



**Supplemental Data for the
Consolidated Financial Results for
the 2nd Quarter of the Fiscal Year
Ending March 2013 (FY 2012)**

**株式会社フェイス
Faith Inc.**

November 13, 2012

**Consolidated Financial Results for the
2nd Quarter of the Fiscal Year
Ending March 2013 (FY 2012 Q2)**

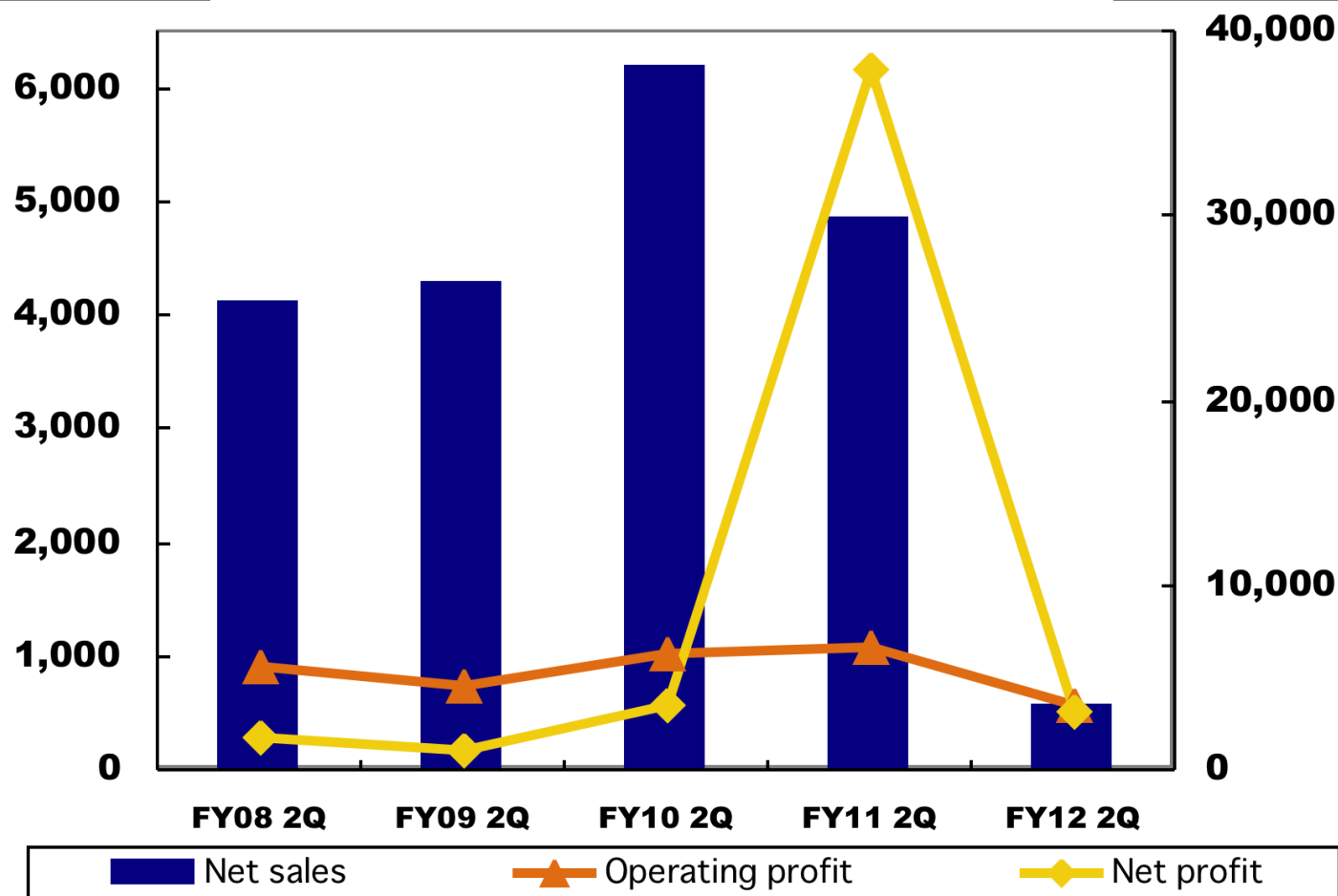
Highlights of Consolidated Financial Results for FY 2012 Q2



Following the disposal of the Company's consolidated subsidiary WebMoney Corporation in July 2011, the Electronic Money Business has been eliminated and sales revenue is no longer recorded in this segment. As a result, net sales, operating profit and net profit for FY 2012 Q2 all decreased year on year. Also, in line with the sale of its shareholding in WebMoney, the Company recorded a net profit of approx. 6.9 billion yen during FY 2011 Q2.

