



**Supplemental Data for the  
Consolidated Financial Results for  
the 1<sup>st</sup> Quarter of the Fiscal Year  
Ending March 2014 (FY 2013)**

株式会社フェイス

**Faith Inc.**

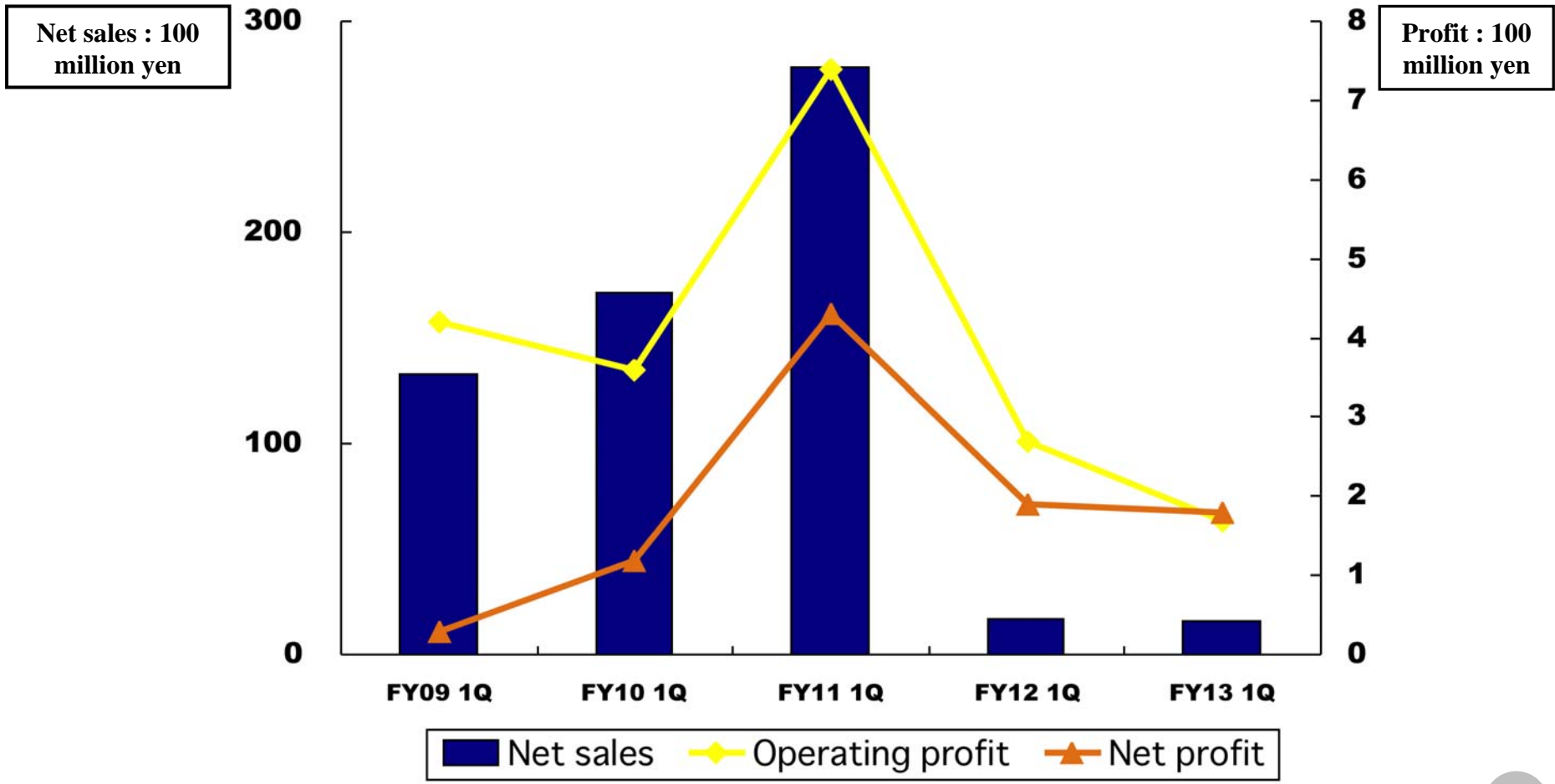
**August 9, 2013**

**Consolidated Financial Results for  
the 1<sup>st</sup> Quarter of the Fiscal Year  
Ending March 2014 (FY 2013)**

# Highlights of Consolidated Financial Results for FY 2013 Q1



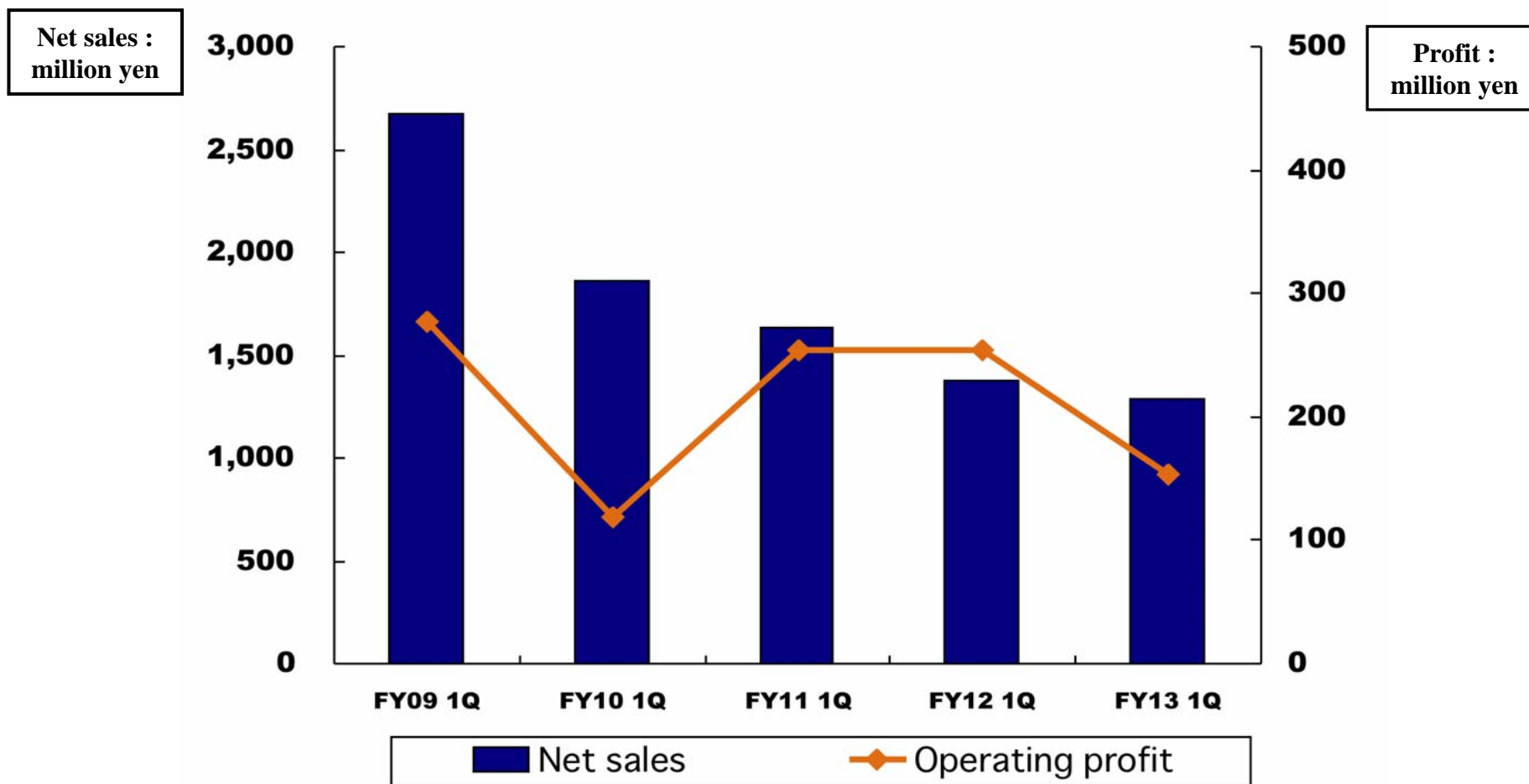
Following the disposal of the Company's consolidated subsidiary WebMoney Corporation in July 2011, the Electronic Money Business was eliminated and sales revenue has not been recorded in this segment since FY 2012 Q1. The consolidated financial results for FY 2013 Q1 show that net sales decreased year on year by 1.8% to ¥1,639 million, operating profit decreased by 35.5% to ¥179 million, and net profit decreased by 1.8% to ¥181 million.



