

SEGA SAMMY GROUP
CSR BOOKLET
2020

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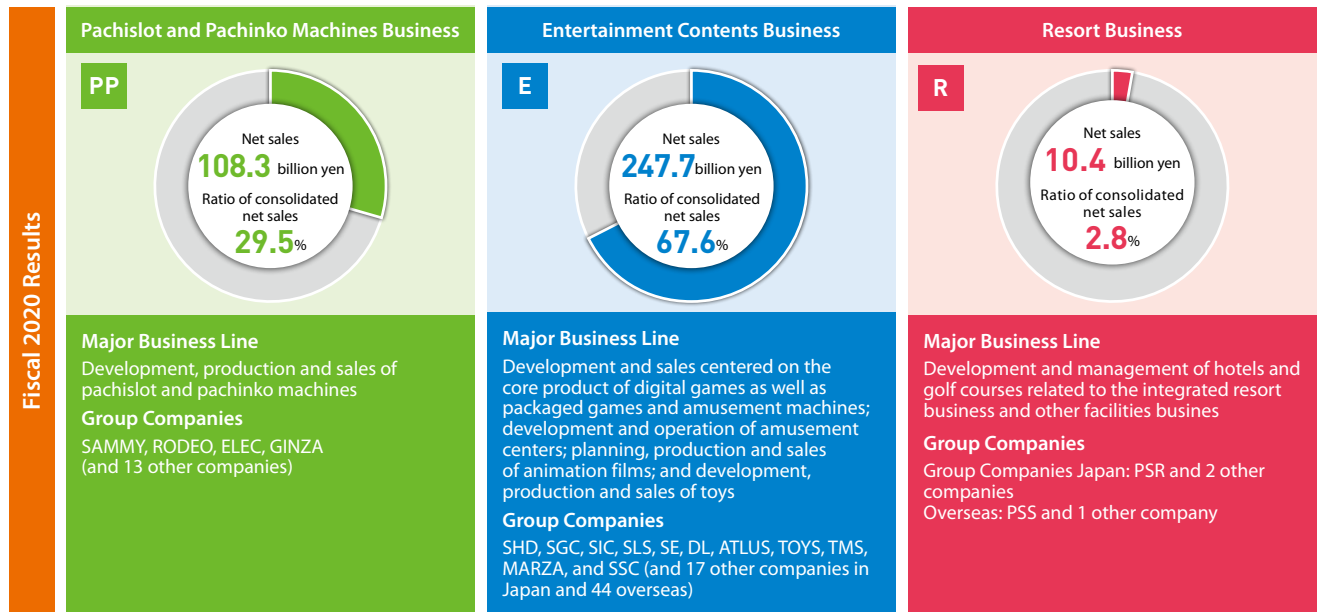
Company Profile

<p>Company Name SEGA SAMMY HOLDINGS INC.</p> <p>Address Sumitomo Fudosan Osaki Garden Tower, 1-1-1 Nishi-Shinagawa, Shinagawa-ku, Tokyo 141-0033, Japan</p> <p>Established October 1, 2004</p> <p>Capital 29.9 billion yen</p>	<p>Chairman and Group CEO, Representative Director SEGA SAMMY HOLDINGS INC. Hajime Satomi</p> <p>President and Group COO, Representative Director SEGA SAMMY HOLDINGS INC. Haruki Satomi</p> <p>Principal Business Management and related operations as the holding company of the SEGA SAMMY Group, a multi-dimensional entertainment company group</p> <p>Number of Employees 8,798 (consolidated)</p>
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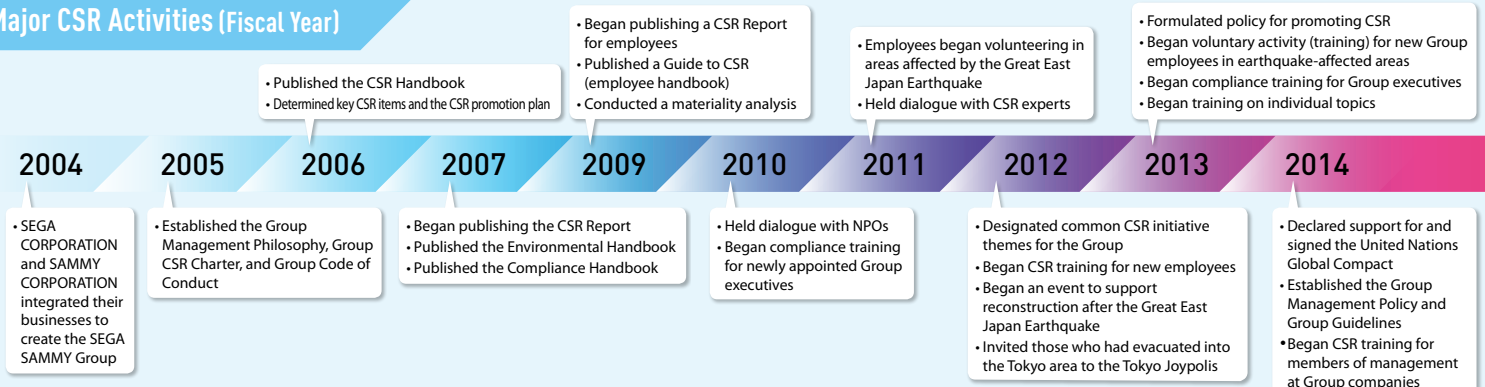
As of March 31, 2020

