

May 9, 2014
SEGA SAMMY HOLDINGS INC.

Appendix of Consolidated Financial Statements
Year Ended March 31, 2014

Consolidated Income Statements

(JPY Billion)	FY Ended March 2013		FY Ended March 2014			FY Ending March 2015			
	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	136.5	321.4	162.2	378.0	+18%	160.0	-1%	450.0	+19%
Pachislot and Pachinko Machines	54.3	142.2	71.2	181.8	+28%	60.0	-16%	217.5	+20%
Amusement Machine Sales	18.7	39.1	18.0	38.6	-1%	20.0	+11%	46.0	+19%
Amusement Center Operations	21.7	42.7	21.9	43.2	+1%	21.5	-2%	42.0	-3%
Consumer Business	35.3	83.8	43.8	99.8	+19%	51.0	+16%	128.5	+29%
Other	6.3	13.4	7.1	14.5	+8%	7.5	+6%	16.0	+10%
Operating Income	7.8	19.0	12.3	38.5	+103%	-8.0	-	35.0	-9%
Pachislot and Pachinko Machines	10.4	23.5	15.1	45.2	+92%	0.0	-	40.5	-10%
Amusement Machine Sales	0.8	1.9	-0.0	-1.2	-	-1.7	-	-1.7	-
Amusement Center Operations	0.8	1.1	0.2	0.0	-	0.0	-	-0.6	-
Consumer Business	-0.7	-0.7	1.1	2.0	-	-0.3	-	6.6	+230%
Other	-0.1	-0.4	-0.4	-1.2	-	-2.0	-	-2.8	-
Eliminations	-3.2	-6.3	-3.6	-6.4	-	-4.0	-	-7.0	-
Operating Margin	5.7%	5.9%	7.6%	10.2%	+4.3pt	-	-	7.8%	-2.4pt
Ordinary Income	7.2	20.9	14.2	40.5	+94%	-8.0	-	35.0	-14%
Ordinary Income Margin	5.3%	6.5%	8.8%	10.7%	+4.2pt	-	-	7.8%	-2.9pt
Extraordinary Gain	0.3	10.1	3.8	15.7	-	0.0	-	0.0	-
Extraordinary Loss	0.3	5.4	0.6	8.7	-	0.0	-	0.5	-
Income before income taxes and minority interests	7.3	25.6	17.4	47.5	+86%	-8.0	-	34.5	-27%
Net Income	3.8	33.4	11.3	30.7	-8%	-7.0	-	21.0	-32%
Net Income Margin	2.8%	10.4%	7.0%	8.1%	-2.3pt	-	-	4.7%	-3.4pt
Dividends per share (JPY)	20.00	40.00	20.00	40.00	-	20.00	-	40.00	-
Earnings per share (JPY)	15.74	137.14	46.76	126.42	-	-28.74	-	86.21	-
Net Assets per share (JPY)	1,125.09	1,304.44	1,401.90	1,409.27	-	-	-	-	-

