

SEGA SAMMY  
H O L D I N G S

SEGA SAMMY  
G R O U P

# SEGA SAMMY HOLDINGS INC.

## Appendix

SEGA SAMMY HOLDINGS INC.  
May 16 th, 2016

**[Disclaimer]**

**The contents of this material and comments made during the questions and answers etc of this briefing session are the judgment and projections of the Company's management based on currently available information.**

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

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# **1. Supplementary Information on the Business**

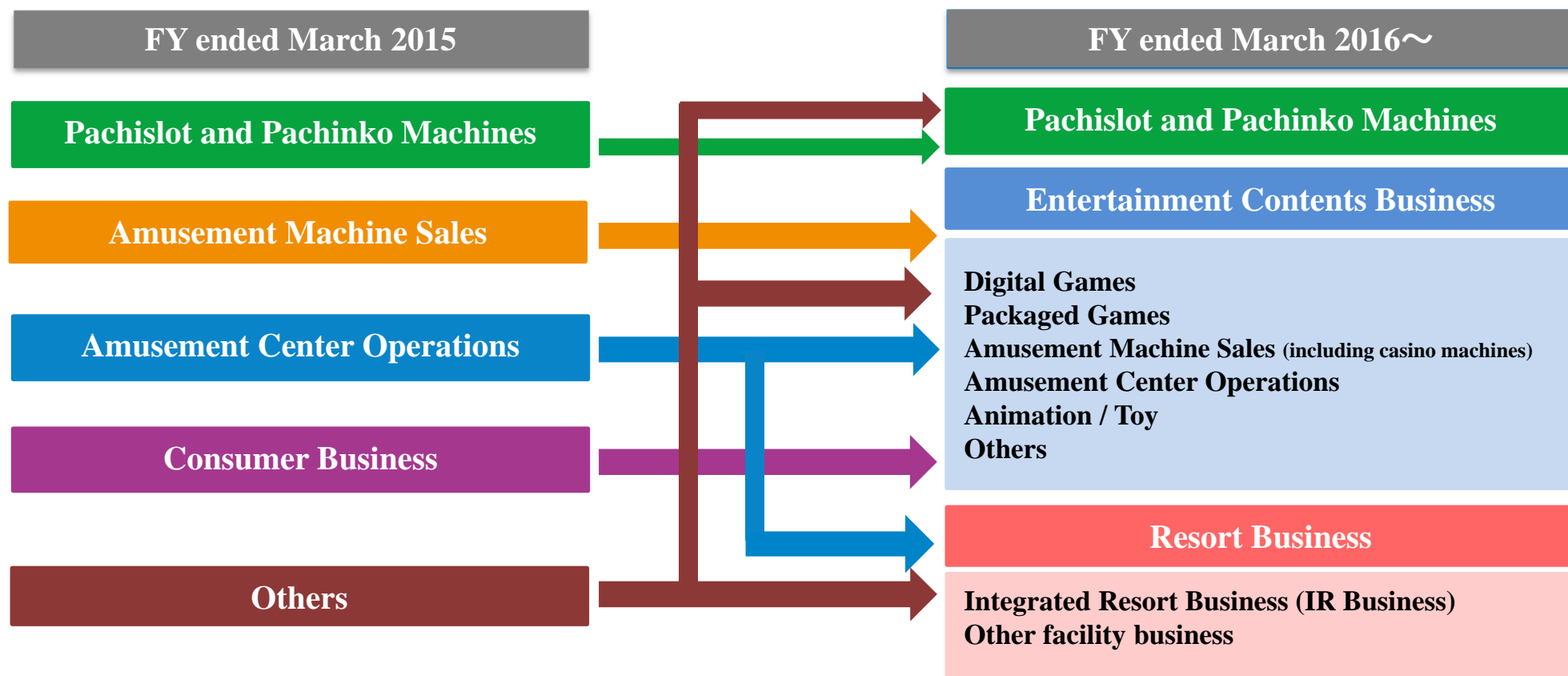
■ The SEGA SAMMY Group is a comprehensive entertainment corporate group created through the management integration of SEGA CORPORATION (currently SEGA Games Co., Ltd.), which has produced many industry-first and world-first products, and Sammy Corporation.



Since its establishment in 1975, Sammy has lived up to its “*Always Proactive, Always Pioneering*” founding principle by creating pachislot and pachinko machines with industry-leading gameplay.

Our mission is *continuing to create moving experiences* for customers worldwide. With this in mind, we will roll out entertainment across a broad spectrum of areas.

## ■ Change to Business segment



## ■ Pachislot

	Normal (A)	A+ART (Combined)	AT・ART
Market Share	Sales: Approx. 10.5% Installment: Approx. 33.3%	Sales: Approx. 27.9% Installment: Approx. 10.5%	Sales: Approx. 61.6% Installment: Approx. 56.2%
Features	Machine type that increases put-out medals only with bonus	Combined machine type that increases put-out medals with both bonus and ART	Machine type that increases put-out medals only with AT and ART
Our company's products (launch year)	Pachislot ALIYAN BEGINS (2011)	Pachislot Psalms of Planets Eureka Seven (2009) Pachislot Nisemonogatari (2016)	Pachislot Hokuto No Ken Tomo (2015)

## ■ How to Play Pachislot

### STEP1

#### Rent medals

After deciding which machine to play, the player rents special medals.

### STEP2

#### Enter medals, spin the reels

The player puts three or more medals into the machine's medal slot and pushes the lever to spin the reels.

### STEP3

#### Halt the reels

The player halts the reels by using the stop buttons on the front of the machine cabinet.

### STEP4

#### Depending on the figures, the halted reels show...

If the reels show the same three figures in a line, depending on the figures, the player can either spin the reels again, receive a small payout of a set number of medals, or begin a jackpot bonus game.

- ① Medal slot
- ② Credit display
- ③ Bet button
- ④ Lever
- ⑤ Main reels
- ⑥ Stop buttons
- ⑦ Payout display
- ⑧ Medal discharge
- ⑨ Tray for receiving Medals
- ⑩ Panel
- ⑪ LCD



“Pachislot Hokuto No Ken Tomo”

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©NSP2007, Approved No. YFC-128  
©Sammy

## ■ Pachinko

	Max	Middle	Light-middle	Light/Easy-to-win, etc.
Market Share	Sales: Approx. 0% Installment: Approx. 30.1%	Sales: Approx. 38.6% Installment: Approx. 10.9%	Sales: Approx. 15.0% Installment: Approx. 16.8%	Sales: Approx. 46.4% Installment: Approx. 42.2%
Approximate probability of hitting a jackpot	Approx. 1/400 ~ 1/370	Approx. 1/370 ~ 1/260	Approx. 1/260 ~ 1/180	Approx. 1/180 ~
Features	Probability of hitting the jackpot is lowest, but can win more ball pay-out than other types.	Probability of hitting the jackpot is higher than that with Max, but cannot win as many balls pay-out as Max type.	Probability of hitting the jackpot is higher than that with Middle, but cannot win as many balls pay-out as Middle type.	Probability of hitting the jackpot is high, but cannot win many balls pay-out
Our company's products (launch year)	CR Hokuto No Ken 6 Ken-ou (2014)	Pachinko CR Shin Hokuto Muso (2015)	Pachinko CR HARLOCK SPACE PIRATE(2015)	Dejihane CR Bakemonogatari (2015)

## ■ How to Play Pachinko

### STEP1

#### Rent balls

After deciding which machine to play, the player rents special balls and puts them into the machine's upper tray.



### STEP2

#### Shoot balls

Turning the handle on the bottom right shoots the balls. For most machines, when a ball enters the start hole underneath the LCD, the machine gives the player a chance to win a jackpot. Therefore, player uses the handle to adjust the impetus of the balls so that as many as possible enter the start hole.



