

BUSINESS OVERVIEW

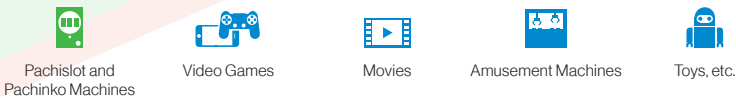
ENTERTAINMENT CONTENTS BUSINESS

PACHISLOT AND PACHINKO MACHINES BUSINESS

















RESORT BUSINESS

An IP Portfolio That Is a Well-Spring of Value Creation












































The Group boasts multiple, highly competitive IPs. We can achieve stable profitability through these IPs and, by more fully capitalizing on them, we are expanding the IP value across numerous areas.



Examples of acquired IP













IP title	First appearance year	Multifaceted rollout	Total editions	Cumulative unit sales / downloads
<i>Shin Megami Tensei</i> series	1992	    	32	Approx. 19.0 million (Units and downloads*2) (Full games and F2P total)
<i>Persona</i> series	1996	    	18	Approx. 15.5 million (Units and downloads) (Full games and F2P total)
<i>Total War</i> series	2000	  	—	More than 40.4 million (Units and downloads)
<i>Football Manager</i> series	2004	  	—	More than 25.0 million (Units and downloads)

Examples of IP developed in-house

IP title	First appearance year	Multifaceted rollout	Total editions	Cumulative unit sales / downloads
<i>Sonic the Hedgehog</i> series	1991	    	—	More than 1.51 billion (Units and downloads*2) (Full games and F2P total)
<i>Puyo Puyo</i> series	1991*1	    	—	Approx. 37.7 million (Units and downloads*2/IDs/users) (Full games and F2P, Amusement Machines-registered IDs total (Total for registrations after IP acquisition))
<i>Sakura Wars</i> series	1996	    	—	Approx. 5.8 million (Units and downloads) (Full games and F2P total)
<i>Ryu ga Gotoku</i> series	2005	    	167	Approx. 19.8 million units (Full games total)
<i>Virtua Fighter</i> series	1993	    	—	More than 18.8 million (Units and downloads/IDs) (Full games and F2P total. Total number of IDs in Amusement Machines.)
<i>ALADDIN</i> series	1989	   	15*3	Approx. 580 thousand units (pachislot and pachinko machines total)
<i>Beast King</i> series	2001	   	16*3	Approx. 510 thousand units (pachislot and pachinko machines total)
<i>PHANTASY STAR</i> series	1987	    	—	Approx. 9.0 million users*4
<i>CHAIN CHRONICLE</i> series	2013	    	3	Approx. 25.0 million (Units and downloads*2) (Full games and F2P total)

\*1 SEGA CORPORATION acquired the rights in 1998. Figures for cumulative unit sales are the totals for titles that SEGA sold after acquiring the rights.  
\*2 Including downloads of free-to-play titles. \*3 pachislot and pachinko machines total. \*4 Total for domestic and overseas versions of *PHANTASY STAR ONLINE 2* and *PHANTASY STAR ONLINE 2 NEW GENESIS*.

Examples of IP licensed from third parties

IP title	First appearance year	Multifaceted rollout	Total editions	Cumulative unit sales / downloads
<i>SEGA feat. HATSUNE MIKU Project Series</i>	2009	  	67	Approx. 18.5 million (Units and downloads*2) (Full games and F2P total)
<i>Hokuto No Ken Series</i>	2002	    	38*3	More than 7.84 million units (pachislot and pachinko machines, full games, F2P and amusement machines total)
<i>SOUTEN-NO-KEN Series</i>	2009	   	16*3	Approx. 490 thousand units (pachislot and pachinko machines total)

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