

(Translation)

November 27, 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 December 1, 2015)

New Title	Name	Former Title
Executive Officer (Division Manager of Group Executive Office and General Manager of Investor Relations Department)	Seiichiro Kikuchi	Executive Officer (Division Manager of Group Executive Office)

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