

SEGA SAMMY HOLDINGS INC.  
Data Appendix (FY2024/3 )

2024/5/10

Previous segment [2022/3-2024/3]

■ Profit and Loss

(Billion yen)		2022/3				2023/3				2024/3				2022/3			2023/3			2024/3		
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Thru Q2	Thru Q3	Full Year	Thru Q2	Thru Q3	Full Year	Thru Q2	Thru Q3	Full Year
Entertainment Contents	Sales	47.4	60.0	70.4	58.1	52.7	63.9	93.8	72.4	53.8	67.2	98.3	98.7	107.4	177.8	235.9	116.6	210.4	282.8	121.0	219.3	318.0
	Consumer	29.5	41.7	48.4	38.7	34.7	40.3	67.5	45.4	33.7	44.2	70.2	74.5	71.2	119.6	158.3	75.0	142.5	187.9	77.9	148.1	222.6
	Amusement Machine	11.4	11.8	12.8	13.7	13.1	15.3	17.2	19.3	14.1	15.2	15.8	16.1	23.2	36.0	49.7	28.4	45.6	64.9	29.3	45.1	61.2
	Animation / Toy	5.5	6.0	8.9	5.2	4.7	8.2	8.8	7.6	5.7	7.8	12.0	8.0	11.5	20.4	25.6	12.9	21.7	29.3	13.5	25.5	33.5
	Other / Elimination	1.0	0.5	0.3	0.5	0.2	0.1	0.3	0.1	0.3	0.0	0.3	0.1	1.5	1.8	2.3	0.3	0.6	0.7	0.3	0.6	0.7
	Operating Income	8.4	13.8	13.1	-1.4	6.5	7.3	25.8	-0.9	4.1	3.3	11.4	10.1	22.2	35.3	33.9	13.8	39.6	38.7	7.4	18.8	28.9
	Consumer	6.5	11.9	11.0	-0.1	5.3	5.3	22.7	-0.5	2.9	2.1	8.9	10.8	18.4	29.4	29.3	10.6	33.3	32.8	5.0	13.9	24.7
	Amusement Machine	1.6	0.7	0.7	-0.5	0.5	0.4	1.2	0.8	1.2	1.2	0.9	-0.4	2.3	3.0	2.5	0.9	2.1	2.9	2.4	3.3	2.9
	Animation / Toy	0.5	1.2	2.1	-0.8	0.2	2.1	1.9	0.3	0.3	1.5	2.2	0.0	1.7	3.8	3.0	2.3	4.2	4.5	1.8	4.0	4.0
	Other / Elimination	-0.2	0.0	-0.7	0.0	0.5	-0.5	0.0	-1.5	-0.3	-1.5	-0.6	-0.3	-0.2	-0.9	-0.9	0.0	0.0	-1.5	-1.8	-2.4	-2.7
Ordinary Income	8.5	14.2	14.1	0.0	8.1	9.1	24.3	-0.4	4.4	4.6	10.7	11.0	22.7	36.8	36.8	17.2	41.5	41.1	9.0	19.7	30.7	
Pachislot & Pachinko	Sales	10.3	13.0	28.5	24.0	10.5	17.0	24.6	42.1	50.9	42.5	26.8	15.7	23.3	51.8	75.8	27.5	52.1	94.2	93.4	120.2	135.9
	Pachislot	3.4	8.6	7.4	11.2	3.3	10.4	12.5	14.8	31.5	33.1	16.7	7.4	12.0	19.4	30.6	13.7	26.2	41.0	64.6	81.3	88.7
	Pachinko	4.7	2.4	19.2	10.8	5.1	4.4	10.4	24.3	16.4	7.1	7.1	4.9	7.1	26.3	37.1	9.5	19.9	44.2	23.5	30.6	35.5
	Other / Elimination	2.2	2.0	1.9	2.0	2.1	2.2	1.7	3.0	3.0	2.3	3.0	3.4	4.2	6.1	8.1	4.3	6.0	9.0	5.3	8.3	11.7
	Operating Income	-1.6	-0.1	7.0	4.0	-0.9	2.2	5.6	13.1	21.5	17.3	6.3	-3.9	-1.7	5.3	9.3	1.3	6.9	20.0	38.8	45.1	41.2
Ordinary Income	-1.4	0.1	7.3	4.2	-0.6	2.6	5.3	13.4	21.8	17.5	6.4	-3.9	-1.3	6.0	10.2	2.0	7.3	20.7	39.3	45.7	41.8	
Resort	Sales	1.5	2.3	2.8	2.0	2.6	3.0	3.1	2.8	2.9	3.1	3.2	3.1	3.8	6.6	8.6	5.6	8.7	11.5	6.0	9.2	12.3
	Operating Income	-1.1	-0.7	-0.1	-0.6	-0.3	-0.1	-0.3	-0.4	-0.3	-0.1	-0.2	-0.3	-1.8	-1.9	-2.5	-0.4	-0.7	-1.1	-0.4	-0.6	-0.9
	Ordinary Income	-1.9	-2.0	-0.7	-2.1	-1.1	-1.2	-0.5	-0.4	-0.2	0.4	0.5	-0.7	-3.9	-4.6	-6.7	-2.3	-2.8	-3.2	0.2	0.7	0.0
Other / Elimination	Sales	0.2	0.1	0.2	0.1	0.3	0.0	0.4	0.4	0.4	0.3	0.5	0.4	0.3	0.5	0.6	0.3	0.7	1.1	0.7	1.2	1.6
	Operating Income	-1.9	-2.2	-2.0	-2.6	-2.6	-2.6	-2.4	-3.3	-2.8	-3.5	-2.6	-3.5	-4.1	-6.1	-8.7	-5.2	-7.6	-10.9	-6.3	-8.9	-12.4
	Ordinary Income	-1.8	-1.0	-2.1	-2.1	-2.2	-2.4	-1.3	-3.3	-3.0	-3.5	-2.4	-3.9	-2.8	-4.9	-7.0	-4.6	-5.9	-9.2	-6.5	-8.9	-12.8
Consolidated total	Sales	59.4	75.4	101.9	84.2	66.1	83.9	121.9	117.7	108.0	113.1	128.8	117.9	134.8	236.7	320.9	150.0	271.9	389.6	221.1	349.9	467.8
	Operating Income	3.8	10.8	18.0	-0.6	2.7	6.8	28.7	8.5	22.5	17.0	14.9	2.4	14.6	32.6	32.0	9.5	38.2	46.7	39.5	54.4	56.8
	Non-operating income	0.7	1.9	1.0	2.3	2.5	2.4	-0.6	0.6	1.4	2.2	1.8	1.4	2.6	3.6	5.9	4.9	4.3	4.9	3.6	5.4	6.8
	Non-operating expenses	1.1	1.5	0.3	1.7	1.0	1.2	0.2	-0.2	0.8	0.3	1.5	1.3	2.6	2.9	4.6	2.2	2.4	2.2	1.1	2.6	3.9
	Ordinary Income	3.4	11.3	18.6	0.0	4.2	8.1	27.8	9.3	23.0	19.0	15.2	2.5	14.7	33.3	33.3	12.3	40.1	49.4	42.0	57.2	59.7
	Extraordinary income	0.0	0.7	2.0	2.5	-	-	0.0	0.0	0.0	0.2	0.2	0.9	0.7	2.7	5.2	0.0	0.0	0.0	0.2	0.4	1.3
	Extraordinary losses	0.2	0.1	0.2	0.1	0.1	0.1	0.0	2.1	0.6	9.1	2.0	7.5	0.3	0.5	0.6	0.2	0.3	2.4	9.7	11.7	19.2
	Income before income taxes	3.2	11.9	20.4	2.4	4.1	7.9	27.7	7.3	22.5	10.0	13.5	-4.2	15.1	35.5	37.9	12.0	39.7	47.0	32.5	46.0	41.8
	Profit attributable to owners of parent	2.9	9.1	17.4	7.6	3.1	6.5	23.2	13.1	17.2	5.9	12.2	-2.3	12.0	29.4	37.0	9.6	32.8	45.9	23.1	35.3	33.0

SEGA SAMMY HOLDINGS INC.  
Data Appendix (FY2024/3 )

2024/5/10

Previous segment [2022/3-2024/3]

