



Faith, Inc.

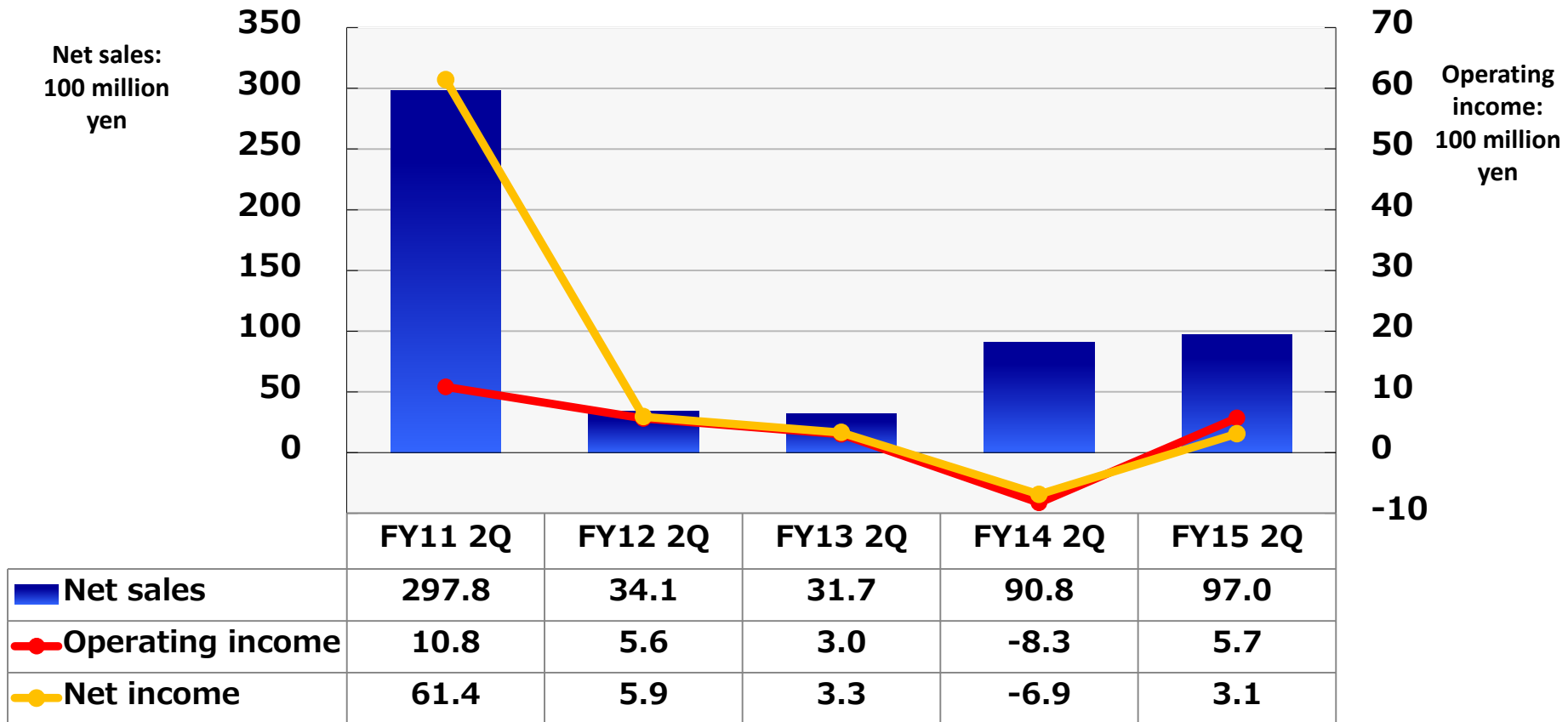
**Supplemental Data for the
Consolidated Financial Results for
the 2nd Quarter of the Fiscal Year
Ending March 2016 (FY 2015 Q2)**

**Consolidated Financial Results for the
2nd Quarter of the Fiscal Year
Ending March 2016 (FY 2015 Q2)**

Consolidated Financial Result Highlights for FY 2015 Q2



In line with the continuing expansion in sales of smartphone-use services and Nippon Columbia's return to profitability, the Faith Group recorded net sales of ¥9,700 million, operating income of ¥570 million, and net income attributable to the shareholders of the parent company of ¥310 million.



