

Fact Sheet

First Quarter of Fiscal Year Ending March 31, 2013

MarvelousAQL Inc.

Stock Exchange Listing: Second Section of Tokyo Stock Exchange Stock Code: 7844 URL: <http://www.maql.co.jp/>
Contact: Management Strategy Office TEL: +81-3-5769-7447



In line with our management philosophy of the "'Amazement' and 'Emotion' to the world with New Entertainment," MarvelousAQL Inc. is a comprehensive entertainment company which develops online games, game software, games for amusement consoles, audio & visual software, musical performances, and other products and services.

Summary of Consolidated Quarterly financial information (Unit: million yen)

| | 1Q (3 months) | 2Q (6 months) | 3Q (9 months) | 4Q (full-year) |
|-------------------------------|------------------|------------------|------------------|-------------------|
| Net Sales | 3,016 | - | - | - |
| Operating Income | 278 | - | - | - |
| Ordinary Income | 259 | - | - | - |
| Net Income | 149 | - | - | - |
| Net Income Per Share (yen) | 280.14 | - | - | - |

Results of Operations

In the entertainment industry, of which the Group is a part, the market for social games continues to grow at a fast pace, with the wider online games market in calendar year 2011 (January through December 2011) reaching a size of approximately 420 billion yen, according to estimates of the Japan Online Game Association. The market for home-use games in the first half of calendar year 2012 (January through June 2012) combined for hardware and software was 100.7% of the year earlier, thanks to the market launch of new hardware and proliferating game software, marking a turnaround to recovery, according to research of Enterbrain, Inc. Despite the adverse market environment, bright spots have started to appear also in the music and video sectors, evidenced by a lively market for single CDs and ongoing growth in the Blu-ray disc market. Under such circumstances, the Group has been operating as a comprehensive entertainment provider based on a "multi-content, multi-use, and multi-device" strategy, unrolling a program of varied entertainment contents for every business environment and a variety of devices. Based on powerful IP initiatives, the Group has been proactively advancing its branding strategies, alliance strategies, and global strategies, and is working to offer contents of high topicality while making efforts to strengthen services.

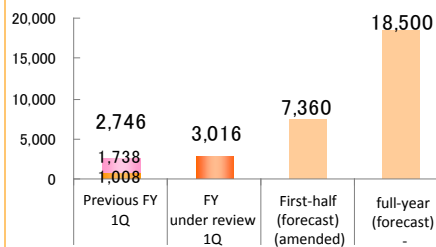
As a result, the Group's net sales in the first quarter (April 1, 2011 to June 30, 2012) marked 3,016 million yen, with operating income of 278 million yen, ordinary income of 259 million yen, and net income of 149 million yen.

Important matters concerning the results for the fiscal year ended March 31, 2012

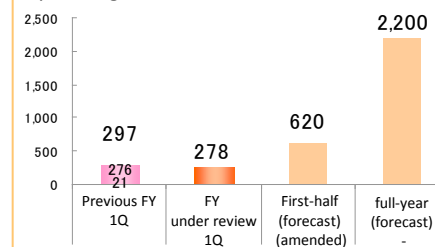
On October 1, 2011, the Company executed an absorption-type merger with AQ Interactive Inc. and Liveware Inc. in which MarvelousAQL Inc. (at that time, company name was Marvelous Entertainment Inc.) became the surviving company. The company changed its name to MarvelousAQL Inc., and modified its reporting segments into three businesses: the Online Game Business, Consumer Game Business, and Audio & Visual Business. On account of this, figures obtained by combining the performance of former Marvelous Entertainment Inc. with that of former AQ Interactive Inc. were listed for the results for the fiscal year ended March 2012.

