

Appendix of Consolidated Financial Statements
9 Months Ended December 31, 2013

Consolidated Income Statements

(JPY Billion)	FY Ended March 2013		FY Ending March 2014			
	Results Through 3Q	Full Year Results	Results Through 3Q	YoY Change	Full year Forecasts	YoY Change
Net Sales	207.0	321.4	303.9	+47%	485.0	+51%
Pachislot and Pachinko Machines	74.0	142.2	160.2	+116%	270.0	+90%
Amusement Machine Sales	30.6	39.1	28.0	-8%	45.5	+16%
Amusement Center Operations	32.0	42.7	32.4	+1%	45.5	+7%
Consumer Business	60.3	83.8	72.3	+20%	109.5	+31%
Other	9.8	13.4	10.9	+11%	14.5	+8%
Operating Income	7.0	19.0	46.5	+564%	73.0	+284%
Pachislot and Pachinko Machines	7.7	23.5	50.0	+549%	74.0	+215%
Amusement Machine Sales	2.6	1.9	-0.2	-	2.7	+42%
Amusement Center Operations	0.9	1.1	-0.0	-	0.2	-82%
Consumer Business	0.5	-0.7	2.7	+440%	3.9	-
Other	-0.2	-0.4	-0.7	-	-0.3	-
Eliminations	-4.5	-6.3	-5.1	-	-7.5	-
Operating Margin	3.4%	5.9%	15.3%	+11.9pt	15.1%	+9.2pt
Ordinary Income	8.4	20.9	49.1	+485%	72.0	+244%
Ordinary Income Margin	4.1%	6.5%	16.2%	+12.1pt	14.8%	+8.3pt
Extraordinary Gain	2.2	10.1	15.5	-	3.3	-
Extraordinary Loss	3.9	5.4	1.0	-	4.8	-
Income before income taxes and minority interests	6.8	25.6	63.6	+835%	70.5	+175%
Net Income	3.0	33.4	44.3	+1,377%	47.0	+41%
Net Income Margin	1.4%	10.4%	14.6%	+13.2pt	9.7%	-0.7pt
Dividends per share (JPY)	-	40.00	-	-	40.00	-
Earnings per share (JPY)	12.54	137.14	182.53	-	194.17	-
Net Assets per share (JPY)	1,117.82	1,304.44	1,453.40	-	-	-

Costs and Expenses

(JPY Billion)	FY Ended March 2013		FY Ending March 2014			
	Results Through 3Q	Full Year Results	Results Through 3Q	YoY Change	Full year Forecasts	YoY Change
R&D Expense / Content Production Expense	32.7	45.2	38.1	+17%	54.9	+21%
Cap-ex	27.3	32.8	29.3	+7%	32.5	-1%
Depreciation	12.3	18.1	14.4	+17%	23.0*	+27%
Advertising	9.2	13.1	10.7	+16%	19.5	+49%

*We've made a correction to the forecasts of the depreciation cost due to error in counting.

Pachislot and Pachinko Machines

(JPY Billion)	FY Ended March 2013		FY Ending March 2014			
	Results Through 3Q	Full Year Results	Results Through 3Q	YoY Change	Full year Forecasts	YoY Change
Net Sales	74.0	142.2	160.2	+116%	270.0	+90%
Pachislot	44.0	64.2	107.1	+143%	165.0	+157%
Pachinko	25.3	72.3	49.3	+95%	100.8	+39%
Other	4.7	5.7	3.8	-19%	4.2	-26%
Operating Income	7.7	23.5	50.0	+549%	74.0	+215%
Operating Income Margin	10.4%	16.5%	31.2%	+20.8pt	27.4%	+10.9pt
Unit Sales (Pachislot)	130,590	202,221	286,396	+119%	478,000	+136%
Unit Sales (Pachinko)	89,188	216,860	156,538	+76%	324,500	+50%

《Shipment Data / Plan: Pachislot and Pachinko》 * Number of titles reflects products launched in this fiscal year.

