



SEGA-SAMMY  
H O L D I N G S

SEGA-SAMMY  
G R O U P

# **FY Ended March 2017 Full Year Results Presentation**

**May 15th, 2017  
SEGA SAMMY HOLDINGS INC.**

**[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.**

# 【Contents】

## **FY Ended March 2017 Full Year Results/FY Ending March 2018 Full Year Forecasts**

**Results Highlights** 4

**Consolidated Income Statements (Summary)** 5

**Costs and Expenses** 6

**Extraordinary Gain/Loss** 7

**Consolidated Balance Sheet (Summary)** 8

**Consolidated Cash Flows** 9

## **Segment Results / Forecasts**

**Segment Results / Forecasts: Pachislot and Pachinko Machines** 11

**Segment Results / Forecasts: Entertainment Contents Business** 16

**Segment Results / Forecasts: Resort Business** 22

**Supplementary Information on the Market** 27

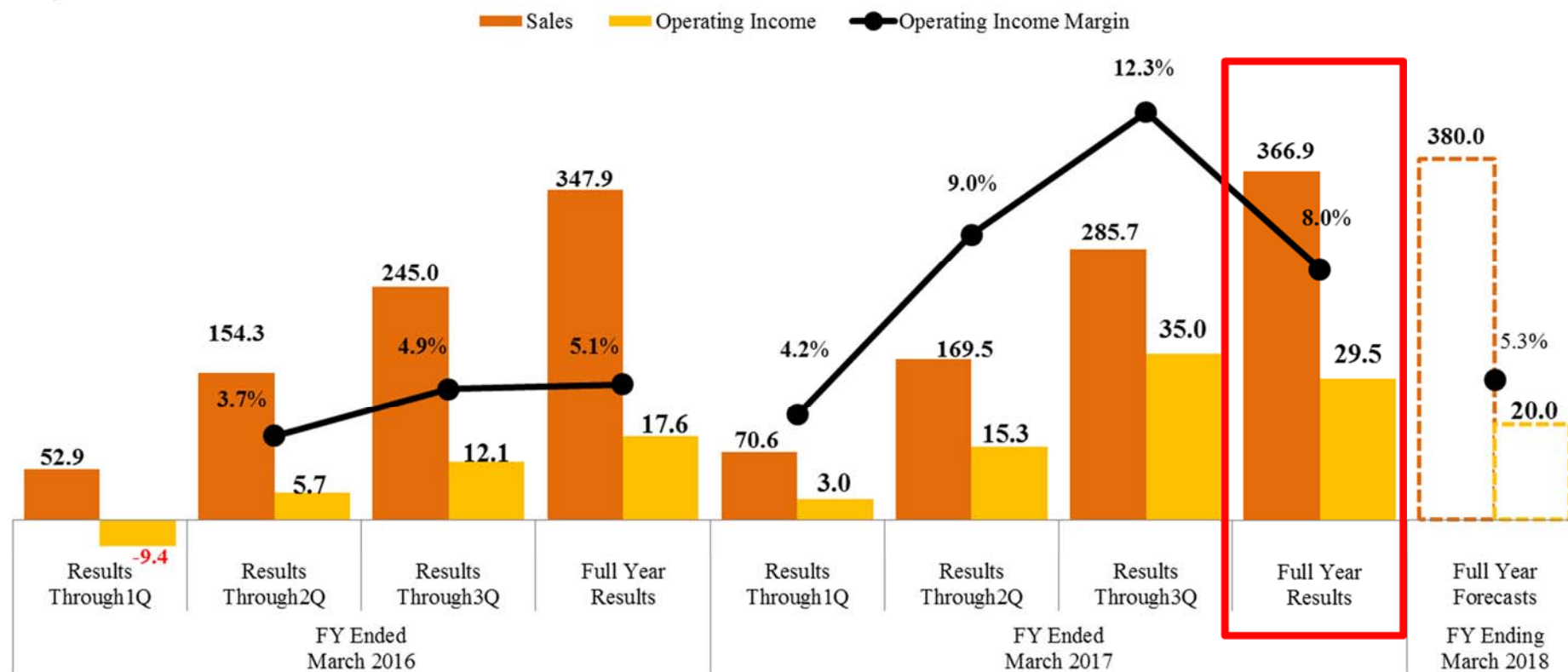
**Past Operating Results / Company Profile** 34

# **FY Ended March 2017 Full Year Results**

## **FY Ending March 2018 Full Year Forecasts**

# Results Highlights

Sales : **366.9** JPY Billion    Operating Income : **29.5** JPY Billion    Operating Income Margin : **8.0%**    ROA\* : **5.2%**  
(JPY Billion)



\* ROA = Profit attributable to owners of parent / Total assets

## FY Ended March 2017 Results

- Sales and profits increased year-on-year
- For the Pachislot and Pachinko Machines Business, several titles were launched centering on machines for series with good track records.
- Operating results of each business area in Entertainment Contents Business performed well.

## FY Ending March 2018 Forecasts

- Planning to increase sales and decrease profits year-on-year.
- A conservative level of earnings is expected for Pachislot and Pachinko Machines Business
- Planning to increase sales year-on-year for the digital game field in the Entertainment Contents Business due to increase in number of new titles to be launched.
- Expenses for consolidation of head office functions are planned to be incurred.

# Consolidated Income Statements (Summary)

(JPY Billion)	FY Ended March 2016		FY Ended March 2017			FY Ending March 2018	
	Results Through 2Q	Full Year Results	Results Through 2Q	Full Year Results	YoY Change	Full Year Forecasts	YoY Change
<b>Sales</b>	<b>154.3</b>	<b>347.9</b>	<b>169.5</b>	<b>366.9</b>	<b>+5%</b>	<b>380.0</b>	<b>+4%</b>
Pachislot and Pachinko Machines	60.9	141.0	64.9	148.2	+5%	150.0	+1%
Entertainment Contents	85.9	190.5	97.8	205.7	+8%	220.0	+7%
Resort	7.4	16.3	6.7	13.0	-20%	10.0	-23%
<b>Operating Income</b>	<b>5.7</b>	<b>17.6</b>	<b>15.3</b>	<b>29.5</b>	<b>+68%</b>	<b>20.0</b>	<b>-32%</b>
Pachislot and Pachinko Machines	8.4	20.9	10.6	26.3	+26%	20.0	-24%
Entertainment Contents	1.7	4.2	9.1	11.1	+164%	10.0	-10%
Resort	-1.2	-1.8	-1.3	-2.2	-	-3.0	-
Other / Elimination	-3.2	-5.7	-3.1	-5.7	-	-7.0	-
Operating Income Margin	3.7%	5.1%	9.0%	8.0%	+2.9pt	5.3%	-2.7pt
<b>Ordinary Income</b>	<b>5.8</b>	<b>16.4</b>	<b>15.4</b>	<b>28.5</b>	<b>+74%</b>	<b>16.0</b>	<b>-44%</b>
Extraordinary Gain	0.5	1.2	11.9	13.3	-	0.0	-
Extraordinary Loss	2.3	5.6	0.3	8.1	-	0.0	-
<b>Income before income taxes</b>	<b>4.0</b>	<b>12.0</b>	<b>27.1</b>	<b>33.7</b>	<b>+181%</b>	<b>16.0</b>	<b>-53%</b>
<b>Profit attributable to owners of parent</b>	<b>0.9</b>	<b>5.3</b>	<b>24.2</b>	<b>27.6</b>	<b>+421%</b>	<b>11.0</b>	<b>-60%</b>
<b>Dividends per share (JPY)</b>	<b>20</b>	<b>40</b>	<b>20</b>	<b>40</b>	-	<b>40</b>	-
<b>Earnings per share (JPY)</b>	<b>4.11</b>	<b>22.90</b>	<b>103.47</b>	<b>117.79</b>	-	<b>46.93</b>	-
<b>Net Assets per share (JPY)</b>	<b>1,310.36</b>	<b>1,257.43</b>	<b>1,292.06</b>	<b>1,313.06</b>	-	-	-

# Costs and Expenses

(JPY Billion)	FY Ended March 2016		FY Ended March 2017			FY Ending March 2018	
	Results Through 2Q	Full Year Results	Results Through 2Q	Full Year Results	YoY Change	Full Year Forecasts	YoY Change
<b>R&amp;D Expense / Content Production Expense</b>	<b>24.7</b>	<b>58.0</b>	<b>31.7</b>	<b>67.1</b>	<b>+16%</b>	<b>71.0</b>	<b>+6%</b>
Pachislot and Pachinko Machines	10.5	20.0	9.3	18.8	-6%	19.3	+3%
Entertainment Contents	14.1	37.7	22.2	48.1	+28%	51.7	+7%
Resort	0.1	0.5	0.1	0.2	-60%	0.0	-
Other / Elimination	0.0	-0.2	0.1	0.0	-	0.0	-
<b>Cap-ex</b>	<b>12.5</b>	<b>28.0</b>	<b>13.8</b>	<b>27.0</b>	<b>-4%</b>	<b>24.4</b>	<b>-10%</b>
Pachislot and Pachinko Machines	3.2	6.7	3.0	5.8	-13%	5.7	-2%
Entertainment Contents	7.8	16.1	8.0	16.6	+3%	16.4	-1%
Resort	1.3	5.0	2.7	4.5	-10%	2.3	-49%
Other / Elimination	0.2	0.2	0.1	0.1	-	0.0	-
<b>Depreciation</b>	<b>8.2</b>	<b>16.6</b>	<b>7.6</b>	<b>16.3</b>	<b>-2%</b>	<b>16.6</b>	<b>+2%</b>
Pachislot and Pachinko Machines	3.2	6.5	3.0	5.8	-11%	5.4	-7%
Entertainment Contents	4.3	8.4	3.7	8.7	+4%	9.2	+6%
Resort	0.4	1.0	0.5	1.1	+10%	1.3	+18%
Other / Elimination	0.3	0.7	0.4	0.7	-	0.7	-
<b>Advertising</b>	<b>9.3</b>	<b>17.9</b>	<b>7.6</b>	<b>14.8</b>	<b>-17%</b>	<b>20.5</b>	<b>+39%</b>
Pachislot and Pachinko Machines	1.0	2.8	1.2	2.1	-25%	5.2	+148%
Entertainment Contents	6.9	13.1	5.0	10.7	-18%	13.9	+30%
Resort	0.3	0.6	0.3	0.5	-17%	0.2	-60%
Other / Elimination	1.1	1.4	1.1	1.5	-	1.2	-

# Extraordinary Gain/Loss

<JPY Billion>

## FY Ended March 2016 Results

<b>Extraordinary Gain</b>	Gain on reversal of provision for dismantling of fixed assets	0.5
	Gain on sales of investment securities	0.1
	Gain on liquidation of subsidiaries and affiliates	0.3
	Other	0.3
<b>Total</b>		<b>1.2</b>

## FY Ended March 2017 Results

<b>Extraordinary Gain</b>	Gain on sales of noncurrent assets	9.5
	Gain on sales of investment securities	1.3
	Gain on reversal of subscription rights to shares	0.8
	Other	1.7
<b>Total</b>		<b>13.3</b>

<b>Extraordinary Loss</b>	Impairment loss	1.3
	Early extra retirement payments	1.9
	Restructuring loss	1.2
	Other	1.2
<b>Total</b>		<b>5.6</b>

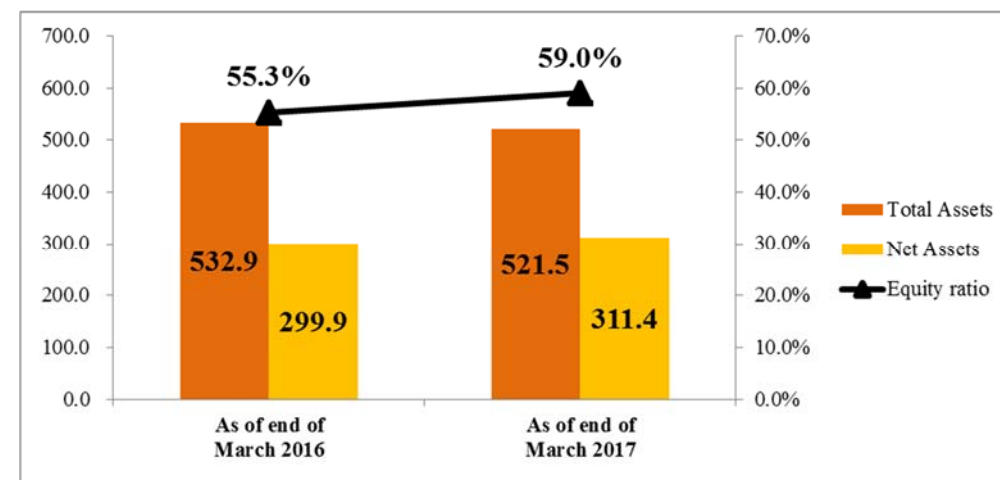
<b>Extraordinary Loss</b>	Impairment loss	6.0
	Loss on valuation of investment securities	1.1
	Restructuring loss	0.4
	Other	0.6
<b>Total</b>		<b>8.1</b>

