

November 1, 2023

(Translation)

Dear all,

Name of Company: SEGA SAMMY HOLDINGS INC.  
 Name of Representative: Haruki Satomi,  
 President and Group CEO,  
 Representative Director

(Code No. 6460, Tokyo Stock Exchange Prime)

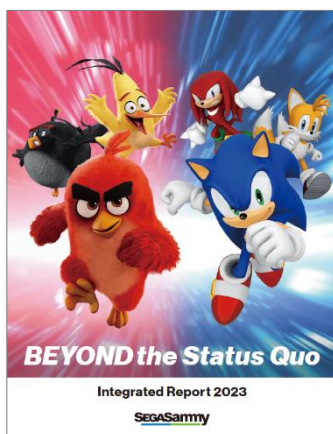
Further Inquiry: Makoto Takahashi,  
 Executive Vice President,  
 Executive Officer,  
 Managing Director of  
 Corporate Planning Division  
 (TEL: 03-6864-2400)

Notice of Release of “Integrated Report 2023” and Reports of “Experiences that Move the Heart”

We are pleased to announce that we have published the “Integrated Report 2023” and made it available on our website. We have updated the Reports of “Experiences that Move the Heart”, a series of content on our website for individual investors.

■ Integrated Report 2023

This report is intended to provide our shareholders, investors, and all other stakeholders with a value creation story to realize the SEGA SAMMY Group’s MISSION/PURPOSE: “Constantly Creating, Forever Captivating - Making Life More Colorful” by delivering both financial and non-financial information.



“Integrated Report 2023” (English version)

[https://www.segasammy.co.jp/en/ir/library/printing\\_annual/](https://www.segasammy.co.jp/en/ir/library/printing_annual/)

“Integrated Report 2023” (Japanese version, released on October 6, 2023)

[https://www.segasammy.co.jp/ja/ir/library/printing\\_annual/](https://www.segasammy.co.jp/ja/ir/library/printing_annual/)

## ■Reports of “Experiences that move the heart”

Entitled “Sammy's Development, Production and Sales Capabilities that Overcame a Number of Crises to Create the Hit, *Smart Pachislot Hokuto No Ken*”, this report focuses on *Smart Pachislot Hokuto No Ken* which has enjoyed high utilization level since its installation in Pachinko hall in April 2023, and showcases the interview to the six members from the development, production, and sales departments. In the interview, they reveal the secret story of how they worked together to overcome these challenges and behind the phases from its development to installation and operation.

\*The interview will be divided into two parts: Part 1 and Part 2.


### Sammy's Development, Production and Sales Capabilities that Overcame a Number of Crises to Create the Hit, *Smart Pachislot Hokuto No Ken* [Part 1]

Announced in January 2023 as Sammy's first Smart Pachislot\*, the *Smart Pachislot Hokuto No Ken* started to be installed in pachinko halls in April. Since then, it has enjoyed high utilization in pachinko halls nationwide and the total number of units installed has exceeded around 60,000 (as of July, 2023). It took around two and a half years between the commencement of development and installation in pachinko halls, during those period there were a number of crises, such as a shortage of parts due to the COVID-19 pandemic and so on, despite the positive factor of regulatory revision.

How did the *Smart Pachislot Hokuto No Ken* become a smash hit under these circumstances? In this report, we interviewed six members from Sammy's Development, Production, and Sales division to find out how they collaborated to navigate these challenges, and to learn the secret story, from its development to its installation and utilization in pachinko halls.

The interview will be divided into two parts.

\*Smart Pachislot is a next-generation pachislot machine that uses electronic information for renting of medals and playing games instead of physical medals. Since the Smart Pachislot does not use physical medals needed for playing, it is expected to have many advantages, such as avoiding fraudulence and improving gameplay and the playing environment.



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Reports of “Experiences that move the heart” (Japanese version, released on October 6, 2023)

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We will continue to enhance our information disclosure, including through our integrated report and website, with the aim of further increasing our corporate value.

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