

FY Ending March 2014 3rd Quarter Results Presentation










**February 10th, 2014
SEGA SAMMY HOLDINGS INC.**

[Disclaimer]

The contents of this material and comments made during the questions and answers etc of this briefing session are the judgment and projections of the Company's management based on currently available information.

These contents involve risk and uncertainty and the actual results may differ materially from these contents/comments.

【FY Ending March 2014 3rd Quarter Results / Full Year Forecasts】

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Consolidated Income Statements (Summary)



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(JPY Billion)	FY Ended March 2013		FY Ending March 2014			
	Results Through 3Q	Full Year Results	Results Through 3Q	YoY Change	Full year Forecasts	YoY Change
Net Sales	207.0	321.4	303.9	+47%	485.0	+51%
Pachislot and Pachinko Machines	74.0	142.2	160.2	+116%	270.0	+90%
Amusement Machine Sales	30.6	39.1	28.0	-8%	45.5	+16%
Amusement Center Operations	32.0	42.7	32.4	+1%	45.5	+7%
Consumer Business	60.3	83.8	72.3	+20%	109.5	+31%
Other	9.8	13.4	10.9	+11%	14.5	+8%
Operating Income	7.0	19.0	46.5	+564%	73.0	+284%
Pachislot and Pachinko Machines	7.7	23.5	50.0	+549%	74.0	+215%
Amusement Machine Sales	2.6	1.9	-0.2	-	2.7	+42%
Amusement Center Operations	0.9	1.1	-0.0	-	0.2	-82%
Consumer Business	0.5	-0.7	2.7	+440%	3.9	-
Other	-0.2	-0.4	-0.7	-	-0.3	-
Eliminations	-4.5	-6.3	-5.1	-	-7.5	-
Operating Margin	3.4%	5.9%	15.3%	+11.9pt	15.1%	+9.2pt
Ordinary Income	8.4	20.9	49.1	+485%	72.0	+244%
Extraordinary Gain	2.2	10.1	15.5	-	3.3	-
Extraordinary Loss	3.9	5.4	1.0	-	4.8	-
Income before income taxes and minority interests	6.8	25.6	63.6	+835%	70.5	+175%
Net Income	3.0	33.4	44.3	+1,377%	47.0	+41%
Dividends per share (JPY)	-	40	-	-	40	-
Earnings per share (JPY)	12.54	137.14	182.53	-	194.17	-
Net Assets per share (JPY)	1,117.82	1,304.44	1,453.40	-	-	-



Net Sales/Profits Other		<ul style="list-style-type: none"> • Sales and profits increased year-on-year mainly due to the sales of mainstay products in Pachislot and Pachinko Machines Business. • Recorded extraordinary gain due to the sales of investment securities. (Common shares of Sanrio Co., Ltd.) • Results through 3Q are solid centering on Pachislot and Pachinko Machines Business, but assessing the appropriate sales period for mainstay products and such planned in 4Q is necessary for achieving the full-year forecasts.
Segment breakdown	Pachislot and Pachinko Machines	<ul style="list-style-type: none"> • Sales and profits increased year-on-year as shipment of mainstay pachislot and pachinko machines concentrated in 3Q. • Pachislot unit sales increased year-on-year due to sales of several mainstay titles. • Pachinko unit sales increased year-on-year due to sales of several titles including mainstay titles.
	Amusement Machine Sales	<ul style="list-style-type: none"> • Recorded losses due to sales decrease year-on-year as sales of new titles remained sluggish impacted by the severe market environment of amusement centers.
	Amusement Center Operations	<ul style="list-style-type: none"> • Recorded losses year-on-year as result of same-store sales struggling to increase. • Domestic same-store sales fell below the results of the same period of the previous fiscal year.
	Consumer Business	<ul style="list-style-type: none"> • Sales and profits increased year-on-year due to expansion of earnings in the digital business although new titles for Packaged Games introduced in the 3Q were sluggish. • Mainstay digital title “Phantasy Star Online 2” remained strong. • Applications “Puyopuyo!! Quest” and “CHAIN CHRONICLE” for smartphones were robust.
	Others	<ul style="list-style-type: none"> • Preliminary expenses in SEGA SAMMY CREATION INC., SEGA SAMMY BUSAN INC. and such.



(announced on November, 2013)

■ Sales of Investment Securities

■ Outline of Sales of Investment Securities

- Investment securities sold : Sanrio Co., Ltd. Common Share
- Number of shares sold : 2,870,000 shares
- Total sales amount : 12.5 billion yen (4,371 yen per share)
- Gain on sales of investment securities : 10 billion yen

■ Number of Shares the Company Owns After the Sale

- Number of shares owned before sale : 12,326,800 shares
- Number of shares owned after sale : 9,456,800 shares



(JPY Billion)	FY Ended March 2013		FY Ending March 2014			
	Results Through 3Q	Full Year Results	Results Through 3Q	YoY Change	Full year Forecasts	YoY Change
R&D Expense / Content Production Expense	32.7	45.2	38.1	+17%	54.9	+21%
Cap-ex	27.3	32.8	29.3	+7%	32.5	-1%
Depreciation	12.3	18.1	14.4	+17%	23.0*	+27%
Advertising	9.2	13.1	10.7	+16%	19.5	+49%

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

Consolidated Balance Sheet (Summary)



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(JPY billion) 【 Assets 】				【 Liabilities and Net Assets 】			
Account	End of Previous Fiscal Year	End of 3Q	Change	Account	End of Previous Fiscal Year	End of 3Q	Change
Cash and Deposits	176.5	139.2	-37.3	Accounts Payable	50.1	43.0	-7.1
Accounts Receivable	63.8	84.6	+20.8	Corporate Bond	5.8	1.7	-4.1
Securities	4.2	57.5	+53.3	Short Term Borrowings	12.8	12.8	+0.0
Inventories	42.5	37.4	-5.1	Other	34.9	49.8	+14.9
Other	31.5	23.3	-8.2	Total Current Liabilities	103.6	107.3	+3.7
Total Current Assets	318.5	342.0	+23.5	Corporate Bond	29.5	38.6	+9.1
Tangible Fixed Assets	87.0	101.2	+14.2	Long Term Debt	44.9	39.1	-5.8
Intangible Fixed Assets	22.9	32.8	+9.9	Other	30.4	31.7	+1.3
Investment Securities	72.7	67.6	-5.1	Total Noncurrent Liabilities	104.8	109.4	+4.6
Other	27.3	31.8	+4.5	Total Liabilities	208.4	216.7	+8.3
				Shareholders Equity	307.6	344.3	+36.7
				Total accumulated other comprehensive income	8.0	9.4	+1.4
				Warrants	1.1	1.0	-0.1
				Minority Interest	3.1	3.8	+0.7
Total Noncurrent Assets	209.9	233.4	+23.5	Total Net Assets	320.0	358.7	+38.7
Total Assets	528.5	575.5	+47.0	Total Liabilities and Net Assets	528.5	575.5	+47.0

