

FY Ending March 2015 1st Quarter Results Presentation



August 4th, 2014
SEGA SAMMY HOLDINGS INC.








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



【FY Ending March 2015 1st Quarter Results/ 1st Half Forecasts】

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Consolidated Income Statements (Summary)



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(JPY Billion)	FY Ended March 2014			FY Ending March 2015			
	Results Through 1Q	Results Through 2Q	Full Year Results	Results Through 1Q	YoY Change	Forecasts Through 2Q	Full year Forecasts
Net Sales	90.7	162.2	378.0	88.3	-3%	160.0	450.0
Pachislot and Pachinko Machines	51.8	71.2	181.8	47.4	-8%	60.0	217.5
Amusement Machine Sales	6.8	18.0	38.6	7.2	+6%	20.0	46.0
Amusement Center Operations	10.0	21.9	43.2	9.6	-4%	21.5	42.0
Consumer Business	18.8	43.8	99.8	21.1	+12%	51.0	128.5
Other	3.2	7.1	14.5	2.9	-9%	7.5	16.0
Operating Income	16.1	12.3	38.5	9.3	-42%	-8.0	35.0
Pachislot and Pachinko Machines	18.7	15.1	45.2	12.9	-31%	0.0	40.5
Amusement Machine Sales	-0.4	-0.0	-1.2	-0.6	-	-1.7	-1.7
Amusement Center Operations	-0.0	0.2	0.0	-0.4	-	0.0	-0.6
Consumer Business	0.0	1.1	2.0	-0.2	-	-0.3	6.6
Other	-0.4	-0.4	-1.2	-0.6	-	-2.0	-2.8
Eliminations	-1.6	-3.6	-6.4	-1.5	-	-4.0	-7.0
Operating Margin	17.8%	7.6%	10.2%	10.5%	-7.3pt	-	7.8%
Ordinary Income	17.0	14.2	40.5	10.0	-41%	-8.0	35.0
Extraordinary Gain	3.3	3.8	15.7	0.1	-	0.0	0.0
Extraordinary Loss	0.0	0.6	8.7	0.3	-	0.0	0.5
Income before income taxes and minority interests	20.3	17.4	47.5	9.8	-52%	-8.0	34.5
Net Income	12.9	11.3	30.7	5.5	-57%	-7.0	21.0
Dividends per share (JPY)	-	20.00	40.00	-	-	20.00	40.00
Earnings per share (JPY)	53.40	46.76	126.42	22.66	-	-28.74	86.21
Net Assets per share (JPY)	1,357.63	1,401.90	1,409.27	1,400.10	-	-	-



Net Sales/Profits Other		<ul style="list-style-type: none"> • Year-on-year, sales and profits decreased <p>⇒ Performed well against forecasts through 2Q, announced on May 9</p>
Segment breakdown	Pachislot and Pachinko Machines	<ul style="list-style-type: none"> • Pachislot unit sales decreased year-on-year although mainstay title “Pachislot SOUTEN-NO-KEN 2” was released and generally performed well • Pachinko unit sales increased year-on-year due to sales of several titles including “Pachinko CR Bakemonogatari” performed well
	Amusement Machine Sales	<ul style="list-style-type: none"> • Loss increased year-on-year due to there being no mainstay titles released in 1Q
	Amusement Center Operations	<ul style="list-style-type: none"> • Sales decreased and loss increased year-on-year due to the consumption tax hike although same-store sales remained stable
	Consumer Business	<ul style="list-style-type: none"> • Sales increased year-on-year due to expanded earnings in the digital games field but recorded losses due to the increase of advertising expenses, etc. • Mainstay digital title “PHANTASY STAR ONLINE 2” remained stable • Applications for smartphones “Puyopuyo!! Quest” and “CHAIN CHRONICLE” remained stable
	Others	<ul style="list-style-type: none"> • Preliminary expenses in the casino related business such as casino machines development continued to be incurred



(announced on June 11, 2014)

■ Issuance of Straight Corporate Bonds

<SEGA SAMMY HOLDINGS INC. Third Unsecured Straight Bond (with inter-bond pari passu clause)>

- Total value of bond: 10 billion yen
- Interest rate: 0.519%
- Term: 5 years
- Maturity date: June 17, 2019

(announced on August 1, 2014)

■ Medium-Term Investment Plan by PHOENIX RESORT CO.,LTD.

Implement selective and concentrated investments in an aim to further improve attractiveness, facility utilization rate and profit ratio of Phoenix Seagaia Resort operated by PHOENIX RESORT CO.,LTD.

<Major Targets>

- ① Renovation of all guest rooms of Sheraton Grande Ocean Resort and renovation of Seagaia Convention Center
- ② Cease consideration on usage and utilization of Ocean Dome and termination of the operation of Sun Hotel Phoenix

* Plan to record loss in 2Q in line with the ceasing of consideration on usage and utilization of Ocean Dome

Costs and Expenses Results/Forecast



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(JPY Billion)	FY Ended March 2014			FY Ending March 2015			
	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*1	10.7	25.1	59.2	12.4	+16%	31.5	69.6
Pachislot and Pachinko Machines	4.8	9.7	19.5	5.1	+6%	12.5	23.2
Amusement Machine Sales	1.3	4.0	8.9	1.4	+8%	4.6	9.2
Amusement Center Operations	0.0	0.0	0.1	0.0	-	0.1	0.1
Consumer Business	4.5	11.3	30.1	5.8	+29%	13.2	34.9
Other, eliminations etc.	0.1	0.1	0.6	0.1	-	1.1	2.2
Cap-ex	16.2	22.6	38.1	6.9	-57%	18.2	33.3
Pachislot and Pachinko Machines	1.4	2.5	7.9	2.0	+43%	5.6	10.9
Amusement Machine Sales	0.1	0.3	2.0	0.8	+700%	2.3	4.7
Amusement Center Operations	1.4	4.1	7.7	1.4	-	3.5	6.2
Consumer Business	2.1	4.3	8.3	2.3	+10%	5.9	9.8
Other, eliminations etc.	11.2	11.4	12.2	0.4	-96%	0.9	1.7
Depreciation*2	3.5	7.5	16.1	4.0	+14%	8.2	18.3
Pachislot and Pachinko Machines	1.3	2.8	5.8	1.3	-	3.0	7.1
Amusement Machine Sales	0.3	0.8	1.9	0.4	+33%	0.9	2.2
Amusement Center Operations	0.9	2.1	4.7	1.2	+33%	2.6	5.4
Consumer Business	0.5	1.2	2.6	0.6	+20%	1.0	2.2
Other, eliminations etc.	0.5	0.6	1.1	0.5	-	0.7	1.4
Advertising*3	3.0	7.6	16.0	4.1	+37%	12.1	24.9
Pachislot and Pachinko Machines	0.6	1.4	2.8	0.5	-17%	1.4	4.7
Amusement Machine Sales	0.2	0.6	1.4	0.2	-	1.0	2.2
Amusement Center Operations	0.2	0.7	1.2	0.2	-	0.8	1.3
Consumer Business	1.5	3.6	8.6	2.5	+67%	7.2	14.4
Other, eliminations etc.	0.5	1.3	2.0	0.7	+40%	1.7	2.3

*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 expense include the amount contained in cost of sales. (Up to the fiscal year ended March 2013, only selling, general and administrative (SG&A) expenses were included.)

