

(Translation)
Dear Sirs or Madams,

October 11, 2019

SEGA SAMMY HOLDINGS Awarded “Gold” in PRIDE Index 2019 **which assessing LGBT Initiatives**

SEGA SAMMY HOLDINGS INC. (headquarters: Shinagawa-ku, Tokyo; President and Group COO (Representative Director): Haruki Satomi; hereafter “SEGA SAMMY”) participated for the first time in PRIDE Index, which assesses the LGBT initiatives of companies and organizations. The five companies of SEGA SAMMY Group, SEGA SAMMY, Sammy Corporation, SEGA Holdings Co., Ltd., SEGA Interactive Co., Ltd. and SEGA Games Co., Ltd. jointly participated in the assessment, and were awarded the highest rating of Gold.



PRIDE Index is the first index in Japan to assess LGBT-related initiatives at the workplace. It was established by the volunteer group “work with Pride” in 2016 with an aim to realize workplaces where LGBT people can work with pride. The PRIDE Index ratings are categorized into three stages of Gold, Silver and Bronze based on the overall points companies or organizations gain for the five indices of **P**olicy (Action Declaration), **R**epresentation (LGBT Network), **I**nspiration (Raising Awareness), **D**evelopment (Human Resources Management Policy and Programs), and **E**ngagement/**E**mpowerment (Social Responsibility and External Activities) of which the first letters combine to spell out “PRIDE.”

The SEGA SAMMY Group provides all employees with e-learning so they can learn basic knowledge on LGBT people, establishes external consultation services and revises various rules to treat same-sex partners in the same manner as spouses in marriage. Furthermore, the Group has implemented internal and external initiatives including being a sponsor for Tokyo Rainbow Pride* 2019.

The SEGA SAMMY Group is proactively working on diversity management based on its belief that understanding and respecting diversity leads to the creation of new businesses. We will continue to offer numerous moving experiences to people by promoting creation of an environment where various people can work while being themselves.

*Tokyo Rainbow Pride is an event held since 2012 with an aim to realize a society where LGBT people can live positively without facing discrimination or prejudice.