

# SEGA-SAMMY

August 2, 2016 SEGA SAMMY HOLDINGS INC.

## Appendix of Consolidated Financial Statements 3 Months Ended June 30, 2016

## **Consolidated Income Statements**

(JPY Billion)	FY	Ended March 20	016		FY 1	Ending March 2	2017	
	Results Through 1Q	Results Through 2Q	Full Year Results	Results Through 1Q	YoY Change	Forecasts Through 2Q	Full Year Forecasts	YoY Change
Sales	52.9	154.3	347.9	70.6	+33%	180.0	380.0	+9%
Pachislot and Pachinko Machines	9.8	60.9	141.0	21.2	+116%	80.0	157.0	+11%
Entertainment Contents	39.6	85.9	190.5	46.7	+18%	93.0	207.0	+9%
Resort	3.4	7.4	16.3	2.6	-24%	7.0	16.0	-2%
Operating Income	-9.4	5.7	17.6	3.0	-	6.5	20.0	+14%
Pachislot and Pachinko Machines	-6.7	8.4	20.9	0.3	-	10.5	19.0	-9%
Entertainment Contents	-0.6	1.7	4.2	4.9	-	1.0	9.0	+114%
Resort	-0.5	-1.2	-1.8	-0.8	-	-1.5	-2.5	-
Other / Elimination	-1.6	-3.2	-5.7	-1.4	-	-3.5	-5.5	-
Operating Income Margin	-	3.7%	5.1%	4.2%	-	3.6%	5.3%	+0.2pt
Ordinary Income	-8.7	5.8	16.4	2.9	-	6.5	20.0	+22%
Extraordinary Gain	0.3	0.5	1.2	1.5	-	0.0	0.0	-
Extraordinary Loss	0.1	2.3	5.6	0.1	-	0.0	0.0	-
Income before income taxes	-8.4	4.0	12.0	4.3	-	6.5	20.0	+67%
Profit attributable to owners of parent	-7.9	0.9	5.3	4.1	-	3.4	10.0	+89%
Net Income Margin	-	0.6%	1.5%	5.8%	-	1.9%	2.6%	+1.1pt
Dividends per share (JPY)	-	20.00	40.00	-	-	20.00	40.00	-
Earnings per share (JPY)	-33.79	4.11	22.90	17.54	-	14.51	42.66	-
Net Assets per share (JPY)	1,286.88	1,310.36	1,257.43	1,215.03		-	-	

<sup>\*</sup>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 March 2	016		FY 1	Ending March 2	2017	
	Results Through 1Q	Results Through 2Q	Full Year Results	Results Through 1Q	YoY Change	Forecasts Through 2Q	Full Year Forecasts	YoY Change
R&D Expense / Content Production Expense	12.8	24.7	58.0	13.9	+9%	33.7	67.1	+16
Pachislot and Pachinko Machines	5.3	10.5	20.0	4.5	-15%	11.4	22.3	+12
Entertainment Contents	7.4	14.1	37.7	9.3	+26%	22.3	44.6	+18
Resort	0.0	0.1	0.5	0.0	-	0.0	0.1	-80
Other / Elimination	0.1	0.0	-0.2	0.1	-	0.0	0.1	
Cap-ex	6.8	12.5	28.0	6.1	-10%	13.8	27.7	-1
Pachislot and Pachinko Machines	1.9	3.2	6.7	1.4	-26%	2.9	5.5	-18
Entertainment Contents	3.8	7.8	16.1	3.3	-13%	6.4	15.1	-6
Resort	0.9	1.3	5.0	1.2	+33%	4.4	7.0	+40
Other / Elimination	0.2	0.2	0.2	0.2	-	0.1	0.1	
Depreciation	4.1	8.2	16.6	3.9	-5%	7.7	15.6	-6
Pachislot and Pachinko Machines	1.6	3.2	6.5	1.5	-6%	2.9	5.7	-12
Entertainment Contents	2.1	4.3	8.4	2.0	-5%	3.9	8.1	-4
Resort	0.1	0.4	1.0	0.2	+100%	0.8	1.6	+60
Other / Elimination	0.3	0.3	0.7	0.2	-	0.1	0.2	
Advertising	3.9	9.3	17.9	3.1	-21%	10.1	19.8	+11
Pachislot and Pachinko Machines	0.4	1.0	2.8	0.5	+25%	1.7	3.1	+11
Entertainment Contents	3.3	6.9	13.1	2.3	-30%	7.0	14.8	+13
Resort	0.0	0.3	0.6	0.1	-	0.3	0.4	-33
Other / Elimination	0.2	1.1	1.4	0.2	-	1.1	1.5	

