



Supplemental Data for Consolidated Financial Results
For the 1st Quarter of Fiscal Year
Ending March 2010 (FY09)



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Faith, Inc.

Aug 12, 2009



**Consolidated Financial Results
for the 1st Quarter of FY09
(Ending March 2010)**



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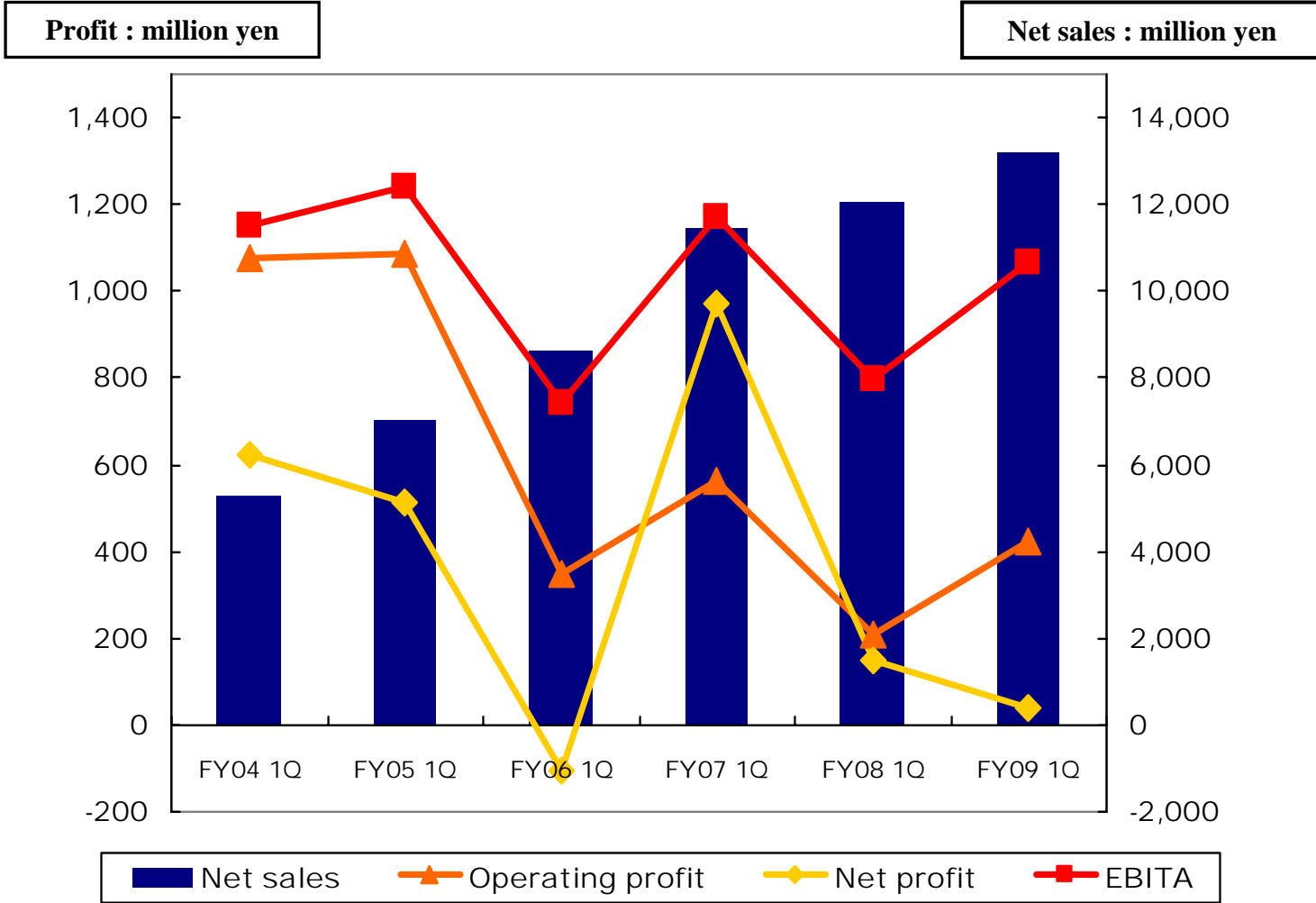


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FY09 1Q Highlights of Consolidated Financial Results



Achieved continuous growth in net sales due to the expansion of the Electronic Money business. Operating profit and recurring profit increased due to the efficient business operation as a result of selection and revision of existing businesses, and the Group realignment. Quarterly net profit decreased due to the increase in tax expenses.



