

FY Ending March 2012 1st Quarter Results Presentation



August 1st, 2011

SEGA SAMMY HOLDINGS INC.

[Disclaimer]

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.

【FY ending March 2012 1st Quarter results/ 1st Half Outlook】

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Net Sales / Profits		<ul style="list-style-type: none"> ▪ Net sales 65.3billion yen, Operating income 2.9 billion yen, Net loss 2.2 billion yen ▪ Year-on-year, sales and profits decreased ⇒ Results are favorable compared against projections through 2Q announced on May 13
Segment breakdown	Pachislot and Pachinko Machines	<ul style="list-style-type: none"> ▪ Year-on-year, sales and profits decreased ▪ Pachislot unit sales decreased compared to the results of the previous fiscal year ▪ Pachinko unit sales exceeded results of the previous fiscal year
	Amusement Machine Sales	<ul style="list-style-type: none"> ▪ Year-on-year, sales and profits decreased ▪ 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 operating income increased due to a reduction of operating expenses ▪ SEGA domestic same-store sales exceeded results of the previous fiscal year
	Consumer Business	<ul style="list-style-type: none"> ▪ Decreased sales year-on-year and increased losses ▪ Game software sales performed at a lower level year-on-year



(Publicized on May 13, 2011)

◆ Disposal of Treasury Stocks to Sammy Corporation

- Disposal Date: May 30, 2011
- Number of Shares Disposed of: 4,423,660 shares of common stock

(Effective August 1, 2011)

◆ Conversion of TAIYO ELEC into a Wholly Owned Subsidiary of Sammy Corporation

- Convert TAIYO ELEC to wholly owned subsidiary through share exchange of 0.40 shares of common stock of SEGA SAMMY against per share of common stock of TAIYO ELEC

(Publicized on July 29, 2011)

◆ Resolved construction of a new factory and new logistics center of Sammy Corporation

- Total investment: 16.2 billion yen
(excluding price of previously purchased land of 5.0 billion yen)
- Start of operations: September 2012 (tentative)
⇒ the effect on operating results for FY ending March 31, 2012 will be minor

(Publicized on August 1, 2011)

◆ Decided acquisition of treasury stocks

- Total number of shares to be acquired: 5,000,000 shares (upper limit)
- Total acquisition costs: 10 billion yen (upper limit)
- Acquisition period: From August 1, 2011 through October 31, 2011

Consolidated Income Statements



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(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
Breakdown	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
Breakdown	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 Income 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
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
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 Results/Outlook



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(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

Consolidated Balance Sheet



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(JPY billion) 【 Assets 】				【 Liabilities and Net Assets 】			
Account	End of Previous Fiscal Year	End of 1Q	Change	Account	End of Previous Fiscal Year	End of 1Q	Change
Cash and Deposits	149.0	133.4	-15.6	Accounts Payable	37.5	34.7	-2.8
Accounts Receivable	56.4	45.5	-10.9	Corporate Bond	11.8	8.5	-3.3
Securities	42.4	16.5	-25.9	Short Term Borrowings	2.8	1.5	-1.3
Inventories	36.3	43.7	+7.4	Other	56.9	23.6	-33.3
Other	31.4	30.8	-0.6				
				Total Current Liabilities	109.0	68.3	-40.7
Total Current Assets	315.5	269.9	-45.6	Corporate Bond	29.6	32.7	+3.1
Tangible Fixed Assets	57.1	58.0	+0.9	Long Term Debt	5.3	5.1	-0.2
Intangible Fixed Assets	22.7	22.1	-0.6	Other	29.2	30.9	+1.7
Investment Securities	44.1	52.3	+8.2				
Other	19.1	17.8	-1.3	Total Noncurrent Liabilities	64.1	68.7	+4.6
				Total Liabilities	173.1	137.1	-36.0
				Shareholders Equity	289.0	281.8	-7.2
				Total accumulated other comprehensive income	-13.8	-9.5	+4.3
				Warrants	0.4	0.5	+0.1
				Minority Interest	9.8	10.2	+0.4
Total Noncurrent Assets	143.0	150.2	+7.2	Total Net Assets	285.4	283.0	-2.4
Total Assets	458.6	420.1	-38.5	Total Liabilities and Net Assets	458.6	420.1	-38.5

Summary of Results Through 1Q

◆ Current Assets: Down 45.6 billion yen due to an decrease in cash and deposits by payment of tax etc.

