SEGA SAMMY HOLDINGS

SEGA SAMMY GROUP

FY Ending March 2018
1st Quarter Results Presentation

August 4th, 2017

SEGA SAMMY HOLDINGS INC.

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1.FY Ending March 2018 1st Quarter Results / Forecasts

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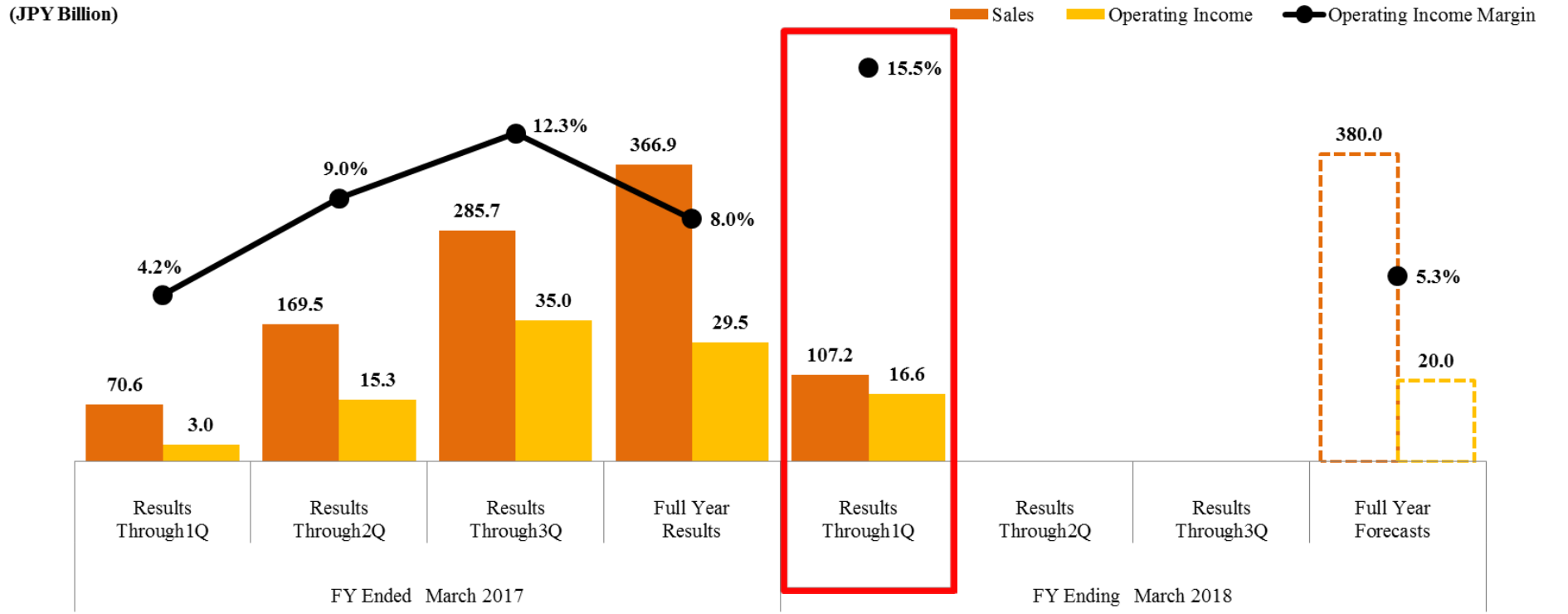
Results Highlights

Sales : **107.2** JPY Billion Operating Income : **16.6** JPY Billion Operating Income Margin : **15.5**%



Summary of Results Through 1Q

■ Both sales and profits increased year-on-year with the launch of large titles mainly in Pachislot and Pachinko Machines Business.

Forecasts

■ In Pachislot and Pachinko Machines Business, launch of titles are expected to concentrate in the first half.

■ Since regulations are scheduled to be changed in the second half of the fiscal year, flexible approach is required in the pachislot and pachinko machines business upon carefully assessing the market enviroment for the second half of the fiscal year.

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Consolidated Income Statements (Summary)

(JPY Billion)	FY Ended March 2017		FY Ending March 2018			
	Results Through 1Q	Full Year Results	Results Through 1Q	YoY Change	Full Year Forecasts	YoY Change
Sales	**70.6**	**366.9**	**107.2**	**+52%**	**380.0**	**+4%**
Pachislot and Pachinko Machines	21.2	148.2	54.9	+159%	150.0	+1%
Entertainment Contents	46.7	205.7	50.2	+7%	220.0	+7%
Resort	2.6	13.0	2.0	-23%	10.0	-23%
Operating Income	**3.0**	**29.5**	**16.6**	**+453%**	**20.0**	**-32%**
Pachislot and Pachinko Machines	0.3	26.3	15.1	+4,933%	20.0	-24%
Entertainment Contents	4.9	11.1	3.7	-24%	10.0	-10%
Resort	-0.8	-2.2	-0.7	-	-3.0	-
Other / Elimination	-1.4	-5.7	-1.5	-	-7.0	-
Operating Income Margin	4.2%	8.0%	15.5%	+11.3pt	5.3%	-2.7pt
Ordinary Income	**2.9**	**28.5**	**16.2**	**+459%**	**16.0**	**-44%**
Extraordinary Gain	1.5	13.3	0.5	-	0.0	-
Extraordinary Loss	0.1	8.1	0.3	-	0.0	-
Income before income taxes	**4.3**	**33.7**	**16.4**	**+281%**	**16.0**	**-53%**
Profit attributable to owners of parent	**4.1**	**27.6**	**11.5**	**+180%**	**11.0**	**-60%**
Dividends per share (JPY)	-	**40.00**	-	-	**40.00**	-
Earnings per share (JPY)	**17.54**	**117.79**	**49.22**	-	**46.93**	-
Net Assets per share (JPY)	**1,215.03**	**1,313.06**	**1,353.20**	-	-	-

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Costs and Expenses

(JPY Billion)	FY Ended March 2017		FY Ending March 2018			
	Results Through 1Q	Full Year Results	Results Through 1Q	YoY Change	Full Year Forecasts	YoY Change
R&D Expense / Content Production Expense	**13.9**	**67.1**	**15.3**	**+10%**	**71.0**	**+6%**
Pachislot and Pachinko Machines	4.5	18.8	4.5	-	19.3	+3%
Entertainment Contents	9.3	48.1	10.8	+16%	51.7	+7%
Resort	0.0	0.2	0.0	-	0.0	-
Other / Elimination	0.1	0.0	0.0	-	0.0	-
Cap-ex	**6.1**	**27.0**	**5.0**	**-18%**	**24.4**	**-10%**
Pachislot and Pachinko Machines	1.4	5.8	1.0	-29%	5.7	-2%
Entertainment Contents	3.3	16.6	3.6	+9%	16.4	-1%
Resort	1.2	4.5	0.3	-75%	2.3	-49%
Other / Elimination	0.2	0.1	0.1	-	0.0	-
Depreciation	**3.9**	**16.3**	**4.2**	**+8%**	**16.6**	**+2%**
Pachislot and Pachinko Machines	1.5	5.8	1.5	-	5.4	-7%
Entertainment Contents	2.0	8.7	2.2	+10%	9.2	+6%
Resort	0.2	1.1	0.2	-	1.3	+18%
Other / Elimination	0.2	0.7	0.3	-	0.7	-
Advertising	**3.1**	**14.8**	**3.2**	**+3%**	**20.5**	**+39%**
Pachislot and Pachinko Machines	0.5	2.1	0.4	-20%	5.2	+148%
Entertainment Contents	2.3	10.7	2.5	+9%	13.9	+30%
Resort	0.1	0.5	0.1	-	0.2	-60%
Other / Elimination	0.2	1.5	0.2	-	1.2	-

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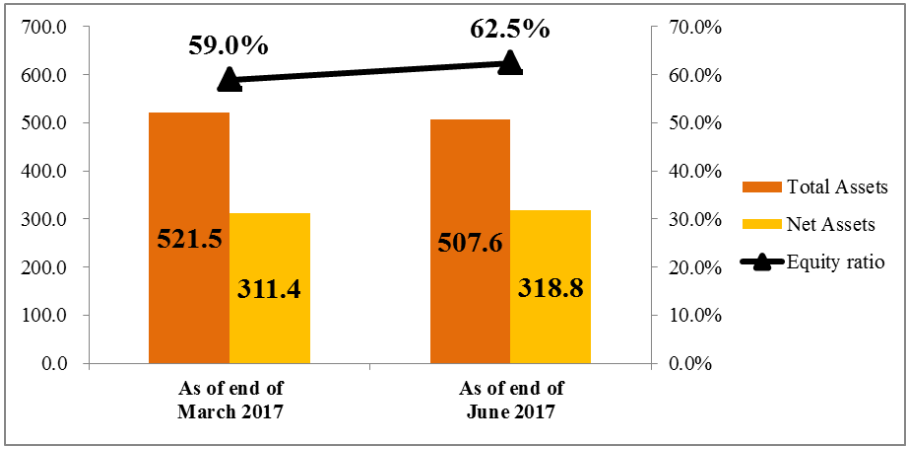
Consolidated Balance Sheet (Summary)

(JPY billion) 【 Assets 】				【 Liabilities and Net Assets 】			
Account	As of end of March 2017	As of end of June 2017	Change	Account	As of end of March 2017	As of end of June 2017	Change
Cash and Deposits	137.4	143.0	+5.6	Accounts Payable	45.6	36.8	-8.8
Accounts Receivable	44.5	36.0	-8.5	Corporate Bonds	19.5	14.5	-5.0
Securities	65.2	66.7	+1.5	Short Term Borrowings	6.3	4.3	-2.0
Inventories	47.4	33.8	-13.6	Other	41.1	36.2	-4.9
Other	29.6	28.3	-1.3	**Total Current Liabilities**	112.5	91.8	-20.7
Total Current Assets	324.1	307.8	-16.3	Corporate Bonds	32.5	32.5	-
Tangible Fixed Assets	81.6	80.4	-1.2	Long Term Debt	44.5	44.4	-0.1
Intangible Fixed Assets	22.1	22.9	+0.8	Other	20.5	19.9	-0.6
Investment Securities	69.8	70.6	+0.8	**Total Noncurrent Liabilities**	97.5	96.8	-0.7
Other	23.9	25.8	+1.9	**Total Liabilities**	210.1	188.7	-21.4
				Shareholders Equity	300.3	307.1	+6.8
				Total accumulated other comprehensive income	7.4	10.0	+2.6
				Warrants	0.3	0.4	+0.1
				Non-controlling intesrests	3.4	1.2	-2.2
Total Noncurrent Assets	197.4	199.7	+2.3	**Total Net Assets**	311.4	318.8	+7.4
Total Assets	521.5	507.6	-13.9	**Total Liabilities and Net Assets**	521.5	507.6	-13.9

Summary of Results Through 1Q

- Total Assets: 507.6 billion yen (decreased by 13.9 billion yen)
- Current Assets: Down 16.3 billion yen due to decrease in accounts receivable and inventories
- Liabilities: Down 20.7 billion yen due to redemption of Corporate Bonds and repayment of Borrowings
- Equity Ratio: 62.5% (+3.5pt)
- Current Ratio: 335.1% (+47.2pt)



