### Consolidated Income Statements

<table>
<thead>
<tr>
<th></th>
<th>FY Ended March 2011</th>
<th>FY Ending March 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Results Through 2Q</td>
<td>Full Year Results</td>
</tr>
<tr>
<td>Net Sales</td>
<td>217.8</td>
<td>396.7</td>
</tr>
<tr>
<td>Pachislot and Pachinko Machines</td>
<td>134.2</td>
<td>212.0</td>
</tr>
<tr>
<td>Amusement Machine Sales</td>
<td>19.6</td>
<td>47.2</td>
</tr>
<tr>
<td>Amusement Center Operations</td>
<td>23.6</td>
<td>45.6</td>
</tr>
<tr>
<td>Consumer Business</td>
<td>38.7</td>
<td>88.8</td>
</tr>
<tr>
<td>Other</td>
<td>1.5</td>
<td>2.8</td>
</tr>
<tr>
<td>Operating Income</td>
<td>46.8</td>
<td>68.7</td>
</tr>
<tr>
<td>Pachislot and Pachinko Machines</td>
<td>47.6</td>
<td>64.2</td>
</tr>
<tr>
<td>Amusement Machine Sales</td>
<td>1.9</td>
<td>7.3</td>
</tr>
<tr>
<td>Amusement Center Operations</td>
<td>1.1</td>
<td>0.3</td>
</tr>
<tr>
<td>Consumer Business</td>
<td>-1.3</td>
<td>1.9</td>
</tr>
<tr>
<td>Other</td>
<td>0.1</td>
<td>0.0</td>
</tr>
<tr>
<td>Eliminations</td>
<td>-2.7</td>
<td>-5.1</td>
</tr>
<tr>
<td>Ordinary Income</td>
<td>46.0</td>
<td>68.1</td>
</tr>
<tr>
<td>Extraordinary Gain</td>
<td>2.8</td>
<td>3.7</td>
</tr>
<tr>
<td>Extraordinary Loss</td>
<td>3.6</td>
<td>14.3</td>
</tr>
<tr>
<td>Net Income</td>
<td>24.3</td>
<td>41.5</td>
</tr>
<tr>
<td>Net Income Margin</td>
<td>11.2%</td>
<td>10.5%</td>
</tr>
<tr>
<td>Dividend per share (JPY)</td>
<td>20</td>
<td>40</td>
</tr>
<tr>
<td>Earning per share (JPY)</td>
<td>96.66</td>
<td>163.19</td>
</tr>
<tr>
<td>Net Assets per share (JPY)</td>
<td>1,031.45</td>
<td>1,093.23</td>
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</table>

### Costs and Expenses

<table>
<thead>
<tr>
<th></th>
<th>FY Ended March 2011</th>
<th>FY Ending March 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Results Through 2Q</td>
<td>Full Year Results</td>
</tr>
<tr>
<td>R&amp;D expense / Content Production expense</td>
<td>18.6</td>
<td>41.1</td>
</tr>
<tr>
<td>Cap-ex</td>
<td>6.5</td>
<td>19.6</td>
</tr>
<tr>
<td>Depreciation</td>
<td>7.3</td>
<td>15.9</td>
</tr>
<tr>
<td>Advertising</td>
<td>7.3</td>
<td>15.1</td>
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</tbody>
</table>
### Results Through 2Q and Full Year Results

