

SEGA SAMMY HOLDINGS INC.
Data Appendix (FY2026/3 Q1)

New segment 【FY2024/3-】

■ Profit and Loss

(Billion yen)		FY2024/3				FY2025/3				FY2026/3	FY2024/3			FY2025/3			FY2026/3
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Thru Q2	Thru Q3	Full Year	Thru Q2	Thru Q3	Full Year	Full Year Forecast
Entertainment Contents	Sales	54.1	67.6	98.7	99.4	72.5	69.2	96.9	82.9	67.7	121.7	220.4	319.8	141.7	238.6	321.5	336.0
	Consumer	34.0	44.4	70.7	74.9	51.3	44.3	69.2	52.0	44.6	78.4	149.1	224.0	95.6	164.8	216.8	230.0
	Animation	4.6	5.6	7.1	6.6	5.9	5.3	7.6	9.2	7.0	10.2	17.3	23.9	11.2	18.8	28.0	27.5
	AM* & TOY	15.4	17.6	21.0	17.8	15.3	19.5	20.0	21.8	16.0	33.0	54.0	71.8	34.8	54.8	76.6	78.5
	Operating Income	4.3	3.6	11.7	10.3	11.8	6.9	15.9	6.2	7.1	7.9	19.6	29.9	18.7	34.6	40.8	39.5
	Consumer	2.5	0.6	8.5	10.3	8.9	3.5	12.7	3.0	5.2	3.1	11.6	21.9	12.4	25.1	28.1	27.0
	Animation	0.9	1.8	1.6	1.3	2.4	1.9	2.2	2.3	1.4	2.7	4.3	5.6	4.3	6.5	8.8	6.5
	AM* & TOY	0.8	1.2	1.6	-1.3	0.5	1.3	1.1	0.9	0.4	2.0	3.6	2.3	1.8	2.9	3.8	6.0
	Non-operating income	0.3	1.2	0.2	0.8	1.1	0.6	2.5	-0.6	0.9	1.5	1.7	2.5	1.7	4.2	3.6	2.0
	Non-operating expenses	0.3	0.0	1.2	0.1	0.4	1.7	-0.7	1.2	3.1	0.3	1.5	1.6	2.1	1.4	2.6	1.5
Pachislot & Pachinko	Ordinary Income	4.4	4.7	10.8	11.0	12.5	5.8	19.2	4.3	5.0	9.1	19.9	30.8	18.3	37.5	41.8	40.0
	Adjusted EBITDA	5.0	-2.3	11.8	7.5	15.7	2.9	21.9	7.6	7.9	2.7	14.5	22.0	18.6	40.5	48.1	50.0
	Sales	50.5	42.0	26.2	14.5	28.8	35.9	11.7	20.7	11.0	92.5	118.7	133.2	64.7	76.4	97.1	130.0
	Pachislot	31.5	33.1	16.7	7.4	17.4	10.8	6.9	5.9	0.0	64.6	81.3	88.7	28.2	35.1	41.0	73.1
	Pachinko	16.4	7.1	7.1	4.9	9.0	22.4	2.2	11.8	7.7	23.5	30.6	35.5	31.4	33.6	45.4	45.6
	Other / Elimination	2.6	1.8	2.4	2.2	2.4	2.7	2.6	3.0	3.3	4.4	6.8	9.0	5.1	7.7	10.7	11.3
	Operating Income	21.6	17.5	6.5	-4.0	10.5	10.7	-2.0	0.8	-3.8	39.1	45.6	41.6	21.2	19.2	20.0	28.5
	Non-operating income	0.1	0.1	0.3	-0.1	0.2	0.1	0.2	0.4	0.1	0.2	0.5	0.4	0.3	0.5	0.9	1.5
	Non-operating expenses	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
	Ordinary Income	21.7	17.6	6.8	-4.2	10.7	10.8	-1.8	1.2	-3.6	39.3	46.1	41.9	21.5	19.7	20.9	30.0
Gaming	Adjusted EBITDA	22.3	18.3	7.5	-3.6	11.4	11.8	-1.0	2.0	-2.8	40.6	48.1	44.5	23.2	22.2	24.2	33.0
	Sales	0.3	0.3	0.3	1.0	0.6	1.2	1.3	2.3	1.3	0.6	0.9	1.9	1.8	3.1	5.4	6.0
	Operating Income	-0.5	-0.4	-0.6	-0.2	-0.3	-0.7	-0.1	0.4	-0.8	-0.9	-1.5	-1.7	-1.0	-1.1	-0.7	-1.5
	Non-operating income	0.3	0.7	0.5	-0.1	1.4	-0.3	1.0	1.1	1.2	1.0	1.5	1.4	1.1	2.1	3.2	1.8
	Non-operating expenses	0.0	0.0	0.1	0.0	0.1	0.3	-0.3	0.1	0.2	0.0	0.1	0.1	0.4	0.1	0.2	0.3
	Ordinary Income	-0.2	0.2	-0.1	-0.3	0.9	-1.1	1.1	1.2	0.1	0.0	-0.1	-0.4	-0.2	0.9	2.1	0.0
	Adjusted EBITDA	-0.2	0.2	-0.1	-0.3	0.7	-1.5	0.8	1.0	0.1	-0.0	-0.1	-0.4	-0.8	0.0	1.0	-2.5
	Sales	3.3	3.5	3.7	3.5	2.8	0.6	0.8	0.7	1.0	6.8	10.5	14.0	3.4	4.2	4.9	3.0
	Operating Income	-2.7	-3.4	-2.5	-3.3	-2.7	-3.4	-2.9	-3.0	-3.0	-6.1	-8.6	-11.9	-6.1	-9.0	-12.0	-13.5
	Non-operating income	0.5	-0.1	0.7	0.4	0.4	0.9	-0.1	0.8	0.1	0.4	1.1	1.5	1.3	1.2	2.0	-1.3
Other / Elimination	Non-operating expenses	0.5	0.3	0.2	1.1	0.2	1.4	-0.8	1.1	0.6	0.8	1.0	2.1	1.6	0.8	1.9	-0.8
	Ordinary Income	-2.9	-3.5	-2.2	-4.0	-2.3	-4.3	-2.1	-3.0	-3.6	-6.4	-8.6	-12.6	-6.6	-8.7	-11.7	-14.0
	Adjusted EBITDA	-2.4	-3.4	-1.9	-3.7	-2.0	-4.2	-2.0	-2.9	-3.8	-5.8	-7.7	-11.4	-6.2	-8.2	-11.1	-13.0
	Sales	108.2	113.4	128.9	118.4	104.7	106.9	110.7	106.6	81.0	221.6	350.5	468.9	211.6	322.3	428.9	475.0
	Operating Income	22.7	17.3	15.1	2.7	19.3	13.5	10.9	4.4	-0.5	40.0	55.1	57.8	32.8	43.7	48.1	53.0
	Non-operating income	1.2	1.9	1.7	1.0	3.1	1.3	3.6	1.7	2.3	3.1	4.8	5.8	4.4	8.0	9.7	4.0
	Non-operating expenses	0.8	0.3	1.5	1.3	0.7	3.4	-1.8	2.4	3.9	1.1	2.6	3.9	4.1	2.3	4.7	1.0
	Ordinary Income	23.0	19.0	15.3	2.4	21.8	11.2	16.4	3.7	-2.1	42.0	57.3	59.7	33.0	49.4	53.1	56.0
	Extraordinary income	0.0	0.2	0.2	0.9	8.8	0.2	0.1	0.9	0.0	0.2	0.4	1.3	9.0	9.1	10.0	0.0
	Extraordinary losses	0.6	9.1	2.0	7.5	0.2	6.6	0.6	0.9	0.4	9.7	11.7	19.2	6.8	7.4	8.3	2.5
Consolidated total	Adjusted EBITDA	24.7	12.8	17.3	-0.1	25.8	9.0	19.7	7.7	1.4	37.5	54.8	54.7	34.8	54.5	62.2	67.5
	Income before income taxes	22.5	10.0	13.6	-4.2	30.4	4.9	15.8	3.7	-2.5	32.5	46.1	41.8	35.3	51.1	54.8	53.5
	Profit attributable to owners of parent	17.2	5.9	12.4	-2.3	24.5	5.8	11.4	3.3	-3.3	23.1	35.5	33.0	30.3	41.7	45.0	37.5

