



IMAGINEER

**Appendix of Consolidated Financial Statements
Ended March 31, 2013**

May 10, 2013

IMAGINEER Co., Ltd.

(JASDAQ: 4644)

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Consolidated Operation Results

Millions of Yen

	12 months ended March 31, 2013	12 months ended March 31, 2012	Changes	
			JPY	%
Net Sales	3,689	3,675	+ 13	+ 0.4
Operating Income	724	529	+ 195	+ 36.9
Ordinary Income	769	532	+ 237	+ 44.5
Net Profit	511	410	+ 101	+ 24.6
Comprehensive Profit	570	392	+ 177	+ 45.2
Net Income per share	53.31	42.65	+ 10.66	—

	As of March 31, 2013	As of March 31, 2012	Changes	
			JPY	%
Total Assets	8,985	8,389	+ 596	+ 7.1
Net Assets	8,079	7,720	+ 359	+ 4.7
Total Equity	8,075	7,716	+ 359	+ 4.7
Equity ratio	89.9	92.0	—	—

Consolidated Income Statements

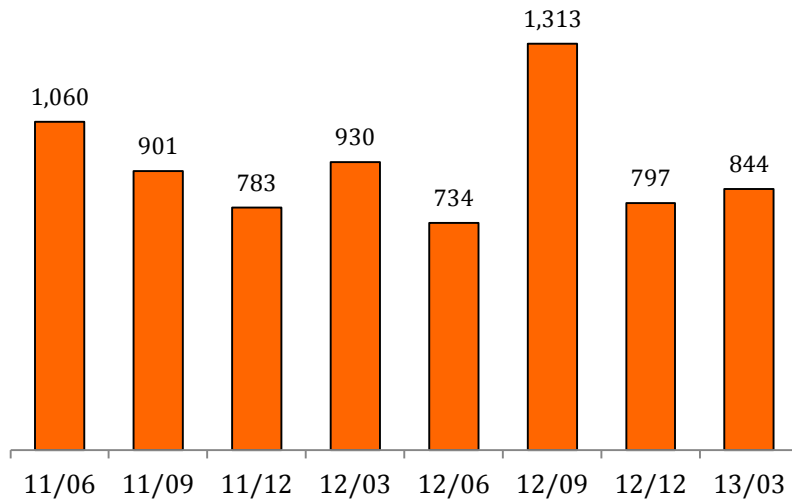
Millions of Yen

	12 months ended March 31, 2013	12 months ended March 31, 2012	Changes		
			JPY	%	Reason for Change
Net Sales	3,689	3,675	+ 13	+ 0.4	
Cost of Sales	1,535	1,744	△ 208	△ 12.0	Decrease due to lower Cost of Sales of Mobile Contents Business.
Selling, general and administrative expenses	1,428	1,402	+ 26	+ 1.9	
Operating Income	724	529	+ 195	+ 36.9	Increase in Net Sales and decrease due to lower Cost of Sales .
Non-Operating Income	69	18	+ 51	+ 278.0	
Non-Operating Expenses	24	15	+ 9	+ 62.6	
Ordinary Income	769	532	+ 237	+ 44.5	
Extraordinary Profit	148	145	+ 2	+ 2.0	
Extraordinary Loss	10	46	△ 36	△ 76.8	
Profit before Income Tax	907	631	+ 275	+ 43.7	
Tax expenses	395	220	+ 174	+ 79.2	Increase due to Net Profit before Tax.
Net Profit	511	410	+ 101	+ 24.6	

