

SAP and Other Media Businesses

*SAP: An abbreviation of Social Application Provider (providing game or service to game platform operated by other company)

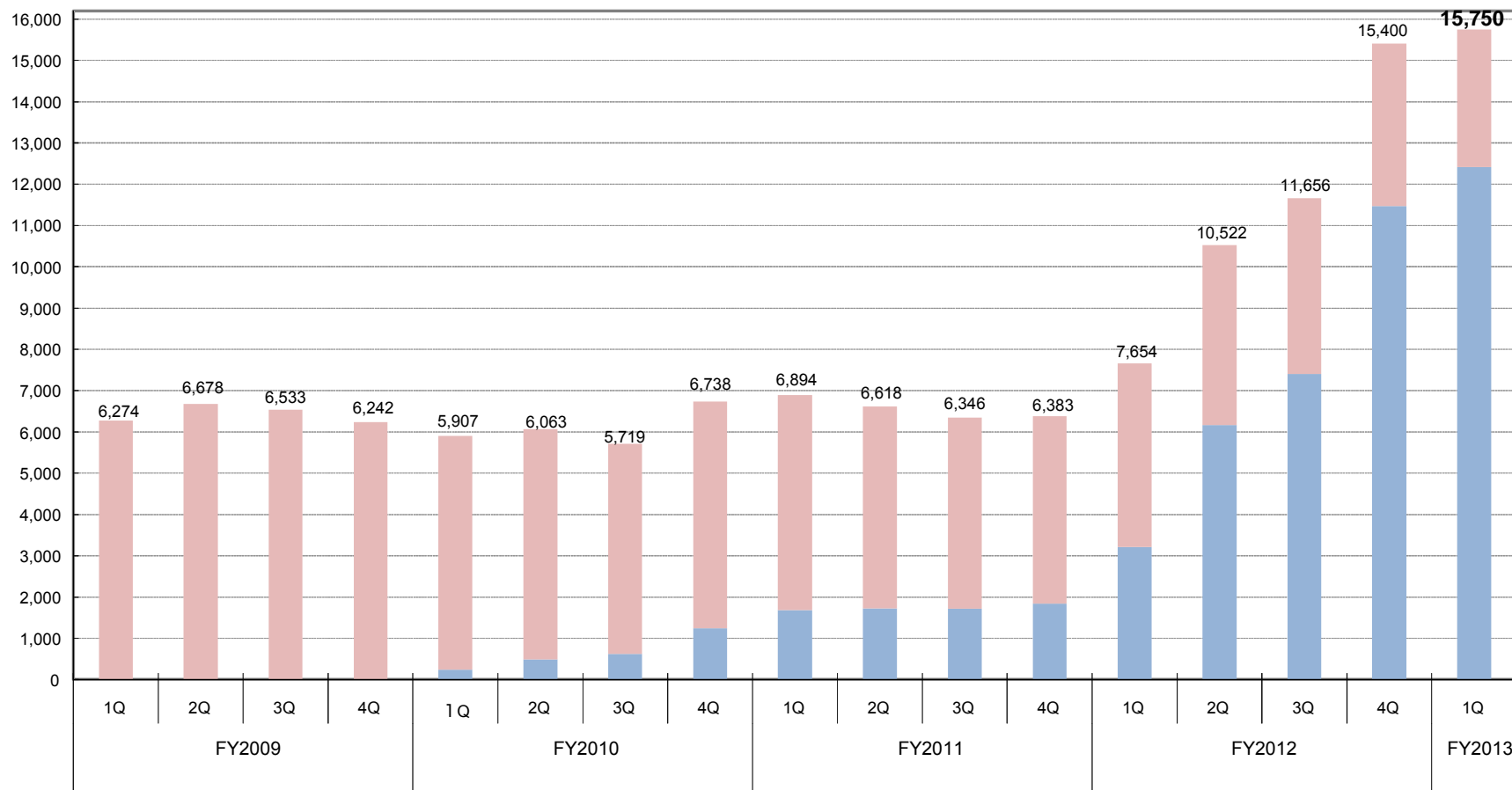
4 SAP and Other Media Businesses

Quarterly Sales

Sales increased **2.1 times** from the same quarter of the previous year.

