Q2 for the Fiscal Year Ending March 2027

Results Presentation

November 6, 2026

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Q2 FY2027/3 Results / Forecast

Results Highlights (Consolidated)

(Billion yen)	FY2026/3 Thru Q2	FY2026/3 Full Year Results	FY2027/3 Thru Q2	FY2027/3 Full Year Forecast
Sales	**201.1**	**487.5**	**212.5**	**510.0**
Operating Income	**10.0**	**47.1**	**14.2**	**44.5**
Ordinary Income	**10.8**	**54.2**	**16.1**	**47.5**
Extraordinary income	0.0	0.8	0.1	0.0
Extraordinary losses	4.4	58.8	0.7	1.0
Profit attributable to owners of parent	**2.7**	**-5.7**	**10.9**	**32.5**
Dividends per share (JPY)	**27.00**	**55.00**	**27.00**	**55.00**
Indicators in the Medium-Term Plan				
Adjusted EBITDA	**15.9**	**16.6**	**24.5**	**64.0**
ROE	**-**	**-1.6%**	**-**	**8.9%**

*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

Q2 FY2027/3 Results

- **Results exceeded expectations across all segments**
  - Entertainment*1 performed steadily, led by catalogue sales*2 of Full Game and amusement machines sales
  - Pachislot sales were strong in Pachislot & Pachinko*3
  - Existing businesses in Gaming performed steadily

Forecast

- **Promote the launch of key titles in each business**
  - Launch key titles for Full Game from Q3 onward in Entertainment
  - Launch multiple titles, including the *Hokuto No Ken* series in Pachislot & Pachinko
  - Rebuild the foundation for future growth and lead to profit improvement from FY2028/3 onward in Gaming

*1 Entertainment = Entertainment Contents Business
*2 Catalogue sales includes the titles released in the previous fiscal year or earlier
*3 Pachislot & Pachinko = Pachislot & Pachinko Machines Business

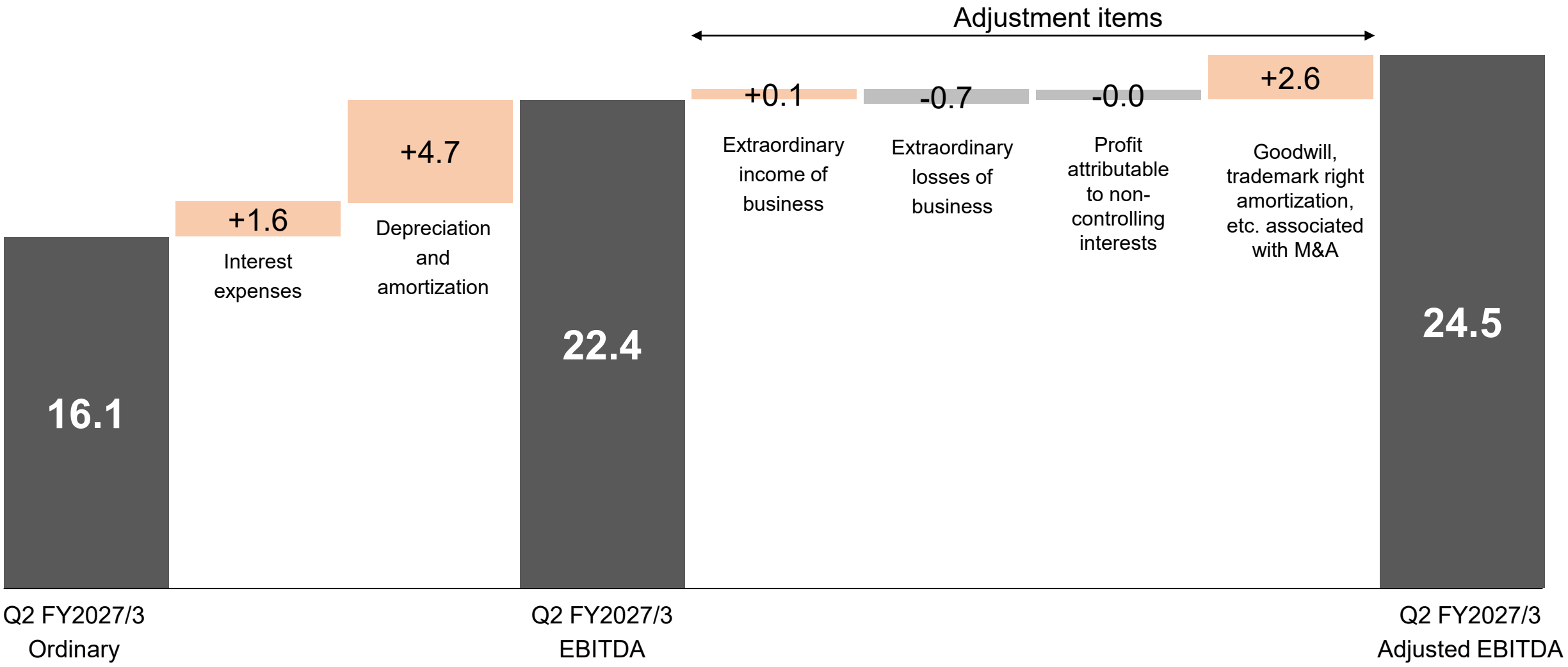
(Reference) Per Segments Results

(Billion yen)	FY2026/3 Thru Q2	FY2026/3 Full Year Results	FY2027/3 Thru Q2	FY2027/3 Full Year Forecast
Sales	**201.1**	**487.5**	**212.5**	**510.0**
Entertainment Contents	148.8	326.6	145.1	357.0
Pachislot & Pachinko Machines	41.8	132.0	49.0	115.5
Gaming	8.5	25.3	16.3	34.5
Other / Elimination	2.0	3.6	2.1	3.0
Operating Income	**10.0**	**47.1**	**14.2**	**44.5**
Entertainment Contents	15.9	32.4	9.3	42.5
Pachislot & Pachinko Machines	3.0	32.1	14.5	24.0
Gaming	-3.0	-7.2	-3.9	-10.0
Other / Elimination	-5.9	-10.2	-5.7	-12.0
Adjusted EBITDA	**15.9**	**16.6**	**24.5**	**64.0**
Entertainment Contents	21.2	13.3	14.8	52.5
Pachislot & Pachinko Machines	3.4	33.7	17.0	27.5
Gaming	-1.3	-18.4	-2.5	-4.0
Other / Elimination	-7.4	-12.0	-4.8	-12.0

*See P.11 for the details about each business

(Reference) EBITDA Adjustment Items (Q2 FY2027/3 Results)

(Billion yen)



Various Expenses, etc.

