

Fiscal Year Ending March 2007 3rd Quarter Results

February 7th, 2007 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 2007 3rd Quarter Results

Highlights	3	
Condensed Consolidated Inco	me Statement	4
Segment Information		5
Consolidated Balance Sheet		6
Results by Segment		7
 Pachinko • Pachislot 	7	
– Pachislot	8	
– Pachinko	9	
 Amusement Machines 	10	
 Amusement Facilities 	12	
 Consumer Business 	14	
Results of Listed Subsidiaries	5	17
Appendix		20



Highlights

Revenue and Profits Net Sales: 404.2 Billion Yen, Operating Income: 75.1 Billion Yen

Strong Pachislot Sales, Solid results in Amusement Machines
 Pachinko Pachislot: Pachislot remains strong, Pachinko fails to meet plans
 AM Machines: Domestic sales solid, overseas below plan
 AM Facilities: Same stores below prior year, Kids Cards below plan
 Solid Christmas season sales

Corporate Action

•Formation of a strategic alliance with Sanrio (December 25th, 2006)



Condensed Consolidated Income Statement

	FY 2	2006	FY 2007				
	3Q	FY	3Q R	esults	FY]	Plan	
(JPY Billions)	Results	Results		Versus Prior Period		Versus Prior Period	
Net Revenue	420.8	553.2	404.2	-3.9%	580.0	+4.8%	
Operating Income	101.2	119.1	75.1	-25.7%	97.5	-18.1%	
Ordinary Income	101.1	119.5	77.4	-23.4%	100.0	-16.3%	
Net Income	63.4	66.2	49.3	-22.2%	60.0	-9.3%	

FY 2007 EPS through 3rd Quarter: 195.78 Yen



Segment Information

	_		006	FY 2007			
				3Q R	3Q Results		FY Plan
	(JPY Billions)	3Q Results	FY Results		Versus Prior Period		Versus Prior Period
	Net Sales	420.8	553.2	404.2	-3.9%	580.0	+4.8%
	Pachinko Pachislot	212.0	265.6	177.7	-16.2%	226.0	-14.9%
Break-	Amusement Machines	54.1	71.5	52.2	-3.5%	84.0	+17.4%
down	Amusement Facilities	77.8	106.2	78.4	+0.7%	125.0	+17.7%
	Consumer	61.9	90.3	82.2	+32.8%	123.0	+36.2%
	Other	14.7	19.4	13.5	-8.3%	22.0	+13.4%
Op	perating Income	101.2	119.1	75.1	-25.7%	97.5	-18.1%
	Pachinko Pachislot	82.6	99.8	69.6	-15.7%	78.5	-21.3%
	Amusement Machines	10.5	12.1	9.3	-11.4%	12.5	+3.3%
Break-	Amusement Facilities	8.0	9.2	2.4	-69.1%	12.0	+30.4%
down	Consumer	2.2	1.9	-0.7	-	2.5	+31.5%
	Other	-0.8	-1.7	-0.5	-	0.0	-
	Eliminations	-1.4	-2.3	-5.0	-	-8.0	-



Consolidated Balance Sheet

(JPY Billions)

	Assets	5		Liabilities			
Account	Prior ¹	Current ²	Change	Account	Prior ¹	Current ²	Change
Cash and Equivalents	144.5	123.9	-20.5	Pay ables	62.1	65.2	3.0
Receivables	96.7	87.6	-9.0	Short Term Loans	8.3	7.5	-0.8
Marketable Securities	19.4	18.9	-0.5	Other	66.8	51.4	-15.3
Inventories	32.2	38.5	6.3	Total Current Liabilities	137.3	124.2	-13.1
Other	38.3	42.9	4.5	Debt/Long Term Loans	29.2	25.6	-3.5
Total Current Assets	331.3	312.1	-19.2	Other	20.3	20.3	-
Tangible Fixed Assets	82.6	92.6	9.9	Total Long Term Liabilities	49.5	46.0	-3.5
Intangible Fixed Assets	16.7	29.9	13.2	Total Liabilities	186.9	170.2	-16.6
Investment Securities	59.9	65.9	6.0	Shareholder's Equity	321.1	354.5	33.3
Other	32.2	37.4	5.1	Valuation and Translation Adjustments	-4.5	-8.7	-4.1
				Share Purchase Rights	-	0.2	0.2
				M inority Interest	19.3	21.7	2.3
Total Fixed Assets	191.5	225.9	34.3	34.3 Net Assets		367.7	31.7
Total Assets	522.9	538.0	15.1	15.1 Total Net Assets and Liabilities		538.0	15.1

