

# Interim Consolidated Financial and business Results ended September 2006



Mobile



Game



Internet



Computer



Technology

Faith, Inc.

**November 22, 2006** 

# **Notice**



This document and its supporting documents contain forecasts 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.



Mobile



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I Technology



# Interim Consolidated Financial Results ended September 2006



Mobile



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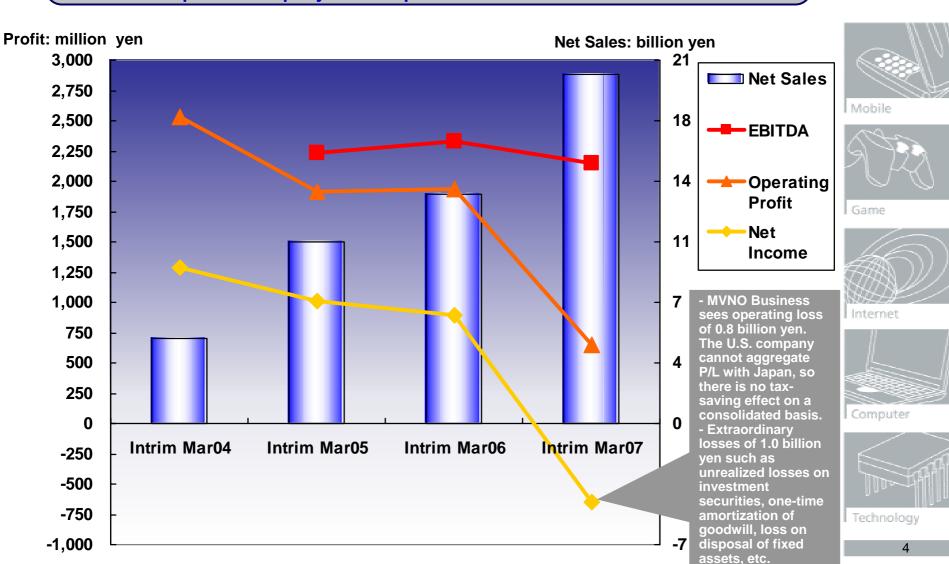
Technology

# **Highlights of Consolidated Financial Result**

We continued to achieve high growth in net sales thanks to the growth of group companies through tie-ups and acquisitions.

Profit decreased due to decline in sales from the ringtone distribution service of parent company and to upfront investments to create new market.





Interim FY March 2007 Financial Result (by segment)

**Contents Distribution Business realize profit in real term** thanks to factors such as acquisition of Giga Networks, Inc.\* **Electronic Payment Business (WebMoney) contributes to** group growth in terms of both sales and profit.

\*Net Sales1.89billion, EBITDA1.01billion, Operating profit0.28billon (From June to September)

(Unit : Million) Interim Interim Interim Interim Year-on-Year-on-Year-on-Year-on-Year-on-Year-on-**FY Mar FY Mar FY Mar FY Mar** vear vear vear vear vear vear 2004 2005 2006 2007 change change change change change change **Net Sales** 10.521 13.249 52.4% 4.919 5.602 113.8% 2,728 25.9% 20.193 6.944 **Content-distribution** 4.860 5.390 10.9% 6.373 983 18.2% 8.502 33.4% 530 2.129 **Services** 4,315 4.338 23 0.5% 5.376 1.038 23.9% 7,563 2,187 40.6% **Service Business** 1.051 506 92.8% 997 54 - 5.1% 939 58 -5.8% **License Business** 545 **Electronic Payment** 5.127 6.854 1.727 33.6% 9.890 3.036 44.2% **Business MVNO Business** -6.2% **EBITDA** 2.230 2.330 100 4.4% 2.185 145 Content-distribution - 0.7% 381 16.8% 2.279 2.263 16 2.644 **Services Electronic Payment** 50 103 267 214 403.7% **Business** 723 **MVNO Business** 1.6% **Operating Profit** 2.529 1.909 620 -24.5% 1.940 31 644 1.296 -66.8% Content-distribution 2,016 1,931 85 -4.2% 1.305 626 -32.4% **Services Electronic Payment** 106 215 5 101 210 **Business** 825 **MVNO Business** -72.2% Recurring profit 2,441 1,939 502 -20.5% 2,027 88 4.5% 563 1,464 -21.4% 889 -12.3% 653 1.542 **Net Income** 1.291 1.014 277 125











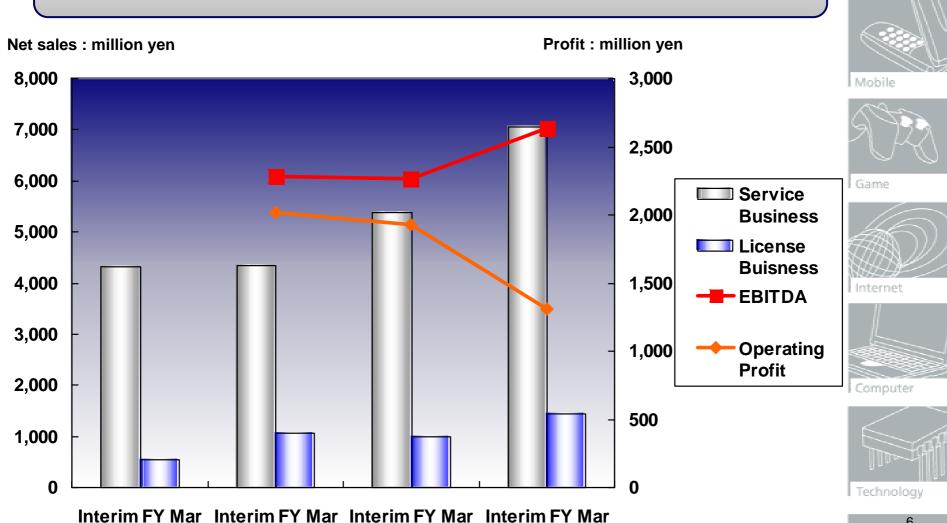
# FY Interim March 2007 Financial Result for the Content-distribution Service

