



**IMAGINEER**

**Appendix of Consolidated Financial Statements  
Ended September 30, 2011**

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**October 31, 2011**

**IMAGINEER Co., Ltd.**

**(JASDAQ: 4644)**

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# Amendments to the Consolidated Business Outlook

Millions of Yen

## 2Q

6 months  
ended September 30, 2011

	Previously announced forecast (A)	Results (B)	Variance (B-A)	Rate of variance (%)	Previous Year ended Sep 30, 2011
Net Sales	2,223	1,961	△ 262	△ 11.8	2,602
Operating Income	296	276	△ 20	△ 6.8	618
Ordinary Income	296	268	△ 28	△ 9.5	593
Net Profit	182	153	△ 29	△ 15.9	373
Earnings Per Share	18.48	15.92	—	—	37.61

## Full Year

April 1, 2011 – March 31, 2012

	Previously announced forecast (A)	Currently amended forecast (B)	Variance (B-A)	Rate of variance (%)	Previous Year ended March 31, 2011
Net Sales	4,388	3,803	△ 584	△ 13.3	4,851
Operating Income	624	539	△ 85	△ 13.7	776
Ordinary Income	624	541	△ 83	△ 13.3	689
Net Profit	396	366	△ 30	△ 7.7	414
Earnings Per Share	40.21	37.11	—	—	42.01

# Consolidated Operation Results

Millions of Yen

	6 months ended September 30, 2011	6 months ended September 30, 2010	Changes	
			JPY	%
Net Sales	1,961	2,602	△ 641	△ 24.6
Operating Income	276	618	△ 341	△ 55.3
Ordinary Income	268	593	△ 324	△ 54.7
Net Profit	153	373	△ 219	△ 58.8
Comprehensive Profit	120	362	△ 242	△ 66.9
Net Income per share	15.92	37.61	—	—

	As of Sep 30, 2011	As of March 31, 2010	Changes	
			JPY	%
Total Assets	8,069	8,557	△ 488	△ 5.7
Net Assets	7,542	7,577	△ 35	△ 0.5
Shareholders' Equity	7,539	7,575	△ 35	△ 0.5
Shareholders' Equity Ratio	93.4	88.5	—	—

# Consolidated Income Statements

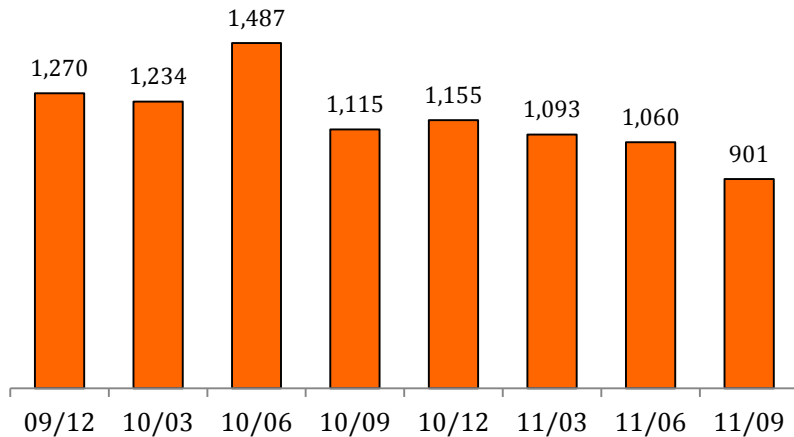
Millions of yen

	6 months ended September 30, 2011	6 months ended September 30, 2010	Change		
			JPY	%	Reason for Change
Net Sales	<b>1,961</b>	2,602	△ 641	△ 24.6	Decrease due to lower the sales of Mobile Contents Business, and the packaged software for the video game consoles.
Cost of Sales	<b>934</b>	1,160	△ 225	△ 19.4	
Selling, general and administrative expenses	<b>749</b>	823	△ 73	△ 9.0	
Operating Income	<b>276</b>	618	△ 341	△ 55.3	Decrease due to lower sales
Non-Operating Income	<b>17</b>	5	+ 12	+ 232.9	
Non-Operating Expenses	<b>25</b>	30	△ 4	△ 16.0	
Ordinary Income	<b>268</b>	593	△ 324	△ 54.7	
Extraordinary Profit	<b>26</b>	114	△ 87	△ 76.7	
Extraordinary Loss	<b>23</b>	5	+ 18	+ 336.5	
Profit before Income Tax	<b>271</b>	702	△ 430	△ 61.4	
Tax expenses	<b>117</b>	328	△ 211	△ 64.2	Decrease due to lower sales
Net Profit	<b>153</b>	373	△ 219	△ 58.8	