### STEP3

#### If the player hits the jackpot...

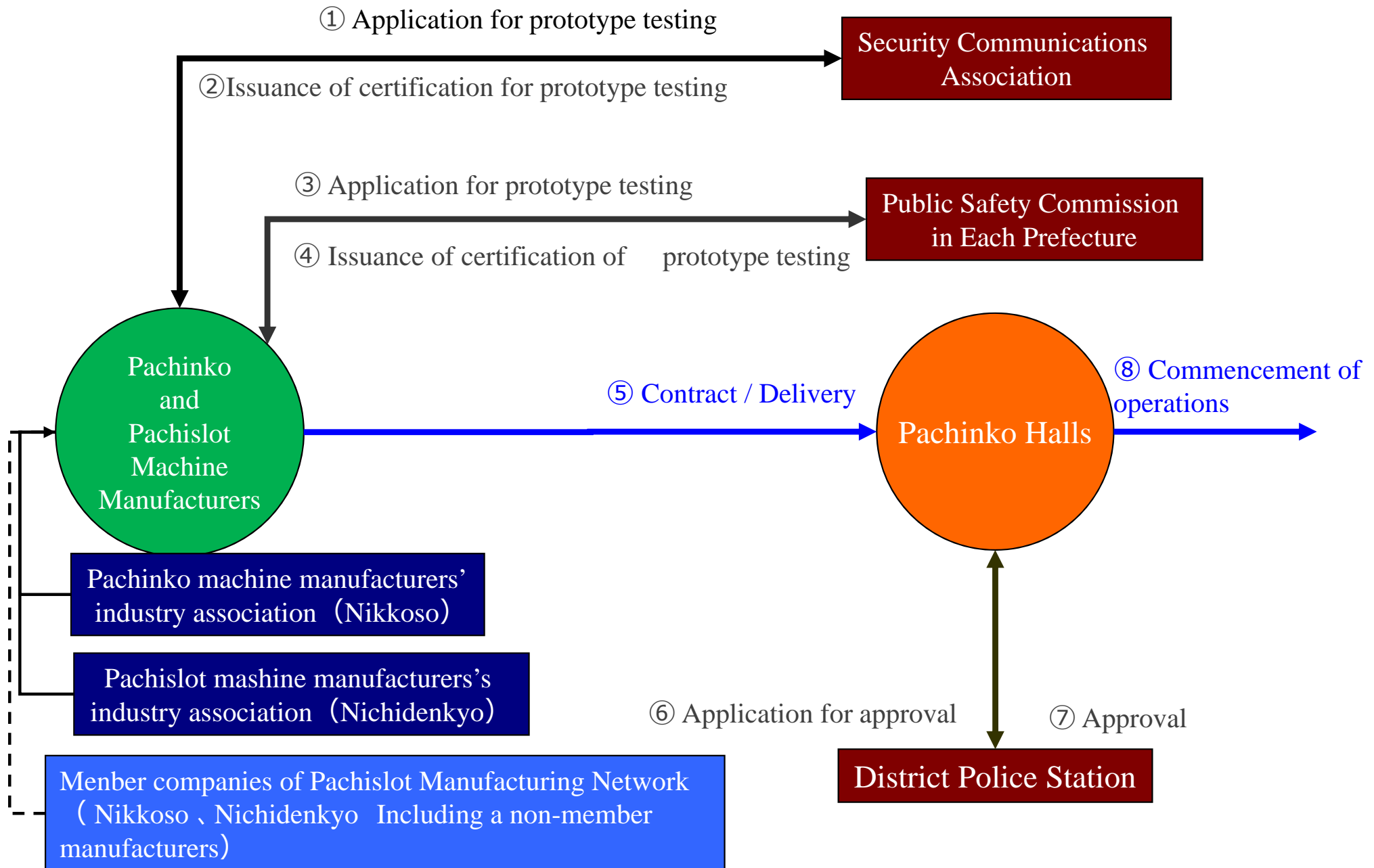
If the LCD screen shows the same three figures (numbers) in a line, the player wins the jackpot. When the player wins the jackpot, the jackpot mouth in the lower part of the machine opens, and the player continues shooting balls. If a large number of balls fill the lower tray, the player can use the ball remover to transfer the balls to a box.

- ① Handle
- ② Start hole
- ③ Jackpot mouth
- ④ LCD
- ⑤ Upper tray
- ⑥ Lower tray
- ⑦ Ball remover



“Pachinko CR Shin Hokuto Muso”

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© 2010-2013 Koei Tecmo Games Co., Ltd. ©Sammy



※Constrain the mechanical conditions in the accounting of affiliation





Digital Games	Packaged Games	Amusement Machine Sales	Amusement Center Operations	Animation / Toy
<ul style="list-style-type: none"> <li>Planning / development / operation of PC online games</li> <li>Planning / development / operation of games for smart devices</li> </ul>	<ul style="list-style-type: none"> <li>Planning / development / sales of game software for home video game consoles</li> </ul>	<ul style="list-style-type: none"> <li>Development / production / sales, etc. of amusement machines</li> <li>Development / production / sales of casino machines</li> </ul>	<ul style="list-style-type: none"> <li>Planning / development / operation of amusement centers</li> </ul>	<ul style="list-style-type: none"> <li>Production / sales / distribution / export of animation works</li> <li>Planning / production / sales of toys</li> </ul>
 <p>“PHANTASY STAR ONLINE 2”</p> <p>©SEGA</p>  <p>“CHAIN CHRONICLE – Kizuna no Shintairiku”</p> <p>© SEGA</p>	 <p>“Ryu ga Gotoku KIWAMI”</p> <p>©SEGA</p>  <p>“SHIN MEGAMITENSEI IV FINAL”</p> <p>(C) ATLUS (C) SEGA All rights reserved.</p>	 <p>“UFO Catcher 9”</p> <p>©SEGA</p>  <p>“THE MEDAL TOWER OF BABEL”</p> <p>© SEGA</p>	 <p>“SEGA LaLaport FUJIMI”</p> <p>©SEGA ENTERTAINMENT Co. Ltd.</p>  <p>“KidsBee “</p> <p>©SEGA ENTERTAINMENT Co. Ltd.</p>	 <p>“Detective Conan Sunflowers of Inferno”</p> <p>©2015 GOSHO AOYAMA / DETECTIVE CONAN COMMITTEE All Rights Reserved</p>  <p>“Jewel watch”</p> <p>©'08, '15 SANRIO / SEGA TOYS S・S / TX・JLPC</p>

## Major initiatives taken in the Resort Business

- Facility name: Phoenix Seagaia Resort
- Location: Miyazaki prefecture (Miyazaki City)
- Operating company: PHOENIX RESORT CO.,LTD.
- Overview: Resort facility which holds accommodation facilities such as “Sheraton Grande Ocean Resort,” a world-class convention center with maximum capacity of 5,000 people and sports facilities including one of Japan’s most renowned golf course “Phoenix Country Club”

- Facility name: JOYPOLIS
- Location: Tokyo (Odaiba), Osaka (Umeda) , Qingdao (China), Shanghai (China)
- Operating company: SEGA LIVE CREATION Inc.
- Overview: One of the largest indoor theme parks in Japan produced under the concept of “DigitaReal” meaning fusion of “digital” and “real”

- Facility name: Orbi
- Location: Yokohama (Minato Mirai) , Osaka (EXPOCITY)
- Operating company: SEGA LIVE CREATION Inc.
- Overview: Various scenes on the earth are recreated by combining footage of BBC EARTH and SEGA’s entertainment technologies. Completely new type of museum where visitors can feel the mystery of nature throughout their bodies

