

# FY Ended March 2012 Full Year Results Presentation



May 14th, 2012

SEGA SAMMY HOLDINGS INC.

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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.

These contents involve risk and uncertainty and the actual results may differ materially from these contents/comments.

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# FY Ended March 2012 Full Year Results





<p><b>Net Sales / Profits</b></p>		<ul style="list-style-type: none"> <li>▪ Net sales: 395.5 billion yen, Operating income 58.3 billion yen, Net income 21.8 billion yen</li> <li>▪ Year-on-year, sales and profits decreased</li> <li>▪ Posted extraordinary loss totaling 18.5 billion yen as structural reform costs for Consumer Business, etc.</li> <li>▪ Announced downward revision of forecast of operating results on March 30.</li> </ul>
<p><b>Segment breakdown</b></p>	<p><b>Pachislot and Pachinko Machines</b></p>	<ul style="list-style-type: none"> <li>▪ Year-on-year, sales and profits increased</li> <li>▪ Pachislot and Pachinko unit sales decreased compared to the results of the previous fiscal year</li> </ul>
	<p><b>Amusement Machine Sales</b></p>	<ul style="list-style-type: none"> <li>▪ Year-on-year, sales and profits increased</li> <li>▪ Strong distribution of earnings due to utilization of revenue sharing model and the sales of major title</li> </ul>
	<p><b>Amusement Center Operations</b></p>	<ul style="list-style-type: none"> <li>▪ Decreased sales year-on-year, but operating income stayed at the same level compared to the results of the previous fiscal year</li> <li>▪ SEGA domestic same-store sales performed at a higher level year-on-year</li> </ul>
	<p><b>Consumer Business</b></p>	<ul style="list-style-type: none"> <li>▪ Year-on-year, sales decreased and posted operating losses</li> <li>▪ Sales of packaged software decreased compared to the results of the previous fiscal year</li> <li>▪ Determined implementation of structural reform of SEGA CORPORATION's Consumer Business</li> </ul>



(Effective August 1, 2011)

- ◆ Conversion of TAIYO ELEC into a Wholly Owned Subsidiary of Sammy Corporation

- Convert TAIYO ELEC to wholly owned subsidiary through share exchange of 0.4 shares of common stock of SEGA SAMMY against per share of common stock of TAIYO ELEC  
⇒ Used 4,423,546 shares of Common stock of SEGA SAMMY

(Publicized on September 12, 2011)

- ◆ Completed acquisition of treasury stocks

- Total number of shares acquired: 5,000,000 shares
- Total acquisition costs: 8,280,587,700 yen
- Acquisition period: From August 1, 2011 through September 5, 2011

(Effective March 26, 2012)

- ◆ Conversion of Phoenix Resort K.K. into a Wholly Owned Subsidiary

- Total number of shares acquired: 198,400 shares  
(100% of the shares outstanding)
- Total acquisition costs: 500 million yen (include ancillary expenses )  
\* Lend 5.4 billion yen to Phoenix Resort K.K in addition to the acquisition cost for repayment of its loans

( Publicized on March 30, 2012)

- ◆ Determined the implementation of structural reform of SEGA CORPORATION's Consumer Business

<Descriptions of measures>

- “Streamline organizations”, “Reduction of number of titles”, “Processing of inventory”  
⇒ Extraordinary loss : 6.6 billion yen
- “Booking impairment loss on work in process assets”  
⇒ Cost : 4.9 billion yen

# Consolidated Income Statements



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		FY Ended March 2011		FY Ended March 2012		
		Results Through 2Q	Full Year Results	Results Through 2Q	Full Year Results	YoY Change
(JPY billion)						
<b>Net Sales</b>		<b>217.8</b>	<b>396.7</b>	<b>152.6</b>	<b>395.5</b>	<b>-0.3%</b>
Breakdown	Pachislot and Pachinko Machines	134.2	212.0	74.8	212.1	-
	Amusement Machine Sales	19.6	47.2	19.3	49.9	+5.7%
	Amusement Center Operations	23.6	45.6	23.2	44.6	-2.2%
	Consumer Business	38.7	88.8	33.4	85.6	-3.6%
	Other	1.5	2.8	1.6	3.0	+7.1%
<b>Operating Income</b>		<b>46.8</b>	<b>68.7</b>	<b>15.1</b>	<b>58.3</b>	<b>-15.1%</b>
Breakdown	Pachislot and Pachinko Machines	47.6	64.2	20.6	71.0	+10.6%
	Amusement Machine Sales	1.9	7.3	1.5	7.4	+1.4%
	Amusement Center Operations	1.1	0.3	1.6	0.3	-
	Consumer Business	-1.3	1.9	-6.0	-15.1	-
	Other	0.1	0.0	0.2	0.2	-
	Eliminations	-2.7	-5.1	-2.9	-5.4	-
	Operating Income Margin	21.5%	17.3%	9.9%	14.7%	-2.6pt
<b>Ordinary Income</b>		<b>46.0</b>	<b>68.1</b>	<b>14.7</b>	<b>58.1</b>	<b>-14.7%</b>
<b>Extraordinary Gain</b>		<b>2.8</b>	<b>3.7</b>	<b>1.1</b>	<b>3.3</b>	<b>-</b>
<b>Extraordinary Loss</b>		<b>3.6</b>	<b>14.3</b>	<b>5.3</b>	<b>18.5</b>	<b>-</b>
<b>Net Income</b>		<b>24.3</b>	<b>41.5</b>	<b>3.9</b>	<b>21.8</b>	<b>-47.5%</b>
<b>Dividend Per Share (JPY)</b>		<b>20</b>	<b>40</b>	<b>20</b>	<b>40</b>	<b>-</b>
<b>Earning Per Share (JPY)</b>		<b>96.66</b>	<b>163.19</b>	<b>15.79</b>	<b>86.73</b>	<b>-</b>
<b>Net Assets Per Share (JPY)</b>		<b>1,031.45</b>	<b>1,093.23</b>	<b>1,115.46</b>	<b>1,167.59</b>	<b>-</b>

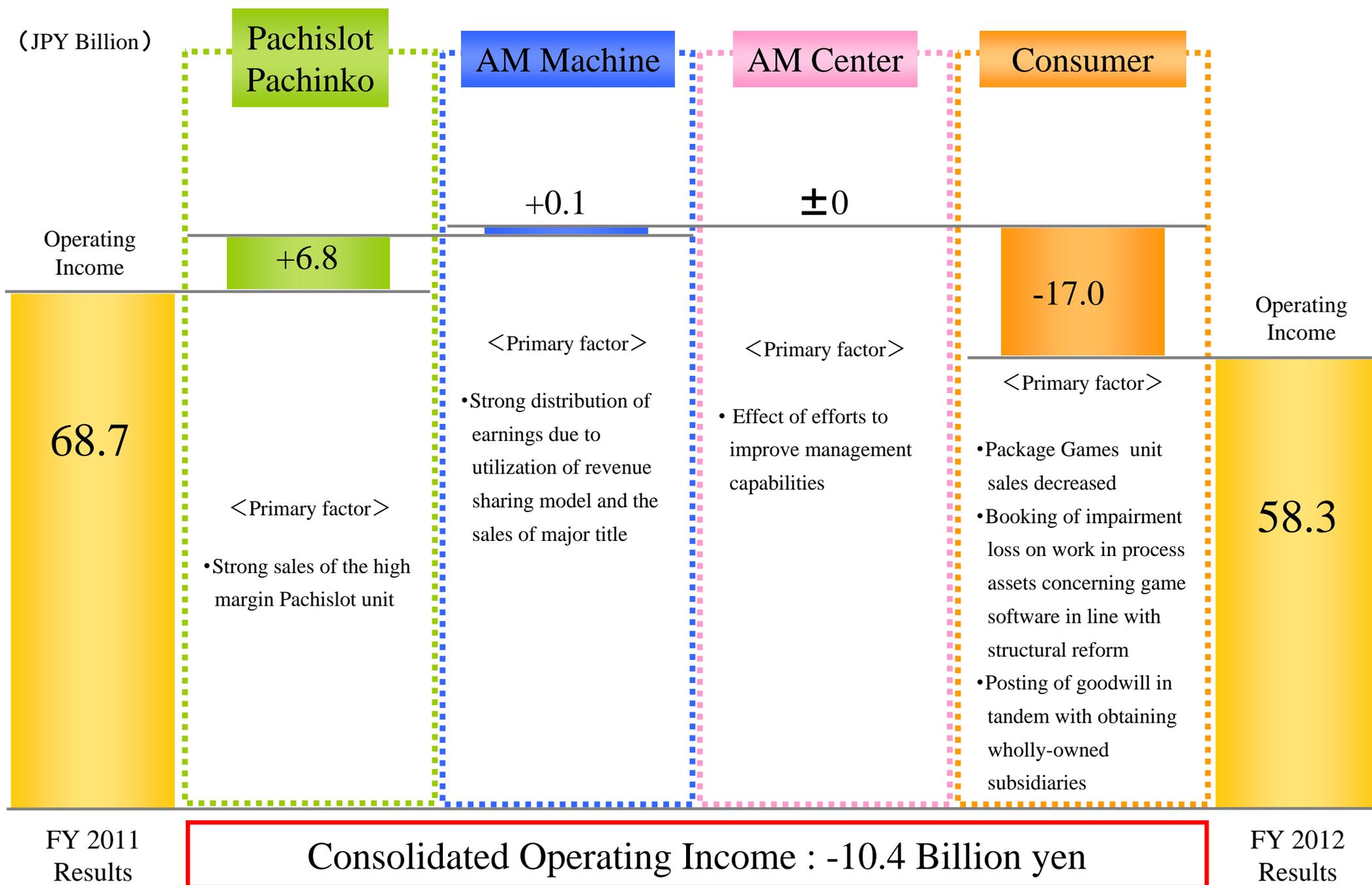
# Operating Income

– Primary Factors Behind Fluctuations (Major Causes)



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## FY Ended March 2011 Full Year Results

Cost of product compensation related	¥5.2billion
Impairment loss	¥1.5billion
Loss on liquidation of subsidiaries	¥1.4billion
Loss on valuation of investment securities	¥1.3billion
Loss on disaster	¥1.2billion
Loss on adjustment for changes of accounting standard for asset retirement obligations	¥1.1billion
Other	¥2.6billion
<b>Total extraordinary losses</b>	<b>¥14.3billion</b>

