

April 17, 2023

(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)

Regarding Certain Media Reports Concerning SEGA SAMMY Group

The Wall Street Journal and some other media outlets have reported that SEGA SAMMY HOLDINGS INC. is nearing an agreement to acquire Rovio Entertainment Oyj, but this was not announced by our group.

No formal decision has been made in this regard at this time, while it is true that we are considering such strategic option. This topic will be discussed by our board of directors today, April 17, 2023, and we will announce in a timely manner when any decisions are made concerning this strategic option.