

Fiscal Year Ended March 2025 Results Presentation

2025/5/12

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FY2025/3 Full-year Results /FY2026/3 Forecast

Result Highlights (Consolidated)

(Billion yen)	FY2024/3 Full Year Results	FY2025/3 Full Year Results	FY2026/3 Full Year Forecast
Sales	468.9	428.9	475.0
Operating Income	57.8	48.1	53.0
Ordinary Income	59.7	53.1	56.0
Extraordinary income	1.3	10.0	0.0
Extraordinary losses	19.2	8.3	2.5
Profit attributable to owners of parent	33.0	45.0	37.5
Adjusted EBITDA	54.7	62.2	67.5
ROE	9.6%	12.2%	-
EPS (JPY)	150.75	209.79	175.39
Dividends per share (JPY)	50.00	52.00	55.00

FY2025/3 Results

- Strong performance in CS* and Animation area (Entertainment*)
- Recorded extraordinary income, including the gain on sales of shares of PHOENIX RESORT
- Recorded extraordinary losses, including loss on business restructuring associated with the transfer of European studios

FY2026/3 Forecast

- Increase in sales and profit overall
 - In Full Game, sales of new titles expected to be at the same level as FY2025/3 and repeat sales expected to increase (Entertainment)
 - Launch mainstay IP titles, etc. in F2P (Entertainment)
 - Introduce several mainstay titles (Pachislot & Pachinko)
 - Completion of the acquisition procedure (Gaming)
- Decided to increase year-end dividends and acquisition and cancellation of treasury stocks (See P.4 for details)

*Entertainment = Entertainment Contents Business, *CS = Consumer area

*Allocated revenue related to investments in film production in the U.S. previously recorded as "Non-operating income" is recorded in "Sales" from FY2025/3
Also, the results for FY2024/3 have been retrospectively changed due to the changes in segment classifications (unaudited)
The same applies to the tables of operating results that follow in this document

➤ Review of Business Portfolio

	Target Company	Segment	Date of completion of procedure
Transfer	PHOENIX RESORT	-	May 31, 2024
	Amplitude Studios	Entertainment Contents Business	Oct. 31, 2024
Takeover	Stakelogic	Gaming Business	Apr. 28, 2025
	GAN	Gaming Business	FY2026/3 Q1 (Plan)

➤ Determine the shareholder return amount and its method

Calculated the amount to be returned based on the return policy of 50% of total return ratio, and decided the return method

Dividends	Annual dividend in FY2025/3	52 yen (Interim: 25 yen, Year-end: 27 yen)
Acquisition of treasury stocks	Total cost of acquisition	12.0 billion yen (upper limit)
	Acquisition period	From May 13, 2025 to Dec. 31, 2025
Cancellation of treasury stocks	Number of shares to be cancelled	20.0 million shares Percentage of total shares outstanding before cancellation 8.29%
	Scheduled date for cancellation	May 23, 2025
	Number of shares outstanding after cancellation (*including treasury stock)	221,229,476 shares
	Number of treasury stock after cancellation (forecast)	7,420,000 shares

➤ **Impact of tariff increases in the U.S.**

- Impact on consolidation is expected to be minimal at this time

(Reference) Taxable Products

Entertainment Contents Business	Physical sales of Full Game (Consumer area) Game cabinets, prize products, toys (AM&TOY area)
Gaming Business	Gaming machines

(Reference) Per Segments Results

(Billion yen)	FY2024/3 Full Year Results	FY2025/3 Full Year Results	FY2026/3 Full Year Forecast
Sales	468.9	428.9	475.0
Entertainment Contents	319.8	321.5	336.0
Pachislot and Pachinko Machines	133.2	97.1	130.0
Gaming	1.9	5.4	6.0
Other / Elimination	14.0	4.9	3.0
Ordinary Income	59.7	53.1	56.0
Entertainment Contents	30.8	41.8	40.0
Pachislot and Pachinko Machines	41.9	20.9	30.0
Gaming	-0.4	2.1	0.0
Other / Elimination	-12.6	-11.7	-14.0
Adjusted EBITDA	54.7	62.2	67.5
Entertainment Contents	22.0	48.1	50.0
Pachislot and Pachinko Machines	44.5	24.2	33.0
Gaming	-0.4	1.0	-2.5
Other / Elimination	-11.4	-11.1	-13.0

*See P.15 for details about each segment

Breakdown of Income (FY2025/3 Full-year Results)



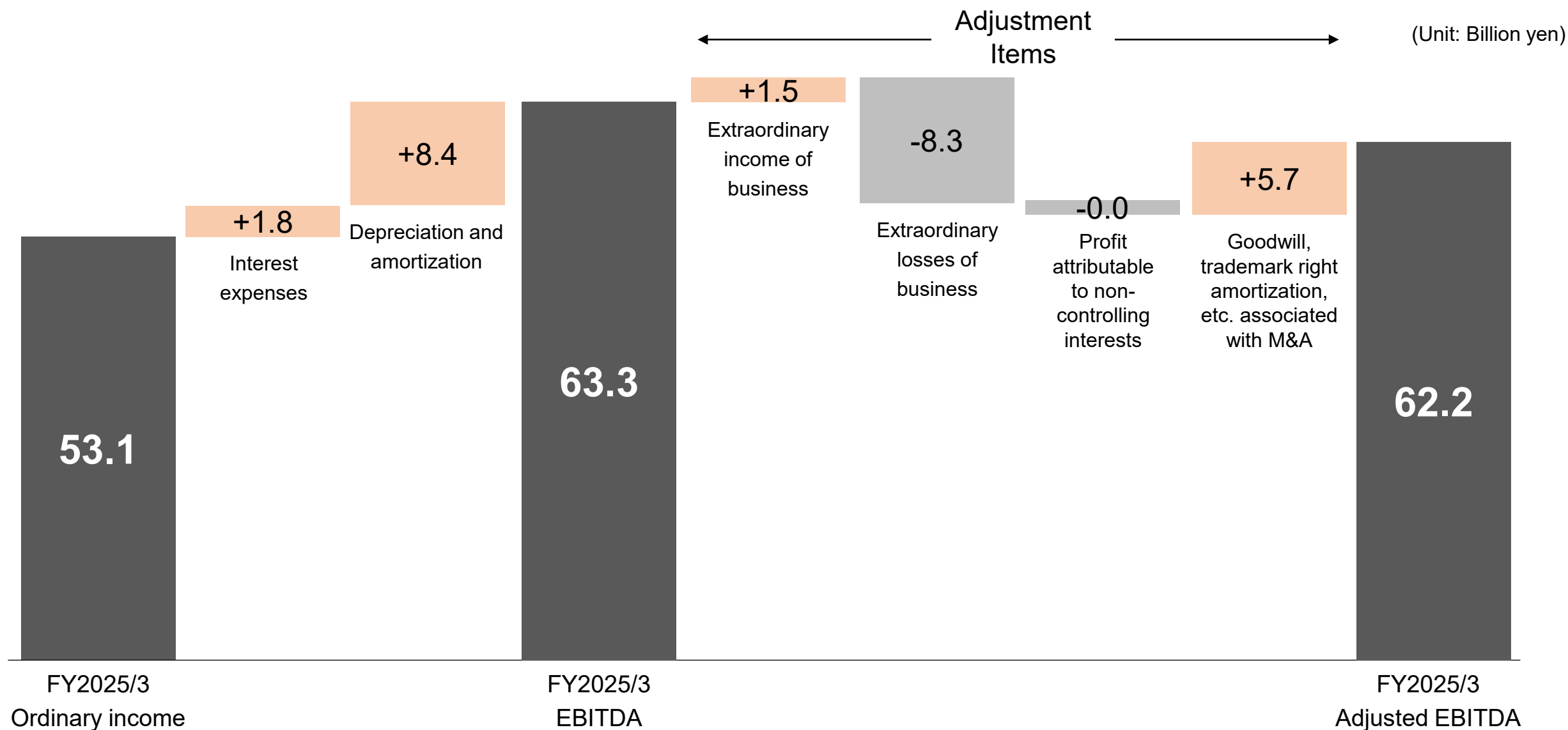
(Unit: Billion yen)



Breakdown of non-operating income/expenses and extraordinary income/losses

Non-operating income	9.7
Interest income	3.4
Equity in earnings of affiliates	3.5
Gain on investment in partnership	1.0
Non-operating expenses	4.7
Interest expenses	1.8
Foreign exchange losses	1.2
Extraordinary Income	10.0
Gain on sales of shares of subsidiaries and affiliates	9.2
Extraordinary losses	8.3
Loss on business restructuring	6.1
Impairment loss	1.2

(Reference) EBITDA Adjustment Items (FY2025/3 Results)



Impact of Exchange Rate Fluctuations

- **Positive impact of 8.9 billion yen for sales and 2.2 billion yen for operating income in Entertainment Contents Business in FY2025/3**

(Billion yen)		Full year
Consumer	Net Sales	+ 8.5
	Operating Income	+ 4.1
Animation	Net Sales	+ 0.4
	Operating Income	+ 0.4
AM&TOY	Net Sales	-
	Operating Income	-2.3

[Exchange rate for each currency]

- 1 USD: Rate in initial forecast 137 yen → AR 152 yen
- 1 GBP: Rate in initial forecast 190 yen → AR 194 yen
- 1 Euro: Rate in initial forecast 161 yen → AR 163 yen

- **Recorded foreign exchange losses of 1.2 billion yen in non-operating expenses due to revaluation and settlement of receivables and payables denominated in foreign currencies**

- **Exchange rate in forecast of FY2026/3 and sensitivity***

	Rate at initial forecast	Sensitivity (million yen)
1 USD	148.0 yen	278
1 GBD	202.0 yen	-78
1 EUR	161.0 yen	- 12

*Sensitivity: Impact of a 1 yen depreciation on operating income

Various Expenses, etc.

(Billion yen)		FY2024/3 Full Year Results	FY2025/3 Full Year Results	FY2026/3 Full Year Forecast
Entertainment Contents	R&D / Content production	83.1	68.9	70.4
	Advertising	31.6	27.0	28.9
	Depreciation	4.4	4.6	4.6
	Cap-ex	5.6	7.6	6.5
Pachislot & Pachinko	R&D / Content production	14.4	13.5	14.2
	Advertising	2.9	3.4	4.2
	Depreciation	2.6	2.7	2.5
	Cap-ex	3.9	4.9	8.1
Gaming	R&D / Content production	0.7	0.9	1.6
	Advertising	0.0	0.1	0.1
	Depreciation	0.0	0.0	0.0
	Cap-ex	0.4	2.1	2.5
Consolidated total	R&D / Content production	98.2	83.3	86.3
	Advertising	36.2	31.6	34.5
	Depreciation	8.5	8.4	8.2
	Cap-ex	11.6	15.9	18.8

FY2025/3 Results

- R&D / Content production expenses:
 - Decreased from FY2024/3 due to a decrease in write-downs (CS*)
- Advertising expenses:
 - Decreased from FY2024/3 due to fewer titles released (CS)
- Cap-ex:
 - Increased from FY2024/3 due to an increase in leased assets (Gaming)

FY2026/3 Forecast

- R&D / Content production expenses and advertising expenses:
 - Increase from FY2025/3 due to an increase in F2P titles, etc. (CS)
- Cap-ex:
 - Increase from FY2025/3 due to installation of equipment for automation in warehouse (Pachislot & Pachinko Machines)

*CS = Consumer area

*The expenses for "other/elimination" are included in "Data Appendix (FY2025/3)"

*Recognition criteria of R&D and Content Production Expenses by business segments

- Entertainment (Full Game (CS)): Expenses are capitalized as inventory assets or intangible assets during development and booked as expenses after launch. 25% will be amortized in first month and the rest will be amortized over a period of 23 months using the straight-line method (Total amortization period is 24 months)
- Entertainment (F2P (CS)): Expenses are capitalized as intangible assets during development and booked as expenses after launch. Expenses are amortized over a period of 24 or 36 months using the straight-line method
- Entertainment (AM): Expenses are capitalized as inventory assets during development and booked as expenses after launch. 30% will be amortized in first 2 months with 15% per month, and the rest will be amortized 7% per 10 months using the straight-line method (Total amortization period is 12 months)
- Pachislot & Pachinko Machines business: Expenses aren't capitalized but are recognized as they arise (outsourced process expenses are recognized when work is inspected)

Consolidated Balance Sheet Summary

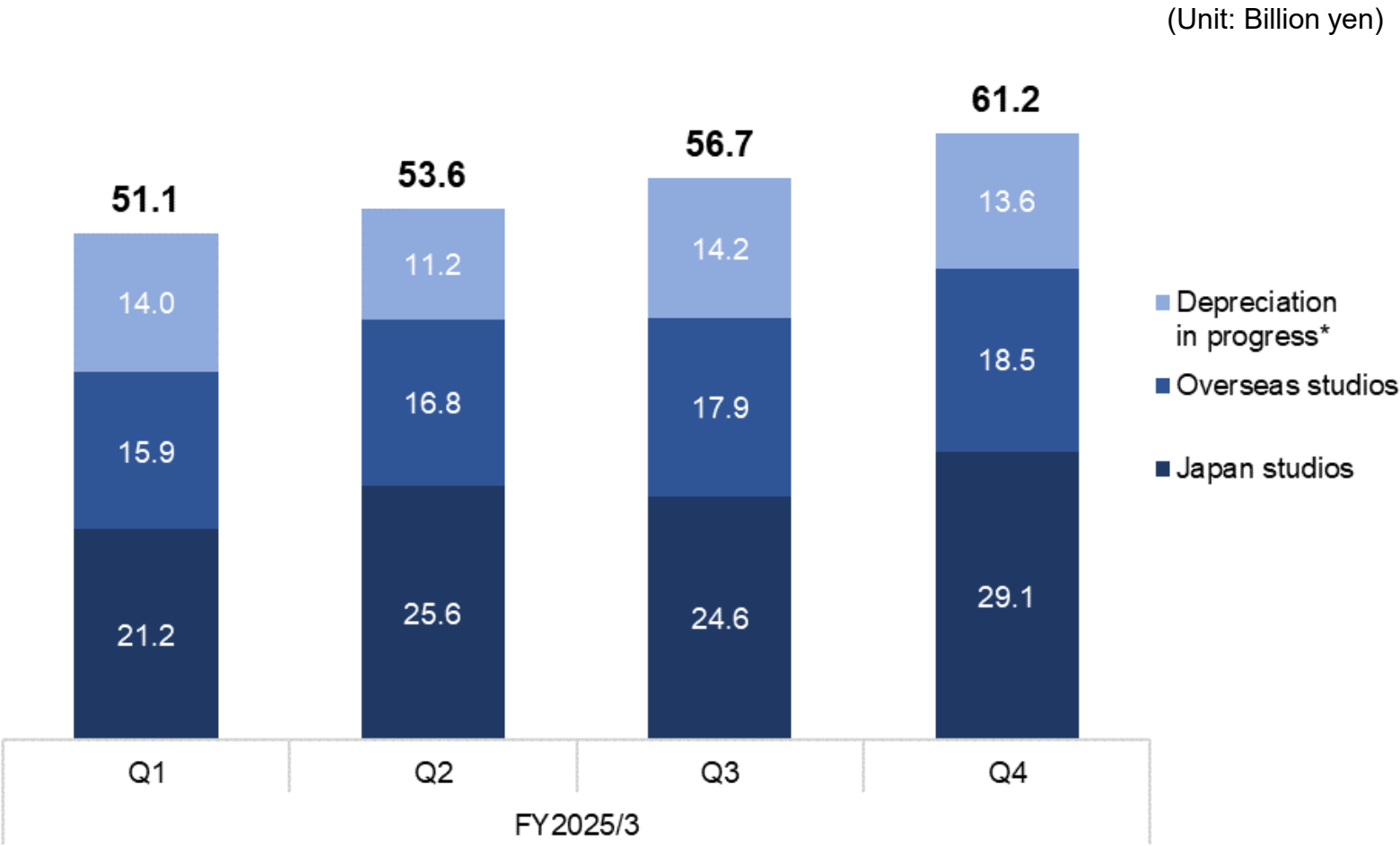
(Billion yen) [Assets]				[Liabilities and Net Assets]			
Account	As of the end of Mar. 2024	As of the end of Mar. 2025	Increase /Decrease	Account	As of the end of Mar. 2024	As of the end of Mar. 2025	Increase /Decrease
Cash and Deposits	211.7	200.3	-11.4	Accounts Payable	26.0	23.5	-2.5
Accounts Receivable	54.2	52.6	-1.6	Short Term Borrowings	22.5	7.5	-15.0
Securities	8.0	0.0	-8.0	Other	86.9	63.1	-23.8
Inventories	81.7	93.6	+11.9	Total Current Liabilities	135.4	94.1	-41.3
Other	39.4	42.2	+2.8	Corporate Bonds	10.0	10.0	-
Total Current Assets	395.0	388.7	-6.3	Long Term Borrowings	124.5	132.0	+7.5
Tangible Fixed Assets	60.0	48.9	-11.1	Other	26.2	26.9	+0.7
Intangible Fixed Assets	92.2	91.2	-1.0	Total Noncurrent Liabilities	160.7	168.9	+8.2
Goodwill (included in Intangible Fixed Assets)	30.2	30.1	-0.1	Total Liabilities	296.2	263.1	-33.1
Trademark right (same as above)	47.5	44.8	-2.7	Shareholders' Equity	333.2	359.7	+26.5
Investment Securities	49.8	51.1	+1.3	Total accumulated other comprehensive income	23.6	21.3	-2.3
Other	56.9	64.8	+7.9	Share acquisition rights	0.7	0.4	-0.3
				Non-controlling interests	0.0	0.0	-0.0
Total Noncurrent Assets	258.9	256.0	-2.9	Total Net Assets	357.7	381.6	+23.9
Total Assets	653.9	644.7	-9.2	Total Liabilities and Net Assets	653.9	644.7	-9.2

