



**Supplemental Data for the  
Consolidated Financial Results  
for the Full Fiscal Year  
Ending March 2013 (FY 2012)**

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**株式会社フェイス**

Faith Inc.

May 14, 2013

**Consolidated Financial Results for the Full  
Fiscal Year Ending March 2013 (FY 2012)**

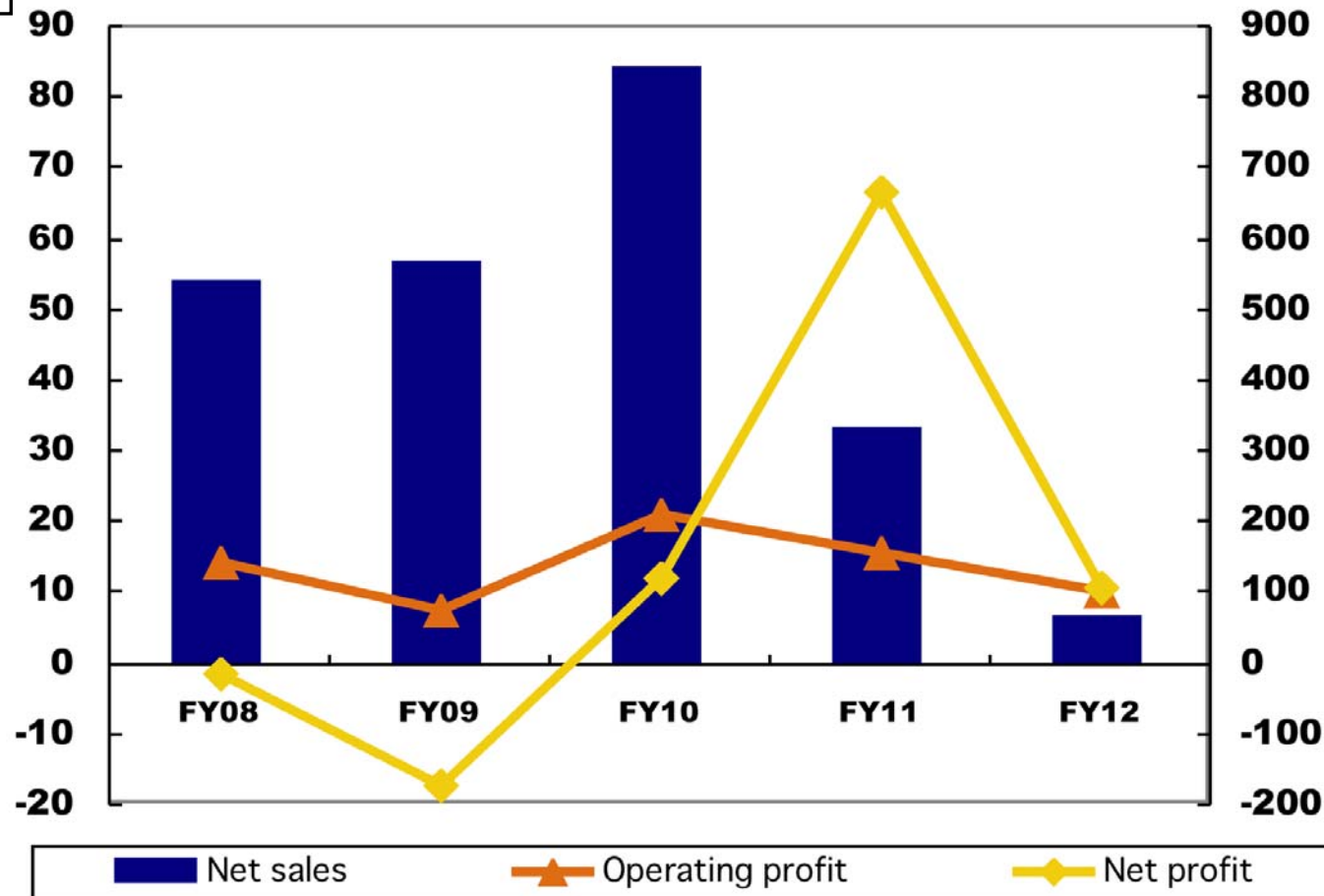
# Highlights of Consolidated Financial Results for FY 2012



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 all decreased year on year. Also, the Company's net profit figure for FY 2011 includes approx. 6.9 billion yen from the sale of its shareholding in WebMoney.