Consolidated Balance Sheet (Summary)



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(JPY billion) 【 Assets 】				【 Liabilities and Net Assets 】			
Account	As of end of March 2014	End of 1Q	Change	Account	As of end of March 2014	End of 1Q	Change
Cash and Deposits	101.2	125.7	+24.5	Accounts Payable	37.2	32.8	-4.4
Accounts Receivable	48.1	58.8	+10.7	Corporate Bond	1.7	1.7	-
Securities	107.7	65.5	-42.2	Short Term Borrowings	12.9	12.9	-
Inventories	35.9	36.4	+0.5	Other	39.2	33.4	-5.8
Other	25.5	28.3	+2.8	Total Current Liabilities	91.0	80.8	-10.2
Total Current Assets	318.4	314.7	-3.7	Corporate Bond	37.8	47.8	+10.0
Tangible Fixed Assets	102.1	104.4	+2.3	Long Term Debt	35.1	34.0	-1.1
Intangible Fixed Assets	31.7	30.2	-1.5	Other	30.6	27.1	-3.5
Investment Securities	60.8	55.2	-5.6	Total Noncurrent Liabilities	103.5	108.9	+5.4
Other	29.8	31.3	+1.5	Total Liabilities	194.6	189.7	-4.9
				Shareholders Equity	330.9	332.4	+1.5
				Total accumulated other comprehensive income	12.3	8.9	-3.4
				Warrants	1.0	1.1	+0.1
				Minority Interest	3.8	3.6	-0.2
Total Noncurrent Assets	224.4	221.1	-3.3	Total Net Assets	348.2	346.1	-2.1
Total Assets	542.9	535.8	-7.1	Total Liabilities and Net Assets	542.9	535.8	-7.1

Summary of Results Through 1Q

■ Current Assets: Cash and deposits and accounts receivable increased while conversely, securities (short-term fund management) decreased and current assets were decreased by 3.7 billion yen.

■ Noncurrent Assets: Down 3.3 billion yen primarily due to the decrease in investment securities (valuation loss on stocks held)

• Total Assets : 535.8 billion yen decreased by 7.1 billion yen

■ Equity ratio : 63.7% (+0.5pt)

■ Current ratio : 389.4% (+39.7pt)

(JPY billion)	As of end of March 2014	End of 1Q	Difference
Total assets	542.9	535.8	-7.1
Net assets	348.2	346.1	-2.1
Equity ratio	63.2%	63.7%	+0.5pt
Current ratio	349.7%	389.4%	+39.7pt



(JPY Billion)		FY Ended March 2014			FY Ending March 2015			
		Results Through 1Q	Results Through 2Q	Full Year Results	Results Through 1Q	YoY Change	Forecasts Through 2Q	Full year Forecasts
Net Sales		51.8	71.2	181.8	47.4	-8%	60.0	217.5
	Pachislot	41.9	52.2	112.7	30.9	-26%	40.5	136.8
	Pachinko	8.9	16.9	63.5	15.7	+76%	16.9	76.1
	Other	1.0	2.1	5.6	0.8	-20%	2.6	4.6
Operating Income		18.7	15.1	45.2	12.9	-31%	0.0	40.5
	Operating Income Margin	36.1%	21.2%	24.9%	27.2%	-8.9pt	-	18.6%
Unit Sales (Pachislot)		108,247	143,171	301,575	82,901	-23%	114,800	374,800
Unit Sales (Pachinko)		28,606	54,955	200,225	50,806	+78%	58,000	250,000

Summary of Results Through 1Q

1st Half Forecasts

Overall

- Year-on-year, sales and profits decreased

- Year-on-year, sales and profits are forecasted to decrease
- Unit sales in 2Q is expected to decrease from 1Q due to launch of mainstay titles in the 1st half of the fiscal year being concentrated in 1Q

Pachislot

- Year-on-year, unit sales decreased although mainstay title “Pachislot SOUTEN-NO-KEN 2” was launched and generally performed strongly
- Main titles launched
⇒ Sammy “Pachislot SOUTEN-NO-KEN 2,” “Pachislot Lost Island” etc.

- Main titles to be launched in 2Q
⇒ TAIYO ELEC “Pachislot Virtua Fighter” (August) etc.
- Plans to launch several mainstay titles in the second half of the fiscal year





Pachinko

- Pachinko unit sales increased year-on-year due to sales of several titles including “Pachinko CR Bakemonogatari” performed well
- Main titles launched
⇒ Sammy “Pachinko CR Bakemonogatari,” “Pachinko CR Senran BurST!” etc.
⇒ TAIYO ELEC “CR Moeyoken 3,” “CR BLACK LAGOON 2” etc.

- Main titles to be launched in 2Q
⇒ Sammy “Dejihane CR Monster Hunter” (July), “Dejihane CR SOUTEN-NO-KEN” (July), “Dejihane CR Hokuto No Ken 5 Jibo” (September) etc.
- Plans to launch mainstay titles 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 2014			FY Ending March 2015		
	Results Through 1Q	Results Through 2Q	Full Year Results	Results Through 1Q	Forecasts Through 2Q	Full year Forecasts
	1 title	1 title	5 titles	2 titles	2 titles	6 titles
	106,674 units	114,453 units	264,365 units	81,275 units	84,800 units	319,800 units
	0 title	0 title	0 title	-	1 title	1 title
	893 units	893 units	893 units	-	20,000 units	20,000 units
	0 title	1 title	2 titles	1 title	1 title	3 titles
	680 units	2,375 units	6,445 units	1,626 units	10,000 units	35,000 units
	-	1 title	2 titles	-	-	-
	-	25,450 units	29,872 units	-	-	-
Total	1 title	3 titles	9 titles	3 titles	4 titles	10 titles
	108,247 units	143,171 units	301,575 units	82,901 units	114,800 units	374,800 units

Major Titles (Results) / Pachislot

Brand	Title	Total Sales	Installed From
Sammy	Pachislot SOUTEN-NO-KEN 2	74,622units	June
Sammy	Pachislot Lost Island	4,544units	May



“Pachislot SOUTEN-NO-KEN 2” (Sammy)

©Tetsuo Hara&Buronson/NSP2001, Approved No.YKU-127 ©Sammy





“Pachislot Lost Island” (Sammy)

©Sammy



Shipment Data: Pachinko

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

Pachinko	FY Ended March 2014			FY Ending March 2015		
	Results Through 1Q	Results Through 2Q	Full Year Results	Results Through 1Q	Forecasts Through 2Q	Full year Forecasts
	1 title	2 titles	7 titles	3 titles	4 titles	7 titles
	11,002 units	27,405 units	160,688 units	39,798 units	35,000 units	175,000 units
	1 title	2 titles	3 titles	2 titles	3 titles	7 titles
	17,604 units	27,550 units	39,537 units	11,008 units	23,000 units	75,000 units
Total	2 titles	4 titles	10 titles	5 titles	7 titles	14 titles
	28,606 units	54,955 units	200,225 units	50,806 units	58,000 units	250,000 units
Board + Frame	23,557 units	35,151 units	103,819 units	15,814 units	24,500 units	124,500 units
Board	5,049 units	19,804 units	96,406 units	34,992 units	33,500 units	125,500 units



“Pachinko CR Bakemonogatari” (Sammy)

©Nisioisin/ Kodansha, Aniplex Inc., SHAFT INC. ©Sammy

Major Titles (Results)/ Pachinko

Brand	Title	Total Sales	Installed From
Sammy	Pachinko CR Bakemonogatari	32,503units	June
TAIYO ELEC	CR Moeyoken 3	6,595units	May
Sammy	Pachinko CR Senran BurST!	6,468units	April



“CR Moeyoken 3” (TAIYO ELEC)

©2002 RED/TakahashiRumiko ©2002 KADOKAWA CORPORATION ENTERBRAIN ©TAIYO ELEC

(JPY Billion)		FY Ended March 2014			FY Ending March 2015			
		Results Through 1Q	Results Through 2Q	Full Year Results	Results Through 1Q	YoY Change	Forecasts Through 2Q	Full year Forecasts
Net Sales		6.8	18.0	38.6	7.2	+6%	20.0	46.0
	Domestic	5.5	15.5	32.6	5.5	-	16.9	38.8
	Overseas	1.3	2.5	6.0	1.7	+31%	3.1	7.2
Operating Income		-0.4	-0.0	-1.2	-0.6	-	-1.7	-1.7
	Operating Income Margin	-	-	-	-	-	-	-

Summary of Results Through 1Q

- Loss increased year-on-year
- No mainstay titles released in 1Q
- Posted distribution of earnings from revenue sharing model (mainstay titles under revenue sharing models)
 - ⇒ “**BORDER BREAK**” series, “**SEGA NETWORK MAHJONG MJ5 Evolution**” etc.

