

February 6, 2017
SEGA SAMMY HOLDINGS INC.

Appendix of Consolidated Financial Statements
9 Months Ended December 31, 2016

Consolidated Income Statements

(JPY Billion)	FY Ended March 2016		FY Ending March 2017			
	Results Through 3Q	Full Year Results	Results Through 3Q	YoY Change	Revised Full Year Forecasts (announced on Nov 2)	YoY Change
Sales	245.0	347.9	285.7	+17%	373.0	+7%
Pachislot and Pachinko Machines	96.7	141.0	119.7	+24%	153.5	+9%
Entertainment Contents	136.6	190.5	155.4	+14%	205.0	+8%
Resort	11.5	16.3	10.5	-9%	14.5	-11%
Operating Income	12.1	17.6	35.0	+189%	28.0	+59%
Pachislot and Pachinko Machines	15.0	20.9	25.8	+72%	27.0	+29%
Entertainment Contents	2.8	4.2	15.3	+446%	9.5	+126%
Resort	-1.3	-1.8	-1.8	-	-2.5	-
Other / Elimination	-4.4	-5.7	-4.3	-	-6.0	-
Operating Income Margin	4.9%	5.1%	12.3%	+7.4pt	7.5%	+2.4pt
Ordinary Income	12.6	16.4	35.3	+180%	27.0	+65%
Extraordinary Gain	1.0	1.2	12.8	-	12.0	-
Extraordinary Loss	2.5	5.6	5.2	-	2.5	-
Income before income taxes	11.2	12.0	43.0	+284%	36.5	+204%
Profit attributable to owners of parent	6.4	5.3	36.5	+470%	30.0	+466%
Net Income Margin	2.6%	1.5%	12.8%	+10.2pt	8.0%	+6.5pt
Dividends per share (JPY)	20.00	40.00	20.00	-	40.00	-
Earnings per share (JPY)	27.71	22.90	155.84	-	127.99	-
Net Assets per share (JPY)	1,294.99	1,257.43	1,356.30	-	-	-

*Contents of retroactive processing have been reflected on new segments from FY ended March 2016 because part of Entertainment Contents Business has been transferred to Pachislot and Pachinko Machines Business from FY ending March 2017.

Costs and Expenses

(JPY Billion)	FY Ended March 2016		FY Ending March 2017			
	Results Through 3Q	Full Year Results	Results Through 3Q	YoY Change	Revised Full Year Forecasts (announced on Nov 2)	YoY Change
R&D Expense / Content Production Expense	40.3	58.0	48.8	+21%	64.9	+12%
Pachislot and Pachinko Machines	15.6	20.0	14.1	-10%	20.0	-
Entertainment Contents	24.6	37.7	34.6	+41%	44.7	+19%
Resort	0.4	0.5	0.1	-75%	0.2	-60%
Other / Elimination	-0.3	-0.2	0.0	-	0.0	-
Cap-ex	21.0	28.0	20.8	-1%	28.4	+1%
Pachislot and Pachinko Machines	4.9	6.7	4.3	-12%	5.3	-21%
Entertainment Contents	13.3	16.1	11.9	-11%	16.7	+4%
Resort	2.6	5.0	4.5	+73%	6.2	+24%
Other / Elimination	0.2	0.2	0.1	-	0.2	-
Depreciation	12.5	16.6	12.0	-4%	15.1	-9%
Pachislot and Pachinko Machines	4.9	6.5	4.4	-10%	5.3	-18%
Entertainment Contents	6.5	8.4	6.2	-5%	8.0	-5%
Resort	0.6	1.0	0.8	+33%	1.4	+40%
Other / Elimination	0.5	0.7	0.6	-	0.4	-
Advertising	13.6	17.9	11.2	-18%	16.1	-10%
Pachislot and Pachinko Machines	1.7	2.8	1.7	-	2.5	-11%
Entertainment Contents	10.2	13.1	7.9	-23%	12.1	-8%
Resort	0.5	0.6	0.5	-	0.5	-17%
Other / Elimination	1.2	1.4	1.1	-	1.0	-

*Contents of retroactive processing have been reflected on new segments from FY ended March 2016 because part of Entertainment Contents Business has been transferred to Pachislot and Pachinko Machines Business from FY ending March 2017.

