

Appendix of Consolidated Financial Statements
9 Months Ended December 31, 2009

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

* Numbers shown in parentheses are based on previous accounting policy (reference)

Condensed Consolidated Income Statements

| (JPY Billion) | FY 2009 | | FY 2010 | | | |
|----------------------------|------------|------------|--------------|-----------------|-------------|-------------------|
| | 3Q Results | FY Results | 3Q Results | YoY Change | FY Plan | YoY Change |
| Net Sales | 309.0 | 429.1 | 285.3 | -7.7% | 420.0 | -2.1% |
| Pachinko Pachislot | 106.2 | 161.6 | 125.6 | +18.3% | 186.0 | +15.1% |
| Amusement Machines | 49.9 | 61.9 | 33.1 | -33.7% | 43.0 | -30.5% |
| Amusement Facilities | 54.4 | 71.3 | 41.4 | -23.9% | 52.0 | -27.1% |
| Consumer | 96.0 | 131.3 | 82.9 | -13.6% | 136.0 | +3.6% |
| Other | 2.3 | 2.9 | 2.2 | -4.3% | 3.0 | +3.4% |
| Operating Income | -2.7 | 8.3 | 28.8 (24.1) | - | 27.0 (22.0) | +225.3% (+165.1%) |
| Pachinko Pachislot | 5.2 | 14.5 | 26.9 | +417.3% | 22.0 | +51.7% |
| Amusement Machines | 6.2 | 6.8 | 4.7 (3.8) | -24.2% (-38.7%) | 2.5 (2.0) | -63.2% (-70.6%) |
| Amusement Facilities | -4.9 | -7.5 | -0.6 | - | -1.0 | - |
| Consumer | -5.6 | -0.9 | 1.4 (-2.3) | - | 8.5 (4.0) | - |
| Other | 0.2 | 0.3 | 0.3 | +50.0% | 0.0 | - |
| Eliminations | -3.9 | -4.9 | -3.9 | - | -5.0 | - |
| Operating Margin | - | 1.9% | 10.1% (8.4%) | - | 6.4% (5.2%) | +4.5pt (+3.3pt) |
| Ordinary Income | -5.0 | 6.6 | 27.6 (22.9) | - | 26.0 (21.0) | +293.9% (+218.2%) |
| Ordinary Income Margin | - | 1.5% | 9.7% (8.0%) | - | 6.2% (5.0%) | +4.7pt (+3.5pt) |
| Extraordinary Gain | 2.1 | 3.5 | 2.3 | - | - | - |
| Extraordinary Loss | 5.9 | 30.2 | 7.4 | - | - | - |
| Net Income | -10.8 | -22.8 | 16.9 (12.2) | - | 15.0 (10.0) | - |
| Net Income Margin | - | - | 5.9% (4.3%) | - | 3.6% (2.4%) | - |
| Dividend per share (JPY) | - | 30 | - | - | 30 | - |
| Earning per share (JPY) | -43.03 | -90.83 | 67.27 | - | 59.54 | - |
| Net Assets per share (JPY) | 929.90 | 882.47 | 917.74 | - | - | - |

Costs and Expenses

| (JPY Billion) | FY 2009 | | FY 2010 | | | |
|--|------------|------------|-------------|-----------------|-------------|----------------|
| | 3Q Results | FY Results | 3Q Results | YoY Change | FY Plan | YoY Change |
| R&D expense / Content Production expense | 43.4 | 59.6 | 32.7 (37.4) | -24.7% (-13.8%) | 51.2 (56.2) | -14.1% (-5.7%) |
| Cap-ex | 20.1 | 26.6 | 11.4 | -43.3% | 16.9 | -36.5% |
| Depreciation | 18.9 | 26.6 | 12.0 | -36.5% | 18.2 | -31.6% |
| Advertising | 16.7 | 20.7 | 14.3 | -14.4% | 22.5 | +8.7% |

