



Supplemental Data for Consolidated Financial Results
For the 3rd Quarter of Fiscal Year
Ending March 2010 (FY09)



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Faith, Inc.

February 10, 2010



**Consolidated Financial Results
for the 3rd Quarter of FY09
(Ending March 2010)**



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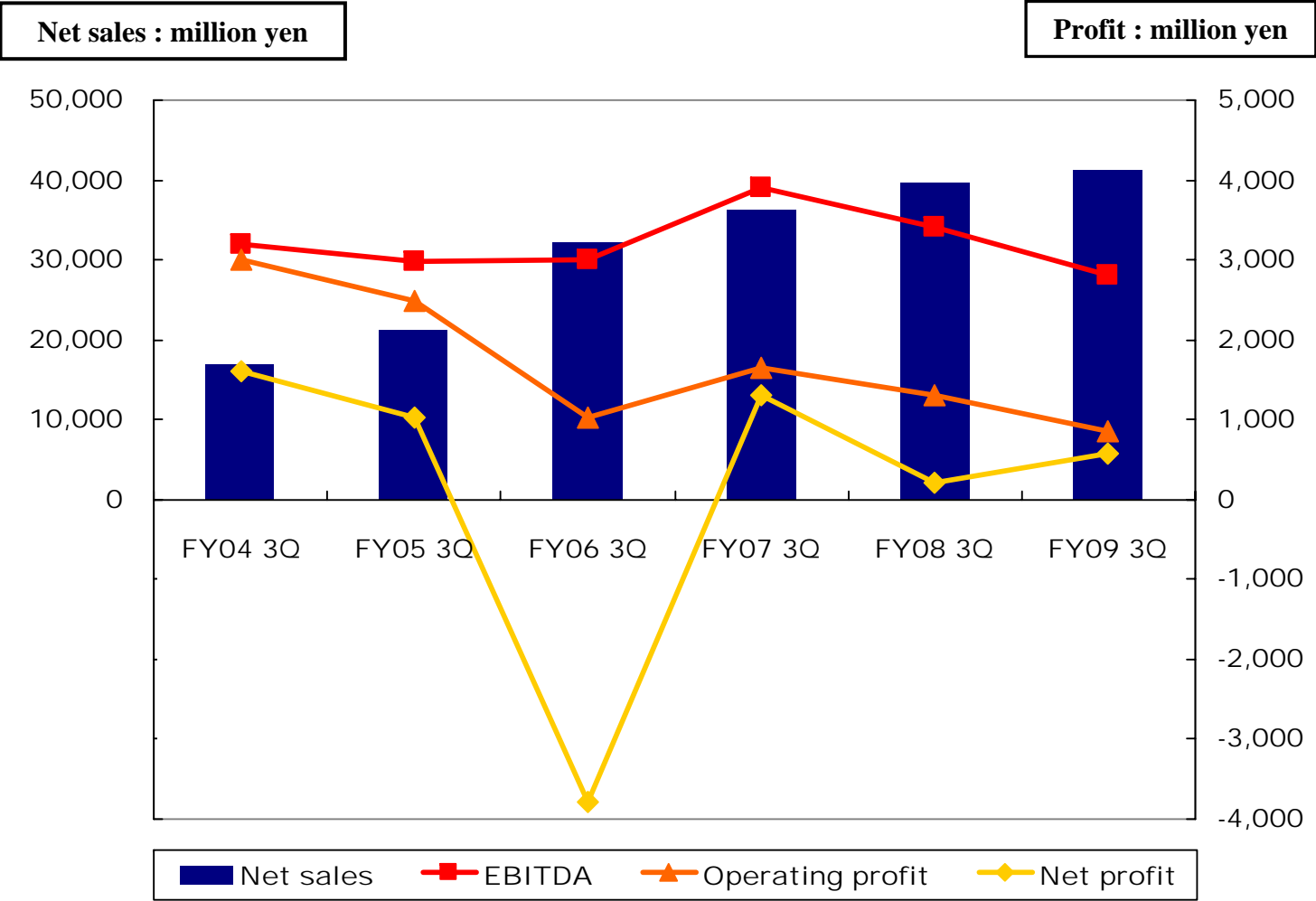


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FY09 3Q Highlights of Consolidated Financial Results



Consolidated net sales for the first nine months of fiscal 2009 increased 4.2% year on year to ¥41,267 million led by the continuous high growth in the electronic money business. Operating profit was ¥858 million, down 34.9% year on year, and recurring profit was ¥777 million, down 19.1% year on year. The net profit for the period under review increased 178.8% year on year to ¥576 million.