(Unit: million yen)

Quarterly SAP and Other Media Businesses Sales



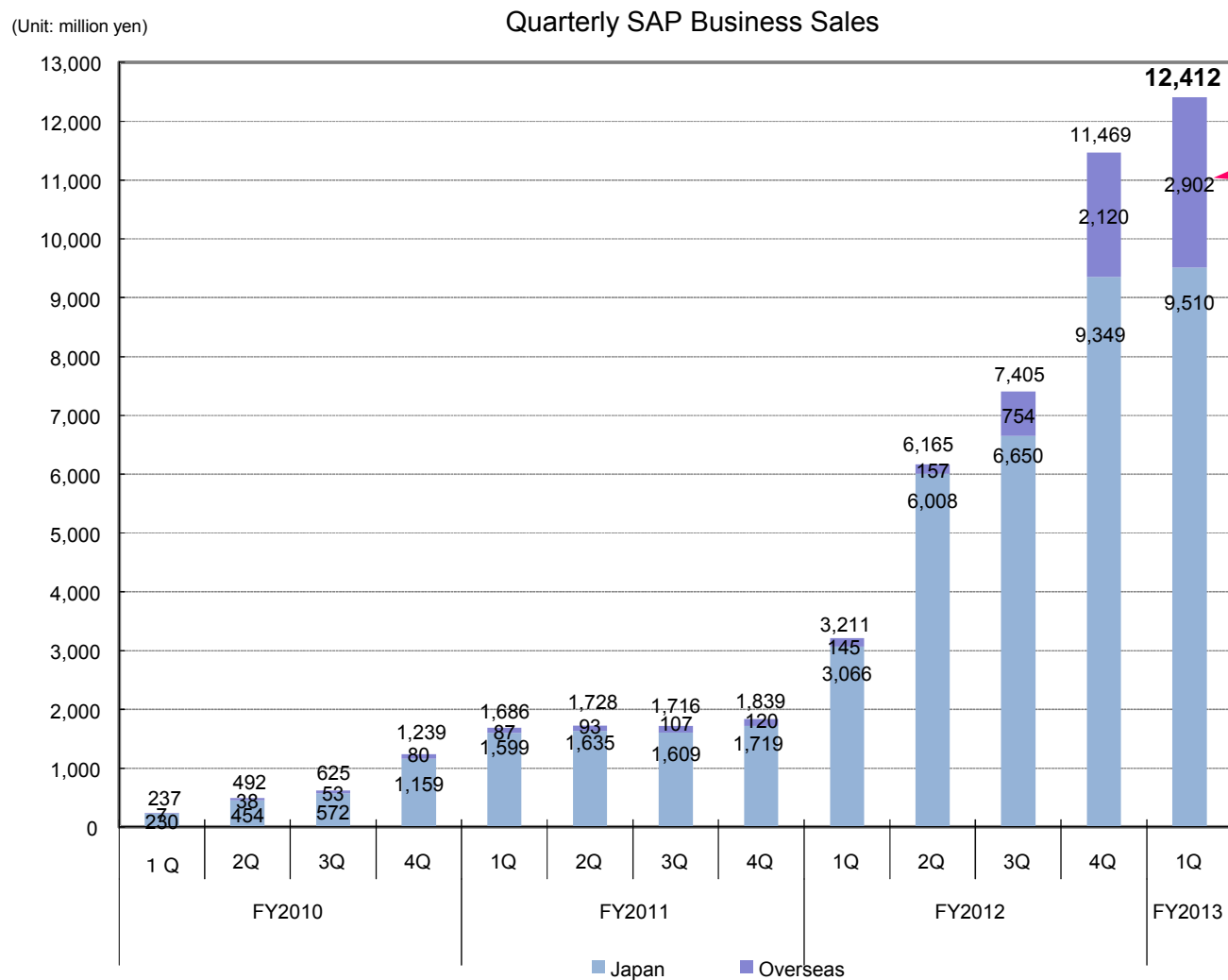
Others (Ads, commerce etc.)	6,274	6,678	6,533	6,242	5,670	5,571	5,094	5,499	5,208	4,890	4,630	4,543	4,442	4,357	4,251	3,931	3,338
SAP business					237	492	625	1,239	1,686	1,728	1,716	1,839	3,211	6,165	7,405	11,469	12,412

Note 1: VOYAGE GROUP, Inc. was excluded from our group through share transfer in 3Q of 2012. Its performance so far was removed.
 Note 2: From 1Q of FY2013, sales after deductions for intracompany transfers are described.

