

Appendix of Consolidated Financial Statements
3 Months Ended June 30, 2010

Consolidated Income Statements

| (JPY billion) | | FY 2010 | | | FY 2011 | | | | |
|----------------------------|---------------------------------|--------------------|--------------------|-------------------|--------------------|------------|--------------------------------|--------------------------------|-----------------------|
| | | Results through 1Q | Results through 2Q | Full Year Results | Results through 1Q | YoY Change | Initial Projections through 2Q | Revised Projections through 2Q | Full Year Projections |
| Breakdown | Net Sales | 60.4 | 154.3 | 384.6 | 91.3 | +51.2% | 190.0 | 205.0 | 400.0 |
| | Pachislot and Pachinko Machines | 19.6 | 68.3 | 160.3 | 48.9 | +149.5% | 108.5 | 125.0 | 200.0 |
| | Amusement Machine Sales | 7.8 | 17.9 | 45.1 | 9.7 | +24.4% | 19.0 | 19.5 | 53.0 |
| | Amusement Center Operations | 14.1 | 28.9 | 54.7 | 11.1 | -21.3% | 22.0 | 22.5 | 44.0 |
| | Consumer Business | 18.0 | 37.6 | 121.5 | 20.7 | +15.0% | 39.0 | 36.5 | 100.0 |
| | Other | 0.7 | 1.5 | 2.8 | 0.7 | 0.0% | 1.5 | 1.5 | 3.0 |
| Breakdown | Operating Income | -7.8 | -0.3 | 36.7 | 14.9 | - | 14.5 | 34.0 | 40.0 |
| | Pachislot and Pachinko Machines | -1.0 | 10.8 | 29.5 | 15.1 | - | 20.5 | 39.5 | 35.0 |
| | Amusement Machine Sales | -1.0 | -0.7 | 7.0 | 1.3 | - | 0.1 | 0.6 | 5.5 |
| | Amusement Center Operations | -0.1 | 0.2 | -1.3 | 0.1 | - | -0.7 | -0.2 | -1.5 |
| | Consumer Business | -4.5 | -8.1 | 6.3 | -0.6 | - | -2.0 | -2.5 | 7.0 |
| | Other | 0.1 | 0.2 | 0.3 | 0.0 | - | 0.0 | 0.0 | 0.0 |
| | Eliminations | -1.1 | -2.7 | -5.2 | -1.1 | - | -3.4 | -3.4 | -6.0 |
| | Operating Margin | - | - | 9.5% | 16.3% | - | 7.6% | 16.6% | 10.0% |
| Ordinary Income | -8.0 | -0.7 | 35.9 | 14.6 | - | 14.0 | 33.5 | 39.0 | |
| Ordinary Income Margin | - | - | 9.3% | 16.0% | - | 7.4% | 16.3% | 9.8% | |
| Extraordinary Gain | 0.5 | 1.9 | 3.1 | 0.3 | - | - | - | - | |
| Extraordinary Loss | 1.2 | 2.5 | 11.9 | 1.2 | - | - | - | - | |
| Net Income | -10.2 | -6.3 | 20.2 | 7.0 | - | 5.5 | 17.0 | 22.0 | |
| Net Income Margin | - | - | 5.3% | 7.7% | - | 2.9% | 8.3% | 5.5% | |
| Earning per share (JPY) | -40.86 | -25.10 | 80.46 | 27.93 | - | 21.83 | 67.48 | 87.33 | |
| Net Assets per share (JPY) | 837.05 | 841.80 | 937.80 | 948.47 | - | - | - | - | |

Costs and Expenses

| (JPY billion) | FY 2010 | | | FY 2011 | | | | |
|---------------|--------------------|--------------------|-------------------|--------------------|------------|--------------------------------|--------------------------------|-----------------------|
| | Results through 1Q | Results through 2Q | Full Year Results | Results through 1Q | YoY Change | Initial Projections through 2Q | Revised Projections through 2Q | Full Year Projections |
| R&D expense | 11.8 | 22.9 | 41.5 | 9.5 | -19.5% | 19.5 | - | 43.4 |
| Cap-ex | 2.7 | 6.3 | 16.1 | 3.3 | +22.2% | 10.1 | - | 18.9 |
| Depreciation | 3.5 | 7.3 | 17.1 | 3.4 | -2.9% | 7.5 | - | 17.8 |
| Advertising | 2.7 | 7.8 | 20.7 | 3.3 | +22.2% | 10.1 | - | 19.7 |

