

(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)

SEGA SAMMY CREATION Won Awards in Two Categories at “2025 EKG Slot Awards”

SEGA SAMMY HOLDINGS Inc. (“the Company”) is pleased to announce that SEGA SAMMY CREATION INC. (“SSC”), a group company of the Company, won awards in two categories, “Top Performing NEW Core Cabinet” and “Top Performing Game from an Emerging Supplier,” at the “2025 EKG Slot Awards” show hosted by Eilers & Krejcik Gaming, LLC (“EKG”), a US gaming research company.



The EKG Slot Awards is designed to recognize excellence in slot game development in the casino gaming industry. EKG determines winners across 25 plus product categories including both land-based and interactive games utilizing a data driven process combined with a distinguished advisory board.

Among the awards SSC received this time, the “Top Performing New Core Cabinet” is given to a slot cabinet with excellent performance, and SSC was the first ever to win this award as an emerging supplier and Japanese-affiliated manufacturer. The *Genesis Atmos*®, which won said award, is a Portrait Slant type (vertical, free-standing cabinet) slot machine created by SSC that brings together the technological capabilities of the SEGA SAMMY Group, which has built a reputation for high quality and reliability in the amusement machine and pachislot & pachinko machine field. This cabinet, which is equipped with a 55-inch 4K monitor with vibrant colors, has been installed in more than 1,000 units, mainly in casinos in Nevada, California, Oklahoma, Florida, and other states since its launch in North America in January 2024. Also, it has been ranked first in the “Top Indexing Cabinets – Portrait Slant” category in reports issued by EKG for seven consecutive months in 2024.

Genesis Atmos®
© SEGA SAMMY CREATION INC.





Railroad Riches™, which won the “Top Performing Game from an Emerging Supplier” award, is a slot game that started its operation as the first game in the link progressive game* series compatible with the *Genesis Atmos®* cabinet. This is a truly thrilling slot game that is equipped with the popular Hold & Spin-type bonus game “Railroad Riches Spin Feature”, and it is performing significantly beyond the average performance of other machines at each casino where it is installed. It has been very well received, including being ranked first in the “Top Indexing Games-Core (Overall)” category in reports issued by EKG for four consecutive months.

*link progressive game: A game where the players aim to win the jackpot prize money that is accumulated by connecting multiple machines with the same game title or game series.

Railroad Riches™
© SEGA SAMMY CREATION INC.

[Comments from Naoki Kameda, President and CEO of SEGA SAMMY CREATIONS INC.]
“We are very honored to have won two awards at the prestigious “2025 EKG Slot Awards”. We would like to thank everybody who has supported us, including our customers, business partners and staff, and we will continue to aim to provide attractive and high-quality game titles that lead the market.”

Please see the details in the link below:

• Official website of SSC

<https://www.segasammycreation.com/genesissatmos/en/>

• LinkedIn of SSC

<https://jp.linkedin.com/company/segasammycreation>

[Overview of SEGA SAMMY CREATION INC.]

Name	SEGA SAMMY CREATION INC.
Location	Sumitomo Fudosan Osaki Garden Tower, 1-1-1, Nishi-Shinagawa, Shinagawa-ku, Tokyo
Job Title/Name of Representative	Naoki Kameda, President and CEO
Details of business	Development, manufacturing, and sales of land-based and online/social casino gaming products and software

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