

Appendix of Consolidated Financial Statements

6 Months Ended September 30, 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	Initial Forecasts Through 2Q (announced on May 9)	Results Through 2Q	YoY Change	Initial Full Year Forecasts (announced on May 9)	Revised Full Year Forecasts (announced on Oct 31)	YoY Change
Net Sales	136.5	321.4	162.2	378.0	160.0	154.2	-5%	450.0	370.0	-2%
Pachislot and Pachinko Machines	54.3	142.2	71.2	181.8	60.0	60.6	-15%	217.5	158.5	-13%
Amusement Machine Sales	18.7	39.1	18.0	38.6	20.0	18.0	-	46.0	40.0	+4%
Amusement Center Operations	21.7	42.7	21.9	43.2	21.5	20.8	-5%	42.0	41.0	-5%
Consumer Business	35.3	83.8	43.8	99.8	51.0	48.2	+10%	128.5	116.5	+17%
Other	6.3	13.4	7.1	14.5	7.5	6.4	-10%	16.0	14.0	-3%
Operating Income	7.8	19.0	12.3	38.5	-8.0	3.4	-72%	35.0	18.0	-53%
Pachislot and Pachinko Machines	10.4	23.5	15.1	45.2	0.0	7.3	-52%	40.5	25.0	-45%
Amusement Machine Sales	0.8	1.9	-0.0	-1.2	-1.7	0.1	-	-1.7	-2.3	-
Amusement Center Operations	0.8	1.1	0.2	0.0	0.0	-0.2	-	-0.6	-0.8	-
Consumer Business	-0.7	-0.7	1.1	2.0	-0.3	0.9	-18%	6.6	5.0	+150%
Other	-0.1	-0.4	-0.4	-1.2	-2.0	-1.0	-	-2.8	-2.0	-
Eliminations	-3.2	-6.3	-3.6	-6.4	-4.0	-3.7	-	-7.0	-7.0	-
Operating Margin	5.7%	5.9%	7.6%	10.2%	-	2.2%	-5.4pt	7.8%	4.9%	-5.3pt
Ordinary Income	7.2	20.9	14.2	40.5	-8.0	3.3	-77%	35.0	17.0	-58%
Ordinary Income Margin	5.3%	6.5%	8.8%	10.7%	-	2.1%	-6.7pt	7.8%	4.6%	-6.1pt
Extraordinary Gain	0.3	10.1	3.8	15.7	0.0	0.3	-	0.0	0.3	-
Extraordinary Loss	0.3	5.4	0.6	8.7	0.0	3.5	-	0.5	4.6	-
Income before income taxes and minority interests	7.3	25.6	17.4	47.5	-8.0	0.0	-	34.5	12.7	-73%
Net Income	3.8	33.4	11.3	30.7	-7.0	-2.0	-	21.0	4.0	-87%
Net Income Margin	2.8%	10.4%	7.0%	8.1%	-	-	-	4.7%	1.1%	-7.0pt
Dividends per share (JPY)	20.00	40.00	20.00	40.00	20.00	20.00	-	40.00	40.00	-
Earnings per share (JPY)	15.74	137.14	46.76	126.42	-28.74	-8.52	-	86.21	16.40	-
Net Assets per share (JPY)	1,125.09	1,304.44	1,401.90	1,409.27	-	1,387.64	-	-	-	-

