

# FY Ending March 2019 1st Quarter Appendix

August 2, 2018

[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.

# Consolidated Income Statements (Summary)

(JPY Billion)	2018/3				2019/3	
	1Q	Through 2Q	Through 3Q	Through 4Q	1Q	Full Year Forecast
<b>Sales</b>	<b>107.2</b>	<b>194.7</b>	<b>260.8</b>	<b>323.6</b>	<b>68.8</b>	<b>390.0</b>
Pachislot and Pachinko Machines	54.9	88.3	95.4	105.6	21.5	122.0
Entertainment Contents	50.2	101.5	157.9	208.0	45.0	258.0
Resort	2.0	4.7	7.3	9.9	2.3	10.0
<b>Operating Income</b>	<b>16.6</b>	<b>26.8</b>	<b>25.6</b>	<b>17.7</b>	<b>0.9</b>	<b>21.0</b>
Pachislot and Pachinko Machines	15.1	21.4	15.1	11.9	1.7	18.5
Entertainment Contents	3.7	10.1	17.2	14.8	1.6	13.5
Resort	-0.7	-1.2	-1.8	-2.5	-0.6	-3.0
Other / Elimination	-1.5	-3.4	-4.9	-6.5	-1.8	-8.0
Operating Income Margin	15.5%	13.8%	9.8%	5.5%	1.3%	5.4%
Non-operating income	1.1	1.8	3.1	3.2	0.7	1.5
Non-operating expenses	1.5	3.3	4.4	6.4	0.9	6.5
<b>Ordinary Income</b>	<b>16.2</b>	<b>25.2</b>	<b>24.3</b>	<b>14.5</b>	<b>0.6</b>	<b>16.0</b>
Extraordinary income	0.5	0.8	0.8	0.9	0.0	1.0
Extraordinary Loss	0.3	0.4	0.7	3.1	0.0	-
<b>Income before income taxes</b>	<b>16.4</b>	<b>25.6</b>	<b>24.4</b>	<b>12.4</b>	<b>0.7</b>	<b>17.0</b>
<b>Profit attributable to owners of parent</b>	<b>11.5</b>	<b>17.7</b>	<b>13.7</b>	<b>8.9</b>	<b>0.3</b>	<b>12.0</b>
<b>Dividends per share (JPY)</b>	<b>-</b>	<b>20.00</b>	<b>20.00</b>	<b>40.00</b>	<b>-</b>	<b>40.00</b>
<b>Earnings per share (JPY)</b>	<b>49.22</b>	<b>75.78</b>	<b>58.68</b>	<b>38.10</b>	<b>1.44</b>	<b>51.20</b>
<b>Net Assets per share (JPY)</b>	<b>1,353.20</b>	<b>1,380.42</b>	<b>1,339.46</b>	<b>1,313.90</b>	<b>1,296.55</b>	<b>-</b>

# Costs and Expenses

(JPY Billion)	2018/3				2019/3	
	1Q	Through 2Q	Through 3Q	Through 4Q	1Q	Full Year Forecast
<b>R&amp;D Expense / Content</b>	<b>15.3</b>	<b>30.7</b>	<b>45.5</b>	<b>62.0</b>	<b>14.1</b>	<b>73.3</b>
<b>Production Expense</b>						
Pachislot and Pachinko Machines	4.5	9.7	13.8	17.3	3.5	18.4
Entertainment Contents	10.8	21.1	31.7	44.9	10.6	54.9
Resort	0.0	0.0	0.0	0.1	0.0	0.0
Other / Elimination	0.0	-0.1	0.0	-0.3	0.0	0.0
<b>Cap-ex</b>	<b>5.0</b>	<b>10.3</b>	<b>16.2</b>	<b>24.1</b>	<b>6.4</b>	<b>32.1</b>
Pachislot and Pachinko Machines	1.0	1.9	2.7	3.6	0.8	7.6
Entertainment Contents	3.6	7.3	11.8	17.2	4.2	20.4
Resort	0.3	1.0	1.5	1.9	0.0	0.5
Other / Elimination	0.1	0.1	0.2	1.4	1.4	3.6
<b>Depreciation</b>	<b>4.2</b>	<b>8.2</b>	<b>12.2</b>	<b>16.2</b>	<b>3.9</b>	<b>14.8</b>
Pachislot and Pachinko Machines	1.5	2.8	4.1	5.3	1.1	4.1
Entertainment Contents	2.2	4.5	6.7	9.0	2.3	8.7
Resort	0.2	0.5	0.7	1.0	0.2	1.2
Other / Elimination	0.3	0.4	0.7	0.9	0.3	0.8
<b>Advertising</b>	<b>3.2</b>	<b>7.8</b>	<b>11.7</b>	<b>15.4</b>	<b>3.3</b>	<b>22.1</b>
Pachislot and Pachinko Machines	0.4	1.1	1.5	1.9	0.4	2.8
Entertainment Contents	2.5	5.4	8.6	11.8	2.6	17.4
Resort	0.1	0.2	0.3	0.4	0.0	0.3
Other / Elimination	0.2	1.1	1.3	1.3	0.3	1.6

# Consolidated Balance Sheet (Summary)

(JPY billion) 【 Assets 】				【 Liabilities and Net Assets 】			
Account	As of end of March 2018	As of end of June 2018	Change	Account	As of end of March 2018	As of end of June 2018	Change
Cash and Deposits	157.8	97.3	-60.5	Accounts Payable	21.7	29.2	+7.5
Accounts Receivable	29.3	34.0	+4.7	Corporate Bonds	10.0	20.0	+10.0
Securities	24.6	62.1	+37.5	Short Term Borrowings	15.8	15.8	-
Inventories	40.5	51.6	+11.1	Other	36.9	31.7	-5.2
Other	20.1	20.3	+0.2	<b>Total Current Liabilities</b>	<b>84.4</b>	<b>96.7</b>	<b>+12.3</b>
<b>Total Current Assets</b>	<b>272.3</b>	<b>265.3</b>	<b>-7.0</b>	Corporate Bonds	22.5	12.5	-10.0
Tangible Fixed Assets	78.1	78.8	+0.7	Long Term Debt	38.6	38.6	-
Intangible Fixed Assets	23.4	23.4	-	Other	17.4	18.0	+0.6
Investment Securities	70.2	75.8	+5.6	<b>Total Noncurrent Liabilities</b>	<b>78.5</b>	<b>69.1</b>	<b>-9.4</b>
Other	29.4	29.1	-0.3	<b>Total Liabilities</b>	<b>163.0</b>	<b>165.8</b>	<b>+2.8</b>
				Shareholders Equity	299.6	295.3	-4.3
				Total accumulated other comprehensive income	8.2	8.5	+0.3
				Warrants	0.8	0.9	+0.1
				Non-controlling intesrests	1.6	1.7	+0.1
<b>Total Noncurrent Assets</b>	<b>201.1</b>	<b>207.1</b>	<b>+6.0</b>	<b>Total Net Assets</b>	<b>310.4</b>	<b>306.6</b>	<b>-3.8</b>
<b>Total Assets</b>	<b>473.4</b>	<b>472.4</b>	<b>-1.0</b>	<b>Total Liabilities and Net Assets</b>	<b>473.4</b>	<b>472.4</b>	<b>-1.0</b>

## One-off expenses of relocation Impact (FY Ending March 2019 1Q)

(JPY Billion)

	1Q Operating Income (Before consideration)	one-off expenses of relocation	1Q Operating Income (After consideration)
<b>Total</b>	<b>2.4</b>	<b>-1.5</b>	<b>0.9</b>
Pachislot and Pachinko Machines	2.1	-0.4	1.7
Entertainment Contents	2.3	-0.7	1.6
Resort	-0.6	0.0	-0.6
Other / Elimination	-1.4	-0.4	-1.8

## (For reference) One-off expenses of relocation Impact (FY Ending March 2019)

(JPY Billion)

	Operating Income (Before consideration)	one-off expenses of relocation	Operating Income (After consideration)
<b>Total</b>	<b>28.5</b>	<b>-7.5</b>	<b>21.0</b>
Pachislot and Pachinko Machines	20.1	-1.6	18.5
Entertainment Contents	18.5	-5.0	13.5
Resort	-3.0	0.0	-3.0
Other / Elimination	-7.1	-0.9	-8.0

