

Appendix of Consolidated Financial Statements
6 Months Ended September 30, 2010

Consolidated Income Statements

(JPY billion)		FY 2010		FY 2011					
		Results through 2Q	Full Year Results	Initial Projections through 2Q	Revised Projections through 2Q	Results through 2Q	YoY Change	Initial Full Year Projections	Revised Full Year Projections
Breakdown	Net Sales	154.3	384.6	190.0	205.0	217.8	+41.2%	400.0	410.0
	Pachislot and Pachinko Machines	68.3	160.3	108.5	125.0	134.2	+96.5%	200.0	215.0
	Amusement Machine Sales	17.9	45.1	19.0	19.5	19.6	+9.5%	53.0	53.0
	Amusement Center Operations	28.9	54.7	22.0	22.5	23.6	-18.3%	44.0	45.0
	Consumer Business	37.6	121.5	39.0	36.5	38.7	+2.9%	100.0	94.0
	Other	1.5	2.8	1.5	1.5	1.5	-	3.0	3.0
Breakdown	Operating Income	-0.3	36.7	14.5	34.0	46.8	-	40.0	65.0
	Pachislot and Pachinko Machines	10.8	29.5	20.5	39.5	47.6	+340.7%	35.0	58.5
	Amusement Machine Sales	-0.7	7.0	0.1	0.6	1.9	-	5.5	6.5
	Amusement Center Operations	0.2	-1.3	-0.7	-0.2	1.1	+450.0%	-1.5	-0.5
	Consumer Business	-8.1	6.3	-2.0	-2.5	-1.3	-	7.0	6.0
	Other	0.2	0.3	0.0	0.0	0.1	-50.0%	0.0	0.0
	Eliminations	-2.7	-5.2	-3.4	-3.4	-2.7	-	-6.0	-5.5
	Operating Margin	-	9.5%	7.6%	16.6%	21.5%	-	10.0%	15.9%
Ordinary Income	-0.7	35.9	14.0	33.5	46.0	-	39.0	64.0	
Ordinary Income Margin	-	9.3%	7.4%	16.3%	21.2%	-	9.8%	15.6%	
Extraordinary Gain	1.9	3.1	-	-	2.8	-	-	-	
Extraordinary Loss	2.5	11.9	-	-	3.6	-	-	-	
Net Income	-6.3	20.2	5.5	17.0	24.3	-	22.0	37.5	
Net Income Margin	-	5.3%	2.9%	8.3%	11.2%	-	5.5%	9.1%	
Earning per share (JPY)	-25.10	80.46	21.83	67.48	96.66	-	87.33	148.86	
Net Assets per share (JPY)	841.80	937.80	-	-	1,031.45	-	-	-	

*Initial projections through 2Q and initial full year projections were publicized on May 14, 2010

*Revised projections through 2Q were publicized on July 30, 2010

*Revised full year projections were publicized on Sep 30, 2010

Costs and Expenses

(JPY billion)	FY 2010		FY 2011				
	Results through 2Q	Full Year Results	Initial Projections through 2Q	Results through 2Q	YoY Change	Initial Full Year Projections	Revised Full Year Projections
R&D expense	22.9	41.5	19.5	18.6	-18.8%	43.4	43.4
Cap-ex	6.3	16.1	10.1	6.5	+3.2%	18.9	18.9
Depreciation	7.3	17.1	7.5	7.3	-	17.8	17.8
Advertising	7.8	20.7	10.1	7.3	-6.4%	19.7	19.7

Pachislot and Pachinko Machines

(JPY billion)		FY 2010		FY 2011				
		Results through 2Q	Full Year Results	Initial Projections through 2Q	Results through 2Q	YoY Change	Initial Full Year Projections	Revised Full Year Projections
Breakdown	Net Sales	68.3	160.3	108.5	134.2	+96.5%	200.0	215.0
	Pachislot	18.2	51.7	30.5	65.9	+262.1%	63.5	95.4
	Pachinko	47.1	103.1	75.0	67.0	+42.3%	129.5	116.7
	Other	3.0	5.5	3.0	1.3	-56.7%	7.0	2.9
	Operating Income	10.8	29.5	20.5	47.6	+340.7%	35.0	58.5
	Operating Income Margin	15.8%	18.4%	18.9%	35.5%	+19.7pt	17.5%	27.2%
	Sales in Unit (Pachislot)	57,038	162,932	100,000	201,402	+253.1%	210,000	300,000
	Sales in Unit (Pachinko)	167,715	360,171	230,000	198,230	+18.2%	410,000	360,000