<table>
<thead>
<tr>
<th></th>
<th>Net Sales</th>
<th>Pachislot</th>
<th>Pachinko</th>
<th>Other</th>
<th>Operating Income</th>
<th>Operating Income Margin</th>
<th>Unit Sales (Pachislot)</th>
<th>Unit Sales (Pachinko)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Through 2Q</td>
<td>134.2</td>
<td>65.9</td>
<td>67.0</td>
<td>1.3</td>
<td>47.6</td>
<td>35.5%</td>
<td>201,402</td>
<td>198,230</td>
</tr>
<tr>
<td>Full Year</td>
<td>212.0</td>
<td>94.9</td>
<td>113.9</td>
<td>3.2</td>
<td>64.2</td>
<td>30.3%</td>
<td>302,270</td>
<td>343,188</td>
</tr>
<tr>
<td>Results</td>
<td>82.0</td>
<td>10.2</td>
<td>70.0</td>
<td>1.8</td>
<td>11.5</td>
<td>14.9%</td>
<td>42,000</td>
<td>235,000</td>
</tr>
<tr>
<td>Through 2Q</td>
<td>74.8</td>
<td>15.4</td>
<td>56.9</td>
<td>2.5</td>
<td>20.6</td>
<td>27.5%</td>
<td>52,769</td>
<td>181,589</td>
</tr>
<tr>
<td>YoY change</td>
<td>-44.3%</td>
<td>-76.6%</td>
<td>-15.1%</td>
<td>+92.3%</td>
<td>-56.7%</td>
<td>-8.0%</td>
<td>-73.8%</td>
<td>-8.4%</td>
</tr>
<tr>
<td>Initial Full</td>
<td>235.0</td>
<td>91.8</td>
<td>138.6</td>
<td>4.6</td>
<td>59.0</td>
<td>32.1%</td>
<td>290,000</td>
<td>455,000</td>
</tr>
<tr>
<td>Year Forecasts</td>
<td>237.0</td>
<td>107.3</td>
<td>124.2</td>
<td>5.5</td>
<td>76.0</td>
<td>32.1%</td>
<td>310,000</td>
<td>400,000</td>
</tr>
<tr>
<td>Revised Full</td>
<td>250.0</td>
<td>107.3</td>
<td>124.2</td>
<td>5.5</td>
<td>76.0</td>
<td>32.1%</td>
<td>310,000</td>
<td>400,000</td>
</tr>
<tr>
<td>Year Forecasts</td>
<td>255.0</td>
<td>107.3</td>
<td>124.2</td>
<td>5.5</td>
<td>76.0</td>
<td>32.1%</td>
<td>310,000</td>
<td>400,000</td>
</tr>
</tbody>
</table>

### Initial Projections

- Through 2Q (announced on May 13)
- Initial Full Year Forecasts (announced on May 13)
- Revised Full Year Forecasts (announced on Oct 31)

### YoY Change

- Net Sales: -44.3%
- Pachislot: -76.6%
- Pachinko: -15.1%
- Other: +92.3%
- Operating Income: -56.7%
- Operating Income Margin: -8.0%
- Unit Sales (Pachislot): -73.8%
- Unit Sales (Pachinko): -8.4%

### FY Ended March 2011 vs FY Ending March 2012

#### Pachislot and Pachinko Machines

<table>
<thead>
<tr>
<th>Title</th>
<th>Brand</th>
<th>Unit Sales (Thousands)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kaze no Yojimbo 2</td>
<td>Rodeo</td>
<td>23</td>
</tr>
<tr>
<td>Pachislot Kaitou Tenshi Twin Angel 3</td>
<td>Sammy</td>
<td>12</td>
</tr>
<tr>
<td>GINTOKIN</td>
<td>TAIYO ELEC</td>
<td>9</td>
</tr>
</tbody>
</table>

*Unit sales of “Pachislot Kaitou Tenshi Twin Angel 3” incorporates shipment in 2Q*

### Shipment Data / Plan: Pachislot and Pachinko

<table>
<thead>
<tr>
<th>Title Brand</th>
<th>Unit Sales (Thousands)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pachislot CR ALADDIN NEO</td>
<td>Sammy</td>
</tr>
<tr>
<td>Pachinko CR Hokuto No Ken Yuria</td>
<td>Sammy</td>
</tr>
<tr>
<td>Pachinko CR Hokuto No Ken Falco</td>
<td>Sammy</td>
</tr>
</tbody>
</table>

*Number of titles reflects products which began sales in period*
### Results Through 2Q

<table>
<thead>
<tr>
<th>Results Through 2Q</th>
<th>Full Year Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Initial Forecasts Through 2Q (announced on May 13)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Results Through 2Q</th>
<th>Initial Full Year Forecasts (announced on May 13)</th>
<th>Revised Full Year Forecasts (announced on Oct 31)</th>
<th>YoY Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>19.6 47.2</td>
<td>17.5</td>
<td>19.3</td>
<td>-1.5%</td>
</tr>
<tr>
<td>Domestic</td>
<td>17.7</td>
<td>42.7</td>
<td>15.8</td>
</tr>
<tr>
<td>Overseas</td>
<td>1.9</td>
<td>4.5</td>
<td>1.7</td>
</tr>
<tr>
<td>Operating Income</td>
<td>1.9</td>
<td>7.3</td>
<td>-1.5</td>
</tr>
<tr>
<td>Operating Income Margin</td>
<td>9.7%</td>
<td>15.5%</td>
<td>-</td>
</tr>
<tr>
<td>R&amp;D expense / Content Production expense</td>
<td>3.7</td>
<td>9.1</td>
<td>3.9</td>
</tr>
</tbody>
</table>

### Major Titles: Amusement Machines

<table>
<thead>
<tr>
<th>Title</th>
<th>Sales (JPY Billion)</th>
</tr>
</thead>
<tbody>
<tr>
<td>SEGA NETWORK MAHJONG MJ5</td>
<td>Video Game</td>
</tr>
<tr>
<td>BORDER BREAK Series</td>
<td>Video Game</td>
</tr>
<tr>
<td>WORLD CLUB Champion Football Intercontinental Clubs Series</td>
<td>Trading Card Game</td>
</tr>
</tbody>
</table>

