



SEGA-SAMMY

Feb 5, 2016 SEGA SAMMY HOLDINGS INC.

# Appendix of Consolidated Financial Statements 9 Months Ended December 31, 2015

## **Consolidated Income Statements**

New segments	nts	men	se	ew	N
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JPY E	illion)	FY Ended I	March 2015		FY	Ending March	2016	
		Results Through 3Q	Full Year Results	Results Through 3Q	YoY Change	Full Year Forecast (announced on May 11)	Revised Full YearForecasts (announced on Dec 4)	YoY Change
	Sales	267.7	366.8	245.0	-8%	420.0	355.0	-3%
	Pachislot and Pachinko Machines	108.9	152.1	90.4	-17%	167.0	133.0	-13%
	Entertainment Contents	147.9	199.6	143.0	-3%	235.0	205.5	+3%
	Resort	10.8	14.9	11.5	+6%	18.0	16.5	+11%
	Operating Income	10.8	17.4	12.1	+12%	25.0	10.0	-43%
	Pachislot and Pachinko Machines	15.3	25.7	15.4	+1%	23.0	16.5	-36%
	Entertainment Contents	2.0	0.0	2.4	+20%	11.5	2.0	-
	Resort	-1.7	-2.3	-1.3	-	-3.5	-2.8	-
	Other / Elimination	-4.8	-6.0	-4.4	-	-6.0	-5.7	-
	Operating Income Margin	4.0%	4.7%	4.9%	+0.9pt	6.0%	2.8%	-1.9pt
	Ordinary Income	10.7	16.8	12.6	+18%	25.0	9.0	-46%
	Extraordinary Gain	0.8	1.0	1.0	-	0.0	-	-
	Extraordinary Loss	5.6	15.9	2.5	-	1.0	-	-
	Income before income taxes	6.0	1.9	11.2	+87%	24.0	-	-
Pre	ofit attributable to owners of parent	-2.7	-11.3	6.4		19.0	2.0	-
	Net Income Margin	-	-	2.6%	-	4.5%	0.6%	-
	Dividends per share (JPY)	20.00	40.00	20.00	-	40.00	40.00	-
	Earnings per share (JPY)	-11.33	-46.70	27.71	-	80.02	8.53	-
	Net Assets per share (JPY)	1,384.84	1,336.54	1,294.99	-	-	-	-

#### ( Reference ) Former segments

Y Billion)	FY Ended N	March 2015
. ,	Results	Full Year
	Through 3Q	Results
Net Sales	267.5	354.9
Pachislot and Pachinko Machines	115.3	149.1
Amusement Machine Sales	28.9	39.6
Amusement Center Operations	30.9	41.4
Consumer Business	82.1	111.0
Other	10.0	13.6
Operating Income	16.2	17.6
Pachislot and Pachinko Machines	20.6	25.7
Amusement Machine Sales	0.4	-2.5
Amusement Center Operations	-0.5	-0.9
Consumer Business	2.2	4.0
Other	-1.4	-2.0
Eliminations	-5.1	-6.5
Operating Income Margin	6.1%	5.0%
Ordinary Income	16.2	16.9
Extraordinary Gain	0.8	1.0
Extraordinary Loss	5.6	15.9
Income before income taxes	11.5	2.0
·		
	-0.0	-11.2
ū	-	-
- · · · · · · · · · · · · · · · · · · ·	20.00	40.00
=	-0.10	-46.22
Net Assets per share (JPY)	1,396.48	1,337.46
	Pachislot and Pachinko Machines Amusement Machine Sales Amusement Center Operations Consumer Business Other Operating Income Pachislot and Pachinko Machines Amusement Machine Sales Amusement Machine Sales Amusement Business Other Eliminations Operating Income Margin Ordinary Income Extraordinary Gain Extraordinary Loss Income before income taxes and minority interests Net Income Net Income Margin Dividends per share (JPY) Earnings per share (JPY)	Results   Through 3Q   Net Sales   267.5