*AM = Amusement Machine

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

*Allocated revenue related to investments in film production in the U.S. previously recorded as "Non-operating income" is recorded in "Sales" from FY2025/3. In addition, the provisional accounting treatment for company consolidation has been settled, sales and operating income for FY2024/3 have been retroactively changed.

SEGA SAMMY HOLDINGS INC.
Data Appendix (FY2026/3 Q1)



2025/8/8

■ Major Expenses / Capital Expenditure

(Billion yen)		FY2024/3				FY2025/3				FY2026/3	FY2024/3			FY2025/3			FY2026/3
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Thru Q2	Thru Q3	Full Year	Thru Q2	Thru Q3	Full Year	Full Year Forecast
Entertainment Contents	R&D / Content production	12.5	17.5	27.8	25.3	16.6	14.1	18.6	19.6	15.3	30.0	57.8	83.1	30.7	49.3	68.9	70.4
	Advertising	3.1	6.0	11.1	11.4	4.5	7.1	8.7	6.7	5.1	9.1	20.2	31.6	11.6	20.3	27.0	28.9
	Depreciation	0.9	1.1	1.2	1.2	1.1	1.1	1.1	1.3	1.1	2.0	3.2	4.4	2.2	3.3	4.6	4.6
	Cap-ex	1.9	1.2	1.4	1.1	1.3	1.8	1.3	3.2	2.3	3.1	4.5	5.6	3.1	4.4	7.6	6.5
Pachislot & Pachinko	R&D / Content production	2.9	3.3	3.4	4.8	2.8	3.4	3.4	3.9	3.2	6.2	9.6	14.4	6.2	9.6	13.5	14.2
	Advertising	0.7	0.7	0.5	1.0	0.7	1.3	0.7	0.7	0.4	1.4	1.9	2.9	2.0	2.7	3.4	4.2
	Depreciation	0.5	0.7	0.6	0.8	0.7	0.7	0.7	0.6	0.6	1.2	1.8	2.6	1.4	2.1	2.7	2.5
	Cap-ex	0.7	1.0	1.2	1.0	1.1	0.9	1.2	1.7	1.3	1.7	2.9	3.9	2.0	3.2	4.9	8.1
Gaming	R&D / Content production	0.2	0.2	0.2	0.1	0.2	0.2	0.2	0.3	0.2	0.4	0.6	0.7	0.4	0.6	0.9	1.6
	Advertising	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
	Depreciation	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	Cap-ex	0.0	0.2	0.0	0.2	0.4	0.5	0.8	0.4	0.1	0.2	0.2	0.4	0.9	1.7	2.1	2.5
Other / Elimination	R&D / Content production	0.1	-0.1	-0.1	0.1	0.1	-0.1	0.1	-0.1	0.1	0.0	-0.1	0.0	0.0	0.1	0.0	0.1
	Advertising	0.4	0.7	0.2	0.4	0.2	0.6	0.2	0.1	0.3	1.1	1.3	1.7	0.8	1.0	1.1	1.3
	Depreciation	0.5	0.3	0.4	0.3	0.3	0.3	0.2	0.3	0.3	0.8	1.2	1.5	0.6	0.8	1.1	1.1
	Cap-ex	0.4	0.2	0.7	0.4	0.5	0.3	0.1	0.4	0.4	0.6	1.3	1.7	0.8	0.9	1.3	1.7
Consolidated total	R&D / Content production	15.7	20.9	31.3	30.3	19.7	17.6	22.3	23.7	18.8	36.6	67.9	98.2	37.3	59.6	83.3	86.3
	Advertising	4.2	7.4	11.8	12.8	5.4	9.0	9.6	7.6	5.8	11.6	23.4	36.2	14.4	24.0	31.6	34.5
	Depreciation	1.9	2.1	2.2	2.3	2.1	2.1	2.0	2.2	2.0	4.0	6.2	8.5	4.2	6.2	8.4	8.2
	Cap-ex	3.0	2.6	3.3	2.7	3.3	3.5	3.4	5.7	4.1	5.6	8.9	11.6	6.8	10.2	15.9	18.8

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

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

(Employees)	FY2024/3	FY2025/3					FY2026/3
	Q4	Q1	Q2	Q3	Q4	Q1	
Entertainment Contents	6,361	6,562	6,449	6,399	6,391	6,576	
Pachislot & Pachinko	1,057	1,089	1,121	1,122	1,127	1,165	
Gaming	91	97	98	104	104	927	
Others	1,114	503	502	519	525	540	
Consolidated total	8,623	8,251	8,170	8,144	8,147	9,208	
Overseas personnel ratio	27.7%	28.8%	27.3%	26.0%	25.8%	31.7%	
R&D personnel ratio *	51.8%	54.4%	54.2%	53.0%	53.0%	55.6%	

*Changes due to the incorporation of Rovio into group company to R&D personnel ratio is reflected from FY2026/3 Q1

SEGA SAMMY HOLDINGS INC.
Data Appendix (FY2026/3 Q1)