# Results of the Content Business During FY 2013 1Q



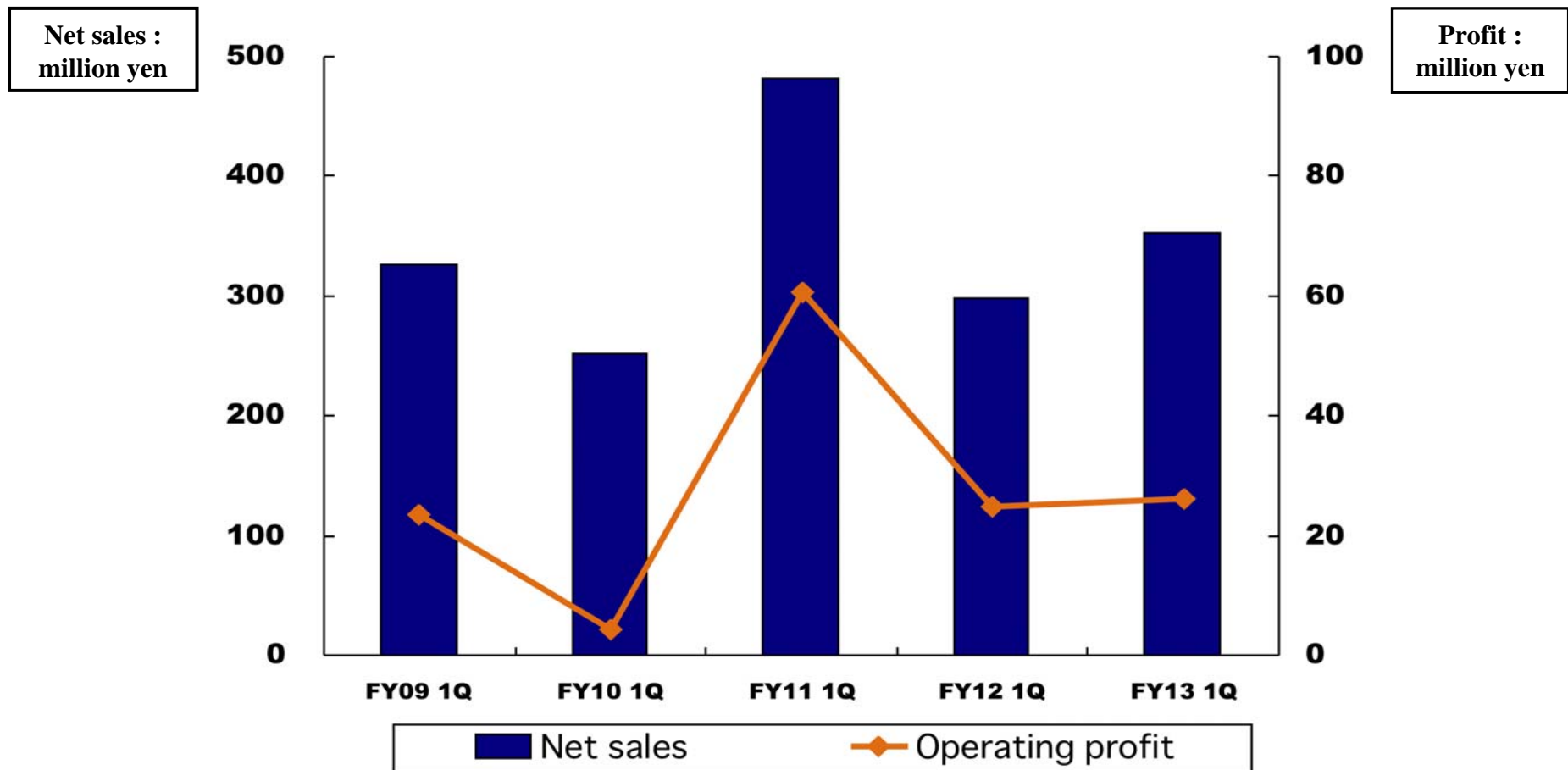
Mainly due to a decrease in income from the ringtone melody business, net sales in this segment declined by 6.2% to ¥1,287 million in comparison with the same period of the previous fiscal year and operating profit declined year-on-year by 39.6% to ¥153 million.



# Results of the Point Service Business During FY 2013 1Q



In this segment, the steady issue of points in line with strengthened sales promotions by existing member stores coupled with a rising demand for Reconstruction Assistance Housing Eco-Points resulted in a net sales increase of 18.5% compared with the same period of the previous fiscal year to ¥352 million and an operating profit increase of 5.0% to ¥26 million.



# FY 2013 Q1 Consolidated Business Performance by Segment

(Compared with the Previous Fiscal Year)



(Unit: million yen)

	FY12 Q1	FY13 Q1	FY13 Q1	
			Year-on-year change (amount)	Year-on-year change (%)
Net sales	<b>1,669</b>	<b>1,639</b>	<b>▲ 29</b>	<b>-1.8%</b>
Content Business	<b>1,371</b>	<b>1,287</b>	<b>▲ 84</b>	<b>-6.2%</b>
Point Service Business	<b>297</b>	<b>352</b>	<b>55</b>	<b>18.5%</b>
Operating profit	<b>278</b>	<b>179</b>	<b>▲ 98</b>	<b>-35.5%</b>
Content Business	<b>253</b>	<b>153</b>	<b>▲ 100</b>	<b>-39.6%</b>
Point Service Business	<b>24</b>	<b>26</b>	<b>1</b>	<b>5.0%</b>
Adjustment amount	<b>0</b>	<b>0</b>	<b>0</b>	<b>—</b>
Recurring profit	<b>229</b>	<b>179</b>	<b>▲ 49</b>	<b>-21.6%</b>
Net profit	<b>184</b>	<b>181</b>	<b>▲ 3</b>	<b>-1.8%</b>

