

FY Ending March 2014 1st Quarter Results Presentation



August 1st, 2013
SEGA SAMMY HOLDINGS INC.

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【FY Ending March 2014 1st Quarter Results/ 1st Half Forecasts】

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Consolidated Income Statements (Summary)



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(JPY Billion)	FY Ended Mach 2013			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	485.0
Pachislot and Pachinko Machines	33.7	54.3	142.2	51.8	+53.7%	109.0	270.0
Amusement Machine Sales	8.3	18.7	39.1	6.8	-18.1%	18.0	45.5
Amusement Center Operations	10.0	21.7	42.7	10.0	-	23.0	45.5
Consumer Business	14.9	35.3	83.8	18.8	+26.2%	41.0	109.5
Other	2.8	6.3	13.4	3.2	+14.3%	7.0	14.5
Operating Income	5.4	7.8	19.0	16.1	+198.1%	17.5	73.0
Pachislot and Pachinko Machines	7.8	10.4	23.5	18.7	+139.7%	25.2	74.0
Amusement Machine Sales	0.2	0.8	1.9	-0.4	-	-0.1	2.7
Amusement Center Operations	0.4	0.8	1.1	0.0	-	0.4	0.2
Consumer Business	-1.5	-0.7	-0.7	0.0	-	-3.7	3.9
Other	-0.1	-0.1	-0.4	-0.4	-	-0.3	-0.3
Eliminations	-1.3	-3.2	-6.3	-1.6	-	-4.0	-7.5
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	72.0
Extraordinary Gain	0.3	0.3	10.1	3.3	-	3.0	3.3
Extraordinary Loss	0.0	0.3	5.4	0.0	-	0.0	4.8
Income before income taxes and minority interests	4.9	7.3	25.6	20.3	+314.3%	20.0	70.5
Net Income	2.5	3.8	33.4	12.9	+416.0%	9.0	47.0
Dividends per share (JPY)	-	20	40	-	-	20	40
Earnings per share (JPY)	10.17	15.74	137.14	53.40	-	37.18	194.17
Net Assets per share (JPY)	1,136.01	1,125.09	1,304.44	1,357.63	-	-	-



<p>Net Sales/Profits Other</p>		<ul style="list-style-type: none"> • Year-on-year, sales and profits increased mainly due to the sales of mainstay products in the Pachislot and Pachinko Machines Business • Recorded extraordinary gain as a result of sales of noncurrent assets
<p>Segment breakdown</p>	<p>Pachislot and Pachinko Machines</p>	<ul style="list-style-type: none"> • Year-on-year, sales and profits increased due to sales of mainstay pachislot machines • Year-on-year, pachislot unit sales increased due to sales of mainstay title “Pachislot Hokuto No Ken Chapter of Resurrection” • Year-on-year, pachinko unit sales increased due to solid sales of launched titles, despite there being no sales of mainstay titles
	<p>Amusement Machine Sales</p>	<ul style="list-style-type: none"> • Recorded losses due to sales decreasing year-on-year due to there being no sales of mainstay titles • Income from revenue sharing model continues to be strong
	<p>Amusement Center Operations</p>	<ul style="list-style-type: none"> • Year-on-year, profits decreased as a result of same-store sales struggling to increase • Domestic same-store sales dropped compared to the previous fiscal year
	<p>Consumer Business</p>	<ul style="list-style-type: none"> • Year-on-year, sales increased and returned to profit due to expansion of earnings in the digital business • Mainstay digital title of the previous fiscal period “Phantasy Star Online 2” continues to be strong • Application “Puyopuyo!! Quest” for smartphones is robust
	<p>Others</p>	<ul style="list-style-type: none"> • Preliminary expenses in resort related activities occurred, such as the establishment of SEGA SAMMY BUSAN INC.



(JPY Billion)	FY Ended March 2013			FY Ending March 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
Depreciation	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

Consolidated Balance Sheet (Summary)



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(JPY billion) 【 Assets 】				【 Liabilities and Net Assets 】			
Account	End of Previous Fiscal Year	End of 1Q	Change	Account	End of Previous Fiscal Year	End of 1Q	Change
Cash and Deposits	176.5	114.5	-62.0	Accounts Payable	50.1	30.5	-19.6
Accounts Receivable	63.8	69.2	+5.4	Corporate Bond	5.8	5.8	-
Securities	4.2	36.6	+32.4	Short Term Borrowings	12.8	12.8	-
Inventories	42.5	43.6	+1.1	Other	34.9	31.3	-3.6
Other	31.5	25.6	-5.9				
				Total Current Liabilities	103.6	80.4	-23.2
Total Current Assets	318.5	289.5	-29.0	Corporate Bond	29.5	29.5	+0
Tangible Fixed Assets	87.0	97.7	+10.7	Long Term Debt	44.9	43.8	-1.1
Intangible Fixed Assets	22.9	21.7	-1.2	Other	30.4	30.8	+4
Investment Securities	72.7	83.5	+10.8				
Other	27.3	26.0	-1.3	Total Noncurrent Liabilities	104.8	104.1	-0.7
				Total Liabilities	208.4	184.6	-23.8
				Shareholders Equity	307.6	316.6	+9.0
				Total accumulated other comprehensive income	8.0	12.8	+4.8
				Warrants	1.1	1.0	-0.1
				Minority Interest	3.1	3.2	+0.1
Total Noncurrent Assets	209.9	228.9	+19.0	Total Net Assets	320.0	333.8	+13.8
Total Assets	528.5	518.5	-10.0	Total Liabilities and Net Assets	528.5	518.5	-10.0

Summary of Results Through 1Q

■ Current Assets: Down 29.0 billion yen primarily due to the decrease of cash and deposits.

