

February 12, 2015
SEGA SAMMY HOLDINGS INC.

Appendix of Consolidated Financial Statements
9 Months Ended December 31, 2014

Consolidated Income Statements

(JPY Billion)	FY Ended March 2014		FY Ending March 2015				
	Results Through 3Q	Full Year Results	Results Through 3Q	YoY Change	Revised Full Year Forecasts (announced on Oct 31)	Revised Full Year Forecasts (announced on Feb 12)	YoY Change
Net Sales	303.9	378.0	267.5	-12%	370.0	352.5	-7%
Pachislot and Pachinko Machines	160.2	181.8	115.3	-28%	158.5	149.0	-18%
Amusement Machine Sales	28.0	38.6	28.9	+3%	40.0	39.0	+1%
Amusement Center Operations	32.4	43.2	30.9	-5%	41.0	41.0	-5%
Consumer Business	72.3	99.8	82.1	+14%	116.5	110.0	+10%
Other	10.9	14.5	10.0	-8%	14.0	13.5	-7%
Operating Income	46.5	38.5	16.2	-65%	18.0	16.0	-58%
Pachislot and Pachinko Machines	50.0	45.2	20.6	-59%	25.0	25.0	-45%
Amusement Machine Sales	-0.2	-1.2	0.4	-	-2.3	-1.6	-
Amusement Center Operations	-0.0	0.0	-0.5	-	-0.8	-0.8	-
Consumer Business	2.7	2.0	2.2	-19%	5.0	2.7	+35%
Other	-0.7	-1.2	-1.4	-	-2.0	-2.6	-
Eliminations	-5.1	-6.4	-5.1	-	-7.0	-6.7	-
Operating Margin	15.3%	10.2%	6.1%	-9.2pt	4.9%	4.5%	-5.7pt
Ordinary Income	49.1	40.5	16.2	-67%	17.0	15.0	-63%
Ordinary Income Margin	16.2%	10.7%	6.1%	-10.1pt	4.6%	4.3%	-6.4pt
Extraordinary Gain	15.5	15.7	0.8	-	0.3	1.0	-
Extraordinary Loss	1.0	8.7	5.6	-	4.6	15.0	-
Income before income taxes and minority interests	63.6	47.5	11.5	-82%	12.7	1.0	-98%
Net Income	44.3	30.7	-0.0	-	4.0	-13.0	-
Net Income Margin	14.6%	8.1%	-	-	1.1%	-	-
Dividends per share (JPY)	-	40.00	-	-	40.00	40.00	-
Earnings per share (JPY)	182.53	126.42	-0.10	-	16.40	-53.25	-
Net Assets per share (JPY)	1,453.40	1,409.27	1,396.48	-	-	-	-

Costs and Expenses

(JPY Billion)	FY Ended March 2014		FY Ending March 2015				
	Results Through 3Q	Full Year Results	Results Through 3Q	YoY Change	Revised Full Year Forecasts (announced on Oct 31)	Revised Full Year Forecasts (announced on Feb 12)	YoY Change
R&D Expense / Content Production Expense	40.7	59.2	48.8	+20%	67.2	64.0	+8%
Pachislot and Pachinko Machines	14.6	19.5	16.5	+13%	23.1	21.9	+12%
Amusement Machine Sales	6.3	8.9	6.4	+2%	9.1	9.0	+1%
Amusement Center Operations	0.1	0.1	0.1	-	0.2	0.1	-
Consumer Business	19.9	30.1	25.2	+27%	33.8	32.2	+7%
Other, eliminations etc.	-0.2	0.6	0.6	-	1.0	0.8	+33%
Cap-ex	29.3	38.1	20.5	-30%	33.3	28.7	-25%
Pachislot and Pachinko Machines	4.4	7.9	4.9	+11%	10.9	7.1	-10%
Amusement Machine Sales	0.8	2.0	3.1	+288%	4.7	4.8	+140%
Amusement Center Operations	5.8	7.7	4.3	-26%	6.2	6.5	-16%
Consumer Business	6.5	8.3	6.7	+3%	9.8	8.7	+5%
Other, eliminations etc.	11.8	12.2	1.5	-87%	1.7	1.6	-87%
Depreciation	11.4	16.1	12.8	+12%	18.3	17.5	+9%
Pachislot and Pachinko Machines	4.3	5.8	4.5	+5%	7.1	6.2	+7%
Amusement Machine Sales	1.4	1.9	1.4	-	2.2	2.1	+11%
Amusement Center Operations	3.4	4.7	3.8	+12%	5.4	5.4	+15%
Consumer Business	1.7	2.6	2.1	+24%	2.2	2.7	+4%
Other, eliminations etc.	0.6	1.1	1.0	+67%	1.4	1.1	-
Advertising	11.4	16.0	14.5	+27%	22.0	20.0	+25%
Pachislot and Pachinko Machines	2.2	2.8	1.6	-27%	2.9	2.3	-18%
Amusement Machine Sales	1.0	1.4	1.2	+20%	2.0	2.1	+50%
Amusement Center Operations	1.0	1.2	1.0	-	1.4	1.5	+25%
Consumer Business	5.7	8.6	8.7	+53%	13.5	12.1	+41%
Other, eliminations etc.	1.5	2.0	2.0	+33%	2.2	2.0	-

