

(Translation)

February 12, 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 Acquisition of Treasury Stocks (Based on Articles of Incorporation Pursuant to
Article 165 Paragraph 2 of the Companies Act of Japan)

Notice is hereby given that SEGA SAMMY HOLDINGS INC. (the "Company"), at the meeting of its Board of Directors held on February 12, 2015, resolved that the Company would acquire treasury stocks pursuant to the provisions of Article 165 Paragraph 3 of the Companies Act of Japan by replacing the provisions stipulated in Article 156 of the same law, as described below.

Description

1. Reasons for the acquisition of treasury stocks

The acquisition of treasury stocks will be conducted in an aim to prepare for flexible capital policies to deal with the business deployment going forward.

2. Details of the acquisition of treasury stocks

- (1) Type of shares to be acquired: Common shares
- (2) Total number of shares to be acquired: 10,000,000 shares (upper limit)
(Ratio to total number of issued and outstanding shares (excluding treasury stocks): 4.09%)
- (3) Total acquisition costs: 20 billion yen (upper limit)
- (4) Acquisition period: From February 18, 2015 through May 29, 2015

(Reference) Number of treasury stocks held as of December 31, 2014

Total number of issued and outstanding shares (excluding treasury stocks):

244,313,892 shares

Total number of treasury stocks: 21,915,584 shares

- END -