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

### FY Ended March 2011

<table>
<thead>
<tr>
<th>(JPY Billion)</th>
<th>Results Through 2Q</th>
<th>Full Year Results</th>
<th>Initial Forecasts Through 2Q (announced on May 13)</th>
<th>Results Through 2Q</th>
<th>YoY Change</th>
<th>Initial Full Year Forecasts (announced on May 13)</th>
<th>Revised Full Year Forecasts (announced on Oct 31)</th>
<th>YoY Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Sales</td>
<td>23.6</td>
<td>45.6</td>
<td>22.0</td>
<td>23.2</td>
<td>-1.7%</td>
<td>42.0</td>
<td>44.0</td>
<td>-3.5%</td>
</tr>
<tr>
<td>(Overseas)</td>
<td>1.5</td>
<td>3.1</td>
<td>0.5</td>
<td>0.4</td>
<td>-73.3%</td>
<td>0.8</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Operating Income</td>
<td>1.1</td>
<td>0.3</td>
<td>0.1</td>
<td>1.6</td>
<td>+45.5%</td>
<td>1.6</td>
<td>-0.1</td>
<td></td>
</tr>
<tr>
<td>Operating Income Margin</td>
<td>4.7%</td>
<td>0.7%</td>
<td>-</td>
<td>6.9%</td>
<td>+2.2pt</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>SEGA Same Store Sales Comparisons</td>
<td>99.9%</td>
<td>99.3%</td>
<td>95.7%</td>
<td>101.2%</td>
<td>-</td>
<td>96.3%</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Domestic Facilities (*)</td>
<td>252 facilities</td>
<td>249 facilities</td>
<td>242 facilities</td>
<td>248 facilities</td>
<td>-</td>
<td>237 facilities</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>SEGA</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opened</td>
<td>1 facility</td>
<td>2 facilities</td>
<td>2 facilities</td>
<td>2 facilities</td>
<td>-</td>
<td>5 facilities</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Closed</td>
<td>7 facilities</td>
<td>13 facilities</td>
<td>5 facilities</td>
<td>3 facilities</td>
<td>-</td>
<td>13 facilities</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>211 facilities</td>
<td>206 facilities</td>
<td>203 facilities</td>
<td>205 facilities</td>
<td>-</td>
<td>198 facilities</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Other (*)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opened</td>
<td>1 facility</td>
<td>4 facilities</td>
<td>0 facility</td>
<td>1 facility</td>
<td>-</td>
<td>1 facility</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Closed</td>
<td>3 facilities</td>
<td>4 facilities</td>
<td>3 facilities</td>
<td>0 facility</td>
<td>-</td>
<td>4 facilities</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>41 facilities</td>
<td>43 facilities</td>
<td>39 facilities</td>
<td>43 facilities</td>
<td>-</td>
<td>39 facilities</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Overseas Facilities</td>
<td>11 facilities</td>
<td>10 facilities</td>
<td>3 facilities</td>
<td>3 facilities</td>
<td>-</td>
<td>3 facilities</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Cap-ex</td>
<td>1.9</td>
<td>7.7</td>
<td>3.1</td>
<td>2.4</td>
<td>+26.3%</td>
<td>9.2</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Depreciation</td>
<td>2.6</td>
<td>6.1</td>
<td>2.7</td>
<td>2.3</td>
<td>-11.5%</td>
<td>6.9</td>
<td>-</td>
<td></td>
</tr>
</tbody>
</table>

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

### FY Ending March 2012

<table>
<thead>
<tr>
<th></th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>Results Through 1Q</th>
<th>July</th>
<th>August</th>
<th>September</th>
<th>Initial Forecasts Through 2Q (May 13)</th>
<th>Results Through 2Q</th>
<th>Initial Full Year Forecasts (May 13)</th>
<th>Revised Full Year Forecasts (Oct 31)</th>
</tr>
</thead>
<tbody>
<tr>
<td>103.0%</td>
<td>103.7%</td>
<td>100.8%</td>
<td>102.5%</td>
<td>100.9%</td>
<td>99.1%</td>
<td>100.3%</td>
<td>95.7%</td>
<td>101.2%</td>
<td>96.3%</td>
<td>-</td>
<td></td>
</tr>
</tbody>
</table>