◆ Fixed Assets: Up 7.2 billion yen, primarily to the increase of the value of the investment securities etc

⇒ Total Assets: 420.1 billion yen decreased by 38.5 billion yen

◆ Current ratio: 395.2% (+105.8pt)

◆ Equity ratio: 64.8% (+4.8pt)

(JPY billion)	End of Previous Fiscal Year	End of 1Q	Difference
Total assets	458.6	420.1	-38.5
Net assets	285.4	283.0	-2.4
Equity ratio	60.0%	64.8%	+4.8pt
Current ratio	289.4%	395.2%	+105.8pt

Segment results: Pachislot and Pachinko Machines



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(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

Summary of Results Through 1Q		1st Half Outlook	
Overall	<ul style="list-style-type: none"> ◆ Year-on-year, sales and profits decreased ◆ Material procurement cost is nearly the same as same period last year ◆ Effect from reuse of components especially liquid crystal displays ◆ Some advertising activities have been voluntarily halted (reduced operating expenses) 		<ul style="list-style-type: none"> ◆ Continue voluntarily halting of some advertising activities
Pachislot	<ul style="list-style-type: none"> ◆ There were no plans of selling mainstay titles in 1Q ⇒Titles sold in 1Q Sammy “Pachislot ALIYAN BEGINS” 		<ul style="list-style-type: none"> ◆ Solid sales of 2Q titles ⇒Rodeo “Kaze no Yojimbo 2” (July) ⇒TAIYO ELEC “GINTOKIN” (August) ◆ Sale of major titles and mainstay titles will center on 2nd half
Pachinko	<ul style="list-style-type: none"> ◆ Strong sales of every released titles ⇒Sammy “Pachinko CR Ring ni Kakero 1 –Golden Japan Jr. Series-”, “Pachinko CR Sengoku Ranbu KOMPEKI NO SOZIN” ⇒TAIYO ELEC “CR BLACK LAGOON” 		<ul style="list-style-type: none"> ◆ Strong sales of several titles ⇒Sammy “Pachinko CR ALADDIN NEO” (July), “Pachinko CR Hokuto No Ken Yuria” (September), “Pachinko CR Hokuto No Ken Falco” (September)

Shipment Data: Pachislot

* Number of titles reflects products which begin sales in the 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	1title	2titles	5titles	1title	1title	6titles
	74,884units	116,407units	144,884units	7,613units	5,000units	210,000units
RODEO	1title	1title	3titles	0title	2titles	3titles
	34,485units	49,976units	120,719units	20units	30,000units	60,000units
TAIYO ELEC	0title	1title	2titles	0title	2titles	4titles
	252units	35,019units	36,667units	0unit	7,000units	20,000units
Total	2titles	4titles	10titles	1title	5titles	13titles
	109,621units	201,402units	302,270units	7,633units	42,000units	290,000units



Major Titles / Pachislot

Brand	Title	Total Sales	Installed From
Sammy	Pachislot ALIYAN BEGINS	6,204units	June

“Pachislot ALIYAN BEGINS”
(Sammy)

©Sammy

Shipment Data: Pachinko

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

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



“Pachinko CR Ring ni Kakero 1
-Golden Japan Jr. Series-”
(Sammy)

©Masami Kurumada/Shueisha, Toei Animation ©Sammy



“CR BLACK LAGOON”
(TAIYO ELEC)