1st Half Forecasts

- Forecast sales to increase year-on-year, but increase in loss due to increase in advertising expenses, etc.
- Promoting sales of CVT kits for several titles
 - ⇒ “**StarHorse3 Season III CHASE THE WIND**” (July),
 - “**INITIAL D ARCADE STAGE 8 INFINITY**” (July),
 - “**SENGOKU-TAISEN**” (September), etc.
- To capture a broad range of users, plan to offer a lineup that can meet diverse users’ needs, from high-value added items to household items
 - ⇒ “**Hero Bank Arcade**” (July)


Major Titles (Results)

Title	Game Type	Sales
WORLD CLUB Champion Football Series	Trading Card Game	0.4 billion yen
BORDER BREAK Series	Video Game	0.3 billion yen
SEGA NETWORK MAHJONG MJ5 Evolution	Video Game	0.2 billion yen

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



“WORLD CLUB Champion Football Series”

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 The game is made by Sega in association with Panini.



“BORDER BREAK Series”

©SEGA



(JPY Billion)		FY Ended March 2014			FY Ending March 2015			
		Results Through 1Q	Results Through 2Q	Full Year Results	Results Through 1Q	YoY Change	Forecasts Through 2Q	Full year Forecasts
Net Sales		10.0	21.9	43.2	9.6	-4%	21.5	42.0
Operating Income		-0.0	0.2	0.0	-0.4	-	0.0	-0.6
	Operating Income Margin	-	0.9%	-	-	-	-	-
Same Store Sales Comparisons		92.5%	95.0%	96.1%	99.4%	-	98.3%	97.5%
Domestic Facilities	Opened	1 facility	3 facilities	5 facilities	3 facilities	-	3 facilities	3 facilities
	Closed	2 facilities	3 facilities	9 facilities	0 facility	-	7 facilities	7 facilities
	Total	201 facilities	202 facilities	198 facilities	201 facilities	-	194 facilities	194 facilities
Overseas Facilities		2 facilities	2 facilities	2 facilities	2 facilities	-	2 facilities	3 facilities

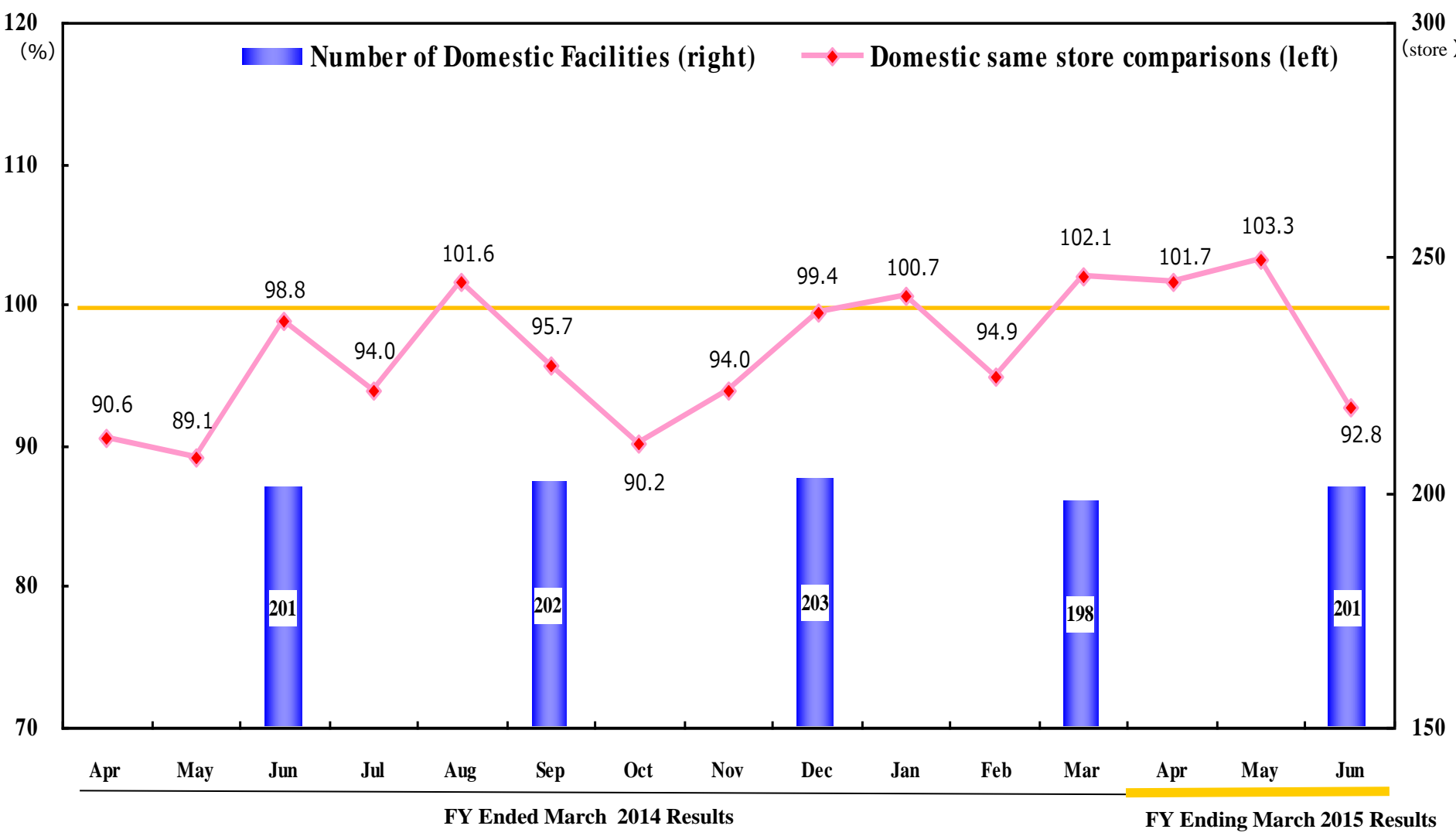
Summary of Results Through 1Q

- Sales decreased and loss increased year-on-year due to the consumption tax hike although same-store sales were stable
- Domestic same store sales year-on-year comparison: 1Q Result: 99.4% (April: 101.7%; May: 103.3%; June: 92.8%)
- Domestic facilities: End of 1Q: 201 facilities (opening of 3 facilities and closing of 0 facility)

1st Half Forecasts

- Year-on-year, decrease in sales and profits are forecasted due to the consumption tax hike
- Working towards improved profitability by narrowing investments and streamlining facility operations, etc.
- Domestic same store sales year-on-year comparison: 1st half forecast: 98.3%
- Domestic facilities: End of 1st Half: 194 (Openings: 3, Closures: 7)
- Attractiveness of “Orbi Yokohama” will be enhanced by new contents introduced on July 19, 2014

Domestic Facilities Same Store Sales Comps / Domestic Facilities Number Transition





(JPY Billion)	FY Ended March 2014			FY Ending March 2015			
	Results Through 1Q	Results Through 2Q	Full Year Results	Results Through 1Q	YoY Change	Forecasts Through 2Q	Full year Forecasts
Net Sales	18.8	43.8	99.8	21.1	+12%	51.0	128.5
Packaged Games	7.6	16.2	38.9	6.7	-12%	16.3	49.0
Digital Games	8.2	17.6	40.0	10.2	+24%	23.5	52.4
Toy	1.2	4.9	8.4	0.9	-25%	3.9	9.7
Animation	1.8	5.1	12.1	3.0	+67%	6.0	13.9
Other / Elimination	0.0	-0.1	0.4	0.3	-	1.3	3.5
Operating Income	0.0	1.1	2.0	-0.2	-	-0.3	6.6
Operating Income Margin	-	2.5%	2.0%	-	-	-	5.1%
Sales in Units (Thousands)	1,210	3,230	8,730	1,700	+40%	4,070	12,780

Summary of Results Through 1Q

1st Half Forecasts

Overall

- Year-on-year, sales increased but recorded losses due to the increase of advertising expenses, etc.

- Year-on-year, increase in sales from the digital games field and recorded losses due to the advertising expenses, etc.

