



**Supplemental Data for Consolidated Financial Results**  
**For the 3<sup>rd</sup> Quarter of Fiscal Year**  
**Ending March 2011 (FY10)**



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**Faith, Inc.**

**February 10, 2011**



**Consolidated Financial Results  
for the 3<sup>rd</sup> Quarter of FY10  
(Ending March 2011)**



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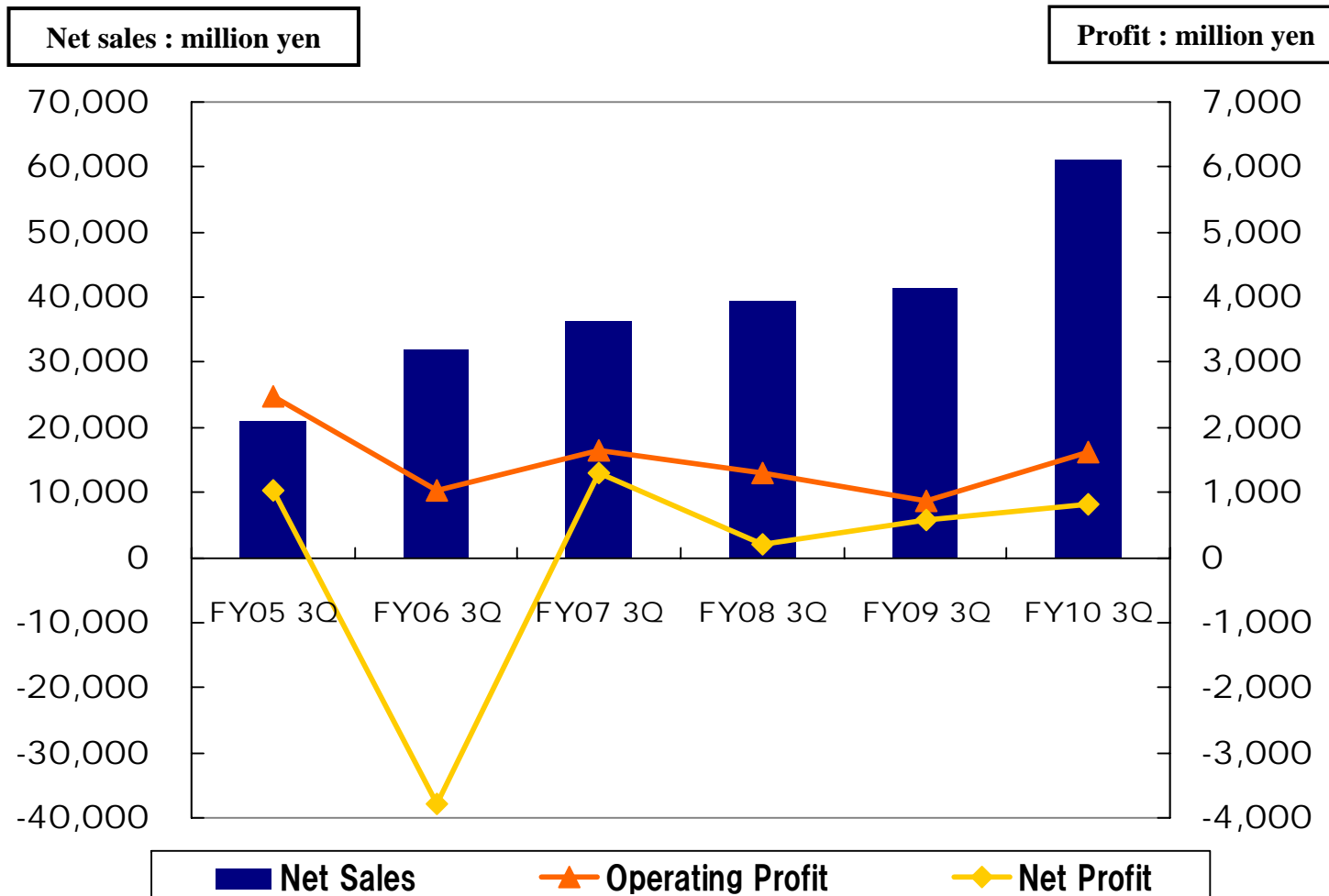


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# FY10 3Q Highlights of Consolidated Financial Results



Consolidated net sales for the first nine months of FY10 increased 48.0% YoY to ¥61,061 million led by the continuous high growth in the Electronic Money Business. With the growth of the Electronic Money Business and the Group-wide cost reduction efforts, operating profit increased 88.1% YoY to ¥1,614 million and recurring profit increased 107.0 % YoY to ¥1,609 million. Net profit increased 41.0% YoY to ¥812 million.



