## Business Segment Information

For the 3 months ended June 30, 2011
(Unit: Millions of yen)

|  | Segmentation |  |  |  | Adjustment | Consolidated quarterly amount |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Content business | Real <br> estate <br> business | Other | Total |  |  |
| Net sales |  |  |  |  |  |  |
| Sales to outside customers | 68,782 | 1,027 | 212 | 70,022 | - | 70,022 |
| Inter-segment sales/ transfers | 24 | 837 | 260 | 1,122 | $(1,122)$ | - |
| Total | 68,806 | 1,865 | 473 | 71,145 | $(1,122)$ | 70,022 |
| Segment profit (or loss) | 5,166 | 427 | $\triangle 66$ | 5,527 | - | 5,527 |


| Segmentation | Main businesses |
| :--- | :--- |
| Content business | Sales of TV advertising, video and music royalty revenue, sales of CDs, DVDs/Blu-ray Discs <br> and publications, TV-shopping, movie business, events and art exhibitions |
| Real estate business | Rental offices, Building management |
| Other | Retail operations |


| Sales to outside customers |  | Content | Real estate | Other | Total |
| :---: | :---: | :---: | :---: | :---: | :---: |
| TV advertising Revenue | Time | 25,189 | - | - | 25,189 |
|  | Spot | 24,185 | - | - | 24,185 |
|  | Total | 49,374 | - | - | 49,374 |
| Other advertising revenue |  | 109 | - | - | 109 |
| Content sales revenue |  | 8,179 | - | - | 8,179 |
| Merchandise sales revenue |  | 7,581 | - | 191 | 7,773 |
| Box-Office sales revenue |  | 2,589 | - | - | 2,589 |
| Real estate revenue |  | - | 679 | - | 679 |
| Other |  | 947 | 348 | 21 | 1,317 |
| Total |  | 68,782 | 1,027 | 212 | 70,022 |

For the 3 months ended June 30, 2012
(Unit: Millions of yen)

|  | Segmentation |  |  |  | Adjustment | Consolidated quarterly amount |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Content business | Real estate business | Other | Total |  |  |
| Net sales |  |  |  |  |  |  |
| Sales to outside customers | 82,117 | 908 | 540 | 83,567 | - | 83,567 |
| Inter-segment sales/ transfers | 264 | 849 | 357 | 1,472 | $(1,472)$ | - |
| Total | 82,382 | 1,758 | 898 | 85,039 | $(1,472)$ | 83,567 |
| Segment profit(or loss) | 10,797 | 464 | $\triangle 4$ | 11,257 | - | 11,257 |


| Segmentation | Main businesses |
| :--- | :--- |
| Content business | Sales of TV advertising, video and music royalty revenue, sales of CDs, DVDs/Blu-ray Discs <br> and publications, TV-shopping, movie business, events and art exhibitions |
| Real estate business | Rental offices, Building management |
| Other | Retail operations |


| Sales to outside customers |  | Content business | Real estate business | Other | Total |
| :---: | :---: | :---: | :---: | :---: | :---: |
| TV advertising Revenue | Time | 26,626 | - | - | 26,626 |
|  | Spot | 29,191 | - | - | 29,191 |
|  | Total | 55,817 | - | - | 55,817 |
| Other advertising revenue |  | 95 | - | - | 95 |
| Content sales revenue |  | 9,183 | - | - | 9,183 |
| Merchandise sales revenue |  | 13,857 | - | 526 | 14,383 |
| Box-Office sales revenue |  | 1,724 | - | - | 1,724 |
| Real estate revenue |  | - | 681 | - | 681 |
| Other |  | 1,440 | 227 | 14 | 1,682 |
| Total |  | 82,117 | 908 | 540 | 83,567 |

【Reference】 Financial Summary on Non-consolidated Basis

1. Non-consolidated performances for the $1^{\text {st }}$ Quarter FY2012 (From April 1, 2012 to June 30, 2012)
(1) Non-consolidated operating results

|  | Net sales |  | Operating profit |  | Recurring profit |  | Net income |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
|  | Millions of yen | $\%$ | Millions of yen | $\%$ | Millions of yen | $\%$ | Millions of yen | $\%$ |
| $1^{\text {st }}$ Qtr FY 2012 | 67,181 | 9.6 | 9,419 | 97.5 | 10,977 | 81.6 | 5,641 | 57.0 |
| $1^{\text {st }}$ Qtr FY 2011 | 61,309 | $\Delta 3.1$ | 4,770 | $\Delta 33.9$ | 6,045 | $\Delta 44.5$ | 3,593 | $\Delta 42.5$ |

(2) Non-consolidated financial data

|  | Total assets | Net assets |
| :--- | ---: | ---: |
|  | Millions of yen | Millions of yen |
| $1^{\text {st }}$ Qtr FY 2012 | 498,614 | 367,344 |
| FY 2011 | 501,804 | 366,927 |

