

FY Ending March 2012 3rd Quarter Results Presentation



February 6th, 2012







SEGA SAMMY HOLDINGS INC.

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The contents of this material and comments made during the questions and answers etc of this briefing session are the judgment and forecasts of the Company's management based on currently available information.

These contents involve risk and uncertainty and the actual results may differ materially from these contents/comments.

【FY Ending March 2012 3rd Quarter Results/ Full Year Forecast】

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Net Sales / Profits		<ul style="list-style-type: none"> ▪ Net sales 311.6 billion yen, Operating income 64.3 billion yen, Net Income 34.3 billion yen ▪ Year-on-year, sales and profits increased
Segment breakdown	Pachislot and Pachinko Machines	<ul style="list-style-type: none"> ▪ Year-on-year, sales and profits increased ▪ Pachislot unit sales decreased compared to the results of the previous fiscal year ▪ Pachinko unit sales increased compared to the results of the previous fiscal year
	Amusement Machine Sales	<ul style="list-style-type: none"> ▪ Year-on-year, sales and profits decreased ▪ Solid sales of the mainstay title and stable distribution of earnings due to utilization of revenue sharing model
	Amusement Center Operations	<ul style="list-style-type: none"> ▪ Decreased sales year-on-year, but operating income increased due to efforts to reinforce management capabilities of the existing amusement centers ▪ SEGA domestic same-store sales exceeded results of the previous fiscal year
	Consumer Business	<ul style="list-style-type: none"> ▪ Decreased sales year-on-year and posted operating losses ▪ Game software sales performed at a lower level year-on-year

Consolidated Income Statements



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(JPY Billion)		FY Ended March 2011		FY Ending March 2012			
		Results Through 3Q	Full Year Results	Results Through 3Q	YoY Change	Revised Full Year Forecasts (announced on Oct 31)	YoY Change
Net Sales		310.1	396.7	311.6	+0.5%	440.0	+10.9%
Breakdown	Pachislot and Pachinko Machines	167.9	212.0	177.5	+5.7%	237.0	+11.8%
	Amusement Machine Sales	38.4	47.2	34.0	-11.5%	52.0	+10.2%
	Amusement Center Operations	34.5	45.6	33.9	-1.7%	44.0	-3.5%
	Consumer Business	66.9	88.8	63.5	-5.1%	104.0	+17.1%
	Other	2.2	2.8	2.4	+9.1%	3.0	+7.1%
Operating Income		62.9	68.7	64.3	+2.2%	77.0	+12.1%
Breakdown	Pachislot and Pachinko Machines	54.6	64.2	67.4	+23.4%	76.0	+18.4%
	Amusement Machine Sales	8.4	7.3	5.0	-40.5%	5.5	-24.7%
	Amusement Center Operations	0.8	0.3	1.2	+50.0%	-0.1	-
	Consumer Business	2.8	1.9	-5.5	-	1.5	-21.1%
	Other	0.1	0.0	0.2	+100.0%	0.1	-
	Eliminations	-3.9	-5.1	-4.2	-	-6.0	-
	Operating Income Margin	20.3%	17.3%	20.6%	+0.3pt	17.5%	+0.2pt
Ordinary Income		62.3	68.1	63.4	+1.8%	75.5	+10.9%
Extraordinary Gain		3.0	3.7	1.4	-	-	-
Extraordinary Loss		4.9	14.3	5.9	-	-	-
Net Income		36.8	41.5	34.3	-6.8%	38.0	-8.4%
Dividend Per Share (JPY)		-	40	-	-	40	-
Earnings Per Share (JPY)		145.28	163.19	136.58	-	151.03	-
Net Assets Per Share (JPY)		1,089.87	1,093.23	1,234.03	-	-	-



(JPY billion)	FY Ended March 2011		FY Ending March 2012			
	Results Through 3Q	Full Year Results	Results Through 3Q	YoY Change	Revised Full Year Forecasts (announced on Oct 31)	YoY Change
R&D Expense / Content Production Expense	28.8	41.1	31.5	+9.4%	47.1	+14.6%
Cap-ex	12.1	19.6	27.8	+129.8%	30.8	+57.1%
Depreciation	11.3	15.9	10.7	-5.3%	16.3	+2.5%
Advertising	11.2	15.1	12.5	+11.6%	20.4	+35.1%

