

July 31, 2013 SEGA SAMMY HOLDINGS INC.

# <u>Appendix of Consolidated Financial Statements</u> 3 Months Ended June 30, 2013

## **Consolidated Income Statements**

PY Billion)	FY	Ended Mach 2	013		FY Ending	Mach 2014	
	Results Through 1Q	Results Through 2Q	Full Year Results	Results Through 1Q	YoY Change	Forecasts Through 2Q	Full year Forecasts
Net Sales	69.9	136.5	321.4	90.7	+29.8%	198.0	485.
Pachislot and Pachinko Machines	33.7	54.3	142.2	51.8	+53.7%	109.0	270.
Amusement Machine Sales	8.3	18.7	39.1	6.8	-18.1%	18.0	45.
Amusement Center Operations	10.0	21.7	42.7	10.0	-	23.0	45
Consumer Business	14.9	35.3	83.8	18.8	+26.2%	41.0	109
Other	2.8	6.3	13.4	3.2	+14.3%	7.0	14
Operating Income	5.4	7.8	19.0	16.1	+198.1%	17.5	73.
Pachislot and Pachinko Machines	7.8	10.4	23.5	18.7	+139.7%	25.2	74
Amusement Machine Sales	0.2	0.8	1.9	-0.4	-	-0.1	2
Amusement Center Operations	0.4	0.8	1.1	0.0	-	0.4	0
Consumer Business	-1.5	-0.7	-0.7	0.0	-	-3.7	3
Other	-0.1	-0.1	-0.4	-0.4	-	-0.3	-0
Eliminations	-1.3	-3.2	-6.3	-1.6	-	-4.0	-7
Operating Margin	7.7%	5.7%	5.9%	17.8%	+10.1pt	8.8%	15.1
Ordinary Income	4.6	7.2	20.9	17.0	+269.6%	17.0	72.
Ordinary Income Margin	6.6%	5.3%	6.5%	18.7%	+12.1pt	8.6%	14.8
Extraordinary Gain	0.3	0.3	10.1	3.3	-	3.0	3
Extraordinary Loss	0.0	0.3	5.4	0.0	-	0.0	4
ncome before income taxes and minority interests	4.9	7.3	25.6	20.3	+314.3%	20.0	70.
Net Income	2.5	3.8	33.4	12.9	+416.0%	9.0	47.
Net Income Margin	3.6%	2.8%	10.4%	14.2%	+10.6pt	4.5%	9.7
Dividends per share (JPY)	-	20.00	40.00	-	-	20.00	40.0
Earnings per share (JPY)	10.17	15.74	137.14	53.40	-	37.18	194.1
Net Assets per share (JPY)	1,136.01	1,125.09	1,304.44	1,357.63		_	

# **Costs and Expenses**

(JPY Billion)	FY	Ended Mach 2	013	FY Ending Mach 2014					
	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	9.2	19.1	45.2	9.8	+6.5%	24.1	54.9		
Cap-ex	11.1	21.6	32.8	16.2	+45.9%	17.1	32.5		
<b>Depreciation</b>	3.2	7.4	18.1	4.3	+34.4%	13.2	25.5		
Advertising	2.2	5.6	13.1	2.8	+27.3%	10.0	19.5		



### **Pachislot and Pachinko Machines**

(JPY Billion)	FY	Ended Mach 20	013	FY Ending Mach 2014					
	Results Through 1Q	Results Through 2Q	Full Year Results	Results Through 1Q	YoY Change	Forecasts Through 2Q	Full year Forecasts		
Net Sales	33.7	54.3	142.2	51.8	+53.7%	109.0	270.0		
Pachislot	26.2	36.1	64.2	41.9	+59.9%	66.6	165.0		
Pachinko	5.1	14.8	72.3	8.9	+74.5%	40.3	100.8		
Other	2.4	3.4	5.7	1.0	-58.3%	2.1	4.2		
Operating Income	7.8	10.4	23.5	18.7	+139.7%	25.2	74.0		
Operating Income Margin	23.1%	19.2%	16.5%	36.1%	+13.0pt	23.1%	27.4%		
Unit Sales (Pachislot)	80,906	108,604	202,221	108,247	+33.8%	188,000	478,000		
Unit Sales (Pachinko)	23,764	57,749	216,860	28,606	+20.4%	127,500	324,500		