## **Costs and Expenses**

JPY Billion)	FY Ended M	Iarch 2015		FY	Ending March 2	016	
	Results Through 3Q	Full Year Results	Results Through 3Q	YoY Change	Full Year Forecast (announced on May 11)	Revised Full YearForecasts (announced on Dec 4)	YoY Change
R&D Expense / Content Production Expense	48.8	67.6	40.3	-17%	69.4	-	
Pachislot and Pachinko Machines	16.5	22.3	14.5	-12%	21.2	-	
Entertainment Contents	32.3	45.7	25.5	-21%	48.0	-	
Resort	0.1	0.2	0.4	+300%	0.1	-	
Other / Elimination	-0.1	-0.6	-0.1	1	0.1	-	
Cap-ex	20.5	28.7	21.0	+2%	34.4	-	
Pachislot and Pachinko Machines	5.1	6.9	3.6	-29%	8.1	-	
Entertainment Contents	13.8	19.5	14.6	+6%	18.7	-	
Resort	1.6	2.1	2.6	+63%	7.4	-	
Other / Elimination	0.0	0.2	0.2	ı	0.2	-	
Depreciation	12.8	17.6	12.5	-2%	16.8	-	
Pachislot and Pachinko Machines	4.6	6.4	4.7	+2%	6.7	-	
Entertainment Contents	6.9	9.6	6.6	-4%	8.1	-	
Resort	0.7	0.9	0.6	-14%	1.2	-	
Other / Elimination	0.6	0.7	0.6	-	0.8	-	<u> </u>
<b>Advertising</b>	14.5	19.1	13.6	-6%	24.5	-	
Pachislot and Pachinko Machines	1.7	2.1	1.2	-29%	3.1	-	
Entertainment Contents	10.7	14.5	10.7	-	19.1	-	
Resort	0.6	0.8	0.5	-17%	0.7	-	•
Other / Elimination	1.5	1.7	1.2	-	1.6	-	

<sup>\*</sup>Sales of new segment is changed to gross basis.

<sup>\*</sup>Basis for recording net sales was changed from shipment to delivery starting in FY ending March 2016.

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



## **Pachislot and Pachinko Machines**

(JPY Billion)	FY Ended N	March 2015	FY Ending March 2016						
	Results Through 3Q	Full Year Results	Results Through 3Q	Yo Y Change	Full Year Forecast (announced on May 11)	Revised Full YearForecasts (announced on Dec 4)	YoY Change		
Sales	108.9	152.1	90.4	-17%	167.0	133.0	-13%		
Pachislot	35.8	73.8	52.7	+47%	97.0	-	-		
Pachinko	69.2	73.2	34.0	-51%	65.7	-	-		
Other / Elimination	3.9	5.1	3.7	-5%	4.3	-	-		
Operating Income	15.3	25.7	15.4	+1%	23.0	16.5	-36%		
Operating Income Margin	14.0%	16.9%	17.0%	+3.0pt	13.8%	12.4%	-4.5pt		
Unit Sales (Pachislot)	96,111	207,830	121,645	+27%	265,000	154,000	-26%		
Unit Sales (Pachinko)	224,519	241,425	115,396	-49%	220,000	203,000	-16%		

《Delivery Data: Pachislot and Pachinko》

	FY Ended M	March 2015	FY	Ending March 20	16
Pachislot	Results Through 3Q	Full Year Results	Results Through 3Q	Full Year Forecast (announced on May 11)	Revised Full YearForecasts (announced on Dec 4)
Sammy	2 titles	3 titles	4 titles	7 titles	-
Summy	83,516 units	155,695 units	116,305 units	240,000 units	-
TAIYO	2 titles	2 titles	2 titles	2 titles	-
ELEC	9,569 units	9,569 units	5,340 units	25,000 units	-
Ginza/Rodeo	1 title	1 title		•	-
G IIIII / Itouco	3,026 units	42,566 units		-	-
Total	5 titles	6 titles	6 titles	9 titles	
	96,111 units	207,830 units	121,645 units	265,000 units	154,000 units

Main pachislot titles and number of units sold.

Pachislot							
Title	Brand	Unit Sales (Thousands)					
Pachislot Onimusha3 Jikuu Tenshou	Sammy	25					
Pachislot Ryu ga Gotoku OF THE END	TAIYO ELEC	4					

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

	FY Ended M	March 2015	FY Ending March 2016				
Pachinko	Results Through 3Q	Full Year Results	Results Through 3Q	Full Year Forecast (announced on May 11)	Revised Full YearForecasts (announced on Dec 4)		
Sammy	4 titles	5 titles	4 titles	5 titles	-		
Sammy	196,357 units	206,775 units	97,499 units	165,000 units	-		
TAIYO	4 titles	5 titles	3 titles	6 titles	-		
ELEC	28,162 units	34,650 units	17,897 units	55,000 units	-		
Total	8 titles	10 titles	7 titles	11 titles	-		
10	224,519 units	241,425 units	115,396 units	220,000 units	203,000 units		
Board + Frame	61,469 units	64,476 units	21,906 units	127,500 units	-		
Board	163,050 units	176,949 units	93,490 units	92,500 units			

Main pachinko titles and number of units sold.

