



# Fiscal 2019 Interim Business Report

(From April 1, 2018 to September 30, 2018)

Our new head office's lounge, featuring a ship's cabin motif

# HEADLINES

## ▶ Consolidated Results

Down  
**12%**  
year on year

Net sales

**¥171.0 billion**

Down  
**62%**  
year on year

Operating income

**¥10.2 billion**

Down  
**7.8pts.**  
year on year

Operating income margin

**6.0%**

(Fiscal 2020 Target: At least 15%)

## ▶ Results by Business Segment

Pachislot and Pachinko  
Machines Business

Net sales

**¥58.6 billion**

down **34%** year on year

Operating income

**¥9.6 billion**

down **55%** year on year

Entertainment Contents Business

Net sales

**¥107.2 billion**

up **6%** year on year

Operating income

**¥6.1 billion**

down **39%** year on year

Resort Business

Net sales

**¥5.1 billion**

up **8%** year on year

Operating loss

**¥1.1 billion**

— year on year

## ▶ Interim Highlights

### Launched *Pachinko CR Shin Hokuto Muso Chapter 2*



September 2018 saw the nationwide launch of *Pachinko CR Shin Hokuto Muso Chapter 2*—a legitimate successor to *Pachinko CR Shin Hokuto Muso*, highly utilized to date. Please try our new pachinko machine, which includes an even more thrilling *GentoRUSH* feature and is packed with new visual effects rendered in an unmistakably *Muso style*.

*Pachinko CR Shin Hokuto Muso Chapter 2*  
©Buronson & Tetsuo Hara/NSP 1983,  
Approved No. KOK-115  
© 2010-2013 Koei Tecmo Games Co., Ltd.  
©Sammy

### Amusement Centers Performed Strongly Centered on Prize Game Machines and New Businesses



Sales at existing amusement centers grew year on year thanks to favorable utilization of *UFO CATCHER* and other prize game machines. Through a business tie-up with Komeda Co., Ltd., on October 19 we jointly opened a store selling the company's soft & white buns “YAWARAKA SHIRO KOPPE” on the first floor of the *SEGA Akihabara 4* amusement center, and the store is very busy every day.



### TOTAL WAR™



SONIC FORCES  
©SEGA

### Repeat Sales of Packaged Games Expanded



Repeat sales titles performance of existing packaged games transitioned strongly in the global market and contributed to the overall business result. Those include *Total War*, Creative Assembly's real-time strategy (RTS) series, *Sonic*, and the *Ryu ga Gotoku* series.

### New Titles Driving Sales in Amusement Machine Area



*Fate/Grand Order Arcade*, based on the world of the *Fate/Grand Order* role-playing game (RPG) for smartphones has been enjoying high popularity at amusement centers across Japan. Another amusement machine posting high utilization rates is the new music game *O·N·G·E·K·I*, played using a lever to operate characters while tapping buttons in time to a rhythm.



*Fate/Grand Order Arcade*  
©TYPE-MOON /  
FGO ARCADE PROJECT

*O·N·G·E·K·I*  
©SEGA

# TO OUR SHAREHOLDERS



Hajime Satomi

Chairman and Group CEO (Representative Director)  
SEGA SAMMY HOLDINGS INC.

The SEGA SAMMY Group is realizing sustained growth in corporate value through business management based on a medium-to-long-term viewpoint. We are advancing Road to 2020, which sets out specific growth strategies and covers the period from fiscal 2018 through fiscal 2020. Under this initiative, we are increasing the profitability of core businesses and deploying management resources to growth businesses with a view to realizing the medium-term goals of improving profit margins and enhancing capital efficiency. Meanwhile, continued provision of stable dividends to shareholders will remain our basic policy.

The enactment of the Act on the Establishment of Specified Integrated Resort Areas in July 2018 clarified the road map for the introduction of integrated resorts to Japan. Aiming to establish the integrated resort (IR) business as a future pillar of growth, the Group will solidify the foundations that will support its participation.

To realize long-term enhancement of corporate value, the Group needs to earn the trust of various stakeholders. As well as ensuring rigorous compliance, the SEGA SAMMY Group will create unique *moving experiences* that help enrich society. Moreover, we will unlock the limitless possibilities of entertainment in ways that contribute to the achievement of the United Nations Sustainable Development Goals (SDGs).