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# FY10 3Q Consolidated Financial Result by Segment (year-on-year change)



(Unit : million yen)

	FY09 3Q	FY10 3Q	Year-on-year change		FY10 Plan	進捗率
			(amount)	(%)		
<b>Net Sales</b>	<b>41,267</b>	<b>61,061</b>	<b>19,794</b>	<b>48.0%</b>	<b>78,000</b>	<b>78.3%</b>
Content business	7,096	5,625	▲ 1,471	-20.7%	8,100	69.4%
Electronic Money business	33,312	54,395	21,083	63.3%	68,700	79.2%
Others	858	1,039	181	21.1%	1,200	86.6%
<b>Operating profit</b>	<b>858</b>	<b>1,614</b>	<b>756</b>	<b>88.1%</b>	<b>1,300</b>	<b>124.2%</b>
Content business	297	589	292	97.8%	420	140.2%
Electronic Money business	527	929	402	76.0%	840	110.6%
Others	32	96	64	200.0%	40	240.0%
<b>Recurring profit</b>	<b>777</b>	<b>1,609</b>	<b>832</b>	<b>107.0%</b>	<b>1,360</b>	<b>118.3%</b>
<b>Net profit</b>	<b>576</b>	<b>812</b>	<b>236</b>	<b>41.0%</b>	<b>600</b>	<b>135.3%</b>



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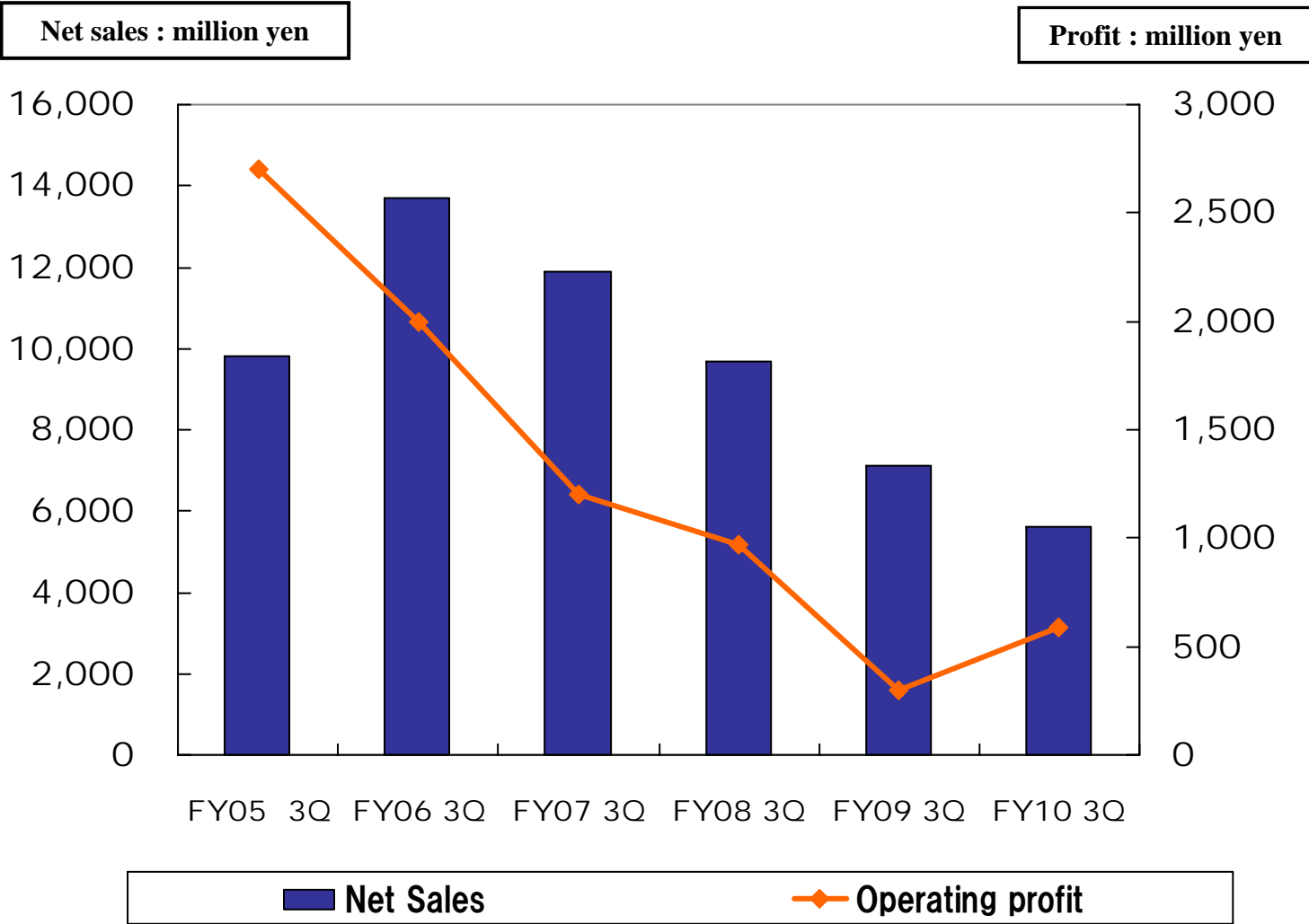


