

(4) Going concern assumptions: Not applicable

(5) Segment information

1. Outline of business segment reported

The business segments the Company reports are the business units for which the Company is able to obtain individual financial information separately in order for the board of directors to conduct periodic investigation to determine distribution of management resources and evaluate their business performance.

The Company has several operational headquarters, which plan comprehensive business strategies in domestic and overseas markets for their products and services, and develops its business activities.

Therefore the Company's business segments reported are based on the products and services its operational headquarters deal in and are composed of the following 4 units; "Consumer online games", "Mobile contents", "Arcade operations" and "Amusement equipments"

"Consumer online games" develops video games for consumers.

"Mobile contents" develops mobile games to distribute to mobile phone users.

"Arcade operations" operates amusement stores which install amusement equipments.

"Amusement equipments" manufactures arcade game machines etc. to be distributed to arcade operators.

2. Information on sales and income (loss) by business segment reported

Current 6 months (from April 1, 2010 to September 30, 2010)

(Unit: Millions of yen)

	Business segment reported					Other (Note 1)	Total	Adjustment (Note 2)	Consolidated total (Note 3)
	Consumer online games	Mobile contents	Arcade operations	Amusement equipments	Total				
Sales									
(1) Customers	30,773	1,365	5,916	1,406	39,462	1,244	40,706	—	40,706
(2) Inter-segment	—	—	—	—	—	—	—	—	—
Total	30,773	1,365	5,916	1,406	39,462	1,244	40,706	—	40,706
Operating income	4,530	300	732	19	5,583	227	5,810	(1,867)	3,942

(Note) 1. "Other" incorporates operations not included in business segments reported, including character contents business etc.

2. Adjustments of segments (-1,867 million yen) include unallocated corporate operating expenses (-1,867 million yen).

3. Operating income (loss) for segment is adjusted on operating income on the quarterly consolidated statements of income.

(Additional information)

Effective from the 1st quarter ended June 30, 2010, the Company adopted the "Revised accounting standard for disclosures about segments of an enterprise and related information" (ASBJ statement No. 17 of March 27, 2009) and "Guidance on accounting standard for disclosures about segments of an enterprise and related information" (ASBJ Guidance No. 20 of March 21, 2009).

(6) Material changes in shareholders' equity Not applicable

4. (Reference) Segment information

(1) (Reference) Business segments

Previous 6 months (from April 1, 2009 to September 30, 2009)

(Unit: Millions of yen)

	Home video games	Arcade operations	Arcade games	Contents expansion	Other businesses	Total	Elimination and corporate	Consolidated total
Net sales and operating income or loss								
Net sales								
(1) Customers	27,748	6,249	656	2,560	1,676	38,892	—	38,892
(2) Inter-segment	—	—	—	—	—	—	—	—
Total	27,748	6,249	656	2,560	1,676	38,892	—	38,892
Operating income or loss	7,299	480	(334)	(403)	668	7,711	(2,137)	5,574

(2) (Reference) Geographic areas

Previous 6 months (from April 1, 2009 to September 30, 2009)

(Unit: Millions of yen)

	Japan	North America	Europe	Other regions	Total	Elimination and corporate	Consolidated total
Net sales and operating income or loss							
Net sales							
(1) Customers	27,906	6,098	4,371	515	38,892	—	38,892
(2) Inter-segment	3,272	654	54	29	4,011	(4,011)	—
Total	31,179	6,752	4,425	545	42,903	(4,011)	38,892
Operating income	7,738	(454)	255	118	7,657	(2,083)	5,574

Current 6 months (from April 1, 2010 to September 30, 2010)

(Unit: Millions of yen)

	Japan	North America	Europe	Other regions	Total	Elimination and corporate	Consolidated total
Net sales and operating income or loss							
Net sales							
(1) Customers	24,300	9,782	5,775	847	40,706	—	40,706
(2) Inter-segment	4,968	943	72	21	6,006	(6,006)	—
Total	29,268	10,726	5,847	869	46,712	(6,006)	40,706
Operating income	3,985	1,270	351	204	5,810	(1,867)	3,942

(3) (Reference) Overseas sales

Previous 6 months (from April 1, 2009 to September 30, 2009)

(Unit: Millions of yen)

	North America	Europe	Other regions	Total
I Overseas sales	6,499	3,850	1,389	11,739
II Consolidated net sales				38,892
III Percentage of overseas sales included in consolidated net sales (%)	16.7	9.9	3.6	30.2

Current 6 months (from April 1, 2010 to September 30, 2010)

(Unit: Millions of yen)

	North America	Europe	Other regions	Total
I Overseas sales	10,598	5,229	1,626	17,454
II Consolidated net sales				40,706
III Percentage of overseas sales included in consolidated net sales (%)	26.0	12.8	4.0	42.9