

SEGA SAMMY HOLDINGS INC.  
Data Appendix (Q1 FY2023/3)

■ Profit and Loss

(Billion yen)		2021/3				2022/3				2023/3	2021/3			2022/3			2023/3
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Thru Q2	Thru Q3	Full Year	Thru Q2	Thru Q3	Full Year	Full Year Forecast
Entertainment Contents	Sales	45.1	51.9	70.6	50.2	47.4	60.0	70.4	58.1	52.7	97.0	167.6	217.8	107.4	177.8	235.9	277.0
	Consumer	32.4	29.0	41.0	33.3	29.5	41.7	48.4	38.7	34.7	61.4	102.4	135.7	71.2	119.6	158.3	192.0
	Amusement Machine	5.4	8.2	12.0	10.1	11.4	11.8	12.8	13.7	13.1	13.6	25.6	35.7	23.2	36.0	49.7	55.8
	Amusement Center Operations	3.4	8.4	8.8	0.4	-	-	-	-	-	11.8	20.6	21.0	-	-	-	-
	Animation / Toy	3.4	5.6	8.1	6.1	5.5	6.0	8.9	5.2	4.7	9.0	17.1	23.2	11.5	20.4	25.6	28.7
	Other / Elimination	0.4	0.8	0.7	0.3	1.0	0.5	0.3	0.5	0.2	1.2	1.9	2.2	1.5	1.8	2.3	0.5
	Operating Income	8.1	6.8	15.0	-2.0	8.4	13.8	13.1	-1.4	6.5	14.9	29.9	27.9	22.2	35.3	33.9	39.0
	Consumer	12.5	7.8	10.6	0.5	6.5	11.9	11.0	-0.1	5.3	20.3	30.9	31.4	18.4	29.4	29.3	34.5
	Amusement Machine	-1.6	-0.3	1.8	-1.5	1.6	0.7	0.7	-0.5	0.5	-1.9	-0.1	-1.6	2.3	3.0	2.5	3.3
	Amusement Center Operations	-2.0	-0.7	1.3	0.0	-	-	-	-	-	-2.7	-1.4	-1.4	-	-	-	-
Animation / Toy	0.0	0.2	1.9	0.0	0.5	1.2	2.1	-0.8	0.2	0.2	2.1	2.1	1.7	3.8	3.0	3.0	
Other / Elimination	-0.8	-0.2	-0.6	-1.0	-0.2	0.0	-0.7	0.0	0.5	-1.0	-1.6	-2.6	-0.2	-0.9	-0.9	-1.8	
Ordinary Income	8.2	8.6	16.3	-5.2	8.5	14.2	14.1	0.0	8.1	16.8	33.1	27.9	22.7	36.8	36.8	40.0	
Pachislot & Pachinko	Sales	2.7	8.0	26.6	15.8	10.3	13.0	28.5	24.0	10.5	10.7	37.3	53.1	23.3	51.8	75.8	86.0
	Pachislot	0.2	1.8	2.8	9.1	3.4	8.6	7.4	11.2	3.3	2.0	4.8	13.9	12.0	19.4	30.6	32.7
	Pachinko	0.0	3.7	20.9	3.9	4.7	2.4	19.2	10.8	5.1	3.7	24.6	28.5	7.1	26.3	37.1	44.5
	Other / Elimination	2.5	2.5	2.9	2.8	2.2	2.0	1.9	2.0	2.1	5.0	7.9	10.7	4.2	6.1	8.1	8.8
	Operating Income	-8.4	-3.6	3.8	-2.4	-1.6	-0.1	7.0	4.0	-0.9	-12.0	-8.2	-10.6	-1.7	5.3	9.3	11.5
Ordinary Income	-8.5	-3.9	3.7	-2.6	-1.4	0.1	7.3	4.2	-0.6	-12.4	-8.7	-11.3	-1.3	6.0	10.2	12.0	
Resort	Sales	0.4	1.8	2.6	1.5	1.5	2.3	2.8	2.0	2.6	2.2	4.8	6.3	3.8	6.6	8.6	11.5
	Operating Income	-1.7	-0.9	-0.5	-1.0	-1.1	-0.7	-0.1	-0.6	-0.3	-2.6	-3.1	-4.1	-1.8	-1.9	-2.5	-1.2
	Ordinary Income	-2.1	-2.5	-2.0	-2.3	-1.9	-2.0	-0.7	-2.1	-1.1	-4.6	-6.6	-8.9	-3.9	-4.6	-6.7	-3.0
Other / Elimination	Sales	0.1	0.2	0.1	0.1	0.2	0.1	0.2	0.1	0.3	0.3	0.4	0.5	0.3	0.5	0.6	0.5
	Operating Income	-1.8	-1.5	-1.8	-1.6	-1.9	-2.2	-2.0	-2.6	-2.6	-3.3	-5.1	-6.7	-4.1	-6.1	-8.7	-9.3
	Ordinary Income	-1.6	-1.7	-2.0	-0.7	-1.8	-1.0	-2.1	-2.1	-2.2	-3.3	-5.3	-6.0	-2.8	-4.9	-7.0	-9.0
Consolidated total	Sales	48.3	61.9	99.9	67.6	59.4	75.4	101.9	84.2	66.1	110.2	210.1	277.7	134.8	236.7	320.9	375.0
	Operating Income	-3.8	0.8	16.5	-7.0	3.8	10.8	18.0	-0.6	2.7	-3.0	13.5	6.5	14.6	32.6	32.0	40.0
	Ordinary Income	-4.0	0.5	16.0	-10.8	3.4	11.3	18.6	0.0	4.2	-3.5	12.5	1.7	14.7	33.3	33.3	40.0
	Income before income taxes	-6.4	-16.7	14.3	-1.0	3.2	11.9	20.4	2.4	4.1	-23.1	-8.8	-9.8	15.1	35.5	37.9	40.0
	Profit attributable to owners of parent	-3.3	-18.4	15.5	7.4	2.9	9.1	17.4	7.6	3.1	-21.7	-6.2	1.2	12.0	29.4	37.0	28.0