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2. Segment Results / Forecasts

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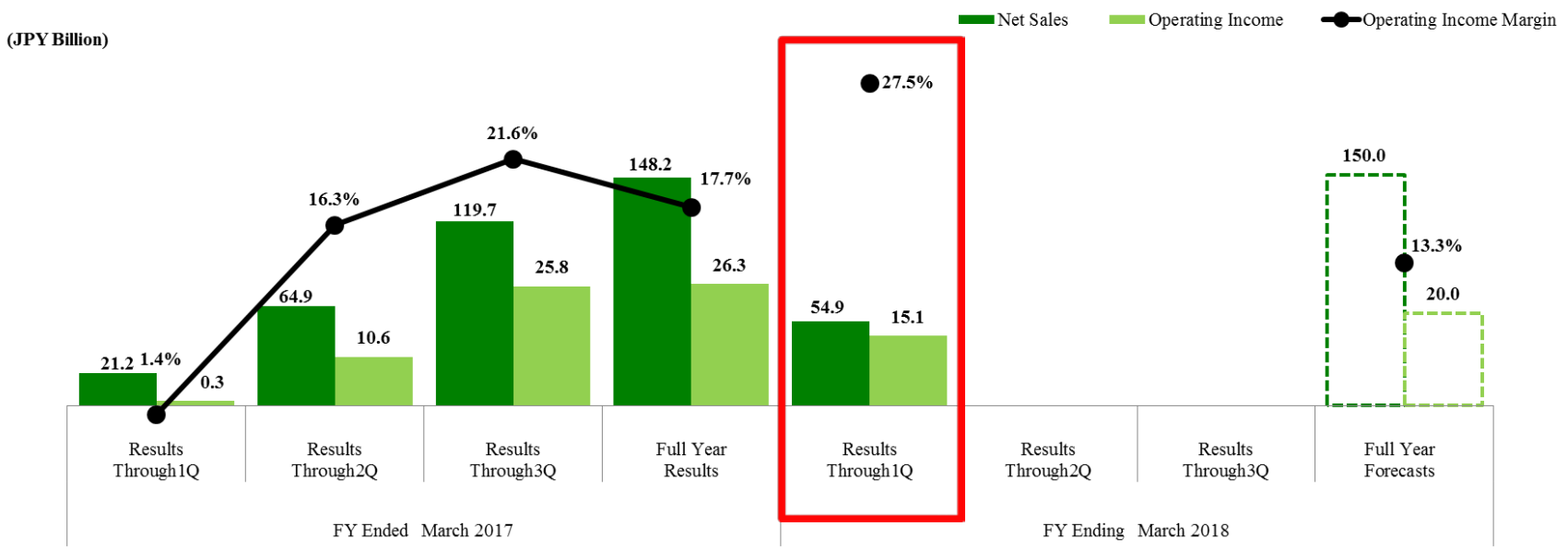
Segment Results: Pachislot and Pachinko Machines

Sales : **54.9** JPY Billion　　Operating Income : **15.1** JPY Billion　　Operating Income Margin : **27.5** %



Summary of Results Through 1Q

Overall

- Both sales and profits increased year-on-year due to favorable sales of mainstay titles in Pachinko.

Pachislot

- Secured unit sales on par with the same quarter of the previous fiscal year through sales of titles such as "**Pachislot Beast King Oujya no kakusei**" and "**Pachislot Sakura Wars ~Atsuki chishioni~**."

Pachinko

- Unit sales increased year-on-year due to favorable sales of a mainstay title "**Pachinko CR Hokuto No Ken 7 Resurrection**."

Forecasts

Overall

- Sales schedule centered on the first half.
- Revised regulations including those pertaining to the Act on Control and Improvement of Amusement Business, etc. are scheduled to be enforced on February 1, 2018.

Pachislot

- Planning to launch titles including "**Pachislot Hokuto No Ken Shindensetsu souzou**," the new title of the mainstay "**Hokuto No Ken**" series.
- New voluntary regulations will be applied to new machines installed on October 1, 2017 and after.

Pachinko

- Planning to launch titles including "**Pachinko CR GHOST IN THE SHELL -STAND ALONE COMPLEX-**," which adopts the motif of the popular animation, "**GHOST IN THE SHELL -STAND ALONE COMPLEX.**"

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Segment Results: Pachislot and Pachinko Machines

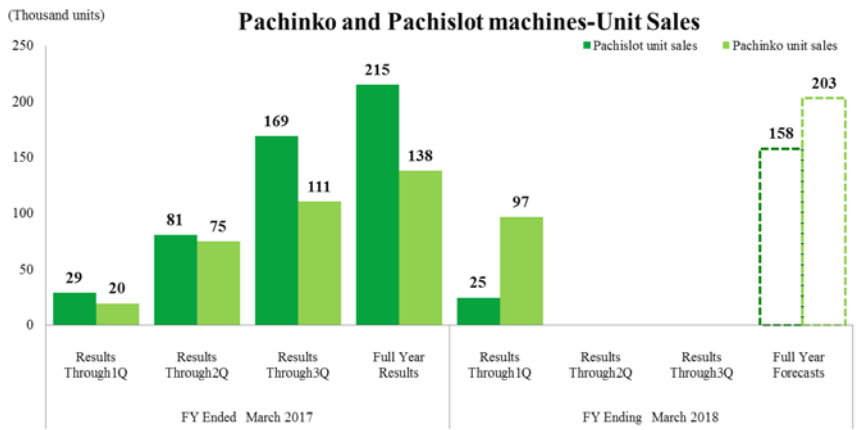
(JPY Billion)		FY Ended March 2017		FY Ending March 2018			
		Results Through 1Q	Full Year Results	Results Through 1Q	YoY Change	Full Year Forecasts	YoY Change
Sales		**21.2**	**148.2**	**54.9**	**+159%**	**150.0**	**+1%**
	Pachislot	11.4	86.2	10.2	-11%	63.1	-27%
	Pachinko	6.3	48.3	41.1	+552%	71.6	+48%
	Other / Elimination	3.5	13.7	3.6	-	15.3	-
Operating Income		**0.3**	**26.3**	**15.1**	**+4,933%**	**20.0**	**-24%**
	Operating Income Margin	1.4%	17.7%	27.5%	+26.1pt	13.3%	-4.4pt
Pachislot	**Number of Titles**	**2 titles**	**10 titles**	**3 titles**	**+1 title**	**11 titles**	**+1 title**
	Unit Sales	**29,902 units**	**215,736 units**	**25,440 units**	**-15%**	**158,000 units**	**-27%**
Pachinko	**Number of Titles**	**1 title**	**9 titles**	**2 titles**	**+1 title**	**7 titles**	**-2 titles**
	Unit Sales	**20,525 units**	**138,321 units**	**97,499 units**	**+375%**	**203,000 units**	**+47%**
	Board + Frame	13,327 units	115,227 units	83,178 units	+524%	160,300 units	+39%
	Board	7,198 units	23,094 units	14,321 units	+99%	42,700 units	+85%

* New series of title is counted as one title (Machines launched in the previous fiscal year/change of specification, etc. aren't included).

1Q Major titles and number of units sold

Pachislot title	Total sales	Installed From
Pachislot Beast King Oujya no kakusei	13,500 units	April
Pachislot Sakura Wars ~Atsuki chishioni~	6,339 units	May
Pachislot Twin Angel BREAK	5,166 units	June

Pachinko title	Total sales	Installed From
Pachinko CR Hokuto No Ken 7 Resurrection	94,449 units	April
Pachinko CR BIG GACHINKO Seven	2,807 units	June



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Segment Results: Pachislot and Pachinko Machines

■ Major Titles in 1Q and newly titles to be launched in and after 2Q

New title
Specification changed title

	1Q	2Q~
Pachislot	Pachislot Beast King Oujya no kakusei	A－SLOT ALIYAN EVOLUTION
	Pachislot Sakura Wars ~Atsuki chishioni~	Pachislot Hokuto No Ken Shindensetsu souzou
	Pachislot Twin Angel BREAK	Pachislot Tatakae! Salaryman
		Pachislot Ys Ⅰ&Ⅱ
		Pachislot ARPEGGIO OF BLUE STEEL -ARS NOVA-
Pachinko	Pachinko CR Hokuto No Ken 7 Resurrection	Pachinko CR Wataru seken wa oni bakari
	Pachinko CR BIG GACHINKO Seven	Dejihane CR Monster Hunter 4
		Pachinko CR GHOST IN THE SHELL -STAND ALONE COMPLEX-



“Pachislot Beast King Oujya no kakusei”

©Sammy



“Pachislot Hokuto No Ken Shindensetsu souzou”

©Buronson & Tetsuo Hara/NSP 1983,©NSP 2007 Approved No.YBJ-918 ©Sammy



“Pachinko CR Hokuto No Ken 7 Resurrection”

©Buronson & Tetsuo Hara/NSP 1983,©NSP 2007 Approved No.YKO-116 ©Sammy



“ Pachinko CR Wataru seken wa oni bakari”

©TBS ©Sammy



“Pachinko CR GHOST IN THE SHELL -STAND ALONE COMPLEX-”

©SHIROW MASAMUNE・Production I.G/KODANSHA LTD.・The Ghost in the Shell Production Committee ©Sammy

