

[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 Employees of the Company
and Directors and Employees of the Company's Subsidiaries**

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 Employees of the Company and Directors and Employees of the Company's Subsidiaries" 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 executive officers: 7 Rights: 930

Company employees: 11 Rights: 428

Directors of company's subsidiaries: 43 Rights: 5,655

Executive officers of company's subsidiaries: 46 Rights: 4,985

Employees of company's subsidiaries: 822 Rights: 26,447

Reference

1. Date of resolution by meeting of the Board of Directors for determination on issuance of stock acquisition rights:
August 2, 2016
2. Date of allotment of stock acquisition rights:
September 1, 2016
3. Exercise period of stock acquisition rights:
September 2, 2018 to September 1, 2020

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