

Q3 for the Fiscal Year Ending March 2026 Results Presentation

February 13, 2026

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01

FY2026/3 Q3 Results / Forecast

1

Impairment of goodwill and other intangible assets at Rovio and Stakelogic

- Rovio: Approx. 31.3 billion yen
- Stakelogic: Anticipating approx. 15.0 billion yen^{*1}
(expected to be recognized at the end of FY)

*The amount is currently under review

2

Review of capital allocation policy

- Suspend large-scale M&A for the time being
- Implement the acquisition of treasury stocks (share buybacks) of 20.0 billion yen

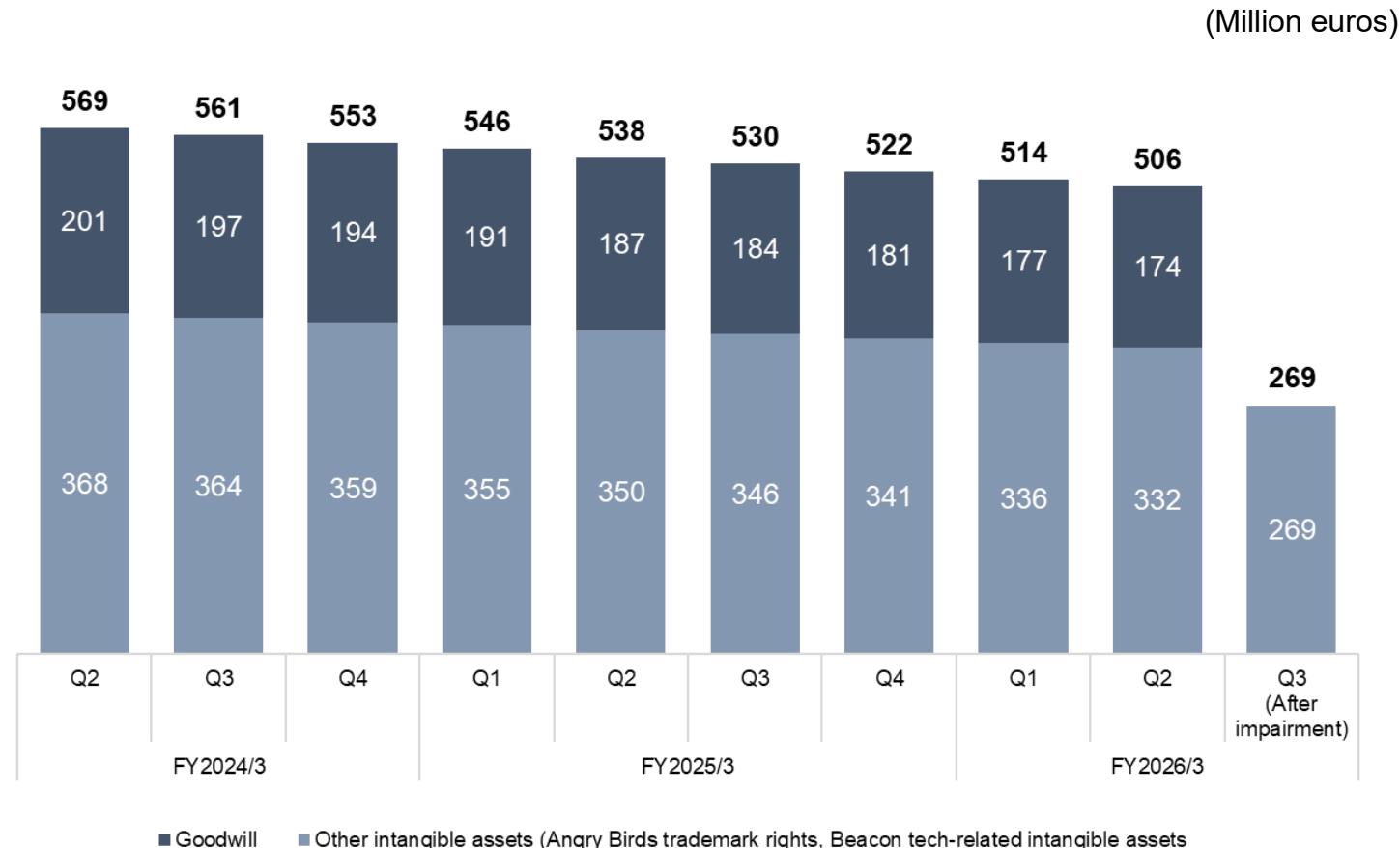
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Revision of operating results forecast
(See P. 6 for details)

- Recognized extraordinary losses associated with the implement of impairment
- Reflected performance progress in each segment

Q3 Topics (Approach to Impairment of Goodwill, etc.)

[Trend of balance of Rovio's goodwill etc.]



- Recognized impairment losses of approx. 229 million euros (approx. 31.3 billion yen)
- Assumption to calculate impairment loss amount
 - Reduce the sales forecast to be generated from existing and new game titles going forward based on the shortfall rate of the most recent sales forecast
 - Taking into account the impact of reductions in fixed expenses to be implemented in the future and the reduction in fee burdens through promotion of utilization of external payment

Result Highlights (Consolidated)

(Billion yen)	FY2025/3		FY2026/3		
	Thru Q3	Full-year Results	Thru Q3	Full-year Forecast (announced on May 12)	Revised Forecast (announced on Feb. 13)
Sales	322.3	428.9	335.2	475.0	490.0
Operating Income	43.7	48.1	19.8	53.0	40.0
Ordinary Income	49.4	53.1	23.8	56.0	43.5
Extraordinary income	9.1	10.0	0.8	0.0	1.0
Extraordinary losses	7.4	8.3	36.2	2.5	53.5
Profit attributable to owners of parent	41.7	45.0	-16.8	37.5	-13.0
Indicators in the Medium-Term Plan					
Adjusted EBITDA	54.5	62.2	3.4	67.5	10.0
ROE	-	12.2%	-	-	-

FY2026/3 Q3 Results

➤ **Results fell short of initial forecast mainly due to the Entertainment*1 and the Gaming Business**

- Full Game sales, new F2P titles and Rovio's performance fell short of expectations in the Entertainment
- The Pachislot & Pachinko Machines performed strongly particularly for mainstay titles
- Existing businesses in the Gaming performed strongly
- Incorporated the results of the two acquired companies of the Gaming

Forecast

➤ **Revise full-year operating results forecast**

- Reflect results of each business (See next page for details)
- Reflect impairment losses of goodwill, etc. into extraordinary losses

*Adjusted EBITDA: Ordinary income + Interest expenses + Depreciation and amortization ± Adjustment items

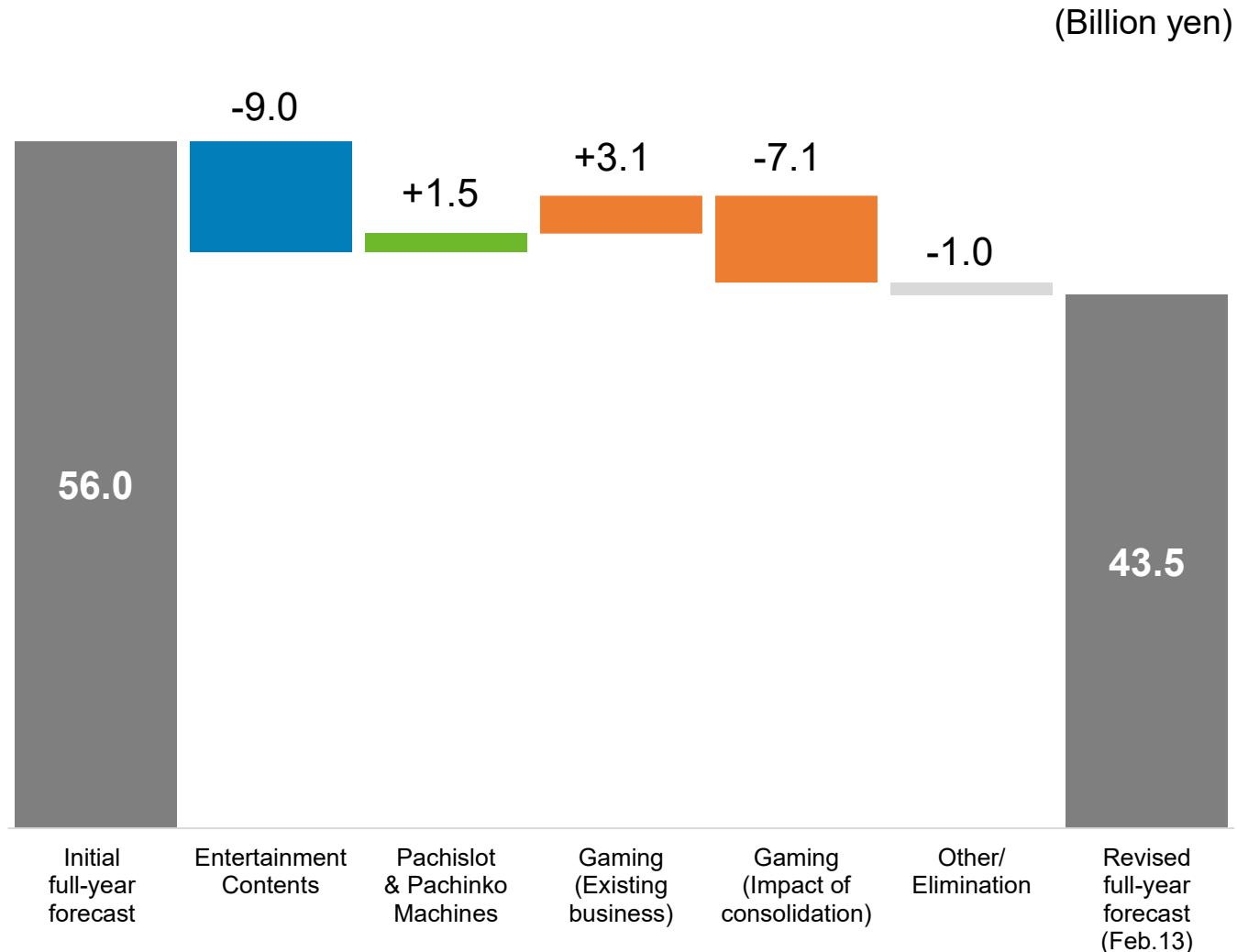
Adjustment items:

Extraordinary income of business, Extraordinary losses of business (impairment, title write-down, etc.), Profit attributable to non-controlling interests, Goodwill, trademark right amortization, etc. associated with M&A

*¹ Entertainment = Entertainment Contents Business

Revision of Operating Results Forecast

[Increase or decrease in ordinary income by segment from initial forecast]



- **Entertainment Contents Business**
 - Full Game sales, new F2P titles and Rovio's performance fell short of expectation
- **Pachislot & Pachinko Machines Business**
 - Exceeded expectations, driven by strong performance of mainstay titles
- **Gaming Business**
 - Gaming machine sales for casinos and PARADISE SEGASAMMY performed strongly
 - Ordinary loss amount increased in the Gaming Business due to the incorporation of the results of GAN and Stakelogic, the two acquired companies, and recording of their goodwill amortization, which were not factored in the forecast (impact of consolidation)

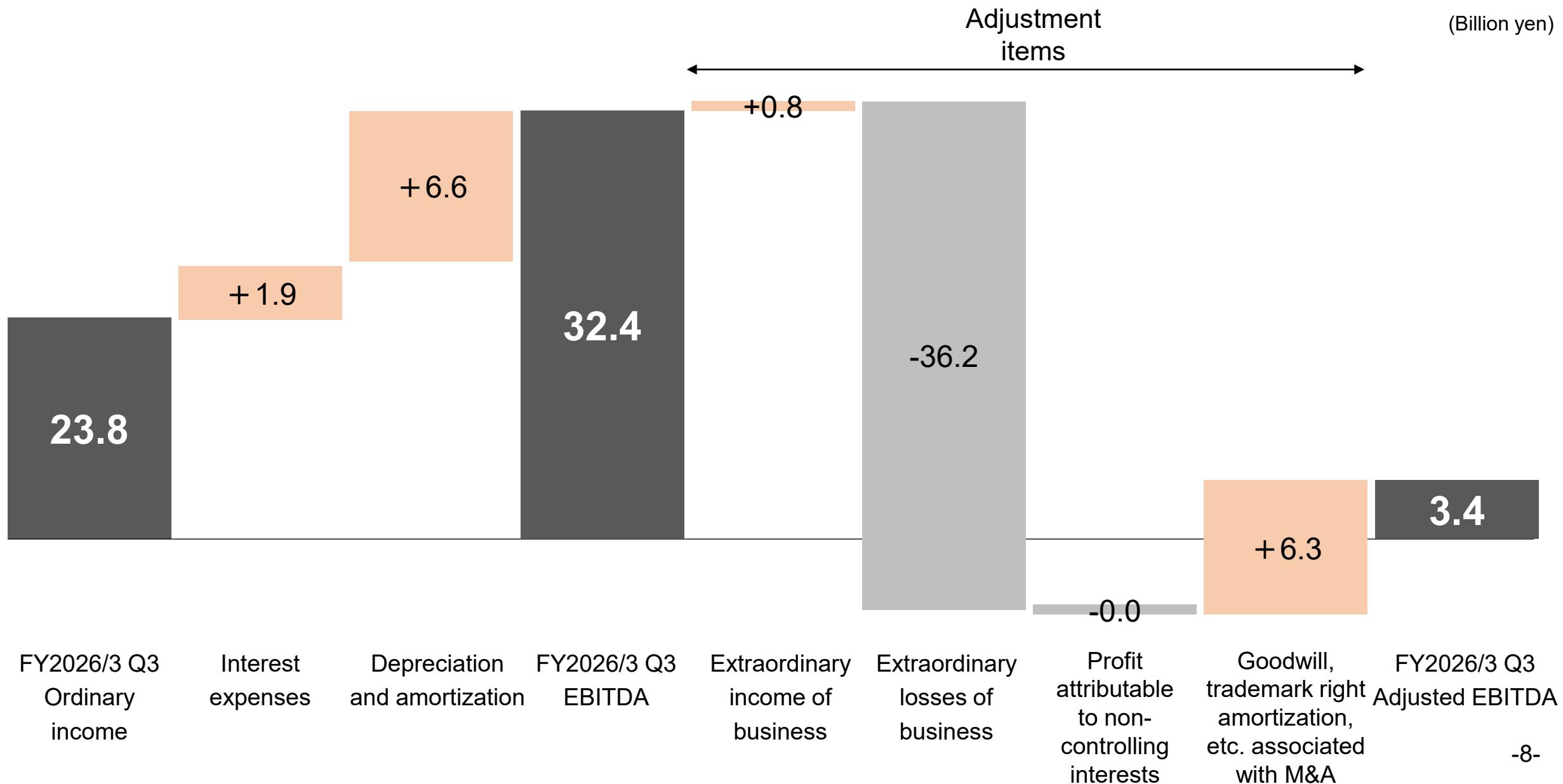
(Reference) Per Segments Results

SEGA Sammy

(Billion yen)	FY2025/3		FY2026/3		Revised Forecast (announced on Feb. 13)
	Thru Q3	Full-year Results	Thru Q3	Full-year Forecast (announced on May 12)	
Sales	322.3	428.9	335.2	475.0	490.0
Entertainment Contents	238.6	321.5	242.2	336.0	330.0
Pachislot & Pachinko Machines	76.4	97.1	73.3	130.0	133.0
Gaming	3.1	5.4	16.7	6.0	24.0
Other / Elimination	4.2	4.9	3.0	3.0	3.0
Operating Income	43.7	48.1	19.8	53.0	40.0
Entertainment Contents	34.6	40.8	23.7	39.5	30.5
Pachislot & Pachinko Machines	19.2	20.0	10.0	28.5	30.5
Gaming	-1.1	-0.7	-4.8	-1.5	-8.5
Other / Elimination	-9.0	-12.0	-9.1	-13.5	-12.5
Adjusted EBITDA	54.5	62.2	3.4	67.5	10.0
Entertainment Contents	40.5	48.1	2.0	50.0	10.0
Pachislot & Pachinko Machines	22.2	24.2	11.2	33.0	32.0
Gaming	0.0	1.0	0.1	-2.5	-18.5
Other / Elimination	-8.2	-11.1	-9.9	-13.0	-13.5

*See P. 14 for details about each segment

(Reference) EBITDA Adjustment Items (FY2026/3 Q3 Results)



Impact of Exchange Rate Fluctuations

[Impact of foreign exchange in Q3 Results]

- Positive impact of approx. 2.1 billion yen for sales and positive impact of approx. 0.2 billion yen for operating income in the Entertainment Contents Business

		Q1	Q2	Q3
Consumer	Net Sales	-0.29	0.32	2.12
	Operating Income	-0.37	-0.20	0.16
Animation	Net Sales	-0.01	0.00	0.03
	Operating Income	-0.01	0.00	0.03
AM ^{*1} &TOY	Net Sales	-0.00	-0.00	-0.00
	Operating Income	-0.02	0.10	0.01

(Billion yen)

[Currency Rates]

- 1 USD: Rate in initial forecast 148.0 yen → AR 149.45 yen
- 1 GBP: Rate in initial forecast 202.0 yen → AR 199.44 yen
- 1 Euro: Rate in initial forecast 161.0 yen → AR 171.89 yen

- Recorded foreign exchange gains of 0.01 billion yen in non-operating expenses due to revaluation and settlement of receivables and payable denominated in foreign currencies

Various Expenses, etc.

(Billion yen)		FY2025/3		FY2026/3	
		Thru Q3	Full-year Results	Thru Q3	Full-year Forecast (announced on May 12)
Entertainment Contents	R&D / Content production	49.3	68.9	57.6	70.4
	Advertising	20.3	27.0	23.1	28.9
	Depreciation	3.3	4.6	3.4	4.6
	Cap-ex	4.4	7.6	6.0	6.5
Pachislot & Pachinko	R&D / Content production	9.6	13.5	10.4	14.2
	Advertising	2.7	3.4	2.6	4.2
	Depreciation	2.1	2.7	2.0	2.5
	Cap-ex	3.2	4.9	3.5	8.1
Gaming	R&D / Content production	0.6	0.9	3.6	1.6
	Advertising	0.0	0.1	1.8	0.1
	Depreciation	0.0	0.0	0.5	0.0
	Cap-ex	1.7	2.1	1.2	2.5
Consolidated total	R&D / Content production	59.6	83.3	71.6	86.3
	Advertising	24.0	31.6	28.2	34.5
	Depreciation	6.2	8.4	6.6	8.2
	Cap-ex	10.2	15.9	12.1	18.8
					96.5
					36.5
					8.5
					19.6

FY2026/3 Q3 Results

- R&D / Content production expenses:
 - Increased compared to FY2025/3 due to increase in new title launch of Full Game and F2P (CS*1)
 - Increased compared to FY2025/3 due to the impact of M&A (Gaming)
- Advertising and Depreciation expenses:
 - Increased compared to FY2025/3 due to increase in new title launch of Full Game and F2P (CS)
 - Increased compared to initial forecast due to the impact of M&A (Gaming)

Forecast

- R&D / Content production and Advertising expenses:
 - Increase compared to FY2025/3 and initial forecast due to impact of M&A (Gaming)
- Cap-ex:
 - Increase compared to FY2025/3 due to installation of equipment for automation in warehouse, etc. (Pachislot & Pachinko Machines)

*1 CS = Consumer area

*The expenses for "other/elimination" are included in "Data Appendix (FY2026/3 Q3)"

*Recognition criteria of R&D and Content Production Expenses by business segments

• Entertainment Contents Business (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 Contents Business (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 Contents Business(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)