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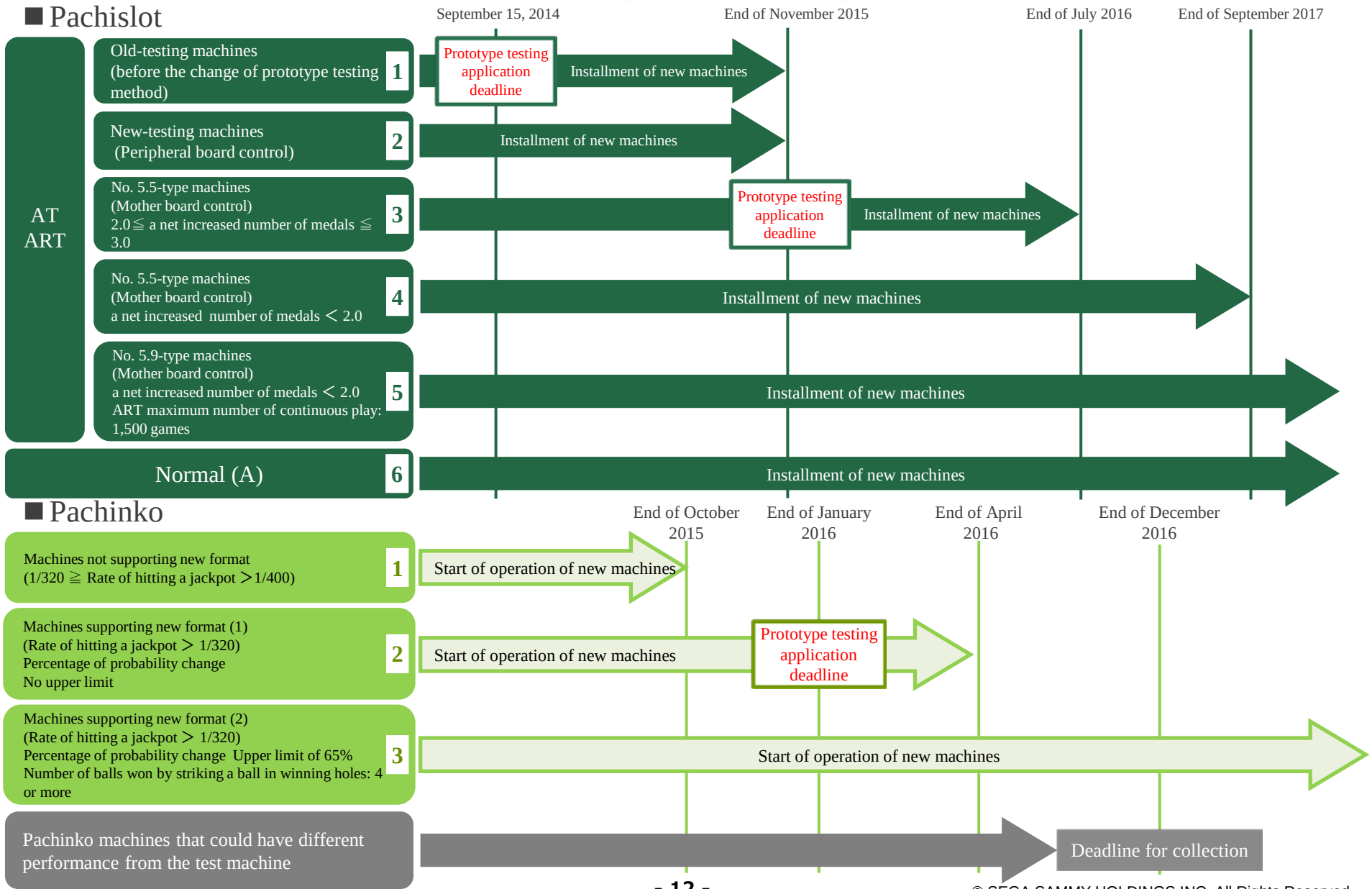
Segment Results: Pachislot and Pachinko Machines

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

*Revised regulations including those pertaining to the Act on Control and Improvement of Amusement Business, etc. are scheduled to be enforced on February 1, 2018.



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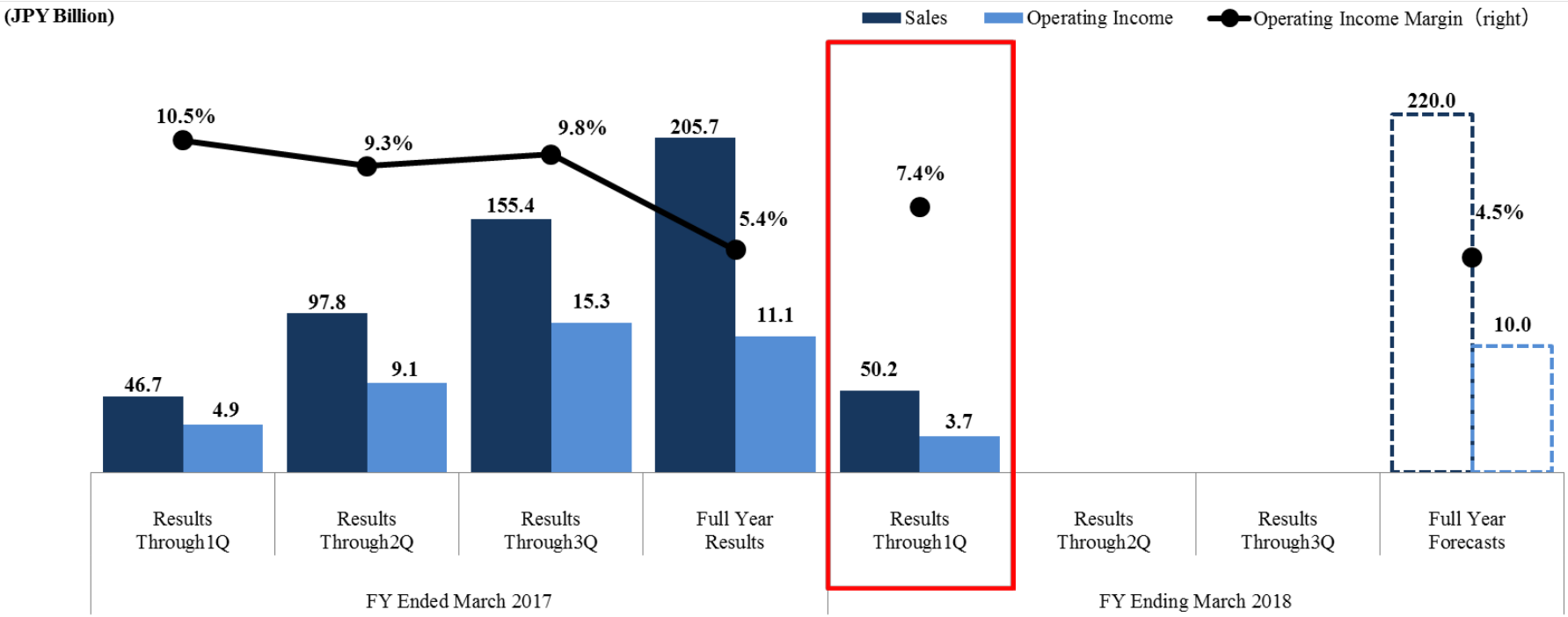
Segment Results: Entertainment Contents Business

Sales : **50.2** JPY Billion　　Operating Income : **3.7** JPY Billion　　Operating Income Margin : **7.4** %



Summary of Results Through 1Q

- Sales increased as overseas sales of "**Persona5**" performed well and the sales of major titles in the packaged game field are concentrated.
- Profits decreased due to incurrence of cost such as development expenses as a result of launching major titles in the packaged game field.

Forecasts

- In addition to continuous efforts such as the holding of events and conducting updates for existing titles, new titles are scheduled to be launched in the second half.

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Segment Results: Entertainment Contents Business

(JPY Billion)	FY Ended March 2017		FY Ending March 2018			
	Results Through 1Q	Full Year Results	Results Through 1Q	YoY Change	Full Year Forecasts	YoY Change
Sales	**46.7**	**205.7**	**50.2**	**+7%**	**220.0**	**+7%**
Digital Games	12.0	47.3	9.5	-21%	59.0	+25%
Packaged Games	10.7	47.1	14.4	+35%	51.5	+9%
Amusement Machine Sales	10.3	49.4	10.4	+1%	43.5	-12%
Amusement Center Operations	8.8	37.2	9.0	+2%	38.0	+2%
Animation / Toy	4.2	22.7	5.1	+21%	24.5	+8%
Other / Elimination	0.7	2.0	1.8	-	3.5	-
Operating Income	**4.9**	**11.1**	**3.7**	**-24%**	**10.0**	**-10%**
Digital Games	2.4	4.9	1.2	-50%	7.3	+49%
Packaged Games	2.4	2.6	1.3	-46%	3.2	+23%
Amusement Machine Sales	-0.1	1.7	0.5	-	-0.4	-
Amusement Center Operations	0.6	2.2	0.4	-33%	1.7	-23%
Animation / Toy	-0.1	1.2	0.1	-	1.5	+25%
Other / Elimination	-0.3	-1.5	0.2	-	-3.3	-
Operating Income Margin	10.5%	5.4%	7.4%	-3.1pt	4.5%	-0.9pt
Packaged Games Number of Titles *	**9 titles**	**42 titles**	**5 titles**	**-4 titles**	**38 titles**	**-4 titles**
Japan	-	9 titles	1 title	+1 title	11 titles	+2 titles
Asia	4 titles	16 titles	1 title	-3 titles	17 titles	+1 title
North America / Europe	5 titles	17 titles	3 titles	-2 titles	10 titles	-7 titles
Packaged Games Sales in Units (Thousands)	**2,410**	**10,280**	**4,560**	**+89%**	**11,600**	**+13%**
Japan	90	1,850	150	+67%	2,000	+8%
New title	-	1,500	40	-	1,770	+18%
Repeat title	90	350	110	+22%	230	-34%
Asia	300	1,060	140	-53%	670	-37%
New title	190	700	60	-68%	640	-9%
Repeat title	110	360	70	-36%	30	-92%
North America / Europe	2,020	7,370	4,260	+111%	8,930	+21%
New title	970	3,040	1,200	+24%	5,170	+70%
Repeat title	1,050	4,330	3,060	+191%	3,760	-13%
Domestic Facilities	**193**	**191**	**190**	**-**	**190**	**-**
Same Store Sales Comparisons	**111.2%**	**108.5%**	**100.1%**	**-11.1pt**	**101.3%**	**-7.2pt**

* Added the number of titles in Asia

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Digital

		FY Ended March 2017				FY Ending March 2018
		1Q Results	2Q Results	3Q Results	4Q Results	1Q Results
Sales（JPY Billion）		12.0	11.0	12.0	12.3	9.5
Domestic	Average MAU(Thousands, 3 months average)*1	4,640	3,690	4,140	4,560	3,440
	ARPMAU (JPY) *2	2,038	2,771	2,568	2,327	2,502
	Share of sales for top 3 titles *3	68.4%	70.3%	67.6%	64.6%	59.6%
Overseas	Composition ratio of sales	19.5%	8.6%	10.5%	11.1%	10.4%
Other indicators	Number of Titles(Domestic)	34	30	28	27	25
	Ratio of advertising expense to net sales *4	6.5%	7.9%	10.2%	9.2%	8.2%
	Noah Pass Average MAU(Thousands, 3 months average)*5	12,360	11,800	11,960	11,400	11,940
Accumulated Downloads (Thousands) *6		22,320	32,650	33,370	30,040	28,420
	Domestic	2,860	4,720	8,230	9,410	2,120
	Overseas	19,460	27,930	25,140	20,630	26,300

Only free-to-play titles are covered for the calculation of Number of titles under service, Domestic MAU, Domestic ARP MAU and Number of downloads. (Pay-to-play models are not included.)
*1. Average MAU (Monthly Active Users) over 3 months
*2. Calculated from dividing sales by MAU (Monthly Active Users)
*3. Sales percentage for top 3 titles in sales
*4. As of the last day of each quarter
*5. Noah pass is a marketing support tool for smart devices.
*6. We've made a correction to the FY2017 3Q number of downloads.

TOP 3 Titles (Digital Game)



"PHANTASY STAR ONLINE 2"
©SEGA



"Hortensia Saga"
©SEGA / f4samurai



"CHAIN CHRONICLE 3"
©SEGA

*Sales top three titles in the period of April-June 2017

Summary of Results Through 1Q

- Number of titles under service(Domestic) : 27 ⇒25
- "**PHANTASY STAR ONLINE 2**," which marked its 5th anniversary since commencing service, performed strongly.
- Held various events and conducted updates mainly for existing mainstay titles including "**Hortensia Saga**" and "**Puyopuyo!! Quest**."

