

Fiscal Year 2010 Full Year Earnings Presentation



May 17th, 2010
SEGA SAMMY HOLDINGS INC.

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

【Fiscal Year 2010 Full Year Results】

FY 2010 Highlights	3
Consolidated Income Statements	4
Operating Income Primary Factors behind Fluctuations	5
Extraordinary Loss	6
Cost and Expenses	7
Consolidated Balance Sheet	8
Consolidated Cash Flows	9
Segment Results	
Segment results: Pachislot Pachinko	10
Segment results: Amusement Machine	14
Segment results: Amusement Facilities	16
Segment results: Consumer	18

【Fiscal Year 2011 Full Year Projections】

Consolidated Income Statements	23
Operating Income Primary Factors behind Fluctuations	24
Costs and Expenses Projections	25
Segment Projections	
Segment Projections: Pachislot Pachinko	26
Segment Projections: Amusement Machine	30
Segment Projections: Amusement Facilities	32
Segment Projections: Consumer	34
Listed Subsidiaries	
Sammy Networks / SEGA TOYS	39/40
TAIYO ELEC / TMS Entertainment	41/42
Appendix	43

Fiscal Year 2010 Full Year Results



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Highlights

Net Sales / Profits		<ul style="list-style-type: none"> ▪ Net sales: 384.6 billion yen, Operating income: 36.7 billion yen (31.0 billion yen), Net income: 20.2 billion yen (14.5 billion yen) *Numbers shown in parentheses are reference values based on previous accounting policy (unaudited) ▪ Decreased sales year-on-year, but increased profitability ▪ Posted total extraordinary losses of 11.9 billion yen, which included an impairment loss and loss on revaluation of investments in securities
Segment breakdown	Pachislot Pachinko	<ul style="list-style-type: none"> ▪ Decreased sales year-on-year, but increased profitability ▪ Gross margin ratio increased due to such factors as increase in pachinko board sales ratio, decrease in parts procurement costs, withdrawal from peripheral business, and review of pricing strategy ▪ Write downs and such were implemented for scarcely used liquid crystal components and other parts ▪ Sammy acquired Sammy Rental Services
	Amusement Machines	<ul style="list-style-type: none"> ▪ Decreased sales but increased profitability compared to the previous period ▪ Solid distribution of earnings due to utilization of revenue sharing model ▪ Strong sales of CVT kits for mainstay titles
	Amusement Facilities	<ul style="list-style-type: none"> ▪ Decreased sales year-on-year due to reduction of number of facilities ▪ Reduction of losses due to review of facility portfolio and reduction of operating expenses ▪ SEGA domestic same-store sales performed at a lower level year-on-year ▪ Closure or sale of 66 domestic facilities and 8 overseas facilities
	Consumer	<ul style="list-style-type: none"> ▪ Decreased sales year-on-year, but returned to profitability ▪ Strong overall domestic sales of game software, but sluggish sales of new titles overseas ▪ Postponement of release of some titles to the following period ▪ Streamlining of development by limiting the number of domestic titles

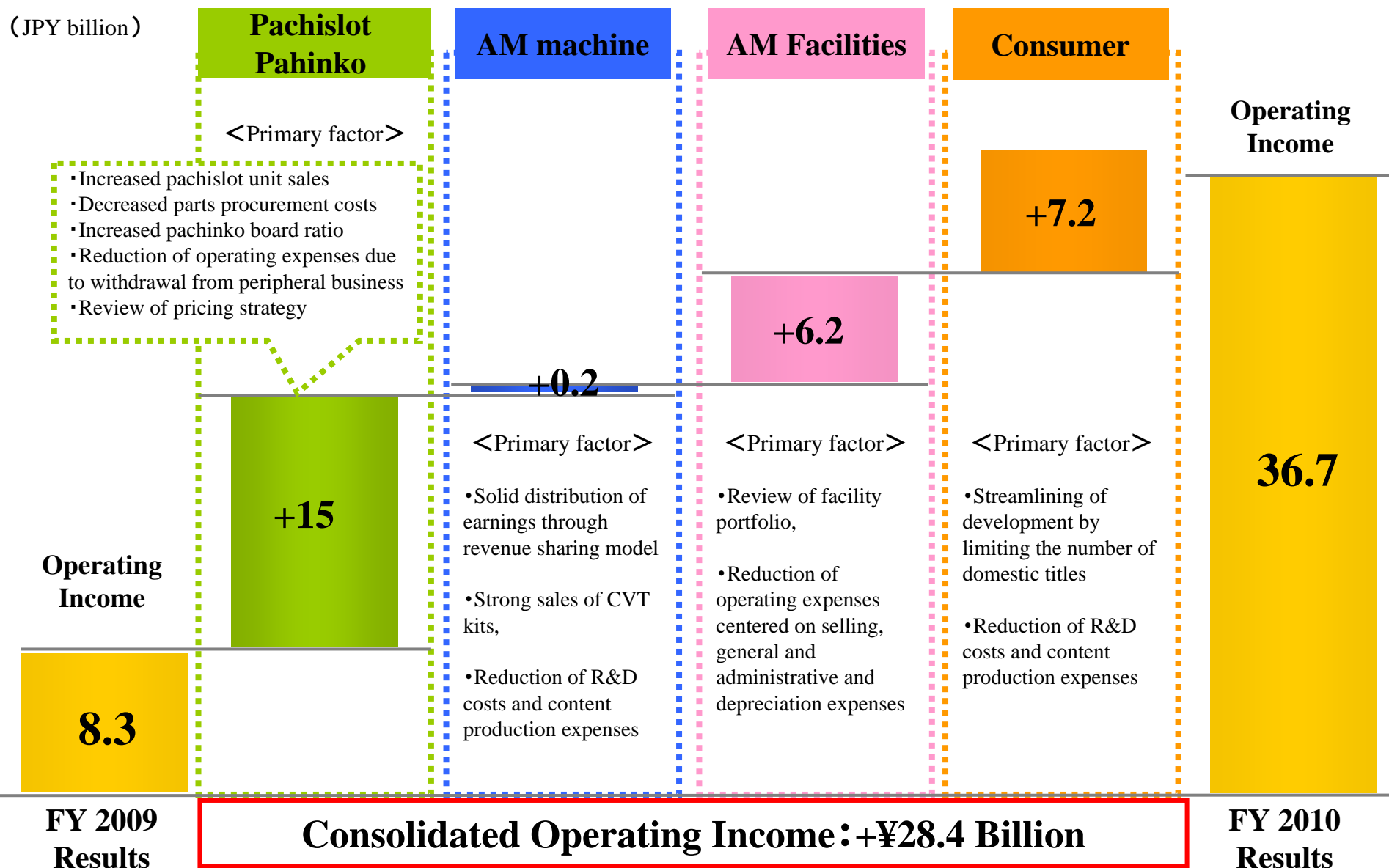
Consolidated Income Statements

		FY 2009		FY 2010			
		Results through 2Q	Full Year Results	Results through 2Q	Full-Year Projections Publicised on May 13	Full Year Results	YoY Change
		(JPY billion)					
Net Sales		200.4	429.1	154.3	420.0	384.6	-10.4%
Breakdown	Pachinko Pachislot	65.2	161.6	68.3	186.0	160.3	-0.8%
	Amusement Machines	34.4	61.9	17.9	43.0	45.1	-27.1%
	Amusement Facilities	37.1	71.3	28.9	52.0	54.7	-23.3%
	Consumer	61.9	131.3	37.6	136.0	121.5	-7.5%
	Other	1.6	2.9	1.5	3.0	2.8	-3.4%
Operating Income		-7.5	8.3	-0.3 (-2.3)	27.0 (22.0)	36.7 (31.0)	+342.2% (+273.5%)
Breakdown	Pachinko Pachislot	-1	14.5	10.8	22.0	29.5	+103.4%
	Amusement Machines	4.6	6.8	-0.7 (-1.2)	2.5 (2.0)	7.0 (5.4)	+2.9% (-20.6%)
	Amusement Facilities	-2.8	-7.5	0.2	-1.0	-1.3 (-1.4)	-
	Consumer	-5.9	-0.9	-8.1 (-9.6)	8.5 (4.0)	6.3 (2.4)	-
	Other	0.2	0.3	0.2	0	0.3	0.0%
	Eliminations	-2.6	-4.9	-2.7	-5	-5.2	-
	Operating Income Margin	-	1.9%	-	6.4% (5.2%)	9.5% (8.1%)	+7.6pt (+6.2pt)
Ordinary Income		-8.4	6.6	-0.7 (-2.7)	26.0 (21.0)	35.9 (30.2)	+443.9% (+357.6%)
Extraordinary Gain		1.6	3.5	1.9	-	3.1	-
Extraordinary Loss		2.4	30.2	2.5	-	11.9	-
Net Income		-9.5	-22.8	-6.3 (-8.3)	15.0 (10.0)	20.2 (14.5)	-
Dividend Per Share (JPY)		15	30	15	30	30	-
Earning Per Share (JPY)		-37.92	-90.83	-25.10	59.54	80.46	-
Net Assets Per Share (JPY)		990.09	882.47	841.80	-	937.80	-

* Numbers shown in parentheses are based on previous accounting policy (reference)

Operating Income

– Primary Factors behind Fluctuations (Major Causes)



Extraordinary Loss

FY 2009 Full Year Results	
Impairment loss	¥6.4 billion
Loss on voluntary retirement of related expenses	¥4.4 billion
Loss on revaluation of investment in securities	¥4.3 billion
Loss accompanying cancellation of development of game content	¥3.4 billion
Loss on facility closures	¥2.9 billion
Loss on withdrawal from business	¥2.0 billion
Other	¥6.8 billion
Total extraordinary losses	¥30.2 billion

FY 2010 Full Year Results	
Impairment loss	¥3.8 billion
Loss on revaluation of investment in securities	¥2.4 billion
Loss on liquidation of subsidiary	¥1.6 billion
Loss on facility closures	¥0.8 billion
Loss on disposal of shares in affiliated company	¥0.6 billion
Loss on disposal of fixed assets	¥0.4 billion
Other	¥2.3 billion
Total extraordinary losses	¥11.9 billion

Full Year Results

■ This period: 11.9 billion yen in extraordinary losses (Previous period: 30.2 billion yen in extraordinary losses)
 ⇒ Significant reduction of extraordinary losses from the previous period

