

FY 2011 3rd Quarter Results Presentation



February 7th, 2011
SEGA SAMMY HOLDINGS INC.

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The contents of this material and comments made during the questions and answers etc of this briefing session are the judgment and projections of the Company's management based on currently available information.

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

【Results through 3rd Quarter of FY 2011】

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Net Sales / Profits		<ul style="list-style-type: none"> ▪ Net sales: 310.1 billion yen, Operating income 62.9 billion yen, Net income 36.8 billion yen ▪ Year-on-year, sales and profits increased
Segment breakdown	Pachislot and Pachinko Machines	<ul style="list-style-type: none"> ▪ Year-on-year, sales and profits increased ▪ 3Q is voluntary restraint period for replacing old units into new units in accordance with the hosting of APEC being held ▪ Pachislot unit sales significantly exceeded results of the previous fiscal year ▪ Pachinko unit sales decreased compared to the results of the previous fiscal year
	Amusement Machine Sales	<ul style="list-style-type: none"> ▪ Year-on-year, sales and profits increased ▪ Sold mainstay titles and multiple CVT kits ▪ Strong distribution of earnings due to utilization of revenue sharing model
	Amusement Center Operations	<ul style="list-style-type: none"> ▪ Decreased sales year-on-year, but returned to profitability ▪ SEGA domestic same-store sales performed at year-before level
	Consumer Business	<ul style="list-style-type: none"> ▪ Decreased sales year-on-year, but profits increased ▪ Strong domestic sales of game software, but weak sales of new titles overseas



(December 1, 2010)

- ◆ Converted three listed subsidiaries to wholly owned subsidiaries

- Converted Sammy NetWorks (333 SEGA SAMMY shares per share of Sammy NetWorks), SEGA TOYS (0.33 SEGA SAMMY shares per share of SEGA TOYS) and TMS ENTERTAINMENT (0.26 SEGA SAMMY shares per share of TMS ENTERTAINMENT) to wholly owned subsidiaries through share exchange

⇒ Used 13,977,737 shares in treasury stocks

(December 10, 2010)

- ◆ Cancellation of Treasury Stocks

- Cancelled 17,000,000 treasury stocks

⇒ Total number of issued and outstanding shares:

266,229,476 shares (as of December 31, 2010.)

(Publicized on December 1, 2010)

- ◆ Decided acquisition of treasury stocks

- Total number of shares to be acquired: 14,000,000 shares (upper limit)
- Total acquisition costs: 25 billion yen (upper limit)
- Acquisition period: From December 2, 2010 through June 30, 2011

<Status as of end of January 2011>

- Total number of shares acquired: 6,473,700 shares
- Total acquisition costs: 10,685,722,900 yen

Consolidated Income Statements



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(JPY billion)		FY 2010		FY 2011			
		Results through 3Q	FY Results	Results through 3Q	YoY Change	Revised FY Projections (revised on Sep 30)	YoY Change
Breakdown	Net Sales	285.3	384.6	310.1	+8.7%	410.0	+6.6%
	Pachislot and Pachinko Machines	125.6	160.3	167.9	+33.7%	215.0	+34.1%
	Amusement Machine Sales	33.1	45.1	38.4	+16.0%	53.0	+17.5%
	Amusement Center Operations	41.4	54.7	34.5	-16.7%	45.0	-17.7%
	Consumer Business	82.9	121.5	66.9	-19.3%	94.0	-22.6%
	Other	2.2	2.8	2.2	+0.0%	3.0	+7.1%
Breakdown	Operating Income	28.8	36.7	62.9	+118.4%	65.0	+77.1%
	Pachislot and Pachinko Machines	26.9	29.5	54.6	+103.0%	58.5	+98.3%
	Amusement Machine Sales	4.7	7.0	8.4	+78.7%	6.5	-7.1%
	Amusement Center Operations	-0.6	-1.3	0.8	-	-0.5	-
	Consumer Business	1.4	6.3	2.8	+100.0%	6.0	-4.8%
	Other	0.3	0.3	0.1	-66.7%	0.0	-
	Eliminations	-3.9	-5.2	-3.9	-	-5.5	-
	Operating Income Margin	10.1%	9.5%	20.3%	+10.2pt	15.9%	+6.4pt
	Ordinary Income	27.6	35.9	62.3	+125.7%	64.0	+78.3%
	Extraordinary Gain	2.3	3.1	3.0	-	-	-
	Extraordinary Loss	7.4	11.9	4.9	-	-	-
	Net Income	16.9	20.2	36.8	+117.8%	37.5	+85.6%
	Dividend Per Share (JPY)	-	30	-	-	40	-
	Earning Per Share (JPY)	67.27	80.46	145.28	-	147.44	-
	Net Assets Per Share (JPY)	917.74	937.80	1,089.87	-	-	-

