

Appendix of Consolidated Financial Statements
9 Months Ended December 31, 2011

Consolidated Income Statements

(JPY Billion)	FY Ended March 2011		FY Ending March 2012			
	Results Through 3Q	Full Year Results	Results Through 3Q	YoY Change	Revised Full Year Forecasts (announced on Oct 31)	YoY Change
Net Sales	310.1	396.7	311.6	+0.5%	440.0	+10.9%
Pachislot and Pachinko Machines	167.9	212.0	177.5	+5.7%	237.0	+11.8%
Amusement Machine Sales	38.4	47.2	34.0	-11.5%	52.0	+10.2%
Amusement Center Operations	34.5	45.6	33.9	-1.7%	44.0	-3.5%
Consumer Business	66.9	88.8	63.5	-5.1%	104.0	+17.1%
Other	2.2	2.8	2.4	+9.1%	3.0	+7.1%
Operating Income	62.9	68.7	64.3	+2.2%	77.0	+12.1%
Pachislot and Pachinko Machines	54.6	64.2	67.4	+23.4%	76.0	+18.4%
Amusement Machine Sales	8.4	7.3	5.0	-40.5%	5.5	-24.7%
Amusement Center Operations	0.8	0.3	1.2	+50.0%	-0.1	-
Consumer Business	2.8	1.9	-5.5	-	1.5	-21.1%
Other	0.1	0.0	0.2	+100.0%	0.1	-
Eliminations	-3.9	-5.1	-4.2	-	-6.0	-
Operating Margin	20.3%	17.3%	20.6%	+0.3pt	17.5%	+0.2pt
Ordinary Income	62.3	68.1	63.4	+1.8%	75.5	+10.9%
Ordinary Income Margin	20.1%	17.2%	20.3%	+0.2pt	17.2%	-
Extraordinary Gain	3.0	3.7	1.4	-	-	-
Extraordinary Loss	4.9	14.3	5.9	-	-	-
Net Income	36.8	41.5	34.3	-6.8%	38.0	-8.4%
Net Income Margin	11.9%	10.5%	11.0%	-0.9pt	8.6%	-1.9pt
Earnings per share (JPY)	145.28	163.19	136.58	-	151.03	-
Net Assets per share (JPY)	1,089.87	1,093.23	1,234.03	-	-	-

Costs and Expenses

(JPY Billion)	FY Ended March 2011		FY Ending March 2012			
	Results Through 3Q	Full Year Results	Results Through 3Q	YoY Change	Revised Full Year Forecasts (announced on Oct 31)	YoY Change
R&D expense / Content Production expense	28.8	41.1	31.5	+9.4%	47.1	+14.6%
Cap-ex	12.1	19.6	27.8	+129.8%	30.8	+57.1%
Depreciation	11.3	15.9	10.7	-5.3%	16.3	+2.5%
Advertising	11.2	15.1	12.5	+11.6%	20.4	+35.1%

Pachislot and Pachinko Machines

(JPY Billion)	FY Ended March 2011		FY Ending March 2012			
	Results Through 3Q	Full Year Results	Results Through 3Q	YoY Change	Revised Full Year Forecasts (announced on Oct 31)	YoY Change
Net Sales	167.9	212.0	177.5	+5.7%	237.0	+11.8%
Pachislot	84.1	94.9	83.4	-0.8%	107.3	+13.1%
Pachinko	81.2	113.9	89.7	+10.5%	124.2	+9.0%
Other	2.6	3.2	4.4	+69.2%	5.5	+71.9%
Operating Income	54.6	64.2	67.4	+23.4%	76.0	+18.4%
Operating Income Margin	32.5%	30.3%	38.0%	+5.5pt	32.1%	+1.8pt
Unit Sales (Pachislot)	268,470	302,270	228,646	-14.8%	310,000	+2.6%
Unit Sales (Pachinko)	241,374	343,188	287,722	+19.2%	400,000	+16.6%

《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 3Q	Full Year Results	Results Through 3Q	Revised Full Year Forecasts (announced on Oct 31)
Sammy	3 titles 118,448 units	5 titles 144,884 units	3 titles 193,323 units	-
Rodeo	2 titles 113,731 units	3 titles 120,719 units	2 titles 25,608 units	-
TAIYO ELEC	1 title 36,291 units	2 titles 36,667 units	2 titles 9,715 units	-
Total	6 titles 268,470 units	10 titles 302,270 units	7 titles 228,646 units	310,000 units

Pachislot		
Title	Brand	Unit Sales (Thousands)
Pachislot Hokuto No Ken	Sammy	169

Pachinko	FY Ended March 2011		FY Ending March 2012	
	Results Through 3Q	Full Year Results	Results Through 3Q	Revised Full Year Forecasts (announced on Oct 31)
Sammy	9 titles 212,625 units	9 titles 297,411 units	6 titles 235,425 units	-
TAIYO ELEC	2 titles 28,749 units	3 titles 45,777 units	5 titles 52,297 units	-
Total	11 titles 241,374 units	12 titles 343,188 units	11 titles 287,722 units	400,000 units
Board + Frame	175,851 units	245,442 units	155,637 units	-
Board	65,523 units	97,746 units	132,085 units	-

Pachinko		
Title	Brand	Unit Sales (Thousands)
Pachinko SOUTEN-NO-KEN	Sammy	62
CR Ryu ga Gotoku Kenzan!	TAIYO ELEC	22
CR Rokudenashi BLUES	Sammy	18