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# Results of the Contents Business During FY10 3Q



Although net Sales decreased due to the decreased sales in the ringtone business etc., operating profit increased as a result of the Group's realignment including integration and streamlining.



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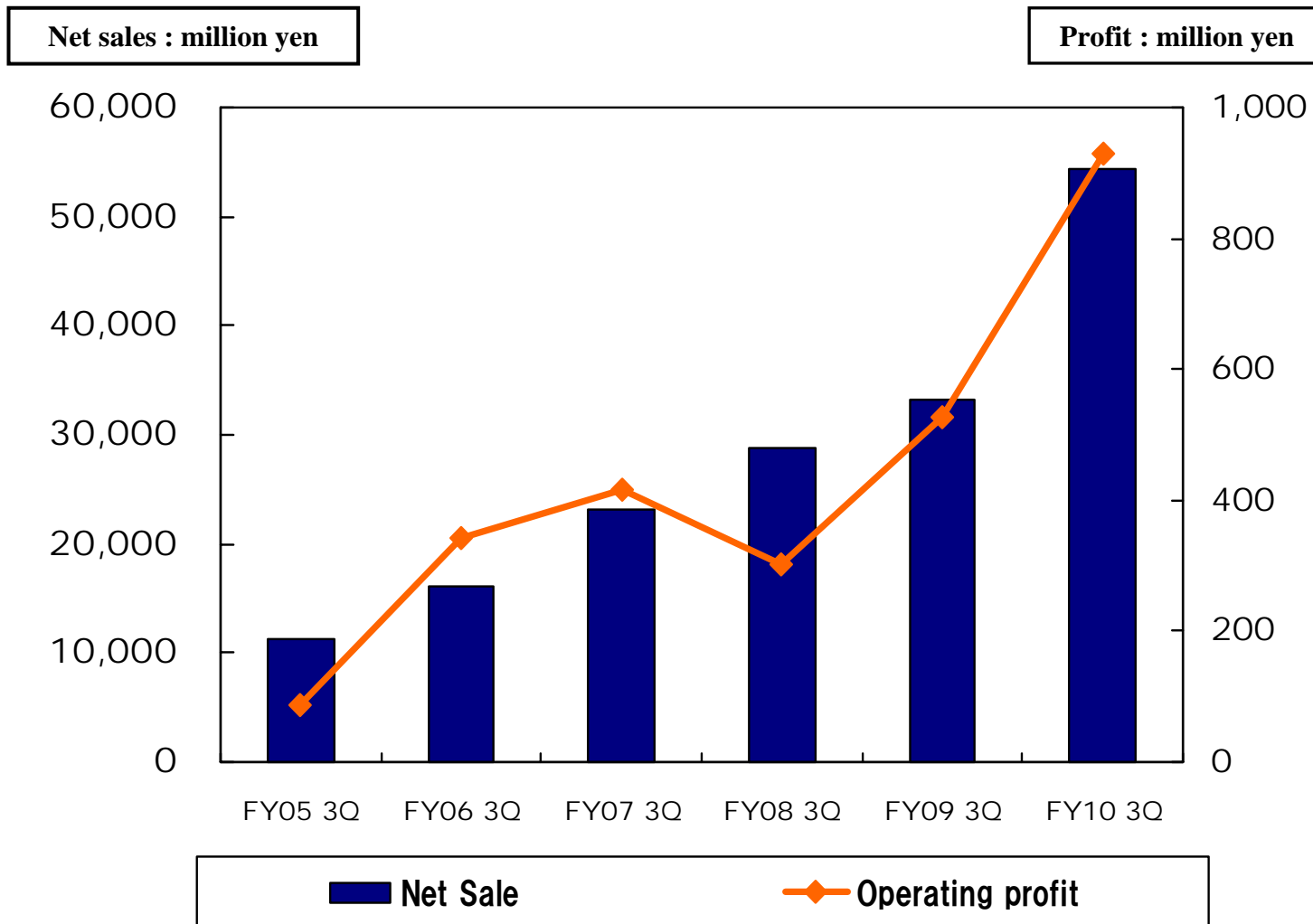


