

May 13, 2009
SEGA SAMMY HOLDINGS INC.

Appendix of consolidated Financial Statements Year Ended March 31, 2009

Condensed Consolidated Income Statements

(JPY Billion)	FY 2008		FY 2009				FY 2010					
	Interim Results	FY Results	Interim Results	FY Plan on Feb.10	FY Results	YoY Change	Before change in accounting policy				After change in accounting policy	
							Interim Plan	YoY Change	FY Plan	YoY Change	Interim Plan	FY Plan
Net Sales	231.0	458.9	200.4	435.0	429.1	-6.5%	163.0	-18.7%	420.0	-2.1%	163.0	420.0
Pachinko Pachislot	99.7	145.5	65.2	170.0	161.6	+11.1%	78.5	+20.4%	186.0	+15.1%	78.5	186.0
Amusement Machines	34.3	71.0	34.4	62.0	61.9	-12.8%	18.0	-47.7%	43.0	-30.5%	18.0	43.0
Amusement Facilities	47.9	91.2	37.1	70.0	71.3	-21.8%	26.5	-28.6%	52.0	-27.1%	26.5	52.0
Consumer	41.2	141.7	61.9	130.0	131.3	-7.3%	38.5	-37.8%	136.0	+3.6%	38.5	136.0
Other	7.7	9.3	1.6	3.0	2.9	-68.8%	1.5	-6.3%	3.0	+3.4%	1.5	3.0
Operating Income	-4.3	-5.8	-7.5	2.5	8.3	-	-15.0	-	22.0	+165.1%	-12.5	27.0
Pachinko Pachislot	12.1	8.4	-1.0	13.0	14.5	+72.6%	3.0	-	22.0	+51.7%	3.0	22.0
Amusement Machines	1.8	7.1	4.6	4.2	6.8	-4.2%	-2.5	-	2.0	-70.6%	-2.3	2.5
Amusement Facilities	-2.2	-9.8	-2.8	-9.0	-7.5	-	-0.8	-	-1.0	-	-0.8	-1.0
Consumer	-12.5	-5.9	-5.9	-0.5	-0.9	-	-11.7	-	4.0	-	-9.4	8.5
Other	-0.2	0.0	0.2	0.1	0.3	-	0.0	-	0.0	-	0.0	0.0
Eliminations	-3.4	-5.5	-2.6	-5.3	-4.9	-	-3.0	-	-5.0	-	-3.0	-5.0
Operating Margin	-	-	-	0.6%	1.9%	-	-	-	5.2%	+3.3pt	-	6.4%
Ordinary Income	-3.9	-8.2	-8.4	0.5	6.6	-	-15.5	-	21.0	+218.2%	-13.0	26.0
Ordinary Income Margin	-	-	-	0.1%	1.5%	-	-	-	5.0%	+3.5pt	-	6.2%
Net Income	-20.2	-52.4	-9.5	-21.5	-22.8	-	-17.0	-	10.0	-	-14.5	15.0
Net Income Margin	-	-	-	-	-	-	-	-	2.4%	-	-	3.6%
Dividend per share (JPY)	30	45	15	30	30	-	15	-	30	-	15	30
Earing per share (JPY)	-80.44	-208.26	-37.92	-85.34	-90.83	-	-67.48	-	39.69	-	-57.56	59.54
Net Assets per share (JPY)	1,196.21	1,030.09	990.09	-	882.47	-	-	-	-	-	-	-

Costs and Expenses

(JPY Billion)	FY 2008		FY 2009				FY 2010					
	Interim Results	FY Results	Interim Results	FY Plan on Feb.10	FY Results	YoY Change	Before change in accounting policy				After change in accounting policy	
							Interim Plan	YoY Change	FY Plan	YoY Change	Interim Plan	FY Plan
(* 1) R&D expense	29.8	65.3	30.4	58.8	59.6	-8.7%	28.2	-7.2%	56.2	-5.7%	25.7	51.2
(* 2) Cap-ex	34.9	50.4	14.5	26.8	26.6	-47.2%	8.6	-40.7%	16.9	-36.5%	8.6	16.9
(* 3) Depreciation	29.5	45.6	11.9	25.4	26.6	-41.7%	7.9	-33.6%	18.2	-31.6%	7.9	18.2
Advertising	9.0	22.8	11.2	23.9	20.7	-9.2%	8.7	-22.3%	22.5	+8.7%	8.7	22.5

※(* 1) : R&D expense includes content production expenses.