Consolidated Balance Sheet



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(JPY billion) 【 Assets 】				【 Liabilities and Net Assets 】			
Account	End of Previous Fiscal Year	End of 3Q	Change	Account	End of Previous Fiscal Year	End of 3Q	Change
Cash and Deposits	149.0	134.6	-14.4	Accounts Payable	37.5	61.5	+24.0
Accounts Receivable	56.4	116.1	+59.7	Corporate Bond	11.8	20.5	+8.7
Securities	42.4	35.7	-6.7	Short Term Borrowings	2.8	7.9	+5.1
Inventories	36.3	43.8	+7.5	Other	56.9	42.5	-14.4
Other	31.4	26.6	-4.8				
				Total Current Liabilities	109.0	132.4	+23.4
Total Current Assets	315.5	356.8	+41.3	Corporate Bond	29.6	19.1	-10.5
Tangible Fixed Assets	57.1	67.2	+10.1	Long Term Debt	5.3	32.3	+27.0
Intangible Fixed Assets	22.7	24.5	+1.8	Other	29.2	32.9	+3.7
Investment Securities	44.1	63.6	+19.5				
Other	19.1	17.3	-1.8	Total Noncurrent Liabilities	64.1	84.3	+20.2
				Total Liabilities	173.1	216.7	+43.6
				Shareholders Equity	289.0	312.4	+23.4
				Total accumulated other comprehensive income	-13.8	-2.5	+11.3
				Warrants	0.4	0.8	+0.4
				Minority Interest	9.8	2.0	-7.8
Total Noncurrent Assets	143.0	172.6	+29.6	Total Net Assets	285.4	312.7	+27.3
Total Assets	458.6	529.4	+70.8	Total Liabilities and Net Assets	458.6	529.4	+70.8

Summary of Results Through 3Q

- ◆ Current Assets: Up 41.3 billion yen, primarily to the increase of accounts receivable etc.
- ◆ Non Current Assets: Up 29.6 billion yen, primarily to the increase of the value of the investment securities etc.
- ⇒ Total Assets: 529.4 billion yen increased by 70.8 billion yen
- ◆ Current ratio: 269.5% (-19.9 pt)
- ◆ Equity ratio: 58.5% (-1.5pt)

(JPY billion)	End of Previous Fiscal Year	End of 3Q	Difference
Total assets	458.6	529.4	+70.8
Net assets	285.4	312.7	+27.3
Equity ratio	60.0%	58.5%	-1.5pt
Current ratio	289.4%	269.5%	-19.9pt



(JPY billion)	FY Ended March 2011		FY Ending March 2012			
	Results Through 3Q	Full Year Results	Results Through 3Q	YoY Change	Revised Full Year Forecasts (announced on Oct 31)	YoY Change
Net Sales	167.9	212.0	177.5	+5.7%	237.0	+11.8%
Pachislot	84.1	94.9	83.4	-0.8%	107.3	+13.1%
Pachinko	81.2	113.9	89.7	+10.5%	124.2	+9.0%
Other	2.6	3.2	4.4	+69.2%	5.5	+71.9%
Operating Income	54.6	64.2	67.4	+23.4%	76.0	+18.4%
Operating Income Margin	32.5%	30.3%	38.0%	+5.5pt	32.1%	+1.8pt
Unit Sales (Pachislot)	268,470	302,270	228,646	-14.8%	310,000	+2.6%
Unit Sales (Pachinko)	241,374	343,188	287,722	+19.2%	400,000	+16.6%

Summary of Results Through 3Q

Overall	<ul style="list-style-type: none"> ◆ Year-on-year, sales and profits increased ◆ Profit ratio improved due to sales of the major title and reuse of components.
Pachislot	<ul style="list-style-type: none"> ◆ Unit sales decreased year-on-year ◆ Strong sales of Sammy “Pachislot Hokuto no Ken”
Pachinko	<ul style="list-style-type: none"> ◆ Unit sales increased year-on-year ◆ Launched several mainstay titles ⇒ Sammy “Pachinko SOUTEN-NO-KEN” TAIYO ELEC “CR Ryu ga Gotoku Kenzan!”

Full Year Forecast

Overall	<ul style="list-style-type: none"> ◆ Construction of new factory and new logistics center of Sammy Corporation ⇒ Starts in October 2011, and commence operations in September 2012
Pachislot	<ul style="list-style-type: none"> ◆ Major title to be sold ⇒ Rodeo “Monster Hunter” (March)
Pachinko	<ul style="list-style-type: none"> ◆ Several titles to be sold ⇒ Sammy “Pachinko CR Nogaremono Orin2” (February), “Pachinko CR Momotaro Dentetsu” (March)

Shipment Data / Pachislot

*Number of titles reflects products which begin sales in the period

Pachislot	FY Ended March 2011		FY Ending March 2012	
	Results Through 3Q	Full Year Results	Results Through 3Q	Revised Full Year Forecasts (announced on Oct 31)
Sammy	3titles	5titles	3titles	-
	118,448units	144,884units	193,323units	-
RODEO	2titles	3titles	2titles	-
	113,731units	120,719units	25,608units	-
TAIYO ELEC	1title	2titles	2titles	-
	36,291units	36,667units	9,715units	-
Total	6titles	10titles	7titles	-
	268,470units	302,270units	228,646units	310,000units



