

Appendix of Consolidated Financial Statements
6 Months Ended September 30, 2013

Consolidated Income Statements

(JPY Billion)	FY Ended Mach 2012		FY Ended Mach 2013		FY Ending Mach 2014				
	Results Through 2Q	Full Year Results	Results Through 2Q	Full Year Results	Initial Forecasts Through 2Q (announced on May 10)	Results Through 2Q	YoY Change	Full year Forecasts	YoY Change
Net Sales	152.6	395.5	136.5	321.4	198.0	162.2	+19%	485.0	+51%
Pachislot and Pachinko Machines	74.8	212.1	54.3	142.2	109.0	71.2	+31%	270.0	+90%
Amusement Machine Sales	19.3	49.9	18.7	39.1	18.0	18.0	-4%	45.5	+16%
Amusement Center Operations	23.2	44.6	21.7	42.7	23.0	21.9	+1%	45.5	+7%
Consumer Business	33.4	85.6	35.3	83.8	41.0	43.8	+24%	109.5	+31%
Other	1.6	3.0	6.3	13.4	7.0	7.1	+13%	14.5	+8%
Operating Income	15.1	58.3	7.8	19.0	17.5	12.3	+58%	73.0	+284%
Pachislot and Pachinko Machines	20.6	71.0	10.4	23.5	25.2	15.1	+45%	74.0	+215%
Amusement Machine Sales	1.5	7.4	0.8	1.9	-0.1	-0.0	-	2.7	+42%
Amusement Center Operations	1.6	0.3	0.8	1.1	0.4	0.2	-75%	0.2	-82%
Consumer Business	-6.0	-15.1	-0.7	-0.7	-3.7	1.1	-	3.9	-
Other	0.2	0.2	-0.1	-0.4	-0.3	-0.4	-	-0.3	-
Eliminations	-2.9	-5.4	-3.2	-6.3	-4.0	-3.6	-	-7.5	-
Operating Margin	9.9%	14.7%	5.7%	5.9%	8.8%	7.6%	+1.9pt	15.1%	+9.2pt
Ordinary Income	14.7	58.1	7.2	20.9	17.0	14.2	+97%	72.0	+244%
Ordinary Income Margin	9.6%	14.7%	5.3%	6.5%	8.6%	8.8%	+3.5pt	14.8%	+8.3pt
Extraordinary Gain	1.1	3.3	0.3	10.1	3.0	3.8	-	3.3	-
Extraordinary Loss	5.3	18.5	0.3	5.4	-	0.6	-	4.8	-
Income before income taxes and minority interests	10.4	42.9	7.3	25.6	20.0	17.4	+138%	70.5	+175%
Net Income	3.9	21.8	3.8	33.4	9.0	11.3	+197%	47.0	+41%
Net Income Margin	2.6%	5.5%	2.8%	10.4%	4.5%	7.0%	+4.2pt	9.7%	-0.7pt
Dividends per share (JPY)	20.00	40.00	20.00	40.00	20.00	20.00	-	40.00	-
Earnings per share (JPY)	15.79	86.73	15.74	137.14	37.18	46.76	-	194.17	-
Net Assets per share (JPY)	1,115.46	1,167.59	1,125.09	1,304.44	-	1,401.90	-	-	-

Costs and Expenses

(JPY Billion)	FY Ended Mach 2012		FY Ended Mach 2013		FY Ending Mach 2014				
	Results Through 2Q	Full Year Results	Results Through 2Q	Full Year Results	Initial Forecasts Through 2Q (announced on May 10)	Results Through 2Q	YoY Change	Full year Forecasts	YoY Change
R&D Expense / Content Production Expense	19.7	53.3	19.1	45.2	24.1	23.0	+20%	54.9	+21%
Cap-ex	9.4	36.1	21.6	32.8	17.1	22.6	+5%	32.5	-1%
Depreciation	6.4	16.1	7.4	18.1	10.7*	9.2	+24%	23.0*	+27%
Advertising	7.6	17.2	5.6	13.1	10.0	7.0	+25%	19.5	+49%

* We've made a correction to the forecasts of the depreciation cost due to error in counting.

