

With Shareholders and Investors



Group CSR Charter

We will view our business with a global perspective in our efforts to ensure sustained growth and to maximize enterprise value. Additionally, we will enhance management transparency and meet the expectations of our shareholders and society through fair and timely disclosure and appropriate return of profit.

Group Code of Conduct

Highly Transparent Management and Interactive Communication

1. We will comply with relevant laws and other rules; properly and fairly disclose company information; and strive to secure transparency in management.
2. We will actively listen to the voices of shareholders, and strive to achieve bilateral and interactive communication.

Positive and Fair Disclosure Attitude

3. We will strive to pro-actively disclose company information that contributes to helping investors understand our group.
4. We will strive to treat all investors equally and to prevent company information being unevenly distributed.

Proper Return of Profits, Maximization of Enterprise Value, and Perpetuity

5. We will efficiently manage assets and properly return profits to shareholders.
6. By always keeping an eye on global situations and trends and responding to social needs, we aim to maximize enterprise value and grow continuously.

Insider Trading

7. We will comply with the laws, company regulations and rules regarding insider trading*, and handle undisclosed material facts in strict confidence.

* Refers to Article 166 of the Financial Instruments and Exchange Act, etc.

Improving Corporate Value Starts with Attentive Communication

VOICE



SEGASammy
HOLDINGS

Miyako Shimizu

Investor Relations Dept.,
Finance & Accounting Div.
SEGA SAMMY HOLDINGS INC.

In coordinating investor relations activities, including quarterly results announcements, we are always aware of the need to remain attentive and diligent in our disclosure of useful information and facilitate a dynamic exchange of opinions.

To gain the trust of all our shareholders and investors, it is important not only to disseminate and share such information but also to listen with sincerity and respond appropriately. We believe that accurately grasping and analyzing the substance of their opinions as well as sharing these ideas across the company are important responsibilities of our role in providing information that will benefit the decision-making process of management.

Moreover, we provide learning opportunities for all employees, including by reporting financial results internally. And we will continue to create an environment where staff feel closer to our shareholders and investors.


Additionally, we want to create a variety of opportunities for effective communication, which will ultimately enhance the SEGA SAMMY Group's corporate value.



Disclosing Information to Shareholders and Investors

IR Policy

In accordance with our IR Policy, SEGA SAMMY HOLDINGS works to earn the understanding and trust of shareholders and investors by disclosing information in keeping with the Financial Instruments and Exchange Act, other laws and the rules of the Tokyo Stock Exchange for timely disclosure. We also provide a wide range of information on management policies, business activities and more. If there is a chance that it could affect the investment decisions of investors, we actively disclose voluntary information that does not fall under legal and timely disclosure rules. Information disclosures are made on the Tokyo Stock Exchange's TDnet and our website.

 **SEGA SAMMY Group IR Policy**
https://www.segasammy.co.jp/english/ir/ir_policy/

Communication with Shareholders and Investors

Holding a Hybrid Virtual Shareholders Meeting for Participant Safety

To prevent the spread of COVID-19, we requested that all our shareholders refrain from attending the meeting in person and exercise their voting rights by mail or via the Internet to the extent possible. Thanks to their cooperation, we were able to hold a safe meeting on June 2020.

Live streaming the meeting online allowed for a large number of shareholders to attend without having to gather in person.

Investor Relations

SEGA SAMMY HOLDINGS has an IR Information Center, which provides briefings to investors in Japan and abroad and responds to shareholder and investor inquiries. For institutional investors and security analysts in and outside of Japan, we provide results briefings at the end of each fiscal year and telephone conferences to discuss quarterly results.

Furthermore, we hold events such as facility tours and workshops for securities analysts to deepen their understanding of our business. We also participate in company information sessions and other events to actively communicate with individual investors.



Briefing for individual investors

Past Activities

	FY2019	FY2020
Financial results briefings (quarterly, including teleconference)	4	4
Small meetings	2	2
Individual meetings (domestic investors)	128	152
Individual meetings (overseas investors)	169	159
Business segment briefings (including facility tours)	3	0
Overseas roadshows (including conferences)	5 (North America: 1, Asia: 2, Europe: 2)	5 (North America: 2, Asia: 2, Europe: 1)
Domestic conferences	4	4
Events for individual investors	1	1

External Evaluation of our Investor Relations

A list of awards the SEGA SAMMY Group has received from third-party institutions for its IR activities in fiscal 2020 is shown below.

- FY2020 Listed Company Website Quality Ranking**
Best site in comprehensive awards, commendations by industry (Machine)
Nikko Investor Relations Co., Ltd.
- Gomez IR Site Comprehensive Ranking 2019, Silver Medal**
Morningstar Japan K.K.

- Internet IR Best Company Award 2019, Commendation Award**
Daiwa Investor Relations Co., Ltd.



 **Integrated Report**
https://www.segasammy.co.jp/english/ir/library/printing_annual.html

Appropriate Returns of Profits

Basic Policy on Profit Sharing

SEGA SAMMY HOLDINGS identifies profit distribution to our shareholders as a top management priority. Our basic policy is therefore to return an appropriate level of profits to shareholders. To provide a stable dividend stream, we pay dividends twice a year, at interim and year-end during the fiscal year. For fiscal 2020, our interim dividend was 20 yen per share and the year-end dividend was 20 yen per share.

Shareholder Benefits Program

In February 2018, we introduced the shareholder benefits program to express our gratitude to all shareholders for their ongoing support and to offer an opportunity to experience our services. We have expanded our shareholder benefits based on the feedback we have received since the program was introduced.

Due to the spread of COVID-19, we extended by six months the expiration date of all shareholder benefit tickets sent in June 2019, which had been set to expire at the end of June 2020.

 **Past Dividends and Shareholder Benefits System**
<https://www.segasammy.co.jp/english/ir/stock/share/>