Summary of Results Through 3Q

- Current Assets: Up 23.5 billion yen primarily due to the increase of accounts receivable, securities (short-term fund management) while conversely, cash and deposits decreased
- Noncurrent Assets: Up 23.5 billion yen primarily due to the increase in goodwill and the purchase of land in Busan
 - Total Assets : 575.5 billion yen increased by 47.0 billion yen
- Equity ratio : 61.5% (+1.8pt)
- Current ratio : 318.8% (+11.4pt)

(JPY billion)	End of Previous Fiscal Year	End of 3Q	Difference
Total assets	528.5	575.5	+47.0
Net assets	320.0	358.7	+38.7
Equity ratio	59.7%	61.5%	+1.8pt
Current ratio	307.4%	318.8%	+11.4pt



(JPY Billion)		FY Ended March 2013		FY Ending March 2014		
		Results Through 3Q	Full Year Results	Results Through 3Q	YoY Change	YoY Change
Net Sales		74.0	142.2	160.2	+116%	270.0
Pachislot		44.0	64.2	107.1	+143%	165.0
Pachinko		25.3	72.3	49.3	+95%	100.8
Other		4.7	5.7	3.8	-19%	4.2
Operating Income		7.7	23.5	50.0	+549%	74.0
Operating Income Margin		10.4%	16.5%	31.2%	+20.8pt	27.4%
Unit Sales (Pachislot)		130,590	202,221	286,396	+119%	478,000
Unit Sales (Pachinko)		89,188	216,860	156,538	+76%	324,500

Summary of Results Through 3Q

Full Year Forecast

Overall

- Sales and profits increased year-on-year
- Concentrated sales of mainstay titles for both pachislot and pachinko machines

- Sales and profits are forecasted to increase year-on-year
- Assessing the appropriate timing for introducing mainstay titles planned for sale in 4Q is necessary

Pachislot

- Unit sales significantly increased year-on-year in 3Q as a result of sales of several mainstay titles
- Main new titles launched in 3Q
⇒ Sammy **“Pachislot Bakemonogatari,” “Pachislot Eureka Seven 2,” “Pachislot Juoh”**

- Plan to introduce several titles including mainstay titles in 4Q
- Main titles to be launched in 4Q
⇒ Sammy **“Pachislot Lagrange : The Flower of Rin-ne,”** etc.

Pachinko





- Unit sales increased year-on-year due to sales of mainstay title **“Pachinko CR Hokuto No Ken 5 Hyakuretsu”**
- Sales of titles other than the mainstay titles were sluggish due to the severe market environment
- Main new titles launched in 3Q
⇒ Sammy **“Pachinko CR Hokuto No Ken 5 Hyakuretsu,” “Pachinko CR SOUTEN-NO-KEN”**

- Planning to introduce several titles
- Main titles to be launched in 4Q
⇒ Sammy **“Pachinko CR Monster Hunter,”** etc.

Segment Results / Forecast: Pachislot

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 3Q	Full Year Results	Results Through 3Q	Full Year Forecasts
	4 titles	4 titles	4 titles	5 titles
	88,479 units	91,484 units	243,474 units	365,000 units
	0 title	2 titles	0 title	1 title
	38,663 units	104,041 units	893 units	30,000 units
	1 title	2 titles	2 titles	3 titles
	3,448 units	6,696 units	12,163 units	33,000 units
	-	-	2 titles	2 titles
	-	-	29,866 units	50,000 units
Total	5 titles	8 titles	8 titles	11 titles
	130,590 units	202,221 units	286,396 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

Major Titles (Results) / Pachislot

Brand	Title	Total Sales	Installed From
Sammy	Pachislot Eureka Seven 2	59,413 units	November
Sammy	Pachislot Juoh	42,471 units	December
Sammy	Pachislot Bakemonogatari	26,918 units	October



“Pachislot Eureka Seven 2” (Sammy)

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“Pachislot Juoh” (Sammy)



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Segment Results / Forecast: Pachinko

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 3Q	Full Year Results	Results Through 3Q	Full Year Forecasts
	6 titles	8 titles	5 titles	7 titles
	68,456 units	195,088 units	120,201 units	260,000 units
	6 titles	6 titles	3 titles	5 titles
	20,732 units	21,772 units	36,337 units	64,500 units
Total	12 titles	14 titles	8 titles	12 titles
	89,188 units	216,860 units	156,538 units	324,500 units
Board + Frame	33,823 units	160,128 units	82,975 units	163,900 units
Board	55,365 units	56,732 units	73,563 units	160,600 units

Major Titles (Results)/ Pachinko

Brand	Title	Total Sales	Installed From
Sammy	Pachinko CR Hokuto No Ken 5 Hyakuretsu	64,077 units	January
Sammy	Pachinko CR SOUTEN-NO-KEN	27,139 units	October



“Pachinko CR Hokuto No Ken 5 Hyakuretsu” (Sammy)

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“Pachinko CR SOUTEN-NO-KEN ” (Sammy)

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(JPY Billion)	FY Ended March 2013		FY Ending March 2014			
	Results Through 3Q	Full Year Results	Results Through 3Q	YoY Change	Full year Forecasts	YoY Change
Net Sales	30.6	39.1	28.0	-8%	45.5	+16%
Domestic	26.4	32.7	23.9	-9%	39.3	+20%
Overseas	4.2	6.4	4.1	-2%	6.2	-3%
Operating Income	2.6	1.9	-0.2	-	2.7	+42%
Operating Income Margin	8.5%	4.9%	-	-	5.9%	+1.0pt
R&D Expense / Content Production Expense	5.9	7.8	6.3	+7%	8.8	+13%

Summary of Results Through 3Q

- Recorded losses due to sales decrease year-on-year
- Sales of new titles such as **“Hokuto no Ken BATTLE MEDAL”** were sluggish due to the sluggish market environment
- Launched CVT kits for mainstay titles
⇒ **“WORLD CLUB Champion Football,”** etc.
- Distribution of earnings from revenue sharing model (mainstay titles under revenue sharing models)
“CODE OF JOKER,” “BORDER BREAK” series
- Introduced free-to-play model as a new business model
⇒ **“Puyopuyo!! Quest Arcade”** (November)

Full Year Forecast

- While sales and profits are forecasted to increase year-on-year, the market environment is expected to remain sluggish
- Launch of mainstay titles
⇒ **“The World of Three Kingdoms”**
- Promote sales of CVT kits for mainstay titles
⇒ **“SENGOKU TAISEN”**
- Expect continued distribution of earnings from revenue sharing model

Major Titles (Results)

Title	Game Type	Sales
CODE OF JOKER	Video Game	2.3 billion yen
WORLD CLUB Champion Football Series	Tradingcard Game	2.1 billion yen
BORDER BREAK Series	Video Game	1.2 billion yen

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



“CODE OF JOKER”

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“WORLD CLUB Champion Football Series”

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 The game is made by Sega in association with Panini.