(Billion yen)		FY2026/3 Thru Q2	FY2026/3 Full Year Results	FY2027/3 Thru Q2	FY2027/3 Full Year Forecast
Entertainment Contents	R&D / Content production	**31.2**	**78.4**	**33.2**	**75.3**
	Advertising	**13.9**	**30.8**	**13.9**	**32.2**
	Depreciation	**2.2**	**4.5**	**2.3**	**4.4**
	Cap-ex	**4.2**	**7.6**	**4.9**	**5.8**
Pachislot & Pachinko	R&D / Content production	**6.8**	**15.3**	**6.8**	**14.7**
	Advertising	**1.7**	**3.4**	**1.5**	**4.2**
	Depreciation	**1.2**	**2.8**	**1.5**	**2.7**
	Cap-ex	**2.6**	**5.4**	**2.2**	**5.0**
Gaming	R&D / Content production	**2.1**	**5.1**	**3.6**	**5.8**
	Advertising	**0.8**	**2.9**	**2.3**	**4.5**
	Depreciation	**0.2**	**0.7**	**0.2**	**2.4**
	Cap-ex	**0.8**	**1.9**	**1.0**	**3.0**
Consolidated total	R&D / Content production	**40.2**	**98.8**	**43.6**	**95.9**
	Advertising	**17.1**	**38.2**	**18.2**	**42.4**
	Depreciation	**4.2**	**9.1**	**4.7**	**10.6**
	Cap-ex	**8.4**	**16.5**	**9.0**	**15.0**

Q2 FY2027/3 Results (Compared to Q2 FY2026/3)

- R&D / Content production expenses:
  - Basic research expenses for new titles increased (CS[*1])
- Cap-ex:
  - Fixed assets increased due to lease transaction of amusement machines (AM[*2]&TOY)
- Advertising expenses:
  - Increased due to the impact of the consolidation of GAN (Gaming)

Forecast (Compared to FY2026/3)

- Advertising expenses:
  - Increase due to the higher number of key titles (CS)
- Depreciation:
  - Increase due to a change in the accounting treatment for leased machines (Gaming)

[*1] CS = Consumer area
[*2] AM =Amusement Machine
*The expenses for “other / elimination” are included in “Data Appendix (Q2 FY2027/3)”

***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 month 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

(Billion yen) [Assets] Account	As of the end of Mar. 2026	As of the end of Sep. 2026	Increase /Decrease
Cash and Deposits	153.3	129.4	-23.9
Notes and Accounts Receivable	67.5	54.5	-13.0
Securities	0.5	0.4	-0.1
Inventories	110.9	138.2	+27.3
Other	42.5	41.8	-0.7
Total Current Assets	**374.7**	**364.3**	**-10.4**
Tangible Fixed Assets	51.0	51.8	+0.8
Intangible Fixed Assets	80.1	76.9	-3.2
Goodwill (included in Intangible Fixed Assets)	14.5	14.2	-0.3
Trademark right (same as above)	45.3	43.0	-2.3
Investment Securities	53.3	55.0	+1.7
Other	68.2	72.5	+4.3
Total Noncurrent Assets	**252.6**	**256.2**	**+3.6**
Total Assets	**627.3**	**620.6**	**-6.7**

[Liabilities and Net Assets] Account	As of the end of Mar. 2026	As of the end of Sep. 2026	Increase /Decrease
Accounts Payable	17.4	20.9	+3.5
Short Term Borrowings	7.5	7.5	-
Other	84.2	76.1	-8.1
Total Current Liabilities	**109.1**	**104.5**	**-4.6**
Corporate Bonds	10.0	10.0	-
Long Term Borrowings	124.5	120.7	-3.8
Other	28.7	25.8	-2.9
Total Noncurrent Liabilities	**163.2**	**156.5**	**-6.7**
Total Liabilities	**272.4**	**261.0**	**-11.4**
Shareholders' Equity	311.0	316.9	+5.9
Total accumulated other comprehensive income	43.5	42.5	-1.0
Non-controlling interests	0.0	0.0	+0.0
Total Net Assets	**354.9**	**359.5**	**+4.6**
Total Liabilities and Net Assets	**627.3**	**620.6**	**-6.7**

	As of the end of Mar. 2026	As of the end of Sep. 2026	Increase /Decrease
Cash, deposits and cash equivalents	153.7	129.8	-23.9
Interest bearing debt	142.0	138.2	-3.8
Net cash	11.7	-8.4	-20.1
Equity ratio	56.5%	57.9%	+1.4p

Main Reasons for Increase / Decrease

(Assets)
- Cash and deposits decreased due to an increase in inventories associated with game development in Entertainment Contents Business and payment of income taxes, etc.
- Collection of notes and accounts receivable progressed

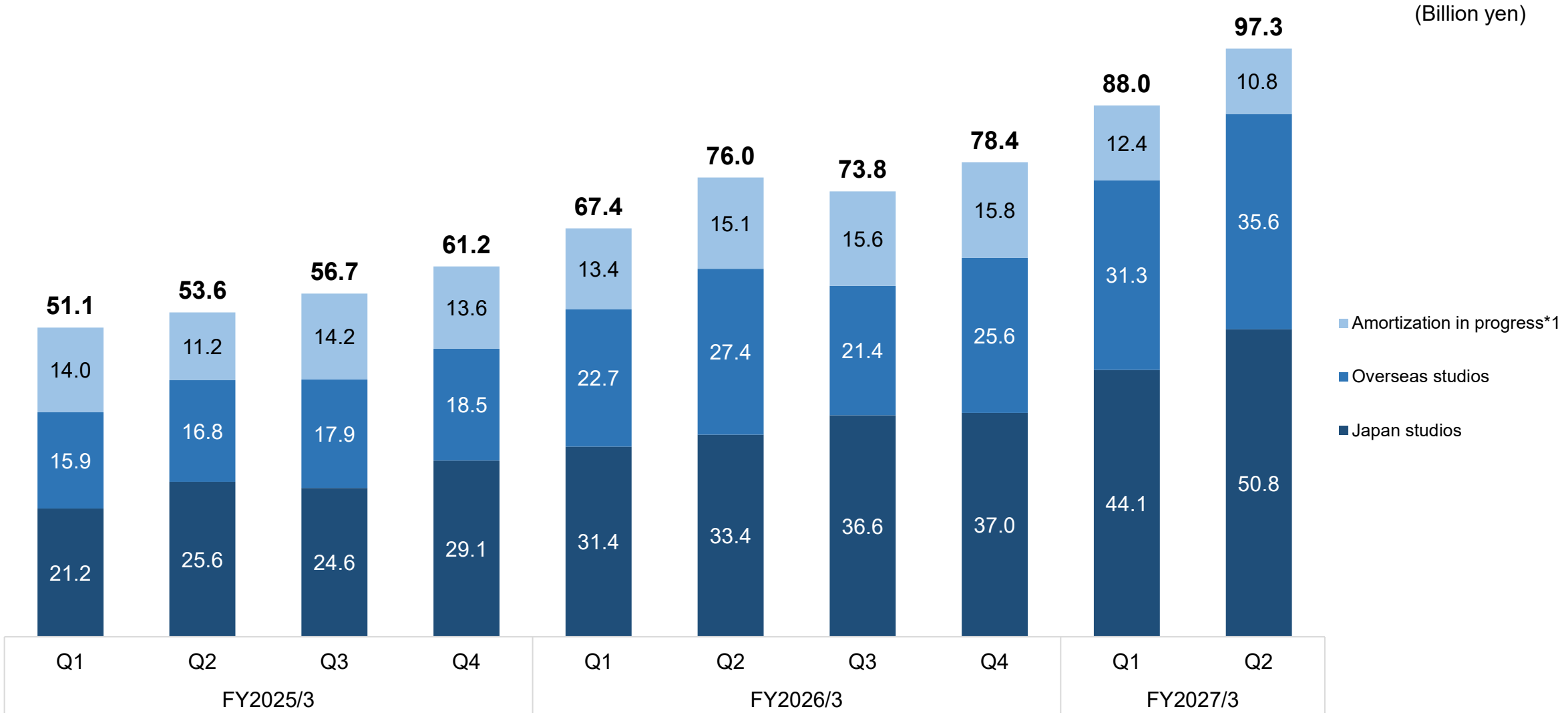
(Liabilities)
- Current liabilities decreased due to decrease in income taxes payable, consumption taxes payable, provision for bonuses, etc.

