

(Translation)

May 9, 2014

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: Seiichiro Kikuchi
General Manager of Group
Communications Office
(TEL: 03-6215-9955)

Notice of Issuance of Stock Options (Stock Acquisition Rights) to
Directors of the Company and Issuance of Stock Options (Stock Acquisition Rights) to
Employees of the Company and Employees of the Subsidiaries of the Company

Notice is hereby given that SEGA SAMMY HOLDINGS INC. (the "Company"), at the meeting of its Board of Directors held on May 9, 2014, resolved that the Company would submit a proposition for the approval of the issuance of stock acquisition rights as stock options to the Directors, excluding outside Directors, of the Company and the issuance of stock acquisition rights as stock options to employees of the Company and employees of the subsidiaries of the Company at the 10th Ordinary General Meeting of Shareholders of the Company to be held on June 18, 2014, as described below:

Description

1. Issuance of stock options (stock acquisition rights) to the Directors of the Company

(1) Content of proposition to be submitted

The current annual remuneration amount to Directors was approved to be within 1 billion yen (not including the employee salary portion for those that serve concurrently as an employee and director) at the 8th Ordinary General Meeting of Shareholders held on June 19, 2012. We seek approval for the issuance of stock acquisition rights as stock options to the Directors, excluding outside Directors, of the Company to be within the annual amount of 150 million yen as remuneration separate from the remuneration amount to the Directors. Meanwhile, the employee salary portion for those who serve concurrently as an employee and director shall not be included in the remuneration amount to Directors.

(2) Reason for granting stock acquisition rights as remuneration for the Directors of the Company

The Company intends to grant stock acquisition rights as stock options for the purpose

of affording incentives to and raising the morale of them to achieving much improved results and promoting business administration in consideration of our shareholders and stock prices.

(3) Terms of issuance of stock acquisition rights

a. Allotees of stock acquisition rights:

The Directors, excluding outside Directors, of the Company to whom the stock acquisition rights will be granted are six persons as of today. If a proposition for the election of Directors is adopted and approved as proposed at the 10th Ordinary General Meeting of Shareholders of the Company to be held on June 18, 2014, they will be seven persons.

b. Total number of stock acquisition rights to be issued:

Not exceeding 2,500 rights. In the event that as a result of a merger, amalgamation or consolidation, the issuance of shares offered for subscription, a corporate separation, a share split, a stock consolidation or any other similar event by the Company, it becomes adequate to adjust the Number of Shares (as defined below), the Company shall make such adjustment as it deems necessary.

c. Class and number of shares to be issued or transferred upon exercise of stock acquisition rights:

Not exceeding 250,000 shares of common stock of the Company (the number of shares to be issued or transferred upon exercise of each stock acquisition right (the "Number of Shares") shall be 100). In the event that as a result of a merger, amalgamation or consolidation, the issuance of shares offered for subscription, a corporate separation, a share split, a stock consolidation or any other similar event by the Company, it becomes adequate to adjust the Number of Shares, the Company shall make such adjustment as it deems necessary.

d. Paid-in price of a stock acquisition right:

No cash payment shall be required in exchange for a stock acquisition right.

e. Price of property to be contributed upon exercise of a stock acquisition right:

The price of property to be contributed upon exercise of each stock acquisition right shall be the paid-in amount per share deliverable upon exercise thereof (the "exercise price"), multiplied by the number of shares to be issued or transferred for each such stock acquisition right.

The exercise price shall be an amount obtained by multiplying by 1.05 the average of the daily closing prices (regular way) of the shares of common stock of the Company on the Tokyo Stock Exchange for the days (exclusive of any day on which transactions are not validly made) of the month immediately preceding the month under which the allotment date of the stock acquisition rights falls, with any fraction

of one yen rounded upward to the nearest one yen. Provided, however, that if the amount so obtained falls below the closing price on the day immediately preceding the allotment date of the stock acquisition rights (or if the closing price is not available on that day, the closing price on any day immediately preceding that day), the exercise price shall be the closing price on the day immediately preceding the issue date of the stock acquisition rights.

In the event that as a result of a merger, amalgamation or consolidation, the issuance of shares offered for subscription, a corporate separation, a share split, a share consolidation or any other similar event by the Company, it becomes adequate to adjust the exercise price, the Company shall make such adjustment as it deems necessary.

f. Fair value of a stock acquisition right:

The fair value of a stock acquisition right shall be based on a fair appraisal value calculated by using the Black & Scholes model based on the exercise price and other terms and conditions.

g. Stock acquisition right exercise period:

For two years from the day on which two years shall have expired after the day immediately following the allotment date of the stock acquisition rights

h. Condition of the exercise of the stock acquisition rights:

Any person to whom the stock acquisition rights are allotted shall remain in office as a Director of the Company or in any other similar office when he exercises the rights, unless he leaves office upon expiration of the term of office or due to any other good reason.

i. Restriction on a transfer of the stock acquisition rights:

Any transfer of the stock acquisition rights shall be subject to the approval of the Board of Directors of the Company.

j. Increase in share capital and capital reserve by issuing of shares upon exercise of the stock acquisition rights:

(i) Amount of increase in share capital by issuing shares upon exercise of the stock acquisition rights shall be half of the upper limit of increase of share capital etc. as calculated pursuant to the provisions of Article 17 of the Ordinance on Accounting of Companies, where any resultant fraction less than one yen shall be rounded up.