2004

2005



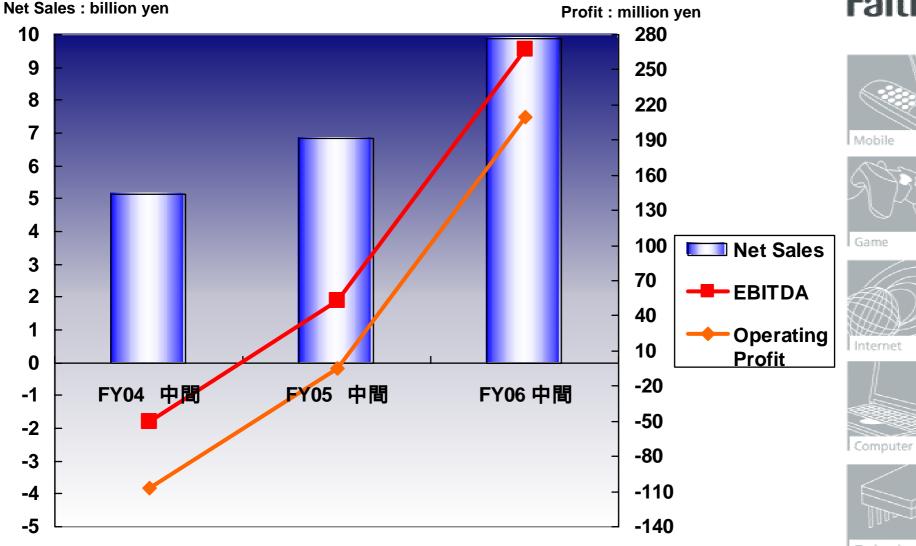
Operating profit decrease due to decrease in ringtone distribution service of parent company Net sales and profit Increase with the purchase of Giga Networks



2007

# **FY Interim March 2007 Financial Result** for the Electronic Payment Business















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**Growth Strategy** 



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Internet



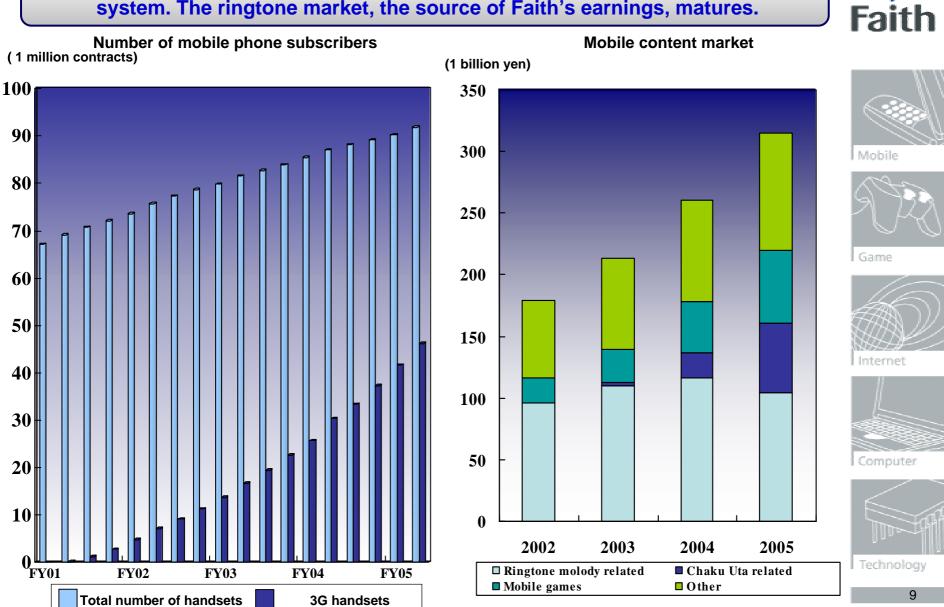
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Changes in the business environment in Japan

Content market steadily expands accompanying the diffusion of 3G communication system. The ringtone market, the source of Faith's earnings, matures.



# Growth Strategy for Domestic Contents Distribution Service

# **Priority Issue**

Accelerate Rigthts (copyrights of contents) Creation and Expansion of User Reach



Distribution infrastructure (Platform)

TV
Internet
Mobile phones
etc.







# Highlights of Business Development during FY March 2007 (1)

Acquired business rights of Giga Networks, No. 2 company in i-mode ringtones with roughly 3 million paying members, at 12.0 billion yen.

Strengthened alliance with Yoshimoto Kogyo. Giga Network increases capital through third-party distribution. Shareholder composition after capital increase:

Faith: 95.4% Yoshimoto Kogyo: 4.6%

Established Brave Inc., a jointly invested company by Faith Group, Taito, and Square Enix, involved in production & digital distribution of audio/visual software.

Brave Inc. achieves operating profit in 6 months after establishment.

Established Desperado Inc., a joint venture with Amuse Group, etc., involved in production & digital distribution of video products such as movies.

Reached the alliance agreement with CROSSWARP Inc., and moved into the performance-based marketing business for online games market.

Decrease in both sales and profit of parent company due to decrease in demand for ringtone distribution service.

AnyMusic (China) receives Highest Revenue Award at the Bravo for BREW 2006 held in China.

Digiplug (France) achieved operating profit in the first half of this fiscal year.