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FY09 1Q Consolidated Financial Result by Segment (year-on-year change)



(Unit : million yen)

	FY08 1Q	FY09 1Q	Year-on-year change		FY09 Plan	Progress ratio	FY09 Interim Plan	Progress ratio
			(amount)	(%)				
Net sales	12,070	13,230	1,160	9.6%	54,730	24.2%	25,000	52.9%
Content business	3,090	2,675	▲ 415	-13.4%	10,360	25.8%	-	-
Electronic Money business	8,637	10,229	1,592	18.4%	43,000	23.8%	-	-
Others	342	325	▲ 17	-4.7%	1,370	23.7%	-	-
Operating profit	210	425	215	102.0%	680	62.5%	300	141.7%
Content business	157	277	120	76.4%	165	167.9%	-	-
Electronic Money business	51	136	85	164.6%	425	32.0%	-	-
Others	5	23	18	323.4%	90	25.6%	-	-
Recurring profit	148	411	263	178.2%	510	80.6%	200	205.5%
Net profit	146	38	▲ 108	-73.9%	100	38.0%	60	63.3%



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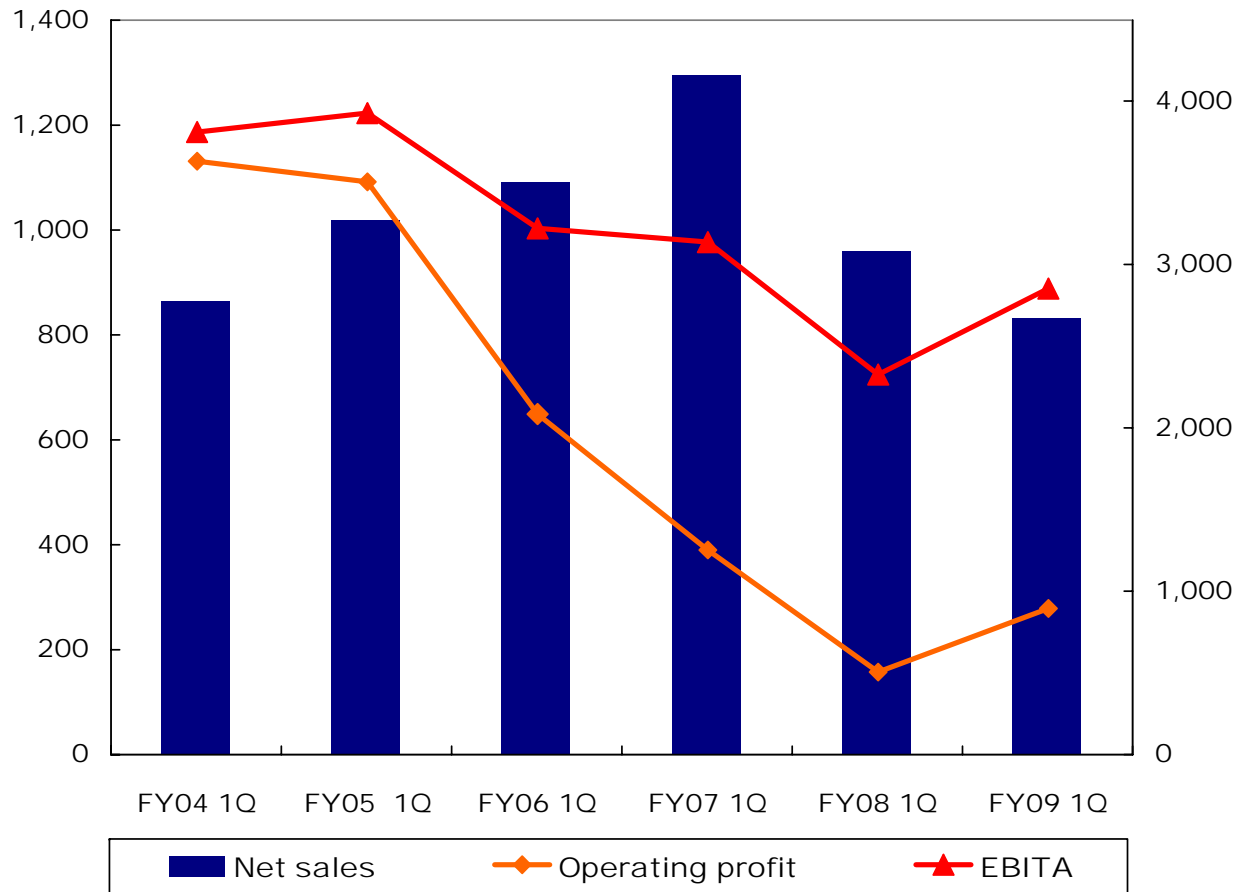
Results of the Contents Business During FY09 1Q



Net sales decreased due to the decline of revenue from ringtone business and revision of existing businesses. Profits increased due to a promotion of efficient business operation as a result of the Group realignment.