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Data Appendix (Q1 FY2023/3)

■ Major Expenses / Capital Expenditure

(Billion yen)		2021/3				2022/3				2023/3	2021/3			2022/3			2023/3
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Thru Q2	Thru Q3	Full Year	Thru Q2	Thru Q3	Full Year	Full Year Forecast
Entertainment Contents	R&D / Content production	9.2	9.8	11.8	14.7	9.9	13.5	12.7	18.3	11.9	19.0	30.8	45.5	23.4	36.1	54.4	66.6
	Advertising	1.7	2.8	3.3	3.7	2.2	3.9	3.7	4.4	2.7	4.5	7.8	11.5	6.1	9.8	14.2	19.0
	Depreciation	2.2	2.3	0.7	1.5	0.8	0.9	0.9	1.1	0.9	4.5	5.2	6.7	1.7	2.6	3.7	3.5
	Cap-ex	2.2	2.8	3.5	1.9	1.5	1.4	1.6	2.8	1.1	5.0	8.5	10.4	2.9	4.5	7.3	7.5
Pachislot & Pachinko	R&D / Content production	5.4	3.9	3.3	3.7	3.4	3.2	3.4	4.4	3.0	9.3	12.6	16.3	6.6	10.0	14.4	14.3
	Advertising	0.1	0.6	0.3	0.2	0.2	0.6	0.5	0.3	0.3	0.7	1.0	1.2	0.8	1.3	1.6	3.3
	Depreciation	0.8	0.9	0.9	0.8	0.5	0.7	0.7	0.8	0.6	1.7	2.6	3.4	1.2	1.9	2.7	2.1
	Cap-ex	1.1	0.7	0.7	0.8	1.2	1.1	0.8	1.0	1.0	1.8	2.5	3.3	2.3	3.1	4.1	4.0
Resort	R&D / Content production	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.2	0.0	0.0	0.1	0.0
	Advertising	0.0	0.1	0.1	0.0	0.0	0.2	0.1	0.0	0.0	0.1	0.2	0.2	0.2	0.3	0.3	0.4
	Depreciation	0.2	0.2	0.3	0.2	0.1	0.2	0.2	0.1	0.1	0.4	0.7	0.9	0.3	0.5	0.6	0.8
	Cap-ex	0.0	0.0	0.1	0.0	0.1	0.1	0.1	0.1	0.5	0.0	0.1	0.1	0.2	0.3	0.4	1.3
Other / Elimination	R&D / Content production	0.1	-0.1	0.0	-0.1	0.1	-0.1	0.1	-0.1	0.0	0.0	0.0	-0.1	0.0	0.1	0.0	0.0
	Advertising	0.2	0.1	0.2	0.2	0.4	0.4	0.2	0.3	0.3	0.3	0.5	0.7	0.8	1.0	1.3	1.2
	Depreciation	0.4	0.3	0.3	0.1	0.4	0.1	0.3	0.2	0.5	0.7	1.0	1.1	0.5	0.8	1.0	0.9
	Cap-ex	0.3	0.1	-0.1	0.4	0.3	0.0	0.3	0.6	0.2	0.4	0.3	0.7	0.3	0.6	1.2	0.5
Consolidated total	R&D / Content production	14.7	13.6	15.2	18.4	13.4	16.6	16.2	22.7	14.9	28.3	43.5	61.9	30.0	46.2	68.9	80.9
	Advertising	2.0	3.6	3.9	4.1	2.8	5.1	4.5	5.0	3.3	5.6	9.5	13.6	7.9	12.4	17.4	24.0
	Depreciation	3.6	3.7	2.2	2.6	1.8	1.9	2.1	2.2	2.1	7.3	9.5	12.1	3.7	5.8	8.0	7.2
	Cap-ex	3.6	3.6	4.2	3.1	3.1	2.6	2.8	4.5	2.8	7.2	11.4	14.5	5.7	8.5	13.0	13.4

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

(Employees)		2021/3				2022/3				2023/3
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1
Entertainment Contents		6,284	6,340	5,394	5,369	5,464	5,541	5,612	5,630	5,822
Pachislot & Pachinko		1,458	1,457	1,446	1,022	1,057	1,052	1,050	1,047	1,087
Resort		732	729	714	699	714	701	682	664	684
Others		510	525	526	445	435	431	426	419	426
Consolidated total		8,984	9,051	8,080	7,535	7,670	7,725	7,770	7,760	8,019
Overseas personnel ratio		20.5%	20.8%	24.0%	26.3%	26.1%	27.0%	27.2%	27.6%	27.4%
R&D personnel ratio		46.3%	46.9%	52.4%	54.8%	55.5%	56.0%	56.5%	56.9%	56.4%