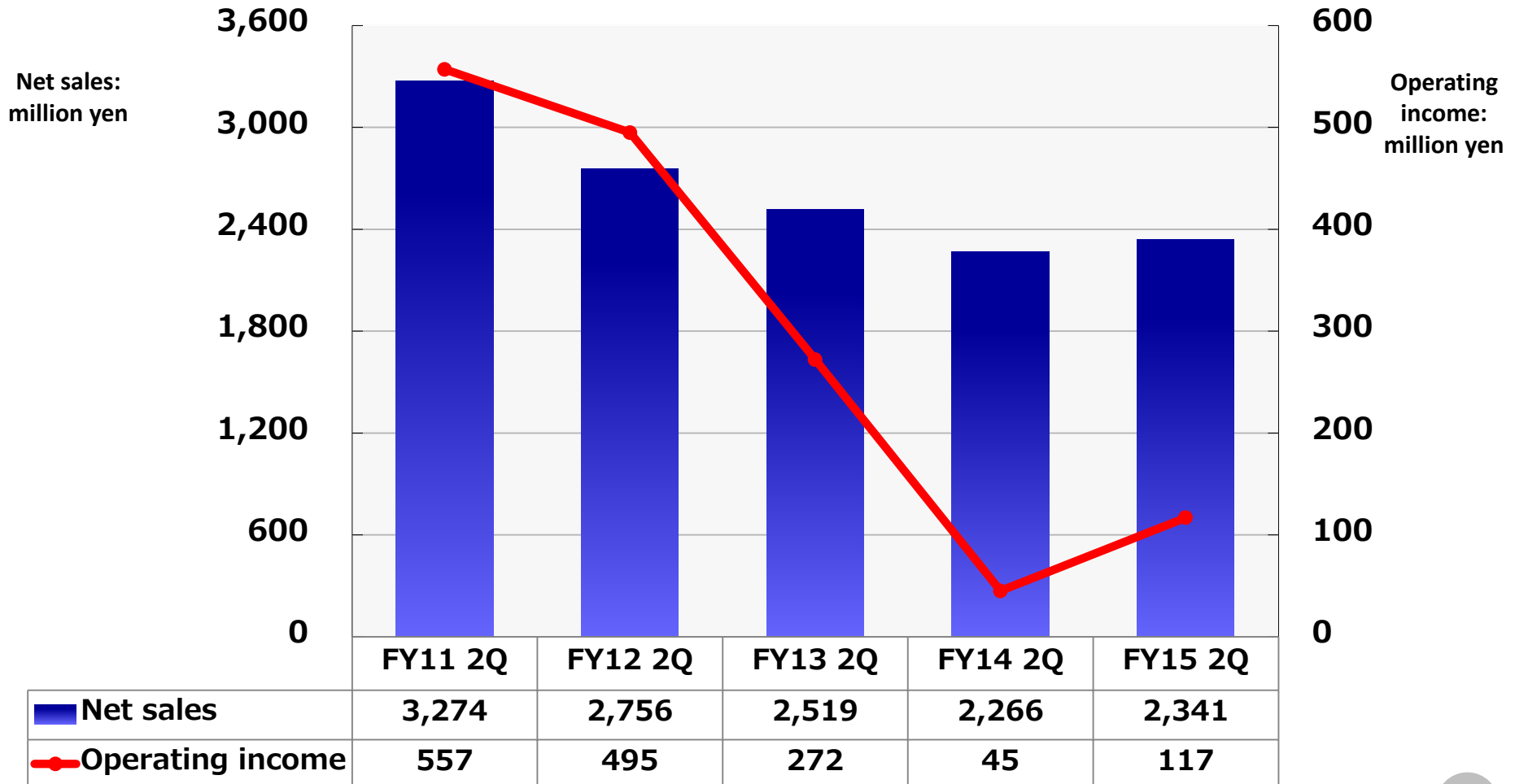
※Net income for the current term attributable to shareholders of the parent company

※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 2011 Q2.