Consolidated Balance Sheet Summary

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(Billion yen)	【Assets】				【Liabilities and Net Assets】			
Account	As of the end of Mar. 2025	As of the end of Dec. 2025	Increase /Decrease	Account	As of the end of Mar. 2025	As of the end of Dec. 2025	Increase /Decrease	
Cash and Deposits	200.3	142.9	-57.4	Accounts Payable	23.5	26.6	+3.1	
Accounts Receivable	52.6	69.3	+16.7	Short Term Borrowings	7.5	7.4	-0.1	
Securities	-	0.4	+0.4	Other	63.1	75.2	+12.1	
Inventories	93.6	123.2	+29.6	Total Current Liabilities	94.1	109.2	+15.1	
Other	42.2	47.3	+5.1	Corporate Bonds	10.0	10.0	-	
Total Current Assets	388.7	383.1	-5.6	Long Term Borrowings	132.0	128.2	-3.8	
Tangible Fixed Assets	48.9	52.8	+3.9	Other	26.9	32.4	+5.5	
Intangible Fixed Assets	91.2	99.6	+8.4	Total Noncurrent Liabilities	168.9	170.6	+1.7	
Goodwill (included in Intangible Fixed Assets)	30.1	36.7	+6.6	Total Liabilities	263.1	279.8	+16.7	
Trademark right (same as above)	44.8	45.0	+0.2	Shareholders' Equity	359.7	319.8	-39.9	
Investment Securities	51.1	52.3	+1.2	Total accumulated other comprehensive income	21.3	40.4	+19.1	
Other	64.8	52.6	-12.2	Non-controlling interests	0.0	0.0	+0.0	
Total Noncurrent Assets	256.0	257.3	+1.3	Total Net Assets	381.6	360.6	-21.0	
Total Assets	644.7	640.4	-4.3	Total Liabilities and Net Assets	644.7	640.4	-4.3	

	As of the end of Mar. 2025	As of the end of Dec. 2025	Increase /Decrease		Main reasons for increase/decrease
Cash, deposits and cash equivalents	198.8	143.3	-55.5	(Current assets)	<ul style="list-style-type: none"> Cash and deposit decreased due to M&A of GAN and Stakelogic Increase in inventory assets associated with video game development
Interest bearing debt	149.5	145.6	-3.9	(Noncurrent assets)	<ul style="list-style-type: none"> Recognized impairment losses including goodwill, etc. of Rovio (-34.1 billion yen) Goodwill increased due to M&A of GAN and Stakelogic (+35.4 billion yen)
Net cash	49.3	-2.3	-51.6	(Net assets)	<ul style="list-style-type: none"> Shareholder equity decreased due to recording of losses attributable to owners of parent, the acquisition of treasury stocks, dividend payments, etc.
Equity ratio	59.1%	56.2%	-2.9p		

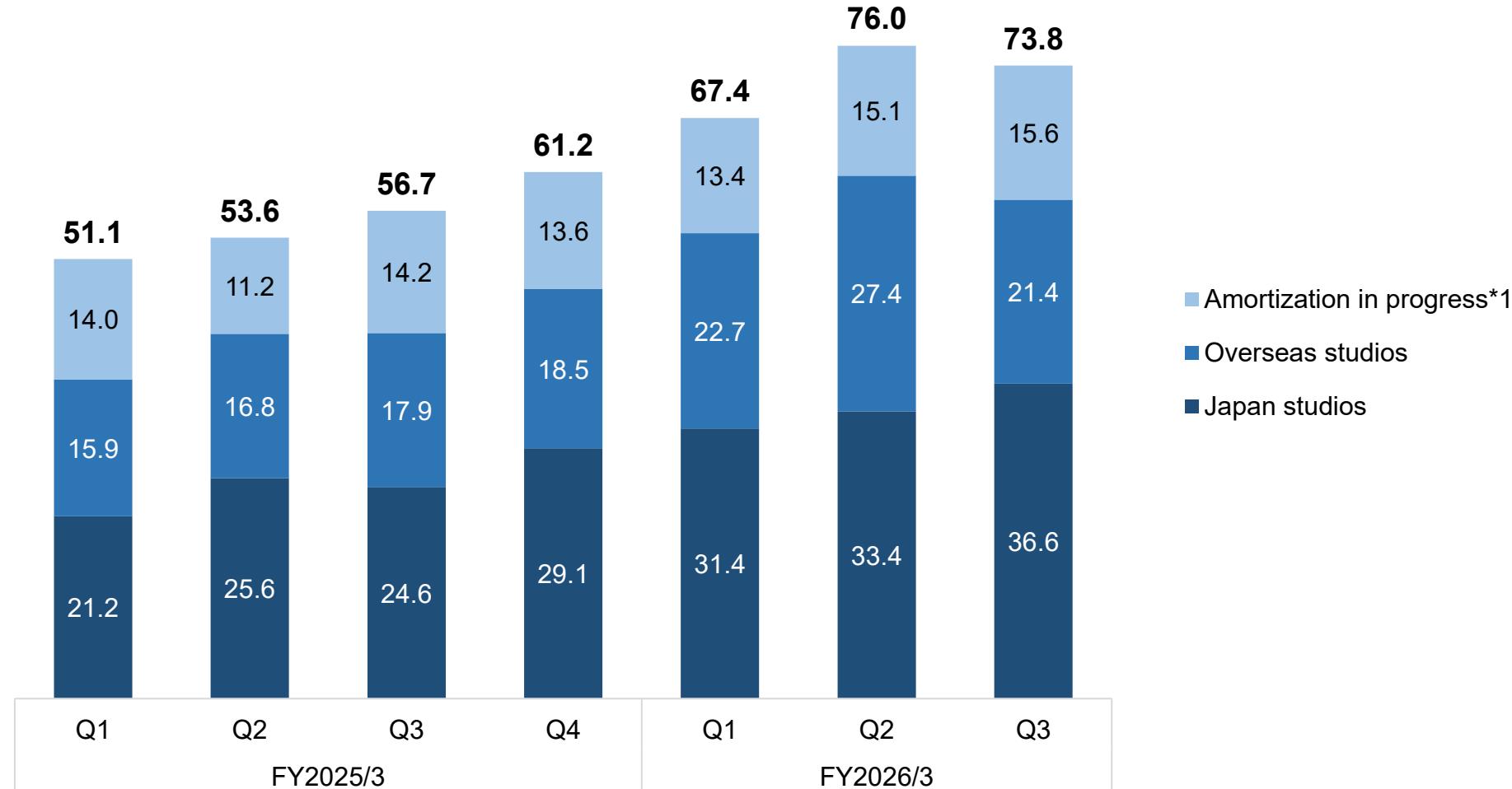
(Reference) Consolidated B/S (Balance of Goodwill and Other Intangible Assets)

Balance of goodwill and other intangible assets		End of FY2025/3	End of Q3	Remaining amortization period
Rovio	Goodwill	26.3 billion yen (181 million euro)	—	—
	Other intangible assets (trademark rights)	44.8 billion yen (308 million euro)	45.0 billion yen (244 million euro)	20 years, 8 months
	Other intangible assets (tech-related)	4.8 billion yen (33 million euro)	4.5 billion yen (24 million euro)	7 years, 8 months
GAN	Goodwill	—	17.2 billion yen (116 million USD)	9 years, 6 months
Stakelogic	Goodwill	—	18.0 billion yen (104 million euro)	8 years, 6 months

*For Stakelogic, impairment losses by the end of FY2026/3 are expected

*For GAN and Stakelogic, the purchase price allocation has not been completed. Therefore, the goodwill amount and remaining amortization period are provisional figures. Should other intangible assets be identified in future purchase price allocation, the remaining amortization period may change

(Billion yen)



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

02

Per Segments Results / Forecast

(Billion yen)	FY2025/3		FY2026/3		Revised Forecast (announced on Feb. 13)
	Thru Q3	Full-year Results	Thru Q3	Full-year Forecast (announced on May 12)	
Sales	238.6	321.5	242.2	336.0	330.0
Consumer	164.8	216.8	166.5	230.0	224.0
Animation	18.8	28.0	20.5	27.5	28.5
AM & TOY	54.8	76.6	55.2	78.5	77.5
Operating Income	34.6	40.8	23.7	39.5	30.5
Consumer	25.1	28.1	14.0	27.0	18.5
Animation	6.5	8.8	6.2	6.5	7.0
AM & TOY	2.9	3.8	3.4	6.0	5.0
Ordinary Income	37.5	41.8	24.6	40.0	31.0
Indicators in the Medium-Term Plan					
Adjusted EBITDA	40.5	48.1	2.0	50.0	10.0
Full Game Sales	59.2	76.4	52.5	78.1	72.1
New titles	25.3	33.5	23.1	33.5	33.3
Repeat sales	33.9	42.8	29.4	44.5	38.8
F2P Sales	34.7	47.1	39.1	67.0	53.1
Full Game Unit Sales (Thousand)	24,810	31,450	19,530	30,090	26,530
New titles	4,790	6,570	4,170	6,070	6,290
Repeat sales	20,010	24,870	15,350	24,010	20,230

FY2026 Q3 Results

➤ Overall performance fell below initial expectations, particularly in the Consumer area

- Full Game, new F2P titles, and Rovio underperformed compared with expectations (CS*¹)
- Existing F2P titles performed steadily (CS)
- Licensing revenue, subscription services, DLC*², (all CS) and Animation area exceeded expectations