■ Consumer Sales Breakdown

(Billion yen)		FY2024/3				FY2025/3				FY2026/3	FY2024/3			FY2025/3			FY2026/3
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Thru Q2	Thru Q3	Full Year	Thru Q2	Thru Q3	Full Year	Full Year Forecast
Consumer Sales	Total	34.0	44.4	70.7	74.9	51.3	44.3	69.2	52.0	44.6	78.4	149.1	224.0	95.6	164.8	216.8	230.0
	Domestic	14.5	17.7	19.7	25.1	20.1	16.3	21.7	17.4	15.1	32.2	51.9	77.0	36.4	58.1	75.5	75.0
	Overseas	19.3	26.5	50.6	49.6	31.1	27.7	47.5	34.6	29.5	45.8	96.4	146.0	58.8	106.3	140.9	155.0
	Overseas sales ratio	56.8%	59.7%	71.6%	66.2%	60.6%	62.5%	68.6%	66.5%	66.1%	58.4%	64.7%	65.2%	61.5%	64.5%	65.0%	67.4%
	Other / Elimination	0.2	0.2	0.4	0.2	0.1	0.3	0.0	0.0	0.0	0.4	0.8	1.0	0.4	0.4	0.4	-
Breakdown	Full Games	11.0	12.4	29.8	34.9	15.2	12.5	31.5	17.2	11.5	23.4	53.2	88.1	27.7	59.2	76.4	78.1
	New titles	2.5	3.7	21.3	27.5	3.9	1.7	19.7	8.2	2.6	6.2	27.5	55.0	5.6	25.3	33.5	33.5
	Japan	0.7	0.1	3.6	8.5	1.2	0.2	3.1	1.6	0.9	0.8	4.4	12.9	1.4	4.5	6.1	4.8
	Asia	0.1	0.2	2.2	4.9	0.4	0.4	2.0	1.3	0.2	0.3	2.5	7.4	0.8	2.8	4.1	4.4
	NA / EU	1.5	3.5	15.5	14.2	2.2	1.1	14.7	5.1	1.4	5.0	20.5	34.7	3.3	18.0	23.1	24.2
	Repeat sales	8.5	8.6	8.6	7.3	11.2	10.9	11.8	8.9	8.8	17.1	25.7	33.0	22.1	33.9	42.8	44.5
	Japan	1.0	1.0	1.0	0.9	1.6	1.2	1.1	1.0	1.1	2.0	3.0	3.9	2.8	3.9	4.9	4.6
	Asia	1.0	1.6	1.2	1.6	2.1	2.0	1.6	1.5	1.2	2.6	3.8	5.4	4.1	5.7	7.2	7.7
	NA / EU	6.3	6.1	6.3	4.9	7.5	7.6	9.1	6.5	6.5	12.4	18.7	23.6	15.1	24.2	30.7	32.1
	Overseas sales ratio	80.9%	91.9%	84.6%	73.4%	80.3%	88.8%	87.0%	83.7%	80.9%	86.8%	85.5%	80.7%	84.1%	85.6%	85.2%	87.6%
	Download sales ratio	57.1%	52.3%	59.0%	89.3%	72.2%	80.4%	66.3%	78.2%	73.1%	54.6%	57.1%	69.8%	75.9%	70.8%	72.5%	78.2%
	F2P	12.5	14.4	13.2	13.8	11.0	12.1	11.6	12.4	11.5	26.9	40.1	53.9	23.1	34.7	47.1	67.0
	Japan	10.8	12.6	11.4	12.2	9.6	10.8	10.0	10.7	10.1	23.4	34.8	47.0	20.4	30.4	41.1	58.5
	Asia	-	-	-	0.1	-	-	0.1	0.0	-	-	-	0.1	-	0.1	0.1	2.6
	NA / EU	1.7	1.7	1.7	1.6	1.3	1.3	1.5	1.7	1.4	3.4	5.1	6.7	2.6	4.1	5.8	5.8
	Other	10.5	17.6	27.7	26.2	25.1	19.7	26.1	22.4	21.6	28.1	55.8	82.0	44.8	70.9	93.3	84.9
	Rovio	-	3.4	9.6	8.5	8.7	8.3	8.8	7.9	7.1	3.4	13.0	21.5	17.0	25.8	33.7	41.8
	Licensing revenue & Subscription	2.5	6.8	7.0	3.6	4.8	4.7	6.2	5.6	8.5	9.3	16.3	19.9	9.5	15.7	21.3	24.8
	Impact of foreign exchange	1.4	2.5	6.0	5.5	2.7	0.9	3.1	1.8	-0.3	3.9	9.9	15.4	3.6	6.7	8.5	-
	Other	6.6	4.9	5.1	8.6	8.9	5.8	8.0	7.1	6.3	11.5	16.6	25.2	14.7	22.7	29.8	18.3

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

*Reexamined the forecast for FY2026/3 and made some changes

SEGA SAMMY HOLDINGS INC.
Data Appendix (FY2026/3 Q1)

■Number of Titles, Unit Sales (Full Game)

		FY2024/3				FY2025/3				FY2026/3	FY2024/3			FY2025/3			FY2026/3
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Thru Q2	Thru Q3	Full Year	Thru Q2	Thru Q3	Full Year	Full Year Forecast
No. of titles	Japan	2	1	5	3	2	0	2	2	1	3	8	11	2	4	6	5
	Asia	2	1	6	3	2	0	2	2	1	3	9	12	2	4	6	5
	NA / EU	2	1	7	3	2	0	2	2	1	3	10	13	2	4	6	6
Unit sales	Total	4,870	5,650	8,580	8,790	5,860	6,530	12,420	6,640	4,940	10,520	19,100	27,890	12,390	24,810	31,450	30,090
(Thousand)	New titles total	740	920	3,610	3,960	710	310	3,770	1,780	610	1,660	5,270	9,230	1,020	4,790	6,570	6,070
	Japan	160	30	580	1,080	160	30	470	320	210	190	770	1,850	190	660	980	980
	Asia	40	60	390	860	80	80	430	370	50	100	490	1,350	160	590	960	1,070
	NA / EU	540	820	2,640	2,010	460	200	2,870	1,090	330	1,360	4,000	6,010	660	3,530	4,620	4,010
	Repeat sales total	4,120	4,730	4,980	4,830	5,140	6,230	8,640	4,860	4,320	8,850	13,830	18,660	11,370	20,010	24,870	24,010
	Japan	430	400	450	650	500	480	490	410	380	830	1,280	1,930	980	1,470	1,880	1,870
	Asia	470	750	640	960	980	1,090	910	800	620	1,220	1,860	2,820	2,070	2,980	3,780	3,730
	NA / EU	3,210	3,580	3,890	3,230	3,660	4,650	7,250	3,650	3,310	6,790	10,680	13,910	8,310	15,560	19,210	18,400

■Unit sales of major IPs(Full Game)

(Thousand)		FY2024/3				FY2025/3				FY2026/3	FY2024/3			FY2025/3			
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Thru Q2	Thru Q3	Full Year	Thru Q2	Thru Q3	Full Year	
Sonic series		1,220	1,490	2,340	870	670	860	3,450	1,560	770	2,710	5,050	5,920	1,530	4,980	6,540	
Total War series		310	560	620	420	530	710	770	450	910	870	1,490	1,910	1,240	2,010	2,460	
Persona series		630	750	1,290	2,390	790	1,020	940	830	1,000	1,380	2,670	5,060	1,810	2,750	3,580	
Like a Dragon series (includes "Judgment" series)		510	680	1,520	2,650	720	690	1,110	1,390	690	1,190	2,710	5,360	1,410	2,520	3,910	

■ Number of Titles (F2P)

		FY2024/3				FY2025/3				FY2026/3	FY2024/3			FY2025/3			FY2026/3
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Thru Q2	Thru Q3	Full Year	Thru Q2	Thru Q3	Full Year	Full Year Forecast
F2P	No. of new titles launched	1	-	1	-	-	-	-	-	1	1	2	2	-	-	-	4
	No. of titles ended services	-2	-1	-	-1	-	-1	-	-	-	-3	-3	-4	-1	-1	-1	-
	No. of titles in operation at FY end	19	18	19	18	18	17	17	17	18	18	19	18	17	17	17	21

SEGA SAMMY HOLDINGS INC.
Data Appendix (FY2026/3 Q1)