(Net assets)
- Increased due to recording of profit, etc.

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

Balance of goodwill and other intangible assets		End of FY2026/3	End of Q1 FY2027/3	End of Q2 FY2027/3	Remaining amortization period
Rovio	**Other intangible assets (trademark rights)**	**44.3 billion yen** (241 million euro)	**44.3 billion yen** (238 million euro)	**42.0 billion yen** (235 million euro)	**19 years, 11 months**
	Other intangible assets (tech-related)	**4.3 billion yen** (23 million euro)	**4.3 billion yen** (23 million euro)	**3.9 billion yen** (22 million euro)	**6 years, 11 months**
GAN	**Goodwill / Other intangible assets (trademark rights and customer-related)**	**16.4 billion yen** (104 million US dollars)	**16.2 billion yen** (102 million US dollars)	**16.1 billion yen** (99 million US dollars)	**8 years, 9 months**
	Other intangible assets (tech-related)	**2.6 billion yen** (16 million US dollars)	**2.5 billion yen** (15 million US dollars)	**2.4 billion yen** (14 million US dollars)	**3 years, 9 months**

(Reference) Trend of Balance of Content Production Expenses in B/S (Consumer area)



*1Amortization in progress: Unamortized portion of title assets that have been released and begun to be amortized

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Per Segments Results / Forecast

Entertainment Contents Business

(Billion yen)	FY2026/3 Thru Q2	FY2026/3 Full Year Results	FY2027/3 Thru Q2	FY2027/3 Full Year Forecast
Sales	**148.8**	**326.6**	**145.1**	**357.0**
Consumer	100.0	219.9	90.3	246.0
Animation	14.8	28.4	11.8	29.0
AM&TOY	34.0	78.1	42.8	82.0
Operating Income	**15.9**	**32.4**	**9.3**	**42.5**
Consumer	9.7	19.2	1.6	30.0
Animation	4.5	7.6	2.9	5.5
AM&TOY	1.6	5.6	4.8	7.0
Ordinary Income	**15.5**	**34.4**	**10.0**	**43.5**
Indicators in the Medium-Term Plan				
Adjusted EBITDA	**21.2**	**13.3**	**14.8**	**52.5**
Full Game Sales	**26.8**	**67.2**	**20.5**	**95.3**
New titles	**8.7**	**29.8**	**0.3**	**55.6**
Catalogue sales	**18.0**	**37.4**	**20.2**	**39.7**
F2P Sales	**26.9**	**53.7**	**26.0**	**58.4**
Full Game Unit Sales (Thousand)	**9,390**	**22,950**	**10,600**	**25,060**
New titles	**1,810**	**5,660**	**80**	**6,450**
Catalogue sales	**7,580**	**17,280**	**10,520**	**18,610**

Q2 FY2027/3 Results

- **Overall results exceeded expectations**
  - Catalogue sales of Full Game performed steadily (CS)
  - DLC*1 and subscription revenue exceeded expectations (CS)
  - Amusement machine sales remained strong (AM&TOY)
- **Executing marketing activities ahead of launching key titles (CS)**

Forecast

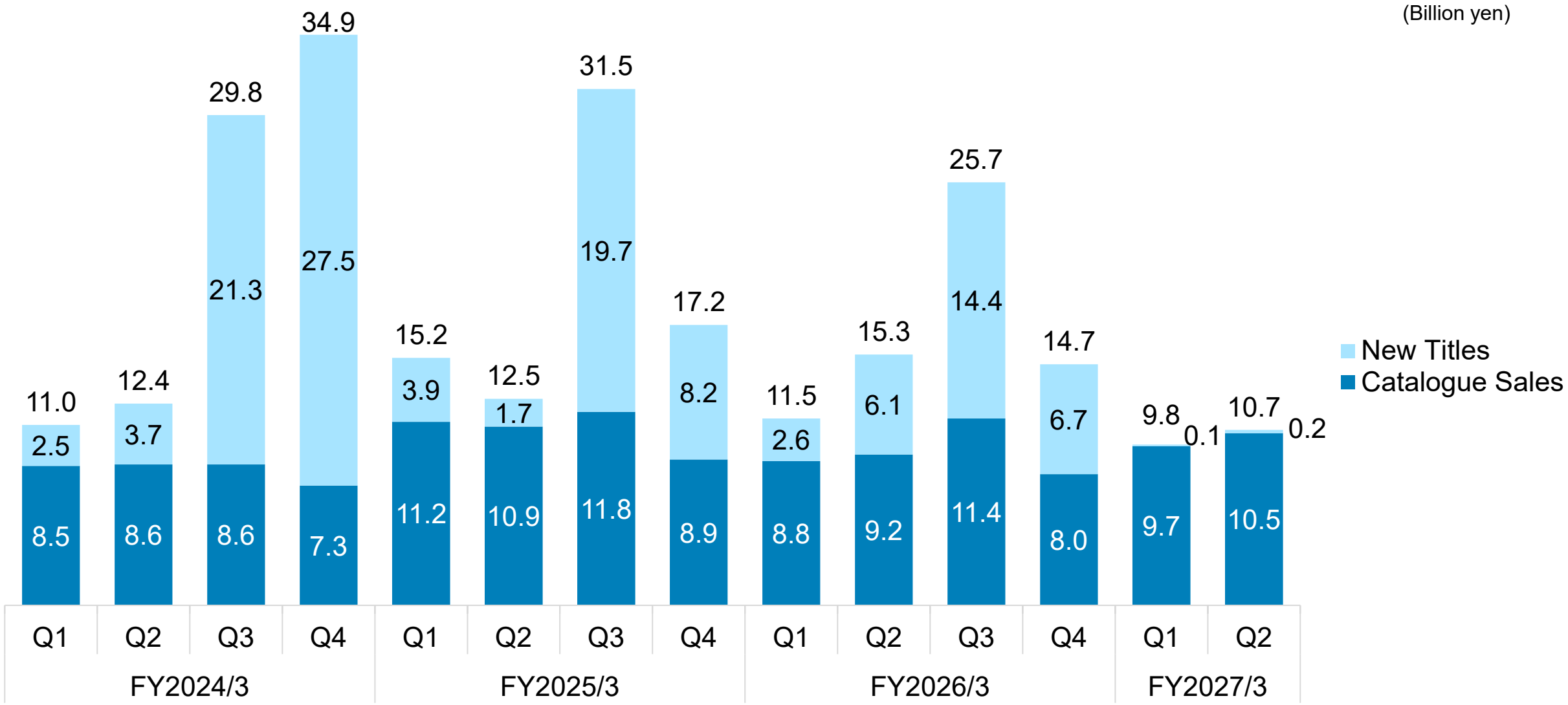
- **Proceed the launch of new titles**
  - Launch new key titles of Full Game (CS)
    Football Manager 27 (Nov. 10, 2026)
    STRANGER THAN HEAVEN (Jan. 15, 2027)
    Persona 4 Revival (Feb. 18, 2027), etc.
- **Full-scale Transmedia rollout, including releases of movie based on key IPs**

