SEGA SAMMY GROUP

FY Ended March 2013
Full Year Results Presentation

SEGA SAMMY HOLDINGS

May 13th, 2013
SEGA SAMMY HOLDINGS INC.

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FY Ended March 2013 Full Year Results/
FY Ending March 2014 Full Year Forecasts

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Consolidated Income Statements (Summary)

(JPY Billion)	FY Ended March 2012		FY Ended Mach 2013			FY Ending Mach 2014			
	Results Through 2Q	Full Year Results	Results Through 2Q	Full Year Results	YoY Change	Forecasts Through 2Q	YoY Change	Full year Forecasts	YoY Change
Net Sales	**152.6**	**395.5**	**136.5**	**321.4**	**-18.7%**	**198.0**	**+45.1%**	**485.0**	**+50.9%**
Pachislot and Pachinko Machines	74.8	212.1	54.3	142.2	-33.0%	109.0	+100.7%	270.0	+89.9%
Amusement Machine Sales	19.3	49.9	18.7	39.1	-21.6%	18.0	-3.7%	45.5	+16.4%
Amusement Center Operations	23.2	44.6	21.7	42.7	-4.3%	23.0	+6.0%	45.5	+6.6%
Consumer Business	33.4	85.6	35.3	83.8	-2.1%	41.0	+16.1%	109.5	+30.7%
Other	1.6	3.0	6.3	13.4	+346.7%	7.0	+11.1%	14.5	+8.2%
Operating Income	**15.1**	**58.3**	**7.8**	**19.0**	**-67.4%**	**17.5**	**+124.4%**	**73.0**	**+284.2%**
Pachislot and Pachinko Machines	20.6	71.0	10.4	23.5	-66.9%	25.2	+142.3%	74.0	+214.9%
Amusement Machine Sales	1.5	7.4	0.8	1.9	-74.3%	-0.1	-	2.7	+42.1%
Amusement Center Operations	1.6	0.3	0.8	1.1	+266.7%	0.4	-50.0%	0.2	-81.8%
Consumer Business	-6.0	-15.1	-0.7	-0.7	-	-3.7	-	3.9	-
Other	0.2	0.2	-0.1	-0.4	-	-0.3	-	-0.3	-
Eliminations	-2.9	-5.4	-3.2	-6.3	-	-4.0	-	-7.5	-
Operating Margin	9.9%	14.7%	5.7%	5.9%	-8.8pt	8.8%	+3.1pt	15.1%	+9.2pt
Ordinary Income	**14.7**	**58.1**	**7.2**	**20.9**	**-64.0%**	**17.0**	**+136.1%**	**72.0**	**+244.5%**
Extraordinary Gain	1.1	3.3	0.3	10.1	-	3.0	-	3.3	-
Extraordinary Loss	5.3	18.5	0.3	5.4	-	0.0	-	4.8	-
Income before income taxes and minority interests	**10.4**	**42.9**	**7.3**	**25.6**	**-40.3%**	**20.0**	**+174.0%**	**70.5**	**+175.4%**
Net Income	**3.9**	**21.8**	**3.8**	**33.4**	**+53.2%**	**9.0**	**+136.8%**	**47.0**	**+40.7%**
Dividends per share (JPY)	**20**	**40**	**20**	**40**	**-**	**20**	**-**	**40**	**-**
Earnings per share (JPY)	**15.79**	**86.73**	**15.74**	**137.14**	**-**	**37.18**	**-**	**194.17**	**-**
Net Assets per share (JPY)	**1,115.46**	**1,167.59**	**1,125.09**	**1,304.44**	**-**	**-**	**-**	**-**	**-**

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FY Ended March 2013 Results Highlights

Net Sales/Profits Other		・Sales and operating income significantly decreased compared to the results of the previous fiscal year mainly due to revising the sales schedule for mainstay products in the Pachislot and Pachinko Machines Business. ・The net income increased compared to the results of the previous fiscal year due to the total amount of corporate tax and other taxes decreased, resulting from the recording of deferred tax assets.
Segment breakdown	**Pachislot and Pachinko Machines**	・Pachislot unit sales decreased compared to the results of the previous fiscal year due to revising the sales schedule for several titles in the pachislot machines. ・Pachinko unit sales decreased compared to the results of the previous fiscal year due to weak sales of titles other than mainstay titles impacted by the market environment.
	Amusement Machine Sales	・Sales and profits significantly decreased compared to the results of the previous fiscal year due to there being no sales of mainstay titles. ・Strong income from utilization of revenue sharing model.
	Amusement Center Operations	・Existing sales dropped against the previous year which resulted in the sales decrease year on year but income increased due to the decrease of depreciation from the change of accounting policies. ・Renewal opening of Tokyo JOYPOLIS (July 14, 2012) ・Establishment of Sega Entertainment Corp. (as of October 1, 2012)
	Consumer Business	・Narrowed down the number of titles from the Europe /US packaged business which resulted in the sales decrease year on year but loss went down from the reduction of the operating expense as part of streamline organization. ・Number of registered IDs for online RPG “Phantasy Star Online 2” topped cumulative 2.5 million IDs as of March 10, 2013. ・Establishment of SEGA Networks, Ltd. (as of July 2, 2012)
	Others	・Sales significantly increased year-on-year due to conversion of Phoenix Resort K.K. into a consolidated subsidiary.

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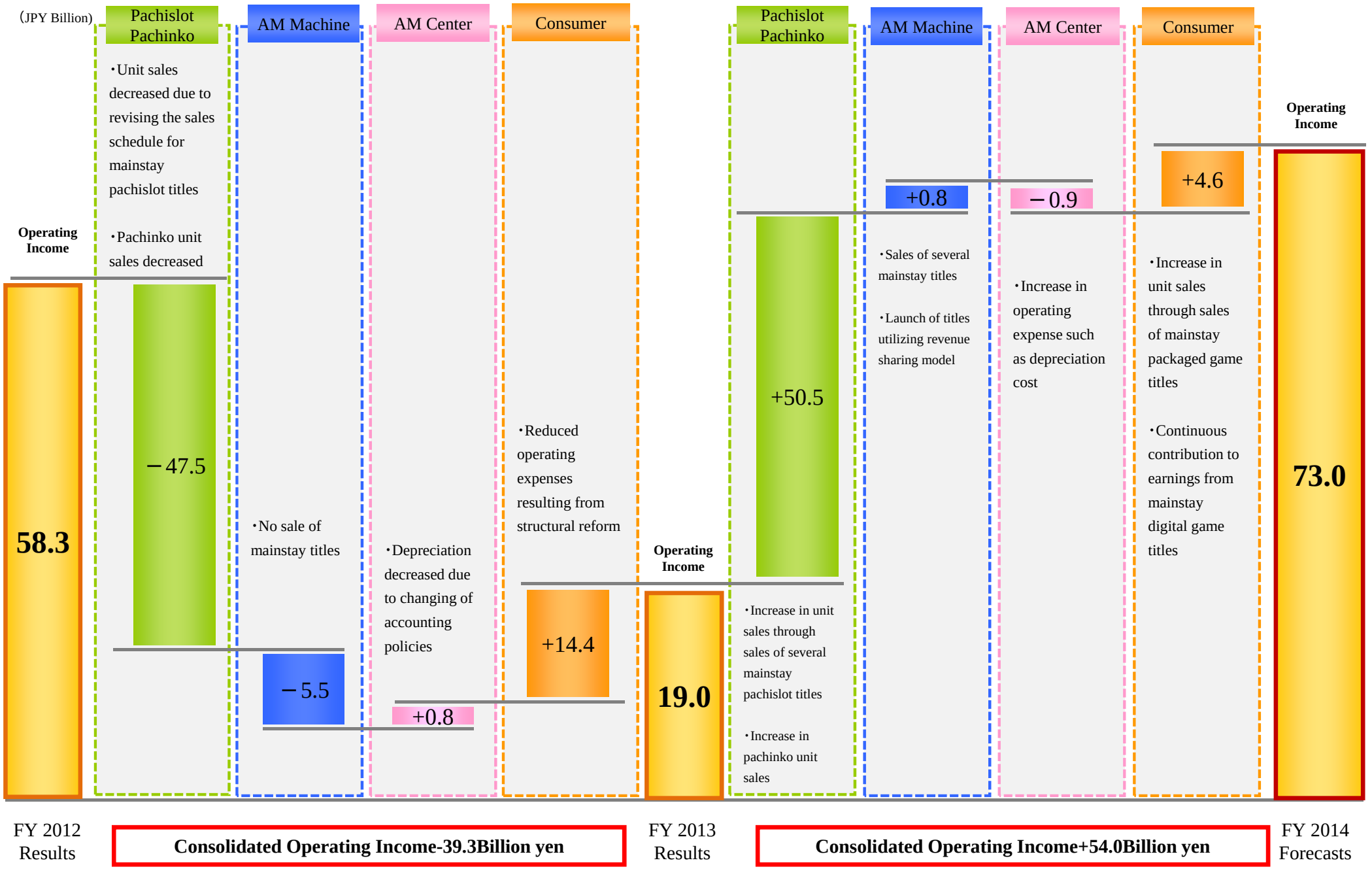
Major Business Measures

(Disclosed on May 11th , 2012) ■ **Resort Complex Development in South Korea** **(Joint Venture with Paradise Group)**	・Name of developer：Paradise Sega Sammy ・Site：IBC-I 2nd Phase District, Woonseo-dong, Jung-gu, Incheon, South Korea ・Business Description：Development of resort complex comprised of casinos, hotels, shopping malls, convention centers, offices, etc. ・Site area：336,000㎡ ・Opening (plan)： 2016 ・Investment amount (plan)：800 billion KRW (of which, 140 billion KRW of investment by SEGA SAMMY) ・・Share of stocks hold by SEGA SAMMY：45%
(Disclosed on January 4th ,2013) ■ **Development of Complex in Busan Metropolitan City, South Korea**	・Name of Developer：SEGA SAMMY BUSAN INC. ・Site (planned)：1502 U-dong, Haeundae-gu, Busan Metropolitan City, South Korea ・Business Description：Development of a complex comprised of hotel, entertainment facilities, commercial facilities, etc. ・Site area：9,911.20㎡ ・Total Floor Space：148,879.34㎡ ・Investment amount：385.8 billion KRW (amount for land acquisition: 113.6 billion KRW, assumed investment amount for buildings: 272.2 billion KRW) ・Opening (plan)：September, 2016
（Disclosed on January 25th ,2013） ■ **Acquisition of THQ Canada Inc. and some IPs owned by THQ Inc**	・Name of Company：THQ Canada Inc. (current Relic Entertainment,Inc.) ・Address：Vancouver, British Columbia, Canada ・Business Description：Development and provision of PC game titles ・Number of employees：117 （as of December 31, 2012) ・Main Titles：“Company of Heroes” , “Warhammer 40k Dawn of War” ・Value of acquisition：USD $26.6mil
■ **Acquisition of treasury stocks**	＜Total number of shares acquired＞ ・Total number of shares acquired: 10,000,000 shares ・Total acquisition costs: 16,192,991,300 yen ・Acquisition period: From June 7, 2012 through July 31, 2012 *Total number of Treasury Stocks (as of March 31 , 2013) ⇒Total number of issued and outstanding shares: 266,229,476 shares ⇒Total number of Treasury Stocks: 24,169,675shares