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# Results of the Electronic Money Business During FY10 3Q



Net sales firmly increased due to an increase of settlement amount in social games etc. in addition to the expansion of online games, and operating profit increased as well.



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# Appendix

# FY10 Consolidated Financial Forecasts by Segment



(Unit : million yen)

	FY09	FY10 (Plan)	Year-on-year change (amount)	Year-on-year change (%)
<b>Net Sales</b>	<b>56,634</b>	<b>78,000</b>	<b>21,366</b>	<b>37.7%</b>
Content busines	9,269	8,100	▲ 1,169	-12.6%
Electronic Money	46,237	68,700	22,463	48.6%
Others	1,128	1,200	72	6.4%
<b>Oparating profit</b>	<b>735</b>	<b>1,300</b>	<b>565</b>	<b>76.9%</b>
Content busines	11	420	409	3718.2%
Electronic Money	679	840	161	23.7%
Others	45	40	▲ 5	-11.1%
<b>Recurring profit</b>	<b>627</b>	<b>1,360</b>	<b>733</b>	<b>116.7%</b>
<b>Net pro</b>	<b>▲1,755</b>	<b>600</b>	<b>2,355</b>	<b>-</b>



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\*FY10 (Plan) on sales and profit are modified on 4 November 2010



# Amortization of Goodwill



(Unit : million yen)

	FY09		FY10		FY11 (Plan)	FY12 (Plan)	FY13 (Plan)	FY14 (Plan)
	3Q	Full year	3Q	Full year (Plan)				
WebMoney	55	74	61	82	81	75	44	8
Faith Wonderworks	1,613	3,566	703	938	178	26	20	-
Others	10	15	-1	-2	-2	-2	-2	-1
<b>Total</b>	<b>1,678</b>	<b>3,655</b>	<b>763</b>	<b>1,018</b>	<b>257</b>	<b>99</b>	<b>62</b>	<b>7</b>



