

**Appendix of Consolidated Financial Statements**  
**3 Months Ended June 30, 2009**

(※)FY 2010 Plan numbers of this material are information publicized on May 13, 2009.

(※)FY 2010 1Q numbers before change in accounting policy of this material are unaudited information (reference)

(※)R&D expense of this material includes content production expense

**Condensed Consolidated Income Statements**

(JPY Billion)	FY 2009			FY 2010						
	1Q Results	Interim Results	FY Results	Before change in accounting policy				After change in accounting policy		
				1Q Results	YoY Change	Interim Plan	FY Plan	1Q Results	Interim Plan	FY Plan
Net Sales	74.6	200.4	429.1	60.4	-19.0%	163.0	420.0	60.4	163.0	420.0
Pachinko Pachislot	12.0	65.2	161.6	19.6	+63.3%	78.5	186.0	19.6	78.5	186.0
Amusement Machines	13.7	34.4	61.9	7.8	-43.1%	18.0	43.0	7.8	18.0	43.0
Amusement Facilities	17.4	37.1	71.3	14.1	-19.0%	26.5	52.0	14.1	26.5	52.0
Consumer	30.5	61.9	131.3	18.0	-41.0%	38.5	136.0	18.0	38.5	136.0
Other	0.8	1.6	2.9	0.7	-12.5%	1.5	3.0	0.7	1.5	3.0
Operating Income	-10.2	-7.5	8.3	-8.5	-	-15.0	22.0	-7.8	-12.5	27.0
Pachinko Pachislot	-4.3	-1.0	14.5	-1.0	-	3.0	22.0	-1.0	3.0	22.0
Amusement Machines	0.7	4.6	6.8	-1.2	-	-2.5	2.0	-1.0	-2.3	2.5
Amusement Facilities	-1.5	-2.8	-7.5	-0.1	-	-0.8	-1.0	-0.1	-0.8	-1.0
Consumer	-4.1	-5.9	-0.9	-5.0	-	-11.7	4.0	-4.5	-9.4	8.5
Other	0.0	0.2	0.3	0.1	-	0.0	0.0	0.1	0.0	0.0
Eliminations	-1.0	-2.6	-4.9	-1.1	-	-3.0	-5.0	-1.1	-3.0	-5.0
Operating Margin	-	-	1.9%	-	-	-	5.2%	-	-	6.4%
Ordinary Income	-9.8	-8.4	6.6	-8.7	-	-15.5	21.0	-8.0	-13.0	26.0
Ordinary Income Margin	-	-	1.5%	-	-	-	5.0%	-	-	6.2%
Net Income	-10.5	-9.5	-22.8	-10.9	-	-17.0	10.0	-10.2	-14.5	15.0
Net Income Margin	-	-	-	-	-	-	2.4%	-	-	3.6%
Dividend per share (JPY)	-	15	30	-	-	15	30	-	15	30
Earning per share (JPY)	-41.81	-37.92	-90.83	-	-	-	-	-40.86	-57.56	59.54
Net Assets per share (JPY)	989.32	990.09	882.47	-	-	-	-	837.05	-	-

**Costs and Expenses**

(JPY Billion)	FY 2009			FY 2010						
	1Q Results	Interim Results	FY Results	Before change in accounting policy				After change in accounting policy		
				1Q Results	YoY Change	Interim Plan	FY Plan	1Q Results	Interim Plan	FY Plan
R&D expense	16.6	30.4	59.6	12.5	-24.7%	28.2	56.2	11.8	25.7	51.2
Cap-ex	6.5	14.5	26.6	2.7	-58.5%	8.6	16.9	2.7	8.6	16.9
Depreciation	5.4	11.9	26.6	3.5	-35.2%	7.9	18.2	3.5	7.9	18.2
Advertising	4.1	11.2	20.7	2.7	-34.1%	8.7	22.5	2.7	8.7	22.5

**Pachinko Pachislot**

(JPY Billion)	FY 2009			FY 2010			
	1Q Results	Interim Results	FY Results	1Q Results	YoY Change	Interim Plan	FY Plan
Net Sales	12.0	65.2	161.6	19.6	+63.3%	78.5	186.0
Pachislot	4.8	15.6	33.8	1.6	-66.7%	10.6	51.4
Pachinko	5.2	43.8	116.5	16.0	+207.7%	64.1	128.1
Other	2.0	5.8	11.2	2.0	0.0%	3.8	6.4
Operating Income	-4.3	-1.0	14.5	-1.0	-	3.0	22.0
Operating Income Margin	-	-	9.0%	-	-	3.8%	11.8%
Sales in Unit (Pachislot)	15,048	55,102	123,286	5,111	-66.0%	40,000	180,000
Sales in Unit (Pachinko)	19,704	154,950	391,831	53,748	+172.8%	220,000	450,000

《Shipment Date: Pachinko Pachislot》 ※Number of titles reflects products which began sales in period