*Earning per share for full-year projections (publicized on 9/30) revised to reflect share exchange and increase in number of shares due to acquisition of treasury stocks, etc. until the end of January, 2011

Costs and Expenses / FY Projections



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(JPY billion)	FY 2010		FY 2011			
	Results through 3Q	FY Results	Results through 3Q	YoY Change	Revised FY Projections (revised on Sep 30)	YoY Change
R&D expense / Content Production Expense	32.7	41.5	28.8	-11.9%	43.4	+4.6%
Cap-ex	11.4	16.1	12.1	+6.1%	18.9	+17.4%
Depreciation	12.0	17.1	11.3	-5.8%	17.8	+4.1%
Advertising	14.3	20.7	11.2	-21.7%	19.7	-4.8%

Consolidated Balance Sheet



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(JPY billion) 【 Assets 】				【 Liabilities and Net Assets 】			
Account	End of previous fiscal year	End of 3Q	Change	Account	End of previous fiscal year	End of 3Q	Change
Cash and Deposits	101.3	111.8	+10.5	Accounts Payable	37.3	52.1	+14.8
Accounts Receivable	67.0	73.8	+6.8	Corporate Bond	20.6	11.9	-8.7
Securities	73.4	77.7	+4.3	Short Term Borrowings	3.4	2.2	-1.2
Inventories	36.7	39.8	+3.1	Other	31.3	45.9	+14.6
Other	20.2	39.7	+19.5				
				Total Current Liabilities	92.8	112.2	+19.4
Total Current Assets	298.7	343.0	+44.3	Corporate Bond	41.5	33.9	-7.6
Tangible Fixed Assets	59.0	57.6	-1.4	Long Term Debt	6.1	5.4	-0.7
Intangible Fixed Assets	13.3	23.6	+10.3	Other	25.8	32.7	+6.9
Investment Securities	28.6	36.6	+8.0				
Others	23.4	21.3	-2.1	Total Noncurrent Liabilities	73.5	72.1	-1.4
				Total Liabilities	166.3	184.3	+18.0
				Shareholders Equity	259.4	306.7	+47.3
				Valuation/Translation Adjustments	-23.2	-18.4	+4.8
				Warrants	1.1	0.2	-0.9
				Minority Interest	19.3	9.3	-10.0
Total Noncurrent Assets	124.4	139.2	+14.8	Total Net Assets	256.7	297.8	+41.1
Total Assets	423.1	482.2	+59.1	Total Liabilities and Net Assets	423.1	482.2	+59.1

Summary of Results through 3Q

◆ Current Assets: Up 44.3billion yen, due primarily to an increase of cash and deposits as a result of strong business operations.

(The increase of the “Other” came from the contribution of trust assets with the purpose to purchase treasury stock)

◆ Fixed Assets: Up 14.8 billion yen, due to an increase in goodwill.

⇒ Total Assets: 482.2 billion yen increased by 59.1 billion yen

◆ Current ratio: 305.7% (-16.1pt)

◆ Equity ratio: 59.8%

(JPY billion)	End of previous fiscal year	End of 3Q	Difference
Total assets	423.1	482.2	+59.1
Net assets	256.7	297.8	+41.1
Equity ratio	55.8%	59.8%	+4.0pt
Current ratio	321.8%	305.7%	-16.1pt

Segment results: Pachislot and Pachinko Machines



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(JPY billion)	FY 2010		FY 2011			
	Results through 3Q	FY Results	Results through 3Q	YoY Change	Revised FY Projections (revised on Sep 30)	YoY Change
Net Sales	125.6	160.3	167.9	+33.7%	215.0	+34.1%
Pachislot	25.6	51.7	84.1	+228.5%	95.4	+84.5%
Pachinko	95.1	103.1	81.2	-14.6%	116.7	+13.2%
Other	4.9	5.5	2.6	-46.9%	2.9	-47.3%
Operating Income	26.9	29.5	54.6	+103.0%	58.5	+98.3%
Operating Income Margin	21.4%	18.4%	32.5%	+11.1pt	27.2%	+8.8pt
Unit Sales (Pachislot)	79,243	162,932	268,470	+238.8%	300,000	+84.1%
Unit Sales (Pachinko)	329,850	360,171	241,374	-26.8%	360,000	-

