

(Translation)

February 8, 2018

Dear Sirs,

Name of Company: SEGA SAMMY HOLDINGS INC.
 Name of Representative: Haruki Satomi,
 President and COO
 (Representative Director)

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

Further Inquiry: Yoichi Owaki,
 Vice President,
 Senior Executive Officer
 Managing Director of
 Finance & Accounting Division
 (TEL: 03-6215-9955)

(Delayed) Announcement regarding Change in Major Shareholder and Largest Shareholder

Please be informed that a change in major shareholder and largest shareholder of SEGA SAMMY HOLDINGS INC. (the Company), will occur on February 8, 2018. The details are as described below.

1. Reason for the change

Notice was received from Hajime Satomi (Chairman and CEO of the Company), a major shareholder and the largest shareholder of the Company, that a transfer of part of the shares of the Company held by Hajime Satomi to HS Company and FSC Co., Ltd. will occur by way of an off-floor trade at the financial instruments exchange market on February 8, 2018. Accordingly, a change in major shareholder and the largest shareholder is expected.

2. Overview of shareholder subject to change

(1) Shareholder who will no longer be a major shareholder and the largest shareholder

(i) Name	Hajime Satomi
(ii) Address	Itabashi-ku, Tokyo
(iii) Relationship with the Company	Chairman and CEO

(2) Shareholder who will become a major shareholder and the largest shareholder

(i) Name	HS Company
(ii) Address	31-7 Futaba-cho, Itabashi-ku, Tokyo
(iii) Representative	Hajime Satomi
(iv) Content of business	Trading, holdings and acquisition of securities
(v) Capital	1 million yen

3. Number of voting rights held by shareholders (number of shares held) and percentage of total number of voting rights before and after change

(1) Hajime Satomi

	Number of voting rights (Number of shares held)	Percentage of total number of voting rights*	Ranking among shareholders
Before change (as of February 8, 2018)	318,693 (31,869,338)	13.69%	First
After change	77,213 (7,721,338)	3.31%	Fifth

(2) HS Company

	Number of voting rights (Number of shares held)	Percentage of total number of voting rights*	Ranking among shareholders
Before change (as of February 8, 2018)	117,500 (11,750,000)	5.04%	Fourth
After change	353,080 (35,308,000)	15.16%	First

(3) FSC Co., Ltd

	Number of voting rights (Number of shares held)	Percentage of total number of voting rights*	Ranking among shareholders
Before change (as of February 8, 2018)	129,728 (12,972,840)	5.57%	Third
After change	135,628 (13,562,840)	5.82%	Third

* Percentage of total number of voting rights is calculated based on 2,327,727 (232,772,700 shares), the number of voting rights which was determined by subtracting the number of shares without voting rights and the number of fractional shares from 266,229,476 shares, the total number of shares issued as of September 30, 2017.

* Percentage of total number of voting rights is rounded down to the second decimal place

* Ranking of the major shareholders was estimated by the Company according to its shareholder registry as of September 30, 2017

4. Outlook

HS Company is an asset management company whose shares are held by Hajime Satomi, Chairman and CEO of the Company, and his relatives, and it has reported to the Company of its plan to continue holding the shares for the long term as a stable shareholder. Accordingly, this change will have no material impact on the Company's management structure and business performance.

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