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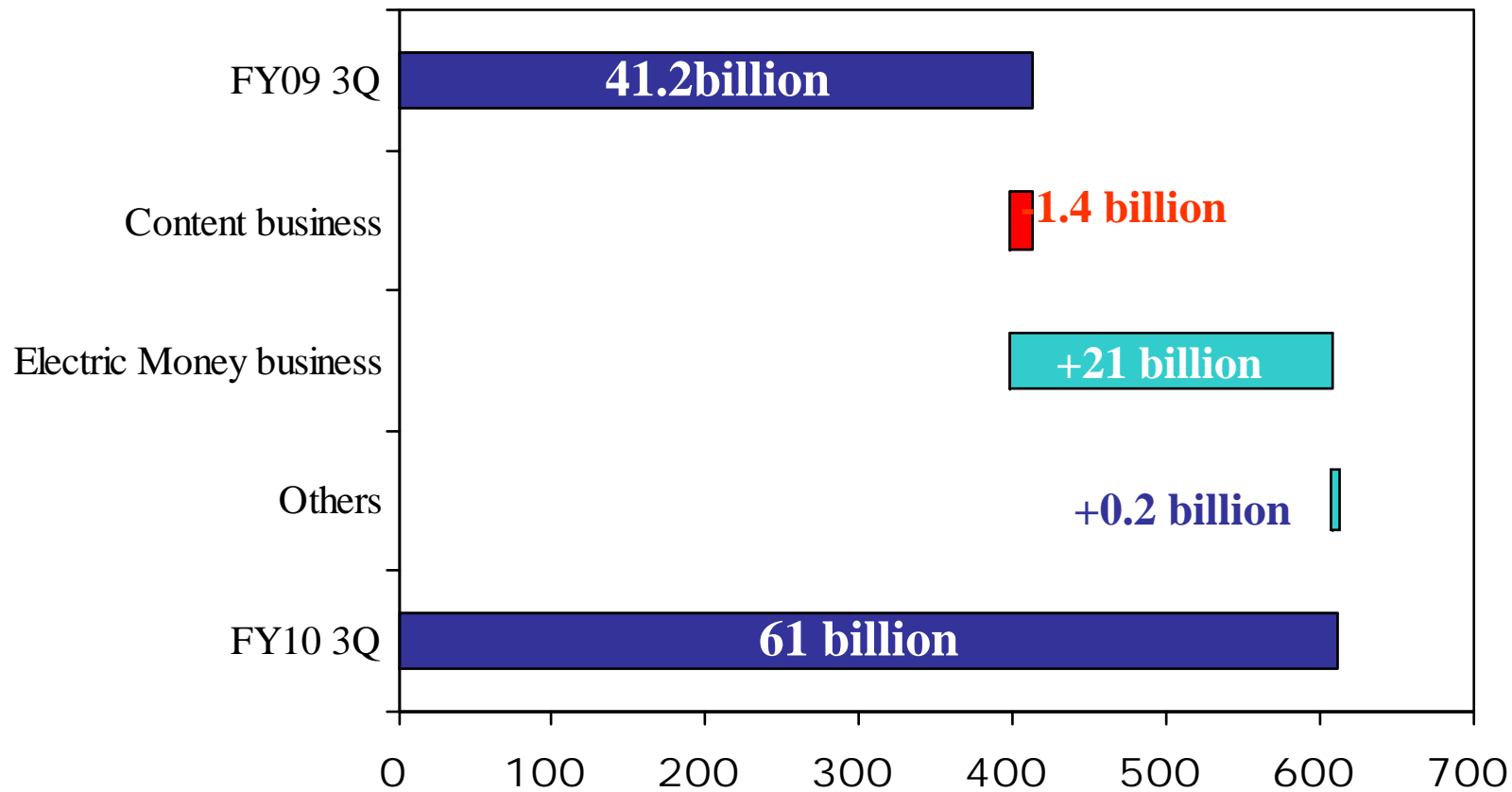


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# FY10 3Q Consolidated Net Sales (year-on-year basis)



(Unit : billion yen)



