

**Appendix of Consolidated Financial Statements**  
**9 Months Ended December 31, 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			
	3Q Results	FY Results	3Q Results	YoY Change	FY Plan	YoY Change
Net Sales	309.0	429.1	285.3	-7.7%	420.0	-2.1%
Pachinko Pachislot	106.2	161.6	125.6	+18.3%	186.0	+15.1%
Amusement Machines	49.9	61.9	33.1	-33.7%	43.0	-30.5%
Amusement Facilities	54.4	71.3	41.4	-23.9%	52.0	-27.1%
Consumer	96.0	131.3	82.9	-13.6%	136.0	+3.6%
Other	2.3	2.9	2.2	-4.3%	3.0	+3.4%
Operating Income	-2.7	8.3	28.8 (24.1)	-	27.0 (22.0)	+225.3% (+165.1%)
Pachinko Pachislot	5.2	14.5	26.9	+417.3%	22.0	+51.7%
Amusement Machines	6.2	6.8	4.7 (3.8)	-24.2% (-38.7%)	2.5 (2.0)	-63.2% (-70.6%)
Amusement Facilities	-4.9	-7.5	-0.6	-	-1.0	-
Consumer	-5.6	-0.9	1.4 (-2.3)	-	8.5 (4.0)	-
Other	0.2	0.3	0.3	+50.0%	0.0	-
Eliminations	-3.9	-4.9	-3.9	-	-5.0	-
Operating Margin	-	1.9%	10.1% (8.4%)	-	6.4% (5.2%)	+4.5pt (+3.3pt)
Ordinary Income	-5.0	6.6	27.6 (22.9)	-	26.0 (21.0)	+293.9% (+218.2%)
Ordinary Income Margin	-	1.5%	9.7% (8.0%)	-	6.2% (5.0%)	+4.7pt (+3.5pt)
Extraordinary Gain	2.1	3.5	2.3	-	-	-
Extraordinary Loss	5.9	30.2	7.4	-	-	-
Net Income	-10.8	-22.8	16.9 (12.2)	-	15.0 (10.0)	-
Net Income Margin	-	-	5.9% (4.3%)	-	3.6% (2.4%)	-
Dividend per share (JPY)	-	30	-	-	30	-
Earning per share (JPY)	-43.03	-90.83	67.27	-	59.54	-
Net Assets per share (JPY)	929.90	882.47	917.74	-	-	-

**Costs and Expenses**

(JPY Billion)	FY 2009		FY 2010			
	3Q Results	FY Results	3Q Results	YoY Change	FY Plan	YoY Change
R&D expense / Content Production expense	43.4	59.6	32.7 (37.4)	-24.7% (-13.8%)	51.2 (56.2)	-14.1% (-5.7%)
Cap-ex	20.1	26.6	11.4	-43.3%	16.9	-36.5%
Depreciation	18.9	26.6	12.0	-36.5%	18.2	-31.6%
Advertising	16.7	20.7	14.3	-14.4%	22.5	+8.7%

## Pachinko Pachislot

(JPY Billion)	FY 2009		FY 2010			
	3Q Results	FY Results	3Q Results	YoY Change	FY Plan	YoY Change
Net Sales	106.2	161.6	125.6	+18.3%	186.0	+15.1%
Pachislot	29.4	33.8	25.6	-12.9%	51.4	+52.1%
Pachinko	68.4	116.5	95.1	+39.0%	128.1	+10.0%
Other	8.4	11.2	4.9	-41.7%	6.4	-42.9%
Operating Income	5.2	14.5	26.9	+417.3%	22.0	+51.7%
Operating Income Margin	4.9%	9.0%	21.4%	+16.5pt	11.8%	+2.9pt
Unit Sales (Pachislot)	108,500	123,286	79,243	-27.0%	180,000	+46.0%
Unit Sales (Pachinko)	237,288	391,831	329,850	+39.0%	450,000	+14.8%