Summary of Results through 3Q

Pachislot	<ul style="list-style-type: none"> ◆ Unit sales increased significantly year-on-year ◆ Strong sales of several titles ⇒RODEO “Oreno Sora~Spirit of Young Justice ~”, “Pachislot Shin Onimusha”
Pachinko	<ul style="list-style-type: none"> ◆ Unit sales decreased year-on-year ◆ Solid sales of mainstay titles in this fiscal year ⇒Sammy “Pachinko CR Juoh” ◆ Introduction of titles corresponding to diversification of customer needs ⇒Sammy “Dejiten CR Nogaremono Orin”, “Dejiten CR Hakushon Daimaou 3”

Full Year Outlook

Pachislot	<ul style="list-style-type: none"> ◆ Titles to be sold in 4Q ⇒Sammy “Pachislot Sakura Wars 3” (January) RODEO “GRAVION” (January)
Pachinko	<ul style="list-style-type: none"> ◆ Introduction of middle-type mainstay titles ⇒Sammy “Pachinko CR Hokuto No Ken Kenshiro” (March) ◆ Several other titles to be sold ⇒TAIYO ELEC “CR SAMURAI CHAMPLOO 2” (January), Sammy “Dejihane Pachinko CR GATCHAMAN UNMEI-NO-KIZUNA” (January)



Shipment Data: Pachislot

* Number of titles reflects products which began sales in the period

	FY 2010		FY 2011	
	Results through 3Q	FY Results	Results through 3Q	Revised FY Projections (revised on Sep 30)
Sammy	4 titles	6 titles	3 titles	-
	74,005 units	121,677 units	118,448 units	-
RODEO	1 title	2 titles	2 titles	-
	1,563 units	29,734 units	113,731 units	-
TAIYO ELEC	1 title	2 titles	1 title	-
	1,806 units	9,257 units	36,291 units	-
GINZA	0 title	0 title	-	-
	27 units	27 units	-	-
Unit Supply	2 titles	2 titles	-	-
	1,842 units	2,237 units	-	-
Total	8 titles	12 titles	6 titles	9 titles
	79,243 units	162,932 units	268,470 units	300,000 units



“Oreno Sora
~Spirit of Young Justice~”

(RODEO)

©Hiroshi Motomiya / SHUEISHA / FIELDS

©Sammy

©RODEO

Major Titles / Pachislot

* Unit Supply includes the supply of parts to other makers

Brand	Title	Total Sales	Installed From
Sammy	Pachislot SOUTEN-NO-KEN	92,758 units	May
RODEO	Pachislot Shin Onimusha	62,153 units	Previous Fiscal Year
RODEO	Oreno Sora ~Spirit of Young Justice~	37,927 units	December
TAIYO ELEC	Ring ni Kakero 1 -Golden Japan Jr. Series-	36,039 units	September

*Aggregated sales of “Shin Onimusha” as of the end of December since previous fiscal year : 90,324 units)



Shipment Data: Pachinko

* Number of titles reflects products which begin sales in the period

	FY 2010		FY 2011	
	Results through 3Q	FY Results	Results through 3Q	Revised FY Projections (revised on Sep 30)
Sammy	5 titles	6 titles	9 titles	-
	262,541 units	274,578 units	212,625 units	-
TAIYO ELEC	4 titles	6 titles	2 titles	-
	54,011 units	72,295 units	28,749 units	-
GINZA	1 title	1 title	-	-
	13,298 units	13,298 units	-	-
Total	10 titles	13 titles	11 titles	13 titles
	329,850 units	360,171 units	241,374 units	360,000 units
Board+Frame	102,135 units	111,140 units	175,851 units	244,500 units
Board	227,715 units	249,031 units	65,523 units	115,500 units



“Pachinko CR Juoh”
(Sammy)

©Sammy

Pachinko Major Titles

Brand	Title	Total Sales	Installed From
Sammy	Pachinko CR Hokuto No Ken Raoh Series	123,939 units	July September
Sammy	Pachinko CR Juoh	33,691 units	December



(JPY billion)	FY 2010		FY 2011			
	Results through 3Q	FY Results	Results through 3Q	YoY Change	Revised FY Projections (revised on Sep 30)	YoY Change
Net Sales	33.1	45.1	38.4	+16.0%	53.0	+17.5%
Domestic	28.6	38.9	35.4	+23.8%	44.5	+14.4%
Overseas	4.5	6.2	3.0	-33.3%	8.5	+37.1%
Operating Income	4.7	7.0	8.4	+78.7%	6.5	-7.1%
Operating Income Margin	14.2%	15.5%	21.9%	+7.7pt	12.3%	-3.2pt
R&D expense / Content Production Expense	6.0	7.8	6.4	+6.7%	8.5	+9.0%

*The kids card game business, which had been included in the Amusement Center Operations segment, was transferred to the Amusement Machine Sales segment starting from the fiscal year ending March 31, 2011.

