

Appendix of Consolidated Financial Statements
6 Months Ended September 30, 2011

Consolidated Income Statements

(JPY Billion)	FY Ended March 2011		FY Ending March 2012					
	Results Through 2Q	Full Year Results	Initial Projections Through 2Q (announced on May 13)	Results Through 2Q	YoY Change	Initial Full Year Forecasts (announced on May 13)	Revised Full Year Forecasts (announced on Oct 31)	YoY Change
Net Sales	217.8	396.7	165.0	152.6	-29.9%	450.0	440.0	+10.9%
Pachislot and Pachinko Machines	134.2	212.0	82.0	74.8	-44.3%	235.0	237.0	+11.8%
Amusement Machine Sales	19.6	47.2	17.5	19.3	-1.5%	50.0	52.0	+10.2%
Amusement Center Operations	23.6	45.6	22.0	23.2	-1.7%	42.0	44.0	-3.5%
Consumer Business	38.7	88.8	42.0	33.4	-13.7%	120.0	104.0	+17.1%
Other	1.5	2.8	1.5	1.6	+6.7%	3.0	3.0	+7.1%
Operating Income	46.8	68.7	1.5	15.1	-67.7%	60.0	77.0	+12.1%
Pachislot and Pachinko Machines	47.6	64.2	11.5	20.6	-56.7%	59.0	76.0	+18.4%
Amusement Machine Sales	1.9	7.3	-1.5	1.5	-21.1%	4.0	5.5	-24.7%
Amusement Center Operations	1.1	0.3	-0.1	1.6	+45.5%	-1.6	-0.1	-133.3%
Consumer Business	-1.3	1.9	-5.0	-6.0	-	4.5	1.5	-21.1%
Other	0.1	0.0	0.1	0.2	+100.0%	0.1	0.1	-
Eliminations	-2.7	-5.1	-3.5	-2.9	-	-6.0	-6.0	-
Operating Margin	21.5%	17.3%	0.9%	9.9%	-11.6pt	13.3%	17.5%	+0.2pt
Ordinary Income	46.0	68.1	1.0	14.7	-68.0%	59.0	75.5	+10.9%
Ordinary Income Margin	21.1%	17.2%	0.6%	9.6%	-11.5pt	13.1%	17.2%	-
Extraordinary Gain	2.8	3.7	-	1.1	-	-	-	-
Extraordinary Loss	3.6	14.3	-	5.3	-	-	-	-
Net Income	24.3	41.5	-3.0	3.9	-84.0%	33.0	38.0	-8.4%
Net Income Margin	11.2%	10.5%	-	2.6%	-8.6pt	7.3%	8.6%	-1.9pt
Dividend per share (JPY)	20	40	20	20	-	40	40	-
Earning per share (JPY)	96.66	163.19	-11.92	15.79	-	131.10	151.03	-
Net Assets per share (JPY)	1,031.45	1,093.23	-	1,115.46	-	-	-	-

Costs and Expenses

(JPY Billion)	FY Ended March 2011		FY Ending March 2012					
	Results Through 2Q	Full Year Results	Initial Forecasts Through 2Q (announced on May 13)	Results Through 2Q	YoY Change	Initial Full Year Forecasts (announced on May 13)	Revised Full Year Forecasts (announced on Oct 31)	YoY Change
R&D expense / Content Production expense	18.6	41.1	22.6	19.7	+5.9%	47.5	47.1	+14.6%
Cap-ex	6.5	19.6	10.4	9.4	+44.6%	20.6	30.8	+57.1%
Depreciation	7.3	15.9	6.4	6.4	-12.3%	16.2	16.3	+2.5%
Advertising	7.3	15.1	9.3	7.6	+4.1%	21.9	20.4	+35.1%