\*No incurrence of relocation expenses expected for FY ending March 2020

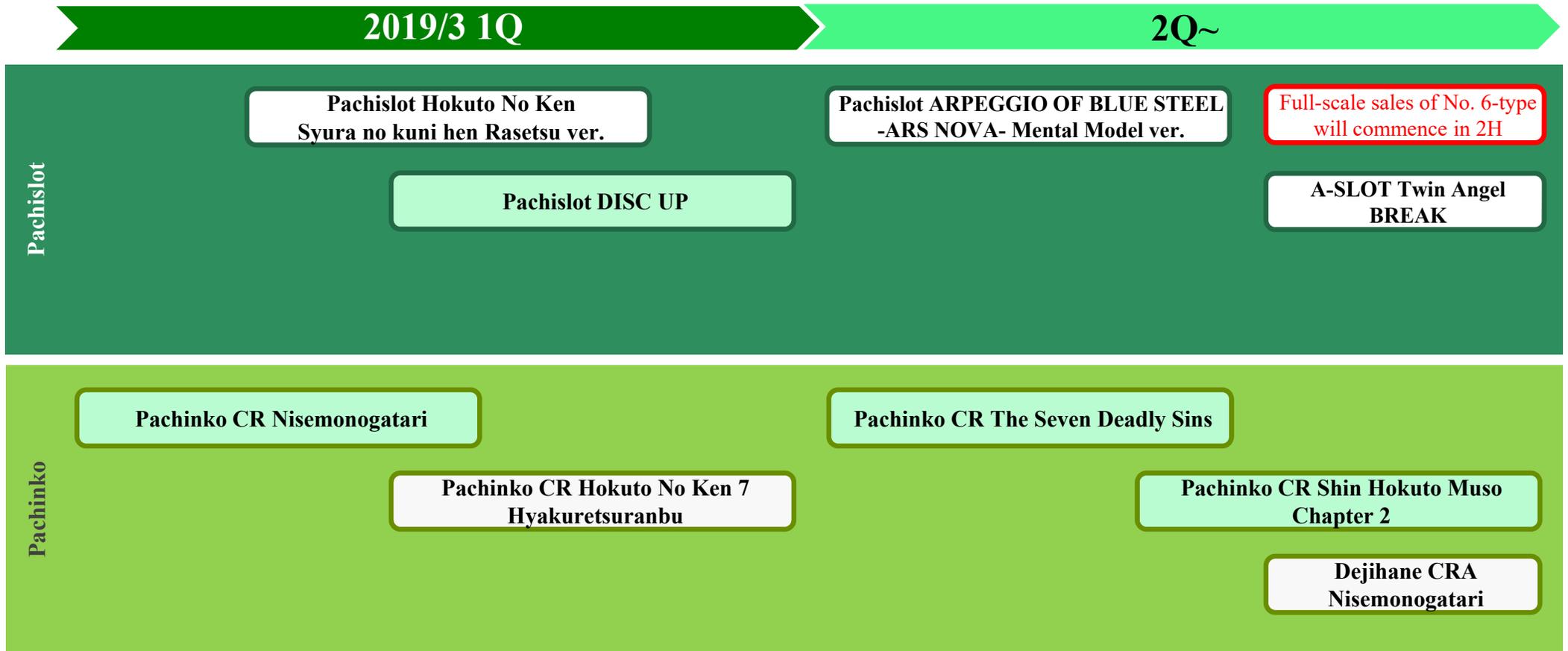
# Segment Results: Pachislot and Pachinko Machines

(JPY Billion)	2018/3				2019/3	
	1Q	Through 2Q	Through 3Q	Through 4Q	1Q	Full Year Forecast
<b>Sales</b>	<b>54.9</b>	<b>88.3</b>	<b>95.4</b>	<b>105.6</b>	<b>21.5</b>	<b>122.0</b>
Pachislot	10.2	32.3	32.4	36.0	3.1	39.1
Pachinko	41.1	48.8	52.2	55.3	13.9	71.2
Other / Elimination	3.6	7.2	10.8	14.3	4.5	11.7
<b>Operating Income</b>	<b>15.1</b>	<b>21.4</b>	<b>15.1</b>	<b>11.9</b>	<b>1.7</b>	<b>18.5</b>
Operating Income Margin	27.5%	24.2%	15.8%	11.3%	7.9%	15.2%
<b>Pachislot</b>						
Number of Titles	3 titles	8 titles	8 titles	9 titles	1 title	9 titles
Unit Sales(unit)	25,440	75,380	75,590	85,041	9,073	103,000
<b>Pachinko</b>						
Number of Titles	2 titles	4 titles	5 titles	5 titles	1 title	9 titles
Unit Sales(unit)	97,499	119,312	129,778	140,013	40,997	201,000
Board + Frame	83,178	92,344	95,912	97,655	13,908	94,500
Board	14,321	26,968	33,866	42,358	27,089	106,500

# Segment Results: Pachislot and Pachinko Machines

## Major Titles launched in 1Q and titles to be launched in and after 2Q

New title  
Specification changed title



### 2019/3 1Q Major titles and number of units sold

Pachislot title	Total sales	Installed From
Pachislot Hokuto No Ken Syura no kuni hen Rasetsu ver.	7,448 units	May

Pachinko title	Total sales	Installed From
Pachinko CR Hokuto No Ken 7 Hyakuretsuranbu	22,775 units	June
Pachinko CR Nisemonogatari	18,144 units	April

# Segment Results: Entertainment Contents Business

(JPY Billion)	2018/3				2019/3	
	1Q	Through 2Q	Through 3Q	Through 4Q	1Q	Full Year Forecast
<b>Sales</b>	<b>50.2</b>	<b>101.5</b>	<b>157.9</b>	<b>208.0</b>	<b>45.0</b>	<b>258.0</b>
Digital Games	9.5	19.3	28.9	38.5	9.0	70.0
Packaged Games	14.4	27.1	45.9	57.0	12.3	62.0
Amusement Machine Sales	10.4	22.6	33.9	47.1	9.6	58.0
Amusement Center Operations	9.0	19.6	29.2	39.0	9.4	39.0
Animation / Toy	5.1	10.3	16.9	22.5	3.6	26.0
Other / Elimination	1.8	2.6	3.1	3.9	1.1	3.0
<b>Operating Income</b>	<b>3.7</b>	<b>10.1</b>	<b>17.2</b>	<b>14.8</b>	<b>1.6</b>	<b>13.5</b>
Digital Games	1.2	2.0	3.3	3.3	-0.4	9.0
Packaged Games	1.3	3.5	7.5	6.5	2.6	7.0
Amusement Machine Sales	0.5	2.4	3.6	2.7	0.2	0.0
Amusement Center Operations	0.4	1.7	2.2	2.7	0.5	2.0
Animation / Toy	0.1	0.7	1.6	2.0	-0.3	2.0
Other / Elimination	0.2	-0.2	-1.0	-2.4	-1.0	-6.5
Operating Income Margin	7.4%	10.0%	10.9%	7.1%	3.6%	5.2%
<b>Domestic Facilities</b>	<b>190</b>	<b>189</b>	<b>191</b>	<b>189</b>	<b>189</b>	<b>189</b>
<b>Same Store Sales Comparisons</b>	<b>100.1%</b>	<b>101.5%</b>	<b>102.1%</b>	<b>101.9%</b>	<b>104.2%</b>	<b>100.5%</b>

	2018/3				2019/3
	1Q	2Q	3Q	4Q	1Q
<b>Sales (JPY Billion)</b>	<b>9.5</b>	<b>9.8</b>	<b>9.6</b>	<b>9.6</b>	<b>9.0</b>
<b>Domestic</b>					
Average MAU(Thousands, 3 months average)*1	3,440	3,310	3,220	2,910	6,880
ARPMU (JPY) *2	2,502	2,435	2,321	2,502	1,123
Share of sales for top 3 titles *3	59.6%	57.7%	51.5%	53.9%	46.2%
<b>Overseas</b>					
Composition ratio of sales	10.4%	10.7%	16.1%	16.3%	11.5%
<b>Other indicators</b>					
Number of Titles(Domestic)	25	21	22	23	25
Number of New Titles(Domestic)	1	0	1	1	3
Ratio of advertising expense to net sales *4	8.2%	11.2%	10.1%	9.5%	11.7%

## TOP 3 Titles (Digital Game)

Title	Release
1. PHANTASY STAR ONLINE 2	2012/7
2. SEGA Pocket Club Manager	2018/4
3. Puyopuyo!! Quest	2013/4

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. Advertising expense percentage for total digital sales of each quarter

\*Sales top three titles in the period of April-June 2018

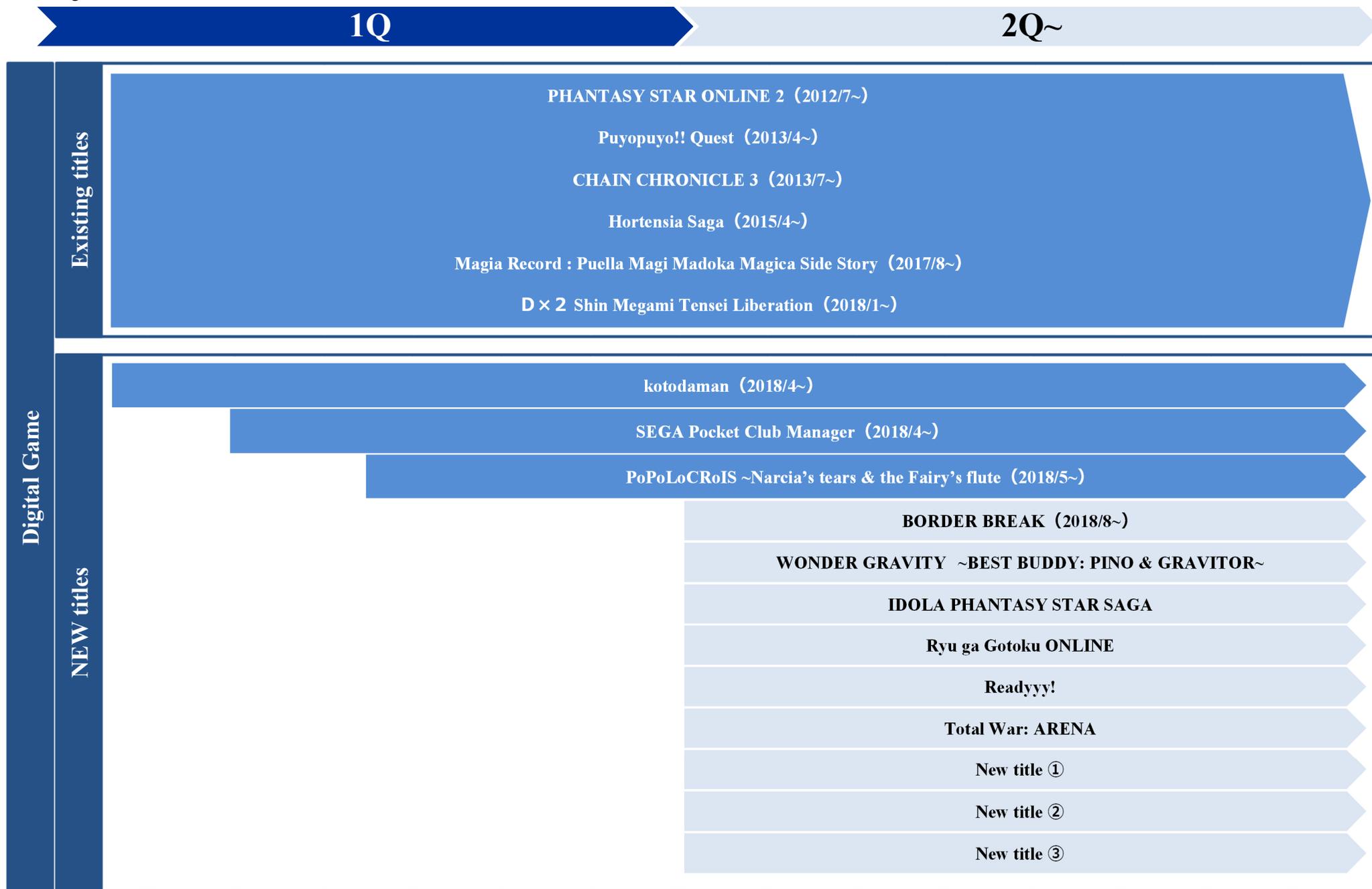
# Segment Results: Entertainment Contents Business