Quarter Financial Results (Unit: million yen)

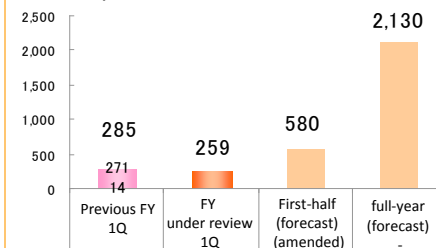
Net Sales



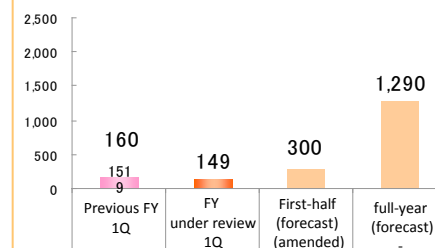
Operating Income



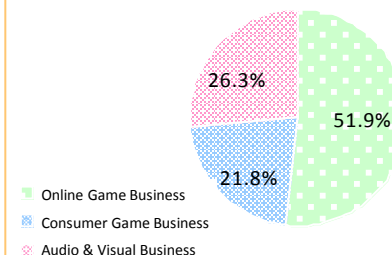
Ordinary Income



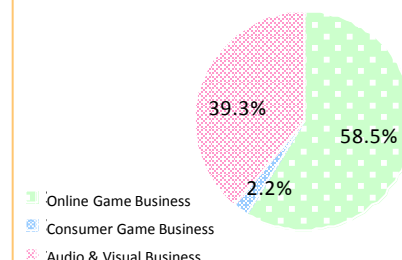
Net Income



Percentage of Net Sales by Segment



Percentage of Operating Income by Segment



Online Game Business

Leading Titles

Browser Sangokushi



©MarvelousAQL Inc.

Browser Pro Yakyu



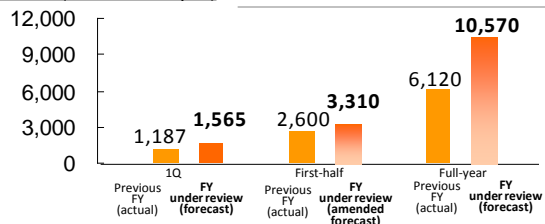
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Remarks about Performance

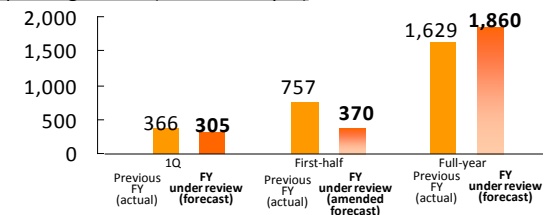
"Browser Sangokushi," "Browser Pro Yakyu," "Logres of Swords and Sorcery," "Browser Sangokushi for Mobile," "BOKUJO MONOGATARI for mobile" and other main titles have continued to do well and contribute to earnings. Moreover, the Group proactively advanced its alliance strategies and multi-initiatives, and launched services for "Browser mc☆axis," "Ikki-Tousen Burst Fight," and "Browser Sengoku BASARA," starting respectively in April, May, and June 2012. On the other hand, the Group decided to discontinue services for partly underperforming titles such as "MINNA DE BOKUJO MONOGATARI" and "Browser Pro Yakyu for Mobile". Additionally, as a European foothold for these operations, England-based subsidiary MAQL Europe Limited was established in April 2012.

As a result, segment net sales totaled 1,565 million yen, with segment income of 305 million yen.

Net Sales (Unit: million yen)



Operating Income (Unit: million yen)



Consumer Game Business

"Harvest Moon" series



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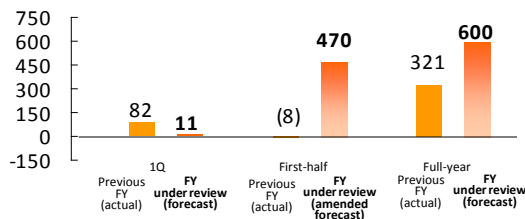
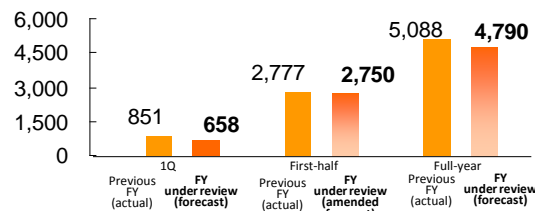
"NO MORE HEROES" series



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At the Company's sales sector, the release of "ASSAULT GUNNERS" marked the Company's first title for PS Vita for exclusive purchase by download. At the same time, repeat orders were favorable centered on "HARVEST MOON 3D (Nintendo 3DS)" launched last fiscal year (February 23, 2012). Meanwhile, the Group's development service business registered a steady flow of orders, specifically a large scale order for "SOUL SACRIFICE (PS Vita)" from Sony Computer Entertainment.