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■ Consumer Sales Breakdown

(Billion yen)		2021/3				2022/3				2023/3	2021/3			2022/3			2023/3
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Thru Q2	Thru Q3	Full Year	Thru Q2	Thru Q3	Full Year	Full Year Forecast
Consumer Sales	<b>Total</b>	<b>32.4</b>	<b>29.0</b>	<b>41.0</b>	<b>33.3</b>	<b>29.5</b>	<b>41.7</b>	<b>48.4</b>	<b>38.7</b>	<b>34.7</b>	<b>61.4</b>	<b>102.4</b>	<b>135.7</b>	<b>71.2</b>	<b>119.6</b>	<b>158.3</b>	<b>192.0</b>
	Domestic	12.4	15.5	20.8	15.9	13.0	17.9	19.4	16.3	15.7	27.9	48.7	64.6	30.9	50.3	66.6	66.1
	Overseas	19.6	13.8	20.9	18.1	16.7	23.6	29.1	22.6	19.2	33.4	54.3	72.4	40.3	69.4	92.0	126.1
	Overseas sales ratio	60.5%	47.6%	51.0%	54.4%	56.6%	56.6%	60.1%	58.4%	55.3%	54.4%	53.0%	53.4%	56.6%	58.0%	58.1%	65.7%
	Other / Elimination	0.2	-0.1	-0.7	-0.7	-0.2	0.2	-0.1	-0.2	-0.2	0.1	-0.6	-1.3	0.0	-0.1	-0.3	-0.2
Breakdown	<b>Full Games</b>	<b>14.4</b>	<b>10.8</b>	<b>17.4</b>	<b>12.5</b>	<b>11.0</b>	<b>19.7</b>	<b>19.6</b>	<b>15.5</b>	<b>9.9</b>	<b>25.2</b>	<b>42.6</b>	<b>55.1</b>	<b>30.7</b>	<b>50.3</b>	<b>65.8</b>	<b>98.4</b>
	New titles	2.0	3.2	8.6	6.1	3.0	13.0	13.1	11.5	2.1	5.2	13.8	19.9	16.0	29.1	40.6	62.2
	Japan	0.0	0.1	1.7	0.3	0.2	2.2	3.0	0.3	0.5	0.1	1.8	2.1	2.4	5.4	5.7	5.1
	Asia	0.7	0.3	0.2	0.5	0.1	0.8	1.1	1.0	0.5	1.0	1.2	1.7	0.9	2.0	3.0	4.9
	NA / EU	1.2	2.9	6.5	5.4	2.7	10.0	9.0	10.1	1.0	4.1	10.6	16.0	12.7	21.7	31.9	52.3
	Repeat sales	12.3	7.6	8.9	6.4	8.0	6.7	6.5	4.0	7.7	19.9	28.8	35.2	14.7	21.2	25.2	36.2
	Japan	1.7	1.0	1.0	0.8	0.8	1.2	0.8	0.6	0.8	2.7	3.7	4.5	2.0	2.8	3.4	3.3
	Asia	0.5	0.6	0.4	0.7	0.7	0.7	0.4	0.5	0.8	1.1	1.5	2.2	1.4	1.8	2.3	4.5
	NA / EU	9.9	6.2	7.4	5.0	6.4	4.9	5.3	2.9	6.1	16.1	23.5	28.5	11.3	16.6	19.5	28.3
	Overseas sales ratio	85.4%	92.6%	83.3%	92.8%	90.0%	83.2%	80.6%	93.5%	84.8%	88.5%	86.4%	87.8%	85.7%	83.7%	86.2%	91.5%
	Download sales ratio	66.5%	69.4%	54.6%	68.8%	61.6%	64.4%	56.3%	88.9%	74.9%	67.7%	62.8%	63.8%	65.3%	63.8%	69.5%	79.4%
	F2P	11.1	14.4	15.6	13.0	12.4	13.7	14.7	15.0	15.6	25.5	41.1	54.1	26.1	40.8	55.8	56.8
	Japan	9.1	12.4	14.0	11.7	10.9	12.2	13.4	13.5	13.0	21.5	35.5	47.2	23.2	36.6	50.1	50.6
	Asia	0.0	0.1	0.1	0.0	0.0	0.0	0.3	0.2	0.5	0.1	0.2	0.2	0.0	0.3	0.5	0.5
	NA / EU	1.9	2.0	1.4	1.3	1.4	1.4	1.0	1.3	2.0	3.9	5.3	6.6	2.9	3.9	5.2	5.7
	Titles released in or before FY2018/3	5.1	6.3	5.0	4.2	3.9	2.9	3.4	3.2	3.7	11.4	16.4	20.6	6.8	10.2	13.4	11.9
	Titles released in FY2019/3	2.2	3.0	2.1	0.9	1.4	2.0	1.2	1.5	1.5	5.2	7.3	8.2	3.4	4.6	6.1	5.9
	Titles released in FY2020/3	2.1	2.7	2.4	2.5	1.0	1.3	1.1	1.1	0.7	4.8	7.2	9.7	2.3	3.4	4.4	3.9
	Titles released in FY2021/3	1.5	2.6	6.1	5.4	4.5	4.1	7.0	6.4	6.2	4.1	10.2	15.6	8.6	15.6	22.0	18.6
	Titles released in FY2022/3	-	-	-	-	1.6	3.4	2.0	2.8	3.4	-	-	-	5.0	7.0	9.8	12.9
	Titles released in FY2023/3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.6
	Other	6.5	4.1	8.8	8.3	6.2	8.3	14.1	8.4	9.2	10.6	19.4	27.7	14.5	28.6	37.0	37.0

SEGA SAMMY HOLDINGS INC.  
Data Appendix (Q1 FY2023/3)

■ Number of Titles, Unit Sales (Full Game)

		2021/3				2022/3				2023/3	2021/3			2022/3			2023/3
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Thru Q2	Thru Q3	Full Year	Thru Q2	Thru Q3	Full Year	Full Year Forecast
No. of titles	Japan	0	0	2	0	0	3	2	1	3	0	2	2	3	5	6	15
	Asia	1	0	3	2	1	3	3	2	3	1	4	6	4	7	9	15
	NA / EU	3	2	4	1	3	3	5	2	3	5	9	10	6	11	13	16
Unit sales (Thousands)	<b>Total</b>	<b>12,980</b>	<b>6,100</b>	<b>15,120</b>	<b>7,570</b>	<b>6,580</b>	<b>7,460</b>	<b>7,930</b>	<b>5,230</b>	<b>5,140</b>	<b>19,080</b>	<b>34,200</b>	<b>41,770</b>	<b>14,040</b>	<b>21,970</b>	<b>27,200</b>	<b>34,250</b>
	New titles total	790	390	2,590	2,250	1,060	2,440	3,130	2,140	440	1,180	3,770	6,020	3,500	6,630	8,770	13,950
	Japan	10	10	350	60	50	360	370	70	90	20	370	430	410	780	850	1,040
	Asia	150	50	60	100	50	200	250	260	110	200	260	360	250	500	760	1,570
	NA / EU	620	340	2,170	2,090	960	1,880	2,510	1,810	230	960	3,130	5,220	2,840	5,350	7,160	11,330
	Repeat sales total	12,190	5,710	12,520	5,320	5,520	5,020	4,800	3,090	4,700	17,900	30,420	35,750	10,540	15,340	18,430	20,300
	Japan	460	230	300	240	290	370	290	180	260	690	990	1,230	660	950	1,140	1,240
	Asia	240	270	190	300	340	340	200	280	410	510	700	1,000	680	880	1,170	2,110
NA / EU	-	-	12,040	4,780	4,890	4,310	4,300	2,620	4,030	16,690	28,730	33,510	9,200	13,500	16,130	16,960	