	2018/3				2019/3	
	1Q	Through 2Q	Through 3Q	Through 4Q	1Q	Full Year Forecast
<b>Packaged Games Number of Titles</b>	<b>6 titles</b>	<b>16 titles</b>	<b>27 titles</b>	<b>38 titles</b>	<b>5 titles</b>	<b>41 titles</b>
Japan	1 title	3 titles	6 titles	11 titles	2 titles	9 titles
Asia	2 titles	6 titles	10 titles	15 titles	-	10 titles
North America / Europe	3 titles	7 titles	11 titles	12 titles	3 titles	22 titles
<b>Packaged Games Sales in Units (Thousands)</b>	<b>4,560</b>	<b>8,650</b>	<b>14,280</b>	<b>17,330</b>	<b>5,700</b>	<b>20,000</b>
<b>Japan</b>	<b>150</b>	<b>420</b>	<b>950</b>	<b>1,540</b>	<b>280</b>	<b>2,150</b>
New title	40	200	520	950	120	1,590
Repeat title	110	220	420	590	160	560
<b>Asia</b>	<b>140</b>	<b>230</b>	<b>550</b>	<b>810</b>	<b>120</b>	<b>770</b>
New title	60	100	350	540	-	460
Repeat title	70	130	190	270	120	310
<b>North America / Europe</b>	<b>4,260</b>	<b>8,000</b>	<b>12,780</b>	<b>14,980</b>	<b>5,300</b>	<b>17,080</b>
New title	1,200	2,850	5,710	6,640	730	4,950
Repeat title	3,060	5,150	7,090	8,340	4,570	12,130

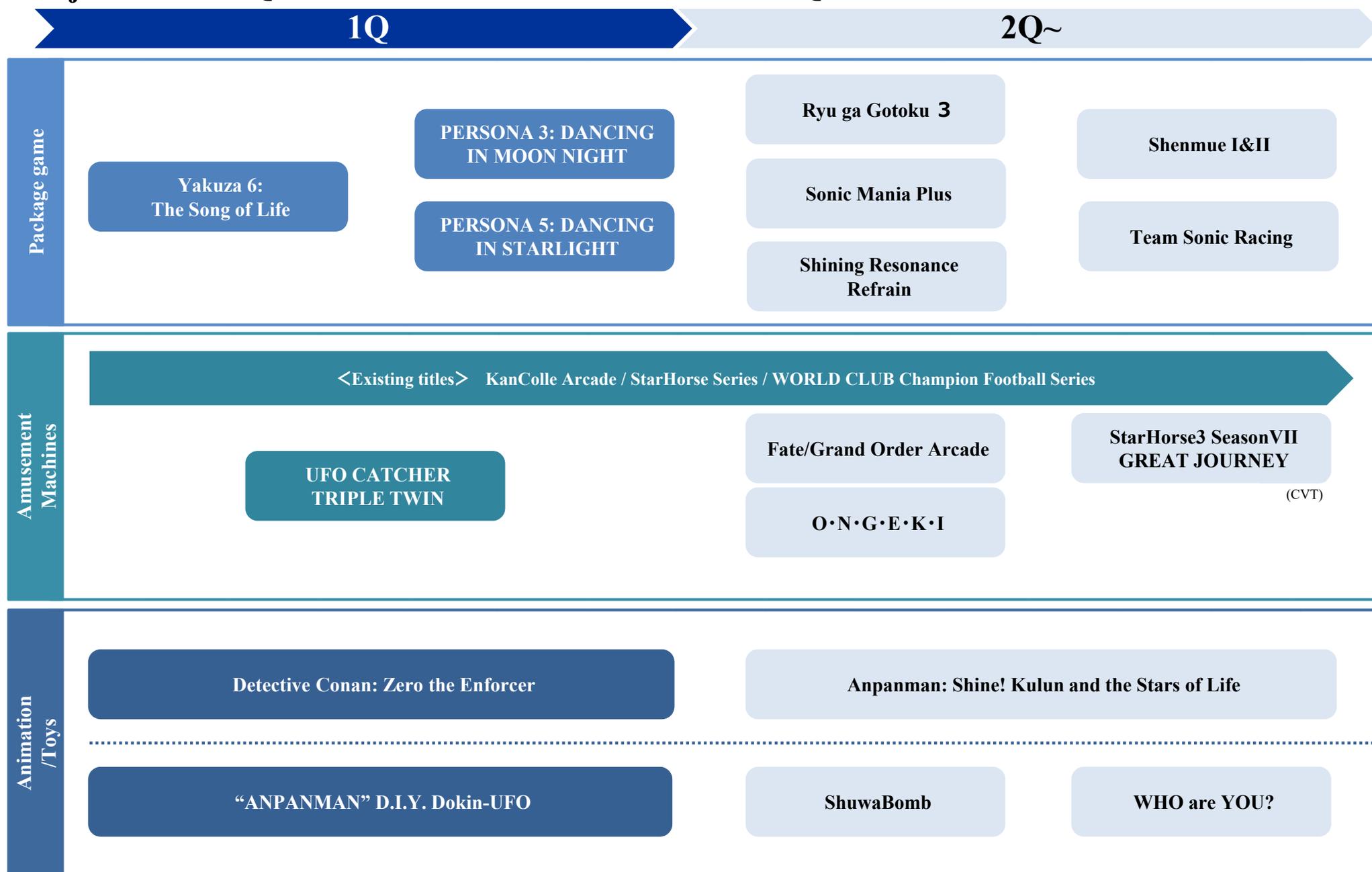
## 2019/3 Major Titles

1Q titles	Release	Platform	Launch area
Yakuza 6: The Song of Life	2018/4	PS4/PC	North America / Europe
PERSONA 5: DANCING IN STARLIGHT	2018/5	PS4/PSVita	Japan / Asia
PERSONA 3: DANCING IN MOON NIGHT	2018/5	PS4/PSVita	Japan / Asia
Repert titles		Platform	Launch area
Total War Series		PC	Asia / North America / Europe
SONIC Series		PC, PS4, Switch etc.	Japan / Asia / North America / Europe
Football Manager Series		PC	Asia / North America / Europe

## ■ Major Titles in 1Q and titles to be launched in and after 2Q



## ■ Major Titles in 1Q and titles to be launched in and after 2Q



# Segment Results: Resort Business

(JPY Billion)	2018/3				2019/3	
	1Q	Through 2Q	Through 3Q	Through 4Q	1Q	Forecast
Sales	2.0	4.7	7.3	9.9	2.3	10.0
Operating Income	-0.7	-1.2	-1.8	-2.5	-0.6	-3.0

## <PHOENIX RESORT>

Sales	1.8	4.2	6.7	9.2	2.1	10.0
Operating Income	-0.3	-0.4	-0.5	-0.6	-0.2	0.0
Number of facility users (thousand people)	126	296	449	607	168	684
3 accommodation facilities	57	156	237	323	67	342
2 golf courses	25	46	70	93	24	101
Other facilities	44	94	142	191	77	241

## <PARADISE SEGASAMMY \* >

	2018/3				2019/3	
	1Q	Through 2Q	Through 3Q	Through 4Q	1Q	Forecast
Sales (Billion KRW)	22	62	129	200	65	-
Operating Income (Billion KRW) *	-12	-30	-30	-32	0	-
Number of visitors (Thousands)	17	59	117	182	57	-

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

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

\* Local accounting rule bases



■ Exterior



■ Golf Course



■ Convention Center

## <Overview>

<b>Facility name</b>	Phoenix Seagaia Resort	
<b>Operating company</b>	Phoenix Resort Co., Ltd.	
<b>Facility address</b>	3083 Aza Hamayama, O-Aza Shioji, Miyazaki City, Miyazaki Prefecture	
<b>Number of employees</b>	743 (as of June 30, 2018) (including, concurrent officers, full-time employees, seconded employees, contract employees and part-time employees)	
<b>Site area</b>	2,511,144m <sup>2</sup>	
<b>Facility composition</b>	Hotel	950 rooms (Sheraton Grande Ocean Resort, Luxze Hitotsuba and Cottage HIMUKA)
	Golf courses	45holes (Phoenix Country Club, Tom Watson Golf Course) Phoenix Golf Academy
	Convention Center	Approx. 5,500 m <sup>2</sup> (capacity for approx. 5,000 people)
	Other Entertainment facilities etc.	Spa, hot springs, fitness club, horse riding club, tennis court and wedding halls

