

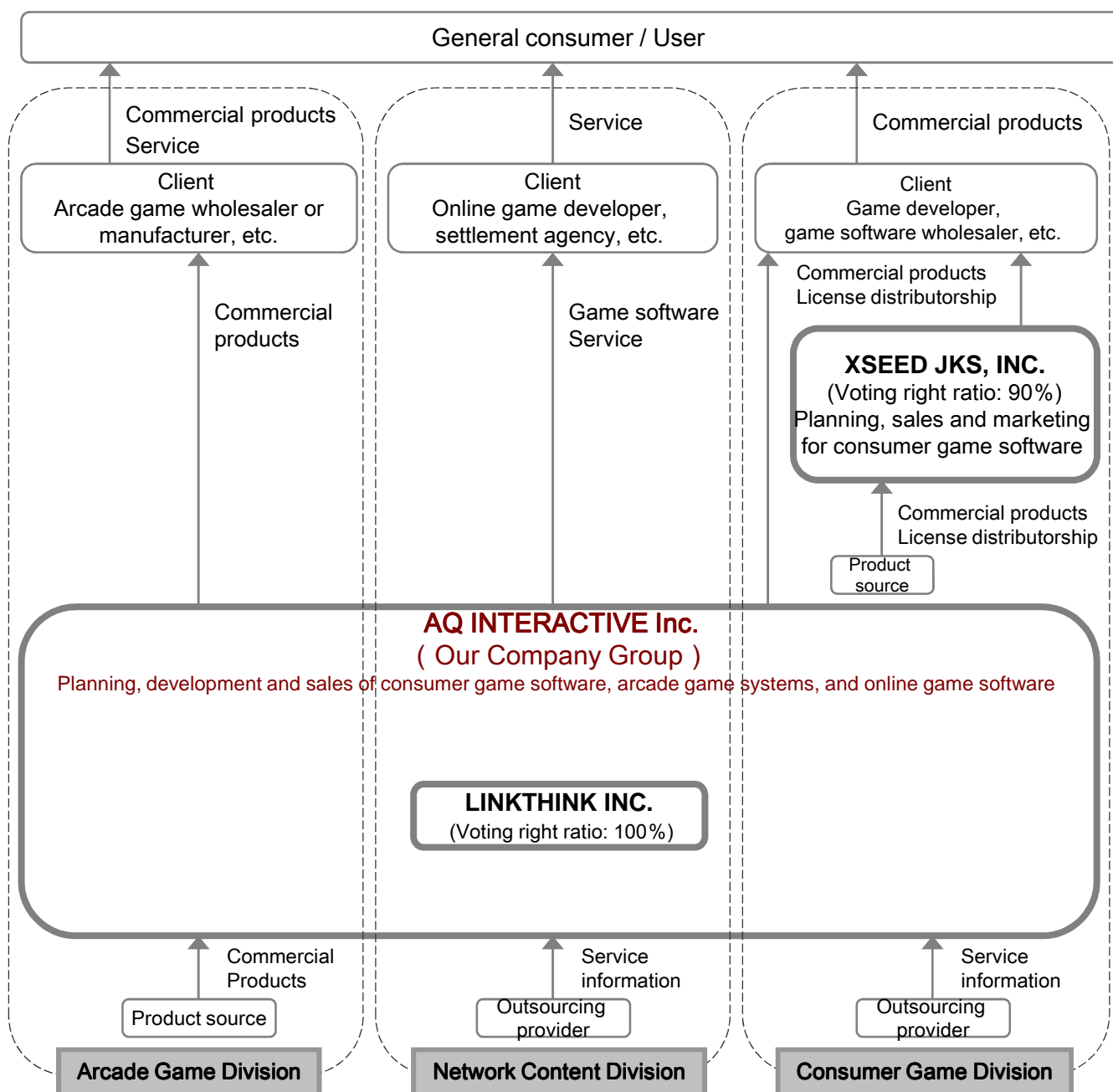
FACTBOOK

AQ INTERACTIVE Inc.
(3838, TSE 2nd Section)

For the Six Months Ended September 30, 2011

P2	Table of Contents
P3	Company Profile
P4-5	Consolidated Balance Sheet
P6	Consolidated Statements of Income
P7	Consolidated Statement of Cash Flows
P8	Information by Segment
P9	Consolidated Profitability Indicators
P10	Consolidated Efficiency Indicators
P11	Consolidated Stability Indicators
P12	Stock Information

Company Name	AQ INTERACTIVE INC.
URL	http://www.aqi.co.jp/
Head Office	Hitachi Solutions Tower B, 4-12-6 Higashi-Shinagawa, Shinagawa-ku, Tokyo 140-0002, Japan
Capital	3,201 Million Yen (as of September 30, 2011)
Established	March 1, 2000
President & CEO	Shuichi Motoda
Employees	Group employees (Directors, employees, contracted employees, employees temporarily transferred within the group) 232, and others (Part-time employees, temporary workers, employees temporarily transferred to out of group) 34 (as of September 30,2011)