Forecasts

- EPISODE 5 of "**PHANTASY STAR ONLINE 2**," a large-scale update, is scheduled for launch. (July 26)
- Planned launch of new titles from the second half.

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Segment Results: Entertainment Contents Business

	Summary of Results through 1Q	Forecasts
Packaged Games	■ Overseas sales of "**Persona5**" by ATLUS performed well (accumulated worldwide shipment exceeded 1.8 million units. ■ Launched new PC game titles in "**Warhammer 40,000: Dawn of War III**" and "**Endless Space 2**."	■ Planning to launch new titles: "**SONIC MANIA**" (August) "**Sekaijyu to Mystery DUNGEON2**" (August) "**Total War: WARHAMMER 2**" (September) "**Shin Megami Tensei:DEEP STRANGE JOURNEY**" (October)
Amusement Machine Sales	■ Recorded distribution earnings from titles under revenue sharing model including "**KanColle Arcade**." ■ Sales of "**UFO CATCHER 9**" and "**UFO CATCHER TRIPLE**" were solid. ■ Preliminary expenses for casino machine development and sales incurred.	■ Expecting profit contributions from titles under revenue sharing model, primarily from "**KanColle Arcade**." ■ Planning to launch "**StarHorse3 SeasonⅥ FULL THROTTLE**," a CVT kit for "**StarHorse3**" series. ■ Preliminary expenses for casino machine development and sales to be incurred.
Amusement Center Operations	■ Store sales of domestic (amusement) facilities performed at **100.1%** against last fiscal year's same-store sales. ■ Facility operation was reinforced focusing on the prize category, although video game utilization decreased compared to the same quarter of the previous fiscal year when video game title performed well. ■ Implemented measures for new-style stores such as "**SEGA VR AREA AKIHABARA**" and "**Sega Collaboration Café**."	■ Continue to reinforce facility operation focusing on the prize category. ■ Scheduled to introduce e-money in existing-style game centers. ■ Reinforce measures for new-style stores such as collaboration café.
Animation / Toys	■ The movie "**Detective Conan Crimson Love Letter**" reached a record high box office revenue. ■ Earnings from distribution for the movie "**Detective Conan**" etc. ■ Conducted sales of regular and mainstay products, such as "**ANPANMAN**" **D.I.Y. Moving ANPANMANGO-CAR**"	■ Distribution earnings expected from movies such as "**Detective Conan Crimson Love Letter**" and "**ANPANMAN: BURUBURU'S TREASURE HUNTING**." ■ Planning to focus on sales of regular and mainstay products, such as "**ANPANMAN**" series and "**Disney**" series.

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Segment Results: Entertainment Contents Business

■ Major Titles in 1Q and newly titles to be launched in and after 2Q

		1Q	2Q～
Digital Games	Existing Titles	PHANTASY STAR ONLINE 2 (Jul 2012~) Puyopuyo!! Quest (Apr 2013~) CHAIN CHRONICLE 3 (Jul 2013~) Hortensia Saga (Apr 2015~)	
Packaged Games		Warhammer 40,000: Dawn of War III	SONIC MANIA Total War: WARHAMMER 2 Sekaijyu to Mystery DUNGEON2 Shin Megami Tensei: DEEP STRANGE JOURNEY
Amusement Machines		UFO CATCHER TRIPLE	StarHorse3 SeasonⅥ FULL THROTTLE
Animation /Toys		Detective Conan Crimson Love Letter “ANPANMAN” D.I.Y. Moving ANPANMANGO-CAR Cars3 Shakin' and Movin'! Smartphone Driving	ANPANMAN: BURUBURU'S TREASURE HUNTING “ANPANMAN Museum series” GOGO MINI-CAR Kururin Basic Course HOMESTAR KIMINONAWA



“SONIC MANIA”

©SEGA



“UFO CATCHER TRIPLE”

©SEGA



“Detective Conan Crimson Love Letter”

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““ANPANMAN” D.I.Y. Moving ANPANMANGO-CAR”

©Takashi Yanase／Froebel-kan,TMS,NTV

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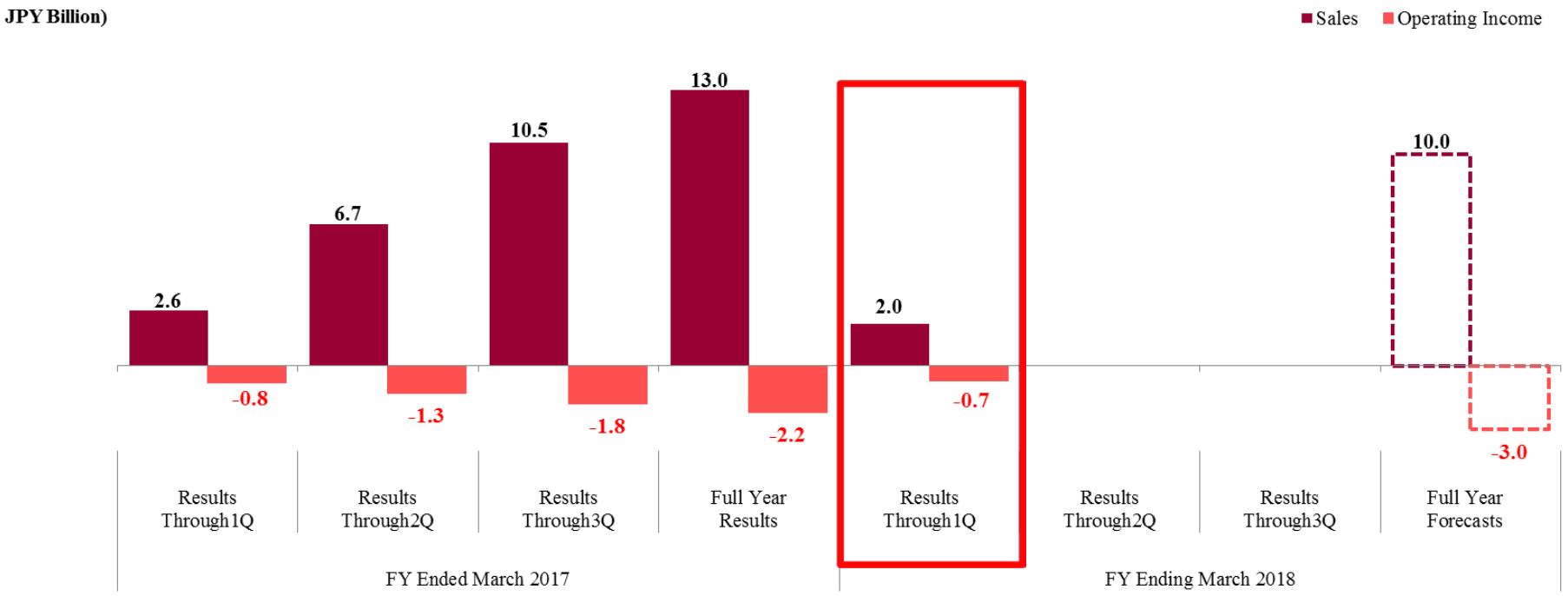
Segment Results: Resort Business

Sales : **2.0** JPY Billion　　Operating Income : **-0.7** JPY Billion　　Operating Income Margin : **-** %



Summary of Results Through 1Q

- Number of visitors increased compared to last year which faced the impacts of the earthquake, large-scale renewal work at "**Phoenix Seagaia Resort**" and the holding of events targeting people in surrounding prefectures.
- "**PARADISE CITY**," South Korea's first integrated resort (IR), opened.
- Sales decrease due to partially transferred shares of subsidiary that operates indoor theme park (**JOYPOLIS**) in the previous year.

Forecasts

- Planning renewal work on garden area of "**Phoenix Seagaia Resort**" and implementation of various projects and programs only available at Seagaia as measures for the summer vacation season.
- Planning prior investments in the integrated resort (IR) business.

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Segment Results: Resort Business

(JPY Billion)	FY Ended March 2017		FY Ending March 2018			
	Results Through 1Q	Full Year Results	Results Through 1Q	YoY Change	Full Year Forecasts	YoY Change
Sales	2.6	13.0	2.0	-23%	10.0	-23%
Operating Income	-0.8	-2.2	-0.7	-	-3.0	-
<PHOENIX RESORT>						
Sales	1.4	8.4	1.8	+29%	10.0	+19%
Operating Income	-0.5	-0.8	-0.3	-	0.0	-
Number of facility users (thousand people)	99	561	126	+27%	651	+16%
3 accommodation facilities	44	293	57	+30%	332	+13%
2 golf courses	20	87	25	+25%	100	+15%
Other facilities	35	181	44	+26%	218	+20%
<PARADISE SEGASAMMY *>						
Sales (Billion KRW)	21	95	22	+5%	-	-
Operating Income (Billion KRW)	15	-0	-12	-	-	-
Number of visitors (Thousands)	11	57	17	+55%	-	-

* PARADISE SEGASAMMY Co., Ltd. is an equity method affiliate
* Figures for PARADISE SEGASAMMY Co., Ltd. are recorded with three months delay

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Segment Results: Resort Business

■ Major measures

	1Q	2Q~
"Phoenix Resort"	 ■ **5 meal stay plan with Seagaia's specialty dishes** Targeting people in Miyazaki and adjacent prefectures (Kumamoto, Oita and Kagoshima), established a new plan to experience "new Seagaia" by focusing on "food." Became a hit and reserved by over 2,500 people	 ■ **New Garden Area, "THE LIVING GARDEN," open in July** The garden pool now has wooden decking and comfortable furniture where guests can relax throughout the year.
	 ■ **Seagaia Premium Members Club card holders exceeded 15,000** Able to redeem points earned through use of designated facilities for various benefits. Special plans for members available.	 ■ **"Summer Vacation at New Seagaia"** ・**"Summer Sky Fireworks"**(from July 23 to September 2) ・Enrich a wide variety of experiential programs only available at Seagaia and content to enjoy the resort at nighttime as well.
"PARADISE SEGASAMMY"	■ **Opened "PARADISE CITY," South Korea's first integrated resort (IR) on April 20, 2017** Highest-quality, 5-star resort hotel and one of the largest foreigner-exclusive casinos in South Korea. Convention halls with ballrooms of the largest scale are established as facilities attached to the highest-quality hotel in South Korea.  	■ **Progress of 1-2 Phase (Scheduled to open in first half of 2018)** ・SPA ・CLUB ・WONDER BOX (for families) ・PLAZA (Commercial facility / cultural center, shopping mall)  

©Phoenix Resort

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Segment Results: Resort Business (Phoenix Resort)



■ Exterior



■ Golf Course



■ Convention Center

＜Overview＞

Facility name	Phoenix Seagaia Resort	
Operating company	Phoenix Resort Co., Ltd.	
Facility address	3083 Aza Hamayama, O-Aza Shioji, Miyazaki City, Miyazaki Prefecture	
Number of employees	753 (as of June 30, 2017) (including, concurrent officers, full-time employees, loaned employees, contract employees and part-time employees)	
Site area	2,511,144m^2	
Facility composition	Hotel	950 rooms (Sheraton Grande Ocean Resort, Luxze Hitotsuba and Cottage HIMUKA)
	Golf courses	45holes（Phoenix Country Club、Tom Watson Golf Course） Phoenix Golf Academy
	Convention Center	Approx. 5,500 m^2 (capacity for approx. 5,000 people)
	Entertainment facilities	Spa, hot springs, fitness club and horse riding club
	Other facilities	Tennis court and wedding halls