©REI HIROE•SHOGAKUKAN/BLACK LAGOON PROJECT

Major Titles / Pachinko

Brand	Title	Total Sales	Installed From
Sammy	Pachinko CR Ring ni Kakero 1 -Golden Japan Jr. Series-	35,220Units	May
Sammy	Pachinko CR Sengoku Ranbu KOMPEKI NO SOZIN	20,964Units	June
TAIYO ELEC	CR BLACK LAGOON	18,348Units	June



(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

Summary of Results Through 1Q

- ◆ Sales and profit decreased Year-on-year
- ◆ There were no plans of selling mainstay titles in 1Q
- ◆ Strong distribution of earnings due to utilization of revenue sharing model
- ◆ Posting of some of the content production expenses has been deferred to the 2nd half onwards
- ◆ Restructure business in Europe and U.S. (increase efficiency)

1st Half Outlook

- ◆ Planned introduction of major titles in 2nd half
- ◆ Major titles to be sold in 2Q :
 - “SEGA NETWORK MAHJONG MJ5” (August)
 - “Let’s GO ISLAND 3D” (July)
- ◆ Continuous contribution of earnings due to utilization of revenue sharing model
- ◆ Business expansion in China will center on 2nd half

Major Titles

Title		Sales
WORLD CLUB Champion Football Intercontinental Clubs Series	Trading Card Game	0.5 billion Yen
BORDER BREAK Series	Video Game	0.5 billion Yen

*Sales figures include consumable sales such as cards and sales of revenue share model machine according to utilization.



“BORDER BREAK”
(Video Game)

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(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*	255facilities	252facilities	249facilities	248facilities	-	242facilities	237facilities	
SEGA	Opened	0facility	1facility	2facilities	2facilities	-	2facilities	5facilities
	Closed	5facilities	7facilities	13facilities	3facilities	-	5facilities	13facilities
	Total	212facilities	211facilities	206facilities	205facilities	-	203facilities	198facilities
Other	Opened	1facility	1facility	4facilities	1facility	-	0facility	1facility
	Closed	1facility	3facilities	4facilities	0facility	-	3facilities	4facilities
	Total*	43facilities	41facilities	43facilities	43facilities	-	39facilities	39facilities
Overseas Facilities	11facilities	11facilities	10facilities	3facilities	-	3facilities	3facilities	
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