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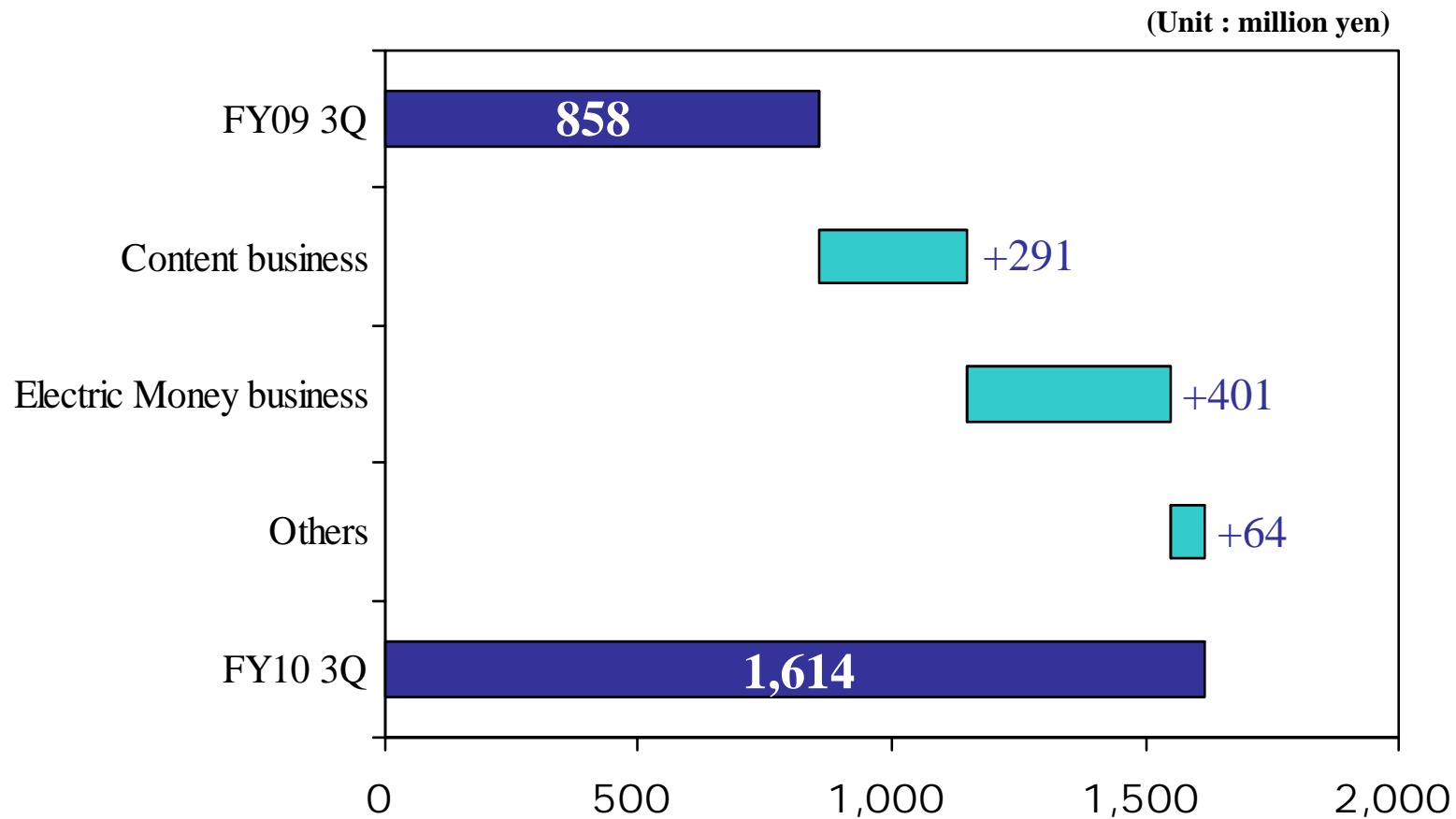


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# FY10 3Q Operating Profit (year-on-year basis)



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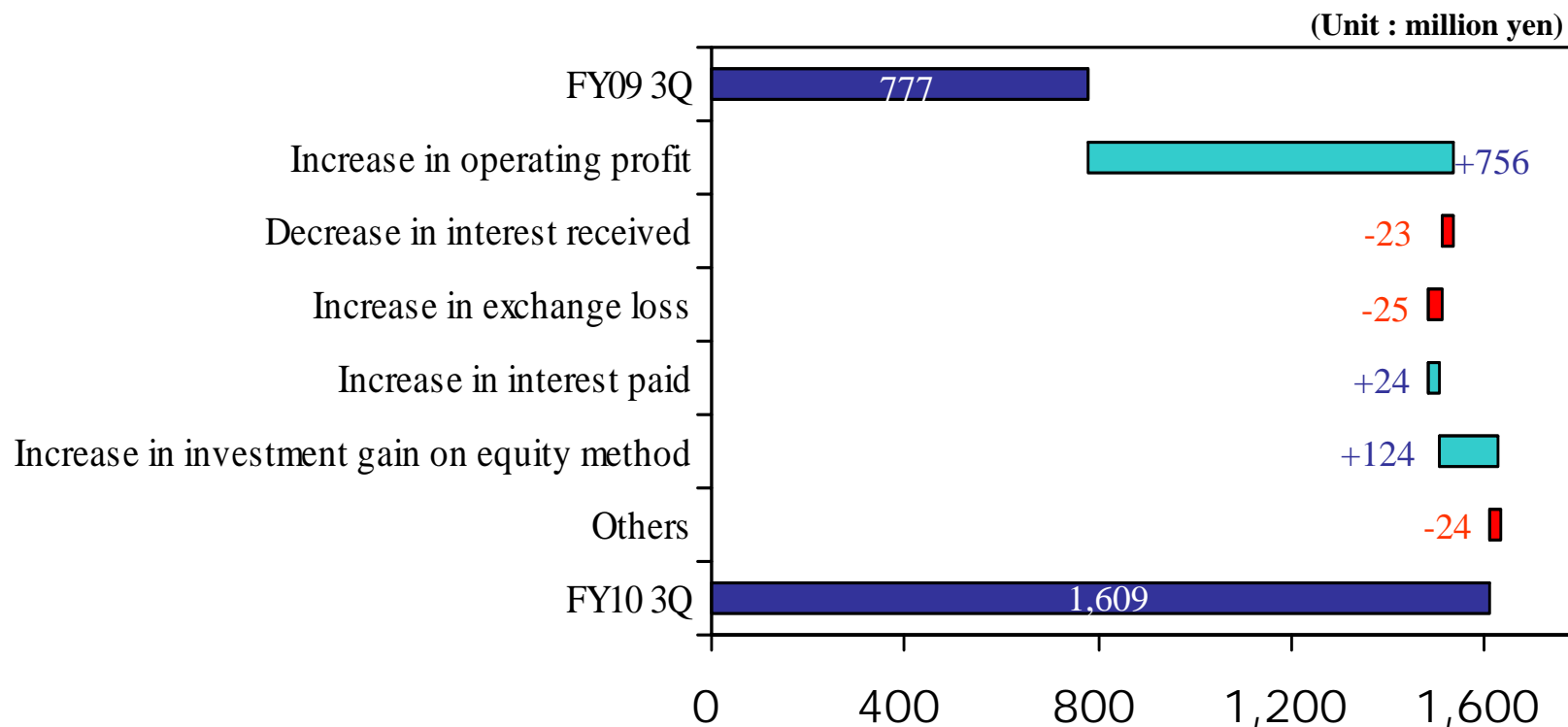