Segment Results/Forecast: Amusement Center Operations



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(JPY Billion)		FY Ended March 2013		FY Ending March 2014	
		Results Through 3Q	Full Year Results	Results Through 3Q	YoY Change
					Full Year Forecasts
Net Sales		32.0	42.7	32.4	+1%
Operating Income		0.9	1.1	-0.0	-
	Operating Income Margin	2.8%	2.6%	-	-
Same Store Sales Comparisons *1		93.7%	93.8%	94.9%	-
Domestic Facilities *2	Opened	1 facility	3 facilities	4 facilities	-
	Closed	5 facilities	8 facilities	3 facilities	-
	Total	237 facilities	236 facilities	203 facilities	-
Overseas Facilities		3 facilities	3 facilities	2 facilities	-
Cap-ex		6.2	7.9	5.8	-6%
Depreciation		3.3	4.6	3.4	+3%

*1 The counting method for the number of facilities has been changed from fiscal year ending March 2014 as a result of establishment of Sega Entertainment Co., Ltd. and the integration of center operation business within the Group

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

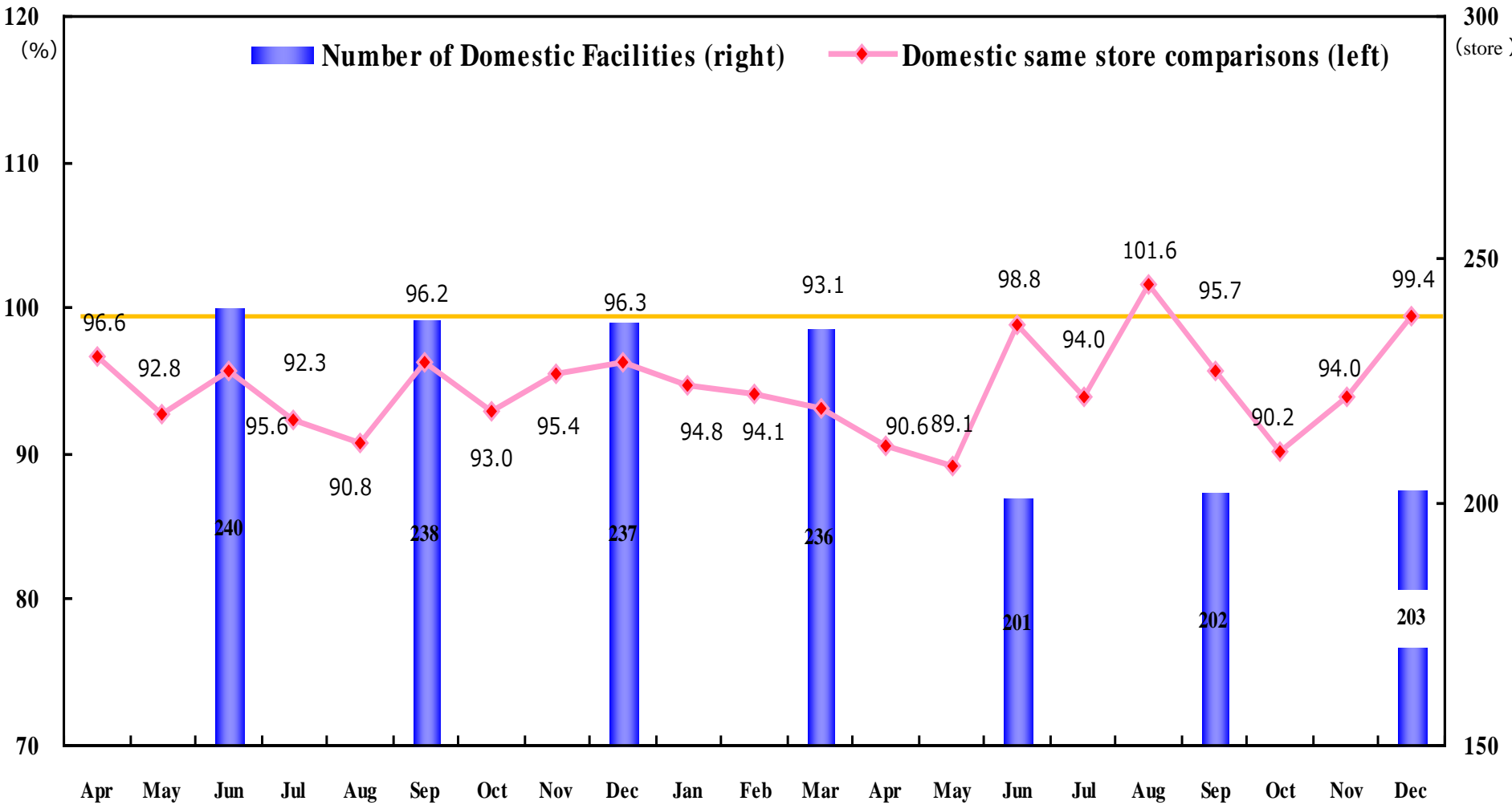
Summary of Results Through 3Q

- Recorded losses as a result of same store sales struggling to increase year-on-year
- Domestic same store sales year-on-year comparison: 3Q Result: 94.9% (October: 90.2%, November: 94.0%, December: 99.4%)
- Domestic facilities: End of the 3Q: 203 facilities (opening of 4 facilities and closing of 3 facilities)

Full Year Forecast

- Sales are forecasted to increase and profits are estimated to decrease year-on-year
- The market environment is expected to remain sluggish
- Domestic facilities: End of fiscal year: 197 (opening of 4 facilities and closing of 9 facilities)

Domestic Facilities Same Store Sales Comps / Domestic Facilities Number Transition



FY Ended March 2013 Results

FY Ending March 2014 Results

※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 3Q	Full Year Forecasts	Results Through 3Q	YoY Change	Full Year Forecasts
Net Sales		60.3	83.8	72.3	+20%	109.5
Packaged Games		26.3	35.6	28.4	+8%	45.9
Digital Games		20.5	29.7	28.3	+38%	40.3
Toy		6.7	8.4	7.4	+10%	9.9
Animation		7.1	10.5	8.3	+17%	13.7
Other / Elimination		-0.3	-0.6	-0.1	-	-0.3
Operating Income		0.5	-0.7	2.7	+440%	3.9
	Operating Income Margin	0.8%	-	3.7%	-	3.6%
Sales in Units (Thousands)		6,940	10,780	6,310	-9%	11,660
R&D Expense /		13.5	19.5	17.1	+27%	22.0
Cap-ex		6.8	8.3	6.5	-4%	8.0
Depreciation		3.9	6.0	4.5	+15%	7.8