	As of the end of Mar. 2024	As of the end of Mar. 2025	Increase /Decrease
Cash, deposits and cash equivalents	219.8	198.8	-21.0
Interest bearing debt	157.0	149.5	-7.5
Net cash	62.8	49.3	-13.5
Equity ratio	54.6%	59.1%	+4.5p

Main reasons for increase/decrease

(Assets)	Tangible fixed assets decreased due to the deconsolidation of PHOENIX RESORT
(Liabilities)	Borrowings, income taxes payable etc., and contract liabilities decreased
(Net assets)	Shareholders' equity increased mainly due to the recording of profit attributable to owners of parent, despite the acquisition of treasury stocks and payment of dividends

(Reference) Trend of Balance of Content Production Expenses in B/S (Consumer area) **SEGA Sammy**



*Depreciation in progress: Unamortized portion of title assets that have been released and begun to be depreciated

Consolidated Cash Flows



(Unit: Billion yen)

Cash and cash equivalents

End of
FY2024/3

219.8

C/F
from
Operating
Activities
+20.8

C/F
from
Investing
Activities
-12.5

C/F
from
Financing
Activities
-27.9

End of
FY2025/3

198.8

Cash Flows from Operating Activities +20.8

Income before income taxes	+54.8
Depreciation and amortization	+13.0
Increase in inventories	-12.7
Income taxes paid	-19.1
Income taxes refund	+16.1
Others	-31.3

Cash Flows from Investing Activities -12.5

Proceeds from sales of shares of subsidiaries	+12.3
Others	-24.8

Cash Flows from Financing Activities -27.9

Proceeds from long-term borrowings	+15.0
Repayment of long-term borrowings	-22.5
Purchase of treasury stock	-10.0
Cash dividends paid	-11.2
Others	+0.8

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Per Segments Results / Forecast

(Billion yen)	FY2024/3 Full Year Results	FY2025/3 Full Year Results	FY2026/3 Full Year Forecast
Sales	319.8	321.5	336.0
Consumer	224.0	216.8	230.0
Animation	23.9	28.0	27.5
AM* & TOY	71.8	76.6	78.5
Operating Income	29.9	40.8	39.5
Consumer	21.9	28.1	27.0
Animation	5.6	8.8	6.5
AM* & TOY	2.3	3.8	6.0
Ordinary Income	30.8	41.8	40.0
Adjusted EBITDA	22.0	48.1	50.0
Full Game Sales	88.1	76.4	78.1
New titles	55.0	33.5	33.5
Repeat sales	33.0	42.8	44.5
F2P Sales	53.9	47.1	67.0
Full Game Unit Sales (Thousand)	27,890	31,450	30,090
New titles	9,230	6,570	6,070
Repeat sales	18,660	24,870	24,010

*AM = Amusement Machine

FY2025/3 Results

- **Significant increase in profit compared to FY2024/3 as a result of strong performance in CS* and Animation**
 - Strong performance of high-margin repeat sales, DLC sales and license revenue (CS)
 - While sales of new mainstay titles performed well, development of one title was canceled (CS)
 - Revenue of Sonic's cinematic releases increased (Animation)

FY2026/3 Forecast

- **Sales and adjusted EBITDA increase as a whole**
 - In Full Game, sales of new titles expected to be at the same level as FY2025/3 and repeat sales expected to increase (CS)
 - Launch mainstay IP titles, etc. in F2P (CS)
 - Advertising expenses expected to increase (CS)
 - Allocated revenue of Sonic's cinematic releases expected to decline reactively from the strong performance in the previous fiscal year (Animation)
 - Strengthen the overseas sales of prizes (AM&TOY)

*CS = Consumer area, *AM = Amusement Machine

(Reference) Entertainment Content Business Sub-segment



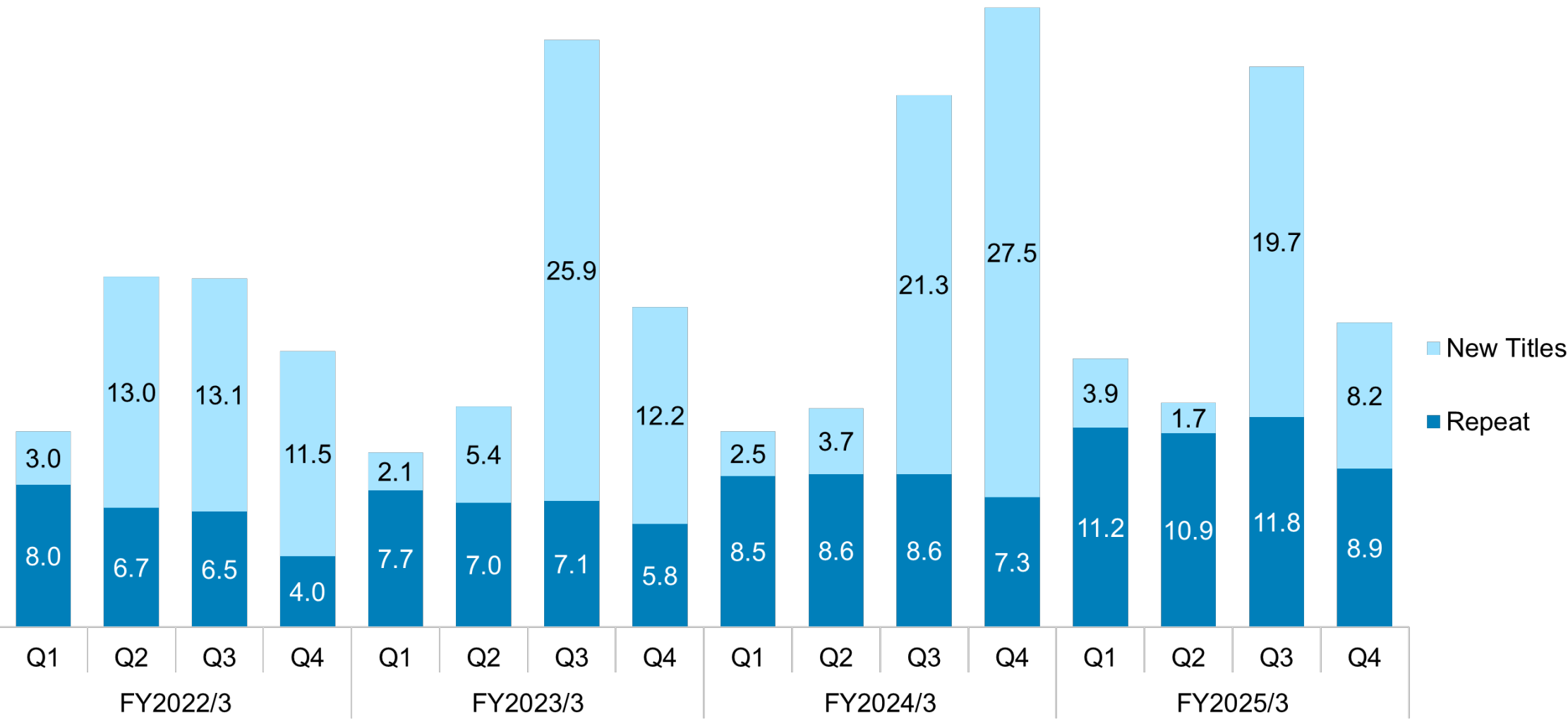
		FY2025/3 Results	FY2026/3 Forecast
Consumer	Full Game	<ul style="list-style-type: none"> Mainstay new titles have been performed well Repeat sales went strong Cancelled the development of <i>Football Manager 25</i> and recorded losses 	<ul style="list-style-type: none"> Release <i>Sonic Racing: CrossWorlds</i> and other new titles New titles in the previous fiscal year contribute to repeat sales
	F2P	<ul style="list-style-type: none"> Existing titles performed as expected 	<ul style="list-style-type: none"> Service launch of <i>Sonic Rumble</i> and <i>Persona5: The Phantom X</i>
	Other	<ul style="list-style-type: none"> DLC sales went strong Licensing revenue increased Positive impact of exchange rate fluctuations 	<ul style="list-style-type: none"> Licensing revenue expected to increase Strengthen the operations for existing and new titles at Rovio Closely monitor the impact of exchange rate fluctuations
Animation		<ul style="list-style-type: none"> Allocated revenue of Sonic's cinematic releases and <i>Detective Conan</i> went strong Recorded allocated revenue of leading IP productions, <i>SAKAMOTO DAYS</i>, etc. 	<ul style="list-style-type: none"> Allocated revenue of Sonic's cinematic releases expected to decline reactively from the strong performance in the previous fiscal year Release movie, <i>Detective Conan : One-Eyed Flashback</i> and broadcast new animations
AM* & TOY	AM	<ul style="list-style-type: none"> Sold centered on prize category Impact of raw material price hikes continued due to exchange rate fluctuations, etc. 	<ul style="list-style-type: none"> Plan to sell centered on prize category Strengthen the overseas sales of prizes
	TOY	<ul style="list-style-type: none"> Mainly sold regular products, etc. Weak sales, especially on high-priced products, during the year-end sales season 	<ul style="list-style-type: none"> Focus on highly efficient products such as toys using popular characters Plan to sell regular products, etc.

*AM = Amusement Machine

(Reference) Consumer Area / Full Game: Sales Trend



(Unit: Billion yen)



Roll-out Schedule (CS)

		Title	Launch	Region	Platform	
Full Game	In or before FY2025/3	Shin Megami Tensei V Vengeance	Jun. 14, 2024	Global	Multi-platform	
		Super Monkey Ball Banana Rumble	Jun. 25, 2024	Global	Nintendo Switch™	
		Metaphor: ReFantazio	Oct. 11, 2024	Global	Multi-platform	
		SONIC X SHADOW GENERATIONS	Oct. 25, 2024	Global	Multi-platform	Nintendo Switch™ 2 version will be released on Jun. 5 in Japan. Planned to be released simultaneously with Nintendo Switch™ 2 outside of Japan.
		Virtua Fighter 5 R.E.V.O.	Jan. 28, 2025	Global	PC (Steam)	Plan to release PS5®, Xbox Series X S and Nintendo Switch™ 2 version (Release date TBD)
		Like a Dragon: Pirate Yakuza in Hawaii	Feb. 21, 2025	Global	Multi-platform	
		Two Point Museum	Mar. 5, 2025	Global	Multi-platform	Nintendo Switch™ 2 version will be released on 2025
	In or after FY2026/3	Yakuza 0 Director's Cut	Jun. 5, 2025	Global	Nintendo Switch™ 2	Date in "Launch" is the release date in Japan. Planned to be released simultaneously with Nintendo Switch™ 2 outside of Japan.
		Puyo Puyo™ Tetris®2S	Jun. 5, 2025	Global	Nintendo Switch™ 2	Date in "Launch" is the release date in Japan. Planned to be released simultaneously with Nintendo Switch™ 2 outside of Japan.
		RAIDOU Remastered: The Mystery of the Soulless Army	Jun. 19, 2025	Global	Multi-platform	
		SHINOBI: Art of Vengeance	Aug. 29, 2025	Global	Multi-platform	
		Sonic Racing: CrossWorlds	2025	Global	Multi-platform	
F2P	In or before FY2025/3	Persona5: The Phantom X	Apr. 12, 2024	China, South Korea, Traditional Chinese area,	iOS/Android	Licensing out
	In or after FY2026/3	Sonic Rumble	2025	Global	iOS/Android/PC	
		Persona5: The Phantom X	This Summer	Japan	iOS/Android/PC	
TBD	In or after FY2026/3	Project Century (Title TBD)	TBD	TBD	TBD	
		New VIRTUA FIGHTER Project (Title TBD)	TBD	TBD	TBD	
		Crazy Taxi (Title TBD)	TBD	TBD	TBD	
		Golden Axe (Title TBD)	TBD	TBD	TBD	
		Jet Set Radio (Title TBD)	TBD	TBD	TBD	
		Streets of Rage (Title TBD)	TBD	TBD	TBD	
		ALIEN: ISOLATION (Title TBD)	TBD	TBD	TBD	

*Only announced titles are listed

Roll-out Schedule (Animation)

		Title	Launch	Region	Platform	
TMS ENTERTAINMENT	In or before FY2025/3	Detective Conan : The Million-dollar Pentagram	Apr. 12, 2024	-	-	
		Baki Hanma	On streaming	Global	Netflix	
		Blue Box	Oct. 3, 2024	-	-	A work for UNLIMITED PRODUCE project ^{*1}
		Four Knights of the Apocalypse 2nd Season	Oct. 6, 2024	-	-	A work for UNLIMITED PRODUCE project ^{*1}
		Bananya Around the World	Oct. 21, 2024	Global	Each platform	
		Honey Lemon Soda	Jan. 8, 2025	-	-	
		Dr.STONE SCIENCE FUTURE	Jan. 9, 2025	-	-	A work for UNLIMITED PRODUCE project ^{*1}
		SAKAMOTO DAYS	Jan. 11, 2025			
	In or after FY2026/3	Detective Conan : One-Eyed Flashback	Apr. 18, 2025	-	-	
		LUPIN THE IIIRD: Zenigata and the Two Lupins	Jun. 20, 2025		Each platform	
		LUPIN THE IIIRD THE MOVIE: The Immortal Bloodline	Jun. 27, 2025	-	-	
		Anpanman: Chapon's Hero !	Jun. 27, 2025	-	-	
		SAKAMOTO DAYS	Jul., 2025	-	-	
		My Status as an Assassin Obviously Exceeds the Hero's	Oct. 2025	-	-	A work for UNLIMITED PRODUCE project ^{*1}
License-out/ Investment Project etc.	In or before FY2025/3	Sonic the Hedgehog 3	Dec. 20, 2024	Global	-	Date in "Launch" is the scheduled release date in North America
		Knuckles	Apr. 26, 2024	Global	Paramount +	Licensing out
		Angry Birds Mystery Island	May. 21, 2024	Global	Amazon Prime Video	Licensing out, "Launch" is the launch date for some regions. The area will be expanded thereafter.
		Like a Dragon: Yakuza	Oct. 25, 2024	Global	Amazon Prime Video	Licensing out
		COLORFUL STAGE! The Movie: A Miku Who Can't Sing	Jan. 17, 2025	-	-	Licensing out
	In or after FY2026/3	The Angry Birds Movie 3	Jan. 29, 2027	Global	-	Date in "Launch" is the scheduled global release date
		Sonic the Hedgehog 4	Mar. 19, 2027	-	-	Date in "Launch" is the scheduled release date in U.S.
		Golden Axe (Title TBD)	TBD	TBD	TBD	Licensing out
		SHINOBI (Title TBD)	TBD	TBD	TBD	Licensing out
		Streets of Rage (Title TBD)	TBD	TBD	TBD	Licensing out
		Eternal Champions (Title TBD)	TBD	TBD	TBD	Licensing out
		THE HOUSE OF THE DEAD (Title TBD)	TBD	TBD	TBD	Licensing out
		OutRun (Title TBD)	TBD	TBD	TBD	Licensing out

^{*1} UNLIMITED PRODUCE project = an initiative to produce animation works in collaboration with other studios, with the aim of strengthening the production business of animation works

^{*}Only announced titles are listed

Roll-out Schedule (AM*¹&TOY)

		Title	Launch	Region	Platform	
AM	In or before 25/3	GIMMI	Jul. 4, 2024	-	-	Print Sticker machine
		UFO CATCHER TRIPLE TWIN Compact	Jul. 11, 2024	-	-	
		MONOPOLY THE MEDAL AMERICAN DREAM	Mar. 4, 2025	-	-	
	In or after 26/3	PAW PATROL Be with Chase	Apr. 17, 2025	-	-	
TOY	In or before Q3	SONIC & FRIENDS	Apr. 26, 2024	-	-	
		Let's play store for the first time! ANPANMAN's Fluffy Bakery	May. 30, 2024	-	-	
		"Moving Picture Book" Projector Dream Switch ANPANMAN	Jun. 27, 2024	-	-	
		Come play! Chiikawa House with Talking dolls	Jun. 27, 2024	-	-	
		monpoke Sounds and Lights! Rolling round Pikachu Tower	Jun. 27, 2024	-	-	
		LinkLink me-smartphone + (Plus)	Aug. 8, 2024	-	-	
		ePICO 100 experiences edition	Oct. 10, 2024	-	-	
		Come play! Hachiware House with Talking dolls	Nov. 28, 2024	-	-	
		LinkLink emoji jam	Dec. 10, 2024	-	-	
	In or after 26/3	Favoritoy Acrylic Nuigurumi/Acrylic Doll	From Jan. 2025	-	-	
		PRINT CAMERA PRICA	Mar. 6, 2025	-	-	

*¹ AM = Amusement Machine

*Only announced titles are listed

Pachislot & Pachinko Machines Business

(Billion yen)	FY2024/3 Full Year Results	FY2025/3 Full Year Results	FY2026/3 Full Year Forecast
Sales	133.2	97.1	130.0
Pachislot	88.7	41.0	73.1
Pachinko	35.5	45.4	45.6
Other / Elimination	9.0	10.7	11.3
Operating Income	41.6	20.0	28.5
Ordinary Income	41.9	20.9	30.0
Adjusted EBITDA	44.5	24.2	33.0

Pachislot

Number of Titles	7 titles	8 titles	6 titles
Unit Sales (units)	180,090	86,641	144,000

Pachinko

Number of Titles	4 titles	8 titles	6 titles
Unit Sales (units)	88,236	99,889	104,000
Board + Frame	25,419	61,925	87,700
Board	62,817	37,964	16,300

*New series are counted as one title

(Titles which installation started from previous FY, specification changed titles, etc. are not included)

FY2025/3 Results

➤ Decrease in sales and profits compared to FY2024/3

- Reactionary decline of *Smart Pachislot Hokuto No Ken*, which performed strongly in FY2024/3
- Postponed launch of mainstay titles, etc., to improve product competitiveness
- Main titles sold:
 - eHokuto no Ken 10* (installed in Aug. 2024)
 - Smart Pachislot Shin Hokuto Muso* (installed in Jul. 2024) , etc.