“Pachislot Hokuto No Ken”
(Sammy)

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©NSP2007, Approved No. YRI-125 ©Sammy

Major Title / Pachislot

Brand	Title	Total Sales	Installed from
Sammy	Pachislot Hokuto No Ken	169,188Units	December

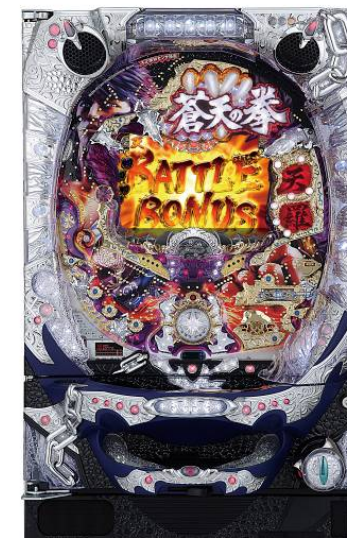
Shipment data / Pachinko

*Number of titles reflects products which begin sales in the period

Pachinko	FY Ended March 2011		FY Ending March 2012	
	Results Through 3Q	Full Year Results	Results Through 3Q	Revised Full Year Forecasts (announced on Oct 31)
Sammy	9titles	9titles	6titles	-
	212,625units	297,411units	235,425units	-
TAIYO ELEC	2titles	3titles	5titles	-
	28,749units	45,777units	52,297units	-
Total	11titles	12titles	11 titles	-
	241,374units	343,188units	287,722units	400,000units
Board + Frame	175,851units	245,442units	155,637units	-
Board	65,523units	97,746units	132,085units	-

Major Titles / Pachinko

Brand	Title	Total sales	Installed from
Sammy	Pachinko SOUTEN-NO-KEN	62,370 Units	November
TAIYO ELEC	CR Ryu ga Gotoku Kenzan!	22,698 Units	December
Sammy	CR Rokudenashi BLUES	18,900 Units	October



“Pachinko SOUTEN-NO-KEN”
(Sammy)

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“CR Ryu ga Gotoku Kenzan!”
(TAIYO ELEC)

©SEGA ©TAIYO ELEC



【MEMO】



(JPY billion)	FY Ended March 2011		FY Ending March 2012			
	Results Through 3Q	Full Year Results	Results Through 3Q	YoY Change	Revised Full Year Forecasts (announced on Oct 31)	YoY Change
Net Sales	38.4	47.2	34.0	-11.5%	52.0	+10.2%
Domestic	35.4	42.7	30.3	-14.4%	-	-
Overseas	3.0	4.5	3.7	+23.3%	-	-
Operating Income	8.4	7.3	5.0	-40.5%	5.5	-24.7%
Operating Income Margin	21.9%	15.5%	14.7%	-7.2pt	10.6%	-4.9pt
R&D expense / Content Production Expense	6.4	9.1	6.6	+3.1%	-	-

*The kids card game business, which had been included in the Amusement Center Operations segment, was transferred to the Amusement Machine Sales segment starting from the fiscal year ended March 31, 2011.

Summary of Results Through 3Q

- ◆ Sales and profit decreased year-on-year
- ◆ Solid sales of mainstay title **“StarHorse3 Season I A NEW LEGEND BEGINS.”** (3Q)
- ◆ Strong distribution of earnings due to utilization of revenue sharing model of several titles

Full Year Forecast

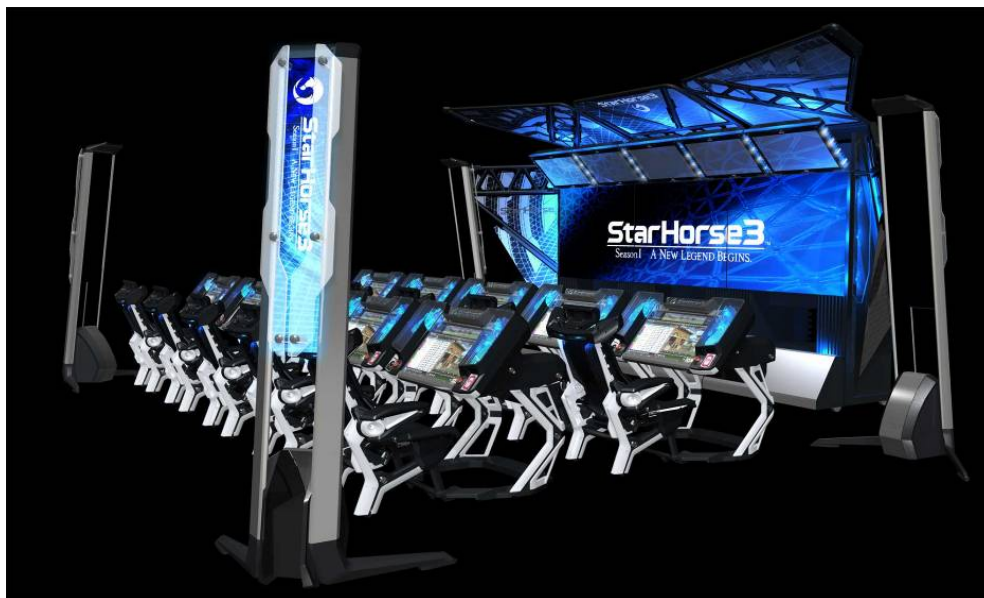
- ◆ Continue sales (shipping) of the **“StarHorse3 Season I A NEW LEGEND BEGINS.”**
- ◆ Continuous contribution of earnings due to utilization of revenue sharing model



