

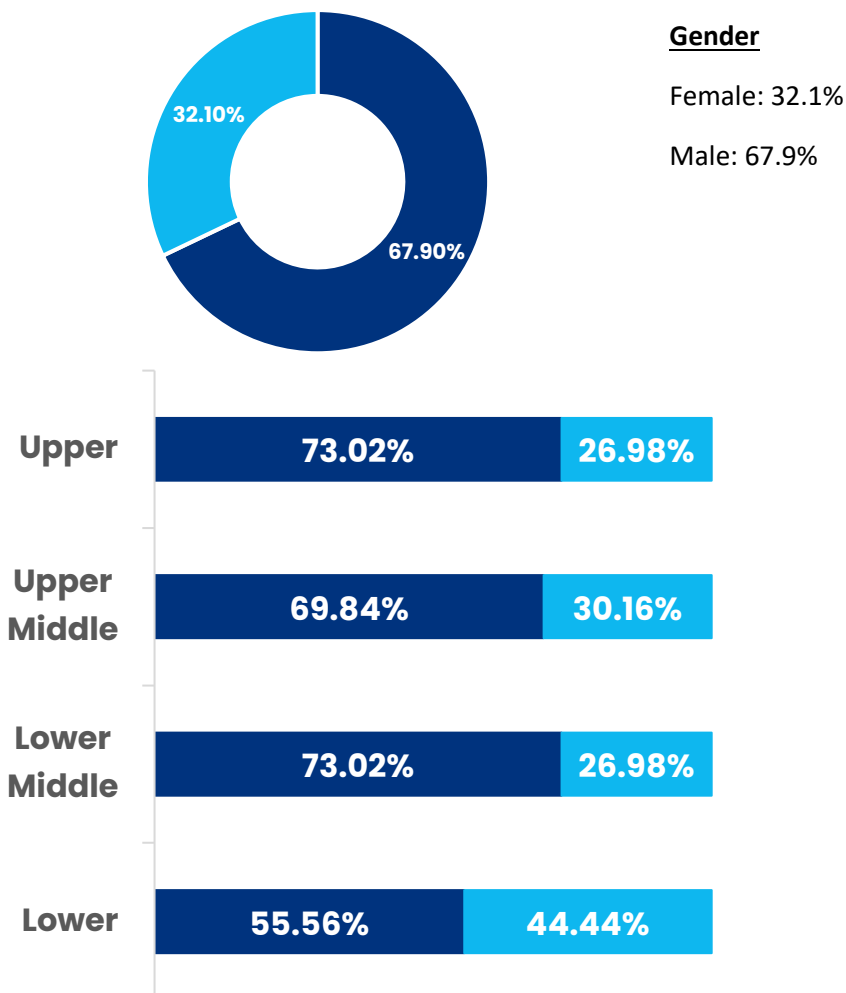
SEGA EUROPE UK GENDER PAY GAP REPORT

APRIL 2023

SEGA Europe is fully committed to the promotion of diversity, equality and inclusion in the workplace, and works closely with its studios to learn, improve and help foster a safe and inclusive working culture across the business. Addressing the gender pay gap is integral to our efforts in this area. We are striving to achieve diversity at every level of the business, and while change is cumulative and takes time, we believe we are moving in the right direction.

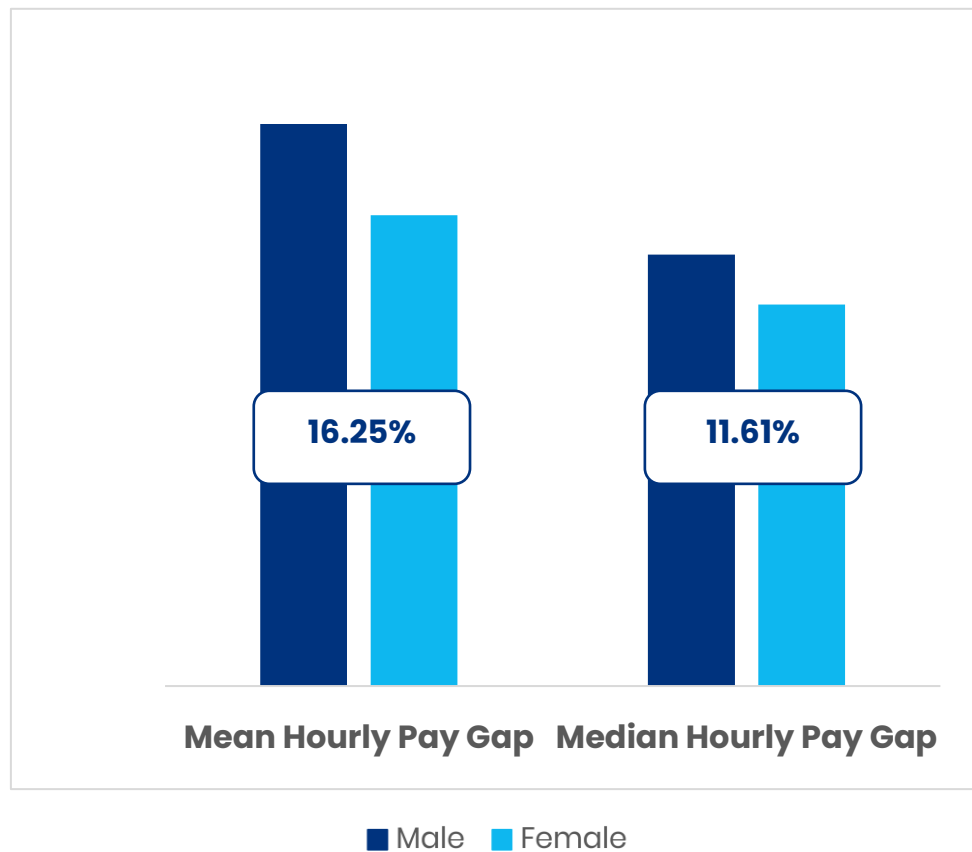
This is the first time SEGA Europe has been required to formally report on its gender pay gap data, as it passed the threshold of 250 staff in April 2022, but work has been continually happening behind the scenes to ensure reporting readiness.

