

Appendix of Consolidated Financial Statements
3 Months Ended June 30, 2012

Consolidated Income Statements

(JPY Billion)	FY Ended March 2012			FY Ending March 2013			
	Results Through 1Q	Results Through 2Q	Full Year Results	Results Through 1Q	YoY Change	Forecasts Through 2Q	Full Year Forecasts
Net Sales	65.3	152.6	395.5	69.9	+7.0%	163.0	470.0
Pachislot and Pachinko Machines	29.9	74.8	212.1	33.7	+12.7%	83.5	286.5
Amusement Machine Sales	7.6	19.3	49.9	8.3	+9.2%	19.0	40.5
Amusement Center Operations	10.9	23.2	44.6	10.0	-8.3%	23.0	44.5
Consumer Business	16.0	33.4	85.6	14.9	-6.9%	31.0	85.0
Other	0.7	1.6	3.0	2.8	+300.0%	6.5	13.5
Operating Income	2.9	15.1	58.3	5.4	+86.2%	2.5	66.0
Pachislot and Pachinko Machines	7.1	20.6	71.0	7.8	+9.9%	11.7	70.0
Amusement Machine Sales	0.1	1.5	7.4	0.2	+100.0%	-0.7	1.3
Amusement Center Operations	0.6	1.6	0.3	0.4	-33.3%	1.5	1.0
Consumer Business	-3.8	-6.0	-15.1	-1.5	-	-6.0	0.5
Other	0.0	0.2	0.2	-0.1	-	-0.5	-0.5
Eliminations	-1.1	-2.9	-5.4	-1.3	-	-3.5	-6.3
Operating Margin	4.4%	9.9%	14.7%	7.7%	+3.3pt	1.5%	14.0%
Ordinary Income	3.2	14.7	58.1	4.6	+43.8%	2.0	65.0
Ordinary Income Margin	4.9%	9.6%	14.7%	6.6%	+1.7pt	1.2%	13.8%
Extraordinary Gain	0.0	1.1	3.3	0.3	-	-	-
Extraordinary Loss	3.6	5.3	18.5	0.0	-	-	-
Net Income	-2.2	3.9	21.8	2.5	-	3.5	40.0
Net Income Margin	-	2.6%	5.5%	3.6%	-	2.1%	8.5%
Earnings per share (JPY)	-8.84	15.79	86.73	10.17	-	14.22	164.20
Net Assets per share (JPY)	1,081.69	1,115.46	1,167.59	1,136.01	-	-	-

Costs and Expenses

(JPY Billion)	FY Ended March 2012			FY Ending March 2013			
	Results Through 1Q	Results Through 2Q	Full Year Results	Results Through 1Q	YoY Change	Forecasts Through 2Q	Full Year Forecasts
R&D Expense / Content Production Expense	11.0	19.7	53.3	9.2	-16.4%	22.3	45.2
Cap-ex	4.4	9.4	36.1	11.1	+152.3%	27.9	41.0
Depreciation	2.9	6.4	16.1	3.2	+10.3%	9.6	21.4
Advertising	3.1	7.6	17.2	2.2	-29.0%	9.5	18.3

Pachislot and Pachinko Machines

(JPY Billion)	FY Ended March 2012			FY Ending March 2013			
	Results Through 1Q	Results Through 2Q	Full Year Results	Results Through 1Q	YoY Change	Forecasts Through 2Q	Full Year Forecasts
Net Sales	29.9	74.8	212.1	33.7	+12.7%	83.5	286.5
Pachislot	2.2	15.4	104.3	26.2	+1,090.9%	53.7	143.9
Pachinko	26.5	56.9	101.8	5.1	-80.8%	27.4	137.5
Other	1.2	2.5	6.0	2.4	+100.0%	2.4	5.1
Operating Income	7.1	20.6	71.0	7.8	+9.9%	11.7	70.0
Operating Income Margin	23.7%	27.5%	33.5%	23.1%	-0.6pt	14.0%	24.4%
Unit Sales (Pachislot)	7,633 units	52,769 units	300,866 units	80,906 units	+960.0%	179,000 units	473,000 units
Unit Sales (Pachinko)	82,394 units	181,589 units	332,288 units	23,764 units	-71.2%	103,000 units	450,000 units