Results of the Content Business During FY 2015 Q2

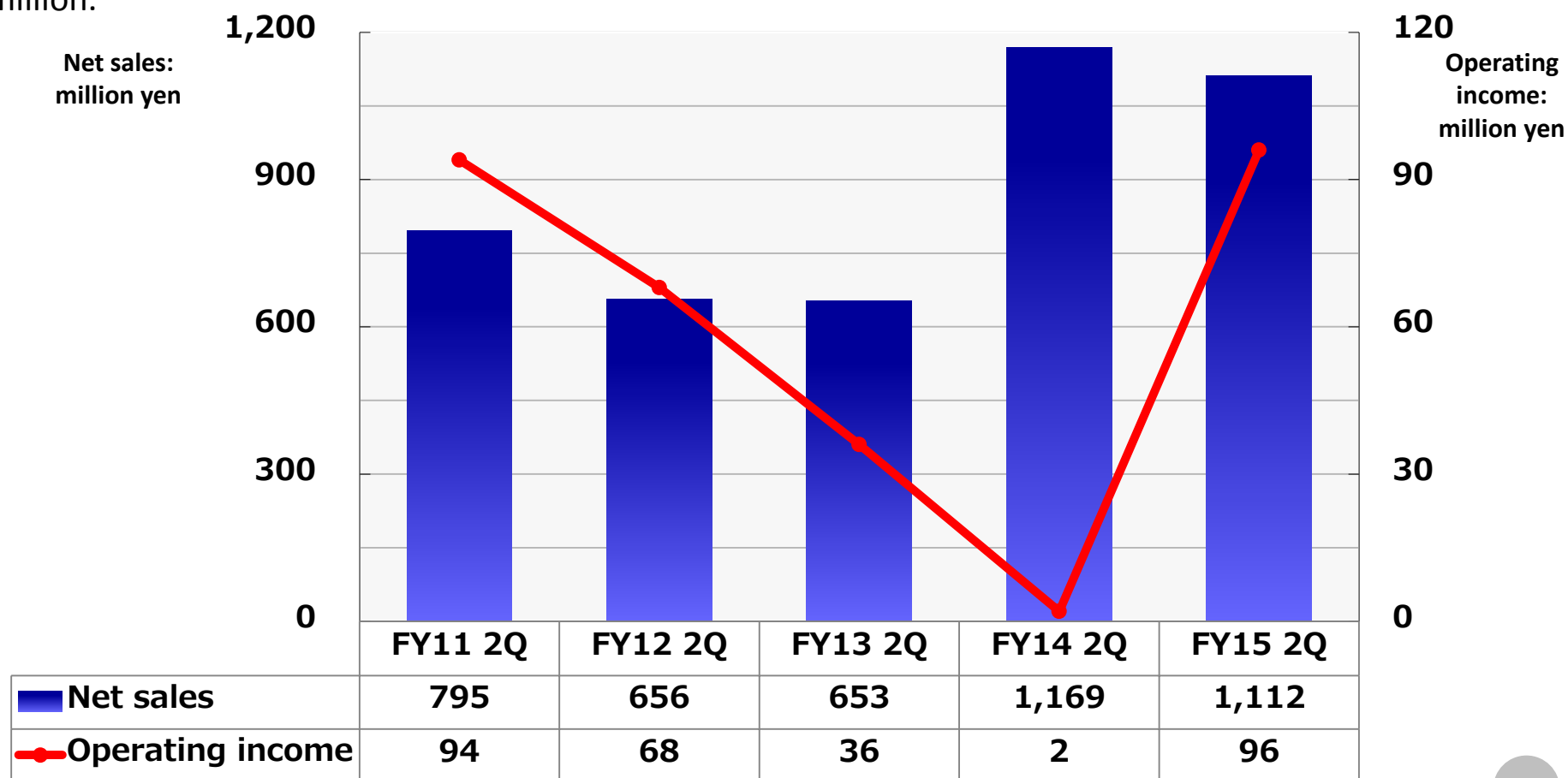


Due to the positive deployment of new services, net sales in the Content Business increased by 3.3% to ¥2,341 million. Moreover, as a result of reductions in subcontracting, advertising and promotional expenses, operating income increased by 156.6% year on year to ¥117 million.



Results of the Point Service Business During FY 2015 Q2

