

# 5 With Shareholders and Investors

## Extract from CSR Charter

We will view our business with a global perspective in our efforts to ensure sustained growth and to maximize enterprise value. Additionally, we will enhance management transparency and meet the expectations of our shareholders and society through fair and timely disclosure and appropriate returns in profits.

### Our Stance

It is a top management priority to properly disclose information and distribute profits to shareholders.

We will look beyond near-term earnings to focus on innovating products, maintaining a production structure that enables stable supplies, and formulating sales plans based on precision marketing. We will maintain a highly transparent and credible administrative structure to build trust among shareholders and investors. We will engage with these stakeholders, properly conveying management information while seeking their feedback.

## Communicating

### ► A Highly Transparent Disclosure Policy

The Company complies with the disclosure regulations of the Tokyo Stock Exchange, and will augment that information to serve shareholders and investors.

### ► Engaging with Shareholders and Investors

We hold explanatory meetings for shareholders and investors in Japan and overseas, and also cater for these stakeholders through the IR information Center. We also present business information through our website, annual report, and other investor relations materials.

While keeping these stakeholders informed, we also seek feedback. We hold semiannual results briefings for domestic and overseas institutional investors and security analysts conduct teleconferences for quarterly performances. We hold regular one-on-one and small meetings. Other initiatives include Kawagoe Factory tours. Our investor relations website provides business and other information to deepen shareholder and investor understanding of the group. Good examples are the SEGA SAMMY at a Glance, the virtual tour of Sammy's Kawagoe Factory, and the Virtual Amusement Center Tour. We will continue to reflect stakeholder feedback in our efforts.

Daiwa Investor Relations Co., Ltd., gave us an Award for Excellence in Internet Investor Relations in May 2009, the

### Main Investor Relations Activities in Fiscal 2008

Semiannual results briefings	2
Quarterly results teleconferences	2
Small meetings	6
One-on-one meetings	365
Factory tours	1

### Shareholder Composition

	(%)			
	Fiscal 2006	Fiscal 2007	Fiscal 2008	Fiscal 2009
National and municipal governments	0.00	0.00	0.00	0.00
Financial institutions	14.06	10.33	9.86	15.00
Securities companies	1.04	2.02	0.61	0.53
Other companies	7.02	7.33	7.54	6.86
Foreign corporations	35.50	36.70	37.07	33.68
Individuals and others	31.34	32.57	33.87	32.87
Treasury stock	11.04	11.04	11.05	11.05
Total	100.00	100.00	100.00	100.00

Note: There were 93,748 shareholders at March 31, 2009.

ninth straight time that we or a predecessor had won such recognition.



SEGA SAMMY HOLDINGS investor relations website:  
<http://www.segasammy.co.jp/english/ir>



We received an Award for Excellence in Internet Investor Relations in 2009

## Properly distributing profits

### ▶ Generating Shareholder Returns

Distributing profits to shareholders is a key management priority, and it is our policy to ensure proper returns based on earnings

#### Column Annual Report

SEGA SAMMY HOLDINGS produces an annual report that overviews operations, presents a top management message on initiatives to return to a growth path, shows consolidated performance highlights, reviews business segments, and reports on financial and investment information. Please read that publication for details on such information.



SEGA SAMMY's 2008 Annual Report



Results briefing

## Engaging with Shareholders and Investors to Boost Enterprise Value

Tetsuya Hasegawa, Investor Relations Department,  
 Group Communications Office, SEGA SAMMY HOLDINGS INC.

Our mission is to boost enterprise value by engaging with shareholders and investors. Our disclosure extends well beyond the requirements of the Tokyo Stock Exchange to fully inform these stakeholders about our management and businesses. We report feedback from shareholders and investors to management, helping enhance decision-making from the perspectives of these stakeholders.