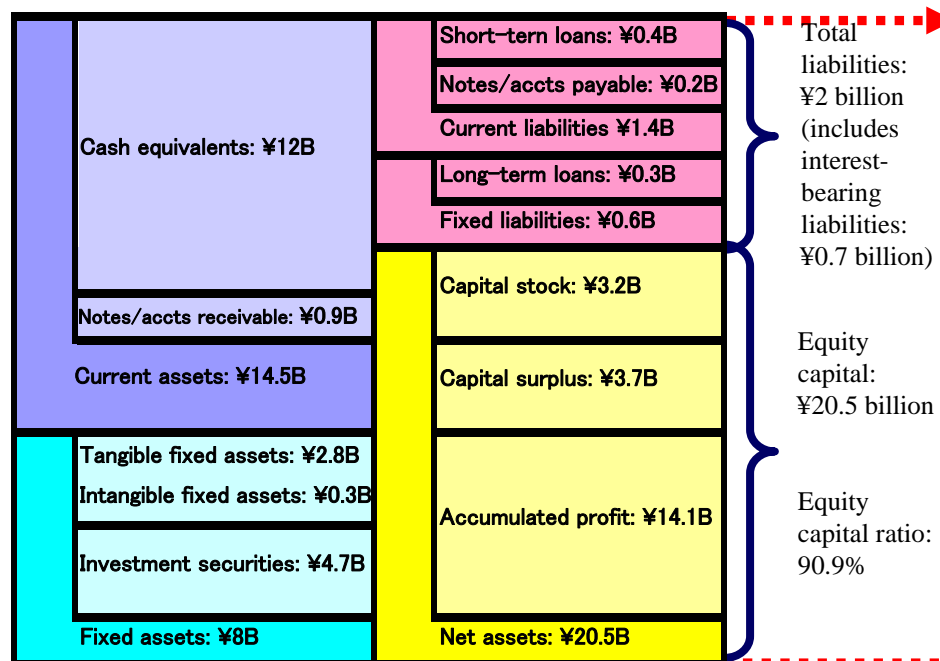
※The adjustment amount is due to the elimination of inter-segment transactions.

# FY 2013 Q1 Consolidated Balance Sheet

(Compared with the End of the Previous Fiscal Year)