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FY09 3Q Consolidated Financial Result by Segment (year-on-year change)



(Unit : million yen)

	FY08 3Q	FY09 3Q	Year-on-year change		FY09 Plan	Progress ratio
			(amount)	(%)		
Net sales	39,621	41,267	1,646	4.2%	54,730	75.4%
Content business	9,741	7,096	▲ 2,645	-27.2%	10,360	68.5%
Electronic Money business	28,852	33,312	4,460	15.5%	43,000	77.5%
Others	1,027	858	▲ 169	-16.4%	1,370	62.6%
Operating profit	1,319	858	▲ 461	-34.9%	680	126.2%
Content business	967	297	▲ 670	-69.2%	165	180.0%
Electronic Money business	303	527	224	73.8%	425	124.0%
Others	48	32	▲ 16	-32.3%	90	35.6%
Recurring profit	961	777	▲ 184	-19.1%	510	152.4%
Net profit	206	576	370	178.8%	100	576.0%



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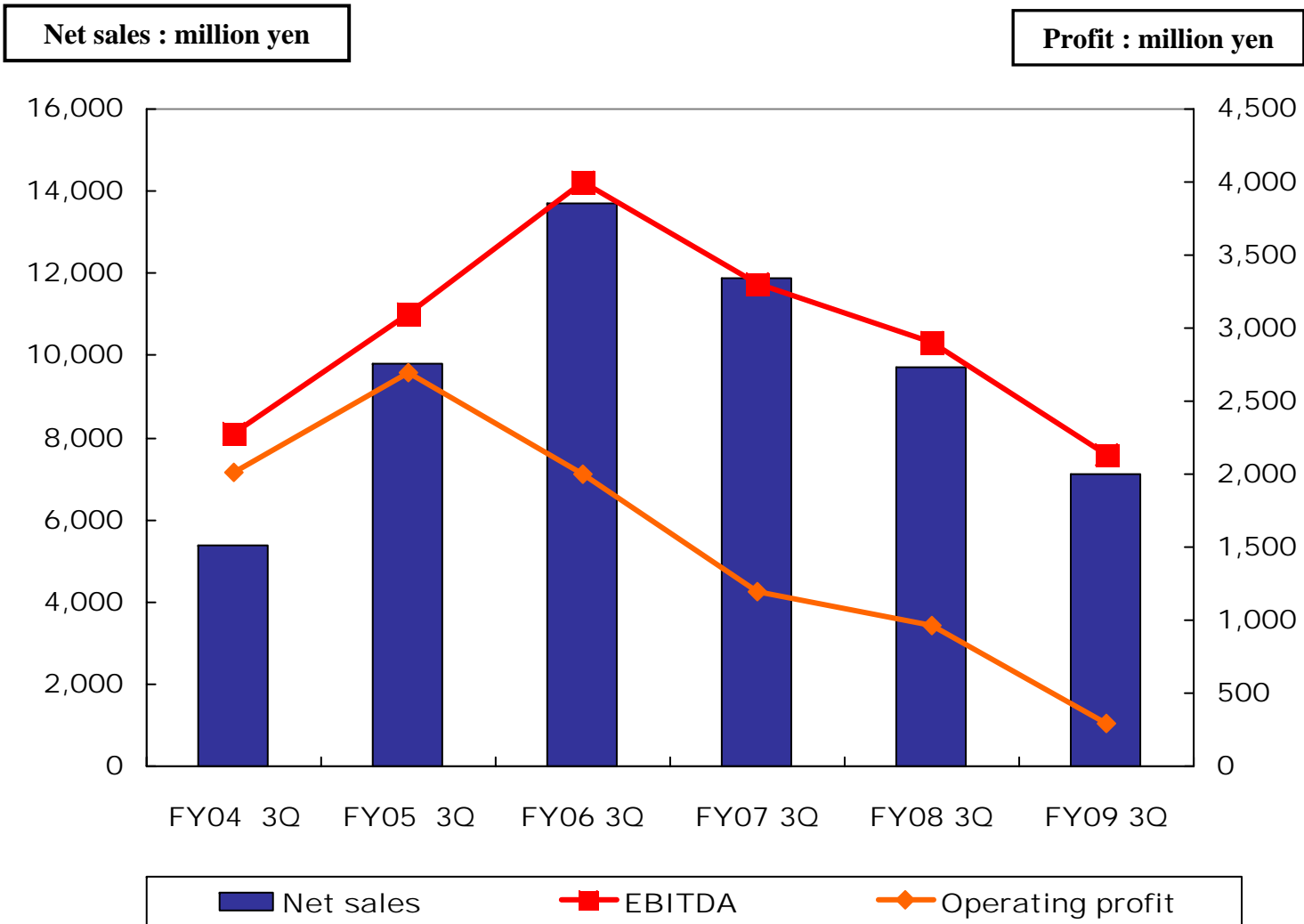