※(* 2) : Includes pachislot rental assets of 17.1 billion Yen (full year)

※(* 3) : Includes pachislot rental assets of 17.3 billion Yen (full year)

Pachinko Pachislot

(JPY Billion)		FY 2008		FY 2009				FY 2010			
		Interim Results	FY Results	Interim Results	FY Plan on Feb.10	FY Results	YoY Change	Interim Plan	YoY Change	FY Plan	YoY Change
Net Sales		99.7	145.5	65.2	170.0	161.6	+11.1%	78.5	+20.4%	186.0	+15.1%
	Pachislot	78.8	103.7	15.6	35.0	33.8	-67.4%	10.6	-32.1%	51.4	+52.1%
	Pachinko	14.1	28.1	43.8	123.0	116.5	+314.6%	64.1	+46.3%	128.1	+10.0%
	Other	6.8	13.8	5.8	12.0	11.2	-18.8%	3.8	-34.5%	6.4	-42.9%
Operating Income		12.1	8.4	-1.0	13.0	14.5	+72.6%	3.0	-	22.0	+51.7%
Operating Margin		12.1%	5.8%	-	7.6%	9.0%	+3.2pt	3.8%	-	11.8%	+2.9pt
Sales in Units (pachislot)		310,496	380,688	55,102	134,000	123,286	-	40,000	-	180,000	-
Sales in Units (pachinko)		56,641	108,184	154,950	421,000	391,831	-	220,000	-	450,000	-

《Shipment Date: Pachislot Pachinko》

Pachislot	FY 2008		FY 2009			FY 2010		Pachislot		
	Interim Results	FY Results	Interim Results	FY Plan on Feb.10	FY Results	Interim Plan	FY Plan	Title	Brand	Sales (Thousand)
Sammy	5 titles	6 titles	2 titles	6 titles	6 titles	1 title	6 titles	Pachislot Hard Boiled	Sammy	23
	147,819 units	167,879 units	24,775 units	62,500 units	58,184 units	10,000 units	100,000 units	Kaidou-Mokushiroku Kaiji 2	Rodeo	18
Rodeo	3 titles	5 titles	1 title	4 titles	4 titles	1 title	3 titles	Pachislot Momotaro Dentetsu	Sammy	11
	58,336 units	85,117 units	4,289 units	30,000 units	30,073 units	20,000 units	60,000 units	Pachislot The Blue Hearts	Ginza	11
GINZA	2 titles	3 titles	2 titles	5 titles	5 titles			Pachislot Kaitou Tenshi Twin Angel 2	Sammy	5
	76,166 units	84,639 units	11,391 units	26,000 units	19,657 units					
TAIYO ELEC		1 title	2 titles	2 titles	2 titles	2 titles	3 titles			
		10,947 units	6,193 units	6,500 units	6,268 units	10,000 units	20,000 units			
Unit Supply	6 titles	7 titles	2 titles	2 titles	2 titles					
	28,175 units	32,106 units	8,454 units	9,000 units	9,104 units					
Total	16 titles	22 titles	9 titles	19 titles	19 titles	4 titles	12 titles			
	310,496 units	380,688 units	55,102 units	134,000 units	123,286 units	40,000 units	180,000 units			

Pachinko	FY 2008		FY 2009			FY 2010		Pachinko		
	Interim Results	FY Results	Interim Results	FY Plan on Feb.10	FY Results	Interim Plan	FY Plan	Title	Brand	Sales (Thousand)
Sammy	1 title	3 titles	2 titles	4 titles	4 titles	3 titles	5 titles	Pachinko CR Hokuto No Ken	Sammy	213
	51,931 units	55,617 units	126,842 units	320,000 units	307,263 units	150,000 units	330,000 units	Degihane CR Hokuto No Ken Yuria	Sammy	49
GINZA	1 title	2 titles	1 title	3 titles	3 titles			CR Momotaro Dentetsu	Ginza	31
	4,710 units	10,931 units	1,162 units	43,000 units	40,077 units			Pachinko CR Nogaremono Orin	Sammy	29
TAIYO ELEC		4 titles	3 titles	5 titles	5 titles	3 titles	6 titles	CR Samurai Champloo	Taiyo Elec	18
		41,636 units	26,946 units	58,000 units	44,491 units	50,000 units	100,000 units			
Unit Supply						1 title	1 title			
						20,000 units	20,000 units			
Total	2 titles	9 titles	6 titles	12 titles	12 titles	7 titles	12 titles			
	56,641 units	108,184 units	154,950 units	421,000 units	391,831 units	220,000 units	450,000 units			
Board+Flame Board	40,006 units	76,486 units	138,215 units	363,744 units	350,689 units	132,440 units	202,500 units			
	16,635 units	31,698 units	16,735 units	57,256 units	41,142 units	87,560 units	247,500 units			

