

Q1 for the Fiscal Year Ending March 2026 Results Presentation

August 8, 2025

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Speaker: Makoto Takahashi (Executive Vice President, Executive Officer, Corporate Planning Division, SEGA SAMMY HOLDINGS INC.)

I will now present the Q1 results for the fiscal year ending March 2026 and our future initiatives. "Results Presentation" for today is available on our website.

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FY2026/3 Q1 Results / Forecast

Result Highlights (Consolidated)



(Billion yen)	FY2025/3		FY2026/3	
	Q1	Full Year Results	Q1	Full Year Forecast
Sales	104.7	428.9	81.0	475.0
Operating Income	19.3	48.1	-0.5	53.0
Ordinary Income	21.8	53.1	-2.1	56.0
Extraordinary income	8.8	10.0	0.0	0.0
Extraordinary losses	0.2	8.3	0.4	2.5
Profit attributable to owners of parent	24.5	45.0	-3.3	37.5
Indicators in the Medium-Term Plan				
Adjusted EBITDA	25.8	62.2	1.4	67.5
ROE	-	12.2%	-	-

2026/3 Q1 Results

- **Off to a start that exceeded expectation despite few new titles**
- Pachislot & Pachinko Machines and Gaming off to a good start
 - Entertainment^{**1} performed as expected
 - Recorded foreign exchange losses as non-operating expenses

Forecast

- **Promote the launch of mainstay titles in each business**
- Launch mainstay titles for both Full Game and F2P (Entertainment)
 - Launch several mainstay titles (Pachislot & Pachinko)

^{**1}Entertainment = Entertainment Contents Business

Although there were relatively few new products overall In Q1, sales were generally in line with our expectations and losses were smaller than anticipated at the operating income level.

As I will explain later by segment, the Pachislot & Pachinko Machines Business and the Gaming Business made a steady start at operating income level, while the Entertainment Contents Business performed as expected.

Although operating income exceeded expectations, adjusted EBITDA results were generally in line with expectations due to foreign exchange losses recorded in non-operating expenses.

Looking ahead, as we move forward with the launch of mainstay titles in each business segment, we expect to see full-fledged results from Q2 onward.

➤ Completion of acquisition procedures for the Gaming Business

The impact on FY2026/3 is currently under review and we plan to disclose it once the review is completed

	Date of Completion of Acquisition	Acquisition price	Start of Consolidation (B/S)	Start of Consolidation (P/L)	Goodwill		
					Amount ⁵	Amortization ⁶ period	Amortization method
Stakelogic	Apr. 28, 2025	Approximately 20.93 billion yen ^{1, 2}	FY2026/3, Q1	FY2026/3, Q2	Approximately 18.63 billion yen	7 years	Straight-line method
GAN	May 27, 2025	Approximately 15.13 billion yen ^{3, 4}	FY2026/3, Q1	FY2026/3, Q2	Approximately 17.35 billion yen	From 6 to 9 years	Straight-line method

¹ Exchange rate: 1 Euro = 162.24 yen, ² Acquisition price of shares is 14.6 billion yen ³ Exchange rate: 1 USD = 144.32 yen, ⁴ Acquisition price of shares is 13.6 billion yen

⁵ The amount of goodwill is based on provisional accounting method as the purchase price allocation has not been completed at this point

⁶ The amortization period for goodwill is reference as it is currently undetermined.

➤ Acquisition and cancellation of treasury stocks based on shareholder return policy

● Completion of acquisition of treasury stocks (Jun. 20, 2025)

Total number of shares acquired: 3,818,600 shares

Total cost of acquisition: 11,999,853,000 yen

● Completion of cancellation of treasury stocks (May 23, 2025)

Total number of shares cancelled: 20,000,000 shares

Total number of issued shares after cancellation: 221,229,476 shares (including treasury stocks)

Number of treasury stocks as of the end of FY2026/3 Q1: 11,084,676 shares

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In Q1, we completed the acquisition of Stakelogic, a supplier of iGaming content for B2B customers, and GAN, which operates a B2B platform business for casino operators in the United States.

Regarding the impact of these acquisitions, their B/S has been consolidated since Q1, but P/L will be consolidated from Q2 as both companies close their fiscal year in December, which is a three-month difference. The specific impact amount on full-year results is currently being examined and will be announced as soon as the examination is completed.

The amount of “goodwill” is based on provisional accounting method as the purchase price allocation has not been completed at this point, but we expect them to be approximately 18.6 billion yen for Stakelogic and approximately 17.4 billion yen for GAN.

The acquisition of treasury stocks based on the shareholder return policy has been completed. The cancellation of treasury stocks has also been implemented. With regard to the cancellation of treasury stocks, as a result of the cancellation of 20 million shares, the number of treasury stocks at the end of FY2026/3 Q1 were approximately 11 million shares.

