

November 2, 2012
SEGA SAMMY HOLDINGS INC.

Appendix of Consolidated Financial Statements

6 Months Ended September 30, 2012

Consolidated Income Statements

(JPY Billion)	FY Ended March 2012		FY Ending March 2013				
	Results Through 2Q	Full Year Results	Initial Forecasts Through 2Q (announced on May 11)	Results Through 2Q	YoY Change	Initial Full Year Forecasts (announced on May 11)	YoY Change
Net Sales	152.6	395.5	163.0	136.5	-10.6%	470.0	+18.8%
Pachislot and Pachinko Machines	74.8	212.1	83.5	54.3	-27.4%	286.5	+35.1%
Amusement Machine Sales	19.3	49.9	19.0	18.7	-3.1%	40.5	-18.8%
Amusement Center Operations	23.2	44.6	23.0	21.7	-6.5%	44.5	-0.2%
Consumer Business	33.4	85.6	31.0	35.3	+5.7%	85.0	-0.7%
Other	1.6	3.0	6.5	6.3	+293.8%	13.5	+350.0%
Operating Income	15.1	58.3	2.5	7.8	-48.3%	66.0	+13.2%
Pachislot and Pachinko Machines	20.6	71.0	11.7	10.4	-49.5%	70.0	-1.4%
Amusement Machine Sales	1.5	7.4	-0.7	0.8	-46.7%	1.3	-82.4%
Amusement Center Operations	1.6	0.3	1.5	0.8	-50.0%	1.0	+233.3%
Consumer Business	-6.0	-15.1	-6.0	-0.7	-	0.5	-
Other	0.2	0.2	-0.5	-0.1	-	-0.5	-
Eliminations	-2.9	-5.4	-3.5	-3.2	-	-6.3	-
Operating Margin	9.9%	14.7%	1.5%	5.7%	-4.2pt	14.0%	-0.7pt
Ordinary Income	14.7	58.1	2.0	7.2	-51.0%	65.0	+11.9%
Ordinary Income Margin	9.6%	14.7%	1.2%	5.3%	-4.3pt	13.8%	-0.9pt
Extraordinary Gain	1.1	3.3	-	0.3	-	-	-
Extraordinary Loss	5.3	18.5	-	0.3	-	-	-
Net Income	3.9	21.8	3.5	3.8	-2.6%	40.0	+83.5%
Net Income Margin	2.6%	5.5%	2.1%	2.8%	+0.2pt	8.5%	+3.0pt
Dividend per share (JPY)	20	40	20	20	-	40	-
Earning per share (JPY)	15.79	86.73	14.22	15.74	-	164.20	-
Net Assets per share (JPY)	1,115.46	1,167.59	-	1,125.09	-	-	-

Costs and Expenses

(JPY Billion)	FY Ended March 2012		FY Ending March 2013				
	Results Through 2Q	Full Year Results	Initial Forecasts Through 2Q (announced on May 11)	Results Through 2Q	YoY Change	Initial Full Year Forecasts (announced on May 11)	YoY Change
R&D expense / Content Production expense	19.7	53.3	22.3	19.1	-3.0%	45.2	-15.2%
Cap-ex	9.4	36.1	27.9	21.6	+129.8%	41.0	+13.6%
Depreciation	6.4	16.1	※ 7.7	7.4	+15.6%	※ 18.9	+17.4%
Advertising	7.6	17.2	9.5	5.6	-26.3%	18.3	+6.4%

※ We've made a correction to the forecasts of the depreciation cost due to error in counting.

Pachislot and Pachinko Machines

(JPY Billion)	FY Ended March 2012		FY Ending March 2013				
	Results Through 2Q	Full Year Results	Initial Forecasts Through 2Q (announced on May 11)	Results Through 2Q	YoY Change	Initial Full Year Forecasts (announced on May 11)	YoY Change
Net Sales	74.8	212.1	83.5	54.3	-27.4%	286.5	+35.1%
Pachislot	15.4	104.3	53.7	36.1	+134.4%	143.9	+38.0%
Pachinko	56.9	101.8	27.4	14.8	-74.0%	137.5	+35.1%
Other	2.5	6.0	2.4	3.4	+36.0%	5.1	-15.0%
Operating Income	20.6	71.0	11.7	10.4	-49.5%	70.0	-1.4%
Operating Income Margin	27.5%	33.5%	14.0%	19.2%	-8.3pt	24.4%	-9.1pt
Unit Sales (Pachislot)	52,769	300,866	179,000	108,604	+105.8%	473,000	+57.2%
Unit Sales (Pachinko)	181,589	332,288	103,000	57,749	-68.2%	450,000	+35.4%

