SEGA SAMMY GROUP

FY Ending March 2016
Interim Results Presentation

SEGA SAMMY HOLDINGS

November 4th, 2015
SEGA SAMMY HOLDINGS INC.

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Consolidated Income Statements (Summary)

New Segment

(JPY Billion)	FY Ended March 2015		FY Ending March 2016				
	Results Through 2Q	Full Year Results	Initial Forecasts Through 2Q (announced on May 11)	Results Through 2Q	YoY Change	Full Year Forecasts	YoY Change
Sales	**158.1**	**366.8**	**200.0**	**154.3**	**-2%**	**420.0**	**+15%**
Pachislot and Pachinko Machines	61.1	152.1	94.5	56.6	-7%	167.0	+10%
Entertainment Contents	90.3	199.6	98.5	90.2	-	235.0	+18%
Resort	6.6	14.9	7.0	7.4	+12%	18.0	+21%
Operating Income	**2.7**	**17.4**	**14.0**	**5.7**	**+111%**	**25.0**	**+44%**
Pachislot and Pachinko Machines	7.0	25.7	22.0	8.5	+21%	23.0	-11%
Entertainment Contents	0.6	0.0	-2.5	1.5	+150%	11.5	-
Resort	-1.4	-2.3	-2.0	-1.2	-	-3.5	-
Other / Elimination	-3.5	-6.0	-3.5	-3.1	-	-6.0	-
Operating Income Margin	1.7%	4.7%	7.0%	3.7%	+2.0pt	6.0%	+1.3pt
Ordinary Income	**2.6**	**16.8**	**14.0**	**5.8**	**+123%**	**25.0**	**+49%**
Extraordinary Gain	0.3	1.0	0.0	0.5	-	0.0	-
Extraordinary Loss	3.5	15.9	0.0	2.3	-	1.0	-
Income before income taxes	**-0.6**	**1.9**	**14.0**	**4.0**	**-**	**24.0**	**+1,163%**
Profit attributable to owners of parent	**-2.8**	**-11.3**	**11.0**	**0.9**	**-**	**19.0**	**-**
Dividends per share (JPY)	**20**	**40**	**20**	**20**	**-**	**40**	**-**
Earnings per share (JPY)	**-11.50**	**-46.70**	**46.33**	**4.11**	**-**	**80.02**	**-**
Net Assets per share (JPY)	**1,384.25**	**1,336.54**	**-**	**1,310.36**	**-**	**-**	**-**

*Sales of new segment is changed to gross basis.
*Basis for recording net sales was changed from shipment to delivery starting in FY ending March 2016.

(Reference) Former Segment

(JPY Billion)	FY Ended March 2015	
	Results Through 2Q	Full Year Results
Net Sales	**154.2**	**354.9**
Pachislot and Pachinko Machines	60.6	149.1
Amusement Machine Sales	18.0	39.6
Amusement Center Operations	20.8	41.4
Consumer Business	48.2	111.0
Other	6.4	13.6
Operating Income	**3.4**	**17.6**
Pachislot and Pachinko Machines	7.3	25.7
Amusement Machine Sales	0.1	-2.5
Amusement Center Operations	-0.2	-0.9
Consumer Business	0.9	4.0
Other	-1.0	-2.0
Eliminations	-3.7	-6.5
Operating Income Margin	2.2%	5.0%
Ordinary Income	**3.3**	**16.9**
Extraordinary Gain	0.3	1.0
Extraordinary Loss	3.5	15.9
Income before income taxes and minority interests	**0.0**	**2.0**
Net Income	**-2.0**	**-11.2**
Dividends per share (JPY)	**20**	**40**
Earnings per share (JPY)	**-8.52**	**-46.22**
Net Assets per share (JPY)	**1,387.64**	**1,337.46**

*In line with the change of accounting policy, contents of retroactive processing have been reflected on new segments since FY ended March 2015.

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Results Highlights

Net Sales/Profits Other		・Sales decreased and profits increased year-on-year. ⇒ Revised forecasts through 2Q downward on September 30, 2015
Segment breakdown	**Pachislot and Pachinko Machines**	・Mainstay titles such as **“Pachislot Hokuto No Ken Tomo”** and **“Pachinko CR Shin-Juoh 2”** were sold. ・Unit sales decreased year-on-year due to the strategic review of timing for title release. Profits, however, increased due to sales of mainstay titles with high profitability and other factors.
	Entertainment Contents Business	・Profits increased due to strong performance in the amusement center operations area, achieving reduction of fixed expenses, etc. and reduced R&D costs by no such mainstay titles as released in the same period of FY2015 in the packaged games and the amusement machine sales area.
	Resort Business	・Sales increased year-on-year and loss decreased. ・As to domestic resort facilities, “**Phoenix Seagaia Resort**”, etc. performed strong. ・As to other domestic facilities, the indoor theme park “**Tokyo Joypolis**” performed strong.

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Major Business Measures

(announced on September 30, 2015)

■ Implementation of structural reform in the Pachislot and Pachinko Machines business

＜Overview＞

Content of Implementation	Efficiency in production/development structures Solicitation of voluntary retirement
Purpose	Implementing optimization of personnel, in order to aim for the organization which can deal with the changes in business conditions for the next fiscal year and onward.
Number of retirement	Approx. 200
The amount of extraordinary loss	Approx. 1.8 billion yen (mainly early extra retirement payments)
The amount of cost reduction	Approx. 2.0 billion yen (compared with FY ended March 2015)

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Costs and Expenses Results

(JPY Billion)	FY Ended March 2015		FY Ending March 2016				
	Results Through 2Q	Full Year Results	Initial Forecasts Through 2Q (announced on May 11)	Results Through 2Q	YoY Change	Full Year Forecasts	YoY Change
R&D Expense / Content Production Expense	**28.4**	**67.6**	**30.0**	**24.7**	**-13%**	**69.4**	**+3%**
Pachislot and Pachinko Machines	10.5	22.3	10.2	9.8	-7%	21.2	-5%
Entertainment Contents	17.9	45.7	19.7	14.8	-17%	48.0	+5%
Resort	0.1	0.2	0.0	0.1	-	0.1	-50%
Other / Elimination	-0.1	-0.6	0.1	0.0	-	0.1	-
Cap-ex	**14.7**	**28.7**	**15.0**	**12.5**	**-15%**	**34.4**	**+20%**
Pachislot and Pachinko Machines	4.1	6.9	4.0	2.3	-44%	8.1	+17%
Entertainment Contents	9.4	19.5	9.2	8.7	-7%	18.7	-4%
Resort	1.0	2.1	1.6	1.3	+30%	7.4	+252%
Other / Elimination	0.2	0.2	0.2	0.2	-	0.2	-
Depreciation	**8.1**	**17.6**	**7.9**	**8.2**	**+1%**	**16.8**	**-5%**
Pachislot and Pachinko Machines	2.9	6.4	3.1	3.1	+7%	6.7	+5%
Entertainment Contents	4.4	9.6	3.9	4.4	-	8.1	-16%
Resort	0.4	0.9	0.5	0.4	-	1.2	+33%
Other / Elimination	0.4	0.7	0.4	0.3	-	0.8	-
Advertising	**10.0**	**19.1**	**12.6**	**9.3**	**-7%**	**24.5**	**+28%**
Pachislot and Pachinko Machines	1.3	2.1	1.6	0.7	-46%	3.1	+48%
Entertainment Contents	7.0	14.5	9.4	7.2	+3%	19.1	+32%
Resort	0.5	0.8	0.4	0.3	-40%	0.7	-13%
Other / Elimination	1.2	1.7	1.2	1.1	-	1.6	-

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Consolidated Balance Sheet (Summary)

(JPY billion) 【 Assets 】				【 Liabilities and Net Assets 】			
Account	As of end of March 2015	As of end of September 2015	Change	Account	As of end of March 2015	As of end of September 2015	Change
Cash and Deposits	102.2	85.8	-16.4	Accounts Payable	26.9	29.9	+3.0
Accounts Receivable	38.5	60.8	+22.3	Corporate Bonds	1.6	11.6	+10.0
Securities	97.2	72.1	-25.1	Short Term Borrowings	13.8	13.5	-0.3
Inventories	29.2	37.3	+8.1	Other	44.4	39.0	-5.4
Other	30.9	20.9	-10.0	**Total Current Liabilities**	86.7	94.0	+7.3
Total Current Assets	298.0	276.9	-21.1	Corporate Bonds	56.2	55.4	-0.8
Tangible Fixed Assets	100.2	99.3	-0.9	Long Term Debt	32.9	26.8	-6.1
Intangible Fixed Assets	29.0	29.7	+0.7	Other	30.3	29.7	-0.6
Investment Securities	70.0	81.0	+11.0	**Total Noncurrent Liabilities**	119.4	111.9	-7.5
Other	31.4	31.4	-	**Total Liabilities**	206.2	206.0	-0.2
				Shareholders Equity	298.6	289.2	-9.4
				Total accumulated other comprehensive income	18.7	17.8	-0.9
				Warrants	0.8	0.8	-
				Non-controlling intesrests	4.2	4.4	+0.2
Total Noncurrent Assets	230.6	241.4	+10.8	**Total Net Assets**	322.4	312.3	-10.1
Total Assets	528.6	518.3	-10.3	**Total Liabilities and Net Assets**	528.6	518.3	-10.3

Summary of Results Through 2Q

■ Current Assets: Down 21.1 billion yen as cash and deposits, and securities (short-term fund management) decreased though accounts receivable increased.

■ Noncurrent Assets: Up 10.8 billion yen primarily due to the increase in investment securities.

⇒ Total Assets：518.3 billion yen (decreased by 10.3 billion yen)

■ Equity ratio： 59.2% (-0.8pt) ■ Current ratio：294.5% (-49.2pt)

(JPY billion)	As of end of March 2015	As of end of September 2015	Change
Total Assets	528.6	518.3	-10.3
Net Assets	322.4	312.3	-10.1
Equity ratio	60.0%	59.2%	-0.8pt
Current ratio	343.7%	294.5%	-49.2pt

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Segment Results: Pachislot and Pachinko Machines

(JPY Billion)	FY Ended March 2015		FY Ending March 2016				
	Results Through 2Q	Full Year Results	Initial Forecasts Through 2Q (announced on May 11)	Results Through 2Q	YoY Change	Full Year Forecasts	YoY Change
Sales	**61.1**	**152.1**	**94.5**	**56.6**	**-7%**	**167.0**	**+10%**
Pachislot	34.5	73.8	61.3	31.0	-10%	97.0	+31%
Pachinko	23.8	73.2	31.0	23.1	-3%	65.7	-10%
Other / Elimination	2.8	5.1	2.2	2.5	-	4.3	-
Operating Income	**7.0**	**25.7**	**22.0**	**8.5**	**+21%**	**23.0**	**-11%**
Operating Income Margin	11.5%	16.9%	23.3%	15.0%	+3.5pt	13.8%	-3.1pt
Unit Sales (Pachislot)	**93,045**	**207,830**	**165,000**	**70,260**	**-24%**	**265,000**	**+28%**
Unit Sales (Pachinko)	**82,955**	**241,425**	**110,000**	**79,604**	**-4%**	**220,000**	**-9%**

Summary of Results Through 2Q

Overall

■ Sales decreased and profits increased year-on-year.

■ Unit sales decreased year-on-year, but profits increased due to sale of profitable mainstay titles.

Pachislot

■ Unit sales decreased year-on-year although mainstay titles such as **"Pachislot Hokuto No Ken Tomo"** and **"Pachislot BAYONETTA"** were released.

■ Main titles launched in 2Q

⇒Sammy **"Pachislot Hokuto No Ken Tomo"**

⇒Sammy **"Pachislot BAYONETTA "**

Pachinko

■ Unit sales decreased year-on-year although several titles such as "**Pachinko CR TOMORROW'S JOE"** and **"Pachinko CR Shin-Juoh 2"** were released.

■ Main titles launched in 2Q

⇒ Sammy **"Pachinko CR TOMORROW'S JOE"**

"Pachinko CR Shin-Juoh 2," etc.

Full Year Forecasts

■ Plan to releases several titles including mainstay titles.

■ Unit sales of new machine is forecast to be sluggish in the short term in pachislot and pachinko market.

■ Plan to release several titles including mainstay titles such as "**Pachislot Onimusha3 Jikuu Tenshou"**

■ Main titles to be launched in 3Q

⇒Sammy **"Pachislot METAL ARMOR DRAGONAR"**

"**Pachislot Onimusha3 Jikuu Tenshou,"** etc.

⇒TAIYO ELEC **"Pachislot Ryu ga Gotoku OF THE END,"** etc.

■ Plan to release several titles including "**CR Hokuto No Ken 6 Tenshou Hyakuretsu**".