FY2026/3 Forecast

➤ Increase in sales and profits compared to FY2025/3

- Expect a significant increase in unit sales by launching multiple mainstay titles for Pachislot
- Introduce new Pachislot cabinet

Sales Schedule

[Main titles sold in FY2025/3 and titles planned to be sold in or after FY2026/3]

		Title	Installation	Unit Sales	Specification Range*1	Type
Pachislot	FY2025/3	Smart Pachislot Golden Kamuy	Apr. 2024	12,865 units	Medium	New Series
		Smart Pachislot Psalms of Planets Eureka Seven 4 HI-EVOLUTION	May 2024	13,600 units	Medium	New Series
		Smart Pachislot Shin Hokuto Muso	Jul. 2024	17,398 units	High	New Series
	In or after FY2026/3	(TBD) Hokuto No Ken Chapter of Resurrection 2	-	-	-	New Series
		(TBD) Kabaneri of the Iron Fortress: The Battle of Unato	-	-	-	New Series
		(TBD) Tokyo Revengers	-	-	-	New Series
		(TBD) Lycoris Recoil	-	-	-	New Series

		Title	Installation	Unit Sales	Specification Range*2	Type
Pachinko ★: Machines equipped Lucky Trigger	FY2025/3	★e Hokuto No Ken 10	Aug. 2024	35,340 units	High	New Series
		★e SOUTEN-NO-KEN Raryu	Feb. 2025	9,165 units	High	New Series
		★e Shin Hokuto Muso Chapter 5 Dodeka START	Mar. 2025	13,777 units	High Middle	New Series
	In or after FY2026/3	★P Zombie Land Saga	Apr. 2025	-	Light Middle	New Series
		★Dejihane P Hokuto No Ken Jibo	May 2025	-	Light	Specification Change
		Dejihane P Monster Hunter Rise	Jun. 2025	-	Light	Specification Change
		★e Tokyo Revengers	Jul. 2025	-	High Middle	New Series

*1 Specification Range (Pachislot): Classified by gambling aspect (High/Medium/Low). Calculated based on in-house definition.

*2 Specification Range (Pachinko): Classified by symbol matching probability (High/High Middle/Middle/Light Middle/Light/Minimum/Other). Based on the jackpot probability classification of Daikoku Denki Co., Ltd.
High=1/320 or less, High Middle=1/280~1/319, Middle=1/200~1/279, Light Middle=1/120~1/199, Light=1/40~1/119, Minimum=1/39 or more

*Unit sales only in FY2025/3 are listed

*Only announced titles are listed

(Billion yen)	FY2024/3 Full Year Results	FY2025/3 Full Year Results	FY2026/3 Full Year Forecast
Sales	1.9	5.4	6.0
Operating Income	-1.7	-0.7	-1.5
Non-operating income	1.4	3.2	1.8
Non-operating expenses	0.1	0.2	0.3
Ordinary Income	-0.4	2.1	0.0
Adjusted EBITDA	-0.4	1.0	-2.5
Gaming Machine (units)			
Unit Sales (N.A.+Asia)	563	1,310	1,217
No. of newly installed units (N.A.+Asia)	755	1,652	2,569
No. of utilized units of leased machine at the end of each quarter (N.A.)	311	603	1,704

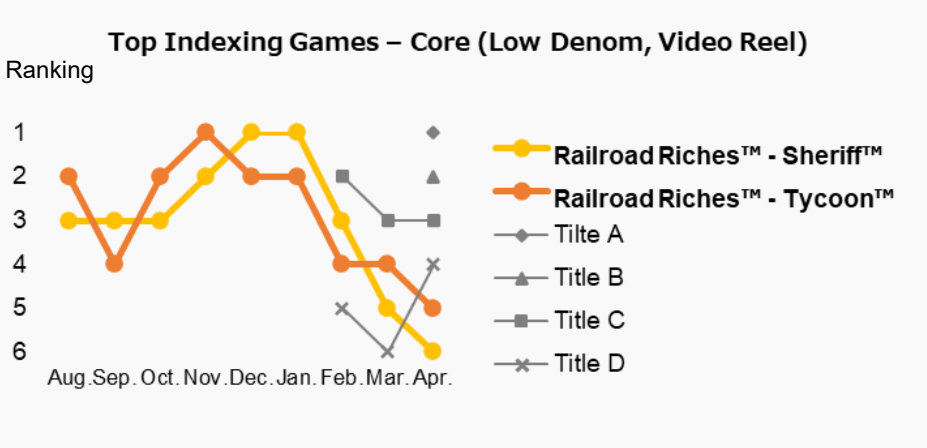
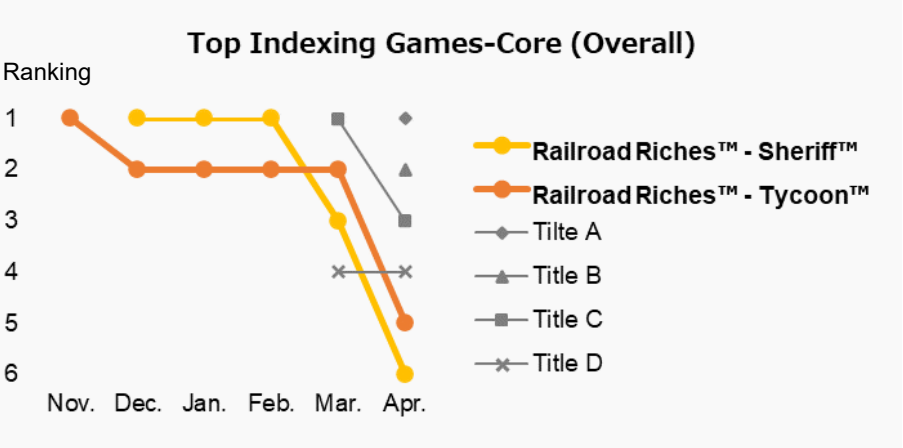
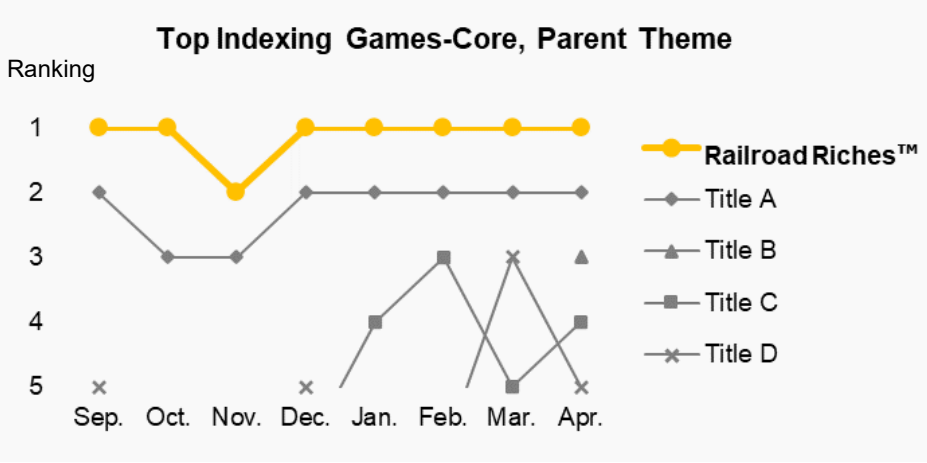
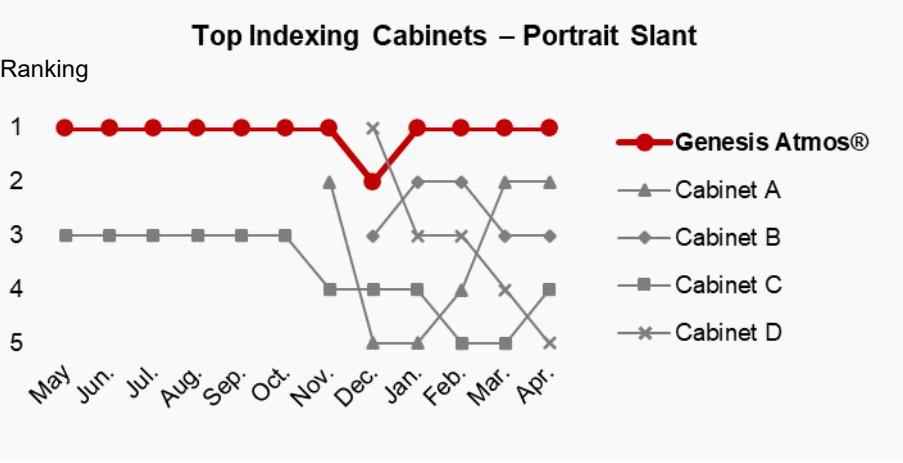
FY2025/3 Results

- **Sales increased compared to FY2024/3 and achieved profitability at the ordinary income level**
 - Gaming machine sales:
 - Sales of *Railroad Riches*™, compatible with video slot machine cabinet *Genesis Atmos*®, has been strong in the U.S.
 - PARADISE SEGGASAMMY:
 - Recorded highest level of sales ever in both casino and hotel
 - Significant increase in equity-method earnings amount (see P.25 for details)

FY2026/3 Forecast

- **Increase in sales and decrease in income compared to FY2025/3**
 - Expect the increase in unit sales, centered on *Railroad Riches*™
 - Expect increase in FA costs and other expenses due to M&A implementation
 - Expect the contribution to profit in equity-method earnings (PARADISE SEGGASAMMY)
 - GAN and Stakelogic are not included in the forecast

➤ High utilization rate continued for *Railroad Riches™* series compatible with *Genesis Atmos®*



**"Top Indexing Games-Core (Overall) Ranking", "Top Indexing Games-Core (Low Denom, Video Reel)Ranking" and "Top Indexing Games-Core, Parent Theme Ranking" in "U.S. & Canada Game Performance Report" and "Top Indexing Cabinets-Portrait Slant Ranking" in "U.S. & Canada Cabinet Performance Report" issued by Eilers & Krejcik Gaming, LLC, a US gaming research company

*The months in the graph indicate the report issuance months

(Reference) PARADISE SEGASAMMY



(KRW Billion)		FY2024/3 Full year Results	FY2025/3 Full year Results
Sales		448.7	539.3
	Casino	327.9	415.0
	Hotel	100.3	102.3
	Other	20.4	21.9
Cost of sales		353.1	402.9
	Casino	193.4	235.3
	Hotel	112.1	123.7
	Other	47.6	43.9
Gross profit		95.5	136.3
	SG&A	39.2	61.6
Operating profit		56.3	74.6
EBITDA		103.7	116.4
Net profit		28.0	72.2
Number of casino visitors (Thousands)		297	363
Source: Paradise IR			
SEGASAMMY Equity method acquisition amount (Billion yen)		0.9	3.2

FY2025/3 Results

- **Recorded highest level of sales ever in both casino and hotel**
 - Casino sales remained strong, centered on Japanese VIP customers, and recorded the highest sales since its opening
 - Hotel sales reached a record high since its opening as a result of continuing increase in domestic demand and remaining high level of occupancy ratio and average daily rate
 - Equity-method earnings amount contributed to profits more than expectations due to the recording of deferred tax assets, etc. in addition to the strong business performance

*PARADISE SEGASAMMY is an equity-method affiliate of the Company

*PARADISE SEGASAMMY is recorded 3 months late to the Company as it closes its fiscal year in December

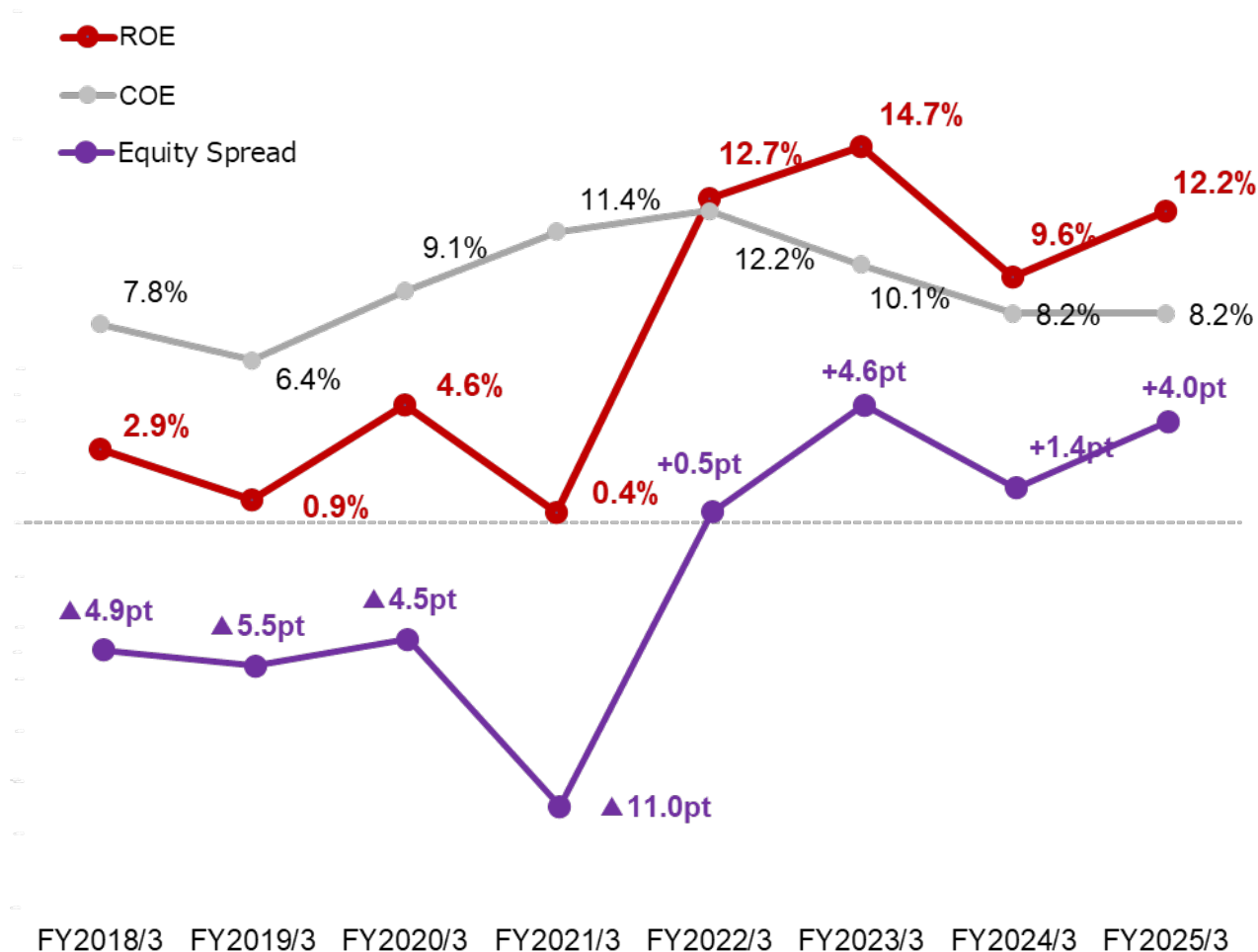
*Local accounting standards

03

Financial Strategy

Equity Spread Expansion: FY2025/3 Results

[Trend of ROE, COE, and Equity Spreads]