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

* Unit Supply includes the supply of parts to other makers

Amusement Machines

(JPY Billion)	FY 2008		FY 2009				FY 2010					
	Interim Results	FY Results	Interim Results	FY Plan on Feb.10	FY Results	YoY Change	Before change in accounting policy				After change in accounting policy	
							Interim Plan	YoY Change	FY Plan	YoY Change	Interim Plan	FY Plan
Net Sales	34.3	71.0	34.4	62.0	61.9	-12.8%	18.0	-47.7%	43.0	-30.5%	18.0	43.0
Domestic	28.0	60.7	31.3	53.2	53.2	-12.4%	14.8	-52.7%	35.9	-32.5%	14.8	35.9
Overseas	6.3	10.4	3.1	8.8	8.7	-16.3%	3.2	+3.2%	7.1	-18.4%	3.2	7.1
Operating Income	1.8	7.1	4.6	4.2	6.8	-4.2%	-2.5	-	2.0	-70.6%	-2.3	2.5
Operating Margin	5.2%	10.0%	13.4%	6.8%	11.0%	+1.0pt	-	-	4.7%	-6.3pt	-	5.8%
(* 1) R&D expense	6.7	13.6	5.7	11.7	11.4	-16.2%	5.0	-12.3%	9.4	-17.5%	4.8	8.9

※(* 1) : R&D expense includes content production expenses.

《FY 2009 Major Titles》

Title		Total Sales	
WORLD CLUB Champion Football Intercontinental Clubs 2006-2007	Trading Card Game	Live unit+ Satellite (8P)	670 set
		Live unit+ Satellite (4P)	161 set
GALILEO FACTORY	Medal Game	Body	269 set
DERBY OWNERS CLUB 2008 feel the rush	Video Game	Main + Satellite	142 set
SEGA Network Mah-jong MJ4	Video Game	Live unit+ Satellite + Satellite CVT	2,465 set

Amusement Facilities

(JPY Billion)		FY 2008		FY 2009				FY 2010			
		Interim Results	FY Results	Interim Results	FY Plan on Feb.10	FY Results	YoY Change	Interim Plan	YoY Change	FY Plan	YoY Change
Net Sales		47.9	91.2	37.1	70.0	71.3	-21.8%	26.5	-28.6%	52.0	-27.1%
(Overseas)		6.1	11.7	4.7	8.3	8.6	-26.5%	3.0	-36.2%	6.0	-30.2%
Operating Income		-2.2	-9.8	-2.8	-9.0	-7.5	-	-0.8	-	-1.0	-
Operating Margin		-	-	-	-	-	-	-	-	-	-
Same Store Sales Comps		89.0%	89.0%	90.6%	91.9%	92.4%	+3.4pt	91.5%	+0.9pt	93.6%	+1.2pt
Domestic Facilities		433 facilities	363 facilities	347 facilities	322 facilities	322 facilities	-41 facilities	249 facilities	-98 facilities	246 facilities	-76 facilities
SEGA	Opened	5 facilities	8 facilities	1 facility	3 facilities	3 facilities	-	1 facility	-	6 facilities	-
	Closed	21 facilities	88 facilities	19 facilities	47 facilities	47 facilities	-	74 facilities	-	82 facilities	-
	Total	388 facilities	318 facilities	300 facilities	274 facilities	274 facilities	-44 facilities	201 facilities	-99 facilities	198 facilities	-76 facilities
(*1)Bee / TMS	Opened	1 facility	4 facilities	2 facilities	3 facilities	3 facilities	-	0 facility	-	0 facility	-
	Closed	1 facility	4 facilities	0 facility	0 facility	0 facilities	-	0 facility	-	0 facility	-
	Total	45 facilities	45 facilities	47 facilities	48 facilities	48 facilities	+3 facilities	48 facilities	+1 facility	48 facilities	-
Overseas Facilities		22 facilities	22 facilities	22 facilities	-	22 facilities	-	20 facilities	-2 facilities	20 facilities	-2 facilities
Cap-ex		8.7	15.9	9.0	16.3	14.8	-6.9%	4.1	-54.4%	8.7	-41.2%
Depreciation		7.7	17.1	7.1	15.7	15.9	-7.0%	3.6	-49.3%	7.8	-50.9%

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

《Same Store Sales Comps》

FY 2009															
April	May	June	1Q Results	July	August	September	2Q Results	October	November	December	3Q Results	January	February	March	FY Results
83.5%	89.0%	89.6%	87.3%	91.2%	95.8%	93.1%	90.6%	97.7%	99.0%	90.8%	92.1%	91.4%	94.4%	95.2%	92.4%