■ Main titles to be launched in 3Q

⇒Sammy **"Pachinko CR Hokuto No Ken 6 Tenshou Hyakuretsu"**

⇒Sammy **"Pachinko CR HARLOCK:SPACE PIRATE"**

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Segment Results: Pachislot

Delivery Data: Pachislot

Pachislot	FY Ended March 2015		FY Ending March 2016		
	Results Through 2Q	Full Year Results	Initial Forecasts Through 2Q (announced on May 11)	Results Through 2Q	Full Year Forecasts
Sammy	2 titles	3 titles	3 titles	2 titles	7 titles
	83,516 units	155,695 units	140,000 units	70,260 units	240,000 units
TAIYO ELEC	2 titles	2 titles	2 titles	-	2 titles
	9,529 units	9,569 units	25,000 units	-	25,000 units
GINZA RODEO	-	1 title	-	-	-
	-	42,566 units	-	-	-
Total	4 titles	6 titles	5 titles	2 titles	9 titles
	93,045 units	207,830 units	165,000 units	70,260 units	265,000 units

* New series of title is counted as one title (machines launched in the previous fiscal year/change of specification, etc. are not included).

Major Titles (Results)/ /Pachislot

Brand	Title	Total sales	Installed From
Sammy	Pachislot Hokuto No Ken Tomo	69,559 units	September



"Pachislot Hokuto No Ken Tomo"

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©Sammy

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Segment Results: Pachinko

Delivery Data: Pachinko

Pachinko		FY Ended March 2015		FY Ending March 2016		
		Results Through 2Q	Full Year Results	Initial Forecasts Through 2Q (announced on May 11)	Results Through 2Q	Full Year Forecasts
Sammy		3 titles	5 titles	3 titles	3 titles	5 titles
		62,893 units	206,775 units	75,000 units	66,130 units	165,000 units
TAIYO ELEC		2 titles	5 titles	4 titles	3 titles	6 titles
		20,062 units	34,650 units	35,000 units	13,474 units	55,000 units
Total		5 titles	10 titles	7 titles	6 titles	11 titles
		82,955 units	241,425 units	110,000 units	79,604 units	220,000 units
	Board + Frame	20,786 units	64,476 units	41,500 units	14,617 units	127,500 units
	Board	62,169 units	176,949 units	68,500 units	64,987 units	92,500 units

*New series of title is counted as one title (machines launched in the previous fiscal year/change of specification, etc. are not included).

Major Titles (Results)/ Pachinko

Brand	Title	Total Sales	Installed From
Sammy	Pachinko CR Shin-Juoh 2	33,193 units	September
Sammy	Pachinko CR TOMORROW'S JOE	16,364 units	July



"Pachinko CR Shin-Juoh 2" (Sammy)

©Sammy



"Pachinko CR TOMORROW'S JOE" (Sammy)

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Segment Results: Entertainment Contents Business

(JPY Billion)	FY Ended March 2015		FY Ending March 2016				
	Results Through 2Q	Full Year Results	Initial Forecasts Through 2Q (announced on May 11)	Results Through 2Q	YoY Change	Full Year Forecasts	YoY Change
Sales	**90.3**	**199.6**	**98.5**	**90.2**	**-**	**235.0**	**+18%**
Digital Games	27.3	55.1	34.0	25.8	-5%	87.0	+58%
Packaged Games	16.4	47.4	13.5	14.6	-11%	44.5	-6%
Amusement Machine Sales	18.6	39.3	23.0	20.6	+11%	45.0	+15%
Amusement Center Operations	17.9	36.0	18.5	18.9	+6%	36.5	+1%
Animation / Toy	9.1	19.9	8.5	9.5	+4%	20.0	+1%
Other / Elimination	1.0	1.9	1.0	0.8	-	2.0	-
Operating Income	**0.6**	**0.0**	**-2.5**	**1.5**	**+150%**	**11.5**	**-**
Digital Games	3.8	8.0	2.0	0.7	-82%	11.5	+44%
Packaged Games	-3.0	-2.7	-3.1	-0.9	-	1.3	-
Amusement Machine Sales	-0.0	-3.9	-0.4	0.2	-	0.0	-
Amusement Center Operations	0.6	0.9	0.5	1.3	+117%	0.3	-67%
Animation / Toy	-0.5	-1.7	-0.7	0.0	-	0.2	-
Other / Elimination	-0.3	-0.6	-0.8	0.2	-	-1.8	-
Operating Income Margin	0.7%	-	-	1.7%	+1.0pt	4.9%	-
Sales in Units (Thousands)	**4,100**	**12,280**	**2,120**	**3,280**	**-20%**	**7,140**	**-42%**
Same Store Sales Comparisons	**98.7%**	**100.1%**	**99.3%**	**102.2%**	**-**	**97.3%**	**-**
Domestic Facilities	**198**	**198**	**198**	**198**	**-**	**199**	**-**

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Segment Results: Entertainment Contents Business

		Summary of Results Through 2Q	Full Year Forecasts
Overall		■Profits increased due to strong performance in the amusement center operations area, achieving reduction of fixed expenses, etc. and reduced R&D costs by no such mainstay titles as released in the same period of FY2015 in the packaged games and the amusement machine sales area.	■Hold various events and implement updates in the digital games area. ■Forecast operating expenses brought-forward from the first half in the packaged games and amusement area.
Breakdown	Digital Games	■Sales and profits decreased year-on-year due to the strategic review of timing for title release and the sluggish performance of some titles, such as "**Football Manager Online**", operated in South Korea and some games for smartphone. ⇒Number of titles under service in Japan (Free-to-play only): **48 at the end of 2Q** ⇒Major new titles: "**Hortensia SAGA**," "**MONSTER GEAR**," "**Sen-no-kaizoku**," etc.	■Further development of lineup by offering new titles. ■Spurring of demand for existing titles, holding events and major updating to enhance game element. ⇒Major new titles: **"YUMEIRO CAST," "The World End Eclipse,"** etc.
	Packaged Games	■Sales decreased as sales of packaged games centered on repeat tittles. ■Loss decreased as R&D costs and advertising costs was reduced by no such mainstay titles as released in the same period of FY2015.	■Expect the release of new titles including mainstay title "**Football Manager 2016**" though the sales timing of some mainstay titles is revised. ⇒Major new titles: **"Football Manager 2016," "Ryu ga Gotoku KIWAMI,"** etc.
	Amusement Machines	■Sales increased as sales of CVT kits and new music game **"CHUNITHM"** remained strong. ■Turned to profit as fixed expenses were reduced and recording of operating expenses such as R&D costs and advertising costs were delayed until the second half of the fiscal year or later due to the change of sales timing of the mainstay title such as **"Kancolle Arcade"** to the second half of the fiscal year or later.	■Conduct the release of new products targeting a broad user base/market such as "**Nailpuri,**" etc. ■Forecast operating expenses brought-forward from the first half for new titles.
	Amusement Center Operations	■Sales and profits increased year-on-year due to favorable same-store sales which stood at 102.2%.	■Continue to enforce streamlining existing-store operations. ■Make investment for the development of new concept stores.
	Animation/ Toy	■Recorded distribution earnings from the movie "Detective Conan: Sunflowers of inferno", license revenue from TV series "Yowamushi Pedal" and its product sales revenue in the animation business. ■Conducted sales focusing on services for regular/mainstay products in the toy business.	■Develop business focusing on services for regular/mainstay products.

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Segment Results: Entertainment Contents Business

TOP 3 Titles (Digital Game)



"PHANTASY STAR ONLINE 2"
©SEGA



"CHAIN CHRONICLE – Kizuna no Shintairiku"
© SEGA



"Hortensia SAGA"
©SEGA / f4samurai

■ Major Index / Digital Games (Digital Overall)

*Sales top three title In the period of July-September 2015

		FY Ended March 2015				FY Ending March 2016	
		1Q Results	2Q Results	3Q Results	4Q Results	1Q Results	2Q Results
Domestic	Average MAU(Thousands, 3 months average)*1	6,690	5,750	5,510	5,430	5,490	7,340
	ARPMAU (JPY) *2	1,225	1,928	1,757	1,761	1,625	1,491
	Share of sales for top 3 titles *3	47.6%	52.8%	47.6%	45.4%	42.2%	40.2%
Accumulated Downloads (Thousands)	Domestic *4	48,560	55,430	61,740	68,020	75,240	79,650
	Overseas *4	81,980	118,890	138,010	160,000	179,670	200,890
	Total	130,540	174,320	199,740	228,020	254,910	280,530
Ratio of advertising expense to net sales *5		12.6%	8.8%	7.1%	8.8%	16.0%	16.8%
Noah Pass*8 KPI	Total number of users (Thousands) *6	51,930	58,960	82,600	94,730	100,750	118,370
	Average MAU(Thousands, 3 months average)*7	4,810	7,300	9,180	10,540	11,020	11,400
(Composition ratio of overseas sales)		9.4%	8.0%	6.3%	10.4%	11.8%	8.5%

Only free-to-play titles are covered for the calculation of average MAU, ARP MAU, Number of downloads (Pay-to-play models are not included).
*1.Average of MAU within each quarter.
*2.Calculated from dividing quarter digital sales (gross basis) by average MAU.
*3.Sales percentage for top 3 titles against total digital sales (gross basis) of each quarter.
*4.As of the last day of each quarter.
*5.Advertising expense percentage for total digital sales of each quarter.
*6.As of the last day of each quarter.
*7.The counting method has been changed since FY 2016 2Q.
*8.Noah Pass refers to a marketing support tool for smart devices.

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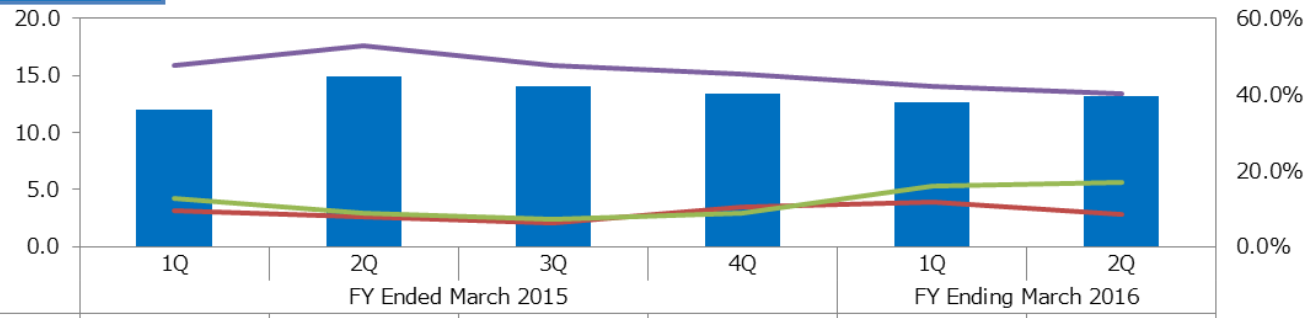
Segment Results: Entertainment Contents Business

■ Major Index / Digital Games (Digital Overall)

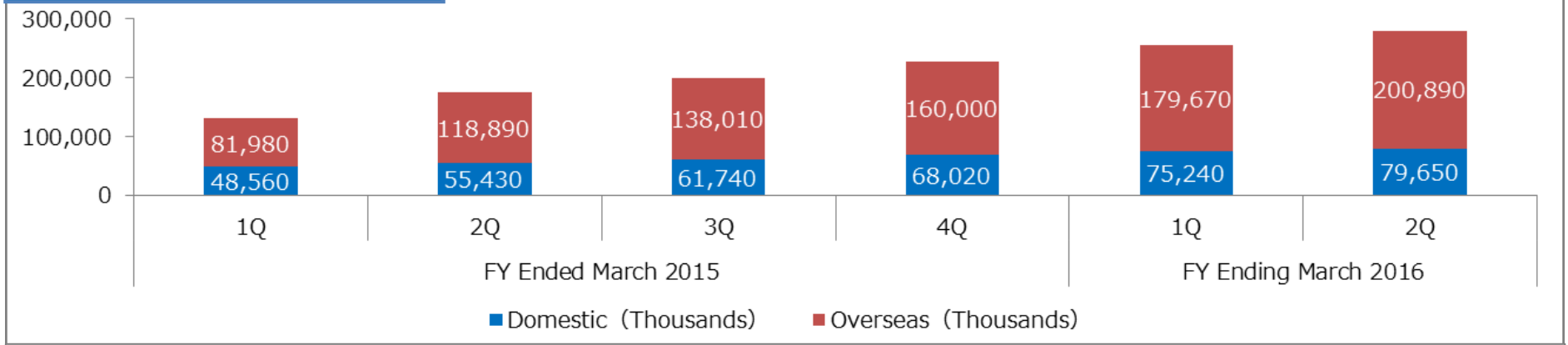


	1Q	2Q	3Q	4Q	1Q	2Q
	FY Ended March 2015				FY Ending March 2016	
Quarterly Sales (JPY billion) (left)	12.0	14.9	14.0	13.4	12.6	13.2
Composition ratio of overseas sales (%) (right)	9.4%	8.0%	6.3%	10.4%	11.8%	8.5%
Ratio of advertising expense to net sales(%) (right)	12.6%	8.8%	7.1%	8.8%	16.0%	16.8%
Share of sales for top 3 titles (%) (right)	47.6%	52.8%	47.6%	45.4%	42.2%	40.2%

*Quarter sales for FY ended March 2015 are approximate estimates (gross basis).

