



FY Ending March 2006 Interim Results Presentation

Appendix

2005/11/22

SEGA SAMMY HOLDINGS INC.

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
Number of Employees	68(non-consolidated), 5,407(consolidated) (As of March 31,2005)
Capital	28.8billion (As of September 30, 2005)
Number of Shares Outstanding	141,188,929 shares (As of September 30, 2005, prior to delivery of shares from stock split)

Principle Shareholders

(As of September 31, 2005)

Shares Held (%)



		Shares Held	(%)
1	Hajime Satomi	21,784,669	15.42
2	Sega Sammy Holdings	11,104,383	7.86
3	The master Trust Bank of Japan, Ltd. (Trustee)	7,551,900	5.34
4	FSC Co., Ltd.	7,086,420	5.01
5	Japan Trustee Services Bank, Ltd. (Trustee)	5,860,800	4.15
6	State Street Bank and Trust Company	5,031,680	3.56
7	Sega	4,516,995	3.19
8	SS Planning Corporation	3,000,000	2.12
9	Nikko Citigroup Securities	2,696,132	1.90
10	Goldman Sachs International	2,564,847	1.81

Composition of Shareholders (As of September 31, 2005)



(%)

Financial Institutions	17.01
Securities Companies	2.67
Other Companies	12.16
Foreign Institutions and Individuals	29.74
Japanese Individuals and Others	30.56
SEGA SAMMY	7.86

Pachislot (Achieved)


Brand	Title	Units Sold	Lifetime Units	Sold From
	Ultraman Club ST	57,549units	57,549units	September (2Q)
	Umi-Monogatari	63,885units	63,885units	May (1Q)
	Oni-Musha 3	51,028units	120,369units	Prior Period
Unit Supply	Kyojin-no-Hoshi	75,018units	/	September (2Q)
	Street Fighter 2			April (1Q)
	Winning Post			June(1Q)

Pachislot (Plan)


Brand	Title	Regulation	Selling From
	Ultraman Club ST	Old	September
	Aladdin 2 Evolution	Old	December
	Hakushon-daimaoh	New	November
	Dokonjoh-Gaeru	New	TBD
Unit Supply	Kyojin-no-Hoshi	Old	September

New Title Announced November 21, 2005

Pachinko (Achieved)

Brand	Title	Units Sold	Lifetime Units	Sold From
	CR Choro Q	29,680units	29,680units	April(1Q)
	CR Hokuto no ken	178,502units	178,502units	July (2Q)
	K-1Premium Dynamite	6,600units	6,600units	June (1Q)
	CR Azumi	9,138units	9,138units	August(2Q)

Pachinko (Plan)

Brand	Title	Type	Selling From
	CR Choro Q Turbo	2 types from 1	November
	CR Super Jetter	1 type	November

New Title Announced November 21, 2005

Amusement Machine Environment

Achieved

Product	Units Sold
Star Horse 2	Complete: 184units Satellite: 1,840units
Battle of Three Nations	Complete: 261units Satellite: 1,240 units
Pachinko/Pachislot Revolution Series	Boards: 1,303units Chassis: 1,598units
Monopoly	214units
W C C F 2004-2005 CVT	458kits

Amusement Facilities Environment

Existing Facility Sales Y/Y Comparison

FY 2006 < Achieved >	1Q	2Q	1H
# Facilities	470	451	451
Facilities Opened	5	1	6
Facilities Closed	12	20	32
% to Prior Year	98.4%	101.4%	100.0%

FY 2006 < Plan >	Full Year Plan
# Facilities	468
Facilities Opened	13
Facilities Closed	22
% to Prior Year	102%

New Business (Card Business)

New Business (Card Business)		
FY Ending March 2006 1 st Half	King of Beetles	Love and Berry
Units Delivered	4,500units	2,900units
(Total Units)	(13,500units)	(4,700units)
Cards Sold	120 Million	35.5 Million
(Total Cards)	(280 Million)	(43.0 Million)

of Titles, Number of Units

Achieved in 1st Half

Region	# of Titles	Units sold
Japan	13Title	1.54million units
America	3Title	1.01million units
Europe	16Title	1.93million units
合計	32Title	4.48million units

Platform	# of Titles	Units sold
PS2	12Title	1.82million units
PSP	4Title	0.42million units
GC	3Title	0.49million units
Xbox	4Title	0.33million units
GBA	2Title	0.65million units
NDS	1Title	0.04million units
PC	6Title	0.37million units
Repeat	-	0.36million units
Total	32Title	4.48million units

Title Included		Units sold
Japan	GBA King of Beetles	0.58million units
	Cherry tree Battle V	0.15million units
Overseas	Spartans Total Warrior	0.23million units
	Virtua Tennis	0.23million units
	Sonic Gems Collection	0.2million units

Plan in 2nd Half (Units sold indicate Full year plan)