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Quarterly SAP Business Sales

Healthy both inside and outside Japan
Sales composition ratio from smartphone: 72%



Overseas sales ratio
23.4%

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SAP Business

Leading titles

mobage
by DeNA

Mobage
Smartphone ranking
4th
(as of Jan. 30, 2013)



Provided by Cygames Inc.

mobage
by DeNA

Mobage
Smartphone ranking
2nd
(as of Jan. 30, 2013)



Provided by NAMCO BANDAI Games Inc.

Provided and developed by NAMCO BANDAI Games Inc. and Cygames Inc.

mixi  **Ameba**



Provided by Grengre, Inc. and Sumzap, Inc.

mobage
by DeNA



Provided by SEGA Corporation

Provided and developed by SEGA Corporation and Cygames Inc.

Available on the
App Store Google play



Provided by Applibot, Inc.

Available on the
App Store Google play



Provided by Applibot, Inc.

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Overseas SAP Business

Overseas business with mainly card battle games.

“Rage of Bahamut*” was released in Asia, following the U.S. version.
The number of subscribers exceeded **10 million**)

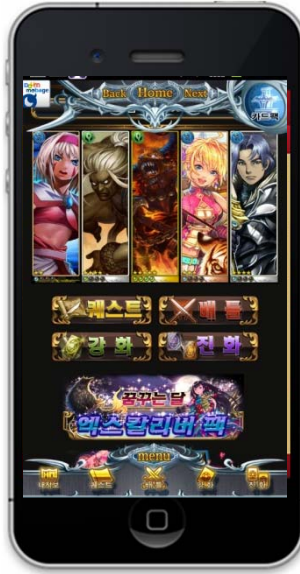
Ranked 4th in sales in
Google Play in U.S.
(as of Jan. 29, 2013)

Cygames Inc.
U.S. version “Rage of Bahamut”



Ranked 6th in
Google Play in South
Korea (as of Nov. 20, 2012)

South Korean version
(released on Aug. 30)



Chinese version
(released on Oct. 10)

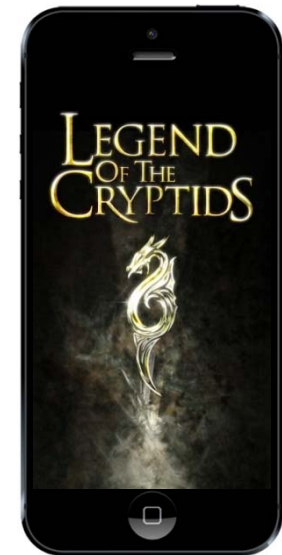


Taiwanese, Hong Kong,
and Macau version
(released on Oct. 24)



Ranked 2nd in sales
in Google Play in U.S.
(as of Nov. 23, 2012)

Applibot, Inc.
“LEGEND OF THE CRYPTIDS”