Packaged Games

- Launched new titles including “PERSONA Q SHADOW OF THE LABYRINTH”

- Launch of major and mainstay titles are focused in the second half of the fiscal year
- Major titles planned to be launched in 2Q:
Domestic: “PERSONA 4 The ULTIMAX ULTRA SUPLEX HOLD”

Digital Games

- Number of titles under service at end of 1Q 134 (Pay-to-play 73, Free-to-play 61)
- Online RPG “PHANTASY STAR ONLINE 2” remained stable
- Titles for smartphones, “Puyopuyo!! Quest” and “CHAIN CHRONICLE” remained stable
- Noah Pass: 70 companies participated and the number of users surpassed 55 million
- In pachinko and pachislot games for mobile phones and PCs, strengthened activities of “777TOWN for Android” and “777TOWN for iOS” for smartphones and “Moba7” for DeNA

- A new chapter “EPISODE3” from “PHANTASY STAR ONLINE 2” is scheduled to start in late August 2014
- Working towards maximization of earnings through releasing sequel and PS Vita version of “CHAIN CHRONICLE”
- Full-fledged development of domestic for smart device titles in the Asian regions
- Conclude capital and business tie-up agreement with gumi Inc. (plan to distribute “CHAIN CHRONICLE” in North America within the year)

Toy

- Sales of mainstay products such as “Anpanman Series” and “Jewelpod Series”

- Work towards improvement of profitability through sales focused on new products such as “Jewelpad,” “SPOON PETS” and “Heart Energy Poochi”

Animation

- Distribution earnings from the movie “LUPIN THE 3rd VS DETECTIVE CONAN THE MOVIE” which recorded over 3 million viewers and TV series such as “Yowamushi Pedal” remained strong

- Expected to perform well centering on the distribution earnings from the movie “Detective Conan: Dimensional Sniper” and sales of TV series such as “Yowamushi Pedal”

Sales Results (Packaged Game)

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

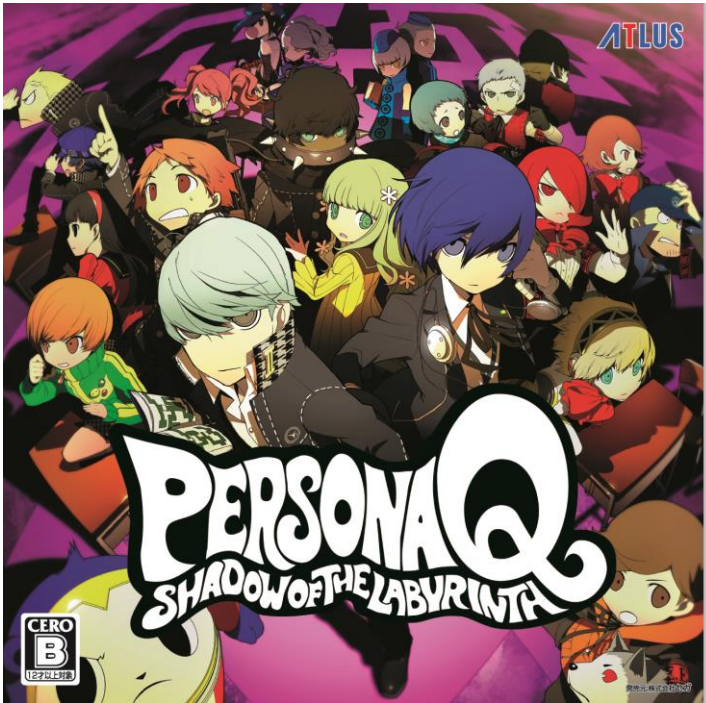
Breakdown by Region	FY Ended March 2014						FY Ending March 2015					
	Results Through 1Q		Results Through 2Q		Full Year Results		Results Through 1Q		Forecasts Through 2Q		Full Year Forecasts	
	# of titles (SKU)	Unit Sales (Thousands)	# of titles (SKU)	Unit Sales (Thousands)	# of titles (SKU)	Unit Sales (Thousands)	# of titles (SKU)	Unit Sales (Thousands)	# of titles (SKU)	Unit Sales (Thousands)	# of titles (SKU)	Unit Sales (Thousands)
Japan	1 (1)	250	3 (3)	400	12 (21)	2,150	2 (3)	420	5 (6)	1,320	14 (18)	3,340
US	1 (1)	370	3 (3)	1,300	5 (6)	2,800	1 (2)	640	2 (4)	1,120	12 (20)	4,540
Europe	1 (1)	570	2 (2)	1,520	4 (5)	3,770	0 (0)	640	2 (7)	1,620	5 (11)	4,890
Total	3 (3)	1,210	8 (8)	3,230	21 (32)	8,730	3 (5)	1,700	9 (17)	4,070	31 (49)	12,780

Breakdown by Platform	FY Ended March 2014						FY Ending March 2015					
	Results Through 1Q		Results Through 2Q		Full Year Results		Results Through 1Q		Forecasts 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	-	-	1	20	5	540	1	0	5	270	11	1,520
PS4	-	-	-	-	1	140	-	-	1	90	3	690
WiiU	-	-	1	0	5	320	1	0	1	0	4	600
Xbox360	-	-	-	-	-	-	-	-	2	160	3	700
Xbox One	-	-	-	-	-	-	-	-	1	90	2	440
3DS	-	-	-	-	6	780	2	280	2	450	13	2,270
PSP	1	130	1	130	2	160	-	-	-	-	-	-
PSV	-	-	-	-	5	330	1	50	4	570	7	790
PC	2	380	5	1,270	8	2,640	-	-	1	80	6	1,150
Catalogue etc.	-	690	-	1,790	-	3,790	-	1,340	-	2,340	-	4,590
Total	3	1,210	8	3,230	32	8,730	5	1,700	17	4,070	49	12,780



Major Titles (Results) / Packaged Games

Title (Region)	Platform	Sales Unit (thousand)	Launch
PERSONA Q SHADOW OF THE LABYRINTH (Japan)	3DS	250	June



“PERSONA Q SHADOW OF THE LABRINTH”

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Major Titles (Results) /Digital Games



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<PHANTASY STAR ONLINE 2>

- Surpassed 3.5 million registered IDs as of July 20, 2014
- Started distribution in Taiwan, Hong Kong, Macau and six South East Asian countries
- Implemented the updating event of “**PHANTASY STAR THANKS FESTIVAL 2014 ONLINE**” from July 2014 commemorating the second anniversary since launch of the service
- Plan to launch a new chapter “**EPISODE3**” in late August 2014



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<CHAIN CHRONICLE>

- Started providing “**CHAIN CHRONICLE**” in South Korea and mainland China which are performing well. Start providing services in Taiwan, Hong Kong and Macau.
- Started distribution of “**CHAIN CHRONICLE V**,” PS Vita version, which offers basic play free of charge, from July 15, 2014
- Started distribution of a new chapter “**CHAIN CHRONICLE – Kizuna no Shintairiku**” from July 17, 2014



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<Puyopuyo!! Quest>

- Surpassed 10 million downloads on June 30, 2014
- Plan to start providing services in mainland China, Taiwan, Hong Kong, Macau, South Korea, South East Asia including Indonesia and Thailand sequentially starting in summer 2014