Summary of Results through 3Q

- ◆ Year-on-year, sales and profits increased
- ◆ Sold mainstay title “**SENGOKU TAISEN**”
- ◆ Solid sales of CVT kits for mainstay titles
=>“**StarHorse2 FINAL DESTINATION**”,
“**WORLD CLUB Champion Football Intercontinental Clubs 2009-2010**”
- ◆ Solid distribution of earnings due to utilization of revenue sharing model

Full Year Outlook

- ◆ Sales of CVT kits for “**INITIAL D ARCADE STAGE 6 AA**” (March)
- ◆ Continued contribution to profit from revenue sharing model
- ◆ Started full-fledged development of AM machine business in China
=> “**Sega Jinwin (Shanghai) Amusements Co., Ltd.**” has obtained approval in October 2010 to manufacture and sell AM machines in China



Major Titles

Title		Sales
SENGOKU TAISEN	Trading Card Game	6.2 billion yen
WORLD CLUB Champion Football Intercontinental Clubs Series	Trading Card Game	3.3 billion yen
SANGOKUSHI WAR 3 Series	Trading Card Game	2.4 billion yen

*Sales figures include consumable sales such as card.



“SENGOKU TAISEN”

(Trading Card Game)

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Segment results : Amusement Center Operations



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(JPY billion)		FY 2010		FY 2011			
		Results through 3Q	FY Results	Results through 3Q	YoY Change	Revised FY Projections (revised on Sep 30)	YoY Change
Net Sales		41.4	54.7	34.5	-16.7%	45.0	-17.7%
(Overseas)		4.1	5.4	2.2	-46.3%	3.0	-44.4%
Operating Income		-0.6	-1.3	0.8	-	-0.5	-
Operating Income Margin		-	-	2.3%	-	-	-
SEGA Same Store Sales Comparisons		91.3%	91.7%	100.5%	-	-	-
Domestic Facilities		274 facilities	260 facilities	252 facilities	-	253 facilities	-7 facilities
SEGA	Opened	3 facilities	4 facilities	2 facilities	-	2 facilities	-
	Closed	49 facilities	61 facilities	9 facilities	-	9 facilities	-
	Total	228 facilities	217 facilities	210 facilities	-	210 facilities	-7 facilities
Bee / TMS	Opened	0 facility	0 facility	2 facilities	-	3 facilities	-
	Closed	2 facilities	5 facilities	3 facilities	-	3 facilities	-
	Total	46 facilities	43 facilities	42 facilities	-	43 facilities	-
Overseas Facilities		21 facilities	14 facilities	11 facilities	-	11 facilities	-3 facilities
Cap-ex		5.8	7.7	4.7	-19.0%	6.6	-14.3%
Depreciation		5.6	8.2	4.3	-23.2%	6.9	-15.9%