Equity Ratio as of 3Q End: 64.3%

¹Prior refers to balances as of March 31st, 2006

²Current refers to balances as of December 31st, 2006



Segment Results : Pachinko Pachislot

3rd Quarter Results: Pachislot

■ "Spiderman 2" sales of about 28k (38k shipped through 4Q) ⇒Top class results among new reg machines

- Rising level of Reg 5 untilization and installations
- Old regulation machine Hokuto no Ken SE totals 340k units

3rd Quarter Results: Pachinko

- CR Salaryman Kintaro」 exceeds sales expectations at 28k units
- All other titles have underperformed below expectation
- Revamping development process and introducing outside evaluation into the process
 - ⇒Expect an increase in quality going forward



Pachislot Results

3Q Results

	FY 2006		06 FY 2007			
JPY Billions	20 Doculto	EV Doculto	3 Q	Results	Full Year Plan	
JI I DIIIOIIS	SQ Results	F I Kesults		Versus Prior Period		Versus Prior Period
Net Sales	212.0	265.6	177.7	-16.2%	226.0	-14.9%
Pachislot	144.2	189.4	145.3	0.8%	157.5	-16.8%
Pachinko/Jankyu	60.0	67.0	25.0	-58.3%	59.0	-11.9%
Peripherals and Other	7.8	9.2	7.4	-5.1%	9.5	+3.2%
Operating Profit	82.6	99.8	69.6	-15.7%	78.5	-21.3%
Operating Margin	38.9%	37.5%	39.1%	+0.2 Points	34.7%	-2.8 Points

Sales Breakdown

Duond	FY 2	006	FY 2007		
Brand	3Q Results	FY Results	3Q Results	FY Plan	
	4 Titles	6 Titles	3 Titles	5 Titles	
🍓 Sammy	280,571 Units	312,865 Units	380,870 Units	415,000 Units	
RDDED	1 Title	4 Titles	2 Titles	5 Titles	
lianea	52,778 Units	159,123 Units	29,590 Units	69,000 Units	
	-	-	-	1 Title	
GINZA	-	-	-	10,000 Units	
Unit Supply	4 Titles	4 Titles	5 Titles	9 Titles	
Unit Supply	132,105 Units	135,118 Units	22,131 Units	30,000 Units	
Total	9 Titles	14 Titles	10 Titles	20 Titles	
Total	465,454 Units	607,106 Units	432,591 Units	524,000 Units	

Top Sellers

Brand	Title	3Q Accumulated Sales Results	Installed From
Sammy	Hokuto no Ken SE	340,628	July
	Spiderman 2	28,167	October
RODEO	Ore no Sora	25,048	Prior FY
KUDEU	Dokaben	4,538	December
Unit Supply	Kaido Ou (Aristocrat) Taiho Shichauzo (IGT) and others	22,131	-

* Number of titles refers to new machines starting sales in the referenced period. Exception: Rodeo title Ore no Sora has been included as a title despite beginning sales in the 4^{th} quarter of the prior fiscal year

* Unit Supply includes supply of parts to partner brands such as Aristocrat and IGT



Pachinko Results

3Q Results

	FY 2006		2006 FY 2007				
			3Q Res	sults	Full Y	ear Plan	
JPY Billions	3Q Results	FY Results		Versus Prior Period		Versus Prior Period	
Net Sales	212.0	265.6	177.7	-16.2%	226.0	-14.9%	
Pachislot	144.2	189.4	145.3	0.8%	157.5	-16.8%	
Pachinko/Jankyu	60.0	67.0	25.0	-58.3%	59.0	-11.9%	
Peripherals and Other	7.8	9.2	7.4	-5.1%	9.5	+3.2%	
Operating Profit	82.6	99.8	69.6	-15.7%	78.5	-21.3%	
Operating Margin	38.9%	37.5%	39.1%	+0.2 Points	34.7%	-2.8 Points	

