

Appendix of Consolidated Financial Statements
9 Months Ended December 31, 2010

*Revised Full Year Projections was publicized on September 30, 2010.

Consolidated Income Statements

(JPY billion)		FY 2010		FY 2011			
		Results through 3Q	Full Year Results	Results through 3Q	YoY Change	Revised Full Year Projections	YoY Change
Breakdown	Net Sales	285.3	384.6	310.1	+8.7%	410.0	+6.6%
	Pachislot and Pachinko Machines	125.6	160.3	167.9	+33.7%	215.0	+34.1%
	Amusement Machine Sales	33.1	45.1	38.4	+16.0%	53.0	+17.5%
	Amusement Center Operations	41.4	54.7	34.5	-16.7%	45.0	-17.7%
	Consumer Business	82.9	121.5	66.9	-19.3%	94.0	-22.6%
	Other	2.2	2.8	2.2	-	3.0	+7.1%
Breakdown	Operating Income	28.8	36.7	62.9	+118.4%	65.0	+77.1%
	Pachislot and Pachinko Machines	26.9	29.5	54.6	+103.0%	58.5	+98.3%
	Amusement Machine Sales	4.7	7.0	8.4	+78.7%	6.5	-7.1%
	Amusement Center Operations	-0.6	-1.3	0.8	-	-0.5	-
	Consumer Business	1.4	6.3	2.8	+100.0%	6.0	-4.8%
	Other	0.3	0.3	0.1	-66.7%	0.0	-
	Eliminations	-3.9	-5.2	-3.9	-	-5.5	-
	Operating Income Margin	10.1%	9.5%	20.3%	+10.2pt	15.9%	+6.4pt
Ordinary Income	27.6	35.9	62.3	+125.7%	64.0	+78.3%	
Ordinary Income Margin	9.7%	9.3%	20.1%	+10.4pt	15.6%	+6.3pt	
Extraordinary Gain	2.3	3.1	3.0	-	-	-	
Extraordinary Loss	7.4	11.9	4.9	-	-	-	
Net Income	16.9	20.2	36.8	+117.8%	37.5	+85.6%	
Net Income Margin	5.9%	5.3%	11.9%	+6.0pt	9.1%	+3.8pt	
Earning per share (JPY)	67.27	80.46	145.28	-	147.44	-	
Net Assets per share (JPY)	917.74	937.80	1,089.87	-	-	-	

*Earning per share for full-year projections (publicized 9/30) revised to reflect share exchange and increase in number of shares due to acquisition of treasury stocks, etc. until the end of January, 2011.

Costs and Expenses

(JPY billion)		FY 2010		FY 2011			
		Results through 3Q	Full Year Results	Results through 3Q	YoY Change	(9/30)Revised Full Year Projections	YoY Change
R&D Expense / Content Production Expense		32.7	41.5	28.8	-11.9%	43.4	+4.6%
Cap-ex		11.4	16.1	12.1	+6.1%	18.9	+17.4%
Depreciation		12.0	17.1	11.3	-5.8%	17.8	+4.1%
Advertising		14.3	20.7	11.2	-21.7%	19.7	-4.8%

Pachislot and Pachinko Machines

(JPY billion)		FY 2010		FY 2011			
		Results through 3Q	Full Year Results	Results through 3Q	YoY Change	Revised Full Year Projections	YoY Change
Breakdown	Net Sales	125.6	160.3	167.9	+33.7%	215.0	+34.1%
	Pachislot	25.6	51.7	84.1	+228.5%	95.4	+84.5%
	Pachinko	95.1	103.1	81.2	-14.6%	116.7	+13.2%
	Other	4.9	5.5	2.6	-46.9%	2.9	-47.3%
	Operating Income	26.9	29.5	54.6	+103.0%	58.5	+98.3%
	Operating Income Margin	21.4%	18.4%	32.5%	+11.1pt	27.2%	+8.8pt
	Sales in Unit (Pachislot)	79,243	162,932	268,470	+238.8%	300,000	+84.1%
	Sales in Unit (Pachinko)	329,850	360,171	241,374	-26.8%	360,000	-

《Shipment Data: Pachislot and Pachinko》 ※Number of titles reflects products which began sales in period.

