	14,793	10.2%	123	10,038	195.5%	10,162	101.7%	12,877	13,000	8.7%	87.9%
Network	431	208	639	473	904	7.5%	378	66	32.1%	445	69.6%	422	800	7.3%	88.4%
Visual and Music Content	3,035	753	3,789	797	3,832	10.4%	654	-492	-	162	4.3%	-154	500	1.5%	13.0%
Other	476	349	825	277	753	3.8%	280	145	41.8%	426	51.6%	220	500	2.6%	66.4%
Elimination and Corporate	-1,562	-452	-2,015	-1,251	-2,813	-	-1,307	-508	-	-1,815	-	-993	-2,300	-	-
Total	15,085	10,686	25,772	18,326	33,411	7.3%	5,576	14,265	133.5%	19,841	77.0%	18,424	24,000	5.5%	71.8%

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

(millions of yen)

4. Net Sales by Region (External sales after elimination)														(millions of yen)
	FY 2008.3					FY 2009.3								
	1st half Results	3Q Results (3 months)	3Q Results (9 months)	2nd Half Results	Full Year Results	1st Half Results	3Q Results (3 months)	% vs. prior year	3Q Results (9 months)	% vs. prior year	2nd Half Forecasts	Full Year Forecasts	% vs. prior year	
Japan	164,529	94,932	259,462	182,207	346,736	146,599	90,933	95.8%	237,532	91.5%	184,901	331,500	95.6%	
Americas	21,249	12,886	34,135	31,374	52,623	17,371	16,489	128.0%	33,861	99.2%	30,629	48,000	91.2%	
Europe	21,000	10,596	31,596	25,387	46,387	20,358	13,806	130.3%	34,164	108.1%	25,642	46,000	99.2%	
Asia	6,742	3,665	10,408	7,984	14,726	6,465	3,622	98.8%	10,088	96.9%	8,035	14,500	98.5%	
Elimination and Corporate	—	—	—	—	—	—	—	—	—	—	—	—	—	
Total	213,522	122,080	335,602	246,951	460,473	190,795	124,851	102.3%	315,647	94.1%	249,205	440,000	95.6%	

5. Operating Income by Region

(millions of yen)

	FY 2008.3						FY 2009.3								
	1st half Results	3Q Results (3 months)	3Q Results (9 months)	2nd Half Results	Full Year Results	OP Margin	1st Half Results	3Q Results (3 months)	% vs. prior year	3Q Results (9 months)	% vs. prior year	2nd Half Forecasts	Full Year Forecasts	OP Margin	% vs. prior year
Japan	12,005	9,093	21,099	12,475	24,480	7.1%	4,282	9,010	99.1%	13,292	63.0%	12,718	17,000	5.1%	69.4%
Americas	147	-233	-85	2,171	2,318	4.4%	-813	2,511	-	1,697	-	2,513	1,700	3.5%	73.3%
Europe	3,062	1,609	4,672	3,768	6,830	14.7%	2,742	2,679	166.4%	5,421	116.0%	3,258	6,000	13.0%	87.8%
Asia	1,263	866	2,129	1,591	2,854	19.4%	931	858	99.1%	1,790	84.0%	1,369	2,300	15.9%	80.6%
Elimination and Corporate	-1,393	-649	-2,043	-1,679	-3,072	-	-1,564	-795	-	-2,360	-	-1,436	-3,000	-	-
Total	15,085	10,686	25,772	18,326	33,411	7.3%	5,576	14,265	133.5%	19,841	77.0%	18,424	24,000	5.5%	71.8%

6. Other Data

(millions of yen)