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

Pachislot	FY 2010		FY 2011			
	Results through 2Q	Full Year Results	Initial Projections through 2Q	Results through 2Q	Initial Full Year Projections	Revised Full Year Projections
Sammy	3 titles	6 titles	2 titles	2 titles	5 titles	-
	53,898 units	121,677 units	50,000 units	116,407 units	115,000 units	-
Rodeo	0 title	2 titles	2 titles	1 title	4 titles	-
	65 units	29,734 units	25,000 units	49,976 units	60,000 units	-
TAIYO ELEC	1 title	2 titles	2 titles	1 title	4 titles	-
	1,806 units	9,257 units	25,000 units	35,019 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	4 titles	13 titles	9 titles
	57,038 units	162,932 units	100,000 units	201,402 units	210,000 units	300,000 units

Pachislot		
Title	Brand	Sales (thousand units)
Pachislot SOUTEN-NO-KEN	Sammy	91
Pachislot Shin Onimusya	Rodeo	36
Ring ni Kakero -Golden Japan Jr. Series-	TAIYO ELEC	34
Pachislot SPIDER-MAN 3	Sammy	22

*Aggregated sales of “Shin Onimusha” as of the end of September : 64 thousand units (including the 28 thousand units recorded in the previous fiscal year)

*Unit Supply includes the supply of parts to other makers

Pachinko	FY 2010		FY 2011			
	Results through 2Q	Full Year Results	Initial Projections through 2Q	Results through 2Q	Initial Full Year Projections	Revised Full Year Projections
Sammy	4 titles	6 titles	3 titles	6 titles	6 titles	-
	105,764 units	274,578 units	190,000 units	169,874 units	320,000 units	-
TAIYO ELEC	3 titles	6 titles	3 titles	2 titles	6 titles	-
	48,653 units	72,295 units	40,000 units	28,356 units	90,000 units	-
GINZA	1 title	1 title	-	-	-	-
	13,298 units	13,298 units	-	-	-	-
Total	8 titles	13 titles	6 titles	8 titles	12 titles	13 titles
	167,715 units	360,171 units	230,000 units	198,230 units	410,000 units	360,000 units
Board+ Frame	58,504 units	111,140 units	170,000 units	137,649 units	285,400 units	244,500 units
Board	109,211 units	249,031 units	60,000 units	60,581 units	124,600 units	115,500 units

Pachinko		
Title	Brand	Sales (thousand units)
Pachinko CR Hokuto No Ken Raoh series	Sammy	120
Pachinko CR GATCHAMAN UNMEL-NO-KIZUNA	Sammy	15
CR Full Metal Panic! TSR series	TAIYO ELEC	14

Amusement Machines Sales

(JPY billion)		FY 2010		FY 2011				
		Results through 2Q	Full Year Results	Initial Projections through 2Q	Results through 2Q	YoY Change	Initial Full Year Projections	Revised Full Year Projections
Breakdown	Net Sales	17.9	45.1	19.0	19.6	+9.5%	53.0	53.0
	Domestic	14.8	38.9	16.3	17.7	+19.6%	43.3	44.5
	Overseas	3.1	6.2	2.7	1.9	-38.7%	9.7	8.5
	Operating Income	-0.7	7.0	0.1	1.9	-	5.5	6.5
	Operating Income Margin	-	15.5%	0.5%	9.7%	-	10.4%	12.3%
	R&D expense	4.3	7.8	3.5	3.7	-14.0%	8.5	8.5

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

《Major Titles: Amusement Machines》

Title	Sales
SANGOKUSHI WAR 3 Series	Trading Card Game ¥2.0 billion
BORDER BREAK	Video Game ¥1.3 billion
WORLD CLUB Champion Football Intercontinental Clubs Series	Trading Card Game ¥1.1 billion