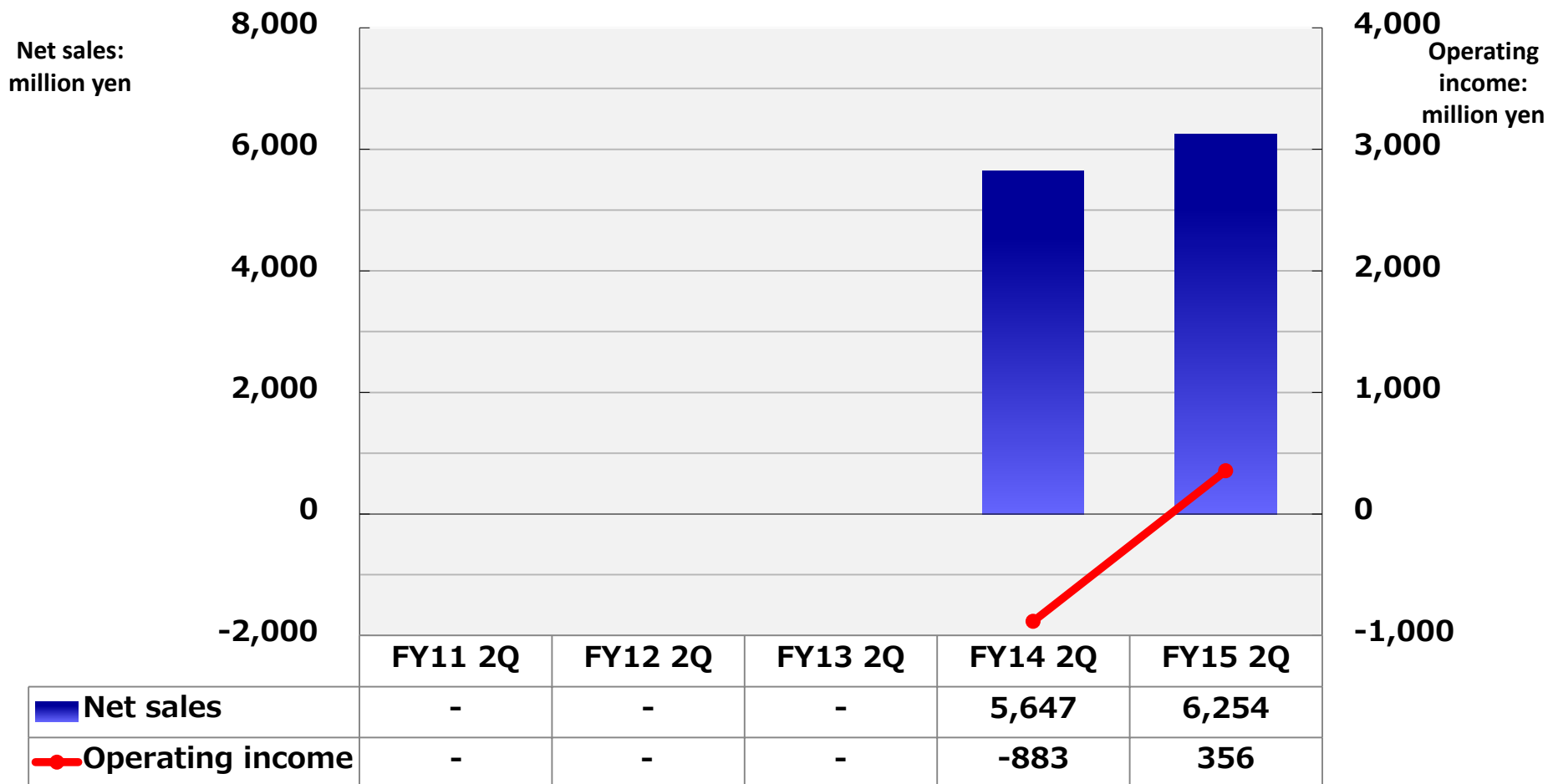
Although more new points were issued, eco-point sales declined following the end of the eco-point system, lowering net sales by 4.8% to ¥1,112 million. Also, due to a temporary decrease in the cost of recovering old points in line with the transfer to server management-based operation, and to tighter control of sales costs and general administrative expenses, operating income grew by ¥94 million to ¥96 million.



