



November 2, 2017 SEGA SAMMY HOLDINGS INC.

Appendix of Consolidated Financial Statements 6 Months Ended September 30, 2017

Consolidated Income Statements

| PY Billion) | FY Ended M | Iarch 2017 | | FY Ending | March 2018 | |
|---|-----------------------|----------------------|-----------------------|---------------|------------------------|---------------|
| | Results Through 2Q | Full Year Results | Results Through 2Q | YoY Change | Full Year Forecasts | YoY Change |
| Sales | 169.5 | 366.9 | 194.7 | +15% | 380.0 | +4% |
| Pachislot and Pachinko Machines | 64.9 | 148.2 | 88.3 | +36% | 150.0 | +19 |
| Entertainment Contents | 97.8 | 205.7 | 101.5 | +4% | 220.0 | +79 |
| Resort | 6.7 | 13.0 | 4.7 | -30% | 10.0 | -239 |
| Operating Income | 15.3 | 29.5 | 26.8 | +75% | 20.0 | -32% |
| Pachislot and Pachinko Machines | 10.6 | 26.3 | 21.4 | +102% | 20.0 | -249 |
| Entertainment Contents | 9.1 | 11.1 | 10.1 | +11% | 10.0 | -109 |
| Resort | -1.3 | -2.2 | -1.2 | - | -3.0 | |
| Other / Elimination | -3.1 | -5.7 | -3.4 | - | -7.0 | |
| Operating Income Margin | 9.0% | 8.0% | 13.8% | +4.8pt | 5.3% | -2.7p |
| Ordinary Income | 15.4 | 28.5 | 25.2 | +64% | 16.0 | -44% |
| Extraordinary Gain | 11.9 | 13.3 | 0.8 | - | 0.0 | |
| Extraordinary Loss | 0.3 | 8.1 | 0.4 | - | 0.0 | |
| Income before income taxes | 27.1 | 33.7 | 25.6 | -6% | 16.0 | -53% |
| Profit attributable to owners of parent | 24.2 | 27.6 | 17.7 | -27% | 11.0 | -60% |
| Net Income Margin | 14.3% | 7.5% | 9.1% | -5.2pt | 2.9% | -4.6p |
| Dividends per share (JPY) | 20.00 | 40.00 | 20.00 | - | 40.00 | |
| Earnings per share (JPY) | 103.47 | 117.79 | 75.78 | - | 46.93 | |
| Net Assets per share (JPY) | 1,292.06 | 1,313.06 | 1,380.42 | - | - | |

Costs and Expenses

| JPY Billion) | FY Ended M | Iarch 2017 | | FY Ending I | March 2018 | |
|---|-----------------------|----------------------|-----------------------|---------------|------------------------|---------------|
| | Results Through 2Q | Full Year Results | Results Through 2Q | YoY Change | Full Year Forecasts | YoY Change |
| R&D Expense / Content Production Expense | 31.7 | 67.1 | 30.7 | -3% | 71.0 | +6% |
| Pachislot and Pachinko Machines | 9.3 | 18.8 | 9.7 | +4% | 19.3 | +3% |
| Entertainment Contents | 22.2 | 48.1 | 21.1 | -5% | 51.7 | +7% |
| Resort | 0.1 | 0.2 | 0.0 | - | 0.0 | |
| Other / Elimination | 0.1 | 0.0 | -0.1 | - | 0.0 | |
| Cap-ex | 13.8 | 27.0 | 10.3 | -25% | 24.4 | -10% |
| Pachislot and Pachinko Machines | 3.0 | 5.8 | 1.9 | -37% | 5.7 | -2% |
| Entertainment Contents | 8.0 | 16.6 | 7.3 | -9% | 16.4 | -1% |
| Resort | 2.7 | 4.5 | 1.0 | -63% | 2.3 | -49% |
| Other / Elimination | 0.1 | 0.1 | 0.1 | - | 0.0 | |
| Depreciation | 7.6 | 16.3 | 8.2 | +8% | 16.6 | +2% |
| Pachislot and Pachinko Machines | 3.0 | 5.8 | 2.8 | -7% | 5.4 | -7% |
| Entertainment Contents | 3.7 | 8.7 | 4.5 | +22% | 9.2 | +6% |
| Resort | 0.5 | 1.1 | 0.5 | - | 1.3 | +18% |
| Other / Elimination | 0.4 | 0.7 | 0.4 | - | 0.7 | - |
| Advertising | 7.6 | 14.8 | 7.8 | +3% | 20.5 | +39% |
| Pachislot and Pachinko Machines | 1.2 | 2.1 | 1.1 | -8% | 5.2 | +148% |
| Entertainment Contents | 5.0 | 10.7 | 5.4 | +8% | 13.9 | +30% |
| Resort | 0.3 | 0.5 | 0.2 | -33% | 0.2 | -60% |
| Other / Elimination | 1.1 | 1.5 | 1.1 | - | 1.2 | |



