

Appendix of Consolidated Financial Statements
Year Ended March 31, 2012

Consolidated Income Statements

(JPY Billion)	FY Ended March 2011		FY Ended March 2012			FY Ending March 2013			
	Results Through 2Q	Full Year Results	Results Through 2Q	Full Year Results	YoY Change	Forecasts Through 2Q	YoY Change	Full Year Forecasts	YoY Change
Net Sales	217.8	396.7	152.6	395.5	-0.3%	163.0	+6.8%	470.0	+18.8%
Pachislot and Pachinko Machines	134.2	212.0	74.8	212.1	-	83.5	+11.6%	286.5	+35.1%
Amusement Machine Sales	19.6	47.2	19.3	49.9	+5.7%	19.0	-1.6%	40.5	-18.8%
Amusement Center Operations	23.6	45.6	23.2	44.6	-2.2%	23.0	-0.9%	44.5	-0.2%
Consumer Business	38.7	88.8	33.4	85.6	-3.6%	31.0	-7.2%	85.0	-0.7%
Other	1.5	2.8	1.6	3.0	+7.1%	6.5	+306.3%	13.5	+350.0%
Operating Income	46.8	68.7	15.1	58.3	-15.1%	2.5	-83.4%	66.0	+13.2%
Pachislot and Pachinko Machines	47.6	64.2	20.6	71.0	+10.6%	11.7	-43.2%	70.0	-1.4%
Amusement Machine Sales	1.9	7.3	1.5	7.4	+1.4%	-0.7	-	1.3	-82.4%
Amusement Center Operations	1.1	0.3	1.6	0.3	-	1.5	-6.3%	1.0	+233.3%
Consumer Business	-1.3	1.9	-6.0	-15.1	-	-6.0	-	0.5	-
Other	0.1	0.0	0.2	0.2	-	-0.5	-	-0.5	-
Eliminations	-2.7	-5.1	-2.9	-5.4	-	-3.5	-	-6.3	-
Operating Margin	21.5%	17.3%	9.9%	14.7%	-2.6pt	1.5%	-8.4pt	14.0%	-0.7pt
Ordinary Income	46.0	68.1	14.7	58.1	-14.7%	2.0	-86.4%	65.0	+11.9%
Ordinary Income Margin	21.1%	17.2%	9.6%	14.7%	-2.5pt	1.2%	-8.4pt	13.8%	-0.9pt
Extraordinary Gain	2.8	3.7	1.1	3.3	-	-	-	-	-
Extraordinary Loss	3.6	14.3	5.3	18.5	-	-	-	-	-
Net Income	24.3	41.5	3.9	21.8	-47.5%	3.5	-10.3%	40.0	+83.5%
Net Income Margin	11.2%	10.5%	2.6%	5.5%	-5.0pt	2.1%	-0.5pt	8.5%	+3.0pt
Earnings per share (JPY)	96.66	163.19	15.79	86.73	-	13.94	-	159.34	-
Net Assets per share (JPY)	1,031.45	1,093.23	1,115.46	1,167.59	-	-	-	-	-

Costs and Expenses

(JPY Billion)	FY Ended March 2011		FY Ended March 2012			FY Ending March 2013			
	Results Through 2Q	Full Year Results	Results Through 2Q	Full Year Results	YoY Change	Forecasts Through 2Q	YoY Change	Full Year Forecasts	YoY Change
R&D expense / Content Production expense	18.6	41.1	19.7	53.3	+29.7%	22.3	+13.2%	45.2	-15.2%
Cap-ex	6.5	19.6	9.4	36.1	+84.2%	27.9	+196.8%	41.0	+13.6%
Depreciation	7.3	15.9	6.4	16.1	+1.3%	9.6	+50.0%	21.4	+32.9%
Advertising	7.3	15.1	7.6	17.2	+13.9%	9.5	+25.0%	18.3	+6.4%

