

(Translation)

Dear Sirs or Madams,

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: 03-6864-2400)

Notice of Changes of Directors and Executive Officers at SEGA SAMMY HOLDINGS INC. and
 its Major Subsidiary (Sammy Corporation)

It is hereby notified that SEGA SAMMY HOLDINGS INC. (the “Company”) and the Company’s major subsidiary, Sammy Corporation, will implement changes in Directors and Executive Officers as described below:

Description

SEGA SAMMY HOLDINGS INC.

1. Changes in Executive Officers (as of October 1, 2018)

New Title	Name	Former Title
Vice President, Senior Executive Officer (Managing Director of Legal Division)	Hideo Yoshizawa	Newly Elected (Executive Vice President (Director of the Board) SEGA Holdings Co., Ltd.)
Vice President, Executive Officer (General Affairs & Personnel Division)	Koichi Takahashi	Vice President, Executive Officer (General Affairs Division)
Vice President, Executive Officer (Managing Director of IT Solution Division)	Takaharu Kato	Vice President, Executive Officer (Managing Director of General Affairs Division)

*Hideo Yoshizawa will also hold the post as Executive Vice President (Director of the Board) of SEGA Holdings Co., Ltd.

(Management system of the Company as of October 1, 2018)

Name	Title
Hajime Satomi	Chairman and Group CEO (Representative Director)
Haruki Satomi	President and Group COO (Representative Director)
Naoya Tsurumi	Senior Executive Vice President (Director of the Board)
Koichi Fukazawa	Executive Vice President and Group CFO (Director of the Board)
Hideki Okamura	Executive Vice President (Director of the Board)

Takeshi Natsuno	Director of the Board (External)
Kohei Katsukawa	Director of the Board (External)
Hiroshi Onishi	Director of the Board (External)
Shigeru Aoki	Standing Audit & Supervisory Board Member
Yukito Sakae	Audit & Supervisory Board Member
Tomio Kazashi	Audit & Supervisory Board Member (External)
Mineo Enomoto	Audit & Supervisory Board Member (External)
Hideo Yoshizawa	Vice President, Senior Executive Officer (Managing Director of Legal Division)
Yuichi Amari	Vice President, Senior Executive Officer (Managing Director of Executive Secretariat Division)
Makoto Takahashi	Vice President, Senior Executive Officer (Managing Director of Group Executive Office)
Toru Nakahara	Vice President, Senior Executive Officer (General Counsel)
Yoichi Owaki	Vice President, Senior Executive Officer (Managing Director of Finance & Accounting Division)
Hiroshi Ishikura	Vice President, Executive Officer (Managing Director of Internal Control Division, Group CSR Promotion Office)
Koichi Takahashi	Vice President, Executive Officer (General Affairs & Personnel Division)
Takaharu Kato	Vice President, Executive Officer (Managing Director of IT Solution Division)

Sammy Corporation

1. Changes in Directors (as of October 1, 2018)

New Title	Name	Former Title
Executive Vice President (Director of the Board)	Toshimi Kumagai	Executive Vice President (Director of the Board) (Managing Director of Sales Division)

*Toshimi Kumagai will have Sales Division in charge

2. Changes in Executive Officers (as of October 1, 2018)

New Title	Name	Former Title
Vice President, Executive Officer (Managing Director of Sales Division)	Masahito Goto	Vice President, Executive Officer (Deputy Managing Director of Sales Division)

(Management System of Sammy Corporation as of October 1, 2018)

Name	Title
Hajime Satomi	Chairman of the Board (Representative Director)
Haruki Satomi	President and CEO (Representative Director)
Ayumu Hoshino	Executive Vice President (Representative Director) (Managing Director of Research & Development Group Division and Development Promotion Division)
Toshimi Kumagai	Executive Vice President (Director of the Board)

Kazuhiro Sumitani	Senior Vice President (Director of the Board) (Managing Director of Production Group Division and Manufacturing Division)
Kazuo Iwahori	Senior Vice President (Director of the Board) (Managing Director of Intellectual Property & Public Relations Division, Research & Development Group Division)
Tetsuya Fukushima	Senior Vice President (Director of the Board) (Managing Director of President Office)
Kenichi Tokumura	Senior Vice President (Director of the Board) (Managing Director of PS Research & Development Division, Research & Development Group Division)
Yuichi Amari	Senior Vice President (Director of the Board)
Hiroataka Tanaka	Senior Vice President (Director of the Board) (Managing Director of PC Research & Development Division, Research & Development Group Division)
Fujito Ryu	Standing Audit & Supervisory Board Member
Kazuaki Inaoka	Standing Audit & Supervisory Board Member
Shigeru Aoki	Audit & Supervisory Board Member
Makoto Takahashi	Vice President, Senior Executive Officer
Tomomi Yamazaki	Vice President, Executive Officer (Managing Director of Technical Research & Development Division, Research & Development Group Division)
Koichi Takahashi	Vice President, Executive Officer (Managing Director of Corporate Division)
Masahito Goto	Vice President, Executive Officer (Managing Director of Sales Division)
Katsumi Erikawa	Vice President, Executive Officer (Managing Director of Production Planning Division, Production Group Division)
Kei Kimoto	Vice President, Executive Officer (Managing Director of Procurement Division, Production Group Division)
Takashi Kumeta	Vice President, Executive Officer (Deputy Managing Director of Sales Division)
Rei Kudo	Vice President, Executive Officer (Deputy Managing Director of President Office)
Koichi Hashimoto	Vice President, Executive Officer (Deputy Managing Director of Intellectual Property & Public Relations Division, Research & Development Group Division)

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