Profit : million yen

Net sales : million yen



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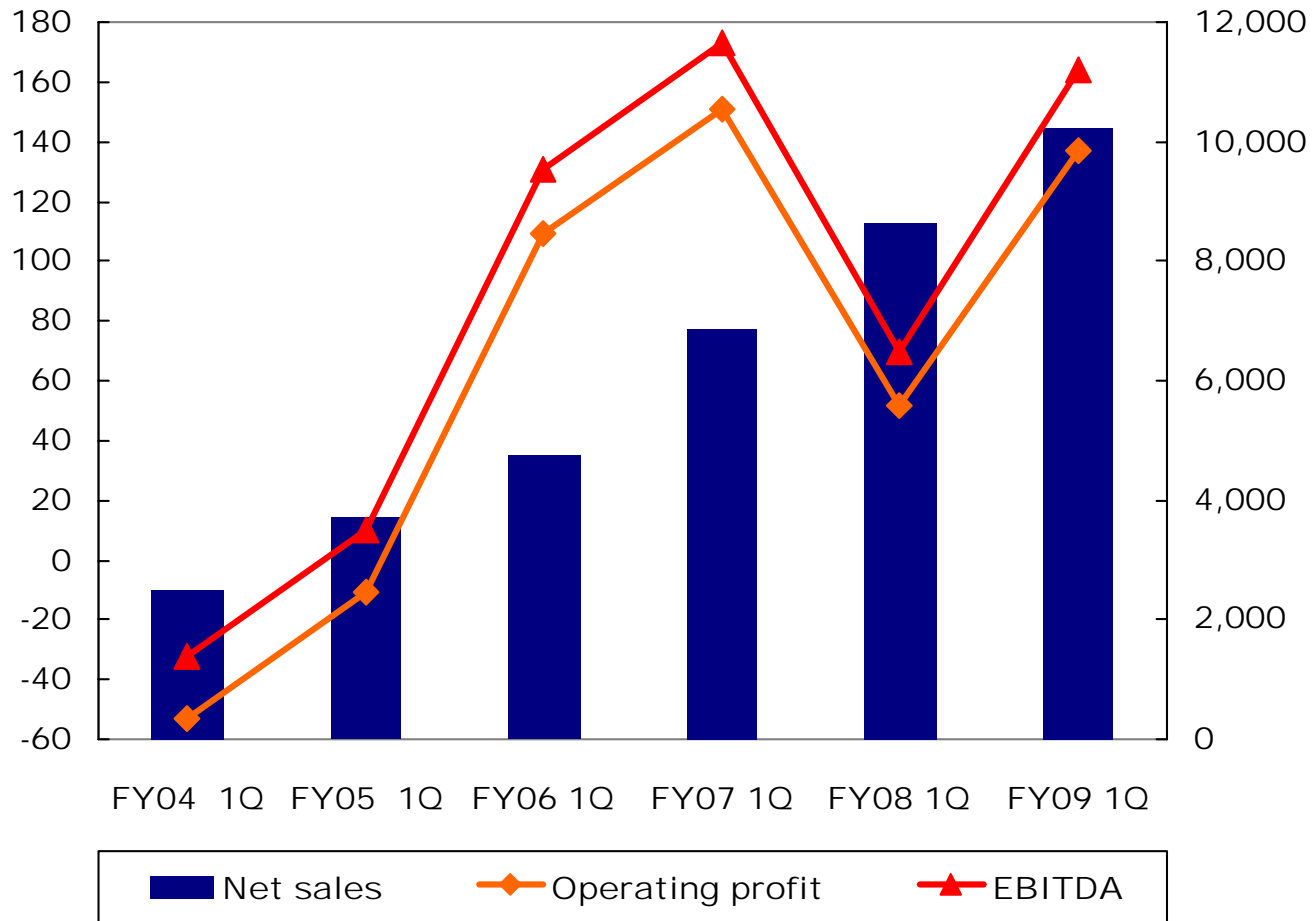
Results of the Electronic Money Business During FY09 1Q



Net sales achieved continuous high growth driven by increase in amount of settlement, mainly in online game.
 Profit also increased due to the growth of settlement.

