

New segment 【FY2024/3-】

■ Profit and Loss

(Billion yen)		FY2024/3*		FY2025/3		FY2024/3*		FY2025/3	
		Q1	Q2	Q1	Q2	Thru Q2	Full Year	Thru Q2	Full Year Forecast
Entertainment Contents	Sales	54.1	67.6	72.5	69.2	121.7	319.8	141.7	335.0
	Consumer	34.0	44.4	51.3	44.3	78.4	224.0	95.6	235.0
	Animation	4.6	5.6	5.9	5.3	10.2	23.9	11.2	23.5
	AM* & TOY	15.4	17.6	15.3	19.5	33.0	71.8	34.8	76.5
	Operating Income	4.3	3.6	11.8	6.9	7.9	29.9	18.7	38.0
	Consumer	2.5	0.6	8.9	3.5	3.1	21.9	12.4	27.5
	Animation	0.9	1.8	2.4	1.9	2.7	5.6	4.3	4.5
	AM* & TOY	0.8	1.2	0.5	1.3	2.0	2.3	1.8	6.0
	Non-operating income	0.3	1.2	1.1	0.6	1.5	2.5	1.7	3.5
	Non-operating expenses	0.3	0.0	0.4	1.7	0.3	1.6	2.1	1.5
Ordinary Income	4.4	4.7	12.5	5.8	9.1	30.8	18.3	40.0	
Adjusted EBITDA	5.0	-2.3	15.7	2.9	2.7	22.0	18.6	50.0	
Pachislot & Pachinko	Sales	50.5	42.0	28.8	35.9	92.5	133.2	64.7	105.0
	Pachislot	31.5	33.1	17.4	10.8	64.6	88.7	28.2	49.6
	Pachinko	16.4	7.1	9.0	22.4	23.5	35.5	31.4	46.4
	Other / Elimination	2.6	1.8	2.4	2.7	4.4	9.0	5.1	9.0
	Operating Income	21.6	17.5	10.5	10.7	39.1	41.6	21.2	23.0
	Non-operating income	0.1	0.1	0.2	0.1	0.2	0.4	0.3	0.5
	Non-operating expenses	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
	Ordinary Income	21.7	17.6	10.7	10.8	39.3	41.9	21.5	23.5
	Adjusted EBITDA	22.3	18.3	11.4	11.8	40.6	44.5	23.2	26.5
	Sales	0.3	0.3	0.6	1.2	0.6	1.9	1.8	3.0
Gaming	Operating Income	-0.5	-0.4	-0.3	-0.7	-0.9	-1.7	-1.0	-2.0
	Non-operating income	0.3	0.7	1.4	-0.3	1.0	1.4	1.1	1.0
	Non-operating expenses	0.0	0.0	0.1	0.3	0.0	0.1	0.4	0.5
	Ordinary Income	-0.2	0.2	0.9	-1.1	0.0	-0.4	-0.2	-1.5
	Adjusted EBITDA	-0.2	0.2	0.7	-1.5	-0.0	-0.4	-0.8	-1.5
Other / Elimination	Sales	3.3	3.5	2.8	0.6	6.8	14.0	3.4	2.0
	Operating Income	-2.7	-3.4	-2.7	-3.4	-6.1	-12.0	-6.1	-14.0
	Non-operating income	0.5	-0.1	0.4	0.9	0.4	1.5	1.3	1.0
	Non-operating expenses	0.5	0.3	0.2	1.4	0.8	2.1	1.6	1.0
	Ordinary Income	-2.9	-3.5	-2.3	-4.3	-6.4	-12.6	-6.6	-14.0
Adjusted EBITDA	-2.4	-3.4	-2.0	-4.2	-5.8	-11.4	-6.2	-13.0	
Consolidated total	Sales	108.2	113.4	104.7	106.9	221.6	468.9	211.6	445.0
	Operating Income	22.7	17.3	19.3	13.5	40.0	57.8	32.8	45.0
	Non-operating income	1.2	1.9	3.1	1.3	3.1	5.8	4.4	6.0
	Non-operating expenses	0.8	0.3	0.7	3.4	1.1	3.9	4.1	3.0
	Ordinary Income	23.0	19.0	21.8	11.2	42.0	59.7	33.0	48.0
	Extraordinary income	0.0	0.2	8.8	0.2	0.2	1.3	9.0	8.5
	Extraordinary losses	0.6	9.1	0.2	6.6	9.7	19.2	6.8	0.5
	Adjusted EBITDA	24.7	12.8	25.8	9.0	37.5	54.7	34.8	62.0
	Income before income taxes	22.5	10.0	30.4	4.9	32.5	41.8	35.3	56.0
	Profit attributable to owners of parent	17.2	5.9	24.5	5.8	23.1	33.0	30.3	39.0

*AM = Amusement Machine

■ Major Expenses / Capital Expenditure

(Billion yen)		FY2024/3*		FY2025/3		FY2024/3*		FY2025/3	
		Q1	Q2	Q1	Q2	Thru Q2	Full Year	Thru Q2	Full Year Forecast
Entertainment Contents	R&D / Content production	12.5	17.5	16.6	14.1	30.0	83.1	30.7	68.1
	Advertising	3.1	6.0	4.5	7.1	9.1	31.6	11.6	30.8
	Depreciation	0.9	1.1	1.1	1.1	2.0	4.4	2.2	4.4
	Cap-ex	1.9	1.2	1.3	1.8	3.1	5.6	3.1	5.8
Pachislot & Pachinko	R&D / Content production	2.9	3.3	2.8	3.4	6.2	14.4	6.2	14.1
	Advertising	0.7	0.7	0.7	1.3	1.4	2.9	2.0	4.1
	Depreciation	0.5	0.7	0.7	0.7	1.2	2.6	1.4	2.8
	Cap-ex	0.7	1.0	1.1	0.9	1.7	3.9	2.0	4.9
Gaming	R&D / Content production	0.2	0.2	0.2	0.2	0.4	0.7	0.4	1.0
	Advertising	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
	Depreciation	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	Cap-ex	0.0	0.2	0.4	0.5	0.2	0.4	0.9	0.0
Other / Elimination	R&D / Content production	0.1	-0.1	0.1	-0.1	0.0	-0.1	0.0	0.1
	Advertising	0.4	0.7	0.2	0.6	1.1	1.7	0.8	2.0
	Depreciation	0.5	0.3	0.3	0.3	0.8	1.5	0.6	1.1
	Cap-ex	0.4	0.2	0.5	0.3	0.6	1.7	0.8	1.2
Consolidated total	R&D / Content production	15.7	20.9	19.7	17.6	36.6	98.2	37.3	83.3
	Advertising	4.2	7.4	5.4	9.0	11.6	36.2	14.4	37.0
	Depreciation	1.9	2.1	2.1	2.1	4.0	8.5	4.2	8.3
	Cap-ex	3.0	2.6	3.3	3.5	5.6	11.6	6.8	11.9

*Results for FY2024/3 have been retroactively adjusted due to the change in segment classifications (unaudited)

*Allocated revenue related to investments in film production in the U.S. previously recorded as "Non-operating income" is recorded in "Sales" from this fiscal year. In addition, the provisional accounting treatment for company consolidation has been settled, sales and operating income for FY2024/3 have been retroactively changed

■ Number of employees

(Full-time employees and permanent contract employees *excludes the No. of temporary employees)

(Employees)	FY2024/3	FY2025/3	FY2025/3
	Q4	Q1	Q2
Entertainment Contents	6,361	6,562	6,449
Pachislot & Pachinko	1,057	1,089	1,121
Gaming	91	97	98
Others	1,114	503	502
Consolidated total	8,623	8,251	8,170
Overseas personnel ratio	27.7%	28.8%	27.3%
R&D personnel ratio *	51.8%	54.4%	54.2%

*Changes due to the incorporation of Rovio into group company to R&D personnel ratio is not reflected

SEGA SAMMY HOLDINGS INC.
Data Appendix (FY2025/3 Q2)

