

(Translation)

July 19, 2013

Dear Sirs,

Name of Company: SEGA SAMMY HOLDINGS INC.

Name of Representative: Hajime Satomi
Chairman, President and
Representative Director (CEO)

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

Further Inquiry: Koichi Fukazawa
Senior Executive Officer
Division Manager, Group Executive
Office
(TEL: 03-6215-9955)

Notice of Issuance of Unsecured Straight Corporate Bonds

Notice is hereby given that SEGA SAMMY HOLDINGS INC. (the “Company”) has determined the conditions of issuance of the First and Second Unsecured Straight Bonds (with inter-bond pari passu clause), as described below.

Description

1. Name of bond	SEGA SAMMY HOLDINGS INC. First Unsecured Straight Bond (with inter-bond pari passu clause)	SEGA SAMMY HOLDINGS INC. Second Unsecured Straight Bond (with inter-bond pari passu clause)
2. Total value of bond	5 billion yen	5 billion yen
3. Denomination of each bond	100 million yen	
4. Application of the Act on Book-Entry Transfer of Company Bonds, Shares, etc.	The First and Second Unsecured Straight Bonds are subject to the application of provisions of the Act on Book-Entry Transfer of Company Bonds, Shares, etc. (the “Bond Transfer Act”). Pursuant to provisions of Article 67, Paragraph 1 of the Bond Transfer Act, bond certificates shall not be issued for the Bonds.	
5. Interest rate	0.732% per annum	0.493% per annum
6. Issue price	100 yen per face value 100 yen	
7. Redemption price	100 yen per face value 100 yen	
8. Term and redemption method	5 years	3 years
(1) Maturity date	July 25, 2018	July 25, 2016
(2) Redemption method	Bullet redemption upon maturity For retirement by purchase, however, the Company may repurchase the Bonds on or after the day following the payment date unless otherwise stipulated by the book-entry transfer institution.	
9. Interest payment date	January 25 and July 25 of each year	
10. Offering period	July 19, 2013	
11. Payment date	July 25, 2013	
12. Offering method	Public offering	

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13. Collateral	The Bonds are neither secured by any collateral nor guaranteed, and there are no particular assets reserved as security for the Bonds.	
14. Fiscal covenants	A collateral provision restriction clause is attached.	
15. Rating granted	A– (Rating and Investment Information, Inc.)	
16. Underwriters	SMBC Nikko Securities Inc., Daiwa Securities Co., Ltd., and Mitsubishi UFJ Morgan Stanley Securities Co., Ltd.	Mitsubishi UFJ Morgan Stanley Securities Co., Ltd., Daiwa Securities Co., Ltd., and SMBC Nikko Securities Inc.
17. Place for application	Head offices and domestic branches of the underwriters	
18. Book-entry transfer institution	Japan Securities Depository Center, Inc.	
19. Fiscal agent, issuance agent, and payment agent	Sumitomo Mitsui Banking Corporation	The Bank of Tokyo-Mitsubishi UFJ, Ltd.

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