



November 2, 2016 SEGA SAMMY HOLDINGS INC.

Appendix of Consolidated Financial Statements 6 Months Ended September 30, 2016

Consolidated Income Statements

JPY Billion)	FY Ended N	March 2016			FY Ending	March 2017		
	Results Through 2Q	Full Year Results	Initial Forecasts Through 2Q (announced on May 13)	Results Through 2Q	YoY Change	Initial Full Year Forecasts (announced on May 13)	Revised Full Year Forecasts (announced on Nov 2)	YoY Change
Sales	154.3	347.9	180.0	169.5	+10%	380.0	373.0	+7%
Pachislot and Pachinko Machines	60.9	141.0	80.0	64.9	+7%	157.0	153.5	+9%
Entertainment Contents	85.9	190.5	93.0	97.8	+14%	207.0	205.0	+8%
Resort	7.4	16.3	7.0	6.7	-9%	16.0	14.5	-11%
Operating Income	5.7	17.6	6.5	15.3	+168%	20.0	28.0	+59%
Pachislot and Pachinko Machines	8.4	20.9	10.5	10.6	+26%	19.0	27.0	+29%
Entertainment Contents	1.7	4.2	1.0	9.1	+435%	9.0	9.5	+126%
Resort	-1.2	-1.8	-1.5	-1.3	-	-2.5	-2.5	-
Other / Elimination	-3.2	-5.7	-3.5	-3.1	-	-5.5	-6.0	-
Operating Income Margin	3.7%	5.1%	3.6%	9.0%	+5.3pt	5.3%	7.5%	+2.4pt
Ordinary Income	5.8	16.4	6.5	15.4	+166%	20.0	27.0	+65%
Extraordinary Gain	0.5	1.2	0.0	11.9	-	0.0	12.0	
Extraordinary Loss	2.3	5.6	0.0	0.3	-	0.0	2.5	
Income before income taxes	4.0	12.0	6.5	27.1	+578%	20.0	36.5	+204%
Profit attributable to owners of parent	0.9	5.3	3.4	24.2	+2,589%	10.0	30.0	+466%
Net Income Margin	0.6%	1.5%	1.9%	14.3%	+13.7pt	2.6%	8.0%	+6.5pt
Dividends per share (JPY)	20.00	40.00	20.00	20.00	-	40.00	40.00	
Earnings per share (JPY)	4.11	22.90	14.51	103.47	•	42.66	127.99	
Net Assets per share (JPY)	1,310.36	1,257.43	-	1,292.06	-	-	-	

^{*}Contents of retroactive processing have been reflected on new segments from FY ended March 2016 because part of Entertainment Contents Business has been transferred to Pachislot and Pachinko Machines Business from FY ending March 2017.

Costs and Expenses

Y Billion)	FY Ended N	Aarch 2016	FY Ending March 2017						
	Results Through 2Q	Full Year Results	Initial Forecasts Through 2Q (announced on May 13)	Results Through 2Q	YoY Change	Initial Full Year Forecasts (announced on May 13)	Revised Full Year Forecasts (announced on Nov 2)	YoY Change	
R&D Expense / Content Production Expense	24.7	58.0	33.7	31.7	+28%	67.1	64.9	+129	
Pachislot and Pachinko Machines	10.5	20.0	11.4	9.3	-11%	22.3	20.0		
Entertainment Contents	14.1	37.7	22.3	22.2	+57%	44.6	44.7	+199	
Resort	0.1	0.5	0.0	0.1	-	0.1	0.2	-60%	
Other / Elimination	0.0	-0.2	0.0	0.1	-	0.1	0.0		
Cap-ex	12.5	28.0	13.8	13.8	+10%	27.7	28.4	+1%	
Pachislot and Pachinko Machines	3.2	6.7	2.9	3.0	-6%	5.5	5.3	-219	
Entertainment Contents	7.8	16.1	6.4	8.0	+3%	15.1	16.7	+49	
Resort	1.3	5.0	4.4	2.7	+108%	7.0	6.2	+249	
Other / Elimination	0.2	0.2	0.1	0.1	-	0.1	0.2		
Depreciation	8.2	16.6	7.7	7.6	-7%	15.6	15.1	-9%	
Pachislot and Pachinko Machines	3.2	6.5	2.9	3.0	-6%	5.7	5.3	-189	
Entertainment Contents	4.3	8.4	3.9	3.7	-14%	8.1	8.0	-59	
Resort	0.4	1.0	0.8	0.5	+25%	1.6	1.4	+40%	
Other / Elimination	0.3	0.7	0.1	0.4	-	0.2	0.4		
Advertising	9.3	17.9	10.1	7.6	-18%	19.8	16.1	-10%	
Pachislot and Pachinko Machines	1.0	2.8	1.7	1.2	+20%	3.1	2.5	-119	
Entertainment Contents	6.9	13.1	7.0	5.0	-28%	14.8	12.1	-89	
Resort	0.3	0.6	0.3	0.3	-	0.4	0.5	-179	
Other / Elimination	1.1	1.4	1.1	1.1	-	1.5	1.0		