■ Noncurrent Assets: Up 19.0 billion yen primarily due to the increase in investment securities (increase of shares market price) and the purchase of land in Busan

• Total Assets : 518.5 billion yen decreased by 10.0 billion yen

■ Current ratio : 359.8% (+52.4pt)

■ Equity ratio : 63.6% (+3.9pt)

(JPY billion)	End of Previous Fiscal Year	End of 1Q	Difference
Total assets	528.5	518.5	-10.0
Net assets	320.0	333.8	+13.8
Equity ratio	59.7%	63.6%	+3.9pt
Current ratio	307.4%	359.8%	+52.4pt



(JPY Billion)	FY Ended Mach 2013			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

Summary of Results Through 1Q

1st Half Forecasts

Overall

- Year-on-year, sales and profits increased

- Year-on-year, sales and profits are forecasted to increase

Pachislot

- Year-on-year, unit sales increased by 27 thousand units due to the launch of the mainstay title of this fiscal year **“Pachislot Hokuto No Ken Chapter of Resurrection”**
- Main launched titles
⇒Sammy **“Pachislot Hokuto No Ken Chapter of Resurrection”** (June)

- Plans to launch several titles
⇒GINZA **“Pachislot Kaiji 3”** (September)
⇒TAIYO ELEC **“Pachislot Chameleon”** (September)
- Plans to launch several major titles in the second half of the fiscal year

Pachinko

- 1Q was generally strong despite there being no plans to launch mainstay titles
- Main launched titles
⇒Sammy **“Pachinko CR Shin-Juoh Dejihane Ver. / Light Middle Ver.”** (April)
⇒TAIYO ELEC **“CR Kayou Suspense Gekijou”** (May)

- Several titles to be launched
⇒Sammy **“Pachinko CR Rookies”** (September)
⇒TAIYO ELEC **“CR Gorenger”** (August)
- Introduction of major titles focused in the second half of the fiscal year



Shipment Data: Pachislot

* Number of titles reflects products which begin sales in the period

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



“Pachislot Hokuto No Ken Chapter of Resurrection” (Sammy)

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*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

Major Titles (Results) / Pachislot

Brand	Title	Total Sales	Installed From
Sammy	Pachislot Hokuto No Ken Chapter of Resurrection	106,669 units	June



Shipment Data: Pachinko

* Number of titles reflects products which begin sales in the period

Pachinko	FY Ended March 2013			FY Ending March 2014		
	Results Through 1Q	Results Through 2Q	Full Year Results	Results Through 1Q	Forecasts Through 2Q	Full Year Forecasts
Sammy	2 titles	5 titles	8 titles	1 title	3 titles	7 titles
	16,273 units	45,119 units	195,088 units	11,002 units	90,000 units	260,000 units
TAIYO ELEC	3 titles	4 titles	6 titles	1 title	3 titles	5 titles
	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
	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



“CR Kayou Suspense Gekijou” (TAIYO ELEC)

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Major Titles (Results)/ Pachinko

Brand	Title	Total Sales	Installed From
TAIYO ELEC	CR Kayou Suspense Gekijou	13,974 units	May
Sammy	Pachinko CR Shin-Juoh Dejihane Ver. / Light Middle Ver.	8,291 units	April



“Pachinko CR Shin-Juoh Dejihane Ver. / Light Middle Ver.” (Sammy)

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(JPY Billion)	FY Ended March 2013			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	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	-13.3%	2.7	6.2
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

Summary of Results Through 1Q

- Year-on-year, sales and profits decreased
- No launch of mainstay titles in 1Q
- Distribution of earnings of revenue sharing model continue to be strong (main titles under revenue sharing models)
“**BORDER BREAK Series**”

1st Half Forecasts

- Forecasting decreased sales and profits year-on-year
- Launch of several mainstay titles
 - ⇒ “**CODE OF JOKER**”
 - ⇒ “**StarHorse3 Season II BLAZE OF GLORY**”
 - ⇒ “**HORUKA X TORUKA**”
- Expect continued distribution of earnings from revenue sharing model
- Major new titles are mainly focused in the second half of the fiscal year



Major Titles (Results)

Title	Game Type	Sales
BORDER BREAK Series	Video Game	0.4 billion yen
WORLD CLUB Champion Football Series	Trading Card Game	0.4 billion yen
SENGOKU-TAISEN Trading Card Game	Trading Card Game	0.4 billion yen

*Sales includes sales of cards and other consumables and distribution earnings of revenue sharing titles.



“BORDER BREAK Series”

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“WORLD CLUB Champion Football Series”

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The game is made by Sega in association with Panini.



(JPY Billion)	FY Ended March 2013			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	10.0	21.7	42.7	10.0	0.0%	23.0	45.5
Operating Income	0.4	0.8	1.1	0.0	-	0.4	0.2
Operating Income Margin	4.0%	3.7%	2.6%	-	-	1.7%	0.4%
Same Store Sales Comparisons *	94.6%	93.8%	93.8%	92.5%	-	101.5%	101.8%
Domestic Facilities	Opened	1 facility	1 facility	3 facilities	1 facility	2 facilities	4 facilities
	Closed	2 facilities	4 facilities	8 facilities	2 facilities	3 facilities	9 facilities
	Total	240 facilities	238 facilities	236 facilities	201 facilities	-	201 facilities
Overseas Facilities	3 facilities	3 facilities	3 facilities	2 facilities	-	3 facilities	4 facilities
Cap-ex	2.0	5.4	7.9	1.4	-30.0%	5.0	10.1
Depreciation	0.9	2.1	4.6	0.9	0.0%	2.5	5.5

※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.

