

May 9, 2024

(Translation)

Dear all,

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

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Notice regarding *Sonic Rumble*, the First Global Mobile Game from the Collaboration
between SEGA and Rovio Entertainment, to be Released this Winter.

SEGA SAMMY HOLDINGS INC. (the Company) hereby notifies that SEGA, a group company of the Company revealed the mobile game *Sonic Rumble*, for iOS and Android, releasing winter 2024.

Sonic Rumble will be developed and managed by SEGA, with global marketing handled by Rovio Entertainment, a group company of the Company, and will be the first full-fledged collaboration since Rovio Entertainment joined the SEGA Group in last August.

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

Attached material: Press Release of SEGA

“SEGA® Unveils All New Sonic the Hedgehog™ Mobile Game: *Sonic Rumble*™”

SEGA Unveils All New Sonic the Hedgehog Mobile Game: *Sonic Rumble*!

May 8, 2024 – SEGA is proud to reveal *Sonic Rumble*, the newest addition to the Sonic the Hedgehog franchise, releasing this winter. The upcoming Sonic mobile game invites players to enter a twisted toy world created by the notorious Dr. Eggman.

In *Sonic Rumble*, players will take control of toy figures to compete in thrilling 32-player battle royale challenges, racing against each other to collect the most rings and prove themselves to be the fastest in the toolbox. With iconic characters from the Sonic the Hedgehog universe available for customization, players can create their own unique avatars and dive into the action-packed gameplay.



Developed and managed by SEGA in collaboration with Rovio, known for the global success, *Angry Birds*, *Sonic Rumble* is the first title to be released jointly by SEGA and Rovio. SEGA aims to further expand the presence of the Sonic the Hedgehog brand within the global mobile gaming market with Rovio's marketing expertise and experience.

SEGA continues to advance the value of its intellectual properties (IP) from video games to diverse media landscapes, including animation and licensing, through the core strategy of transmedia. The Sonic the Hedgehog IP exemplifies continued versatility not only across console titles, but from everything including consumer products to feature films.

In addition to *Sonic Rumble*, fans can look forward to *Sonic the Hedgehog 3*, Paramount Pictures' feature film set to release on December 20, 2024, as well as the franchise's newest game for console *SONIC X SHADOW GENERATIONS*. *Sonic Rumble* aims to broaden the global fanbase and reach the wider audience of casual mobile gamers. Stay tuned for further updates regarding release dates and more.

Product Information:

Title:	<i>Sonic Rumble</i>
OS:	iOS/Android
Release Date:	This Winter
Price:	Basically Free of Charge *This game includes optional in-game purchases.
Genre:	Party Royale
Release/Sales:	SEGA CORPORATION
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