

Appendix of Consolidated Financial Statements
9 Months Ended December 31, 2012

Consolidated Income Statements

(JPY Billion)	FY Ended March 2012		FY Ending March 2013				
	Results Through 3Q	Full Year Results	Results Through 3Q	YoY Change	Original Full Year Forecast on May 11th	Revised Full Year Forecast on February 5th	YoY Change
Net Sales	311.6	395.5	207.0	-33.6%	470.0	320.0	-19.1%
Pachislot and Pachinko Machines	177.5	212.1	74.0	-58.3%	286.5	143.0	-32.6%
Amusement Machine Sales	34.0	49.9	30.6	-10.0%	40.5	38.5	-22.8%
Amusement Center Operations	33.9	44.6	32.0	-5.6%	44.5	42.5	-4.7%
Consumer Business	63.5	85.6	60.3	-5.0%	85.0	83.0	-3.0%
Other	2.4	3.0	9.8	+308.3%	13.5	13.0	+333.3%
Operating Income	64.3	58.3	7.0	-89.1%	66.0	15.0	-74.3%
Pachislot and Pachinko Machines	67.4	71.0	7.7	-88.6%	70.0	21.5	-69.7%
Amusement Machine Sales	5.0	7.4	2.6	-48.0%	1.3	0.5	-93.2%
Amusement Center Operations	1.2	0.3	0.9	-25.0%	1.0	0.0	-
Consumer Business	-5.5	-15.1	0.5	-	0.5	0.0	-
Other	0.2	0.2	-0.2	-	-0.5	-0.5	-
Eliminations	-4.2	-5.4	-4.5	-	-6.3	-6.5	-
Operating Margin	20.6%	14.7%	3.4%	-17.2pt	14.0%	4.7%	-10.0pt
Ordinary Income	63.4	58.1	8.4	-86.8%	65.0	16.0	-72.5%
Ordinary Income Margin	20.3%	14.7%	4.1%	-16.2pt	13.8%	5.0%	-9.7pt
Extraordinary Gain	1.4	3.3	2.2	-	-	-	-
Extraordinary Loss	5.9	18.5	3.9	-	-	-	-
Net Income	34.3	21.8	3.0	-91.3%	40.0	12.5	-42.7%
Net Income Margin	11.0%	5.5%	1.4%	-9.6pt	8.5%	3.9%	-1.6pt
Dividend per share (JPY)	-	40	-	-	40	40	-
Earning per share (JPY)	136.58	86.73	12.54	-	164.20	51.24	-
Net Assets per share (JPY)	1,234.03	1,167.59	1,117.82	-	-	-	-

Costs and Expenses

(JPY Billion)	FY Ended March 2012		FY Ending March 2013				
	Results Through 3Q	Full Year Results	Results Through 3Q	YoY Change	Initial Full Year Forecast on May 11th	Revised Full Year Forecast on February 5th	YoY Change
R&D expense / Content Production expense	31.5	53.3	32.7	+3.8%	45.2	-	-
Cap-ex	27.8	36.1	27.3	-1.8%	41.0	-	-
Depreciation	10.7	16.1	12.3	+15.0%	18.9*	-	-
Advertising	12.5	17.2	9.2	-26.4%	18.3	-	-

※Depreciation has been corrected from the initial forecast due to the error of the calculation.

Pachislot and Pachinko Machines

(JPY Billion)	FY Ended March 2012		FY Ending March 2013				
	Results Through 3Q	Full Year Results	Results Through 3Q	YoY Change	Initial Full Year Forecast on May 11th	Revised Full Year Forecast on February 5th	YoY Change
Net Sales	177.5	212.1	74.0	-58.3%	286.5	143.0	-32.6%
Pachislot	83.4	104.3	44.0	-47.2%	143.9	-	-
Pachinko	89.7	101.8	25.3	-71.8%	137.5	-	-
Other	4.4	6.0	4.7	+6.8%	5.1	-	-
Operating Income	67.4	71.0	7.7	-88.6%	70.0	21.5	-69.7%
Operating Income Margin	38.0%	33.5%	10.4%	-27.6pt	+24.4%	15.0%	-18.5pt
Unit Sales (Pachislot)	228,646	300,866	130,590	-42.9%	473,000	214,000	-28.9%
Unit Sales (Pachinko)	287,722	332,288	89,188	-69.0%	450,000	213,000	-35.9%

《Shipment Data / Plan: Pachislot and Pachinko》 * Number of titles reflects products launched in this fiscal year.

