November 1, 2013
SEGA SAMMY HOLDINGS INC.

Appendix of Consolidated Financial Statements
6 Months Ended September 30, 2013

Consolidated Income Statements

(JPY Billion)	FY Ended Mach 2012		FY Ended Mach 2013		FY Ending Mach 2014				
	Results Through 2Q	Full Year Results	Results Through 2Q	Full Year Results	Initial Forecasts Through 2Q (announced on May 10)	Results Through 2Q	YoY Change	Full year Forecasts	YoY Change
Net Sales	**152.6**	**395.5**	**136.5**	**321.4**	**198.0**	**162.2**	**+19%**	**485.0**	**+51%**
Pachislot and Pachinko Machines	74.8	212.1	54.3	142.2	109.0	71.2	+31%	270.0	+90%
Amusement Machine Sales	19.3	49.9	18.7	39.1	18.0	18.0	-4%	45.5	+16%
Amusement Center Operations	23.2	44.6	21.7	42.7	23.0	21.9	+1%	45.5	+7%
Consumer Business	33.4	85.6	35.3	83.8	41.0	43.8	+24%	109.5	+31%
Other	1.6	3.0	6.3	13.4	7.0	7.1	+13%	14.5	+8%
Operating Income	**15.1**	**58.3**	**7.8**	**19.0**	**17.5**	**12.3**	**+58%**	**73.0**	**+284%**
Pachislot and Pachinko Machines	20.6	71.0	10.4	23.5	25.2	15.1	+45%	74.0	+215%
Amusement Machine Sales	1.5	7.4	0.8	1.9	-0.1	-0.0	-	2.7	+42%
Amusement Center Operations	1.6	0.3	0.8	1.1	0.4	0.2	-75%	0.2	-82%
Consumer Business	-6.0	-15.1	-0.7	-0.7	-3.7	1.1	-	3.9	-
Other	0.2	0.2	-0.1	-0.4	-0.3	-0.4	-	-0.3	-
Eliminations	-2.9	-5.4	-3.2	-6.3	-4.0	-3.6	-	-7.5	-
Operating Margin	9.9%	14.7%	5.7%	5.9%	8.8%	7.6%	+1.9pt	15.1%	+9.2pt
Ordinary Income	**14.7**	**58.1**	**7.2**	**20.9**	**17.0**	**14.2**	**+97%**	**72.0**	**+244%**
Ordinary Income Margin	9.6%	14.7%	5.3%	6.5%	8.6%	8.8%	+3.5pt	14.8%	+8.3pt
Extraordinary Gain	1.1	3.3	0.3	10.1	3.0	3.8	-	3.3	-
Extraordinary Loss	5.3	18.5	0.3	5.4	-	0.6	-	4.8	-
Income before income taxes and minority interests	**10.4**	**42.9**	**7.3**	**25.6**	**20.0**	**17.4**	**+138%**	**70.5**	**+175%**
Net Income	**3.9**	**21.8**	**3.8**	**33.4**	**9.0**	**11.3**	**+197%**	**47.0**	**+41%**
Net Income Margin	2.6%	5.5%	2.8%	10.4%	4.5%	7.0%	+4.2pt	9.7%	-0.7pt
Dividends per share (JPY)	**20.00**	**40.00**	**20.00**	**40.00**	**20.00**	**20.00**	**-**	**40.00**	**-**
Earnings per share (JPY)	**15.79**	**86.73**	**15.74**	**137.14**	**37.18**	**46.76**	**-**	**194.17**	**-**
Net Assets per share (JPY)	**1,115.46**	**1,167.59**	**1,125.09**	**1,304.44**	**-**	**1,401.90**	**-**	**-**	**-**

Costs and Expenses

(JPY Billion)	FY Ended Mach 2012		FY Ended Mach 2013		FY Ending Mach 2014				
	Results Through 2Q	Full Year Results	Results Through 2Q	Full Year Results	Initial Forecasts Through 2Q (announced on May 10)	Results Through 2Q	YoY Change	Full year Forecasts	YoY Change
R&D Expense / Content Production Expense	**19.7**	**53.3**	**19.1**	**45.2**	**24.1**	**23.0**	**+20%**	**54.9**	**+21%**
Cap-ex	**9.4**	**36.1**	**21.6**	**32.8**	**17.1**	**22.6**	**+5%**	**32.5**	**-1%**
Depreciation	**6.4**	**16.1**	**7.4**	**18.1**	**10.7***	**9.2**	**+24%**	**23.0***	**+27%**
Advertising	**7.6**	**17.2**	**5.6**	**13.1**	**10.0**	**7.0**	**+25%**	**19.5**	**+49%**

※ We've made a correction to the forecasts of the depreciation cost due to error in counting.