Summary of Results through 1Q

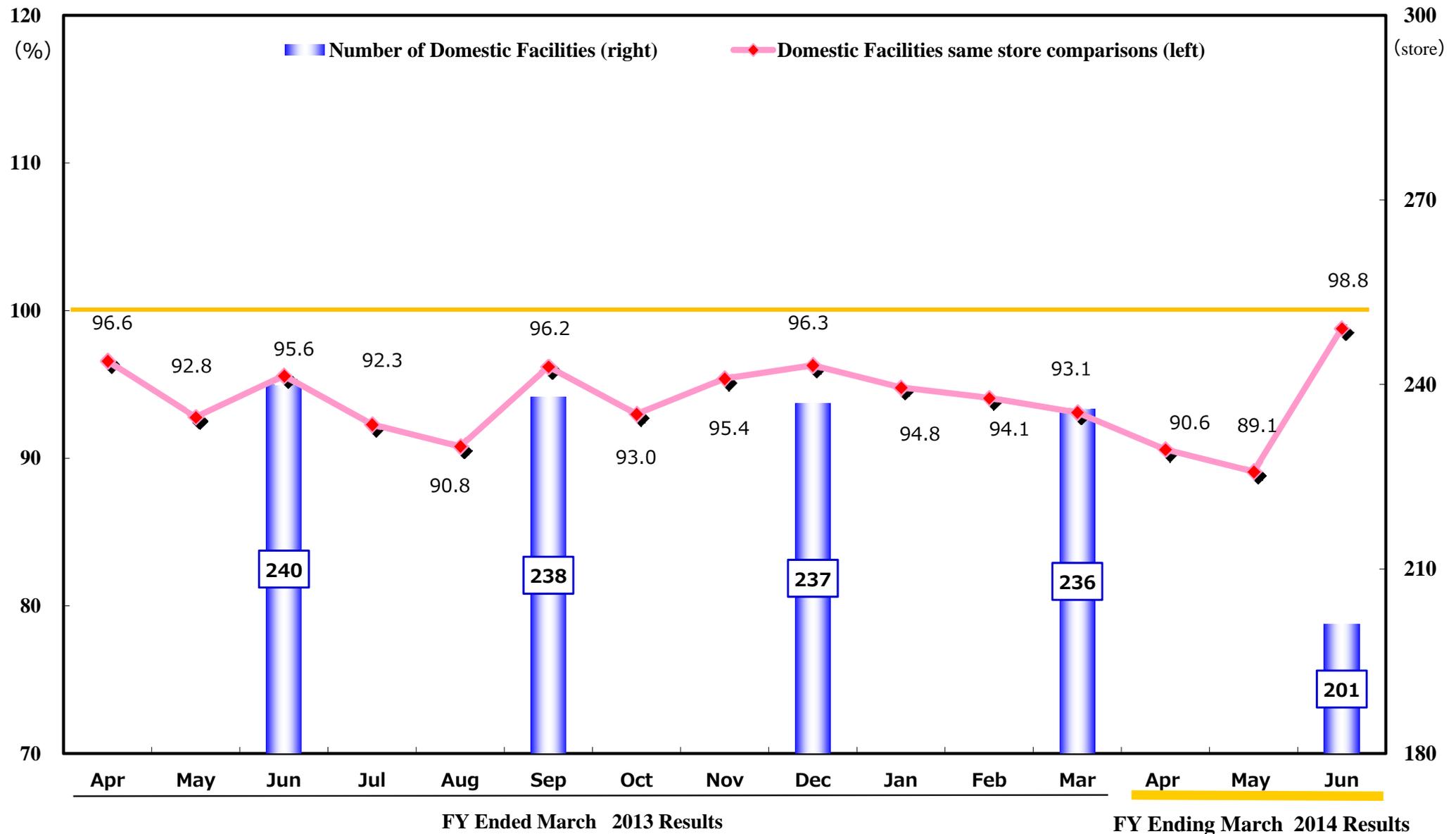
- Profits decreased as a result of same-store sales struggling to increase year-on-year
- Domestic same store sales comparison: Q1 Result: 92.5% (April: 90.6%; May: 89.1%; June: 98.8%)
- Domestic facilities: End of the 1Q: 201 facilities (opening of 1 facility and closing of 2 facilities)

1st Half Forecasts

- Year on year, sales are forecasted to increase and profit is estimated to decrease
- Domestic facilities: End of 1st Half : 201 (Openings : 2, Closures : 3)
- Opening of a “nature” themed experience-based entertainment park “Orbi Yokohama,” a new development under a partnership between Sega Corporation and BBC Worldwide Limited, on August 19, 2013



SEGA Domestic Facilities Same Store Sales Comps / Domestic Facilities Number Transition



※Number of domestic facilities and domestic store comparison against the previous year, are calculated based on the old standard until the fiscal year ended March 2013.

※ From FY Ending March 2014, number of domestic facilities we've covered have been changed.



(JPY Billion)	FY Ended March 2013			FY Ending March 2014			
	Results Through 1Q	Results Through 2Q	Full Year Forecasts	Results Through 1Q	YoY Change	Results 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

Summary of Results Through 1Q

Overall

- Year-on-year, sales increased and returned to profit due to earnings contribution of the digital titles such as “**Phantasy Star Online 2**” that launched service in July 2012

Packaged Games

- Overseas: Launch of “**Company of Heroes 2**”
- Domestic: Launch of “**7TH DRAGON 2020-II**”

Digital Games

- Service of mainstay title of the previous fiscal year “**Phantasy Star Online 2**” is robust
- “**Puyopuyo!! Quest**,” a title launched for smartphones, surpassed 3 million downloads
- Strengthened activities of “**777townSP**” for smartphones and “**Moba7**” for DeNA

Toy

- Sales of mainstay products such as “**Jewelpod**” are solid

Animation

- Overseas sales and video distribution of “**Lupin the Third**” are solid

1st Half Forecasts

- Year-on-year, sales is forecasted to increase due to the improvement in the digital games field but loss is estimated to increase

- Launch of major and mainstay games are focused in the second half of the fiscal year
- Major titles planned to be launched in 2Q Overseas: “**Total War Rome II**”

- Update for “**Phantasy Star Online 2**,” a new chapter “Episode 2” is available from July 17.
- Expand earnings from smartphones titles

- Strengthen activities of mainstay products such as “**ANPANMAN series**” and “**Jewelpod**”

- Movie “**Detective Conan Private Eye in the Distant Sea**” records the highest box-office revenues for the series, and license revenue from commercialization and distribution, etc. is forecasted to be solid



Sales Results (Packaged Game)

*Number of titles reflects products which begin sales in the period
(Number of titles by platform is based on SKU)

Breakdown by Region	FY Ended March 2013						FY Ending March 2014					
	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	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

Breakdown by Platform	FY Ended March 2013						FY Ending March 2014					
	Results Through 1Q		Results Through 2Q		Full Year Results		Results Through 1Q		Forecast 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	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
Xbox360	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

Major Titles (Results) / Packaged Games

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



“Company of Heroes 2”

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“7TH DRAGON 2020-II”

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Major Titles (Results) /Digital Games



“Phantasy Star Online 2”

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- Celebrated 1 year anniversary of launch of PC service on July 4, 2013
- Number of client distribution for the PS Vita version surpassed 500,000 for downloaded and packaged versions in the 3 months since the launch of service (Surpassed cumulative total of 2.5 million when combined with downloaded, packaged and PC versions)
- Recorded more than 107,000 concurrent users (July 2013)
- Launch of services in Taiwan, Hong Kong, Macau and 6 southeastern Asian countries in 2014



