

June 17, 2016

(Translation)

Dear Sirs,

Name of Company: SEGA SAMMY HOLDINGS INC.

Name of Representative: Hajime Satomi
Chairman of the Board
and CEO and COO

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

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

Notice of Personnel Change in SEGA SAMMY HOLDINGS INC. and Management Systems of SEGA SAMMY HOLDINGS INC. and its Major Subsidiaries (SEGA Holdings Co., Ltd. and Sammy Corporation)

Notice is hereby given that at the meeting of the Board of Directors of SEGA SAMMY HOLDINGS INC. (the "Company") held after the close of its Ordinary General Meeting of Shareholders held on June 17, 2016 at which Directors and Audit & Supervisory Board Members and Substitute Audit & Supervisory Board Member were elected, the following Representative Directors, Directors with specific titles and Executive Officers were appointed and assumed office as of the same day. Notice is also given of the new management systems of its important subsidiaries SEGA Holdings Co., Ltd. and Sammy Corporation, as described below. Furthermore, the management system has been revised to have a single Representative Director in order to further accelerate decision making in the growth businesses.

Description

SEGA SAMMY HOLDINGS INC.

1. Directors and Audit & Supervisory Board Members

New Title	Name	Former Title
Chairman of the Board and CEO and COO (Division Manager of the Group Structure Reform Division)	Hajime Satomi	Chairman of the Board and Chief Executive Officer (Division Manager of the Group Structure Reform Division)
Senior Managing Director	Naoya Tsurumi	Senior Managing Director and Representative Director
Managing Director and CFO	Koichi Fukazawa	Director
Managing Director	Haruki Satomi	Director
Director	Hideki Okamura	Director
Director	Yuji Iwanaga	Director
Director	Takeshi Natsuno	Director

Director	Kohei Katsukawa	(Newly Elected)
Standing Audit & Supervisory Board Member	Tomio Kazashi	Standing Audit & Supervisory Board Member
Standing Audit & Supervisory Board Member	Shigeru Aoki	Director
Audit & Supervisory Board Member	Yukito Sakaue	Audit & Supervisory Board Member
Audit & Supervisory Board Member	Mineo Enomoto	Audit & Supervisory Board Member
Substitute Audit & Supervisory Board Member	Takayoshi Matsuzawa	(Newly Elected) (Standing Audit & Supervisory Board Member of Sammy Corporation)
(Retired)	Hisao Oguchi	Director and CCO (Chief Creative Officer)
(Retired)	Toshio Hirakawa	Audit & Supervisory Board Member

* Naoya Tsurumi will assume the post of Senior Managing Director not having the right of representation.

* The Representative Director will be one person, Hajime Satomi, Chairman of the Board and CEO and COO.

* Hisao Oguchi will remain as President and Representative Director of SEGA SAMMY CREATION INC.

* Yuji Iwanaga, Takeshi Natsuno and Kohei Katsukawa are outside directors.

2. Executive Officers

New Title	Name	Former Title
Senior Executive Officer (General Counsel, Group Legal Head Office)	Toru Nakahara	Senior Executive Officer (General Counsel, Group Legal Head Office)
Senior Executive Officer (Division Manager of Corporate Planning Division)	Makoto Takahashi	Senior Executive Officer (Division Manager of Corporate Planning Division)
Executive Officer (Division Manager of Finance & Accounting Division)	Yoichi Owaki	Executive Officer (Division Manager of Finance & Accounting Division)
Executive Officer (Division Manager of Group Internal Control Office, Group CSR Promotion Office and Internal Audit Office)	Hiroshi Ishikura	Executive Officer (Division Manager of Group Internal Control Office, Group CSR Promotion Office and Internal Audit Office)
Executive Officer (Division Manager of General Affairs Division)	Takaharu Kato	Executive Officer (Division Manager of General Affairs Division)

Executive Officer (General Affairs Division)	Takatoshi Akiba	Executive Officer (General Affairs Division)
Executive Officer (General Affairs Division)	Koichiro Ueda	Executive Officer (General Affairs Division)
Executive Officer (General Affairs Division)	Seiichiro Kikuchi	Executive Officer (General Affairs Division)

SEGA Holdings Co., Ltd.

