



May 12, 2017 SEGA SAMMY HOLDINGS INC.

Appendix of Consolidated Financial Statements Year Ended March 31, 2017

Consolidated Income Statements

PY Billion)	FY Ended M	Iarch 2016	F	Y Ended March 201	17	FY Ending N	March 2018
	Results Through 2Q	Full Year Results	Results Through 2Q	Full Year Results	YoY Change	Full Year Forecasts	YoY Change
Sales	154.3	347.9	169.5	366.9	+5%	380.0	+40
Pachislot and Pachinko Machines	60.9	141.0	64.9	148.2	+5%	150.0	+19
Entertainment Contents	85.9	190.5	97.8	205.7	+8%	220.0	+79
Resort	7.4	16.3	6.7	13.0	-20%	10.0	-239
Operating Income	5.7	17.6	15.3	29.5	+68%	20.0	-329
Pachislot and Pachinko Machines	8.4	20.9	10.6	26.3	+26%	20.0	-24
Entertainment Contents	1.7	4.2	9.1	11.1	+164%	10.0	-10
Resort	-1.2	-1.8	-1.3	-2.2	-	-3.0	
Other / Elimination	-3.2	-5.7	-3.1	-5.7	-	-7.0	
Operating Income Margin	3.7%	5.1%	9.0%	8.0%	+2.9pt	5.3%	-2.7 _I
Ordinary Income	5.8	16.4	15.4	28.5	+74%	16.0	-44
Extraordinary Gain	0.5	1.2	11.9	13.3	-	0.0	
Extraordinary Loss	2.3	5.6	0.3	8.1	-	0.0	
Income before income taxes	4.0	12.0	27.1	33.7	+181%	16.0	-539
Profit attributable to owners of parent	0.9	5.3	24.2	27.6	+421%	11.0	-60
Net Income Margin	0.6%	1.5%	14.3%	7.5%	+6.0pt	2.9%	-4.6 _I
Dividends per share (JPY)	20.00	40.00	20.00	40.00	-	40.00	
Earnings per share (JPY)	4.11	22.90	103.47	117.79	-	46.93	
Net Assets per share (JPY)	1,310.36	1,257.43	1,292.06	1,313.06	-	-	

Costs and Expenses

PY Billion)	FY Ended N	1arch 2016	FY	Ended March 20	17	FY Ending	March 2018
	Results Through 2Q	Full Year Results	Results Through 2Q	Full Year Results	YoY Change	Full Year Forecasts	YoY Change
R&D Expense / Content Production Expense	24.7	58.0	31.7	67.1	+16%	71.0	+6%
Pachislot and Pachinko Machines	10.5	20.0	9.3	18.8	-6%	19.3	+39
Entertainment Contents	14.1	37.7	22.2	48.1	+28%	51.7	+79
Resort	0.1	0.5	0.1	0.2	-60%	0.0	
Other / Elimination	0.0	-0.2	0.1	0.0	-	0.0	
Cap-ex	12.5	28.0	13.8	27.0	-4%	24.4	-10%
Pachislot and Pachinko Machines	3.2	6.7	3.0	5.8	-13%	5.7	-29
Entertainment Contents	7.8	16.1	8.0	16.6	+3%	16.4	-19
Resort	1.3	5.0	2.7	4.5	-10%	2.3	-49%
Other / Elimination	0.2	0.2	0.1	0.1	-	0.0	
Depreciation	8.2	16.6	7.6	16.3	-2%	16.6	+2%
Pachislot and Pachinko Machines	3.2	6.5	3.0	5.8	-11%	5.4	-79
Entertainment Contents	4.3	8.4	3.7	8.7	+4%	9.2	+6%
Resort	0.4	1.0	0.5	1.1	+10%	1.3	+189
Other / Elimination	0.3	0.7	0.4	0.7	-	0.7	
Advertising	9.3	17.9	7.6	14.8	-17%	20.5	+39%
Pachislot and Pachinko Machines	1.0	2.8	1.2	2.1	-25%	5.2	+1489
Entertainment Contents	6.9	13.1	5.0	10.7	-18%	13.9	+309
Resort	0.3	0.6	0.3	0.5	-17%	0.2	-609
Other / Elimination	1.1	1.4	1.1	1.5	-	1.2	