■ Balance of title portfolio improved as share of top 3 titles' sales decreased due to the release of new titles such as **"Hortensia SAGA," "MONSTER GEAR"** and **"Sen-no-kaizoku"** in the first half.
■ The ratio of advertising expense rose as a result of strategic injection of advertising expenses centering on new mainstay titles in the first half.

■ Accumulated download numbers



■ Continues to be on the upward trend due to the release of several new titles in the first half.

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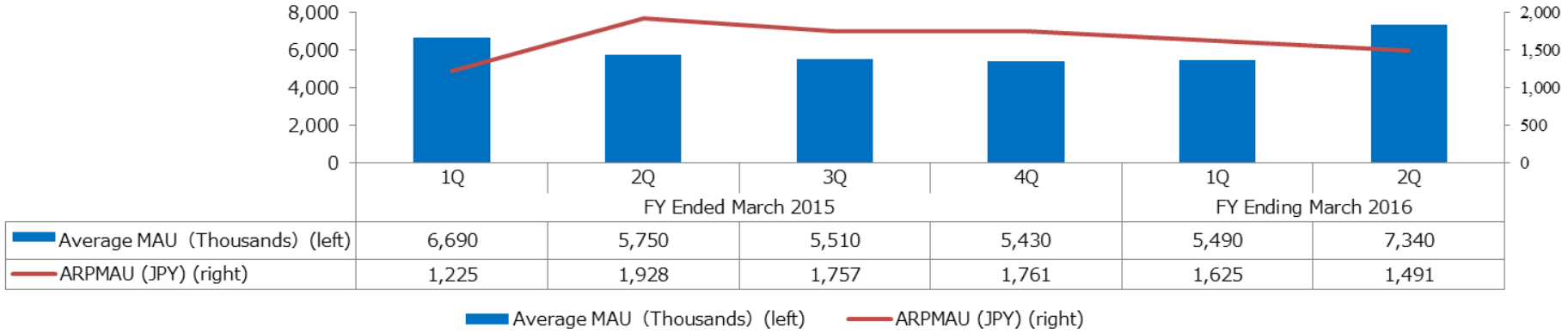
Segment Results: Entertainment Contents Business

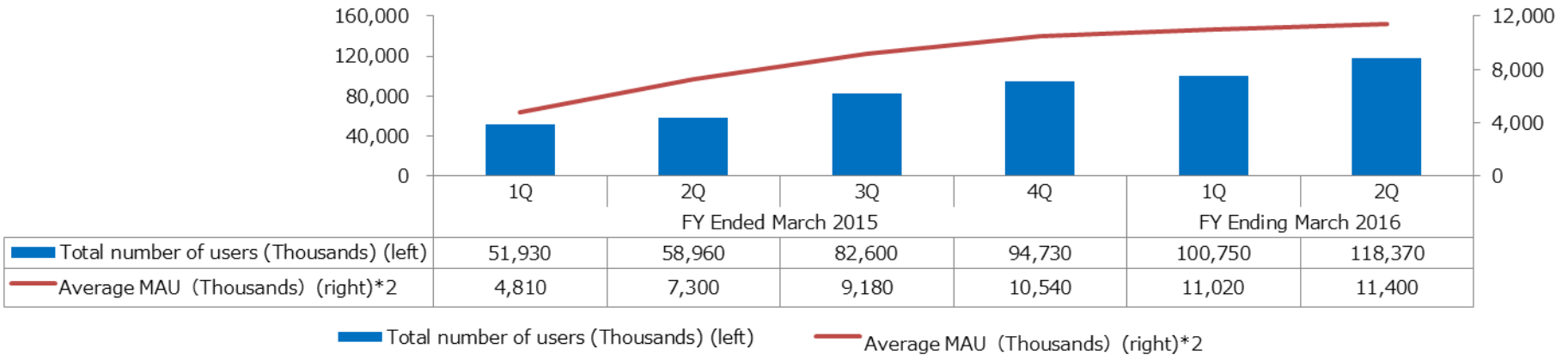
■ Major Index / Domestic titles



	FY Ended March 2015				FY Ending March 2016	
	1Q	2Q	3Q	4Q	1Q	2Q
Average MAU (Thousands) (left)	6,690	5,750	5,510	5,430	5,490	7,340
ARPMAU (JPY) (right)	1,225	1,928	1,757	1,761	1,625	1,491

■ MAU grew again due to release of new titles.

■ Major Index / Noah Pass *1



	FY Ended March 2015				FY Ending March 2016	
	1Q	2Q	3Q	4Q	1Q	2Q
Total number of users (Thousands) (left)	51,930	58,960	82,600	94,730	100,750	118,370
Average MAU (Thousands) (right)*2	4,810	7,300	9,180	10,540	11,020	11,400

*1. Noah Pass refers to a marketing support tool for smart devices. *2. The counting method has been changed since FY 2016 2Q.

■ Noah Pass users surpassed 100 million.
■ Works to gain profits with an advertisement profit business model going forward.

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Segment Results: Entertainment Contents Business

Delivery Data / Plan: Packaged Games

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

Breakdown by Region		FY Ended March 2015		FY Ending March 2016		
		Results Through 2Q	Full Year Results	Initial Forecasts Through 2Q (announced on May 11)	Results Through 2Q	Full Year Forecasts
Domestic	# of titles	3	15	4	4	14
	# of titles(SKU)	4	19	5	5	21
	Unit Sales(Thousands)	710	2,120	480	430	2,660
Overseas	# of titles	3	15	9	8	20
	# of titles(sku)	10	31	11	9	24
	Unit Sales(Thousands)	3,380	10,160	1,640	2,850	4,480
Total	# of titles	6	30	13	12	34
	# of titles(sku)	14	50	16	14	45
	Unit Sales(Thousands)	4,100	12,280	2,120	3,280	7,140



“PERSONA4 DANCING ALL NIGHT”
（Japan:June, others:September）

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“Hatsune Miku: Project Mirai DX” （May）

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Design Collaboration: Nendoroid

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Segment Results: Resort Business

(JPY Billion)		FY Ended March 2015		FY Ending March 2016				
		Results Through 2Q	Full Year Results	Initial Forecasts Through 2Q (announced on May 11)	Results Through 2Q	YoY Change	Full Year Forecasts	YoY Change
Sales		**6.6**	**14.9**	**7.0**	**7.4**	**+12%**	**18.0**	**+21%**
Operating Income		**-1.4**	**-2.3**	**-2.0**	**-1.2**	-	**-3.5**	-
Operating Income Margin		-	-	-	-	-	-	-
Phoenix Seagaia Resort	Number of visitors (Thousands)	322	643	298	287	-11%	580	-10%
	Average sale per customer (JPY)	12,982	14,481	14,626	14,912	+15%	16,383	+13%
Tokyo Joypolis	Number of visitors (Thousands)	333	614	334	395	+19%	622	+1%
	Average sale per customer (JPY)	3,342	3,426	3,394	3,466	+4%	3,413	-
Orbi Yokohama	Number of visitors (Thousands)	240	400	233	194	-19%	384	-4%
	Average sale per customer (JPY)	2,264	2,283	2,253	2,421	+7%	2,236	-2%
Paradise Casino Incheon *	Casino sales (Billion KRW)	55	109	-	51	-7%	-	-
	Number of visitors (Thousands)	29	58	-	24	-17%	-	-

* Paradise Casino Incheon is operated by PARADISE SEGASAMMY Co., Ltd., an equity method affiliate of our company.
* Figures for Paradise Casino Incheon are recorded with three months delay.

Summary of Results Through 2Q

Domestic

■ Visitors to "**Phoenix Seagaia Resort**" decreased 11% year-on-year.
⇒The number of visitors increased 7% when the data of closed facilities is excluded such as "**Phoenix bowl**" and "**Sun Hotel Phoenix**".
⇒ Average sale per customer increased 15% mainly due to the increase of visitors to "**Sheraton Grande Ocean Resort**".
■ Visitors to "**Tokyo Joypolis**" increased 19% year-on-year.
⇒ Average sale per customer increased 4%.
■ Visitors to "**Orbi Yokohama**" decreased 19% year-on-year.
⇒ Average sale per customer increased 7%.

Overseas

■ Net sales of "**Paradise Casino Incheon**", a casino facility in Incheon, South Korea, decreased 7% year-on-year due to influence of MERS, etc.
■ Opened "**QINGDAO JOYPOLIS**" in Qingdao, China in July 2015.

Full Year Forecasts

■ For "**Phoenix Seagaia Resort**", implement sales promotion measures such as a golf event.
⇒Visitors is expected to decrease due to the closure of "**Sun Hotel Phoenix**".
■ For "**Tokyo Joypolis**", work to strengthen operating capability by collaborating with well-recognized contents, etc.
■ For "**Orbi Yokohama**", work to improve the number of visitors by introducing new video contents, etc.
■ Implement licensing out and open "**Orbi Osaka**" in Osaka (Plan: February 2016).

■ Work on the construction of the integrated resort "**PARADISE CITY**", scheduled to open in the first half of 2017.
■ Implement licensing out and open "**Shanghai Joypolis**" in Shanghai (Plan: Spring 2016).

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Segment Results: Resort Business

	Summary of Results Through 2Q	Full Year Forecasts
"**Phoenix Seagaia Resort**"	 	 
	■Held events such as "**Illumination Pool**" in summer and "**Organic Night Market**" in autumn.	■To hold "**2015 Dunlop Phoenix Tournament**". ■To hold "**Countdown Fireworks**" on New Year's Eve.
"**Tokyo Joypolis**"	 	 
	■Strengthened contents production capability such as collaborating with "**attack on titan**". ■"**QINGDAO JOYPOLIS**" is opened in Qingdao, China.	■To strengthen contents production capability through collaborating with "**Tokyo Ghoul × JOYPOLIS**". ■To hold an event "**SID**".
"**Orbi Yokohama**"	 	 
	■Launched a new program "**Roxy's Island Adventure**" and held a summer holiday event, "**MinatomiraiZoo**".	■To hold various Halloween programs and "**Aurora**" events in winter holiday. ■To develop kids, birthday and party plan.

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Segment Results: Resort Business

■ Construction progress of PARADISE CITY, South Korea's first full-fledged integrated resort

＜Construction progress (as of September 30, 2015)＞



＜Image after completion ＞
(scheduled to open in the first half of 2017)



＜Image of location＞



＜Overview＞

Facility name	PARADISE CITY
Operating company	PARADISE SEGASAMMY Co.,Ltd.
Facility address	IBC-1 2nd Phase District, Woonseo-dong, Jung-gu, Incheon, Republic of Korea
Site area	330,000㎡
Investment amount	Approx. 1,300 billion KRW (amount invested by Sega Sammy: 142.9 billion KRW; shareholding ratio: 45%)
Facility composition	・Casino (table games: 160 units, electronic table games: 388 units, slot machines: 350 units) ・Hotel (711 rooms; additional facilities: restaurant, banquet hall, indoor and outdoor pools, etc.) ・Commercial facility, cultural center ・Upscale spa (hot bath facility) ・Boutique hotel (103 rooms; additional facilities: fitness center)
Opening	Scheduled for First half of 2017

＜Overview of Incheon International Airport

■ Number of users: 41.67 million (2013)

■ Terminal 2, which will be able to accommodate 18 million passengers, is scheduled for completion in 2017

＜Access to PARADISE CITY＞

■ 5-minute drive from Incheon International Airport
⇒ Free shuttle bus service to be arranged
⇒ Directly connected to a Maglev train station (currently under trial operation)