Group Overview

The SEGA SAMMY Group continuously creates experiences that move the heart of customers of all ages in Japan and overseas by providing creative entertainment as a multi-dimensional entertainment company group engaged in a wide range of business areas.



Major CSR Activities (Fiscal Year)



Editorial Policy

We have been publishing a CSR report with the aim of reporting on the CSR activities of the SEGA SAMMY Group to our various stakeholders, while at the same time enhancing our activities and information disclosure through communication with them. We updated the editorial policy for our 2018 CSR report to incorporate ESG information, which had been included in a recent integrated report as an emphasis sought by investors and after we had reviewed content that has not been covered by the integrated report as well as what must be reported in depth from a CSR perspective. Additionally, the report includes more "Voice" sections so that it more closely communicates the SEGA SAMMY Group's business and other engagements as well as the work styles of our employees.

Guidelines Used for Reference

GRI Sustainability Reporting Standards
2016/2018
ISO 26000 (Guidance on Social Responsibility)

Publication Dates

November 2020
(previous report: September 2019, next report: September 2021)

Scope of this Report

Reporting Period

Fiscal 2020 (April 1, 2019 to March 31, 2020)
Some parts of the report include information that occurred after or before this period, with the time outside the period clearly stated.

Boundary of Reporting Organizations

SEGA SAMMY HOLDINGS INC., SEGA Holdings Co., Ltd. (including key Group companies), Sammy Corporation

Abbreviation of Organization Names in this Report

Each Segment

PP: Pachislot and Pachinko Machines Business; E: Entertainment Contents Business; R: Resort Business; Group: SEGA SAMMY HOLDINGS INC., Entertainment Contents Business, Pachislot and Pachinko Machines Business and Resort Business

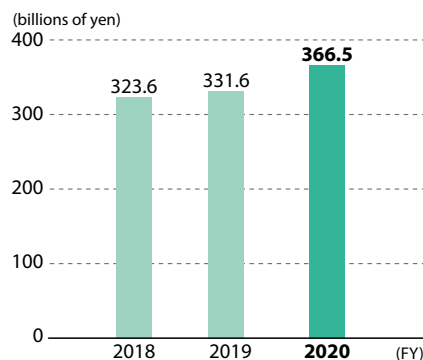
Major Companies for Each Segment

SSHD: SEGA SAMMY HOLDINGS INC., SHD: SEGA Holdings Co., Ltd., SAMMY: Sammy Corporation, ATULUS: ATULUS CO., LTD., BTF: Butterfly Corporation, DL: DARTSLIVE Co., Ltd., ELEC: TAIYO ELEC Co., Ltd., MARZA: MARZA ANIMATION PLANET INC., PSR: PHOENIX RESORT CO., LTD., PSS: PARADISE SEGA SAMMY Co. Ltd., RODEO: RODEO Co., Ltd., SE: SEGA ENTERTAINMENT Co., Ltd., SGC: SEGA Games Co., Ltd., SIC: SEGA Interactive Co., Ltd., SLS: SEGA LOGISTICS SERVICE CO., LTD., SNW: Sammy Networks Co., Ltd., SSC: SEGA SAMMY CREATION INC., SSGE: SEGA SAMMY GOLF ENTERTAINMENT INC., TOYS: SEGA TOYS CO., LTD., TMS: TMS ENTERTAINMENT Co., Ltd. GINZA: GINZA Corporation
• Some activities include Group companies other than those listed above.

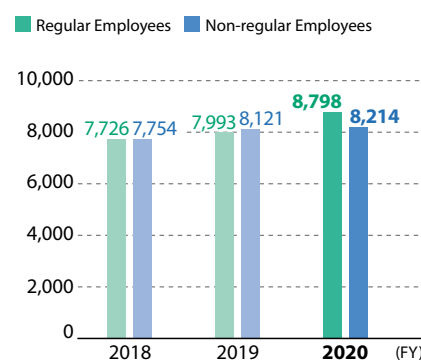
* Abbreviations and departments of persons interviewed for the VOICE columns are accurate as of fiscal 2020. Content related to activities in fiscal 2021 refer to new company names that reflect the organizational restructuring.