■ Major Expenses / Capital Expenditure

(Billion yen)		2022/3				2023/3				2024/3				2022/3			2023/3			2024/3		
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Thru Q2	Thru Q3	Full Year	Thru Q2	Thru Q3	Full Year	Thru Q2	Thru Q3	Full Year
Entertainment Contents	R&D / Content production	9.9	13.5	12.7	18.3	11.9	14.8	16.4	22.9	12.5	17.5	27.8	25.3	23.4	36.1	54.4	26.7	43.1	66.0	30.0	57.8	83.1
	Advertising	2.2	3.9	3.7	4.4	2.7	5.0	6.3	6.7	3.1	6.0	11.1	11.4	6.1	9.8	14.2	7.7	14.0	20.7	9.1	20.2	31.6
	Depreciation	0.8	0.9	0.9	1.1	0.9	1.0	0.9	1.0	0.9	1.1	1.2	1.2	1.7	2.6	3.7	1.9	2.8	3.8	2.0	3.2	4.4
	Cap-ex	1.5	1.4	1.6	2.8	1.1	1.1	1.7	2.0	1.9	1.2	1.4	1.1	2.9	4.5	7.3	2.2	3.9	5.9	3.1	4.5	5.6
Pachislot & Pachinko	R&D / Content production	3.4	3.2	3.4	4.4	3.0	3.5	3.7	4.2	3.1	3.5	3.5	5.0	6.6	10.0	14.4	6.5	10.2	14.4	6.6	10.1	15.1
	Advertising	0.2	0.6	0.5	0.3	0.3	0.3	0.3	0.8	0.8	0.6	0.5	1.1	0.8	1.3	1.6	0.6	0.9	1.7	1.4	1.9	3.0
	Depreciation	0.5	0.7	0.7	0.8	0.6	0.7	0.7	0.7	0.5	0.7	0.6	0.8	1.2	1.9	2.7	1.3	2.0	2.7	1.2	1.8	2.6
	Cap-ex	1.2	1.1	0.8	1.0	1.0	1.0	1.0	1.2	0.8	1.1	1.4	1.0	2.3	3.1	4.1	2.0	3.0	4.2	1.9	3.3	4.3
Resort	R&D / Content production	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.1	0.2
	Advertising	0.0	0.2	0.1	0.0	0.0	0.1	0.1	0.1	0.0	0.2	0.1	0.1	0.2	0.3	0.3	0.1	0.2	0.3	0.2	0.3	0.4
	Depreciation	0.1	0.2	0.2	0.1	0.1	0.2	0.1	0.2	0.1	0.2	0.1	0.2	0.3	0.5	0.6	0.3	0.4	0.6	0.3	0.4	0.6
	Cap-ex	0.1	0.1	0.1	0.1	0.5	0.1	0.4	0.2	0.0	0.2	0.0	0.2	0.2	0.3	0.4	0.6	1.0	1.2	0.2	0.2	0.4
Other / Elimination	R&D / Content production	0.1	-0.1	0.1	-0.1	0.0	0.0	0.1	-0.2	0.1	-0.1	-0.1	-0.1	0.0	0.1	0.0	0.0	0.1	-0.1	0.0	-0.1	-0.2
	Advertising	0.4	0.4	0.2	0.3	0.3	0.7	0.2	0.2	0.3	0.6	0.1	0.2	0.8	1.0	1.3	1.0	1.2	1.4	0.9	1.0	1.2
	Depreciation	0.4	0.1	0.3	0.2	0.5	0.1	0.3	0.2	0.4	0.1	0.3	0.1	0.5	0.8	1.0	0.6	0.9	1.1	0.5	0.8	0.9
	Cap-ex	0.3	0.0	0.3	0.6	0.2	0.0	0.2	0.1	0.3	0.1	0.5	0.4	0.3	0.6	1.2	0.2	0.4	0.5	0.4	0.9	1.3
Consolidated total	R&D / Content production	13.4	16.6	16.2	22.7	14.9	18.3	20.2	27.0	15.7	20.9	31.3	30.3	30.0	46.2	68.9	33.2	53.4	80.4	36.6	67.9	98.2
	Advertising	2.8	5.1	4.5	5.0	3.3	6.1	6.9	7.8	4.2	7.4	11.8	12.8	7.9	12.4	17.4	9.4	16.3	24.1	11.6	23.4	36.2
	Depreciation	1.8	1.9	2.1	2.2	2.1	2.0	2.0	2.1	1.9	2.1	2.2	2.3	3.7	5.8	8.0	4.1	6.1	8.2	4.0	6.2	8.5
	Cap-ex	3.1	2.6	2.8	4.5	2.8	2.2	3.3	3.5	3.0	2.6	3.3	2.7	5.7	8.5	13.0	5.0	8.3	11.8	5.6	8.9	11.6

■ Number of employees (Full-time employees and permanent contract employees \*excludes the No. of temporary employees)

(Employees)	FY2022/3				FY2023/3				2024/3			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Entertainment Contents	5,464	5,541	5,612	5,630	5,822	5,887	5,989	6,035	6,169	6,699	6,749	6,361
Pachislot & Pachinko	1,057	1,052	1,050	1,047	1,087	1,111	1,106	1,108	1,141	1,145	1,146	1,138
Resort	714	701	682	664	684	672	651	628	669	638	635	626
Others	435	431	426	419	426	437	449	448	480	482	495	498
Consolidated total	7,670	7,725	7,770	7,760	8,019	8,107	8,195	8,219	8,459	8,964	9,025	8,623
Overseas personnel ratio	26.1%	27.0%	27.2%	27.6%	27.4%	27.9%	28.1%	28.7%	27.1%	31.6%	31.1%	27.7%
R&D personnel ratio *	55.5%	56.0%	56.5%	56.9%	56.4%	56.7%	56.9%	57.1%	56.2%	56.5%	56.3%	54.9%

\*Changes due to the incorporation of Rovio into group company to R&D personnel ratio of FY24/3 Q2 - Q4 is not reflected

SEGA SAMMY HOLDINGS INC.  
Data Appendix (FY2024/3 )

2024/5/10

**New segment 2024/3 Full Year Results and 2025/3 Full Year Forecast**

■ Profit and Loss

(Billion yen)		2024/3	2025/3
		Full	Full Year
		Year	Forecast
	Sales	318.7	335.0
	Consumer	224.0	235.0
	Animation	22.9	23.5
	Amusement Machine & toy	71.8	76.5
Entertainment Contents	Operating Income	28.9	38.0
	Consumer	21.9	27.5
	Animation	4.5	4.5
	Amusement Machine & toy	2.3	6.0
	Ordinary Income	30.8	40.0
	Adjusted EBITDA	22.0	50.0
	Sales	133.2	105.0
	Pachislot	88.7	49.6
	Pachinko	35.5	46.4
	Other / Elimination	9.0	9.0
Pachislot & Pachinko	Operating Income	41.6	23.0
	Ordinary Income	41.9	23.5
	Adjusted EBITDA	44.5	26.5
	Sales	1.9	3.0
Gaming	Operating Income	-1.7	-2.0
	Ordinary Income	-0.4	-1.5
	Adjusted EBITDA	-0.4	-1.5
	Sales	14.0	2.0
Other / Elimination	Operating Income	-12.0	-14.0
	Ordinary Income	-12.6	-14.0
	Adjusted EBITDA	-11.3	-13.0
	Sales	467.8	445.0
	Operating Income	56.8	45.0
	Non-operating income	6.8	6.0
	Non-operating expenses	3.9	3.0
Consolidated total	Ordinary Income	59.7	48.0
	Extraordinary income	1.3	8.5
	Extraordinary losses	19.2	0.5
	Adjusted EBITDA	54.7	62.0
	Income before income taxes	41.8	56.0
	Profit attributable to owners of parent	33.0	39.0

■ Major Expenses / Capital Expenditure

(Billion yen)		2024/3	2025/3
		Full	Full Year
		Year	Forecast
	R&D / Content production	83.1	69.5
Entertainment Contents	Advertising	31.6	31.4
	Depreciation	4.4	4.4
	Cap-ex	5.6	5.8
	R&D / Content production	14.4	14.1
Pachislot & Pachinko	Advertising	2.9	4.1
	Depreciation	2.6	2.8
	Cap-ex	3.9	4.9
	R&D / Content production	0.7	1.0
Gaming	Advertising	-	0.1
	Depreciation	-	-
	Cap-ex	0.4	-
	R&D / Content production	-	0.1
Other / Elimination	Advertising	1.7	1.9
	Depreciation	1.5	1.1
	Cap-ex	1.7	1.2
	R&D / Content production	98.2	84.7
Consolidated total	Advertising	36.2	37.5
	Depreciation	8.5	8.3
	Cap-ex	11.6	11.9

\*Retroactive FY2024/3 results are approximate value (unaudited)

SEGA SAMMY HOLDINGS INC.  
Data Appendix (FY2024/3 )

