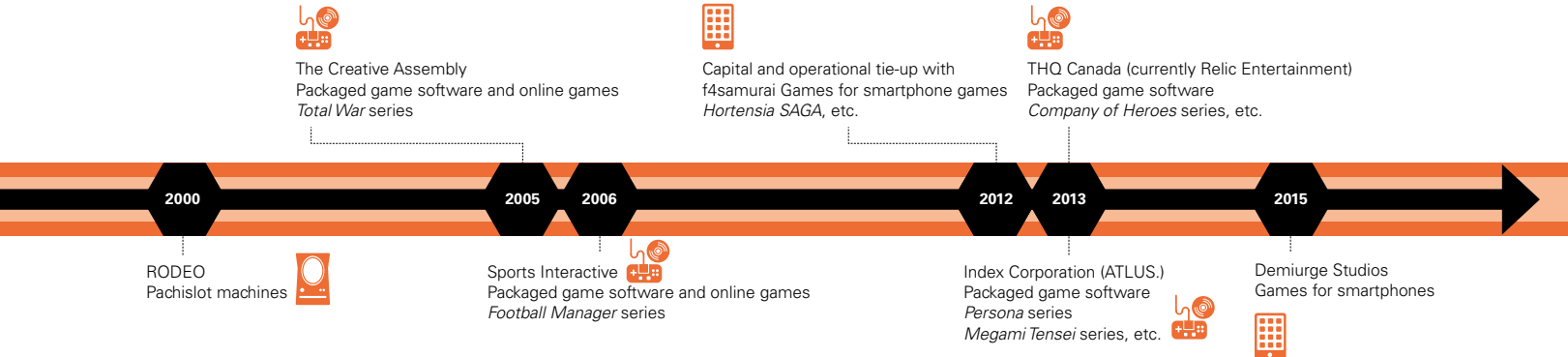




Examples of Intellectual Properties Acquired through M&As



Examples of acquired intellectual properties	Intellectual property title	First appearance	Multifaceted rollout				Total editions	Cumulative unit sales / downloads
	<i>Megami Tensei</i> series	1987					28	Approx. 7.2 million units (packaged and digital total)
	<i>Persona</i> series	1996					12	Approx. 6.9 million units (packaged and digital total)
	<i>Etrian Odyssey</i> series	2007					7	Approx. 1.5 million units (packaged and digital total)

Examples of intellectual properties developed in-house	Intellectual property title	First appearance	Multifaceted rollout				Total editions	Cumulative unit sales / downloads
	<i>Sonic the Hedgehog</i> series	1991					—	Approx. 350 million (units / downloads) (packaged and digital total)
	<i>Puyopuyo</i> series	1991*					—	Approx. 22.0 million (units / downloads) (packaged and digital total)
	<i>Ryu ga Gotoku</i> series	2005					68	Approx. 9.3 million (units / downloads) (packaged, digital, and mobile members total)
	<i>ALADDIN</i> series	1989					14	Approx. 570,000 units (pachislot and pachinko machines and amusement machines total)
	<i>Juoh</i> series	2001					14	Approx. 490,000 units (pachislot and pachinko machines and amusement machines total)
	<i>PHANTASY STAR</i> series	1987					—	Approx. 4.5 million IDs*2 (cumulative total for registered IDs)
	<i>CHAIN CHRONICLE</i> series	2013					3	Approx. 5.0 million downloads (packaged and digital 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 Total for *PHANTASY STAR ONLINE 2*

Examples of intellectual properties licensed from third parties	<i>SEGA feat. HATSUNE MIKU Project</i> series	2009					45	Approx. 5.3 million (units / downloads) (packaged and digital total)
	<i>Hokuto No Ken</i> series	2002					30	Approx. 2.64 million units (pachislot and pachinko machines and amusement machines total)
	<i>SOUTEN-NO-KEN</i> series	2009					8	Approx. 390,000 units (pachislot and pachinko machines total)