Costs and Expenses

(JPY Billion)	FY Ended March 2013		FY Ended March 2014			FY Ending March 2015			
	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 *1	19.1	45.2	25.1	59.2	-	31.5	+25%	69.6	+18%
Pachislot and Pachinko Machines	8.6	18.0	9.7	19.5	-	12.5	+29%	23.2	+19%
Amusement Machine Sales	3.7	7.8	4.0	8.9	-	4.6	+15%	9.2	+3%
Amusement Center Operations	0.1	0.2	0.0	0.1	-	0.1	-	0.1	-
Consumer Business	6.6	19.5	11.3	30.1	-	13.2	+17%	34.9	+16%
Cap-ex	21.6	32.8	22.6	38.1	+16%	18.2	-19%	33.3	-13%
Pachislot and Pachinko Machines	9.1	11.9	2.5	7.9	-34%	5.6	+124%	10.9	+38%
Amusement Machine Sales	1.0	2.3	0.3	2.0	-13%	2.3	+667%	4.7	+135%
Amusement Center Operations	5.4	7.9	4.1	7.7	-3%	3.5	-15%	6.2	-19%
Consumer Business	4.6	8.3	4.3	8.3	-	5.9	+37%	9.8	+18%
Depreciation *2	7.4	18.1	7.5	16.1	-	8.2	+9%	18.3	+14%
Pachislot and Pachinko Machines	2.0	5.4	2.8	5.8	-	3.0	+7%	7.1	+22%
Amusement Machine Sales	0.6	1.5	0.8	1.9	-	0.9	+13%	2.2	+16%
Amusement Center Operations	2.1	4.6	2.1	4.7	-	2.6	+24%	5.4	+15%
Consumer Business	2.4	6.0	1.2	2.6	-	1.0	-17%	2.2	-15%
Advertising *3	5.6	13.1	7.6	16.0	-	12.1	+59%	24.9	+56%
Pachislot and Pachinko Machines	0.9	2.4	1.4	2.8	-	1.4	-	4.7	+68%
Amusement Machine Sales	0.4	1.2	0.6	1.4	-	1.0	+67%	2.2	+57%
Amusement Center Operations	0.1	0.1	0.7	1.2	-	0.8	+14%	1.3	+8%
Consumer Business	2.9	7.2	3.6	8.6	-	7.2	+100%	14.4	+67%

*1 In the fiscal year ended March 2014 and after, amortization cost of digital titles is included in R&D expense. (Up to the fiscal year ended March 2013, it was included in depreciation.)

*2 In the fiscal year ended March 2014 and after, amortization cost of digital titles is not included in depreciation. (In the fiscal year ended March 2014 and after, it is included in R&D expense/content production expense.)

*3 In the fiscal year ended March 2014 and after, advertising expenses are included in cost. (Up to the fiscal year ended March 2013, only selling, general and administrative (SG&A) expenses were included in cost.)

Pachislot and Pachinko Machines

(JPY Billion)	FY Ended March 2013		FY Ended March 2014			FY Ending March 2015			
	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	54.3	142.2	71.2	181.8	+28%	60.0	-16%	217.5	+20%
Pachislot	36.1	64.2	52.2	112.7	+76%	40.5	-22%	136.8	+21%
Pachinko	14.8	72.3	16.9	63.5	-12%	16.9	-	76.1	+20%
Other	3.4	5.7	2.1	5.6	-2%	2.6	+24%	4.6	-18%
Operating Income	10.4	23.5	15.1	45.2	+92%	0.0	-	40.5	-10%
Operating Income Margin	19.2%	16.5%	21.2%	24.9%	+8.4pt	-	-	18.6%	-6.3pt
Unit Sales (Pachislot)	108,604	202,221	143,171	301,575	+49%	114,800	-20%	374,800	+24%
Unit Sales (Pachinko)	57,749	216,860	54,955	200,225	-8%	58,000	+6%	250,000	+25%

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

Pachislot	FY Ended March 2013		FY Ended March 2014		FY Ending March 2015	
	Results Through 2Q	Full Year Results	Results Through 2Q	Full Year Results	Forecasts Through 2Q	Full Year Forecasts
Sammy	3 titles	4 titles	1 title	5 titles	2 titles	6 titles
	69,209 units	91,484 units	114,453 units	264,365 units	84,800 units	319,800 units
Rodeo	0 title	2 titles	0 title	0 title	1 title	1 title
	38,663 units	104,041 units	893 units	893 units	20,000 units	20,000 units
TAIYO ELEC	0 title	2 titles	1 title	2 titles	1 title	3 titles
	732 units	6,696 units	2,375 units	6,445 units	10,000 units	35,000 units
Ginza	-	-	1 title	2 titles	-	-
	-	-	25,450 units	29,872 units	-	-
Total	3 titles	8 titles	3 titles	9 titles	4 titles	10 titles
	108,604 units	202,221 units	143,171 units	301,575 units	114,800 units	374,800 units