Costs and Expenses

(JPY billion)	FY 2009		FY 2010			
	Results through 2Q	Full Year Results	Results through 2Q	Full-Year Projections Publicised on	Full Year Results	YoY Change
R&D expense	30.4	59.6	22.9 (24.9)	51.2 (56.2)	41.5 (47.2)	-30.4% (-20.8%)
Cap-ex	14.5	26.6	6.3	16.9	16.1	-39.5%
Depreciation	11.9	26.6	7.3	18.2	17.1	-35.7%
Advertising	11.2	20.7	7.8	22.5	20.7	+0.0%

Summary of Full Year Results

- ◆ R&D costs and content production expenses decreased year-on-year, primarily in the Consumer Business and Amusement Machines Business, as well as cost deferrals in the Consumer Business in accordance with the postponement of introduction of some titles
- ◆ Cap-ex and depreciation expenses decreased significantly year-on-year, mainly due to a decrease in the number of amusement facilities

Consolidated Balance Sheet

(JPY billion)

【 Assets 】				【 Liabilities and Net Assets 】			
Account	End of previous fiscal year	End of this fiscal year	Change	Account	End of previous fiscal year	End of this fiscal year	Change
Cash and Cash Equivalents	106.4	101.3	-5.1	Accounts Payable	51.2	37.3	-13.9
Accounts Receivable	80.4	67.0	-13.4	Corporate Bond	3.2	20.6	17.3
Securities	26.7	73.4	46.6	Short Term Borrowings	5.4	3.4	-1.9
Inventories	41.5	36.7	-4.7	Other	37.1	31.3	-5.7
Other	31.4	20.2	-11.2				
				Total Current Liabilities	97.1	92.8	-4.3
Total Current Assets	286.7	298.7	11.9	Corporate Bond	52.8	41.5	-11.3
Tangible Fixed Assets	65.1	59.0	-6.0	Long Term Debt	6.7	6.1	-0.5
Intangible Fixed Assets	13.2	13.3	0.1	Other	24.6	25.8	1.2
Investment Securities	27.7	28.6	0.8				
Others	31.1	23.4	-7.6	Total Long-term Liabilities	84.2	73.5	-10.6
				Total Liabilities	181.4	166.3	-15.0
				Shareholders Equity	246.7	259.4	12.7
				Valuation/Translation Adjustments	-24.4	-23.2	1.2
				Warrants	1.2	1.1	0.0
				Minority Interest	18.9	19.3	0.3
Total Fixed Assets	137.1	124.4	-12.7	Total Net Assets	242.5	256.7	14.2
Total Assets	423.9	423.1	-0.7	Total Liabilities and Net Assets	423.9	423.1	-0.7

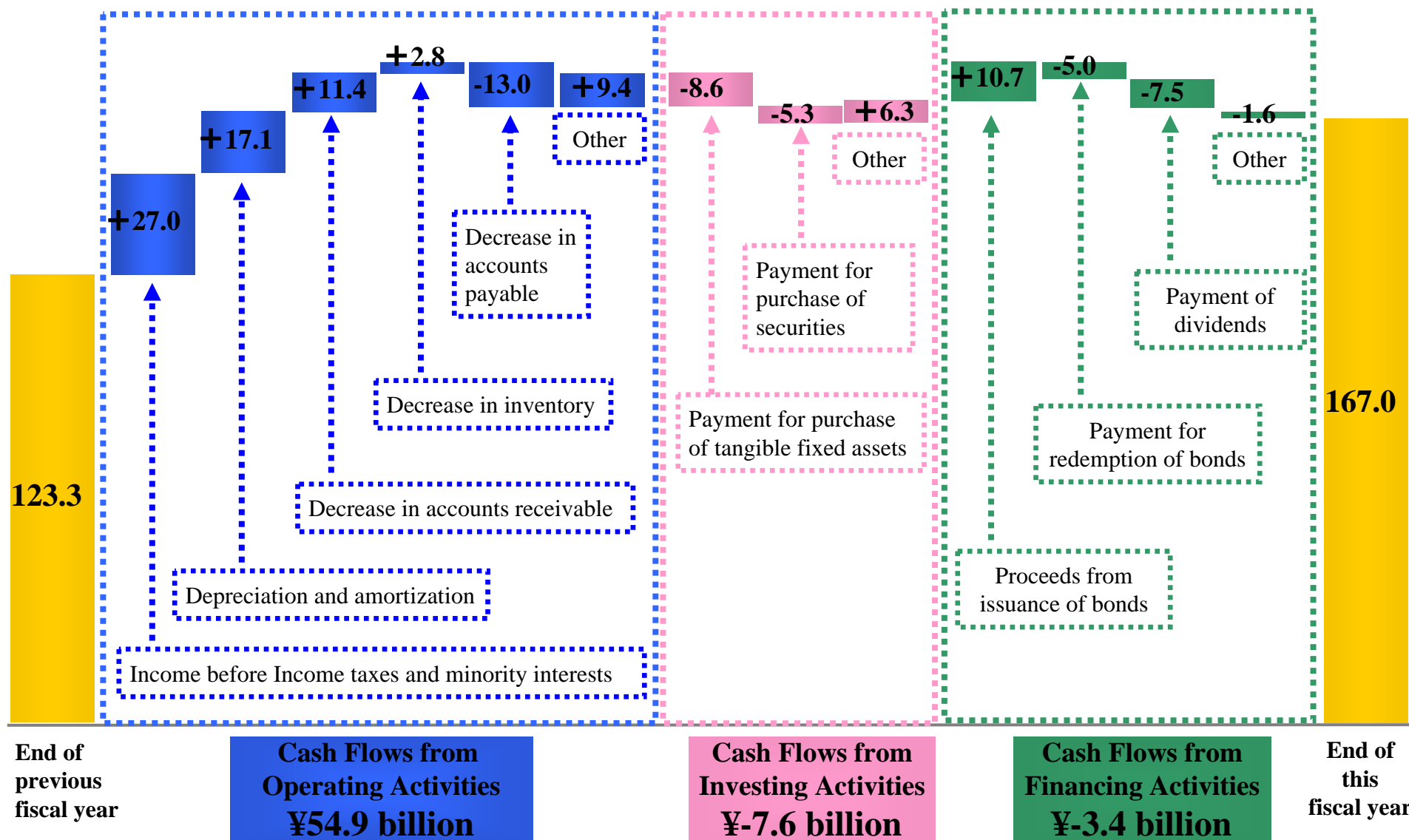
Summary of FY Results (JPY billion)

- ◆ Current assets: 11.9 billion yen increase due to such factors as purchase of negotiable securities of deposits
- ◆ Fixed assets: 12.7 billion yen decrease due to such factors as impairment of tangible fixed assets ⇒ Total assets: -0.7 billion yen decrease to 423.1 billion yen
- ◆ Equity ratio: +3.4 points to 55.8%

(JPY billion)	End of previous fiscal year	End of this fiscal year	Difference
Total assets	423.9	423.1	-0.7
Net assets	242.5	256.7	+14.2
Equity ratio	52.4%	55.8%	+3.4pt
Current ratio	295.0%	321.8%	+26.8pt

Consolidated Cash Flows

(JPY billion)



Segment results: Pachislot Pachinko

(JPY billion)	FY 2009		FY 2010			
	Results through 2Q	FY Results	Results through 2Q	Full-Year Projections Publicised on May 13	Full Year Results	YoY Change
Net Sales	65.2	161.6	68.3	186.0	160.3	-0.8%
Pachislot	15.6	33.8	18.2	51.4	51.7	+53.0%
Pachinko	43.8	116.5	47.1	128.1	103.1	-11.5%
Other	5.8	11.2	3.0	6.4	5.5	-50.9%
Operating Income	-1.0	14.5	10.8	22.0	29.5	+103.4%
Operating Income Margin	-	9.0%	15.8%	11.8%	18.4%	+9.4pt
Unit Sales (Pachislot)	55,102	123,286	57,038	180,000	162,932	+32.2%
Unit Sales (Pachinko)	154,950	391,831	167,715	450,000	360,171	-8.1%

Summary of Full-Year Results

Pachislot	<ul style="list-style-type: none"> ◆ Postponed release of some mainstay titles, but increase in unit sales year-on-year ◆ Strong sales for this period's mainstay title "Pachislot Psalms of Planets Eureka Seven" ◆ Strong sales of multiple titles with innovative game features
Pachinko	<ul style="list-style-type: none"> ◆ Decrease in unit sales year-on-year ◆ Improvement of board sales ratio ◆ Reduction of parts procurement costs centered on liquid crystal displays
Others	<ul style="list-style-type: none"> ◆ Review of pachislot and pachinko pricing strategies ◆ Write downs and such were implemented for scarcely used liquid crystal components and other parts ◆ Reduced operating expenses through withdrawal from peripheral business ◆ Sammy acquired Sammy Rental Services ◆ Made GINZA Corporation a full subsidiary, positioning the company as a strategic brand which will play a role in the development of multiple brands

Segment results : Pachislot

Shipment Data: Pachislot

* Number of titles reflects products which began sales in the period
 * Unit Supply includes the supply of parts to other makers

Pachislot	FY 2009		FY 2010		
	Results through 2Q	Full Year Results	Results through 2Q	Full Year Projections on May 13	Full Year Results
Sammy	2 titles	6 titles	3 titles	6 titles	6 titles
	24,775 units	58,184 units	53,898 units	100,000 units	121,677 units
RODEO	1 title	4 titles	0 title	3 titles	2 titles
	4,289 units	30,073 units	65 units	60,000 units	29,734 units
TAIYO ELEC	2 titles	2 titles	1 title	3 titles	2 titles
	6,193 units	6,268 units	1,806 units	20,000 units	9,257 units
GINZA	2 titles	5 titles	0 title	-	0 title
	11,391 units	19,657 units	27 units	-	27 units
Unit Supply	2 titles	2 titles	1 title	-	2 titles
	8,454 units	9,104 units	1,242 units	-	2,237 units
Total	9 titles	19 titles	5 titles	12 titles	12 titles
	55,102 units	123,286 units	57,038 units	180,000 units	162,932 units



“Pachislot TOMORROW'S JOE”
(Sammy)

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“Pachislot Shin Onimusya”
(Rodeo)