(ii) Amount of increase in capital reserve by issuing shares upon exercise of the stock acquisition rights shall be the upper limit of increase of share capital etc. as described in (i) above less the amount of increase in share capital set out therein.

k. Other matters concerning the stock acquisition rights:

Other matters shall be determined at a meeting of the Board of Directors to determine the matters concerning the offering of the stock acquisition rights.

2. Issuance of stock options (stock acquisition rights) to employees of the Company and employees of the subsidiaries of the Company

(1) Content of proposition to be submitted

We seek approval for the issuance of stock acquisition rights as stock options to employees of the Company and employees of the subsidiaries (including the subsidiaries of the subsidiaries; hereinafter the same shall apply) on especially favorable conditions.

(2) Reason for issuing stock acquisition rights on especially favorable conditions

The Company intends to grant stock acquisition rights as stock options for the purpose of further enhancing motivation and morale to contribute to specific business operation within the group of the Company and recruiting more talented people by affording incentives to achieving improved results in such business operation to employees engaging in such business operation.

(3) Terms of issuance of stock acquisition rights

a. Total number of stock acquisition rights to be issued:

Not exceeding 1,000 rights. In the event that as a result of a merger, amalgamation or consolidation, the issuance of shares offered for subscription, a corporate separation, a share split, a stock consolidation or any other similar event by the Company, it becomes adequate to adjust the Number of Shares (as defined below), the Company shall make such adjustment as it deems necessary.

b. Class and number of shares to be issued or transferred upon exercise of stock acquisition rights:

Not exceeding 100,000 shares of common stock of the Company (the number of shares to be issued or transferred upon exercise of each stock acquisition right (the "Number of Shares") shall be 100). In the event that as a result of a merger, amalgamation or consolidation, the issuance of shares offered for subscription, a corporate separation, a share split, a stock consolidation or any other similar event by the Company, it becomes adequate to adjust the Number of Shares, the Company shall make such adjustment as it deems necessary.

c. Paid-in price of a stock acquisition right:

No cash payment shall be required in exchange for a stock acquisition right.

d. Price of property to be contributed upon exercise of a stock acquisition right:

The price of property to be contributed upon exercise of each stock acquisition right shall be one yen per share deliverable upon exercise thereof (the "exercise price"), multiplied by the number of shares to be issued or transferred for each such stock acquisition right.

e. Fair value of a stock acquisition right:

The fair value of a stock acquisition right shall be based on a fair appraisal value calculated by using the Black & Scholes model based on the exercise price and other terms and conditions.

f. Stock acquisition right exercise period:

For one year from the day on which three years shall have expired after the day immediately following the allotment date of the stock acquisition rights

g. Condition of the exercise of the stock acquisition rights:

Any person to whom the stock acquisition rights are allotted shall remain in office as a Director, Statutory Auditors or employees of the Company or Directors, Statutory Auditors or employees of the subsidiaries of the Company or in any other similar office when he exercises the rights, unless he leaves office upon expiration of the term of office or due to any other good reason.

h. Restriction on a transfer of the stock acquisition rights:

Any transfer of the stock acquisition rights shall be subject to the approval of the Board of Directors of the Company.

i. Increase in share capital and capital reserve by issuing of shares upon exercise of the stock acquisition rights:

(i) Amount of increase in share capital by issuing shares upon exercise of the stock acquisition rights shall be half of the upper limit of increase of share capital etc. as calculated pursuant to the provisions of Article 17 of the Ordinance on Accounting of Companies, where any resultant fraction less than one yen shall be rounded up.

(ii) Amount of increase in capital reserve by issuing shares upon exercise of the stock acquisition rights shall be the upper limit of increase of share capital etc. as described in (i) above less the amount of increase in share capital set out therein.

j. Other matters concerning the stock acquisition rights:

(i) The period in which stock acquisition rights under this proposition are granted expires either within one year from the date of approval of the proposition or one day prior to the date of the next ordinary general meeting of shareholders. The

Company may issue stock acquisition rights upon the resolution of the Board of Directors of the Company in multiple occasions within such period and up to the total number of stock acquisition rights to be issued.

- (ii) Other matters shall be determined at a meeting of the Board of Directors to determine the matters concerning the offering of the stock acquisition rights.

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