Pachislot and Pachinko Machines

(JPY Billion)	FY Ended Mach 2012		FY Ended Mach 2013		FY Ending Mach 2014				
	Results Through 2Q	Full Year Results	Results Through 2Q	Full Year Results	Initial Forecasts Through 2Q (announced on May 10)	Results Through 2Q	YoY Change	Full year Forecasts	YoY Change
Net Sales	**74.8**	**212.1**	**54.3**	**142.2**	**109.0**	**71.2**	**+31%**	**270.0**	**+90%**
Pachislot	15.4	104.3	36.1	64.2	66.6	52.2	+45%	165.0	+157%
Pachinko	56.9	101.8	14.8	72.3	40.3	16.9	+14%	100.8	+39%
Other	2.5	6.0	3.4	5.7	2.1	2.1	-38%	4.2	-26%
Operating Income	**20.6**	**71.0**	**10.4**	**23.5**	**25.2**	**15.1**	**+45%**	**74.0**	**+215%**
Operating Income Margin	27.5%	33.5%	19.2%	16.5%	23.1%	21.2%	+2.0pt	27.4%	+10.9pt
Unit Sales (Pachislot)	**52,769**	**300,866**	**108,604**	**202,221**	**188,000**	**143,171**	**+32%**	**478,000**	**+136%**
Unit Sales (Pachinko)	**181,589**	**332,288**	**57,749**	**216,860**	**127,500**	**54,955**	**-5%**	**324,500**	**+50%**

《Shipment Data / Plan: Pachislot and Pachinko》 * Number of titles reflects products launched in this fiscal year.

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 (announced on May 10)	Results Through 2Q	Full Year Forecasts
Sammy	**2 titles**	**4 titles**	**3 titles**	**4 titles**	**2 titles**	**1title**	**5 titles**
	20,005 units	**204,687 units**	**69,209 units**	**91,484 units**	**155,000 units**	**114,453 units**	**365,000 units**
Rodeo	**1title**	**3titles**	**0title**	**2titles**	**0title**	**0title**	**1title**
	23,465 units	**82,474 units**	**38,663 units**	**104,041 units**	**0unit**	**893 units**	**30,000 units**
TAIYO ELEC	**1title**	**4titles**	**0title**	**2titles**	**1title**	**1title**	**3 titles**
	9,299 units	**13,705 units**	**732 units**	**6,696 units**	**3,000 units**	**2,375 units**	**33,000 units**
Ginza	-	-	-	-	**1title**	**1 title**	**2 titles**
	-	-	-	-	**30,000 units**	**25,450 units**	**50,000 units**
Total	**4 titles**	**11 titles**	**3 titles**	**8 titles**	**4 titles**	**3titles**	**11 titles**
	52,769 units	**300,866 units**	**108,604 units**	**202,221 units**	**188,000 units**	**143,171 units**	**478,000 units**

Pachislot		
Title	Brand	Unit Sales (Thousands)
Pachislot Kaiji 3	Ginza	25

*A portion of breakdown of number of titles and number of unit sales by brand for the forecast of the year ending March 2014 has been changed

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 (announced on May 10)	Results Through 2Q	Full Year Forecasts
Sammy	**4 titles**	**9 titles**	**5 titles**	**8 titles**	**3 titles**	**2titles**	**7 titles**
	153,818 units	**276,617 units**	**45,119 units**	**195,088 units**	**90,000 units**	**27,405 units**	**260,000 units**
TAIYO ELEC	**3 titles**	**5 titles**	**4 titles**	**6 titles**	**3 titles**	**2titles**	**5 titles**
	27,771 units	**55,671 units**	**12,630 units**	**21,772 units**	**37,500 units**	**27,550 units**	**64,500 units**
Total	**7 titles**	**14 titles**	**9 titles**	**14 titles**	**6 titles**	**4 titles**	**12 titles**
	181,589 units	**332,288 units**	**57,749 units**	**216,860 units**	**127,500 units**	**54,955 units**	**324,500 units**
Board + Frame	118,311 units	158,266 units	8,678 units	160,128 units	77,700 units	35,151 units	163,900 units
Board	63,278 units	174,022 units	49,071 units	56,732 units	49,800 units	19,804 units	160,600 units

Pachinko		
Title	Brand	Unit Sales (Thousands)
Pachinko CR Rookies	Sammy	12
CR Gorenger	TAIYO ELEC	5

