

FY Ending March 2013 Interim Results Presentation



November 5th, 2012
SEGA SAMMY HOLDINGS INC.

[Disclaimer]

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.

FY Ending March 2013

【Interim Results】

Results Highlight	3
Major Business Measures	4
Consolidated Income Statements (Summary)	5
Cost and Expenses	6
Consolidated Balance Sheet(Summary)	7
Segment Results	
<u>Segment Results</u> : Pachislot and Pachinko Machines	8
<u>Segment Results</u> : Amusement Machine Sales	11
<u>Segment Results</u> : Amusement Center Operations	13
<u>Segment Results</u> : Consumer Business	15

【Full Year Forecasts】

Major Business Measures	20
Consolidated Income Statements(Summary)	21
Cost and Expenses	22
Segment Forecasts	
<u>Segment Forecasts</u> : Pachislot and Pachinko Machines	23
<u>Segment Forecasts</u> : Amusement Machine Sales	26
<u>Segment Forecasts</u> : Amusement Center Operations	28
<u>Segment Forecasts</u> : Consumer Business	29
Appendix	33

FY Ending March 2013 Interim Results



SEGA-SAMMY
HOLDINGS

Results Highlights

Net Sales / Profits		<ul style="list-style-type: none"> ▪ Net sales 136.5 billion yen, Operating income 7.8 billion yen, Net income 3.8 billion yen ▪ Year-on-year, sales and profits decreased ▪ Upward revision of interim forecasts of operating income, ordinary income on October 15
Segment breakdown	Pachislot and Pachinko Machines	<ul style="list-style-type: none"> ▪ Year-on-year, sales and profits decreased ▪ Pachislot unit sales increased compared to the results of the previous fiscal year ▪ Pachinko unit sales decreased compared to the results of the previous fiscal year
	Amusement Machine Sales	<ul style="list-style-type: none"> ▪ Year-on-year, sales and profits decreased ▪ Solid distribution of earnings due to utilization of revenue sharing model
	Amusement Center Operations	<ul style="list-style-type: none"> ▪ Decreased sales and profits year-on-year ▪ SEGA domestic same-store sales performed at a lower level year-on-year
	Consumer Business	<ul style="list-style-type: none"> ▪ Sales increased year-on-year, and the loss was reduced ▪ Sales of packaged software performed at a lower level year-on-year due to title reductions
	Other	<ul style="list-style-type: none"> ▪ Sales increased year-on-year due to the conversion of Phoenix Resort Co.,Ltd. into a wholly owned subsidiary

◆ Completed acquisition of treasury stocks

< Total number of shares acquired >

- Total number of shares acquired: 10,000,000 shares
- Total acquisition costs: 16,192,991,300 yen
- Acquisition period: From June 7, 2012 through July 31, 2012

< Total number of Treasury Stocks >

⇒ Total number of issued and outstanding shares:

266,229,476 shares (as of September 30, 2012.)

⇒ Total number of Treasury Stocks:

24,676,747 shares (as of September 30, 2012.)

Consolidated Income Statements(Summary)

(JPY Billion)	FY Ended March 2011	FY Ended March 2012	FY Ending March 2013			
	Results Through 2Q	Results Through 2Q	Initial Forecasts Through 2Q (announced on May 11)	Results Through 2Q	YoY Change	
Net Sales	217.8	152.6	163.0	136.5	-10.6%	
Breakdown	Pachislot and Pachinko Machines	134.2	74.8	83.5	54.3	-27.4%
	Amusement Machine Sales	19.6	19.3	19.0	18.7	-3.1%
	Amusement Center Operations	23.6	23.2	23.0	21.7	-6.5%
	Consumer Business	38.7	33.4	31.0	35.3	+5.7%
	Other	1.5	1.6	6.5	6.3	+293.8%
Operating Income	46.8	15.1	2.5	7.8	-48.3%	
Breakdown	Pachislot and Pachinko Machines	47.6	20.6	11.7	10.4	-49.5%
	Amusement Machine Sales	1.9	1.5	-0.7	0.8	-46.7%
	Amusement Center Operations	1.1	1.6	1.5	0.8	-50.0%
	Consumer Business	-1.3	-6.0	-6.0	-0.7	-
	Other	0.1	0.2	-0.5	-0.1	-
	Eliminations	-2.7	-2.9	-3.5	-3.2	-
	Operating Income Margin	21.5%	9.9%	1.5%	5.7%	-4.2pt
Ordinary Income	46.0	14.7	2.0	7.2	-51.0%	
Extraordinary Gain	2.8	1.1	-	0.3	-	
Extraordinary Loss	3.6	5.3	-	0.3	-	
Net Income	24.3	3.9	3.5	3.8	-2.6%	
Dividend Per Share (JPY)	20	20	20	20	-	
Earnings Per Share (JPY)	96.66	15.79	14.22	15.74	-	
Net Assets Per Share (JPY)	1,031.45	1,115.46	-	1,125.09	-	

Costs and Expenses

(JPY Billion)	FY Ended March 2011	FY Ended March 2012	FY Ending March 2013		
	Results Through 2Q	Results Through 2Q	Initial Forecasts Through 2Q (announced on May 11)	Results Through 2Q	YoY Change
R&D expense / Content Production Expense	18.6	19.7	22.3	19.1	-3.0%
Cap-ex	6.5	9.4	27.9	21.6	+129.8%
Depreciation	7.3	6.4	7.7[※]	7.4	+15.6%
Advertising	7.3	7.6	9.5	5.6	-26.3%

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

Consolidated Balance Sheet(Summary)