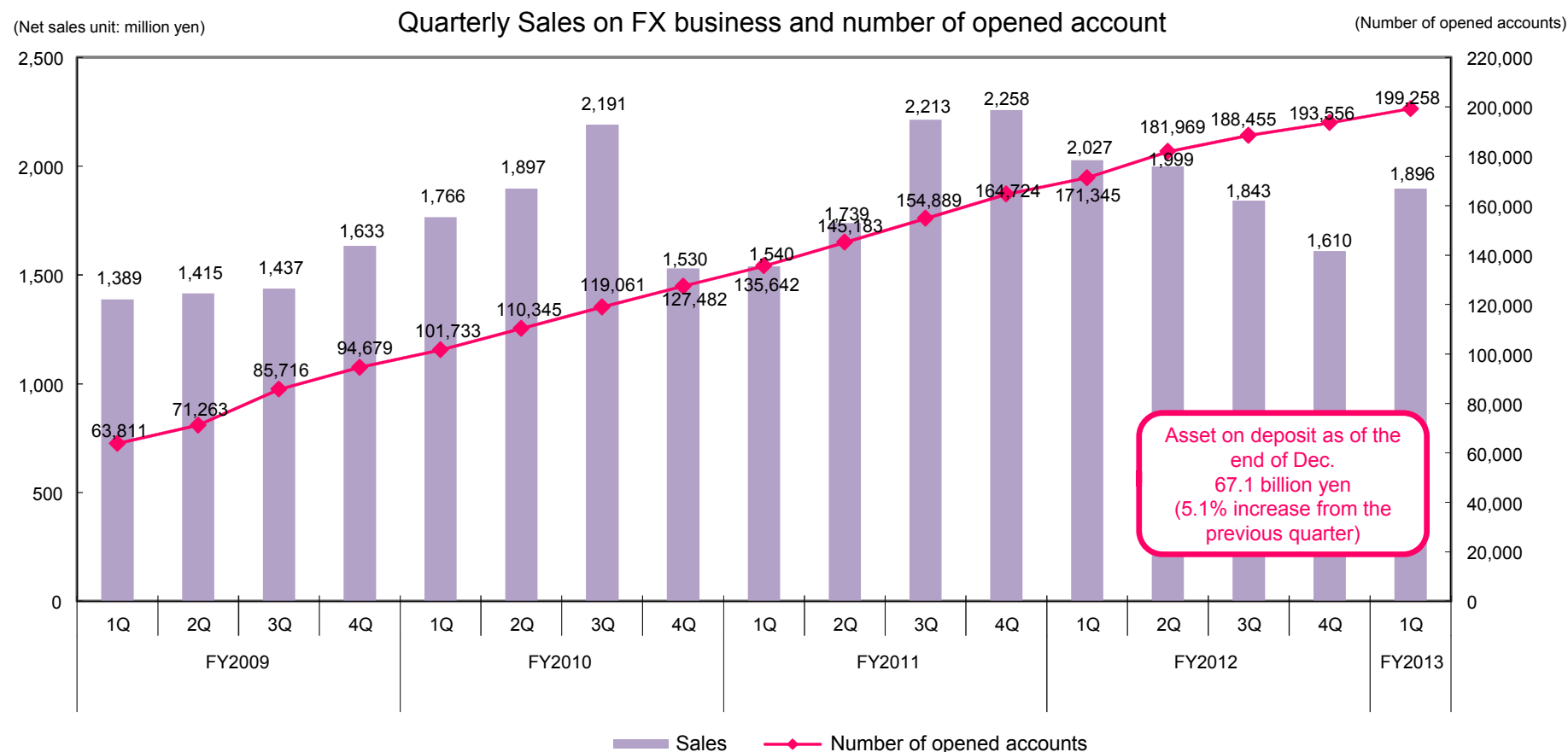


* Japanese title: “Shingeki-no-Bahamut”

FX Business

Quarterly FX Business Sales

Sold for 2.1 billion yen to Yahoo Japan Corporation from the standpoint of reorganizing business. FX business is excluded from consolidated earnings from February 1, 2013.