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Results of the Contents Business During FY09 3Q



Net sales in the content business totaled ¥7,096 million, down 27.2% year on year, and operating profit decreased 69.2% year on year to ¥297 million. These figures resulted from a decline in sales of the ringtone business and other factors.



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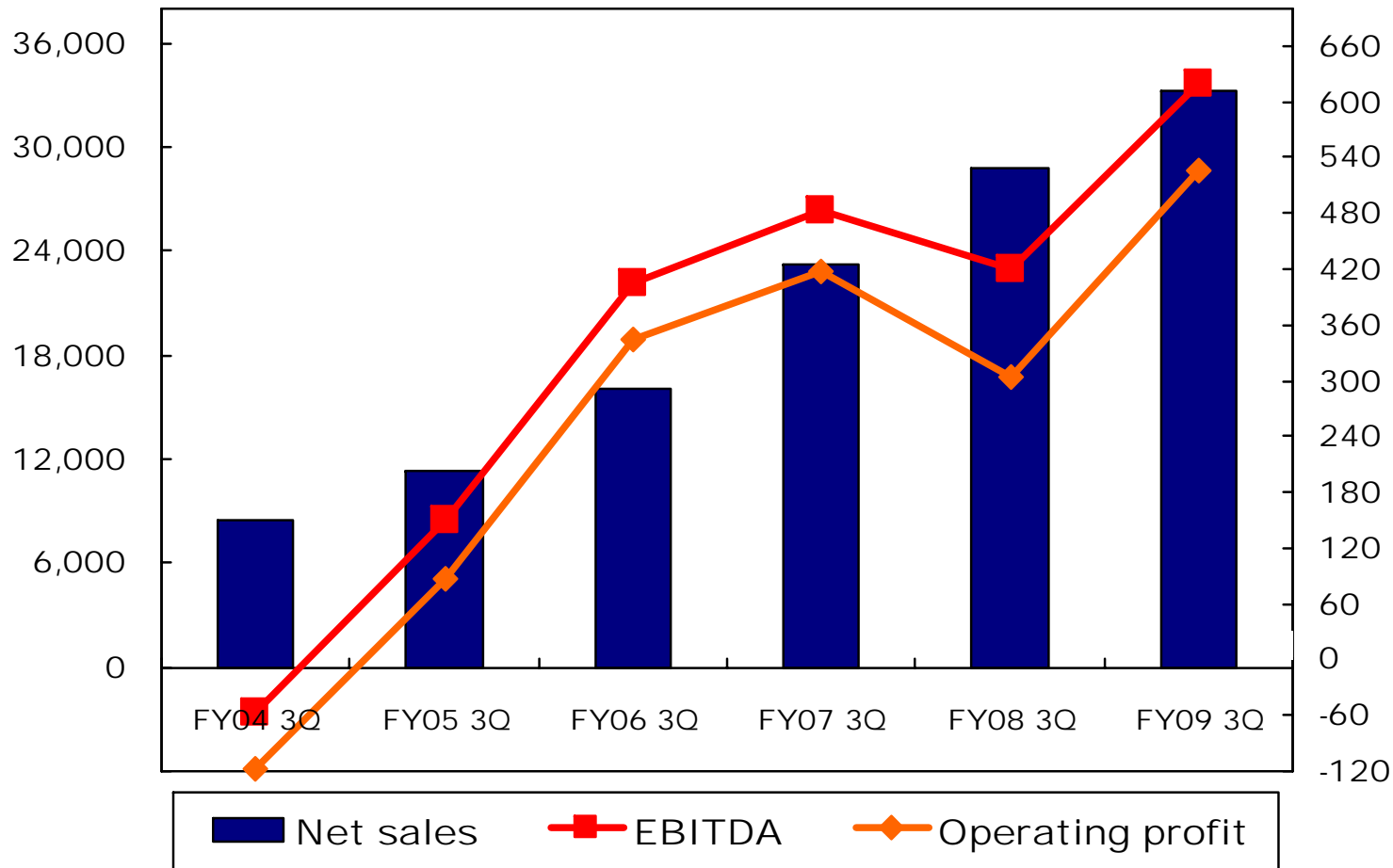
Results of the Electronic Money Business During FY09 3Q



Net sales in the Electronic Money Business increased 15.5% year on year to ¥33,312 million. Operating profit increased by 73.8% year on year to ¥527 million due to an increase in the settlement amount and other factors.