### SEGA Same Store Sales Comparisons

<table>
<thead>
<tr>
<th></th>
<th>FY Ended March 2011</th>
<th></th>
<th>FY Ending March 2012</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>April</td>
<td>97.9%</td>
<td>95.0%</td>
<td>99.0%</td>
<td>97.2%</td>
<td>103.0%</td>
<td>103.0%</td>
<td>101.1%</td>
<td>99.9%</td>
</tr>
<tr>
<td>May</td>
<td>101.1%</td>
<td>99.9%</td>
<td>106.5%</td>
<td>99.0%</td>
<td>100.1%</td>
<td>100.5%</td>
<td>96.7%</td>
<td>103.4%</td>
</tr>
<tr>
<td>June</td>
<td>105.5%</td>
<td>96.7%</td>
<td>103.4%</td>
<td>88.8%</td>
<td>99.3%</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>
## Consumer Business

### Breakdown by Region

<table>
<thead>
<tr>
<th>Region</th>
<th>FY Ended March 2011</th>
<th>FY Ending March 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Results Through 2Q</td>
<td>Initial Forecasts Through 2Q (announced on May 13)</td>
</tr>
<tr>
<td></td>
<td>Full Year Results</td>
<td>YoY Change</td>
</tr>
<tr>
<td>Net Sales</td>
<td>38.7</td>
<td>88.8</td>
</tr>
<tr>
<td>Game Contents</td>
<td>27.8</td>
<td>67.1</td>
</tr>
<tr>
<td>Toy</td>
<td>6.2</td>
<td>12.0</td>
</tr>
<tr>
<td>Animation</td>
<td>5.3</td>
<td>10.9</td>
</tr>
<tr>
<td>Other / Elimination</td>
<td>-0.6</td>
<td>-1.2</td>
</tr>
<tr>
<td>Operating Income</td>
<td>-1.3</td>
<td>1.9</td>
</tr>
<tr>
<td>Operating Income Margin</td>
<td>-</td>
<td>2.1%</td>
</tr>
<tr>
<td>Sales in Units (Thousands)</td>
<td>6,600</td>
<td>18,710</td>
</tr>
<tr>
<td>R&amp;D expense / Content Production expense</td>
<td>8.0</td>
<td>18.1</td>
</tr>
</tbody>
</table>

### Breakdown by Platform

<table>
<thead>
<tr>
<th>Platform</th>
<th>FY Ended March 2011</th>
<th>FY Ending March 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Results Through 2Q</td>
<td>Initial Forecasts Through 2Q (announced on May 13)</td>
</tr>
<tr>
<td></td>
<td>Full Year Results</td>
<td>YoY Change</td>
</tr>
<tr>
<td>PS3</td>
<td>5</td>
<td>620</td>
</tr>
<tr>
<td>Wii</td>
<td>6</td>
<td>340</td>
</tr>
<tr>
<td>Xbox360</td>
<td>5</td>
<td>580</td>
</tr>
<tr>
<td>NDS</td>
<td>4</td>
<td>410</td>
</tr>
<tr>
<td>3DS</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td>PSP</td>
<td>9</td>
<td>1,130</td>
</tr>
<tr>
<td>PC</td>
<td>4</td>
<td>130</td>
</tr>
<tr>
<td>Catalogue</td>
<td>-</td>
<td>3,350</td>
</tr>
<tr>
<td>Total</td>
<td>33</td>
<td>6,600</td>
</tr>
</tbody>
</table>
## Consumer Business

### Major Titles / Home Video Game Software

<table>
<thead>
<tr>
<th>Title</th>
<th>Region</th>
<th>Platform</th>
<th>Sales (Thousands units)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Captain America: Super Soldier</td>
<td>(Europe / US)</td>
<td>PS3, Xbox360, Wii, DS</td>
<td>450</td>
</tr>
<tr>
<td>RISE OF NIGHTMARES</td>
<td>(Japan / Europe / US)</td>
<td>Xbox360</td>
<td>200</td>
</tr>
<tr>
<td>Sakatsuku7 EURO PLUS</td>
<td>(Japan)</td>
<td>PSP</td>
<td>200</td>
</tr>
</tbody>
</table>

### Major Titles / Other Game Contents

<table>
<thead>
<tr>
<th>Title</th>
<th>Platform</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kingdom Conquest</td>
<td>iOS</td>
</tr>
<tr>
<td>Ryu ga Gotoku Mobile for GREE</td>
<td>SNS GREE</td>
</tr>
</tbody>
</table>

### Registered Users for “777 Town” / Other Game Contents

<table>
<thead>
<tr>
<th>Title</th>
<th>Registered Users (in thousands)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sammy 777 Town</td>
<td>Mobile Phones 670</td>
</tr>
<tr>
<td>777 Town.net</td>
<td>PC 170</td>
</tr>
</tbody>
</table>

*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.*