# Consolidated Balance Sheet (Summary)

(JPY billion) 【 Assets 】				【 Liabilities and Net Assets 】			
Account	As of end of March 2016	As of end of March 2017	Change	Account	As of end of March 2016	As of end of March 2017	Change
Cash and Deposits	141.3	137.4	-3.9	Accounts Payable	33.0	45.6	+12.6
Accounts Receivable	55.6	44.5	-11.1	Corporate Bonds	14.2	19.5	+5.3
Securities	48.4	65.2	+16.8	Short Term Borrowings	14.0	6.3	-7.7
Inventories	34.4	47.4	+13.0	Other	44.7	41.1	-3.6
Other	22.5	29.6	+7.1	<b>Total Current Liabilities</b>	<b>105.9</b>	<b>112.5</b>	<b>+6.6</b>
<b>Total Current Assets</b>	<b>302.2</b>	<b>324.1</b>	<b>+21.9</b>	Corporate Bonds	52.0	32.5	-19.5
Tangible Fixed Assets	101.0	81.6	-19.4	Long Term Debt	48.8	44.5	-4.3
Intangible Fixed Assets	24.8	22.1	-2.7	Other	26.2	20.5	-5.7
Investment Securities	76.5	69.8	-6.7	<b>Total Noncurrent Liabilities</b>	<b>127.0</b>	<b>97.5</b>	<b>-29.5</b>
Other	28.3	23.9	-4.4	<b>Total Liabilities</b>	<b>233.0</b>	<b>210.1</b>	<b>-22.9</b>
				Shareholders Equity	288.1	300.3	+12.2
				Total accumulated other comprehensive income	6.6	7.4	+0.8
				Warrants	0.8	0.3	-0.5
				Non-controlling interests	4.4	3.4	-1.0
<b>Total Noncurrent Assets</b>	<b>230.6</b>	<b>197.4</b>	<b>-33.2</b>	<b>Total Net Assets</b>	<b>299.9</b>	<b>311.4</b>	<b>+11.5</b>
<b>Total Assets</b>	<b>532.9</b>	<b>521.5</b>	<b>-11.4</b>	<b>Total Liabilities and Net Assets</b>	<b>532.9</b>	<b>521.5</b>	<b>-11.4</b>

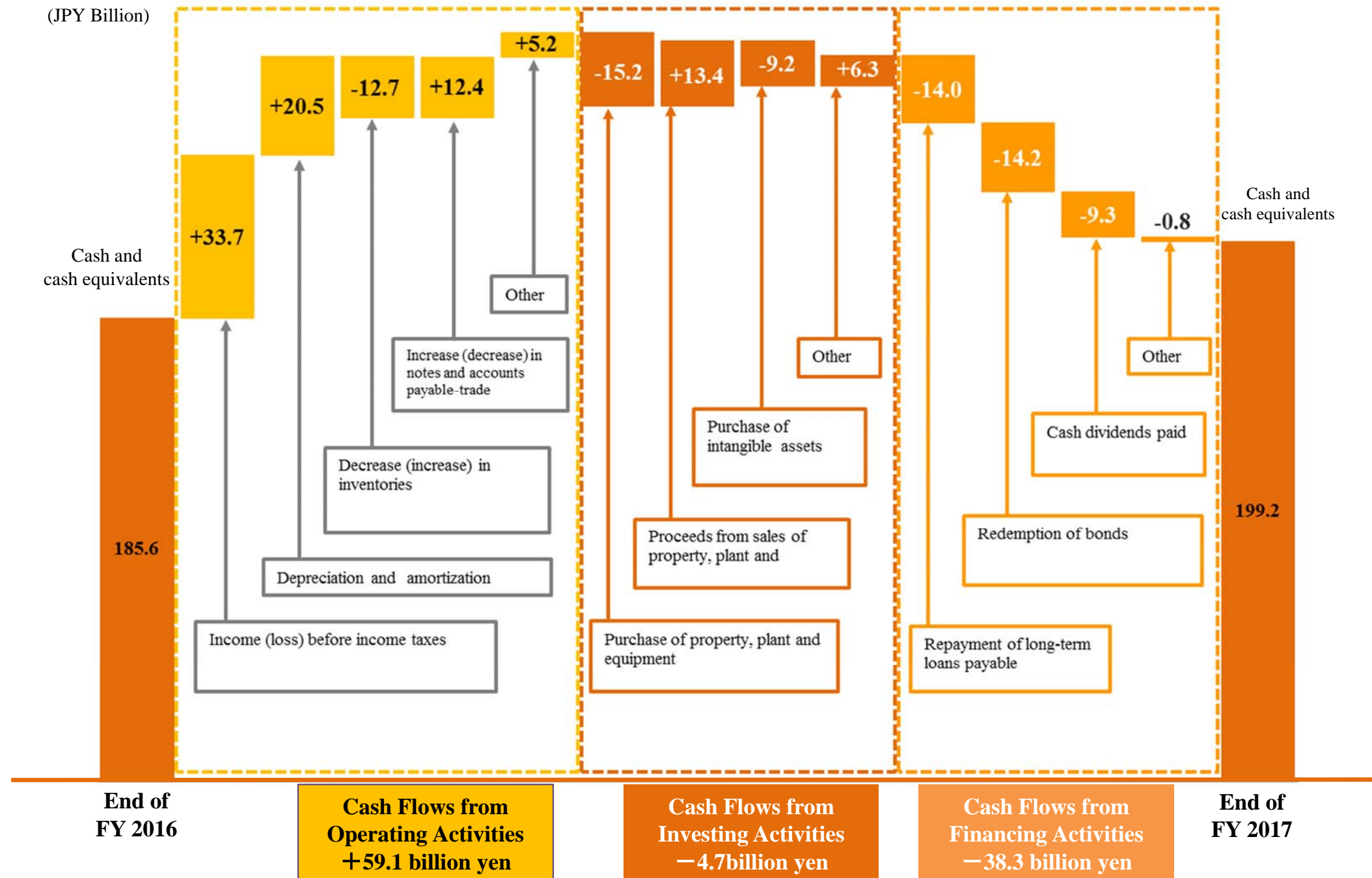
## FY Ended March 2017 Results

- Total Assets: 521.5 billion yen (decreased by 11.4 billion yen)
- Current Assets: Up 21.9 billion yen due to an increase in securities and inventories
- Noncurrent Assets: Down 33.2 billion yen due to a decrease in tangible fixed assets and investment securities
- Liabilities: Down 22.9 billion yen due to redemption of Corporate Bonds and repayment of Borrowings
- Equity Ratio: 59.0% (+3.7pt) ■ Current Ratio: 287.9% (+2.7pt)





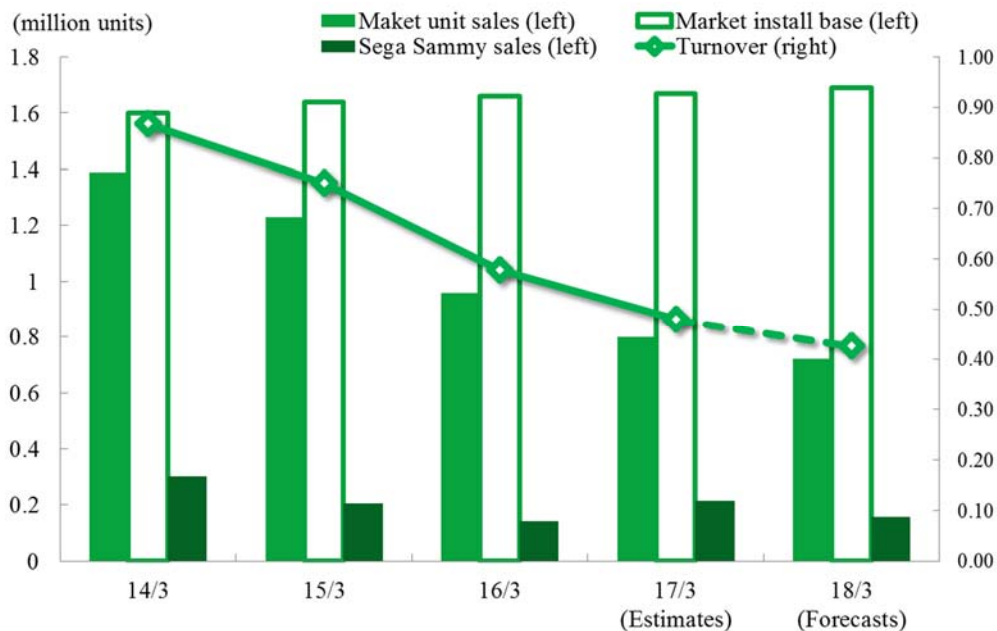
# Consolidated Cash Flows



# Segment Results / Forecasts

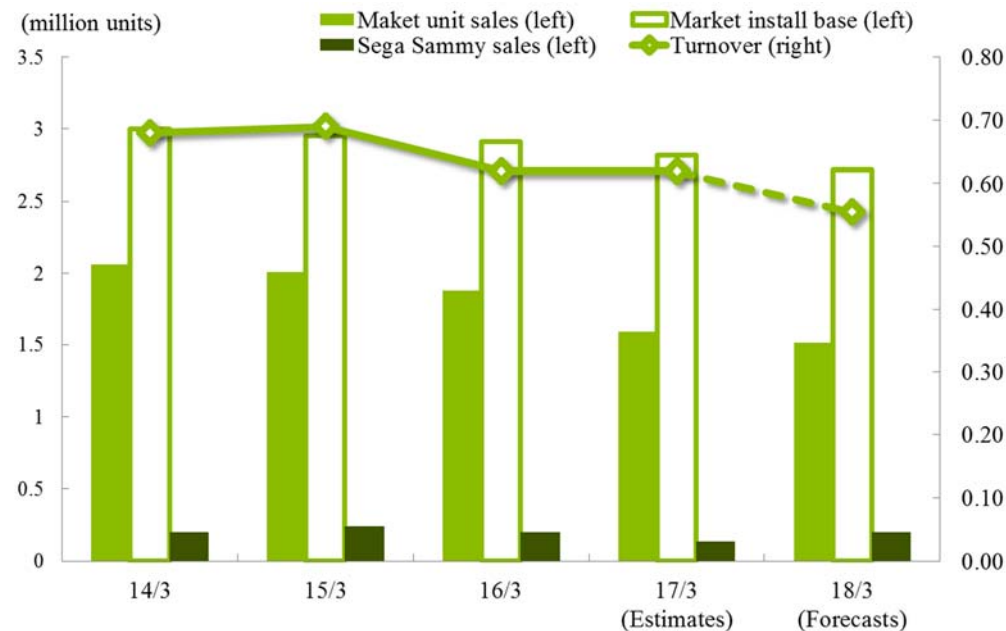
## Market Forecasts

### Pachislot Machine



Pachislot	14/03 Results	15/03 Results	16/03 Results	17/03 Estimate	18/03 Forecast
Market Unit Sales (million)	1.39	1.23	0.96	0.80	0.72
Market Installed Base (million)	1.60	1.64	1.66	1.67	1.69
Turnover (Sales/Installation)	0.87	0.75	0.58	0.48	0.43
Sega Sammy's Unit Sales (Thousands)	301	207	142	215	158

### Pachinko Machine



Pachinko	14/03 Results	15/03 Results	16/03 Results	17/03 Estimate	18/03 Forecast
Market Unit Sales (million)	2.06	2.01	1.88	1.59	1.51
Market Installed Base (million)	3.00	2.95	2.91	2.82	2.72
Turnover (Sales/Installation)	0.69	0.68	0.65	0.56	0.56
Sega Sammy's Unit Sales (Thousands)	200	241	199	138	203

Source: National Police Agency, Yano Research Institute Ltd.,

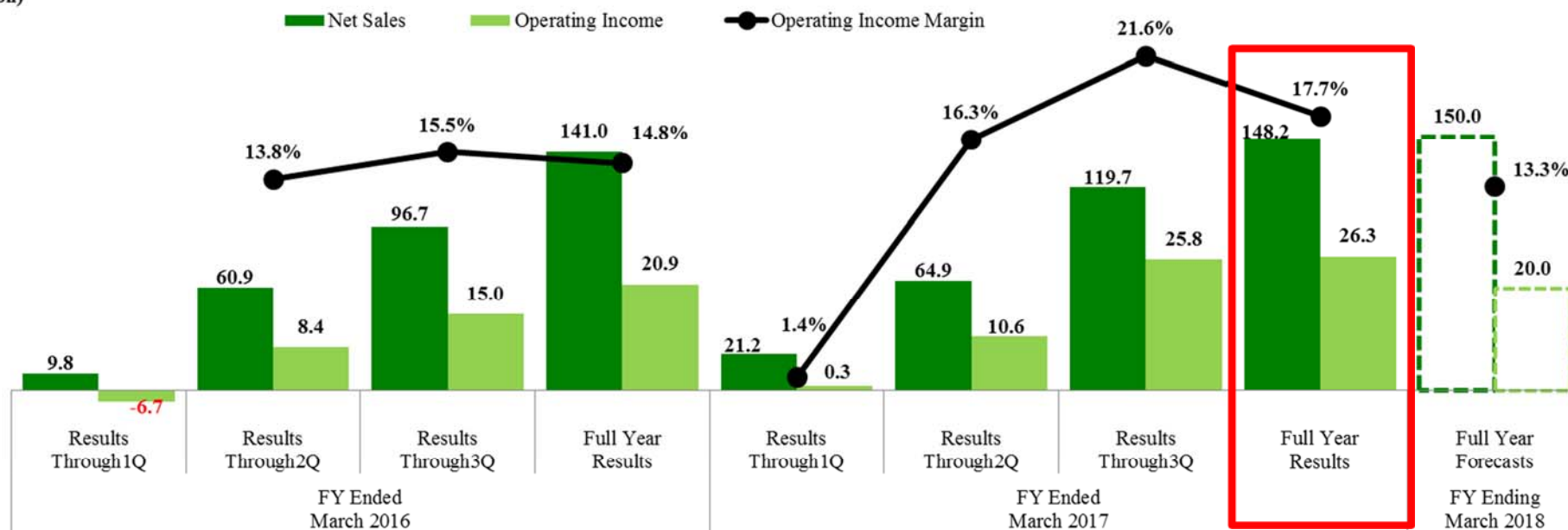
\* The data for 17/03 and 18/03, which have not been publicized yet, are our estimates and forecasts.