## FY Ended March 2012 Full Year Results

Restructuring loss	¥6.3billion
The settlement payment for patent licensing	¥3.5billion
Amortization of goodwill	¥3.3billion
Impairment loss	¥3.3billion
Other	¥2.1billion
<b>Total extraordinary losses</b>	<b>¥18.5billion</b>

(JPY billion)	FY Ended March 2011		FY Ended March 2012		
	Results Through 2Q	Full Year Results	Results Through 2Q	Full Year Results	YoY Change
<b>R&amp;D expense / Content Production Expense</b>	<b>18.6</b>	<b>41.1</b>	<b>19.7</b>	<b>53.3</b>	<b>+29.7%</b>
<b>Cap-ex</b>	<b>6.5</b>	<b>19.6</b>	<b>9.4</b>	<b>36.1</b>	<b>+84.2%</b>
<b>Depreciation</b>	<b>7.3</b>	<b>15.9</b>	<b>6.4</b>	<b>16.1</b>	<b>+1.3%</b>
<b>Advertising</b>	<b>7.3</b>	<b>15.1</b>	<b>7.6</b>	<b>17.2</b>	<b>+13.9%</b>

## FY Ended March 2012 Full Year Results

- ◆ R&D expense/Content production expense increased year-on-year due to implementation of booking of impairment loss on work in process assets concerning packaged games
- ◆ Cap-ex increased year-on-year mainly due to the start of construction of a new plant and new distribution center of Sammy Corporation
- ◆ Advertising expense increased year-on-year in line with sales of mainstay packaged games

# Consolidated Balance Sheet



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(JPY billion) 【 Assets 】				【 Liabilities and Net Assets 】			
Account	End of previous fiscal year	End of this fiscal year	Change	Account	End of previous fiscal year	End of this fiscal year	Change
Cash and Deposits	149.0	127.7	-21.3	Notes and accounts payable-trade	37.5	59.9	+22.4
Notes and accounts receivable-trade	56.4	73.5	+17.1	Current portion of bonds	11.8	23.5	+11.7
Short-term investment securities	42.4	66.5	+24.1	Short-term loans payable	2.8	10.1	+7.3
Inventories	36.3	34.5	-1.8	Other	56.9	38.8	-18.1
Other	31.4	25.4	-6.0				
				<b>Total Current Liabilities</b>	<b>109.0</b>	<b>132.3</b>	<b>+23.3</b>
<b>Total Current Assets</b>	<b>315.5</b>	<b>327.6</b>	<b>+12.1</b>	Bonds payable	29.6	11.9	-17.7
Property, plant and equipment	57.1	78.1	+21.0	Long-term loans payable	5.3	25.0	+19.7
Intangible Assets	22.7	21.3	-1.4	Other	29.2	31.7	+2.5
Investment Securities	44.1	52.7	+8.6				
Other	19.1	17.7	-1.4	<b>Total Noncurrent Liabilities</b>	<b>64.1</b>	<b>68.6</b>	<b>+4.5</b>
				<b>Total Liabilities</b>	<b>173.1</b>	<b>201.0</b>	<b>+27.9</b>
				Shareholder's Equity	289.0	298.4	+9.4
				Total accumulated other comprehensive income	-13.8	-5.3	+8.5
				Subscription rights to shares	0.4	0.9	+0.5
				Minority Interest	9.8	2.2	-7.6
<b>Total Noncurrent Assets</b>	<b>143.0</b>	<b>169.8</b>	<b>+26.8</b>	<b>Total Net Assets</b>	<b>285.4</b>	<b>296.3</b>	<b>+10.9</b>
<b>Total Assets</b>	<b>458.6</b>	<b>497.4</b>	<b>+38.8</b>	<b>Total Liabilities and Net Assets</b>	<b>458.6</b>	<b>497.4</b>	<b>+38.8</b>

## Summary of Full Year Results (JPY billion)

- ◆ Current Assets: Up 12.1 billion yen, primarily to the increase of accounts receivable etc.
- ◆ Fixed Assets: Up 26.8 billion yen due to start of construction of new plant, making Phoenix Resort into a wholly owned subsidiary, and rise in market value of investment securities, etc.  
⇒ Total Assets: 497.4 billion yen increased by 38.8 billion yen
- ◆ Current ratio: 247.5% (-41.9pt)
- ◆ Equity ratio: 58.9% (-1.1pt)

(JPY billion)	End of previous fiscal year	End of this fiscal year	Difference
<b>Total assets</b>	<b>458.6</b>	<b>497.4</b>	<b>+38.8</b>
<b>Net assets</b>	<b>285.4</b>	<b>296.3</b>	<b>+10.9</b>
<b>Equity ratio</b>	<b>60.0%</b>	<b>58.9%</b>	<b>-1.1pt</b>
<b>Current ratio</b>	<b>289.4%</b>	<b>247.5%</b>	<b>-41.9pt</b>

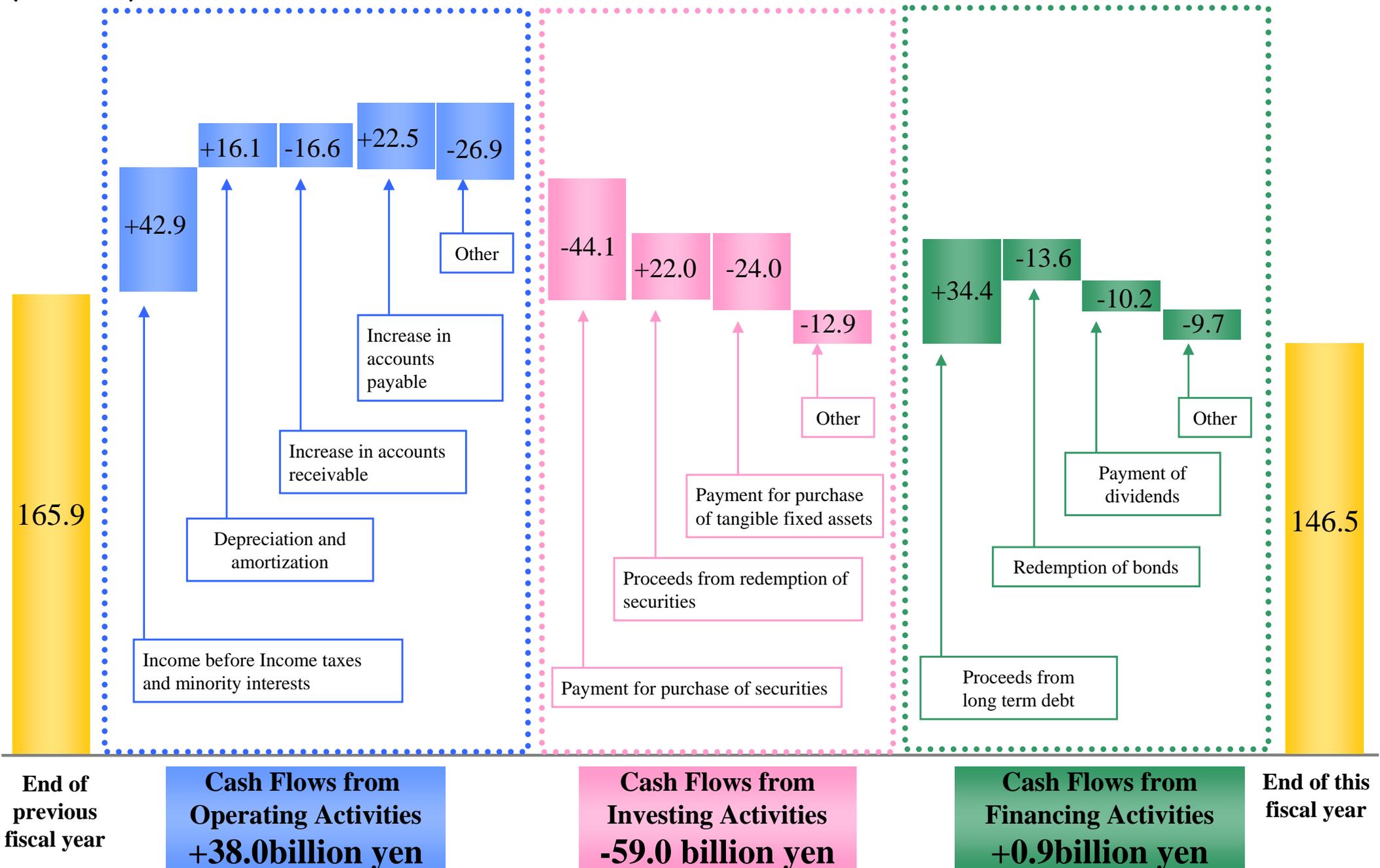
# Consolidated Cash Flows



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(JPY billion)





(JPY billion)	FY Ended March 2011		FY Ended March 2012		
	Results Through 2Q	Full Year Results	Results Through 2Q	Full Year Results	YoY Change
<b>Net Sales</b>	<b>134.2</b>	<b>212.0</b>	<b>74.8</b>	<b>212.1</b>	-
Pachislot	65.9	94.9	15.4	104.3	+9.9%
Pachinko	67.0	113.9	56.9	101.8	-10.6%
Other	1.3	3.2	2.5	6.0	+87.5%
<b>Operating Income</b>	<b>47.6</b>	<b>64.2</b>	<b>20.6</b>	<b>71.0</b>	<b>+10.6%</b>
Operating Income Margin	35.5%	30.3%	27.5%	33.5%	+3.2pt
<b>Unit Sales (Pachislot)</b>	<b>201,402</b>	<b>302,270</b>	<b>52,769</b>	<b>300,866</b>	<b>-0.5%</b>
<b>Unit Sales (Pachinko)</b>	<b>198,230</b>	<b>343,188</b>	<b>181,589</b>	<b>332,288</b>	<b>-3.2%</b>

## Summary of Full-Year Results

Overall	<ul style="list-style-type: none"> <li>◆ Year-on-year, net sales remained flat but operating income increased</li> <li>◆ Operating income margin increased thanks to strong sales of mainstay pachislot titles and cost improvement due to reuse etc.</li> </ul>
Pachislot	<ul style="list-style-type: none"> <li>◆ Year-on-year unit sales decreased slightly due to postponing the launch of some titles to the next fiscal year due to the impact of the Thailand flooding</li> <li>◆ The sales of several titles was robust and was a significant factor in leading the recovery of the pachislot market ⇒ Sammy <b>“Pachislot Hokuto No Ken”</b> and Rodeo <b>“Pachislot Monster Hunter”</b></li> </ul>
Pachinko	<ul style="list-style-type: none"> <li>◆ Year-on-year unit sales decreased due to the weak pachinko machines sales market against the backdrop of increased demand for pachislot</li> <li>◆ The Company's sales share expected to improve (Company estimate)</li> </ul>

