

(Translation)

August 28, 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 Personnel Change

It is hereby notified that SEGA SAMMY HOLDINGS INC. implements personnel change as described below.

### Description

Personnel change (as of September 1, 2015)

New Title	Name	Former Title
Executive Officer (General Manager of Strategic Planning Department and Public Relations Department)	Yuichi Takehana	(Newly Elected)

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