## <Access>

- Miyazaki Airport      20-minute by car
- JR Miyazaki train station      Approx. 25-minute by public bus (chargeable)
- 15-minute by car
- Express way      Approx. 25-minute drive from Miyazaki Interchange



■ Exterior

■ Casino Facility

■ Lobby lounge (Hotel)

## <Overview>

Facility name	PARADISE CITY	
Operating company	PARADISE SEGASAMMY Co.,Ltd.	
Facility address	186, Yeongjonghaeannam-ro 321-gil, Jung-gu, Incheon, Republic of Korea	
Number of employees	1,951 (as of June 30, 2018) (including, concurrent officers, full-time employees, seconded employees, contract employees and part-time employees)	
Site area	330,000㎡	
Investment amount	Approx. 1,420 billion KRW (amount invested by SEGA SAMMY: 332.0 billion KRW; shareholding ratio: 45%)	
Facility composition	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 September, 2018	<ul style="list-style-type: none"> <li>• SPA</li> <li>• CLUB</li> <li>• WONDER BOX (for families)</li> <li>• PLAZA (Commercial facility / cultural center, shopping mall)</li> <li>• Boutique Hotel</li> </ul>

## <Overview of Incheon International Airport

- Number of users: 62.08 million (2017)
- Terminal 2, which is able to accommodate 18 million passengers, opened on January 18, 2018

## <Access to PARADISE CITY>

- 3-minute drive by car or shuttle bus (free of charge)
- 5-minute ride on linear monorail (free of charge) and 15-minute walk from Incheon International Airport
- Also a 5-minute drive from Incheon Interchange on the expressway

## < APPENDIX : Overview of revision to the rules >

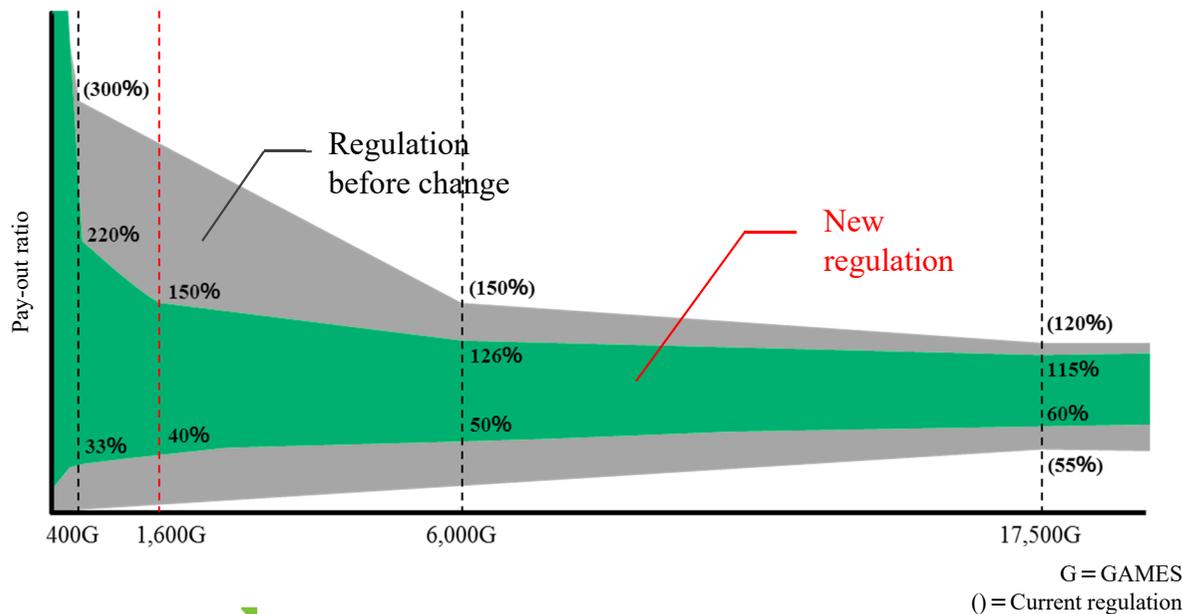
<b>Date of enforcement</b>	<b>February 1, 2018</b>
<b>Pachislot and pachinko machine manufacturers</b>	<b>(1) Matters related to regulations of pay-out balls/medals (2) Addition of standards for pachislot and pachinko machines with which pay-out balls/medals information can be easily checked (3) Introduction of “multi stage payout-ratio” to pachinko machines</b>
<b>Pachinko halls</b>	<b>(4) Addition of responsibilities of administrators</b>

- ✓ **Curbing of gambling element is intended in the matters related to regulations of pay-out balls/medals.**
- ✓ **“Multi stage payout-ratio” is newly approved for pachinko machines.**

※ (2) Able to play without touching balls and medals (record and pay-out electronically)

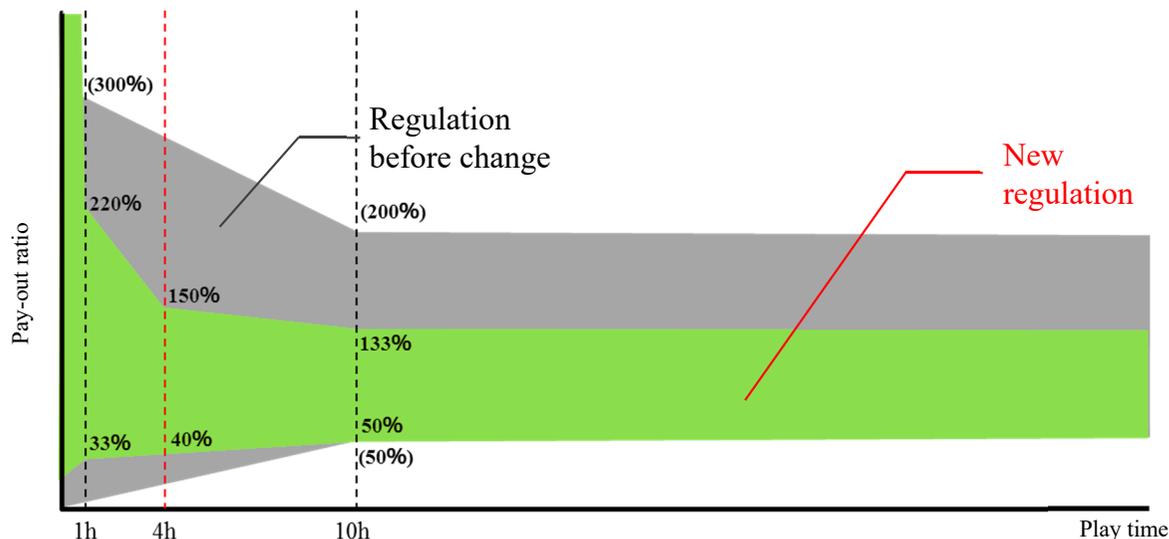
## <APPENDIX : Comparisons of pay-out ratio (image)>

### [Pachislot]



- ✓ Machines will be transformed to become more playable with the setting of the lower limit of pay-out probability.
- ✓ The introduction of “multi stage payout-ratio” will allow broader ways to play.

### [Pachinko]



$$\text{Pay-out ratio} = \frac{\text{Balls and medals paid out}}{\text{Balls and medals used}}$$

## <APPENDIX : Outline of revisions to regulations >

### 【Pachislot】

Content	Test				Multi stage payout-ratio	Number of pay-out medals when hitting a jackpot (Upper limit)
	400G	1,600G	6,000G	17,500G		
Regulation before change	Less than 300%	—	Less than 150%	Over 55% and less than 120%	Up to 6 stages	480
New regulation	Over 33% and less than 220%	Over 40% and less than 150%	Over 50% and less than 126%	Over 60% and less than 115%	Up to 6 stages	300

G=GAMES

### 【Pachinko】

Content	Test			Multi stage payout-ratio	Number of pay-out balls when hitting a jackpot (Upper limit)
	1 hour	4 hours	10 hours		
Regulation before change	Less than 300%	—	Over 50% and less than 200%	—	2,400
New regulation	Over 33% and less than 220%	Over 40% and less than 150%	Over 50% and less than 133%	Up to 6 stages	1,500

## Schedule for revision of rules(Pachislot)

		2018/2/1	2021/1/31
<b>Pachislot</b>	•Former standard machines*1 •No. 5.5-type machines	Application	Not allowed
		Sales	Not allowed
		Installation	Sequential removal due to expiration
		Certification*2	
	Machines before change (No. 5.9-type)	Application	
		Sales	
		Installation	Sequential removal due to expiration
		Certification*2	
	Pachislot under new regulation (No. 6-type)	Application	
		Sales	
		Installation	
		Certification	

✓ **Machines before change of regulation (No. 5.9-type machines) can be sold a certain period of time after the revision.**

〈Pachislot under new regulation〉  
 ✓ **Voluntary regulations were changed in line with the revision to the rules**

✓ **Curbed gambling element but range of game elements will expand**

\*1 Regarding the old machines that acquired the certification by 2015/3/31, it is subject to certification

\*2 The deadline of application for certification was January 31, 2018 (Installation allowed for three years after becoming certified).

## Schedule for revision of rules(Pachinko)

		2018/2/1	2021/1/31
Pachinko	Former standard machines	Application Sales Installation Certification*	Not allowed Not allowed <b>Sequential removal due to expiration</b>
	Machines before change	Application Sales Installation Certification*	<b>Sequential removal due to expiration</b>
	Pachinko under new regulation	Application Sales Installation Certification	

\* The deadline of application for certification was January 31, 2018  
(Installation allowed for three years after becoming certified).