In closing, I would like to ask our shareholders and other stakeholders for their continued support.

## Notice of Dividends

■ Interim cash dividends ■ Year-end cash dividends



At a meeting of the Board of Directors held on November 1, 2018, the Board decided to pay dividends for fiscal 2019 as shown below.

**Interim cash dividends: ¥20.00 per share**

Year-end cash dividends: ¥20.00 per share (Plan)

Full-year cash dividends: ¥40.00 per share (Plan)

Effective date (Payment start date): December 3, 2018



To ensure the steady implementation of various measures set out in Road to 2020, the target for the period through fiscal 2020, the SEGA SAMMY Group has established a Mission Pyramid as a framework to motivate and guide all Group employees. Each business will become an innovator in its industry and continue providing *moving experiences* that exceed customers' expectations. Through these efforts, the Group will reach management goals for fiscal 2020, sustain growth in corporate value, and meet shareholders' expectations.

**Value** (Mindset / DNA)

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

**“Continuing to create moving experiences”**

—Making life more colorful—

**Mission**  
(Raison d'être)

**Be a Game Changer**

**Vision**  
(Ideal self)

**Pachislot and Pachinko Machines Business**

Sammy...the wellspring of new ideas as an innovator in the industry

**Entertainment Contents Business**

Be a Game Changer

**Resort Business**

Be an Experiential Innovator

**Goal**  
(Specific target)

**Operating income margin: At least 15% ROA\*1: At least 5%**

Operating income margin  
At least 30%\*2

Sales: At least ¥300.0 billion  
Operating income: At least ¥30.0 billion  
Operating income margin: At least 10%

Succeed in IR businesses  
Enhance brand value

\*1 ROA = Profit attributable to owners of parent ÷ Total assets

\*2 Operating income margin of the Pachislot and Pachinko Machines Business excluding other and eliminations

# INTERIM REPORT FROM THE COO



Haruki Satomi  
President and Group COO (Representative Director)  
SEGA SAMMY HOLDINGS INC.

Under Road to 2020, which spans fiscal 2018 through fiscal 2020, the priority tasks are to improve profitability, increase capital efficiency, and optimize management resource allocation. Then, we will use earnings from core businesses to invest proactively in growth businesses. Aiming to realize an operating income margin of at least 15% and ROA\* of at least 5% as medium-term targets, we are changing mindsets Groupwide through the introduction of a mission pyramid.

Though the second quarter of fiscal year ending March 2019, the SEGA SAMMY Group recorded year-on-year declines in revenues and earnings. Further, we recognized one-time operating expenses of approximately ¥3.8 billion, which arose from the consolidation of head office functions at the same period.

With respect to the Pachislot and Pachinko Machines Business, we marketed *Pachinko CR Shin Hokuto Muso Chapter 2*, the successor to a very popular pachinko machine in the pachinko machine business. In the pachislot machines business, meanwhile, unit sales decreased from the same period in last fiscal year, when a big-name title was launched. As a result, the business segment saw year-on-year decreases of 34% in revenues and 55% in earnings. As for the Entertainment Contents Business, revenues were up 6%, while earnings were down 39% year on year. In the digital games area, we postponed the launch of services for certain titles, and R&D expenses and content production expenses accompanied the introduction of new titles. The packaged games area achieved higher unit sales thanks to the contribution of repeat sales. In the amusement machine sales area, sales of new amusement machines and CVT kits were solid, and the amusement center operations area continued to perform steadily, with year-on-year growth in sales at existing domestic amusement centers. Although the Resort Business continued to record an operating loss, the utilization rates of *Phoenix Seagaia Resort* improved. In September 2018, *PARADISE CITY*, our integrated resort in Incheon, South Korea, opened facilities that have been completed as part of the second stage of phase 1 development. Further, in July the Act on the Establishment of Specified Integrated Resort Areas passed the Diet. Profit attributable to owners of parent in this quarter declined 62% year on year.

