



Supplemental Data for Consolidated Financial Results
For the 1st Quarter of Fiscal Year
Ending March 2011 (FY10)



Mobile



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Internet



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Faith, Inc.

Aug 11, 2010



**Consolidated Financial Results
for the 1st Quarter of FY10
(Ending March 2011)**



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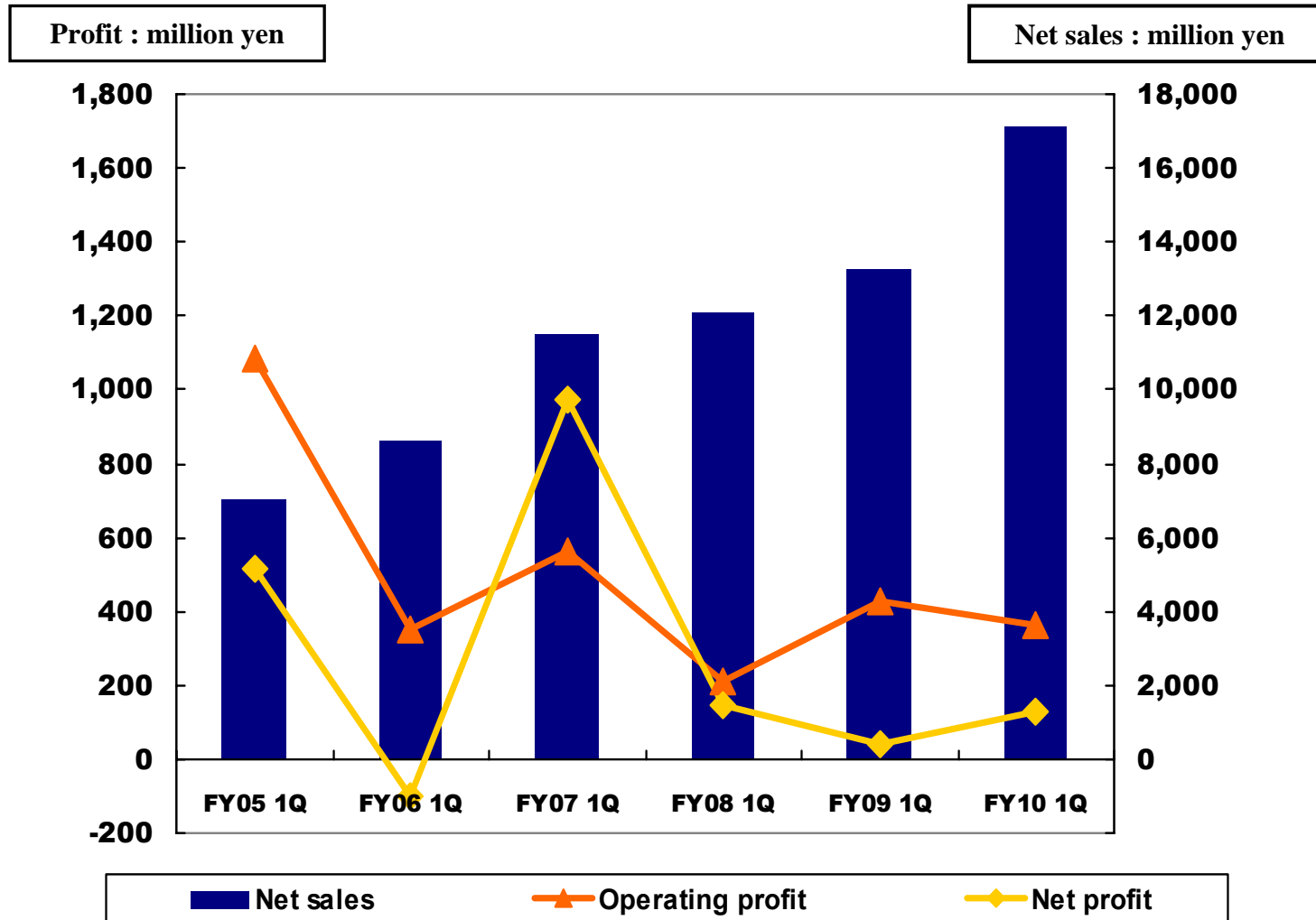


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FY10 1Q Highlights of Consolidated Financial Results



Achieved continuous growth in net sales due to the expansion of the Electronic Money business. Operating profit and recurring profit decreased due to the decline of ringtone business revenue and increase of publicity expenses. Quarterly net profit increased caused by the decrease in tax expenses.



