

(Translation)

February 28, 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)

Notice of Introduction of Shareholder Benefit Program

It is hereby notified that SEGA SAMMY HOLDINGS INC. (hereafter “the Company”) has resolved at its meeting of the Board of Directors held on February 28, 2018 to introduce a shareholder benefit program, as described below.

Description

1. Purpose of Introduction of Shareholder Benefit Program

The Company will introduce the shareholder benefit program to express its sincere gratitude to all shareholders for their support and for the main purpose of letting numerous shareholders experience the Company’s services and hold shares over the medium to long term.

2. Overview of Shareholder Benefit Program

(1) Targeted shareholders

Shareholders who hold one unit (100 shares) or more and appear or are recorded in the shareholder register as of March 31 or September 30 of each year.

(2) Details of benefits

Complimentary tickets will be gifted twice a year in accordance with the number of owned shares of the Company as follows.

Number of owned shares	Details of benefits			
	End of March		End of September	
1 unit (100 shares) or more	1,000-yen worth voucher for UFO Catcher, redeemable at SEGA game centers in Japan (Note)	—	1,000-yen worth voucher for UFO Catcher, redeemable at SEGA game centers in Japan (Note)	—
10 units (1,000 shares) or more		Facility use ticket worth 10,000 yen, redeemable at Phoenix Seagaia Resort (Miyazaki Prefecture)		Facility use ticket worth 10,000 yen, redeemable at Phoenix Seagaia Resort (Miyazaki Prefecture)

Note: Limited to stores with UFO Catcher

(3) Period and Method of Gifting

Such will be enclosed in “Business Report” sent in mid-June and early-December every year.

3. Commencement Period of Shareholder Benefit Program

The shareholder benefit program will start by targeting shareholders who appear or are recorded in the shareholder register as of March 31, 2018.

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