Profit : million yen

Sales : million yen



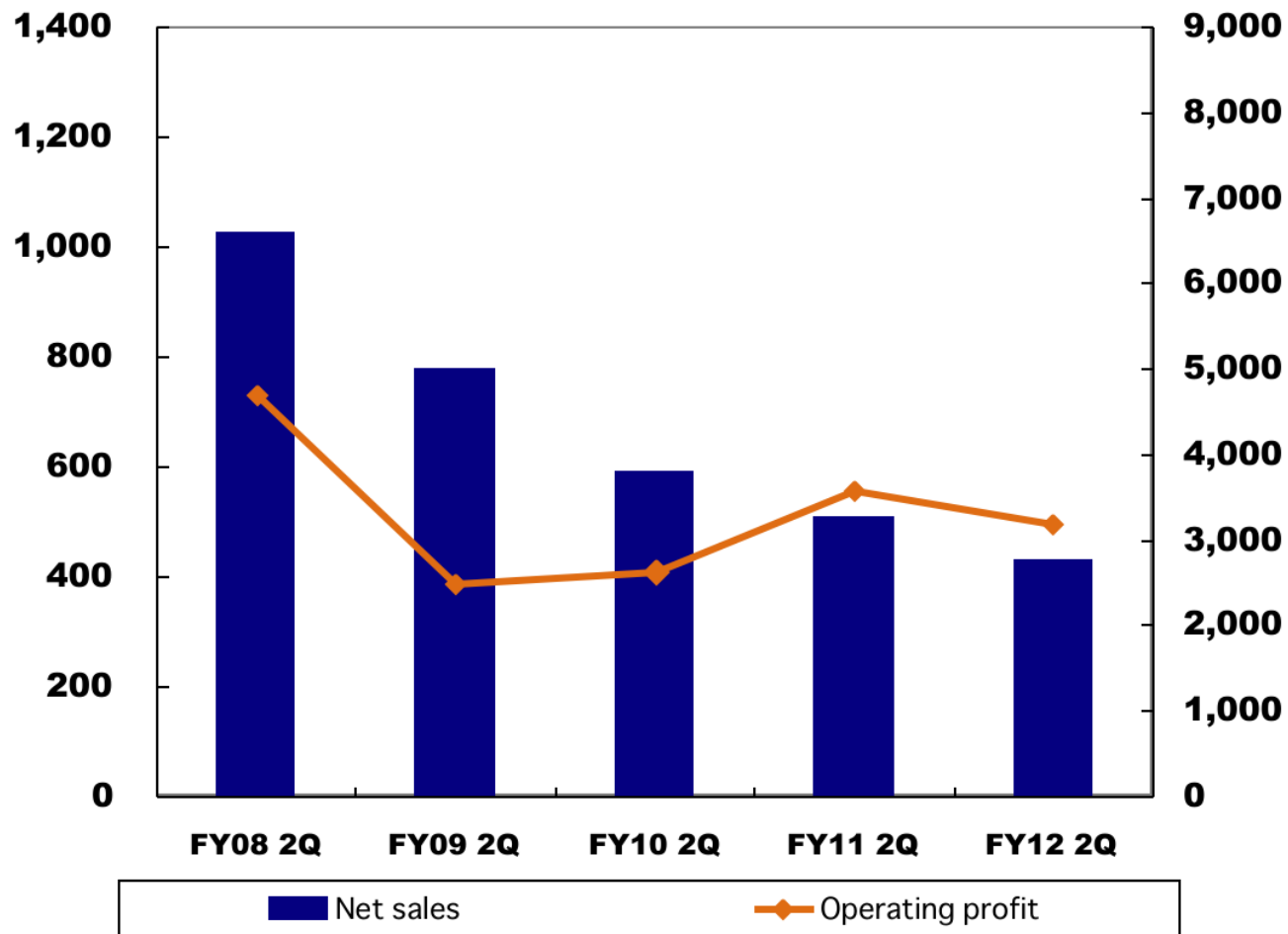
Results of the Content Business During FY12 Q2



Net sales and operating profit in the Content Business both declined in comparison with the same quarter of the previous fiscal year, mainly due to a decrease in income from the ringtone melody business etc.