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FY10 1Q Consolidated Financial Result by Segment (year-on-year change)



(Unit : million yen)

	FY09 1Q	FY10 1Q	Year-on-year change (amount)	Year-on-year change (%)	FY10 Plan	Progress ratio	FY10 Interim Plan	Progress ratio
	Net Sales	13,230	17,122	3,892	29.4%	65,000	26.3%	29,500
Content business	2,675	1,866	▲ 809	-30.2%	8,200	22.8%	-	-
Electronic Money business	10,229	15,004	4,775	46.7%	55,500	27.0%	-	-
Others	325	251	▲ 74	-22.8%	1,300	19.3%	-	-
Operating profit	425	363	▲ 62	-14.5%	1,000	36.3%	400	90.8%
Content business	277	119	▲ 158	-57.0%	240	49.6%	-	-
Electronic Money business	136	239	103	75.7%	680	35.1%	-	-
Others	10	5	▲ 5	-50.0%	80	6.3%	-	-
Recurring profit	411	374	▲ 37	-9.2%	850	44.0%	350	106.9%
Quarterly net profit	38	129	91	238.8%	100	129.0%	60	215.0%



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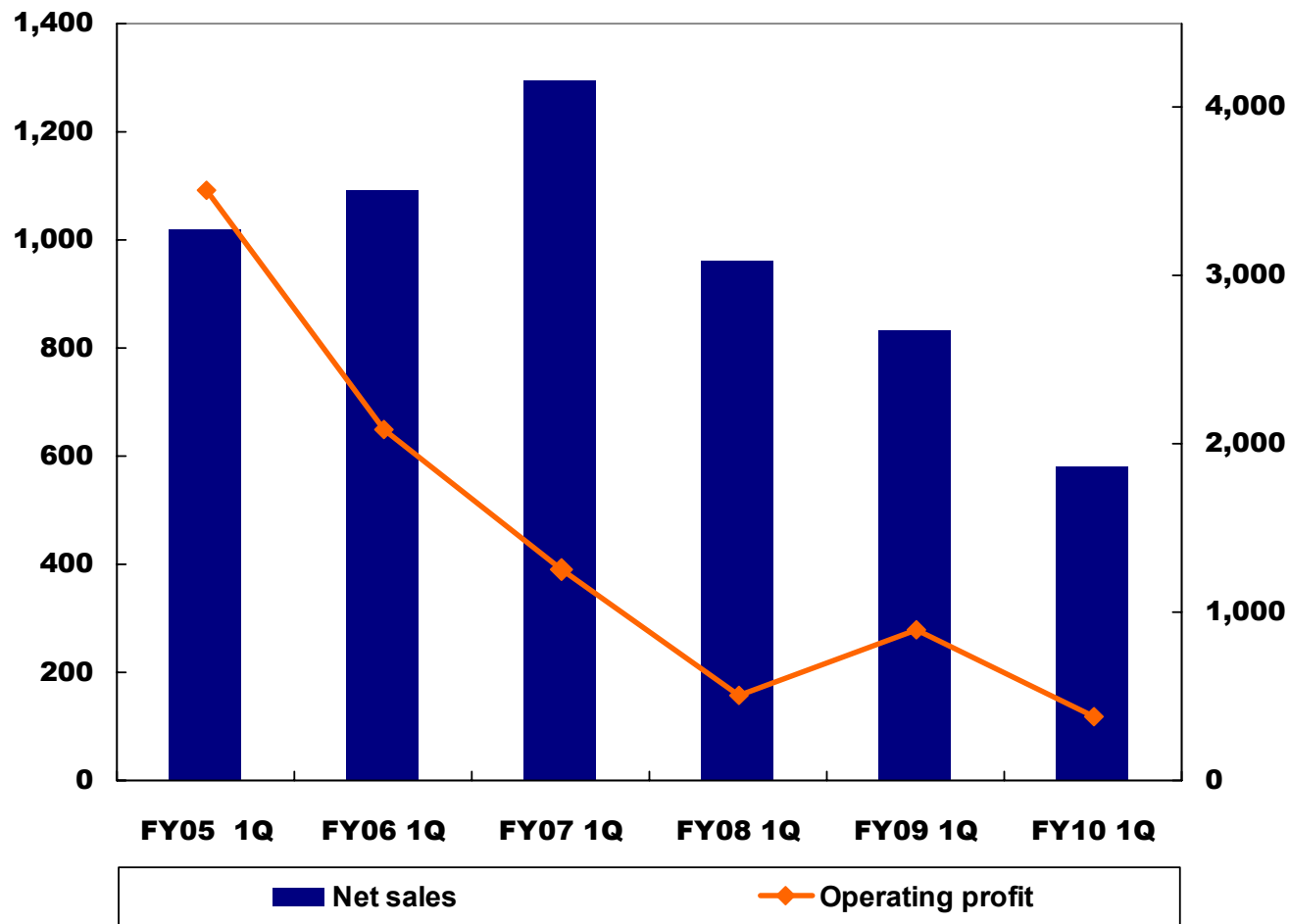
Results of the Contents Business During FY10 1Q