Consolidated Balance Sheet

As of September 30, 2007-2011



株式会社AQインタラクティブ

(¥Thousand)	FY3/08 1H	FY3/09 1H	FY3/10 1H	FY3/11 1H	FY3/12 1H
Assets					
Total assets	4,325,545	7,275,302	7,339,538	7,806,382	7,919,837
Current assets	3,713,003	5,943,320	5,869,691	6,436,160	6,886,750
Cash and deposits	1,291,052	3,556,399	2,403,695	3,044,438	3,571,815
Notes and accounts receivable-trade	-	566,747	1,399,204	1,396,427	1,428,045
Accounts receivable-trade	637,532	-	-	-	-
Supplies	920	-	-	-	-
Marketable securities	-	-	-	399,884	1,150,698
Merchandise and finished goods	-	6,132	73,173	86,981	13,488
Work in process	188,513	1,059,513	1,305,385	858,497	84,797
Raw materials	-	-	-	-	-
Raw materials and supplies	-	823	879	4,235	913
Prepaid expenses	96,887	-	-	-	-
Deferred tax assets	196,808	337,363	375,194	231,660	203,457
Short-term loans	-	-	-	-	-
Other	136,483	421,137	340,735	455,140	508,459
Allowance for doubtful accounts	-	△ 4,798	△ 28,576	△ 41,106	△ 74,923
Consumption tax receivable	46,923	-	-	-	-
Contents production in process	1,117,881	-	-	-	-
Fixed assets	612,541	1,331,982	1,469,846	1,370,221	1,033,087
Property, plant and equipment	295,406	724,286	677,549	551,737	181,949
Buildings	40,002	-	-	-	-
Buildings, net	-	191,023	268,440	270,668	108,785
Vehicles	6,518	-	-	-	-
Equipment	248,885	-	-	-	-
Equipment, net	-	385,537	267,888	142,986	73,164
Land	-	136,953	136,953	136,953	-
Other, net	-	10,771	4,266	1,128	-
Intangible fixed assets	119,376	293,102	380,011	456,909	321,559
Goodwill	50,871	215,952	187,624	145,979	-
Software	58,150	56,775	136,720	195,863	136,901
Software account	9,894	-	-	-	-
Software in progress	-	19,353	54,645	114,046	184,198
Other	458	1,021	1,021	1,021	458
Investments and other assets	197,758	314,592	412,286	361,574	529,578
Investment securities	-	45,617	86,633	180,959	371,522
Long-term prepaid expenses	12,201	-	-	-	-
Lease deposits	185,557	-	-	-	-
Lease and guarantee deposits	-	255,571	253,246	173,471	154,202
Claims provable in bankruptcy, claims provable in rehat	-	-	8,247	16,799	15,328
Deferred tax assets	-	-	63,420	2,906	3,439
Other	-	13,402	8,986	4,236	414
Allowance for doubtful accounts	-	-	△ 8,247	△ 16,799	△ 15,328

Consolidated Balance Sheet

As of September 30, 2007-2011



株式会社AQインタラクティブ

(¥ Thousand)	FY3/08 1H	FY3/09 1H	FY3/10 1H	FY3/11 1H	FY3/12 1H
Liabilities					
Total liabilities	1,047,664	1,151,370	1,400,066	1,231,626	975,113
Current liabilities	1,047,664	860,702	1,310,066	1,033,664	938,832
Accounts payable-trade	338,470	362,220	260,070	279,098	373,464
Short-term loans payable	69,276	-	121,422	188,011	38,315
Current portion of bonds	-	-	200,000	14,280	-
Accounts payable-other	262,455	-	-	-	-
Accrued income taxes	229,307	43,327	22,779	214,081	141,274
Reserve for bonuses	26,944	-	-	-	-
Reserves	-	61,719	82,171	32,471	11,505
Other	121,210	393,434	623,621	305,721	374,272
Non-current liabilities	-	290,667	90,000	197,962	36,280
Bonds payable	-	250,000	50,000	50,000	-
Long-term loans payable	-	-	-	72,630	-
Asset retirement obligations	-	-	-	35,332	35,898
Deferred tax liabilities	-	-	-	-	381
Other	-	40,667	40,000	40,000	-
Net assets					
Total net assets	3,277,880	6,123,932	5,939,471	6,574,755	6,944,724
Shareholders' equity	3,203,417	6,078,055	5,965,835	6,602,009	6,965,997
Capital stock	1,567,896	3,195,801	3,195,801	3,199,971	3,201,171
Capital surplus	1,241,751	2,869,656	2,869,656	2,873,826	2,875,026
Retained earnings	393,770	12,598	△ 99,621	528,212	889,800
Treasury stock	-	-	-	-	-
Valuation and translation adjustments	△ 2,287	△ 14,831	△ 30,299	△ 28,636	△ 21,272
Valuation difference on available-for-sale securities	-	△ 3,619	△ 2,014	△ 4,692	34
Translation adjustment	△ 2,287	△ 11,211	△ 28,285	△ 23,943	△ 21,307
Minority interests	76,749	60,707	3,936	1,382	-
Total liabilities and net assets	4,325,545	7,275,302	7,339,538	7,806,382	7,919,837