FY 2008															
April	May	June	1Q Results	July	August	September	2Q Results	October	November	December	3Q Results	January	February	March	FY Results
90.0%	87.0%	89.5%	88.8%	85.4%	90.5%	91.2%	89.0%	85.4%	86.2%	91.7%	88.6%	88.7%	91.7%	90.8%	89.0%

Consumer

(JPY Billion)	FY 2008		FY 2009				FY 2010					
	Interim Results	FY Results	Interim Results	FY Plan on Feb.10	FY Results	YoY Change	Before change in accounting policy				After change in accounting policy	
							Interim Plan	YoY Change	FY Plan	YoY Change	Interim Plan	FY Plan
Net Sales	41.2	141.7	61.9	130.0	131.3	-7.3%	38.5	-37.8%	136.0	+3.6%	38.5	136.0
Entertainment Software	19.7	94.8	39.0	81.9	82.1	-13.4%	16.5	-57.7%	84.7	+3.2%	16.5	84.7
Network / Other	21.5	46.9	22.9	48.1	49.2	+4.9%	22.0	-3.9%	51.3	+4.3%	22.0	51.3
Operating Income	-12.5	-5.9	-5.9	-0.5	-0.9	-	-11.7	-	4.0	-	-9.4	8.5
Operating Margin	-	-	-	-	-	-	-	-	2.9%	-	-	6.3%
Sales in Units (Thousand)	4,910	26,990	12,760	28,000	29,470	+9.2%	6,170	-51.6%	29,700	+0.8%	6,170	29,700
(* 1) R&D expense	16.4	37.1	16.7	31.7	32.8	-11.6%	13.6	-18.6%	29.2	-11.0%	11.3	24.7

※(* 1) : R&D expense includes content production expenses.

《Shipment Date: Entertainment Software》 * 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						FY 2010			
	Interim Results		FY Results		Interim Results		FY Plan on Feb.10		FY Results		Interim Plan		FY Plan	
	# 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)	# 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	8 (8)	900	17 (22)	3,570
US	7 (7)	1,720	25 (49)	12,060	11 (22)	5,410	22 (41)	11,490	22 (41)	12,490	4 (7)	1,930	22 (43)	11,630
Europe	6 (11)	2,270	25 (52)	12,270	9 (22)	5,340	20 (41)	12,200	20 (42)	12,730	4 (7)	3,330	21 (42)	14,500
Total	22 (32)	4,910	80 (138)	26,990	36 (61)	12,760	78 (121)	28,000	78 (122)	29,470	16 (22)	6,170	60 (107)	29,700

Breakdown by Platform	FY 2008				FY 2009						FY 2010			
	Interim Results		FY Results		Interim Results		FY Plan on Feb.10		FY Results		Interim Plan		FY Plan	
	SKU	Sales (Thousand)	SKU	Sales (Thousand)	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	0	0	0	0
GC	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Xbox	0	0	0	0	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	2	380	20	4,630
Wii	4	180	28	6,730	8	1,050	23	4,210	23	3,920	7	1,130	22	7,300
Xbox360	1	210	19	2,280	7	1,090	16	2,090	16	2,120	2	260	19	3,460
NDS	10	650	28	4,230	18	1,880	30	3,180	30	3,170	7	600	21	4,610
PSP	7	460	14	1,270	4	1,030	7	1,380	7	1,420	2	90	9	1,260
GBA	0	0	0	0	0	0	0	0	0	0	0	0	0	0
PC	3	350	21	1,690	8	270	14	2,020	15	1,980	2	30	16	1,770
Catalogue	-	2,600	-	7,260	-	5,450	-	10,390	0	11,920	0	3,650	0	6,640
Total	32	4,910	138	26,990	61	12,760	121	28,000	122	29,470	22	6,170	107	29,700

《FY 2009 Major Titles of Entertainment Software》

Title (Region)	Platform	Sales (Thousand)
Mario & Sonic at the Olympic Games (Europe, US)	Wii, NDS	4,210
Iron Man (Europe, US)	PS3, Xbox360, Wii, PS2, PC, PSP, NDS	2,680
Sonic Unleashed (Europe, US, Japan)	PS3, Xbox360, Wii, PS2	2,450
The Incredible Hulk (Europe, US)	PS3, Xbox360, Wii, PS2, PC, NDS	1,480
Empire : Total War (Europe, US)	PC	810
PHANTASY STAR PORTABLE (Japan)	PSP	640
Ryu Ga Gotoku 3 (Japan)	PS3	500

※The content 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.