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

	FY	Ended March 2	2013	FY I	Ending March	2014
Pachislot	Results Through 1Q	Results Through 2Q	Full Year Results	Results Through 1Q	Forecasts Through 2Q	Full Year Forecasts
C	2 titles	3 titles	4 titles	1title	2 titles	5 titles
Sammy	41,523 units	69,209 units	91,484 units	106,674 units	155,000 units	365,000 units
Rodeo	Otitle	Otitle	2titles	Otitle	Otitle	1 title
Kodeo	38,663 units	38,663 units	104,041 units	893 units	0unit	30,000 units
TAIYO	Otitle	0title	2titles	Otitle	1 title	3 titles
ELEC	720 units	732 units	6,696 units	680 units	3,000 units	33,000 units
Ginza	-	-	•	-	1 title	2 titles
Giliza	-	-	•	-	30,000 units	50,000 units
Total	2 titles	3 titles	8 titles	1 title	4 titles	11 titles
1 Otal	80,906 units	108,604 units	202,221 units	108,247 units	188,000 units	478,000 units

Pachislot									
Title	Brand	Unit Sales (Thousands)							
Pachislot Hokuto No Ken Chapter of Resurrection	Sammy	106							

<sup>\*</sup>A portion of breakdown of number of titles and number of unit sales by brand for the forecast of the year ending March 2014 has been changed

	FY I	Ended March 2	2013	FY I	Ending March 2	2014
Pachinko         Results Through 1Q Through 1 Through 1Q Through 1 T	Results Through 2Q	Full Year Results	Results Through 1Q	Forecasts Through 2Q	Full Year Forecasts	
Comme	2 titles	5 titles	8 titles	1title	3 titles	7 titles
Sammy	16,273 units	45,119 units	195,088 units	11,002 units	90,000 units	260,000 units
TAIYO	3 titles	4 titles	6 titles	1 title	3 titles	5 titles
ELEC	7,491 units	12,630 units	21,772 units	17,604 units	37,500 units	64,500 units
Total	5 titles	9 titles	14 titles	2 titles	6 titles	12 titles
Total	23,764 units	57,749 units	216,860 units	28,606 units	127,500 units	324,500 units
Board + Frame	3,815 units	8,678 units	160,128 units	23,557 units	77,700 units	163,900 units
Board	19,949 units	49,071 units	56,732 units	5,049 units	49,800 units	160,600 units

Pachinko										
Title	Brand	Unit Sales (Thousands)								
CR Kayou Suspense Gekijou	TAIYO ELEC	13								
Pachinko CR Shin-Juoh Dejihane Ver. / Light Middle Ver.	Sammy	8								



# **Amusement Machines Sales**

(JP	Y Billion)	FY	Ended March 20	013		FY Ending I	March 2014	
		Results Through 1Q	Results Through 2Q	Full Year Results	Results Through 1Q	YoY Change	Forecasts Through 2Q	Full Year Forecasts
	Net Sales	8.3	18.7	39.1	6.8	-18.1%	18.0	45.5
	Domestic	6.8	16.0	32.7	5.5	-19.1%	15.3	39.3
	Overseas	1.5	2.7	6.4	1.3	_		
	Operating Income	0.2	0.8	1.9	-0.4	-	-0.1	2.7
	Operating Income Margin	2.4%	4.3%	4.9%	-	-	-	5.9%
(	R&D Expense / Content Production Expense	1.8	3.7	7.8	1.3	-27.8%	3.6	8.8

《Major Titles: Amusement Machines》

Title		Sales (JPY Billlion)
BORDER BREAK Series	Video Game	0.4
WORLD CLUB Champion Football Series	Trading Card Game	0.4
SENGOKU-TAISEN	Trading Card Game	0.4

<sup>\*</sup>Sales includes sales of cards and other consumables and distribution earnings of revenue sharing titles.



## **Amusement Center Operations**

(JPY Billion)		FY	Ended March 2	013		FY Ending	March 2014		
		Results Through 1Q	Results Through 2Q	Full Year Results	Results Through 1Q	YoY Change	Forecasts Through 2Q	Full Year Forecast	
N	et Sales	10.0	21.7	42.7	10.0	0.0%	23.0	45.5	
Opera	ating Income	0.4	0.8	1.1	0.0	1	0.4	0.2	
(	Operating Income Margin		3.7%	2.6%	-	-	1.7%	0.4%	
Same Store	Sales Comparisons	94.6%	93.8%	93.8%	92.5%	-	101.5%	101.5% 101.8%	
	Opened	1 facility	1 facility	3 facilities	1 facility	-	2 facilities	4 facilities	
Domestic Facilities	Closed	2 facilities	4 facilities	8 facilities	2 facilities	-	3 facilities	9 facilities	
	Total	240 facilities	238 facilities	236 facilities	201 facilities	1	201 facilities	197 facilities	
Overso	Overseas Facilities		3 facilities	3 facilities	2 facilities	1	3 facilities	4 facilities	
(	Сар-ех	2.0	5.4	7.9	1.4	-30.0%	5.0	10.1	
Dej	preciation	0.9	2.1	4.6	0.9	0.0%	2.5	5.5	

<sup>\*</sup>Note: From FY ending March 2014, numbers counted as amusement centers in the domestic market are based on amusement centers (game arcades) directly operated by the Group.