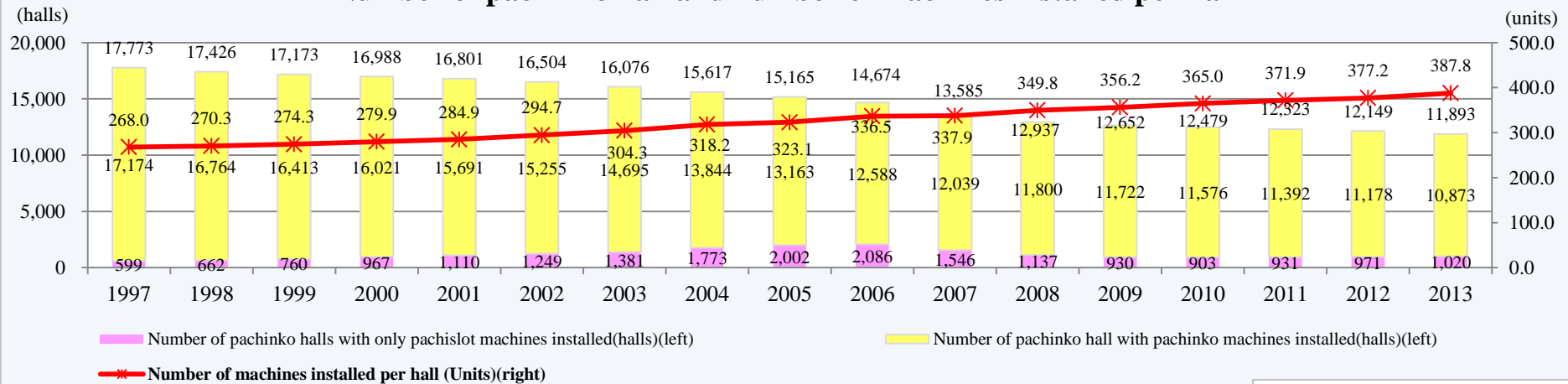
Appendix



SEGA-SAMMY
HOLDINGS

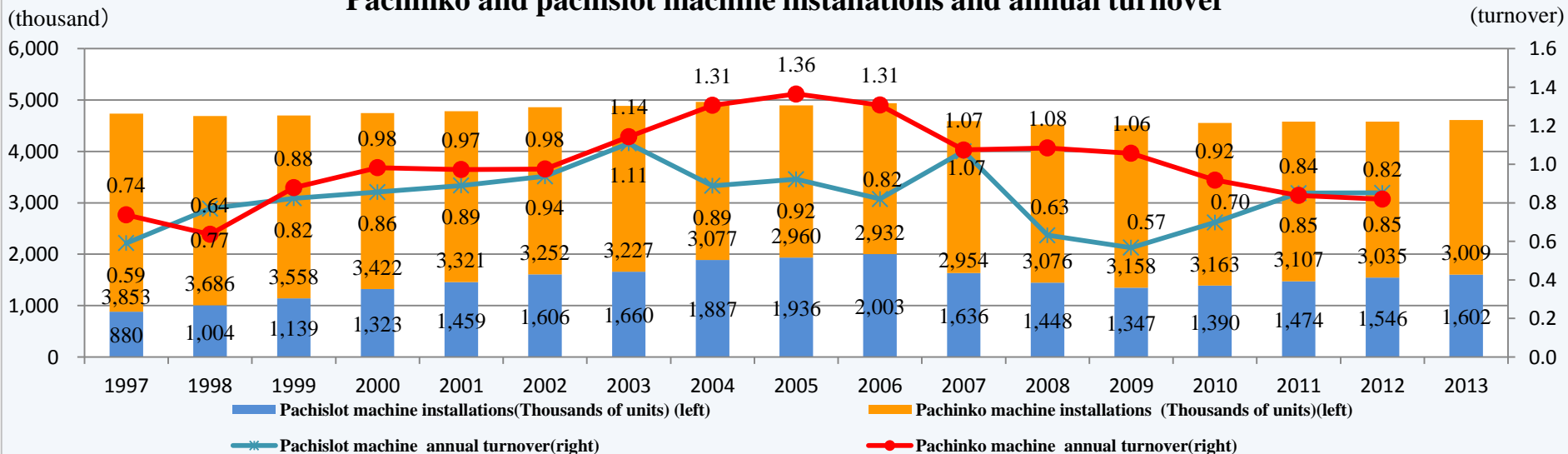
Pachinko and Pachislot Machine Markets

Number of pachinko hall and number of machines installed per hall



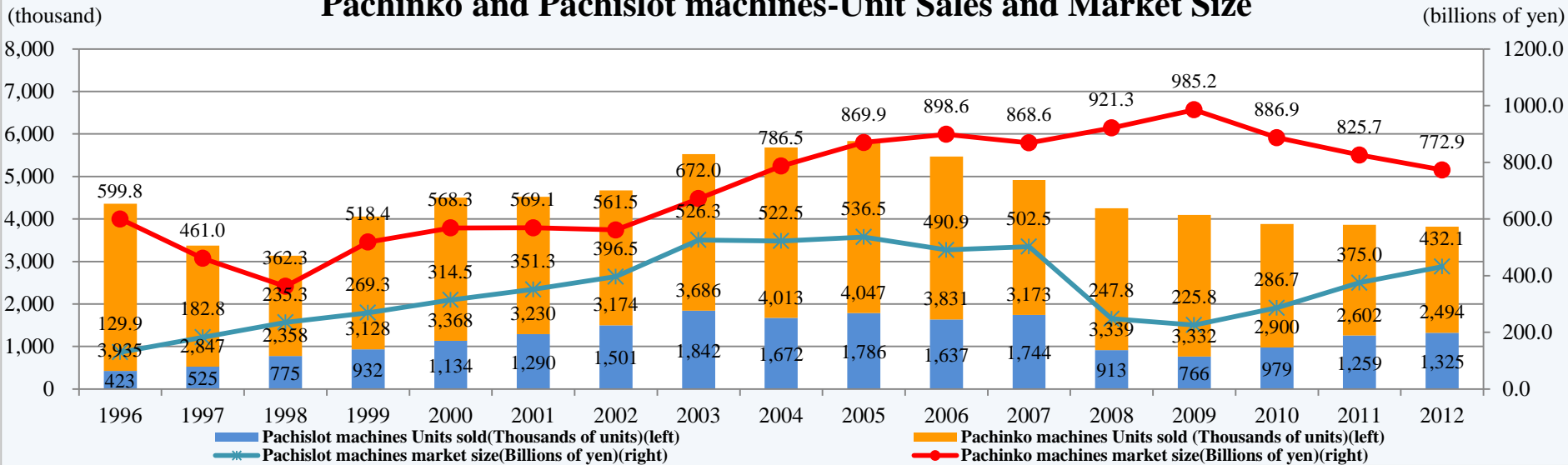
Sources : National Police Agency

Pachinko and pachislot machine installations and annual turnover



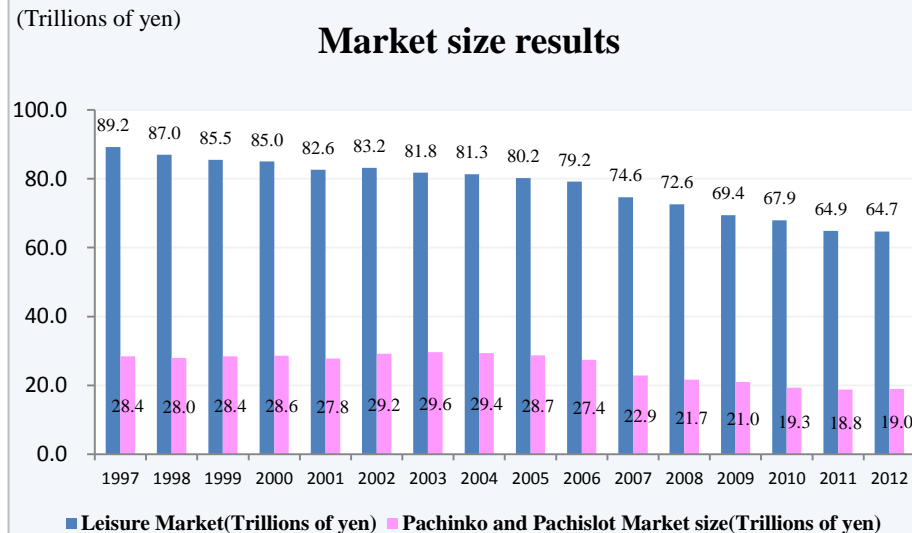
Sources:National Police Agency and Yano research Institute Ltd.

Pachinko and Pachislot machines-Unit Sales and Market Size

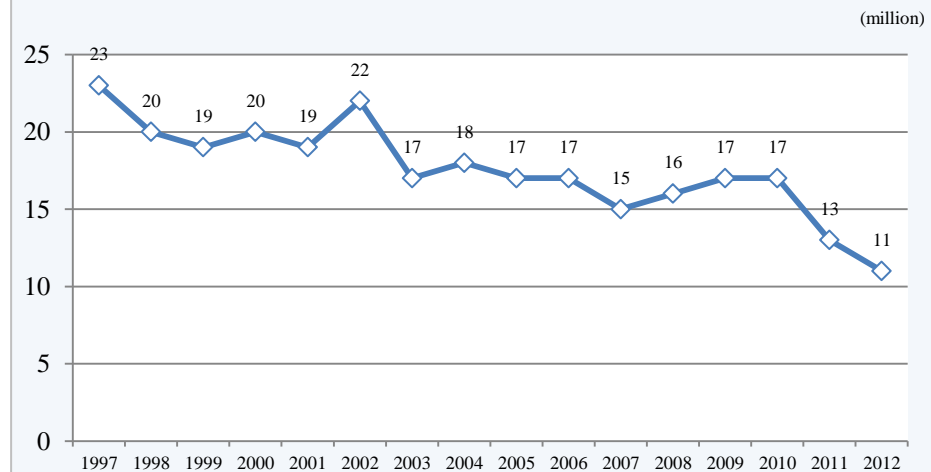


Sources: Yano research Institute Ltd.

