

[English Translation of Results of Exercise of Voting Rights Originally Issued in the Japanese Language]

**【Note】 This document has been translated from the Japanese original for reference purposes only. In the event of any discrepancy between this translated document and the Japanese original, the original shall prevail.**

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July 8, 2014

Hajime Satomi  
Chairman of the Board and Chief Executive Officer  
**SEGA SAMMY HOLDINGS INC.**  
Shiodome Sumitomo Building,  
1-9-2 Higashi Shimbashi, Minato-ku, Tokyo, Japan

Dear Shareholders:

**Results of Exercise of Voting Rights  
at the 10th Ordinary General Meeting of Shareholders held on June 18, 2014**

SEGA SAMMY HOLDINGS INC. (the “Company”) announces the results of exercise of voting rights at the 10th Ordinary General Meeting of Shareholders held on June 18, 2014.

Details

1. Date of the General Meeting of Shareholders

June 18, 2014

2. Details of the Matters for Resolution

Proposal 1: To amend certain parts of the Articles of Incorporation

Proposal 2: To elect nine (9) Directors

Proposal 3: To elect one (1) Corporate Auditor

Proposal 4: To issue share subscription rights as share options to Directors

Proposal 5: To issue share subscription rights as share options to employees of the Company and of its subsidiaries

3. Numbers of voting rights that were exercised as the manifestation of the intention of approval, disapproval or abstention for the matters for resolution; requirements for adoption thereof; and resolution results thereof

Matter for resolution	Approved	Disapproved	Abstained	Resolution result	
				Approval rate	Approved or disapproved
Proposal 1:	1,780,681	1,502	2,986	96.79%	Approved
Proposal 2:					
Mr. Hajime Satomi	1,763,533	19,255	2,382	95.85%	Approved
Mr. Naoya Tsurumi	1,774,123	7,793	3,254	96.43%	Approved
Mr. Akira Sugano	1,776,728	5,188	3,254	96.57%	Approved
Mr. Haruki Satomi	1,776,574	5,341	3,254	96.56%	Approved
Mr. Shigeru Aoki	1,776,737	5,177	3,254	96.57%	Approved
Mr. Hideki Okamura	1,774,527	7,388	3,254	96.45%	Approved
Mr. Hisao Oguchi	1,776,726	5,189	3,254	96.57%	Approved
Mr. Yuji Iwanaga	1,778,816	3,973	2,382	96.69%	Approved
Mr. Takeshi Natsuno	1,699,868	82,798	2,504	92.39%	Approved

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Proposal 3:	1,777,469	5,303	2,372	96.61%	Approved
Proposal 4:	1,824,705	25,287	2,119	96.36%	Approved
Proposal 5:	1,681,701	101,098	2,371	91.41%	Approved

Notes:

- (1) The number of voting rights held by the shareholders who were entitled to exercise their voting rights at this General Meeting of Shareholders (the "Meeting") was 2,416,066.
  - (2) The requirements for adoption of the proposals are as follows:

For Proposal 1 and Proposal 5, the requirements for adoption are that: (i) the shareholders holding one third or more of voting rights of the shareholders who are entitled to exercise their voting rights are present at the Meeting, and (ii) two thirds or more of voting rights of such shareholders present at the Meeting approve the proposal.

For Proposal 2, Proposal 3 and Proposal 4, the requirements for adoption are that a majority of voting rights of such shareholders present at the Meeting approve the proposal.
  - (3) The approval rate is a ratio of the number of affirmative voting rights to the number of voting rights of the shareholders present at the Meeting (total of those exercised prior to the date of the Meeting and at the Meeting [including those of the shareholders who have left the room before the conclusion of the Meeting]).
  - (4) In calculating the approval rate, the number of voting rights of the shareholders whose manifestation of intention was deemed void was included in the number of voting rights of the shareholders present at the Meeting.
4. Reason why a portion of the number of voting rights of the shareholders present at the Meeting was not included in the calculation
- By taking into account the number of voting rights exercised prior to the date of the Meeting and the number of voting rights of a portion of the shareholders present at the Meeting for which intention of approval or disapproval was confirmed, the requirements for adoption of all the matters for resolution were satisfied and the resolutions were legally reached in compliance with the Companies Act. Therefore a portion of the number of voting rights was not included in the calculation.