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

Pachislot	FY Ended March 2012		FY Ending March 2013		
	Results Through 2Q	Full Year Results	Initial Forecasts Through 2Q (announced on May 11)	Results Through 2Q	Initial Full Year Forecasts (announced on May 11)
Sammy	2 titles	4 titles	4 titles	3 titles	8 titles
	20,005 units	204,687 units	105,000 units	69,209 units	336,000 units
Rodeo	1 title	3 titles	1 titles	0title	3 titles
	23,465 units	82,474 units	73,000 units	38,663 units	133,000 units
TAIYO ELEC	1 title	4 titles	1 titles	0title	2 titles
	9,299 units	13,705 units	1,000 units	732 units	4,000 units
Total	4 titles	11 titles	6 titles	3 titles	13 titles
	52,769 units	300,866 units	179,000 units	108,604 units	473,000 units

Pachislot		
Title	Brand	Unit Sales (Thousands)
Pachislot Ring ni Kakero 1 -The Twelve Gods of Greek Series-	Sammy	25

Pachinko	FY Ended March 2012		FY Ending March 2013		
	Results Through 2Q	Full Year Results	Initial Forecasts Through 2Q (announced on May 11)	Results Through 2Q	Initial Full Year Forecasts (announced on May 11)
Sammy	4 titles	9 titles	3 titles	5 titles	8 titles
	153,818 units	276,617 units	50,000 units	45,119 units	342,000 units
TAIYO ELEC	3 titles	5 titles	5 titles	4 titles	7 titles
	27,771 units	55,671 units	53,000 units	12,630 units	108,000 units
Total	7 titles	14 titles	8 titles	9 titles	15 titles
	181,589 units	332,288 units	103,000 units	57,749 units	450,000 units
Board + Frame	118,311 units	158,266 units	39,450 units	8,678 units	309,500 units
Board	63,278 units	174,022 units	63,550 units	49,071 units	140,500 units

Pachinko		
Title	Brand	Unit Sales (Thousands)
Pachinko CR SOUTEN-NO-KEN TENJU	Sammy	19
CR Chameleon	TAIYO ELEC	4
Pachinko CR Virtua Fighter REVOLUTION	Sammy	4

Amusement Machines Sales

(JPY Billion)	FY Ended March 2012		FY Ending March 2013				
	Results Through 2Q	Full Year Results	Initial Forecasts Through 2Q (announced on May 11)	Results Through 2Q	YoY Change	Initial Full Year Forecasts (announced on May 11)	YoY Change
Net Sales	19.3	49.9	19.0	18.7	-3.1%	40.5	-18.8%
Domestic	17.1	43.9	16.9	16.0	-6.4%	35.1	-20.0%
Overseas	2.2	6.0	2.1	2.7	+22.7%	5.4	-10.0%
Operating Income	1.5	7.4	-0.7	0.8	-46.7%	1.3	-82.4%
Operating Income Margin	7.8%	14.8%	-	4.3%	-3.5pt	3.2%	-11.6pt
R&D expense / Content Production expense	4.3	9.3	4.4	3.7	-14.0%	8.3	-10.8%

《Major Titles: Amusement Machines》

Title		Sales (JPY Billion)
StarHorse3 Season I A NEW LEGEND BEGINS.	Medal Game	1.4
WORLD CLUB Champion Football Series	Trading Card Game	1.0
maimai	Video Game	0.9

*Sales figures include consumable sales such as cards and sales of revenue sharing model machine according to utilization.

Amusement Center Operations

(JPY Billion)		FY Ended March 2012		FY Ending March 2013				
		Results Through 2Q	Full Year Results	Initial Forecasts Through 2Q (announced on May 11)	Results Through 2Q	YoY Change	Initial Full Year Forecasts (announced on May 11)	YoY Change
Net Sales		23.2	44.6	23.0	21.7	-6.5%	44.5	-0.2%
Operating Income		1.6	0.3	1.5	0.8	-50.0%	1.0	+233.3%
	Operating Income Margin	6.9%	0.7%	6.5%	3.7%	-3.2pt	2.2%	+ 1.5pt
SEGA Same Store Sales Comparisons		101.2%	100.5%	98.8%	93.8%	-	99.0%	-
Domestic Facilities (*)		248 facilities	241 facilities	238 facilities	238 facilities	-	237 facilities	-4facilities
SEGA	Opened	2 facilities	3 facilities	2 facilities	1 facility	-	6 facilities	-
	Closed	3 facilities	10 facilities	5 facilities	4 facilities	-	9 facilities	-
	Total	205 facilities	199 facilities	196 facilities	196 facilities	-	196 facilities	-3facilities
Other (*)	Opened	1 facility	2 facilities	0 facility	0facility	-	1 facility	-
	Closed	0 facility	2 facilities	0 facility	0facility	-	2 facilities	-
	Total	43 facilities	42 facilities	42 facilities	42 facilities	-	41 facilities	-1 facility
Overseas Facilities		3 facilities	3 facilities	3 facilities	3 facilities	-	3 facilities	-
Cap-ex		2.4	8.3	5.7	5.4	+125.0%	9.7	+16.9%
Depreciation		2.3	6.1	※ 1.8	2.1	-8.7%	※ 4.3	-29.5%

※Note: Number of facilities of AG Square brand and Bee brand are included in “Other” (Number of SEGA brand facilities are included in “SEGA”)

※ We’ve made a correction to the forecasts of the depreciation cost due to error in counting.