<sup>\*</sup>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**

(JP	Y Billion)	FY 1	Ended March 2	016		FY I	Ending March	2017	
		Results Through 1Q	Results Through 2Q	Full Year Results	Results Through 1Q	YoY Change	Forecasts Through 2Q	Full Year Forecasts	YoY Change
	Sales	9.8	60.9	141.0	21.2	+116%	80.0	157.0	+11%
	Pachislot	0.0	31.0	61.1	11.4	-	52.1	83.9	+37%
	Pachinko	6.3	23.1	66.8	6.3	-	21.0	57.2	-14%
	Other / Elimination	3.5	6.8	13.1	3.5	-	6.9	15.9	-
	Operating Income	-6.7	8.4	20.9	0.3	-	10.5	19.0	-9%
	Operating Income Margin	-	13.8%	14.8%	1.4%	1	13.1%	12.1%	-2.7pt
	Unit Sales (Pachislot)	102	70,260	142,337	29,902	+29,216%	139,300	230,800	+62%
	Unit Sales (Pachinko)	22,362	79,604	199,014	20,525	-8%	68,000	182,000	-9%

<sup>\*</sup>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》

	F	Y Ended March 201	16	I	Y Ending March 201	17	
Pachislot	Results Through 1Q	Results Through 2Q	Full Year Results	Results Through 1Q	Forecasts Through 2Q	Full Year Forecasts	
Sammy	1	2 titles	5 titles	1 title	3 titles	7 titles	
Sammy	102 units	70,260 units	136,997 units	27,533 units	120,000 units	195,000 units	
TAIYO	1	-	2 titles	1 title	2 titles	4 titles	
ELEC	1	1	5,340 units	2,369 units	4,300 units	20,800 units	
Ginza/Rodeo	-	-	-	-	1 title	1 title	
Giliza/Rodeo	1	1	-	-	15,000 units	15,000 units	
Total	-	2 titles	7 titles	2 titles	6 titles	12 titles	
iotai	102 units	70,260 units	142,337 units	29,902 units	139,300 units	230,800 units	

Main Pachislot titles and number of units sold.

Pachislot		
Title	Brand	Unit Sales (Thousands)
Pachislot CODE GEASS Lelouch of the Rebellion R2	Sammy	25

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

		FY	Ended March 20	16	FY	Ending March 20	)17
Pachink	ko	Results Through 1Q	Results Through 2Q	Full Year Results	Results Through 1Q	Forecasts Through 2Q	Full Year Forecasts
Samm	v	1 title	3 titles	5 titles	1 title	4 titles	6 titles
	.3	15,630 units	66,130 units	181,117 units	9,276 units	45,000 units	145,000 units
TAIYO	)	1 title	3 titles	3 titles	-	2 titles	4 titles
ELEC		6,732 units	13,474 units	17,897 units	11,249 units	23,000 units	37,000 units
Total	ı	2 titles	6 titles	8 titles	1 title	6 titles	10 titles
	•	22,362 units	79,604 units	199,014 units	20,525 units	68,000 units	182,000 units
Board -	+ Frame	6,586 units	14,617 units	93,863 units	13,327 units	54,900 units	120,400 units
	Board	15,776 units	64,987 units	105,151 units	7,198 units	13,100 units	61,600 units

Main pachinko titles and number of units sold.

Pachinko		
Title	Brand	Unit Sales (Thousands)
CR BIG DREAM ∼SHINGEKI 99Ver.	TAIYO ELEC	11
Dejihane CR TOMORROW'S JOE	Sammy	5

<sup>\*</sup> 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**

PY Billion)	F	Y Ended March 201	6		F	Y Ending March 201	17	
	Results Through 1Q	Results Through 2Q	Full Year Results	Results Through 1Q	YoY Change	Forecasts Through 2Q	Full Year Forecasts	YoY Change
Sales	39.6	85.9	190.5	46.7	+18%	93.0	207.0	+9%
Digital Games	10.4	21.5	45.6	12.0	+15%	24.0	56.5	+249
Packaged Games	7.7	14.6	42.3	10.7	+39%	21.0	46.5	+109
Amusement Machine Sales	8.7	20.6	41.9	10.3	+18%	20.0	44.5	+69
Amusement Center Operations	8.7	18.9	38.0	8.8	+1%	17.5	35.5	-7%
Animation / Toy	3.6	9.5	21.2	4.2	+17%	9.5	22.5	+6%
Other / Elimination	0.5	0.8	1.5	0.7	=	1.0	1.5	
Operating Income	-0.6	1.7	4.2	4.9	-	1.0	9.0	+114%
Digital Games	0.2	0.9	-0.4	2.4	+1,100%	1.9	8.0	
Packaged Games	-0.2	-0.9	2.4	2.4	-	0.4	1.6	-33%
Amusement Machine Sales	-0.4	0.2	-0.1	-0.1	-	-1.5	-1.1	
Amusement Center Operations	0.1	1.3	1.8	0.6	+500%	1.2	1.4	-22%
Animation / Toy	-0.3	0.0	0.6	-0.1	-	-0.1	1.0	+67%
Other / Elimination	0.0	0.2	-0.1	-0.3	-	-0.9	-1.9	
Operating Income Margin	-	2.0%	2.2%	10.5%	-	1.1%	4.3%	+2.1p
Sales in Units (Thousands)	1,830	3,280	9,220	2,410	+32%	5,740	12,280	+33%
Same Store Sales Comparisons	101.4%	102.2%	103.1%	111.2%	+9.8pt	101.1%	101.0%	-2.1p
Domestic Facilities	198	198	194	193	-	193	194	