Pachislot and Pachinko Machines

(JPY Billion)	FY Ended Mach 2012		FY Ended Mach 2013		FY Ending Mach 2014				
	Results Through 2Q	Full Year Results	Results Through 2Q	Full Year Results	Initial Forecasts Through 2Q (announced on May 10)	Results Through 2Q	YoY Change	Full year Forecasts	YoY Change
Net Sales	74.8	212.1	54.3	142.2	109.0	71.2	+31%	270.0	+90%
Pachislot	15.4	104.3	36.1	64.2	66.6	52.2	+45%	165.0	+157%
Pachinko	56.9	101.8	14.8	72.3	40.3	16.9	+14%	100.8	+39%
Other	2.5	6.0	3.4	5.7	2.1	2.1	-38%	4.2	-26%
Operating Income	20.6	71.0	10.4	23.5	25.2	15.1	+45%	74.0	+215%
Operating Income Margin	27.5%	33.5%	19.2%	16.5%	23.1%	21.2%	+2.0pt	27.4%	+10.9pt
Unit Sales (Pachislot)	52,769	300,866	108,604	202,221	188,000	143,171	+32%	478,000	+136%
Unit Sales (Pachinko)	181,589	332,288	57,749	216,860	127,500	54,955	-5%	324,500	+50%

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

Pachislot	FY Ended March 2012		FY Ended March 2013		FY Ending March 2014			Pachislot		
	Results Through 2Q	Full Year Results	Results Through 2Q	Full Year Results	Forecasts Through 2Q (announced on May 10)	Results Through 2Q	Full Year Forecasts	Title	Brand	Unit Sales (Thousands)
Sammy	2 titles	4 titles	3 titles	4 titles	2 titles	1 title	5 titles	Pachislot Kaiji 3	Ginza	25
	20,005 units	204,687 units	69,209 units	91,484 units	155,000 units	114,453 units	365,000 units			
Rodeo	1 title	3 titles	0 title	2 titles	0 title	0 title	1 title			
	23,465 units	82,474 units	38,663 units	104,041 units	0 unit	893 units	30,000 units			
TAIYO ELEC	1 title	4 titles	0 title	2 titles	1 title	1 title	3 titles			
	9,299 units	13,705 units	732 units	6,696 units	3,000 units	2,375 units	33,000 units			
Ginza	-	-	-	-	1 title	1 title	2 titles			
	-	-	-	-	30,000 units	25,450 units	50,000 units			
Total	4 titles	11 titles	3 titles	8 titles	4 titles	3 titles	11 titles			
	52,769 units	300,866 units	108,604 units	202,221 units	188,000 units	143,171 units	478,000 units			

*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

Pachinko	FY Ended March 2012		FY Ended March 2013		FY Ending March 2014			Pachinko		
	Results Through 2Q	Full Year Results	Results Through 2Q	Full Year Results	Forecasts Through 2Q (announced on May 10)	Results Through 2Q	Full Year Forecasts	Title	Brand	Unit Sales (Thousands)
Sammy	4 titles	9 titles	5 titles	8 titles	3 titles	2 titles	7 titles	Pachinko CR Rookies	Sammy	12
	153,818 units	276,617 units	45,119 units	195,088 units	90,000 units	27,405 units	260,000 units			
TAIYO ELEC	3 titles	5 titles	4 titles	6 titles	3 titles	2 titles	5 titles	CR Gorenger	TAIYO ELEC	5
	27,771 units	55,671 units	12,630 units	21,772 units	37,500 units	27,550 units	64,500 units			
Total	7 titles	14 titles	9 titles	14 titles	6 titles	4 titles	12 titles			
	181,589 units	332,288 units	57,749 units	216,860 units	127,500 units	54,955 units	324,500 units			
Board + Frame	118,311 units	158,266 units	8,678 units	160,128 units	77,700 units	35,151 units	163,900 units			
Board	63,278 units	174,022 units	49,071 units	56,732 units	49,800 units	19,804 units	160,600 units			

