

# Fiscal Year 2009 Full Year Results



May 14th, 2009  
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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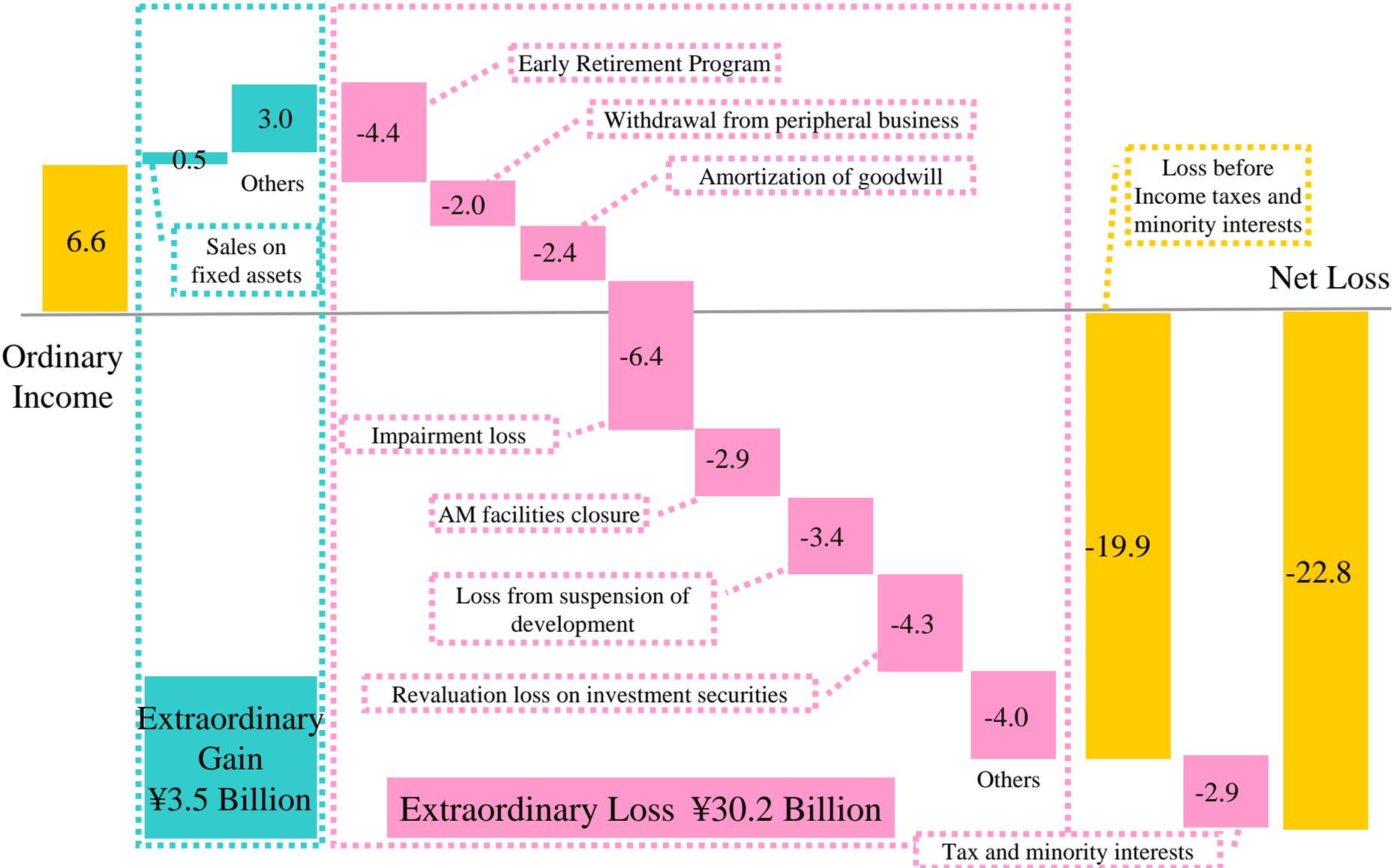
<b>Net Sales • Profits</b>		<ul style="list-style-type: none"> <li>▪ Net sales: ¥429.1 Billion, Operating income: ¥8.3 Billion, Net loss: ¥22.8 Billion</li> <li>▪ Sales decreased year on year but, posted operating income</li> </ul>
<b>Segment Overview</b>	<b>Pachislot Pachinko</b>	<ul style="list-style-type: none"> <li>▪ Increased in both sales and profit compared to prior period</li> <li>▪ Pachislot sales decreased from last year when old regulated products were replaced by new machines conforming to new regulation.</li> <li>▪ Pachinko sales increased significantly from the previous fiscal year ⇒ Positive effect from development process change</li> </ul>
	<b>Amusement Machine</b>	<ul style="list-style-type: none"> <li>▪ Decreased in both sales and profit year over year</li> <li>▪ Steady sales of major titles</li> <li>▪ Considering harsh market conditions in amusement facility industry, we suspended the development and sales of a major title</li> </ul>
	<b>Amusement Facilities</b>	<ul style="list-style-type: none"> <li>▪ Decreased sales, reduced operating loss year on year</li> <li>▪ Same store sales performed at a lower level in year-on-year terms.</li> <li>▪ Decided to close 110 facilities with low profitability and low future potential additionally</li> </ul>
	<b>Consumer</b>	<ul style="list-style-type: none"> <li>▪ Decreased sales reduced operating loss year on year</li> <li>▪ Steady game software sales in overseas market, but weak domestic sales</li> <li>▪ Foreign exchange fluctuation (appreciation of the yen)</li> <li>▪ Suspended the development of several titles by narrowing down the number of titles</li> </ul>
	<b>Others</b>	<ul style="list-style-type: none"> <li>▪ Solicitation for voluntary retirement at SEGA CORPORATION</li> <li>▪ Withdrew from pachislot pachinko peripheral business</li> <li>▪ Ended our business and capital tie-up with GINZA CORPORATION</li> </ul>

# Consolidated Income Statements

(JPY Billion)	FY 2008		FY 2009			
	Interim Results	FY Results	Interim Results	FY Plan on Feb.10	FY Results	YoY Change
<b>Net Sales</b>	<b>231.0</b>	<b>458.9</b>	<b>200.4</b>	<b>435.0</b>	<b>429.1</b>	-6.5%
Pachinko Pachislot	<b>99.7</b>	<b>145.5</b>	<b>65.2</b>	<b>170.0</b>	<b>161.6</b>	+11.1%
Amusement Machines	<b>34.3</b>	<b>71.0</b>	<b>34.4</b>	<b>62.0</b>	<b>61.9</b>	-12.8%
Amusement Facilities	<b>47.9</b>	<b>91.2</b>	<b>37.1</b>	<b>70.0</b>	<b>71.3</b>	-21.8%
Consumer	<b>41.2</b>	<b>141.7</b>	<b>61.9</b>	<b>130.0</b>	<b>131.3</b>	-7.3%
Other	<b>7.7</b>	<b>9.3</b>	<b>1.6</b>	<b>3.0</b>	<b>2.9</b>	-68.8%
<b>Operating Income</b>	<b>-4.3</b>	<b>-5.8</b>	<b>-7.5</b>	<b>2.5</b>	<b>8.3</b>	—
Pachinko Pachislot	<b>12.1</b>	<b>8.4</b>	<b>-1.0</b>	<b>13.0</b>	<b>14.5</b>	+72.6%
Amusement Machines	<b>1.8</b>	<b>7.1</b>	<b>4.6</b>	<b>4.2</b>	<b>6.8</b>	-4.2%
Amusement Facilities	<b>-2.2</b>	<b>-9.8</b>	<b>-2.8</b>	<b>-9.0</b>	<b>-7.5</b>	—
Consumer	<b>-12.5</b>	<b>-5.9</b>	<b>-5.9</b>	<b>-0.5</b>	<b>-0.9</b>	—
Other	<b>-0.2</b>	<b>0.0</b>	<b>0.2</b>	<b>0.1</b>	<b>0.3</b>	—
Eliminations	<b>-3.4</b>	<b>-5.5</b>	<b>-2.6</b>	<b>-5.3</b>	<b>-4.9</b>	—
Operating Margin	—	—	—	<b>0.6%</b>	<b>1.9%</b>	—
<b>Ordinary Income</b>	<b>-3.9</b>	<b>-8.2</b>	<b>-8.4</b>	<b>0.5</b>	<b>6.6</b>	—
Ordinary Income Margin	—	—	—	<b>0.1%</b>	<b>1.5%</b>	—
<b>Net Income</b>	<b>-20.2</b>	<b>-52.4</b>	<b>-9.5</b>	<b>-21.5</b>	<b>-22.8</b>	—
Net Income Margin	—	—	—	—	—	—
<b>Dividend per share (JPY)</b>	<b>30</b>	<b>45</b>	<b>15</b>	<b>30</b>	<b>30</b>	—
<b>Earnings per share (JPY)</b>	<b>-80.44</b>	<b>-208.26</b>	<b>-37.92</b>	<b>-85.34</b>	<b>-90.83</b>	—
<b>Net Assets per share (JPY)</b>	<b>1,196.21</b>	<b>1,030.09</b>	<b>990.09</b>	—	<b>882.47</b>	—

# Extraordinary items breakdown

(¥ Billion)





(JPY Billion)	FY 2008		FY 2009			
	Interim Results	FY Results	Interim Results	FY Plan on Feb.10	FY Results	YoY Change
R&D expense	29.8	65.3	30.4	58.8	59.6	-8.7%
Cap-ex	34.9	50.4	14.5	26.8	26.6	-47.2%
Depreciation	29.5	45.6	11.9	25.4	26.6	-41.7%
Advertising	9.0	22.8	11.2	23.9	20.7	-9.2%

## Summary of FY Results

- Both capital expenditure and depreciation decreased substantially over comparable period resulting from shrunk pachislot rental business.
- Research and development expense decreased year on year, mainly in amusement machine segment and consumer segment
- Advertising expense decreased year on year, mainly in consumer business

