

For Immediate Release

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## Notice concerning Revision of the Forecast of the Financial Results for the Year Ending March 31, 2011

SANKYO Co., Ltd. today announced the revision of the forecast of financial results for fiscal 2011 (from April 1, 2010, to March 31, 2011) in view of the recent trend of the Company's financial performance. The previous forecast for fiscal 2011 was announced on May 12, 2010.

### [Revision of the forecast of consolidated financial results for the first six months of the year ending March 31, 2011] (From April 1, 2010, to September 30, 2010)

		(Millions of yen)				
		Net sales	Operating income	Recurring income	Net income	Net income per share (yen)
Previous forecast	(A)	88,000	18,000	20,000	13,000	135.31
Revised forecast	(B)	115,000	31,000	33,000	21,000	218.67
Difference	(B-A)	27,000	13,000	13,000	8,000	-
% change		30.7	72.2	65.0	61.5	-
1st half of FY2010 (results)		142,330	39,016	41,086	24,711	256.66

### [Revision of the forecast of consolidated financial results for the year ending March 31, 2011] (From April 1, 2010, to March 31, 2011)

		(Millions of yen)				
		Net sales	Operating income	Recurring income	Net income	Net income per share (yen)
Previous forecast	(A)	183,000	43,000	46,000	29,000	301.84
Revised forecast	(B)	210,000	56,000	59,000	37,000	385.27
Difference	(B-A)	27,000	13,000	13,000	8,000	-
% change		14.8	30.2	28.3	27.6	-
FY2010 results		222,673	55,791	59,366	36,198	375.99

This material is an English translation of Japanese announcement made on September 9, 2011. Although the Company intended to faithfully translate the Japanese document into English, the accuracy and correctness of this translation are not guaranteed.

## [Reasons for the revision]

The Company revised its forecast of financial results because sales of the pachinko and pachislot machines businesses, the Company's mainstay businesses, are expected to exceed the initial plan, reflecting brisk sales at present.

The plan for the second half of the current year is unchanged.

### 1. Pachinko Machines Business

Major products sold under the SANKYO brand include *Fever X JAPAN* (introduced in September 2010) and *Patrush 3* (introduced in July 2010). The sales volume of Sankyo-brand products is expected to reach 78,000 units in the first six months of fiscal 2011, whereas the plan envisaged a sales volume of 75,000 units.

Regarding Bisty-brand products, the sales volume of *Neon Genesis Evangelion—“Evangelical of The Beginnings”* (introduced in June 2010), the sixth model of the Group's blockbuster series, reached 205,000 units, having greatly exceeded the plan. Consequently, the sales volume of Bisty-brand products is expected to reach 213,000 units in the first six months of fiscal 2011, whereas the plan envisaged a sales volume of 150,000 units.

As a result, the forecast sales volume of pachinko machines is as follows:

First six months: Revised from 225,000 units to 291,000 units

Full year: Revised from 405,000 units to 471,000 units

### 2. Pachislot Machines Business

The sales volume of SANKYO-brand pachislot machines is expected to be 3,000 units in the first six months of fiscal 2011, whereas the plan envisaged a sales volume of 10,000 units. The sales volume of Bisty-brand products is expected to be 13,000 units in the first six months of fiscal 2011, whereas the plan envisaged a sale volume of 3,000 units. The principal factors prompting the revision were the receipt of successive orders for *Neon Genesis Evangelion—“Die Spur der SEELE”* and a sales volume for *Magical Shopping Arcade Abenobashi* (introduced in August 2010) exceeding the plan.

As a result, the forecast sales volume of pachislot machines is as follows:

First six months: Revised from 13,000 units to 16,000 units

Full year: Revised from 113,000 units to 116,000 units

The above forecast is based on information currently available to management. Actual results may differ from the forecast owing to various factors.