

Appendix of Consolidated Financial Statements
Year Ended March 31, 2010

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

Condensed Consolidated Income Statements

(JPY Billion)	FY 2009		FY 2010				FY 2011			
	Interim Results	Full Year Results	Interim Results	Full Year Plan on May 13	Full Year Results	YoY Change	Interim Plan	YoY Change	Full Year Plan	YoY Change
Net Sales	200.4	429.1	154.3	420.0	384.6	-10.4%	190.0	+23.1%	400.0	+4.0%
Pachinko Pachislot	65.2	161.6	68.3	186.0	160.3	-0.8%	108.5	+58.9%	200.0	+24.8%
Amusement Machines	34.4	61.9	17.9	43.0	45.1	-27.1%	19.0	+6.1%	53.0	+17.5%
Amusement Facilities	37.1	71.3	28.9	52.0	54.7	-23.3%	22.0	-23.9%	44.0	-19.6%
Consumer	61.9	131.3	37.6	136.0	121.5	-7.5%	39.0	+3.7%	100.0	-17.7%
Other	1.6	2.9	1.5	3.0	2.8	-3.4%	1.5	0.0%	3.0	+7.1%
Operating Income	-7.5	8.3	-0.3 (-2.3)	27.0 (22.0)	36.7 (31.0)	+342.2%	14.5	-	40.0	+9.0%
Pachinko Pachislot	-1.0	14.5	10.8	22.0	29.5	+103.4%	20.5	+89.8%	35.0	+18.6%
Amusement Machines	4.6	6.8	-0.7 (-1.2)	2.5 (2.0)	7.0 (5.4)	+2.9%	0.1	-	5.5	-21.4%
Amusement Facilities	-2.8	-7.5	0.2	-1.0	-1.3 (-1.4)	-	-0.7	-	-1.5	-
Consumer	-5.9	-0.9	-8.1 (-9.6)	8.5 (4.0)	6.3 (2.4)	-	-2.0	-	7.0	+11.1%
Other	0.2	0.3	0.2	0.0	0.3	0.0%	0.0	-	0.0	-
Eliminations	-2.6	-4.9	-2.7	-5.0	-5.2	-	-3.4	-	-6.0	-
Operating Margin	-	1.9%	-	6.4% (5.2%)	9.5% (8.1%)	+7.6pt	7.6%	-	10.0%	+0.5pt
Ordinary Income	-8.4	6.6	-0.7 (-2.7)	26.0 (21.0)	35.9 (30.2)	+443.9%	14.0	-	39.0	+8.6%
Ordinary Income Margin	-	1.5%	-	6.2% (5.0%)	9.3% (7.9%)	+7.8pt	7.4%	-	9.8%	+0.5pt
Extraordinary Gain	1.6	3.5	1.9	-	3.1	-	-	-	-	-
Extraordinary Loss	2.4	30.2	2.5	-	11.9	-	-	-	-	-
Net Income	-9.5	-22.8	-6.3 (-8.3)	15.0 (10.0)	20.2 (14.5)	-	5.5	-	22.0	+8.9%
Net Income Margin	-	-	-	3.6% (2.4%)	5.3% (3.8%)	-	2.9%	-	5.5%	+0.2pt
Dividend per share (JPY)	15	30	15	30	30	-	20	-	40	-
Earning per share (JPY)	-37.92	-90.83	-25.10	59.54	80.46	-	21.83	-	87.33	-
Net Assets per share (JPY)	990.09	882.47	841.80	-	937.80	-	-	-	-	-

Costs and Expenses

(JPY Billion)	FY 2009		FY 2010				FY 2011			
	Interim Results	Full Year Results	Interim Results	Full Year Plan on May 13	Full Year Results	YoY Change	Interim Plan	YoY Change	Full Year Plan	YoY Change
R&D expense / Content Production expense	30.4	59.6	22.9 (24.9)	51.2 (56.2)	41.5 (47.2)	-30.4%	19.5	-14.8%	43.4	+4.6%
Cap-ex	14.5	26.6	6.3	16.9	16.1	-39.5%	10.1	+60.3%	18.9	+17.4%
Depreciation	11.9	26.6	7.3	18.2	17.1	-35.7%	7.5	+2.7%	17.8	+4.1%
Advertising	11.2	20.7	7.8	22.5	20.7	0.0%	10.1	+29.5%	19.7	-4.8%