Profit : million yen

Net sales : million yen



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FY09 1Q Consolidated Financial Result by Segment



(Unit : million yen)

	FY05	Year-on-year change (amount)	Year-on-year change (%)	FY06	Year-on-year change (amount)	Year-on-year change (%)	FY07	Year-on-year change (amount)	Year-on-year change (%)	FY08	Year-on-year change (amount)	Year-on-year change (%)	FY09	Year-on-year change (amount)	Year-on-year change (%)
	1Q			1Q			1Q			1Q			1Q		
Net sales	7,007	1,726	32.7%	8,636	1,629	23.3%	11,469	2,832	32.8%	12,070	600	5.2%	13,230	1,160	9.6%
Content business	3,278	492	17.7%	3,506	228	7.0%	4,165	658	18.8%	3,090	▲ 1,075	-25.8%	2,675	▲ 415	-13.4%
Electronic Money business	3,721	1,230	49.4%	4,747	1,026	27.6%	6,882	2,135	45.0%	8,637	1,755	25.5%	10,229	1,592	18.4%
MVNO	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Others	8	4	100.0%	382	374	4686.1%	421	38	10.2%	342	▲ 79	-18.9%	325	▲ 17	-4.7%
Operating profit	1,086	9	0.8%	350	▲ 735	-67.8%	561	211	60.3%	210	▲ 350	-62.5%	425	215	102.0%
Content business	1,092	▲ 39	-3.4%	650	▲ 441	-40.4%	389	▲ 261	-40.2%	157	▲ 231	-59.5%	277	120	76.4%
Electronic Money business	▲ 11	42	-	109	120	-	151	41	38.1%	51	▲ 99	-65.9%	136	85	164.6%
MVNO	-	-	-	▲ 361	▲ 361	-	-	-	-	-	-	-	-	-	-
Others	5	6	-	▲ 49	▲ 54	-	20	69	-	5	▲ 15	-73.0%	23	18	323.4%
Recurring profit	1,145	55	5.0%	254	▲ 890	-77.8%	406	152	59.9%	148	▲ 258	-63.6%	411	263	178.2%
Net profit	513	▲ 110	-17.7%	▲ 102	▲ 615	-	971	1,074	-	146	▲ 824	-84.9%	38	▲ 108	-73.9%



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FY09 Consolidated Financial Forecasts by Segment



(Unit : million yen)

		FY08	FY09 (Plan)	Year-on-year change (amount)	Year-on-year change (%)	Reasons for year-on-year change
Net sales		53,957	54,730	773	1.4%	
	Content businesses	13,105	10,360	▲ 2,745	-20.9%	Decrease the revenue from ringtone solution and license of ringtone playback technology
	Electronic Money	39,472	43,000	3,528	8.9%	Increase in amount of settlement led by growing demand for digital contents, including online game
	Others	1,378	1,370	▲ 8	-0.6%	
EBITDA		4,208	3,323	▲ 885	-21.0%	
	Content businesses	3,608	2,584	▲ 1,024	-28.4%	Increase in cost for development of distribution platform, content production, procurement, etc.
	Electronic Money	537	629	92	17.1%	Increased revenue effect
	Others	77	110	33	42.9%	
Operating profit		1,425	680	▲ 745	-52.3%	
	Content businesses	990	165	▲ 825	-83.3%	Increase in cost for development of distribution platform, content production, procurement, etc.
	Electronic Money	388	425	37	9.5%	Increased revenue effect
	Others	60	90	30	50.0%	
Recurring profit		994	510	▲ 484	-48.7%	Decrease in operating profit
Net profit		▲ 149	100	249	-	



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***Either of forecasts for net sales, operating profit, recurring profit or net profit have not modified at the announcement of the financial statements for FY09 1Q.**

Amortization of Goodwill



(Unit : million yen)

	FY03	FY04	FY05	FY06	FY07	FY08		FY09		Years of amortization	End of amortization
						1Q	Full year	1Q	Full year (Plan)		
WebMoney	51	82	82	82	84	18	73	19	74	10 year	2013/9
Digiplug	221	239	—	—	—	—	—	—	—	—	—
TakeNet	—	—	531	424	—	—	—	—	—	—	—
Faith Communications	—	—	63	94	—	—	—	—	—	—	—
GoodyPoint	—	—	39	39	—	—	—	—	—	—	—
Faith Wonderworks (former GIGA NETWORKS)	—	—	—	1,771	2,125	531	2,125	538	2,152	5 year	2011/5
Brave	—	—	—	—	3	1	3	1	3	5 year	2012/3
MVP	—	—	—	—	4	1	4	—	—	5 year	—
Media Complex	—	—	—	—	11	4	11	—	—	5 year	—
Others	—	—	—	217	217	29	64	—	25	5 year	—
Total	272	322	715	2,627	2,444	584	2,291	558	2,229	—	—



