

SEGA-SAMMY
H O L D I N G S

SEGA SAMMY HOLDINGS INC.

Appendix

SEGA SAMMY HOLDINGS INC.
May 16 th, 2016

[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.

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1. Supplementary Information on the Business

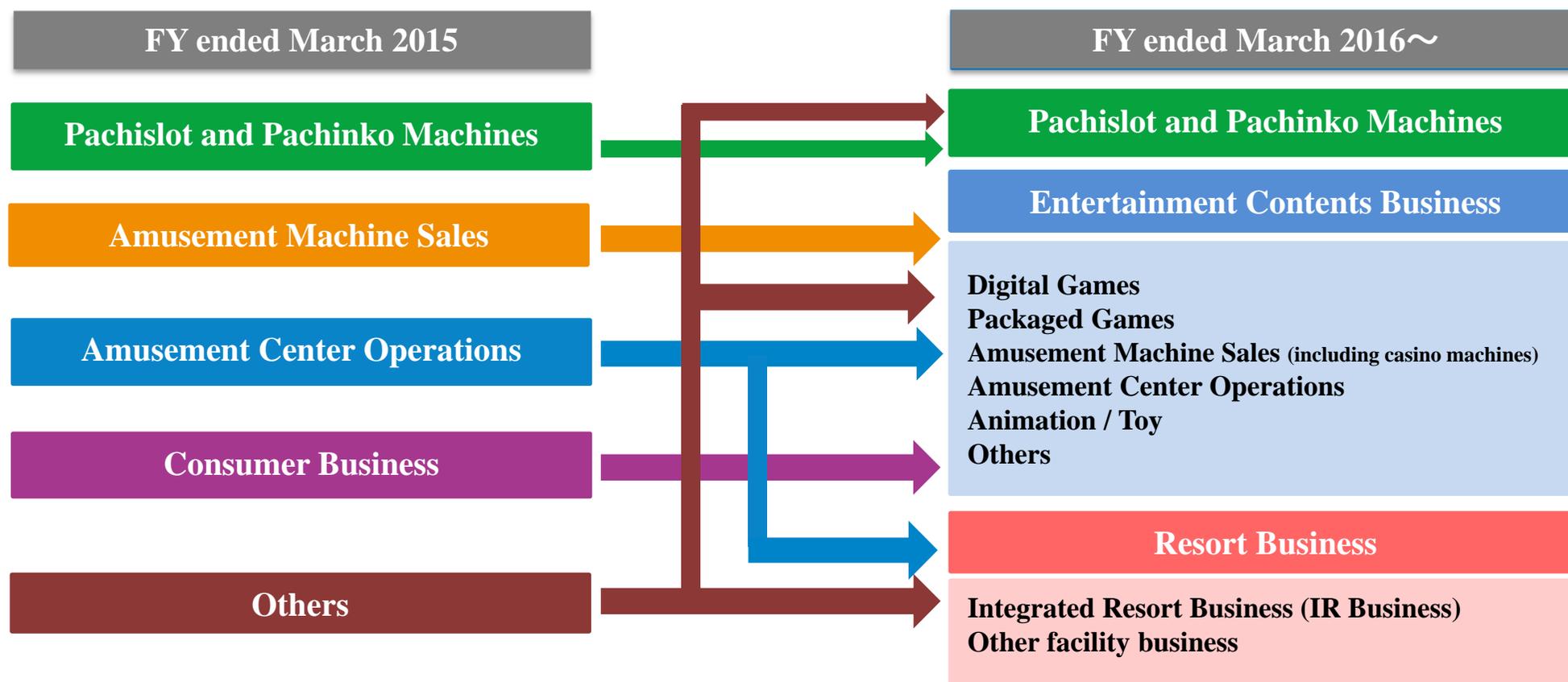
■ The SEGA SAMMY Group is a comprehensive entertainment corporate group created through the management integration of SEGA CORPORATION (currently SEGA Games Co., Ltd.), which has produced many industry-first and world-first products, and Sammy Corporation.



Since its establishment in 1975, Sammy has lived up to its “*Always Proactive, Always Pioneering*” founding principle by creating pachislot and pachinko machines with industry-leading gameplay.

Our mission is *continuing to create moving experiences* for customers worldwide. With this in mind, we will roll out entertainment across a broad spectrum of areas.

■ Change to Business segment



■ Pachislot

| | Normal (A) | A+ART (Combined) | AT·ART |
|--------------------------------------|--|---|---|
| Market Share | Sales: Approx. 10.5% Installment: Approx. 33.3% | Sales: Approx. 27.9% Installment: Approx. 10.5% | Sales: Approx. 61.6% Installment: Approx. 56.2% |
| Features | Machine type that increases put-out medals only with bonus | Combined machine type that increases put-out medals with both bonus and ART | Machine type that increases put-out medals only with AT and ART |
| Our company's products (launch year) | Pachislot ALIYAN BEGINS (2011) | Pachislot Psalms of Planets Eureka Seven (2009) Pachislot Nisemonogatari[2016] | Pachislot Hokuto No Ken Tomo(2015) |

■ How to Play Pachislot

STEP 1

Rent medals

After deciding which machine to play, the player rents special medals.

STEP 2

Enter medals, spin the reels

The player puts three or more medals into the machine's medal slot and pushes the lever to spin the reels.

STEP 3

Halt the reels

The player halts the reels by using the stop buttons on the front of the machine cabinet.

STEP 4

Depending on the figures, the halted reels show...

If the reels show the same three figures in a line, depending on the figures, the player can either spin the reels again, receive a small payout of a set number of medals, or begin a jackpot bonus game.

- ① Medal slot
- ② Credit display
- ③ Bet button
- ④ Lever
- ⑤ Main reels
- ⑥ Stop buttons
- ⑦ Payout display
- ⑧ Medal discharge
- ⑨ Tray for receiving Medals
- ⑩ Panel
- ⑪ LCD



“Pachislot Hokuto No Ken Tomo”

©Buronson&Tetsuo Hara/NSP1983
©NSP2007, Approved No. YFC-128
©Sammy



■ Pachinko

| | Max | Middle | Light-middle | Light/Easy-to-win, etc. |
|--|---|--|--|---|
| Market Share | Sales: Approx. 0% Installment: Approx. 30.1% | Sales: Approx. 38.6% Installment: Approx. 10.9% | Sales: Approx. 15.0% Installment: Approx. 16.8% | Sales: Approx. 46.4% Installment: Approx. 42.2% |
| Approximate probability of hitting a jackpot | Approx. 1/400 ~ 1/370 | Approx. 1/370 ~ 1/260 | Approx. 1/260 ~ 1/180 | Approx. 1/180 ~ |
| Features | Probability of hitting the jackpot is lowest, but can win more ball pay-out than other types. | Probability of hitting the jackpot is higher than that with Max, but cannot win as many balls pay-out as Max type. | Probability of hitting the jackpot is higher than that with Middle, but cannot win as many balls pay-out as Middle type. | Probability of hitting the jackpot is high, but cannot win many balls pay-out |
| Our company's products (launch year) | CR Hokuto No Ken 6 Ken-ou (2014) | Pachinko CR Shin Hokuto Muso (2015) | Pachinko CR HARLOCK SPACE PIRATE(2015) | Dejihane CR Bakemonogatari (2015) |

■ How to Play Pachinko

STEP 1

Rent balls

After deciding which machine to play, the player rents special balls and puts them into the machine's upper tray.



STEP 2

Shoot balls

Turning the handle on the bottom right shoots the balls. For most machines, when a ball enters the start hole underneath the LCD, the machine gives the player a chance to win a jackpot. Therefore, player uses the handle to adjust the impetus of the balls so that as many as possible enter the start hole.



STEP 3

If the player hits the jackpot...