2024/5/10

■ Consumer Sales Breakdown

(Billion yen)		2022/3				2023/3				2024/3				2022/3			2023/3			2024/3			2025/3
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Thru Q2	Thru Q3	Full Year	Thru Q2	Thru Q3	Full Year	Thru Q2	Thru Q3	Full Year	Full Year Forecast
Consumer Sales	<b>Total</b>	29.5	41.7	48.4	38.7	34.7	40.3	67.5	45.4	34.0	44.4	70.7	74.9	71.2	119.6	158.3	75.0	142.5	187.9	78.4	149.1	224.0	235.0
	Domestic	13.0	17.9	19.4	16.3	15.7	18.1	18.6	19.0	14.5	17.7	19.7	25.1	30.9	50.3	66.6	33.8	52.4	71.4	32.2	51.9	77.0	77.1
	Overseas	16.7	23.6	29.1	22.6	19.2	21.9	48.7	26.9	19.3	26.5	50.6	49.6	40.3	69.4	92.0	41.1	89.8	116.7	45.8	96.4	146.0	157.7
	Overseas sales ratio	56.6%	56.6%	60.1%	58.4%	55.3%	54.3%	72.1%	59.3%	56.8%	59.7%	71.6%	66.2%	56.6%	58.0%	58.1%	54.8%	63.0%	62.1%	58.4%	64.7%	65.2%	67.1%
	Other / Elimination	-0.2	0.2	-0.1	-0.2	-0.2	0.3	0.2	-0.5	0.2	0.2	0.4	0.2	0.0	-0.1	-0.3	0.1	0.3	-0.2	-0.1	-0.2	1.0	0.2
Breakdown	<b>Full Games</b>	11.0	19.7	19.6	15.5	9.9	12.4	33.0	17.9	11.0	12.4	29.8	34.9	30.7	50.3	65.8	22.3	55.3	73.2	23.4	53.2	88.1	93.0
	New titles	3.0	13.0	13.1	11.5	2.1	5.4	25.9	12.2	2.5	3.7	21.3	27.5	16.0	29.1	40.6	7.5	33.4	45.6	6.2	27.5	55.0	53.3
	Japan	0.2	2.2	3.0	0.3	0.5	1.2	1.9	1.4	0.7	0.1	3.6	8.5	2.4	5.4	5.7	1.7	3.6	5.0	0.8	4.4	12.9	7.3
	Asia	0.1	0.8	1.1	1.0	0.5	0.6	2.4	1.8	0.1	0.2	2.2	4.9	0.9	2.0	3.0	1.1	3.5	5.3	0.3	2.5	7.4	6.6
	NA / EU	2.7	10.0	9.0	10.1	1.0	3.6	21.7	8.9	1.5	3.5	15.5	14.2	12.7	21.7	31.9	4.6	26.3	35.2	5.0	20.5	34.7	39.3
	<b>Repeat sales</b>	8.0	6.7	6.5	4.0	7.7	7.0	7.1	5.8	8.5	8.6	8.6	7.3	14.7	21.2	25.2	14.7	21.8	27.6	17.1	25.7	33.0	39.6
	Japan	0.8	1.2	0.8	0.6	0.8	0.9	0.7	0.6	1.0	1.0	1.0	0.9	2.0	2.8	3.4	1.7	2.4	3.0	2.0	3.0	3.9	5.6
	Asia	0.7	0.7	0.4	0.5	0.8	0.7	0.7	0.6	1.0	1.6	1.2	1.6	1.4	1.8	2.3	1.5	2.2	2.8	2.6	3.8	5.4	7.3
	NA / EU	6.4	4.9	5.3	2.9	6.1	5.4	5.6	4.5	6.3	6.1	6.3	4.9	11.3	16.6	19.5	11.5	17.1	21.6	12.4	18.7	23.6	26.5
	Overseas sales ratio	90.0%	83.2%	80.6%	93.5%	84.8%	83.1%	92.1%	88.3%	80.9%	91.9%	84.6%	73.4%	85.7%	83.7%	86.2%	83.9%	88.8%	88.7%	86.8%	85.5%	80.7%	85.7%
	Download sales ratio	61.6%	64.4%	56.3%	88.9%	74.9%	74.1%	60.3%	81.1%	57.1%	52.3%	59.0%	89.3%	65.3%	63.8%	69.5%	74.5%	66.0%	69.7%	54.6%	57.1%	69.8%	72.6%
	<b>F2P</b>	12.4	13.7	14.7	15.0	15.6	16.2	15.2	15.1	12.5	14.4	13.2	13.8	26.1	40.8	55.8	31.8	47.0	62.1	26.9	40.1	53.9	56.9
	Japan	10.9	12.2	13.4	13.5	13.0	14.1	12.8	13.3	10.8	12.6	11.4	12.1	23.2	36.6	50.1	27.1	39.9	53.2	23.4	34.8	47.0	51.8
	Asia	0.0	0.0	0.3	0.2	0.5	0.0	0.0	0.1	-	-	-	0.1	0.0	0.3	0.5	0.5	0.5	0.6	-	-	0.1	0.1
	NA / EU	1.4	1.4	1.0	1.3	2.0	2.1	2.4	1.7	1.7	1.7	1.7	1.6	2.9	3.9	5.2	4.1	6.5	8.2	3.4	5.1	6.7	4.9
	Titles released in or before FY2018/3	3.9	2.9	3.4	3.2	3.7	3.0	2.9	3.0	2.6	2.8	2.6	2.8	6.8	10.2	13.4	6.8	9.7	12.7	5.4	8.0	10.8	10.7
	Titles released in FY2019/3	1.4	2.0	1.2	1.5	1.5	2.7	2.5	2.9	1.9	3.3	1.9	2.9	3.4	4.6	6.1	4.2	6.6	9.5	5.2	7.1	10.0	9.5
	Titles released in FY2020/3	1.0	1.3	1.1	1.1	0.7	0.8	0.7	0.7	0.5	0.5	0.5	0.4	2.3	3.4	4.4	1.5	2.2	2.9	1.1	1.6	2.0	1.8
	Titles released in FY2021/3	4.5	4.1	7.0	6.4	6.2	6.6	5.9	6.0	4.6	5.0	5.5	5.2	8.6	15.6	22.0	12.8	18.7	24.7	9.6	15.1	20.3	17.0
	Titles released in FY2022/3	1.6	3.4	2.0	2.8	3.4	3.1	3.2	2.5	2.5	2.6	2.7	2.4	5.0	7.0	9.8	6.5	9.8	12.2	5.1	7.8	10.2	9.1
	Titles released in FY2023/3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	Titles released in FY2024/3	-	-	-	-	-	-	-	-	0.3	0.2	0.0	0.0	-	-	-	-	-	-	0.5	0.5	0.5	-
	Titles released in FY2025/3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	8.8
	<b>Other</b>	6.2	8.3	14.1	8.4	9.2	11.7	19.3	12.4	10.5	17.6	27.7	26.2	14.5	28.6	37.0	20.9	40.2	52.6	28.1	55.8	82.0	85.1
	Rovio	-	-	-	-	-	-	-	-	-	3.4	9.6	8.5	-	-	-	-	-	-	3.4	13.0	21.5	43.7

\*Retroactive FY2024/3 results are approximate value (unaudited)

SEGA SAMMY HOLDINGS INC.  
Data Appendix (FY2024/3 )

2024/5/10

■Number of Titles, Unit Sales (Full Game)

		2022/3				2023/3				2024/3				2022/3			2023/3			2024/3			2025/3
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Thru Q2	Thru Q3	Full Year	Thru Q2	Thru Q3	Full Year	Thru Q2	Thru Q3	Full Year	Full Year Forecast
No. of titles	Japan	0	3	2	1	3	4	4	4	2	1	5	3	3	5	6	7	11	15	3	8	11	8
	Asia	1	3	3	2	3	4	4	4	2	1	6	3	4	7	9	7	11	15	3	9	12	8
	NA / EU	3	3	5	2	3	4	5	4	2	1	7	3	6	11	13	7	12	16	3	10	13	8
Unit sales (Thousand)	<b>Total</b>	<b>6,580</b>	<b>7,460</b>	<b>7,930</b>	<b>5,230</b>	<b>5,140</b>	<b>5,000</b>	<b>10,610</b>	<b>7,140</b>	<b>4,870</b>	<b>5,650</b>	<b>8,580</b>	<b>8,790</b>	<b>14,040</b>	<b>21,970</b>	<b>27,200</b>	<b>10,140</b>	<b>20,750</b>	<b>27,890</b>	<b>10,520</b>	<b>19,100</b>	<b>27,890</b>	<b>29,670</b>
	New titles total	1,060	2,440	3,130	2,140	440	1,040	5,490	3,120	740	920	3,610	3,960	3,500	6,630	8,770	1,480	6,970	10,090	1,660	5,270	9,230	9,190
	Japan	50	360	370	70	90	160	390	450	160	30	580	1,080	410	780	850	250	640	1,090	190	770	1,850	1,220
	Asia	50	200	250	260	110	150	600	490	40	60	390	860	250	500	760	260	860	1,350	100	490	1,350	1,190
	NA / EU	960	1,880	2,510	1,810	230	730	4,500	2,180	540	820	2,640	2,010	2,840	5,350	7,160	960	5,460	7,640	1,360	4,000	6,010	6,770
	Repeat sales total	5,520	5,020	4,800	3,090	4,700	3,950	5,120	4,020	4,120	4,730	4,980	4,830	10,540	15,340	18,430	8,650	13,770	17,790	8,850	13,830	18,660	20,480
	Japan	290	370	290	180	260	500	320	300	430	400	450	650	660	950	1,140	760	1,080	1,380	830	1,280	1,930	1,770
	Asia	340	340	200	280	410	340	640	450	470	750	640	960	680	880	1,170	750	1,390	1,840	1,220	1,860	2,820	7,430
NA / EU	4,890	4,310	4,300	2,620	4,030	3,090	4,170	3,270	3,210	3,580	3,890	3,230	9,200	13,500	16,130	7,120	11,290	14,560	6,790	10,680	13,910	11,270	

■Unit sales of major IPs(Full Game)

(Thousand)		2022/3				2023/3				2024/3				2022/3			2023/3			2024/3		
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Thru Q2	Thru Q3	Full Year	Thru Q2	Thru Q3	Full Year	Thru Q2	Thru Q3	Full Year
	Sonic series	1,000	1,900	2,000	900	1,460	1,170	4,120	1,400	1,220	1,490	2,340	870	2,900	4,900	5,800	2,630	6,750	8,150	2,710	5,050	5,920
	Total War series	600	400	300	1,300	420	530	800	550	310	560	620	420	1,000	1,300	2,600	950	1,750	2,300	870	1,490	1,910
	Persona series	400	300	300	300	270	230	1,540	1,230	630	750	1,290	2,390	700	1,000	1,300	500	2,040	3,270	1,380	2,670	5,060
	Like a Dragon series (includes "Judgment" series)	700	1,100	700	400	470	490	770	1,100	510	680	1,520	2,650	1,800	2,500	2,900	960	1,730	2,830	1,190	2,710	5,360

■ Number of Titles (F2P)

		2022/3				2023/3				2024/3				2022/3			2023/3			2024/3			2025/3
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Thru Q2	Thru Q3	Full Year	Thru Q2	Thru Q3	Full Year	Thru Q2	Thru Q3	Full Year	Full Year Forecast
F2P	No. of new titles launched	2	0	0	1	0	0	0	0	1	0	1	0	2	2	3	0	0	0	1	2	2	2
	No. of titles ended services	-2	0	0	-3	0	0	0	0	-2	-1	0	-1	-2	-2	-5	0	0	0	-3	-3	-4	0
	No. of titles in operation at FY end	22	22	22	20	20	20	20	20	19	18	19	18	22	22	20	20	20	20	18	19	18	20