Summary of Results Through 1Q

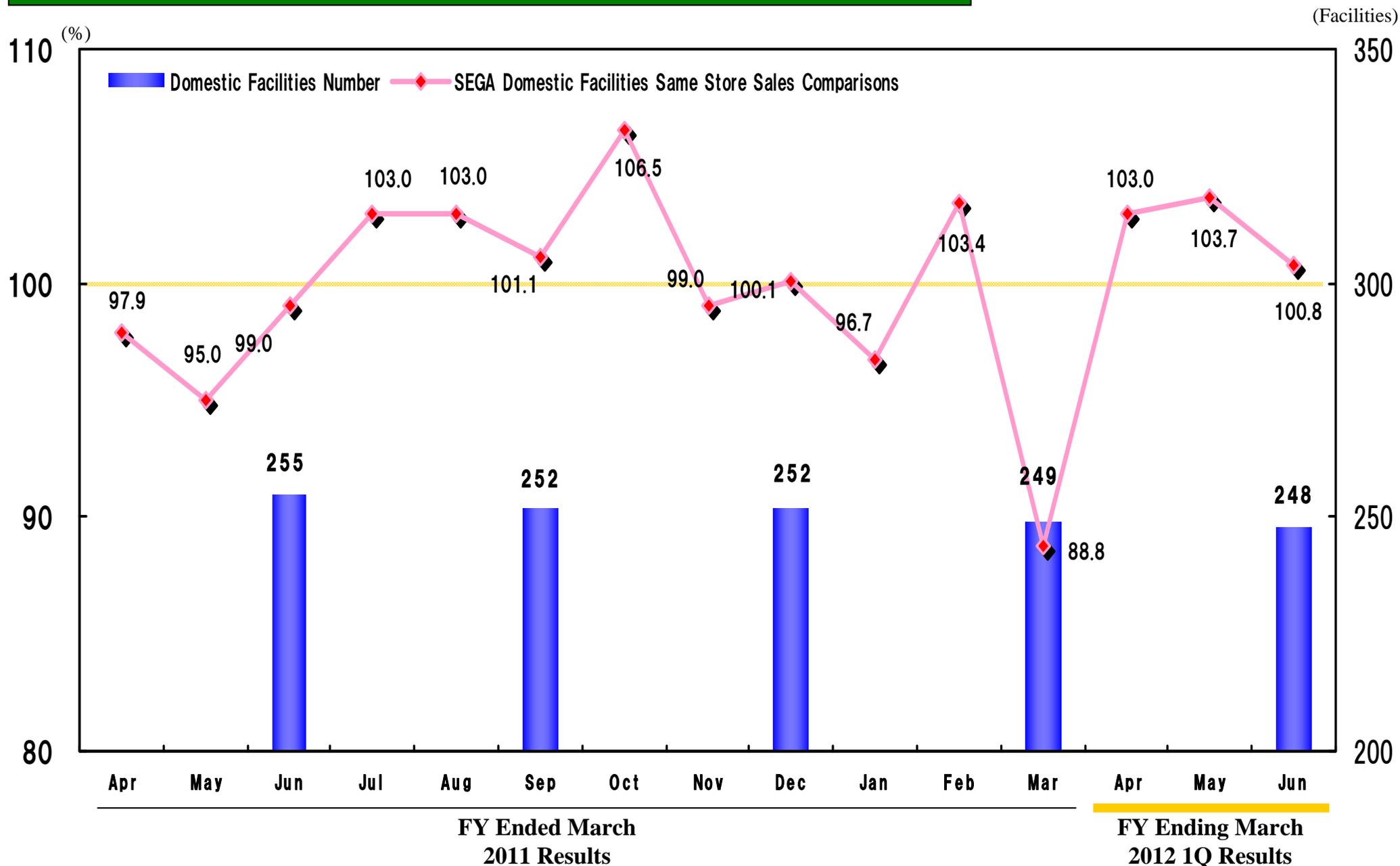
- ◆ Decreased sales year-on-year, but operation income increased due to a reduction of operating expenses
- ◆ SEGA domestic same-store sales
1Q Results **102.5%** (April : **103.0%**, May : **103.7%**, June : **100.8%**)
- ◆ Domestic Facilities : End of 1Q **248** (Openings : **3**, Closures : **3**)
- ◆ Completed sales of all facilities in the U.S. (7 facilities)
- ◆ Preparing development and expansion of new facility using "BBC EARTH"

1st Half Outlook

- ◆ Domestic same-store sales comparison: 1st half: **95.7%** (projection)
- ◆ Domestic Facilities : End of 1st half **242** (Openings : **2**, Closure : **8**)
- ◆ Impact of the Great East Japan Earthquake
⇒ Temporarily closed facilities: 3 (as of August 1)



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



Segment results : Consumer Business



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(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%
Units Sales (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

Summary of Results Through 1Q

Overall	<ul style="list-style-type: none"> ◆ Decreased sales year-on-year and increased losses ◆ Increase in operating expenses such as amortization on goodwill etc
Game Contents	<ul style="list-style-type: none"> ◆ Strong domestic sales, but sales of new titles overseas slumped ◆ Began supplies of new contents for smartphones ⇒“Kingdom Conquest” (iOS): achieved 1.3million downloads ⇒Introduced several other new titles ◆ Pay-per-use service of “777Town.net” was solid
Toy	<ul style="list-style-type: none"> ◆ Solid sales of “Anpanman”
Animation	<ul style="list-style-type: none"> ◆ Distribution of earnings from “Anpanman” were strong

