

(Translation)

June 11, 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
Executive Officer
Division Manager, Group Executive
Office
(TEL: 03-6215-9955)

Notice of Issuance of Unsecured Straight Corporate Bonds

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

Description

1. Name of bond	SEGA SAMMY HOLDINGS INC. Third 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 Third 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	0.519% 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	5 years
(1) Maturity date	June 17, 2019
(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	December 17 and June 17 of each year
10. Offering period	June 11, 2014
11. Payment date	June 17, 2014
12. Offering method	Public offering

Warning: This document is for publicly announcing SEGA SAMMY Group's issuance of their third unsecured bonds (bonds between same ranks with special provisions), and has not been prepared as an inducement or invitation for investment.

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., and Daiwa Securities Co., Ltd.
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-

Warning: This document is for publicly announcing SEGA SAMMY Group's issuance of their third unsecured bonds (bonds between same ranks with special provisions), and has not been prepared as an inducement or invitation for investment.