

November 1, 2024

(Translation)

Dear all,

Name of Company: SEGA SAMMY HOLDINGS INC.
Name of Representative: Haruki Satomi,
President and Group CEO,
Representative Director

(Code No. 6460, Tokyo Stock Exchange Prime)

Further Inquiry: Makoto Takahashi,
Executive Vice President,
Executive Officer,
Managing Director of
Corporate Planning Division
(TEL: 03-6864-2400)

Notice of Establishment of the SEGA SAMMY Group Human Rights Policy

In September 2024, SEGA SAMMY HOLDINGS INC. and its group companies ("SEGA SAMMY Group") established the SEGA SAMMY Group Human Rights Policy to further enhance our initiatives to respect human rights.

The SEGA SAMMY Group provides entertainment in a wide range of business areas under our mission and purpose of "Constantly Creating, Forever Captivating -Making Life More Colorful-." To continue to be "Constantly Creating, Forever Captivating," we need to respect the human rights of all people involved in our business activities and address any negative impacts when they arise.

Up to now, the SEGA SAMMY Group has promoted a variety of initiatives for respecting human rights. SEGA SAMMY Group Code of Conduct advocates that "we will recognize that all human beings have equal rights, and we will strive to protect human rights and not to commit any acts that abuse those rights." We have also issued a UK Modern Slavery Act Statement and are a UN Global Compact signatory.

We have established the SEGA SAMMY Group Human Rights Policy to further enhance our initiatives related to respecting human rights in response to changes in the global environment as it relates to them. Executives and employees of the SEGA SAMMY Group will work to respect human rights in accordance with the United Nation's Guiding Principles on Business and Human Rights while giving consideration to the laws and regulations of each country and region we operate in. In addition, we expect that all business partners, including suppliers, will also support the Policy and work to respect human rights.

The SEGA SAMMY Group is determined to continue to promote initiatives to respect the human rights of all people involved in our business activities to ensure that we are “Constantly Creating, Forever Captivating” as a corporate group that will continue to be trusted, needed and respected by society.

SEGA SAMMY Group Human Rights Policy

https://www.segasammy.co.jp/en/sustainability/group-sustainability/humanrights_policy/

-End-