Net sales and profit decreased due to the decline of ringtone business revenue.

Profit : million yen

Net sales : million yen



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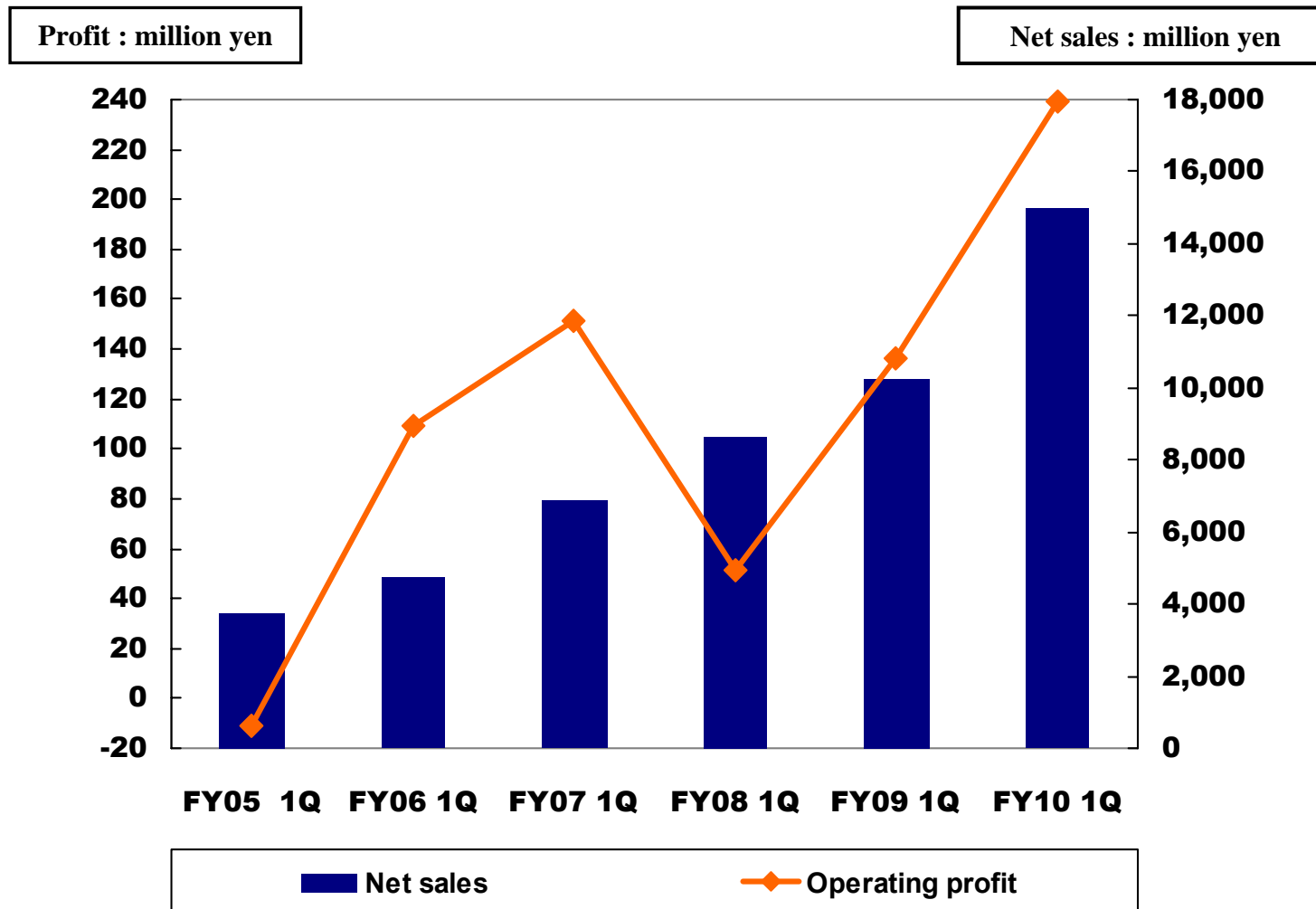