# Consolidated Balance Sheet

JPY Millions



SEGA-SAMMY GROUP

【 Assets 】				【 Liabilities and Net Assets 】			
Account	Prior	Current	Change	Account	Prior	Current	Change
Cash and Cash Equivalents	101,539	106,436	4,897	Account Payable	49,496	51,298	1,802
Accounts Receivable	72,541	80,468	7,927	Corporate Bond	5,716	3,294	-2,422
Securities	2,495	26,798	24,303	Short Term Borrowings	27,455	5,467	-21,988
Inventories	51,435	41,541	-9,894	Other	50,195	37,135	-13,060
Other	47,026	31,497	-15,529				
				<b>Total Current Liabilities</b>	<b>132,863</b>	<b>97,194</b>	<b>-35,669</b>
<b>Total Current Assets</b>	<b>275,038</b>	<b>286,740</b>	<b>11,702</b>	Corporate Bond	25,679	52,834	27,155
Tangible Fixed Assets	104,029	65,116	-38,913	Long Term Debt	6,988	6,740	-248
Intangible Fixed Assets	20,217	13,242	-6,975	Other	22,483	24,637	2,154
Investment Securities	35,608	27,732	-7,876				
Others	34,749	31,107	-3,642	<b>Total Long-term Liabilities</b>	<b>55,151</b>	<b>84,211</b>	<b>29,060</b>
				<b>Total Liabilities</b>	<b>188,014</b>	<b>181,405</b>	<b>-6,609</b>
				Shareholders Equity	278,253	246,767	-31,486
				Valuation/Translation Adjustments	-18,733	-24,451	-5,718
				Warrants	1,070	1,222	152
				Minority Interest	21,038	18,994	-2,044
<b>Total Fixed Assets</b>	<b>194,604</b>	<b>137,197</b>	<b>-57,407</b>	<b>Total Net Assets</b>	<b>281,627</b>	<b>242,532</b>	<b>-39,095</b>
<b>Total Assets</b>	<b>469,642</b>	<b>423,938</b>	<b>-45,704</b>	<b>Total Liabilities and Net Assets</b>	<b>469,642</b>	<b>423,938</b>	<b>-45,704</b>

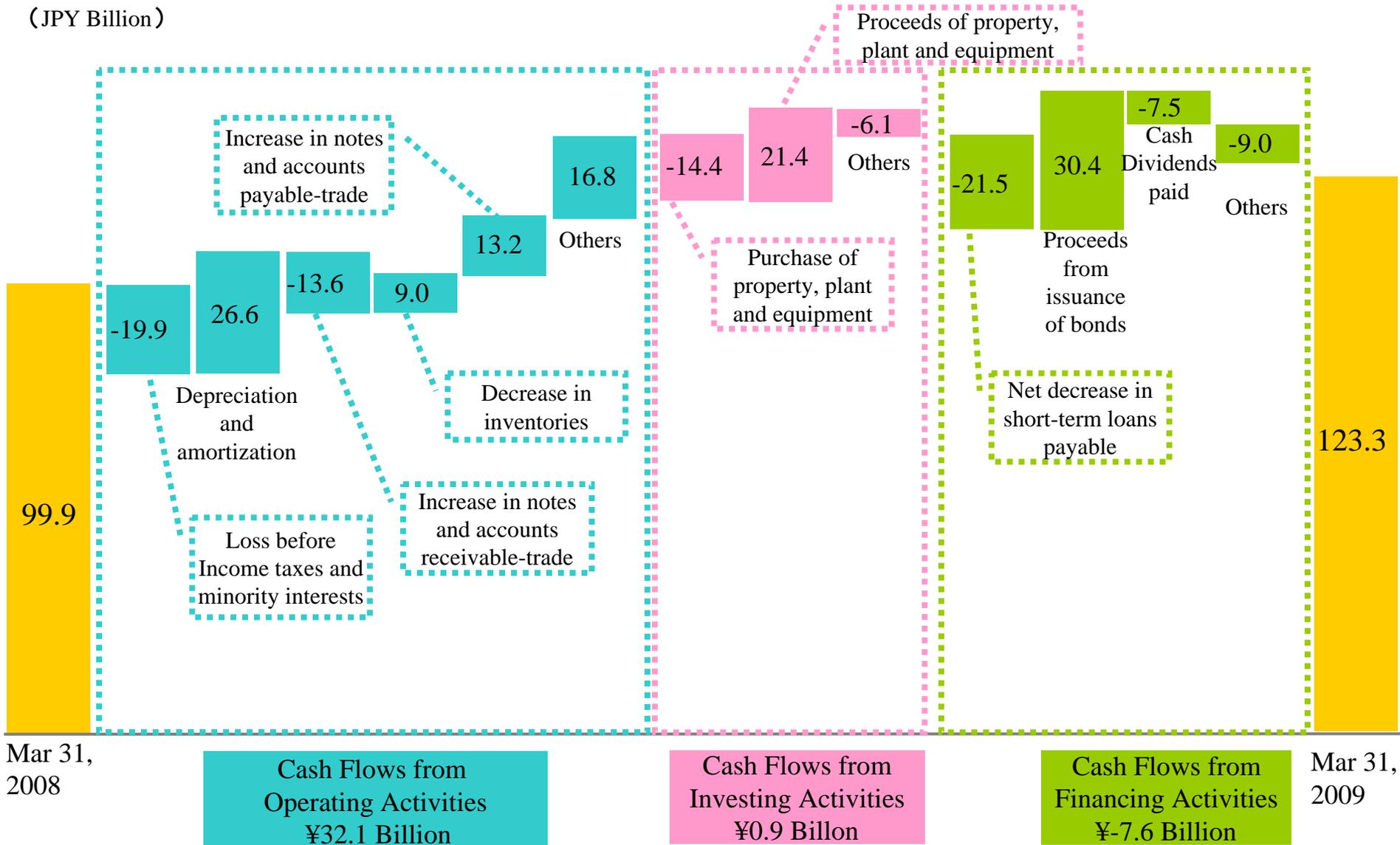
## Summary of FY Results (JPY Billion)

- Current assets : +11.7 increase in cash and securities
- Fixed assets : -57.4 decrease in fixed assets
- Current liability : -35.6 decrease in short term borrowings
- Fixed liability : +29.0 increase in corporate bond

(JPY Billion)	March 31, 2008	March 31, 2009	difference
<b>Total assets</b>	469.6	423.9	-45.7
<b>Net assets</b>	281.6	242.5	-39.1
<b>Equity ratio</b>	55.3%	52.4%	-2.9pt
<b>Current ratio</b>	207.0%	295.0%	+88pt

# Consolidated Cash Flows

(JPY Billion)





【MEMO】



【MEMO】

# Segment results: Pachislot Pachinko

(JPY Billion)	FY 2008		FY 2009			
	Interim Results	FY Results	Interim Results	FY Plan on Feb.10	FY Results	YoY Change
<b>Net Sales</b>	<b>99.7</b>	<b>145.5</b>	<b>65.2</b>	<b>170.0</b>	<b>161.6</b>	+11.1%
Pachislot	<b>78.8</b>	<b>103.7</b>	<b>15.6</b>	<b>35.0</b>	<b>33.8</b>	-67.4%
Pachinko	<b>14.1</b>	<b>28.1</b>	<b>43.8</b>	<b>123.0</b>	<b>116.5</b>	+314.6%
Other	<b>6.8</b>	<b>13.8</b>	<b>5.8</b>	<b>12.0</b>	<b>11.2</b>	-18.8%
<b>Operating Income</b>	<b>12.1</b>	<b>8.4</b>	<b>-1.0</b>	<b>13.0</b>	<b>14.5</b>	+72.6%
Operating Margin	<b>12.1%</b>	<b>5.8%</b>	—	<b>7.6%</b>	<b>9.0%</b>	+3.2pt

## Summary of FY Results

<b>Pachislot</b>	<ul style="list-style-type: none"> <li>• Unit sales decreased from last year when old regulated products were replaced by new machines conforming to new regulation.</li> <li>• Introduced new differentiated titles responding partial amendment of standards for interpretations of technical Specification</li> <li>• Postponed introduction of major title</li> <li>• Titles launched in 4Q: Sammy『Pachislot Twin Angels2』, GINZA『Pachislot School☆Wars』, 『Pachislot GAVAN』</li> </ul>
<b>Pachinko</b>	<ul style="list-style-type: none"> <li>• Major titles developed under new R&amp;D process hit the market with high utilization at parlors leading to market share expansion</li> <li>• Strong sales of Sammy branded “CR Hokuto no Ken” series</li> <li>• Sales of titles sold after “CR Hokuto no Ken (MAX type)” were firm.</li> <li>• Titles launched in 4Q: Sammy『CR Nogaremono Orin』, 『Dejihane CR Hokuto no Ken Yuria (Low payout version)』, GINZA『CR Momotaro Dentetsu (Middle type and Low payout version)』, TAIYO ELEC『CR Yashiro Aki』, 『CR Persona3』</li> </ul>
<b>Others</b>	<ul style="list-style-type: none"> <li>• Focus on core business and major brand</li> <li>① Withdrew from pachislot pachinko peripherals business</li> <li>② Ended business and capital tie-up with GINZA Co.,Ltd.</li> </ul>

# Segment results : Pachislot

## Shipment Data: Pachislot

\* Number of titles reflects products which began sales in the period  
 \* Unit Supply includes the supply of parts to other makers

	FY 2008		FY 2009		
	Interim Results	FY Results	Interim Results	FY Plan on Feb.10	FY Results
<b>Sammy</b>	5 titles 147,819 units	6 titles 167,879 units	2 titles 24,775 units	6 titles 62,500 units	6 titles 58,184 units
<b>RODEO</b>	3 titles 58,336 units	5 titles 85,117 units	1 title 4,289 units	4 titles 30,000 units	4 titles 30,073 units
<b>GINZA</b>	2 titles 76,166 units	3 titles 84,639 units	2 titles 11,391 units	5 titles 26,000 units	5 titles 19,657 units
<b>TAIYO ELEC</b>		1 title 10,947 units	2 titles 6,193 units	2 titles 6,500 units	2 titles 6,268 units
Unit Supply	6 titles 28,175 units	7 titles 32,106 units	2 titles 8,454 units	2 titles 9,000 units	2 titles 9,104 units
<b>Total</b>	16 titles 310,496 units	22 titles 380,688 units	9 titles 55,102 units	19 titles 134,000 units	19 titles 123,286 units



