

May 10, 2024

(Translation)

Dear all,

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

(Code No. 6460, Tokyo Stock Exchange Prime)

Further Inquiry: Makoto Takahashi,
Executive Vice President,
Executive Officer,
Managing Director of
Corporate Planning Division
(TEL: 03-6864-2400)

Notice Regarding Introduction of Incentive System (Special Incentive Scheme) for Employee Stock Ownership Association

SEGA SAMMY HOLDINGS INC. (the "Company") hereby notifies that it has resolved to introduce a special incentive scheme ("Scheme") for employee stock ownership association as an incentive plan for employees of the Company and its subsidiaries (the "Company's Group") at a Board of Directors meeting today.

Description

1. Purpose for the introduction of the Scheme

The purpose of the Scheme is to raise the awareness of the Company Group's employees to participate in the management of the Company and to further enhance the sharing of value with shareholders. Among the employees of the Group who are eligible for membership in the SEGA SAMMY HOLDINGS Employee Stock Ownership Association ("Employee Stock Ownership Association"), those who agree to the Scheme ("Eligible Employees") will receive a special incentive payment, and the Company's shares will be allocated to the Employee Stock Ownership Association with the contribution of such special incentive payment.

2. Outline of the Scheme

Under the Scheme, Eligible Employees who join the Employee Stock Ownership Association will receive a special incentive ("Special Incentive") for the allocation of the Company's shares, and Eligible Employees will contribute this special incentive payment to the Employee Stock Ownership Association. The Employee Stock Ownership Association will collect the Special Incentive contributed by the Eligible Employees and pay them to the Company, and the Employee Stock Ownership Association will be issued or disposed of shares of common stock of the Company.

We will promptly announce the specific details when they are determined in the future.

- End -