Net sales : million yen

Profit : million yen



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FY09 3Q Consolidated Financial Result by Segment



(Unit : million yen)

	FY05 3Q	Year-on- year change (amount)	Year-on- year change (%)	FY06 3Q	Year-on- year change (amount)	Year-on- year change (%)	FY07 3Q	Year-on- year change (amount)	Year-on- year change (%)	FY08 3Q	Year-on- year change (amount)	Year-on- year change (%)	FY09 3Q	Year-on- year change (amount)	Year-on- year change (%)
Net sales	21,111	4,020	23.5%	32,109	10,998	52.0%	36,320	4,211	13.1%	39,621	3,301	9.1%	41,267	1,646	4.2%
Content business	9,758	1,478	17.8%	13,682	3,924	40.2%	11,934	▲ 1,748	-12.8%	9,741	▲ 2,192	-18.4%	7,096	▲ 2,645	-27.2%
Electronic Money business	11,312	2,847	33.6%	16,122	4,810	42.5%	23,227	7,105	44.1%	28,852	5,625	24.2%	33,312	4,460	15.5%
Operationg profit	2,487	▲ 513	-17.1%	1,027	▲ 1,460	-58.7%	1,647	620	60.3%	1,319	▲ 327	-19.9%	858	▲ 461	-34.9%
Content business	2,675	▲ 443	-14.2%	2,035	▲ 640	-23.9%	1,168	▲ 867	-42.6%	967	▲ 200	-17.2%	297	▲ 670	-69.2%
Electronic Money business	87	205	—	343	256	294.2%	417	74	21.5%	303	▲ 114	-27.3%	527	224	73.8%
Recurring profit	2,803	▲ 397	-13.2%	903	▲ 1,700	-65.3%	1,479	576	63.7%	961	▲ 518	-35.0%	777	▲ 184	-19.1%
Net profit	1,028	▲ 541	-34.4%	3,785	▲ 66	-6.4%	1,306	344	-	206	▲ 1,100	-84.2%	576	370	178.8%



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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 business	13,105	10,360	▲ 2,745	-20.9%	Decrease in revenue from ringtone solution and license of ringtone playback technology
Electronic Money business	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 business	3,608	2,584	▲ 1,024	-28.4%	Increase in cost for development of distribution platform, content production, procurement, etc.
Electronic Money business	537	629	92	17.1%	Increased revenue effect
Others	77	110	33	42.9%	
Operating profit	1,425	680	▲ 745	-52.3%	
Content business	990	165	▲ 825	-83.3%	Increase in cost for development of distribution platform, content production, procurement, etc.
Electronic Money business	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	-	

***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 3Q.**



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Amortization of Goodwill



(Unit : million yen)

	FY08		FY09		FY10 (Plan)	FY11 (Plan)	FY12 (Plan)	FY13 (Plan)
	3Q	Full year	3Q	Full year (Plan)				
WebMoney	55	73	55	74	73	73	67	34
Faith Wonderworks	1,594	2,125	1,613	2,151	2,151	380	26	20
Brave	1	3	1	2	2	1	-2	-2
MVP	2	4	-	-	-	-	-	-
Media Complex	11	11	-	-	-	-	-	-
Others	60	64	9	9	-	-	-	-
Total	1,723	2,280	1,678	2,236	2,226	454	91	52



