

# Human Capital

The SEGA SAMMY Group's personnel are brimming with ideas for tomorrow's entertainment and have the creativity and drive to make them a reality. We view human capital as an important management resource enabling continuous growth. With this in mind, we provide workplaces conducive to heightening motivation and maximizing diverse talents.

## Amusement Machine Sales Business —Developmental personnel breakdown



## Consumer Business —Developmental personnel breakdown

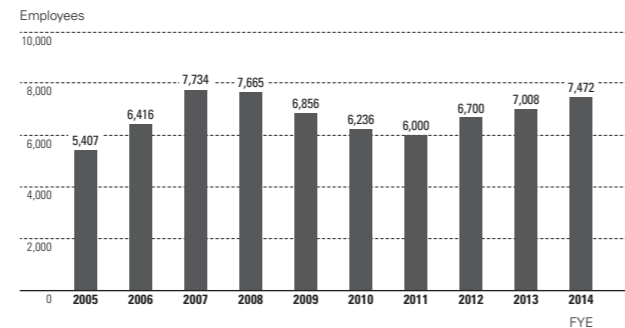


### Consolidated Employee Numbers

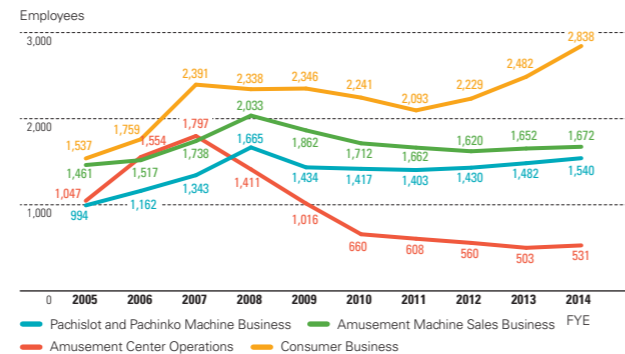
Until around 2007, consolidated employee numbers trended upward as M&As in Japan and overseas added consolidated subsidiaries to the Group. From 2008—when the Group recognized an operating loss—consolidated employee numbers began to decline. In particular, employees in the Amusement Center Operations segment decreased steeply because the segment revised its amusement center portfolio as part of business restructuring aimed at improving the segment's profitability. We have made progress toward rightsizing the Amusement Center Operations segment's workforce.

Since fiscal 2012, however, consolidated employee numbers have been rebounding. This mainly reflects the inclusion of Phoenix Resort Co., Ltd., and THQ Canada Inc. (currently Relic Entertainment Inc.) as subsidiaries and the transfer of Index Corporation's businesses to the Group.

### Consolidated Employee Numbers



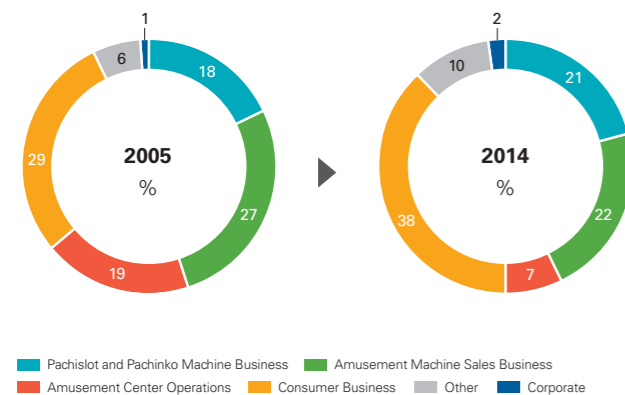
### Employee Numbers by Segment



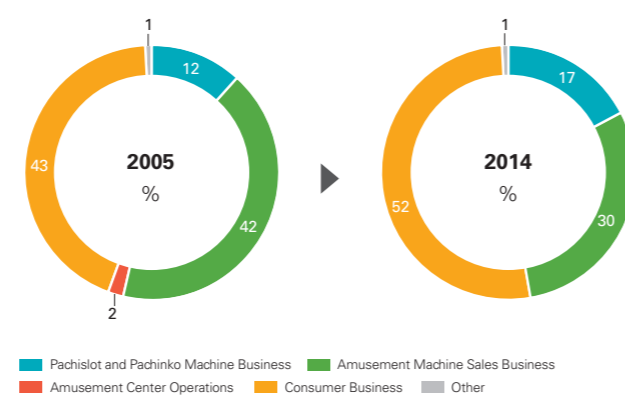
### Developmental Personnel Redeployment

Due to the Group's shift toward businesses that promise favorable growth and profitability, developmental personnel numbers have been declining in the Amusement Machine Sales Business segment but rising in the Pachislot and Pachinko Machine Business and the Consumer Business segments. Furthermore, in recent years the Consumer Business segment has been redeploying human capital from the packaged game software business to the digital game area.

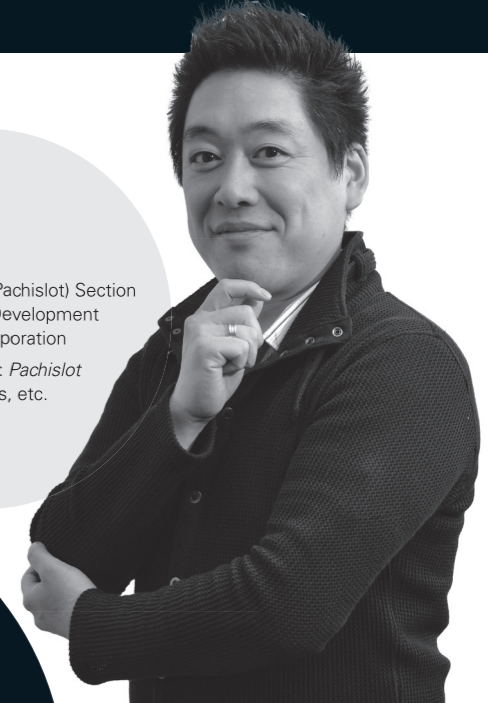
### Employee Numbers Segment Breakdown



### Developmental Personnel Segment Breakdown



**HIROTAKA TANAKA**  
Creative Officer, Executive Officer, Research and Development Division, Sammy Corporation  
Representative work: *Pachinko Hokuto No Ken* series, *Pachinko SOUTEN-NO-KEN* series, etc.



**SATOSHI SAWADA**  
Chief Producer, PS (Pachislot) Section No.2 Research and Development Division, Sammy Corporation  
Representative work: *Pachislot Hokuto No Ken* series, etc.

The Source of the SEGA SAMMY Group's Growth

More than  
3,000  
developmental  
personnel



**MASAYOSHI YOKOYAMA**  
Section Manager, Planning Section II, CS (Consumer) No.1 Research and Development Division, SEGA CORPORATION  
Representative work: *Ryu ga Gotoku* series, *Jet Set Radio*, etc.



**JUN MATSUNAGA**  
Team Manager and Chief Director, MOBILE WORKS Team, No.1 Research and Development Division, SEGA CORPORATION  
Representative work: *CHAIN CHRONICLE*, *SENGOKU-TAISEN*, etc.