■ Number of Titles (F2P)

		2021/3				2022/3				2023/3	2021/3			2022/3			2023/3
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Thru Q2	Thru Q3	Full Year	Thru Q2	Thru Q3	Full Year	Full Year Forecast
F2P	No. of new titles launched	2	2	1	0	2	0	0	1	0	4	5	5	2	2	3	1
	No. of titles ended services	-1	0	-1	0	-2	0	0	-3	0	-1	-2	-2	-2	-2	-5	0
	No. of titles in operation at FY end	20	22	22	22	22	22	22	20	20	22	22	22	22	22	20	21

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

		2021/3				2022/3				2023/3	2021/3			2022/3			2023/3
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Thru Q2	Thru Q3	Full Year	Thru Q2	Thru Q3	Full Year	Full Year Forecast
Pachislot	Number of titles	0	1	2	2	2	2	2	4	2	1	3	5	4	6	10	9
	Unit sales (units)	485	4,400	7,602	22,786	9,554	21,630	17,738	28,948	8,724	4,885	12,487	35,273	31,184	48,922	77,870	84,000
Pachinko	Number of titles	0	2	1	1	2	1	2	0	1	2	3	4	3	5	5	6
	Unit sales (units)	177	11,165	48,017	9,654	15,038	8,080	40,907	33,002	14,018	11,342	59,359	69,013	23,118	64,025	97,027	114,000
	Board + Frame Board	54	1,133	45,387	7,067	3,437	1,447	36,115	15,729	3,598	1,187	46,574	53,641	4,884	40,999	56,728	46,900
		123	10,032	2,630	2,587	11,601	6,633	4,792	17,273	10,420	10,155	12,785	15,372	18,234	23,026	40,299	67,100

■ Number of Facility Users (Resort)

(Thousands)		2021/3				2022/3				2023/3	2021/3			2022/3			2023/3
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Thru Q2	Thru Q3	Full Year	Thru Q2	Thru Q3	Full Year	Full Year Forecast
PSR	No. of facility users	44	167	219	122	140	187	244	189	234	211	430	552	327	571	760	868
	3 accommodation facilities	12	66	99	46	48	76	109	75	94	78	177	223	124	233	308	363
	2 golf courses	9	22	26	18	22	21	27	24	26	31	57	75	43	70	94	98
	Other facilities	23	79	94	58	70	90	108	90	114	102	196	254	160	268	358	407
P City	No. of casino users	66	35	36	37	34	25	21	19	21	101	137	174	59	80	99	-

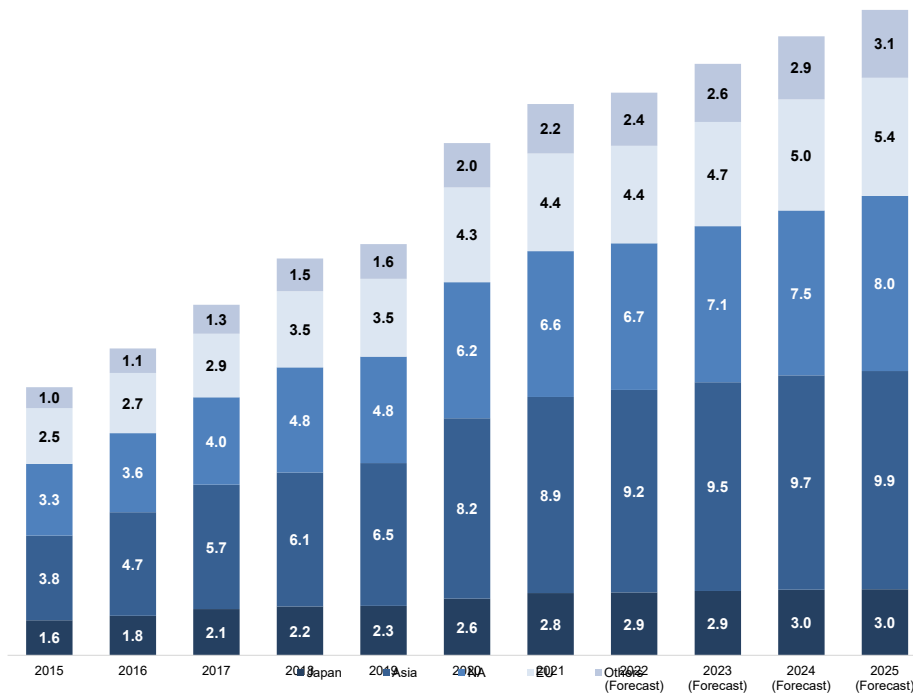
※PSR=Phoenix Seagaia Resort P City=Paradise City

■ Profit & Loss of Paradise Segasammy

(KRW Billion)		2021/3				2022/3				2023/3	2021/3			2022/3		
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Thru Q2	Thru Q3	Full Year	Thru Q2	Thru Q3	Full Year
Sales		89.7	26.0	29.2	32.6	42.4	31.8	52.0	35.3	45.6	115.7	144.9	177.5	74.2	126.2	161.5
	Casino	75.8	16.0	15.1	19.9	30.2	13.9	31.1	11.4	22.7	91.8	106.9	126.8	44.1	75.2	86.6
	Hotel	10.8	8.6	13.4	11.6	11.4	16.9	18.4	21.0	20.0	19.4	32.8	44.4	28.3	46.7	67.7
	Other	3.0	1.4	0.7	1.2	0.7	1.1	2.5	2.7	2.8	4.4	5.1	6.3	1.8	4.3	7.0
Gross profit		11.2	-21.6	-18.8	-9.3	-0.3	-10.4	5.8	-11.8	-0.1	-10.4	-29.2	-38.5	-10.7	-4.9	-16.7
Operating profit		2.4	-28.1	-25.6	-15.4	-7.5	-16.1	-0.2	-18.4	-5.8	-25.7	-51.3	-66.7	-23.6	-23.8	-42.2
EBITDA		17.5	-13.5	-11.0	-0.7	6.8	-1.8	13.9	-4.0	8.2	4.0	-7.0	-7.7	5.0	18.9	14.9
Net profit		-5.3	-36.4	-35.4	-29.1	-17.4	-27.8	-11.4	-31.3	-17.6	-41.7	-77.1	-106.2	-45.2	-56.6	-87.9
Equity method acquisition amount (Billion yen)		-0.3	-1.6	-1.5	-1.3	-0.8	-1.3	-0.5	-1.5	-0.8	-1.9	-3.4	-4.7	-2.1	-2.6	-4.1

