

Overview of the SEGA SAMMY Group

The SEGA SAMMY Group is a comprehensive entertainment corporate group created through the management integration of Sammy Corporation and SEGA CORPORATION (currently SEGA Games Co., Ltd.), which has produced many industry-first and world-first products. Using both companies' innovative DNA as its core competence, the Group generates a constant stream of new entertainment in a wide spectrum of areas.



CREATION IS OUR LIFE

SEGA has a track record second to none for devising fresh types of gameplay ahead of the times. Its founding principle is "CREATION IS OUR LIFE," a mindset that the company passes on to each new generation of employees.



Always Proactive, Always Pioneering

Since its establishment in 1975, Sammy has lived up to its "Always Proactive, Always Pioneering" founding principle by creating pachislot and pachinko machines with industry-leading gameplay.

