

September 25, 2026

(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: Genta Atobe,
Managing Director of
Corporate Planning Division
(TEL: 03-6864-2400)

Notice of the Globally Beloved *Football Manager* Series Returns
Football Manager 27 Confirmed for Release in November 2026!

SEGA SAMMY HOLDINGS INC. hereby notifies that SEGA CORPORATION, a group company of the Company announced that the latest entry in the globally acclaimed *Football Manager* series, *Football Manager 27*, will be released in November 2026.

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

Attached material:

The Globally Beloved *Football Manager* Series Returns
Football Manager 27 Confirmed for Release in November 2026!



**The Globally Beloved Football Manager Series Returns
Football Manager 27 Confirmed for Release in November 2026!**

FOOTBALLTM MANAGER 27

September 24, 2026 – SEGA is thrilled to announce that the latest entry in the globally acclaimed *Football Manager* series, *Football Manager 27*, will be released in November 2026.

Developed by Sports Interactive and published by SEGA, *Football Manager* is a world-renowned football management simulation series. It puts you in the role of a club's manager, from local semi-professional sides to the biggest and most prestigious teams on the planet, with the goal of leading your squad to new heights in this unparalleled, true-to-life football experience.

Sports Interactive launched their first gameplay deep dive video focused on improvements to navigation, the full screen experience and customisation.

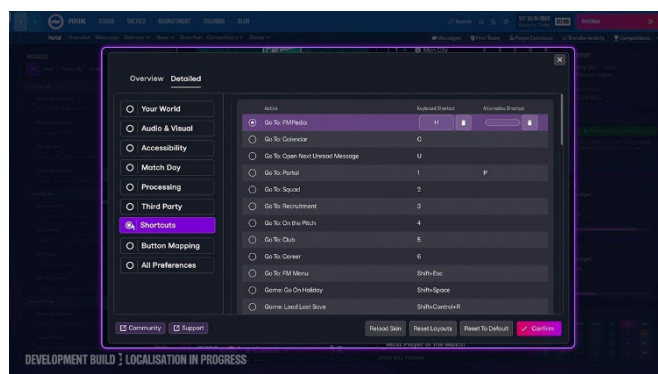
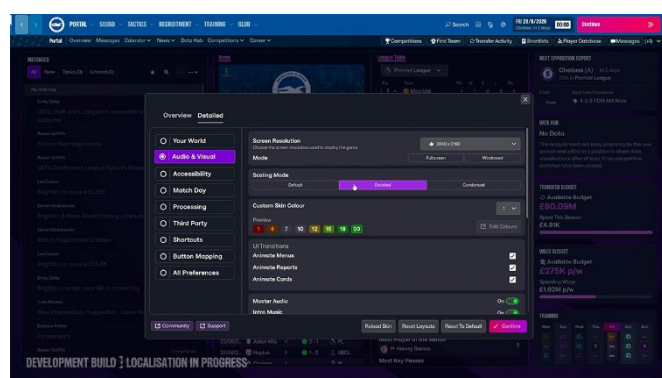
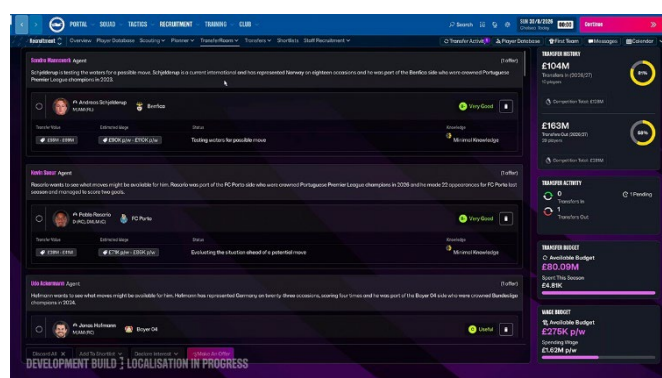
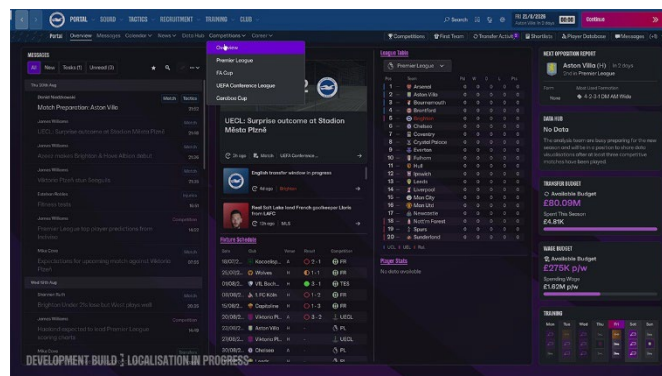
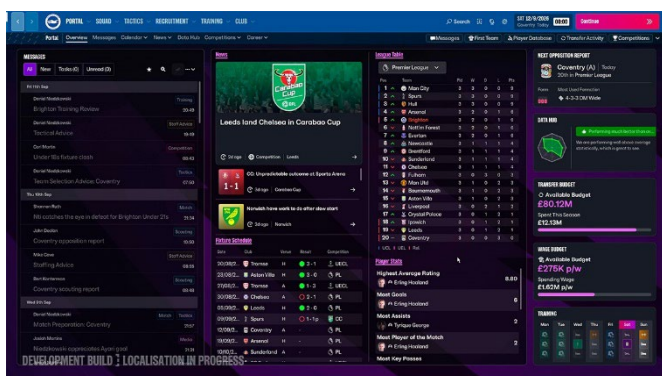
The suite of changes and upgrades to the user interface evolve existing design language while reducing clicks and restoring familiar behaviours, all designed with community input and discovery at their core.

[This deep dive](#), which also showcases work on scaling, adaptive layouts and customisation preferences to fit each player's managerial style, marks the start of a regular cadence of releases covering a variety of game areas inspired by player feedback.

Further information on *FM27*'s release date, supported platforms and pre-orders will follow in due course.

Football Manager 27 | Deep Dive |

<https://www.youtube.com/watch?v=cMqHJqzAq44>



About Sports Interactive™:

Sports Interactive is the world's leading developer of sports management simulations. From their home at Here East, Stratford, SI creates immersive alternate realities that don't just emulate sport but shape it. The SI team are tenaciously passionate creators, bringing talented, ambitious people together to craft gaming experiences that forever stretch the possibilities of sports entertainment. It's this ethos that caught the attention of SEGA®, who brought SI onboard as a subsidiary in 2006. More info on the studio and its work can be found at www.sports-interactive.com.

About Football Manager™:

Football Manager (FM) is the world's leading football management simulation title and our iconic, award-winning series has captivated a global pool of players for two decades. *FM* takes players to the heart of the beautiful game and lets them create their own football story as manager of their favourite club. With more than 50 of the top footballing nations to manage in and a database of more than 800,000 active players and staff from around the world of football, the game offers tasks players with making the key decisions at their club offers an unrivalled simulation experience. *FM* has grown to become more than just a game and is now deeply embedded in the football



industry with the *FM* database now powering the recruitment strategies of professional clubs around the world of football. The game has become an integral part of modern fan culture, shaping the discourse around the professional game. It has been the inspiration for several books, a stand-up comedy show and even a feature-length documentary. For more information on *Football Manager*, visit [footballmanager.com](https://www.footballmanager.com/).

Football Manager 27 Product Information:

Title	Football Manager 27
Release Date	TBD
Platform	TBD
Website	https://www.footballmanager.com/
Copyright	© Sports Interactive Limited 2026. Published by SEGA.