

Appendix of Consolidated Financial Statements
Year Ended March 31, 2011

Consolidated Income Statements

(JPY Billion)	FY 2010		FY 2011				FY 2012			
	Interim Results	Full Year Results	Interim Results	Revised Full Year Projections (on Sep 30)	Full Year Results	YoY Change	Interim Plan	YoY Change	Full Year Plan	YoY Change
Net Sales	154.3	384.6	217.8	410.0	396.7	+3.1%	165.0	-24.2%	450.0	+13.4%
Pachislot and Pachinko Machines	68.3	160.3	134.2	215.0	212.0	+32.3%	82.0	-38.9%	235.0	+10.8%
Amusement Machine Sales	17.9	45.1	19.6	53.0	47.2	+4.7%	17.5	-10.7%	50.0	+5.9%
Amusement Center Operations	28.9	54.7	23.6	45.0	45.6	-16.6%	22.0	-6.8%	42.0	-7.9%
Consumer Business	37.6	121.5	38.7	94.0	88.8	-26.9%	42.0	+8.5%	120.0	+35.1%
Other	1.5	2.8	1.5	3.0	2.8	-	1.5	-	3.0	+7.1%
Operating Income	-0.3	36.7	46.8	65.0	68.7	+87.2%	1.5	-96.8%	60.0	-12.7%
Pachislot and Pachinko Machines	10.8	29.5	47.6	58.5	64.2	+117.6%	11.5	-75.8%	59.0	-8.1%
Amusement Machine Sales	-0.7	7.0	1.9	6.5	7.3	+4.3%	-1.5	-	4.0	-45.2%
Amusement Center Operations	0.2	-1.3	1.1	-0.5	0.3	-	-0.1	-	-1.6	-
Consumer Business	-8.1	6.3	-1.3	6.0	1.9	-69.8%	-5.0	-	4.5	+136.8%
Other	0.2	0.3	0.1	0.0	0.0	-	0.1	-	0.1	-
Eliminations	-2.7	-5.2	-2.7	-5.5	-5.1	-	-3.5	-	-6.0	-
Operating Margin	-	9.5%	21.5%	15.9%	17.3%	+7.8pt	0.9%	-20.6pt	13.3%	-4.0pt
Ordinary Income	-0.7	35.9	46.0	64.0	68.1	+89.7%	1.0	-97.8%	59.0	-13.4%
Ordinary Income Margin	-	9.3%	21.1%	15.6%	17.2%	+7.9pt	0.6%	-20.5pt	13.1%	-4.1pt
Extraordinary Gain	1.9	3.1	2.8	-	3.7	-	-	-	-	-
Extraordinary Loss	2.5	11.9	3.6	-	14.3	-	-	-	-	-
Net Income	-6.3	20.2	24.3	37.5	41.5	+105.4%	-3.0	-	33.0	-20.5%
Net Income Margin	-	5.3%	11.2%	9.1%	10.5%	+5.2pt	-	-	7.3%	-3.2pt
Dividend per share (JPY)	15	30	20	40	40	-	20	-	40	-
Earning per share (JPY)	-25.10	80.46	96.66	147.44	163.19	-	-11.92	-	131.10	-
Net Assets per share (JPY)	841.80	937.80	1,031.45	-	1,093.23	-	-	-	-	-

Costs and Expenses

(JPY Billion)	FY 2010		FY 2011				FY 2012			
	Interim Results	Full Year Results	Interim Results	Revised Full Year Projections (on Sep 30)	Full Year Results	YoY Change	Interim Plan	YoY Change	Full Year Plan	YoY Change
R&D expense / Content Production expense	22.9	41.5	18.6	43.4	41.1	-1.0%	22.6	+21.5%	47.5	+15.6%
Cap-ex	6.3	16.1	6.5	18.9	19.6	+21.7%	10.4	+60.0%	20.6	+5.1%
Depreciation	7.3	17.1	7.3	17.8	15.9	-7.0%	6.4	-12.3%	16.2	+1.9%
Advertising	7.8	20.7	7.3	19.7	15.1	-27.1%	9.3	+27.4%	21.9	+45.0%

