

June 7, 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)

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Rovio and Prime Focus Studios Announce
The Angry Birds Movie 3 is in Production

SEGA SAMMY HOLDINGS INC. (the Company) hereby notifies that Rovio Entertainment Corporation, a group company of the Company, announced today that they are starting production on *The Angry Birds Movie 3* together with Prime Focus Studios.

The film will be the third in a series of feature-length animated films based on *Angry Birds*, a popular mobile game of Rovio Entertainment, which has been downloaded more than 5 billion times worldwide. The first film, *The Angry Birds Movie* in 2016, was number one in 50 countries upon its release, grossing more than US\$350 million at the worldwide box office and, along with its sequel, *The Angry Birds Movie 2* (2019), the last two films have surpassed US\$500 million at the global box office.

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

Attached material: Press Release of Rovio

“Rovio, SEGA, and Prime Focus Studios Announce *The Angry Birds Movie 3* Is In Production At DNEG Animation”

Rovio, SEGA, and Prime Focus Studios Announce *The Angry Birds Movie 3* Is In Production At DNEG Animation

Jason Sudeikis and Josh Gad return to the flock

***The Angry Birds Movie franchise has so far grossed
more than \$500m at the worldwide box office***

LONDON, UK – JUNE 6, 2024 – Rovio Entertainment Corporation, SEGA, and Namit Malhotra's production company Prime Focus Studios, announced today that they are starting production on *The Angry Birds Movie 3*, with DNEG Animation attached as animation partner. Prime Focus Studios, Rovio, and SEGA will produce the movie in association with One Cool Group, Flywheel Media, and dentsu.

The third installment in the franchise will follow the continuing adventures of Red and Chuck, voiced once again by Jason Sudeikis (*Ted Lasso*, *SNL*, *We're the Millers*) and Josh Gad (*Frozen*, *Beauty and the Beast*, *Gutenberg!*, *Murder on the Orient Express*). Jason Sudeikis is represented by Brillstein Entertainment Partners and TAG. Josh Gad is represented by Sugar 23, CAA and JSSK. More casting news will be coming soon.

The film follows the success of the first two *Angry Birds* movies, which together have grossed more than \$500m at the worldwide box office and have demonstrated fantastic results on streaming platforms, signalling strong demand for the third theatrical installment.

The Angry Birds Movie 3 will be directed by John Rice (*Angry Birds*, *Beavis and Butt-Head Do The Universe*). The screenplay will be written by Thurop Van Orman (*Angry Birds 2*, *Adventure Time*, *Flapjack*), who will also executive produce alongside Toru Nakahara (*Sonic the Hedgehog*, *Sonic Prime*, *Golden Axe*). The film will be produced by John Cohen (*Despicable Me*, *The Garfield Movie*, *Angry Birds*), Dan Chuba (*The Mitchells vs. the Machines*), and Carla Connor (*The Willoughbys*).

Returning to the *Angry Birds* design team is Jeanie Chang as production designer and Francesca Natale as character designer. The head of story is Vadim Bazhanov and the lead editor is Sarah K. Reimers. Storyboards, art development, and animation will be handled by DNEG Animation.

Rovio and SEGA will produce alongside Namit Malhotra and his production company Prime Focus Studios, which recently co-produced *The Garfield Movie* with Alcon

ROVIO, SEGA, AND PRIME FOCUS STUDIOS ANNOUNCE 'THE ANGRY BIRDS MOVIE 3' IS IN PRODUCTION AT DNEG ANIMATION – JUNE 6, 2024

Entertainment. Prime Focus Studios is also currently in production on *Animal Friends* with Legendary Entertainment and Ryan Reynolds' Maximum Effort, and Indian epic *Ramayana* with actor-producer Yash's Monster Mind Creations.

"The *Angry Birds* brand knows no bounds, and an all-new *Angry Birds* adventure underscores how the worlds and narratives crafted in our games can seamlessly transcend into the realm of film and beyond," said Alexandre Pelletier-Normand, CEO at Rovio Entertainment. "Rovio is fully committed to creating entertainment that sparks imagination across various platforms. We've seen continuous success in everything from games and feature films to licensed products and amusement parks, and we are thrilled to return once again to the vibrant *Angry Birds* world with our new partners."

"The *Angry Birds* games are a global phenomenon and the film franchise has enjoyed worldwide success," added Crosby Clyse, Managing Director of DNEG Animation. "Our amazing DNEG Animation team is thrilled to be teaming up once again with Prime Focus Studios and with our new friends at Rovio to create an all-new high-velocity adventure set in this colourful, crazy world."

"Innovation is part of dentsu's DNA and we are always looking for new and exciting projects to deliver differentiated, integrated growth opportunities for our clients. We believe in the positive impact of entertainment, creating meaningful connections between people and brands," commented Jean Lin, Global President - Global Practices, dentsu. "We are so proud to partner with Prime Focus Studios and DNEG Animation to help bring the next installment of the beloved global *Angry Birds* franchise to life."

"The *Angry Birds* brand truly reflects the size and scale of content Flywheel Media are focusing on," said Don McGregor, Founder and CEO, Flywheel Media. "We are thrilled to be joining forces with such incredible partners to deliver this film to audiences around the world."

