

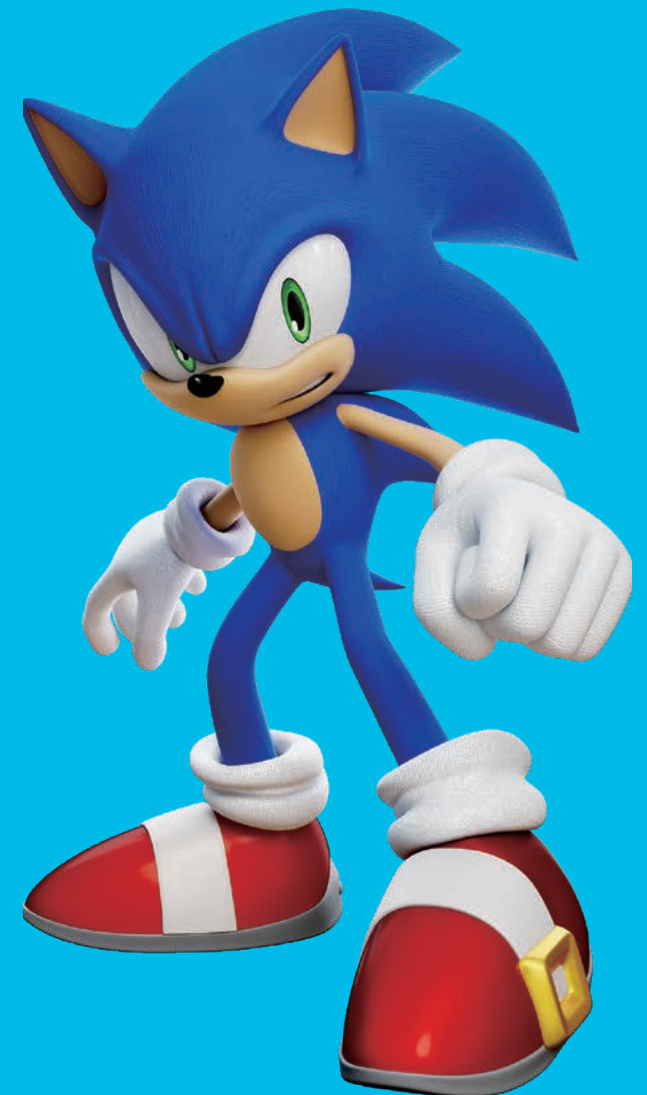
Strengths of the Sega Sammy Group

Surprising the world with CREATIVITY

***Sonic Frontiers* became a major hit worldwide**

The Sonic series, which is particularly popular overseas and whose base spans all ages from parents to children, is a flagship IP for SEGA with cumulative sales of 1.66 billion units/downloads (including F2P title downloads). In November 2022, we launched *Sonic Frontiers*, our first all-new Sonic title in nearly five years, simultaneously worldwide and across multiple platforms. Featuring Sonic's unique supersonic action and action adventure across a vast expanse of islands, *Sonic Frontiers* has captivated users around the world, surpassing 3.2 million copies worldwide (as of the end of March 2023). Games born out of SEGA's creativity and passion will continue to surprise and inspire the world.

SONIC™
FRONTIERS
ソニック フロンティア



Introduction of Sonic IP topics
and information on games
such as *Sonic Frontiers*

**SONIC
CHANNEL**

[https://sonic.sega.jp/
SonicChannel/index.html](https://sonic.sega.jp/SonicChannel/index.html)





Smart Pachislot Hokuto No Ken maintaining industry-leading utilization

Launched in 2003, the first *Pachislot Hokuto No Ken* won great acclaim for its cutting-edge gameplay and LCD visual effects. This legendary title achieved sales above 620,000 units, a record that has yet to be beaten by any other single title. With *Smart Pachislot Hokuto No Ken*, we have fully reproduced the gameplay and LCD visual effects of *Pachislot Hokuto No Ken*, giving them a new lease of life as a smart pachislot title. The fun of this title has appealed not only to users familiar with the first generation, but also to new users. The new version has maintained record utilization rates, with sales exceeding 60,000 units (as of the end of July 2023). From one era to another, Sammy's innovation continues to inspire and move people.



Smart Pachislot Hokuto No Ken
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Strengths of the Sega Sammy Group

Changing the world with INNOVATION

Strengths of the Sega Sammy Group

Carving out
the future
with TALENT

► Creative Assembly
► Sports Interactive
► Two Point Studios

► Amplitude Studios
► Creative Assembly Sofia

EU
Approx. 1,300 employees

► SEGA
► ATLUS

Japan/Asia
Approx. 2,100 employees

- Console
- PC (Online)
- Mobile
- Arcade

► Relic Entertainment

NA
Approx. 400 employees

► Sega of America

* Number of development employees (full-time and permanent contract employees) as of the end of March 2023
* Japan/Asia include development employees of amusement machines

Diverse human resources
working globally

The SEGA SAMMY Group brings together talented and expert people from around the world who work day in, day out to create new value. To continue evolving while maintaining our role as a pioneer in a rapidly changing business environment, we have established SEGA SAMMY Group's HR Transformation Vision. This vision represents a departure from traditional human resource administration styles based on seniority and on rigid structure. Going forward, the Group will continue to enhance various training programs and strengthen human capital with the aim of maximizing the diversity and value of its human resources and demonstrate their strengths in a wide range of business areas.



A training session



For more information on
our human capital strategy, see **P. 58-59**

Living Out Our *Raison d'Être*

In every era, entertainment has given vibrancy to society. While entertainment is an industry that depends on peace for its existence, we believe that it has in itself the power to bring peace to society and inspire people. We will continue working as one team made up of all the Group's employees toward our Group's Mission of "Constantly Creating, Forever Captivating—Making life more colorful." We will also carry out sustainable management by focusing on the four "Es" of Environment, Empathy, Edge, and Economics.

SEGA SAMMY Group Mission Pyramid



VALUE (Mindset and DNA)

“Creation is Life”

×

“Always Proactive, Always Pioneering”

Material Issues to Be Addressed