BRIEF STATEMENT OF CONSOLIDATED FINANCIAL RESULTS FOR THE 3rd QUARTER OF THE FISCAL YEAR ENDING MARCH 2011

February 10, 2011

Company name: Faith, Inc. (Stock code 4295, Listed on TSE 1st section)

URL: http://www.faith.co.jp/

Representative: Hajime Hirasawa, CEO/President

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Date of Submission of Securities Report: February 14, 2011

Starting Date of the Dividend Payment: —

Amounts are rounded down to the nearest JPY 1 million.

1. Consolidated Results for FY2010 First Nine Months

(From April1, 2010 to December31, 2010)

(1) Consolidated financial results

Those figures in "%" show increased/decreased ratio compared with the previous 3rd quarter of fiscal term

	Net Sales		Operatir	ng Profit	Recurring Profit		Net Profit	
	Millions of yen	%	Millions of yen	%	Millions of yen	%	Millions of yen	%
FY2010 first nine months	61,061	48.0	1,614	88.1	1,609	107.0	812	41.0
FY2009 first nine months	41,267	4.2	858	Δ34.9	777	Δ19.1	576	178.8

	Net Profit	Diluted Net Profit
	per Share	per Share
	Yen	Yen
FY2010 first nine months	707.60	700.80
FY2009 first nine months	501.94	497.06

(2) Consolidated financial position

	Total Assets	Net Assets	Ratio of Equity Capital	Net Assets per Share
	Millions of yen	Millions of yen	%	Yen
FY2010 first nine months	33,954	14,013	36.9	10,927.18
FY2009	29,963	12,985	39.6	10,327.22

Reference: Equity Capital, the first nine months of FY2010: 12,544 million yen, FY2009: 11,856 million yen

2. Dividends

	Dividends per share							
(Record dates)	1 st Quarter	1 st Quarter Interim 3 rd Quarter Year-end (Annual)						
	yen	yen	yen	yen	yen			
FY2009	_	50.00	_	50.00	100.00			
FY2010	_	50.00						
FY2010(Forecast)				50.00	100.00			

Note: Revisions to the forecast of cash dividends in the current quarter: none

3. Forecasts for the consolidated business results for FY2010

(from April 1, 2010 to March 31, 2011)

The figures in "%" show increased/decreased ratio compared with the previous fiscal year and the previous interim result.

	Net Sales		Operating Profit		Recurring Profit		Net Ir	ncome	Net Income Per Share
	Millions of yen	%	Millions of yen	%	Millions of yen	%	Millions of yen	%	Yen
FY2010	78,000	37.7	1,300	76.9	1,360	116.7	600	_	522.63

Note:Revisions to the forecast of consolidated results in the current quarter : none

4. Others

- (1) Changes in the significant subsidiaries (Accompanying changes in scope of the consolidation): Exclusion: None
- (2) Adoption of simplified accounting practices or specific procedures in preparation of the quarterly consolidated financial reports: Applicable
- (3) Changes in accounting policy, procedure, and presentation in preparation of the quarterly consolidated financial reports (Described in the "Changes in preparing for consolidated financial statements and summary of significant accounting polices")
 - (3)-1. Changes accompanying revisions of accounting standards, etc.: Applicable
 - (3)-2. Changes other than the above: None
- (4)Outstanding shares (common shares)
- (4)-1. Outstanding shares at the end of the fiscal years (including treasury shares):
 - FY2010 3rd quarter: 1,196,000 shares, FY2009: 1,196,000 shares
- (4)-2. Treasury shares at the end of the fiscal years:
 - FY2010 3rd quarter: 47,950 shares, FY2009: 47,950 shares
- (4)- 3. Average number of shares at the interim accounting period

FY2010 3rd quarter: 1,148,050 shares, FY2009 3rd quarter: 1,148,050 shares

Statement regarding the proper use of financial forecasts and other special remarks

These forecasts are based on the Company's current assumptions and beliefs in light of the information currently available to it, and involve known and unknown risks and uncertainties. The Company's actual results may differ materially from those discussed in these forecasts as a result of numerous factors outside of the Company's control.

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^{*} Other special remarks regarding the supplemental document for the quarterly financial results The supplemental document is posted on the company website. (URL: http://www.faith-inc.com/ir/library.html)

1. Qualitative information and financial statements

(1) Qualitative information regarding consolidated operating results

The mobile phone market in Japan is getting matured as the number of subscription exceeded 100 million in 2010, while the number of smartphone shipment increased from 210,000 in fiscal 2007 to over 2.3 million in fiscal 2009, and this trend is expected to continue. As regards media tablet, the number of shipment reached 500,000 in 2010, and the figure is expected to surpass 1.4 million in 2014. In the content market, the information communication technologies and needs of users are getting more diversified and complicated even faster, that mainly reflects development of services based on new demands such as social networking services, or SNS, mobile social games, and video-sharing sites. As the market changes, creation of new business models is sought after.

Against this backdrop during the first three quarters of the consolidated fiscal 2010, the nine months period ended December 31, 2010, the Faith Group has built up a new system that can provide a new framework for content distribution promptly by providing a one-stop service from planning and production of content to designing and construction of platforms, content distribution and charging systems. Under the "multi-content and multi-platform" strategy that aims to create an environment that enables users to enjoy any content whenever and wherever they want, each Group company promotes provision of new services based on its unique ideas by maximizing its strengths and utilizing the Group synergies.

Information on each business segment is as follows:

<Contents Business>

During the period under review, the Group strove to establish a new framework for content distribution and expand and strengthen its operating base in various aspects of music and video market.