In the second half of fiscal 2019, the introduction of No. 6 machine model pachislot machines began, and expectations of

the resulting market stimulus are heightening. Accordingly, in the second half we will market our first No. 6 machine model, *Pachislot CHAIN CHRONICLE*. Also, *Pachislot SOUTEN-NO-KEN PONYOU* has passed prototype testing. Meanwhile, the pachinko machines business will mainly sell pachinko machines compliant with the previous regulations while preparing to introduce pachinko machines compliant with the new regulations. (Please see page 7 for more information.)

In the the digital games area of the Entertainment Contents Business, we are planning to launch multiple new titles. As for the packaged games area, we will release new titles that leverage existing intellectual properties (IP) as well as new IP. Also, we expect repeat sales to remain steady in this area. In the amusement machine sales area, we plan to achieve earnings through the launch of new titles and revenue sharing.

In the Resort Business, we will heighten the appeal of *PARADISE CITY* and acquire expertise in the development and management of integrated resorts. At the same time, we will strive to improve the earnings of *Phoenix Seagaia Resort*.

Since August 2018, we have been proceeding with the consolidation of Group company head office functions in stages. The Group will use this reorganization as an opportunity to increase the efficiency of its business management, advance work-style reform, and create collaborations and synergies among each business area. In this way, we will fulfill our mission of *continuing to create moving experiences* and realize sustained growth in corporate value.

## Performance Forecast

Billions of yen	Year ended March 31, 2018 Results	Year ending March 31, 2019 (Plan) (Figures as of May 11, 2018)	Change
Net sales	323.6	390.0	+21%
Operating income	17.7	21.0	+19%
Operating income margin	5.5%	5.4%	-0.1 pt.
Ordinary income	14.5	16.0	+10%
Profit attributable to owners of parent	8.9	12.0	+35%
ROA*	1.8%	—	—

\* ROA = Profit attributable to owners of parent ÷ Total assets

This feature takes a closer look at our development of models with novel gameplay that is based on the new regulations enforced in February 2018. The section also focuses on how the Group is invigorating the industry as a whole by creating common pachislot and pachinko machine cabinets and components through ZEEG Co. Ltd.

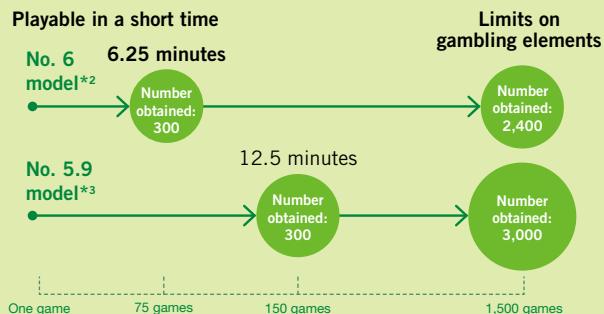
### A Local, Convenient Form of Entertainment Once Again

In recent years, players have needed increasingly long periods of time to fully enjoy pachislot machines. The difficulty of playing pachislot machines in short periods of time has been a factor in the decline of the player population. The recent regulatory revision will allow us to provide pachislot machines that players can readily enjoy during short periods. As a result, we expect pachislot machines will once again become a local, convenient form of entertainment which expand our possibility to capture demand for casual entertainment that occupies short periods of free time. With this in mind, we marketed our first new-format (No. 6 machine model) pachislot machine, *Pachislot CHAIN CHRONICLE*, in the beginning of November.

### The Launch of Our Inaugural No. 6 Machine Model—*Pachislot CHAIN CHRONICLE*

We have transformed the *CHAIN CHRONICLE* RPG for smartphones into a pachislot machine. Since SEGA Games Co., Ltd., launched this RPG in 2013, it has breached 1.6 million downloads. The new pachislot machine offers gameplay based on the features of the original title that have earned it such widespread acclaim among players. In addition, players can win 4.0 medals in each *CHAIN CHRONICLE Chapter*—a feature that would not have been possible in a No. 5.9 machine model.