Pachislot and Pachinko Machines Business

(JPY Billio	on)	FY Ended M	larch 2016	F	Y Ended March 201	.7	FY Ending 1	March 2018
		Results Through 2Q	Full Year Results	Results Through 2Q	Full Year Results	YoY Change	Full Year Forecasts	YoY Change
	Sales	60.9	141.0	64.9	148.2	+5%	150.0	+1%
	Pachislot	31.0	61.1	31.8	86.2	+41%	63.1	-27%
	Pachinko	23.1	66.8	26.4	48.3	-28%	71.6	+48%
	Other / Elimination	6.8	13.1	6.7	13.7	-	15.3	-
	Operating Income	8.4	20.9	10.6	26.3	+26%	20.0	-24%
	Operating Income Margin	13.8%	14.8%	16.3%	17.7%	+2.9pt	13.3%	-4.4pt
D 1:14	Number of Titles	2 titles	7 titles	3 titles	10 titles	+3 titles	11 titles	+1 title
Pachislot	Unit Sales	70,260 units	142,337 units	81,895 units	215,736 units	+52%	158,000 units	-27%
	Number of Titles	6 titles	8 titles	3 titles	9 titles	+1 title	7 titles	-2 titles
Pachinko	Unit Sales	79,604 units	199,014 units	75,542 units	138,321 units	-30%	203,000 units	+47%
1 acminko	Board + Frame	14,617 units	93,863 units	68,175 units	115,227 units	+23%	160,300 units	+39%
	Board	64,987 units	105,151 units	7,367 units	23,094 units	-78%	42,700 units	+85%

^{*} 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 2017 Major titles and number of units sold》

Pachislot								
Title	Unit Sales (Thousands)	Installed From						
Pachislot Hokuto No Ken Syura no kuni hen	90	October						
Pachislot CODE GEASS Lelouch of the Rebellion R2	25	May						
Pachislot BLOOD+ futari no joou	25	September						

Pachinko								
Title	Unit Sales (Thousands)	Installed From						
Pachinko CR SOUTEN-NO-KEN Tenki	44	August						
Pachinko CR Monster Hunter 4	15	November						
Pachinko CR Shin Hokuto Muso 219Ver.	13	December						



Entertainment Contents Business

PY Billion)	FY Ended M	larch 2016	FY	Y Ended March 201	7	FY Ending M	Iarch 2018
	Results Through 2Q	Full Year Results	Results Through 2Q	Full Year Results	YoY Change	Full Year Forecasts	YoY Change
Sales	85.9	190.5	97.8	205.7	+8%	220.0	+7'
Digital Games	21.5	45.6	23.0	47.3	+4%	59.0	+25
Packaged Games	14.6	42.3	23.0	47.1	+11%	51.5	+9
Amusement Machine Sales	20.6	41.9	22.5	49.4	+18%	43.5	-12
Amusement Center Operations	18.9	38.0	19.0	37.2	-2%	38.0	+2
Animation / Toy	9.5	21.2	9.4	22.7	+7%	24.5	+8
Other / Elimination	0.8	1.5	0.9	2.0	-	3.5	
Operating Income	1.7	4.2	9.1	11.1	+164%	10.0	-10
Digital Games	0.9	-0.4	3.8	4.9	-	7.3	+49
Packaged Games	-0.9	2.4	2.7	2.6	+8%	3.2	+23
Amusement Machine Sales	0.2	-0.1	0.8	1.7	-	-0.4	
Amusement Center Operations	1.3	1.8	2.0	2.2	+22%	1.7	-2
Animation / Toy	0.0	0.6	0.1	1.2	+100%	1.5	+2
Other / Elimination	0.2	-0.1	-0.3	-1.5	-	-3.3	
Operating Income Margin	2.0%	2.2%	9.3%	5.4%	+3.2pt	4.5%	-0.
Packaged Games Number of Titles	12 titles	29 titles	14 titles	26 titles	-3 titles	21 titles	-5 tit
Domestic	4 titles	14 titles	3 titles	9 titles	-5 titles	11 titles	+2 ti
Overseas	8 titles	15 titles	11 titles	17 titles	+2 titles	10 titles	-7 ti
Packaged Games Sales in Units (Thousands)	3,280	9,220	4,650	10,280	+11%	11,600	+1
Domestic	430	1,740	1,000	1,850	+6%	2,000	+
New title	260	1,330	850	1,500	+13%	1,770	+1
Repeat title	170	410	150	350	-15%	230	-3
Overseas	2,850	7,480	3,650	8,430	+13%	9,600	+1
New title	300	1,310	1,690	3,740	+185%	5,810	+5
Repeat title	2,550	6,170	1,960	4,690	-24%	3,790	-1
Domestic Facilities	198	194	189	191	-	190	
Same Store Sales Comparisons	102.2%	103.1%	110.8%	108.5%	+5.4pt	101.3%	-7.