Sales : **148.2** JPY Billion

Operating Income : **26.3** JPY Billion

Operating Income Margin : **17.7** %

(JPY Billion)



## FY Ended March 2017 Results

Overall

- Sales and profits increased year-on-year due to sales of machines for series with good track records, including mainstay titles, primarily in Pachislot.

Pachislot

- Conducted sales including “**Pachislot Hokuto No Ken Syura no kuni hen**” and “**Pachislot CODE GEASS Lelouch of the Rebellion R2.**”
- Unit sales increased year-on-year due to the increase in number of titles.

Pachinko

- Unit sales decreased year-on-year as sales of major titles were strategically changed to the next fiscal year.

## FY Ending March 2018 Forecasts

- Planning to launch multiple titles, especially in the first half.
- A conservative level of earnings is expected by taking in account the composition of sales and market environment.

- Planning to decrease unit sales as new voluntary regulations will be applied to new machines installed on October 1, 2017 and after.

- Planning to increase unit sales with launch of several titles including “**Pachinko CR Hokuto No Ken 7 Resurrection,**” a mainstay title.

(JPY Billion)		FY Ended March 2016		FY Ended March 2017			FY Ending March 2018	
		Results Through 2Q	Full Year Results	Results Through 2Q	Full Year Results	YoY Change	Full Year Forecasts	YoY Change
<b>Sales</b>		<b>60.9</b>	<b>141.0</b>	<b>64.9</b>	<b>148.2</b>	<b>+5%</b>	<b>150.0</b>	<b>+1%</b>
	Pachislot	31.0	61.1	31.8	86.2	+41%	63.1	-27%
	Pachinko	23.1	66.8	26.4	48.3	-28%	71.6	+48%
	Other / Elimination	6.8	13.1	6.7	13.7	-	15.3	-
<b>Operating Income</b>		<b>8.4</b>	<b>20.9</b>	<b>10.6</b>	<b>26.3</b>	<b>+26%</b>	<b>20.0</b>	<b>-24%</b>
	Operating Income Margin	13.8%	14.8%	16.3%	17.7%	+2.9pt	13.3%	-4.4pt

<b>Pachislot</b>	<b>Number of Titles</b>	<b>2 titles</b>	<b>7 titles</b>	<b>3 titles</b>	<b>10 titles</b>	<b>+3 titles</b>	<b>11 titles</b>	<b>+1 title</b>
	<b>Unit Sales</b>	<b>70,260 units</b>	<b>142,337 units</b>	<b>81,895 units</b>	<b>215,736 units</b>	<b>+52%</b>	<b>158,000 units</b>	<b>-27%</b>
<b>Pachinko</b>	<b>Number of Titles</b>	<b>6 titles</b>	<b>8 titles</b>	<b>3 titles</b>	<b>9 titles</b>	<b>+1 title</b>	<b>7 titles</b>	<b>-2 titles</b>
	<b>Unit Sales</b>	<b>79,604 units</b>	<b>199,014 units</b>	<b>75,542 units</b>	<b>138,321 units</b>	<b>-30%</b>	<b>203,000 units</b>	<b>+47%</b>
	Board + Frame	14,617 units	93,863 units	68,175 units	115,227 units	+23%	160,300 units	+39%
	Board	64,987 units	105,151 units	7,367 units	23,094 units	-78%	42,700 units	+85%

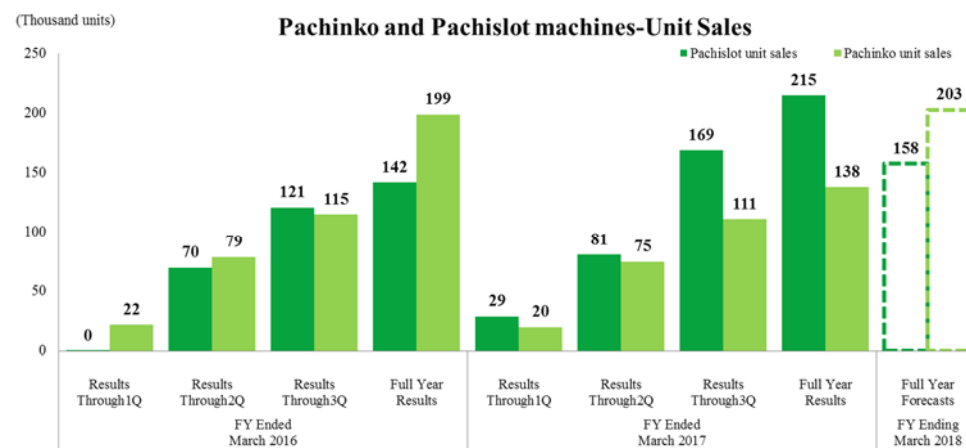
\* New series of title is counted as one title (Machines launched in the previous fiscal year/change of specification, etc. aren't included).

#### FY Ended March 2017 Major titles and number of units sold

Pachislot title	Total sales	Installed From
Pachislot Hokuto No Ken Syura no kuni hen	90,175 units	October
Pachislot CODE GEASS Lelouch of the Rebellion R2	25,750 units	May
Pachislot BLOOD+ futari no joou	25,335 units	September

Pachinko title	Total sales	Installed From
Pachinko CR SOUTEN-NO-KEN Tenki	44,238 units	August
Pachinko CR Monster Hunter 4	15,055 units	November
Pachinko CR Shin Hokuto Muso 219Ver.	13,713 units	December





## Major Titles in FY Ended March 2017 / FY Ending March 2018

	FY Ended March 2017				FY Ending March 2018
	1Q	2Q	3Q	4Q	
Pachislot	Pachislot CODE GEASS Lelouch of the Rebellion R2	Pachislot BLOOD+ futari no joou	Pachislot Hokuto No Ken Syura no kuni hen	Pachislot Eureka Seven AO	Pachislot Beast King Oujya no kakusei
		A – SLOT Hokuto No Ken Shou	Pachislot INUYASHA	Pachislot GARO-Mamorishimono-	Pachislot Sakura Wars ~Atsuki chishioni~
				Pachislot STAR BLAZERS 2199	Pachislot Twin Angel BREAK
				PACHISLOT GHOST IN THE SHELL -STAND ALONE COMPLEX- 2nd GIG	
Pachinko	CR BIG DREAM ~SHINGEKI 99Ver.	Pachinko CR SOUTEN-NO-KEN Tenki	Pachinko CR Monster Hunter 4	CR 81diver	Pachinko CR Hokuto No Ken 7 Resurrection
		Pachinko CR GAOGAOKING 2	CR Kayou Suspense Gekijou Shinsou no tobira ~22 no ayamachi~	CR Nogaremono Orin3	Pachinko CR BIG GACHINKO Seven
			Dejihane CRA Kudamonobatake	Pachinko CR Shin Hokuto Muso Mugentouran	
			Pachinko CR Shin Hokuto Muso 219Ver.	Dejihane CR SUPER ROBOT WARS OG	



“Pachislot Hokuto No Ken  
Syura no kuni hen”

©Burtonson & Tetsuo Hara/NSP 1983,©NSP  
2007 Approved No.YSC-506 ©Sammy



“Pachislot Beast King Oujya no  
kakusei”

©Sammy



“Pachinko CR SOUTEN-NO-KEN Tenki”

©Tetsuo Hara & Burtonson/NSP 2001,  
Approved No.YDM-406 ©Sammy



“Pachinko CR Monster Hunter 4”

©CAPCOM CO., LTD. ALL RIGHTS RESERVED.  
©Sammy

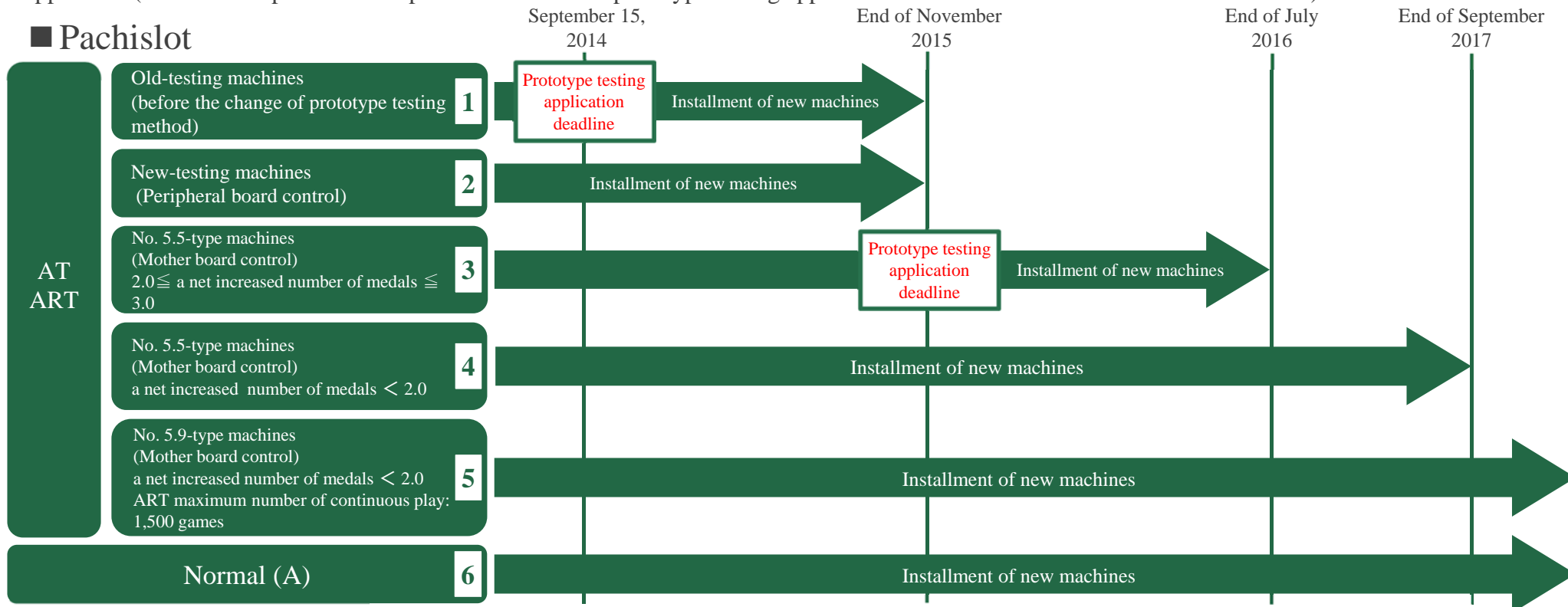


“Pachinko CR Hokuto No Ken 7 Resurrection”

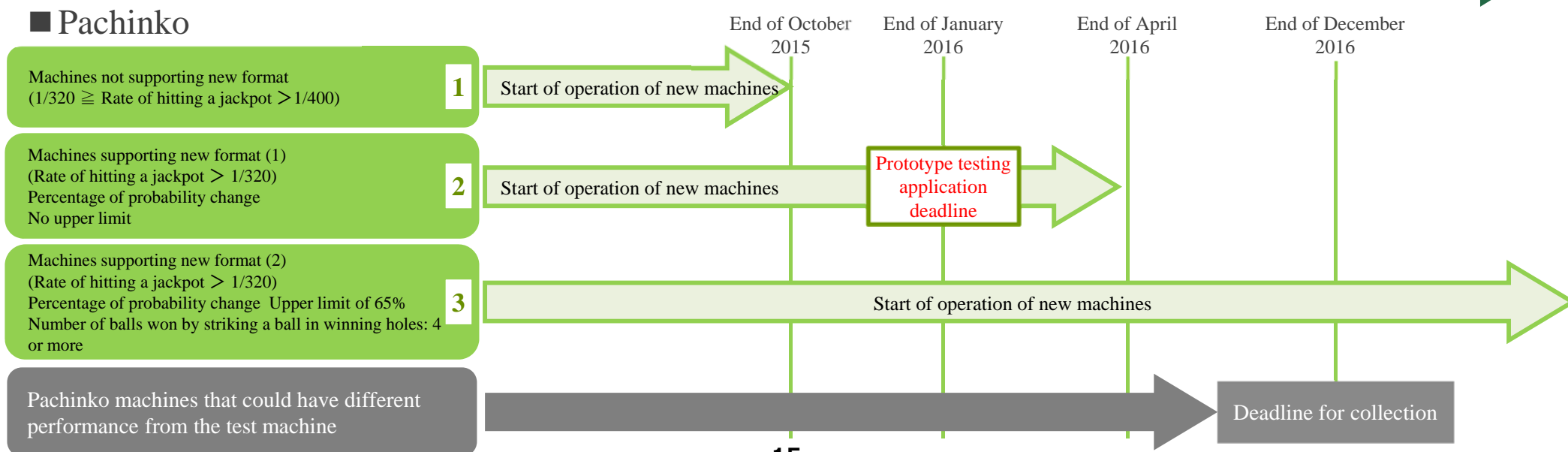
©Burtonson & Tetsuo Hara/NSP 1983,©NSP  
2007 Approved No.YKO-116 ©Sammy