Amusement Machines Sales

(JPY Billion)	FY Ended Mach 2012		FY Ended Mach 2013		FY Ending Mach 2014				
	Results Through 2Q	Full Year Results	Results Through 2Q	Full Year Results	Initial Forecasts Through 2Q (announced on May 10)	Results Through 2Q	YoY Change	Full year Forecasts	YoY Change
Net Sales	19.3	49.9	18.7	39.1	18.0	18.0	-4%	45.5	+16%
Domestic	17.1	43.9	16.0	32.7	15.3	15.5	-3%	39.3	+20%
Overseas	2.2	6.0	2.7	6.4	2.7	2.5	-7%	6.2	-3%
Operating Income	1.5	7.4	0.8	1.9	-0.1	-0.0	-	2.7	+42%
Operating Income Margin	7.8%	14.8%	4.3%	4.9%	-	-	-	5.9%	+1.0pt
R&D Expense / Content Production Expense	4.3	9.3	3.7	7.8	3.6	4.0	+8%	8.8	+13%

《Major Titles: Amusement Machines》

Title	Sales (JPY Billion)
CODE OF JOKER	2.2
StarHorse 3 Series	0.9
BORDER BREAK Series	0.8

*Sales figures include sales of CVT Kits and distribution of earnings of revenue sharing titles.

Amusement Center Operations

(JPY Billion)	FY Ended March 2012		FY Ended March 2013		FY Ending March 2014				
	Results Through 2Q	Full Year Results	Results Through 2Q	Full Year Results	Initial Forecasts through 2Q (announced on May 10)	Results Through 2Q	YoY Change	Full Year Forecast	YoY Change
Net Sales	23.2	44.6	21.7	42.7	23.0	21.9	+1%	45.5	+7%
Operating Income	1.6	0.3	0.8	1.1	0.4	0.2	-75%	0.2	-82%
Operating Income Margin	6.9%	0.7%	3.7%	2.6%	1.7%	0.9%	-2.8pt	0.4%	-2.2pt
Same Store Sales Comparisons	101.2%	100.5%	93.8%	93.8%	101.5%	95.0%	-	101.8%	-
Domestic Facilities	Opened	3 facilities	5 facilities	1 facility	3 facilities	2 facilities	3 facilities	-	4 facilities
	Closed	3 facilities	12 facilities	4 facilities	8 facilities	3 facilities	3 facilities	-	9 facilities
	Total	248 facilities	241 facilities	238 facilities	236 facilities	201 facilities	202 facilities	-	197 facilities
Overseas Facilities	3 facilities	3 facilities	3 facilities	3 facilities	3 facilities	2 facilities	-	4 facilities	-
Cap-ex	2.4	8.3	5.4	7.9	5.0	4.1	-24%	10.1	+28%
Depreciation	2.3	6.1	2.1	4.6	2.5	2.1	-	5.5	+20%

*Note: Methodology of counting the number of facilities is changed from FY ending Mar 2014 because of the consolidation of the amusement center operations of the group resulted from the establishment of Sega Entertainment.

*Number of domestic facilities covered as exiting have been changed from FY ending Mar 2014 by consolidating the amusement center operations within the group.