Amusement Machines Sales

(JPY Billion)	FY Ended March 2011		FY Ending March 2012			
	Results Through 3Q	Full Year Results	Results Through 3Q	YoY Change	Revised Full Year Forecasts (announced on Oct 31)	YoY Change
Net Sales	38.4	47.2	34.0	-11.5%	52.0	+10.2%
Domestic	35.4	42.7	30.3	-14.4%	-	-
Overseas	3.0	4.5	3.7	+23.3%	-	-
Operating Income	8.4	7.3	5.0	-40.5%	5.5	-24.7%
Operating Income Margin	21.9%	15.5%	14.7%	-7.2pt	10.6%	-4.9pt
R&D expense / Content Production Expense	6.4	9.1	6.6	+3.1%	-	-

《Major Titles: Amusement Machines》

Title	Sales (JPY Billion)
StarHorse3 Season I A NEW LEGEND BEGINS.	3.3
WORLD CLUB Champion Football Intercontinental Clubs Series	3.1
SEGA NETWORK MAHJONG MJ5	2.7

*Sales includes sales of cards and other consumables.

Amusement Center Operations

(JPY Billion)	FY Ended March 2011		FY Ending March 2012			
	Results Through 3Q	Full Year Results	Results Through 3Q	YoY Change	Revised Full Year Forecasts (announced on Oct 31)	YoY Change
Net Sales	34.5	45.6	33.9	-1.7%	44.0	-3.5%
(Overseas)	2.2	3.1	0.6	-72.7%	-	-
Operating Income	0.8	0.3	1.2	+50.0%	-0.1	-
Operating Income Margin	2.3%	0.7%	3.5%	+1.2pt	-	-
SEGA Same Store Sales Comparisons	100.5%	99.3%	100.5%	-	-	-
Domestic Facilities (*)	252 facilities	249 facilities	247 facilities	-	-	-
SEGA						
Opened	2 facilities	2 facilities	3 facilities	-	-	-
Closed	9 facilities	13 facilities	5 facilities	-	-	-
Total	210 facilities	206 facilities	204 facilities	-	-	-
Other (*)						
Opened	2 facilities	4 facilities	2 facilities	-	-	-
Closed	3 facilities	4 facilities	1 facility	-	-	-
Total	42 facilities	43 facilities	43 facilities	-	-	-
Overseas Facilities	11 facilities	10 facilities	3 facilities	-	-	-
Cap-ex	4.7	7.7	5.9	+25.5%	-	-
Depreciation	4.3	6.1	3.9	-9.3%	-	-

*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	July	August	September	Results Through 2Q	October	November	December	Results Through 3Q	Revised Full Year Forecasts (Oct 31)
103.0%	103.7%	100.8%	102.5%	100.9%	99.1%	100.3%	101.2%	98.8%	98.6%	99.2%	100.5%	-

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 3Q	Full Year Results	Results Through 3Q	YoY Change	Revised Full Year Forecasts (announced on Oct 31)	YoY Change
Net Sales	66.9	88.8	63.5	-5.1%	104.0	+17.1%
Game Contents	50.3	67.1	49.0	-2.6%	-	-
Toy	10.1	12.0	7.6	-24.8%	-	-
Animation	7.7	10.9	7.0	-9.1%	-	-
Other / Elimination	-1.2	-1.2	-0.1	-	-	-
Operating Income	2.8	1.9	-5.5	-	1.5	-21.1%
Operating Income Margin	4.2%	2.1%	-	-	1.4%	-0.7pt
Sales in Units (Thousands)	13,630	18,710	12,600	-7.6%	20,000	+6.9%
R&D expense / Content Production expense	11.9	18.1	14.1	+18.5%	-	-

《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 3Q		Full Year Results		Results Through 3Q		Revised Full Year Forecasts (announced on Oct 31)	
	# 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 (14)	1,900	15 (17)	2,630	9 (16)	1,830	-	-
US	11 (19)	5,770	16 (24)	7,830	11 (23)	4,390	-	-
Europe	14 (23)	5,950	20 (30)	8,230	12 (27)	6,370	-	-
Total	37 (56)	13,630	51 (71)	18,710	32 (66)	12,600	-	20,000

Breakdown by Platform	FY Ended March 2011				FY Ending March 2012			
	Results Through 3Q		Full Year Results		Results Through 3Q		Revised Full Year Forecasts (announced on Oct 31)	
	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)
PS3	7	1,130	9	1,350	13	1,920	-	-
Wii	9	1,420	9	1,600	11	2,810	-	-
Xbox360	11	1,480	13	1,780	13	1,300	-	-
NDS	9	1,340	9	1,590	7	340	-	-
3DS	-	-	3	360	13	620	-	-
PSP	11	1,440	13	2,030	5	710	-	-
PSV	-	-	-	-	1	10	-	-
PC	9	870	15	1,620	3	700	-	-
Catalogue	-	5,910	-	8,340	-	4,140	-	-
Total	56	13,630	71	18,710	66	12,600	-	20,000

Consumer Business

《Major Titles / Home Video Game Software》

Title	Region	Platform	Sales (Thousands units)
Mario & Sonic at the London 2012 Olympic Games™	(Europe / US)	Wii	2,390
Sonic Generations	(Japan / Europe / US)	PS3, Xbox360, PC, 3DS	1,630
HATSUNE MIKU -Project DIVA- extend	(Japan)	PSP	290

* “Mario & Sonic at the London 2012 Olympic Games™” for 3DS will be sold from February 2012.

《Major Titles/Other Game Contents》

Title		Platform
Kingdom Conquest	Download (Charging for specific items)	iOS, Android
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	650
777 Town.net	PC	160

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