

July 31, 2015
SEGA SAMMY HOLDINGS INC.

Appendix of Consolidated Financial Statements

3 Months Ended June 30, 2015

Consolidated Income Statements

New segments

(JPY Billion)	FY Ended March 2015			FY Ending March 2016					
	Results Through 1Q	Results Through 2Q	Full Year Results	Results Through 1Q	YoY Change	Forecasts Through 2Q	YoY Change	Full Year Forecasts	YoY Change
Sales	90.0	158.1	366.8	52.9	-41%	200.0	+27%	420.0	+15%
Pachislot and Pachinko Machines	47.2	61.1	152.1	7.6	-84%	94.5	+55%	167.0	+10%
Entertainment Contents	39.9	90.3	199.6	41.8	+5%	98.5	+9%	235.0	+18%
Resort	2.8	6.6	14.9	3.4	+21%	7.0	+6%	18.0	+21%
Operating Income	8.9	2.7	17.4	-9.4	-	14.0	+419%	25.0	+44%
Pachislot and Pachinko Machines	12.5	7.0	25.7	-6.7	-	22.0	+214%	23.0	-11%
Entertainment Contents	-1.3	0.6	0.0	-0.7	-	-2.5	-	11.5	-
Resort	-0.7	-1.4	-2.3	-0.5	-	-2.0	-	-3.5	-
Other / Elimination	-1.4	-3.5	-6.0	-1.3	-	-3.5	-	-6.0	-
Operating Income Margin	9.9%	1.7%	4.7%	-	-	7.0%	+5.3pt	6.0%	+1.3pt
Ordinary Income	9.6	2.6	16.8	-8.7	-	14.0	+438%	25.0	+49%
Extraordinary Gain	0.1	0.3	1.0	0.3	-	0.0	-	0.0	-
Extraordinary Loss	0.3	3.5	15.9	0.1	-	0.0	-	1.0	-
Income before income taxes	9.4	-0.6	1.9	-8.4	-	14.0	-	24.0	+1,163%
Profit attributable to owners of parent	5.1	-2.8	-11.3	-7.9	-	11.0	-	19.0	-
Net Income Margin	5.7%	-	-	-	-	5.5%	-	4.5%	-
Dividends per share (JPY)	-	20.00	40.00	-	-	20.00	-	40.00	-
Earnings per share (JPY)	21.18	-11.50	-46.70	-33.79	-	46.33	-	80.02	-
Net Assets per share (JPY)	1,398.21	1,384.25	1,336.54	1,286.88	-	-	-	-	-

*Sales of new segment is changed to gross basis.

*Basis for recording net sales was changed from shipment to delivery starting in FY ending March 2016.

*In line with the change of accounting policy, contents of retroactive processing have been reflected on new segments since FY ended March 2015.

(Reference) Former segments

(JPY Billion)	FY Ended March 2015		
	Results Through 1Q	Results Through 2Q	Full Year Results
Net Sales	88.3	154.2	354.9
Pachislot and Pachinko Machines	47.4	60.6	149.1
Amusement Machine Sales	7.2	18.0	39.6
Amusement Center Operations	9.6	20.8	41.4
Consumer Business	21.1	48.2	111.0
Other	2.9	6.4	13.6
Operating Income	9.3	3.4	17.6
Pachislot and Pachinko Machines	12.9	7.3	25.7
Amusement Machine Sales	-0.6	0.1	-2.5
Amusement Center Operations	-0.4	-0.2	-0.9
Consumer Business	-0.2	0.9	4.0
Other	-0.6	-1.0	-2.0
Eliminations	-1.5	-3.7	-6.5
Operating Income Margin	10.5%	2.2%	5.0%
Ordinary Income	10.0	3.3	16.9
Extraordinary Gain	0.1	0.3	1.0
Extraordinary Loss	0.3	3.5	15.9
Income before income taxes and minority interests	9.8	0.0	2.0
Net Income	5.5	-2.0	-11.2
Net Income Margin	6.2%	-	-
Dividends per share (JPY)	-	20.00	40.00
Earnings per share (JPY)	22.66	-8.52	-46.22
Net Assets per share (JPY)	1,400.10	1,387.64	1,337.46