2025/8/8

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

		FY2024/3				FY2025/3				FY2026/3	FY2024/3			FY2025/3			FY2026/3
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Thru Q2	Thru Q3	Full Year	Thru Q2	Thru Q3	Full Year	Full Year Forecast
Pachislot	Number of titles	1	2	2	2	3	1	2	2	-	3	5	7	4	6	8	6
	Unit sales (units)	64,766	65,629	33,303	16,392	36,993	22,153	14,291	13,204	52	130,395	163,698	180,090	59,146	73,437	86,641	144,000
Pachinko	Number of titles	2	1	1	0	2	2	2	2	1	3	4	4	4	6	8	6
	Unit sales (units)	39,095	17,403	18,183	13,555	22,475	46,260	5,305	25,849	18,596	56,498	74,681	88,236	68,735	74,040	99,889	104,000
	Board + Frame	19,312	3,633	1,372	1,102	2,383	36,116	327	23,099	6,407	22,945	24,317	25,419	38,499	38,826	61,925	87,700
	Board	19,783	13,770	16,811	12,453	20,092	10,144	4,978	2,750	12,189	33,553	50,364	62,817	30,236	35,214	37,964	16,300

■ Paradise Segasammy

(KRW Billion)		FY2024/3				FY2025/3				FY2026/3	FY2024/3			FY2025/3			FY2026/3
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Thru Q2	Thru Q3	Full Year	Thru Q2	Thru Q3	Full Year	Full Year Forecast
Sales		91.2	109.4	132.7	115.4	132.3	131.4	146.5	129.0	139.1	200.6	333.3	448.7	263.7	410.2	539.2	
	Casino	63.3	82.2	97.9	84.5	102.5	102.5	110.3	99.6	110.0	145.5	243.4	327.9	205.0	315.3	414.9	
	Hotel	23.2	23.3	28.1	25.7	23.7	24.7	29.4	24.5	23.6	46.5	74.6	100.3	48.4	77.8	102.3	
	Other	4.5	4.0	6.7	5.2	5.9	4.2	6.9	4.8	5.4	8.5	15.2	20.4	10.1	17.0	21.8	
Gross profit		17.1	27.9	35.2	15.3	40.0	33.4	41.1	21.7	44.7	45.0	80.2	95.5	73.4	114.5	136.2	
Operating profit		9.8	17.0	24.8	4.7	29.9	14.2	27.0	3.4	33.5	26.8	51.6	56.3	44.1	71.1	74.5	
EBITDA		24.1	28.3	35.8	15.5	40.8	25.0	37.5	12.9	42.4	52.4	88.2	103.7	65.9	103.4	116.3	
Net profit		2.6	15.3	15.6	-5.5	22.4	4.8	18.2	16.3	25.5	17.9	33.5	28.0	27.2	45.4	61.7	
No. of casino users (Thousand)		6.3	7.2	8.1	8.1	8.5	8.7	9.5	9.6	9.8	13.5	21.6	29.7	17.2	26.7	36.3	
Equity method acquisition amount (Billion yen)		0.0	0.6	0.7	-0.4	1.0	0.1	0.9	1.2	1.1	0.6	1.3	0.9	1.1	2.0	3.2	

■ Gaming Machine (units)

		FY2024/3				FY2025/3				FY2026/3	FY2024/3			FY2025/3			FY2026/3
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Thru Q2	Thru Q3	Full Year	Thru Q2	Thru Q3	Full Year	Full Year Forecast
Unit Sales (N.A.+Asia)		123	49	61	330	190	288	269	563	262	172	233	563	478	747	1,310	1,217
No. of newly installed units (N.A.+Asia)		191	72	104	388	249	398	420	585	427	263	367	755	647	1,067	1,652	2,569
No. of utilized units of leased machine at the end of each quarter * (N.A.)		291	288	291	311	398	492	564	603	768							1,704

SEGA SAMMY HOLDINGS INC.
Data Appendix (FY2026/3 Q1)



2025/8/8

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

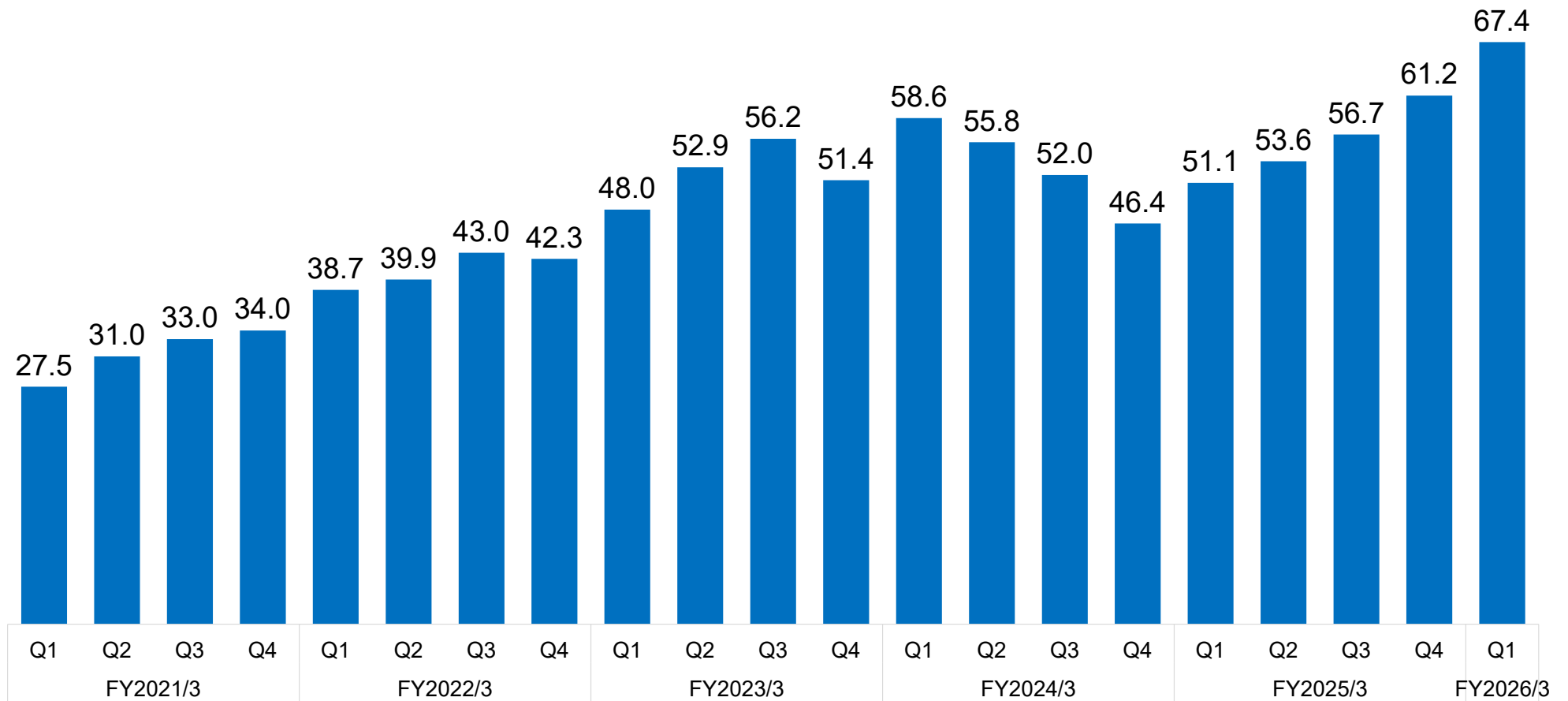
■ Number of employees (Full-time employees and permanent contract employees *excludes the No. of temporary employees)