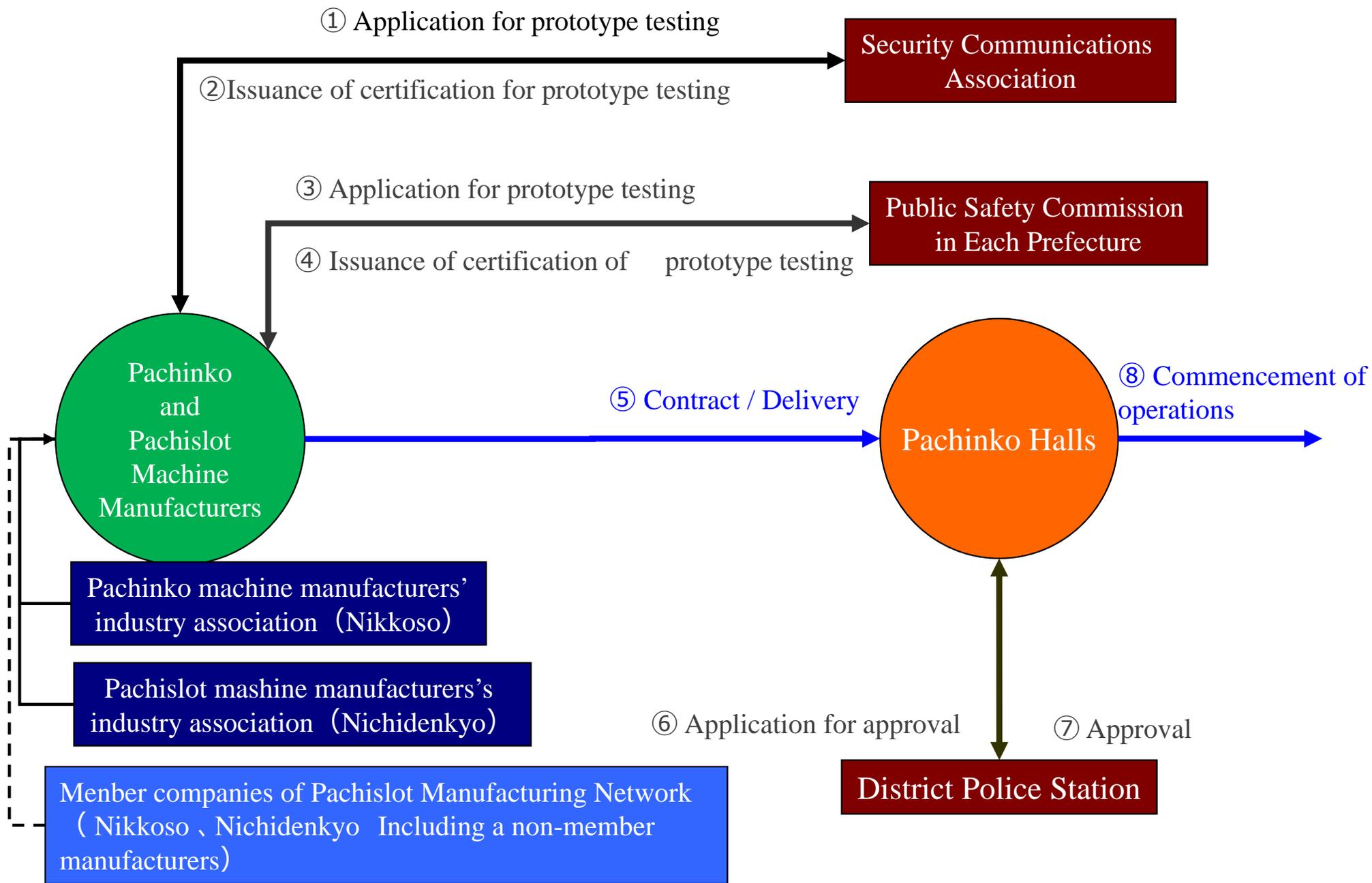
If the LCD screen shows the same three figures (numbers) in a line, the player wins the jackpot. When the player wins the jackpot, the jackpot mouth in the lower part of the machine opens, and the player continues shooting balls. If a large number of balls fill the lower tray, the player can use the ball remover to transfer the balls to a box.

- ① Handle
- ② Start hole
- ③ Jackpot mouth
- ④ LCD
- ⑤ Upper tray
- ⑥ Lower tray
- ⑦ Ball remover



“Pachinko CR Shin Hokuto Muso”

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※Constrain the mechanical conditions in the accounting of affiliation



| Digital Games | Packaged Games | Amusement Machine Sales | Amusement Center Operations | Animation / Toy |
|---|---|--|---|---|
| <ul style="list-style-type: none"> • Planning / development / operation of PC online games • Planning / development / operation of games for smart devices | <ul style="list-style-type: none"> • Planning / development / sales of game software for home video game consoles | <ul style="list-style-type: none"> • Development / production / sales, etc. of amusement machines • Development / production / sales of casino machines | <ul style="list-style-type: none"> • Planning / development / operation of amusement centers | <ul style="list-style-type: none"> • Production / sales / distribution / export of animation works • Planning / production / sales of toys |
|  <p>“PHANTASY STAR ONLINE 2”</p> <p>©SEGA</p>  <p>“CHAIN CHRONICLE – Kizuna no Shintairiku”</p> <p>© SEGA</p> |  <p>“Ryu ga Gotoku KIWAMI”</p> <p>©SEGA</p>  <p>“SHIN MEGAMITENSEI IV FINAL”</p> <p>(C) ATLUS (C) SEGA All rights reserved.</p> |  <p>“UFO Catcher 9”</p> <p>©SEGA</p>  <p>“THE MEDAL TOWER OF BABEL”</p> <p>© SEGA</p> |  <p>“SEGA LaLaport FUJIMI”</p> <p>©SEGA ENTERTAINMENT Co. Ltd.</p>  <p>“KidsBee “</p> <p>©SEGA ENTERTAINMENT Co. Ltd.</p> |  <p>“Detective Conan Sunflowers of Inferno”</p> <p>©2015 GOSHO AOYAMA / DETECTIVE CONAN COMMITTEE All Rights Reserved</p>  <p>“Jewel watch”</p> <p>©'08, '15 SANRIO / SEGA TOYS S・S / TX・JLPC</p> |

Major initiatives taken in the Resort Business

- Facility name: Phoenix Seagaia Resort
- Location: Miyazaki prefecture (Miyazaki City)
- Operating company: PHOENIX RESORT CO.,LTD.
- Overview: Resort facility which holds accommodation facilities such as “Sheraton Grande Ocean Resort,” a world-class convention center with maximum capacity of 5,000 people and sports facilities including one of Japan’s most renowned golf course “Phoenix Country Club”



- Facility name: JOYPOLIS
- Location: Tokyo (Odaiba), Osaka (Umeda), Qingdao (China), Shanghai (China)
- Operating company: SEGA LIVE CREATION Inc.
- Overview: One of the largest indoor theme parks in Japan produced under the concept of “DigitaReal” meaning fusion of “digital” and “real”



- Facility name: Orbi
- Location: Yokohama (Minato Mirai), Osaka (EXPOCITY)
- Operating company: SEGA LIVE CREATION Inc.
- Overview: Various scenes on the earth are recreated by combining footage of BBC EARTH and SEGA’s entertainment technologies. Completely new type of museum where visitors can feel the mystery of nature throughout their bodies



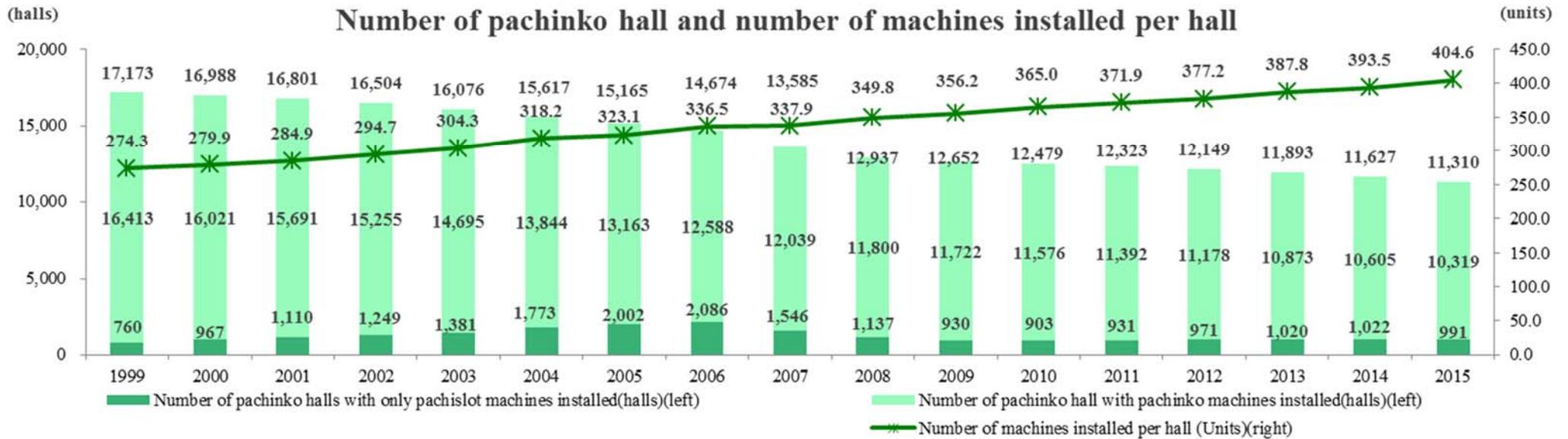
- Facility name: Paradise Casino Incheon / PARADISE CITY
- Location: South Korea (Incheon)
- Operating company: PARADISE SEGASAMMY Co., Ltd.
- Overview: Operation of Paradise Casino Incheon, South Korea’s first casino exclusively for foreigners which opened in 1967, and development of PARADISE CITY, South Korea’s first full-fledged integrated resort which is scheduled to open in the first half 2017