Profit : million yen

Sales : million yen



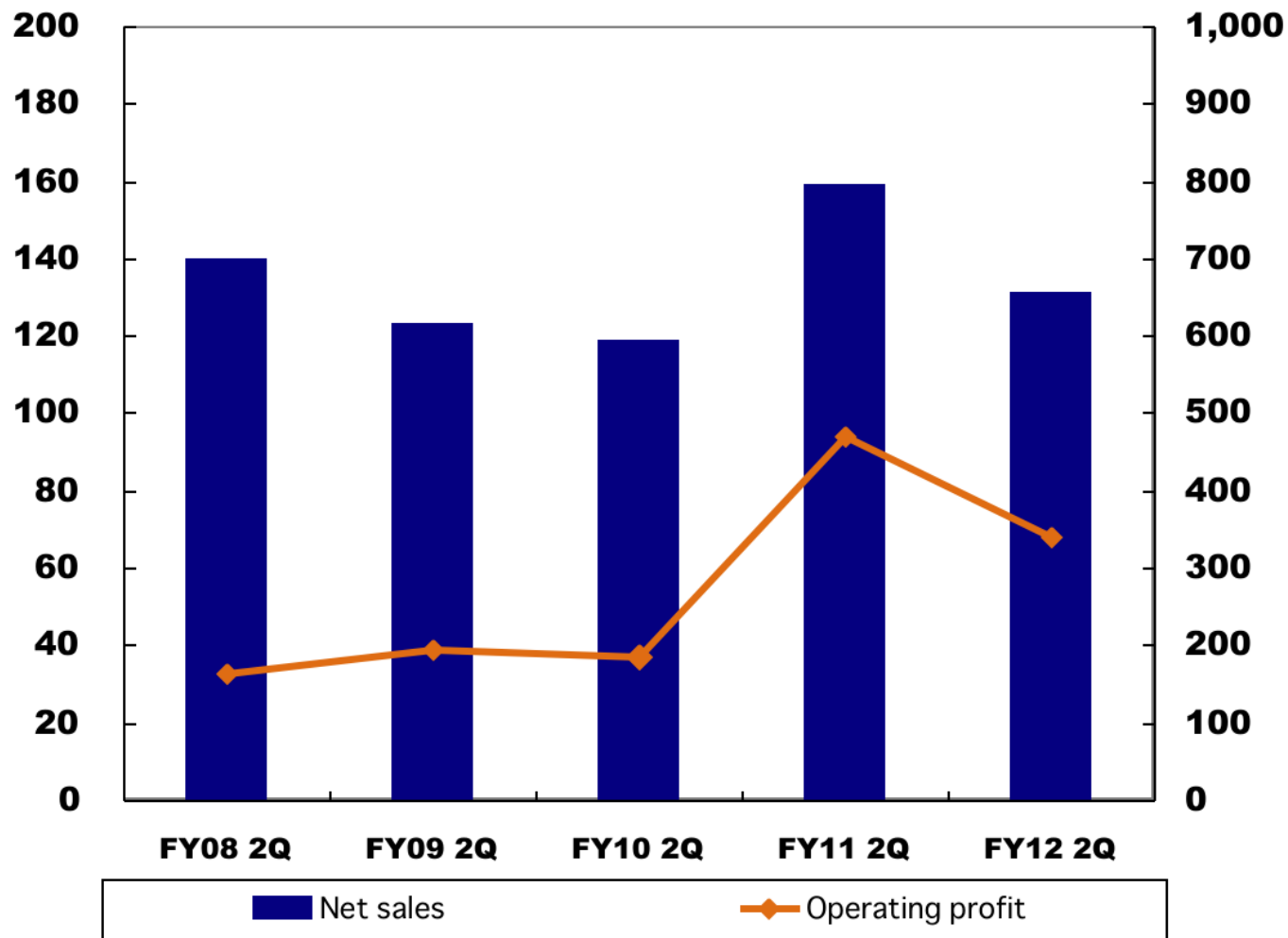
Results of the Point Service Business During FY 2012 Q2



From FY 2012 Q1, the Point Service Business has been separated from the “Others” segment as a reportable segment. In this business, sales of point-card systems moved steadily, but net sales and operating profit decreased in line with the approaching deadline for applications for exchanges of home appliance eco-points.

Profit : million yen

Sales : million yen



FY 2012 Q2 Consolidated Financial Forecasts by Segment

(Compared with the Previous Fiscal Year)

