

October 28, 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,  
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Notice regarding Worldwide Sales of SONIC X SHADOW GENERATIONS™, Latest Game in SONIC  
Franchise, Surpasses One Million Units

SEGA SAMMY HOLDINGS INC. (the Company) hereby notifies that SEGA CORPORATION, the group company of the Company announced that the worldwide sales of their game SONIC X SHADOW GENERATIONS that released globally on Friday, October 25, 2024, has surpassed one million units\*.

\*SEGA internal data: sales figures represent the sum of sales of physical and downloaded titles and those deployed across all platforms

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

Attached material:

WORLDWIDE SALES OF SONIC X SHADOW GENERATIONS™, LATEST GAME IN SONIC  
FRANCHISE, SURPASSES ONE MILLION UNITS

-PRESS RELEASE -

## WORLDWIDE SALES OF *SONIC X SHADOW GENERATIONS*™, LATEST GAME IN SONIC FRANCHISE, SURPASSES ONE MILLION UNITS

TOKYO, Japan – Oct. 28, 2024 – SEGA CORPORATION (Head Office: Shinagawa, Tokyo, President COO: Shuji Utsumi, hereinafter SEGA®) is pleased to announce that the worldwide sales of their game *SONIC X SHADOW GENERATIONS* that released globally on Friday, October 25, 2024, has surpassed one million units\*<sup>1</sup>.



*SONIC X SHADOW GENERATIONS* is a title that combines two games: *Sonic Generations*™, where players can enjoy speed-running various stages with Classic Sonic and Modern Sonic, enhanced with new elements, and "Shadow Generations," a completely new game featuring the dark hero Shadow racing through dynamic environments. The story begins as a mysterious creature called the "Time Eater" creates distortions in time and space, setting off separate adventures for Sonic and Shadow. Players can look forward to a high-speed action-adventure with distinct gameplay experiences and narratives.

In addition to offering a new "Sonic" gameplay experience, this title supports 12 languages \*<sup>2</sup> to reach a wider global audience and was released simultaneously worldwide on multiple platforms. It was also involved in large-scale global promotions, including exhibiting at events around the world.

To further grow the Sonic IP, we have focused on transmedia development as an important strategy, which involves the global expansion across various media verticals and merchandising. Furthermore, this fiscal year is themed "Fearless: Year of Shadow" for the Sonic IP, focusing on global initiatives that highlight Shadow.

Besides this game, we will accelerate our transmedia development with the mobile game *Sonic Rumble*™, which is scheduled to launch this winter, as well as the distribution of the "Knuckles" show on Paramount+, and the worldwide release of the "Sonic the Hedgehog 3" movie, which is slated for release this December, and we will work to further raise awareness of the Sonic IP and expand the brand.

\*<sup>1</sup> SEGA internal data: sales figures represent the sum of sales of physical and downloaded titles and those deployed across all platforms.