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Pachislot Major Titles

Brand	Title	Total Sales	Installed From
Sammy	Pachislot Psalms of Planets Eureka SeveN	56,465 units	September
Sammy	Pachislot TOMORROW'S JOE	37,132 units	January
RODEO	Pachislot Shin Onimusya	28,171 units	March
Sammy	Pachislot Urusei Yatsura 2	16,843 units	July
TAIYO ELEC	Pachislot BLOOD+	7,451 units	February

Segment results : Pachinko

Shipment Data: Pachinko

Pachinko	FY 2009		FY 2010		
	Results through 2Q	Full Year Results	Results through 2Q	Full Year Projections on May 13	Full Year Results
 Sammy	2 titles	4 titles	4 titles	5 titles	6 titles
	126,842 units	307,263 units	105,764 units	330,000 units	274,578 units
 TAIYO ELEC	3 titles	5 titles	3 titles	6 titles	6 titles
	26,946 units	44,491 units	48,653 units	100,000 units	72,295 units
 GINZA	1 title	3 titles	1 title	1 title	1 title
	1,162 units	40,077 units	13,298 units	20,000 units	13,298 units
Total	6 titles	12 titles	8 titles	12 titles	13 titles
	154,950 units	391,831 units	167,715 units	450,000 units	360,171 units
Board + Frame	138,215 units	350,689 units	58,504 units	202,500 units	111,140 units
Board	16,735 units	41,142 units	109,211 units	247,500 units	249,031 units



“Pachinko CR SOUTEN-NO-KEN”
(Sammy)

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©Sammy



“Pachinko CR Sengoku Raubu Aokidokugan”
(Sammy) ©Sammy

Pachinko Major Titles

*Number of titles reflects products which began selling in the period

Brand	Title	Total Sales	Installed From
 Sammy	Pachinko CR SOUTEN-NO-KEN	94,994 units	December
 Sammy	Pachinko CR Kyutei Nyokan Chamgum no Chikai Series	58,996 units	August
 Sammy	Pachinko CR Sengoku Raubu Aokidokugan	53,908 units	October
 Sammy	CR GAMERA THE BATTLE PACHINKO	35,312 units	July
 TAIYO ELEC	CR Kidou Shinsengumi Moeyo Ken 2 Series	34,928 units	May



【MEMO】

Segment results : Amusement Machine



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(JPY billion)	FY 2009		FY 2010			
	Results through 2Q	FY Results	Results through 2Q	Full-Year Projections Publicised on May 13	Full Year Results	YoY Change
Net Sales	34.4	61.9	17.9	43.0	45.1	-27.1%
Domestic	31.3	53.2	14.8	35.9	38.9	-26.9%
Overseas	3.1	8.7	3.1	7.1	6.2	-28.7%
Operating Income	4.6	6.8	-0.7 (-1.2)	2.5 (2.0)	7.0 (5.4)	2.9% (-20.6%)
Operating Income Margin	13.4%	11.0%	-	5.8% (4.7%)	15.5% (12.0%)	+4.5pt (+1.0pt)
R&D expense / Content Production Expense	5.7	11.4	4.3 (4.8)	8.9 (9.4)	7.8 (9.4)	31.6% (-17.5%)

* Numbers shown in parentheses are based on previous accounting policy (reference)

Summary of Full-Year Results

- ◆ Decreased sales compared to the previous period, during which major titles were released, but increased profitability
- ◆ Solid distribution of earnings due to utilization of revenue sharing model
- ◆ Strong sales of CVT kits for mainstay titles, such as “SEGA Network Mah-jong MJ4 Evolution”
- ◆ Cost reductions due to such factors as introduction of a common reusable chassis and new circuit board, as well as a review of parts procurement costs
- ◆ Reduction of R&D costs and content production expenses
 - ⇒ Previous period: 11.4 billion yen
 - ⇒ This period: 7.8 billion yen + amount capitalized: 1.6 billion yen

Segment results : Amusement Machine

Major Titles

Title		Sales
WORLD CLUB Champion Football Intercontinental Clubs Series	Trading Card Game	¥4.2 billion
SEGA Network Mar-jang MJ4 Series	Video Game	¥3.8 billion
BORDER BREAK	Video Game	¥3.3 billion
StarHorse2 Series	Medal Game	¥2.8 billion
Sangokushi Taisen3	Trading Card Game	¥1.8 billion

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



“BORDER BREAK”
(Video Game)

©SEGA



“SEGA Network Mar-jang MJ4 Evolution”
(Video Game)

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Segment results : Amusement Facilities

(JPY billion)	FY 2009		FY 2010			
	Results through 2Q	Full Year Results	Results through 2Q	Full-Year Projections Publicised on May 13	Full Year Results	YoY Change
Net Sales	37.1	71.3	28.9	52.0	54.7	-23.3%
(Overseas)	4.7	8.6	2.8	6.0	5.4	-37.2%
Operating Income	-2.8	-7.5	0.2	-1.0	-1.3 (-1.4)	-
Operating Income Margin	-	-	0.7%	-	-	-
SEGA Same Store Sales Comparisons	90.6%	92.4%	92.3%	93.6%	91.7%	-
Domestic Facilities	347 facilities	322 facilities	277 facilities	246 facilities	260 facilities	-62 facilities
SEGA	Opened	3 facilities	1 facility	6 facilities	4 facilities	-
	Closed	19 facilities	44 facilities	82 facilities	61 facilities	-
	Total	300 facilities	274 facilities	198 facilities	217 facilities	-57 facilities
Bee / TMS	Opened	2 facilities	0 facility	0 facility	0 facility	-
	Closed	0 facility	0 facility	2 facilities	5 facilities	-
	Total	47 facilities	48 facilities	46 facilities	48 facilities	-5 facilities
Overseas Facilities	22 facilities	22 facilities	21 facilities	20 facilities	14 facilities	-8 facilities
Cap-ex	9.0	14.8	2.5	8.7	7.7	-48.0%
Depreciation	7.1	15.9	3.4	7.8	8.2	-48.4%

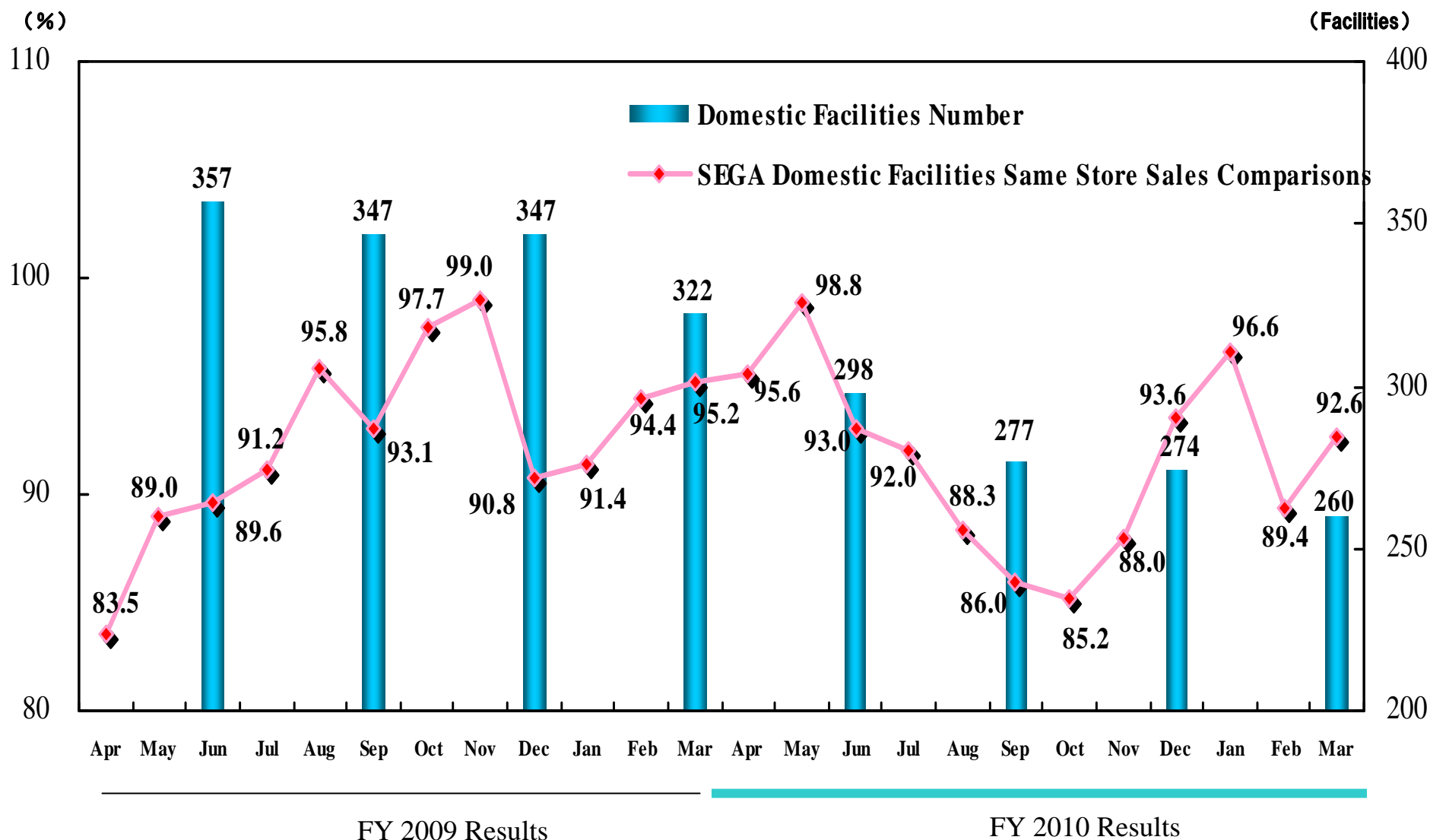
* Numbers shown in parentheses are based on previous accounting policy (reference)

Summary of Full-Year Results

- ◆ Decreased sales year-on-year due to reduction of the number of facilities
- ◆ Reduced operating loss due to review of facility portfolio and reduction of operating expenses
- ◆ SEGA domestic same-store sales comparisons: Whole period: 91.7% (Jan: 96.6%, Feb: 89.4%, Mar: 92.6%)
- ◆ Promotion of closures of domestic facilities that have low potential and profitability
(Closures: 66 facilities, Openings: 4 facilities) ⇒ Number of facilities as of end of 4Q: 260 facilities

Segment results : Amusement Facilities

SEGA Domestic Facilities Same Store Sales Comps / Domestic Facilities Number Transition