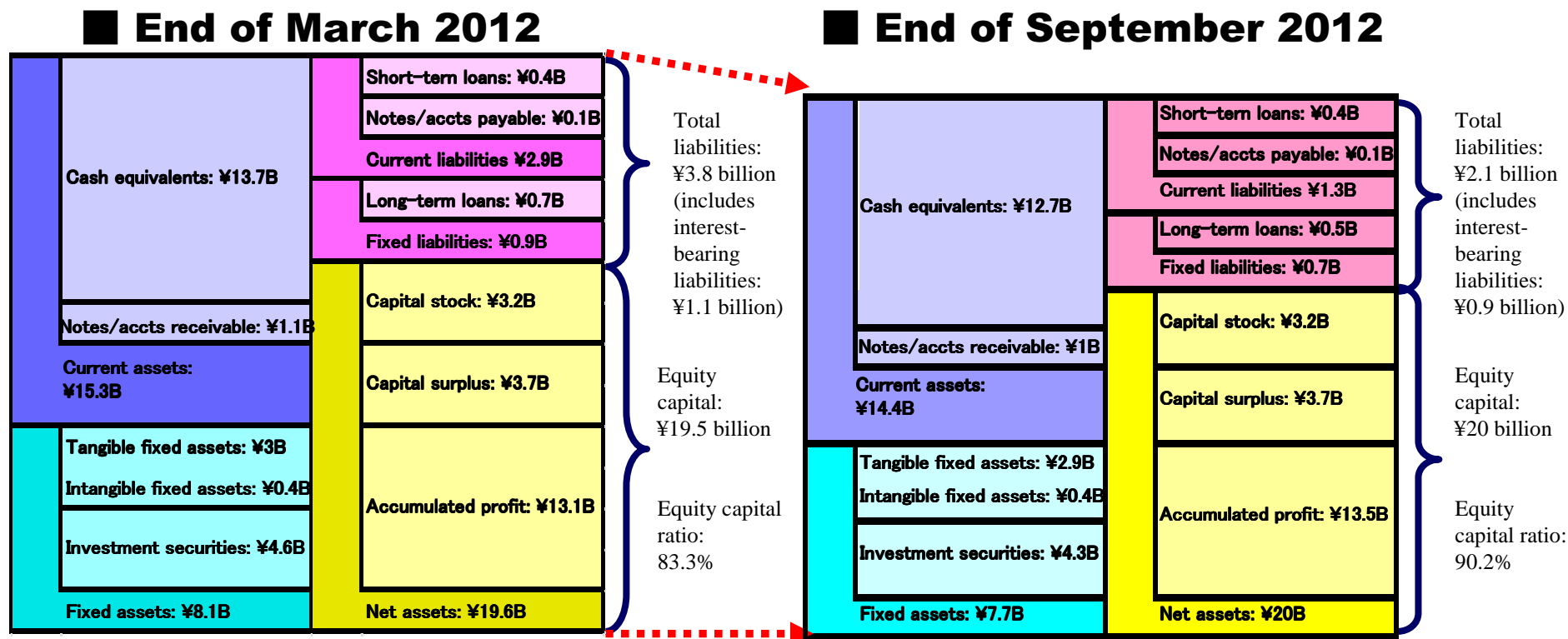


(Unit: million yen)

	FY11 2Q	FY12 2Q	Year-on-year change	
			(amount)	(%)
Net sales	29,787	3,413	△ 26,374	△ 88.5%
Content Business	3,274	2,756	△ 517	△ 15.8%
Electronic Money Business	25,717	—	△ 25,717	—
Points Business	795	656	△ 139	△ 17.5%
Operating profit	1,084	564	△ 520	△ 48.0%
Content Business	557	495	△ 61	△ 11.0%
Electronic Money Business	430	—	△ 430	—
Points Business	94	68	△ 26	△ 27.9%
Adjustment amount	1	0	△ 1	—
Recurring profit	1,154	569	△ 585	△ 50.7%
Net profit	6,148	509	△ 5,639	△ 91.7%

※The adjustment amount is due to the elimination of inter-segment transactions.

FY 2012 Q2 Consolidated Balance Sheet (Compared with the End of the Previous Fiscal Year)