Pachislot and Pachinko Machines Business

| (JPY Billio | on) | FY Ended N | March 2017 | | FY Ending | March 2018 | |
|-------------|---|-----------------------|----------------------|-----------------------|---------------|------------------------|---------------|
| | | Results Through 2Q | Full Year Results | Results Through 2Q | YoY Change | Full Year Forecasts | YoY Change |
| | Sales | | 148.2 | 88.3 | +36% | 150.0 | +1% |
| | Pachislot | 31.8 | 86.2 | 32.3 | +2% | 63.1 | -27% |
| | Pachinko Other / Elimination Operating Income | | 48.3 | 48.8 | +85% | 71.6 | +48% |
| | | | 13.7 | 7.2 | - | 15.3 | - |
| | | | 26.3 | 21.4 | +102% | 20.0 | -24% |
| | Operating Income Margin | 16.3% | 17.7% | 24.2% | +7.9pt | 13.3% | -4.4pt |
| Pachislot | Number of Titles | 3 titles | 10 titles | 8 titles | +5 titles | 11 titles | +1 title |
| Facilisiot | Unit Sales | 81,895 units | 215,736 units | 75,380 units | -8% | 158,000 units | -27% |
| | Number of Titles | 3 titles | 9 titles | 4 titles | +1 title | 7 titles | -2 titles |
| Doshinko | Unit Sales | 75,542 units | 138,321 units | 119,312 units | +58% | 203,000 units | +47% |
| Pachinko | Board + Frame | 68,175 units | 115,227 units | 92,344 units | +35% | 160,300 units | +39% |
| | Board | 7,367 units | 23,094 units | 26,968 units | +266% | 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 Ending March 2018 2Q Major titles and number of units sold》

| Pachislot | | |
|---|---------------------------|----------------|
| Title | Unit Sales (Thousands) | Installed From |
| Pachislot Hokuto No Ken Shindensetsu souzou | 45 | September |
| A – SLOT ALIYAN EVOLUTION | 2 | July |

| Pachinko | | | | | |
|--|---------------------------|----------------|--|--|--|
| Title | Unit Sales (Thousands) | Installed From | | | |
| Pachinko CR Wataru seken wa oni bakari | 9 | July | | | |
| Pachinko CR GHOST IN THE SHELL -STAND ALONE COMPLEX- | 7 | September | | | |
| Dejihane CR Monster Hunter 4 | 4 | August | | | |



Entertainment Contents Business

| (JPY Billion) | FY Ended M | larch 2017 | FY Ending March 2018 | | | |
|---|-----------------------|----------------------|-----------------------|---------------|------------------------|---------------|
| | Results Through 2Q | Full Year Results | Results Through 2Q | YoY Change | Full Year Forecasts | YoY Change |
| Sales | 97.8 | 205.7 | 101.5 | +4% | 220.0 | +7% |
| Digital Games | 23.0 | 47.3 | 19.3 | -16% | 59.0 | +25% |
| Packaged Games | 23.0 | 47.1 | 27.1 | +18% | 51.5 | +9% |
| Amusement Machine Sales | 22.5 | 49.4 | 22.6 | - | 43.5 | -12% |
| Amusement Center Operations | 19.0 | 37.2 | 19.6 | +3% | 38.0 | +2% |
| Animation / Toy | 9.4 | 22.7 | 10.3 | +10% | 24.5 | +8% |
| Other / Elimination | 0.9 | 2.0 | 2.6 | - | 3.5 | |
| Operating Income | 9.1 | 11.1 | 10.1 | +11% | 10.0 | -10% |
| Digital Games | 3.8 | 4.9 | 2.0 | -47% | 7.3 | +49% |
| Packaged Games | 2.7 | 2.6 | 3.5 | +30% | 3.2 | +23% |
| Amusement Machine Sales | 0.8 | 1.7 | 2.4 | +200% | -0.4 | |
| Amusement Center Operations | 2.0 | 2.2 | 1.7 | -15% | 1.7 | -23% |
| Animation / Toy | 0.1 | 1.2 | 0.7 | +600% | 1.5 | +25% |
| Other / Elimination | -0.3 | -1.5 | -0.2 | - | -3.3 | |
| Operating Income Margin | 9.3% | 5.4% | 10.0% | +0.7pt | 4.5% | -0.9p |
| Packaged Games Number of Titles * | 21 titles | 42 titles | 16 titles | -5 titles | 38 titles | -4 titles |
| Japan | 3 titles | 9 titles | 3 titles | - | 11 titles | +2 title: |
| Asia | 7 titles | 16 titles | 6 titles | -1 title | 17 titles | +1 title |
| North America / Europe | 11 titles | 17 titles | 7 titles | -4 titles | 10 titles | -7 title: |
| Packaged Games Sales in Units (Thousands) | 4,650 | 10,280 | 8,650 | +86% | 11,600 | +13% |
| Japan | 1,000 | 1,850 | 420 | -58% | 2,000 | +8% |
| New title | 850 | 1,500 | 200 | -76% | 1,770 | +18% |
| Repeat title | 150 | 350 | 220 | +47% | 230 | -34% |
| Asia | 410 | 1,060 | 230 | -44% | 670 | -37% |
| New title | 240 | 700 | 100 | -58% | 640 | -9% |
| Repeat title | 170 | 360 | 130 | -24% | 30 | -92% |
| North America / Europe | 3,240 | 7,370 | 8,000 | +147% | 8,930 | +219 |
| New title | 1,460 | 3,040 | 2,850 | +95% | 5,170 | +70% |
| Repeat title | 1,780 | 4,330 | 5,150 | +189% | 3,760 | -13% |
| Domestic Facilities | 189 | 191 | 189 | - | 190 | |
| Same Store Sales Comparisons | 110.8% | 108.5% | 101.5% | -9.3pt | 101.3% | -7.2p |