(Reference) Per Segments Results



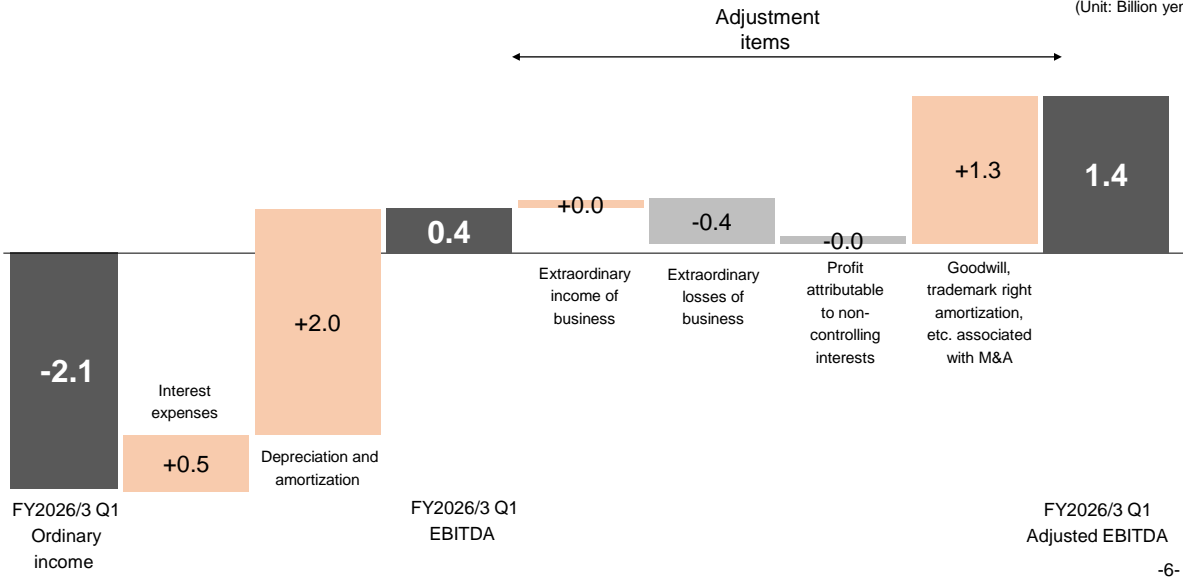
(Billion yen)	FY2025/3		FY2026/3	
	Q1	Full Year Results	Q1	Full Year Forecast
Sales	104.7	428.9	81.0	475.0
Entertainment Contents	72.5	321.5	67.7	336.0
Pachislot & Pachinko Machines	28.8	97.1	11.0	130.0
Gaming	0.6	5.4	1.3	6.0
Other / Elimination	2.8	4.9	1.0	3.0
Operating Income	19.3	48.1	-0.5	53.0
Entertainment Contents	11.8	40.8	7.1	39.5
Pachislot & Pachinko Machines	10.5	20.0	-3.8	28.5
Gaming	-0.3	-0.7	-0.8	-1.5
Other / Elimination	-2.7	-12.0	-3.0	-13.5
Adjusted EBITDA	25.8	62.2	1.4	67.5
Entertainment Contents	15.7	48.1	7.9	50.0
Pachislot & Pachinko Machines	11.4	24.2	-2.8	33.0
Gaming	0.7	1.0	0.1	-2.5
Other / Elimination	-2.0	-11.1	-3.8	-13.0

*See P.12 for details about each segment

For your reference, here are per segments results.

(Reference) EBITDA Adjustment Items (FY2026/3 Q1 Results) **SEGA Sammy**

(Unit: Billion yen)



For your reference, here is the breakdown of adjustment items in Adjusted EBITDA in Q1.

[Impact of foreign exchange in Q1 results]

➤ **Negative impact of 0.3 billion yen for net sales and 0.4 billion yen for operating income in the Entertainment Contents Business**

		Q1
Consumer	Net sales	-0.29
	Operating Income	-0.37
Animation	Net sales	-0.01
	Operating Income	-0.01
AM ¹ &TOY	Net sales	-
	Operating Income	-0.02

(Billion yen)

[Exchange Rates]

- 1 USD: Rate in initial forecast 148.0 yen → AR 145.4 yen
- 1 GBP: Rate in initial forecast 202.0 yen → AR 194.2 yen
- 1 Euro: Rate in initial forecast 161.0 yen → AR 164.6 yen

¹AM=Amusement Machine

➤ **Recorded foreign exchange losses of 2.9 billion yen in non-operating expenses due to revaluation and settlement of receivables and payables denominated in foreign currencies**

- Due to the revaluation of Rovio's dollar-denominated assets into euros, etc.

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This is the explanation about the impact of exchange rate fluctuations.

In Q1, there was no significant impact on the operating income level, but foreign exchange losses of 2.9 billion yen was recorded as non-operating expenses in the ordinary income level due to revaluation and settlement of receivables and payables, etc. denominated in foreign currencies.

Approximately 1.6 billion yen of the foreign exchange loss was due to the revaluation of US dollar-denominated assets held by Rovio. On the closing date, Rovio's dollar-denominated assets were revalued into euro-denominated assets. A differential loss occurred due to the depreciation of the US dollar against the euro—from 0.925 euros for one US dollar at the end of March 2025 to 0.853 euros by the end of June. The exchange rates are as listed.

Various Expenses, etc.



(Billion yen)		FY2025/3		FY2026/3	
		Q1	Full Year Results	Q1	Full Year Forecast
Entertainment Contents	R&D / Content production	16.6	68.9	15.3	70.4
	Advertising	4.5	27.0	5.1	28.9
	Depreciation	1.1	4.6	1.1	4.6
	Cap-ex	1.3	7.6	2.3	6.5
Pachislot & Pachinko	R&D / Content production	2.8	13.5	3.2	14.2
	Advertising	0.7	3.4	0.4	4.2
	Depreciation	0.7	2.7	0.6	2.5
	Cap-ex	1.1	4.9	1.3	8.1
Gaming	R&D / Content production	0.2	0.9	0.2	1.6
	Advertising	0.0	0.1	0.0	0.1
	Depreciation	0.0	0.0	0.0	0.0
	Cap-ex	0.4	2.1	0.1	2.5
Consolidated total	R&D / Content production	19.7	83.3	18.8	86.3
	Advertising	5.4	31.6	5.8	34.5
	Depreciation	2.1	8.4	2.0	8.2
	Cap-ex	3.3	15.9	4.1	18.8