Pachislot and Pachinko Machines

| (JPY billion) | | FY 2010 | | | FY 2011 | | | | |
|---------------|---------------------------|--------------------|--------------------|-------------------|--------------------|------------|--------------------------------|--------------------------------|-----------------------|
| | | Results through 1Q | Results through 2Q | Full Year Results | Results through 1Q | YoY Change | Initial Projections through 2Q | Revised Projections through 2Q | Full Year Projections |
| Breakdown | Net Sales | 19.6 | 68.3 | 160.3 | 48.9 | +149.5% | 108.5 | 125.0 | 200.0 |
| | Pachislot | 1.6 | 18.2 | 51.7 | 34.4 | - | 30.5 | - | 63.5 |
| | Pachinko | 16.0 | 47.1 | 103.1 | 13.8 | -13.8% | 75.0 | - | 129.5 |
| | Other | 2.0 | 3.0 | 5.5 | 0.7 | -65.0% | 3.0 | - | 7.0 |
| | Operating Income | -1.0 | 10.8 | 29.5 | 15.1 | - | 20.5 | 39.5 | 35.0 |
| | Operating Income Margin | - | 15.8% | 18.4% | 30.9% | - | 18.9% | 31.6% | 17.5% |
| | Sales in Unit (Pachislot) | 5,111 | 57,038 | 162,932 | 109,621 | - | 100,000 | 180,000 | 210,000 |
| | Sales in Unit (Pachinko) | 53,748 | 167,715 | 360,171 | 49,240 | -8.4% | 230,000 | 200,000 | 410,000 |

《Shipment Data: Pachislot Pachinko》※Number of titles reflects products which began sales in period.

| Pachislot | FY 2010 | | | FY 2011 | | | | Pachislot | | |
|-------------|--------------------|--------------------|-------------------|--------------------|--------------------------------|--------------------------------|-----------------------|-------------------------|-------|------------------------|
| | Results through 1Q | Results through 2Q | Full Year Results | Results through 1Q | Initial Projections through 2Q | Revised Projections through 2Q | Full Year Projections | Title | Brand | Sales (Thousand units) |
| Sammy | 0 title | 3 titles | 6 titles | 1 title | 2 titles | - | 5 titles | Pachislot SOUTEN-NO-KEN | Sammy | 71 |
| | 3,777 units | 53,898 units | 121,677 units | 74,884 units | 50,000 units | - | 115,000 units | | | |
| Rodeo | 0 title | 0 title | 2 titles | 1 title | 2 titles | - | 4 titles | Pachislot Shin Onimusya | Rodeo | 20 |
| | 65 units | 65 units | 29,734 units | 34,485 units | 25,000 units | - | 60,000 units | | | |
| TAIYO ELEC | 0 title | 1 title | 2 titles | 0 title | 2 titles | - | 4 titles | Pachislot GAMERA | Rodeo | 13 |
| | 0 unit | 1,806 units | 9,257 units | 252 units | 25,000 units | - | 35,000 units | | | |
| GINZA | 0 title | 0 title | 0 title | - | - | - | - | | | |
| | 27 units | 27 units | 27 units | - | - | - | - | | | |
| Unit Supply | 1 title | 1 title | 2 titles | - | - | - | - | | | |
| | 1,242 units | 1,242 units | 2,237 units | - | - | - | - | | | |
| Total | 1 title | 5 titles | 12 titles | 2 titles | 6 titles | - | 13 titles | | | |
| | 5,111 units | 57,038 units | 162,932 units | 109,621 units | 100,000 units | 180,000 units | 210,000 units | | | |