『Pachislot Hard Boiled』(Sammy)

©Sammy



『Pachislot Kaiji2』(Rodeo)

© Nobuyuki Fukumoto / Kodansha  
 ©Sammy ©RODEO

## Pachislot Major Titles

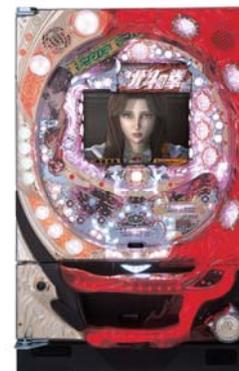
Brand	Title	Total Sales	Installed From
<b>Sammy</b>	Pachislot Hard Boiled	23,537 units	Nov
<b>RODEO</b>	Pachislot Kaiji2	18,235 units	Dec
<b>Sammy</b>	Pachislot Twin Angels 2	5,920 units	Mar

# Segment results : Pachinko

## Shipment Data: Pachinko

\*Number of titles reflects products which began selling in the period

	FY 2008		FY 2009		
	Interim Results	FY Results	Interim Results	FY Plan on Feb.10	FY Results
	1 title 51,931 units	3 titles 55,617 units	2 titles 126,842 units	4 titles 320,000 units	4 titles 307,263 units
	1 title 4,710 units	2 titles 10,931 units	1 title 1,162 units	3 titles 43,000 units	3 titles 40,077 units
		4 titles 41,636 units	3 titles 26,946 units	5 titles 58,000 units	5 titles 44,491 units
<b>Total</b>	2 titles 56,641 units	9 titles 108,184 units	6 titles 154,950 units	12 titles 421,000 units	12 titles 391,831 units
Board+Flame	40,006 units	76,486 units	138,215 units	363,744 units	350,689 units
Board	16,635 units	31,698 units	16,735 units	57,256 units	41,142 units



### 『Dejihane CR Hokuto No Ken Yuria』 (Sammy)

©1983 Buronson & Tetsuo Hara,  
©NSP 2007 Approved No. SAE-307  
©Sammy

## Pachinko Major Titles

Brand	Title	Total Sales	Installed From
	Pachinko CR Hokuto no Ken	213,649 units	Sep
	Dejihane CR Hokuto no Ken Yuria (Low payout version)	49,288 units	Mar
	Pachinko CR Momotaro Dentetsu CRA Dejihane Momotaro Dentetsu (Low payout version)	31,943 units	Jan
	Pachinko CR Nogaremono Orin	29,564 units	Feb



### 『Pachinko CR Nogaremono Orin』 (Sammy)

©TV TOKYO・Sammy・C.A.L



【MEMO】

(JPY Billion)	FY 2008		FY 2009			
	Interim Results	FY Results	Interim Results	FY Plan on Feb.10	FY Results	YoY Change
<b>Net Sales</b>	<b>34.3</b>	<b>71.0</b>	<b>34.4</b>	<b>62.0</b>	<b>61.9</b>	-12.8%
Domestic	<b>28.0</b>	<b>60.7</b>	<b>31.3</b>	<b>53.2</b>	<b>53.2</b>	-12.4%
Overseas	<b>6.3</b>	<b>10.4</b>	<b>3.1</b>	<b>8.8</b>	<b>8.7</b>	-16.3%
<b>Operating Income</b>	<b>1.8</b>	<b>7.1</b>	<b>4.6</b>	<b>4.2</b>	<b>6.8</b>	-4.2%
Operating Margin	<b>5.2%</b>	<b>10.0%</b>	<b>13.4%</b>	<b>6.8%</b>	<b>11.0%</b>	+1.0pt
<b>R&amp;D expense</b>	<b>6.7</b>	<b>13.6</b>	<b>5.7</b>	<b>11.7</b>	<b>11.4</b>	-16.2%

## Summary of FY Results

- Steady sales of major main titles of FY 2009  
⇒ “WORLD Club Champion Football Intercontinental Clubs 2006-2007” and “GALILEO FACTORY”
- Considering harsh business environment in Amusement facilities market, we suspended the development and sales of a major title
- Reduced research and development expense

## Major Titles

Title		Total Sales		Installed From
<b>WORLD CLUB Champion Football Intercontinental Clubs 2006-2007</b>	Trading Card Game	Live unit + Satellite (8P) Live unit + Satellite (4P)	670 sets 161 sets	Jun
<b>GALILEO FACTORY</b>	Medal Game	Body	269 units	Aug
<b>DERBY OWNERS CLUB 2008 feel the rush</b>	Video Game	Main + Satellite	142 sets	April
<b>SEGA Network Mah-jong MJ4</b>	Video Game	Live unit+ Satellite +Satellite CVT	2,465 units	Previous fiscal year



**『GALILEO FACTORY』  
(Medal game)**

© SEGA



**『WORLD CLUB Champion Football Intercontinental Clubs 2006-2007』  
(Trading Card Game)**

© SEGA



The game is made by Sega in association with Panini.  
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# Segment results : Amusement Facilities

(JPY Billion)	FY 2008		FY 2009				
	Interim Results	FY Results	Interim Results	FY Plan on Feb.10	FY Results	YoY Change	
<b>Net Sales</b>	47.9	91.2	37.1	70.0	71.3	-21.8%	
(Overseas)	6.1	11.7	4.7	8.3	8.6	-26.5%	
<b>Operating Income</b>	-2.2	-9.8	-2.8	-9.0	-7.5	—	
Operating Margin	—	—	—	—	—	—	
<b>SEGA Same Store Sales Comps</b>	89.0%	89.0%	90.6%	91.9%	92.4%	+3.4pt	
<b>Domestic Facilities</b>	433 facilities	363 facilities	347 facilities	322 facilities	322 facilities	-41 facilities	
SEGA	Opened	5 facilities	8 facilities	1 facility	3 facilities	3 facilities	—
	Closed	21 facilities	88 facilities	19 facilities	47 facilities	47 facilities	—
	Total	388 facilities	318 facilities	300 facilities	274 facilities	274 facilities	-44 facilities
Bee / TMS	Opened	1 facility	4 facilities	2 facilities	3 facilities	3 facilities	—
	Closed	1 facility	4 facilities	0 facility	0 facility	0 facility	—
	Total	45 facilities	45 facilities	47 facilities	48 facilities	48 facilities	+3 facilities
<b>Overseas Facilities</b>	22 facilities	22 facilities	22 facilities	-	22 facilities	-	
<b>Cap-ex</b>	8.7	15.9	9.0	16.3	14.8	-6.9%	
<b>Depreciation</b>	7.7	17.1	7.1	15.7	15.9	-7.0%	

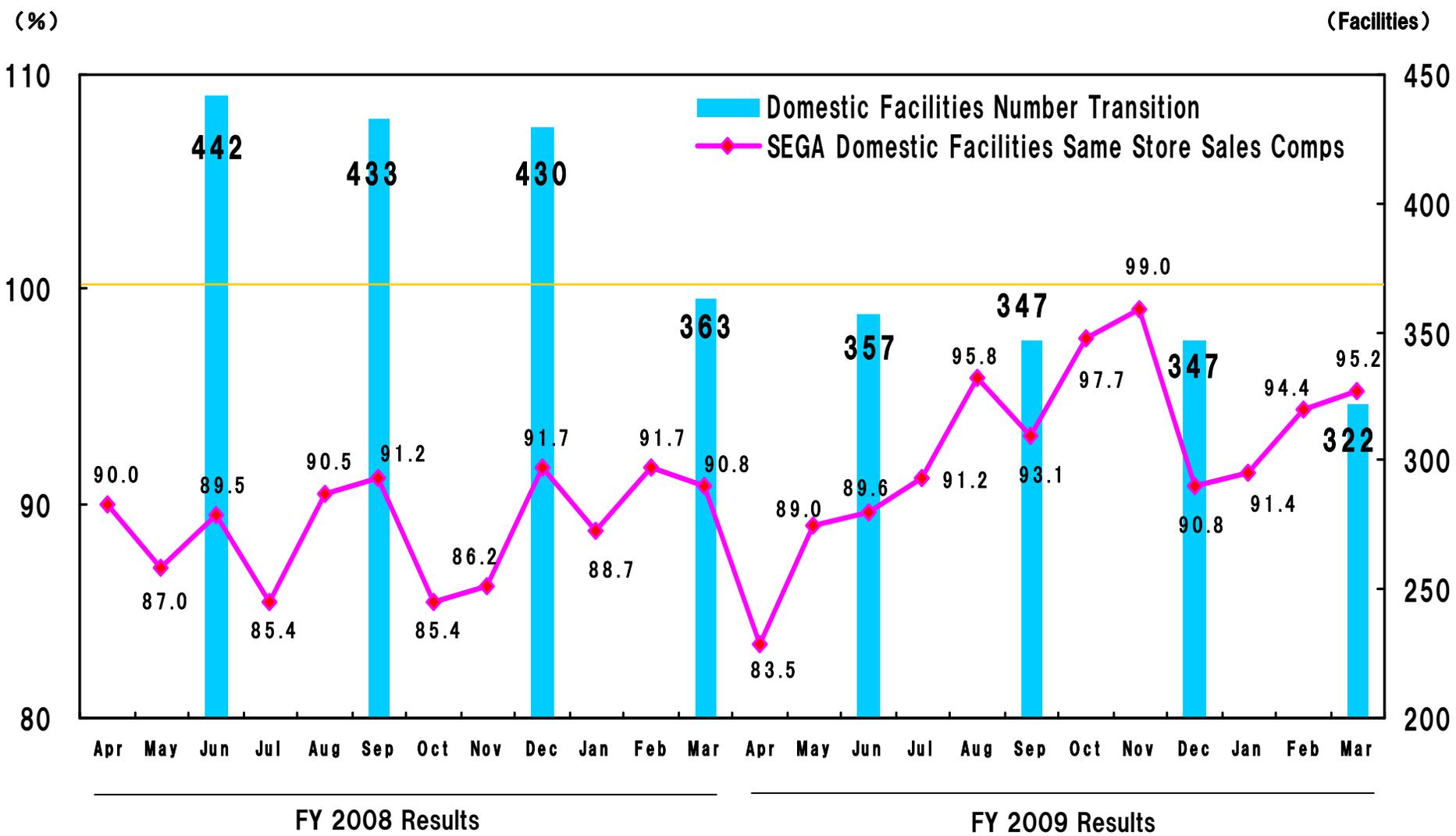
## Summary of FY Results

- SEGA same store sales comps: Full year results 92.4%
- Decided to close 110 stores additionally for the purpose of drastic improvement in profitability of domestic facilities
- Facility number on March 31, 2008 : 363 facilities ⇒ Facility number on March 31, 2009 : 322 facilities  
(Opened : 6 facilities, Closed : 47 facilities)

(※) "Bee" is an entertainment facility (Darts bar) produced by SEGA Bee LINK Co., LTD.