At the amusement division, with "Pokémon BATTRIO," the Pokémon amusement console for children moving into its final phase, last sales of the Battrio pack developed to plan. As a result, segment net sales totaled 658 million yen, with segment income of 11 million yen.



Audio & Visual Business

MUSICAL THE PRINCE OF TENNIS



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THE PRINCE OF TENNIS PROJECT
© 1999 TAKESHI KONOMI./ 2011 MUSICAL THE PRINCE OF TENNIS PROJECT

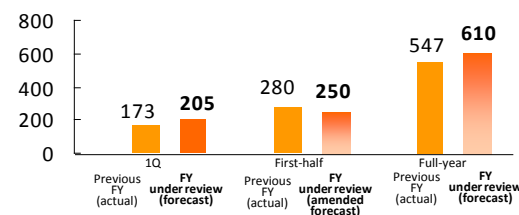
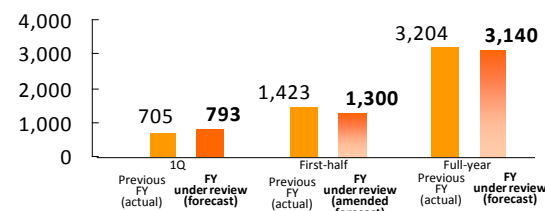
"PRECURE" series



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© 2011 Toei Animation Co., Ltd.

The audio & visual production sector newly developed video products for the TV animations "SMILE PRECURE!" and "Pretty cure All Stars New Stage Echo of Heart." Moreover, new orders were favorable for video products and music products for earlier series, benefiting sales and earnings. The stage production sector turned out a total of 41 minutes of performance for the "MUSICAL THE PRINCE OF TENNIS" and launched sales for three new related DVDs, with orders developing favorably together with repeat orders for earlier productions. Furthermore, as an event for fans, the division launched the "MUSICAL THE PRINCE OF TENNIS: Sports Day 2012 Spring" (results will appear on accounts for the second quarter), which attracted much attention. Additionally, as a new stage performance production the division hosted "Musical HAKUOKI" based on the popular game (results will appear on accounts for the second quarter), which attracted sizeable audiences.

As a result, segment net sales totaled 792 million yen, with segment income of 205 million yen.



[Consolidated Statement of Income]

(Unit: million yen)

| | | 2008.3 | 2009.3 | 2010.3 | 2011.3 | 2012.3 | 2013.3 1Q |
|------------------------|------------|--------|--------|--------|--------|--------|-----------|
| Net Sales | Former MMV | 12,387 | 10,139 | 8,284 | 6,965 | 10,423 | 3,016 |
| | Former AQI | 5,666 | 6,180 | 7,197 | 7,239 | | |
| Gross Operating Income | Former MMV | 3,422 | 1,616 | 677 | 1,740 | 4,491 | 1,572 |
| | Former AQI | 2,294 | 2,032 | 2,586 | 3,644 | | |
| Operating Income | Former MMV | 352 | -1,238 | -1,668 | 202 | 1,044 | 278 |
| | Former AQI | 766 | -7 | 58 | 1,070 | | |
| Ordinary Income | Former MMV | 326 | -1,308 | -1,725 | 147 | 1,025 | 259 |
| | Former AQI | 759 | 13 | 63 | 1,041 | | |
| Net Income | Former MMV | 791 | -1,221 | -1,623 | 131 | 3,533 | 149 |
| | Former AQI | 517 | -468 | 58 | 537 | | |

[Consolidated Balance Sheet]