*Unit Supply includes the supply of parts to other makers

| Pachinko | FY 2010 | | | FY 2011 | | | | Pachinko | | |
|--------------|--------------------|--------------------|-------------------|--------------------|--------------------------------|--------------------------------|-----------------------|---------------------------|------------|------------------------|
| | Results through 1Q | Results through 2Q | Full Year Results | Results through 1Q | Initial Projections through 2Q | Revised Projections through 2Q | Full Year Projections | Title | Brand | Sales (Thousand units) |
| Sammy | 1 title | 4 titles | 6 titles | 5 titles | 3 titles | - | 6 titles | Dejihane CR SOUTEN-NO-KEN | Sammy | 16 |
| | 19,263 units | 105,764 units | 274,578 units | 35,774 units | 190,000 units | - | 320,000 units | | | |
| TAIYO ELEC | 1 title | 3 titles | 6 titles | 1 title | 3 titles | - | 6 titles | CR Cinderella Boy 2 | TAIYO ELEC | 11 |
| | 34,248 units | 48,653 units | 72,295 units | 13,466 units | 40,000 units | - | 90,000 units | | | |
| GINZA | 0 title | 1 title | 1 title | - | - | - | - | Pachinko CR Club Moon | Sammy | 10 |
| | 237 units | 13,298 units | 13,298 units | - | - | - | - | | | |
| Total | 2 titles | 8 titles | 13 titles | 6 titles | 6 titles | - | 12 titles | | | |
| | 53,748 units | 167,715 units | 360,171 units | 49,240 units | 230,000 units | 200,000 units | 410,000 units | | | |
| Board+ Frame | 38,278 units | 58,504 units | 111,140 units | 10,541 units | 170,000 units | - | 285,400 units | | | |
| Board | 15,470 units | 109,211 units | 249,031 units | 38,699 units | 60,000 units | - | 124,600 units | | | |

Amusement Machines Sales

| (JPY billion) | | FY 2010 | | | FY 2011 | | | | |
|---------------|-------------------------|--------------------|--------------------|-------------------|--------------------|------------|--------------------------------|--------------------------------|-----------------------|
| | | Results through 1Q | Results through 2Q | Full Year Results | Results through 1Q | YoY Change | Initial Projections through 2Q | Revised Projections through 2Q | Full Year Projections |
| Breakdown | Net Sales | 7.8 | 17.9 | 45.1 | 9.7 | +24.4% | 19.0 | 19.5 | 53.0 |
| | Domestic | 6.3 | 14.8 | 38.9 | 8.7 | +38.1% | 16.3 | - | 43.3 |
| | Overseas | 1.5 | 3.1 | 6.2 | 1.0 | -33.3% | 2.7 | - | 9.7 |
| | Operating Income | -1.0 | -0.7 | 7.0 | 1.3 | - | 0.1 | 0.6 | 5.5 |
| | Operating Income Margin | - | - | 15.5% | 13.4% | - | 0.5% | 3.1% | 10.4% |
| | R&D expense | 2.2 | 4.3 | 7.8 | 1.8 | -18.2% | 3.5 | - | 8.5 |

*The kids card game business, which had been included in the amusement facilities segment, was transferred to the amusement machine segment starting from the plan for fiscal year ending March 31, 2011.

《Major Titles: Amusement Machines》

| Title | | Sales |
|--|-------------------|--------------|
| SANGOKUSHI WAR 3 Series | Trading Card Game | ¥1.5 billion |
| BORDER BREAK | Video Game | ¥0.6 billion |
| WORLD CLUB Champion Football Intercontinental Clubs Series | Trading Card Game | ¥0.5 billion |

*Sales figures include consumable sales such as cards and sales of revenue share model machine according to utilization.