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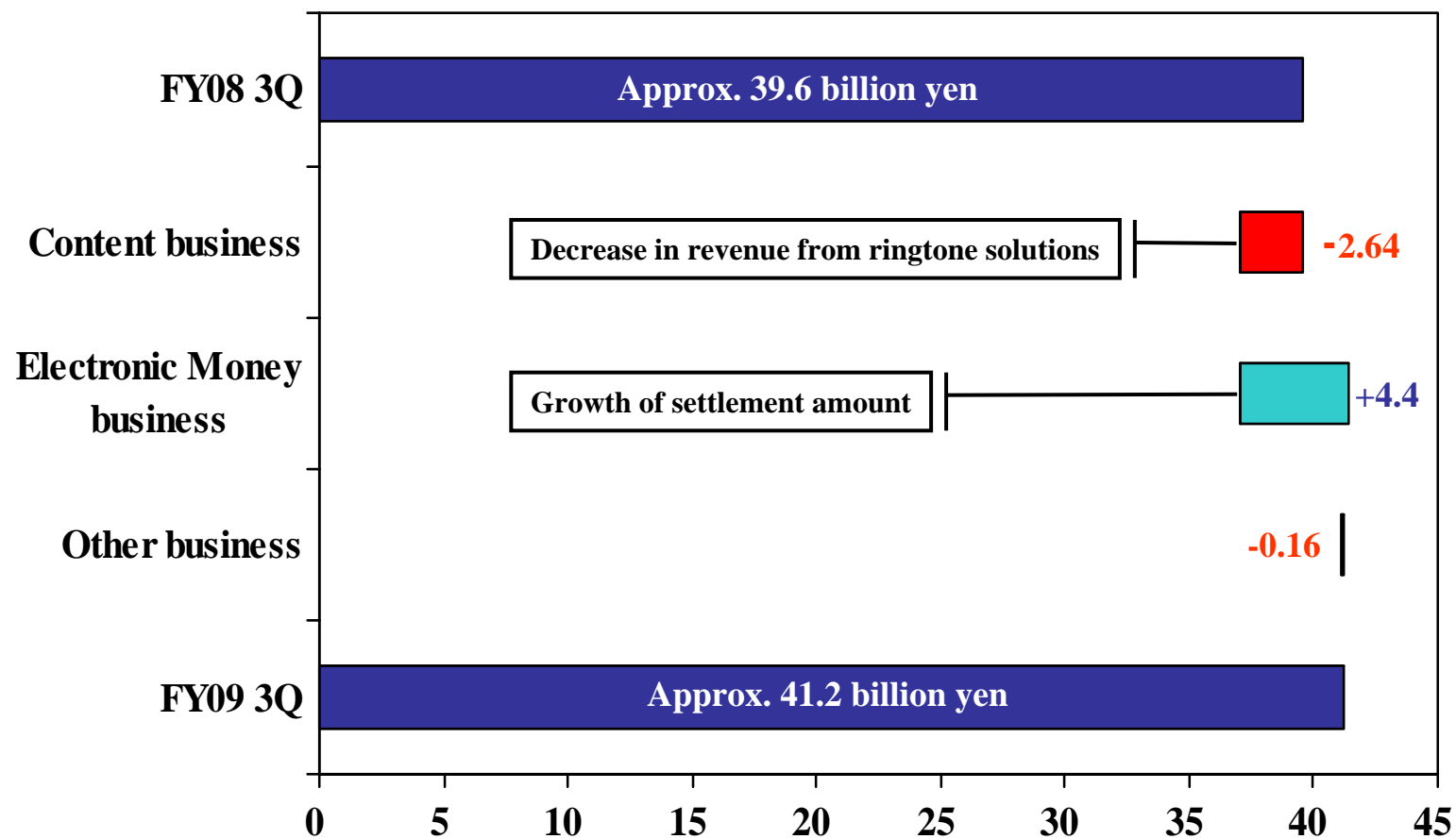


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FY09 3Q Consolidated Net Sales (year-on-year basis)



(Unit : billion yen)