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

Pachislot	FY Ended March 2012			FY Ending March 2013		
	Results Through 1Q	Results Through 2Q	Full Year Results	Results Through 1Q	Forecasts Through 2Q	Full Year Forecasts
Sammy	1title	2 titles	4 titles	2 titles	4 titles	8 titles
	7,613 units	20,005 units	204,687 units	41,523 units	105,000 units	336,000 units
Rodeo	0title	1title	3 titles	0title	1title	3 titles
	20 units	23,465 units	82,474 units	38,663 units	73,000 units	133,000 units
TAIYO ELEC	0title	1title	4 titles	0title	1title	2 titles
	0 unit	9,299 units	13,705 units	720 units	1,000 units	4,000 units
Total	1 title	4 titles	11 titles	2 titles	6 titles	13 titles
	7,633 units	52,769 units	300,866 units	80,906 units	179,000 units	473,000 units

Pachislot		
Title	Brand	Unit Sales (Thousands)
Pachislot Monster Hunter	Rodeo	38
Pachislot CODE GEASS Lelouch of the Rebellion	Sammy	31
Pachislot THE iDOLMASTER LIVE in SLOT!	Sammy	10

Pachinko	FY Ended March 2012			FY Ending March 2013		
	Results Through 1Q	Results Through 2Q	Full Year Results	Results Through 1Q	Forecasts Through 2Q	Full Year Forecasts
Sammy	2 titles	4 titles	9 titles	2 titles	3 titles	8 titles
	60,383 units	153,818 units	276,617 units	16,273 units	50,000 units	342,000 units
TAIYO ELEC	2 titles	3 titles	5 titles	3 titles	5 titles	7 titles
	22,011 units	27,771 units	55,671 units	7,491 units	53,000 units	108,000 units
Total	4 titles	7 titles	14 titles	5 titles	8 titles	15 titles
	82,394 units	181,589 units	332,288 units	23,764 units	103,000 units	450,000 units
Board + Frame	58,327 units	118,311 units	158,266 units	3,815 units	39,450 units	309,500 units
Board	24,067 units	63,278 units	174,022 units	19,949 units	63,550 units	140,500 units

Pachinko		
Title	Brand	Unit Sales (Thousands)
Pachinko CR GAOGAOKING Series	Sammy	9
Dejiten CR Hokuto No Ken Toki	Sammy	6
CR Ryu ga Gotoku Kenzan! Series	TAIYO ELEC	3

Amusement Machines Sales

(JPY Billion)	FY Ended March 2012			FY Ending March 2013			
	Results Through 1Q	Results Through 2Q	Full Year Results	Results Through 1Q	YoY Change	Forecasts Through 2Q	Full Year Forecasts
Net Sales	7.6	19.3	49.9	8.3	+9.2%	19.0	40.5
Domestic	6.3	17.1	43.9	6.8	+7.9%	16.9	35.1
Overseas	1.3	2.2	6.0	1.5	+15.4%	2.1	5.4
Operating Income	0.1	1.5	7.4	0.2	+100.0%	-0.7	1.3
Operating Income Margin	1.3%	7.8%	14.8%	2.4%	+1.1pt	-	3.2%
R&D Expense / Content Production Expense	1.8	4.3	9.3	1.8	-	4.4	8.3

《Major Titles: Amusement Machines》

Title	Sales (JPY Billion)
WORLD CLUB Champion Football Series	Trading Card Game 0.5
StarHorse3 Season I A NEW LEGEND BEGINS.	MedalGame 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 2012			FY Ending March 2013				
	Results Through 1Q	Results Through 2Q	Full Year Results	Results Through 1Q	YoY Change	Forecasts Through 2Q	Full Year Forecasts	
Net Sales	10.9	23.2	44.6	10.0	-8.3%	23.0	44.5	
Operating Income	0.6	1.6	0.3	0.4	-33.3%	1.5	1.0	
Operating Income Margin	5.5%	6.9%	0.7%	4.0%	-1.5pt	6.5%	2.2%	
SEGA Same Store Sales Comparisons	102.5%	101.2%	100.5%	94.6%	-	98.8%	99.0%	
Domestic Facilities	248 facilities	248 facilities	241 facilities	240 facilities	-	238 facilities	237 facilities	
SEGA	Opened	2 facilities	2 facilities	3 facilities	1 facility	-	2 facilities	6 facilities
	Closed	3 facilities	3 facilities	10 facilities	2 facilities	-	5 facilities	9 facilities
	Total	205 facilities	205 facilities	199 facilities	198 facilities	-	196 facilities	196 facilities
Other	Opened	1 facility	1 facility	2 facilities	0 facility	-	0 facility	1 facility
	Closed	0 facility	0 facility	2 facilities	0 facility	-	0 facility	2 facilities
	Total	43 facilities	43 facilities	42 facilities	42 facilities	-	42 facilities	41 facilities
Overseas Facilities	3 facilities	3 facilities	3 facilities	3 facilities	-	3 facilities	3 facilities	
Cap-ex	1.0	2.4	8.3	2.0	+100.0%	5.7	9.7	
Depreciation	1.0	2.3	6.1	0.9	-10.0%	3.7	6.8	

