

Fundamental Capital for Entertainment Value Creation

Intellectual Properties

During their long histories, SEGA Games Co., Ltd., Sammy Corporation, and other operating companies have created and acquired diverse intellectual properties through in-house development and acquisition or licensing from third parties. The Group ensures that these precious management resources create long-term entertainment value through multifaceted rollouts catering to current needs.

Maximizing Value of Intellectual Properties through Multifaceted Rollouts



PHANTASY STAR ONLINE 2

PHANTASY STAR ONLINE 2 is the successor to the 3D online network role-playing game for home video game consoles, *PHANTASY STAR ONLINE*, which became the model for online network role-playing games in Japan. *PHANTASY STAR ONLINE* traces its origins to *PHANTASY STAR*, a role-playing game released in 1987.

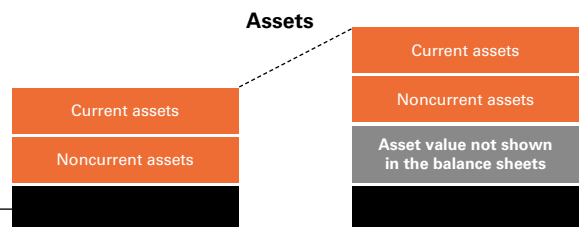
In the 15 years since the release of *PHANTASY STAR ONLINE*, we have introduced numerous titles, which have garnered a loyal fan base. At the same time, we have heightened the value of the intellectual property through multifaceted rollouts encompassing such areas as digital games, animation, and stage shows.

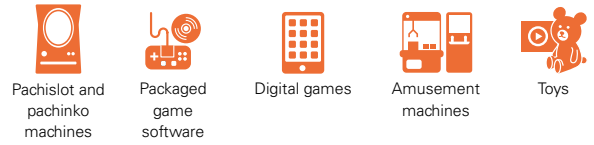
Intangible Assets

Entertainment companies recognize intellectual properties obtained through the acquisition of companies in investment securities and goodwill. However, they do not recognize intellectual properties they have created in-house or licensed from third parties as assets. This means such intellectual properties are intangible assets that are not recognized in financial statements.

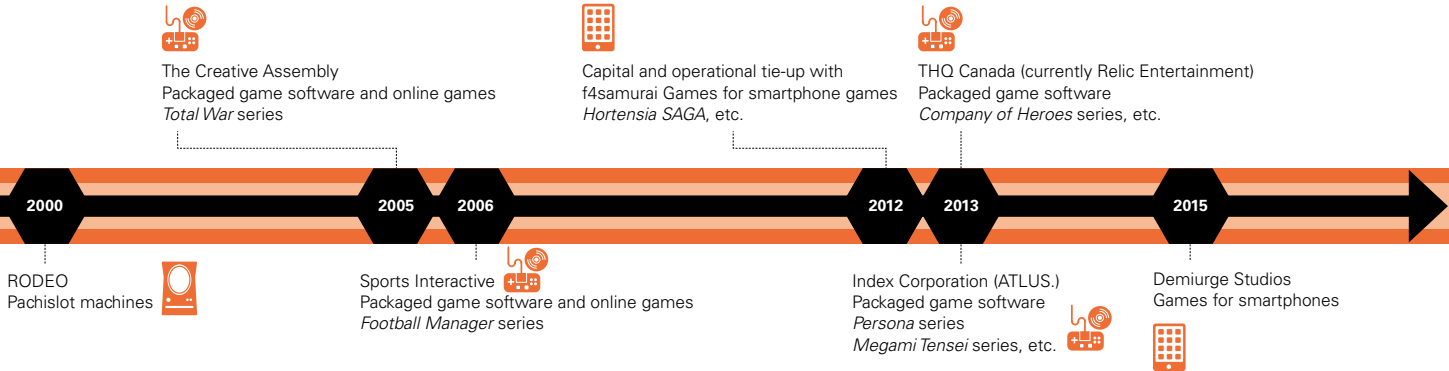
Total investments and other assets

Intellectual properties obtained through acquisitions recognized.
Intellectual properties created in-house and licensed intellectual properties not recognized.





Examples of Intellectual Properties Acquired through M&As



Examples of acquired intellectual properties	Intellectual property title	First appearance	Multifaceted rollout				Total editions	Cumulative unit sales / downloads
	Megami Tensei series	1987						28 Approx. 7.2 million units (packaged and digital total)
	Persona series	1996						12 Approx. 6.9 million units (packaged and digital total)
	Etrian Odyssey series	2007					7 Approx. 1.5 million units (packaged and digital total)	

Examples of intellectual properties developed in-house	Intellectual property title	First appearance	Multifaceted rollout				Total editions	Cumulative unit sales / downloads
	Sonic the Hedgehog series	1991						— Approx. 350 million (units / downloads) (packaged and digital total)
	Puyopuyo series	1991*						— Approx. 22.0 million (units / downloads) (packaged and digital total)
	Ryu ga Gotoku series	2005						68 Approx. 9.3 million (units / downloads) (packaged, digital, and mobile members total)
	ALADDIN series	1989						14 Approx. 570,000 units (pachislot and pachinko machines and amusement machines total)
	Juoh series	2001						14 Approx. 490,000 units (pachislot and pachinko machines and amusement machines total)
	PHANTASY STAR series	1987					— Approx. 4.5 million IDs*2 (cumulative total for registered IDs)	
	CHAIN CHRONICLE series	2013					3 Approx. 5.0 million downloads (packaged and digital total)	

*1 SEGA CORPORATION acquired the rights in 1998. Figures for cumulative unit sales are the totals for titles that SEGA sold after acquiring the rights.
*2 Total for PHANTASY STAR ONLINE 2

Examples of intellectual properties licensed from third parties	Intellectual property title	First appearance	Multifaceted rollout				Total editions	Cumulative unit sales / downloads
	SEGA feat. HATSUNE MIKU Project series	2009					45 Approx. 5.3 million (units / downloads) (packaged and digital total)	
	Hokuto No Ken series	2002						30 Approx. 2.64 million units (pachislot and pachinko machines and amusement machines total)
	SOUTEN-NO-KEN series	2009						8 Approx. 390,000 units (pachislot and pachinko machines total)