Amusement Machines Sales

(JPY Billion)	FY Ended Mach 2012		FY Ended Mach 2013		FY Ending Mach 2014				
	Results Through 2Q	Full Year Results	Results Through 2Q	Full Year Results	Initial Forecasts Through 2Q (announced on May 10)	Results Through 2Q	YoY Change	Full year Forecasts	YoY Change
Net Sales	**19.3**	**49.9**	**18.7**	**39.1**	**18.0**	**18.0**	**-4%**	**45.5**	**+16%**
Domestic	17.1	43.9	16.0	32.7	15.3	15.5	-3%	39.3	+20%
Overseas	2.2	6.0	2.7	6.4	2.7	2.5	-7%	6.2	-3%
Operating Income	**1.5**	**7.4**	**0.8**	**1.9**	**-0.1**	**-0.0**	**-**	**2.7**	**+42%**
Operating Income Margin	7.8%	14.8%	4.3%	4.9%	-	-	-	5.9%	+1.0pt
R&D Expense / Content Production Expense	**4.3**	**9.3**	**3.7**	**7.8**	**3.6**	**4.0**	**+8%**	**8.8**	**+13%**

《Major Titles: Amusement Machines》

Title		Sales (JPY Billlion)
CODE OF JOKER	Video Game	2.2
StarHorse 3 Series	Medal Game	0.9
BORDER BREAK Series	Video Game	0.8

*Sales figures include sales of CVT Kits and distribution of earnings of revenue sharing titles.

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	Initial Forecasts through 2Q (announced on May 10)	Results Through 2Q	YoY Change	Full Year Forecast	YoY Change
Net Sales		**23.2**	**44.6**	**21.7**	**42.7**	**23.0**	**21.9**	**+1%**	**45.5**	**+7%**
Operating Income		**1.6**	**0.3**	**0.8**	**1.1**	**0.4**	**0.2**	**-75%**	**0.2**	**-82%**
Operating Income Margin		6.9%	0.7%	3.7%	2.6%	1.7%	0.9%	-2.8pt	0.4%	-2.2pt
Same Store Sales Comparisons		**101.2%**	**100.5%**	**93.8%**	**93.8%**	**101.5%**	**95.0%**	-	**101.8%**	-
Domestic Facilities	Opened	3 facilities	5 facilities	1 facility	3 facilities	2 facilities	3 facilities	-	4 facilities	-
	Closed	3 facilities	12 facilities	4 facilities	8 facilities	3 facilities	3 facilities	-	9 facilities	-
	Total	**248 facilities**	**241 facilities**	**238 facilities**	**236 facilities**	**201 facilities**	**202 facilities**	-	**197 facilities**	-
Overseas Facilities		**3 facilities**	**3 facilities**	**3 facilities**	**3 facilities**	**3 facilities**	**2 facilities**	-	**4 facilities**	-
Cap-ex		**2.4**	**8.3**	**5.4**	**7.9**	**5.0**	**4.1**	**-24%**	**10.1**	**+28%**
Depreciation		**2.3**	**6.1**	**2.1**	**4.6**	**2.5**	**2.1**	-	**5.5**	**+20%**

*Note: Methodology of counting the number of facilities is changed from FY ending Mar 2014 because of the consolidation of the amusement center operations of the group resulted from the establishment of Sega Entertainment.

*Number of domestic facilities covered as exiting have been changed from FY ending Mar 2014 by consolidating the amusement center operations within the group.

《SEGA Same Store Sales Comparisons》

FY Ending March 2014									
April	May	June	Results Through 1Q	July	August	September	Forecasts Through 2Q	Results Through 2Q	Full Year Forecasts
90.6%	89.1%	98.8%	92.5%	94.0%	101.6%	95.7%	101.5%	95.0%	101.8%

FY Ended March 2013															
April	May	June	Results Through 1Q	July	August	September	Results Through 2Q	October	November	December	Results through 3Q	January	February	March	Full Year Results
96.6%	92.8%	95.6%	94.6%	92.3%	90.8%	96.2%	93.8%	93.0%	95.4%	96.3%	93.7%	94.8%	94.1%	93.1%	93.8%