Forecast

➤ Revise full-year forecast downward due to soft performance of Consumer area

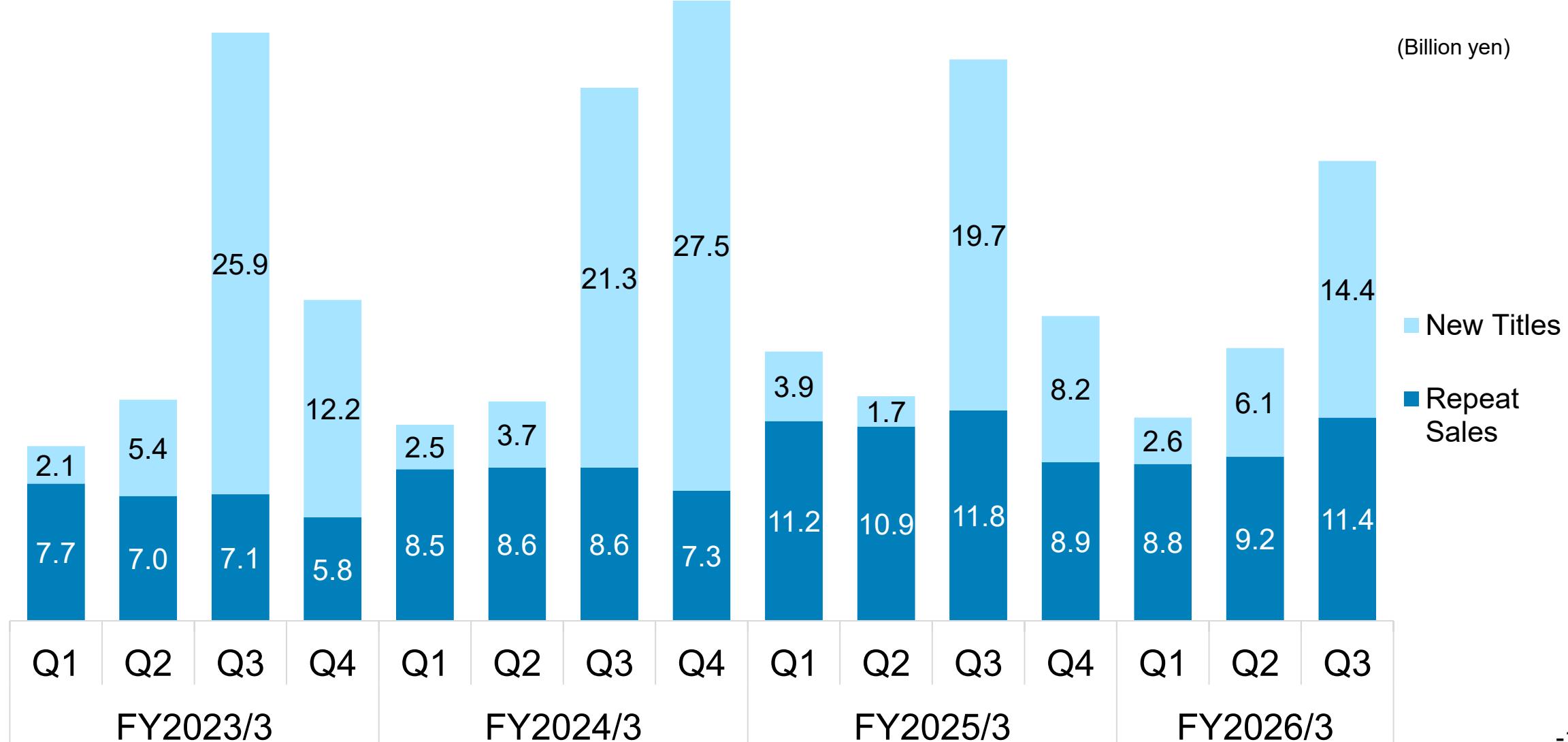
- Reflect progress of Full Game, new F2P titles and Rovio as of the end of Q3 (CS)
- Expect a YoY increase in licensing revenue (CS)
- Expect steady performance in the Animation area

*¹ CS= Consumer area, *² DLC= Downloadable content

		FY2026/3 Q3 Results	Forecast
Consumer	Full Game	<ul style="list-style-type: none"> Both new titles and repeat sales performed below expectations 	<ul style="list-style-type: none"> Boost sales during New Year and Lunar New Year sales campaign Release <i>Yakuza Kiwami 3 & Dark Ties</i>
	F2P	<ul style="list-style-type: none"> Two new titles underperformed the expectations Existing titles performed as expected 	<ul style="list-style-type: none"> Service launch of <i>SEGA FOOTBALL CLUB CHAMPIONS</i>
	Other	<ul style="list-style-type: none"> Rovio's performance has been sluggish Character licensing revenue increased Recorded revenue from DLC and subscription services, etc. 	<ul style="list-style-type: none"> Continuous updates for <i>Angry Birds 2</i> Record character licensing revenue and revenue of subscription services
Animation		<ul style="list-style-type: none"> Recorded revenue related to animation sales, etc. Continuously recorded the allocated revenue from the first and second <i>Sonic</i> movie 	<ul style="list-style-type: none"> Start broadcasting <i>BAKIDOU</i> Continuously record the allocated revenue from the first and second <i>Sonic</i> movie
AM&TOY	AM	<ul style="list-style-type: none"> Amusement machine sales performed above expectations Sales of prize merchandise remained soft 	<ul style="list-style-type: none"> Plan to sell centered on prize category Sell <i>UFO CATCHER TRIPLE 2</i> and <i>StarHorseParty</i>
	TOY	<ul style="list-style-type: none"> Sold regular products, etc. 	<ul style="list-style-type: none"> Plan to sell regular products, etc.

(Reference) Consumer Area/Full Game: Sales Trends

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Main New Titles_Sales/Launch Schedule (Consumer)

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		~FY2026/3 Q3	FY2026/3 Q4~	Upcoming Plans (Release Date TBD)	
Consumer	Full Game	<i>RAIDOU Remastered: The Mystery of the Soulless Army</i> (Jun. 19, 2025)	<i>Yakuza Kiwami 3 & Dark Ties</i> (Feb. 12, 2026)	<i>Persona 4 Revival</i>	<i>Crazy Taxi</i> (Title TBD)
	<i>SHINOBI: Art of Vengeance</i> (Aug. 29, 2025)			<i>STRANGER THAN HEAVEN</i>	<i>Golden Axe</i> (Title TBD)
	<i>Sonic Racing: CrossWorlds</i> (Sep. 25, 2025)			<i>Total War: WARHAMMER 40,000</i>	<i>Jet Set Radio</i> (Title TBD)
	<i>Persona 3 Reload</i> ^{*1} (Oct. 23, 2025)			<i>Total War: Medieval III</i>	<i>Streets of Rage</i> (Title TBD)
	<i>Football Manager 26</i> (Nov. 5, 2025)			<i>New VIRTUA FIGHTER Project</i> (Title TBD)	<i>ALIEN: ISOLATION</i> (Title TBD)
F2P	<i>Persona5: The Phantom X</i> ^{*2} (Jun. 26, 2025)				
	<i>Sonic Rumble</i> (Nov. 5, 2025)				
			<i>SEGA FOOTBALL CLUB CHAMPIONS</i> (Jan. 22, 2026)		

*1 Available on PS5®, PS4®, Xbox Series X|S, PC, etc.

*2 China, South Korea and Traditional Chinese area version are published by Perfect World from Apr. 2024

*Only announced titles are listed in Upcoming Plans

Main New Titles_Sales/Launch Schedule (Animation, AM&TOY)

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	~FY2026/3 Q3	2026/3 Q4~	Upcoming Plans (Release Date TBD)
Animation	<i>Detective Conan : One-Eyed Flashback</i> (Apr. 18, 2025)	<i>BAKIDOU</i> (Feb. 26, 2026)	<i>The Angry Birds Movie 3</i> (Dec. 23, 2026 ¹)
	<i>Anpanman: Chapon's Hero !</i> (Jun. 27, 2025)	<i>Detective Conan: Fallen Angel of the Highway</i> (Apr. 10, 2026)	<i>Sonic the Hedgehog 4</i> (Mar. 19, 2027 ²)
	<i>LUPIN THE IIIRD THE MOVIE: The Immortal Bloodline</i> (Jun. 27, 2025)	<i>Rent-a-Girlfriend (season5)</i> (Apr. 2026)	<i>Golden Axe</i> (Title TBD)
	<i>Dr. STONE SCIENCE FUTURE</i> (Jul. 10, 2025)	<i>Always a Catch !</i> (Apr. 2026)	<i>SHINOBI</i> (Title TBD)
	<i>SAKAMOTO DAYS</i> (Jul. 14, 2025)	<i>MAGIC KNIGHT RAYEARTH</i> (2026)	<i>Streets of Rage</i> (Title TBD)
	<i>My Status as an Assassin Obviously Exceeds the Hero's</i> (Oct. 6, 2025)		<i>Eternal Champions</i> (Title TBD)
			<i>THE HOUSE OF THE DEAD</i> (Title TBD)
AM&TOY	<i>PAW PATROL Be with Chase</i> (Apr. 17, 2025)	<i>UFO CATCHER TRIPLE 2</i> (Feb 12. 2026)	<i>OutRun</i> (Title TBD)
	<i>UFO CATCHER TRIPLE TWIN 2</i> (Jul. 10, 2025)	<i>StarHorseParty</i> (Mar. 2026)	
	<i>“ANPANMAN” Talking Picture Book 15th Anniversary Special BOX</i> (Jul. 31, 2025)		

*¹, *² Date in () (parentheses) is the scheduled release date in the U.S., release date in other regions TBD

*Only announced titles are listed in Upcoming Plans



Football Manager 26 (Nov. 5, 2025)

- Released a series of updates to address post-launch bugs, etc and improved the gameplay environment
- Continue to enhance the quality and fan satisfaction through ongoing dialogue with the user community

Sonic Rumble (Nov. 5, 2025)

- Various KPIs, particularly customer acquisition, fell short of expectations
- Strengthen operations through updates and other measures



Yakuza Kiwami 3 & Dark Ties (Feb. 12, 2026)

- Launched globally across multi-platform

SEGA FOOTBALL CLUB CHAMPIONS (Jan. 22, 2026)

- Launched the service globally and off to a good start
- The title rolled out on PC and certain console platforms in addition to mobile

(Billion yen)	FY2025/3		Thru Q3	FY2026/3 Full-year Forecast (announced on May 12)	Revised Forecast (announced on Feb. 13)
	Thru Q3	Full-year Results			
Sales	76.4	97.1	73.3	130.0	133.0
Pachislot	35.1	41.0	28.3	73.1	74.5
Pachinko	33.6	45.4	35.3	45.6	44.2
Other / Elimination	7.7	10.7	9.7	11.3	14.3
Operating Income	19.2	20.0	10.0	28.5	30.5
Ordinary Income	19.7	20.9	10.6	30.0	31.5

Indicators in the Medium-Term Plan

Adjusted EBITDA	22.2	24.2	11.2	33.0	32.0
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Pachislot

Number of Titles	6 titles	8 titles	2 titles	6 titles	5 titles
Unit Sales (units)	73,437	86,641	51,165	144,000	136,000

Pachinko

Number of Titles	6 titles	8 titles	4 titles	6 titles	5 titles
Unit Sales (units)	74,040	99,889	76,930	104,000	97,000
Board + Frame	38,826	61,925	42,351	87,700	54,000
Board	35,214	37,964	34,579	16,300	43,000

*New series are counted as one title

(Titles which installation started from previous FY, specification changed titles, etc. are not included)

FY2026/3 Q3 Results

➤ Released titles performed strongly overall

- Main Titles:

Smart Pachislot Bakemonogatari

Smart Pachislot Hokuto No Ken Chapter of Resurrection 2

(Portion delivered in advance)

e Hokuto No Ken 11 Bokyosei, etc.