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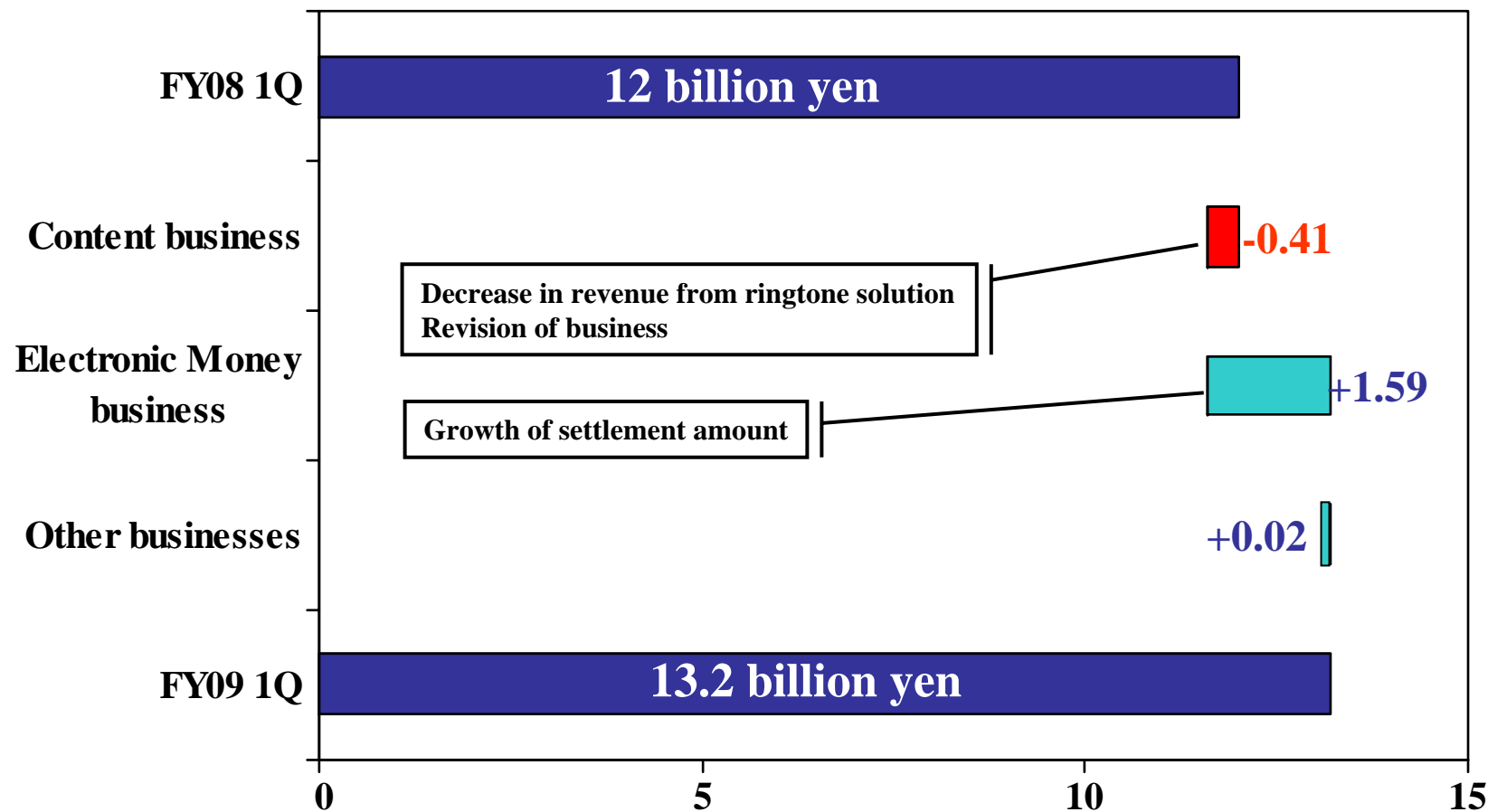
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- Digiplug: one-time depreciation of unamortized balance 1,936 million yen in FY04 (recorded as extraordinary loss)
- Goodypoint: one-time depreciation of unamortized balance 308 million yen in interim FY06 (recorded as extraordinary loss)
- TakeNET: one-time depreciation of unamortized balance 2,218 million yen in 3Q FY06 (recorded as extraordinary loss)
- Faith Communications: one-time depreciation of unamortized balance 462 million yen in 3Q FY06 (recorded as extraordinary loss)

FY09 1Q Consolidated Net Sales (year-on-year basis)



(Unit : billion yen)