Through an integral media program called "MusicBirth+" the Group launched in October 2009, the Group has been steadily promoting a new framework to distribute music by integrating TV, Internet, and mobile phone. An audition in the program linked with the online voting by the viewers gained popularity. This program also sent out a No.1 hit song on a weekly ranking in the rock music category of a ringtone distribution site.

A blockbuster film entitled "Kokuhaku" produced by the Group, Toho Co., Ltd. and other companies won 11 prizes at the 34th Japan Academy Prize including the Picture of the Year prize. In addition, the film was chosen as an entry film from Japan for the best foreign film category of the Academy Awards in the U.S. and the result will be announced in February 2011. The film has sold about 3 million tickets with a box-office record of over \(\frac{1}{4}\)3.8 billion since the release in June 2010.

"Connecting Card" is another project that was planned, produced and launched by the Group. This website provides a highly collectible selection of visual cards carrying images of celebrities such as artists, pop idols and athletes. The site is linked to content downloading sites dealing with music, video, and other audio materials. The Group is continuously working on expanding its lineup.

The Group set up a smartphone corresponding video application called "VIDEMO" in October 2010 with taking the possibility of multi-lingual international distribution and connection with other devices into consideration. The application has downloaded approximately 100,000 times for the first two months. It has been gaining popularity as it was introduced in the media many times.

Net sales in the Content Business for the first nine months of FY2010 was ¥5,625 million, 20.7% down year on year, and operating profit was ¥589 million, 97.8% up year on year.

<Electronic Money Business>

The online game market, a main sector in which electronic money is used, is showing a continuous expansion. Combined with the rapid growth of the mobile social game and other factors, the settlement

amount of WebMoney, which provides easy, secure and convenient solutions, saw a firm increase. To further increase the settlement amount of WebMoney, the Group is striving to expand the customer base mainly by running tie-up campaigns with prominent vendors and recruiting new mobile content providers.

Regarding "manna", an advertisement distribution widget launched jointly with an Internet advertisement company in September 2008, the membership surpassed 200,000. In addition to the existing services of being WebMoney credited by viewing online ads, the Group is to promote connecting "manna" with the Group's content services going forward.

In the effort to expand the user base, the Group promoted WebMoney to become a settlement method at some of the mobile official sites such as "GREE" and "GIGAtch" as the first method other than the conventional charging method provided by each carrier.

Moreover, as part of the effort to expand the online game market, the Group organized "WebMoney Award 2010" and recognized the most popular online games in 2010 based on the online voting from 130,000 users.

Due to the increase of the settlement amount and other factors, net sales in the Electronic Money Business was ¥54,395 million, 63.3% up year on year, and operating profit increased 117.1% year on year to ¥100 million.

<Other Businesses>

Other Businesses that includes revenues from the point-card system business was ¥593 million and operating profit was ¥37 million.

(2) Qualitative information regarding consolidated financial positions

<Assets, Liabilities and Net Assets>

Total assets as of the end of the first nine months of FY2010 increased by ¥3,991 million from the end of the previous consolidated fiscal year to ¥33,954 million. This result is mainly due to the increase in cash and deposits, and accounts and notes receivable, despite the decrease of goodwill caused by amortization.

Total liabilities increased by ¥2,963 million against the end of the previous consolidated fiscal year to ¥19,941 million yen, caused by the increase of trade notes and accounts payable, and allowance for utilized costs, although short-term loans and long-term liabilities decreased.

Total net assets increased by \(\pm\)1,027 million compared to the end of the previous consolidated fiscal year to \(\pm\)14,013 million. These records are due to an increase in retained earnings as the quarterly net profit was posted and also an increase in minority interests, despite the decrease in valuation difference on available-for-sale securities caused by the re-evaluation of available-for-sale securities. The equity capital ratio lowered by 2.7 percentage point to 36.9%.

<Cash Flow>

Cash and cash equivalents as of the end of December 2010 increased by ¥793 million from the end of the previous consolidated fiscal year to ¥9,133 million.

(Cash flows from operating activities)

xCash flows from operating activities provided ¥2,437 million, a 4.5% year on year increase. This is due mainly to the posting of ¥1,588 million of quarterly net profit before income taxes and ¥763 million of amortization of goodwill. Also, accounts and notes payable-trade increased ¥3,878. These factors offset the posting of ¥5,074 million of increase in accounts and notes receivable-trade and ¥572 million in income taxes paid.

(Cash flows from investing activities)

Cash flows from investing activities provided \(\frac{\pmathbf{4}}{429}\) million compared to the same period in the previous fiscal year when \(\frac{\pmathbf{1}}{1},236\) million was used. The provision of \(\frac{\pmathbf{1}}{1},900\) million in proceeds from withdrawal of time deposits offset the factors such as \(\frac{\pmathbf{1}}{1},440\) million was used in expenditure for deposit of time deposits and \(\frac{\pmathbf{2}}{238}\) million was used in expenditures for acquisition of tangible fixed assets.

(Cash flows from financing activities)

Cash flows from financing activities used \$2,041 million during the fiscal period under review, compared to \$1,335 million used during the same period in the previous fiscal year.

The main factors were that ¥111 million was used for payment of dividends and ¥1,943 million was

used in expenditure for repayment of long-term loans.