Forecast

➤ Revise the full-year forecast upward due to strong sales of each title

➤ Launch multiple featured titles for this FY in Q4

- Pachislot:

Smart Pachislot Hokuto No Ken Chapter of Resurrection 2

Smart Pachislot GHOST IN THE SHELL

Smart Pachislot Kabaneri of the Iron Fortress: The Battle of Unato

- Pachinko:

e Kabaneri of the Iron Fortress 2 Sakaseya Sanzen, etc.

Main New Titles_Sales Schedule

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	~FY2026/3 Q3	FY2026/3 Q4~	Upcoming Plans (Release Date TBD)
Pachislot	Smart Pachislot Tokyo Revengers (Sep. 2025)	Smart Pachislot Hokuto No Ken Chapter of Resurrection 2 (Jan. 2026)	A-SLOT+ Isekai Quartet BT (Apr. 2026)
	Smart Pachislot Bakemonogatari (Dec. 2025)	Smart Pachislot GHOST IN THE SHELL (Feb. 2026)	(TBD) Lycoris Recoil (Title and Release Timing TBD)
		Smart Pachislot Kabaneri of the Iron Fortress: The Battle of Unato (Mar. 2026)	
Pachinko	e Tokyo Revengers (Jul. 2025)	e The Rising of the Shield Hero Ultimate199ver. (Jan. 2026) *Specification change	e Record of Ragnarok (Apr. 2026)
	e Aura Battler Dunbine 3 ZEROSONIC (Oct. 2025)	e Shin Hokuto Muso Chapter 5 Mugentousou (Feb. 2026) *Specification change	
	P IKUSA no KO Sengokusaikyou Dodeka199ver. (Nov. 2025) *Specification change	e Kabaneri of the Iron Fortress 2 Sakaseya Sanzen (Mar. 2026)	
	e Hokuto No Ken 11 Bokyosei (Dec. 2025)		



**Smart Pachislot
Bakemonogatari**



**e Hokuto No Ken 11
Bokyosei**

Smart Pachislot Bakemonogatari

(Installation: Dec. 2025)

- Recorded industry-leading utilization* in the recent period
- Due to strong demand, additional sales are planned for April 2026

e Hokuto No Ken 11 Bokyosei

(Installation: Dec. 2025)

- Contributed to utilization as a mainstay title in year-end

*In-house estimation based on DK-SIS data of Daikoku Denki Co., Ltd (Scope: First-week utilization performance of pachislot machines sold from Jan. 2024 to Dec. 2025)

Main Titles Planned to Be Sold in Q4

SEGA Sammy



**Smart Pachislot
Hokuto No Ken
Chapter of Resurrection 2**



**Smart Pachislot
GHOST IN THE SHELL**



**Smart Pachislot
Kabaneri of the Iron Fortress:
The Battle of Unato**

Smart Pachislot Hokuto No Ken Chapter of Resurrection 2

(Installation: Jan. 2026)

- Revival of the title released in 2013
- Strong utilization

Smart Pachislot GHOST IN THE SHELL

(Installation: Feb. 2026)

- Revival of the title released in 2013
- Off to a good start

Smart Pachislot Kabaneri of the Iron Fortress: The Battle of Unato

(Installation: Mar. 2026)

- Successor to *Smart Pachislot Kabaneri of the Iron Fortress* released in 2022
- Start the sales of reel part from this machine

(Billion yen)	FY2025/3		Thru Q3	FY2026/3	
	Thru Q3	Full-year Results		Full-year Forecast (announced on May 12)	Revised Forecast (announced on Feb. 13)
Sales	3.1	5.4	16.7	6.0	24.0
Gaming machine sales	3.2	5.8	5.9	6.4	7.3
GAN*1	-	-	9.2	-	14.5
Stakelogic*1	-	-	1.4	-	2.2
Operating Income	-1.1	-0.7	-4.8	-1.5	-8.5
Gaming machine sales	0.2	1.0	1.3	0.6	0.9
GAN*1	-	-	-1.6	-	-2.4
Stakelogic*1	-	-	-1.0	-	-1.7
Goodwill amortization	-	-	-1.9	-	-2.9
Other common expenses ² / Elimination	-1.3	-1.7	-1.6	-2.1	-2.4
Equity method earnings amount (PARADISE SEGASAMMY*3)	2.0	3.2	2.9	1.8	3.0
Ordinary Income	0.9	2.1	-0.2	0.0	-4.0
Indicators in the Medium-Term Plan					
Adjusted EBITDA	0.0	1.0	0.1	-2.5	-18.5

*GAN and Stakelogic are recorded 3 months late to the Group as it closes its fiscal year in December. For FY2026/3, their 9 months results are incorporated (from April to December 2025)

*Other common expenses include fixed expenses such as common personnel expenses, project-related expenses, etc.

*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

FY2026/3 Q3 Results

- **Gaming machine sales for casinos and PARADISE SEGASAMMY performed strongly**
 - Gaming machine sales: Sales centered on the video slot *Railroad RICHES™* and *Super Burst™* series in NA
 - PARADISE SEGASAMMY: Strong performance in casino sales centered on Japanese VIP customers
- **Included the two acquired companies in consolidated P/L (Started from Q2)**
- **Forecast**
 - **Revise full-year forecast following consolidation of the two acquired companies**
 - Record results and goodwill amortization expenses of GAN and Stakelogic
 - **Build the foundation for growth in the Gaming Business**
 - Gaming machine sales: In addition to the sales of existing strong titles, sell *Railroad RICHES Link™* series, etc.
 - PARADISE SEGASAMMY: Expect contribution to profit in equity-method earnings
 - GAN, Stakelogic: Formulation/execution of business revitalization programs

New Titles in Gaming Machines

SEGA Sammy



Railroad RICHES Link™

(Installation start: Sep. 2025)



Super Burst Boosted Cartin' Gold™

(Installation start: Feb. 2026)

(KRW Billion)	FY2025/3		FY2026/3
	Q3	Full year Results	
Sales			
	410.2	539.3	441.2
Casino	315.3	415.0	355.2
Hotel	77.8	102.3	70.4
Other	17.0	21.9	15.6
Cost of sales	295.6	402.9	310.6
Casino	169.9	235.3	190.2
Hotel	91.7	123.7	93.7
Other	33.9	43.9	26.7
Gross profit	114.5	136.3	130.5
SG&A	43.3	61.6	44.2
Operating profit	71.1	74.6	86.2
EBITDA	103.4	116.4	113.0
Net profit	45.4	72.2	68.1
Number of casino visitors (Thousands)	267	363	321
SEGASAMMY Equity method earnings amount (Billion yen)	2.0	3.2	3.0

Source: Paradise IR

FY2026/3 Q3 Results

➤ Casino sales remained strong

- Sales and income at each stage recorded highest ever
- Strong performance driven by Japanese VIP and mass customers

Forecast

➤ Expect contribution to profit in equity-method earnings

- Record incentive expenses associated with the strong performance at the end of this fiscal year

*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

03

Future Direction

Future Direction

■ Entertainment Contents Business

- 1) Recognition of Rovio's impairment losses and future initiatives
- 2) Challenges and responses in Consumer area