“Puyopuyo!! Quest”

©SEGA ©SEGA Networks

- Launched service for iOS version in April 2013 (Launched service for Android version in June)
- iOS version surpassed 1 million downloads in 10 days since release.
- Surpassed 3 million downloads for iOS and Android versions combined on July 24, 2013

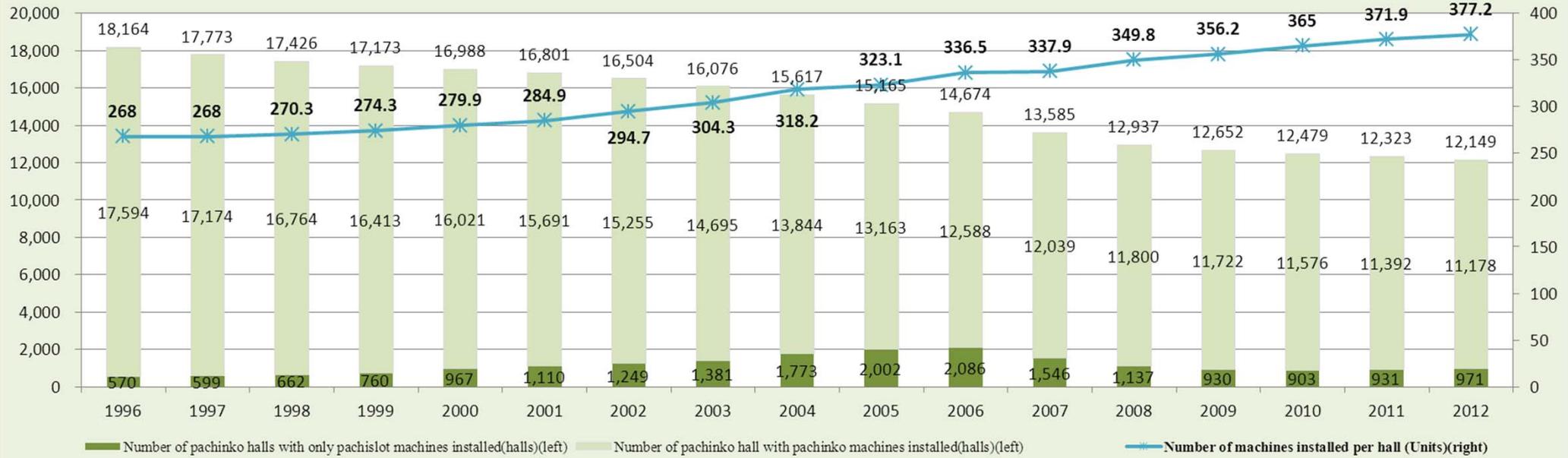
Appendix



SEGA-SAMMY
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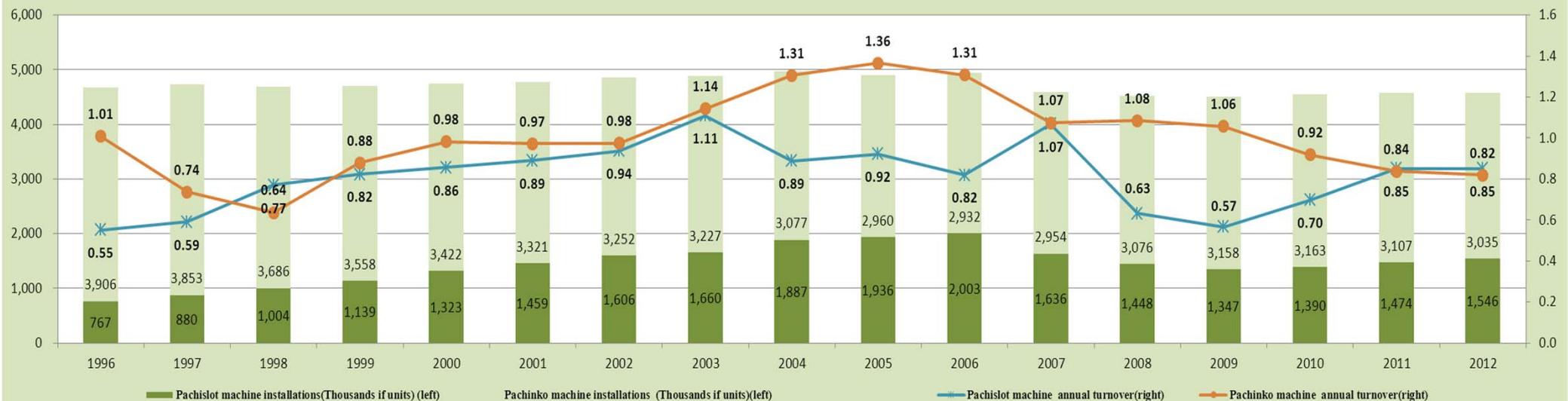


Number of pachinko hall with pachinko machines installed and Pachinko machine installations and annual turnover



