

(Translation)

May 11, 2018

Dear Sirs,

Name of Company: SEGA SAMMY HOLDINGS INC.
 Name of Representative: Haruki Satomi,
 President and Group 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 Amendment to the Articles of Incorporation

Notice is hereby given that SEGA SAMMY HOLDINGS INC. (the "Company"), at the meeting of its Board of Directors held on May 11, 2018, determined to submit a "Proposition for Amendment to the Articles of Incorporation" to its 14th Ordinary General Meeting of Shareholders to be held on June 22, 2018, as described below:

Description

1. Reasons for the amendment:

- (1) For the Company's control and management as a holding company, new business purposes added for the subsidiaries of the Company need to be added to the business purposes of the Company.
- (2) To ensure efficient group management by aggregating the group head office functions, which are currently dispersed in Tokyo, and to promote cooperation among business, the creation of synergies and the stimulation of personnel exchange, the location of the head office is changed from Minato-ku Tokyo to Shinagawa-ku Tokyo.

2. The particulars of the proposed amendment:

The particulars of the proposed amendment are as set forth in the Attachment herewith.

3. Schedule:

Date of the General Meeting of Shareholders
 for the amendment to the Articles of Incorporation: June 22, 2018

Effective date of the amendment to the Articles of Incorporation
 (Add to the business purposes): June 22, 2018

Effective date of the amendment to the Articles of Incorporation
 (Change of the head office location): August 6, 2018

Attachment

(The underlines show the portions to be amended.)

Present Articles of Incorporation	Proposed amendment
Article 1 (Descriptions omitted)	Article 1 (Not amended)
(Purpose)	(Purpose)
Article 2	Article 2 (Not amended)
The purpose of the Company shall be: to manage and control the business activities of the corporations that conduct the following businesses and businesses equivalent thereto and to engage in operations incidental thereto by owning shares in such corporations:	
(1)	(1)
to (Descriptions omitted)	to (Not amended)
(66)	(66)
(NEW)	<u>(67) Business for children and childcare according to the Child Welfare Act, the Act on Child and Childcare Support and other related laws and regulations;</u>
(67) Operation to manage and control the business activities of the corporations that conduct the businesses set forth in each of the preceding items and businesses equivalent thereto by owning shares in such corporations.	(68) (Not amended)
2. (Descriptions omitted)	2. (Not amended)
(Head office)	(Head office)
Article 3	Article 3
The head office of the Company shall be located at <u>Minato-ku</u> , Tokyo, Japan.	The head office of the Company shall be located at <u>Shinagawa-ku</u> , Tokyo, Japan.
Article 4	Article 4
to (Descriptions omitted)	to (Not amended)
Article 55	Article 55
(NEW)	<u>Supplementary provisions</u> <u>Amendment to Article 3 (Head office) shall come into force on August 6, 2018.</u> <u>These supplementary provisions shall be deleted after the said date comes.</u>

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