*1DLC = Downloadable content
*( ) indicates release schedule

(Reference) Entertainment Contents Business by Sub-segment

		Q2 FY2027/3 Results	Forecast
Consumer	**Full Game**	• Catalogue sales performed steadily • Continued promotional activities based on “sales transformation”	• Release key titles from Q3 onward, including *Football Manager 27*, *STRANGER THAN HEAVEN* and *Persona 4 Revival*
	F2P	• Performed slightly below expectations	• Strengthen operations of existing titles
	Other	• DLC and subscription services performed steadily • Rovio performed generally in line with expectations	• Expect licensing revenue to increase with the full-scale Transmedia rollout of key IPs • Launch new titles from Rovio
Animation		• Recorded allocated revenue from *Detective Conan: Fallen Angel of the Highway* • Began recording allocated revenue from the third *Sonic* movie	• Release *The Angry Birds Movie 3* and *Sonic the Hedgehog 4* • Start broadcast of *SAKAMOTO DAYS Season 2*, *MAGIC KNIGHT RAYEARTH*, etc.
AM&TOY	**AM**	• Amusement machines sales exceeding expectations driven by continued strong sales of *UFO CATCHER 10*.	• Continue to strengthen sales of the *UFO CATCHER*® series • Focus on sales in the prize category using a broad range of IPs
	TOY	• Performed in line with expectations, mainly through sales of regular products, etc.	• Strengthen sales of regular products, led by the *Anpanman* series, for the year-end sales season

(Reference) Consumer Area / Full Game: Sales Trends



New Key Titles: Sales/Launch Schedule (Consumer area)

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	FY2027/3	Upcoming Plans
Full Game	***Sonic Frontiers - Definitive Edition****[1] (Jun. 24, 2026)	***STRANGER THAN HEAVEN*** (Jan. 15, 2027)
	Football Manager 27 (Nov. 10, 2026)	***Persona 4 Revival*** (Feb. 18, 2027)
	Metaphor: ReFantazio*[2] (Nov. 12, 2026)	
		Crazy Taxi: World Tour (2027)
		VIRTUA FIGHTER CROSSROADS (2027)
		Total War: WARHAMMER 40,000 (2027)
		Persona 6 (Release Date TBD)
		Total War: MEDIEVAL III (Release Date TBD)
		Alien: Isolation 2 (Release Date TBD)
		Golden Axe (Title / Release Date TBD)
		Jet Set Radio (Title / Release Date TBD)
		Streets of Rage (Title / Release Date TBD)

*1 Digital edition released on Jun. 24, 2026 and package version on Sep. 17, 2026
*1 *Sonic Frontiers* is available on other platforms (PlayStation®5 / PlayStation®4 / Nintendo Switch™ / Xbox Series X|S / Xbox One / Steam / Epic Games Store)
*2 Available on platforms other than Nintendo Switch™ 2 (Xbox Series X|S / Windows / PlayStation®5 / PlayStation®4 / Steam)
* Only announced titles are listed in “Upcoming Plans”

Pachislot & Pachinko Machines Business

(Billion yen)	FY2026/3 Thru Q2	FY2026/3 Full Year Results	FY2027/3 Thru Q2	FY2027/3 Full Year Forecast
Sales	**41.8**	**132.0**	**49.0**	**115.5**
Pachislot	16.0	75.3	32.8	67.2
Pachinko	19.4	44.3	11.4	36.0
Other / Elimination	6.4	12.5	4.8	12.3
Operating Income	**3.0**	**32.1**	**14.5**	**24.0**
Ordinary Income	**3.5**	**33.3**	**15.4**	**25.0**
Indicators in the Medium-Term Plan				
Adjusted EBITDA	**3.4**	**33.7**	**17.0**	**27.5**
Pachislot				
Number of Titles	**1 title**	**5 titles**	**3 titles**	**10 titles**
Unit Sales (units)	**28,676**	**135,702**	**65,208**	**139,000**
Cabinet + Reel Unit	-	132,617	41,048	106,000
Reel Unit	-	3,085	24,160	33,000
Pachinko				
Number of Titles	**2 titles**	**5 titles**	**2 titles**	**5 titles**
Unit Sales (units)	**42,940**	**97,728**	**26,749**	**84,000**
Board + Frame	26,930	73,764	9,388	69,000
Board	16,010	23,964	17,361	15,000

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

*1 Title sold in FY2026/3

Q2 FY2027/3 Results

➢ **Strong sales, led by pachislot**
- *Smart Pachislot Lycoris Recoil* exceeded forecast
- Reel unit sales ratio of Pachislot progressing above 30%
- Main titles sold:
  Smart Pachislot Lycoris Recoil
  Smart Pachislot Kabaneri of the Iron Fortress: The Battle of Unato[*1] (additional sales), etc.

Forecast

➢ **In addition to the *Hokuto No Ken* series, launch multiple new titles using in-house IPs and IPs adapted into pachislot & pachinko machines for the first time**
- Pachislot:
  Smart Pachislot Beast King (Oct.)
  Smart Pachislot Kaitou Tenshi Twin Angel 2 (Dec.), etc.
- Pachinko:
  e Beast King Shishi no Ichigeki (Nov.)
  e SHANGRI-LA FRONTIER (Dec.)
  e Hokuto No Ken Gekitou (Jan.), etc.

New Key Titles: Sales Schedule

	Through Q2 FY2027/3	Q3 FY2027/3	Q4 FY2027/3 onward
Pachislot	*Smart Pachislot BIG DREAM THE GOLDEN PUSHER* (May 2026)	*Smart Pachislot Beast King* (Oct. 2026)	*A-SLOT+ Kaiun JAPAN BT* (Feb. 2027)
	Smart Pachislot Lycoris Recoil (Sep. 2026)	*Smart Pachislot Kaitou Tenshi Twin Angel 2* (Dec. 2026)	
	Smart Pachislot Kabaneri of the Iron Fortress: The Battle of Unato (Additional sales)		
Pachinko	*e Tokyo Revengers Christmas Showdown Arc* (Jul. 2026) *Specification Change	*e Beast King Shishi no Ichigeki* (Nov. 2026)	*e Hokuto No Ken Gekitou* (Jan. 2027) *Specification Change
	e The Seven deadly Sins 3 (Aug. 2026)	*e SHANGRI-LA FRONTIER* (Dec. 2026)	*e Record of Ragnarok Dodeka129ver.* (Feb. 2027) *Specification Change
	e Kabaneri of the Iron Fortress 2 Rinne no Kahou 119ver. (Sep. 2026) *Specification Change		

*Among the announced titles, only those with confirmed title names are listed

Main Titles from Q3 Onward

➢ Plan to introduce several new titles, led by the *Hokuto No Ken* series



Smart Pachislot Beast King



e SHANGRI-LA FRONTIER



e Hokuto No Ken Gekitou

Upcoming Titles (Examples)