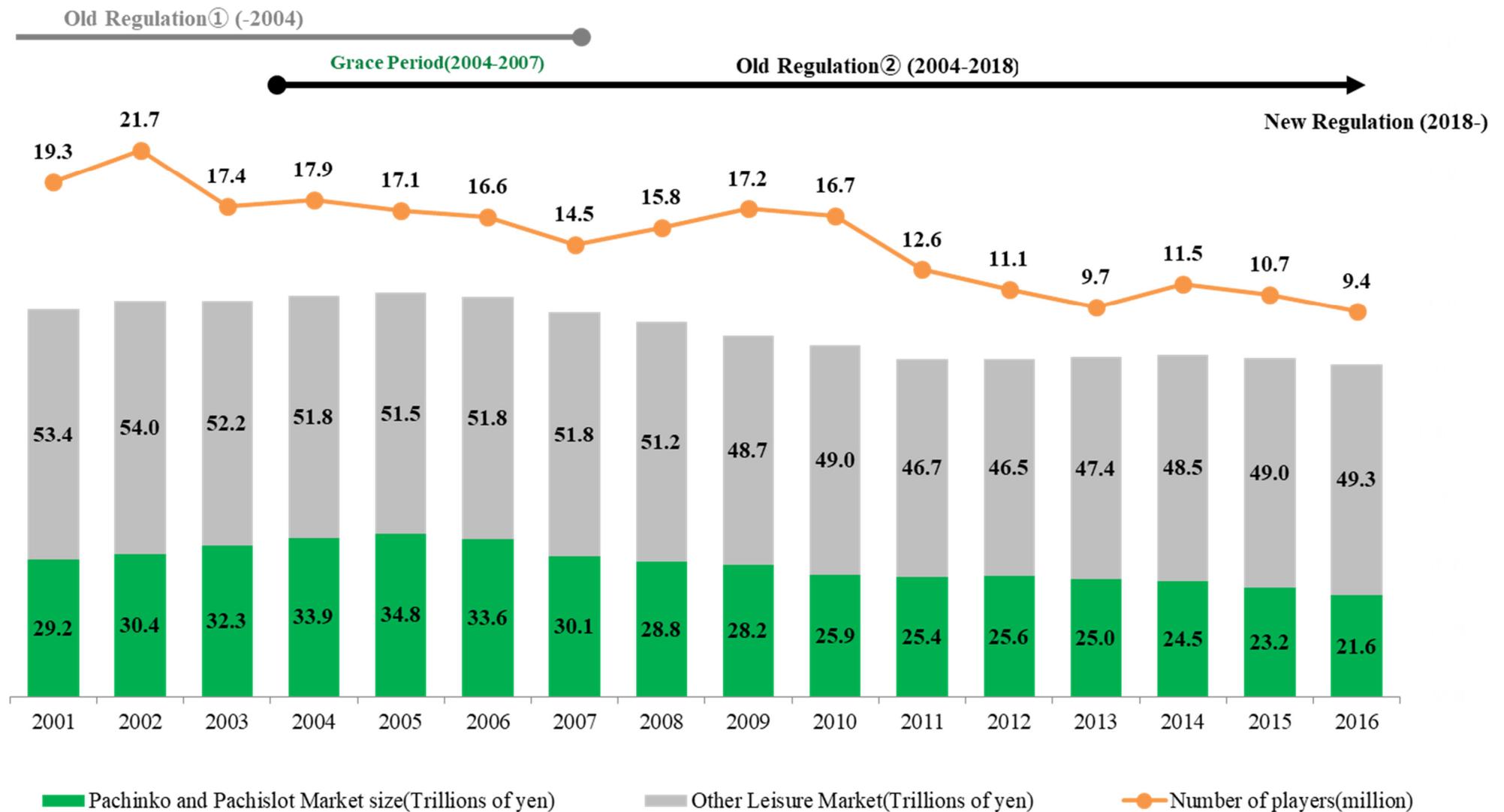
✓ **Machines before change of regulation can be sold a certain period of time after the revision.**

〈Pachinko under new regulation〉

✓ **Voluntary regulations were changed in line with the revision to the rules**

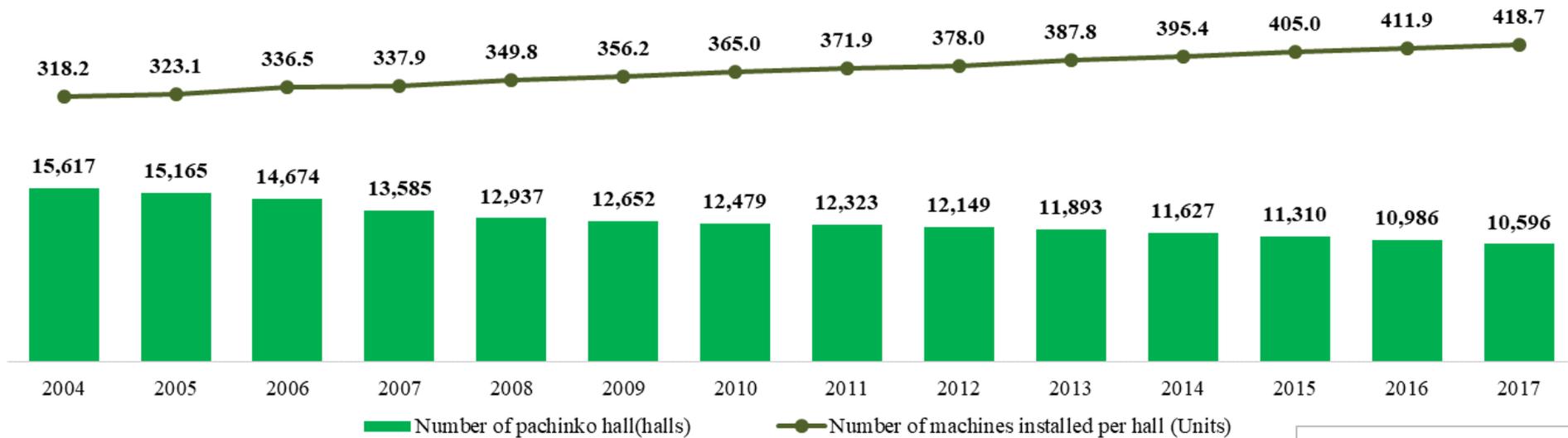
✓ **Partially curbed gambling element**

## Market size and Number of players



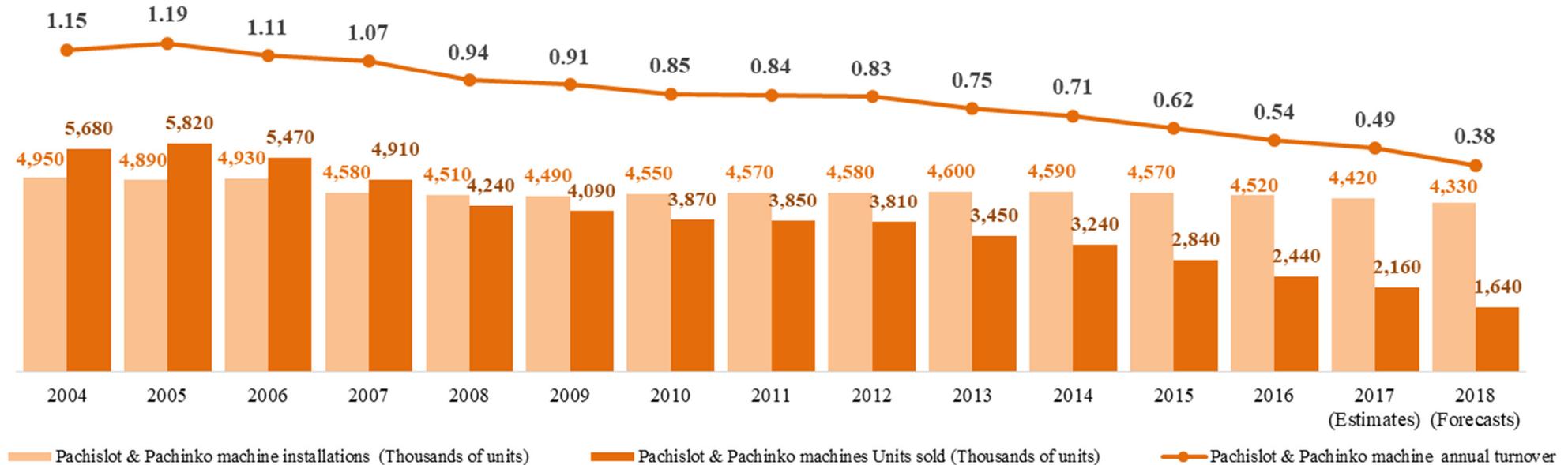
Sources : White Paper on Leisure Industry 2017, Japan Productivity Center