Pachislot	FY Ended March 2013		FY Ending March 2014	
	Results Through 3Q	Full Year Results	Results Through 3Q	Full Year Forecasts
Sammy	4 titles	4 titles	4 titles	5 titles
	88,479 units	91,484 units	243,474 units	365,000 units
Rodeo	0 title	2 titles	0 title	1 title
	38,663 units	104,041 units	893 units	30,000 units
TAIYO ELEC	1 title	2 titles	2 titles	3 titles
	3,448 units	6,696 units	12,163 units	33,000 units
Ginza	-	-	2 titles	2 titles
	-	-	29,866 units	50,000 units
Total	5 titles	8 titles	8 titles	11 titles
	130,590 units	202,221 units	286,396 units	478,000 units

Pachislot		
Title	Brand	Unit Sales (Thousands)
Pachislot Eureka Seven 2	Sammy	59
Pachislot Juoh	Sammy	42
Pachislot Bakemonogatari	Sammy	26

*A portion of breakdown of number of titles and number of unit sales by brand for the forecast of the year ending March 2014 has been changed

Pachinko	FY Ended March 2013		FY Ending March 2014	
	Results Through 3Q	Full Year Results	Results Through 3Q	Full Year Forecasts
Sammy	6 titles	8 titles	5 titles	7 titles
	68,456 units	195,088 units	120,201 units	260,000 units
TAIYO ELEC	6 titles	6 titles	3 titles	5 titles
	20,732 units	21,772 units	36,337 units	64,500 units
Total	12 titles	14 titles	8 titles	12 titles
	89,188 units	216,860 units	156,538 units	324,500 units
Board + Frame	33,823 units	160,128 units	82,975 units	163,900 units
Board	55,365 units	56,732 units	73,563 units	160,600 units

Pachinko		
Title	Brand	Unit Sales (Thousands)
Pachinko CR Hokuto No Ken 5 Hyakuretsu	Sammy	64
Pachinko CR SOUTEN-NO-KEN	Sammy	27

Amusement Machines Sales

(JPY Billion)	FY Ended March 2013		FY Ending March 2014			
	Results Through 3Q	Full Year Results	Results Through 3Q	YoY Change	Full year Forecasts	YoY Change
Net Sales	30.6	39.1	28.0	-8%	45.5	+16%
Domestic	26.4	32.7	23.9	-9%	39.3	+20%
Overseas	4.2	6.4	4.1	-2%	6.2	-3%
Operating Income	2.6	1.9	-0.2	-	2.7	+42%
Operating Income Margin	8.5%	4.9%	-	-	5.9%	+1.0pt
R&D Expense / Content Production Expense	5.9	7.8	6.3	+7%	8.8	+13%

《Major Titles: Amusement Machines》

Title	Sales (JPY Billion)
CODE OF JOKER	2.3
WORLD CLUB Champion Football Series	2.1
BORDER BREAK Series	1.2

*Sales figures include sales of expendable such as cards, CVT Kits and distribution of earnings of revenue sharing titles

Amusement Center Operations

(JPY Billion)	FY Ended March 2013		FY Ending March 2014				
	Results Through 3Q	Full Year Results	Results Through 3Q	YoY Change	Full Year Forecast	YoY Change	
Net Sales	32.0	42.7	32.4	+1%	45.5	+7%	
Operating Income	0.9	1.1	-0.0	-	0.2	-82%	
Operating Income Margin	2.8%	2.6%	-	-	0.4%	-2.2pt	
Same Store Sales Comparisons	93.7%	93.8%	94.9%	-	101.8%	-	
Domestic Facilities	Opened	1 facility	3 facilities	4 facilities	-	4 facilities	-
	Closed	5 facilities	8 facilities	3 facilities	-	9 facilities	-
	Total	237 facilities	236 facilities	203 facilities	-	197 facilities	-
Overseas Facilities	3 facilities	3 facilities	2 facilities	-	4 facilities	-	
Cap-ex	6.2	7.9	5.8	-6%	10.1	+28%	
Depreciation	3.3	4.6	3.4	+3%	5.5	+20%	

*Note: Methodology of counting the number of facilities is changed from FY ending March 2014 because of the consolidation of the amusement center operations of the group resulted from the establishment of Sega Entertainment.

*Number of domestic facilities covered as exiting have been changed from FY ending March 2014 by consolidating the amusement center operations within the group.