(JPY billion) 【 Assets 】				【 Liabilities and Net Assets 】			
Account	End of Previous Fiscal Year	End of 2Q	Change	Account	End of Previous Fiscal Year	End of 2Q	Change
Cash and Deposits	127.7	121.5	-6.2	Accounts Payable	59.9	28.7	-31.2
Accounts Receivable	73.5	40.3	-33.2	Corporate Bond	23.5	23.4	-0.1
Securities	66.5	37.4	-29.1	Short Term Borrowings	10.1	11.5	+1.4
Inventories	34.5	37.1	+2.6	Other	38.8	29.7	-9.1
Other	25.4	23.4	-2.0				
				Total Current Liabilities	132.3	93.3	-39.0
Total Current Assets	327.6	259.7	-67.9	Corporate Bond	11.9	15.1	+3.2
Tangible Fixed Assets	78.1	86.4	+8.3	Long Term Debt	25.0	32.8	+7.8
Intangible Fixed Assets	21.3	22.5	+1.2	Other	31.7	31.8	+0.1
Investment Securities	52.7	55.0	+2.3				
Other	17.7	24.6	+6.9	Total Noncurrent Liabilities	68.6	79.7	+11.1
				Total Liabilities	201.0	173.1	-27.9
				Shareholders Equity	298.4	281.9	-16.5
				Total accumulated other comprehensive income	-5.3	-10.1	-4.8
				Warrants	0.9	1.0	+0.1
				Minority Interest	2.2	2.4	+0.2
Total Noncurrent Assets	169.8	188.5	+18.7	Total Net Assets	296.3	275.2	-21.1
Total Assets	497.4	448.3	-49.1	Total Liabilities and Net Assets	497.4	448.3	-49.1

Summary of Results Through 2Q	(JPY billion)			
	End of Previous Fiscal Year	End of 2Q	Difference	
<ul style="list-style-type: none"> ■ Current Assets : Down 67.9 billion yen, primarily to the decrease of accounts receivable etc. ■ Fixed Assets : Up 18.7 billion yen, due to a construction of new plant and investment to the Paradise Sega Sammy ■ Current ratio : 278.3% (+30.8pt) ■ Equity ratio : 60.6% (+1.7pt) 	Total assets	497.4	448.3	-49.1
	Net assets	296.3	275.2	-21.1
	Equity ratio	58.9%	60.6%	+1.7pt
	Current ratio	247.5%	278.3%	+30.8pt

Segment Results: Pachislot and Pachinko Machines

(JPY billion)	FY Ended March 2011	FY Ended March 2012	FY Ending March 2013		
	Results Through 2Q	Results Through 2Q	Initial Forecasts Through 2Q (announced on May 11)	Results Through 2Q	YoY Change
Net Sales	134.2	74.8	83.5	54.3	-27.4%
Pachislot	65.9	15.4	53.7	36.1	+134.4%
Pachinko	67.0	56.9	27.4	14.8	-74.0%
Other	1.3	2.5	2.4	3.4	+36.0%
Operating Income	47.6	20.6	11.7	10.4	-49.5%
Operating Income Margin	35.5%	27.5%	14.0%	19.2%	-8.3pt
Unit Sales (Pachislot)	201,402	52,769	179,000	108,604	+105.8%
Unit Sales (Pachinko)	198,230	181,589	103,000	57,749	-68.2%

Summary of Results Through 2Q

Overall	<ul style="list-style-type: none"> ■ Year-on-year sales and profits decreased ■ A portion of sales-related expenses did not occur due to change in sales schedule
Pachislot	<ul style="list-style-type: none"> ■ Number of titles launched and units sold in results through second quarter decreased compared to initial projections due to the revision of sales schedules for some titles ■ Sales of launched titles are solid ⇒ Sammy “Pachislot Ring ni Kakero 1 -The Twelve Gods of Greek Series-”
Pachinko	<ul style="list-style-type: none"> ■ Although there was no launch of mainstay titles, launch of several other titles was conducted ⇒ Sammy “Pachinko CR SOUTEN-NO-KEN TENJU” and “Pachinko CR Virtua Fighter REVOLUTION” ⇒ TAIYO ELEC “CR Chameleon”

Segment Results: Pachislot

Shipment Data: Pachislot

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

Pachislot	FY Ended March 2011	FY Ended March 2012	FY Ending March 2013	
	Results Through 2Q	Results Through 2Q	Initial Forecasts Through 2Q (announced on May 11)	Results Through 2Q
 Sammy	2titles	2titles	4titles	3titles
	116,407units	20,005units	105,000units	69,209units
 RODEO	1title	1title	1title	0title
	49,976units	23,465units	73,000units	38,663units
 TAIYO ELEC	1title	1title	1title	0title
	35,019units	9,299units	1,000units	732units
Total	4titles	4titles	6titles	3titles
	201,402units	52,769units	179,000units	108,604units



Major Titles / Pachislot

Brand	Title	Total Sales	Installed From
 Sammy	Pachislot Ring ni Kakero 1 -The Twelve Gods of Greek Series-	25,236units	September

“Pachislot Ring ni Kakero 1
-The Twelve Gods of Greek Series-”
(Sammy)

©Masami Kurumada/Shueisha, Toei Animation ©Sammy

Segment Results: Pachinko

Shipment Data: Pachinko

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

Pachinko	FY Ended March 2011	FY Ended March 2012	FY Ending March 2013	
	Results Through 2Q	Results Through 2Q	Initial Forecasts Through 2Q (announced on May 11)	Results Through 2Q
 Sammy	6titles	4titles	3titles	5titles
	169,874units	153,818units	50,000units	45,119units
 TAIYO ELEC	2titles	3titles	5titles	4titles
	28,356units	27,771units	53,000units	12,630units
Total	8titles	7titles	8titles	9titles
	198,230units	181,589units	103,000units	57,749units
Board+Frame	137,649units	118,311units	39,450units	8,678units
Board	60,581units	63,278units	63,550units	49,071units



“ Pachinko CR SOUTEN-NO-KEN TENJU ”
(Sammy)

© Tetsuo Hara&Buronson 2001,Approved No.YSB-104 ©Sammy



“ CR Chameleon ”
(TAIYO ELEC)