Profit : 100 million yen

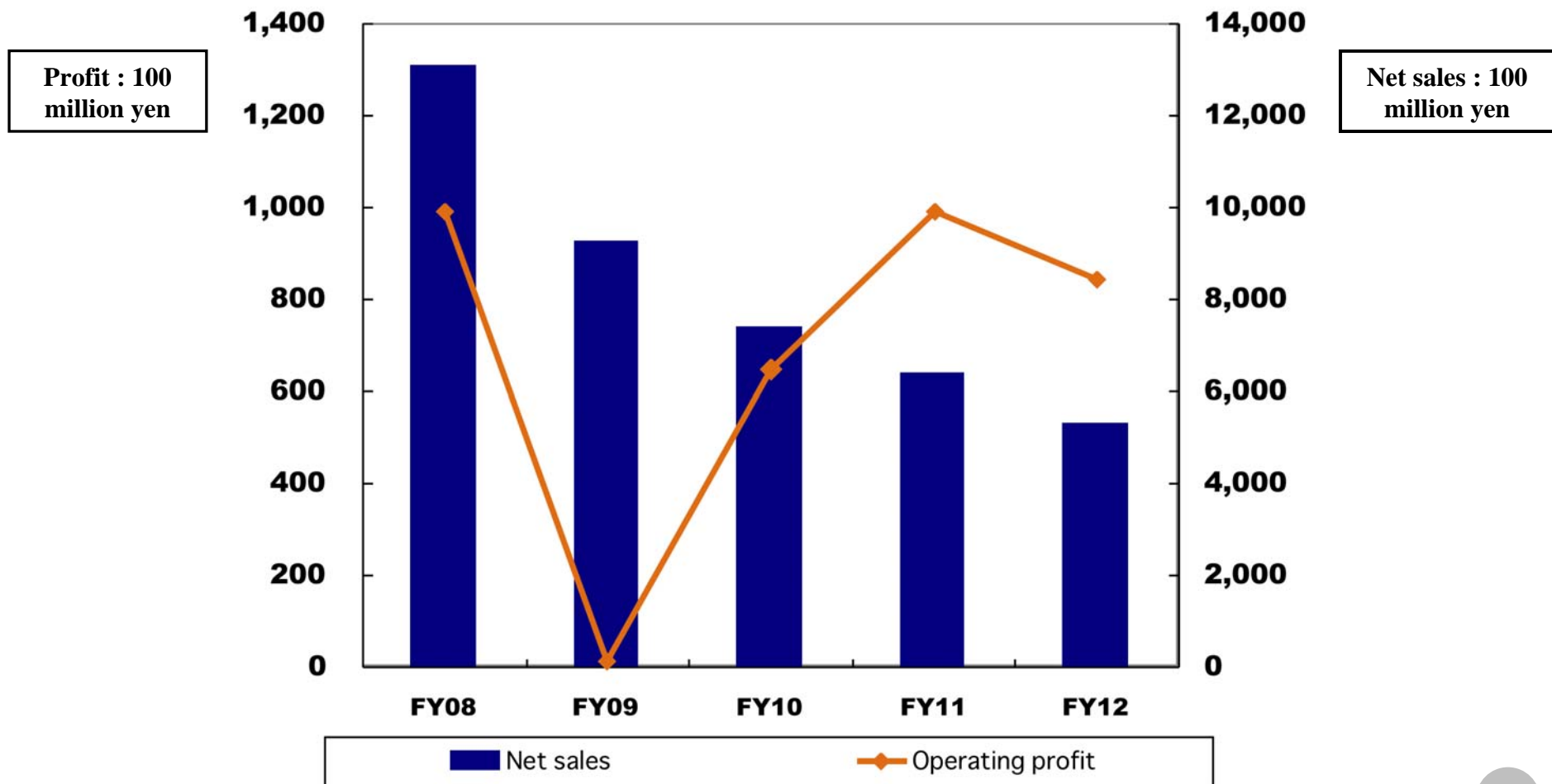
Net sales : 100 million yen



# Results for the Content Business During FY 2012



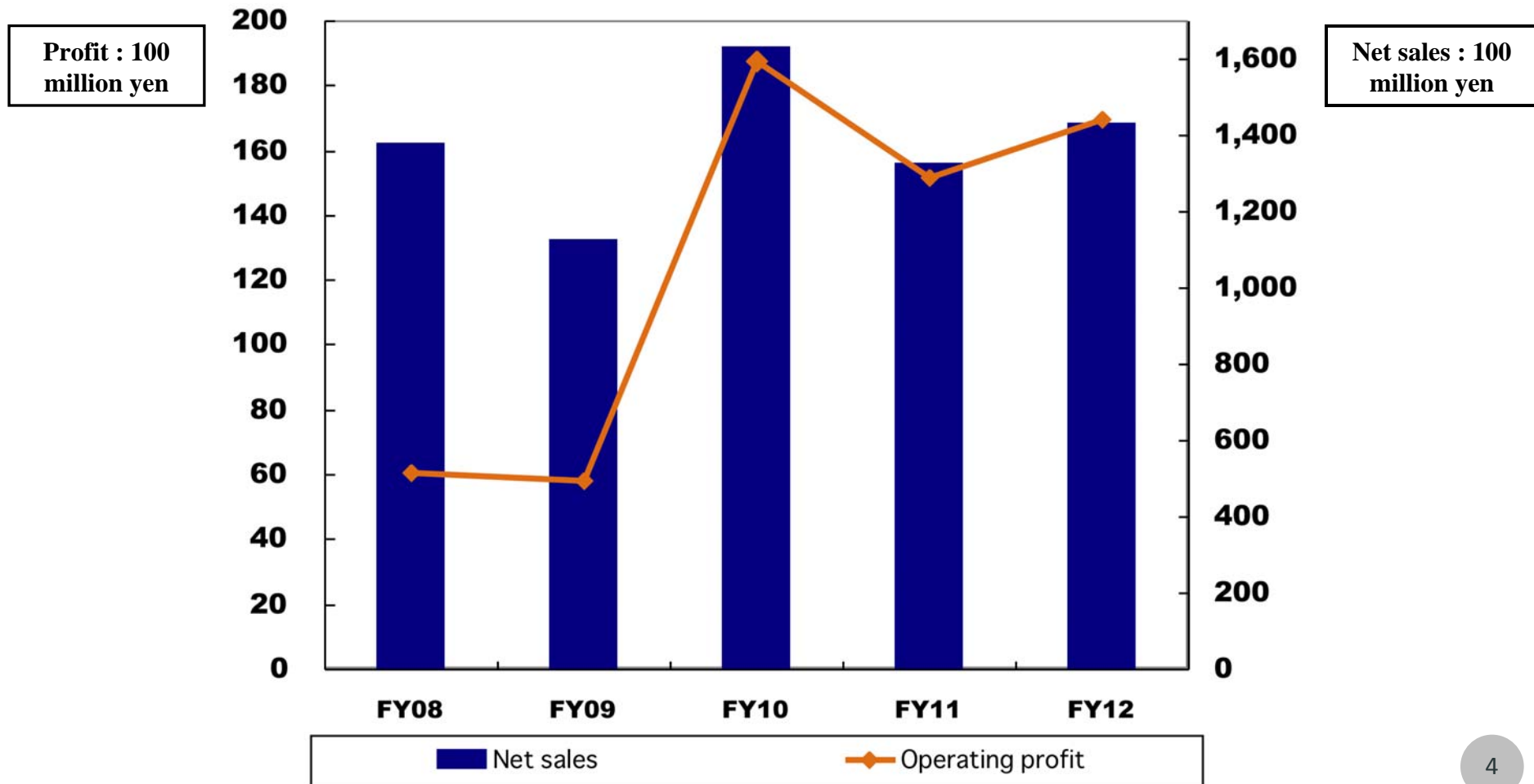
Net sales and operating profit in the Content Business both declined in comparison with the previous fiscal year, mainly due to a decrease in income from the ringtone melody business etc. However, as a result of cost-cutting measures including reduced server operating expenses, in FY 2012 the profit ratio improved by 0.4 points to 15.9%.



# Results for the Point Service Business During FY 2012



The Point Service Business has been a separate reportable segment since the beginning of FY 2012. During this fiscal year, net sales, operating profit and net profit in this segment all increased year on year due to strong due to sales promotions by existing member stores and to a rising demand for Reconstruction Assistance Housing Eco-Points.



# FY 2012 Consolidated Business Performance by Segment

(Compared with the Previous Fiscal Year)