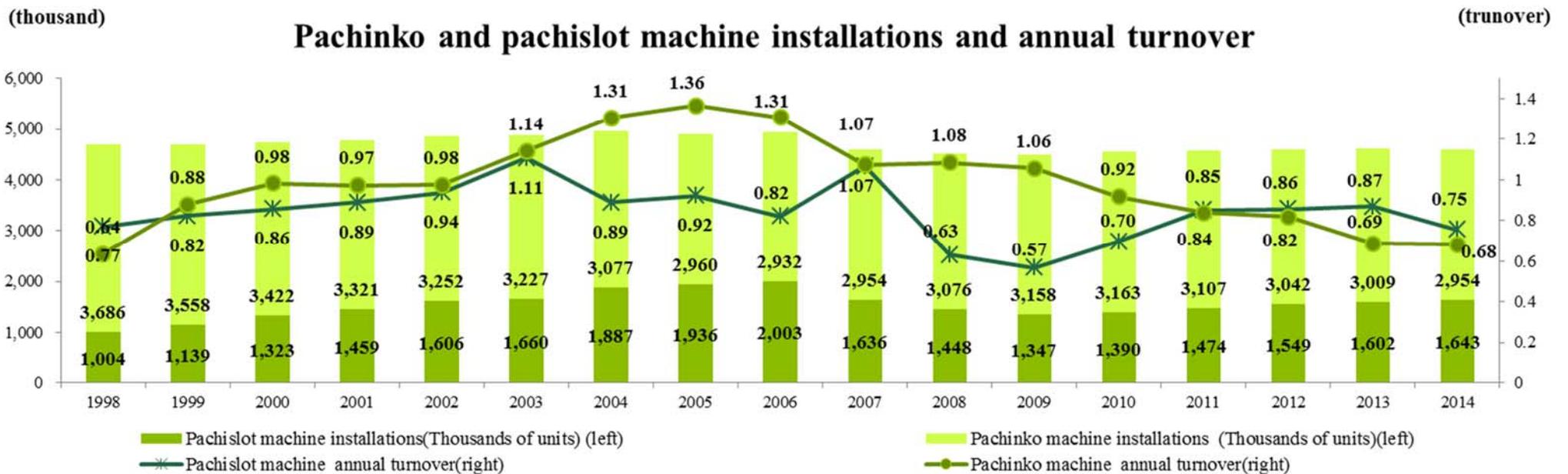
- Facility name: (to be determined)
- Location: South Korea (Busan Metropolitan City)
- Operating company: SEGASAMMY Busan Inc.
- Overview: Development and operation of large resort complex facility comprised of a hotel, entertainment and commercial facilities, etc., in Busan Metropolitan City, South Korea



2. Supplementary Information on the Market

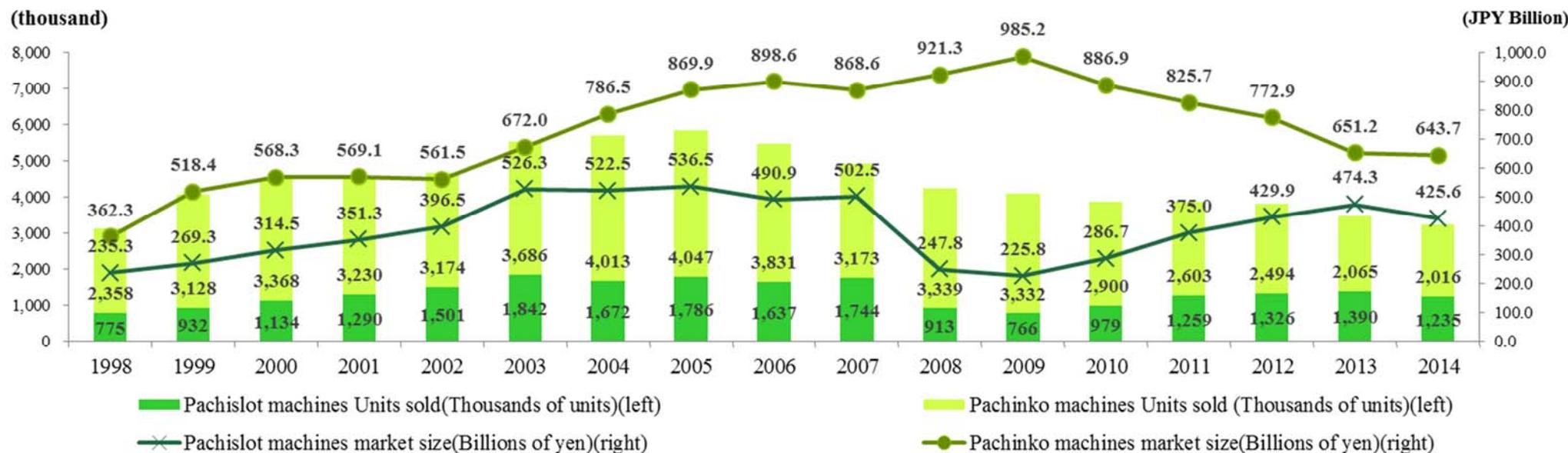


Sources : National Police Agency



Sources: National Police Agency and Yano research Institute Ltd.

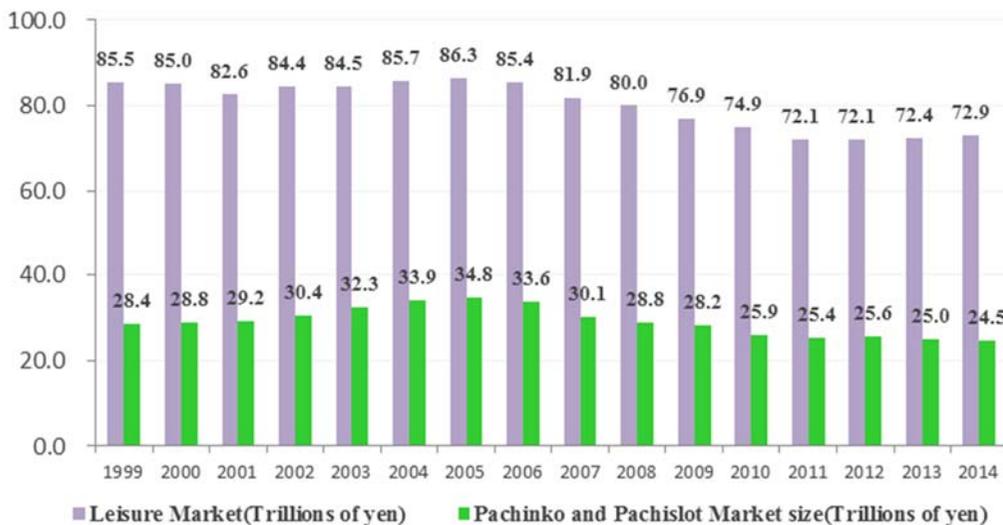
Pachinko and Pachislot machines-Unit Sales and Market Size



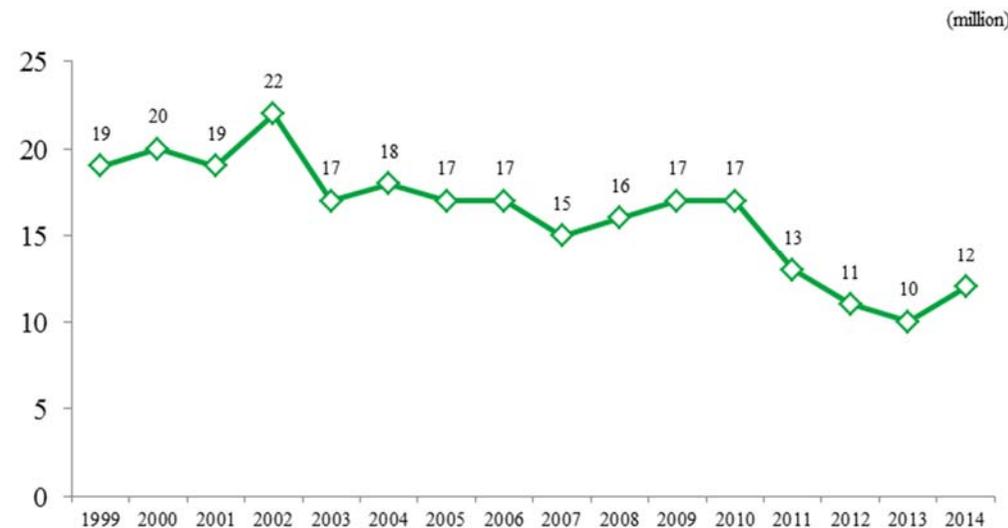
Sources: Yano research Institute Ltd.