Pachinko Pachislot

| (JPY Billion) | FY 2009 | | FY 2010 | | | |
|-------------------------|------------|------------|------------|------------|---------|------------|
| | 3Q Results | FY Results | 3Q Results | YoY Change | FY Plan | YoY Change |
| Net Sales | 106.2 | 161.6 | 125.6 | +18.3% | 186.0 | +15.1% |
| Pachislot | 29.4 | 33.8 | 25.6 | -12.9% | 51.4 | +52.1% |
| Pachinko | 68.4 | 116.5 | 95.1 | +39.0% | 128.1 | +10.0% |
| Other | 8.4 | 11.2 | 4.9 | -41.7% | 6.4 | -42.9% |
| Operating Income | 5.2 | 14.5 | 26.9 | +417.3% | 22.0 | +51.7% |
| Operating Income Margin | 4.9% | 9.0% | 21.4% | +16.5pt | 11.8% | +2.9pt |
| Unit Sales (Pachislot) | 108,500 | 123,286 | 79,243 | -27.0% | 180,000 | +46.0% |
| Unit Sales (Pachinko) | 237,288 | 391,831 | 329,850 | +39.0% | 450,000 | +14.8% |

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

| Pachislot | FY 2009 | | FY 2010 | |
|-------------|---------------|---------------|--------------|---------------|
| | 3Q Results | FY Results | 3Q Results | FY Plan |
| Sammy | 5 titles | 6 titles | 4 titles | 6 titles |
| | 52,139 units | 58,184 units | 74,005 units | 100,000 units |
| Rodeo | 4 title | 4 titles | 1 title | 3 titles |
| | 29,056 units | 30,073 units | 1,563 units | 60,000 units |
| TAIYO ELEC | 2 titles | 2 titles | 1 title | 3 titles |
| | 6,268 units | 6,268 units | 1,806 units | 20,000 units |
| GINZA | 3 titles | 5 titles | 0 title | - |
| | 12,083 units | 19,657 units | 27 units | - |
| Unit Supply | 2 titles | 2 titles | 2 titles | - |
| | 8,954 units | 9,104 units | 1,842 units | - |
| Total | 16 titles | 19 titles | 8 titles | 12 titles |
| | 108,500 units | 123,286 units | 79,243 units | 180,000 units |

| Pachislot | | |
|--|-------|------------------------|
| Title | Brand | Unit Sales (Thousands) |
| Pachislot Psalms of Planets Eureka SeveN | Sammy | 49 |
| Pachislot Urusei Yatsura 2 | Sammy | 16 |

* Unit Supply includes the supply of parts to other makers

| Pachinko | FY 2009 | | FY 2010 | |
|---------------|---------------|---------------|---------------|---------------|
| | 3Q Results | FY Results | 3Q Results | FY Plan |
| Sammy | 3 titles | 4 titles | 5 titles | 5 titles |
| | 198,445 units | 307,263 units | 262,541 units | 330,000 units |
| TAIYO ELEC | 3 titles | 5 titles | 4 titles | 6 titles |
| | 30,944 units | 44,491 units | 54,011 units | 100,000 units |
| GINZA | 2 titles | 3 titles | 1 title | 1 title |
| | 7,899 units | 40,077 units | 13,298 units | 20,000 units |
| Total | 8 titles | 12 titles | 10 titles | 12 titles |
| | 237,288 units | 391,831 units | 329,850 units | 450,000 units |
| Board + Frame | 210,113 units | 350,689 units | 102,135 units | 202,500 units |
| Board | 27,175 units | 41,142 units | 227,715 units | 247,500 units |

| Pachinko | | |
|--|-------|------------------------|
| Title | Brand | Unit Sales (Thousands) |
| Pachinko CR Soten no Ken | Sammy | 94 |
| Pachinko CR Sengoku Ranbu Aoki Dokugan | Sammy | 53 |