■ Also a 5-minute drive from Incheon IC on the expressway

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Future Activities

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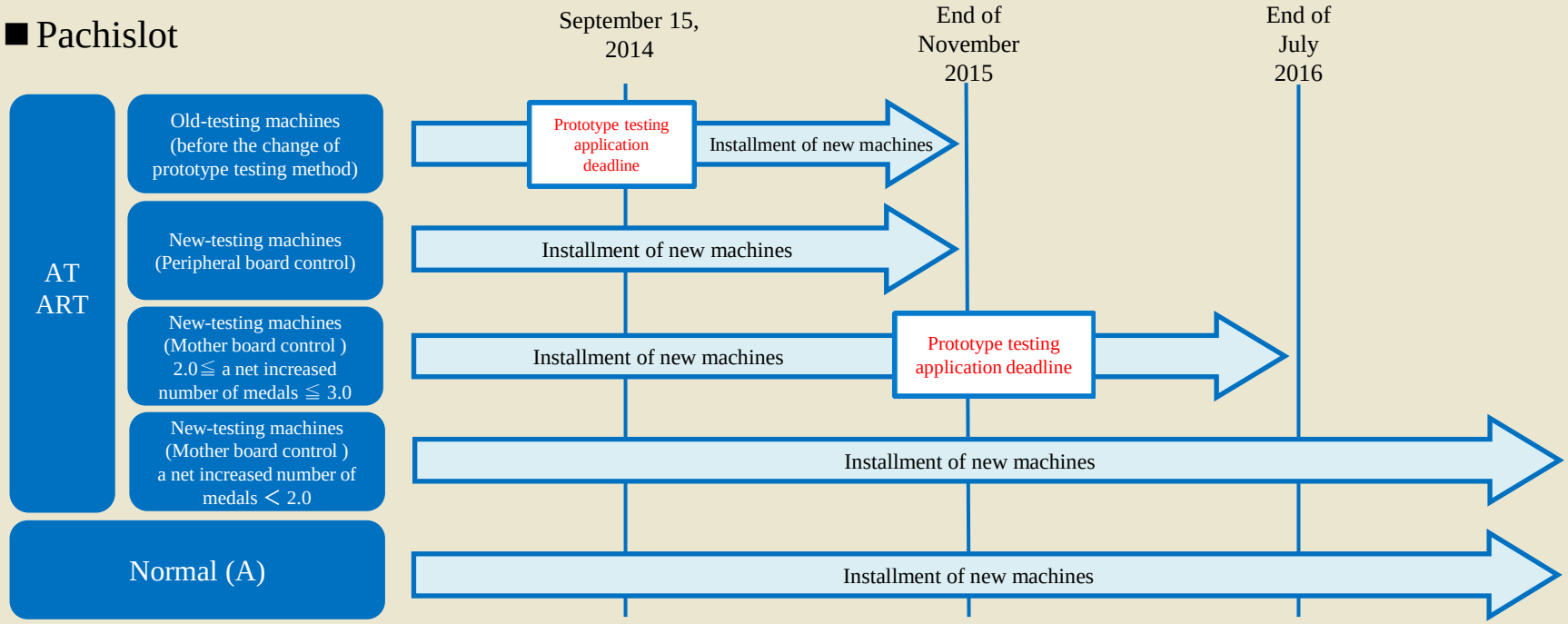
Trend of Regulations and Such for Pachislot Machines

For Pachislot Machines



■ Gradual implementation of voluntary regulations, etc.
From December 2015 onward ⇒ Complete transition to mother board control.
From August 2016 onward ⇒ Limit the net coin increase of AT/ART machines to less than 2.0 coins per game.

■ Transition to newer-format machines is slow as operations of old-testing machines are strong.

■ Efforts for expanding users including new users and light users are required going forward.

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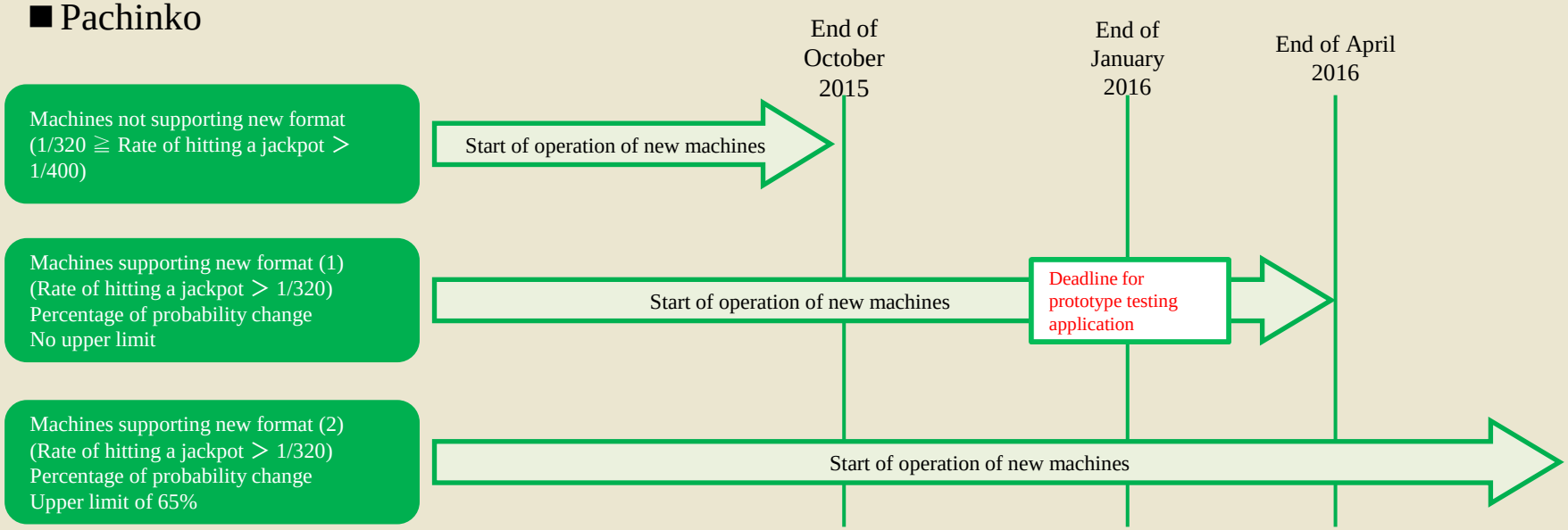
Trend of Regulations and Such for Pachinko Machines

For Pachinko Machines

■ Pachinko



■ Gradual implementation of voluntary regulations, etc.

From November 2015 onward ⇒ Change of the lower limit of the rate of hitting a jackpot from the traditional 1/400 to 1/320 (already implemented).
From May 2016 onward ⇒ Change the upper limit of probability change and retention rate of time shortening to 65%.

■ Sales market of new machines may temporarily weaken in or after the second half of the fiscal year ending March 2016.

■ Efforts for expanding users including new users and light users are also required going forward, as is the same for pachislot machines.

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Progress in Entertainment Contents Business in the first half of the fiscal year (mainly for digital games)

■ Market environment in the first half of the fiscal year and its impact on Sega Sammy, etc.

- Market environment: Users sought higher levels in quality.
- Impact on Sega Sammy: Lengthening of development period was accelerated due to quality competition. Some titles were not able to meet user needs.

■ Recent progress

- Recent progress in digital games
  ⇒ Delaying trends in title releases due to lengthening of development period have also caused delays in overseas development as well as in domestic development.
  ⇒ Some titles such as overseas PC online game “Football Manager Online” and some mobile titles have shown weak performance after launch of services.

- Recent progress in other fields
  ⇒ Delaying trends in releasing of mainstay titles also seen for packaged games and amusement machines.

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Measures in Entertainment Contents Business for the second half of the fiscal year (mainly for digital games)

■ Future measures

➢ Promptly implement measures for improving operations of existing mainstay titles in digital games.
⇒ “Puyopuyo!! Quest” which was updated in advance in October quickly improved ranking.

⇒ Implement large-scale updates sequentially for other mainstay titles.

⇒ Large-scale update of “PHANTASY STAR ONLINE 2” in January 2016 to implement Episode4.
Accelerate acquisition of potential users by launching PS4-compatible version in 2016.







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Structure Reform

Current status and future direction of the structure reform

■ Start “business” structure reform

- Transition from cost structure reform, which has been pressed ahead with focus on reduction of fixed expenses, to business structure reform.
- Business structure reform is mainly comprised of reviewing the group business structure and improving the business process in each business field.

■ Partial implementation of reform in the Pachislot and Pachinko Machines Business

- Consolidation of functions which were dispersed.
- Change in the system of development and production by consolidating development/production structure.
  - Development structure: Consolidate in Ikebukuro
  - Production structure: Consolidate in Kawagoe

■ Clarify positions of each business in the group while drawing up measures to thoroughly improve processes in all businesses

- Categorize businesses into a field of growth, a field to maintain, a field to withdraw/downsize, etc. after comprehensively verifying potentials beyond their short-term profitability.
- Review the business portfolio based on the results of verification and categorization.

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Appendix

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1. Supplementary Information on the Market

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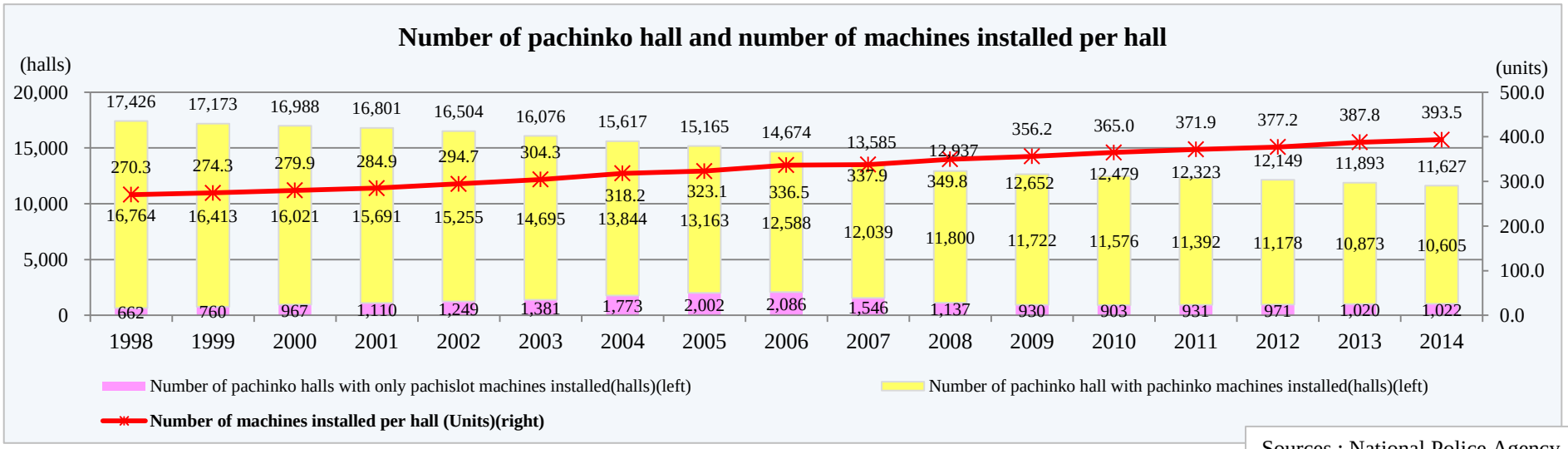
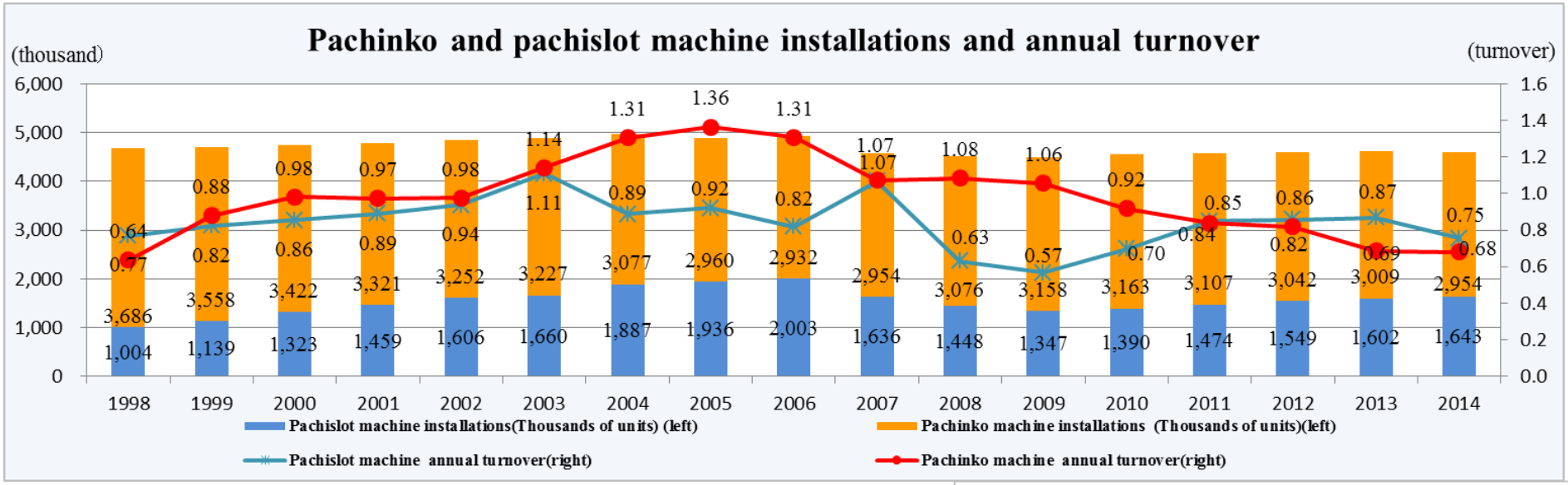
Pachinko and Pachislot Machine Markets



Sources : National Police Agency



Sources:National Police Agency and Yano research Institute Ltd.