■ Consumer Sales Breakdown

(Billion yen)		FY2023/3				FY2024/3*				FY2025/3		FY2023/3			FY2024/3*			FY2025/3	
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Thru Q2	Thru Q3	Full Year	Thru Q2	Thru Q3	Full Year	Thru Q2	Full Year Forecast
Consumer Sales	Total	34.7	40.3	67.5	45.4	34.0	44.4	70.7	74.9	51.3	44.3	75.0	142.5	187.9	78.4	149.1	224.0	95.6	235.0
	Domestic	15.7	18.1	18.6	19.0	14.5	17.7	19.7	25.1	20.1	16.3	33.8	52.4	71.4	32.2	51.9	77.0	36.4	72.4
	Overseas	19.2	21.9	48.7	26.9	19.3	26.5	50.6	49.6	31.1	27.7	41.1	89.8	116.7	45.8	96.4	146.0	58.8	162.2
	Overseas sales ratio	55.3%	54.3%	72.1%	59.3%	56.8%	59.7%	71.6%	66.2%	60.6%	62.5%	54.8%	63.0%	62.1%	58.4%	64.7%	65.2%	61.5%	69.0%
	Other / Elimination	-0.2	0.3	0.2	-0.5	0.2	0.2	0.4	0.2	0.1	0.3	0.1	0.3	-0.2	0.4	0.8	1.0	0.4	0.4
Breakdown	Full Games	9.9	12.4	33.0	17.9	11.0	12.4	29.8	34.9	15.2	12.5	22.3	55.3	73.2	23.4	53.2	88.1	27.7	93.0
	New titles	2.1	5.4	25.9	12.2	2.5	3.7	21.3	27.5	3.9	1.7	7.5	33.4	45.6	6.2	27.5	55.0	5.6	53.3
	Japan	0.5	1.2	1.9	1.4	0.7	0.1	3.6	8.5	1.2	0.2	1.7	3.6	5.0	0.8	4.4	12.9	1.4	7.3
	Asia	0.5	0.6	2.4	1.8	0.1	0.2	2.2	4.9	0.4	0.4	1.1	3.5	5.3	0.3	2.5	7.4	0.8	6.6
	NA / EU	1.0	3.6	21.7	8.9	1.5	3.5	15.5	14.2	2.2	1.1	4.6	26.3	35.2	5.0	20.5	34.7	3.3	39.3
	Repeat sales	7.7	7.0	7.1	5.8	8.5	8.6	8.6	7.3	11.2	10.9	14.7	21.8	27.6	17.1	25.7	33.0	22.1	39.6
	Japan	0.8	0.9	0.7	0.6	1.0	1.0	1.0	0.9	1.6	1.2	1.7	2.4	3.0	2.0	3.0	3.9	2.8	5.6
	Asia	0.8	0.7	0.7	0.6	1.0	1.6	1.2	1.6	2.1	2.0	1.5	2.2	2.8	2.6	3.8	5.4	4.1	7.3
	NA / EU	6.1	5.4	5.6	4.5	6.3	6.1	6.3	4.9	7.5	7.6	11.5	17.1	21.6	12.4	18.7	23.6	15.1	26.5
	Overseas sales ratio	84.8%	83.1%	92.1%	88.3%	80.9%	91.9%	84.6%	73.4%	80.3%	88.8%	83.9%	88.8%	88.7%	86.8%	85.5%	80.7%	84.1%	85.7%
	Download sales ratio	74.9%	74.1%	60.3%	81.1%	57.1%	52.3%	59.0%	89.3%	72.2%	80.4%	74.5%	66.0%	69.7%	54.6%	57.1%	69.8%	75.9%	72.6%
	F2P	15.6	16.2	15.2	15.1	12.5	14.4	13.2	13.8	11.0	12.1	31.8	47.0	62.1	26.9	40.1	53.9	23.1	56.9
	Japan	13.0	14.1	12.8	13.3	10.8	12.6	11.4	12.1	9.6	10.8	27.1	39.9	53.2	23.4	34.8	47.0	20.4	49.1
	Asia	0.5	0.0	0.0	0.1	-	-	-	0.1	-	-	0.5	0.5	0.6	-	-	0.1	-	0.1
	NA / EU	2.0	2.1	2.4	1.7	1.7	1.7	1.7	1.6	1.3	1.3	4.1	6.5	8.2	3.4	5.1	6.7	2.6	7.7
	Titles released in or before FY2018/3	3.7	3.0	2.9	3.0	2.6	2.8	2.6	2.8	2.4	2.6	6.8	9.7	12.7	5.4	8.0	10.8	5.0	10.7
	Titles released in FY2019/3	1.5	2.7	2.5	2.9	1.9	3.3	1.9	2.9	2.0	2.5	4.2	6.6	9.5	5.2	7.1	10.0	4.5	9.5
	Titles released in FY2020/3	0.7	0.8	0.7	0.7	0.5	0.5	0.5	0.4	0.4	0.4	1.5	2.2	2.9	1.1	1.6	2.0	0.8	1.8
	Titles released in FY2021/3	6.2	6.6	5.9	6.0	4.6	5.0	5.5	5.2	4.0	4.5	12.8	18.7	24.7	9.6	15.1	20.3	8.5	17.0
	Titles released in FY2022/3	3.4	3.1	3.2	2.5	2.5	2.6	2.7	2.4	2.2	2.0	6.5	9.8	12.2	5.1	7.8	10.2	4.2	9.1
	Titles released in FY2023/3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Titles released in FY2024/3	-	-	-	-	0.3	0.2	0.0	0.0	0.0	0.0	-	-	-	0.5	0.5	0.5	0.0	-
	Titles released in FY2025/3	-	-	-	-	-	-	-	-	-	0.1	-	-	-	-	-	-	0.1	8.8
	Other	9.2	11.7	19.3	12.4	10.5	17.6	27.7	26.2	25.1	19.7	20.9	40.2	52.6	28.1	55.8	82.0	44.8	85.1
	Rovio	-	-	-	-	-	3.4	9.6	8.5	8.7	8.3	-	-	-	3.4	13.0	21.5	17.0	43.3

*Results for FY2024/3 have been retroactively adjusted due to the change in segment classifications (unaudited)

*Reexamined the forecast for FY2025/3 and made some changes

SEGA SAMMY HOLDINGS INC.
Data Appendix (FY2025/3 Q2)

■Number of Titles, Unit Sales (Full Game)

		FY2023/3				FY2024/3				FY2025/3		FY2023/3			FY2024/3			FY2025/3	
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Thru Q2	Thru Q3	Full Year	Thru Q2	Thru Q3	Full Year	Thru Q2	Full Year Forecast
No. of titles	Japan	3	4	4	4	2	1	5	3	2	0	7	11	15	3	8	11	2	8
	Asia	3	4	4	4	2	1	6	3	2	0	7	11	15	3	9	12	2	8
	NA / EU	3	4	5	4	2	1	7	3	2	0	7	12	16	3	10	13	2	8
Unit sales (Thousand)	Total	5,140	5,000	10,610	7,140	4,870	5,650	8,580	8,790	5,860	6,530	10,140	20,750	27,890	10,520	19,100	27,890	12,390	29,670
	New titles total	440	1,040	5,490	3,120	740	920	3,610	3,960	710	310	1,480	6,970	10,090	1,660	5,270	9,230	1,020	9,190
	Japan	90	160	390	450	160	30	580	1,080	160	30	250	640	1,090	190	770	1,850	190	1,220
	Asia	110	150	600	490	40	60	390	860	80	80	260	860	1,350	100	490	1,350	160	1,190
	NA / EU	230	730	4,500	2,180	540	820	2,640	2,010	460	200	960	5,460	7,640	1,360	4,000	6,010	660	6,770
	Repeat sales total	4,700	3,950	5,120	4,020	4,120	4,730	4,980	4,830	5,140	6,230	8,650	13,770	17,790	8,850	13,830	18,660	11,370	20,480
	Japan	260	500	320	300	430	400	450	650	500	480	760	1,080	1,380	830	1,280	1,930	980	1,770
	Asia	410	340	640	450	470	750	640	960	980	1,090	750	1,390	1,840	1,220	1,860	2,820	2,070	7,430
NA / EU	4,030	3,090	4,170	3,270	3,210	3,580	3,890	3,230	3,660	4,650	7,120	11,290	14,560	6,790	10,680	13,910	8,310	11,270	

■Unit sales of major IPs(Full Game)

(Thousand)		FY2023/3				FY2024/3				FY2025/3		FY2023/3			FY2024/3			FY2025/3
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Thru Q2	Thru Q3	Full Year	Thru Q2	Thru Q3	Full Year	Thru Q2
	Sonic series	1,460	1,170	4,120	1,400	1,220	1,490	2,340	870	670	860	2,630	6,750	8,150	2,710	5,050	5,920	1,530
	Total War series	420	530	800	550	310	560	620	420	530	710	950	1,750	2,300	870	1,490	1,910	1,240
	Persona series	270	230	1,540	1,230	630	750	1,290	2,390	790	1,020	500	2,040	3,270	1,380	2,670	5,060	1,810
	Like a Dragon series (includes "Judgment" series)	470	490	770	1,100	510	680	1,520	2,650	720	690	960	1,730	2,830	1,190	2,710	5,360	1,410

■ Number of Titles (F2P)