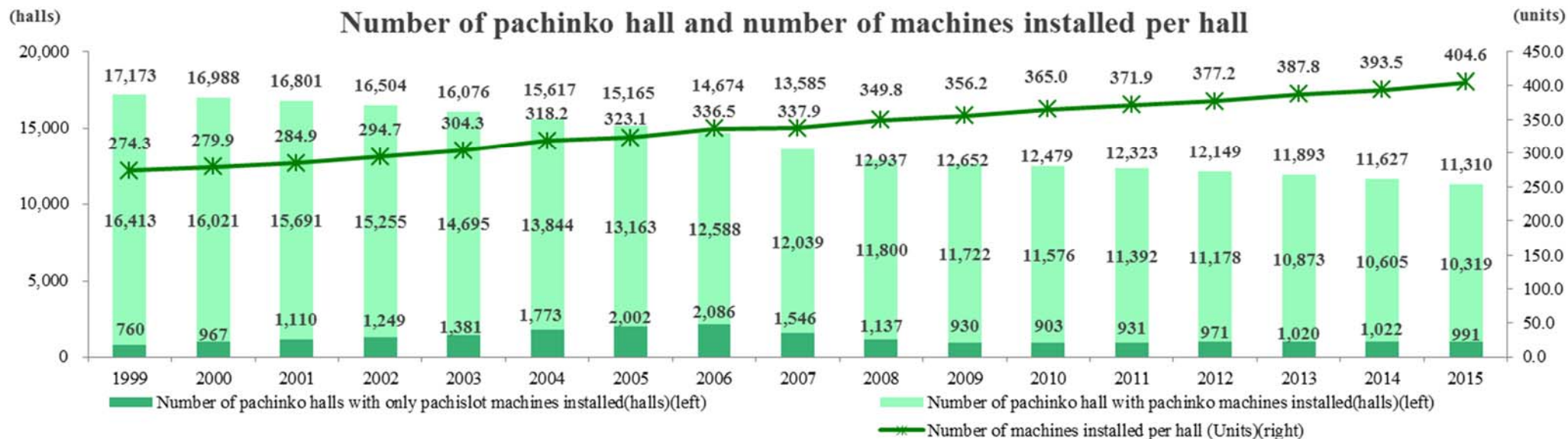
- Facility name: Paradise Casino Incheon / PARADISE CITY
- Location: South Korea (Incheon)
- Operating company: PARADISE SEGASAMMY Co., Ltd.
- Overview: Operation of Paradise Casino Incheon, South Korea’s first casino exclusively for foreigners which opened in 1967, and development of PARADISE CITY, South Korea’s first full-fledged integrated resort which is scheduled to open in the first half 2017

- Facility name: (to be determined)
- Location: South Korea (Busan Metropolitan City)
- Operating company: SEGASAMMY Busan Inc.
- Overview: Development and operation of large resort complex facility comprised of a hotel, entertainment and commercial facilities, etc., in Busan Metropolitan City, South Korea

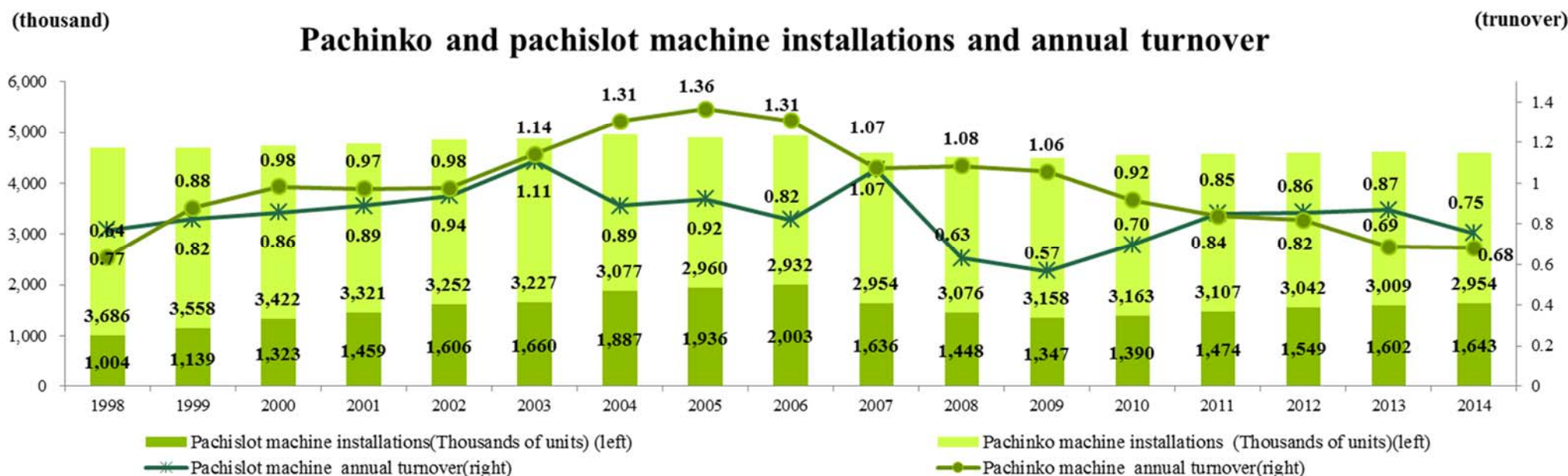


## **2. Supplementary Information on the Market**



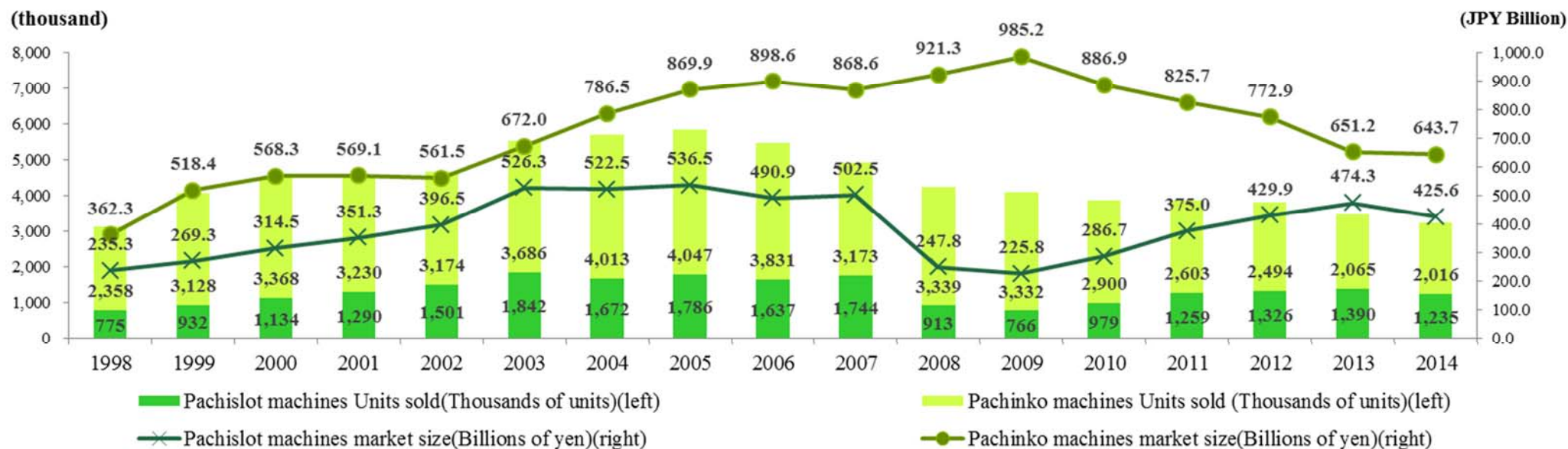


Sources : National Police Agency



Sources:National Police Agency and Yano research Institute Ltd.