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Results of the Electronic Money Business During FY10 1Q



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



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FY10 Consolidated Financial Forecasts by Segment



(Unit : million yen)

	FY09	FY10 Plan	Year-on-year change	Year-on-year change
			(amount)	(%)
Net sales	56,634	65,000	8,366	14.8%
Content business	9,269	8,200	▲ 1,069	-11.5%
Electornic Money business	46,237	55,500	9,263	20.0%
Others	1,128	1,300	172	15.2%
Operating profit	735	1,000	265	36.0%
Content business	11	240	229	2081.8%
Electornic Money business	679	680	1	0.1%
Others	45	80	35	77.8%
Recurring profit	627	850	223	35.4%
Quarterly net profit	▲ 1,755	100	1,855	-



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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 FY10 1Q.**

Amortization of Goodwill



(Unit : million yen)

	FY09		FY10		FY11 (Plan)	FY12 (Plan)	FY13 (Plan)	FY14 (Plan)
	1Q	Full year	1Q	Full year (Plan)				
WebMoney	18	77	20	82	81	75	44	8
Faith Wonderworks	538	3,566	235	938	178	26	20	-
Others	1	15	-1	-2	-2	-2	-2	-1
Total	557	3,658	254	1,018	257	99	62	7

*Posted 1,420 million yen of Extraordinary loss from amortization of goodwill during FY09.