Pachinko Pachislot

(JPY Billion)	FY 2009		FY 2010				FY 2011			
	Interim Results	Full Year Results	Interim Results	Full Year Plan on May 13	Full Year Results	YoY Change	Interim Plan	YoY Change	Full Year Plan	YoY Change
Net Sales	65.2	161.6	68.3	186.0	160.3	-0.8%	108.5	+58.9%	200.0	+24.8%
Pachislot	15.6	33.8	18.2	51.4	51.7	+53.0%	30.5	+67.6%	63.5	+22.8%
Pachinko	43.8	116.5	47.1	128.1	103.1	-11.5%	75.0	+59.2%	129.5	+25.6%
Other	5.8	11.2	3.0	6.4	5.5	-50.9%	3.0	+0.0%	7.0	+27.3%
Operating Income	-1.0	14.5	10.8	22.0	29.5	+103.4%	20.5	+89.8%	35.0	+18.6%
Operating Income Margin	-	9.0%	15.8%	11.8%	18.4%	+9.4pt	18.9%	+3.1pt	17.5%	-0.9pt
Unit Sales (Pachislot)	55,102	123,286	57,038	180,000	162,932	+32.2%	100,000	+75.3%	210,000	+28.9%
Unit Sales (Pachinko)	154,950	391,831	167,715	450,000	360,171	-8.1%	230,000	+37.1%	410,000	+13.8%

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

Pachislot	FY 2009		FY 2010			FY 2011		Pachislot		
	Interim Results	Full Year Results	Interim Results	Full Year Plan on May 13	Full Year Results	Interim Plan	Full Year Plan	Title	Brand	Unit Sales (Thousands)
Sammy	2 titles	6 titles	3 titles	6 titles	6 titles	2 titles	5 titles	Pachislot Psalms of Planets Eureka SeveN	Sammy	56
	24,775 units	58,184 units	53,898 units	100,000 units	121,677 units	50,000 units	115,000 units			
Rodeo	1 title	4 titles	0 title	3 titles	2 titles	2 titles	4 titles	Pachislot TOMORROW'S JOE	Sammy	37
	4,289 units	30,073 units	65 units	60,000 units	29,734 units	25,000 units	60,000 units	Pachislot Shin Onimusha	Roedo	28
TAIYO ELEC	2 titles	2 titles	1 title	3 titles	2 titles	2 titles	4 titles	Pachislot Urusei Yatsura 2	Sammy	16
	6,193 units	6,268 units	1,806 units	20,000 units	9,257 units	25,000 units	35,000 units			
GINZA	2 titles	5 titles	0 title	-	0 title	-	-	Pachislot BLOOD+	TAIYO ELEC	7
	11,391 units	19,657 units	27 units	-	27 units	-	-			
Unit Supply	2 titles	2 titles	1 title	-	2 titles	-	-	* Unit Supply includes the supply of parts to other makers		
	8,454 units	9,104 units	1,242 units	-	2,237 units	-	-			
Total	9 titles	19 titles	5 titles	12 titles	12 titles	6 titles	13 titles			
	55,102 units	123,286 units	57,038 units	180,000 units	162,932 units	10,000 units	210,000 units			

Pachinko	FY 2009		FY 2010			FY 2011		Pachinko		
	Interim Results	Full Year Results	Interim Results	Full Year Plan on May 13	Full Year Results	Interim Plan	Full Year Plan	Title	Brand	Unit Sales (Thousands)
Sammy	2 titles	4 titles	4 titles	5 titles	6 titles	3 titles	6 titles	Pachinko CR SOUTEN-NO-KEN	Sammy	94
	126,842 units	307,263 units	105,764 units	330,000 units	274,578 units	190,000 units	320,000 units	Pachinko CR Kyutei Nyokan Changum no Chikai Series	Sammy	58
TAIYO ELEC	3 titles	5 titles	3 titles	6 titles	6 titles	3 titles	6 titles	Pachinko CR Sengoku Ranbu Aoki Dokugan	Sammy	53
	26,946 units	44,491 units	48,653 units	100,000 units	72,295 units	40,000 units	90,000 units	CR GAMERA THE BATTLE PACHINKO	Sammy	35
GINZA	1 title	3 titles	1 title	1 title	1 title	-	-	CR Kidou Shinsengumi Moeyo Ken 2 Series	TAIYO ELEC	34
	1,162 units	40,077 units	13,298 units	20,000 units	13,298 units	-	-			
Total	6 titles	12 titles	8 titles	12 titles	13 titles	6 titles	12 titles			
	154,950 units	391,831 units	167,715 units	450,000 units	360,171 units	230,000 units	410,000 units			
Board + Frame	138,215 units	350,689 units	58,504 units	202,500 units	111,140 units	170,000 units	285,400 units			
Board	16,735 units	41,142 units	109,211 units	247,500 units	249,031 units	60,000 units	124,600 units			

