

(Translation)

November 25, 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 Gain on Sales of Investment Securities

SEGA SAMMY HOLDINGS INC. (the "Company") has decided to participate as one of the sellers in the offering of common shares conducted by Sanrio Co., Ltd. (Code No. 8136, Tokyo Stock Exchange 1st Section) (the "Offering") and to sell a portion of Sanrio shares the Company owns as announced on November 15, 2013.

Notice is hereby given that due to the offer price, etc. regarding the Offering being determined today, the Company is expected to post gain on sales of investment securities as extraordinary gain in the third quarter of fiscal year ending March 2014.

For details regarding the determination of offer price, etc., please refer to the press release "Notice of determination of the offer price," released today by Sanrio.

Description

1. Gain on Sales of Investment Securities for the Third Quarter of Fiscal Year Ending March 2014

(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

The number of shares to be sold, the total sales amount and the gain on sales of investment securities above do not include the offering through over-allotment. This is due to the number of shares to be sold by the Company being subject to change depending on the exercise of the greenshoe option by the underwriters.

Warning: This document is for publicly announcing the offering of Sanrio Co., Ltd. shares SEGA SAMMY HOLDINGS Inc. owns, and has not been prepared as an inducement or invitation for investment. Investors are advised to refer to the offering prospectus and the revisions thereof prepared by Sanrio Co., Ltd. in case of making an investment, and to make investments at their own discretion.

"This press release is not an offer of securities for sale in the United States, securities may not be offered or sold in the United States absent registration or an exemption from registration, any public offering of securities to be made in the United States will be made by means of a prospectus that may be obtained from Sanrio Company, Ltd. or Sega Sammy Holdings and that will contain detailed information about Sanrio Company, Ltd. and management, as well as financial statements."

2. Future Outlook

Posting of extraordinary gain for the third quarter of the fiscal year ending March 2014 is expected in accordance with the Offering as mentioned above. In addition to such impact, the Company will determine the trends of mainstay products and services that are planned to be launched and supplied in the second half of the fiscal year, and will promptly disclose any changes in the event that revisions to the full-year forecasts become necessary.

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