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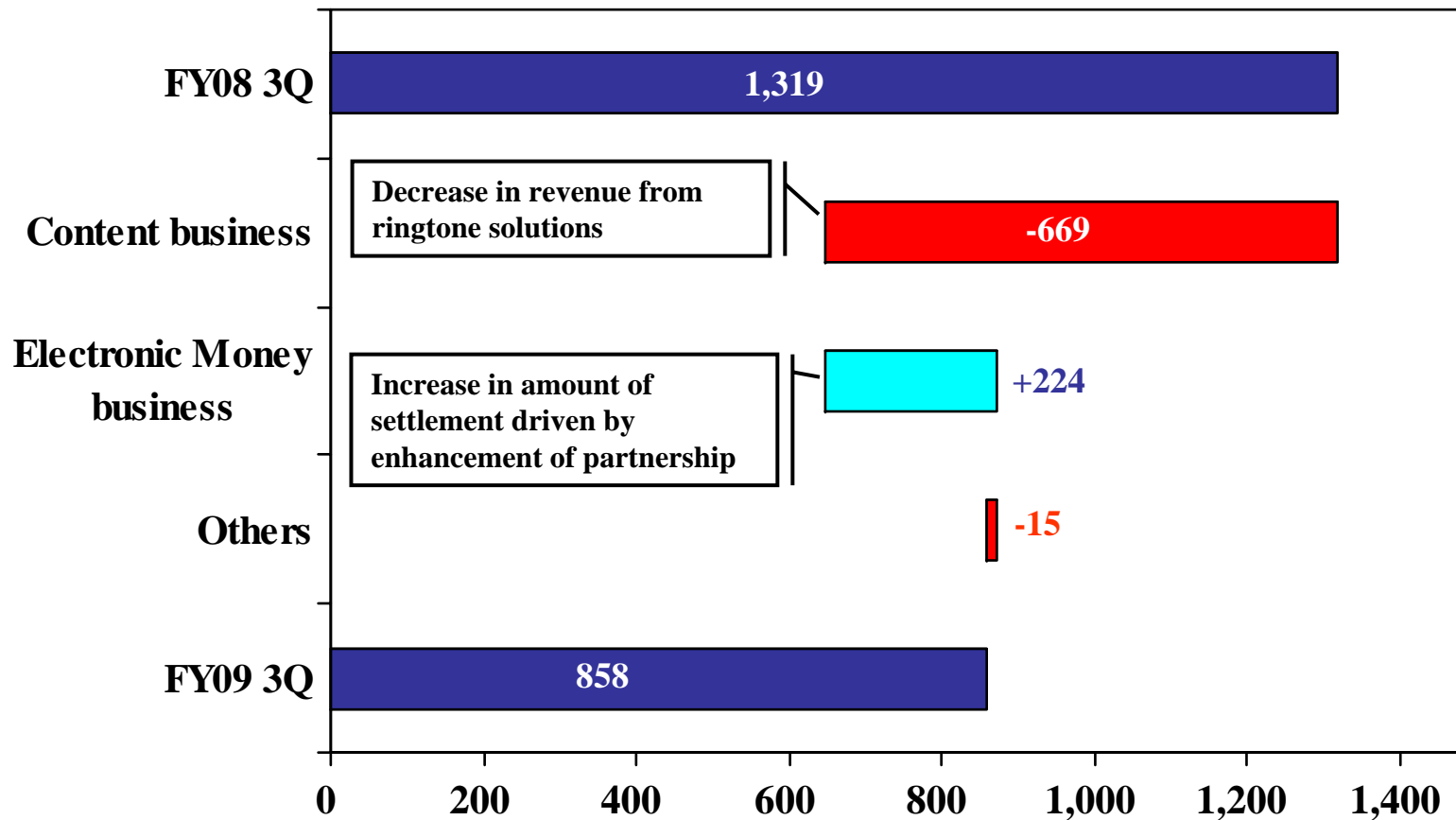


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FY09 3Q Operating Profit (year-on-year basis)



(Unit : million yen)