SEGA SAMMY HOLDINGS INC.  
Data Appendix (FY2024/3 )

2024/5/10

■ Number of Titles, Unit Sales (Pachislot & Pachinko)

	2022/3				2023/3				2024/3				2022/3			2023/3			2024/3			2025/3	
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Thru Q2	Thru Q3	Full Year	Thru Q2	Thru Q3	Full Year	Thru Q2	Thru Q3	Full Year	Full Year Forecast	
Pachislot	Number of titles	2	2	2	4	2	2	3	1	1	2	2	2	4	6	10	4	7	8	3	5	7	7
	Unit sales (units)	9,554	21,630	17,738	28,948	8,724	25,988	28,867	31,387	64,766	65,629	33,303	16,392	31,184	48,922	77,870	34,712	63,579	94,966	130,395	163,698	180,090	107,000
Pachinko	Number of titles	2	1	2	0	1	0	2	2	2	1	1	0	3	5	5	1	3	5	3	4	4	8
	Unit sales (units)	15,038	8,080	40,907	33,002	14,018	9,942	25,199	54,397	39,095	17,403	18,183	13,555	23,118	64,025	97,027	23,960	49,159	103,556	56,498	74,681	88,236	115,000
	Board + Frame Board	3,437	1,447	36,115	15,729	3,598	6,520	8,714	33,320	19,312	3,633	1,372	1,102	4,884	40,999	56,728	10,118	18,832	52,152	22,945	24,317	25,419	57,400
	Board	11,601	6,633	4,792	17,273	10,420	3,422	16,485	21,077	19,783	13,770	16,811	12,453	18,234	23,026	40,299	13,842	30,327	51,404	33,553	50,364	62,817	57,600

■ Number of Facility Users (Resort)

(Thousand)	2022/3				2023/3				2024/3				2022/3			2023/3			2024/3			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Thru Q2	Thru Q3	Full Year	Thru Q2	Thru Q3	Full Year	Thru Q2	Thru Q3	Full Year	
PSR	No. of facility users	140	187	244	189	234	257	226	229	218	238	219	223	327	571	760	491	717	946	456	675	898
	3 accommodation facilities	48	76	109	75	94	112	93	95	84	95	89	92	124	233	308	206	299	394	179	268	360
	2 golf courses	22	21	27	24	26	23	27	27	24	23	27	28	43	70	94	49	76	103	47	74	102
	Other facilities	70	90	108	90	114	122	106	107	110	120	103	103	160	268	358	236	342	449	230	333	436
P City	No. of casino users	34	25	21	19	21	27	43	60	63	72	81	81	59	80	99	48	91	151	135	216	297

※PSR=Phoenix Seagaia Resort P City=Paradise City

■ Profit & Loss of Paradise Segasammy

(KRW Billion)	FY2022/3				FY2023/3				2024/3				FY2022/3			2023/3			2024/3		
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Thru Q2	Thru Q3	Full Year	Thru Q2	Thru Q3	Full Year	Thru Q2	Thru Q3	Full Year
Sales	42.4	31.8	52.0	35.3	45.6	45.2	78.9	100.8	91.2	109.4	132.7	115.4	74.2	126.2	161.5	90.8	169.7	270.5	200.6	333.3	448.7
Casino	30.2	13.9	31.1	11.4	22.7	18.4	44.5	71.9	63.3	82.2	97.9	84.5	44.1	75.2	86.6	41.1	85.6	157.5	145.5	243.4	327.9
Hotel	11.4	16.9	18.4	21.0	20.0	23.0	28.8	24.1	23.2	23.3	28.1	25.7	28.3	46.7	67.7	43.0	71.8	95.9	46.5	74.6	100.3
Other	0.7	1.1	2.5	2.7	2.8	3.7	5.6	4.9	4.5	4.0	6.7	5.2	1.8	4.3	7.0	6.6	12.2	17.1	8.5	15.2	20.4
Gross profit	-0.3	-10.4	5.8	-11.8	-0.1	-4.1	17.9	22.7	17.1	27.9	35.2	15.3	-10.7	-4.9	-16.7	-4.2	13.7	36.4	45.0	80.2	95.5
Operating profit	-7.5	-16.1	-0.2	-18.4	-5.8	-9.9	10.9	13.3	9.8	17.0	24.8	4.7	-23.6	-23.8	-42.2	-15.7	-4.8	8.5	26.8	51.6	56.3
EBITDA	6.8	-1.8	13.9	-4.0	8.2	4.2	25.2	27.7	24.1	28.3	35.8	15.5	5.0	18.9	14.9	12.4	37.6	65.3	52.4	88.2	103.7
Net profit	-17.4	-27.8	-11.4	-31.3	-17.6	-21.0	1.1	3.5	2.6	15.3	15.6	-5.5	-45.2	-56.6	-87.9	-38.6	-37.4	-33.9	17.9	33.5	28.0
Equity method acquisition amount (Billion yen)	-0.8	-1.3	-0.5	-1.5	-0.8	-1.1	-0.0	0.1	0.0	0.6	0.7	-0.4	-2.1	-2.6	-4.1	-1.9	-1.9	-1.8	0.6	1.3	0.9

## New Medium-Term Plan (FY2025/3-FY2027/3) Breakdown by Segment

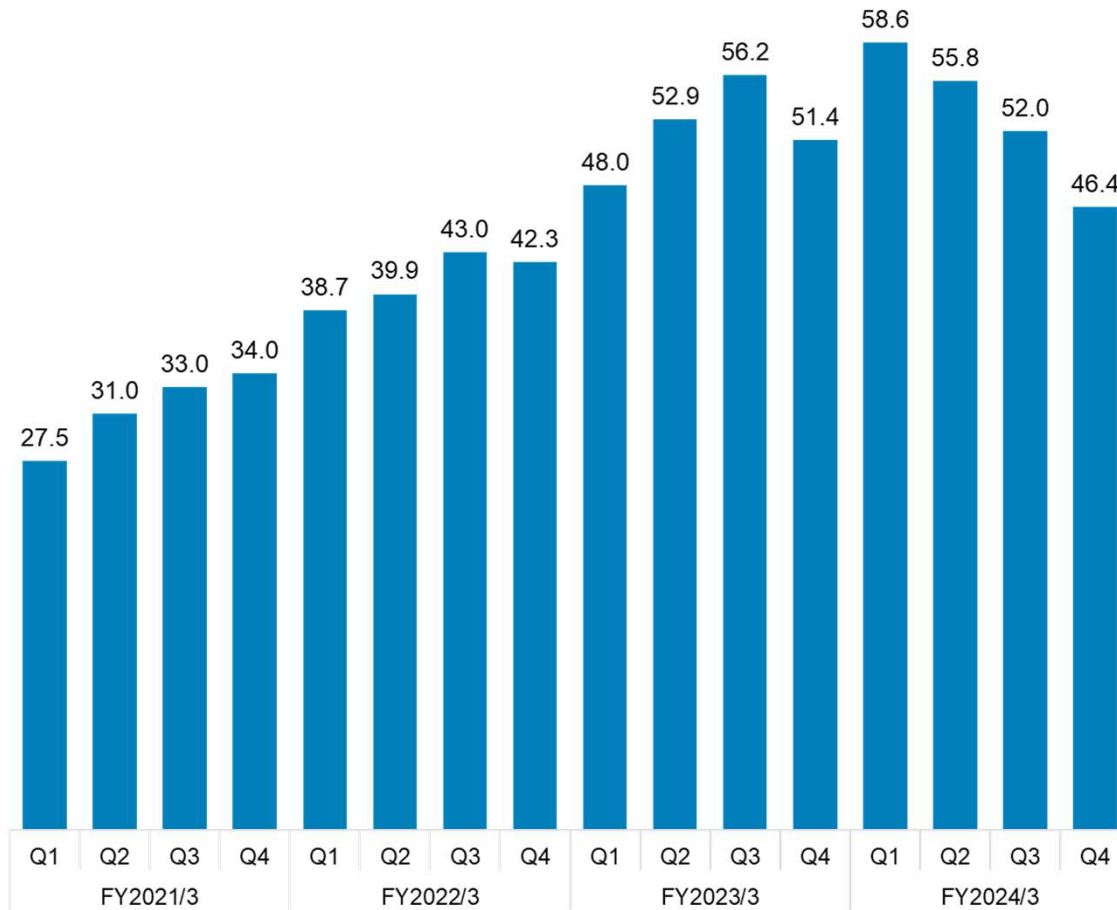
(Unit: billion yen)

	FY2024/3 Results	FY2025/3 Forecast	FY2025/3 Forecast	FY2025/3 Forecast
<b>Sales</b>	<b>467.8</b>	<b>445.0</b>	<b>500.0</b>	<b>540.0</b>
Entertainment Contents	318.7	335.0	373.0	410.0
Pachislot and Pachinko Machines	133.2	105.0	120.0	120.0
Gaming	1.9	3.0	4.0	5.0
Other / Elimination	14.0	2.0	3.0	5.0
<b>Operating Income</b>	<b>56.8</b>	<b>45.0</b>	<b>60.0</b>	<b>72.0</b>
Entertainment Contents	28.9	38.0	47.5	58.0
Pachislot and Pachinko Machines	41.6	23.0	28.0	30.0
Gaming	-1.7	-2.0	-0.5	-0.5
Other / Elimination	-12.0	-14.0	-15.0	-15.5
<b>Ordinary Income</b>	<b>59.7</b>	<b>48.0</b>	<b>65.0</b>	<b>76.0</b>
Entertainment Contents	30.8	40.0	50.0	60.0
Pachislot and Pachinko Machines	41.9	23.5	28.0	30.0
Gaming	-0.4	-1.5	1.0	1.5
Other / Elimination	-12.6	-14.0	-14.0	-15.5
<b>Adjusted EBITDA</b>	<b>54.7</b>	<b>62.0</b>	<b>79.0</b>	<b>90.0</b>
Entertainment Contents	22.0	50.0	60.0	70.0
Pachislot and Pachinko Machines	44.5	26.5	31.0	33.0
Gaming	-0.4	-1.5	1.0	1.5
Other / Elimination	-11.3	-13.0	-13.0	-14.5

\*Retroactive FY2024/3 results are approximate value (unaudited)

## Trend of Balance of Content Production Expenses in B/S (Consumer area)

(Unit: billion yen)



### Q4

Factors for decrease

- Implementation of inventory write-down
- Launch of new titles, etc.