Costs and Expenses

(JPY Billion)	FY Ended March 2015			FY Ending March 2016					
	Results Through 1Q	Results Through 2Q	Full Year Results	Results Through 1Q	YoY Change	Forecasts Through 2Q	YoY Change	Full Year Forecasts	YoY Change
R&D Expense / Content Production Expense	12.4	28.4	67.6	12.8	+3%	30.0	+6%	69.4	+3%
Pachislot and Pachinko Machines	5.1	10.5	22.3	4.9	-4%	10.2	-3%	21.2	-5%
Entertainment Contents	7.4	17.9	45.7	7.7	+4%	19.7	+10%	48.0	+5%
Resort	0.0	0.1	0.2	0.0	-	0.0	-	0.1	-50%
Other / Elimination	-0.1	-0.1	-0.6	0.2	-	0.1	-	0.1	-
Cap-ex	6.9	14.7	28.7	6.8	-1%	15.0	+2%	34.4	+20%
Pachislot and Pachinko Machines	2.0	4.1	6.9	1.5	-25%	4.0	-2%	8.1	+17%
Entertainment Contents	4.5	9.4	19.5	4.2	-7%	9.2	-2%	18.7	-4%
Resort	0.3	1.0	2.1	0.9	+200%	1.6	+60%	7.4	+252%
Other / Elimination	0.1	0.2	0.2	0.2	-	0.2	-	0.2	-
Depreciation	4.0	8.1	17.6	4.1	-	7.9	-2%	16.8	-5%
Pachislot and Pachinko Machines	1.3	2.9	6.4	1.5	+15%	3.1	+7%	6.7	+5%
Entertainment Contents	2.2	4.4	9.6	2.2	-	3.9	-11%	8.1	-16%
Resort	0.2	0.4	0.9	0.1	-50%	0.5	+25%	1.2	+33%
Other / Elimination	0.3	0.4	0.7	0.3	-	0.4	-	0.8	-
Advertising	4.1	10.0	19.1	3.9	-5%	12.6	+26%	24.5	+28%
Pachislot and Pachinko Machines	0.5	1.3	2.1	0.2	-60%	1.6	+23%	3.1	+48%
Entertainment Contents	3.2	7.0	14.5	3.4	+6%	9.4	+34%	19.1	+32%
Resort	0.1	0.5	0.8	0.0	-	0.4	-20%	0.7	-13%
Other / Elimination	0.3	1.2	1.7	0.3	-	1.2	-	1.6	-

Pachislot and Pachinko Machines

(JPY Billion)	FY Ended March 2015			FY Ending March 2016					
	Results Through 1Q	Results Through 2Q	Full Year Results	Results Through 1Q	YoY Change	Forecasts Through 2Q	YoY Change	Full Year Forecasts	YoY Change
Sales	47.2	61.1	152.1	7.6	-84%	94.5	+55%	167.0	+10%
Pachislot	31.0	34.5	73.8	0.0	-	61.3	+78%	97.0	+31%
Pachinko	14.7	23.8	73.2	6.3	-57%	31.0	+30%	65.7	-10%
Other / Elimination	1.5	2.8	5.1	1.3	-	2.2	-	4.3	-
Operating Income	12.5	7.0	25.7	-6.7	-	22.0	+214%	23.0	-11%
Operating Income Margin	26.5%	11.5%	16.9%	-	-	23.3%	+11.8pt	13.8%	-3.1pt
Unit Sales (Pachislot)	82,791	93,045	207,830	102	-100%	165,000	+77%	265,000	+28%
Unit Sales (Pachinko)	47,711	82,955	241,425	22,362	-53%	110,000	+33%	220,000	-9%

《Delivery Data : Pachislot and Pachinko》

Pachislot	FY Ended March 2015			FY Ending March 2016		
	Results Through 1Q	Results Through 2Q	Full Year Results	Results Through 1Q	Forecasts Through 2Q	Full Year Forecasts
Sammy	2 titles	2 titles	3 titles	-	3 titles	7 titles
	81,165 units	83,516 units	155,695 units	102 units	140,000 units	240,000 units
TAIYO ELEC	1 title	2 titles	2 titles	-	2 titles	2 titles
	1,626 units	9,529 units	9,569 units	-	25,000 units	25,000 units
Ginza/Rodeo	-	-	1 title	-	-	-
	-	-	42,566 units	-	-	-
Total	3 titles	4 titles	6 titles	-	5 titles	9 titles
	82,791 units	93,045 units	207,830 units	102 units	165,000 units	265,000 units

* New series of title is counted as one title (Machines launched in the previous fiscal year/change of specification, etc. aren't included).

