

Q2 for the Fiscal Year Ending March 2024 Results Presentation

2023/11/8

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FY2024/3 Q2 Results / Forecast

Q2 Topics (Affecting Business Performance)



- > Revision of full-year forecasts (see page 5 for details)
- Commencement of structural reform in the Consumer area (CS) (announced on September 28, 2023)

 Plan to review title portfolio and reduce fixed expenses, mainly at European bases

 Losses of approx. 14.3 billion yen associated with this structural reform are expected to be recorded during this FY
- Commencement of consolidation of Rovio Entertainment Corporation (Rovio)

 Rovio became a consolidated subsidiary of the Company as of August 31

 Began to incorporate Rovio into the consolidated financial results of the Company from September

Results Highlights



| (Billion yen) | FY20 | 23/3 | | FY2024/3 | |
|---|---------------|----------------------|---------------|---|---|
| | Through Q2 | Full Year Results | Through Q2 | Full Year Forecast (announced on Apr 28) | Revised Full Year Forecast (announced on Nov 8) |
| Sales | 150.0 | 389.6 | 221.1 | 433.0 | 474.0 |
| Entertainment Contents | 116.6 | 282.8 | 121.0 | 305.0 | 327.0 |
| Pachislot and Pachinko Machines | 27.5 | 94.2 | 93.4 | 115.0 | 134.0 |
| Resort | 5.6 | 11.5 | 6.0 | 12.0 | 12.0 |
| Other / Elimination | 0.3 | 1.1 | 0.7 | 1.0 | 1.0 |
| Operating Income | 9.5 | 46.7 | 39.5 | 55.0 | 60.0 |
| Entertainment Contents | 13.8 | 38.7 | 7.4 | 43.5 | 34.5 |
| Pachislot and Pachinko Machines | 1.3 | 20.0 | 38.8 | 24.5 | 39.0 |
| Resort | -0.4 | -1.1 | -0.4 | -1.0 | -1.0 |
| Other / Elimination | -5.2 | -10.9 | -6.3 | -12.0 | -12.5 |
| Non-operating income | 4.9 | 4.9 | 3.6 | 4.0 | 6.0 |
| Non-operating expenses | 2.2 | 2.2 | 1.1 | 1.0 | 3.0 |
| Ordinary Income | 12.3 | 49.4 | 42.0 | 58.0 | 63.0 |
| Entertainment Contents | 17.2 | 41.1 | 9.0 | 45.0 | 36.5 |
| Pachislot and Pachinko Machines | 2.0 | 20.7 | 39.3 | 25.0 | 39.5 |
| Resort | -2.3 | -3.2 | 0.2 | 0.0 | 0.0 |
| Other / Elimination | -4.6 | -9.2 | -6.5 | -12.0 | -13.0 |
| Ordinary Income Margin | 8.2% | 12.7% | 19.0% | 13.4% | 13.3% |
| Extraordinary income | 0.0 | 0.0 | 0.2 | - | 0.2 |
| Extraordinary losses | 0.2 | 2.4 | 9.7 | - | 13.2 |
| Income before income taxes | 12.0 | 47.0 | 32.5 | 58.0 | 50.0 |
| Profit attributable to owners of parent | 9.6 | 45.9 | 23.1 | 40.0 | 35.0 |
| ROE | - | 14.7% | - | - | - |
| Dividends per share (JPY) | 20.00 | 59.00 | 23.00 | 47.00 | 47.00 |

FY2024/3 Q2 Results

- Significant increase in sales and profit YoY due to strong performance of pachislot & pachinko
 - Entertainment*: Ordinary income was weak while sales were steady. Recorded losses due to structural reform
 - Pachislot & Pachinko: Strong performance centered on pachislot
 - Resort: Steady performance both in Japan and overseas

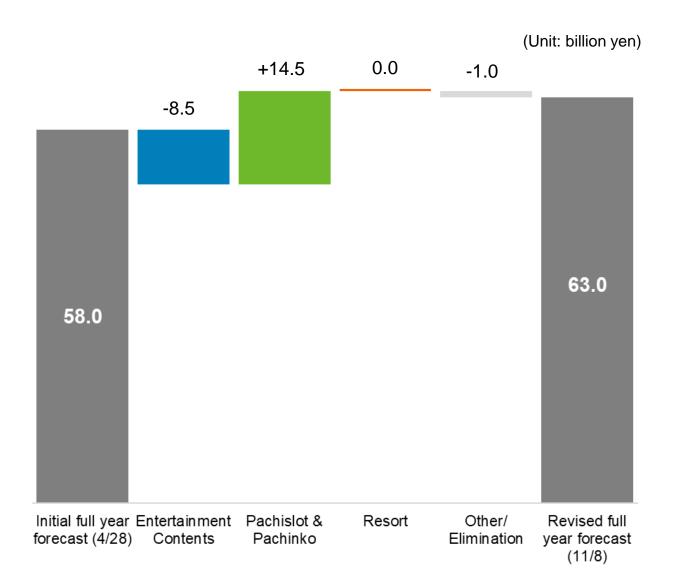
Forecast

- Revise the full-year forecast of Entertainment downward
 - Entertainment: Plan to sell mainstay new titles. Implement structural reform (CS*)
 - Pachinko & Pachislot: Proceed with the sales of both pachislot and pachinko machines
 - Resort: Expect the recovery which exceeds the initial expectation mainly overseas

Revision of Operating Results Forecast



[Ordinary Income by Segment: Change from Initial Forecast]



> Entertainment Contents Business

- While sales of repeat titles of Full Game performed steady, some new titles in Full Game and new title in F2P went below expectations (CS*)
- Impact of raw material price hikes due to yen depreciation continues (AM*, Toy)

Pachislot & Pachinko Machines Business

· Pachislot performed strong

Breakdown of Income (FY2024/3 Q2 Results)



(Unit: billion yen)



Impact of Exchange Rate Fluctuations



[Impact of foreign exchange on Q2 results]

➤ Positive impact of approx. 3.5 billion yen for sales and approx. 0.5 billion yen for operating income in Entertainment Contents business thru Q2

| (Billion yen) | | Q1 | Q2 |
|---------------|------------------|------|------|
| CS* | Sales | +1.4 | +2.5 |
| 03 | Operating Income | +0.6 | +0.5 |
| AM* | Sales | 1 | ı |
| AIVI | Operating Income | -0.2 | -0.3 |

- 1 USD: Rate in initial forecast 127 yen → AR141 yen (Mainly affect on sales increase)
- 1 GBP: Rate in initial forecast 160 yen → AR177 yen (Mainly affect on cost increase)
- 1 Euro: Rate in initial forecast 141 yen → AR153 yen (Mainly affect on sales increase)

> Recorded foreign exchange gain of 0.5 billion yen in non-operating income due to revaluation and settlement of receivables and payables denominated in foreign currencies

Costs and Expenses, etc.



■Entertainment Contents

| (Billion yen) | | FY2022/3 | | | | FY202 | 23/3 | | FY202 | 24/3 | FY20 | FY2024/3 | |
|-----------------------------------|-----|----------|------|------|------|-------|------|------|-------|------|---|---|--|
| | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Full Year Forecast (announced on Apr 28) | Revised Full Year Forecast (announced on Nov 8) | |
| R&D / Content production expenses | 9.9 | 13.5 | 12.7 | 18.3 | 11.9 | 14.8 | 16.4 | 22.9 | 12.5 | 17.5 | 68.9 | 66.6 | |
| Advertising expenses | 2.2 | 3.9 | 3.7 | 4.4 | 2.7 | 5.0 | 6.3 | 6.7 | 3.1 | 6.0 | 23.6 | 32.7 | |
| Depreciation | 0.8 | 0.9 | 0.9 | 1.1 | 0.9 | 1.0 | 0.9 | 1.0 | 0.9 | 1.1 | 3.6 | 4.0 | |
| Cap-ex | 1.5 | 1.4 | 1.6 | 2.8 | 1.1 | 1.1 | 1.7 | 2.0 | 1.9 | 1.2 | 6.1 | 5.6 | |

■Pachislot & Pachinko

| (Billion yen) | | FY2022/3 | | | | FY202 | 23/3 | | FY20 | 24/3 | FY20 | 24/3 |
|-----------------------------------|-----|----------|-----|-----|-----|-------|------|-----|------|------|---|---|
| | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Full Year Forecast (announced on Apr 28) | Revised Full Year Forecast (announced on Nov 8) |
| R&D / Content production expenses | 3.4 | 3.2 | 3.4 | 4.4 | 3.0 | 3.5 | 3.7 | 4.2 | 3.1 | 3.5 | 15.5 | 13.4 |
| Advertising expenses | 0.2 | 0.6 | 0.5 | 0.3 | 0.3 | 0.3 | 0.3 | 0.8 | 0.8 | 0.6 | 4.0 | 2.9 |
| Depreciation | 0.5 | 0.7 | 0.7 | 0.8 | 0.6 | 0.7 | 0.7 | 0.7 | 0.5 | 0.7 | 3.0 | 3.0 |
| Cap-ex | 1.2 | 1.1 | 0.8 | 1.0 | 1.0 | 1.0 | 1.0 | 1.2 | 0.8 | 1.1 | 5.4 | 5.4 |

*Recognition criteria of R&D and Content Production Expenses by business segments

- Entertainment Contents business (Full Game (CS)): Expenses are capitalized as inventory assets or intangible assets during development and booked as expenses after launch. 25% will be amortized in first month and the rest will be amortized over a period of 23 months using the straight-line method (Total amortization period is 24 months)
- Entertainment Contents business (F2P (CS)): Expenses are amortized over a period of 24 or 36 months using the straight-line method
- Entertainment Contents business (AM): Expenses are capitalized as inventory assets during development and booked as expenses after launch. They will be amortized 15% per first 2 months and the rest will be amortized 7% per 10 months using the straight-line method (Total amortization period is 12 months)
- Pachislot and Pachinko Machines business: Expenses aren't capitalized but are recognized as they arise (outsourced process expenses recognized when work is inspected)
 - *Full Game (CS) are anticipated to be sold for a longer period due to recent longer product lifecycle compared with conventional length, so the amortization rule has been revised as above from new titles to be launched in FY2024/3. Titles released by FY2023/3 will be amortized 40%, 15%, 5% per first 3 months and the rest will be amortized 2% per 21 months using the straight-line method.

 Content development amortization expenses of Entertainment Contents business as a whole is expected to be reduced for approx. 4.6 billion yen in FY2024/3.

Costs and Expenses, etc.



