

**Appendix of Consolidated Financial Statements**  
**3 Months Ended June 30, 2011**

**Consolidated Income Statements**

(JPY Billion)	FY Ended March 2011			FY Ending March 2012			
	Results Through 1Q	Results Through 2Q	Full Year Results	Results Through 1Q	YoY Change	Projections Through 2Q	Full Year Projections
Net Sales	91.3	217.8	396.7	65.3	-28.5%	165.0	450.0
Pachislot and Pachinko Machines	48.9	134.2	212.0	29.9	-38.9%	82.0	235.0
Amusement Machine Sales	9.7	19.6	47.2	7.6	-21.6%	17.5	50.0
Amusement Center Operations	11.1	23.6	45.6	10.9	-1.8%	22.0	42.0
Consumer Business	20.7	38.7	88.8	16.0	-22.7%	42.0	120.0
Other	0.7	1.5	2.8	0.7	-	1.5	3.0
Operating Income	14.9	46.8	68.7	2.9	-80.5%	1.5	60.0
Pachislot and Pachinko Machines	15.1	47.6	64.2	7.1	-53.0%	11.5	59.0
Amusement Machine Sales	1.3	1.9	7.3	0.1	-92.3%	-1.5	4.0
Amusement Center Operations	0.1	1.1	0.3	0.6	+500.0%	-0.1	-1.6
Consumer Business	-0.6	-1.3	1.9	-3.8	-	-5.0	4.5
Other	0.0	0.1	0.0	0.0	-	0.1	0.1
Eliminations	-1.1	-2.7	-5.1	-1.1	-	-3.5	-6.0
Operating Margin	16.3%	21.5%	17.3%	4.4%	-11.9pt	0.9%	13.3%
Ordinary Income	14.6	46.0	68.1	3.2	-78.1%	1.0	59.0
Ordinary Income Margin	16.0%	21.1%	17.2%	4.9%	-11.1pt	0.6%	13.1%
Extraordinary Gain	0.3	2.8	3.7	0.0	-	-	-
Extraordinary Loss	1.2	3.6	14.3	3.6	-	-	-
Net Income	7.0	24.3	41.5	-2.2	-	-3.0	33.0
Net Income Margin	7.7%	11.2%	10.5%	-	-	-	7.3%
Dividend per share (JPY)	-	20	40	-	-	20	40
Earning per share (JPY)	27.93	96.66	163.19	-8.84	-	-11.92	131.10
Net Assets per share (JPY)	948.47	1,031.45	1,093.23	1,081.69	-	-	-

**Costs and Expenses**

(JPY Billion)	FY Ended March 2011			FY Ending March 2012			
	Results Through 1Q	Results Through 2Q	Full Year Results	Results Through 1Q	YoY Change	Projections Through 2Q	Full Year Projections
R&D expense / Content Production expense	9.5	18.6	41.1	11.0	+15.8%	22.6	47.5
Cap-ex	3.3	6.5	19.6	4.4	+33.3%	10.4	20.6
Depreciation	3.4	7.3	15.9	2.9	-14.7%	6.4	16.2
Advertising	3.3	7.3	15.1	3.1	-6.1%	9.3	21.9

**Pachislot and Pachinko Machines**

(JPY Billion)	FY Ended March 2011			FY Ending March 2012			
	Results Through 1Q	Results Through 2Q	Full Year Results	Results Through 1Q	YoY Change	Projections Through 2Q	Full Year Projections
Net Sales	48.9	134.2	212.0	29.9	-38.9%	82.0	235.0
Pachislot	34.4	65.9	94.9	2.2	-93.6%	10.2	91.8
Pachinko	13.8	67.0	113.9	26.5	+92.0%	70.0	138.6
Other	0.7	1.3	3.2	1.2	+71.4%	1.8	4.6
Operating Income	15.1	47.6	64.2	7.1	-53.0%	11.5	59.0
Operating Income Margin	30.9%	35.5%	30.3%	23.7%	-7.2pt	14.0%	25.1%
Unit Sales (Pachislot)	109,621	201,402	302,270	7,633	-93.0%	42,000	290,000
Unit Sales (Pachinko)	49,240	198,230	343,188	82,394	+67.3%	235,000	455,000

《Shipment Data / Plan: Pachislot and Pachinko》 \* Number of titles reflects products which began sales in period

