

(Translation)

February 28, 2017

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 Winning the Award for Excellence in the Nikkei Annual Report Awards 2016

SEGA SAMMY HOLDINGS INC. (the “Company”), hereby announced that Company’s Annual Report 2016 has won the Award for Excellence in the screening for the Nikkei Annual Report Awards 2016, hosted by Nikkei Inc.

The Nikkei Annual Report Awards has been held each year since 1988 with the aim of encouraging further improvements in annual reports and to increase their use through the granting of awards to outstanding annual reports among those published by Japanese companies. This year, 85 companies participated, and one Grand Prize winner, four Semi-Grand Prizes and 14 winners of the Award for Excellence, two Special Award winners were selected from among them. Fund managers and analysts, among others, selected the winners. They strictly judged the annual reports based on a wide range of criteria, without being affected by the size and business performance of the companies.

The “Annual Report 2016,” which received an award at this time, was prepared with the intention to improve functions as a tool for creating constructive dialogue with shareholders and investors by including explanations on management benchmarks that we emphasize over the medium-term, and ESG risks and responses for each business segment. We also prepared “Discussion Points (The Handbook for Discussion),” a more convenient supplementary volume that was well-received last year, with particularly important information selected to provide a better understand of our company.

We believe that such proactive stance for disclosure in order to promote understanding of our business among shareholders and investors was recognized and contributed to us receiving the award at this time.

Encouraged by the winning of this award, the Company will continue its efforts for conducting timely and appropriate information disclosure for the stakeholders going forward.

The Company’s Annual Report 2016 is available for viewing on our website.

http://www.segasammy.co.jp/english/ir/library/printing_annual.html

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