Summary of Results Through 3Q

- Sales and profits increased year-on-year due to earnings contribution of the digital games field

- Sales of new titles both domestic and overseas were sluggish
- Several new titles such as "Football Manager 2014," "Sonic Lost World" were released

- Mainstay digital title "Phantasy Star Online 2" remained strong
- Gross revenue of Sega Networks in 3Q (non-consolidated) was strong at 6.7 billion yen (comparison with the previous quarter: +55%)
 - Number of mainstay titles increase to 10 and some of the titles can be grown to be huge hit
 - Noah Pass : 51 companies are participating and there are more than 33 million users
- Strengthened activities for "777townSP" for smartphones and "Moba7" for DeNA among pachinko/pachislot game sites for mobile phones/PCs

- Sales of mainstay products such as "Jewelpod Diamond Premium"

- Distribution earnings from the movie, "ANPANMAN: Fly! Handkerchief of hope," etc. were robust

Full Year Forecast

- Sales is forecasted to increase year-on-year and returning to profit is expected due to improved earnings in the digital games field

- Packaged Games are expected to be sluggish
- Main titles planned to be launched in 4Q: Domestic: "RYU GA GOTOKU ISHIN !," "Hatsune Miku: Project Diva F 2nd"

- Earnings contribution of "Phantasy Star Online 2"
- 7.6 billion yen of gross revenue of Sega Networks in 4Q (non-consolidated) is expected (comparison with the previous quarter: +13%)
- Develop "CHAIN CHRONICLE," and "Dragon Coins" into Asia

- Strengthen activities for mainstay products such as "Anpanman Series" and "Jewelpod Series"

- Increase in distribution earnings is expected from the success of the movie "LUPIN THE 3rd VS DETECTIVE CONAN THE MOVIE"



Sales Results (Packaged Game)

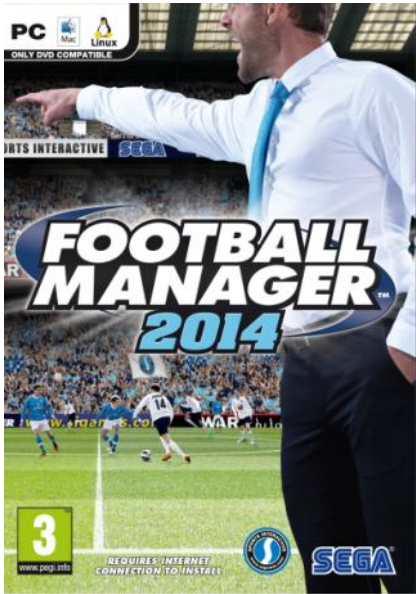
*Number of titles reflects products which begin sales in the period
(Number of titles by platform is based on SKU)

Breakdown by Region	FY Ended March 2013				FY Ending March 2014			
	Results Through 3Q		Full Year Results		Results Through 3Q		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)
Japan	9 (10)	1,570	10 (13)	2,140	6 (9)	960	12 (17)	2,640
US	5 (10)	2,430	8 (18)	4,200	5 (6)	2,290	7 (12)	4,310
Europe	5 (12)	2,940	7 (18)	4,420	4 (5)	3,060	7 (13)	4,690
Total	19 (32)	6,940	25 (49)	10,780	15 (20)	6,310	26 (42)	11,660

Breakdown by Platform	FY Ended March 2013				FY Ending March 2014			
	Results Through 3Q		Full Year Results		Results Through 3Q		Full Year Forecasts	
	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)
PS3	10	1,440	14	2,280	2	150	7	1,320
Wii	0	0	0	0	0	0	0	0
WiiU	2	260	2	310	4	270	7	950
Xbox360	6	610	9	1,420	0	0	4	690
NDS	0	0	0	0	0	0	0	0
3DS	1	10	3	200	4	550	6	980
PSP	1	20	2	130	2	160	2	200
PSV	7	390	8	520	1	70	5	650
PC	5	770	11	1,240	7	2,270	11	2,580
Catalogue etc.	-	3,400	-	4,650	-	2,810	-	4,240
Total	32	6,940	49	10,780	20	6,310	42	11,660

Major Titles (Results) / Packaged Games

Title (Region)	Platform	Sales Unit (thousand)	Launch
Football Manager 2014 (Europe, US)	PC	680	October
Sonic Lost World (Japan, Europe, US)	Wii U, 3DS	640	October
SAKATSUKU Pro Succer Club wo Tsukurou ! (Japan)	PS3, PSV	200	October



“Football Manager 2014”

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“Sonic Lost World”

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Major Titles (Results) /Digital Games

Activities for 4Q and after

Domestic services are strong



Expansion into overseas market mainly Asia



“Phantasy Star Online 2”

©SEGA



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©SEGA ©SEGA Networks



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<CHAIN CHRONICLE>

- Conclude operation license agreement with Shanda Games (HQ: China).
- Plan to start providing services in mainland China, Taiwan, Hong Kong, Macau and South Korea within this fiscal year.

< Puyopuyo!! Quest>

- Conclude operation license agreement with NHN Entertainment (HQ: South Korea).
- Plan to start providing services in mainland China, Taiwan, Hong Kong, Macau, South Korea and Southeast Asia such as Indonesia, Thailand from this spring.

<Dragon Coins>

- Conclude operation license agreements with local partners.
 - South Korea ... NHN Entertainment
 - Mainland China ... Hoolai Games
 - Taiwan, Hong Kong, Macao ... Unalis Corporation
- Start providing services in mainland China from last December, Taiwan, Hong Kong, Macau from January
- Plan to start providing service in South Korea within this fiscal year

<LINE Sonic Dash S>

- Start providing services from January 2014 at the game service “LINE GAME” LINE Corporation provides.