Performance Data

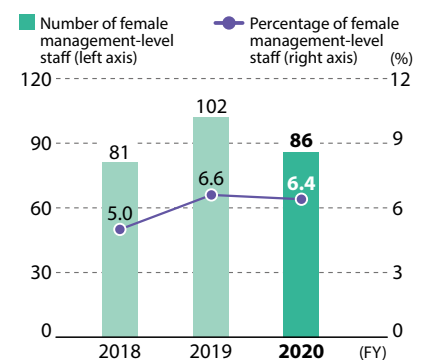
Net Sales (Consolidated)



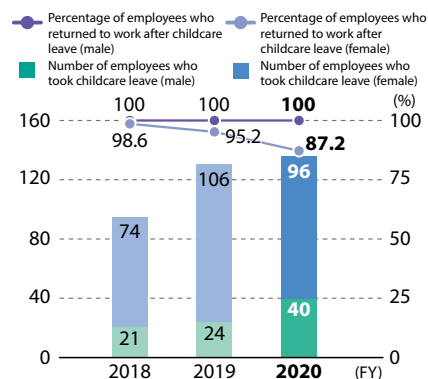
Number of Employees (Consolidated)



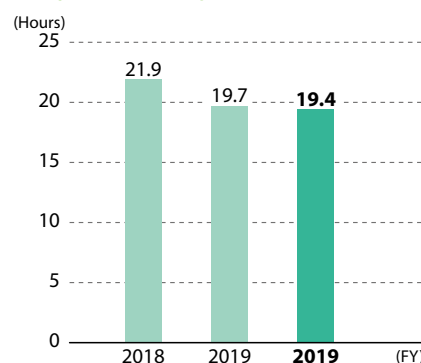
Number and Percentage of Female Management-Level Staff*1



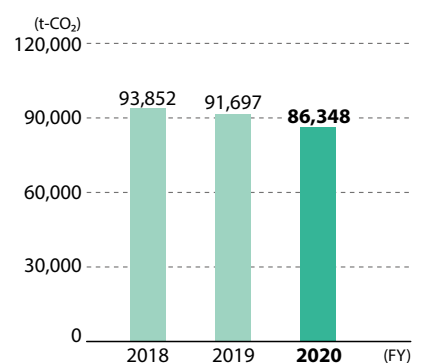
Number of Employees Who Took Childcare Leave and Who Returned to Work After Childcare Leave*1



Average Overtime Hours per Month*1



Total CO₂ Emissions*2



*1 We have made partial changes to the scope of the report and method of data collection. For details, see page 41.

*2 For the method of our environmental data collection and scope of the report, see page 48.

- Began CSR training for employees of Group companies
- Explained and sought cooperation from suppliers for the SEGA SAMMY Group Supply-Chain CSR Deployment Guidebook
- Held baseball classes at Fukushima Prefecture and other areas affected by the Great East Japan Earthquake
- Established SEGA SAMMY BUSINESS SUPPORT INC. as a special subsidiary

2015

2016

2017-2018

2018-2019

- Conducted a sustainability analysis of management
- Held a stakeholder dialogue
- Employees engaged in voluntary activities, held supportive events in areas affected by the Kumamoto Earthquake
- Received the Excellence Award in the Environmental Communication Awards, sponsored by the Japanese Ministry of Environment

- Employees engaged in voluntary activities in areas affected by heavy rains in July 2018
- Relocated the Group headquarters to the south area of JR Osaka Station (consolidated about 6,500 employees)
- Launched the Waku Lab work-style reform site on the intranet, introduced a flextime system and experimental teleworking program
- Began publishing the Integrated Report

- Signed a comprehensive partnership agreement with Shichigahama-machi, Miyagi Prefecture on regional revitalization
- Launched compliance training through e-learning
- Opened the SEGA SAMMY Soramori Nursery School
- Sponsored the Tokyo Rainbow Parade
- Included provision on allowance for dependents for same-sex couples in the employment rules
- Full-scale launch of a teleworking program
- Full-scale launch of JOB Plus side-job system
- Began joint research with Kyoto University on the mechanism of gambling addiction

- Established the SEGA SAMMY Culture and Art Foundation
- Received the highest "Gold" rating in the PRIDE Index
- Received the grand prize in the 5th Corporate Volunteer Awards
- Registered for the Tokyo Barrier-free Mindsets Support Corporations
- Opened an official Twitter account for CSR

2019-2020

SEGA Sammy

HOLDINGS

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



New Official Twitter Account for the SEGA SAMMY Group's CSR and SDG Activities

In April 2020, the SEGA SAMMY Group created an official Twitter account to provide information about its CSR activities, compliance and work styles as well as the SDGs. We hope to strengthen our bonds with society by communicating with many customers through Twitter so they feel closer to SEGA SAMMY. Please follow us!



SEGASAMMY CSR Official Account
[@SEGASAMMY_CSR](https://twitter.com/SEGASAMMY_CSR)



Disclaimer

This report contains past and current facts about the SEGA SAMMY Group as well as forward-looking statements about social conditions, business plans, and forecasts based on management's judgments in light of information available as of the publication date. Please note that social conditions and business results may vary from these forecasts.