(Unit: million yen)

| | | 2008.3 | 2009.3 | 2010.3 | 2011.3 | 2012.3 | 2013.3 1Q |
|-----------------------|------------|--------|--------|--------|--------|--------|-----------|
| Current Assets | Former MMV | 7,222 | 5,870 | 3,889 | 3,271 | 11,932 | 11,063 |
| | Former AQI | 6,885 | 6,364 | 6,377 | 7,231 | | |
| Fixed Assets | Former MMV | 590 | 860 | 823 | 820 | 1,734 | 2,019 |
| | Former AQI | 862 | 1,414 | 1,403 | 1,003 | | |
| Total Assets | Former MMV | 7,813 | 6,731 | 4,713 | 4,092 | 13,667 | 13,082 |
| | Former AQI | 7,748 | 7,779 | 7,780 | 8,235 | | |
| Current Liabilities | Former MMV | 4,594 | 5,431 | 4,447 | 3,496 | 4,361 | 3,972 |
| | Former AQI | 736 | 1,272 | 1,186 | 1,320 | | |
| Long-Term Liabilities | Former MMV | 406 | 8 | 72 | 271 | 202 | 184 |
| | Former AQI | - | 90 | 169 | 35 | | |
| Net Assets | Former MMV | 2,812 | 1,291 | 193 | 325 | 9,102 | 8,925 |
| | Former AQI | 7,011 | 6,416 | 6,424 | 6,878 | | |
| Shareholders' Equity | Former MMV | 2,610 | 1,276 | 193 | 325 | 9,102 | 8,925 |
| | Former AQI | 6,942 | 6,364 | 6,417 | 6,878 | | |

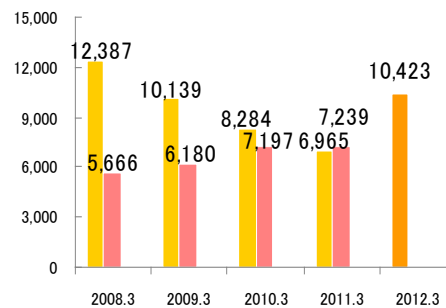
[Cash Flow Statement]

(Unit: million yen)

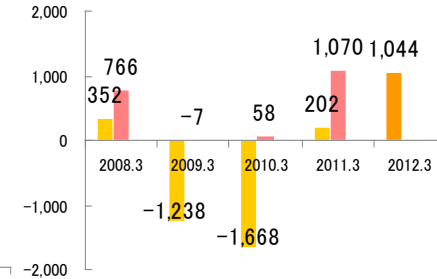
| | | 2008.3 | 2009.3 | 2010.3 | 2011.3 | 2012.3 | 2013.3 1Q |
|--|------------|--------|--------|--------|--------|--------|-----------|
| Cash flows from operating activities | Former MMV | -210 | -1,038 | -210 | 1,360 | 1,399 | - |
| | Former AQI | -448 | -35 | -193 | 2,904 | | |
| Cash flows from investing activities | Former MMV | 2,580 | -153 | -22 | -246 | 435 | - |
| | Former AQI | -1,221 | -114 | -598 | -2,762 | | |
| Cash flows from financing activities | Former MMV | -1,954 | 937 | 5 | -237 | -479 | - |
| | Former AQI | 3,242 | -40 | 104 | -216 | | |
| Cash and Cash Equivalents at End of Period | Former MMV | 1,334 | 1,109 | 874 | 1,749 | 5,979 | - |
| | Former AQI | 3,374 | 3,187 | 2,483 | 2,401 | | |

Former MMV AQI MarvelousAQL

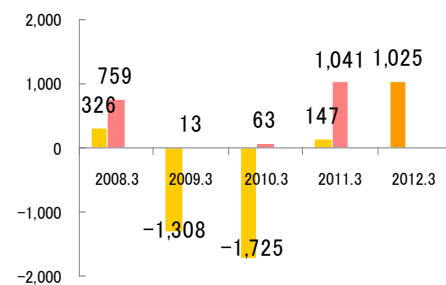
Net Sales (million yen)



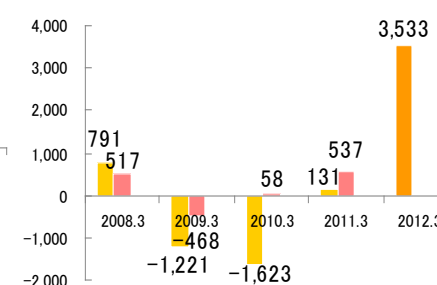
Operating Income (million yen)