# (Reference) Entertainment Contents Business: Sales Schedule

		~FY2024/3			In or after FY2025/3 (Plan)	
Consumer	Full Game	New titles	Company of Heroes 3 – Console Edition	Total War: PHARAOH	Persona 5 Tactics	Shin Megami Tensei V Vengeance
			Etrian Odyssey Origins Collection	Sonic Superstars	Like a Dragon: Infinite ∞ Wealth	Super Monkey Ball Banana Rumble
			Sonic Origins Plus	ENDLESS™ Dungeon	Persona 3 Reload	SONIC X SHADOW GENERATIONS
			HUMANKIND™ (for Console)	Football Manager 2024	Unicorn Overlord	Metaphor: ReFantazio
			Samba de Amigo: Party Central	Like a Dragon Gaiden: The Man Who Erased His Name		
	Repeat	Sonic Series / Persona Series / Like a Dragon Series / Total War Series / Football Manager Series, etc.				
F2P	In or before FY2019/3	PHANTASY STAR ONLINE 2 / Puyo Puyo!! Quest / CHAIN CHRONICLE / SHIN MEGAMI TENSEI Liberation Dx2 / SEGA Pocket Club Manager				
	FY2020/3~	FIST OF THE NORTH STAR LEGENDS ReVIVE				
	FY021/3~	Project SEKAI COLORFUL STAGE! feat. Hatsune Miku				
	FY2022/3~	PHANTASY STAR ONLINE 2 NEW GENESIS ver.2				

\*Only announced titles are listed for “FY2025/3 (Plan)”

# (Reference) Entertainment Contents Business: Sales Schedule

~FY2024/3

Amusement Machine	<b>&lt;Major titles in operation&gt;</b> <i>StarHorse4 / EIKETSU TAISEN / maimai DX / CHUNITHM / O.N.G.E.K.I. / MJ ARCADE INITIAL D THE ARCADE / KanColle Arcade / Fate Grand Order Arcade / HORI A TALE / i my merry</i>		
	<b>&lt;Major regular sales titles&gt;</b> <i>UFO Catcher® series / Prizes for prize machines</i>		
	<b>UFO CATCHER 10</b>		
	<b>BINGO THEATER</b>	<b>JACKPOT CIRCUS</b>	
Animation / Toy	<b>DETECTIVE CONAN: Black Iron Submarine</b>		
	<b>ANPANMAN: Roboly and the Warming Present</b>		
	<i>Stream your live with a head set! With a front camera! Fun to change mouse covers! Sumikkogurashi Personal Computer "My Live"</i>	<i>Let me treat you! I am a kitten's doctor</i>	<b>#BuzzCam</b>
	<i>Disney&amp;Pixar Characters Dream Switch Anniversary Gift Set</i>	<i>Chiikawa's dream talking giant pudding house</i>	
	<i>Fun to change screen covers! Sumikkogurashi Smart Phone with U</i>	<i>"ANPANMAN" Talking Picture Book Premium &amp; Knowledgeable Picture Books Set</i>	

## (Reference) Entertainment Contents Business: Sales Schedule

In or after FY2025/3 (Plan)

Animation	<i>Detective Conan: The Million-dollar Pentagram</i>
	<i>ANPANMAN: Baikinman and Lulun in the Picture Book</i>
AM* & TOY	<Major titles in operation> <i>StarHorse4 / EIKETSU TAISEN / maimai DX / CHUNITHM / O.N.G.E.K.I. / MJ ARCADE INITIAL D THE ARCADE / KanColle Arcade / BINGO THEATER / JACKPOT CIRCUS</i>
	<Major regular sales titles> <i>UFO Catcher® series / Prizes for prize machines</i>
	<i>GIMMI (The 4th Purikura machine)</i>
	<i>UFO CATCHER TRIPLE TWIN Compact</i>
	<i>Kawaii camera! Fun to change mouse covers! Sanrio Characters Personal Computer</i>
	<i>Shopping at the self-checkout! Anpanman convenience store</i>

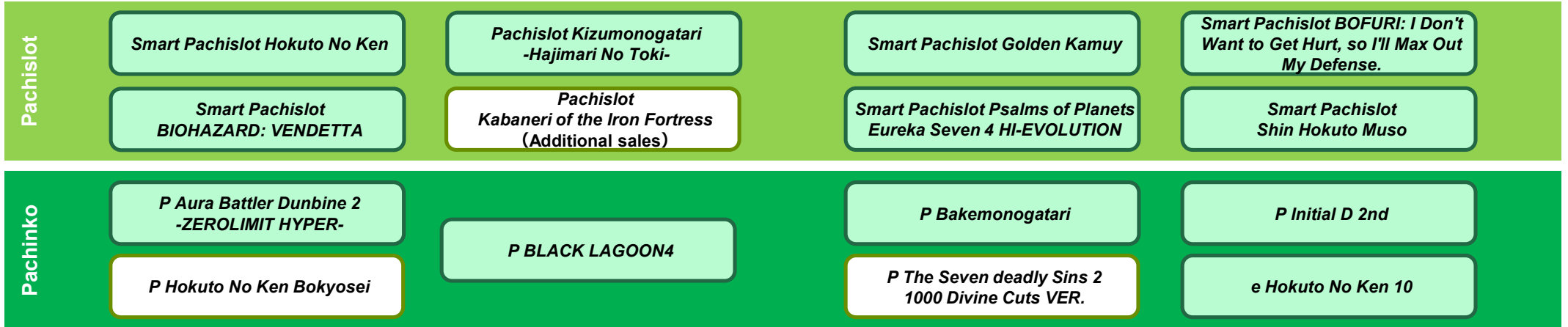
\*Only announced titles are listed for "FY2025/3 (Plan)" \*AM = Amusement Machine

# (Reference) Pachislot and Pachinko Machines Business: Sales Schedule

**New series**  
Titles which installation started from previous FY / Specification changed title

~FY2024/3

In or after FY2025/3 (Plan)



	(Major titles sold in FY2024/3)	Installation	Unit Sales
Pachislot	Smart Pachislot Hokuto No Ken	Apr.	79,231 units
	Smart Pachislot BIOHAZARD: VENDETTA	Jul.	33,151 units
	Pachislot Kizumonogatari -Hajimari No Toki-	Sep.	18,170 units
	Pachislot Kabaneri of the Iron Fortress (additional sales)	FY2023/3	16,008 units
Pachinko	P Hokuto No Ken Bokyosei	May.	17,500 units
	P Aura Battler Dunbine 2 -ZEROLIMIT HYPER-	Apr.	12,642 units
	P BLACK LAGOON4	Jul.	12,235 units

	(Major titles scheduled for sale FY2025/3)	Installation
Pachislot	Smart Pachislot Golden Kamuy	Apr.
	Smart Pachislot Psalms of Planets Eureka Seven 4 HI-EVOLUTION	May
	Smart Pachislot BOFURI: I Don't Want to Get Hurt, so I'll Max Out My Defense.	Jun.
	Smart Pachislot Shin Hokuto Muso	Jul.
Pachinko	P Bakemonogatari	Apr.
	P The Seven deadly Sins 2 1000 Divine Cuts VER.	May
	P Initial D 2nd	Jun.
	e Hokuto No Ken 10	This Summer