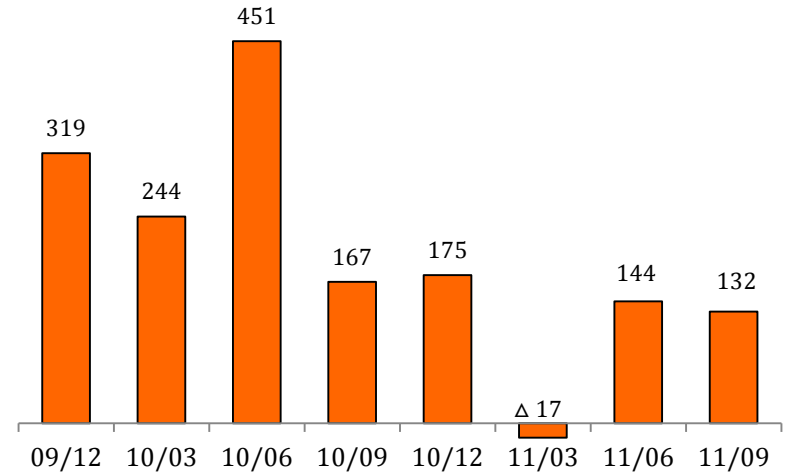
# Historical Consolidated Earnings

Millions of yen  
Accounting period basis

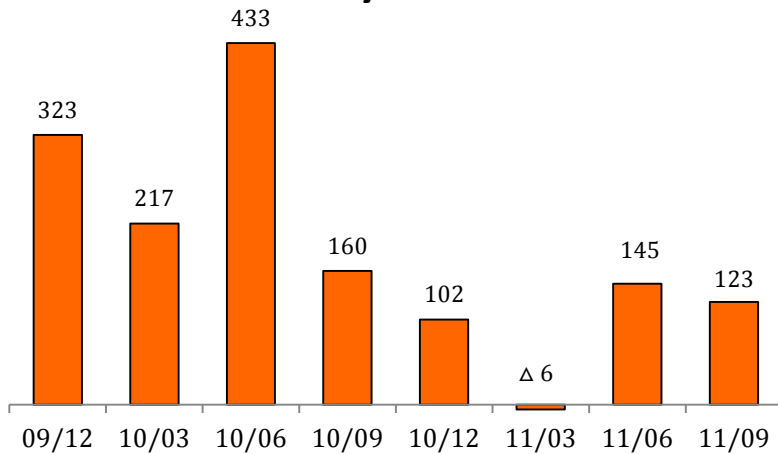
## Net Sales



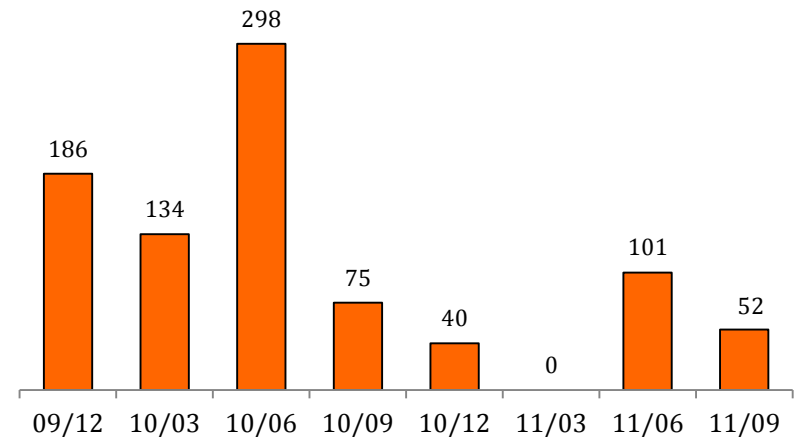
## Operating Income



## Ordinary Income



## Net Profit



# Net Sales and Operation Income by Business Segment

Millions of yen

## Net Sales

	6 months ended September 30, 2011	6 months ended September 30, 2010	Change		
			JPY	%	Reason for Change
Mobile Contents	1,473	1,841	△ 367	△ 20.0	Decrease in subscribers of contents service for featurephone
Mobile Commerce	183	180	+ 2	+ 1.5	
Package Software	279	590	△ 311	△ 52.7	Kick back from the great sales of Medalot DS in the first quarter.
Investor Education	25	—	—	—	
Total	1,961	2,612	△ 650	△ 24.9	
Adjustment	△ 0	△ 9	+9	—	