Between April 2021 and April 2022, there was an increase of 3.65% of women at SEGA in the upper quartile of earners, and a decrease of 5.56% of women in the lower quartile of earners. Whilst there is still work to do, SEGA is pleased to see the figures moving in the right direction.

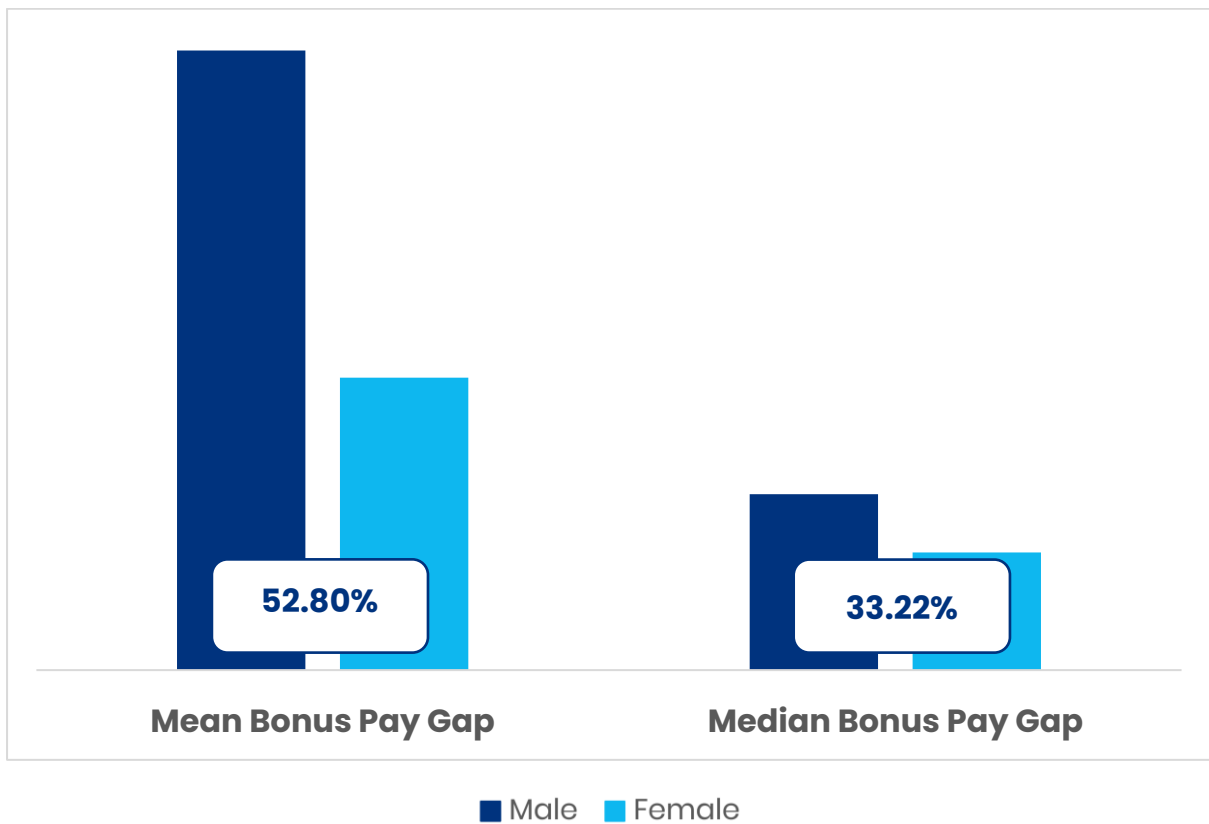
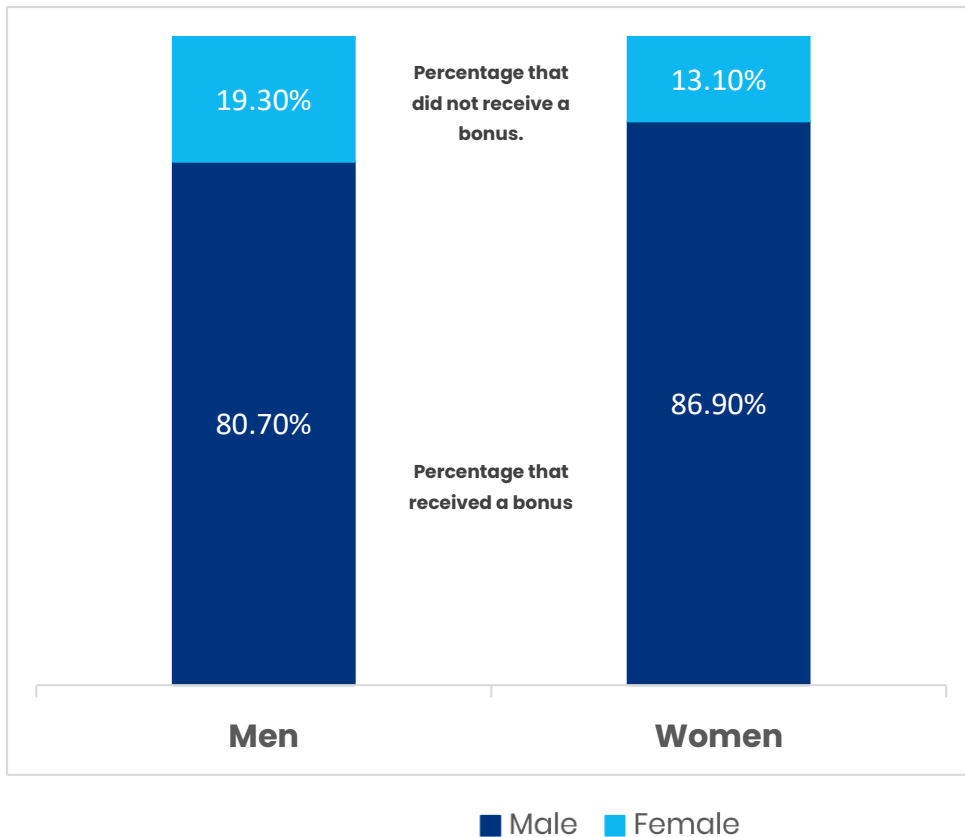