Major Titles

Title		Sales
StarHorse3 Season I A NEW LEGEND BEGINS.	Medal Game	3.3 billion Yen
WORLD CLUB Champion Football Intercontinental Clubs Series	Trading Card Game	3.1 billion Yen
SEGA NETWORK MAHJONG MJ5	Video Game	2.7 billion Yen

*Sales figures include consumable sales such as trading cards.



“StarHorse3 Season I A NEW LEGEND BEGINS.”

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Segment Results : Amusement Center Operations



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(JPY billion)	FY Ended March 2011		FY Ending March 2012			
	Results Through 3Q	Full Year Results	Results Through 3Q	YoY Change	Revised Full Year Forecasts (announced on Oct 31)	YoY Change
Net Sales	34.5	45.6	33.9	-1.7%	44.0	-3.5%
(Overseas)	2.2	3.1	0.6	-72.7%	-	-
Operating Income	0.8	0.3	1.2	+50.0%	-0.1	-
Operating Income Margin	2.3%	0.7%	3.5%	+1.2pt	-	-
SEGA Same Store Sales Comparisons	100.5%	99.3%	100.5%	-	-	-
Domestic Facilities*	252 facilities	249 facilities	247 facilities	-	-	-
SEGA	Opened	2 facilities	2 facilities	3 facilities	-	-
	Closed	9 facilities	13 facilities	5 facilities	-	-
	Total	210 facilities	206 facilities	204 facilities	-	-
Other	Opened	2 facilities	4 facilities	2 facilities	-	-
	Closed	3 facilities	4 facilities	1 facility	-	-
	Total*	42 facilities	43 facilities	43 facilities	-	-
Overseas Facilities	11 facilities	10 facilities	3 facilities	-	-	-
Cap-ex	4.7	7.7	5.9	+25.5%	-	-
Depreciation	4.3	6.1	3.9	-9.3%	-	-

*1 facility has decreased compared to the previously released number as a result of changing counting rules for "Other" facilities in 1Q

*The kids card game business, which had been included in the Amusement Center Operations segment, was transferred to the Amusement Machine Sales segment starting from the fiscal year ended March 31, 2011.