^{*}Contents of retroactive processing have been reflected on new segments from FY ended March 2016 because part of Entertainment Contents Business has been transferred to Pachislot and Pachinko Machines Business from FY ending March 2017.



Pachislot and Pachinko Machines Business

(JPY Billion)	FY Ended N	Aarch 2016			FY Ending	March 2017		
	Results Through 2Q	Full Year Results	Initial Forecasts Through 2Q (announced on May 13)	Results Through 2Q	YoY Change	Initial Full Year Forecasts (announced on May 13)	Revised Full Year Forecasts (announced on Nov 2)	YoY Change
Sales	60.9	141.0	80.0	64.9	+7%	157.0	153.5	+9%
Pachislot	31.0	61.1	52.1	31.8	+3%	83.9	92.0	+51%
Pachinko	23.1	66.8	21.0	26.4	+14%	57.2	46.0	-31%
Other / Elimination	6.8	13.1	6.9	6.7	-	15.9	15.5	-
Operating Income	8.4	20.9	10.5	10.6	+26%	19.0	27.0	+29%
Operating Income Margin	13.8%	14.8%	13.1%	16.3%	+2.5pt	12.1%	17.6%	+2.8pt
Unit Sales (Pachislot)	70,260	142,337	139,300	81,895	+17%	230,800	236,000	+66%
Unit Sales (Pachinko)	79,604	199,014	68,000	75,542	-5%	182,000	132,000	-34%

^{*}Contents of retroactive processing have been reflected on new segments from FY ended March 2016 because part of Entertainment Contents Business has been transferred to Pachislot and Pachinko Machines Business from FY ending March 2017.

《Delivery Data: Pachislot and Pachinko》

	FY Ended M	March 2016	FY	Ending March 20)17
Pachislot	Results Through 2Q			Initial Full Year Forecasts (announced on May 13)	Revised Full Year Forecasts (announced on Nov 2)
Sammy	2 titles	5 titles	1 title	7 titles	7 titles
Sammy	70,260 units	136,997 units	units 54,204 units 195,000 units		198,000 units
TAIYO	-	2 titles	2 titles	4 titles	3 titles
ELEC	-	5,340 units	27,691 units	20,800 units	28,000 units
Ginza/Rodeo	-	-		1 title	1 title
Ginza/Rodeo	-	-		15,000 units	10,000 units
Total	2 titles	7 titles	3 titles	12 titles	11 titles
iotai	70,260 units	142,337 units	81,895 units	230,800 units	236,000 units

Main Pachislot titles and number of units sold.

Pachislot		
Title	Brand	Unit Sales (Thousands)
Pachislot BLOOD+ futari no joou	TAIYO ELEC	25
Pachislot Hokuto No Ken Syura no kuni hen	Sammy	6

^{*}As operation for "Pachislot Hokuto No Ken Syura no kuni hen" is to begin from October, it is not included in the number of titles.