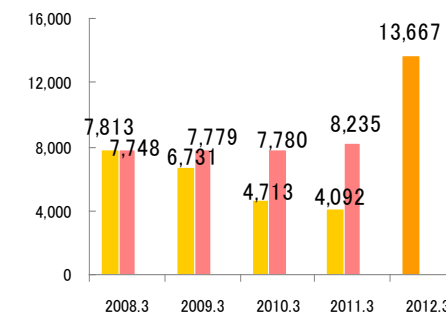
Ordinary Income (million yen)



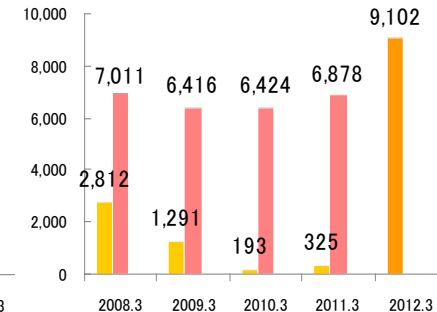
Net Income (million yen)



Total Assets (million yen)



Net Assets (million yen)



[Per Share Indices]

| | | 2008.3 | 2009.3 | 2010.3 | 2011.3 | 2012.3 | 2013.3 1Q |
|----------------------------|------------|------------|------------|------------|------------|-----------|-----------|
| Net income per share (yen) | Former MMV | 9,368.63 | -14,567.14 | -13,617.65 | 1,075.82 | 10,762.44 | 280.14 |
| | Former AQI | 10,109.90 | -8,625.05 | 1,076.48 | 9,872.84 | | |
| Net assets per share (yen) | Former MMV | 30,897.97 | 15,363.97 | 1,583.30 | 2,665.21 | 17,028.50 | 16,697.12 |
| | Former AQI | 127,737.45 | 117,115.79 | 118,061.49 | 126,194.64 | | |

[Profitability]

| | | 2008.3 | 2009.3 | 2010.3 | 2011.3 | 2012.3 | 2013.3 1Q |
|----------------------------|------------|--------|--------|--------|--------|--------|-----------|
| Gross profit rate (%) | Former MMV | 27.6 | 15.9 | 8.2 | 25.0 | 43.1 | 52.1 |
| | Former AQI | 40.5 | 32.9 | 35.9 | 50.3 | | |
| Operating profit ratio (%) | Former MMV | 2.8 | -12.2 | -20.1 | 2.9 | 10.0 | 9.2 |
| | Former AQI | 13.5 | -0.1 | 0.8 | 14.8 | | |
| Ordinary profit ratio (%) | Former MMV | 2.6 | -12.9 | -20.8 | 2.1 | 9.8 | 8.6 |
| | Former AQI | 13.4 | 0.2 | 0.9 | 14.4 | | |
| Net profit ratio (%) | Former MMV | 6.4 | -12.0 | -19.6 | 1.9 | 33.9 | 5.0 |
| | Former AQI | 9.1 | -7.6 | 0.8 | 7.4 | | |

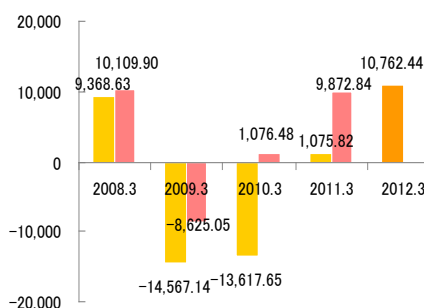
[Efficiency & Security]

| | | 2008.3 | 2009.3 | 2010.3 | 2011.3 | 2012.3 | 2013.3 1Q |
|-------------------|------------|--------|--------|---------|--------|--------|-----------|
| ROE (%) | Former MMV | 35.4 | -62.8 | -220.9 | 50.6 | 75.0 | - |
| | Former AQI | 10.2 | - | 0.9 | 8.1 | | |
| ROA (%) | Former MMV | 3.8 | -18.0 | -30.2 | 3.4 | 11.6 | - |
| | Former AQI | 13.1 | 0.2 | 0.8 | 13.0 | | |
| Capital ratio (%) | Former MMV | 33.4 | 19.0 | 4.1 | 7.9 | 66.6 | 68.2 |
| | Former AQI | 89.6 | 81.8 | 82.5 | 83.5 | | |
| D/E ratio (%) | Former MMV | 64.7 | 210.1 | 1,099.6 | 559.7 | 15.2 | 14.8 |
| | Former AQI | 0.0 | 5.5 | 6.9 | 1.1 | | |