Appendix

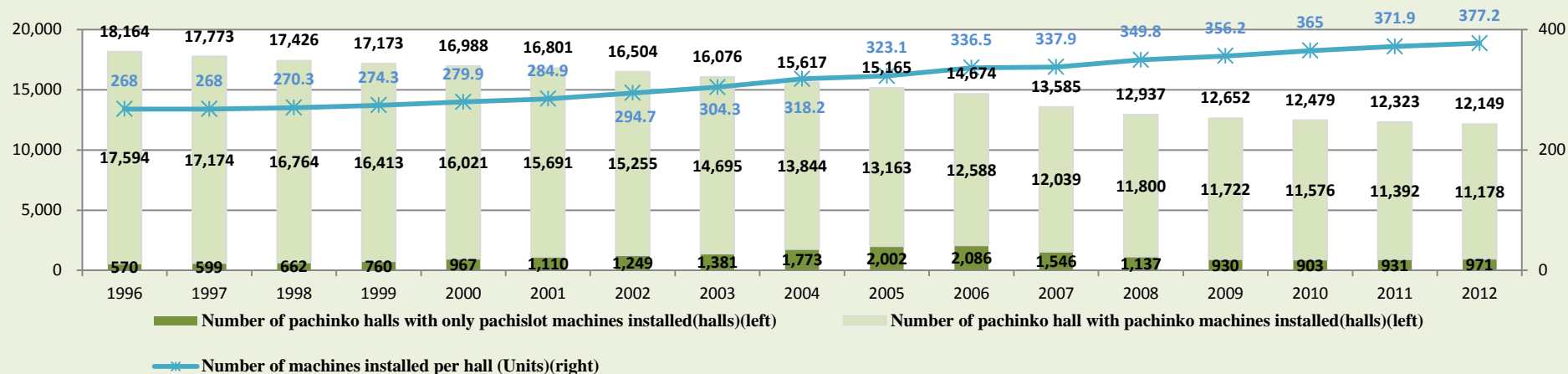


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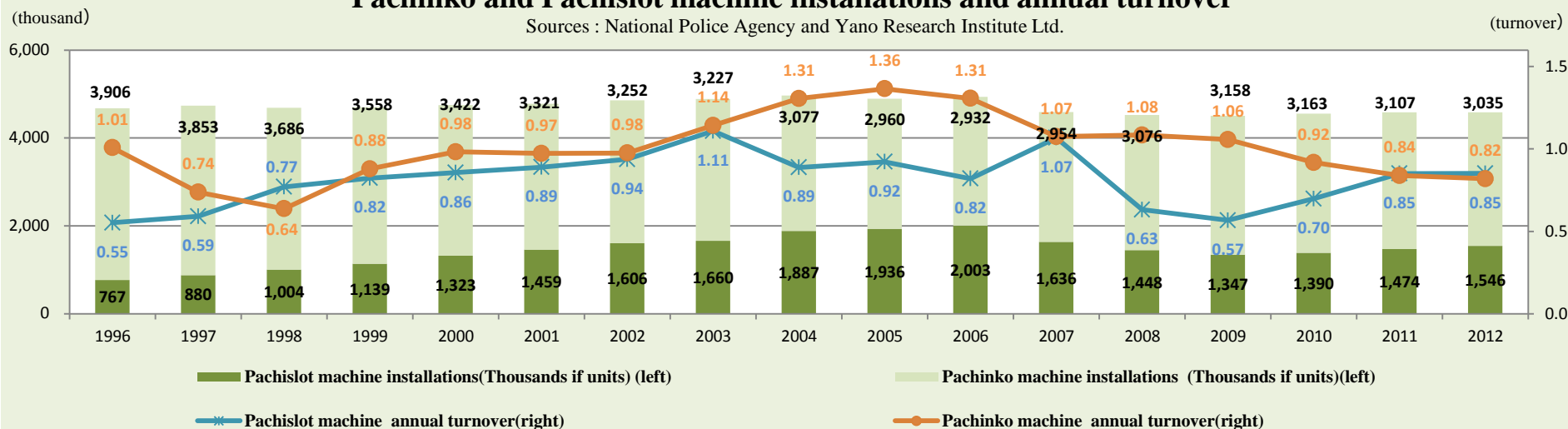
Number of Pachinko Hall and Number of Machines Installed Per Hall

Sources : National Police Agency and Yano Research Institute Ltd.



Pachinko and Pachislot machine installations and annual turnover

Sources : National Police Agency and Yano Research Institute Ltd.

