

Long-term Vision for Fiscal Year Ended March 2030

VALUE (Mindset and DNA)

“Creation is Life” × “Always Proactive, Always Pioneering”



We have formulated a new long-term vision defining where we want the SEGA SAMMY Group to be in the year ending March 2030.

Our mission, and the reason for the Group’s existence, is to be constantly creating, forever captivating, making life more colorful, and being a game changer.

In addition to setting long-term targets for each of our business segments, we will also work to achieve continual improvement in corporate value through management policies that are more focused on sustainability.

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