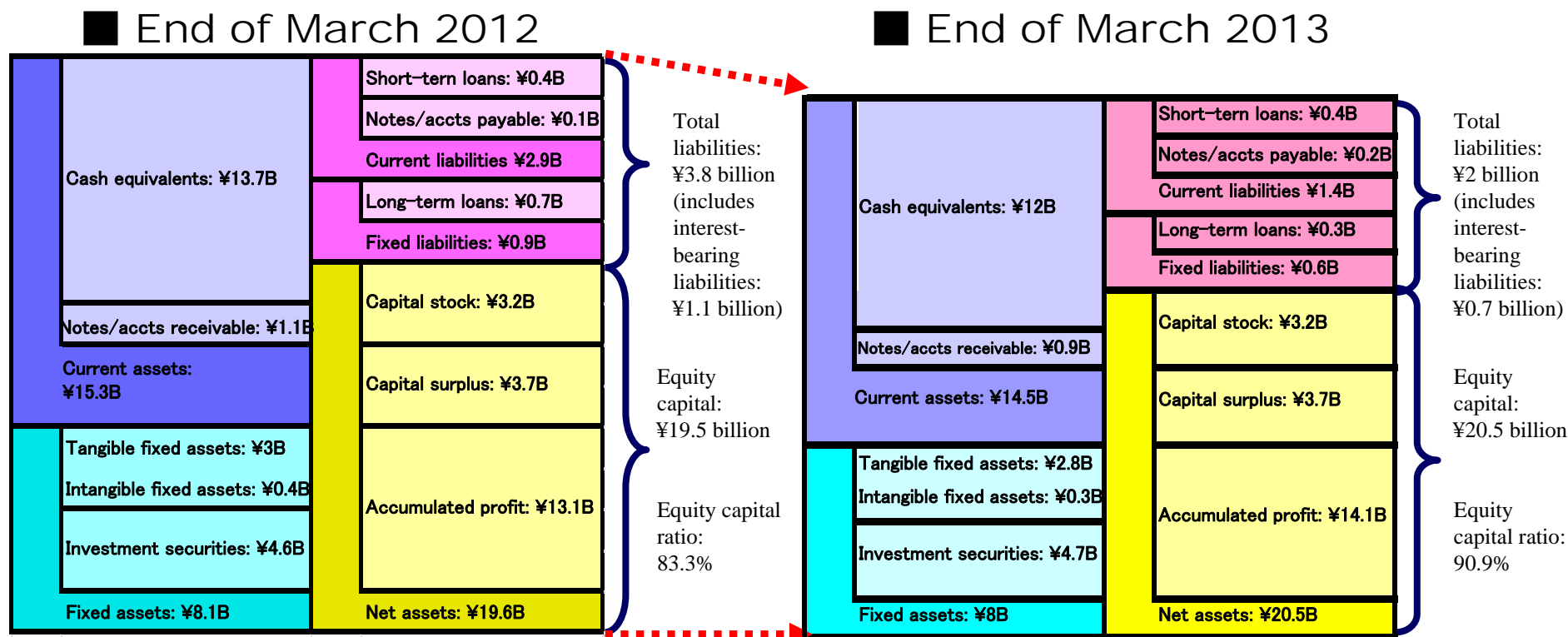
(Unit: million yen)

	FY11	FY12	Year-on-year	Year-on-year
			change (amount)	change (%)
Net sales	<b>33,415</b>	<b>6,732</b>	<b>▲ 26,483</b>	<b>-79.9%</b>
Content Business	<b>6,372</b>	<b>5,303</b>	<b>▲ 1,069</b>	<b>-16.8%</b>
Electronic Money Business	<b>25,717</b>	<b>0</b>	<b>▲ 25,717</b>	<b>—</b>
Point Service Business	<b>1,362</b>	<b>1,429</b>	<b>102</b>	<b>7.8%</b>
Operating profit	<b>1,576</b>	<b>1,013</b>	<b>▲ 562</b>	<b>-35.7%</b>
Content Business	<b>990</b>	<b>843</b>	<b>▲ 146</b>	<b>-14.8%</b>
Electronic Money Business	<b>430</b>	<b>0</b>	<b>▲ 430</b>	<b>—</b>
Point Service Business	<b>151</b>	<b>169</b>	<b>17</b>	<b>11.5%</b>
Adjustment amount	<b>3</b>	<b>0</b>	<b>▲ 2</b>	<b>—</b>
Recurring profit	<b>1,758</b>	<b>1,119</b>	<b>▲ 639</b>	<b>-36.4%</b>
Net profit	<b>6,665</b>	<b>1,111</b>	<b>▲ 5,553</b>	<b>-83.3%</b>

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

# FY 2012 Consolidated Balance Sheet

(Compared with the Previous Fiscal Year)