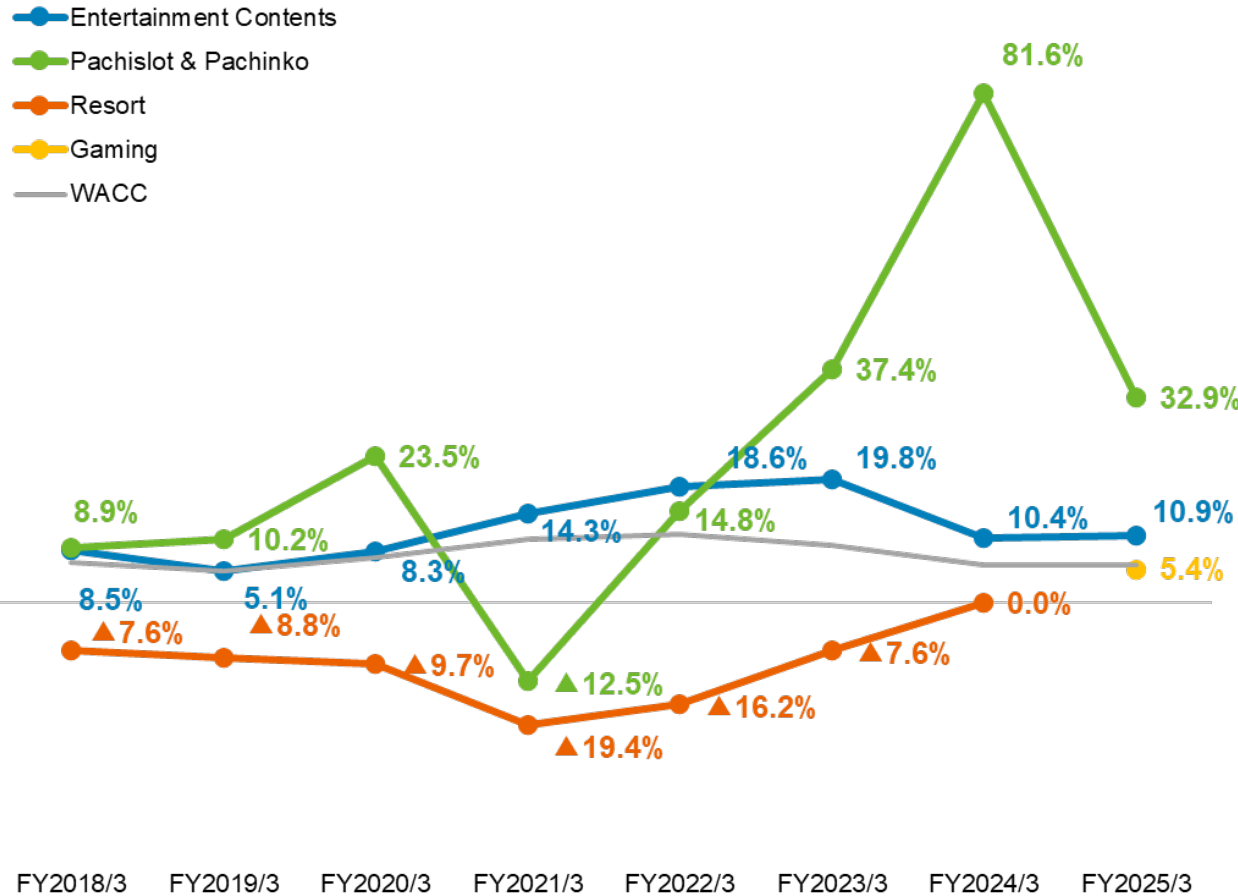


- Recent equity spread has been positive
- ROE improved from FY2024/3 due to an increase in net income

*ROE: Return on equity
*COE: Cost of Equity (Source: Bloomberg)
*Equity spread: ROE-COE

ROIC by Business Segment: FY2025/3 Results

[Trend of ROIC by business segment]



Entertainment Contents Business

Despite an increase of work in progress as development proceeds, adjusted profit increased

Pachislot & Pachinko Machines Business

ROIC declined sharply due to a decrease in adjusted profit

Gaming Business

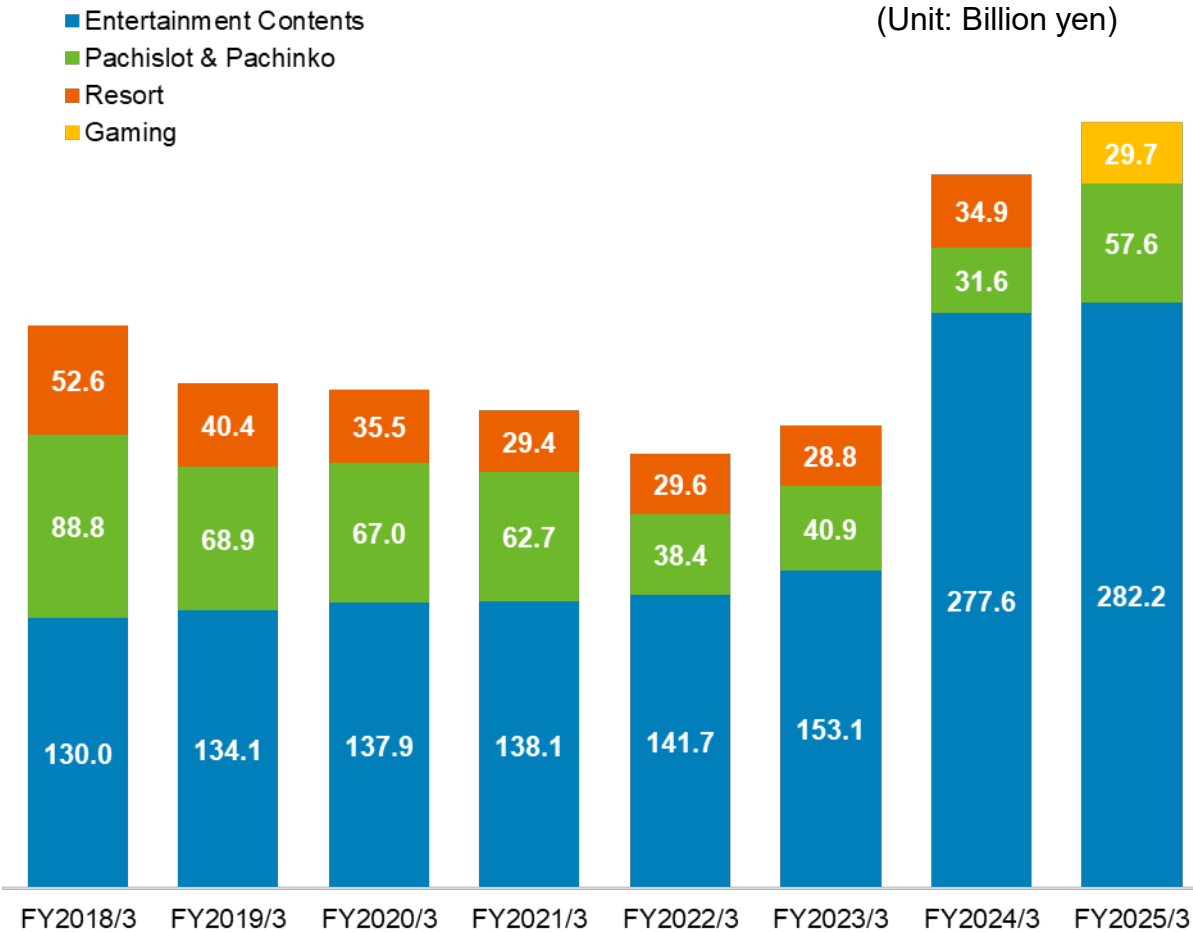
Invested capital includes shares of affiliate*

* PARADISE SEGASAMMY

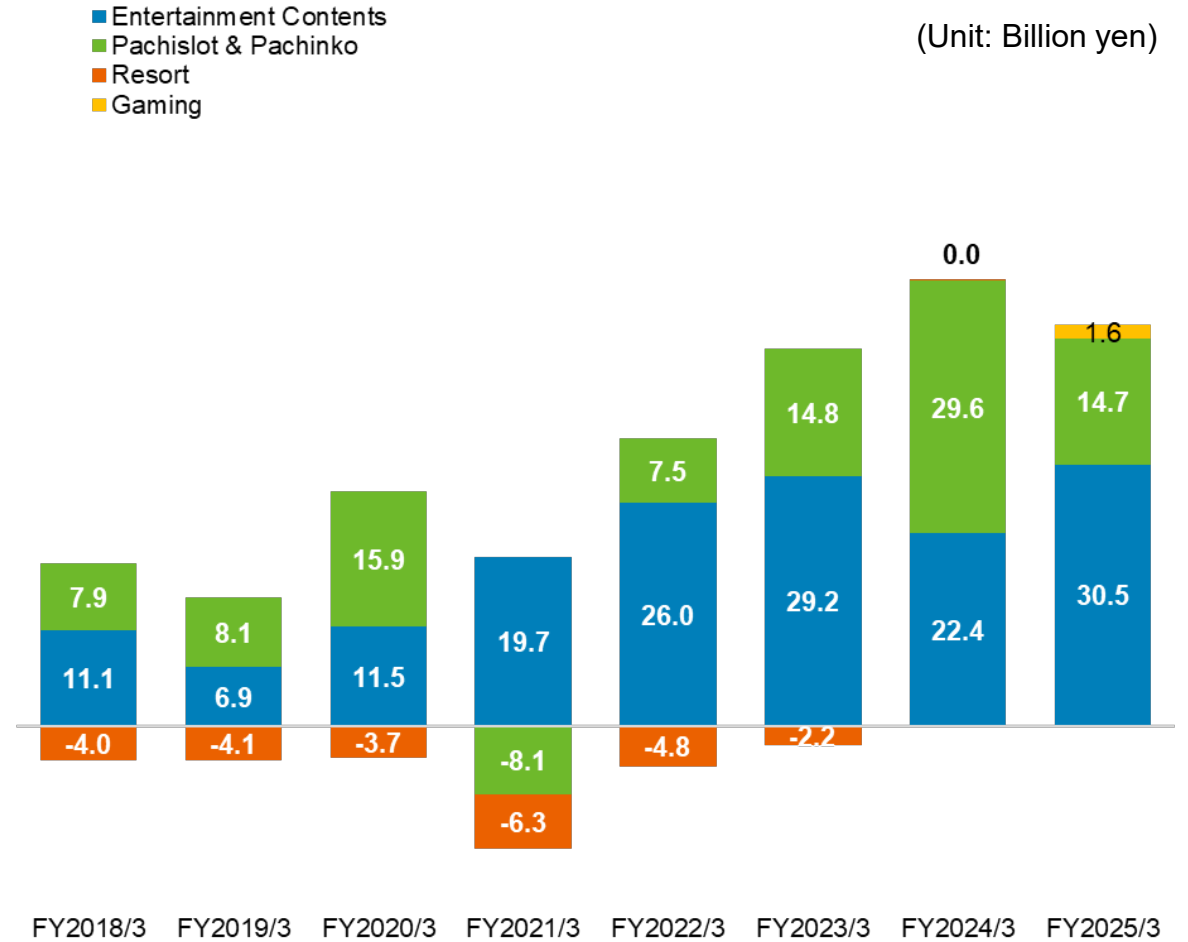
ROIC by business: Adjusted profit by business / Invested capital by business

Invested Capital and Adjusted Profits per Business: FY2025/3 Results

[Trend of invested capital by business segment]



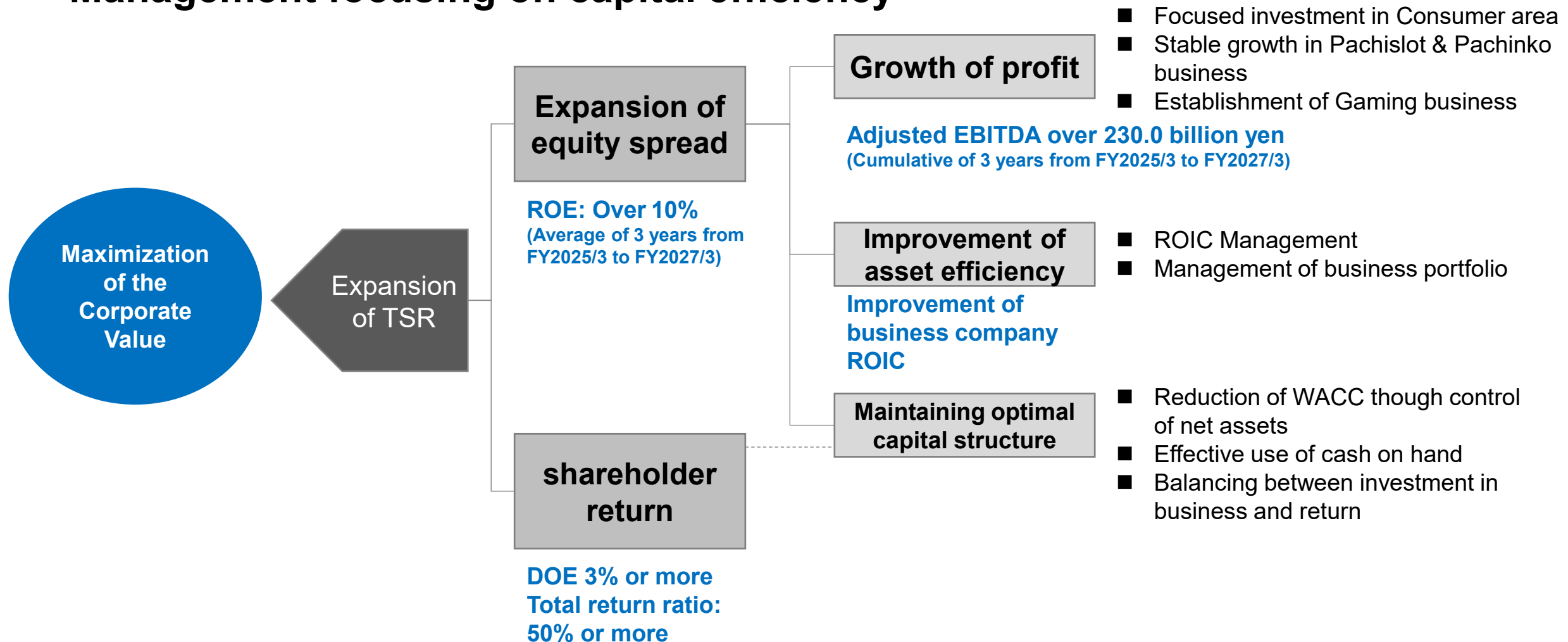
[Trend of adjusted profits by business segment]



*Investment Capital per business: investment capital at the end of each business period (total assets-current liabilities excluding interest-bearing debt)-CMS deposits

*Adjusted profits by business: ordinary income after-tax and before-interest (Tax rate for the respective business is set to 30% for simplicity)

■ Management focusing on capital efficiency



Capital allocation policy: Progress of FY2025/3



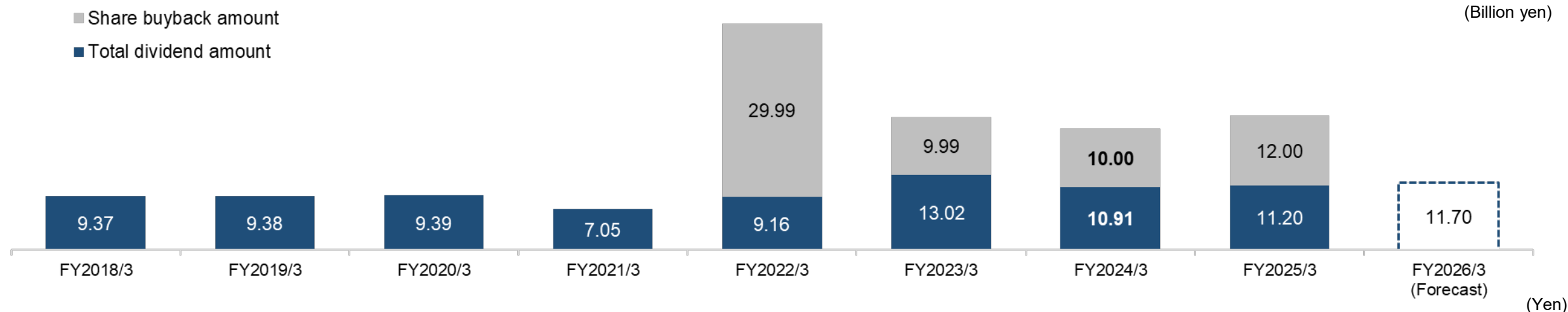
(Unit: Yen)

Source of cash		Main cash allocation		Balance as of the end of FY2025/3
<Mid-term plan>	<FY2025/3 Results>	<Mid-term plan>	<FY2025/3 Results>	
<div>Generation of Operating CF* (Cumulative of FY2025/3-FY2027/3) Approx. 190.0 billion</div> <div>*Before deduction of development investment in CS area</div>	<div>Operating CF* 50.6 billion</div> <div>*Before deduction of development investment in CS area</div> <div>Sales of shares of subsidiary 12.3 billion (Phoenix Resort, etc.)</div>	<div>Investment in growth</div> <div>Development investment in CS area 120.0+ billion</div> <div>Strategic Investment 80.0+ billion</div> <div>Decided investment 36.0 billion</div> <div>Shareholder Return</div> <div>Other investment CF, Repayment of loan</div> <div>Working Capital (End of FY2024/3) Approx. 70.0 billion</div>	<div>•Development investment to CS area: 29.8 billion</div> <div>Enhancement of mainstay Japan IPs: 24.6 billion</div> <div>Legacy/Super Game: 5.2 billion</div> <div>•Stakelogic: 20.0 billion</div> <div>•GAN: 16.0 billion</div> <div>•Shareholder Return: 22.2 billion</div> <div>Dividend: 11.2 billion, Share buyback: 10.0 billion</div> <div>•Repayment of loan: 7.5 billion</div> <div>•Working Capital: 80.0 billion</div>	<div>Cash & Deposit (End of FY2025/3) Approx. 200.0 billion</div> <div>Working Capital (End of FY2025/3) Approx. 80.0 billion</div>

