



May 13, 2016 SEGA SAMMY HOLDINGS INC.

Appendix of Consolidated Financial Statements Year Ended March 31, 2016

Consolidated Income Statements

| (JPY Billion) | FY Ended M | Iarch 2015 | FY | Ended March 20 | 16 | FY Ending March 2017 | | | |
|---|-----------------------|----------------------|-----------------------|----------------------|---------------|-------------------------|------------------------|---------------|--|
| | Results Through 2Q | Full Year Results | Results Through 2Q | Full Year Results | YoY Change | Forecasts Through 2Q | Full Year Forecasts | YoY Change | |
| Sales | 158.1 | 366.8 | 154.3 | 347.9 | -5% | 180.0 | 380.0 | +9% | |
| Pachislot and Pachinko Machines | 61.1 | 152.1 | 56.6[60.9]* | 132.7[141.0]* | - | 80.0 | 157.0 | | |
| Entertainment Contents | 90.3 | 199.6 | 90.2[85.9]* | 198.8[190.5]* | - | 93.0 | 207.0 | | |
| Resort | 6.6 | 14.9 | 7.4 | 16.3 | +9% | 7.0 | 16.0 | -29 | |
| Operating Income | 2.7 | 17.4 | 5.7 | 17.6 | +1% | 6.5 | 20.0 | +14% | |
| Pachislot and Pachinko Machines | 7.0 | 25.7 | 8.5[8.4]* | 21.5[20.9]* | - | 10.5 | 19.0 | | |
| Entertainment Contents | 0.6 | 0.0 | 1.5[1.7]* | 3.6[4.2]* | - | 1.0 | 9.0 | | |
| Resort | -1.4 | -2.3 | -1.2 | -1.8 | - | -1.5 | -2.5 | | |
| Other / Elimination | -3.5 | -6.0 | -3.1[-3.2]* | -5.7 | - | -3.5 | -5.5 | | |
| Operating Income Margin | 1.7% | 4.7% | 3.7% | 5.1% | +0.4pt | 3.6% | 5.3% | +0.2p | |
| Ordinary Income | 2.6 | 16.8 | 5.8 | 16.4 | -2% | 6.5 | 20.0 | +229 | |
| Extraordinary Gain | 0.3 | 1.0 | 0.5 | 1.2 | - | 0.0 | 0.0 | | |
| Extraordinary Loss | 3.5 | 15.9 | 2.3 | 5.6 | - | 0.0 | 0.0 | | |
| Income before income taxes | -0.6 | 1.9 | 4.0 | 12.0 | +532% | 6.5 | 20.0 | +67 | |
| Profit attributable to owners of parent | -2.8 | -11.3 | 0.9 | 5.3 | - | 3.4 | 10.0 | +89% | |
| Net Income Margin | - | | 0.6% | 1.5% | - | 1.9% | 2.6% | +1.1p | |
| Dividends per share (JPY) | 20.00 | 40.00 | 20.00 | 40.00 | - | 20.00 | 40.00 | | |
| Earnings per share (JPY) | -11.50 | -46.70 | 4.11 | 22.90 | - | 14.51 | 42.66 | | |
| Net Assets per share (JPY) | 1,384.25 | 1,336.54 | 1,310.36 | 1,257.43 | | - | - | | |

^{*}Part of Entertainment Contents Business has been transferred to Pachislot and Pachinko Machines Business since forecast for FY ending March 2017.

