
N E W S R E L E A S E

April 2018
SEGA SAMMY HOLDINGS INC.

- Initiative towards Further Growth of Sega Sammy Group -

Creation of New Group Brand Logo

SEGA SAMMY HOLDINGS INC. (headquarters: Minato-ku, Tokyo; President and Group COO (Representative Director): Haruki Satomi; hereafter “SEGA SAMMY”) will incorporate a new group brand logo as an initiative towards further growth of Sega Sammy Group going forward. The new group logo will be officially used starting from August this year.



Sega Sammy Group has been developing corporate/business activities with an aim to embody its mission of “continuing to create moving experiences.” Furthermore, in order to achieve SEGA SAMMY’s medium-term target, “Road to 2020,” the Group is currently taking on the challenge of creating new business that accommodates social change and technological innovation, while working to strengthen and cultivate the Pachislot and Pachinko Machines Business, Entertainment Contents Business and Resort Business under the unified effort of the entire group.

The business environment has undergone significant changes since the business integration of SEGA and Sammy over a decade ago. Under such circumstances, our decision to create a new group logo was made as we had come to recognize the need for a new brand symbol demonstrating a future direction of Sega Sammy Group, departing from the current logo which represents the integration of SEGA and Sammy. We will aim for further growth of the Group by implementing the thoughts we have put together in the new brand logo in actual business activities.

- **Creative concept**

“Genuine Inspiring Moments”

- **About the logo**

The design created based on a universal font possesses unique characteristics in its upper-case and lower-case styles. In addition, the Group’s strong unity is expressed through the letters that are connected.

- **About the graphic design**

Elements of SEGA blue and Sammy green with edges angled at the earth's axis implicit of upward movement as well as stability embody the Group’s continuous growth towards the future while also symbolizing its will to maintain and further expand businesses. Connections among people and that between society and the SEGA Sammy Group are also expressed in the design.