Pachislot

SMART PACHISLOT
北斗の拳
激闘

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Gaming Business

(Billion yen)	FY2026/3 Thru Q2	FY2026/3 Full Year Results	FY2027/3 Thru Q2	FY2027/3 Full Year Forecast
Sales	**8.5**	**25.3**	**16.3**	**34.5**
Gaming machine sales	2.9	8.3	4.1	9.1
GAN*1	4.8	14.5	10.8	22.8
B2B	0.6	2.1	1.1	3.2
B2C	4.2	12.4	9.4	19.6
Stakelogic*1	0.7	2.2	1.2	2.6
Operating Income	**-3.0**	**-7.2**	**-3.9**	**-10.0**
Gaming machine sales	0.4	1.6	1.4	0.4
GAN*1	-0.5	-2.7	-2.2	-3.2
Stakelogic*1	-0.4	-1.5	-1.2	-1.6
Goodwill amortization, etc.	-0.9	-3.3	-1.2	-2.3
Other common expenses*2/ Elimination	-1.5	-1.4	-0.7	-3.3
Equity method earnings amount (PARADISE SEGASAMMY*3)	2.1	4.5	0.4	2.0
Ordinary Income	**-0.7**	**-0.8**	**-4.1**	**-8.0**
Indicators in the Medium-Term Plan				
Adjusted EBITDA	**-1.3**	**-18.4**	**-2.5**	**-4.0**

*1 GAN and Stakelogic are recorded with a three-month delay due to the December fiscal year-end
Consolidation of both companies' results began from Q2 FY2026/3
*2 Other common expenses include fixed expenses such as common personnel expenses and project-related expenses
*3 PARADISE SEGASAMMY is an equity-method affiliate of the Group
PARADISE SEGASAMMY is recorded with a three-month delay due to the December fiscal year-end, Local accounting standards
*4 For business revitalization programs of GAN and Stakelogic, please refer to the Management Meeting 2026 materials
https://www.segasammy.co.jp/en/ir/library/presentation/

Q2 FY2027/3 Results

- **Existing businesses performed steadily**
  - Gaming machine sales: Sales of video slot machine of key series performed steadily
  - PARADISE SEGASAMMY: Equity method earnings decreased but contributed to profits as expected
- **Promoted business revitalization programs*4 for the two acquired companies**

Forecast

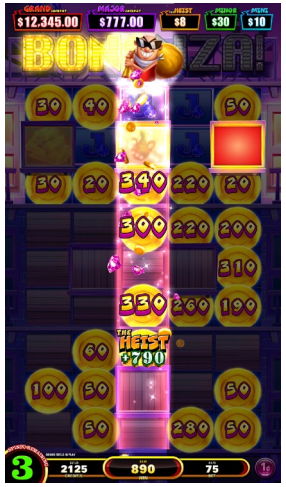
- **Rebuild the foundation for future growth to improve profit from FY2028/3 onward**
  - Strengthen sales of existing and new titles (Gaming machine sales)
  - Proceed migration to new platform (GAN)
  - In addition to a shift toward prioritizing “quality over quantity” through narrowing down the lineup, promote the online port of IPs with a track record in gaming machine sales (Stakelogic)
  - Promote fixed cost reductions through structural reforms and business efficiency improvements

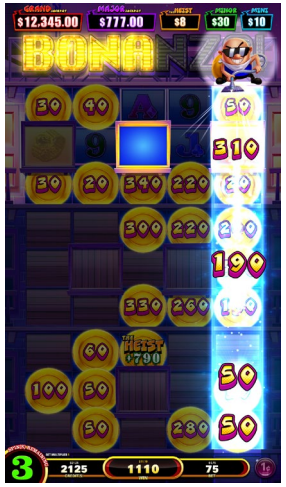
(Reference) New Title in Gaming Machine Sales











BONANZA BROS. GOLDEN HEIST™

- Launch of new title using SEGA's Legacy IP from September

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(Reference) PARADISE SEGASAMMY

(KRW Billion)		FY2026/3 Thru Q2	FY2026/3 Full year Results	FY2027/3 Thru Q2
Sales		**291.4**	**597.4**	**313.1**
	Casino	238.2	479.6	244.6
	Hotel	43.8	96.6	59.0
	Other	9.3	21.2	9.5
Cost of sales		**201.8**	**429.0**	**237.0**
	Casino	123.6	260.9	130.9
	Hotel	61.7	130.9	85.0
	Other	16.4	37.2	21.1
Gross profit		**89.6**	**168.4**	**76.1**
	SG&A	25.5	66.0	40.5
Operating profit		**64.0**	**102.5**	**35.6**
EBITDA		**81.8**	**138.3**	**57.6**
Net profit		**48.9**	**104.2**	**16.4**
Number of casino visitors (Thousands)		**202**	**434**	**233**

Source: Paradise IR

SEGASAMMY Equity method earnings amount (Billion yen)	**2.1**	**4.5**	**0.4**

*PARADISE SEGASAMMY is an equity-method affiliate of the Group
*PARADISE SEGASAMMY is recorded with a three-month delay due to the December fiscal year-end
*Local accounting standards

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Q2 FY2027/3 Results

- **Casino and hotel sales performed steadily**
  - Casino drop reached a record high on a quarterly basis
  - Although equity method earnings decreased due to increased expenses for the hotel newly opened in March etc., the profit contribution was in line with expectations

Forecast

- **Expect contribution to profit through equity method earnings**
  - Japanese VIP and mass market customers continue to drive casino sales



03

Future Initiatives

Initiatives and Outlook for the Second Half

Entertainment Contents Business

- Launch new key titles of Full Game from Q3 onward
- Expect expansion in new title and catalogue sales through each “sales transformation” initiative
- Expect licensing-out related revenue to increase through further expansion of Transmedia rollout

Pachislot & Pachinko Machines Business

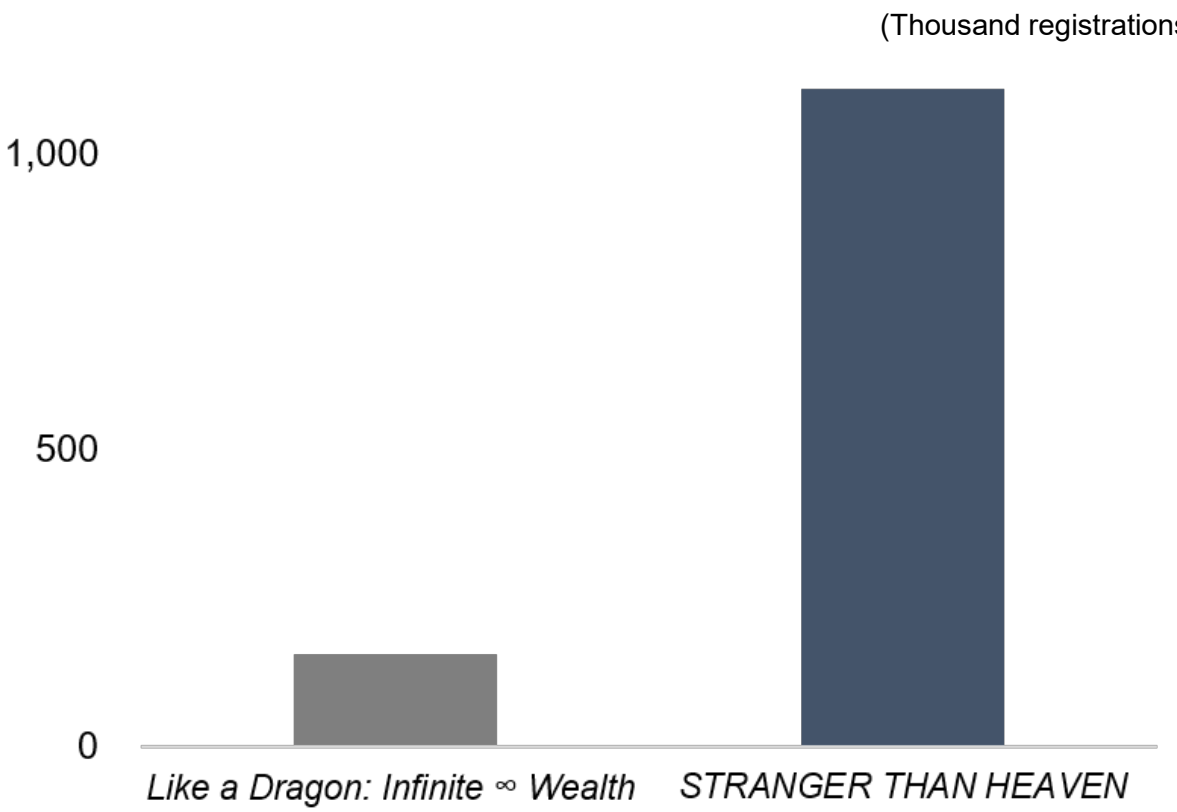
- Launch multiple new titles, led by the *Hokuto No Ken* series
- Carefully monitor the sales lineup in light of approval status