# Segment Results: Pachislot



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## Shipment Data: Pachislot

\* Number of titles reflects products which begin sales in the period

Pachislot	FY Ended March 2011		FY Ended March 2012	
	Results Through 2Q	Full Year Results	Results Through 2Q	Full Year Results
Sammy	2titles	5titles	2titles	4titles
	116,407units	144,884units	20,005units	204,687units
RODEO	1title	3titles	1title	3titles
	49,976units	120,719units	23,465units	82,474units
TAIYO ELEC	1title	2titles	1title	4titles
	35,019units	36,667units	9,299units	13,705units
Total	4titles	10titles	4titles	11 titles
	201,402units	302,270units	52,769units	300,866units



“Pachislot Hokuto No Ken”  
(Sammy)

©Buronson&Tetsuo Hara/NSP1983  
©NSP2007, Approved No. YRI-125 ©Sammy

## Major Titles / Pachislot

Brand	Title	Total Sales	Installed From
Sammy	Pachislot Hokuto No Ken	177,469units	December
RODEO	Pachislot Monster Hunter	56,866units	March
RODEO	Pachislot Kaze no Yojimbo 2	23,464units	July
Sammy	Pachislot Kaitou Tenshi Twin Angel 3	16,537units	October
TAIYO ELEC	GINTOKIN	9,315units	August



“Pachislot Monster Hunter”  
(Rodeo)

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\* Unit sales of “Pachislot Monster Hunter” is that of shipments posted in this fiscal year

# Segment Results: Pachinko



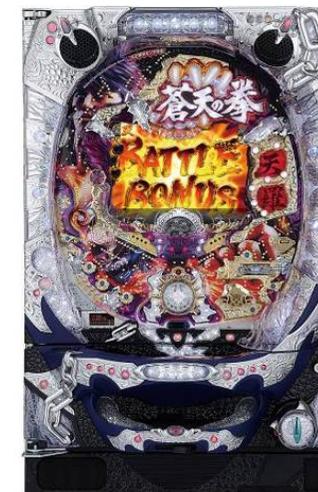
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## Shipment Data: Pachinko

\* Number of titles reflects products which begin sales in the period

Pachinko	FY Ended March 2011		FY Ended March 2012	
	Results Through 2Q	Full Year Results	Results Through 2Q	Full Year Results
Sammy	6titles	9titles	4titles	9titles
	169,874units	297,411units	153,818units	276,617units
TAIYO ELEC	2titles	3titles	3titles	5titles
	28,356units	45,777units	27,771units	55,671units
Total	8titles	12titles	7titles	14titles
	198,230units	343,188units	181,589units	332,288units
Board+Frame	137,649units	245,442units	118,311units	158,266units
Board	60,581units	97,746units	63,278units	174,022units



“Pachinko SOUTEN-NO-KEN”  
(Sammy)

© Tetsuo Hara&Buronson 2001, Approved  
No. YDG-102 ©Sammy

## Major Titles / Pachinko

Brand	Title	Total Sales	Installed From
Sammy	Pachinko SOUTEN-NO-KEN	62,395units	November
Sammy	Pachinko CR ALADDIN NEO	57,455units	July
Sammy	Pachinko Hokuto No Ken Series	40,396units	Previous fiscal year / September
Sammy	Pachinko CR Ring ni Kakero 1 –Golden Japan Jr. Series-	35,223units	May
TAIYO ELEC	CR Ryu ga Gotoku Kenzan! Series	24,252units	December / March



“Pachinko CR ALADDIN NEO”  
(Sammy)

© Sammy



(JPY billion)	FY Ended March 2011		FY Ended March 2012		
	Results Through 2Q	Full Year Results	Results Through 2Q	Full Year Results	YoY Change
<b>Net Sales</b>	<b>19.6</b>	<b>47.2</b>	<b>19.3</b>	<b>49.9</b>	<b>+5.7%</b>
Domestic	17.7	42.7	17.1	43.9	+2.8%
Overseas	1.9	4.5	2.2	6.0	+33.3%
<b>Operating Income</b>	<b>1.9</b>	<b>7.3</b>	<b>1.5</b>	<b>7.4</b>	<b>+1.4%</b>
Operating Income Margin	9.7%	15.5%	7.8%	14.8%	-0.7pt
<b>R&amp;D expense / Content Production Expense</b>	<b>3.7</b>	<b>9.1</b>	<b>4.3</b>	<b>9.3</b>	<b>+2.2%</b>

## Summary of Full-Year Results

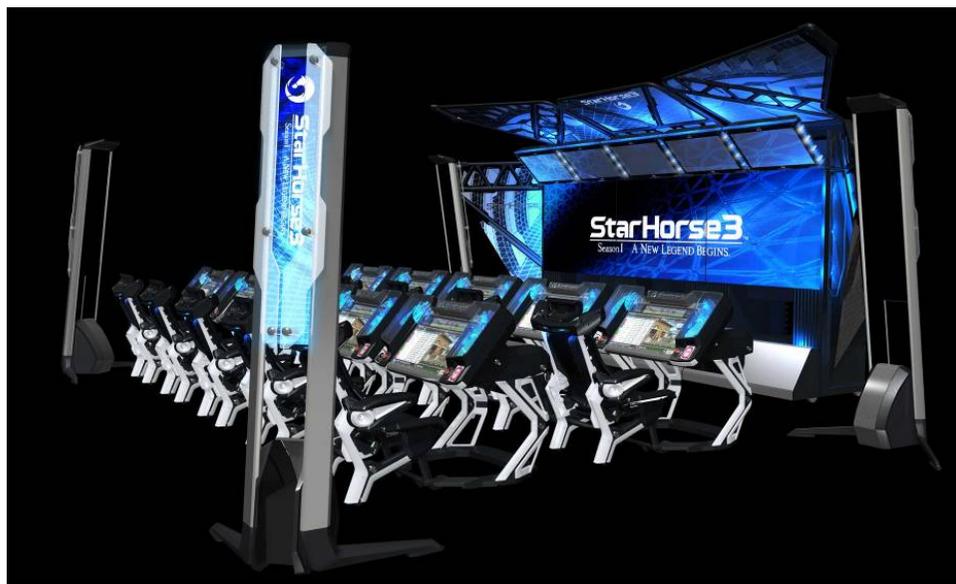
- ◆ Net sales increased while operating income remained flat year-on-year.
- ◆ Strong sales of mainstay title “**StarHorse3 Season I A NEW LEGEND BEGINS.**”
- ◆ The distribution of earnings through utilization of revenue sharing models and the sales of consumables such as cards were solid.



**Major Titles**

Title		Sales
<b>StarHorse3 Season I A NEW LEGEND BEGINS.</b>	<b>Medal Game</b>	<b>10.1billion yen</b>
<b>WORLD CLUB Champion Football Series</b>	<b>Trading Card Game</b>	<b>3.6billion yen</b>
<b>SEGA NETWORK MAHJONG MJ5</b>	<b>Video Game</b>	<b>2.8billion yen</b>
<b>BORDER BREAK Series</b>	<b>Video Game</b>	<b>2.3billion yen</b>
<b>SENGOKU TAISEN</b>	<b>Trading Card Game</b>	<b>1.2billion yen</b>

\*Sales figures include consumable sales such as cards and sales of revenue share model machine according to utilization.



**“StarHorse3 Season I A NEW LEGEND BEGINS.”**

# Segment Results : Amusement Center Operations



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(JPY billion)	FY Ended March 2011		FY Ended March 2012		
	Results Through 2Q	Full Year Results	Results Through 2Q	Full Year Results	YoY Change
<b>Net Sales</b>	<b>23.6</b>	<b>45.6</b>	<b>23.2</b>	<b>44.6</b>	<b>-2.2%</b>
<b>Operating Income</b>	<b>1.1</b>	<b>0.3</b>	<b>1.6</b>	<b>0.3</b>	<b>-</b>
<b>Operating Income Margin</b>	<b>4.7%</b>	<b>0.7%</b>	<b>6.9%</b>	<b>0.7%</b>	<b>-</b>
<b>SEGA Same Store Sales Comparisons</b>	<b>99.9%</b>	<b>99.3%</b>	<b>101.2%</b>	<b>100.5%</b>	<b>-</b>
<b>Domestic Facilities</b>	<b>252facilities</b>	<b>249facilities</b>	<b>248facilities</b>	<b>241facilities</b>	<b>-8facilities</b>
<b>SEGA</b>	Opened	1facility	2facilities	3facilities	-
	Closed	7facilities	13facilities	10facilities	-
	<b>Total</b>	<b>211facilities</b>	<b>206facilities</b>	<b>205facilities</b>	<b>199facilities</b>
<b>Other</b>	Opened	1facility	4facilities	2facilities	-
	Closed	3facilities	4facilities	0facility	-
	<b>Total</b>	<b>41facilities</b>	<b>43facilities</b>	<b>43facilities</b>	<b>42facilities</b>
<b>Overseas Facilities</b>	<b>11facilities</b>	<b>10facilities</b>	<b>3facilities</b>	<b>3facilities</b>	<b>-7facilities</b>
<b>Cap-ex</b>	<b>1.9</b>	<b>7.7</b>	<b>2.4</b>	<b>8.3</b>	<b>+7.8%</b>
<b>Depreciation</b>	<b>2.6</b>	<b>6.1</b>	<b>2.3</b>	<b>6.1</b>	<b>-</b>