(Trillions of yen)

Market size results

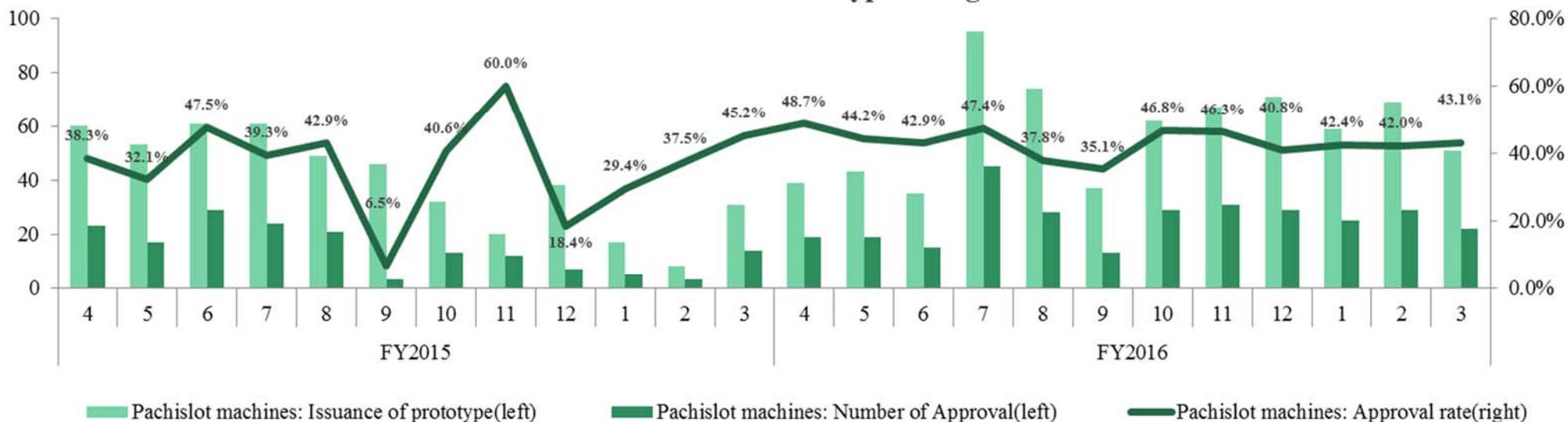


Number of players (million)

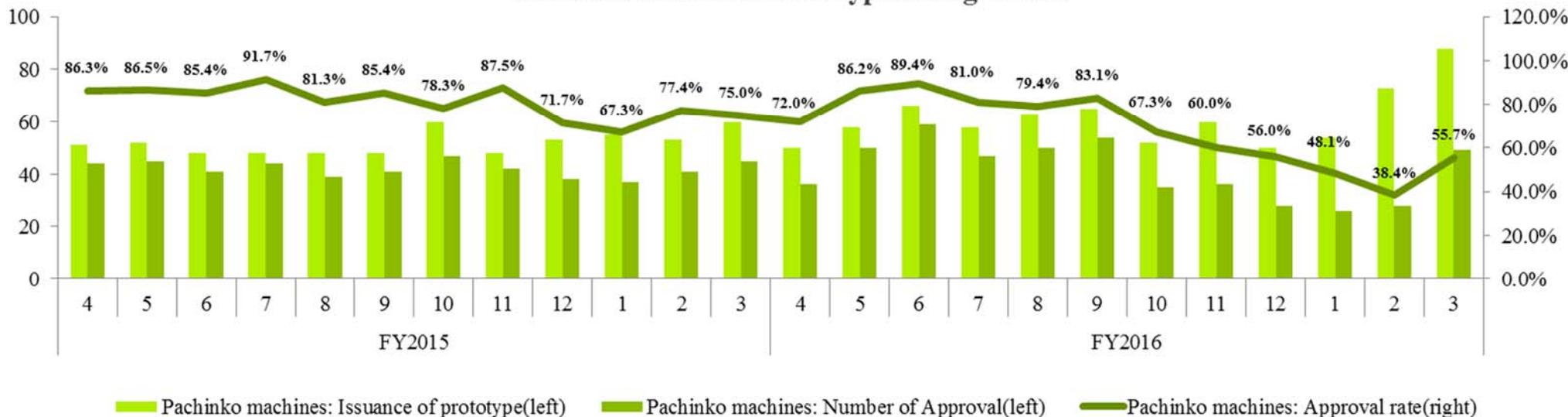


Sources : White Paper on Leisure Industry 2015, Japan Productivity Center

Pachislot machines: Prototypetesting results



Pachinko machines: Prototypetesting results



Sources: Security Communications Association



Share of Annual Pachislot Machine Sales

| Rank | 2010 | | | 2011 | | | 2012 | | | 2013 | | | 2014 | | |
|------|--------------|------------|-------|--------------|------------|-------|--------------|------------|-------|--------------|------------|-------|--------------|------------|-------|
| | Manufacturer | Units sold | Share |
| 1 | Sammy | 302,270 | 30.9% | Sammy | 300,866 | 23.9% | U Company | 236,000 | 17.8% | Sammy | 301,575 | 21.7% | Sammy | 207,828 | 16.8% |
| 2 | D Company | 117,000 | 11.9% | D Company | 200,000 | 15.9% | Sammy | 202,221 | 15.3% | U Company | 215,000 | 15.5% | U Company | 205,000 | 16.6% |
| 3 | S Company | 116,424 | 11.9% | Y Company | 196,000 | 15.6% | Y Company | 193,000 | 14.6% | H Company | 120,000 | 8.6% | D Company | 128,000 | 10.4% |
| 4 | H Company | 111,000 | 11.3% | U Company | 172,000 | 13.7% | D Company | 186,000 | 14.0% | S Company | 116,291 | 8.4% | Y Company | 108,000 | 8.7% |
| 5 | U Company | 103,000 | 10.5% | S Company | 96,158 | 7.6% | K Company | 110,000 | 8.3% | D Company | 102,000 | 7.3% | H Company | 92,763 | 7.5% |

Share of Annual Pachinko Machine Sales

| Rank | 2010 | | | 2011 | | | 2012 | | | 2013 | | | 2014 | | |
|------|--------------|------------|-------|--------------|------------|-------|--------------|------------|-------|--------------|------------|-------|--------------|------------|-------|
| | Manufacturer | Units sold | Share |
| 1 | S Company | 653,000 | 22.5% | K Company | 485,000 | 18.6% | S Company | 544,000 | 21.8% | K Company | 349,000 | 17.0% | S Company | 330,000 | 16.4% |
| 2 | S Company | 424,533 | 14.6% | S Company | 360,805 | 13.9% | K Company | 507,000 | 20.3% | S Company | 315,000 | 15.4% | S Company | 329,892 | 16.4% |
| 3 | Sammy | 343,188 | 11.8% | Sammy | 332,288 | 12.8% | H Company | 252,000 | 10.1% | S Company | 291,967 | 14.3% | K Company | 308,000 | 15.3% |
| 4 | K Company | 322,000 | 11.1% | S Company | 332,000 | 12.8% | N Company | 250,000 | 10.0% | Sammy | 200,225 | 9.8% | H Company | 252,103 | 12.5% |
| 5 | N Company | 296,000 | 10.2% | N Company | 255,000 | 9.8% | Sammy | 216,860 | 8.7% | H Company | 197,000 | 9.6% | Sammy | 242,847 | 12.0% |