**Consumer Games Markets Scale**

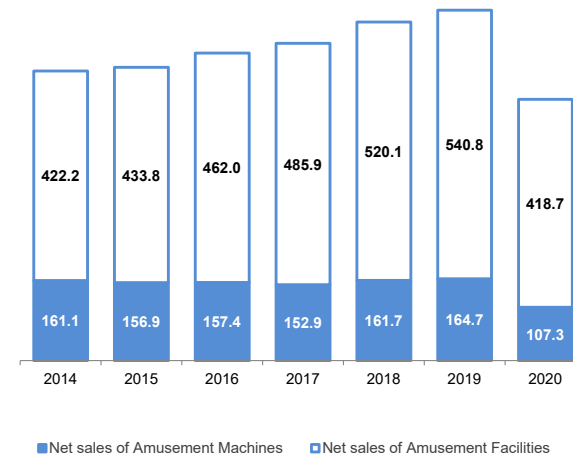
Market size trend of Consumer games (JPY trillions)



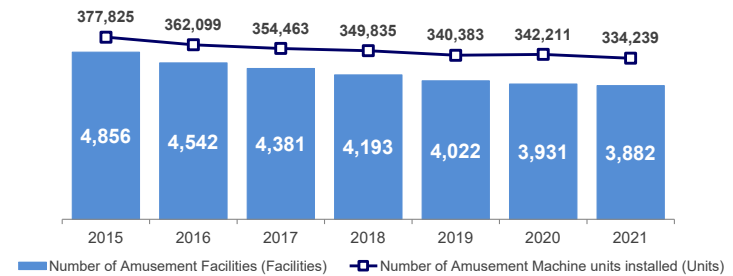
Source: In-house estimation based on data from "Newzoo Global Games Market Data July 2022"  
(\*Exchange rate: 1 USD = 130 JPY)

**Amusement Machine and Amusement Center Operations Markets Scale**

Amusement Machine / Facilities sales (JPY billion)