Total assets: ¥23.5 billion

Total assets: ¥22.1 billion

**FY 2012 Business
Performance Forecast**

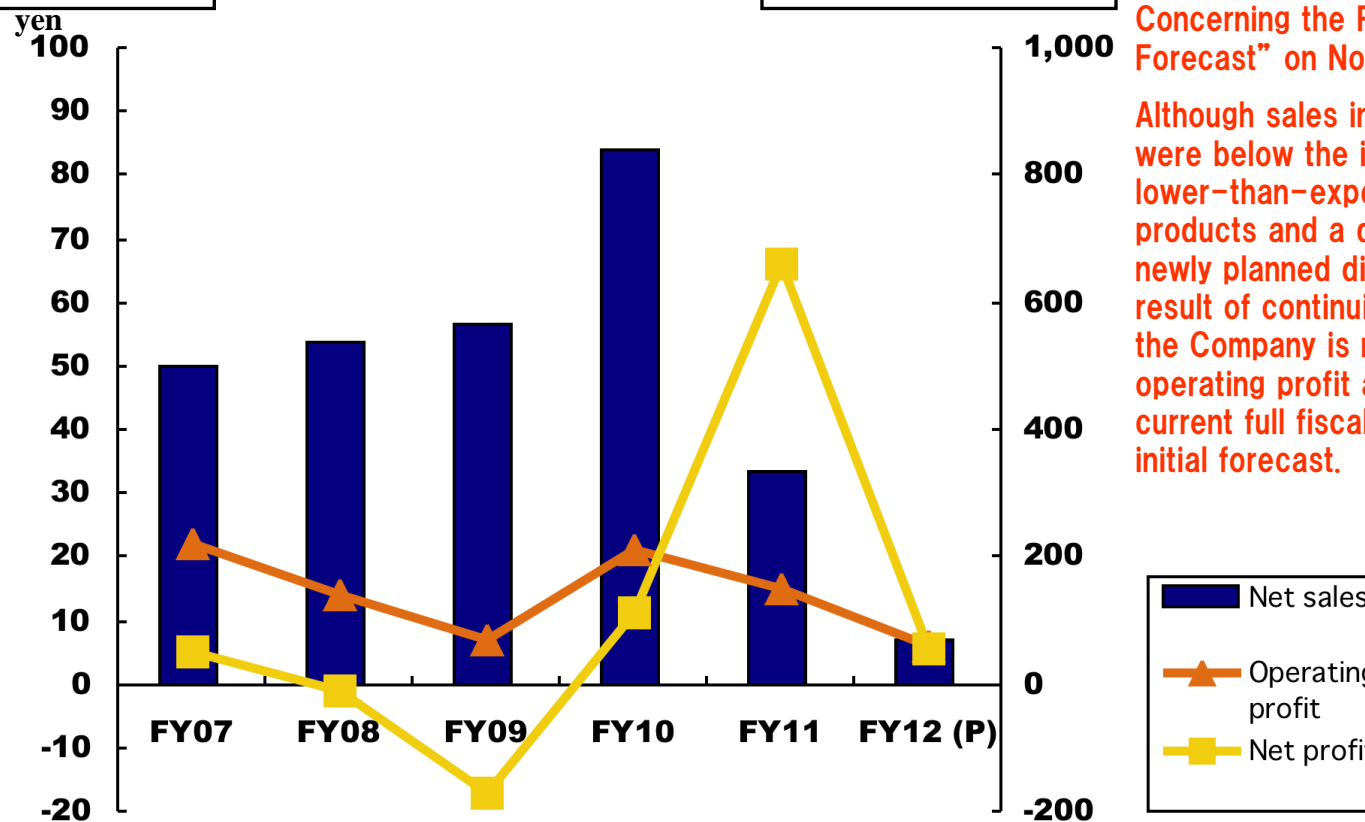
FY 2012 Full Year Business Performance Forecast



In the wake of the sell-off of the Company's shareholding in WebMoney Corporation in the previous fiscal year, declines in sales and profit are forecast for FY 2012. Based on its Multi-Content and Multi-Platform Strategy, The Faith Group will focus its energies on creating new content distribution systems in order to deliver excellent and high added-value contents to its users.

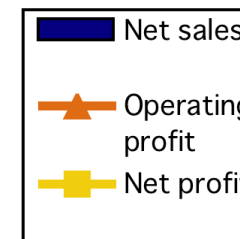
Profit : 100 million

Sales : 100 million yen



*The Company issued a "Notice Concerning the Revision of the Business Forecast" on November 2, 2012.

Although sales in the Content Business were below the initial forecast due to lower-than-expected sales of video products and a delay in the start of a newly planned distribution service, as a result of continuing efforts to cut costs, the Company is now forecasting an operating profit and net profit for the current full fiscal year exceeding the initial forecast.



FY 2012 Consolidated Business Performance Forecast by Segment



*The Company issued a "Notice Concerning the Revision of the Business Performance Forecast" on November 2, 2012.

(Unit: million yen)