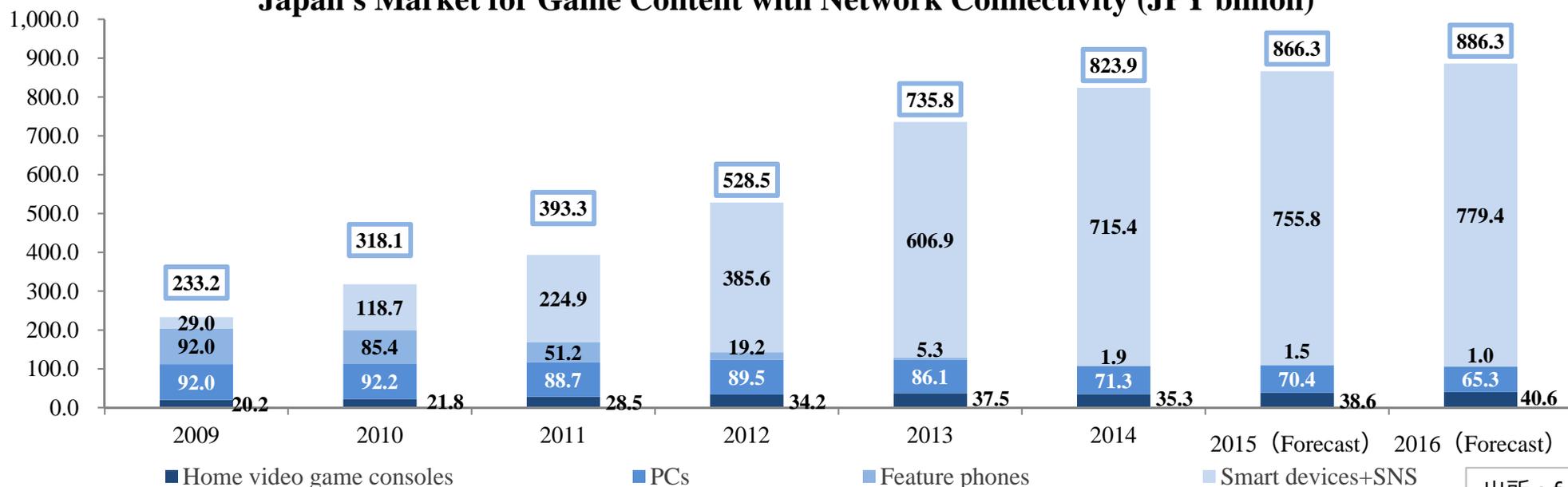
Source: Yano Research Institute Ltd.

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



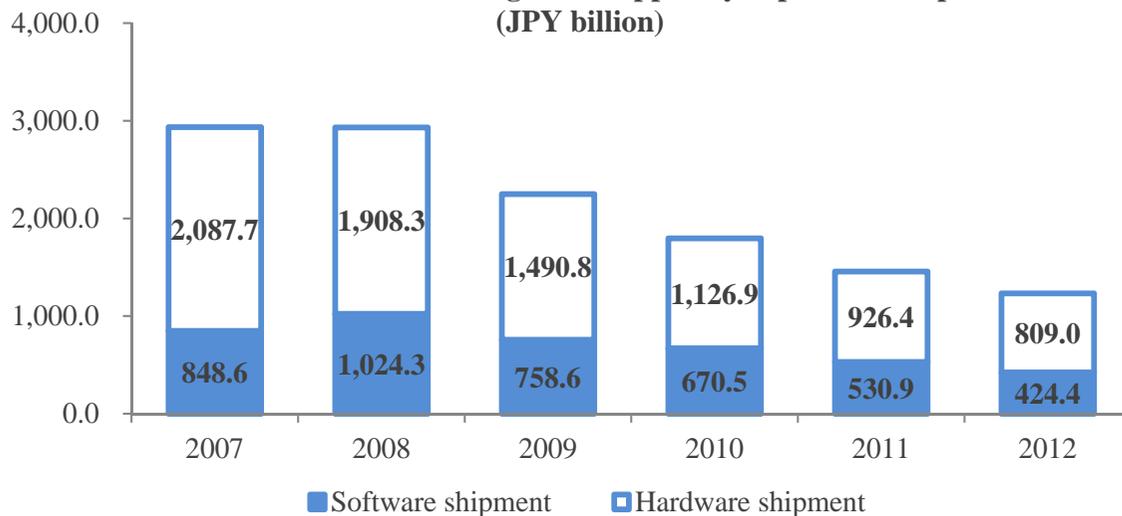
Home Video Game and Online Game Markets Scale

Japan's Market for Game Content with Network Connectivity (JPY billion)

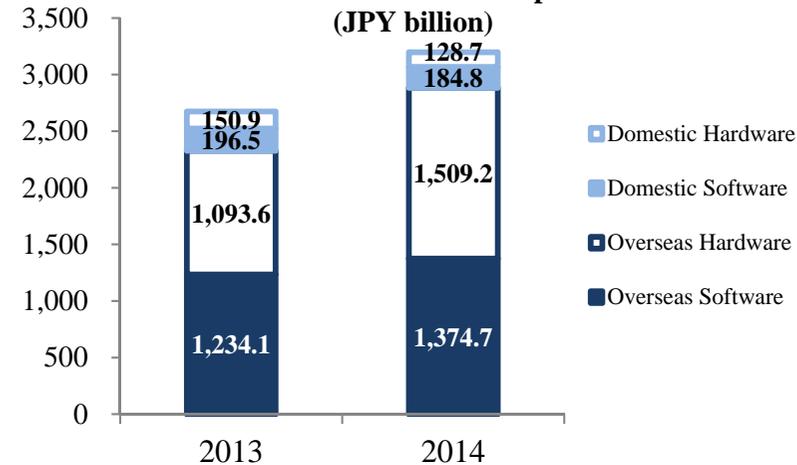


出所 : f-ism

Gross amount at household games shipped by Japanese Companies (JPY billion)



Home Video Games: Overall Shipment Scale (JPY billion)

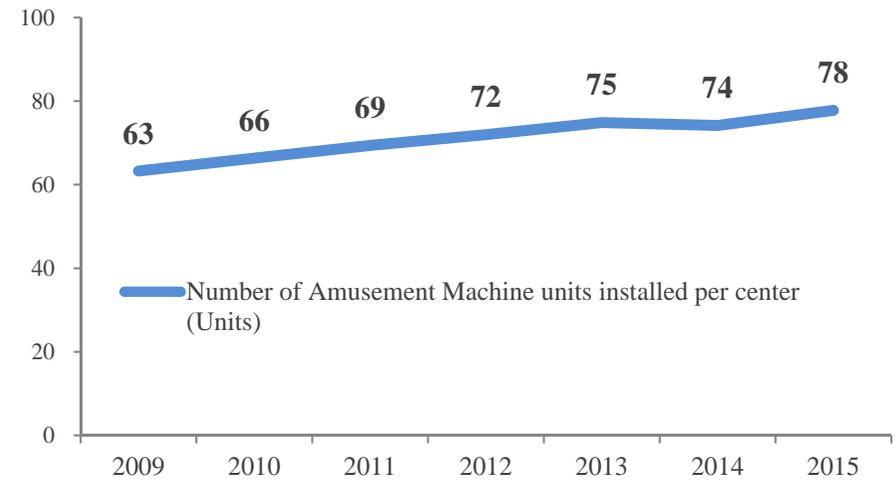
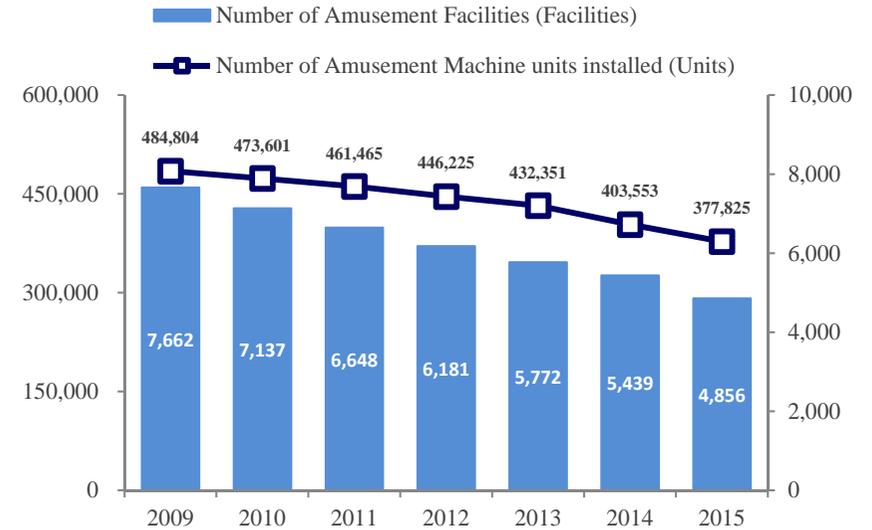
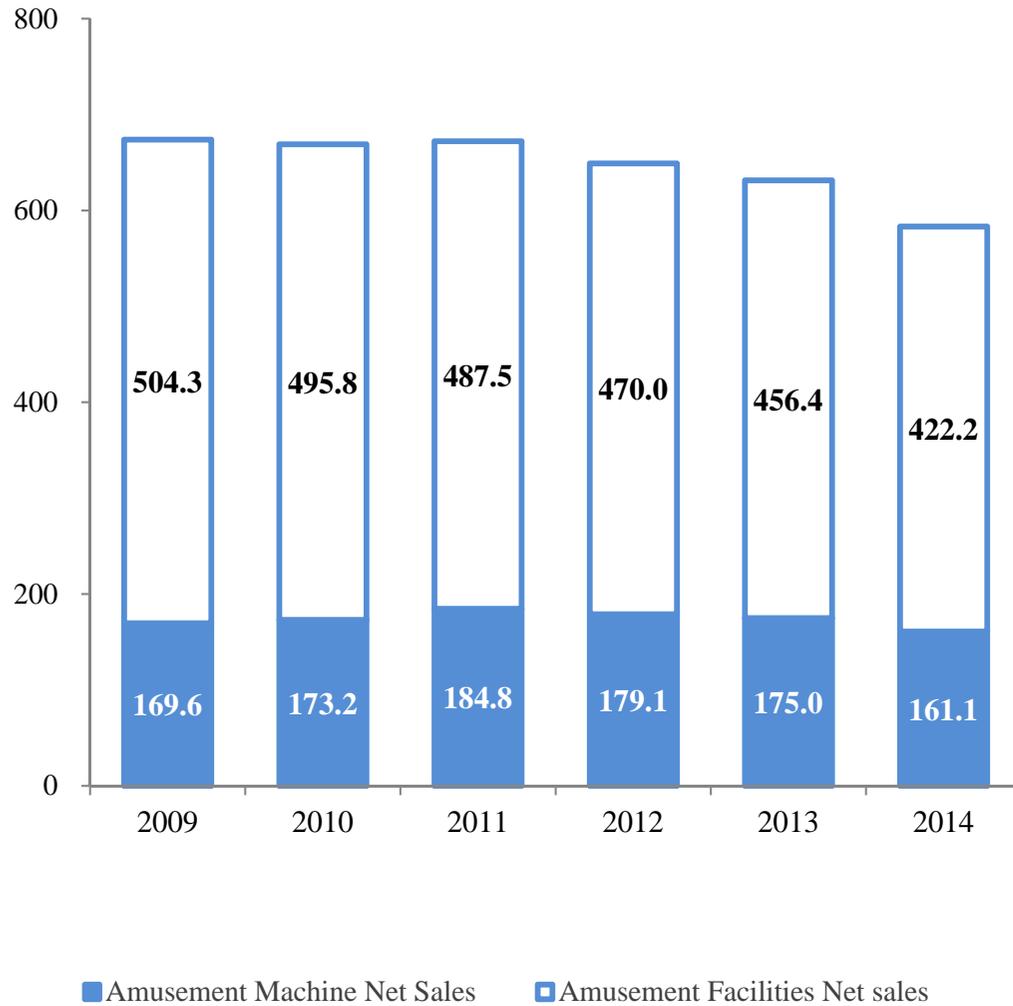