	FY Ended M	Iarch 2016	FY	Ending March 20	17
Pachinko	Results Through 2Q			Initial Full Year Forecasts (announced on May 13)	Revised Full Year Forecasts (announced on Nov 2)
Sammy	3 titles	5 titles	3 titles	6 titles	5 titles
Sammy	66,130 units	181,117 units	64,217 units	145,000 units	110,000 units
TAIYO	3 titles	3 titles		4 titles	4 titles
ELEC	13,474 units	17,897 units	11,325 units	37,000 units	22,000 units
Total	6 titles	8 titles	3 titles	10 titles	9 titles
Total	79,604 units	199,014 units	75,542 units	182,000 units	132,000 units
Board + Frame	14,617 units	93,863 units	68,175 units	120,400 units	117,000 units
Board	64,987 units	105,151 units	7,367 units	61,600 units	15,000 units

Main pachinko titles and number of units sold.

Pachinko		
Title	Brand	Unit Sales (Thousands)
Pachinko CR SOUTEN-NO- KEN Tenki	Sammy	44
Pachinko CR GAOGAOKING 2	Sammy	11

^{*} New series of title is counted as one title (Machines launched in the previous fiscal year/change of specification, etc. aren't included).

^{*} New series of title is counted as one title (Machines launched in the previous fiscal year/change of specification, etc. aren't included).



Entertainment Contents Business

Y Billion)	FY Ended M	Aarch 2016			FY Ending	March 2017		
	Results Through 2Q	Full Year Results	Initial Forecasts Through 2Q (announced on May 13)	Results Through 2Q	YoY Change	Initial Full Year Forecasts (announced on May 13)	Revised Full Year Forecasts (announced on Nov 2)	YoY Change
Sales	85.9	190.5	93.0	97.8	+14%	207.0	205.0	+8
Digital Games	21.5	45.6	24.0	23.0	+7%	56.5	47.0	+3
Packaged Games	14.6	42.3	21.0	23.0	+58%	46.5	47.0	+11
Amusement Machine Sales	20.6	41.9	20.0	22.5	+9%	44.5	49.5	+18
Amusement Center Operations	18.9	38.0	17.5	19.0	+1%	35.5	37.0	-3
Animation / Toy	9.5	21.2	9.5	9.4	-1%	22.5	23.5	+11
Other / Elimination	0.8	1.5	1.0	0.9	-	1.5	1.0	
Operating Income	1.7	4.2	1.0	9.1	+435%	9.0	9.5	+126
Digital Games	0.9	-0.4	1.9	3.8	+322%	8.0	4.8	
Packaged Games	-0.9	2.4	0.4	2.7	-	1.6	2.7	+13
Amusement Machine Sales	0.2	-0.1	-1.5	0.8	+300%	-1.1	0.3	
Amusement Center Operations	1.3	1.8	1.2	2.0	+54%	1.4	2.0	+11
Animation / Toy	0.0	0.6	-0.1	0.1	-	1.0	1.0	+67
Other / Elimination	0.2	-0.1	-0.9	-0.3	-	-1.9	-1.3	
Operating Income Margin	2.0%	2.2%	1.1%	9.3%	+7.3pt	4.3%	4.6%	+2.4
Sales in Units (Thousands)	3,280	9,220	5,740	4,650	+42%	12,280	10,300	+12
Same Store Sales Comparisons	102.2%	103.1%	101.1%	110.8%	+8.6pt	101.0%	108.6%	+5.5
Domestic Facilities	198	194	193	189	-	194	190	

^{*}Contents of retroactive processing have been reflected on new segments from FY ended March 2016 because part of Entertainment Contents Business has been transferred to Pachislot and Pachinko Machines Business from FY ending March 2017.



Entertainment Contents Business

《 Major Index / Digital Games (Digital Overall) 》

			FY E March	nded 1 2016		FY E March	0
		1Q Results	2Q Results	3Q Results	4Q Results	1Q Results	2Q Results
	Average MAU (Thousands, 3 months average)*1	4,430	6,400	5,130	6,610	4,650	3,700
Domestic	ARPMAU (JPY) *2	1,841	1,605	1,739	1,631	2,039	2,772
	Share of sales for top 3 titles *3	52.5%	48.6%	52.2%	58.4%	68.4%	70.3%
Ratio of advertisi	Ratio of advertising expense to net sales *4		18.6%	15.1%	11.3%	6.5%	7.9%
Noah Pass *5 KPI	Average MAU (Thousands, 3 months average)*6	11,020	11,400	12,940	12,330	12,360	11,800
Composition	ratio of overseas sales	14.3%	10.1%	17.6%	12.9%	19.5%	8.6%
	Domestic *7	58,890	62,750	67,520	69,850	72,710	77,440
Accumulated Downloads (Thousands)	Overseas *7	179,670	200,890	240,190	265,290	284,760	312,700
(======================================	Total	238,560	263,630	307,710	335,140	357,470	390,130

^{*}Contents of retroactive processing have been reflected on new segments from FY ended March 2016 because part of Entertainment Contents Business has been transferred to Pachislot and Pachinko Machines Business from FY ending March 2017.