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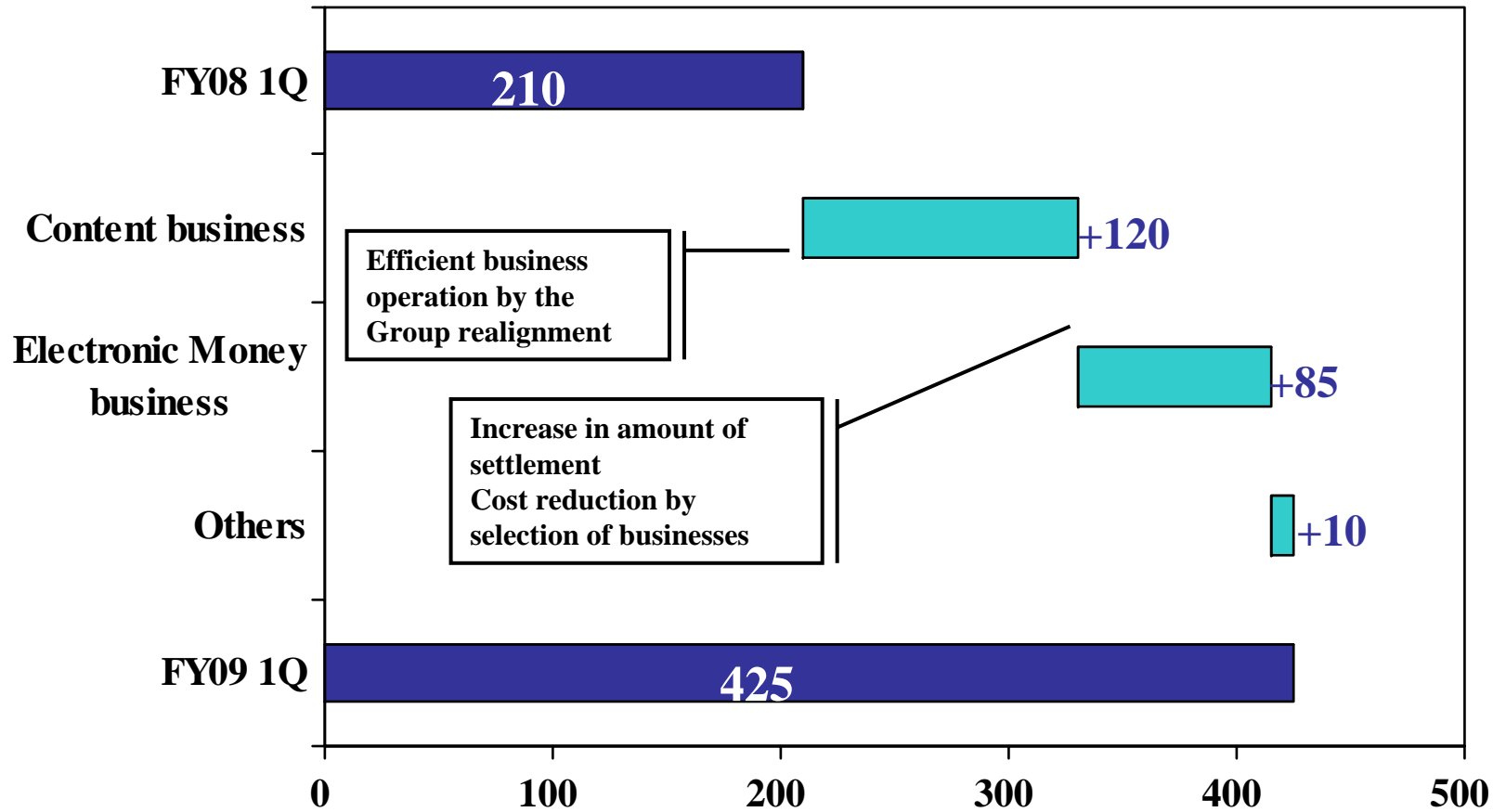


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FY09 1Q Operating Profit (year-on-year basis)



(Unit : million yen)