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	Initial Forecasts Through 2Q (announced on May 9)	Results Through 2Q	YoY Change	Initial Full Year Forecasts (announced on May 9)	Revised Full Year Forecasts (announced on Oct 31)	YoY Change
R&D Expense / Content Production Expense *1	19.1	45.2	25.1	59.2	31.5	28.4	+13%	69.6	67.2	+14%
Pachislot and Pachinko Machines	8.6	18.0	9.7	19.5	12.5	10.5	+8%	23.2	23.1	+18%
Amusement Machine Sales	3.7	7.8	4.0	8.9	4.6	3.9	-3%	9.2	9.1	+2%
Amusement Center Operations	0.1	0.2	0.0	0.1	0.1	0.1	-	0.1	0.2	+100%
Consumer Business	6.6	19.5	11.3	30.1	13.2	13.7	+21%	34.9	33.8	+12%
Other, eliminations etc.	0.1	-0.3	0.1	0.6	1.1	0.2	+100%	2.2	1.0	+67%
Cap-ex	21.6	32.8	22.6	38.1	18.2	14.7	-35%	33.3	33.3	-13%
Pachislot and Pachinko Machines	9.1	11.9	2.5	7.9	5.6	4.0	+60%	10.9	10.9	+38%
Amusement Machine Sales	1.0	2.3	0.3	2.0	2.3	2.4	+700%	4.7	4.7	+135%
Amusement Center Operations	5.4	7.9	4.1	7.7	3.5	3.1	-24%	6.2	6.2	-19%
Consumer Business	4.6	8.3	4.3	8.3	5.9	4.2	-2%	9.8	9.8	+18%
Other, eliminations etc.	1.5	2.4	11.4	12.2	0.9	1.0	-91%	1.7	1.7	-86%
Depreciation *2	7.4	18.1	7.5	16.1	8.2	8.1	+8%	18.3	18.3	+14%
Pachislot and Pachinko Machines	2.0	5.4	2.8	5.8	3.0	2.9	+4%	7.1	7.1	+22%
Amusement Machine Sales	0.6	1.5	0.8	1.9	0.9	0.8	-	2.2	2.2	+16%
Amusement Center Operations	2.1	4.6	2.1	4.7	2.6	2.5	+19%	5.4	5.4	+15%
Consumer Business	2.4	6.0	1.2	2.6	1.0	1.2	-	2.2	2.2	-15%
Other, eliminations etc.	0.3	0.6	0.6	1.1	0.7	0.7	+17%	1.4	1.4	+27%
Advertising *3	5.6	13.1	7.6	16.0	12.1	10.0	+32%	24.9	22.0	+38%
Pachislot and Pachinko Machines	0.9	2.4	1.4	2.8	1.4	1.2	-14%	4.7	2.9	+4%
Amusement Machine Sales	0.4	1.2	0.6	1.4	1.0	0.8	+33%	2.2	2.0	+43%
Amusement Center Operations	0.1	0.1	0.7	1.2	0.8	0.7	-	1.3	1.4	+17%
Consumer Business	2.9	7.2	3.6	8.6	7.2	5.6	+56%	14.4	13.5	+57%
Other, eliminations etc.	1.3	2.2	1.3	2.0	1.7	1.7	+31%	2.3	2.2	+10%

*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	Initial Forecasts Through 2Q (announced on May 9)	Results Through 2Q	YoY Change	Initial Full Year Forecasts (announced on May 9)	Revised Full Year Forecasts (announced on Oct 31)	YoY Change
Net Sales	54.3	142.2	71.2	181.8	60.0	60.6	-15%	217.5	158.5	-13%
Pachislot	36.1	64.2	52.2	112.7	40.5	34.6	-34%	136.8	75.5	-33%
Pachinko	14.8	72.3	16.9	63.5	16.9	25.3	+50%	76.1	82.0	+29%
Other	3.4	5.7	2.1	5.6	2.6	0.7	-67%	4.6	1.0	-82%
Operating Income	10.4	23.5	15.1	45.2	0.0	7.3	-52%	40.5	25.0	-45%
Operating Income Margin	19.2%	16.5%	21.2%	24.9%	-	12.0%	-9.2pt	18.6%	15.8%	-9.1pt
Unit Sales (Pachislot)	108,604	202,221	143,171	301,575	114,800	92,998	-35%	374,800	222,998	-26%
Unit Sales (Pachinko)	57,749	216,860	54,955	200,225	58,000	86,453	+57%	250,000	267,453	+34%

《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	Initial Forecasts Through 2Q (announced on May 9)	Results Through 2Q	Initial Full Year Forecasts (announced on May 9)	Revised Full Year Forecasts (announced on Oct 31)
Sammy	3 titles 69,209 units	4 titles 91,484 units	1 title 114,453 units	5 titles 264,365 units	2 titles 84,800 units	2 titles 83,468 units	6 titles 319,800 units	3 titles 163,468 units
Rodeo	0 title 38,663 units	2 titles 104,041 units	0 title 893 units	0 title 893 units	1 title 20,000 units	- -	1 title 20,000 units	1 title 50,000 units
TAIYO ELEC	0 title 732 units	2 titles 6,696 units	1 title 2,375 units	2 titles 6,445 units	1 title 10,000 units	2 titles 9,530 units	3 titles 35,000 units	2 titles 9,530 units
Ginza	- -	- -	1 title 25,450 units	2 titles 29,872 units	- -	- -	- -	- -
Total	3 titles 108,604 units	8 titles 202,221 units	3 titles 143,171 units	9 titles 301,575 units	4 titles 114,800 units	4 titles 92,998 units	10 titles 374,800 units	6 titles 222,998 units