Pachislot	FY 2010		FY 2011	
	Results through 3Q	Full Year Results	Results through 3Q	Revised Full Year Projections
Sammy	4 titles	6 titles	3 titles	-
	74,005 units	121,677 units	118,448 units	-
Rodeo	1 title	2 titles	2 titles	-
	1,563 units	29,734 units	113,731 units	-
TAIYO ELEC	1 title	2 titles	1 title	-
	1,806 units	9,257 units	36,291 units	-
GINZA	0 title	0 title	-	-
	27 units	27 units	-	-
Unit Supply	2 titles	2 titles	-	-
	1,842 units	2,237 units	-	-
Total	8 titles	12 titles	6 titles	9 titles
	79,243 units	162,932 units	268,470 units	300,000 units

Pachislot		
Title	Brand	Sales (thousand units)
Pachislot SOUTEN-NO-KEN	Sammy	92
Pachislot Shin Onimusha	Rodeo	62
Oreno Sora ~Spirit of Young Justice~	Rodeo	37
Ring ni Kakero 1 -Golden Japan Jr. Series-	TAIYO ELEC	36

*Aggregated sales of "Shin Onimusha" as of the end of December since previous fiscal year : 90 thousand units

*Unit Supply includes the supply of parts to other makers

Pachinko	FY 2010		FY 2011	
	Results through 3Q	Full Year Results	Results through 3Q	Revised Full Year Projections
Sammy	5 titles	6 titles	9 titles	-
	262,541 units	274,578 units	212,625 units	-
TAIYO ELEC	4 titles	6 titles	2 titles	-
	54,011 units	72,295 units	28,749 units	-
GINZA	1 title	1 title	-	-
	13,298 units	13,298 units	-	-
Total	10 titles	13 titles	11 titles	13 titles
	329,850 units	360,171 units	241,374 units	360,000 units
Breakdown	Board + Frame	102,135 units	111,140 units	175,851 units
	Board	227,715 units	249,031 units	65,523 units

Pachinko		
Title	Brand	Sales (thousand units)
Pachinko CR Hokuto No Ken Raoh series	Sammy	123
Pachinko CR Juoh	Sammy	33

Amusement Machines Sales

(JPY billion)		FY 2010		FY 2011			
		Results through 3Q	Full Year Results	Results through 3Q	YoY Change	Revised Full Year Projections	YoY Change
Breakdown	Net Sales	33.1	45.1	38.4	+16.0%	53.0	+17.5%
	Domestic	28.6	38.9	35.4	+23.8%	44.5	+14.4%
	Overseas	4.5	6.2	3.0	-33.3%	8.5	+37.1%
	Operating Income	4.7	7.0	8.4	+78.7%	6.5	-7.1%
	Operating Income Margin	14.2%	15.5%	21.9%	+7.7pt	12.3%	-3.2pt
	R&D Expense / Content Production Expense	6.0	7.8	6.4	+6.7%	8.5	+9.0%

*The kids card game business, which had been included in the Amusement Center Operations segment, was transferred to the Amusement Machine Sales segment starting from for fiscal year ending March 31, 2011.

《Major Titles: Amusement Machines》

Title	Sales
SENGOKU TAISEN	Trading Card Game ¥6.2 billion
WORLD CLUB Champion Football Intercontinental Clubs series	Trading Card Game ¥3.3 billion
SANGOKUSHI WAR 3 series	Trading Card Game ¥2.4 billion

*Sales figures include consumable sales such as cards.

Amusement Center Operations

(JPY billion)		FY 2010		FY 2011				
		Results through 3Q	Full Year Results	Results through 3Q	YoY Change	Revised Full Year Projections	YoY Change	
Net Sales		41.4	54.7	34.5	-16.7%	45.0	-17.7%	
(Overseas)		4.1	5.4	2.2	-46.3%	3.0	-44.4%	
Operating Income		-0.6	-1.3	0.8	-	-0.5	-	
Operating Income Margin		-	-	2.3%	-	-	-	
SEGA Same Store Sales Comparisons		91.3%	91.7%	100.5%	-	-	-	
Breakdown	Domestic Facilities		274 facilities	260 facilities	252 facilities	-	253 facilities	-7 facilities
	SEGA	Opened	3 facilities	4 facilities	2 facilities	-	2 facilities	-
		Closed	49 facilities	61 facilities	9 facilities	-	9 facilities	-
		Total	228 facilities	217 facilities	210 facilities	-	210 facilities	-7 facilities
	Bee / TMS	Opened	0 facility	0 facility	2 facilities	-	3 facilities	-
		Closed	2 facilities	5 facilities	3 facilities	-	3 facilities	-
		Total	46 facilities	43 facilities	42 facilities	-	43 facilities	-
Overseas Facilities		21 facilities	14 facilities	11 facilities	-	11 facilities	-3 facilities	
Cap-ex		5.8	7.7	4.7	-19.0%	6.6	-14.3%	
Depreciation		5.6	8.2	4.3	-23.2%	6.9	-15.9%	