Summary of Results through 3Q

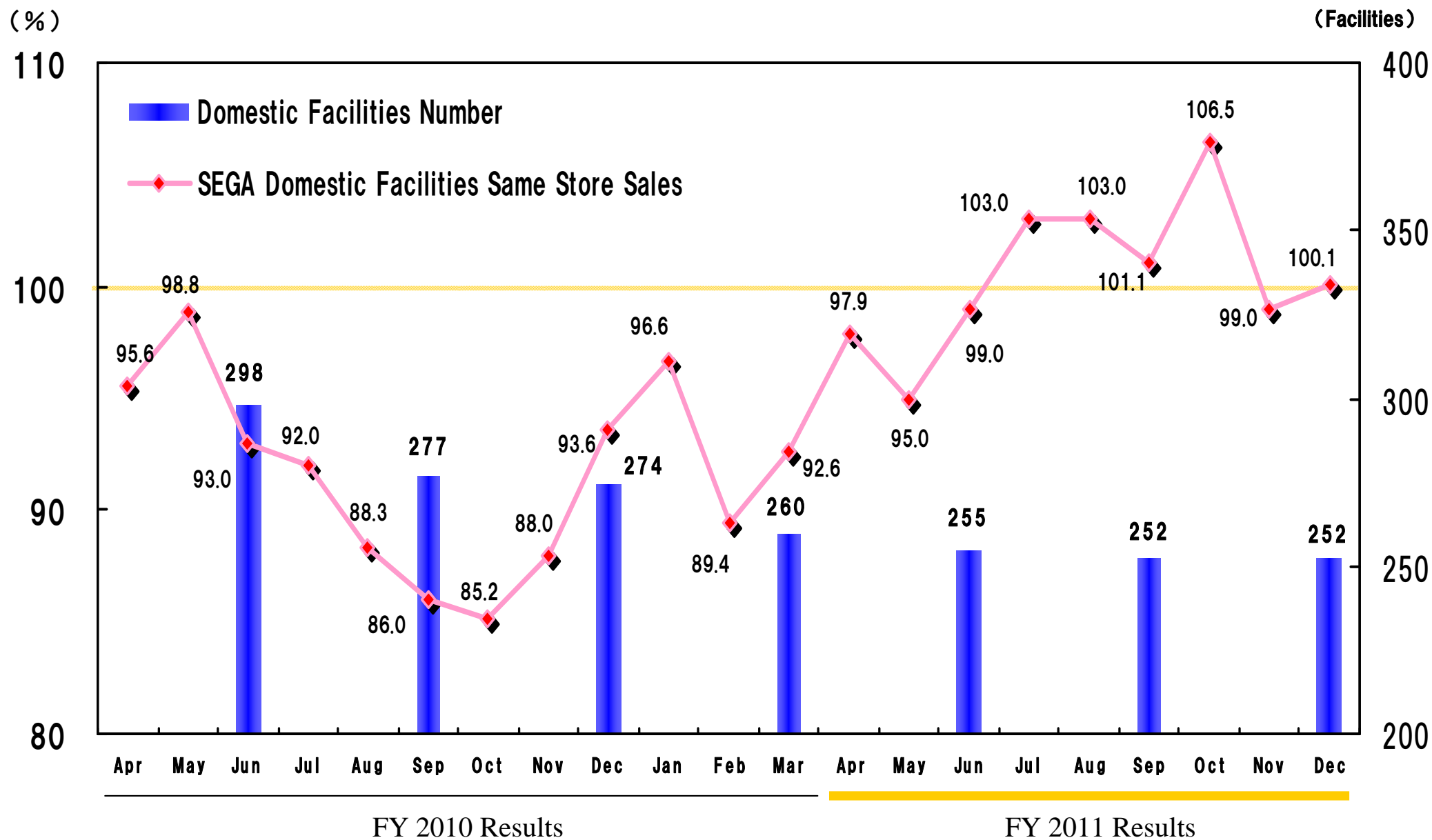
- ◆ Decreased sales year-on-year, but returned to profitability
- ◆ SEGA domestic same-store sales comparisons:
Whole period through 3Q: 100.5% (Oct: 106.5%, Nov: 99.0%, Dec: 100.1%)
- ◆ Number of domestic facilities as of end of 3Q: 252 facilities
(Closures: 12 facilities, Openings: 4 facilities)

Full Year Outlook

- ◆ Expect earnings recovery at SEGA domestic facilities also in 4Q
- ◆ Number of domestic facilities
Full year projections: 253 facilities
(Closures: 12 facilities, Openings: 5 facilities)



SEGA Domestic Facilities Same Store Sales Comps / Domestic Facilities Number Transition





(JPY billion)	FY 2010		FY 2011			
	Results through 3Q	FY Results	Results through 3Q	YoY Change	Revised FY Projections (revised on Sep 30)	YoY Change
Net Sales	82.9	121.5	66.9	-19.3%	94.0	-22.6%
Home Video Game Software	49.3	77.5	36.8	-25.4%	49.5	-36.1%
Network / Other	33.6	44.0	30.1	-10.4%	44.5	+1.1%
Operating Income	1.4	6.3	2.8	+100.0%	6.0	-4.8%
Operating Income Margin	1.7%	5.2%	4.2%	+2.5pt	6.4%	+1.2pt
Units Sales (Thousands)	16,730	26,750	13,630	-18.5%	16,000	-40.2%
R&D expense / Content Production Expense	16.0	19.6	11.9	-25.6%	18.1	-7.7%

Summary of Results through 3Q

- ◆ Decreased sales year-on-year, but profits increased
- ◆ As for sales of new game software titles overseas, market remains grim
- ◆ Sold several mainstay game software
=> “Sonic Colors”, “VANQUISH”, “Football Manager 2011”
- ◆ TOY: Strong sales of “BAKUGAN”
- ◆ Mobile phone and PC content: Strong sales of “pay-per-use” service in “Sammy 777 Town ” (for mobile phones)
- ◆ Animation: Strong distribution of earnings from the “Detective Conan” and royalty revenue for domestic and overseas sales of “BAKUGAN ”