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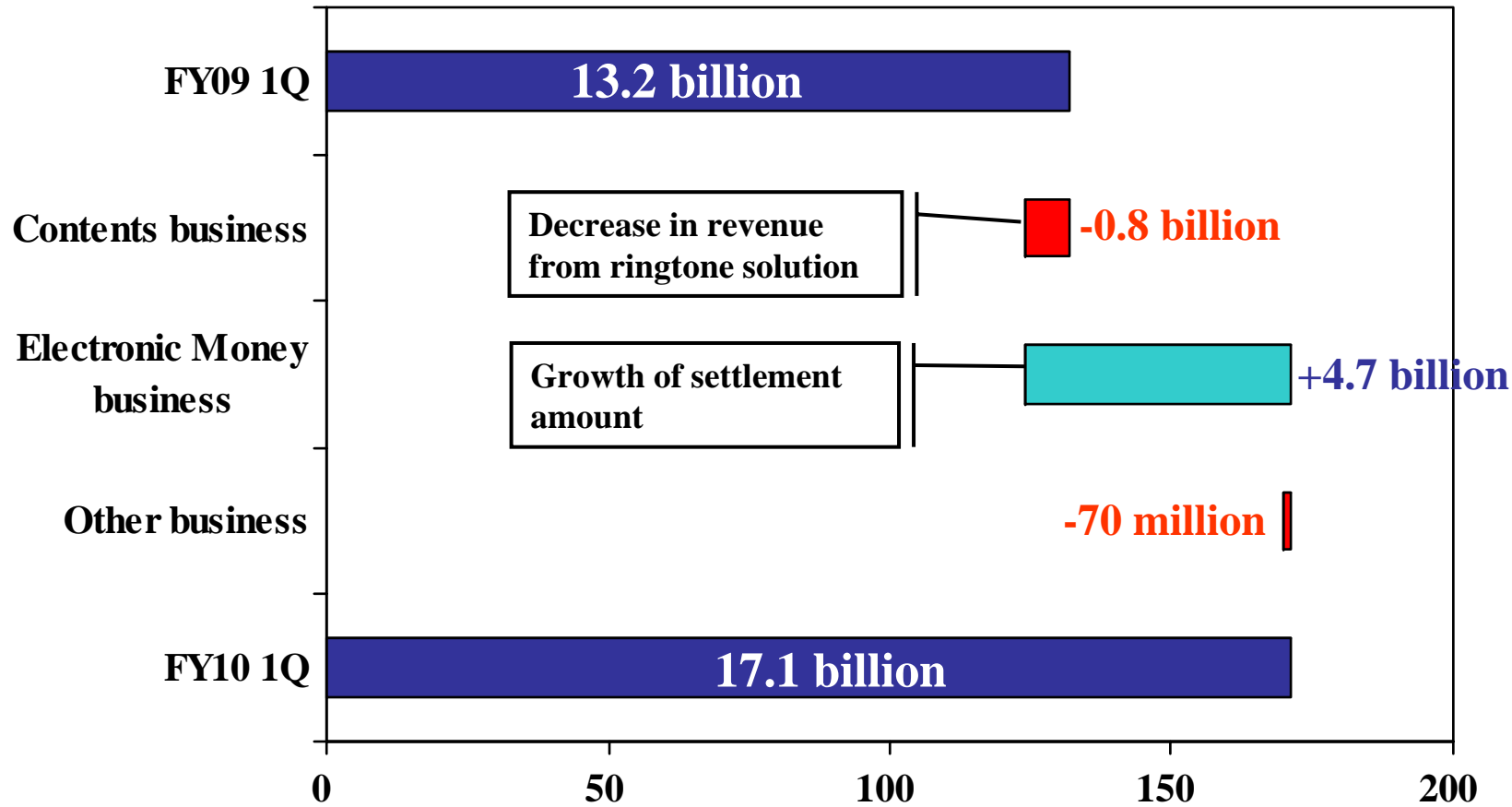


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FY10 1Q Consolidated Net Sales (year-on-year basis)



(Unit : billion yen)