Consolidated Statements of Income

For the six months ended September 30, 2007-2011



株式会社AQインタラクティブ

(¥ Thousand)	FY3/08 1H	FY3/09 1H	FY3/10 1H	FY3/11 1H	FY3/12 1H
Net sales	2,621,510	2,471,876	2,908,027	3,598,744	3,989,509
Cost of sales	1,693,788	1,923,950	2,169,444	1,592,606	2,040,198
Gross profit	927,722	547,926	738,583	2,006,137	1,949,311
Selling, general and administrative expenses	769,822	1,028,768	1,276,145	1,266,697	1,554,967
Operating income	157,899	△ 480,842	△ 537,562	739,440	394,343
Non-operating income	4,955	16,520	9,002	9,844	18,473
Interest income	1,972	8,684	2,584	5,460	12,450
Dividends income	-	-	91	91	-
Contributions for contracted software development	-	-	2,679	-	-
Compensation for transfer of company housing	2,400	-	-	-	-
Foreign exchange gains	-	1,590	-	-	-
Other	582	6,245	3,648	4,292	6,023
Non-operating expenses	669	7	24,808	52,335	23,994
Interest expenses	485	7	2,042	2,064	562
Foreign exchange losses	-	-	22,595	42,432	19,871
Loss on valuation of investment securities	-	-	-	2,885	-
Loss on cancel of lease contracts	-	-	-	4,952	2,116
Other	183	-	170	-	1,443
Ordinary income	162,185	△ 464,329	△ 553,367	696,948	388,822
Extraordinary income	-	-	-	3,531	-
Gain on sales of fixed assets	-	-	-	3,131	-
Reversal of allowance for doubtful accounts	-	-	-	400	-
Extraordinary loss	-	328,907	52,711	229,182	-
Loss on sales of fixed assets	-	-	-	541	-
Loss on retirement of fixed assets	-	-	8,532	444	-
Loss on cancellation of development	-	328,907	16,960	157,892	-
Head office transfer cost	-	-	27,217	-	-
Special retirement expenses	-	-	-	66,889	-
Loss on adjustment for changes of accounting standard for asset retirement obligations	-	-	-	3,414	-
Income (loss) before income taxes	162,185	△ 793,236	△ 606,078	471,298	388,822
Income taxes-current	244,303	52,782	15,049	238,866	129,975
Income taxes-deferred	△ 102,986	△ 64,731	△ 185,690	-	-
Total income taxes	141,317	△ 11,949	△ 170,641	238,866	129,975
Income before minority interests	-	-	-	232,432	258,847
Minority interests in income	561	-	-	-	-
Minority losses in income	-	△ 11,558	△ 22,224	△ 5,219	-
Net income	20,307	△ 769,728	△ 413,212	237,651	258,847