Pachislot	FY 2009			FY 2010			Pachislot		
	1Q Results	Interim Results	FY Results	1Q Results	Interim Plan	FY Plan	Title	Brand	Sales (Thousands)
Sammy	1 title 7,693 units	2 titles 24,775 units	6 titles 58,184 units	0 title 3,777 units	1 title 10,000 units	6 titles 100,000 units	Pachislot Twin Angels 2	Sammy	3
Rodeo	1 title 4,253 units	1 title 4,289 units	4 titles 30,073 units	0 title 65 units	1 title 20,000 units	3 titles 60,000 units			
TAIYO ELEC	1 title 2,662 units	2 titles 6,193 units	2 titles 6,268 units	0 title 0 unit	2 titles 10,000 units	3 titles 20,000 units			
GINZA	1 title 290 units	2 titles 11,391 units	5 titles 19,657 units	-	-	-			
Unit Supply	0 title 150 units	2 titles 8,454 units	2 titles 9,104 units	1 title 1,269 units	-	-			
Total	4 titles 15,048 units	9 titles 55,102 units	19 titles 123,286 units	1 title 5,111 units	4 titles 40,000 units	12 titles 180,000 units			

※Unit Supply includes the supply of parts to other makers

Pachinko	FY 2009			FY 2010			Pachinko		
	1Q Results	Interim Results	FY Results	1Q Results	Interim Plan	FY Plan	Title	Brand	Sales (Thousands)
Sammy	1 title 3,010 units	2 titles 126,842 units	4 titles 307,263 units	1 title 19,263 units	3 titles 150,000 units	5 titles 330,000 units	CR Kidou Shinsengumi Moeyo Ken 2	TAIYO ELEC	29
TAIYO ELEC	1 title 15,552 units	3 titles 26,946 units	5 titles 44,491 units	1 title 34,248 units	3 titles 50,000 units	6 titles 100,000 units	CR Hakushon Daimaou 3	Sammy	15
GINZA	1 title 1,142 units	1 title 1,162 units	3 titles 40,077 units	-	-	-			
Unit Supply	-	-	-	0 title 237 units	1 title 20,000 units	1 title 20,000 units			
Total	3 titles 19,704 units	6 titles 154,950 units	12 titles 391,831 units	2 titles 53,748 units	7 titles 220,000 units	12 titles 450,000 units			
Board + Flame	10,814 units	138,215 units	350,689 units	38,278 units	132,440 units	202,500 units			
Board	8,890 units	16,735 units	41,142 units	15,470 units	87,560 units	247,500 units			

※Unit Supply includes the supply of parts to GINZA Corporation

**Amusement Machines**

(JPY Billion)	FY 2009			FY 2010						
	1Q Results	Interim Results	FY Results	Before change in accounting policy				After change in accounting policy		
				1Q Results	YoY Change	Interim Plan	FY Plan	1Q Results	Interim Plan	FY Plan
Net Sales	13.7	34.4	61.9	7.8	-43.1%	18.0	43.0	7.8	18.0	43.0
Domestic	12.0	31.3	53.2	6.3	-47.5%	14.8	35.9	6.3	14.8	35.9
Overseas	1.7	3.1	8.7	1.5	-11.8%	3.2	7.1	1.5	3.2	7.1
Operating Income	0.7	4.6	6.8	-1.2	-	-2.5	2.0	-1.0	-2.3	2.5
Operating Income Margin	5.1%	13.4%	11.0%	-	-	-	4.7%	-	-	5.8%
R&D expense	2.6	5.7	11.4	2.4	-7.7%	5.0	9.4	2.2	4.8	8.9

## 《Shipment Date: Amusement Machines》

Title		Sales	
GALILEO FACTORY	Medal Game	Body	26 units

### Amusement Facilities

(JPY Billion)	FY 2009			FY 2010			
	1Q Results	Interim Results	FY Results	1Q Results	YoY Change	Interim Plan	FY Plan
Net Sales	17.4	37.1	71.3	14.1	-19.0%	26.5	52.0
(Overseas)	2.2	4.7	8.6	1.5	-31.8%	3.0	6.0
Operating Income	-1.5	-2.8	-7.5	-0.1	-	-0.8	-1.0
Operating Income Margin	-	-	-	-	-	-	-
SEGA Same Store Sales Comps	87.3%	90.6%	92.4%	96.0%	-	91.5%	93.6%
Domestic Facilities	357 facilities	347 facilities	322 facilities	298 facilities	-	249 facilities	246 facilities
SEGA							
Opened	0 facility	1 facility	3 facilities	1 facility	-	1 facility	6 facilities
Closed	7 facilities	19 facilities	47 facilities	24 facilities	-	74 facilities	82 facilities
Total	311 facilities	300 facilities	274 facilities	251 facilities	-	201 facilities	198 facilities
(※)Bee / TMS							
Opened	1 facility	2 facilities	3 facilities	0 facility	-	0 facility	0 facility
Closed	0 facility	0 facility	0 facility	1 facility	-	0 facility	0 facility
Total	46 facilities	47 facilities	48 facilities	47 facilities	-	48 facilities	48 facilities
Overseas Facilities	24 facilities	22 facilities	22 facilities	21 facilities	-	20 facilities	20 facilities
Cap-ex	3.6	9.0	14.8	1.1	-69.4%	4.1	8.7
Depreciation	3.1	7.1	15.9	1.6	-48.4%	3.6	7.8