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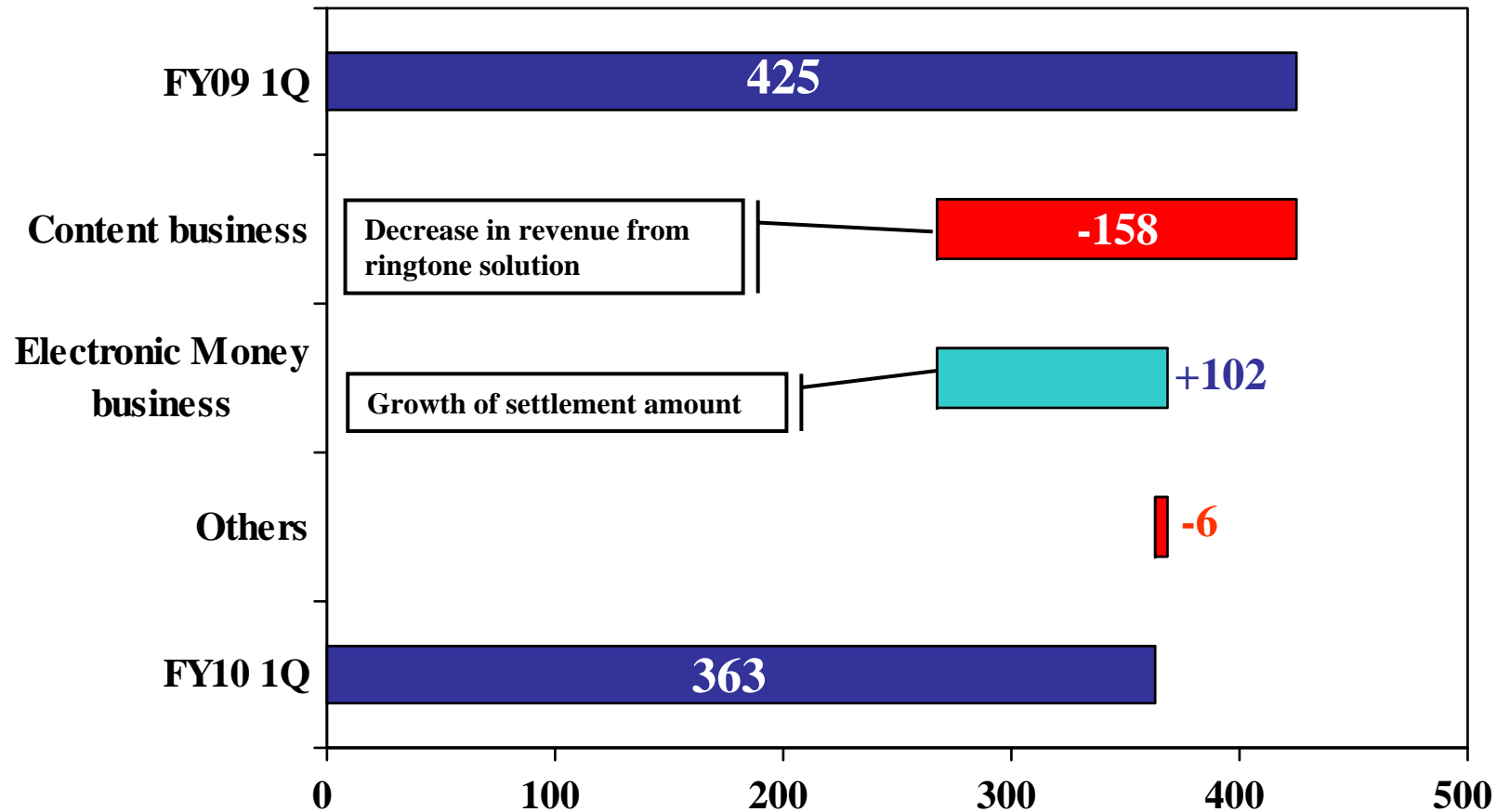


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FY10 1Q Operating Profit (year-on-year basis)



(Unit : million yen)