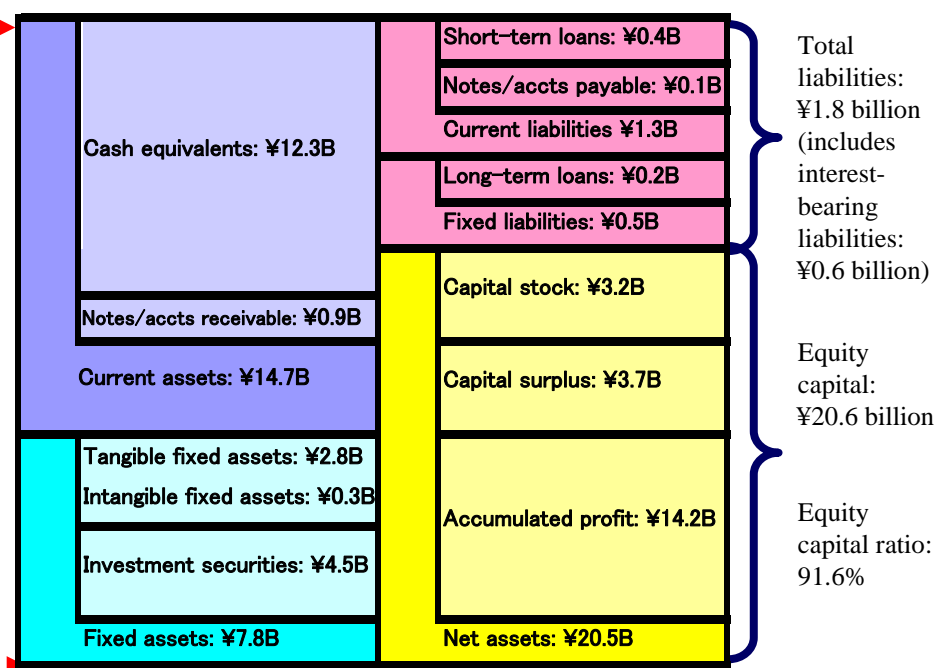


## ■ End of March 2013



Total assets: ¥22.6 billion

## ■ End of June 2013



Total assets: ¥22.5 billion

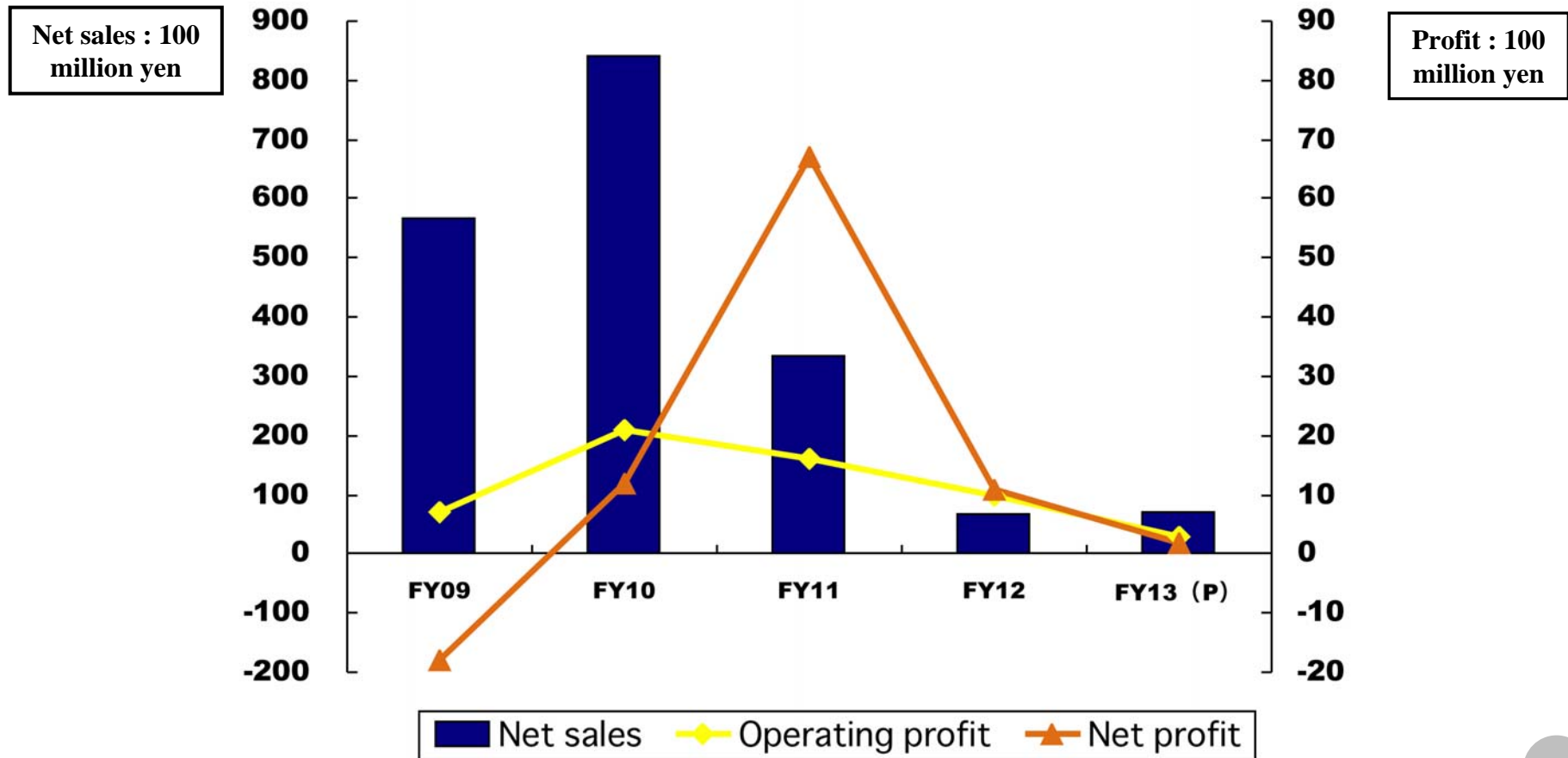
**FY 2013 Business  
Performance Forecast**



# FY 2013 Full-Year Business Performance Forecast



While we are expecting sales growth in line with the acquisition of ENTERMEDIA INC. as a consolidated subsidiary, we are forecasting a decline in income in the Content Business and an overall decrease in the Group's operating profit and net profit. 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.



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



(Unit: million yen)