1. Directors and Audit & Supervisory Board Members

New Title	Name	Former Title
Chairman, Representative Director (CEO)	Hajime Satomi	Chairman, Representative Director (CEO)
Vice Chairman of the Board	Naoya Tsurumi	Vice Chairman of the Board
President, Representative Director (COO)	Hideki Okamura	President, Representative Director (COO)
Executive Vice President and Representative Director	Haruki Satomi	Executive Vice President and Representative Director
Director	Yukio Sugino	Director
Director (Division Manager of Corporate Division)	Hideo Yoshizawa	Director (Division Manager of Corporate Division)
Standing Audit & Supervisory Board Member	Yukito Sakaue	Standing Audit & Supervisory Board Member
Standing Audit & Supervisory Board Member	Yoshiharu Yamashige	Standing Audit & Supervisory Board Member
Audit & Supervisory Board Member	Mineo Enomoto	Audit & Supervisory Board Member

2. Executive Officers

New Title	Name	Former Title
Senior Executive Officer	Toru Nakahara	Senior Executive Officer
Executive Officer (Division Manager of IT Division)	Takaharu Kato	Executive Officer (Division Manager of IT Division)
Executive Officer (Division Manager of President's Office)	Hironobu Otsuka	Executive Officer (Division Manager of President's Office)
Executive Officer (Division Manager of Licensing Division)	Yasuhiko Hamada	Executive Officer (Division Manager of Licensing Division)
(Retired)	Fujito Ryu	Senior Executive Officer

* Fujito Ryu will assume the post of Standing Audit & Supervisory Board Member of Sammy Corporation.

Sammy Corporation

1. Directors and Audit & Supervisory Board Members

New Title	Name	Former Title
Chairman, Representative Director (CEO)	Hajime Satomi	Chairman, Representative Director (CEO)
President, Representative Director (COO)	Haruki Satomi	President, Representative Director (COO)
Representative Managing Director (Division Manager of Research & Development Group Division, Division Manager of Technical Research & Development Division and Development Promotion Division)	Ayumu Hoshino	Representative Managing Director (Division Manager of Research & Development Group Division, Division Manager of Technical Research & Development Division and Development Promotion Division)
Managing Director	Norio Uchida	Managing Director
Managing Director (Division Manager of Sales Division)	Toshimi Kumagai	Managing Director (Division Manager of Sales Division)
Director (Division Manager of Production Group Division, Division Manager of Manufacturing Division)	Kazuhiro Sumitani	Director (Division Manager of Production Group Division, Division Manager of Manufacturing Division)
Director (Division Manager of Intellectual Property & Public Relations Division)	Kazuo Iwahori	Director (Division Manager of Intellectual Property & Public Relations Division)

Director (Division Manager of President Office)	Tetsuya Fukushima	Director (Division Manager of President Office)
Director (Division Manager of PS Research & Development Division)	Kenichi Tokumura	Director (Division Manager of PS Research & Development Division)
Standing Audit & Supervisory Board Member	Fujito Ryu	(Newly Elected) (Senior Executive Officer of SEGA Holdings Co., Ltd.)
Standing Audit & Supervisory Board Member	Kichitaro Mukai	Standing Audit & Supervisory Board Member
Standing Audit & Supervisory Board Member	Takayoshi Matsuzawa	Standing Audit & Supervisory Board Member
(Retired)	Shigeru Aoki	Vice Chairman, Representative Director
(Retired)	Toshio Hirakawa	Standing Audit & Supervisory Board Member

* Shigeru Aoki will assume the post of Standing Audit & Supervisory Board Member of SEGA SAMMY HOLDINGS INC.

2. Executive Officers and Creative Officers

New Title	Name	Former Title
Senior Executive Officer and Creative Officer (Division Manager of PC Research & Development Division)	Hiroataka Tanaka	Senior Executive Officer and Creative Officer (Division Manager of PC Research & Development Division)
Senior Executive Officer	Makoto Takahashi	Senior Executive Officer
Executive Officer	Tomomi Yamazaki	Executive Officer
Executive Officer (Division Manager of Corporate Division)	Koichi Takahashi	Executive Officer (Division Manager of Corporate Division)
Executive Officer (Deputy Division Manager of Sales Division)	Masahito Goto	Executive Officer (Deputy Division Manager of Sales Division)
Executive Officer (Division Manager of Production Policy Division)	Katsumi Erikawa	Executive Officer (Division Manager of Production Policy Division)

Executive Officer (Division Manager of Production Control Division)	Kei Kimoto	Executive Officer (Division Manager of Production Control Division)
Executive Officer (Deputy Division Manager of Sales Division)	Takashi Kumeta	Executive Officer (Deputy Division Manager of Sales Division)

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