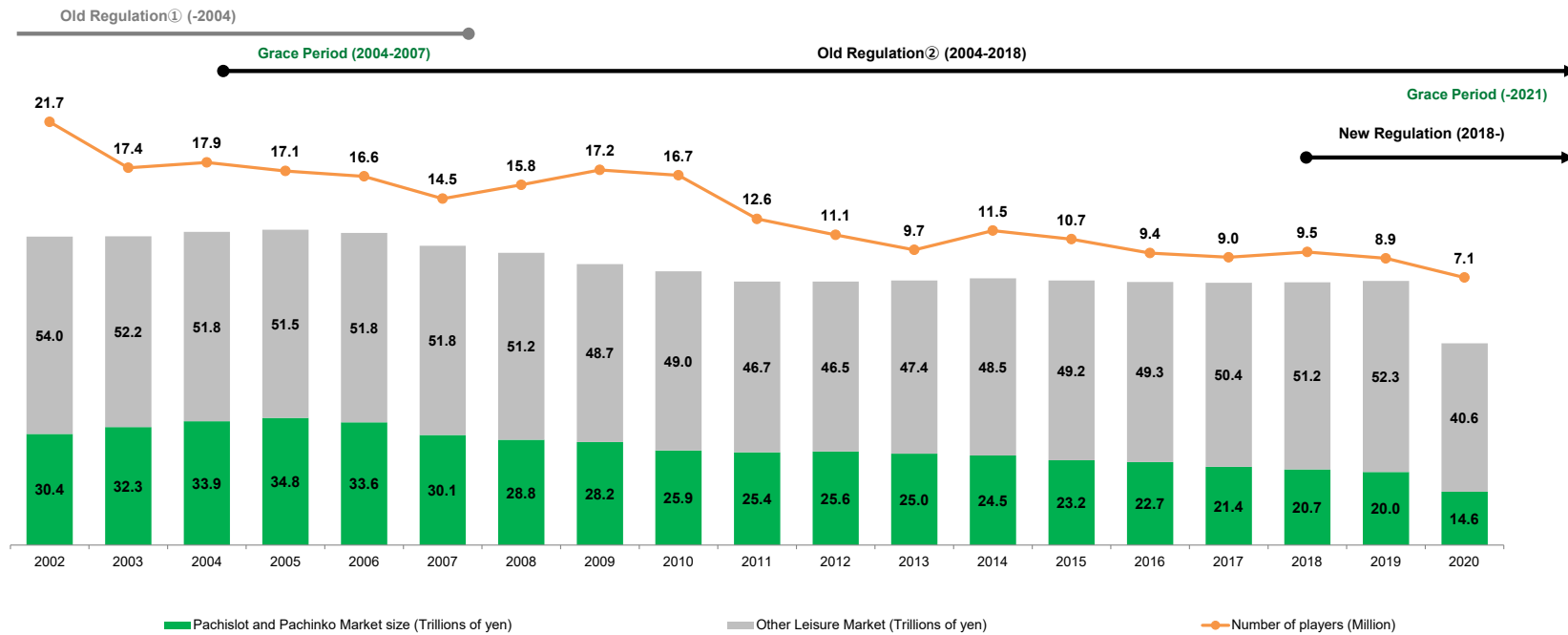


Number of Amusement Facilities / Amusement Machine unit installed



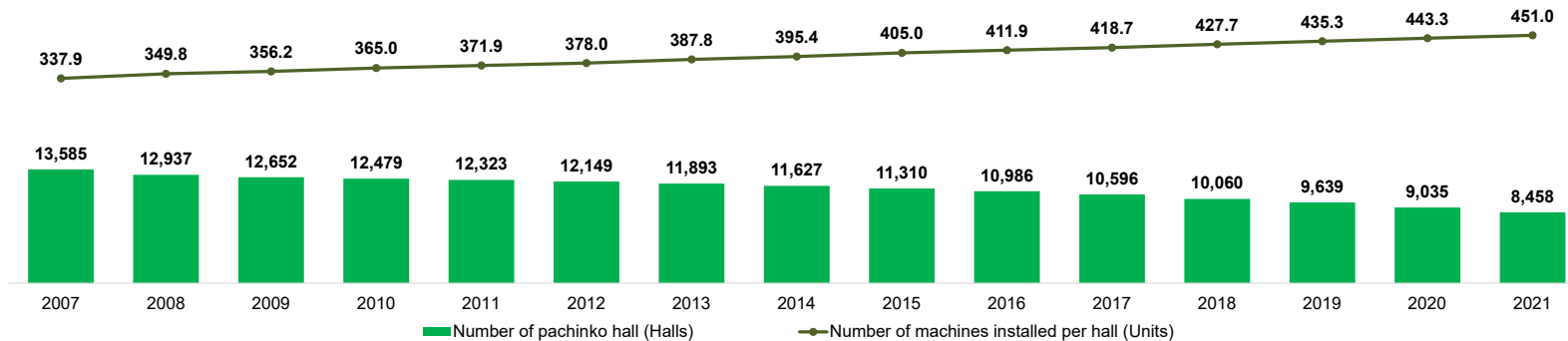
Source: JAIA, National Police Agency

### Transition of market size and number of players



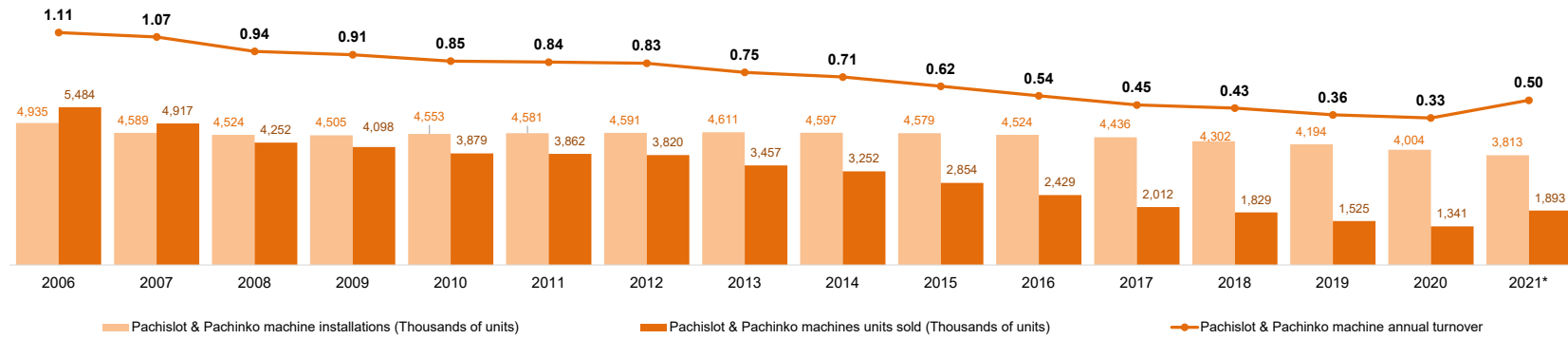
Source: White Paper on Leisure Industry 2021, Japan Productivity Center