Full Year Outlook

- ◆ Launch several mainstay game titles
(Overseas) “SHOGUN 2: Total War” (March)
(Domestic) “Phantasy Star Portable 2 Infinity” (February),
“Ryu ga Gotoku OF THE END” (March),
“Super Monkey Ball 3D” (March)
- ◆ TOY: Expand sales of “BAKUGAN” and focus on global expansion of “Zoobles”, girl-oriented characters
- ◆ Mobile phone and PC content : Introduce mainstay titles and expand “pay-per-use” service for “777Town” (for mobile phones) and introduce several titles for new platform such as SNS
- ◆ Animation: Royalty revenue from overseas sales of “BAKUGAN” and animation production work for pachislot and pachinko machines



Sales Results (Home video game software)

* Number of titles reflects products which begin sales in the period
(Number of titles by platform is based on SKU)

Breakdown by Region	FY 2010				FY 2011			
	Results through 3Q		FY Results		Results through 3Q		Revised FY Projections (revised on Sep 30)	
	# of titles (SKU)	Unit Sales (Thousands)	# of titles (SKU)	Unit Sales (Thousands)	# of titles (SKU)	Unit Sales (Thousands)	# of titles (SKU)	Unit Sales (Thousands)
Japan / Other	12 (15)	2,470	17 (21)	3,820	12 (14)	1,900	-	3,000
US	15 (25)	6,090	24 (40)	10,550	11 (19)	5,770	-	6,200
Europe	12 (22)	8,160	25 (44)	12,380	14 (23)	5,950	-	6,800
Total	39 (62)	16,730	66 (105)	26,750	37 (56)	13,630	-	16,000

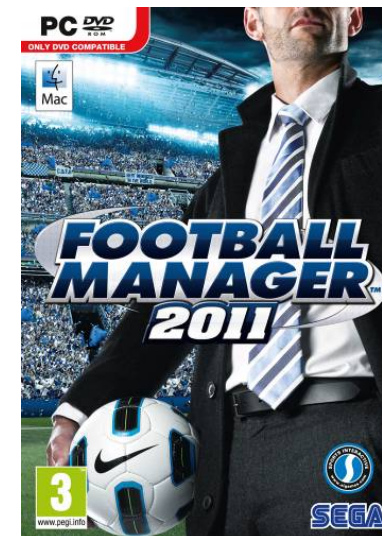
Breakdown by Platform	FY 2010				FY 2011			
	Results through 3Q		FY Results		Results through 3Q		Revised FY Projections (revised on Sep 30)	
	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)
PS3	8	1,120	20	3,560	7	1,130	-	-
Wii	18	4,650	23	5,740	9	1,420	-	-
Xbox360	8	790	16	2,300	11	1,480	-	-
NDS	15	3,130	24	4,290	9	1,340	-	-
PSP	7	1,070	8	1,310	11	1,440	-	-
PC	6	730	14	1,490	9	870	-	-
Catalogue	-	5,210	-	8,040	-	5,910	-	-
Total	62	16,730	105	26,750	56	13,630	-	16,000



Title (Region)	Platform	Sales Results (thousand units)	Sold From
Sonic Colors (Japan / Europe / US)	Wii, NDS	1,850	November
VANQUISH (Japan / Europe / US)	PS3, Xbox360	820	October
Football Manager 2011 (Europe / US)	PC, PSP	690	October



『Sonic Colors』



『Football Manager 2011』

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【MEMO】

Appendix



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Pachislot Installed Base / Unit Sales / Market Scale

	2004	2005	2006	2007	2008	2009
Number of Pachislot Machines installed (Units)	1,887,239	1,936,470	2,003,482	1,635,860	1,448,773	1,347,176
Number of Pachislot Machines sold annually (Units)	1,672,049	1,786,292	1,647,759	1,744,308	913,053	765,924
Pachislot Machine Market Size (JPY Million)	522,582	536,539	490,959	502,501	247,860	225,860

Pachinko Installed Base / Unit Sales / Market Scale

	2004	2005	2006	2007	2008	2009
Number of Pachinko Machines installed (Units)	3,077,537	2,960,939	2,932,952	2,954,386	3,076,421	3,158,799
Number of Pachinko Machines sold annually (Units)	4,013,153	4,047,999	3,837,960	3,173,725	3,349,146	3,332,984
Pachinko Machine Market Size (JPY Million)	786,535	869,940	898,646	868,623	918,514	978,937