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Operating Income

– Primary Factors Behind Fluctuations (Major Causes)



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Net Income

（JPY Billion）	FY Ended March 2012	FY Ended March 2013	FY Ending March 2014
Ordinary Income	**58.1**	**20.9**	**72.0**
Extraordinary Gain	**3.3**	**10.1** Gain on transfer of benefit obligation relating to employees' pension fund 6.3 Gain on sales of securities 1.9 Other 1.9	**3.3** Gain on sales of fixed assets 3.0 Other 0.3
Extraordinary loss	**18.5**	**5.4** Impairment loss 2,9 Loss on liquidation of affiliates 1.7 Other 0.8	**4.8** Loss on liquidation of affiliates 4.8
Income before income taxes and minority interests	**42.9**	**25.6**	**70.5**
Total Income Taxes (incl. Minority Interest Income)	**21.1**	**▲7.8** Decrease from the booking of deferred tax assets	**23.5**
Net income	**21.8**	**33.4**	**47.0**

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Costs and Expenses Results/Forecast

(JPY Billion)	FY Ended March 2012		FY Ended Mach 2013			FY Ending Mach 2014			
	Results Through 2Q	Full Year Results	Results Through 2Q	Full Year Results	YoY Change	Forecasts Through 2Q	YoY Change	Full year Forecasts	YoY Change
R&D Expense / Content Production Expense	19.7	53.3	19.1	45.2	-15.2%	24.1	+26.2%	54.9	+21.5%
Cap-ex	9.4	36.1	21.6	32.8	-9.1%	17.1	-20.8%	32.5	-0.9%
Depreciation	6.4	16.1	7.4	18.1	+12.4%	13.2	+78.4%	25.5	+40.9%
Advertising	7.6	17.2	5.6	13.1	-23.8%	10.0	+78.6%	19.5	+48.9%

Results of FY Ended March 2013

■ **R&D Expense/Content Production Expense**

・Decreased by 15.2% compared to the results of the previous fiscal year mainly due to the decrease in number of packaged game titles as a measure for the structural reform in the Consumer Business

■ **Cap-ex**

・Decreased by 9.1% compared to the results of the previous fiscal year mainly due to the reactionary loss from investments in establishing a new plant for the Pachislot and Pachinko Machines Business in fiscal year ended March 2012

■ **Depreciation**

・Increased by 12.4% compared to the results of the previous fiscal year mainly due to the increase in the digital game titles in the Consumer Business and the commencement of operation of the new plant for the Pachislot and Pachinko Machines Business

■ **Advertising**

・Decreased by 23.8% compared to the results of the previous fiscal year mainly due to the decrease in number of sales titles in the Pachislot and Pachinko Machines Business and the Consumer Business

Forecast of FY Ending March 2014

■ **R&D Expense/Content Production Expense**

・Forecasted to increase by 21.5% mainly due to the reinforced development capability and the increase in the number of titles with the purpose of increasing share in the Pachislot and Pachinko Machines Business

■ **Cap-ex**

・Forecasted to decrease by 0.9% compared to the results of the previous fiscal year mainly due to the investments in the new entertainment park, etc. in the Amusement Center Operations Business

■ **Depreciation**

・Forecasted to increase by 40.9% compared to the results of the previous fiscal year mainly due to the commencement of operation of the new plant in the Pachislot and Pachinko Machines Business and the increase in the digital game titles in the Consumer Business

■ **Advertising**

・Forecasted to increase by 48.9% compared to the results of the previous fiscal year mainly due to the increase in the number of mainstay titles in the Pachislot and Pachinko Machines Business and the Consumer Business

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Consolidated Balance Sheet (Summary)

(JPY billion) 【 Assets 】				【 Liabilities and Net Assets 】			
Account	As of end of March 2012	As of end of March 2013	Change	Account	As of end of March 2012	As of end of March 2013	Change
Cash and Deposits	127.7	176.5	+48.8	Accounts Payable	59.9	50.1	-9.8
Accounts Receivable	73.5	63.8	-9.7	Corporate Bond	23.5	5.8	-17.7
Securities	66.5	4.2	-62.3	Short Term Borrowings	10.1	12.8	+2.7
Inventories	34.5	42.5	+8.0	Other	38.8	34.9	-3.9
Other	25.4	31.5	+6.1				
				Total Current Liabilities	132.3	103.6	-28.7
Total Current Assets	327.6	318.5	-9.1	Corporate Bond	11.9	29.5	+17.6
Tangible Fixed Assets	78.1	87.0	+8.9	Long Term Debt	25.0	44.9	+19.9
Intangible Fixed Assets	21.3	22.9	+1.6	Other	31.7	30.4	-1.3
Investment Securities	52.7	72.7	+20.0				
Other	17.7	27.3	+9.6	**Total Noncurrent Liabilities**	68.6	104.8	+36.2
				Total Liabilities	201.0	208.4	+7.4
				Shareholders Equity	298.4	307.6	+9.2
				Total accumulated other comprehensive income	-5.3	8.0	+13.3
				Warrants	0.9	1.1	+0.2
				Minority Interest	2.2	3.1	+0.9
Total Noncurrent Assets	169.8	209.9	+40.1	**Total Net Assets**	296.3	320.0	+23.7
Total Assets	497.4	528.5	+31.1	**Total Liabilities and Net Assets**	497.4	528.5	+31.1

Summary of FY Ended March 2013 Results

■Current Assets: Down 9.1 billion yen primarily due to the decrease of receivable accounts and short-term investment securities

■Noncurrent Assets: Up 40.1 billion yen primarily due to the increase in investment securities (increase of Sanrio and other shares market price) and the construction of Sammy's new plant

・Total Assets：528.5 billion yen increased by 31.1 billion yen

■Current ratio： 307.4% (+59.9pt)

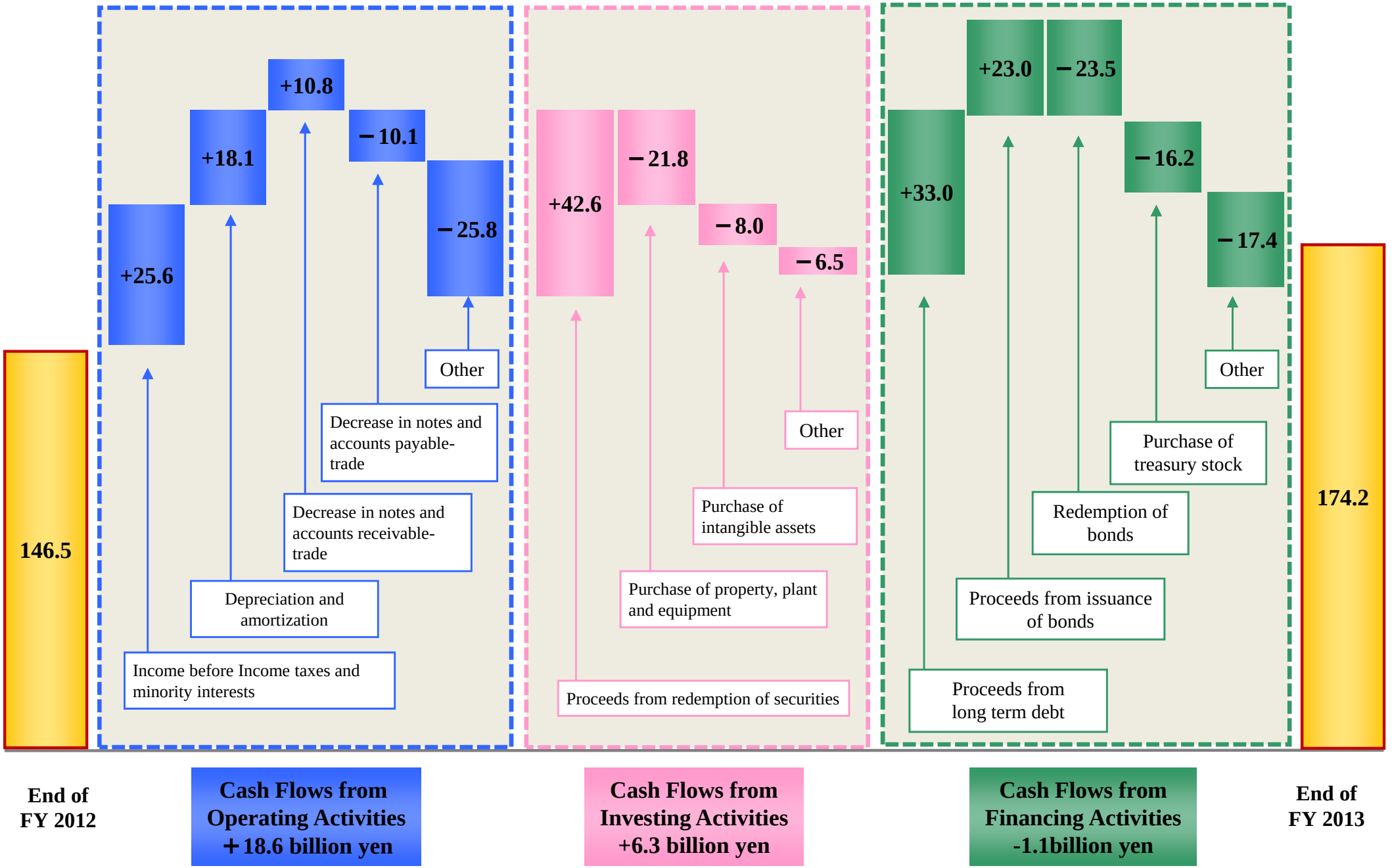
■ Equity ratio： 59.7% (+0.8pt)

(JPY billion)	As of end of March 2012	As of end of March 2013	Difference
Total assets	497.4	528.5	+31.1
Net assets	296.3	320.0	+23.7
Equity ratio	58.9%	59.7%	+0.8pt
Current ratio	247.5%	307.4%	+59.9pt