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

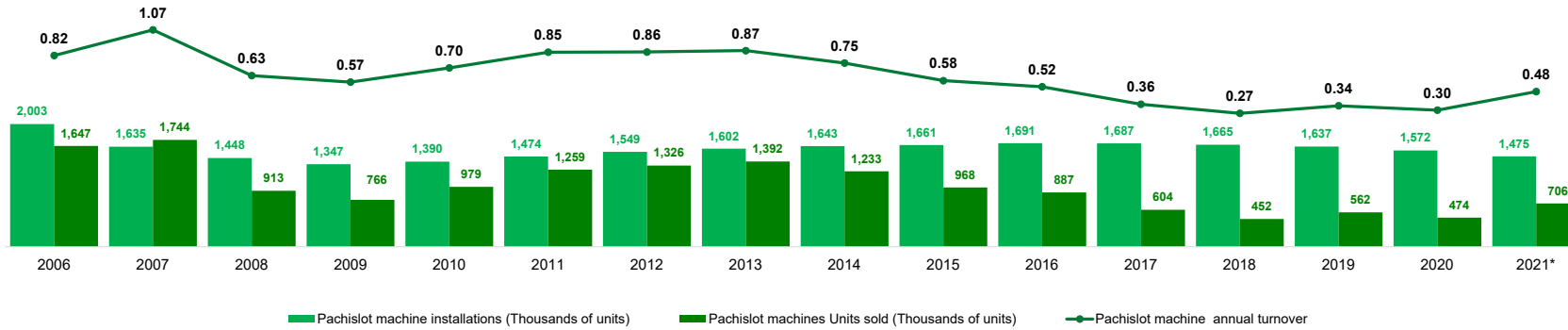


Sources : National Police Agency

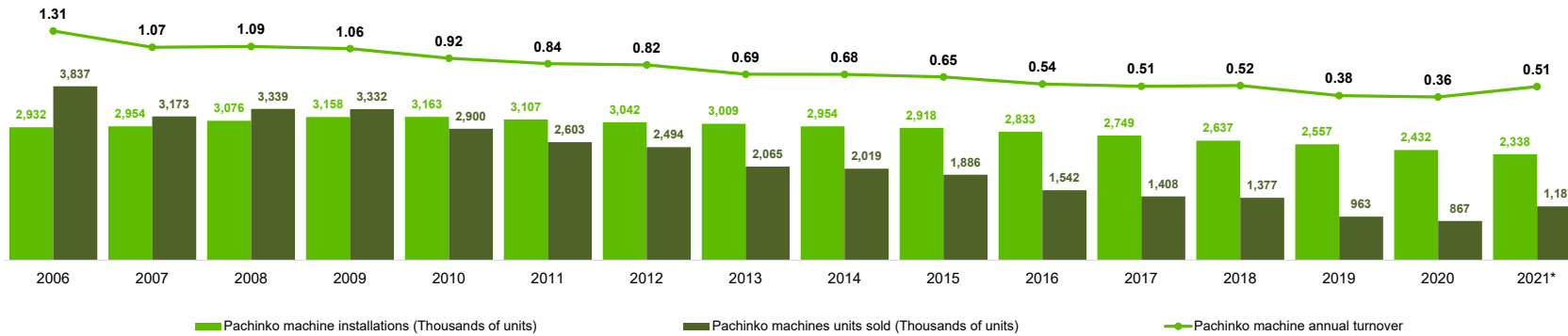
Pachislot & Pachinko machine Installations, Unit sales and Annual turnover



Pachislot machine installations, unit sales and annual turnover rate



Pachinko machine installations, unit sales and annual turnover rate

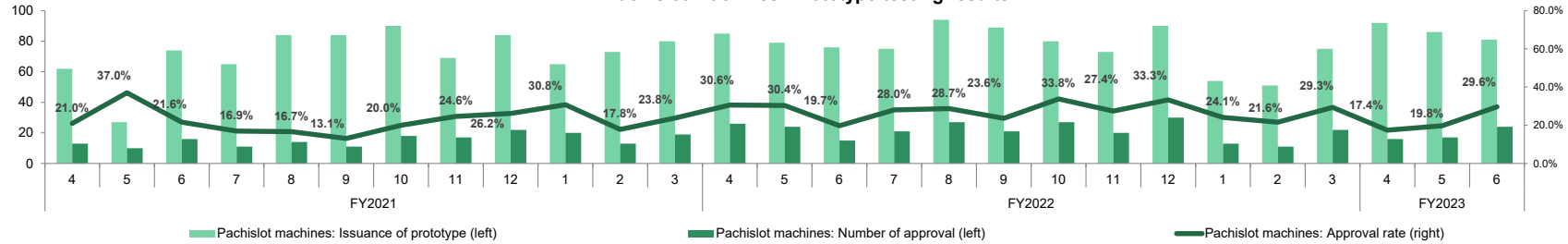


Sources: National Police Agency and Yano Research Institute Ltd. "Pachinko Manufacturer Trends 2021". (\*The data for 2021 are in-house estimations)

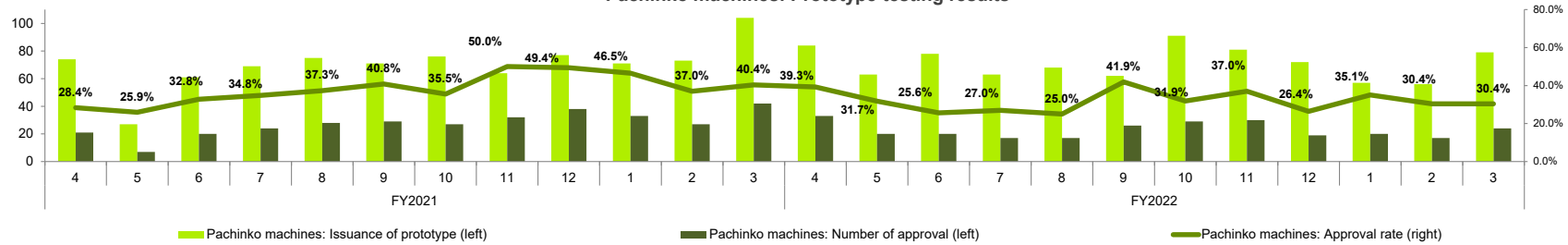


SEGA SAMMY HOLDINGS INC.  
Data Appendix (Q1 FY2023/3)