Gaming Business

- Expect existing businesses to maintain steady performance
- Implement business revitalization programs for the two acquired companies

Trends in Key Titles of Full Game

STRANGER THAN HEAVEN
Wishlist Registrations*: Comparison with our benchmark title



*As of 13 weeks before release



STRANGER THAN HEAVEN

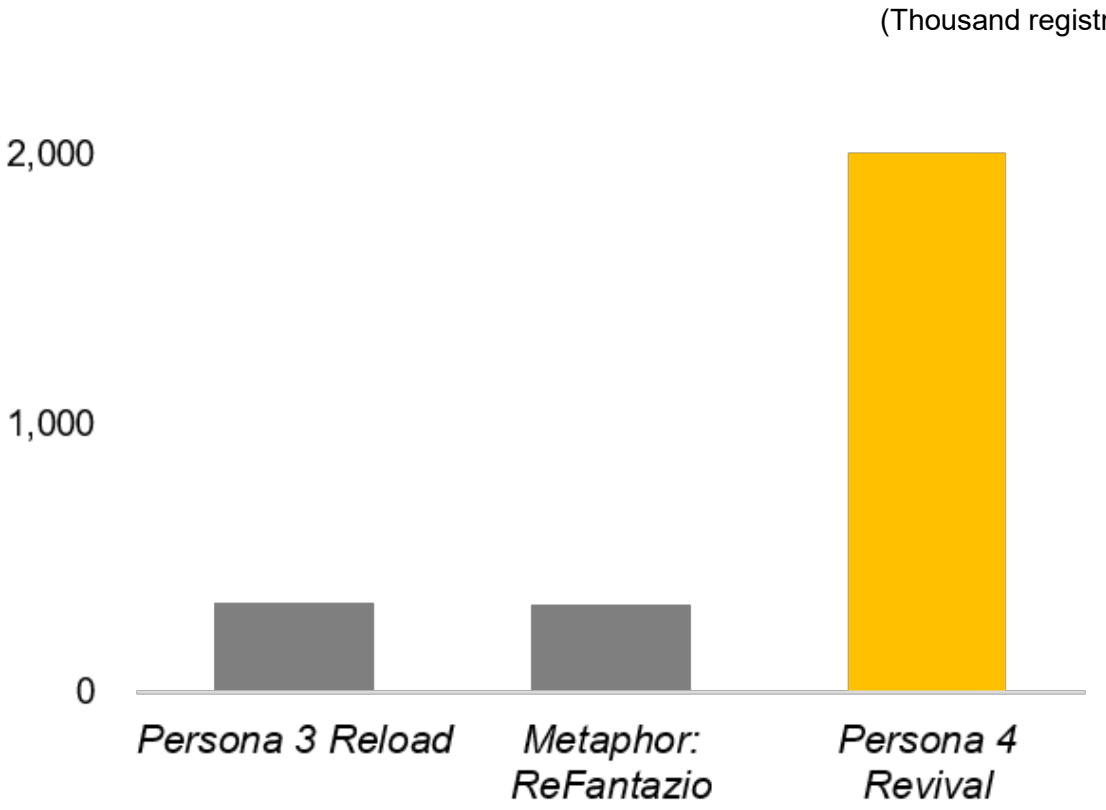
- Wishlist registrations exceeded 1 million (announced on Sep. 3)
- Outperforming our benchmark title at the same stage before release
- Rolled out promotional campaigns designed to reach new users* in addition to fans of RGG Studio titles
- New users account for approximately half of wishlist registrations

*Users who have not previously purchased RGG Studio titles

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Trends in Key Titles of Full Game