# Segment results : Amusement Facilities

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



# Segment results : Consumer Business

(JPY Billion)	FY 2008		FY 2009			
	Interim Results	FY Results	Interim Results	FY Plan on Feb.10	FY Results	YoY Change
<b>Net Sales</b>	<b>41.2</b>	<b>141.7</b>	<b>61.9</b>	<b>130.0</b>	<b>131.3</b>	<b>-7.3%</b>
Entertainment Software	<b>19.7</b>	<b>94.8</b>	<b>39.0</b>	<b>81.9</b>	<b>82.1</b>	<b>-13.4%</b>
Network / Other	<b>21.5</b>	<b>46.9</b>	<b>22.9</b>	<b>48.1</b>	<b>49.2</b>	<b>+4.9%</b>
<b>Operating Income</b>	<b>-12.5</b>	<b>-5.9</b>	<b>-5.9</b>	<b>-0.5</b>	<b>-0.9</b>	<b>—</b>
Operating Margin	<b>—</b>	<b>—</b>	<b>—</b>	<b>—</b>	<b>—</b>	<b>—</b>
<b>Unit Sold (Thousand)</b>	<b>4,910</b>	<b>26,990</b>	<b>12,760</b>	<b>28,000</b>	<b>29,470</b>	<b>+9.2%</b>
<b>R&amp;D expense</b>	<b>16.4</b>	<b>37.1</b>	<b>16.7</b>	<b>31.7</b>	<b>32.8</b>	<b>-11.6%</b>

## Summary of FY Results

Entertainment Software

- Firm overseas sales, weak domestic sales
- Major titles introduced in 4Q  
 US and Europe: 『Empire : Total War』, 『Sonic and the Black Knight』  
 Japan: 『Ryu Ga Gotoku 3』
- Negative effect due to continuous appreciation of the yen
- Narrowed down number of titles to improve profitability next fiscal year.
- Reduction in research and development expense

Network / Other

- In the toy sales, sales were weak in Japan, but overseas sales were strong with “BAKUGAN”
- Performed well in contents for mobile phones, mainly offering the game software, such as “Pachinko CR Hokuto no Ken”
- Sales from animated TV programs and videogame were weak in Japan

# Segment results : Consumer Business



SEGA-SAMMY GROUP

## Sales Results

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

Breakdown by Region		FY 2008				FY 2009					
		Interim Results		FY Results		Interim Results		FY Plan announced on Feb. 10		FY Results	
		# of titles (SKU)	Sales (Thousand)	# of titles (SKU)	Sales (Thousand)	# of titles (SKU)	Sales (Thousand)	# of titles (SKU)	Sales (Thousand)	# of titles (SKU)	Sales (Thousand)
Japan / Other	9 (14)	930	30 (37)	2,640	16 (17)	2,000	36 (39)	4,300	36 (39)	4,230	
US	7 (7)	1,720	25 (49)	12,060	11 (22)	5,410	22 (41)	11,490	22 (41)	12,490	
Europe	6 (11)	2,270	25 (52)	12,270	9 (22)	5,340	20 (41)	12,200	20 (42)	12,730	
<b>Total</b>	<b>22 (32)</b>	<b>4,910</b>	<b>80 (138)</b>	<b>26,990</b>	<b>36 (61)</b>	<b>12,760</b>	<b>78 (121)</b>	<b>28,000</b>	<b>78 (122)</b>	<b>29,470</b>	

Breakdown by Platform		FY 2008				FY 2009					
		Interim Results		FY Results		Interim Results		FY Plan announced on Feb. 10		FY Results	
		SKU	Sales (Thousand)	SKU	Sales (Thousand)	SKU	Sales (Thousand)	SKU	Sales (Thousand)	SKU	Sales (Thousand)
PS2	6	250	12	1,600	7	930	10	1,700	10	1,780	
GC	0	0	0	0	0	0	0	0	0	0	
Xbox	0	0	0	0	0	0	0	0	0	0	
PS3	1	210	16	1,920	9	1,040	21	3,030	21	3,130	
Wii	4	180	28	6,730	8	1,050	23	4,210	23	3,920	
Xbox360	1	210	19	2,280	7	1,090	16	2,090	16	2,120	
NDS	10	650	28	4,230	18	1,880	30	3,180	30	3,170	
PSP	7	460	14	1,270	4	1,030	7	1,380	7	1,420	
GBA	0	0	0	0	0	0	0	0	0	0	
PC	3	350	21	1,690	8	270	14	2,020	15	1,980	
Catalogue	-	2,600	-	7,260	-	5,450	0	10,390	0	11,920	
<b>Total</b>	<b>32</b>	<b>4,910</b>	<b>138</b>	<b>26,990</b>	<b>61</b>	<b>12,760</b>	<b>121</b>	<b>28,000</b>	<b>122</b>	<b>29,470</b>	

## Major titles

Title (Region)	Platform	Total Sales (Thousand)	Sold From
Iron Man (Europe, US)	PS3, Xbox360, Wii, PS2, PSP, NDS, PC	2,680 units	Apr
Sonic Unleashed (Europe, US, Japan)	PS3, Xbox360, Wii, PS2	2,450 units	Europe, US :Nov (PS3: Dec) Japan : Dec (PS3, Xbox360: Feb)
The Incredible Hulk (Europe, US)	PS3, Xbox360, Wii, PS2, NDS, PC	1,480 units	Jun
Empire : Total War (Europe, US)	PC	810 units	US: Jan, Europe: Feb
PHANTASY STAR PORTABLE (Japan)	PSP	640 units	Jul
Ryu Ga Gotoku3 (Japan)	PS3	500 units	Feb
Mario & Sonic at the Olympic Games (Europe, US)	Wii, NDS	4,210 units	Previous fiscal year



『Sonic Unleashed』

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『Empire:Total War』

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『Ryu Ga Gotoku3』

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【MEMO】

# FY 2010 Forecast



SEGA-SAMMY  
HOLDINGS

# Consolidated Income Statements



SEGA-SAMMY  
HOLDINGS

SEGA-SAMMY  
GROUP

(JPY Billion)	FY 2009		FY 2010					
	Interim Results	FY Results	Before change in accounting policy				After change in accounting policy	
			Interim Plan	YoY Change	FY Plan	YoY Change	Interim Plan	FY Plan
<b>Net Sales</b>	<b>200.4</b>	<b>429.1</b>	<b>163.0</b>	-18.7%	<b>420.0</b>	-2.1%	<b>163.0</b>	<b>420.0</b>
Pachinko Pachislot	65.2	161.6	78.5	+20.4%	186.0	+15.1%	78.5	186.0
Amusement Machines	34.4	61.9	18.0	-47.7%	43.0	-30.5%	18.0	43.0
Amusement Facilites	37.1	71.3	26.5	-28.6%	52.0	-27.1%	26.5	52.0
Consumer	61.9	131.3	38.5	-37.8%	136.0	+3.6%	38.5	136.0
Other	1.6	2.9	1.5	-6.3%	3.0	+3.4%	1.5	3.0
<b>Operating Income</b>	<b>-7.5</b>	<b>8.3</b>	<b>-15.0</b>	—	<b>22.0</b>	+165.1%	<b>-12.5</b>	<b>27.0</b>
Pachinko Pachislot	-1.0	14.5	3.0	—	22.0	+51.7%	3.0	22.0
Amusement Machines	4.6	6.8	-2.5	—	2.0	-70.6%	-2.3	2.5
Amusement Facilites	-2.8	-7.5	-0.8	—	-1.0	—	-0.8	-1.0
Consumer	-5.9	-0.9	-11.7	—	4.0	—	-9.4	8.5
Other	0.2	0.3	0.0	—	0.0	—	0.0	0.0
Eliminations	-2.6	-4.9	-3.0	—	-5.0	—	-3.0	-5.0
Operating Margin	—	1.9%	—	—	5.2%	+3.3pt	—	6.4%
<b>Ordinary Income</b>	<b>-8.4</b>	<b>6.6</b>	<b>-15.5</b>	—	<b>21.0</b>	+218.2%	<b>-13.0</b>	<b>26.0</b>
Ordinary Income Margin	—	1.5%	—	—	5.0%	+3.5pt	—	6.2%
<b>Net Income</b>	<b>-9.5</b>	<b>-22.8</b>	<b>-17.0</b>	—	<b>10.0</b>	—	<b>-14.5</b>	<b>15.0</b>
Net Income Margin	—	—	—	—	2.4%	—	—	3.6%
<b>Dividend per share (JPY)</b>	<b>15</b>	<b>30</b>	<b>15</b>	—	<b>30</b>	—	<b>15</b>	<b>30</b>
Earnig per share (JPY)	-37.92	-90.83	-67.48	—	39.69	—	-57.56	59.54

# Operating Income breakdown

(JPY Billion)

**Pachislot Pahinko**  
**+¥7.5 Billion**

<Main Factor>

- Increase in unit sales
- Withdrawal from peripheral business
- Reassessing pricing strategy
- Improving the ratio of board sales of the pachinko machines

**+7.5**

**AM machine**  
**-¥4.8 Billion**

<Main Factor>

- Decline in sales
- Change in business model

**-4.8**

**AM Facilities**  
**+¥6.5 Billion**

<Main Factor>

- Reduction in Ca-pex and depreciation by facility reduction
- Reduction in other fixed costs

**+6.5**

**Consumer**  
**+¥4.9 Billion**

<Main Factor>

- Reduction in R&D expense and content production expense
- Narrowing down number of titles

**+4.9**

**22.0**

**8.3**

**FY 2009 Results**

**Consolidated Operating Income: +¥13.7 Billion**

**FY 2010 Plan**

(JPY Billion)	FY 2009		FY 2010					
	Interim Results	FY Results	Before change in accounting policy				After change in accounting policy	
			Interim Plan	YoY Change	FY Plan	YOY Change	Interim Plan	FY Plan
	R&D expense	30.4	59.6	28.2	-7.2%	56.2	-5.7%	25.7
Cap-ex	14.5	26.6	8.6	-40.7%	16.9	-36.5%	8.6	16.9
Depreciation	11.9	26.6	7.9	-33.6%	18.2	-31.6%	7.9	18.2
Advertising	11.2	20.7	8.7	-22.3%	22.5	+8.7%	8.7	22.5

R&D expense includes content production expenses.

