

October 4, 2019

(Translation)

Dear Sirs or Madams,

Name of Company: SEGA SAMMY HOLDINGS INC.  
Name of Representative: Haruki Satomi,  
President and Group COO  
(Representative Director)

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

Further Inquiry: Yoichi Owaki,  
Vice President,  
Senior Executive Officer  
Managing Director of  
Finance & Accounting Division  
(TEL: 03-6864-2400)

## Notice of Issuance of Unsecured Straight Corporate Bonds

It is hereby notified that SEGA SAMMY HOLDINGS INC. (the "Company") has determined the conditions of issuance of the Fifth Unsecured Straight Bonds (with inter-bond pari passu clause), as described below.

## Description

1. Name of bond	SEGA SAMMY HOLDINGS INC. Fifth Unsecured Straight Bond (with inter-bond pari passu clause)
2. Total value of bond	10 billion yen
3. Denomination of each bond	100 million yen
4. Application of the Act on Book-Entry Transfer of Company Bonds, Shares, etc.	The Fifth Unsecured Straight Bonds are subject to the application of provisions of the Act on Book-Entry Transfer of Company Bonds, Shares, etc. (the "Bond Transfer Act"). Pursuant to provisions of Article 67, Paragraph 1 of the Bond Transfer Act, bond certificates shall not be issued for the Bonds.
5. Interest rate	0.380% per annum
6. Issue price	100 yen per face value 100 yen
7. Redemption price	100 yen per face value 100 yen
8. Term and redemption method	10 years
(1) Maturity date	October 10, 2029
(2) Redemption method	Bullet redemption upon maturity For retirement by purchase, however, the Company may repurchase the Bonds on or after the day following the payment date unless otherwise stipulated by the book-entry transfer institution.
9. Interest payment date	April 10 and October 10 of each year
10. Offering period	October 4, 2019
11. Payment date	October 10, 2019
12. Offering method	Public offering
13. Collateral	The Bonds are neither secured by any collateral nor guaranteed, and there are no particular assets reserved as security for the Bonds.

14. Fiscal covenants	A collateral provision restriction clause is attached.
15. Rating granted	A– (Rating and Investment Information, Inc.)
16. Underwriters	Mitsubishi UFJ Morgan Stanley Securities Co., Ltd., SMBC Nikko Securities Inc.
17. Place for application	Head offices and domestic branches of the underwriters
18. Book-entry transfer institution	Japan Securities Depository Center, Inc.
19. Fiscal agent, issuance agent, and payment agent	Sumitomo Mitsui Banking Corporation

-END-