Costs and Expenses

| (JPY Billion) | FY Ended N | March 2015 | FY | Ended March 20 | 16 | FY | Ending March 20 | 017 |
|---|-----------------------|----------------------|-----------------------|----------------------|---------------|-------------------------|------------------------|---------------|
| | Results Through 2Q | Full Year Results | Results Through 2Q | Full Year Results | YoY Change | Forecasts Through 2Q | Full Year Forecasts | YoY Change |
| R&D Expense / Content Production Expense | 28.4 | 67.6 | 24.7 | 58.0 | -14% | 33.7 | 67.1 | +16% |
| Pachislot and Pachinko Machines | 10.5 | 22.3 | 9.8[10.5]* | 18.5[20.0]* | - | 11.4 | 22.3 | |
| Entertainment Contents | 17.9 | 45.7 | 14.8[14.1]* | 39.2[37.7]* | - | 22.3 | 44.6 | |
| Resort | 0.1 | 0.2 | 0.1 | 0.5 | +150% | 0.0 | 0.1 | -809 |
| Other / Elimination | -0.1 | -0.6 | 0.0 | -0.2 | - | 0.0 | 0.1 | |
| Cap-ex | 14.7 | 28.7 | 12.5 | 28.0 | -2% | 13.8 | 27.7 | -1% |
| Pachislot and Pachinko Machines | 4.1 | 6.9 | 2.3[3.2]* | 5.0[6.7]* | - | 2.9 | 5.5 | |
| Entertainment Contents | 9.4 | 19.5 | 8.7[7.8]* | 17.8[16.1]* | - | 6.4 | 15.1 | |
| Resort | 1.0 | 2.1 | 1.3 | 5.0 | +138% | 4.4 | 7.0 | +40% |
| Other / Elimination | 0.2 | 0.2 | 0.2 | 0.2 | - | 0.1 | 0.1 | |
| Depreciation | 8.1 | 17.6 | 8.2 | 16.6 | -6% | 7.7 | 15.6 | -6% |
| Pachislot and Pachinko Machines | 2.9 | 6.4 | 3.1[3.2]* | 6.3[6.5]* | - | 2.9 | 5.7 | |
| Entertainment Contents | 4.4 | 9.6 | 4.4[4.3]* | 8.6[8.4]* | - | 3.9 | 8.1 | |
| Resort | 0.4 | 0.9 | 0.4 | 1.0 | +11% | 0.8 | 1.6 | +609 |
| Other / Elimination | 0.4 | 0.7 | 0.3 | 0.7 | - | 0.1 | 0.2 | |
| Advertising | 10.0 | 19.1 | 9.3 | 17.9 | -6% | 10.1 | 19.8 | +11% |
| Pachislot and Pachinko Machines | 1.3 | 2.1 | 0.7[1.0]* | 2.1[2.8]* | - | 1.7 | 3.1 | |
| Entertainment Contents | 7.0 | 14.5 | 7.2[6.9]* | 13.8[13.1]* | - | 7.0 | 14.8 | |
| Resort | 0.5 | 0.8 | 0.3 | 0.6 | -25% | 0.3 | 0.4 | -339 |
| Other / Elimination | 1.2 | 1.7 | 1.1 | 1.4 | - | 1.1 | 1.5 | |

^{*}Part of Entertainment Contents Business has been transferred to Pachislot and Pachinko Machines Business since forecast for FY ending March 2017.

^{*}Numbers shown in parentheses for FY 2016 results are retroactively adjusted values of estimates after changing the breakdown.

^{*}Numbers shown in parentheses for FY 2016 results are retroactively adjusted values of estimates after changing the breakdown.



Pachislot and Pachinko Machines

| (JP | Y Billion) | FY Ended N | March 2015 | FY | Ended March 20 |)16 | FY Ending March 2017 | | | |
|-----|-------------------------|-----------------------|----------------------|-----------------------|----------------------|---------------|-------------------------|------------------------|---------------|--|
| | | Results Through 2Q | Full Year Results | Results Through 2Q | Full Year Results | YoY Change | Forecasts Through 2Q | Full Year Forecasts | YoY Change | |
| | Sales | 61.1 | 152.1 | 56.6[60.9]* | 132.7[141.0]* | - | 80.0 | 157.0 | - | |
| | Pachislot | 34.5 | 73.8 | 31.0 | 61.1 | -17% | 52.1 | 83.9 | +37% | |
| | Pachinko | 23.8 | 73.2 | 23.1 | 66.8 | -9% | 21.0 | 57.2 | -14% | |
| | Other / Elimination | 2.8 | 5.1 | 2.5[6.8]* | 4.8[13.1]* | - | 6.9 | 15.9 | - | |
| | Operating Income | 7.0 | 25.7 | 8.5[8.4]* | 21.5[20.9]* | - | 10.5 | 19.0 | | |
| | Operating Income Margin | 11.5% | 16.9% | 15.0%[13.8%]* | 16.2%[14.8%]* | - | 13.1% | 12.1% | - | |
| | Unit Sales (Pachislot) | 93,045 | 207,830 | 70,260 | 142,337 | -32% | 139,300 | 230,800 | +62% | |
| | Unit Sales (Pachinko) | 82,955 | 241,425 | 79,604 | 199,014 | -18% | 68,000 | 182,000 | -9% | |

^{*}Part of Entertainment Contents Business has been transferred to Pachislot and Pachinko Machines Business since forecast for FY ending March 2017.