Pachislot and Pachinko Machines

(JPY Billion)	FY Ended March 2014		FY Ending March 2015				
	Results Through 3Q	Full Year Results	Results Through 3Q	YoY Change	Revised Full Year Forecasts (announced on Oct 31)	Revised Full Year Forecasts (announced on Feb 12)	YoY Change
Net Sales	160.2	181.8	115.3	-28%	158.5	149.0	-18%
Pachislot	107.1	112.7	44.6	-58%	75.5	73.7	-35%
Pachinko	49.3	63.5	69.7	+41%	82.0	74.0	+17%
Other	3.8	5.6	1.0	-74%	1.0	1.3	-77%
Operating Income	50.0	45.2	20.6	-59%	25.0	25.0	-45%
Operating Income Margin	31.2%	24.9%	17.9%	-13.3pt	15.8%	16.8%	-8.1pt
Unit Sales (Pachislot)	286,396	301,575	130,191	-55%	222,998	207,000	-31%
Unit Sales (Pachinko)	156,538	200,225	225,783	+44%	267,453	242,000	+21%

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

	FY Ended March 2014		FY Ending March 2015		
	Results Through 3Q	Full year Results	Results Through 3Q	Revised Full Year Forecasts (announced on Oct 31)	Revised Full Year Forecasts (announced on Feb 12)
Pachislot					
Sammy	4 titles 243,474 units	5 titles 264,365 units	2 titles 83,468 units	3 titles 163,468 units	3 titles 155,000 units
Rodeo	0 title 893 units	0 title 893 units	1 title 37,154 units	1 title 50,000 units	1 title 42,000 units
TAIYO ELEC	2 titles 12,163 units	2 titles 6,445 units(*)	2 titles 9,569 units	2 titles 9,530 units	2 titles 10,000 units
Ginza	2 titles 29,866 units	2 titles 29,872 units	- -	- -	- -
Total	8 titles 286,396 units	9 titles 301,575 units	5 titles 130,191 units	6 titles 222,998 units	6 titles 207,000 units

* As there were returns of some titles in 4Q FY ended March 2014, number of units in 4Q decreased compared with 3Q.

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

Pachislot		
Title	Brand	Unit Sales (Thousands)
Salaryman Kintaro	RODEO	37

	FY Ended March 2014		FY Ending March 2015		
	Results Through 3Q	Full year Results	Results Through 3Q	Revised Full Year Forecasts (announced on Oct 31)	Revised Full Year Forecasts (announced on Feb 12)
Pachinko					
Sammy	5 titles 120,201 units	7 titles 160,688 units	8 titles 196,306 units	9 titles 223,938 units	9 titles 205,000 units
TAIYO ELEC	3 titles 36,337 units	3 titles 39,537 units	4 titles 29,477 units	7 titles 43,515 units	5 titles 37,000 units
Total	8 titles 156,538 units	10 titles 200,225 units	12 titles 225,783 units	16 titles 267,453 units	14 titles 242,000 units
Board + Frame	82,975 units	103,819 units	62,431 units	80,320 units	69,000 units
Board	73,563 units	96,406 units	163,352 units	187,133 units	173,000 units

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

Pachinko		
Title	Brand	Unit Sales (Thousands)
CR Hokuto No Ken 6 series	Sammy	132

Amusement Machine Sales

(JPY Billion)	FY Ended March 2014		FY Ending March 2015				
	Results Through 3Q	Full Year Results	Results Through 3Q	YoY Change	Revised Full Year Forecasts (announced on Oct 31)	Revised Full Year Forecasts (announced on Feb 12)	YoY Change
Net Sales	28.0	38.6	28.9	+3%	40.0	39.0	+1%
Domestic	23.9	32.6	23.4	-2%	-	-	-
Overseas	4.1	6.0	5.5	+34%	-	-	-
Operating Income	-0.2	-1.2	0.4	-	-2.3	-1.6	-
Operating Income Margin	-	-	1.4%	-	-	-	-