Amusement Machines

(JPY Billion)	FY 2009		FY 2010				FY 2011			
	Interim Results	Full Year Results	Interim Results	Full Year Plan on May 13	Full Year Results	YoY Change	Interim Plan	YoY Change	Full Year Plan	YoY Change
Net Sales	34.4	61.9	17.9	43.0	45.1	-27.1%	19.0	+6.1%	53.0	+17.5%
Domestic	31.3	53.2	14.8	35.9	38.9	-26.9%	16.3	+10.1%	43.3	+11.3%
Overseas	3.1	8.7	3.1	7.1	6.2	-28.7%	2.7	-12.9%	9.7	+56.5%
Operating Income	4.6	6.8	-0.7 (-1.2)	2.5 (2.0)	7.0 (5.4)	+2.9%	0.1	-	5.5	-21.4%
Operating Income Margin	13.4%	11.0%	-	5.8% (4.7%)	15.5% (12.0%)	+4.5pt	0.5%	-	10.4%	-5.1pt
R&D expense / Content Production expense	5.7	11.4	4.3 (4.8)	8.9 (9.4)	7.8 (9.4)	-31.6%	3.5	-18.6%	8.5	+9.0%

*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.

《Shipment Data: Amusement Machines》

Title	Sales (JPY Billion)
WORLD CLUB Champion Football Intercontinental Clubs Series	Trading Card Game 4.2
SEGA Network Mah-jong MJ4 Series	Video Game 3.8
BORDER BREAK	Video Game 3.3
StarHorse2 Series	Medal Game 2.8
Sangokushi Taisen 3	Trading Card Game 1.8

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

Amusement Facilities

(JPY Billion)	FY 2009		FY 2010				FY 2011			
	Interim Results	Full Year Results	Interim Results	Full Year Plan on May 13	Full Year Results	YoY Change	Interim Plan	YoY Change	Full Year Plan	YoY Change
Net Sales	37.1	71.3	28.9	52.0	54.7	-23.3%	22.0	-23.9%	44.0	-19.6%
(Overseas)	4.7	8.6	2.8	6.0	5.4	-37.2%	1.6	-42.9%	3.3	-38.9%
Operating Income	-2.8	-7.5	0.2	-1.0	-1.3 (-1.4)	-	-0.7	-	-1.5	-
Operating Income Margin	-	-	0.7%	-	-	-	-	-	-	-
SEGA Same Store Sales Comparisons	90.6%	92.4%	92.3%	93.6%	91.7%	-	91.7%	-	95.8%	-
Domestic Facilities	347 facilities	322 facilities	277 facilities	246 facilities	260 facilities	-62 facilities	249 facilities	-	248 facilities	-12 facilities
SEGA	Opened	1 facility	3 facilities	1 facility	6 facilities	4 facilities	2 facilities	3 facilities	-	-
	Closed	19 facilities	47 facilities	44 facilities	82 facilities	61 facilities	12 facilities	13 facilities	-	-
	Total	300 facilities	274 facilities	231 facilities	198 facilities	217 facilities	-57 facilities	207 facilities	207 facilities	-10 facilities
Bee / TMS	Opened	2 facilities	3 facilities	0 facility	0 facility	0 facility	1 facility	2 facilities	-	-
	Closed	0 facility	0 facility	2 facilities	0 facility	5 facilities	2 facilities	4 facilities	-	-
	Total	47 facilities	48 facilities	46 facilities	48 facilities	43 facilities	42 facilities	41 facilities	41 facilities	-2 facilities
Overseas Facilities	22 facilities	22 facilities	21 facilities	20 facilities	14 facilities	-8 facilities	13 facilities	-	13 facilities	-1 facility
Cap-ex	9.0	14.8	2.5	8.7	7.7	-48.0%	2.2	-12.0%	6.6	-14.3%
Depreciation	7.1	15.9	3.4	7.8	8.2	-48.4%	2.8	-17.6%	6.9	-15.9%

*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.