Persona 4 Revival
Wishlist Registrations*: Comparison with our benchmark titles



*As of 18 weeks before release



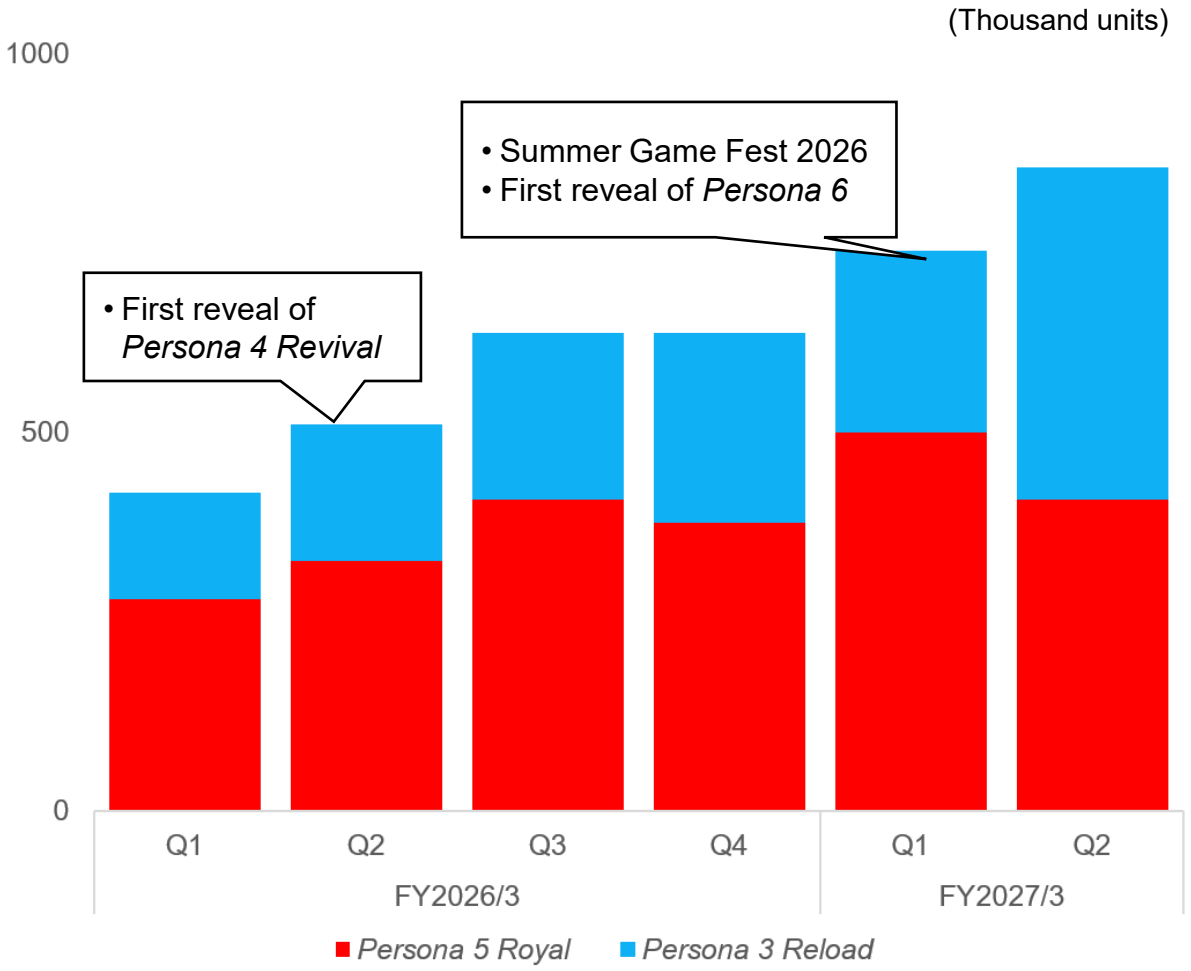
Persona 4 Revival

- Wishlist registrations exceeded 2 million
- Outperforming our benchmark titles at the same stage before release
- Rolled out promotional campaigns targeting fans of the *Persona* series
- A high proportion of registrants have purchased multiple titles in the series

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Trends in Key Titles of Full Game

Trends of Unit Sales of *Persona 5 Royal* and *Persona 3 Reload*



- Stimulated user interest by sharing information on new titles *Persona 4 Revival* and *Persona 6*
- Rolled out sales and promotional campaigns in conjunction with promotions of new titles
- Sales increased, mainly in North America and Asia

Upcoming Plans for Key IPs

SEGASammy

➢ Plans for video adaptations including a movie scheduled to be released in March 2027, along with product rollouts and events through various collaborations and partnerships

Games



Sonic Racing: CrossWorlds Season Pass 2
(Oct. 10, 2026)

Visual Media



Sonic the Hedgehog 4
(Mar. 19, 2027*1)

NETFLIX

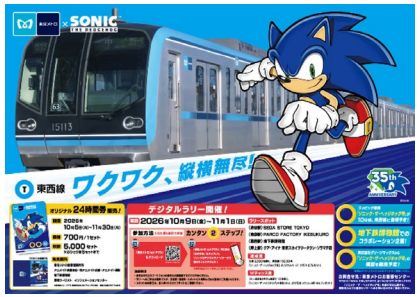
Kids Animated Series
(Release Date TBD)

Events, Merchandise, etc.















*1 Scheduled release date in North America

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Upcoming Plans for Key IPs

SEGASammy

STRANGER THAN HEAVEN

- Launch a new Full Game title in Jan. 2027. Announced the plan for a video adaptation.
- Roll out merchandising and other initiatives for the title, along with the *Like a Dragon* series

Games



STRANGER THAN HEAVEN
(Jan. 15, 2027)









Video Adaptations

NETFLIX

Live-Action Film
(Release Date TBD)

Events, Merchandise, etc.





©SEGA

Upcoming Plans for Key IPs

➢ Launch a new Full Game title in Feb. 2027. Roll out collaborations and merchandising initiatives to mark the 30th anniversary.

Games



Persona 4 Revival
(Feb. 18, 2027,
May 20, 2027 for Nintendo Switch™ 2)





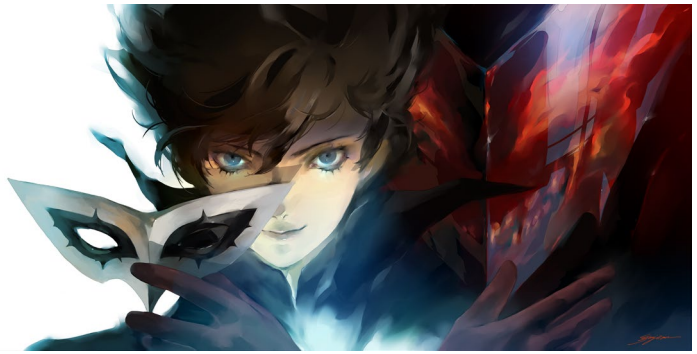




Events, Merchandise, etc.









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Transmedia Rollout Update (Store expansion)

- Open SEGA STORE, the flagship stores, in Beijing and Osaka
- Permanent store count rises to four, including Shanghai (May 2025) and Tokyo (Jul. 2025)
- Stores serve as hubs for Transmedia rollout



2026 Jul. OPEN

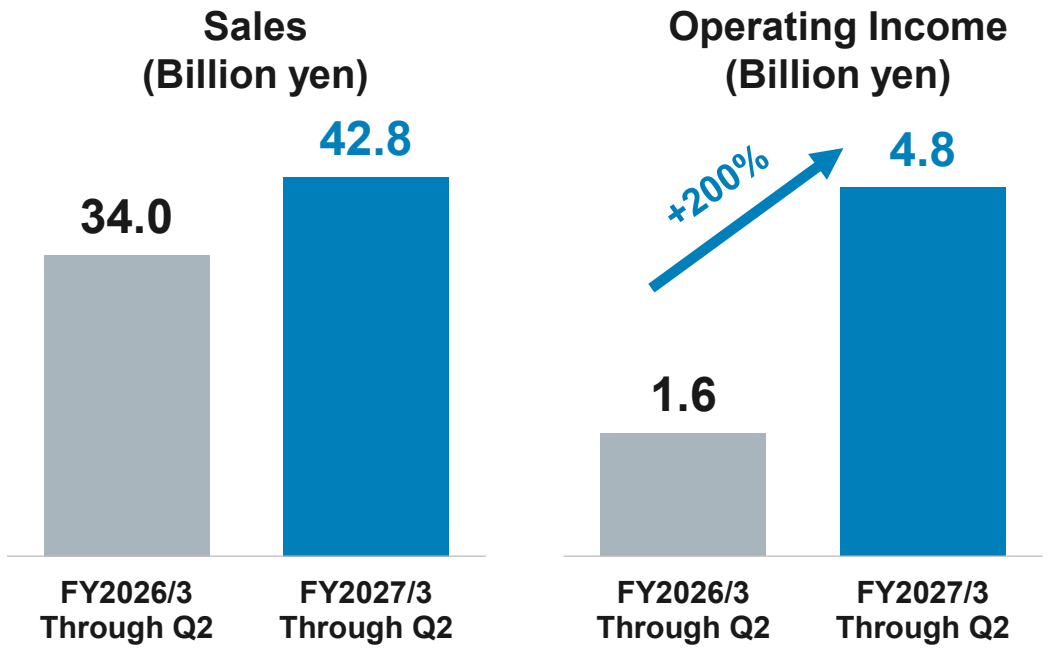
SEGA STORE BEIJING



2026 Oct. OPEN

SEGA STORE OSAKA

Sales and Operating Income (YoY)



Results

- Development of new markets proceeded with the entry of new customers, alongside strong demand from existing customers
- Sales of the *UFO CATCHER*® series were strong as the crane game market expands
- Overseas sales of prize merchandise also grew steadily

Forecast

- Expect continued strong sales of the *UFO CATCHER*® series
- Full-scale overseas sales of prize merchandise

04

Appendix

Impact of Exchange Rate Fluctuations

[Impact of Foreign Exchange in Q2 Results]