Market size results

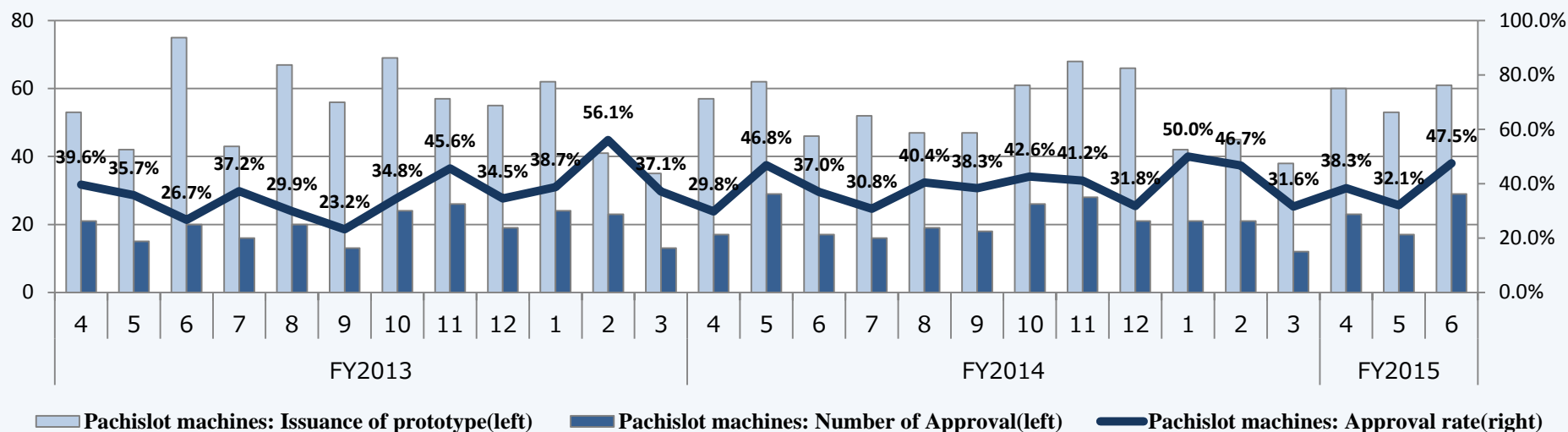


Number of players (million)

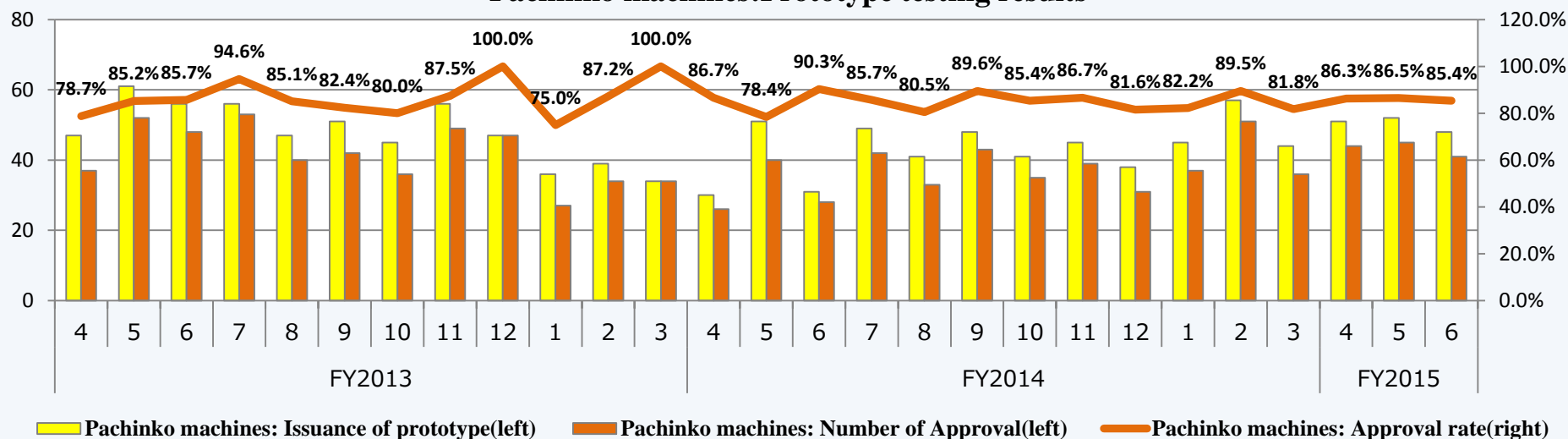


Sources : White Paper on Leisure Industry, Japan Productivity Center

Pachislot machines:Prototype testing results



Pachinko machines:Prototype testing results



Sources:Security Communications Association



Share of Annual Pachislot Machine Sales

Rank	2009			2010			2011			2012			2013		
	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share
1	Sammy	162,932	21.3%	Sammy	302,270	30.9%	Sammy	300,866	23.9%	U Company	236,000	17.8%	-	-	-
2	S Company	104,266	13.6%	D Company	117,000	11.9%	D Company	200,000	15.9%	Sammy	202,221	15.3%	-	-	-
3	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	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	60,000	7.8%	U Company	103,000	10.5%	S Company	96,158	7.6%	K Company	110,000	8.3%	-	-	-