Source: CESA Games White Paper *Chart is separated from 2013 due to the change of collection method of the data.



Amusement Machine and Amusement Center Operations Markets Scale

Amusement Machine / Facilities sales (JPY billion)

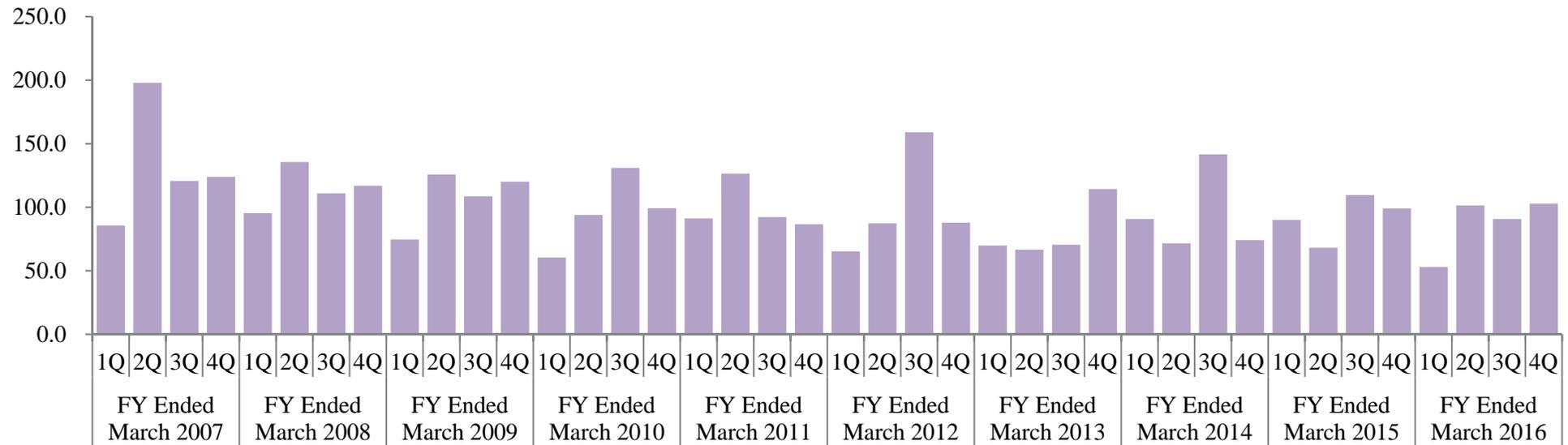


Source: JAIA, National Police Agency

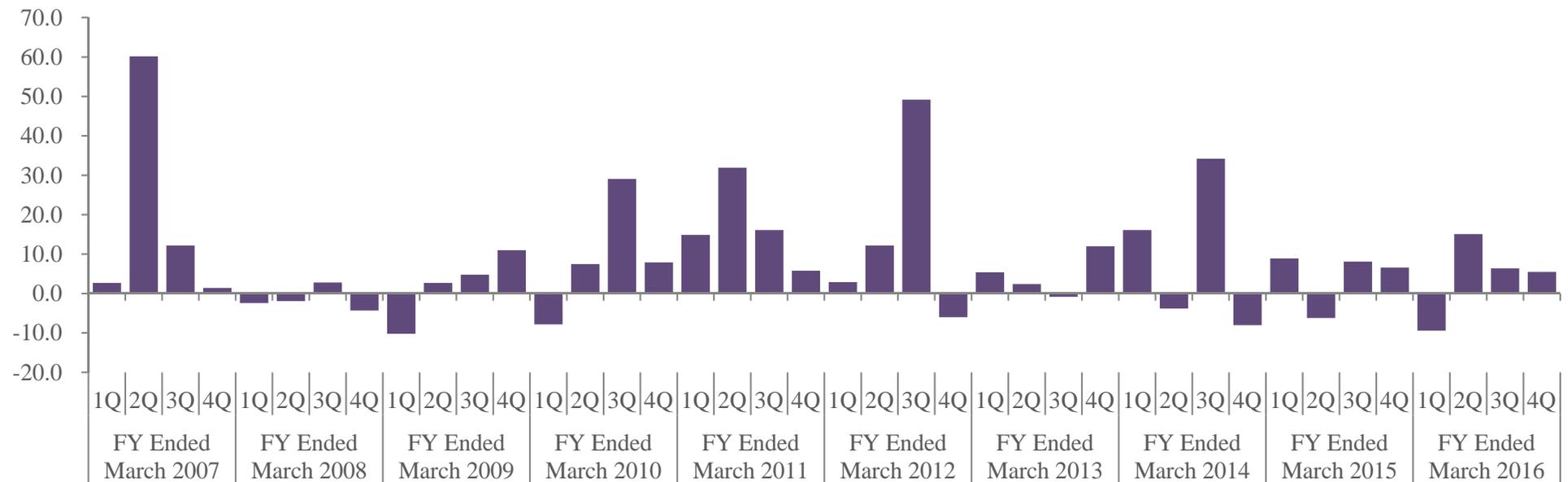
3. Past Operating Results and shareholder return

<Quarterly Operating Results>

Net Sales



Operating Income



Past Operating Results (Former Segment basis)

From FY Ended March 2005 to FY Ended March 2015

*The data in this page can be downloaded from following URL.