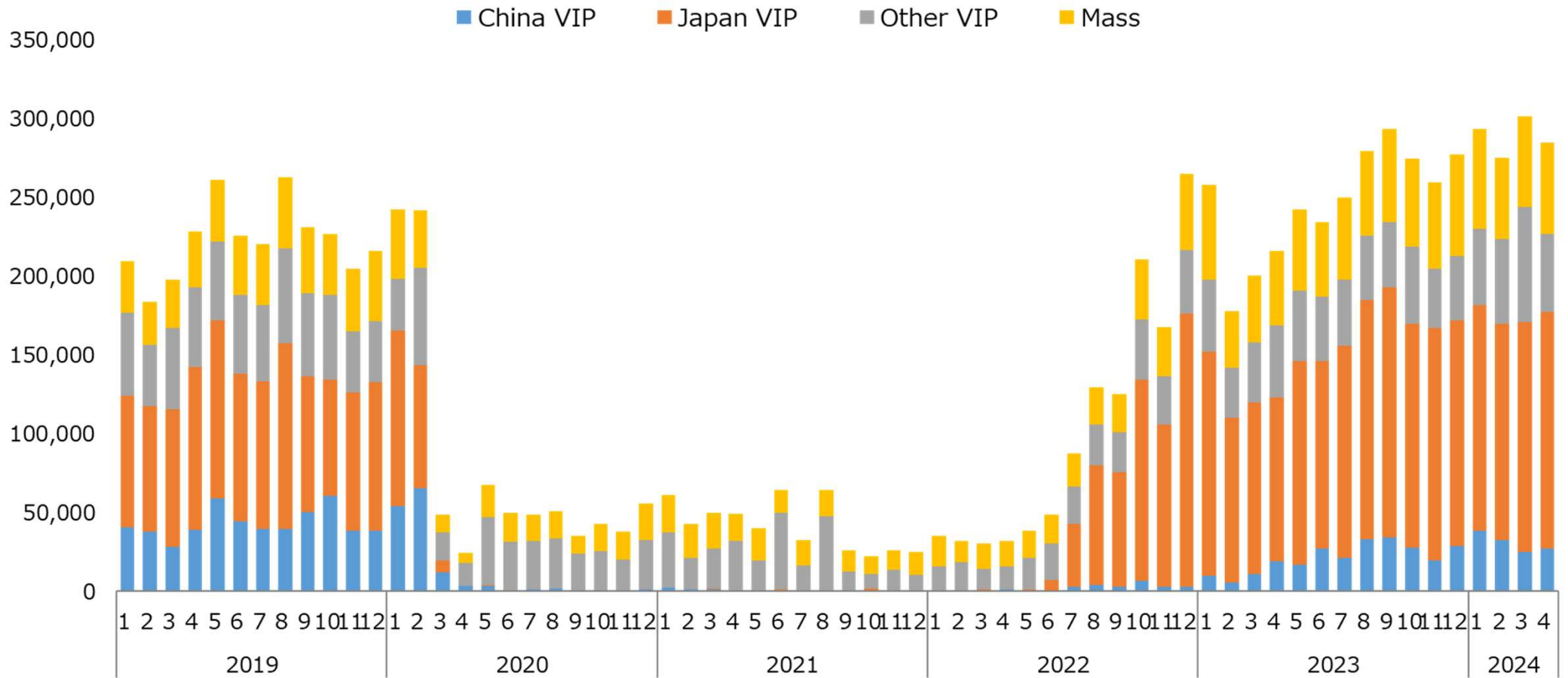
\*Unit sales sold only in FY2024/3 are listed

\*Only announced titles are listed for "In or after FY2025/3 (Plan)"

# Status of Each Facility: PARADISE SEGASAMMY

## ■ Trend of Drop amounts\* at PARADISE CITY

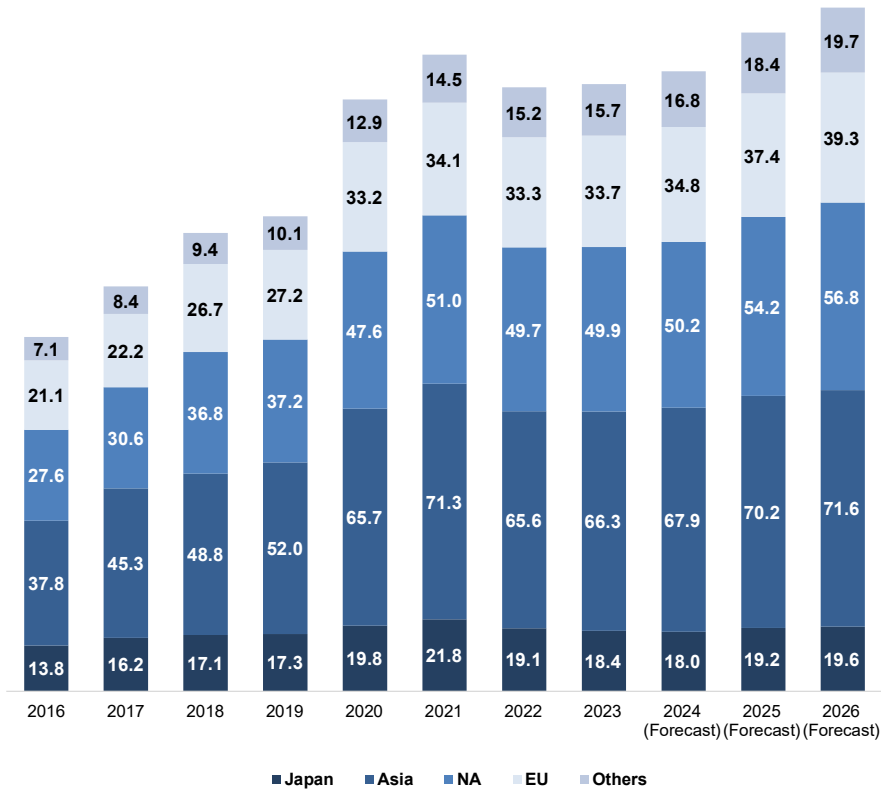
(Unit: KRW million)



\*Drop amounts = Purchased amount of chips

Consumer Games Markets Scale

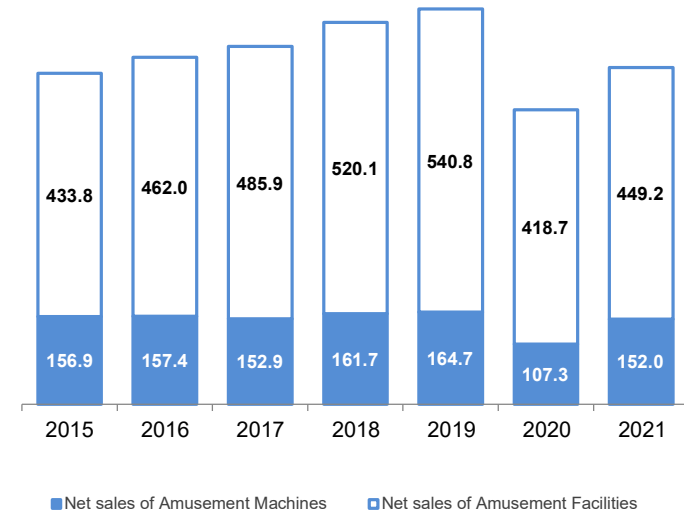
Market size trend of Consumer games (billion USD)



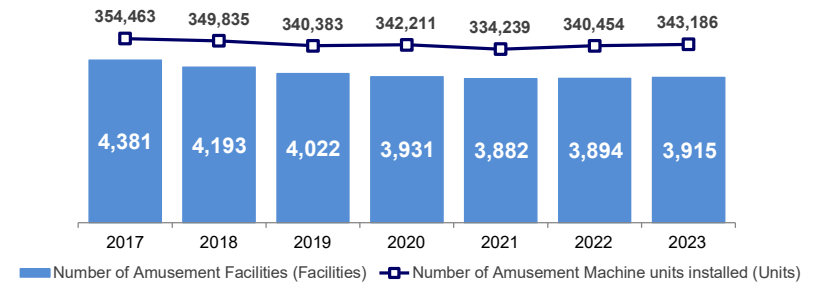
Source: In-house estimation based on data from "Newzoo Global Games Market Data May 2024"

Amusement Machine and Amusement Center Operations Markets Scale

Amusement Machine / Facilities sales (JPY billion)