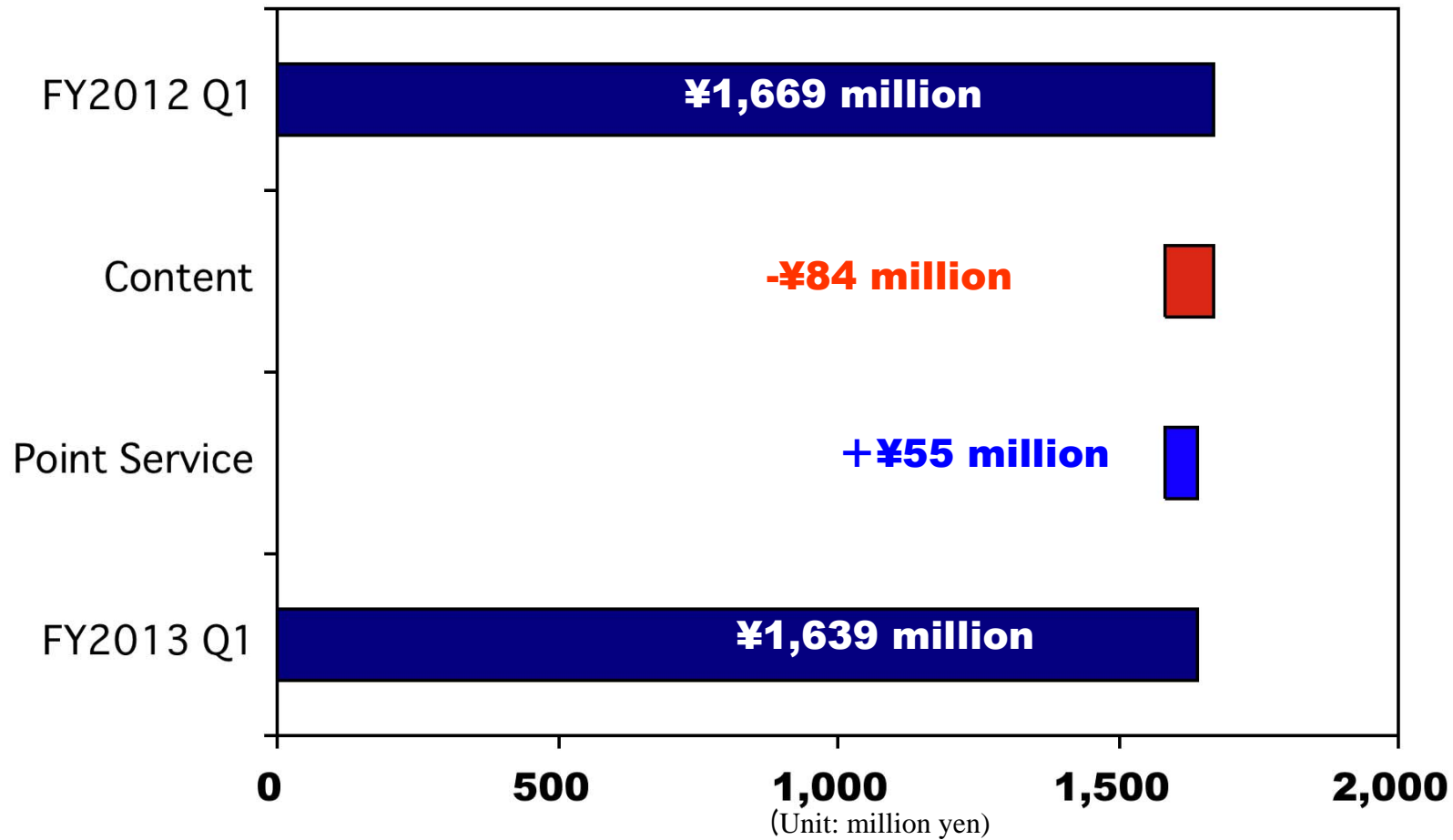
	FY12	FY13 (forecast)	FY13	
			Year-on-year change (amount)	Year-on-year change (%)
Net sales	<b>6,732</b>	<b>7,000</b>	<b>268</b>	<b>4.0%</b>
Content Business	<b>5,303</b>	<b>5,860</b>	<b>557</b>	<b>10.5%</b>
Point Service Business	<b>1,429</b>	<b>1,140</b>	<b>▲ 289</b>	<b>-20.3%</b>
Operating profit	<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>

