

E Entertainment Contents Business **P** Pachislot and Pachinko **R** Resort Business **SS** Group

Key issues and priorities for action	Initiatives	Progress and results in FYE March 2021	Details	Related SDGs
 <h2>People</h2> <p>In addition to creating motivating environments for diverse individuals, we will work to foster a richly creative corporate culture. We will eliminate inequality and other issues by making diversity the norm, by ensuring respect for human rights, by prohibiting discrimination, and by protecting the disadvantaged.</p> <p>Workstyle reforms</p> <p>Enhancing diversity, eliminating inequality</p>	<p>Diverse, flexible workstyles</p>	<ul style="list-style-type: none"> SS Promotion of workstyle reforms (e.g., modification of the flexitime system, introduction of tests for teleworking allowances, promotion of subsidiary employment and teleworking) SS Opening of SEGA SAMMY College (total attendance: 6,642 students) 	<p>P. 08</p>	
 <h2>Products and Services</h2> <p>We will create moving experiences through entertainment and make society more energetic and colorful by building development processes that allow us to offer revolutionary new products, by continually improving the quality of our products and services, and by providing products and services that people can enjoy safely and with confidence. At the same time, we will achieve continuous growth and maximize our corporate value by actively working to provide solutions to social issues through our business. As a good corporate citizen, the entire SEGA SAMMY Group contributes to local communities by providing and promoting a diverse range of entertainment, while engaging in dialogue with local communities.</p> <p>Improving the quality of products and services, ensuring that products are safe and can be used with confidence</p> <p>Contribution to local communities</p>	<p>Addressing social issues through business activities</p> <p>Providing safe products and services that can be used with confidence and continuation of accurate information disclosure</p> <p>Support for disaster-affected areas</p> <p>Other group-level social contributions and support for the development of culture and art, etc.</p>	<ul style="list-style-type: none"> E Programming classes using <i>Puyo Puyo</i> E P Setting of voluntary standards exceeding laws, ordinances, and industry standards in target countries, quality assurance that includes information disclosure on product labels E P Accurate, appropriate product labeling E P Improvement of the customer support system SS Conclusion of a comprehensive partnership agreement related to regional revitalization with Shichigahama-cho, Miyagi Prefecture SS Partnership with Shinagawa City SS Establishment of the <i>Dance Base Yokohama</i>, support for artistic and cultural activities, including the <i>Tokyo Jazz Festival</i> SS Participation in the <i>Picture Book Campaign</i> (353 books) (creating an environment for entertainment in underdeveloped countries) SS Toy donations via NPO Family House SS Community Flowerbed maintenance activities by employees of our special subsidiary 	<p>P. 13</p> <p>P. 11 P. 12</p> <p>P. 13</p> <p>P. 13</p>	   

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<div data-bbox="145 276 208 338" data-label="Image"> </div> <h2 data-bbox="138 360 488 408">Governance</h2> <p data-bbox="138 424 510 766">We will prioritize corporate governance, including compliance and risk management. We will also ensure a consistent approach to governance that strengthens regulatory compliance and internal control systems, ensures management soundness, and improves transparency and efficiency. In addition, we will foster a sense of social responsibility in individual employees through proactive awareness-raising activities. We aim to earn the trust and affection of society for many years to come by implementing sustainability initiatives that reflect the characteristics of the SEGA SAMMY Group.</p> <div data-bbox="557 389 775 435" data-label="Text"> <p>Enhancement of governance structure</p> </div> <div data-bbox="557 753 792 778" data-label="Text"> <p>Strengthening compliance</p> </div> <div data-bbox="557 1094 799 1141" data-label="Text"> <p>Promotion and Awareness of sustainability information</p> </div>	<div data-bbox="871 395 1070 438" data-label="Text"> <p>Enhancement of governance structure</p> </div> <div data-bbox="871 745 992 788" data-label="Text"> <p>Strengthening compliance</p> </div> <div data-bbox="871 1094 1090 1137" data-label="Text"> <p>Promotion and Awareness of sustainability information</p> </div>	<ul data-bbox="1146 336 1733 501" style="list-style-type: none"> SS Compliance with the corporate governance code, establishment of the Independent Advisory Committee and Management Strategy Committee SS Management of the Group Compliance and Risk Liaison Committee, promotion of training for SEGA SAMMY HOLDINGS Executives SS Reporting to the Board of Directors about the assimilation of the Group Missions and Code of Conduct <ul data-bbox="1146 639 1729 896" style="list-style-type: none"> SS Compliance seminars for Group executives (3 sessions, 131 participants), compliance seminars for executives (59 sessions, 849 participants), compliance seminars for general employees (34 sessions, 1,361 participants) SS Harassment prevention seminars for executives (16 sessions, 297 participants), harassment prevention seminars for general employees (4 sessions, 64 participants) SS Establishment of the Corporate Ethics Hotline as an easy-to-use reporting system SS Implementation of various training programs at 18 Group companies (e-learning already introduced) <ul data-bbox="1146 1013 1675 1219" style="list-style-type: none"> SS Messages from the group CEO to employees on the meaning and practice of the Group's management philosophy SS Posting of the Group Mission on the Group intranet to raise employee awareness SS CSR, SDGs basic seminars for Group employees (7 sessions, 182 participants) SS Publication of CSR BOOKLET 2020 SS Participation in the United Nations Global Compact (since 2014) 	<div data-bbox="1798 386 1868 442" data-label="Text"> <p>P. 14 P. 15</p> </div> <div data-bbox="1798 753 1868 775" data-label="Text"> <p>P. 14</p> </div> <div data-bbox="1798 1102 1868 1126" data-label="Text"> <p>P. 19</p> </div>	<div data-bbox="1912 389 1973 446" data-label="Image"> </div> <div data-bbox="1912 737 1973 794" data-label="Image"> </div> <div data-bbox="1928 1110 1951 1123" data-label="Text"> <p>—</p> </div>