

Appendix of Consolidated Financial Statements
6 Months Ended September 30, 2009

* FY 2010 Plan numbers of this material are information publicized on May 13, 2009.

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

Condensed Consolidated Income Statements

(JPY Billion)	FY 2009		FY 2010			
	Interim Results	FY Results	Interim Results	YoY Change	Interim Plan	FY Plan
Net Sales	200.4	429.1	154.3	-23.0%	163.0	420.0
Pachinko Pachislot	65.2	161.6	68.3	+4.8%	78.5	186.0
Amusement Machines	34.4	61.9	17.9	-48.0%	18.0	43.0
Amusement Facilities	37.1	71.3	28.9	-22.1%	26.5	52.0
Consumer	61.9	131.3	37.6	-39.3%	38.5	136.0
Other	1.6	2.9	1.5	-6.3%	1.5	3.0
Operating Income	-7.5	8.3	-0.3 (-2.3)	-	-12.5 (-15.0)	27.0 (22.0)
Pachinko Pachislot	-1.0	14.5	10.8	-	3.0	22.0
Amusement Machines	4.6	6.8	-0.7 (-1.2)	-	-2.3 (-2.5)	2.5 (2.0)
Amusement Facilities	-2.8	-7.5	0.2	-	-0.8	-1.0
Consumer	-5.9	-0.9	-8.1 (-9.6)	-	-9.4 (-11.7)	8.5 (4.0)
Other	0.2	0.3	0.2	0.0%	0.0	0.0
Eliminations	-2.6	-4.9	-2.7	-	-3.0	-5.0
Operating Margin	-	1.9%	-	-	-	6.4% (5.2%)
Ordinary Income	-8.4	6.6	-0.7 (-2.7)	-	-13.0 (-15.5)	26.0 (21.0)
Ordinary Income Margin	-	1.5%	-	-	-	6.2% (5.0%)
Net Income	-9.5	-22.8	-6.3 (-8.3)	-	-14.5 (-17.0)	15.0 (10.0)
Net Income Margin	-	-	-	-	-	3.6% (2.4%)
Dividend per share (JPY)	15	30	15	-	15	30
Earning per share (JPY)	-37.92	-90.83	-25.10	-	-57.56	59.54
Net Assets per share (JPY)	990.09	882.47	841.80	-	-	-

Costs and Expenses

(JPY Billion)	FY 2009		FY 2010			
	Interim Results	FY Results	Interim Results	YoY Change	Interim Plan	FY Plan
R&D expense / Content Production expense	30.4	59.6	22.9 (24.9)	-24.7% (-18.1%)	25.7 (28.2)	51.2 (56.2)
Cap-ex	14.5	26.6	6.3	-56.6%	8.6	16.9
Depreciation	11.9	26.6	7.3	-38.7%	7.9	18.2
Advertising	11.2	20.7	7.8	-30.4%	8.7	22.5

Pachinko Pachislot

(JPY Billion)	FY 2009		FY 2010			
	Interim Results	FY Results	Interim Results	YoY Change	Interim Plan	FY Plan
Net Sales	65.2	161.6	68.3	+4.8%	78.5	186.0
Pachislot	15.6	33.8	18.2	+16.7%	10.6	51.4
Pachinko	43.8	116.5	47.1	+7.5%	64.1	128.1
Other	5.8	11.2	3.0	-48.3%	3.8	6.4
Operating Income	-1.0	14.5	10.8	-	3.0	22.0
Operating Income Margin	-	9.0%	15.8%	-	3.8%	11.8%
Unit Sales (Pachislot)	55,102	123,286	57,038	+3.5%	40,000	180,000
Unit Sales (Pachinko)	154,950	391,831	167,715	+8.2%	220,000	450,000