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Consolidated Cash Flows

（JPY billion）

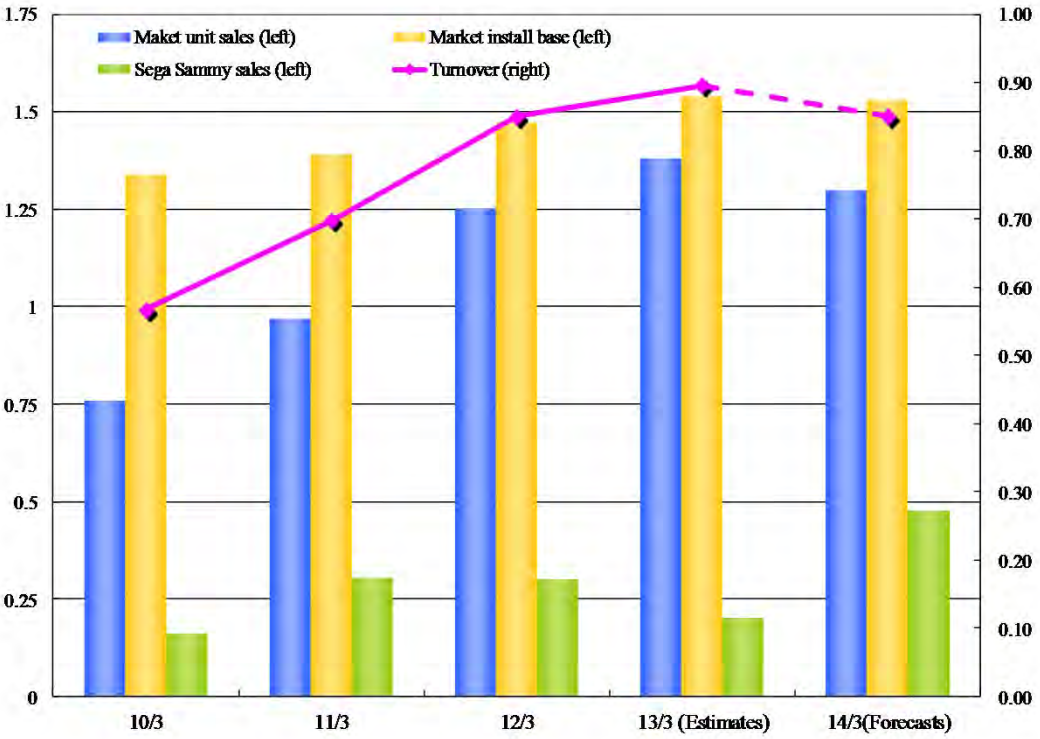


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（Pachislot / Pachinko Market Forecasts）

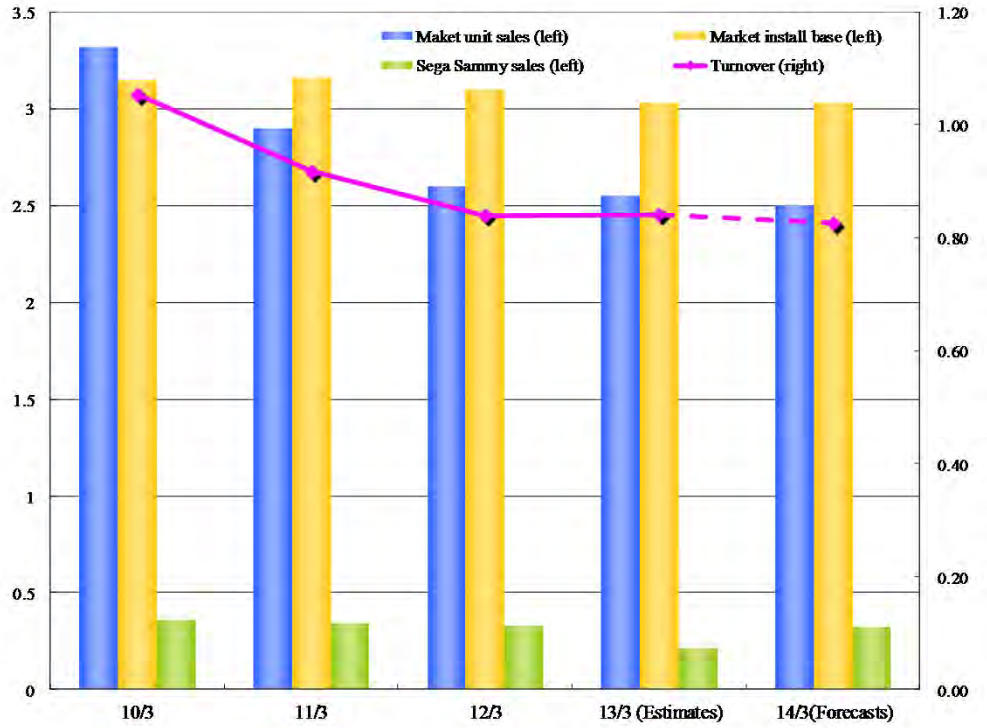
Pachislot Machine

(million units)



Pachinko Machine

(million units)



Pachislot	10/03 Results	11/03 Results	12/03 Results	13/03 Estimate	14/03 Forecasts
Market Unit Sales (million)	0.76	0.97	1.25	1.38	1.30
Market Installed Base (million)	1.34	1.39	1.47	1.54	1.53
Turnover（Sales/Installation）	0.57	0.70	0.85	0.90	0.85
Sega Sammy's Unit Sales (thousand)	162	302	300	202	478

Pachinko	10/03 Results	11/03 Results	12/03 Results	13/03 Estimate	14/03 Forecasts
Market Unit Sales (million)	3.33	2.90	2.60	2.55	2.45
Market Installed Base (million)	3.15	3.16	3.10	3.03	3.03
Turnover（Sales/Installation）	1.05	0.92	0.84	0.84	0.81
Sega Sammy's Unit Sales (thousand)	360	343	332	216	324

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

* The data for 13/03 and 14/03, which have not been publicized yet, are our estimates and forecasts.

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Segment Results/Forecast: Pachislot and Pachinko Machines

(JPY Billion)	FY Ended March 2012		FY Ended Mach 2013			FY Ending Mach 2014			
	Results Through 2Q	Full Year Results	Results Through 2Q	Full Year Results	YoY Change	Forecasts Through 2Q	YoY Change	Full Year Forecasts	YoY Change
Net Sales	**74.8**	**212.1**	**54.3**	**142.2**	**-33.0%**	**109.0**	**+100.7%**	**270.0**	**+89.9%**
Pachislot	15.4	104.3	36.1	64.2	-38.4%	66.6	+84.5%	165.0	+157.0%
Pachinko	56.9	101.8	14.8	72.3	-29.0%	40.3	+172.3%	100.8	+39.4%
Other	2.5	6.0	3.4	5.7	-5.0%	2.1	-38.2%	4.2	-26.3%
Operating Income	**20.6**	**71.0**	**10.4**	**23.5**	**-66.9%**	**25.2**	**+142.3%**	**74.0**	**+214.9%**
Operating Income Margin	27.5%	33.5%	19.2%	16.5%	-17.0pt	23.1%	+3.9pt	27.4%	+10.9pt
Unit Sales (Pachislot)	**52,769**	**300,866**	**108,604**	**202,221**	**-32.8%**	**188,000**	**+73.1%**	**478,000**	**+136.4%**
Unit Sales (Pachinko)	**181,589**	**332,288**	**57,749**	**216,860**	**-34.7%**	**127,500**	**+120.8%**	**324,500**	**+49.6%**

Results of FY Ended March 2013

Overall

- Year-on-year, sales and profits decreased
- Began operation of Sammy's new plant (October 2012)

Pachislot

- Number of titles launched and unit sales decreased year-on-year due to revising the sales schedule for several titles, including the mainstay title **"Pachislot Hokuto No Ken Chapter of Resurrection"**
- Sales of titles launched were mostly solid
  - ⇒Sammy **"Pachislot CODE GEASS Lelouch of the Rebellion"** and **"Pachislot Ring ni Kakero 1 -The Twelve Gods of Greek Series-"**
  - ⇒Rodeo **"Pachislot Shin-Onimusha Sairin"** and **"Pachislot Monster Hunter"**

Pachinko

- Unit sales decreased year-on-year due to the weak sales mainly around the mid-level titles impacted by the market environment overemphasizing the major titles
- Sales of mainstay titles are robust
  - ⇒Sammy "**Pachinko CR Hokuto No Ken 5 Hasha**"

Forecast of FY Ending March 2014

- Year-on-year, sales and profits are forecasted to increase
- Launch of mainstay pachislot title **"Pachislot Hokuto No Ken Chapter of Resurrection"** is planned (June)

Pachislot

- Unit sales expected to increase by 270,000 units by introducing several mainstay titles such as "**Pachislot Hokuto No Ken Chapter of Resurrection**"
- Main titles to be launched (1Q)
  - ⇒Sammy **"Pachislot Hokuto No Ken Chapter of Resurrection"** (June)

Pachinko

- Unit sales expected to increase by 110,000 units year-on-year by introducing several major titles
- Main titles to be launched (1Q)
  - ⇒Sammy **"Pachinko CR Shin-Juoh Dejihane Ver. / Light Middle Ver."** (April)
  - ⇒TAIYO ELEC **"CR Kayou Suspense Gekijou"** (May)

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Segment Results/Forecast: Pachislot

Shipment Data: Pachislot

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

Pachislot	FY Ended March 2012		FY Ended March 2013		FY Ending March 2014	
	Results Through 2Q	Full Year Results	Results Through 2Q	Full Year Results	Forecasts Through 2Q	Full Year Forecasts
Sammy	2 titles	4 titles	3 titles	4 titles	2 titles	5 titles
	20,005 units	204,687 units	69,209 units	91,484 units	155,000 units	365,000 units
RODEO	1title	3 titles	0title	2titles	1 title	3 titles
	23,465 units	82,474 units	38,663 units	104,041 units	30,000 units	80,000 units
TAIYO ELEC	1title	4 titles	0title	2titles	1 title	3 titles
	9,299 units	13,705 units	732 units	6,696 units	3,000 units	33,000 units
Total	4 titles	11 titles	3 titles	8 titles	4 titles	11 titles
	52,769 units	300,866 units	108,604 units	202,221 units	188,000 units	478,000 units





"Pachislot Shin-Onimusha Sairin"（Rodeo）

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Major Titles (Results) / Pachislot

Brand	Title	Total Sales	Installed From
Rodeo	Pachislot Shin-Onimusha Sairin	41,060 units	March
Rodeo	Pachislot Monster Hunter	38,663 units	Previous Fiscal Year
Sammy	Pachislot CODE GEASS Lelouch of the Rebellion	31,111 units	May
Sammy	Pachislot Ring ni Kakero 1 -The Twelve Gods of Greek Series-	25,631 units	September
Rodeo	Pachislot Sakigake Otokojuku	24,318 units	February

*Aggregated sales of "Pachislot Monster Hunter" : 95,529 units





"Pachislot Monster Hunter"（Rodeo）

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Segment Results/Forecast: Pachinko

Shipment Data: Pachinko

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

Pachinko		FY Ended March 2012		FY Ended March 2013		FY Ending March 2014	
		Results Through 2Q	Full Year Results	Results Through 2Q	Full Year Results	Forecasts Through 2Q	Full Year Forecasts
Sammy		4 titles	9 titles	5 titles	8 titles	3 titles	7 titles
		153,818 units	276,617 units	45,119 units	195,088 units	90,000 units	260,000 units
TAIYO ELEC		3 titles	5 titles	4 titles	6 titles	3 titles	5 titles
		27,771 units	55,671 units	12,630 units	21,772 units	37,500 units	64,500 units
Total		7 titles	14 titles	9 titles	14 titles	6 titles	12 titles
		181,589 units	332,288 units	57,749 units	216,860 units	127,500 units	324,500 units
	Board + Frame	118,311 units	158,266 units	8,678 units	160,128 units	77,700 units	163,900 units
	Board	63,278 units	174,022 units	49,071 units	56,732 units	49,800 units	160,600 units





“Pachinko CR Hokuto No Ken 5 Hasha”（Sammy）

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Major Titles (Results)/ Pachinko

