

February 28, 2017

(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 Changes of Directors and Executive Officers at SEGA SAMMY HOLDINGS INC. and
its Major Subsidiaries (SEGA Holdings Co., Ltd. and Sammy Corporation)

It is hereby notified that SEGA SAMMY HOLDINGS INC. (the “Company”) and the Company’s major subsidiaries, SEGA Holdings Co., Ltd. and Sammy Corporation, will implement changes in Directors and Executive Officers as described below:

Description

SEGA SAMMY HOLDINGS INC.

1. Changes in Director

New Title	Name	Former Title
Managing Director	Hideki Okamura	Director

*As of April 1, 2017

2. Changes in Executive Officers

New Title	Name	Former Title
Senior Executive Officer (General Counsel)	Toru Nakahara	Senior Executive Officer (General Counsel, Group Legal Head Office)
Senior Executive Officer (Division Manager of Finance & Accounting Division)	Yoichi Owaki	Executive Officer (Division Manager of Finance & Accounting Division)
(Retired)	Takatoshi Akiba	Executive Officer (General Affairs Division)
(Retired)	Koichiro Ueda	Executive Officer (General Affairs Division)

*As of April 1, 2017

*Takatoshi Akiba will remain as President and Representative Director of Japan Multimedia Services Corporation

*Koichiro Ueda will remain as Executive Adviser of SEGA Holdings Co., Ltd. and Sega Games Co., Ltd.,

3. Management System as of April 1, 2017

Name	Title
Hajime Satomi	Chairman and CEO (Representative Director)
Haruki Satomi	President and COO (Representative Director)
Naoya Tsurumi	Senior Managing Director
Koichi Fukazawa	Managing Director and CFO
Hideki Okamura	Managing Director
Yuji Iwanaga	Director (Outside)
Takeshi Natsuno	Director (Outside)
Kohei Katsukawa	Director (Outside)
Tomio Kazashi	Standing Audit & Supervisory Board Member (Outside)
Shigeru Aoki	Standing Audit & Supervisory Board Member
Yukito Sakaue	Audit & Supervisory Board Member
Mineo Enomoto	Audit & Supervisory Board Member (Outside)
Makoto Takahashi	Senior Executive Officer (Division Manager of Corporate Planning Division)
Toru Nakahara	Senior Executive Officer (General Counsel)
Yoichi Owaki	Senior Executive Officer (Division Manager of Finance & Accounting Division)
Hiroshi Ishikura	Executive Officer (Division Manager of Group Internal Control Office, Group CSR Promotion Office and Internal Audit Office)
Takaharu Kato	Executive Officer (Division Manager of General Affairs Division)
Seiichiro Kikuchi	Executive Officer (General Affairs Division)

SEGA Holdings Co., Ltd.

1. Changes in Directors

New Title	Name	Former Title
Honorary Chairman, Director	Hajime Satomi	Chairman, Representative Director (CEO)
Chairman, Representative Director (CEO)	Haruki Satomi	Executive Vice President and Representative Director
Senior Managing Director	Yukio Sugino	Director
Managing Director (Division Manager of Corporate Division)	Hideo Yoshizawa	Director (Division Manager of Corporate Division)

*As of April 1, 2017

2. Changes in Executive Officers

New Title	Name	Former Title
(Retired)	Toru Nakahara	Senior Executive Officer

*As of April 1, 2017

3. Management System as of April 1, 2017

Name	Title
Hajime Satomi	Honorary Chairman, Director
Haruki Satomi	Chairman, Representative Director (CEO)
Naoya Tsurumi	Vice Chairman of the Board
Hideki Okamura	President, Representative Director (COO)
Yukio Sugino	Senior Managing Director
Hideo Yoshizawa	Managing Director (Division Manager of Corporate Division)
Yukito Sakaue	Standing Audit & Supervisory Board Member
Yoshiharu Yamashige	Standing Audit & Supervisory Board Member
Mineo Enomoto	Audit & Supervisory Board Member
Takaharu Kato	Executive Officer (Division Manager of IT Division)
Hironobu Otsuka	Executive Officer (Division Manager of President's Office and Business Division)
Yasuhiko Hamada	Executive Officer (Division Manager of Licensing Division)

Sammy Corporation

1. Changes in Directors

New Title	Name	Former Title
Chairman, Representative Director	Hajime Satomi	Chairman, Representative Director (CEO)
President, Representative Director (CEO)	Haruki Satomi	President, Representative Director (COO)
Director (Division Manager of Intellectual Property & Public Relations Division, Research & Development Group Division)	Kazuo Iwahori	Director (Division Manager of Intellectual Property & Public Relations Division)
Director	Yuichi Amari	(Newly Elected) (President and Representative Director of TAIYO ELEC Co., Ltd.)

*As of April 1, 2017

*Yuichi Amari will remain as President and Representative Director of TAIYO ELEC Co., Ltd.

2. Changes in Executive Officers and Creative Officers

New Title	Name	Former Title
Executive Officer (Deputy Division Manager of Technical Research & Development Division)	Tomomi Yamazaki	Executive Officer
Executive Officer (Division Manager of Production Planning Division)	Katsumi Erikawa	Executive Officer (Division Manager of Production Policy Division)
Executive Officer (Division Manager of Procurement Division)	Kei Kimoto	Executive Officer (Division Manager of Production Control Division)
Executive Officer (Deputy Division Manager of President Office)	Rei Kudo	Deputy Executive Officer (Deputy Division Manager of President Office)
Executive Officer (Deputy Division Manager of Intellectual Property & Public Relations Division, Research & Development Group Division)	Koichi Hashimoto	Deputy Executive Officer (Deputy Division Manager of Intellectual Property & Public Relations Division)

*As of April 1, 2017

3. Management System as of April 1, 2017

Name	Title
Hajime Satomi	Chairman, Representative Director
Haruki Satomi	President, Representative Director (CEO)
Ayumu Hoshino	Representative Managing Director (Division Manager of Research & Development Group Division, Division Manager of Technical Research & Development Division and Development Promotion Division)
Norio Uchida	Managing Director
Toshimi Kumagai	Managing Director (Division Manager of Sales Division)
Kazuhiro Sumitani	Director (Division Manager of Production Group Division, Division Manager of Manufacturing Division)
Kazuo Iwahori	Director (Division Manager of Intellectual Property & Public Relations Division, Research & Development Group Division)
Tetsuya Fukushima	Director (Division Manager of President Office)
Kenichi Tokumura	Director (Division Manager of PS Research & Development Division)
Yuichi Amari	Director
Fujito Ryu	Standing Audit & Supervisory Board Member
Kichitaro Mukai	Standing Audit & Supervisory Board Member
Takayoshi Matsuzawa	Standing Audit & Supervisory Board Member
Hiroataka Tanaka	Senior Executive Officer and Creative Officer (Division Manager of PC Research & Development Division)
Makoto Takahashi	Senior Executive Officer
Tomomi Yamazaki	Executive Officer (Deputy Division Manager of Technical Research & Development Division)
Koichi Takahashi	Executive Officer (Division Manager of Corporate Division)

Masahito Goto	Executive Officer (Deputy Division Manager of Sales Division)
Katsumi Erikawa	Executive Officer (Division Manager of Production Planning Division)
Kei Kimoto	Executive Officer (Division Manager of Procurement Division)
Takashi Kumeta	Executive Officer (Deputy Division Manager of Sales Division)
Rei Kudo	Executive Officer (Deputy Division Manager of President Office)
Koichi Hashimoto	Executive Officer (Deputy Division Manager of Intellectual Property & Public Relations Division, Research & Development Group Division)

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