Pachinko and pachislot machine installations and annual turnover

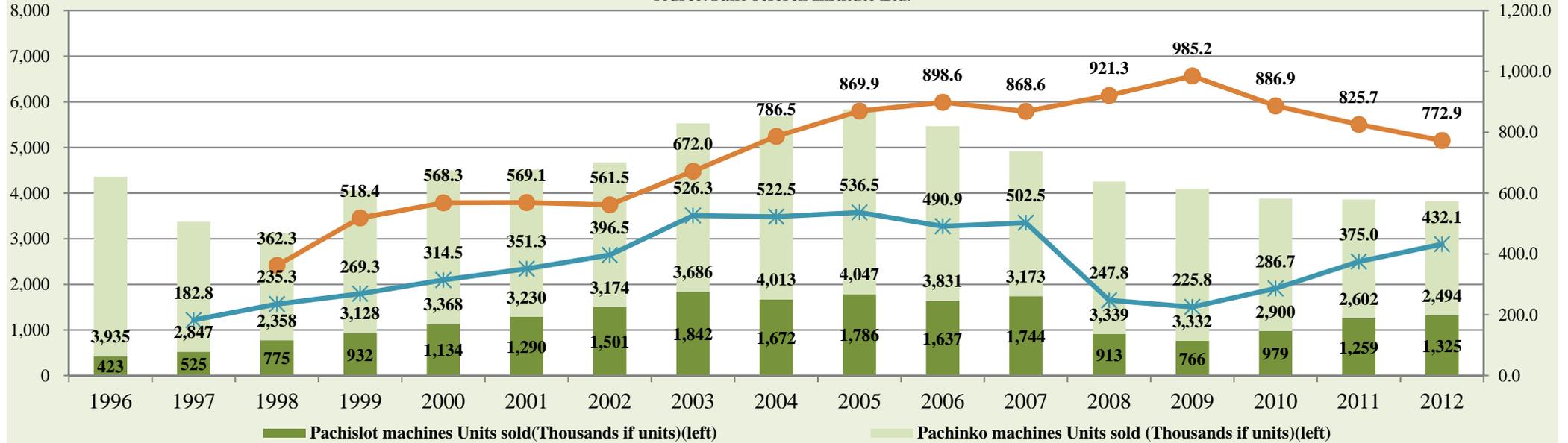
Sources: National Police Agency and Yano research Institute Ltd.





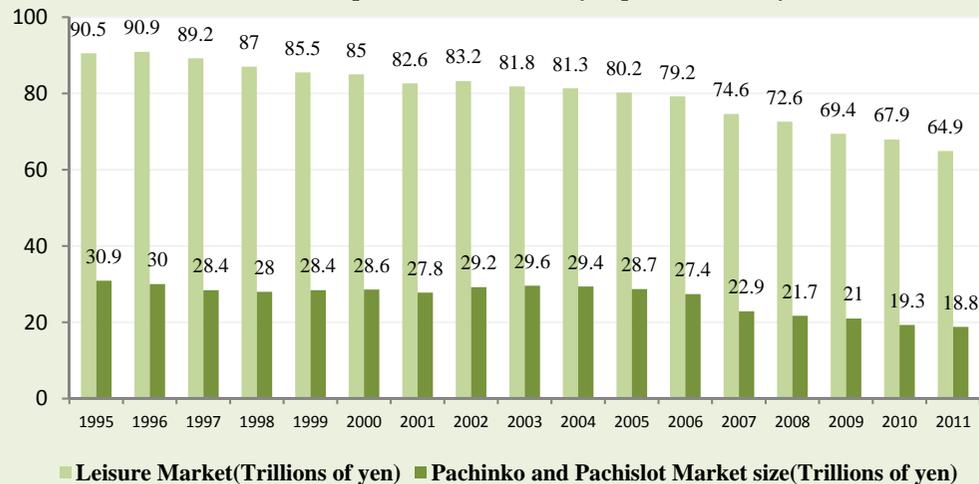
Pachinko and Pachislot machines-Unit Sales and Market Size

source:Yano reserch Institute Ltd.



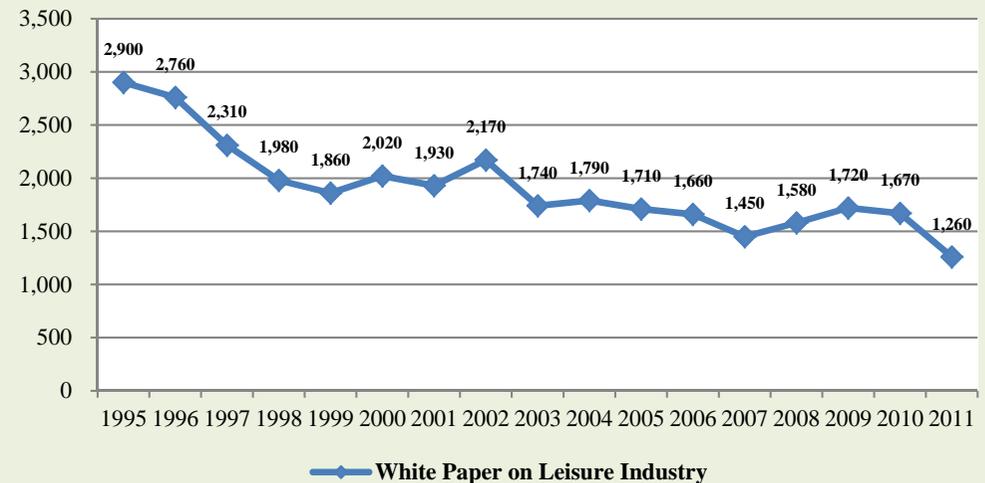
Market size results

Sources:White Paper on Leisure Industry,Japan Productivity Center



Number of players and Market size

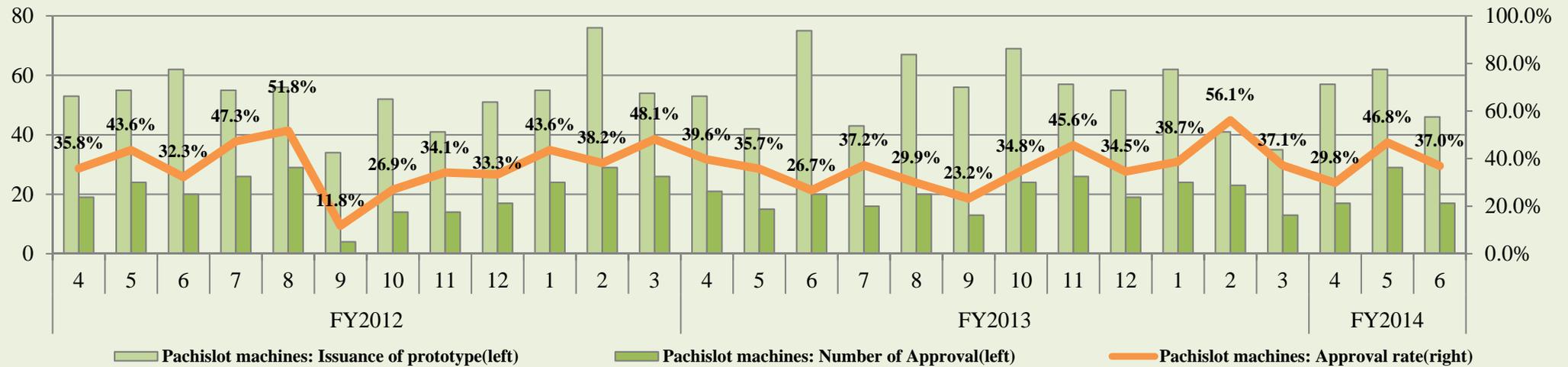
Sources:White Paper on Leisure Industry,Japan Productivity Center