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# **Highlights of Business Development** during FY March 2007 (2)

**Faith** 

License

Announced digital rights management technology for Intel® Viiv<sup>TM</sup> technology (applied for patented)

Technology Development Prize awarded by the Acoustical Society of Japan

Formed alliance with InterVideo, Inc. and launched collaborative marketing for the provision of licenses and related solutions in Japan and Europe.



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Launched WebMoney sales at Seven Eleven (bill receipt at convenience stores)

Making use of its technology and know-how in electronic money, actively supported other companies such as supporting the issuance of independent brand electronic money.



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**MVNO** 

Launched trial operation in the Los Angeles area (USA) for "Voce"

Expand trial operation area in San Francisco and Las Vegas

# Subjects to be solved for further growth (1)

- •Acquire "Rights\*" through tie-ups with leading companies etc.Faith
- Production, Acquisition, and Publishing of rigths if necessary as well as tie-ups
- Expansion of User Reach
- Strengthen efforts in free content distribution service relying on advertisement revenue



- Maintain and improve profitability of ringtone distribution service
- Develop high value-added next generation services making good use of the user reach of 10 million users, one of the largest in Japan
- Curb running cost (distribution operating, server management, etc.) by exploiting economy of scale





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# Subjects to be solved for further growth (2)

# Faith

## License

- Early commercialization of digital rights management technology
   Promotion of dissemination and establishment of business scheme through tie-up with major companies such as Intel, Inc.
- Strengthening licensing of sound source technology to foreign manufacturers of mobile phones



Mobile

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Game

# Electronic Payment

- Reinforcing relationship with leading digital affiliations such as strengthening ties with other payment methods
- Reinforcing partnership with Internet-service companies such as supporting the issuance of individual brand electronic money



Internet

# **MVNO**

Quick full launch of business and expansion of subscribers



Computer

Management

 Business expansion through promotion of group management and effective and efficient management throughout the Group



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# A New Approach for Content Distribution Service in Japan



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# Strengthening strategic alliance with Yoshimoto Kogyo Group

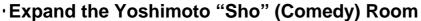
Creating new video and audio distribution markets

- •Yoshimoto Kogyo's content planning and creating abilities, marketing abilities, and brand strength
- •Viiv™ technology, the core to Intel® digital home concept
- •Faith's authentication technology and know-how of server operation
- •Faith Group's 10 million users, including Giga Networks' 3 million paying members



Expansion of business tie-up on the occasion of capital tie-up with Yoshimoto Kogyo

Open comedy movie site "Odekake Sho Room" on mobile distribution service"GIGA Rainbow"



Planning for linking digital broadcast, such as one-seg, to mobile phone distribution services Linking celebrities' events to mobile phone distribution services

Joint planning for block distribution services for mobile phones, personal computers, and TVs using Faith's authentication technology







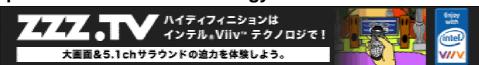
Same



i Internet



ZZZ.TV, an entertainment distribution company created jointly by Faith, Yoshimoto Kogyo, and Intel, implements free content distribution service compatible with Viiv™ technology.













Computer



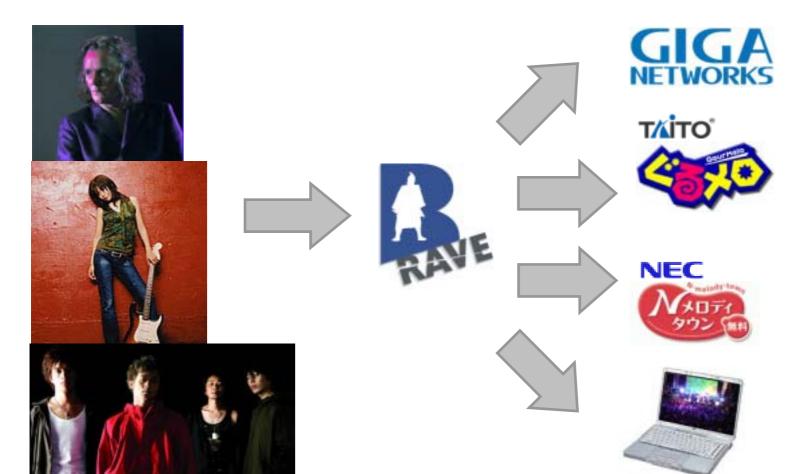
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# **Creating New Music Distribution**



# **Creating Digital Label**

# **Expanding Digital Channel**





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# Launch of Production & Digital Distribution of Movies (1)

Established Desperado Inc. to create a new movement that will revolutionize the scheme for the distribution of video contents.

- **Faith**
- Emphasize Human Resource (Software) and Planning (Know-how) Improve the quality of contents and establish an environment that nurtures and keep talented creators by providing appropriate incentives for the contributions by members in-house and outside
- Establish new distribution system for video products regardless of distribution platform
- Produce quality video and music such as TV programs, CM, and music focusing on movies, and launch video business that maximizes property rights





Game





## **Movie Production Business**

Planning/Production of **Japanese Movies** 

# **Promotion/Distribution New Distribution Strategy**

Planning Production of Contents Establish new publishing system and scheme for distribution





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# Video buying **Business**

Fee-based business based on rights acquisition and management of videos with a focus on foreign movies

**Contents Investment Business** 

Fee for managing companies **Dividing profit** 

> TV/Distribution **PV\* Production Business** Planning/Production of videos other than movies

# Launch of Production & Digital Distribution of Movies (2)

List of movies by Desperado Inc.