\*<sup>2</sup> Audio: English, Japanese, French, Italian, German, Spanish

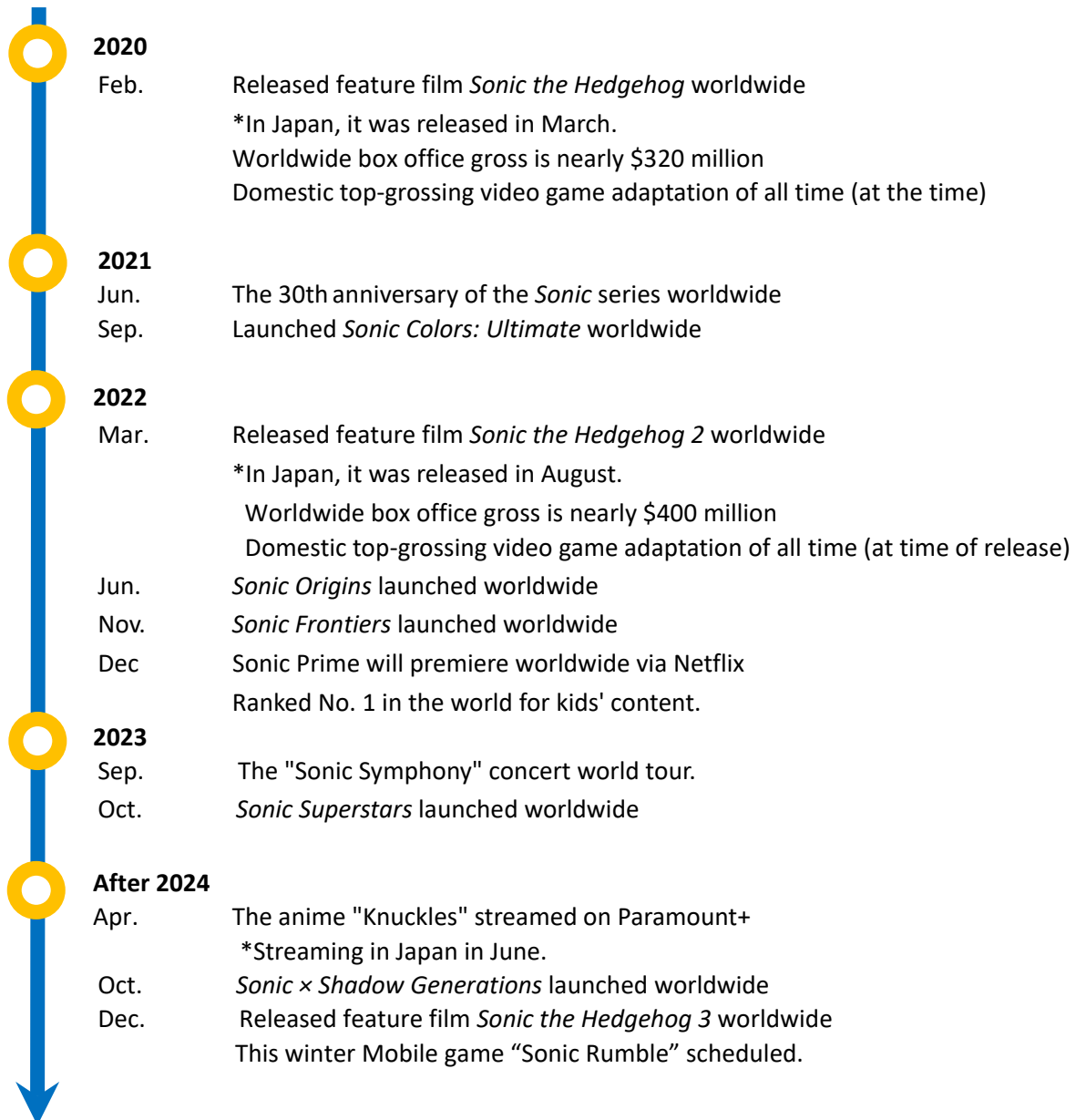
Subtitles: English, Korean, Japanese, Traditional Chinese, Simplified Chinese, Thai, French, Italian, German, Spanish (Spain), Russian, Polish, Portuguese (Brazil)

## 【Appendix】

“Sonic the Hedgehog,” SEGA's most famous and fastest hedgehog video game character. Since the 1991 release of the first “Sonic the Hedgehog” game, the Sonic series has gained worldwide popularity, with SEGA producing 1.66 billion sales/DL\*<sup>3</sup> to date. The global success of the movie *Sonic the Hedgehog* has accelerated the expansion of the Sonic IP even further.



\*<sup>3</sup> Includes downloads of Free to Play (F2P) titles



## Product Information

Product title	Sonic x Shadow Generations
Platform	PlayStation®5 / PlayStation®4 / Nintendo Switch™ / Xbox Series X S / Xbox One / PC (Steam / Epic Games Store) <i>*Only digital versions available on Xbox Series X/S, Xbox One, PC (Steam / Epic Games Store)</i>
Release date	Now Available (Released on Friday, October 25, 2024)
Suggested Retail Price	Standard Edition (Package/Digital): 6,589 yen inc. tax Digital Deluxe Edition: 7,689 yen inc. tax Collector's Edition: 12,969 yen inc. tax <i>*Collector's Edition is only available for PS5®/Nintendo Switch.</i>
Genre	High-Speed Action Adventure
Player	1
Release and Sale	SEGA CORPORATION
CERO Rating	A (For all ages)
Copyright	©SEGA
Official Website	<a href="https://sonic.sega.jp/SonicXShadowGenerations/">https://sonic.sega.jp/SonicXShadowGenerations/</a>

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### **About SEGA CORPORATION**

SEGA CORPORATION is headquartered in Tokyo, Japan, and is a worldwide leader in interactive entertainment. The company develops, publishes, and distributes a variety of games for consoles, PCs, and wireless devices as well as character products, and various other products. Moreover, SEGA distributes a range of gaming content developed by its domestic and overseas studios worldwide via its global publishing bases. SEGA is leveraging its own IP to accelerate the development and commercialization of its IP not only in games but also in various other media, thereby dramatically increasing the value of its IP. SEGA is positioning transmedia as an important strategy for providing new content to users around the world.

SEGA CORPORATION's website is located at <https://www.sega.co.jp/>