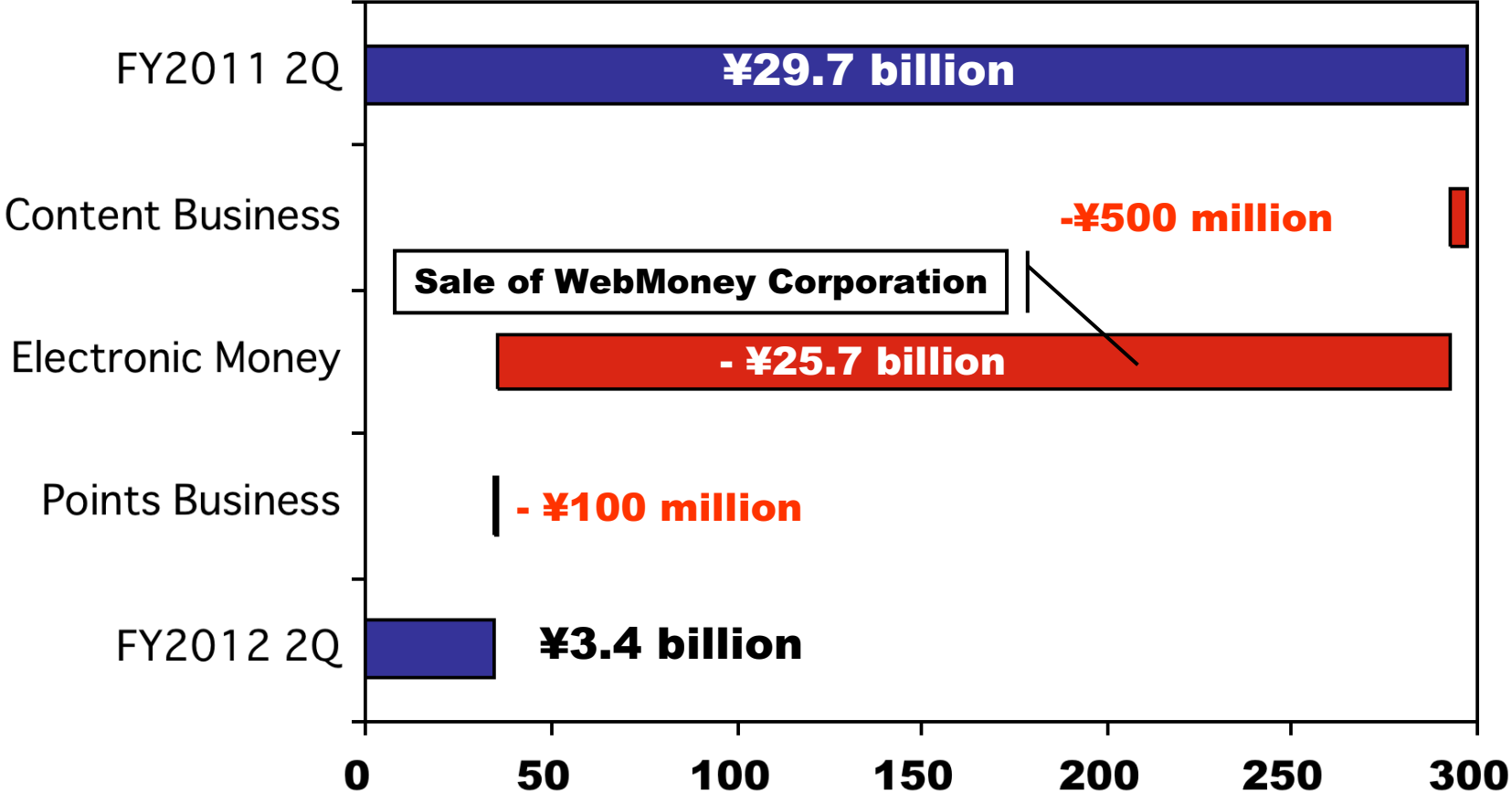
	FY11	FY12 forecast	Year-on-year change (amount)	Year-on-year change (%)
Net sales	33,415	6,800	△ 26, 615	△ 79.7%
Content Business	6,372	5,700	△ 672	△ 10.5%
Electronic Money Business	25,717	—	△ 25,717	—
Points Business	1,326	1,100	△ 226	△ 17.1%
Operating profit	1,576	600	△ 976	△ 61.9%
Content Business	990	520	△ 470	△ 47.5%
Electronic Money Business	430	—	△ 430	—
Points Business	151	80	△ 71	△ 47.4%
Adjustment amount	3	0	△ 3	—
Recurring profit	1,758	610	△ 1,148	△ 65.3%
Net profit	6,665	550	△ 6,115	△ 91.7%

※The adjustment amount is due to the elimination of inter-segment transactions.