## 《Same Store Sales Comparisons》

	FY Ending March 2014										
April	May	June	Results Through 1Q	Forecasts Through 2Q	Full Year Forecasts						
90.6%	89.1%	98.8%	92.5%	101.5%	101.8%						

	FY Ended March 2013														
April	May	June	Results Through 1Q	July	August	September	Results Through 2Q	October	November	December	Results through 3Q	January	February	March	Full Year Results
96.6%	92.8%	95.6%	94.6%	92.3%	90.8%	96.2%	93.8%	93.0%	95.4%	96.3%	93.7%	94.8%	94.1%	93.1%	93.8%



## **Consumer Business**

(JPY Billion)	FY	Ended March 2	013	FY Ending March 2014				
	Results Through 1Q	Results Through 2Q	Full Year Results	Results Through 1Q	YoY Change	Forecasts through 2Q	Full Year Forecasts	
Net Sales	14.9	35.3	83.8	18.8	+26.2%	41.0	109.5	
Packaged Games	6.7	14.4	35.6	7.6	+13.4%	13.5	45.9	
Digital Games	5.1	13.0	29.7	8.2	+60.8%	17.8	40.3	
Toy	1.4	3.9	8.4	1.2	-14.3%	4.6	9.9	
Animation	1.7	4.2	10.5	1.8	+5.9%	5.3	13.7	
Other / Elimination	0.0	-0.2	-0.6	0.0	-	-0.2	-0.3	
Operating Income	-1.5	-0.7	-0.7	0.0	-	-3.7	3.9	
Operating Income Margin	-	-	-	-	-	-	3.6%	
Sales in Units (Thousands)	1,340	2,760	10,780	1,210	-9.7%	3,010	11,660	
R&D Expense / Content Production Expense	2.9	6.6	19.5	3.6	+24.1%	8.0	22.0	
Cap-ex	2.5	4.6	8.3	2.1	-16.0%	4.5	8.0	
Depreciation	1.0	2.4	6.0	1.3	+30.0%	3.5	7.8	

《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)

	FY Ended March 2013						FY Ending March 2014					
Breakdown by Region	Results T	hrough 1Q	Results Through 2Q		Full Year Results		Results Through 1Q		Forecasts through 2Q		Full Year Forecasts	
	# of titles (SKU)	Unit Sales (Thousands)										
Japan	5 (6)	230	6 (7)	640	10 (13)	2,140	1 (1)	250	4 (6)	610	12 (17)	2,640
US	1 (3)	400	2 (4)	1,160	8 (18)	4,200	1 (1)	370	3 (3)	1,280	7 (12)	4,310
Europe	1 (3)	700	1 (3)	960	7 (18)	4,420	1 (1)	570	3 (3)	1,110	7 (13)	4,690
Total	7 (12)	1,340	9 (14)	2,760	25 (49)	10,780	3 (3)	1,210	10 (12)	3,010	26 (42)	11,660

	FY Ended March 2013						FY Ending March 2014					
Breakdown by Platform	Resi	ults 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 (Thous ands)	SKU	Unit Sales (Thous ands)	SKU	Unit Sales (Thous ands)	SKU	Unit Sales (Thous ands)
PS3	5	320	5	420	14	2,280	0	0	1	150	7	1,320
Wii	0	0	0	0	0	0	0	0	0	0	0	0
WiiU	-	-	-	-	2	310	0	0	3	170	7	950
X360	3	210	3	300	9	1,420	0	0	0	0	4	690
NDS	0	0	0	0	0	0	0	0	0	0	0	0
3DS	0	0	1	10	3	200	0	0	0	0	6	980
PSP	0	0	0	0	2	130	1	130	2	180	2	200
PSV	2	10	3	250	8	520	0	0	1	40	5	650
PC	2	30	2	40	11	1,240	2	380	5	860	11	2,580
Catalogue etc.	-	750	-	1,720	-	4,650	-	690	-	1,610	-	4,240
Total	12	1,340	14	2,760	49	10,780	3	1,210	12	3,010	42	11,660





### **Consumer Business**

## 《Major Titles / Packaged Games 》

Title	Region	Platform	Sales Results (thousand units)	
Company of Heroes 2	Europe / US	PC	380	
7TH DRAGON 2020-II	Japan	PSP	130	

### 《 Major Titles / Digital Games 》

Title	Platform			
Phantasy Star Online 2	PC, PSV			
Puyopuyo!! Quest	iOS, Android			

<sup>\*</sup> The contents of this material 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.