**Advertisement** "Abduction: The Megumi Yokota Story"

(Japanese premiere on November 25)

Funding Production "Heat Island" "Phoenix" "Little DJ"

(All released in 2007)

Purchase "My Date with Drew" (Premiere on December 16)



"Abduction: The Megumi Yokota Story" (C) Safari Media LLC 2006









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# Medical Information Service Pocket





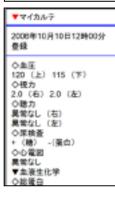
Mobile

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Mobile phone service for "immediate" medical support in an emergency "anytime" and "anywhere"

# ▼病院告報 網頭名称 经木辆票 TEL: 03-1234-5678 件商:東京都港区派松町 1TB-1-1 股份科目:

Capyright® 2006 Medical Communication Inc.



## Quickly and simply access the service 24 hours a day through finger touch

Search for hospitals

disease name

Search for

Search for a pharmacy

Record health conditions

Choose over-thecounter medicine

**Examine treatments** 

using mobile phone and GPS function



### 疾気チェッケサービス

無はいかがですか?

○ずっと微熱が続いている。 ○高熱がでている。 Oずっと高熱が続いている。 **の態はない**。

次へ進む

Medical Communication, Inc.

### **病気酵素サービス**



○最近、微熱がある。

Copyright® 2006



はしか(肉疹) <小児科>

はしかは、感染者のせきや



Computer





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Launch of the service in this fall

# Providing information and promotion service for online games

~ Creating an affiliate advertising market where fees are based on results ~

Promotion site that provides the official videos, news, blogs, strategic information, and original product presents of online game companies for free and attracts the registration of new members





**Faith** 

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# **Overseas Content Distribution Service**



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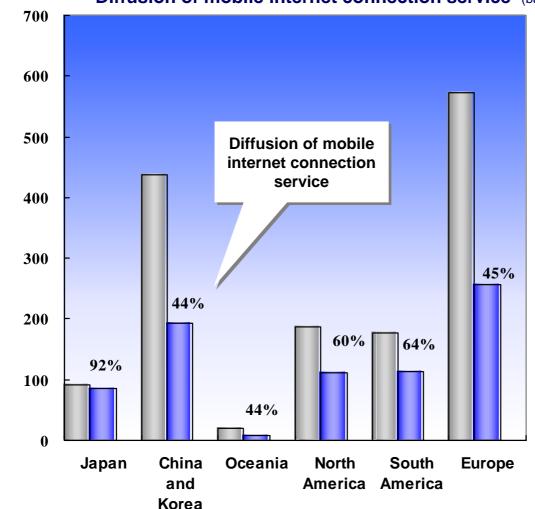
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# **Potential of the Overseas Market**



# Diffusion of mobile internet will lead to further growth





- Subscribers
- Users of Internet connection service



Mobile





Internet



Computer



# **Global Expansion of Content Distribution**

### Overseas contents distribution service steadily expanding

Digiplug (France) achieved operating profit in first half of the year AnyMusic (China) received Highest Revenue Award at the Bravo for BREW 2006













Computer



**Strasil** Telecom



MOBILE

SONYBMG

MUSIC ENTERTAINMENT







UNIVERSAL MUSIC GROUP





Mobile

**License Business** 



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# Creation of New Audio & Video Distribution Mechanism with New DRM\* technology

~ To make New DRM the second pillar for license business in addition to sound source technology ~



In the car





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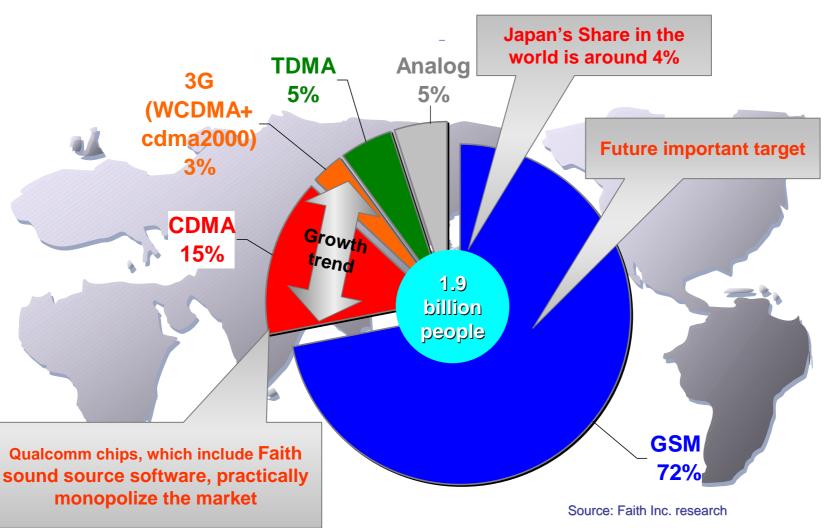
On the mobile

At restaurants

# **Mobile Users Throughout the World**



### **Around 1.9 billion mobile users**





Mobile



Game



Internet

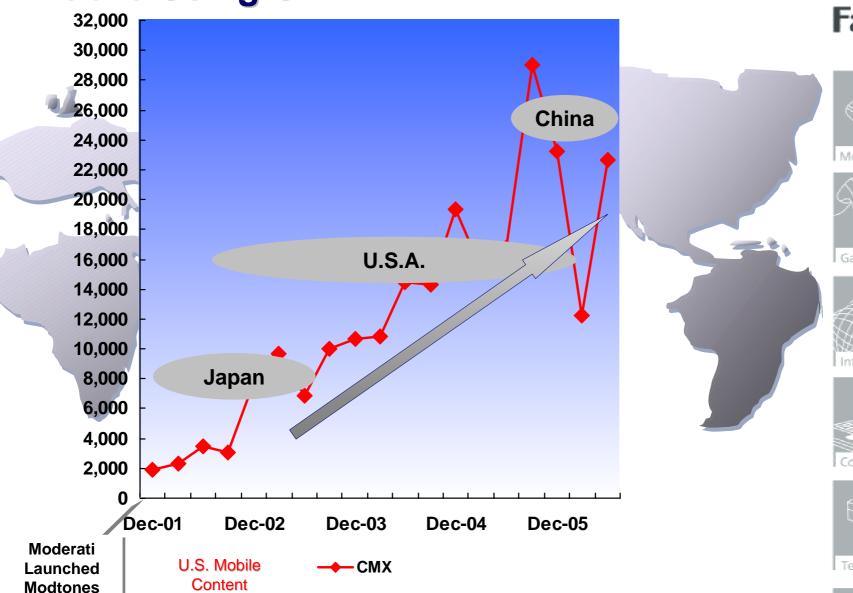


Computer



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# **Volume of Shipments of Semiconductors for Mobile Using CMX**



