

## Appendix

### Financial Data for the Leading Console Makers

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Total sales	463	554	504	514	515	509	966	1,672	1,838	1,434	1,014	648
Operating income	85	119	100	110	113	91	226	487	555	357	171	(37)
Net income	97	106	67	33	87	98	174	257	279	229	78	(43)
Op. income/Av. total assets (%)	9.7	9.5	8.9	10.5	9.7	7.9	19.5	27.0	31.7	21.0	10.1	(2.4)
Return on av. equity (%)	12.2	12.0	7.4	3.7	9.6	10.4	16.8	11.0	19.9	16.8	5.7	(4.2)

Note: Figures in parentheses denote a loss.

### NINTENDO (YEAR ENDING MARCH 31) IN BILLIONS OF YEN

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Sales	7,315	7,578	7,474	7,496	7,160	7,475	8,296	8,871	7,229	7,214	7,181	6,403
Operating income	225	135	185	99	114	191	150	475	(227)	32	200	(67)
Of which: Games income	661	1,004	936	754	703	918	974	1,219	1,685 <sup>a</sup>	1,512 <sup>a</sup>	1,493 <sup>a</sup>	3,137 <sup>a</sup>
Games	68	113	84	68	43	9	(232)	(124)	(87) <sup>a</sup>	(83) <sup>a</sup>	36 <sup>a</sup>	(230) <sup>a</sup>
Of which: Games	(51)	84	113	68	43	9	(232)	(124)	(87) <sup>a</sup>	(83) <sup>a</sup>	36 <sup>a</sup>	(230) <sup>a</sup>
Net income (loss)	17	15	116	89	164	124	126	369	(98)	(41)	(259)	(457)
Op. income/Av. total assets (%)	3.1	1.7	2.2	1.1	1.2	1.9	0.6	2.9	(1.8)	0.3	1.6	(0.5)
ROE (%)	0.1	0.1	4.8	3.6	6.3	4.1	3.9	10.8	(3.1)	(1.4)	(9.4)	(15.6)

Notes: Figures in parentheses denote a loss. For 2009-2011, the segment data for Sony are for "Networked Products and Services." This includes both games consoles and PCs. For 2012, Games are included within the Consumer Products and Services segment.