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

Pachislot	FY 2009		FY 2010		
	Interim Results	FY Results	Interim Results	Interim Plan	FY Plan
Sammy	2 titles 24,775 units	6 titles 58,184 units	3 titles 53,898 units	1 title 10,000 units	6 titles 100,000 units
Rodeo	1 title 4,289 units	4 titles 30,073 units	0 title 65 units	1 title 20,000 units	3 titles 60,000 units
TAIYO ELEC	2 titles 6,193 units	2 titles 6,268 units	1 title 1,806 units	2 titles 10,000 units	3 titles 20,000 units
GINZA	2 titles 11,391 units	5 titles 19,657 units	-	-	-
Unit Supply	2 titles 8,454 units	2 titles 9,104 units	1 title 1,269 units	-	-
Total	9 titles 55,102 units	19 titles 123,286 units	5 titles 57,038 units	4 titles 40,000 units	12 titles 180,000 units

Pachislot		
Title	Brand	Unit Sales (Thousands)
Pachislot Psalms of Planets Eureka Seven	Sammy	31
Pachislot Urusei Yatsura 2	Sammy	16

* Unit Supply includes the supply of parts to other makers

Pachinko	FY 2009		FY 2010		
	Interim Results	FY Results	Interim Results	Interim Plan	FY Plan
Sammy	2 titles 126,842 units	4 titles 307,263 units	4 titles 105,764 units	3 titles 150,000 units	5 titles 330,000 units
TAIYO ELEC	3 titles 26,946 units	5 titles 44,491 units	3 titles 48,653 units	3 titles 50,000 units	6 titles 100,000 units
GINZA	1 title 1,162 units	3 titles 40,077 units	-	-	-
Unit Supply	-	-	1 title 13,298 units	1 title 20,000 units	1 title 20,000 units
Total	6 titles 154,950 units	12 titles 391,831 units	8 titles 167,715 units	7 titles 220,000 units	12 titles 450,000 units
Board + Flame	138,215 units	350,689 units	58,504 units	132,440 units	202,500 units
Board	16,735 units	41,142 units	109,211 units	87,560 units	247,500 units

Pachinko		
Title	Brand	Unit Sales (Thousands)
Pachinko CR Kyutei Nyokan Chamgum no Chikai	Sammy	50
CR GAMERA THE BATTLE PACHINKO	Sammy	35
CR Kidou Shinsengumi Moeyo Ken 2' series	TAIYO ELEC	34

* Unit Supply includes the supply of parts to GINZA Corporation

Amusement Machines

(JPY Billion)	FY 2009		FY 2010			
	Interim Results	FY Results	Interim Results	YoY Change	Interim Plan	FY Plan
Net Sales	34.4	61.9	17.9	-48.0%	18.0	43.0
Domestic	31.3	53.2	14.8	-52.7%	14.8	35.9
Overseas	3.1	8.7	3.1	0.0%	3.2	7.1
Operating Income	4.6	6.8	-0.7 (-1.2)	-	-2.3 (-2.5)	2.5 (2.0)
Operating Income Margin	13.4%	11.0%	-	-	-	5.8% (4.7%)
R&D expense / Content Production expense	5.7	11.4	4.3 (4.8)	-24.6% (-15.8%)	4.8 (5.0)	8.9 (9.4)

《Shipment Data: Amusement Machines》

Title		Sales	
BORDER BREAK	Video Game	Satellite	2,436 units

Amusement Facilities

(JPY Billion)	FY 2009		FY 2010			
	Interim Results	FY Results	Interim Results	YoY Change	Interim Plan	FY Plan
Net Sales	37.1	71.3	28.9	-22.1%	26.5	52.0
(Overseas)	4.7	8.6	2.8	-40.4%	3.0	6.0
Operating Income	-2.8	-7.5	0.2	-	-0.8	-1.0
Operating Income Margin	-	-	0.7%	-	-	-
SEGA Same Store Sales Comps	90.6%	92.4%	92.3%	-	91.5%	93.6%
Domestic Facilities	347 facilities	322 facilities	277 facilities	-	249 facilities	246 facilities
SEGA						
Opened	1 facility	3 facilities	1 facility	-	1 facility	6 facilities
Closed	19 facilities	47 facilities	44 facilities	-	74 facilities	82 facilities
Total	300 facilities	274 facilities	231 facilities	-	201 facilities	198 facilities
Bee / TMS						
Opened	2 facilities	3 facilities	0 facility	-	0 facility	0 facility
Closed	0 facility	0 facility	2 facilities	-	0 facility	0 facility
Total	47 facilities	48 facilities	46 facilities	-	48 facilities	48 facilities
Overseas Facilities	22 facilities	22 facilities	21 facilities	-	20 facilities	20 facilities
Cap-ex	9.0	14.8	2.5	-72.2%	4.1	8.7
Depreciation	7.1	15.9	3.4	-52.1%	3.6	7.8