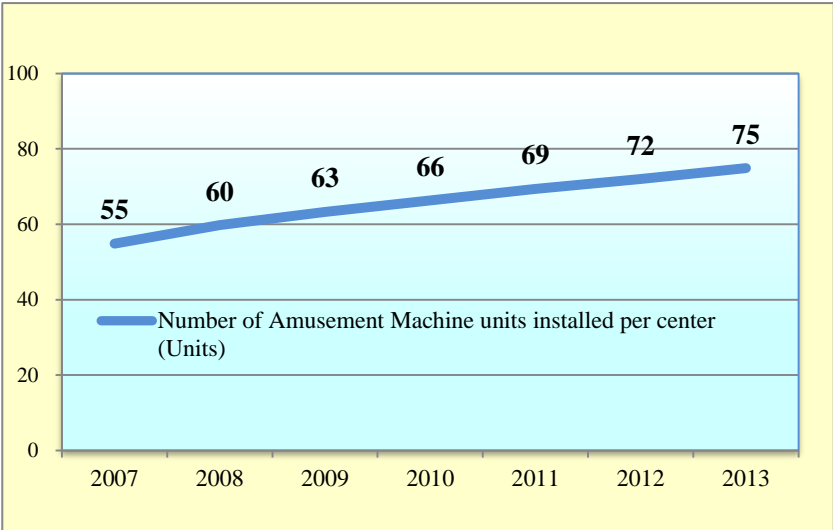
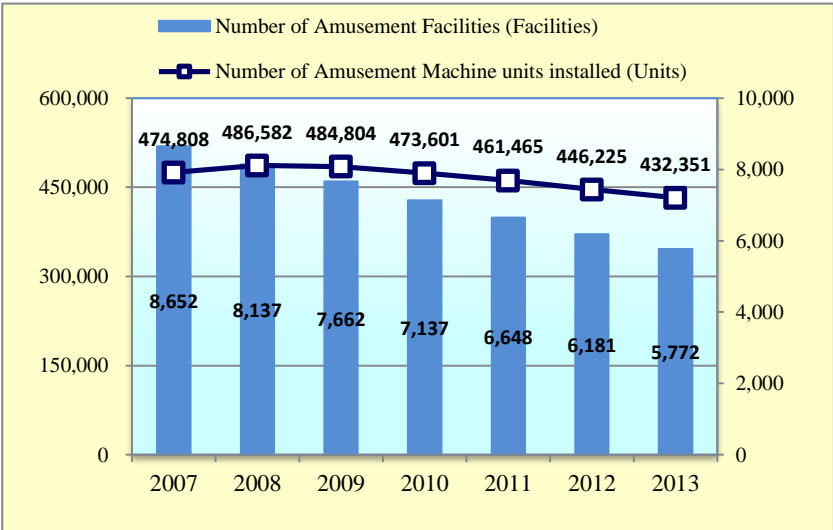
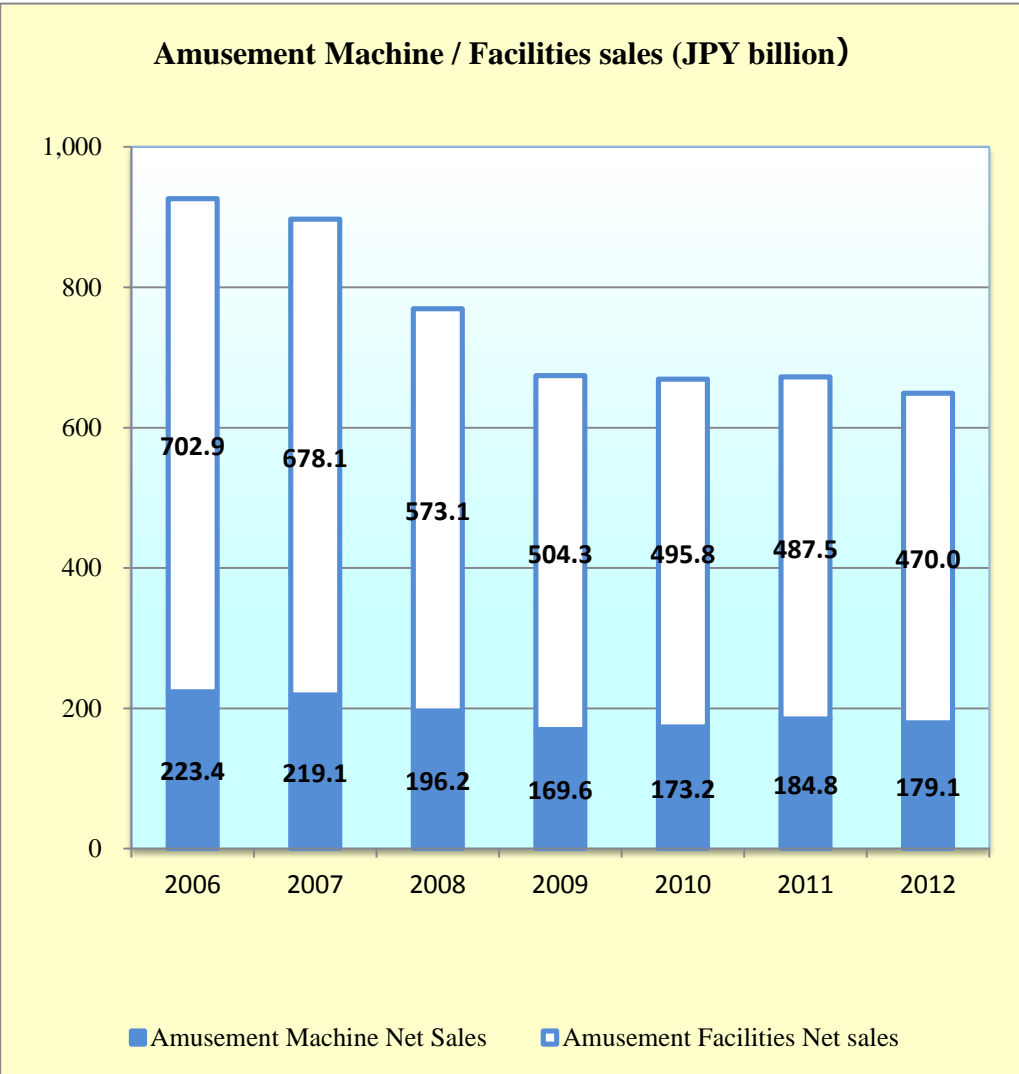
Share of Annual Pachinko Machine Sales

Rank	2009			2010			2011			2012			2013		
	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share
1	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	572,464	17.2%	S Company	424,533	14.6%	S Company	360,805	13.9%	K Company	507,000	20.3%	-	-	-
3	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	395,000	11.9%	K Company	322,000	11.1%	S Company	332,000	12.8%	N Company	250,000	10.0%	-	-	-
5	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.

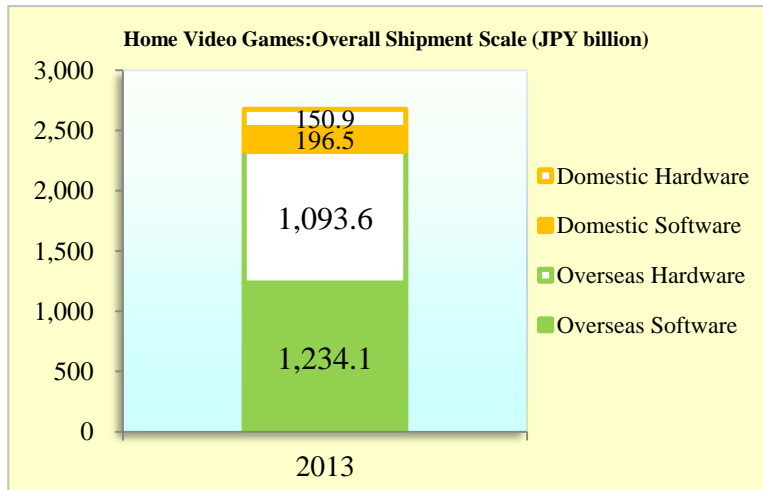
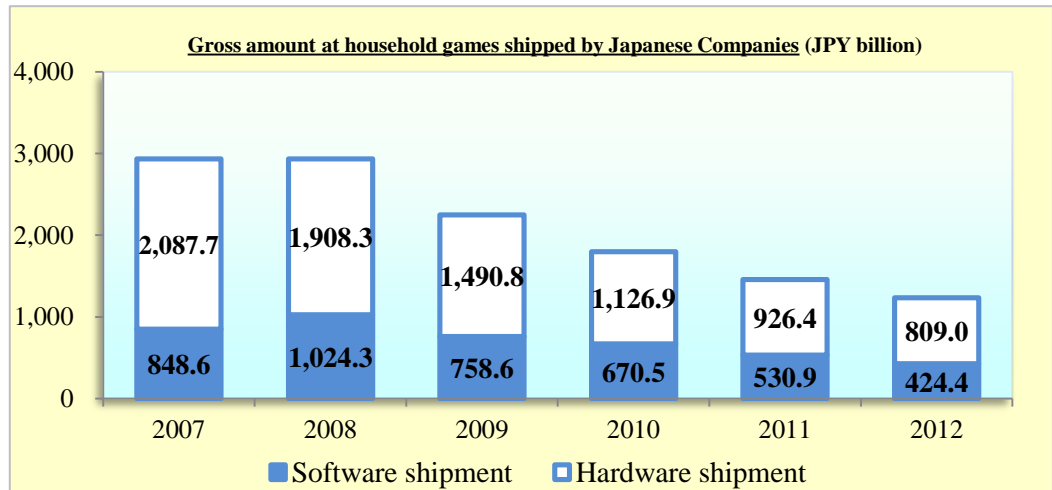
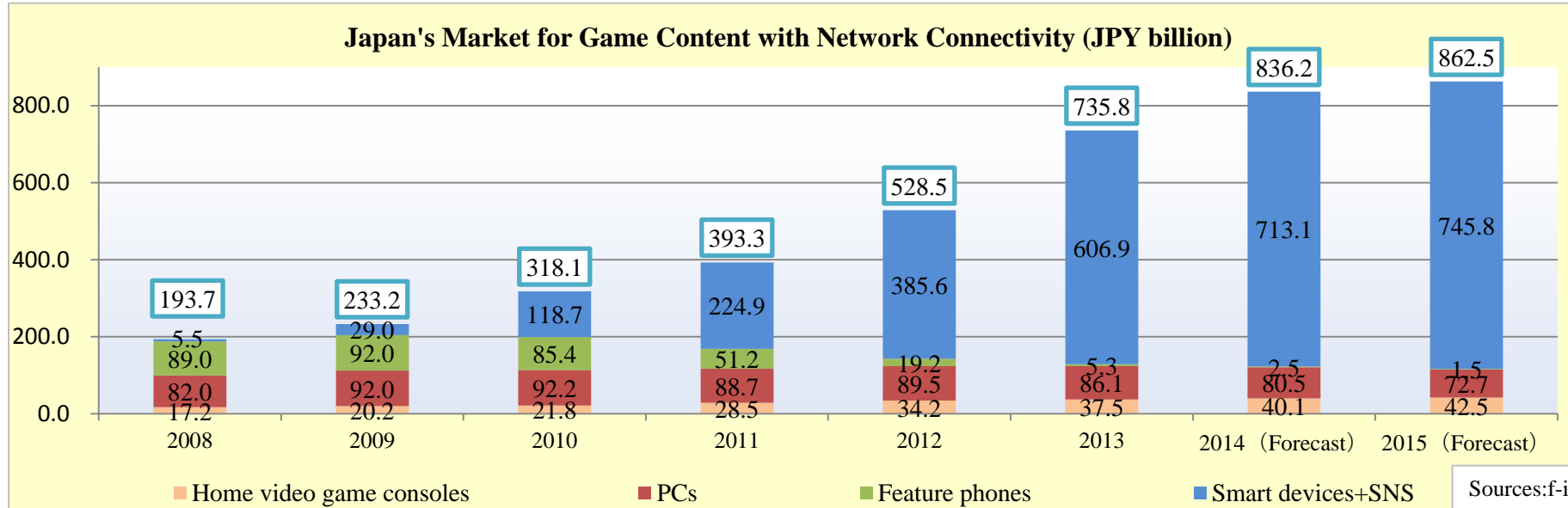
*Estimated by Yano Research Institute Ltd. with fiscal years from July of each year through June the following year as criteria

