



People

Increasing Diversity and Eliminating Inequality

Promoting Diversity and Respect for Human Rights

SS LGBT

“Gold” Rating in the PRIDE Index for the Second Consecutive Year

In November 2020, we submitted a joint entry for Sammy, the SEGA Group, SEGA, and SEGA SAMMY HOLDINGS in PRIDE Index 2020, an award program for sexual minority support initiatives in the workplace. We won a “Gold” rating for the second consecutive year.

Sponsorship of Tokyo Rainbow Pride 2021

Since 2019, the SEGA SAMMY Group has been sponsoring Tokyo Rainbow Pride, a yearly event held with the aim of creating a society in which LGBT people can lead positive lives without experiencing discrimination and prejudice. During the 2021 event, which was held in spring, corporate logos used by Group companies on websites and social media were changed to rainbow colors as a sign of encouragement for LGBT people and their supporters.



Endorsement of Business Support for LGBT Equality in Japan Declaration

In May 2021, SEGA SAMMY HOLDINGS endorsed the Business Support for LGBT Equality Declaration, a campaign aimed at the creation of an inclusive society and working environments in which everyone is treated equally, through the introduction of LGBT equality legislation that would prohibit discrimination on the grounds of sexual orientation and gender identity in Japan.

Partnership Certificates for Same-Sex Couples

One of the social issues faced by same-sex couples is the fact that they are not legally recognized as being married, with the result that they are unable to enjoy the rights and the services that are available to families as a matter of course. SEGA SAMMY HOLDINGS treats same-sex partners on an equal footing with spouses under its various internal systems. Currently, notarized declarations are required when making applications relating to a same-sex partner, but we also plan to accept partnership certificates issued by the Famiee Project.

SS Declarations Condemning Racial Discrimination

In June 2020, Sega of America, Inc. responded to growing support for the “Black Lives Matter” anti-racism movement by issuing a statement condemning discrimination against people of color. In addition, in March 2021, both Sega of America, Inc. and SEGA

SAMMY HOLDINGS expressed their support for efforts to eradicate all forms of racial discrimination and violence following a rapid increase in the number of hate crimes being committed against people of Asian descent.

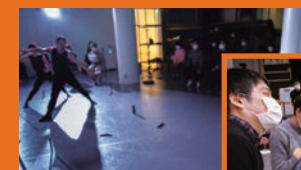
SS Support for People with Disabilities

- Signed “The Valuable 500.”
- We staged an exhibition and auction of art created by people with disabilities.
- We joined a joint Japan-US research project on social inclusion in employment for people with disabilities. (The project started in February 2021 and will continue for 1.5 years.)
- At an international conference on the employment of people with disabilities held in March 2021, SEGA SAMMY BUSINESS SUPPORT INC. our special subsidiary gave a presentation on the current state of employment for people with disabilities in Japan, as well as the company’s own capacity building activities and other initiatives.



Discovering new ways to enjoy dancing with the visually impaired

In December 2020, Dance Base Yokohama, which is operated by the SEGA SAMMY Culture and Art Foundation, launched the “Dance Accessibility Lab—The Experience of Dancing with the Visually Impaired,” a project designed to explore new ways for people to enjoy dancing with those who are visually impaired.



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