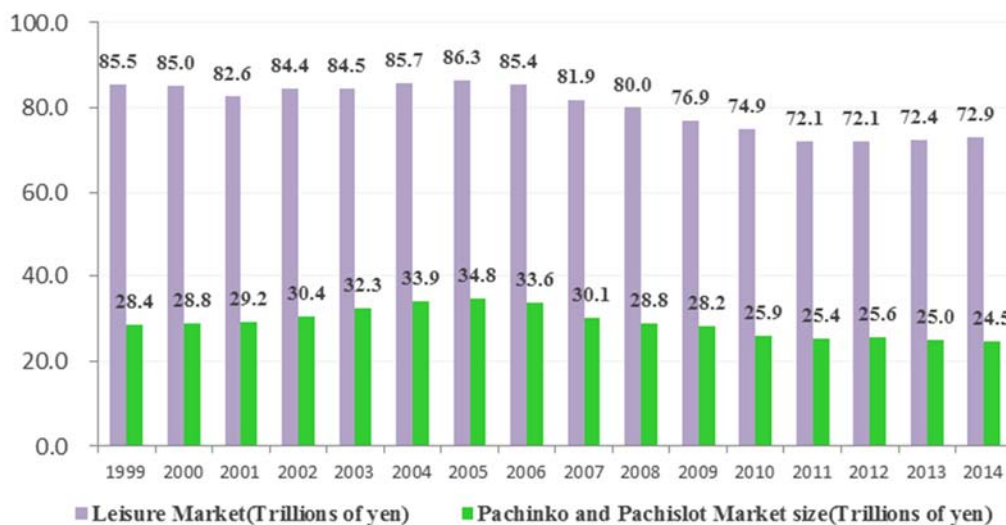
## Pachinko and Pachislot machines-Unit Sales and Market Size



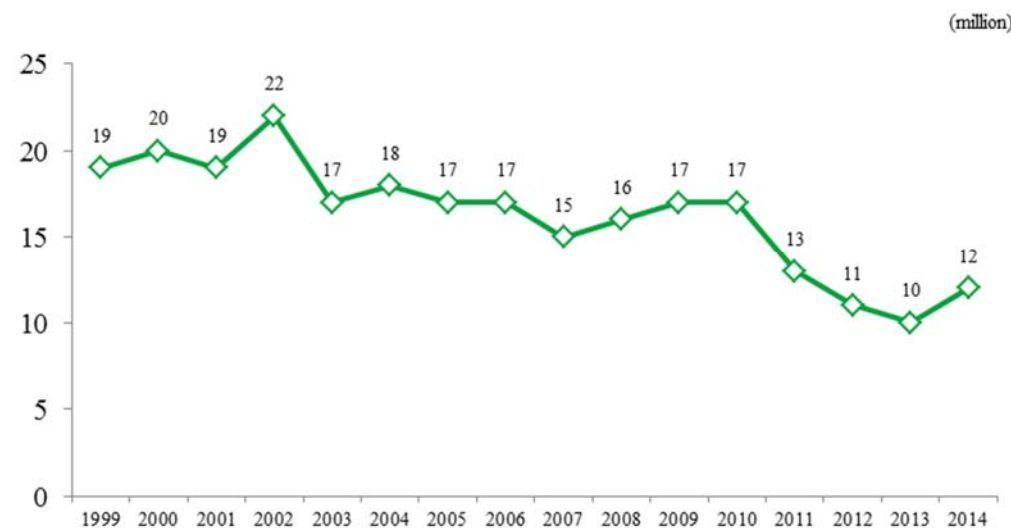
Sources:Yano research Institute Ltd.

(Trillions of yen)

## Market size results

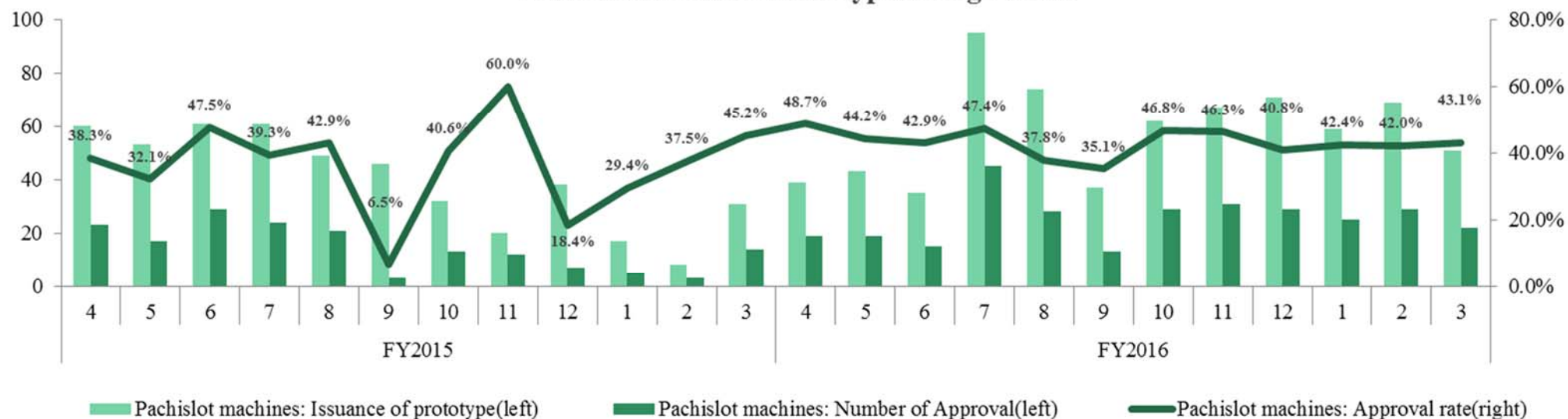


## Number of players (million)

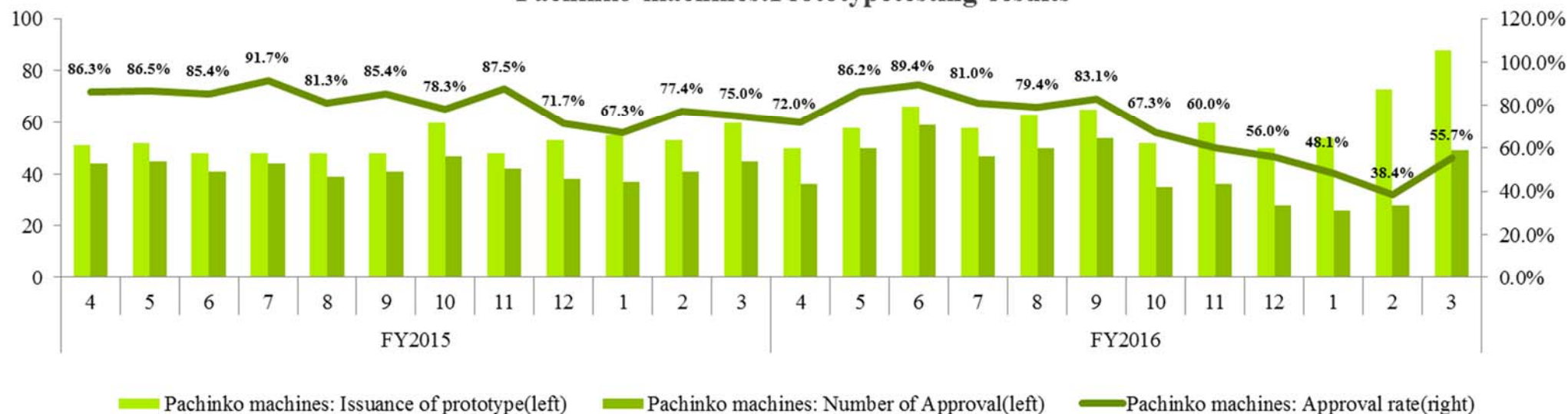


Sources : White Paper on Leisure Industry 2015, Japan Productivity Center

Pachislot machines: Prototyping results



Pachinko machines: Prototyping results



Sources: Security Communications Association

## Share of Annual Pachislot Machine Sales

	2010			2011			2012			2013			2014		
Rank	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share
1	Sammy	302,270	30.9%	Sammy	300,866	23.9%	U Company	236,000	17.8%	Sammy	301,575	21.7%	Sammy	207,828	16.8%
2	D Company	117,000	11.9%	D Company	200,000	15.9%	Sammy	202,221	15.3%	U Company	215,000	15.5%	U Company	205,000	16.6%
3	S Company	116,424	11.9%	Y Company	196,000	15.6%	Y Company	193,000	14.6%	H Company	120,000	8.6%	D Company	128,000	10.4%
4	H Company	111,000	11.3%	U Company	172,000	13.7%	D Company	186,000	14.0%	S Company	116,291	8.4%	Y Company	108,000	8.7%
5	U Company	103,000	10.5%	S Company	96,158	7.6%	K Company	110,000	8.3%	D Company	102,000	7.3%	H Company	92,763	7.5%

