February 2, 2010

NAMCO BANDAI Holdings Inc.

Financial Highlights for the Third Quarter of the Fiscal Year Ending March 2010

NAMCO BANDAI Holdings Inc.
Consolidated Financial Results

1. Summary of Income Statement

(millions of yen)

	FY 2009.3					FY 2010.3							
	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	190,795	124,851	315,647	235,604	426,399	172,733	110,098	88.2%	282,832	89.6%	207,267	380,000	89.1%
Gross Profit	66,696	46,412	113,109	79,327	146,023	58,536	38,963	83.9%	97,499	86.2%	67,464	126,000	86.3%
Operating Income	5,576	14,265	19,841	16,772	22,348	−2,615	7,321	51.3%	4,706	23.7%	3,615	1,000	4.5%
Recurring Income	7,275	14,382	21,658	17,238	24,513	−2,866	7,802	54.2%	4,935	22.8%	3,366	500	2.0%
Net Income	1,282	7,737	9,019	10,548	11,830	−6,038	−5,705	−	−11,744	−	−24,962	−31,000	−

2. Net Sales by Segment

(millions of yen)

	FY 2009.3					FY 2010.3							
	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	73,213	46,687	119,901	92,512	165,725	66,700	42,224	90.4%	108,924	90.8%	83,300	150,000	90.5%
Game Contents	61,657	52,295	113,952	77,748	139,405	57,181	47,488	90.8%	104,669	91.9%	80,819	138,000	91.8%
Network (*)	−	−	−	5,535	10,890	−	−	−	−	−	−	−	−
Visual and Music Content	15,993	7,757	23,750	18,645	34,638	15,469	6,528	84.2%	21,997	92.6%	12,531	28,000	80.8%
Amusement Facility	40,542	18,554	59,096	36,727	77,269	33,717	15,442	83.2%	49,159	83.2%	31,283	65,000	84.1%
Other	9,514	4,600	14,114	9,495	19,009	8,895	4,342	94.4%	13,237	93.8%	9,105	18,000	94.7%
Elimination and Corporate	−10,125	−5,043	−15,168	−10,413	−20,538	−9,230	−5,926	−	−15,157	−	−9,770	−19,000	−
Total	190,795	124,851	315,647	235,604	426,399	172,733	110,098	88.2%	282,832	89.6%	207,267	380,000	89.1%

3. Operating Income by Segment

(millions of yen)

	FY 2009.3						FY 2010.3								
	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	4,416	5,997	10,413	7,117	11,533	7.0%	3,765	5,875	98.0%	9,640	92.6%	6,235	10,000	6.7%	86.7%
Game Contents	501	10,105	10,607	10,439	10,940	7.8%	−6,769	3,396	33.6%	−3,372	−	1,769	−5,000	−	−
Network (*)	−	−	−	291	669	6.1%	−	−	−	−	−	−	−	−	−
Visual and Music Content	654	−492	162	−616	38	0.1%	362	−484	−	−122	−	−1,362	−1,000	−	−
Amusement Facility	1,030	−982	48	−637	393	0.5%	1,056	−1,019	−	37	77.1%	−1,556	−500	−	−
Other	280	145	426	285	565	3.0%	19	178	122.2%	198	46.5%	181	200	1.1%	35.4%
Elimination and Corporate	−1,307	−508	−1,815	−484	−1,791	−	−1,050	−624	−	−1,674	−	−1,650	−2,700	−	−
Total	5,576	14,265	19,841	16,772	22,348	5.2%	−2,615	7,321	51.3%	4,706	23.7%	3,615	1,000	0.3%	4.5%

* 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)

	FY 2009.3					FY 2010.3							
	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	146,599	90,933	237,532	172,936	319,535	134,457	78,976	86.9%	213,433	89.9%	147,543	282,000	88.3%
Americas	17,371	16,489	33,861	30,966	48,337	13,414	7,775	47.2%	21,189	62.6%	20,086	33,500	69.3%
Europe	20,358	13,806	34,164	24,646	45,004	17,820	17,440	126.3%	35,261	103.2%	28,180	46,000	102.2%
Asia	6,465	3,622	10,088	7,057	13,522	7,041	5,905	163.0%	12,947	128.3%	11,459	18,500	136.8%
Elimination and Corporate	−	−	−	−	−	−	−	−	−	−	−	−	−
Total	190,795	124,851	315,647	235,604	426,399	172,733	110,098	88.2%	282,832	89.6%	207,267	380,000	89.1%

5. Operating Income by Region

(millions of yen)