### Estimate for Reaching 300 Tokens Using Pachislot Machine with AT Function\*1



\*1 One game assumes to be finished in five seconds  
 \*2 No. 6 model assumes medals increase per game is 4.0  
 \*3 No. 5.9 model assumes medals increase per game is 2.0  
 (Maximum increase under voluntary regulations)  
 (AT: Abbreviation for pachislot machines' assist time)



*Pachislot CHAIN CHRONICLE*  
 ©SEGA ©SEGA/CHAIN CHRONICLE FILM PARTNERS  
 ©Sammy

## ZEEG's Pivotal Role in Reuse and Industry Invigoration

The SEGA SAMMY Group is advancing the reuse of machine cabinets and components, which significantly improves profitability. A key advantage in these efforts is the new titles developed based on the machine cabinets of ZEEG, a joint venture established by Sammy Corporation and Universal Entertainment Corporation.

## Sammy's First ZEEG Machine Cabinet

Sammy's second No. 6 machine model, *Pachislot SOUTEN-NO-KEN PONYOU*, will be the company's first pachislot machine to use a ZEEG machine cabinet. Our new offering features a fully restored BATTLE BONUS, a legendary mode that No. 5.9 machine models are unable to realize. The pachislot machine will begin operating in pachinko halls around the country from January 2019.



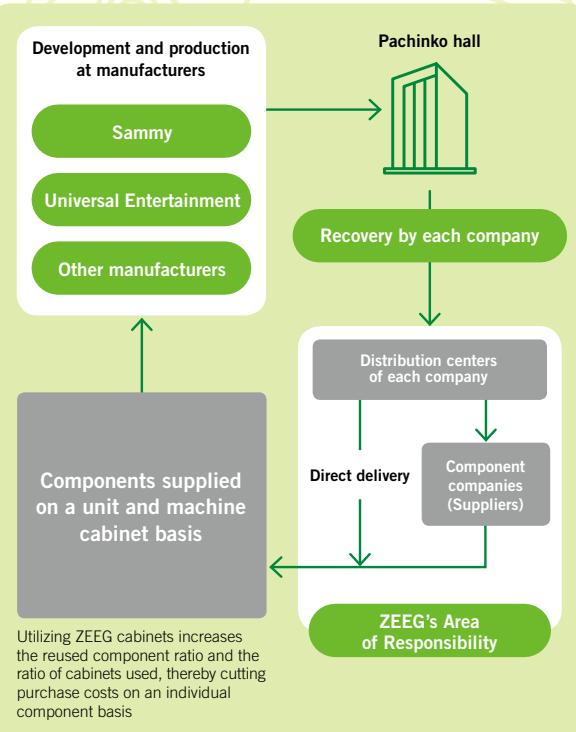
*Pachislot SOUTEN-NO-KEN PONYOU*  
©Tetsuo Hara & Buronson/NSP 2001,  
Approved No.YRB-320  
©Sammy



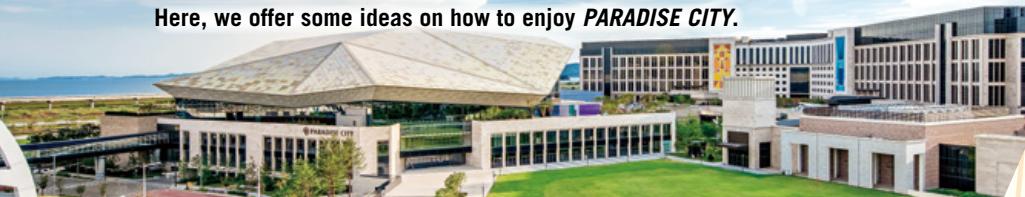
## Transcending Company Boundaries to Magnify Reuse Benefits

As well as machine cabinets, ZEEG is developing the ZEEG Amusement Machine Software Development Kit (ZSDK). Through such initiatives, we will advance business cooperation aimed at establishing common platforms for the industry as a whole and extending the scope of reuse efforts. In this way, we will improve earnings while stimulating the industry.

### Overview of the Reuse System



As little as 90 minutes from Japan by airplane, *PARADISE CITY* is an exclusive new integrated resort offering guests unparalleled high-end experiences. Here, we offer some ideas on how to enjoy *PARADISE CITY*.