FY2026/3 Q1 Results

- R&D / Content production expenses:
 - Decreased due to progress in cost improvements through structural reforms in Europe in FY2025/3 (CS¹⁾)
- Cap-ex:
 - Increased due to the progress in development of some F2P titles

Forecast

- R&D / Content production expenses and Advertising expenses:
 - Increase associated with title releases (CS)
- Cap-ex:
 - Increase compared to FY2025/3 due to installation of equipment for automation in warehouse, etc. (Pachislot & Pachinko Machines)

¹⁾ CS = Consumer area
²⁾ The expenses for "other/elimination" are included in "Data Appendix (FY2026/3 Q1)"
 *Recognition criteria of R&D and Content Production Expenses by business segments

• Entertainment (Full Game (CS)): Expenses are capitalized as inventory assets or intangible assets during development and booked as expenses after launch. 25% will be amortized in first month and the rest will be amortized over a period of 23 months using the straight-line method (Total amortization period is 24 months)
 • Entertainment (F2P (CS)): Expenses are capitalized as intangible assets during development and booked as expenses after launch. Expenses are amortized over a period of 24 or 36 months using the straight-line method
 • Entertainment (AM): Expenses are capitalized as inventory assets during development and booked as expenses after launch. 30% will be amortized in first 2 months with 15% per month, and the rest will be amortized 7% per 10 months using the straight-line method (Total amortization period is 12 months)
 • Pachislot & Pachinko Machines business: Expenses aren't capitalized but are recognized as they arise (outsourced process expenses are recognized when work is inspected)

Here are the various expenses.

In the Entertainment Contents Business in Q1, R&D / content production expenses decreased due to the review of development expenses through structural reforms in Europe in FY2025/3. In addition, Cap-ex has increased due to the progress of development of some F2P titles.

Looking ahead, we expect an increase in R&D / content production expenses and advertising expenses in the Entertainment Contents Business, where new mainstay titles are being introduced.

In the Pachislot & Pachinko Machines Business, we are investing in automation in warehouses and other facilities in order to improve efficiency.

Consolidated Balance Sheet Summary

(Billion yen)				[Liabilities and Net Assets]			
Account	[Assets]			Account			
	As of the end of Mar. 2025	As of the end of Jun. 2025	Increase /Decrease		As of the end of Mar. 2025	As of the end of Jun. 2025	Increase /Decrease
Cash and Deposits	200.3	148.3	-52.0	Accounts Payable	23.5	26.6	+3.1
Accounts Receivable	52.6	44.2	-8.4	Short Term Borrowings	7.5	11.3	+3.8
Securities	-	0.2	+0.2	Other	63.1	59.5	-3.6
Inventories	93.6	107.7	+14.1	Total Current Liabilities	94.1	97.4	+3.3
Other	42.2	44.3	+2.1	Corporate Bonds	10.0	10.0	-
Total Current Assets	388.7	344.7	-44.0	Long Term Borrowings	132.0	132.0	-
Tangible Fixed Assets	48.9	51.3	+2.4	Other	26.9	30.2	+3.3
Intangible Fixed Assets	91.2	134.4	+43.2	Total Noncurrent Liabilities	168.9	172.2	+3.3
Goodwill (included in Intangible Fixed Assets)	30.1	67.4	+37.3	Total Liabilities	263.1	269.7	+6.6
Trademark right (same as above)	44.8	46.8	+2.0	Shareholders' Equity	359.7	338.8	-20.9
Investment Securities	51.1	53.0	+1.9	Total accumulated other comprehensive income	21.3	27.6	+6.3
Other	64.8	53.1	-11.7	Share acquisition rights	0.4	0.3	-0.1
				Non-controlling interests	0.0	0.0	+0.0
Total Noncurrent Assets	256.0	291.8	+35.8	Total Net Assets	381.6	366.8	-14.8
Total Assets	644.7	636.6	-8.1	Total Liabilities and Net Assets	644.7	636.6	-8.1

				Main reasons for increase/decrease	
	As of the end of Mar. 2025	As of the end of Jun. 2025	Increase /Decrease		
Cash, deposits and cash equivalents	198.8	148.2	-50.6	(Assets)	Cash and deposits decreased due to the acquisition of Stakelogic and GAN, while goodwill increased due to the consolidation of both companies
Interest bearing debt	149.5	153.3	+3.8	(Liabilities)	Notes and accounts payable – trade increased, and liabilities of Stakelogic and GAN were included
Net cash	49.3	-5.1	-54.4	(Net assets)	Net assets decreased due to dividends and the acquisition of treasury stock as shareholder return
Equity ratio	59.1%	57.6%	-1.5p		-9-

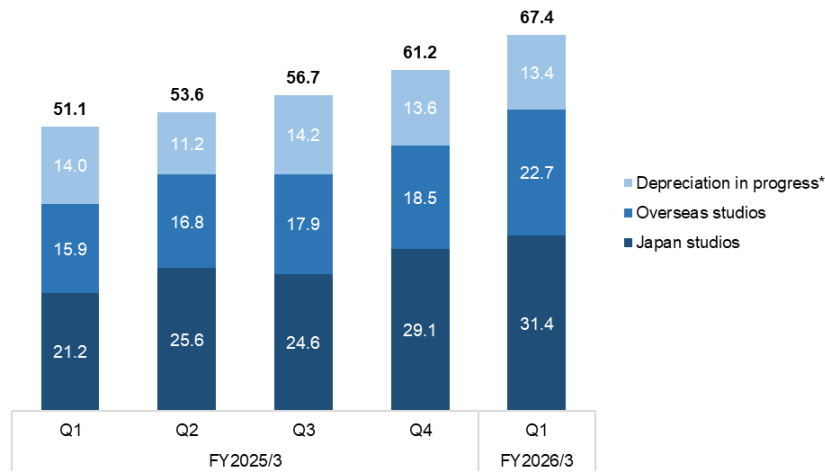
Here is the consolidated balance sheet.