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

Amusement Center Operations

(JPY billion)		FY 2010		FY 2011				
		Results through 2Q	Full Year Results	Initial Projections through 2Q	Results through 2Q	YoY Change	Initial Full Year Projections	Revised Full Year Projections
Net Sales		28.9	54.7	22.0	23.6	-18.3%	44.0	45.0
(Overseas)		2.8	5.4	1.6	1.5	-46.4%	3.3	3.0
Operating Income		0.2	-1.3	-0.7	1.1	450.0%	-1.5	-0.5
Operating Income Margin		0.7%	-	-	4.7%	+4.0pt	-	-
SEGA Same Store Sales Comparisons		92.3%	91.7%	91.7%	99.9%	-	95.8%	-
Domestic Facilities		277 facilities	260 facilities	249 facilities	252 facilities	-	248 facilities	253 facilities
Breakdown	SEGA	Opened	1 facility	4 facilities	2 facilities	1 facility	3 facilities	2 facilities
		Closed	44 facilities	61 facilities	12 facilities	7 facilities	13 facilities	9 facilities
		Total	231 facilities	217 facilities	207 facilities	211 facilities	207 facilities	210 facilities
	(*)Bee / TMS	Opened	0 facility	0 facility	1 facility	1 facility	2 facilities	3 facilities
		Closed	2 facilities	5 facilities	2 facilities	3 facilities	4 facilities	3 facilities
		Total	46 facilities	43 facilities	42 facilities	41 facilities	41 facilities	43 facilities
Overseas Facilities		21 facilities	14 facilities	13 facilities	11 facilities	-	13 facilities	11 facilities
Cap-ex		2.5	7.7	2.2	1.9	-24.0%	6.6	6.6
Depreciation		3.4	8.2	2.8	2.6	-23.5%	6.9	6.9

*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.

**“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	Aug	Sep	Initial Projections through 2Q	Results through 2Q	Initial Full Year Projections	Revised Full Year Projections
97.9%	95.0%	99.0%	97.2%	103.0%	103.0%	101.1%	91.7%	99.9%	95.8%	-

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 2Q	Full Year Results	Initial Projections through 2Q	Results through 2Q	YoY Change	Initial Full Year Projections	Revised Full Year Projections
Net Sales	37.6	121.5	39.0	38.7	+2.9%	100.0	94.0
Breakdown							
Home Video Game Software	15.7	77.5	19.7	18.7	+19.1%	52.9	49.5
Network / Other	21.9	44.0	19.3	20.0	-8.7%	47.1	44.5
Operating Income	-8.1	6.3	-2.0	-1.3	-	7.0	6.0
Operating Margin	-	5.2%	-	-	-	7.0%	6.4%
Sales in Units (Thousands)	5,400	26,750	6,320	6,600	+22.2%	16,960	16,000
R&D expense	11.2	19.6	7.3	8.0	-28.6%	18.1	18.1

《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 2Q		Full Year Results		Initial Projections through 2Q		Results through 2Q		Initial Full Year Projections		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)	# of titles (SKU)	Sales (Thousand units)	# of titles (SKU)	Sales (Thousand units)
Japan / Other	8 (8)	1,090	17 (21)	3,820	5 (5)	970	5 (5)	1,240	18 (20)	3,380	-	3,000
US	8 (12)	2,300	24 (40)	10,550	6 (12)	3,060	7 (14)	3,200	17 (25)	6,290	-	6,200
Europe	7 (10)	2,000	25 (44)	12,380	9 (15)	2,290	8 (14)	2,150	21 (30)	7,280	-	6,800
Total	23 (30)	5,400	66 (105)	26,750	20 (32)	6,320	20 (33)	6,600	56 (75)	16,960	-	16,000

Breakdown by Platform	FY 2010				FY 2011							
	Results through 2Q		Full Year Results		Initial Projections through 2Q		Results through 2Q		Initial Full Year Projections		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)	# of titles (SKU)	Sales (Thousand units)	# of titles (SKU)	Sales (Thousand units)
PS3	2	350	20	3,560	4	970	5	620	11	2,520	-	-
Wii	11	1,100	23	5,740	6	470	6	340	11	1,550	-	-
Xbox360	2	210	16	2,300	4	1,050	5	580	15	2,660	-	-
NDS	9	620	24	4,290	4	480	4	410	10	1,570	-	-
PSP	2	210	8	1,310	9	930	9	1,130	14	1,930	-	-
PC	4	40	14	1,490	5	260	4	130	14	1,900	-	-
Catalogue	-	2,850	-	8,040	-	2,140	-	3,350	-	4,790	-	-
Total	30	5,400	105	26,750	32	6,320	33	6,600	75	16,960	-	16,000

《Major Titles / Home Video Game Software》

Titles	Region	Platform	Sales (Thousand units)
HATSUNE MIKU -Project DIVA- 2nd	Japan	PSP	340
Kurohyo: Ryu ga Gotoku Shinsyo	Japan	PSP	250
K-ON! HO-KAGO LIVE!!	Japan	PSP	210

*The contents in 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 the currently available information.

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