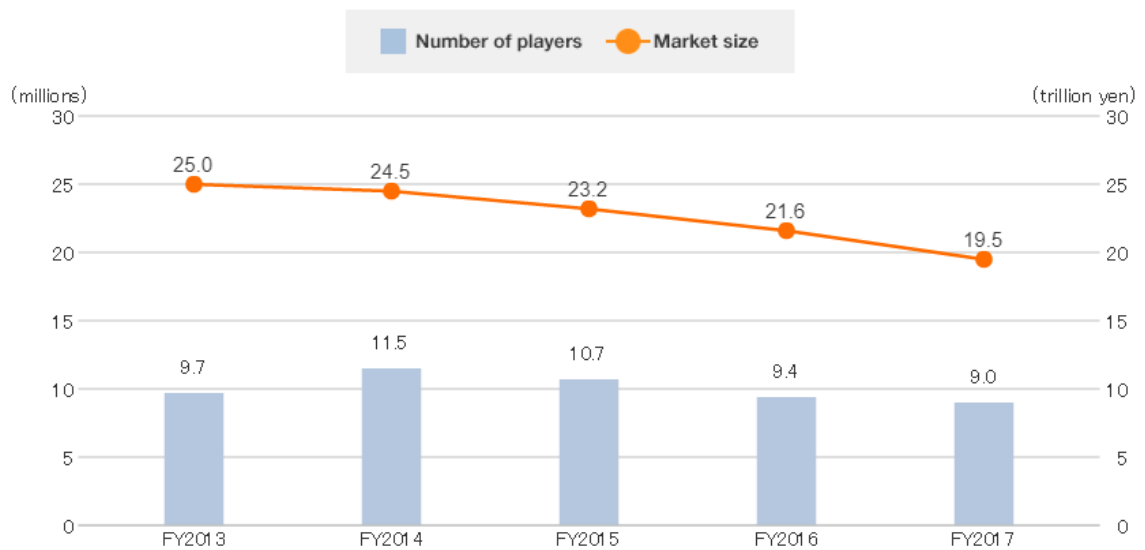




## Market for Pachinko Parlor Advertising

- The market size has been contracting following the major changes in game machine regulations in 2007.
- The player population has continued to decline since 2009, falling below 10 million in 2013. It then briefly recovered in 2014 mainly due to management efforts, such as each company's sales activities to popularize low-price ball rental, and the resurgence in the popularity of pachislo machines. However, it slid back below the 10-million mark to 9.4 million in 2016.

## Pachinko Industry Market Size



Sources: "White Paper on Leisure," Japan Productivity Center