《SEGA Same Store Sales Comparisons》

FY Ending March 2013									
April	May	June	Results Through 1Q	July	August	September	Initial Forecasts Through 2Q	Results Through 2Q	Initial Full Year Forecasts
96.6%	92.8%	95.6%	94.6%	92.3%	90.8%	96.2%	98.8%	93.8%	99.0%

FY Ended March 2012															
April	May	June	Results Through 1Q	July	August	September	Results Through 2Q	October	November	December	Results through 3Q	January	February	March	Full Year Results
103.0%	103.7%	100.8%	102.5%	100.9%	99.1%	100.3%	101.2%	98.8%	98.6%	99.2%	100.5%	96.2%	96.2%	111.1%	100.5%

Consumer Business

(JPY Billion)		FY Ended March 2012		FY Ending March 2013				
		Results Through 2Q	Full Year Results	Initial Forecasts Through 2Q (announced on May 11)	Results Through 2Q	YoY Change	Initial Full Year Forecasts (announced on May 11)	YoY Change
	Net Sales	33.4	85.6	31.0	35.3	+5.7%	85.0	-0.7%
	Packaged Games	24.4	66.4	9.8	14.4	-	32.2	-
	Digital Games			12.9	13.0	-	32.2	-
	Toy	4.5	8.9	4.0	3.9	-13.3%	9.4	+5.6%
	Animation	4.6	10.4	4.1	4.2	-8.7%	10.8	+3.8%
	Other / Elimination	-0.1	-0.1	0.2	-0.2	-	0.4	-
	Operating Income	-6.0	-15.1	-6.0	-0.7	-	0.5	-
	Operating Income Margin	-	-	-	-	-	0.6%	-
Sales in Units (Thousands)		4,840	17,240	1,770	2,760	-43.0%	8,940	-48.1%
R&D expense / Content Production expense		8.4	29.3	6.5	6.6	-21.4%	16.9	-42.3%
Cap-ex		3.6	10.7	5.8	4.6	+27.8%	9.6	-10.3%
Depreciation		1.7	4.0	2.9	2.4	+41.2%	6.5	+62.5%

《Shipment Data / Plan: Home Video Game Software》 *Number of titles reflects products which began sales in the period
(Number of titles by platform in based on SKU)

Breakdown by Region	FY Ended March 2012				FY Ending March 2013					
	Results Through 2Q		Full Year Results		Initial Forecasts Through 2Q (announced on May 11)		Results Through 2Q		Initial Full Year Forecasts (announced on May 11)	
	# 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	5 (6)	1,060	16 (24)	2,800	6 (7)	580	6(7)	640	11 (13)	2,060
US	5 (14)	1,650	14 (29)	6,140	2 (3)	410	2(4)	1,160	7 (13)	2,850
Europe	6 (16)	2,120	15 (33)	8,290	1 (3)	770	1(3)	960	6 (14)	4,020
Total	16 (36)	4,840	45 (86)	17,240	9 (13)	1,770	9(14)	2,760	24 (40)	8,940

Breakdown by Platform	FY Ended March 2012				FY Ending March 2013					
	Results Through 2Q		Full Year Results		Initial Forecasts Through 2Q (announced on May 11)		Results Through 2Q		Initial Full Year Forecasts (announced on May 11)	
	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)
PS3	8	1,120	19	2,450	5	380	5	420	12	2,430
Wii	8	390	11	3,050	0	0	0	0	0	0
Xbox360	10	680	16	1,540	3	210	3	300	7	1,540
NDS	6	290	7	370	0	0	0	0	0	0
3DS	2	30	18	1,790	1	20	1	10	3	380
PSP	1	200	7	1,110	0	0	0	0	2	250
PSV	-	-	3	150	3	260	3	250	8	600
PC	1	20	5	950	1	70	2	40	8	1,560
Catalogue	-	2,090	-	5,800	-	810	-	1,720	-	2,180
Total	36	4,840	86	17,240	13	1,770	14	2,760	40	8,940

Consumer Business

《Major Titles / Packaged Games》

Title	Region	Platform	Sales (Thousands units)
“HATSUNE MIKU -Project DIVA- f”	(Japan)	PSV	230

《 Major Titles / Digital Games 》

Title	Platform
Phantasy Star Online 2	PC
Kingdom Conquest	iOS,Android
The Clan Battle of Fate	iOS,Android

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