Pachislot and Pachinko Machines

(JPY Billion)	FY Ended March 2011		FY Ended March 2012			FY Ending March 2013			
	Results Through 2Q	Full Year Results	Results Through 2Q	Full Year Results	YoY Change	Forecasts Through 2Q	YoY Change	Full Year Forecasts	YoY Change
Net Sales	134.2	212.0	74.8	212.1	-	83.5	+11.6%	286.5	+35.1%
Pachislot	65.9	94.9	15.4	104.3	+9.9%	53.7	+248.7%	143.9	+38.0%
Pachinko	67.0	113.9	56.9	101.8	-10.6%	27.4	-51.8%	137.5	+35.1%
Other	1.3	3.2	2.5	6.0	+87.5%	2.4	-4.0%	5.1	-15.0%
Operating Income	47.6	64.2	20.6	71.0	+10.6%	11.7	-43.2%	70.0	-1.4%
Operating Income Margin	35.5%	30.3%	27.5%	33.5%	+3.2pt	14.0%	-13.5pt	24.4%	-9.1pt
Unit Sales (Pachislot)	201,402 units	302,270 units	52,769 units	300,866 units	-0.5%	179,000 units	+239.2%	473,000 units	+57.2%
Unit Sales (Pachinko)	198,230 units	343,188 units	181,589 units	332,288 units	-3.2%	103,000 units	-43.3%	450,000 units	+35.4%

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

Pachislot	FY Ended March 2011		FY Ended March 2012		FY Ending March 2013	
	Results Through 2Q	Full Year Results	Results Through 2Q	Full Year Results	Forecasts Through 2Q	Full Year Forecasts
Sammy	2 titles	5 titles	2 titles	4 titles	4 titles	8 titles
	116,407 units	144,884 units	20,005 units	204,687 units	105,000 units	336,000 units
Rodeo	1 titles	3 titles	1 titles	3 titles	1 titles	3 titles
	49,976 units	120,719 units	23,465 units	82,474 units	73,000 units	133,000 units
TAIYO ELEC	1 titles	2 titles	1 titles	4 titles	1 titles	2 titles
	35,019 units	36,667 units	9,299 units	13,705 units	1,000 units	4,000 units
Total	4 titles	10 titles	4 titles	11 titles	6 titles	13 titles
	201,402 units	302,270 units	52,769 units	300,866 units	179,000 units	473,000 units

Pachislot		
Title	Brand	Unit Sales (Thousands)
Pachislot Hokuto No Ken	Sammy	177
Pachislot Monster Hunter	Rodeo	56
Pachislot Kaze no Yojimbo 2	Rodeo	23
Pachislot Kaitou Tenshi Twin Angel 3	Sammy	16
GINTOKIN	TAIYO ELEC	9

Pachinko	FY Ended March 2011		FY Ended March 2012		FY Ending March 2013	
	Results Through 2Q	Full Year Results	Results Through 2Q	Full Year Results	Forecasts Through 2Q	Full Year Forecasts
Sammy	6 titles	9 titles	4 titles	9 titles	3 titles	8 titles
	169,874 units	297,411 units	153,818 units	276,617 units	50,000 units	342,000 units
TAIYO ELEC	2 titles	3 titles	3 titles	5 titles	5 titles	7 titles
	28,356 units	45,777 units	27,771 units	55,671 units	53,000 units	108,000 units
Total	8 titles	12 titles	7 titles	14 titles	8 titles	15 titles
	198,230 units	343,188 units	181,589 units	332,288 units	103,000 units	450,000 units
Board + Frame	137,649 units	245,442 units	118,311 units	158,266 units	39,450 units	309,500 units
Board	60,581 units	97,746 units	63,278 units	174,022 units	63,550 units	140,500 units

Pachinko		
Title	Brand	Unit Sales (Thousands)
Pachinko SOUTEN-NO-KEN	Sammy	62
Pachinko CR ALADDIN NEO	Sammy	57
Pachinko Hokuto No Ken Series	Sammy	40
Pachinko CR Ring ni Kakero 1 -Golden Japan Jr. Series-	Sammy	35
CR Ryu ga Gotoku Kenzan! Series	TAIYO ELEC	24