1st Half Outlook

<ul style="list-style-type: none"> ◆ Increase in operating expenses such as amortization on goodwill etc
<ul style="list-style-type: none"> ◆ Planned introduction of major titles in 2nd half ◆ Mainstay titles to be sold in 2Q: Domestic: “Puyo Puyo!!” (July), Overseas “RISE OF NIGHTMARES” (September) ◆ Focused on strengthening earnings of “777Town”
<ul style="list-style-type: none"> ◆ Strengthen activities of mainstay products such as “BAKUGAN” and “Anpanman”
<ul style="list-style-type: none"> ◆ Strong revenue from the “Detective Conan” animated film for theater

Segment results : Consumer Business



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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 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)						
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

Major Titles / Home Video Game Software

Title (Region)	Platform	Sales Results (thousand units)	Sold From
Virtua Tennis™ 4 (Japan / Europe / US)	PS3, Xbox360, Wii, PC	670	EU: April / US: May / Japan: June
Ryu ga Gotoku OF THE END (Japan)	PS3	430	June
THOR: God of Thunder (Europe / US)	PS3, Xbox360, Wii, DS	400	EU: April / US: May



“Virtua Tennis™ 4”

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“Ryu ga Gotoku OF THE END”

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Major Titles / Other Game Contents

Titles		Platform	Time of release and service starts
Kingdom Conquest	Download (Charging for specific items)	iOS	Previous Fiscal Year
SAMURAI BLOODSHOW	Download (Title sales)	iOS	June
Ryu ga Gotoku Mobile for GREE	SNS	GREE	Previous Fiscal Year

Registered Users for “777Town” / Other Game Contents

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

Appendix



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Company Overview



**SEGA-SAMMY
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Company Name	SEGA SAMMY HOLDINGS INC.
Head Office	Shiodome Sumitomo Building, 1-9-2 Higashi Shimbashi Minato-ku, Tokyo 105-0021, Japan
Established	October 1, 2004
Capital	29,953 million yen
Listing	Tokyo Stock Exchange 1 st Section (6460)
Number of Shares Outstanding	266,229,476shares

Chairman of the Board and Chief Executive Officer	Hajime Satomi
Executive Vice President and Representative Director	Keishi Nakayama
Director	Okitane Usui
Director and CCO*	Hisao Oguchi
Director	Yuji Iwanaga
Director	Takeshi Natsuno

*CCO : Chief Creative Officer

Major Shareholders		Equity Shares	% of Voting
1	Hajime Satomi	43,569,338	17.48%
2	Mellon Bank N.A. Treaty Client Omnibus	18,128,563	7.27%
3	SEGA SAMMY HOLDINGS INC.*	14,504,662	-
4	FSC Co., Ltd.	14,172,840	5.68%
5	Japan Trustee Services Bank, Ltd. (Trustee)	10,454,100	4.19%
6	The Master Trust Bank of Japan, Ltd. (Trustee)	7,998,300	3.21%
7	State Street Bank – West Pension Fund Clients – Exempt	4,448,554	1.78%
8	Japan Trustee Services Bank, Ltd. (Trustee 9)	3,283,800	1.31%
9	Morgan Stanley and Company Inc.	2,945,886	1.18%
10	Mellon Bank N.A. as agent for its client Mellon Omnibus US Pension	2,938,041	1.17%

Shareholder Data		
Type	% of Shares	% by Number of Shareholders
Financial Institutions	14.63%	0.06%
Securities Companies	0.96%	0.06%
Other Companies	7.34%	0.79%
Foreign Institutions and Individuals	36.60%	0.59%
Japanese Individuals and Other	35.03%	98.48%
Treasury stock	5.45%	0.00%

Shareholders
94,703

*The numbers of treasury stocks as of June 30, 2011: 14,507,735shares

Data as of March 31th, 2011

◆ Pachislot Installed Base / Unit Sales / Market Scale

	2005	2006	2007	2008	2009	2010
Number of Pachislot Machines installed (Units)	1,936,470	2,003,482	1,635,860	1,448,773	1,347,176	1,390,492
Number of Pachislot Machines sold annually (Units)	1,786,292	1,647,759	1,744,308	913,053	765,924	-
Pachislot Machine Market Size (JPY Million)	536,539	490,959	502,501	247,860	225,860	-

