

December 13, 2022

(Translation)

Dear all,

Name of Company: SEGA SAMMY HOLDINGS INC.
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President and Group CEO,
Representative Director

(Code No. 6460, Tokyo Stock Exchange Prime)

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Notice regarding Netflix Animated Sonic the Hedgehog series, Sonic Prime,
will premiere worldwide on December 15

SEGA SAMMY HOLDINGS INC. (the Company) is proud to announce that SEGA CORPORATION, the group company of the Company, today announced that Netflix's animated Sonic the Hedgehog Series, Sonic Prime, co-produced with WildBrain, makes its global debut on December 15.

In addition, we are proud to announce that Sonic Frontiers, the Blue Blur's first open-zone, action-adventure platforming game released worldwide on November 8, 2022, has sold over 2.5 million copies worldwide.

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

Attached material: Press Release of SEGA CORPORATION,
"Netflix Animated Sonic the Hedgehog series, Sonic Prime, will premiere worldwide on December 15"

December 12, 2022

Netflix Animated Sonic the Hedgehog series, Sonic Prime, will premiere worldwide on December 15

SEGA CORPORATION (HQ: Shinagawa-ku, Tokyo, President COO: Yukio Sugino, hereinafter SEGA) — Today, SEGA announced that Netflix's animated Sonic the Hedgehog Series, Sonic Prime, co-produced with WildBrain, makes its global debut on December 15.

The 24-episode first season animated adventure for kids, families and long-time fans draws upon the keystones of the brand and features the "Blue Blur" of video game fame in a high-octane adventure where the fate of a strange new multiverse rests in his gloved hands.



The series will be animated at WildBrain's Vancouver studio, and SEGA and WildBrain will jointly participate in production, distribution, and licensing. Man of Action Entertainment, creators of Ben 10 and the characters and team in the Academy Award-winning feature Big Hero 6, have been brought on as showrunners and Executive Producers for the series.

- SEGA's newest 3D Sonic game, Sonic Frontiers, sells over 2.5 million copies worldwide
- More Sonic Frontiers free content coming your way in2023!

Sonic Frontiers, the Blue Blur's first open-zone, action-adventure platforming game released worldwide on November 8, 2022, has sold over 2.5 million copies*1 worldwide.

In *Sonic Frontiers*, Sonic, Tails, and Amy set off on a new adventure in a mysterious new land searching for the missing Chaos Emeralds. Players will battle hordes of powerful enemies as they explore a breathtaking world of action, adventure, and mystery. Sonic fans can accelerate to new heights and experience the thrill of high-velocity, open-zone platforming freedom as they race across the Starfall Islands with no predetermined path. Within the open-zone landscape, players can complete side quests, solve puzzles, scale enormous structures, go fishing, and test their 3D platforming skills in Cyber Space.



With nothing but a handful of questions and a disembodied voice to guide him, Sonic sets out to save his friends and the enigmatic inhabitants of the Starfall Islands from a colossal, mechanized threat.

In addition, to make the Sonic Frontiers more exciting, SEGA will provide multiple free DLC that will add many new elements, playable characters, modes, and costumes. The first piece of DLC will be Sonic's Holiday Cheer Costume, free on December 21, 2022. SEGA is committed to making every effort to ensure a long and enjoyable experience for our players.

Sonic Frontiers is the newest addition to the growing portfolio of Sonic media initiatives, including projects like the upcoming Netflix animated series *Sonic Prime*, Paramount's *Sonic the Hedgehog* films,

and a collection of high-speed action games since 1991.



*1 SEGA internal data: sales figures represent the sum of sales of physical and downloaded titles and those deployed across all platforms.

About Sonic the Hedgehog series

The *Sonic* series is collection of a high-speed action games that first released in 1991. The series offers exhilarating super-speed action and a beginner-friendly gameplay system that allows you to face against enemies or traps fearlessly with the help of its iconic gold rings. It has been supported by players of all ages for many years and has recorded 1.51 billion sales/DL*² to date. The *Sonic* series offers a breadth of gameplay varieties, including 2D action, 3D rearview action, as well as multiple spin-off titles. In addition to game titles, SEGA has also expanded the series globally in a range of areas, including film, animation, music, and merchandising.



*² Includes downloads of Free to Play (F2P) titles

About SEGA CORPORATION (<https://www.sega.co.jp/>)

SEGA CORPORATION is headquartered in Tokyo, Japan, a worldwide leader in interactive entertainment both inside and outside the home. The company offers a variety of game contents for console, PC, wireless devices including planning, development, sales and operation, and amusement machine including planning, development, and sales. Moreover, it provides game content developed by studios in countries around the world through global publishing bases. SEGA CORPORATION's website is located at <https://www.sega.co.jp/>

About SEGA of America, Inc.:

SEGA of America, Inc. is the American arm of Tokyo, Japan-based SEGA CORPORATION, a worldwide leader in interactive entertainment. Established in 1986, SEGA of America publishes and develops innovative interactive entertainment experiences for console, PC, mobile and emerging platforms. In 2020, SEGA ranked #1 among Metacritic's Annual Game Publisher Rankings. Its globally beloved franchises include Sonic the Hedgehog, Yakuza, Virtua Fighter, Super Monkey Ball, and Crazy Taxi, along with Atlus' Persona and Shin Megami Tensei series. Since its debut more than three decades ago, Sonic has become an entertainment icon featured in several dozen games, TV series, movies, merchandise and more. SEGA of America has offices in Irvine and Burbank, California. Visit <http://www.sega.com/>.

About WildBrain

At WildBrain we inspire imaginations to run wild, engaging kids and families everywhere with great content and beloved brands. With approximately 13,000 half-hours of filmed entertainment in our library—one of the world's most extensive—we are home to such treasured franchises as Peanuts, Teletubbies, Strawberry Shortcake, Yo Gabba Gabba!, Caillou, Inspector Gadget and Degrassi. Our

integrated, in-house capabilities spanning production, distribution and licensing set us apart as a unique independent player in the industry, managing IP across its entire lifecycle, from concept to content to consumer products.

At our state-of-the-art animation studio in Vancouver, we produce award-winning, fan-favourite series, such as *The Snoopy Show*; *Snoopy in Space*; *Sonic Prime*; *Chip and Potato*; *Strawberry Shortcake: Berry in the Big City*; *Carmen Sandiego*; *Go, Dog. Go!* and many more. Enjoyed in more than 150 countries and on over 500 streaming platforms and telecasters, our content is everywhere kids and families view entertainment. WildBrain Spark, our AVOD network, has garnered over 1 trillion minutes of watch time on YouTube, offering one of the largest selections of kids' content on that platform. Our leading consumer-products and location-based entertainment agency, WildBrain CPLG, represents our owned and partner properties in every major territory worldwide. Our television group owns and operates some of Canada's most-viewed family entertainment channels.

WildBrain is headquartered in Canada with offices worldwide and trades on the Toronto Stock Exchange (TSX: WILD). Visit us at wildbrain.com.