(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

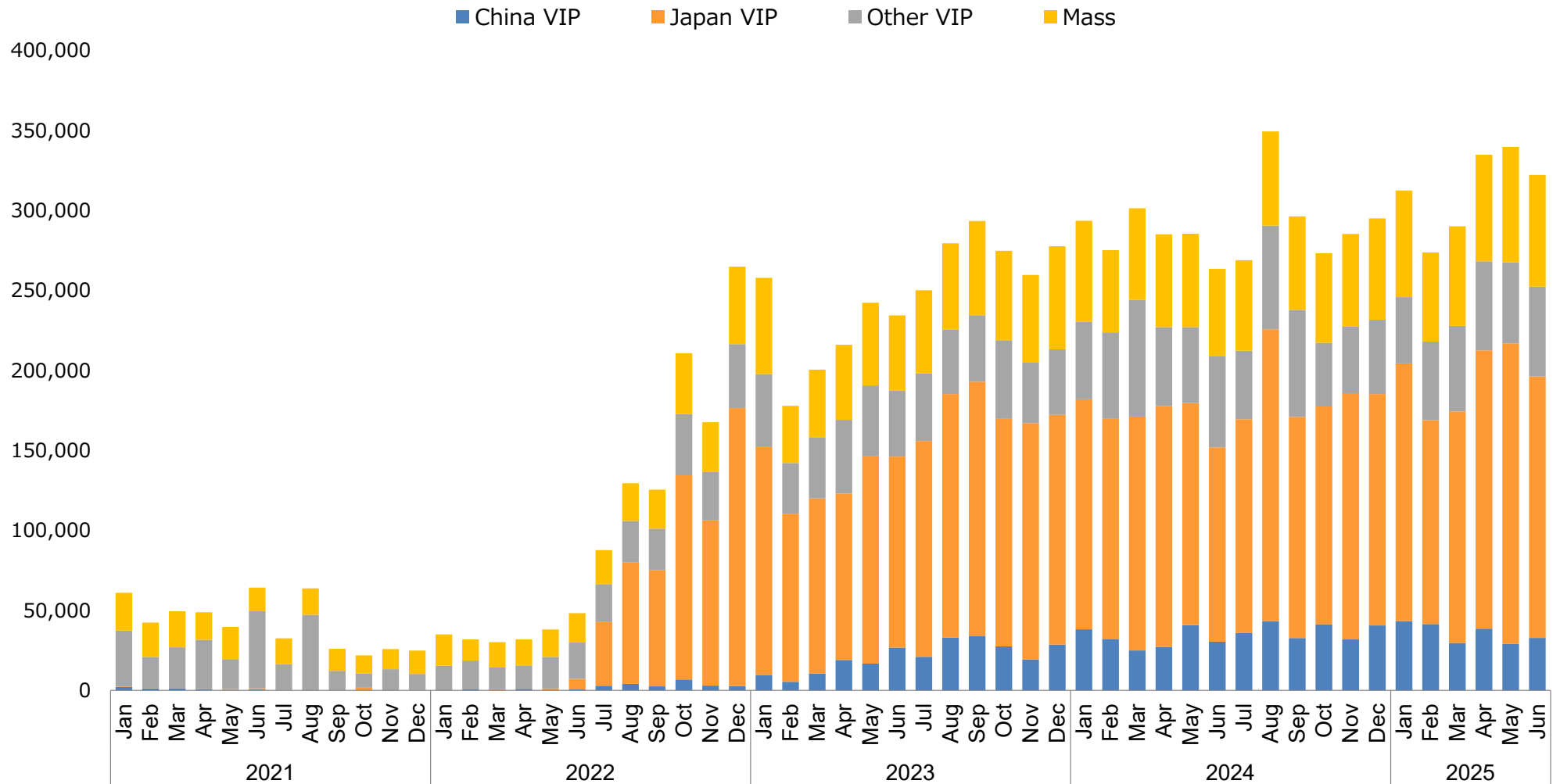
■ Trend of Balance of Content Production Expenses in B/S (Consumer area)

(Unit: Billion yen)



■ Trend of Drop amounts* at PARADISE CITY

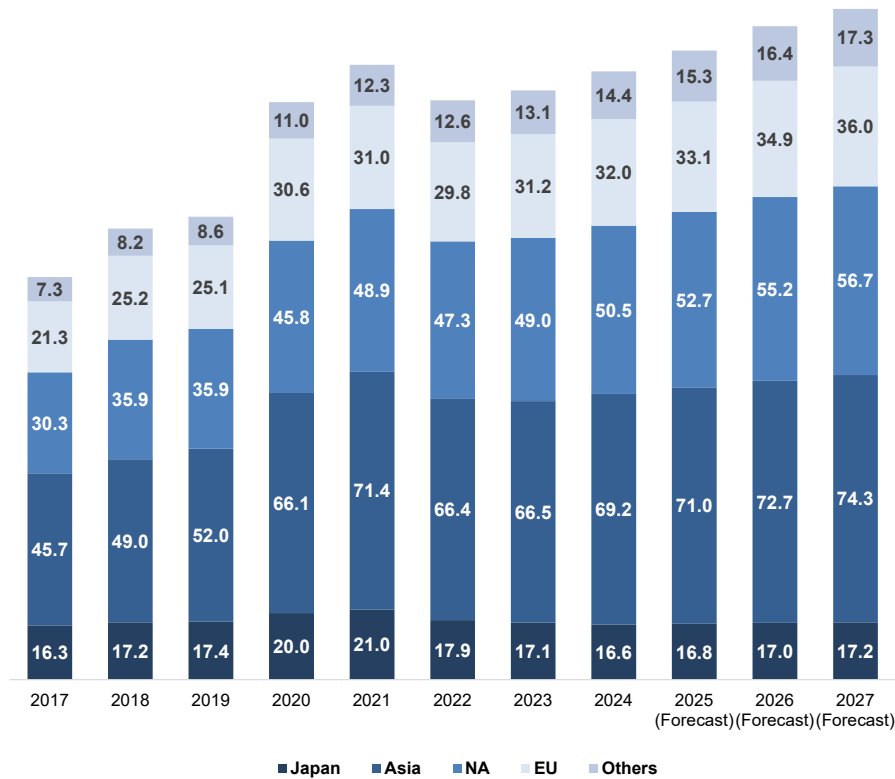
(Unit: KRW million)



*Drop amounts = Purchased amount of chips

Consumer Games Markets Scale

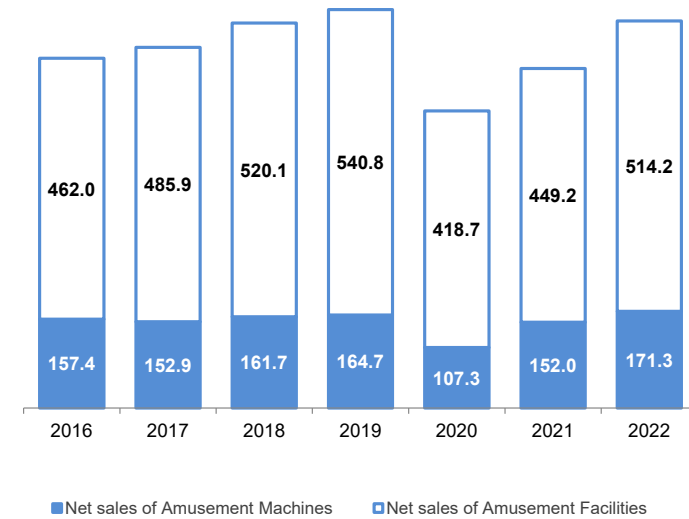
Market size trend of Consumer games (Billion USD)