(3) Qualitative information regarding forecast of consolidated financial results

By the end of the first three quarters of the consolidated FY2010, the nine months period ended December 31, 2010, the results in operating profit, recurring profit, and net profit already surpassed the forecast announced on November 4, 2010 in the Consolidated Forecast for FY2010, as the Electronic Money Business is seeing continuously strong growth. Currently the forecast for FY2010 is under review by factoring in the market conditions and the management environment during the 4th quarter of FY2010. In case the Group determines that the forecast are necessary to be revised, the Group is to promptly issue revised full year forecasts.

2. Others

- (1) Changes in Significant Consolidated Subsidiaries: None
- (2) Adoption of Simplified Methods in Accounting Methods

(Simplified methods in accounting methods):

- 1. Computation method used for estimating bad debts in general receivables
 - As the actual percentage of credit losses recorded at the end of the current quarter proved to be not significantly different from what was estimated at the previous fiscal year end, the estimated bad debt is computed based on the actual percentage of credit losses at the previous fiscal year end.
- 2. Computation method used for estimating amortization of tangible assets
 - Assets which are applying fixed percentage method are computed on a pro-rata basis from the amount for the consolidated fiscal year ending March 31, 2010.

(Specific procedures in preparation of the quarterly consolidated financial reports)

Tax expenses are calculated by multiplying the amount of quarterly net profit before tax deduction and the estimated effective tax rates, which is estimated as an effective tax rates applied to the tax effect accounting, by the amount of consolidated net profit including the 3rd quarter of the financial period and before tax deduction.

- (3) Changes in Accounting Principles, Procedures, and Disclosure Methods (Change in accounting standards)
 - 1. Application of "Accounting Standard for Equity Method of Accounting for Investment" and "Practical Solution on Unification of Accounting Policies Applied to Associates Accounted for Using the Equity Method"

From the first quarter of FY2010, the Group applies the "Accounting Standard for Equity Method of Accounting for Investment" (Accounting Standards Board of Japan [ASBJ] Statement No.16 of March 10, 2008) and the "Practical Solution on Unification of Accounting Policies Applied to Associates Accounted for Using the Equity Method" (ASBJ PITF No.24 of March 10, 2008). There is no impact on the Group's consolidated financial statements for quarter as a result of this change.

2. Application of "Accounting Standard for Asset Retirement Obligations" From the first quarter of FY2010, the Group applies the "Accounting Standard for Asset Retirement Obligations" (ASBJ Statement No.18 of March 31, 2008) and the "Guidance on Accounting Standard for Asset Retirement Obligations" (ASBJ Guidance No.21 of March 31, 2008). Herewith, both operating profit and recurring profit decreased by \(\frac{4}{2}\),839 thousand and quarterly net profit before income taxes decreased \(\frac{4}{2}\),092 thousand.

(Change in presentation)

Based on the "Accounting Standard for Consolidated Financial Statements" (ASBJ Statement No.22 of December 26, 2008), the Group applies the "Cabinet Office Ordinance Partially Revising Regulation on Terminology, Forms and Preparation of Financial Statements" (Cabinet Office Ordinance No.5 of March 24, 2009). As a result, "Income before minority interests" is included in the consolidated financial statements for the 3rd quarter of FY2010.

(4) Explanatory Note regarding Premise of a Going Concern Not applicable

3. Consolidated Financial Statement for the 3rd quarter (1) Consolidated Balance Sheet for the 3rd quarter

(Unit: thousands of yen)

	The 3rd quarter of FY2010	FY2009
	(As of December 31,2010)	(As of March 31, 2010)
(Assets)		
Current assets		
Cash and deposits	9,884,412	9,050,487
Accounts and notes receivable	11,370,722	6,303,169
Marketable securities	339,486	740,147
Commercial products	48,205	64,466
Products in progress	15,697	10,465
Primary materials and inventory goods	11,428	12,188
Deferred tax assets	300,267	300,267
Others	488,016	811,197
Allowance for doubtful accounts	△52,083	△35,725
Total current assets	22,406,154	17,256,664
Fixed assets	<u> </u>	
Tangible fixed assets	2,931,289	2,916,674
Intangible fixed assets	, ,	, ,
Goodwill	692,265	1,470,111
Others	393,303	390,316
Total intangible fixed assets	1,085,568	1,860,428
Investment and other assets		
Investment securities	7,358,774	7,454,631
Others	362,733	638,063
Allowance for doubtful receivable	Δ189,955	△167,805
Total investments and other assets	7,531,552	7,924,889
Total fixed assets	11,548,410	12,701,991
Differed assets		4,567
Total assets	33,954,564	29,963,224
(Liabilities)		27,703,224
Current liabilities		
Trade notes and Accounts payable	11,065,000	7,184,384
Short-term loans	799,984	2,419,904
Income taxes payable	274,219	394,726
Allowance for utilized costs	5,087,223	3,571,039
Allowance for points	241,406	270,478
Allowance for bonus payments	70,064	70,208
Allowance for relocation	-	205,720
Others	876,483	991,668
Total current liabilities	18,414,382	15,108,130
Fixed liabilities	10,414,302	13,100,130
Long-term liabilities	1,233,364	1,556,992
Deferred tax liabilities	187,981	1,330,342
Allowance for retirement benefits	92,651	83,075
Others	13,183	29,684
Total fixed liabilities	1,527,180	1,869,467
Total liabilities		16,977,598
i otai naunities	19,941,562	10,977,398

