

With Shareholders and Investors

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.

Our Stance

Fair and timely disclosure and appropriate return of profit to shareholders are top management priorities.

We will look beyond near-term earnings to focus on innovating products, maintaining a production structure that enables stable supplies, and formulating sales plans based on precision marketing. We will maintain a highly transparent and credible administrative structure to build trust among shareholders and investors.

We will engage with these stakeholders, properly conveying management information while seeking their feedback.

Major Initiatives in Fiscal 2016

1. Active disclosure of our initiatives, including Group structural reforms



Annual Report

<http://www.segasammy.co.jp/english/ir/ar2015/>

2. Offering briefings to a broad range of shareholders (active participation in business strategy briefings for institutional investors, events for individual investors)
3. Receiving recognition for our annual report and online IR site by several third-party institutions

VOICE

Clearly and Effectively Sharing our Growth Strategies through Honest, Transparent Communication

As a member of the IR Department, I always make sure to go beyond simply delivering numerical results to include background details, such as our business strategies, that demonstrate our understanding of the Group's current situation. Transparent information disclosure ensures that our intent to disclose information is not swayed by business results. I believe this is the foundation for strong and trusting relationships with shareholders and investors. Our commitment to transparency will allow our messages to be properly and accurately received in the market, ultimately enabling us to improve SEGA SAMMY corporate value, the true purpose of IR.

Investors are one of our major stakeholders, and their opinions are valuable. I will ensure that their voices are heard and present at our worksites. By delivering external opinions to the Company, I want the entire Group to be aware of the importance of improving corporate value. I will continue striving to communicate SEGA SAMMY's strategies for continued growth and success, in an easy-to-understand way, to share our story with them.



Hiroaki Kondo

Investor Relations Department, Finance & Accounting Division
SEGA SAMMY HOLDINGS INC.

Assigned to the IR Department after working in management policy (now management planning) with duties such as supporting the businesses of Group companies. On days off, strives to build on his value as a father by playing with his kids in a neighborhood park and reading picture books to them.

Appropriate Returns of Profits

Basic Policy on Profit Sharing

SEGA SAMMY HOLDINGS identifies profit distribution to our shareholders as a top management priority, and therefore our basic policy is 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 the fiscal year ending March 31, 2016, our interim dividend was 20 yen per share and the year-end dividend was 20 yen per share.

Disclosing Information to Shareholders and Investors

IR Policy

In accordance with the SEGA SAMMY Group IR/Public Relations 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, and in addition we provide a wide range of information on management policies, business activities and more. Also, if there is a chance that it could affect investors' investment decisions, 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/Public Relations Policy

http://www.segasammy.co.jp/english/pr/commu/csr/gr_policy.html

Communication with Shareholders and Investors

Accessible General Meetings of Shareholders

SEGA SAMMY HOLDINGS enables more of our shareholders to attend our regular general meeting of shareholders by avoiding the busiest days of the year for such meetings and choosing meeting sites with sufficient capacity. Our June 2016 meeting was attended by 288 shareholders. We have an ongoing commitment to make it easy for shareholders to submit their comments and questions and ensure that our meetings run smoothly.

Investor Relations

SEGA SAMMY HOLDINGS offers an IR Information Center that provides briefings to investors in Japan and abroad and answers shareholder and investor inquiries. For institutional investors and security analysts in Japan and abroad, we provide results briefings once every six months and telephone conferences to discuss quarterly results. We also participate in company information sessions and other events to actively communicate with individual investors.



Nikkei IR Investment Fair 2015

Past Activities

	FY2015 (ended March 31, 2015)	FY2016 (ended March 31, 2016)
Financial Results Briefing (quarterly, including teleconference)	4	4
Small Meeting	4	3
Individual Meeting (domestic investors)	187	137
Individual Meeting (overseas investors)	123	155
Business segment briefing (including facility tours)	2	2
Overseas Roadshow (including conferences)	5 (North America 1, Asia 2, Europe 2)	4 (North America 1, Asia 2, Europe 1)
Domestic Conference	6	5
Event for Individual Investors	1	2

External Evaluation of our Investor Relations

A list of awards the Group has received from third-party institutions for its IR activities in 2015 is shown below.



- FY2015 Nikkei Annual Report Award, Excellence Award—Nikkei Inc. (February 2016)
- 2015 Listed Company Website Quality Ranking, Ranked 22nd in comprehensive ranking segment—Nikko Investor Relations Co., Ltd. (December 10, 2015)
- Internet IR Best Company Award 2015—Daiwa Investor Relations Co., Ltd. (November 12, 2015)
- Gomez IR Site Comprehensive Ranking 2015, Silver Medal—Morningstar Japan K.K. (June 30, 2015)



Annual Report

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