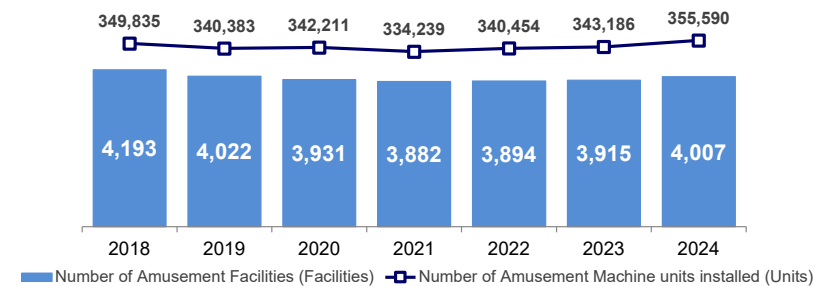
Sources: In-house estimation based on data from "Newzoo Global Games Market Data May 2025"

Amusement Machine and Amusement Center Operations Markets Scale

Amusement Machine / Facilities sales (Billion yen)

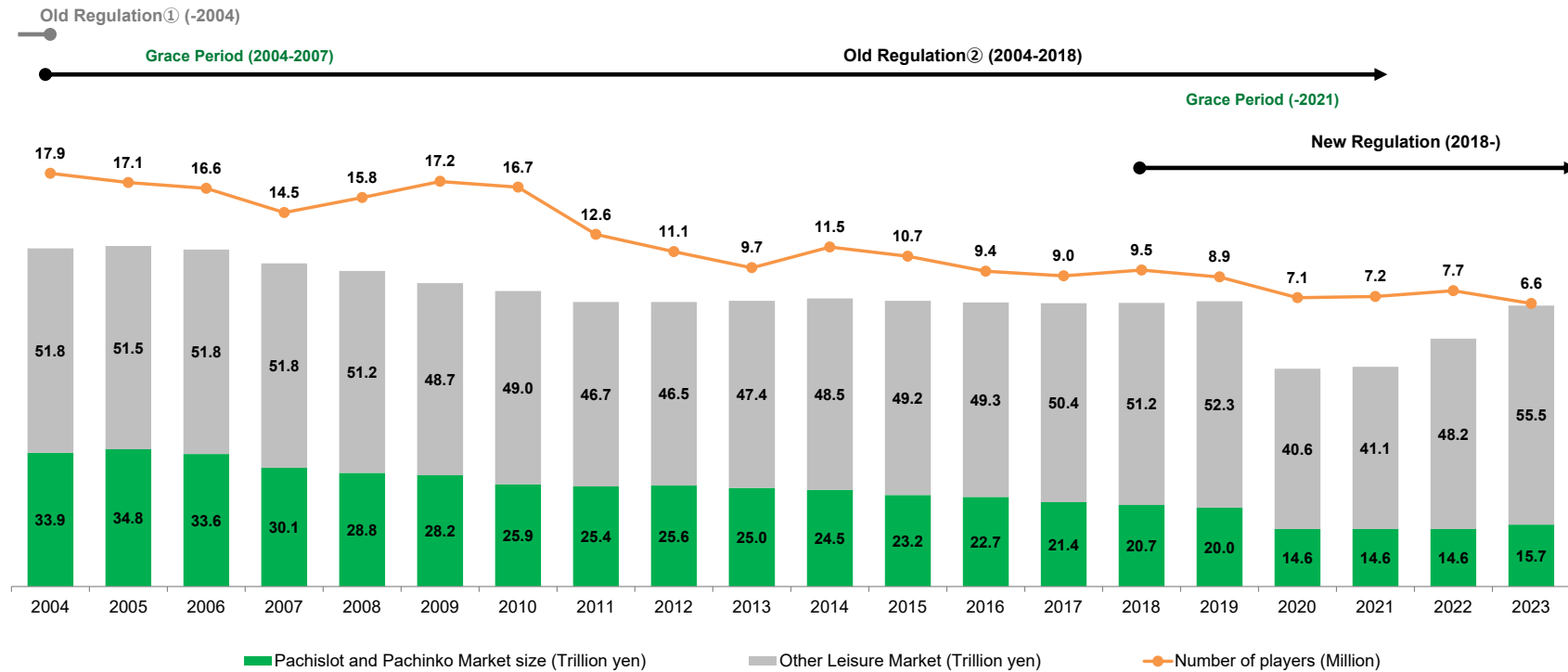


Number of Amusement Facilities / Amusement Machine unit installed



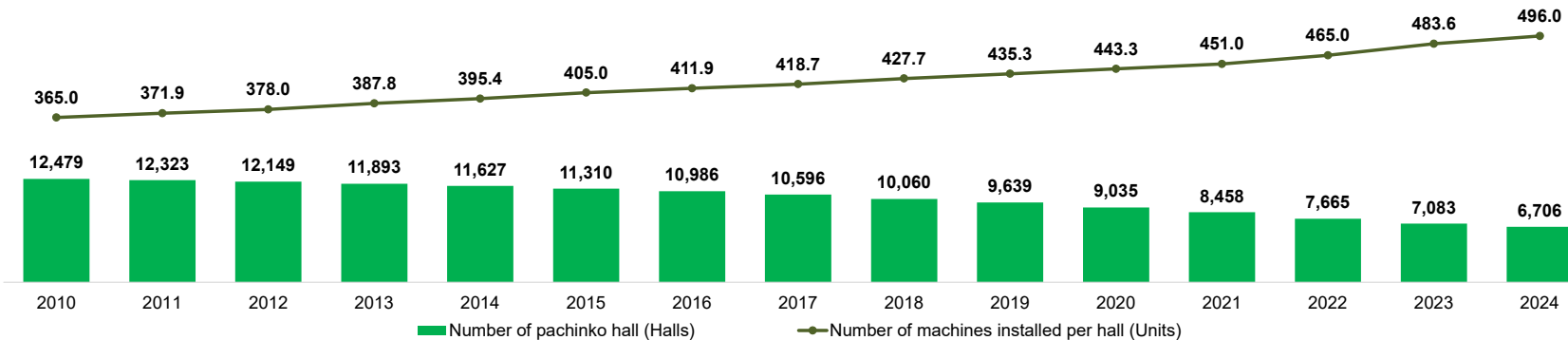
Sources: JAIA, National Police Agency

Transition of market size and number of players



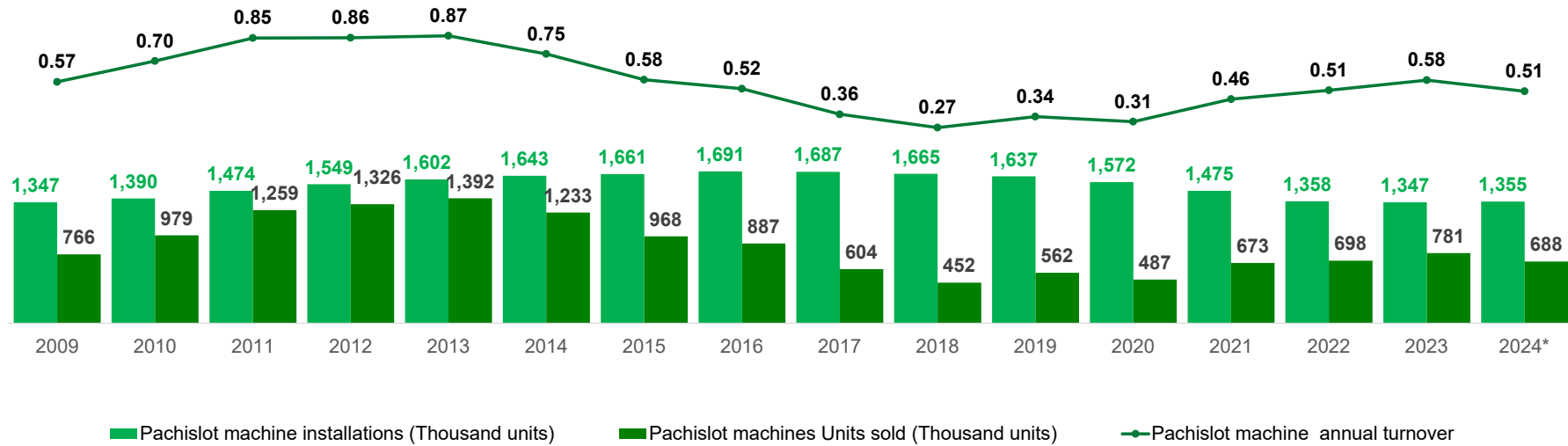
Sources: White Paper on Leisure Industry 2024, Japan Productivity Center