Market Growth





Mobile



Game



Internet



Computer





# Electronic Payment Business ~ Prepaid Electronic Money "WebMoney" for network ~



Mobile



Game



Internet



Computer

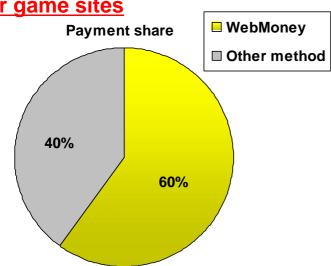


Technology

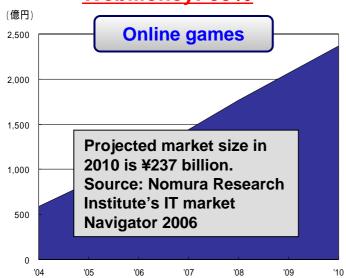
# "WebMoney" 's Target Market

# **Online Game**

90% implementation ratio in domestic paid-for game sites

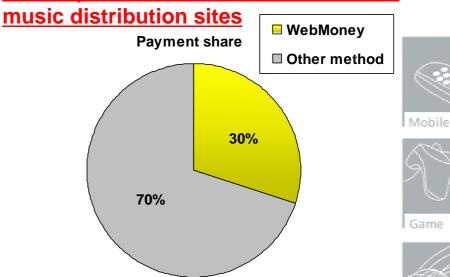


## WebMoney: 60%

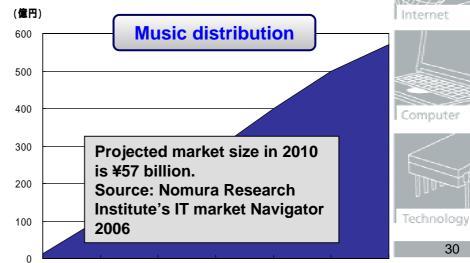


# Music Distribution

90% implementation ration in domestic Faith



### WebMoney: 30%



Trend in the Monthly Settlement Volume of "WebMoney"

Achieved continued high growth due to increase in demand for online games and music distribution

Actively promote cooperation with other companies by making good use of technology and know-how of electronic money













**Faith** 



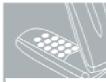




Computer







Mobile

MVNO Business



Game



Internet



Computer



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# **MVNO Business VOCE**

the first mobile phone service only for wealthy classes in the world

Visits by assistants (emergency response for damage, losses, and thefts)

free annual replacement





















Mobile







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# Launch of MVNO Business VOCE



### Efforts toward full and early launch

Reinforce data communications service "Voce Pocket"

Newly establish Voce's portal website for Voce users to enjoy communication,

Information, entertainment etc.

Establishing an efficient and effective marketing system



- -Sales agency contract with retail stores targeting the wealthy such as **Neiman Marcus and Kitson**
- Direct marketing targeting the wealthy class within service region
- New membership campaign until the end of the year (Admission: \$1000 \$500; Monthly fee: \$400











Computer



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### **Business deployment schedule**

May 2006 Started trial operation in the Los Angeles area

November 2006 Expand trial operation area to San Francisco and

Las Vegas

Around end of 2006 Expand data service and full launch

Start expansion into major cities throughout the USA

Reach breakeven subscribers 2008 2009 Achieve profit in operations



# **FY March 2007 Financial Projections**



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Game



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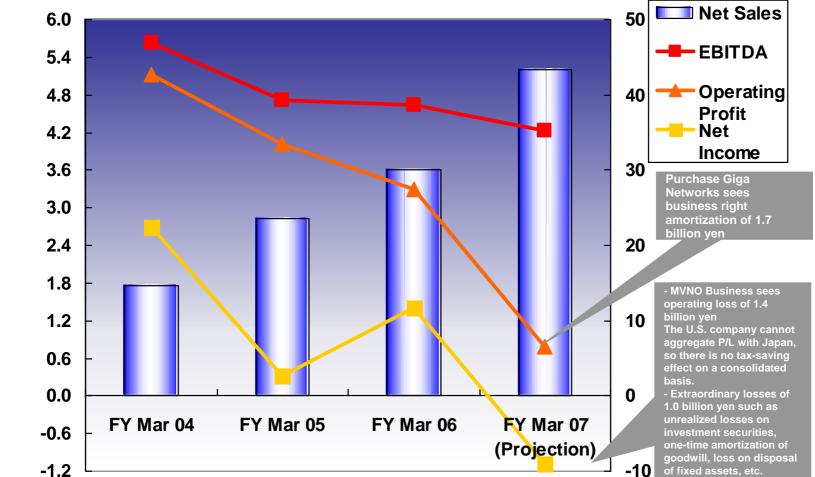
# **Sales & Earnings Projections**

Profit: Billion Yen

Purchase of Giga Networks, expansion of the electronic payment business, and active promotion of business tie-ups will greatly increase net sales. Operating profit will decrease due to the decline in sales from the Japanese ringtone distribution service of parent company and the failure of MVNO Business in adequately absorbing upfront investments by business expansion.