Pachislot	FY Ended March 2011			FY Ending March 2012		
	Results Through 1Q	Results Through 2Q	Full Year Results	Results Through 1Q	Projections Through 2Q	Full Year Projections
Sammy	1 title 74,884 units	2 titles 116,407 units	5 titles 144,884 units	1 title 7,613 units	1 title 5,000 units	6 titles 210,000 units
Rodeo	1 title 34,485 units	1 title 49,976 units	3 titles 120,719 units	0 title 20 units	2 titles 30,000 units	3 titles 60,000 units
TAIYO ELEC	0 title 252 units	1 title 35,019 units	2 titles 36,667 units	0 title 0 unit	2 titles 7,000 units	4 titles 20,000 units
Total	2 titles 109,621 units	4 titles 201,402 units	10 titles 302,270 units	1 title 7,633 units	5 titles 42,000 units	13 titles 290,000 units

Pachislot		
Title	Brand	Unit Sales (Thousands)
Pachislot ALIYAN BEGINS	Sammy	6

Pachinko	FY Ended March 2011			FY Ending March 2012		
	Results Through 1Q	Results Through 2Q	Full Year Results	Results Through 1Q	Projections Through 2Q	Full Year Projections
Sammy	5 titles 35,774 units	6 titles 169,874 units	9 titles 297,411 units	2 titles 60,383 units	6 titles 190,000 units	9 titles 370,000 units
TAIYO ELEC	1 title 13,466 units	2 titles 28,356 units	3 titles 45,777 units	2 titles 22,011 units	4 titles 45,000 units	6 titles 85,000 units
Total	6 titles 49,240 units	8 titles 198,230 units	12 titles 343,188 units	4 titles 82,394 units	10 titles 235,000 units	15 titles 455,000 units
Board + Frame	10,541 units	137,649 units	245,442 units	58,327 units	87,500 units	178,500 units
Board	38,699 units	60,581 units	97,746 units	24,067 units	147,500 units	276,500 units

Pachinko		
Title	Brand	Unit Sales (Thousands)
Pachinko CR Ring ni Kakerō 1 -Golden Japan Jr. Series-	Sammy	35
Pachinko CR Sengoku Ranbu KOMPEKI NO SOZIN	Sammy	20
CR BLACK LAGOON	TAIYO ELEC	18

**Amusement Machines Sales**

(JPY Billion)	FY Ended March 2011			FY Ending March 2012			
	Results Through 1Q	Results Through 2Q	Full Year Results	Results Through 1Q	YoY Change	Projections Through 2Q	Full Year Projections
Net Sales	9.7	19.6	47.2	7.6	-21.6%	17.5	50.0
Domestic	8.7	17.7	42.7	6.3	-27.6%	15.8	41.8
Overseas	1.0	1.9	4.5	1.3	+30.0%	1.7	8.2
Operating Income	1.3	1.9	7.3	0.1	-92.3%	-1.5	4.0
Operating Income Margin	13.4%	9.7%	15.5%	1.3%	-12.1pt	-	8.0%
R&D expense / Content Production expense	1.8	3.7	9.1	1.8	-	3.9	7.9

## 《Major Titles: Amusement Machines》

Title	Sales (JPY Billion)
WORLD CLUB Champion Football Intercontinental Clubs Series	Trading Card Game 0.5
BORDER BREAK Series	Video Game 0.5

\*Sales includes sales of cards and other consumables and distribution earnings due to utilization of revenue sharing titles.

### Amusement Center Operations

(JPY Billion)	FY Ended March 2011			FY Ending March 2012			
	Results Through 1Q	Results Through 2Q	Full Year Results	Results Through 1Q	YoY Change	Projections Through 2Q	Full Year Projections
Net Sales	11.1	23.6	45.6	10.9	-1.8%	22.0	42.0
(Overseas)	0.8	1.5	3.1	0.3	-62.5%	0.5	0.8
Operating Income	0.1	1.1	0.3	0.6	+500.0%	-0.1	-1.6
Operating Income Margin	0.9%	4.7%	0.7%	5.5%	+4.6pt	-	-
SEGA Same Store Sales Comparisons	97.2%	99.9%	99.3%	102.5%	-	95.7%	96.3%
Domestic Facilities (*)	255 facilities	252 facilities	249 facilities	248 facilities	-	242 facilities	237 facilities
SEGA	Opened	1 facility	2 facilities	2 facilities	-	2 facilities	5 facilities
	Closed	5 facilities	7 facilities	3 facilities	-	5 facilities	13 facilities
	Total	212 facilities	211 facilities	205 facilities	-	203 facilities	198 facilities
Other (*)	Opened	1 facility	4 facilities	1 facility	-	0 facility	1 facility
	Closed	1 facility	3 facilities	0 facility	-	3 facilities	4 facilities
	Total	43 facilities	41 facilities	43 facilities	-	39 facilities	39 facilities
Overseas Facilities	11 facilities	11 facilities	10 facilities	3 facilities	-	3 facilities	3 facilities
Cap-ex	0.5	1.9	7.7	1.0	+100.0%	3.1	9.2
Depreciation	1.2	2.6	6.1	1.0	-16.7%	2.7	6.9

