

Summary of 3rd Quarter Results for FY Ending March 2015

Consolidated Income Statements (Summary)

(JPY Billion)	FY Ended March 2014		FY Ending March 2015				
	Results Through 3Q	Full Year Results	Results Through 3Q	YoY Change	Revised Full Year Forecasts (announced on Oct 31)	Revised Full Year Forecasts (announced on Feb 12)	YoY Change
Net Sales	303.9	378.0	267.5	-12%	370.0	352.5	-7%
Operating Income	46.5	38.5	16.2	-65%	18.0	16.0	-58%
Ordinary Income	49.1	40.5	16.2	-67%	17.0	15.0	-63%
Income before income taxes and minority interests	63.6	47.5	11.5	-82%	12.7	1.0	-98%
Net Income	44.3	30.7	-0.0	-	4.0	-13.0	-
Dividends per share (JPY)	-	40.00	-	-	40.00	40.00	-
Earnings per share (JPY)	182.53	126.42	-0.10	-	16.40	-53.25	-
Net Assets per share (JPY)	1,453.40	1,409.27	1,396.48	-	-	-	-

<Results Through 3Q>

- Year-on-year, sales and profits decreased
- Revised full year forecasts on February 12, 2015

Costs and Expenses Results/Forecast

(JPY Billion)	FY Ended March 2014		FY Ending March 2015				
	Results Through 3Q	Full Year Results	Results Through 3Q	YoY Change	Revised Full Year Forecasts (announced on Oct 31)	Revised Full Year Forecasts (announced on Feb 12)	YoY Change
R&D Expense / Content Production Expense	40.7	59.2	48.8	+20%	67.2	64.0	+8%
Cap-ex	29.3	38.1	20.5	-30%	33.3	28.7	-25%
Depreciation	11.4	16.1	12.8	+12%	18.3	17.5	+9%
Advertising	11.4	16.0	14.5	+27%	22.0	20.0	+25%

Consolidated Balance Sheet (Summary)

(JPY billion)	【 Assets 】			【 Liabilities and Net Assets 】			
	Account	As of end of March 2014	End of 3Q	Change	Account	As of end of March 2014	End of 3Q
Total Current Assets	318.4	331.6	+13.2	Total Current Liabilities	91.0	93.9	+2.9
Total Noncurrent Assets	224.4	234.2	+9.8	Total Noncurrent Liabilities	103.5	125.2	+21.7
				Total Liabilities	194.6	219.2	+24.6
				Total Net Assets	348.2	346.6	-1.6
Total Assets	542.9	565.8	+22.9	Total Liabilities and Net Assets	542.9	565.8	+22.9

Account	As of end of March 2014	End of 3Q	Change
Equity ratio	63.2%	60.3%	-2.9pt
Current ratio	349.7%	353.0%	+3.3pt

- Current Assets: Up 13.2 billion yen as cash and deposits, accounts receivable and securities (short-term fund management) increased
- Noncurrent Assets: Up 9.8 billion yen primarily due to the increase in tangible fixed assets and investment securities
- Noncurrent Liabilities: Up 21.7 billion yen primarily due to the issuance of corporate bonds
 - Total Assets : 565.8 billion yen increased by 22.9 billion yen
- Equity ratio : 60.3% (-2.9pt)
- Current ratio : 353.0% (+3.3pt)

Pachislot and Pachinko Machines

(JPY Billion)	FY Ended March 2014		FY Ending March 2015				
	Results Through 3Q	Full Year Results	Results Through 3Q	YoY Change	Revised Full Year Forecasts (announced on Oct 31)	Revised Full Year Forecasts (announced on Feb 12)	YoY Change
Net Sales	160.2	181.8	115.3	-28%	158.5	149.0	-18%
Pachislot	107.1	112.7	44.6	-58%	75.5	73.7	-35%
Pachinko	49.3	63.5	69.7	+41%	82.0	74.0	+17%
Other	3.8	5.6	1.0	-74%	1.0	1.3	-77%
Operating Income	50.0	45.2	20.6	-59%	25.0	25.0	-45%
Operating Income Margin	31.2%	24.9%	17.9%	-13.3pt	15.8%	16.8%	-8.1pt
Unit Sales (Pachislot)	286,396	301,575	130,191	-55%	222,998	207,000	-31%
Unit Sales (Pachinko)	156,538	200,225	225,783	+44%	267,453	242,000	+21%

<Results Through 3Q>

- Sales and profits decreased year-on-year as number of pachislot titles decreased
- Number of pachinko units sales increased year-on-year, as sales of pachinko machine, mainly mainstay titles remained solid

<Full Year Forecast >

【Overall】

- Sales and profits are forecast to decrease due to the decreased number of pachislot titles compared to the previous fiscal year.
- Revised full year forecast on February 12, 2015
 - ⇒ No change in operating income despite the decrease in unit sales in comparison with the previous forecast as of October 31, 2014

【Pachislot】

- Continues with shipments of “Salaryman Kintaro” launched in 3Q and releases the mainstay title “**Pachislot ALADDINA II**”
- Main titles to be launched (4Q)
 - ⇒Sammy “**Pachislot ALADDINA II**” etc.

【Pachinko】

- Several titles to be launched
- Main titles to be launched (4Q)
 - ⇒Sammy “**CR HAKUSHON DAIMAO series**” etc.