■ Gaming Business

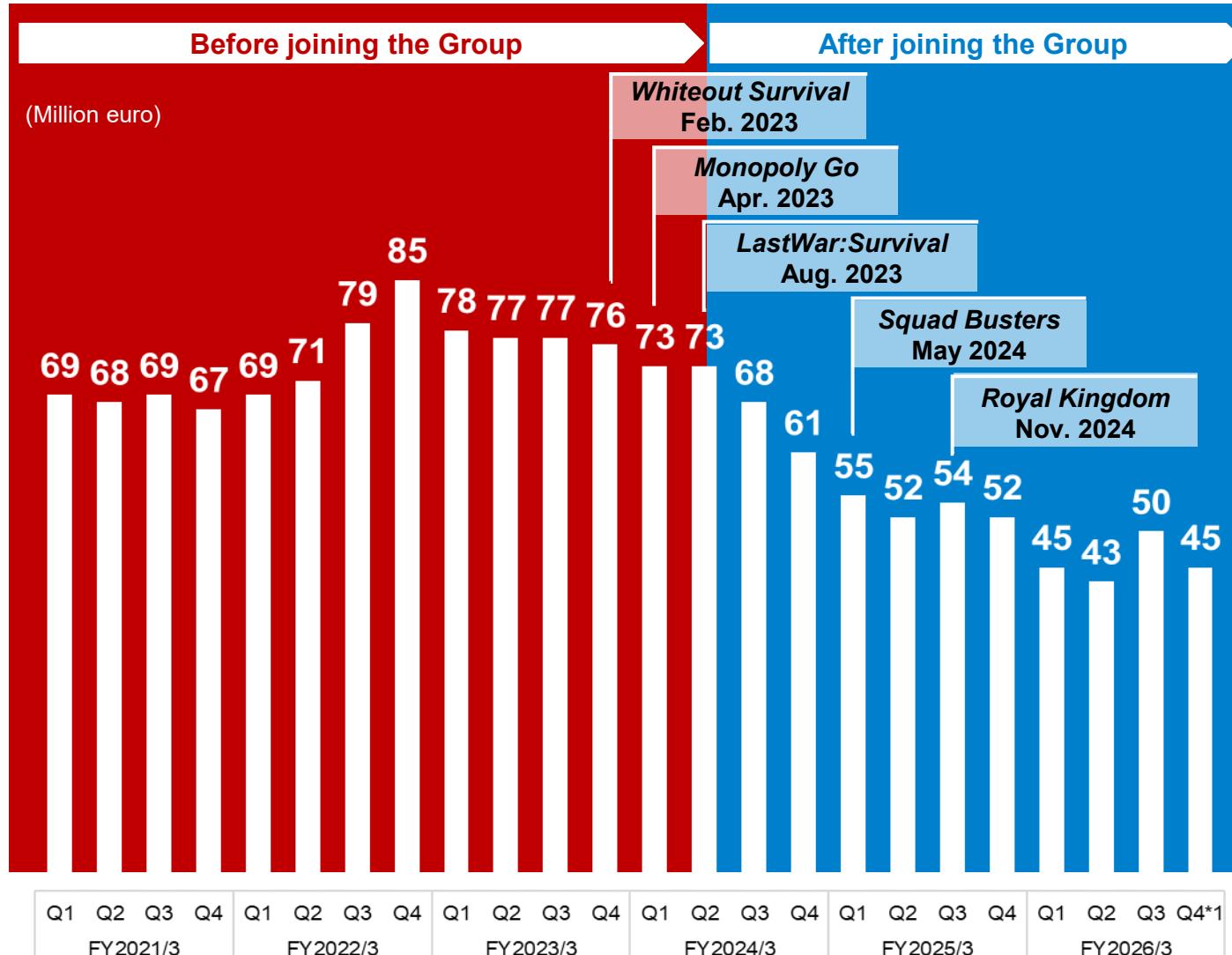
- 1) Expected incurrence of impairment losses of goodwill (Stakelogic)
- 2) Approach to future business development

■ Review of capital allocation

■ Initiatives for the next fiscal year

About Rovio

Sales Trend of Rovio



- Declining trend has continued since joining the Group
 - The rapid deterioration of the UA (User Acquisition) environment due to the successive launches of major titles from other companies
 - For FY2026/3, although certain recovery can be seen due to the large-scale event and promotional measures implemented in Q3 for *Angry Birds 2*, overall sales are expected to decrease YoY due to the impact of other titles

*1 For FY2026/3, figures through Q3 are the results, and Q4 figures are forecast

*Until FY2024/3, monthly sales data is simply aggregated on an April-March basis

Gap from the Time of Acquisition

- Rovio's performance fell significantly short of initial forecast due to rapid changes in the market environment and other factors
- Efforts to leverage Beacon^{*1} and collaborative initiatives are underway, but expected synergies have not yet been generated

Assumptions at the acquisition

- Stable performance of existing key titles
- Regular launch of new titles
- Increase in sales and profits by the implementation of Beacon on existing SEGA titles
- Launch of collaborative titles between SEGA and Rovio



Results

- Existing key titles have declined more than expected
- No titles reached official launch
- SEGA's knowledge acquisition through Beacon utilization progressed, but did not lead to an increase in sales and profits
- Collaborative title *Sonic Rumble* officially launched but struggled as each KPI fell below expectations

Factors

■ External Factors

- Rapid deterioration of the mobile game market environment
 - ✓ Market consolidation driven by top competing titles
 - ✓ Large-scale investments for UA by competitors
 - ✓ Slowdown of the market expansion

■ Internal Factors

- New titles haven't met the target KPI, and the development delays and development cancellations occurred as most of those were based on new IP
- Economic benefit from Beacon utilization on SEGA title hasn't been materialized

^{*1} F2P game operation support tool owned by Rovio

1

Game development focused on mainstay IPs

- Focus on *Angry Birds* and SEGA IPs including *Sonic* for the future game development and operation

2

Promotion of Transmedia strategy

- Transmedia expansion of *Angry Birds* IP by SEGA
 - Release the movie *The Angry Birds Movie 3*
 - Accelerate synergies with games and merchandising initiatives
 - Strengthen expansion in Japan and Asia, in addition to Europe and NA

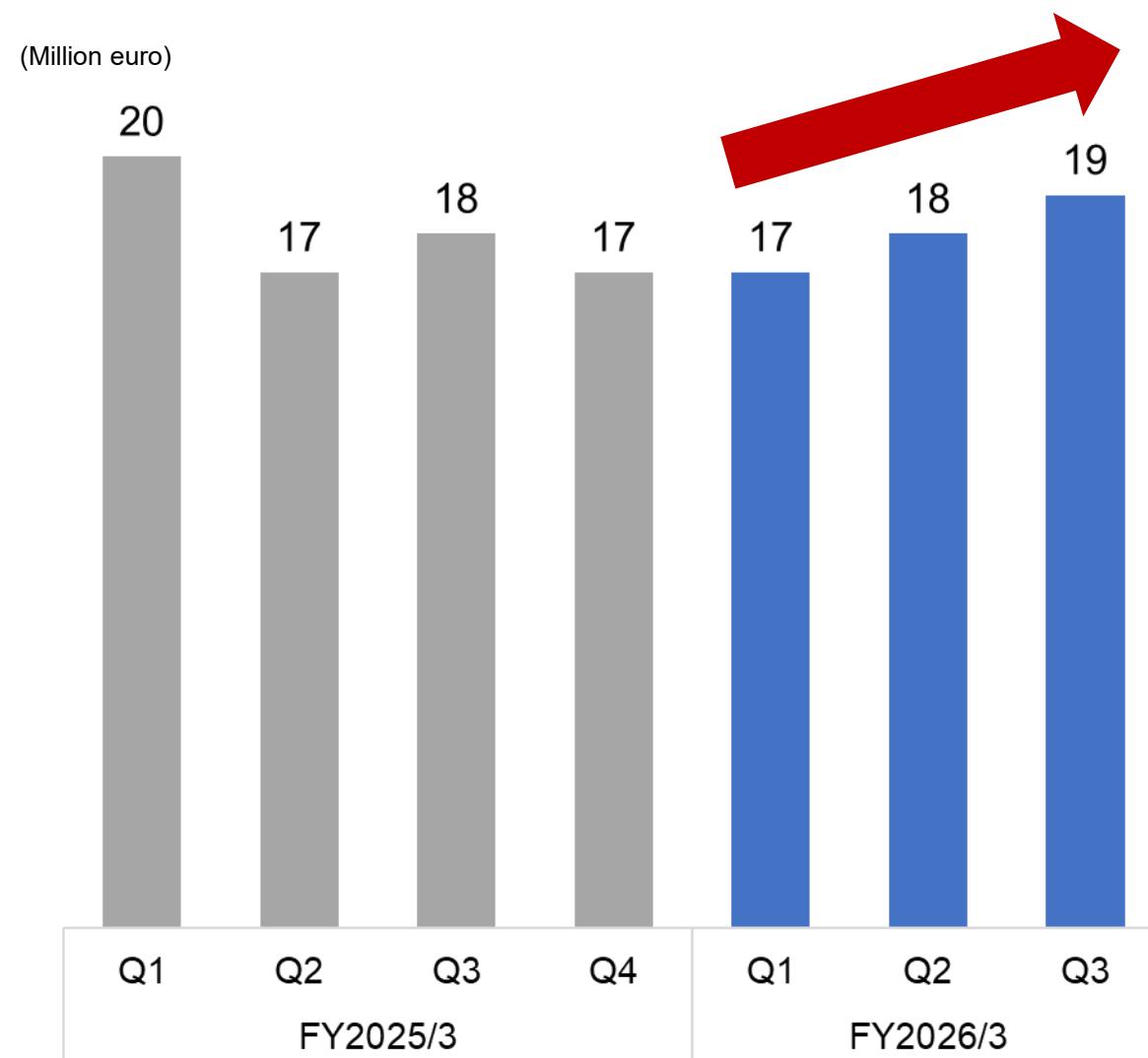
3

Strengthening of management system

- Daniel Svärd, who previously served as head of live game studios at King, has been appointed Rovio's COO
- Leveraging operational expertise cultivated through the *Candy Crush* series and other titles, improve the performance of existing titles and lead project promotion toward the success of new titles

Concentration on Mainstay IPs (Sales Trend of Mainstay Titles)

SEGA Sammy



- Sales have reversed their declining trend since the start of this fiscal year
 - Customer acquisition has recovered through reinvestment of advertising expenses following improvements to the UA environment
 - The major update implemented in October 2025 led to improvements in various KPIs, primarily sales

➤ Growth of the *Angry Birds* IP through Transmedia

- Enhancement of the licensing business structure



- *The Angry Birds Movie 3* is scheduled for release



- Integrated licensing business of *Angry Birds* IP into SEGA's Transmedia business from 2026
- Initiated efforts in Japan and Asia, expanding beyond our traditional focus on Western markets

- SEGA participates in production and leverages accumulated expertise in *Sonic* movie
- Plan for creating synergistic effects with games and active expansion of merchandising and other initiatives

1

Active use of external payments

- **Improving profit margins through active use of external payments**
 - Aiming for 30% of external payment rate for Rovio titles in five years

2

Improving UA cost efficiency

- **Improving UA cost efficiency through marketing strategy updates**
 - Promoting organic UA by leveraging Transmedia initiatives
 - Leveraging influencer and creator programs