		FY2023/3				FY2024/3				FY2025/3		FY2023/3			FY2024/3			FY2025/3	
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Thru Q2	Thru Q3	Full Year	Thru Q2	Thru Q3	Full Year	Thru Q2	Full Year Forecast
F2P	No. of new titles launched	-	-	-	-	1	-	1	-	-	-	-	-	-	1	2	2	-	2
	No. of titles ended services	-	-	-	-	-2	-1	-	-1	-	-1	-	-	-	-3	-3	-4	-1	-
	No. of titles in operation at FY end	20	20	20	20	19	18	19	18	18	17	20	20	20	18	19	18	17	20

SEGA SAMMY HOLDINGS INC.
Data Appendix (FY2025/3 Q2)

■ Number of Titles, Unit Sales (Pachislot & Pachinko)

	FY2023/3				FY2024/3				FY2025/3		FY2023/3			FY2024/3			FY2025/3		
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Thru Q2	Thru Q3	Full Year	Thru Q2	Thru Q3	Full Year	Thru Q2	Full Year Forecast	
Pachislot	Number of titles	2	2	3	1	1	2	2	2	3	1	4	7	8	3	5	7	4	7
	Unit sales (units)	8,724	25,988	28,867	31,387	64,766	65,629	33,303	16,392	36,993	22,153	34,712	63,579	94,966	130,395	163,698	180,090	59,146	107,000
Pachinko	Number of titles	1	0	2	2	2	1	1	0	2	2	1	3	5	3	4	4	4	8
	Unit sales (units)	14,018	9,942	25,199	54,397	39,095	17,403	18,183	13,555	22,475	46,260	23,960	49,159	103,556	56,498	74,681	88,236	68,735	115,000
	Board + Frame	3,598	6,520	8,714	33,320	19,312	3,633	1,372	1,102	2,383	36,116	10,118	18,832	52,152	22,945	24,317	25,419	38,499	57,400
	Board	10,420	3,422	16,485	21,077	19,783	13,770	16,811	12,453	20,092	10,144	13,842	30,327	51,404	33,553	50,364	62,817	30,236	57,600

■ Paradise Segasammy

(KRW Billion)	FY2023/3				FY2024/3				FY2025/3		FY2023/3			FY2024/3			FY2025/3
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Thru Q2	Thru Q3	Full Year	Thru Q2	Thru Q3	Full Year	Thru Q2
Sales	45.6	45.2	78.9	100.8	91.2	109.4	132.7	115.4	132.3	131.4	90.8	169.7	270.5	200.6	333.3	448.7	263.7
Casino	22.7	18.4	44.5	71.9	63.3	82.2	97.9	84.5	102.5	102.5	41.1	85.6	157.5	145.5	243.4	327.9	205.0
Hotel	20.0	23.0	28.8	24.1	23.2	23.3	28.1	25.7	23.7	24.7	43.0	71.8	95.9	46.5	74.6	100.3	48.4
Other	2.8	3.7	5.6	4.9	4.5	4.0	6.7	5.2	5.9	4.2	6.6	12.2	17.1	8.5	15.2	20.4	10.1
Gross profit	-0.1	-4.1	17.9	22.7	17.1	27.9	35.2	15.3	40.0	33.4	-4.2	13.7	36.4	45.0	80.2	95.5	73.4
Operating profit	-5.8	-9.9	10.9	13.3	9.8	17.0	24.8	4.7	29.9	14.2	-15.7	-4.8	8.5	26.8	51.6	56.3	44.1
EBITDA	8.2	4.2	25.2	27.7	24.1	28.3	35.8	15.5	40.8	25.0	12.4	37.6	65.3	52.4	88.2	103.7	65.9
Net profit	-17.6	-21.0	1.1	3.5	2.6	15.3	15.6	-5.5	22.4	4.8	-38.6	-37.4	-33.9	17.9	33.5	28.0	27.2
No. of casino users (Thousand)	2.1	2.7	4.3	6.0	6.3	7.2	8.1	8.1	8.5	8.7	4.8	9.1	15.1	13.5	21.6	29.7	17.2
Equity method acquisition amount (Billion yen)	-0.8	-1.1	-0.0	0.1	0.0	0.6	0.7	-0.4	1.0	0.1	-1.9	-1.9	-1.8	0.6	1.3	0.9	1.1

■ Gaming Machine (units)

	FY2023/3				FY2024/3				FY2025/3		FY2023/3			FY2024/3			FY2025/3	
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Thru Q2	Thru Q3	Full Year	Thru Q2	Thru Q3	Full Year	Thru Q2	Full Year Forecast
Unit Sales (N.A.+Asia)					123	49	61	330	190	288				172	233	563	478	1,087
No. of newly installed units (N.A.+Asia)					191	72	104	388	249	398				263	367	755	647	1,428
No. of utilized units of leased machine at the end of each period (N.A.)					291	288	291	311	398	492								456

Previous segment [FY2022/3-2024/3]