Supplement (Deadline for pachislot and pachinko machines' prototype testing application/deadline for installment of new machines)

## ■ Pachislot



## ■ Pachinko

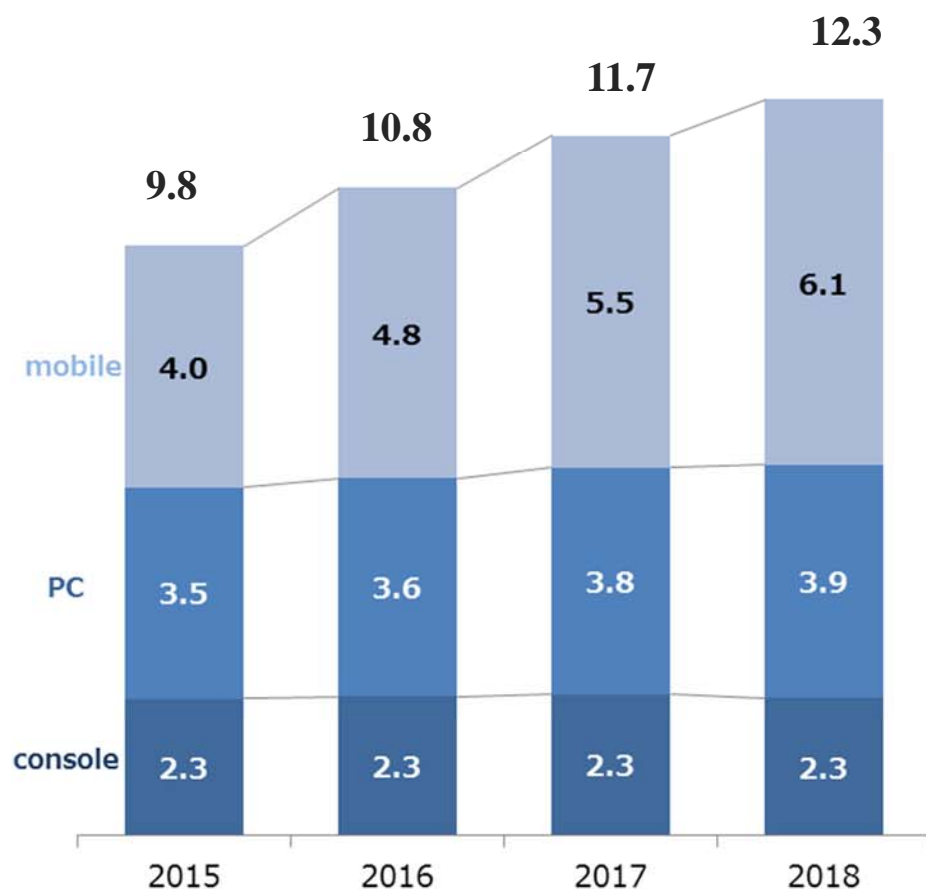




## Market Forecasts (Digital Games, Packaged Games)

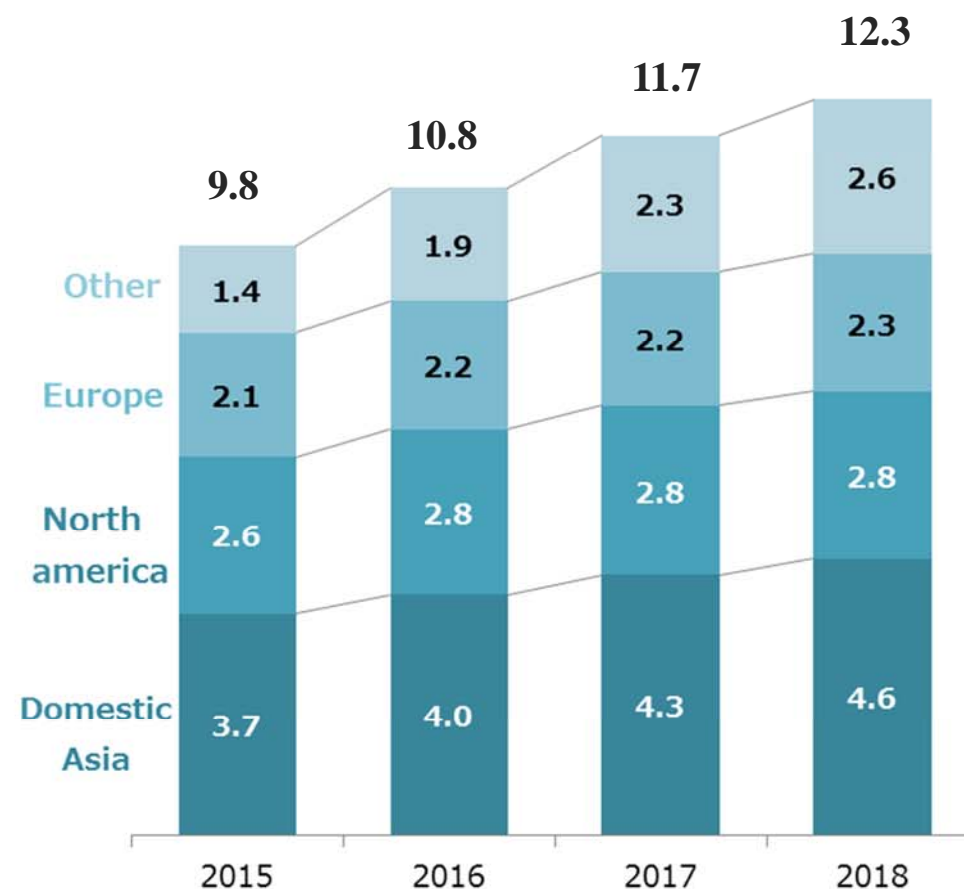
[By Device]

(Trillion yen)



[By Region]

(Trillion yen)



※Console and PC include packaged products, downloads, Free-to-play, fixed rate services, etc.

※Figures of packaged version is not included in Asia because out of scope of the survey

※Mobile includes tablet devices

※Figures in 2017 and 2018 are estimates

Sources: Prepared by SEGA SAMMY HOLDINGS INC. based on the data of International Development Group, etc.



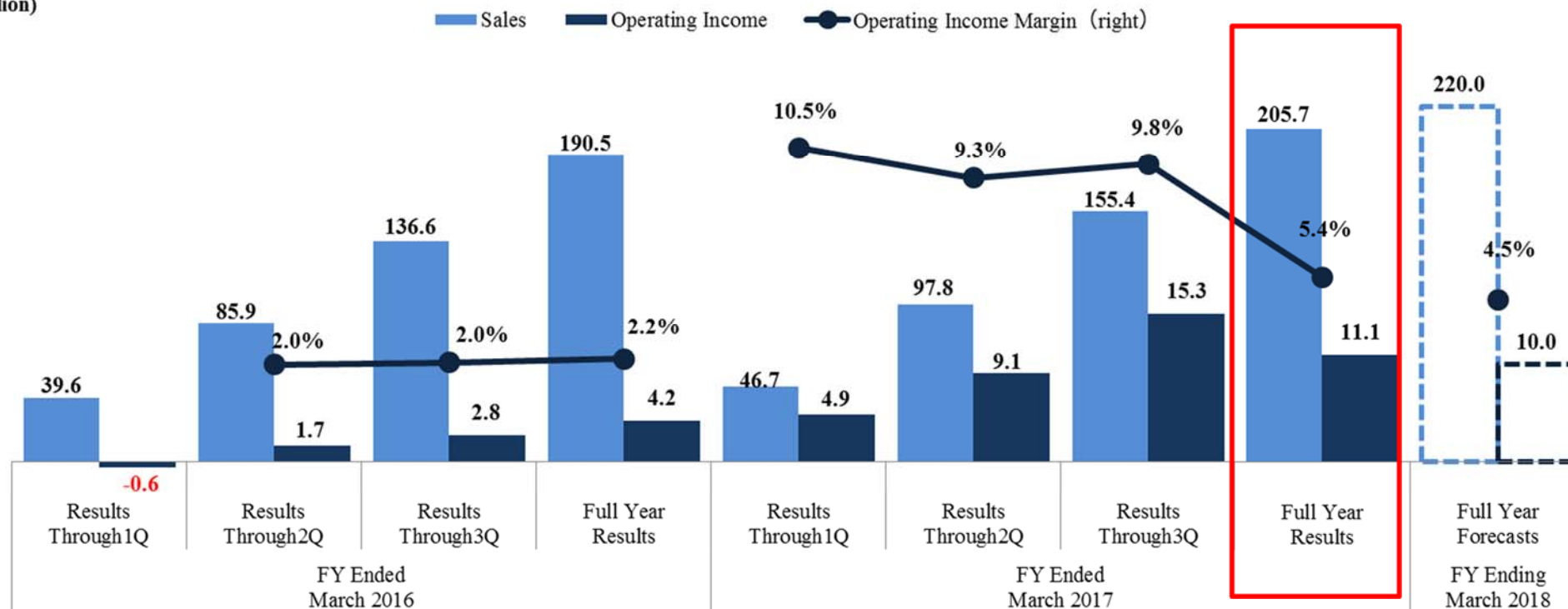


Sales : **205.7** JPY Billion

Operating Income : **11.1** JPY Billion

Operating Income Margin : **5.4** %

(JPY Billion)



## FY Ended March 2017 Results

- Sales and profits increased year-on-year due to operating results of each business area performed well.
- Existing mainstay titles in the digital game field performed strongly.
- Performed well with concentration of major title launches in the packaged game field and amusement machine field.

## FY Ending March 2018 Forecasts

- Planning sales increase and profits decrease year-on-year.
- Planning to increase sales by increasing number of new titles to be launched in the digital game field and improving and extending overseas PC game titles to be launched in the packaged game field.
- Number of titles to be launched in the amusement machine field is forecasted to decrease.



(JPY Billion)	FY Ended March 2016		FY Ended March 2017			FY Ending March 2018	
	Results Through 2Q	Full Year Results	Results Through 2Q	Full Year Results	YoY Change	Full Year Forecasts	YoY Change
<b>Sales</b>	<b>85.9</b>	<b>190.5</b>	<b>97.8</b>	<b>205.7</b>	<b>+8%</b>	<b>220.0</b>	<b>+7%</b>
Digital Games	21.5	45.6	23.0	47.3	+4%	59.0	+25%
Packaged Games	14.6	42.3	23.0	47.1	+11%	51.5	+9%
Amusement Machine Sales	20.6	41.9	22.5	49.4	+18%	43.5	-12%
Amusement Center Operations	18.9	38.0	19.0	37.2	-2%	38.0	+2%
Animation / Toy	9.5	21.2	9.4	22.7	+7%	24.5	+8%
Other / Elimination	0.8	1.5	0.9	2.0	-	3.5	-
<b>Operating Income</b>	<b>1.7</b>	<b>4.2</b>	<b>9.1</b>	<b>11.1</b>	<b>+164%</b>	<b>10.0</b>	<b>-10%</b>
Digital Games	0.9	-0.4	3.8	4.9	-	7.3	+49%
Packaged Games	-0.9	2.4	2.7	2.6	+8%	3.2	+23%
Amusement Machine Sales	0.2	-0.1	0.8	1.7	-	-0.4	-
Amusement Center Operations	1.3	1.8	2.0	2.2	+22%	1.7	-23%
Animation / Toy	0.0	0.6	0.1	1.2	+100%	1.5	+25%
Other / Elimination	0.2	-0.1	-0.3	-1.5	-	-3.3	-
Operating Income Margin	2.0%	2.2%	9.3%	5.4%	+3.2pt	4.5%	-0.9pt
<b>Packaged Games Number of Titles</b>	<b>12 titles</b>	<b>29 titles</b>	<b>14 titles</b>	<b>26 titles</b>	<b>-3 titles</b>	<b>21 titles</b>	<b>-5 titles</b>
Domestic	4 titles	14 titles	3 titles	9 titles	-5 titles	11 titles	+2 titles
Overseas	8 titles	15 titles	11 titles	17 titles	+2 titles	10 titles	-7 titles
<b>Packaged Games Sales in Units (Thousands)</b>	<b>3,280</b>	<b>9,220</b>	<b>4,650</b>	<b>10,280</b>	<b>+11%</b>	<b>11,600</b>	<b>+13%</b>
Japan	430	1,740	1,000	1,850	+6%	2,000	+8%
New title	260	1,330	850	1,500	+13%	1,770	+18%
Repeat title	170	410	150	350	-15%	230	-34%
Asia	130	380	410	1,060	+179%	670	-37%
New title	100	340	240	700	+106%	640	-9%
Repeat title	40	40	170	360	+800%	30	-92%
Overseas	2,720	7,100	3,240	7,370	+4%	8,930	+21%
New title	200	970	1,450	3,040	+213%	5,170	+70%
Repeat title	2,510	6,130	1,790	4,330	-29%	3,760	-13%
<b>Domestic Facilities</b>	<b>198</b>	<b>194</b>	<b>189</b>	<b>191</b>	<b>-</b>	<b>190</b>	<b>-</b>
<b>Same Store Sales Comparisons</b>	<b>102.2%</b>	<b>103.1%</b>	<b>110.8%</b>	<b>108.5%</b>	<b>+5.4pt</b>	<b>101.3%</b>	<b>-7.2pt</b>