Brand	Title	Total Sales	Installed From
Sammy	Pachinko CR Hokuto No Ken 5 Hasha	121,830 units	February
Sammy	Pachinko CR Shin-Juoh	22,039 units	December
Sammy	Pachinko CR SOUTEN-NO-KEN TENJU	20,673 units	September
Sammy	Pachinko CR GAOGAOKING	11,446 units	April
Taiyo Elec	CR Chameleon	6,830 units	August





“Pachinko CR Shin-Juoh”（Sammy）

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Segment Results/Forecast: Amusement Machine Sales

(JPY Billion)	FY Ended March 2012		FY Ended March 2013			FY Ending March 2014			
	Results Through 2Q	Full Year Results	Results Through 2Q	Full Year Results	YoY Change	Forecasts Through 2Q	YoY Change	Full Year Forecasts	YoY Change
Net Sales	**19.3**	**49.9**	**18.7**	**39.1**	**-21.6%**	**18.0**	**-3.7%**	**45.5**	**+16.4%**
Domestic	17.1	43.9	16.0	32.7	-25.5%	15.3	-4.4%	39.3	+20.2%
Overseas	2.2	6.0	2.7	6.4	+6.7%	2.7	-	6.2	-3.1%
Operating Income	**1.5**	**7.4**	**0.8**	**1.9**	**-74.3%**	**-0.1**	**-**	**2.7**	**+42.1%**
Operating Income Margin	7.8%	14.8%	4.3%	4.9%	-9.9pt	-	-	5.9%	+1.0pt
R&D Expense / Content Production Expense	**4.3**	**9.3**	**3.7**	**7.8**	**-16.1%**	**3.6**	**-2.7%**	**8.8**	**+12.8%**

Results of FY Ended March 2013

■ Year-on-year, sales and profits decreased
■ No launch of new mainstay titles
■ Distribution of earnings of revenue sharing model continue to be strong
(main titles under revenue sharing models)
“ BORDER BREAK Series”
“ SEGA NETWORK MAHJONG MJ5 EVOLUTION”

Forecast of FY Ending March 2014

■ Year-on-year, sales and profits are forecasted to increase
■ Launch of several mainstay titles
⇒ **“Hokuto no Ken BATTLE MEDAL”, etc.**
■ Promote sales of CVT kits for mainstay titles
⇒ **“StarHorse3 Season Ⅱ BLAZE OF GLORY ”**
■ Expect continued distribution of earnings from revenue sharing model
⇒ New title **“CODE OF JOKER”**
■ Consider introducing a free-to-play model as a new business model
⇒ **“Puyopuyo!! Quest Arcade”**

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Major Titles (Results)

Title	Game Type	Sales
WORLD CLUB Champion Football Series	Trading Card Game	3.2 billion yen
SENGOKU-TAISEN Trading Card Game	Trading Card Game	2.2 billion yen
BORDER BREAK Series	Video Game	2.0 billion yen
StarHorse3 Season I　A NEW LEGEND BEGINS.	Medal Game	1.7 billion yen
maimai	Video Game	1.0 billion yen

*Sales figures include expendable such as cards



”WORLD CLUB Champion Football Series”

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The game is made by Sega in association with Panini.



“SENGOKU-TAISEN”

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Segment Results/Forecast: Amusement Center Operations

(JPY Billion)		FY Ended March 2012		FY Ended March 2013			FY Ending March 2014			
		Results Through 2Q	Full Year Results	Results Through 2Q	Full Year Results	YoY Change	Forecasts through 2Q	YoY Change	Full Year Forecasts	YoY Change
Net Sales		**23.2**	**44.6**	**21.7**	**42.7**	**-4.3%**	**23.0**	**6.0%**	**45.5**	**6.6%**
Operating Income		**1.6**	**0.3**	**0.8**	**1.1**	**+266.7%**	**0.4**	**-50.0%**	**0.2**	**-81.8%**
	Operating Income Margin	6.9%	0.7%	3.7%	2.6%	+1.9pt	1.7%	-2.0pt	0.4%	-2.2pt
Same Store Sales Comparisons *		**101.2%**	**100.5%**	**93.8%**	**93.8%**	**-6.7%**	**101.5%**	**-**	**101.8%**	**-**
Domestic Facilities	Opened	3 facilities	5 facilities	1 facility	3 facilities	-	2 facilities	-	4 facilities	-
	Closed	3 facilities	12 facilities	4 facilities	8 facilities	-	3 facilities	-	9 facilities	-
	Total	**248 facilities**	**241 facilities**	**238 facilities**	**236 facilities**	**-**	**201 facilities**	**-**	**197 facilities**	**-**
Overseas Facilities		**3 facilities**	**3 facilities**	**3 facilities**	**3 facilities**	**-**	**3 facilities**	**-**	**4 facilities**	**-**
Cap-ex		**2.4**	**8.3**	**5.4**	**7.9**	**-4.8%**	**5.0**	**-7.4%**	**10.1**	**+27.8%**
Depreciation		**2.3**	**6.1**	**2.1**	**4.6**	**-24.6%**	**2.5**	**+19.0%**	**5.5**	**+19.6%**

※The counting rules for the number of facilities have been changed for fiscal year ending March 2014 as a result of establishment of Sega Entertainment and the integration of center operation business within the Group

※The stores targeted as same stores have been changed from the forecast for fiscal year ending March 2014 as a result of integration of center operation business within the Group

Results of FY Ended March 2013

- Same store sales struggled to grow year-on-year, but sales decreased and profits increased due to the decrease of depreciation from the change of accounting policies
- SEGA domestic same store sales comparison: Full Year Result: 93.8% (January: 94.8%; February: 94.1%; March: 93.1%)
- Domestic facilities: End of the fiscal year: 236 facilities (opening of 3 facilities and closing of 8 facilities)

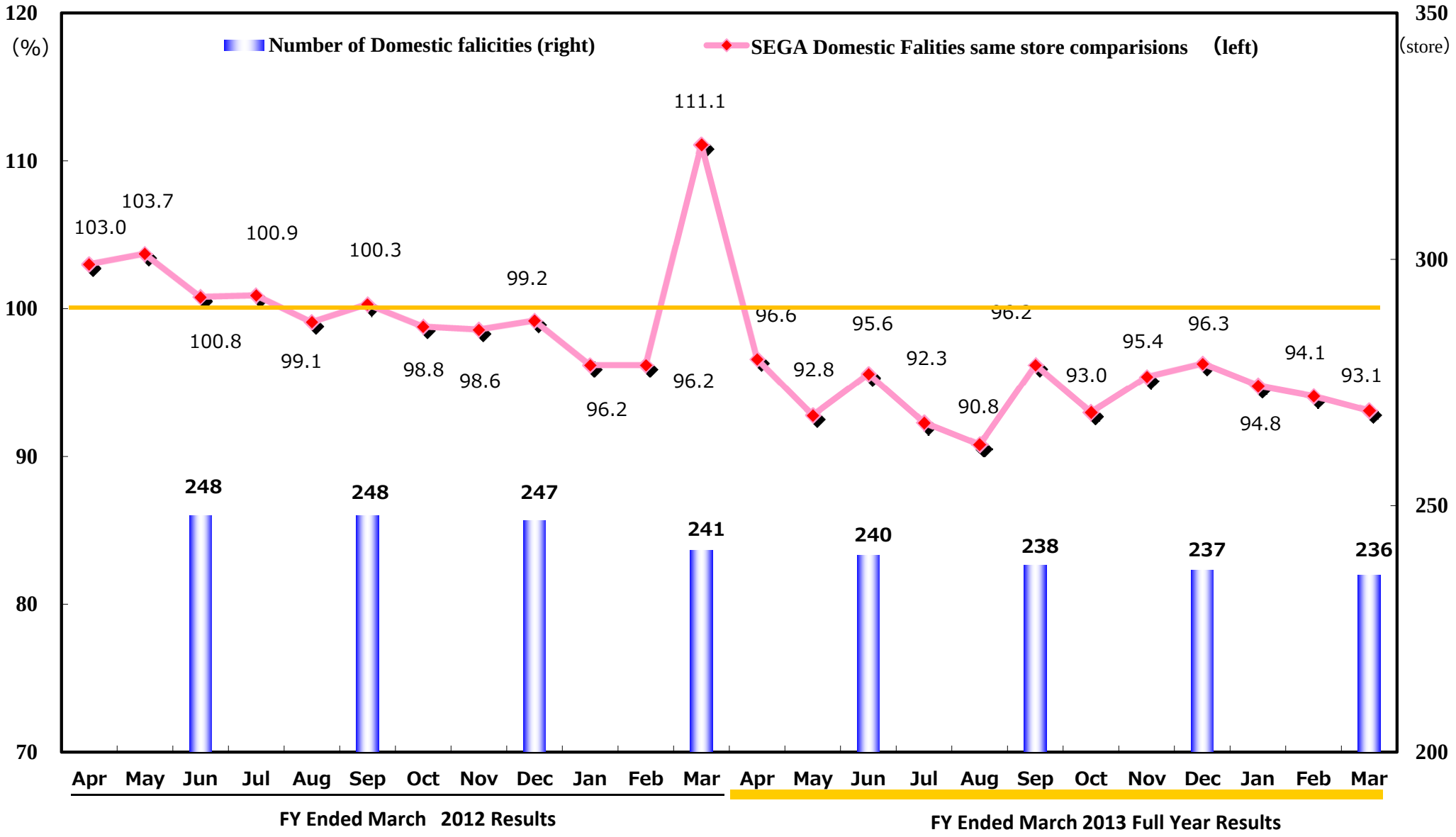
Forecast of FY Ending March 2014

- Year on year, sales are forecasted to increase and profit is estimated to decrease
- SEGA domestic same store sales comparison: Full year forecast: 101.8%
- Domestic facilities: Planned opening of 4 facilities and closing of 9 facilities
  ⇒Number of domestic facilities as of the end of FY2014: 197 facilities
- Strengthening the opening of facilities in shopping centers and actively develop into new fields
- Opening of “nature” themed experience-based entertainment park, a new development under a partnership between Sega Corporation and BBC Worldwide Limited (planned for opening in late July 2013)

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Segment Results : Amusement Center Operations

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



※Number of domestic facilities and domestic store comparison against the previous year, are calculated based on the old standard until the fiscal year ended March 2013.