Pachislot and Pachinko Machines

(JPY Billion)	FY 2010		FY 2011				FY 2012			
	Interim Results	Full Year Results	Interim Results	Revised Full Year Projections (on Sep 30)	Full Year Results	YoY Change	Interim Plan	YoY Change	Full Year Plan	YoY Change
Net Sales	68.3	160.3	134.2	215.0	212.0	+32.3%	82.0	-38.9%	235.0	+10.8%
Pachislot	18.2	51.7	65.9	95.4	94.9	+83.6%	10.2	-84.5%	91.8	-3.3%
Pachinko	47.1	103.1	67.0	116.7	113.9	+10.5%	70.0	+4.5%	138.6	+21.7%
Other	3.0	5.5	1.3	2.9	3.2	-41.8%	1.8	+38.5%	4.6	+43.8%
Operating Income	10.8	29.5	47.6	58.5	64.2	+117.6%	11.5	-75.8%	59.0	-8.1%
Operating Income Margin	15.8%	18.4%	35.5%	27.2%	30.3%	+11.9pt	14.0%	-21.5pt	25.1%	-5.2pt
Unit Sales (Pachislot)	57,038units	162,932units	201,402units	300,000units	302,270units	+85.5%	42,000units	-79.1%	290,000units	-4.1%
Unit Sales (Pachinko)	167,715units	360,171units	198,230units	360,000units	343,188units	-4.7%	235,000units	+18.5%	455,000units	+32.6%

《Shipment Data / Plan: Pachislot and Pachinko》 * Number of titles reflects products which began sales in period

Pachislot	FY 2010		FY 2011			FY 2012	
	Interim Results	Full Year Results	Interim Results	Revised Full Year Projections (on Sep 30)	Full Year Results	Interim Plan	Full Year Plan
Sammy	3titles 53,898units	6titles 121,677units	2titles 116,407units	-	5titles 144,884units	1title 5,000units	6titles 210,000units
Rodeo	0title 65units	2titles 29,734units	1title 49,976units	-	3titles 120,719units	2titles 30,000units	3titles 60,000units
TAIYO ELEC	1title 1,806units	2titles 9,257units	1title 35,019units	-	2titles 36,667units	2titles 7,000units	4titles 20,000units
GINZA	0title 27units	0title 27units	-	-	-	-	-
Unit Supply	1title 1,242units	2titles 2,237units	-	-	-	-	-
Total	5titles 57,038units	12titles 162,932units	4titles 201,402units	9titles 300,000units	10titles 302,270units	5titles 42,000units	13titles 290,000units

Pachislot		
Title	Brand	Unit Sales (Thousands)
Pachislot SOUTEN-NO-KEN	Sammy	92
Pachislot Shin Onimusha	Rodeo	62
Oreno Sora ~Spirit of Young Justice~	Rodeo	38
Ring ni Kakero 1 -Golden Japan Jr. Series-	TAIYO ELEC	36
Pachislot SPIDER-MAN 3	Sammy	22

*Aggregated sales of "Shin Onimusha": 90 thousand units

Pachinko	FY 2010		FY 2011			FY 2012	
	Interim Results	Full Year Results	Interim Results	Revised Full Year Projections (on Sep 30)	Full Year Results	Interim Plan	Full Year Plan
Sammy	4titles 105,764units	6titles 274,578units	6titles 169,874units	-	9titles 297,411units	6titles 190,000units	9titles 370,000units
TAIYO ELEC	3titles 48,653units	6titles 72,295units	2titles 28,356units	-	3titles 45,777units	4titles 45,000units	6titles 85,000units
GINZA	1title 13,298units	1title 13,298units	-	-	-	-	-
Total	8titles 167,715units	13titles 360,171units	8titles 198,230units	13titles 360,000units	12titles 343,188units	10titles 235,000units	15titles 455,000units
Board + Frame	58,504units	111,140units	137,649units	244,500units	245,442units	87,500units	178,500units
Board	109,211units	249,031units	60,581units	115,500units	97,746units	147,500units	276,500units

Pachinko		
Title	Brand	Unit Sales (Thousands)
Pachinko CR Hokuto No Ken Raoh Series	Sammy	123
Pachinko CR Hokuto No Ken Kenshiro	Sammy	78
Pachinko CR Juoh	Sammy	33
Pachinko CR GATCHAMAN UNMEL-NO-KIZUNA Series	Sammy	21
CR SAMURAI CHAMPLOO 2	TAIYO ELEC	17

Amusement Machines Sales

(JPY Billion)	FY 2010		FY 2011				FY 2012			
	Interim Results	Full Year Results	Interim Results	Revised Full Year Projections (on Sep 30)	Full Year Results	YoY Change	Interim Plan	YoY Change	Full Year Plan	YoY Change
Net Sales	17.9	45.1	19.6	53.0	47.2	+4.7%	17.5	-10.7%	50.0	+5.9%
Domestic	14.8	38.9	17.7	44.5	42.7	+9.8%	15.8	-10.7%	41.8	-2.1%
Overseas	3.1	6.2	1.9	8.5	4.5	-27.4%	1.7	-10.5%	8.2	+82.2%
Operating Income	-0.7	7.0	1.9	6.5	7.3	+4.3%	-1.5	-	4.0	-45.2%
Operating Income Margin	-	15.5%	9.7%	12.3%	15.5%	-	-	-	8.0%	-7.5pt
R&D expense / Content Production expense	4.3	7.8	3.7	8.5	9.1	+16.7%	3.9	+5.4%	7.9	-13.2%

*The kids card game business, which had been included in the amusement facilities segment, was transferred to the amusement machine segment starting from the plan for fiscal year ending March 31, 2011.

