Meeting Material
Group Structure Reform (1)

SEGA SAMMY HOLDINGS INC.

- Pachislot and pachinko machines business
- Entertainment contents business
- Resort business
Group Structure Reform (2)

SEGA Holdings Co., Ltd.

SEGA Games Co., Ltd.

Company System

Consumer Online Business Company

SEGA Networks Company
The performance of this fiscal year is in line with the initial plan supported by strong performance of existing titles despite the decrease in the number of new titles due to strategic delay in the release of new titles in current fiscal year.

FY2015
Y-Y 150% growth
Further Acceleration of Growth in FY2016

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Domestic Market</th>
<th>Overseas Market</th>
<th>Noah Pass</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q2 FY2013</td>
<td>1.3</td>
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<tr>
<td>Q3 FY2013</td>
<td>1.5</td>
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<td>Q4 FY2013</td>
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<td>Forecast</td>
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Domestic Market
Multiple titles continue to be ranked in top 50

**Google play**

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**App store**

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Source: App Annie
Hit Rate (2) Number of Hit Titles

- Many existing hit titles are on a growing trend in this fiscal year
- Release of many new titles in first half of next fiscal year is expected to further solidify hit titles

- Big hits (Over 500 million yen/month)
- Hits (Over 100 million yen/month)
- Likely to be hits (Over 50 million yen/month)
- Stalling titles (Over 30 million yen/month)
Key Title (CHAIN CHRONICLE)

- Re-accelerated due to major update in 2Q
- Anticipated to remain as one of the major key titles next fiscal year onward

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<thead>
<tr>
<th></th>
<th>Gross Sales</th>
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<td>Apr</td>
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<td>May</td>
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<td>Jun</td>
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<td>Nov</td>
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<td>Dec</td>
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</table>

CY2014
Key Title（Puyopuyo!! Quest）

• Showing stable growth since release with further acceleration anticipated next fiscal year
• Monthly sales have grown and stabilized at over 500 million yen. (Reached record high sales in Dec 2014.)
• Achieved 11 million DL

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<tr>
<th>Gross Sales</th>
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<th>Jun</th>
<th>Jul</th>
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<th>Sep</th>
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CY2014
• Ange Vierge

- Gross Sales

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<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
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</thead>
</table>

- Continued growth and had record high sales in December 2014
- Monthly sales remained stable at 100 to 200 million yen level
- TV animation version to be created and further growth also anticipated as IP

• SAKATSUKU Shoot!

- Gross Sales

<table>
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<tr>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
</tr>
</thead>
</table>

- Continued further growth and had record high sales in December 2014
- Further continuous growth anticipated in 2015

*“SAKATSUKU Shoot! ” is translated in English for the sake of convenience.*
Well-Developed Pipeline with New Titles

- 16 mainstay titles in this fiscal year will continued to be operated
- About 20 titles with console quality to be added for full preparation
- Over half of the 20 titles planned to be released in first half of next fiscal year

<table>
<thead>
<tr>
<th></th>
<th>Existing</th>
<th>New</th>
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<tbody>
<tr>
<td>Developed by SEGA Networks</td>
<td>5 titles</td>
<td>+</td>
</tr>
<tr>
<td>Developed by SEGA</td>
<td>5 titles</td>
<td>+</td>
</tr>
<tr>
<td>Co-Develop /Publish</td>
<td>6 titles</td>
<td>+</td>
</tr>
</tbody>
</table>
Expand Domestic Pipeline with Business Collaboration

- **Investment in game developer, PLAY HEART**
  
  Secure production line with console quality.

---

PLAYHEART, Inc.

Established: 2011

Representative: Itsuki Fukuzato

(President and Chief Executive Officer)

Principal business: Development/operation of online games
Development/distribution of games for mobile phones
Development/operation of the Internet services
Overseas Market
Market Scale

Asia 1 trillion yen = Europe and U.S. 1 trillion yen

Room to grow

South East Asia + South Asia ÷ South America + EMEA
Unique market $\div$ Independent strategy

Independent management system
Progress of Overseas Expansion

Sonic Dash

- 98 million downloads on a cumulative basis
- Record high downloads in Sega Networks’ history
  *143.5 million downloads on cumulative basis for the Sonic series alone

CHAIN CHRONICLE

- Released in 144 countries
- Asia: Launched in March 2014
- Europe and the U.S.: Launched in December 2014

Expansion of Local Developmental System

- Expanded local developmental system to 2 studios with 70 staff
- Developed original titles such as Crazy Taxi™ City Rush, Sonic Dash, Super Monkey Ball Bounce
Overseas Contents Production Pipeline