Number of pachinko halls and number of machines installed per hall



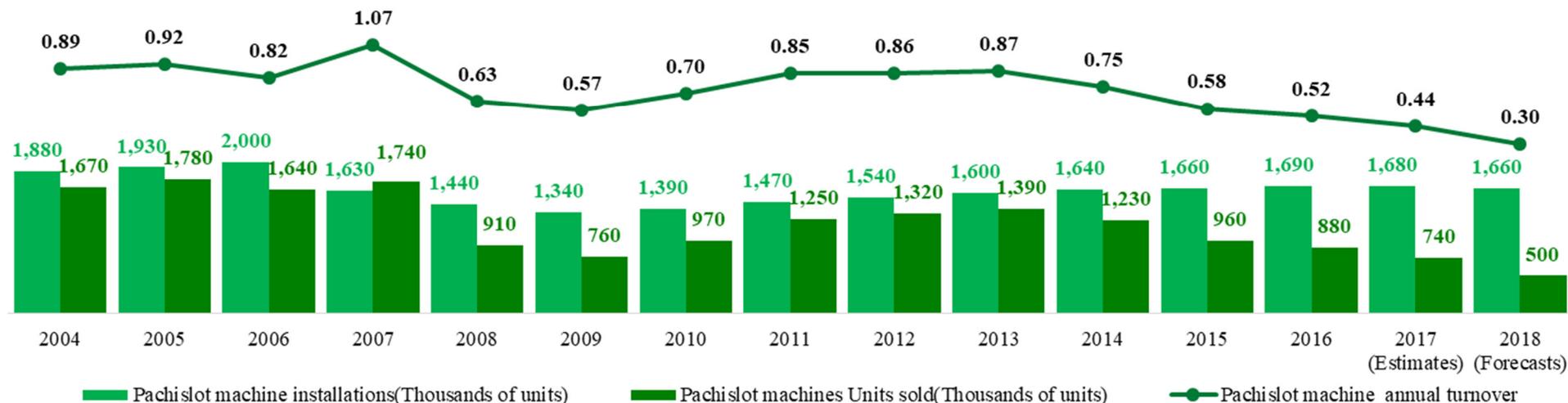
Sources : National Police Agency

Pachislot & Pachinko machine Installations ,Unit sales and Annual turnover

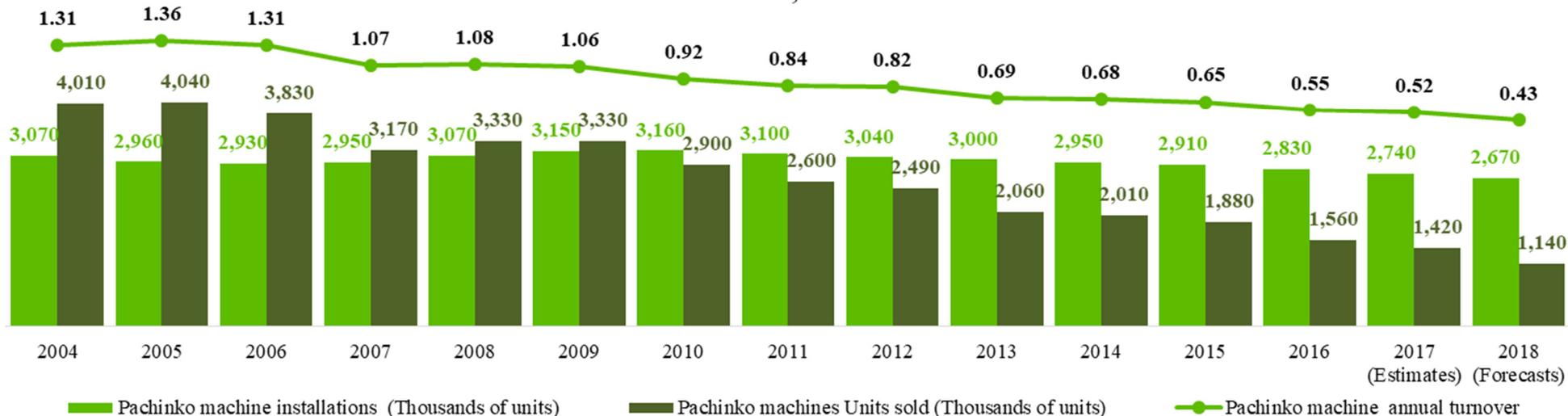


Sources: National Police Agency and Yano research Institute Ltd. (\* The data for 2017 and 2018 are our estimates and forecasts)

### Pachislot machine Installations ,Unit sales and Annual turnover

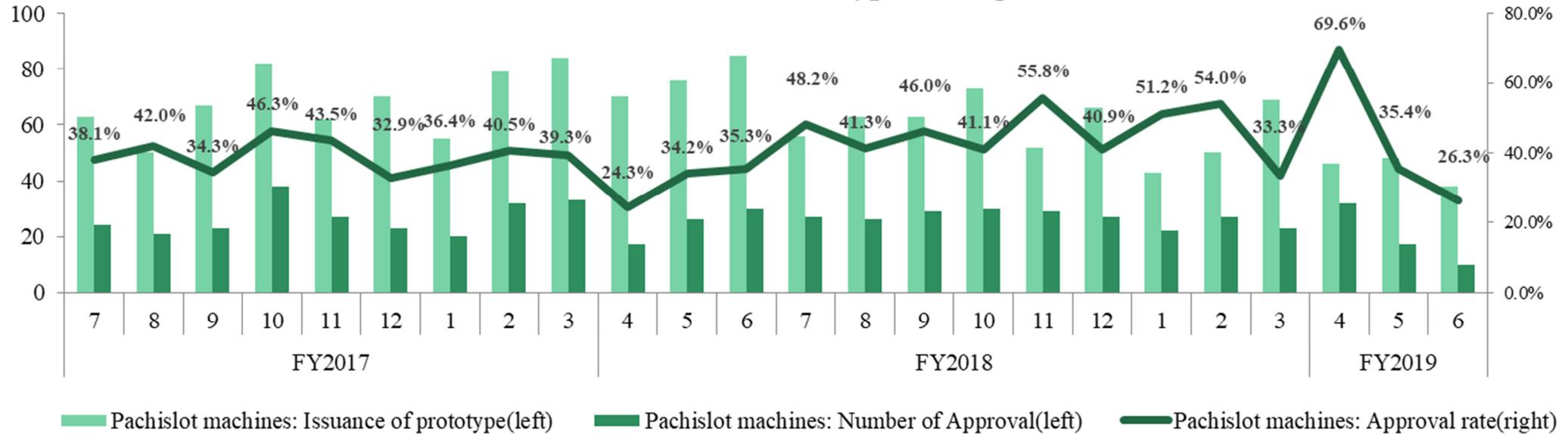


### Pachinko machine Installations ,Unit sales and Annual turnover

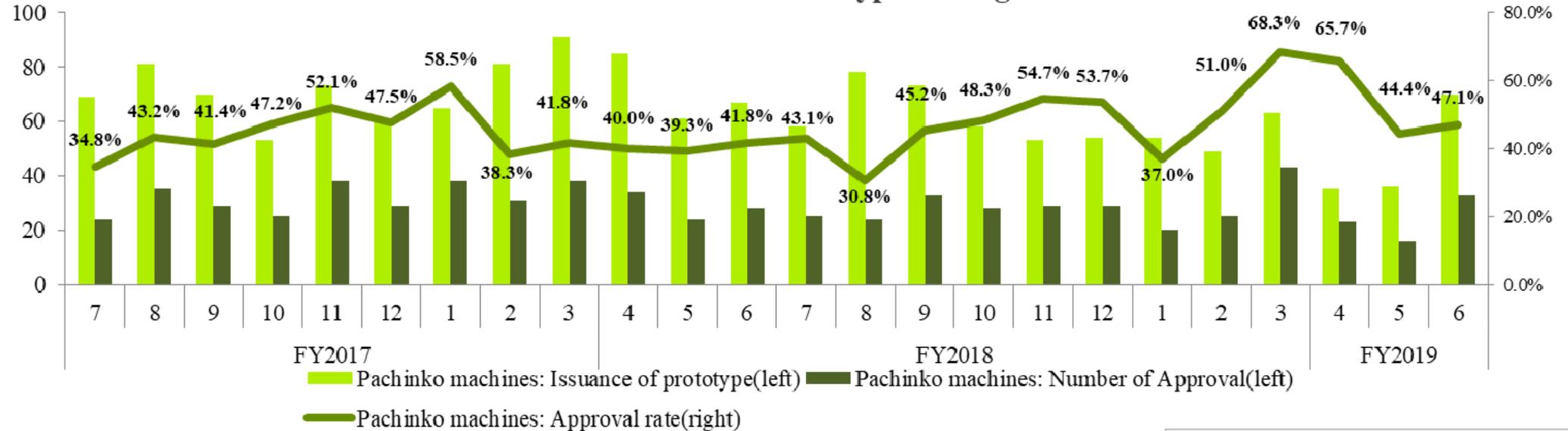


Sources: National Police Agency and Yano research Institute Ltd. (\* The data for 2017 and 2018 are our estimates and forecasts)

### Pachislot machines: Prototype testing results



### Pachinko machines: Prototype testing results



Sources: Security Communications Association

## Share of Annual Pachislot Machine Sales

Rank	2012			2013			2014			2015			2016		
	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share
1	UNIVERSAL	236,000	17.8%	Sammy	301,575	21.7%	Sammy	207,828	16.8%	UNIVERSAL	165,000	17.0%	Sammy	215,736	24.3%
2	Sammy	202,221	15.3%	UNIVERSAL	215,000	15.5%	UNIVERSAL	205,000	16.6%	Sammy	142,337	14.7%	UNIVERSAL	203,000	22.9%
3	YAMASA	193,000	14.6%	HEIWA/ OLYMPIA	120,000	8.6%	DAITO	128,000	10.4%	HEIWA/ OLYMPIA	113,997	11.8%	KITA DENSHI	90,500	10.2%
4	DAITO	186,000	14.0%	SANKYO	116,291	8.4%	YAMASA	108,000	8.8%	KITA DENSHI	100,000	10.3%	HEIWA/ OLYMPIA	80,953	9.1%
5	KITA DENSHI	110,000	8.3%	DAITO	102,000	7.3%	HEIWA/ OLYMPIA	92,763	7.5%	SANKYO	80,125	8.3%	Enterrise	57,000	6.4%