Sales Breakdown

Brand	FY 2	2006	FY 2007		
Бгани	3Q Results	FY Results	3Q Results	FY Plan	
5 Commy	6 Titles	8 Titles	8 Titles	(*)12Titles	
Sammy	259,272Units	288,895Units	99,275Units	234,000Units	
	-	-	3 Titles	5Titles	
GNZA	-	-	19,588 Units	67,000Units	
Total	6 Titles	8 Titles	11 Titles	17Titles	
Totai	259,272Units	288,895Units	118,863 Units	301,000 Units	

Top Sellers

Brand	Title	3Q Accumulated Sales Results	Installed From
	CR Salaryman Kintaro	28,124	November
🈂 Sammy	CR Hokuto no Ken STV	23,211	July
	CR Freddy vs Jason	19,896	May
GINZA	CR Mangetsu no Yoru ni Shotenshitai	12,439	June

(*)1 title of Jankyu is assumed within the Sammy Brand

 (\ast) Number of titles refers to new machines starting sales in the referenced period.



Segment Results : Amusement Machines

3Q Results

Domestic sales remain firm
 "Sangokushi Taisen 2"
 "Amigyo"
 "Revolution" Series

New Title "Let's go JUNGLE!" experiences strong sales

Overseas sales underperform plan



Segment Results : Amusement Machines

3Q Results

		FY 2006		FY 2007			
				3Q Res	sults	Full Yea	r Plan
	JPY Billions	3Q Results	FY Results		Versus Prior Period		Versus Prior Period
	Net Sales	54.1	71.5	52.2	-3.5%	84.0	+17.4%
	Domestic		63.3	46.8	-	69.5	+9.7%
	Overseas		8.1	5.4	-	14.5	+79.0%
0	perating Profit	10.5	12.1	9.3	-11.4%	12.5	+3.3%
(Operating Margin	19.4%	17.0%	17.8%	-1.6 Points	14.8%	-2.1 Points

Main Titles

Key 3Q Titles	Results
Sangokushi Taisen 2	Cards: 50,521 Cartons
Star Horse 2 Second Fusion	Body: 10 Units Body CVT Kit*: 641 Units Satellite: 120 Units Satellite CVT Kit*: 7,464 Units
Amigyo	Body: 620 Units
Let's Go JUNGLE!	Body: 675 Units

*CVT Kit is an upgrade kit



Segment Results : Amusement Facilities

3Q Results : Facility Operations

■ 3Q Same store sales comps negative

 \Rightarrow YTD same store sales comps -1.9%

Total revenue rises as a result of consolidation of TMS Entertainment from 2006 2H. (*)TMS Facilities:26 (as of 12/2206)

3Q Results : Kids Cards

Kids card sales fall below plan

<Fiscal YTD (April~December 2006)Card Sales> Mushiking : 63 Million Love and Berry : 102 Million Dinosaur King : 19 Million



3Q ResultsSegment Results : Amusement Facilities

FY 2006			FY 2007				
			3Q R	3Q Results		ear Plan	
JPY Billions	3Q Results	FY Results		Versus Prior Period		Versus Prior Period	
Net Sales	77.8	106.2	78.4	+0.7%	125.0	+17.7%	
Overseas Facilities		6.1	6.8	-	8.7	+42.6%	
Operating Income	8.0	9.2	2.4	-69.1%	12.0	+30.4%	
Operating Margin	10.2%	8.7%	3.0%	-7.2 Points	9.6%	+1.0 Point	
AM Facilities Depreciation	11.6	17.1	129	+10.9%	18.5	+8.1%	
AM Facilities Capex	16.6	25.3	161	-3.1%	19.5	-22.9%	
Sega Same Store Sales Comps(*)	- (+4.2%)	+3.3% (+9.3%)	-1.9% (-0.6%)	- (-10.2 Points)	+3.4%	+0.1 Point -	

(*)Upper same store sales numbers refer to Fiscal YTD, and lower numbers refer to the most recent quarter in the period.