*The kids card game business, which had been included in the Amusement Center Operations segment, was transferred to the Amusement Machine Sales segment starting from for fiscal year ending March 31, 2011.

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

《SEGA Same Store Sales Comparisons》

FY 2011												
April	May	June	Results through 1Q	July	August	September	Results through 2Q	October	November	December	Results through 3Q	Revised Full Year Projections
97.9%	95.0%	99.0%	97.2%	103.0%	103.0%	101.1%	99.9%	106.5%	99.0%	100.1%	100.5%	-

FY 2010															
April	May	June	Results through 1Q	July	August	September	Results through 2Q	October	November	December	Results through 3Q	January	February	March	Full Year Results
95.6%	98.8%	93.0%	96.0%	92.0%	88.3%	86.0%	92.3%	85.2%	88.0%	93.6%	91.3%	96.6%	89.4%	92.6%	91.7%

Consumer Business

(JPY billion)		FY 2010		FY 2011			
		Results through 3Q	Full Year Results	Results through 3Q	YoY Change	Revised Full Year Projections	YoY Change
Breakdown	Net Sales	82.9	121.5	66.9	-19.3%	94.0	-22.6%
	Home Video Game Software	49.3	77.5	36.8	-25.4%	49.5	-36.1%
	Network / Other	33.6	44.0	30.1	-10.4%	44.5	+1.1%
	Operating Income	1.4	6.3	2.8	+100.0%	6.0	-4.8%
	Operating Income Margin	1.7%	5.2%	4.2%	+2.5pt	6.4%	+1.2pt
	Sales in Units (Thousands)	16,730	26,750	13,630	-18.5%	16,000	-40.2%
	R&D Expense / Content Production Expense	16.0	19.6	11.9	-25.6%	18.1	-7.7%

《Shipment Data: 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 2010				FY 2011			
	Results through 3Q		Full Year Results		Results through 3Q		Revised Full Year Projections	
	# of titles (SKU)	Sales (Thousand units)	# of titles (SKU)	Sales (Thousand units)	# of titles (SKU)	Sales (Thousand units)	# of titles (SKU)	Sales (Thousand units)
Japan / Other	12 (15)	2,470	17 (21)	3,820	12 (14)	1,900	-	3,000
US	15 (25)	6,090	24 (40)	10,550	11 (19)	5,770	-	6,200
Europe	12 (22)	8,160	25 (44)	12,380	14 (23)	5,950	-	6,800
Total	39 (62)	16,730	66 (105)	26,750	37 (56)	13,630	-	16,000

Breakdown by Platform	FY 2010				FY 2011			
	Results through 3Q		Full Year Results		Results through 3Q		Revised Full Year Projections	
	# of titles (SKU)	Sales (Thousand units)	# of titles (SKU)	Sales (Thousand units)	# of titles (SKU)	Sales (Thousand units)	# of titles (SKU)	Sales (Thousand units)
PS3	8	1,120	20	3,560	7	1,130	-	-
Wii	18	4,650	23	5,740	9	1,420	-	-
Xbox360	8	790	16	2,300	11	1,480	-	-
NDS	15	3,130	24	4,290	9	1,340	-	-
PSP	7	1,070	8	1,310	11	1,440	-	-
PC	6	730	14	1,490	9	870	-	-
Catalogue	-	5,210	-	8,040	-	5,910	-	-
Total	62	16,730	105	26,750	56	13,630	-	16,000

《Major Titles / Home Video Game Software》

Titles	Region	Platform	Sales (Thousand units)
Sonic Colors	Europe, US, Japan	Wii, NDS	1,850
VANQUISH	Europe, US, Japan	PS3, Xbox360	820
Football Manager 2011	Europe, US	PC, PSP	690

*The above forecasts of operating results are made based on information available to management as of the date hereof. In the future, actual results may differ from the projected figures due to various factors.