Entertainment Contents Business

《 Major Index / Digital Games (Digital Overall) 》

				nded 1 2016					
		1Q Results	2Q Results	3Q Results	4Q Results	1Q Results	2Q Results	3Q Results	4Q Results
Sales (JPYBill	Sales (JPYBillion)		11.1	11.5	12.6	12.0	11.0	12.0	12.3
	Average MAU(Thousands, 3 months average)*1	4,430	6,400	5,120	6,600	4,640	3,690	4,140	4,560
Domestic	ARPMAU(JPY) *2	1,840	1,604	1,739	1,630	2,038	2,771	2,568	2,327
	Share of sales for top 3 titles *3	52.5%	48.6%	52.2%	58.4%	68.4%	70.3%	67.6%	64.6%
Overseas	Composition ratio of sales	14.3%	10.1%	17.6%	12.9%	19.5%	8.6%	10.5%	11.1%
	Number of Titles (Domestic)	35	39	41	35	34	30	28	27
Other indicators	Ratio of advertising expense to net sales *4	17.9%	18.6%	15.1%	11.3%	6.5%	7.9%	10.2%	9.2%
	Noah Pass Average MAU(Thousands, 3 months average)*5	11,020	11,400	12,940	12,330	12,360	11,800	11,960	11,400
Accumulated Downloads (Thousands) *6		26,890	25,070	44,070	27,430	22,320	32,650	33,370	30,040
	Domestic	7,220	3,860	4,770	2,330	2,860	4,720	8,230	9,410
	Overseas	19,670	21,210	39,300	25,100	19,460	27,930	25,140	20,630

Only free-to-play titles are covered for the calculation of Number of titles under service, Domestic MAU, Domestic ARP MAU and Number of downloads. (Pay-to-play models are not included.)

- *1. Average MAU (Monthly Active Users) over 3 months
- *2. Calculated from dividing sales by MAU (Monthly Active Users)
- *3. Sales percentage for top 3 titles in sales
- *4. As of the last day of each quarter
- *5. Noah pass is a marketing support tool for smart devices; the counting method for MAU (Monthly Active Users) has been changed since FY 2016 2Q.
- *6. We've made a correction to the FY2017 3Q number of downloads.



Resort Business

(JPY Billion)	FY Ended N	March 2016	FY	Ended March 20	017	FY Ending N	March 2018
	Results Through 2Q	Full Year Results	Results Through 2Q	Full Year Results	YoY Change	Full Year Forecasts	YoY Change
Sales	7.4	16.3	6.7	13.0	-20%	10.0	-23%
Operating Income	-1.2	-1.8	-1.3	-2.2	-	-3.0	-
< PHOENIX RESORT>							
Sales	4.2	9.0	3.5	8.4	-7%	10.0	+19%
Operating Income	-0.2	-0.1	-0.7	-0.8	-	0.0	-
Number of facility users (thousand people)	299	597	259	561	-6%	651	+16%
3 accommodation facilities	145	297	134	293	-1%	332	+13%
2 golf courses	42	92	39	87	-5%	100	+15%
Other facilities	111	207	85	181	-13%	218	+20%
< PARADISE SEGAS AMMY *>							
Sales (Billion KRW)	51	95	46	95	-	-	-
Operating Income (Billion KRW)	8	10	3	-0	-	-	-

24

+19%

24

Number of visitors (Thousands)

^{*} Figures for PARADISE SEGASAMMY 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.