Amusement Machines

| (JPY Billion) | FY 2009 | | FY 2010 | | | |
|---|------------|------------|---------------|-----------------|-------------|-----------------|
| | 3Q Results | FY Results | 3Q Results | YoY Change | FY Plan | YoY Change |
| Net Sales | 49.9 | 61.9 | 33.1 | -33.7% | 43.0 | -30.5% |
| Domestic | 43.0 | 53.2 | 28.6 | -33.5% | 35.9 | -32.5% |
| Overseas | 7.0 | 8.7 | 4.5 | -35.7% | 7.1 | -18.4% |
| Operating Income | 6.2 | 6.8 | 4.7 (3.8) | -24.2% (-38.7%) | 2.5 (2.0) | -63.2% (-70.6%) |
| Operating Income Margin | 12.4% | 11.0% | 14.2% (11.5%) | +1.8pt (-0.9pt) | 5.8% (4.7%) | -5.2pt (-6.3pt) |
| R&D expense / Content Production expense | 8.3 | 11.4 | 6.0 (6.9) | -27.7% (-16.9%) | 8.9 (9.4) | -21.9% (-17.5%) |

《Shipment Data: Amusement Machines》

| Title | | Sales | |
|--|-------------------|--------------------|-------------|
| BORDER BREAK | Video Game | Satellite | 2,988 units |
| Shining Force CROSS | Video Game | Satellite | 2,389 units |
| StarHorse2 FIFTH EXPANSION | Medal Game | Main CVT | 851 units |
| | | Satellite CVT | 9,806 units |
| WORLD CLUB Champion Football Intercontinental Clubs 2008-2009 | Trading Card Game | Satellite CVT (8P) | 690 sets |
| | | Satellite CVT (4P) | 168 sets |

Amusement Facilities

| (JPY Billion) | | FY 2009 | | FY 2010 | | | |
|-----------------------------------|--------|----------------|----------------|----------------|------------|----------------|----------------|
| | | 3Q Results | FY Results | 3Q Results | YoY Change | FY Plan | YoY Change |
| Net Sales | | 54.4 | 71.3 | 41.4 | -23.9% | 52.0 | -27.1% |
| (Overseas) | | 6.6 | 8.6 | 4.1 | -37.9% | 6.0 | -30.2% |
| Operating Income | | -4.9 | -7.5 | -0.6 | - | -1.0 | - |
| Operating Income Margin | | - | - | - | - | - | - |
| SEGA Same Store Sales Comparisons | | 92.1% | 92.4% | 91.3% | - | 93.6% | - |
| Domestic Facilities | | 347 facilities | 322 facilities | 274 facilities | - | 246 facilities | -76 facilities |
| SEGA | Opened | 3 facilities | 3 facilities | 3 facility | - | 6 facilities | - |
| | Closed | 22 facilities | 47 facilities | 49 facilities | - | 82 facilities | - |
| | Total | 299 facilities | 274 facilities | 228 facilities | - | 198 facilities | - |
| Bee / TMS | Opened | 3 facilities | 3 facilities | 0 facility | - | 0 facility | - |
| | Closed | 0 facility | 0 facility | 2 facilities | - | 0 facility | - |
| | Total | 48 facilities | 48 facilities | 46 facilities | - | 48 facilities | - |
| Overseas Facilities | | 22 facilities | 22 facilities | 21 facilities | - | 20 facilities | -2 facilities |
| Cap-ex | | 12.3 | 14.8 | 5.8 | -52.8% | 8.7 | -41.2% |
| Depreciation | | 11.4 | 15.9 | 5.6 | -50.9% | 7.8 | -50.9% |

* "Bee" is an entertainment facility (Darts bar) produced by SEGA Bee LINK Co., LTD

