

Message

“All in the name of fun.”

Our company's brand slogan of “All in the name of fun” expresses how everything we do is to instill feelings of “This is fun!”. Our high-quality products and services and corporate activities in general continue to deliver on this promise.

In 2009, thanks to our loyal shareholders, players and other supporters, we commemorated our 40th anniversary, upon which we renamed ourselves “Universal Entertainment Corporation.” A decade later, we marked 50 years since the founding of our company. We intend to continue fulfilling expectations through inspiring notions of “This is fun!” and furthering our collective pursuit of high-quality entertainment.

Keeping our core Amusement Equipments Business in step with the dramatic changes that characterize the market is no easy feat. Yet, we proudly believe that the experience, planning capability and development prowess that we have accumulated since our founding are uncontested. Through using data-gathering and analysis to incorporate market trends and needs into R&D and creating machines that both feature superior payout performance and satisfy players and parlors alike, we shall remain focused on developing the industry.

Overseas, we continue to steadily promote “OKADA MANILA,” our integrated resort (IR) project in the Philippines. Convinced that the entertainment industry will continue to grow, we shall keep on striving to realize a world-class entertainment resort, one that will completely alter existing preconceptions of casinos and charm visitors from all over the world with its casino, luxurious hotel, one of the world's largest water fountains and many other entertainment facilities.

We view the provision of sound entertainment that transcends the likes of age, gender and national borders to people all over the world as our mission. Please continue to look forward to the new value that “This is fun!” drives us to create.

Tomohiro Okada

Representative Director & President
Universal Entertainment Corporation