	The 3rd quarter of FY2010	FY2009
	(As of December 31,2010)	(As of March 31, 2010)
(Net assets)		
Shareholder's equity		
Common stock	3,218,000	3,218,000
Capital surplus	3,708,355	3,708,355
Retained earning	6,186,704	5,489,146
Treasury stock	△651,377	△651,377
Total shareholder's equity	12,461,682	11,764,124
Valuation and translation adjustments		
Valuation difference on available-for-sale securities	274,857	292,095
Foreign currency translation adjustments	△191,595	$\triangle 200,050$
Total valuation and translation adjustments	83,262	92,044
Minority interests	1,468,056	1,129,455
Total net assets	14,013,001	12,985,625
Total liability and net assets	33,954,564	29,963,224

(2) Consolidated Profit and Loss Statement for the 3rd quarter of the fiscal year (April 1, 2010 through December 31, 2010)

(Thousands of yen)

	the 3rd quarter of FY2009	the 3rd quarter of FY2010
	(As of December 31, 2009)	(As of December 31, 2010)
Net sales	41,267,987	61,061,099
Cost of Sales	33,668,433	52,954,473
Gross profit	7,599,554	8,106,626
Selling, general and administrative expenses	6,741,224	6,491,968
Operating profit	858,329	1,614,658
Non-operating profit		
Interest income	28,824	5,723
Dividend income	16,105	4,701
Interest securities	10,397	34,449
Equity method investment gain		59,918
Miscellaneous receipts	21,995	5,100
Total non-operating profit	77,322	109,892
Non-operating expenses		
Interest expense	34,387	28,032
Investment profit on equity method	64,156	-
Exchange loss	25,768	50,924
Transfer to allowance for bad debt	15,368	30,018
Miscellaneous expense	18,308	5,811
Total non-operating expenses	157,990	114,786
Recurring profit	777,662	1,609,764
Extraordinary profit		
Gain on disposal of investment securities	671,399	19,479
Gain on sale of shares of affiliated company	110,256	2,528
Gain on transfer of operation	6,700	-
Others	39,979	5,077
Total extraordinary profit	828,335	27,085
Extraordinary loss		
Loss from disposal of fixed assets	138,734	-
Loss from investment securities valuation	30,131	14,750
Loss from changes in shareholder equity	-	11,537
Loss from disposal of operation	84,724	-
Loss from transfer of operation	3,395	-
Effect of asset retirement obligations	-	17,253
Others	16,723	4,934
Total extraordinary loss	273,709	48,476
Quarterly net profit before income taxes	1,332,288	1,588,372
Corporate, local, and business taxes	572,990	455,307
Income taxes for retroactive year	108,540	-
Income before minority interests	-	1,133,065
Income or Loss on minority shareholders	74,503	320,702
Quarterly net profit	576,254	812,362

(3) Consolidated Statements of Cash Flows for the 3rd quarter of the fiscal year (April 1, 2010 through December 31, 2010)

(Thousands of yen)

	the 3rd quarter of FY2009	the 3rd quarter of FY2010
	(As of December 31, 2009)	(As of December 31, 2010)
Cash flow from operating activities		
Quarterly net profit before income taxes	1,332,288	1,588,372
Depreciation and amortization	263,715	201,293
Amortization of goodwill	1,678,875	763,208
Increase (decrease) in allowance for doubtful accounts	Δ123,568	38,507
Increase (decrease) in reserve for bonus	Δ43,835	Δ143
Increase (decrease) in allowance for utilized cost	990,105	1,516,183
Increase (decrease) in allowance for points	Δ80,710	Δ29,071
Increase in allowance for retirement benefits	5,008	9,576
Decrease in reserve for loss from disposal of subsidiary	y -	Δ205,720
Interest and dividends income	Δ44,929	Δ10,424
Interest on securities	Δ10,397	△34,449
Interest expenses	34,387	28,032
Foreign exchange loss	20,779	14,681
Gain on sale of investment securities	Δ671,399	Δ19,479
Gain on sale of shares in affiliates	Δ110,256	Δ2,528
Valuation Loss on investment securities	30,131	14,750
Loss from investment in equity method	64,156	Δ59,918
Loss from equity movement	16,723	11,537
Loss from disposal of fixed assets	Δ2,706	Δ1,061
loss from sale of fixed assets	138,724	4,897
Gain on disposal of business	84,724	-
Effect of asset retirement obligations	-	17,253
Decrease in accounts and notes receivable-trade	Δ1,346,684	Δ5,074,222
Decrease (increase) in inventories	67,821	11,789
Decrease in accounts and notes payable-trade	607,595	3,878,069
Decrease in consumption taxes receivable	-	45,594
Increase in consumption taxes receivable	8,376	55,774
Others	Δ434,326	210,344
Sub-total	2,474,610	2,972,847
Interest and dividends received	50,360	44,035
Interest expenses paid	Δ25,809	Δ27,011
Income taxes refunded	97,174	20,583
Income taxes paid	Δ263,618	Δ572,775
Cash flow from operating activities	2,332,717	2,437,678