## Digital

### TOP 3 Titles (Digital Game)



“PHANTASY STAR ONLINE 2”

©SEGA



“CHAIN CHRONICLE 3”

©SEGA



“Puyopuyo!! Quest”

©SEGA

\*Sales top three titles in the period of January-March 2017

		FY Ended March 2016				FY Ended March 2017			
		1Q Results	2Q Results	3Q Results	4Q Results	1Q Results	2Q Results	3Q Results	4Q Results
<b>Sales (JPY Billion)</b>		<b>10.4</b>	<b>11.1</b>	<b>11.5</b>	<b>12.6</b>	<b>12.0</b>	<b>11.0</b>	<b>12.0</b>	<b>12.3</b>
<b>Domestic</b>	Average MAU(Thousands, 3 months average)*1	4,430	6,400	5,120	6,600	4,640	3,690	4,140	4,560
	ARPMU (JPY) *2	1,840	1,604	1,739	1,630	2,038	2,771	2,568	2,327
	Share of sales for top 3 titles *3	52.5%	48.6%	52.2%	58.4%	68.4%	70.3%	67.6%	64.6%
<b>Overseas</b>	Composition ratio of sales	14.3%	10.1%	17.6%	12.9%	19.5%	8.6%	10.5%	11.1%
<b>Other indicators</b>	Number of Titles(Domestic)	35	39	41	35	34	30	28	27
	Ratio of advertising expense to net sales *4	17.9%	18.6%	15.1%	11.3%	6.5%	7.9%	10.2%	9.2%
	Noah Pass Average MAU(Thousands, 3 months average)*5	11,020	11,400	12,940	12,330	12,360	11,800	11,960	11,400
<b>Accumulated Downloads (Thousands) *6</b>		<b>26,890</b>	<b>25,070</b>	<b>44,070</b>	<b>27,430</b>	<b>22,320</b>	<b>32,650</b>	<b>33,370</b>	<b>30,040</b>
	Domestic	7,220	3,860	4,770	2,330	2,860	4,720	8,230	9,410
	Overseas	19,670	21,210	39,300	25,100	19,460	27,930	25,140	20,630

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

\*1. Average MAU (Monthly Active Users) over 3 months

\*2. Calculated from dividing sales by MAU (Monthly Active Users)

\*3. Sales percentage for top 3 titles in sales

\*4. As of the last day of each quarter

\*5. Noah pass is a marketing support tool for smart devices; the counting method for MAU (Monthly Active Users) has been changed since FY 2016 2Q.

\*6. We've made a correction to the FY2017 3Q number of downloads.

### FY Ended March 2017 Results

- “PHANTASY STAR ONLINE 2” for which PlayStation®4 service was started performed well.
- Existing mainstay titles including “Hortensia Saga” and “Puyopuyo!! Quest” performed strongly.

### FY Ending March 2018 Forecasts

- Planning continuous profit contribution through efforts such as holding events and conducting updates mainly for domestic existing mainstay titles.
- Number of new titles for smart devices to be launched is forecasted to increase year-on-year



## Packaged Games

### FY Ended March 2017 Results

- Sales of **"Total War: WARHAMMER,"** the latest title of the **"Total War"** series which sold more than 20 million units in total over 16 years, performed well.
- Sales of **"Persona 5,"** the latest title of **"Persona"** series, performed well.
- Unit sales were 10,280 thousand, surpassing the figure in the previous fiscal year, as the launch of large titles have concentrated.

### FY Ending March 2018 Forecasts

- Develop **"Persona 5"** overseas (accumulated worldwide shipment exceeded 1.5 million units in April 2017).
- Planning unit sales of **11,600** thousand units as measures for improving and extending PC game titles to be launched will be taken.  
**"Warhammer 40,000: Dawn of War III," "Endless Space 2," "Total War: WARHAMMER 2,"** etc.

## Amusement Machine Sales

- Recorded continuous earnings from titles under revenue sharing model including **"KanColle Arcade."**
- Sales of the latest title of the popular trading card game **"SANGOKUSHI TAISEN"** were solid.
- Sales of **"UFO CATCHER 9"** were solid.
- New casino machine **"Exciting Baccarat"** started operation in the Macau market.

- Number of titles will decrease compared to previous fiscal year (3 titles to 2 titles)
- Planning to launch new title **"SOUL REVERSE"** as part of the **"Multi-device X One Service"** effort.
- Planning profit contributions from titles under revenue sharing model, primarily from **"KanColle Arcade."**
- Preliminary expenses for casino machine development and sales to be incurred.

## Amusement Center Operations

- Performed strongly at 108.5% against the same-store sales of last fiscal year.
- Video game titles centered on **"KanColle Arcade"** performed well.
- Facility operations improved due to execution of the Revised Act on Control and Improvement of Amusement Business.

- Planning the introduction of e-money in existing-style game centers.
- Continue to reinforce facility operation focusing on the prize category.
- Reinforce measures for new style stores such as collaboration café.

## Animation / Toys

- Recorded distribution earnings from the movie **"Detective Conan The Darkest Nightmare,"** which exceeded record-high box office revenue, and earnings from production of TV animations, etc.

- Focused on sales of regular and mainstay products, such as **"ANPANMAN"** series and **"Puni♡Gel"** series.

- Planning distribution earnings from movies such as **"Detective Conan Crimson Love Letter"** and **"ANPANMAN: BURUBURU'S TREASURE HUNTING"**

- Focus on sales of regular and mainstay products, such as **"ANPANMAN"** series and **"Disney"** series.



## ■ Major Titles in FY Ended March 2017 / FY Ending March 2018

FY Ended March 2017 1Q		2Q		3Q		4Q		FY Ending March 2018	
Digital Games	Existing Titles	PHANTASY STAR ONLINE 2 (Jul 2012~)							
		Puyopuyo!! Quest (Apr 2013~)							
		CHAIN CHRONICLE 3 (Jul 2013~)							
		Hortensia Saga (Apr 2015~)							
	Liberasion of azure (May 2016~)								
	WORLD CHAIN (Sep 2016~)								
	SOUL REVERSE ZERO (Nov 2016~)								
	StarHorse Pocket (Jan 2017~)								
								SANPOKE ~SANGOKUSHI TAISEN Pocket~	
Packaged Games	Total War: WARHAMMER		Persona5		Football Manager 2017		Valkyria: Azure Revolution		Warhammer 40,000: Dawn of War III
					Ryu ga Gotoku 6: Inochi no Uta				Total War: WARHAMMER 2
Amusement Machines	KanColle Arcade		StarHorse3 Season V EXCEED THE LIMIT		SANGOKUSHI TAISEN		INITIAL D ARCADE STAGE Zero		SOUL REVERSE
Animation /Toys	Detective Conan The Darkest Nightmare)				Chi's Sweet Adventure		Yowamushi Pedal NEW GENERATION		Detective Conan Crimson Love Letter
	Rilu Rilu Fairilu FairiluCamera				Puni♡Gel YumePuniAccessories DX		“ANPANMAN” Talking Picture Book SUPER DX		HOMESTAR KIMINONAWA



“SANPOKE ~SANGOKUSHI TAISEN Pocket~”

©SEGA



“Persona5”

©ATLUS ©SEGA All rights reserved.



“SOUL REVERSE”

©SEGA



“Detective Conan Crimson Love Letter”

©2017 GOSHO AOYAMA / DETECTIVE CONAN COMMITTEE All Rights Reserved



“Puni♡Gel YumePuniAccessories DX”

©SEGA TOYS

© SEGA SAMMY HOLDINGS INC. All Rights Reserved.



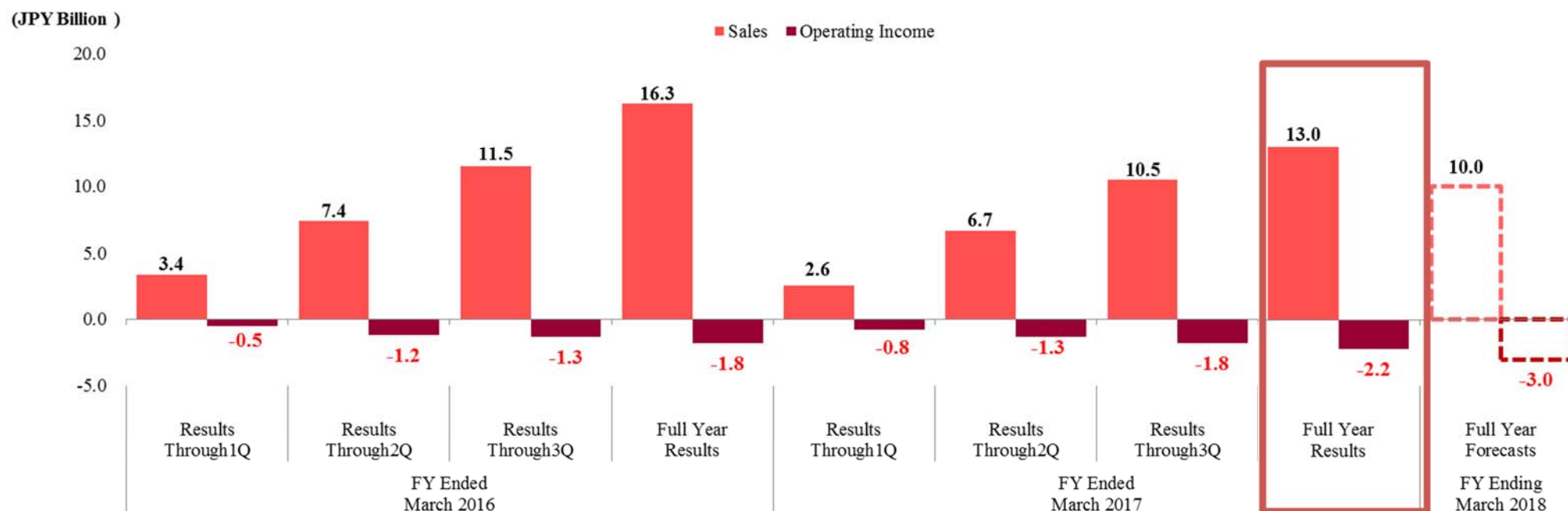


# Segment Results: Resort Business

Sales : **13.0** JPY Billion

Operating Income : **-2.2** JPY Billion

Operating Income Margin : **-** %



## FY Ended March 2017 Results

- Although renewal opening of a hotel at "Phoenix Seagaia Resort" was implemented, it performed weakly due to the impact of the 2016 Kumamoto Earthquake.
- Sold part of shares of subsidiary that operates indoor theme park (JOYPOLIS) on January 1, 2017.
- Made efforts on operation of "Paradise Casino Incheon," an existing casino facility in Incheon, South Korea.

## FY Ending March 2018 Forecasts

- Planning sales decrease due to the effect of sale of indoor theme park (JOYPOLIS)
- Planning renewal work on garden area of "Phoenix Seagaia Resort."
- "PARADISE CITY", South Korea's first full-fledged integrated resort (IR), opened on April 20, 2017.
- Prior investments and other expenses to be incurred in the integrated resort (IR) business.

(JPY Billion)	FY Ended March 2016		FY Ended March 2017			FY Ending March 2018	
	Results Through 2Q	Full Year Results	Results Through 2Q	Full Year Results	YoY Change	Full Year Forecasts	YoY Change
Sales	7.4	16.3	6.7	13.0	-20%	10.0	-23%
Operating Income	-1.2	-1.8	-1.3	-2.2	-	-3.0	-

<PHOENIX RESORT>

Sales	4.2	9.0	3.5	8.4	-7%	10.0	+19%
Operating Income	-0.2	-0.1	-0.7	-0.8	-	0.0	-
Number of facility users (thousand people)	299	597	259	561	-6%	651	+16%
3 accommodation facilities	145	297	134	293	-1%	332	+13%
2 golf courses	42	92	39	87	-5%	100	+15%
Other facilities	111	207	85	181	-13%	218	+20%

<PARADISE SEGASAMMY\*>

Sales (Billion KRW)	51	95	46	95	-	-	-
Operating Income (Billion KRW)	8	10	3	-0	-	-	-
Number of visitors (Thousands)	24	48	24	57	+19%	-	-

\* PARADISE SEGASAMMY Co., Ltd. is an equity method affiliate

\* Figures for PARADISE SEGASAMMY Co., Ltd. are recorded with three months delay

## ■ Major measures in FY Ended March 2017 and FY Ending March 2018

### FY Ended March 2017 Results

### FY Ending March 2018

“Phoenix Resort”



#### ■ Reopened after implementing major renovation

Implemented renovation of guest rooms and the front desk area of “Sheraton Grande Ocean Resort” as well as adjacent “Sheraton Convention Center”



#### ■ Seagaia Premium Members Club card holders exceeded 10,000

Able to redeem points earned through use of designated facilities for various benefits. Special plans for members available.



#### ■ New Garden Area “Water Garden” (provisional name) opens in July

The garden pool now has wooden decking and comfortable furniture where guests can relax throughout the year.



#### ■ Fireworks every day during summer vacation period

Enjoy fireworks at eye level in your guestroom at “Sheraton Grande Ocean Resort”. Firework shows are held every night during summer vacation. Every guestroom has a perfect view of the fireworks.