Summary of Results Through 3Q

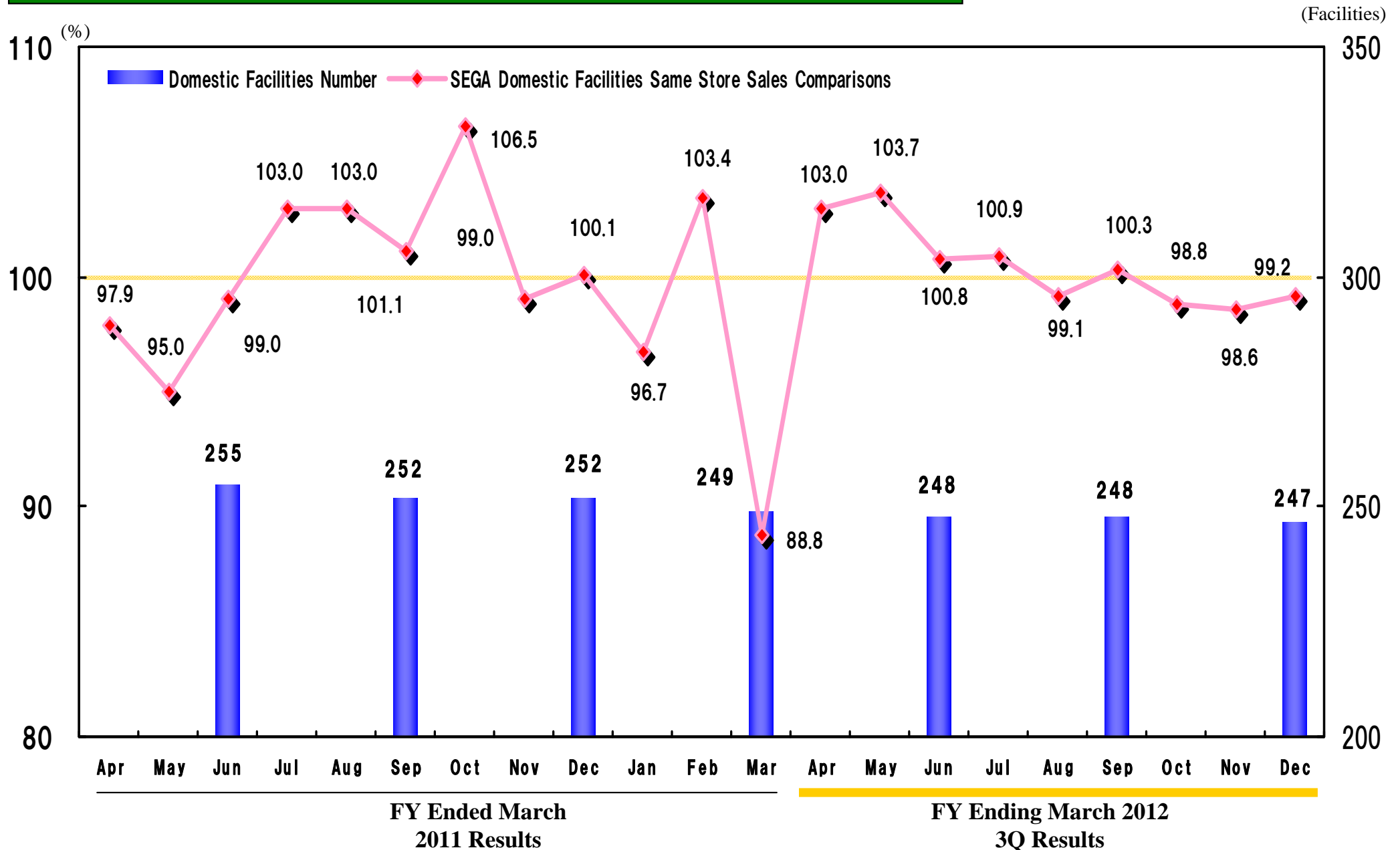
- ◆ Decreased sales year-on-year, but operating income increased due to efforts to reinforce management capabilities
- ◆ SEGA domestic same-store sales: 3Q Results 100.5%
(Oct: 98.8% , Nov: 98.6% , Dec : 99.2%, 2Q results: 101.2%)
- ◆ Domestic Facilities : End of 3Q 247 (Openings : 5 , Closures : 6)

Full Year Forecast

- ◆ SEGA domestic same store sales comparisons: aim for 100% in full year
⇒ Steadfast policy to strengthen operations at each amusement center
⇒ Maximize impact of installing major and mainstay titles



SEGA Domestic Facilities Same Store Sales Comps / Domestic Facilities Number Transition



Segment Results : Consumer Business



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(JPY billion)	FY Ended March 2011		FY Ending March 2012			
	Results Through 3Q	Full Year Results	Results Through 3Q	YoY Change	Revised Full Year Forecasts (announced on Oct 31)	YoY Change
Net Sales	66.9	88.8	63.5	-5.1%	104.0	+17.1%
Game Contents	50.3	67.1	49.0	-2.6%	-	-
Toy	10.1	12.0	7.6	-24.8%	-	-
Animation	7.7	10.9	7.0	-9.1%	-	-
Other / Elimination	-1.2	-1.2	-0.1	-	-	-
Operating Income	2.8	1.9	-5.5	-	1.5	-21.1%
Operating Income Margin	4.2%	2.1%	-	-	1.4%	-0.7pt
Units Sales (Thousands)	13,630	18,710	12,600	-7.6%	20,000	+6.9%
R&D expense / Content Production Expense	11.9	18.1	14.1	+18.5%	-	-

Summary of Results Through 3Q	
Overall	◆ Decreased sales year-on-year and posted operating losses
Game Contents	<ul style="list-style-type: none"> ◆ Game software sales performed at a lower level year-on-year ◆ Sold number of mainstay titles ◆ “Kingdom Conquest” ⇒ Achieved more than 2 million downloads worldwide (as of end of December) Began delivering for the Android. ◆ Acquired game development company, “Three Rings Design, Inc.”
Toy	◆ Solid sales of mainstay product “Anpanman” and “Jewelpod” but overall domestic and overseas sales of other products slumped
Animation	◆ Licensing revenue from “Anpanman” and “CARDFIGHT!! VANGUARD” was solid