(millions of yen)													
b. Other Data	FY 2008.3					FY 2009.3							
	1st half Results	3Q Results (3 months)	3Q Results (9 months)	2nd Half Results	Full Year Results	1st Half Results	3Q Results (3 months)	% vs. prior year	3Q Results (9 months)	% vs. prior year	2nd Half Forecasts	Full Year Forecasts	% vs. prior year
Capital Investments	10,867	4,502	15,370	8,890	19,757	7,974	3,561	79.1%	11,535	75.1%	10,526	18,500	93.6%
Depreciation	11,125	6,561	17,686	13,671	24,796	10,351	5,839	89.0%	16,191	91.5%	11,649	22,000	88.7%
R&D Investments	15,515	12,512	28,028	19,419	34,934	18,602	10,483	83.8%	29,085	103.8%	16,398	35,000	100.2%
Advertising Expenses	12,869	7,757	20,627	17,680	30,549	12,926	7,299	94.1%	20,226	98.1%	18,074	31,000	101.5%
Personnel Expenses	19,310	9,108	28,419	17,970	37,280	18,417	9,314	102.3%	27,732	97.6%	18,583	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.)	3Q(9 mo.)	Full Year	2Q(6 mo.)	3Q(9 mo.)	Full Year Forecasts
Mobile Suit Gundam	21.1	34.8	50.9	16.9	32.7	44.5
Power Rangers	11.4	16.9	25.4	11.8	18.6	27.0
DRAGON BALL	8.7	12.8	17.8	8.7	12.0	17.5
BEN10	2.7	4.5	7.0	4.3	8.5	13.5
Masked Rider	3.7	10.5	13.1	4.6	6.8	10.0

Toys and Hobby Business

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

	(billion yen)					
	FY2008.3			FY2009.3		
	2Q (6mo.)	3Q (9 mo.)	Full Year	2Q (6mo.)	3Q (9 mo.)	Full Year Forecasts
Mobile Suit Gundam	7.5	13.8	18.8	7.0	11.8	16.5
Power Rangers	4.0	5.3	7.7	6.2	9.4	12.5
Pretty Cure	5.1	7.9	10.5	5.5	7.5	10.5
Anpanman	4.3	7.1	9.3	4.1	7.1	9.5
Masked Rider	5.9	9.0	11.5	3.8	5.5	8.5
Ultraman	2.9	4.5	5.7	2.2	3.5	4.5
DRAGON BALL	2.6	4.1	5.5	1.9	2.9	4.2
Pokémon	2.6	3.7	4.5	1.7	2.6	3.5
Battle Spirits	-	-	-	0.2	1.2	2.5
One Piece	0.2	0.3	0.5	1.0	1.4	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.)	3Q (9 mo.)	Full Year	2Q (6 mo.)	3Q (9 mo.)
Japan	2,250	6,100	1,650	0	150	150	0	220
Overseas	3,250	6,900	7,050	3,500	4,600	5,500	1,500	1,920
Total	5,500	13,000	8,700	3,500	4,750	5,650	1,500	2,140

【DATA CARDDASS: installed units】

As of end of December 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		Results		Results		Results		Results	
	3Q (9 mo.)	Full Year	3Q (9 mo.)	Full Year	3Q (9 mo.)	Full Year	3Q (9 mo.)	Full Year	3Q (9 mo.)	Full Year	3Q (9 mo.)	Full Year
Start of term	316	316	293	293	109	109	88	88	14	14	13	13
Openings	9	12	10	10	0	0	0	0	0	0	0	0
Closures	17	35	45	69	19	21	26	30	0	1	0	0
Increase/Decrease	-8	-23	-35	-59	-19	-21	-26	-30	0	-1	0	0
End of term	308	293	258	234	90	88	62	58	14	13	13	13
Revenue share	108	80	30	28	1,231	1,222	1,161	1,088	1	1	2	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	425	381	295	269	1,321	1,310	1,223	1,146	15	14	15	15