《Major Titles: Amusement Machines》

Title	Game Type	Sales (JPY Billion)
WORLD CLUB Champion Football Series	Trading Card Game	2.3
StarHorse3 Series	Medal Game	1.3
SENGOKU-TAISEN	Trading Card 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 2014		FY Ending March 2015				
		Results Through 3Q	Full Year Results	Results Through 3Q	YoY Change	Revised Full Year Forecasts (announced on Oct 31)	Revised Full Year Forecasts (announced on Feb 12)	YoY Change
Net Sales		32.4	43.2	30.9	-5%	41.0	41.0	-5%
Operating Income		-0.0	0.0	-0.5	-	-0.8	-0.8	-
Operating Income Margin		-	-	-	-	-	-	-
Same Store Sales Comparisons		94.9%	96.1%	100.1%	-	97.7%	99.1%	-
Domestic Facilities	Opened	4 facilities	5 facilities	4 facilities	-	4 facilities	5 facilities	-
	Closed	3 facilities	9 facilities	4 facilities	-	4 facilities	4 facilities	-
	Total	203 facilities	198 facilities	198 facilities	-	198 facilities	199 facilities	-
Overseas Facilities		2 facilities	2 facilities	2 facilities	-	2 facilities	2 facilities	-

《Same Store Sales Comparisons》

FY Ending March 2015													
April	May	June	Results Through 1Q	July	August	September	Results Through 2Q	October	November	December	Results Through 3Q	Revised Full Year Forecasts on Oct 31	Revised Full Year Forecasts on Feb 12
101.7%	103.3%	92.8%	99.4%	97.1%	100.6%	96.0%	98.7%	102.9%	109.3%	98.3%	100.1%	97.7%	99.1%

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 2014		FY Ending March 2015				
	Results Through 3Q	Full Year Results	Results Through 3Q	YoY Change	Revised Full Year Forecasts (announced on Oct 31)	Revised Full Year Forecasts (announced on Feb 12)	YoY Change
Net Sales	72.3	99.8	82.1	+14%	116.5	110.0	+10%
Packaged Games	28.4	38.9	32.0	13%	45.7	43.8	+13%
Digital Games	28.3	40.0	33.7	+19%	47.3	44.4	+11%
Toy	7.4	8.4	5.6	-24%	6.9	6.2	-26%
Animation	8.3	12.1	9.9	+19%	14.5	13.9	+15%
Other / Elimination	-0.1	0.4	0.9	-	2.1	1.7	+325%
Operating Income	2.7	2.0	2.2	-19%	5.0	2.7	+35%
Operating Income Margin	3.7%	2.0%	2.7%	-1.0pt	4.3%	2.5%	+0.5pt
Sales in Units (Thousands)	6,310	8,730	8,900	+41%	11,040	11,060	+27%

《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 2014				FY Ending March 2015					
	Results Through 3Q		Full Year Results		Results Through 3Q		Revised Full Year Forecasts (announced on Oct 31)		Revised Full Year Forecasts (announced on Feb 12)	
	# 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 (9)	960	12 (21)	2,150	12 (15)	1,400	13 (18)	2,270	15 (19)	2,140
US	5 (6)	2,290	5 (6)	2,800	7 (16)	3,540	9 (18)	4,120	9 (18)	4,210
Europe	4 (5)	3,060	4 (5)	3,770	6 (13)	3,950	5 (12)	4,630	6 (13)	4,710
Total	15 (20)	6,310	21 (32)	8,730	25 (44)	8,900	27 (48)	11,040	30 (50)	11,060

Breakdown by Platform	FY Ended March 2014				FY Ending March 2015					
	Results Through 3Q		Full Year Results		Results Through 3Q		Revised Full Year Forecasts (announced on Oct 31)		Revised Full Year Forecasts (announced on Feb 12)	
	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)
PS3	2	150	5	540	11	730	11	980	12	960
PS4	-	-	1	140	3	660	4	760	4	920
WiiU	4	270	5	320	4	210	4	300	4	230
Xbox360	0	0	0	0	4	230	3	190	4	240
Xbox One	-	-	-	-	3	410	3	340	3	420
3DS	4	550	6	780	9	900	12	1,380	13	1,160
PSP	2	160	2	160	0	0	0	0	0	0
PSV	1	70	5	330	5	330	5	360	5	340
PC	7	2,270	8	2,640	5	990	6	1,210	5	1,080
Catalogue etc.	-	2,810	-	3,790	-	4,420	-	5,480	-	5,680
Total	20	6,310	32	8,730	44	8,900	48	11,040	50	11,060

Consumer Business

《Major Titles / Packaged Games》

Title	Region	Platform	Sales Results (thousand units)
Alien: Isolation	Europe, US	PS3, PS4, Xbox360, XboxOne, PC	1,760
Football Manager 2015	Europe, US	PC	640
Sonic Boom Rise of Lyric	Japan, Europe, US	WiiU	490
Sonic Boom Shattered Crystal	Japan, Europe, US	3DS	

《Major Titles / Digital Games》

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

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