

Create



to Make the World Go



Through our inspiring services, we aim to provide many people
with a positive, moving, exciting, fulfilling, happy, and smile-provoking experience.

**DARTSLIVE
COMPANY PROFILE**

MESSAGE

— PRESIDENT'S MESSAGE —

"Entertainment (Having Fun)" is sometimes seen as a worthless aspect of social life.

However, the act of playing adds color to our daily lives,
and we believe that it is a wonderful thing that enriches our soul.

Additionally, the joy and spiritual fulfilment of enjoying the entertainment "together"
with others will greatly expand and become a treasured part of our life.

“People always enjoy having fun. And people have fun together with others.”
Our corporate philosophy was born from this belief.

DARTSLIVE is celebrating 20 years in business this year.
Since its inception, the company has promoted all areas of business related to online soft darts
and has grown to be known as a leading online soft darts company.

Friends who love to have fun together have gathered together,
and have continued to take "Having Fun" seriously for 20 years.
We will continue to make the most of our accumulated strengths to “Create ! to Make the World Go↑.”

Azuma Abe
Representative Director and President
DARTSLIVE Co., Ltd.



PROFILE

— Corporate Information —

【Business Description】 Development, sales, and operation of entertainment services and related equipment

【Corporate Information】 Corporate Name DARTSLIVE Co.,Ltd.

Address Sumitomo Fudosan Osaki Garden Tower, 1-1-1 Nishi-Shinagawa,
Shinagawa-ku, Tokyo 141-0033, Japan

Established November, 2003

Capital JPY 10 Million

Management Chairperson Kikuo Masumoto (*1)
Representative Director Azuma Abe
and President
Managing Director Tomomine Ichihashi (*2)
Director Yukio Sugino(*3)

Taketo Oshima(*4)
Executive Officer Takashi Shirai (*5)
Makoto Miyazaki
Yasuhiro Otake
Yuuki Abe

Masaki Shinza
Auditor Hiroshi Ishikura (*6)

*1 Senior Executive Officer of SEGA CORPORATION
*2 CEO of DARTSLIVE INTERNATIONAL Ltd.
*3 COO and President of SEGA CORPORATION,
*4 Director of SEGA CORPORATION
*5 Senior Executive Officer of SEGA CORPORATION
*6 Auditor of SEGA CORPORATION

Shareholder SEGA CORPORATION (100%)

【Group Companies/Japan】 Corporate Name Hivecreation Co., Ltd.

Address Kakyoin Bldg. 8Fl., 2-1—14 Kakyoin Aoba, Sendai, Miyagi
980-0013, Japan

Established March, 2003

URL <https://hivecreation.co.jp/>

【Group Companies/Overseas】 Corporate Name DARTSLIVE INTERNATIONAL Ltd.

Address 12th Floor, Linkchart Centre, 2 Tai Yip Street, Kwun Tong, Kowloon, Hong Kong

Established December, 2011

8 other Group Companies (overseas)

(Hong Kong, USA, France, China, South Korea, Singapore, Malaysia , France and the U.K.)

DARTSLIVE ASIA Ltd.

DARTSLIVE USA,INC.

SAS DARTSLIVE EUROPE

DARTSLIVE CHINA Ltd.

DARTSLIVE KOREA Ltd.

DARTSLIVE (S)PTE Ltd.

DARTSLIVE (M)SDN. BHD.

DARTSLIVE UK Ltd

HISTORY

— Development of the Company —

2003

Nov. Establishment of DARTSLIVE Co., Ltd.



2004

Oct. Full scale operations of "DARTSLIVE" begins.



2006

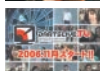
Feb. The all-night event "DARTSLIVE PARTY" was held at the Tokyo Big Sight. About 5,000 people came to the event.



Jul. Japan's largest darts tournament, "DARTSLIVE JAPAN TOURNAMENT" was held for the first time.



Nov. The number of registered members of the "DARTSLIVE" pay service for cell phones exceeded 10,000 people.



Nov. Started the distribution of the darts video program "DARTSLIVE TV".



Dec. Began operation of "TouchLive", a touch panel network compatible game machine.

Dec. Official darts store (WEB store) "DARTSLIVE Store" opens.

2007

Apr. The first "SUPER DARTS presented by DARTSLIVE" spectator event was held.



2008

Jan. Released the board game "Tenku-Ban" and started the service "Tenku-Ban Mobile".