	Asia				Total			
	FY2008.3		FY2009.3		FY2008.3		FY2009.3	
	Results		Results		Results		Results	
	3Q (9 mo.)	Full Year	3Q (9 mo.)	Full Year	3Q (9 mo.)	Full Year	3Q (9 mo.)	Full Year
Start of term	14	14	14	14	453	453	408	408
Openings	1	2	0	0	10	14	10	10
Closures	2	2	2	2	38	59	73	101
Increase/Decrease	-1	0	-2	-2	-28	-45	-63	-91
End of term	13	14	12	12	425	408	345	317
Revenue share	18	17	16	16	1,358	1,320	1,209	1,134
Theme park	0	0	0	0	5	5	4	4
Spa resort	0	0	0	0	4	3	3	3
Total	31	31	28	28	1,792	1,736	1,561	1,458

【Same store sales year on year】

		Apr.	May	Jun.	1Q (3 mo.)	Jul.	Aug.	Sep.	2Q (3 mo.)	2Q (6 mo.)	Oct.	Nov.	Dec.	3Q (3 mo.)	3Q (9 mo.)
Japan	FY09.3	83.8%	89.5%	86.8%	86.7%	85.6%	94.3%	81.1%	87.6%	87.2%	86.2%	94.3%	83.7%	87.7%	87.4%
	FY08.3	90.7%	90.3%	100.6%	93.4%	93.1%	97.2%	104.9%	98.1%	95.8%	92.5%	90.5%	93.2%	92.1%	94.7%
U.S.	FY09.3	90.3%	89.8%	88.8%	89.7%	85.0%	89.4%	83.9%	85.9%	88.0%	80.1%	80.5%	80.6%	80.5%	85.8%
	FY08.3	95.8%	95.9%	92.6%	94.9%	100.1%	95.0%	95.1%	97.0%	95.9%	95.8%	98.2%	92.9%	95.8%	95.8%

Game Contents Business

【Sales by category】

(billion yen)

	FY2008.3			FY2009.3		
	2Q (6 mo.)	3Q (9 mo.)	Full Year	2Q (6 mo.)	3Q (9 mo.)	Full Year Forecasts
Game Software	26.8	48.0	72.0	29.7	59.3	84.0
Arcade Game Machine	29.6	48.3	61.2	23.1	38.1	53.0
Others, elimination	5.4	8.2	12.4	3.6	8.7	12.0
Total	61.8	104.5	145.6	56.4	106.1	149.0

Home Video Game Software

【Home video game software titles and unit sales】

(Unit sales:thousand)

	FY2008.3					
	2Q (6 mo.)		3Q (9 mo.)		Full Year	
	# of Titles	Unit Sales	# of Titles	Unit Sales	# of Titles	Unit Sales
Japan	37	4,694	66	8,985	89	11,752
(Home)	15	2,047	32	3,969	42	5,118
(Portable)	22	2,647	34	5,016	47	6,634
U.S.	9	1,522	18	3,088	26	5,019
(Home)	4	1,149	10	2,213	15	3,775
(Portable)	5	373	8	875	11	1,244
Europe	10	3,222	12	4,682	20	6,908
(Home)	4	2,062	4	2,941	10	4,690
(Portable)	6	1,160	8	1,741	10	2,218
Asia	2	197	6	356	11	535
(Home)	1	89	2	112	7	241
(Portable)	1	108	4	244	4	294
Overseas Total	21	4,941	36	8,126	57	12,462
(Home)	9	3,300	16	5,266	32	8,706
(Portable)	12	1,641	20	2,860	25	3,756
Group Total	58	9,635	102	17,111	146	24,214
(Home)	24	5,347	48	9,235	74	13,824
(Portable)	34	4,288	54	7,876	72	10,390
Localized versions	22		38		59	

※After elimination of localized versions

Group Total	36	9,635	64	17,111	87	24,214
(Home)	14	5,347	30	9,235	40	13,824
(Portable)	22	4,288	34	7,876	47	10,390

(Unit sales:thousand)