<Access>
■ 20-minute drive from Miyazaki Airport
■ Approx. 25-minute ride on local bus (incurs a fee) or 15-minute drive from JR Miyazaki Station
■ Approx. 25-minute drive from Miyazaki Interchange on the expressway

©Phoenix Resort

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Segment Results: Resort Business (PARADISE CITY)



■Exterior



■Casino Facility



■Lobby lounge (Hotel)

＜Overview＞

Facility name	PARADISE CITY	
Operating company	PARADISE SEGASAMMY Co.,Ltd.	
Facility address	186, Yeongjonghaeannam-ro 321-gil, Jung-gu, Incheon, Republic of Korea	
Number of employees	1,188 (as of June 30, 2017) (including, concurrent officers, full-time employees, loaned employees, contract employees and part-time employees)	
Site area	330,000㎡	
Investment amount	Approx. 1,300 billion KRW (amount invested by Sega Sammy: 232.9 billion KRW; shareholding ratio: 45%)	
Facility composition	Open in April 2017	• Casino (table games: 158 units, electronic table games: 4 units 62 seats, slot machines: 291 units) • Hotel (711 rooms; additional facilities: restaurant, banquet hall, indoor and outdoor pools, etc.) • Convention
	Opening planned for first half of 2018	• SPA ・CLUB ・WONDER BOX (for families) • PLAZA (Commercial facility / cultural center, shopping mall)

＜Overview of Incheon International Airport

■ Number of users: 57.77 million (2016)

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

＜Access to PARADISE CITY＞

■ 3-minute drive by car or shuttle bus (free of charge) 5-minute ride on linear monorail (free of charge) and 15-minute walk from Incheon International Airport

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

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3.Supplementary Information on the Market

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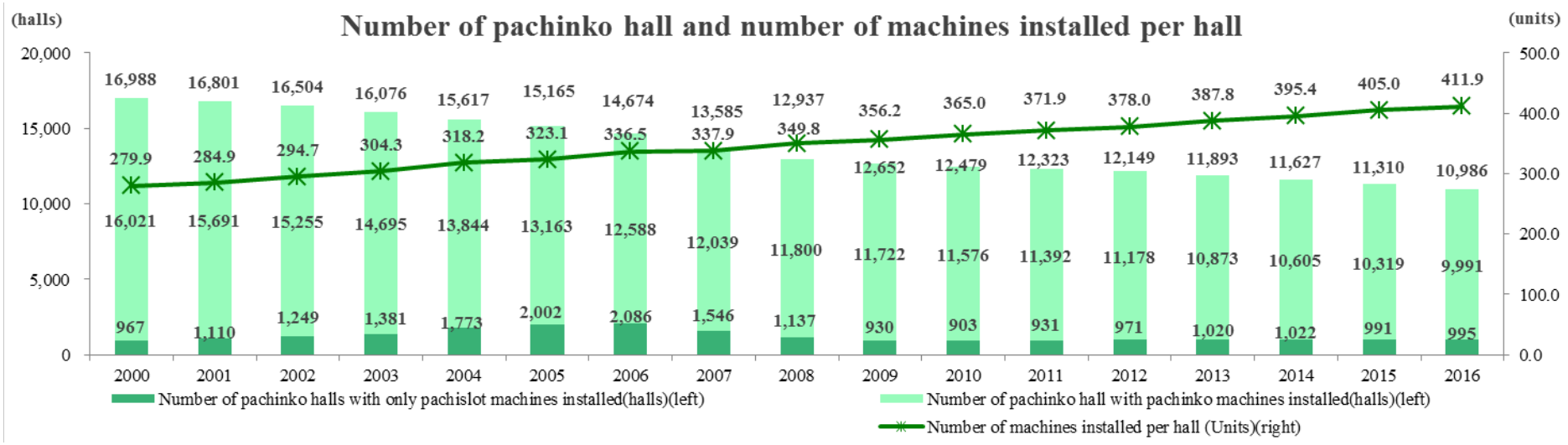
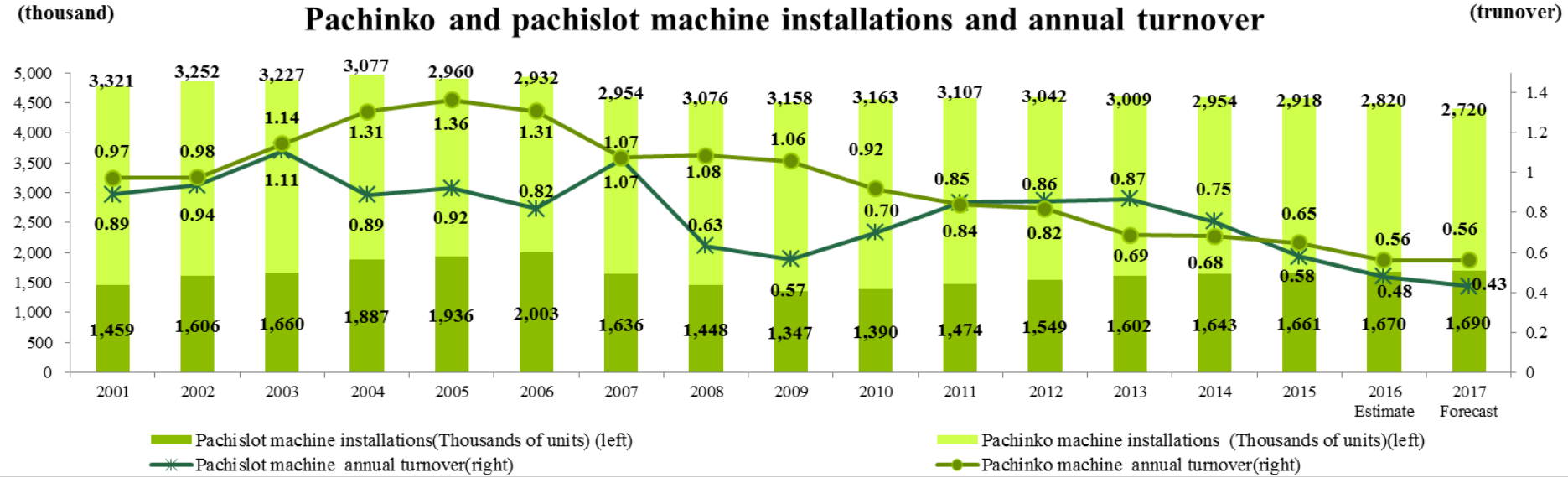
Segment Results: Pachislot and Pachinko Machines



Sources : National Police Agency



Sources:National Police Agency and Yano research Institute Ltd.

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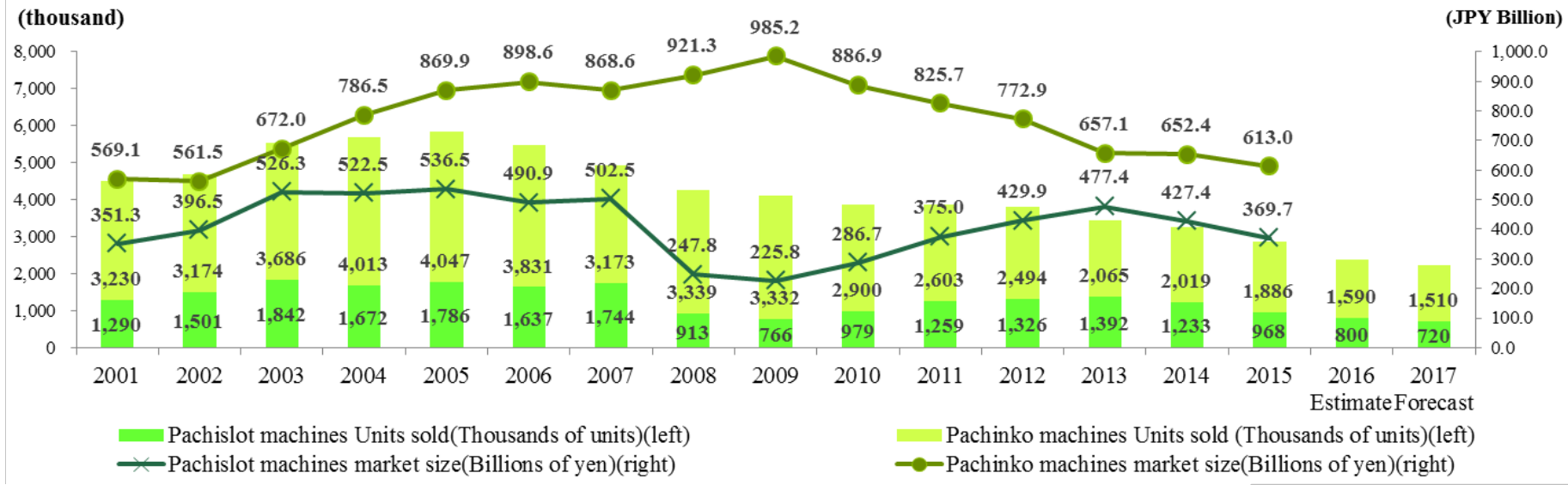
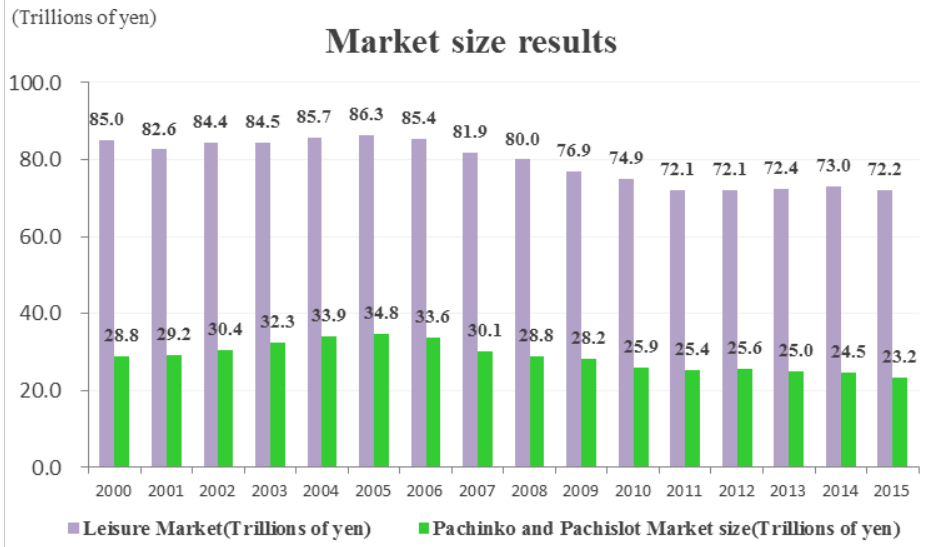
Segment Results: Pachislot and Pachinko Machines

Pachinko and Pachislot machines-Unit Sales and Market Size

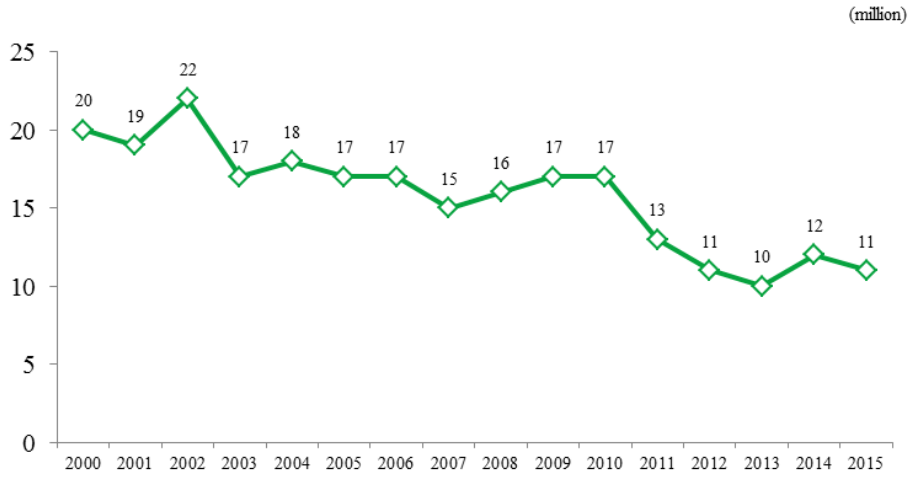


Sources:Yano research Institute Ltd.