Pachinko	FY Ended March 2015			FY Ending March 2016		
	Results Through 1Q	Results Through 2Q	Full Year Results	Results Through 1Q	Forecasts Through 2Q	Full Year Forecasts
Sammy	3 titles	3 titles	5 titles	1 title	3 titles	5 titles
	39,718 units	62,893 units	206,775 units	15,630 units	75,000 units	165,000 units
TAIYO ELEC	2 titles	2 titles	5 titles	1 title	4 titles	6 titles
	7,993 units	20,062 units	34,650 units	6,732 units	35,000 units	55,000 units
Total	5 titles	5 titles	10 titles	2 titles	7 titles	11 titles
	47,711 units	82,955 units	241,425 units	22,362 units	110,000 units	220,000 units
Board + Frame	14,161 units	20,786 units	64,476 units	6,586 units	41,500 units	127,500 units
Board	33,550 units	62,169 units	176,949 units	15,776 units	68,500 units	92,500 units

Main pachinko titles and number of units sold.

Pachinko		
Title	Brand	Unit Sales (Thousands)
Dejihane CR Bakemonogatari series	Sammy	8
Pachinko CR Aura Battler Dunbine	Sammy	5
CR GAMERA	TAIYO ELEC	4

* New series of title is counted as one title (Machines launched in the previous fiscal year/change of specification, etc. aren't included).

Entertainment Contents Business

(JPY Billion)	FY Ended March 2015			FY Ending March 2016					
	Results Through 1Q	Results Through 2Q	Full Year Results	Results Through 1Q	YoY Change	Forecasts Through 2Q	YoY Change	Full Year Forecasts	YoY Change
Sales	39.9	90.3	199.6	41.8	+5%	98.5	+9%	235.0	+18%
Digital Games	12.2	27.3	55.1	12.6	+3%	34.0	+25%	87.0	+58%
Packaged Games	7.7	16.4	47.4	7.7	-	13.5	-18%	44.5	-6%
Amusement Machine Sales	7.5	18.6	39.3	8.7	+16%	23.0	+24%	45.0	+15%
Amusement Center Operations	8.3	17.9	36.0	8.7	+5%	18.5	+3%	36.5	+1%
Animation / Toy	3.6	9.1	19.9	3.6	-	8.5	-7%	20.0	+1%
Other / Elimination	0.6	1.0	1.9	0.5	-	1.0	-	2.0	-
Operating Income	-1.3	0.6	0.0	-0.7	-	-2.5	-	11.5	-
Digital Games	0.3	3.8	8.0	0.2	-33%	2.0	-47%	11.5	+44%
Packaged Games	-0.4	-3.0	-2.7	-0.2	-	-3.1	-	1.3	-
Amusement Machine Sales	-0.7	-0.0	-3.9	-0.4	-	-0.4	-	0.0	-
Amusement Center Operations	-0.0	0.6	0.9	0.1	-	0.5	-17%	0.3	-67%
Animation / Toy	-0.4	-0.5	-1.7	-0.3	-	-0.7	-	0.2	-
Other / Elimination	-0.1	-0.3	-0.6	-0.1	-	-0.8	-	-1.8	-
Operating Income Margin	-	0.7%	-	-	-	-	-	4.9%	-
Sales in Units (Thousands)	1,700	4,100	12,280	1,830	+8%	2,120	-48%	7,140	-42%
Same Store Sales Comparisons	99.4%	98.7%	100.1%	101.4%	-	99.3%	-	97.3%	-
Domestic Facilities	201	198	198	198	-	198	-	199	-