Segment results : Consumer Business

(JPY billion)	FY 2009		FY 2010			
	Results through 2Q	FY Results	Results through 2Q	Full-Year Projections Publicised on May 13	Full Year Results	YoY Change
Net Sales	61.9	131.3	37.6	136.0	121.5	-7.5%
Entertainment Software	39.0	82.1	15.7	84.7	77.5	-5.6%
Network / Other	22.9	49.2	21.9	51.3	44.0	-10.6%
Operating Income	-5.9	-0.9	-8.1 (-9.6)	8.5 (4.0)	6.3 (2.4)	-
Operating Margin	-	-	-	6.3% (2.9%)	5.2% (2.0%)	-
Units Sales (Thousands)	12,760	29,470	5,400	29,700	26,750	-9.2%
R&D expense / Content Production Expense	16.7	32.8	11.2 (12.7)	24.7 (29.2)	19.6 (23.5)	-40.2% (-28.4%)

* Numbers shown in parentheses are based on previous accounting policy (reference)

Summary of Full-Year Results

Entertainment Software	<ul style="list-style-type: none"> ◆ Decreased sales year-on-year, but returned to profitability ◆ Strong domestic sales, but sluggish sales of new titles overseas ◆ Postponement of release of some titles to the following period ◆ Streamlining of development by limiting the number of domestic titles (Previous period: 36 titles ⇒ This period: 17 titles) ◆ Reduction of R&D costs and content production expenses <ul style="list-style-type: none"> ⇒ Previous period: 32.8 billion yen ⇒ This period: 19.6 billion yen + amount capitalized: 3.9 billion yen
Network / Other	<ul style="list-style-type: none"> ◆ TOY: Strong overseas sales centered on “BAKUGAN,” but weak domestic sales due to stagnant consumption ◆ Mobile phone and PC content: Strong sales due to introduction of major titles and pay-per-use system ◆ Animation: Number of animation productions decreased, but revenue from sales was strong, buoyed by “BAKUGAN” overseas and others

Segment results : Consumer Business

Sales Results

* Number of titles reflects products which begin sales in the period
(Number of titles by platform is based on SKU)

Breakdown by Region	FY 2009				FY 2010					
	Results through 2Q		Full Year Results		Results through 2Q		Full-Year Projections Publicised on May 13		Full Year Results	
	# 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	16 (17)	2,000	36 (39)	4,230	8 (8)	1,090	17 (22)	3,570	17 (21)	3,820
US	11 (22)	5,410	22 (41)	12,490	8 (12)	2,300	22 (43)	11,630	24 (40)	10,550
Europe	9 (22)	5,340	20 (42)	12,730	7 (10)	2,000	21 (42)	14,500	25 (44)	12,380
Total	36 (61)	12,760	78 (122)	29,470	23 (30)	5,400	60 (107)	29,700	66 (105)	26,750

Breakdown by Region	FY 2009				FY 2010					
	Results through 2Q		Full Year Results		Results through 2Q		Full-Year Projections Publicised on May 13		Full Year Results	
	# 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)
PS2	7	930	10	1,780	0	0	0	0	0	0
PS3	9	1,040	21	3,130	2	350	20	4,630	20	3,560
Wii	8	1,050	23	3,920	11	1,100	22	7,300	23	5,740
Xbox360	7	1,090	16	2,120	2	210	19	3,460	16	2,300
NDS	18	1,880	30	3,170	9	620	21	4,610	24	4,290
PSP	4	1,030	7	1,420	2	210	9	1,260	8	1,310
PC	8	270	15	1,980	4	40	16	1,770	14	1,490
Catalogue	-	5,450	-	11,920	-	2,850	-	6,640	-	8,040
Total	61	12,760	122	29,470	30	5,400	107	29,700	105	26,750

Segment results : Consumer Business

Major titles

Title (Region)	Platform	Sales Results (Thousands)	Sold From
Mario & Sonic at the Olympic Winter Games™ (Europe / US)	Wii, NDS	6,530	October
Aliens vs. Predator (Europe / US)	PS3, Xbox360, PC	1,690	February
BAYONETTA (Europe / US / Japan)	PS3, Xbox360	1,350	Japan : October Europe : January
Sonic & SEGA All-Star Racing (Europe / US)	PS3, Xbox360, Wii, NDS	1,070	February
Phantasy Star Portable 2 (Japan)	PSP	600	December
Ryu ga Gotoku 4: Densetsu wo Tsugumono (Japan)	PS3	560	March



“Mario & Sonic at the Olympic Winter Games™”

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“BAYONETTA”

©SEGA



“Ryu ga Gotoku 4:
Densetsu wo Tsugumono”

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【MEMO】

FY 2011 Forecast



SEGA-SAMMY
HOLDINGS

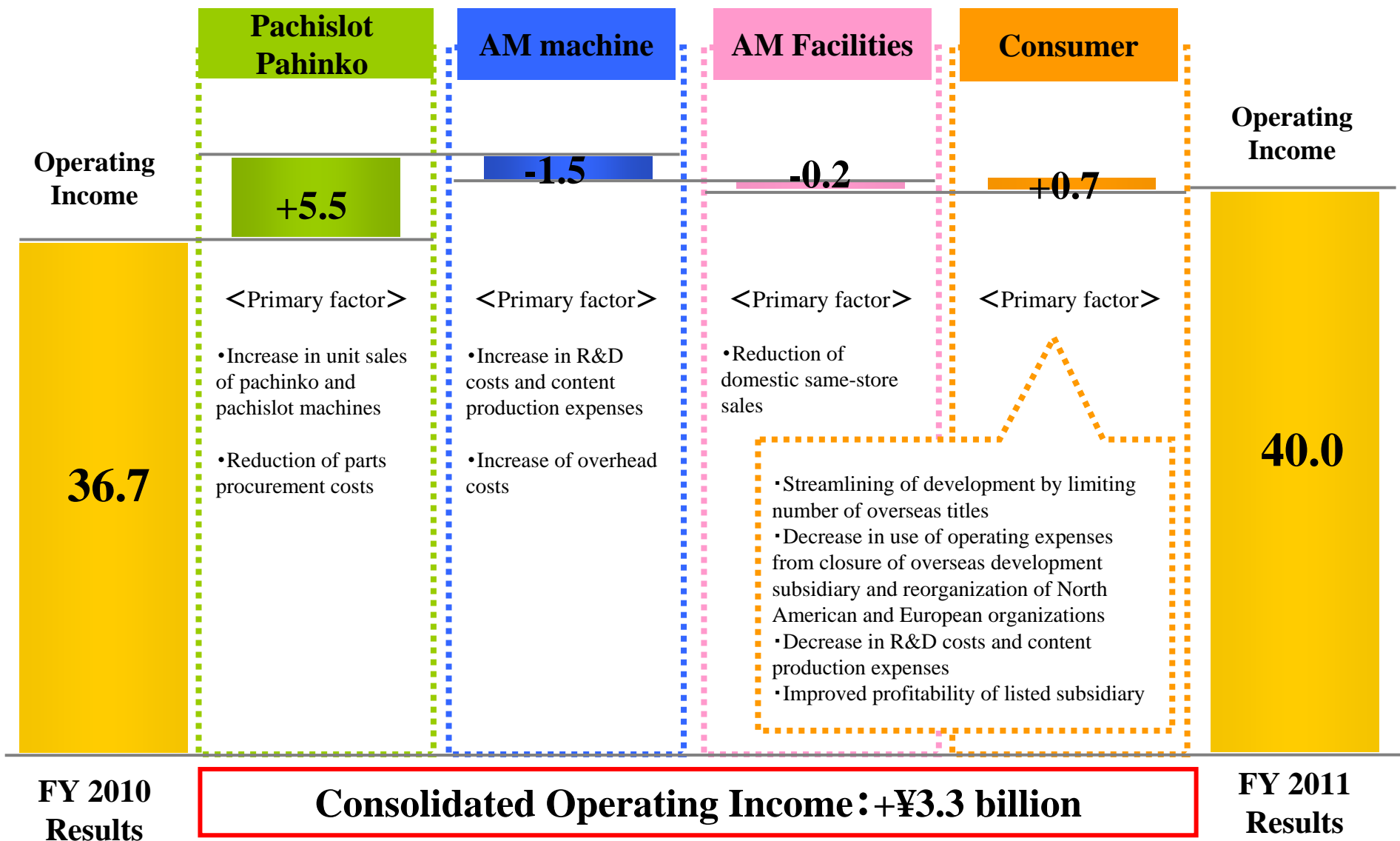
Consolidated Income Statements

(JPY billion)	FY 2010		FY 2011			
	Results through 2Q	Full Year Results	Projections through 2Q	YoY Change	Full Year Projections	YoY Change
Net Sales	154.3	384.6	190.0	+23.1%	400.0	+4.0%
Pachinko Pachislot	68.3	160.3	108.5	+58.9%	200.0	+24.8%
Amusement Machines	17.9	45.1	19.0	+6.1%	53.0	+17.5%
Amusement Facilities	28.9	54.7	22.0	-23.9%	44.0	-19.6%
Consumer	37.6	121.5	39.0	+3.7%	100.0	-17.7%
Other	1.5	2.8	1.5	0.0%	3.0	+7.1%
Operating Income	-0.3	36.7	14.5	-	40.0	+9.0%
Pachinko Pachislot	10.8	29.5	20.5	+89.8%	35.0	+18.6%
Amusement Machines	-0.7	7.0	0.1	-	5.5	-21.4%
Amusement Facilities	0.2	-1.3	-0.7	-	-1.5	-
Consumer	-8.1	6.3	-2.0	-	7.0	+11.1%
Other	0.2	0.3	0.0	-	0.0	-
Eliminations	-2.7	-5.2	-3.4	-	-6.0	-
Operating Margin	-	9.5%	7.6%	-	10.0%	+0.5pt
Ordinary Income	-0.7	35.9	14.0	-	39.0	+8.6%
Ordinary Income Margin	-	9.3%	7.4%	-	9.8%	+0.5pt
Net Income	-6.3	20.2	5.5	-	22.0	+8.9%
Net Income Margin	-	5.3%	2.9%	-	5.5%	+0.2pt
Dividend Per Share (JPY)	15	30	20	-	40	-
Earning Per Share (JPY)	-25.10	80.46	21.83	-	87.33	-
Net Assets Per Share (JPY)	841.80	937.80	-	-	-	-

Operating Income

– Primary Factors behind Fluctuations (Major Causes)

(JPY billion)



Costs and Expenses Projections

(JPY billion)	FY 2010		FY 2011			
	Results through 2Q	Full Year Results	Projections through 2Q	YoY Change	Full Year Projections	YoY Change
R&D expense	22.9	41.5	19.5	-14.8%	43.4	+4.6%
Cap-ex	6.3	16.1	10.1	+60.3%	18.9	+17.4%
Depreciation	7.3	17.1	7.5	+2.7%	17.8	+4.1%
Advertising	7.8	20.7	10.1	+29.5%	19.7	-4.8%

R&D expense includes content production expenses.

