

(Translation)

December 20, 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 on Sales of Investment Securities

Notice is hereby given that no exercise of greenshoe option by the underwriters has been determined as of today, as “Notice of Gain on Sales of Investment Securities” by selling the common shares of Sanrio Co., Ltd., announced on November 25, 2013, didn’t include the offering through over-allotment. Therefore, number of shares to be sold by the company is determined as follows.

Gain on Sales of Investment Securities for the Third Quarter of Fiscal Year Ending March 2014
(Announced on November 25, 2013)

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| (1) Investment securities to be sold by the Company | Sanrio Co., Ltd. Common Share |
| (2) Number of shares to be sold by the Company | 2,870,000 shares |
| (3) Total sales amount | 12.5 billion yen (4,371 yen per share) |
| (4) Gain on sales of investment securities | 10 billion yen |

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