	FY 2009.3						FY 2010.3								
	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	4,282	9,010	13,292	11,581	15,863	5.0%	2,682	7,251	80.5%	9,933	74.7%	3,018	5,700	2.0%	35.9%
Americas	−813	2,511	1,697	1,685	872	1.8%	−3,808	−1,241	−	−5,049	−	−692	−4,500	−	−
Europe	2,742	2,679	5,421	3,506	6,248	13.9%	−819	542	20.2%	−277	−	819	0	0.0%	0.0%
Asia	931	858	1,790	1,358	2,289	16.9%	904	1,542	179.6%	2,447	136.7%	1,896	2,800	15.1%	122.3%
Elimination and Corporate	−1,564	−795	−2,360	−1,362	−2,926	−	−1,574	−773	−	−2,347	−	−1,426	−3,000	−	−
Total	5,576	14,265	19,841	16,772	22,348	5.2%	−2,615	7,321	51.3%	4,706	23.7%	3,615	1,000	0.3%	4.5%

6. Other Data

(millions of yen)

	FY 2009.3					FY 2010.3							
	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	7,974	3,561	11,535	6,684	14,658	5,521	3,022	84.9%	8,543	74.1%	9,479	15,000	102.3%
Depreciation	10,351	5,839	16,191	12,194	22,545	8,819	5,149	88.2%	13,968	86.3%	11,181	20,000	88.7%
R&D Investments	16,911	9,519	26,430	16,953	33,864	20,447	10,021	105.3%	30,468	115.3%	17,553	38,000	112.2%
Advertising Expenses	12,926	7,299	20,226	15,483	28,409	13,340	7,276	99.7%	20,616	101.9%	14,660	28,000	98.6%
Personnel Expenses	18,417	9,314	27,732	16,587	35,004	19,833	9,717	104.3%	29,551	106.6%	19,167	39,000	111.4%

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

	FY2009.3			FY2010.3		
	2Q(6mo.)	3Q(9mo.)	Full Year	2Q(6mo.)	3Q(9mo.)	Full Year Forecasts
Mobile Suit Gundam	16.9	32.7	42.8	17.0	27.1	36.0
Masked Rider	4.6	6.9	10.4	8.9	14.0	18.5
Power Rangers	11.8	18.6	25.6	8.4	13.1	17.5
BEN10	4.3	8.5	13.0	6.5	11.9	16.6
DRAGON BALL	8.7	12.0	15.8	4.5	7.5	11.5

Toys and Hobby Business

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

billion yen

	FY2009.3			FY2010.3		
	2Q(6mo.)	3Q(9mo.)	Full Year	2Q(6mo.)	3Q(9mo.)	Full Year Forecasts
Masked Rider	3.8	5.5	8.7	7.7	11.8	16.0
Mobile Suit Gundam	7.0	11.8	16.0	6.5	11.5	15.5
Pretty Cure	5.5	7.5	10.5	5.7	8.5	11.0
Power Rangers	6.2	9.4	12.0	5.7	8.4	10.5
Anpanman	4.1	7.1	9.1	3.8	6.3	8.5
DRAGON BALL	1.9	2.9	3.7	1.4	2.5	3.0
Ultraman	2.2	3.5	4.3	1.2	2.5	3.0
Battle Spirits	0.2	1.2	2.7	1.5	2.0	2.5
Pokémon	1.7	2.6	3.2	1.2	1.8	2.5

【Tamagotchi sales】

thousand unit

	FY04.3	FY05.3	FY06.3	FY07.3	FY08.3	FY2009.3			TY2010.3	
	Full Year	Full Year	Full Year	Full Year	Full Year	2Q(6mo.)	3Q(9mo.)	Full Year	2Q(6mo.)	3Q(9mo.)
Japan	250	2,250	6,100	1,650	150	0	220	280	20	320
Overseas	0	3,250	6,900	7,050	5,500	1,400	1,920	2,200	610	710
Total	250	5,500	13,000	8,700	5,650	1,400	2,140	2,480	630	1,030

【DATA CARDDASS: installed units】

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

Game Contents Business

【Sales by category】

billion yen

	FY2009.3			FY2010.3		
	2Q (6 months)	3Q (9 months)	Full Year	2Q (6 months)	3Q (9 months)	Full Year Forecasts
Arcade Game Machine	23.1	38.1	48.8	19.5	32.9	45.0
Game Software	29.7	59.3	78.0	29.5	60.0	76.0
Others, elimination	8.8	16.5	23.4	8.1	11.7	17.0
Total	61.6	113.9	150.2	57.1	104.6	138.0

Note: FY2009.3 results for the Full Year are the sum of the results of Game Contents and Network segments.