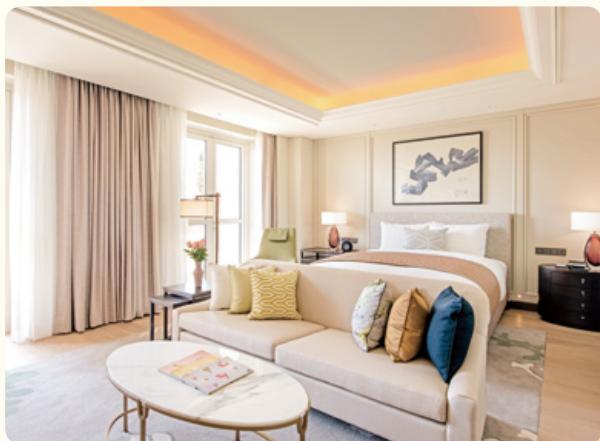


**From Terminal 1,  
Incheon International Airport**

- ▶ Car, shuttle bus (Free) 3 minutes
  - ▶ Linear monorail (Free) 5 minutes
  - ▶ On foot 15 minutes
- 
- From Incheon Interchange on the expressway
- ▶ Car 5 minutes

**From Check-in to Guest Room**

After checking in (front-desk personnel speak Japanese), the guest receives a key and proceeds to their room. All of the lavish five-star hotel's beds have been made by Simmons Bedding Company LLC. Another of the hotel's luxurious touches is the provision of PENHALIGON'S toiletries, which have royal warrants from the British royal family. We suggest that guests relax with a drink from the free minibar while watching the airplanes.



**Why Not Spend a Day Viewing Art?**

The concept of the hotel is "art-tainment." Guests can spend the day strolling around the hotel viewing its displays, which comprise more than 3,000 works of art.



# Leisure

## Spending Time with Loved Ones in Luxurious Surroundings

Overnight guests can use the pool, and we recommend sipping a cocktail poolside while soaking up the resort ambience. In addition, the hotel offers four different styles of dining for guests' delectation. The buffet restaurant is popular with adults and children. We also have authentic Japanese dining, a Michelin-starred Chinese restaurant, and an affordable Italian restaurant. In the music lounge, guests can enjoy live music and superior liquor.



## Try the Casino

We urge guests to visit the casino floor and experience some out-of-the-ordinary entertainment. Guests show their passports before entering this area as only those aged 19 or older are allowed into the casino. Although there is a dress code, everyday apparel is fine as long as it is not too casual. On South Korea's largest casino floor, guests can enjoy playing a variety of games, including baccarat, blackjack, poker, and slot machines. Also, those who have never been in a casino need not worry. The SEGA SAMMY Group's personnel and Japanese dealers are able to carefully provide instructions.



In addition, we plan to open the **WONDER BOX** family entertainment facility in spring 2019.



## Ideal for Families and for Business People

Guests can recharge their batteries at the spa, gym, and sauna, while families can lose track of time in the Kids' Zone or as they have fun with the latest virtual reality (VR) technology in the PlayStation® Zone or enjoy bowling, the sports bar, darts, and pool in the "Safari Park." Further, in September 2018 we opened a shopping mall, a club, a premium spa, an art space, and a boutique hotel.



Why not take a short trip to *PARADISE CITY* and experience a unique high-end integrated resort?

The SEGA SAMMY Group is tirelessly pursuing *moving experiences* that exceed customer expectations. Episode 4 of our series looks behind the scenes at the development of the *Ryu ga Gotoku* series. The first installment of *Ryu ga Gotoku* burst onto the scene as a new concept video game in 2005. Since then, it has shipped more than 11 million units worldwide.



## 2005 *Ryu ga Gotoku* (The First Title)

For many years, SEGA Games Co., Ltd. (previously SEGA CORPORATION), has delivered creators' innovative ideas to the world. One of the intellectual property that epitomizes this innovativeness is *Ryu ga Gotoku*. It originated from the idea of creating a video game in which famous actors star just as they do in movies. Initially, we targeted adult males in Japan as we rigorously honed the video game. However, we are delighted that in recent years *Ryu ga Gotoku* has earned the support of many players overseas, perhaps because they sensed the amount of energy that the creators have devoted to the video game.

### Toshihiro Nagoshi

Overall Director,  
*Ryu ga Gotoku* series

Director, Chief Product Officer,  
SEGA Games Co., Ltd.