			FY 2	FY 2006		FY 2007			
					3Q R	esults	Full Year Plan		
		3Q Results	FY Results		Versus Prior Period		Versus Prior Period		
		Opened	14	14	17	-	23	-	
Facility Details		Closed	48	52	16	-	14	-	
	Facili	ties At Period End	472	462	463	+1 Facility	471	+9 Facilities	
	Mushi King	Installed Units	11,200 Units	13,400 Units	12,100 Units	-1,300 Units	13,400 Units	±0 units	
~	Witishi Kilig	Accumulated Card Sales	317 Million	350 Million	413 Million	+63 Million	478 Million	+128 Million	
Kids	Louis and Dame:	Installed Units	6,700 Units	7,600 Units	10,300 Units	+2,700 Units	10,800 Units	+3,200 Units	
Cards	Love and Berry	Accumulated Card Sales	91 Million	133 Million	235 Million	+102 Million	316 Million	+183 Million	
×	Dinosaur King	Installed Units	4,650 Units	6,000 Units	7,000 Units	+1,000 Units	7,200 Units	+1,200 Units	
	Dinosaur King	Accumulated Card Sales	20 Million	32 Million	51 Million	+19 Million	70 Million	+38 Million	



Segment Results : Consumer

3Q Results : Entertainment Software

Solid Christmas Season

Domestic: "LOVE AND BERRY Dress up and Dance! ~DS Collection~" (NDS)

1.12 million Units

Ryuga Gotoku 2 (PS2) 550k Units

North America: Sonic the Hedgehog (PS3, XBOX360),

Super Monkey Ball Banana Blitz (Wii)

Catalogue* titles performed well

3Q Results : Network/Others

Network business and various related services delayed
 Toy development subsidiary Sega Toys below plan
 Mobile content and animation businesses firm

(*) Catalogue refers to sales of titles initially brought to market in prior periods



Segment Results : Consumer

3Q Results

		FY 2006		FY 2007			
				3Q Res	sults	Full Ye	ear Plan
	JPY Billions		3Q Results FY Results		Versus Prior Period		Versus Prior Period
Net S	Net Sales		90.3	82.2	+32.8%	123.0	+36.2%
Entertainn	nent Software	36.5	56.2	51.3	+40.5%	77.9	+38.6%
Netwo	ork/Other	25.4	34.1	30.9	+21.6%	45.1	+32.2%
Operating I	ncome	2.2	1.9	-0.7	-	2.5	+31.5%
Operating I	Margin	3.5%	2.1%	-	-	2.0%	-0.1 Point
R&D Costs (Con	sumer only)	11.9	17.8	20.8	+75.4%	26.4	+48.3%
Entortoinmont	Titles	77	122	101	+24 Titles	138	+16 Titles
Entertainment Software	Units (Millions)	11.47	16.40	14.69	+3.22	22.14	+5.74 Million



Segment Results : Consumer

3Q Results

		FY 200)6 3Q	FY 20	007 3Q	Region	Platform		Untis
Sale	Region	Titles	Units (k's)	Titles	Units (k's)	Region	1 Mattor III	3Q Main Titles	(k's)
	Japan 33 3,190 44 4,470 NDS		NDS	LOVE AND BERRY Dress up and Dance! \sim DS Collection \sim	1,120				
Break	US	21	3,950	27	5,690		PS2	Ryu ga Gotoku 2	550
Out	Europe	23	4,330	30	4,530			<playstation 2="" best="" the=""></playstation>	
	Fotal	77	11,470	101	14,690	Japan	PS2	Ryu ga Gotoku	370
		FY 20	006 3Q	FY 2006 3Q			PS2/PSP/NDS	Jissen Pachislo Hishoho ! Hokuto no Ken SE	330
Pl	atform PS2	Titles 28	Units (k's) Titles Units (k's) 3 3,780 26 2,370		PS2/X360/PC	PHANTASY STAR UNIVERSE	270		
	GC	8	1,100	2	150		PS2/XB/GC/PC	Sonic Riders	420
	Xbox	11	1,110	1	10		PS2/XB/GC	Sonic Mega Collection/Plus	410
	PS3	-	-	3	180	North America	Wii	Super Monkey Ball Banana Blitz	350
Break	Wii	-	-	4	580		PS2/XB/GC	Shadow The Hedgehog	350
out	XBOX360	Includin	g XBOX	13	1,330		X360	Sonic The Hedgehog	340
	NDS	9	870	11	1,830				
	PSP	7	930	21	1,340		PC/X360/PSP	Football Manager 2007	770
	GBA	5	850	3	270		PC	Medieval II : Total War	550
	PC	9	1,110	17	1,910	Europe	PC/X360/PSP	Football Manager 2006	260
	Catalogue	-	1,720	-	4,720		NDS	Sonic Rush	250
,	Fotal	77	11,470	101	14,690		X360	Sonic The Hedgehog	210







