

(Translation)

November 1, 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 Regarding Differences between the Forecast of  
Operating Results and the Actual Results

---

It is hereby notified there are differences between the forecast of the first-half consolidated operating results of SEGA SAMMY HOLDINGS INC. (the "Company") for the year ending March 31, 2014 publicized on September 20, 2013 and actual results for the same period announced today, as described below.

Description

● Details of Adjustment to the Forecast

Adjustment to the forecast of first-half consolidated operating results for the year ending March 31, 2014 (from April 1, 2013 to September 30, 2013)

(Unit: million yen unless otherwise indicated)

	Net sales	Operating income	Ordinary income	Net income	Net income per share (yen)
Previously publicized forecast (A)	161,000	10,000	11,000	9,000	37.18
Adjusted forecast (B)	162,209	12,398	14,266	11,348	46.76
Amount of increase or decrease (B-A)	1,209	2,398	3,266	2,348	—
Rate of increase or decrease (%)	0.8	24.0	29.7	26.1	—
(For reference) Operating results for the first-half of the previous year (from April 1, 2012 to September 30, 2012)	136,583	7,892	7,295	3,874	15.74

[Reasons for the adjustment]

As for first-half consolidated operating results for the year ending March 31, 2014, operating income, ordinary income and net income exceeded the previously publicized forecast as net sales surpassed the forecast due to increase in overseas sales of packaged game software exceeding expectations, posting of some R&D expense postponed to second-half of the year, and as a result of efforts to reduce operating expenses such as advertising.

As for the forecast of full year consolidated operating results for the year ending March 31, 2014, there are no revisions at present. Moreover, there are no changes to the forecast of dividends of 40 yen annually, 20 yen for interim dividends and 20 yen for year-end dividends.

- END -