《Major Titles: Amusement Machines》

Title	Sales (JPY Billion)
SENGOKU TAISEN	Trading Card Game 6.4
WORLD CLUB Champion Football Intercontinental Clubs Series	Trading Card Game 3.8
Sangokushi War 3 Series	Trading Card Game 2.6
BORDER BREAK	Video Game 2.5
StarHorse2 Series	Medal Game 2.0

*Sales includes sales of cards and other consumables and distribution earnings due to utilization of revenue sharing titles.

Amusement Center Operations

(JPY Billion)	FY 2010		FY 2011				FY 2012			
	Interim Results	Full Year Results	Interim Results	Revised Full Year Projections (on Sep 30)	Full Year Results	YoY Change	Interim Plan	YoY Change	Full Year Plan	YoY Change
Net Sales	28.9	54.7	23.6	45.0	45.6	-16.6%	22.0	-6.8%	42.0	-7.9%
(Overseas)	2.8	5.4	1.5	3.0	3.1	-42.6%	0.5	-66.7%	0.8	-74.2%
Operating Income	0.2	-1.3	1.1	-0.5	0.3	-	-0.1	-	-1.6	-
Operating Income Margin	0.7%	-	4.7%	-	0.7%	-	-	-	-	-
SEGA Same Store Sales Comparisons	92.3%	91.7%	99.9%	100.0%	99.3%	-	95.7%	-	96.3%	-
Domestic Facilities	277facilities	260facilities	252facilities	253facilities	249 facilities	-11 facilities	243 facilities	-	238 facilities	-11 facilities
SEGA	Opened	1facility	4facilities	1facility	2facilities	2 facilities	-	2 facilities	-	5 facilities
	Closed	44facilities	61facilities	7facilities	9facilities	13 facilities	-	5 facilities	-	13 facilities
	Total	231facilities	217facilities	211facilities	210facilities	206 facilities	-11 facilities	203 facilities	-	198 facilities
Other	Opened	0facility	0facility	1facility	3facilities	4 facilities	-	0facility	-	1 facility
	Closed	2facilities	5facilities	3facilities	3facilities	4 facilities	-	3 facilities	-	4 facilities
	Total	46facilities	43facilities	41facilities	43facilities	43 facilities	-	40 facilities	-	40 facilities
Overseas Facilities	21facilities	14facilities	11facilities	11facilities	10 facilities	-4 facilities	3 facilities	-	3 facilities	-7 facilities
Cap-ex	2.5	7.7	1.9	6.6	7.7	-	3.1	+63.2%	9.2	+19.5%
Depreciation	3.4	8.2	2.6	6.9	6.1	-25.6%	2.7	+3.8%	6.9	+13.1%

*The kids card game business, which had been included in the amusement facilities segment, was transferred to the amusement machine segment starting from the plan for fiscal year ending March 31, 2011.

《SEGA Same Store Sales Comparisons》

FY 2011															
April	May	June	1Q Results	July	August	September	Interim Results	October	November	December	3Q Results	January	February	March	Full Year Results
97.9%	95.0%	99.0%	97.2%	103.0%	103.0%	101.1%	99.9%	106.5%	99.0%	100.1%	100.5%	96.7%	103.4%	88.8%	99.3%

FY 2010															
April	May	June	1Q Results	July	August	September	Interim Results	October	November	December	3Q Results	January	February	March	Full Year Results
95.6%	98.8%	93.0%	96.0%	92.0%	88.3%	86.0%	92.3%	85.2%	88.0%	93.6%	91.3%	96.6%	89.4%	92.6%	91.7%

Consumer Business

(JPY Billion)	FY 2010		FY 2011				FY 2012			
	Interim Results	Full Year Results	Interim Results	Revised Full Year Projections (on Sep 30)	Full Year Results	YoY Change	Interim Plan	YoY Change	Full Year Plan	YoY Change
Net Sales	37.6	121.5	38.7	94.0	88.8	-26.9%	42.0	+8.5%	120.0	+35.1%
Game Contents	23.8	94.4	27.8	70.5	67.1	-28.9%	31.5	+13.3%	94.5	+40.8%
Toy	8.7	17.1	6.2	13.5	12.0	-29.8%	6.0	-3.2%	14.5	+20.8%
Animation	4.6	9.7	5.3	11.3	10.9	+12.4%	5.0	-5.7%	11.5	+5.5%
Other / Elimination	0.5	0.3	-0.6	-1.3	-1.2	-	-0.5	-	-0.5	-
Operating Income	-8.1	6.3	-1.3	6.0	1.9	-69.8%	-5.0	-	4.5	+136.8%
Operating Income Margin	-	5.2%	-	6.4%	2.1%	-3.1pt	-	-	3.8%	+1.7pt
Sales in Units (Thousands)	5,400	26,750	6,600	16,000	18,710	-30.1%	6,690	+1.4%	23,290	+24.5%
R&D expense / Content Production expense	11.2	19.6	8.0	18.1	18.1	-7.7%	9.0	+12.5%	22.1	+22.1%

