

C O M P A N Y   P R O F I L E



**ASCII**

# Enterprise Overview

ASCII covers three business fields including publishing, education and game software.

## Publishing

---

ASCII publishes magazines and books, including ASCII's flagship magazines, "Monthly ASCII" and "Weekly ASCII." Our business fields extend from personal computing related magazines, books, and book-length magazines, to online publishing. "ASCII 24" and "Daily ASCII Linux magazine", delivering the latest IT-related on-line news everyday, are our Internet-based offerings. We continue to expand our business fields to develop the position as a publishing company specializing in computing technology.

## Education

---

System Development Division develops and manufactures pocket computers such as "Pocket Study". Netmedia Operation Division markets the multimedia content development tools of U.S.-based company Macromedia Inc. including "Director". This group also sells "Cyber Patrol", a filtering software to filter the Web sites to give bad effects especially to the youth. This group also develops and markets "NET-T", remote educational system.

## Game software

---

ASCII develops game software for all generations, including the mega-hit "Derby Stallion" which lets you breed and race your own thoroughbred horses, "True Love Story", a relationship-simulation game, and "UFO, a game variety for seeking aliens, and "Bass Landing", a fishing-simulation game. We also develop and markets computer game peripheral devices including "Controller exclusive for fishing games" and "ASCII Grip" (game controller).

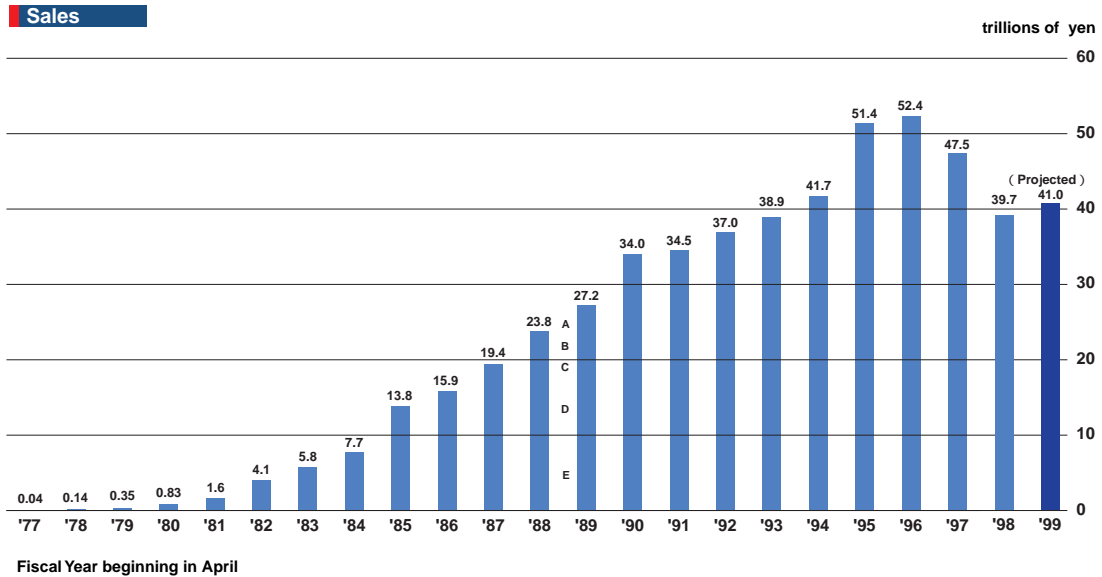
## ENTERBRAIN, Inc. established on April 1, 2000

---

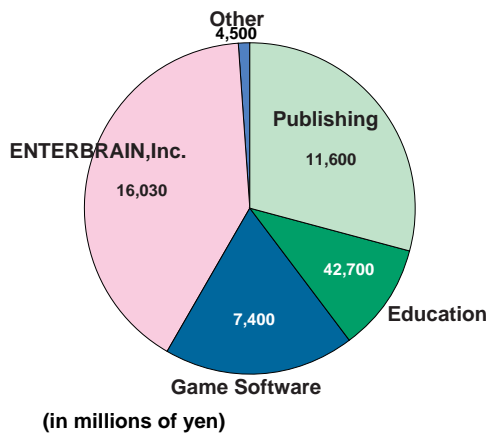
ENTERBRAIN, Inc. publishes game-related magazines, comic books, and game strategy books, including "Weekly Famitsu," with a weekly circulation of 800,000. It also publishes PC-related entertainment magazines and books. Supporting game shops and creating films are newly added business operations of ENTERBRAIN which is going to expand its business fields.