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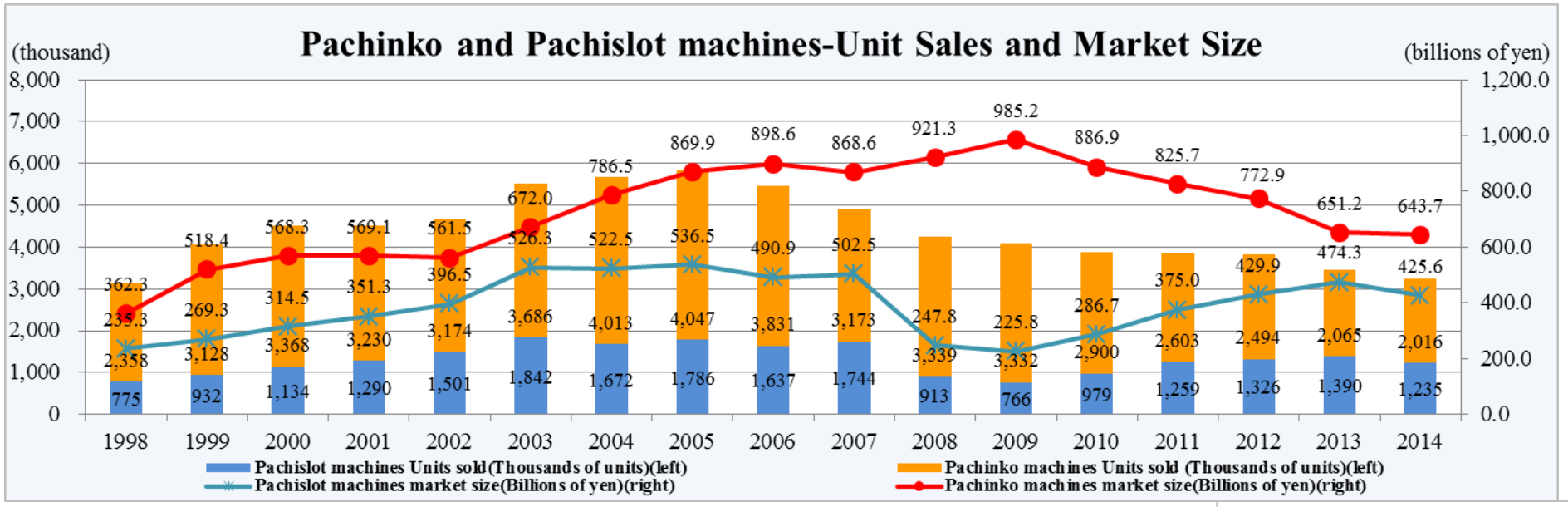
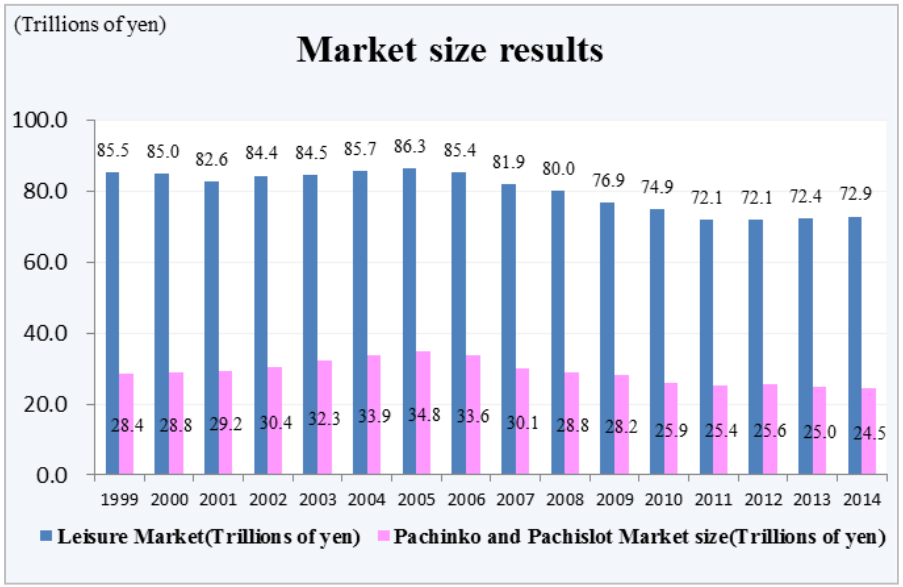
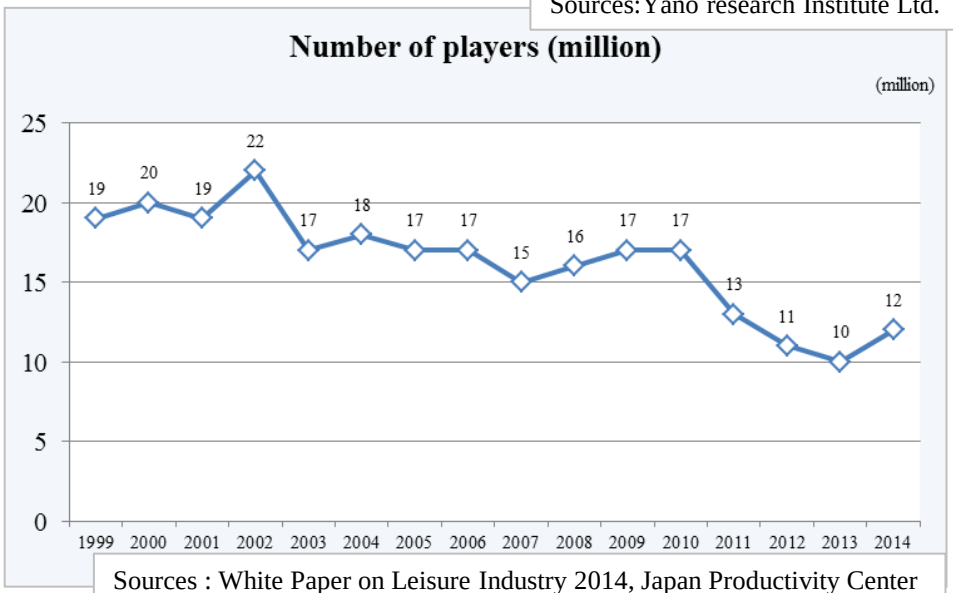
Pachinko and Pachislot Machine Markets



Sources:Yano research Institute Ltd.





Sources : White Paper on Leisure Industry 2014, Japan Productivity Center

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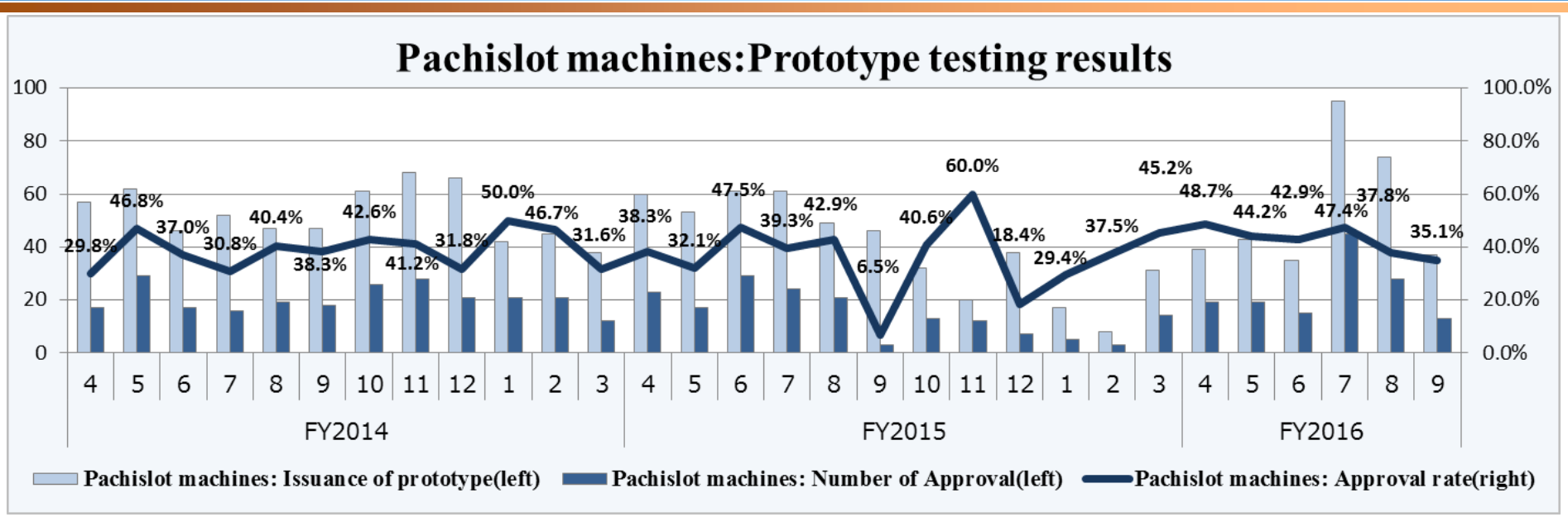
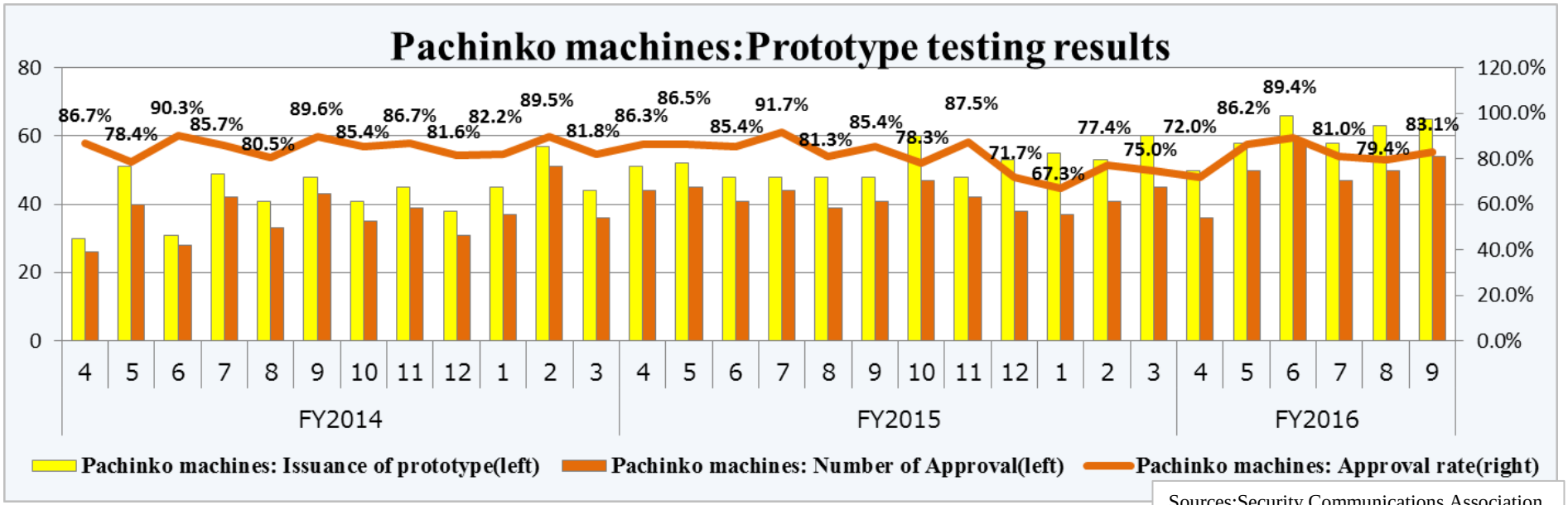
Pachinko and Pachislot Machine Markets





Sources:Security Communications Association

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Pachislot / Pachinko Sales Share