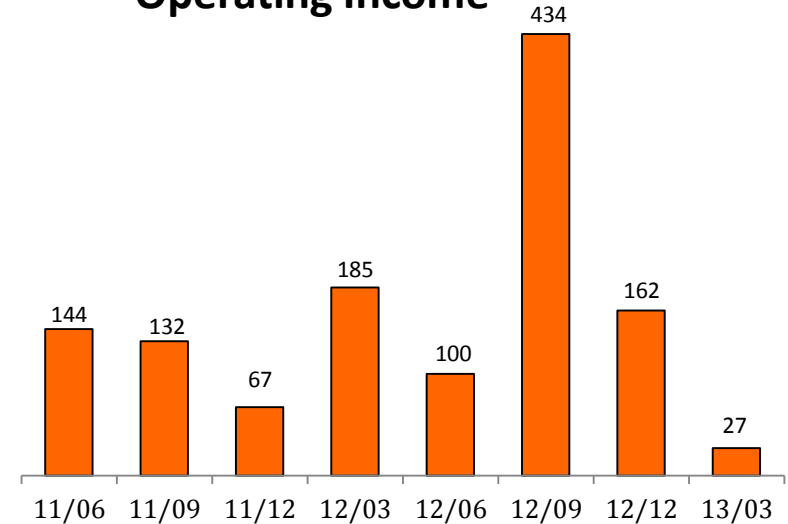
Historical Consolidated Earnings

Millions of yen
 ※Accounting period basis

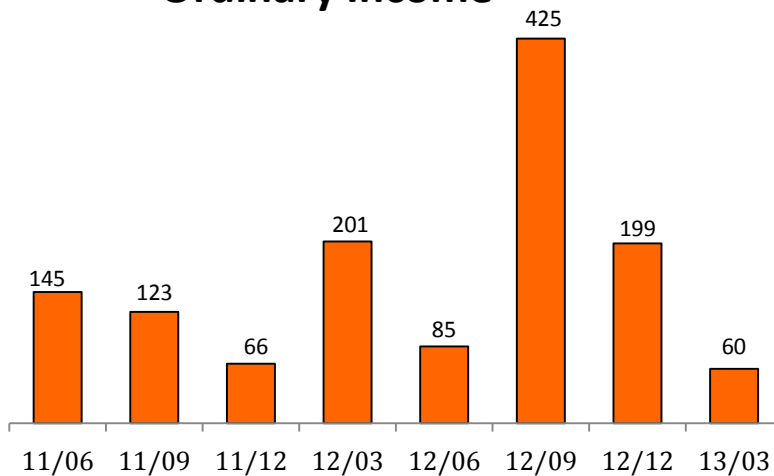
Net Sales



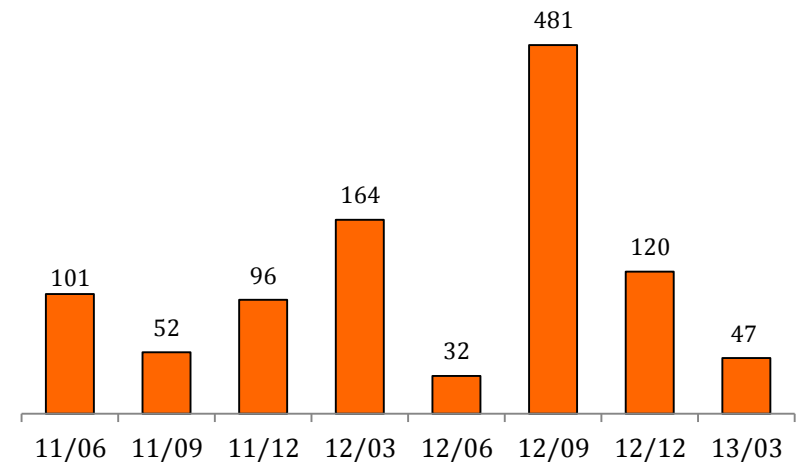
Operating Income



Ordinary Income



Net Profit



Net Sales and Operation Income by Business Segment

Net Sales

	12 months ended March 31, 2013	12 months ended March 31, 2012	Changes		
			JPY	%	Reason for Change
Mobile Contents	2,410	2,828	△ 417	△ 14.8	Decrease due to lower subscribers of feature phone's site.
Mobile Commerce	417	358	+ 58	+ 16.3	
Package Software	633	401	+ 231	+ 57.7	Increase in Net Sales of the new released game.
Investor Education	232	87	+ 144	+ 165.7	Increase in our customers.
Total	3,693	3,676	+ 17	+ 0.5	
Adjustment	△ 4	△ 0	△ 4	—	

