京都大学 KYOTO UNIVERSITY

SEGA SAMMY HOLDINGS

N E W S R E L E A S E

December 2017
SEGA SAMMY HOLDINGS INC.
Kyoto University

-Development and Operation of a Safe and Secure Integrated Resort Facility-
Industry-Academia Joint Research on Gambling Addiction

Process research on gambling addiction conducted jointly with Kyoto University Kokoro Research Center
Collection and analysis of player data, onsite at casino facilities
Investigation into onset mechanisms of gambling addiction
Three-year joint research through to March 2021

SEGA SAMMY HOLDINGS INC. (headquarters: Minato-ku, Tokyo; President and COO (Representative Director): Haruki Satomi; hereafter "SEGA SAMMY") and Kyoto University (address: Sakyo-ku, Kyoto-shi, Kyoto; President: Juichi Yamagiwa) have agreed to conduct joint research in the field of gambling addiction.

SEGA SAMMY and Kyoto University will conduct joint research of gambling addiction through collection and analysis of data on the transitions of gambling behavior. The research will be led by Kokoro Research Center of Kyoto University (Director: Sakiko Yoshikawa) with the cooperation of the Graduate School of Medicine (Professor Toshiya Murai) for a period of three years, until 2021.

The research will be carried out with the aim to identify signs that appear prior to a person's engagement in dangerous gambling by collecting and analyzing player data at overseas casino operations. The research results are expected to elucidate the mechanisms that induce gambling addiction, and will be utilized in Japan to establish measures to prevent its onset, progression, and recurrence.

SEGA SAMMY has been working to develop a system for the collection of a type of player data at casino facilities that has yet to be achieved in existing operations. Using this research, we aim to build a system to identify players exhibiting signs of addiction and prevent further progression. At the same time, by establishing facility operations which encourage self-control and restraint, we aim to build consistent, systematic anti-gambling addiction measures through education, prevention, and collaboration with medical institutions for treatment.

SEGA SAMMY has positioned its resort business as a growth area based on its knowledge gained in the entertainment industry. As part of that move, it has worked to cultivate and strengthen Integrated Resorts (hereafter "IR") where remarkable development has been seen around the world. We opened South Korea's first IR, "PARADISE CITY," on April 20 of this year, and have been engaging in operations to accumulate all necessary know-how and experience required for conducting IR business.

In Japan, the IR Promotion Law (officially called the Act on Promoting Development of Areas for Specified Integrated Resort Facilities) was enacted last year, and preparations towards building IRs in Japan are underway. Economic benefits such as revitalization of the tourism industry, contribution to local economies resulting from an increase in foreign travelers, are common results when an IR is built. The introduction is expected to be one of the measures to contribute to economic development after the Tokyo Olympic Games. However, there are growing concerns over social issues such as deterioration of public safety and an increase in gambling addiction.

For the introduction of IRs in Japan, advanced IR development based on study of precedent cases from other

countries is required. This requires IRs to offer not only attractive facilities and content, but solutions to social issues. SEGA SAMMY aims to enter the IR business in Japan, and believes it is the responsibility of operators to deal sincerely with these social issues.

SEGA SAMMY will press ahead with planning and development of IRs with the aim to create resorts that every customer can visit; with the peace of mind of contributing to economic revitalization, and reinforcement of international competitiveness of the tourism industry.

■ **About Professor Sakiko Yoshikawa**

Dr. Yoshikawa received her PhD in Education from the Graduate School of Education at Kyoto University in 1982. She has served as Assistant Professor at Outemon-Gakuin University; Visiting Researcher at Nottingham University, England; and Associate Professor at Kyoto University Graduate School of Education where she became professor, specializing in cognitive and affective psychology. She is currently the Director of the Kokoro Research Center and has held the position since its establishment in 2007. Yoshikawa serves as Director of the Japanese Society for Cognitive Psychology; is a Kyoto city social welfare council member; and is a member of the Kyoto city social education committee.

■ **About Professor Toshiya Murai**

Dr. Toshiya Murai received his MD in 1991 and PhD in 1998 from the Faculty of Medicine of Kyoto University. He has worked at Max Planck Institute for Human Cognitive and Brain Sciences; as Assistant at Kyoto University Hospital; and since 2009, a Professor for the Faculty of Medicine of Kyoto University. Murai Specializes in general psychiatry, neuroimaging studies, and clinical medicine of high-degree brain function disorders. He also serves as Director of the Neuropsychology Association of Japan and representative of the Japanese Society of Psychiatry and Neurology.

■ **About Kyoto University**

Kyoto University is one of Japan and Asia's premier research institutions, founded in 1897 and responsible for producing numerous Nobel laureates and winners of other prestigious international prizes. A broad curriculum across the arts and sciences at both undergraduate and graduate levels is complemented by numerous research centers, as well as facilities and offices around Japan and the world. For more information please see: http://www.kyoto-u.ac.jp/en

■ **About SEGA SAMMY Group**

The SEGA SAMMY Group is a comprehensive entertainment corporate group holding over 50 companies worldwide including the global game manufacturer SEGA. Engaged in a broad range of businesses in the entertainment field, from development/sales of game software, amusement machines and toys to animation production as well as development/operation of resort facilities, the Group constantly offers innovative and highly original products and services. As for the resort business, while operating Phoenix Seagaia Resort (Miyazaki Prefecture), the Group opened South Korea’s first integrated resort, PARADISE CITY (Incheon, South Korea), in April 2017 to further promote/strengthen the resort business. SEGA SAMMY contributes to realization of an affluent society and creation of culture by continuing to offer moving experiences.