《Same Store Sales Comparisons》

FY Ending March 2014												
April	May	June	Results Through 1Q	July	August	September	Results Through 2Q	October	November	December	Results Through 3Q	Full Year Forecasts
90.6%	89.1%	98.8%	92.5%	94.0%	101.6%	95.7%	95.0%	90.2%	94.0%	99.4%	94.9%	101.8%

FY Ended March 2013															
April	May	June	Results Through 1Q	July	August	September	Results Through 2Q	October	November	December	Results Through 3Q	January	February	March	Full Year Results
96.6%	92.8%	95.6%	94.6%	92.3%	90.8%	96.2%	93.8%	93.0%	95.4%	96.3%	93.7%	94.8%	94.1%	93.1%	93.8%

Consumer Business

(JPY Billion)	FY Ended March 2013		FY Ending March 2014			
	Results Through 3Q	Full Year Results	Results Through 3Q	YoY Change	Full Year Forecasts	YoY Change
Net Sales	60.3	83.8	72.3	+20%	109.5	+31%
Packaged Games	26.3	35.6	28.4	+8%	45.9	+29%
Digital Games	20.5	29.7	28.3	+38%	40.3	+36%
Toy	6.7	8.4	7.4	+10%	9.9	+18%
Animation	7.1	10.5	8.3	+17%	13.7	+30%
Other / Elimination	-0.3	-0.6	-0.1	-	-0.3	-
Operating Income	0.5	-0.7	2.7	+440%	3.9	-
Operating Income Margin	0.8%	-	3.7%	-	3.6%	-
Sales in Units (Thousands)	6,940	10,780	6,310	-9%	11,660	+8%
R&D Expense / Content Production Expense	13.5	19.5	17.1	+27%	22.0	+13%
Cap-ex	6.8	8.3	6.5	-4%	8.0	-4%
Depreciation	3.9	6.0	4.5	+15%	7.8	+30%

《Shipment Data / Plan: Packaged Game Software》 *Number of titles reflects products launched in this fiscal year
(Number of titles by platform in based on SKU)

Breakdown by Region	FY Ended March 2013				FY Ending March 2014			
	Results Through 3Q		Full Year Results		Results Through 3Q		Full Year Forecasts	
	# 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	9 (10)	1,570	10 (13)	2,140	6 (9)	960	12 (17)	2,640
US	5 (10)	2,430	8 (18)	4,200	5 (6)	2,290	7 (12)	4,310
Europe	5 (12)	2,940	7 (18)	4,420	4 (5)	3,060	7 (13)	4,690
Total	19 (32)	6,940	25 (49)	10,780	15 (20)	6,310	26 (42)	11,660

Breakdown by Platform	FY Ended March 2013				FY Ending March 2014			
	Results Through 3Q		Full Year Results		Results Through 3Q		Full Year Forecasts	
	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)
PS3	10	1,440	14	2,280	2	150	7	1,320
Wii	0	0	0	0	0	0	0	0
WiiU	2	260	2	310	4	270	7	950
Xbox360	6	610	9	1,420	0	0	4	690
NDS	0	0	0	0	0	0	0	0
3DS	1	10	3	200	4	550	6	980
PSP	1	20	2	130	2	160	2	200
PSV	7	390	8	520	1	70	5	650
PC	5	770	11	1,240	7	2,270	11	2,580
Catalogue etc.	-	3,400	-	4,650	-	2,810	-	4,240
Total	32	6,940	49	10,780	20	6,310	42	11,660

Consumer Business

《Major Titles / Packaged Games》

Title	Region	Platform	Sales Results (thousand units)
Football Manager 2014	Europe / US	PC	680
Sonic Lost World	Japan / Europe / US	WiiU, 3DS	640
SAKATSUKU Pro Soccer Club wo Tsukurou !	Japan	PS3, PSV	200

《 Major Titles / Digital Games 》

Title	Platform
Phantasy Star Online 2	PC, PSV
Puyopuyo!! Quest	iOS, Android
CHAIN CHRONICLE	iOS, Android
BORDER BREAK Mobile: Gun Front Hurricane	iOS, Android

* The contents of this material 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.