《Delivery Data: Pachislot and Pachinko》

| | FY Ended N | March 2015 | FY Ended I | March 2016 | FY Ending | March 2017 |
|--------------|-----------------------|----------------------|-----------------------|----------------------|-------------------------|------------------------|
| Pachislot | Results Through 2Q | Full Year Results | Results Through 2Q | Full Year Results | Forecasts Through 2Q | Full Year Forecasts |
| Sammy | 2 titles | 3 titles | 2 titles | 5 titles | 3 titles | 7 titles |
| Summy | 83,516 units | 155,695 units | 70,260 units | 136,997 units | 120,000 units | 195,000 units |
| TAIYO | 2 titles | 2 titles | - | 2 titles | 2 titles | 4 titles |
| ELEC | 9,529 units | 9,569 units | - | 5,340 units | 4,300 units | 20,800 units |
| Ginza/Rodeo | - | 1 title | - | | 1 title | 1 title |
| GIIIZI/Rouco | • | 42,566 units | - | | 15,000 units | 15,000 units |
| Total | 4 titles | 6 titles | 2 titles | 7 titles | 6 titles | 12 titles |
| 2341 | 93,045 units | 207,830 units | 70,260 units | 142,337 units | 139,300 units | 230,800 units |

Main pachislot titles and number of units sold.

| Pachislot | | |
|---------------------------------------|---------------|---------------------------|
| Title | Brand | Unit Sales (Thousands) |
| Pachislot Hokuto No Ken Tomo | Sammy | 79 |
| Pachislot Onimusha3 Jikuu Tenshou | Sammy | 25 |
| Pachislot Nisemonogatari | Sammy | 20 |
| Pachislot BAYONETTA | Sammy | 7 |
| Pachislot Ryu ga Gotoku OF THE END | 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).

| | FY Ended N | March 2015 | FY Ended M | March 2016 | FY Ending | March 2017 |
|---------------|-----------------------|----------------------|-----------------------|----------------------|-------------------------|------------------------|
| Pachinko | Results Through 2Q | Full Year Results | Results Through 2Q | Full Year Results | Forecasts Through 2Q | Full Year Forecasts |
| Sammy | 3 titles | 5 titles | 3 titles | 5 titles | 4 titles | 6 titles |
| Jummy | 62,893 units | 206,775 units | 66,130 units | 181,117 units | 45,000 units | 145,000 units |
| TAIYO | 2 titles | 5 titles | 3 titles | 3 titles | 2 titles | 4 titles |
| ELEC | 20,062 units | 34,650 units | 13,474 units | 17,897 units | 23,000 units | 37,000 units |
| Total | 5 titles | 10 titles | 6 titles | 8 titles | 6 titles | 10 titles |
| 10141 | 82,955 units | 241,425 units | 79,604 units | 199,014 units | 68,000 units | 182,000 units |
| Board + Frame | 20,786 units | 64,476 units | 14,617 units | 93,863 units | 54,900 units | 120,400 units |
| Board | 62,169 units | 176,949 units | 64,987 units | 105,151 units | 13,100 units | 61,600 units |

Main pachinko titles and number of units sold.

| Pachinko | | | |
|------------------------------------|-------|---------------------------|--|
| Title | Brand | Unit Sales (Thousands) | |
| Pachinko CR Shin Hokuto Muso | Sammy | 70 | |
| Pachinko CR Hokuto No Ken 6 series | Sammy | 34 | |
| Pachinko CR Shin-Juoh 2 | Sammy | 33 | |
| Pachinko CR TOMORROW'S JOE | Sammy | 16 | |
| Pachinko CR Bakemonogatari series | Sammy | 8 | |

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

^{*}Numbers shown in parentheses for FY 2016 results are retroactively adjusted values of estimates after changing the breakdown.