Results of Listed Subsidiaries (1)

Sammy NetWorks

JPY Billions	Fiscal Yea March		Fiscal Year Ending March 2007		
JI I DIIIOIIS	3Q	FY	3Q	FY Plan	
Net Sales	6.04	8.27	7.07	10.10	
Operating Profit	1.53	2.16	1.79	2.55	
Operating Margin	25.3%	26.1%	25.3%	25.2%	

Sammy Networks

■ Main cell phone site "Sammy 777 Town" enhanced with increased content and the latest applications

■ Introduced Pachinko to the PC site 777Town.net. Also began charging for specific items

■ "muPass" sales of a chip loaded printer by Seiko Epson began in the second half

■ In China, in an environment where regulations continue to tighten, we are redesigning our profit scheme to respond to adherence to the regulations

*Consolidated reporting began in this fiscal year, but for ease of comparison and because impact is limited, non-consolidated numbers are presented

JPY Billions	Fiscal Ye March		Fiscal Year Ending March 2007		
JF I DIMONS	3Q	FY	3Q	FY Plan	
Net Sales	11.92	14.40	12.50	14.60	
Operating Profit	1.21	1.05	0.60	0.30	
Operating Margin	10.1%	7.2%	4.8%	2.0%	

Sega Toys

Net sales rise, but profit decreases: full year revised downward

- · Beena in the edutainment division continues to see strength
- Overseas sales continue to be strong idog
- · Homestar and the family entertainment division strong
- "Grand Pianist" product introduced
 - =>Makes big splash in newspaper and television media
- Girls and boys character related products weak. Well short of plan
- · Content licensing business steady
- For the full year an increase of inventory disposal leads to decreased profits



Results of Listed Subsidiaries (2)

1	
-	

		ear Ended 2006	Fiscal Year Ending March 2007		
JPY Billions	3Q	FY	3Q	FY Plan	
Net Sales	11.28	16.15	9.74	15.89	
Operating Profit	1.14	1.68	0.69	1.79	
Operating Margin	10.1%	10.4%	7.0%	11.2%	

TMS Entertainment

Decrease in sales and profits

- Animation business
- Less income from production of animation
- Secure profits with strong video and TV results

Amusement business

- Strong competition leads to falling sales
- With increased costs of opening stores and acquiring equipment profits fall

🖊 Inter Life

	Fiscal Ye March		Fiscal Year Ending March 2007		
JPY Billions	3Q	FY	3Q	FY Plan	
Net Sales	12.13	16.22	11.27	16.46	
Operating Profit	-0.32	-0.43	-0.41	-0.29	
Operating Margin	-	-	-	-%	

Nissho Interlife

Specialized Construction

Increased building of shopping centers leads to increased demand

Net sales and operating income stable

Comprehensive Construction

Reduced sales due to increased order competition

Gross margin below plan

Operational improvement to reduce operating losses



Appendix



Company Profile

Company Name	Sega Sammy Holdings, Inc.
Head Office	Shiodome Sumitomo Building, 1-9-2 Higashi Shimbashi, Minato-ku, Tokyo 105-0021, Japan
Established	October 1, 2004
Capital	29.9billion
Number of Shares Outstanding	283,229,476 shares