Regarding assets, cash and deposits decreased due to the acquisition of Stakelogic and GAN, while goodwill increased because of the start of their consolidation. There was no significant change in liabilities. Regarding net assets, shareholders' equity decreased due to the payment of dividends and the acquisition of treasury stocks.

As of the end of June, DE ratio stood at 0.44 times. Net cash decreased by 54.4 billion yen from the end of the previous fiscal year, resulting in a negative balance of 5.1 billion yen.

The cash flow has not been audited yet, but we will provide the approximate results for your reference. Operating cash flow is expected to be negative 11.7 billion yen, investing cash flow negative 19.5 billion yen, financing cash flow negative 17.9 billion yen and overall cash flow, including a foreign currency translation adjustment of negative 1.3 billion yen related to cash, deposits, and cash equivalents, is expected to be negative 50.6 billion yen.

(Unit: Billion yen)



*Depreciation in progress: Unamortized portion of title assets that have been released and begun to be depreciated

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Page 10 shows the trend of the balance of content production expenses in the Consumer area.

The balance of content production expenses is on an upward trend due to the fact that each of our domestic and overseas studios is investing in the development of several new titles, centered on our mainstay IPs and that we did not launch any mainstay new titles in Q1 of the current fiscal year.

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Per Segments Results / Forecast

(Billion yen)	FY2025/3		FY2026/3	
	Q1	Full Year Results	Q1	Full Year Forecast
Sales	72.5	321.5	67.7	336.0
Consumer	51.3	216.8	44.6	230.0
Animation	5.9	28.0	7.0	27.5
AM & TOY	15.3	76.6	16.0	78.5
Operating Income	11.8	40.8	7.1	39.5
Consumer	8.9	28.1	5.2	27.0
Animation	2.4	8.8	1.4	6.5
AM & TOY	0.5	3.8	0.4	6.0
Ordinary Income	12.5	41.8	5.0	40.0
Indicators in the Medium-Term Plan				
Adjusted EBITDA	15.7	48.1	7.9	50.0
Full Game Sales	15.2	76.4	11.5	78.1
New titles	3.9	33.5	2.6	33.5
Repeat sales	11.2	42.8	8.8	44.5
F2P Sales	11.0	47.1	11.5	67.0
Full Game Unit Sales (Thousand)	5,860	31,450	4,940	30,090
New titles	710	6,570	610	6,070
Repeat sales	5,140	24,870	4,320	24,010

FY2026/3 Q1 Results

➤ Started generally as expected

- *Persona5: The Phantom X* started steadily (CS)
- New game in Full Game and existing F2P titles performed as expected (CS)
- Repeat sales in Full Game and Rovio performed weaker compared to expectations (CS)

Forecast

➤ Proceed the launch of new titles in each area

- Launch new mainstay titles for Full Game and F2P (CS)
 - Full Game: *Sonic Racing: CrossWorlds* (Sep. 25, 2025)
Football Manager (2025)
 - F2P : *Sonic Rumble* (2025)
SEGA FOOTBALL CLUB CHAMPIONS 2025 (2025)

* () indicates release schedule

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Here are the details of each segment.

As for the Entertainment Contents Business, overall, this Q1 started generally as expected.

As for F2P titles for the global market, which is a key initiative of our medium-term plan, *Persona5: The Phantom X* officially launched on June 26 and has made a steady start.

Repeat sales of Full Game were lower than expected in Q1. However, they have been recovering since July. We will continue to work on strengthening digital sales and expanding sales regions, aiming to increase the number of units sold.

In addition, revenues from the offering of titles for subscription services and character licensing exceeded YoY as well as our expectations. We will continue our efforts to expand such initiatives to strengthen our earning base.

Looking ahead, we plan to launch new titles in each area, including *Sonic Racing: CrossWorlds*, scheduled for release in September, a new installment of *Football Manager*, and *Sonic Rumble*.

FY2026/3 Q1 Results			Forecast
Consumer	Full Game	<ul style="list-style-type: none">Sales of new titles remained steadyRepeat sales went below expectations	<ul style="list-style-type: none">Full-scale sales of new mainstay titles scheduled in and after Q2 <i>Sonic Racing: CrossWorlds</i>, next installation of <i>Football Manager</i>
	F2P	<ul style="list-style-type: none"><i>Persona5: The Phantom X</i> started steadilyExisting titles performed as expected	<ul style="list-style-type: none">Service launch of <i>Sonic Rumble</i> and <i>SEGA FOOTBALL CLUB CHAMPIONS 2025</i>
	Other	<ul style="list-style-type: none">Recorded revenue of subscription servicesIncreased in character license revenue	<ul style="list-style-type: none">Increase in character licensing revenueMajor update and strengthening of the operation of existing mainstay titles of Rovio
Animation		<ul style="list-style-type: none">Released movie, <i>Detective Conan : One-Eyed Flashback</i>, etc.Continuously recorded the allocated revenue from the first and second <i>Sonic</i> movie	<ul style="list-style-type: none">Record allocated revenue of <i>Detective Conan : One-Eyed Flashback</i>Start broadcast of <i>SAKAMOTO DAYS</i> and <i>Dr.STONE SCIENCE FUTURE</i>, etc.
AM&TOY	AM	<ul style="list-style-type: none">Weak trend in sales of prizes	<ul style="list-style-type: none">Plan to sell centered on prize categoryRelease <i>UFO CATCHER TRIPLE TWIN 2</i>, etc.
	TOY	<ul style="list-style-type: none">Plan to sell regular products, etc.	<ul style="list-style-type: none">Plan to sell regular products, etc.Focus on <i>Favoritoy</i>, using popular characters, etc.