Total assets: ¥23.5 billion

Total assets: ¥22.6 billion

FY 2013 Business  
Performance Forecast

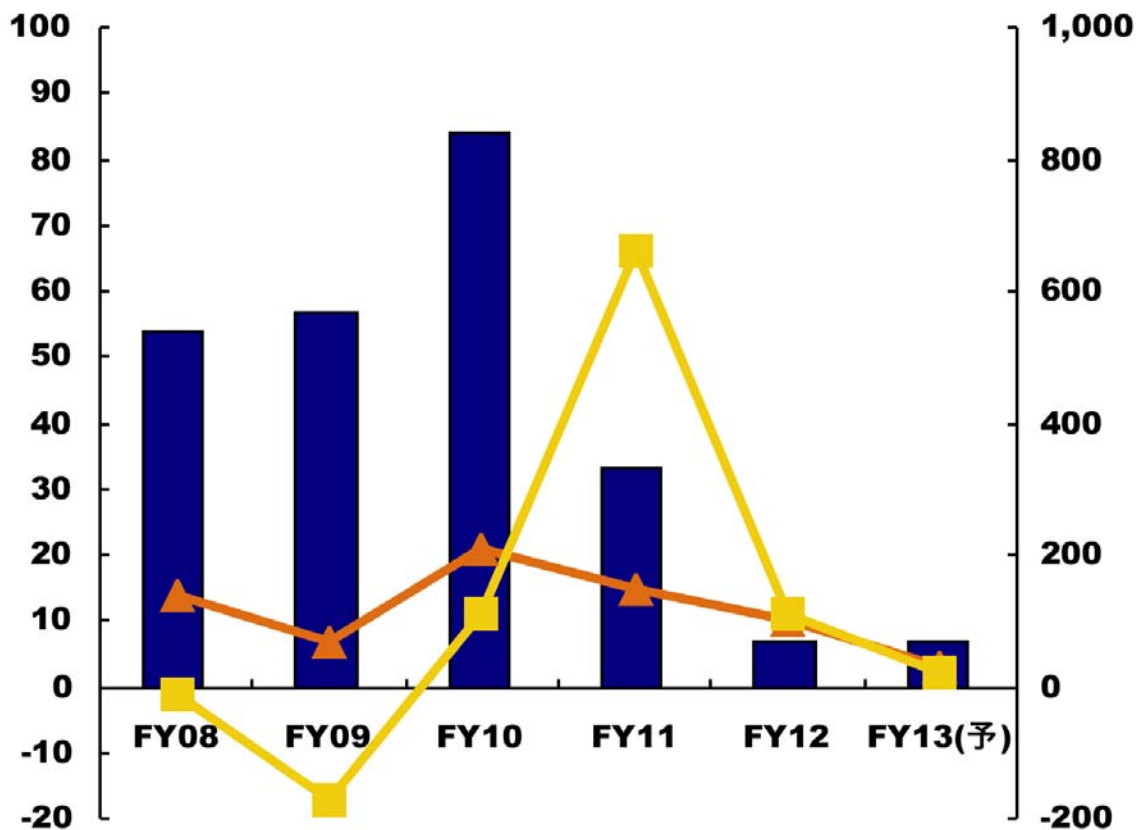


# FY 2013 Full-Year Business Performance Forecast

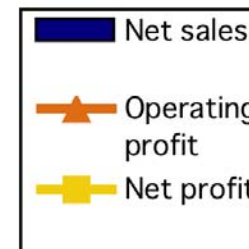


While modest sales growth is expected in line with the acquisition of ENTERMEDIA INC. as a consolidated subsidiary, we are forecasting declines in operating and net profit both in the Content Business and for the Group as a whole. However, based on our Multi-Content and Multi-Platform Strategy, we will continue to pour energy into creating high value-added contents and establishing a new system for delivering these contents to users.

Profit : 100 million yen



Net sales : 100 million yen



# FY 2013 Full-Year Consolidated Business Performance Forecast by Segment



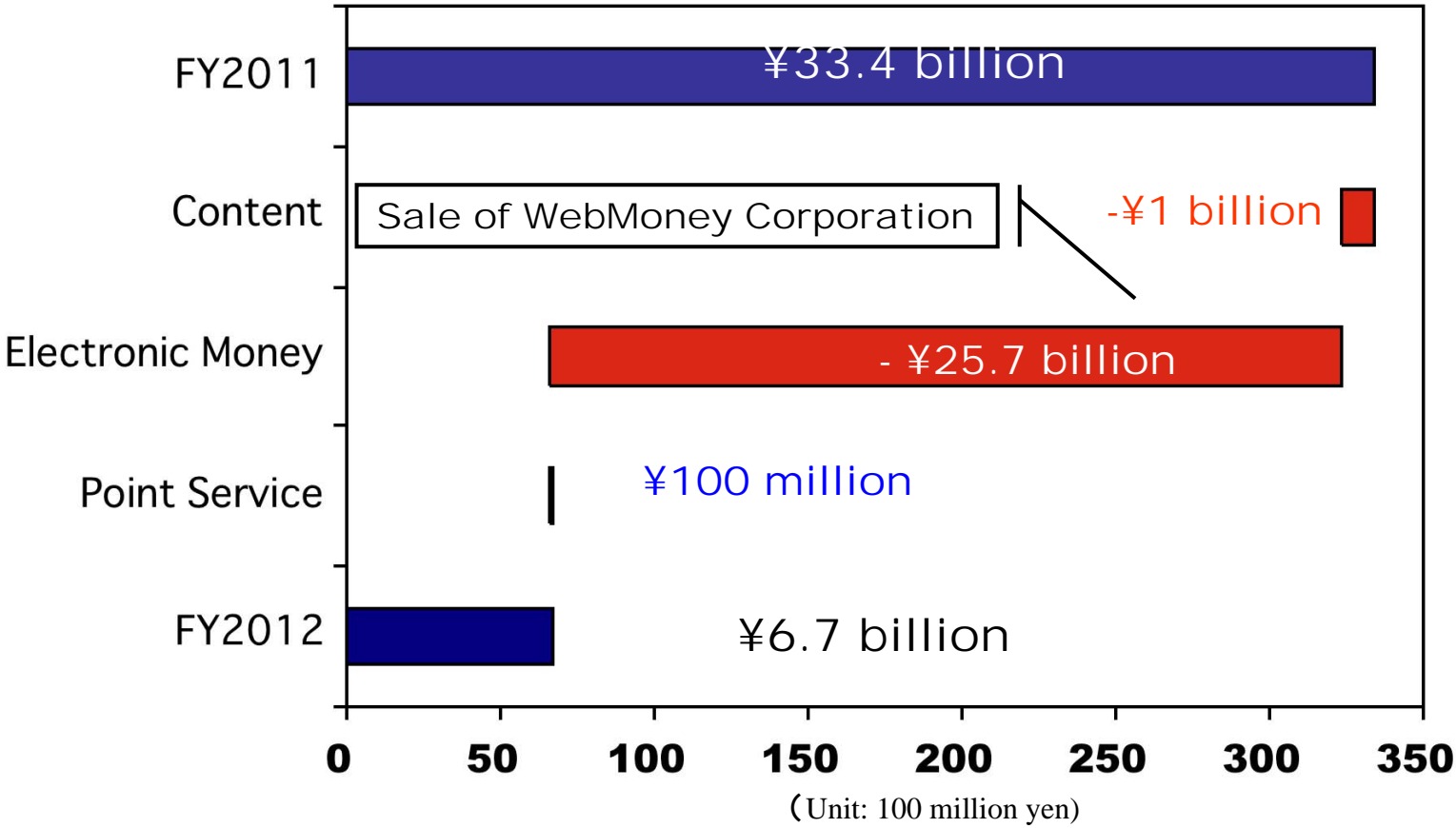
(Unit: million yen)