Entertainment Contents Business

《 Major Index / Digital Games (Digital Overall) 》

		FY Ended March 2015				FY Ending March 2016
		1Q Results	2Q Results	3Q Results	4Q Results	1Q Results
Domestic	Average MAU (Thousands, 3 months average) *1	6,690	5,750	5,510	5,430	5,490
	ARPPMAU (JPY) *2	1,225	1,928	1,757	1,761	1,625
	Share of sales for top 3 titles ③3	47.6%	52.8%	47.6%	45.4%	42.2%
Accumulated Downloads (Thousands)	Domestic *4	48,560	55,430	61,740	68,020	75,240
	Overseas *4	81,980	118,890	138,010	160,000	179,670
	Total	130,540	174,320	199,740	228,020	254,910
Ratio of advertising expense to net sales *5		12.6%	8.8%	7.1%	8.8%	16.0%
Noah Pass KPI	Total number of users (Thousands) *6	51,930	58,960	82,600	94,730	100,750
	Average MAU (Thousands, 3 months average)	4,810	7,300	9,180	10,540	11,020
(Composition ratio of overseas sales)		9.4%	8.0%	6.3%	10.4%	11.8%

Only free to play titles are covered for the calculation of average MAU, ARP MAU, Number of downloads. (Pay-to play models are not included.)

*1. Average of MAU (Monthly Active Users) within each quarter

*2. Calculated from dividing quarter digital sales by average MAU (Monthly Active Users)

*3. Sales percentage for top 3 titles in the domestic sales of each quarter

*4. As of the last day of each quarter

*5. Advertising expense percentage for total digital sales of each quarter

*6. As of the last day of each quarter

* Noah pass is a marketing support tool for smart device.

《Delivery Data / Plan: Packaged Games》 *Number of titles reflects products launched in this fiscal year

Breakdown by Region		FY Ended March 2015			FY Ending March 2016		
		Results Through 1Q	Results Through 2Q	Full Year Results	Results Through 1Q	Forecasts Through 2Q	Full Year Forecasts
Domestic	# of titles	2	3	15	4	4	14
	# of titles(SKU)	3	4	19	5	5	21
	Unit Sales(Thousands)	420	710	2,120	330	480	2,660
Overseas	# of titles	1	3	15	1	9	20
	# of titles(SKU)	2	10	31	1	11	24
	Unit Sales(Thousands)	1,280	3,380	10,160	1,490	1,640	4,480
Total	# of titles	3	6	30	5	13	34
	# of titles(SKU)	5	14	50	6	16	45
	Unit Sales(Thousands)	1,700	4,100	12,280	1,830	2,120	7,140

Resort Business

(JPY Billion)		FY Ended March 2015			FY Ending March 2016					
		Results Through 1Q	Results Through 2Q	Full Year Results	Results Through 1Q	YoY Change	Forecasts Through 2Q	YoY Change	Full Year Forecasts	YoY Change
Sales		2.8	6.6	14.9	3.4	+21%	7.0	+6%	18.0	+21%
Operating Income		-0.7	-1.4	-2.3	-0.5	-	-2.0	-	-3.5	-
Operating Income Margin		-	-	-	-	-	-	-	-	-
Phoenix Seagaia Resort	Number of visitors (Thousands)	126	322	643	131	+4%	298	-7%	580	-10%
	Average sale per customer (JPY)	15,226	12,982	14,481	15,883	+4%	14,626	+13%	16,383	+13%
Tokyo Joypolis	Number of visitors (Thousands)	132	333	614	148	+12%	334	-	622	+1%
	Average sale per customer (JPY)	3,444	3,342	3,426	3,489	+1%	3,394	+2%	3,413	-
Orbi Yokohama	Number of visitors (Thousands)	92	240	400	73	-21%	233	-3%	384	-4%
	Average sale per customer (JPY)	2,098	2,264	2,283	2,444	+16%	2,253	-	2,236	-2%
Paradise Casino Incheon *	Casino sales (Billion KRW)	28	55	109	26	-7%	-	-	-	-
	Number of visitors (Thousands)	14	29	58	13	-7%	-	-	-	-

* Paradise Casino Incheon is operated by PARADISE SEGASAMMY Co., Ltd., an equity method affiliate of our company.

* Figures for Paradise Casino Incheon are recorded with three months delay (Record financial results from January 2015 to March 2015)

* 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.