■ Profit and Loss

(Billion yen)		FY2022/3				FY2023/3				FY2024/3				FY2022/3			FY2023/3			FY2024/3		
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Thru Q2	Thru Q3	Full Year	Thru Q2	Thru Q3	Full Year	Thru Q2	Thru Q3	Full Year
Entertainment Contents	Sales	47.4	60.0	70.4	58.1	52.7	63.9	93.8	72.4	53.8	67.2	98.3	98.7	107.4	177.8	235.9	116.6	210.4	282.8	121.0	219.3	318.0
	Consumer	29.5	41.7	48.4	38.7	34.7	40.3	67.5	45.4	33.7	44.2	70.2	74.5	71.2	119.6	158.3	75.0	142.5	187.9	77.9	148.1	222.6
	Amusement Machine	11.4	11.8	12.8	13.7	13.1	15.3	17.2	19.3	14.1	15.2	15.8	16.1	23.2	36.0	49.7	28.4	45.6	64.9	29.3	45.1	61.2
	Animation / Toy	5.5	6.0	8.9	5.2	4.7	8.2	8.8	7.6	5.7	7.8	12.0	8.0	11.5	20.4	25.6	12.9	21.7	29.3	13.5	25.5	33.5
	Other / Elimination	1.0	0.5	0.3	0.5	0.2	0.1	0.3	0.1	0.3	0.0	0.3	0.1	1.5	1.8	2.3	0.3	0.6	0.7	0.3	0.6	0.7
	Operating Income	8.4	13.8	13.1	-1.4	6.5	7.3	25.8	-0.9	4.1	3.3	11.4	10.1	22.2	35.3	33.9	13.8	39.6	38.7	7.4	18.8	28.9
	Consumer	6.5	11.9	11.0	-0.1	5.3	5.3	22.7	-0.5	2.9	2.1	8.9	10.8	18.4	29.4	29.3	10.6	33.3	32.8	5.0	13.9	24.7
	Amusement Machine	1.6	0.7	0.7	-0.5	0.5	0.4	1.2	0.8	1.2	1.2	0.9	-0.4	2.3	3.0	2.5	0.9	2.1	2.9	2.4	3.3	2.9
	Animation / Toy	0.5	1.2	2.1	-0.8	0.2	2.1	1.9	0.3	0.3	1.5	2.2	0.0	1.7	3.8	3.0	2.3	4.2	4.5	1.8	4.0	4.0
	Other / Elimination	-0.2	0.0	-0.7	0.0	0.5	-0.5	0.0	-1.5	-0.3	-1.5	-0.6	-0.3	-0.2	-0.9	-0.9	0.0	0.0	-1.5	-1.8	-2.4	-2.7
Ordinary Income	8.5	14.2	14.1	0.0	8.1	9.1	24.3	-0.4	4.4	4.6	10.7	11.0	22.7	36.8	36.8	17.2	41.5	41.1	9.0	19.7	30.7	
Pachislot & Pachinko	Sales	10.3	13.0	28.5	24.0	10.5	17.0	24.6	42.1	50.9	42.5	26.8	15.7	23.3	51.8	75.8	27.5	52.1	94.2	93.4	120.2	135.9
	Pachislot	3.4	8.6	7.4	11.2	3.3	10.4	12.5	14.8	31.5	33.1	16.7	7.4	12.0	19.4	30.6	13.7	26.2	41.0	64.6	81.3	88.7
	Pachinko	4.7	2.4	19.2	10.8	5.1	4.4	10.4	24.3	16.4	7.1	7.1	4.9	7.1	26.3	37.1	9.5	19.9	44.2	23.5	30.6	35.5
	Other / Elimination	2.2	2.0	1.9	2.0	2.1	2.2	1.7	3.0	3.0	2.3	3.0	3.4	4.2	6.1	8.1	4.3	6.0	9.0	5.3	8.3	11.7
	Operating Income	-1.6	-0.1	7.0	4.0	-0.9	2.2	5.6	13.1	21.5	17.3	6.3	-3.9	-1.7	5.3	9.3	1.3	6.9	20.0	38.8	45.1	41.2
Ordinary Income	-1.4	0.1	7.3	4.2	-0.6	2.6	5.3	13.4	21.8	17.5	6.4	-3.9	-1.3	6.0	10.2	2.0	7.3	20.7	39.3	45.7	41.8	
Resort	Sales	1.5	2.3	2.8	2.0	2.6	3.0	3.1	2.8	2.9	3.1	3.2	3.1	3.8	6.6	8.6	5.6	8.7	11.5	6.0	9.2	12.3
	Operating Income	-1.1	-0.7	-0.1	-0.6	-0.3	-0.1	-0.3	-0.4	-0.3	-0.1	-0.2	-0.3	-1.8	-1.9	-2.5	-0.4	-0.7	-1.1	-0.4	-0.6	-0.9
	Ordinary Income	-1.9	-2.0	-0.7	-2.1	-1.1	-1.2	-0.5	-0.4	-0.2	0.4	0.5	-0.7	-3.9	-4.6	-6.7	-2.3	-2.8	-3.2	0.2	0.7	0.0
Other / Elimination	Sales	0.2	0.1	0.2	0.1	0.3	0.0	0.4	0.4	0.4	0.3	0.5	0.4	0.3	0.5	0.6	0.3	0.7	1.1	0.7	1.2	1.6
	Operating Income	-1.9	-2.2	-2.0	-2.6	-2.6	-2.6	-2.4	-3.3	-2.8	-3.5	-2.6	-3.5	-4.1	-6.1	-8.7	-5.2	-7.6	-10.9	-6.3	-8.9	-12.4
	Ordinary Income	-1.8	-1.0	-2.1	-2.1	-2.2	-2.4	-1.3	-3.3	-3.0	-3.5	-2.4	-3.9	-2.8	-4.9	-7.0	-4.6	-5.9	-9.2	-6.5	-8.9	-12.8
Consolidated total	Sales	59.4	75.4	101.9	84.2	66.1	83.9	121.9	117.7	108.0	113.1	128.8	117.9	134.8	236.7	320.9	150.0	271.9	389.6	221.1	349.9	467.8
	Operating Income	3.8	10.8	18.0	-0.6	2.7	6.8	28.7	8.5	22.5	17.0	14.9	2.4	14.6	32.6	32.0	9.5	38.2	46.7	39.5	54.4	56.8
	Non-operating income	0.7	1.9	1.0	2.3	2.5	2.4	-0.6	0.6	1.4	2.2	1.8	1.4	2.6	3.6	5.9	4.9	4.3	4.9	3.6	5.4	6.8
	Non-operating expenses	1.1	1.5	0.3	1.7	1.0	1.2	0.2	-0.2	0.8	0.3	1.5	1.3	2.6	2.9	4.6	2.2	2.4	2.2	1.1	2.6	3.9
	Ordinary Income	3.4	11.3	18.6	0.0	4.2	8.1	27.8	9.3	23.0	19.0	15.2	2.5	14.7	33.3	33.3	12.3	40.1	49.4	42.0	57.2	59.7
	Extraordinary income	0.0	0.7	2.0	2.5	-	-	0.0	0.0	0.0	0.2	0.2	0.9	0.7	2.7	5.2	0.0	0.0	0.0	0.2	0.4	1.3
	Extraordinary losses	0.2	0.1	0.2	0.1	0.1	0.1	0.0	2.1	0.6	9.1	2.0	7.5	0.3	0.5	0.6	0.2	0.3	2.4	9.7	11.7	19.2
	Income before income taxes	3.2	11.9	20.4	2.4	4.1	7.9	27.7	7.3	22.5	10.0	13.5	-4.2	15.1	35.5	37.9	12.0	39.7	47.0	32.5	46.0	41.8
	Profit attributable to owners of parent	2.9	9.1	17.4	7.6	3.1	6.5	23.2	13.1	17.2	5.9	12.2	-2.3	12.0	29.4	37.0	9.6	32.8	45.9	23.1	35.3	33.0

Previous segment [2022/3-2024/3]

■ Major Expenses / Capital Expenditure

(Billion yen)		FY2022/3				FY2023/3				FY2024/3				FY2022/3			FY2023/3			FY2024/3		
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Thru Q2	Thru Q3	Full Year	Thru Q2	Thru Q3	Full Year	Thru Q2	Thru Q3	Full Year
Entertainment Contents	R&D / Content production	9.9	13.5	12.7	18.3	11.9	14.8	16.4	22.9	12.5	17.5	27.8	25.3	23.4	36.1	54.4	26.7	43.1	66.0	30.0	57.8	83.1
	Advertising	2.2	3.9	3.7	4.4	2.7	5.0	6.3	6.7	3.1	6.0	11.1	11.4	6.1	9.8	14.2	7.7	14.0	20.7	9.1	20.2	31.6
	Depreciation	0.8	0.9	0.9	1.1	0.9	1.0	0.9	1.0	0.9	1.1	1.2	1.2	1.7	2.6	3.7	1.9	2.8	3.8	2.0	3.2	4.4
	Cap-ex	1.5	1.4	1.6	2.8	1.1	1.1	1.7	2.0	1.9	1.2	1.4	1.1	2.9	4.5	7.3	2.2	3.9	5.9	3.1	4.5	5.6
Pachislot & Pachinko	R&D / Content production	3.4	3.2	3.4	4.4	3.0	3.5	3.7	4.2	3.1	3.5	3.5	5.0	6.6	10.0	14.4	6.5	10.2	14.4	6.6	10.1	15.1
	Advertising	0.2	0.6	0.5	0.3	0.3	0.3	0.3	0.8	0.8	0.6	0.5	1.1	0.8	1.3	1.6	0.6	0.9	1.7	1.4	1.9	3.0
	Depreciation	0.5	0.7	0.7	0.8	0.6	0.7	0.7	0.7	0.5	0.7	0.6	0.8	1.2	1.9	2.7	1.3	2.0	2.7	1.2	1.8	2.6
	Cap-ex	1.2	1.1	0.8	1.0	1.0	1.0	1.0	1.2	0.8	1.1	1.4	1.0	2.3	3.1	4.1	2.0	3.0	4.2	1.9	3.3	4.3
Resort	R&D / Content production	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.1	0.2
	Advertising	0.0	0.2	0.1	0.0	0.0	0.1	0.1	0.1	0.0	0.2	0.1	0.1	0.2	0.3	0.3	0.1	0.2	0.3	0.2	0.3	0.4
	Depreciation	0.1	0.2	0.2	0.1	0.1	0.2	0.1	0.2	0.1	0.2	0.1	0.2	0.3	0.5	0.6	0.3	0.4	0.6	0.3	0.4	0.6
	Cap-ex	0.1	0.1	0.1	0.1	0.5	0.1	0.4	0.2	0.0	0.2	0.0	0.2	0.2	0.3	0.4	0.6	1.0	1.2	0.2	0.2	0.4
Other / Elimination	R&D / Content production	0.1	-0.1	0.1	-0.1	0.0	0.0	0.1	-0.2	0.1	-0.1	-0.1	-0.1	0.0	0.1	0.0	0.0	0.1	-0.1	0.0	-0.1	-0.2
	Advertising	0.4	0.4	0.2	0.3	0.3	0.7	0.2	0.2	0.3	0.6	0.1	0.2	0.8	1.0	1.3	1.0	1.2	1.4	0.9	1.0	1.2
	Depreciation	0.4	0.1	0.3	0.2	0.5	0.1	0.3	0.2	0.4	0.1	0.3	0.1	0.5	0.8	1.0	0.6	0.9	1.1	0.5	0.8	0.9
	Cap-ex	0.3	0.0	0.3	0.6	0.2	0.0	0.2	0.1	0.3	0.1	0.5	0.4	0.3	0.6	1.2	0.2	0.4	0.5	0.4	0.9	1.3
Consolidated total	R&D / Content production	13.4	16.6	16.2	22.7	14.9	18.3	20.2	27.0	15.7	20.9	31.3	30.3	30.0	46.2	68.9	33.2	53.4	80.4	36.6	67.9	98.2
	Advertising	2.8	5.1	4.5	5.0	3.3	6.1	6.9	7.8	4.2	7.4	11.8	12.8	7.9	12.4	17.4	9.4	16.3	24.1	11.6	23.4	36.2
	Depreciation	1.8	1.9	2.1	2.2	2.1	2.0	2.0	2.1	1.9	2.1	2.2	2.3	3.7	5.8	8.0	4.1	6.1	8.2	4.0	6.2	8.5
	Cap-ex	3.1	2.6	2.8	4.5	2.8	2.2	3.3	3.5	3.0	2.6	3.3	2.7	5.7	8.5	13.0	5.0	8.3	11.8	5.6	8.9	11.6