PARADISE SEGASAMMY



#### ■ “PARADISE CITY” opened in Incheon, South Korea on April 20

Opened “PARADISE CITY,” South Korea’s first full-fledged integrated resort (IR), on April 20, 2017

- One of the largest foreigner exclusive casinos in South Korea
- Highest quality resort hotel with more than 5 stars
- Convention facilities with the largest scale ballroom







■ Exterior



■ Casino Facility



■ Lobby lounge (Hotel)

## <Overview>

<b>Facility name</b>	PARADISE CITY	
<b>Operating company</b>	PARADISE SEGASAMMY Co.,Ltd.	
<b>Facility address</b>	186, Yeongjonghaeannam-ro 321-gil, Jung-gu, Incheon, Republic of Korea	
<b>Number of employees</b>	1,204 (as of May 8, 2017) (including, concurrent officers, full-time employees, loaned employees, contract employees and part-time employees are included)	
<b>Site area</b>	330,000m <sup>2</sup>	
<b>Investment amount</b>	Approx. 1,300 billion KRW (amount invested by Sega Sammy: 232.9 billion KRW; shareholding ratio: 45%)	
<b>Facility composition</b>	Open in April 2017	<ul style="list-style-type: none"> <li>• Casino (table games: 158 units, electronic table games: 4 units 62 seats, slot machines: 291 units)</li> <li>• Hotel (711 rooms; additional facilities: restaurant, banquet hall, indoor and outdoor pools, etc.)</li> <li>• Convention</li> </ul>
	Opening planned for first half of 2018	<ul style="list-style-type: none"> <li>• SPA, CLUB •WONDER BOX (for families)</li> <li>• PLAZA (Commercial facility / cultural center, shopping mall)</li> </ul>

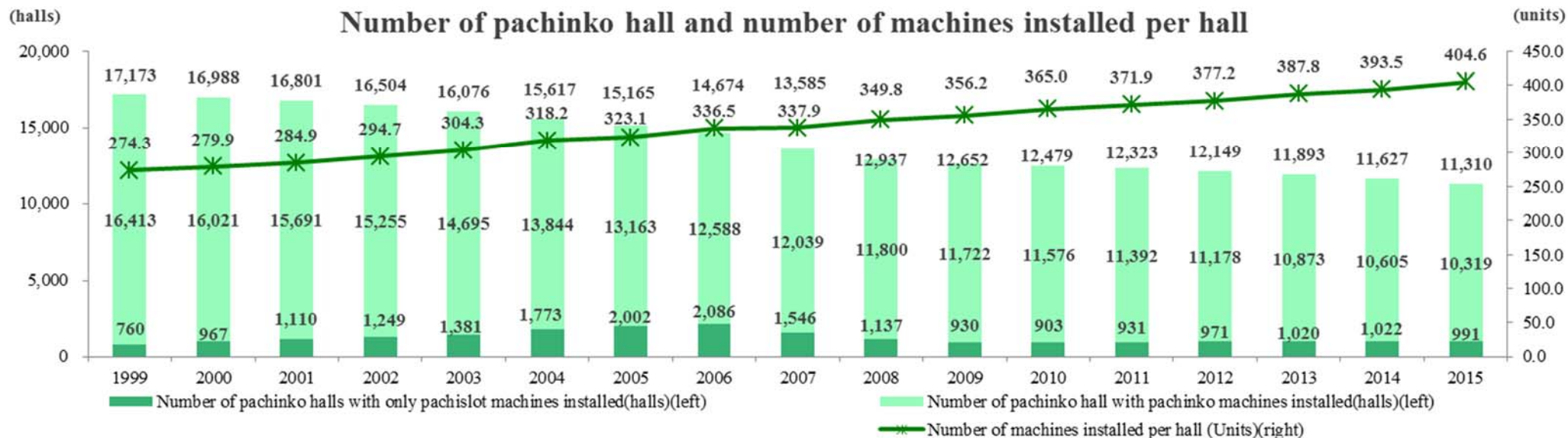
## <Overview of Incheon International Airport

- Number of users: 49.28 million (2015)
- Terminal 2, which will be able to accommodate 18 million passengers, is scheduled for completion in 2017

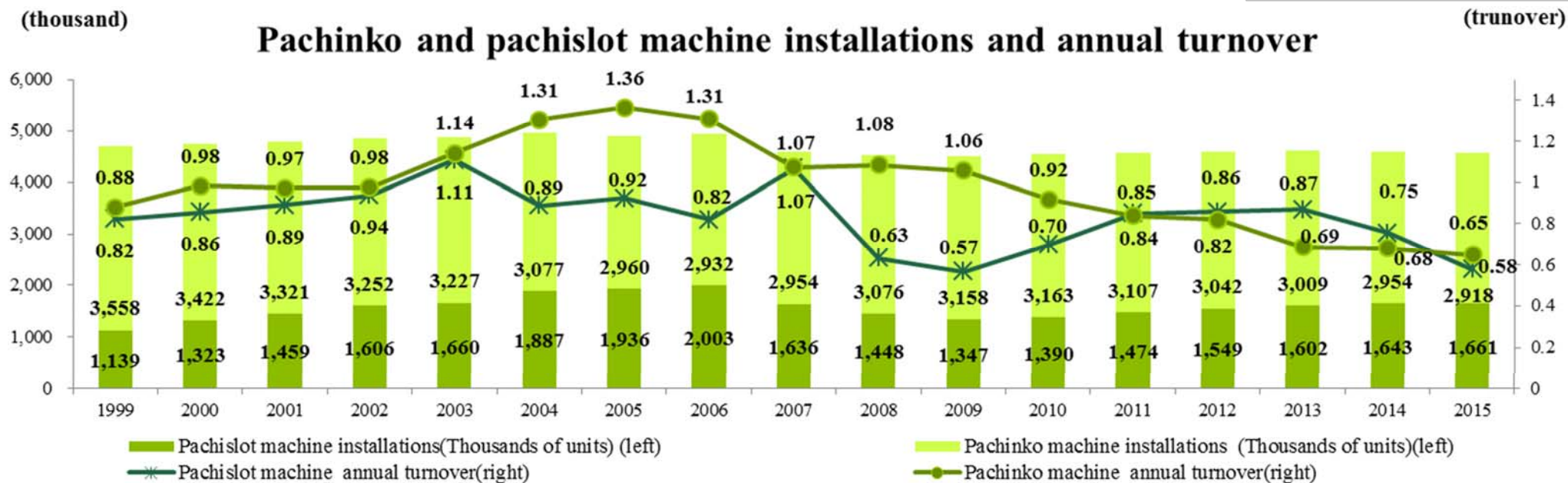
## <Access to PARADISE CITY>

- 3-minute drive, 5-minute ride on linear monorail (free of charge) and 15-minute walk from Incheon International Airport  
⇒Free shuttle bus service to be arranged
- Also a 5-minute drive from Incheon IC on the expressway

# **Supplementary Information on the Market**



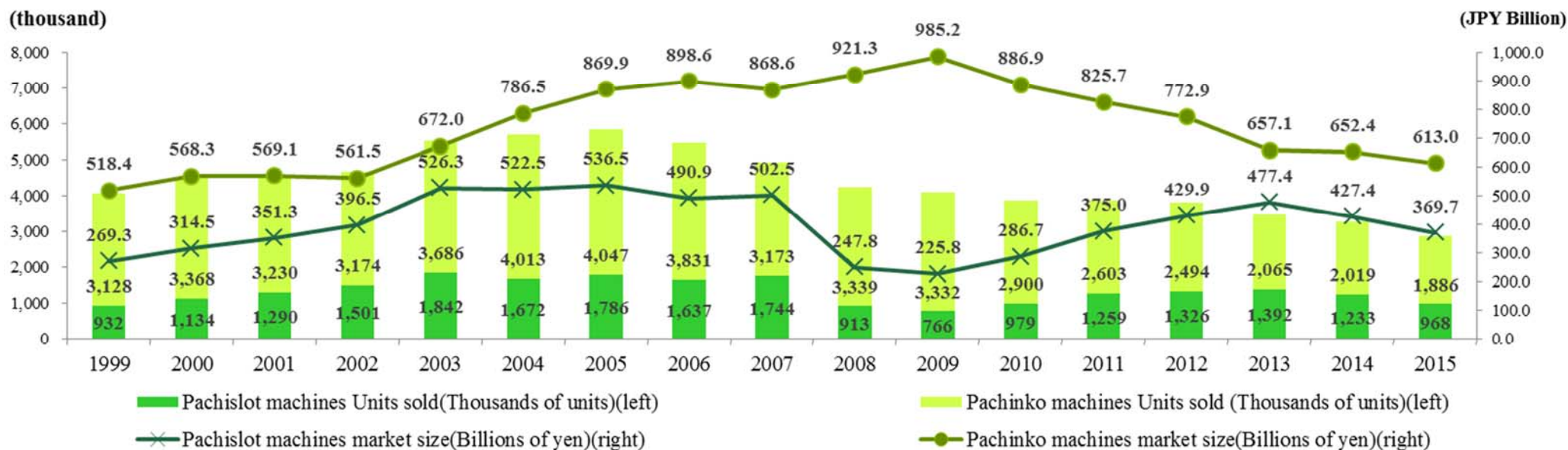
Sources : National Police Agency



Sources:National Police Agency and Yano research Institute Ltd.



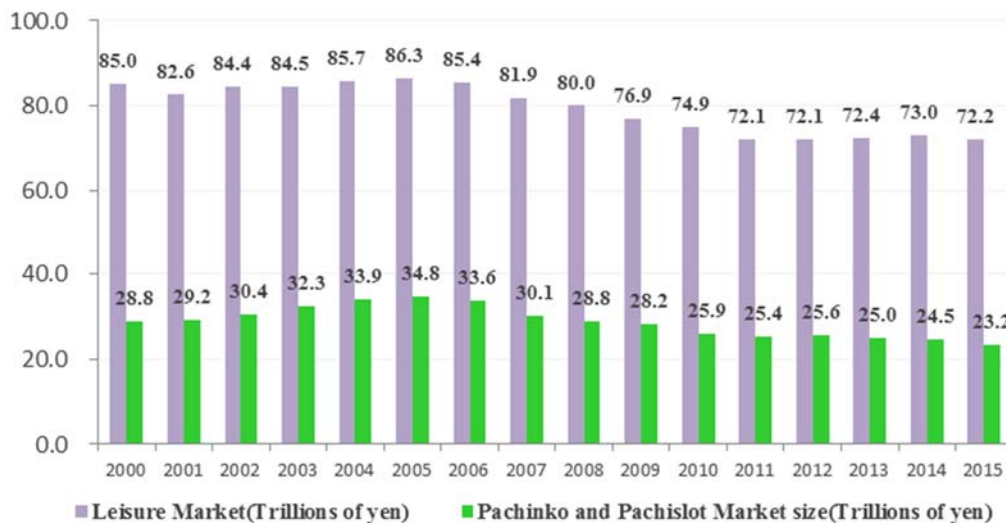
## Pachinko and Pachislot machines-Unit Sales and Market Size



Sources:Yano research Institute Ltd.

(Trillions of yen)