Target threefold growth while enhancing quality

FY2014

FY2015
Progress of Overseas Expansion
Overseas Bases and Partner Developers

Hire

- Three Rings
- Release several new titles next fiscal year
- Proactively increase personnel

Acquire

- demicurate
- 100% owned subsidiary
- Representative title: Marvel Puzzle Quest
- Release of new titles in 1Q

Incubate

- ignited artists
- Established in December 2014
- Composed of experienced PC online game/home video game developers.
- Release new titles at end of next fiscal year

Partner

- SpaceApe
- Capital and business partnership
- Distribution of new titles in Japan
- Further accelerate cooperation towards end of 2015
### Major Index①

<table>
<thead>
<tr>
<th>Participating Companies (subscription filed)</th>
<th>August 2013</th>
<th>As of February 17, 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>15 Developers</td>
<td>88 Developers</td>
<td></td>
</tr>
</tbody>
</table>

| Participating apps                         | 84          | 395                     |

| Total Users                                 | 20 million  | 89.1 million            |

| MAU                                         | –           | 10.7 million/month      |

*MAU: as of the end of January, 2015*
Effect of Noah Pass

Quality Ecosystem

**<Banner ads CVR>**

- About three times more than ADNW

**<Retention Rate>**

- About three times higher next day retention rate

**<Investment Efficiency (to LTV)>**

- About three times higher next day retention rate

- 8~32
Potential of Noah Pass

B to B  Sharing  =

Free
Open
Effective

88 Companies
395 titles
89 million users
Cross-Industry Collaboration

Monthly subscription Service A

Monthly subscription Service B

Commerce A

Portal A
Project 1
Cross-Industry Collaboration: Digital Comics

- Sending new users
- Sending trial users who read episodes 1-3
- Subscription to fee-based comics
- Mutually sending users over 200,000 times
- Sending new users
- Returning dormant users

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Cross-Industry Collaboration: Digital Comics
Project 2
Categorizing smartphone users and smartphone game users by type
Advance to Dash Board

Dash Board

- Exclusive Reports
- User/title-market Analytics
- Exclusive AD products
Dashboard Analysis

Cluster composition + Chronological changes

Market analysis (Macro + Title)

Analysis of In game KPI

Advertisement efficiency

Visualization of media contacts by cluster

Analysis of effects of events held in games
# Dashboard Analysis

## Media contact ranking by Datasection Inc.

### TV Program

<table>
<thead>
<tr>
<th>Rank</th>
<th>Name of program</th>
<th>Genre</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>A</td>
<td>Variety</td>
</tr>
<tr>
<td>2</td>
<td>B</td>
<td>Drama</td>
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<tr>
<td>3</td>
<td>C</td>
<td>Drama</td>
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<tr>
<td>4</td>
<td>D</td>
<td>Animation</td>
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<td>5</td>
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<td>9</td>
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<td>10</td>
<td>J</td>
<td>Animation</td>
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</table>

### Beverages

<table>
<thead>
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<th>Rank</th>
<th>Name of product</th>
<th>Genre</th>
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<td>1</td>
<td>A</td>
<td>Soft drink</td>
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<td>2</td>
<td>B</td>
<td>Energy drink</td>
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<tr>
<td>3</td>
<td>C</td>
<td>Canned coffee</td>
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<td>4</td>
<td>D</td>
<td>Snacks</td>
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<td>5</td>
<td>E</td>
<td>Soft drink</td>
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<td>6</td>
<td>F</td>
<td>Ice cream</td>
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<td>7</td>
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<td>Snacks</td>
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<td>Soft drink</td>
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<td>10</td>
<td>J</td>
<td>Ice cream</td>
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</tbody>
</table>
Original Report can’t be disclosed as its disclosure was limited to the meeting.
Dashboard: Original Services

- Retargeting ads
- Reward ads
- Ad network
- Mass ads
Business Partnership for Noah Pass (1)

Strategic business partnership with Metaps Inc.
Strategic business partnership with Metaps Inc.

Combination of dashboard and Metaps analytics
Collaboration in overseas development
Collaboration among services developed by each company
Strategic business partnership with Datasection Inc.
Business Partnership for Noah Pass (2)

Strategic business partnership with Datasection Inc.

Visualization of media contact ranking

Acceleration of cross-industrial exchange of big data generated by dashboard
Decision × Science

Beta service will be provided from
April 1, 2015