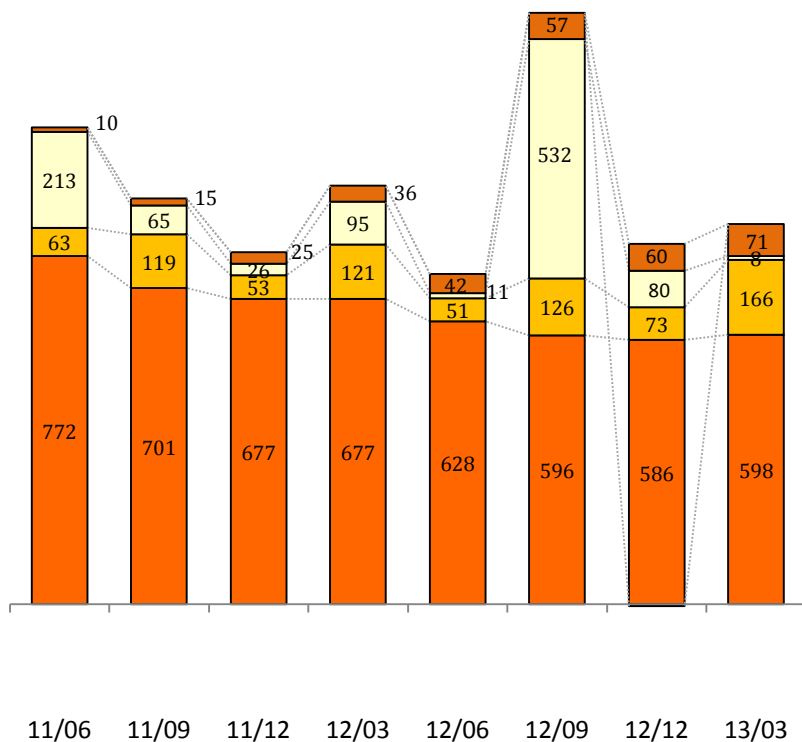
Operating Income

Mobile Contents	949	913	+ 36	+ 4.0	Decrease due to lower Cost of Sales and selling expenses.
Mobile Commerce	△ 28	△ 22	△ 5	—	
Package Software	58	3	+ 55	—	
Investor Education	8	△ 64	+ 72	—	Increase in Net Sales.
Total	989	830	+ 159	+ 19.2	
Adjustment	△ 264	△ 300	+ 36	—	

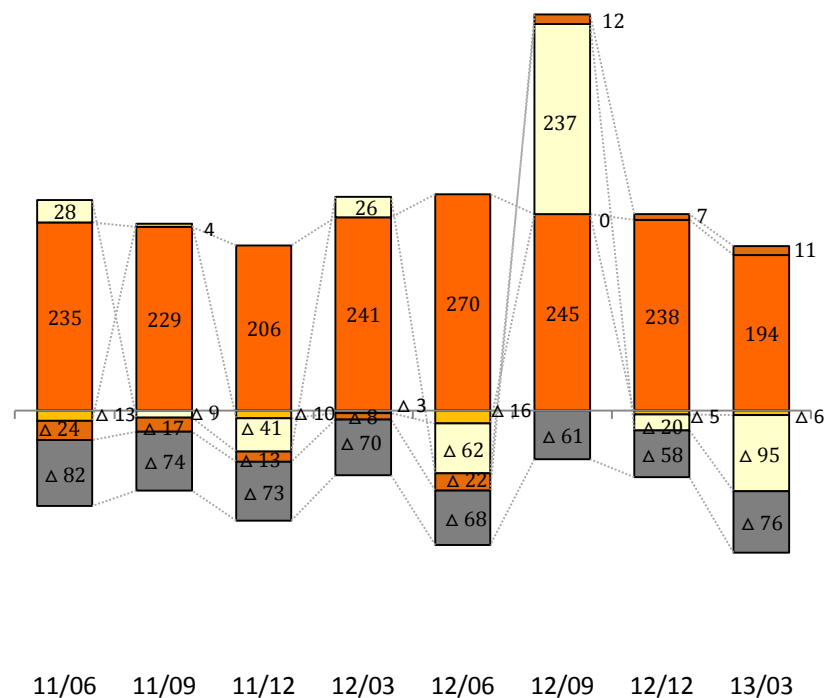
Historical Net Sales and Operation Income by Business Segment

Millions of yen
Accounting period basis

Net Sales



Operating Income by Business Segment



■ Mobile Contents
 ■ Mobile Commerce
 ■ Package Software
 ■ Investor Education
 ■ Adjustment

Topics (Mobile Contents)

More Smartphone Monthly Fee-Based Services

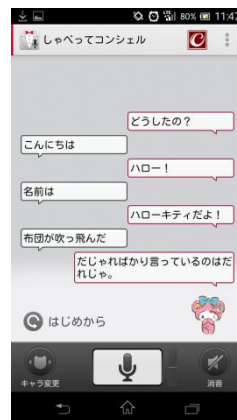
For rapidly thriving smartphones, our monthly fee-based services have expanded considerably from 26 websites in the previous fiscal year to 48 websites this fiscal year. We are moving forward with a smooth transition from monthly fee-based services for the feature phone predecessors, and restructuring a stable revenue base.