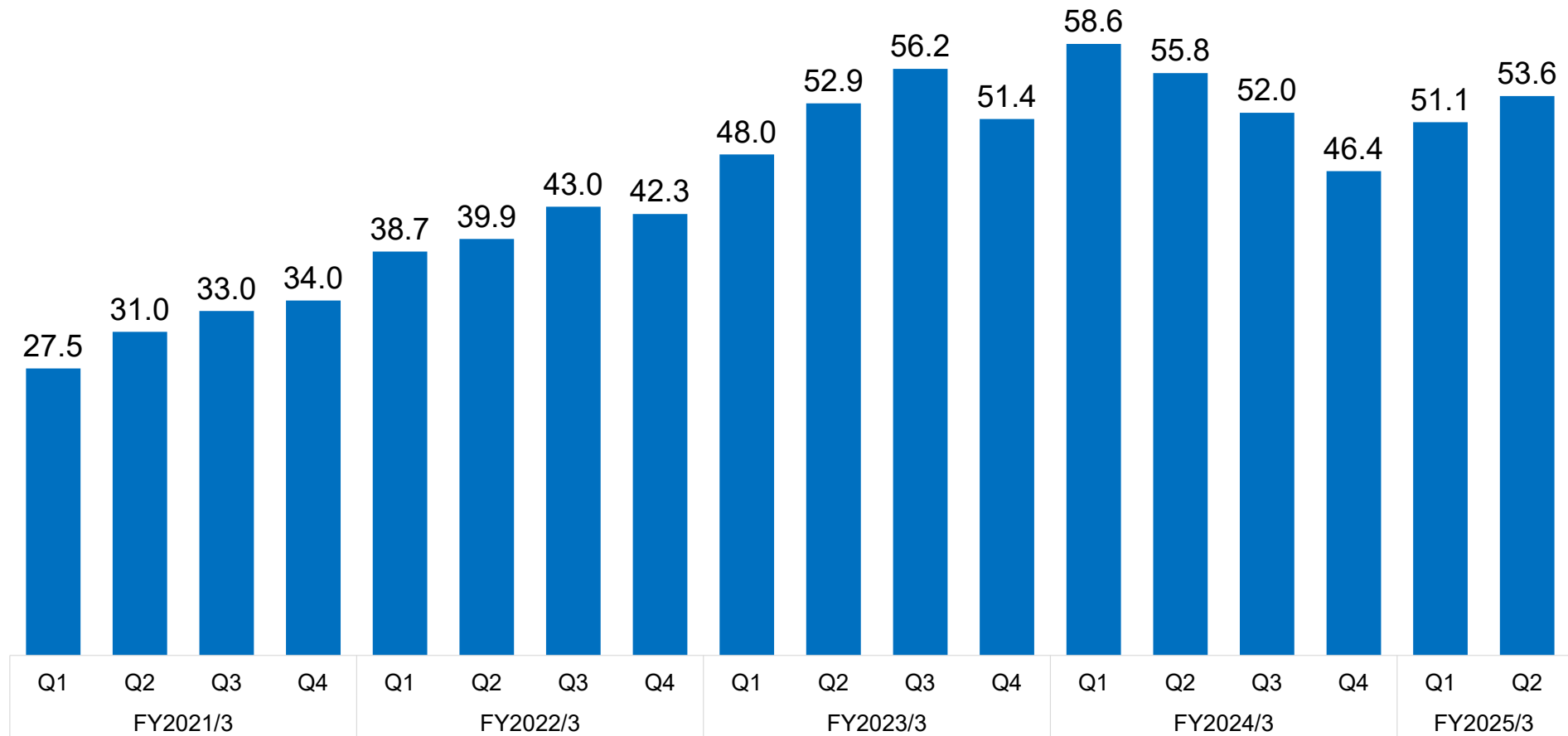
■ Number of employees (Full-time employees and permanent contract employees *excludes the No. of temporary employees)

(Employees)		FY2022/3				FY2023/3				FY2024/3			
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Entertainment Contents		5,464	5,541	5,612	5,630	5,822	5,887	5,989	6,035	6,169	6,699	6,749	6,361
Pachislot & Pachinko		1,057	1,052	1,050	1,047	1,087	1,111	1,106	1,108	1,141	1,145	1,146	1,138
Resort		714	701	682	664	684	672	651	628	669	638	635	626
Others		435	431	426	419	426	437	449	448	480	482	495	498
Consolidated total		7,670	7,725	7,770	7,760	8,019	8,107	8,195	8,219	8,459	8,964	9,025	8,623
Overseas personnel ratio		26.1%	27.0%	27.2%	27.6%	27.4%	27.9%	28.1%	28.7%	27.1%	31.6%	31.1%	27.7%
R&D personnel ratio *		55.5%	56.0%	56.5%	56.9%	56.4%	56.7%	56.9%	57.1%	56.2%	56.5%	56.3%	54.9%

*Changes due to the incorporation of Rovio into group company to R&D personnel ratio of FY24/3 Q2 - Q4 is not reflected

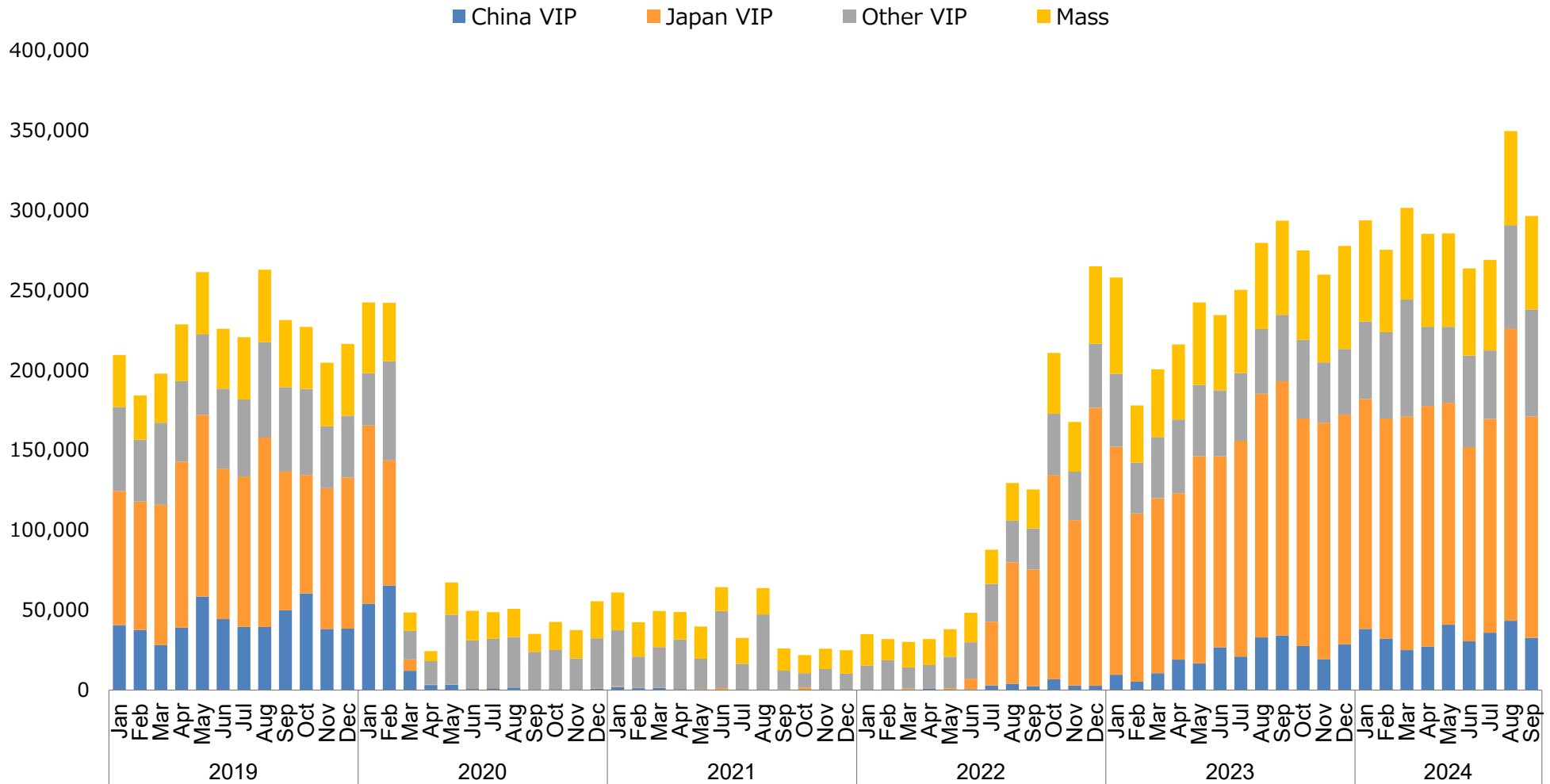
■ Trend of Balance of Content Production Expenses in B/S (Consumer area)