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

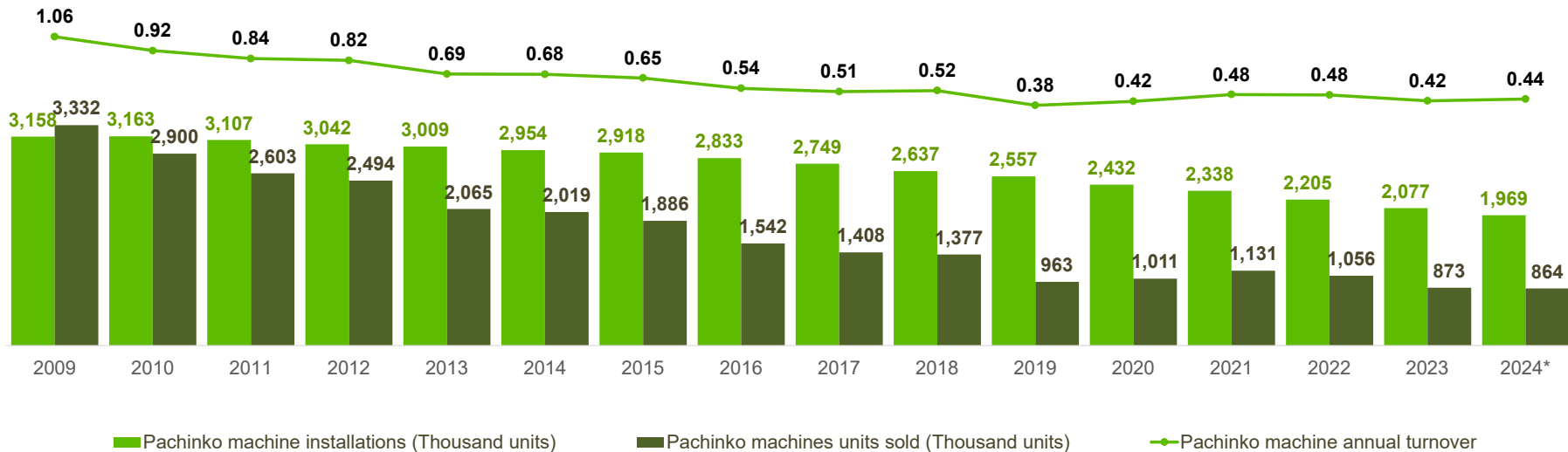


Sources : National Police Agency

Pachislot machine installations, unit sales and annual turnover rate

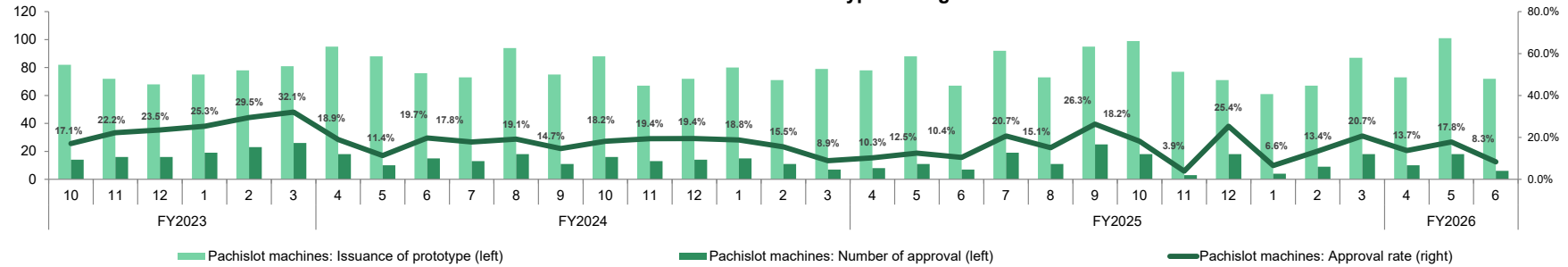


Pachinko machine installations, unit sales and annual turnover rate

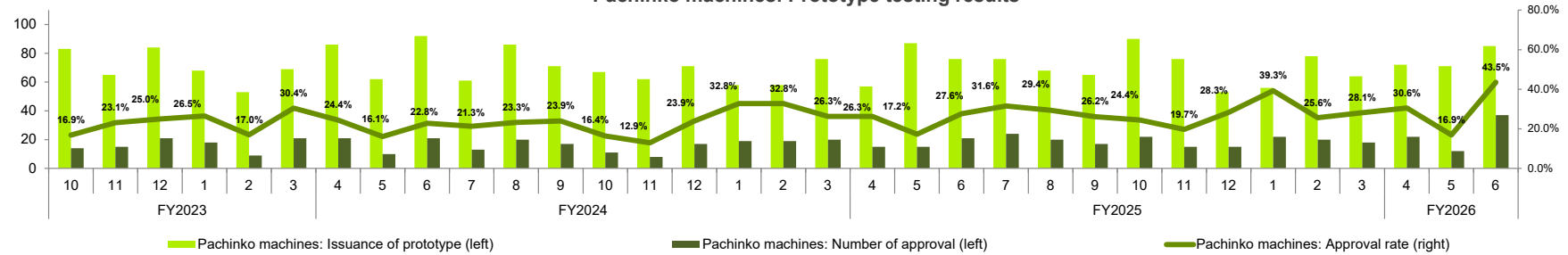


Sources: National Police Agency and Yano Research Institute Ltd. "Pachinko Manufacturer Trends 2024" (Research of Japanese Market) *Unit sales for 2024 are in-house estimations

