

Fuji Media Holdings, Inc.
Flash Report (Consolidated Basis)

May 13, 2010

Results for fiscal year ended March 31, 2010

Company name: Fuji Media Holdings, Inc.

Stock listing: Tokyo Stock Exchange Code number: 4676 URL <http://www.fujimediahd.co.jp>

Representative: Kou Toyoda, President and Representative Director

Person to contact: Tsuyoshi Habara, Executive Managing Officer, Senior Executive Director of Treasury & Finance

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Date of the General Meeting of the Shareholders: June 29, 2010

Planned filing of an annual security report: June 29, 2010 Planned start of dividend payments: June 30, 2010

(Figures less than ¥1 million have been omitted.)

1. Consolidated Performance

(1) Operating Results

Years ended March 31

Percentages indicate year-on-year increase/ (decrease).

	Net sales		Operating income		Recurring profit		Net income	
	Millions of yen	%	Millions of yen	%	Millions of yen	%	Millions of yen	%
2010	583,843	3.6	9,279	(53.2)	12,060	(46.1)	7,459	(55.0)
2009	563,320	(2.1)	19,830	(18.6)	22,365	(17.3)	16,567	5.0

	Net income per share	Net income per share after dilution	Return on equity	Recurring profit-to-total assets ratio	Operating income-to-operating revenues ratio
	Yen	Yen	%	%	%
2010	3,238.69	—	1.6	1.7	1.6
2009	7,193.40	—	3.7	3.3	3.5

(Reference) Gain on investment by equity method: Year ended March 31, 2010: ¥1,571 million
Year ended March 31, 2009: ¥1,568 million

(2) Financial Position

At March 31

	Total assets	Net assets	Equity ratio	Net assets per share
	Millions of yen	Millions of yen	%	Yen
2010	753,191	464,187	61.0	199,432.99
2009	683,523	453,395	65.7	194,864.16

(Reference) Total shareholders' equity: March 31, 2010: ¥459,313 million, March 31, 2009: ¥448,790 million

(3) Cash Flows

Years ended March 31

	Cash flows from operating activities	Cash flows from investing activities	Cash flows from financial activities	Cash and cash equivalent at end of year
	Millions of yen	Millions of yen	Millions of yen	Millions of yen
2010	18,670	(30,889)	25,344	128,036
2009	84,760	(36,728)	(9,410)	116,598

2. Dividends

Years ended/ending March 31

	Dividends per share					Total amount of dividends (for the entire fiscal year) Millions of yen	Payout ratio %	Dividends-to-net assets ratio %
	June 30	Sept. 30	Dec. 31	Mar. 31	Total			
	Yen	Yen	Yen	Yen	Yen			
2009	—	1,800.00	—	1,800.00	3,600.00	8,291	50.0	1.8
2010	—	800.00	—	800.00	1,600.00	3,684	49.4	0.8
2011 (Forecast)	—	800.00	—	800.00	1,600.00		55.0	

3. Forecasts for Fiscal Year ending March 31, 2011

Percentages indicate year-on-year increase/ (decrease).

	Net sales		Operating income		Recurring profit	
	Millions of yen	%	Millions of yen	%	Millions of yen	%
Interim period	289,000	2.9	6,500	137.4	7,200	56.8
Fiscal year	588,200	0.7	16,600	78.9	17,100	41.8

	Net income		Net income per share
	Millions of yen	%	Yen
Interim period	1,600	(47.1)	694.72
Fiscal year	6,700	(10.2)	2,909.13

4. Other

1. Significant changes in subsidiaries during the subject fiscal year (Transfer of particular subsidiaries following a change in the scope of consolidation): None

Additions: None Deletions: None

2. Changes in accounting rules, procedures or method of presentation relating to the preparation of the consolidated financial statements (Matters included in changes to significant items that form the basis for preparation of the consolidated financial statements).

a. Changes in accordance with revisions to accounting standards: Yes

b. Other changes: None

3. Number of Shares Outstanding (Common stock)

- a. Number of shares outstanding at fiscal year-end (including treasury stock):

March 31, 2010: 2,364,298 shares March 31, 2009: 2,364,298 shares

- b. Number of treasury stocks at fiscal year-end:

March 31, 2010: 61,202 shares March 31, 2009: 61,202 shares

(Reference) Flash Report (Non-Consolidated Basis)

Results for fiscal year ended March 31, 2010

1. Non-Consolidated Performance

(1) Operating Results

Years ended March 31

Percentages indicate year-on-year increase/ (decrease).

	Net sales		Operating income		Recurring profit		Net income	
	Millions of yen	%	Millions of yen	%	Millions of yen	%	Millions of yen	%
2010	13,078	(92.7)	3,338	(62.1)	3,831	(71.2)	(7,571)	—
2009	180,115	(53.0)	8,814	(60.7)	13,289	(52.3)	15,052	(0.5)

	Net income per share	Net income per share after dilution
	Yen	Yen
2010	(3,287.50)	—
2009	6,535.71	—

(2) Financial Position

At March 31

	Total assets	Net assets	Equity ratio	Net assets per share
	Millions of yen	Millions of yen	%	Yen
2010	519,216	411,982	79.3	178,881.96
2009	490,070	417,124	85.1	181,114.58

(Reference) Total shareholders' equity: March 31, 2010: ¥411,982 million, March 31, 2009: ¥417,124 million

The forward-looking statements made in this document, including the aforementioned forecasts, are based on all information available to the management at the time of this document's release. Actual results may differ from the results anticipated in the statements.

The considerable difference in figures for non-consolidated performance between the subject fiscal year and the previous fiscal year is due to the corporate divestiture conducted on October 1, 2008, and transition to a certified broadcast holding company structure. Also, the net loss recorded for the subject fiscal year is due to the reversal of deferred tax assets recorded at the time of the corporate divestiture. The reversal of deferred tax assets is offset in the consolidated account settlement, so there is no impact on consolidated earnings.