Full Year Forecast
<ul style="list-style-type: none"> ◆ Planning to launch multiple titles <ul style="list-style-type: none"> ⇒ “Mario & Sonic at the London 2012 Olympic Games™” (3DS/February) “Binary Domain” (PS3, Xbox360/February) ◆ Planned introduction of several titles for social gaming <ul style="list-style-type: none"> ⇒ “SANGOKUSHI CONQUEST” (iOS/February), “Ryu ga Gotoku Kizuna” (GREE/Spring 2012), “KINGDOM CONQUEST HEAVEN” (Mobage/February) ◆ Pachinko and Pachislot game compatibility for smartphones
◆ Focus on sales of mainstay products such as “Anpanman” , “Jewelpod” etc
◆ Production of new TV series / Efforts to reduce production expenses

Segment Results : Consumer Business



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Sales Results (Home video game software)

*Number of titles reflects products which begin sales in the period
(Number of titles by platform is based on SKU)

Breakdown by Region	FY Ended March 2011				FY Ending March 2012			
	Results through 3Q		Full Year Results		Results through 3Q		Revised Full Year Forecasts (announced on Oct 31)	
	# of titles (SKU)	Unit Sales (Thousands)	# of titles (SKU)	Unit Sales (Thousands)	# of titles (SKU)	Unit Sales (Thousands)	# of titles (SKU)	Unit Sales (Thousands)
Japan / Other	12 (14)	1,900	15 (17)	2,630	9 (16)	1,830	-	-
US	11 (19)	5,770	16 (24)	7,830	11 (23)	4,390	-	-
Europe	14 (23)	5,950	20 (30)	8,230	12 (27)	6,370	-	-
Total	37 (56)	13,630	51 (71)	18,710	32 (66)	12,600	-	20,000

Breakdown by Platform	FY Ended March 2011				FY Ending March 2012			
	Results through 3Q		Full Year Results		Results through 3Q		Revised Full Year Forecasts (announced on Oct 31)	
	# of titles (SKU)	Unit Sales (Thousands)	# of titles (SKU)	Unit Sales (Thousands)	# of titles (SKU)	Unit Sales (Thousands)	# of titles (SKU)	Unit Sales (Thousands)
PS3	7	1,130	9	1,350	13	1,920	-	-
Wii	9	1,420	9	1,600	11	2,810	-	-
Xbox360	11	1,480	13	1,780	13	1,300	-	-
NDS	9	1,340	9	1,590	7	340	-	-
3DS	-	-	3	360	13	620	-	-
PSP	11	1,440	13	2,030	5	710	-	-
PSV	-	-	-	-	1	10	-	-
PC	9	870	15	1,620	3	700	-	-
Catalogue	-	5,910	-	8,340	-	4,140	-	-
Total	56	13,630	71	18,710	66	12,600	-	20,000



Major Titles / Home Video Game Software

Title (Region)	Platform	Sales Results (thousand units)	Sold From
Mario & Sonic at the London 2012 Olympic Games™ (Europe / US)	Wii	2,390	November
Sonic Generations (Japan / Europe / US)	PS3, Xbox360, 3DS, PC	1,630	EU/US : November Japan : December
HATSUNE MIKU -Project DIVA- extend (Japan)	PSP	290	November



“Mario & Sonic at the London 2012 Olympic Games™”

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“Sonic Generations”

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Major Titles / Other Game Contents

Titles		Platform	Time of release and service starts
Kingdom Conquest	Download (Charging for specific items)	iOS, Android	iOS : Previous Fiscal Year Android : December
Ryu ga Gotoku Mobile for GREE	SNS	GREE	Previous Fiscal Year

Registered Users for “777Town” / Other Game Contents

Title		Registered Users (in thousands)
Sammy 777 Town	Mobile Phones	650
777 Town.net	PC	160



“Kingdom Conquest”

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Appendix



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◆ Pachislot Installed Base / Unit Sales / Market Scale

	2005	2006	2007	2008	2009	2010
Number of Pachislot Machines installed (Units)	1,936,470	2,003,482	1,635,860	1,448,773	1,347,176	1,390,492
Number of Pachislot Machines sold annually (Units)	1,786,292	1,647,759	1,744,308	913,094	766,094	979,794
Pachislot Machine Market Size (JPY Million)	536,539	490,959	502,501	247,860	225,860	286,700

◆ Pachinko Installed Base / Unit Sales / Market Scale

	2005	2006	2007	2008	2009	2010
Number of Pachinko Machines installed (Units)	2,960,939	2,932,952	2,954,386	3,076,421	3,158,799	3,163,650
Number of Pachinko Machines sold annually (Units)	4,047,999	3,837,960	3,173,725	3,339,146	3,332,984	2,900,286
Pachinko Machine Market Size (JPY Million)	869,940	898,646	868,623	921,338	985,227	886,914