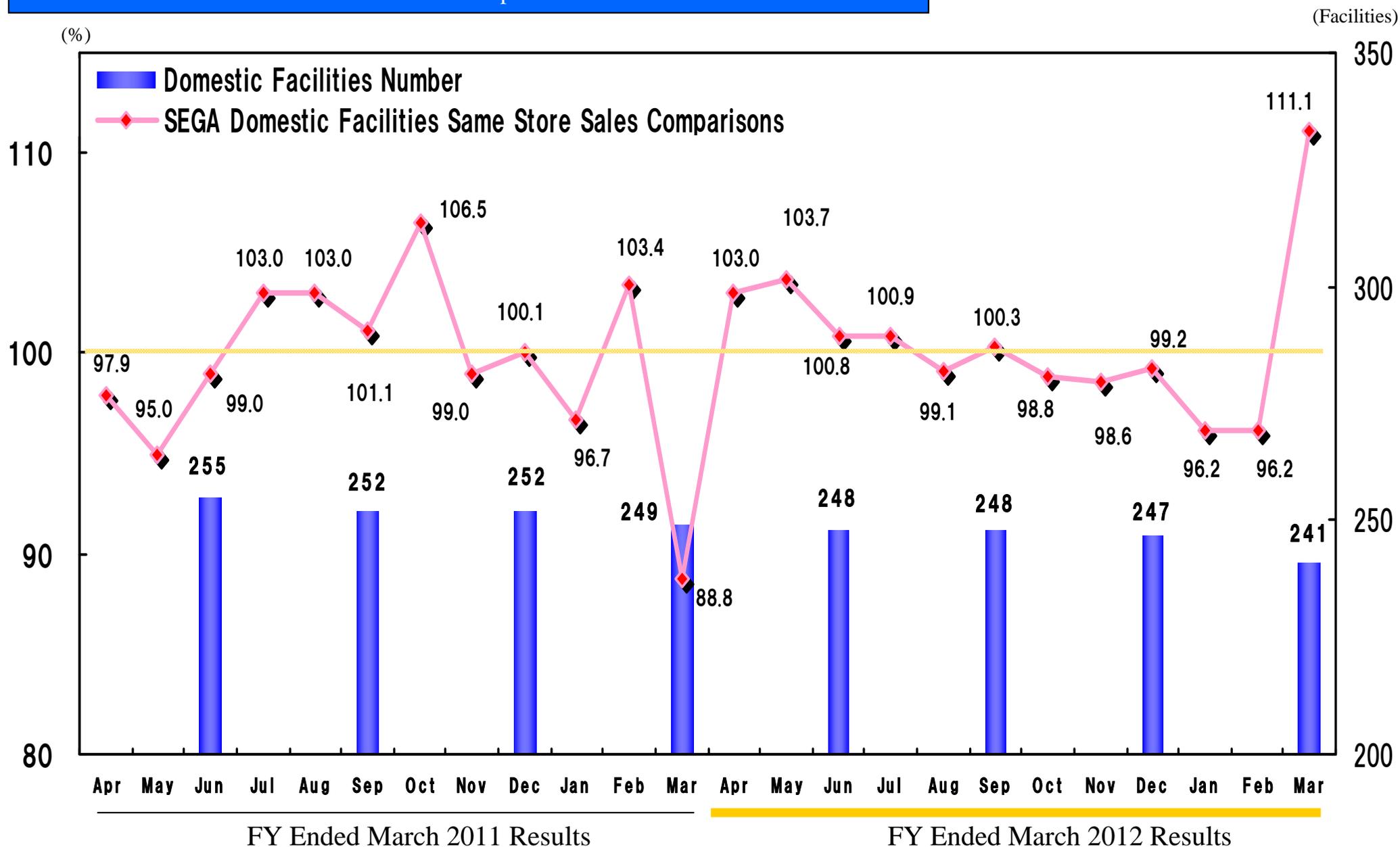
\*1 facility has decreased compared to the previously released number as a result of changing counting rules for "Other" facilities in 1Q

## Summary of Full-Year Results

- ◆ Net sales decreased year-on-year, but operating income remained flat due to efforts to improve management capabilities
- ◆ SEGA Domestic Same Store Sales Comparison: Full Year Result: 100.5% (January: 96.2%; February: 96.2% ; March:111.1%, 3Q Results 100.5%)
- ◆ Domestic Facilities: End of the fiscal year: 241 facilities (opening of 5 facilities and closing of 12 facilities)



SEGA Domestic Facilities Same Store Sales Comps / Domestic Facilities Number Transition



# Segment Results : Consumer Business



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(JPY billion)	FY Ended March 2011		FY Ended March 2012		
	Results Through 2Q	Full Year Results	Results Through 2Q	Full Year Results	YoY Change
<b>Net Sales</b>	<b>38.7</b>	<b>88.8</b>	<b>33.4</b>	<b>85.6</b>	<b>-3.6%</b>
Packaged Games	27.8	67.1	24.4	66.4	-1.0%
Digital Games					
Toy	6.2	12.0	4.5	8.9	-25.8%
Animation	5.3	10.9	4.6	10.4	-4.6%
Other / Elimination	-0.6	-1.2	-0.1	-0.1	-
<b>Operating Income</b>	<b>-1.3</b>	<b>1.9</b>	<b>-6.0</b>	<b>-15.1</b>	<b>-</b>
Operating Income Margin	-	2.1%	-	-	-
<b>Units Sales (Thousands)</b>	<b>6,600</b>	<b>18,710</b>	<b>4,840</b>	<b>17,240</b>	<b>-7.9%</b>
<b>R&amp;D / Content Production Expense</b>	<b>8.0</b>	<b>18.1</b>	<b>8.4</b>	<b>29.3</b>	<b>+61.9%</b>
<b>Cap-ex</b>	<b>2.1</b>	<b>4.8</b>	<b>3.6</b>	<b>10.7</b>	<b>+122.9%</b>
<b>Depreciation</b>	<b>1.6</b>	<b>3.5</b>	<b>1.7</b>	<b>4.0</b>	<b>+14.3%</b>

## Summary of Full-Year Results

Overall	<ul style="list-style-type: none"> <li>◆ Year-on-year sales decreased and posted operating loss</li> <li>◆ Determined implementation of structural reform of SEGA CORPORATION's Consumer Business</li> </ul>
Packaged Games / Digital Games	<ul style="list-style-type: none"> <li>◆ Sales of packaged games decreased in volume year-on-year due to the overall weak performance of new titles</li> <li>◆ Implementation of booking impairment loss on work in process assets concerning some titles in development (posted 4.9 billion yen as costs)</li> <li>◆ <b>“Kingdom Conquest”</b> ⇒ Achieved more than 2.5 million downloads worldwide (as of end of March)</li> <li>◆ Pachinko / pachislot game site <b>“777 Town”</b> for mobile phones/PCs was made compatible for smartphones</li> </ul>
Toy	◆ Sales of mainstay products such as <b>“Anpanman Series”</b> and <b>“Jewelpod”</b> were strong, but other sales were generally weak
Animation	◆ Licensing revenue from <b>“Anpanman”</b> , <b>“Detective Conan”</b> and TV series <b>“CARDFIGHT!! VANGUARD”</b> were strong

# Segment Results : Consumer Business



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## Sales Results / Packaged Games

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

Breakdown by Region	FY Ended March 2011				FY Ended March 2012			
	Results Through 2Q		Full Year Results		Results Through 2Q		Full Year Results	
	# of titles (SKU)	Unit Sales (Thousands)						
Japan / Other	5 (5)	1,240	15 (17)	2,630	5 (6)	1,060	16 (24)	2,800
US	7 (14)	3,200	16 (24)	7,830	5 (14)	1,650	14 (29)	6,140
Europe	8 (14)	2,150	20 (30)	8,230	6 (16)	2,120	15 (33)	8,290
<b>Total</b>	<b>20 (33)</b>	<b>6,600</b>	<b>51 (71)</b>	<b>18,710</b>	<b>16 (36)</b>	<b>4,840</b>	<b>45 (86)</b>	<b>17,240</b>

Breakdown by Platform	FY Ended March 2011				FY Ended March 2012			
	Results Through 2Q		Full Year Results		Results Through 2Q		Full Year Results	
	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)
PS3	5	620	9	1,350	8	1,120	19	2,450
Wii	6	340	9	1,600	8	390	11	3,050
Xbox360	5	580	13	1,780	10	680	16	1,540
NDS	4	410	9	1,590	6	290	7	370
3DS	-	-	3	360	2	30	18	1,790
PSP	9	1,130	13	2,030	1	200	7	1,110
PSV	-	-	-	-	-	-	3	150
PC	4	130	15	1,620	1	20	5	950
Catalogue	-	3,350	-	8,340	-	2,090	-	5,800
<b>Total</b>	<b>33</b>	<b>6,600</b>	<b>71</b>	<b>18,710</b>	<b>36</b>	<b>4,840</b>	<b>86</b>	<b>17,240</b>



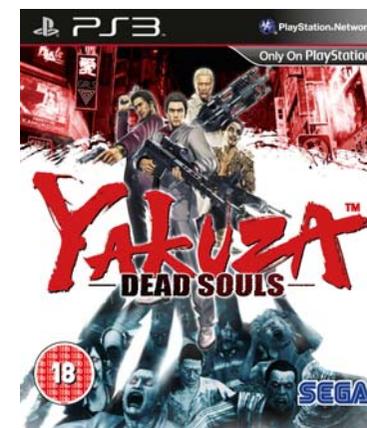
## Major Titles / Packaged Games

Title (Region)	Platform	Sales Results (thousand units)	Sold From
Mario & Sonic at the London 2012 Olympic Games™ (Europe / US)	Wii, 3DS	3,280	Wii : November 3DS: February
Sonic Generations (Japan / Europe / US)	PS3, Xbox360, PC, 3DS	1,850	EU/US: November Japan : December
Virtua Tennis™ 4 (Japan / Europe / US)	PS3, Xbox360, Wii, PSV, PC	1,040	EU : April / US: May / Japan : June (PSV: February)
Football Manager 2012 (Europe)	PC, PSP	710	October
Yakuza: Dead Souls (Japan / Europe / US)	PS3	550	Japan: June EU/US: March



“Sonic Generations”

©SEGA



“Yakuza: Dead Souls”

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## Major Titles / Digital Games

Titles	Platform	Time of Release and Service Starts
<b>Kingdom Conquest</b>	<b>iOS, Android</b>	<b>Previous Fiscal Year</b>
<b>Ryu ga Gotoku Mobile for GREE</b>	<b>GREE</b>	<b>Previous Fiscal Year</b>

## Registered Users for “777town”/ Digital Games

Title		Registered Users (in thousands)
<b>Sammy 777 Town</b>	<b>Mobile Phones</b>	<b>550</b>
<b>777 Town SP</b>	<b>Smartphone</b>	<b>20</b>
<b>777 Town.net</b>	<b>PC</b>	<b>160</b>



“Kingdom Conquest”