Pachinko							
Title	Brand	Unit Sales (Thousands)					
Pachinko CR Hokuto No Ken 6 Tenshou Hyakuretsu	Sammy	20					
Pachinko CR HARLOCK:SPACE PIRATE	Sammy	8					

<sup>\*</sup> 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 N	March 2015		FYI	Ending March 2	016	
	Results Through 3Q	Full Year Results	Results Through 3Q	YoY Change	Full Year Forecast (announced on May 11)	Revised Full YearForecasts (announced on Dec 4)	YoY Change
Sales	147.9	199.6	143.0	-3%	235.0	205.5	+3%
Digital Games	41.4	55.1	39.3	-5%	87.0	-	-
Packaged Games	34.8	47.4	28.9	-17%	44.5	-	-
Amusement Machine Sales	28.5	39.3	29.8	+5%	45.0	-	-
Amusement Center Operations	27.5	36.0	28.2	+3%	36.5	-	-
Animation / Toy	14.4	19.9	15.7	+9%	20.0	-	-
Other / Elimination	1.3	1.9	1.1	-	2.0	-	-
Operating Income	2.0	0.0	2.4	+20%	11.5	2.0	-
Digital Games	6.3	8.0	-0.5	-	11.5	-	-
Packaged Games	-2.9	-2.7	0.5	-	1.3	-	-
Amusement Machine Sales	-0.7	-3.9	-0.1	-	0.0	-	-
Amusement Center Operations	0.6	0.9	1.9	+217%	0.3	-	-
Animation / Toy	-0.7	-1.7	0.7	-	0.2	-	-
Other / Elimination	-0.6	-0.6	-0.1	-	-1.8	-	-
Operating Income Margin	1.4%	-	1.7%	+0.3pt	4.9%	1.0%	-
Sales in Units (Thousands)	8,910	12,280	6,120	-31%	7,140	-	-
Same Store Sales Comparisons	100.1%	100.1%	101.7%	+1.6pt	97.3%	-	-
Domestic Facilities	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	2Q Results	3Q Results
	Average MAU (Thousands, 3 months average)*1	6,690	5,750	5,510	5,430	5,490	7,340	6,150
Domestic	ARPMAU (JPY) *2	1,225	1,928	1,757	1,761	1,625	1,491	1,552
	Share of sales for top 3 titles *3	47.6%	52.8%	47.6%	45.4%	42.2%	40.2%	42.9%
	Domestic *4	48,560	55,430	61,740	68,020	75,240	79,650	84,660
Accumulated Downloads (Thousands)	Overseas *4	81,980	118,890	138,010	160,000	179,670	200,890	240,190
	Total	130,540	174,320	199,740	228,020	254,910	280,530	324,850
Ratio of advertising e	xpense to net sales *5	12.6%	8.8%	7.1%	8.8%	16.0%	16.8%	14.4%
Noah Pass *8	Total number of users (Thousands) *6	51,930	58,960	82,600	94,730	100,750	118,370	129,330
KPI	Average MAU (Thousands, 3 months average)*7	4,810	7,300	9,180	10,540	11,020	11,400	12,940
(Composition ratio of	overseas sales)	9.4%	8.0%	6.3%	10.4%	11.8%	8.5%	14.9%

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
- \*7. The counting method has been changed since FY 2016 2Q.
- \*8. 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

		FY Ended N	March 2015	FY Ending March 2016			
	Breakdown by Region	Results Through 3Q	Full Year Results	Results Through 3Q	Full Year Forecast (announced on May 11)	Revised Full YearForecasts (announced on Dec 4)	
	# of titles	12	15	9	14	-	
Domestic	# of titles(SKU)	15	19	13	21	-	
	Unit Sales(Thousands)	1,410	2,120	830	2,660	-	
	# of titles	13	15	15	20	-	
Overseas	# of titles(sku)	29	31	18	24	-	
	Unit Sales(Thousands)	7,500	10,160	5,290	4,480	-	
	# of titles	25	30	24	34	-	
Total	# of titles(sku)	44	50	31	45	-	
	Unit Sales(Thousands)	8,910	12,280	6,120	7,140	-	



## **Resort Business**

(JPY Billion)			FY Ended March 2015		FY Ending March 2016				
			Results Through 3Q	Full Year Results	Results Through 3Q	YoY Change	Full Year Forecast (announced on May 11)	Revised Full YearForecasts (announced on Dec 4)	YoY Change
Sales			10.8	14.9	11.5	+6%	18.0	16.5	+11%
	Operating Income		-1.7	-2.3	-1.3	-	-3.5	-2.8	-
	Operating Income Margin		-	-	-	-	-	-	-
Ph	hoenix Seagaia Resort	Number of visitors (Thousands)	474	643	424	-11%	580	-	-
		Average sales per customer (JPY)*1	14,339	14,468	15,753	+10%	16,383	-	-
	Tokyo Joypolis	Number of visitors (Thousands)	466	614	528	+13%	622	-	-
		Average sales per customer (JPY)	3,406	3,426	3,510	+3%	3,413	-	-
	Orbi Yokohama	Number of visitors (Thousands)	323	400	260	-20%	384	-	-
		Average sales per customer (JPY)	2,309	2,283	2,345	+2%	2,236	-	-
_	aradise Casino Incheon *2	Casino sales (Billion KRW)	80	109	65	-19%	-	-	-
Par		Number of visitors (Thousands)	44	58	36	-18%	-	-	-

<sup>\*1.</sup> We've made a correction to the full year results for the FY Ended March 2015.

<sup>\*2.</sup> 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

<sup>\*</sup> 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.