Cash flow from investing activitiesExpenditure for deposit of time deposits $\triangle 3,320,000$ $\triangle 1,440,000$ Proceeds from withdrawal of time deposits $4,350,096$ $1,900,000$ Expenditures for acquisition of tangible fixed assets $\triangle 68,986$ $\triangle 238,782$ Income from disposal of tangible fixed assets $9,325$ $5,510$ Expenditure for acquisition of software $\triangle 24,007,245$ $\triangle 42,257$ Expenditure for acquisition of investment securities $1,795,750$ $27,226$ Income from disposal of investment securities $1,795,750$ $27,226$ Income from deposits collection $54,352$ 359 Income from deposits collection $54,352$ 359 Net cash flow used in investing activities $\triangle 1,236,274$ $429,460$ Cash flow from financing activities $\triangle 1,035,770$ $\triangle 1,943,548$ Proceeds from payment of long-term loans $\triangle 1,035,770$ $\triangle 1,943,548$ Proceeds from payment from minorities $\triangle 1,1,11,670$ $\triangle 1,11,570$ Expenditure for repument of shares to minorities $\triangle 28,858$ $\triangle 29,493$ Expenditure for dividends to minorities $\triangle 18,1472$ $-$ Expenditure for purchase of shares from minorities $\triangle 18,1472$ $-$ Expenditure for purchase of shares from minorities $\triangle 18,1472$ $-$ Expenditure for purchase of shares from minorities $\triangle 18,1472$ $-$ Expenditure for purchase of shares from minorities $\triangle 18,135,517$ $\triangle 2,041,586$ Effect of exchange rate on cash and cash equivalents $\triangle 22,2976$ $\triangle 32,2$		the 3rd quarter of FY2009	the 3rd quarter of FY2010
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Income from disposal of tangible fixed assets $9,325$ $5,510$ Expenditure for acquisition of software $\triangle 224,226$ $\triangle 42,257$ Expenditure for acquisition of investment securities $\triangle 4,007,245$ -Income from disposal of investment securities $1,795,750$ $27,226$ Income from sale of shares of affiliated company $155,662$ -Income from loans collection $54,352$ 359 Income from deposits collection- $217,420$ Others $18,997$ $\triangle 15$ Net cash flow used in investing activities $\triangle 1,236,274$ $429,460$ Cash flow from financing activities $\triangle 1,035,770$ $\triangle 1,943,548$ Proceeds from payment of long-term loans $\triangle 1,035,770$ $\triangle 1,943,548$ Proceeds from payment from minorities $61,435$ $43,031$ Payment of dividends $\triangle 111,167$ $\triangle 111,576$ Expenditure for dividends to minorities $\triangle 28,858$ $\triangle 29,493$ Expenditure for refund of shares to minorities $\triangle 181,472$ -Expenditure for purchase of shares from minorities $\triangle 39,685$ -Net cash flow used in financing activities $\triangle 1,335,517$ $\triangle 2,041,586$ Effect of exchange rate on cash and cash equivalents $\triangle 22,976$ $\triangle 32,227$ Net increase or decrease in cash and cash equivalents $\triangle 262,051$ $793,325$ Cash and cash equivalents at beginning of year $10,649,135$ $8,340,635$	Proceeds from withdrawal of time deposits	4,350,096	1,900,000
Expenditure for acquisition of software $\triangle 224,226$ $\triangle 42,257$ Expenditure for acquisition of investment securities $\triangle 4,007,245$ -Income from disposal of investment securities $1,795,750$ $27,226$ Income from sale of shares of affiliated company $155,662$ -Income from loans collection $54,352$ 359 Income from deposits collection- $217,420$ Others $18,997$ $\triangle 15$ Net cash flow used in investing activities $\triangle 1,236,274$ $429,460$ Cash flow from financing activitiesExpenditure for repayment of long-term loans $\triangle 1,035,770$ $\triangle 1,943,548$ Proceeds from payment from minorities $61,435$ $43,031$ Payment of dividends $\triangle 111,167$ $\triangle 111,576$ Expenditure for dividends to minorities $\triangle 28,858$ $\triangle 29,493$ Expenditure for refund of shares to minorities $\triangle 181,472$ -Expenditure for purchase of shares from minorities $\triangle 39,685$ -Net cash flow used in financing activities $\triangle 1,335,517$ $\triangle 2,041,586$ Effect of exchange rate on cash and cash equivalents $\triangle 22,976$ $\triangle 32,227$ Net increase or decrease in cash and cash equivalents $\triangle 262,051$ $793,325$ Cash and cash equivalents at beginning of year $10,649,135$ $8,340,635$	Expenditures for acquisition of tangible fixed assets	△68,986	△238,782
Expenditure for acquisition of investment securities $\triangle 4,007,245$ -Income from disposal of investment securities $1,795,750$ $27,226$ Income from sale of shares of affiliated company $155,662$ -Income from loans collection $54,352$ 359 Income from deposits collection- $217,420$ Others $18,997$ $\triangle 15$ Net cash flow used in investing activities $\triangle 1,236,274$ $429,460$ Cash flow from financing activities $\triangle 1,035,770$ $\triangle 1,943,548$ Expenditure for repayment of long-term loans $\triangle 1,035,770$ $\triangle 1,943,548$ Proceeds from payment from minorities $61,435$ $43,031$ Payment of dividends $\triangle 111,167$ $\triangle 111,576$ Expenditure for dividends to minorities $\triangle 28,858$ $\triangle 29,493$ Expenditure for refund of shares to minorities $\triangle 181,472$ -Expenditure for purchase of shares from minorities $\triangle 39,685$ -Net cash flow used in financing activities $\triangle 1,335,517$ $\triangle 2,041,586$ Effect of exchange rate on cash and cash equivalents $\triangle 22,976$ $\triangle 32,227$ Net increase or decrease in cash and cash equivalents $\triangle 262,051$ $793,325$ Cash and cash equivalents at beginning of year $10,649,135$ $8,340,635$	Income from disposal of tangible fixed assets	9,325	5,510