©Atsushi Kase KODANSHA ©TAIYO ELEC

Major Titles / Pachinko

Brand	Title	Total Sales	Installed from
 Sammy	Pachinko CR SOUTEN-NO-KEN TENJU	19,378units	September
 TAIYO ELEC	CR Chameleon	4,987units	August
 Sammy	Pachinko CR Virtua Fighter REVOLUTION	4,332units	August

Segment Results : Amusement Machine Sales

(JPY billion)	FY Ended March 2011	FY Ended March 2012	FY Ending March 2013		
	Results Through 2Q	Results Through 2Q	Initial Forecasts Through 2Q (announced on May 11)	Results Through 2Q	YoY Change
Net Sales	19.6	19.3	19.0	18.7	-3.1%
Domestic	17.7	17.1	16.9	16.0	-6.4%
Overseas	1.9	2.2	2.1	2.7	+22.7%
Operating Income	1.9	1.5	-0.7	0.8	-46.7%
Operating Income Margin	9.7%	7.8%	-	4.3%	-3.5pt
R&D expense / Content Production Expense	3.7	4.3	4.4	3.7	-14.0%

Summary of Results Through 2Q

- Year-on-year sales and profits decreased
- No plans of selling mainstay titles
- Sales of new titles such as “**maimai**” are solid
- Solid distribution of earnings due to utilization of revenue sharing model is continuing

Segment Results : Amusement Machine Sales

Major Titles

(JPY billion)

Title		Sales
StarHorse3 Season I A NEW LEGEND BEGINS.	Medal Game	1.4
WORLD CLUB Champion Football Series	Trading Card Game	1.0
maimai	Video Game	0.9

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



“ maimai ”

©SEGA



“ StarHorse3 Season I A NEW LEGEND BEGINS. ”

©SEGA

Segment Results : Amusement Center Operations

(JPY billion)	FY Ended March 2011	FY Ended March 2012	FY Ending March 2013		
	Results Through 2Q	Results Through 2Q	Initial Forecasts Through 2Q (announced on May 11)	Results Through 2Q	YoY Change
Net Sales	23.6	23.2	23.0	21.7	-6.5%
Operating Income	1.1	1.6	1.5	0.8	-50.0%
Operating Income Margin	4.7%	6.9%	6.5%	3.7%	-3.2pt
SEGA Same Store Sales Comparisons	99.9%	101.2%	98.8%	93.8%	-
Domestic Facilities	252facilities	248facilities	238facilities	238facilities	-
SEGA	Opened	1 facility	2facilities	1 facility	-
	Closed	7facilities	3facilities	4facilities	-
	Total	211facilities	205facilities	196facilities	196facilities
Other	Opened	1 facility	1 facility	0facility	-
	Closed	3facilities	0facility	0facility	-
	Total	41facilities	43facilities	42facilities	42facilities
Overseas Facilities	11facilities	3facilities	3facilities	3facilities	-
Cap-ex	1.9	2.4	5.7	5.4	+125.0%
Depreciation	2.6	2.3	1.8^{**}	2.1	-8.7%

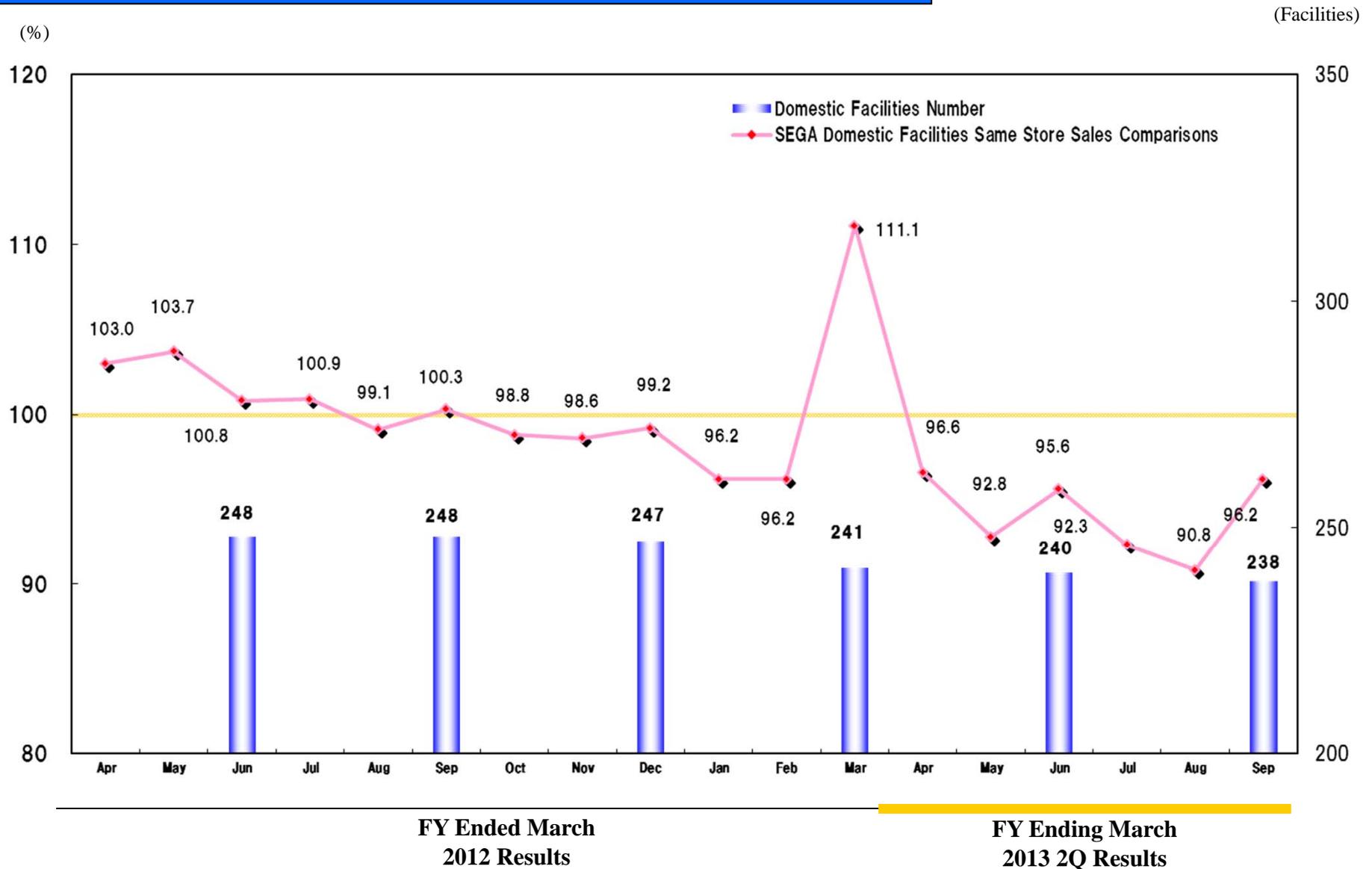
※ We've made a correction to the forecasts of the depreciation cost due to error in counting.