Results of the Columbia Business During FY 2015 Q1



Higher sales of animation-related titles and a general increase in Direct Sales Business sales boosted the Columbia Business's sales by 10.8% to ¥6,254 million. The strong sales performance plus a steep decline in fixed costs stemming from the career change support measures sent operating income to ¥356 million, an increase of ¥1,239 million year on year.



※The Columbia Business's net sales and operating income have been included in the Faith Group's business results since FY 2014 Q1.

FY 2015 Q2 Consolidated Business Performance by Segment (Compared with the Previous Fiscal Year)



(Unit: million yen)

| | FY14 Q2 | FY15 Q2 | Year-on-year change (amount) | Year-on-year change (%) |
|--|--------------|--------------|---------------------------------|----------------------------|
| | | | | |
| Net sales | 9,082 | 9,709 | 626 | 6.9% |
| Content Business | 2,266 | 2,341 | 75 | 3.3% |
| Point Service Business | 1,169 | 1,112 | (56) | -4.8% |
| Columbia Business | 5,647 | 6,254 | 607 | 10.8% |
| Operating income | (830) | 575 | 1,406 | — |
| Content Business | 45 | 117 | 71 | 156.6% |
| Point Service Business | 2 | 96 | 93 | 4204.6% |
| Columbia Business | (883) | 356 | 1,239 | — |
| Adjustment amount* | 5 | 5 | 0 | — |
| Ordinary income | (791) | 580 | 1,372 | — |
| Net income attributable to shareholders of the parent | (697) | 313 | 1,010 | — |

