

[Translation]

August 31, 2016

Dear Sirs

Name of Company: SEGA SAMMY HOLDINGS INC.

Name of Representative: Hajime Satomi,  
Chairman of the Board  
and CEO and COO

(Code No. 6460, Tokyo Stock Exchange 1st Section)

Further Inquiries: Yoichi Owaki,  
Executive Officer  
Division Manager,  
Finance & Accounting Division  
(TEL: 03-6215-9955)

**Notice of Determination on Exercise Price of  
Stock Options (Stock Acquisition Rights) for Directors of the Company**

Notice is hereby given that the formerly-pending exercise price for stock acquisition rights and other matters detailed in the “Notice of Issuance of Stock Options (Stock Acquisition Rights) to Directors of the Company” resolved at the meeting of the Company’s Board of Directors held on August 2, 2016, have been finalized. The details are described below.

Description

1. Price of assets to be contributed upon exercise of a stock acquisition right  
141,300 yen per stock acquisition right (1,413 yen per share)
2. Parties to whom stock acquisition rights are to be allotted and number of parties  
Company directors: 5      Rights: 2,500

**Reference**

1. Date of submission to meeting of the Board of Directors for submission to Ordinary General Meeting of Shareholders:  
May 13, 2016
2. Date of resolution by Ordinary General Meeting of Shareholders:  
June 17, 2016
3. Date of resolution by meeting of the Board of Directors for determination on issuance of stock acquisition rights:

August 2, 2016

4. Date of allotment of stock acquisition rights:  
September 1, 2016
5. Exercise period of stock acquisition rights:  
September 2, 2018 to September 1, 2020

- End -