■ Resort

| (Billion yen) | | FY2022/3 | | | | FY202 | 23/3 | | FY202 | 24/3 | FY20 | 24/3 |
|-----------------------------------|-----|----------|-----|-----|-----|-------|------|-----|-------|------|---|---|
| | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Full Year Forecast (announced on Apr 28) | Revised Full Year Forecast (announced on Nov 8) |
| R&D / Content production expenses | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 | 0.0 | 0.0 |
| Advertising expenses | 0.0 | 0.2 | 0.1 | 0.0 | 0.0 | 0.1 | 0.1 | 0.1 | 0.0 | 0.2 | 0.5 | 0.4 |
| Depreciation | 0.1 | 0.2 | 0.2 | 0.1 | 0.1 | 0.2 | 0.1 | 0.2 | 0.1 | 0.2 | 0.7 | 0.6 |
| Cap-ex | 0.1 | 0.1 | 0.1 | 0.1 | 0.5 | 0.1 | 0.4 | 0.2 | 0.0 | 0.2 | 0.4 | 0.3 |

■Other / Elimination

| (Billion yen) | | FY2022/3 | | | | FY202 | 23/3 | | FY2024/3 Q1 Q2 0.1 -(| | FY2024/3 | |
|-----------------------------------|-----|----------|-----|------|-----|-------|------|------|-----------------------|------|---|---|
| | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Full Year Forecast (announced on Apr 28) | Revised Full Year Forecast (announced on Nov 8) |
| R&D / Content production expenses | 0.1 | -0.1 | 0.1 | -0.1 | 0.0 | 0.0 | 0.1 | -0.2 | 0.1 | -0.1 | 0.1 | 0.0 |
| Advertising expenses | 0.4 | 0.4 | 0.2 | 0.3 | 0.3 | 0.7 | 0.2 | 0.2 | 0.3 | 0.6 | 1.2 | 1.8 |
| Depreciation | 0.4 | 0.1 | 0.3 | 0.2 | 0.5 | 0.1 | 0.3 | 0.2 | 0.4 | 0.1 | 1.0 | 1.0 |
| Cap-ex | 0.3 | 0.0 | 0.3 | 0.6 | 0.2 | 0.0 | 0.2 | 0.1 | 0.3 | 0.1 | 1.6 | 1.9 |

Consolidated Balance Sheet Summary



| (Billion yen) | [Assets] | | | (Liabilities an | d Net Assets] | | |
|--------------------------------|---------------------------|---------------------------|-----------------------|--|---------------------------|---------------------------|-----------------------|
| Account | As of end of Mar. 2023 | As of end of Sep. 2023 | Increase /Decrease | Account | As of end of Mar. 2023 | As of end of Sep. 2023 | Increase /Decrease |
| Cash and Deposits | 179.5 | 186.5 | +7.0 | Accounts Payable | 30.5 | 28.3 | -2.2 |
| Accounts Receivable | 53.3 | 59.3 | +6.0 | Short Term Borrowings | 17.0 | 117.4 | +100.4 |
| Inventories | 89.4 | 92.0 | +2.6 | Other | 72.8 | 76.7 | +3.9 |
| Other | 31.6 | 48.7 | +17.1 | Total Current Liabilities | 120.3 | 222.4 | +102.1 |
| Total Current Assets | 353.8 | 386.5 | +32.7 | Corporate Bonds | 10.0 | 10.0 | - |
| Tangible Fixed Assets | 60.4 | 61.8 | +1.4 | Long Term Borrowings | 25.0 | 25.0 | - |
| Intangible Fixed Assets | 13.2 | 84.0 | +70.8 | Other | 14.8 | 17.1 | +2.3 |
| Investment Securities | 39.5 | 51.1 | +11.6 | Total Noncurrent Liabilities | 49.8 | 52.1 | +2.3 |
| Other | 34.6 | 47.7 | +13.1 | Total Liabilities | 170.2 | 274.5 | +104.3 |
| | | | | Shareholders' Equity | 326.7 | 340.3 | +13.6 |
| | | | | Total accumulated other comprehensive income | 4.0 | 14.9 | +10.9 |
| | | | | Share acquisition rights | 0.4 | 0.6 | +0.2 |
| | | | | Non-controlling interests | 0.0 | 0.7 | +0.7 |
| Total Noncurrent Assets | 147.7 | 244.6 | +96.9 | Total Net Assets | 331.3 | 356.6 | +25.3 |
| Total Assets | 501.5 | 631.1 | +129.6 | Total Liabilities and Net Assets | 501.5 | 631.1 | +129.6 |

Main factors for increase/decrease

As for current assets, cash and deposits and securities increased

| | As of end of Mar. 2023 | As of end of Sep. 2023 | Increase /Decrease | (Assets) | due to the inclusion of Rovio in the scope of consolidation. Fixed assets also increased due to increased goodwill as a result of the |
|-------------------------------------|---------------------------|---------------------------|-----------------------|---------------|---|
| Cash, deposits and cash equivalents | 179.5 | 203.7 | +24.2 | | acquisition of Rovio |
| Interest bearing debt | 52.0 | 152.4 | +100.4 | (Liabilities) | Short term borrowings increased |
| Net cash | 127.5 | 51.3 | -76.2 | | Shareholders' equity increased mainly due to the recording of profit |
| Equity ratio | 66.0% | 56.3% | -9.7p | (Net assets) | attributable to owners of parent, despite the payment of dividends. In addition, foreign currency exchange adjustments increased |
| | | | | | |

Q2 Topics (Others)



- Status of share buybacks (announced on April 28 and August 31, 2023)
 - Plan to acquire treasury stocks based on our return policy
 *No progress has been made at this time due to procedural reasons (as of October 31, 2023)

(Reference) Details of the resolution regarding the acquisition of treasury stock:

- Upper limit of acquisition cost: 10.0 billion yen
- Upper limit of the number of shares to be acquired: 8 million shares
- Acquisition period: From May 1, 2023 to March 29, 2024





Per Segments Results / Forecast

Entertainment Contents Business



| (Billion yen) | FY20 | 23/3 | | FY2024/3 | |
|------------------------|---------------|----------------------|---------------|---|---|
| | Through Q2 | Full Year Results | Through Q2 | Full Year Forecast (announced on Apr 28) | Revised Full Year Forecast (announced on Nov 8) |
| Sales | 116.6 | 282.8 | 121.0 | 305.0 | 327.0 |
| Consumer | 75.0 | 187.9 | 77.9 | 205.0 | 227.5 |
| Amusement Machine | 28.4 | 64.9 | 29.3 | 63.5 | 65.0 |
| Animation / Toy | 12.9 | 29.3 | 13.5 | 36.0 | 34.0 |
| Other / Elimination | 0.3 | 0.7 | 0.3 | 0.5 | 0.5 |
| Operating Income | 13.8 | 38.7 | 7.4 | 43.5 | 34.5 |
| Consumer | 10.6 | 32.8 | 5.0 | 36.0 | 30.0 |
| Amusement Machine | 0.9 | 2.9 | 2.4 | 5.0 | 4.0 |
| Animation / Toy | 2.3 | 4.5 | 1.8 | 4.5 | 3.8 |
| Other / Elimination | 0.0 | -1.5 | -1.8 | -2.0 | -3.3 |
| Non-operating income | 3.5 | 2.8 | 2.0 | 1.8 | 3.5 |
| Non-operating expenses | 0.1 | 0.4 | 0.3 | 0.3 | 1.5 |
| Ordinary Income | 17.2 | 41.1 | 9.0 | 45.0 | 36.5 |
| Ordinary Income Margin | 14.8% | 14.5% | 7.4% | 14.8% | 11.2% |

<Exchange rates>

FY2024/3 initial forecast: 1 USD = 127 yen, 1 GBP = 160 yen, 1 euro = 141 yenFY2024/3 Q2 AR: 1 USD = 141 yen, 1 GBP = 177 yen, 1 euro = 153 yenAt the revision of forecast: 1 USD = 140 yen, 1 GBP = 172 yen, 1 euro = 151 yen

FY2024/3 Q2 Results

Sales increased and profits decreased YoY

- Full Game and new title in F2P went weak (CS*)
- Steady sales in the prizes category (AM*)
- Recorded the allocated revenue from DETECTIVE CONAN:
 Black Iron Submarine and other revenue (Animation)

Forecast

> Launch of new titles will proceed in each area

- Plan to sell several major new titles (CS)
- Strengthen sales in the prize category. Continue to closely monitor impact of raw material price hikes (AM)
- Closely monitor the impact of exchange rate fluctuations (CS, AM)

Entertainment Content Business Sub-segment

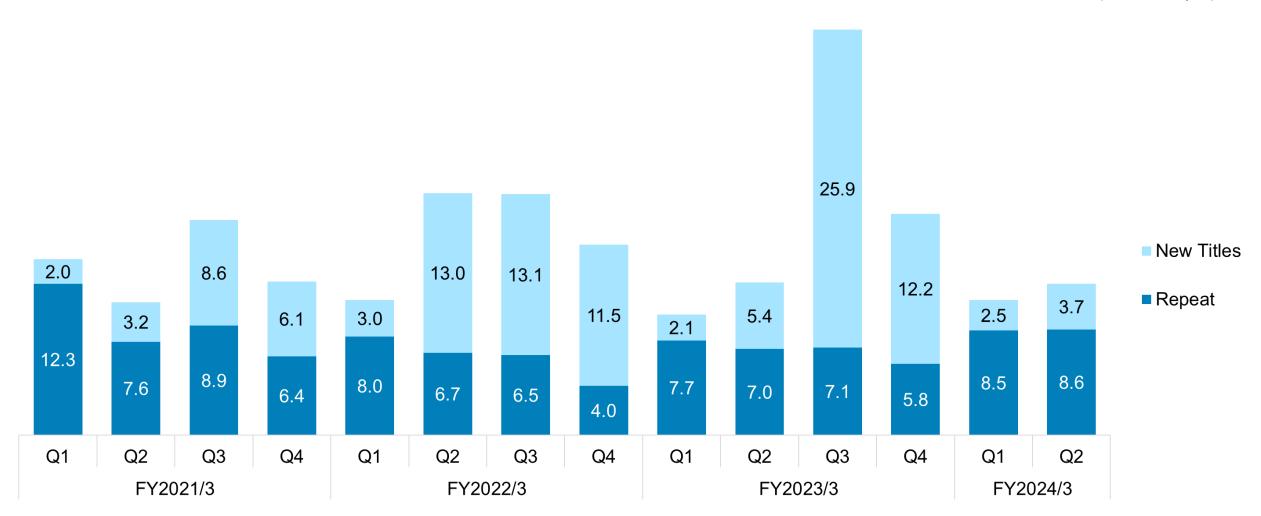


| | | FY2024/3 Q2 Results | Forecast |
|-------------|-----------|--|--|
| | Full Game | New titles went weak, sales and profit of repeat titles went steady Released two new titles | Launch new mainstay titles Sonic, Like a Dragon, Persona series, etc. |
| Consumer | F2P | Existing titles performed steadily | Strengthen operation of existing titles Service of 404 GAME RE:SET -Error Game Reset-, a new title in this FY, is scheduled to end in Jan. 2024 |
| | Other | Recorded license revenue from IPs, etc. Positive impact of exchange rate fluctuations | Record license revenue from IPs, etc. Closely monitor the impact of exchange rate fluctuations |
| Amusement | Machine | Steady performance centered on sales of <i>UFO</i> Catcher® series and prizes | Strengthen sales in the prize category Plan to launch two medal game machines Closely monitor the impact of exchange rate fluctuations |
| Animation & | Animation | Recorded allocated revenue of DETECTIVE CONAN: Black Iron Submarine and other revenue | Plan to record revenues from video production and distribution, etc. |
| Toy | Тоу | Mainly sold regular products, etc. | Plan to sell new products and regular products, etc. |