## FY 2010 Plan

- Research and development expense will decrease from year on year, mainly in amusement machine segment and consumer segment
- Capital expenditure and depreciation will decrease significantly year on year due to decrease in number of amusement facilities.

# Segment Plan: Pachislot Pachinko

(JPY Billion)	FY 2009		FY 2010			
	Interim Results	FY Results	Interim Plan	FY		
				YoY Change	Plan	YoY Change
<b>Net Sales</b>	<b>65.2</b>	<b>161.6</b>	<b>78.5</b>	+20.4%	<b>186.0</b>	+15.1%
Pachislot	<b>15.6</b>	<b>33.8</b>	<b>10.6</b>	-32.1%	<b>51.4</b>	+52.1%
Pachinko	<b>43.8</b>	<b>116.5</b>	<b>64.1</b>	+46.3%	<b>128.1</b>	+10.0%
Other	<b>5.8</b>	<b>11.2</b>	<b>3.8</b>	-34.5%	<b>6.4</b>	-42.9%
<b>Operating Income</b>	<b>-1.0</b>	<b>14.5</b>	<b>3.0</b>	—	<b>22.0</b>	+51.7%
Operating Margin	—	<b>9.0%</b>	<b>3.8%</b>	—	<b>11.8%</b>	+2.9pt

## FY 2010 Plan

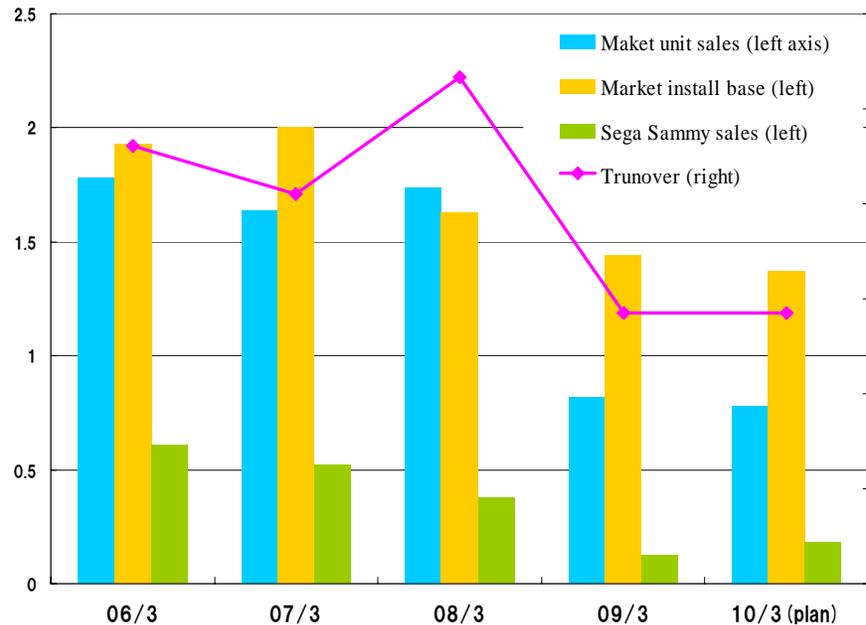
<b>Pachislot</b>	<ul style="list-style-type: none"> <li>• Expect market units sold : 780 thousand units</li> <li>• Total units sales in FY 2010 : 180 thousand units with enhanced product lineup, an increase of 56 thousand units from FY 2009</li> <li>• To introduce strategic products in second half</li> </ul>
<b>Pachinko</b>	<ul style="list-style-type: none"> <li>• Expect market units sold : 3,280 thousand units</li> <li>• Total units sales in FY 2010 : 450 thousand units, an increase of 58 thousand units from FY 2009</li> <li>• To introduce several strategic titles developed under new R&amp;D scheme</li> <li>• To enhance profitability by improving the ratio of board sales of the Pachinko machines and reassessing sales pricing strategy</li> <li>• Titles to be launched in 1Q: Sammy 『CR Hakushon Daimaou3 』, TAIYO ELEC 『CR Kidou Shinsengumi Moeyo Ken2』</li> </ul>
<b>Others</b>	<ul style="list-style-type: none"> <li>• Operating income will improve by ¥2 billion by withdrawal from pachislot pachinko peripheral business and other factors</li> </ul>

# Segment Plan: Pachislot Pachinko

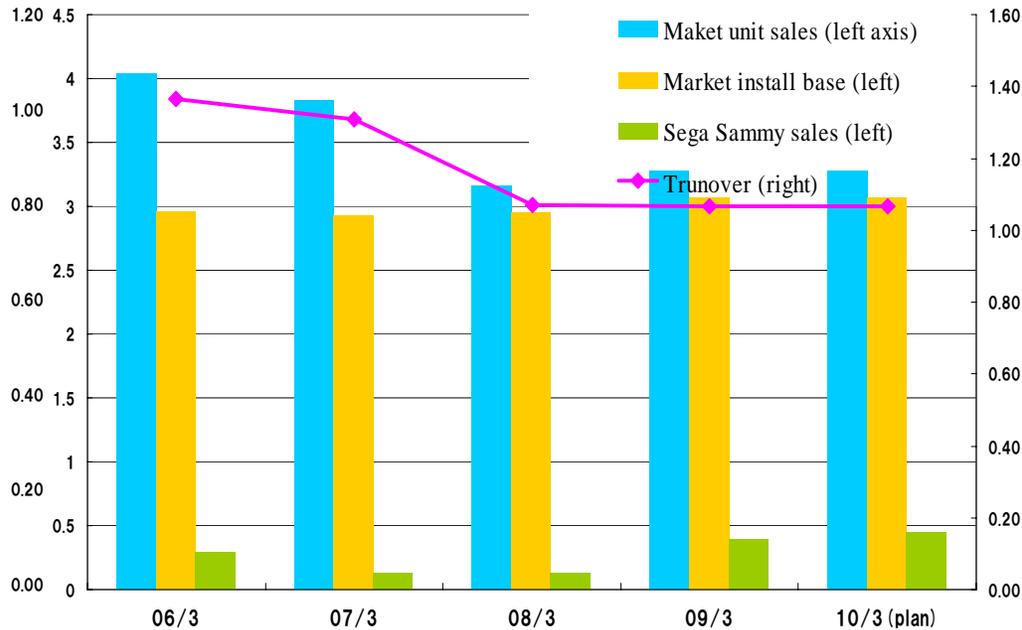
## Pachislot Pachinko Market Forecast

\* The data which was not publicized yet and market forecast for 2010 are based on the company's projection

### Pachislot Machine



### Pachinko Machine



Pachislot	06/03 Results	07/03 Results	08/03 Results	09/03 Results	10/03 Plan
Market Unit Sales (million)	1.78	1.64	1.74	0.82	0.78
Market Installed Base (million)	1.93	2.00	1.63	1.44	1.37
Turnover (Sales/Installaton)	0.92	0.82	1.07	0.57	0.57
Sega Sammy's Unit Sales (thousand)	607	523	380	123	180

Pachinko	06/03 Results	07/03 Results	08/03 Results	09/03 Results	10/03 Plan
Market Unit Sales (million)	4.04	3.83	3.16	3.28	3.28
Market Installed Base (million)	2.96	2.93	2.95	3.07	3.07
Turnover (Sales/Installaton)	1.36	1.31	1.07	1.07	1.07
Sega Sammy's Unit Sales (thousand)	288	132	108	391	450

# Segment Plan: Pachislot Pachinko

## Pachislot Sales Plan

	FY 2009		FY 2010	
	Interim Plan	FY Plan	Interim Plan	FY Plan
<b>Sammy</b>	2 titles 24,775 units	6 titles 58,184 units	1 title 10,000 units	6 titles 100,000 units
<b>RODEO</b>	1 title 4,289 units	4 titles 30,073 units	1 title 20,000 units	3 titles 60,000 units
<b>GINZA</b>	2 titles 11,391 units	5 titles 19,657 units		
<b>TAIYO ELEC</b>	2 titles 6,193 units	2 titles 6,268 units	2 titles 10,000 units	3 titles 20,000 units
Unit Supply	2 titles 8,454 units	2 titles 9,104 units		
<b>Total</b>	9 titles 55,102 units	19 titles 123,286 units	4 titles 40,000 units	12 titles 180,000 units

\* Number of titles reflects products which begin sales in the period  
 \* Unit Supply includes the supply of parts to other makers