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# FY10 3Q Recurring Profit (year-on-year basis)



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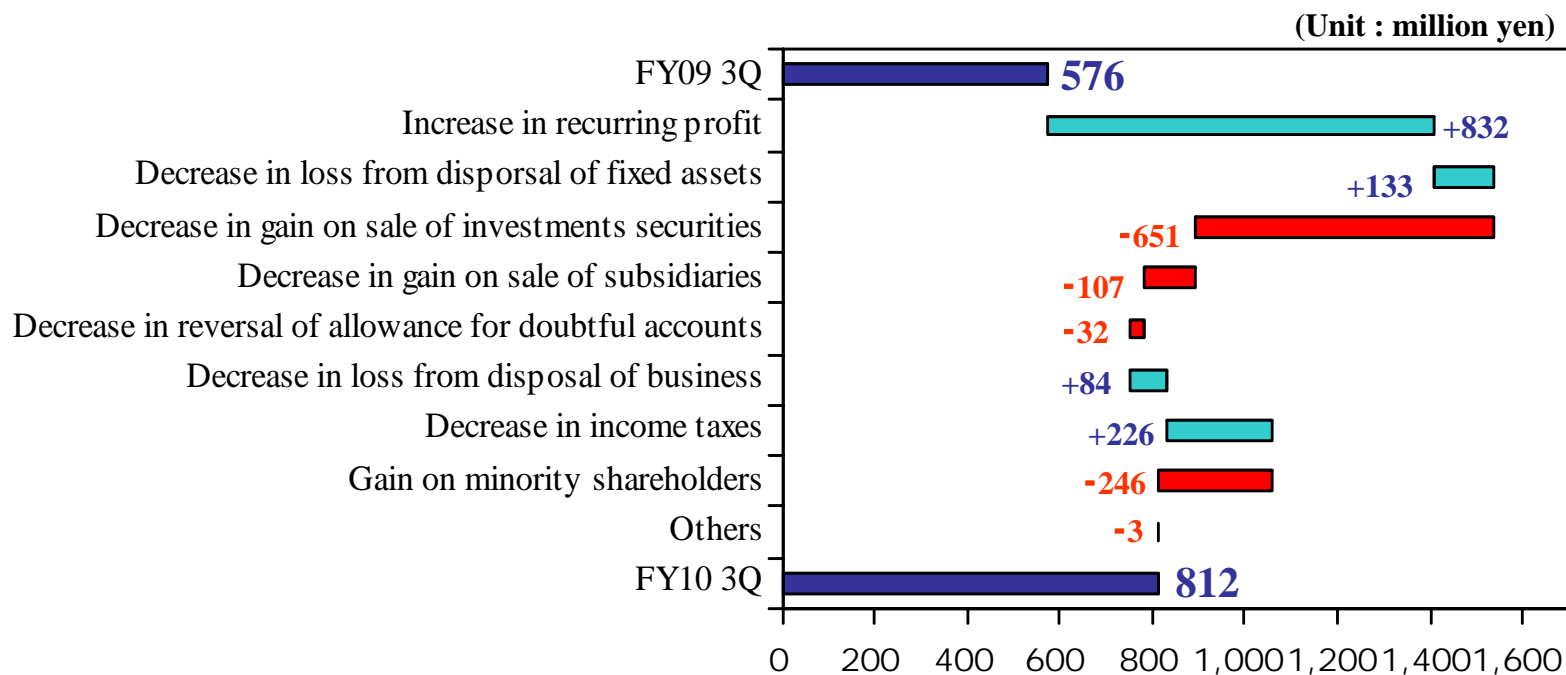