《Delivery Data / Plan: Packaged Games》 *Number of titles reflects products launched in this fiscal year

		FY Ended I	March 2016	FY	FY Ending March 2017			
	Breakdown by Region				Full Year Results	Results Through 2Q	Initial Full Year Forecasts (announced on May 13)	Revised Full Year Forecasts (announced on Nov 2)
	# of titles	4	14	3	9	9		
Domestic	# of titles(SKU)	5	20	4	12	10		
	Unit Sales(Thousands)	430	1,740	1,000	2,280	2,670		
	# of titles	8	15	11	27	17		
Overseas	# of titles(sku)	9	18	15	35	21		
	Unit Sales(Thousands)	2,850	7,480	3,650	10,000	7,630		
	# of titles	12	29	14	36	26		
Total	# of titles(sku)	14	38	19	47	31		
	Unit Sales(Thousands)	3,280	9,220	4,650	12,280	10,300		

^{*}Only free to play titles are covered for the calculation of average MAU, ARP MAU, Number of downloads. (Pay-to-play models are not included.)

^{*}We've made a correction to the results through 1Q of ARPMAU due to error in counting.

^{*1.} Average of MAU (Monthly Active Users) within each quarter

^{*2.} Calculated from dividing quarter digital sales by average MAU (Monthly Active Users)

^{*3.} Sales percentage for top 3 titles in the domestic sales of each quarter

^{*4.} Advertising expense percentage for total digital sales of each quarter

^{*5.} Noah pass is a marketing support tool for smart device.
*6. The counting method has been changed since FY 2016 2Q.

^{*7.} As of the last day of each quarter



Resort Business

(JPY Billion)		FY Ended M	March 2016			FY Ending	March 2017		
		Results Through 2Q	Full Year Results	Initial Forecasts Through 2Q (announced on May 13)	Results Through 2Q	YoY Change	Initial Full Year Forecasts (announced on May 13)	Revised Full Year Forecasts (announced on Nov 2)	YoY Change
	Sales	7.4	16.3	7.0	6.7	-9%	16.0	14.5	-11%
Оре	erating Income	-1.2	-1.8	-1.5	-1.3	-	-2.5	-2.5	-
	Operating Income Margin		•	-	-	-	-	-	-
Phoenix Seagaia Resort	Number of visitors (Thousands)	287	571	272	248	-14%	570	541	-5%
Thochia Scagaia Resort	Average sales per customer (JPY)	14,912	15,845	15,415	14,288	-4%	16,902	16,353	+3%
Tokyo Joypolis	Number of visitors (Thousands)	395	687	372	373	-6%	650	-	-
lokyo Joyponis	Average sales per customer (JPY)	3,466	3,545	3,578	3,725	+7%	3,723	-	-
Orbi Yokohama	Number of visitors (Thousands)	194	323	232	218	+12%	371	356	+10%
O I DI TOKOHAMA	Average sales per customer (JPY)	2,421	2,282	2,079	1,855	-23%	2,050	1,911	-16%
Paradise Casino Incheon *	Casino sales (Billion KRW)	51	95	-	46	-10%	-	-	-
raradise Casino micheon *	Number of visitors (Thousands)	24	48	-	24	-	-	-	-

^{*} Paradise Casino Incheon is operated by PARADISE SEGASAMMY Co., Ltd., an equity method affiliate of our company.

^{*} Figures for Paradise Casino Incheon are recorded with three months delay.

^{*} The contents of this material are the judgment and projections of the Company's management based on currently available information.

The contents involve risk and uncertainty and the actual results may differ materially from these contents / comments.