

(Translation)

November 27, 2015

Dear Sirs,

Name of Company: SEGA SAMMY HOLDINGS INC.
 Name of Representative: Hajime Satomi
 Chairman of the Board and
 Chief Executive Officer
 (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 Conclusion of Transfer Agreement of
 Subsidiary's Shares (Index Corporation) by Subsidiary (SEGA Holdings Co., Ltd.)

It is hereby notified that a decision was made that SEGA Holdings Co., Ltd., a subsidiary of SEGA SAMMY HOLDINGS INC. (the "Company"), will transfer all shares of Index Corporation to Sawada Holdings Co. Ltd., as described below.

Description

1. Reason of transfer of shares

The Group has been putting forth efforts on structural reform in order to review the earnings structure of the entire Group from a mid to long-term perspective. The Group has developed a structure to enable investment of management resources in growth areas, which include new fields such as Digital Games and Resort Business in Japan and abroad, while addressing issues in existing businesses.

As part of reviewing a business portfolio held by the Group and pressing further ahead with business restructuring, shares of Index Corporation will be transferred as described below.

Furthermore, Index Corporation and the Group intend to maintain a mutually friendly relationship going forward, including business ties.

2. Overview of subsidiary being transferred

Name	Index Corporation
Business description	Contents and Solutions Business and related businesses
Head office	Carrot Tower, 4-1-1 Taishido, Setagaya-ku, Tokyo
Representative	Yasuhiko Hamada, President and Representative Director
Capital (as of end of March 2015)	10 Million Yen
Date of establishment	April 1, 2014

Number of shares issued	10 shares
Fiscal year-end	March 31
Principal shareholder and shareholding ratios	SEGA Holdings Co., Ltd. (100%)
Net Sales (FYE March 2015)	2,387 Million Yen

3. Overview of the transferee of shares

Name	Sawada Holdings Co. Ltd.	
Business description	Control and administration of management of group companies	
Head office	27F, Sumitomo Fudosan Shinjuku Oak Tower 6-8-1, Nishi-Shinjuku, Shinjuku-ku, Tokyo	
Representative	Hideo Sawada, President and Representative Director	
Capital (as of end of March 2015)	12,223,312,500 Yen	
Date of establishment	January 21, 1958	
Number of shares issued	40,953,500 shares	
Fiscal year-end	March 31	
Principal shareholder and shareholding ratios	Hideo Sawada (25.95%)	
Relationship with the concerned company	Capital Relationship	No relevant relationship
	Personnel Relationship	No relevant relationship
	Business Relationship	No significant business relationship

4. Number of shares to be transferred, transfer price and number of shares held before and after the transfer

Number of shares before the transfer	10 shares (Number of voting rights: 10) (Shareholding ratio: 100%)
Number of shares to be transferred	10 shares (Number of voting rights: 10)
Number of shares after the transfer	0 shares (Number of voting rights: 0) (Shareholding ratio: 0%)
Transfer price	Transfer price is undisclosed in accordance with an agreement with the transferee of the shares. Transfer price is calculated, after mutual consultation by both parties, based on the amount of net assets (book value) of the concerned company as of the end of September 2015 and with reasonable adjustment. It has also been judged as fair and proper at the Board of Directors meeting of the Company which includes outside auditors, and thus we believe its rationality is secured.

5. Schedule

Share transfer agreement	December 1, 2015
Effective date for the share transfer	December 1, 2015

6. Future outlook

The impact of the share transfer on the Company's consolidated business results is minimal.

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