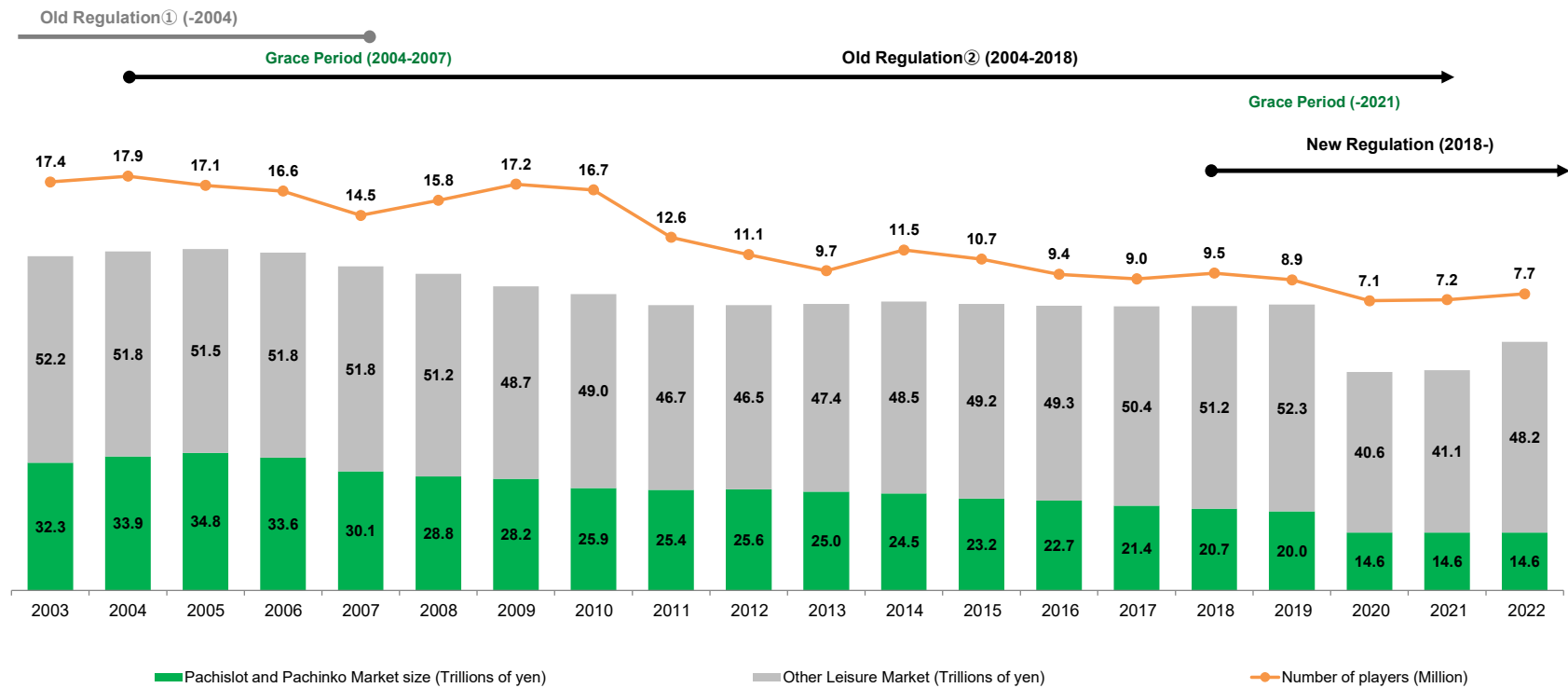


Number of Amusement Facilities / Amusement Machine unit installed



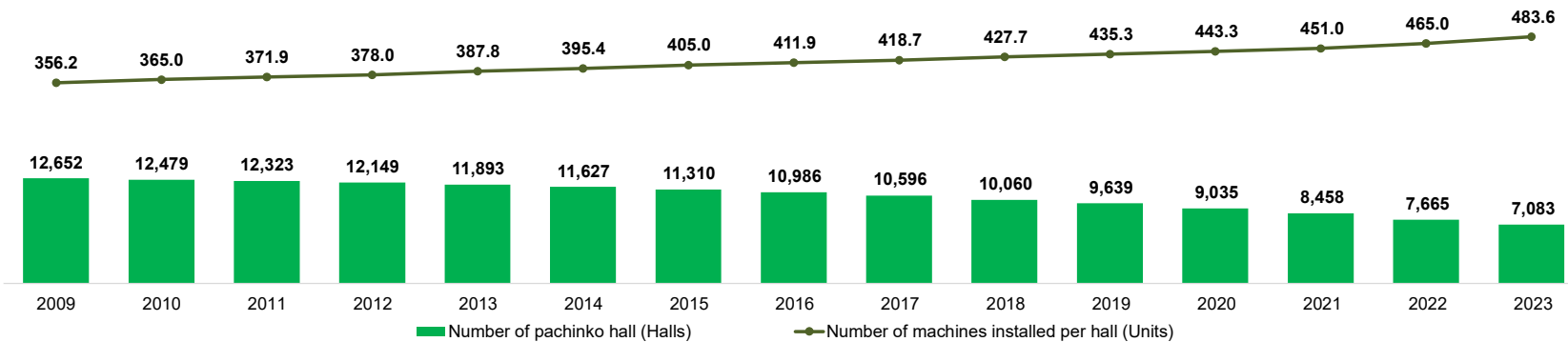
Source: JAIA, National Police Agency

Transition of market size and number of players



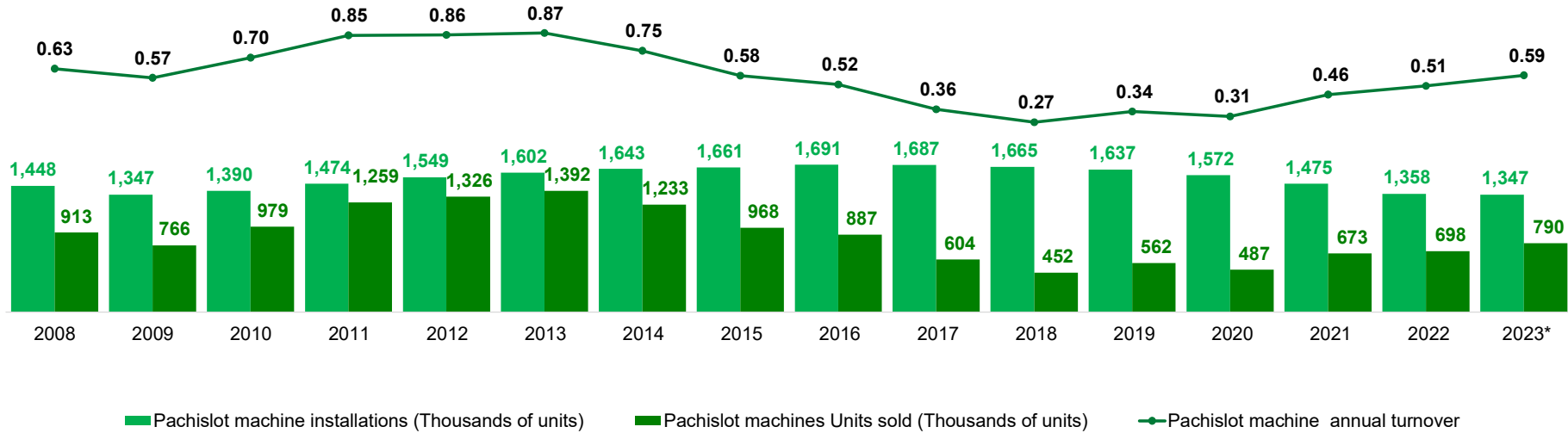
Source: White Paper on Leisure Industry 2023, Japan Productivity Center

Transition of number of pachinko halls and number of machines installed per hall

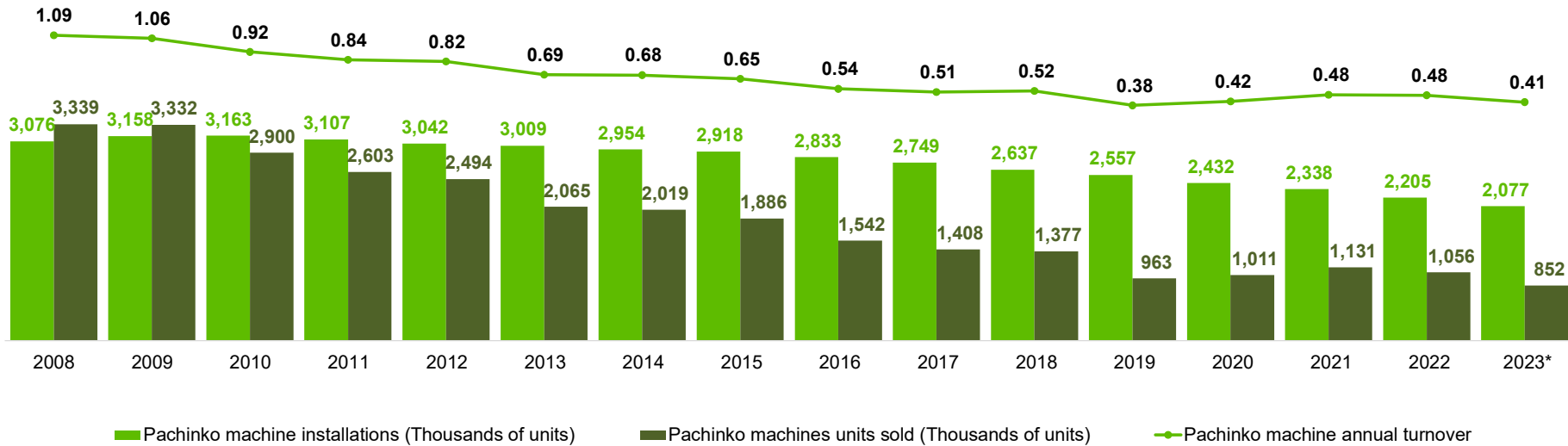


Sources : National Police Agency

Pachislot machine installations, unit sales and annual turnover rate



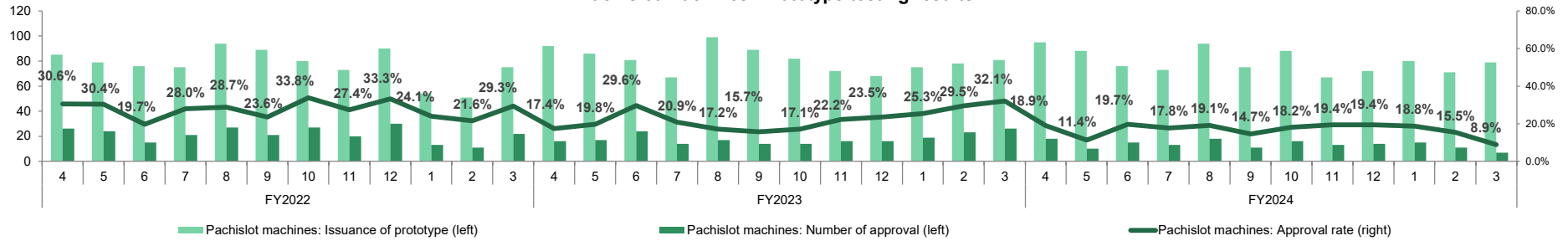
Pachinko machine installations, unit sales and annual turnover rate



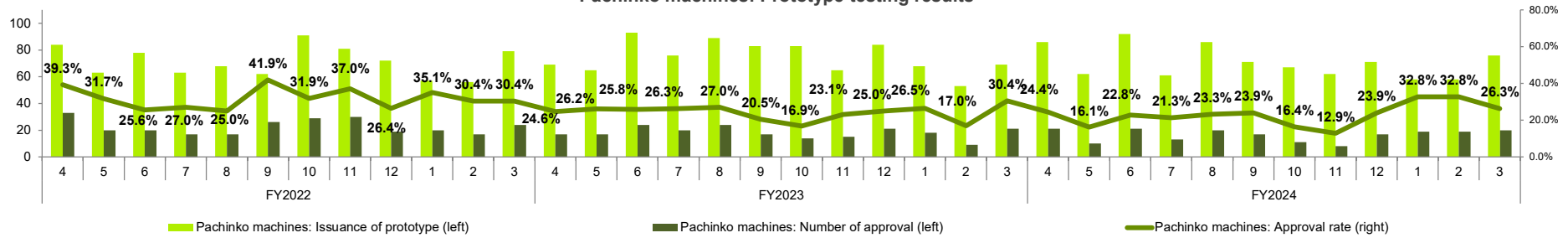
Sources: National Police Agency and Yano Research Institute Ltd. "Pachinko Manufacturer Trends 2023" (Research of Japanese Market) \*The data for 2023 are in-house estimations