Amusement Machine Sales

(JPY Billion)	FY Ended March 2014		FY Ending March 2015				
	Results Through 3Q	Full Year Results	Results Through 3Q	YoY Change	Revised Full Year Forecasts (announced on Oct 31)	Revised Full Year Forecasts (announced on Feb 12)	YoY Change
Net Sales	28.0	38.6	28.9	+3%	40.0	39.0	+1%
Domestic	23.9	32.6	23.4	-2%	-	-	-
Overseas	4.1	6.0	5.5	+34%	-	-	-
Operating Income	-0.2	-1.2	0.4	-	-2.3	-1.6	-
Operating Income Margin	-	-	1.4%	-	-	-	-

*Sales figures include sales of expendable such as cards and distribution of earnings of revenue sharing titles.

<Results Through 3Q>

- Turned to profit as operating cost such as development cost etc. was moved back

<Full Year Forecast >

- Expects increase in loss compared to previous fiscal year due to weak sales of new titles, etc.
- Only one title is planned to be released in 4Q
- Expects distribution of earnings from revenue sharing model
⇒New title “Wonderland Wars”

Amusement Center Operations

(JPY Billion)	FY Ended March 2014		FY Ending March 2015				
	Results Through 3Q	Full Year Results	Results Through 3Q	YoY Change	Revised Full Year Forecasts (announced on Oct 31)	Revised Full Year Forecasts (announced on Feb 12)	YoY Change
Net Sales	32.4	43.2	30.9	-5%	41.0	41.0	-5%
Operating Income	-0.0	0.0	-0.5	-	-0.8	-0.8	-
Operating Income Margin	-	-	-	-	-	-	-
Same Store Sales Comparisons	94.9%	96.1%	100.1%	-	97.7%	99.1%	-
Domestic Facilities	203 facilities	198 facilities	198 facilities	-	198 facilities	199 facilities	-
Overseas Facilities	2 facilities	2 facilities	2 facilities	-	2 facilities	2 facilities	-

<Results Through 3Q>

- Sales decreased year-on-year and loss increased due to the consumption tax hike although same-store sales remained solid

<Full Year Forecast >

- Working towards improved profitability by narrowing investments and streamlining facility operations, etc.
- Domestic same store sales year-on-year comparison: End of full year forecasts: 99.1%
- Domestic facilities: End of full year forecasts: 199 (Openings: 5, Closures: 4)
- Reviewing facilities portfolio and development and opening of facilities targeting families and facilities accompanying restaurants

Consumer Business

(JPY Billion)	FY Ended March 2014		FY Ending March 2015				
	Results Through 3Q	Full Year Results	Results Through 3Q	YoY Change	Revised Full Year Forecasts (announced on Oct 31)	Revised Full Year Forecasts (announced on Feb 12)	YoY Change
Net Sales	72.3	99.8	82.1	+14%	116.5	110.0	+10%
Packaged Games	28.4	38.9	32.0	+13%	45.7	43.8	+13%
Digital Games	28.3	40.0	33.7	+19%	47.3	44.4	+11%
Toy	7.4	8.4	5.6	-24%	6.9	6.2	-26%
Animation	8.3	12.1	9.9	+19%	14.5	13.9	+15%
Other / Elimination	-0.1	0.4	0.9	-	2.1	1.7	+325%
Operating Income	2.7	2.0	2.2	-19%	5.0	2.7	+35%
Operating Income Margin	3.7%	2.0%	2.7%	-1.0pt	4.3%	2.5%	+0.5pt
Sales in Units (Thousands)	6,310	8,730	8,900	+41%	11,040	11,060	+27%

<Results Through 3Q>

- The overall performance of the digital games field was solid due to robust performance of existing titles as well of mainstay titles
- Business performance was weak in toy sales business and packaged game field, though digital game field was solid. As a result, year-on-year sales increased but profit decreased.

<Full Year Forecast >

【Overall】

- Revised full year forecast from the previous forecast on October 31 2014, because of the weak performance in packaged game field etc.

【Packaged Games】

- Expects weak sales of new titles
- Main titles to be launched in 4Q
Domestic “**Ryu ga Gotoku 0: Chikai no Basho**”

【Digital Games】

- The overall performance of the digital games field was temporarily weak as release of new titles is strategically slipped to the next fiscal year, timing of posting the license income of overseas online game moves to the next fiscal year, and pachinko and pachislot games for mobile phones and PCs didn't perform well
- Launch several new titles for domestic smartphones
⇒ “**Dairantou!! Dragon Parade**” etc.
- Development of domestic for smart device titles in the Asian regions
Note: “**Dairantou!! Dragon Parade**” are translated in English for the sake of convenience.

【Toy】

- Business performance is expected to be weak, in spite of sales of mainstay products

【Animation】

- License revenue and product sales revenue from TV series “**Yowamushi Pedal**” are expected to remain robust

Group Structure Reform Activities**■ Established Group Structure Reform Division** (on May 9, 2014)

- Chairman: Hajime Satomi, President & CEO
- Vice Chairman: Akira Sugano, CFO & Executive Vice President

■ Announcement of Group Structure Reform Policy (on October 31, 2014)

- Restructuring into three business groups
- Policy for reduction of fixed expense
- Appointment of personnel in charge of structure reform in SEGA CORPORATION

■ Implementation of Structure Reform in SEGA CORPORATION (on January 30, 2015)

- Enhancing efficiency in domestic businesses
- Soliciting voluntary retirement
- Enhancing efficiency in overseas businesses

■ Implementation of Group Structure Reform (on February 12, 2015)

- Implementation of restructuring the group subsidiaries as of April 1, 2015
- To promote further business reorganization, organizational restructuring within the group will be determined.

※The contents in this material and comments made during the questions and answers etc. of this briefing session are the judgment and forecasts of the Company's management based on the currently available information.

These contents involve risk and uncertainty, and the actual results may differ materially from these contents/comments.