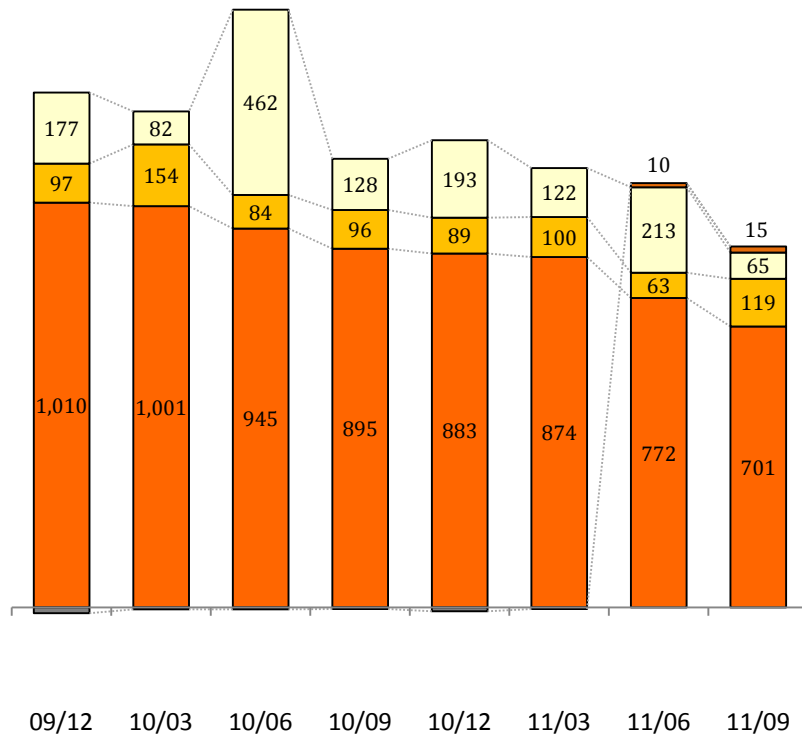
## Operating Income by Business Segment

Mobile Contents	464	661	△ 196	△ 29.7	Decrease due to lower sales
Mobile Commerce	△ 8	△ 6	△ 2	—	
Package Software	18	210	△ 191	△ 91.0	Decrease due to lower sales
Investor Education	△ 41	—	—	—	
Total	433	865	△ 431	△ 49.9	
Adjustment	△ 157	△ 246	+89	—	

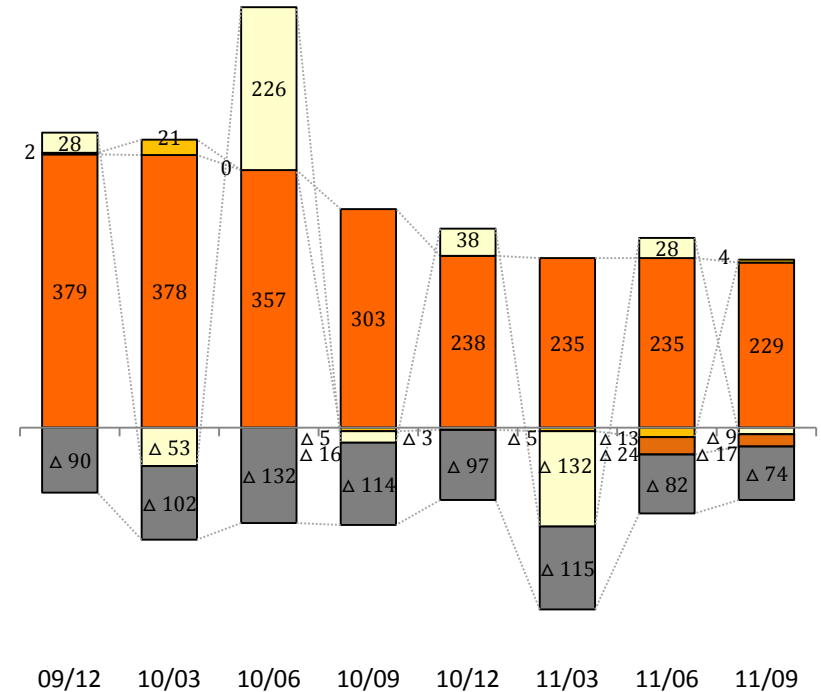
# Historical Net Sales and Operation Income by Business Segment

Millions of yen  
Accounting period basis

## Net Sales



## Operating Income by Business Segment



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



# Business Topics

## ■ Mobile Contents Business:

### Focusing the development of subscribed apps for smartphones

- Continuing to develop subscribed apps for smartphones from Q1. We've launched 'Rilakkuma Meru' for the Android phones which supports Docomo sp mode on July, 2011, and for IS series phones supporting au subscription scheme in Sep 2011.
- We are providing smartphone version apps of our most popular accessed featurephone's contents.



Rilakkuma Meru

## ■ Mobile Commerce Business (E-Commerce Site)

### Expanded the limited edition product line-up

- Rilakkuma Bosai Nuigurumi was on sale in September 2011, and made great sales.



Rilakkuma Bosai Nuigurumi

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# 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.