Pachislot and Pachinko Machines

(JPY Billion)	FY Ended March 2011			FY Ending March 2012				
	Results Through 2Q	Full Year Results	Initial Projections Through 2Q (announced on May 13)	Results Through 2Q	YoY Change	Initial Full Year Forecasts (announced on May 13)	Revised Full Year Forecasts (announced on Oct 31)	YoY Change
Net Sales	134.2	212.0	82.0	74.8	-44.3%	235.0	237.0	+11.8%
Pachislot	65.9	94.9	10.2	15.4	-76.6%	91.8	107.3	+13.1%
Pachinko	67.0	113.9	70.0	56.9	-15.1%	138.6	124.2	+9.0%
Other	1.3	3.2	1.8	2.5	+92.3%	4.6	5.5	+71.9%
Operating Income	47.6	64.2	11.5	20.6	-56.7%	59.0	76.0	+18.4%
Operating Income Margin	35.5%	30.3%	14.0%	27.5%	-8.0pt	25.1%	32.1%	+1.8pt
Unit Sales (Pachislot)	201,402	302,270	42,000	52,769	-73.8%	290,000	310,000	+2.6%
Unit Sales (Pachinko)	198,230	343,188	235,000	181,589	-8.4%	455,000	400,000	+16.6%

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

Pachislot	FY Ended March 2011		FY Ending March 2012			
	Results Through 2Q	Full Year Results	Initial Forecasts Through 2Q (announced on May 13)	Results Through 2Q	Initial Full Year Forecasts (announced on May 13)	Revised Full Year Forecasts (announced on Oct 31)
Sammy	2 titles	5 titles	1 title	2 titles	6 titles	-
	116,407 units	144,884 units	5,000 units	20,005 units	210,000 units	-
Rodeo	1 title	3 titles	2 titles	1 title	3 titles	-
	49,976 units	120,719 units	30,000 units	23,465 units	60,000 units	-
TAIYO ELEC	1 title	2 titles	2 titles	1 title	4 titles	-
	35,019 units	36,667 units	7,000 units	9,299 units	20,000 units	-
Total	4 titles	10 titles	5 titles	4 titles	13 titles	-
	201,402 units	302,270 units	42,000 units	52,769 units	290,000 units	310,000 units

Pachislot		
Title	Brand	Unit Sales (Thousands)
Kaze no Yojimbo 2	Rodeo	23
Pachislot Kaitou Tenshi Twin Angel 3	Sammy	12
GINTOKIN	TAIYO ELEC	9

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

Pachinko	FY Ended March 2011		FY Ending March 2012			
	Results Through 2Q	Full Year Results	Initial Forecasts Through 2Q (announced on May 13)	Results Through 2Q	Initial Full Year Forecasts (announced on May 13)	Revised Full Year Forecasts (announced on Oct 31)
Sammy	6 titles	9 titles	6 titles	4 titles	9 titles	-
	169,874 units	297,411 units	190,000 units	153,818 units	370,000 units	-
TAIYO ELEC	2 titles	3 titles	4 titles	3 titles	6 titles	-
	28,356 units	45,777 units	45,000 units	27,771 units	85,000 units	-
Total	8 titles	12 titles	10 titles	7 titles	15 titles	-
	198,230 units	343,188 units	235,000 units	181,589 units	455,000 units	400,000 units
Board + Frame	137,649 units	245,442 units	87,500 units	118,311 units	178,500 units	-
Board	60,581 units	97,746 units	147,500 units	63,278 units	276,500 units	-

Pachinko		
Title	Brand	Unit Sales (Thousands)
Pachinko CR ALADDIN NEO	Sammy	57
Pachinko CR Hokuto No Ken Yuria	Sammy	20
Pachinko CR Hokuto No Ken Falco	Sammy	15

