



Fiscal Year Ending March 2006 3rd Quarter

Appendix

February 8th, 2006

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	JPY28.8billion (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

Pachinko Pachislot Sales · Sales Plan

Pachislot 3Q Principle Sellers

Brand	Title	Units Sold Through 3Q	Lifetime Unit Sales	Date of Release
Sammy	Aladdin 2 Evolution	122,116Units	122,116Units	December
	Ultraman Club ST	77,342Units	77,342Units	September
	Demashita Hakushon daimaoh	10,658Units	10,658Units	November
	Umimonogatari	63,924Units	63,924Units	April
RODEO	Onimusha3	51,095Units	120,436Units	Prior Period
Unit Supply	Kyojinn no hoshi	132,105Units	132,105Units	August
	Street Fighter 2			April
	Winning Post			June
	Nobunaga no yabo			November

Pachislot Principle Sellers

Brand	Title	Units Sold Through 3Q	Lifetime Unit Sales	Date of Release
Sammy	CR Hokutonoken	178,579Units	178,579Units	September
	CR ChoroQ	30,066Units	30,066Units	April
	CR ChoroQTurbo	27,777Units	27,777Units	November
	CR Azumi	9,745Units	9,745Units	September
	CR Premium Dynamite	6,600Units	6,600Units	June

Pachislot 4Q Titles (Plan)

Brand	Title	Mode Type	Installation From:
Sammy	Crash Bandicoo	New Reg	February
RODEO	Ore no sora	Old Reg	March
	Dokonjo gaeru	New Reg	January
Unit Supply	Nobunaga no yabo	New Reg	January

Titles announced as of February 7th, 2006

Pachinko 4Q Titles (Plan)

Brand	Title	Mode Type	Installation From
Sammy	CR Sakigake ! Otokojuku	Type 1	January
	CR Gachaman	Type 1	March

Titles announced as of February 7th, 2006

Amusement Machine

3Q Principle Titles

Product Name	Units Sold (9 Month Period Ending December 2005)
Star Horse 2 New Generation	Full System : 401Units Satellite : 4,002Units
Pachinko · Pachislot Revolution Series	Boards : 1,861Units Chassis : 2,095Units
THE HOUSE OF THE DEAD 4	1,008Units
MJ3	Main Kits : 998Units Satellite : 6,609Units

Amusement Facilities

Existing Facility Sales Comparisons with Prior year

FYE March 2006 < Results >	June Period (1Q)	September Period (2Q)	1 st Half	December Period (3Q)
Facilities at Period End	470	451	451	472 <small>(Including 30 TMS Entertainment Managed Stores)</small>
Facilities Opened	5	1	6	8 <small>(Including 1 TMS Entertainment Managed Store)</small>
Facilities Closed	12	20	32	16
% to Same Period Prior Year	98.4%	101.4%	100.0%	104.2%

FYE March 2006 Plan	Full Year Plan
Total Facilities	472
Facilities Opened	16
Facilities Closed	50
% To Prior Year	102%

New Business (Card Business) Environment

New Business (Card Business)		
FYE March 2006 3Q	Mushiking	Love and Berry
Installed Units (Lifetime Total)	2,200Units (11,200Units)	4,900Units (6,700Units)
Card Sales (Lifetime Total)	157 Million (317 Million)	83.5 Million (91.0Million)



"Mushiking"
©SEGA,2003



"Love and Berry"
©SEGA,2004

Entertainment Software Titles and Units Sold

3Q Results (April-December Total)

Breakdown by Region	Titles	Units Sold
Japan/Asia	33Titles	3.19Million
US	21Titles	3.95Million
Europe	23Titles	4.33Million
Total	77Titles	11.47Million

Breakdown by Console	Titles	Units Sold
PS2	28Titles	3.78Million
PSP	7Titles	.93Million
GC	8Titles	1.10Million
Xbox	11Titles	1.11Million
GBA	5Titles	.85Million
NDS	9Titles	.87Million
PC	9Titles	1.11Million
Catalog	-	1.72Million
Total	77Titles	11.47Million

Principle Titles		Units Sold
Japan	Ryu ga gotoku	0.31Million
	Brain Trainer	0.24Million
Over-seas	Shadow the Hedgehog	1.45Million
	Football Manager 2006	0.61Million
	Sonic Rush	0.41Million

4Q Plan (Revised Entertainment Software Sales Forecast)

Breakdown by Region	Units Sold
Japan/Asia	4.40Million
US	5.90Million
Europe	6.20Million
Total	16.50Million

Principle Titles	Region	Platform	Release
Let's Make a Pro Soccer Club European Championship	Japan	PS2	3/29
Fantasy Star Universe	Japan	PS2 PC	3/30
Sonic Riders	US/ Europe/ Japan	PS2 XB GC	3/17 2/21 2/23
Outrun 2006 Coast 2 Coast	US/ Europe	PS2 XB GC	3/31 3/21
Full Auto	US/ Europe	Xbox360	2/10 2/15

Titles announced as of February 7th, 2006

Other Associated Costs

	FYE March 2006	
	Results Through 3Q	Full Year Plan
R&D Expense	245	408
Capital Expenditures	229	318
Write-downs	137	211
Sales and Marketing	139	179

Pachinko · Pachislot Market Trends

Number of Pachinko Halls

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

According to National Police Association. Halls that have both pachinko and pachislot machines are included in pachinko halls.

Pachinko/Pachislot Unit Sales · Installed Base · Market Scale

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

Installed base according to National Police Association. Yearly sales and market scale 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.