# Financial Results

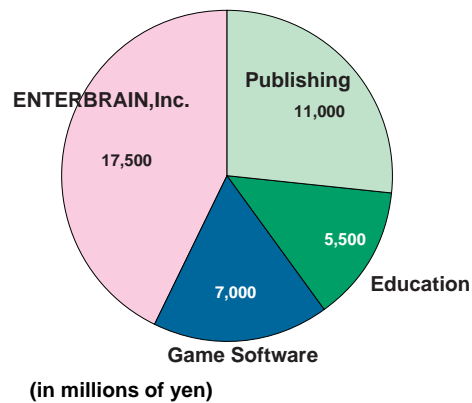
## Financial Results



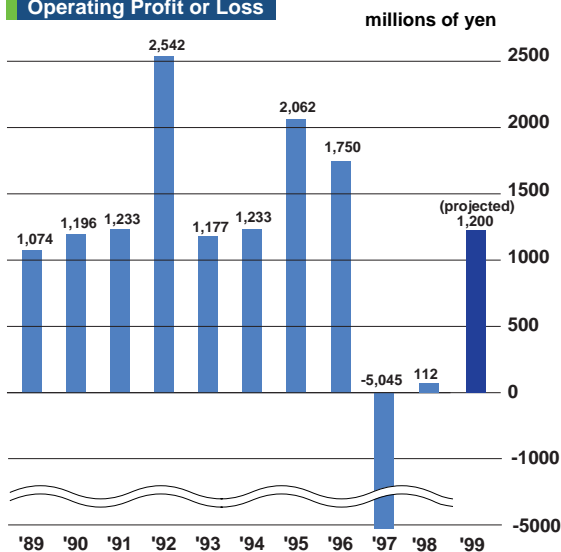
**Sales by Business for Fiscal Year '98**



**Sales by Business for Fiscal Year '99 (Projected)**



**Operating Profit or Loss**



# Company Outline

## Company Outline (as of March 31,2000)

---

Firm name:	ASCII Corporation
Established:	May 1977
Capital:	21.6 billion yen (US\$206.3 million) First over-the-counter shares listed in 1989 (stock code: 9473) (Note: yen-to dollar conversion was computed at a rate of 105 yen to the dollar.)
Head Office:	Toshin Building, 4-33-10 Yoyogi, Shibuya-ku, Tokyo 151-8024 JAPAN
References:	THE INDUSTRIAL BANK OF JAPAN,LIMITED THE FUJI BANK,LIMITED The Yasuda Trust and Banking co.,Ltd. The Asahi Bank,Ltd. The Bank of Tokyo-Mitsubishi,Ltd. THE SAKURA BANK,LIMITED SUMITOMOBANK LTD. The Sumitomo Trust & Banking Co.,Ltd.
Underwriters:	Daiwa Securities SB Capital Markets Co.,Ltd. THE NOMURA SECURITIES CO.,LTD. Kankaku Securities Co.,Ltd. WAKO SECURITIES CO.,LTD KOKUSAI SECURITIES CO.,LTD. Universal Securities Co.,Ltd. The Nikko Securities Co., Ltd. Okasan Securities Co., Ltd.

# *Affiliated Companies in the ASCII Group*

## **ENTERBRAIN, Inc.**

---

Head office:Mikami Bldg.  
1-8-10 Wakabayashi  
Setagaya-ku,Tokyo 154-8528 JAPAN

## **ASCII EC Co., Ltd.**

---

Head office:Toshin Bldg.  
4-33-10 Yoyogi  
Shibuya-ku,Tokyo 151-8024 JAPAN  
Tel:+81-3-5351-8195

## **ASCII NT, Inc.**

---

Head office:Sasazuka Center Bldg.  
2-1-6 Sasadzuka  
Shibuya-ku,Tokyo 151-0073 JAPAN  
Tel:+81-3-5350-1030

## **Aspect, Inc.**

---

Head office:Toshin Bldg. Annex  
4-36-19 Yoyogi  
Shibuya-ku,Tokyo 151-8024 JAPAN  
Tel:+81-3-5351-8807

## **I4 Corporation**

---

Head office:IK Building  
2-24-9 Kamiohsaki  
Shinagawa-ku,Tokyo 141-0021 JAPAN  
Tel:+81-3-5436-7876

# Map

## Map

Head office: Toshin Bldg.

4-33-10 Yoyogi

Shibuya-ku, Tokyo 151-8024 JAPAN