Shareholder Returns: FY2025/3 Results and FY2026/3 Forecast



[Trend of shareholder return amounts]



	FY2018/3	FY2019/3	FY2020/3	FY2021/3	FY2022/3	FY2023/3	FY2024/3	FY2025/3	FY2026/3 (Forecast)
Shareholder return amounts	9.37 billion	9.38 billion	9.39 billion	7.05 billion	39.15 billion^{*1}	23.02 billion^{*2}	20.91 billion^{*3}	23.20 billion^{*4}	Approx. 11.7 billion
Dividends per share ^{*5}	Interim: 20 Year-end: 20	Interim: 20 Year-end: 20	Interim: 20 Year-end: 20	Interim: 10 Year-end: 20	Interim: 20 Year-end: 20	Interim: 20 Year-end: 39	Interim: 23 Year-end: 27	Interim: 25 Year-end: 27	Interim: 27 Year-end: 28
DOE^{*6}	3.0%	3.1%	3.1%	2.4%	3.1%	4.2%	3.3%	3.0%	3% or more
Total return ratio^{*7}	105%	355%	68%	553%	106%	50%	63.3%	51.5%	50% or more

^{*1} Purchase period: Nov. 9, 2021-Apr. 19, 2022, ^{*2} Purchase period: May 1, 2023-Dec. 22, 2023, ^{*3} Purchase period: Sep. 2, 2024-Sep. 20, 2024

^{*4} Shareholder return amounts include dividend payments to the executive compensation BIP Trust and the stock-granting ESOP Trust, and DOE and total return ratio are calculated based on this total amount of dividends.
Purchase period: May 13, 2025-Dec. 31, 2025 (plan)

^{*5} Since the initial dividend forecast is provisionally calculated based on a DOE 3%, the annual dividend forecast for FY2026/3 is expected to be 55 yen (27 yen for interim and 28 yen for year-end) which is expected to result in shareholder return amounts of approximate 11.7 billion yen. For reference, if return will be calculated with total return ratio of 50%, as the net income attributable to owners of parent in the operating results forecast for FY2026/3 announced today is 37.5 billion yen, the return amount in this case would be approximately 18.7 billion yen.

^{*6} DOE (Dividends on Equity) = dividend amount / net asset

^{*7} Total return ratio = (total dividend amount + total amount of share buybacks) / Profit attributable to owners of parent

04

Progress of the Medium-Term Plan (FY2025/3~FY2027/3)

Value (Mindset and DNA)

Creativity is Genesis

X

**Always Proactive,
Always Pioneering**

Group Mission/Purpose (Raison d'être)
Constantly Creating, Forever Captivating
—Making Life More Colorful—

Group Vision (Ideal self)
Be a Game Changer

Sustainability

**Entertainment
Contents Business**

**Enhancement of SEGA
brand value**

**Pachislot &
Pachinko Machines
Business**

**Establishment
of No. 1 Position
in the industry**

**Gaming
Business**

**Establishment of
business which
can be the third
pillar of the Group**



**Human
Resources**



**Products and
Services**



Environment

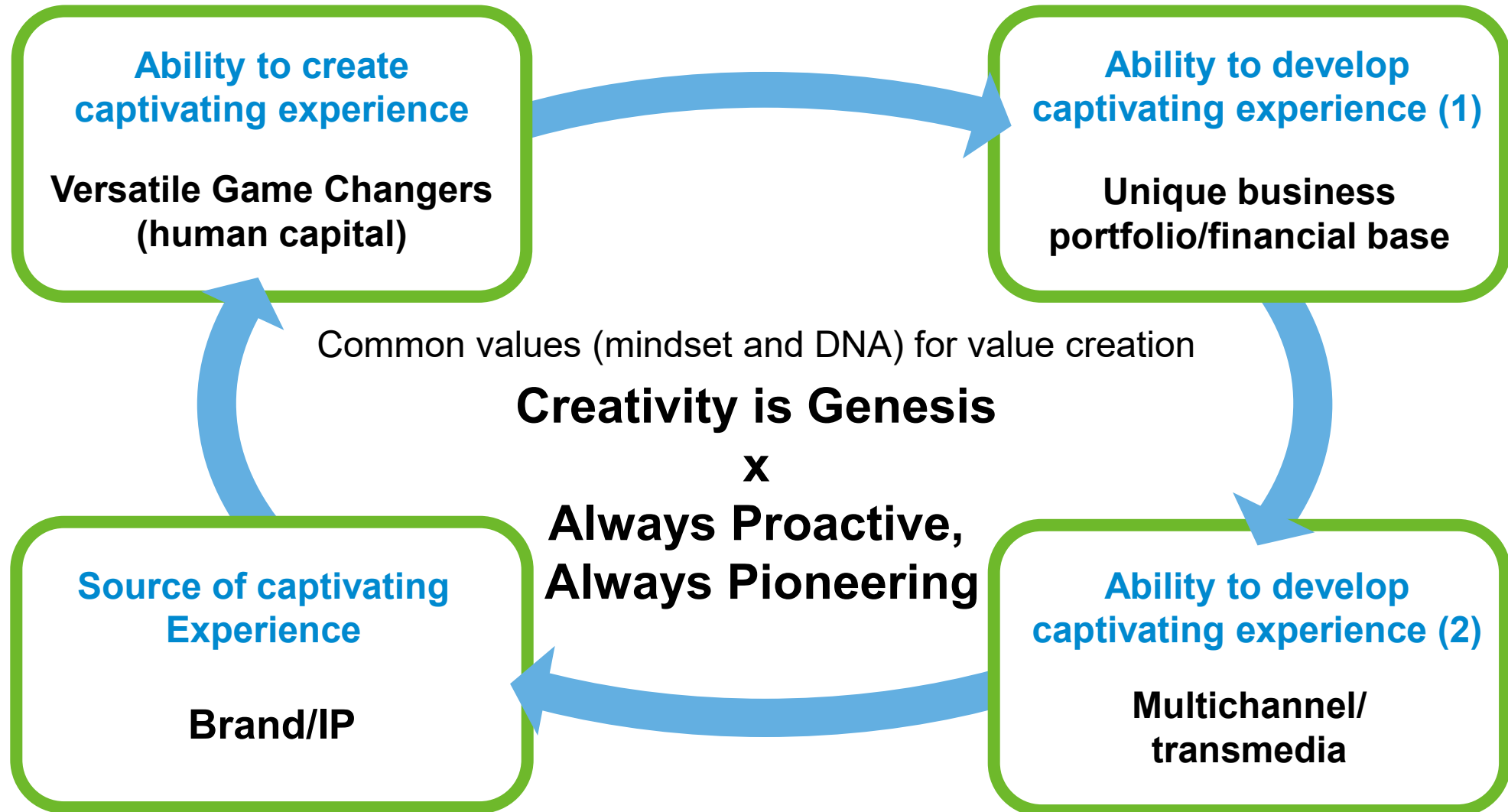


Addiction



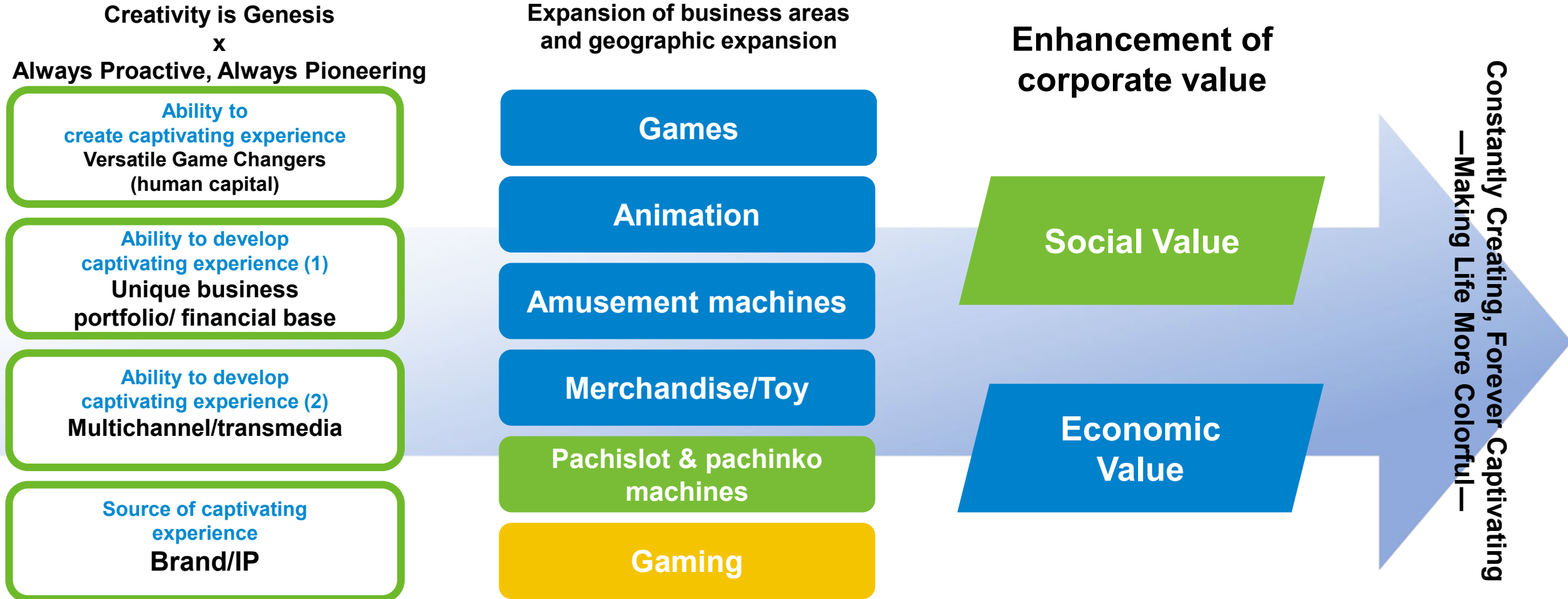
Governance

Cycle of Four Strengths for Value Maximization



Offering the Group's contents and services as entertainment suited to the times

Common values (mindset and DNA) for value creation

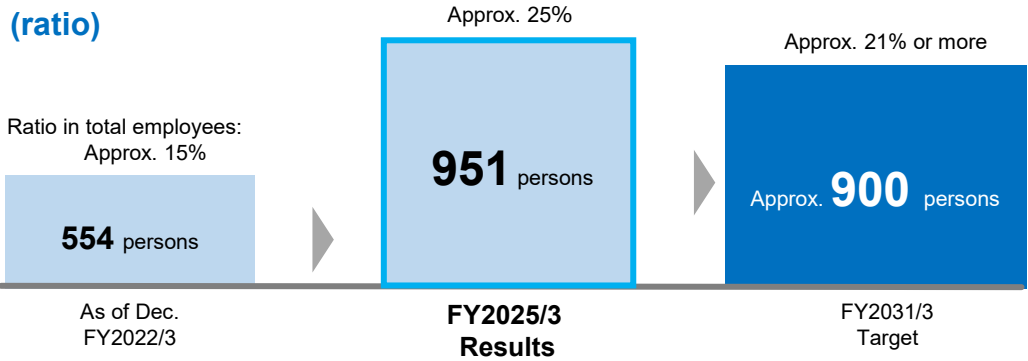


■ 4 key indicators for human resources

[Target Company]
1), 2), 3) : SEGA SAMMY HOLDINGS, SEGA (Japan), Sammy
4): Major Group Companies in Japan

1) Development of culturally diverse human resources*

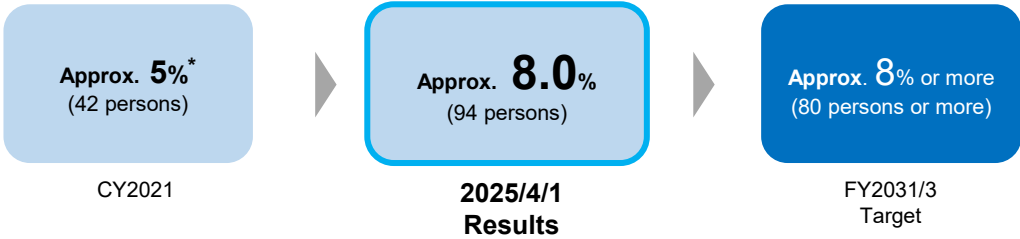
● No. of human resources (ratio)



*Certified based on multiple criteria, such as being a foreign national, having lived abroad and experienced multiculturalism, and having certain skills of multiple languages such as English and Chinese. Human resources who are exposed to diverse cultures and can apply that experience to their work

2) Active career opportunities for women

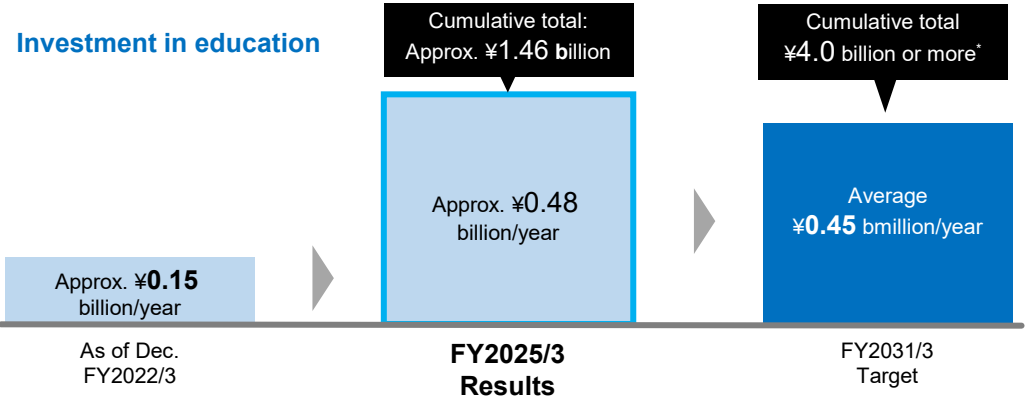
● Number of female managers (raito)



*Ratio of female managers, including professionals, within whole managers

3) Development of core human resources

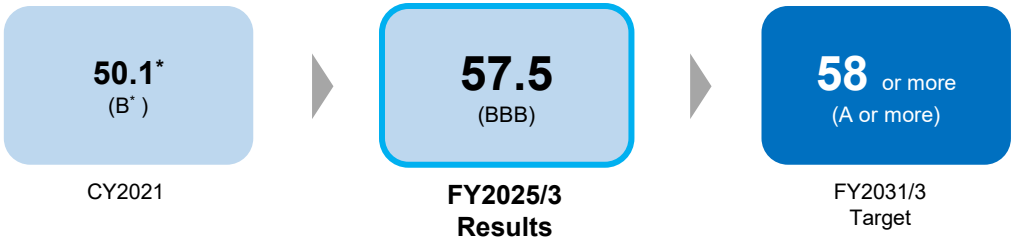
● Investment in education



*Cumulative investment from FY2023/3 to FY2031/3

4) Improvement of the work environment

● Engagement score



*Source: Link and Motivation Inc, engagement score based on motivation cloud

*Engagement Rating

Goal

WELCOME TO THE NEXT LEVEL!

FY2025/3-FY2027/3 three-year cumulative
Adjusted EBITDA over **230.0** billion yen

FY2025/3-FY2027/3 three-year average
ROE over **10%**

Strategy

[Entertainment Contents]
Expansion of IP scale

[Pachislot & Pachinko]
Maintain stable earnings

[Gaming]
Establishment
of the business

Adjusted EBITDA per Business

Over 180.0
billion yen

Over 90.0
billion yen

Adjusted EBITDA
Positive

*Three-year cumulative figures for FY2025/3–FY2027/3

Group-wide

- Business portfolio optimization (Transfer of PHOENIX RESORT)
- Shareholder return through share buybacks
- Redefine the Company's strengths (Value Creation Process)

Entertainment Contents Business

- Strong sales of new mainstay titles and repeat titles
- Significant increase in revenues related to Sonic's cinematic releases
- Continued growth of licensing revenue
- Recorded a loss associated with the transfer of Amplitude Studios
- Cancellation of development of *Football Manager 25* and delay in development of new titles in F2P

Pachislot & Pachinko Machines Business

- *e Hokuto No Ken 10* recorded 35,000 units sales
- Weak trend in sales of titles in the second half
- Postpone the launch of some titles to improve product competitiveness

Gaming Business

- Announced the acquisition of Stakelogic following GAN
- Created hit titles with video slot machines
- Contributed to profits from strong performance of PARADISE CITY

Entertainment Contents Business

Entertainment Contents Business

Further expansion of major pillars

- Transmedia
- Global GaaS (Rovio, etc.)