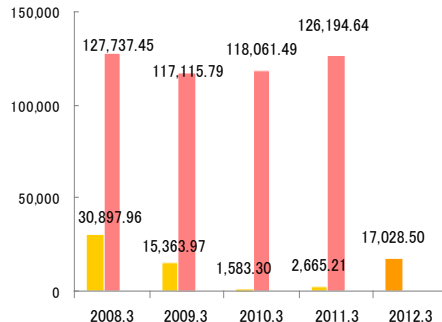
[Return to shareholders]

| | | 2008.3 | 2009.3 | 2010.3 | 2011.3 | 2012.3 | 2013.3 1Q |
|---------------------------|------------|--------|--------|--------|--------|--------|-----------|
| Dividend (million yen) | Former MMV | 63 | 0 | 0 | 0 | 323 | - |
| | Former AQI | 108 | 0 | 81 | 201 | | |
| DOE (%) | Former MMV | 2.8 | 0.0 | 0.0 | 0.0 | 6.1 | - |
| | Former AQI | 1.6 | 0.0 | 1.3 | 2.9 | | |
| Dividend payout ratio (%) | Former MMV | 8.0 | 0.0 | 0.0 | 0.0 | 5.6 | - |
| | Former AQI | 21.0 | 0.0 | 139.3 | 37.5 | | |

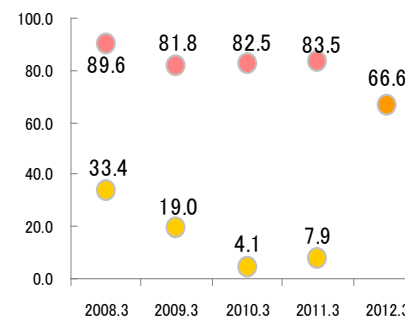
Net income per share (yen)



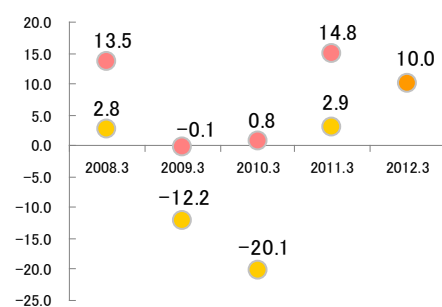
Net assets per share (yen)



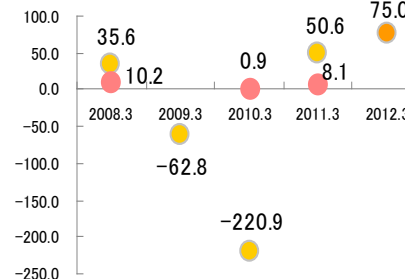
Capital ratio (%)



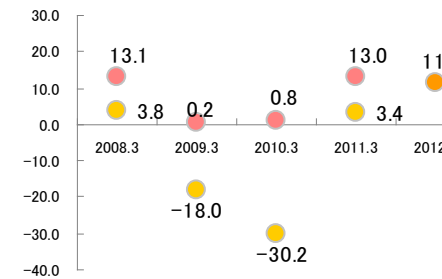
Operating profit ratio (%)



ROE (%)



ROA (%)



Future Developments & Outlook for Next Fiscal Year

On October 1, 2011, the Company executed an absorption-type merger with AQ Interactive Inc. and Liveware Inc. in which MarvelousAQL Inc. became the surviving company, and made its new start as a comprehensive entertainment company whose business domain is “multi-content, multi-use and multi-device.” The Company will effectively utilize the enormous customer base and abundant content library acquired through this merger, and will expanded its versatile entertainment content toward new devices in a variety of business sectors.