The graph above shows that women are slightly under-represented as a proportion of the employee population at the most senior level and in the lower middle quartile, have fair representation in the upper middle quartile, and are over-represented in the lower quartile, which means more women are joining the business at a junior level. Over time, this could help address the slight

misrepresentation in the lower middle and upper quartiles but SEGA acknowledges more can be done to bring women into the upper quartiles of the business.



Based on mean average hourly pay, women earn 78p for every £1 that men earn, and based on median hourly pay, women earn 84p for every £1 that men earn.



Based on mean average bonus pay, women earn 47p for every £1 that men earn, and based on median bonus pay, women earn 66p for every £1 that men earn.


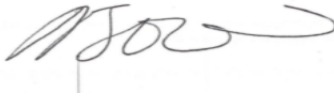
There are several factors that have contributed to the gender pay results:

- While SEGA need to work to increase the number of women in the upper quartile of earners, it is encouraging to see that more women are attracted to working at SEGA as that increases the talent pool for the entire industry. SEGA is committed to ensuring equitable opportunities for progression are present so it can have more women progressing to the upper quartiles.
- SEGA saw 27% of female employees receive promotions during the reporting period, which is slightly under the overall male/female split at the company. However, 67% of those promotions were to Senior Manager roles or higher, including promotions to Director and C-Suite level.
- All eligible employees receive a bonus. Bonuses go through an extensive process which includes checking for any issues of inequality. Due to the reporting period, bonuses (which are paid annually) are not shown until the following year's gender pay data (e.g., bonuses for 2021-2022 will be represented in the 2022-2023 data). The bonus pay gap is due to women joining SEGA in the lower quartiles at a higher proportion than in senior roles.

Mean - gender pay gap	16.25%	
Median - gender pay gap	11.61%	
Mean - bonus gender pay gap	52.8%	
Median - bonus gender pay gap	33.22%	
Proportion of males receiving a bonus payment	80.7%	
Proportion of females receiving a bonus payment	86.9%	
	Female	Male
Proportion in the lower quartile pay band	44.44%	55.56%
Proportion in the lower middle quartile pay band	26.98%	73.02%
Proportion in the upper middle quartile pay band	30.16%	69.84%
Proportion in the upper quartile pay band	26.98%	73.02%

Declaration

I confirm that the figures and content above are accurate to the best of our knowledge.

 Gary Dale President and Chief Executive Officer SEGA Europe Ltd.	 Nicky Ormrod General Counsel and Chief People Officer SEGA Europe Ltd.
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