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

Pachislot	FY 2009		FY 2010	
	3Q Results	FY Results	3Q Results	FY Plan
Sammy	5 titles	6 titles	4 titles	6 titles
	52,139 units	58,184 units	74,005 units	100,000 units
Rodeo	4 title	4 titles	1 title	3 titles
	29,056 units	30,073 units	1,563 units	60,000 units
TAIYO ELEC	2 titles	2 titles	1 title	3 titles
	6,268 units	6,268 units	1,806 units	20,000 units
GINZA	3 titles	5 titles	0 title	-
	12,083 units	19,657 units	27 units	-
Unit Supply	2 titles	2 titles	2 titles	-
	8,954 units	9,104 units	1,842 units	-
Total	16 titles	19 titles	8 titles	12 titles
	108,500 units	123,286 units	79,243 units	180,000 units

Pachislot		
Title	Brand	Unit Sales (Thousands)
Pachislot Psalms of Planets Eureka SeveN	Sammy	49
Pachislot Urusei Yatsura 2	Sammy	16

\* Unit Supply includes the supply of parts to other makers

Pachinko	FY 2009		FY 2010	
	3Q Results	FY Results	3Q Results	FY Plan
Sammy	3 titles	4 titles	5 titles	5 titles
	198,445 units	307,263 units	262,541 units	330,000 units
TAIYO ELEC	3 titles	5 titles	4 titles	6 titles
	30,944 units	44,491 units	54,011 units	100,000 units
GINZA	2 titles	3 titles	1 title	1 title
	7,899 units	40,077 units	13,298 units	20,000 units
Total	8 titles	12 titles	10 titles	12 titles
	237,288 units	391,831 units	329,850 units	450,000 units
Board + Frame	210,113 units	350,689 units	102,135 units	202,500 units
Board	27,175 units	41,142 units	227,715 units	247,500 units

Pachinko		
Title	Brand	Unit Sales (Thousands)
Pachinko CR Soten no Ken	Sammy	94
Pachinko CR Sengoku Ranbu Aoki Dokugan	Sammy	53

**Amusement Machines**

(JPY Billion)	FY 2009		FY 2010			
	3Q Results	FY Results	3Q Results	YoY Change	FY Plan	YoY Change
Net Sales	49.9	61.9	33.1	-33.7%	43.0	-30.5%
Domestic	43.0	53.2	28.6	-33.5%	35.9	-32.5%
Overseas	7.0	8.7	4.5	-35.7%	7.1	-18.4%
Operating Income	6.2	6.8	4.7 (3.8)	-24.2% (-38.7%)	2.5 (2.0)	-63.2% (-70.6%)
Operating Income Margin	12.4%	11.0%	14.2% (11.5%)	+1.8pt (-0.9pt)	5.8% (4.7%)	-5.2pt (-6.3pt)
R&D expense / Content Production expense	8.3	11.4	6.0 (6.9)	-27.7% (-16.9%)	8.9 (9.4)	-21.9% (-17.5%)

## 《Shipment Data: Amusement Machines》

Title		Sales	
BORDER BREAK	Video Game	Satellite	2,988 units
Shining Force CROSS	Video Game	Satellite	2,389 units
StarHorse2 FIFTH EXPANSION	Medal Game	Main CVT Satellite CVT	851 units 9,806 units
WORLD CLUB Champion Football Intercontinental Clubs 2008-2009	Trading Card Game	Satellite CVT (8P) Satellite CVT (4P)	690 sets 168 sets