Pachislot machines: Prototype testing results

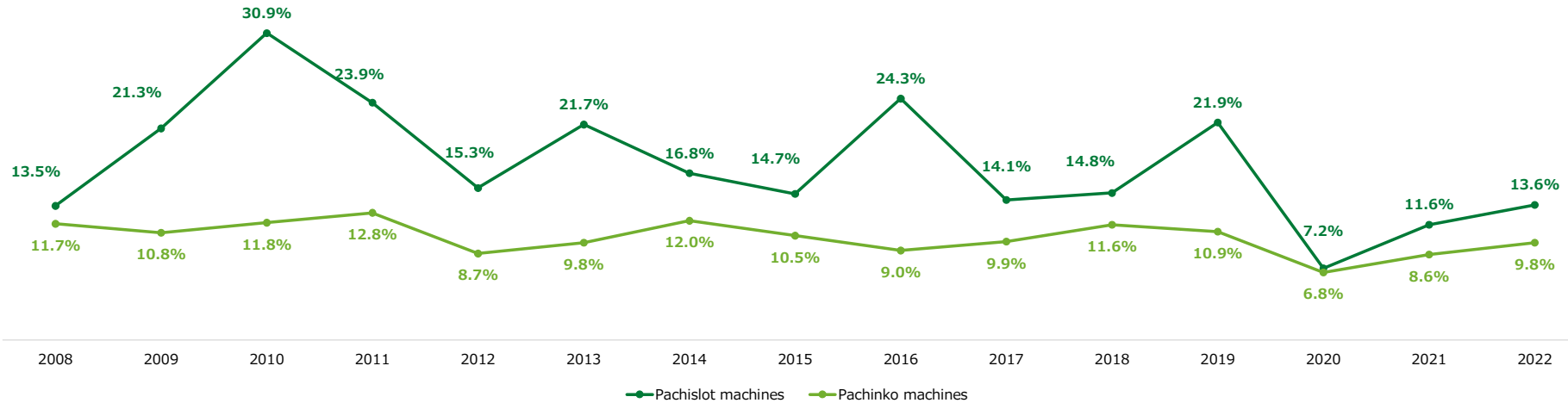


Pachinko machines: Prototype testing results



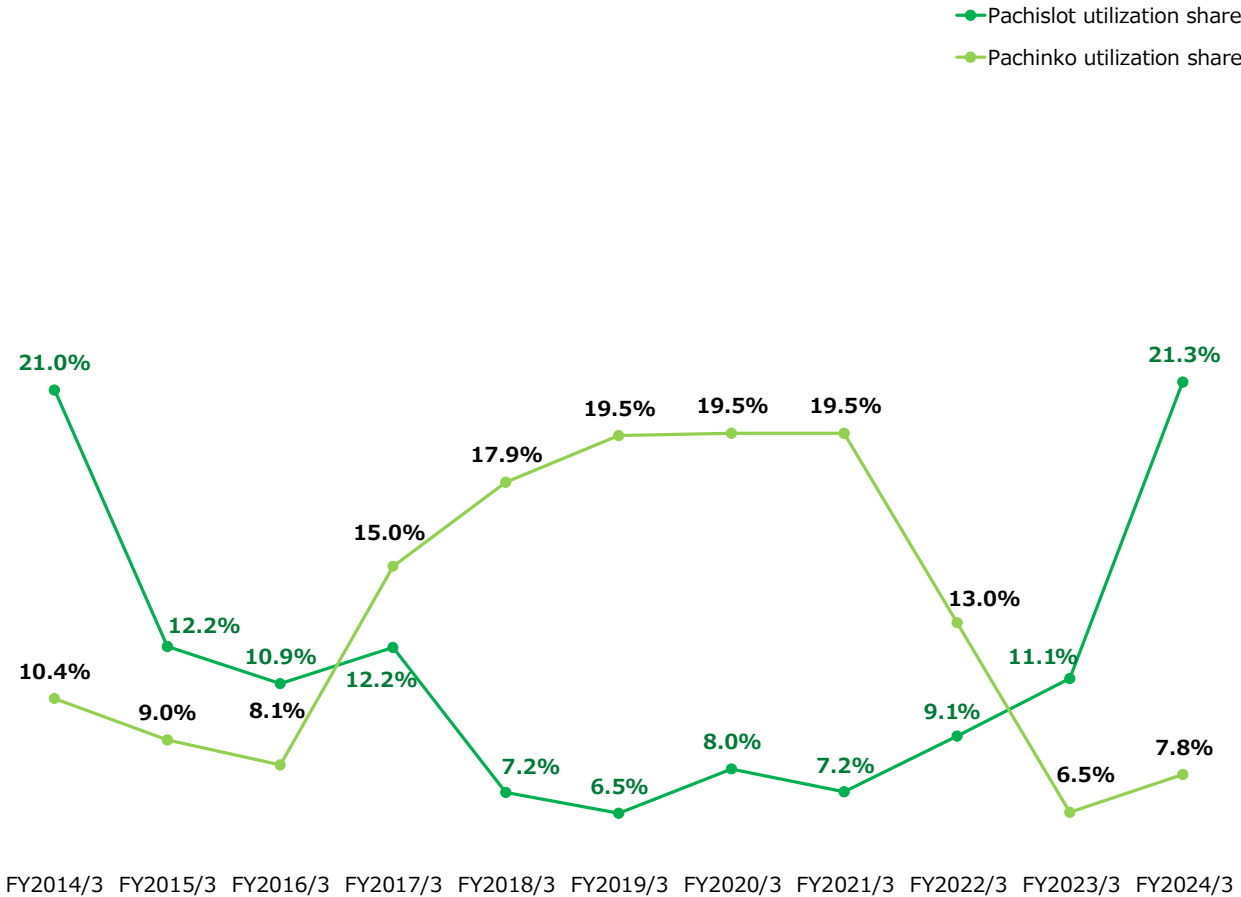
Source: Security Communications Association

Annual unit sales share of Pachislot and Pachinko Machines (Sammy's share)



\* Settlement dates from July to June \* Estimated by SEGA SAMMY based on total market unit sales of Pachislot and Pachinko published in Yano Research Institute Ltd. "Pachinko Manufacturer Trends 2023"

## Trend of Utilization Share (Sammy)



Total Utilization Share

Rank		FY23/3		FY24/3
1	S Company	18.4%	S Company	21.1%
2	K Company	16.2%	K Company	15.1%
3	S Company	13.9%	<b>Sammy</b>	<b>14.4%</b>
4	<b>Sammy</b>	<b>8.7%</b>	S Company	12.8%

Pachislot: Utilization Share

Rank		FY23/3		FY24/3
1	K Company	34.4%	K Company	30.9%
2	U Company	15.5%	<b>Sammy</b>	<b>21.3%</b>
3	<b>Sammy</b>	<b>11.1%</b>	U Company	13.7%
4	D Company	8.7%	S Company	7.1%

Pachinko: Utilization Share

Rank		FY23/3		FY24/3
1	S Company	31.3%	S Company	34.5%
2	S Company	25.7%	S Company	24.9%
3	<b>Sammy</b>	<b>6.5%</b>	D Company	7.9%
4	N Company	6.4%	<b>Sammy</b>	<b>7.8%</b>

\*Calculated by average of the fiscal year (Exclude the week striding over fiscal years)

\*Utilization Share = Ratio of Sammy machine's utilization out of total number of installed machine for each title × utilization of each title  
(Pachislot: Numbers of inserted medals, Pachinko: Numbers of shot balls)

Source: \*In-house estimation based on DK-SIS data (Data for 4 yen Pachinko and 20 yen Pachislot) of Daikoku Denki Co., Ltd.



<https://www.segasammy.co.jp/en/ir/>

**[Disclaimer]**

Market forecasts, operating results forecast, and other information contained in these materials are based on judgements and projections of the Company's managements from currently available information. Therefore, please understand that the contents herein involve risks and uncertainties and that actual results could differ materially depending on various factors.

This is an English translation from the original Japanese-language version. The translation is provided for your reference and convenience only and without any warranty as to its accuracy or otherwise. The Company assumes no responsibility for this translation and for direct, indirect or any other forms of damages arising from the translations. Should there be any inconsistency between the translation and the original Japanese document, the Japanese language version shall prevail. If you quote all or part of this document, please clearly indicate the source of the citation or link to this page.

**Cautionary Statement for Investors and Shareholders with Respect to Gaming Statutes and Regulations**

SEGA SAMMY HOLDINGS INC. ("the Company") is registered with the Nevada Commission as a publicly traded corporation and has been found suitable to directly or indirectly own the stock of its subsidiary, SEGA SAMMY CREATION INC., and Sega Sammy Creation USA Inc., a wholly owned subsidiary of SEGA SAMMY CREATION INC., (collectively, the "Operating Subsidiaries") that have been licensed as manufacturers and distributors of gaming devices in Nevada. Pursuant to Nevada law, the Company's shareholders are subject to the rules and regulations of the Nevada Gaming Authorities. A detailed explanation of Gaming Statutes and Regulations can be found on the Company's corporate website: <https://www.segasammy.co.jp/en/ir/stock/regulation/>

The Operating Subsidiaries have also been licensed as manufacturers and distributors of gaming devices in multiple countries, states, and regions other than the State of Nevada (collectively, the "Other Regions"). In addition to the foregoing, the Company's shareholders may be subject to the same or similar restrictions as in the State of Nevada under the statutes of the Other Regions or the regulations of the gaming authorities of such Other Regions.