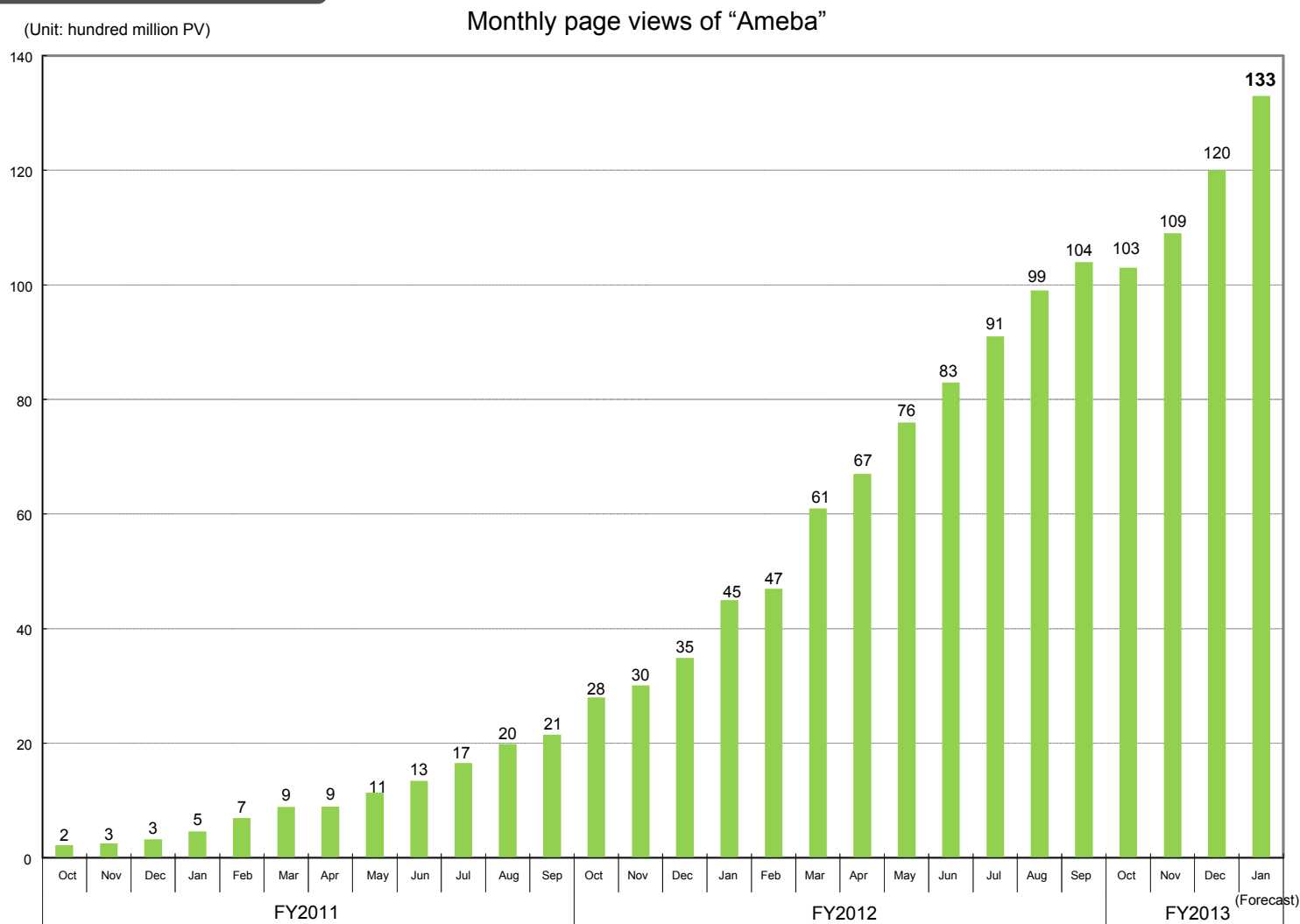
Sales	1,389	1,415	1,437	1,633	1,766	1,897	2,191	1,530	1,540	1,739	2,213	2,258	2,027	1,999	1,843	1,610	1,896
Operating profit	494	743	584	834	1,002	1,057	1,202	580	530	647	999	1,056	1,097	900	958	691	1,074

Note: FX Business is foreign exchange trading business operated by consolidated subsidiary, Cyber Agent FX, Inc.