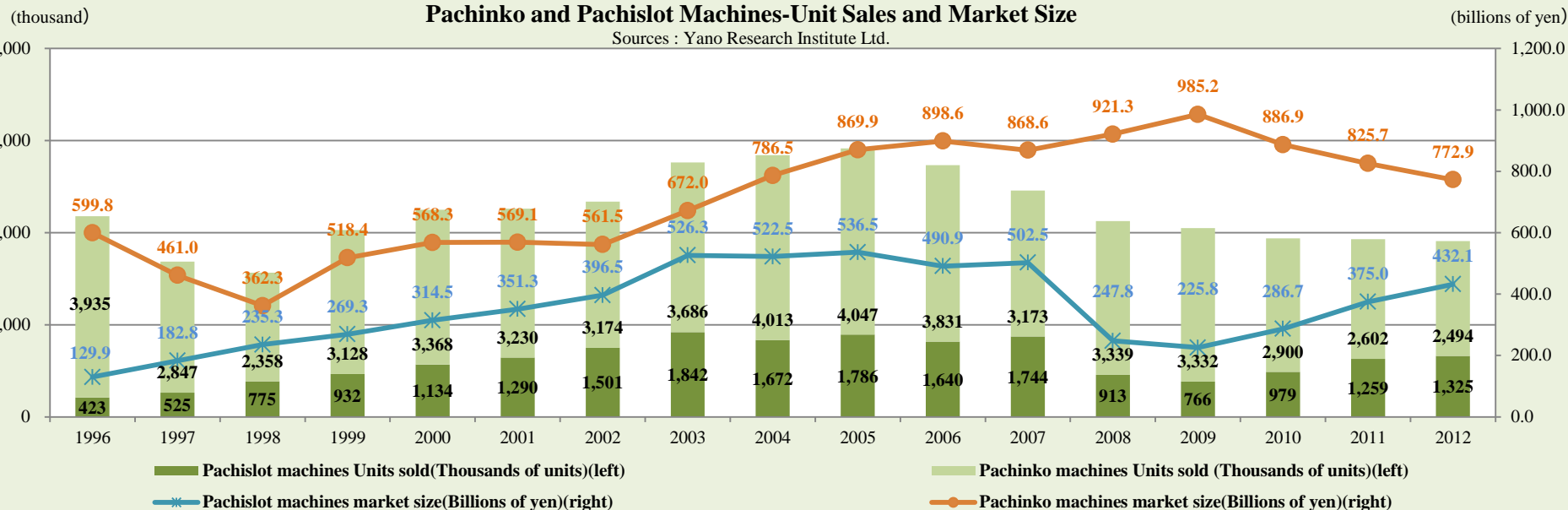


Pachinko and Pachislot Machine Markets



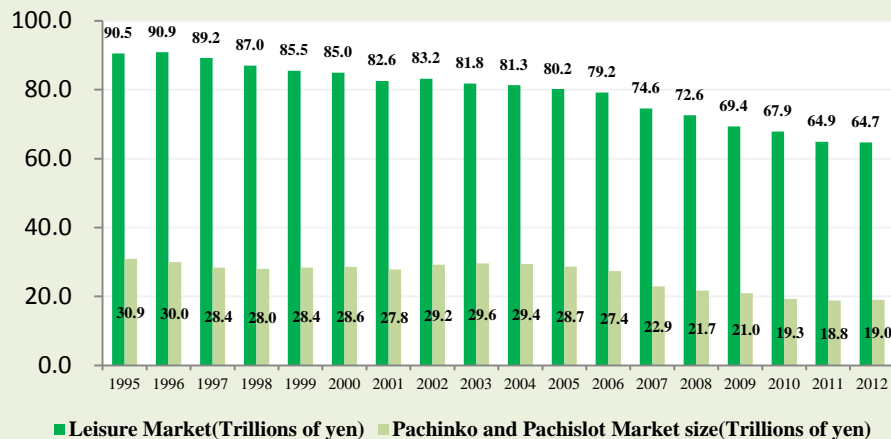
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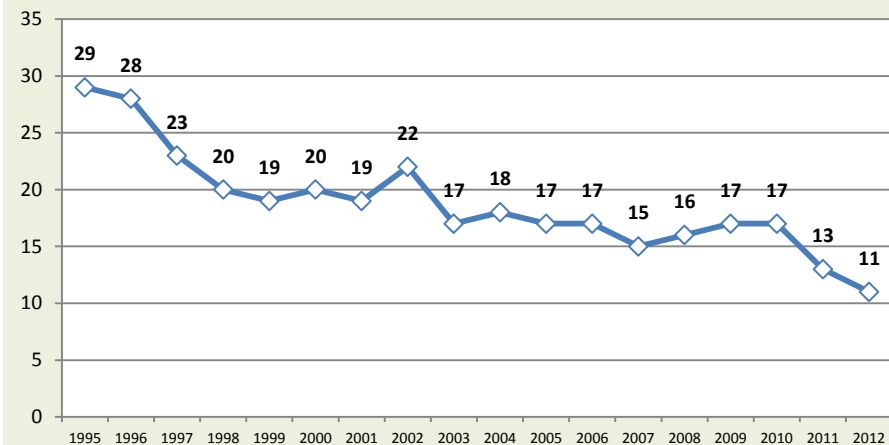
Market Size Results

Sources : White Paper on Leisure Industry, Japan Productivity Center



Number of Players (million)

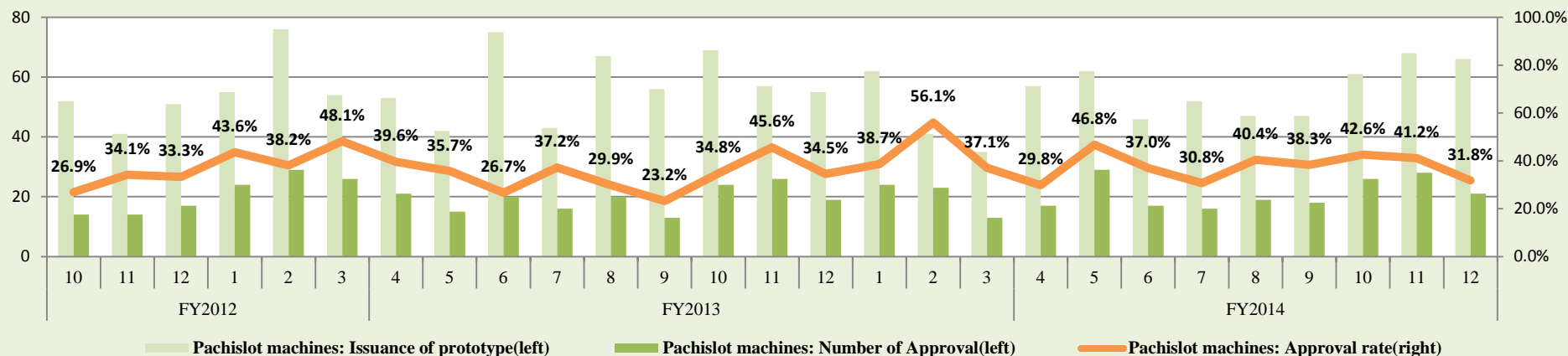
Sources : White Paper on Leisure Industry, Japan Productivity Center





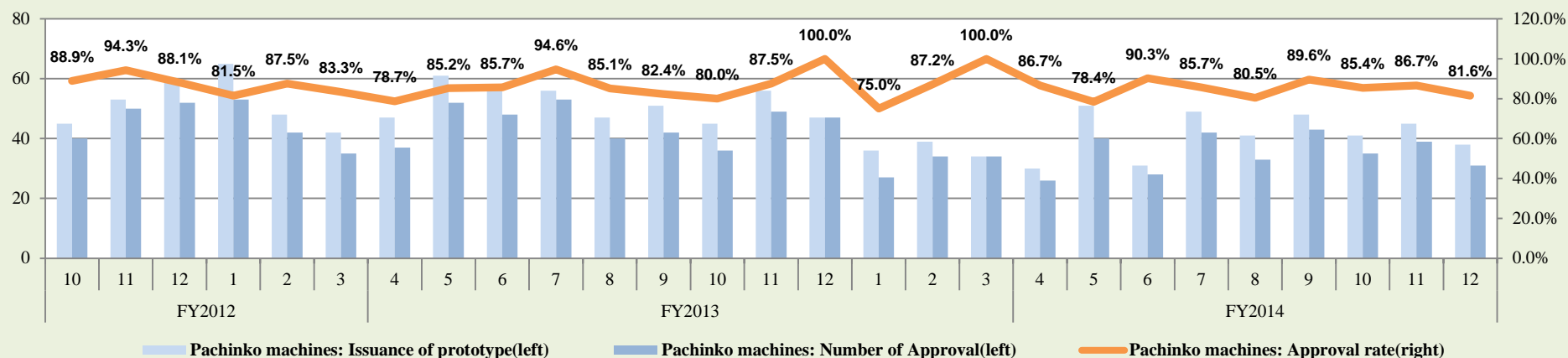
Pachislot Machines : Prototype Testing Results