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Here is an explanation of each Sub-segment.

Full Game and F2P are as explained earlier.

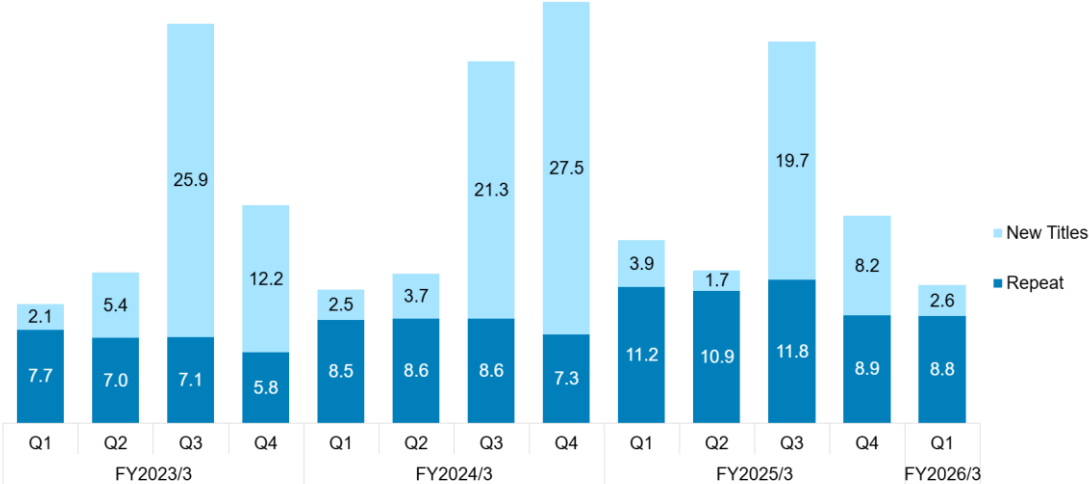
In the Animation area, *Detective Conan: One-Eyed Flashback*, which was released in April, performed well, with box-office revenues surpassing 14.0 billion yen. We expect allocated revenue from the *Conan* movie to be recorded in Q2 as usual, and other mainstay animation works will also begin broadcasting from Q2 onward.

Although we continued to record allocated revenues from the past *Sonic* movies, revenues related to *Knuckles*—a spin-off from the *Sonic* movie that started the broadcasting in the same period of the previous fiscal year—were generated only in the previous fiscal year. Therefore, revenue related to *Sonic* cinematic releases was lower YoY but are slightly exceeding our expectations. The allocated revenue from the third *Sonic* movie, *Sonic the Hedgehog 3*, is not included in the forecast of this fiscal year and is expected to contribute from the next fiscal year onward.

Results in the AM&TOY area were generally in line with our expectations. From Q2 onward, we plan to move forward with full-scale initiatives, including the launch of a new product for UFO CATHER® series.

(Reference) Consumer Area / Full Game: Sales Trend

(Unit: Billion yen)



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For your reference, here is the sales trend of Full Game by quarter.

As mentioned earlier, the repeat sales were lower than expected, but have been recovering since July, and the sales of new titles were lower YoY due to the absence of mainstay titles.

Roll-out Schedule (CS)



		Title	Launch	Region	Platform	
Full Game	FY2026/3	Yakuza 0 Director's Cut	Jun. 5, 2025	Global	Nintendo Switch™ 2	Date in "Launch" is the release date in Japan. Released simultaneously with Nintendo Switch™ 2 outside of Japan.
		Puyo Puyo™ Tetris®2S	Jun. 5, 2025	Global	Nintendo Switch™ 2	Date in "Launch" is the release date in Japan. Released simultaneously with Nintendo Switch™ 2 outside of Japan.
		RAIDOU Remastered: The Mystery of the Soulless Army	Jun. 19, 2025	Global	Multi-platform	
		SHINOBI: Art of Vengeance	Aug. 29, 2025	Global	Multi-platform	
		Sonic Racing: CrossWorlds	Sep. 25, 2025	Global	Multi-platform	Will be available on Nintendo Switch™ 2 at a later date
		Persona 3 Reload	Oct. 23, 2025	Global	Nintendo Switch™ 2	Available on PS5®, Xbox Series X S, PC, etc.
		Virtua Fighter 5 R.E.V.O. World Stage	Oct. 30, 2025	Global	PS5®, Xbox Series X S	PC: available now / Nintendo Switch™ 2: release date to be determined
		Yakuza Kiwami	Nov. 13, 2025	Global	Nintendo Switch™ 2	Available on Nintendo Switch™, PS4®, Xbox One, and PC
		Yakuza Kiwami 2	Nov. 13, 2025	Global	Nintendo Switch™ 2	Available on PS4®, Xbox One, and PC
		Football Manager (Title TBD)	2025	Global	Multi-platform	
	TBD	Persona 4 Revival	TBD	Global	Xbox Game Pass, Xbox Series X S, PlayStation®5, PC	
		STRANGER THAN HEAVEN	TBD	TBD	TBD	
F2P	FY2026/3	Persona5: The Phantom X	Jun. 26, 2025	Global	iOS/Android/PC	China, South Korea and Traditional Chinese area version are published by Perfect World from Apr. 2024
		Sonic Rumble	2025	Global	iOS/Android/PC	
		SEGA FOOTBALL CLUB CHAMPIONS 2025	2025	Global	PS5®/PS4®/iOS/Android/PC	
TBD	In or after FY2026/3	New VIRTUA FIGHTER Project (Title TBD)	TBD	TBD	TBD	
		Crazy Taxi (Title TBD)	TBD	TBD	TBD	
		Golden Axe (Title TBD)	TBD	TBD	TBD	
		Jet Set Radio (Title TBD)	TBD	TBD	TBD	
		Streets of Rage (Title TBD)	TBD	TBD	TBD	
		ALIEN: ISOLATION (Title TBD)	TBD	TBD	TBD	

*Only announced titles are listed

For your reference, here is the product roll-out schedule for Consumer area within the Entertainment Contents Business.