Reference Materials

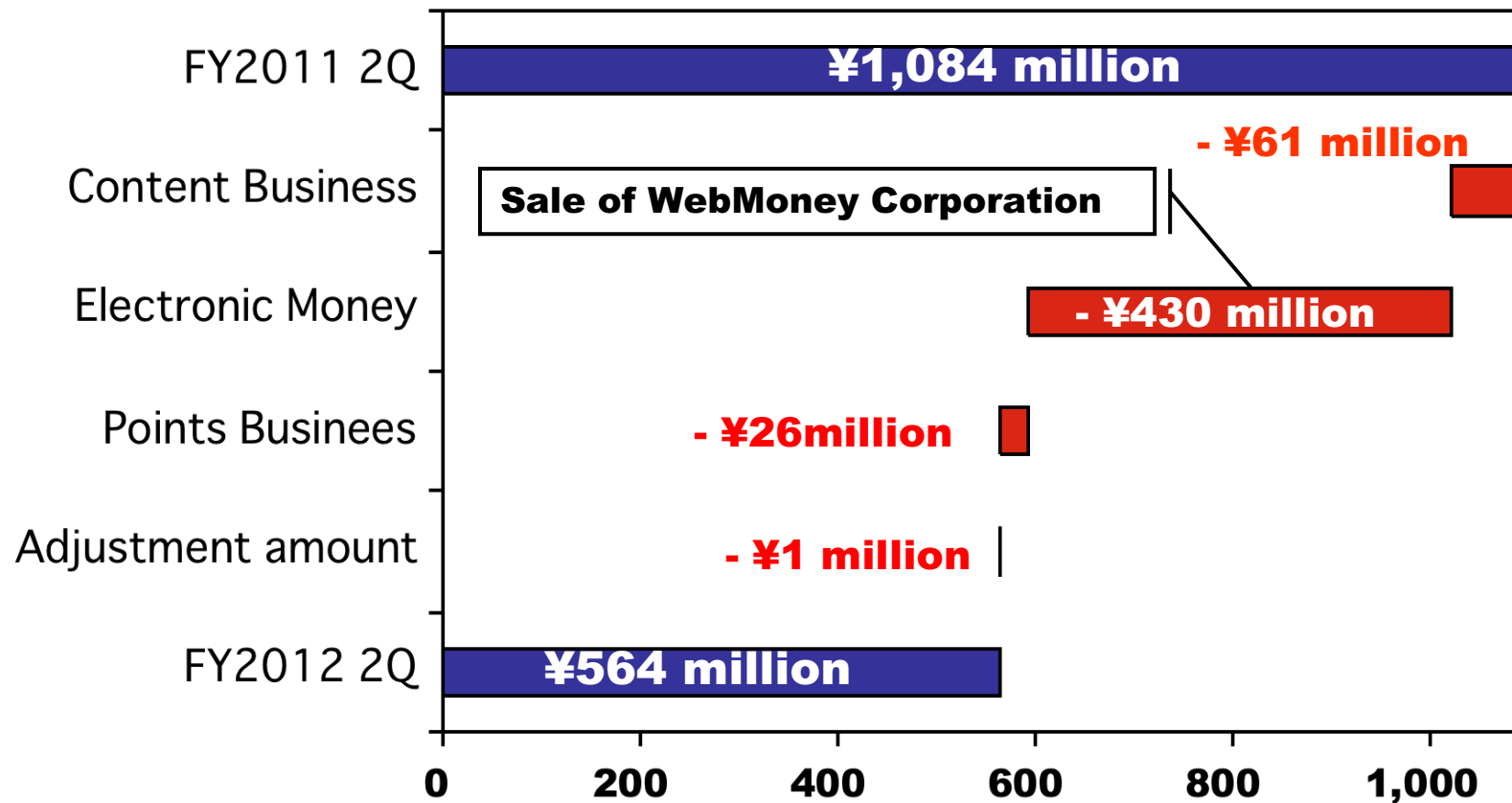
FY 2012 Q2 Consolidated Net Sales

(Compared with Previous Fiscal Year)



FY 2012 Q2 Consolidated Operating Profit

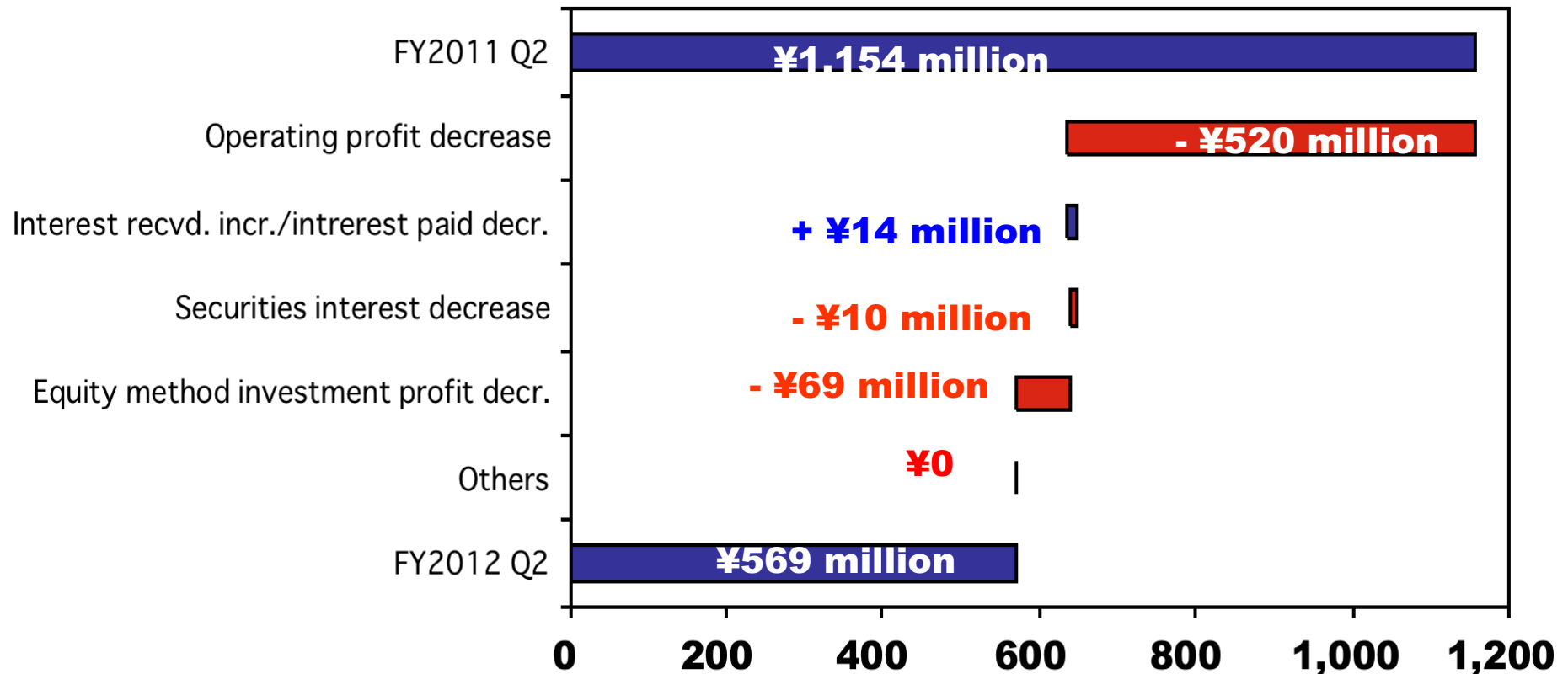
(Compared with Previous Fiscal Year)