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Segment Results/Forecast: Consumer Business

(JPY Billion)	FY Ended March 2012		FY Ended March 2013			FY Ending March 2014			
	Results Through 2Q	ull YearResults	Results Through 2Q	Full Year Forecasts	YoY Change	2Q Forecasts	YoY Change	Full Year Forecasts	YoY Change
Net Sales	**33.4**	**85.6**	**35.3**	**83.8**	**-2.1%**	**41.0**	**+16.1%**	**109.5**	**+30.7%**
Packaged Games	24.4	66.4	14.4	35.6	-	13.5	-6.3%	45.9	+28.9%
Digital Games			13.0	29.7	-	17.8	+36.9%	40.3	+35.7%
Toy	4.5	8.9	3.9	8.4	-5.6%	4.6	+17.9%	9.9	+17.9%
Animation	4.6	10.4	4.2	10.5	+1.0%	5.3	+26.2%	13.7	+30.5%
Other / Elimination	-0.1	-0.1	-0.2	-0.6	-	-0.2	-	-0.3	-
Operating Income	**-6.0**	**-15.1**	**-0.7**	**-0.7**	-	**-3.7**	-	**3.9**	-
Operating Income Margin	-	-	-	-	-	-	-	3.6%	-
Sales in Units (Thousands)	**4,840**	**17,240**	**2,760**	**10,780**	**-37.5%**	**3,010**	**+9.1%**	**11,660**	**+8.2%**
R&D Expense / Content Production Expense	**8.4**	**29.3**	**6.6**	**19.5**	**-33.4%**	**8.0**	**+21.2%**	**22.0**	**+12.8%**
Cap-ex	**3.6**	**10.7**	**4.6**	**8.3**	**-22.4%**	**4.5**	**-2.2%**	**8.0**	**-3.6%**
Depreciation	**1.7**	**4.0**	**2.4**	**6.0**	**+50.0%**	**3.5**	**+45.8%**	**7.8**	**+30.0%**

Results of FY Ended March 2013

Overall

- Year-on-year, sales and loss decreased

Packaged Games

- Overseas: Launch of mainstay titles such as **"Aliens™: Colonial Marines", "Sonic & All-Stars Racing Transformed" and "Football Manager 2013"**
- Domestic: Solid sales of **"Hatsune Miku -Project DIVA- F", "Ryu ga Gotoku 5: Yume,Kanaeshimono"**

Digital Games

- Full-fledged development of digital game contents
  - Service of mainstay title of this fiscal year "**Phantasy Star Online 2**" was robust.
  - Solid sales of **"Kingdom Conquest"** series for smartphones
  - Introduced new titles ("**Dragon Coins**", "**Demon Tribe**") for smart devices, including "**The Clan Battle of Fate**" a joint development title with POKELABO, INC.
  - Strengthened activities in pachinko and pachislot game "**777townSP**" for smartphones

Toy

- Sales of mainstay products such as "**Jewelpod Diamond**" were robust

Animation

- The distribution of earnings from video distribution of the movie "**ANPANMAN: Revive Banana Island**!" was robust

Forecast of FY Ending March 2014

- Year-on-year, sales and profits forecasted to increase due to improved profitability in the digital games field

- Packaged games unit sales: Full-year forecast of 11,660 thousand units
  - Development of cross-platforms

→ PS3 and Vita version of "**SAKA-TSUKU**" (planning for release in 2013)

  - Planning the launch in Europe and the U.S. in June of "**Company of Heroes 2**" a title by THQ Canada Inc. (Currently, Relic Entertainment, Inc.) which was acquired in fiscal year ended March 2013

- Planning to introduce new strong IP title for smart devices

→Planning the launch of "**Phantasy Star Online 2**" for smartphones

→Commencement of service of "**Puyopuyo!! Quest**" for smart devices

  - Changing structure to fit changes in environment, such as strengthening development of mobile phones, smartphones and downloads to PCs

- Strengthen activities of mainstay products such as "**ANPANMAN series**" and **"Jewelpod"**

- Focus on business development centered on new movie and TV series

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Sales Results (Packaged Game)

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

Breakdown by Region	FY Ended March 2012				FY Ended March 2013				FY Ending March 2014			
	Results Through 2Q		Full Year Results		Results Through 2Q		Full Year Results		Forecasts through 2Q		Full Year Forecasts	
	# 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)	# of titles (SKU)	Unit Sales (Thousands)
Japan / Other	5 (6)	1,060	16 (24)	2,800	6 (7)	640	10 (13)	2,140	4 (6)	610	12 (17)	2,640
US	5 (14)	1,650	14 (29)	6,140	2 (4)	1,160	8 (18)	4,200	3 (3)	1,280	7 (12)	4,310
Europe	6 (16)	2,120	15 (33)	8,290	1 (3)	960	7 (18)	4,420	3 (3)	1,110	7 (13)	4,690
Total	16 (36)	4,840	45 (86)	17,240	9 (14)	2,760	25 (49)	10,780	10 (12)	3,010	26 (42)	11,660

Breakdown by Platform	FY Ended March 2012				FY Ended March 2013				FY Ending March 2014			
	Results Through 2Q		Full Year Results		Results Through 2Q		Full Year Results		Forecast through 2Q		Full Year Forecasts	
	SKU	Unit Sales (Thousands)	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	420	14	2,280	1	150	7	1,320
Wii	8	390	11	3,050	0	0	0	0	0	0	0	0
WiiU	-	-	-	-	-	-	2	310	3	170	7	950
Xbox360	10	680	16	1,540	3	300	9	1,420	0	0	4	690
NDS	6	290	7	370	0	0	0	0	0	0	0	0
3DS	2	30	18	1,790	1	10	3	200	0	0	6	980
PSP	1	200	7	1,110	0	0	2	130	2	180	2	200
PSV	0	0	3	150	3	250	8	520	1	40	5	650
PC	1	20	5	950	2	40	11	1,240	5	860	11	2,580
Catalogue etc.	-	2,090	-	5,800	-	1,720	-	4,650	-	1,610	-	4,240
Total	36	4,840	86	17,240	14	2,760	49	10,780	12	3,010	42	11,660

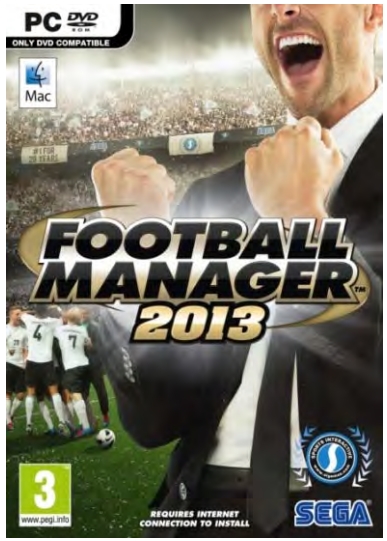
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Major Titles (Results) / Packaged Games

Title （Region）	Platform	Sales Results (thousand)	Launch
Sonic & All-Stars Racing Transformed （Europe・US）	PS3, X360, PSV, WiiU, 3DS, PC	1,360	November /December /February (3DS)
Aliens™: Colonial Marines （Europe・US）	PS3, Xbox360, PC	1,310	February
Football Manager 2013 （Europe・US）	PC, PSP	940	October
London 2012 （Europe・US）	PS3, X360, PC	680	June
Ryu ga Gotoku 5: Yume,Kanaeshimono （Japan）	PS3	590	December



『Sonic & All-Stars Racing Transformed』



『 Football Manager 2013』



『Ryu ga Gotoku 5: Yume,Kanaeshimono』

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Major Titles (Results) /Digital Games



“Phantasy Star Online 2”

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- **Launched service in July 2012**
- **Released the PS Vita version in February 2013 and developed cross-platforms. (Planning release for smartphones in 2013)**





”Kingdom Conquest” series

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- **”Kingdom Conquest” service launched in November 2010, surpassed 3.5 million cumulative downloads worldwide**
- **Commenced service of “Kingdom Conquest 2” in December 2012 as a new title**
- **Commenced distribution to China and South Korea in 2013**



“Dragon Coins”

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- **Released for iOS in December 2012**
- **Released for Android in April 2013**





“The Clan Battle of Fate”

©POKELABO, INC. / ©SEGA

- **Joint development title between SEGA and POKELABO, INC.**
- **Commenced distribution to South Korea in 2013**

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Future Activities

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Future Activities (Pachislot and Pachinko Machines)

Major Activities in Pachislot and Pachinko Machines Business

- **Increase unit sales and capture top shares by introducing mainstay pachislot products**
- **Improvement in pachinko development capabilities and brand power while pursuing the medium-term target of capturing a leading position in the pachinko machine market**
- **Advance multi-brand strategy**

Major Products of 1Q FY Ending March 2014



“Pachislot Hokuto No Ken Chapter of Resurrection”（Sammy）

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“Pachinko CR Shin-Juoh Dejihane Ver. / Light Middle Ver.”（Sammy）

©Sammy



“CR Kayou Suspense Gekijou”（TAIYO ELEC）

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Major Activities in Amusement Machine Sales

- **Recovery in earning capacity by introducing several mainstay titles**
- **Stabilize earnings and improve share through medium-term lineup management**
- **Propose business model fit for the market environment**
  (Strengthen revenue sharing model and investigate introducing free-to-play model, etc.)

Major Products of FY Ending March 2014



"Hokuto no Ken BATTLE MEDAL" (Autumn in 2013)

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©Sammy ©SEGA



"CODE OF JOKER" (Summer in 2013)

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"Puyopuyo!! Quest Arcade" (Winter in 2013)

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Major Activities in Amusement Center Operations

- **Expand earnings by improving management capabilities and strengthening opening of facilities in shopping centers**
- **Actively develop into new fields (advanced facilities, opening of new business facilities)**
- **Establishment of BBC facility in Japan and development for the world-wide license-out business**



“Tokyo JOYPOLIS”

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“SEGA x BBC Earth”

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Major Activities in Consumer Business

- Further development of cross-platform strategy including “Phantasy Star Online 2”
- Growth through horizontal development of strong IPs and securing of new earning opportunities
- Improvement in quality of titles for smart devices and increase in sales through expansion of sales channels

Major Products of FY Ending March 2014



“Phantasy Star Online 2”（PC）

Windows PC /PSV : Available for download
Smartphone : Planned for launch in 2013

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“SAKA-TSUKU”（PS3、PSV）

Planned for release in 2013

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“Puyopuyo!! Quest”（iOS）

Available for download

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Future Activities (Resort Complex Business)

Major Activities in Resort Complex Business

- **Paradise Sega Sammy to acquire rights to operate a casino in the area next to Incheon International Airport in South Korea (2013)**
- **Establish a local subsidiary and conclude a land transaction agreement related to the resort complex development in Centum City, Busan Metropolitan City, South Korea**
- **Operation of resort complex in Japan (PHOENIX SEAGAIA RESORT)**



Paradise Casino Incheon
(Paradise Group facility)
Planning acquisition by Paradise Sega Sammy in 2013



Design image
(Busan)