## Share of Annual Pachinko Machine Sales

	2010			2011			2012			2013			2014		
Rank	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share
1	S Company	653,000	22.5%	K Company	485,000	18.6%	S Company	544,000	21.8%	K Company	349,000	17.0%	S Company	330,000	16.4%
2	S Company	424,533	14.6%	S Company	360,805	13.9%	K Company	507,000	20.3%	S Company	315,000	15.4%	S Company	329,892	16.4%
3	Sammy	343,188	11.8%	Sammy	332,288	12.8%	H Company	252,000	10.1%	S Company	291,967	14.3%	K Company	308,000	15.3%
4	K Company	322,000	11.1%	S Company	332,000	12.8%	N Company	250,000	10.0%	Sammy	200,225	9.8%	H Company	252,103	12.5%
5	N Company	296,000	10.2%	N Company	255,000	9.8%	Sammy	216,860	8.7%	H Company	197,000	9.6%	Sammy	242,847	12.0%

Source: Yano Research Institute Ltd.

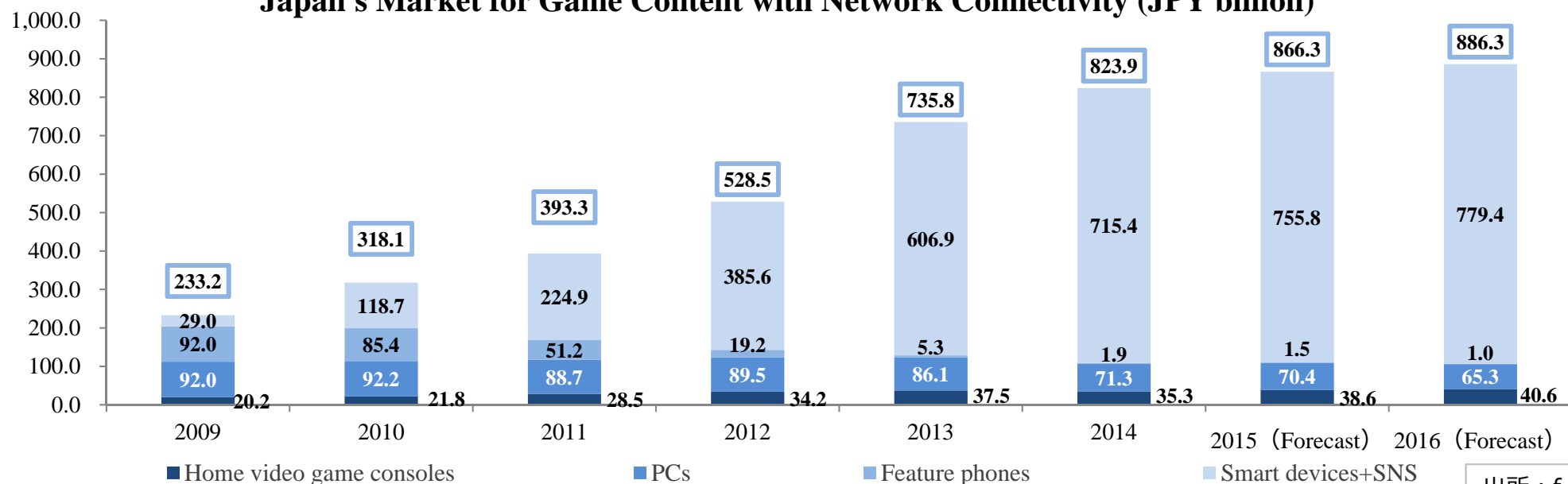
\*Estimated by Yano Research Institute Ltd. with fiscal years from July of each year through June the following year as criteria





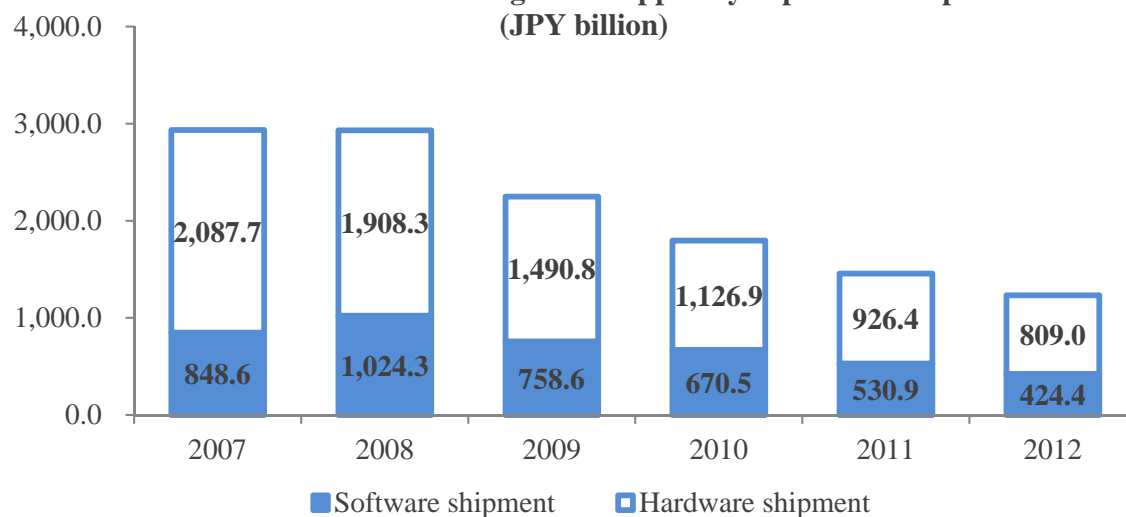
## Home Video Game and Online Game Markets Scale