Market size results



Number of players



Sources : White Paper on Leisure Industry 2016, Japan Productivity Center

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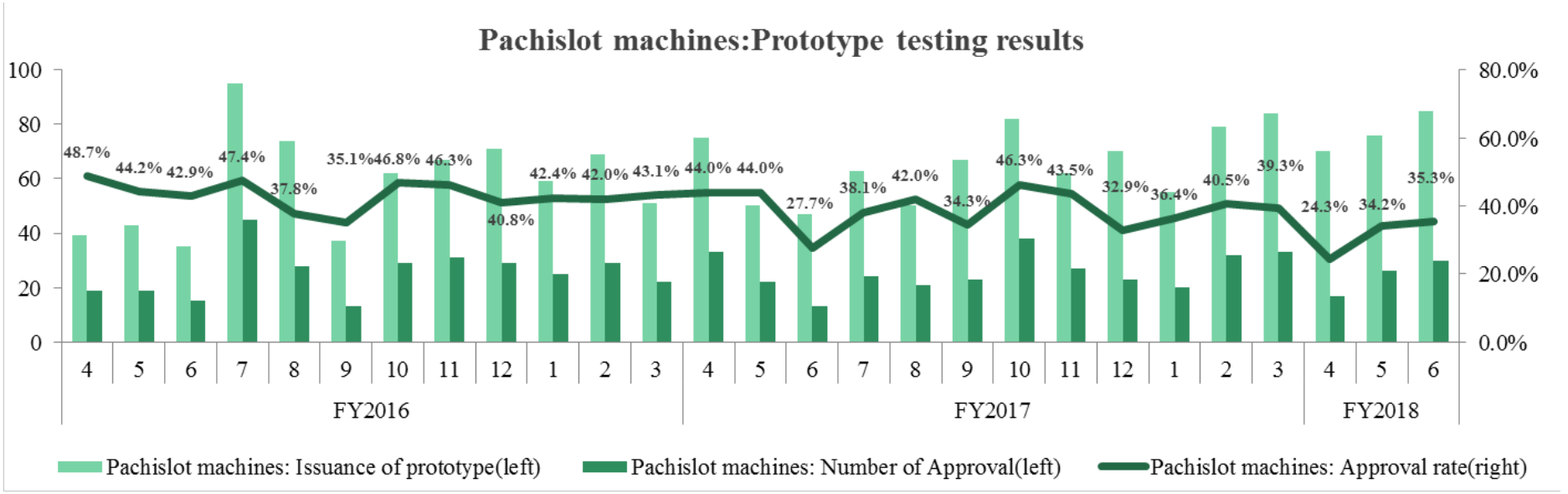
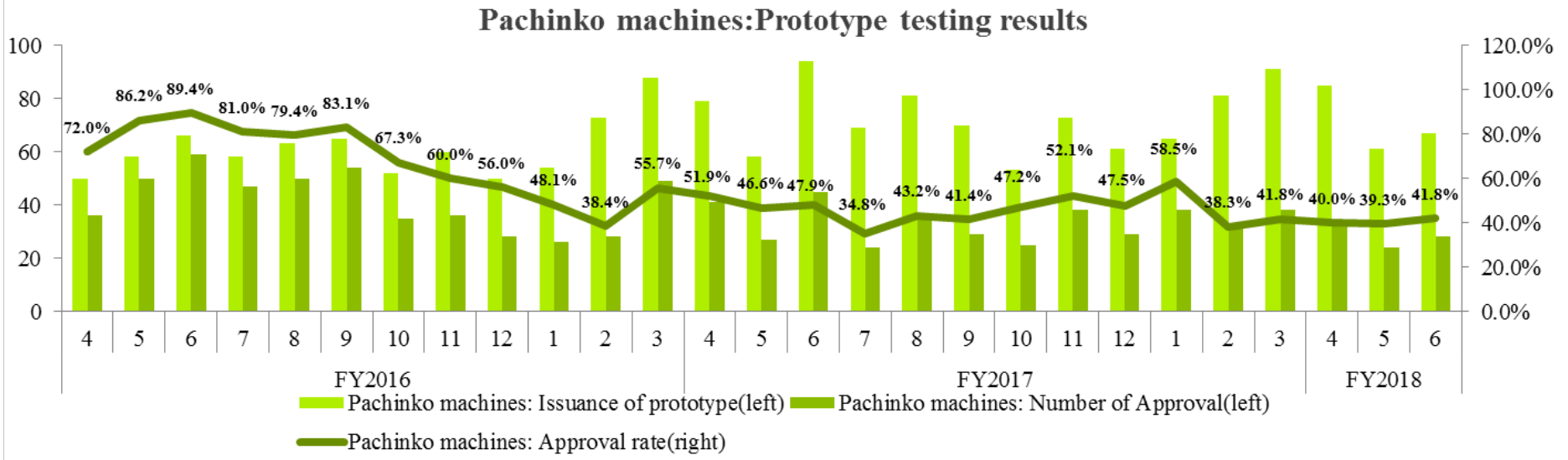
Segment Results: Pachislot and Pachinko Machines





Sources:Security Communications Association

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Segment Results: Pachislot and Pachinko Machines

Share of Annual Pachislot Machine Sales

	2010			2011			2012			2013			2014			2015		
Rank	Manufacturer	Units sold	Share	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%**	U Company	165,000	17.0%
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%	**Sammy**	**142,337**	**14.7%**
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%	H Company	113,997	11.8%
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%	K Company	100,000	10.3%
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%	S Company	80,125	8.3%

Share of Annual Pachinko Machine Sales

	2010			2011			2012			2013			2014			2015		
Rank	Manufacturer	Units sold	Share	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%	S Company	300,000	15.9%
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%	S Company	296,346	15.7%
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%	S Company	275,000	14.6%
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%	H Company	234,616	12.4%
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%**	N Company	220,000	11.7%
													6	**Sammy**	**199,014**	**10.5%**		

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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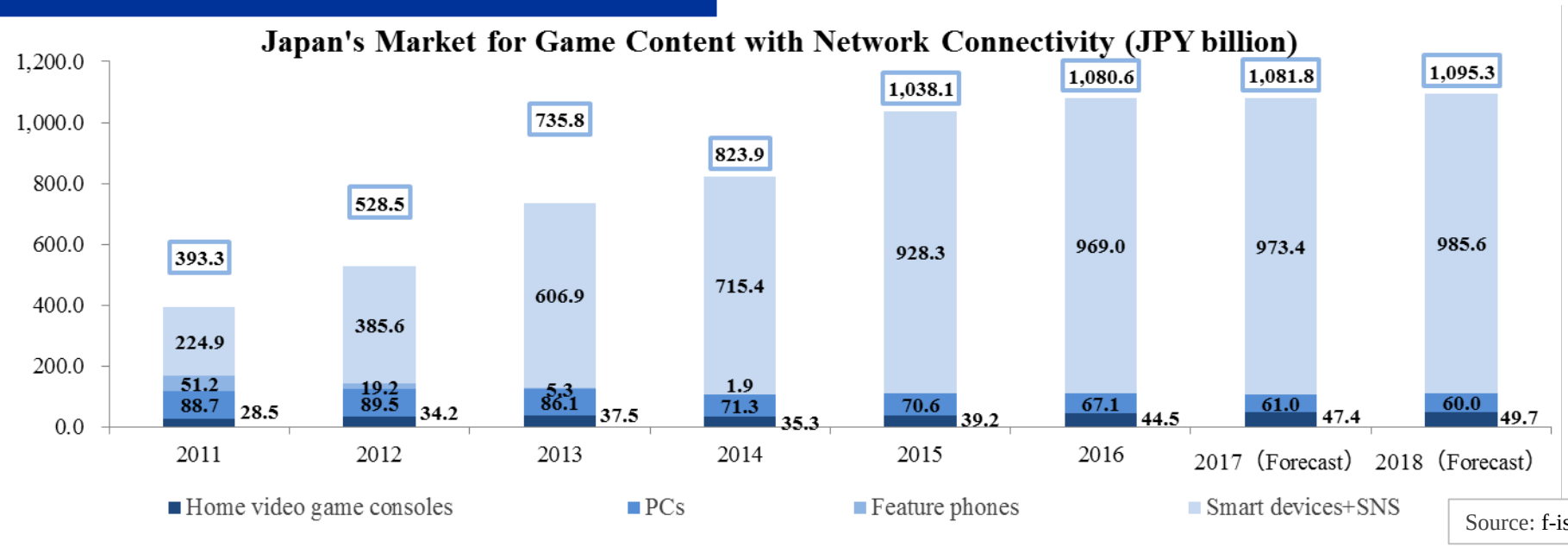
Segment Results: Entertainment Contents Business

Home Video Game and Online Game Markets Scale



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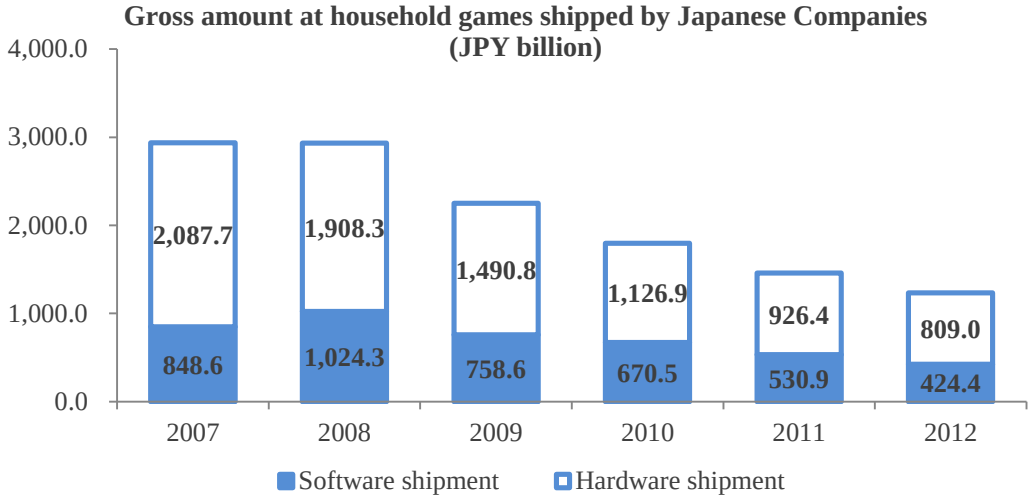