## Amusement Facilities

(JPY Billion)		FY 2009		FY 2010			
		3Q Results	FY Results	3Q Results	YoY Change	FY Plan	YoY Change
Net Sales		54.4	71.3	41.4	-23.9%	52.0	-27.1%
(Overseas)		6.6	8.6	4.1	-37.9%	6.0	-30.2%
Operating Income		-4.9	-7.5	-0.6	-	-1.0	-
Operating Income Margin		-	-	-	-	-	-
SEGA Same Store Sales Comparisons		92.1%	92.4%	91.3%	-	93.6%	-
Domestic Facilities		347 facilities	322 facilities	274 facilities	-	246 facilities	-76 facilities
SEGA	Opened	3 facilities	3 facilities	3 facility	-	6 facilities	-
	Closed	22 facilities	47 facilities	49 facilities	-	82 facilities	-
	Total	299 facilities	274 facilities	228 facilities	-	198 facilities	-
Bee / TMS	Opened	3 facilities	3 facilities	0 facility	-	0 facility	-
	Closed	0 facility	0 facility	2 facilities	-	0 facility	-
	Total	48 facilities	48 facilities	46 facilities	-	48 facilities	-
Overseas Facilities		22 facilities	22 facilities	21 facilities	-	20 facilities	-2 facilities
Cap-ex		12.3	14.8	5.8	-52.8%	8.7	-41.2%
Depreciation		11.4	15.9	5.6	-50.9%	7.8	-50.9%

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

### 《SEGA Same Store Sales Comparisons》

FY 2010												
April	May	June	1Q Results	July	August	September	Interim Results	October	November	December	3Q Results	FY Plan
95.6%	98.8%	93.0%	96.0%	92.0%	88.3%	86.0%	92.3%	85.2%	88.0%	93.6%	91.3%	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			
	3Q Results	FY Results	3Q Results	YoY Change	FY Plan	YoY Change
Net Sales	96.0	131.3	82.9	-13.6%	136.0	+3.6%
Entertainment Software	59.7	82.1	49.3	-17.4%	84.7	+3.2%
Network / Other	36.3	49.2	33.6	-7.4%	51.3	+4.3%
Operating Income	-5.6	-0.9	1.4 (-2.3)	-	8.5 (4.0)	-
Operating Margin	-	-	1.7% (-)	-	6.3% (2.9%)	-
Units Sales (Thousands)	21,090	29,470	16,730	-20.7%	29,700	+0.8%
R&D expense / Content Production expense	23.4	32.8	16.0 (19.7)	-31.6% (-15.8%)	24.7 (29.2)	-24.7% (-11.0%)

\* 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			
	3Q Results		FY Results		3Q Results		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)
Japan / Other	30 (31)	3,130	36 (39)	4,230	12 (15)	2,470	17 (22)	3,570
US	15 (31)	8,820	22 (41)	12,490	15 (25)	6,090	22 (43)	11,630
Europe	13 (31)	9,130	20 (42)	12,730	12 (22)	8,160	21 (42)	14,500
Total	58 (93)	21,090	78 (122)	29,470	39 (62)	16,730	60 (107)	29,700

Breakdown by Platform	FY 2009				FY 2010			
	3Q Results		FY Results		3Q Results		FY Plan	
	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)	SKU	Unit Sales (Thousands)
PS2	10	1,550	10	1,780	0	0	0	0
PS3	15	2,010	21	3,130	8	1,120	20	4,630
Wii	15	2,220	23	3,920	18	4,650	22	7,300
Xbox360	11	1,610	16	2,120	8	790	19	3,460
NDS	26	2,660	30	3,170	15	3,130	21	4,610
PSP	6	1,240	7	1,420	7	1,070	9	1,260
PC	10	940	15	1,980	6	730	16	1,770
Catalogue	-	8,870	-	11,920	-	5,210	-	6,640
Total	93	21,090	122	29,470	62	16,730	107	29,700

Titles	Region	Platform	Unit Sales (Thousands)
Mario & Sonic at the Olympic Winter Games™	US, Europe	Wii, NDS	5,670
BAYONETTA	US, Europe, Japan	PS3, Xbox360	1,100
Football Manager 2010	US, Europe	PSP, PC	740
Phantasy Star Portable 2	Japan	PSP	540

\* 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.