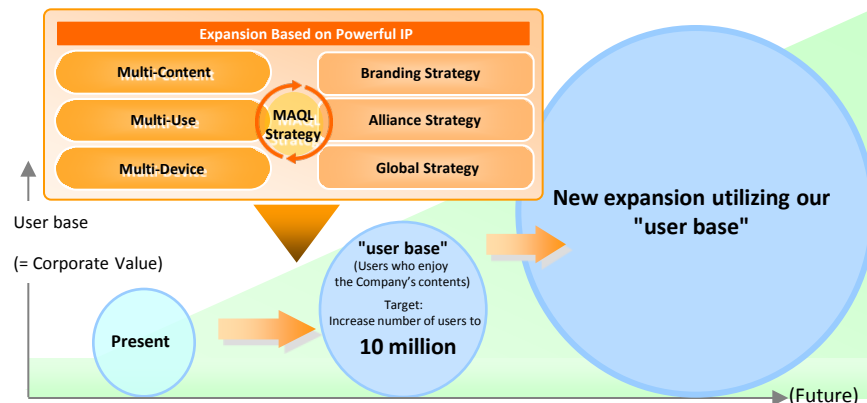
In addition, the Company will execute its “Branding Strategy,” “Alliance Strategy” and “Global Strategy,” and will not limit itself to Japan as it increases the number of users enjoying the Company’s intellectual property.

As a first step, the strategies will be executed with the target number of users enjoying the Company’s content on various platforms set at 10 million.

Consolidated results for the next term are forecast to achieve net sales of 18,500 million yen, operating income of 2,200 million yen, ordinary income of 2,130 million yen, and net income of 1,290 million yen.

Our Aim is to be a Global Content Provider that Amazes the World

Expand our user base by “creating and developing powerful IP” and “strengthening our advantages as a comprehensive entertainment company”



Basic Information

Company Profile (As of August 9, 2012)

- Company Name: MarvelousAQL
- Head Office: 5F Shinagawa Seaside East Tower, 4-12-8 Higashi-Shinagawa, Shinagawa-ku, Tokyo, Japan
- Established: June 25, 1997
- Capital: ¥1,128 million
- Officers:

| | |
|---------------------------------------|---------------------|
| Chairman of the Board | Haruki Nakayama |
| President | Shuichi Motoda |
| Vice President | Toshinori Aoki |
| Director | Yoshiaki Matsumoto |
| Director | Nobuyuki Yamakaku |
| Director (External) | Shunichi Nakamura |
| Director (External) | Hiroshi Fujiwara |
| Standing Statutory Auditor (External) | Isamu Tsuji |
| Corporate Auditor (External) | Iwao Nishi |
| Corporate Auditor (External) | Katsuhiko Nishimura |

Business Activities

- Online Game Business** Developing apps and games capitalizing on the Company’s proprietary intellectual property and other companies’ promising intellectual property for various platforms
- Consumer Game Business** Proposing, developing, producing and marketing game software for home game consoles and game machines for amusement facilities
- Audio & Video Business** Proposing, producing, and marketing a variety of contents including audio and visual, as well as proposing, producing, and exhibiting stage and musical performances

Stock Information (as of March 31, 2012)

- End of term: March 31
- Number of shareholders: 8,836
- Total number of authorized shares: 900,000
- Total shares outstanding: 535,931
- Shares per unit: 1

[Major Shareholders / Ratio of Shares Owned]

| | |
|--|---------|
| • Hayao Nakayama | 18.32 % |
| • Amuse Capital Inc. | 12.50 % |
| • Haruki Nakayama | 10.22 % |
| • Yoji Ishii | 3.58 % |
| • Amuse Capital Investment, K.K. | 3.43 % |
| • DEUTSCHE BANK AG LONDON-PB NON-TREATY CLIENTS 613 | 2.84 % |
| • Japan Trustee Services Bank, Ltd. (trust account) | 1.97 % |
| • Mizuho Trust & Banking co., Ltd. / Securities Administration Trust 0700018 | 1.76 % |
| • TOHOKUSHINSHA FILM CORPORATION | 1.45 % |
| • Nomura PB Nominees TK 1 Limited | 1.39 % |

[Stock Quote] (As of August 9, 2012)

- Stock Quote: 17,180 yen
- Market Cap 9,207 million yen