

October 24, 2025

(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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Notice regarding *Sonic Rumble* official release set for November 5
and Free Update of *Sonic Racing: CrossWorlds*

SEGA SAMMY HOLDINGS INC. (the Company) hereby notifies that SEGA CORPORATION, a group company of the Company announced that *Sonic Rumble* will officially launch on November 5, 2025, on iOS, Android, Google Play Games, and Steam.

It also announced that *Sonic Racing: CrossWorlds*, which has sold over 1 million units worldwide since its release, will start the free *Joker* (from *Persona 5 Royal*) update on October 23.

**1 Includes physical units and digital downloads for each platform. (Source: SEGA)*

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

Attached material:

- ***Sonic Rumble* Official Release Set for November 5! Pre-Register to Receive In-Game Rewards!**
- ***Sonic Racing: CrossWorlds* Free *Joker* Update Arrives on October 23! Over 1 Million Units Sold Worldwide and Still Counting!**

Sonic Rumble Official Release Set for November 5! Pre-Register to Receive In-Game Rewards!



October 23, 2025 – SEGA is excited to announce that *Sonic Rumble* will officially launch on November 5, 2025, on iOS, Android, Google Play Games, and Steam.

In *Sonic Rumble*, players dive into a whimsical toy world created by *Dr. Eggman* and battle it out as toy versions of *Sonic* and his friends. Navigate tricky obstacle courses, take on powerful foes, and compete in a variety of challenges! There's lots to unlock as you play, including *Sonic*, *Tails*, *Knuckles*, *Shadow*, *Dr. Eggman*, and other beloved characters!

The game will also host plenty of exciting crossover events. An incredible lineup of guest characters, including familiar faces from other SEGA titles, will join the rumble, so stay tuned for further updates!

Enjoy A Variety of Different Modes and Highly Customizable Gameplay

With crossplay support between PC and mobile platforms, players can compete in real-time battles against opponents from around the world. In *Ring Survival*, players will need to complete 3 *Stages* while collecting the most *Rings*. Each *Stage* has unique objectives: *Run*, *Survival*, *Team*, and *Ring Battle*. Rush to the goal, survive an onslaught of obstacles and enemies, cooperate in team-based contests, or fight to collect the most *Rings*! Play against friends and family in over 75 *Stages* inspired from the *Sonic the Hedgehog* series—including *Green Hill* and *Chemical Plant*!

Characters have access to customizable skills and multiple *Skill Slots*, allowing you to experiment with countless combination to create your own winning strategy. To make things more exciting, *Co-op Battles* will make their debut at launch. In this new mode, victory hinges on teamwork and coordination as players unite to overcome deadly obstacles and fierce attacks.



Pre-Registration Campaign Underway!

With over 1.4 million users pre-registered for *Sonic Rumble*, players are set to receive *5,000 Rings*, a *Chao Happy Sticker*, the *Crystal Chao Buddy*, *Garnet Knuckles Skin*, and exclusive *Movie Sonic Skin*. All pre-registered players will receive these rewards when the game releases, so be sure to pre-register today!

For more information on pre-registration, please visit the official website.

About Sonic Rumble

A multiplayer party game where players compete in online matches to collect the most Rings by winning across three rounds. Set in a whimsical toy-themed world, it offers an easy-to-pick-up, casual party experience that anyone can enjoy. Players can look forward to the signature speed and familiar gimmicks of the *Sonic* series, delivering a wide variety of exciting gameplay moments.

The game will be available on iOS, Android, and PC (Steam / Google Play Games) as a free-to-play title with optional in-app purchases. It also supports cross-play between mobile and PC, allowing players to connect and compete seamlessly across platforms.



Sonic Rumble Product Information:

Title	<i>Sonic Rumble</i>
Release Date	November 5, 2025
Platform	iOS, Android / PC (Steam/Google Play Games)
Supported OS	iOS 16.0 or later / Android OS 8.0 or later
Website	https://sonicrumble.sega.com/en/
SEGA Asia Facebook	https://www.facebook.com/sega.asia.EN
Copyright	©SEGA

Sonic Racing: CrossWorlds
Free Joker Update Arrives on October 23!
Over 1 Million Units Sold Worldwide and Still Counting!



October 23, 2025 – SEGA is thrilled to announce that the free *Joker* update is coming to *Sonic Racing: CrossWorlds* on October 23, followed by the start of *Joker Festival*, a limited-time collaboration event, on October 24.

During the event, players can collect *Festival Points* to obtain exclusive in-game items.

We are also pleased to announce that since its release, the title has sold over 1 million units worldwide* and continues to be enjoyed by players around the world.

*1 Includes physical units and digital downloads for each platform. (Source: SEGA)

Joker Joins Sonic Racing: CrossWorlds!

Once the free update goes live, players will be able to steal the show as *Joker* in his signature ride, the *Arsène Wing*. The update also adds 3 songs from *Persona 5 Royal* to the game. Visit the *Jukebox* to select some of the tracks as background music for your races!



Joker



Arsène Wing

【New Songs】

"Take Over"

"Wake Up, Get Up, Get Out There"

"Victory" (Jukebox only)



The Joker Festival Kicks Off Soon for a Limited Time!



Sonic Racing: CrossWorlds will be hosting a special *Joker (Persona 5 Royal)* collaboration event! Join one of three teams and compete to score the most points. Each race offers a different challenge, where you'll need to compete to grab the most *Rings* or under other unique rules. *Earn Festival Points* during the event to unlock exclusive items, including a new horn, decals, and more!

Schedule: October 24, 2025, 8:00 AM–October 27, 2025, 7:59 AM (UTC+8)

Rewards



**Festival-exclusive gadgets will become available to players in future updates.*

**Alternative ways of obtaining Festival rewards may be introduced in the future.*

**Deleting your save data will also erase all Festival rewards you've earned. These cannot be obtained again, so please be mindful when deleting your data.*

Over 1 Million Units Sold Worldwide and Still Counting!



Sonic Racing Crossworld has sold over 1 million units worldwide and continues to be enjoyed by players across the world. ^{*1}

Moreover, the game has earned an “Overwhelmingly Positive” rating on Steam and an average User Score above 9.0 on Metacritic. ^{*2}

^{*2} Scores as of October 23, 2025, on PlayStation 5 and Steam.

Free Demo Available

Anyone on PlayStation®5, Nintendo Switch™, Xbox Series X|S, Steam, and Epic Games can try *Sonic Racing: CrossWorlds* for free!

Download the free demo to customize *Machines*, equip different *Gadgets*, and put them to the test in *Grand Prix* or *Time Trial*. You can also transfer your save data once you pick up the full game!

Sonic Racing: CrossWorlds Product Information:

Title	<i>Sonic Racing: CrossWorlds</i>
Release Date	Available September 25, 2025
Platform	* The Nintendo Switch™2 version will be released at a later date PlayStation®5, PlayStation®4, Xbox Series X S, Xbox One, Nintendo Switch™ 2, Nintendo Switch™, PC (Steam, Epic Games Store)
Website	https://asia.sega.com/SonicRacingCrossWorlds/en/
SONIC ASIA PORTAL	https://asia.sega.com/SonicTheHedgehog/en/
SEGA Asia Facebook	https://www.facebook.com/sega.asia.EN
Sonic The Hedgehog Facebook	https://www.facebook.com/SonicOfficial.asia
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*The Nintendo Switch™ version allows local play (Wireless Play) for up to 8 players.

*World Match can only be played online, while Grand Prix and Race Park can be enjoyed locally and online.

*Nintendo Switch™ players can upgrade their version of the game by purchasing the upgrade pack.