Investments to strengthen development and product capabilities

- Pillars
- Legacy IPs (medium- to long-term initiatives)
- Super Game (medium- to long-term initiatives)
- Animation IPs

Regrowth of the European business

- Football Manager
- Total War

FY2025/3

Steady expansion of IP value through transmedia development

- Strong sales of *SONIC X SHADOW GENERATIONS*
- Strong repeat sales
- *Sonic the Hedgehog 3* movie box office surpassed \$490 million worldwide
- Distribution of the live-action original drama series *Knuckles* and extension of views of the past movies
- Significant increase in licensing revenues (140% growth YoY)
- Selected as a 3-star IP for Walmart's Entertainment Council Program

*A sales support program at Walmart which reserved for AAA IP



From FY2026/3 onward

Expect further growth with launch of F2P titles for global market and new titles for Full Game

- Service launch of *Sonic Rumble* (2025)
- Release *Sonic Racing: CrossWorlds* (2025)
- Further increase in licensing revenues

FY2025/3

In addition to the launch of new game, the distribution of live-action drama started

- Steady sales of *Like a Dragon: Pirate Yakuza in Hawaii*
- Release of Amazon Original Drama *Like a Dragon: Yakuza*
- Strong repeat sales



From FY2026/3 onward

Multi-platform expansion of IP is progressing with support for new hardware

- Plan to release *Yakuza 0 Director's Cut*

Major new title from “Ryu Ga Gotoku Studio” also under development

- "Project Century (Title TBD)" (release date TBD) under development

FY2025/3

In addition to strong repeat sales, a new IP, *Metaphor: ReFantazio* was created

- Sales of *Metaphor: ReFantazio* went strong, and the title won various game-related awards in various countries
 - ✓ 3 categories including "BEST RPG" at The "Game Awards 2024" (U.S.)
 - ✓ "Narrative" category at "BAFTA Games Awards 2025", the video game category in British Academy Awards (UK)
- Strong repeat sales of *Persona 5 Royal (Remaster)* and *Unicorn Overlord*



From FY2026/3 onward

Launch of remaster title

- Release *RAIDOU Remastered: The Mystery of the Soulless Army* (Jun. 19, 2025)

FY2025/3

Expansion centered on *Angry Birds* IP

- Release of *Angry Birds Mystery Island* Animated Series
- Providing content through *Angry Birds* games



From FY2026/3 onward

To bring group synergy through accumulated expertise

- Participating in global marketing for *Sonic Rumble*
- Global release of *The Angry Birds Movie 3* (Jan. 29, 2027)
- Reinforce the operation of catalogue titles, with enlarging release regions
- Development of original title

Moving towards a business structure prioritizing core strengths, through selection and focus on tentpole titles

FY2025/3

Completion of structural reforms and resurrection of *Total War* brand

- MBO of Amplitude Studios (Oct. 2024)
- Turnaround of catalogue sales in *Total War* franchise triggered by strong sales of DLC
- Cancellation of *Football Manager 25*, while *Football Manager 2024* surpassed 17 million accumulated players worldwide

From FY2026/3 onward

Aim for expansion of brands such as *Total War* and *Football Manager*, along with development of new titles to drive future growth

- Release of next title in *Football Manager* series (FY2026/03)
- Further development of the *Total War* series
- Development of sequel to *ALIEN: ISOLATION* by Creative Assembly

Revival of Legacy IP is underway

➤ **Announced the initiatives for *VIRTUA FIGHTER* series title (Dec. 2024)**

- *Crazy Taxi*
- *Golden Axe*
- *Jet Set Radio*
- *SHINOBI*
- *Streets of Rage*
- New *VIRTUA FIGHTER* Project

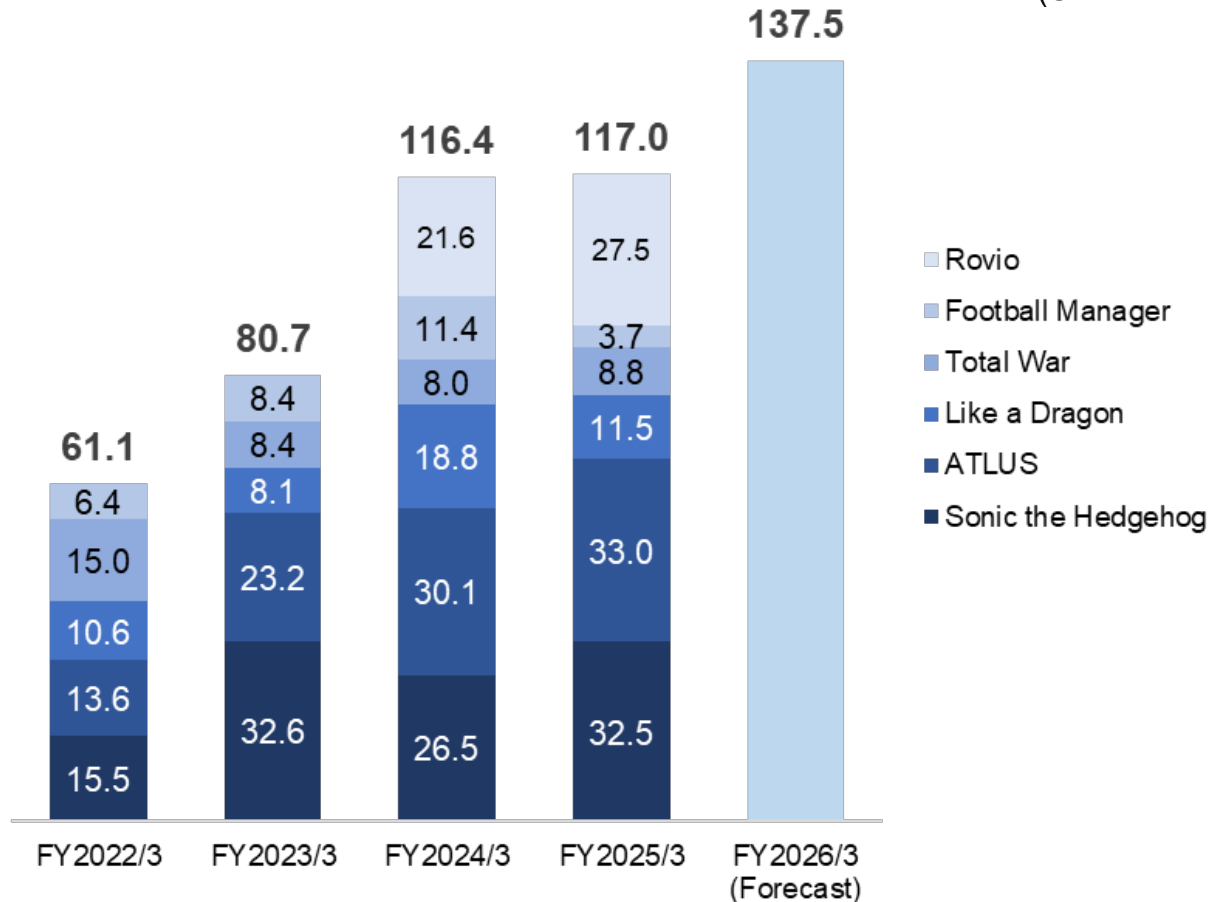
New



➤ **Announced the release of *SHINOBI: Art of Vengeance* (Aug. 29, 2025)**

Growth of Major Pillars: Sales Trend of Major IPs (CS)

(Unit: Billion yen)



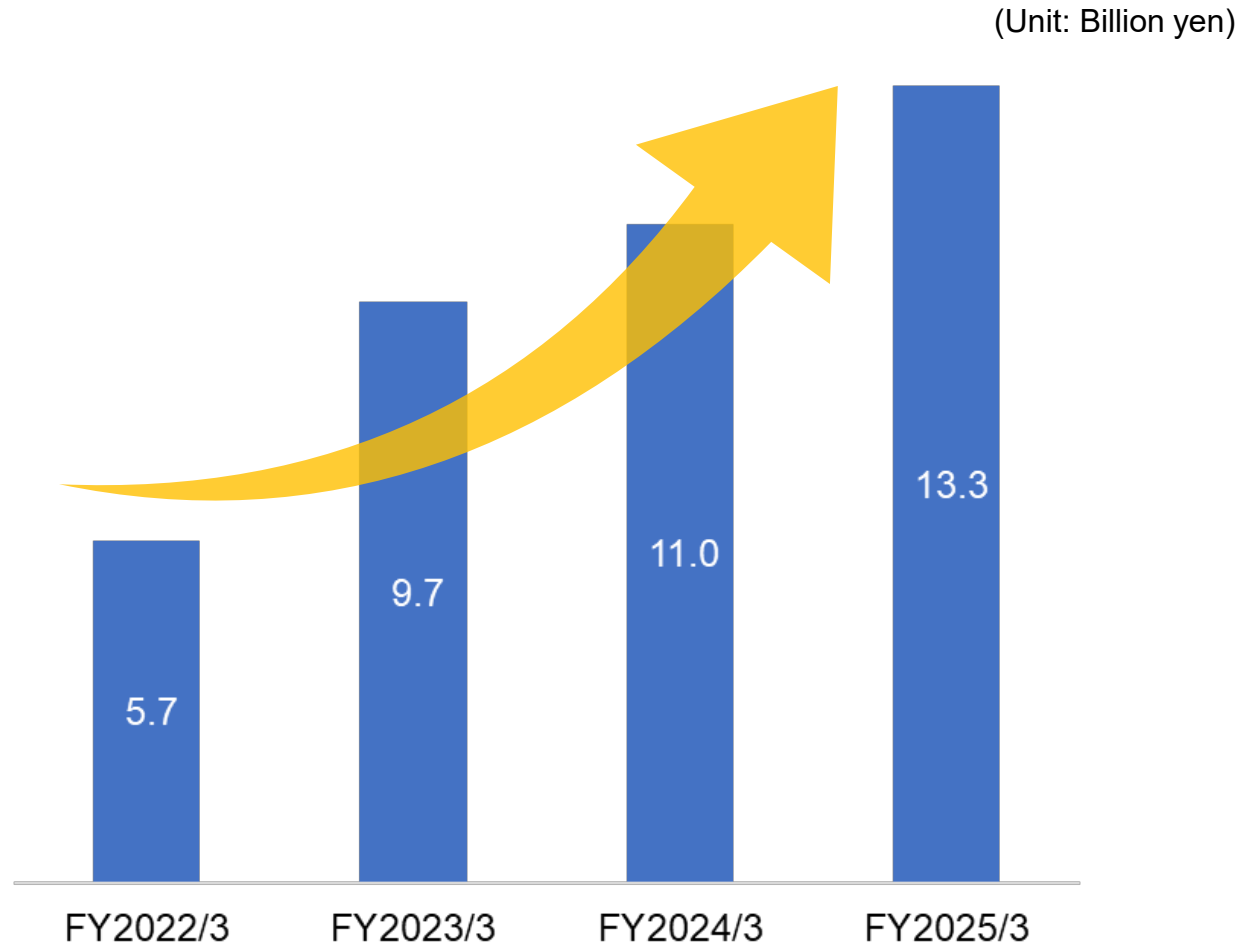
- Increase and decrease can be seen depending on the presence of new titles, but the overall trend is toward expansion
- Diverse IPs are growing including Sonic

*Atlus: Includes both the "Persona" and "Megami Tensei" series and *Metaphor: ReFantazio*

*Like a Dragon: Includes the "Judgment" series

*Rovio's contribution in FY2024/3 was 7 months, as its consolidation to the Company results started in Sep. of FY2024/3

Major Pillar Growth: Licensing Revenue (CS)



- Licensing revenues continue to grow, centered on *Sonic*
- Strengthen transmedia development and expand stable earnings

*Not including income related to Sonic's cinematic releases

Planned Figures for Consumer Area

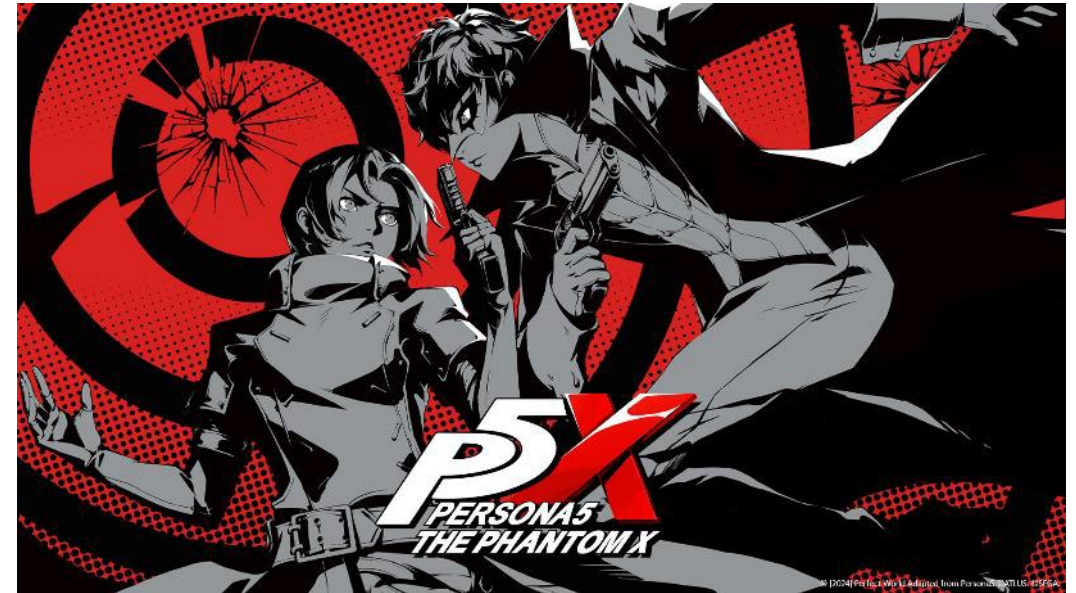
	FY2025/3 (Results)		FY2026/3 (Plan)
Full Game New title	6,570 K units 33.5 billion yen		6,070 K units 33.5 billion yen
Full Game Repeat	24,870 K units 42.8 billion yen	▶	24,010 K units 44.5 billion yen
F2P	47.1 billion yen		67.0 billion yen



©SEGA

Sonic Rumble

(Service launch: 2025)



© Perfect World Adapted from Persona5
©ATLUS. ©SEGA.

Persona5: The Phantom X

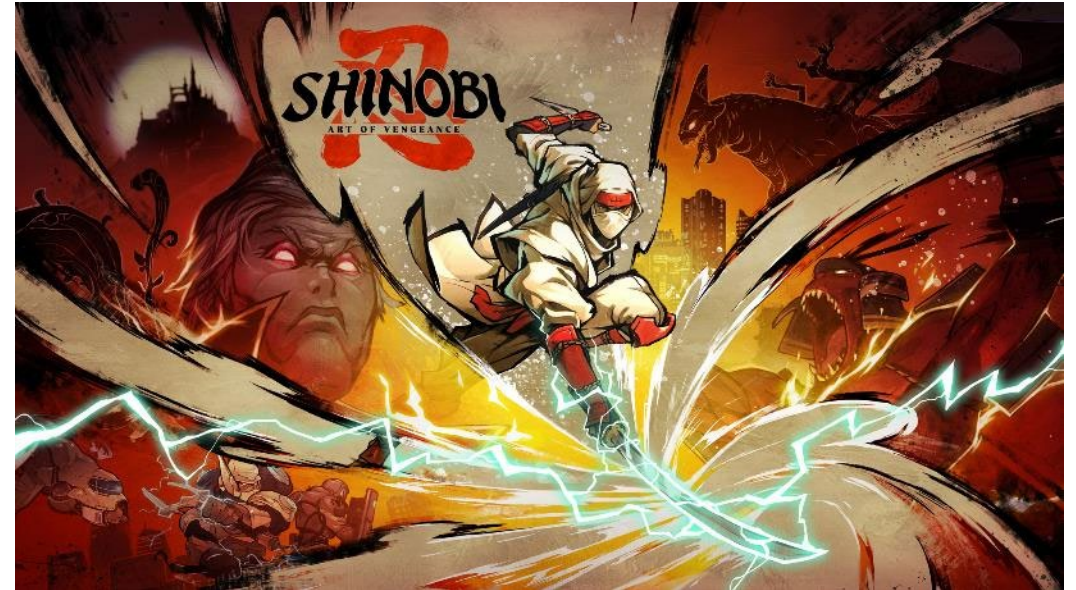
(Service launch: this summer *Launch timing of Japanese version)



©SEGA

Sonic Racing: CrossWorlds

(Release: 2025)