Amusement Center Operations

| (JPY billion) | | FY 2010 | | | FY 2011 | | | | |
|-----------------------------------|--------------|--------------------|--------------------|-------------------|--------------------|----------------|--------------------------------|--------------------------------|-----------------------|
| | | Results through 1Q | Results through 2Q | Full Year Results | Results through 1Q | YoY Change | Initial Projections through 2Q | Revised Projections through 2Q | Full Year Projections |
| Net Sales | | 14.1 | 28.9 | 54.7 | 11.1 | -21.3% | 22.0 | 22.5 | 44.0 |
| (Overseas) | | 1.5 | 2.8 | 5.4 | 0.8 | -46.7% | 1.6 | - | 3.3 |
| Operating Income | | -0.1 | 0.2 | -1.3 | 0.1 | - | -0.7 | -0.2 | -1.5 |
| Operating Income Margin | | - | 0.7% | - | 0.9% | - | - | - | - |
| SEGA Same Store Sales Comparisons | | 96.0% | 92.3% | 91.7% | 97.2% | - | 91.7% | - | 95.8% |
| Domestic Facilities | | 298 facilities | 277 facilities | 260 facilities | 255 facilities | - | 249 facilities | - | 248 facilities |
| Breakdown | SEGA | Opened | 1 facility | 1 facility | 4 facilities | 0 facility | 2 facilities | - | 3 facilities |
| | | Closed | 24 facilities | 44 facilities | 61 facilities | 5 facilities | 12 facilities | - | 13 facilities |
| | | Total | 251 facilities | 231 facilities | 217 facilities | 212 facilities | 207 facilities | - | 207 facilities |
| | (*)Bee / TMS | Opened | 0 facility | 0 facility | 0 facility | 1 facility | 1 facility | - | 2 facilities |
| | | Closed | 1 facility | 2 facilities | 5 facilities | 1 facility | 2 facilities | - | 4 facilities |
| | | Total | 47 facilities | 46 facilities | 43 facilities | 43 facilities | 42 facilities | - | 41 facilities |
| Overseas Facilities | | 21 facilities | 21 facilities | 14 facilities | 11 facilities | - | 13 facilities | - | 13 facilities |
| Cap-ex | | 1.1 | 2.5 | 7.7 | 0.5 | -54.5% | 2.2 | - | 6.6 |
| Depreciation | | 1.6 | 3.4 | 8.2 | 1.2 | -25.0% | 2.8 | - | 6.9 |

*The kids card game business, which had been included in the amusement facilities segment, was transferred to the amusement machine segment starting from the fiscal year ending March 31, 2011.

**“Bee” is an entertainment facility (Darts bar) produced by SEGA Bee LINK Co., LTD

《SEGA Same Store Sales Comparisons》

| FY 2011 | | | | | | |
|---------|-------|-------|--------------------|--------------------------------|--------------------------------|-----------------------|
| April | May | June | Results through 1Q | Initial Projections through 2Q | Revised Projections through 2Q | Full Year Projections |
| 97.9% | 95.0% | 99.0% | 97.2% | 91.7% | — | 95.8% |

| FY 2010 | | | | | | | | | | | | | | | |
|---------|-------|-------|--------------------|-------|--------|-----------|--------------------|---------|----------|----------|--------------------|---------|----------|-------|-------------------|
| April | May | June | Results through 1Q | July | August | September | Results through 2Q | October | November | December | Results through 3Q | January | February | March | Full Year Results |
| 95.6% | 98.8% | 93.0% | 96.0% | 92.0% | 88.3% | 86.0% | 92.3% | 85.2% | 88.0% | 93.6% | 91.3% | 96.6% | 89.4% | 92.6% | 91.7% |

Consumer Business

| (JPY billion) | FY 2010 | | | FY 2011 | | | | |
|----------------------------|--------------------|--------------------|-------------------|--------------------|------------|--------------------------------|--------------------------------|-----------------------|
| | Results through 1Q | Results through 2Q | Full Year Results | Results through 1Q | YoY Change | Initial Projections through 2Q | Revised Projections through 2Q | Full Year Projections |
| Net Sales | 18.0 | 37.6 | 121.5 | 20.7 | +15.0% | 39.0 | 36.5 | 100.0 |
| Breakdown | | | | | | | | |
| Home Video Game Software | 8.3 | 15.7 | 77.5 | 10.6 | +27.7% | 19.7 | - | 52.9 |
| Network / Other | 9.7 | 21.9 | 44.0 | 10.1 | +4.1% | 19.3 | - | 47.1 |
| Operating Income | -4.5 | -8.1 | 6.3 | -0.6 | - | -2.0 | -2.5 | 7.0 |
| Operating Margin | - | - | 5.2% | - | - | - | - | 7.0% |
| Sales in Units (Thousands) | 2,650 | 5,400 | 26,750 | 3,290 | +24.2% | 6,320 | 5,000 | 16,960 |
| R&D expense | 5.8 | 11.2 | 19.6 | 4.4 | -24.1% | 7.3 | - | 18.1 |

《Shipment Data: Home Video Game Software》 *Number of titles reflects products which began sales in the period (Number of titles by platform in based on SKU).