Consolidated Statements of Cash Flows

For the six months ended September 30, 2007-2011



株式会社AQインタラクティブ

(¥ Thousand)	FY3/08 1H	FY3/09 1H	FY3/10 1H	FY3/11 1H	FY3/12 1H
Cash flows from operating activities					
Net cash provided by operating activities	△ 451,930	154,772	△ 607,804	1,484,116	-
Income before income taxes	162,185	△ 793,236	△ 606,078	471,298	-
Depreciation and amortization	59,441	147,625	150,381	135,454	-
Loss on cancellation of development	-	328,907	16,960	157,892	-
Decrease (increase) in notes and accounts receivable-trade	-	563,844	△ 259,310	716,119	-
Amortization of goodwill	8,608	-	-	-	-
Loss (gain) on sales and retirement of fixed assets	-	-	-	-	-
Increase (decrease) in reserve for bonuses	16,804	-	-	-	-
Interest and dividends income	△ 1,972	-	-	-	-
Interest expenses	485	-	-	-	-
Foreign exchange losses (gains)	-	-	-	-	-
Decrease (increase) in notes and accounts receivable-trade	△ 17,286	-	-	-	-
Decrease (increase) in inventories	△ 563,135	131,576	51,347	△ 52,448	-
Increase (decrease) in notes and accounts payable-trade	122,833	202,632	△ 123,010	△ 107,491	-
Increase (decrease) in accounts payable-other	60,462	-	-	-	-
Increase (decrease) in advances received	△ 93,000	-	-	-	-
Other	46,165	△ 81,704	176,286	52,899	-
Subtotal	△ 198,408	499,645	△ 593,425	1,373,724	-
Interest and dividends income received	1,972	8,664	2,824	5,511	-
Interest expenses paid	△ 485	-	△ 2,043	△ 2,057	-
Income taxes paid	△ 255,009	△ 353,536	△ 76,583	△ 21,603	-
Income taxes refund	-	-	61,422	128,541	-
Cash flows from investing activities					
Net cash used in investment activities	△ 136,885	160,211	△ 303,393	△ 1,829,612	-
Payments into time deposits	-	-	△ 100,000	△ 1,300,960	-
Proceeds from withdrawal of time deposits	-	600,000	-	-	-
Purchase of property, plant and equipment	△ 28,014	△ 110,110	△ 58,999	△ 8,583	-
Proceeds from sales of property, plant and equipment	-	-	-	9,180	-
Purchase of intangible fixed assets	△ 46,966	△ 43,849	△ 151,690	△ 83,219	-
Purchase of investments in subsidiaries	-	-	△ 52,037	-	-
Purchase of investment securities	-	-	-	△ 479,876	-
Proceeds from redemption of investment securities	-	-	-	33,536	-
Purchase of investments in newly consolidated subsidiaries	△ 35,870	-	-	-	-
Purchase of investments in subsidiaries resulting from change of scope of consolidation	-	△ 232,987	△ 32,034	-	-
Purchase of long-term prepaid expenses	-	-	-	-	-
Payments for lease deposits	△ 27,232	△ 52,762	△ 80,094	△ 270	-
Collection of lease deposits	1,200	-	171,461	580	-
Other	-	△ 77	-	-	-
Cash flows from financing activities					
Net cash used in financing activities	72,288	△ 137,144	28,539	△ 186,310	-
Increase (decrease) in short-term loans payable	72,288	△ 30,000	28,646	△ 105,998	-
Repayment of long-term loans payable	-	-	-	△ 7,140	-
Proceeds from issuance of stock resulting from exercise of stock acquisition rights	-	-	-	7,740	-
Cash dividends paid	-	△ 107,144	△ 106	△ 80,912	-
Effect of exchange rate change on cash and cash equivalents	1,484	4,163	△ 1,294	△ 7,737	-
Net increase (decrease) in cash and cash equivalents	△ 515,043	182,003	△ 883,953	△ 539,544	-
Increase in cash and cash equivalents from newly consolidated subsidiary	-	-	-	-	-
Cash and cash equivalents, end of term	1,291,052	3,556,399	2,303,695	1,943,478	-

Information by Segment

For the six months ended September 30, 2007-2011



株式会社AQインタラクティブ

(¥ Thousand)	FY3/08 1H	FY3/09 1H	FY3/10 1H	FY3/11 1H	FY3/12 1H
Consumer Game Division					
Net Sales	n.a.	1,793,729	1,748,396	1,063,875	1,081,231
Operating income/loss by segment	n.a.	△ 468,553	△ 401,076	△ 34,803	△ 353,980
Network Content Division					
Net Sales	n.a.	n.a.	38,380	1,594,878	2,427,328
Operating income/loss by segment	n.a.	n.a.	△ 77,603	922,506	956,559
Arcade Game Division					
Net Sales	n.a.	678,146	1,121,251	939,989	480,950
Operating income/loss by segment	n.a.	202,739	175,215	154,065	124,679
Elimination/All company					
Operating income/loss by segment	n.a.	△ 215,028	△ 234,098	△ 302,328	△ 332,914
Consolidated Total					
Net Sales	n.a.	2,471,876	2,908,027	3,598,744	3,989,509
Operating income/loss by segment	n.a.	△ 480,842	△ 537,562	739,440	394,343