## Market size results

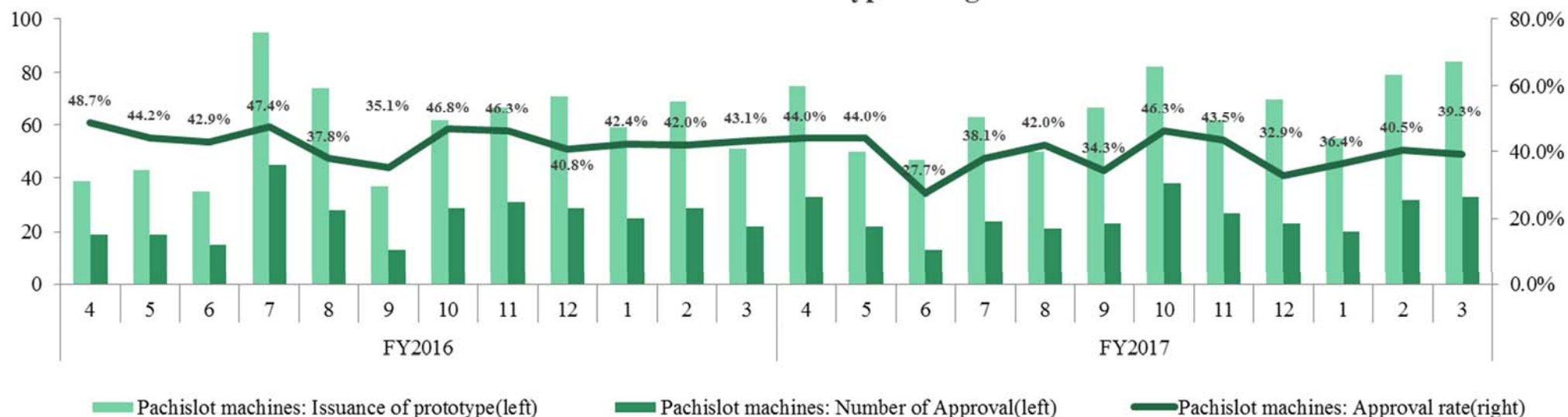


## Number of players (million)

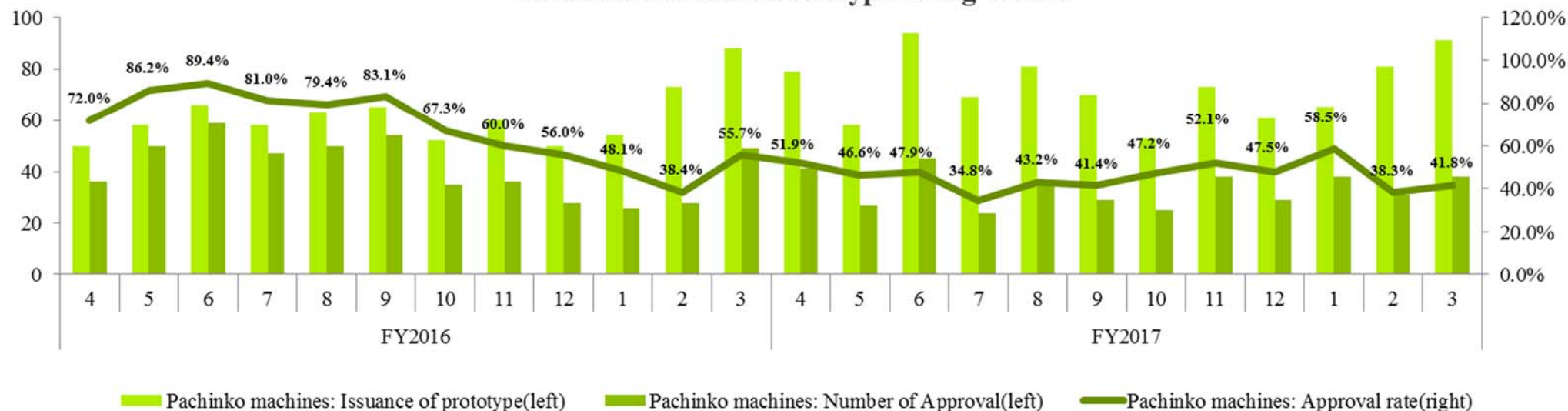


Sources : White Paper on Leisure Industry 2016, Japan Productivity Center

Pachislot machines: Prototypetesting results



Pachinko machines: Prototypetesting results



Sources: Security Communications Association

## Share of Annual Pachislot Machine Sales

Rank	2010			2011			2012			2013			2014			2015		
	Manufacturer	Units sold	Share	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%	U Company	165,000	17.0%
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%	Sammy	142,337	14.7%
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%	H Company	113,997	11.8%
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%	K Company	100,000	10.3%
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%	S Company	80,125	8.3%

## Share of Annual Pachinko Machine Sales

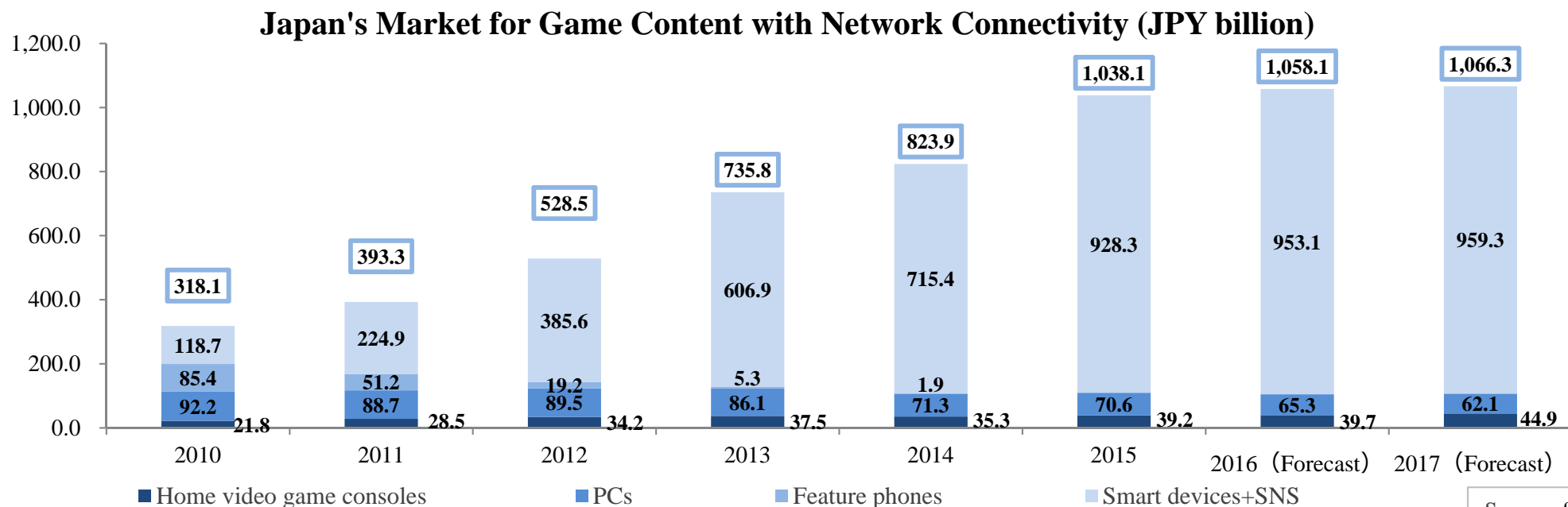
Rank	2010			2011			2012			2013			2014			2015		
	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share
1	S Company	653,000	22.5%	K Company	485,000	18.6%	S Company	544,000	21.8%	K Company	349,000	17.0%	S Company	330,000	16.4%	S Company	300,000	15.9%
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%	S Company	296,346	15.7%
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%	S Company	275,000	14.6%
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%	H Company	234,616	12.4%
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%	N Company	220,000	11.7%
6	Sammy	199,014	10.5%															

Source: Yano Research Institute Ltd.

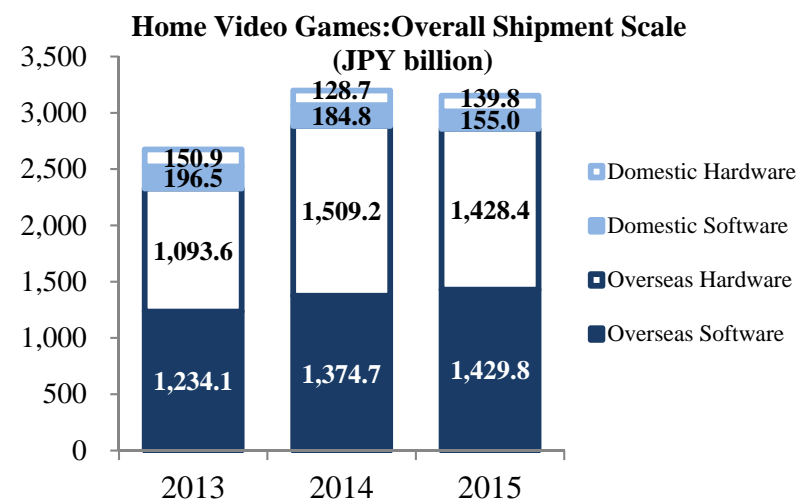
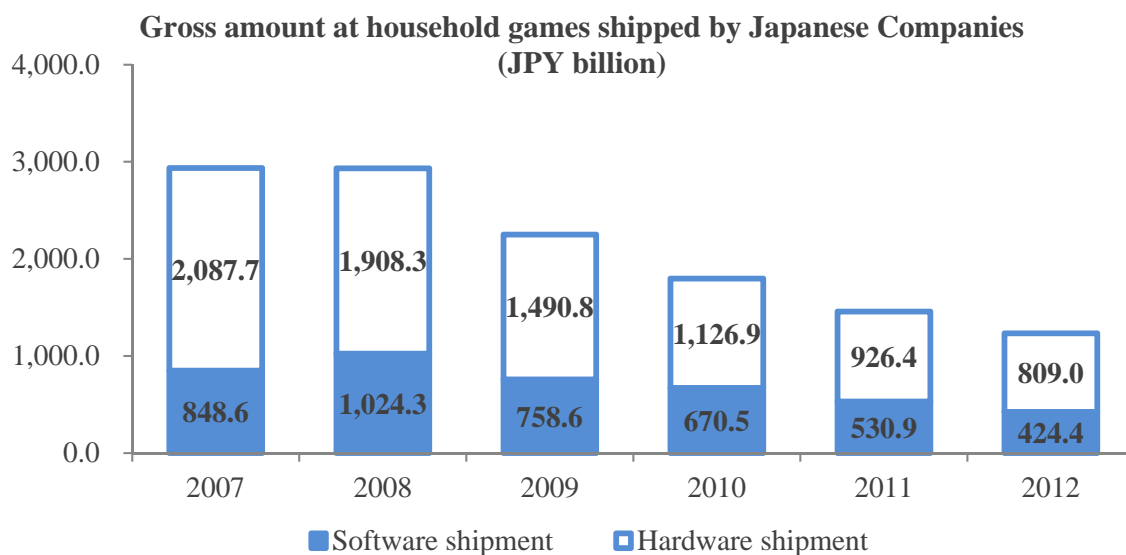
\*Estimated by Yano Research Institute Ltd. with fiscal years from July of each year through June the following year as criteria



## Home Video Game and Online Game Markets Scale



Source: f-ism

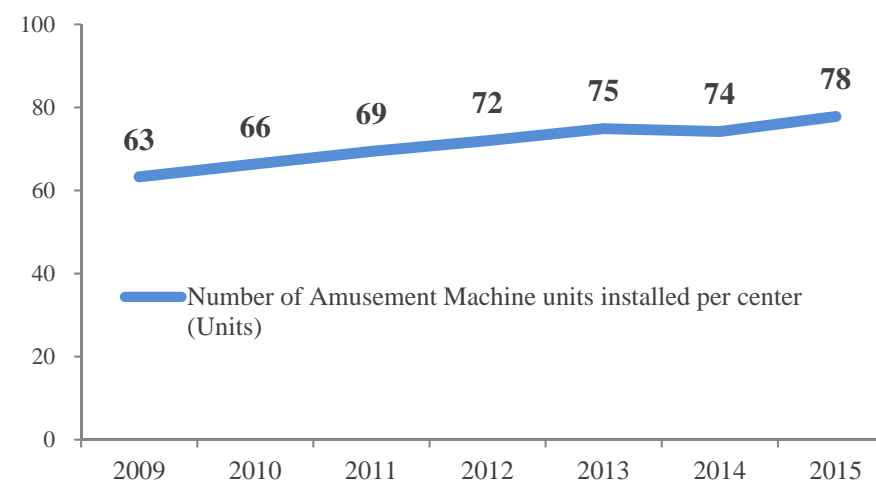
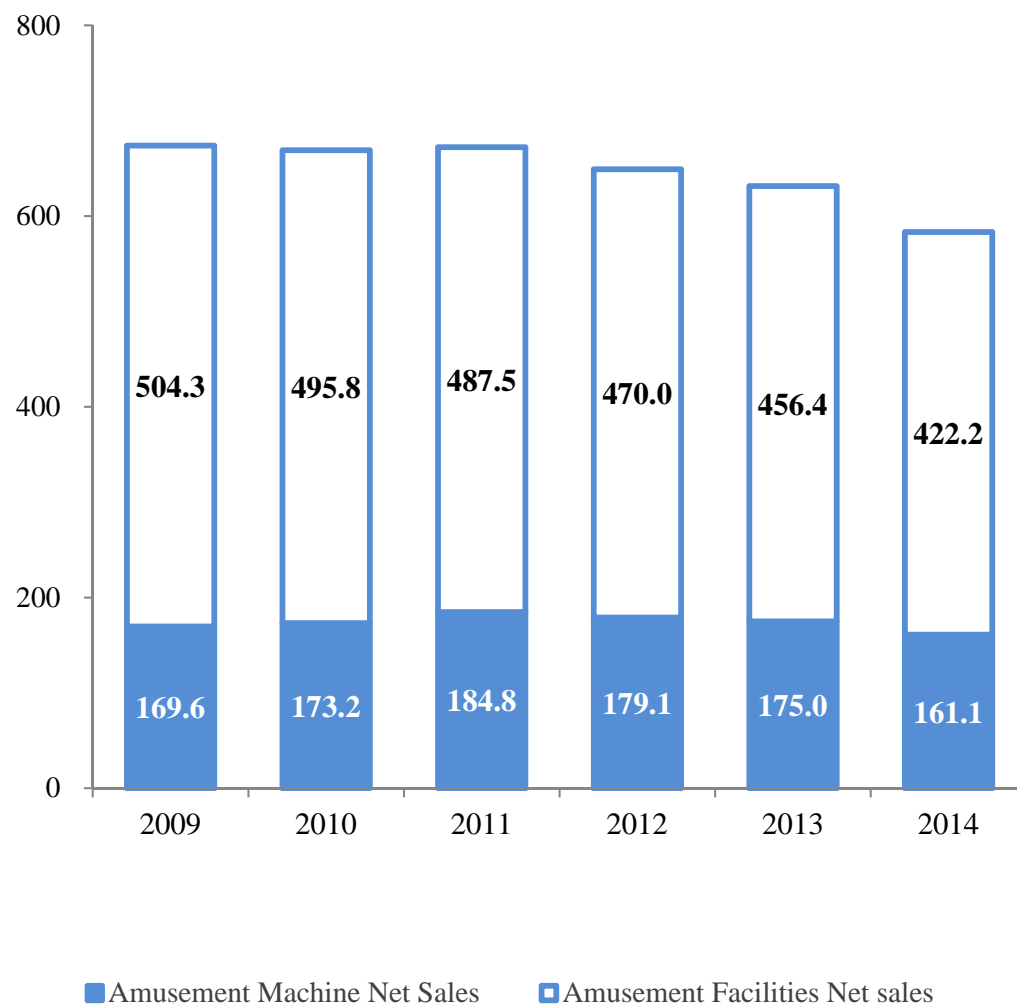


Source: CESA Games White Paper \*Chart is separated from 2013 due to the change of collection method of the data.