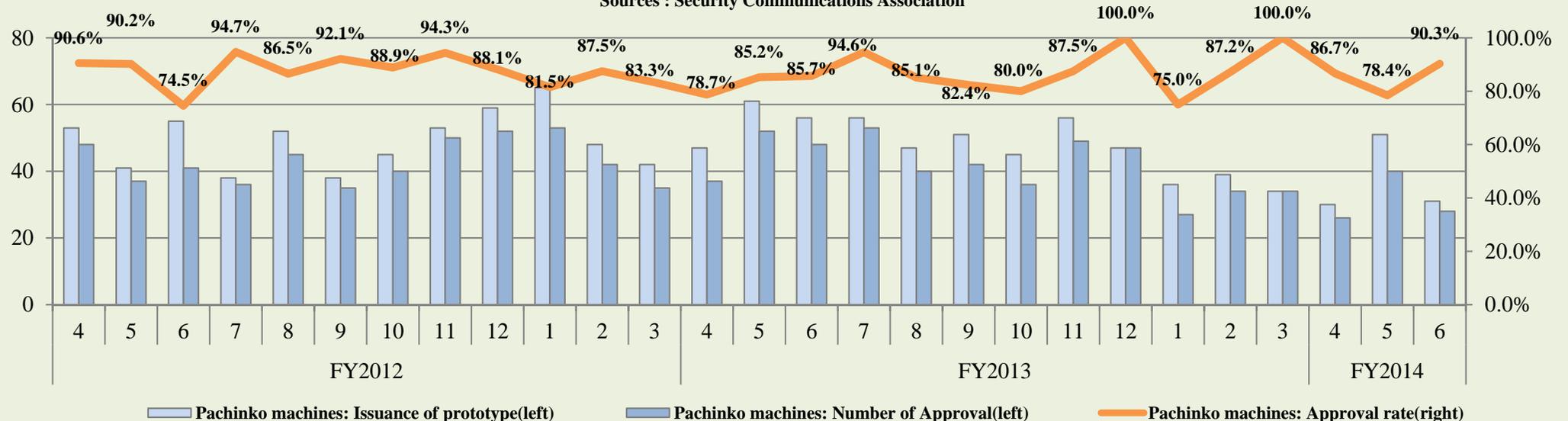
Pachislot machines : Prototype testing results

Sources : Security Communications Association



Pachinko machines : Prototype testing results

Sources : Security Communications Association





Share of Annual Pachislot Machine Sales

Rank	2008			2009			2010			2011			2012		
	Manufacturer	Units sold	Share												
1	Y Company	172,000	18.8%	Sammy	162,932	21.3%	Sammy	302,270	30.9%	Sammy	300,866	23.9%	U Company	236,000	17.8%
2	S Company	133,714	14.6%	S Company	104,266	13.6%	D Company	117,000	11.9%	D Company	200,000	15.9%	Sammy	202,221	15.3%
3	Sammy	123,286	13.5%	U Company	100,000	13.1%	S Company	116,424	11.9%	Y Company	196,000	15.6%	Y Company	193,000	14.6%
4	H Company	68,000	7.4%	Y Company	73,000	9.5%	H Company	111,000	11.3%	U Company	172,000	13.7%	D Company	186,000	14.0%
5	K Company	59,000	6.5%	K Company	60,000	7.8%	U Company	103,000	10.5%	S Company	96,158	7.6%	K Company	110,000	8.3%

Share of Annual Pachinko Machine Sales

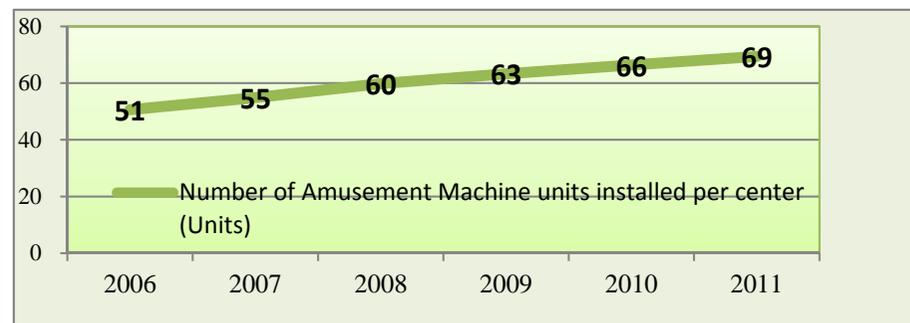
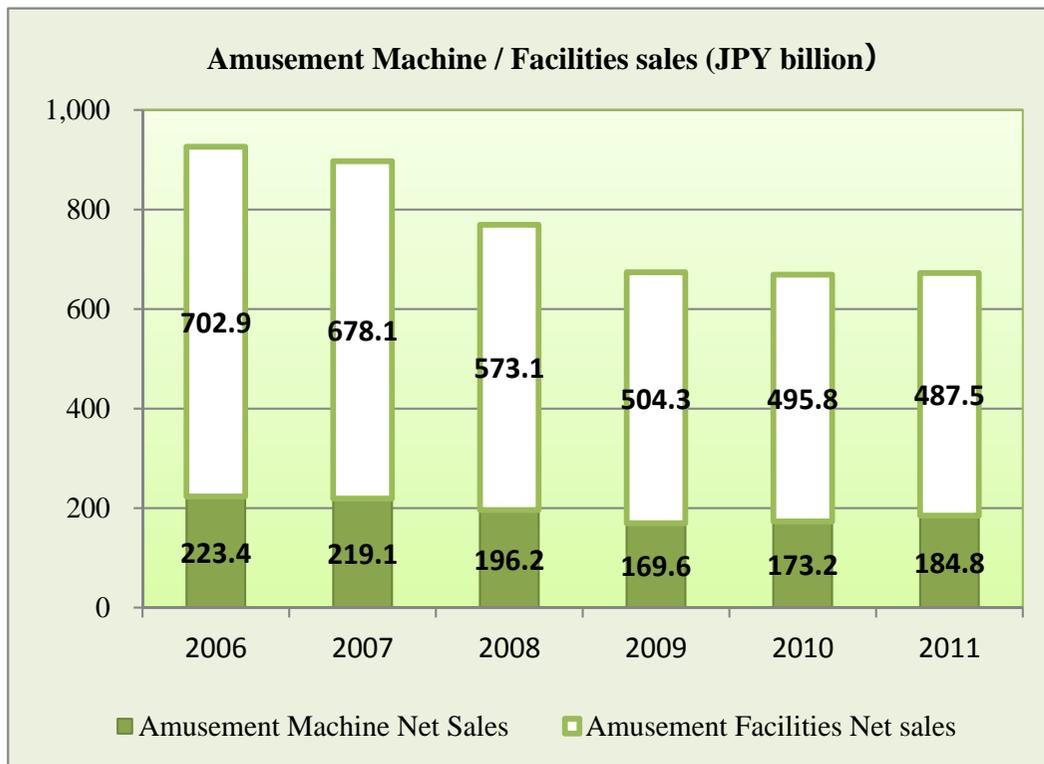
Rank	2008			2009			2010			2011			2012		
	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share									
1	S Company	810,000	24.3%	S Company	600,000	18.0%	S Company	653,000	22.5%	K Company	485,000	18.6%	S Company	544,000	21.8%
2	S Company	451,941	13.5%	S Company	572,464	17.2%	S Company	424,533	14.6%	S Company	360,805	13.9%	K Company	507,000	20.3%
3	Sammy	391,831	11.7%	K Company	426,000	12.8%	Sammy	343,188	11.8%	Sammy	332,288	12.8%	H Company	252,000	10.1%
4	N Company	349,000	10.5%	N Company	395,000	11.9%	K Company	322,000	11.1%	S Company	332,000	12.8%	N Company	250,000	10.0%
5	K Company	340,000	10.2%	Sammy	360,171	10.8%	N Company	296,000	10.2%	N Company	255,000	9.8%	Sammy	216,860	8.7%