Amusement Machines Sales

(JPY Billion)	FY Ended March 2011		FY Ending March 2012					
	Results Through 2Q	Full Year Results	Initial Forecasts Through 2Q (announced on May 13)	Results Through 2Q	YoY Change	Initial Full Year Forecasts (announced on May 13)	Revised Full Year Forecasts (announced on Oct 31)	YoY Change
Net Sales	19.6	47.2	17.5	19.3	-1.5%	50.0	52.0	+10.2%
Domestic	17.7	42.7	15.8	17.1	-3.4%	41.8	-	-
Overseas	1.9	4.5	1.7	2.2	+15.8%	8.2	-	-
Operating Income	1.9	7.3	-1.5	1.5	-21.1%	4.0	5.5	-24.7%
Operating Income Margin	9.7%	15.5%	-	7.8%	-1.9pt	8.0%	10.6%	-4.9pt
R&D expense / Content Production expense	3.7	9.1	3.9	4.3	+16.2%	7.9	-	-

《Major Titles: Amusement Machines》

Title	Sales (JPY Billion)
SEGA NETWORK MAHJONG MJ5	2.6
BORDER BREAK Series	1.2
WORLD CLUB Champion Football Intercontinental Clubs Series	1.0

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

Amusement Center Operations

(JPY Billion)	FY Ended March 2011		FY Ending March 2012					
	Results Through 2Q	Full Year Results	Initial Forecasts Through 2Q (announced on May 13)	Results Through 2Q	YoY Change	Initial Full Year Forecasts (announced on May 13)	Revised Full Year Forecasts (announced on Oct 31)	YoY Change
Net Sales	23.6	45.6	22.0	23.2	-1.7%	42.0	44.0	-3.5%
(Overseas)	1.5	3.1	0.5	0.4	-73.3%	0.8	-	-
Operating Income	1.1	0.3	-0.1	1.6	+45.5%	-1.6	-0.1	-
Operating Income Margin	4.7%	0.7%	-	6.9%	+2.2pt	-	-	-
SEGA Same Store Sales Comparisons	99.9%	99.3%	95.7%	101.2%	-	96.3%	-	-
Domestic Facilities (*)	252 facilities	249 facilities	242 facilities	248 facilities	-	237 facilities	-	-
SEGA								
Opened	1 facility	2 facilities	2 facilities	2 facilities	-	5 facilities	-	-
Closed	7 facilities	13 facilities	5 facilities	3 facilities	-	13 facilities	-	-
Total	211 facilities	206 facilities	203 facilities	205 facilities	-	198 facilities	-	-
Other (*)								
Opened	1 facility	4 facilities	0 facility	1 facility	-	1 facility	-	-
Closed	3 facilities	4 facilities	3 facilities	0 facility	-	4 facilities	-	-
Total	41 facilities	43 facilities	39 facilities	43 facilities	-	39 facilities	-	-
Overseas Facilities	11 facilities	10 facilities	3 facilities	3 facilities	-	3 facilities	-	-
Cap-ex	1.9	7.7	3.1	2.4	+26.3%	9.2	-	-
Depreciation	2.6	6.1	2.7	2.3	-11.5%	6.9	-	-

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

《SEGA Same Store Sales Comparisons》

FY Ending March 2012										
April	May	June	Results Through 1Q	July	August	September	Initial Forecasts Through 2Q (May 13)	Results Through 2Q	Initial Full Year Forecasts (May 13)	Revised Full Year Forecasts (Oct 31)
103.0%	103.7%	100.8%	102.5%	100.9%	99.1%	100.3%	95.7%	101.2%	96.3%	-

FY Ended March 2011															
April	May	June	Results Through 1Q	July	August	September	Results Through 2Q	October	November	December	Results through 3Q	January	February	March	Full Year Results
97.9%	95.0%	99.0%	97.2%	103.0%	103.0%	101.1%	99.9%	106.5%	99.0%	100.1%	100.5%	96.7%	103.4%	88.8%	99.3%