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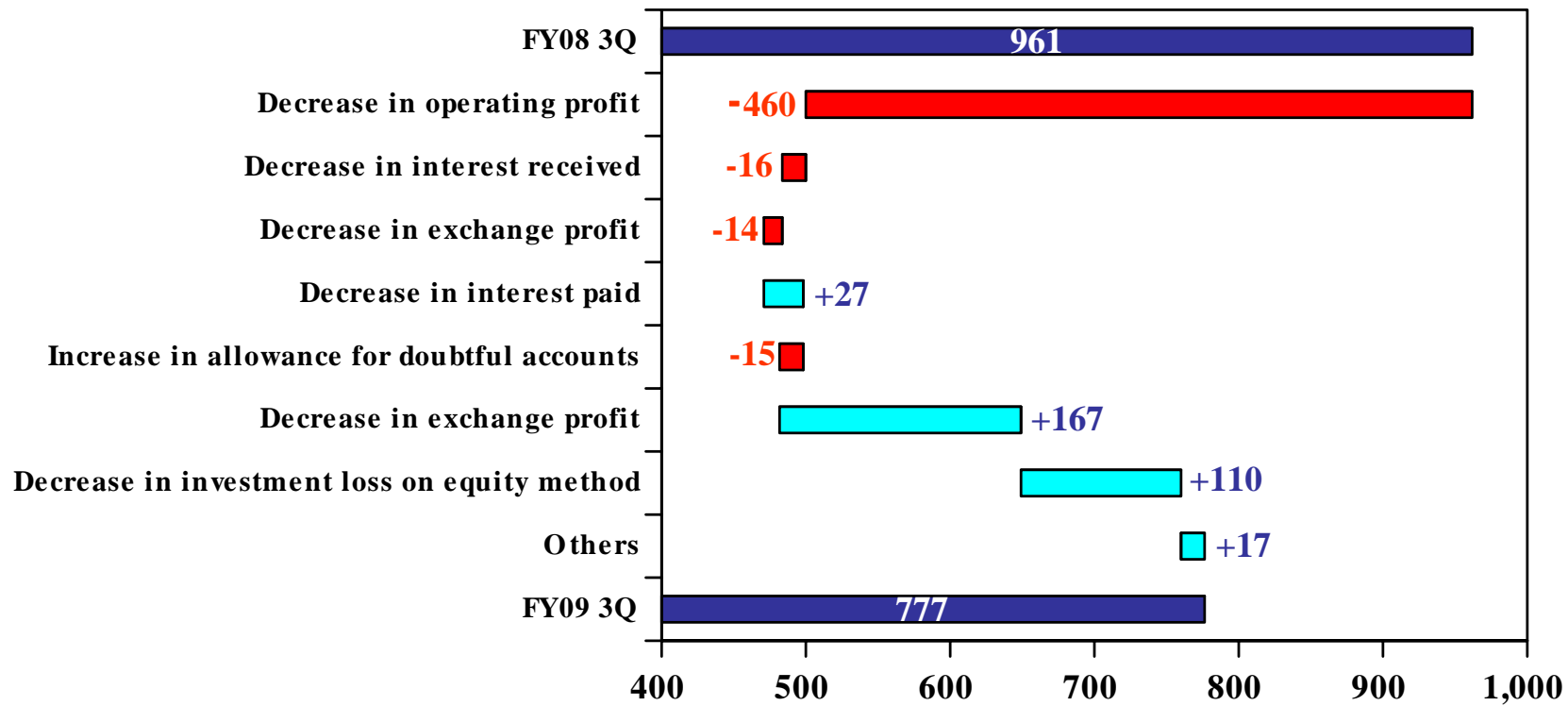


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FY09 3Q Recurring Profit (year-on-year basis)



(Unit : million yen)



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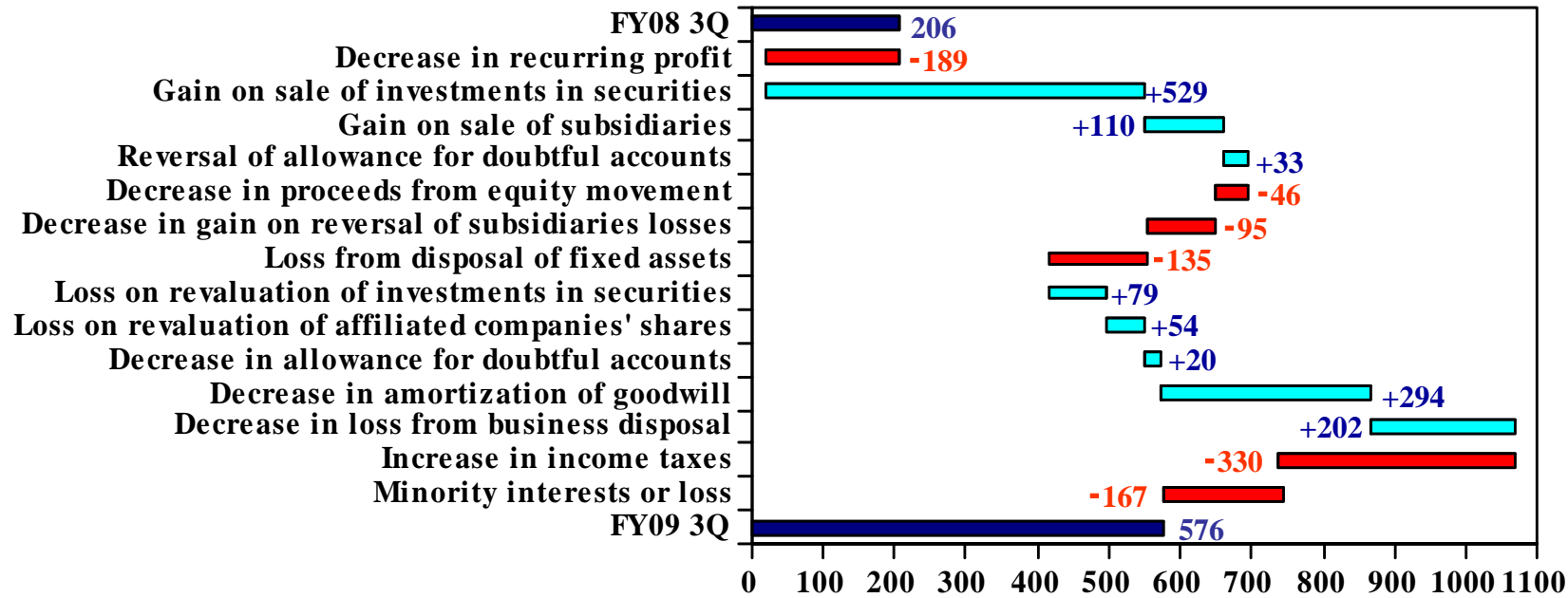