Pachislot		
Title	Brand	Unit Sales (Thousands)
Pachislot Hokuto No Ken Chapter of Resurrection	Sammy	114
Pachislot Eureka Seven 2	Sammy	59
Pachislot Juoh	Sammy	43
Pachislot Bakemonogatari	Sammy	31
Pachislot Kajji 3	Ginza	25

Pachinko	FY Ended March 2013		FY Ended March 2014		FY Ending March 2015	
	Results Through 2Q	Full Year Results	Results Through 2Q	Full Year Results	Forecasts Through 2Q	Full Year Forecasts
Sammy	5 titles	8 titles	2 titles	7 titles	4 titles	7 titles
	45,119 units	195,088 units	27,405 units	160,688 units	35,000 units	175,000 units
TAIYO ELEC	4 titles	6 titles	2 titles	3 titles	3 titles	7 titles
	12,630 units	21,772 units	27,550 units	39,537 units	23,000 units	75,000 units
Total	9 titles	14 titles	4 titles	10 titles	7 titles	14 titles
	57,749 units	216,860 units	54,955 units	200,225 units	58,000 units	250,000 units
Board + Frame	8,678 units	160,128 units	35,151 units	103,819 units	24,500 units	124,500 units
Board	49,071 units	56,732 units	19,804 units	96,406 units	33,500 units	125,500 units

Pachinko		
Title	Brand	Unit Sales (Thousands)
Pachinko CR Hokuto No Ken 5 Hyakuretsu	Sammy	69
Pachinko CR Monster Hunter	Sammy	32
Pachinko CR SOUTEN-NO-KEN	Sammy	27
CR Kayou Suspense Gekijou Series	TAIYO ELEC	18
Pachinko CR Rookies	Sammy	12

Amusement Machines Sales

(JPY Billion)	FY Ended March 2013		FY Ended March 2014			FY Ending March 2015			
	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	18.7	39.1	18.0	38.6	-1%	20.0	+11%	46.0	+19%
Domestic	16.0	32.7	15.5	32.6	-	16.9	+9%	38.8	+19%
Overseas	2.7	6.4	2.5	6.0	-6%	3.1	+24%	7.2	+20%
Operating Income	0.8	1.9	-0.0	-1.2	-	-1.7	-	-1.7	-
Operating Income Margin	4.3%	4.9%	-	-	-	-	-	-	-

《Major Titles: Amusement Machines》

Title	Sales (JPY Billion)
WORLD CLUB Champion Football Series	Trading Card Game 2.5
CODE OF JOKER	Video Game 2.4
SENGOKU-TAISEN	Trading Card Game 2.1
BORDER BREAK Series	Video Game 1.5
StarHorse3 Series	Medal Game 1.1

*Sales figures include sales of expendable such as cards and distribution of earnings of revenue sharing titles

Amusement Center Operations

(JPY Billion)	FY Ended March 2013		FY Ended March 2014			FY Ending March 2015			
	Results Through 2Q	Full Year Results	Results Through 2Q	Full Year Results	YoY Change	Forecasts Through 2Q	YoY Change	Full Year Forecast	YoY Change
Net Sales	21.7	42.7	21.9	43.2	+1%	21.5	-2%	42.0	-3%
Operating Income	0.8	1.1	0.2	0.0	-	0.0	-	-0.6	-
Operating Income Margin	3.7%	2.6%	0.9%	-	-	-	-0.9pt	-	-
Same Store Sales Comparisons *	93.8%	93.8%	95.0%	96.1%	-	98.3%	-	97.5%	-
Domestic Facilities *	Opened	1 facility	3 facilities	3 facilities	5 facilities	-	3 facilities	-	3 facilities
	Closed	4 facilities	8 facilities	3 facilities	9 facilities	-	7 facilities	-	7 facilities
	Total	238 facilities	236 facilities	202 facilities	198 facilities	-	194 facilities	-	194 facilities
Overseas Facilities	3 facilities	3 facilities	2 facilities	2 facilities	-	2 facilities	-	3 facilities	-

* The counting rules for the number of facilities have been changed for the fiscal year ended March 2014 as a result of the establishment of Sega Entertainment Co., Ltd. and the integration of the amusement center operation business within the Group.