### Japan's Market for Game Content with Network Connectivity (JPY billion)

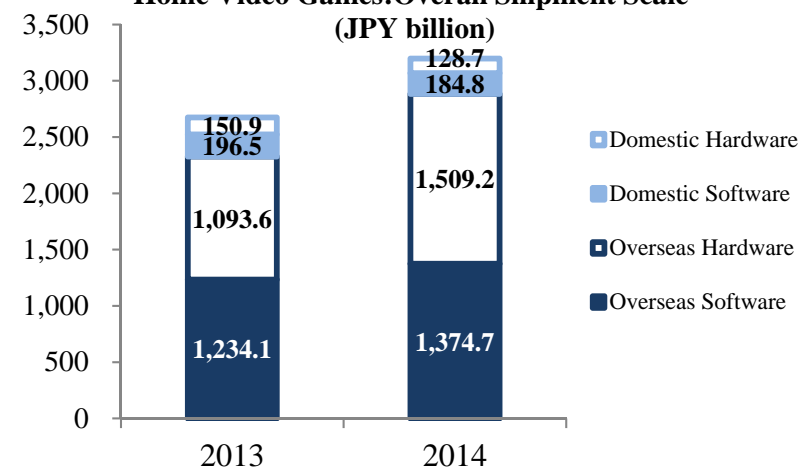


出所 : f-ism

### Gross amount at household games shipped by Japanese Companies (JPY billion)



### Home Video Games: Overall Shipment Scale (JPY billion)



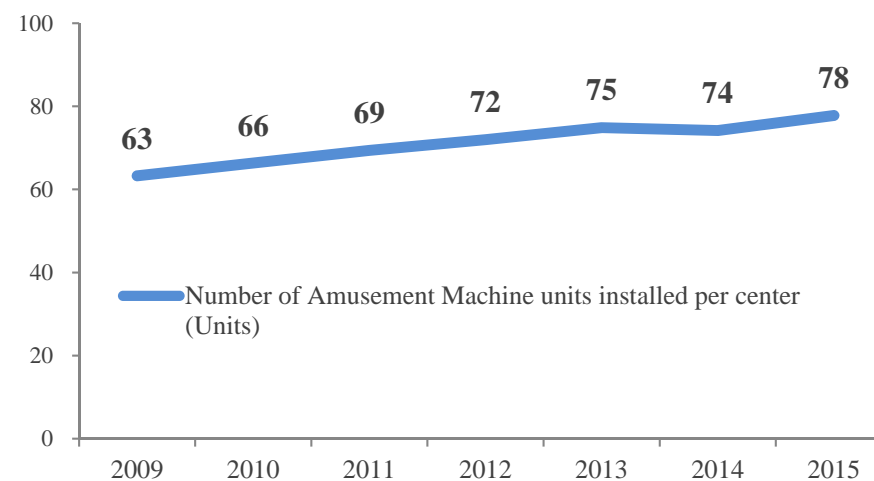
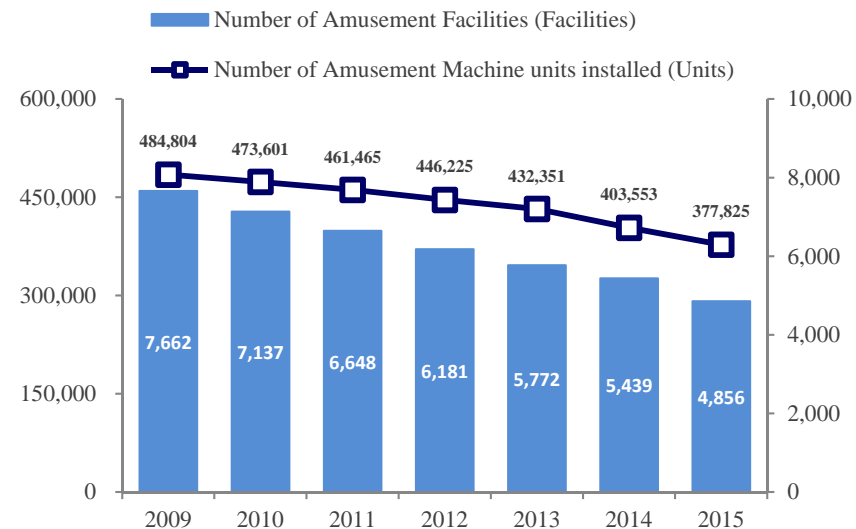
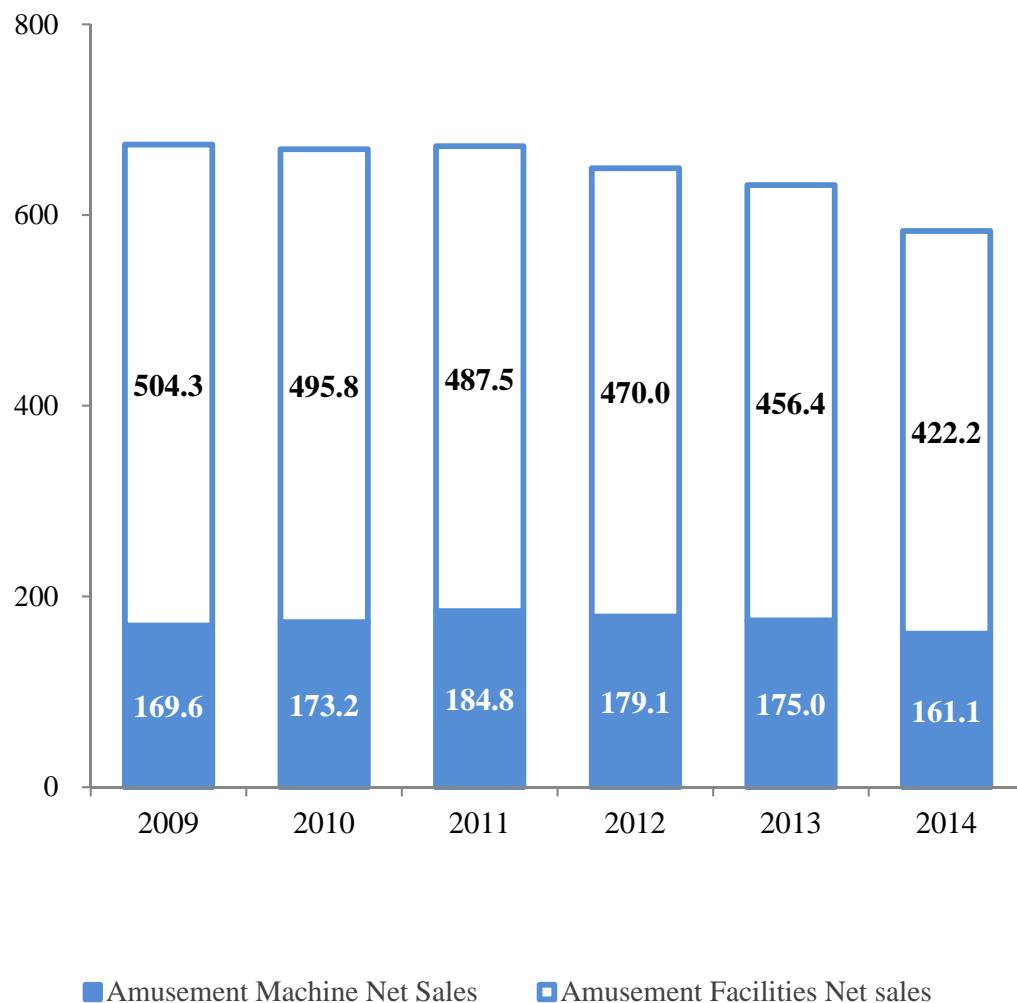
Source: CESA Games White Paper \*Chart is separated from 2013 due to the change of collection method of the data.





## Amusement Machine and Amusement Center Operations Markets Scale

Amusement Machine / Facilities sales (JPY billion)

