

Sega Sammy Golf Entertainment Inc.
Information about
The North Country Golf Club



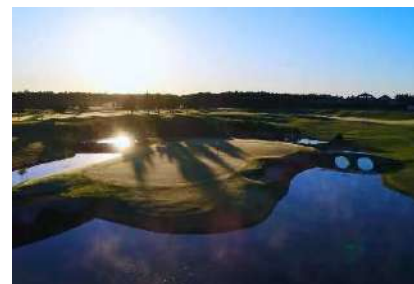
HAPPY
HEW **GOLF**
NORTH
HAPPY NEW GOLF. HAPPY NEW NORTH

Company Profile

(As of January 2023)

I. Company Information

Company name :	Sega Sammy Golf Entertainment Inc.	
Address :	26 Rankoshi, Chitose City, Hokkaido 066-0068	
Established :	July 19, 1988	
Objective :	(1) Operation of The North Country Golf Club (2) Planning and operation of golf tournaments and events (4) Operation of North Snowland Inn Chitose (3) Sales of golf equipment, etc. (5) Course management, landscaping, etc. on consignment (6) Company-led childcare business	
Capital :	100 million yen	
Number of employees :	79 (including 33 regular and contract employees) *As of April 2022, excluding restaurant and house management staff.	
Officer :	CEO	Yasuhiro Ota
	Director	Tsutomu Ota
	Director	Makoto Takahashi (SEGA SAMMY HOLDINGS INC.)
	Auditor	Hiroshi Ishikura (SEGA SAMMY HOLDINGS INC.)
Parent company :	SEGA SAMMY HOLDINGS INC. (Capital: 29.9 billion yen)	
Affiliated companies :	Group companies	53 companies (28 domestic, 25 overseas)
	Group sales	320.9 billion yen (FY2021)
	Total number of group employees	6,500 persons



II. History

July 1988	Established as Tsukamoto Resort Development Co., Ltd. (Capital: 50 million yen)
July 1990	Opened golf course
October 1993	Capital increased to 100 million yen
November 2003	Sammy Corporation participates in capital and increases capital to 480 million yen (Sammy Corporation 100%)
April 2005	Shareholder changed from Sammy Corporation to SEGA SAMMY HOLDINGS INC.
May 2005	Company name changed to SEGA SAMMY GOLF ENTERTAINMENT INC.
July 2005	First “Sega Sammy Cup Golf Tournament” held
March 2006	Capital reduced to 100 million yen
July 2006	The 2nd “Sega Sammy Cup Golf Tournament” held
July 2007	The 3rd “Shigeo Nagashima Invitational Sega Sammy Cup Golf Tournament” held
July 2008	The 4th “Shigeo Nagashima Invitational Sega Sammy Cup Golf Tournament” held
June 2009	“Hokkaido Amateur Championship Competition/Final Tournament” held
July 2009	The 5th “Shigeo Nagashima Invitational Sega Sammy Cup Golf Tournament” held
July 2010	The 6th “Shigeo Nagashima Invitational Sega Sammy Cup Golf Tournament” held
July 2010	Held “Charity Hokkaido Golf Festival” to Commemorate 20th Anniversary
September 2010	Hokkaido Open Golf Championship competition held
October 2010	Nikkan Sports Cup All Japan Tournament Finals held
July 2011 - August 2022	The 7th “Shigeo Nagashima Invitational Sega Sammy Cup Golf Tournament” held - The 17th “Shigeo Nagashima Invitational Sega Sammy Cup Golf Tournament” held
June 2023	The 18th “Shigeo Nagashima Invitational Sega Sammy Cup Golf Tournament” Scheduled to be held



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Company Profile

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III. Golf Course Overview

Designed and supervised by Isao Aoki, one of Japan's leading professional golfers. This all-bent grass course combines the glamour of Augusta with the toughness of St. Andrews. The views from the clubhouse are typical of Hokkaido, and the panoramic view over all 18 holes is breathtaking.

Course designer :	Isao Aoki (Tour Pro Senior)
Number of holes :	18 holes, 7,093 yards
Number of members :	718 *As of January 2023 Including regular members and registered members
Sister Courses :	Phoenix Country Club, Tom Watson Golf Course (Miyazaki)



Phoenix Country Club



The North Country Golf Club

IV. Affiliated Courses

[Domestic affiliated 13 courses]