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\*As of the end of March 2012

# FY Ending March 2013 Full Year Forecast



# Consolidated Income Statements



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(JPY billion)		FY Ended March 2012		FY Ending March 2013			
		Results Through 2Q	Full Year Results	Forecasts Through 2Q	YoY Change	Full Year Forecasts	YoY Change
Breakdown	<b>Net Sales</b>	<b>152.6</b>	<b>395.5</b>	<b>163.0</b>	<b>+6.8%</b>	<b>470.0</b>	<b>+18.8%</b>
	Pachislot and Pachinko Machines	74.8	212.1	83.5	+11.6%	286.5	+35.1%
	Amusement Machine Sales	19.3	49.9	19.0	-1.6%	40.5	-18.8%
	Amusement Center Operations	23.2	44.6	23.0	-0.9%	44.5	-0.2%
	Consumer Business	33.4	85.6	31.0	-7.2%	85.0	-0.7%
	Other	1.6	3.0	6.5	+306.3%	13.5	+350.0%
Breakdown	<b>Operating Income</b>	<b>15.1</b>	<b>58.3</b>	<b>2.5</b>	<b>-83.4%</b>	<b>66.0</b>	<b>+13.2%</b>
	Pachislot and Pachinko Machines	20.6	71.0	11.7	-43.2%	70.0	-1.4%
	Amusement Machine Sales	1.5	7.4	-0.7	-	1.3	-82.4%
	Amusement Center Operations	1.6	0.3	1.5	-6.3%	1.0	+233.3%
	Consumer Business	-6.0	-15.1	-6.0	-	0.5	-
	Other	0.2	0.2	-0.5	-	-0.5	-
	Eliminations	-2.9	-5.4	-3.5	-	-6.3	-
	Operating Income Margin	9.9%	14.7%	1.5%	-8.4pts	14.0%	-0.7pts
<b>Ordinary Income</b>	<b>14.7</b>	<b>58.1</b>	<b>2.0</b>	<b>-86.4%</b>	<b>65.0</b>	<b>+11.9%</b>	
<b>Extraordinary Gain</b>	<b>1.1</b>	<b>3.3</b>	-	-	-	-	
<b>Extraordinary Loss</b>	<b>5.3</b>	<b>18.5</b>	-	-	-	-	
<b>Net Income</b>	<b>3.9</b>	<b>21.8</b>	<b>3.5</b>	<b>-10.3%</b>	<b>40.0</b>	<b>+83.5%</b>	
<b>Dividend Per Share (JPY)</b>	<b>20</b>	<b>40</b>	<b>20</b>	-	<b>40</b>	-	
<b>Earning Per Share (JPY)</b>	<b>15.79</b>	<b>86.73</b>	<b>13.94</b>	-	<b>159.34</b>	-	
<b>Net Assets Per Share (JPY)</b>	<b>1,115.46</b>	<b>1,167.59</b>	-	-	-	-	

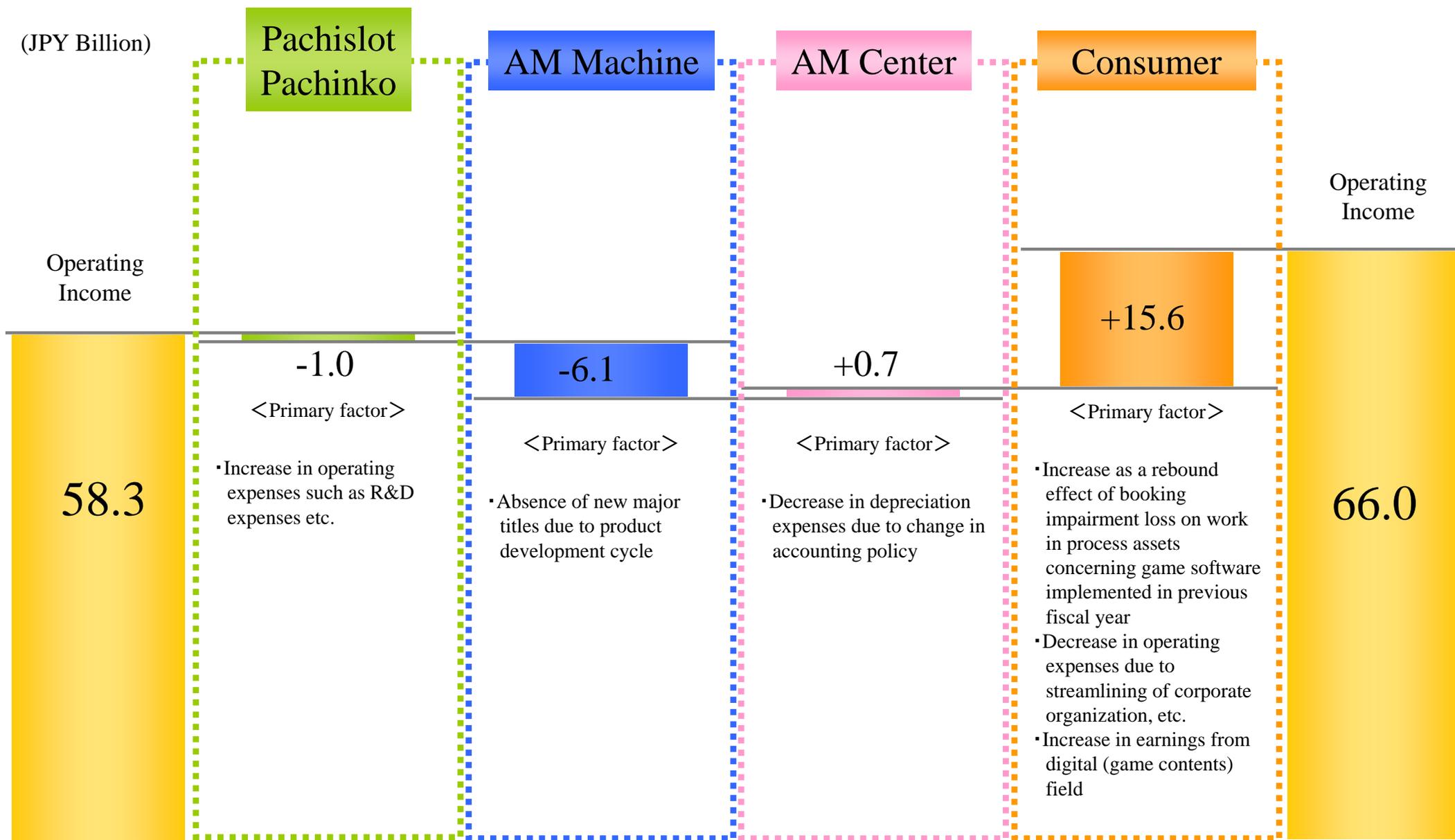
# Operating Income

– Primary Factors Behind Fluctuations (Major Causes)



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FY Ended March  
2012 Results

**Consolidated Operating Income : +7.7 Billion yen**

FY Ending March  
2013 Forecasts



(JPY billion)	FY Ended March 2012		FY Ending March 2013			
	Results Through 2Q	Full Year Results	Forecasts Through 2Q	YoY Change	Full Year Forecasts	YoY Change
<b>R&amp;D Expense / Content Production Expense</b>	<b>19.7</b>	<b>53.3</b>	<b>22.3</b>	<b>+13.2%</b>	<b>45.2</b>	<b>-15.2%</b>
<b>Cap-ex</b>	<b>9.4</b>	<b>36.1</b>	<b>27.9</b>	<b>+196.8%</b>	<b>41.0</b>	<b>+13.6%</b>
<b>Depreciation</b>	<b>6.4</b>	<b>16.1</b>	<b>9.6</b>	<b>+50.0%</b>	<b>21.4</b>	<b>+32.9%</b>
<b>Advertising</b>	<b>7.6</b>	<b>17.2</b>	<b>9.5</b>	<b>+25.0%</b>	<b>18.3</b>	<b>+6.4%</b>

## FY Ending March 2013 Full Year Forecasts

- ◆ R&D expense/Content production expense decreased year-on-year due to the decrease in Consumer Business.
- ◆ Cap-ex increased year-on-year in line with the construction of a new plant and new distribution center of Sammy Corporation, and increase in development titles for mobile and network.
- ◆ Depreciation expenses increased year-on-year mainly due to increase in Pachislot and Pachinko Machines Business and Consumer Business. (impact of change in accounting policy: decrease of 4.0 billion yen compared to conventional accounting policy)

