

February 29, 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 SEGA Appoints New Executive to Lead Global Transmedia Strategy

SEGA SAMMY HOLDINGS INC. (the Company) hereby notifies that SEGA CORPORATION (SEGA), a group company of the Company has announced the appointment of Justin Scarpone, former Executive of The Walt Disney Company and Scopely Inc., as *Executive Vice President, Head of Global Transmedia Group*, effective April 1, 2024.

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

Attached material: Press Release of SEGA,
“SEGA Appoints New Executive to Lead Global Transmedia Strategy”

SEGA Appoints New Executive to Lead Global Transmedia Strategy

February 28, 2024 — SEGA CORPORATION (hereinafter “SEGA”) today announced the appointment of Justin Scarpone, former Executive of The Walt Disney Company and Scopely Inc., as *Executive Vice President, Head of Global Transmedia Group*, effective April 1, 2024. The establishment of a Global Transmedia Group will allow the company to advance its transmedia strategy across its wide portfolio of IP, such as Persona, Like a Dragon, Angry Birds, and more, in the coming years.

Justin Scarpone has over 30 years of experience, with leadership roles at globally-renowned entertainment companies such as The Walt Disney Company and Scopely Inc. Based in Tokyo, Justin has specialized in developing and leading large-scale entertainment business strategies across Asia Pacific and the West that have produced significant financial outcomes. Justin has also been instrumental in the expansion of gaming businesses in the Asia region, launching hit titles such as *LINE: Disney Tsum Tsum*, *KINGDOM HEARTS*, and *MARVEL Future Fight*. While at Walt Disney Japan, he was also in charge of the company's consumer products division, overseeing the licensing and product distribution of all *Disney*, *Pixar*, *Marvel*, and *Star Wars* merchandise nationwide.

SEGA has created numerous characters and intellectual properties in its more than 60-year history. In 2020, Paramount Pictures co-produced the Sonic the Hedgehog movie. The film became a global blockbuster, resulting not only in sequels and the continued success of games in the franchise, but also served as a catalyst for significant growth in merchandising, animation, live entertainment, and other content and service categories. SEGA aims to replicate this kind of success across its other IP. This kind of transmedia strategy will operate as a key growth pillar over the next decade.

New Appointment

New Title	Name	Former Title
Executive Vice President, Head of Global Transmedia Group	Justin Scarpone	(Newly Elected)

About Justin Scarpone:

Justin Scarpone is an entertainment industry veteran with a strong track record of creative and financial success that includes the oversight of production/marketing/sales in the games and mobile content industries both at The Walt Disney Company & Scopely, Inc., to managing Disney's Consumer Products business in Japan, to several roles in business strategy and business development. In particular, during his 17-year tenure at Disney he played an instrumental role in expanding Disney's game business in Asia Pacific, leading such globally renowned titles as *LINE: Disney Tsum Tsum*, *KINGDOM HEARTS*, and *MARVEL Future Fight*. More recently, he joined Scopely Inc. in 2019 as Senior Vice President and General Manager of Asia, representing the Tokyo office and managing its other Asia-based offices in China, Korea, and Singapore.



About SEGA of America, Inc.

SEGA of America, Inc. is the American arm of Tokyo, Japan-based SEGA CORPORATION, a worldwide leader in interactive entertainment. Established in 1986, SEGA of America publishes innovative interactive entertainment experiences for console, PC, mobile and emerging platforms. In 2020, SEGA ranked #1 among Metacritic's Annual Game Publisher Rankings. Its globally beloved franchises include Sonic the Hedgehog™, Like a Dragon™, Virtua Fighter™, Super Monkey Ball™, and Phantasy Star Online™, along with Atlus' Persona™ and Shin Megami Tensei™ series. Since its debut more than three decades ago, Sonic has become a pop culture icon featured in dozens of games, TV series, and movies. SEGA of America has offices in Irvine and Burbank, California. Visit www.sega.com.