Summary of Results Through 2Q

- Year-on-year sales and profits decreased
- Primarily sales of prize category were weak
- SEGA domestic same-store sales comparison: Results through 2Q: 93.8% (July: 92.3%, August: 90.8%, September: 96.2%)
- Number of Domestic Facilities: End of 2Q: 238 facilities (Opening: 1, Closures: 4)

Segment Results : Amusement Center Operations

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



Segment Results : Consumer Business

(JPY billion)	FY Ended March 2011	FY Ended March 2012	FY Ending March 2013		
	Results Through 2Q	Results Through 2Q	Initial Forecasts Through 2Q (announced on May 11)	Results Through 2Q	YoY Change
Net Sales	38.7	33.4	31.0	35.3	+5.7%
Packaged Games	27.8	24.4	9.8	14.4	-
Digital Games	6.2	4.5	12.9	13.0	-
Toy	5.3	4.6	4.0	3.9	-13.3%
Animation	-0.6	-0.1	4.1	4.2	-8.7%
Others / Elimination	-	-	0.2	-0.2	-
Operating Income	-1.3	-6.0	-6.0	-0.7	-
Operating Income Margin	-	-	-	-	-
Units Sales (Thousands)	6,600	4,840	1,770	2,760	-43.0%
R&D expense / Content Production Expense	8.0	8.4	6.5	6.6	-21.4%
Cap-ex	2.1	3.6	5.8	4.6	+27.8%
Depreciation	1.6	1.7	2.9	2.4	+41.2%

Summary of Results Through 2Q

Overall	<ul style="list-style-type: none"> ■ Year-on-year sales increased and loss reduced ■ Previously announced projections as operating expense such as advertising expenses decreased.
Packaged Games	<ul style="list-style-type: none"> ■ Overseas: Repeat sales of “Mario & Sonic at the London 2012 Olympic Games™” launched in the previous period and solid sales of “London 2012: The Official Video Game of the Olympic Games” launched in 1Q ■ Domestic: Solid sales of new titles such as “HATSUNE MIKU – Project DIVA – f” and other distributed titles ■ As a result of the impact of reducing the number of titles as a measure of structural reform in the U.S. and Europe, units sales of packaged games performed at a lower level year-on-year
Digital Games	<ul style="list-style-type: none"> ■ Full-scale digital content development <ul style="list-style-type: none"> ⇒ Strong in service of mainstay title of this period “Phantasy Star Online 2” (Surpassed 1 million registered IDs; average of 60,000 users logged on at all times) ⇒ “Kingdom Conquest” for iOS and Android surpassed 3 million downloads and continues to be solid ⇒ Introduction of new titles including “The Clan Battle of Fate” a joint development title with Pokelabo, Inc. ■ Reinforcement of conversion of pachinko/pachislot game sites for mobile phones/PCs to smartphones (launched iPhone version service)
Toy	<ul style="list-style-type: none"> ■ Solid sales of mainstay products such as “Jewelpod Diamond”
Animation	<ul style="list-style-type: none"> ■ Solid distribution of earnings from the 16th movie in the Detective Conan series: “Detective Conan: The Eleventh Striker” ■ Solid sales in television program and video distribution

Segment Results : Consumer Business

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		FY Ending March 2013			
	Results through 2Q		Results through 2Q		Initial Forecasts Through 2Q (announced on May 11)		Results through 2Q	
	# 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	5 (6)	1,060	6 (7)	580	6(7)	640
US	7 (14)	3,200	5 (14)	1,650	2 (3)	410	2(4)	1,160
Europe	8 (14)	2,150	6 (16)	2,120	1 (3)	770	1(3)	960
Total	20 (33)	6,600	16 (36)	4,840	9 (13)	1,770	9(14)	2,760

Breakdown by Platform	FY Ended March 2011		FY Ended March 2012		FY Ending March 2013			
	Results through 2Q		Results through 2Q		Initial Forecasts Through 2Q (announced on May 11)		Results through 2Q	
	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)
PS3	5	620	8	1,120	5	380	5	420
Wii	6	340	8	390	0	0	0	0
Xbox360	5	580	10	680	3	210	3	300
NDS	4	410	6	290	0	0	0	0
3DS	-	-	2	30	1	20	1	10
PSP	9	1,130	1	200	0	0	0	0
PSV	-	-	-	-	3	260	3	250
PC	4	130	1	20	1	70	2	40
Catalogue	-	3,350	-	2,090	-	810	-	1,720
Total	33	6,600	36	4,840	13	1,770	14	2,760

Segment Results : Consumer Business

Major Titles / Packaged Games

Title (Region)	Platform	Sales Results (thousand units)	Sold From
London 2012: The Official Video Game of the Olympic Games (Europe / US)	PS3,Xbox360,PC	660	June
HATSUNE MIKU -Project DIVA- f (Japan)	PSV	230	August



“London 2012: The Official Video Game of the Olympic Games”

TM IOC/USOC 36USC220506. Copyright © 2012 International Olympic Committee (“IOC”). All rights reserved. This video game is the property of the IOC and may not be copied, republished, stored in a retrieval system or otherwise reproduced or transmitted, in whole or in part, in any form or by any means whatsoever without the prior written consent of the IOC.



