

## Resort Business

### Main Assets of the Resort Business

#### Resort

##### Phoenix Seagaia Resort

Location: Miyazaki Prefecture (Miyazaki)

Operating company: Phoenix Resort Co., Ltd.

Summary: The resort includes accommodation facilities such as *Sheraton Grande Ocean Resort*, a world-class convention center with a maximum capacity of 5,000 people and sports facilities including one of Japan's most renowned golf courses, the *Phoenix Country Club*.



#### Theme parks

##### JOYPOLIS

Locations:

Tokyo (Odaiba), Osaka (Umeda)

Operating company:

SEGA LIVE CREATION Inc.

Summary: We have created two of the largest indoor theme parks in Japan. They offer new, progressive entertainment based on the "DigitaReal" concept of integrating the digital and the real.



##### Orbi Yokohama

Location:

Kanagawa Prefecture (Minato Mirai)

Operating company:

SEGA LIVE CREATION Inc.

Summary: This completely new type of museum recreates scenes from the natural world and gives visitors a visceral sense of the wonder of nature by combining the footage of *BBC EARTH* and SEGAs entertainment technologies.



#### Overseas integrated resorts

##### Paradise Casino Incheon, PARADISE CITY

Location: South Korea (Incheon)

Operating company: PARADISE SEGASAMMY Co., Ltd.

Summary: The company operates *Paradise Casino Incheon*, which became South Korea's first casino exclusively for foreigners when it opened in 1967. We are also developing *PARADISE CITY*, which is scheduled to open in the first half of 2017 as South Korea's first full-fledged integrated resort.



#### Large resort complex overseas

##### Resort name: Undecided

Location: South Korea (Busan)

Managing company: SEGASAMMY BUSAN INC.

Summary: Development and management of large resort complex comprising hotel and entertainment and commercial facilities in Busan, South Korea.

### Numerical Targets

FY		2015	2016 (Plan)	Change
	Net sales (Billions of yen)	14.9	18.0	+21%
	Operating income (loss) (Billions of yen)	(2.3)	(3.5)	—
<i>Phoenix Seagaia Resort</i>	Guests (Thousands of people)	643	580	-10%
	Average spending per customer (Yen)	14,481	16,383	+13%
JOYPOLIS	Guests (Thousands of people)	614	622	+1%
	Average spending per customer (Yen)	3,426	3,413	—
<i>Orbi Yokohama</i>	Guests (Thousands of people)	400	384	-4%
	Average spending per customer (Yen)	2,283	2,236	-2%
<i>Paradise Casino Incheon</i>	Casino net sales (Billions of KRW)	109	—	—
	Guests (Thousands of people)	58	—	—

### ESG Risks and Responses in the Value Chain

#### Scope of business



#### Example of society risk in theme park area

##### ● Safety of facilities

An accident resulting from inadequate safety precautions at facilities that have large attractions on which customers ride could lead to the suspension of operations or brand damage.

**Response** We regularly conduct voluntary inspections of the operation and management of all amusement arcade machines, including large attractions, based on a checklist prepared in-house that comprises 100 items.