◆ Pachinko Installed Base / Unit Sales / Market Scale

	2005	2006	2007	2008	2009	2010
Number of Pachinko Machines installed (Units)	2,960,939	2,932,952	2,954,386	3,076,421	3,158,799	3,163,650
Number of Pachinko Machines sold annually (Units)	4,047,999	3,837,960	3,173,725	3,349,146	3,332,984	-
Pachinko Machine Market Size (JPY Million)	869,940	898,646	868,623	918,514	978,937	-

◆ Pachinko Pachislot Market Installed Base / Unit Sales / Market Scale

	2005	2006	2007	2008	2009	2010
Number of Machines installed (Units)	4,897,409	4,936,434	4,590,246	4,525,194	4,505,975	4,554,142
Number of Machines sold annually (Units)	5,834,291	5,485,719	4,918,033	4,262,199	4,098,908	—
Total Machine Market Size (JPY Million)	1,406,479	1,389,605	1,371,124	1,166,374	1,204,797	—

	2005	2006	2007	2008	2009	2010
Total Number of Pachinko Halls	15,165	14,674	13,585	12,937	12,652	12,479
Number of Halls with pachinko and pachislot machines installed	13,163	12,588	12,039	11,800	11,722	11,576
Number of Halls with only pachislot machines installed	2,002	2,086	1,546	1,137	930	903

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

*Number of pachinko halls with pachinko machines installed includes halls that combine installations of pachinko machines, pachislot machines.



◆ Share of Annual Pachislot Machine Sales

Rank	2006			2007			2008			2009		
	Manufacturer	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		
	Manufacturer	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)

	2005	2006	2007	2008	2009	2010
Amusement Machines Net Sales	199.2	223.3	219.0	196.1	169.6	-
Amusement Facilities Operations Net Sales	682.4	702.8	678.0	573.1	504.2	-
Market Size of Amusement	881.6	926.2	897.0	769.2	673.8	-

	2005	2006	2007	2008	2009	2010
Number of Amusement Facilities (Facilities)	9,515	9,091	8,652	8,137	7,662	7,137
Number of Amusement Machine units installed (Units)	445,025	460,031	474,808	486,582	484,804	473,601
Number of Amusement Machine units installed per center (Units)	46.8	50.6	54.9	59.8	63.3	66.4

Source: JAMMA, AOU, CESA, National Police Agency

◆ Home Video Game Software Market Scale

	2005	2006	2007	2008	2009	2010
Japan	290.8	363.9	360.5	332.1	326.2	-
Europe	546.7	604.0	888.3	948.5	874.5	-
US	711.7	750.4	991.9	1179.3	1071.2	-

Source: Famitsu Game White Paper 2010

Past Operating Results



SEGA-SAMMY
HOLDINGS

SEGA-SAMMY
GROUP

From FY Ended March 2008 to 1Q FY Ending March 2012

* 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/2012/e_201203_1q_transition.xls)