Sources : Security Communications Association



Pachinko Machines : Prototype Testing Results

Sources : Security Communications Association



Share of Annual Pachislot Machine Sales

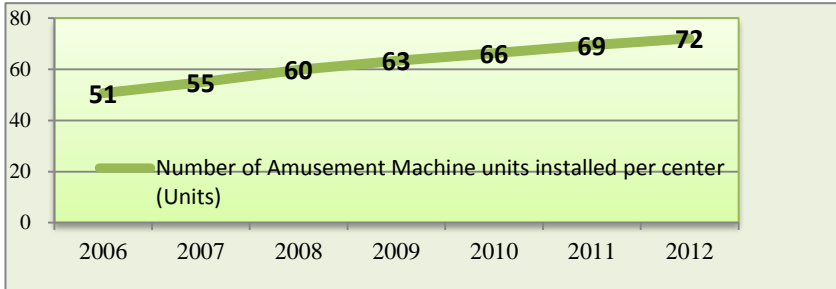
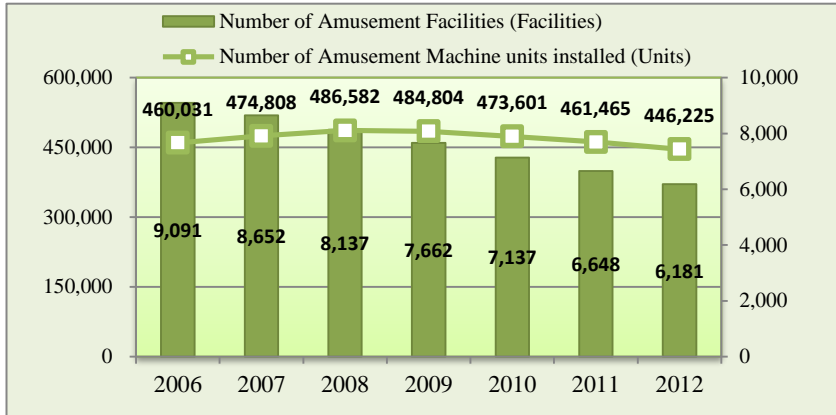
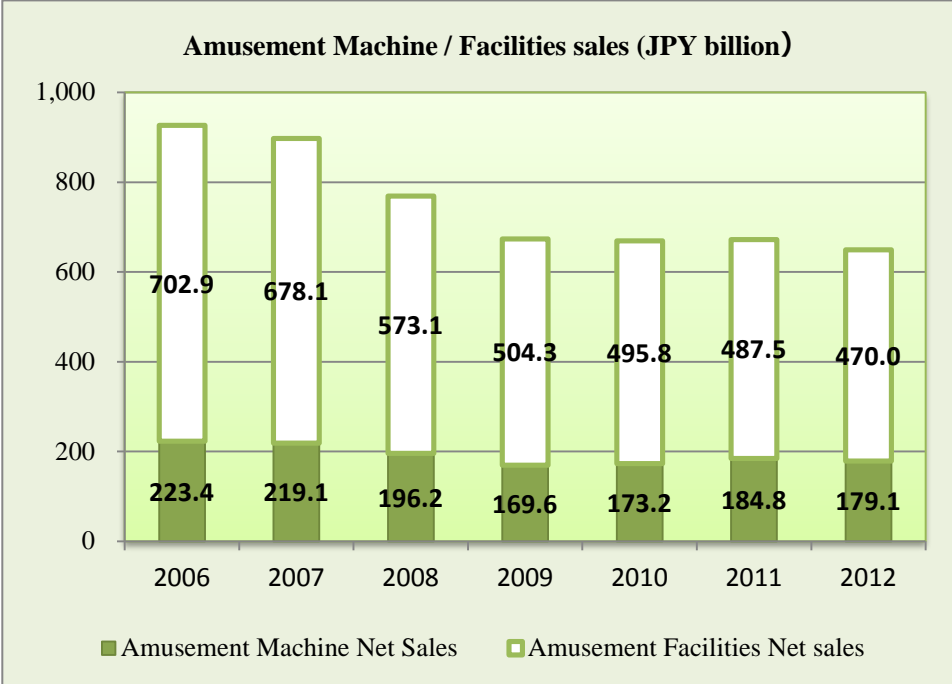
Rank	2008			2009			2010			2011			2012		
	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share
1	Y Company	172,000	18.8%	Sammy	162,932	21.3%	Sammy	302,270	30.9%	Sammy	300,866	23.9%	U Company	236,000	17.8%
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

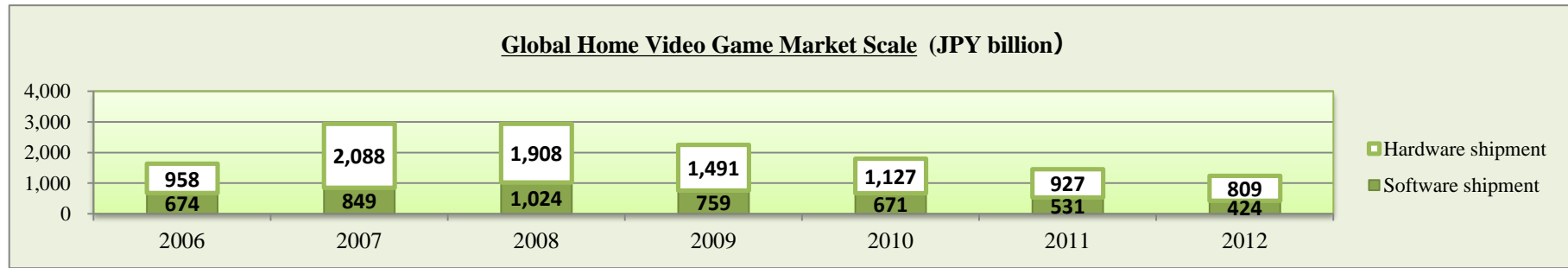
Rank	2008			2009			2010			2011			2012		
	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share
1	S Company	810,000	24.3%	S Company	600,000	18.0%	S Company	653,000	22.5%	K Company	485,000	18.6%	S Company	544,000	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