Consumer Area / Full Game: Sales Trend

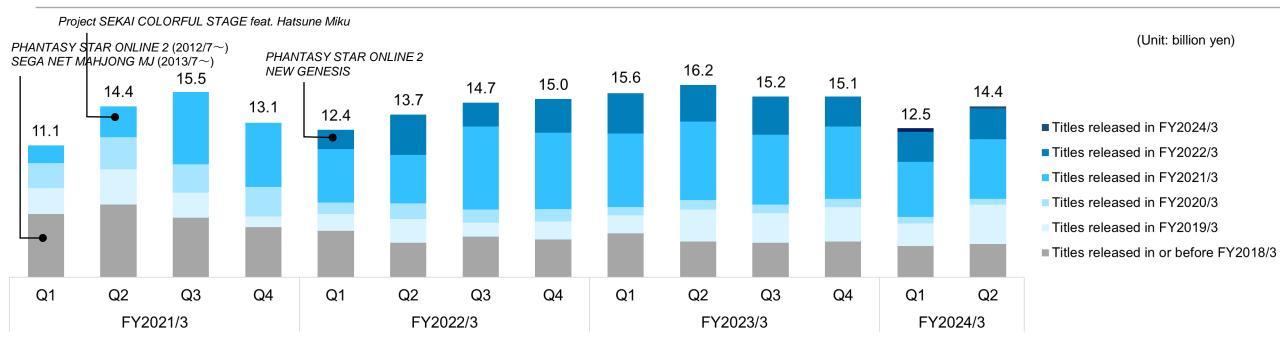


(Unit: billion yen)

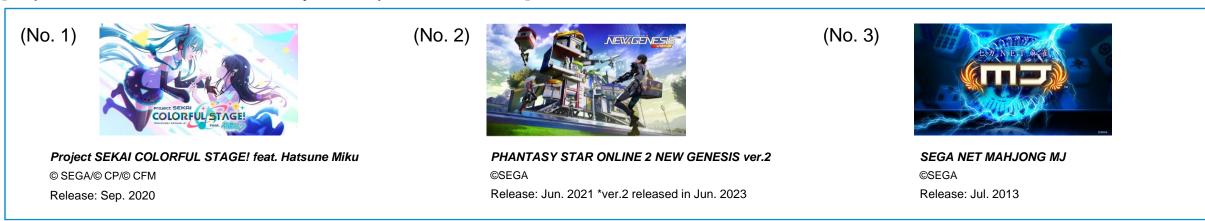


Consumer Area / F2P: Sales Trend





[Top 3 titles in sales from July to September 2023]



(Reference) Consumer Area: Sales Trend



| illion yen) | | FY202 | 3/3 | | | FY20 | 24/3 | |
|------------------------|-------|---------------|---------------|---------------|-------|---------------|---|---|
| | Q1 | Through Q2 | Through Q3 | Through Q4 | Q1 | Through Q2 | Full Year Forecast (announced on Apr 28) | Revised Full Year Forecast (announced on Nov 8) |
| les | 34.7 | 75.0 | 142.5 | 187.9 | 33.7 | 77.9 | 205.0 | 227.5 |
| Domestic | 15.7 | 33.8 | 52.4 | 71.4 | 14.5 | 32.2 | 71.6 | 71.4 |
| Overseas | 19.2 | 41.1 | 89.8 | 116.7 | 19.3 | 45.8 | 135.4 | 156.2 |
| Overseas sales ratio | 55.3% | 54.8% | 63.0% | 62.1% | 57.3% | 58.8% | 66.0% | 68.7% |
| Other / Elimination | -0.2 | 0.1 | 0.3 | -0.2 | -0.1 | -0.1 | -2.0 | -0.1 |
| Full Game | 9.9 | 22.3 | 55.3 | 73.2 | 11.0 | 23.4 | 108.1 | 94.6 |
| New titles | 2.1 | 7.5 | 33.4 | 45.6 | 2.5 | 6.2 | 75.8 | 64.0 |
| Japan | 0.5 | 1.7 | 3.6 | 5.0 | 0.7 | 0.8 | 9.5 | 11.1 |
| Asia | 0.5 | 1.1 | 3.5 | 5.3 | 0.1 | 0.3 | 5.4 | 5.7 |
| North America / Europe | 1.0 | 4.6 | 26.3 | 35.2 | 1.5 | 5.0 | 60.8 | 47.1 |
| Repeat titles | 7.7 | 14.7 | 21.8 | 27.6 | 8.5 | 17.1 | 32.3 | 30.5 |
| Japan | 0.8 | 1.7 | 2.4 | 3.0 | 1.0 | 2.0 | 2.4 | 3.5 |
| Asia | 0.8 | 1.5 | 2.2 | 2.8 | 1.0 | 2.6 | 2.4 | 4.2 |
| North America / Europe | 6.1 | 11.5 | 17.1 | 21.6 | 6.3 | 12.4 | 27.5 | 22.7 |
| Download sales ratio | 74.9% | 74.5% | 66.0% | 69.7% | 57.1% | 54.6% | 68.2% | 56.9% |
| F2P | 15.6 | 31.8 | 47.0 | 62.1 | 12.5 | 26.9 | 64.0 | 54.3 |
| Japan | 13.0 | 27.1 | 39.9 | 53.2 | 10.8 | 23.4 | 51.6 | 46.0 |
| Asia | 0.5 | 0.5 | 0.5 | 0.6 | - | - | 0.7 | 0.6 |
| North America / Europe | 2.0 | 4.1 | 6.5 | 8.2 | 1.7 | 3.4 | 11.6 | 7.5 |
| Other | 9.2 | 20.9 | 40.2 | 52.6 | 10.2 | 27.6 | 32.9 | 78.6 |
| Rovio | _ | - | _ | _ | _ | 3.4 | _ | 23.9 |

[•]Full Game = Mainly physical sales and download sales of full game for home video game consoles and PCs. (Additional download content sales are not included.)

[•]F2P = Mainly sales of contents offering free basic play and microtransaction for smartphones and PCs.

[•]Other = Sales of additional download contents, consignment sales of 3rd party titles, revenue from consignment development, transfer of titles, offering of titles in batches to 1st parties, sales of products other than game software, etc.

[·]Sales forecast of Rovio in full year forecast is estimation of SEGA SAMMY HOLDINGS

(Reference) Consumer Area / Full Game: Unit Sales Trend



| | | FY202 | 23/3 | | | FY20 | 24/3 | |
|----------------------------------|----------|---------------|---------------|---------------|----------|---------------|---|---|
| | Q1 | Through Q2 | Through Q3 | Through Q4 | Q1 | Through Q2 | Full Year Forecast (announced on Apr 28) | Revised Full Year Forecast (announced on Nov 8) |
| Full Game: Number of Titles | | | | | | | | |
| Japan | 3 titles | 7 titles | 11 titles | 15 titles | 2 titles | 3 titles | 12 titles | 11 titles |
| Asia | 3 titles | 7 titles | 11 titles | 15 titles | 2 titles | 3 titles | 13 titles | 12 titles |
| North America / Europe | 3 titles | 7 titles | 12 titles | 16 titles | 2 titles | 3 titles | 14 titles | 13 titles |
| Full Game: Unit sales (Thousand) | 5,140 | 10,140 | 20,750 | 27,890 | 4,870 | 10,520 | 34,480 | 28,090 |
| Total New titles | 440 | 1,480 | 6,970 | 10,090 | 740 | 1,660 | 14,120 | 11,020 |
| Japan | 90 | 250 | 640 | 1,090 | 160 | 190 | 1,370 | 1,590 |
| Asia | 110 | 260 | 860 | 1,350 | 40 | 100 | 930 | 1,000 |
| North America / Europe | 230 | 960 | 5,460 | 7,640 | 540 | 1,360 | 11,800 | 8,420 |
| Total Repeat titles | 4,700 | 8,650 | 13,770 | 17,790 | 4,120 | 8,850 | 20,360 | 17,060 |
| Japan | 260 | 760 | 1,080 | 1,380 | 430 | 830 | 1,130 | 1,510 |
| Asia | 410 | 750 | 1,390 | 1,840 | 470 | 1,220 | 1,280 | 2,200 |
| North America / Europe | 4,030 | 7,120 | 11,290 | 14,560 | 3,210 | 6,790 | 17,930 | 13,340 |

^{*}Unit sales don't include the figure for free download

[Unit sales of major IPs]

| (Thousand units) | | FY202 | FY2024/3 | | | |
|-----------------------|-------|---------------|---------------|---------------|-------|---------------|
| | Q1 | Through Q2 | Through Q3 | Through Q4 | Q1 | Through Q2 |
| Sonic series | 1,460 | 2,630 | 6,750 | 8,150 | 1,220 | 2,710 |
| Total War series | 420 | 950 | 1,750 | 2,300 | 310 | 870 |
| Persona series | 270 | 500 | 2,040 | 3,270 | 630 | 1,380 |
| Like a Dragon series* | 470 | 960 | 1,730 | 2,830 | 510 | 1,190 |

^{*}Like a Dragon series includes Judgment series

^{*}As for "Numbers of Titles" above, for the same title released in multiple regions, the title number is counted 1 per each sales region (Japan, Asia and NA/EU)

(Reference) Consumer Area / Full Game: Major New Titles



[Titles released in Q2, FY2024/3] *Figures in () to the right of the titles are actual release dates