“HATSUNE MIKU -Project DIVA- f”
© SEGA / © Crypton Future Media, Inc. www.crypton.net

Major Titles / Digital Games

Titles	Platform	Time of Release and Service Starts
Phantasy Star Online 2	PC	July
Kingdom Conquest	iOS,Android	Two fiscal periods ago
The Clan Battle of Fate	iOS,Android	July



“Phantasy Star Online 2”

©SEGA

FY Ending March 2013 Full Year Forecasts



SEGA-SAMMY
HOLDINGS

■ Progression of Resort Complex Development (Joint Venture with Paradise Group)

- Name of developer: Paradise Sega Sammy
- Location: IBC-I 2nd Phase District, Woonseo-dong, Jung-gu, Incheon, Korea (land adjacent to Incheon International Airport)
- Overview of business: Development of resort complex comprised of casinos, hotels, shopping malls, convention centers, offices, etc.
- Site area: 336,000m²
- Opening period (planned): 2016
- Total investment amount (planned): 800 billion W (of which, 140 billion W of investment by SEGA SAMMY)
- Share of stocks hold by SEGA SAMMY: 45%

Consolidated Income Statements(Summary)

(JPY billion)		FY Ended March 2011	FY Ended March 2012	FY Ending March 2013		
		Full Year Results	Full Year Results	Results Through 2Q	Initial Full Year Forecasts (announced on May 11)	YoY Change
Breakdown	Net Sales	396.7	395.5	136.5	470.0	+18.8%
	Pachislot and Pachinko Machines	212.0	212.1	54.3	286.5	+35.1%
	Amusement Machine Sales	47.2	49.9	18.7	40.5	-18.8%
	Amusement Center Operations	45.6	44.6	21.7	44.5	-0.2%
	Consumer Business	88.8	85.6	35.3	85.0	-0.7%
	Other	2.8	3.0	6.3	13.5	+350.0%
Breakdown	Operating Income	68.7	58.3	7.8	66.0	+13.2%
	Pachislot and Pachinko Machines	64.2	71.0	10.4	70.0	-1.4%
	Amusement Machine Sales	7.3	7.4	0.8	1.3	-82.4%
	Amusement Center Operations	0.3	0.3	0.8	1.0	+233.3%
	Consumer Business	1.9	-15.1	-0.7	0.5	-
	Other	0.0	0.2	-0.1	-0.5	-
	Eliminations	-5.1	-5.4	-3.2	-6.3	-
	Operating Income Margin	17.3%	14.7%	5.7%	14.0%	-0.7pt
	Ordinary Income	68.1	58.1	7.2	65.0	+11.9%
	Extraordinary Gain	3.7	3.3	0.3	-	-
	Extraordinary Loss	14.3	18.5	0.3	-	-
	Net Income	41.5	21.8	3.8	40.0	+83.5%
	Dividend Per Share (JPY)	40	40	20	40	-
	Earning Per Share (JPY)	163.19	86.73	15.74	164.20	-
	Net Assets Per Share (JPY)	1,093.23	1,167.59	1,125.09	-	-

Costs and Expenses Forecasts

(JPY billion)	FY Ended March 2011	FY Ended March 2012	FY Ending March 2013		
	Full Year Results	Full Year Results	Results Through 2Q	Initial Full Year Forecasts (announced on May 11)	YoY Change
R&D Expense / Content Production Expense	41.1	53.3	19.1	45.2	-15.2%
Cap-ex	19.6	36.1	21.6	41.0	+13.6%
Depreciation	15.9	16.1	7.4	18.9 [※]	+17.4%
Advertising	15.1	17.2	5.6	18.3	+6.4%

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

Segment Forecasts: Pachislot and Pachinko Machines

(JPY billion)	FY Ended March 2011	FY Ended March 2012	FY Ending March 2013		
	Full Year Results	Full Year Results	Results Through 2Q	Initial Full Year Forecasts (announced on May 11)	YoY Change
Net Sales	212.0	212.1	54.3	286.5	+35.1%
Pachislot	94.9	104.3	36.1	143.9	+38.0%
Pachinko	113.9	101.8	14.8	137.5	+35.1%
Other	3.2	6.0	3.4	5.1	-15.0%
Operating Income	64.2	71.0	10.4	70.0	-1.4%
Operating Income Margin	30.3%	33.5%	19.2%	24.4%	-9.1pt
Unit Sales (Pachislot)	302,270	300,866	108,604	473,000	+57.2%
Unit Sales (Pachinko)	343,188	332,288	57,749	450,000	+35.4%

Full Year Forecasts	
Overall	<ul style="list-style-type: none"> ■ Focus on expansion of sales of titles for pachislot and pachinko machines and improve profitability by reusing components ■ Starting up of operations at Sammy's new plant and distribution center
Pachislot	<ul style="list-style-type: none"> ■ Plans for sales of several mainstay titles ⇒ Sammy "Pachislot GHOST IN THE SHELL -STAND ALONE COMPLEX-" (2nd half)
Pachinko	<ul style="list-style-type: none"> ■ Sales of several mainstay titles ⇒ Sammy "Pachinko CR Shin-Juoh" (December) ⇒ Taiyo Elec "CR USAGI -Yasei no touhai-" (December)

Segment Forecasts : Pachislot

Pachislot Sales Forecasts

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

Pachislot	FY Ended March 2011	FY Ended March 2012	FY Ending March 2013	
	Full Year Results	Full Year Results	Results Through 2Q	Initial Full Year Forecasts (announced on May 11)
Sammy	5titles	4titles	3titles	8titles
	144,884units	204,687units	69,209units	336,000units
RODEO	3titles	3titles	0title	3titles
	120,719units	82,474units	38,663units	133,000units
TAIYO ELEC	2titles	4titles	0title	2titles
	36,667units	13,705units	732units	4,000units
Total	10titles	11titles	3titles	13titles
	302,270units	300,866units	108,604units	473,000units

PACHISLOT
攻殻機動隊
STAND ALONE COMPLEX



“ Pachislot GHOST IN THE SHELL ”
-STAND ALONE COMPLEX-
(Sammy)

Based on the manga “KOUKAKUKIDOUTAI” by Shirow Masamune originally serialized in the Weekly Young Magazine published by KODANSHA LTD.
©Shirow Masamune•Production I.G/KODANSHA All Rights Reserved.