Net Sales: Billion Yen



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## FY March 2007 Financial Projections by Segment

Increase in sales and profit for Contents Distribution Business with the purchase of Giga Networks\* and launch of Brave. Electronic Payment Business will also contribute greatly to growth.

\*Net Sales4.63billion, EBITDA2.49billion, Operating profit0.57billon(From June to March) (million yen)

		FY Mar 2004	FY Mar 2005	FY Mar 2006	FY Mar 2007	Year-on- year change ( Amount )	Year-on- year change (%)
Net Sales		14,671	23,628	30,040	43,325	13,285	44.2%
	Content-distribution Services	10,299	11,550	14,040	18,687	4,647	33.1%
	Service Business	8,951	9,166	10,832	16,952	6,120	56.5%
	License Business	1,348	2,384	3,207	1,735	1,472	- 45.9%
	Electronic Payment Business	4,084	11,724	15,106	21,070	5,964	39.5%
	MVNO Business	-	-	-	91	-	-
EB	ITDA	5,728	4,712	4,630	4,182	448	- 9.7%
	Content-distribution Services	5,628	4,729	5,033	5,499	466	9.3%
	Electronic Payment Business	43	19	235	573	338	143.7%
	MVNO Business	-	-	622	1,924	1,302	-
Op	erating Profit	5,115	4,017	3,391	784	2,607	- 76.9%
	Content-distribution Services	5,133	4,152	4,029	2,468	1,561	- 38.7%
	Electronic Payment Business	30	136	119	460	341	286.6%
	MVNO Business	-	-	706	2,129	1,423	-







Internet

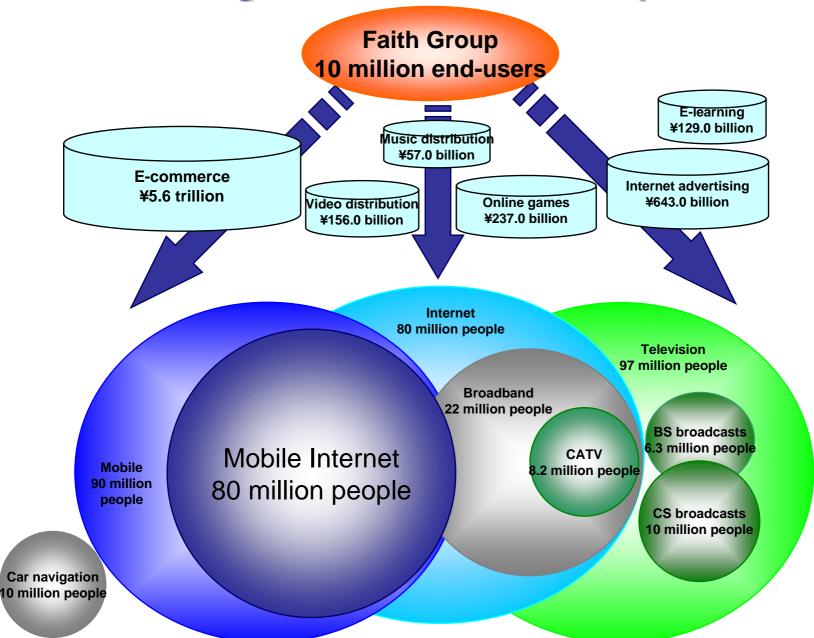


Computer



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## **Growth targets for the Faith Group**







Mobile



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## **Growth throughout the group** by promotion of group management

Medical

Communication

**GoodyPoint** 





**NETWORKS** 

Faith

**Communications** 

**TakeNET** 





Mobile

**Appendix** 



Game



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## FY March 2007 Financial Projections (Comparison with initial projection)

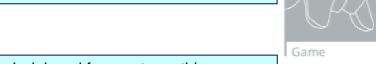


(million yen)

	Initial Projection	Revised Projection	Year-on- year change ( Amount )	Year-on- year change (%)	
Net Sales	45,443	43,325	2,118	- 4.7%	
Content-distribution Services	21,158	18,687	2,471	- 11.7%	
Service Business	17,935	16,952	983	- 5.5%	
License Business	3,223	1,735	1,488	- 46.2%	
Electronic Payment Business	21,017	21,070	53	0.3%	
MVNO Business	1,067	92	975	-91.4%	
EBITDA	5,997	4,182	1,815	- 30.3%	
Content-distribution Services	7,494	5,499	1,995	- 26.6%	
Electronic Payment Business	614	573	41	- 6.7%	
MVNO Business	2,252	1,924	328	-14.6%	
Operating Profit	2,556	784	1,772	- 69.3%	
Content-distribution Services	4,550	2,468	2,082	- 45.8%	
Electronic Payment Business	492	460	32	- 6.5%	
MVNO Business	2,482	2,129	353	-14.2%	
Recurring profit	2,227	453	1,774	- 79.7%	
Net Income	268	1,083	1,351	_	

#### Main Reason for Revisions

Delay in business launch due to time gaps in the starting of new domestic contents distribution service other than ringtones.



Full launch delayed from autumn this year to the end of the fiscal year.

Downward revision in net sales

Decrease in net fare due to time gaps in full launch

Decrease in EBITDA

Unrealized losses on investment securities, one-time amortization of goodwill, loss on disposal of fixed assets, etc.