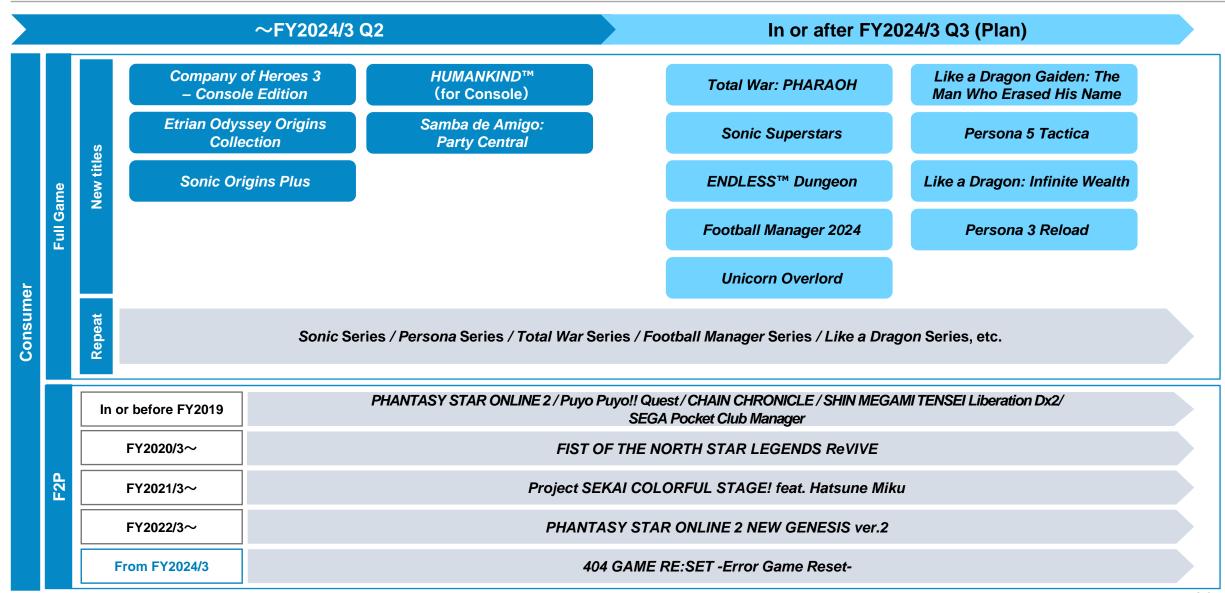
Samba de Amigo: Party Central (Aug. 30) ©SEGA



HUMANKIND™ (for Console) (Aug. 22) ©Amplitude Studios SAS. ©SEGA

(Reference) Entertainment Contents Business: Sales Schedule SEGASan





(Reference) Entertainment Contents Business: Sales Schedule



~FY2024/3 Q2 In or after FY2024/3 Q3 (Plan) StarHorse4 / EIKETSU TAISEN / maimai DX / CHUNITHM / O.N.G.E.K.I. / MJ ARCADE <Major titles in operation> INITIAL D THE ARCADE / KanColle Arcade / Fate Grand Order Arcade / HORI A TALE / romakyun **Amusement Machine** Major regular sales titles> **UFO Catcher® series / Prizes for prize machines UFO CATCHER 10 BINGO THEATER** JACKPOT CIRCUS **DETECTIVE CONAN:** Black Iron Submarine Animation / Toy ANPANMAN: Roboly and the Warming Present Stream your live with a head set! With a Disney&Pixer Characters "ANPANMAN" Talking Picture Book Let me treat you! front camera! Fun to change mouse **Dream Switch Anniversary Gift** Premium & Knowledgeable Picture covers! Sumikkogurashi Personal I am a kitten's doctor **Books Set** Set Computer "My Live" Fun to change screen covers! Chiikawa's dream talking giant Sumikkogurashi Smart Phone pudding house with U

Pachislot and Pachinko Machines Business



| (Billion yen) | FY20: | 23/3 | FY2024/3 | | | |
|------------------------|---------------|----------------------|---------------|---|---|--|
| | Through Q2 | Full Year Results | Through Q2 | Full Year Forecast (announced on Apr 28) | Revised Full Year Forecast (announced on Nov 8) | |
| Sales | 27.5 | 94.2 | 93.4 | 115.0 | 134.0 | |
| Pachislot | 13.7 | 41.0 | 64.6 | 66.6 | 88.0 | |
| Pachinko | 9.5 | 44.2 | 23.5 | 37.7 | 34.2 | |
| Other / Elimination | 4.3 | 9.0 | 5.3 | 10.7 | 11.8 | |
| Operating Income | 1.3 | 20.0 | 38.8 | 24.5 | 39.0 | |
| Non-operating income | 0.7 | 8.0 | 0.6 | 0.6 | 0.8 | |
| Non-operating expenses | 0.0 | 0.2 | 0.1 | 0.1 | 0.3 | |
| Ordinary Income | 2.0 | 20.7 | 39.3 | 25.0 | 39.5 | |
| Ordinary Income Margin | 7.3% | 22.0% | 42.1% | 21.7% | 29.5% | |
| Pachislot | | | | | | |
| Number of Titles | 4 titles | 8 titles | 3 titles | 8 titles | 7 titles | |
| Unit Sales (units) | 34,712 | 94,966 | 130,395 | 146,000 | 178,000 | |
| Pachinko | | | | | | |
| Number of Titles | 1 title | 5 titles | 3 titles | 6 titles | 4 titles | |
| Unit Sales (units) | 23,960 | 103,556 | 56,498 | 93,000 | 84,000 | |
| Board + Frame | 10,118 | 52,152 | 22,945 | 54,400 | 27,000 | |
| Board | 13,842 | 51,404 | 33,553 | 38,600 | 57,000 | |

^{*}New series are counted as one title (Titles introduced prior to the previous FY, specification changes, etc. are not included)

FY2024/3 Q2 Results

- Significant increase in sales and profit YoY
 - Strong performance centered on pachislot continued
 - Major titles sold:

Smart Pachislot Hokuto No Ken

Smart Pachislot BIOHAZARD: VENDETTA, etc.

Forecast

- Proceed with the sales of both pachislot & pachinko machines
 - Pachislot: In addition to additional sales of existing mainstay titles such as Smart Pachislot Hokuto No Ken, proceed with the launch of new titles
 - Pachinko: Plan to launch multiple titles including P Psalms of Planets Eureka Seven ANEMONE
- Move the launch timing of some titles to the next fiscal year

(Reference) Pachislot and Pachinko Machines Business: Sales Schedule

New series

Titles which installation started from previous FY / Specification changed title



| ∼FY2024/3 Q2 | | | | In or after FY2024/3 Q3 (Plan) | | | |
|--|--|---|--------------|--|---|--|--|
| Pachislot | Smart Pachislot Hokuto No Ken | Smart Pachislot BIOHAZARD: VENDETTA Pachislot Kizumonogatari | | | Pachislot Kabaneri of the Iron Fortress (Additional sales) Smart Pachislot Hokuto No Ken | Pachislot Psalms of Planets Eureka Seven I-EVOLUTION ZERO TYPE-ART | |
| Č. | | -Hajimari No Toki- | | L | (Additional sales) | Pachislot FIRE DRIFT | |
| P Aura Battler Dunbine 2 -ZEROLIMIT HYPER- P Hokuto No Ken Bokyosei | | P Black Lagoon4 | | (| P Initial D Non-Stop 3000Edition | Psalms of Planets Eureka Seven | |
| | | | | P Shin Hokuto Muso Chapter 4 Gekokujoutou | | ANEMONE | |
| (Major title | es released in or before Q2) | Delivery | Unit sales | (Major title | s to be released in or after Q3) | Deliver | |
| Pachislot | Smart Pachislot Hokuto No Ken | Apr. | 67,521 units | Pachislot | Pachislot Kabaneri of the Iron Fortre | ess (additional sales) Oct. | |
| | Smart Pachislot BIOHAZARD: VENDETTA | Jul. | 33,030 units | | Smart Pachislot Hokuto No Ken (add | ditional sales) Oct., No | |
| Pachislot Kizumonogatari -Hajimari No Toki- | | Sep. | 18,156 units | | Pachislot Psalms of Planets Eureka Seven HI-EVOLUTION ZERO TYPE-ART | | |
| Pachinko | P Hokuto No Ken Bokyosei | May. | 17,500 units | | Pachislot FIRE DRIFT | Dec. | |
| racilliku | | | | Pachinko | P Initial D Non-Stop 3000Edition | | |
| racilliko | P Aura Battler Dunbine 2 | Apr | 12 642 units | | | | |
| Facilitie | P Aura Battler Dunbine 2 -ZEROLIMIT HYPER- | Apr. | 12,642 units | | P Shin Hokuto Muso Chapter 4 Gek | okujoutou Nov. | |

^{*}Unit sales sold only in FY2024/3 are listed

^{*}Only announced titles are listed for "In or after FY2024/3 Q3 (Plan)"

Resort Business



| (Billion yen) | FY20 | 23/3 | FY2024/3 | | | |
|-----------------------------------|---------------|----------------------|---------------|---|---|--|
| | Through Q2 | Full Year Results | Through Q2 | Full Year Forecast (announced on Apr 28) | Revised Full Year Forecast (announced on Nov 8) | |
| Sales | 5.6 | 11.5 | 6.0 | 12.0 | 12.0 | |
| Operating Income | -0.4 | -1.1 | -0.4 | -1.0 | -1.0 | |
| Non-operating income | 0.0 | 0.1 | 0.6 | 1.2 | 1.1 | |
| Non-operating expenses | 1.9 | 2.1 | 0.0 | 0.2 | 0.1 | |
| Ordinary Income | -2.3 | -3.2 | 0.2 | 0.0 | 0.0 | |
| Ordinary Income Margin | - | | 3.3% | - | - | |
| <phoenix resort=""></phoenix> | | | | | | |
| No. of facility users (Thousands) | 491 | 946 | 456 | 908 | 923 | |
| 3 accommodation facilities | 206 | 394 | 179 | 374 | 370 | |
| 2 golf courses | 49 | 103 | 47 | 103 | 101 | |
| Other facilities | 236 | 449 | 230 | 431 | 452 | |

FY2024/3 Q2 Results

> Performed strongly

 PHOENIX RESORT: In addition to the steady performance of individual customers, recovery of group customers progressed

Forecast

Expect to return to profitability at the ordinary income level

- PHOENIX RESORT: In addition to various measures for individual customers and strengthening of CRM, expect continuous recovery of group customers due to the resumption of large MICE events, etc.
- PARADISE SEGASAMMY: Expect profit contribution from incorporation of equity-method