Amusement Machine and Amusement Center Operations Markets Scale



Source: JAIA, National Police Agency

Home Video Game and Online Game Markets Scale



Source: CESA Games White Paper *Chart is separated from 2013 due to the change of collection method of the data.

Past Operating Results

From FY Ended March 2005 to FY Ended March 2014

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

(http://www.segasammy.co.jp/english/ir/library/pdf/settlement/2015/e_201503_1q_transition.xls)

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

(JPY billion)		FY Ended March 2005	FY Ended March 2006	FY Ended March 2007	FY Ended March 2008	FY Ended March 2009	FY Ended March 2010	FY Ended March 2011	FY Ended March 2012	FY Ended March 2013	FY Ended March 2014				FY Ended March 2015
		Full Year Results	Full Year Results	Full Year Results	Full Year Results	Full Year Results	Full Year Results	Full Year Results	Full Year Results	Full Year Results	Results Through 1Q	Results Through 2Q	Results Through 3Q	Full Year Results	Results Through 1Q
Breakdown	Net Sales	515.6	553.2	528.2	458.9	429.1	384.6	396.7	395.5	321.4	90.7	162.2	303.9	378.0	88.3
	Pachislot and Pachinko Machines	280.1	265.6	211.5	145.5	161.6	160.3	212.0	212.1	142.2	51.8	71.2	160.2	181.8	47.4
	Amusement Machines Sales	63.3	71.5	75.4	71.0	61.9	45.1	47.2	49.9	39.1	6.8	18.0	28.0	38.6	7.2
	Amusement Center Operations	83.1	106.2	103.8	91.2	71.3	54.7	45.6	44.6	42.7	10.0	21.9	32.4	43.2	9.6
	Consumer Business	65.3	90.3	119.5	141.7	131.3	121.5	88.8	85.6	83.8	18.8	43.8	72.3	99.8	21.1
	Other	23.7	19.4	17.8	9.3	2.9	2.8	2.8	3.0	13.4	3.2	7.1	10.9	14.5	2.9
Breakdown	Operating Income	105.0	119.1	76.5	-5.8	8.3	36.7[31.0]	68.7	58.3	19.0	16.1	12.3	46.5	38.5	9.3
	Pachislot and Pachinko Machines	103.9	99.8	71.1	8.4	14.5	29.5	64.2	71.0	23.5	18.7	15.1	50.0	45.2	12.9
	Amusement Machines Sales	7.4	12.1	11.6	7.1	6.8	7.0[5.4]	7.3	7.4	1.9	-0.4	0.0	-0.2	-1.2	-0.6
	Amusement Center Operations	5.4	9.2	0.1	-9.8	-7.5	-1.3[-1.4]	0.3	0.3	1.1	0.0	0.2	0.0	0.0	-0.4
	Consumer Business	-8.8	1.9	1.7	-5.9	-0.9	6.3[2.4]	1.9	-15.1	-0.7	0.0	1.1	2.7	2.0	-0.2
	Other	-0.5	-1.7	-1.3	0.0	-0.3	0.3	0.0	0.2	-0.4	-0.4	-0.4	-0.7	-1.2	-0.6
Eliminations		-2.3	-2.3	-6.7	-5.5	-4.9	-5.2	-5.1	-5.4	-6.3	-1.6	-3.6	-5.1	-6.4	-1.5
Operating Margin		20.4%	21.5%	14.5%	-	1.9%	9.5%[8.1%]	17.3%	14.7%	5.9%	17.8%	7.6%	15.3%	10.2%	10.5%
Ordinary Income		104.4	119.5	81.2	-8.2	6.6	35.9[30.2]	68.1	58.1	20.9	17.0	14.2	49.1	40.5	10.0
Ordinary Income Margin		20.2%	21.6%	15.4%	-	1.5%	9.3%[7.9%]	17.2%	14.7%	6.5%	18.7%	8.8%	16.2%	10.7%	11.3%
Net Income		50.5	66.2	43.4	-52.4	-22.8	20.2[14.5]	41.5	21.8	33.4	12.9	11.3	44.3	30.7	5.5
Net Income Margin		9.8%	12.0%	8.2%	-	-	5.3%[3.8%]	10.5%	5.5%	10.4%	14.2%	7.0%	14.6%	8.1%	6.2%
R&D expense / content production expense *3		41.5	36.3	52.1	65.3	59.6	41.5[47.2]	41.1	53.3	45.2	9.8	25.1	38.1	59.2	12.4
Cap-ex		32.4	38.5	36.6	50.4(*1)	26.6	16.1	19.6	36.1	32.8	16.2	22.6	29.3	38.1	6.9
Depreciation *4		17.7	21.8	28.0	45.6(*2)	26.6	17.1	15.9	16.1	18.1	4.3	7.5	14.4	16.1	4.0
Advertising *5		11.8	18.9	22.2	22.8	20.7	20.7	15.1	17.2	13.1	2.8	7.6	10.7	16.0	4.1
# of pachislot titles		9 titles	14 titles	17 titles	22 titles	19 titles	12 titles	10 titles	11 titles	8 titles	1 titles	3 titles	8 titles	9 titles	3 titles
Unit sales		676,933 units	607,106 units	523,422 units	380,688 units	123,286 units	162,932 units	302,270 units	300,866 units	202,221 units	108,247 units	143,171 units	286,396 units	301,575 units	82,901 units
# of pachinko titles		8 titles	8 titles	14 titles	9 titles	12 titles	13 titles	12 titles	14 titles	14 titles	2 titles	4 titles	8 titles	10 titles	5 titles
Unit sales		233,049 units	288,895 units	132,981 units	108,184 units	391,831 units	360,171 units	343,188 units	332,288 units	216,860 units	28,606 units	54,955 units	156,538 units	200,225 units	50,806 units
Same Store Sales Comparisons		98.5%	103.3%	95.8%	89.0%	92.4%	91.7%	99.3%	100.5%	93.8%	92.5%	95.0%	94.9%	96.1%	99.4%
Domestic Facilities		477 facilities	462 facilities	449 facilities	363 facilities	322 facilities	260 facilities	249 facilities	241 facilities	236 facilities	201店舗	202店舗	203店舗	198 facilities	201 facilities
# of game software titles		- (84)	- (122)	- (140)	80 (138)	78 (122)	66 (105)	51 (71)	45 (86)	25 (49)	3 (3)	8 (8)	15 (20)	21 (32)	3 (5)
Sales (Thousand units)		11,790	16,400	21,270	26,990	29,470	26,750	18,710	17,240	10,780	1,210	3,230	6,310	8,730	1,700

* Numbers shown in parentheses are based on previous accounting policy (reference)

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

(* 1):Includes rental assets of 17.1 billion Yen (full year) (* 2):Includes rental assets of 17.3 billion Yen (full year)

*3 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.)

*4 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.)

*5 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.)



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