Pachislot	FY Ended March 2012		FY Ending March 2013		
	Results Through 3Q	Full Year Results	Results Through 3Q	Initial Full Year Forecast on May 11th	Revised Full Year Forecast on February 5th
Sammy	3 titles	4 titles	4 titles	8 titles	-
	193,323 units	204,687 units	88,479 units	336,000 units	-
Rodeo	2 titles	3 titles	0 title	3 titles	-
	25,608 units	82,474 units	38,663 units	133,000 units	-
TAIYO ELEC	2 titles	4 titles	1 title	2 titles	-
	9,715 units	13,705 units	3,448 units	4,000 units	-
Total	7 titles	11 titles	5 titles	13 titles	-
	228,646 units	300,866 units	130,590 units	473,000 units	214,000 units

Pachislot		
Title	Brand	Unit Sales (Thousands)
Pachislot GHOST IN THE SHELL - S.A.C.-	Sammy	18

Pachinko	FY Ended March 2012		FY Ending March 2013		
	Results Through 3Q	Full Year Results	Results Through 3Q	Initial Full Year Forecast on May 11th	Revised Full Year Forecast on February 5th
Sammy	6 titles	9 titles	6 titles	8 titles	-
	235,425 units	276,617 units	68,456 units	342,000 units	-
TAIYO ELEC	5 titles	5 titles	6 titles	7 titles	-
	52,297 units	55,671 units	20,732 units	108,000 units	-
Total	11 titles	14 titles	12 titles	15 titles	-
	287,722 units	332,288 units	89,188 units	450,000 units	213,000 units
Board + Frame	155,637 units	158,266 units	33,823 units	309,500 units	-
Board	132,085 units	174,022 units	55,365 units	140,500 units	-

Pachinko		
Title	Brand	Unit Sales (Thousands)
Pachinko CR Shin-Juoh	Sammy	22
CR Kome Kome Club	TAIYO ELEC	5

Amusement Machines Sales

(JPY Billion)	FY Ended March 2012		FY Ending March 2013				
	Results Through 3Q	Full Year Results	Results Through 3Q	YoY Change	Initial Full Year Forecast on May 11th	Revised Full Year Forecast on February 5th	YoY Change
Net Sales	34.0	49.9	30.6	-10.0%	40.5	38.5	-22.8%
Domestic	30.3	43.9	26.4	-12.9%	35.1	-	-
Overseas	3.7	6.0	4.2	+13.5%	5.4	-	-
Operating Income	5.0	7.4	2.6	-48.0%	1.3	0.5	-93.2%
Operating Income Margin	14.7%	14.8%	8.5%	-6.2pt	3.2%	1.3%	-13.5pt
R&D expense / Content Production expense	6.6	9.3	5.9	-10.6%	8.3	-	-

《Major Titles: Amusement Machines》

Title	Sales (JPY Billion)
WORLD CLUB Champion Football Series	Trading Card Game 2.8
SENGOKU-TAISEN	Trading Card Game 1.9
StarHorse3 Season I A NEW LEGEND BEGINS.	Medal Game 1.6

*Sales figures include expendable such as cards

Amusement Center Operations

(JPY Billion)	FY Ended March 2012		FY Ending March 2013				
	Results Through 3Q	Full Year Results	Results Through 3Q	YoY Change	Initial Full Year Forecast on May 11th	Revised Full Year Forecast on February 5th	YoY Change
Net Sales	33.9	44.6	32.0	-5.6%	44.5	42.5	-4.7%
Operating Income	1.2	0.3	0.9	-25.0%	1.0	0.0	-
Operating Income Margin	3.5%	0.7%	2.8%	-0.7pt	2.2%	-	-
SEGA Same Store Sales Comparisons	100.5%	100.5%	93.7%	-	99.0%	-	-
Domestic Facilities (*)	247 facilities	241 facilities	237 facilities	-	237 facilities	-	-
SEGA	Opened	3 facilities	3 facilities	1 facility	-	6 facilities	-
	Closed	5 facilities	10 facilities	5 facilities	-	9 facilities	-
	Total	204 facilities	199 facilities	195 facilities	-	196 facilities	-
Other (*)	Opened	2 facilities	2 facilities	0 Facility	-	1 facility	-
	Closed	1 facility	2 facilities	0 Facility	-	2 facilities	-
	Total	43 facilities	42 facilities	42 facilities	-	41 facilities	-
Overseas Facilities	3 facilities	3 facilities	3 facilities	-	3 facilities	-	-
Cap-ex	5.9	8.3	6.2	+5.1%	9.7	-	-
Depreciation	3.9	6.1	3.3	-15.4%	※ 4.3	-	-

*Note: Number of facilities of AG Square brand and Bee brand are included in "Other" (Number of SEGA brand facilities are included in "SEGA")

*Depreciation has been corrected from the original forecast due to the error of the calculation.

