

June 23, 2022

(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,
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Notice of Sonic the Hedgehog 2 Movie Box Office Surpasses \$400 Million Worldwide, Exceeding its Predecessor's Record for Top-Grossing Video Game Adaptation of All-Time

SEGA SAMMY HOLDINGS INC. (the Company) is proud to announce that the film "Sonic the Hedgehog 2", co-produced with Paramount Pictures Corporation in association with SEGA of America, Inc., the group company of the Company, recorded a global box office of \$400 million (54 billion 400 million yen) in its first three months of release.

Also, the film's U.S. box office gross topped \$190.56 million (25 billion 916.16 million yen), breaking the record for the top-grossing video game-based film adaptation of all time.

*Exchange rate: 1 USD = 136 yen

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

Attached material: Press Release of SEGA,
"Sonic the Hedgehog 2 Movie Box Office Surpasses \$400 Million Worldwide, Exceeding its Predecessor's Record for Top-Grossing Video Game Adaptation of All-Time"



-PRESS RELEASE -

SEGASammy
GROUP

June. 23, 2022

SEGA CORPORATION

**Sonic the Hedgehog 2 Movie Box Office Surpasses \$400 Million Worldwide,
Exceeding its Predecessor's Record for Top-Grossing Video Game
Adaptation of All-Time**

SEGA CORPORATION (Head Office: Shinagawa, Tokyo, President COO: Yukio Sugino,) is proud to announce the film "Sonic the Hedgehog 2", co-produced with Paramount Pictures Corporation in association with SEGA of America, Inc., recorded a global box office of \$400 million (54 billion 400 million yen) in its first three months of release.

Based on the global blockbuster videogame franchise from SEGA, the "Sonic the Hedgehog" film series tells the story of the world's fastest hedgehog as he embraces his new home on Earth. "Sonic the Hedgehog 2," sequel to 2020 release "Sonic the Hedgehog," came to theaters on April 8, 2022 in the U.S. and sequentially from March 31, 2022 outside the U.S. The film's U.S. box office gross topped \$190.56 million (25 billion 916.16 million yen), breaking the record for the top-grossing video game-based film adaptation of all time.

The film has been a smash hit around the world, debuting at No. 1 in 47 markets, including the U.K., France, Australia, and other countries, with strong sales in Mexico and Brazil. It also recorded \$209.45 million (28 billion 485.2 million yen) internationally and has reached \$400 million worldwide.

"Sonic the Hedgehog 2" is coming to Japan on August 19. Don't miss it!

*At the rate of 136 yen to the U.S dollar

Movie "Sonic the Hedgehog 2"

- Director: Jeff Fowler ("Sonic the Hedgehog")
- Screenplay by: Pat Casey & Josh Miller and John Whittington
- Story: Pat Casey & Josh Miller
- Produced by: Neal H. Moritz ("Fast & Furious" series) , Toby Ascher, Toru Nakahara, Hitoshi Okuno
- Executive Producers: Haruki Satomi, Yukio Sugino, Shuji Utsumi, Nan Morales, Tim Miller ("Deadpool")
- Cast: James Marsden, Ben Schwartz, Tika Sumpter, Natasha Rothwell, Adam Pally, Shemar Moore, Colleen O'Shaughnessey with Idris Elba and Jim Carrey
- Voice Over: Taishi Nakagawa, Koichi Yamadera, Subaru Kimura, Ryo Hirohashi, Yuichi Nakamura, Marina Inoue
- Theme song: DREAMS COME TRUE
- U.S. Release: Apr. 8, 2022 ■ Original Title: Sonic the Hedgehog 2
- JP Release: Aug. 19, 2022 ■ Distribution: Towa Pictures
- Official site: sonic-movie.jp
- Copyright: ©2022 PARAMOUNT PICTURES CORPORATION AND SEGA OF AMERICA, INC.

【Appendix】

“Sonic the Hedgehog,” SEGA's most famous and fastest hedgehog video game character.

Since the 1991 release of the first “Sonic the Hedgehog” game, the Sonic series has gained worldwide popularity, with SEGA producing 1.38 billion units /DL of the series to date. In addition to games, SEGA is developing a variety of initiatives globally, including movies, animation, music, and merchandising.



About SEGA CORPORATION

SEGA CORPORATION is headquartered in Tokyo, Japan, and is a worldwide leader in interactive entertainment both inside and outside the home. The company develops, publishes, and distributes a variety of games for consoles, PCs, and wireless devices, as well as developing and distributing arcade machines, merchandise, 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 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 (NASDAQ: PARA, PARAA), a leading global media and entertainment company that creates premium content and experiences for audiences worldwide. Paramount Pictures controls a collection of 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.