《SEGA Same Store Sales Comparisons》

FY Ending March 2014									
April	May	June	Results Through 1Q	July	August	September	Forecasts Through 2Q	Results Through 2Q	Full Year Forecasts
90.6%	89.1%	98.8%	92.5%	94.0%	101.6%	95.7%	101.5%	95.0%	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 2013		FY Ended March 2013		FY Ending March 2014				
	Results Through 2Q	Full Year Results	Results Through 2Q	Full Year Results	Initial Forecasts through 2Q (announced on May 11)	Results Through 2Q	YoY Change	Full Year Forecasts	YoY Change
Net Sales	33.4	85.6	35.3	83.8	41.0	43.8	+24%	109.5	+31%
Packaged Games	24.4	66.4	14.4	35.6	13.5	16.2	+13%	45.9	+29%
Digital Games			13.0	29.7	17.8	17.6	+35%	40.3	+36%
Toy	4.5	8.9	3.9	8.4	4.6	4.9	+26%	9.9	+18%
Animation	4.6	10.4	4.2	10.5	5.3	5.1	+21%	13.7	+30%
Other / Elimination	-0.1	-0.1	-0.2	-0.6	-0.2	-0.1	-	-0.3	-
Operating Income	-6.0	-15.1	-0.7	-0.7	-3.7	1.1	-	3.9	-
Operating Income Margin	-	-	-	-	-	2.5%	-	3.6%	-
Sales in Units (Thousands)	4,840	17,240	2,760	10,780	3,010	3,230	+17%	11,660	+8%
R&D Expense / Content Production Expense	8.4	29.3	6.6	19.5	8.0	9.3	+41%	22.0	+13%
Cap-ex	3.6	10.7	4.6	8.3	4.5	4.3	-7%	8.0	-4%
Depreciation	1.7	4.0	2.4	6.0	3.5	2.9	+21%	7.8	+30%

《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 Ended March 2013				FY Ending March 2014					
	Results Through 2Q		Full Year Results		Results Through 2Q		Full Year Results		Initial Forecasts through 2Q (announced on May 11)		Results 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)	# of titles (SKU)	Unit Sales (Thousands)
Japan	5 (6)	1,060	16 (24)	2,800	6 (7)	640	10 (13)	2,140	4 (6)	610	3 (3)	400	12 (17)	2,640
US	5 (14)	1,650	14 (29)	6,140	2 (4)	1,160	8 (18)	4,200	3 (3)	1,280	3 (3)	1,300	7 (12)	4,310
Europe	6 (16)	2,120	15 (33)	8,290	1 (3)	960	7 (18)	4,420	3 (3)	1,110	2 (2)	1,520	7 (13)	4,690
Total	16 (36)	4,840	45 (86)	17,240	9 (14)	2,760	25 (49)	10,780	10 (12)	3,010	8 (8)	3,230	26 (42)	11,660

Breakdown by Platform	FY Ended March 2012				FY Ended March 2013				FY Ending March 2014					
	Results Through 2Q		Full Year Results		Results Through 2Q		Full Year Results		Initial Forecasts through 2Q (announced on May 11)		Results 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)	SKU	Unit Sales (Thousands)
PS3	8	1,120	19	2,450	5	420	14	2,280	1	150	1	20	7	1,320
Wii	8	390	11	3,050	0	0	0	0	0	0	0	0	0	0
WiiU	-	-	-	-	-	-	2	310	3	170	1	0	7	950
Xbox360	10	680	16	1,540	3	300	9	1,420	0	0	0	0	4	690
NDS	6	290	7	370	0	0	0	0	0	0	0	0	0	0
3DS	2	30	18	1,790	1	10	3	200	0	0	0	0	6	980
PSP	1	200	7	1,110	0	0	2	130	2	180	1	130	2	200
PSV	0	0	3	150	3	250	8	520	1	40	0	0	5	650
PC	1	20	5	950	2	40	11	1,240	5	860	5	1,270	11	2,580
Catalogue etc.	-	2,090	-	5,800	-	1,720	-	4,650	-	1,610	-	1,790	-	4,240
Total	36	4,840	86	17,240	14	2,760	49	10,780	12	3,010	8	3,230	42	11,660

Consumer Business

《Major Titles / Packaged Games》

Title	Region	Platform	Sales Results (thousand units)
Total War: ROME II	Europe / US	PC	800.0

《 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.