## Share of Annual Pachinko Machine Sales

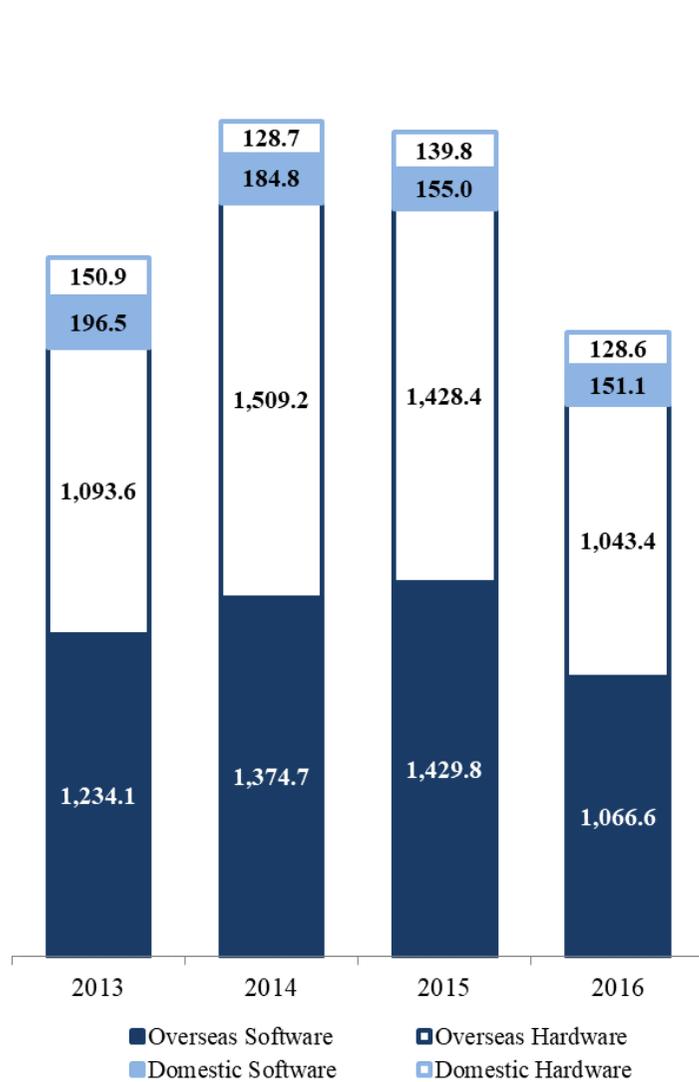
Rank	2012			2013			2014			2015			2016		
	Manufacturer	Units sold	Share												
1	SANYO	544,000	21.8%	KYORAKU	349,000	17.0%	SANYO	330,000	16.3%	Sansci R&D	300,000	15.9%	SANYO	306,000	19.5%
2	KYORAKU	507,000	20.3%	SANYO	315,000	15.4%	SANKYO	329,892	16.3%	SANKYO	296,346	15.7%	Sansci R&D	209,000	13.3%
3	HEIWA/ OLYMPIA	252,000	10.1%	SANKYO	291,967	14.3%	KYORAKU	308,000	15.3%	SANYO	275,000	14.6%	HEIWA/ OLYMPIA	192,761	12.3%
4	Newgin	250,000	10.0%	Sammy	200,225	9.8%	HEIWA/ OLYMPIA	252,103	12.5%	HEIWA/ OLYMPIA	234,616	12.4%	SANKYO	172,954	11.0%
5	Sammy	216,860	8.7%	HEIWA/ OLYMPIA	197,000	9.6%	Sammy	241,425	12.0%	Newgin	220,000	11.7%	Newgin	160,000	10.2%
6	Sammy	199,014	10.5%	Sammy	138,321	8.8%									

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

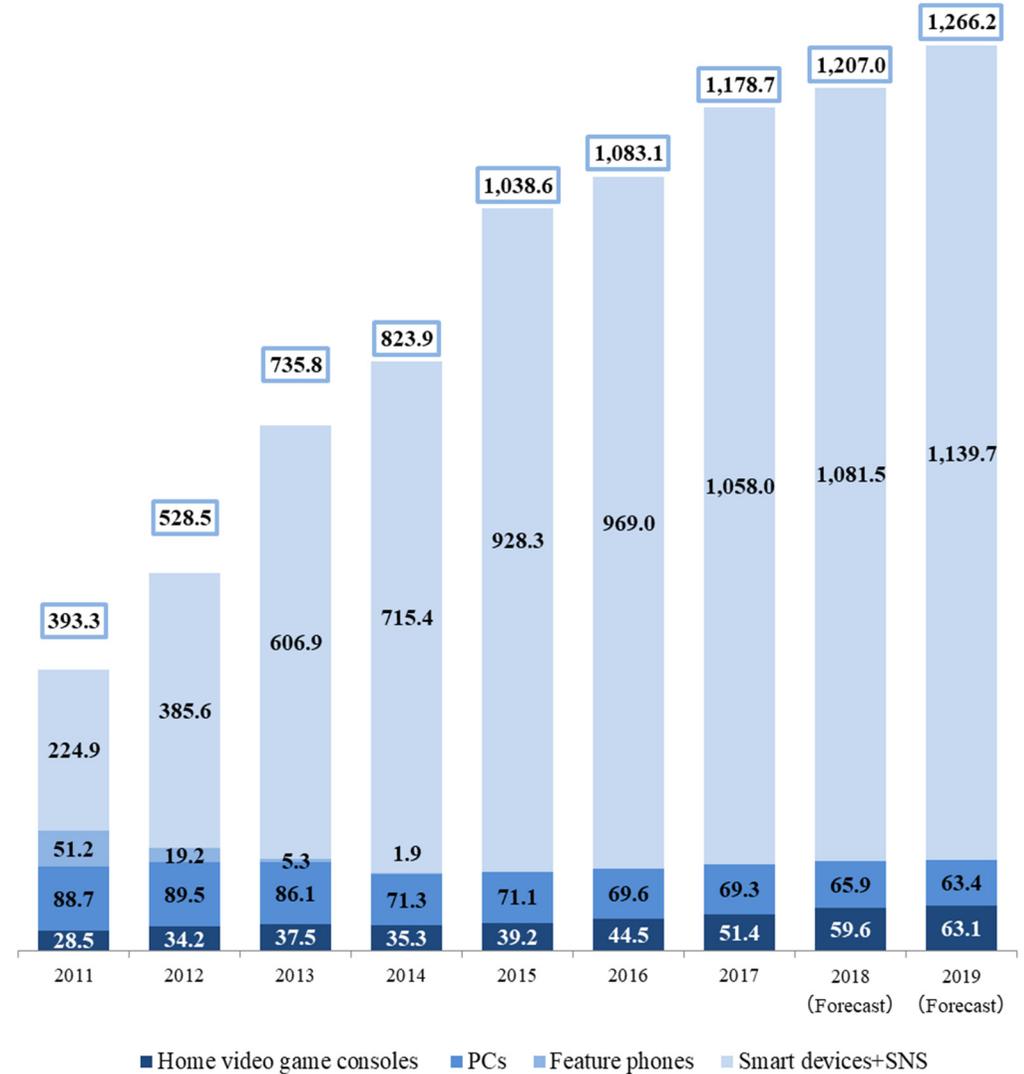
## Home Video Game and Online Game Markets Scale

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



Source: CESA Games White Paper

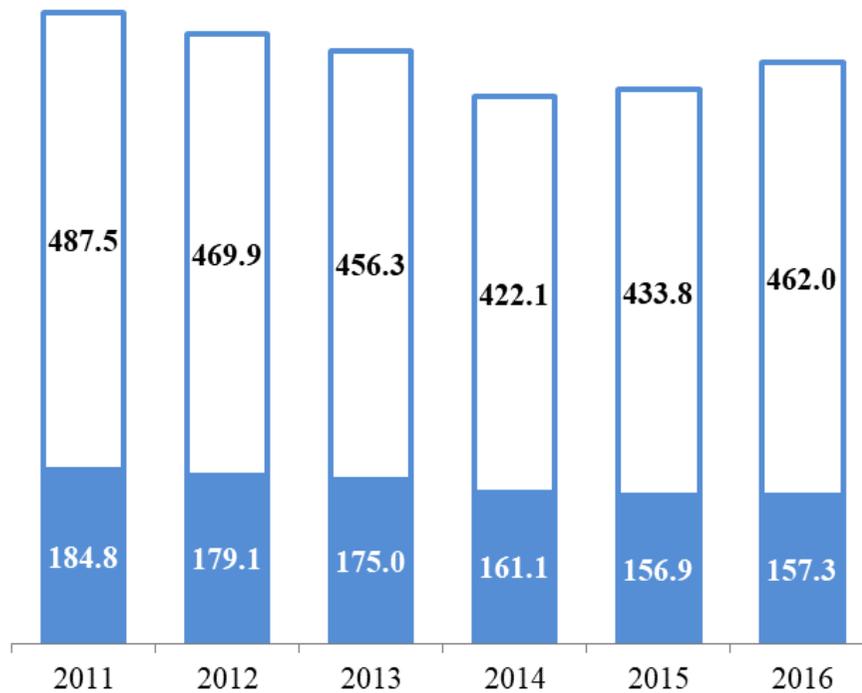
### Japan's Market for Game Content with Network Connectivity (JPY billion)



Source: f-ism

## Amusement Machine and Amusement Center Operations Markets Scale

Amusement Machine / Facilities sales(JPY billion)



■ Amusement Machine Net Sales □ Amusement Facilities Net sales

Number of Amusement Facilities / Amusement Machine unit installed



■ Number of Amusement Facilities (Facilities)  
 ■ Number of Amusement Machine units installed (Units)



■ Number of Amusement Machine units installed per center (Units)

2011 2012 2013 2014 2015 2016 2017

Source: JAIA, National Police Agency

# Past Operating Results (FY Ended March 2015~)

From FY Ended March 2015~

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

([https://www.segasammy.co.jp/english/ir/library/pdf/settlement/2019/e\\_201903\\_1q\\_transition.xls](https://www.segasammy.co.jp/english/ir/library/pdf/settlement/2019/e_201903_1q_transition.xls))