| Breakdown by Region | FY 2010 | | | | | | FY 2011 | | | | | | | |
|---------------------|--------------------|------------------------|--------------------|------------------------|-------------------|------------------------|--------------------|------------------------|--------------------------------|------------------------|--------------------------------|------------------------|-----------------------|------------------------|
| | Results through 1Q | | Results through 2Q | | Full Year Results | | Results through 1Q | | Initial Projections through 2Q | | Revised projections through 2Q | | Full Year Projections | |
| | # of titles (SKU) | Sales (Thousand units) | # of titles (SKU) | Sales (Thousand units) | # of titles (SKU) | Sales (Thousand units) | # of titles (SKU) | Sales (Thousand units) | # of titles (SKU) | Sales (Thousand units) | # of titles (SKU) | Sales (Thousand units) | # of titles (SKU) | Sales (Thousand units) |
| Japan / Other | 4 (4) | 530 | 8 (8) | 1,090 | 17 (21) | 3,820 | 1 (1) | 270 | 5 (5) | 970 | - | 980 | 18 (20) | 3,380 |
| US | 3 (6) | 990 | 8 (12) | 2,300 | 24 (40) | 10,550 | 3 (9) | 1,680 | 6 (12) | 3,060 | - | 2,130 | 17 (25) | 6,290 |
| Europe | 4 (7) | 1,120 | 7 (10) | 2,000 | 25 (44) | 12,380 | 3 (9) | 1,330 | 9 (15) | 2,290 | - | 1,890 | 21 (30) | 7,280 |
| Total | 11 (17) | 2,650 | 23 (30) | 5,400 | 66 (105) | 26,750 | 7 (19) | 3,290 | 20 (32) | 6,320 | - | 5,000 | 56 (75) | 16,960 |

| Breakdown by Platform | FY 2010 | | | | | | FY 2011 | | | | | | | |
|-----------------------|--------------------|------------------------|--------------------|------------------------|-------------------|------------------------|--------------------|------------------------|--------------------------------|------------------------|--------------------------------|------------------------|-----------------------|------------------------|
| | Results through 1Q | | Results through 2Q | | Full Year Results | | Results through 1Q | | Initial Projections through 2Q | | Revised Projections through 2Q | | Full Year Projections | |
| | # of titles (SKU) | Sales (Thousand units) | # of titles (SKU) | Sales (Thousand units) | # of titles (SKU) | Sales (Thousand units) | # of titles (SKU) | Sales (Thousand units) | # of titles (SKU) | Sales (Thousand units) | # of titles (SKU) | Sales (Thousand units) | # of titles (SKU) | Sales (Thousand units) |
| PS3 | 2 | 310 | 2 | 350 | 20 | 3,560 | 4 | 590 | 4 | 970 | - | - | 11 | 2,520 |
| Wii | 6 | 550 | 11 | 1,100 | 23 | 5,740 | 4 | 260 | 6 | 470 | - | - | 11 | 1,550 |
| Xbox360 | 2 | 200 | 2 | 210 | 16 | 2,300 | 4 | 560 | 4 | 1,050 | - | - | 15 | 2,660 |
| NDS | 3 | 180 | 9 | 620 | 24 | 4,290 | 3 | 320 | 4 | 480 | - | - | 10 | 1,570 |
| PSP | 2 | 110 | 2 | 210 | 8 | 1,310 | 2 | 160 | 9 | 930 | - | - | 14 | 1,930 |
| PC | 2 | 20 | 4 | 40 | 14 | 1,490 | 2 | 90 | 5 | 260 | - | - | 14 | 1,900 |
| Catalogue | - | 1,260 | - | 2,850 | - | 8,040 | - | 1,290 | - | 2,140 | - | - | - | 4,790 |
| Total | 17 | 2,650 | 30 | 5,400 | 105 | 26,750 | 19 | 3,290 | 32 | 6,320 | - | 5,000 | 75 | 16,960 |

《Major Titles》

| Titles | Region | Platform | Sales (Thousand units) |
|----------------|------------|-----------------------------|------------------------|
| IRON MAN 2 | Europe/ US | PS3, Xbox360, Wii, PSP, NDS | 1,120 |
| Alpha Protocol | Europe/ US | PS3, Xbox360, PC | 700 |

*The contents in 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 the currently available information. These contents involve risk and uncertainty, and the actual results may differ materially from these contents/comments.