Entertainment Contents Business

| PY Billion) | FY Ended M | March 2015 | F | Y Ended March 2016 | 5 | FY | Ending March 20 | 17 |
|------------------------------|-----------------------|----------------------|-----------------------|----------------------|---------------|-------------------------|------------------------|---------------|
| | Results Through 2Q | Full Year Results | Results Through 2Q | Full Year Results | YoY Change | Forecasts Through 2Q | Full Year Forecasts | YoY Change |
| Sales | 90.3 | 199.6 | 90.2[85.9]* | 198.8[190.5]* | - | 93.0 | 207.0 | |
| Digital Games | 27.3 | 55.1 | 25.8[21.5]* | 53.9[45.6]* | - | 24.0 | 56.5 | |
| Packaged Games | 16.4 | 47.4 | 14.6 | 42.3 | -11% | 21.0 | 46.5 | +1 |
| Amusement Machine Sales | 18.6 | 39.3 | 20.6 | 41.9 | +7% | 20.0 | 44.5 | + |
| Amusement Center Operations | 17.9 | 36.0 | 18.9 | 38.0 | +6% | 17.5 | 35.5 | - |
| Animation / Toy | 9.1 | 19.9 | 9.5 | 21.2 | +7% | 9.5 | 22.5 | + |
| Other / Elimination | 1.0 | 1.9 | 0.8 | 1.5 | - | 1.0 | 1.5 | |
| Operating Income | 0.6 | 0.0 | 1.5[1.7]* | 3.6[4.2]* | - | 1.0 | 9.0 | |
| Digital Games | 3.8 | 8.0 | 0.7[0.9]* | -0.9[-0.4]* | - | 1.9 | 8.0 | |
| Packaged Games | -3.0 | -2.7 | -0.9 | 2.4 | - | 0.4 | 1.6 | -3 |
| Amusement Machine Sales | -0.0 | -3.9 | 0.2 | -0.1 | - | -1.5 | -1.1 | |
| Amusement Center Operations | 0.6 | 0.9 | 1.3 | 1.8 | +100% | 1.2 | 1.4 | -2 |
| Animation / Toy | -0.5 | -1.7 | 0.0 | 0.6 | - | -0.1 | 1.0 | +6 |
| Other / Elimination | -0.3 | -0.6 | 0.2 | -0.2[-0.1]* | - | -0.9 | -1.9 | |
| Operating Income Margin | 0.7% | - | 1.7%[2.0%]* | 1.8%[2.2%]* | - | 1.1% | 4.3% | |
| Sales in Units (Thousands) | 4,100 | 12,280 | 3,280 | 9,220 | -25% | 5,740 | 12,280 | +3 |
| Same Store Sales Comparisons | 98.7% | 100.1% | 102.2% | 103.1% | +3.0pt | 101.1% | 101.0% | -2. |
| Domestic Facilities | 198 | 198 | 198 | 194 | | 193 | 194 | |

^{*}Part of Entertainment Contents Business has been transferred to Pachislot and Pachinko Machines Business since forecast for FY ending March 2017.

^{*}Numbers shown in parentheses for FY 2016 results are retroactively adjusted values of estimates after changing the breakdown.



Entertainment Contents Business

《 Major Index / Digital Games (Digital Overall) 》

| | | | FY E | | | FY Ended March 2016 | | | |
|--|---|------------|------------|------------|------------|------------------------|------------|------------|------------|
| | | 1Q Results | 2Q Results | 3Q Results | 4Q Results | 1Q Results | 2Q Results | 3Q Results | 4Q Results |
| Domestic | Average MAU (Thousands, 3 months average)*1 | 6,690 | 5,750 | 5,510 | 5,430 | 5,490 | 7,340 | 6,150 | 7,660 |
| | ARPMAU (JPY) *2 | 1,225 | 1,928 | 1,757 | 1,761 | 1,625 | 1,491 | 1,552 | 1,484 |
| | Share of sales for top 3 titles *3 | 47.6% | 52.8% | 47.6% | 45.4% | 42.2% | 40.2% | 42.9% | 49.6% |
| Ratio of advertising expense to net sales *4 | | 12.6% | 8.8% | 7.1% | 8.8% | 16.0% | 16.8% | 14.4% | 11.1% |
| Noah Pass *7 | Total number of users (Thousands) *5 | 51,930 | 58,960 | 82,600 | 94,730 | 100,750 | 118,370 | 129,330 | 137,440 |
| KPI | Average MAU (Thousands, 3 months average)*6 | 4,810 | 7,300 | 9,180 | 10,540 | 11,020 | 11,400 | 12,940 | 12,330 |
| (Composition ratio of | overseas sales) | 9.4% | 8.0% | 6.3% | 10.4% | 11.8% | 8.5% | 14.9% | 11.2% |
| | Domestic *8 | 48,560 | 55,430 | 61,740 | 68,020 | 75,240 | 79,650 | 84,660 | 87,930 |
| Accumulated Downloads (Thousands) | Overseas *8 | 81,980 | 118,890 | 138,010 | 160,000 | 179,670 | 200,890 | 240,190 | 265,290 |
| | Total | 130,540 | 174,320 | 199,740 | 228,020 | 254,910 | 280,530 | 324,850 | 353,220 |