(Unit: billion yen)



■ Trend of Drop amounts* at PARADISE CITY

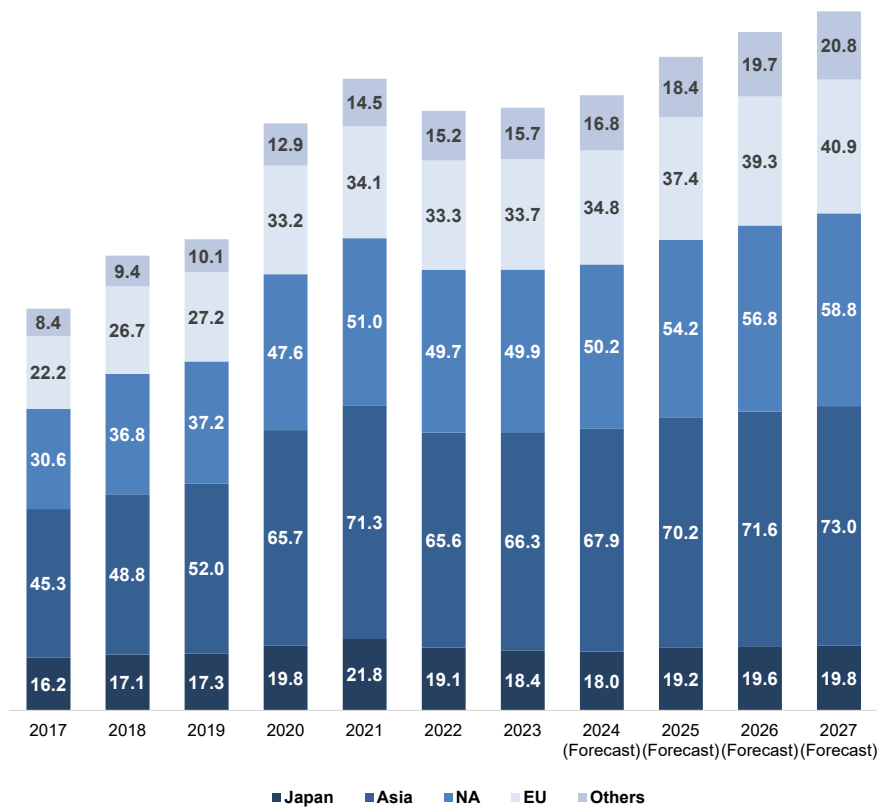
(Unit: KRW million)



*Drop amounts = Purchased amount of chips

Consumer Games Markets Scale

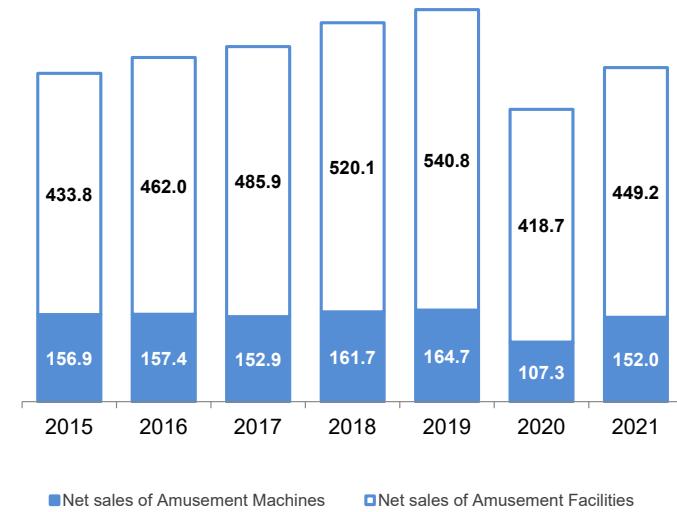
Market size trend of Consumer games (billion USD)



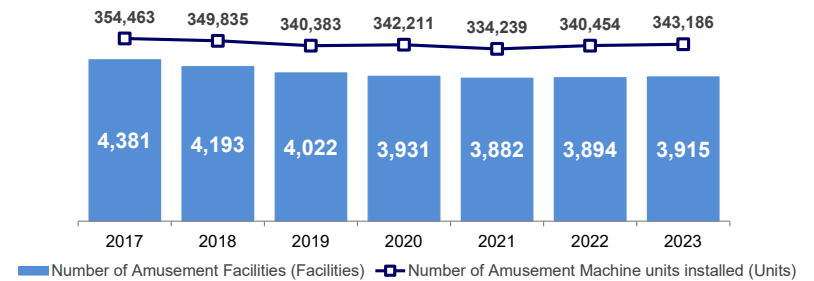
Source: In-house estimation based on data from "Newzoo Global Games Market Data July 2024"

Amusement Machine and Amusement Center Operations Markets Scale

Amusement Machine / Facilities sales (JPY billion)