Major Shareholders		Equity	%(Voting)	Sha	reholder	Data
		Shares	, v(+ oung)	Type	% of	% by numbers
1	Hajime Satomi	43,569,338	17.47%	Туре	Shares	of Shareholders
2	Sega Sammy Holdings	31,265,871	-	Financial Institutions	13.3%	6 0.13%
3	The Chase Manhattan Bank, N.A. London	20,548,836	8.24%		15.57	0.1370
4	FSC Co., Ltd.	14,172,840	5.68%	Securities Companies	2.47%	6 0.08%
5	State Street Bank and Trust Company	11,041,165	4.42%	Other Companies	6.93%	6 0.85%
6	Japan Trustee Services Bank, Ltd. (As Trustee)	9,526,900	3.82%	Foreign Institutions	35.11%	6 0.52%
7	The Master Trust Bank of Japan, Ltd. (As Trustee)	8,665,200	3.47%	and Individuals Japanese Individuals	31.16%	
8	State Street Bank and Trust Company 505103	5,803,812	2.32%	and Other	51.10%	0 90.43%
9	The Chase Manhattan Bank, N.A. London Omnibus Account	3,802,247	1.52%	Treasury stock	11.04%	6 0.00%
10	Mellon Bank, N.A> as egent for its client. Mellon Omnibus US Pension	3,205,298	1.28%	Number of Shareholders 96,650		Data as of September 30 th 2006
					,0,050	



Company Profile (Subsidiaries)

Subsidiary	Listed on:	Main operations	Shares held by the Company (Percentage of voting rights)
Sammy NetWorks Co., Ltd.	TSE Mothers Securities code: 3745	<pre> <u> </u></pre>	24,804 shares (56.3%)
SEGA TOYS, LTD.	JASDAQ Securities code: 7842	<a>Consumer> Design, development and sales of toys	11,250,000 shares (52.6%)
	NSE 2 nd Section Securities code: 3585	Consumer • Amusement Facilities ≥ Planning, production, sales and export of animation films, and amusement businesses	22,519,000 shares (53.1%)
NISSHO INTER LIFE CO., LTD.	_	<other></other> Planning, design, management and construction of displays and commercial facilities	7,714,400 shares (51.3%)

(As of March 31, 2006)



Costs and Expenses

	FY 2005	FY	2006	FY 2007		
JPY Billions	FY Results	3Q Results	FY Results	3Q Results	FY Plan	
R&D Costs	41.5	24.5	36.3	39.9	50.9	
Capital Expenditures	32.4	22.9	37.6	31.9	36.9	
Depreciation	17.7	13.7	21.8	19.5	25.6	
Sales and Marketing	11.8	13.9	18.9	16.4	25.3	



Pachinko/Pachislot Market Data

Number of pachinko halls

(Number of pachinko halls with pachinko machines installed includes facilities that combine installations of pachinko machines and pachislot machines.)

	2000	2001	2002	2003	2004	2005
Number of pachinko halls with pachinko machines installed	16,021	15,691	15,255	14,695	13,844	12,913
Number of pachinko halls with pachislot machines installed	967	1,110	1,249	1,381	1,773	2,252
Total	16,988	16,801	16,504	16,076	15,617	15,165

Numbers of pachinko/pachislot machines sold and installed/Market size

			2001	2002	2003	2004	2005	
	Units sold	3,368,839	3,230,489	3,174,079	3,686,677	4,012,901	4,047,427	
Pachinko	Units installed	3,431,130	3,326,583	3,252,241	3,227,239	3,077,537	2,960,939	
	Market size (millions of yen)	568,362	569,129	561,506	672,055	786,413	867,209	
	Units sold	1,134,341	1,290,719	1,501,894	1,842,392	1,675,049	1,804,292	
Pachislot	Units installed	1,323,729	1,459,233	1,606,123	1,660,839	1,887,239	1,936,476	
	Market size (millions of yen)	314,599	351,344	396,566	526,354	524,882	543,049	

