

(Translation)

July 5, 2016

Dear Sirs,

Name of Company: SEGA SAMMY HOLDINGS INC.

Name of Representative: Hajime Satomi  
Chairman of the Board  
and CEO and COO

(Code No. 6460, Tokyo Stock Exchange 1st Section)

Further Inquiry: Yoichi Owaki,  
Executive Officer  
Division Manager,  
Finance & Accounting Division  
(TEL: 03-6215-9955)

Notice of SEGA Games' Acquisition of Amplitude Studios

SEGA Games Co., Ltd., a subsidiary of SEGA SAMMY HOLDINGS INC. acquired all shares of Amplitude Studios SAS (Headquarters: Paris, France) on July 1, 2016 in order to further strengthen its PC game portfolio and development capabilities in the U.S. and European regions.

For further information, please refer to SEGA Holdings' press release.

Attached material: Press Release of SEGA Holdings Co., Ltd.

“Notice of SEGA Games' Acquisition of Amplitude Studios”



- NEWS RELEASE -

SEGA-SAMMY  
GROUP

July 5, 2016  
SEGA Holdings Co., Ltd.

## Notice of SEGA Games' Acquisition of Amplitude Studios

SEGA Games Co., Ltd. (Headquarters: Tokyo, President, Representative Director, and Chief Executive Officer: Haruki Satomi, "SEGA Games" ), a subsidiary of SEGA Holdings Co., Ltd. (Headquarters: Tokyo, President, Representative Director, and Chief Operating Officer: Hideki Okamura) acquired all shares of Amplitude Studios SAS (Headquarters: Paris, France, "Amplitude Studios") on July 1, 2016 in order to further strengthen its PC game portfolio and development capabilities in the U.S. and European regions.

Amplitude Studios has released three titles within the "Endless" series; "Endless Space (2012)", "Endless Legend (2014)" and "Dungeon of the Endless (2014)", with a fourth, "Endless Space 2", currently in development.



# AMPLITUDE

Amplitude Studios Logo

Amplitude Studios is an independent game studio established in 2011 by Mathieu Girard and Romain de Waubert de Genlis. Amplitude Studios are highly regarded for their turn-based strategy titles (\*1), specialising in 4X PC games (\*2) for US and European market. The "Endless" series has garnered acclaim and popularity thanks to its compelling strategic features and high quality graphics which have resulted in more than 2.4 million copies sold worldwide, across its three titles.

"To have the opportunity to add a studio with the growing reputation of Amplitude's, to the SEGA family, is an exciting one and reinforces SEGA Europe's position as a market leader in publishing high quality PC games" said Jurgen Post, President/COO for SEGA Europe Ltd. "Culturally, Amplitude are a fantastic fit for the business as they not only produce great games, but also have a proven track record in listening to their fans and directly involving them in the ongoing development of their games through their GAMES2GETHER system."



## **- NEWS RELEASE -**

SEGA Games already owns a number of prolific development studios including; “Creative Assembly Ltd.”, “Sports Interactive Ltd.”, “Relic Entertainment, Inc.” and is responsible for hugely successful IPs such as “Total War™”, “Football Manager™”, “Company of Heroes™” and “Warhammer 40,000®: Dawn of War™” in the PC game field, a large and ever-growing market in Western countries and Asia.

With this acquisition, SEGA Games will increase its presence in the global games market. Amplitude Studios’ top-quality content and accumulated development know-how will allow the SEGA Group to continue to bring high-quality entertainment experiences to their customers.

\*1 Strategy games: A popular video game genre which focus on strategy and tactics.

\*2 4X games: A sub-genre of strategy videogames where players focus on the 4 ‘X’s: “explore”, “expand”, “exploit” and “exterminate.”

□ Company names and product names mentioned above are registered trademarks or trademarks of the respective companies.

### **About Creative Assembly Ltd.**

Founded in 1987 and based in Horsham, West Sussex, Creative Assembly is one of the UK’s most successful and established game studios. Creator of the multi award-winning Total War strategy series, the studio has received numerous press, industry and consumer accolades, including BAFTA and the Develop Industry Excellence awards. With over 400 highly talented developers and counting, the studio is still expanding with new triple-A console, PC and mobile projects. Creative Assembly’s website is located at [www.creative-assembly.com](http://www.creative-assembly.com)

### **About Relic Entertainment, Inc.**

Relic Entertainment is the award-winning development studio behind critically-acclaimed franchises including Warhammer 40:000: Dawn of War, Company of Heroes, and more. Since its inception in 1997, Relic has produced a rich catalogue of genre-defining real-time strategy titles and continues to innovate today as a SEGA-owned studio. Relic is located in Vancouver, Canada. Learn more at [www.relic.com](http://www.relic.com).

### **About Sports Interactive Ltd.**

Sports Interactive (SI) is the world’s leading developer of football management simulations through its Football Manager series. Founded in 1994 and based in the Old Street area of London, SI has a full-time staff of more than 100 and employs the services of roughly 1,300 part-time researchers across the globe (alongside more than 200 offsite Beta testers). SI has ongoing relationships with some of the biggest names in professional football, including Prozone, the League Managers Association, The Football League, La Liga and many other leagues and national associations. SI became a wholly-owned subsidiary of SEGA in 2006. Further information on the company and its games is available at [www.sigames.com](http://www.sigames.com).