# (Pachislot / Pachinko Market Forecasts)

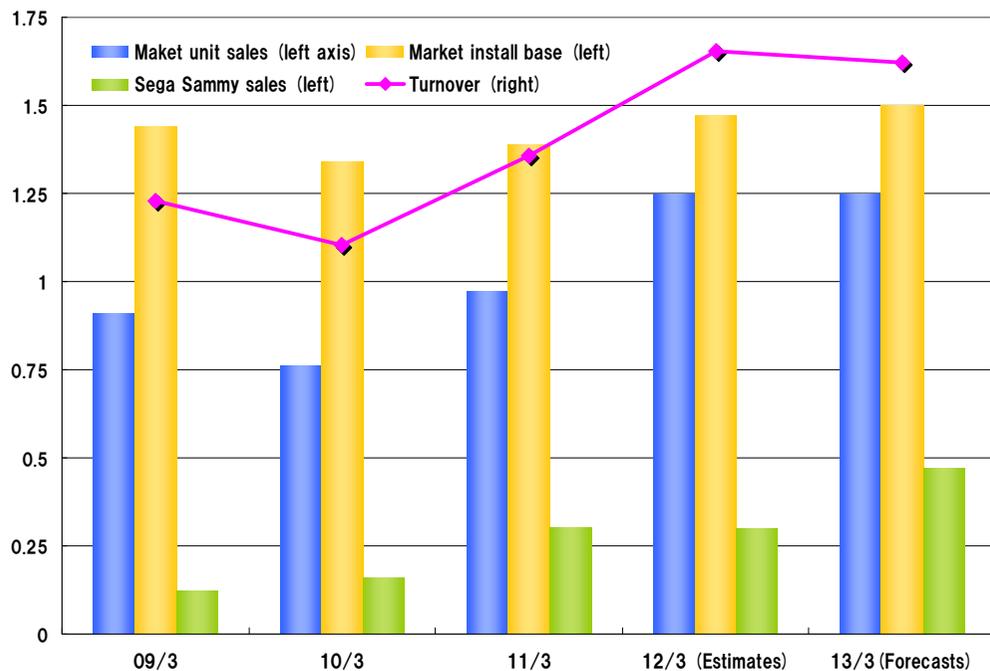


SEGA-SAMMY  
HOLDINGS

SEGA-SAMMY  
GROUP

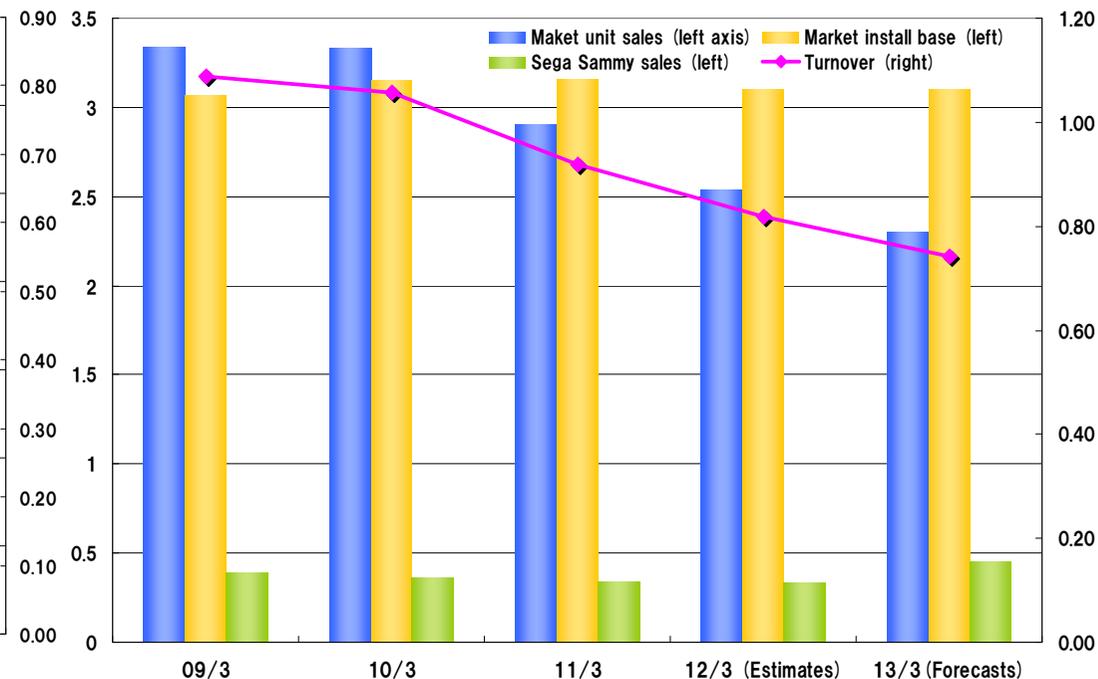
## Pachislot Machine

(million units)



## Pachinko Machine

(million units)



Pachislot	09/03 Results	10/03 Results	11/03 Results	12/03 Estimate	13/03 Forecasts
Market Unit Sales (million)	0.91	0.76	0.97	1.25	1.25
Market Installed Base (million)	1.44	1.34	1.39	1.47	1.50
Turnover (Sales/Installation)	0.63	0.57	0.70	0.85	0.83
Sega Sammy's Unit Sales (thousand)	123	162	302	300	473

Pachinko	09/03 Results	10/03 Results	11/03 Results	12/03 Estimate	13/03 Forecasts
Market Unit Sales (million)	3.33	3.32	2.90	2.54	2.30
Market Installed Base (million)	3.07	3.15	3.16	3.10	3.10
Turnover (Sales/Installation)	1.08	1.05	0.92	0.82	0.74
Sega Sammy's Unit Sales (thousand)	391	360	343	332	450

Source: National Police Agency, Yano Research Institute Ltd., Japan Productivity Center for Socio-Economic Development

\* The data for 12/03 and 13/03, which have not been publicized yet, are our estimates and forecasts.



(JPY billion)	FY Ended March 2012		FY Ending March 2013			
	Results Through 2Q	Full Year Results	Forecasts Through 2Q	YoY Change	Full Year Forecasts	YoY Change
<b>Net Sales</b>	<b>74.8</b>	<b>212.1</b>	<b>83.5</b>	<b>+11.6%</b>	<b>286.5</b>	<b>+35.1%</b>
Pachislot	15.4	104.3	53.7	+248.7%	143.9	+38.0%
Pachinko	56.9	101.8	27.4	-51.8%	137.5	+35.1%
Other	2.5	6.0	2.4	-4.0%	5.1	-15.0%
<b>Operating Income</b>	<b>20.6</b>	<b>71.0</b>	<b>11.7</b>	<b>-43.2%</b>	<b>70.0</b>	<b>-1.4%</b>
Operating Income Margin	27.5%	33.5%	14.0%	-13.5pt	24.4%	-9.1pt
<b>Unit Sales (Pachislot)</b>	<b>52,769</b>	<b>300,866</b>	<b>179,000</b>	<b>+239.2%</b>	<b>473,000</b>	<b>+57.2%</b>
<b>Unit Sales (Pachinko)</b>	<b>181,589</b>	<b>332,288</b>	<b>103,000</b>	<b>-43.3%</b>	<b>450,000</b>	<b>+35.4%</b>

## FY Ending March 2013 Forecasts

Overall	<ul style="list-style-type: none"> <li>◆ Net sales increased year-on-year but forecasting operating income decrease due to increase in operating expenses including R&amp;D expenses and such</li> <li>◆ Completed construction of a new plant and new distribution center of Sammy Corporation ⇒ Scheduled to commence operations in September 2012</li> <li>◆ Continuation of voluntarily halting some advertising activities until the end of this fiscal year</li> </ul>
Pachislot	<ul style="list-style-type: none"> <li>◆ Unit sales: Full-year forecast of 473,000 units (Unit sales of new units of the overall market: estimated at 1.25 million units)</li> <li>◆ Plan to introduce 13 titles for the full year, including multiple major titles</li> <li>◆ Titles planned to be sold in 1Q : Sammy <b>“Pachislot CODE GEASS Lelouch of the Rebellion”</b> (May), Continued sales of Rodeo <b>“Pachislot Monster Hunter”</b> (launched in previous fiscal year)</li> </ul>
Pachinko	<ul style="list-style-type: none"> <li>◆ Unit sales: Full-year forecast of 450,000 units (Unit sales of new units of the overall market: estimated at 2.30 million units)</li> <li>◆ Plan to introduce 15 titles for the full year, including major titles</li> <li>◆ Plan to introduce new frames under the Sammy brand ⇒ Increase in sales ratio of board + frame, temporary decrease in operating income margin</li> <li>◆ Titles planned to be sold in 1Q: Sammy <b>“Dejiten CR Hokuto No Ken Toki”</b> (April), <b>“Pachinko CR GAOGAOKING”</b> (June)</li> </ul>

## Pachislot Sales Forecasts

\* Number of titles reflects products which begin sales in the period

Pachislot	FY Ended March 2012		FY Ending March 2013	
	Results Through 2Q	Full Year Results	Forecasts Through 2Q	Full Year Forecasts
<b>Sammy</b>	2titles	4titles	4titles	8titles
	20,005units	204,687units	105,000units	336,000units
<b>RODEO</b>	1title	3titles	1title	3titles
	23,465units	82,474units	73,000units	133,000units
<b>TAIYO ELEC</b>	1title	4titles	1title	2titles
	9,299units	13,705units	1,000units	4,000units
<b>Total</b>	4titles	11titles	6titles	13titles
	52,769units	300,866units	179,000units	473,000units

## 1Q Major Title / Pachislot

Brand	Title	Installed from
<b>Sammy</b>	Pachislot CODE GEASS Lelouch of the Rebellion	May



“Pachislot CODE GEASS Lelouch of the Rebellion”  
(Sammy)

# Segment Forecasts: Pachinko



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## Pachinko Sales Forecasts

\* Number of titles reflects products which begin sales in the period

Pachinko	FY Ended March 2012		FY Ending March 2013	
	Results Through 2Q	Full Year Results	Forecasts Through 2Q	Full Year Forecasts
<b>Sammy</b>	4titles	9titles	3titles	8titles
	153,818units	276,617units	50,000units	342,000units
<b>TAIYO ELEC</b>	3titles	5titles	5titles	7titles
	27,771units	55,671units	53,000units	108,000units
<b>Total</b>	7titles	14titles	8titles	15titles
	181,589units	332,288units	103,000units	450,000units
<b>Board + Frame</b>	118,311units	158,266units	39,450units	309,500units
<b>Board</b>	63,278units	174,022units	63,550units	140,500units



“Dejiten CR Hokuto No Ken Toki”  
(Sammy)

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©Sammy

## 1Q Major Title / Pachinko

Brand	Title	Installed from
<b>Sammy</b>	Dejiten CR Hokuto No Ken Toki	April
<b>TAIYO ELEC</b>	CR Ryu ga Gotoku Kenzan! Yu	May
	CR Ryu ga Gotoku Kenzan! Utage	
<b>Sammy</b>	Pachinko CR GAOGAOKING	June
<b>TAIYO ELEC</b>	CR OTOGIYA HANZO	June



“Pachinko CR GAOGAOKING”  
(Sammy)

©Sammy



(JPY billion)	FY Ended March 2012		FY Ending March 2013			
	Results Through 2Q	Full Year Results	Forecasts Through 2Q	YoY Change	Full Year Forecasts	YoY Change
<b>Net Sales</b>	<b>19.3</b>	<b>49.9</b>	<b>19.0</b>	<b>-1.6%</b>	<b>40.5</b>	<b>-18.8%</b>
Domestic	17.1	43.9	16.9	-1.2%	35.1	-20.0%
Overseas	2.2	6.0	2.1	-4.5%	5.4	-10.0%
<b>Operating Income</b>	<b>1.5</b>	<b>7.4</b>	<b>-0.7</b>	<b>-</b>	<b>1.3</b>	<b>-82.4%</b>
Operating Income Margin	7.8%	14.8%	-	-	3.2%	-11.6pt
<b>R&amp;D expense / Content Production Expense</b>	<b>4.3</b>	<b>9.3</b>	<b>4.4</b>	<b>+2.3%</b>	<b>8.3</b>	<b>-10.8%</b>

## FY Ending March 2013 Forecasts

- ◆ Forecast decreases in net sales and operating income year-on-year with no plans of sales for new major titles due to product development cycle.
- ◆ Continue to focus on expanding sales of **“StarHorse3 Season I A NEW LEGEND BEGINS.”**  
(launched in previous fiscal year)
- ◆ Expect continued and stable contribution to earnings by revenue sharing model, although there are no plans to introduce new titles.
- ◆ Strengthening sales of small and medium-sized titles and mainstay titles such as for prize machines and medal machines.