Note: No segment information disclosed for FY3/08 1H

Consolidated Profitability Indicators

For the six months ended September 30, 2007-2011

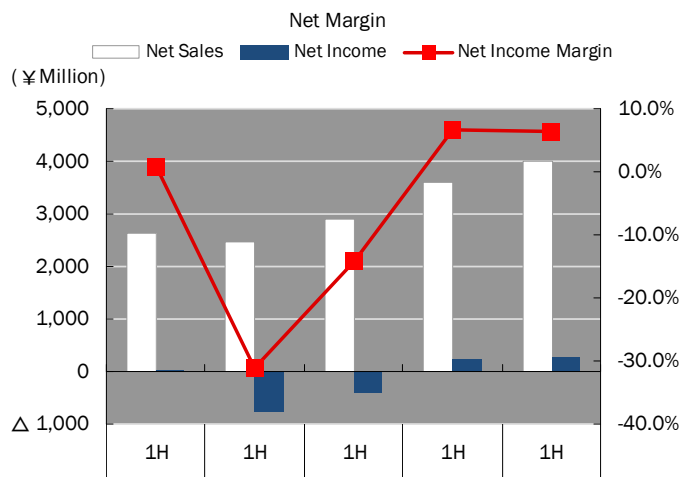
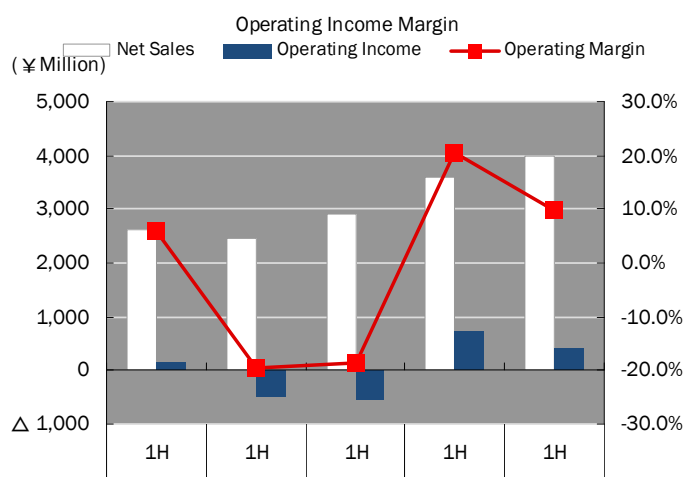
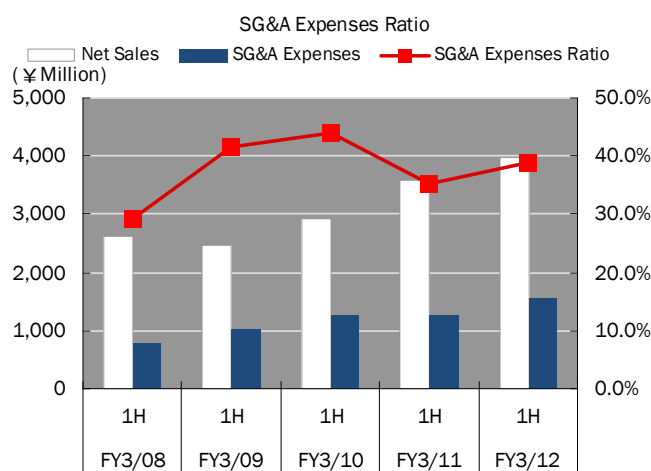
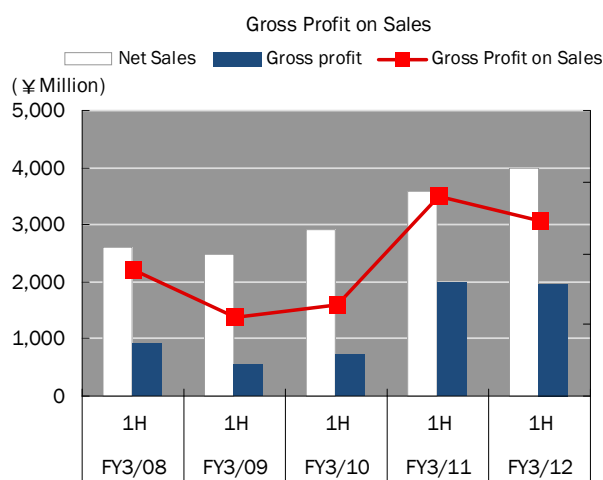


株式会社AQインタラクティブ

(¥ Million)	FY3/08 1H	FY3/09 1H	FY3/10 1H	FY3/11 1H	FY3/12 1H
Net Sales	2,621	2,471	2,908	3,598	3,989
Gross profit	927	547	738	2,006	1,949
SG&A Expenses	769	1,028	1,276	1,266	1,554
Operating Income	157	△ 480	△ 537	739	394
Ordinary income	162	△ 464	△ 553	696	388
Net Income	20	△ 769	△ 413	237	258

(%)	FY3/08 1H	FY3/09 1H	FY3/10 1H	FY3/11 1H	FY3/12 1H
Gross Profit on Sales	35.4%	22.1%	25.4%	55.8%	48.9%
SG&A Expenses Ratio	29.3%	41.6%	43.9%	35.2%	39.0%
Operating Margin	6.0%	-19.4%	-18.5%	20.5%	9.9%
Ordinary Income Margin	6.2%	-18.8%	-19.0%	19.3%	9.7%
Net Income Margin	0.8%	-31.1%	-14.2%	6.6%	6.5%