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

## Reference Materials

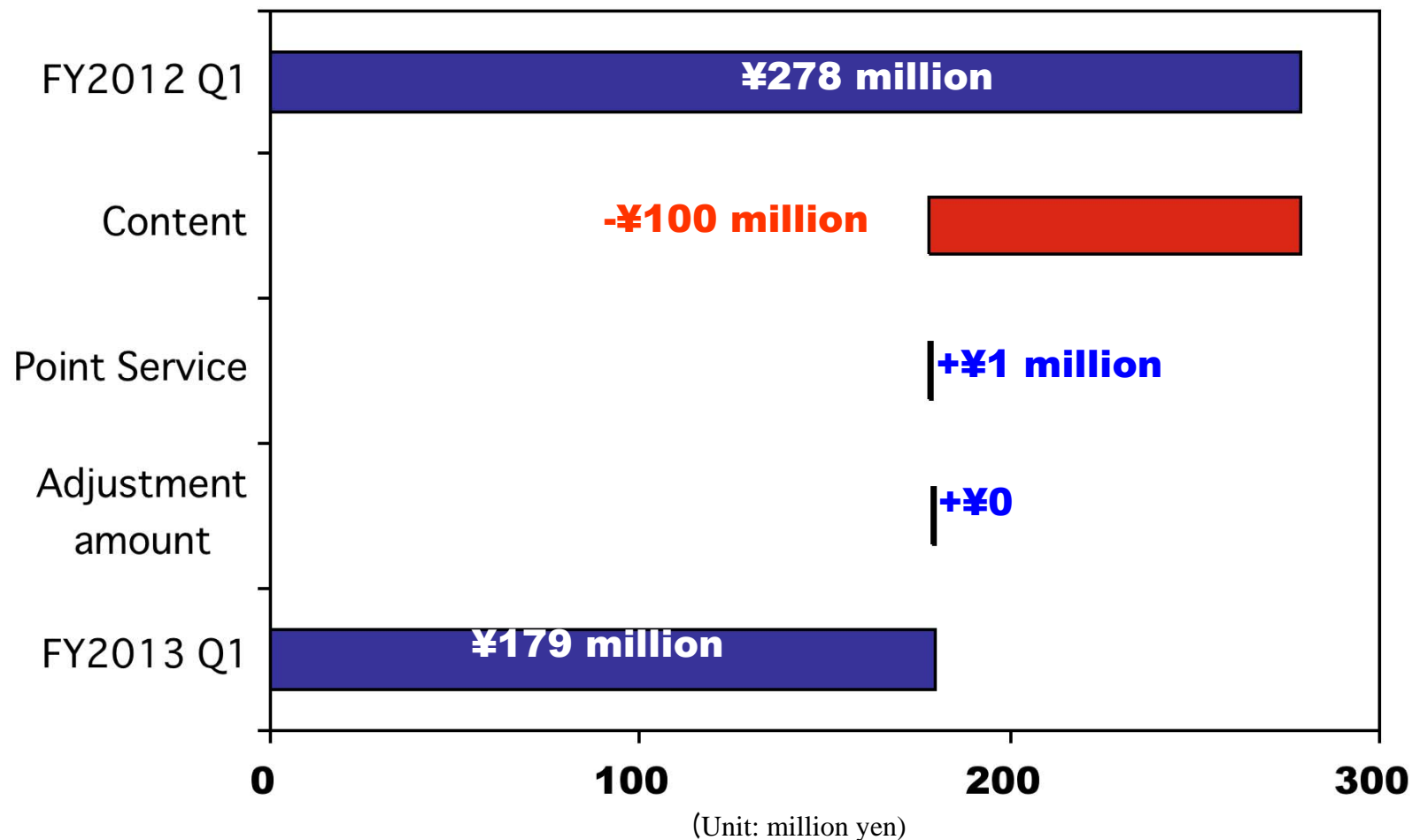
# FY 2013 Q1 Consolidated Net Sales

(Compared with Previous Fiscal Year)



# FY 2013 Q1 Consolidated Operating Profit

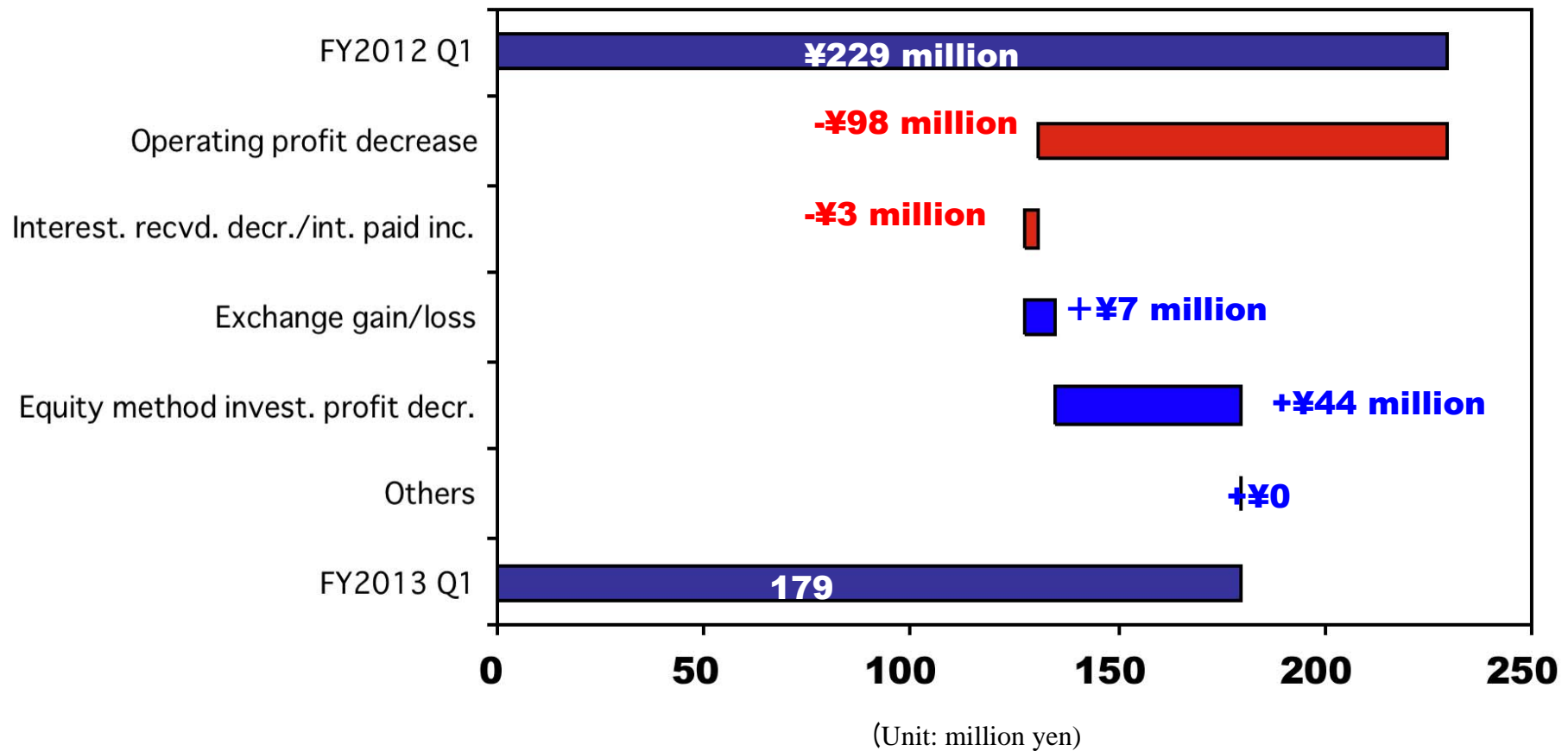
(Compared with Previous Fiscal Year)