1) Arcade Game Machines: Net Sales

【Japan】

million yen

	FY2009.3			FY2010.3	
Product Category	2Q (6 months)	3Q (9 months)	Full Year	2Q (6 months)	3Q (9 months)
Small-sized Video Game	350	1,984	3,030	204	328
Medium-sized Video Game	2,783	8,123	9,978	2,399	5,050
Electrical-Mechanical Games	1,379	1,618	1,973	863	1,641
Medal Games	3,915	4,994	5,572	761	2,378
Other	4,193	6,574	9,410	6,181	9,298
Machine Sales Total	12,620	23,293	29,963	10,408	18,695
Prize Sales	7,828	11,364	14,691	7,074	11,512
Total	20,448	34,657	44,654	17,482	30,207

【Overseas】

million yen

	FY2009.3			FY2010.3	
	2Q (6 months)	3Q (9 months)	Full Year	2Q (6 months)	3Q (9 months)
NAMCO America and NAMCO Europe Machine Sales Total	2,642	3,486	4,152	2,038	2,728

Note: Figures include transactions among Group Companies

2) Home Video Game Software

【Home video game software titles and unit sales】

(Unit sales: thousand)

	FY2009.3					
	2Q (6 months)		3Q (9 months)		Full Year	
	# of Titles	Unit Sales	# of Titles	Unit Sales	# of Titles	Unit Sales
Japan	29	4,050	51	7,526	74	10,443
(Home)	14	2,193	29	4,006	36	5,122
(Portable)	15	1,857	22	3,520	38	5,321
U.S.	6	1,905	14	4,306	19	6,115
(Home)	4	1,368	11	3,498	15	5,103
(Portable)	2	537	3	808	4	1,012
Europe	8	2,673	16	4,650	20	6,195
(Home)	7	2,079	14	3,726	16	4,722
(Portable)	1	594	2	924	4	1,473
Asia	2	267	10	416	13	632
(Home)	0	128	7	239	10	380
(Portable)	2	139	3	177	3	252
Overseas Total	16	4,845	40	9,372	52	12,942
(Home)	11	3,575	32	7,463	41	10,205
(Portable)	5	1,270	8	1,909	11	2,737
Group Total	45	8,895	91	16,898	126	23,385
(Home)	25	5,768	61	11,469	77	15,327
(Portable)	20	3,127	30	5,429	49	8,058
Localized versions	19		45		57	

※After elimination of localized versions

Group Total	26	8,895	46	16,898	69	23,385
(Home)	11	5,768	24	11,469	31	15,327
(Portable)	15	3,127	22	5,429	38	8,058

(Unit sales: thousand)

	FY2010.3					
	2Q (6 months)		3Q (9 months)		Full Year Forecasts	
	# of Titles	Unit Sales	# of Titles	Unit Sales	# of Titles	Unit Sales
Japan	36	3,486	65	6,502	92	8,300
(Home)	17	1,874	27	3,230	35	3,585
(Portable)	19	1,612	38	3,272	57	4,715
U.S.	11	2,184	30	4,147	41	6,700
(Home)	10	1,621	20	2,673	29	4,705
(Portable)	1	563	10	1,474	12	1,995
Europe	20	2,354	40	4,040	51	7,350
(Home)	17	1,580	28	2,528	36	5,029
(Portable)	3	774	12	1,512	15	2,321
Asia	11	336	31	628	33	650
(Home)	5	225	17	452	18	471
(Portable)	6	111	14	176	15	179
Overseas Total	42	4,874	101	8,815	125	14,700
(Home)	32	3,426	65	5,653	83	10,205
(Portable)	10	1,448	36	3,162	42	4,495
Group Total	78	8,360	166	15,317	217	23,000
(Home)	49	5,300	92	8,883	118	13,790
(Portable)	29	3,060	74	6,434	99	9,210
Localized versions	45		103		130	

※After elimination of localized versions

Group Total	33	8,360	63	15,317	87	23,000
(Home)	16	5,300	24	8,883	30	13,790
(Portable)	17	3,060	39	6,434	57	9,210

【FY2010.3 3Q：Top 10 Game Titles】

Title Name	Platform	Region	Unit Sales (thousand)
Ben 10 Alien Force	Multi *	US, E	870
Ben 10 Protector of The Earth	Multi *	US, E	540
Tales of Vesperia	PS3・Xbox360	WW	490
Active Life: Extreme Challenge	Wii	WW	460
Ben 10 Alien Force 2	Multi **	US, E	430
Afro Samurai	PS3・Xbox360	US, E	420
Mobile Suit Gundam Gundam vs. Gundam	PSP	J,A	410
TEKKEN 6	PS3・Xbox360	J,A	400
Taiko Drum Master 2	Wii	J,A	380
SD Gundam G Generation Wars	PS2・Wii	J,A	370

*：Wii・PS2・PSP・NDS
**：Xbox360・Wii・PS2・PSP・NDS
WW: Worldwide, J: Japan, US: United States, E: Europe, A: Asia