- **Positive impact of approximately 0.9 billion yen on sales and negative impact of 0.2 billion yen on operating income (-0.2 billion yen) in the Entertainment Contents Business**

(Billion yen)

		Q1	Q2
Consumer	Sales	0.99	0.95
	Operating Income	0.19	0.28
Animation	Sales	0.02	0.01
	Operating Income	0.02	0.01
AM&TOY	Sales	-	-
	Operating Income	-0.26	-0.49

[Currency Rates]

- 1 USD: Rate in initial forecast 151.0 yen → AR 159.87 yen
- 1 GBP: Rate in initial forecast 219.0 yen → AR 214.02 yen
- 1 EUR: Rate in initial forecast 177.0 yen → AR 184.33 yen

- **Recorded foreign exchange losses of 0.8 billion yen in non-operating expenses due to revaluation and settlement of receivables and payables denominated in foreign currencies**

Rollout Schedule (Consumer Area)

		Title	Launch	Region	Platform	
Full Game	FY2027/3	Sonic Frontiers - Definitive Edition	Jun. 24, 2026	Global	Nintendo Switch™ 2	*Sonic Frontiers* is also available on other platforms
		Metaphor: ReFantazio	Nov. 12, 2026	Global	Nintendo Switch™ 2	Also available on other platforms
		Fooball Manager 27	Nov. 10, 2026	Global	Multi-platform	The release date is based on local time.
		STRANGER THAN HEAVEN	Jan. 15, 2027	Global	Multi-platform	
		Persona 4 Revival	Feb. 18, 2027	Global	Multi-platform	The Nintendo Switch™ 2 version is scheduled for release on May 20, 2027.
	TBD	Crazy Taxi: World Tour	2027	Global	Multi-platform	
		VIRTUA FIGHTER CROSSROADS	2027	TBD	TBD	
		Persona 6	TBD	Global	Multi-platform	
		Total War: WARHAMMER 40,000	2027	Global	Multi-platform	
		Total War: MEDIEVAL III	TBD	TBD	TBD	
		Alien: Isolation 2	TBD	Global	Multi-platform	
Delivery format: TBD	FY2027/3 onward	Golden Axe (Title TBD)	TBD	TBD	TBD	
		Jet Set Radio (Title TBD)	TBD	TBD	TBD	
		Streets of Rage (Title TBD)	TBD	TBD	TBD	

*Only main announced titles are listed

Rollout Schedule (Animation Area)

		Title	Launch	Region	Platform	
TMS ENTERTAINMENT	FY2027/3	Always a Catch !	Apr. 1, 2026	-	-	A work of UNLIMITED PRODUCE Project*1
		Dr.STONE SCIENCE FUTURE（Final Season）	Apr. 2, 2026	-	-	
		Detective Conan: Fallen Angel of the Highway	Apr. 10, 2026	-	-	
		BAKI-DOU Part2	Jun. 18, 2026	Global	NETFLIX	Exclusively streaming worldwide on Netflix
		Anpanman: Pantan and the Promised Star	Jun. 26, 2026	-	-	
		BANANYA 10th Anniversary	Jul. 10, 2026	-	d Anime Store and other platforms	
		Blue Box Season 2	Oct. 4, 2026	-	-	A work of UNLIMITED PRODUCE Project*1
		MAGIC KNIGHT RAYEARTH	Oct. 7, 2026	-	-	A work of UNLIMITED PRODUCE Project*1
		SAKAMOTO DAYS Season 2	Jan. 2027	-	-	
Licensing-out/ Investment Project etc.	FY2027/3	The Angry Birds Movie 3	Dec. 23, 2026	-	-	Date in "Launch" is the scheduled release date in U.S. The release date in Japan is scheduled for January 22, 2027.
		Sonic the Hedgehog 4	Mar. 19, 2027	-	-	Date in "Launch" is the scheduled release date in U.S. Release date in other regions TBD
	TBD	Crazy Taxi *2	TBD	TBD	NETFLIX	
		Sonic *2	TBD	TBD	NETFLIX	
		STRANGER THAN HEAVEN *2	TBD	TBD	NETFLIX	
		Golden Axe *2	TBD	TBD	TBD	Licensing out
		SHINOBI *2	TBD	TBD	TBD	Licensing out
		Streets of Rage *2	TBD	TBD	TBD	Licensing out
		Eternal Champions *2	TBD	TBD	TBD	Licensing out
		THE HOUSE OF THE DEAD *2	TBD	TBD	TBD	Licensing out
		OutRun *2	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
*2 All titles TBD
*Only main announced titles are listed

Rollout Schedule (AM&TOY Area)

		Title	Launch	Region	Platform	
AM	FY2027/3	PAW Patrol Fun with Marshall	Jul. 2, 2026	-	-	
		Curious George Ukitto-Carnival	Jul. 2, 2026	-	-	
		Curious George Ukitto-Drive	Jul. 2, 2026	-	-	
		cherrit	Jul. 7, 2026	-	-	
		MOGURI A TALE	Jul. 8, 2026	-	-	
TOY	FY2027/3	“ANPANMAN” Talking Picture Book 3000	Aug. 6, 2026	-	-	

*Only main announced titles are listed

Sales Schedule

[Main titles sold by Q2 / titles planned to be sold from Q3 onward]

		Title	Initial Installation	Unit Sales	Specification Range[*1]	Sort
Pachislot	In or before Q2	Smart Pachislot BIG DREAM THE GOLDEN PUSHER	May 2026	10,400 units	High	New Series
		Smart Pachislot Lycoris Recoil	Sep. 2026	34,700 units	High Middle	New Series
		[Additional sales] Smart Pachislot Kabaneri of the Iron Fortress: The Battle of Unato	Mar. 2026	10,600 units	Medium	-
		Other titles	-	9,200 units	-	-
	Q3 onward	Smart Pachislot Beast King	Oct. 2026	-	High	New Series
		Smart Pachislot Kaitou Tenshi Twin Angel 2	Dec. 2026	-	Low	New Series
		A-SLOT+ Kaiun JAPAN BT	Feb. 2027	-	Low	New Series

(Reference) [Cumulative unit sales] *Smart Pachislot Kabaneri of the Iron Fortress: The Battle of Unato*: 45,500 units

		Title	Initial Installation	Unit Sales	Specification Range[*2]	Sort
Pachinko	In or before Q2	e Tokyo Revengers Christmas Showdown Arc	Jul. 2026	8,200 units	Light Middle	Specification Change
		e The Seven deadly Sins 3	Aug. 2026	8,300 units	High Middle	New Series
		e Kabaneri of the Iron Fortress 2 Rinne no Kahou 119ver.	Sep. 2026	3,000 units	Light	Specification Change
		Other titles	-	6,900 units	-	-
	Q3 onward	e Beast King Shishi no Ichigeki	Nov. 2026	-	High Middle	New Series
		e SHANGRI-LA FRONTIER	Dec. 2026	-	High Middle	New Series
		e Hokuto No Ken Gekitou	Jan. 2027	-	Middle	Specification Change
		e Record of Ragnarok Dodeka129ver.	Feb. 2027	-	Light Middle	Specification Change

[*1] Specification Range (Pachislot): Classified by gambling aspect level (High/High Middle/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 FY2027/3 are listed
*Among the announced titles, only those with confirmed title names are listed
*Sales unit figures are rounded down to the nearest hundred units

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

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