1. Kise Country Club (Nago City, Okinawa)
2. Kanucha Resort (Nago City, Okinawa)
3. Passage Kinkai Island Golf Club (Nagasaki City, Nagasaki)
4. Seta Golf Course (Otsu City, Shiga)
5. Musashioka Golf Course (Hanno City, Saitama)
6. Karuizawa 72 Golf (Karuizawa, Nagano)
7. Keya Golf Club (Fukuoka City, Fukuoka)
8. Nanzan Country Club (Toyota City, Aichi)
9. Tosa Country Club (Konan City, Kochi)
10. Tsu Country Club (Tsu City, Mie)
11. Miki Golf Club (Miki City, Hyogo)
12. Golf Club Twin Fields (Komatsu City, Ishikawa)
13. Arima Royal Golf Club (Kobe City, Hyogo)

[Overseas 9 courses]

1. Discovery Bay Golf Club (Lantau Island, Hong Kong)
2. Saujana Golf & Resort (Malaysia)
3. Royal Selangor Golf Club (Malaysia)
4. Honolulu Country Club (Hawaii)
5. Siam Country Club (Thailand)
6. Alpine Golf Club (Thailand)
7. Mission Hills Golf Club (China)
8. Long Thanh Golf Club (Vietnam)
9. Singapore Island Country Club (Singapore)



Honolulu Country Club (Hawaii)



Alpine Golf Club (Thailand)



Sega Sammy Golf Entertainment Inc. Company information

(As of January 2023)

I. Our work - Golf in the summer, Snowland in the winter -

Golf Business

The North Country Golf Club is a members-only golf club. As a popular course representing Hokkaido, it is used by around 30,000 customers every season. Our mission is to provide our customers with a valuable club life.



Snowland Business

In Hokkaido, golf courses are closed during the winter period from December to March. In order to promote year-round employment and create opportunities to please more customers, North Country has changed its golf course during the winter to Snowland, which is enjoyed by domestic and overseas customers.



Nursery School Business

We also provide a company-led nursery school business so that mothers of child-rearing generation can work with peace of mind while leaving their children in the care of their parents. Many of our staff members are currently working as caddies while taking care of their children.



Tournament Business

The North Country Golf Club's name was made famous by the Sega Sammy Cup, a men's professional golf tournament that has been held since 2005. Our important mission is to make this tournament a success, which is nationally broadcast and attracts attention both domestically and internationally, and to contribute to the revitalization of the region.



The North Country Golf Club aims to contribute to society and develop the company through sustainability activities centered on the golf business, and further expanding its range of activities, including health, education, the global environment, and regional cooperation.



The North Country Golf Club

Sega Sammy Golf Entertainment Inc. Company information

(As of January 2023)

II . Our Jobs There are a wide variety of jobs when working at a golf course.

Caddy

A caddy plays an important role in enjoying golf. At North, about 40 caddies, men and women ranging from their 20s to seniors, work hard every day. We work hard every day with a smile to improve our service so that all our customers, from members who visit us many times to first-time customers, can enjoy a fulfilling golfing life. This is a very important position and a very rewarding job, as it determines the level of customer satisfaction that day.



An important point that determines the value of a golf course is the condition of the course. It is the “course management” staff that creates and maintains the course in its best condition while battling with nature on a daily basis. In order to keep the course in top condition, this job involves acquiring knowledge of turf, pesticides, and fertilizers in turfgrass management, as well as skills, including machine operation, to improve their skills.

Course Management

Front Desk

The “front desk” staff can be said to be the face of the golf course. From check-in to check-out, we strive to serve our customers with a smile so that they can spend their time comfortably. This is an important job that is linked to the golf course’s brand image, and requires the skills to be able to respond flexibly to the needs of all customers.



Sales and reservation staff work every day to attract customers and increase sales, which are the key to golf course management. I am responsible for a wide range of tasks, including planning open competitions sponsored by the club, creating package plans for each season, and conducting sales activities to travel agencies and companies. Furthermore, the job of controlling reservations over the phone and online and effectively filling daily reservation slots is a significant responsibility.

Sales Planning

Master Room

In order for our customers to enjoy a comfortable golf experience, the staff in the Caddy Master Room work together with the caddies and porters to ensure that the game progresses smoothly. We are responsible for a wide range of duties, including managing golf bags from the time you arrive until you leave, managing the driving range, and supporting the operation of members’ club competitions. This job requires golf knowledge and experience.



Working at North is a job to entertain our customers. If you are energetic, cheerful, and have a spirit of service, we are waiting for you.



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(As of January 2023)

III. What we, the staff, are aiming for

SEGA SAMMY Group CSR Charter

The creativity and challenging spirit of each and every employee is the source of the Group's development and its greatest asset.

We will grow together by fostering a corporate culture that allows our employees to maximize their unlimited potential.

Code of Conduct

We aim to be a flexible company where employees can fully demonstrate their individual abilities, and where work is rewarding and challenging.

Our "mission pyramid" as we see it



This is your chance to develop the "skills" that will enable you to play an active role in society, and hone your "human abilities" to enrich your life's work.



The North Country Golf Club