Director, Chief Product Officer,  
SEGA Interactive Co., Ltd.



## The Latest Title

### *Ryu ga Gotoku 6: Inochi no Uta* (2016)

Set in Hiroshima and the fictional district of "Kamurocho" in Tokyo, the latest title in the series portrays the lives of hotheaded men and is the final chapter in the legend of Kazuma Kiryu.



*Ryu ga Gotoku 6: Inochi no Uta*  
©SEGA

## New IP

### *Project JUDGE* (working title) (2018)

This is a completely new, high-octane suspense and action offering that is themed on the legal world and which unfolds in the fictional "Kamurocho" Tokyo district of the *Ryu ga Gotoku* series.



*Project JUDGE* (working title)  
©SEGA

## *Ryu ga Gotoku* (The First Title)



*Ryu ga Gotoku*  
©SEGA

## Overseas Rollouts



*Yakuza 6: The Song of Life*  
©SEGA

### *Yakuza 6: The Song of Life* (2018)

This video game is the Western version of *Ryu ga Gotoku 6: Inochi no Uta*. Thanks to an elaborately realized world, the video game has earned a strong reputation and become a blockbuster.

## For Smartphones and PCs



*Ryu ga Gotoku ONLINE*  
©SEGA

### *Ryu ga Gotoku ONLINE* (Scheduled for 2018)

The first title for smartphones and PCs in the *Ryu ga Gotoku* series, *Ryu ga Gotoku ONLINE* features new hero Ichiban Kasuga and tells the story of impetuous men.



INVESTIGATION 4 Members of the Group Head Office Consolidation Project

To enable efficient combinations of its management resources, the Group is consolidating head office functions in Osaki (Tokyo). We asked the managers who are leading the project about their priorities in creating the new head office.

► Theme: The SEGA SAMMY Group's Tireless Journeying

Journeying became our theme because the consolidation of the Group companies' head offices, which were scattered around Tokyo, will not only heighten the cohesion of the Group but also mark the beginning of a new journey for it. Our first priority was to create an open environment. As a result, we have created a floor area that is roughly the area of a soccer pitch but which has almost no walls. The aim of this layout is to encourage interaction between employees across divisional and operating company boundaries. Also, when designing the employee restaurant we focused on creating a space that promotes exchanges among employees and stimulates intellectual curiosity. While emphasizing integration, we have created spaces conducive to the appreciation of the histories and identities of Sammy and SEGA.



► Encouraging the Integration of Intangibles

Within the new head office, we can hold meetings among operating companies that until now have required personnel to travel by train, and the business management decision-making process has become faster. Also, we have focused on providing an amenable IT environment. For example, anywhere in the office personnel can readily connect their PCs to the network within moments and pick up their work where they left off without any stress. In addition, we are proceeding with organizational integration. As part of these efforts, we consolidated the management functions of respective Group companies on October 1.

Now that we have established tangibles, such as a comfortable workplace environment and systems that promote communication and heighten information sensitivity, we want to plan exchange events and enhance other intangibles with the aim of blending the cultures of each company.

Takuya Yamaguchi, Work Systems Development Department, IT Solutions Division (left)  
Hideto Oda, ICT Planning Department, IT Solutions Division (center)  
Masaki Mori, Facility Service Department, General Affairs Group,  
General Affairs and Personnel Division

SEGA SAMMY HOLDINGS INC.



# NEWS

## Project JUDGE— A New Offering from the Ryu ga Gotoku Studio with a Stellar Cast

Slated for release on December 13, 2018, *Project JUDGE* (working title) for PlayStation®4 is a high-octane suspense and action video game themed on the legal world and set in present day Tokyo. A cast of A-listers—including Takuya Kimura as the hero, Shosuke Tanihara, Pierre Taki, Kenichi Takito, and Akira Nakao—and a score composed by [ALEXANDROS] make for exciting gameplay.



*Project JUDGE* (working title)  
©SEGA

## A Succession of New Digital Games Is Waiting in the Wings!

In the digital games area, we will successively launch multiple titles. For example, we are creating a completely new RPG, *IDOLA PHANTASY STAR SAGA*, to celebrate the 30th anniversary of the popular *PHANTASY STAR* series. Please look forward to an epic adventure and drama in a world ruled by swords and magic. Other new titles in the pipeline include *Ryu ga Gotoku ONLINE* and *Readyyyy!*.