<sup>\*</sup>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			FY Ending March 2017
		1Q Results	2Q Results	3Q Results	4Q Results	1Q Results
	Average MAU (Thousands, 3 months average)*1	4,430	6,400	5,130	6,610	4,650
Domestic	ARPMAU (JPY) *2	1,841	1,605	1,739	1,631	2,183
	Share of sales for top 3 titles *3	52.5%	48.6%	52.2%	58.4%	68.4%
Ratio of advertisi	Ratio of advertising expense to net sales *4		18.6%	15.1%	11.3%	6.5%
Noah Pass *5 KPI	Average MAU (Thousands, 3 months average)*6	11,020	11,400	12,940	12,330	12,360
Composition	ratio of overseas sales	14.3%	10.1%	17.6%	12.9%	19.5%
	Domestic *7	58,890	62,750	67,520	69,850	72,710
Accumulated Downloads (Thousands)	Overseas *7	179,670	200,890	240,190	265,290	284,760
,	Total	238,560	263,630	307,710	335,140	357,470

<sup>\*</sup>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.

- \*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

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

	Breakdown	FY	Ended March 20	16	FY	Ending March 20	)17
	by Region		Results Through 2Q	Full Year Results	Results Through 1Q	Forecasts Through 2Q	Full Year Forecasts
	# of titles	4	4	14	-	3	9
Domestic	# of titles(SKU)	5	5	20	-	4	12
	Unit Sales(Thousands)	330	430	1,740	90	850	2,280
	# of titles	1	8	15	5	15	27
Overseas	# of titles(sku)	1	9	18	9	21	35
	Unit Sales(Thousands)	1,490	2,850	7,480	2,310	4,890	10,000
	# of titles	5	12	29	5	18	36
Total	# of titles(sku)	6	14	38	9	25	47
	Unit Sales(Thousands)	1,830	3,280	9,220	2,410	5,740	12,280

<sup>\*</sup>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.)



## **Resort Business**

(JPY Billion)		FY	Ended March 2	016		FY E	Ending March	FY Ending March 2017			
		Results	Results	Full Year	Full Year	YoY	Forecasts	Full Year	YoY		
			Through 2Q	Results	Results	Change	Through 2Q	Forecasts	Change		
	Sales		7.4	16.3	2.6	-24%	7.0	16.0	-2%		
	Operating Income	-0.5	-1.2	-1.8	-0.8	I	-1.5	-2.5	-		
	Operating Income Margin	-	-	-	-	ı	-	-	-		
Phoenix Seagaia Reso	Number of visitors (Thousands)	131	287	571	92	-30%	272	570	-		
Thoema Seuguru Resor	Average sales per customer (JPY)	15,883	14,912	15,845	16,127	+2%	15,415	16,902	+7%		
Tokyo Joypolis	Number of visitors (Thousands)	148	395	687	151	+2%	372	650	-5%		
Tonjo vojpons	Average sales per customer (JPY)	3,489	3,466	3,545	3,538	+1%	3,578	3,723	+5%		
Orbi Yokohama	Number of visitors (Thousands)	73	194	323	64	-12%	232	371	+15%		
0757 707107111111	Average sales per customer (JPY)	2,444	2,421	2,282	2,632	+8%	2,079	2,050	-10%		
Paradise Casino Incheon	Casino sales (Billion KRW)	26	51	95	21	-19%	-	-	-		
i ai auise Casino incheon	Number of visitors (Thousands)	13	24	48	11	-15%	-	-	-		

<sup>\*</sup> Paradise Casino Incheon is operated by PARADISE SEGASAMMY Co., Ltd., an equity method affiliate of our company.

<sup>\*</sup> Figures for Paradise Casino Incheon are recorded with three months delay.

<sup>\*</sup> 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.