Mobile





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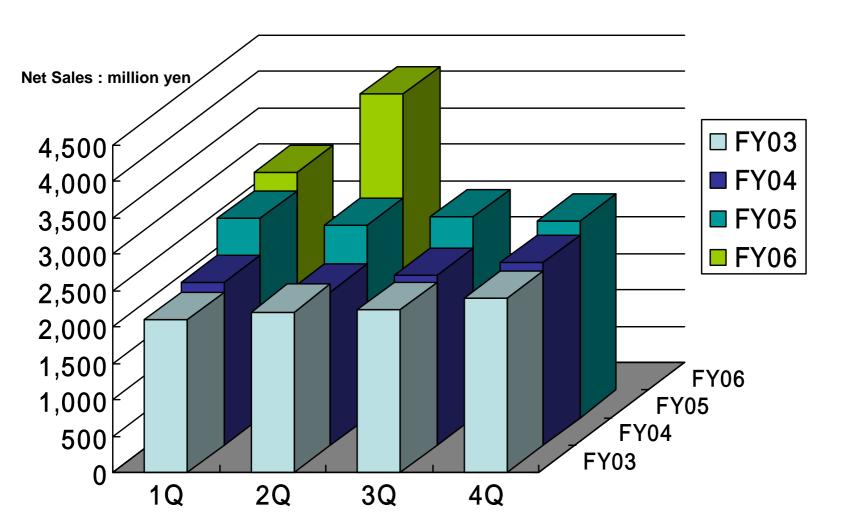


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# **Quarterly Net Sales for the Service Business**







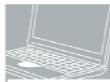
Mobile



Game



Internet



Computer

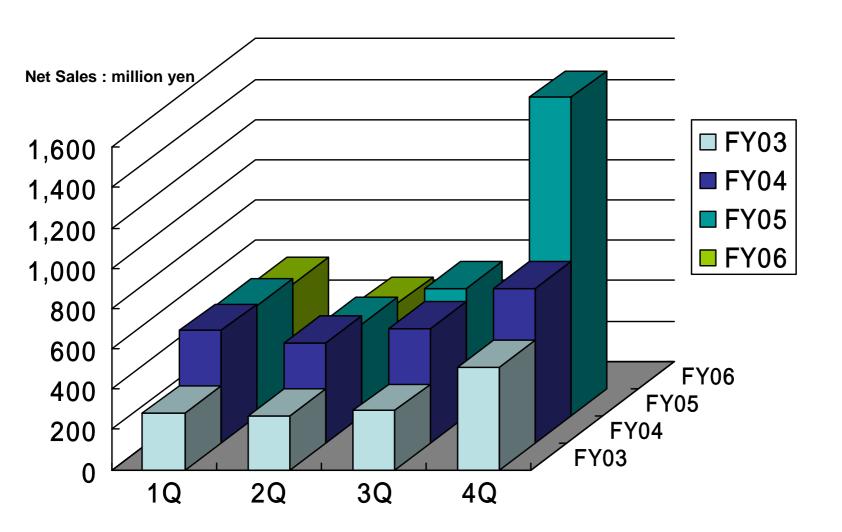


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Note: Quarterly estimates manage and disclose only accumulative figures. To understand trends differences in accumulative figures are made into graphs as shown in the figures of 2Q, 3Q, and 4Q.

## **Quarterly Net Sales** for the License Service







Mobile







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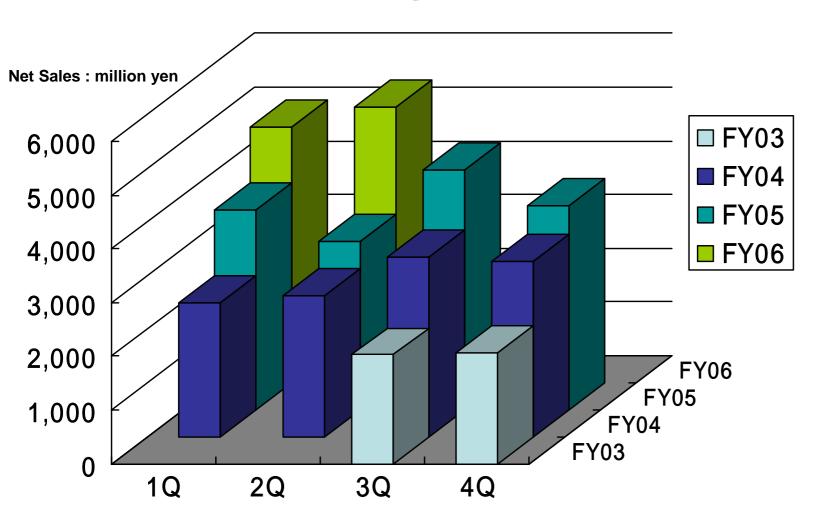


Technology

Note: Quarterly estimates manage and disclose only accumulative figures. To understand trends differences in accumulative figures are made into graphs as shown in the figures of 2Q, 3Q, and 4Q.

## **Quarterly Net Sales** for the Electronic Payment

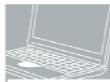












Computer

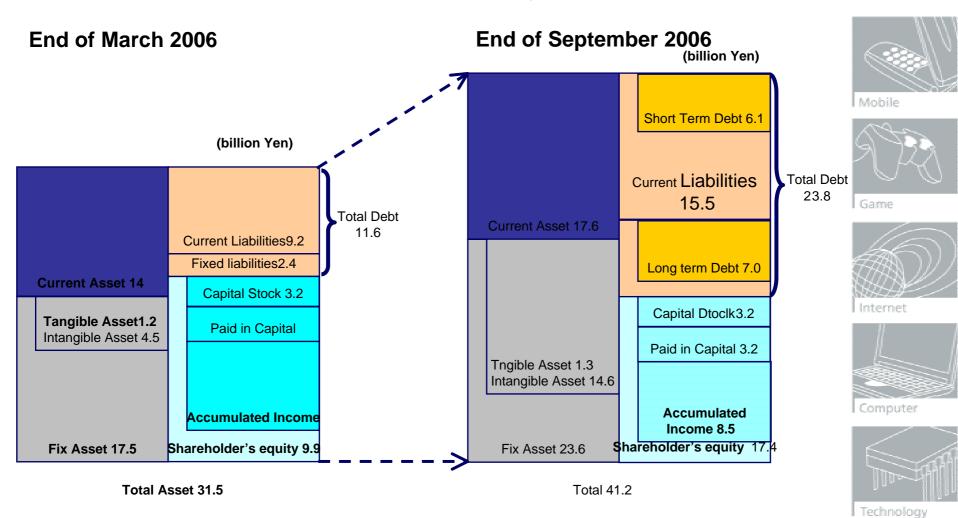


Note: Quarterly estimates manage and disclose only accumulative figures. To understand trends differences in accumulative figures are made into graphs as shown in the figures of 2Q, 3Q, and 4Q.