*IDOLA PHANTASY STAR SAGA*  
©SEGA

## WHOareYOU? Surprise Toy Proving Popular



The fun of surprise toys is in opening them and being taken aback. With these toys currently creating a stir overseas, the *WHOareYOU?* surprise toy of SEGA TOYS CO., LTD., is now on sale. In keeping with its name, our toy is an enigmatic furry ball about 10 cm in diameter with an unknown identity. Wash the toy in water, however, and it transforms into such figures as a rabbit or a dog. Children have fun guessing what the ball will turn into when washed. Sure to thrill and captivate kids, *WHOareYOU?* is a perfect gift for Christmas 2018.



*WHOareYOU?*  
Designed & © 2018 Worlds Apart Ltd.  
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©SEGA TOYS

## Sojourn at Our Miyazaki Resort this Winter



In *THE LIVING GARDEN* of the *Sheraton Grande Ocean Resort*, we have created illuminations themed on the concept of “a starry garden.” Like evoking stars that have floated down from the sky, the lights are reflected by the surface of the water, creating a magical scene. Also, we have created a lantern arch that illuminates guests’ wishes. Why not use the shareholder incentive program\* (*Phoenix Seagaia Resort* vouchers) to spend some quality time at our resort in Miyazaki this winter?

\* For shareholders owning 1,000 shares or more as of March 31 or September 30



©Phoenix Resort

# GROUP INFORMATION

## Company Profile (As of September 30, 2018)

Company Name	SEGA SAMMY HOLDINGS INC.
Address	Sumitomo Fudosan Osaki Garden Tower, 1-1-1 Nishi-Shinagawa, Shinagawa-ku, Tokyo 141-0033, Japan
Established	October 1, 2004
Capital	¥29.9 billion
Number of Employees	7,777 (Consolidated)
Stock Exchange	The First Section of the Tokyo Stock Exchange (Stock Code: 6460)

### Directors and Audit & Supervisory Board Members

Hajime Satomi Chairman and Group CEO (Representative Director)
Haruki Satomi President and Group COO (Representative Director)
Naoya Tsurumi Senior Executive Vice President (Director of the Board)
Koichi Fukazawa Executive Vice President and Group CFO (Director of the Board)
Hideki Okamura Executive Vice President (Director of the Board)
Takeshi Natsuno Director of the Board (External)
Kohei Katsukawa Director of the Board (External)
Hiroshi Onishi Director of the Board (External)
Shigeru Aoki Standing Audit & Supervisory Board Member
Yukito Sakaue Audit & Supervisory Board Member
Tomio Kazashi Audit & Supervisory Board Member (External)
Mineo Enomoto Audit & Supervisory Board Member (External)

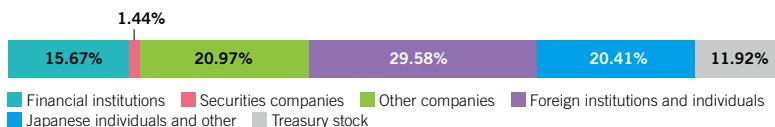
## Information on Outstanding Shares (As of September 30, 2018)

Number of Shares Authorized for Issuance	800,000,000 shares
Total Number of Shares Issued and Outstanding	266,229,476 shares
Number of Shareholders	76,330

### Principal Shareholders

Name of shareholder	Shares held (Shares)	Shareholding ratio (%)
HS Company	35,308,000	13.26
Company's Tr. Stock	31,739,218	11.92
FSC Co., Ltd.	13,562,840	5.09
The Master Trust Bank of Japan, Ltd. (Trust account)	9,803,700	3.68
Japan Trustee Services Bank, Ltd. (Trust account)	8,839,000	3.32

