

(Translation)

May 11, 2015

Dear Sirs,

Name of Company: SEGA SAMMY HOLDINGS INC.

Name of Representative: Hajime Satomi
Chairman of the Board and
Chief Executive Officer

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

Further Inquiry: Seiichiro Kikuchi
Executive Officer
Division Manager,
Group Executive Office
(TEL: 03-6215-9955)

Notice of Candidates for Director

It is hereby notified that SEGA SAMMY HOLDINGS INC. (the “Company”) have determined to submit a proposition to elect its Directors to the Company’s 11th Ordinary General Meeting of Shareholders to be held on June 17, 2015, as described below.

Description

1. Candidates for Director

Name	Present Title
Hajime Satomi	Chairman of the Board and Chief Executive Officer
Naoya Tsurumi	Senior Managing Director & Representative Director
Koichi Fukazawa	(Newly Elected)
Haruki Satomi	Director
Shigeru Aoki	Director
Hideki Okamura	Director
Hisao Oguchi	Director and CCO (Chief Creative Officer)
Yuji Iwanaga	Director
Takeshi Natsuno	Director

* Yuji Iwanaga and Takeshi Natsuno are candidates for outside director

2. Biographies of candidates for newly elected director

Name	Koichi Fukazawa	
Home city	Kanagawa Prefecture	
Date of Birth	November 2, 1965	
Education	1990	Graduated from Ritsumeikan University, College of Science and Engineering
Career summary	April 1990	Joined The Sanwa Bank, Limited (now The Bank of Tokyo-Mitsubishi UFJ, Ltd.)
	July 2003	Joined Sammy Corporation
	August 2003	Executive Officer and General Manager of the President's Office of the above
	October 2004	Executive Officer and General Manager of the President's Office of the Company Executive Officer and General Manager of Chairman and President's Office of SEGA CORPORATION (now SEGA Games Co., Ltd.)
	January 2005	Director of SEGA SAMMY ASSET MANAGEMENT INC. (now MARZA ANIMATION PLANET INC.)
	June 2005	Director and General Manager of Chairman and President Office of SEGA CORPORATION (now SEGA Games Co., Ltd.)
	July 2006	Executive Officer and General Manager of Business Planning Department of the Company
	January 2007	President and Representative Director of SEGA SAMMY ASSET MANAGEMENT INC. (now MARZA ANIMATION PLANET INC.)
	August 2007	Senior Executive Officer and in charge of the Corporate Strategy and External Affairs of the Company
	October 2007	Director and General Manager of AM Business Planning Department of SEGA CORPORATION (now SEGA Games Co., Ltd.)
	May 2008	Director and Division Manager of New Business Division of the above
	April 2009	Officer of Keizai Doyukai (Japan Association of Corporate Executives) (current position)
	June 2009	Director of SEGA CORPORATION (now SEGA Games Co., Ltd.) President and Representative Director of SEGASAMMY VISUAL ENTERTAINMENT INC. (now MARZA ANIMATION PLANET INC.)
	March 2011	President and Representative Director of MARZA ANIMATION PLANET INC.
	June 2012	Director and in charge of the President's Office of Sammy Corporation
	June 2013	Senior Executive Officer of the Company
	April 2014	Senior Managing Director and Representative Director of SEGA TOYS CO., LTD.
	April 2015	Director of the above (current position) Senior Executive Officer, Assistant to Senior Managing Director and in charge of Group Executive Office and Executive Secretariat Department of the Company (current position)

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