(JPY Billion)		FY Ended March 2015		FY Ended March 2016		FY Ended March 2017				FY Ended March 2018				FY Ending March 2019
		Results Through 2Q	Full Year Results	Results Through 2Q	Full Year Results	Results Through 1Q	Results Through 2Q	Results Through 3Q	Full Year Results	Results Through 1Q	Results Through 2Q	Results Through 3Q	Results Through 4Q	Results Through 1Q
Breakdown	Net Sales	158.1	366.8	154.3	347.9	70.6	169.5	285.7	366.9	107.2	194.7	260.8	323.6	68.8
	Pachislot and Pachinko Machines	61.1	152.1	56.6[60.9]*	132.7[141.0]*	21.2	64.9	119.7	148.2	54.9	88.3	95.4	105.6	21.5
	Entertainment Contents	90.3	199.6	90.2[85.9]*	198.8[190.5]*	46.7	97.8	155.4	205.7	50.2	101.5	157.9	208.0	45.0
	Resort	6.6	14.9	7.4	16.3	2.6	6.7	10.5	13.0	2.0	4.7	7.3	9.9	2.3
Breakdown	Operating Income	2.7	17.4	5.7	17.6	3.0	15.3	35.0	29.5	16.6	26.8	25.6	17.7	0.9
	Pachislot and Pachinko Machines	7.0	25.7	8.5[8.4]*	21.5[20.9]*	0.3	10.6	25.8	26.3	15.1	21.4	15.1	11.9	1.7
	Entertainment Contents	0.6	0.0	1.5[1.7]*	3.6[4.2]*	4.9	9.1	15.3	11.1	3.7	10.1	17.2	14.8	1.6
	Resort	-1.4	-2.3	-1.2	-1.8	-0.8	-1.3	-1.8	-2.2	-0.7	-1.2	-1.8	-2.5	-0.6
	Other / Elimination	-3.5	-6.0	-3.1[-3.2]*	-5.7	-1.4	-3.1	-4.3	-5.7	-1.5	-3.4	-4.9	-6.5	-1.8
	Operating Margin	1.7%	4.7%	3.7%	5.1%	4.2%	9.0%	12.3%	8.0%	15.5%	13.8%	9.8%	5.5%	1.3%
	Ordinary Income	2.6	16.8	5.8	16.4	2.9	15.4	35.3	28.5	16.2	25.2	24.3	14.5	0.6
	Ordinary Income Margin	1.6%	4.6%	3.8%	4.7%	4.1%	9.1%	12.4%	7.8%	15.1%	12.9%	9.3%	4.5%	0.9%
	Profit attributable to owners of parent	-2.8	-11.3	0.9	5.3	4.1	24.2	36.5	27.6	11.5	17.7	13.7	8.9	0.3
	Net Income Margin	-	-	0.6%	1.5%	5.8%	14.3%	12.8%	7.5%	10.7%	9.1%	5.3%	2.8%	0.4%
	ROA	—	-2.2%	—	1.0%	—	—	—	5.2%	—	—	—	1.8%	—
	ROE	—	-3.4%	—	1.8%	—	—	—	9.2%	—	—	—	2.9%	—
	Equity Ratio	—	60.0%	—	55.3%	—	—	—	59.0%	—	—	—	65.0%	—
	Cash flows to interest bearing debt ratio	—	301.9%	—	798.8%	—	—	—	178.6%	—	—	—	334.7%	—
	Interest coverage ratio	—	45.2 times	—	19.1 times	—	—	—	61.4 times	—	—	—	36.5 times	—
	R&D expense / content production expense	28.4	67.6	24.7	58.0	13.9	31.7	48.8	67.1	15.3	30.7	45.5	62.0	14.1
	Cap-ex	14.7	28.7	12.5	28.0	6.1	13.8	20.8	27.0	5.0	10.3	16.2	24.1	6.4
	Depreciation	8.1	17.6	8.2	16.6	3.9	7.6	12.0	16.3	4.2	8.2	12.2	16.2	3.9
	Advertising	10.0	19.1	9.3	17.9	3.1	7.6	11.2	14.8	3.2	7.8	11.7	15.4	3.3
	# of pachislot titles	4 titles	6 titles	2 titles	7 titles	2 titles	3 titles	6 titles	10 titles	3 titles	8 titles	8 titles	9 titles	1 title
	Unit sales	93,045 units	207,830 units	70,260 units	142,337 units	29,902 units	81,895 units	169,827 units	215,736 units	25,440 units	75,380 units	75,590 units	85,041 units	9,073 units
	# of pachinko titles	5 titles	10 titles	6 titles	8 titles	1 title	3 titles	6 titles	9 titles	2 titles	4 titles	5 titles	5 titles	1 title
	Unit sales	82,955 units	241,425 units	79,604 units	199,014 units	20,525 units	75,542 units	111,104 units	138,321 units	97,499 units	119,312 units	129,778 units	140,013 units	40,997 units
	Same Store Sales Comparisons	98.7%	100.1%	102.2%	103.1%	111.2%	110.8%	110.3%	108.5%	100.1%	101.5%	102.1%	101.9%	104.2%
	Domestic Facilities	198 facilities	198 facilities	198 facilities	194 facilities	193 facilities	189 facilities	190 facilities	191 facilities	190 facilities	189 facilities	191 facilities	189 facilities	189 facilities
	# of game software titles	6 titles	30 titles	12 titles	29 titles	9 titles	21 titles	33 titles	42 titles	6 titles	16 titles	27 titles	38 titles	5 titles
	Sales (Thousand units)	4,100	12,280	3,280	9,220	2,410	4,650	8,130	10,280	4,560	8,650	14,280	17,330	5,700

\*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 for FY ended March 2017.

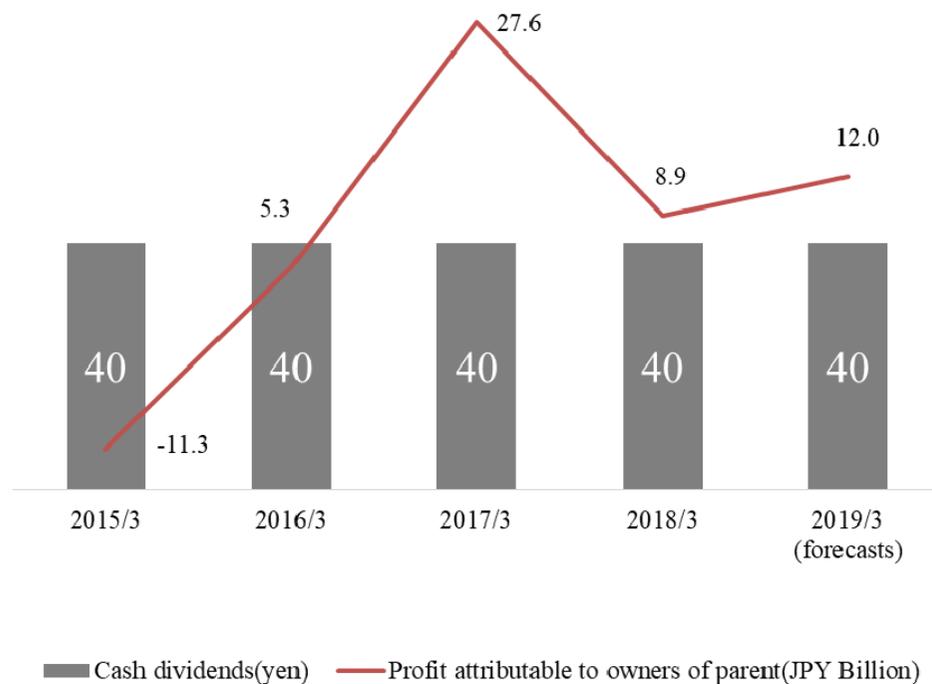
\*Numbers shown in parentheses for FY 2016 results are retroactively adjusted values of estimates after changing the breakdown.

\*Added the number of titles in Asia from FY March 2017

No. of shares held	Details of benefits (Annual)	
1 unit (100 shares) or more	¥2,000 UFO Catcher voucher that can be used at Sega Game Centers across Japan	—
10 units (1,000 shares) or more		¥20,000 voucher that can be used at Phoenix Seagaia Resort (Miyazaki)

## Introduction of Shareholder Benefits

To encourage shareholders to experience our services and hold our shares in the long term



## Dividend Policy

Continue to pay an annual dividend of ¥40

## Company Profile

(As of March 31, 2018)

<b>Company Name</b>	SEGA SAMMY HOLDINGS INC.
<b>Address</b>	Sumitomo Fudosan Osaki Garden Tower, 1-1-1 (After August 6, 2018) Nishi-Shinagawa, Shinagawa-ku, Tokyo
<b>Established</b>	October 1, 2004
<b>Capital</b>	¥29.9 billion
<b>Number of Employees</b>	7,726 (Consolidated)
<b>Stock Exchange</b>	Tokyo Stock Exchange (Stock Code : 6460)

### Managements

(As of June 22, 2018)

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

## Information on Outstanding Shares

(As of March 31, 2018)

<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>	80,330

### ■ Principal Shareholders

Name of Shareholder	Shares Held	Shareholding Ratio (%)
HS Company	35,308,000	13.26
SEGA SAMMY HOLDINGS INC.	31,850,504	11.96
FSC Co., Ltd.	13,562,840	5.09
Japan Trustee Services Bank, Ltd. (Trust account)	10,754,900	4.03
Hajime Satomi	7,721,338	2.90

### ■ Distribution of Shareholders

Financial Institutions	14.96%
Securities Companies	1.83%
Other Companies	21.13%
Foreign Institutions and Individuals	28.07%
Japanese Individuals and Other	22.05%
Treasury Stock	11.96%

\*Including the number of share less than 1 unit



<https://www.segasammy.co.jp/english/ir/>

Please visit below websites for products and service information.

<https://www.segasammy.co.jp/english/pr/corp/group/list.html>

(SegaSammy Group Website list)

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