【Group Total By Platform】

Platform	3Q (9 months)			
	# of Titles			Unit Sales (thousand)
	Total	A	B	
Wii	36	27	9	3,765
PSP	34	21	13	3,351
NDS	40	14	26	3,083
PS3	19	14	5	2,015
PS2	18	14	4	1,798
XB360	18	13	5	1,256
Others	1	0	1	49
Total	166	103	63	15,317

A: # of lolacazed versions
B: After elimination of localized versions

3) Mobile Contents

【Number of Subscribers】

As of December 30, 2009 (thousand)

	Game	Character	Sound	Other	TOTAL
NAMCO BANDAI Games	2,810	830	200	120	3,960
D3 Publisher	20	10	–	20	50
Total	2,830	840	200	140	4,010

Visual and Music Content Business

【Net sales breakdown and percentage by type of business】

(billion yen)

	Visual Package	Production, License	Total
FY2010.3 3Q (9 months)	15.8	6.1	21.9
	72.1%	27.9%	–
FY2009.3 3Q (9 months)	16.2	7.5	23.7
	68.4%	31.6%	–

Amusement Facility Business

【Number of facilities】

	Japan						U.S.						Europe					
	FY2009.3			FY2010.3			FY2009.3			FY2010.3			FY2009.3			FY2010.3		
	Results			Results		Forecasts	Results			Results		Forecasts	Results			Results		Forecasts
	2Q(6mo.)	3Q(9mo.)	FY	2Q(6mo.)	3Q(9mo.)	FY	2Q(6mo.)	3Q(9mo.)	FY	2Q(6mo.)	3Q(9mo.)	FY	2Q(6mo.)	3Q(9mo.)	FY	2Q(6mo.)	3Q(9mo.)	FY
Start of terms	293	293	293	* 238	* 238	* 238	88	88	88	58	58	58	13	13	13	12	12	12
Openings	7	10	10	2	3	3	0	0	0	0	0	0	0	0	0	1	1	2
Closures	38	45	63	11	16	19	20	26	30	12	17	22	0	0	1	0	0	0
Increase/Decrease	−31	−35	−53	−9	−13	−16	−20	−26	−30	−12	−17	−22	0	0	−1	1	1	2
End of terms	262	258	240	229	225	222	68	62	58	46	41	36	13	13	12	13	13	14
Revenue Share	33	30	23	19	21	21	1,409	1,161	1,088	892	865	856	1	2	2	2	2	2
Theme Park	4	4	4	4	4	2	0	0	0	0	0	0	0	0	0	0	0	0
Spa	3	3	3	3	3	3	0	0	0	0	0	0	0	0	0	0	0	0
Total	302	295	270	255	253	248	1,477	1,223	1,146	938	906	892	14	15	14	15	15	16

	Asia						Total					
	FY2009.3			FY2010.3			FY2009.3			FY2010.3		
	Results			Results		Forecasts	Results			Results		Forecasts
	2Q(6mo.)	3Q(9mo.)	FY	2Q(6mo.)	3Q(9mo.)	FY	2Q(6mo.)	3Q(9mo.)	FY	2Q(6mo.)	3Q(9mo.)	FY
Start of terms	14	14	14	12	12	12	408	408	408	320	320	320
Openings	0	0	0	0	0	0	7	10	10	3	4	5
Closures	1	2	2	2	2	2	59	73	96	25	35	43
Increase/Decrease	−1	−2	−2	−2	−2	−2	−52	−63	−86	−22	−31	−38
End of terms	13	12	12	10	10	10	356	345	322	298	289	282
Revenue Share	16	16	16	16	16	16	1,459	1,209	1,129	929	904	895
Theme Park	0	0	0	0	0	0	4	4	4	4	4	2
Spa	0	0	0	0	0	0	3	3	3	3	3	3
Total	29	28	28	26	26	26	1,822	1,561	1,458	1,234	1,200	1,182

* 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】

		Apr.	May	Jun.	1Q (3mo.)	Jul.	Aug.	Sep.	2Q (3mo.)	2Q (6mo.)	Oct.	Nov.	Dec.	3Q (3mo.)	3Q (9mo.)
Japan	FY2010.3	87.9%	93.4%	86.1%	89.3%	96.2%	85.4%	90.5%	90.1%	89.7%	92.9%	87.1%	94.1%	91.4%	90.3%
	FY2009.3	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%

		Jan.	Feb.	Mar.	1Q (3mo.)	Apr.	May	Jun.	2Q (3mo.)	2Q (6mo.)	Jul.	Aug.	Sep.	3Q (3mo.)	3Q (9mo.)
U.S.	FY2010.3	83.6%	86.2%	85.6%	85.0%	89.4%	83.8%	87.6%	86.0%	86.0%	85.9%	88.5%	94.5%	88.7%	86.8%
	FY2009.3	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%