	FY12	FY13 (forecast)	FY13	
			Year-on-year change (amount)	Year-on-year change (%)
Net sales	<b>6,732</b>	<b>7,000</b>	<b>268</b>	<b>4.0%</b>
Content Business	<b>5,303</b>	<b>5,860</b>	<b>557</b>	<b>10.5%</b>
Point Service Business	<b>1,429</b>	<b>1,140</b>	<b>▲ 289</b>	<b>-20.3%</b>
Operating profit	<b>1,013</b>	<b>300</b>	<b>▲ 713</b>	<b>-70.4%</b>
Content Business	<b>843</b>	<b>260</b>	<b>▲ 583</b>	<b>-69.2%</b>
Point Service Business	<b>169</b>	<b>40</b>	<b>▲ 129</b>	<b>-76.4%</b>
Adjustment amount	<b>0</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>
Recurring profit	<b>1,119</b>	<b>250</b>	<b>▲ 869</b>	<b>-77.7%</b>
Net profit	<b>1,111</b>	<b>200</b>	<b>▲ 911</b>	<b>-82.0%</b>

## Reference Materials

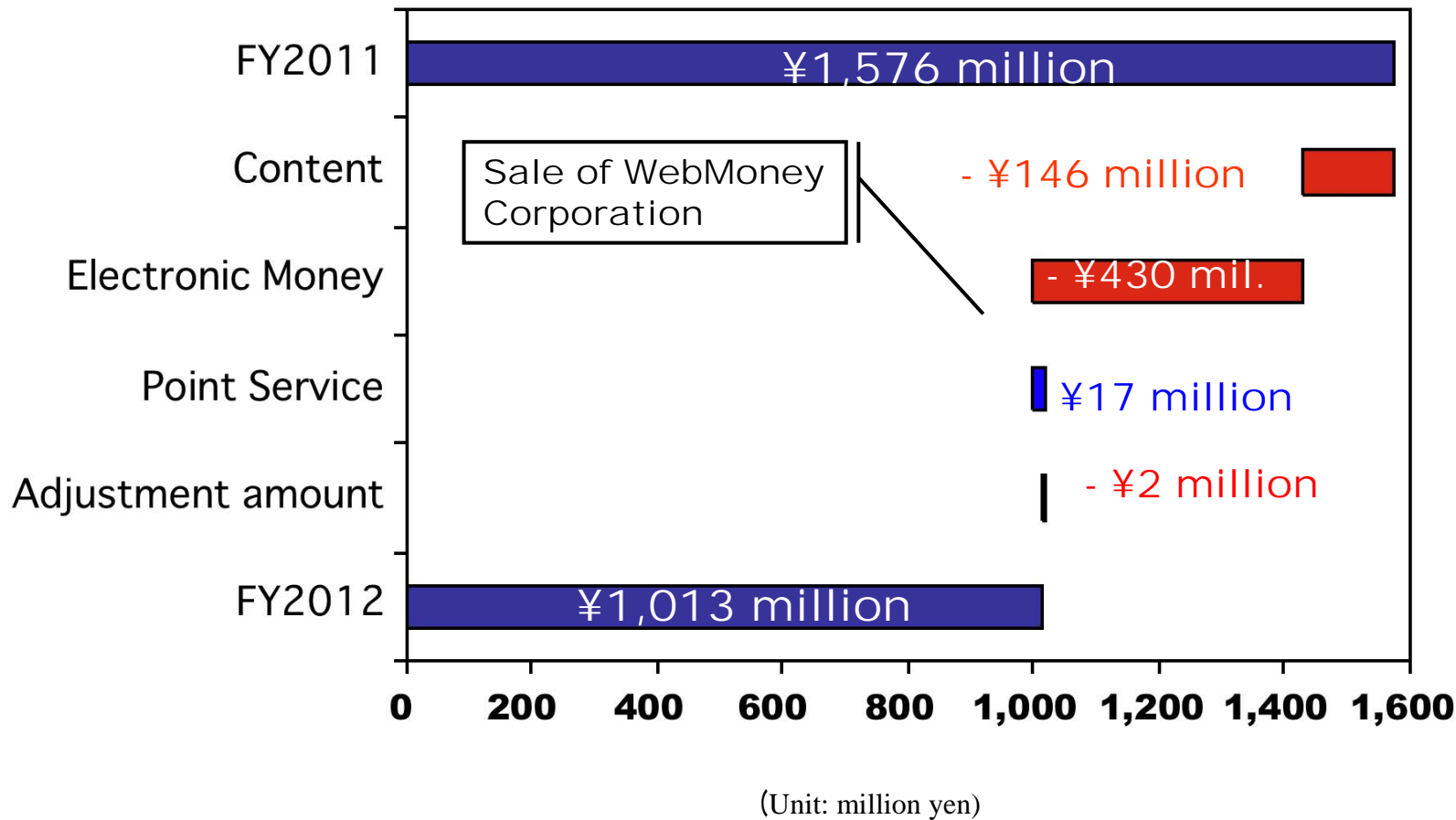
# FY 2012 Full-Year Consolidated Net Sales

(Compared with Previous Fiscal Year)



# FY 2012 Full-Year Consolidated Operating Profit

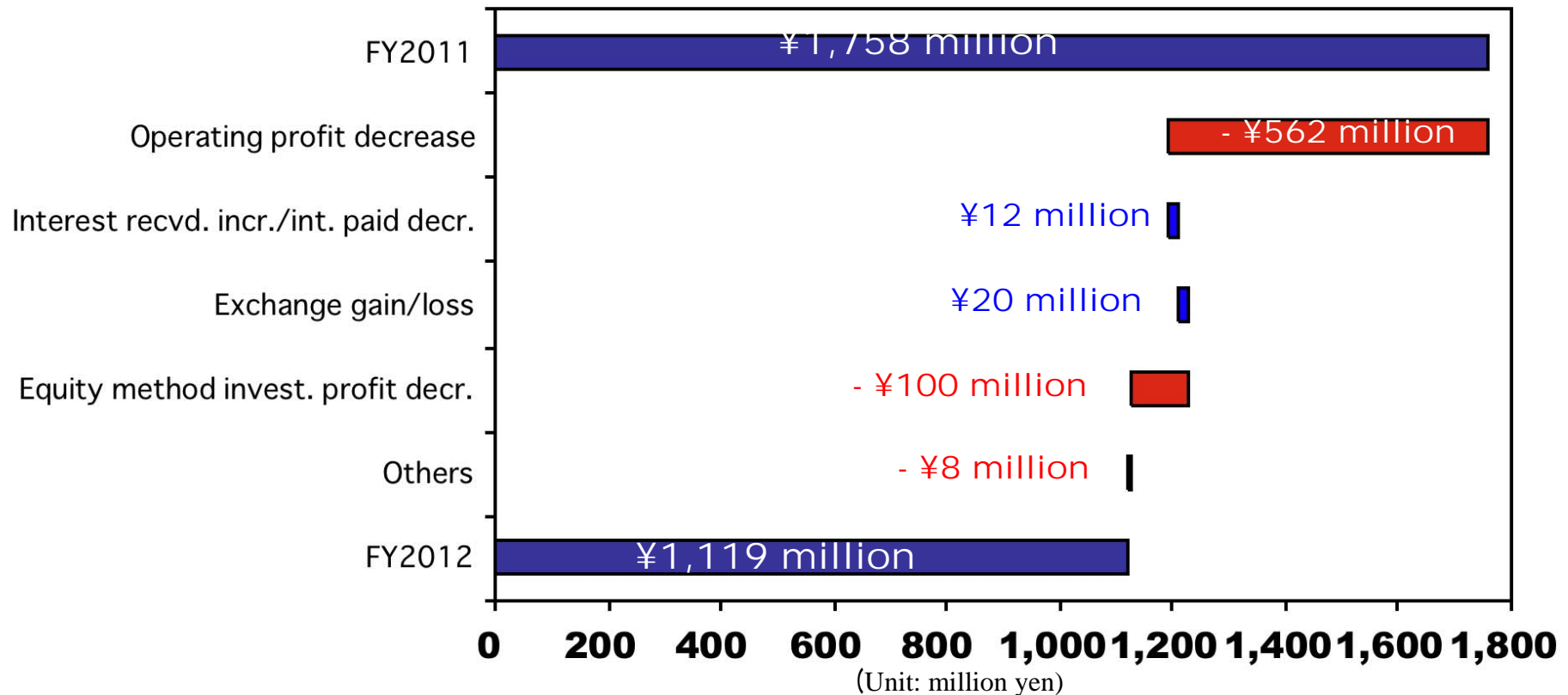
(Compared with Previous Fiscal Year)