《SEGA Same Store Sales Comparisons》

| FY 2010 | | | | | | | | | | | | |
|---------|-------|-------|------------|-------|--------|-----------|-----------------|---------|----------|----------|------------|---------|
| April | May | June | 1Q Results | July | August | September | Interim Results | October | November | December | 3Q Results | FY Plan |
| 95.6% | 98.8% | 93.0% | 96.0% | 92.0% | 88.3% | 86.0% | 92.3% | 85.2% | 88.0% | 93.6% | 91.3% | 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 | | | |
|--|------------|------------|-------------|-----------------|-------------|-----------------|
| | 3Q Results | FY Results | 3Q Results | YoY Change | FY Plan | YoY Change |
| Net Sales | 96.0 | 131.3 | 82.9 | -13.6% | 136.0 | +3.6% |
| Entertainment Software | 59.7 | 82.1 | 49.3 | -17.4% | 84.7 | +3.2% |
| Network / Other | 36.3 | 49.2 | 33.6 | -7.4% | 51.3 | +4.3% |
| Operating Income | -5.6 | -0.9 | 1.4 (-2.3) | - | 8.5 (4.0) | - |
| Operating Margin | - | - | 1.7% (-) | - | 6.3% (2.9%) | - |
| Units Sales (Thousands) | 21,090 | 29,470 | 16,730 | -20.7% | 29,700 | +0.8% |
| R&D expense / Content Production expense | 23.4 | 32.8 | 16.0 (19.7) | -31.6% (-15.8%) | 24.7 (29.2) | -24.7% (-11.0%) |

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

《Shipment Data: Entertainment Software》

| Breakdown by Region | FY 2009 | | | | FY 2010 | | | |
|---------------------|-------------------|------------------------|-------------------|------------------------|-------------------|------------------------|-------------------|------------------------|
| | 3Q Results | | FY Results | | 3Q Results | | FY Plan | |
| | # 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 | 30 (31) | 3,130 | 36 (39) | 4,230 | 12 (15) | 2,470 | 17 (22) | 3,570 |
| US | 15 (31) | 8,820 | 22 (41) | 12,490 | 15 (25) | 6,090 | 22 (43) | 11,630 |
| Europe | 13 (31) | 9,130 | 20 (42) | 12,730 | 12 (22) | 8,160 | 21 (42) | 14,500 |
| Total | 58 (93) | 21,090 | 78 (122) | 29,470 | 39 (62) | 16,730 | 60 (107) | 29,700 |

| Breakdown by Platform | FY 2009 | | | | FY 2010 | | | |
|-----------------------|------------|------------------------|------------|------------------------|------------|------------------------|---------|------------------------|
| | 3Q Results | | FY Results | | 3Q Results | | FY Plan | |
| | SKU | Unit Sales (Thousands) | SKU | Unit Sales (Thousands) | SKU | Unit Sales (Thousands) | SKU | Unit Sales (Thousands) |
| PS2 | 10 | 1,550 | 10 | 1,780 | 0 | 0 | 0 | 0 |
| PS3 | 15 | 2,010 | 21 | 3,130 | 8 | 1,120 | 20 | 4,630 |
| Wii | 15 | 2,220 | 23 | 3,920 | 18 | 4,650 | 22 | 7,300 |
| Xbox360 | 11 | 1,610 | 16 | 2,120 | 8 | 790 | 19 | 3,460 |
| NDS | 26 | 2,660 | 30 | 3,170 | 15 | 3,130 | 21 | 4,610 |
| PSP | 6 | 1,240 | 7 | 1,420 | 7 | 1,070 | 9 | 1,260 |
| PC | 10 | 940 | 15 | 1,980 | 6 | 730 | 16 | 1,770 |
| Catalogue | - | 8,870 | - | 11,920 | - | 5,210 | - | 6,640 |
| Total | 93 | 21,090 | 122 | 29,470 | 62 | 16,730 | 107 | 29,700 |

| Titles | Region | Platform | Unit Sales (Thousands) |
|--|-------------------|--------------|------------------------|
| Mario & Sonic at the Olympic Winter Games™ | US, Europe | Wii, NDS | 5,670 |
| BAYONETTA | US, Europe, Japan | PS3, Xbox360 | 1,100 |
| Football Manager 2010 | US, Europe | PSP, PC | 740 |
| Phantasy Star Portable 2 | Japan | PSP | 540 |

* 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.