^{*} Added the number of titles in Asia



Entertainment Contents Business

《 Major Index / Digital Games (Digital Overall) 》

| | | FY Ended FY Endin March 2017 March 201 | | | | | |
|------------------|--|---|------------|------------|------------|------------|------------|
| | | 1Q Results | 2Q Results | 3Q Results | 4Q Results | 1Q Results | 2Q Results |
| Sales (JPYBil | lion) | 12.0 | 11.0 | 12.0 | 12.3 | 9.5 | 9.8 |
| | Average MAU(Thousands, 3 months average)*1 | 4,640 | 3,690 | 4,140 | 4,560 | 3,440 | 3,310 |
| Domestic | ARPMAU(JPY) *2 | 2,038 | 2,771 | 2,568 | 2,327 | 2,502 | 2,435 |
| | Share of sales for top 3 titles *3 | 68.4% | 70.3% | 67.6% | 64.6% | 59.6% | 57.7% |
| Overseas | Composition ratio of sales | 19.5% | 8.6% | 10.5% | 11.1% | 10.4% | 10.7% |
| | Number of Titles(Domestic) *4 | 34 | 30 | 28 | 27 | 25 | 21 |
| Other indicators | Ratio of advertising expense to net sales | 6.5% | 7.9% | 10.2% | 9.2% | 8.2% | 11.2% |
| Noah Pa | Noah Pass Average MAU(Thousands, 3 months average)*5 | 12,360 | 11,800 | 11,960 | 11,400 | 11,940 | 11,480 |
| Accumulated D | ownloads (Thousands) *6 | 22,320 | 32,650 | 33,370 | 30,040 | 28,420 | 21,940 |
| | Domestic | 2,860 | 4,720 | 8,230 | 9,410 | 2,120 | 2,080 |
| | Overseas | 19,460 | 27,930 | 25,140 | 20,630 | 26,300 | 19,860 |

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
- *6. We've made a correction to the FY2017 3Q number of downloads.

332

100

218

+13%

+15%

+20%



Resort Business

| (JPY Billion) | FY Ended March 2017 FY I | | | FY Ending | FY Ending March 2018 | | |
|---|--------------------------|----------------------|-----------------------|---------------|------------------------|---------------|--|
| | Results Through 2Q | Full Year Results | Results Through 2Q | YoY Change | Full Year Forecasts | YoY Change | |
| Sales | 6.7 | 13.0 | 4.7 | -30% | 10.0 | -23% | |
| Operating Income | -1.3 | -2,2 | -1.2 | - | -3.0 | | |
| < PHOENIX RESORT > Sales | 3.5 | 8.4 | 4.2 | +20% | 10.0 | +19% | |
| Operating Income | -0.7 | -0.8 | -0.4 | - | 0.0 | | |
| Number of facility users (thousand people) | 259 | 561 | 296 | +14% | 651 | +16% | |

156

46

94

+16%

+18%

+11%

| < PARA | DISE | SECAS | ΔMN | fV * > |
|--------|------|-------|-------------|--------|

3 accommodation facilities

2 golf courses

Other facilities

| (11111111111111111111111111111111111111 | | | | | | | |
|---|----|----|-----|-------|---|---|--|
| Sales (Billion KRW) | 46 | 95 | 62 | +35% | • | - | |
| Operating Income (Billion KRW) | 3 | -0 | -30 | - | - | - | |
| Number of Casino visitors (Thousands) | 24 | 57 | 59 | +146% | - | - | |

293

87

181

134

39

85

^{*} PARADISE SEGASAMMY Co., Ltd. is an equity method affiliate

^{*} Figures for PARADISE SEGASAMMY Co., Ltd. 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.