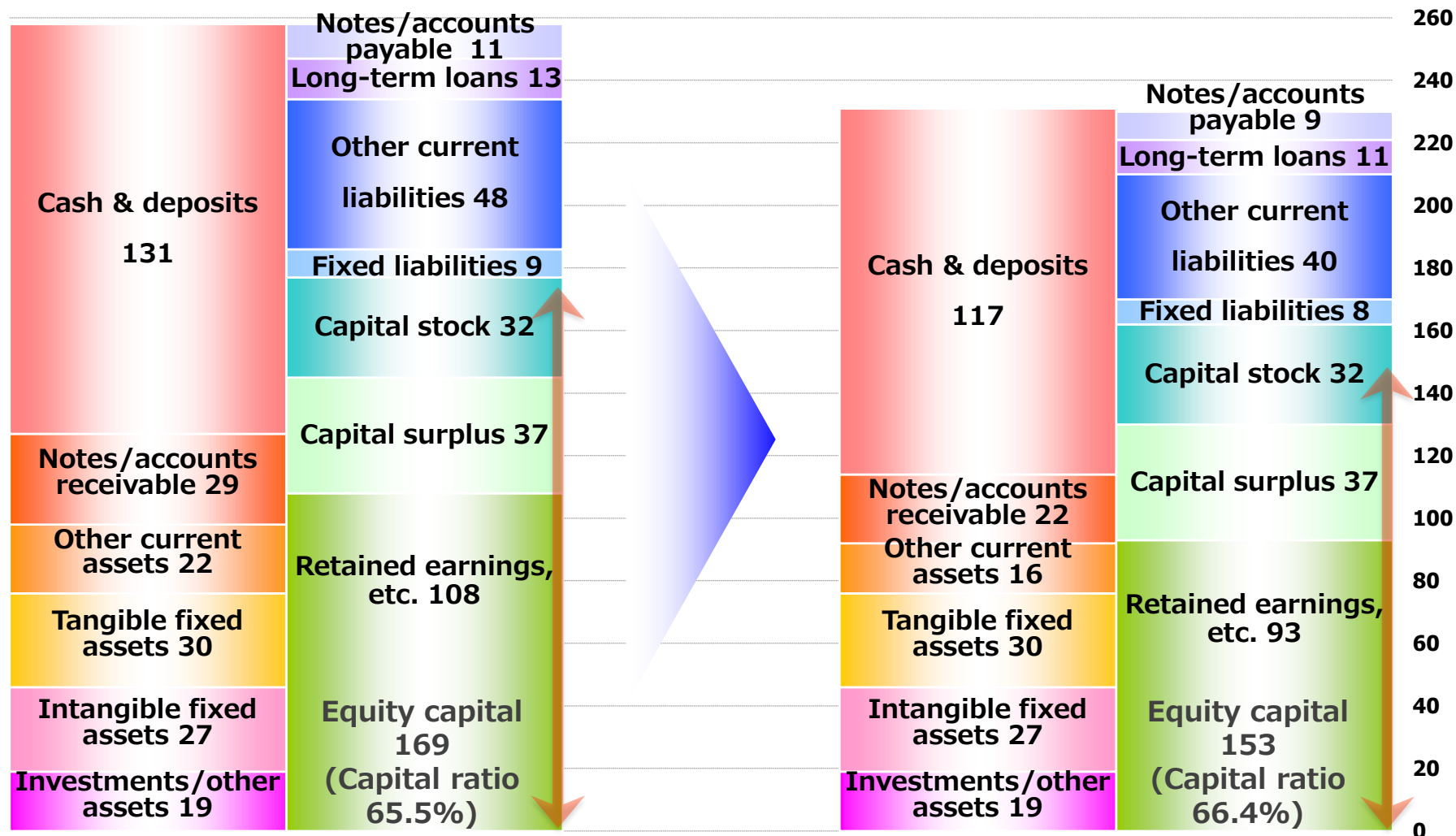
※The adjustment amount is due to the elimination of inter-segment transactions.

FY 2015 Q2 Consolidated Balance Sheet



Faith Consolidated Balance Sheet Information

Unit: 100 million yen



End of March 2015: Total assets ¥25,800 million

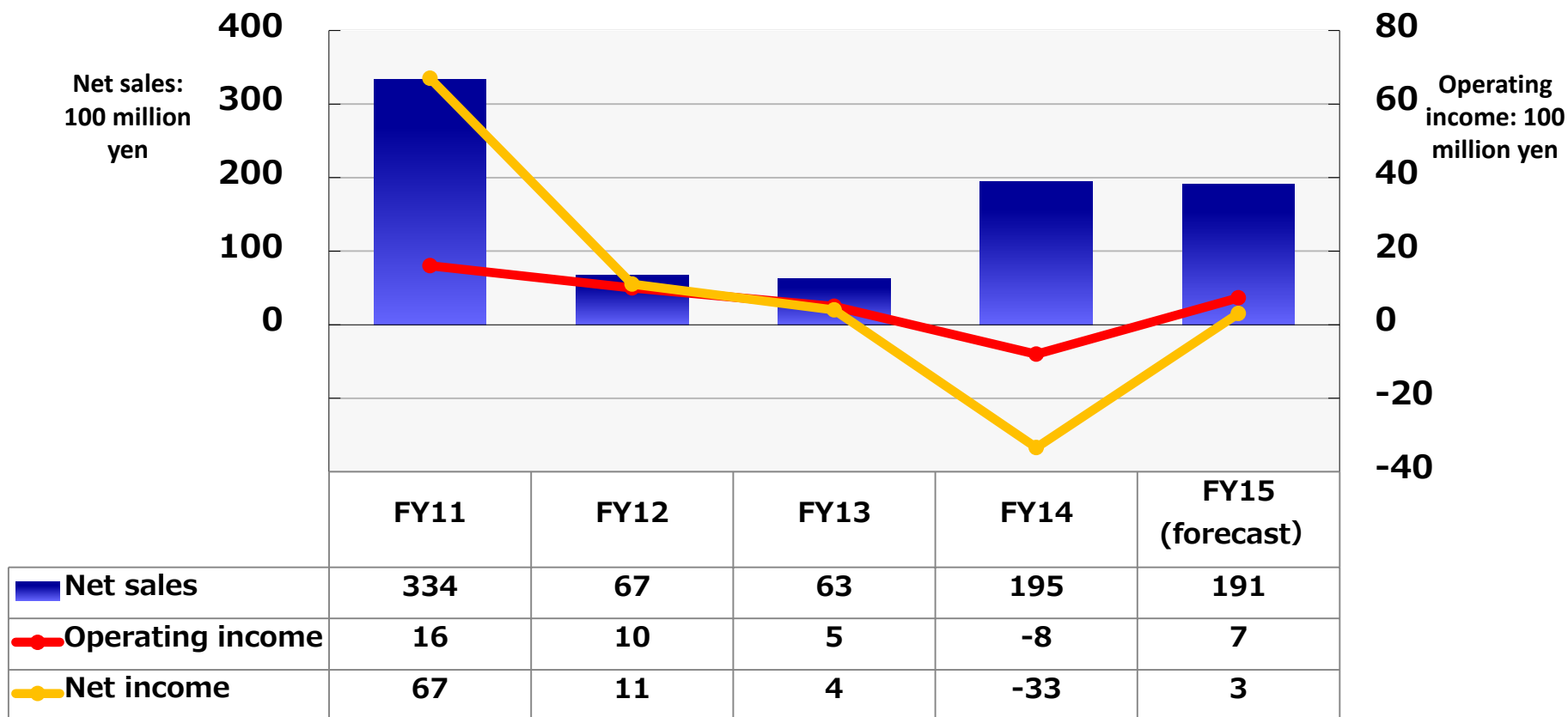
End of September 2015: Total assets ¥23,000 million