Roll-out Schedule



[Animation]

		Title	Launch	Region	Platform	
TMS ENTERTAINMENT	FY2026/3	Detective Conan : One-Eyed Flashback	Apr. 18, 2025	-	-	
		LUPIN THE IIIRD: Zenigata and the Two Lupins	Jun. 20, 2025	-	Each platform	
		LUPIN THE IIIRD THE MOVIE: The Immortal Bloodline	Jun. 27, 2025	-	-	
		Anpanman: Chapon's Hero !	Jun. 27, 2025	-	-	
		Dr.STONE SCIENCE FUTURE	Jul. 10, 2025	-	-	
		SAKAMOTO DAYS	Jul. 14, 2025	-	-	
		My Status as an Assassin Obviously Exceeds the Hero's	Oct. 2025	-	-	A work of UNLIMITED PRODUCE Project ^{*1}
License-out/ Investment Project etc.	In or after FY2026/3	The Angry Birds Movie 3	Jan. 29, 2027	Global	-	Date in "Launch" is the scheduled global release date
		Sonic the Hedgehog 4	Mar. 19, 2027	-	-	Date in "Launch" is the scheduled release date in U.S.
		Golden Axe (Title TBD)	TBD	TBD	TBD	Licensing out
		SHINOBI (Title TBD)	TBD	TBD	TBD	Licensing out
		Streets of Rage (Title TBD)	TBD	TBD	TBD	Licensing out
		Eternal Champions (Title TBD)	TBD	TBD	TBD	Licensing out
		THE HOUSE OF THE DEAD (Title TBD)	TBD	TBD	TBD	Licensing out
		OutRun (Title TBD)	TBD	TBD	TBD	Licensing out

[AM&TOY]

		Title	Launch	Region	Platform	
AM	FY2026/3	PAW PATROL Be with Chase	Apr. 17, 2025	-	-	
		UFO CATCHER TRIPLE TWIN 2	Jul. 10, 2025	-	-	
TOY	From FY2025/3	Favoritoy Acrylic Nuigurumi/Acrylic Doll	From Jan. 2025	-	-	
	FY2026/3	"ANPANMAN" Talking Picture Book 15th Anniversary Special BOX	Jul. 31, 2025	-	-	

^{*1}UNLIMITED PRODUCE Project: an initiative to produce animation works in collaboration with other studios, with the aim of strengthening the animation production business
^{*}Only announced titles are listed

This is the roll-out schedule for Animation and AM&TOY area.
Animation area includes licensing-out and investment projects as well.



Persona5: The Phantom X

- Jun. 26, 2025: Official service launch*
- Exceeded 1.5 million downloads on the first day of launch (as of Jun. 26)
- Ranked No.1 in free download rankings (Japan, as of Jun. 26)
- Steady start

*Global excluding China, Korea and Traditional Chinese area

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Persona5: The Phantom X has officially launched on June 26 and ranked No.1 in the Japan's free download rankings on its first day. Also, the sales of North America and Europe versions accounted for 30% to 40% of total sales, marking a steady start. We will continue to strengthen its operations.



SEGA STORE TOKYO (Shibuya, Tokyo)

- Opened on Jul. 18, 2025
- First physical store in Japan that embodies SEGA's transmedia strategy
- Showcases examples of the multifaceted development of a wide range of IPs

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On July 18, we have opened SEGA STORE TOKYO, our first flagship store in Japan. By utilizing the store to increase touchpoints for SEGA IP and as a showcase for licensees, we will widely promote SEGA's diverse range of IPs.

Full Game



SHINOBI: Art of Vengeance
(Aug. 29, 2025)



Yakuza Kiwami 2
(Nov. 13, 2025, Nintendo Switch™ 2 compatible version of previously released title)



Sonic Racing: CrossWorlds
(Sep. 25, 2025)

**FOOTBALL
MANAGER™**

Football Manager
(Title TBD, Fall 2025)

F2P



Sonic Rumble
(2025)



SEGA FOOTBALL CLUB CHAMPIONS 2025
(2025)

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These are the mainstay titles for this fiscal year in Consumer area. We plan to launch and begin offering the titles sequentially in Q2 or after.

Pachislot & Pachinko Machines Business



(Billion yen)	FY2025/3		FY2026/3	
	Q1	Full Year Results	Q1	Full Year Forecast
Sales	28.8	97.1	11.0	130.0
Pachislot	17.4	41.0	0.0	73.1
Pachinko	9.0	45.4	7.7	45.6
Other / Elimination	2.4	10.7	3.3	11.3
Operating Income	10.5	20.0	-3.8	28.5
Ordinary Income	10.7	20.9	-3.6	30.0
Indicators in the Medium-Term Plan				
Adjusted EBITDA	11.4	24.2	-2.8	33.0
Pachislot				
Number of Titles	3 titles	8 titles	-	6 titles
Unit Sales (units)	36,993	86,641	52	144,000
Pachinko				
Number of Titles	2 titles	8 titles	1 title	6 titles
Unit Sales (units)	22,475	99,889	18,596	104,000
Board + Frame	2,383	61,925	6,407	87,700
Board	20,092	37,964	12,189	16,300

*New series are counted as one title
(Titles which installation started from previous FY, specification changed titles, etc. are not included)

FY2026/3 Q1 Results

➤ Off to a good start compared to expectations

- Main titles sold:
Dejihane P Hokuto No Ken Jibo
P Zombie Land Saga, etc.