©SEGA

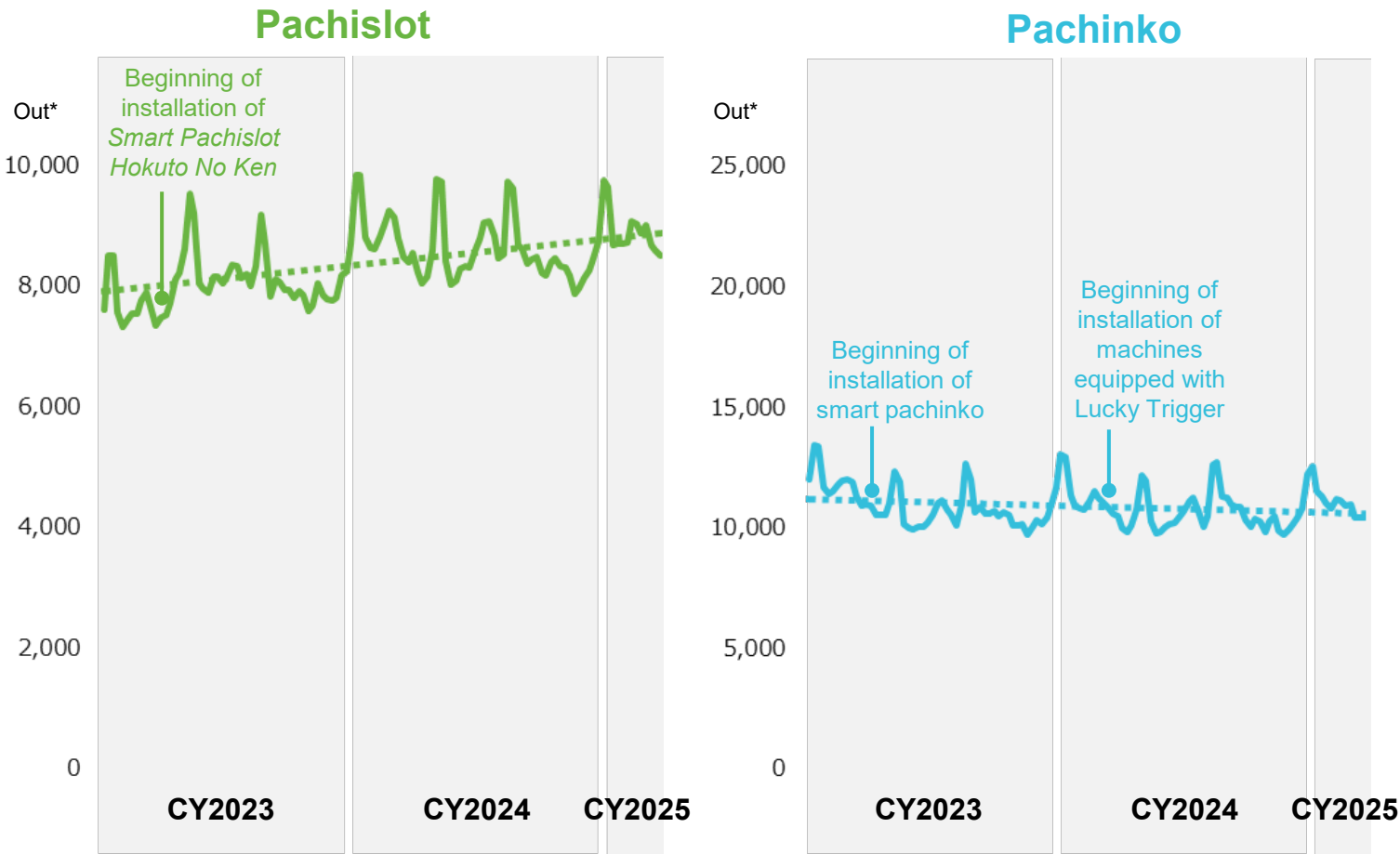
SHINOBI: Art of Vengeance

(Release: Aug. 29, 2025)

Pachislot & Pachinko Machines Business

Pachislot and Pachinko Machines Business

Pachislot and Pachinko Utilization Trend



Pachislot

- Steady utilization continues, centered on smart pachislot

Pachinko

- Overall utilization has not been pushed up enough although multiple topical titles equipped with Lucky Trigger have been introduced and utilization remains weak

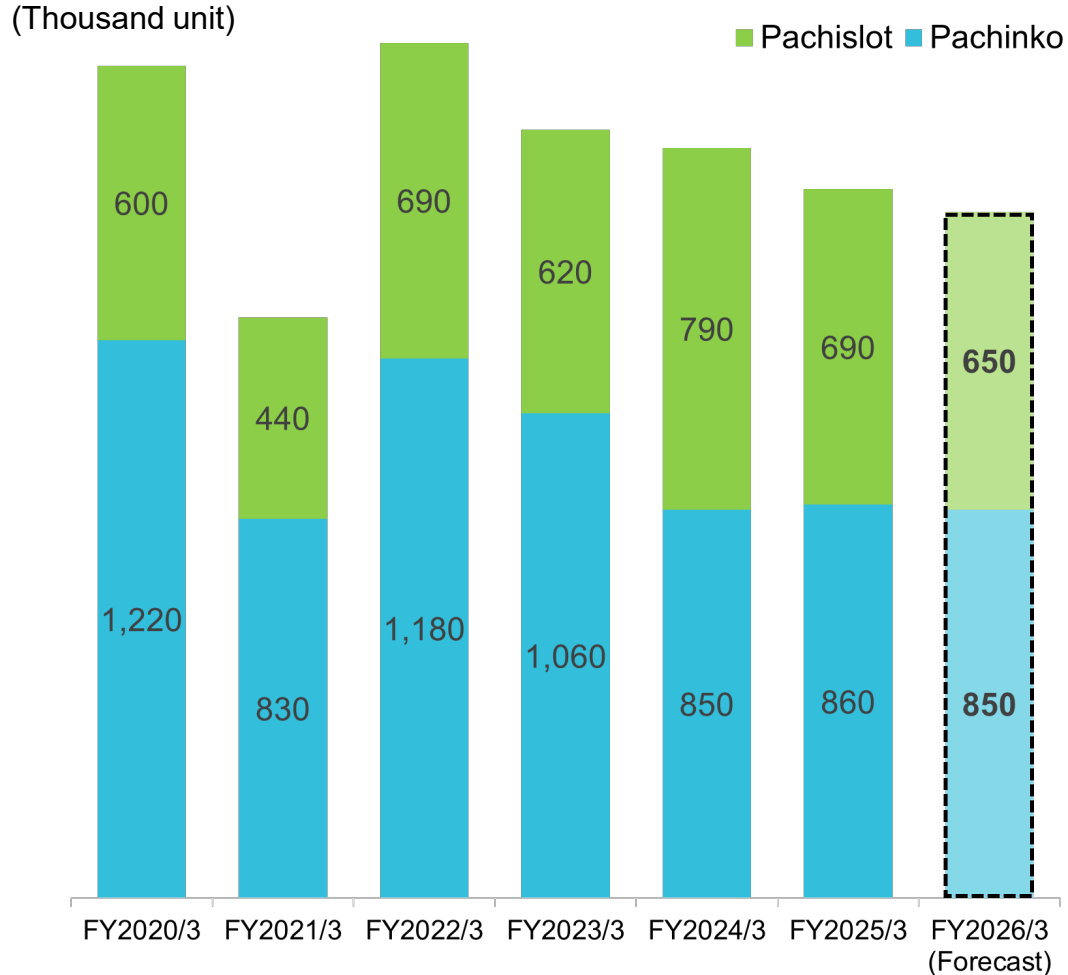
*1 Out = Used as an indicator to represent utilization of pachislot & pachinko machines (Pachislot: Average number of inserted medals in a day for each title, Pachinko: Average number of shot balls in a day for each title)

When Daikoku Denki Co., Ltd convert “Out” to time of utilization, each of them are converted by Pachislot: 1 hour = 2,000 medals, Pachinko: 1 hour = 5,000 balls

*2 weeks moving average, the dotted line in the graph is a linear approximation of the average utilization

*In-house estimation based on DK-SIS data (Data for 4 yen Pachinko and 20 yen Pachislot) of Daikoku Denki Co., Ltd

Pachislot & Pachinko Unit Sales Trend



*In-house estimation

➤ FY2025/3

■ Pachislot: Decreased compared to FY2024/3

- Due to reactionary decline from FY2024/3, when the transition to smart pachislot machines was progressing

■ Pachinko: Same level as FY2024/3

- Sales progressed centered on models equipped with Lucky Trigger

➤ FY2026/3 (Forecast)

■ Pachislot: Expect a slight decrease

- Recent utilization status is steady
- Approval rate remains at low level

■ Pachinko: Expect the same level

- Recent utilization status is weak
- Installation of models equipped with “Lucky Trigger 3.0 plus” starts from Jul.

➤ The following features can be equipped going forward

■ Bonus Trigger (Pachislot)

- Overview : Contributes to expanding the range of gameplay of Normal Type*
- Applicable Model : Normal Type Only
- Installation Date : From Jun. 2, 2025

■ Lucky Trigger 3.0 Plus (Pachinko)

- Overview : A wide variety of gameplay will be realized compared to the existing “Lucky Trigger”
- Applicable Model : Smart Pachinko Only
- Installation Date : From Jul. 7, 2025

■ Earphone connection function (Both Pachislot & Pachinko)

*Normal Type (Pachislot): Machine type that increases medal payout only with bonus

Total Utilization Share

Trend of total utilization share of our Group & competitors



Ranking of total utilization share*1

FY2024/3			FY2025/3		
1st	S Company	21%	1st	S Company	19%
2nd	K Company	15%	2nd	K Company	16%
3rd	Sammy	14%	3rd	S Company	13%
4th	S Company	13%	4th	Sammy	12%

- **Continuous creation of hit titles is the challenge**
- FY2025/3
Our total utilization share declined as it was unable to introduce titles that contribute to utilization of pachinko halls over the long term
 - FY2026/3
Strive to improve the total utilization share by introducing multiple mainstay titles, etc.

*In-house estimation based on DK-SIS data (Data for 4 yen Pachinko and 20 yen Pachislot) of Daikoku Denki Co., Ltd, Listed period: Jan. 2023 – Mar. 2025
*Utilization Share = Ratio of Sammy machine’s utilization out of total number of installed machines for each title × utilization of each title (Pachislot: Numbers of inserted medals, Pachinko: Numbers of shot balls)
*1: Calculated by average of the fiscal year (Exclude the week striding over fiscal years)



➤ e Tokyo Revengers

(Installation: Jul. 2025 (Plan))

- New use of popular IP
- Plan to introduce machine equipped with Lucky Trigger 3.0 Plus, the fastest in the market

Other titles

*All of the below are for pachislot, scheduled to be launched in or after FY2026/3



Image of new pachislot cabinet



➤ **Revitalize the industry by launching new cabinet**

- When replacing products in pachinko halls, the process completes by replacing some parts only instead of the entire cabinet

Pachinko halls: Cost reduction at the replacement

The Group: Maintain previous per-unit gross profit level

Gaming Business

Gaming Business

Top Performing New Core
Cabinet category

Top Performing Game from an
Emerging Supplier category

Won awards in two categories at
2025 EKG Slot Awards*



Genesis Atmos®



© SEGA SAMMY CREATION INC.

Railroad Riches™



© SEGA SAMMY CREATION INC.

Incorporation of Stakelogic as a Group Company



Acquisition cost* 1

Approx. 20.93 billion yen

Goodwill*2

Goodwill scale	14.0 billion yen
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Amortization period	7 years
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Amortization method	Straight-line method
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Expected synergies

To enter the North American online gaming market expected to grow in the future

- Become a gaming service provider that can offer a comprehensive range of services with the addition of unique content of Stakelogic to the B2B platform, which is a strength of GAN *3
- Create synergies such as accelerating the speed of business growth and creating a high level of competitiveness by combining the customer networks of SSC*4

Impact on business performance in FY2026/3

- B/S: Scheduled to be consolidated from April 1, 2025
- P/L: April financial results of Stakelogic will be incorporated, with a 3-month delay, into SEGA SAMMY consolidated results from July
- Amortization of goodwill: Amortization is scheduled to begin in July when consolidated to SEGA SAMMY

*The impact of the consolidation of Stakelogic was not incorporated in the initial forecast.

*The impact on consolidated financial results is currently under estimation and will be announced at an appropriate time.

*1 Exchange rate 1 Euro = 162.24 yen (closing price on April 28, 2025), an estimated amount at reference date

*2 Reference values at this time as they have not been finalized

*3 The acquisition process of GAN Limited is expected to be completed during FY2026/3 Q1

*4 Abbreviation for SEGA SAMMY CREATION

(Reference) Overview of Stakelogic



Company Overview

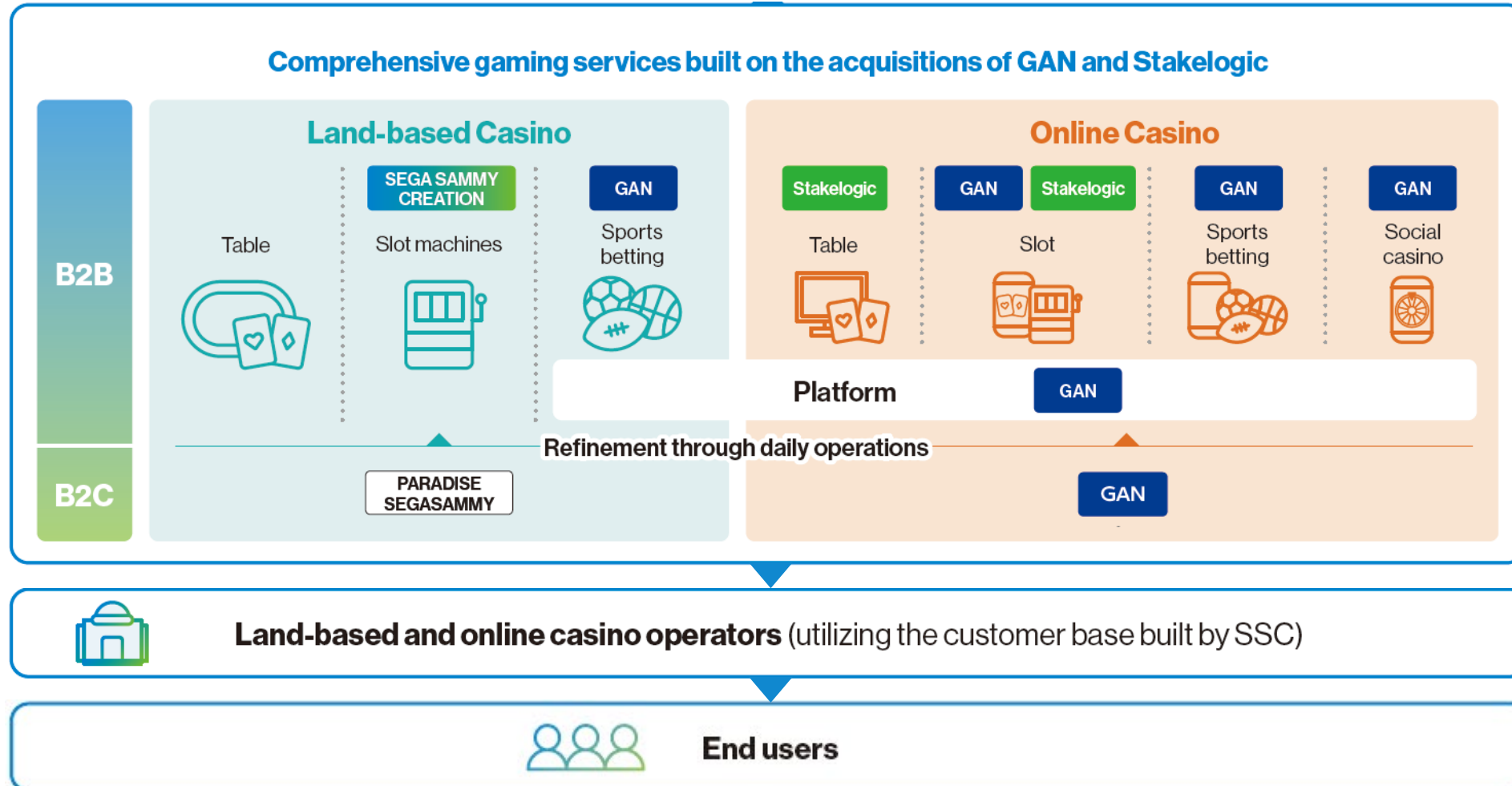
Name	Stakelogic B.V.
Establishment	Aug. 15, 2013
Location	Dr Holtropaan 9, 5652 XR Eindhoven, Netherland
Business overview	iGaming content supplier business for B2B

Consolidated Performance and Financials of Stakelogic

	(Unit: thousand Euro)			
	FY2021/12	FY2022/12	FY2023/12	FY2024/12
Consolidated net assets	4,584	-5,217	10,654	3,585
Consolidated total assets	14,408	25,294	31,886	38,832
Consolidated net sales	9,334	12,218	28,958	21,017
Consolidated operating income	969	-12,215	-1,484	-6,975
Net income	541	-9,368	-1,629	-7,400