FY 2015 Full Year Business Performance Forecast

FY 2015 Full Year Business Performance Forecast



While the Columbia Business's sales are expected to rise, as the Content Business's music distribution service sales are predicted to be lower than originally planned, etc., the full year net sales forecast has been revised downwards compared with the initial forecast. However, due to the Columbia Business's improved profitability resulting from higher sales of products involving secondary use of sound sources, structural reform, etc., operating income and net income attributable to the parent company's shareholders are expected to largely exceed the amounts forecast at the beginning of the year.



*Net income for the current term attributable to shareholders of the parent company

※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 Q2.

FY 2015 Consolidated Business Performance Forecast by Segment



(Unit: million yen)

| | FY14 | FY15 (forecast) | Year-on-year change (amount) | Year-on-year change (%) |
|--|----------------|--------------------|---------------------------------|----------------------------|
| | | | | |
| Net sales | 19,597 | 19,100 | (497) | 2.5% |
| Content Business | 4,550 | 4,965 | 414 | 9.1% |
| Point Service Business | 2,454 | 2,135 | (319) | 13.0% |
| Columbia Business | 12,591 | 12,000 | (591) | 4.7% |
| Operating income | (891) | 730 | 1,621 | — |
| Content Business | 168 | 220 | 51 | 30.9% |
| Point Service Business | 26 | 100 | 73 | 283.2% |
| Columbia Business | (1,104) | 400 | 1,504 | — |
| Adjustment amount* | 18 | 10 | 8 | — |
| Ordinary income | (862) | 720 | 1,582 | — |
| Net income attributable to shareholders of the parent | (3,340) | 360 | 3,700 | — |

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

Reference Materials

FY 2015 Q2 Consolidated Net Sales

(Compared with Previous Fiscal Year)



Unit: million yen



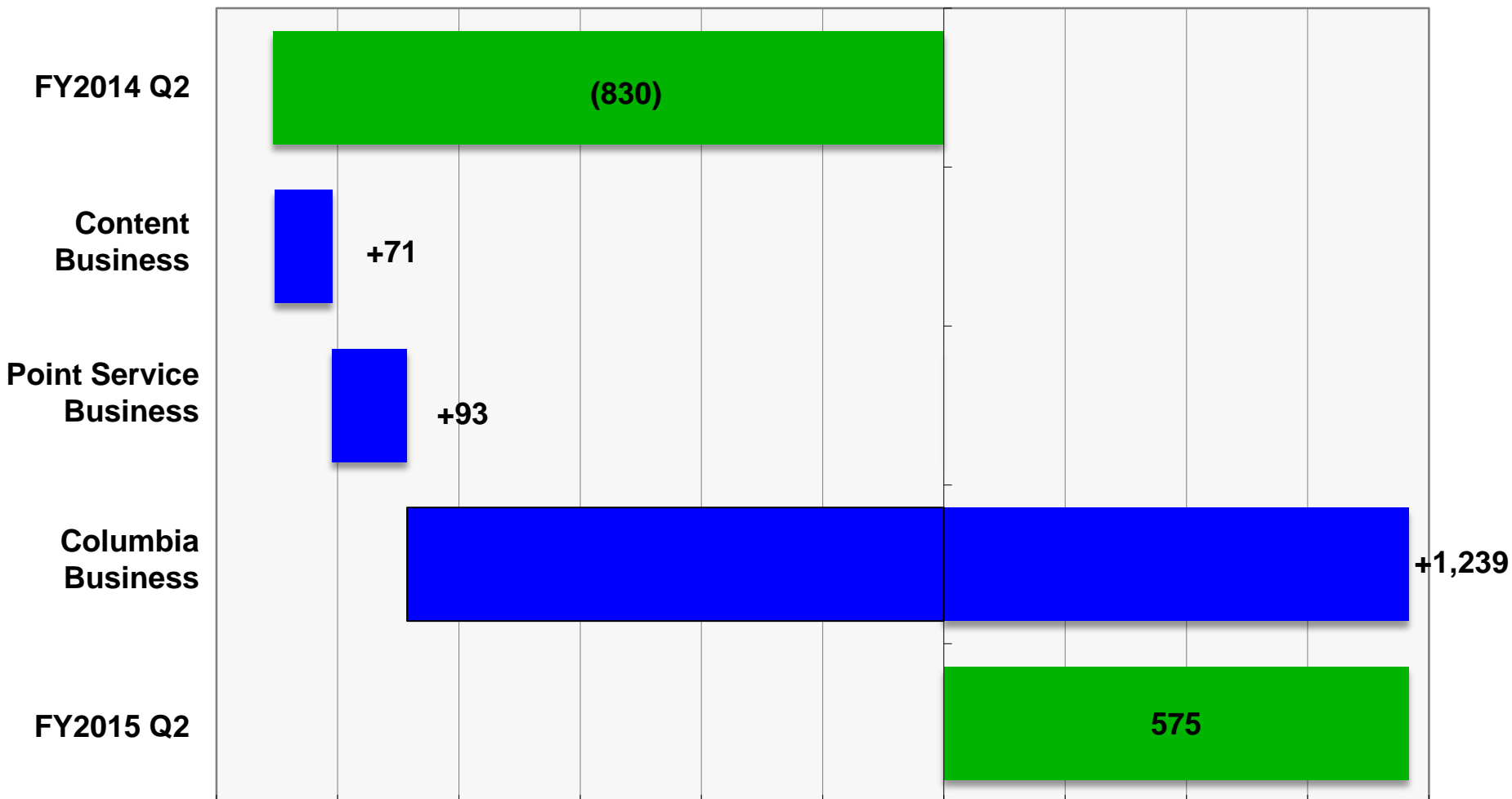
FY 2015 Q2 Consolidated Operating Income