* "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	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%

FY 2009															
April	May	June	1Q Results	July	August	September	Interim Results	October	November	December	3Q Results	January	February	March	Full Year 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				FY 2011			
	Interim Results	Full Year Results	Interim Results	Full Year Plan on May 13	Full Year Results	YoY Change	Interim Plan	YoY Change	Full Year Plan	YoY Change
Net Sales	61.9	131.3	37.6	136.0	121.5	-7.5%	39.0	3.7%	100.0	-17.7%
Entertainment Software	39.0	82.1	15.7	84.7	77.5	-5.6%	19.7	25.5%	52.9	-31.7%
Network / Other	22.9	49.2	21.9	51.3	44.0	-10.6%	19.3	-11.9%	47.1	+7.0%
Operating Income	-5.9	-0.9	-8.1 (-9.6)	8.5 (4.0)	6.3 (2.4)	-	-2.0	-	7.0	+11.1%
Operating Margin	-	-	-	6.3% (2.9%)	5.2% (2.0%)	-	-	-	7.0%	+1.8pt
Units Sales (Thousands)	12,760	29,470	5,400	29,700	26,750	-9.2%	6,320	17.0%	16,960	-36.6%
R&D expense / Content Production expense	16.7	32.8	11.2 (12.7)	24.7 (29.2)	19.6 (23.5)	-40.2%	7.3	-34.8%	18.1	-7.7%

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

《Shipment Data / Plan: Entertainment Software》

Breakdown by Region	FY 2009				FY 2010						FY 2011			
	Interim Results		Full Year Results		Interim Results		Full Year Plan on May 13		Full Year Results		Interim Plan		Full Year 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)	# of titles (SKU)	Unit Sales (Thousands)	# of titles (SKU)	Unit Sales (Thousands)	# of titles (SKU)	Unit Sales (Thousands)
Japan / Other	16 (17)	2,000	36 (39)	4,230	8 (8)	1,090	17 (22)	3,570	17 (21)	3,820	5 (5)	970	18 (20)	3,380
US	11 (22)	5,410	22 (41)	12,490	8 (12)	2,300	22 (43)	11,630	24 (40)	10,550	6 (12)	3,060	17 (25)	6,290
Europe	9 (22)	5,340	20 (42)	12,730	7 (10)	2,000	21 (42)	14,500	25 (44)	12,380	9 (15)	2,290	21 (30)	7,280
Total	36 (61)	12,760	78 (122)	29,470	23 (30)	5,400	60 (107)	29,700	66 (105)	26,750	20 (32)	6,320	56 (75)	16,960

Breakdown by Platform	FY 2009				FY 2010						FY 2011			
	Interim Results		Full Year Results		Interim Results		Full Year Plan on May 13		Full Year Results		Interim Plan		Full Year Plan	
	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)
PS2	7	930	10	1,780	0	0	0	0	0	0	0	0	0	0
PS3	9	1,040	21	3,130	2	350	20	4,630	20	3,560	4	970	11	2,520
Wii	8	1,050	23	3,920	11	1,100	22	7,300	23	5,740	6	470	11	1,550
Xbox360	7	1,090	16	2,120	2	210	19	3,460	16	2,300	4	1,050	15	2,660
NDS	18	1,880	30	3,170	9	620	21	4,610	24	4,290	4	480	10	1,570
PSP	4	1,030	7	1,420	2	210	9	1,260	8	1,310	9	930	14	1,930
PC	8	270	15	1,980	4	40	16	1,770	14	1,490	5	260	14	1,900
Catalogue	-	5,450	-	11,920	-	2,850	-	6,640	-	8,040	-	2,140	-	4,790
Total	61	12,760	122	29,470	30	5,400	107	29,700	105	26,750	32	6,320	75	16,960

Titles	Region	Platform	Unit Sales (Thousands)
Mario & Sonic at the Olympic Winter Games™	US, Europe	Wii, NDS	6,530
Aliens vs. Predator	US, Europe	PS3, Xbox360, PC	1,690
BAYONETTA	US, Europe, Japan	PS3, Xbox360	1,350
Sonic & SEGA All-Star Racing	US, Europe	PS3, Xbox360, Wii, NDS	1,070
Phantasy Star Portable 2	Japan	PSP	600
Ryu ga Gotoku 4: Densetsu wo Tsugumono	Japan	PS3	560

* 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.