(JPY billion)		FY Ended March 2008	FY Ended March 2009	FY Ended March 2010		FY Ended March 2011			FY Ending March 2012	
		Full Year Results	Full Year Results	Results Through 2Q	Full Year Results	Results Through 1Q	Results Through 2Q	Results Through 3Q	Full Year Results	Results Through 1Q
Net Sales		458.9	429.1	154.3	384.6	91.3	217.8	310.1	396.7	65.3
Breakdown	Pachislot and Pachinko Machines	145.5	161.6	68.3	160.3	48.9	134.2	167.9	212.0	29.9
	Amusement Machines Sales	71.0	61.9	17.9	45.1	9.7	19.6	38.4	47.2	7.6
	Amusement Center Operations	91.2	71.3	28.9	54.7	11.1	23.6	34.5	45.6	10.9
	Consumer Business	141.7	131.3	37.6	121.5	20.7	38.7	66.9	88.8	16.0
	Other	9.3	2.9	1.5	2.9	0.7	1.5	2.2	2.8	0.7
Operating Income		-5.8	8.3	-0.3	36.7	14.9	46.8	62.9	68.7	2.9
Breakdown	Pachislot and Pachinko Machines	8.4	14.5	10.8	29.5	15.1	47.6	54.6	64.2	7.1
	Amusement Machines Sales	7.1	6.8	-0.7	7.0	1.3	1.9	8.4	7.3	0.1
	Amusement Center Operations	-9.8	-7.5	0.2	-1.3	0.1	1.1	0.8	0.3	0.6
	Consumer Business	-5.9	-0.9	-8.1	6.3	-0.6	-1.3	2.8	1.9	-3.8
	Other	0.0	0.3	0.2	0.3	0.0	0.1	0.1	0.0	0.0
	Eliminations	-5.5	-4.9	-2.7	-5.2	-1.1	-2.7	-3.9	-5.1	-1.1
	Operating Margin	-	1.9%	-	5.2%	16.6%	21.5%	20.3%	17.3%	4.4%
Ordinary Income		-8.2	6.6	-0.7	35.9	14.6	46.0	62.3	68.1	3.2
	Ordinary Income Margin	-	1.5%	-	9.3%	16.0%	21.1%	20.1%	17.2%	4.9%
Net Income		-52.4	-22.8	-6.3	20.2	7.0	24.3	36.8	41.5	-2.2
	Net Income Margin	-	-	-	5.3%	7.7%	11.2%	11.9%	10.5%	-
R&D expense / content production expense		65.3	59.6	22.9	41.5	9.5	18.6	28.8	41.1	11.0
Cap-ex		50.4	26.6	6.3	16.1	3.3	6.5	12.1	19.6	4.4
Depreciation		45.6	26.6	7.3	17.1	3.4	7.3	11.3	15.9	2.9
Advertising		22.8	20.7	7.8	20.7	3.3	7.3	11.2	15.1	3.1
# of pachislot titles		22 titles	19 titles	5 titles	12 titles	2 titles	4 titles	6 titles	10 titles	1 title
Unit sales		380,688 units	123,286 units	57,038 units	162,932 units	109,621 units	201,402 units	268,470 units	302,270 units	7,633 units
# of pachinko titles		9 titles	12 titles	8 titles	13 titles	6 titles	8 titles	11 titles	12 titles	4 titles
Unit sales		108,184 units	391,831 units	167,715 units	360,171 units	49,240 units	198,230 units	241,374 units	343,188 units	82,394 units
SEGA Same Store Sales Comparisons		89.0%	92.4%	92.3%	91.7%	97.2%	99.9%	100.5%	99.3%	102.5%
Domestic Facilities		363 facilities	322 facilities	277 facilities	260 facilities	255 facilities	252 facilities	252 facilities	249 facilities	248 facilities
# of game software titles		80 (138)	78 (122)	23 (30)	66 (105)	7 (19)	20 (33)	37 (56)	51 (71)	9 (21)
Sales (Thousand units)		26,990	29,470	5,400	26,750	3,290	6,600	13,630	18,710	2,330



SEGA SAMMY HOLDINGS INC. extends its deepest condolences to all those who have become victims of the Great East Japan Earthquake and its deepest sympathies to all those who have suffered, their families and parties concerned. We pray for the swift reconstruction of the affected areas.

SEGA SAMMY Group and its group companies will continue supportive activities.