Major Title

Brand	Title	Installed from
Sammy	Pachislot GHOST IN THE SHELL -STAND ALONE COMPLEX-	2 nd half
TAIYO ELEC	DOKABEN	October

Segment Forecasts : Pachinko

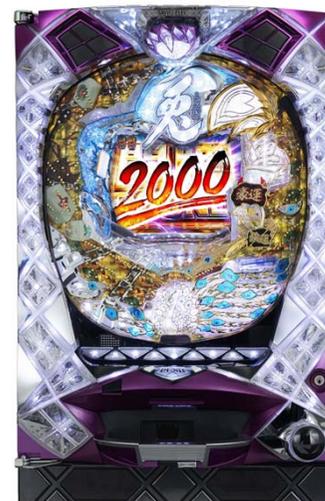
Pachinko Sales Forecasts

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

Pachinko	FY Ended March 2011	FY Ended March 2012	FY Ending March 2013	
	Full Year Results	Full Year Results	Results Through 2Q	Initial Full Year Forecasts (announced on May 11)
 Sammy	9titles	9titles	5titles	8titles
	297,411units	276,617units	45,119units	342,000units
 TAIYO ELEC	3titles	5titles	4titles	7titles
	45,777units	55,671units	12,630units	108,000units
Total	12titles	14titles	9titles	15titles
	343,188units	332,288units	57,749units	450,000units
Board + Frame	245,442units	158,266units	8,678units	309,500units
Board	97,746units	174,022units	49,071units	140,500units



“ Pachinko CR Shin-Juoh ”
(Sammy)
©Sammy



“ CR USAGI -Yasei no touhai- ”
(TAIYO ELEC)

©伊藤誠/竹書房 ©TAIYO ELEC

Major Title

Brand	Title	Installed from
 Sammy	Pachinko CR Shin-Juoh	December
 TAIYO ELEC	CR USAGI -Yasei no touhai-	December

Segment Forecasts : Amusement Machine Sales

(JPY billion)	FY Ended March 2011	FY Ended March 2012	FY Ending March 2013		
	Full Year Results	Full Year Results	Results Through 2Q	Initial Full Year Forecasts (announced on May 11)	YoY Change
Net Sales	47.2	49.9	18.7	40.5	-18.8%
Domestic	42.7	43.9	16.0	35.1	-20.0%
Overseas	4.5	6.0	2.7	5.4	-10.0%
Operating Income	7.3	7.4	0.8	1.3	-82.4%
Operating Income Margin	15.5%	14.8%	4.3%	3.2%	-11.6pt
R&D expense / Content Production Expense	9.1	9.3	3.7	8.3	-10.8%

Full Year Forecasts

- Forecasting decreased sales and profits year-on-year due to there being no plans of selling mainstay titles
- Introduction of CVT kits for several titles: “SENGOKU-TAISEN” (October), “INITIAL D ARCADE STAGE 6 AA” (November)
- Contribution of earnings due to utilization of revenue sharing model is continuing

Major Title

Title		To be installed from
SENGOKU-TAISEN	Trading Card Game	October
INITIAL D ARCADE STAGE 6 AA	Video Game	November



“SENGOKU-TAISEN”

©SEGA

Segment Forecasts : Amusement Center Operations

(JPY billion)	FY Ended March 2011	FY Ended March 2012	FY Ending March 2013			
	Full Year Results	Full Year Results	Results Through 2Q	Initial Full Year Forecasts (announced on May 11)	YoY Change	
Net Sales	45.6	44.6	21.7	44.5	-0.2%	
Operating Income	0.3	0.3	0.8	1.0	+233.3%	
Operating Income Margin	0.7%	0.7%	3.7%	2.2%	+1.5pt	
SEGA Same Store Sales Comparisons	99.3%	100.5%	93.8%	99.0%	-	
Domestic Facilities	249facilities	241facilities	238facilities	237facilities	-4facilities	
SEGA	Opened	2facilities	3facilities	1facility	6facilities	-
	Closed	13facilities	10facilities	4facilities	9facilities	-
	Total	206facilities	199facilities	196facilities	196facilities	-3facilities
Other	Opened	4facilities	2facilities	0facility	1 facility	-
	Closed	4facilities	2facilities	0facility	2facilities	-
	Total	43facilities	42facilities	42facilities	41facilities	-1facility
Overseas Facilities	10facilities	3facilities	3facilities	3facilities	-	
Cap-ex	7.7	8.3	5.4	9.7	+16.9%	
Depreciation	6.1	6.1	2.1	4.3*	-29.5%	

※Note: Number of facilities of AG Square brand and Bee brand are included in "Other" (Number of SEGA brand facilities are included in "SEGA")

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

Full Year Forecasts

- Forecasting decreased sales, but increased profits year-on-year
- Establish "Sega Entertainment" and integrate amusement center operations within the group (SEGA, AG Square, SEGA BeeLINK)
- Domestic same-store sales comparison: Full-year: 99.0%