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

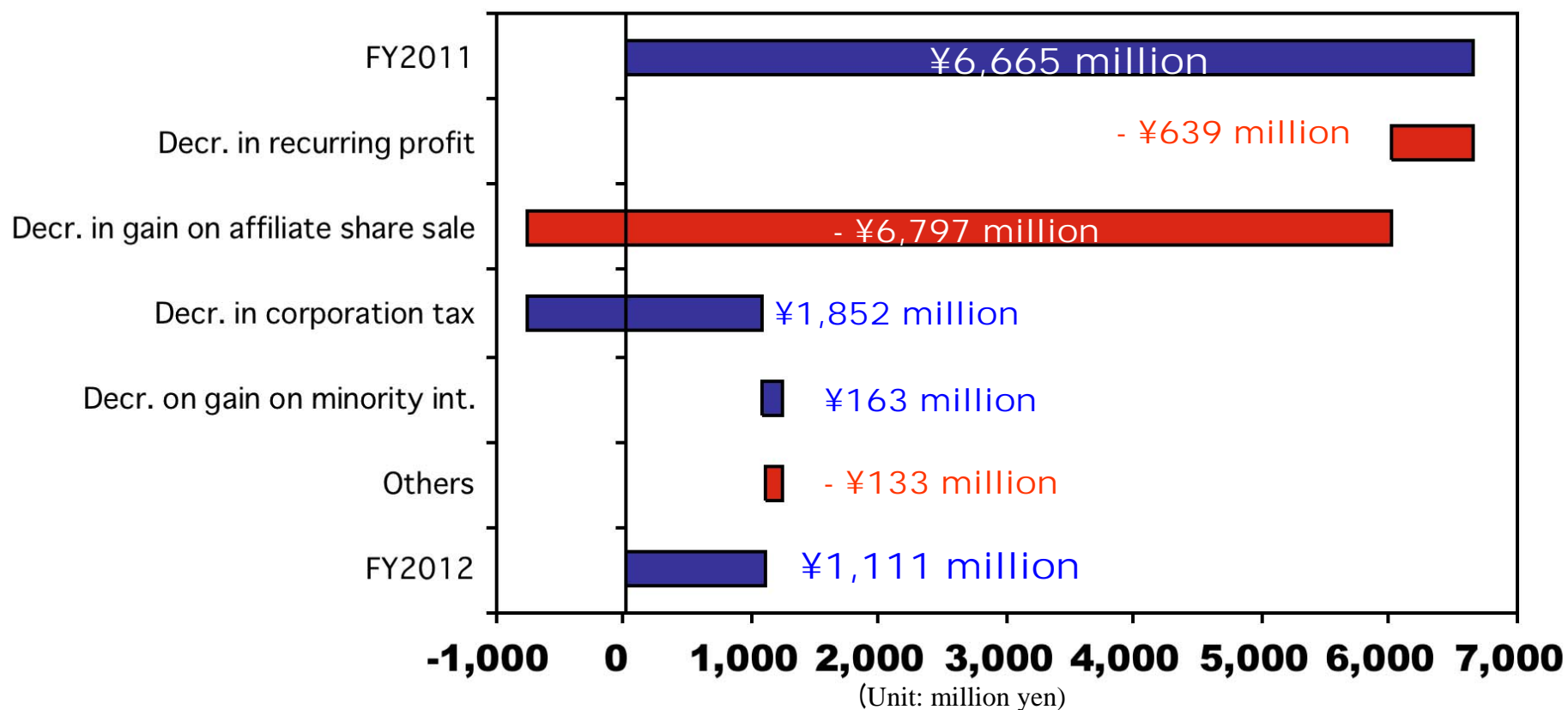
# FY 2012 Full-Year Consolidated Recurring Profit

(Compared with Previous Fiscal Year)



# FY 2012 Full-Year 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.**