

(Translation)

November 2, 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 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, 2016 publicized on September 30, 2015 and actual results for the same period announced today, as described below.

Description

1. Details of Adjustment to the Forecast

Adjustment to the forecast of first-half consolidated operating results for the year ending March 31, 2016 (from April 1, 2015 to September 30, 2015)

(Unit: million yen unless otherwise indicated)

	Net sales	Operating income	Ordinary income	Profit attributable to owners of parent	Net income per share (yen)
Previously publicized forecast (A)	156,000	6,000	6,500	3,000	12.79
Adjusted forecast (B)	154,302	5,744	5,867	964	4.11
Amount of increase or decrease (B-A)	(1,698)	(256)	(633)	(2,036)	—
Rate of increase or decrease (%)	(1.1)	(4.3)	(9.7)	(67.9)	—
(For reference) Operating results for the first-half of the previous year (from April 1, 2014 to September 30, 2014)	158,180	2,731	2,621	(2,805)	(11.50)

*As accounting policies were changed starting from the year ending March 2016, operating results for the first half of the previous year reflects retrospective treatment.

2. Reasons for the adjustment

Consolidated net sales, operating income and ordinary income results for the first-half for the year ending March 31, 2016 were in line with previously publicized forecast. Profit attributable to owners of parent, however, were lower than the previously publicized forecast due to higher-than-expected corporate taxes.

As for the forecast of full year consolidated operating results for the year ending March 31, 2016, 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.

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