Nov. The number of registered members of the "DARTSLIVE" pay service for cell phones exceeded 200,000 people.



Dec. The new generation of network-compatible darts machines, "DARTSLIVE2" was released and started service throughout Japan.

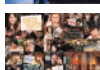


2009

May. Full scale operation of "DARTSLIVE" network service begins in Hong Kong (Kowloon).



Jul. "DARTSLIVE ARENA", a communication battle function in "DARTSLIVE2", begins full-scale operation.



Nov. DARTSLIVE ASIA Ltd. was established in Hong Kong.

2010

Jan. A tournament for under-19s to discover young talent, "SOFT DARTS U-19 Tournament" is held throughout Japan.



Jun. DARTSLIVE service now available for smartphones with the "DARTSLIVE" application.



2011

Mar. The birth of the SOFT DARTS WORLD CHAMPIONSHIP "THE WORLD".



May. "DARTSLIVE-100S" a dartboard for use at home was released nationally in Japan.



May. New sense network mahjong "Mahjong LIVE" commences operation

Nov. "DARTSLIVE SERVICES" released in America.

Dec. DARTSLIVE INTERNATIONAL Ltd. and DARTSLIVE USA INC. were established.



2012

Mar. The professional tour tournament "SOFT DARTS PROFESSIONAL TOUR JAPAN" began.



Oct. "iDarts Tokyo" and "iDarts JAPAN" were opened in Roppongi, Tokyo.



2014

Feb. Hivecreation Co. Ltd. becomes a wholly owned subsidiary.



2015

Sep. Smartphone linked home darts "DARTSLIVE-200S" released.



2016

Feb. Commenced sales of "BIRDIE WORKS", a full-scale golf putting machine.



Aug. First "NIPPON DARTS FESTIVAL" held at Tokyo Big Sight.



Dec. First "SOFT DARTS WORLD CUP" held to determine the world's strongest soft-tip darts country.



2017

Nov. Released "DARTSLIVE ZERO BOARD", a home use dart board designed for quietness.



2018

Apr. Latest darts machine "DARTSLIVE3" begins operation nationwide.



2019

Sep. "NINJA TRAINER" a ninja-star throwing board for home use goes on sale



2020

Aug. Start of the "SPORTS DARTS PROJECT" to create the future of darts as a sport.

Sep. World's first ninja-star throwing board amusement machine "NINJA TRAINER ARCADE" begins operation.

Nov. To commemorate the recognition of Darts Day (November 1st) by the Japan Anniversary Association, the first pay-per-view program "DARTS DAY SPECIAL LIVE" was live streamed.

Dec. Release of "DARTSLIVE Home", a new application that allows users to enjoy online gameplay on home dartboards.

2021

Oct. "DARTSLIVE Home", a home dartboard with a new board design is released.



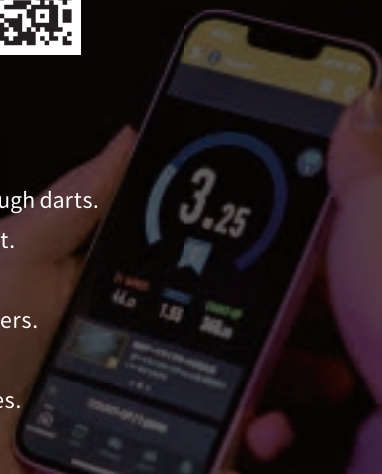


DARTSLIVE SERVICE



— **Connect people to people, community
to community, delight and focus,
serendipity and satisfaction.** —

DARTSLIVE is a community entertainment that offers a thrilling experience to people through darts. We have taken the simple yet profound game of darts and added a network system to it. We started by connecting players to each other and to stores. It brought people together, became a hobby in someone's life, and spread to many others. Today, it is popular in more than 20 countries and regions around the world. We will continue to offer thrilling moments as a leading provider of online darts services.



DARTSLIVE SERVICE

— Business Overview —

DART MACHINES & HOME DARTBOARDS

The DARTSLIVE series is the number one dart machine in Japan.

In addition to business use machines that are used in darts bars and other stores, as well as in official professional tournaments, we also provide dart boards that can be enjoyed at home.