Ameba Business

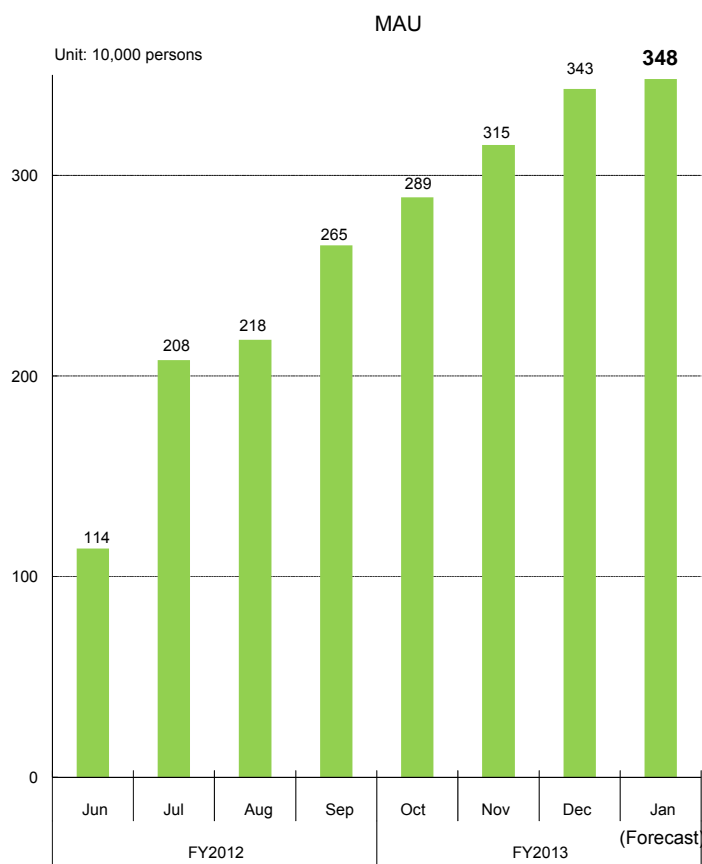
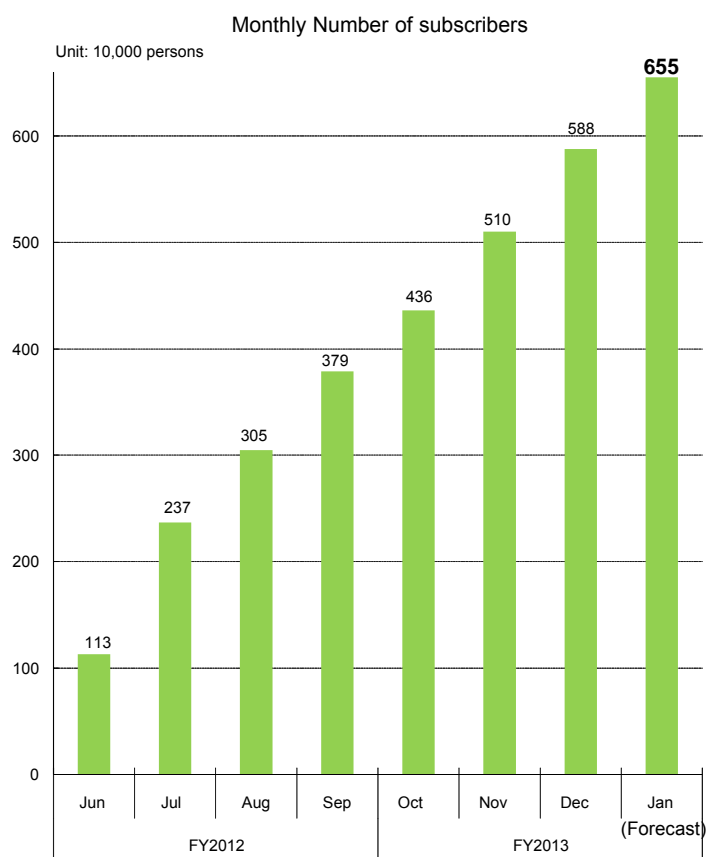
Monthly Page Views from Smartphones

Large-scale promotions were implemented from November 11, 2012 to January 3, 2013

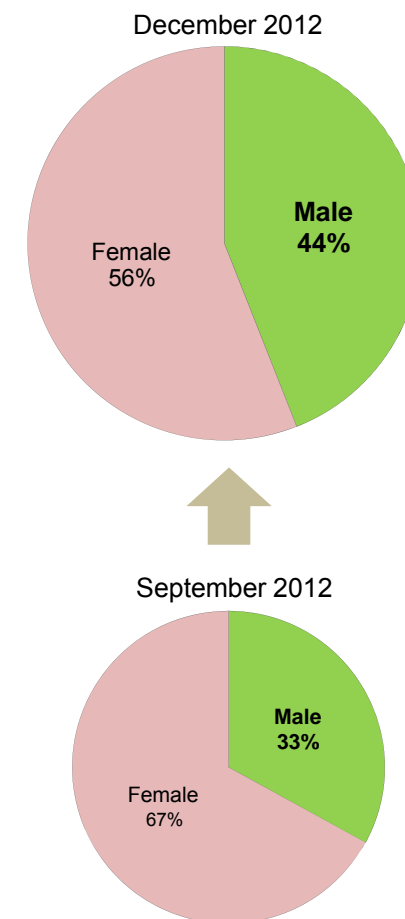


Monthly Subscribers Using a Smartphone

The number of subscribers: 6.55 million in January (increased by 2.19 million compared to those in October)
Percentage of males was increased among the new subscribers



Percentage of males among the new subscribers



*MAU refers the number of subscribers who logged in "Ameba smartphone" more than once per month.