### **Consolidated Balance Sheet**

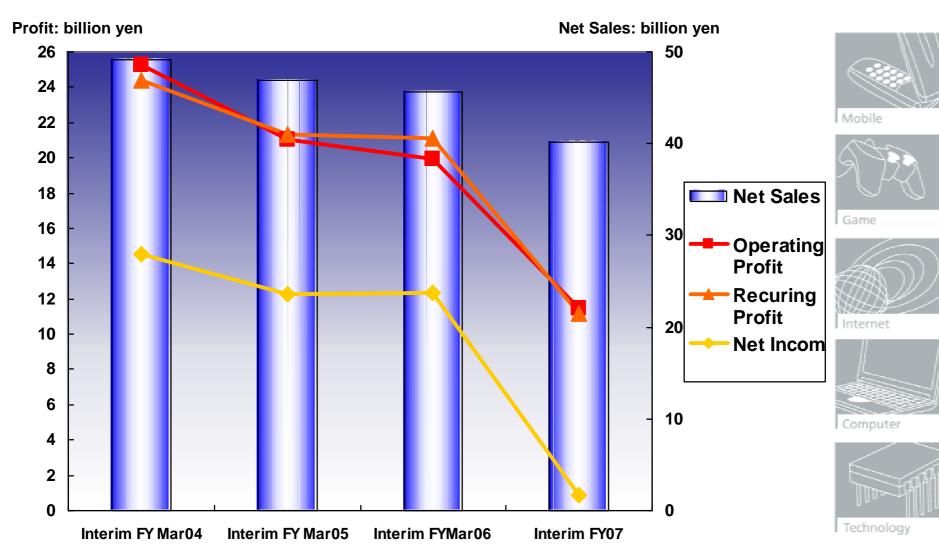
Intangible assets, liabilities with interest, and total assets will greatly increase with the purchase of Giga Networks at 12.0 billion yen where acquisition funds were procured by external loans.





# Highlights of Financial Result (Parent Company)





## **Interim FY March 2007 Financial Result** (Parent Company)



(百万円)

	Interim FY Mar 2004	Interim FY Mar 2005	Year-on- year change	Year-on- year change	Interim FY Mar 2006	Year-on- year change	Year-on- year change	Interim FY Mar 2007	Year-on- year change ( Amount )	Year-on- year change
Net Sales	4,917	4,687	-230	-4.6%	4,558	-129	-2.7%	4,014	-544	-11.9%
EBITDA	1	2,224	1	1	2,143	-81	-3.6%	1,307	-836	-39.0%
Operating Profit	2,529	2,100	-429	-16.9%	1,993	-107	-5.0%	1,147	-846	-42.4%
Recuring Profit	2,441	2,134	-307	-12.5%	2,109	-25	-1.1%	1,119	-990	-46.9%
Net income	1,454	1,224	-230	-15.8%	1,233	9	0.7%	114	-1,119	-90.7%





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### **Amortization of Goodwill**



(million yen)

	FY Mar 04	FY Mar 05	FY Mar 06	Interim FY Mar 07	FY Mar 06 (Plan)
WebMoney	51	82	82	41	82
Digiplug	221	239	-	-	-
TakeNet	-	-	531	266	531
Faith Communications	-	-	63	63	126
Goody Point	-	-	39	39	39
GIGA Networks	-	-	-	708	1,771
Cyber Plus	-	-	-	109	217
Total	272	322	715	1,226	2,766

For Digiplug, the ¥1,936 million balance was amortized in FY Mar05 (recorded as extraordinary loss) For GoodyPoint, the ¥308 million balance was amortized in Interim FY Mar07 (recorded as extraordinary loss)



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## **Business Model of** Prepaid Electronic Money "WebMoney"

**Faith** 

WebMoney

**Outlet Store** 



**Affiliate** 

Store



















Computer



**Affiliated Store's Web Site** 









**Shopping using WebMoney** 

Paid by WebMoney







User

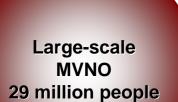
#### **MVNO Business – Present MVNO Market Conditions**



		Number of mobile phone subscribers in 2005					
			Of which were MVNO subscribers	MVNO market size			
G	lobal	1.9 billion people	63 million people (+25% year-on-year)	_			
	U.S.	0.19 billion people (diffusion rate of 60%)	14 million people	US\$ 1.9 billion			

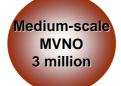
MVNO subscribers are expected to reach 100 million globally in 2010

(Source: Pyramid Research, Diamondcluster)



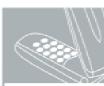
#### **Projections for US MVNO market in 2010**

- Subscribers to reach between 30 and 35 million, and a market size of 11 billion US dollars.
- Of which between 25 and 29 million will be large-scale MVNO, and both medium and small MVNOs are expected to capture 2.5 to 3.0 million.



Small-scale MVNO 3 million

(Source: Diamondcluster)



Mobile



Game



Internet



Computer



Technology