Forecast

➤ Start the launch of mainstay titles featuring new uses of popular IPs

- Pachislot: *Smart Pachislot Tokyo Revengers*
(Installation: Sep. 2025 (Plan))
- Pachinko: *e Tokyo Revengers*
(Installation: Jul. 2025)

In the Pachislot & Pachinko Machines Business, although there were no new pachislot titles released in Q1, *Dejihane P Hokuto No Ken Jibo* and *P Zombie Land Saga*, etc. were sold in pachinko, resulting in a steady start to the fiscal year at the operating income level, which exceeded our forecast.

Looking ahead, we will begin launching our mainstay titles and will release pachislot and pachinko based on the popular IP, *Tokyo Revengers*, in Q2.

【Main titles sold in Q1 / titles planned to be sold in or after Q2】

		Title	Installation	Unit Sales	Specification Range ¹⁾	Sort
Pachislot	In or after Q2	Smart Pachislot Tokyo Revengers	Sep. 2025	-	Medium	New Series
		(TBD) Hokuto No Ken Chapter of Resurrection 2	-	-	-	New Series
		(TBD) Kabaneri of the Iron Fortress: The Battle of Unato	-	-	-	New Series
		(TBD) Lycoris Recoil	-	-	-	New Series
		Title	Installation	Unit Sales	Specification Range ²⁾	Sort
Pachinko	Q1	P Zombie Land Saga	Apr. 2025	4,004 units	Light Middle	New Series
		Dejihane P Hokuto No Ken Jibo	May. 2025	7,650 units	Light	Specification Change
		Dejihane P Monster Hunter Rise	Jun. 2025	3,343 units	Light	Specification Change
	In or after Q2	e Tokyo Revengers	Jul. 2025	-	High Middle	New Series
		Dejihane P Initial D 2nd	Sep. 2025	-	Light	Specification Change
		e Aura Battler Dunbine 3 ZEROSONIC	Oct. 2025	-	Light Middle	New Series

¹⁾ Specification Range (Pachislot): Classified by gambling aspect (High/Medium/Low). Calculated based on in-house definition.
²⁾ Specification Range (Pachinko): Classified by symbol matching probability (High/High Middle/Middle/Light Middle/Light/Minimum/Other). Based on the jackpot probability classification of Daikoku Denki Co., Ltd.
High=1/320 or less, High Middle=1/280~1/319, Middle=1/200~1/279, Light Middle=1/120~1/199, Light=1/40~1/119, Minimum=1/39 or more

*Unit sales only in FY2026/3 are listed
*Only announced titles are listed

This is the sales schedule for the Pachislot & Pachinko Machines Business.

Although the approval status of pachislot machines remains low across the entire pachislot & pachinko machines industry, we will strive to supply competitive titles through development without compromise. On the other hand, the sales schedule may be affected depending on the approval status. In such cases, we are constantly reviewing our approach to prioritize applications for mainstay titles to mitigate the impact.

Q2 Featured Titles



Smart Pachislot Tokyo Revengers



e Tokyo Revengers

©Ken Wakui, KODANSHA / TOKYO REVENGERS Anime Production Committee. ©Sammy

Smart Pachislot Tokyo Revengers

(Installation: Sep. 2025 (Plan))

- First release of new pachislot cabinet
- Sales Status: Performing strong, exceeding initial forecast

e Tokyo Revengers

(Installation: Jul. 2025)

- Machine equipped with Lucky Trigger 3.0 Plus
- Sales Status: Exceeding initial forecast. Additional sales planned due to its popularity

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As a notable title for Q2, we will introduce *Tokyo Revengers* for both Pachislot and Pachinko machines.

Smart Pachislot Tokyo Revengers for pachislot will be the first title to launch with our new pachislot cabinet. In the pachislot & pachinko machine market, which continues to shrink over the long term, the introduction of new cabinets with a view to reducing the burden on pachinko halls and users in the future is a measure to create an environment for coexistence and co-prosperity with the industry. The current sales status is progressing strongly, and we received orders significantly exceeding our plan of 20,000 units.

The pachinko cabinet, *e Tokyo Revengers*, was introduced in July as a model compatible with Lucky Trigger 3.0 Plus. Sales have reached the initial forecast of 20,000 units. In the initial stage, it achieved the highest utilization rate among models compatible with Lucky Trigger 3.0 Plus. Due to strong performance, we plan to sell additional units.

(Billion yen)	FY2025/3		FY2026/3	
	Q1	Full Year Results	Q1	Full Year Forecast
Sales	0.6	5.4	1.3	6.0
Operating Income	-0.3	-0.7	-0.8	-1.5
Non-operating income	1.4	3.2	1.2	1.8
Non-operating expenses	0.1	0.2	0.2	0.3
Ordinary Income	0.9	2.1	0.1	0.0
Indicators in the Medium-Term Plan				
Adjusted EBITDA	0.7	1.0	0.1	-2.5
Gaming Machine (units)				
Unit Sales (N.A.+Asia)	190	1,310	262	1,217
No. of newly installed units (N.A.+Asia)	249	1,652	427	2,569
No. of utilized units of leased machine at the end of each quarter (N.A.)	398	603	768	1,704

FY2026/3 Q1 Results

➤ Gaming machine sales for casinos and PARADISE SEGASAMMY performed strong

- Gaming machine sales:
 - Sales centered on *Railroad Riches*™ series compatible with the video slot machine cabinet, *Genesis Atmos*®, in the U.S.
- PARADISE SEGASAMMY:
 - Continued strong performance in casino sales centered on Japanese customers

➤ Recorded M&A-related expenses

Forecast

- Strengthen sales of *Railroad Riches*™ and *Super Burst*™ series
- Expect contribution to profit in equity-method earnings (PARADISE SEGASAMMY)
- The impact of Stakelogic and GAN on the full-year operating results forecast is currently being examined

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In the Gaming Business, sales of video slot machines were strong in the U. S., resulting in a smooth start of Q1.

