

January 5, 2024

(Translation)

Dear all,

Name of Company: SEGA SAMMY HOLDINGS INC.
Name of Representative: Haruki Satomi,
President and Group CEO,
Representative Director

(Code No. 6460, Tokyo Stock Exchange Prime)

Further Inquiry: Makoto Takahashi,
Executive Vice President,
Executive Officer,
Managing Director of
Corporate Planning Division
(TEL: 03-6864-2400)

Notice Regarding Executive Changes in SEGA's European Subsidiary

SEGA SAMMY HOLDINGS INC. hereby notifies that SEGA CORPORATION (SEGA) has announced changes in the executives of its European subsidiary, SEGA Europe Limited, effective from January 1, 2024.

For further information, please refer to attached press release from SEGA.

Attached material: Press Release of SEGA,
"SEGA Europe Announces Executive Leadership Transition"



SEGA Europe Announces Executive Leadership Transition

London, England – 2 January 2024 – SEGA Europe has today announced a change to its executive leadership structure. From today, Gary Dale, is stepping down from his position as President/CEO of SEGA Europe alongside Chief Studios Officer, Tim Heaton. Jurgen Post, former COO/President of SEGA Europe, and more recently President International Partnerships (Europe) of Tencent and CEO of Miniclip, will rejoin the business as COO of West Studios, SOE Regional Managing Director, effective immediately.

Gary Dale joined SEGA Europe in 2018 and has overseen the acquisition of Two Point Studios and Rovio, while playing an integral part in guiding the company through the pandemic. Tim Heaton has been with the SEGA group since 2009, joining initially as Studio Director at Creative Assembly, before taking a role at SEGA Europe as Chief Studios Officer in 2018, helping the company improve its PC portfolio. The whole SEGA group expresses its gratitude to Gary and Tim’s contributions to the business and wishes them both well in the future.

Stepping into the leadership role at SEGA Europe will be Jurgen Post, a familiar face in gaming and at SEGA Europe specifically. His hands-on experience leading SEGA Europe through a period of exponential growth as President/COO from 2012 – 2017, will be invaluable in bringing continuity and in steering the business through these economically challenging times. The SEGA Group Board of Directors is delighted to welcome Post back to the business to guide it through a period of growth and innovation.

“From myself, and everyone associated with SEGA, Gary and Tim have our thanks for their contributions to the business.” said Shuji Utsumi, Co-COO & President of Global Consumer Games and Transmedia for SEGA Corporation. “I’m delighted to welcome Jurgen Post back to SEGA Europe and excited to see him guide the business towards future growth.”

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About SEGA® Europe Limited:

SEGA® Europe Limited is the European Distribution arm of Tokyo, Japan-based SEGA CORPORATION, and a worldwide leader in interactive entertainment both inside and outside the home. The company develops and distributes interactive entertainment software products for a variety of hardware platforms including PC, wireless devices, and those manufactured by Nintendo, Microsoft and Sony Interactive Entertainment Europe. SEGA wholly owns the video game development studios Two Point Studios, Creative Assembly, Relic Entertainment, Amplitude Studios, Sports Interactive and HARDlight. SEGA Europe’s website is located at www.sega.co.uk