(As of August 1, 2011)

Company Name	Key Efforts
SEGA SAMMY Group	<ul style="list-style-type: none"> ◆ Volunteer activities in affected areas by SEGA SAMMY employees ◆ Donate musical instrument to high schools and junior high schools in affected areas ◆ Donation of 200 million yen through NGO Japan Platform ◆ Donation through Hachioji City by implementing street fundraising ◆ Implement fundraising activities to collect money from SEGA SAMMY Group employees
SEGA CORPORATION	<ul style="list-style-type: none"> ◆ Invited evacuee to Tokyo Joypolis ◆ Contributed prize product (stuffed toy) to affected areas through NPO's ◆ Donate part of sales Ryu ga Gotoku OF THE END™ through Japanese Red Cross Society ◆ Donate part of the company's sales of arcade game machines under the revenue sharing model ◆ Donate part of sales at all amusement facilities and theme parks operated by the company ◆ Donation by SEGA and its U.S. and European subsidiaries through Red Cross all profits from purchases of some game titles provided to iPhone/iPod touch/iPad in Japan and overseas during the campaign period [USD \$250,000 (approximately 20 million yen: calculated with USD=80yen)]
Sammy Networks, Co., Ltd.	<ul style="list-style-type: none"> ◆ Implement fundraising using services for online games for PCs, "777 Town.net" and mobile phones, "Sammy 777 Town"
TAIYO ELEC Co., Ltd.	<ul style="list-style-type: none"> ◆ Donation of 10 million yen through Japanese Red Cross Society
SEGA TOYS CO., LTD.	<ul style="list-style-type: none"> ◆ Cooperated Toy Library and Traveling Toy Library activities by Toy Library Association in affected area. ◆ Aid delivery and cooperation activities in the support operation
SEGA Bee LINK Co., LTD.	<ul style="list-style-type: none"> ◆ Donate part of sales at all facilities operated by the company ◆ Install donation boxes at dining/entertainment facilities (Bee etc.) nationwide
DARTSLIVE Co., Ltd. DARTSLIVE GAMES Co., Ltd. DARTSLIVE ASIA Ltd.	<ul style="list-style-type: none"> ◆ Donation of 10 million yen through Japanese Red Cross Society
SEGA SAMMY GOLF ENTERTAINMENT INC.	<ul style="list-style-type: none"> ◆ Donate part of sales at The North Country Golf Club (Chitose City, Hokkaido Prefecture) between April 4, 2011 through may 31, 2011 ◆ Charity golf competition to support affected areas in April 16, 2011 and May 21, 2011 ◆ Install donation boxes at the clubhouse



In accordance with the Japanese government's request for “electricity supply-demand measures in summer time” this summer, the whole of SEGA SAMMY Group is making efforts of electricity conservation with the goal of cutting electricity consumption during peak hours (9:00 to 20:00 of Jul. 1 through Sep. 22) by 15% compared to the previous year.

(As of August 1, 2011)

Company Name	Major Activities
<p>Each office of SEGA SAMMY HOLDINGS, etc.</p>	<ul style="list-style-type: none"> ◆ Removal of some lights ◆ Restrained use of air conditioning ◆ Recommend Cool Biz dress code, etc.
<p>SEGA CORPORATION</p>	<p>*Aim for 20% reduction at headquarters district, which is a large customer, and subject amusement centers</p> <ul style="list-style-type: none"> ◆ Introduce LED lighting (lamps) (turn off all lights during daytime) ◆ Establish summer vacation rotation (by office) ◆ Introduce 4-day workweek (exchanging holidays in Sep. through Mar. with workdays) <p><Subject amusement centers></p> <ul style="list-style-type: none"> ◆ Turn off exterior lights, neon signs and billboard lights ◆ Turn off some lights inside amusement centers ◆ Turn off some lights of amusement machines ◆ Concerted efforts in management of air conditioning at amusement centers ◆ Introduce LED lighting in amusement centers ◆ Turn off lights of amusement machines at a level that does not interfere with game play ◆ Replace some lights of amusement machines with LED bulbs ◆ Turn off amusement machines depending on status of operation, etc.
<p>Sammy Corporation</p>	<ul style="list-style-type: none"> ◆ Introduce home electricity generators at factories ◆ Power savings in PC displays, etc.