◆ Pachinko Pachislot Market Installed Base / Unit Sales / Market Scale

	2005	2006	2007	2008	2009	2010
Number of Machines installed (Units)	4,897,409	4,936,434	4,590,246	4,525,194	4,505,975	4,554,142
Number of Machines sold annually (Units)	5,834,291	5,485,719	4,918,033	4,252,240	4,099,078	3,880,080
Total Machine Market Size (JPY Million)	1,406,479	1,389,605	1,371,124	1,169,198	1,211,087	1,173,614

	2005	2006	2007	2008	2009	2010
Total Number of Pachinko Halls	15,165	14,674	13,585	12,937	12,652	12,479
Number of Halls with pachinko and pachislot machines installed	13,163	12,588	12,039	11,800	11,722	11,576
Number of Halls with only pachislot machines installed	2,002	2,086	1,546	1,137	930	903

*Number of pachinko halls with pachinko machines installed includes halls that combine installations of pachinko machines, pachislot machines.



◆ Share of Annual Pachislot Machine Sales

Rank	2007			2008			2009			2010		
	Manufacturer	Units Sold	Share	Manufacturer	Units Sold	Share	Manufacturer	Units Sold	Share	Manufacturer	Units Sold	Share
1	Sammy	380,688	21.8%	Y Company	172,000	18.8%	Sammy	162,932	21.3%	Sammy	302,270	30.9%
2	U Company	192,000	11.0%	S Company	133,714	14.6%	S Company	104,266	13.6%	D Company	117,000	11.9%
3	S Company	169,239	9.7%	Sammy	123,286	13.5%	U Company	100,000	13.1%	S Company	116,424	11.9%
4	D Company	152,000	8.7%	H Company	68,000	7.5%	Y Company	73,000	9.5%	H Company	111,000	11.3%
5	Y Company	152,000	8.7%	K Company	59,000	6.5%	K Company	60,000	7.8%	U Company	103,000	10.5%

◆ Share of Annual Pachinko Machine Sales

Rank	2007			2008			2008			2009		
	Manufacturer	Units Sold	Share	Manufacturer	Units Sold	Share	Manufacturer	Units Sold	Share	Manufacturer	Units Sold	Share
1	S Company	820,000	25.8%	S Company	810,000	24.3%	S Company	600,000	18.0%	S Company	653,000	22.5%
2	S Company	725,819	22.9%	S Company	451,941	13.5%	S Company	572,464	17.2%	S Company	424,533	14.6%
3	K Company	510,000	16.1%	Sammy	391,831	11.7%	K Company	426,000	12.8%	Sammy	343,188	11.8%
4	N Company	204,000	6.4%	N Company	349,000	10.5%	N Company	395,000	11.9%	K Company	322,000	11.1%
5	D Company	168,000	5.3%	K Company	340,000	10.2%	Sammy	360,171	10.8%	N Company	296,000	10.2%
	Sammy	108,184	3.4%									

Source: Yano Research Institute Ltd.



◆ Amusement Machine and Amusement Center Operations Markets Scale

(JPY billion)

	2005	2006	2007	2008	2009	2010
Amusement Machines Net Sales	199.2	223.3	219.0	196.1	169.6	173.1
Amusement Facilities Operations Net Sales	682.4	702.8	678.0	573.1	504.2	495.7
Market Size of Amusement	881.6	926.2	897.0	769.2	673.8	668.8

	2005	2006	2007	2008	2009	2010
Number of Amusement Facilities (Facilities)	9,515	9,091	8,652	8,137	7,662	7,137
Number of Amusement Machine units installed (Units)	445,025	460,031	474,808	486,582	484,804	473,601
Number of Amusement Machine units installed per center (Units)	46.8	50.6	54.9	59.8	63.3	66.4

Source: JAIA, National Police Agency

◆ Home Video Game Market Scale

(JPY billion)

	2005	2006	2007	2008	2009	2010
Software shipment	487.1	674.1	848.6	1,024.3	758.6	670.5
Hardware shipment	872.7	958.1	2,087.7	1,908.3	1,490.8	1,126.9
Total Home Video Game Market Scale	1,359.8	1,632.2	2,936.3	2,932.6	2,249.4	1,797.4

Source: 2011CESA Games White Paper

Past Operating Results



SEGA-SAMMY
HOLDINGS

SEGA-SAMMY
GROUP

From FY Ended March 2008 to 1Q FY Ending March 2012

*Number of titles reflects products which begin sales in the period (Numbers shown in parentheses are based on SKU)