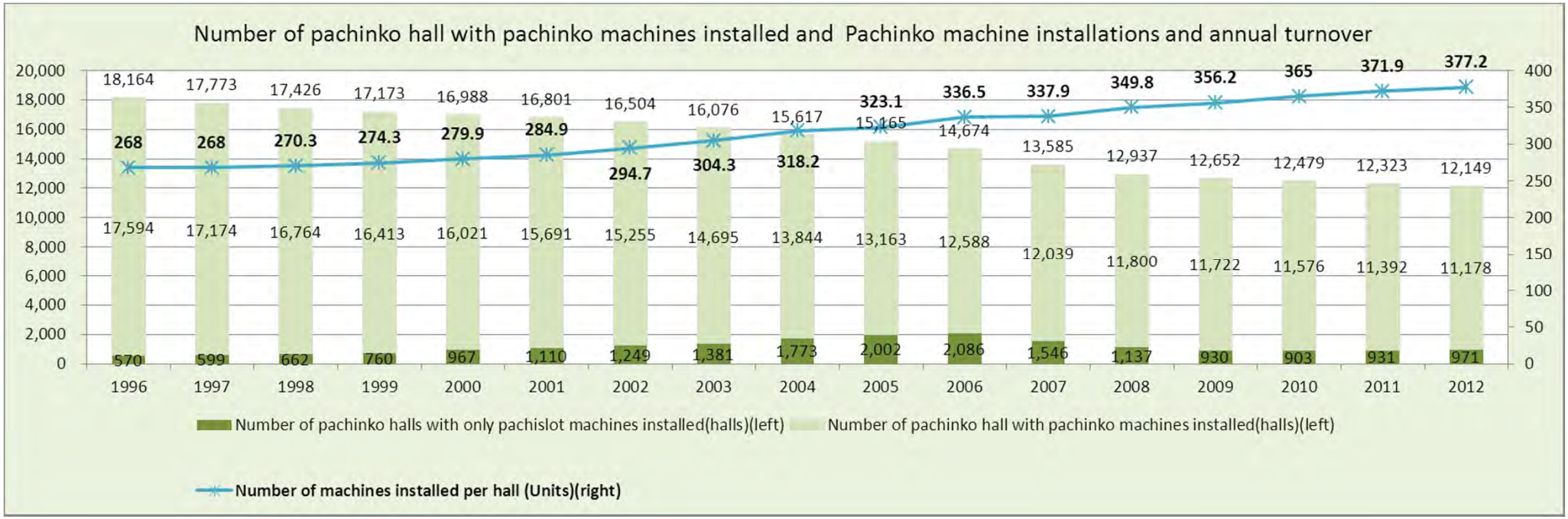
PHOENIX SEAGAIA RESORT

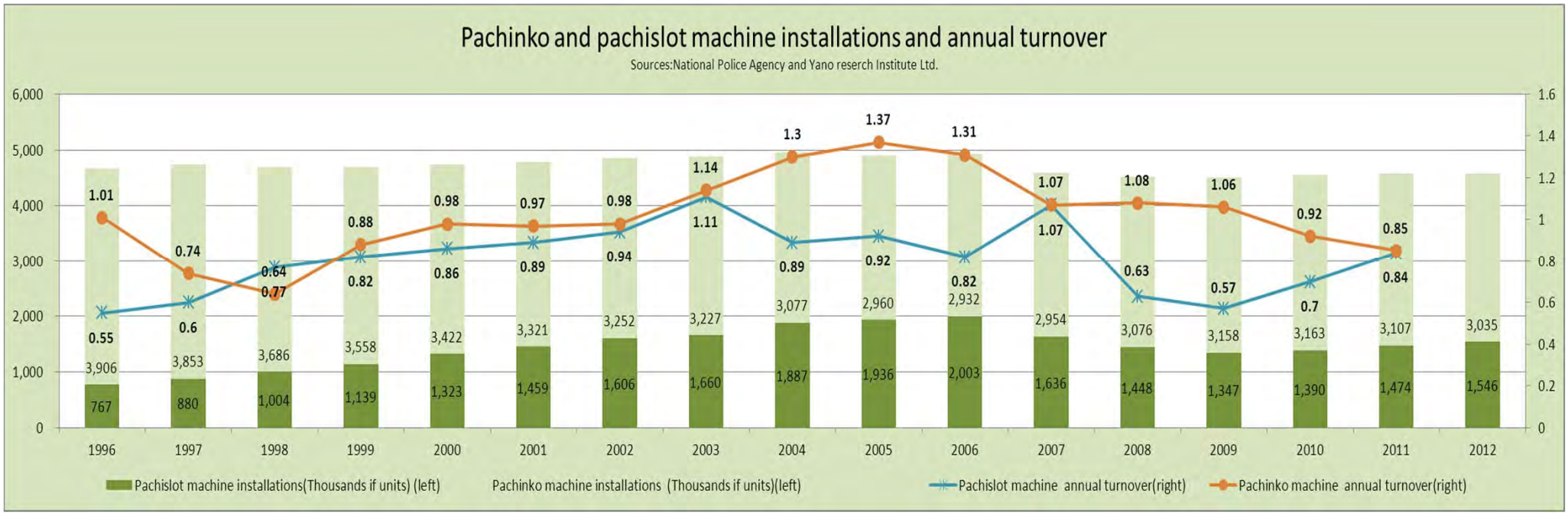
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Appendix

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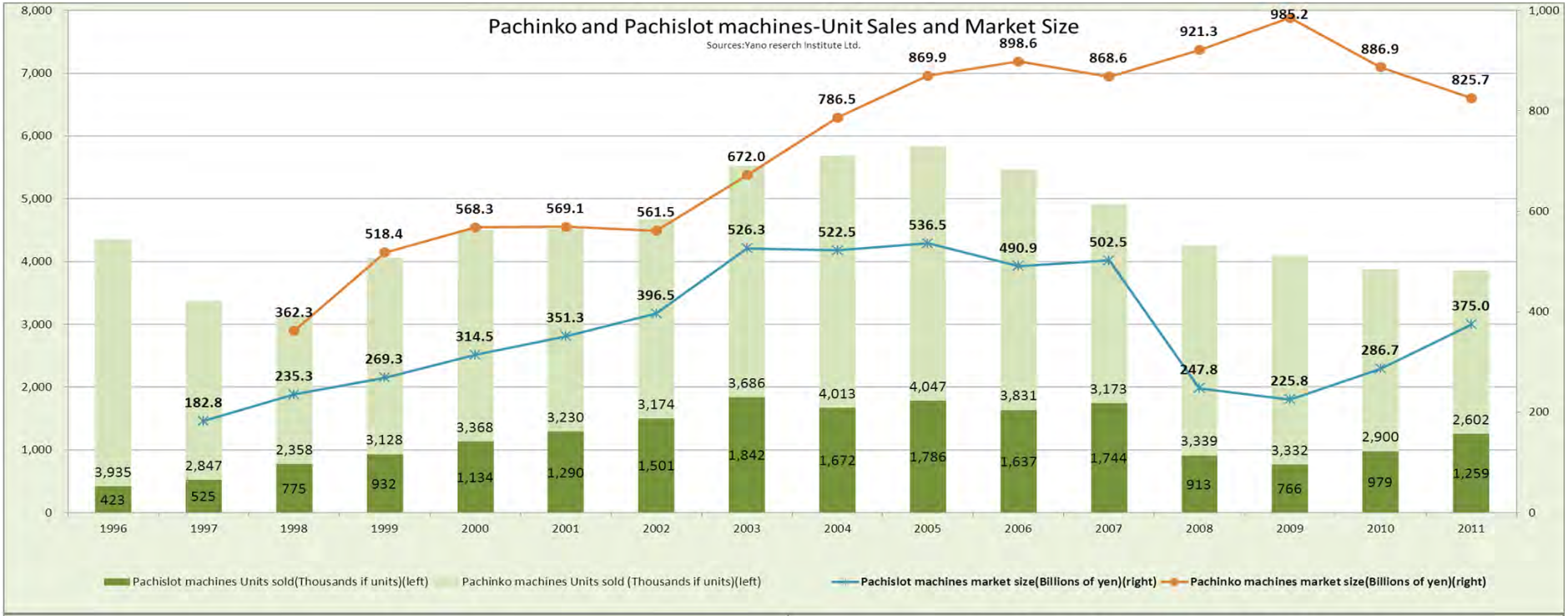
Pachinko and Pachislot Machine Markets

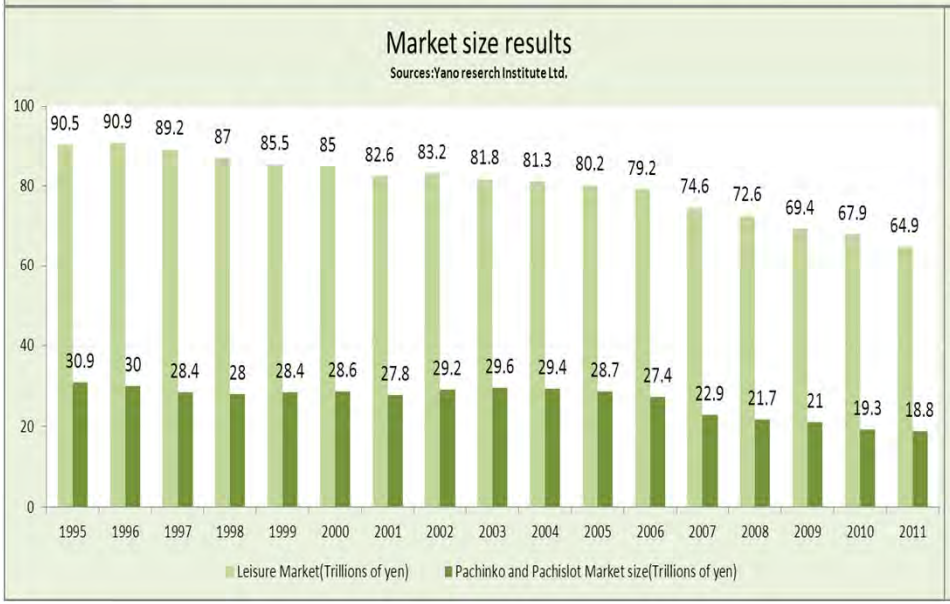


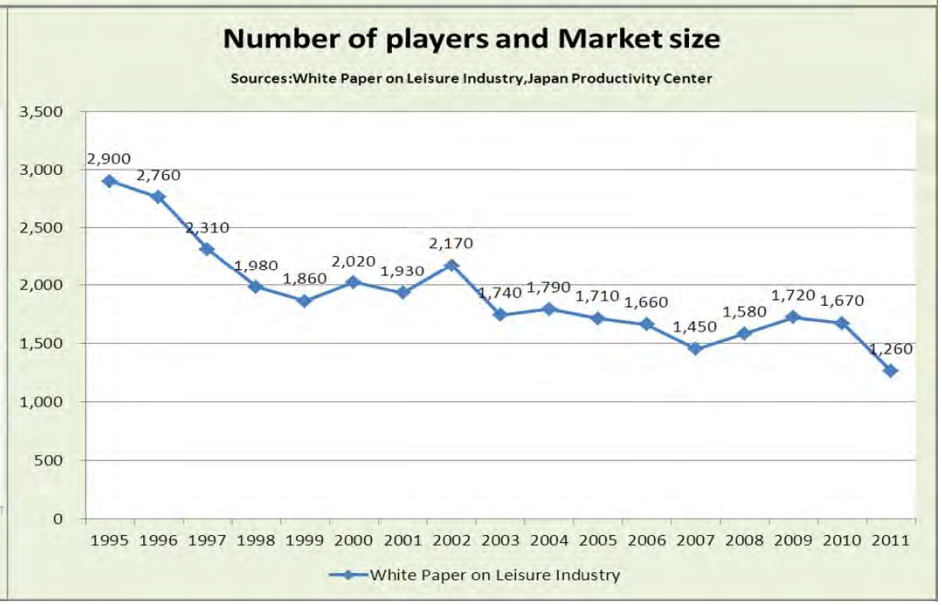


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Pachinko and Pachislot Machine Markets