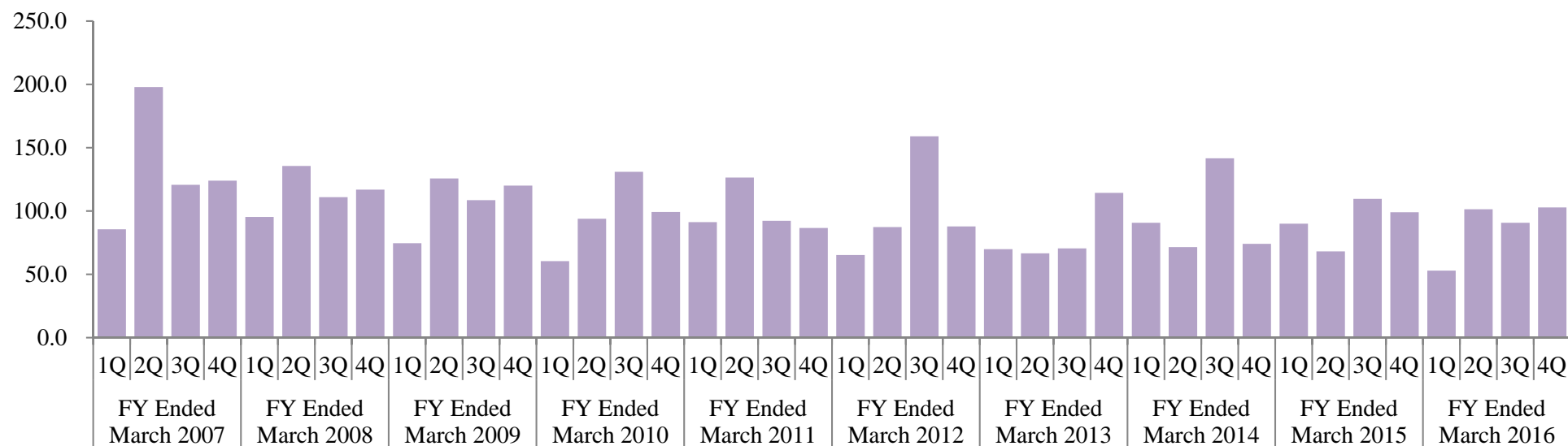


Source: JAIA, National Police Agency

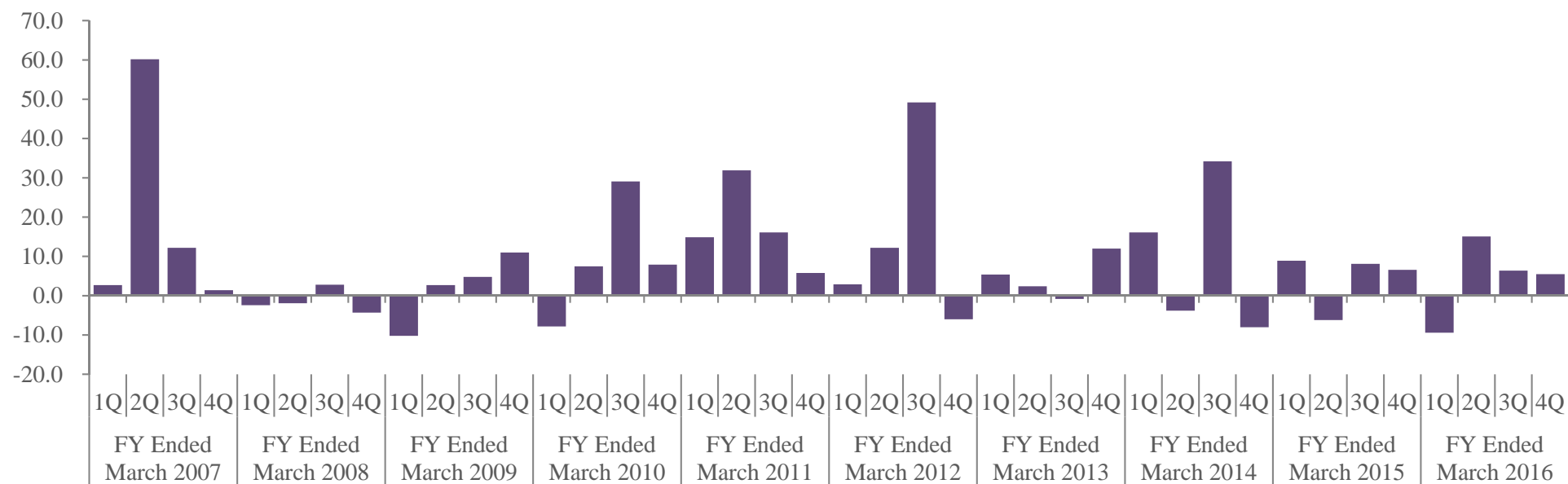
### **3. Past Operating Results and shareholder return**

<Quarterly Operating Results>

## Net Sales



## Operating Income



# Past Operating Results (Former Segment basis)

From FY Ended March 2005 to FY Ended March 2015

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

([http://www.segasammy.co.jp/english/ir/library/pdf/settlement/2016/e\\_201603\\_4q\\_transition.xls](http://www.segasammy.co.jp/english/ir/library/pdf/settlement/2016/e_201603_4q_transition.xls))

(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 2Q	Full Year Results	Results Through 2Q	Full Year Results
Breakdown	Net Sales	515.6	553.2	528.2	458.9	429.1	384.6	396.7	395.5	321.4	162.2	378.0	154.2	354.9
	Pachislot and Pachinko Machines	280.1	265.6	211.5	145.5	161.6	160.3	212.0	212.1	142.2	71.2	181.8	60.6	149.1
	Amusement Machines Sales	63.3	71.5	75.4	71.0	61.9	45.1	47.2	49.9	39.1	18.0	38.6	18.0	39.6
	Amusement Center Operations	83.1	106.2	103.8	91.2	71.3	54.7	45.6	44.6	42.7	21.9	43.2	20.8	41.4
	Consumer Business	65.3	90.3	119.5	141.7	131.3	121.5	88.8	85.6	83.8	43.8	99.8	48.2	111.0
	Other	23.7	19.4	17.8	9.3	2.9	2.8	2.8	3.0	13.4	7.1	14.5	6.4	13.6
Breakdown	Operating Income	105.0	119.1	76.5	-5.8	8.3	36.7[31.0]	68.7	58.3	19.0	12.3	38.5	3.4	17.6
	Pachislot and Pachinko Machines	103.9	99.8	71.1	8.4	14.5	29.5	64.2	71.0	23.5	15.1	45.2	7.3	25.7
	Amusement Machines Sales	7.4	12.1	11.6	7.1	6.8	7.0[5.4]	7.3	7.4	1.9	-0.0	-1.2	0.1	-2.5
	Amusement Center Operations	5.4	9.2	0.1	-9.8	-7.5	-1.3[-1.4]	0.3	0.3	1.1	0.2	0.0	-0.2	-0.9
	Consumer Business	-8.8	1.9	1.7	-5.9	-0.9	6.3[2.4]	1.9	-15.1	-0.7	1.1	2.0	0.9	4.0
	Other	-0.5	-1.7	-1.3	-0.0	-0.3	0.3	0.0	0.2	-0.4	-0.4	-1.2	-1.0	-2.0
	Eliminations	-2.3	-2.3	-6.7	-5.5	-4.9	-5.2	-5.1	-5.4	-6.3	-3.6	-6.4	-3.7	-6.5
Operating Margin		20.4%	21.5%	14.5%	-	1.9%	9.5%[8.1%]	17.3%	14.7%	5.9%	7.6%	10.2%	2.2%	5.0%
Ordinary Income		104.4	119.5	81.2	-8.2	6.6	35.9[30.2]	68.1	58.1	20.9	14.2	40.5	3.3	16.9
Ordinary Income Margin		20.2%	21.6%	15.4%	-	1.5%	9.3%[7.9%]	17.2%	14.7%	6.5%	8.8%	10.7%	2.1%	4.8%
Net Income		50.5	66.2	43.4	-52.4	-22.8	20.2[14.5]	41.5	21.8	33.4	11.3	30.7	-2.0	-11.2
Net Income Margin		9.8%	12.0%	8.2%	-	-	5.3%[3.8%]	10.5%	5.5%	10.4%	7.0%	8.1%	-	-
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	25.1	59.2	28.4	67.6
Cap-ex		32.4	38.5	36.6	50.4(*1)	26.6	16.1	19.6	36.1	32.8	22.6	38.1	14.7	28.7
Depreciation *4		17.7	21.8	28.0	45.6(*2)	26.6	17.1	15.9	16.1	18.1	7.5	16.1	8.1	17.6
Advertising *5		11.8	18.9	22.2	22.8	20.7	20.7	15.1	17.2	13.1	7.6	16.0	10.0	19.1
# of pachislot titles		9 titles	14 titles	17 titles	22 titles	19 titles	12 titles	10 titles	11 titles	8 titles	3 titles	9 titles	4 titles	6 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	143,171 units	301,575 units	92,998 units	207,828 units
# of pachinko titles		8 titles	8 titles	14 titles	9 titles	12 titles	13 titles	12 titles	14 titles	14 titles	4 titles	10 titles	9 titles	14 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	54,955 units	200,225 units	86,453 units	242,847 units
Same Store Sales Comparisons		98.5%	103.3%	95.8%	89.0%	92.4%	91.7%	99.3%	100.5%	93.8%	95.0%	96.1%	98.7%	100.1%
Domestic Facilities		477 facilities	462 facilities	449 facilities	363 facilities	322 facilities	260 facilities	249 facilities	241 facilities	236 facilities	202 facilities	198 facilities	198 facilities	198 facilities
# of game software titles		- (84)	- (122)	- (140)	80 (138)	78 (122)	66 (105)	51 (71)	45 (86)	25 (49)	8 (8)	21 (32)	6(14)	30 (50)
Sales (Thousand units)		11,790	16,400	21,270	26,990	29,470	26,750	18,710	17,240	10,780	3,230	8,730	4,100	12,300

\* Numbers shown in parentheses are based on previous accounting policy (For reference, unaudited)

\* 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.)