Major Titles

Title		To be installed from
<b>maimai</b>	<b>Video Game</b>	<b>July</b>
<b>Bingo Drop</b>	<b>Medal Game</b>	<b>October</b>
<b>100&amp;medal HYOZAAAN!!</b>	<b>Medal Game</b>	<b>August</b>



“maimai”

©SEGA



“Bingo Drop”

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# Segment Forecasts: Amusement Center Operations



SEGA-SAMMY  
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(JPY billion)	FY Ended March 2012		FY Ending March 2013				
	Results Through 2Q	Full Year Results	Forecasts Through 2Q	YoY Change	Full Year Forecasts	YoY Change	
<b>Net Sales</b>	<b>23.2</b>	<b>44.6</b>	<b>23.0</b>	<b>-0.9%</b>	<b>44.5</b>	<b>-0.2%</b>	
<b>Operating Income</b>	<b>1.6</b>	<b>0.3</b>	<b>1.5</b>	<b>-6.3%</b>	<b>1.0</b>	<b>+233.3%</b>	
Operating Income Margin	6.9%	0.7%	6.5%	-0.4pt	2.2%	+1.5pt	
<b>SEGA Same Store Sales Comparisons</b>	<b>101.2%</b>	<b>100.5%</b>	<b>98.8%</b>	-	<b>99.0%</b>	-	
<b>Domestic Facilities</b>	<b>248facilities</b>	<b>241facilities</b>	<b>238facilities</b>	-	<b>237facilities</b>	<b>-4facilities</b>	
<b>SEGA</b>	Opened	2facilities	3facilities	2facilities	-	6facilities	-
	Closed	3facilities	10facilities	5facilities	-	9facilities	-
	<b>Total</b>	<b>205facilities</b>	<b>199facilities</b>	<b>196facilities</b>	-	<b>196facilities</b>	<b>-3facilities</b>
<b>Other</b>	Opened	1 facility	2facilities	0facility	-	1 facility	-
	Closed	0facility	2facilities	0facility	-	2facilities	-
	<b>Total</b>	<b>43facilities</b>	<b>42facilities</b>	<b>42facilities</b>	-	<b>41 facilities</b>	<b>-1facility</b>
<b>Overseas Facilities</b>	<b>3facilities</b>	<b>3facilities</b>	<b>3facilities</b>	-	<b>3facilities</b>	-	
<b>Cap-ex</b>	<b>2.4</b>	<b>8.3</b>	<b>5.7</b>	<b>+137.5%</b>	<b>9.7</b>	<b>+16.9%</b>	
<b>Depreciation</b>	<b>2.3</b>	<b>6.1</b>	<b>3.7</b>	<b>+60.9%</b>	<b>6.8</b>	<b>+11.5%</b>	

## FY Ending March 2013 Forecasts

- ◆ Net sales flat year-on-year, but forecast operating income increase due to a decrease in depreciation expenses from changes in accounting policy and such
- ◆ SEGA domestic same store sales comparison: Full year forecast 99.0%
- ◆ Domestic facilities: Planning opening of 7 facilities and closure of 11 facilities  
⇒ Number of domestic AM facilities as of the end of FY2013: 237 facilities
- ◆ Plan to renovate 26 of SEGA's domestic amusement facilities in aim to expand net sales



【MEMO】



## Structural reform of SEGA CORPORATION's Consumer Business

### ◆ Streamline Organizations

Streamline organizations in the packaged games sales field on the U.S. and European markets and build structure that can create stable earnings

### ◆ Reduction of number of titles

Detailed review of earnings projections for titles targeted toward the U.S. and European markets and narrow down sales titles from this period and after to strong IPs which are expected to post solid earnings

⇒ Number of titles launched: 45 titles in previous fiscal year → 24 titles planned for this fiscal year

⇒ Packaged games unit sales: 17,240,000 units in previous fiscal year → 8,940,000 units planned for this fiscal year

\*In accordance with the streamlining of organization, conduct estimate allowance for expenses among packaged games inventories, including inventory that is already circulating on the market

\*Conduct book impairment loss on work in process assets concerning some titles after reevaluating the profitability of packaged games titles

\*Expenses concerning structural reform posted entirely in previous fiscal year (Extraordinary loss of 6.6 billion yen, Costs of 4.9 billion yen)

## Business restructuring of the digital field

(Scheduled for July 2, 2012)

### ◆ Launch of SEGA Networks, Ltd.

Company split of main functions of network business operated by SEGA and transfer such to SEGA Networks, which will be newly established

⇒ Seek to maximize earnings from network business by speeding up management decision making and providing services that cater to diversifying needs of customers

# Segment Forecasts : Consumer Business



SEGA-SAMMY  
HOLDINGS

SEGA-SAMMY  
GROUP

(JPY billion)	FY Ended March 2012		FY Ending March 2013			
	Results Through 2Q	Full Year Results	Forecasts Through 2Q	YoY Change	Full Year Forecasts	YoY Change
<b>Net Sales</b>	<b>33.4</b>	<b>85.6</b>	<b>31.0</b>	<b>-7.2%</b>	<b>85.0</b>	<b>-0.7%</b>
Packaged Games	24.4	66.4	9.8	-	32.2	-
Digital Games			12.9	-	32.2	-
Toy	4.5	8.9	4.0	-11.1%	9.4	+5.6%
Animation	4.6	10.4	4.1	-10.9%	10.8	+3.8%
Others / Elimination	-0.1	-0.1	0.2	-	0.4	-
<b>Operating Income</b>	<b>-6.0</b>	<b>-15.1</b>	<b>-6.0</b>	<b>-</b>	<b>0.5</b>	<b>-</b>
Operating Income Margin	-	-	-	-	0.6%	-
<b>Units Sales (Thousands)</b>	<b>4,840</b>	<b>17,240</b>	<b>1,770</b>	<b>-63.4%</b>	<b>8,940</b>	<b>-48.1%</b>
<b>R&amp;D / Content Production Expense</b>	<b>8.4</b>	<b>29.3</b>	<b>6.5</b>	<b>-22.6%</b>	<b>16.9</b>	<b>-42.3%</b>
<b>Cap-ex</b>	<b>3.6</b>	<b>10.7</b>	<b>5.8</b>	<b>+61.1%</b>	<b>9.6</b>	<b>-10.3%</b>
<b>Depreciation</b>	<b>1.7</b>	<b>4.0</b>	<b>2.9</b>	<b>+70.6%</b>	<b>6.5</b>	<b>+62.5%</b>

## FY Ending March 2013 Forecasts

Overall	◆ Net sales decreased year-on-year, but expect to turn profitable due to decrease in operating expenses from structural reform and such.
Packaged Games	◆ Packaged games unit sales: Full-year forecast of 8,940 thousand units. ⇒ Narrow down sales to titles that are expected to bring solid earnings both in Japan and overseas.
Digital Games	◆ Maximize earnings from network business by introducing mainstay title <b>“Phantasy Star Online 2”</b> , (PC/Summer in 2012,PSV/Spring in 2013) ◆ Plan to introduce a total of more than 20 titles for new smartphone games and social games.
Toy	◆ Strengthen activities of mainstay products such as <b>“Anpanman Series”</b> , <b>“Jewelpet”</b> and <b>“HOMESTAR”</b> ◆ Realize improvement in operating income margin by reviewing value chain.
Animation	◆ Business development centered on new movie and TV series and focus on producing footage for pachinko and pachislot machines

# Segment Forecasts : Consumer Business



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## Sales Forecasts / Packaged Games

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

Breakdown by Region	FY Ended March 2012				FY Ending March 2013			
	Results Through 2Q		Full Year Results		Forecasts Through 2Q		Full Year Forecasts	
	# of titles (SKU)	Unit Sales (Thousands)						
Japan / Other	5 (6)	1,060	16 (24)	2,800	6 (7)	580	11 (13)	2,060
US	5 (14)	1,650	14 (29)	6,140	2 (3)	410	7 (13)	2,850
Europe	6 (16)	2,120	15 (33)	8,290	1 (3)	770	6 (14)	4,020
<b>Total</b>	<b>16 (36)</b>	<b>4,840</b>	<b>45 (86)</b>	<b>17,240</b>	<b>9 (13)</b>	<b>1,770</b>	<b>24 (40)</b>	<b>8,940</b>

Breakdown by Platform	FY Ended March 2012				FY Ending March 2013			
	Results Through 2Q		Full Year Results		Forecasts Through 2Q		Full Year Forecasts	
	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)
PS3	8	1,120	19	2,450	5	380	12	2,430
Wii	8	390	11	3,050	0	0	0	0
Xbox360	10	680	16	1,540	3	210	7	1,540
NDS	6	290	7	370	0	0	0	0
3DS	2	30	18	1,790	1	20	3	380
PSP	1	200	7	1,110	0	0	2	250
PSV	-	-	3	150	3	260	8	600
PC	1	20	5	950	1	70	8	1,560
Catalogue	-	2,090	-	5,800	-	810	-	2,180
<b>Total</b>	<b>36</b>	<b>4,840</b>	<b>86</b>	<b>17,240</b>	<b>13</b>	<b>1,770</b>	<b>40</b>	<b>8,940</b>



## Major Titles / Packaged Games

Title (Region)	Platform	To Be Sold From
<b>Aliens™: Colonial Marines (Europe / US)</b>	<b>PS3, Xbox360, PC</b>	<b>Autumn in 2012</b>
<b>Ryu ga Gotoku 5 (Japan)</b>	<b>PS3</b>	<b>NA</b>
<b>NEXT HATSUNE MIKU Project DIVA (Tentative) (Japan)</b>	<b>PSV, PS3</b>	<b>August (PS3: 2013)</b>