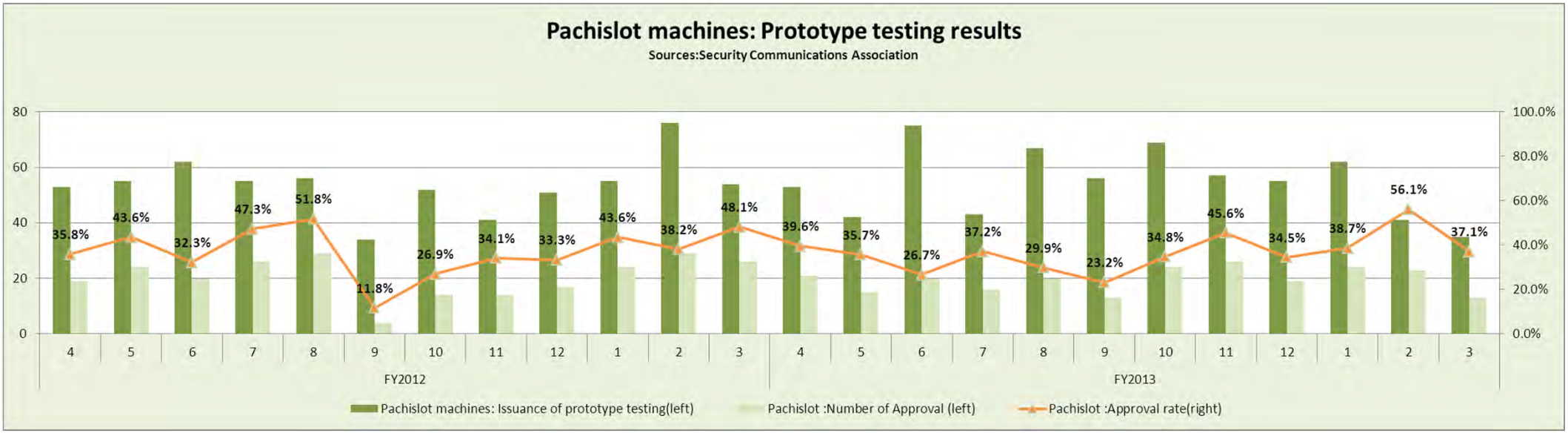


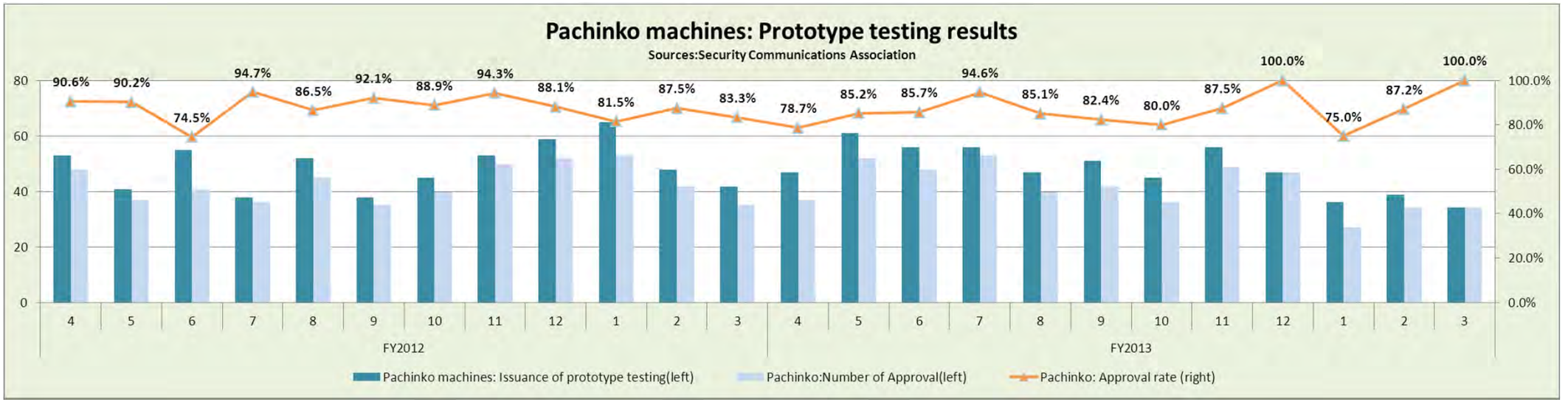




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Pachiko and Pachislot Machine Markets





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Share of Annual Pachislot Machine Sales

	2008			2009			2010			2011			2012		
Rank	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share
1	Y Company	172,000	18.8%	**Sammy**	**162,932**	**21.3%**	**Sammy**	**302,270**	**30.9%**	**Sammy**	**300,866**	**23.9%**	-	-	-
2	S Company	133,714	14.6%	S Company	104,266	13.6%	D Company	117,000	11.9%	D Company	200,000	15.9%	-	-	-
3	**Sammy**	**123,286**	**13.5%**	U Company	100,000	13.1%	S Company	116,424	11.9%	Y Company	196,000	15.6%	-	-	-
4	H Company	68,000	7.4%	Y Company	73,000	9.5%	H Company	111,000	11.3%	U Company	172,000	13.7%	-	-	-
5	K Company	59,000	6.5%	K Company	60,000	7.8%	U Company	103,000	10.5%	S Company	96,158	7.6%	-	-	-

Share of Annual Pachinko Machine Sales

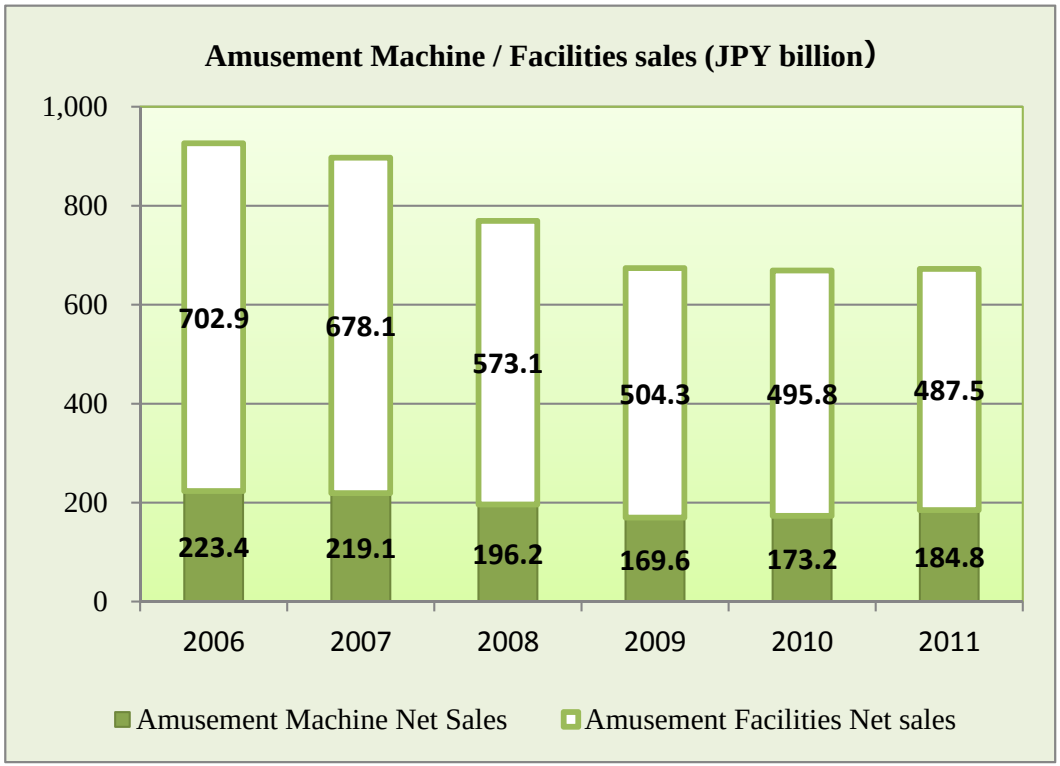
	2008			2009			2010			2011			2012		
Rank	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share
1	S Company	810,000	24.3%	S Company	600,000	18.0%	S Company	653,000	22.5%	K Company	485,000	18.6%	-	-	-
2	S Company	451,941	13.5%	S Company	572,464	17.2%	S Company	424,533	14.6%	S Company	360,805	13.9%	-	-	-
3	**Sammy**	**391,831**	**11.7%**	K Company	426,000	12.8%	**Sammy**	**343,188**	**11.8%**	**Sammy**	**332,288**	**12.8%**	-	-	-
4	N Company	349,000	10.5%	N Company	395,000	11.9%	K Company	322,000	11.1%	S Company	332,000	12.8%	-	-	-
5	K Company	340,000	10.2%	**Sammy**	**360,171**	**10.8%**	N Company	296,000	10.2%	N Company	255,000	9.8%	-	-	-

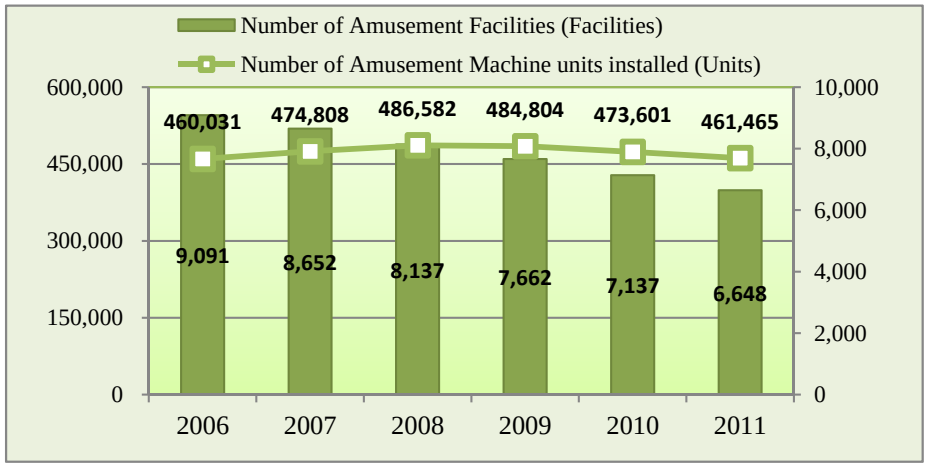
Source: Yano Research Institute Ltd.
*Estimated by Yano Research Institute Ltd. with fiscal years from July of each year through June the following year as criteria

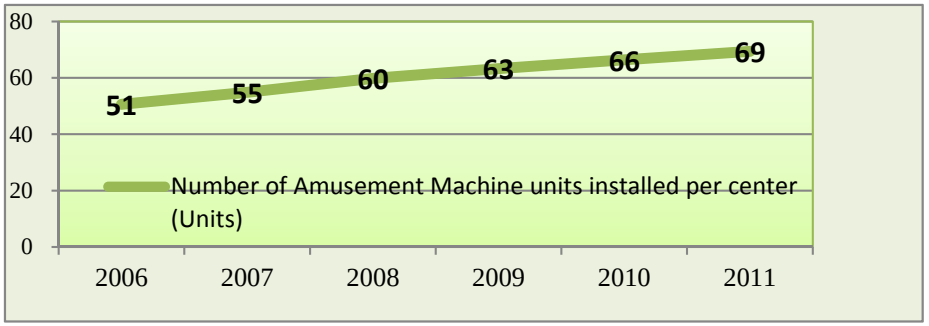
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Amusement / Game Market Data