《SEGA Same Store Sales Comparisons》

FY Ending March 2013													Initial Full Year Forecasts (May 11)	Revised Full Year Forecasts (Feb 5)
April	May	June	Results Through 1Q	July	August	September	Results Through 2Q	October	November	December	Results Through 3Q			
96.6%	92.8%	95.6%	94.6%	92.3%	90.8%	96.2%	93.8%	93.0%	95.4%	96.3%	93.7%	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 3Q	Full Year Results	Results Through 3Q	YoY Change	Initial Full Year Forecast on May 11th	Revised Full Year Forecast on February 5th	YoY Change
Net Sales	63.5	85.6	60.3	-5.0%	85.0	83.0	-3.0%
Packaged Games	49.0	66.4	26.3	-	32.2	-	-
Digital Games			20.5	-	32.2	-	-
Toy	7.6	8.9	6.7	-11.8%	9.4	-	-
Animation	7.0	10.4	7.1	+1.4%	10.8	-	-
Other / Elimination	-0.1	-0.1	-0.3	-	0.4	-	-
Operating Income	-5.5	-15.1	0.5	-	0.5	0.0	-
Operating Income Margin	-	-	0.8%	-	0.6%	-	-
Sales in Units (Thousands)	12,600	17,240	6,940	-44.9%	8,940	-	-
R&D expense / Content Production expense	14.1	29.3	13.5	-4.3%	16.9	-	-
Cap-ex	9.3	10.7	6.8	-26.9%	9.6	-	-
Depreciation	2.6	4.0	3.9	+50.0%	6.5	-	-

《Shipment Data / Plan: Home Video Game Software》 *Number of titles reflects products launched in this fiscal year
(Number of titles by platform in based on SKU)

Breakdown by Region	FY Ended March 2012				FY Ending March 2013					
	Results Through 2Q		Full Year Results		Results through 3Q		Initial Full Year Forecast on May 11th		Revised Full Year Forecast on February 5th	
	# 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	9 (16)	1,830	16 (24)	2,800	9 (10)	1,570	11 (13)	2,060	-	-
US	11 (23)	4,390	14 (29)	6,140	5 (10)	2,430	7 (13)	2,850	-	-
Europe	12 (27)	6,370	15 (33)	8,290	5 (12)	2,940	6 (14)	4,020	-	-
Total	32 (66)	12,600	45 (86)	17,240	19 (32)	6,940	24 (40)	8,940	-	-

Breakdown by Platform	FY Ended March 2012				FY Ending March 2013					
	Results Through 3Q		Full Year Results		Results Through 3Q		Initial Full Year Forecast on May 11th		Revised Full Year Forecast on February 5th	
	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)
PS3	13	1,920	19	2,450	10	1,440	12	2,430	-	-
Wii	11	2,810	11	3,050	0	0	0	0	-	-
Wii U	-	-	-	-	2	260	-	-	-	-
Xbox360	13	1,300	16	1,540	6	610	7	1,540	-	-
NDS	7	340	7	370	0	0	0	0	-	-
3DS	13	620	18	1,790	1	10	3	380	-	-
PSP	5	710	7	1,110	1	20	2	250	-	-
PSV	1	10	3	150	7	390	8	600	-	-
PC	3	700	5	950	5	770	8	1,560	-	-
Catalogue	-	4,140	-	5,800	-	3,400	-	2,180	-	-
Total	66	12,600	86	17,240	32	6,940	40	8,940	-	-

Consumer Business

《Major Titles / Packaged Games》

Title	Region	Platform	Sales Results (thousand units)
Sonic & All Stars Racing Transformed	Europe / US	PS3, X360, PSV, Wii U	930.0
Football Manager 2013	Europe / US	PC, PSP	730.0
Ryu ga Gotoku 5: Yume,Kanaeshimono	Japan	PS3	580.0

《 Major Titles / Digital Games 》

Title	Platform
Phantasy Star Online 2	PC
Dragon Coins	iOS
Kingdom Conquest II	iOS, Android

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