Share of Annual Pachislot Machine Sales

	2010			2011			2012			2013			2014		
Rank	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share
1	**Sammy**	**302,270**	**30.9%**	**Sammy**	**300,866**	**23.9%**	U Company	236,000	17.8%	**Sammy**	**301,575**	**21.7%**	**Sammy**	**207,828**	**16.8%**
2	D Company	117,000	11.9%	D Company	200,000	15.9%	**Sammy**	**202,221**	**15.3%**	U Company	215,000	15.5%	U Company	205,000	16.6%
3	S Company	116,424	11.9%	Y Company	196,000	15.6%	Y Company	193,000	14.6%	H Company	120,000	8.6%	D Company	128,000	10.4%
4	H Company	111,000	11.3%	U Company	172,000	13.7%	D Company	186,000	14.0%	S Company	116,291	8.4%	Y Company	108,000	8.7%
5	U Company	103,000	10.5%	S Company	96,158	7.6%	K Company	110,000	8.3%	D Company	102,000	7.3%	H Company	92,763	7.5%

Share of Annual Pachinko Machine Sales

	2010			2011			2012			2013			2014		
Rank	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share
1	S Company	653,000	22.5%	K Company	485,000	18.6%	S Company	544,000	21.8%	K Company	349,000	17.0%	S Company	330,000	16.4%
2	S Company	424,533	14.6%	S Company	360,805	13.9%	K Company	507,000	20.3%	S Company	315,000	15.4%	S Company	329,892	16.4%
3	**Sammy**	**343,188**	**11.8%**	**Sammy**	**332,288**	**12.8%**	H Company	252,000	10.1%	S Company	291,967	14.3%	K Company	308,000	15.3%
4	K Company	322,000	11.1%	S Company	332,000	12.8%	N Company	250,000	10.0%	**Sammy**	**200,225**	**9.8%**	H Company	252,103	12.5%
5	N Company	296,000	10.2%	N Company	255,000	9.8%	**Sammy**	**216,860**	**8.7%**	H Company	197,000	9.6%	**Sammy**	**242,847**	**12.0%**

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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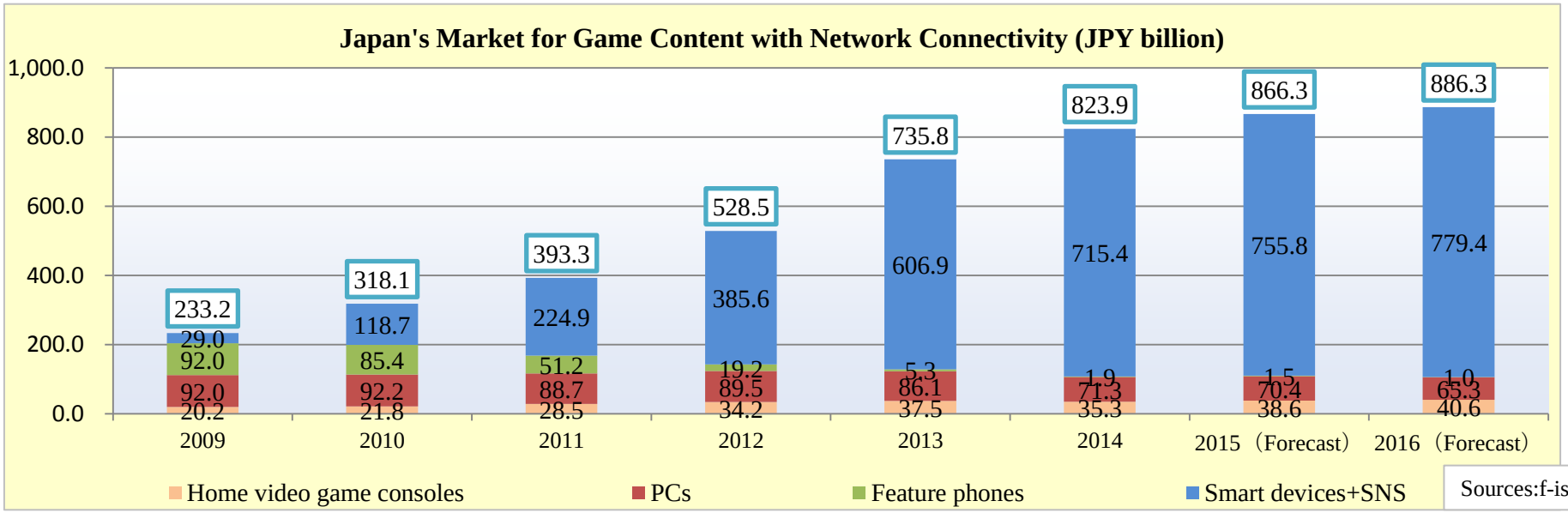
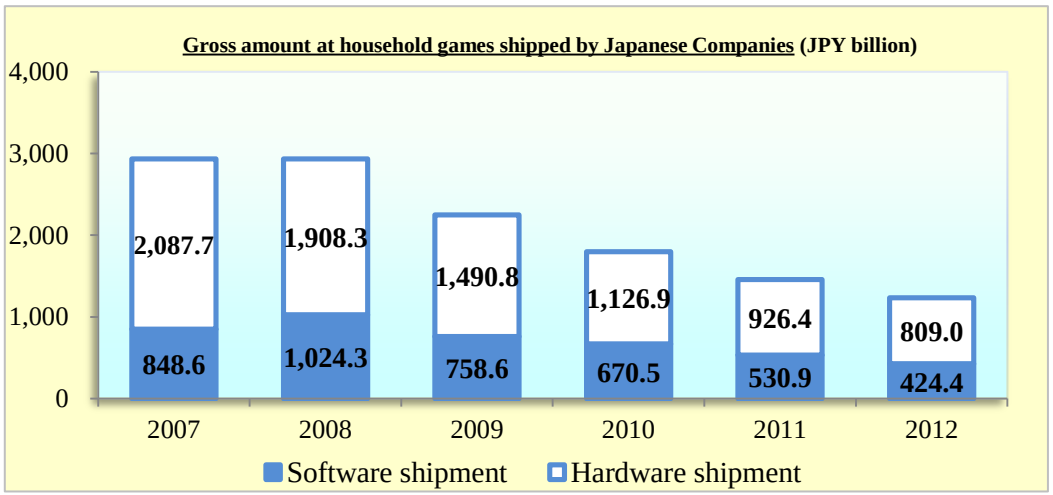
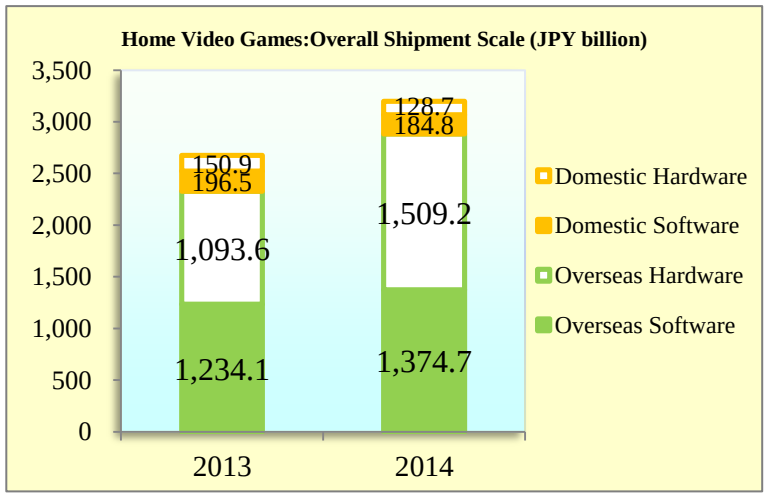
Packaged and Digital Game Market Data

Home Video Game and Online Game Markets Scale



Sources:f-ism





Source: CESA Games White Paper *Chart is separated from 2013 due to the change of collection method of the data.

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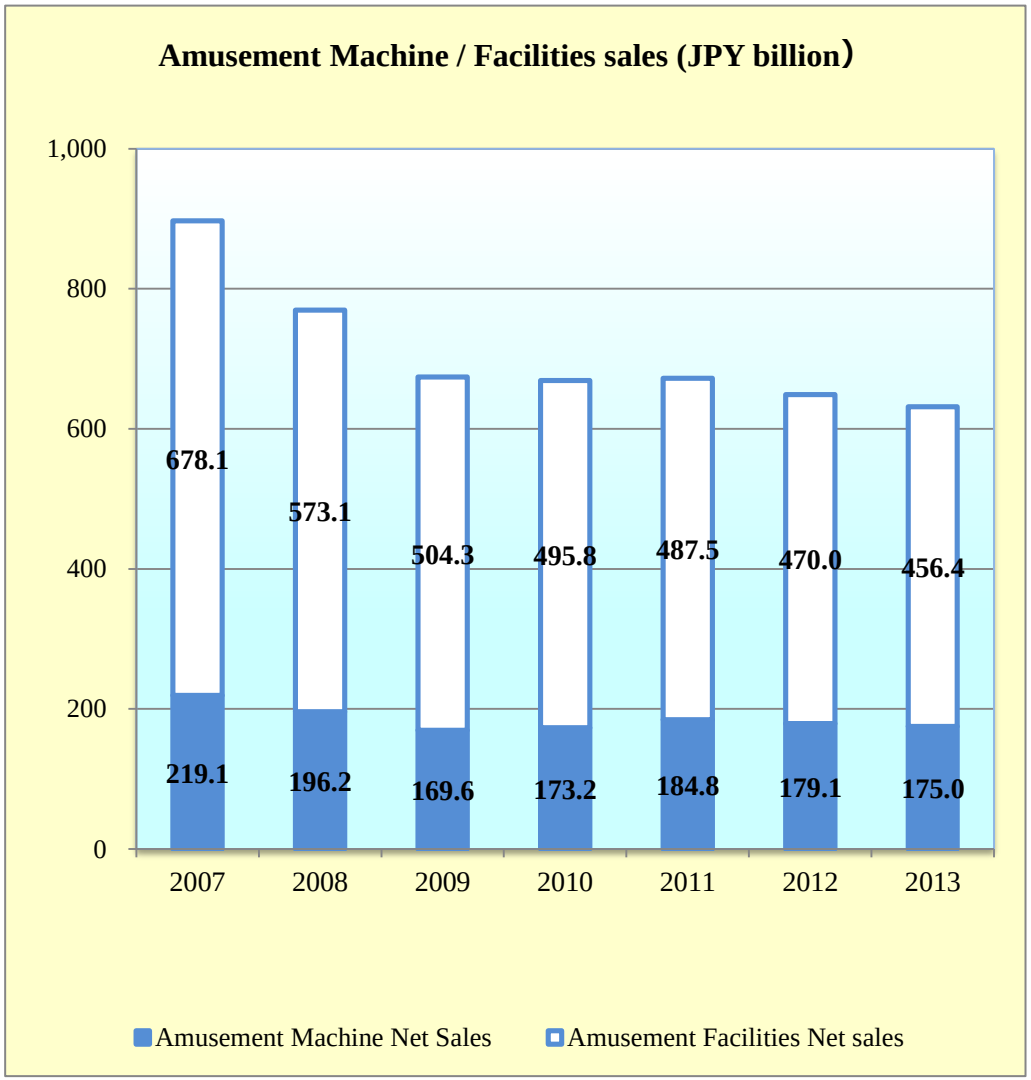
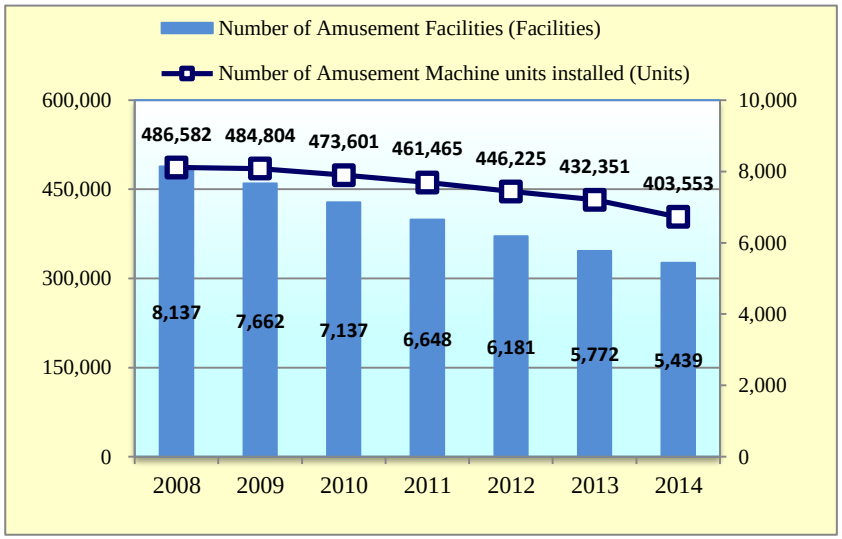
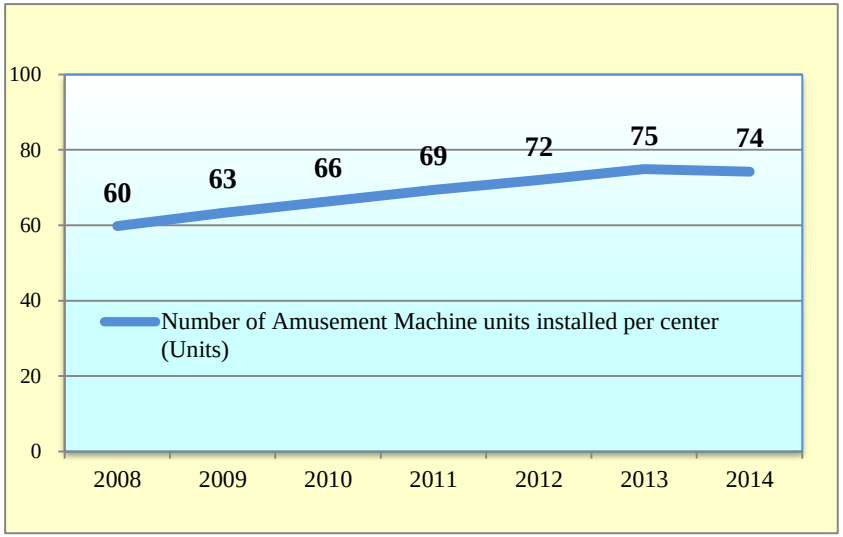
Amusement Market Data