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FY09 3Q Net Profit (year-on-year basis)



(Unit : million yen)



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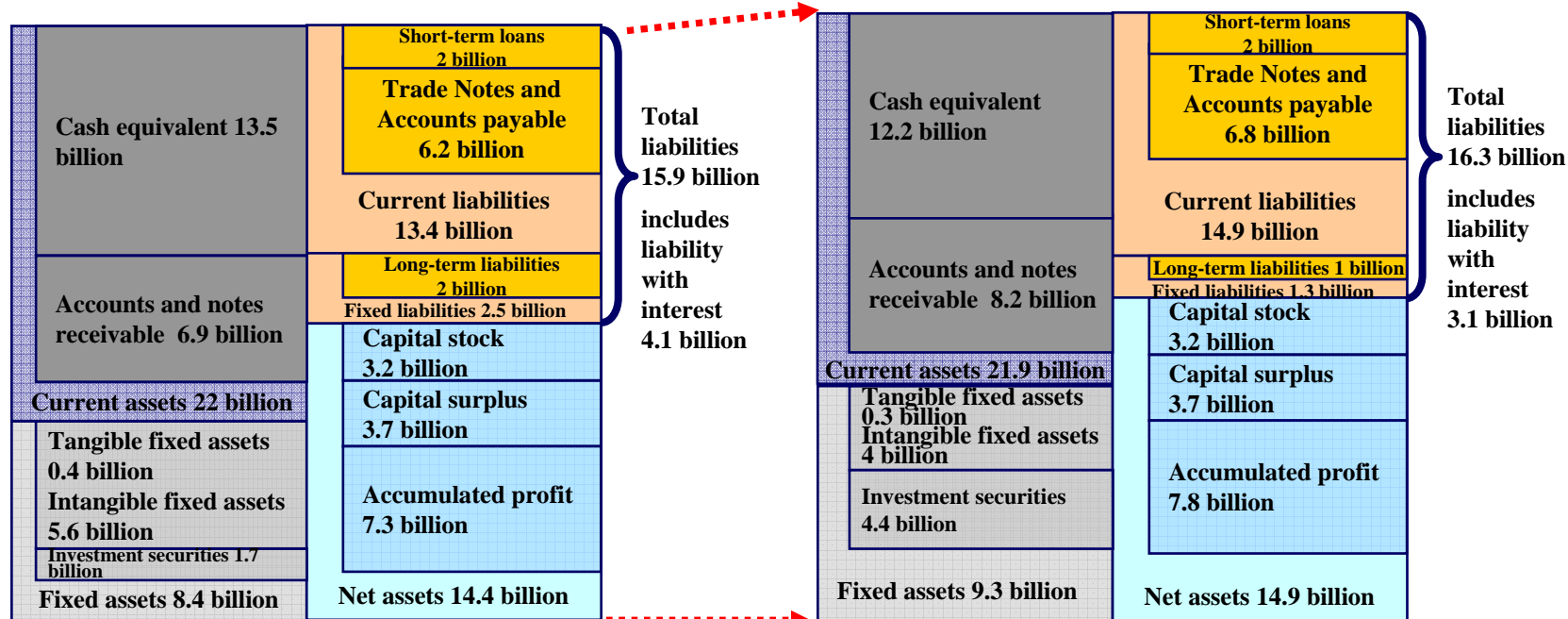
Consolidated Balance Sheet (year-on-year change)



Total assets increased by ¥0.5 billion by reduction of liability with interest by ¥1 billion. Improved capital ratio by 0.6 points (43.8% to 44.4%)

■ End of March 2009

■ End of December 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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