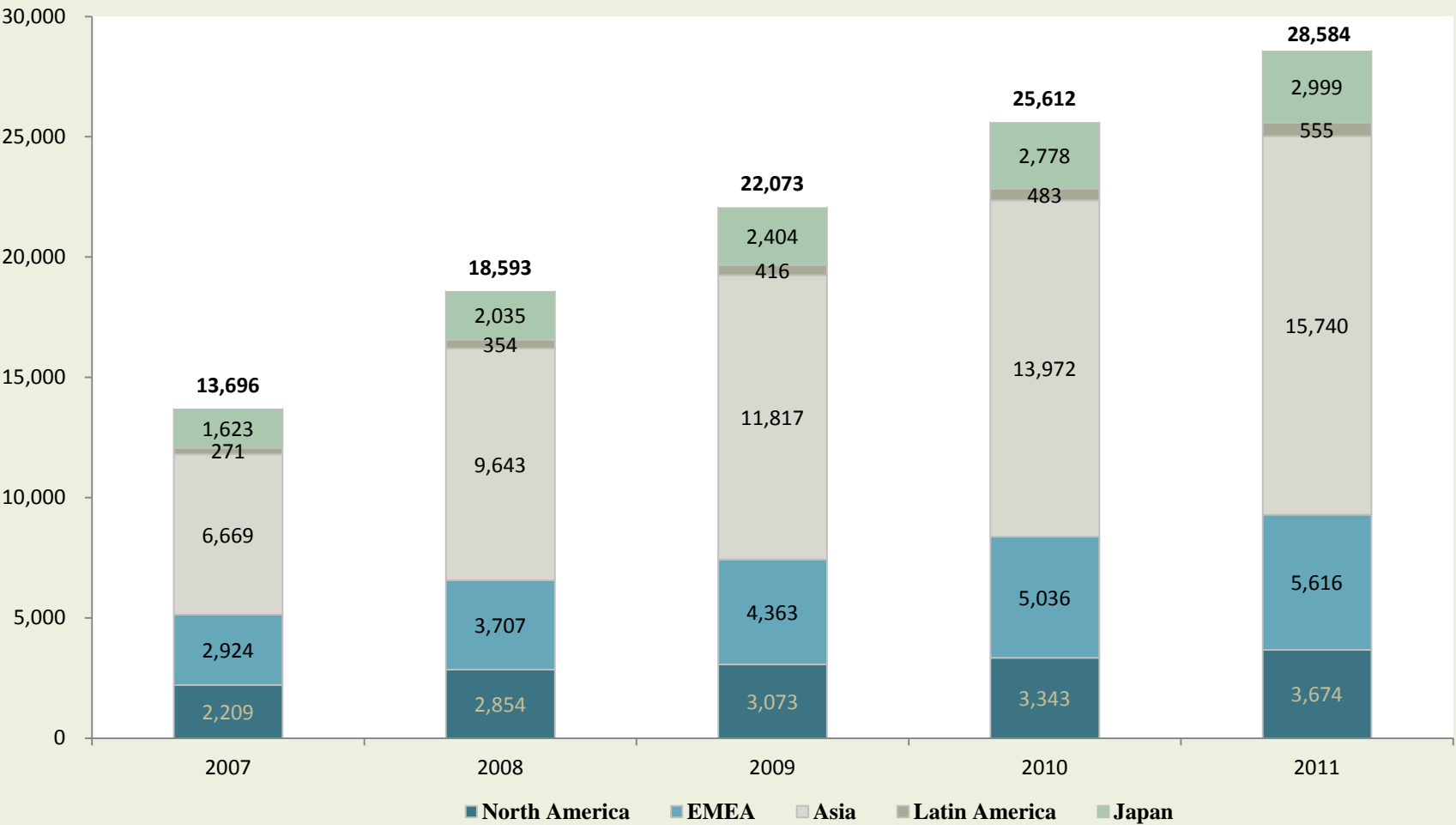


Source: 2013 CESA Games White Paper

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_3qtransition.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	Results Through 2Q	Results Through 3Q
Breakdown	Net Sales	384.6	396.7	152.6	395.5	69.9	136.5	207.0	321.4	90.7	162.2	303.9
	Pachislot and Pachinko Machines	160.3	212.0	74.8	212.1	33.7	54.3	74.0	142.2	51.8	71.2	160.2
	Amusement Machines Sales	45.1	47.2	19.3	49.9	8.3	18.7	30.6	39.1	6.8	18.0	28.0
	Amusement Center Operations	54.7	45.6	23.2	44.6	10.0	21.7	32.0	42.7	10.0	21.9	32.4
	Consumer Business	121.5	88.8	33.4	85.6	14.9	35.3	60.3	83.8	18.8	43.8	72.3
	Other	2.8	2.8	1.6	3.0	2.8	6.3	9.8	13.4	3.2	7.1	10.9
Breakdown	Operating Income	36.7	68.7	15.1	58.3	5.4	7.8	7.0	19.0	16.1	12.3	46.5
	Pachislot and Pachinko Machines	29.5	64.2	20.6	71.0	7.8	10.4	7.7	23.5	18.7	15.1	50.0
	Amusement Machines Sales	7.0	7.3	1.5	7.4	0.2	0.8	2.6	1.9	-0.4	-0.0	-0.2
	Amusement Center Operations	-1.3	0.3	1.6	0.3	0.4	0.8	0.9	1.1	-0.0	0.2	-0.0
	Consumer Business	6.3	1.9	-6.0	-15.1	-1.5	-0.7	0.5	-0.7	0.0	1.1	2.7
	Other	0.3	0.0	0.2	0.2	-0.1	-0.1	-0.2	-0.4	-0.4	-0.4	-0.7
	Eliminations	-5.2	-5.1	-2.9	-5.4	-1.3	-3.2	-4.5	-6.3	-1.6	-3.6	-5.1
	Operating Margin	9.5%	17.3%	9.9%	14.7%	7.7%	5.7%	3.4%	5.9%	17.8%	7.6%	15.3%
Ordinary Income		35.9	68.1	14.7	58.1	4.6	7.2	8.4	20.9	17.0	14.2	49.1
Ordinary Income Margin		9.3%	17.2%	9.6%	14.7%	6.6%	5.3%	4.1%	6.5%	18.7%	8.8%	16.2%
Net Income		20.2	41.5	3.9	21.8	2.5	3.8	3.0	33.4	12.9	11.3	44.3
Net Income Margin		5.3%	10.5%	2.6%	5.5%	3.6%	2.8%	1.4%	10.4%	14.2%	7.0%	14.6%
R&D expense / content production expense		41.5	41.1	19.7	53.3	9.2	19.1	32.7	45.2	9.8	23.0	38.1
Cap-ex		16.1	19.6	9.4	36.1	11.1	21.6	27.3	32.8	16.2	22.6	29.3
Depreciation		17.1	15.9	6.4	16.1	3.2	7.4	12.3	18.1	4.3	9.2	14.4
Advertising		20.7	15.1	7.6	17.2	2.2	5.6	9.2	13.1	2.8	7.0	10.7
# of pachislot titles		12 titles	10 titles	4 titles	11 titles	2 titles	3 titles	5 titles	8 titles	1 title	3 titles	8 titles
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	143,171 units	286,396 units
# of pachinko titles		13 titles	12 titles	7 titles	14 titles	5 titles	9 titles	12 titles	14 titles	2 titles	4 titles	8 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	54,955 units	156,538 units
Same Store Sales Comparisons		91.7%	99.3%	101.2%	100.5%	94.6%	93.8%	93.7%	93.8%	92.5%	95.0%	94.9%
Domestic Facilities		260 facilities	249 facilities	248 facilities	241 facilities	240 facilities	238 facilities	237 facilities	236 facilities	201 facilities*	202 facilities*	203 facilities*
# of game software titles		66 (105)	51 (71)	16 (36)	45 (86)	7 (12)	9 (14)	19 (32)	25 (49)	3 (3)	8 (8)	15 (20)
Sales (Thousand units)		26,750	18,710	4,840	17,240	1,340	2,760	6,940	10,780	1,210	3,230	6,310

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



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