Income from disposal of investment securities $1,795,750$ $27,226$ Income from sale of shares of affiliated company $155,662$ -Income from loans collection $54,352$ 359 Income from deposits collection- $217,420$ Others $18,997$ $\Delta 15$ Net cash flow used in investing activities $\Delta 1,236,274$ $429,460$ Cash flow from financing activitiesExpenditure for repayment of long-term loans $\Delta 1,035,770$ $\Delta 1,943,548$ Proceeds from payment from minorities $61,435$ $43,031$ Payment of dividends $\Delta 111,167$ $\Delta 111,576$ Expenditure for dividends to minorities $\Delta 28,858$ $\Delta 29,493$ Expenditure for refund of shares to minorities $\Delta 181,472$ -Expenditure for purchase of shares from minorities $\Delta 181,472$ -Net cash flow used in financing activities $\Delta 1,335,517$ $\Delta 2,041,586$ Effect of exchange rate on cash and cash equivalents $\Delta 22,976$ $\Delta 32,227$ Net increase or decrease in cash and cash equivalents $\Delta 262,051$ $793,325$ Cash and cash equivalents at beginning of year $10,649,135$ $8,340,635$	Expenditure for acquisition of software	△224,226	△42,257
Income from sale of shares of affiliated company $155,662$ -Income from loans collection $54,352$ 359 Income from deposits collection- $217,420$ Others $18,997$ $\triangle 15$ Net cash flow used in investing activities $\triangle 1,236,274$ $429,460$ Cash flow from financing activitiesExpenditure for repayment of long-term loans $\triangle 1,035,770$ $\triangle 1,943,548$ Proceeds from payment from minorities $61,435$ $43,031$ Payment of dividends $\triangle 111,167$ $\triangle 111,576$ Expenditure for dividends to minorities $\triangle 28,858$ $\triangle 29,493$ Expenditure for refund of shares to minorities $\triangle 181,472$ -Expenditure for purchase of shares from minorities $\triangle 39,685$ -Net cash flow used in financing activities $\triangle 1,335,517$ $\triangle 2,041,586$ Effect of exchange rate on cash and cash equivalents $\triangle 22,976$ $\triangle 32,227$ Net increase or decrease in cash and cash equivalents $\triangle 262,051$ $793,325$ Cash and cash equivalents at beginning of year $10,649,135$ $8,340,635$	Expenditure for acquisition of investment securities	△4,007,245	-
Income from loans collection $54,352$ 359 Income from deposits collection- $217,420$ Others $18,997$ $\triangle 15$ Net cash flow used in investing activities $\triangle 1,236,274$ $429,460$ Cash flow from financing activitiesExpenditure for repayment of long-term loans $\triangle 1,035,770$ $\triangle 1,943,548$ Proceeds from payment from minorities $61,435$ $43,031$ Payment of dividends $\triangle 111,167$ $\triangle 111,576$ Expenditure for dividends to minorities $\triangle 28,858$ $\triangle 29,493$ Expenditure for refund of shares to minorities $\triangle 181,472$ -Expenditure for purchase of shares from minorities $\triangle 39,685$ -Net cash flow used in financing activities $\triangle 1,335,517$ $\triangle 2,041,586$ Effect of exchange rate on cash and cash equivalents $\triangle 22,976$ $\triangle 32,227$ Net increase or decrease in cash and cash equivalents $\triangle 262,051$ $793,325$ Cash and cash equivalents at beginning of year $10,649,135$ $8,340,635$	Income from disposal of investment securities	1,795,750	27,226
Income from deposits collection- $217,420$ Others $18,997$ $\triangle 15$ Net cash flow used in investing activities $\triangle 1,236,274$ $429,460$ Cash flow from financing activities $Expenditure for repayment of long-term loans$ $\triangle 1,035,770$ $\triangle 1,943,548$ Proceeds from payment from minorities $61,435$ $43,031$ Payment of dividends $\triangle 111,167$ $\triangle 111,576$ Expenditure for dividends to minorities $\triangle 28,858$ $\triangle 29,493$ Expenditure for refund of shares to minorities $\triangle 181,472$ -Expenditure for purchase of shares from minorities $\triangle 39,685$ -Net cash flow used in financing activities $\triangle 1,335,517$ $\triangle 2,041,586$ Effect of exchange rate on cash and cash equivalents $\triangle 22,976$ $\triangle 32,227$ Net increase or decrease in cash and cash equivalents $\triangle 262,051$ $793,325$ Cash and cash equivalents at beginning of year $10,649,135$ $8,340,635$	Income from sale of shares of affiliated company	155,662	-
Others $18,997$ $\triangle 15$ Net cash flow used in investing activities $\triangle 1,236,274$ $429,460$ Cash flow from financing activities $Expenditure for repayment of long-term loans$ $\triangle 1,035,770$ $\triangle 1,943,548$ Proceeds from payment from minorities $61,435$ $43,031$ Payment of dividends $\triangle 111,167$ $\triangle 111,576$ Expenditure for dividends to minorities $\triangle 28,858$ $\triangle 29,493$ Expenditure for refund of shares to minorities $\triangle 181,472$ $-$ Expenditure for purchase of shares from minorities $\triangle 39,685$ $-$ Net cash flow used in financing activities $\triangle 1,335,517$ $\triangle 2,041,586$ Effect of exchange rate on cash and cash equivalents $\triangle 22,976$ $\triangle 32,227$ Net increase or decrease in cash and cash equivalents $\triangle 262,051$ $793,325$ Cash and cash equivalents at beginning of year $10,649,135$ $8,340,635$	Income from loans collection	54,352	359
Net cash flow used in investing activities $\triangle 1,236,274$ $429,460$ Cash flow from financing activities $Expenditure for repayment of long-term loans\triangle 1,035,770\triangle 1,943,548Proceeds from payment from minorities61,43543,031Payment of dividends\triangle 111,167\triangle 111,576Expenditure for dividends to minorities\triangle 28,858\triangle 29,493Expenditure for refund of shares to minorities\triangle 181,472-Expenditure for purchase of shares from minorities\triangle 39,685-Net cash flow used in financing activities\triangle 1,335,517\triangle 2,041,586Effect of exchange rate on cash and cash equivalents\triangle 22,976\triangle 32,227Net increase or decrease in cash and cash equivalents\triangle 262,051793,325Cash and cash equivalents at beginning of year10,649,1358,340,635$	Income from deposits collection	-	217,420