* The facilities targeted as same stores have been changed from fiscal year ended March 2014 as a result of the integration of the amusement center operation business within the Group

《Same Store Sales Comparisons》

FY Ended March 2014															
April	May	June	Results Through 1Q	July	August	September	Results Through 2Q	October	November	December	Results Through 3Q	January	February	March	Full Year Results
90.6%	89.1%	98.8%	92.5%	94.0%	101.6%	95.7%	95.0%	90.2%	94.0%	99.4%	94.9%	100.7%	94.9%	102.1%	96.1%

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 2013		FY Ended March 2014			FY Ending March 2015			
	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	35.3	83.8	43.8	99.8	+19%	51.0	+16%	128.5	+29%
Packaged Games	14.4	35.6	16.2	38.9	+9%	16.3	+1%	49.0	+26%
Digital Games	13.0	29.7	17.6	40.0	+35%	23.5	+34%	52.4	+31%
Toy	3.9	8.4	4.9	8.4	+0%	3.9	-20%	9.7	+15%
Animation	4.2	10.5	5.1	12.1	+15%	6.0	+18%	13.9	+15%
Other / Elimination	-0.2	-0.6	-0.1	0.4	-	1.3	-	3.5	+775%
Operating Income	-0.7	-0.7	1.1	2.0	-	-0.3	-	6.6	+230%
Operating Income Margin	-	-	2.5%	2.0%	-	-	-	5.1%	+3.1pt
Sales in Units (Thousands)	2,760	10,780	3,230	8,730	-19%	4,070	+26%	12,780	+46%

《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 2013				FY Ended March 2014				FY Ending March 2015			
	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	6 (7)	640	10 (13)	2,140	3 (3)	400	12 (21)	2,150	5 (6)	1,320	14 (18)	3,340
US	2 (4)	1,160	8 (18)	4,200	3(3)	1,300	5 (6)	2,800	2 (4)	1,120	12 (20)	4,540
Europe	1 (3)	960	7 (18)	4,420	2 (2)	1,520	4 (5)	3,770	2 (7)	1,620	5 (11)	4,890
Total	9 (14)	2,760	25 (49)	10,780	8 (8)	3,230	21 (32)	8,730	9 (17)	4,070	31 (49)	12,780

Breakdown by Platform	FY Ended March 2013				FY Ended March 2014				FY Ending March 2015			
	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	420	14	2,280	1	20	5	540	5	270	11	1,520
PS4	-	-	-	-	-	-	1	140	1	90	3	690
WiiU	-	-	2	310	1	0	5	320	1	0	4	600
Xbox360	3	300	9	1,420	-	-	-	-	2	160	3	700
Xbox One	-	-	-	-	-	-	-	-	1	90	2	440
3DS	1	10	3	200	-	-	6	780	2	450	13	2,270
PSP	-	-	2	130	1	130	2	160	-	-	-	-
PSV	3	250	8	520	-	-	5	330	4	570	7	790
PC	2	40	11	1,240	5	1,270	8	2,640	1	80	6	1,150
Catalogue etc.	-	1,720	-	4,650	-	1,790	-	3,790	-	2,340	-	4,590
Total	14	2,760	49	10,780	8	3,230	32	8,730	17	4,070	49	12,780

Consumer Business

《Major Titles / Packaged Games》

Title	Region	Platform	Sales Results (thousand units)
Total War: ROME II	Europe / US	PC	1,130
Football Manager 2014	Europe / US	PC	790
Sonic Lost World	Japan / Europe / US	WiiU, 3DS	710
Company of Heroes 2	Europe / US	PC	680
Ryu ga gotoku Ishin !	Japan	PS3, PS4	390

《 Major Titles / Digital Games 》

Title	Platform
PHANTASY STAR ONLINE 2	PC, PSV
Puyopuyo!! Quest	iOS, Android
CHAIN CHRONICLE	iOS, Android
BORDER BREAK Mobile: Gun Front Hurricane	iOS, Android

* 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.