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

《SEGA Same Store Sales Comps》

FY 2010									
April	May	June	1Q Results	July	August	September	Interim Results	Interim Plan	FY Plan
95.6%	98.8%	93.0%	96.0%	92.0%	88.3%	86.0%	92.3%	91.5%	93.6%

FY 2009															
April	May	June	1Q Results	July	August	September	Interim 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%

Consumer

(JPY Billion)	FY 2009		FY 2010			
	Interim Results	FY Results	Interim Results	YoY Change	Interim Plan	FY Plan
Net Sales	61.9	131.3	37.6	-39.3%	38.5	136.0
Entertainment Software	39.0	82.1	15.7	-59.7%	16.5	84.7
Network / Other	22.9	49.2	21.9	-4.4%	22.0	51.3
Operating Income	-5.9	-0.9	-8.1 (-9.6)	-	-9.4 (-11.7)	8.5 (4.0)
Operating Margin	-	-	-	-	-	6.3% (2.9%)
Units Sales (Thousands)	12,760	29,470	5,400	-57.7%	6,170	29,700
R&D expense / Content Production expense	16.7	32.8	11.2 (12.7)	-32.9% (-24.0%)	11.3 (13.6)	24.7 (29.2)

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

《Shipment Data: Entertainment Software》

Breakdown by Region	FY 2009				FY 2010					
	Interim Results		FY Results		Interim Results		Interim Plan		FY Plan	
	# of titles (SKU)	Unit Sales (Thousands)	# of titles (SKU)	Unit Sales (Thousands)	# of titles (SKU)	Unit Sales (Thousands)	# of titles (SKU)	Unit Sales (Thousands)	# of titles (SKU)	Unit Sales (Thousands)
Japan / Other	16 (17)	2,000	36 (39)	4,230	8 (8)	1,090	8 (8)	900	17 (22)	3,570
US	11 (22)	5,410	22 (41)	12,490	8 (12)	2,300	4 (7)	1,930	22 (43)	11,630
Europe	9 (22)	5,340	20 (42)	12,730	7 (10)	2,000	4 (7)	3,330	21 (42)	14,500
Total	36 (61)	12,760	78 (122)	29,470	23 (30)	5,400	16 (22)	6,170	60 (107)	29,700

Breakdown by Platform	FY 2009				FY 2010					
	Interim Results		FY Results		Interim Results		Interim Plan		FY Plan	
	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)
PS2	7	930	10	1,780	0	0	0	0	0	0
PS3	9	1,040	21	3,130	2	350	2	380	20	4,630
Wii	8	1,050	23	3,920	11	1,100	7	1,130	22	7,300
Xbox360	7	1,090	16	2,120	2	210	2	260	19	3,460
NDS	18	1,880	30	3,170	9	620	7	600	21	4,610
PSP	4	1,030	7	1,420	2	210	2	90	9	1,260
PC	8	270	15	1,980	4	40	2	30	16	1,770
Catalogue	-	5,450	-	11,920	-	2,850	-	3,650	0	6,640
Total	61	12,760	122	29,470	30	5,400	22	6,170	107	29,700

Titles	Region	Platform	Unit Sales (Thousands)
Virtua Tennis 2009	US, Europe	PS3, Xbox360, Wii, PC	880
The Conduit	US, Europe	Wii	270
Puyopuyo 7	Japan	NDS	190

* The contents of this material and comments made during the questions and answers etc of this briefing session are the judgment and projections of the Company's management based on currently available information. The contents involve risk and uncertainty and the actual results may differ materially from these contents / comments.