Segment Projections: Pachislot Pachinko



SEGA-SAMMY GROUP

(JPY billion)	FY 2010		FY 2011			
	Results through 2Q	Full Year Results	Projections through 2Q	YoY Change	Full Year Projection	YoY Change
Net Sales	68.3	160.3	108.5	+58.9%	200.0	+24.8%
Pachislot	18.2	51.7	30.5	+67.6%	63.5	+22.8%
Pachinko	47.1	103.1	75.0	+59.2%	129.5	+25.6%
Other	3.0	5.5	3.0	+0.0%	7.0	+27.3%
Operating Income	10.8	29.5	20.5	+89.8%	35.0	+18.6%
Operating Income Margin	15.8%	18.4%	18.9%	+3.1pt	17.5%	-0.9pt
Unit Sales (Pachislot)	57,038	162,932	100,000	+75.3%	210,000	+28.9%
Unit Sales (Pachinko)	167,715	360,171	230,000	+37.1%	410,000	+13.8%

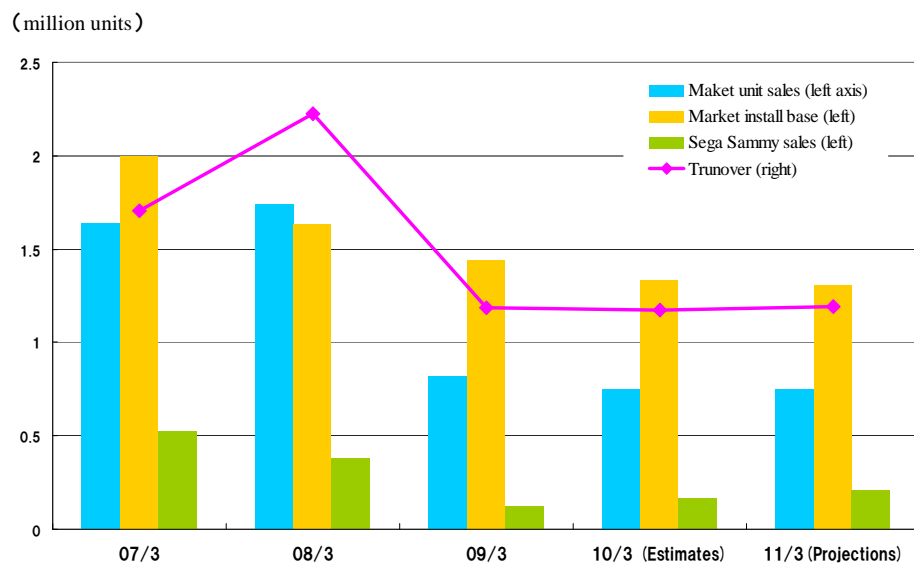
FY 2011 Projections

Pachislot	<ul style="list-style-type: none"> ◆ Unit sales projected to increase year-on-year by 47,000 units to 210,000 units (Expected new unit sales in overall market: 750,000 units) ◆ Projected introduction of 13 titles during the year, including multiple mainstay titles ◆ Cost reductions through reuse ◆ Mainstay titles to be introduced from 1Q: ⇒ Sammy “Pachislot SOUTEN-NO-KEN”, RODEO “Pachislot GAMERA”
Pachinko	<ul style="list-style-type: none"> ◆ Unit sales projected to increase year-on-year by 50,000 units to 410,000 units (Expected new unit sales in overall market: 2,850,000 units) ◆ Projected introduction of 12 titles during the year, including large-scale titles ◆ Projected introduction of new chassis ⇒ Board sales ratio: 30.4% projected for whole period ◆ Cost reductions through reuse ◆ Titles to be sold in 1Q: Sammy “Dejihane CR SOUTEN-NO-KEN”, “Pachinko CR Club Moon”, TAIYO ELEC “CR Cinderella Boy 2”

Segment Projections: Pachislot Pachinko

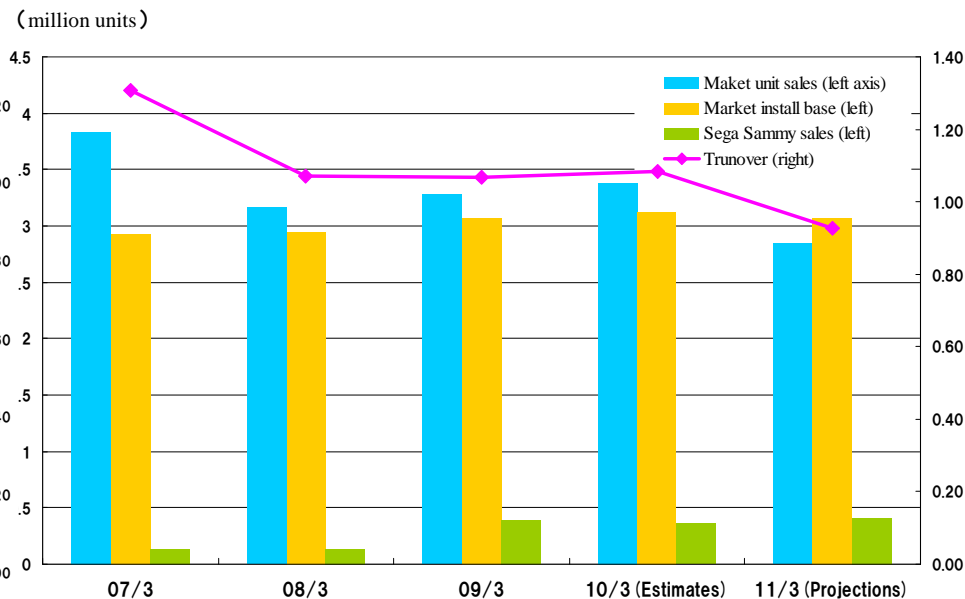
Pachislot Pachinko Market Forecast

Pachislot Machine



Pachislot	07/03 Results	08/03 Results	09/03 Results	10/03 Estimates	11/03 Projections
Market Unit Sales (million)	1.64	1.74	0.82	0.75	0.75
Market Installed Base (million)	2.00	1.63	1.44	1.33	1.31
Turnover (Sales/Installaton)	0.82	1.07	0.57	0.56	0.57
Sega Sammy's Unit Sales (thousand)	523	380	123	162	210

Pachinko Machine



Pachinko	07/03 Results	08/03 Results	09/03 Results	10/03 Estimates	11/03 Projections
Market Unit Sales (million)	3.83	3.16	3.28	3.38	2.85
Market Installed Base (million)	2.93	2.95	3.07	3.12	3.07
Turnover (Sales/Installaton)	1.31	1.07	1.07	1.08	0.93
Sega Sammy's Unit Sales (thousand)	132	108	391	360	410

Source: National Police Agency, Yano Research Institute Ltd., Japan Productivity Center for Socio-Economic Development
 * The data for 10/03 and 11/03, which have not been publicized yet, are our estimates and projections.

Segment Projections: Pachislot Pachinko

Pachislot Sales Projections

Pachislot	FY 2010		FY 2011	
	Results through 2Q	Full Year Results	Projections through 2Q	Full Year Projections
Sammy	3 titles	6 titles	2 titles	5 titles
	53,898 units	121,677 units	50,000 units	115,000 units
RODEO	0 title	2 titles	2 titles	4 titles
	65 units	29,734 units	25,000 units	60,000 units
TAIYO ELEC	1 title	2 titles	2 titles	4 titles
	1,806 units	9,257 units	25,000 units	35,000 units
GINZA	0 title	0 title	-	-
	27 units	27 units	-	-
Unit Supply	1 title	2 titles	-	-
	1,242 units	2,237 units	-	-
Total	5 titles	12 titles	6 titles	13 titles
	57,038 units	162,932 units	100,000 units	210,000 units



“Pachislot SOUTEN-NO-KEN”

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©Sammy



“Pachislot GAMERA”

(Rodeo)

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 © 1996 KADOKAWA PICTURES, INC.NHFN
 © 1999 KADOKAWA PICTURES, INC.TNHN
 © Sammy © RODEO

1Q Major Title / Pachislot

Brand	Title	Installed from
Sammy	Pachislot SOUTEN-NO-KEN	May
RODEO	Pachislot GAMERA	June

* Number of titles reflects products which begin sales in the period

* Unit Supply includes the supply of parts to other makers

Segment Projections: Pachislot Pachinko

Pachinko Sales Projections

Pachinko	FY 2010		FY 2011	
	Results through 2Q	Full Year Results	Projections through 2Q	Full Year Projections
Sammy	4 titles	6 titles	3 titles	6 titles
	105,764 units	274,578 units	190,000 units	320,000 units
TAIYO ELEC	3 titles	6 titles	3 titles	6 titles
	48,653 units	72,295 units	40,000 units	90,000 units
GINZA	1 title	1 title	-	-
	13,298 units	13,298 units	-	-
Total	8 titles	13 titles	6 titles	12 titles
	167,715 units	360,171 units	230,000 units	410,000 units
Board + Frame	58,504 units	111,140 units	170,000 units	285,400 units
Board	109,211 units	249,031 units	60,000 units	124,600 units

* Number of titles reflects products which begin sales in the period



“Dejihane CR SOUTEN-NO-KEN”

(Sammy)

©2001 Buronson & Tetsuo Hara , Approved No.SAI-311
©Sammy



“CR Cinderella Boy 2”
(TAIYO ELEC)

©2003 MonkeyPunch / Cinderella Boy Project

1Q Major Title / Pachinko

Brand	Title	Installed from
Sammy	Dejihane CR SOUTEN-NO-KEN	April
Sammy	Pachinko CR Club Moon	May
TAIYO ELEC	CR Cinderella Boy 2	May

Segment Projections: Amusement Machine

(JPY billion)	FY 2010		FY 2011			
	Results through 2Q	Full Year Results	Projections through 2Q	YoY Change	Full Year Projections	YoY Change
Net Sales	17.9	45.1	19.0	+6.1%	53.0	+17.5%
Domestic	14.8	38.9	16.3	+10.1%	43.3	+11.3%
Overseas	3.1	6.2	2.7	-12.9%	9.7	+56.5%
Operating Income	-0.7	7.0	0.1	-	5.5	-21.4%
Operating Income Margin	-	15.5%	0.5%	-	10.4%	-5.1pt
R&D expense / Content Production expense	4.3	7.8	3.5	-18.6%	8.5	+9.0%

FY 2011 Projections

- ◆ Increased sales but decreased profits year-on-year
- ◆ Continued contribution to profits from revenue sharing titles
 - ⇒ Planned introduction of this period's mainstay title "HATSUNE MIKU Project DIVA Arcade"
- ◆ Planned launch of this period's mainstay title "SENGOKU TAISEN"

*The kids card game business, which had been included in the amusement facilities segment, was transferred to the amusement machine segment starting from the plan for fiscal year ending March 31, 2011.

