

(Translation)

April 1, 2016

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: Yoichi Owaki,
Executive Officer
Division Manager,
Finance & Accounting Division
(TEL: 03-6215-9955)

Announcement Regarding Establishment of a Joint Venture and Agreement on Collaboration with
Universal Entertainment Corporation by Our Major Subsidiary (Sammy Corporation)

It is hereby notified that Sammy Corporation (Head office: Toshima-ku, Tokyo, President, Representative Director (COO): Haruki Satomi, hereinafter referred to as “Sammy”), a major subsidiary of SEGA SAMMY HOLDINGS INC. has established a joint venture between Universal Entertainment Corporation (Head office: Koto-ku, Tokyo, President and Representative Director: Jun Fujimoto) as described below

Attached material: Press Release of Sammy Corporation

“Announcement Regarding Establishment of a Joint Venture and Agreement on Collaboration with
Universal Entertainment Corporation”



N E W S R E L E A S E

(Translation)

April 1, 2016

Dear Sirs,

Sammy Corporation

Announcement Regarding Establishment of a Joint Venture and Agreement on Collaboration with Universal Entertainment Corporation

Sammy Corporation (Head office: Toshima-ku, Tokyo, President, Representative Director (COO): Haruki Satomi, hereinafter referred to as “Sammy”) hereby announces that a joint venture has been established between Universal Entertainment Corporation (Head office: Koto-ku, Tokyo, President and Representative Director: Jun Fujimoto hereinafter referred to as “Universal Entertainment”). Details are as follows.



1. Purpose of the establishment

Universal Entertainment, which has a brand slogan of “All in the name of fun,” is a leading supplier of amusement machines in Japan. Universal Entertainment strives to provide products and services that can be enjoyed by as many of their fans as possible. Universal Entertainment is also proactively promoting overseas operations at Manila Bay Resorts, the Universal Entertainment Group’s casino resort project in the Philippines, as they work to become a global entertainment company.

Sammy’s operations center on the development of the Pachinko and Pachislot Machines Business. The company works to identify market trends and, guided by its development vision of “Sammy...the wellspring of new ideas,” strives to help invigorate markets that support players. To achieve this goal, Sammy develops and supplies machines that offer innovative amusement characteristics.

By establishing this joint venture, the two companies aim to maximize their hardware expertise, with a view to creating platforms for amusement machine units and parts and promoting lasting collaboration. The products supplied by the joint venture will include highly secure and general-purpose units and parts that enable standardization. In addition, the technological alliance should facilitate an entry into the market for new entertainment applications that overturn fixed stereotypes. The joint venture should provide synergistic effects, enabling the two companies to benefit from the creation of an efficient earnings structure that achieves strong entertainment characteristics stemming from technological innovation, as well as solid cost performance.

Universal Entertainment and Sammy have already decided to employ products supplied by the joint venture, and to promote and supply the products to other customers for expanding business opportunity of the joint venture.

2. Overview of the joint venture



(1)	Name	ZEEG Co. Ltd.
(2)	Main business	Supply, manufacture, development, and marketing of pachinko, pachislot, arranged-ball, and jankyu machines, and related parts and equipment
(3)	Established	March 22, 2016
(4)	Head Office	Sun Shine 60, 3-1-1 Higashiikebukuro, Toshima-ku, Tokyo
(5)	Representative	Yuichi Amari, Representative Director and President
(6)	Capital	25 million yen
(7)	Fiscal year-end	March 31
(8)	Investment ratio	Universal Entertainment Corporation 50% Sammy Corporation 50%

3. Profile of joint venture partner

(1)	Name	Universal Entertainment Corporation
(2)	Main business	Planning, development, manufacturing and sales of pachislot and pachinko machines in Japan. Implementation of a casino resort project in the Philippines spearheaded by the Universal Entertainment group.
(3)	Established	June 26, 1973
(4)	Head Office	Ariake Frontier Building A, 3-7-26 Ariake, Koto-ku, Tokyo
(5)	Representative	Jun Fujimoto, Representative Director and President
(6)	Capital	98 million yen
(7)	Fiscal year-end	March 31

-END-