

December 1, 2017

Dear Sirs,

Name of Company: SEGA SAMMY HOLDINGS INC.

Name of Representative: Haruki Satomi,
President and COO
(Representative Director)

(Code No. 6460, Tokyo Stock Exchange 1st Section)

Further Inquiry: Yoichi Owaki,
Vice President,
Senior Executive Officer
Managing Director of
Finance & Accounting Division
(TEL: 03-6215-9955)

ATLUS Announces Sales Milestone for Hit Title *Persona 5*, Now More Than 2 Million Copies Sold Worldwide

Our group company ATLUS announced that the overall sales of “Persona 5” have reached more than 2 million copies sold worldwide.

For further information, please refer to attached press release.

Attached material: Press Release of ATLUS

ATLUS Announces Sales Milestone for Hit Title *Persona 5*, Now More Than 2 Million Copies Sold Worldwide

ATLUS Announces Sales Milestone for Hit Title *Persona 5*, Now More Than 2 Million Copies Sold Worldwide

IRVINE, Calif. - Nov. 30, 2017 – ATLUS today announced that the overall sales of *Persona 5* for the PlayStation®4 and PlayStation®3 have reached a critical milestone with more than 2 million copies sold worldwide. Since the initial launch the title has been critically acclaimed from media and users alike, receiving recognition and awards from prestigious media outlets and fans. Most recently, ATLUS is proud to announce that the title has been nominated in four categories for the prestigious “The Game Awards 2017” held in Los Angeles CA on December 7, including: “Game of the Year,” “Best Art Direction,” “Best Score/Music,” and “Best Role Playing Game.”

“This has been an incredible year for our company, one that represents our ambitions for Japanese games in the west,” said Naoto Hiraoka, president & CEO of Atlus U.S.A., Inc.. “We are in the middle of experiencing tremendous growth, both in the west and abroad, and the sales of *Persona 5* represent a new level of expectation for fans of the genre. Once seen as niche, *Persona 5* is one of the most important titles this year, proving interest in this category is expanding. We look forward delivering more incredible games to our fans next year.”

About *Persona 5*

Persona 5 is a game about the internal and external conflicts of a group of troubled youth who live dual lives. They have the typically ordinary day-to-day of a Tokyo high-schooler - attending class, after school activities and part-time jobs. But they also undertake fantastical adventures by using otherworldly powers to enter the hearts of people. Their power comes from the Persona, the Jungian concept of the "self;" the game's heroes realize that society forces people to wear masks to protect their inner vulnerabilities, and by literally ripping off their protective mask and confronting their inner selves do the heroes awaken their inner power, and use it to strive to help those in need. Ultimately, the group of Phantom Thieves seeks to change their day-to-day world to match their perception and see through the masks modern-day society wears.

Persona 5 is now available in the Americas and Europe, for PlayStation 4 and PlayStation 3. The game is rated M by the ESRB. For more information, please visit the official website, atlus.com/persona5

About the Persona Series

The Persona series presents stories of the youth in modern-day Japan who have learned to harness the “Persona” ability that brings them power in the face of obstacles and enemies from the multiverse. The stories often take place in high school where the characters learn and experience the coming of age. The success of the RPG series has allowed it to expand its universe outside of games and into TV animation, movies, live music events concerts at Tokyo’s famed Budokan arena, live stage plays, and manga. Sales of the game series now totals more than 8.9 million units (including Persona 5) worldwide.

About ATLUS

Atlus U.S.A., Inc. has become known across the industry as a mark of high-quality, deeply immersive, uniquely Japanese video game experiences. With award-winning titles that reach across a variety of genres and platforms, including the Shin Megami Tensei® and Persona® series of role-playing games, the ground-breaking action-adventure/puzzle game Catherine™, and the much-celebrated RPG Demon's Souls™, Atlus is committed to offering the highest standard in interactive entertainment experiences. www.atlus.com

###