Source: Yano Research Institute Ltd.

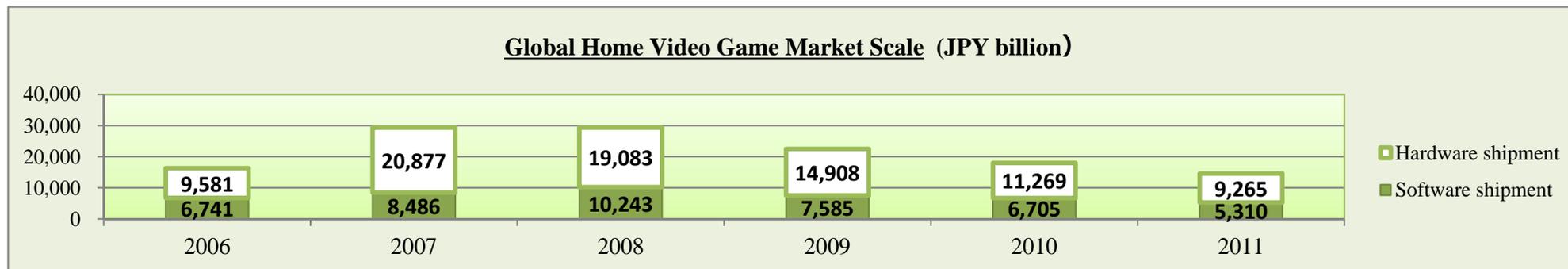
*Estimated by Yano Research Institute Ltd. with fiscal years from July of each year through June the following year as criteria