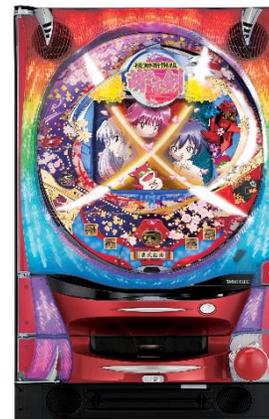
## Pachinko Sales Plan

	FY 2009		FY 2010	
	Interim Plan	FY Plan	Interim Plan	FY Plan
<b>Sammy</b>	2 titles 126,842 units	4 titles 307,263 units	3 titles 150,000 units	5 titles 330,000 units
<b>GINZA</b>	1 title 1,162 units	3 titles 40,077 units		
<b>TAIYO ELEC</b>	3 titles 26,946 units	5 titles 44,491 units	3 titles 50,000 units	6 titles 100,000 units
Unit Supply			1 title 20,000 units	1 title 20,000 units
<b>Total</b>	6 titles 154,950 units	12 titles 391,831 units	7 titles 220,000 units	12 titles 450,000 units
Board+Flame	138,215 units	350,689 units	132,440 units	202,500 units
Board	16,735 units	41,142 units	87,560 units	247,500 units

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

## 1Q Major Titles

Brand	Title		Install from
<b>TAIYO ELEC</b>	『CR Kidou Shinsengumi Moeyo Ken2』	Pachinko	May
<b>Sammy</b>	『 CR Hakushon Daimaou3 』	Pachinko	Jun



『CR Kidou Shinsengumi Moeyo Ken2』  
(TAIYO ELEC)



『CR Hakushon Daimaou3』 (Sammy)

【MEMO】

# Segment Plan: Amusement Machine

(JPY Billion)	FY 2009		FY 2010					
	Interim Results	FY Results	Before change in accounting policy				After change in accounting policy	
			Interim Plan	YoY Change	Interim Plan	YoY Change	Interim Plan	Interim Plan
<b>Net Sales</b>	34.4	61.9	18.0	-47.7%	43.0	-30.5%	18.0	43.0
Domestic	31.3	53.2	14.8	-52.7%	35.9	-32.5%	14.8	35.9
Overseas	3.1	8.7	3.2	+3.2%	7.1	-18.4%	3.2	7.1
<b>Operating Income</b>	4.6	6.8	-2.5	—	2.0	-70.6%	-2.3	2.5
Operating Margin	13.4%	11.0%	—	—	4.7%	-6.3pt	—	5.8%
<b>R&amp;D expense</b>	5.7	11.4	5.0	-12.3%	9.4	-17.5%	4.8	8.9

R&D expense includes content production expenses.

## FY 2010 Plan

- Anticipate harsh business environment in amusement facilities industry
- Decrease in both sales and profit compared to FY 2009 that had major big titles.
- Cost down by using commodity-type chassis ⇒ Decrease in selling price
- Sales base on revenue-share with “Boarder Break”, major title of this fiscal year leading to decrease of investment burden of operators
- To reduce research and development cost, and content production expense continuously
- Change in accounting policy ⇒ Content production expense will be reported as asset and then accounted for as cost of sales when the sales are booked

## 1Q Major Titles

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Title		To be installed from
<b>BOARDER BREAK</b>	Video Game	Autumn in 2009



『BOARDER BREAK』  
(Video Game)

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# Segment Plan: Amusement Facilities

(JPY Billion)	FY 2009		FY 2010			
	Interim Results	FY Results	Interim Plan	YoY Change	FY Plan	YoY Change
<b>Net Sales</b>	37.1	71.3	26.5	-28.6%	52.0	-27.1%
(Overseas)	4.7	8.6	3.0	-36.2%	6.0	-30.2%
<b>Operating Income</b>	-2.8	-7.5	-0.8	—	-1.0	—
Operating Margin	—	—	—	—	—	—
<b>SEGA Same Store Sales Comps</b>	90.6%	92.4%	91.5%	+0.9pt	93.6%	+1.2pt
<b>Domestic Facilities</b>	347 facilities	322 facilities	249 facilities	-98 facilities	246 facilities	-76 facilities
SEGA	Opened	1 facility	3 facilities	1 facility	6 facilities	—
	Closed	19 facilities	47 facilities	74 facilities	82 facilities	—
	Total	300 facilities	274 facilities	201 facilities	-99 facilities	198 facilities
Bee / TMS	Opened	2 facilities	3 facilities	0 facility	0 facility	—
	Closed	0 facility	0 facility	0 facility	0 facility	—
	Total	47 facilities	48 facilities	48 facilities	+1facility	48 facilities
<b>Overseas Facilities</b>	22 facilities	22 facilities	20 facilities	-2 facilities	20 facilities	-2 facilities
<b>Cap-ex</b>	9.0	14.8	4.1	-54.4%	8.7	-41.2%
<b>Depreciation</b>	7.1	15.9	3.6	-49.3%	7.8	-50.9%

## FY 2010 Plan

- Anticipate sluggish individual consumption and severe business environment
- SEGA same store sales plan : 93.6%
- Capital expenditure and depreciation will decrease significantly according to decline in facilities.
- To complete closing of facilities with low profitability and future potential by the end of September.  
⇒ Number of facility at Mar 31, 2009: 322 facilities      Expected number of facility at March 31, 2010: 246 facilities

【MEMO】

# Segment Plan: Consumer Business

(JPY Billion)	FY 2009		FY 2010					
	Interim Results	FY Results	Before change in accounting policy				After change in accounting policy	
			Interim Plan	YoY Change	FY Plan	YoY Change	Interim Plan	FY Plan
<b>Net Sales</b>	<b>61.9</b>	<b>131.3</b>	<b>38.5</b>	-37.8%	<b>136.0</b>	+3.6%	<b>38.5</b>	<b>136.0</b>
Entertainment Software	<b>39.0</b>	<b>82.1</b>	<b>16.5</b>	-57.7%	<b>84.7</b>	+3.2%	<b>16.5</b>	<b>84.7</b>
Network / Other	<b>22.9</b>	<b>49.2</b>	<b>22.0</b>	-3.9%	<b>51.3</b>	+4.3%	<b>22.0</b>	<b>51.3</b>
<b>Operating Income</b>	<b>-5.9</b>	<b>-0.9</b>	<b>-11.7</b>	—	<b>4.0</b>	—	<b>-9.4</b>	<b>8.5</b>
Operating Margin	—	—	—	—	<b>2.9%</b>	—	—	<b>6.3%</b>
<b>Unit Sold (Thousand)</b>	<b>12,760</b>	<b>29,470</b>	<b>6,170</b>	-51.6%	<b>29,700</b>	+0.8%	<b>6,170</b>	<b>29,700</b>
<b>R&amp;D expense</b>	<b>16.7</b>	<b>32.8</b>	<b>13.6</b>	-18.6%	<b>29.2</b>	-11.0%	<b>11.3</b>	<b>24.7</b>

R&D expense includes content production expenses.

## FY 2010 Plan

Entertainment Software	<ul style="list-style-type: none"> <li>• Major Titles: “Mario &amp; Sonic at the Olympic Winter Games”, “BAYONETTA”, “End of Eternity”, “Puyopuyo7”</li> <li>• To narrow down the number of domestic titles (36 titles ⇒ 17 titles)</li> <li>• To reduce research and development expense, and content production expense</li> <li>• Change in accounting policy ⇒ Content production expense will be reported as asset and then accounted for as cost of sales when the sales are booked</li> </ul>
Network / Other	<ul style="list-style-type: none"> <li>• To strengthen products quality, sales force and production capability in Japan. To further expand global strategy of “BAKUGAN” in overseas sales in long term basis.</li> <li>• To expand profit of “Yoso.net mobile” in contents for mobile phones and PC contents business</li> <li>• To expand net business and to introduce new OVA</li> </ul>

# Segment Plan: Consumer Business



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## Sales Plan

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

Breakdown by Region		FY 2009				FY 2010			
		Interim Results		FY Results		Interim Plan		FY Plan	
		# of titles (SKU)	Sales (Thousand)						
Japan / Other	16 (17)	2,000	36 (39)	4,230	8 (8)	900	17 (22)	3,570	
US	11 (22)	5,410	22 (41)	12,490	4 (7)	1,930	22 (43)	11,630	
Europe	9 (22)	5,340	20 (42)	12,730	4 (7)	3,330	21 (42)	14,500	
<b>Total</b>	<b>36 (61)</b>	<b>12,760</b>	<b>78 (122)</b>	<b>29,470</b>	<b>16 (22)</b>	<b>6,170</b>	<b>60 (107)</b>	<b>29,700</b>	

Breakdown by Platform		FY 2009				FY 2010			
		Interim Results		FY Results		Interim Plan		FY Plan	
		SKU	Sales (Thousand)	SKU	Sales (Thousand)	SKU	Sales (Thousand)	SKU	Sales (Thousand)
PS2	7	930	10	1,780	0	0	0	0	
GC	0	0	0	0	0	0	0	0	
Xbox	0	0	0	0	0	0	0	0	
PS3	9	1,040	21	3,130	2	380	20	4,630	
Wii	8	1,050	23	3,920	7	1,130	22	7,300	
Xbox360	7	1,090	16	2,120	2	260	19	3,460	
NDS	18	1,880	30	3,170	7	600	21	4,610	
PSP	4	1,030	7	1,420	2	90	9	1,260	
GBA	0	0	0	0	0	0	0	0	
PC	8	270	15	1,980	2	30	16	1,770	
Catalogue	-	5,450	0	11,920	0	3,650	0	6,640	
<b>Total</b>	<b>61</b>	<b>12,760</b>	<b>122</b>	<b>29,470</b>	<b>22</b>	<b>6,170</b>	<b>107</b>	<b>29,700</b>	

## Major titles

Title (region)	Platform	Sold from
BAYONETTA (Europe, US, Japan)	PS3, Xbox360	Autumn in 2009
End of Eternity (Europe, US, Japan)	PSP, PC	Winter in 2009
Mario & Sonic at the Olympic Winter Games (US, Eupope)	Wii, NDS	Winter in 2009
Puyopuyo 7 (Japan)	NDS, PSP, Wii	July in 2009 (DS) Winter in 2009 (Wii,PSP)



『BAYONETTA』

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『End of Eternity』

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『Mario & Sonic at the Olympic Winter Games』