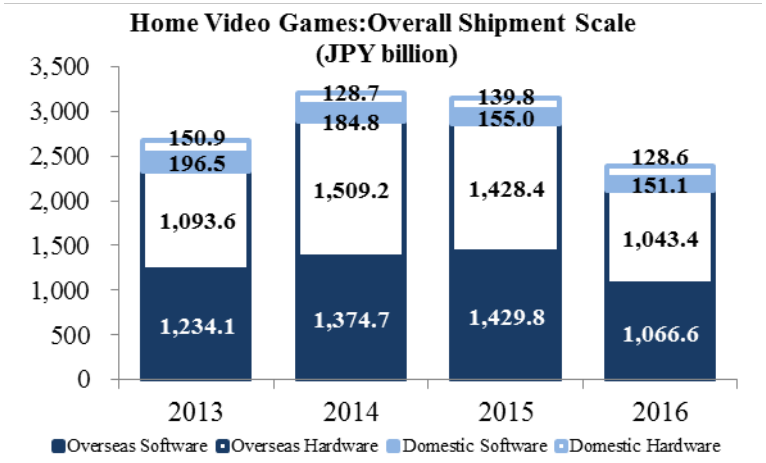

Source: CESA Games White Paper *Chart is separated from 2013 due to the change of collection method of the data.

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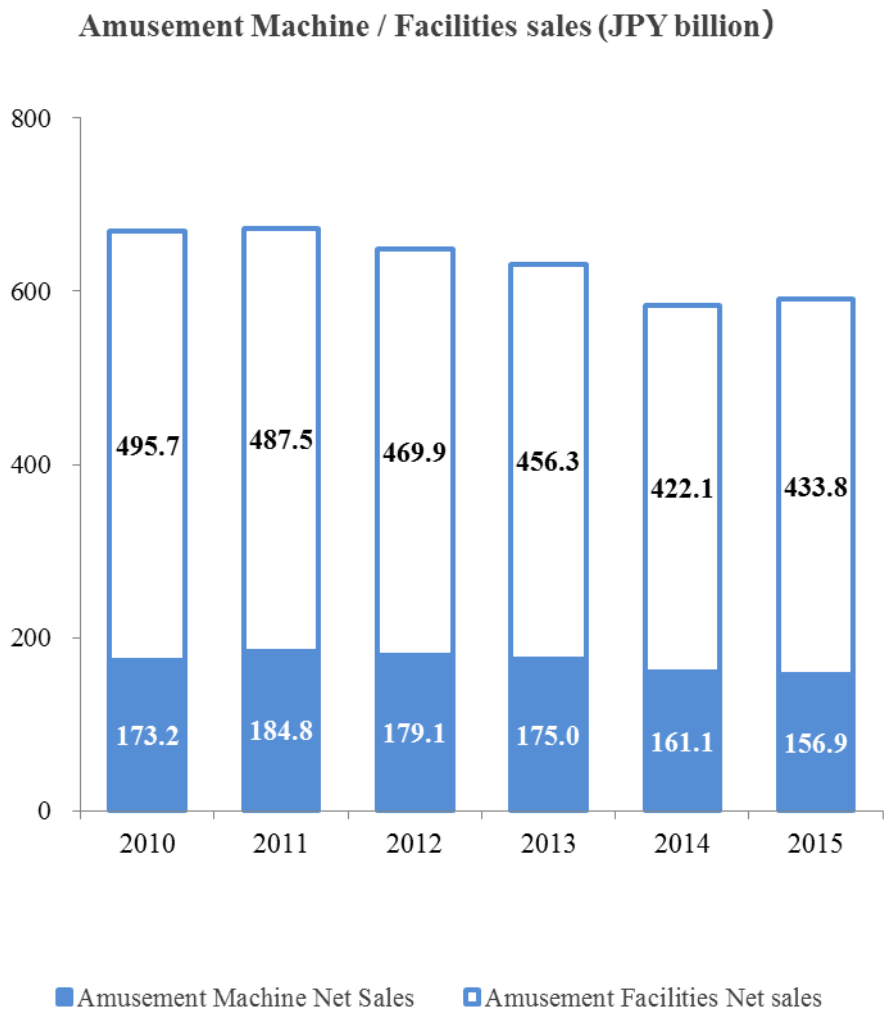
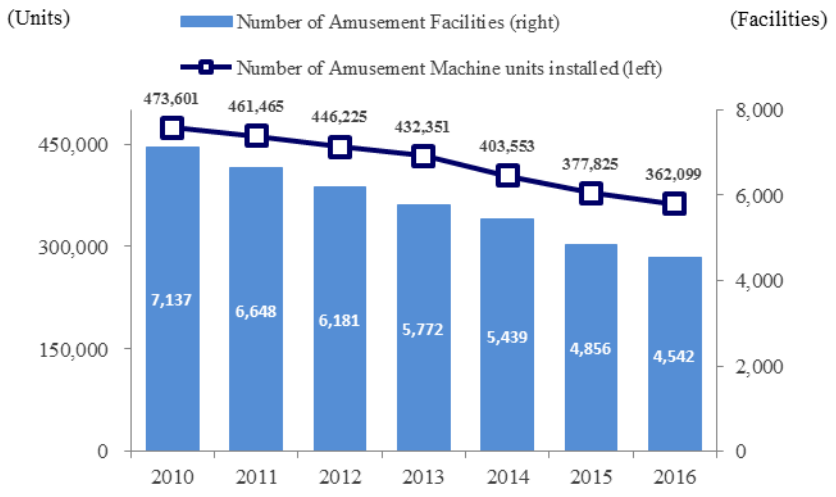
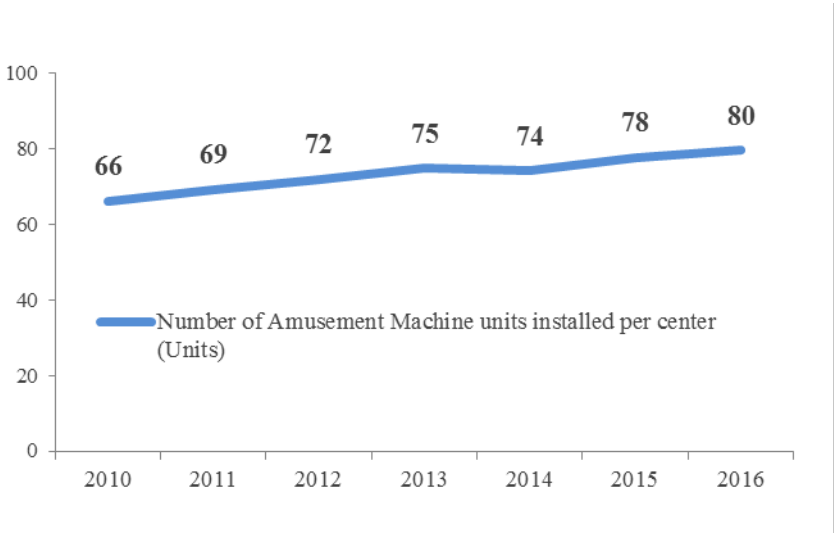
Segment Results: Entertainment Contents Business

Amusement Machine and Amusement Center Operations Markets Scale







Source: JAIA, National Police Agency

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4.Past Operating Results/Company Profile

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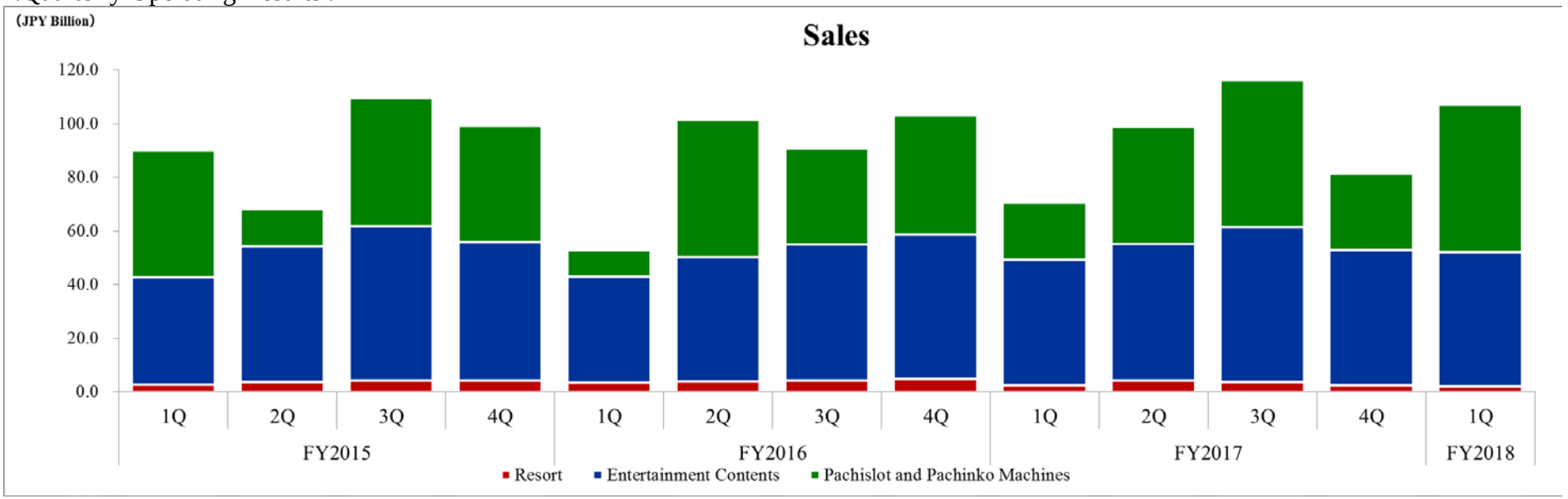
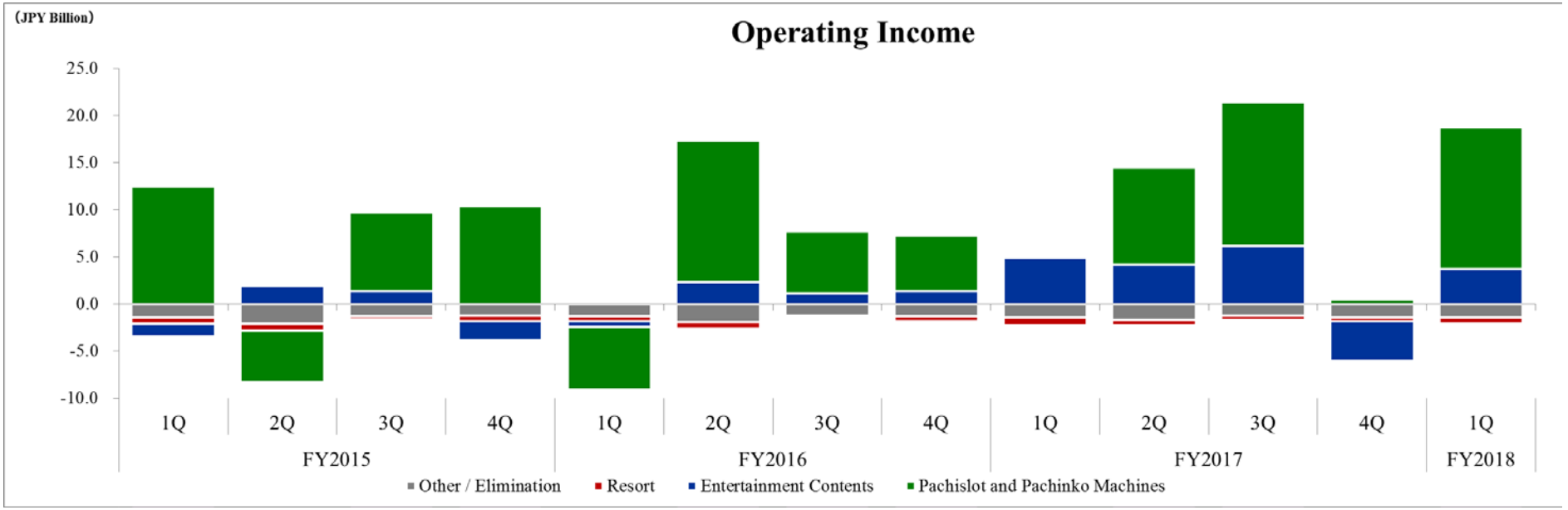
Past Operating Results