Cash flow from financing activitiesExpenditure for repayment of long-term loans $\triangle 1,035,770$ $\triangle 1,943,548$ Proceeds from payment from minorities $61,435$ $43,031$ Payment of dividends $\triangle 111,167$ $\triangle 111,576$ Expenditure for dividends to minorities $\triangle 28,858$ $\triangle 29,493$ Expenditure for refund of shares to minorities $\triangle 181,472$ -Expenditure for purchase of shares from minorities $\triangle 39,685$ -Net cash flow used in financing activities $\triangle 1,335,517$ $\triangle 2,041,586$ Effect of exchange rate on cash and cash equivalents $\triangle 22,976$ $\triangle 32,227$ Net increase or decrease in cash and cash equivalents $\triangle 262,051$ $793,325$ Cash and cash equivalents at beginning of year $10,649,135$ $8,340,635$	Others	18,997	△15
Expenditure for repayment of long-term loans $\triangle 1,035,770$ $\triangle 1,943,548$ Proceeds from payment from minorities $61,435$ $43,031$ Payment of dividends $\triangle 111,167$ $\triangle 111,576$ Expenditure for dividends to minorities $\triangle 28,858$ $\triangle 29,493$ Expenditure for refund of shares to minorities $\triangle 181,472$ -Expenditure for purchase of shares from minorities $\triangle 39,685$ -Net cash flow used in financing activities $\triangle 1,335,517$ $\triangle 2,041,586$ Effect of exchange rate on cash and cash equivalents $\triangle 22,976$ $\triangle 32,227$ Net increase or decrease in cash and cash equivalents $\triangle 262,051$ $793,325$ Cash and cash equivalents at beginning of year $10,649,135$ $8,340,635$	Net cash flow used in investing activities	△1,236,274	429,460
Proceeds from payment from minorities $61,435$ $43,031$ Payment of dividends $\triangle 111,167$ $\triangle 111,576$ Expenditure for dividends to minorities $\triangle 28,858$ $\triangle 29,493$ Expenditure for refund of shares to minorities $\triangle 181,472$ -Expenditure for purchase of shares from minorities $\triangle 39,685$ -Net cash flow used in financing activities $\triangle 1,335,517$ $\triangle 2,041,586$ Effect of exchange rate on cash and cash equivalents $\triangle 22,976$ $\triangle 32,227$ Net increase or decrease in cash and cash equivalents $\triangle 262,051$ $793,325$ Cash and cash equivalents at beginning of year $10,649,135$ $8,340,635$	Cash flow from financing activities		
Payment of dividends $\triangle 111,167$ $\triangle 111,576$ Expenditure for dividends to minorities $\triangle 28,858$ $\triangle 29,493$ Expenditure for refund of shares to minorities $\triangle 181,472$ -Expenditure for purchase of shares from minorities $\triangle 39,685$ -Net cash flow used in financing activities $\triangle 1,335,517$ $\triangle 2,041,586$ Effect of exchange rate on cash and cash equivalents $\triangle 22,976$ $\triangle 32,227$ Net increase or decrease in cash and cash equivalents $\triangle 262,051$ $793,325$ Cash and cash equivalents at beginning of year $10,649,135$ $8,340,635$	Expenditure for repayment of long-term loans	△1,035,770	△1,943,548
Expenditure for dividends to minorities $\triangle 28,858$ $\triangle 29,493$ Expenditure for refund of shares to minorities $\triangle 181,472$ -Expenditure for purchase of shares from minorities $\triangle 39,685$ -Net cash flow used in financing activities $\triangle 1,335,517$ $\triangle 2,041,586$ Effect of exchange rate on cash and cash equivalents $\triangle 22,976$ $\triangle 32,227$ Net increase or decrease in cash and cash equivalents $\triangle 262,051$ $793,325$ Cash and cash equivalents at beginning of year $10,649,135$ $8,340,635$	Proceeds from payment from minorities	61,435	43,031
Expenditure for refund of shares to minorities $\triangle 181,472$ -Expenditure for purchase of shares from minorities $\triangle 39,685$ -Net cash flow used in financing activities $\triangle 1,335,517$ $\triangle 2,041,586$ Effect of exchange rate on cash and cash equivalents $\triangle 22,976$ $\triangle 32,227$ Net increase or decrease in cash and cash equivalents $\triangle 262,051$ $793,325$ Cash and cash equivalents at beginning of year $10,649,135$ $8,340,635$	Payment of dividends	△111,167	△111,576
Expenditure for purchase of shares from minorities $\triangle 39,685$ -Net cash flow used in financing activities $\triangle 1,335,517$ $\triangle 2,041,586$ Effect of exchange rate on cash and cash equivalents $\triangle 22,976$ $\triangle 32,227$ Net increase or decrease in cash and cash equivalents $\triangle 262,051$ $793,325$ Cash and cash equivalents at beginning of year $10,649,135$ $8,340,635$	Expenditure for dividends to minorities	△28,858	△29,493
Net cash flow used in financing activities $\triangle 1,335,517$ $\triangle 2,041,586$ Effect of exchange rate on cash and cash equivalents $\triangle 22,976$ $\triangle 32,227$ Net increase or decrease in cash and cash equivalents $\triangle 262,051$ $793,325$ Cash and cash equivalents at beginning of year $10,649,135$ $8,340,635$	Expenditure for refund of shares to minorities	△181,472	-
Effect of exchange rate on cash and cash equivalents $\triangle 22,976$ $\triangle 32,227$ Net increase or decrease in cash and cash equivalents $\triangle 262,051$ $793,325$ Cash and cash equivalents at beginning of year $10,649,135$ $8,340,635$	Expenditure for purchase of shares from minorities	△39,685	-
Net increase or decrease in cash and cash equivalents $\triangle 262,051$ $793,325$ Cash and cash equivalents at beginning of year $10,649,135$ $8,340,635$	Net cash flow used in financing activities	△1,335,517	△2,041,586
Cash and cash equivalents at beginning of year 10,649,135 8,340,635	Effect of exchange rate on cash and cash equivalents	△22,976	△32,227
	Net increase or decrease in cash and cash equivalents	△262,051	793,325
Cash and cash equivalents at end of year 10,387,084 9,133,960	Cash and cash equivalents at beginning of year	10,649,135	8,340,635
	Cash and cash equivalents at end of year	10,387,084	9,133,960