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# Listed Subsidiaries Full Year Results and Forecast



SEGA-SAMMY  
HOLDINGS

# Listed Subsidiaries Results and Forecast

## Sammy NetWorks



(Consolidated: JPY Billion)	FY 2008		FY 2009			FY 2010		
	Interim Results	FY Results	Interim Results	FY Results	YoY Change	Interim Plan	FY Plan	YoY change
	<b>Net Sales</b>	5.53	11.14	5.35	11.07	-0.6%	5.5	12.4
<b>Operating Income</b>	0.64	1.69	1.05	2.24	+32.7%	0.95	2.5	+11.2%
<b>Operating Margin</b>	11.7%	15.2%	19.1%	20.3%	+5.1pt	17.3%	20.2%	-0.1pt

(Consolidated: JPY Billion)	FY 2008		FY 2009			FY 2010		
	Interim Results	FY Results	Interim Results	FY Results	YoY Change	Interim Plan	FY Plan	YoY change
	<b>Net Sales</b>	7.94	16.81	8.47	18.94	+12.7%	9.0	19.5
<b>Operating Income</b>	-0.32	-0.69	0.01	-0.08	-	0.02	0.42	-
<b>Operating Margin</b>	-	-	0.1%	-	-	0.2%	2.2%	-

## Sammy NetWorks

Full Year Results

- Increased sales and membership steadily by providing “Pachinko CR Hokuto no Ken”, expanding application line-up such as “Mar-jong” and “Casino”, campaigns and events in amusement online business.
- Maintained 1 million memberships by providing “Pachinko CR Hokuto no Ken” and enhancing community service in amusement mobile business
- Launched “Yoso.net” and acquired 500 thousand memberships in point media business.
- Profit increased by reviewing cost structure and improving business efficiency

Full Year Plan

- To regard “Yoso net mobile” business as the group’s first priority business and nature this business to the third profit sources.
- To strengthen amusement online business, core business, and amusement mobile business for further growth and increased profit.
- To aim to create new business scheme to increase sales and expand memberships by commercialize new business

## SEGA TOYS

Full Year Results

- Japan sales decreased by 75.8% from the previous fiscal year due to sluggish individual consumption and lack of hit products.
- Overseas sales increased significantly, 169.8% of last year level, with strong sales of “BAKUGAN”, which was awarded Toy of the Year 2009.
- Disposal cost of domestic inventories, negative factor in FY 2008, decreased. Operating loss narrowed down but, continued to post operating loss due to decline in high margin domestic sales.

Full Year Plan

- To vitalize domestic business, we will strengthen products, sales force and production capacity.
- To Launch New toys from animation of “Jewelpet”, which was developed with Sanrio, and new toy of “Monoranmonoran” from Japanese most famous educational TV program for kids, and new family oriented entertainment. To review possibility for “BAKUGAN 2” for domestic market. To expand the line-up of “Anpanman”, “Homestar” and “girl’s toy” to nurture stable toys
- Further expand “BAKUGAN” for overseas market

# Listed Subsidiaries Results and Forecast



(Consolidated: JPY Billion)	FY 2008		FY 2009			FY 2010		
	Interim Results	FY Results	Interim Results	FY Results	YoY Change	Interim Plan	FY Plan	YoY change
	<b>Net Sales</b>	11.14	25.33	9.36	14.3	-43.5%	17.3	34.3
<b>Operating Income</b>	0.4	1.65	0.34	0.4	-75.8%	1.18	2.48	+520.0%
<b>Operating Margin</b>	3.6%	6.5%	3.7%	2.8%	-3.7pt	6.8%	7.2%	+4.4pt



(Consolidated: JPY Billion)	FY 2008		FY 2009			FY 2010		
	Interim Results	FY Results	Interim Results	FY Results	YoY Change	Interim Plan	FY Plan	YoY change
	<b>Net Sales</b>	7.35	14.97	7.12	14.17	-5.3%	6.6	14.97
<b>Operating Income</b>	0.43	0.88	0.19	0.29	-67.0%	-0.21	0.31	6.9%
<b>Operating Margin</b>	5.9%	5.9%	2.8%	2.0%	-3.9pt	-3.1%	2.0%	-

## TAIYO ELEC

Full Year Results

- We postponed one major title “CR Kidou Shinsengumi Moeyo Ken2” scheduled to be introduced in 3Q to next fiscal year. As a result, unit sales of pachinko was 44 thousand with 5 titles and unit sales of pachislot was 6 thousand with 2 titles. Total unit sales was 50 thousand, decrease of 41 thousand year on year.
- Impact on gross margin due to decrease in unit sales was not small and profit level was below last year’s level. However, thanks to improvement in return on sales and reduction in several expenses, we secured black ink.

Full Year Plan

- To start to use new frame from “CR Kidoshinsengumi Moeyo ken2” and expand market share with the new frame. At the same time, we will strengthen our brand by effective promotion.
- To sell 100 thousand of pachinko machine with 6 titles and 25 thousand of pachislot machine with 4 titles. As a result, 125 thousand in segment total, increase of 74 thousand year on year.
- To strengthen business alliance with Sammy such as receiving sales force from Sammy, introduction of titles using Sammy’s frame, review possibility for other collaboration in pachislot business area.

## TMS Entertainment

Full Year Results

- The sales from animated TV program and videogram were weak in animation business. Profit margin improved in TV program sales and net business, but videogram sales decreased significantly. Consequently, profit decreased
- Profit in amusement facilities business decreased significantly due to decrease in sales coming from worsened business environment.
- Net sales decreased by 5.8% year on year, and profit also decreased by 66.8% due to sluggish amusement facilities business

Full Year Plan

- Net sales are expected to increase, but profit in TV program sales for both Japan and overseas market is expected to decrease. We plan to offset the profit decrease with expansion of net business and introduction of new titles.
- profit of amusement facilities business is expected to increase even in severe market condition by differentiation of facilities and attractive users.
- Net sales are expected to increase by 5.6% year on year and profit is expected to increase by 8.2%. We will strengthen business base for further business expansion.

# Appendix



SEGA-SAMMY  
HOLDINGS

# Company Overview



SEGA-SAMMY  
GROUP

Company Name	Sega Sammy Holdings, Inc.	Chairman President and Representative Director (CEO)	Hajime Satomi
Head Office	Shiodome Sumitomo Building, 1-9-2 Higashi Shimbashi Minato-ku, Tokyo 105-0021, Japan	Executive Vice President and Representative Director	Keishi Nakayama
Established	October 1, 2004	Director	Okitane Usui
Capital	29.953billion	Director and CCO(*) (*):CCO : Chief Creative Officer	Hisao Oguchi
Listing	Tokyo Stock Exchange 1 <sup>st</sup> Section (6460)	Director	Yuji Iwanaga
Number of Shares Outstanding	283,229,476 shares	Director	Takeshi Natsuno

Major Shareholders		Equity Shares	% Voting
1	Hajime Satomi	43,569,338	17.44%
2	Sega Sammy Holdings	31,305,733	-
3	Mellon Bank, NA Treaty Clients Omnibus	18,093,022	7.24%
4	FSC Co., Ltd.	14,172,840	5.67%
5	The Bank Of New York Mellon Depository Bank For Depository Receipt Holders	12,757,705	5.10%
6	Japan Trustee Services Bank, Ltd. (As Trustee 4G)	11,453,000	4.58%
7	The Master Trust Bank of Japan, Ltd. (As Trustee)	10,679,600	4.27%
8	Japan Trustee Services Bank, Ltd. (As Trustee)	9,079,700	3.63%
9	State Street Bank and Trust Company	8,770,415	3.51%
10	JP Morgan Chase Bank, Ltd.380084	2,897,300	1.16%

Shareholder Data		
Type	% of Shares	% by Number of Shareholders
Financial Institutions	15.01%	0.01%
Securities Companies	0.53%	0.05%
Other Companies	6.86%	0.81%
Foreign Institutions and Individuals	33.68%	0.49%
Japanese Individuals and Other	32.87%	98.59%
Treasury stock	11.05%	0.00%

Shareholders
93,748

Data as of March 31<sup>th</sup>, 2009



Subsidiary	Listed on :	Major Operation	Share held by Sega Sammy (Share holding ratio)
<p><b>Sammy NetWorks Co., Ltd.</b> <a href="http://www.sammy-net.jp/">http://www.sammy-net.jp/</a></p> 	<p>TSE Mothers Securities code: 3745</p>	<p><u>&lt;Consumer&gt;</u> Distribution of music related content and game related content through mobile phones and the Internet.</p>	<p>24,804 shares (56.26%)</p>
<p><b>SEGA TOYS, LTD.</b> <a href="http://www.segatoys.co.jp/">http://www.segatoys.co.jp/</a></p> 	<p>JASDAQ Securities code: 7842</p>	<p><u>&lt;Consumer&gt;</u> Design, development and sales of toys</p>	<p>11,250,000 shares (52.24%)</p>
<p><b>TAIYO ELEC Co., Ltd.</b> <a href="http://www.taiyoelec.co.jp/">http://www.taiyoelec.co.jp/</a></p> 	<p>JASDAQ Securities code: 6429</p>	<p><u>&lt;Pachinko Pachislot&gt;</u> Design, development and sales of Pachinko and Pachislot machine</p>	<p>(*)11,623,100 shares (51.24%)</p>
<p><b>TMS Entertainment Ltd.</b> <a href="http://www.tms-e.co.jp/">http://www.tms-e.co.jp/</a></p> 	<p>NSE 2<sup>nd</sup> Section Securities code: 3585</p>	<p><u>&lt;Consumer &amp; Amusement Facilities&gt;</u> Planning, production, sales and export of animation films, and amusement businesses</p>	<p>23,549,000 shares (57.79%)</p>

(\*) Sammy, 100% subsidiary of Sega Sammy Holdings, holds the shares of TAIYO ELEC