(Reference) Resort Business/PARADISE SEGASAMMY



| (KRW Billion) | | FY202 | 23/3 | FY2024/3 |
|--|--------|------------------|----------------------|------------|
| , | | Through Q2 | Full year Results | Through Q2 |
| Sales | | 90.8 | 270.5 | 200.6 |
| | Casino | 41.1 | 157.5 | 145.5 |
| | Hotel | 43.0 | 95.9 | 46.5 |
| | Other | 6.6 | 17.0 | 8.5 |
| Cost of sales | | 95.1 | 234.1 | 155.5 |
| | Casino | 32.7 | 100.4 | 82.3 |
| | Hotel | 43.1 | 94.2 | 52.1 |
| | Other | 19.1 | 39.4 | 21.1 |
| Gross profit | | -4.2 | 36.4 | 45.0 |
| | SG&A | 11.5 | 27.9 | 18.2 |
| Operating profit | | -15.7 | 8.5 | 26.8 |
| EBITDA | | 12.4 | 65.3 | 52.4 |
| Net profit | | -38.6 | -33.9 | 17.9 |
| Number of casino visitors (Thousands) | | 48.0 | 151.0 | 135.0 |
| | | Source: Paradise | | |
| SEGASAMMY Equity method acquisition amount (Billion yen) | | -1.9 | -1.8 | 0.6 |

^{*}Paradise Sega Sammy is an equity-method affiliate of the Company

FY2024/3 Q2 Results

Recovery progressed, centered on Japanese VIP customers

- Recovery of casino sales progressed centered on Japanese VIP customers
- Hotel sales continued to achieve high occupancy and room rates by capturing demand for stay type travel in South Korea

Forecast

Expect profit contribution from incorporation of equity-method

 Casino sales are expected to continue to be driven by strong Japanese VIP customers and a gradual recovery of Chinese VIP customers is also expected, along with continuous recovery trend of international flights serving South Korea

^{*}Paradise Sega Sammy is recorded 3 months behind to our Company due to its December fiscal year end

^{*}Local accounting standards





Future Initiatives



Consumer Area, Entertainment Contents Business

Structural Reform in the Consumer Area (CS)



Decided to implement structural reform to the CS business in European region

Background

- > Profitability has been rapidly lowered due to sudden changes in the business environment surrounding the European CS business (sluggish sales and increased costs)
- > As a result of reviewing the positioning of this business based on the above situation, we determined that it is necessary to improve its earnings structure by implementing structural reform

Items to be implemented

- In addition to HYENAS, cancel some unannounced titles under development
- In accordance with the above, write-down of work in progress was implemented in the Q2 financial results
- Reduction of fixed expenses
 (implement rationalization measures including headcount reductions, centered on Creative Assembly)

Structural Reform in the Consumer Area (CS)



Future Direction of European Business

- ➤ For CS business in Europe, we see potential for re-growth from the perspective of owned IPs and development capabilities for specific genres, and we will improve our earnings structure through structural reform
 - Focus on the strength of each studio and narrow down the lineup (selection and concentration)
 - Review of fixed expenses levels in the European CS business as a whole to an appropriate scale
 - Integration of European and U.S. publishing functions
 - Improve cost structure by sharing marketing functions and strengthening development management and content checking functions
 - Sales promotion through multi-platform and expansion of region roll-out
- Challenge towards global mobile market through Rovio

Incorporation of Rovio Entertainment into SEGA SAMMY Group SEGASammy



Goodwill

Goodwill 71.7 billion yen (reference value)

Amortization period 15 years

Amortization method Straight-line method

Expected Synergy

- Strengthen global roll-out by utilizing operational expertise owned by Rovio for new and existing titles of SEGA
- 2. Accelerate the expansion of fan base by sharing and collaborating of multi-media roll-out expertise from IPs owned by SEGA and Rovio
- SEGA's support for cross-platform roll-out of IPs owned by Rovio





^{*}Provisional accounting treatment based on reasonable information available at the end of the Q2 of this FY.

^{*}The above figures are for reference only at present as it will be amortized in Euro and we will reassess at the end of fiscal year

(Reference) Results of Rovio Entertainment



| EURO million | 2 | 2022 | | |
|--------------------------------|---------|----------------------|---------|--|
| | JanSep. | Full Year Results | JanSep. | |
| Revenue | 240.8 | 317.7 | 221.8 | |
| EBITDA | 37.6 | 43.3 | 32.0 | |
| Adjusted EBITDA | 44.3 | 53.9 | 38.7 | |
| Operating profit | 26.6 | 28.6 | 22.4 | |
| Adjusted operating profit | 33.3 | 39.2 | 29.1 | |
| Adjusted profit for the period | 28.2 | 31.4 | 28.4 | |

Jan. to Sep., 2023 Results

Sales and profits declined YoY

- Sales of mainstay title was sluggish, and sales of some titles were declined
- · New titles continued in soft launch

Forecast

Plan to launch new title

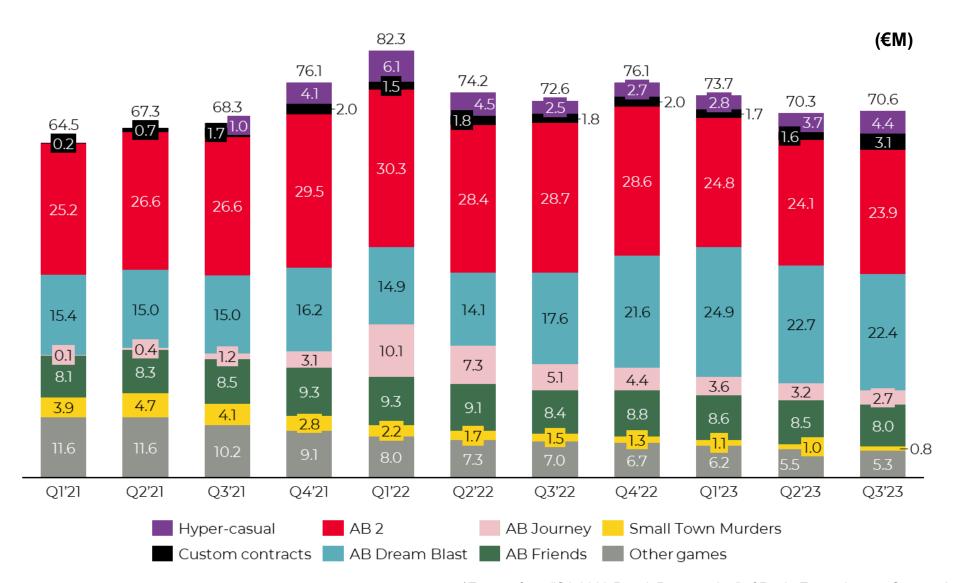
- Planning for the global launch of Moomin:
 Puzzle & Design (2024) for smartphone
- Strengthen the existing titles

^{*}Accounting period is January to December

^{*}Local accounting standard

Rovio Entertainment: Sales by Titles





Progress in Global Branding of IPs



Sonic Series



Sonic Superstars (Oct. 17, 2023) ©SEGA

Released two titles this FY

- Sonic Superstars
 - Completely new title in series, simultaneous global launch on multiple platforms
- Sonic Origins Plus
 - Expanded version of title released in FY2023/3
 - Released simultaneous globally and is performing strongly
- Licensing revenue of IP also continues to contribute

Future initiatives

Schedule to release third movie

Progress in Global Branding of IPs



Persona Series



Persona 5 Tactica (Nov. 17, 2023) ©ATLUS. ©SEGA. All rights reserved.



Persona 3 Reload (Feb. 2, 2024) ©ATLUS. ©SEGA. All rights reserved.

Release two new titles this FY, titles released in previous FY also performing well

- Persona 5 Tactica
 - Spin-off of the Persona 5 series which recorded a total sales of over 9 million units
 - Simultaneous global launch on multiple platforms
- Persona 3 Reload
 - Remake of the Persona 3, that has been well received
 - Simultaneous global launch on multiple platforms
- Persona 5 Royal (Remaster)
 - Strong repeat sales centered on Asia

Future initiatives

Plans to launch the service of Persona5: The Phantom X for smartphone by licensing out to Perfect World Co., Ltd. (Region to be rolled out and timing are not yet determined)

Progress in Global Branding of IPs



Like a Dragon series



Like a Dragon Gaiden: The Man Who Erased His Name (Nov. 9, 2023)



Release two titles this FY

- Like a Dragon Gaiden: The Man Who Erased His Name
 - New title connecting the latest mainstream title and Yakuza:
 Like a Dragon, which was the turning point of series
 - Simultaneous global launch on multiple platforms
- Like a Dragon: Infinite Wealth
 - Latest mainstream title of the series
 - Simultaneous global launch on multiple platforms



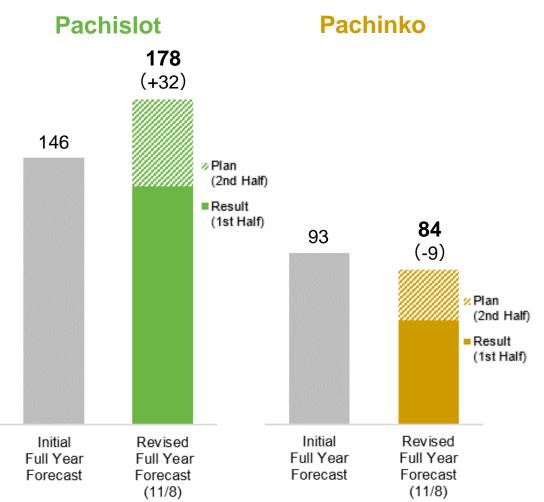
Pachislot and Pachinko Machines Business

Revision of Forecast



■ Revised the forecast upward due to strong performance mainly in pachislot

[Unit sales forecast of our Group (thousand unit)]





FY2024/3 1st Half Results

Went at the level exceeds the initial expectation due to the strong performance of pachislot including Smart Pachislot Hokuto No Ken

FY2024/3 2nd Half Forecast

- Plan for additional sales of existing mainstay titles such as Smart Pachislot Hokuto No Ken and Pachislot Kabaneri of the Iron Fortress from Q3 onward
- Move the launch timing of some titles planning for release in the 2nd half of FY2024/3 to the next fiscal year both in pachislot and pachinko, with consideration of strong transition up to Q2 and additional sales as written above

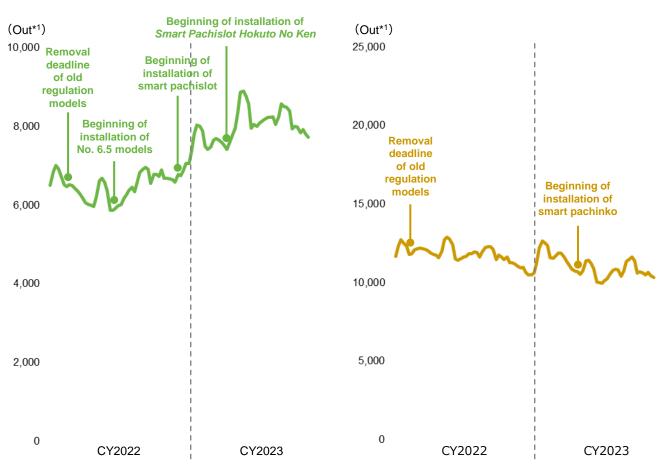
-37-

Market Trends (Utilization trend)



Utilization of pachislot remains strong

(Pachislot & Pachinko Utilization Trend)



Pachislot

Utilization level is in a recovery trend due to appearance of topical machines centered on smart pachislot, including *Smart Pachislot Hokuto No Ken*

Pachinko

Utilization level is sluggish, although installation of smart pachinko started from April 2023

^{*1} Out = Used as an indicator to represent utilization of pachislot and pachinko machines (Pachislot: Average number of inserted medals in a day for each title, Pachinko: Average number of shot balls in a day for each title).