## Amusement Machine and Amusement Center Operations Markets Scale

Amusement Machine / Facilities sales (JPY billion)



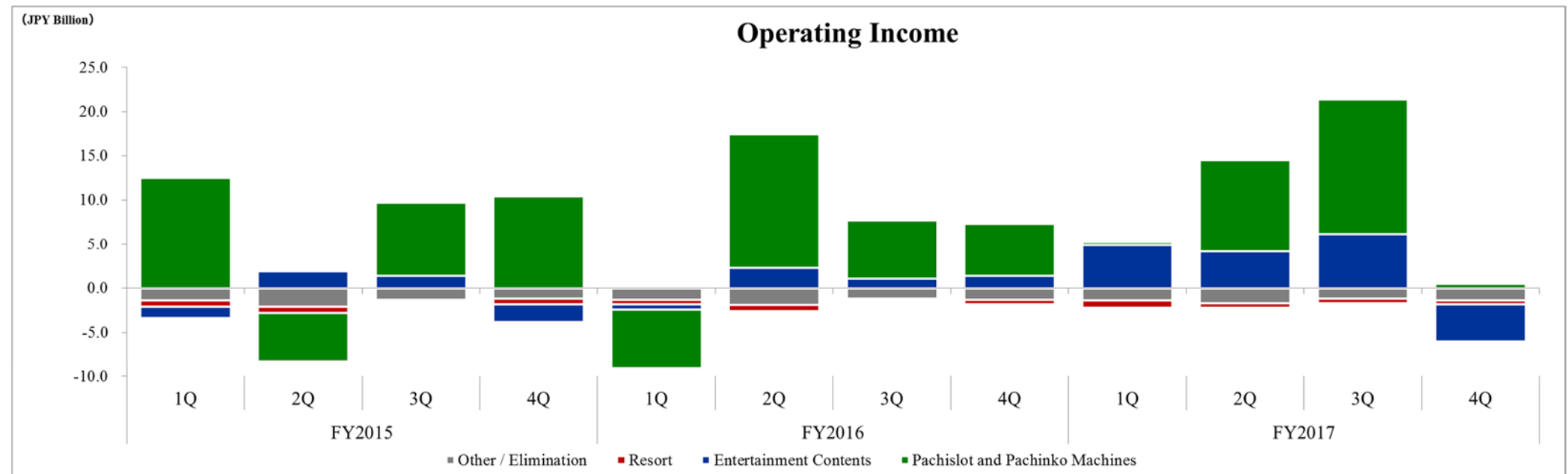
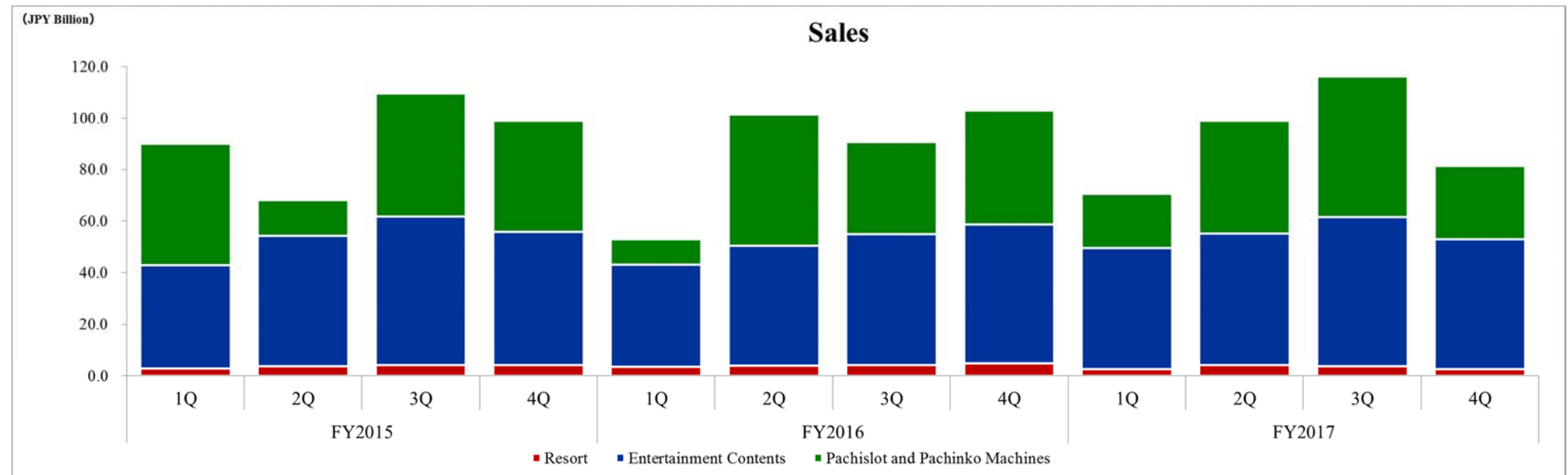
Source: JAIA, National Police Agency



# Past Operating Results/Company Profile

# Past Operating Results

## <Quarterly Operating Results>



# 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/2015/e\\_201503\\_4q\\_transition\\_20170515.xls](http://www.segasammy.co.jp/english/ir/library/pdf/settlement/2015/e_201503_4q_transition_20170515.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%	-	-
ROA		11.5%	12.7%	7.9%	-11.2%	-5.4%	4.8%	11.7%	6.0%	6.3%	-	5.7%	-	-2.2%
ROE		19.5%	23.0%	13.3%	-17.6%	-9.5%	8.8%	16.2%	7.7%	11.0%	-	9.3%	-	-3.4%
Equity Ratio		59.0%	60.6%	61.5%	55.3%	52.4%	55.8%	60.0%	58.9%	59.7%	-	63.2%	-	60.0%
Cash flows to interest bearing debt ratio		185.6%	230.2%	89.0%	-	218.9%	137.9%	58.9%	192.4%	524.9%	-	127.7%	-	301.9%
Interest coverage ratio		105.8 times	123.8 times	196.3 times	-	35.1 times	73.0 times	134.1 times	58.1 times	22.9 times	-	90.0 times	-	45.2 times
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/2017/e\\_201703\\_4q\\_transition.xls](http://www.segasammy.co.jp/english/ir/library/pdf/settlement/2017/e_201703_4q_transition.xls))

(JPY Billion)		FY Ended March 2015				FY Ended March 2016				FY Ended March 2017			
		Results Through 1Q	Results Through 2Q	Results Through 3Q	Full Year Results	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	70.6	169.5	285.7	366.9
	Pachislot and Pachinko Machines	47.2	61.1	108.9	152.1	7.6[9.8]*	56.6[60.9]*	90.4[96.7]*	132.7[141.0]*	21.2	64.9	119.7	148.2
	Entertainment Contents	39.9	90.3	147.9	199.6	41.8[39.6]*	90.2[85.9]*	143.0[136.6]*	198.8[190.5]*	46.7	97.8	155.4	205.7
	Resort	2.8	6.6	10.8	14.9	3.4	7.4	11.5	16.3	2.6	6.7	10.5	13.0
Breakdown	Operating Income	8.9	2.7	10.8	17.4	-9.4	5.7	12.1	17.6	3.0	15.3	35.0	29.5
	Pachislot and Pachinko Machines	12.5	7.0	15.3	25.7	-6.7[-6.7]*	8.5[8.4]*	15.4[15.0]*	21.5[20.9]*	0.3	10.6	25.8	26.3
	Entertainment Contents	-1.3	0.6	2.0	0.0	-0.7[-0.6]*	1.5[1.7]*	2.4[2.8]*	3.6[4.2]*	4.9	9.1	15.3	11.1
	Resort	-0.7	-1.4	-1.7	-2.3	-0.5	-1.2	-1.3	-1.8	-0.8	-1.3	-1.8	-2.2
	Other / Elimination	-1.4	-3.5	-4.8	-6.0	-1.3	-3.1[-3.2]*	-4.4	-5.7	-1.4	-3.1	-4.3	-5.7
	Operating Margin	9.9%	1.7%	4.0%	4.7%	-	3.7%	4.9%	5.1%	4.2%	9.0%	12.3%	8.0%
	Ordinary Income	9.6	2.6	10.7	16.8	-8.7	5.8	12.6	16.4	2.9	15.4	35.3	28.5
	Ordinary Income Margin	10.7%	1.6%	4.0%	4.6%	-	3.8%	5.1%	4.7%	4.1%	9.1%	12.4%	7.8%
	Profit attributable to owners of parent	5.1	-2.8	-2.7	-11.3	-7.9	0.9	6.4	5.3	4.1	24.2	36.5	27.6
	Net Income Margin	5.7%	-	-	-	-	0.6%	2.6%	1.5%	5.8%	14.3%	12.8%	7.5%
	ROA	-	-	-	-2.2%	-	-	-	1.0%	-	-	-	5.2%
	ROE	-	-	-	-3.4%	-	-	-	1.8%	-	-	-	9.2%
	Equity Ratio	-	-	-	60.0%	-	-	-	55.3%	-	-	-	59.0%
	Cash flows to interest bearing debt ratio	-	-	-	301.9%	-	-	-	798.8%	-	-	-	178.6%
	Interest coverage ratio	-	-	-	45.2 times	-	-	-	19.1 times	-	-	-	61.4times
	R&D expense / content production expense	12.4	28.4	48.8	67.6	12.8	24.7	40.3	58.0	13.9	31.7	48.8	67.1
	Cap-ex	6.9	14.7	20.5	28.7	6.8	12.5	21.0	28.0	6.1	13.8	20.8	27.0
	Depreciation	4.0	8.1	12.8	17.6	4.1	8.2	12.5	16.6	3.9	7.6	12.0	16.3
	Advertising	4.1	10.0	14.5	19.1	3.9	9.3	13.6	17.9	3.1	7.6	11.2	14.8
# of pachislot titles		3 titles	4 titles	5 titles	6 titles	-	2 titles	6 titles	7 titles	2 titles	3 titles	6 titles	10 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	29,902 units	81,895 units	169,827 units	215,736 units
# of pachinko titles		5 titles	5 titles	8 titles	10 titles	2 titles	6 titles	7 titles	8 titles	1 titles	3 titles	6 titles	9 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	20,525 units	75,542 units	111,104 units	138,321 units
Same Store Sales Comparisons		99.4%	98.7%	100.1%	100.1%	101.4%	102.2%	101.7%	103.1%	111.2%	110.8%	110.3%	108.5%
Domestic Facilities		201 facilities	198 facilities	198 facilities	198 facilities	198 facilities	198 facilities	198 facilities	194 facilities	193 facilities	189 facilities	190 facilities	191 facilities
# of game software titles		3	6	25	30	5	12	24	29	5	14	19	26
Sales (Thousand units)		1,700	4,100	8,910	12,280	1,830	3,280	6,120	9,220	2,410	4,650	8,130	10,280

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

\*Basis for recording net sales was changed from shipment to delivery starting in FY ended 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.

\*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.

## Company Profile

(As of March 31, 2017)

<b>Company Name</b>	SEGA SAMMY HOLDINGS INC.
<b>Address</b>	Shiodome Sumitomo Building 21F, 1-9-2 Higashi Shimbashi, Minato-ku, Tokyo
<b>Established</b>	October 1, 2004
<b>Capital</b>	¥29.9 billion
<b>Number of Employees</b>	7,639 (Consolidated)
<b>Stock Exchange</b>	Tokyo Stock Exchange (Stock Code : 6460)

### Managements

(As of April 1, 2017)

Chairman and CEO (Representative Director)	Hajime Satomi
President and COO (Representative Director)	Haruki Satomi
Senior Executive Vice President (Director of the Board)	Naoya Tsurumi
Executive Vice President and CFO (Director of the Board)	Koichi Fukazawa
Executive Vice President (Director of the Board)	Hideki Okamura
Senior Vice President (Director of the Board (External))	Yuji Iwanaga
Senior Vice President (Director of the Board (External))	Takeshi Natsuno
Senior Vice President (Director of the Board (External))	Kohei Katsukawa
Standing Audit & Supervisory Board Member (External)	Tomio Kazashi
Standing Audit & Supervisory Board Member	Shigeru Aoki
Audit & Supervisory Board Member	Yukito Sakaue
Audit & Supervisory Board Member (External)	Mineo Enomoto

## Information on Outstanding Shares

(As of March 31, 2017)

<b>Number of shares authorized for issuance</b>	800,000,000 shares
<b>Total number of shares issued and outstanding</b>	266,229,476 shares
<b>Number of Shareholders</b>	85,486

### ■ Principal Shareholders

Name of Shareholder	Shares Held	Shareholding Ratio (%)
Hajime Satomi	31,869,338	11.97
SEGA SAMMY HOLDINGS INC.	31,841,869	11.96
FSC Co., Ltd.	12,972,840	4.87
HS Company	11,750,000	4.41
Japan Trustee Services Bank, Ltd. (Trust account)	8,169,900	3.06

### ■ Distribution of Shareholders

Financial Institutions	13.93%
Securities Companies	2.18%
Other Companies	12.06%
Foreign Institutions and Individuals	27.66%
Japanese Individuals and Other	32.21%
Treasury Stock	11.96%