Consumer Business

(JPY Billion)	FY Ended March 2011		FY Ending March 2012					
	Results Through 2Q	Full Year Results	Initial Forecasts Through 2Q (announced on May 13)	Results Through 2Q	YoY Change	Initial Full Year Forecasts (announced on May 13)	Revised Full Year Forecasts (announced on Oct 31)	YoY Change
Net Sales	38.7	88.8	42.0	33.4	-13.7%	120.0	104.0	+17.1%
Game Contents	27.8	67.1	31.5	24.4	-12.2%	94.5	-	-
Toy	6.2	12.0	6.0	4.5	-27.4%	14.5	-	-
Animation	5.3	10.9	5.0	4.6	-13.2%	11.5	-	-
Other / Elimination	-0.6	-1.2	-0.5	-0.1	-	-0.5	-	-
Operating Income	-1.3	1.9	-5.0	-6.0	-	4.5	1.5	-21.1%
Operating Income Margin	-	2.1%	-	-	-	3.8%	1.4%	-0.7pt
Sales in Units (Thousands)	6,600	18,710	6,690	4,840	-26.7%	23,290	20,000	+6.9%
R&D expense / Content Production expense	8.0	18.1	9.0	8.4	+5.0%	22.1	-	-

《Shipment Data / Plan: Home Video Game Software》 *Number of titles reflects products which began sales in the period
(Number of titles by platform in based on SKU)

Breakdown by Region	FY Ended March 2011				FY Ending March 2012							
	Results Through 2Q		Full Year Results		Initial Forecasts Through 2Q (announced on May 13)		Results Through 2Q		Initial Full Year Forecasts (announced on May 13)		Revised Full Year Forecasts (announced on Oct 31)	
	# 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	5 (5)	1,240	15 (17)	2,630	7 (8)	1,180	5 (6)	1,060	19 (25)	3,360	-	-
US	7 (14)	3,200	16 (24)	7,830	8 (18)	2,430	5 (14)	1,650	17 (32)	9,240	-	-
Europe	8 (14)	2,150	20 (30)	8,230	8 (19)	3,070	6 (16)	2,120	17 (34)	10,680	-	-
Total	20 (33)	6,600	51 (71)	18,710	23 (45)	6,690	16 (36)	4,840	53 (91)	23,290	-	20,000

Breakdown by Platform	FY Ended March 2011				FY Ending March 2012							
	Results Through 2Q		Full Year Results		Initial Forecasts Through 2Q (announced on May 13)		Results Through 2Q		Initial Full Year Forecasts (announced on May 13)		Revised Full Year Forecasts (announced on Oct 31)	
	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)
PS3	5	620	9	1,350	8	1,420	8	1,120	23	4,620	-	-
Wii	6	340	9	1,600	8	630	8	390	11	3,600	-	-
Xbox360	5	580	13	1,780	10	1,230	10	680	18	3,080	-	-
NDS	4	410	9	1,590	7	460	6	290	7	610	-	-
3DS	-	-	3	360	9	500	2	30	20	4,150	-	-
PSP	9	1,130	13	2,030	2	380	1	200	6	1,080	-	-
PC	4	130	15	1,620	1	40	1	20	6	1,140	-	-
Catalogue	-	3,350	-	8,340	-	2,010	-	2,090	-	4,950	-	-
Total	33	6,600	71	18,710	45	6,690	36	4,840	91	23,290	-	20,000

Consumer Business

《Major Titles / Home Video Game Software》

Title	Region	Platform	Sales (Thousands units)
Captain America: Super Soldier	(Europe / US)	PS3, Xbox360, Wii, DS	450
RISE OF NIGHTMARES	(Japan / Europe / US)	Xbox360	200
Sakatsuku7 EURO PLUS	(Japan)	PSP	200

《Major Titles/Other Game Contents》

Title		Platform
Kingdom Conquest	Download (Charging for specific items)	iOS
Ryu ga Gotoku Mobile for GREE	SNS	GREE

《Registered Users for “777 Town” / Other Game Contents 》

Title		Registered Users (in thousands)
Sammy 777 Town	Mobile Phones	670
777 Town.net	PC	170

* 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.