When Daikoku Denki Co., Ltd convert Out to time of utilization, each of them are converted by Pachislot: 1 hour = 2,000 medals, Pachinko: 1 hour = 5,000 balls.

^{* 4} weeks moving average

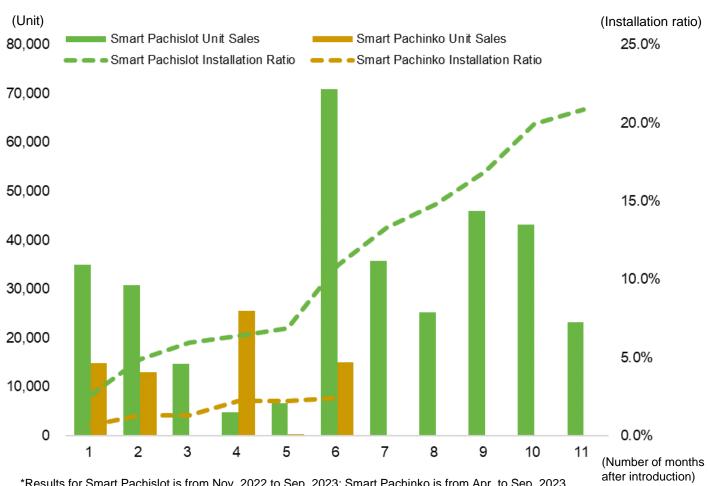
^{*} In-house estimation based on DK-SIS data (Data for 4 yen Pachinko and 20 yen Pachislot) of Daikoku Denki Co., Ltd

Market Trends (Penetration of Smart Machine)



While smart pachislot is becoming more widespread, smart pachinko is still weak

Unit sales of smart pachislot/pachinko and installation ratio



Smart pachinko is not as differentiated from conventional models in terms of gameplay. This is considered to be one of the reasons for the weak transition of smart pachinko

^{*}Results for Smart Pachislot is from Nov. 2022 to Sep. 2023; Smart Pachinko is from Apr. to Sep. 2023

^{*}Installation ratio in the whole market (as of the end of each month)

^{*}In-house estimation

Market Trends (Regulatory Status)



■ Regulatory environment remains favorable

Following revisions will expand the range of gameplay of pachinko machine

> Revision of regulation on total volume of payout

- Overview: Installation of "Lucky Trigger" becomes possible, where large payout can be expected
- Applicable machines: Mainly machines with relatively high jackpot probability such as 1/99 or 1/199
- Installation timing: Installation in pachinko halls are possible from March 2024

Increased flexibility regarding time reduction*

- Overview: Eliminate the upper limit on the number of games in time reduction, etc.
- Applicable machines: All machines
- Installation timing: No restrictions on the installation timing in pachinko halls

Summary



■ Market environment

- > Regulatory environment remains favorable
- > Parts procurement status is also improving

■ Approach for FY2025/3

- ➤ Move the launch timing of some titles to FY2025/3 with consideration of current sales status of FY2024/3
- ➤ To further increase the share of "utilization, installation, and sales", the lineup for FY2025/3 is expected to be as follows;
 - Pachislot: Shift to lineup centered on smart pachislot which receives strong demand
 - Pachinko: Launch smart pachinko using mainstay IP



Investment in Growth

Investment Strategy

Concept of Investment in Growth (~FY2026/3)



■ Implemented investment in the following growth area

| - | Area of consideration for investment | |
|-------------------------------------|---|---|
| Consumer Area | Strengthen development resources | Expansion of organic development pipeline Strengthen global mobile and online games |
| Approx. ¥100.0 billion | Investment in new ecosystem | Strengthen CRM functions to revitalize user communities Investment in newly emerging business areas |
| Gaming Area Approx. ¥100.0 billion | Careful assessment of investment opportunities in the gaming area | Online casino and sports betting overseas Land-based casinos overseas Both domestic and overseas IR |
| Other Approx. ¥50.0 billion | Expand CVC investment limit (Total limit: ¥15.0 billion) | Strengthen open innovation activities, including investment in start-up companies |
| | Creation of new business, acquisition of IPs, etc. | |

- Establishment of SEGA Sapporo Studio
- TOB of Rovio completed (Aug. 25, 2023)

Progress

- -> Implemented investment of approx. 105.0 billion yen in total
- Step off from domestic and overseas IR
- Considering investment in online gaming area
 - -> Announced the acquisition of GAN Limited
 Plan to implement investment of approx. 16.15 billion yen
- Implement 19 new investments, approx. ¥3.4 billion
 Exit from existing investment x 5
- Establishment of joint venture with PAPYLESS CO., LTD.
- "GAPOLI" service released

Total **¥250.0** billion

Overview of Acquisition of GAN Limited



Overview of transaction

- SEGA SAMMY HOLDINGS INC. (the "Company") and SSC*, at the meeting of the Company's and SSC's Board of Directors held on November 8, 2023 (JST), resolved to acquire GAN Limited ("GAN"), a Nasdaq listed and Bermuda organized SaaS provider for casino operators in the United States and B2C online gaming operator in Europe and South America, through SSC's newly established special purpose company (the "SPC") in Bermuda. SSC and GAN have entered into the definitive agreement on the same date
- The Acquisition is amicable, as GAN's Board of Directors has expressed support towards the Acquisition

*SSC = SEGA SAMMY CREATION INC., a group company of the Company

Method of acquisition

- The Acquisition will be completed by merging the SPC and GAN, with GAN being the surviving corporation after the merger
- The Company has agreed to acquire GAN for US \$1.97 per share and the acquisition price is 16.15 billion yen*
- GAN shareholders will be entitled to receive 100% of the consideration in the form of cash from SSC in exchange for the cancelation of their shares
- As a result of the merger, the SPC's shares will be converted into shares of GAN, which will become a wholly-owned subsidiary of SSC

*Exchange rate: 1USD=150 yen, acquisition price includes shares outstanding, stock options and expenses including advisory expenses, etc.

Conditions and timing of completion of acquisition

- The closing of the acquisition is subject to approval from GAN shareholders at its general shareholders' meeting, the receipt of regulatory approvals in relevant jurisdictions, and the satisfaction of other customary conditions
- The acquisition is expected to close by the 3rd quarter of the fiscal year ending March 2025

Overview of GAN Limited



Overview of company (As of June 30, 2023) Name **GAN Limited** Establishment* December 13, 2019 Bermuda Location of head office Irvine, CA USA SaaS supplier for U.S. casino operators and B2C online **Business overview** gaming operator in Europe and South America Listed stock exchange Nasdag Stock Market United States, Latin America and Europe Business areas United States (Arizona, Arkansas, California, Colorado, Connecticut, Indiana, Louisiana, Maryland, Massachusetts, Michigan, Mississippi, Nevada, New B2B licensing regions held Jersey, New Mexico, New York, Ohio, Oklahoma, Oregon, by Group companies Pennsylvania, Tennessee, Virginia, West Virginia), United Kingdom, Canada (Ontario) (*License in Nevada was acquired in October 2023) Major B2C licensing Malta, Estonia, Sweden regions held by Group companies Consolidated net sales* 141.5 million USD Consolidated operating -192.5 million USD income* -197.5 million USD Net income*

Business trend

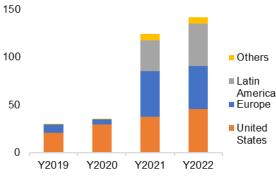
(Unit: million USD)

Consolidated net sales, operating income (losses) trend



Sales trend per business

Sales trend per region



^{*}GAN's group companies have started Gaming business from 2002

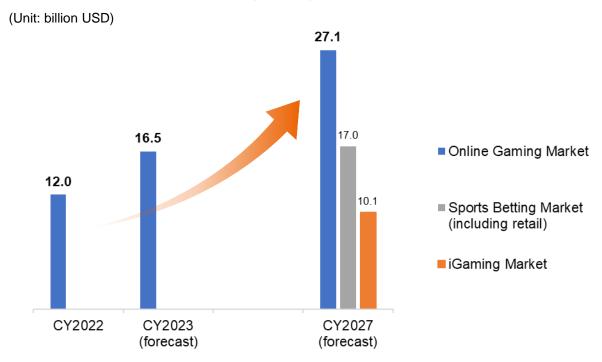
^{*}Financial information above are based on GAN's financial results on FY2022/12

Growth Potential of Market



■ The U.S. online gaming market is expected to reach approximately \$27.1 billion in 2027, with its growth driven by increased transparency on regulation and a shift of customers from retail to online

Online gaming market in U.S.