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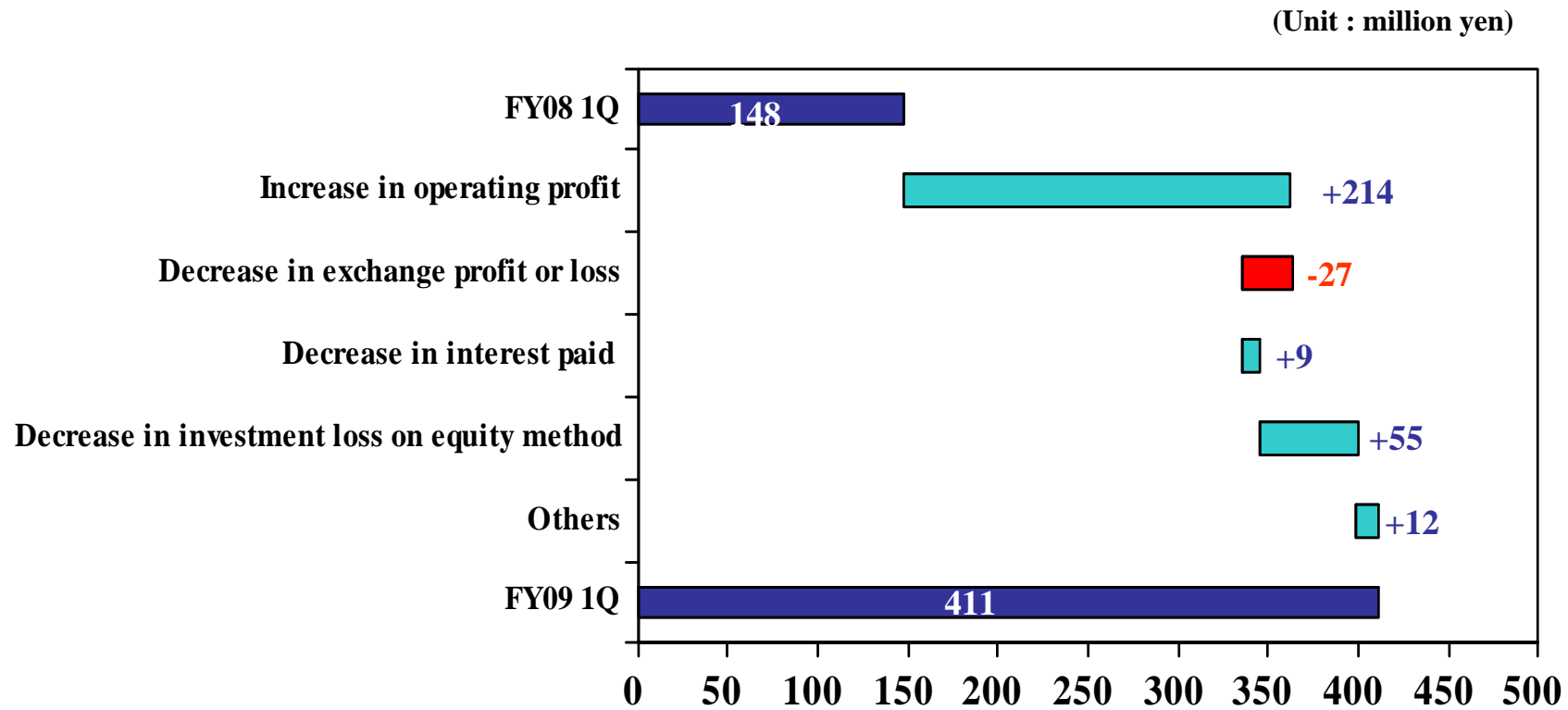


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FY09 1Q Recurring Profit (year-on-year basis)



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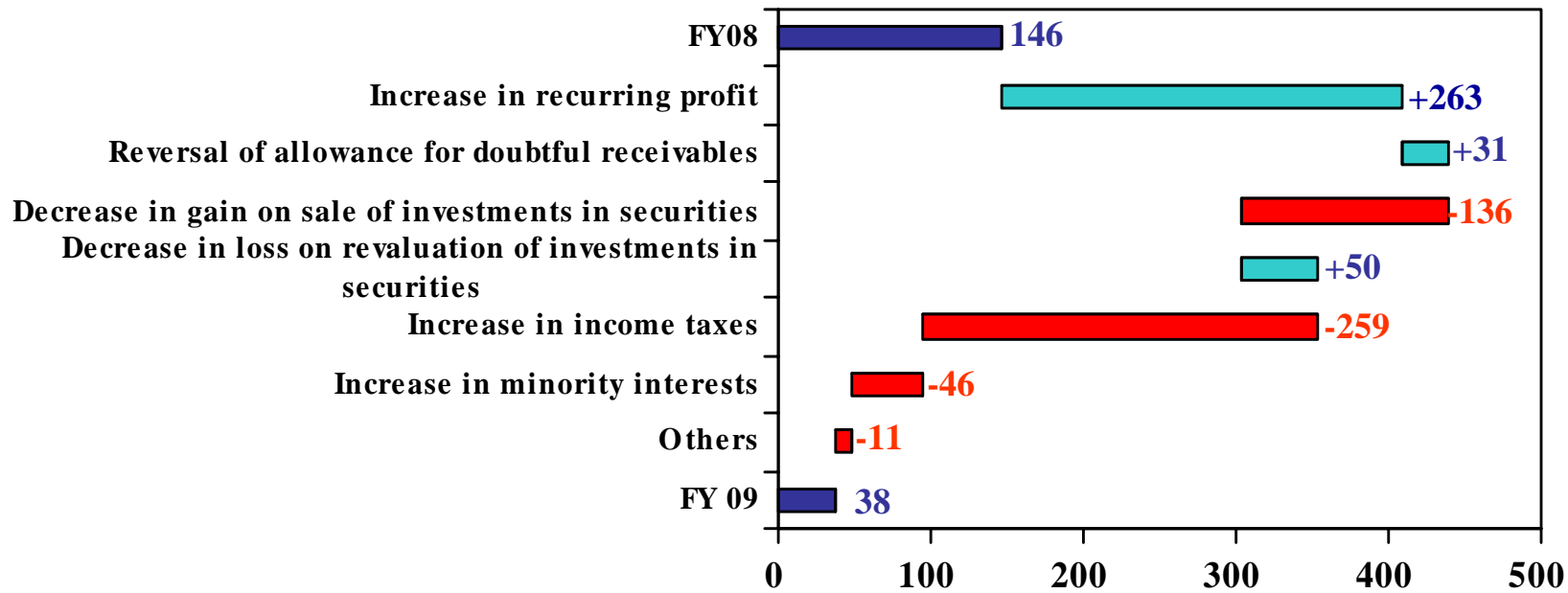