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. Advertising expense percentage for total digital sales of each quarter
- *5. As of the last day of each quarter
- *6. The counting method has been changed since FY 2016 2Q.
- *7. Noah pass is a marketing support tool for smart device.
- *8. As of the last day of each quarter

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

| | Breakdown | FY Ended I | March 2015 | FY Ended I | March 2016 | FY Ending March 2017 | | |
|----------|-----------------------|-----------------------|----------------------|-----------------------|----------------------|-------------------------|------------------------|--|
| | by Region | Results Through 2Q | Full Year Results | Results Through 2Q | Full Year Results | Forecasts Through 2Q | Full Year Forecasts | |
| | # of titles | 3 | 15 | 4 | 14 | 3 | 9 | |
| Domestic | # of titles(SKU) | 4 | 19 | 5 | 20 | 4 | 12 | |
| | Unit Sales(Thousands) | 710 | 2,120 | 430 | 1,740 | 850 | 2,280 | |
| | # of titles | 3 | 15 | 8 | 15 | 15 | 27 | |
| Overseas | # of titles(sku) | 10 | 31 | 9 | 18 | 21 | 35 | |
| | Unit Sales(Thousands) | 3,380 | 10,160 | 2,850 | 7,480 | 4,890 | 10,000 | |
| | # of titles | 6 | 30 | 12 | 29 | 18 | 36 | |
| Total | # of titles(sku) | 14 | 50 | 14 | 38 | 25 | 47 | |
| | Unit Sales(Thousands) | 4,100 | 12,280 | 3,280 | 9,220 | 5,740 | 12,280 | |



Resort Business

| (JPY Billion) | | FY Ended N | March 2015 | FY I | Ended March 2 | 016 | FY E | nding March | 2017 |
|---------------------------|----------------------------------|------------|------------|------------|---------------|--------|------------|-------------|--------|
| | | Results | Full Year | Results | Full Year | YoY | Forecasts | Full Year | YoY |
| | | Through 2Q | Results | Through 2Q | Results | Change | Through 2Q | Forecasts | Change |
| | Sales | 6.6 | 14.9 | 7.4 | 16.3 | +9% | 7.0 | 16.0 | -2% |
| Оре | erating Income | -1.4 | -2.3 | -1.2 | -1.8 | 1 | -1.5 | -2.5 | - |
| | Operating Income Margin | - | - | 1 | - | 1 | - | - | - |
| Phoenix Seagaia Resort | Number of visitors (Thousands) | 322 | 643 | 287 | 571 | -11% | 272 | 570 | - |
| Thoumsougura Resort | Average sales per customer (JPY) | 12,982 | 14,468 | 14,912 | 15,845 | +10% | 15,415 | 16,902 | +7% |
| Tokyo Joypolis | Number of visitors (Thousands) | 333 | 614 | 395 | 687 | +12% | 372 | 650 | -5% |
| Tonyo doypons | Average sales per customer (JPY) | 3,342 | 3,426 | 3,466 | 3,545 | +3% | 3,578 | 3,723 | +5% |
| Orbi Yokohama | Number of visitors (Thousands) | 240 | 400 | 194 | 323 | -19% | 232 | 371 | +15% |
| | Average sales per customer (JPY) | 2,264 | 2,283 | 2,421 | 2,282 | - | 2,079 | 2,050 | -10% |
| Paradice Cacino Incheso * | Casino sales (Billion KRW) | 55 | 109 | 51 | 94 | -14% | - | - | - |
| Paradise Casino Incheon * | Number of visitors (Thousands) | 29 | 58 | 24 | 48 | -17% | - | - | - |

^{*} 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.

^{*} 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.