Gross Profit on Sales=Gross Profit/Net Sales
 SG&A Expenses Ratio=SG&A Expenses/Net Sales
 Operating Income Margin=Operating Income/Net Sales
 Ordinary Income Margin=Ordinary Income/Net Sales
 Net Income Margin=Net Income/Net Sales



Consolidated Efficiency Indicators

For the six months ended September 30, 2007-2011

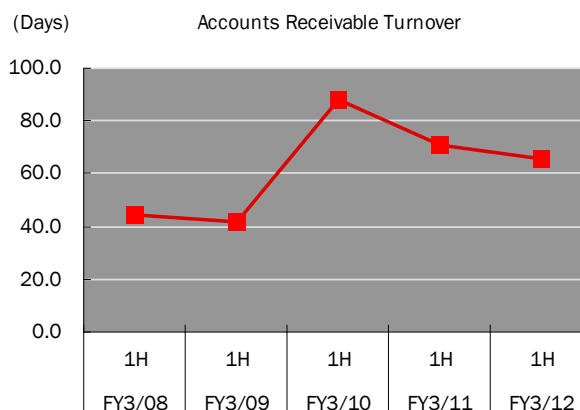
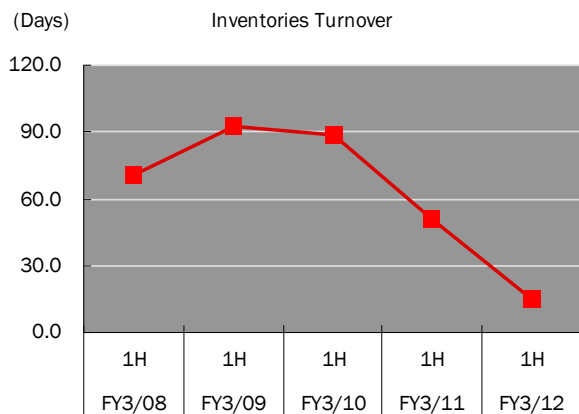
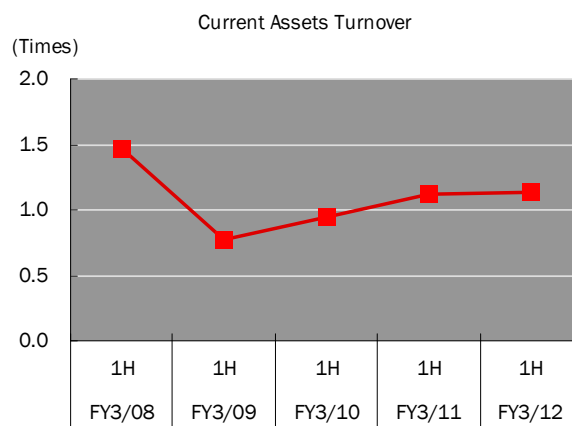
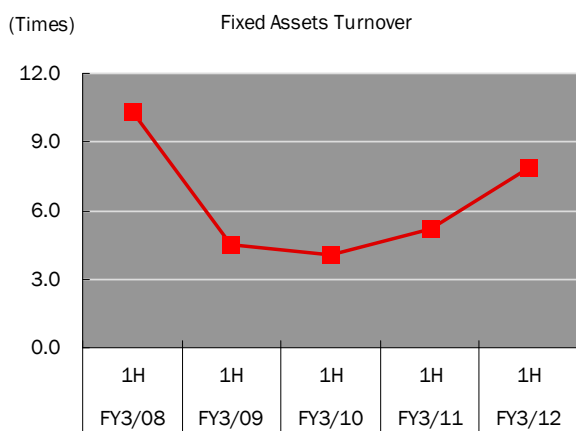


(Times)	FY3/08 1H	FY3/09 1H	FY3/10 1H	FY3/11 1H	FY3/12 1H
Total Assets Turnover	1.3	0.7	0.8	0.9	1.0
Fixed Assets Turnover	10.3	4.5	4.0	5.2	7.8
Current Assets Turnover	1.5	0.8	1.0	1.1	1.1

(Days)	FY3/08 1H	FY3/09 1H	FY3/10 1H	FY3/11 1H	FY3/12 1H
Inventories Turnover	70.5	92.8	88.7	50.9	14.8
Accounts Receivable Turnover	44.4	41.8	87.8	70.8	65.3
Accounts Payable Turnover	23.5	26.7	16.3	14.2	17.1

Total Assets Turnover=Net Sales*2/Average Total Assets
 Fixed Assets Turnover=Net Sales*2/Average Fixed Assets
 Current Assets Turnover=Net Sales*2/Average Current Assets

Inventories Turnover=Average Inventories/Net Sales*365/2
 Accounts Receivable Turnover=Average Accounts Receivable/Net Sales*365/2
 Accounts Payable Turnover=Average Accounts Payable/Net Sales*365/2