Pachinko Pachislot Market Installed Base / Unit Sales / Market Scale

	2004	2005	2006	2007	2008	2009
Number of Machines installed (Units)	4,964,776	4,897,409	4,936,434	4,590,246	4,525,194	4,505,975
Number of Machines sold annually (Units)	5,685,202	5,834,291	5,485,719	4,918,033	4,262,199	4,098,908
Total Machine Market Size (JPY Million)	1,309,117	1,406,479	1,389,605	1,371,124	1,166,374	1,204,797

	2004	2005	2006	2007	2008	2009
Total Number of Pachinko Halls	15,617	15,165	14,674	13,585	12,937	12,652
Number of Halls with pachinko and pachislot machines installed	13,844	13,163	12,588	12,039	11,800	11,722
Number of Halls with only pachislot machines installed	1,773	2,002	2,086	1,546	1,137	930

Source: National Police Agency, Yano Research Institute Ltd., Japan Productivity Center for Socio-Economic Development



Share of Annual Pachislot Machine Sales

Rank	2006			2007			2008			2009		
	Manufacture	Units Sold	Share	Manufacture	Units Sold	Share	Manufacture	Units Sold	Share	Manufacture	Units Sold	Share
1	Sammy	523,422	31.8%	Sammy	380,688	21.8%	Y Company	172,000	18.8%	Sammy	162,932	21.3%
2	D Company	200,000	12.1%	U Company	192,000	11.0%	S Company	133,673	14.6%	S Company	104,266	13.6%
3	H Company	180,000	10.9%	S Company	169,239	9.7%	Sammy	123,286	13.5%	U Company	100,000	13.1%
4	Y Company	173,000	10.5%	D Company	152,000	8.7%	H Company	68,000	7.5%	Y Company	73,000	9.5%
5	K Company	155,000	9.4%	Y Company	152,000	8.7%	K Company	59,000	6.5%	K Company	60,000	7.8%

Share of Annual Pachinko Machine Sales

Rank	2006			2007			2008			2009		
	Manufacture	Units Sold	Share	Manufacture	Units Sold	Share	Manufacture	Units Sold	Share	Manufacture	Units Sold	Share
1	S Company	887,000	23.1%	S Company	820,000	25.8%	S Company	810,000	24.2%	S Company	600,000	18.0%
2	K Company	804,000	21.0%	S Company	725,819	22.9%	S Company	451,941	13.5%	S Company	572,464	17.2%
3	S Company	640,186	16.7%	K Company	510,000	16.1%	Sammy	391,831	11.7%	K Company	426,000	12.8%
4	N Company	253,000	6.6%	N Company	204,000	6.4%	K Company	350,000	10.5%	N Company	395,000	11.9%
5	D Company	195,947	5.1%	D Company	168,000	5.3%	N Company	349,000	10.4%	Sammy	360,171	10.8%
6	H Company	186,000	4.9%	H Company	165,000	5.2%	F Company	194,443	5.8%	H Company	170,000	5.1%
7	F Company	180,006	4.7%	F Company	146,134	4.6%	S Company	177,000	5.3%	D Company	165,000	5.0%
8	Sammy	132,981	3.5%	Sammy	108,184	3.4%	D Company	122,000	3.6%	F Company	156,545	4.7%

Source: Yano Research Institute Ltd.



Amusement Machine and Amusement Center Operations Markets Scale

(JPY billion)

	2004	2005	2006	2007	2008	2009
Amusement Machines Net Sales	180.5	199.2	223.3	219.0	196.1	169.6
Amusement Facilities Operations Net Sales	649.2	682.4	702.8	678.0	573.1	504.2
Market Size of Amusement	829.7	881.6	926.2	897.0	769.2	673.8

	2004	2005	2006	2007	2008	2009
Number of Amusement Facilities (Facilities)	10,109	9,515	9,091	8,652	8,137	7,662
Number of Amusement Machine units installed (Units)	438,986	445,025	460,031	474,808	486,582	484,804
Number of Amusement Machine units installed per center (Units)	43.4	46.8	50.6	54.9	59.8	63.3

Source: JAMMA, AOU, CESA, National Police Agency

Home Video Game Software Market Scale

	2004	2005	2006	2007	2008	2009
Japan	316.3	290.8	363.9	360.5	332.1	326.2
Europe	477.7	546.7	604.0	888.3	948.5	874.5
US	667.6	711.7	750.4	991.9	1179.3	1071.2

Source:Famitsu Game White Pater 2010

Past Operating Results



SEGA-SAMMY
HOLDINGS

SEGA-SAMMY
GROUP

From FY 2007 to Results through 3Q of FY 2011

* Number of titles reflects products which begin sales in the period (Numbers shown in parentheses are based on SKU)