Major Titles

Title		To be installed from
HATSUNE MIKU Project DIVA Arcade	Video Game	Summer in 2010
SENGOKU TAISEN	Trading Card Game	In 2010



“HATSUNE MIKU Project DIVA Arcade”
(Video Game)

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VOCALOID is a trademark or a registered trademark of Yamaha Corporation, Japan.
Hatsune Miku is a computer software by singing synthesis.



“SENGOKU TAISEN”
(Trading Card Game)

©SEGA

Segment Projections: Amusement Facilities

(JPY billion)	FY 2010		FY 2011				
	Results through 2Q	Full Year Results	Projections through 2Q	YoY Change	Full Year Projection	YoY Change	
Net Sales	28.9	54.7	22.0	-23.9%	44.0	-19.6%	
(Overseas)	2.8	5.4	1.6	-42.9%	3.3	-38.9%	
Operating Income	0.2	-1.3	-0.7	-	-1.5	-	
Operating Income Margin	0.7%	-	-	-	-	-	
SEGA Same Store Sales Comparisons	92.3%	91.7%	91.7%	-	95.8%	-	
Domestic Facilities	277 facilities	260 facilities	249 facilities	-	248 facilities	-12 facilities	
SEGA	Opened	1 facility	4 facilities	2 facilities	-	3 facilities	-
	Closed	44 facilities	61 facilities	12 facilities	-	13 facilities	-
	Total	231 facilities	217 facilities	207 facilities	-	207 facilities	-10 facilities
Bee / TMS	Opened	0 facility	0 facility	1 facility	-	2 facilities	-
	Closed	2 facilities	5 facilities	2 facilities	-	4 facilities	-
	Total	46 facilities	43 facilities	42 facilities	-	41 facilities	-2 facilities
Overseas Facilities	21 facilities	14 facilities	13 facilities	-	13 facilities	-1 facility	
Cap-ex	2.5	7.7	2.2	-12.0%	6.6	-14.3%	
Depreciation	3.4	8.2	2.8	-17.6%	6.9	-15.9%	

FY 2011 Projections

- ◆ Sales projected to decrease year-on-year in light of severe market conditions
- ◆ Domestic same-store sales comparison: Whole period: 95.8% (projected)
- ◆ Domestic facilities: Projected opening of 5 facilities and closure of 17 facilities
⇒ Number of facilities as of the end of the period: 248 facilities

*The kids card game business, which had been included in the amusement facilities segment, was transferred to the amusement machine segment starting from the fiscal year ending March 31, 2011.



(MEMO)

Segment Projections: Consumer Business

(JPY billion)	FY 2010		FY 2011			
	Results through 2Q	Full Year Results	Projections through 2Q	YoY Change	Full Year Projections	YoY Change
Net Sales	37.6	121.5	39.0	3.7%	100.0	-17.7%
Entertainment Software	15.7	77.5	19.7	25.5%	52.9	-31.7%
Network / Other	21.9	44.0	19.3	-11.9%	47.1	+7.0%
Operating Income	-8.1	6.3	-2.0	-	7.0	+11.1%
Operating Margin	-	5.2%	-	-	7.0%	+1.8pt
Units Sales (Thousands)	5,400	26,750	6,320	17.0%	16,960	-36.6%
R&D expense / Content Production expense	11.2	19.6	7.3	-34.8%	18.1	-7.7%

FY 2011 Projections

Entertainment Software	<ul style="list-style-type: none"> ◆ Decreased sales but increased profits year-on-year ◆ Projected unit sales of 16,960,000 units ◆ Streamlining of development by limiting the number of overseas titles (Last period: 49 titles ⇒ This period: 38 titles) ◆ Projected launch of this period's mainstay titles, including "IRON MAN 2," "VANQUISH" and "HATSUNE MIKU - Project DIVA- 2nd" ◆ Reduction of R&D costs and content production expenses ⇒ Projected for this period: 18.1 billion yen (Last period: 19.6 billion yen)
Network / Other	<ul style="list-style-type: none"> ◆ Toy: Strengthen Group efforts centered on "Bakugan LLP" and expand sales of "Zhu Zhu Pets" in the domestic market ◆ Mobile phone and PC content: Mobile phone and PC content: Strengthen profitability through introduction of mainstay titles and expansion of "pay-per-use" service ◆ Animation: Focus on further expansion of "BAKUGAN," launch brand management of "Posties" and its license marketing

Segment Projections: Consumer Business

Sales Projections

* Number of titles reflects products which begin sales in the period
(Number of titles by platform is based on SKU)

Breakdown by Region	FY 2010				FY 2011			
	Results through 2Q		Full Year Results		Projections through 2Q		Full Year Projections	
	# 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	8 (8)	1,090	17 (21)	3,820	5 (5)	970	18 (20)	3,380
US	8 (12)	2,300	24 (40)	10,550	6 (12)	3,060	17 (25)	6,290
Europe	7 (10)	2,000	25 (44)	12,380	9 (15)	2,290	21 (30)	7,280
Total	23 (30)	5,400	66 (105)	26,750	20 (32)	6,320	56 (75)	16,960

Breakdown by Region	FY 2010				FY 2011			
	Results through 2Q		Full Year Results		Projections through 2Q		Full Year Projections	
	# of titles (SKU)	Unit Sales (Thousands)	# of titles (SKU)	Unit Sales (Thousands)	# of titles (SKU)	Unit Sales (Thousands)	# of titles (SKU)	Unit Sales (Thousands)
PS3	2	350	20	3,560	4	970	11	2,520
Wii	11	1,100	23	5,740	6	470	11	1,550
Xbox360	2	210	16	2,300	4	1,050	15	2,660
NDS	9	620	24	4,290	4	480	10	1,570
PSP	2	210	8	1,310	9	930	14	1,930
PC	4	40	14	1,490	5	260	14	1,900
Catalogue	-	2,850	-	8,040	-	2,140	-	4,790
Total	30	5,400	105	26,750	32	6,320	75	16,960

Segment Projections: Consumer Business

Major Titles

Title (Region)	Platform	To be sold from
IRON MAN 2 (Europe / US)	PS3, Xbox360, Wii, PSP, DS	May
Alpha Protocol (Europe / US)	PS3, Xbox360, PC	June
HATSUNE MIKU -Project DIVA- 2nd (Japan)	PSP	July
VANQUISH (Japan / Europe / US)	PS3, Xbox360	Winter in 2010



“IRON MAN 2”

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“HATSUNE MIKU -Project DIVA- 2nd”

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“VANQUISH”

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【MEMO】

Listed Subsidiaries Full Year Results and Projections



(Consolidated: JPY billion)	FY 2009		FY 2010			FY 2011		
	Results through 2Q	Full Year Results	Results through 2Q	Full Year Results	YoY Change	Projections through 2Q	Full Year Projections	YoY Change
Net Sales	5.35	11.07	5.26	10.76	-2.8%	6.06	13.00	+20.8%
Operating Income	1.05	2.24	1.04	2.60	+16.1%	1.40	3.10	+19.2%
Operating Margin	19.6%	20.2%	19.8%	24.2%	+4.0pt	23.1%	23.8%	-0.4pt

Sammy NetWorks

Results in FY 2010

- ◆ Year-on-year, net sales decreased by 2.8% to 10.76 billion yen, and operating income increased by 16.1% to 2.6 billion yen.
- ◆ Continued strong sales of AM Business, the company’s core business, centered on “777Town.net” (for PCs).
- ◆ Performance is trending upward due to plan to switch business models (introduction of pay-per-use) for the highly profitable “Sammy 777 Town” service (for mobile phones).
- ◆ Began full-fledged introduction of pay-per-use service for the high-priority business “Yosoo.net Mobile” whose membership topped 1.6 million.
- ◆ Withdrawal from the Solutions business (sale of all shares in Media-Trust Co., Ltd.).

Projections in FY 2011

- ◆ Year-on-year, net sales is projected to increase by 20.8% to 13 billion yen, and operating income is projected to increase by 19.2% to 3.1 billion yen.
- ◆ Aim for further growth through introduction of mainstay titles and expansion of “pay-per-use” service in the in the core AM Business (PCs and mobile phones).
- ◆ To analyze new service centered on “Yosoo.net Mobile” for make them profitable.



