

# Our driving force for innovation and growth is our belief that a company which does not inspire resonance cannot survive.

Our goal is to contribute to the enrichment of the social environment and the creation of culture through sustainable management, while also achieving continual improvement in corporate value.

## Haruki Satomi

President and Group CEO,  
Representative Director

### GROUP MISSION

**Constantly Creating,  
Forever Captivating**

— Making Life More Colorful —

### SEGA SAMMY GROUP

## SUSTAINABILITY VISION

### Sustainability helps keep life colorful

We at SEGA SAMMY believe our determination to enhance life with a rich and colorful stream of captivating experiences should be reflected in our approach to sustainability.

It is our responsibility to put sustainability at the heart of everything we do, in tandem with our people, society, and the environment.

SEGA SAMMY will continue to pursue this synergy as a company dedicated to the shared experiences of a colorful world.

## Realizing Our Vision for 2030

When formulating our sustainability vision, we focused in particular on social change and the needs of society. As a listed company, our fundamental policy for sustainable management is defined by the principles of the Corporate Governance Code, as the framework for our relationships with stakeholders.

We are also aware of the need to address the Sustainable Development Goals (SDGs). In the past we have tended to work on social initiatives without setting any deadlines, but I believe that there is also need to work tirelessly toward specific goals. By 2030, the target year for the SDGs, the business community is likely to be centered on Generation Z, a group known for their sensitivity to environmental issues.

Our vision defines how we want our company to evolve, and how it should evolve, in the period to 2030, and we are now at the stage of implementing effective plans to realize a sustainable future under that vision.

## Key word: Resonance

I firmly believe that the ability to inspire resonance is vital to a company's survival. Even if a company creates hit products and becomes highly profitable, it cannot look forward to long-term survival without the ability to inspire resonance. It is no longer prudent to choose a company or a job primarily on the basis of profits and past successes. A company must be useful to society, and needed by society. People feel no sense of resonance toward companies that lack those qualities, and they do not want to work for such companies. That attitude is becoming increasingly prevalent today.

How can we inspire this sense of resonance? I believe that the keys are integrity and humility. In the past a company could justify its existence by earning profits. That is no longer true. A company needs to inspire resonance and earn respect, both among its own work force, and also in society in general. Resonance is the key to the improvement of sustainability. I see this as our first priority, and am determined to take effective action to generate resonance within the SEGA SAMMY Group and beyond.

## Raising awareness of the importance of resonance within the SEGA SAMMY Group

The core goal of sustainability management is to achieve a situation that is sustainable from the environmental, social, and governance (ESG) perspectives. This is a grand concept, but individual employees may find it difficult to form a clear picture of what specifically needs to be done. If we can help people to see sustainability management in simpler terms as the things that we must do to keep our company alive, we can modify their mindsets and behavior in a positive direction and encourage them to take ownership of the concept.

I am working to disseminate this approach within the SEGA SAMMY Group by turning my words into action and setting an example through my leadership. In an era characterized by volatility, uncertainty, complexity, and ambiguity (VUCA), some people think that it is acceptable to say one thing in the morning and another in the afternoon. I believe that our goals and vision must be clear and consistent.

I try to set an example by participating actively in company events, such as "SEGA SAMMY Sustainability Weeks" and "Town Hall Meetings", and by engaging in dialogue with employees. I have launched a video feature named Haruki Monthly View Live (HMVL) on our internal portal site. I use this content to raise awareness of our goals by speaking

directly to employees once a month. I recognize the importance of communicating with stakeholders through external messaging, but my first priority is to raise awareness among our employees and modify their behavior patterns as the basis for group-wide reforms.

## Initiatives to benefit stakeholders

We are making unified efforts to reduce not only our own CO<sub>2</sub> emissions, but also the amounts emitted across all of our supply chains.



We are also strongly committed to human rights, including the use of supply chain management to prevent human rights violations in any of supply chains, even in cases that do not involve direct transactions. Specifically, we carry out risk assessments as part of efforts to prevent slave labor and human trafficking by overseas suppliers, especially the contract manufacturers from which we procure toys and prize goods for our Entertainment Contents Business. We are also working to enhance the overall effectiveness of our efforts in this area by applying knowledge and expertise accumulated through collaborative initiatives on human rights with a wide variety of business partners.

In recent years, end users have become more critical in their assessments of business corporations. Once it was enough to offer exciting products, but consumers today also want to be sure that no human rights violations occur during the manufacture of our games. Shareholders, investors, and even end users carry out research into a company's philosophy and stance in order to decide whether or not that company is worthy of their interest. This trend is now part of the business mainstream and is reflected in the growing importance of accountability.

## Diversity, equity, and inclusion as a Global Company

Our goal under our medium- to long-term strategy for the Entertainment Contents Business is to become a global leading content provider. In recent years, people in developed countries have become increasingly focused on issues relating to gender, ethnicity, nationality, and other attributes. I am convinced that we need to work more proactively to raise and maintain awareness of human rights.

The SEGA SAMMY Group supports Black Lives Matter and Stop Asian Hate and has declared its commitment to the eradication of all forms of racial discrimination and violence. Group employees and game fans have reacted positively to these actions. It is a fact of life that whenever an opinion is voiced there will be some form of opposition. However, we are determined to move forward in ways that reflect the unique colors of SEGA SAMMY without fear of criticism. That commitment is expressed in the use of the word "colorful" in our mission statement.

## Tackling negative issues head-on

We enrich people's lives through our business activities relating to Pachislot and Pachinko games, consumer games, arcade games, and other gaming products. However, there are also negative social consequences, including obsessive and addictive disorders. The SEGA SAMMY Group is determined to tackle these issues head-on, and we have identified addiction as a key issue in our Materiality. I believe that SEGA SAMMY is unusual in that it has made a public declaration of this type. When I became Group CEO, I resolved that we should clearly state our determination to find real solutions without hiding these negative aspects.

We also work with various industry organizations to address and prevent obsessive disorders and gaming addiction. One such initiative is an industry-academia research project on gambling addiction at Kyoto University. We aim to respond to the expectations of society by working to minimize the negative aspects of entertainment, while creating even greater positive benefits in the form of captivating experiences that include fun, stimulation, and relaxation.

## Valuing emotions as well as dreams

We provide not only dreams, but also emotional experiences. Entertainment is fundamentally a process of providing enjoyment, but some of our games, pachislot and pachinko machines, movies, and animation products have sad endings. Life is not limited to good experiences, and sometimes we also feel sadness and anger. We add a human dimension to our products by portraying these aspects realistically.

The SEGA SAMMY Group will continue to create exciting experiences through a core focus on entertainment with a rich human dimension, including a full spectrum of emotions. Emotion and diversity are part of our definition of the word "colorful". That is what makes the SEGA SAMMY Group unique.

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