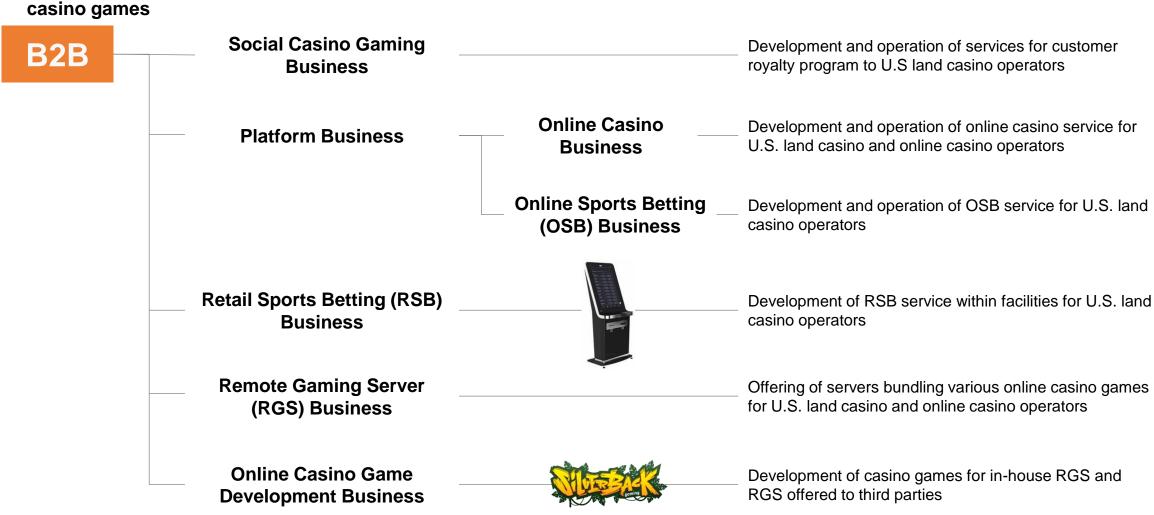
- Online sport betting has been legalized in 26 states and iGaming has been legalized in 6 states* in U.S.
- ✓ Especially, since U.S. iGaming market is still limited to 6 states, if we can enter the U.S. iGaming market before broad legalization, gaining of a certain market share, and opportunities for business growth as a result of market expansion could be expected

Source: MVB Bank "U.S. Online Gaming Report Spring 2023"

Business Overview of GAN Limited (B2B business)



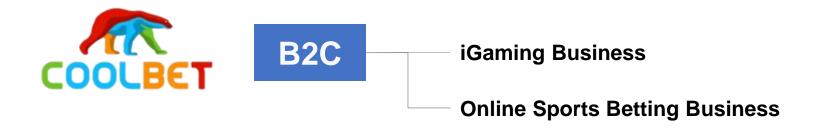
■ Mainly providing iGaming/Online & Retail Sports Betting/Social Casino Gaming solutions, Remote Gaming Sever services, and a platform that contains these solutions/services for land casino operators and online casino operators in U.S. and developing online casino games



Business Overview of GAN Limited (B2C business)



■ Development of iGaming and Online Sports Betting Business through Coolbet planform operated by Vincent Group p.l.c., GAN has acquired in 2021

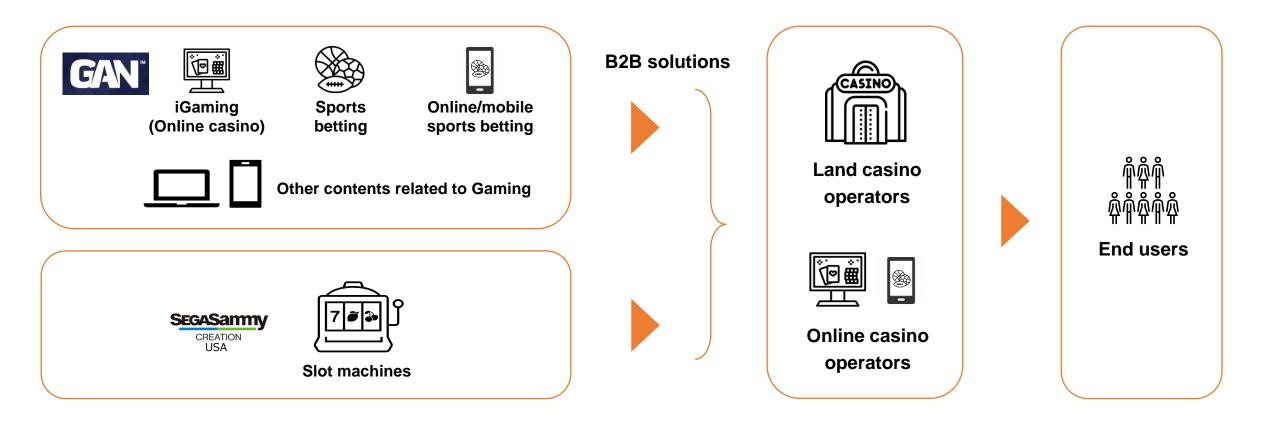


- Distribute iGaming (including poker) and OSB for Europe and Latin America market
- No. of registered users: Approx. 12 million users
- No. of active users: Approx. 559 thousand users (as of 2022)
- Licensing regions held by GAN's group companies: Malta, Estonia, Sweden

Expected Synergy



■ To enter into online gaming market which is expected to grow in the future in U.S. and expand Gaming business through the collaboration of the two companies' technological capabilities, customer base and content

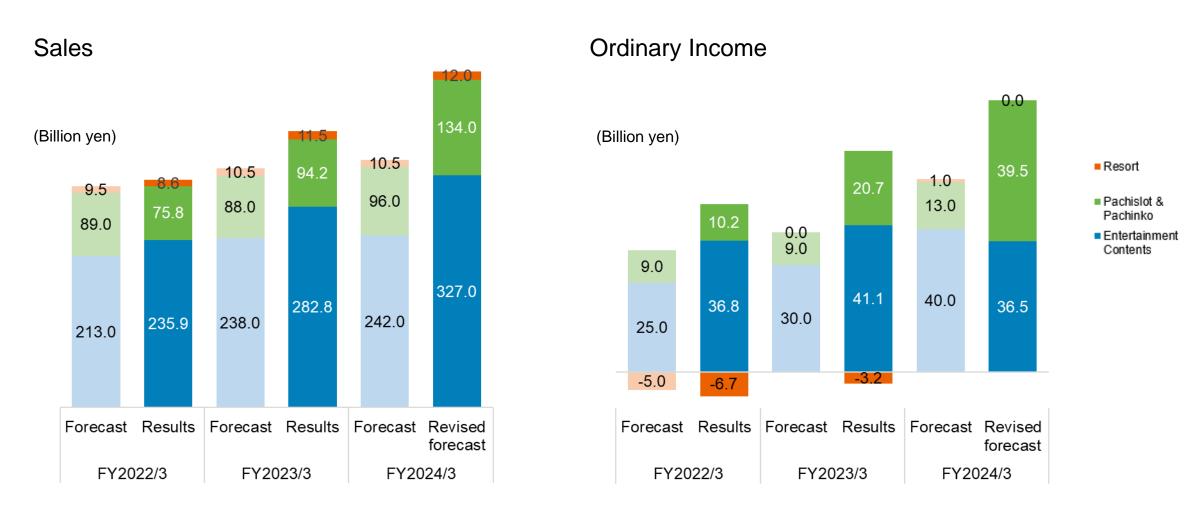


- ✓ Enhancement of B2B sales for U.S. land casino and online casino operators utilizing the customer bases of SSC USA
- ✓ Promotion of customer and end-user acquisition, etc. by prioritized provision of game content developed by SSC

(Reference) Comparison of Medium-term Plan and Results



Sales exceeded the medium-term plan in all businesses and ordinary income exceeded the medium-term plan in all three businesses in total



^{*}The figures in forecast for all periods are those at the time of announcement of the mid-term plan

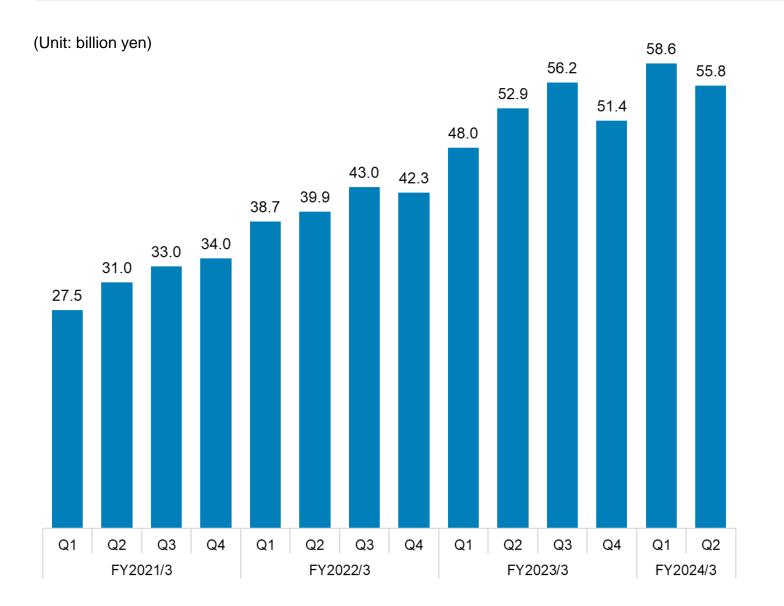




Appendix

Trend of Balance of Content Production Expenses in B/S (Consumer area) SEGASammy





<u>Q2</u>

Revised the portfolio of titles developed at each European base associated with the structural reform. Balance decreased due to the cancellation of some titles under development

FY2024/3 Forecast

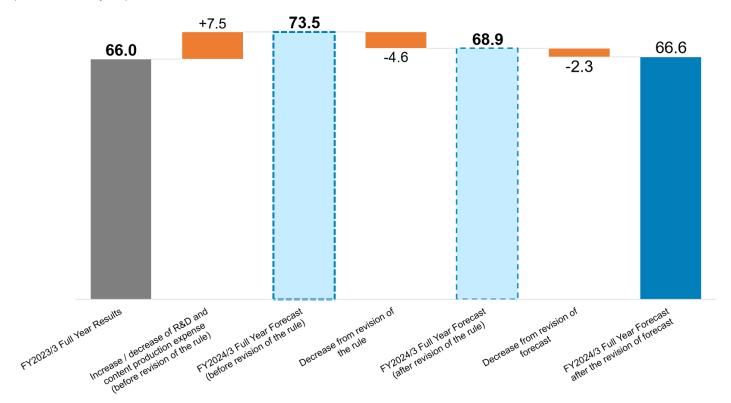
Expensing proceeds associated with the launch of major titles

Content Production Expenses: Revision of Amortization Rule

(Consumer area – Full Game)



(Unit: billion yen)



<Increase / decrease of R&D and content production expenses>

- Revised the amortization rule of content production expenses due to lengthening of product lifecycles
- Due to this revision, content development amortization expenses of Entertainment Contents business as a whole is expected to be reduced for approx. 4.6 billion yen in FY2024/3
- Decrease compared to initial forecast due to the revision of forecast

*Recognition criteria of R&D and content production expenses (Full Game (CS))

Expenses are capitalized as inventory assets or intangible assets during development and booked as expenses after launch.