Main Pachislot machines launched in the second quarter and number of units sold

Pachislot		
Title	Brand	Unit Sales (Thousands)
Pachislot Virtua Fighter	TAIYO ELEC	7

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	Initial Forecasts Through 2Q (announced on May 9)	Results Through 2Q	Initial Full Year Forecasts (announced on May 9)	Revised Full Year Forecasts (announced on Oct 31)
Sammy	5 titles 45,119 units	8 titles 195,088 units	2 titles 27,405 units	7 titles 160,688 units	4 titles 35,000 units	6 titles 62,938 units	7 titles 175,000 units	9 titles 223,938 units
TAIYO ELEC	4 titles 12,630 units	6 titles 21,772 units	2 titles 27,550 units	3 titles 39,537 units	3 titles 23,000 units	3 titles 23,515 units	7 titles 75,000 units	7 titles 43,515 units
Total	9 titles 57,749 units	14 titles 216,860 units	4 titles 54,955 units	10 titles 200,225 units	7 titles 58,000 units	9 titles 86,453 units	14 titles 250,000 units	16 titles 267,453 units
Board + Frame	8,678 units	160,128 units	35,151 units	103,819 units	24,500 units	24,320 units	124,500 units	80,320 units
Board	49,071 units	56,732 units	19,804 units	96,406 units	33,500 units	62,133 units	125,500 units	187,133 units

Main Pachinko machines launched in the second quarter and number of units sold

Pachinko		
Title	Brand	Unit Sales (Thousands)
Dejihane CR Hokuto No Ken 5 Jibo	Sammy	13
CR BLACK LAGOON 2	TAIYO ELEC	10
Dejihane CR SOUTEN-NO-KEN	Sammy	4

Amusement Machine 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	Initial Forecasts Through 2Q (announced on May 9)	Results Through 2Q	YoY Change	Initial Full Year Forecasts (announced on May 9)	Revised Full Year Forecasts (announced on Oct 31)	YoY Change
Net Sales	18.7	39.1	18.0	38.6	20.0	18.0	-	46.0	40.0	+4%
Domestic	16.0	32.7	15.5	32.6	16.9	14.9	-4%	38.8	-	-
Overseas	2.7	6.4	2.5	6.0	3.1	3.1	+24%	7.2	-	-
Operating Income	0.8	1.9	-0.0	-1.2	-1.7	0.1	-	-1.7	-2.3	-
Operating Income Margin	4.3%	4.9%	-	-	-	0.6%	-	-	-	-

《Major Titles: Amusement Machines》

Title	Game Type	Sales (JPY Billion)
StarHorse3 Series	Medal Game	1.0
SENGOKU-TAISEN	Trading Card Game	0.8
WORLD CLUB Champion Football Series	Trading Card Game	0.8

*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	Initial Forecasts Through 2Q (announced on May 9)	Results Through 2Q	YoY Change	Initial Full Year Forecasts (announced on May 9)	Revised Full Year Forecasts (announced on Oct 31)	YoY Change
Net Sales		21.7	42.7	21.9	43.2	21.5	20.8	-5%	42.0	41.0	-5%
Operating Income		0.8	1.1	0.2	0.0	0.0	-0.2	-	-0.6	-0.8	-
Operating Income Margin		3.7%	2.6%	0.9%	-	-	-	-	-	-	-
Same Store Sales Comparisons *1		93.8%	93.8%	95.0%	96.1%	98.3%	98.7%	-	97.5%	97.7%	-
Domestic Facilities *2	Opened	1 facility	3 facilities	3 facilities	5 facilities	3 facilities	3 facilities	-	3 facilities	4 facilities	-
	Closed	4 facilities	8 facilities	3 facilities	9 facilities	7 facilities	3 facilities	-	7 facilities	4 facilities	-
	Total	238 facilities	236 facilities	202 facilities	198 facilities	194 facilities	198 facilities	-	194 facilities	198 facilities	-
Overseas Facilities		3 facilities	3 facilities	2 facilities	2 facilities	2 facilities	2 facilities	-	3 facilities	2 facilities	-