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

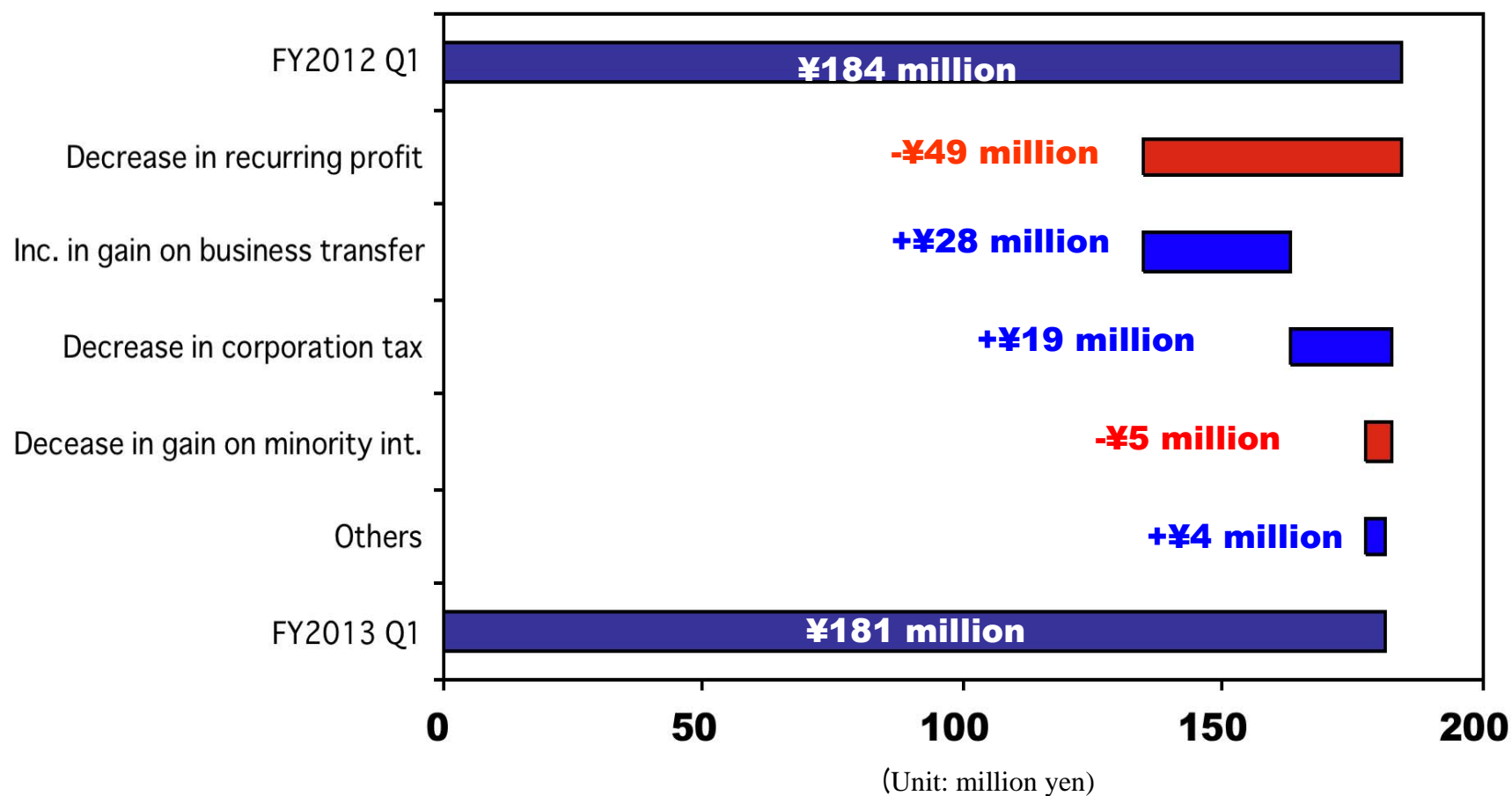
# FY 2013 Q1 Consolidated Recurring Profit

(Compared with Previous Fiscal Year)



# FY 2013 Q1 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.**