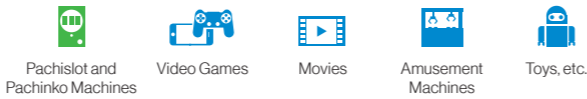


An IP Portfolio that Powers Our Growth

List of major IP



Examples of IP developed in-house

IP title	First appearance year	Multifaceted rollout	Cumulative unit sales / downloads
<i>Sonic the Hedgehog Series</i>	1991		More than 1.66 billion (Units and downloads*) (Full games and F2P total)
<i>Puyo Puyo Series</i>	1991*1		Approx. 39.0 million (Units and downloads*/IDs/users) (Full games and F2P, Amusement Machines-registered IDs total (Total for registrations after IP acquisition))
<i>Virtua Fighter Series</i>	1993		More than 18.8 million (Units and downloads/IDs) (Full games and F2P total. Total number of IDs in Amusement Machines.)
<i>Sakura Wars Series</i>	1996		Approx. 5.8 million (Units and downloads) (Full games and F2P total)
<i>Like a Dragon Series</i>	2005		Approx. 21.3 million units (Full games total)
<i>ALADDIN Series</i>	1989		Approx. 580 thousand units (pachislot and pachinko machines total)
<i>Beast King Series</i>	2001		Approx. 510 thousand units (pachislot and pachinko machines total)
<i>PHANTASY STAR Series</i>	1987		Approx. 10.0 million users *3
<i>CHAIN CHRONICLE Series</i>	2013		Approx. 26.0 million (Units and downloads*) (Full games and F2P total)

*1 SEGA CORPORATION acquired the rights in 1998. Figures for cumulative unit sales are the totals for titles that SEGA sold after acquiring the rights.
*2 Including downloads of free-to-play titles. *3 Total for domestic and overseas versions of *PHANTASY STAR ONLINE 2* and *PHANTASY STAR ONLINE 2 NEW GENESIS*.

Examples of acquired IP

IP title	First appearance year	Multifaceted rollout	Cumulative unit sales / downloads
<i>Shin Megami Tensei Series</i>	1992		Approx. 19.2 million (Units and downloads*) (Full games and F2P total)
<i>Persona Series</i>	1996		Approx. 17.7 million (Units and downloads) (Full games and F2P total)
<i>Total War Series</i>	2000		More than 43.4 million (Units and downloads)
<i>Football Manager Series</i>	2004		More than 30.2 million (Units and downloads)

Examples of IP licensed from third parties

IP title	First appearance year	Multifaceted rollout	Cumulative unit sales / downloads
<i>SEGA feat. HATSUNE MIKU Project Series</i>	2009		Approx. 24.0 million (Units and downloads*) (Full games and F2P total)
<i>Hokuto No Ken Series</i>	2002		More than 8.54 million (Units and downloads) (pachislot and pachinko machines, full games, F2P and amusement machines total)
<i>SOUTEN-NO-KEN Series</i>	2009		Approx. 490 thousand units (pachislot and pachinko machines total)

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The Group boasts multiple, highly competitive IPs. While developing and expanding these IPs to ensure stable profitability, we are strategically remastering and remaking IPs that have strong potential.

Sonic the Hedgehog series

More than **1.66 billion** (Units and downloads)
(Full games and F2P total)

Sonic, SEGA's flagship IP, was introduced in 1991 as a high-speed action game in which players must run frenetically pace through stages of various ups, downs, and loops. Several hit games followed, continuing to attract fans around the world. The *Sonic the Hedgehog* movie, released in 2020, and its sequel, *Sonic the Hedgehog 2*, released in 2022, were each global blockbusters. This has helped to accelerate the growth of the Sonic IP.

Like a Dragon series

Approx. **21.3 million units**
(Full games total)

The *Like a Dragon* series was launched in 2005 under the concept of entertainment for a mature audience. It depicts the way of life of a cast of fierce men in a vast entertainment district. Using an actual entertainment district as its backdrop, the game realistically captures the look and feel of that world. Featuring famous actors, the game has been promoted through many tie-ups with other companies. This has garnered it widespread attention, bringing the cumulative unit sales of the series to around 21.3 million units.

Persona series

Approx. **17.7 million** (Units and downloads)
(Full games and F2P total)

The *Persona* series is a coming-of-age themed RPG about teenage boys and girls who, having awakened to their special Persona powers, encounter various incidents and hardships as they grow. With its unique characters and settings, stylish songs, and compelling stories, the *Persona* series has gained many fans around the world. This popular series, with its cumulative total of 22 titles, has been adapted for a variety of media, including live music, animation, and manga, which has attracted new users.

Hokuto No Ken series

More than **8.54 million** (Units and downloads)
(pachislot and pachinko machines, full games, F2P and amusement machines total)

The original *Pachislot Hokuto No Ken* boasts the largest sales volume in the history of the pachislot and pachinko machines market, with a cumulative sales volume of about 620,000 units. The total number of pachislot and pachinko machines, full games, F2P titles and amusement equipment is more than 8.54 million (units/DL), making it a huge IP. *Smart Pachislot Hokuto No Ken* was introduced in 2023, and it has become a major hit.