*1 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

*2 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

《Same Store Sales Comparisons》

FY Ending March 2015										
April	May	June	Results Through 1Q	July	August	September	Initial Forecasts Through 2Q on May 9	Results Through 2Q	Initial Full Year Forecasts on May 9	Revised Full Year Forecasts on Oct 31
101.7%	103.3%	92.8%	99.4%	97.1%	100.6%	96.0%	98.3%	98.7%	97.5%	97.7%

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%

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	Initial Forecasts Through 2Q (announced on May 9)	Results Through 2Q	YoY Change	Initial Full Year Forecasts (announced on May 9)	Revised Full Year Forecasts (announced on Oct 31)	YoY Change
Net Sales	35.3	83.8	43.8	99.8	51.0	48.2	+10%	128.5	116.5	+17%
Packaged Games	14.4	35.6	16.2	38.9	16.3	15.3	-6%	49.0	45.7	+17%
Digital Games	13.0	29.7	17.6	40.0	23.5	21.9	+24%	52.4	47.3	+18%
Toy	3.9	8.4	4.9	8.4	3.9	3.5	-29%	9.7	6.9	-18%
Animation	4.2	10.5	5.1	12.1	6.0	6.6	+29%	13.9	14.5	+20%
Other / Elimination	-0.2	-0.6	-0.1	0.4	1.3	0.8	-	3.5	2.1	+425%
Operating Income	-0.7	-0.7	1.1	2.0	-0.3	0.9	-18%	6.6	5.0	+150%
Operating Income Margin	-	-	2.5%	2.0%	-	1.9%	-0.6pt	5.1%	4.3%	+2.3pt
Sales in Units (Thousands)	2,760	10,780	3,230	8,730	4,070	4,100	+27%	12,780	11,040	+26%

《Shipment Data / Plan: Packaged Games 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		Initial Forecasts Through 2Q (announced on May 9)		Results Through 2Q		Initial Full Year Forecasts (announced on May 9)		Revised Full Year Forecasts (announced on Oct 31)	
	# 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)	# 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	3 (4)	710	14 (18)	3,340	13 (18)	2,270
US	2 (4)	1,160	8 (18)	4,200	3 (3)	1,300	5 (6)	2,800	2 (4)	1,120	1 (4)	1,420	12 (20)	4,540	9 (18)	4,120
Europe	1 (3)	960	7 (18)	4,420	2 (2)	1,520	4 (5)	3,770	2 (7)	1,620	2 (6)	1,960	5 (11)	4,890	5 (12)	4,630
Total	9 (14)	2,760	25 (49)	10,780	8 (8)	3,230	21 (32)	8,730	9 (17)	4,070	6 (14)	4,100	31 (49)	12,780	27 (48)	11,040

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		Initial Forecasts Through 2Q (announced on May 9)		Results Through 2Q		Initial Full Year Forecasts (announced on May 9)		Revised Full Year Forecasts (announced on Oct 31)	
	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)	SKU	Unit Sales (Thousands)
PS3	5	420	14	2,280	1	20	5	540	5	270	4	330	11	1,520	11	980
PS4	-	-	-	-	-	-	1	140	1	90	1	290	3	690	4	760
WiiU	-	-	2	310	1	0	5	320	1	0	1	0	4	600	4	300
Xbox360	3	300	9	1,420	0	0	0	0	2	160	2	90	3	700	3	190
Xbox One	-	-	-	-	-	-	-	-	1	90	1	140	2	440	3	340
3DS	1	10	3	200	0	0	6	780	2	450	2	310	13	2,270	12	1,380
PSP	0	0	2	130	1	130	2	160	0	0	0	0	0	0	0	0
PSV	3	250	8	520	0	0	5	330	4	570	1	50	7	790	5	360
PC	2	40	11	1,240	5	1,270	8	2,640	1	80	2	120	6	1,150	6	1,210
Catalogue etc.	-	1,720	-	4,650	-	1,790	-	3,790	-	2,340	-	2,720	-	4,590	-	5,480
Total	14	2,760	49	10,780	8	3,230	32	8,730	17	4,070	14	4,100	49	12,780	48	11,040

Consumer Business

《Major Titles / Packaged Games 》

Title	Region	Platform	Sales Results (thousand units)
Persona 4 The ULTIMAX ULTRA SUPLEX HOLD	Japan, US	PS3, Xbox360	230

《 Major Titles / Digital Games 》

Title	Platform
PHANTASY STAR ONLINE 2	PC, PSV
Puyopuyo!! Quest	iOS, Android
CHAIN CHRONICLE – Kizuna no Shintairiku	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.