* The data in this page can be downloaded from following URL. (http://www.segasammy.co.jp/english/ir/library/pdf/settlement/2012/e_201203_3qtransition.xls)

(JPY billion)	FY Ended March 2008	FY Ended March 2009	FY Ended March 2010	FY Ended March 2011				FY Ending March 2012			
	Full Year Results	Full Year Results	Full Year Results	Results Through 1Q	Results Through 2Q	Results Through 3Q	Full Year Results	Results Through 1Q	Results Through 2Q	Results Through 3Q	
Net Sales	458.9	429.1	384.6	91.3	217.8	310.1	396.7	65.3	152.6	311.6	
Breakdown	Pachislot and Pachinko Machines	145.5	161.6	160.3	48.9	134.2	167.9	212.0	29.9	74.8	177.5
	Amusement Machines Sales	71.0	61.9	45.1	9.7	19.6	38.4	47.2	7.6	19.3	34.0
	Amusement Center Operations	91.2	71.3	54.7	11.1	23.6	34.5	45.6	10.9	23.2	33.9
	Consumer Business	141.7	131.3	121.5	20.7	38.7	66.9	88.8	16.0	33.4	63.5
	Other	9.3	2.9	2.8	0.7	1.5	2.2	2.8	0.7	1.6	2.4
Operating Income	-5.8	8.3	36.7	14.9	46.8	62.9	68.7	2.9	15.1	64.3	
Breakdown	Pachislot and Pachinko Machines	8.4	14.5	29.5	15.1	47.6	54.6	64.2	7.1	20.6	67.4
	Amusement Machines Sales	7.1	6.8	7.0	1.3	1.9	8.4	7.3	0.1	1.5	5.0
	Amusement Center Operations	-9.8	-7.5	-1.3	0.1	1.1	0.8	0.3	0.6	1.6	1.2
	Consumer Business	-5.9	-0.9	6.3	-0.6	-1.3	2.8	1.9	-3.8	-6.0	-5.5
	Other	0.0	0.3	0.3	0.0	0.1	0.1	0.0	0.0	0.2	0.2
	Eliminations	-5.5	-4.9	-5.2	-1.1	-2.7	-3.9	-5.1	-1.1	-2.9	-4.2
Operating Margin	-	1.9%	9.5%	16.3%	21.5%	20.3%	17.3%	4.4%	9.9%	20.6%	
Ordinary Income	-8.2	6.6	35.9	14.6	46.0	62.3	68.1	3.2	14.7	63.4	
Ordinary Income Margin	-	1.5%	9.3%	16.0%	21.1%	20.1%	17.2%	4.9%	9.6%	20.3%	
Net Income	-52.4	-22.8	20.2	7.0	24.3	36.8	41.5	-2.2	3.9	34.3	
Net Income Margin	-	-	5.3%	7.7%	11.2%	11.9%	10.5%	-	2.6%	11.0%	
R&D expense / content production expense	65.3	59.6	41.5	9.5	18.6	28.8	41.1	11.0	19.7	31.5	
Cap-ex	50.4	26.6	16.1	3.3	6.5	12.1	19.6	4.4	9.4	27.8	
Depreciation	45.6	26.6	17.1	3.4	7.3	11.3	15.9	2.9	6.4	10.7	
Advertising	22.8	20.7	20.7	3.3	7.3	11.2	15.1	3.1	7.6	12.5	

# of pachislot titles	22 titles	19 titles	12 titles	2 titles	4 titles	6 titles	10 titles	1 title	4 titles	7 titles
Unit sales	380,688 units	123,286 units	162,932 units	109,621 units	201,402 units	268,470 units	302,270 units	7,633 units	52,769 units	228,646 units

# of pachinko titles	9 titles	12 titles	13 titles	6 titles	8 titles	11 titles	12 titles	4 titles	7 titles	11 titles
Unit sales	108,184 units	391,831 units	360,171 units	49,240 units	198,230 units	241,374 units	343,188 units	82,394 units	181,589 units	287,722 units

SEGA Same Store Sales Comparisons	89.0%	92.4%	91.7%	97.2%	99.9%	100.5%	99.3%	102.5%	101.2%	100.5%
Domestic Facilities	363 facilities	322 facilities	260 facilities	255 facilities	252 facilities	252 facilities	249 facilities	248 facilities	248 facilities	247 facilities

# of game software titles	80 (138)	78 (122)	66 (105)	7 (19)	20 (33)	37 (56)	51 (71)	9 (21)	16 (36)	32 (66)
Sales (Thousand units)	26,990	29,470	26,750	3,290	6,600	13,630	18,710	2,330	4,840	12,600



SEGA-SAMMY H O L D I N G S

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