“777TOWN.net”

(C)ASAO TAKAMORI・TETSUYA CHIBA/KODANSHA (C)Sammy



“Sammy 777Town”

(C)RUMIKO TAKAHASHI/SHOGAKUKAN (C)Sammy



“Yosoo.net Mobile”

(Consolidated: JPY billion)	FY 2009		FY 2010			FY 2011		
	Results through 2Q	Full Year Results	Results through 2Q	Full Year Results	YoY Change	Projections through 2Q	Full Year Projections	YoY Change
Net Sales	8.46	18.94	8.75	17.13	-9.6%	5.1	12.0	-29.9%
Operating Income	0.0	-0.08	-0.24	-0.39	-	-0.32	0.4	-
Operating Margin	-	-	-	-	-	-	3.3%	-

SEGA TOYS

Results in FY 2010	<ul style="list-style-type: none"> ◆ Year-on-year, net sales decreased by 9.6% to 17.13 billion yen, and an operating loss of 395 million yen was recorded. ◆ Domestic sales declined year-on-year, due to the overall slump in consumption and the lack of hit products. ◆ Continued strong overseas sales of the “BAKUGAN” character toy for boys. ◆ Liquidation of 3 unprofitable subsidiaries: TAIYO, RemArt, SEGA TOYS PLUS ◆ Transition to new management structure.
Projections in FY 2011	<ul style="list-style-type: none"> ◆ Year-on-year, net sales is projected to decrease by 29.9% to 12 billion yen (decreased due to the change in the transaction from “BAKUGAN”), and operating income is projected to increase by 795 million yen to 400 million yen. ◆ Reintroduction of “BAKUGAN” domestically ⇒ Strengthen Group efforts centered on “Bakugan LLP”. New animation series being broadcast. ◆ Expanded sales in domestic market of “Zhu Zhu Pets (※)” for which exclusive selling rights in Japan were obtained in the previous period. ◆ Full-fledged release of web-linked “Jewelpet” toy, which was jointly developed with Sanrio. New animation series being broadcast.

※Awarded the 2010 Toy of the Year in the U.S.



“BAKUGAN”

(c)SEGA TOYS/SPIN MASTER/BAKUGAN 2 PROJECT



“Zhu Zhu Pets”

(C)Cepia LLC



“Jewelpet”

(C)'08, '09 SANRIO/SEGA TOYS
We've•TVO•Jewelpet Production Committee

(Consolidated: JPY billion)	FY 2009		FY 2010			FY 2011		
	Results through 2Q	Full Year Results	Results through 2Q	Full Year Results	YoY Change	Projections through 2Q	Full Year Projections	YoY Change
Net Sales	9.36	14.3	15.34	24.19	+69.2%	18.05	34.10	+41.0%
Operating Income	0.34	0.4	3.02	3.77	+842.5%	1.63	3.86	+2.4%
Operating Margin	3.6%	2.8%	19.7%	15.6%	+12.8pt	9.0%	11.3%	-4.3pt

TAIYO ELEC

Results in FY 2010

- ◆ Year-on-year, net sales increased by 69.2% to 24.19 billion yen, and operating income increased by 842.5% to 3.77 billion yen.
- ◆ Improve profit margin (Operating Income Margin increased 12.8 points year-on-year to 15.6%)
⇒ Reduce losses for scrapped parts through optimization of order quantities, cost reduction, increase of unit price due to introduction of new chassis and other factors
- ◆ Pachinko unit sales: 72, 295 units
Major titles: “CR Kidou Shinsengumi Moeyo Ken 2”, “CR BLOOD+”, “CR Shin Honnoujinohen ~Yumemaboroshi no Gotoku~”
- ◆ Pachislot unit sales: 11,528 units, Major titles: “Pachislot BLOOD+”

Projections in FY 2011

- ◆ Year-on-year, net sales is projected to increase by 41% to 34.1 billion yen, and operating income is projected to increase by 2.4% to 38.6 billion yen.
- ◆ Projected sale of 6 titles and 90,000 units for pachinko and 4 titles and 35,000 units for pachislot machines.
- ◆ Nationwide promotion development, and increase in unit sales of pachinko and pachislot machine units and number of pachinko and pachislot halls that introduced those units through enhancement of relationship with sales agents.
- ◆ Development of mainstay pachislot machine, and promotion of sharing and common configuration of parts through business tie-up with Sammy.
- ◆ Establishment of production structure responding to short-term delivery, mass production and high quality.



“CR Kidou Shinsengumi Moeyo Ken 2”

© 2002 RED/Rumiko Takahashi © 2002 ENTERBRAIN, INC. © 2005 MOEYOKEN PROJECT



“CR Shin Honnoujinohen ~Yumemaboroshi no Gotoku~”



Pachislot BLOOD+

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	FY 2009		FY 2010			FY 2011		
	Results through 2Q	Full Year Results	Results through 2Q	Full Year Results	YoY Change	Projections through 2Q	Full Year Projections	YoY Change
(Consolidated: JPY billion)								
Net Sales	7.12	14.17	6.43	13.29	-6.2%	5.95	13.78	+3.7%
Operating Income	0.19	0.29	-0.02	0.32	+10.3%	-0.30	0.34	+6.3%
Operating Margin	2.7%	2.0%	—	2.4%	+0.4pt	—	2.5%	+0.1pt

TMS Entertainment

Results in FY 2010	<ul style="list-style-type: none"> ◆ Year-on-year, net sales decreased by 6.2% to 13.29 billion yen, and operating income increased by 10.3% to 320 million yen. ◆ Animation: Revenue from production decreased year-on-year due to advancement of planning choice that prioritizes productions with potential for profits and limits the number of productions, but revenue from sales increased, buoyed by overseas sales of “BAKUGAN” and the “Detective Conan” animated film, and sales of licenses for pachinko pachislot machines. Overall, operating income increased. ◆ Year-on-year, net sales for the Amusement Business declined, but operating income increased due to cost reductions. A net loss resulted from the recording of extraordinary losses due to impairment and store closures in order to further strengthen profitability into the future.
Projections in FY 2011	<ul style="list-style-type: none"> ◆ Year-on-year, net sales is projected to increase by 3.7% to 13.78 billion yen, and operating income is projected to increase by 6.3% to 340 million yen. ◆ Animation: Strove to increase revenues through formation of a value chain for animation production work for game machines that extends from planning and development to production and sales in an aim to expand profitability with “Bakugan LLP,” which was established through a joint investment of five Sega Sammy Group companies, as a member. Concerning new business, the Company has completed an agreement with Japan Post for joint ownership of the copyrights of Japan Post’s “Posties” image characters, and has begun brand management of the image characters as well as licensing sales to build a foundation that expands future profit-making opportunities. ◆ Amusement Facility: Aim to elevate the operations and investment effects of each facility in order to further strengthen profitability into the future, and promote the development of new facilities with priority placed on profitability and facility opening costs.



“Detective Conan the Raven Chaser”

© GOSHO AOYAMA / DETECTIVE CONAN COMMITTEE



“Bakugan Battle Brawlers New Vestroia”

©SEGA TOYS / SPIN MASTER / BAKUGAN 2 PROJECT

Appendix



SEGA-SAMMY
HOLDINGS

Company Overview



Company Name	SEGA SAMMY HOLDINGS INC.	Chairman President and Representative Director (CEO)	Hajime Satomi
Head Office	Shiodome Sumitomo Building, 1-9-2 Higashi Shimbashi Minato-ku, Tokyo 105-0021, Japan	Executive Vice President and Representative Director	Keishi Nakayama
Established	October 1, 2004	Director	Okitane Usui
Capital	29,953 million yen	Director and CCO(*) (*):CCO : Chief Creative Officer	Hisao Oguchi
Listing	Tokyo Stock Exchange 1 st Section (6460)	Director	Yuji Iwanaga
Number of Shares Outstanding	283,229,476 shares	Director	Takeshi Natsuno





Major Shareholders		Equity Shares	% of Voting
1	Hajime Satomi	43,569,338	17.43%
2	SEGA SAMMY HOLDDINGS INC.	31,315,801	-
3	Mellon Bank, NA Treaty Clients Omnibus	18,280,322	7.31%
4	FSC Co., Ltd.	14,172,840	5.67%
5	The Bank of New York Mellon Depository Bank for Depository Receipt Holders	12,465,860	4.99%
6	The Master Trust Bank of Japan, Ltd. (As Trustee)	12,251,700	4.90%
7	Japan Trustee Services Bank, Ltd. (As Trustee)	10,002,900	4.00%
8	Japan Trustee Services Bank, Ltd. (As Trustee9)	4,174,100	1.67%
9	State Street Bank and Trust Company	3,055,936	1.22%
10	State Street Bank and Trust Company 505225	2,850,921	1.14%

Shareholder Data		
Type	% of Shares	% by Number of Shareholders
Financial Institutions	16.65%	0.06%
Securities Companies	0.96%	0.06%
Other Companies	6.55%	0.78%
Foreign Institutions and Individuals	32.73%	0.54%
Japanese Individuals and Other	32.04%	98.55%
Treasury stock	11.06%	0.00%

Shareholders
89,355

Data as of March 31th, 2010

Company Profile (Listed Subsidiaries)

Subsidiary	Listed on:	Major Operation	Share held by Sega Sammy (Share holding ratio)
<p>Sammy NetWorks Co., Ltd. http://www.sammy-net.jp/english/ </p>	<p>TSE Mothers Securities code: 3745</p>	<p><u><Consumer></u> Distribution of music related content and game related content through mobile phones and the Internet.</p>	<p>24,804 shares (56.26%)</p>
<p>SEGA TOYS, LTD. http://www.segatoys.co.jp/english/ </p>	<p>JASDAQ Securities code: 7842</p>	<p><u><Consumer></u> Design, development and sales of toys</p>	<p>11,250,000 shares (52.24%)</p>
<p>TAIYO ELEC Co., Ltd. http://www.taiyoelec.co.jp/english/ </p>	<p>JASDAQ Securities code: 6429</p>	<p><u><Pachinko Pachislot></u> Design, development and sales of Pachinko and Pachislot machine</p>	<p>(※)11,623,100 shares (51.24%)</p>
<p>TMS Entertainment Ltd. http://www.tms-e.com/english/ </p>	<p>NSE 2nd Section Securities code: 3585</p>	<p><u><Consumer / Amusement Facilities></u> Planning, production, sales and export of animation films, and amusement businesses</p>	<p>23,549,000 shares (60.40%)</p>

(*) Sammy, 100% subsidiary of SEGA SAMMY HOLDINGS, holds the shares of TAIYO ELEC

Data as of March 31st, 2010

Pachinko / Pachislot Market Data

Pachislot Installed Base / Unit Sales / Market Scale

	2004	2005	2006	2007	2008	2009
Number of Pachislot Machines installed (Units)	1,887,239	1,936,470	2,003,482	1,635,860	1,448,773	1,336,880
Number of Pachislot Machines sold annually (Units)	1,672,049	1,786,292	1,647,759	1,744,308	913,053	-
Pachislot Machine Market Size (JPY Million)	522,582	536,539	490,959	500,998	242,331	-