Especially this fiscal year, we are progressing with the provision of our main contents for au and Softbank, and have begun providing monthly fee-based services for iPhone. We are also aggressive in our support of new services and features of NTT DoCoMo and other carriers.

Itsudemo Rilakkuma
(Monthly Fee-Based Service for iPhone)



Hello Kitty Sanrio Kyara Konsheru
(Supports NTT DoCoMo "Shabette Kyara@")



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 ©Obunsha Co., Ltd.
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Providing Services to Leading Carriers

We are growing new revenue streams by providing our main contents to "au Smart Pass" and "Yahoo! Premium", carriers' new and popular services packaging and making available selected contents for fixed monthly fees.



Entering New Media

We have begun providing character stickers for "LINE", a popular service surpassing 100 million registered users worldwide. Aggressively entering current new media and services, and we are expanding our means of revenue.

"LINE" Character Stickers Provided Characters



* "iPhone" is the registered trademark of Apple Inc. in the USA and other countries and regions.
 * The trademark "iPhone" is used with a license from Aiphone K.K.
 * "Shabette Kyara@" is the registered trademark of NTT DOCOMO INC.
 * "au Smart Pass" is the registered trademark of KDDI CORPORATION.
 * "Yahoo!" is the trademark of US-based Yahoo! Inc.
 * "Kanken" and "The Japan Kanji Aptitude Test" are registered trademarks of The Japan Kanji Aptitude Testing Foundation.

Topics (Mobile Commerce)

Providing More Limited Edition Character Products

< Sold on Mobile Sales Websites >

Especially this fiscal year, we have also focused on developing well-received limited edition products for San-X characters other than Rilakkuma.

Moreover, we are improving points of sale by not only our own mobile sales website, but by such undertakings as sales of limited edition products through the San-X-operated PC sales website "San-X Net shop".

Kamonohashikamo Beer Glasses

(Available for a limited time from June 2012)



Tarepanda Wood Wall Clock

(Available for a limited time from December 2012)



CALPIS® Brand x Rilakkuma Cross-Promotional Campaign

< Licensing and Sales Promotion >

In October 2012, the first Rilakkuma cross-promotion with Calpis Co., Ltd. was realized with a consumer campaign oriented around "CALPIS" brand products.

We are expanding growth and increasing awareness of characters handled by our company through various cross-promotions with popular products, etc.



"CALPIS" & カルピス are registered trademark of Calpis Co., Lt d..

Topics (Package Software)

"Medarot 7" Available Now

"Medarot 7" was released in September 2012, the first Nintendo 3DS title with the original character "Medarot" from the explosive hit GAMEBOY series.

The game gained new fans and experienced robust sales by a multimedia strategy through cross-promotion with the SHUEISHA comic magazine "Saikyo Jump", contributing to increased revenue compared to the previous fiscal year.



Kabuto Version



Kuwagata Version



TV Commercial

"Neratte! Tobashite! Rilakkuma GuraGura Sweets Tower" Available Now

"Neratte! Tobashite! Rilakkuma GuraGura Sweets Tower" was released in December 2012, the first Nintendo 3DS title in the Rilakkuma series.

We are focused on character game titles for women, expecting relatively longer sales cycles and product lifespans compared to titles geared to male gaming fans.



Topics (Investor Education)

Significant System Upgrades and More Users

In line with the times, we undertook a widespread revamp of the Imagineer Mutual Fund Navigation System towards future system growth and to meet current market realities. We released a new version in July 2012.

Moreover, system users increased from six firms in the last fiscal year to 11 firms in this fiscal year. Currently, the system is implemented by such firms as Marusan Securities and the Resona Group.

Profit in One Year

Investment education sales is a newly created business segment of the previous fiscal year, with the goal of commercialization and monetization. These sales have become profitable in this full business year, increasing 2.6 times compared to the previous fiscal year.

For the next fiscal year, the first fiscal year since spinning off investment education sales, we plan on an acceleration of expert decision-making and an increase in specialization. Our objective is to continue expanding our business, as the environment for investment product sales rise with the start to National Individual Savings Accounts in 2014.