The Angry Birds Movie opened at #1 in 50 countries on its release in 2016 and has grossed more than \$350m at the worldwide box office. Rovio's mobile games surpassed 5 billion downloads in 2022.

"We are thrilled to announce that the brand-new film of the globally beloved and successful *Angry Birds* franchise is to be in production," said Shuji Utsumi, President and COO at SEGA. "SEGA has been focusing on its Transmedia strategy to advance the value of its intellectual properties (IP) across games and diverse media landscapes. We believe that the upcoming *The Angry Birds Movie 3* perfectly aligns with our strategy and presents a great opportunity for us to bring the charm of the *Angry Birds* brand to fans across the globe."

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“I’m delighted to be partnering with Rovio, SEGA, One Cool, Flywheel, dentsu, and the incredible team of returning filmmakers and voice talent on this movie. It’s an honour to be part of the next chapter in the amazing *Angry Birds* story,” concluded Producer Namit Malhotra. “Prime Focus Studios is in production on an impressive roster of high-profile features and I am excited that *The Angry Birds Movie 3* will be the next big animated project on our slate after *The Garfield Movie*.”

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About Prime Focus Studios

Led by filmmaker and Global CEO of DNEG, Namit Malhotra, Prime Focus Studios is an independent production company dedicated to the creation of innovative and exciting global content.

Prime Focus Studios, which recently co-produced *The Garfield Movie* with Alcon Entertainment for Sony Pictures, is currently in production on three major motion pictures: Indian epic *Ramayana* with Rocking Star Yash’s Monster Mind Creations; *Animal Friends* with Legendary Entertainment and Ryan Reynolds’ production company Maximum Effort; and *The Angry Birds Movie 3*, with Rovio Entertainment Corporation and SEGA.

About Rovio

Rovio Entertainment Corporation is a global mobile-first games company that creates, develops and publishes mobile games, which have been downloaded over 5 billion times. Rovio is best known for the global *Angry Birds* brand, which started as a popular mobile game in 2009, and has since evolved from games to various entertainment, animations, and consumer products in brand licensing. Rovio has produced *The Angry Birds Movie* (2016), and its sequel, *The Angry Birds Movie 2* was released in 2019. The company offers multiple mobile games and has seven game studios – one in Espoo (Finland), Stockholm (Sweden), Copenhagen (Denmark), Barcelona (Spain), Montreal and Toronto (Canada), as well as a subsidiary in Izmir (Turkey) called Ruby Games. Most of the employees are based in Finland, where Rovio is headquartered. Rovio is owned by SEGA.

About DNEG Animation

DNEG Animation is a world-class animation studio that creates captivating stories and compelling characters through beautiful animation. Built on the passion and talents of our team, we help bring unique worlds to life. From complex graphic novel adaptations to beautifully stylized films, we are dedicated to furthering the craft of animation. Recent

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and upcoming projects on behalf of our filmmaking partners include *The Garfield Movie*, *The Angry Birds Movie 3*, *The Cat In The Hat*, *That Christmas*, *Nimona*, *Under the Boardwalk*, *Entergalactic*, and *Ron's Gone Wrong*.

DNEG Animation is part of DNEG (www.dneg.com), a world-leading visual entertainment services company for the creation of feature film, television, multiplatform content, and immersive experiences, with worldwide offices and studios across North America, Europe, Asia, and Australia.

About One Cool Group

Pioneered and led by Hong Kong actor and producer Louis Koo in 2013, One Cool Group has evolved from a local film production company to a major player in Asia and beyond. One Cool's motto, "Thrive through Creativity. Strive for Diversity", unites a fast-growing team of more than 300 film professionals based at its Hong Kong headquarters and affiliated offices in China, Thailand, Malaysia, Singapore, and South Korea. A diversified portfolio encompasses all aspects of filmmaking from financing, artist management, casting, editing, sound effects, visual production, to distribution, promotions, and more. One Cool collaborates in global feature films, partnering with Sony Pictures Animation on *Vivo* and the Oscar-nominated *The Mitchells vs. the Machines*, with Alcon Entertainment on *The Garfield Movie*, and with independent film producers. One Cool is forging ahead with pioneering AI techniques in various aspects of filmmaking.

Find out more:

www.onecool.com

About dentsu

Dentsu is an integrated growth and transformation partner to the world's leading organizations. Founded in 1901 in Tokyo, Japan, and now present in over 145 countries and regions, it has a proven track record of nurturing and developing innovations, combining the talents of its global network of leadership brands to develop impactful and integrated growth solutions for clients. Dentsu delivers end-to-end experience transformation (EX) by integrating its services across Media, CXM and Creative, while its business transformation (BX) mindset pushes the boundaries of transformation and sustainable growth for brands, people and society.

Dentsu, Innovating to Impact.

Find out more:

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www.dentsu.com

www.group.dentsu.com

About Flywheel

Flywheel Media is a new film company collaborating with the world's largest brands, harnessing their storytelling power to engage new and existing fans.

We create movies for the big screen designed to entertain and inspire audiences globally.

Find out more:

www.flywheelmedia.com