\*1 facility has decreased compared to the previously released number as a result of changing counting rules for "Other" facilities in 1Q

### 《SEGA Same Store Sales Comparisons》

FY Ending March 2012					
April	May	June	Results Through 1Q	Projections Through 2Q	Full Year Projections
103.0%	103.7%	100.8%	102.5%	95.7%	96.3%

FY Ended March 2011															
April	May	June	Results Through 1Q	July	August	September	Results Through 2Q	October	November	December	Results through 3Q	January	February	March	Full Year Results
97.9%	95.0%	99.0%	97.2%	103.0%	103.0%	101.1%	99.9%	106.5%	99.0%	100.1%	100.5%	96.7%	103.4%	88.8%	99.3%

**Consumer Business**

(JPY Billion)	FY Ended March 2011			FY Ending March 2012			
	Results Through 1Q	Results Through 2Q	Full Year Results	Results Through 1Q	YoY Change	Projections Through 2Q	Full Year Projections
Net Sales	20.7	38.7	88.8	16.0	-22.7%	42.0	120.0
Game Contents	14.9	27.8	67.1	12.0	-19.5%	31.5	94.5
Toy	3.3	6.2	12.0	1.9	-42.4%	6.0	14.5
Animation	2.6	5.3	10.9	2.2	-15.4%	5.0	11.5
Other / Elimination	-0.2	-0.6	-1.2	-0.1	-	-0.5	-0.5
Operating Income	-0.6	-1.3	1.9	-3.8	-	-5.0	4.5
Operating Income Margin	-	-	2.1%	-	-	-	3.8%
Sales in Units (Thousands)	3,290	6,600	18,710	2,330	-29.2%	6,690	23,290
R&D expense / Content Production expense	4.4	8.0	18.1	5.9	+34.1%	9.0	22.1

《Shipment Data / Plan: Home Video Game Software》 \* Number of titles reflects products which began sales in the period (Number of titles by platform in based on SKU)

Breakdown by Region	FY Ended March 2011						FY Ending March 2012					
	Results Through 1Q		Results Through 2Q		Full Year Results		Results Through 1Q		Projections Through 2Q		Full Year Projections	
	# of titles (SKU)	Unit Sales (Thousands)	# of titles (SKU)	Unit Sales (Thousands)	# 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	1 (1)	270	5 (5)	1,240	15 (17)	2,630	2 (3)	600	7 (8)	1,180	19 (25)	3,360
US	3 (9)	1,680	7 (14)	3,200	16 (24)	7,830	3 (8)	700	8 (18)	2,430	17 (32)	9,240
Europe	3 (9)	1,330	8 (14)	2,150	20 (30)	8,230	4 (10)	1,020	8 (19)	3,070	17 (34)	10,680
Total	7 (19)	3,290	20 (33)	6,600	51 (71)	18,710	9 (21)	2,330	23 (45)	6,690	53 (91)	23,290

Breakdown by Platform	FY Ended March 2011						FY Ending March 2012					
	Results Through 1Q		Results Through 2Q		Full Year Results		Results Through 1Q		Projections Through 2Q		Full Year Projections	
	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)
PS3	4	590	5	620	9	1,350	7	910	8	1,420	23	4,620
Wii	4	260	6	340	9	1,600	6	300	8	630	11	3,600
Xbox360	4	560	5	580	13	1,780	5	290	10	1,230	18	3,080
NDS	3	320	4	410	9	1,590	2	80	7	460	7	610
3DS	-	-	-	-	3	360	0	0	9	500	20	4,150
PSP	2	160	9	1,130	13	2,030	0	0	2	380	6	1,080
PC	2	90	4	130	15	1,620	1	0	1	40	6	1,140
Catalogue	-	1,290	-	3,350	-	8,340	-	730	-	2,010	-	4,950
Total	19	3,290	33	6,600	71	18,710	21	2,330	45	6,690	91	23,290

**Consumer Business**

## 《Major Titles / Home Video Game Software》

Title	Region	Platform	Sales (Thousands units)
Virtua Tennis™ 4	(Japan / Europe / US)	PS3, Xbox360, Wii, PC	670
Ryu ga Gotoku OF THE END	(Japan)	PS3	430
THOR: God of Thunder	(Europe / US)	PS3, Xbox360, Wii, DS	400

## 《Major Titles/Other Game Contents》

Title		Platform
Kingdom Conquest	Download (Charging for specific items)	iOS
SAMURAI BLOODSHOW	Download (Charging for specific items / Title sales)	iOS
Ryu ga Gotoku Mobile for GREE	SNS	GREE

## 《Registered Users for “777 Town” / Other Game Contents 》

Title		Registered Users (in thousands)
Sammy 777 Town	Mobile Phones	820
777 Town.net	PC	180

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