Amusement Machine and Amusement Center Operations Markets Scale







Source: JAIA, National Police Agency

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2. Supplementary Information on the Business

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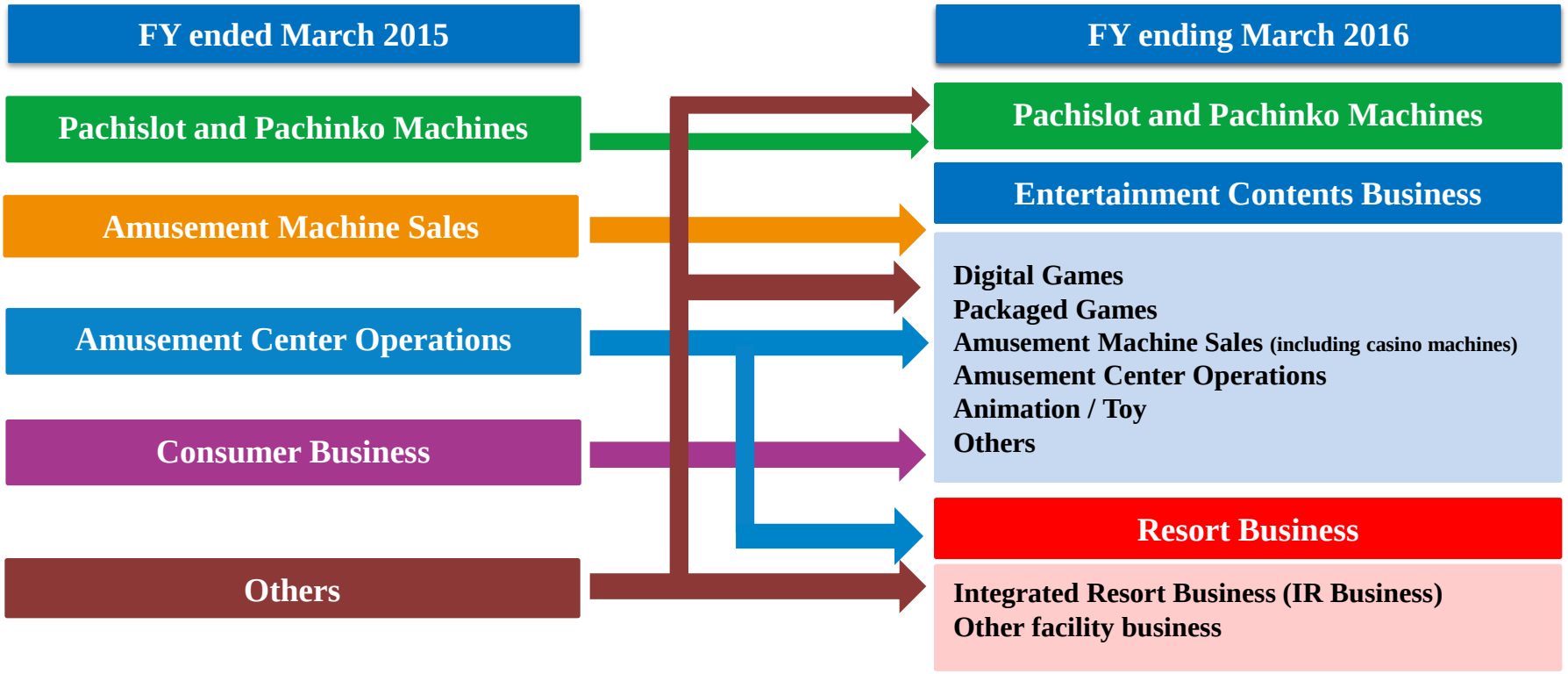
Changes to Business Segment and Accounting Policy

(1) Change to Business segment



(2) Change to Accounting policy (From FY ending March 2016)

Recording of net sales has been changed from net basis to gross basis.
Recording of net sales has been changed from shipment basis to delivery basis.

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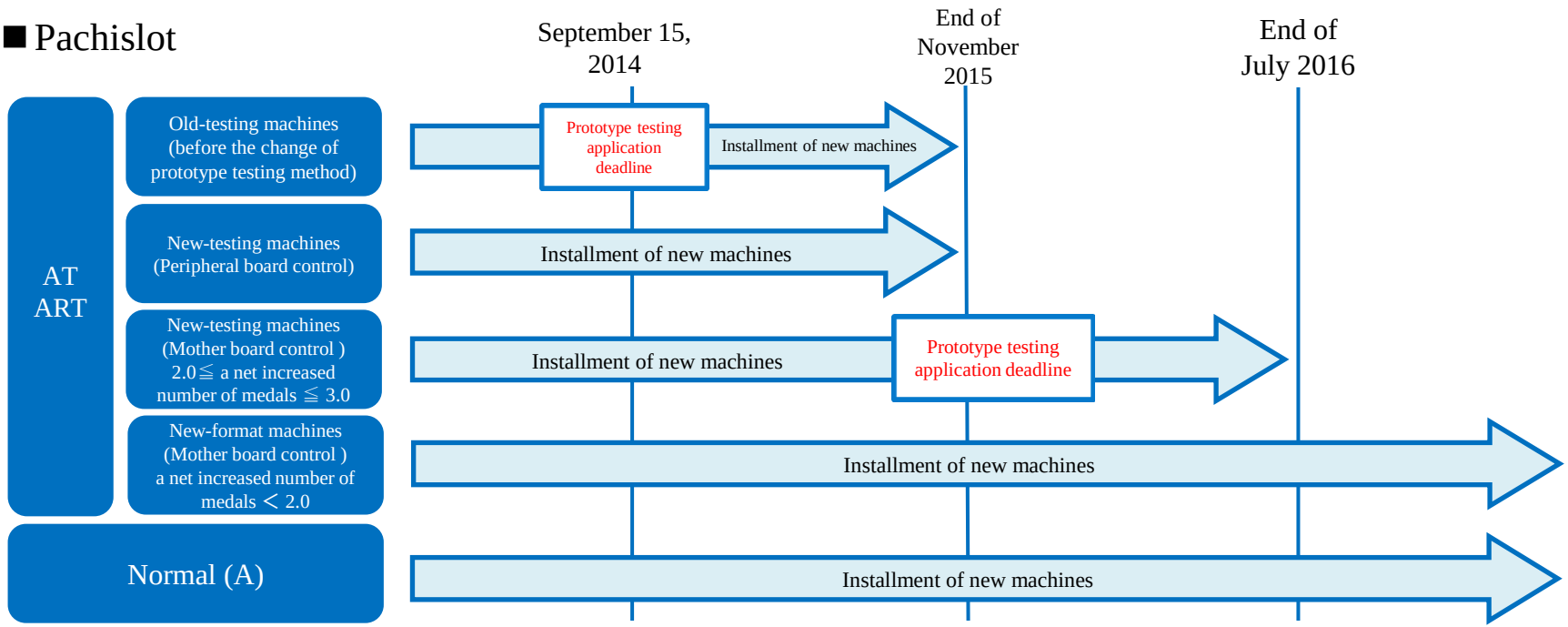
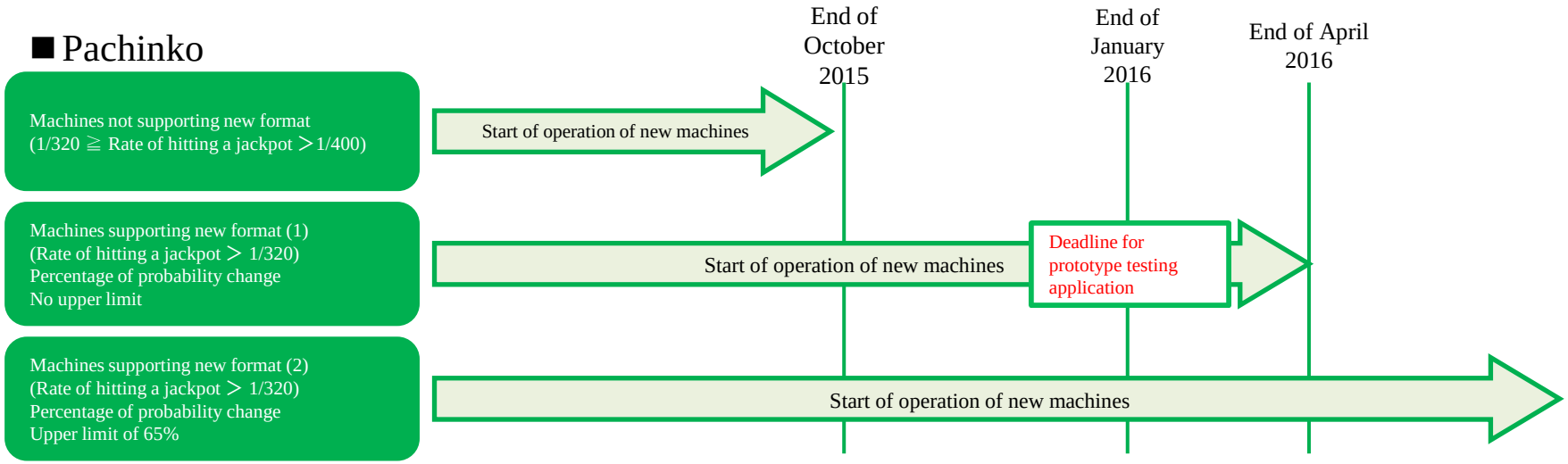
Supplement (Deadline for pachislot and pachinko machines' prototype testing application/deadline for installment of new machines)

■ Pachislot



■ Pachinko



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■ Pachislot

	Normal (A)	A+ART (Combined)	AT･ART
Market Share	Sales: Approx. 16.7% Installment: Approx. 33.4%	Sales: Approx. 7.7% Installment: Approx. 5.9%	Sales: Approx. 75.9% Installment: Approx. 60.7%
Features	Machine type that increases put-out medals only with bonus	Combined machine type that increases put-out medals with both bonus and ART	Machine type that increases put-out medals only with AT and ART
Our company's products (launch year)	Pachislot ALIYAN BEGINS (2011)	Pachislot Psalms of Planets Eureka SeveN (2009)	Pachislot ALADDINA Ⅱ (2015)

■ Pachinko

	Max	Middle	Light-middle	Light/Easy-to-win, etc.
Market Share	Sales: Approx. 54.4% Installment: Approx. 33.9%	Sales: Approx. 6.5% Installment: Approx. 14.4%	Sales: Approx. 14.3% Installment: Approx. 12.7%	Sales: Approx. 24.8% Installment: Approx. 39.0%
Approximate probability of hitting a jackpot	Approx. 1/400 ~ 1/370	Approx. 1/370 ~ 1/260	Approx. 1/260 ~ 1/180	Approx. 1/180 ~
Features	Probability of hitting the jackpot is lowest, but can win more ball pay-out than other types.	Probability of hitting the jackpot is higher than that with Max, but cannot win as many balls pay-out as Max type.	Probability of hitting the jackpot is higher than that with Middle, but cannot win as many balls pay-out as Middle type.	Probability of hitting the jackpot is high, but cannot win many balls pay-out
Our company's products (launch year)	CR Hokuto No Ken 6 Ken-ou (2014)	Pachinko CR Bakemonogatari (2014)	CR GAMERA (2015)	Dejihane CR Bakemonogatari (2015)

*Sales share is calculated using our company's estimates for January 2015 to the end of September 2015 and installment share is calculated using that for September 30, 2015.