＜Quarterly Operating Results＞





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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)

(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
Breakdown	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%	–	–
	ROA	11.5%	12.7%	7.9%	-11.2%	-5.4%	4.8%	11.7%	6.0%	6.3%	–	5.7%	–	-2.2%
	ROE	19.5%	23.0%	13.3%	-17.6%	-9.5%	8.8%	16.2%	7.7%	11.0%	–	9.3%	–	-3.4%
	Equity Ratio	59.0%	60.6%	61.5%	55.3%	52.4%	55.8%	60.0%	58.9%	59.7%	–	63.2%	–	60.0%
	Cash flows to interest bearing debt ratio	185.6%	230.2%	89.0%	–	218.9%	137.9%	58.9%	192.4%	524.9%	–	127.7%	–	301.9%
	Interest coverage ratio	105.8 times	123.8 times	196.3 times	–	35.1 times	73.0 times	134.1 times	58.1 times	22.9 times	–	90.0 times	–	45.2 times
	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/2018/e_201803_1q_transition.xls)

(JPY Billion)		FY Ended March 2015				FY Ended March 2016				FY Ended March 2017				FY Ending March 2018
		Results Through 1Q	Results Through 2Q	Results Through 3Q	Full Year Results	Results Through 1Q	Results Through 2Q	Results Through 3Q	Full Year Results	Results Through 1Q	Results Through 2Q	Results Through 3Q	Full Year Results	Results Through 1Q
	Net Sales	90.0	158.1	267.7	366.8	52.9	154.3	245.0	347.9	70.6	169.5	285.7	366.9	107.2
Breakdown	Pachislot and Pachinko Machines	47.2	61.1	108.9	152.1	7.6[9.8]*	56.6[60.9]*	90.4[96.7]*	132.7[141.0]*	21.2	64.9	119.7	148.2	54.9
Breakdown	Entertainment Contents	39.9	90.3	147.9	199.6	41.8[39.6]*	90.2[85.9]*	143.0[136.6]*	198.8[190.5]*	46.7	97.8	155.4	205.7	50.2
Breakdown	Resort	2.8	6.6	10.8	14.9	3.4	7.4	11.5	16.3	2.6	6.7	10.5	13.0	2.0
	Operating Income	8.9	2.7	10.8	17.4	-9.4	5.7	12.1	17.6	3.0	15.3	35.0	29.5	16.6
Breakdown	Pachislot and Pachinko Machines	12.5	7.0	15.3	25.7	-6.7[-6.7]*	8.5[8.4]*	15.4[15.0]*	21.5[20.9]*	0.3	10.6	25.8	26.3	15.1
Breakdown	Entertainment Contents	-1.3	0.6	2.0	0.0	-0.7[-0.6]*	1.5[1.7]*	2.4[2.8]*	3.6[4.2]*	4.9	9.1	15.3	11.1	3.7
Breakdown	Resort	-0.7	-1.4	-1.7	-2.3	-0.5	-1.2	-1.3	-1.8	-0.8	-1.3	-1.8	-2.2	-0.7
Breakdown	Other / Elimination	-1.4	-3.5	-4.8	-6.0	-1.3	-3.1[-3.2]*	-4.4	-5.7	-1.4	-3.1	-4.3	-5.7	-1.5
	Operating Margin	9.9%	1.7%	4.0%	4.7%	-	3.7%	4.9%	5.1%	4.2%	9.0%	12.3%	8.0%	15.5%
	Ordinary Income	9.6	2.6	10.7	16.8	-8.7	5.8	12.6	16.4	2.9	15.4	35.3	28.5	16.2
	Ordinary Income Margin	10.7%	1.6%	4.0%	4.6%	-	3.8%	5.1%	4.7%	4.1%	9.1%	12.4%	7.8%	15.1%
	Profit attributable to owners of parent	5.1	-2.8	-2.7	-11.3	-7.9	0.9	6.4	5.3	4.1	24.2	36.5	27.6	11.5
	Net Income Margin	5.7%	-	-	-	-	0.6%	2.6%	1.5%	5.8%	14.3%	12.8%	7.5%	10.7%
	ROA	–	–	–	-2.2%	–	–	–	1.0%	–	–	–	5.2%	–
	ROE	–	–	–	-3.4%	–	–	–	1.8%	–	–	–	9.2%	–
	Equity Ratio	–	–	–	60.0%	–	–	–	55.3%	–	–	–	59.0%	–
	Cash flows to interest bearing debt ratio	–	–	–	301.9%	–	–	–	798.8%	–	–	–	178.6%	–
	Interest coverage ratio	–	–	–	45.2 times	–	–	–	19.1 times	–	–	–	61.4times	–
	R&D expense / content production expense	12.4	28.4	48.8	67.6	12.8	24.7	40.3	58.0	13.9	31.7	48.8	67.1	15.3
	Cap-ex	6.9	14.7	20.5	28.7	6.8	12.5	21.0	28.0	6.1	13.8	20.8	27.0	5.0
	Depreciation	4.0	8.1	12.8	17.6	4.1	8.2	12.5	16.6	3.9	7.6	12.0	16.3	4.2
	Advertising	4.1	10.0	14.5	19.1	3.9	9.3	13.6	17.9	3.1	7.6	11.2	14.8	3.2
	# of pachislot titles	3 titles	4 titles	5 titles	6 titles	-	2 titles	6 titles	7 titles	2 titles	3 titles	6 titles	10 titles	3 titles
	Unit sales	82,791 units	93,045 units	96,111 units	207,830 units	102 units	70,260 units	121,645 units	142,337 units	29,902 units	81,895 units	169,827 units	215,736 units	25,440 units
	# of pachinko titles	5 titles	5 titles	8 titles	10 titles	2 titles	6 titles	7 titles	8 titles	1 titles	3 titles	6 titles	9 titles	2 titles
	Unit sales	47,711 units	82,955 units	224,519 units	241,425 units	22,362 units	79,604 units	115,396 units	199,014 units	20,525 units	75,542 units	111,104 units	138,321 units	97,499 units
	Same Store Sales Comparisons	99.4%	98.7%	100.1%	100.1%	101.4%	102.2%	101.7%	103.1%	111.2%	110.8%	110.3%	108.5%	100.1%
	Domestic Facilities	201 facilities	198 facilities	198 facilities	198 facilities	198 facilities	198 facilities	198 facilities	194 facilities	193 facilities	189 facilities	190 facilities	191 facilities	190 facilities
	# of game software titles	3	6	25	30	5	12	24	29	5	14	19	26	5
	Sales (Thousand units)	1,700	4,100	8,910	12,280	1,830	3,280	6,120	9,220	2,410	4,650	8,130	10,280	4,560

*Sales of new segment is changed to gross basis.
*Basis for recording net sales was changed from shipment to delivery starting in FY ended 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.
*Part of Entertainment Contents Business has been transferred to Pachislot and Pachinko Machines Business since for FY ended March 2017.
*Numbers shown in parentheses for FY 2016 results are retroactively adjusted values of estimates after changing the breakdown.

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Company Profile

(As of March 31, 2017)

Company Name	SEGA SAMMY HOLDINGS INC.
Address	Shiodome Sumitomo Building 21F, 1-9-2 Higashi Shimbashi, Minato-ku, Tokyo
Established	October 1, 2004
Capital	¥29.9 billion
Number of Employees	7,639 (Consolidated)
Stock Exchange	Tokyo Stock Exchange (Stock Code：6460)

Managements

(As of June 23, 2017)

Chairman and CEO (Representative Director)	Hajime Satomi
President and COO (Representative Director)	Haruki Satomi
Senior Executive Vice President (Director of the Board)	Naoya Tsurumi
Executive Vice President and CFO (Director of the Board)	Koichi Fukazawa
Executive Vice President (Director of the Board)	Hideki Okamura
Director of the Board (External)	Yuji Iwanaga
Director of the Board (External)	Takeshi Natsuno
Director of the Board (External)	Kohei Katsukawa
Standing Audit & Supervisory Board Member	Shigeru Aoki
Audit & Supervisory Board Member	Yukito Sakaue
Audit & Supervisory Board Member (External)	Tomio Kazashi
Audit & Supervisory Board Member (External)	Mineo Enomoto

Information on Outstanding Shares

(As of March 31, 2017)

Number of shares authorized for issuance	800,000,000 shares
Total number of shares issued and outstanding	266,229,476shares
Number of Shareholders	85,486

■ Principal Shareholders

Name of Shareholder	Shares Held	Shareholding Ratio (%)
Hajime Satomi	31,869,338	11.97
SEGA SAMMY HOLDINGS INC.	31,841,869	11.96
FSC Co., Ltd.	12,972,840	4.87
HS Company	11,750,000	4.41
Japan Trustee Services Bank, Ltd. (Trust account)	8,169,900	3.06

■ Distribution of Shareholders

Financial Institutions	13.93%
Securities Companies	2.18%
Other Companies	12.06%
Foreign Institutions and Individuals	27.66%
Japanese Individuals and Other	32.21%
Treasury Stock	11.96%

*Including the number of share less than 1 unit

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