

UK Modern Slavery Act Statement

In accordance with Section 54 of the UK Modern Slavery Act 2015, SEGA SAMMMY HOLDINGS INC. (hereinafter referred to as "SEGA SAMMY") hereby releases this statement on efforts to prevent slavery, human trafficking and other human rights violations in the businesses and supply chains of the SEGA SAMMY Group.

1. Organizational Structure of SEGA SAMMY Group

SEGA SAMMY is a holding company for the SEGA SAMMY Group, which is the comprehensive company group of entertainment businesses. SEGA SAMMY Group's mission is "Continuing to create moving experiences" and "Making life more colorful" across a wide range of genres ranging from Pachislot and Pachinko machines business centered on Sammy Corporation to entertainment contents business centered on SEGA Group's digital game business, which includes amusement machine development and facility operation, development of video contents and toys; and resort business, which is represented by the development and operation of hotels.

Our mission as a comprehensive entertainment company working to provide new means of entertainment is to maximize group-wide synergy and offer entertainment products at a quality level only the SEGA SAMMY Group can provide.

In the UK, the SEGA SAMMY Group is engaged mainly in game software development and sales through Sega Europe Ltd. and six other companies. In the period ending March 2020, total turnover at our seven UK companies totaled approximately £265 million.

Please refer to the following URL for more information about the SEGA SAMMY Group.

<https://www.segasammy.co.jp/english/>

2. Policy on Prevention of Slavery and Human Trafficking

The SEGA SAMMY Group respects human rights and engages in a variety of initiatives to prevent human rights violations such as slavery and human trafficking in our businesses and supply chains.

SEGA SAMMY vows to "Respect human rights", "Protect human rights", and "Prohibit human rights violations" under the "SEGA SAMMY Group Code of Conduct", and to treat all Group employees fairly in compliance with labour-related laws and regulations under "SEGA SAMMY Group Human Resources Policy" in the "Group Management Policy".

Further, the "SEGA SAMMY Group Supply-Chain CSR Deployment Guidebook" sets forth clear standards for compliance as to "Prohibit inhumane treatment and infringements of human rights", "Prohibit forced labour" and "Prohibit child labour" in order to prevent human rights violations in the supply chain such as slavery and human trafficking.

Since 2014, SEGA SAMMY has participated in the United Nations Global Compact ("UNGC") and declared support for its ten principles. Principle 4 of the UNGC states "Businesses should uphold the elimination of all forms of forced and compulsory labour".

Please refer to the following URLs for more information about the SEGA SAMMY Group Code of Conduct,

the Group Management Policy, and the SEGA SAMMY Group Supply-Chain CSR Deployment Guidebook.

SEGA SAMMY Group Code of Conduct

https://www.segasammy.co.jp/japanese/pr/commu/csr/gr_csr/

Group Management Policy

https://www.segasammy.co.jp/english/pr/commu/csr/gr_policy/

SEGA SAMMY Group Supply-Chain CSR Deployment Guidebook

https://www.segasammy.co.jp/english/media/file/pr/commu/csr/20141101_supplychain_csr.pdf

3. Efforts to Prevent Slavery and Human Trafficking

Supply Chain Management Initiatives

The SEGA SAMMY Group believes that slavery and human trafficking are more likely to occur in supply chains outside of the SEGA SAMMY Group as opposed to within and is accordingly working on supply chain management to ensure that human rights violations also do not occur in external supply chains.

Specifically, the SEGA SAMMY Group conducts slavery and human trafficking risk assessments and implements initiatives to prevent slavery and human trafficking especially regarding procurement of prize products and toy products for the Group's entertainment content business, mainly targeting factories of overseas manufacturing subcontractors that are considered potentially high-risk.

With regards to the procurement of prize and toy products, our group is promoting the re-conclusion of basic manufacturing contracts and memorandums to include compliance clauses regarding child labour and forced labour and checking if third party manufacturing plants have acquired certifications for complying with labour standards.

(Coverage rate of 100% based on companies contracted for the manufacture of prize products (SEGA CORPORATION) and toy products (SEGA TOYS CO., LTD.) in the Group).

Further, within the SEGA SAMMY Group, Sega Europe Ltd. and The Creative Assembly Ltd. in the UK issue statements (in English only) pursuant to the UK Modern Slavery Act.

(Sega Europe Ltd.) <http://www.sega.co.uk/modern-slavery-act-transparency-statement>

(The Creative Assembly Ltd.) https://www.sega.co.uk/modern_slavery_act_transparency_statement_tcal

Internal Awareness

Our Group conducts training on CSR and SDGs for all employees, in which they learn about our efforts to prevent child labour and forced labour (Completed by 178 employees in the period ending March 2021).

4. Future Endeavors

SEGA SAMMY will continue to implement the supply chain management initiatives such as training sessions for SEGA SAMMY Group's purchasing divisions, in the businesses and supply chains of the SEGA SAMMY Group as part of our endeavours necessary to prevent human rights violations such as slave labour and human trafficking. In this way, SEGA SAMMY will endeavour to prevent human rights violations such as slavery and human trafficking.

5. Board approval

This statement has been approved by SEGA SAMMY's Board of Directors.

September 30, 2021



Haruki Satomi
President and Group CEO

SEGA SAMMY HOLDINGS INC.