(http://www.segasammy.co.jp/english/ir/library/pdf/settlement/2016/e_201603_4q_transition.xls)

| (JPY billion) | FY Ended March 2005 | FY Ended March 2006 | FY Ended March 2007 | FY Ended March 2008 | FY Ended March 2009 | FY Ended March 2010 | FY Ended March 2011 | FY Ended March 2012 | FY Ended March 2013 | FY Ended March 2014 | | FY Ended March 2015 | | |
|---|---------------------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|-------------------|---------------------|-------------------|-------|
| | Full Year Results | Full Year Results | Full Year Results | Full Year Results | Full Year Results | Full Year Results | Full Year Results | Full Year Results | Full Year Results | Results Through 2Q | Full Year Results | Results Through 2Q | Full Year Results | |
| Breakdown | Net Sales | 515.6 | 553.2 | 528.2 | 458.9 | 429.1 | 384.6 | 396.7 | 395.5 | 321.4 | 162.2 | 378.0 | 154.2 | 354.9 |
| | Pachislot and Pachinko Machines | 280.1 | 265.6 | 211.5 | 145.5 | 161.6 | 160.3 | 212.0 | 212.1 | 142.2 | 71.2 | 181.8 | 60.6 | 149.1 |
| | Amusement Machines Sales | 63.3 | 71.5 | 75.4 | 71.0 | 61.9 | 45.1 | 47.2 | 49.9 | 39.1 | 18.0 | 38.6 | 18.0 | 39.6 |
| | Amusement Center Operations | 83.1 | 106.2 | 103.8 | 91.2 | 71.3 | 54.7 | 45.6 | 44.6 | 42.7 | 21.9 | 43.2 | 20.8 | 41.4 |
| | Consumer Business | 65.3 | 90.3 | 119.5 | 141.7 | 131.3 | 121.5 | 88.8 | 85.6 | 83.8 | 43.8 | 99.8 | 48.2 | 111.0 |
| | Other | 23.7 | 19.4 | 17.8 | 9.3 | 2.9 | 2.8 | 2.8 | 3.0 | 13.4 | 7.1 | 14.5 | 6.4 | 13.6 |
| | Operating Income | 105.0 | 119.1 | 76.5 | -5.8 | 8.3 | 36.7[31.0] | 68.7 | 58.3 | 19.0 | 12.3 | 38.5 | 3.4 | 17.6 |
| Breakdown | Pachislot and Pachinko Machines | 103.9 | 99.8 | 71.1 | 8.4 | 14.5 | 29.5 | 64.2 | 71.0 | 23.5 | 15.1 | 45.2 | 7.3 | 25.7 |
| | Amusement Machines Sales | 7.4 | 12.1 | 11.6 | 7.1 | 6.8 | 7.0[5.4] | 7.3 | 7.4 | 1.9 | -0.0 | -1.2 | 0.1 | -2.5 |
| | Amusement Center Operations | 5.4 | 9.2 | 0.1 | -9.8 | -7.5 | -1.3[-1.4] | 0.3 | 0.3 | 1.1 | 0.2 | 0.0 | -0.2 | -0.9 |
| | Consumer Business | -8.8 | 1.9 | 1.7 | -5.9 | -0.9 | 6.3[2.4] | 1.9 | -15.1 | -0.7 | 1.1 | 2.0 | 0.9 | 4.0 |
| | Other | -0.5 | -1.7 | -1.3 | -0.0 | -0.3 | 0.3 | 0.0 | 0.2 | -0.4 | -0.4 | -1.2 | -1.0 | -2.0 |
| | Eliminations | -2.3 | -2.3 | -6.7 | -5.5 | -4.9 | -5.2 | -5.1 | -5.4 | -6.3 | -3.6 | -6.4 | -3.7 | -6.5 |
| Operating Margin | 20.4% | 21.5% | 14.5% | - | 1.9% | 9.5%[8.1%] | 17.3% | 14.7% | 5.9% | 7.6% | 10.2% | 2.2% | 5.0% | |
| Ordinary Income | 104.4 | 119.5 | 81.2 | -8.2 | 6.6 | 35.9[30.2] | 68.1 | 58.1 | 20.9 | 14.2 | 40.5 | 3.3 | 16.9 | |
| Ordinary Income Margin | 20.2% | 21.6% | 15.4% | - | 1.5% | 9.3%[7.9%] | 17.2% | 14.7% | 6.5% | 8.8% | 10.7% | 2.1% | 4.8% | |
| Net Income | 50.5 | 66.2 | 43.4 | -52.4 | -22.8 | 20.2[14.5] | 41.5 | 21.8 | 33.4 | 11.3 | 30.7 | -2.0 | -11.2 | |
| Net Income Margin | 9.8% | 12.0% | 8.2% | - | - | 5.3%[3.8%] | 10.5% | 5.5% | 10.4% | 7.0% | 8.1% | - | - | |
| R&D expense / content production expense *3 | 41.5 | 36.3 | 52.1 | 65.3 | 59.6 | 41.5[47.2] | 41.1 | 53.3 | 45.2 | 25.1 | 59.2 | 28.4 | 67.6 | |
| Cap-ex | 32.4 | 38.5 | 36.6 | 50.4(*1) | 26.6 | 16.1 | 19.6 | 36.1 | 32.8 | 22.6 | 38.1 | 14.7 | 28.7 | |
| Depreciation *4 | 17.7 | 21.8 | 28.0 | 45.6(*2) | 26.6 | 17.1 | 15.9 | 16.1 | 18.1 | 7.5 | 16.1 | 8.1 | 17.6 | |
| Advertising *5 | 11.8 | 18.9 | 22.2 | 22.8 | 20.7 | 20.7 | 15.1 | 17.2 | 13.1 | 7.6 | 16.0 | 10.0 | 19.1 | |
| # of pachislot titles | 9 titles | 14 titles | 17 titles | 22 titles | 19 titles | 12 titles | 10 titles | 11 titles | 8 titles | 3 titles | 9 titles | 4 titles | 6 titles | |
| Unit sales | 676,933 units | 607,106 units | 523,422 units | 380,688 units | 123,286 units | 162,932 units | 302,270 units | 300,866 units | 202,221 units | 143,171 units | 301,575 units | 92,998 units | 207,828 units | |
| # of pachinko titles | 8 titles | 8 titles | 14 titles | 9 titles | 12 titles | 13 titles | 12 titles | 14 titles | 14 titles | 4 titles | 10 titles | 9 titles | 14 titles | |
| Unit sales | 233,049 units | 288,895 units | 132,981 units | 108,184 units | 391,831 units | 360,171 units | 343,188 units | 332,288 units | 216,860 units | 54,955 units | 200,225 units | 86,453 units | 242,847 units | |
| Same Store Sales Comparisons | 98.5% | 103.3% | 95.8% | 89.0% | 92.4% | 91.7% | 99.3% | 100.5% | 93.8% | 95.0% | 96.1% | 98.7% | 100.1% | |
| Domestic Facilities | 477 facilities | 462 facilities | 449 facilities | 363 facilities | 322 facilities | 260 facilities | 249 facilities | 241 facilities | 236 facilities | 202 facilities | 198 facilities | 198 facilities | 198 facilities | |
| # of game software titles | -(84) | -(122) | -(140) | 80 (138) | 78 (122) | 66 (105) | 51 (71) | 45 (86) | 25 (49) | 8 (8) | 21 (32) | 6(14) | 30 (50) | |
| Sales (Thousand units) | 11,790 | 16,400 | 21,270 | 26,990 | 29,470 | 26,750 | 18,710 | 17,240 | 10,780 | 3,230 | 8,730 | 4,100 | 12,300 | |

* Numbers shown in parentheses are based on previous accounting policy (For reference, unaudited)

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

(* 1): Includes rental assets of 17.1 billion Yen (full year) (* 2): Includes rental assets of 17.3 billion Yen (full year)

*3 In the fiscal year ended March 2014 and after, amortization cost of digital titles is included in R&D expense. (Up to the fiscal year ended March 2013, it was included in depreciation.)

*4 In the fiscal year ended March 2014 and after, amortization cost of digital titles is not included in depreciation. (In the fiscal year ended March 2014 and after, it is included in R&D expense/content production expense.)

*5 In the fiscal year ended March 2014 and after, advertising expenses are included in cost. (Up to the fiscal year ended March 2013, only selling, general and administrative (SG&A) expenses were included in cost.)