Segment Forecasts : Consumer Business

(.JPY billion)	FY Ended March 2011	FY Ended March 2012	FY Ending March 2013		
	Full Year Results	Full Year Results	Results Through 2Q	Initial Full Year Forecasts (announced on May 11)	YoY Change
Net Sales	88.8	85.6	35.3	85.0	-0.7%
Packaged Games			14.4	32.2	-
Digital Games	67.1	66.4	13.0	32.2	-
Toy	12.0	8.9	3.9	9.4	+5.6%
Animation	10.9	10.4	4.2	10.8	+3.8%
Others / Elimination	-1.2	-0.1	-0.2	0.4	-
Operating Income	1.9	-15.1	-0.7	0.5	-
Operating Income Margin	2.1%	-	-	0.6%	-
Units Sales (Thousands)	18,710	17,240	2,760	8,940	-48.1%
R&D expense / Content Production Expense	18.1	29.3	6.6	16.9	-42.3%
Cap-ex	4.8	10.7	4.6	9.6	-10.3%
Depreciation	3.5	4.0	2.4	6.5	+62.5%

Full Year Forecasts

Overall	<ul style="list-style-type: none"> Forecasting decreased sales year-on-year, but return to profitability
Packaged Games	<ul style="list-style-type: none"> Overseas: Planning launch of “Sonic & All-Stars Racing Transformed” and “Football Manager 2013” etc. Domestic: Planning launch of “Ryu ga Gotoku 5: Yume,Kanaeshimono” Forecasting units sales of packaged games performing at a lower level year-on-year as a result of the impact of reducing the number of titles as a measure of structural reform in the U.S. and Europe
Digital Games	<ul style="list-style-type: none"> Enhance digital content development <ul style="list-style-type: none"> ⇒Continue developing the mainstay title of this period “Phantasy Star Online 2” into multi-platform ⇒Planning service launch of “Kingdom Conquest II” the sequel to the mainstay title “Kingdom Conquest” ⇒Planning introduction of several new titles such as “Hatsune Miku Live Stage Producer” Reinforcement of efforts such as developing a version of pachinko/pachislot game sites for mobile phones/PCs: “777townSP for GooglePlay” for Smartphone (service launched October 4)
Toy	<ul style="list-style-type: none"> Focus on expanding sales of domestic mainstay products such as “Anpanman Words Book DX” and “Jewelpod Diamond”
Animation	<ul style="list-style-type: none"> Forecasting increased earnings resulting from the distribution of the movie “ANPANMAN: Revive Banana Island!” Forecasting improvement in profitability resulting from the improvement of production efficiency

Segment Forecasts : Consumer Business

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 2011		FY Ended March 2012		FY Ending March 2013			
	Full Year Results		Full Year Results		Results through 2Q		Initial Full Year Forecasts (announced on May 11)	
	# 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	15 (17)	2,630	16 (24)	2,800	6(7)	640	11 (13)	2,060
US	16 (24)	7,830	14 (29)	6,140	2(4)	1,160	7 (13)	2,850
Europe	20 (30)	8,230	15 (33)	8,290	1(3)	960	6 (14)	4,020
Total	51 (71)	18,710	45 (86)	17,240	9(14)	2,760	24 (40)	8,940

Breakdown by Platform	FY Ended March 2011		FY Ended March 2012		FY Ending March 2013			
	Full Year Results		Full Year Results		Results through 2Q		Initial Full Year Forecasts (announced on May 11)	
	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)
PS3	9	1,350	19	2,450	5	420	12	2,430
Wii	9	1,600	11	3,050	0	0	0	0
Xbox360	13	1,780	16	1,540	3	300	7	1,540
NDS	9	1,590	7	370	0	0	0	0
3DS	3	360	18	1,790	1	10	3	380
PSP	13	2,030	7	1,110	0	0	2	250
PSV	-	-	3	150	3	250	8	600
PC	15	1,620	5	950	2	40	8	1,560
Catalogue	-	8,340	-	5,800	-	1,720	-	2,180
Total	71	18,710	86	17,240	14	2,760	40	8,940

Segment Forecasts : Consumer Business

Major Titles / Packaged Games

Title (Region)	Platform	To Be Sold From
Sonic & All-Stars Racing Transformed (Europe / US)	PS3,Xbox360,WiiU,PSV,3DS	November/December
Football Manager 2013 (Europe / US)	PC	October
Ryu ga Gotoku 5: Yume,Kanaeshimono(Japan)	PS3	December



“Sonic & All-Stars Racing Transformed”

@SEGA



“Ryu ga Gotoku 5: Yume,Kanaeshimono”

©SEGA

Segment Forecasts : Consumer Business

Major Titles / Digital Games

Title (Region)	Platform	To Be Sold From
Kingdom Conquest II	iOS	December
Hatsune Miku Live Stage Producer	iOS,Android	November
Dragon Coins	iOS	November
Quest of Planet	iOS	December



“Kingdom Conquest II”

©SEGA

Appendix



SEGA-SAMMY
HOLDINGS

◆ 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	1,259,924
Pachislot Machine Market Size (JPY Million)	490,959	502,501	247,860	225,869	286,700	375,054

◆ 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	2,602,760
Pachinko Machine Market Size (JPY Million)	898,646	868,623	921,338	985,227	886,914	825,714

◆ 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	3,862,684
Total Machine Market Size (JPY Million)	1,389,605	1,371,124	1,169,198	1,211,096	1,173,614	1,200,768

	2006	2007	2008	2009	2010	2011	
Total Number of Pachinko Halls	14,674	13,585	12,937	12,652	12,479	12,323	
Break Down	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									
1	Y Company	172,000	18.8%	Sammy	162,932	21.3%	Sammy	302,270	30.9%	Sammy	300,866	23.9%
2	S Company	133,714	14.6%	S Company	104,266	13.6%	D Company	117,000	11.9%	D Company	200,000	15.9%
3	Sammy	123,286	13.5%	U Company	100,000	13.1%	S Company	116,424	11.9%	Y Company	196,000	15.6%
4	H Company	68,000	7.4%	Y Company	73,000	9.5%	H Company	111,000	11.3%	U Company	172,000	13.7%
5	K Company	59,000	6.5%	K Company	60,000	7.8%	U Company	103,000	10.5%	S Company	96,158	7.6%