	FY2009.3					
	2Q (6 mo.)		3Q (9 mo.)		Full Year Forecasts	
	# of Titles	Unit Sales	# of Titles	Unit Sales	# of Titles	Unit Sales
Japan	29	4,050	51	7,526	78	11,400
(Home)	14	2,193	29	4,006	36	5,654
(Portable)	15	1,857	22	3,520	42	5,746
U.S.	6	1,905	14	4,306	19	6,100
(Home)	4	1,368	11	3,498	15	5,103
(Portable)	2	537	3	808	4	997
Europe	8	2,673	16	4,650	20	6,200
(Home)	7	2,079	14	3,726	16	4,722
(Portable)	1	594	2	924	4	1,478
Asia	2	267	10	416	11	500
(Home)	0	128	7	239	8	286
(Portable)	2	139	3	177	3	214
Overseas Total	16	4,845	40	9,372	50	12,800
(Home)	11	3,575	32	7,463	39	10,111
(Portable)	5	1,270	8	1,909	11	2,689
Group Total	45	8,895	91	16,898	128	24,200
(Home)	25	5,768	61	11,469	75	15,765
(Portable)	20	3,127	30	5,429	53	8,435
Localized versions	19		45		57	

※After elimination of localized versions

Group Total	26	8,895	46	16,898	71	24,200
(Home)	11	5,768	24	11,469	29	15,765
(Portable)	15	3,127	22	5,429	42	8,435

【FY2009.3 3Q (9mo.): Top 10 Game Titles】

Title Name	Region	Platform	Unit Sales (thousand)
Soul Calibur IV	US,E,J,A	PS3·XB360	2,260
Dragon Ball Z Burst Limit	E,J,A	PS3·XB360	730
WE SKI	US,E	Wii	590
Gundam Musou 2	J,A	PS3·XB360·PS2	590
Active Life Outdoor Challenge	E,US,J	Wii	550
Naruto: Ultimate Ninja 3	US,E	PS2	530
Super Robot Wars Z	J	PS2	510
Taiko Drum Master for DS 2	J	NDS	500
Mobile Suit Gundam Gundam VS. Gundam	J	PSP	440
Dragon Ball Z Budokai Tenkaichi 3	E	Wii·PS2	420

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

【Group Total By Platform】

FY2009.3 (9 mo.)		
Platform	# of titles	Unit Sales (thousand)
Wii	12	2,963
PS2	5	3,641
NDS	18	2,615
PSP	4	2,805
PS3	3	2,507
Xbox360	2	2,313
Others	2	54
Total	46	16,898

Arcade Game Machines: Net Sales

【Japan】

(million yen)

Product Category	FY2008.3			FY2009.3	
	2Q (6 mo.)	3Q (9 mo.)	Full Year	2Q (6 mo.)	3Q (9 mo.)
Small-sized Video Game	324	5,937	7,677	350	1,984
Medium-sized Video Game	11,233	13,511	17,037	2,783	8,123
Electrical-Mechanical Game	3,656	7,072	8,503	1,379	1,618
Medal Game	388	789	1,215	3,915	4,994
Others	2,610	4,249	4,976	4,193	6,574
Machine Sales Total	18,211	31,558	39,408	12,620	23,293
Prize Sales	7,581	11,753	15,713	7,828	11,364
Total	25,792	43,311	55,121	20,448	34,657

【Overseas】

(million yen)

	FY2008.3			FY2009.3	
	2Q (6 mo.)	3Q (9 mo.)	Full Year	2Q (6 mo.)	3Q (9 mo.)
NAMCO America and NAMCO Europe Machine Sales Total	3,767	5,007	6,066	2,642	3,486

Note: Figures include transactions among Group Companies

Network Business

【Number of Subscribers】

As of December 31, 2008

(thousand)

	Game	Character	Sound	Other	Total
BANDAI NETWORKS	2,200	850	370	140	3,560
NAMCO BANDAI Games(*)	1,100	—	—	—	1,100
Total	3,300	850	370	140	4,660

(*) 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	16.2	7.5	23.7
3Q (9 months)	68.4%	31.6%	—
FY2008.3	20.6	6.0	26.6
3Q (9 months)	77.4%	22.6%	—