

(Translation)

November 15, 2013

Dear Sirs,

Name of Company: SEGA SAMMY HOLDINGS INC.

Name of Representative: Hajime Satomi,  
Chairman, President and  
Representative Director (CEO)

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

Further Inquiry: Koichi Fukazawa,  
Senior Executive Officer  
Division Manager,  
Group Executive Office  
(TEL: 03-6215-9955)

### Notice of Sales of Investment Securities

Notice is hereby given that SEGA SAMMY HOLDINGS INC. (the "Company") decided to participate as one of the seller in the offering of common shares conducted by Sanrio Co., Ltd. (Code No. 8136, Tokyo Stock Exchange 1st Section) (the "Offering") and to sell a portion of Sanrio shares the Company owns. For details regarding the Secondary Offering, please refer to the press release "Notice of Offering of Shares and Change in Major Shareholders," released today by Sanrio.

### Description

#### 1. Outline of Offering

(1) Type of share to be offered	Sanrio Co., Ltd. Common Share
(2) Number of shares to be offered by the Company	2,870,000 shares
(3) Offer price	Undetermined (The offer price shall be determined after taking into account such conditions as demand and other factors by multiplying the closing price (if there was no closing price on said day, then the closing price of the day immediately preceding that day) of Sanrio Co., Ltd. common shares in regular trading on the Tokyo Stock Exchange from any date between November 25, 2013 (Monday) and November 27, 2013 (Wednesday) (the "Pricing Date") by between 0.90 to 1.00, and taking the resulting price (rounding all fractions down to the nearest yen) as a tentative price range, in accordance with the method stipulated in Article 25 of the Regulations Concerning Securities Underwriting, etc. of the Japan Securities Dealers Association (JSDA).)
(4) Delivery date	6 business days after the Pricing Date.

Warning: This document is for publicly announcing the offering of Sanrio Co., Ltd. shares SEGA SAMMY HOLDINGS Inc. owns, and has not been prepared as an inducement or invitation for investment. Investors are advised to refer to the offering prospectus and the revisions thereof (if any) prepared by Sanrio Co., Ltd. in case of making an investment, and to make investments at their own discretion.

"This press release is not an offer of securities for sale in the United States, securities may not be offered or sold in the United States absent registration or an exemption from registration, any public offering of securities to be made in the United States will be made by means of a prospectus that may be obtained from Sanrio Company, Ltd. or Sega Sammy Holdings and that will contain detailed information about Sanrio Company, Ltd. and management, as well as financial statements."

## 2. Outline of Offering through Over-Allotment

(1) Type of share to be offered	Sanrio Co., Ltd. Common Shares
(2) Number of shares to be offered by the Company	430,000 shares (The above number represents the maximum number of shares to be offered through offering through over-allotment. The number may decrease, or the offering through over-allotment itself may be cancelled due to such conditions as demand and other factors. The number of shares to be offered will be determined on the Pricing Date, taking into consideration such conditions as demand and other factors.)
(3) Offer price	Undetermined (The offer price shall be determined on the Pricing Date. The offer price shall be the same as the offer price of the Offering.) □
(4) Delivery date	The same delivery date as the Offering.

## 3. Reason for the Sale

The Company decided to participate as a seller following receiving the proposal of Offering from Sanrio Co., Ltd. and in support of the purpose for the offering. By selling the investment securities the Company owns at the same time, will enhance the flexibility in the Company's management.

## 4. Number of Shares the Company Owns After the Sale

(1) Number of shares owned before sale	12,326,800 shares (voting rights ratio: 14.0%)
(2) Number of shares owned after sale (Note)	9,456,800 ~ 9,026,800 shares (voting rights ratio: 10.7% ~ 10.2%)

Note: The number of shares owned after the sale is subject to change depending on the exercise of greenshoe option by the underwriters.

## 5. Future Outlook

The impact of the sale of shares on the Company's financial results is unknown at this stage. The Company will announce such once it has become clear.

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