Consumer Business

(JPY Billion)	FY Ended March 2013		FY Ended March 2013		FY Ending March 2014				
	Results Through 2Q	Full Year Results	Results Through 2Q	Full Year Results	Initial Forecasts through 2Q (announced on May 11)	Results Through 2Q	YoY Change	Full Year Forecasts	YoY Change
Net Sales	**33.4**	**85.6**	**35.3**	**83.8**	**41.0**	**43.8**	**+24%**	**109.5**	**+31%**
Packaged Games	24.4	66.4	14.4	35.6	13.5	16.2	+13%	45.9	+29%
Digital Games			13.0	29.7	17.8	17.6	+35%	40.3	+36%
Toy	4.5	8.9	3.9	8.4	4.6	4.9	+26%	9.9	+18%
Animation	4.6	10.4	4.2	10.5	5.3	5.1	+21%	13.7	+30%
Other / Elimination	-0.1	-0.1	-0.2	-0.6	-0.2	-0.1	-	-0.3	-
Operating Income	**-6.0**	**-15.1**	**-0.7**	**-0.7**	**-3.7**	**1.1**	**-**	**3.9**	**-**
Operating Income Margin	-	-	-	-	-	2.5%	-	3.6%	-
Sales in Units (Thousands)	**4,840**	**17,240**	**2,760**	**10,780**	**3,010**	**3,230**	**+17%**	**11,660**	**+8%**
R&D Expense / Content Production Expense	**8.4**	**29.3**	**6.6**	**19.5**	**8.0**	**9.3**	**+41%**	**22.0**	**+13%**
Cap-ex	**3.6**	**10.7**	**4.6**	**8.3**	**4.5**	**4.3**	**-7%**	**8.0**	**-4%**
Depreciation	**1.7**	**4.0**	**2.4**	**6.0**	**3.5**	**2.9**	**+21%**	**7.8**	**+30%**

《Shipment Data / Plan: Home Video Game Software》 *Number of titles reflects products launched in this fiscal year
(Number of titles by platform in 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		Initial Forecasts through 2Q (announced on May 11)		Results 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)	# of titles (SKU)	Unit Sales (Thousands)
Japan	**5 (6)**	**1,060**	**16 (24)**	**2,800**	**6 (7)**	**640**	**10 (13)**	**2,140**	**4 (6)**	**610**	**3 (3)**	**400**	**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**	**3 (3)**	**1,300**	**7 (12)**	**4,310**
Europe	**6 (16)**	**2,120**	**15 (33)**	**8,290**	**1 (3)**	**960**	**7 (18)**	**4,420**	**3 (3)**	**1,110**	**2 (2)**	**1,520**	**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**	**8 (8)**	**3,230**	**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		Initial Forecasts through 2Q (announced on May 11)		Results 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)	SKU	Unit Sales (Thousands)
PS3	**8**	**1,120**	**19**	**2,450**	**5**	**420**	**14**	**2,280**	**1**	**150**	**1**	**20**	**7**	**1,320**
Wii	**8**	**390**	**11**	**3,050**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**
WiiU	**-**	**-**	**-**	**-**	**-**	**-**	**2**	**310**	**3**	**170**	**1**	**0**	**7**	**950**
Xbox360	**10**	**680**	**16**	**1,540**	**3**	**300**	**9**	**1,420**	**0**	**0**	**0**	**0**	**4**	**690**
NDS	**6**	**290**	**7**	**370**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**
3DS	**2**	**30**	**18**	**1,790**	**1**	**10**	**3**	**200**	**0**	**0**	**0**	**0**	**6**	**980**
PSP	**1**	**200**	**7**	**1,110**	**0**	**0**	**2**	**130**	**2**	**180**	**1**	**130**	**2**	**200**
PSV	**0**	**0**	**3**	**150**	**3**	**250**	**8**	**520**	**1**	**40**	**0**	**0**	**5**	**650**
PC	**1**	**20**	**5**	**950**	**2**	**40**	**11**	**1,240**	**5**	**860**	**5**	**1,270**	**11**	**2,580**
Catalogue etc.	**-**	**2,090**	**-**	**5,800**	**-**	**1,720**	**-**	**4,650**	**-**	**1,610**	**-**	**1,790**	**-**	**4,240**
Total	**36**	**4,840**	**86**	**17,240**	**14**	**2,760**	**49**	**10,780**	**12**	**3,010**	**8**	**3,230**	**42**	**11,660**

Consumer Business

《Major Titles / Packaged Games 》

Title	Region	Platform	Sales Results (thousand units)
Total War: ROME II	Europe / US	PC	800.0

《 Major Titles / Digital Games 》

Title	Platform
Phantasy Star Online 2	PC, PSV
Puyopuyo!! Quest	iOS, Android
Chain Chronicle	iOS, Android
BORDER BREAK Mobile: Gun Front Hurricane	iOS, Android

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