Imagineer Mutual Fund Navigation System

ファンド名	運用会社	ファンドグループ	基準価額 (円)	特約資産 (億円)	決算回数
■ グローバル・ソブリン・国際	国際	グローバル債券	5,669	15,884	毎月
短期豪ドル債オープン	大和住銀	グローバル債券	7,562	9,400	毎月
フィデリティ・USリート	フィデリティ	ワールドリート	6,255	8,831	毎月
ゼウス/新光 US-R	新光	ワールドリート	5,253	8,354	毎月
ピクテ・グローバル・イ	ピクテ	グローバル株式	5,271	7,935	毎月
杏の実/ハイグレード	大和	グローバル債券	8,457	7,730	毎月
ラサール・グローバル	日興	ワールドリート	4,414	7,557	毎月
■ ブラジル・ボンド・オー	大和	新興国債券	9,551	6,802	毎月
フィデリティ・USハイ	フィデリティ	ハイイールド債券	5,790	6,715	毎月
ダイヤ米国リート・フ	大和	ワールドリート	6,783	6,500	毎月

Fund Listings



Fund Comparisons



Portfolio Analysis

Consolidated Operation Results / Dividends Forecast

ending March 31, 2014

Millions of Yen

	12 months ending March 31, 2014	12 months ended March 31, 2013	Changes	
			JPY	%
Net Sales	3,974	3,689	+ 285	+ 7.7
Operating Income	730	724	+ 5	+ 0.7
Ordinary Income	780	769	+ 10	+ 1.3
Net Profit	550	511	+ 38	+ 7.6

Yen

Dividends per share	Interim	10.00	10.00
	Final	12.00	12.00
	Annual	22.00	22.00
Dividend payout ratio		38.4%	41.3%

Net Sales and Operation Income by Business Segment Forecast ending March 31, 2014

Millions of Yen

		12 months ending March 31, 2014	12 months ending March 31, 2013	Changes	
				JPY	%
Mobile Contents	Net Sales	2,591	2,410	+ 181	+7.5
	Operating Income	876	949	△ 72	△ 7.7
	Operating Income Margin	33.8	39.4	△ 5.6P	—
Mobile Commerce	Net Sales	401	417	△ 15	△ 3.7
	Operating Income	0	△ 28	+ 28	—
	Operating Income Margin	0.0	—	—	—
Package Software	Net Sales	554	633	△ 79	△ 12.5
	Operating Income	42	58	△ 16	△ 28.7
	Operating Income Margin	7.6	9.3	△ 1.7P	—
Investor Education	Net Sales	426	232	+ 194	+ 83.5
	Operating Income	86	8	+ 77	+ 887.8
	Operating Income Margin	20.3	3.8	+16.5P	—
Adjustment	Net Sales	0	△ 4	+ 4	—
	Operating Income	△ 275	△ 264	△ 11	—
Total	Net Sales	3,974	3,689	+ 285	+ 7.7
	Operating Income	730	724	+ 5	+ 0.7
	Operating Income Margin	18.4	19.6	△ 1.2P	—

The Incorporation-type Company Split and the Absorption-type Merger

- The aim is boosting our investor education and mobile contents business, Imagineer Board of Directors determined the following:

Split the investor education business
and incorporate a new company

Imagineer Investment Education Co.,Ltd.

- Established : April 1, 2013
- Capital: 30 million Japanese Yen
- Business Operations :
Production and sale of proposal and supporting tool for mutual funds.
Planning and producing tools and services to educate investors.

Aim of the split

Enhancing of investor education business and
the management efficiency

ImagineerMutual Fund Navigation System



Absorption-type Merger
with Mobile Contents Business

Knuckleball Stadium Inc.

<http://knuckleball-stadium.com/>

- Established : August 24, 2012
- Capital : 9 million Japanese Yen
- Business Operations :
Production and publishing contents.

Aim of the merger

Acquisition of their contents and high
production skills to provide for digital
publishing market of music, video and books



YakyuTaro (Magazine)



ShukanYakuTaro
(Digital contents for smartphones)



IMAGINEER

This document contains statements which predict future events. These remarks were made based on information available to this company at the time this document was written. This does not guarantee the accuracy of this information. Please be aware that actual financial results may differ from the predictions made herein due to changes in a wide range of factors.