Amusement Machines Sales

(JPY Billion)	FY Ended March 2011		FY Ended March 2012			FY Ending March 2013			
	Results Through 2Q	Full Year Results	Results Through 2Q	Full Year Results	YoY Change	Forecasts Through 2Q	YoY Change	Full Year Forecasts	YoY Change
Net Sales	19.6	47.2	19.3	49.9	+5.7%	19.0	-1.6%	40.5	-18.8%
Domestic	17.7	42.7	17.1	43.9	+2.8%	16.9	-1.2%	35.1	-20.0%
Overseas	1.9	4.5	2.2	6.0	+33.3%	2.1	-4.5%	5.4	-10.0%
Operating Income	1.9	7.3	1.5	7.4	+1.4%	-0.7	-	1.3	-82.4%
Operating Income Margin	9.7%	15.5%	7.8%	14.8%	-0.7pt	-	-	3.2%	-11.6pt
R&D expense / Content Production Expense	3.7	9.1	4.3	9.3	+2.2%	4.4	+2.3%	8.3	-10.8%

《Major Titles: Amusement Machines》

Title	Sales (JPY Billion)
StarHorse3 Season I A NEW LEGEND BEGINS.	Medal Game 10.1
WORLD CLUB Champion Football Series	Trading Card Game 3.6
SEGA NETWORK MAHJONG MJ5	Video Game 2.8
BORDER BREAK Series	Video Game 2.3
SENGOKU TAISEN	Trading Card Game 1.2

*Sales includes sales of cards and other consumables.

Amusement Center Operations

(JPY Billion)	FY Ended March 2011		FY Ended March 2012			FY Ending March 2013			
	Results Through 2Q	Full Year Results	Results Through 2Q	Full Year Results	YoY Change	Forecasts Through 2Q	YoY Change	Full Year Forecasts	YoY Change
Net Sales	23.6	45.6	23.2	44.6	-2.2%	23.0	-0.9%	44.5	-0.2%
Operating Income	1.1	0.3	1.6	0.3	-	1.5	-6.3%	1.0	+233.3%
Operating Income Margin	4.7%	0.7%	6.9%	0.7%	-	6.5%	-0.4pt	2.2%	+1.5pt
SEGA Same Store Sales Comparisons	99.9%	99.3%	101.2%	100.5%	-	98.8%	-	99.0%	-
Domestic Facilities	252 facilities	249 facilities	248 facilities	241 facilities	-8 facilities	238 facilities	-	237 facilities	-4 facilities
SEGA	Opened	1 facility	2 facilities	2 facilities	3 facilities	2 facilities	-	6 facilities	-
	Closed	7 facilities	13 facilities	3 facilities	10 facilities	5 facilities	-	9 facilities	-
	Total	211 facilities	206 facilities	205 facilities	199 facilities	-7 facilities	196 facilities	-	196 facilities
Other	Opened	1 facility	4 facilities	1 facility	2 facilities	0 facility	-	1 facility	-
	Closed	3 facilities	4 facilities	0 facility	2 facilities	0 facility	-	2 facilities	-
	Total	41 facilities	43 facilities	43 facilities	42 facilities	-1 facilities	42 facilities	-	41 facilities
Overseas Facilities	11 facilities	10 facilities	3 facilities	3 facilities	-7 facilities	3 facilities	-	3 facilities	-
Cap-ex	1.9	7.7	2.4	8.3	+7.8%	5.7	+137.5%	9.7	+16.9%
Depreciation	2.6	6.1	2.3	6.1	-	3.7	+60.9%	6.8	+11.5%