Amusement Machine and Amusement Center Operations Markets Scale

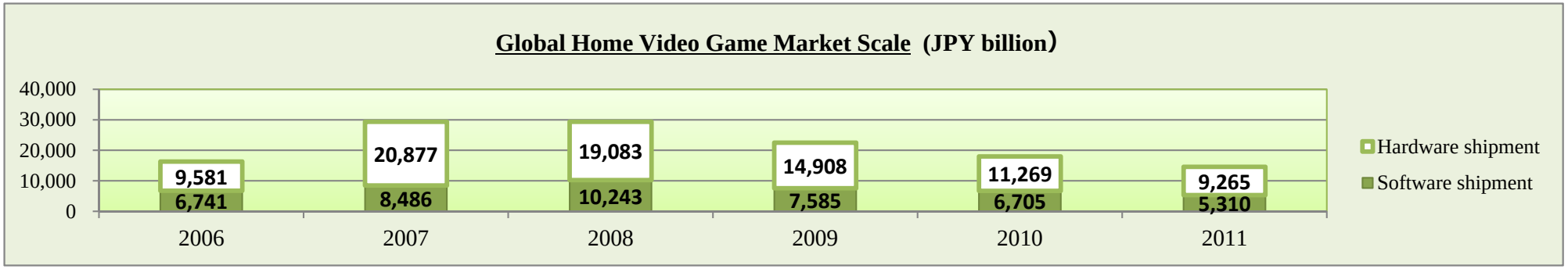






Source: JAIA, National Police Agency

Global Home Video Game Market Scale (JPY billion)

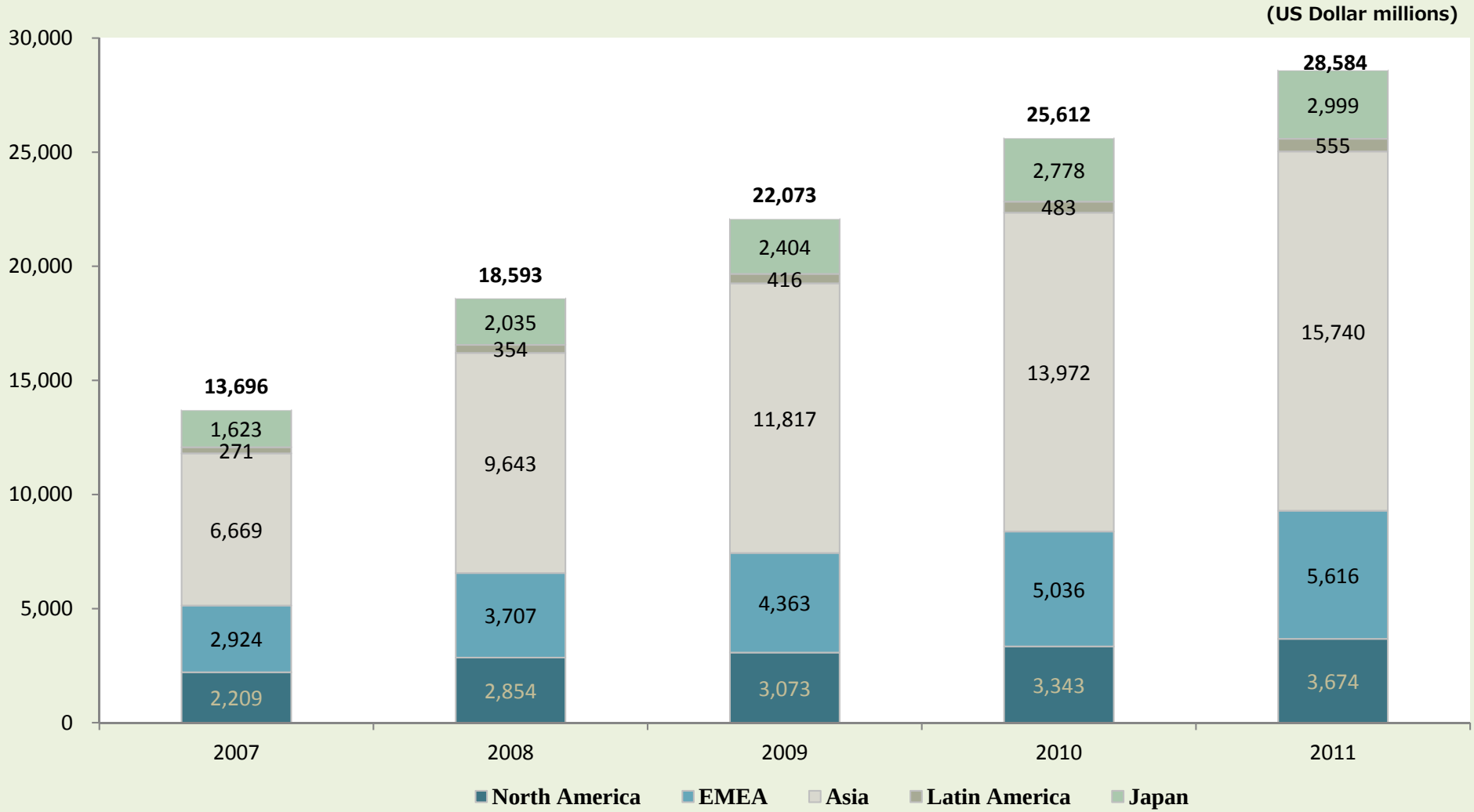


Source: 2012CESA Games White Paper

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Global Online Game Market

Source：PwC's annual Global Entertainment and Media Outlook: 2012-2016



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Past Operating Results

From FY Ended March 2009 to FY Ended March 2013

*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/pdf/settlement/2013/e_201303_4qtransition.xls)

(JPY billion)		FY Ended March 2009	FY Ended March 2010	FY Ended March 2011		FY Ended March 2012		FY Ended March 2013			
		Full Year Results	Full Year Results	Results Through 2Q	Full Year Results	Results Through 2Q	Full Year Results	Results Through 1Q	Results Through 2Q	Results Through 3Q	Full Year Results
	Net Sales	**429.1**	**384.6**	**217.8**	**396.7**	**152.6**	**395.5**	**69.9**	**136.5**	**207.0**	**321.4**
Breakdown	Pachislot and Pachinko Machines	161.6	160.3	134.2	212.0	74.8	212.1	33.7	54.3	74.0	142.2
Breakdown	Amusement Machines Sales	61.9	45.1	19.6	47.2	19.3	49.9	8.3	18.7	30.6	39.1
Breakdown	Amusement Center Operations	71.3	54.7	23.6	45.6	23.2	44.6	10.0	21.7	32.0	42.7
Breakdown	Consumer Business	131.3	121.5	38.7	88.8	33.4	85.6	14.9	35.3	60.3	83.8
Breakdown	Other	2.9	2.8	1.5	2.8	1.6	3.0	2.8	6.3	9.8	13.4
	Operating Income	**8.3**	**36.7**	**46.8**	**68.7**	**15.1**	**58.3**	**5.4**	**7.8**	**7.0**	**19.0**
Breakdown	Pachislot and Pachinko Machines	14.5	29.5	47.6	64.2	20.6	71.0	7.8	10.4	7.7	23.5
Breakdown	Amusement Machines Sales	6.8	7.0	1.9	7.3	1.5	7.4	0.2	0.8	2.6	1.9
Breakdown	Amusement Center Operations	-7.5	-1.3	1.1	0.3	1.6	0.3	0.4	0.8	0.9	1.1
Breakdown	Consumer Business	-0.9	6.3	-1.3	1.9	-6.0	-15.1	-1.5	-0.7	0.5	-0.7
Breakdown	Other	0.3	0.3	0.1	0.0	0.2	0.2	-0.1	-0.1	-0.2	-0.4
Breakdown	Eliminations	-4.9	-5.2	-2.7	-5.1	-2.9	-5.4	-1.3	-3.2	-4.5	-6.3
	Operating Margin	1.9%	9.5%	21.5%	17.3%	9.9%	14.7%	7.7%	5.7%	3.4%	5.9%
	Ordinary Income	**6.6**	**35.9**	**46.0**	**68.1**	**14.7**	**58.1**	**4.6**	**7.2**	**8.4**	**20.9**
	Ordinary Income Margin	1.5%	9.3%	21.1%	17.2%	9.6%	14.7%	6.6%	5.3%	4.1%	6.5%
	Net Income	**-22.8**	**20.2**	**24.3**	**41.5**	**3.9**	**21.8**	**2.5**	**3.8**	**3.0**	**33.4**
	Net Income Margin	-	5.3%	11.2%	10.5%	2.6%	5.5%	3.6%	2.8%	1.4%	10.4%
	R&D expense / content production expense	**59.6**	**41.5**	**18.6**	**41.1**	**19.7**	**53.3**	**9.2**	**19.1**	**32.7**	**45.2**
	Cap-ex	**26.6**	**16.1**	**6.5**	**19.6**	**9.4**	**36.1**	**11.1**	**21.6**	**27.3**	**32.8**
	Depreciation	**26.6**	**17.1**	**7.3**	**15.9**	**6.4**	**16.1**	**3.2**	**7.4**	**12.3**	**18.1**
	Advertising	**20.7**	**20.7**	**7.3**	**15.1**	**7.6**	**17.2**	**2.2**	**5.6**	**9.2**	**13.1**
	# of pachislot titles	**19 titles**	**12 titles**	**4 titles**	**10 titles**	**4 titles**	**11 titles**	**2 titles**	**3 titles**	**5 titles**	**8 titles**
	Unit sales	**123,286 units**	**162,932 units**	**201,402 units**	**302,270 units**	**52,769 units**	**300,866 units**	**80,906 units**	**108,604 units**	**130,590 units**	**202,221 units**
	# of pachinko titles	**12 titles**	**13 titles**	**8 titles**	**12 titles**	**7 titles**	**14 titles**	**5 titles**	**9 titles**	**12 titles**	**14 titles**
	Unit sales	**391,831 units**	**360,171 units**	**198,230 units**	**343,188 units**	**181,589 units**	**332,288 units**	**23,764 units**	**57,749 units**	**89,188 units**	**216,860 units**
	SEGA Same Store Sales Comparisons	**92.4%**	**91.7%**	**99.9%**	**99.3%**	**101.2%**	**100.5%**	**94.6%**	**93.8%**	**93.7%**	**93.8%**
	Domestic Facilities	**322 facilities**	**260 facilities**	**252 facilities**	**249 facilities**	**248 facilities**	**241 facilities**	**240 facilities**	**238 facilities**	**237 facilities**	**236 facilities**
	# of game software titles	**78 (122)**	**66 (105)**	**20 (33)**	**51 (71)**	**16 (36)**	**45 (86)**	**7 (12)**	**9 (14)**	**19 (32)**	**25 (49)**
	Sales (Thousand units)	**29,470**	**26,750**	**6,600**	**18,710**	**4,840**	**17,240**	**1,340**	**2,760**	**6,940**	**10,780**

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