(4) Explanatory note regarding premise of a going concern Not applicable

(5) Segment Information

[Business segment information]

3rd quarter of FY2009 (April 1, 2009 through December 31, 2009)

(Unit: thousands of yen)

	Content services	Electronic Money	Other businesses	Total	Eliminations/ Corporate	Consolidated
Net sales 1) Sales to outside customers	7,096,385	33,312,999	858,602	41,267,987	-	41,267,987
2) Intersegment sales and transfers	248,841	2,600	_	251,441	Δ251,441	_
Total	7,345,227	33,315,599	858,602	41,519,429	Δ251,441	41,267,987
Operating profit	297,809	527,789	46,391	871,991	Δ13,661	858,329

Notes: 1) Method of businesses segmentation: The Company and its group companies' businesses are classified into three segments based on the similarities of services and nature of businesses.

2) Details of business segments

Business segment	Major business operations			
Contents business	Content distribution service using networks, and development and licensing of distribution platform technologies, producing content creation			
Electronic Money business	Issuance and sales of electronic money and providing electronic settlement platforms			
Other businesses	Point service and other business			

[Geographical segment information]

The 3rd quarter of FY2009 (April 1, 2009 through December 31, 2009)

Geographical segment information is omitted since net sales in Japan dominated more than 90% of total sales.

[Overseas sales]

The 3rd quarter of FY2009 (April 1, 2009 through December 31, 2009)

Sales result of overseas is omitted from segmental information since consolidated net sales of overseas are less than 10% of total sales.

[Segment information]

(Additional information)

From this fiscal year ending March 2011, the Group applies the "Revised Accounting Standard for Disclosures about Segments of an Enterprise and Related information" (ASBJ Statement No. 17 of March 27, 2009) and "Guidance on the Accounting Standard for Disclosures about Segments of an Enterprise and Related Information" (ASBJGuidance No.20 of March 21, 2009).

1. Outline of business segments reported

The business segments the Company reports are the business units for which the Company is able to obtain respective financial information separately in order for the Board of Directors to conduct periodic investigation to determine distribution of management resources and evaluate their business results.

The Group is promoting comprehensive services as a content provider, mainly as "content business" which covers from planning and production of digital content to construction of platform and distribution to end-users, and as "electronic money business" which provides electronic payment system.

Consequently, the Group has two reportable segments: "content business" and "electronic money business".

"Content business" promotes content distribution service, development and licensing of distribution platform technologies, producing content creation.

"Electronic Money business" promotes issuance of electronic money and providing electronic settlement platforms.

2. Information on sales and income (loss) by business segment reported The 3rd quarter of FY2010 (April 1, 2010 through December 31, 2010)

(Unit: thousands of yen)

	Segment Reported			Other		Elimination	Consolidate
	Content services	Electronic Money	Total	Other businesses	Total	s/Corporate	d
Net sales							
Sales to outside customers	5,625,789	54,395,439	60,021,228	1,039,871	61,061,099	_	61,061,099
Intersegment sales and transfers	222,691	2,200	224,891	_	224,891	Δ224,891	-
Total	5,848,480	54,397,639	60,246,119	1,039,871	61,285,991	Δ224,891	61,061,099
Operating profit	589,185	929,081	1,518,266	100,728	1,618,994	Δ4,336	1,614,658

Notes: 1) The "Other Business" category incorporates operations not included in business segments reported, including the point service and other business.

- 2) Adjustment of segment profit of \triangle ¥4,336 thousand refers to elimination of intersegment ransactions.
- 3) Segment profit is adjusted with the operating profit in the quarterly consolidated profit and loss statement.
- 3. Information regarding impairment loss on fixed assets or goodwill by segment reported That information is omitted since there is no critical impairment loss on fixed assets or significant change in amount of goodwill.
- (6) Note for significant changes in amount of shareholders' equity Not applicable