(Compared with Previous Fiscal Year)



Unit: million yen

(900) (750) (600) (450) (300) (150) - 150 300 450 600

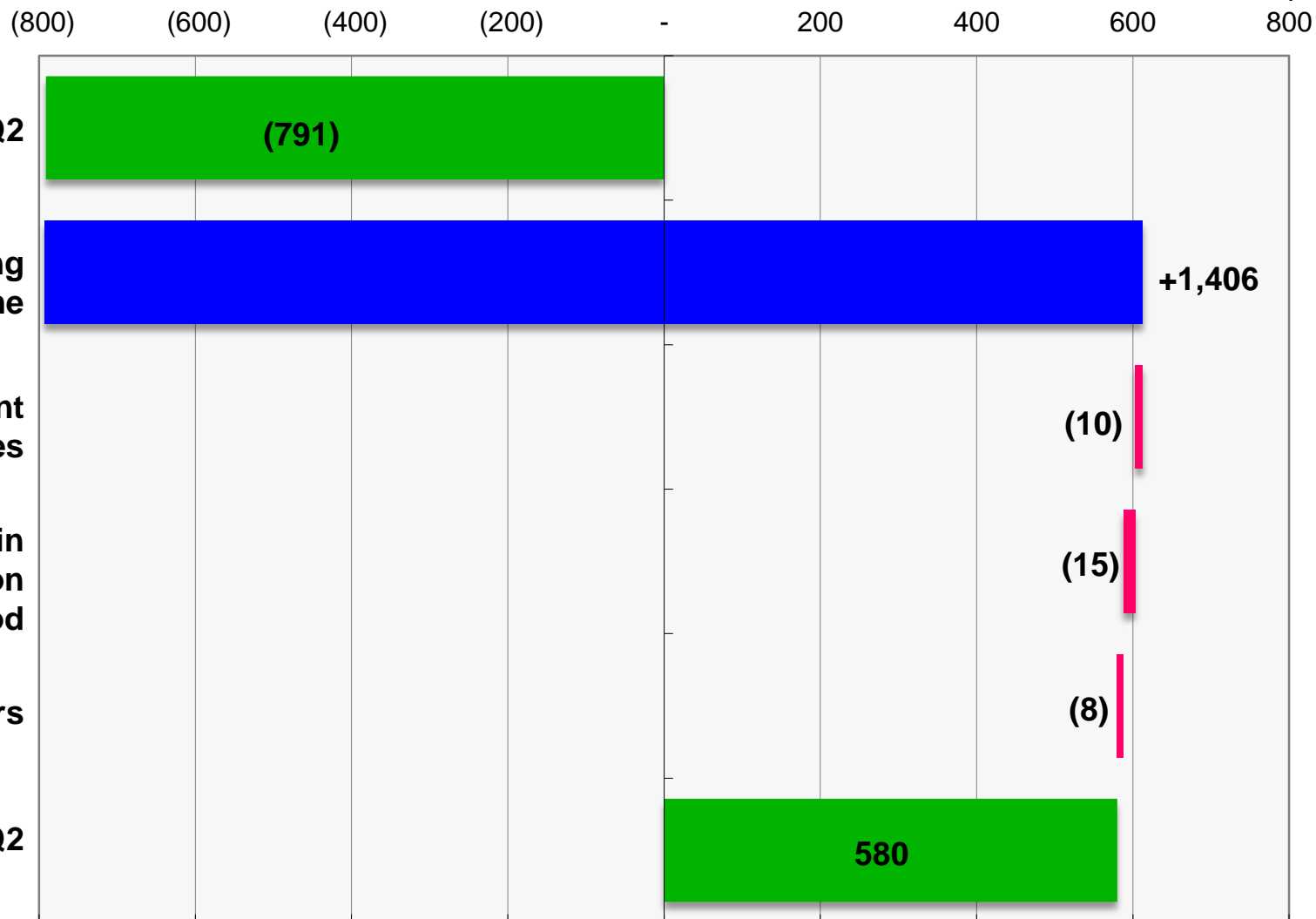


FY 2015 Q2 Consolidated Ordinary Income

(Compared with Previous Fiscal Year)



Unit: million yen

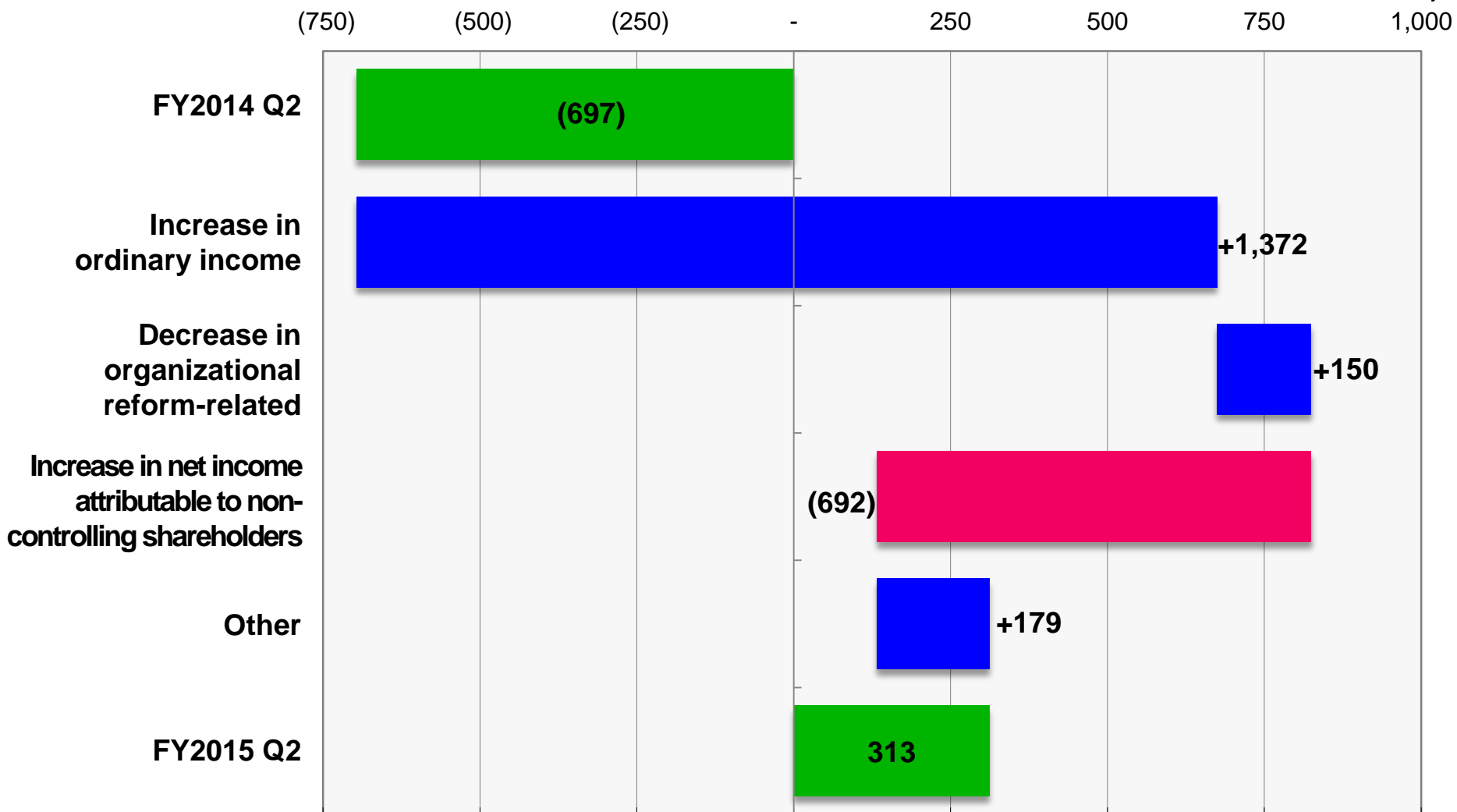


FY2015 Q2 Consolidated Net Income*

(Compared with Previous Fiscal Year)



Unit: million yen



*Consolidated net income is defined as net income for the current term attributable to shareholders of the parent company.

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.