Pachislot and Pachinko Machines Business

(JPY Billion)	FY Ended March 2016		FY Ending March 2017			
	Results Through 3Q	Full Year Results	Results Through 3Q	YoY Change	Revised Full Year Forecasts (announced on Nov 2)	YoY Change
Sales	96.7	141.0	119.7	+24%	153.5	+9%
Pachislot	52.7	61.1	70.0	+33%	92.0	+51%
Pachinko	34.0	66.8	39.6	+16%	46.0	-31%
Other / Elimination	10.0	13.1	10.1	-	15.5	-
Operating Income	15.0	20.9	25.8	+72%	27.0	+29%
Operating Income Margin	15.5%	14.8%	21.6%	+6.1pt	17.6%	+2.8pt
Unit Sales (Pachislot)	121,645	142,337	169,827	+40%	236,000	+66%
Unit Sales (Pachinko)	115,396	199,014	111,104	-4%	132,000	-34%

*Contents of retroactive processing have been reflected on new segments from FY ended March 2016 because part of Entertainment Contents Business has been transferred to Pachislot and Pachinko Machines Business from FY ending March 2017.

《Delivery Data / Plan: Pachislot and Pachinko》

Pachislot	FY Ended March 2016		FY Ending March 2017	
	Results Through 3Q	Full Year Results	Results Through 3Q	Revised Full Year Forecasts (announced on Nov 2)
Sammy	4 titles	5 titles	2 titles	7 titles
	116,305 units	136,997 units	137,511 units	198,000 units
TAIYO ELEC	2 titles	2 titles	3 titles	3 titles
	5,340 units	5,340 units	27,900 units	28,000 units
Ginza/Rodeo	-	-	1 title	1 title
	-	-	4,416 units	10,000 units
Total	6 titles	7 titles	6 titles	11 titles
	121,645 units	142,337 units	169,827 units	236,000 units

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

Main Pachislot titles and number of units sold.

Pachislot		
Title	Brand	Unit Sales (Thousands)
Pachislot Hokuto No Ken Syura no kuni hen	Sammy	90
Pachislot INUYASHA	RODEO	4

* Includes 6 thousand units delivered in 2Q for "Pachislot Hokuto No Ken Syura no kuni hen".

Pachinko	FY Ended March 2016		FY Ending March 2017	
	Results Through 3Q	Full Year Results	Results Through 3Q	Revised Full Year Forecasts (announced on Nov 2)
Sammy	4 titles	5 titles	5 titles	5 titles
	97,499 units	181,117 units	96,182 units	110,000 units
TAIYO ELEC	3 titles	3 titles	1 title	4 titles
	17,897 units	17,897 units	14,922 units	22,000 units
Total	7 titles	8 titles	6 titles	9 titles
	115,396 units	199,014 units	111,104 units	132,000 units
Board + Frame	21,906 units	93,863 units	101,440 units	117,000 units
Board	93,490 units	105,151 units	9,664 units	15,000 units

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

Main pachinko titles and number of units sold.

Pachinko		
Title	Brand	Unit Sales (Thousands)
Pachinko CR Monster Hunter 4	Sammy	15
Pachinko CR Shin Hokuto Muso 2 19 Ver.	Sammy	13

Entertainment Contents Business

(JPY Billion)	FY Ended March 2016		FY Ending March 2017			
	Results Through 3Q	Full Year Results	Results Through 3Q	YoY Change	Revised Full Year Forecasts (announced on Nov 2)	YoY Change
Sales	136.6	190.5	155.4	+14%	205.0	+8%
Digital Games	33.0	45.6	35.0	+6%	47.0	+3%
Packaged Games	28.9	42.3	37.3	+29%	47.0	+11%
Amusement Machine Sales	29.8	41.9	37.4	+26%	49.5	+18%
Amusement Center Operations	28.2	38.0	27.9	-1%	37.0	-3%
Animation / Toy	15.7	21.2	16.5	+5%	23.5	+11%
Other / Elimination	1.0	1.5	1.3	-	1.0	-
Operating Income	2.8	4.2	15.3	+446%	9.5	+126%
Digital Games	-0.1	-0.4	5.3	-	4.8	-
Packaged Games	0.5	2.4	4.2	+740%	2.7	+13%
Amusement Machine Sales	-0.1	-0.1	3.3	-	0.3	-
Amusement Center Operations	1.9	1.8	2.3	+21%	2.0	+11%
Animation / Toy	0.7	0.6	1.0	+43%	1.0	+67%
Other / Elimination	-0.1	-0.1	-0.8	-	-1.3	-
Operating Income Margin	2.0%	2.2%	9.8%	+7.8pt	4.6%	+2.4pt
Sales in Units (Thousands)	6,120	9,220	8,130	+33%	10,300	+12%
Same Store Sales Comparisons	101.7%	103.1%	110.3%	+8.6pt	108.6%	+5.5pt
Domestic Facilities	198	194	190	-	190	-