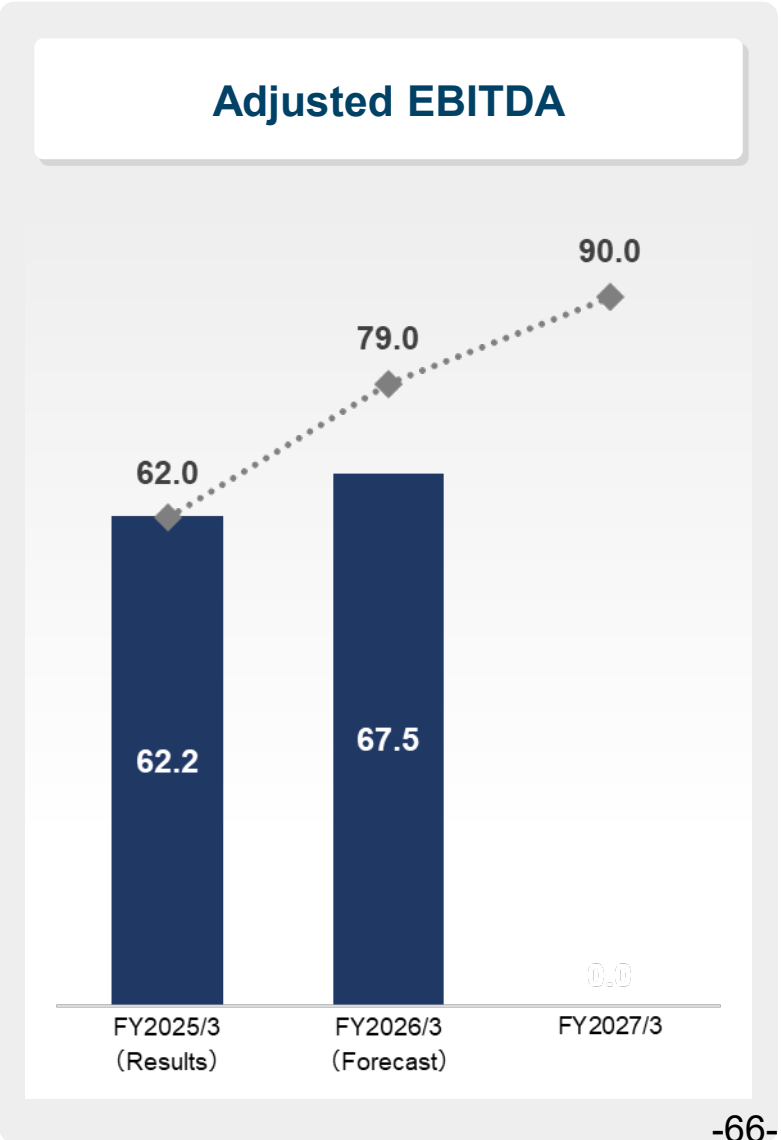
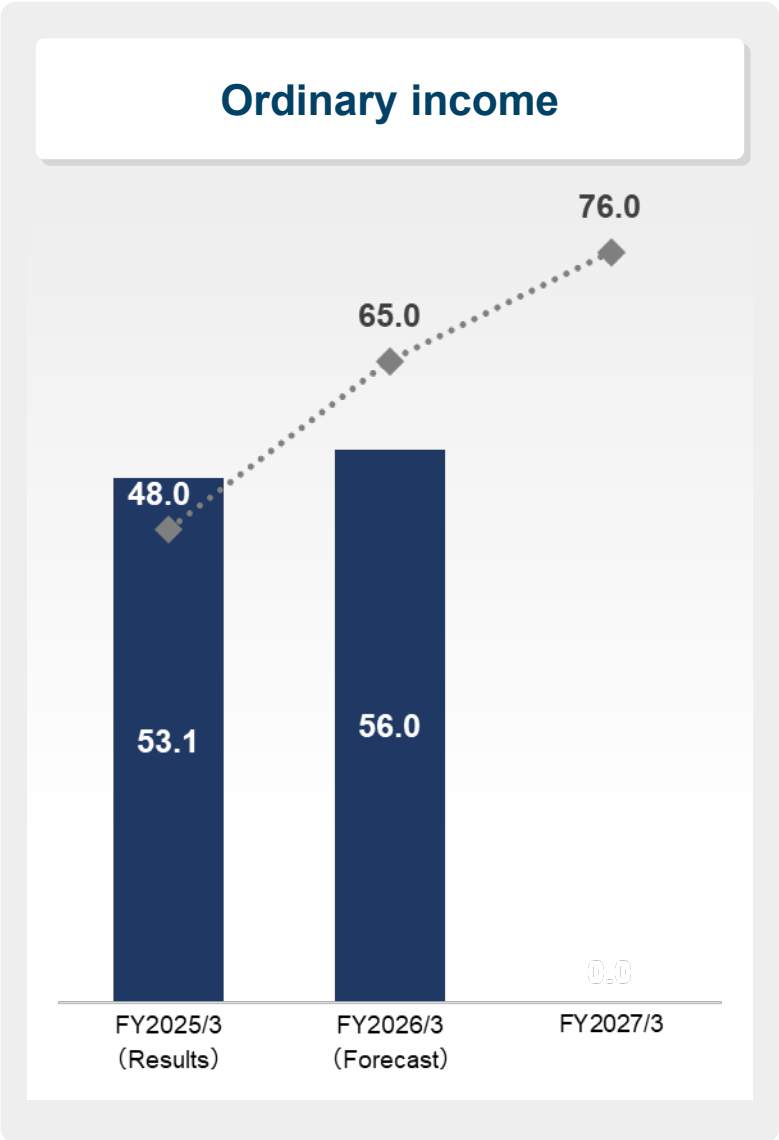
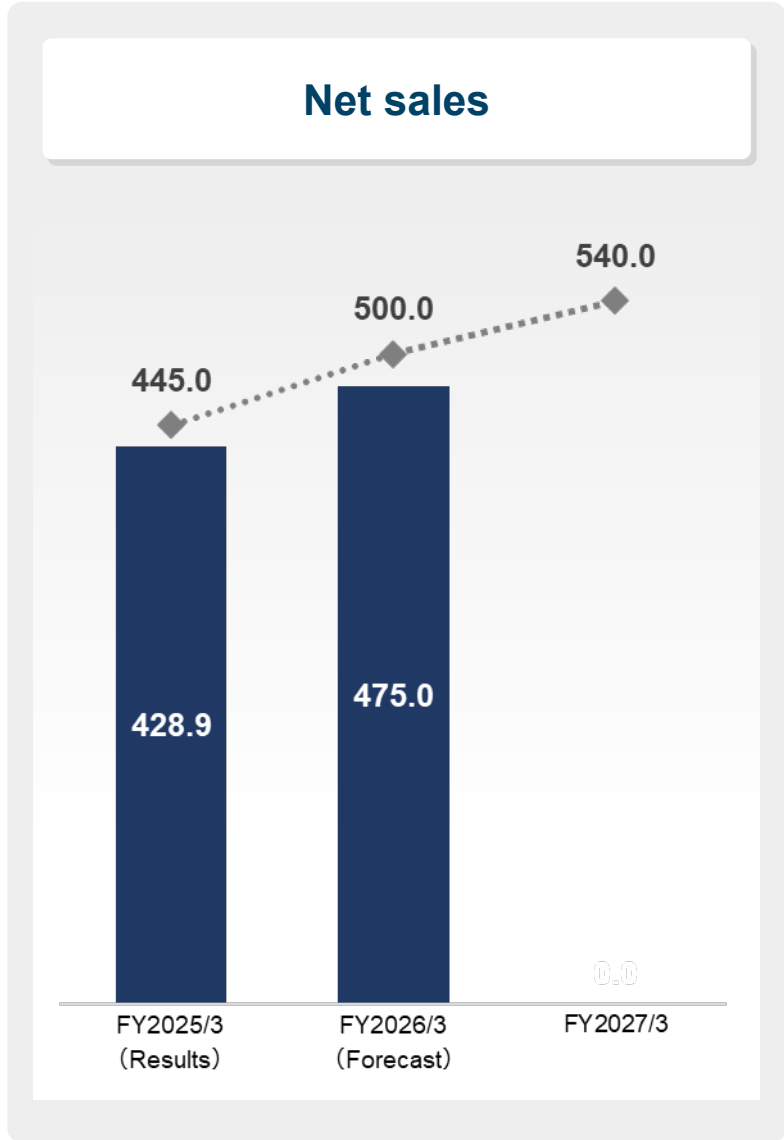
*The figures are unaudited

Strengthen the customer base of land-based casino operators and aim for full-scale entry into the US online gaming market, which is expected to see continued growth



Key Indicators in the Medium-Term Plan_Consolidated

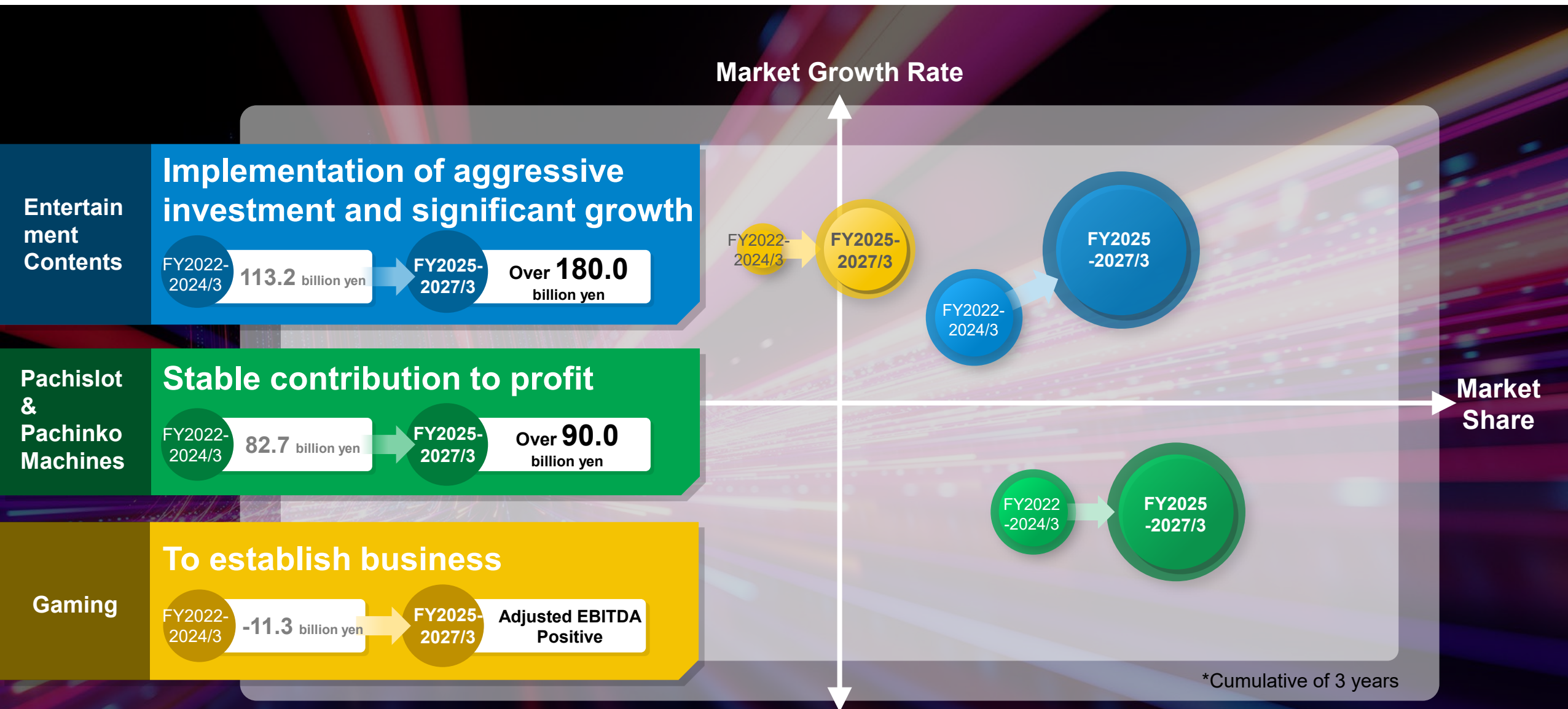
(Unit: Billion yen)

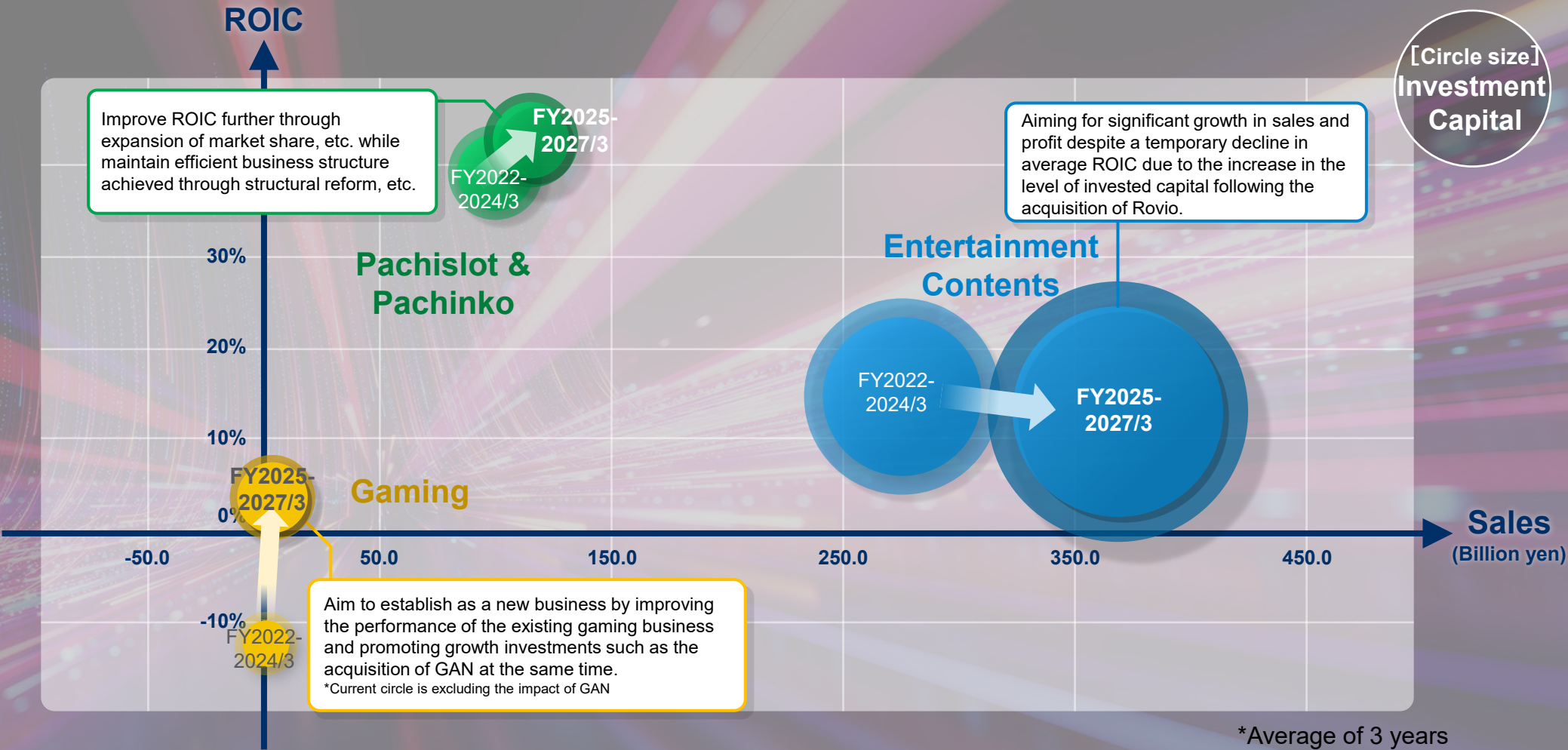


*Dashed lines indicate guidelines for medium-term plan

05

Appendix





MSCI ESG RATINGS



CDP



- Climate Change : B
- Water : C

Adoption Status in Major ESG Indices

2025 CONSTITUENT MSCI JAPAN
ESG SELECT LEADERS INDEX

2025 CONSTITUENT MSCI JAPAN
EMPOWERING WOMEN INDEX (WIN)

A component of the “Morningstar Japan ex-REIT Gender Diversity Tilt Index”



FTSE Blossom
Japan Sector
Relative Index



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<https://www.segasammy.co.jp/en/ir/>

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SEGA SAMMY HOLDINGS INC. ("the Company") is registered with the Nevada Commission as a publicly traded corporation and has been found suitable to directly or indirectly own the stock of its subsidiary, SEGA SAMMY CREATION INC., and Sega Sammy Creation USA Inc., a wholly owned subsidiary of SEGA SAMMY CREATION INC., (collectively, the "Operating Subsidiaries") that have been licensed as manufacturers and distributors of gaming devices in Nevada. Pursuant to Nevada law, the Company's shareholders are subject to the rules and regulations of the Nevada Gaming Authorities. A detailed explanation of Gaming Statutes and Regulations can be found on the Company's corporate website: <https://www.segasammy.co.jp/en/ir/stock/regulation/>

The Operating Subsidiaries have also been licensed as manufacturers and distributors of gaming devices in multiple countries, states, and regions other than the State of Nevada (collectively, the "Other Regions"). In addition to the foregoing, the Company's shareholders may be subject to the same or similar restrictions as in the State of Nevada under the statutes of the Other Regions or the regulations of the gaming authorities of such Other Regions.

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(Sega Sammy Group Website list)

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