* The data in this page can be downloaded from following URL. (http://www.segasammy.co.jp/english/ir/library/pdf/settlement/2011/e_201103_3qtransition.xls)

(JPY billion)	FY 2007	FY 2008	FY 2009	FY 2010				FY 2011		
	Full Year Results	Full Year Results	Full Year Results	Results through 1Q	Results through 2Q	Results through 3Q	Full Year Results	Results through 1Q	Results through 2Q	Results through 3Q
Net Sales	528.2	458.9	429.1	60.4	154.3	285.3	384.6	91.3	217.8	310.1
Breakdown										
Pachislot and Pachinko Machines	211.5	145.5	161.6	19.6	68.3	125.6	160.3	48.9	134.2	167.9
Amusement Machines Sales	75.4	71.0	61.9	7.8	17.9	33.1	45.1	9.7	19.6	38.4
Amusement Center Operations	103.8	91.2	71.3	14.1	28.9	41.4	54.7	11.1	23.6	34.5
Consumer Business	119.5	141.7	131.3	18.0	37.6	82.9	121.5	20.7	38.7	66.9
Other	17.8	9.3	2.9	0.7	1.5	2.2	2.9	0.7	1.5	2.2
Operating Income	76.5	-5.8	8.3	-7.8	-0.3	28.8	36.7	14.9	46.8	62.9
Breakdown										
Pachislot and Pachinko Machines	71.1	8.4	14.5	-1.0	10.8	26.9	29.5	15.1	47.6	54.6
Amusement Machines Sales	11.6	7.1	6.8	-1.0	-0.7	4.7	7.0	1.3	1.9	8.4
Amusement Center Operations	0.1	-9.8	-7.5	-0.1	0.2	-0.6	-1.3	0.1	1.1	0.8
Consumer Business	1.7	-5.9	-0.9	-4.5	-8.1	1.4	6.3	-0.6	-1.3	2.8
Other	-1.3	0.0	0.3	0.1	0.2	0.3	0.3	0.0	0.1	0.1
Eliminations	-6.7	-5.5	-4.9	-1.1	-2.7	-3.9	-5.2	-1.1	-2.7	-3.9
Operating Margin	14.5%	-	1.9%	-	-	10.1%	5.2%	16.6%	21.5%	20.3%
Ordinary Income	81.2	-8.2	6.6	-8.0	-0.7	27.6	35.9	14.6	46.0	62.3
Ordinary Income Margin	15.4%	-	1.5%	-	-	9.7%	9.3%	16.0%	21.1%	20.1%
Net Income	43.4	-52.4	-22.8	-10.2	-6.3	16.9	20.2	7.0	24.3	36.8
Net Income Margin	8.2%	-	-	-	-	5.9%	5.3%	7.7%	11.2%	11.9%
R&D expense / content production expense	52.1	65.3	59.6	11.8	22.9	32.7	41.5	9.5	18.6	28.8
Cap-ex	36.6	50.4	26.6	2.7	6.3	11.4	16.1	3.3	6.5	12.1
Depreciation	28.0	45.6	26.6	3.5	7.3	12.0	17.1	3.4	7.3	11.3
Advertising	22.2	22.8	20.7	2.7	7.8	14.3	20.7	3.3	7.3	11.2
# of pachislot titles	17 titles	22 titles	19 titles	1 title	5 titles	8 titles	12 titles	2 titles	4 titles	6 titles
Unit sales	523,422 units	380,688 units	123,286 units	5,111 units	57,038 units	79,243 units	162,932 units	109,621 units	201,402 units	268,470 units
# of pachinko titles	14 titles	9 titles	12 titles	2 titles	8 titles	10 titles	13 titles	6 titles	8 titles	11 titles
Unit sales	132,981 units	108,184 units	391,831 units	53,748 units	167,715 units	329,850 units	360,171 units	49,240 units	198,230 units	241,374 units
SEGA Same Store Sales Comparisons	95.8%	89.0%	92.4%	96.0%	92.3%	91.3%	91.7%	97.2%	99.9%	100.5%
Domestic Facilities	449 facilities	363 facilities	322 facilities	298 facilities	277 facilities	274 facilities	260 facilities	255 facilities	252 facilities	252 facilities
# of game software titles	- (140)	80 (138)	78 (122)	11 (17)	23 (30)	39 (62)	66 (105)	7 (19)	20 (33)	37 (56)
Sales (Thousand units)	21,270	26,990	29,470	2,650	5,400	16,730	26,750	3,290	6,600	13,630