Amusement Machine and Amusement Center Operations Markets Scale



Source: JAIA, National Police Agency



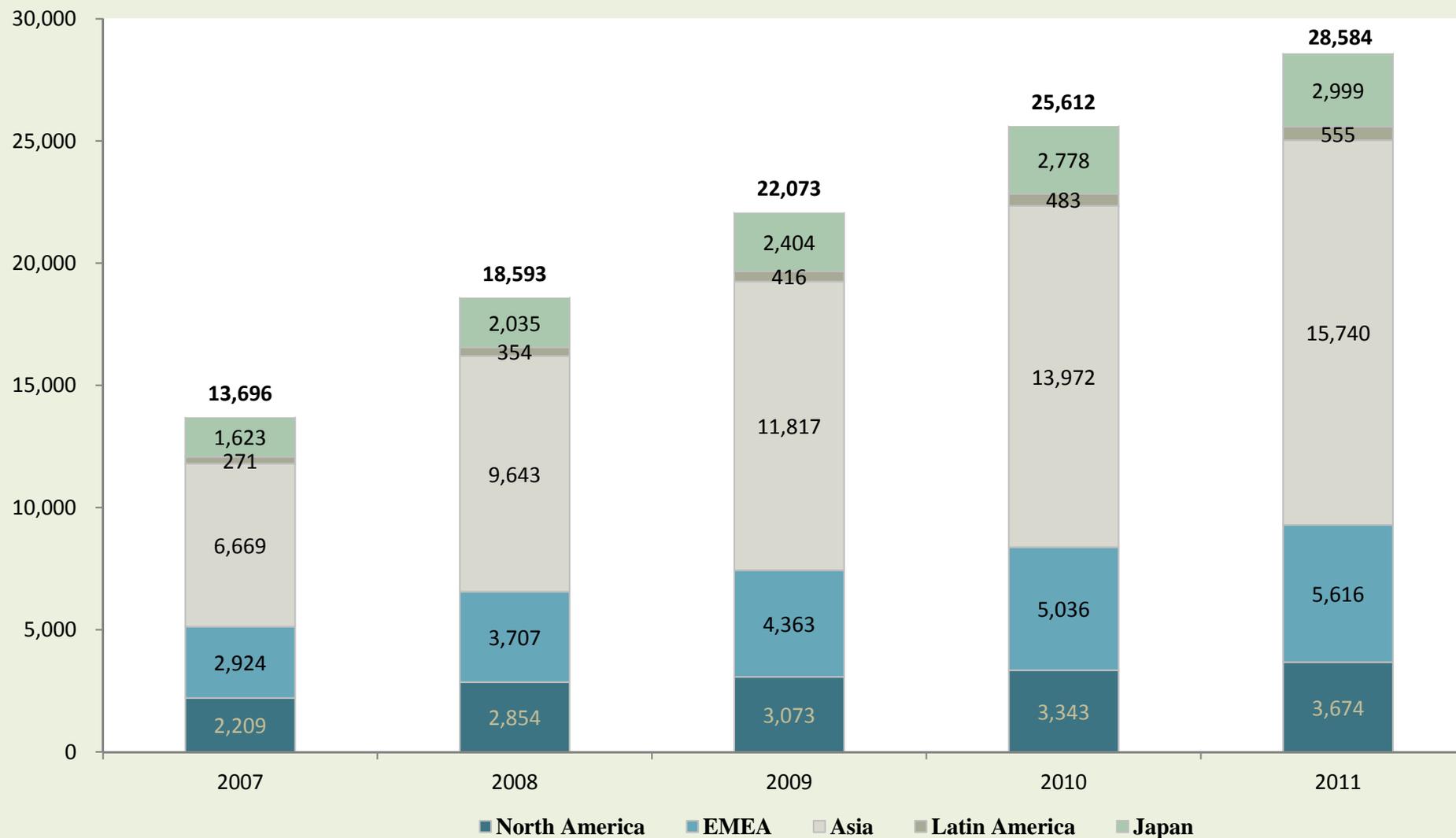
Source: 2012CESA Games White Paper



Global Online Game Market

(US Dollar millions)

Source : PwC's annual Global Entertainment and Media Outlook: 2012-2016



Past Operating Results



SEGA-SAMMY
HOLDINGS

SEGA-SAMMY
GROUP

From FY Ended March 2010 to FY Ending March 2014

*Number of titles reflects products which begin sales in the period (Numbers shown in parentheses are based on SKU)

*The data in this page can be downloaded from following URL.

(http://www.segasammy.co.jp/english/ir/library/pdf/settlement/2014/e_201403_1qtransition.xls)

(JPY billion)	FY Ended March 2010	FY Ended March 2011	FY Ended March 2012		FY Ended March 2013				FY Ending March 2014
	Full Year Results	Full Year Results	Results Through 2Q	Full Year Results	Results Through 1Q	Results Through 2Q	Results Through 3Q	Full Year Results	Results Through 1Q
Net Sales	384.6	396.7	152.6	395.5	69.9	136.5	207.0	321.4	90.7
Breakdown									
Pachislot and Pachinko Machines	160.3	212.0	74.8	212.1	33.7	54.3	74.0	142.2	51.8
Amusement Machines Sales	45.1	47.2	19.3	49.9	8.3	18.7	30.6	39.1	6.8
Amusement Center Operations	54.7	45.6	23.2	44.6	10.0	21.7	32.0	42.7	10.0
Consumer Business	121.5	88.8	33.4	85.6	14.9	35.3	60.3	83.8	18.8
Other	2.8	2.8	1.6	3.0	2.8	6.3	9.8	13.4	3.2
Operating Income	36.7	68.7	15.1	58.3	5.4	7.8	7.0	19.0	16.1
Breakdown									
Pachislot and Pachinko Machines	29.5	64.2	20.6	71.0	7.8	10.4	7.7	23.5	18.7
Amusement Machines Sales	7.0	7.3	1.5	7.4	0.2	0.8	2.6	1.9	-0.4
Amusement Center Operations	-1.3	0.3	1.6	0.3	0.4	0.8	0.9	1.1	0.0
Consumer Business	6.3	1.9	-6.0	-15.1	-1.5	-0.7	0.5	-0.7	0.0
Other	0.3	0.0	0.2	0.2	-0.1	-0.1	-0.2	-0.4	-0.4
Eliminations	-5.2	-5.1	-2.9	-5.4	-1.3	-3.2	-4.5	-6.3	-1.6
Operating Margin	9.5%	17.3%	9.9%	14.7%	7.7%	5.7%	3.4%	5.9%	17.8%
Ordinary Income	35.9	68.1	14.7	58.1	4.6	7.2	8.4	20.9	17.0
Ordinary Income Margin	9.3%	17.2%	9.6%	14.7%	6.6%	5.3%	4.1%	6.5%	18.7%
Net Income	20.2	41.5	3.9	21.8	2.5	3.8	3.0	33.4	12.9
Net Income Margin	5.3%	10.5%	2.6%	5.5%	3.6%	2.8%	1.4%	10.4%	14.2%
R&D expense / content production expense	41.5	41.1	19.7	53.3	9.2	19.1	32.7	45.2	9.8
Cap-ex	16.1	19.6	9.4	36.1	11.1	21.6	27.3	32.8	16.2
Depreciation	17.1	15.9	6.4	16.1	3.2	7.4	12.3	18.1	4.3
Advertising	20.7	15.1	7.6	17.2	2.2	5.6	9.2	13.1	2.8
# of pachislot titles	12 titles	10 titles	4 titles	11 titles	2 titles	3 titles	5 titles	8 titles	1 title
Unit sales	162,932 units	302,270 units	52,769 units	300,866 units	80,906 units	108,604 units	130,590 units	202,221 units	108,247 units
# of pachinko titles	13 titles	12 titles	7 titles	14 titles	5 titles	9 titles	12 titles	14 titles	2 titles
Unit sales	360,171 units	343,188 units	181,589 units	332,288 units	23,764 units	57,749 units	89,188 units	216,860 units	28,606 units
Same Store Sales Comparisons	91.7%	99.3%	101.2%	100.5%	94.6%	93.8%	93.7%	93.8%	92.5%
Domestic Facilities	260 facilities	249 facilities	248 facilities	241 facilities	240 facilities	238 facilities	237 facilities	236 facilities	201 facilities*
# of game software titles	66 (105)	51 (71)	16 (36)	45 (86)	7 (12)	9 (14)	19 (32)	25 (49)	3 (3)
Sales (Thousand units)	26,750	18,710	4,840	17,240	1,340	2,760	6,940	10,780	1,210

※The counting rules for the number of facilities have been changed from fiscal year ending March 2014