	Units Sold
Japan	4.83million units
America	4.75million units
Europe	5.79million units
Total	15.37million units

Titles Included	Region	Platform	Selling from
King of Beetles Greatest Champion DS	Japan	D S	12/8
Ryu-ga-gotoku	Japan	P S 2	This Winter
Pachislot Strategy - Surefire Tactics Aladdin 2 Evolution	Japan	P S 2	12/15
Fantasy Star Universe	Japan	P S 2 P C	This Winter
Shadow the Hedgehog	Japan/ Europe/ America	P S 2 G C XBox	Released (overseas) 12/15 (Japan)
Spartans Total Warrior	Europe/ America	P S 2 G C XBox	Released
Football Manager	Europe	P C	11/5
Condemned	Europe/ America	Xbox360	11/15
Full Auto	Europe/ America	Xbox360	This Winter

Cost Breakdown

(JPY Billions)	FY Ending March 2006		
	1 st Half Results	1 st Half Plan	Full Year Plan
R&D Costs	16.4	20.5	40.8
Capital Investments	14.3	20.6	31.8
Depreciation	8.7	9.0	21.1
Selling & Marketing	7.5	7.3	17.9

Pachinko/Pachislot Market Trends

Number of Halls

	2000	2001	2002	2003	2004
Halls w/ Pachinko Machines	16,021	15,691	15,255	14,695	13,844
Halls w/ Pachislot Machines	967	1,110	1,249	1,381	1,773
Total	16,988	16,801	16,504	16,076	15,617

According to the National Police Agency, Establishments that have both pachinko and pachislot machines installed are included in Halls w/ Pachinko machines.

Machine Unit Sales · Installed Units · Market Size

		2000	2001	2002	2003	2004
Pachinko Machines	Machine Unit Sales	3,368,839	3,230,489	3,174,079	3,686,677	4,012,901
	Installed Units	3,431,130	3,326,583	3,252,241	3,227,239	3,077,537
	Market Size JPY Millions	568,362	569,129	561,506	672,055	786,413
Pachislot Machines	Machine Sales (units)	1,134,341	1,290,719	1,501,894	1,842,392	1,675,049
	Installed Units	1,323,729	1,459,233	1,606,123	1,660,839	1,887,239
	Market Size JPY Millions	314,599	351,344	396,566	526,354	524,882

According to the National Police Agency, Yearly unit sales and market size according to Yano Economic Research.

Pachinko/Pachislot Market Share

Pachislot Market Share Trends (%)

Rank	2000		2001		2002		2003		2004	
	Maker	Share	Maker	Share	Maker	Share	Maker	Share	Maker	Share
1	Aruze	36.2%	Sammy	32.8%	Sammy	31.1%	Sammy	32.1%	Sammy	40.4%
2	Yamasa	17.6%	Yamasa	17.8%	Yamasa	20.0%	Olympia	18.5%	Olympia	16.4%
3	Sammy	13.5%	Aruze	16.2%	Aruze	19.7%	Aruze	13.6%	Yamasa	9.0%
4	Olympia	8.8%	Olympia	8.5%	Olympia	11.7%	Yamasa	11.9%	Daito	7.9%
5	Net	4.4%	Pioneer	5.0%	Pioneer	3.7%	Daito	4.9%	Aruze	4.6%

According to Yano Economic Research.

Pachinko Market Share Trends (%)

Rank	2000		2001		2002		2003		2004	
	Maker	Share	Maker	Share	Maker	Share	Maker	Share	Maker	Share
1	SANKYO	18.3%	Sanyo	18.9%	Sanyo	16.4%	Sanyo	25.2%	Sanyo	22.9%
2	Sanyo	15.1%	SANKYO	17.2%	SANKYO	14.8%	SANKYO	16.4%	SANKYO	21.2%
3	Heiwa	11.5%	Heiwa	10.8%	Heiwa	10.0%	Daiichi	9.5%	Heiwa	8.7%
4	Daiichi	7.4%	Daiichi	10.3%	Kyoryaku	8.1%	Heiwa	7.1%	Daiichi	7.7%
5	Sofia	5.9%	Kyoryaku	7.6%	Daiichi	7.9%	Sammy	6.7%	Newgin	6.9%
6									Sammy	5.8%
	Sammy	3.0%	Sammy	2.8%	Sammy	2.6%				

According to Yano Economic Research. 9

Amusement Game Software Trends

Amusement Machine Sales · Amusement Facilities Operation Sales · Home Gaming Market
Sales by Hardware and Software

(JPYMillions)

		2001	2002	2003	2004
Amusement Machine Sales		140,802	154,528	177,889	180,550
Amusement Facilities Operations Sales		590,294	605,521	637,744	649,223
Home Gaming	Hardware Sales	998,144	790,767	631,481	425,143
	Software Sales	504,233	475,875	437,975	494,840

According to JAMMA,AOU,NSA.