《SEGA Same Store Sales Comparisons》

FY Ending March 2013					
April	May	June	Results Through 1Q	Forecasts Through 2Q	Full Year Forecasts
96.6%	92.8%	95.6%	94.6%	98.8%	99.0%

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%

Consumer Business

(JPY Billion)	FY Ended March 2012			FY Ending March 2013			
	Results Through 1Q	Results Through 2Q	Full Year Results	Results Through 1Q	YoY Change	Forecasts Through 2Q	Full Year Forecasts
Net Sales	16.0	33.4	85.6	14.9	-6.9%	31.0	85.0
Packaged Games	12.0	24.4	66.4	6.7	-	9.8	32.2
Digital Games				5.1	-	12.9	32.2
Toy	1.9	4.5	8.9	1.4	-26.3%	4.0	9.4
Animation	2.2	4.6	10.4	1.7	-22.7%	4.1	10.8
Other / Elimination	-0.1	-0.1	-0.1	0.0	-	0.2	0.4
Operating Income	-3.8	-6.0	-15.1	-1.5	-	-6.0	0.5
Operating Income Margin	-	-	-	-	-	-	0.6%
Sales in Units (Thousands)	2,330	4,840	17,240	1,340	-42.5%	1,770	8,940
R&D Expense / Content Production Expense	5.9	8.4	29.3	2.9	-50.8%	6.5	16.9
Cap-ex	1.7	3.6	10.7	2.5	+47.1%	5.8	9.6
Depreciation	0.8	1.7	4.0	1.0	+25.0%	2.9	6.5

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

Breakdown by Region	FY Ended March 2012						FY Ending March 2013					
	Results Through 1Q		Results Through 2Q		Full Year Results		Results Through 1Q		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	2 (3)	600	5 (6)	1,060	16 (24)	2,800	5 (6)	230	6 (7)	580	11 (13)	2,060
US	3 (8)	700	5 (14)	1,650	14 (29)	6,140	1 (3)	400	2 (3)	410	7 (13)	2,850
Europe	4 (10)	1,020	6 (16)	2,120	15 (33)	8,290	1 (3)	700	1 (3)	770	6 (14)	4,020
Total	9 (21)	2,330	16 (36)	4,840	45 (86)	17,240	7 (12)	1,340	9 (13)	1,770	24 (40)	8,940

Breakdown by Platform	FY Ended March 2012						FY Ending March 2013					
	Results Through 1Q		Results Through 2Q		Full Year Results		Results Through 1Q		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	7	910	8	1,120	19	2,450	5	320	5	380	12	2,430
Wii	6	300	8	390	11	3,050	0	0	0	0	0	0
Xbox360	5	290	10	680	16	1,540	3	210	3	210	7	1,540
NDS	2	80	6	290	7	370	0	0	0	0	0	0
3DS	0	0	2	30	18	1,790	0	0	1	20	3	380
PSP	0	0	1	200	7	1,110	0	0	0	0	2	250
PSV	-	-	-	-	3	150	2	10	3	260	8	600
PC	1	0	1	20	5	950	2	30	1	70	8	1,560
Catalogue etc.	-	730	-	2,090	-	5,800	-	750	-	810	-	2,180
Total	21	2,330	36	4,840	86	17,240	12	1,340	13	1,770	40	8,940

Consumer Business

《Major Titles / Packaged Games》

Title	Region	Platform	Sales (Thousands units)
London 2012: The Official Video Game of the Olympic Games	(Europe / US)	PS3, Xbox360, PC	510

《Major Titles / Digital Games》

Title	Platform
Kingdom Conquest	iOS, Android
SAMURAI&DRAGONS	PSV
Miku Flick	iOS
Sakatsuku Social World Stars	DeNA

* 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.