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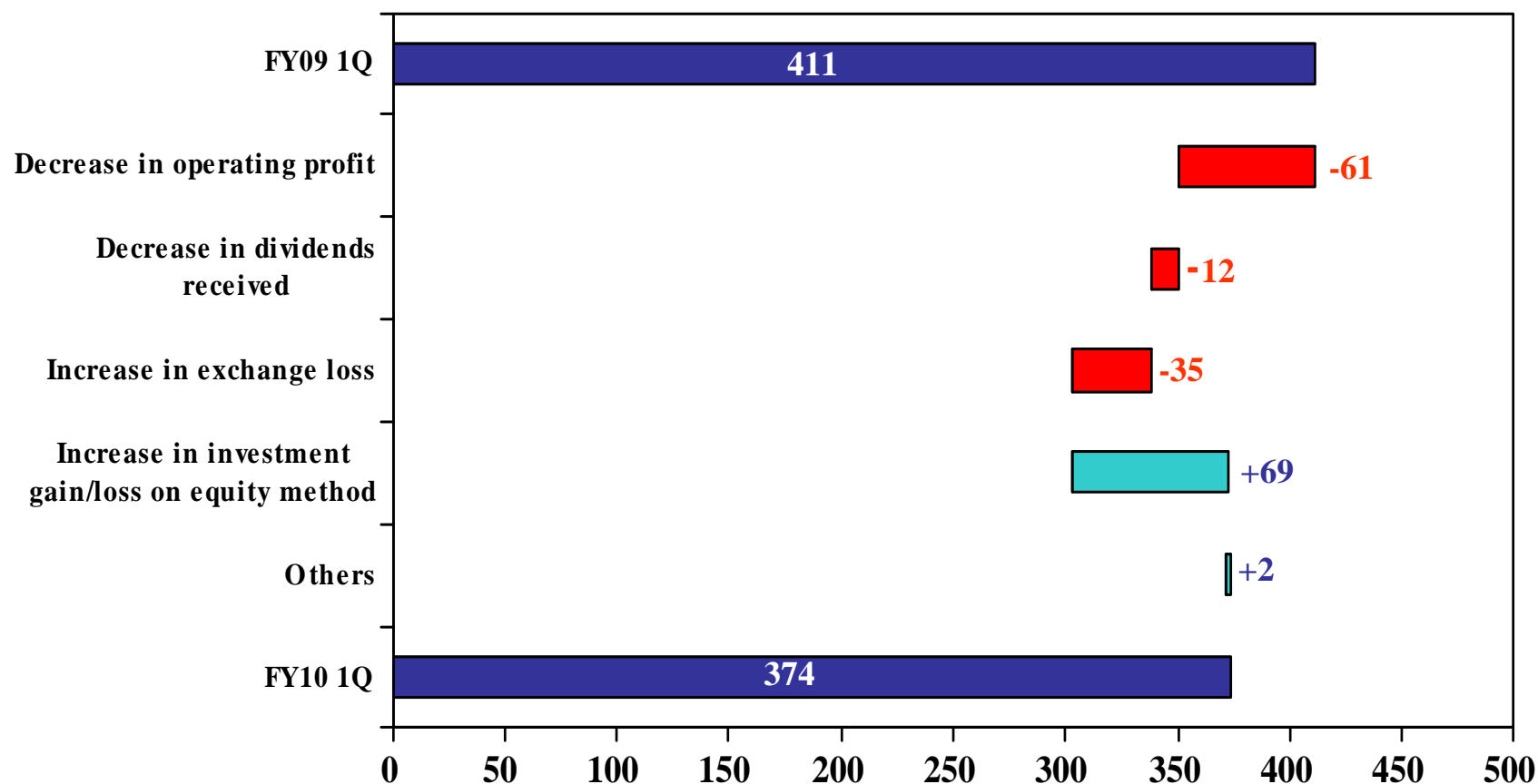


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FY10 1Q Recurring Profit (year-on-year basis)



(Unit : million yen)



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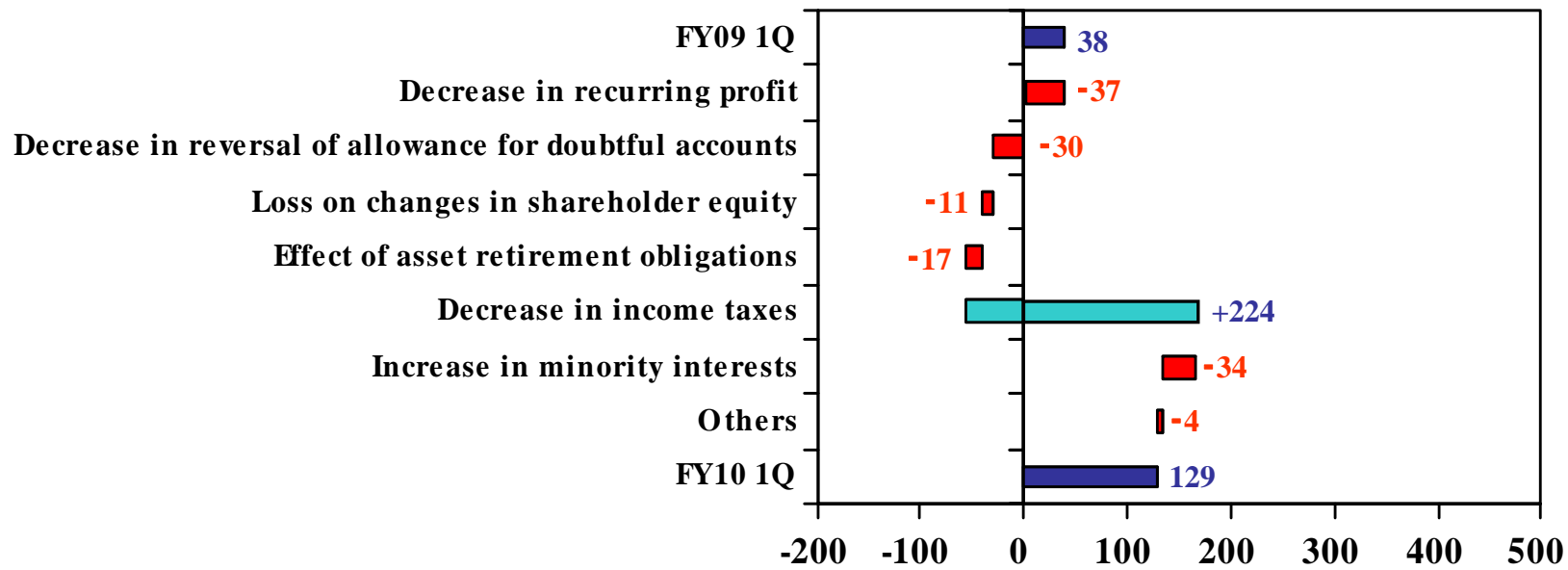


