

Business Segment Information

For the 6 months ended September 30, 2011

(Unit: Millions of yen)

| | Segmentation | | | | Adjustment | Consolidated quarterly amount |
|--------------------------------|------------------|----------------------|-------|---------|------------|-------------------------------|
| | Content business | Real estate business | Other | Total | | |
| Net sales | | | | | | |
| Sales to outside customers | 137,842 | 2,013 | 1,030 | 140,887 | — | 140,887 |
| Inter-segment sales/ transfers | 523 | 1,720 | 517 | 2,760 | (2,760) | — |
| Total | 138,366 | 3,733 | 1,548 | 143,647 | (2,760) | 140,887 |
| Segment profit (or loss) | 9,454 | 899 | △54 | 10,299 | — | 10,299 |

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

(Unit: Millions of yen)

| Sales to outside customers | | Content business | Real estate business | Other | Total |
|----------------------------|-------|------------------|----------------------|-------|---------|
| TV advertising Revenue | Time | 52,256 | — | — | 52,256 |
| | Spot | 47,708 | — | — | 47,708 |
| | Total | 99,965 | — | — | 99,965 |
| Other advertising revenue | | 236 | — | — | 236 |
| Content sales revenue | | 17,134 | — | — | 17,134 |
| Merchandise sales revenue | | 14,469 | — | 991 | 15,460 |
| Box-Office sales revenue | | 4,051 | — | — | 4,051 |
| Real estate revenue | | — | 1,357 | — | 1,357 |
| Other | | 1,986 | 655 | 39 | 2,681 |
| Total | | 137,842 | 2,013 | 1,030 | 140,887 |

For the 6 months ended September 30, 2012

(Unit: Millions of yen)

| | Segmentation | | | | Adjustment | Consolidated quarterly amount |
|--------------------------------|------------------|----------------------|-------|---------|------------|-------------------------------|
| | Content business | Real estate business | Other | Total | | |
| Net sales | | | | | | |
| Sales to outside customers | 156,519 | 1,802 | 725 | 159,047 | — | 159,047 |
| Inter-segment sales/ transfers | 121 | 1,749 | 1,374 | 3,245 | (3,245) | — |
| Total | 156,641 | 3,552 | 2,099 | 162,292 | (3,245) | 159,047 |
| Segment profit(or loss) | 13,196 | 931 | 194 | 14,322 | — | 14,322 |

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

(Unit: Millions of yen)

| Sales to outside customers | | Content business | Real estate business | Other | Total |
|----------------------------|-------|------------------|----------------------|-------|---------|
| TV advertising Revenue | Time | 55,554 | — | — | 55,554 |
| | Spot | 52,192 | — | — | 52,192 |
| | Total | 107,747 | — | — | 107,747 |
| Other advertising revenue | | 188 | — | — | 188 |
| Content sales revenue | | 16,714 | — | — | 16,714 |
| Merchandise sales revenue | | 22,311 | — | 702 | 23,013 |
| Box-Office sales revenue | | 6,008 | — | — | 6,008 |
| Real estate revenue | | — | 1,331 | — | 1,331 |
| Other | | 3,549 | 471 | 22 | 4,043 |
| Total | | 156,519 | 1,802 | 725 | 159,047 |

【Reference】 Financial Summary on Non-consolidated Basis

1. Non-consolidated performances for the 2nd Quarter FY2012 (From April 1, 2012 to September 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 | % |
| 2 nd Qtr FY 2012 | 134,386 | 7.9 | 10,945 | 35.4 | 13,070 | 35.6 | 6,938 | 23.8 |
| 2 nd Qtr FY 2011 | 124,508 | △1.4 | 8,081 | △11.3 | 9,636 | △28.5 | 5,605 | △18.3 |

(2) Non-consolidated financial data

| | Total assets | Net assets |
|-----------------------------|-----------------|-----------------|
| | Millions of yen | Millions of yen |
| 2 nd Qtr FY 2012 | 499,727 | 369,151 |
| FY 2011 | 501,804 | 366,927 |