3

Optimization of fixed expenses

- **Using AI in development**
- **Improving efficiency in development studios and indirect departments, etc.**

About the Consumer Area

- Transition to a regrowth phase through transformation of the revenue structure for the consumer business

Challenges

- High volatility in sales / uncertainty in investment recovery
 - Stagnant growth in sales of major Full Game titles
 - Underperformance of the new F2P title: *Sonic Rumble*
 - Quality issues with some titles
- Falling behind in digital sales and data utilization
 - LTV maximization and recurring billing structures are immature
- Regional fragmentation in publishing functions
 - Difficult to implement global simultaneous launches and efficient investments
- Lagging behind in marketing method updates
 - Increase in Customer Acquisition Cost (CAC)/Decrease in ROI

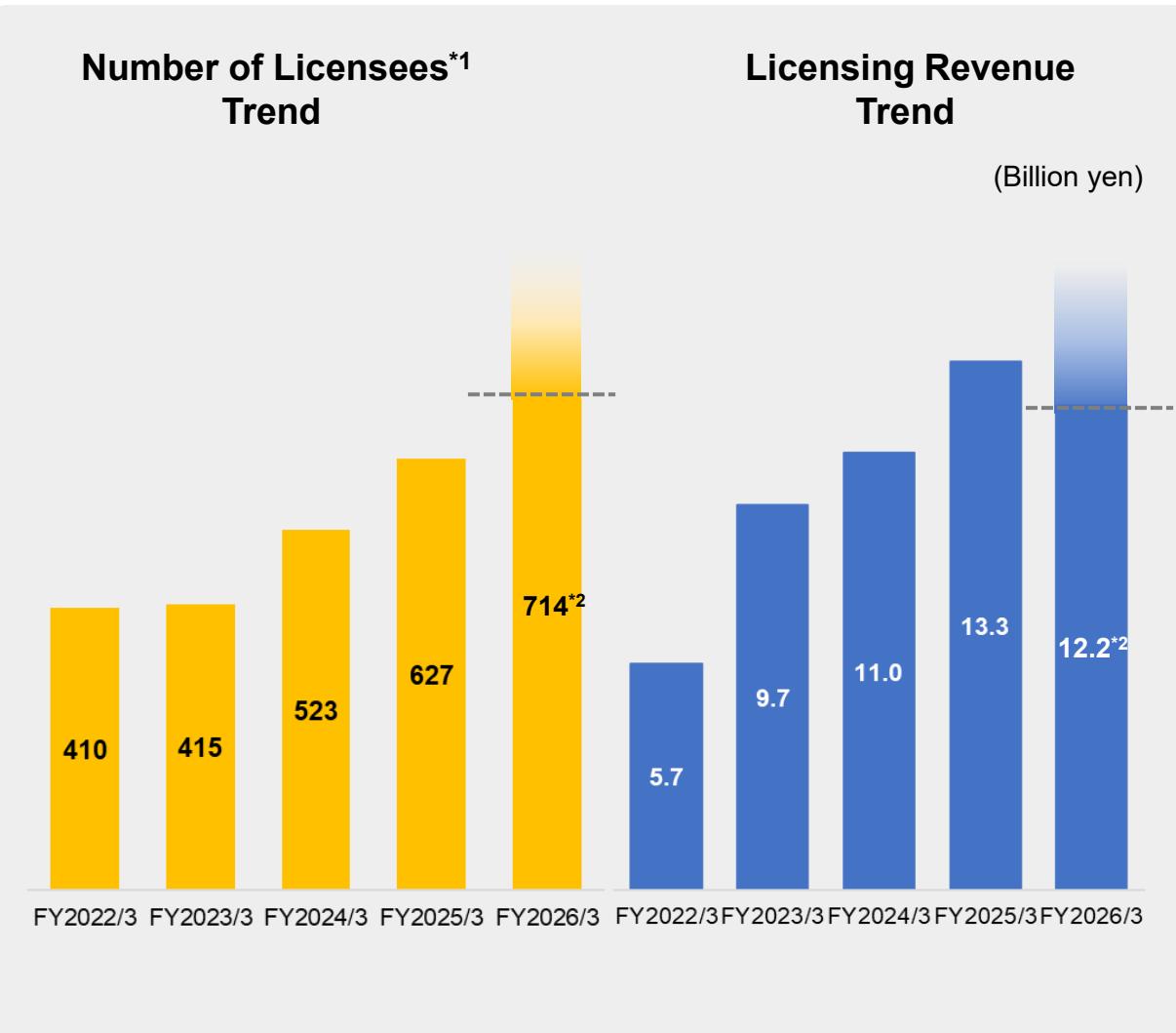


Response Policy (Under Review)

- **Structural transformation to a data-driven consumer business**
 - Establishment of an organization specializing in data analytics
 - ✓ Redesign of KPIs/PDCA Enhancement
 - Restructuring marketing evaluation criteria
 - ✓ Community size, continuity rate, and monetization conversion rate
 - Strengthening digital sales through an IP-centric approach
 - ✓ Linkage between new and catalog titles
 - ✓ Enhancement of global simultaneous roll-out
 - ✓ Design for maximizing LTV
- **Redefining role of F2P and Full Game, optimization of portfolio**
 - Review of the domestic F2P-related personnel allocation
- **Enhancement of QCD management**
 - Prompt response to issues arising after launch

Initiatives to Expand Transmedia Business

- Sales of Transmedia businesses are growing steadily



*1 Number of licensees refers to the number of business partners for whom sales were recorded during each fiscal year

*2 Figures at the end of FY2026, Q3

About the Gaming Business

[About Stakelogic]

Discrepancies have arisen from the assumptions at the time the acquisition was decided

Based on the above, urgent restructuring through PMI to be implemented

- Regulation was tightened in the Netherlands during the period from the acquisition announcement to completion, which led to a large market contraction exceeding expectation and projected revenue has declined
- Expect to recognize impairment losses of approx. 15.0 billion^{*1} yen at FY2026/3
- Restructuring of management system (completed)
- Review of unprofitable businesses and fundamental reform of the fixed expenses structure
- Shift and redesign of product development policy (converting SSC^{*2}'s video slot content into online service including social casino and other initiatives)

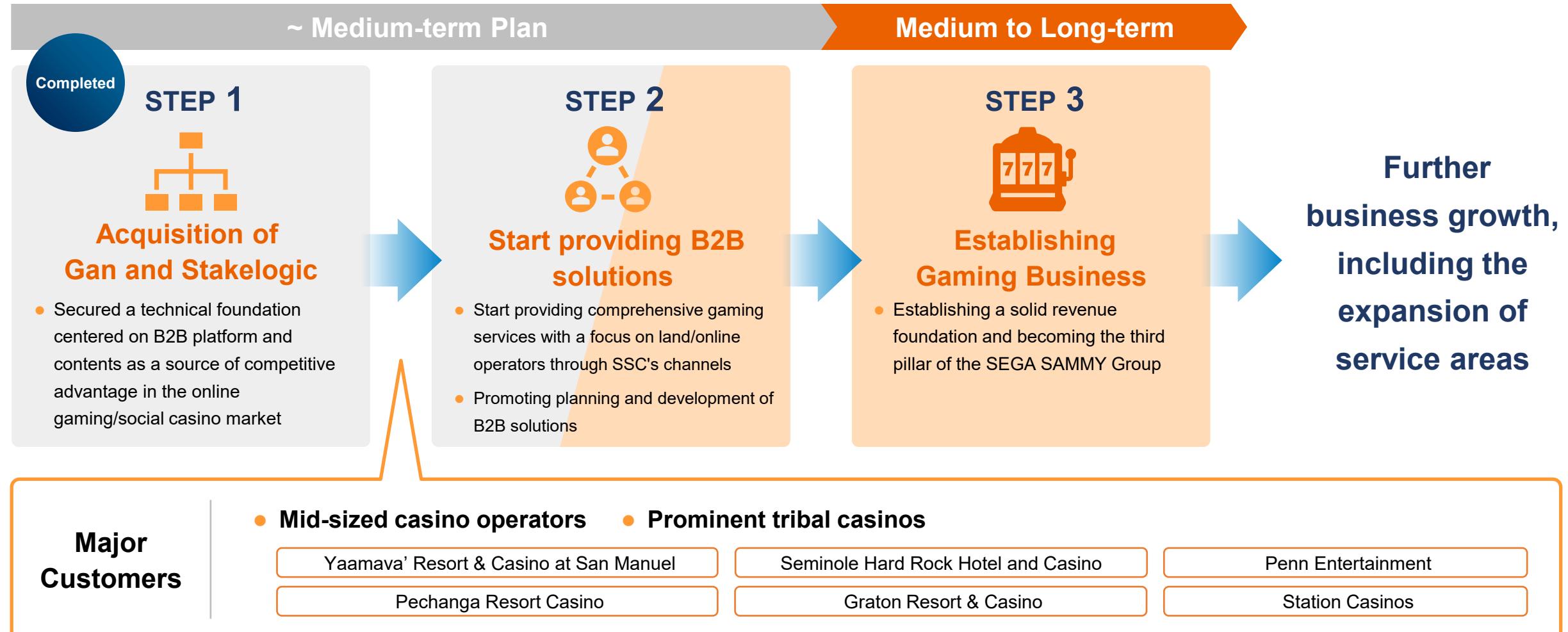
[Future Direction]

- Stakelogic's role within the Omnichannel strategy for the Gaming Business remains unchanged
- SSC, GAN and Stakelogic will collaborate to advance entry into the U. S. online gaming market including social casino as a B2B supplier

^{*1} The amount is currently under review. Incorporated into the revised operating results forecast announced on February 13, 2026