Pachislot machines: Prototype testing results

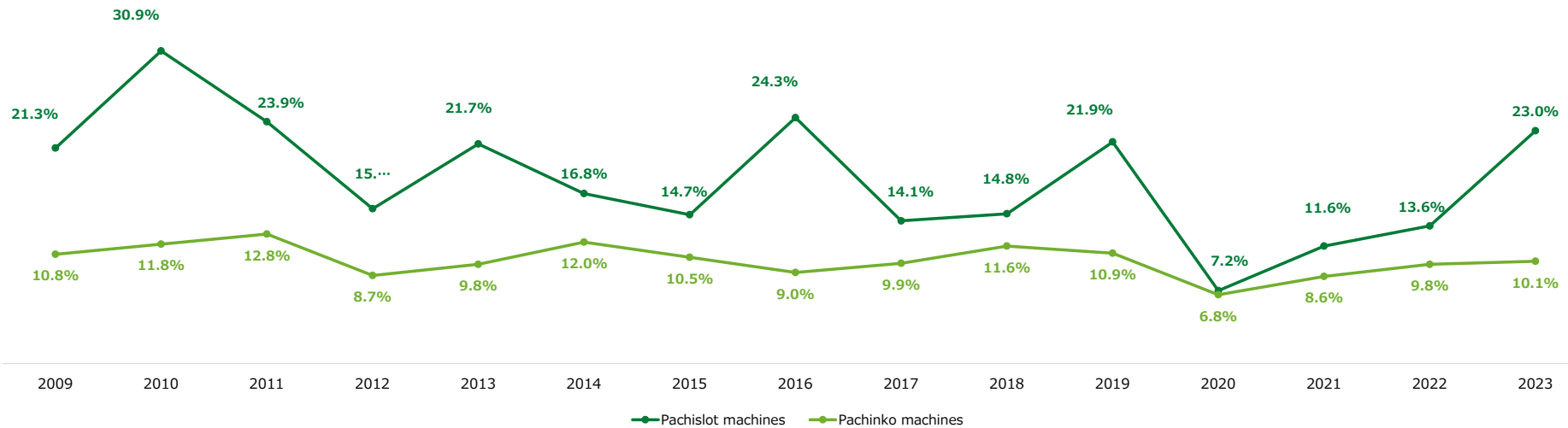


Pachinko machines: Prototype testing results



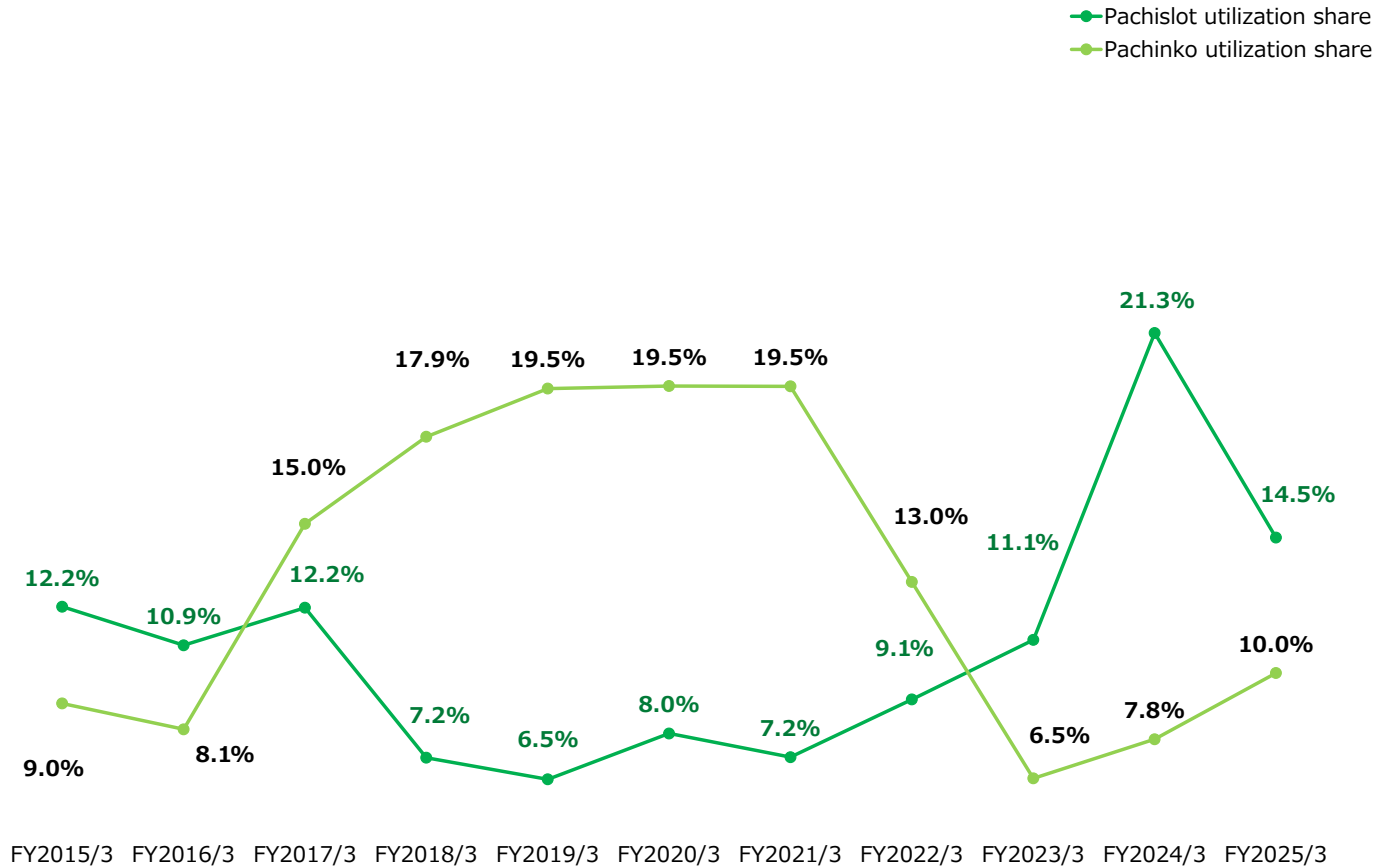
Sources: Security Communications Association

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 2024"

Trend of Utilization Share (Sammy)



Total Utilization Share

Rank		FY24/3	FY25/3
1	S Company	21.1%	S Company 19.4%
2	K Company	15.2%	K Company 15.6%
3	Sammy	14.4%	S Company 12.5%
4	S Company	12.8%	Sammy 12.3%

Pachislot: Utilization Share

Rank		FY24/3	FY25/3
1	K Company	30.9%	K Company 30.8%
2	Sammy	21.3%	Sammy 14.5%
3	U Company	13.7%	S Company 12.4%
4	S Company	7.1%	U Company 10.8%

Pachinko: Utilization Share

Rank		FY24/3	FY25/3
1	S Company	34.5%	S Company 26.8%
2	S Company	24.9%	S Company 24.3%
3	D Company	7.9%	Sammy 10.0%
4	Sammy	7.8%	D Company 9.0%

*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)

Sources: *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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