Pachinko Installed Base / Unit Sales / Market Scale

	2004	2005	2006	2007	2008	2009
Number of Pachinko Machines installed (Units)	3,077,537	2,960,939	2,932,952	2,954,386	3,076,421	3,129,937
Number of Pachinko Machines sold annually (Units)	4,013,153	4,047,999	3,837,960	3,173,725	3,331,278	-
Pachinko Machine Market Size (JPY Million)	786,535	869,940	898,646	856,400	900,558	-

Pachinko Pachislot Market Installed Base / Unit Sales / Market Scale

	2004	2005	2006	2007	2008	2009
Number of Machines installed (Units)	4,964,776	4,897,409	4,936,434	4,590,246	4,525,194	4,466,817
Number of Machines sold annually (Units)	5,685,202	5,834,291	5,485,719	4,918,033	4,244,331	-
Total Machine Market Size (JPY Million)	1,309,117	1,406,479	1,389,605	1,357,398	1,142,889	-

	2004	2005	2006	2007	2008	2009
Total Number of Pachinko Halls	15,617	15,165	14,674	13,585	12,937	12,652
Number of Halls with pachinko and pachislot machines installed	13,844	13,163	12,588	12,039	11,800	11,722
Number of Halls with only pachislot machines installed	1,773	2,002	2,086	1,546	1,137	930

Source: National Police Agency, Yano Research Institute Ltd., Japan Productivity Center for Socio-Economic Development

Pachislot / Pachinko Sales Share

Share of Annual Pachislot Machine Sales

Rank	2005			2006			2007			2008		
	Manufacture	Units Sold	Share	Manufacture	Units Sold	Share	Manufacture	Units Sold	Share	Manufacture	Units Sold	Share
1	Sammy	607,106	34.0%	Sammy	523,422	31.8%	Sammy	380,688	21.8%	Y Company	172,000	18.8%
2	D Company	236,000	13.2%	D Company	200,000	12.1%	A Company	192,000	11.0%	S Company	133,673	14.6%
3	H-O Company	187,000	10.5%	H-O Company	180,000	10.9%	S Company	169,239	9.7%	Sammy	123,286	13.5%
4	Y Company	150,000	8.4%	Y Company	173,000	10.5%	D Company	152,000	8.7%	H-O Company	68,000	7.5%
5	S Company	111,659	6.3%	K Company	155,000	9.4%	Y Company	152,000	8.7%	K Company	59,000	6.5%

Share of Annual Pachinko Machine Sales

Rank	2005			2006			2007			2008		
	Manufacture	Units Sold	Share	Manufacture	Units Sold	Share	Manufacture	Units Sold	Share	Manufacture	Units Sold	Share
1	S Company	1,000,000	24.7%	S Company	887,000	23.1%	S Company	820,000	25.8%	S Company	810,000	24.3%
2	S Company	740,320	18.3%	K Company	804,000	21.0%	S Company	725,819	22.9%	S Company	451,941	13.6%
3	K Company	390,000	9.6%	S Company	640,186	16.7%	K Company	510,000	16.1%	Sammy	391,831	11.8%
4	N Company	320,000	7.9%	N Company	253,000	6.6%	N Company	204,000	6.4%	K Company	350,000	10.5%
5	Sammy	288,895	7.1%	D Company	195,947	5.1%	D Company	168,000	5.3%	N Company	349,000	10.5%
6	H Company	242,276	6.0%	H Company	186,000	4.9%	H Company	165,000	5.2%	F Company	194,443	5.8%
7	F Company	185,572	4.6%	F Company	180,006	4.7%	F Company	146,134	4.6%	S Company	177,000	5.3%
8	D Company	172,123	4.3%	Sammy	132,981	3.5%	Sammy	108,184	3.4%	D Company	122,000	3.7%

Source: Yano Research Institute Ltd.

Amusement / Game Market Data

AM Machines / Operations Net Sales

(JPY billion)

	2004	2005	2006	2007	2008	2009
Amusement Machines Net Sales	180.5	199.2	223.3	219.0	196.1	-
Amusement Facilities Operations Net Sales	649.2	682.4	702.8	678.0	573.1	-
Market Size of Amusement	829.7	881.6	926.2	897.0	769.2	-

	2004	2005	2006	2007	2008	2009
Number of Amusement Facilities (Facilities)	10,109	9,515	9,091	8,652	8,137	7,662
Number of Amusement Machine units installed (Units)	438,986	445,025	460,031	474,808	486,582	484,804
Number of Amusement Machine units installed per center (Units)	43.4	46.8	50.6	54.9	59.8	63.3

Home Videogame related Market Scale

	2004	2005	2006	2007	2008	2009
Hardware shipment	440.7	872.7	958.1	2,087.7	1,908.3	-
Software shipment	468.4	487.1	674.1	848.6	1,024.3	-
Market Size of Home Videogame	909.1	1,359.8	1,632.3	2,936.4	2,932.6	-

Total Market Size of Amusement and Game

	2004	2005	2006	2007	2008	2009
Total Market Size of Amusement / Game	1,749.7	2,246.4	2,752.6	3,916.0	3,676.9	-

Source: JAMMA, AOU, CESA, National Police Agency

Past Operating Results

From FY 2006 to FY 2010

* Numbers shown in parentheses are based on previous accounting policy (reference)

* Number of titles reflects products which begin sales in the period (Numbers shown in parentheses are based on SKU)

* The data in this page can be downloaded from following URL. (http://www.segasammy.co.jp/english/ir/library/excel/201003_4q_transition.xls)

(JPY billion)	FY 2006	FY 2007	FY 2008	FY 2009				FY 2010			
	Full Year Results	Full Year Results	Full Year Results	1Q Results	Results through 2Q	Results through 3Q	Full Year Results	1Q Results	Results through 2Q	Results through 3Q	Full Year Results
Net Sales	553.2	528.2	458.9	74.6	200.4	309.0	429.1	60.4	154.3	285.3	384.6
Breakdown											
Pachislot Pachinko	265.6	211.5	145.5	12.0	65.2	106.2	161.6	19.6	68.3	125.6	160.3
Amusement Machines	71.5	75.4	71.0	13.7	34.4	49.9	61.9	7.8	17.9	33.1	45.1
Amusement Facilities	106.2	103.8	91.2	17.4	37.1	54.4	71.3	14.1	28.9	41.4	54.7
Consumer	90.3	119.5	141.7	30.5	61.9	96.0	131.3	18.0	37.6	82.9	121.5
Other	19.4	17.8	9.3	0.8	1.6	2.3	2.9	0.7	1.5	2.2	2.8
Operating Income	119.1	76.5	-5.8	-10.2	-7.5	-2.7	8.3	-7.8 (-8.5)	-0.3 (-2.3)	28.8 (24.1)	36.7 (31.0)
Breakdown											
Pachislot Pachinko	99.8	71.1	8.4	-4.3	-1.0	5.2	14.5	-1.0	10.8	26.9	29.5
Amusement Machines	12.1	11.6	7.1	0.7	4.6	6.2	6.8	-1.0 (-1.2)	-0.7 (-1.2)	4.7 (3.8)	7.0 (5.4)
Amusement Facilities	9.2	0.1	-9.8	-1.5	-2.8	-4.9	-7.5	-0.1	0.2	-0.6	-1.3 (-1.4)
Consumer	1.9	1.7	-5.9	-4.1	-5.9	-5.6	-0.9	-4.5 (-5.0)	-8.1 (-9.6)	1.4 (-2.3)	6.3 (2.4)
Other	-1.7	-1.3	0.0	0.0	0.2	0.2	0.3	0.1	0.2	0.3	0.3
Eliminations	-2.3	-6.7	-5.5	-1.0	-2.6	-3.9	-4.9	-1.1	-2.7	-3.9	-5.2
Operating Margin	21.5%	14.5%	-	-	-	-	1.9%	-	-	10.1% (8.4%)	5.2% (2.0%)
Ordinary Income	119.5	81.2	-8.2	-9.8	-8.4	-5.0	6.6	-8.0 (-8.7)	-0.7 (-2.7)	27.6 (22.9)	35.9 (30.2)
Ordinary Income Margin	21.6%	15.4%	-	-	-	-	1.5%	-	-	9.7% (8.0%)	9.3% (7.9%)
Net Income	66.2	43.4	-52.4	-10.5	-9.5	-10.8	-22.8	-10.2 (-10.9)	-6.3 (-8.3)	16.9 (12.2)	20.2 (14.5)
Net Income Margin	12.0%	8.2%	-	-	-	-	-	-	-	5.9% (4.3%)	5.3% (3.8%)
R&D expense / Content Production expense	36.3	52.1	65.3	16.6	30.4	43.4	59.6	11.8 (12.5)	22.9 (24.9)	32.7 (37.4)	41.5 (47.2)
Cap-ex	38.5	36.6	50.4	6.5	14.5	20.1	26.6	2.7	6.3	11.4	16.1
Depreciation	21.8	28.0	45.6	5.4	11.9	18.9	26.6	3.5	7.3	12.0	17.1
Advertising	18.9	22.2	22.8	4.1	11.2	16.7	20.7	2.7	7.8	14.3	20.7
# of pachislot titles	14 titles	17 titles	22 titles	4 titles	9 titles	16 titles	19 titles	1 title	5 titles	8 titles	12 titles
Unit sales	607,106 units	523,422 units	380,688 units	15,048 units	55,102 units	108,500 units	123,286 units	5,111 units	57,038 units	79,243 units	162,932 units
# of pachinko titles	8 titles	14 titles	9 titles	3 titles	6 titles	8 titles	12 titles	2 titles	8 titles	10 titles	13 titles
Unit sales	288,895 units	132,981 units	108,184 units	19,704 units	154,950 units	237,288 units	391,831 units	53,748 units	167,715 units	329,850 units	360,171 units
SEGA Same Store Sales Comparisons	103.3%	95.8%	89.0%	87.3%	90.6%	92.1%	92.4%	96.0%	92.3%	91.3%	91.7%
Domestic Facilities	462 facilities	449 facilities	363 facilities	357 facilities	347 facilities	347 facilities	322 facilities	298 facilities	277 facilities	274 facilities	260 facilities
# of game software titles	- (122)	- (140)	80 (138)	14 (37)	36 (61)	58 (93)	78 (122)	11 (17)	23 (30)	39 (62)	66 (105)
Sales (Thousands)	16,400	21,270	26,990	6,890	12,760	21,090	29,470	2,650	5,400	16,730	26,750



<http://www.segasammy.com/>

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