DARTSLIVE 3

A high-spec machine implementing all of the latest technology



DARTSLIVE 2

No. 1 for installation in Japan
Standard dart machine



DARTSLIVE Home

Smartphone app enabled
home dartboard



DARTSLIVE ZERO BOARD

The home dart board
with No.1 quietness when playing

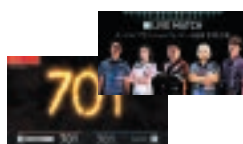
CONTENT & SERVICES

Content and services that integrate darts with network services and infuse them with new value.

Applications that allow viewing of play data, online matches, new games, web and video streaming, etc.
creating flexible and speedy communication.



THEME & LIVE EFFECT



GAMES



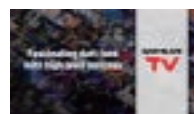
DARTSLIVE APPLICATION



DARTSLIVE CARD



DARTSLIVE Home



DARTSLIVE.TV

REAL COMMUNICATION

One of the best parts of playing darts is having real communication and getting to know other players.

We have been running campaigns at darts spots, big tournaments on a global level, and we continue to provide players with fun ways to communicate with each other, including events that attract thousands of fans.



SOFT DARTS PROFESSIONAL TOUR
JAPAN



SUPER DARTS



THE WORLD

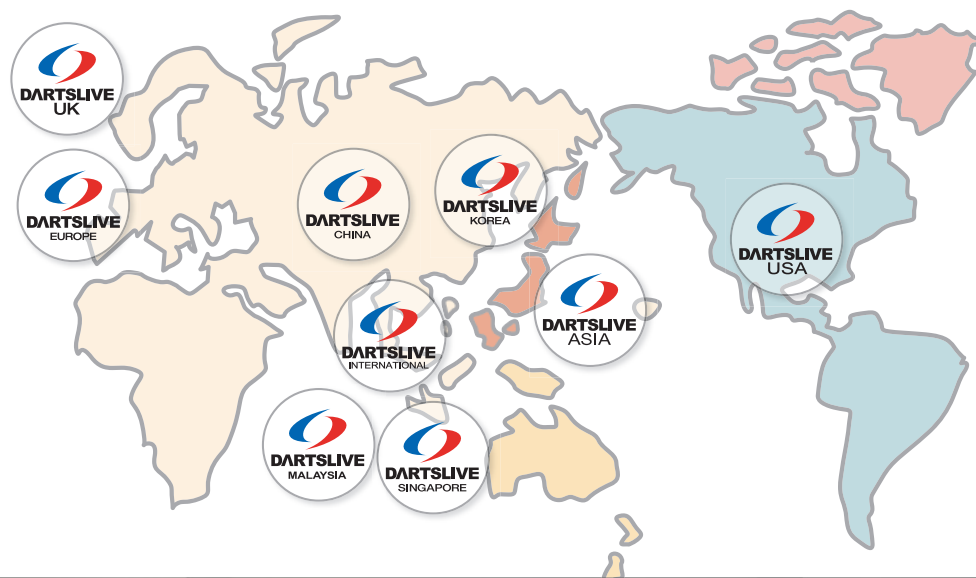


日本ダーツ祭り

GLOBAL

— More "Play" to the world —

We work closely with our group companies around the world to release new services, provide support and backup for local office staff and develop new suppliers. In the field of darts, the company is also involved in the world's largest overseas tournament and store management. We provide borderless entertainment that transcends national borders.



OTHERS

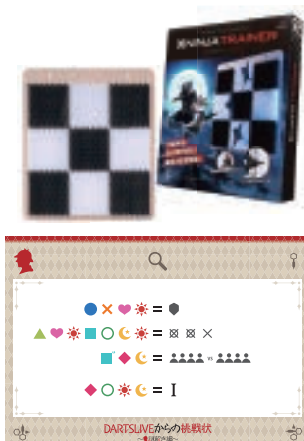
— Other Initiatives —

For the future, we will create new games and services in a variety of fields.

We are also actively involved in social activities.

NEW CREATIONS

We are constantly seeking new ways to "play" and "have fun". We are working to improve technology and create new trends through the development of new services and the provision of fun.



SPORTS DARTS PROJECT

This project aims to promote the role and cultural development of darts as a sport in a diverse society.



COMMUNITY SERVICE

We participate in various social activities that the entire SEGA SAMMY Group is involved in, such as sports support activities and arts and culture.



Picture book with photos: "Guri and Gura" Fukuinkan Shoten



DARTSLIVE
COMPANY PROFILE



<https://www.dartslive.co.jp/en/>