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FY09 1Q Net Profit (year-on-year basis)



(Unit : million yen)



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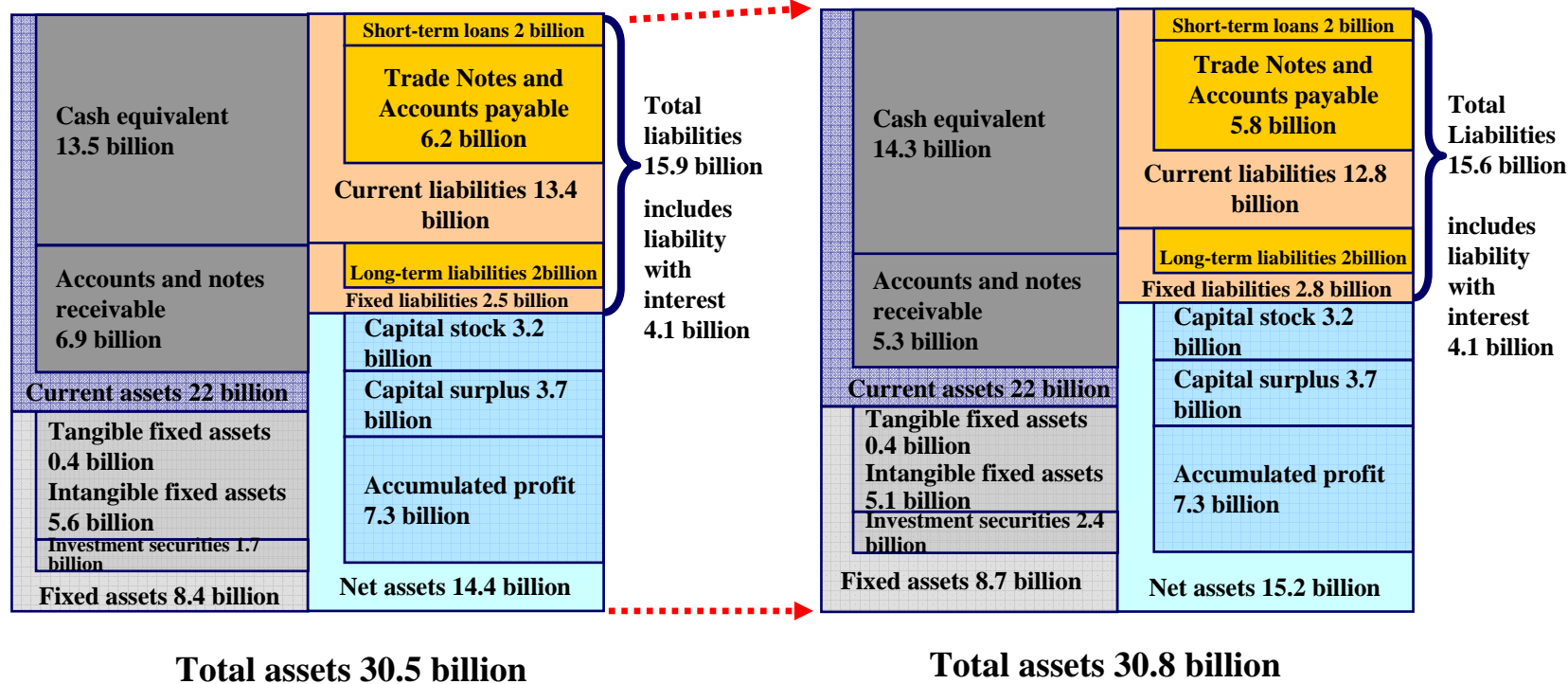
Consolidated Balance Sheet (year-on-year change)



Total assets increased by 0.7 billion yen
Improved capital ratio by 1.8 points (43.8% to 45.6%)

■ End of March 2009

■ End of June 2009



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Notice

This document and its supporting documents contain projections of our company’s future performance. These are estimates by the management of Faith based on currently available information. There are potential risks and uncertainties that may affect the results. Please be advised that actual performance may differ significantly from the forecast.



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