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# FY10 3Q Net Profit (year-on-year basis)



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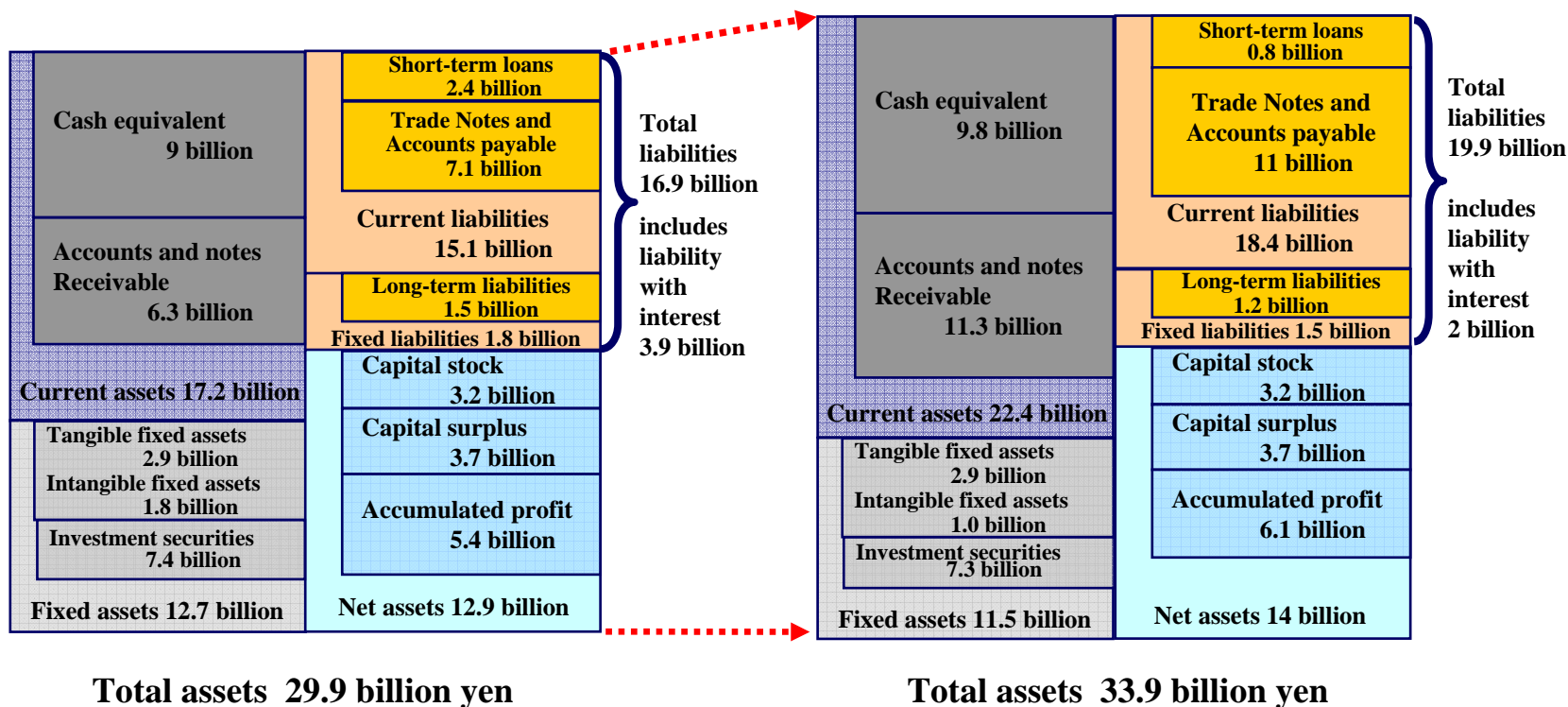
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# Consolidated Balance Sheet (year-on-year change)



■ End of March 2010

■ End of December 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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