As mentioned before, we have recorded M&A-related expenses associated with the completion of the acquisitions of Stakelogic and GAN, but these expenses have already been included in the initial forecast. PARADISE CITY in South Korea continued to maintain strong sales, centered on Japanese VIP customers at the casino, resulting in an equity-method earnings amount of 1.1 billion yen, which contributed to positive start in ordinary income and adjusted EBITDA.

Going forward, we will continue to focus on strengthening sales of the *Super Burst*™ series, following our mainstay series, *Railroad Riches*™, in the gaming machine sales, as well as continuing to enhance the operation of PARADISE CITY. The impact of Stakelogic and GAN on the full-year operating results forecast is currently being examined as previously mentioned. We will disclose it once the examination is completed.

Cabinet

Game Titles



Genesis Atmos^{®1}



Railroad Riches^{™2}



Super Burst Cartin' Gold[™]



Super Burst Bouncing Lions[™]

¹ Genesis Atmos[®] won the "Top Performing NEW Core Cabinet" award at the "2025 EKG Slot Awards" hosted by Eilers & Krejcik Gaming, LLC, a US gaming research company
² Railroad Riches[™] also won the "Top Performing Game from an Emerging Supplier" award at the "2025 EKG Slot Awards"

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For your reference, these are our main products in gaming machines.

In addition to strengthening sales of these hit titles, we will work to further strengthen contacts with casino operators by cultivating new operators and increasing customer engagement.

(Reference) PARADISE SEGASAMMY



(KRW Billion)	FY2025/3		FY2026/3
	Q1	Full year Results	Q1
Sales	132.3	539.3	139.1
Casino	102.5	415.0	110.0
Hotel	23.7	102.3	23.6
Other	5.9	21.9	5.4
Cost of sales	92.2	402.9	94.4
Casino	52.6	235.3	57.7
Hotel	28.6	123.7	29.8
Other	11.0	43.9	6.9
Gross profit	40.0	136.3	44.7
SG&A	10.1	61.6	11.2
Operating profit	29.9	74.6	33.5
EBITDA	40.8	116.4	42.4
Net profit	22.4	72.2	25.5
Number of casino visitors (Thousands)	85	363	98

Source: Paradise IR

SEGASAMMY Equity method earnings amount (Billion yen)	1.0	3.2	1.1
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*PARADISE SEGASAMMY is an equity-method affiliate of the Group

*PARADISE SEGASAMMY is recorded 3 months late to the Group as it closes its fiscal year in December

*Local accounting standards

2026/3 Q1 Results

➤ Strong casino sales continued

- Casino sales remained strong driven by Japanese VIP customers and mass customers

Forecast

➤ Expect contribution to profit in equity-method earnings

- Work to increase customer attraction through strengthening of marketing

This is about PARADISE SEGASAMMY in South Korea.

Results for PARADISE SEGASAMMY shown here is from January to March 2025, as its inclusion in our results is to be recorded with a three-month delay.

Casino sales remained strong, centered on Japanese customers. The drop amount of Japanese VIP customers in May recorded the highest since its opening, maintaining a high level. Going forward, we expect that it will contribute to profit on an equity-method inclusion basis driven by casino sales, continuing to be strong.

This concludes my explanation.

Thank you for your attention.

03

Appendix

【Capital Allocation Policy】

<Source of cash>

Generation of Operating CF
(Cumulative of 3 years from FY2025/3 to FY2027/3)
Approx. 190.0 billion

*Before deduction of development investment in growth area

Cash & Deposit
(End of FY2024/3)
Approx. 220.0 billion

Working Capital
(End of FY2024/3)
Approx. 70.0 billion

<Allocation image over the next 3 years>



- **Enhance development investment to accelerate IP growth**
 - Enhancement of major IPs in Japan studios: 90.0+ billion
 - Legacy IPs/Super Game: 30.0+ billion
- **Consideration of the investment for establishing further growth pillars (including M&A)**
 - Consumer area, Gaming Business, etc.
- **Shareholder return corresponding to profit growth**

<Basic policy of shareholder return>

 - Apply "DOE of 3% or more" or "total return ratio of 50% or more," whichever is higher and return through dividends or share buybacks



<https://www.segasammy.co.jp/en/ir/>

Cautionary Statement for Investors and Shareholders with Respect to Gaming Statutes and Regulations

SEGA SAMMY HOLDINGS INC. (the "Company") is registered with the Nevada Commission as a publicly traded corporation and has been found suitable to directly or indirectly own the stock of its subsidiary, SEGA SAMMY CREATION INC., and Sega Sammy Creation USA Inc., GAN (UK) Limited, GAN Nevada, Inc., wholly owned subsidiaries of SEGA SAMMY CREATION INC. (collectively, the "Operating Subsidiaries"), that have been licensed as manufacturers and distributors of gaming devices and an operator of an information service in Nevada. Pursuant to Nevada law, the Company's shareholders are subject to the rules and regulations of the Nevada Gaming Authorities. A detailed explanation of Gaming Statutes and Regulations can be found on the Company's corporate website:

<https://www.segasammy.co.jp/en/ir/stock/regulation/>

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Please visit below website for more information of products and services of SEGASAMMY.
<https://www.segasammy.co.jp/en/corp/group/>
(Sega Sammy Group Website list)

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