

February 16, 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 1st Section)

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Notice of SEGA's Announcement regarding Development of Third Sonic the Hedgehog Film with
Paramount Pictures, and Live-action Sonic Series with Paramount+

SEGA SAMMY HOLDINGS INC. (the Company) hereby notifies that Paramount Pictures and SEGA CORPORATION (SEGA) today announced that they have commenced development on a third feature film installment to the Sonic the Hedgehog franchise. Additionally, SEGA and Paramount+ are developing the first-ever original live-action Sonic series, to launch in 2023.

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

Attached material: Press Release of SEGA,
"SEGA CORPORATION ANNOUNCES DEVELOPMENT OF THIRD SONIC THE HEDGEHOG FILM
WITH PARAMOUNT PICTURES, AND LIVE-ACTION SONIC SERIES WITH PARAMOUNT+"



FOR IMMEDIATE RELEASE

**SEGA CORPORATION ANNOUNCES DEVELOPMENT OF THIRD
SONIC THE HEDGEHOG FILM WITH PARAMOUNT PICTURES, AND
LIVE-ACTION SONIC SERIES WITH PARAMOUNT+**

HOLLYWOOD, CA. (February 15th, 2022) Paramount Pictures and SEGA CORPORATION today announced that they have commenced development on a third feature film installment to the *Sonic the Hedgehog* franchise. Additionally, SEGA and Paramount+ are developing the first-ever original live-action Sonic series, to launch in 2023. The Paramount+ series will feature the character Knuckles, voiced by Idris Elba.

Sonic the Hedgehog, broke multiple box office records, including becoming the domestic top-grossing video game adaptation of all time, and earning nearly \$320 million in worldwide box office. *Sonic the Hedgehog 2* is set for release on April 8th of this year bringing back the original cast, as well as re-teaming director Jeff Fowler with writers Pat Casey & Josh Miller. Producing are Neal H. Moritz, Toby Ascher and Toru Nakahara, with Haruki Satomi, Nan Morales, and Tim Miller executive producing.

Said Haruki Satomi, CEO of SEGA CORPORATION “We are delighted to announce that the third Sonic theatrical film and the first live action Sonic series for Paramount+ are being actively developed. We’ve got a remarkable partnership with Paramount, and we are excited to continue expanding the *Sonic the Hedgehog* franchise with them. 2022 is shaping up to be a significant year for the franchise with the second film being released this April, as well as Sonic Frontiers, the highly anticipated video game title, coming this holiday. Sonic has been beloved by fans across the world for over 30 years and we look forward to continuing to bring memorable moments and experiences to them for many years to come.”

“For more than three decades, *Sonic the Hedgehog’s* universe of vibrant, unique characters has generated one of the most passionate fanbases,” said Brian Robbins President and CEO, Paramount Pictures & Nickelodeon; Chief Content Officer, Movies, Kids & Family – Paramount+. “We look forward to continuing our collaboration with SEGA, Neal Moritz, and all our creative partners as we explore additive ways to holistically scale the *Sonic the Hedgehog* franchise across platforms and captivate its loyal audience around the world.”

Said producer Neal Moritz, “The world of *Sonic the Hedgehog* has been capturing imaginations for decades, and we are thrilled to stretch the limits of what this franchise is capable of with world-class offerings both on the big screen and for Sonic fans at home. The sky is truly the limit, and I

am immensely proud to be part of creating new Sonic content for longtime fans as well as introducing Sonic to a new generation.”

Based on the global blockbuster videogame franchise from Sega, the *Sonic the Hedgehog* film series tells the story of the world’s speediest hedgehog as he embraces his new home on Earth. The first installment of the film series, a live-action-adventure comedy released in February 2020, tells the story of Sonic and his new best friend Tom (James Marsden), who team up to defend the planet from the evil genius Dr. Robotnik (Jim Carrey) and his plans for world domination. The family-friendly film also stars Tika Sumpter and Ben Schwartz as the voice of Sonic.

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About Paramount Pictures Corporation

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of ViacomCBS (NASDAQ: VIAC; VIACA), a leading content company with prominent and respected film, television and digital entertainment brands. Paramount 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.

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+

Paramount+, a direct-to-consumer digital subscription video on-demand and live streaming service from ViacomCBS, combines live sports, breaking news, and a mountain of entertainment. The premium streaming service features an expansive library of original series, hit shows and popular movies across every genre from world-renowned brands and production studios, including BET, CBS, Comedy Central, MTV, Nickelodeon, Paramount Pictures, and the Smithsonian Channel. The service is also the streaming home to unmatched sports programming, including every CBS Sports event, from golf to football to basketball and more, plus exclusive streaming rights for major sports properties, including some of the world’s biggest and most popular soccer leagues. Paramount+ also enables subscribers to stream local CBS stations live across the U.S. in addition to the ability to stream ViacomCBS Streaming’s other live channels: CBSN for 24/7 news, CBS Sports HQ for sports news and analysis, and ET Live for entertainment coverage.

For more information about Paramount+, please visit www.paramountplus.com and follow @ParamountPlus on social platforms.