*AT=Assist Time. ART=Assist Replay Time.

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Business Composition of the Entertainment Contents Business

Digital Games	Packaged Games	Amusement Machine Sales	Amusement Center Operations	Animation / Toy
• Planning / development / operation of PC online games • Planning / development / operation of games for smart devices	• Planning / development / sales of game software for home video game consoles	• Development / production / sales, etc. of amusement machines • Development / production / sales of casino machines	• Planning / development / operation of amusement centers and darts bars	• Production / sales / distribution / export of animation works • Planning / production / sales of toys



“PHANTASY STAR ONLINE 2”

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“CHAIN CHRONICLE – Kizuna no Shintairiku”

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“Ryu ga Gotoku 0: Chikai no Basho”

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“Sonic Boom Series”

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“UFO Catcher 9”

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『StarHorse3 Season Ⅲ CHASE THE WIND』

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“SEGA LaLaport FUJIMI“

©SEGA ENTERTAINMENT Co. Ltd.



“KidsBee “

©SEGA ENTERTAINMENT Co. Ltd.



“LUPIN THE 3rd”

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“Jewel Watch”

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Resort Business

Major initiatives taken in the Resort Business

- Facility name: Phoenix Seagaia Resort
- Location: Miyazaki prefecture (Miyazaki City)
- Operating company: PHOENIX RESORT CO.,LTD.
- Overview: Resort facility which holds accommodation facilities such as “Sheraton Grande Ocean Resort,” a world-class convention center with maximum capacity of 5,000 people and sports facilities including one of Japan’s most renowned golf course “Phoenix Country Club”



- Facility name: Joypolis
- Location: Tokyo (Odaiba), Osaka (Umeda) , Qingdao (China)
- Operating company: SEGA LIVE CREATION Inc.
- Overview: One of the largest indoor theme parks in Japan produced under the concept of “DigitaReal” meaning fusion of “digital” and “real”



- Facility name: Orbi
- Location: Kanagawa prefecture (Minato Mirai)
- Operating company: SEGA LIVE CREATION Inc.
- Overview: Various scenes on the earth are recreated by combining footage of BBC EARTH and SEGA’s entertainment technologies. Completely new type of museum where visitors can feel the mystery of nature throughout their bodies



- Facility name: Paradise Casino Incheon / PARADISE CITY
- Location: South Korea (Incheon)
- Operating company: PARADISE SEGASAMMY Co., Ltd.
- Overview: Operation of Paradise Casino Incheon, South Korea’s first casino exclusively for foreigners which opened in 1967, and development of PARADISE CITY, South Korea’s first full-fledged integrated resort which is scheduled to open in the first half 2017



- Facility name: (to be determined)
- Location: South Korea (Busan Metropolitan City)
- Operating company: SEGASAMMY Busan Inc.
- Overview: Development and operation of large resort complex facility comprised of a hotel, entertainment and commercial facilities, etc., in Busan Metropolitan City, South Korea



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Past Operating Results (Former Segment basis)

From FY Ended March 2005 to FY Ended March 2015

*The data in this page can be downloaded from following URL.
(http://www.segasammy.co.jp/english/ir/library/pdf/settlement/2015/e_201503_4q_transition.xls)
※The counting rules for the number of facilities have been changed from fiscal year ending March 2014

(JPY billion)		FY Ended March 2005	FY Ended March 2006	FY Ended March 2007	FY Ended March 2008	FY Ended March 2009	FY Ended March 2010	FY Ended March 2011	FY Ended March 2012	FY Ended March 2013	FY Ended March 2014		FY Ended March 2015	
		Full Year Results	Full Year Results	Full Year Results	Full Year Results	Full Year Results	Full Year Results	Full Year Results	Full Year Results	Full Year Results	Results Through 2Q	Full Year Results	Results Through 2Q	Full Year Results
	Net Sales	515.6	553.2	528.2	458.9	429.1	384.6	396.7	395.5	321.4	162.2	378.0	154.2	354.9
Breakdown	Pachislot and Pachinko Machines	280.1	265.6	211.5	145.5	161.6	160.3	212.0	212.1	142.2	71.2	181.8	60.6	149.1
Breakdown	Amusement Machines Sales	63.3	71.5	75.4	71.0	61.9	45.1	47.2	49.9	39.1	18.0	38.6	18.0	39.6
Breakdown	Amusement Center Operations	83.1	106.2	103.8	91.2	71.3	54.7	45.6	44.6	42.7	21.9	43.2	20.8	41.4
Breakdown	Consumer Business	65.3	90.3	119.5	141.7	131.3	121.5	88.8	85.6	83.8	43.8	99.8	48.2	111.0
Breakdown	Other	23.7	19.4	17.8	9.3	2.9	2.8	2.8	3.0	13.4	7.1	14.5	6.4	13.6
	Operating Income	105.0	119.1	76.5	-5.8	8.3	36.7[31.0]	68.7	58.3	19.0	12.3	38.5	3.4	17.6
Breakdown	Pachislot and Pachinko Machines	103.9	99.8	71.1	8.4	14.5	29.5	64.2	71.0	23.5	15.1	45.2	7.3	25.7
Breakdown	Amusement Machines Sales	7.4	12.1	11.6	7.1	6.8	7.0[5.4]	7.3	7.4	1.9	-0.0	-1.2	0.1	-2.5
Breakdown	Amusement Center Operations	5.4	9.2	0.1	-9.8	-7.5	-1.3[-1.4]	0.3	0.3	1.1	0.2	0.0	-0.2	-0.9
Breakdown	Consumer Business	-8.8	1.9	1.7	-5.9	-0.9	6.3[2.4]	1.9	-15.1	-0.7	1.1	2.0	0.9	4.0
Breakdown	Other	-0.5	-1.7	-1.3	-0.0	-0.3	0.3	0.0	0.2	-0.4	-0.4	-1.2	-1.0	-2.0
Breakdown	Eliminations	-2.3	-2.3	-6.7	-5.5	-4.9	-5.2	-5.1	-5.4	-6.3	-3.6	-6.4	-3.7	-6.5
	Operating Margin	20.4%	21.5%	14.5%	-	1.9%	9.5%[8.1%]	17.3%	14.7%	5.9%	7.6%	10.2%	2.2%	5.0%
	Ordinary Income	104.4	119.5	81.2	-8.2	6.6	35.9[30.2]	68.1	58.1	20.9	14.2	40.5	3.3	16.9
	Ordinary Income Margin	20.2%	21.6%	15.4%	-	1.5%	9.3%[7.9%]	17.2%	14.7%	6.5%	8.8%	10.7%	2.1%	4.8%
	Net Income	50.5	66.2	43.4	-52.4	-22.8	20.2[14.5]	41.5	21.8	33.4	11.3	30.7	-2.0	-11.2
	Net Income Margin	9.8%	12.0%	8.2%	-	-	5.3%[3.8%]	10.5%	5.5%	10.4%	7.0%	8.1%	–	–
	R&D expense / content production expense *3	41.5	36.3	52.1	65.3	59.6	41.5[47.2]	41.1	53.3	45.2	25.1	59.2	28.4	67.6
	Cap-ex	32.4	38.5	36.6	50.4(*1)	26.6	16.1	19.6	36.1	32.8	22.6	38.1	14.7	28.7
	Depreciation *4	17.7	21.8	28.0	45.6(*2)	26.6	17.1	15.9	16.1	18.1	7.5	16.1	8.1	17.6
	Advertising *5	11.8	18.9	22.2	22.8	20.7	20.7	15.1	17.2	13.1	7.6	16.0	10.0	19.1
	# of pachislot titles	9 titles	14 titles	17 titles	22 titles	19 titles	12 titles	10 titles	11 titles	8 titles	3 titles	9 titles	4 titles	6 titles
	Unit sales	676,933 units	607,106 units	523,422 units	380,688 units	123,286 units	162,932 units	302,270 units	300,866 units	202,221 units	143,171 units	301,575 units	92,998 units	207,828 units
	# of pachinko titles	8 titles	8 titles	14 titles	9 titles	12 titles	13 titles	12 titles	14 titles	14 titles	4 titles	10 titles	9 titles	14 titles
	Unit sales	233,049 units	288,895 units	132,981 units	108,184 units	391,831 units	360,171 units	343,188 units	332,288 units	216,860 units	54,955 units	200,225 units	86,453 units	242,847 units
	Same Store Sales Comparisons	98.5%	103.3%	95.8%	89.0%	92.4%	91.7%	99.3%	100.5%	93.8%	95.0%	96.1%	98.7%	100.1%
	Domestic Facilities	477 facilities	462 facilities	449 facilities	363 facilities	322 facilities	260 facilities	249 facilities	241 facilities	236 facilities	202 facilities	198 facilities	198 facilities	198 facilities
	# of game software titles	- (84)	- (122)	- (140)	80 (138)	78 (122)	66 (105)	51 (71)	45 (86)	25 (49)	8 (8)	21 (32)	6(14)	30 (50)
	Sales (Thousand units)	11,790	16,400	21,270	26,990	29,470	26,750	18,710	17,240	10,780	3,230	8,730	4,100	12,300

* Numbers shown in parentheses are based on previous accounting policy (For reference, unaudited).
* Number of titles reflects products which begin sales in the period (Numbers shown in parentheses are based on SKU).

(* 1): Includes rental assets of 17.1 billion Yen (full year). (* 2): Includes rental assets of 17.3 billion Yen (full year).

*3 In the fiscal year ended March 2014 and after, amortization cost of digital titles is included in R&D expense (Up to the fiscal year ended March 2013, it was included in depreciation).
*4 In the fiscal year ended March 2014 and after, amortization cost of digital titles is not included in depreciation (In the fiscal year ended March 2014 and after, it is included in R&D expense/content production expense).
*5 In the fiscal year ended March 2014 and after, advertising expenses are included in cost (Up to the fiscal year ended March 2013, only selling, general and administrative (SG&A) expenses were included in cost).

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Past Operating Results（New Segment basis）

From FY Ended March 2015～

*The data in this page can be downloaded from following URL.
(http://www.segasammy.co.jp/english/ir/library/pdf/settlement/2016/e_201603_2q_transition.xls)

(JPY billion)		FY Ended March 2015			FY Ending March 2016	
		Results Through 1Q	Results Through 2Q	Full Year Results	Results Through 1Q	Results Through 2Q
	Net Sales	90.0	158.1	366.8	52.9	154.3
Breakdown	Pachislot and Pachinko Machines	47.2	61.1	152.1	7.6	56.6
Breakdown	Entertainment Contents	39.9	90.3	199.6	41.8	90.2
Breakdown	Resort	2.8	6.6	14.9	3.4	7.4
	Operating Income	8.9	2.7	17.4	-9.4	5.7
Breakdown	Pachislot and Pachinko Machines	12.5	7.0	25.7	-6.7	8.5
Breakdown	Entertainment Contents	-1.3	0.6	0.0	-0.7	1.5
Breakdown	Resort	-0.7	-1.4	-2.3	-0.5	-1.2
Breakdown	Other / Elimination	-1.4	-3.5	-6.0	-1.3	-3.1
	Operating Margin	9.9%	1.7%	4.7%	-	3.7%
	Ordinary Income	9.6	2.6	16.8	-8.7	5.8
	Ordinary Income Margin	10.7%	1.6%	4.6%	-	3.8%
	Profit attributable to owners of parent	5.1	-2.8	-11.3	-7.9	0.9
	Net Income Margin	5.7%	-	-	-	0.6%
	R&D expense / content production expense	12.4	28.4	67.6	12.8	24.7
	Cap-ex	6.9	14.7	28.7	6.8	12.5
	Depreciation	4.0	8.1	17.6	4.1	8.2
	Advertising	4.1	10.0	19.1	3.9	9.3
	# of pachislot titles	3 titles	4 titles	6 titles	-	2 titles
	Unit sales	82,791 units	93,045 units	207,830 units	102 units	70,260 units
	# of pachinko titles	5 titles	5 titles	10 titles	2 titles	6 titles
	Unit sales	47,711 units	82,955 units	241,425 units	22,362 units	79,604 units
	Same Store Sales Comparisons	99.4%	98.7%	100.1%	101.4%	102.2%
	Domestic Facilities	201 facilities	198 facilities	198 facilities	198 facilities	198 facilities
	# of game software titles	3	6	30	5	12
	# of game software titles (sku)	5	14	50	6	14
	Sales (Thousand units)	1,700	4,100	12,280	1,830	3,280

*Sales of new segment is changed to gross basis.
*Basis for recording net sales was changed from shipment to delivery starting in FY ending March 2016.

*In line with the change of accounting policy, contents of retroactive processing have been reflected on new segments since FY ended March 2015.

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