

January 22, 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)

Further Inquiry: Makoto Takahashi,
Executive Vice President,
Executive Officer,
Managing Director of
Corporate Planning Division
(TEL: 03-6864-2400)

Notice of *Sonic the Hedgehog 3* Movie Box Office Surpasses \$425 Million Worldwide, Breaking its predecessor record as Paramount Pictures Dates *Sonic 4* for Release on March 19, 2027

SEGA SAMMY HOLDINGS INC. (“the Company”) is pleased to announce that the film *Sonic the Hedgehog 3*, co-produced with SEGA of America, Inc., a group company of the Company and Paramount Pictures Corporation (“Paramount Pictures”), recorded a global box office of \$425 million, surpassing the \$405 million record of the previous film. The fourth installment of the film franchise is set to release in theaters on March 19, 2027 from Paramount Pictures.

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

Attached material: Press Release of SEGA,

“*Sonic the Hedgehog 3* Movie Box Office Surpasses \$425 Million Worldwide, Breaking its predecessor record as Paramount Pictures Dates *Sonic 4* for Release on March 19, 2027.”



-PRESS RELEASE -



Jan. 22, 2025

SEGA CORPORATION

Sonic the Hedgehog 3 Movie Box Office Surpasses \$425 Million
Worldwide, Breaking its predecessor record as Paramount Pictures Dates
Sonic 4 for Release on March 19, 2027.

SEGA CORPORATION (Head Office: Shinagawa, Tokyo, President COO: Shuji Utsumi, hereinafter SEGA) is pleased to announce that the film *Sonic the Hedgehog 3*, co-produced with its U.S. subsidiary SEGA of America, Inc. (hereinafter SEGA of America) and Paramount Pictures Corporation (hereinafter Paramount Pictures), recorded a global box office of \$425 million, surpassing the \$405 million record of the previous film. The fourth installment of the film franchise is set to release in theaters on March 19, 2027 from Paramount Pictures.

The “Sonic the Hedgehog” series, a Hollywood film adaptation of SEGA’s popular game series, tells the story of Sonic, the world’s fastest hedgehog, as he embarks on adventures in the new setting of Earth. The preceding movie, *Sonic the Hedgehog 2*, released in 2022, a mysterious dark hero Shadow makes his movie debut, with the story set against the vibrant backdrop of Tokyo. The movie delivers the most expansive scale and supersonic action sequences in the series to date.

The film was released in the US on December 20 last year, and in its opening three days (December 20 to 22) it recorded box office revenue of \$60.1 million dollars and debuted at No.1. Internationally, the film had the biggest opening of the *Sonic the Hedgehog* franchise. It has debuted at No. 1 in over 30 markets, including the U.K., Mexico, Italy, Australia, Poland, Malaysia, UAE, Turkey, Philippines, Panama, and Argentina.

It is also in theaters in Japan now. It opened on December 27 last year and has already made over 188.2 million yen, surpassing the box office revenue of the previous film to achieve 233 million yen and setting a record for the series in Japan.

The *Sonic the Hedgehog* film franchise has recently surpassed \$1 billion in worldwide box office gross across its three movies.

Movie “Sonic the Hedgehog 3”

■ Director: Jeff Fowler (“Sonic the Hedgehog” and “Sonic the Hedgehog 2”)

Screenplay by: Pat Casey & Josh Miller and John Whittington

■ Story by Pat Casey & Josh Miller

■ Produced by: Neal H. Moritz (“Fast & Furious” series), Toby Ascher, Toru Nakahara, Hitoshi Okuno

■ Executive Producers: Haruki Satomi, Shuji Utsumi, Yukio Sugino, Jeff Fowler, Tommy Gormley, Tim Miller

■ Cast: Jim Carrey, Ben Schwartz, James Marsden, Tika Sumpter, Idris Elba, Keanu Reeves, Krysten Ritter, Lee Majdoub, Natasha Rothwell, Adam Pally, Shemar Moore, Colleen O’Shaughnessey, Alyla Browne, James Wolk

■ Voice Over: Taishi Nakagawa, Koichi Yamadera, Subaru Kimura, Ryo Hirohashi, Yuichi Nakamura, Marina Inoue

■ U.S. Release: Dec. 20, 2024 ■ Original Title: Sonic the Hedgehog 3

■ JP Release: Dec. 27, 2024 ■ Distribution: Towa Pictures

■ Official site: sonic-movie.jp

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About SEGA CORPORATION

SEGA CORPORATION is headquartered in Tokyo, Japan, and is a worldwide leader in interactive entertainment. The company develops, publishes, and distributes a variety of games for consoles, PCs, and wireless devices as well as character products, and various other products. Moreover, SEGA distributes a range of gaming content developed by its domestic and overseas studios worldwide via its global publishing bases. SEGA is leveraging its own IP to accelerate the development and commercialization of its IP not only in games but also in various other media, thereby dramatically increasing the value of its IP. SEGA is positioning transmedia as an important strategy for providing new content to users around the world.

SEGA CORPORATION's website is located at <https://www.sega.co.jp/>

About Paramount Pictures

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Paramount Global (NASDAQ: PARA, PARAA), a leading global media and entertainment company that creates premium content and experiences for audiences worldwide. Paramount Pictures has some of the most powerful brands in filmed entertainment, including Paramount Pictures, Paramount Animation, and Paramount Players. PPC operations also include Paramount Home Entertainment, Paramount Pictures International, Paramount Licensing Inc., and Paramount Studio Group.

About Sonic the Hedgehog 3

Sonic the Hedgehog returns to the big screen this holiday season in his most thrilling adventure yet. Sonic, Knuckles, and Tails reunite against a powerful new adversary, Shadow, a mysterious villain with powers unlike anything they have faced before. With their abilities outmatched in every way, Team Sonic must seek out an unlikely alliance in hopes of stopping Shadow and protecting the planet.