*Contents of retroactive processing have been reflected on new segments from FY ended March 2016 because part of Entertainment Contents Business has been transferred to Pachislot and Pachinko Machines Business from FY ending March 2017.

Entertainment Contents Business

《 Major Index / Digital Games (Digital Overall) 》

		FY Ended March 2016				FY Ending March 2017		
		1Q Results	2Q Results	3Q Results	4Q Results	1Q Results	2Q Results	3Q Results
Domestic	Average MAU (Thousands, 3 months average)*1	4,430	6,400	5,130	6,610	4,650	3,700	4,140
	ARPMU (JPY) *2	1,841	1,605	1,739	1,631	2,039	2,772	2,569
	Share of sales for top 3 titles *3	52.5%	48.6%	52.2%	58.4%	68.4%	70.3%	67.6%
Ratio of advertising expense to net sales *4		17.9%	18.6%	15.1%	11.3%	6.5%	7.9%	10.2%
Noah Pass *5 KPI	Average MAU (Thousands, 3 months average)*6	11,020	11,400	12,940	12,330	12,360	11,800	11,960
Composition ratio of overseas sales		14.3%	10.1%	17.6%	12.9%	19.5%	8.6%	10.5%
Accumulated Downloads (Thousands)	Domestic *7	58,890	62,750	67,520	69,850	72,710	77,440	79,930
	Overseas *7	179,670	200,890	240,190	265,290	284,760	312,700	343,600
	Total	238,560	263,630	307,710	335,140	357,470	390,130	423,520

*Contents of retroactive processing have been reflected on new segments from FY ended March 2016 because part of Entertainment Contents Business has been transferred to Pachislot and Pachinko Machines Business from FY ending March 2017.

*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.)

*We've made a correction to the FY2017 1Q ARPMU due to error in counting.

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

*6. The counting method has been changed since FY 2016 2Q.

*7. As of the last day of each quarter

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

Breakdown by Region		FY Ended March 2016		FY Ending March 2017	
		Results Through 3Q	Full Year Results	Results Through 3Q	Revised Full Year Forecasts (announced on Nov 2)
Domestic	# of titles	9	14	7	9
	# of titles(SKU)	13	20	8	10
	Unit Sales(Thousands)	830	1,740	1,550	2,670
Overseas	# of titles	15	15	12	17
	# of titles(SKU)	18	18	16	21
	Unit Sales(Thousands)	5,290	7,480	6,580	7,630
Total	# of titles	24	29	19	26
	# of titles(SKU)	31	38	24	31
	Unit Sales(Thousands)	6,120	9,220	8,130	10,300

Resort Business

(JPY Billion)		FY Ended March 2016		FY Ending March 2017			
		Results Through 3Q	Full Year Results	Results Through 3Q	YoY Change	Revised Full Year Forecasts (announced on Nov 2)	YoY Change
Sales		11.5	16.3	10.5	-9%	14.5	-11%
Operating Income		-1.3	-1.8	-1.8	-	-2.5	-
Operating Income Margin		-	-	-	-	-	-
Phoenix Seagaia Resort	Number of visitors (Thousands)	424	571	393	-7%	541	-5%
	Average sales per customer (JPY)	15,753	15,845	15,479	-2%	16,353	+3%
Tokyo Joypolis	Number of visitors (Thousands)	528	687	512	-3%	-	-
	Average sales per customer (JPY)	3,510	3,545	3,772	+7%	-	-
Orbi Yokohama	Number of visitors (Thousands)	260	323	302	+16%	356	+10%
	Average sales per customer (JPY)	2,345	2,282	1,802	-23%	1,911	-16%
Paradise Casino Incheon *	Casino sales (Billion KRW)	65	95	69	+6%	-	-
	Number of visitors (Thousands)	36	48	39	+8%	-	-

* 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.