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FY10 1Q Net Profit (year-on-year basis)



(Unit : million yen)



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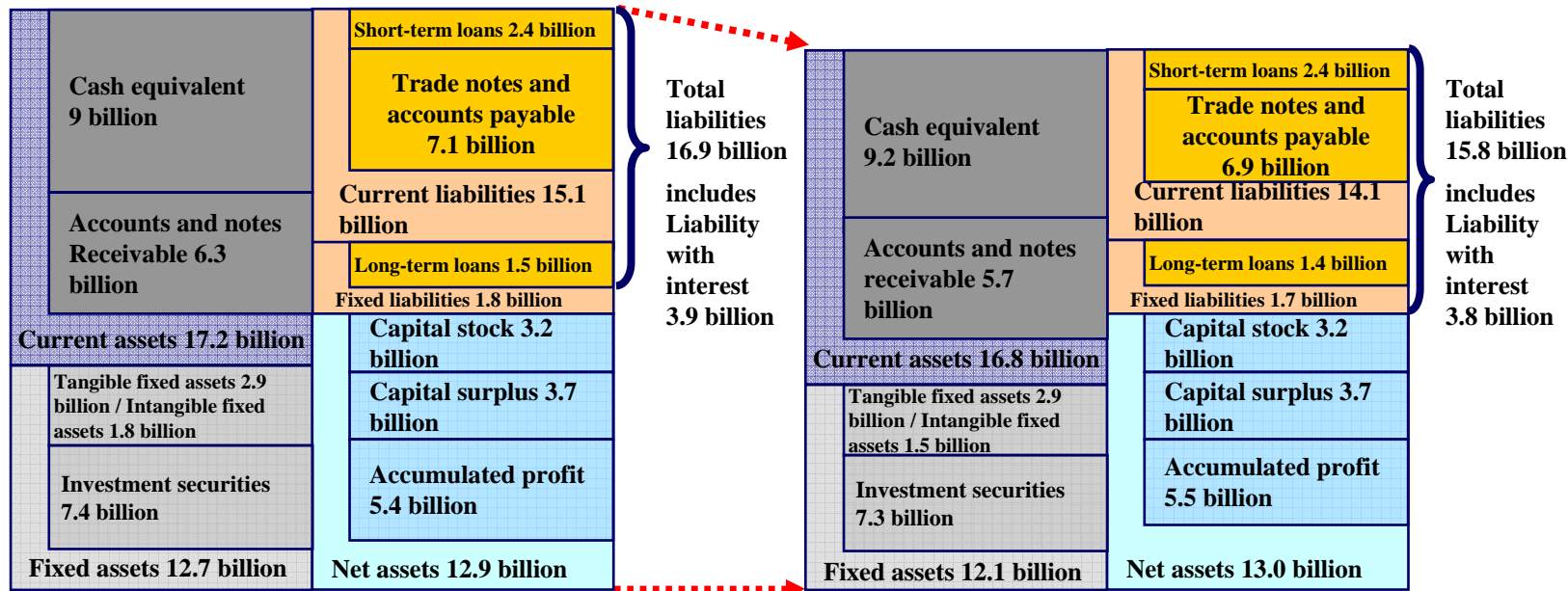
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Consolidated Balance Sheet (year-on-year change)



■ End of March 2010

■ End of June 2010



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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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