### Breakdown of Shareholders



## Shareholder Memo (As of September 30, 2018)

Stock Code	6460
Trading Unit	100 shares
Fiscal Year	From April 1 to March 31 of the following year
Ordinary General Meeting of Shareholders	June
Date of Record for Dividends	March 31 (September 30 for interim periods, if paid)
	Advance public notice is given when required for other dividend payments.
Method of Public Notice	Electronic public notices
Notification URL	<a href="https://www.segasammy.co.jp/japanese/etc/notice">https://www.segasammy.co.jp/japanese/etc/notice</a>
	If electronic notification is not available due to unavoidable circumstances, the Company will post the notice in the <i>Nihon Keizai Shimbun</i> .
Transfer Agent	Mitsubishi UFJ Trust and Banking Corporation
Administrative Office of Transfer Agent	Securities Agent Department, Mitsubishi UFJ Trust and Banking Corporation, 1-1, Nikkocho, Fuchu-shi, Tokyo 183-0044, Japan Phone: +81-3-5683-5111
Agencies	Mitsubishi UFJ Trust and Banking Corporation branches in Japan

The website of Mitsubishi UFJ Trust and Banking Corporation, the Company's transfer agent, provides information on share registration, purchase or additional purchase of shares in fractional lots, and other stock-related procedures. If you use the storage transfer system for share certificates, etc., please contact the securities company that handles the transactions.

Mitsubishi UFJ Trust and Banking Corporation website: <https://www.tr.mufg.jp/daikou/>

# IR INFORMATION

As part of its ongoing enrichment of investor engagement, the SEGA SAMMY Group has responded to shareholder feedback by providing a window on its operations through the *Business Report*.

## ▶ SEGA SAMMY HOLDINGS INC. IR Information Center

For inquiries about questionnaires, share information, corporate information, and other related information, please contact the phone number below. (Our telephone number has changed due to the relocation of our head office.) Please note that the IR Information Center is closed on Saturdays, Sundays, national holidays, and Company holidays.

Phone: **+81-3-6864-2404**

Business hours: Monday through Friday, **9:00 a.m. – 6:00 p.m.**

## ▶ IR Calendar

Schedule of activities for shareholders and investors:

<b>February</b>	Announcement of results for the nine months ending December 31, 2018
<b>April</b>	Announcement of results for the fiscal year ending March 31, 2019
<b>June</b>	Ordinary General Meeting of Shareholders / Release of the <i>Business Report</i> for the fiscal year ending March 31, 2019

### Cautionary Statement with Respect to Forward-Looking Statements

Statements in this document regarding the plans, estimates, beliefs, management strategies, perceptions, and other aspects of SEGA SAMMY HOLDINGS INC. ("the Company") and SEGA SAMMY Group companies ("the Group") are forward-looking statements based on the information currently available to the Company. Forward-looking statements include, but are not limited to, those statements using words such as "believe," "expect," "plans," "strategy," "prospects," "forecast," "estimate," "project," "anticipate," "aim," "may," and "might," and words of similar meaning in connection with a discussion of future operations, financial performance, events, or conditions.

From time to time, oral or written forward-looking statements may also be included in other materials released to the public. These statements are based on management's assumptions and beliefs in light of the information currently available to management. The Company cautions you that a number of important risks and uncertainties could cause actual results to differ materially from those discussed in the forward-looking statements, and therefore undue reliance should not be placed on them.

Also, it should not be assumed that the Company has any obligation to update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise. The Company disclaims any such obligation. Actual results may vary significantly from the Company's forecasts due to various factors. Factors that could influence actual results include, but are not limited to, economic conditions, especially trends in consumer spending, as well as currency exchange rate fluctuations, changes in laws and government systems, pressure from competitors' pricing and product strategies, declines in the marketability of the Group's existing and new products, disruptions to production, violations of the Group's intellectual property rights, rapid advances in technology, and unfavorable verdicts in major litigation.

**SEGA**Sammy

SEGA SAMMY HOLDINGS INC.

Sumitomo Fudosan Osaki Garden Tower, 1-1-1 Nishi-Shinagawa,  
Shinagawa-ku, Tokyo 141-0033, Japan

We have relocated our head office!



### Renewal of Our Corporate Website

The Company recently renewed its corporate website to make it more readily viewable from tablet computers and smartphones. To visit the website, please use the QR code above.

<https://www.segasammy.co.jp/english/>