## Major Titles / Digital Games

Titles	Platform	Time of Release and Service Starts
<b>Phantasy Star Online 2</b>	<b>PC, PSV</b>	<b>Summer in 2012 (PSV: Spring in 2013)</b>
<b>Football Manager Online</b>	<b>PC</b>	<b>Summer in 2012</b>
<b>Ryu ga Gotoku KIZUNA</b>	<b>GREE</b>	<b>Previous fiscal Year</b>
<b>Miku Flick</b>	<b>iOS</b>	<b>Previous fiscal Year</b>
<b>Sangokushi Conquest</b>	<b>iOS</b>	<b>Previous fiscal Year</b>

# Appendix



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## ◆ Pachislot Installed Base / Unit Sales / Market Scale

	2006	2007	2008	2009	2010	2011
Number of Pachislot Machines installed (Units)	2,003,482	1,635,860	1,448,773	1,347,176	1,390,492	1,474,838
Number of Pachislot Machines sold annually (Units)	1,647,759	1,744,308	913,094	766,094	979,794	-
Pachislot Machine Market Size (JPY Million)	490,959	502,501	247,860	225,860	286,700	-

## ◆ Pachinko Installed Base / Unit Sales / Market Scale

	2006	2007	2008	2009	2010	2011
Number of Pachinko Machines installed (Units)	2,932,952	2,954,386	3,076,421	3,158,799	3,163,650	3,107,688
Number of Pachinko Machines sold annually (Units)	3,837,960	3,173,725	3,339,146	3,332,984	2,900,286	-
Pachinko Machine Market Size (JPY Million)	898,646	868,623	921,338	985,227	886,914	-

## ◆ Pachinko Pachislot Market Installed Base / Unit Sales / Market Scale

	2006	2007	2008	2009	2010	2011
Number of Machines installed (Units)	4,936,434	4,590,246	4,525,194	4,505,975	4,554,142	4,582,526
Number of Machines sold annually (Units)	5,485,719	4,918,033	4,252,240	4,099,078	3,880,080	-
Total Machine Market Size (JPY Million)	1,389,605	1,371,124	1,169,198	1,211,087	1,173,614	-

	2006	2007	2008	2009	2010	2011
Total Number of Pachinko Halls	14,674	13,585	12,937	12,652	12,479	12,323
Number of Halls with pachinko and pachislot machines installed	12,588	12,039	11,800	11,722	11,576	11,392
Number of Halls with only pachislot machines installed	2,086	1,546	1,137	930	903	931

\*Number of pachinko halls with pachinko machines installed includes halls that combine installations of pachinko machines, pachislot machines.

Source: National Police Agency, Yano Research Institute Ltd., Japan Productivity Center for Socio-Economic Development.



## ◆ Share of Annual Pachislot Machine Sales

Rank	2008			2009			2010			2011		
	Manufacturer	Units Sold	Share	Manufacturer	Units Sold	Share	Manufacturer	Units Sold	Share	Manufacturer	Units Sold	Share
1	Y Company	172,000	18.8%	<b>Sammy</b>	<b>162,932</b>	<b>21.3%</b>	<b>Sammy</b>	<b>302,270</b>	<b>30.9%</b>	-	-	-
2	S Company	133,714	14.6%	S Company	104,266	13.6%	D Company	117,000	11.9%	-	-	-
3	<b>Sammy</b>	<b>123,286</b>	<b>13.5%</b>	U Company	100,000	13.1%	S Company	116,424	11.9%	-	-	-
4	H Company	68,000	7.4%	Y Company	73,000	9.5%	H Company	111,000	11.3%	-	-	-
5	K Company	59,000	6.5%	K Company	60,000	7.8%	U Company	103,000	10.5%	-	-	-

## ◆ Share of Annual Pachinko Machine Sales

Rank	2008			2009			2010			2011		
	Manufacturer	Units Sold	Share	Manufacturer	Units Sold	Share	Manufacturer	Units Sold	Share	Manufacturer	Units Sold	Share
1	S Company	810,000	24.3%	S Company	600,000	18.0%	S Company	653,000	22.5%	-	-	-
2	S Company	451,941	13.5%	S Company	572,464	17.2%	S Company	424,533	14.6%	-	-	-
3	<b>Sammy</b>	<b>391,831</b>	<b>11.7%</b>	K Company	426,000	12.8%	<b>Sammy</b>	<b>343,188</b>	<b>11.8%</b>	-	-	-
4	N Company	349,000	10.5%	N Company	395,000	11.9%	K Company	322,000	11.1%	-	-	-
5	K Company	340,000	10.2%	<b>Sammy</b>	<b>360,171</b>	<b>10.8%</b>	N Company	296,000	10.2%	-	-	-

Source: Yano Research Institute Ltd.

\*Estimated by Yano Research Institute Ltd. with fiscal years from July of each year through June the following year as criteria



## ◆ Amusement Machine and Amusement Center Operations Markets Scale

(JPY billion)

	2006	2007	2008	2009	2010	2011
Amusement Machines Net Sales	223.3	219.0	196.1	169.6	173.1	-
Amusement Facilities Operations Net Sales	702.8	678.0	573.1	504.2	495.7	-
Market Size of Amusement	926.2	897.0	769.2	673.8	668.8	-

	2006	2007	2008	2009	2010	2011
Number of Amusement Facilities (Facilities)	9,091	8,652	8,137	7,662	7,137	6,648
Number of Amusement Machine units installed (Units)	460,031	474,808	486,582	484,804	473,601	461,465
Number of Amusement Machine units installed per center (Units)	50.6	54.9	59.8	63.3	66.4	69.4

Source: JAIA, National Police Agency

## ◆ Home Video Game Market Scale

(JPY billion)

	2006	2007	2008	2009	2010	2011
Software shipment	674.1	848.6	1,024.3	758.6	670.5	-
Hardware shipment	958.1	2,087.7	1,908.3	1,490.8	1,126.9	-
Total Home Video Game Market Scale	1,632.2	2,936.3	2,932.6	2,249.4	1,797.4	-

Source: 2011CESA Games White Paper

# Past Operating Results



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## From FY Ended March 2008 to FY Ended March 2012

\*Number of titles reflects products which begin sales in the period (Numbers shown in parentheses are based on SKU)

\* The data in this page can be downloaded from following URL. ([http://www.segasammy.co.jp/english/ir/library/pdf/settlement/2012/e\\_201203\\_4qtransition.xls](http://www.segasammy.co.jp/english/ir/library/pdf/settlement/2012/e_201203_4qtransition.xls))

(JPY billion)	FY Ended March 2008	FY Ended March 2009	FY Ended March 2010	FY Ended March 2011		FY Ended March 2012			
	Full Year Results	Full Year Results	Full Year Results	Results Through 2Q	Full Year Results	Results Through 1Q	Results Through 2Q	Results Through 3Q	Full Year Results
<b>Net Sales</b>	458.9	429.1	384.6	217.8	396.7	65.3	152.6	311.6	395.5
Breakdown									
Pachislot and Pachinko Machines	145.5	161.6	160.3	134.2	212.0	29.9	74.8	177.5	212.1
Amusement Machines Sales	71.0	61.9	45.1	19.6	47.2	7.6	19.3	34.0	49.9
Amusement Center Operations	91.2	71.3	54.7	23.6	45.6	10.9	23.2	33.9	44.6
Consumer Business	141.7	131.3	121.5	38.7	88.8	16.0	33.4	63.5	85.6
Other	9.3	2.9	2.8	1.5	2.8	0.7	1.6	2.4	3.0
<b>Operating Income</b>	-5.8	8.3	36.7	46.8	68.7	2.9	15.1	64.3	58.3
Breakdown									
Pachislot and Pachinko Machines	8.4	14.5	29.5	47.6	64.2	7.1	20.6	67.4	71.0
Amusement Machines Sales	7.1	6.8	7.0	1.9	7.3	0.1	1.5	5.0	7.4
Amusement Center Operations	-9.8	-7.5	-1.3	1.1	0.3	0.6	1.6	1.2	0.3
Consumer Business	-5.9	-0.9	6.3	-1.3	1.9	-3.8	-6.0	-5.5	-15.1
Other	0.0	0.3	0.3	0.1	0.0	0.0	0.2	0.2	0.2
Eliminations	-5.5	-4.9	-5.2	-2.7	-5.1	-1.1	-2.9	-4.2	-5.4
Operating Margin	-	1.9%	9.5%	21.5%	17.3%	4.4%	9.9%	20.6%	14.7%
<b>Ordinary Income</b>	-8.2	6.6	35.9	46.0	68.1	3.2	14.7	63.4	58.1
Ordinary Income Margin	-	1.5%	9.3%	21.1%	17.2%	4.9%	9.6%	20.3%	14.7%
<b>Net Income</b>	-52.4	-22.8	20.2	24.3	41.5	-2.2	3.9	34.3	21.8
Net Income Margin	-	-	5.3%	11.2%	10.5%	-	2.6%	11.0%	5.5%
<b>R&amp;D expense / content production expense</b>	65.3	59.6	41.5	18.6	41.1	11.0	19.7	31.5	53.3
<b>Cap-ex</b>	50.4	26.6	16.1	6.5	19.6	4.4	9.4	27.8	36.1
<b>Depreciation</b>	45.6	26.6	17.1	7.3	15.9	2.9	6.4	10.7	16.1
<b>Advertising</b>	22.8	20.7	20.7	7.3	15.1	3.1	7.6	12.5	17.2
<b># of pachislot titles</b>	22 titles	19 titles	12 titles	4 titles	10 titles	1 title	4 titles	7 titles	11 titles
Unit sales	380,688 units	123,286 units	162,932 units	201,402 units	302,270 units	7,633 units	52,769 units	228,646 units	300,866 units
<b># of pachinko titles</b>	9 titles	12 titles	13 titles	8 titles	12 titles	4 titles	7 titles	11 titles	14 titles
Unit sales	108,184 units	391,831 units	360,171 units	198,230 units	343,188 units	82,394 units	181,589 units	287,722 units	332,288 units
<b>SEGA Same Store Sales Comparisons</b>	89.0%	92.4%	91.7%	99.9%	99.3%	102.5%	101.2%	100.5%	100.5%
Domestic Facilities	363 facilities	322 facilities	260 facilities	252 facilities	249 facilities	248 facilities	248 facilities	247 facilities	241 facilities
<b># of game software titles</b>	80 (138)	78 (122)	66 (105)	20 (33)	51 (71)	9 (21)	16 (36)	32 (66)	45 (86)
Sales (Thousand units)	26,990	29,470	26,750	6,600	18,710	2,330	4,840	12,600	17,240

