

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 has grown into a leading darts company by
promoting all areas of darts-related business since its inception in 2003.

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
President, Representative Director
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 **Chairman of the Board**
Yukio Sugino (*1)

President, Representative Director
Azuma Abe

Executive Vice President, Director of the Board
Tomomine Ichihashi

Director of the Board
Kikuo Masumoto (*2)
Taketo Oshima (*3)
Takashi Shirai (*4)

Senior Vice President, Executive Officer
Makoto Miyazaki

Vice President, Executive Officer
Yuuki Abe
Yasuhiro Otake
Masaki Shinza

Auditor
Takeshi Nakayama (*5)

*1 President, Representative Director of SEGA FAVE CORPORATION
*2 Senior Vice President, Executive Officer of SEGA CORPORATION
*3 Executive Vice President, Director of the Board of SEGA FAVE CORPORATION
*4 Senior Vice President, Executive Officer of SEGA CORPORATION
*5 Auditor of SEGA CORPORATION

Shareholder SEGA FAVE CORPORATION (100%)

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

Address 4-5-14 Oroshimachi, Wakabayashi, Sendai, Miyagi,
984-0015, Japan

Established March, 2003

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

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

Address Workshop 901-904, Texwood Plaza, 4-6 How Ming 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 TAIWAN (DARTSLIVE ASIA Ltd.Taiwan Branch)

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. Company operated stores "i Darts Tokyo" and "i Darts JAPAN" open in Roppongi.



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.



2020

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



2021

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



2022

Aug. "Premium+" starts as the highest-level membership plan for DARTSLIVE Services.



2023

Aug. DARTSLIVE CAR travels around Japan to commemorate the 20th Anniversary of DARTSLIVE.



2024

Feb. DARTSLIVE app exceeds 1 million downloads.

Mar. SPORTS DARTS PROJECT wins the "Excellence Award (Enterprise Category)" at the 3rd Annual Sport in Life Awards held by the Japan Sports Agency.

2025

Sep. The "NIPPON DARTS FESTIVAL" has surpassed 20,000 attendees.

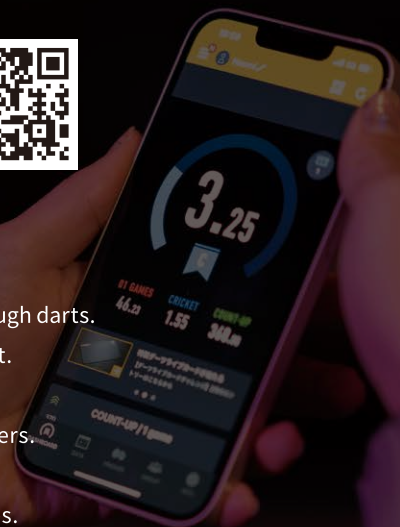


DARTSLIVE SERVICE

— **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

Flagship high-spec machine featuring the latest technology



DARTSLIVE 2

A long-selling model loved for years



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.



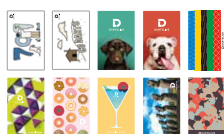
LIVE EFFECT & FUN DARTS



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

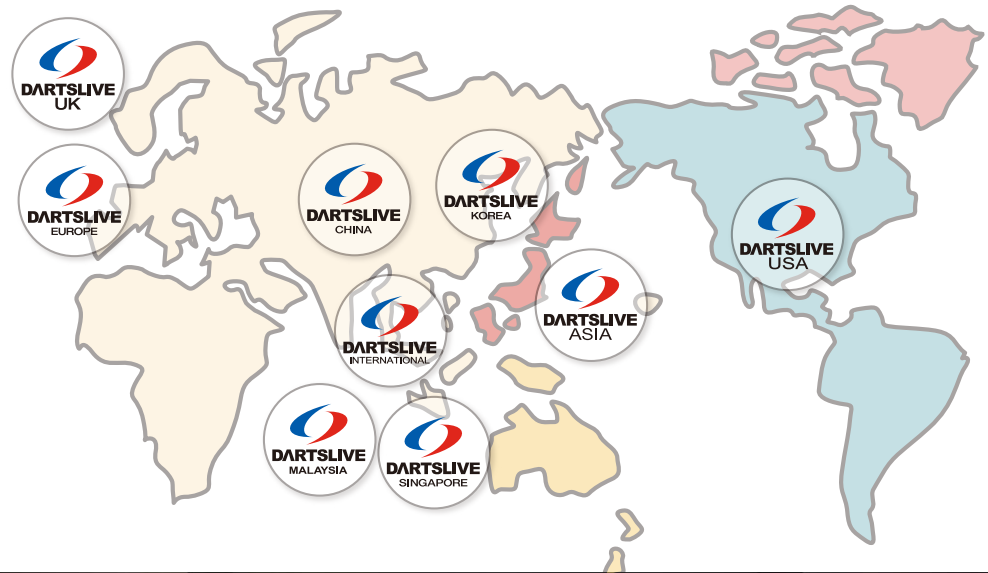


日本ダーツ祭り NIPPON DARTS FESTIVAL

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.

SPORTS DARTS PROJECT

This project aims to shape the future of darts as a lifelong sport, built together by the community. It focuses on three pillars: regional revitalization, diverse sports, and educational community development.



Youth Competitive Environment

Tournaments such as U-12, U-18, and university team competitions are keen to provide young players with opportunities to play sports darts, aiming to improve skills and foster sportsmanship.



Let's Create! DARTS CLUB

An initiative that supports those who want to enjoy darts through school or community clubs, including assistance in establishing darts clubs for elementary, middle, and high school students.



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.



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

AND MORE

Sending out information about
our company, people and things.

"Shine."

The official blog of DARTSLIVE Co., Ltd.

We bring you news of DARTSLIVE that shines from
our employees' perspective.



The Official Twitter

Account of DARTSLIVE Co., Ltd.

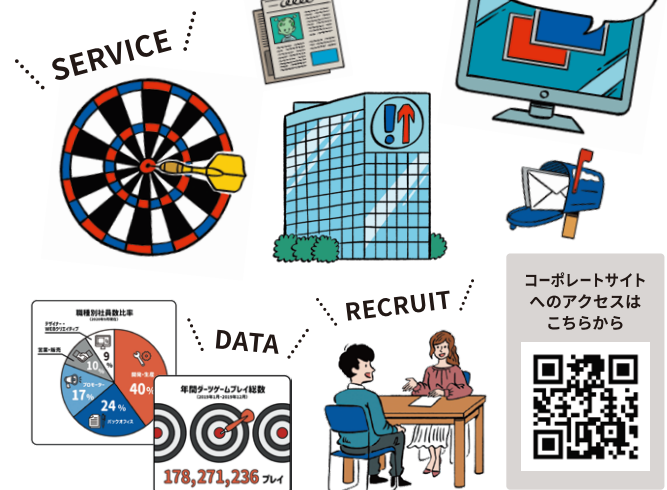
We send out information about our daily events.



The Corporate Website

for DARTSLIVE Co., Ltd.

Various other information is also updated.





DARTSLIVE
COMPANY PROFILE



<https://dartslive.co.jp>