《Shipment Data / Plan: Home Video Game Software》

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

Breakdown by Region	FY 2010				FY 2011						FY 2012			
	Interim Results		Full Year Results		Interim Results		Revised Full Year Projection (on Sep 30)		Full Year Results		Interim Plan		Full Year Plan	
	# of titles (SKU)	Sales (Thousands units)	# of titles (SKU)	Sales (Thousands units)	# of titles (SKU)	Sales (Thousands units)	# of titles (SKU)	Sales (Thousands units)	# of titles (SKU)	Sales (Thousands units)	# of titles (SKU)	Sales (Thousands units)	# of titles (SKU)	Sales (Thousands units)
Japan / Other	8 (8)	1,090	17 (21)	3,820	5 (5)	1,240	-	3,000	15 (17)	2,630	7 (8)	1,180	19 (25)	3,360
US	8 (12)	2,300	24 (40)	10,550	7 (14)	3,200	-	6,200	16 (24)	7,830	8 (18)	2,430	17 (32)	9,240
Europe	7 (10)	2,000	25 (44)	12,380	8 (14)	2,150	-	6,800	20 (30)	8,230	8 (19)	3,070	17 (34)	10,680
Total	23 (30)	5,400	66 (105)	26,750	20 (33)	6,600	-	16,000	51 (71)	18,710	23 (45)	6,690	53 (91)	23,290

Breakdown by Platform	FY 2010				FY 2011						FY 2012			
	Interim Results		Full Year Results		Interim Results		Revised Full Year Projection (on Sep 30)		Full Year Results		Interim Plan		Full Year Plan	
	# of titles (SKU)	Sales (Thousands units)	# of titles (SKU)	Sales (Thousands units)	# of titles (SKU)	Sales (Thousands units)	# of titles (SKU)	Sales (Thousands units)	# of titles (SKU)	Sales (Thousands units)	# of titles (SKU)	Sales (Thousands units)	# of titles (SKU)	Sales (Thousands units)
PS3	2	350	20	3,560	5	620	-	-	9	1,350	8	1,420	23	4,620
Wii	11	1,100	23	5,740	6	340	-	-	9	1,600	8	630	11	3,600
Xbox360	2	210	16	2,300	5	580	-	-	13	1,780	10	1,230	18	3,080
NDS	9	620	24	4,290	4	410	-	-	9	1,590	7	460	7	610
3DS	-	-	-	-	-	-	-	-	3	360	9	500	20	4,150
PSP	2	210	8	1,310	9	1,130	-	-	13	2,030	2	380	6	1,080
PC	4	40	14	1,490	4	130	-	-	15	1,620	1	40	6	1,140
Catalogue	-	2,850	-	8,040	-	3,350	-	-	-	8,340	-	2,010	-	4,950
Total	30	5,400	105	26,750	33	6,600	-	16,000	71	18,710	45	6,690	91	23,290

Consumer Business

《Major Titles / Home Video Game Software》

Titles	Region	Platform	Sales (Thousands units)
Sonic Colors	(Japan / Europe / US)	Wii, NDS	2,180
IRON MAN 2	(Europe / US)	PS3, Xbox360, Wii, PSP, NDS	1,540
VANQUISH	(Japan / Europe / US)	PS3, Xbox360	830
SHOGUN 2: Total War	(Europe / US)	PC	600
Phantasy Star Portable 2 Infinity	(Japan)	PSP	370

《 Major Titles/Other Game Contents》

Titles		Platform
Kingdom Conquest	Download (Charging for specific items)	iOS
Sonic The Hedgehog 4 Episode I	Download (Title sales)	iOS
SEGA PLAY! Baseball	SNS	Facebook
Ryu ga Gotoku Mobile for GREE	SNS	GREE

《Registered Users for Major Services/ Other Game Contents (Sammy NetWorks) 》

Titles		Registered Users (in thousands)
Sammy 777 Town	Mobile Phones	920
777 Town.net	PC	170

* The contents of this material and comments made during the questions and answers etc of this briefing session are the judgment and projections of the Company's management based on currently available information. The contents involve risk and uncertainty and the actual results may differ materially from these contents / comments.