Source: National Police Agency (numbers of halls and machines installed) and Yano Research Institute Ltd. (machine sales and market size)



Pachinko/Pachislot Sales Share

	Share of Annual Pachislot Machine Sales											
	2002			2003		2004			2005			
Rank	Manufacturer	Share	Units sold	Manufacturer	Share	Units sold	Manufacturer	Share	Units sold	Manufacturer	Share	Units sold
1	Sammy	31.1	466,501	Sammy	32.1	591,754	Sammy	40.4	676,933	Sammy	33.6	607,106
2	Yamasa	20.0	300,000	Olympia	18.5	340,000	Olympia	16.4	275,000	Daito Giken	13.1	236,000
3	Aruze	19.7	296,481	Aruze	13.6	250,559	Yamasa	9.0	150,000	Olympia	10.4	187,000
4	Olympia	11.7	175,000	Yamasa	11.9	220,000	Daito Giken	7.9	132,000	Yamasa	8.3	150,000
5	Pioneer	3.7	55,000	Daito Giken	4.9	90,000	Aruze	4.6	77,881	SANKYO	6.2	111,659

	Share of Annual Pachinko Machine Sales											
	2002			2003		2004			2005			
Rank	Manufacturer	Share	Units sold	Manufacturer	Share	Units sold	Manufacturer	Share	Units sold	Manufacturer	Share	Units sold
1	Sanyo Bussan	16.4	520,000	Sanyo Bussan	25.2	930,000	Sanyo Bussan	22.9	920,000	Sanyo Bussan	24.7	1,000,000
2	SANKYO	14.8	469,178	SANKYO	16.4	605,589	SANKYO	21.2	849,911	SANKYO	18.3	740,320
3	Heiwa	10.0	318,808	Daiichi	9.5	350,546	Heiwa	8.7	350,184	Kyoraku	9.6	390,000
4	Kyoraku	8.1	257,000	Heiwa	7.1	260,894	Daiichi	7.7	308,173	Newgin	7.9	320,000
5	Daiichi	7.9	250,834	Sammy	6.7	248,533	Newgin	6.9	278,000	Sammy	7.1	288,895
	Sammy	2.6	82,025				Sammy	5.8	233,049			

Source: Yano Research Institute Ltd.



...

Amusement & Game Machines Market Data

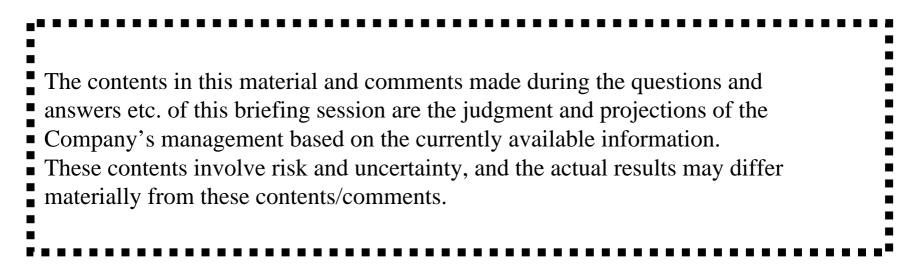
AM machin	AM machines net sales, operations net sales and home videogame related market (hardware & software)						
		FY2001	FY2002	FY2003	FY2004	FY2005	
AM machines net sales		140,802	154,528	177,889	180,550	199,227	
AM facilities operations net sales		590,294	605,521	637,744	649,223	682,458	
Number of amusement centers		12,742 centers	11,499 centers	10,759 centers	10,109 centers	9,515 centers	
	Number of game machine units installed		439,937 units	428,358 units	438,986 units	445,025 units	
Number of game machine units installed per center		35.8 units	38.3 units	39.8 units	43.4 units	46.8 units	
Home videogame	Hardware net sales	998,144	790,767	631,481	425,143	862,163	
	Software net sales	504,233	475,875	437,975	494,840	502,579	

Source: JAMMA, AOU and NSA (net sales figures), and National Police Agency (Figures other than net sales are on a calendar year basis)





[Disclaimer]



Company/product names in this document are trademarks or registered trademarks of the respective companies.