Value Creation Process

Driven by our shared values of Creativity is Genesis × Always Proactive, Always Pioneering, we will create new captivating experiences while expanding our business domain and transcending genres and national borders by powerfully implementing a value creation cycle consisting of our four strengths. We will maximize the impact that entertainment can have on society, and while striving to curb the negative impact, we will continue to provide both social and economic value and pursue the maximization of corporate value.

Strengthening capital and further enhancing strengths through the value created

Input | **Business Activities** | **Outcome**

Strengths of SEGA SAMMY -Value Maximization Cycle-

- Expansion of business areas
- Geographic expansion

Enhancement of corporate value



Offering the Group's contents and services as entertainment suited to the times

Products and Services / Addiction / Environment

Natural Capital / Manufactured Capital

For details on materiality, see P. 24

Entertainment

- Games (Full Games / F2P)
- Visual Media
- Amusement machines
- Toys, prizes, and merchandise

For details, see P. 42

Pachislot & Pachinko Machines

For details, see P. 46

Gaming

For details, see P. 48

Governance

Creation of Economic Value

Entertainment

Be a solid and influential global brand that reaches 3.0 billion gamers worldwide

Pachislot & Pachinko Machines

Establishment of No. 1 position in the pachislot & pachinko machine industry

Gaming

Establishment of business which can be the third pillar of the Group

Creation of Social Value

Creating captivating experiences through products and services adding color to the lives of people around the world

Group Mission/Purpose

Captivate the World -Making Life More Colorful-