Data as of March 31<sup>st</sup>, 2009



## Pachislot Installed Base•Unit Sales•Market Scale

	2003	2004	2005	2006	2007	2008
Number of Pachislot Machines installed (Set)	1,660,839	1,887,239	1,936,470	2,003,482	1,635,860	1,448,773
Number of Pachislot Machines sold annually (Set)	1,842,392	1,672,049	1,786,292	1,647,853	1,744,876	-
Pachislot Machine Market Size (JPY Million)	526,354	522,582	536,539	487,304	495,226	-

## Pachinko Installed Base•Unit Sales•Market Scale

	2003	2004	2005	2006	2007	2008
Number of Pachinko Machines installed (Set)	3,227,239	3,077,537	2,960,939	2,932,952	2,954,386	3,076,421
Number of Pachinko Machines sold annually (Set)	3,686,677	4,013,153	4,047,999	3,831,211	3,166,039	-
Pachinko Machine Market Size (JPY Million)	672,055	786,535	869,940	875,009	836,436	-

## Pachinko Pachislot market Installed Base•Unit Sales•Market Scale

	2003	2004	2005	2006	2007	2008
Number of Machines installed (Set)	4,888,078	4,964,776	4,897,409	4,936,434	4,590,246	4,525,194
Number of Machines sold annually (Set)	5,529,069	5,685,202	5,834,291	5,479,064	4,910,915	-
Total Machine Market Size (JPY Million)	1,198,409	1,309,117	1,406,479	1,362,313	1,331,662	-

## Pachinko Hall

	2003	2004	2005	2006	2007	2008
Total number of pachinko halls	16,076	15,617	15,165	14,674	13,585	12,937
Number of pachinko halls with pachinko and pachislot machines installed	14,695	13,844	13,163	12,588	12,039	11,800
Number of pachinko halls with pachislot machines installed	1,381	1,773	2,002	2,086	1,546	1,137

Source: Yano Research Institute Ltd..



## Share of Annual Pachislot Machine Sales

Rank	2004			2005			2006			2007		
	Manufacture	Units Sold	Share									
1	<b>Sammy</b>	<b>676,933</b>	<b>40.5%</b>	<b>Sammy</b>	<b>607,106</b>	<b>34.0%</b>	<b>Sammy</b>	<b>523,422</b>	<b>31.8%</b>	<b>Sammy</b>	<b>380,688</b>	<b>21.8%</b>
2	O Company	275,000	16.5%	D Company	236,000	13.2%	D Company	200,000	12.1%	A Company	192,000	11.0%
3	Y Company	150,000	9.0%	O Company	187,000	10.5%	O Company	180,000	10.9%	S Company	169,156	9.7%
4	D Company	132,000	7.9%	Y Company	150,000	8.4%	Y Company	173,000	10.5%	D Company	152,000	8.7%
5	A Company	77,881	4.7%	S Company	111,659	6.3%	K Company	155,000	9.4%	Y Company	152,000	8.7%

## Share of Annual Pachinko Machine Sales

Rank	2004			2005			2006			2007		
	Manufacture	Units Sold	Share									
1	S Company	920,000	22.9%	S Company	1,000,000	24.7%	S Company	887,000	23.2%	S Company	820,000	25.9%
2	S Company	849,911	21.2%	S Company	740,320	18.3%	K Company	804,000	21.0%	S Company	724,756	22.9%
3	H Company	350,184	8.7%	K Company	390,000	9.6%	S Company	636,105	16.6%	K Company	510,000	16.1%
4	D Company	308,173	7.7%	N Company	320,000	7.9%	N Company	253,000	6.6%	N Company	204,000	6.4%
5	N Company	278,000	6.9%	<b>Sammy</b>	<b>288,895</b>	<b>7.1%</b>	D Company	195,947	5.1%	D Company	168,000	5.3%
6	<b>Sammy</b>	<b>233,049</b>	<b>5.8%</b>	H Company	242,276	6.0%	H Company	186,332	4.9%	H Company	165,377	5.2%
7	K Company	225,000	5.6%	F Company	185,572	4.6%	F Company	180,006	4.7%	F Company	146,134	4.6%
8	F Company	168,000	4.2%	D Company	172,123	4.3%	<b>Sammy</b>	<b>132,981</b>	<b>3.5%</b>	<b>Sammy</b>	<b>108,184</b>	<b>3.4%</b>

Source: Yano Research Institute Ltd.



AM machines net sales, operations net sales  
and home videogame related market (hardware & software)

(JPY Billion)

	2003	2004	2005	2006	2007	2008
AM machines net sales	177.9	180.6	199.2	223.4	219.1	-
AM facilities operations net sales	637.7	649.2	682.5	702.9	678.1	-
Market size of Amusement	815.6	829.8	881.7	926.2	897.2	-

	2003	2004	2005	2006	2007	2008
Number of amusement centers	10,759	10,109	9,515	9,091	8,652	8,137
Number of game machine units installed	428,358	438,986	445,025	460,031	474,808	486,582
Number of game machine units installed per center	39.8	43.4	46.8	50.6	54.9	59.8

	2003	2004	2005	2006	2007	2008
Hardware shipment	704.5	440.7	872.7	958.1	2,087.7	-
Software shipment	429.8	468.4	487.1	674.1	848.6	-
Market size of Home videogame	1,134.3	909.1	1,359.8	1,632.3	2,936.4	-

	2003	2004	2005	2006	2007	2008
Total Market size of Amusement/Game	1,885.0	1,749.7	2,246.4	2,752.6	3,916.0	-

\* JAMMA, AOU, CESA

# Past Operating Results

From FY 2005 to FY 2009

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

\* The data in this page can be downloaded from following URL. (<http://www.segasammy.co.jp/english/ir/library/excel/transition.xls>)

	FY 2005	FY 2006	FY 2007		FY 2008		FY 2009				
	FY Results	FY Results	Interim Results	FY Results	Interim Results	FY Results	1Q Results	Interim Results	3Q Results	FY Results	
<b>(JPY Billion)</b>											
<b>Net Sales</b>	515.6	553.2	283.5	528.2	231.0	458.9	74.6	200.4	309.0	429.1	
<b>Breakdown</b>											
Pachislot Pachinko	280.1	265.6	145.0	211.5	99.7	145.5	12.0	65.2	106.2	161.6	
Amusement machine	63.3	71.5	34.6	75.4	34.3	71.0	13.7	34.4	49.9	61.9	
Amusement facility	83.1	106.2	53.5	103.8	47.9	91.2	17.4	37.1	54.4	71.3	
Consumer	65.3	90.3	40.7	119.5	41.2	141.7	30.5	61.9	96.0	131.3	
Other	23.7	19.4	9.6	17.8	7.7	9.3	0.8	1.6	2.3	2.9	
<b>Operating Income</b>	105.0	119.1	62.9	76.5	-4.3	-5.8	-10.2	-7.5	-2.7	8.3	
<b>Breakdown</b>											
Pachislot Pachinko	103.9	99.8	63.7	71.1	12.1	8.4	-4.3	-1.0	5.2	14.5	
Amusement machine	7.4	12.1	6.6	11.6	1.8	7.1	0.7	4.6	6.2	6.8	
Amusement facility	5.4	9.2	2.9	0.1	-2.2	-9.8	-1.5	-2.8	-4.9	-7.5	
Consumer	-8.8	1.9	-6.7	1.7	-12.5	-5.9	-4.1	-5.9	-5.6	-0.9	
Other	-0.5	-1.7	-0.4	-1.3	-0.2	0.0	0.0	0.2	0.2	0.3	
Eliminations	-2.3	-2.3	-3.2	-6.7	-3.4	-5.5	-1.0	-2.6	-3.9	-4.9	
Operating margin	20.4%	21.5%	22.2%	14.5%	—	—	—	—	—	1.9%	
<b>Ordinary Income</b>	104.4	119.5	66.0	81.2	-3.9	-8.2	-9.8	-8.4	-5.0	6.6	
Ordinary income margin	20.2%	21.6%	23.3%	15.4%	—	—	—	—	—	1.5%	
<b>Net Income</b>	50.5	66.2	37.9	43.4	-20.2	-52.4	-10.5	-9.5	-10.8	-22.8	
Net income margin	9.8%	12.0%	13.4%	8.2%	—	—	—	—	—	—	
<b>R &amp; D expense</b>	41.5	36.3	23.0	52.1	29.8	65.3	16.6	30.4	43.4	59.6	
<b>Ca-pex</b>	32.4	38.5	23.7	36.6	34.9	50.4	6.5	14.5	20.1	26.6	
<b>Depreciation</b>	17.7	21.8	11.5	28.0	29.5	45.6	5.4	11.9	18.9	26.6	
<b>Advertising</b>	11.8	18.9	10.2	22.2	9.0	22.8	4.1	11.2	16.7	20.7	
<b># of pachislot title</b>	9 titles	14 titles	5 titles	17 titles	16 titles	22 titles	4 titles	9 titles	16 titles	19 titles	
Unit sales	676,933 units	607,106 units	360,602 units	523,422 units	310,496 units	380,688 units	15,048 units	55,102 units	108,500 units	123,286 units	
<b># of pachinko titles</b>	8 titles	8 titles	7 titles	14 titles	2 titles	9 titles	3 titles	6 titles	8 titles	12 titles	
Unit sales	233,049 units	288,895 units	81,210 units	132,981 units	56,641 units	108,184 units	19,704 units	154,950 units	237,288 units	391,831 units	
<b>SEGA Same Store Sales Comps</b>	98.5%	103.3%	100.2%	95.8%	88.9%	89.0%	87.3%	90.6%	92.1%	92.4%	
Domestic Facilities	477 facilities	462 facilities	463 facilities	449 facilities	433 facilities	363 facilities	357 facilities	347 facilities	347 facilities	322 facilities	
<b># of game software title</b>	- (84)	- (122)	- (53)	- (140)	22 (32)	80 (138)	14 (37)	36 (61)	58 (93)	78 (122)	
Sales (thousand)	11,790	16,400	5,750	21,270	4,910	26,990	6,890	12,760	21,090	29,470	



<http://www.segasammy.com/>

## [Disclaimer]

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Please visit below websites for products and service information.

<http://sega.jp/> (SEGA)

<http://www.sammy.co.jp/> (Sammy)

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