

Resort Business

Main Assets of the Resort Business

Resort

Phoenix Seagaia Resort

Location: Miyazaki Prefecture (Miyazaki)

Operating company: Phoenix Resort Co., Ltd.

Summary: The resort includes accommodation facilities such as *Sheraton Grande Ocean Resort*, a world-class convention center with a maximum capacity of 5,000 people and sports facilities including one of Japan's most renowned golf courses, the *Phoenix Country Club*.



Theme parks

JOYPOLIS

Locations:

Tokyo (Odaiba), Osaka (Umeda)

Operating company:

SEGA LIVE CREATION Inc.

Summary: We have created two of the largest indoor theme parks in Japan. They offer new, progressive entertainment based on the "DigitaReal" concept of integrating the digital and the real.



Orbi Yokohama

Location:

Kanagawa Prefecture (Minato Mirai)

Operating company:

SEGA LIVE CREATION Inc.

Summary: This completely new type of museum recreates scenes from the natural world and gives visitors a visceral sense of the wonder of nature by combining the footage of *BBC EARTH* and SEGAs entertainment technologies.



Overseas integrated resorts

Paradise Casino Incheon, PARADISE CITY

Location: South Korea (Incheon)

Operating company: PARADISE SEGASAMMY Co., Ltd.

Summary: The company operates *Paradise Casino Incheon*, which became South Korea's first casino exclusively for foreigners when it opened in 1967. We are also developing *PARADISE CITY*, which is scheduled to open in the first half of 2017 as South Korea's first full-fledged integrated resort.



Large resort complex overseas

Resort name: Undecided

Location: South Korea (Busan)

Managing company: SEGASAMMY BUSAN INC.

Summary: Development and management of large resort complex comprising hotel and entertainment and commercial facilities in Busan, South Korea.

Numerical Targets

FY		2015	2016 (Plan)	Change
	Net sales (Billions of yen)	14.9	18.0	+21%
	Operating income (loss) (Billions of yen)	(2.3)	(3.5)	—
<i>Phoenix Seagaia Resort</i>	Guests (Thousands of people)	643	580	-10%
	Average spending per customer (Yen)	14,481	16,383	+13%
JOYPOLIS	Guests (Thousands of people)	614	622	+1%
	Average spending per customer (Yen)	3,426	3,413	—
<i>Orbi Yokohama</i>	Guests (Thousands of people)	400	384	-4%
	Average spending per customer (Yen)	2,283	2,236	-2%
<i>Paradise Casino Incheon</i>	Casino net sales (Billions of KRW)	109	—	—
	Guests (Thousands of people)	58	—	—

ESG Risks and Responses in the Value Chain

Scope of business



Example of society risk in theme park area

● Safety of facilities

An accident resulting from inadequate safety precautions at facilities that have large attractions on which customers ride could lead to the suspension of operations or brand damage.

Response We regularly conduct voluntary inspections of the operation and management of all amusement arcade machines, including large attractions, based on a checklist prepared in-house that comprises 100 items.