◆ Share of Annual Pachinko Machine Sales

Rank	2008			2009			2010			2011		
	Manufacturer	Units Sold	Share									
1	S Company	810,000	24.3%	S Company	600,000	18.0%	S Company	653,000	22.5%	K Company	485,000	18.6%
2	S Company	451,941	13.5%	S Company	572,464	17.2%	S Company	424,533	14.6%	S Company	360,805	13.9%
3	Sammy	391,831	11.7%	K Company	426,000	12.8%	Sammy	343,188	11.8%	Sammy	332,288	12.8%
4	N Company	349,000	10.5%	N Company	395,000	11.9%	K Company	322,000	11.1%	S Company	332,000	12.8%
5	K Company	340,000	10.2%	Sammy	360,171	10.8%	N Company	296,000	10.2%	N Company	255,000	9.8%

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	223.4	219.1	196.2	169.6	173.2	184.8
Amusement Facilities Operations Net Sales	702.9	678.1	573.1	504.3	495.8	487.5
Market Size of Amusement	926.2	897.2	769.3	673.9	668.9	672.3

	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	531.0
Hardware shipment	958.1	2,087.7	1,908.3	1,490.8	1,126.9	926.5
Total Home Video Game Market Scale	1,632.2	2,936.3	2,932.6	2,249.4	1,797.4	1,457.5

Source: 2012CESA Games White Paper

Past Operating Results

From FY Ended March 2009 to FY Ending March 2013

*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/2013/e_201303_2qtransition.xls)

(JPY billion)	FY Ended March 2009	FY Ended March 2010	FY Ended March 2011		FY Ended March 2012				FY Ending March 2013	
	Full Year Results	Full Year Results	Results Through 2Q	Full Year Results	Results Through 1Q	Results Through 2Q	Results Through 3Q	Full Year Results	Results Through 1Q	Results Through 2Q
Net Sales	429.1	384.6	217.8	396.7	65.3	152.6	311.6	395.5	69.9	136.5
Breakdown										
Pachislot and Pachinko Machines	161.6	160.3	134.2	212.0	29.9	74.8	177.5	212.1	33.7	54.3
Amusement Machines Sales	61.9	45.1	19.6	47.2	7.6	19.3	34.0	49.9	8.3	18.7
Amusement Center Operations	71.3	54.7	23.6	45.6	10.9	23.2	33.9	44.6	10.0	21.7
Consumer Business	131.3	121.5	38.7	88.8	16.0	33.4	63.5	85.6	14.9	35.3
Other	2.9	2.8	1.5	2.8	0.7	1.6	2.4	3.0	2.8	6.3
Operating Income	8.3	36.7	46.8	68.7	2.9	15.1	64.3	58.3	5.4	7.8
Breakdown										
Pachislot and Pachinko Machines	14.5	29.5	47.6	64.2	7.1	20.6	67.4	71.0	7.8	10.4
Amusement Machines Sales	6.8	7.0	1.9	7.3	0.1	1.5	5.0	7.4	0.2	0.8
Amusement Center Operations	-7.5	-1.3	1.1	0.3	0.6	1.6	1.2	0.3	0.4	0.8
Consumer Business	-0.9	6.3	-1.3	1.9	-3.8	-6.0	-5.5	-15.1	-1.5	-0.7
Other	0.3	0.3	0.1	0.0	0.0	0.2	0.2	0.2	-0.1	-0.1
Eliminations	-4.9	-5.2	-2.7	-5.1	-1.1	-2.9	-4.2	-5.4	-1.3	-3.2
Operating Margin	1.9%	9.5%	21.5%	17.3%	4.4%	9.9%	20.6%	14.7%	7.7%	5.7%
Ordinary Income	6.6	35.9	46.0	68.1	3.2	14.7	63.4	58.1	4.6	7.2
Ordinary Income Margin	1.5%	9.3%	21.1%	17.2%	4.9%	9.6%	20.3%	14.7%	6.6%	5.3%
Net Income	-22.8	20.2	24.3	41.5	-2.2	3.9	34.3	21.8	2.5	3.8
Net Income Margin	-	5.3%	11.2%	10.5%	-	2.6%	11.0%	5.5%	3.6%	2.8%
R&D expense / content production expense	59.6	41.5	18.6	41.1	11.0	19.7	31.5	53.3	9.2	19.1
Cap-ex	26.6	16.1	6.5	19.6	4.4	9.4	27.8	36.1	11.1	21.6
Depreciation	26.6	17.1	7.3	15.9	2.9	6.4	10.7	16.1	3.2	7.4
Advertising	20.7	20.7	7.3	15.1	3.1	7.6	12.5	17.2	2.2	5.6
# of pachislot titles	19 titles	12 titles	4 titles	10 titles	1title	4 titles	7 titles	11 titles	2 titles	3 titles
Unit sales	123,286 units	162,932 units	201,402 units	302,270 units	7,633 units	52,769 units	228,646 units	300,866 units	80,906 units	108,604 units
# of pachinko titles	12 titles	13 titles	8 titles	12 titles	4 titles	7 titles	11 titles	14 titles	5 titles	9 titles
Unit sales	391,831 units	360,171 units	198,230 units	343,188 units	82,394 units	181,589 units	287,722 units	332,288 units	23,764 units	57,749 units
SEGA Same Store Sales Comparisons	92.4%	91.7%	99.9%	99.3%	102.5%	101.2%	100.5%	100.5%	94.6%	93.8%
Domestic Facilities	322 facilities	260 facilities	252 facilities	249 facilities	248 facilities	248 facilities	247 facilities	241 facilities	240 facilities	238 facilities
Packaged game titles	78 (122)	66 (105)	20 (33)	51 (71)	9 (21)	16 (36)	32 (66)	45 (86)	7 (12)	9 (14)
Sales (Thousand units)	29,470	26,750	6,600	18,710	2,330	4,840	12,600	17,240	1,340	2,760

