

(Translation)

February 6, 2015

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 Winning the Award for Excellence in the Nikkei Annual Report Awards 2014

SEGA SAMMY HOLDINGS INC. (the “Company”), hereby announced that Company’s Annual Report 2014 has won the Award for Excellence in the screening for the Nikkei Annual Report Awards 2014, hosted by Nikkei Inc.

The Nikkei Annual Report Awards has been held each year since 1988 with the aim of encouraging further improvements in annual reports and to increase their use through the granting of awards to outstanding annual reports among those published by Japanese companies. This year, 65 companies participated, and one Grand Prize winner, two Semi-Grand Prizes and 12 winners of the Award for Excellence were selected from among them. Fund managers and analysts, among others, selected the winners. They strictly judged the annual reports based on a wide range of criteria, without being affected by the size and business performance of the companies.

Our award-winning Annual Report 2014 successfully illustrated the relationship between the intellectual property, human capital and financial capital, which are the Company’s driving forces for growth, and the growth strategies. It also clearly distinguished between the group’s strategies and the business strategies, and organized information in timeline of past, present and future to show the cause-effect relationship clearly. The Company believes that its annual report was recognized because of these initiatives to promote a better understanding of the Company among its shareholders, investors, and other stakeholders, leading to receiving the award.

Encouraged by the winning of this award, the Company will continue its efforts for conducting timely and appropriate information disclosure for the stakeholders going forward.

The Company’s Annual Report 2014 is available for viewing on our website.
http://www.segasammy.co.jp/english/ir/library/printing_annual.html

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