Consolidated Stability Indicators

For the six months ended September 30, 2007-2011



株式会社AQインタラクティブ

(¥ Million)	FY3/08 1H	FY3/09 1H	FY3/10 1H	FY3/11 1H	FY3/12 1H
Equity	3,201	6,064	5,935	6,574	6,944
Total Assets	4,325	7,275	7,339	7,806	7,919
Fixed Assets	612	1,331	1,469	1,370	1,033
Current Assets	3,713	5,943	5,869	6,436	6,886
Current Liabilities	1,047	860	1,310	1,033	938
Interest-bearing Debt	69	250	371	324	38

(%)	FY3/08 1H	FY3/09 1H	FY3/10 1H	FY3/11 1H	FY3/12 1H
Equity Ratio	74.0%	83.3%	80.9%	84.2%	87.7%
D/E Ratio	-	4.1%	6.3%	4.9%	0.5%
Fixed Ratio	19.1%	21.9%	24.8%	20.8%	14.9%
Current Ratio	354.6%	691.0%	448.0%	623.0%	734.1%

Return on Equity (ROE, 2Q)	0.6%	-12.7%	-7.0%	3.6%	3.7%
Return on Total Assets (ROA, 2Q)	0.5%	-10.6%	-5.6%	3.0%	3.3%

Equity Ratio=Equity/Average Total Assets

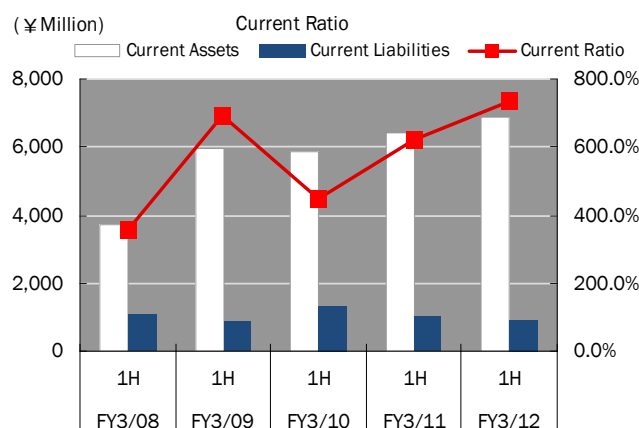
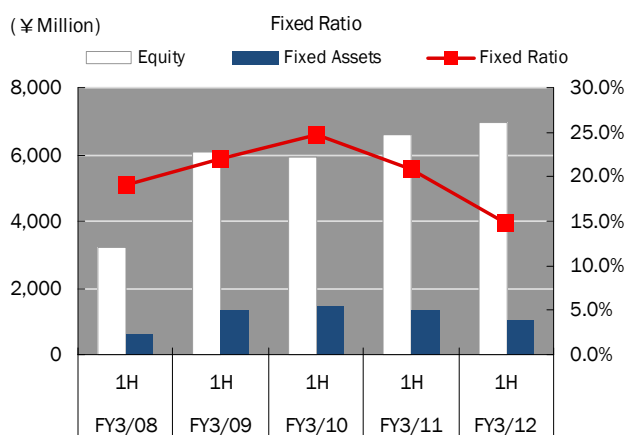
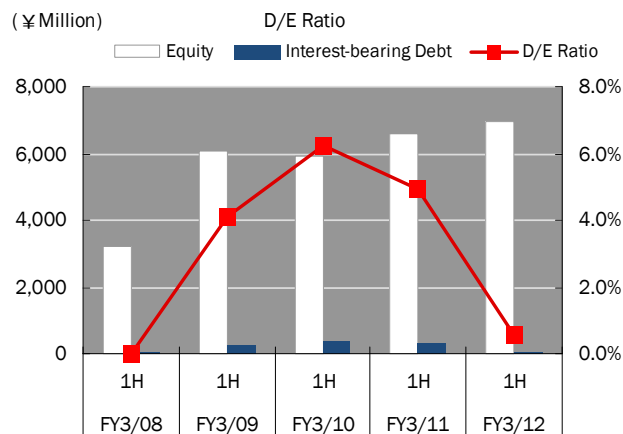
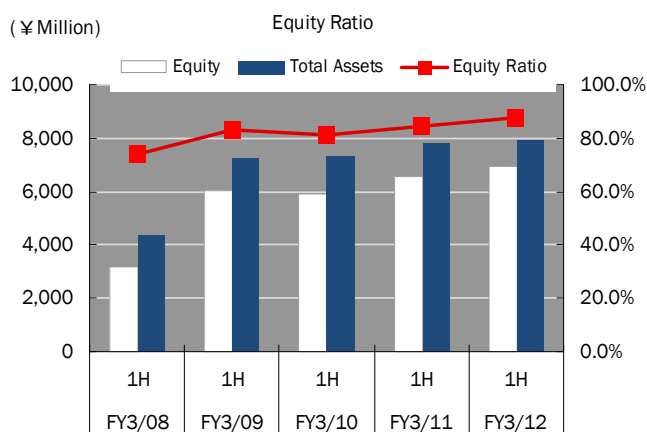
D/E Ratio=Interest-bearing Debt/Equity