*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 Ended March 2012															
April	May	June	Results Through 1Q	July	August	September	Results Through 2Q	October	November	December	Results through 3Q	January	February	March	Full Year Results
103.0%	103.7%	100.8%	102.5%	100.9%	99.1%	100.3%	101.2%	98.8%	98.6%	99.2%	100.5%	96.2%	96.2%	111.1%	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 Ended March 2012			FY Ending March 2013			
	Results Through 2Q	Full Year Results	Results Through 2Q	Full Year Results	YoY Change	Forecasts Through 2Q	YoY Change	Full Year Forecasts	YoY Change
Net Sales	38.7	88.8	33.4	85.6	-3.6%	31.0	-7.2%	85.0	-0.7%
Packaged Games	27.8	67.1	24.4	66.4	-1.0%	9.8	-	32.2	-
Digital Games						12.9	-	32.2	-
Toy	6.2	12.0	4.5	8.9	-25.8%	4.0	-11.1%	9.4	+5.6%
Animation	5.3	10.9	4.6	10.4	-4.6%	4.1	-10.9%	10.8	+3.8%
Other / Elimination	-0.6	-1.2	-0.1	-0.1	-	0.2	-	0.4	-
Operating Income	-1.3	1.9	-6.0	-15.1	-	-6.0	-	0.5	-
Operating Income Margin	-	2.1%	-	-	-	-	-	0.6%	-
Sales in Units (Thousands)	6,600	18,710	4,840	17,240	-7.9%	1,770	-63.4%	8,940	-48.1%
R&D expense / Content Production expense	8.0	18.1	8.4	29.3	+61.9%	6.5	-22.6%	16.9	-42.3%
Cap-ex	2.1	4.8	3.6	10.7	+122.9%	5.8	+61.1%	9.6	-10.3%
Depreciation	1.6	3.5	1.7	4.0	+14.3%	2.9	+70.6%	6.5	+62.5%

《Shipment Data / Plan: Packaged Games》 *Number of titles reflects products which began sales in the period

Breakdown by Region	FY Ended March 2011				FY Ended March 2012				FY Ending March 2013			
	Results Through 2Q		Full Year Results		Results Through 2Q		Full Year Results		Forecasts Through 2Q		Full Year Forecasts	
	# 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	5 (5)	1,240	15 (17)	2,630	5 (6)	1,060	16 (24)	2,800	6 (7)	580	11 (13)	2,060
US	7 (14)	3,200	16 (24)	7,830	5 (14)	1,650	14 (29)	6,140	2 (3)	410	7 (13)	2,850
Europe	8 (14)	2,150	20 (30)	8,230	6 (16)	2,120	15 (33)	8,290	1 (3)	770	6 (14)	4,020
Total	20 (33)	6,600	51 (71)	18,710	16 (36)	4,840	45 (86)	17,240	9 (13)	1,770	24 (40)	8,940

Breakdown by Platform	FY Ended March 2011				FY Ended March 2012				FY Ending March 2013			
	Results Through 2Q		Full Year Results		Results Through 2Q		Full Year Results		Forecasts Through 2Q		Full Year Forecasts	
	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	5	620	9	1,350	8	1,120	19	2,450	5	380	12	2,430
Wii	6	340	9	1,600	8	390	11	3,050	0	0	0	0
Xbox360	5	580	13	1,780	10	680	16	1,540	3	210	7	1,540
NDS	4	410	9	1,590	6	290	7	370	0	0	0	0
3DS	-	-	3	360	2	30	18	1,790	1	20	3	380
PSP	9	1,130	13	2,030	1	200	7	1,110	0	0	2	250
PSV	-	-	-	-	-	-	3	150	3	260	8	600
PC	4	130	15	1,620	1	20	5	950	1	70	8	1,560
Catalogue	-	3,350	-	8,340	-	2,090	-	5,800	-	810	-	2,180
Total	33	6,600	71	18,710	36	4,840	86	17,240	13	1,770	40	8,940

Consumer Business

《Major Titles / Packaged Games》

Title	Region	Platform	Sales (Thousands units)
Mario & Sonic at the London 2012 OlympicGames™	(Europe / US)	Wii, 3DS	3,280
Sonic Generations	(Japan / Europe / US)	PS3, Xbox360, PC, 3DS	1,850
Virtua Tennis™ 4	(Japan / Europe / US)	PS3, Xbox360, Wii, PSV,PC	1,040
Football Manager 2012	(Europe)	PC, PSP	710
Yakuza: Dead Souls	(Japan / Europe / US)	PS3	550

《Major Titles / Digital Games》

Title	Platform
Kingdom Conquest	iOS, Android
Ryu ga Gotoku Mobile for GREE	GREE

《Registered Users for “777 Town” / Digital Games 》

Title	Registered Users (in thousands)
Sammy 777 Town	550
777 Town SP	20
777 Town.net	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.