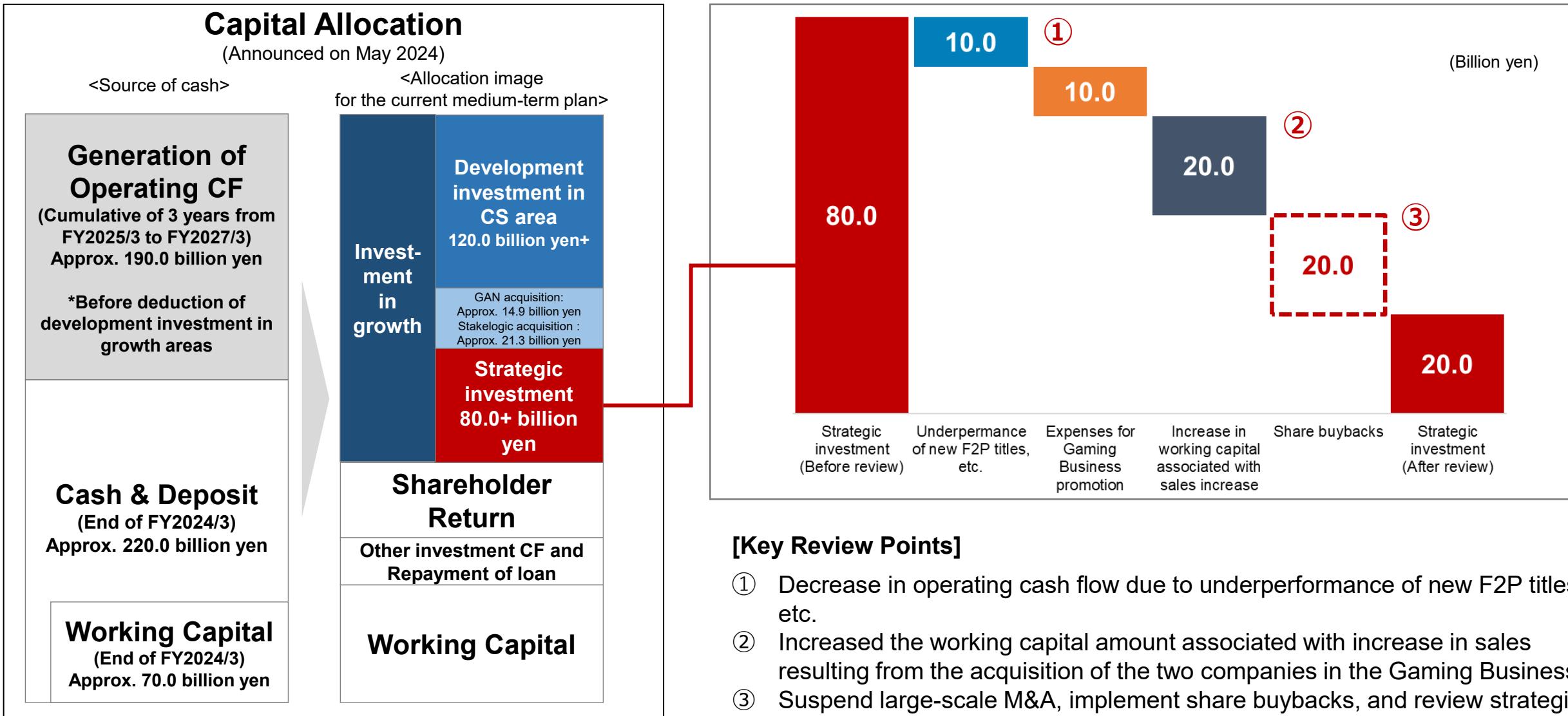
^{*2} SSC = Abbreviation of SEGA SAMMY CREATION

B2B Omnichannel Solution Provider



About the Review of Capital Allocation

Review of Capital Allocation Policy



About the Initiatives for the Next Fiscal Year

➤ Initiatives in each business for the next fiscal year

Entertainment Contents Business

- Plan to release four major new titles for mainstay IPs
- Maximize title potential through enhancement of "sales capabilities"
- Continue to expand Transmedia business

Pachislot & Pachinko Machines Business

- Plan to release multiple titles, including mainstay IPs and the IPs adapted for pachislot & pachinko machines for the first time
- Penetration of the new pachislot cabinet business model

Gaming Business

- Expect continued strong performance in existing business areas
- Full-scale launch of online gaming business (B2B)

04

Appendix

Roll-out Schedule (CS area)

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		Title	Launch	Region	Platform	
Full Game	FY2026/3	SONIC X SHADOW GENERATIONS	Jun. 5, 2025	Global	Multi-platform	Date in "Launch" is the release date of Nintendo Switch™ 2 ver. Available in other platforms as well
		Yakuza 0 Director's Cut	Jun. 5, 2025	Global	Multi-platform	Plan to release for PS5®, Xbox Series X S and Steam in Dec.
		Puyo Puyo™ Tetris®2S	Jun. 5, 2025	Global	Nintendo Switch™ 2	Date in "Launch" is the release date in Japan. Planned to be 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	
		Persona 3 Reload	Oct. 23, 2025	Global	Nintendo Switch™ 2	Available on PS5®, PS4®, Xbox Series X S, PC, etc.
		Virtua Fighter 5 R.E.V.O. World Stage	Oct. 30, 2025	Global	Multi-platform	Release of Nintendo Switch™ 2 ver.: Mar. 26, 2026
		Football Manager 26	Nov. 5, 2025	Global	Multi-platform	Release of Nintendo Switch™ ver. and package of PS5® ver.: Dec. 4.
		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
		Yakuza Kiwami 3 & Dark Ties	Feb. 12, 2026	Global	Multi-platform	
	TBD	Persona 4 Revival	TBD	Global	Xbox Game Pass, Xbox Series X S, Windows, PlayStation®5, Steam	
		STRANGER THAN HEAVEN	TBD	TBD	TBD	
		Total War: WARHAMMER 40,000	TBD	Global	Multi-platform	
		Total War: Medieval III	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	Nov. 5, 2025	Global	iOS/Android/PC	
		SEGA FOOTBALL CLUB CHAMPIONS	Jan. 22, 2026	Global	PS5®/PS4®/iOS/Android/PC	
TBD	FY2026/3 onward	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 main announced titles are listed

Roll-out Schedule (Animation area)

SEGA Sammy

		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	-	Multi-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. 6, 2025	-	-	A work of UNLIMITED PRODUCE Project ^{*1}
		BAKIDOU	Feb. 26, 2026	Global	NETFLIX	Exclusive worldwide distribution
	FY2027/3 onward	Detective Conan: Fallen Angel of the Highway	Apr. 10, 2026	-	-	
		Rent-a-Girlfriend (season5)	Apr. 2026	-	-	
		Always a Catch !	Apr. 2026	-	-	
		MAGIC KNIGHT RAYEARTH	2026	-	-	
License-out/ Investment Project etc.	FY2026/3 onward	The Angry Birds Movie 3	Dec. 23, 2026	-	-	Date in "Launch" is the scheduled release date in U.S. Release date in other regions TBD
		Sonic the Hedgehog 4	Mar. 19, 2027	-	-	Date in "Launch" is the scheduled release date in U.S. Release date in other regions TBD
		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

*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 main announced titles are listed

Roll-out Schedule (AM&TOY area)

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		Title	Launch	Region	Platform	
AM	FY2026/3	PAW PATROL Be with Chase	Apr. 17, 2025	-	-	
		UFO CATCHER TRIPLE TWIN 2	Jul. 10, 2025	-	-	
		NICO MAKE	Jul. 3, 2025	-	-	
		UFO CATCHER TRIPLE 2	Feb. 12, 2026	-	-	
		StarHorseParty	Mar. 2026	-	-	
TOY	From FY2025/3	Favoritey Acrylic Nuigurumi/Acrylic Doll	Jan. 2025 -	-	-	
	FY2026/3	“ANPANMAN” Talking Picture Book 15th Anniversary Special BOX	Jul. 31, 2025	-	-	
		GoGo! ANPANMAN Cycling	Nov. 6, 2025	-	-	
		DREAM SWITCH Basic Set	Oct. 23, 2025	-	-	

*Only main announced titles are listed

Sales Schedule

SEGA Sammy

[Main titles sold by Q3 / titles planned to be sold Q4 onward]

		Title	Installation	Unit Sales	Specification Range ^{*1}	Sort
Pachislot	By Q3	Smart Pachislot Tokyo Revengers	Sep. 2025	28,753 units	Medium	New Series
		Smart Pachislot Bakemonogatari	Dec. 2025	13,777 units	Medium	New Series
	In Q4	Smart Pachislot Hokuto No Ken Chapter of Resurrection 2	Jan. 2026	-	High	New Series
		Smart Pachislot GHOST IN THE SHELL	Feb. 2026	-	Medium	New Series
		Smart Pachislot Kabaneri of the Iron Fortress: The Battle of Unato	Mar. 2026	-	Medium	New Series
	FY2027/3 onward	A-SLOT+ Isekai Quartet BT (TBD) Lycoris Recoil	Apr. 2026	-	Low	New Series

		Title	Installation	Unit Sales	Specification Range ^{*2}	Sort
Pachinko	By Q3	e Tokyo Revengers	Jul. 2025	22,034 units	High Middle	New Series
		e Aura Battler Dunbine 3 ZEROSONIC	Oct. 2025	7,144 units	Light Middle	New Series
		P IKUSA no KO Sengokusaikyou Dodeka199ver.	Nov. 2025	3,688 units	Light Middle	Specification Change
		e Hokuto No Ken 11 Bokyosei	Dec. 2025	23,119 units	High	New Series
	In Q4	e The Rising of the Shield Hero Ultimate199ver.	Jan. 2026	-	Light Middle	Specification Change
		e Shin Hokuto Muso Chapter 5 Mugentousou	Feb. 2026	-	Light Middle	Specification Change
		e Kabaneri of the Iron Fortress 2 Sakaseya Sanzen	Mar. 2026	-	High Middle	New Series
	FY2027/3 onward	e Record of Ragnarok	Apr. 2026	-	Middle	New Series

*1 Specification Range (Pachislot): Classified by gambling aspect level (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



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

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