Fixed Ratio=Fixed Assets/Equity

Current Ratio=Current Assets/Current Liabilities

ROE=Net Income/Equity

ROA=Net Income/Total Assets



Stock Information

For the six months ended September 30, 2007-2011



株式会社AQインタラクティブ

Indicators per Share

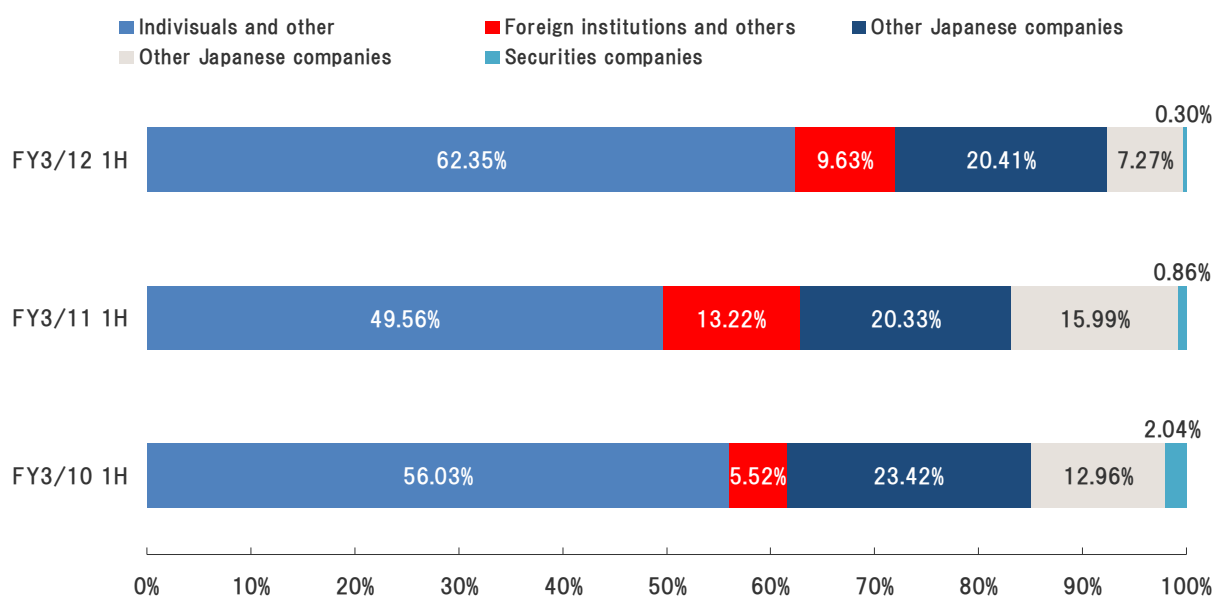
(¥)	FY3/08 1H	FY3/09 1H	FY3/10 1H	FY3/11 1H	FY3/12 1H
Share price at term-end	-	57,100	52,000	119,000	82,800
Net Income per share	415.02	△ 14,163.49	△ 7,603.37	4,364.99	4,748.01
Net Income per share (fully diluted)	407.77	-	-	4,359.86	4,747.23
Net assets per share	127,737.45	111,567.08	109,217.52	120,645.55	-
Dividend per share	-	0.00	0.00	0.00	1,200.00

Major Shareholders

As of September 30, 2011

Top 10 Shareholders	Number of Shares	Shareholding Ratio
Nakayama, Hayao	11,654	21.37%
Amuse Capital, Inc.	7,800	14.30%
Ishii, Yoji	2,700	4.50%
DEUTSCHE BANK AG LONDON-PB NON-TREATY CLIENTS 613	2,662	4.88%
Japan Trustee Services Bank, Ltd.	1,412	2.58%
Mizuho Trust & Banking Co ., Ltd.	1,350	2.47%
Japan Securities Finance Co., Ltd.	1,207	2.21%
HSBC-FUND SERVICES CLIENTS A/C 500-P	1,069	1.96%
Nippon Television Network Corporation	1,000	1.83%
TOHOKUSHINSHA FILM CORPORATION	1,000	1.83%
Oshima, Naoto	700	1.28%

Shareholding by Category





株式会社AQインタラクティブ

Contact

MarvelousAQL Inc.
Management Strategy Division
TEL: +81-3-5769-7447
FAX: +81-3-5769-7448
E-MAIL: corpplan@maql.jp
URL: <http://www.maql.co.jp/>