# Past Operating Results (New Segment basis)

From FY Ended March 2015~

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

([http://www.segasammy.co.jp/english/ir/library/pdf/settlement/2016/e\\_201603\\_4q\\_transition.xls](http://www.segasammy.co.jp/english/ir/library/pdf/settlement/2016/e_201603_4q_transition.xls))

(JPY Billion)		FY Ended March 2015				FY Ended March 2016			
		Results Through 1Q	Results Through 2Q	Results Through 3Q	Full Year Results	Results Through 1Q	Results Through 2Q	Results Through 3Q	Full Year Results
Breakdown	Net Sales	90.0	158.1	267.7	366.8	52.9	154.3	245.0	347.9
	Pachislot and Pachinko Machines	47.2	61.1	108.9	152.1	7.6	56.6[60.9]*	90.4	132.7[141.0]*
	Entertainment Contents	39.9	90.3	147.9	199.6	41.8	90.2[85.9]*	143.0	198.8[190.5]*
	Resort	2.8	6.6	10.8	14.9	3.4	7.4	11.5	16.3
Breakdown	Operating Income	8.9	2.7	10.8	17.4	-9.4	5.7	12.1	17.6
	Pachislot and Pachinko Machines	12.5	7.0	15.3	25.7	-6.7	8.5[8.4]*	15.4	21.5[20.9]*
	Entertainment Contents	-1.3	0.6	2.0	0.0	-0.7	1.5[1.7]*	2.4	3.6[4.2]*
	Resort	-0.7	-1.4	-1.7	-2.3	-0.5	-1.2	-1.3	-1.8
	Other / Elimination	-1.4	-3.5	-4.8	-6.0	-1.3	-3.1[-3.2]*	-4.4	-5.7
	Operating Margin	9.9%	1.7%	4.0%	4.7%	-	3.7%	4.9%	5.1%
Ordinary Income		9.6	2.6	10.7	16.8	-8.7	5.8	12.6	16.4
Ordinary Income Margin		10.7%	1.6%	4.0%	4.6%	-	3.8%	5.1%	4.7%
Profit attributable to owners of parent		5.1	-2.8	-2.7	-11.3	-7.9	0.9	6.4	5.3
Net Income Margin		5.7%	-	-	-	-	0.6%	2.6%	1.5%
R&D expense / content production expense		12.4	28.4	48.8	67.6	12.8	24.7	40.3	58.0
Cap-ex		6.9	14.7	20.5	28.7	6.8	12.5	21.0	28.0
Depreciation		4.0	8.1	12.8	17.6	4.1	8.2	12.5	16.6
Advertising		4.1	10.0	14.5	19.1	3.9	9.3	13.6	17.9
# of pachislot titles		3 titles	4 titles	5 titles	6 titles	-	2 titles	6 titles	7 titles
Unit sales		82,791 units	93,045 units	96,111 units	207,830 units	102 units	70,260 units	121,645 units	142,337 units
# of pachinko titles		5 titles	5 titles	8 titles	10 titles	2 titles	6 titles	7 titles	8 titles
Unit sales		47,711 units	82,955 units	224,519 units	241,425 units	22,362 units	79,604 units	115,396 units	199,014 units
Same Store Sales Comparisons		99.4%	98.7%	100.1%	100.1%	101.4%	102.2%	101.7%	103.1%
Domestic Facilities		201 facilities	198 facilities	198 facilities	198 facilities	198 facilities	198 facilities	198 facilities	194 facilities
# of game software titles		3	6	25	30	5	12	24	29
# of game software titles (sku)		5	14	44	50	6	14	31	38
Sales (Thousand units)		1,700	4,100	8,910	12,280	1,830	3,280	6,120	9,220

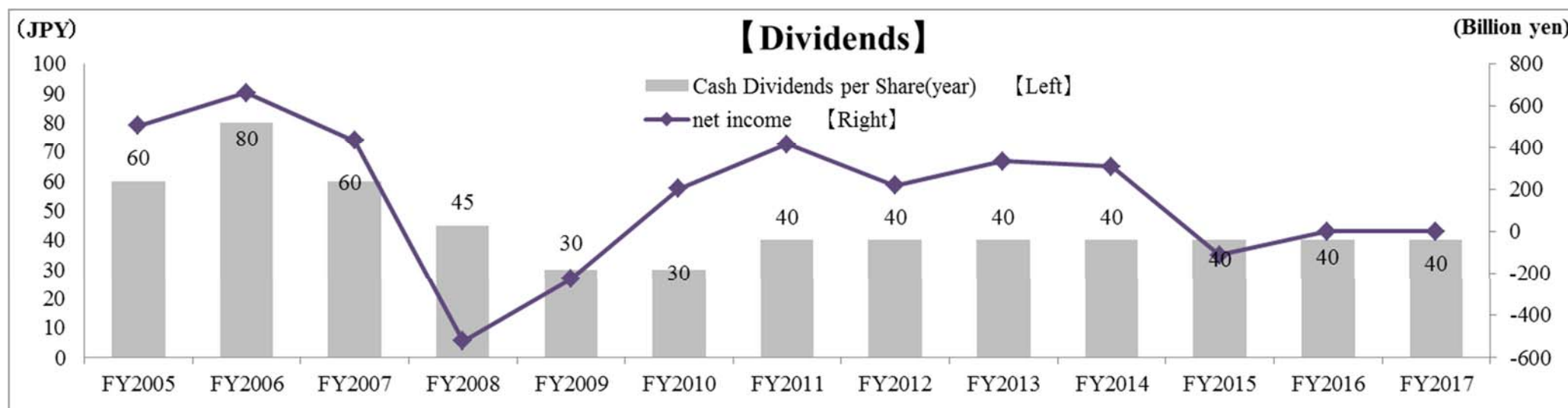
\*Sales of new segment is changed to gross basis.

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

\*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.

The Group's basic approach to shareholder value is to enhance corporate value by paying stable cash dividends and by increasing earnings through growth strategies.



Number of Shareholders : 94,348

Total number of shares issued and outstanding: 266,229,476 shares

## Principal Shareholders (As of March 31, 2016)

Name of Shareholder	Shares Held	For the total number of shares outstanding
Hajime Satomi	31,869,338	11.97%
Company's Tr. Stock	31,834,807	11.95%
FSC Co.	12,972,840	4.87%
HS Company	11,750,000	4.41%
Japan Trustee Services,	6,904,000	2.59%

Distribution of Shareholders	
Distribution by Attribute	Shareholding ratio
Financial institutions	14.1%
Financial institutions firm	1.7%
Other companies	12.0%
Foreign institutions and individuals	26.2%
Japanese individuals and others	34.1%
Treasury stock	12.0%



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