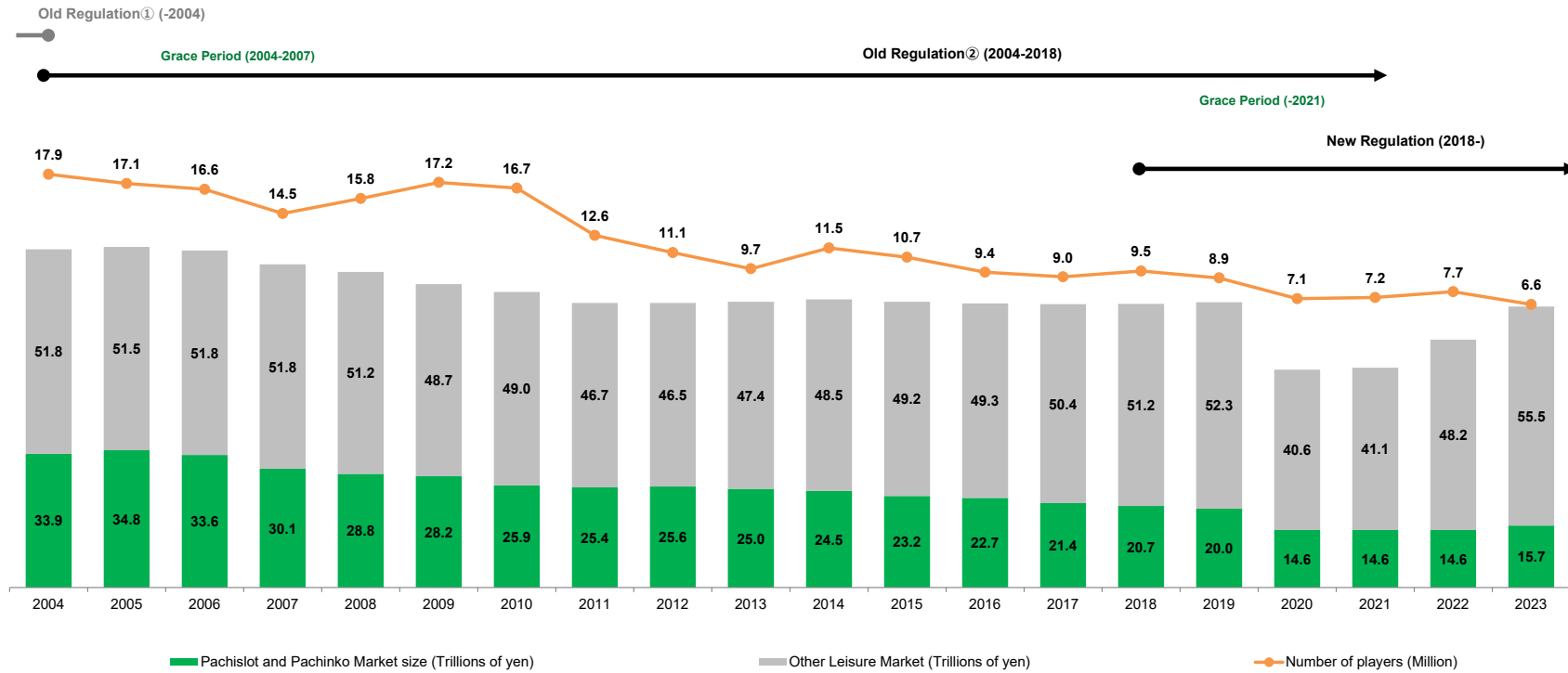


Number of Amusement Facilities / Amusement Machine unit installed



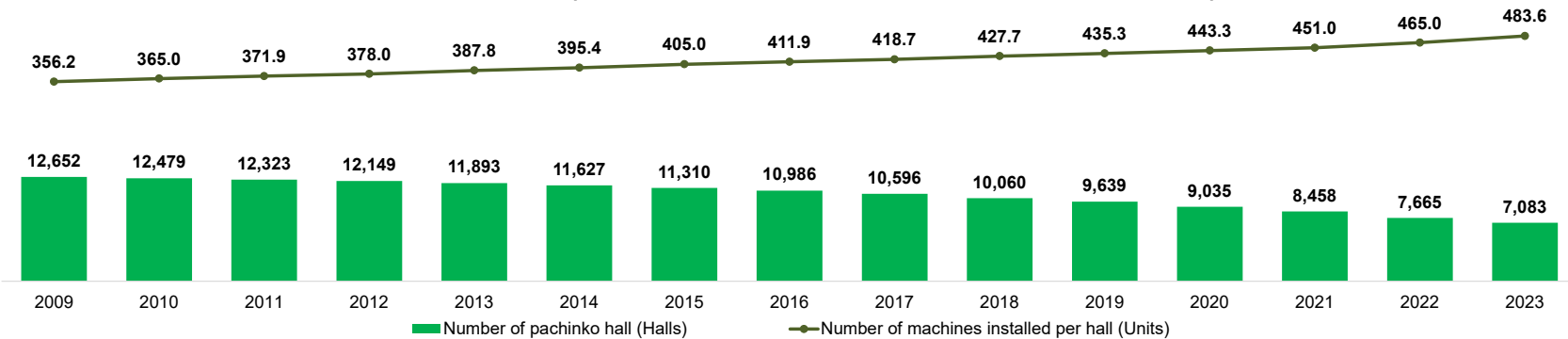
Source: JAIA, National Police Agency

Transition of market size and number of players



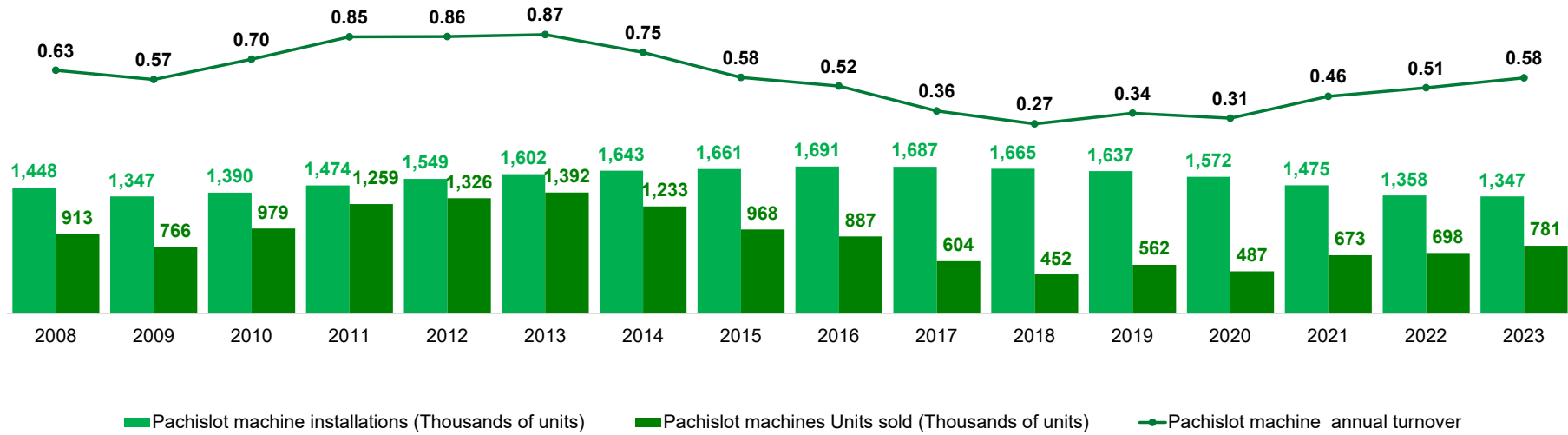
Source: White Paper on Leisure Industry 2024, Japan Productivity Center

Transition of number of pachinko halls and number of machines installed per hall

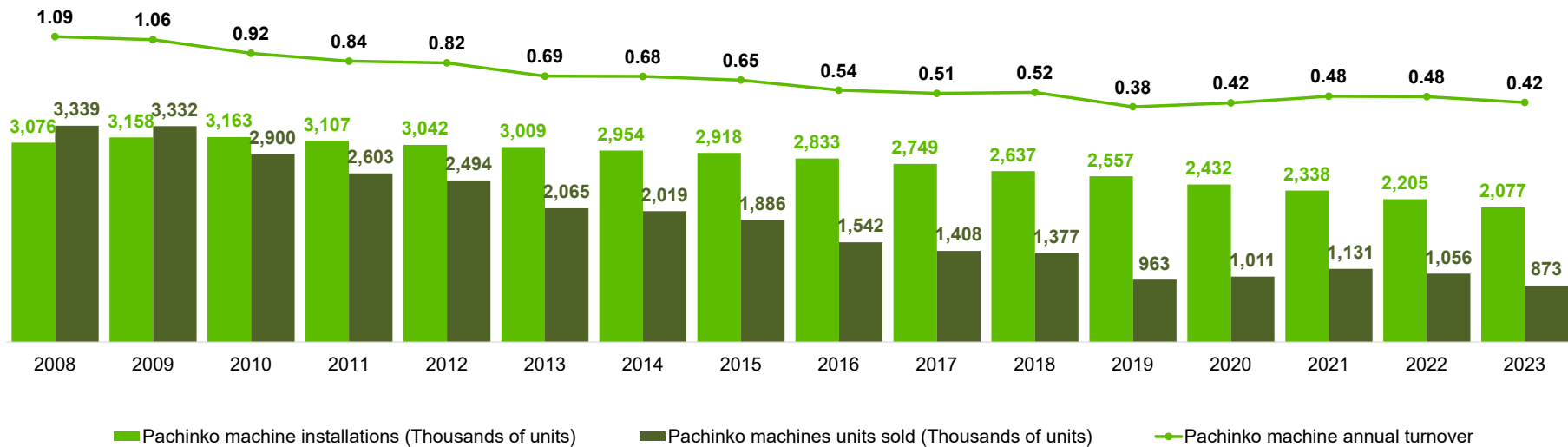


Sources : National Police Agency

Pachislot machine installations, unit sales and annual turnover rate

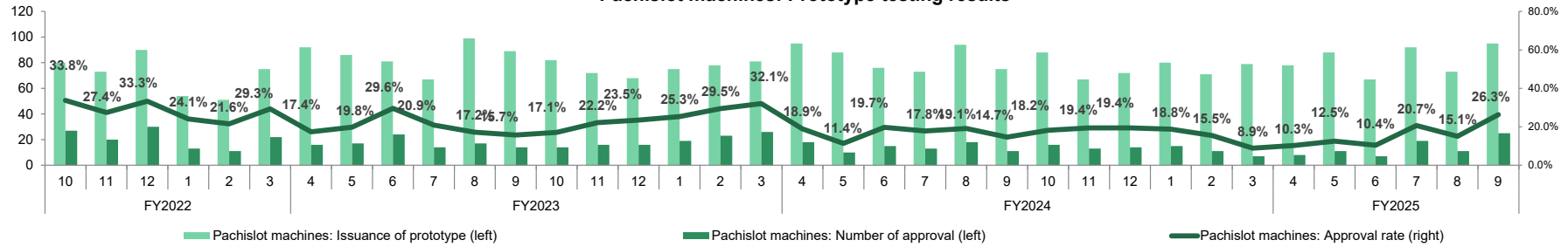


Pachinko machine installations, unit sales and annual turnover rate

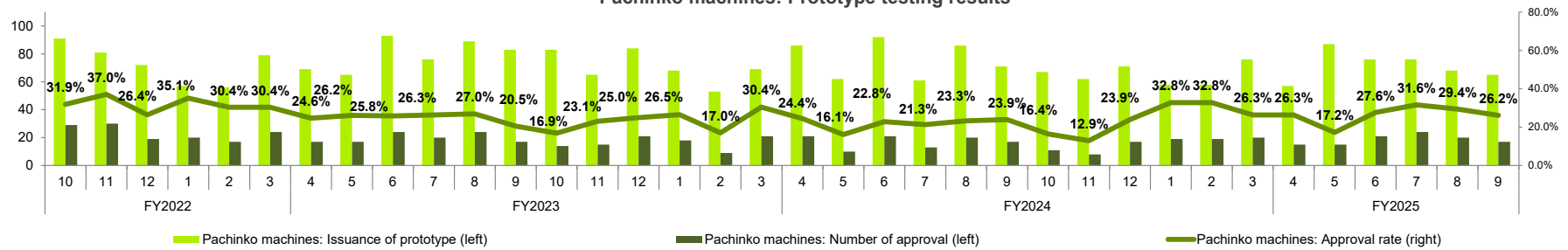


Sources: National Police Agency and Yano Research Institute Ltd. "Pachinko Manufacturer Trends 2023" (Research of Japanese Market)