Pachislot machines: Prototype testing results



Pachinko machines: Prototype testing results



Source: Security Communications Association

Share of Annual Pachislot Machine Sales

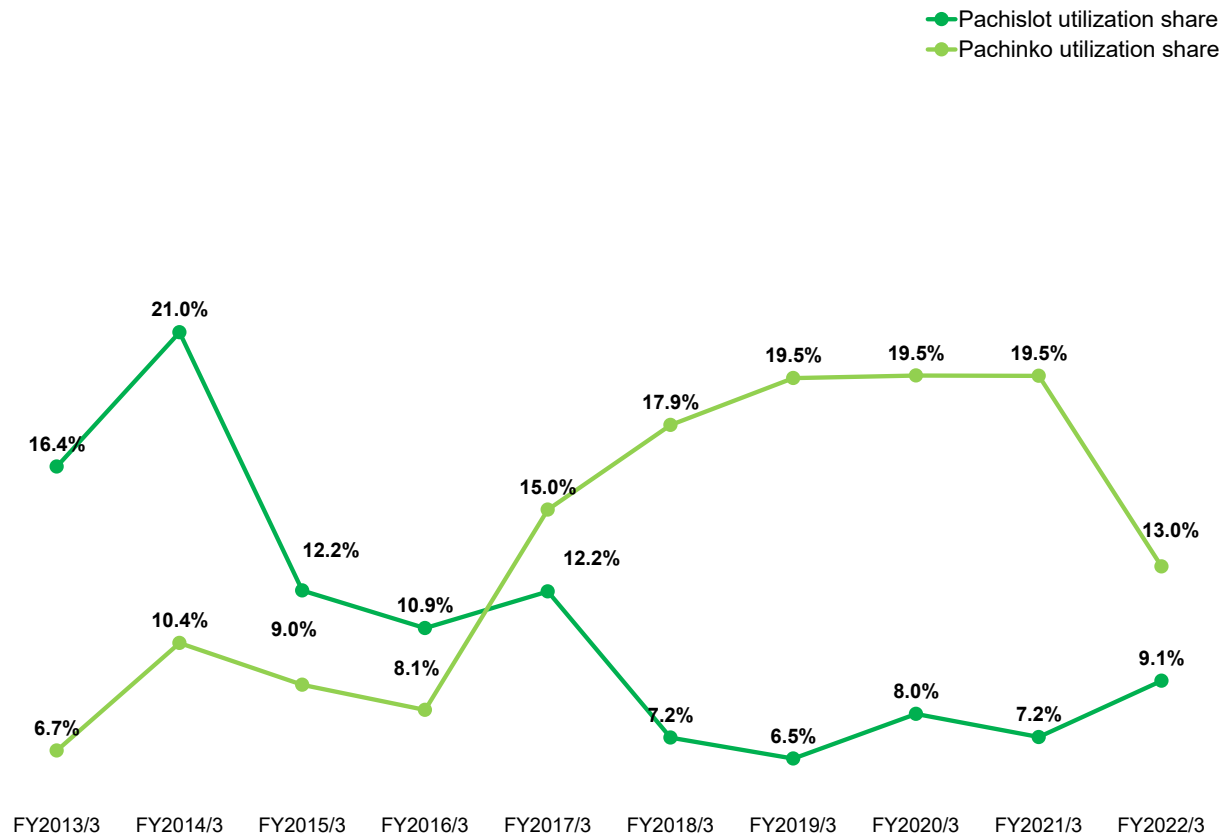
Rank	2014				2015				2016				2017				2018				2019				2020年			
	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	
1	Sammy	207,828	16.8%	UNIVERSAL	165,000	17.0%	Sammy	215,736	24.3%	KITA DENSHI	107,000	17.7%	DAITO	80,000	17.7%	Sammy	123,336	21.9%	U Company	128,454	27.1%							
2	UNIVERSAL	205,000	16.6%	Sammy	142,337	14.7%	UNIVERSAL	203,000	22.9%	DAITO	100,000	16.5%	KITA DENSHI	68,000	15.0%	DAITO	73,000	13.0%	D Company	80,000	16.9%							
3	DAITO	128,000	10.4%	HEIWA/OLYMPIA	113,997	11.8%	KITA DENSHI	90,500	10.2%	Sammy	85,041	14.1%	Sammy	67,140	14.8%	HEIWA/OLYMPIA	68,917	12.3%	K Company	69,000	14.5%							
4	YAMASA	108,000	8.8%	KITA DENSHI	100,000	10.3%	HEIWA/OLYMPIA	80,953	9.1%	UNIVERSAL	43,000	7.1%	HEIWA/OLYMPIA	47,244	10.4%	UNIVERSAL	59,143	10.5%	H Company	35,393	7.5%							
5	HEIWA/OLYMPIA	92,763	7.5%	SANKYO	80,125	8.3%	Enterise	57,000	6.4%	YAMASA	38,000	6.3%	UNIVERSAL	37,365	8.3%	KITA DENSHI	48,000	8.5%	Sammy	35,273	7.4%							

Share of Annual Pachinko Machine Sales

Rank	2014				2015				2016				2017				2018				2019				2020年			
	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	Manufacturer	Units sold	Share	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	SANYO	330,000	16.3%	Sansei R&D	300,000	15.9%	SANYO	306,000	19.8%	SANYO	330,000	23.4%	SANYO	250,000	18.2%	SANKYO	149,520	15.5%	S Company	200,000	23.0%							
2	SANKYO	329,892	16.3%	SANKYO	296,346	15.7%	Sansei R&D	209,000	13.5%	SANKYO	171,919	12.2%	SANKYO	196,007	14.2%	Newgin	120,000	12.5%	K Company	134,500	15.5%							
3	KYORAKU	308,000	15.3%	SANYO	275,000	14.6%	HEIWA/OLYMPIA	192,761	12.5%	Sammy	140,013	9.9%	KYORAKU	192,800	14.0%	KYORAKU	106,000	11.0%	S Company	126,565	14.6%							
4	HEIWA/OLYMPIA	252,103	12.5%	HEIWA/OLYMPIA	234,616	12.4%	SANKYO	172,954	11.2%	KYORAKU	140,000	9.9%	Sammy	159,848	11.6%	SANYO	106,000	11.0%	N Company	92,000	10.6%							
5	Sammy	241,425	12.0%	Newgin	220,000	11.7%	Newgin	160,000	10.4%	Sansei R&D	130,000	9.2%	HEIWA/OLYMPIA	118,880	8.6%	Sammy	104,581	10.9%	F Company	70,500	8.1%							
6	Sammy	199,014	10.5%	Sammy	138,321	9.0%																						

Source: Yano Research Institute Ltd. "Pachinko Manufacturer Trends 2021"  
\*Estimated by Yano Research Institute Ltd. with fiscal years from July of each year through June the following year as criteria

### Trend of Utilization Share (Sammy)



\*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)

### Total Utilization Share

Rank		FY21/3		FY22/3
1	S Company	18.6%	K Company	18.3%
2	K Company	17.5%	S Company	17.7%
3	<b>Sammy</b>	<b>13.4%</b>	<b>Sammy</b>	<b>11.1%</b>
4	U Company	12.5%	S Company	8.7%

### Pachislot: Utilization Share

Rank		FY21/3		FY22/3
1	K Company	35.3%	K Company	37.5%
2	U Company	24.8%	U Company	17.1%
3	D Company	11.1%	D Company	10.7%
4	<b>Sammy</b>	<b>7.2%</b>	<b>Sammy</b>	<b>9.1%</b>

### Pachinko: Utilization Share

Rank		FY21/3		FY22/3
1	S Company	34.5%	S Company	33.0%
2	<b>Sammy</b>	<b>19.5%</b>	S Company	15.5%
3	S Company	10.7%	<b>Sammy</b>	<b>13.0%</b>
4	N Company	9.8%	N Company	8.8%

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/>

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<https://www.segasammy.co.jp/english/ir/stock/regulation/>