Past Operating Results (New Segment basis)

From FY Ended March 2015~

*The data in this page can be downloaded from following URL.
(http://www.segasammy.co.jp/english/ir/library/pdf/settlement/2016/e_201603_4q_transition.xls)

| (JPY Billion) | | FY Ended March 2015 | | | | FY Ended March 2016 | | | |
|---------------|--|------------------------|-----------------------|-----------------------|----------------------|------------------------|-----------------------|-----------------------|----------------------|
| | | Results Through 1Q | Results Through 2Q | Results Through 3Q | Full Year Results | Results Through 1Q | Results Through 2Q | Results Through 3Q | Full Year Results |
| Breakdown | Net Sales | 90.0 | 158.1 | 267.7 | 366.8 | 52.9 | 154.3 | 245.0 | 347.9 |
| | Pachislot and Pachinko Machines | 47.2 | 61.1 | 108.9 | 152.1 | 7.6 | 56.6[60.9]* | 90.4 | 132.7[141.0]* |
| | Entertainment Contents | 39.9 | 90.3 | 147.9 | 199.6 | 41.8 | 90.2[85.9]* | 143.0 | 198.8[190.5]* |
| | Resort | 2.8 | 6.6 | 10.8 | 14.9 | 3.4 | 7.4 | 11.5 | 16.3 |
| Breakdown | Operating Income | 8.9 | 2.7 | 10.8 | 17.4 | -9.4 | 5.7 | 12.1 | 17.6 |
| | Pachislot and Pachinko Machines | 12.5 | 7.0 | 15.3 | 25.7 | -6.7 | 8.5[8.4]* | 15.4 | 21.5[20.9]* |
| | Entertainment Contents | -1.3 | 0.6 | 2.0 | 0.0 | -0.7 | 1.5[1.7]* | 2.4 | 3.6[4.2]* |
| | Resort | -0.7 | -1.4 | -1.7 | -2.3 | -0.5 | -1.2 | -1.3 | -1.8 |
| | Other / Elimination | -1.4 | -3.5 | -4.8 | -6.0 | -1.3 | -3.1[-3.2]* | -4.4 | -5.7 |
| | Operating Margin | 9.9% | 1.7% | 4.0% | 4.7% | - | 3.7% | 4.9% | 5.1% |
| | Ordinary Income | 9.6 | 2.6 | 10.7 | 16.8 | -8.7 | 5.8 | 12.6 | 16.4 |
| | Ordinary Income Margin | 10.7% | 1.6% | 4.0% | 4.6% | - | 3.8% | 5.1% | 4.7% |
| | Profit attributable to owners of parent | 5.1 | -2.8 | -2.7 | -11.3 | -7.9 | 0.9 | 6.4 | 5.3 |
| | Net Income Margin | 5.7% | - | - | - | - | 0.6% | 2.6% | 1.5% |
| | R&D expense / content production expense | 12.4 | 28.4 | 48.8 | 67.6 | 12.8 | 24.7 | 40.3 | 58.0 |
| | Cap-ex | 6.9 | 14.7 | 20.5 | 28.7 | 6.8 | 12.5 | 21.0 | 28.0 |
| | Depreciation | 4.0 | 8.1 | 12.8 | 17.6 | 4.1 | 8.2 | 12.5 | 16.6 |
| | Advertising | 4.1 | 10.0 | 14.5 | 19.1 | 3.9 | 9.3 | 13.6 | 17.9 |

| | | | | | | | | |
|-----------------------|--------------|--------------|--------------|---------------|-----------|--------------|---------------|---------------|
| # of pachislot titles | 3 titles | 4 titles | 5 titles | 6 titles | - | 2 titles | 6 titles | 7 titles |
| Unit sales | 82,791 units | 93,045 units | 96,111 units | 207,830 units | 102 units | 70,260 units | 121,645 units | 142,337 units |

| | | | | | | | | |
|----------------------|--------------|--------------|---------------|---------------|--------------|--------------|---------------|---------------|
| # of pachinko titles | 5 titles | 5 titles | 8 titles | 10 titles | 2 titles | 6 titles | 7 titles | 8 titles |
| Unit sales | 47,711 units | 82,955 units | 224,519 units | 241,425 units | 22,362 units | 79,604 units | 115,396 units | 199,014 units |

| | | | | | | | | |
|------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| Same Store Sales Comparisons | 99.4% | 98.7% | 100.1% | 100.1% | 101.4% | 102.2% | 101.7% | 103.1% |
| Domestic Facilities | 201 facilities | 198 facilities | 194 facilities |

| | | | | | | | | |
|---------------------------------|-------|-------|-------|--------|-------|-------|-------|-------|
| # of game software titles | 3 | 6 | 25 | 30 | 5 | 12 | 24 | 29 |
| # of game software titles (sku) | 5 | 14 | 44 | 50 | 6 | 14 | 31 | 38 |
| Sales (Thousand units) | 1,700 | 4,100 | 8,910 | 12,280 | 1,830 | 3,280 | 6,120 | 9,220 |

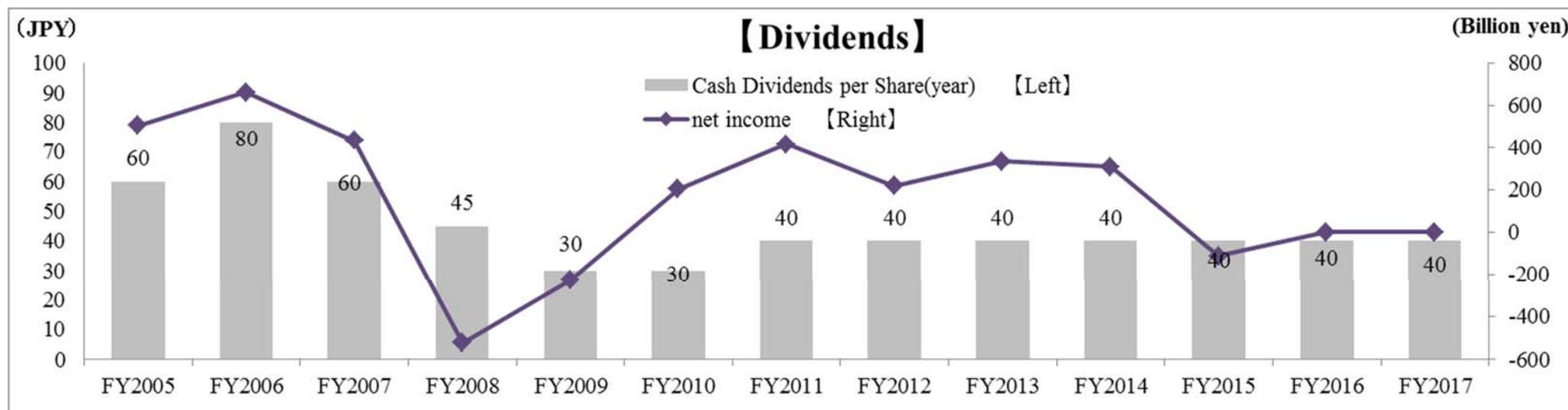
*Sales of new segment is changed to gross basis.

*In line with the change of accounting policy, contents of retroactive processing have been reflected on new segments since FY ended March 2015.

*Part of Entertainment Contents Business has been transferred to Pachislot and Pachinko Machines Business since forecast for FY ending March 2017.

*Numbers shown in parentheses for FY 2016 results are retroactively adjusted values of estimates after changing the breakdown.

The Group's basic approach to shareholder value is to enhance corporate value by paying stable cash dividends and by increasing earnings through growth strategies.



Number of Shareholders : 94,348

Total number of shares issued and outstanding: 266,229,476 shares

Principal Shareholders (As of March 31, 2016)

| Name of Shareholder | Shares Held | For the total number of shares outstanding |
|-------------------------|-------------|--|
| Hajime Satomi | 31,869,338 | 11.97% |
| Company's Tr. Stock | 31,834,807 | 11.95% |
| FSC Co. | 12,972,840 | 4.87% |
| HS Company | 11,750,000 | 4.41% |
| Japan Trustee Services, | 6,904,000 | 2.59% |

| Distribution of Shareholders | |
|--------------------------------------|--------------------|
| Distribution by Attribute | Shareholding ratio |
| Financial institutions | 14.1% |
| Financial institutions firm | 1.7% |
| Other companies | 12.0% |
| Foreign institutions and individuals | 26.2% |
| Japanese individuals and others | 34.1% |
| Treasury stock | 12.0% |



SEGA SAMMY HOLDINGS

<http://www.segasammy.co.jp/english//>

SEGA SAMMY HOLDINGS Investor Relations site

<http://www.segasammy.co.jp/english/ir/>



SEGA Group

<http://sega.jp/>



Sammy

<http://www.sammy.co.jp/>

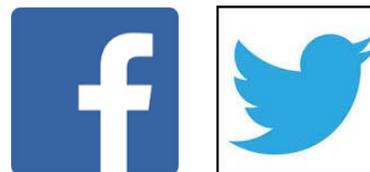
■ SEGA SAMMY Group SNS Official Account

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