Pachislot machines: Prototype testing results

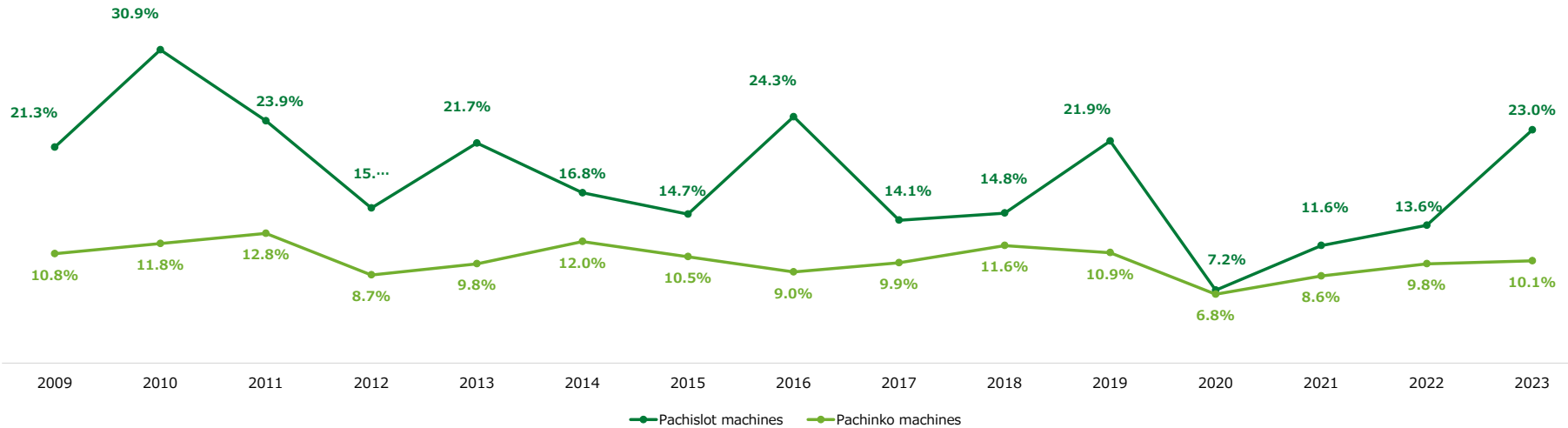


Pachinko machines: Prototype testing results



Source: Security Communications Association

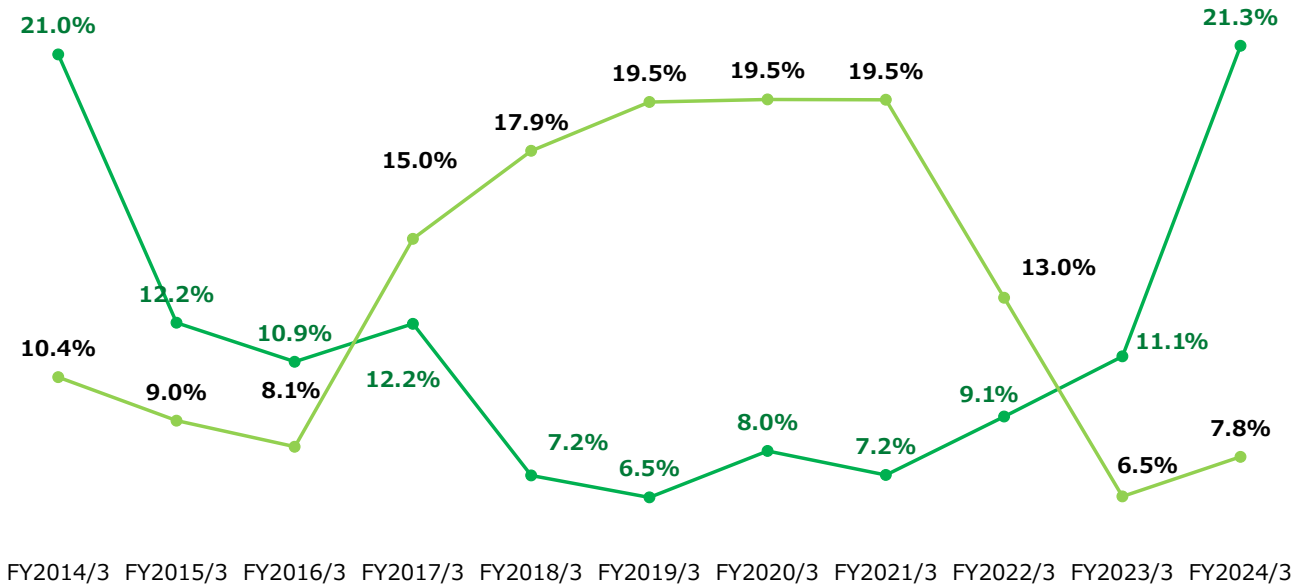
Annual unit sales share of Pachislot and Pachinko Machines (Sammy's share)



* Settlement dates from July to June * Estimated by SEGA SAMMY based on total market unit sales of Pachislot and Pachinko published in Yano Research Institute Ltd. "Pachinko Manufacturer Trends 2023"

Trend of Utilization Share (Sammy)

● Pachislot utilization share
● Pachinko utilization share



Total Utilization Share

Rank		FY23/3		FY24/3
1	S Company	18.4%	S Company	21.1%
2	K Company	16.3%	K Company	15.2%
3	S Company	13.9%	Sammy	14.4%
4	Sammy	8.7%	S Company	12.8%

Pachislot: Utilization Share

Rank		FY23/3		FY24/3
1	K Company	34.4%	K Company	30.9%
2	U Company	15.5%	Sammy	21.3%
3	Sammy	11.1%	U Company	13.7%
4	D Company	8.7%	S Company	7.1%

Pachinko: Utilization Share

Rank		FY23/3		FY24/3
1	S Company	31.3%	S Company	34.5%
2	S Company	25.7%	S Company	24.9%
3	Sammy	6.5%	D Company	7.9%
4	N Company	6.4%	Sammy	7.8%

*Calculated by average of the fiscal year (Exclude the week striding over fiscal years)

*Utilization Share = Ratio of Sammy machine's utilization out of total number of installed machine for each title × utilization of each title
(Pachislot: Numbers of inserted medals, Pachinko: Numbers of shot balls)

Source: *In-house estimation based on DK-SIS data (Data for 4 yen Pachinko and 20 yen Pachislot) of Daikoku Denki Co., Ltd.



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

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Market forecasts, operating results forecast, and other information contained in these materials are based on judgements and projections of the Company's managements from currently available information. Therefore, please understand that the contents herein involve risks and uncertainties and that actual results could differ materially depending on various factors.

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Cautionary Statement for Investors and Shareholders with Respect to Gaming Statutes and Regulations

SEGA SAMMY HOLDINGS INC. ("the Company") is registered with the Nevada Commission as a publicly traded corporation and has been found suitable to directly or indirectly own the stock of its subsidiary, SEGA SAMMY CREATION INC., and Sega Sammy Creation USA Inc., a wholly owned subsidiary of SEGA SAMMY CREATION INC., (collectively, the "Operating Subsidiaries") that have been licensed as manufacturers and distributors of gaming devices in Nevada. Pursuant to Nevada law, the Company's shareholders are subject to the rules and regulations of the Nevada Gaming Authorities. A detailed explanation of Gaming Statutes and Regulations can be found on the Company's corporate website: <https://www.segasammy.co.jp/en/ir/stock/regulation/>

The Operating Subsidiaries have also been licensed as manufacturers and distributors of gaming devices in multiple countries, states, and regions other than the State of Nevada (collectively, the "Other Regions"). In addition to the foregoing, the Company's shareholders may be subject to the same or similar restrictions as in the State of Nevada under the statutes of the Other Regions or the regulations of the gaming authorities of such Other Regions.