※The adjustment amount is due to the elimination of inter-segment transactions.

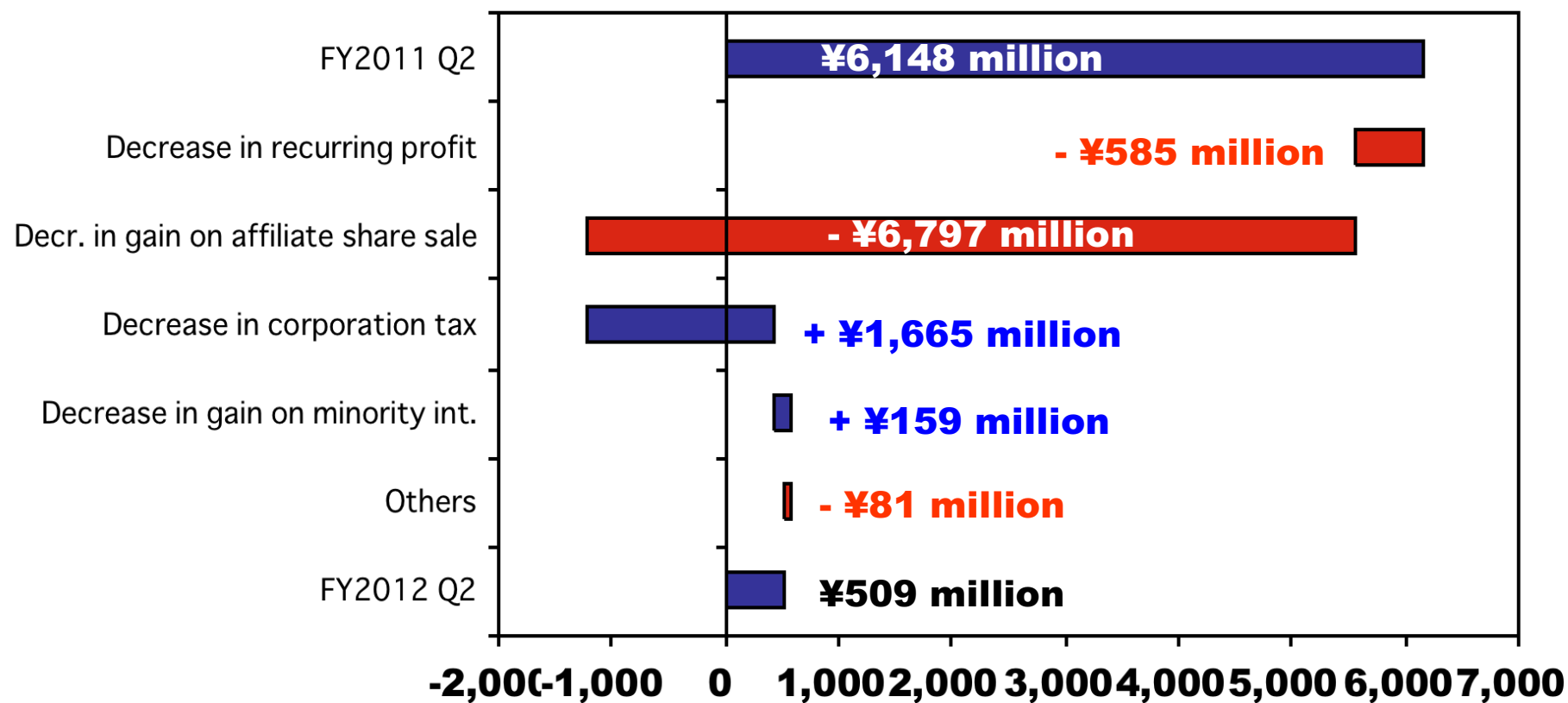
FY 2012 Q2 Consolidated Recurring Profit

(Compared with Previous Fiscal Year)



FY 2012 Q2 Consolidated Net Profit

(Compared with Previous Fiscal Year)



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.