(※)“Bee” is an entertainment facility (Darts bar) produced by SEGA Bee LINK Co., LTD

### 《SEGA Same Store Sales Comps》

FY 2010					
April	May	June	1Q Results	Interim Plan	FY Plan
95.6%	98.8%	93.0%	96.0%	91.5%	93.6%

FY 2009															
April	May	June	1Q Results	July	August	September	Interim Results	October	November	December	3Q Results	January	February	March	FY Results
83.5%	89.0%	89.6%	87.3%	91.2%	95.8%	93.1%	90.6%	97.7%	99.0%	90.8%	92.1%	91.4%	94.4%	95.2%	92.4%

**Consumer**

(JPY Billion)	FY 2009			FY 2010						
	1Q Results	Interim Results	FY Results	Before change in accounting policy				After change in accounting policy		
				1Q Results	YoY Change	Interim Plan	FY Plan	1Q Results	Interim Plan	FY Plan
Net Sales	30.5	61.9	131.3	18.0	-41.0%	38.5	136.0	18.0	38.5	136.0
Entertainment Software	21.0	39.0	82.1	8.3	-60.5%	16.5	84.7	8.3	16.5	84.7
Network / Other	9.5	22.9	49.2	9.7	+2.1%	22.0	51.3	9.7	22.0	51.3
Operating Income	-4.1	-5.9	-0.9	-5.0	-	-11.7	4.0	-4.5	-9.4	8.5
Operating Margin	-	-	-	-	-	-	2.9%	-	-	6.3%
Sales in Units (Thousands)	6,890	12,760	29,470	2,650	-61.5%	6,170	29,700	2,650	6,170	29,700
R&D expense	9.9	16.7	32.8	6.3	-36.4%	13.6	29.2	5.8	11.3	24.7

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

《Shipment Date: Entertainment Software》

Breakdown by Region	FY 2009						FY 2010					
	1Q Results		Interim Results		FY Results		1Q Results		Interim Plan		FY Plan	
	# of titles (SKU)	Sales (Thousands)	# of titles (SKU)	Sales (Thousands)	# of titles (SKU)	Sales (Thousands)	# of titles (SKU)	Sales (Thousands)	# of titles (SKU)	Sales (Thousands)	# of titles (SKU)	Sales (Thousands)
Japan / Other	8 (8)	830	16 (17)	2,000	36 (39)	4,230	4 (4)	530	8 (8)	900	17 (22)	3,570
US	3 (15)	3,160	11 (22)	5,410	22 (41)	12,490	3 (6)	990	4 (7)	1,930	22 (43)	11,630
Europe	3 (14)	2,890	9 (22)	5,340	20 (42)	12,730	4 (7)	1,120	4 (7)	3,330	21 (42)	14,500
Total	14 (37)	6,890	36 (61)	12,760	78 (122)	29,470	11 (17)	2,650	16 (22)	6,170	60 (107)	29,700

Breakdown by Platform	FY 2009						FY 2010					
	1Q Results		Interim Results		FY Results		1Q Results		Interim Plan		FY Plan	
	SKU	Sales (Thousands)	SKU	Sales (Thousands)	SKU	Sales (Thousands)	SKU	Sales (Thousands)	SKU	Sales (Thousands)	SKU	Sales (Thousands)
PS2	3	630	7	930	10	1,780	0	0	0	0	0	0
PS3	8	760	9	1,040	21	3,130	2	310	2	380	20	4,630
Wii	5	510	8	1,050	23	3,920	6	550	7	1,130	22	7,300
Xbox360	6	890	7	1,090	16	2,120	2	200	2	260	19	3,460
NDS	9	850	18	1,880	30	3,170	3	180	7	600	21	4,610
PSP	2	290	4	1,030	7	1,420	2	110	2	90	9	1,260
PC	4	90	8	270	15	1,980	2	20	2	30	16	1,770
Catalogue	-	2,860	-	5,450	-	11,920	-	1,260	-	3,650	0	6,640
Total	37	6,890	61	12,760	122	29,470	17	2,650	22	6,170	107	29,700

Titles	Region	Platform	Sales (Thousands)
Virtua Tennis 2009	US, Europe	PS3, Xbox360, Wii, PC	790
The Conduit	US, Europe	Wii	150

※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.