

April 1, 2016

Company name: Universal Entertainment Corporation
Representative: Jun Fujimoto
Representative Director and President
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Universal Entertainment and Sammy Reach Agreement to Establish a Joint Venture and to Start Cooperation

Universal Entertainment Corporation (“**Universal Entertainment**” Head office: Koto-ku, Tokyo; Representative Director and President: Jun Fujimoto) and Sammy Corporation (“**Sammy**” Head office: Toshima-ku, Tokyo; Representative Director (COO) and President: Haruki Satomi) have agreed to establish a joint venture as follows.



1. Purpose of the establishment

Sammy’s operations center on the development of the Pachinko and Pachislot Machines Business. The company works to identify market trends and, guided by its development vision of “Sammy...the wellspring of new ideas,” strives to help invigorate markets that support players. To achieve this goal, Sammy develops and supplies machines that offer innovative amusement characteristics.

Universal Entertainment, which has a brand slogan of “All in the name of fun,” is a leading supplier of amusement machines in Japan. We strive to provide products and services that can be enjoyed by as many of our fans as possible. We are also proactively promoting overseas operations at Manila Bay Resorts, the Universal Entertainment Group’s casino resort project in the Philippines, as we work to become a global entertainment company.

By establishing this joint venture, the two companies aim to maximize their hardware expertise, with a view to creating platforms for amusement machine units and parts and promoting lasting collaboration. The products supplied by the joint venture will include highly secure and general-purpose units and parts that enable standardization. In addition, the technological alliance should facilitate an entry into the market for new entertainment applications that overturn fixed stereotypes. The joint venture should provide synergistic effects, enabling the two companies to benefit from the creation of an efficient earnings structure that achieves strong entertainment characteristics stemming from technological innovation, as well as solid cost performance.

Universal Entertainment and Sammy have already decided to employ products supplied by the joint venture, and to promote and supply the products to other customers for expanding business opportunity of the joint venture.

2. Overview of the joint venture



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|----------------------|---|
| (1) Name | ZEEG Co. Ltd. |
| (2) Main business | Supply, manufacture, development, and marketing of pachinko, pachislot, arranged-ball, and jankyu machines, and related parts and equipment |
| (3) Established | March 22, 2016 |
| (4) Head office | Sunshine 60 3-1-1 Higashi-Ikebukuro, Toshima-ku, Tokyo |
| (5) Representative | Yuichi Amari, Representative Director and President |
| (6) Capital | 25 million yen |
| (7) Fiscal year-end | March 31 |
| (8) Investment ratio | Sammy Corporation 50%
Universal Entertainment Corporation 50% |

3. Profile of joint venture partner

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|---------------------|---|
| (1) Name | Sammy Corporation |
| (2) Main business | Development, manufacture and marketing of pachinko, pachislot, arranged-ball, and jankyu machines |
| (3) Established | November 1, 1975 |
| (4) Head office | Sunshine 60 3-1-1 Higashi-Ikebukuro, Toshima-ku, Tokyo |
| (5) Representative | Haruki Satomi, Representative Director (COO) and President |
| (6) Capital | 18,221 million yen |
| (7) Fiscal year-end | March 31 |