25% will be amortized in first month and the rest will be amortized over a period of 23 months using the straight-line method (Total amortization period is 24 months)

*Full Game (CS) are anticipated to be sold for a longer period due to recent longer product lifecycle compared with conventional length, so we revised the amortization rule from new titles to be launched in FY2024/3.

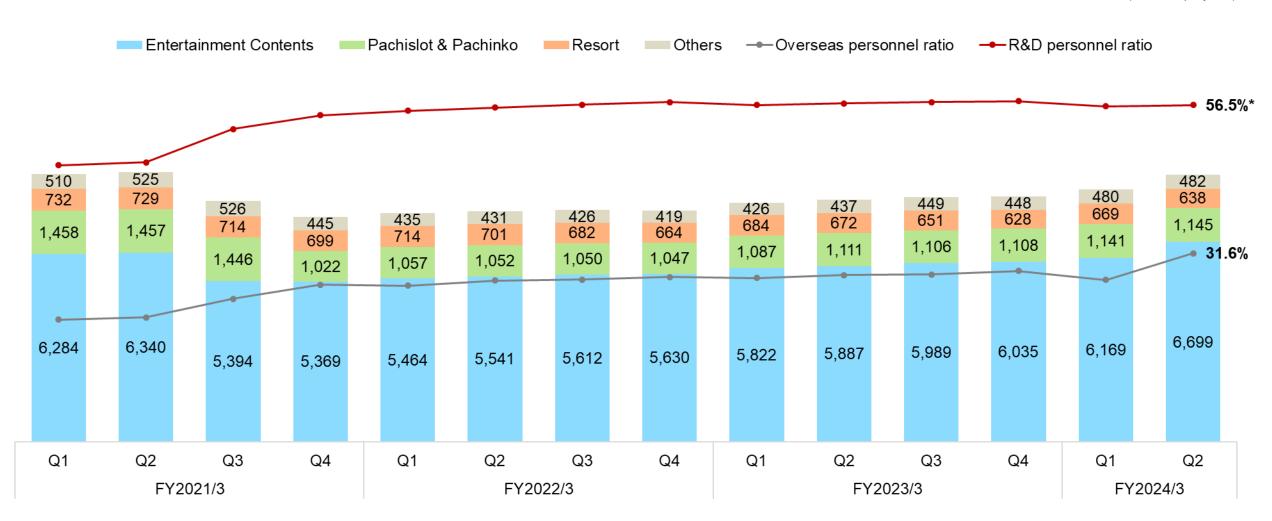
Titles released by FY2023/3 will be amortized 40%, 15%, 5% per first 3 months and the rest will be amortized 2% per 21 months using the straight-line method.

Trend of No. of Employees by Segment

(full-time and permanent contract employees, excluding temporary employees)



(Unit: employees)

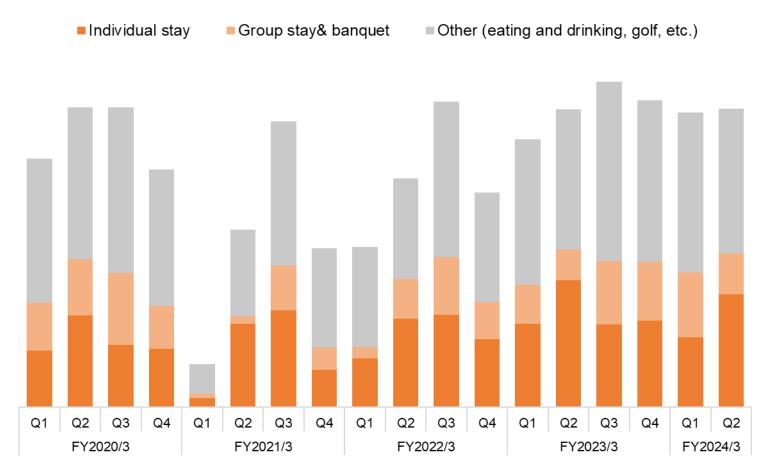


^{*}R&D personnel ratio of FY24/3 Q2 doesn't reflect the change associated with the incorporation of Rovio into the Group

Status of each facility: PHOENIX RESORT



■ PHOENIX RESORT: Sales by type of facility users



FY2024/3 Q2 Results

 Recovery of group customers progressed associated with the holding of large MICE events such as international conferences and corporate events

Forecast

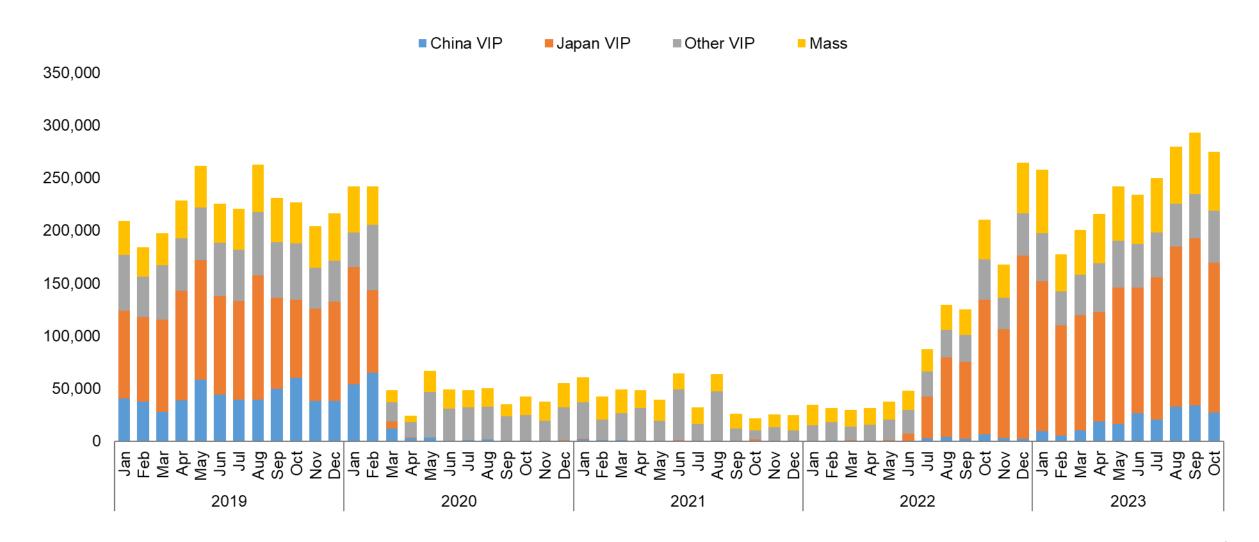
 In addition to capturing steady individual customers demand, expect continuous recovery of group customers

Status of each facility: PARADISE SEGASAMMY



■ Trend of Drop amounts* at PARADISE CITY

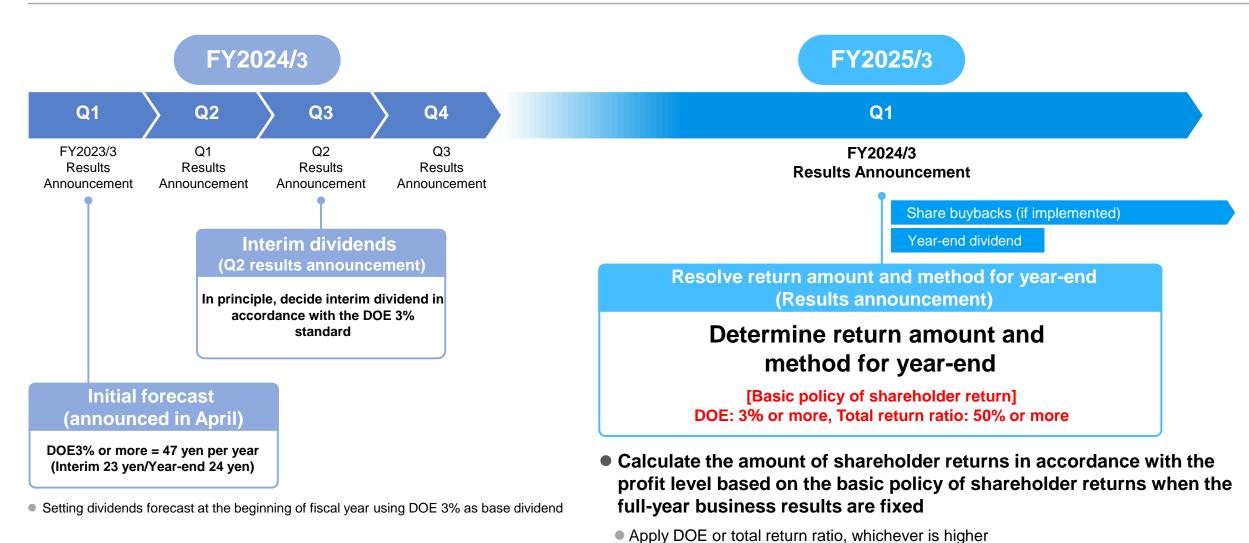
(Unit: KRW million)



Repost: Shareholder Returns

(Process of Determining the Amount of Return and Methods) *announced on April 28, 2023





Implement shareholder returns through dividends or share buybacks



https://www.segasammy.co.jp/en/ir/

Cautionary Statement for Investors and Shareholders with Respect to Gaming Statutes and Regulations

SEGA SAMMY HOLDINGS INC. ("the Company") is registered with the Nevada Commission as a publicly traded corporation and has been found suitable to directly or indirectly own the stock of its subsidiary, SEGA SAMMY CREATION INC., and Sega Sammy Creation USA Inc., a wholly owned subsidiary of SEGA SAMMY CREATION INC., (collectively, the "Operating Subsidiaries") that have been licensed as manufacturers and distributors of gaming devices in Nevada. Pursuant to Nevada law, the Company's shareholders are subject to the rules and regulations of the Nevada Gaming Authorities. A detailed explanation of Gaming Statutes and Regulations can be found on the Company's corporate website: https://www.segasammy.co.jp/en/ir/stock/regulation/

The Operating Subsidiaries have also been licensed as manufacturers and distributors of gaming devices in multiple countries, states, and regions other than the State of Nevada (collectively, the "Other Regions"). In addition to the foregoing, the Company's shareholders may be subject to the same or similar restrictions as in the State of Nevada under the statutes of the Other Regions or the regulations of the gaming authorities of such Other Regions.

Please visit below website for more information of products and services of SEGASAMMY. https://www.segasammy.co.jp/en/corp/group/ (Sega Sammy Group Website list)

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