

Feb 28, 2019

(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 Subsidiaries (SEGA Holdings Co., Ltd. and Sammy Corporation)

It is hereby notified that SEGA SAMMY HOLDINGS INC. (the "Company") and the Company's major subsidiaries, SEGA Holdings Co., Ltd. and Sammy Corporation, will implement changes in Directors and Executive Officers as described below:

Description

SEGA SAMMY HOLDINGS INC.

1. Changes in Executive Officers

New Title	Name	Former Title
Vice President, Senior Executive Officer (Managing Director of Finance & Accounting Division and Executive Secretariat Division)	Yoichi Owaki	Vice President, Senior Executive Officer (Managing Director of Finance & Accounting Division)
Vice President, Executive Officer (Managing Director of Group Licensing Division)	Rei Kudo	(Newly Elected)
Vice President, Executive Officer (Resort Business Division)	Hironobu Otsuka	(Newly Elected)
(Retired)	Yuichi Amari	Vice President, Senior Executive Officer (Managing Director of Executive Secretariat Division)

*As of April 1, 2019

*Yuichi Amari will have Corporate Division of Sammy Corporation in charge

2. Management System of the Company as of April 1, 2019

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) (Managing Director of Resort Business Division)
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 Sakaue	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)
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, Executive Secretariat Division)
Hiroshi Ishikura	Vice President, Executive Officer (Managing Director of Internal Control Division, CSR & SDGs Office)
Koichi Takahashi	Vice President, Executive Officer (Managing Director of General Affairs & Personnel Division)
Takaharu Kato	Vice President, Executive Officer (Managing Director of IT Solution Division)
Rei Kudo	Vice President, Executive Officer (Managing Director of Group Licensing Division)
Hironobu Otsuka	Vice President, Executive Officer (Resort Business Division)

SEGA Holdings Co., Ltd.

1. Changes in Directors

New Title	Name	Former Title
Executive Vice President (Director of the Board)	Kenji Matsubara	(Newly Elected)

*As of April 1, 2019

2. Changes in Executive Officers

New Title	Name	Former Title
Vice President, Senior Executive Officer (Managing Director of Business Division)	Hironobu Otsuka	Vice President, Executive Officer (Managing Director of President's Office and Business Division)

Vice President, Executive Officer (Managing Director of Licensing Division)	Rei Kudo	(Newly Elected)
Vice President, Executive Officer (Managing Director of President's Office)	Koichi Hashimoto	(Newly Elected)

*As of April 1, 2019

3. Management System of SEGA Holdings Co., Ltd. as of April 1, 2019

Name	Title
Hajime Satomi	Honorary Chairman of the Board
Haruki Satomi	Chairman and CEO (Representative Director)
Hideki Okamura	President and COO (Representative Director)
Yukio Sugino	Senior Executive Vice President (Director of the Board)
Kenji Matsubara	Executive Vice President (Director of the Board)
Hideo Yoshizawa	Executive Vice President (Director of the Board), (Managing Director of Corporate Division)
Yukito Sakaue	Standing Audit & Supervisory Board Member
Yoshiharu Yamashige	Standing Audit & Supervisory Board Member
Mineo Enomoto	Audit & Supervisory Board Member
Hironobu Otsuka	Vice President, Senior Executive Officer (Managing Director of Business Division)
Rei Kudo	Vice President, Executive Officer (Managing Director of Licensing Division)
Takaharu Kato	Vice President, Executive Officer (Managing Director of IT Division)
Yasuhiko Hamada	Vice President, Executive Officer
Kei Ishikawa	Vice President, Executive Officer (Deputy Managing Director of Corporate Division)
Koichi Hashimoto	Vice President, Executive Officer (Managing Director of President's Office)

Sammy Corporation

1. Changes in Directors

New Title	Name	Former Title
Executive Vice President (Representative Director) (Managing Director of Research & Development Group Division)	Ayumu Hoshino	Executive Vice President (Representative Director) (Managing Director of Research & Development Group Division and Development Promotion Division)
Senior Vice President (Director of the Board) (Managing Director of Production Group Division, Manufacturing Division and Production Planning Division)	Kazuhiro Sumitani	Senior Vice President (Director of the Board) (Managing Director of Production Group Division and Manufacturing Division)

*As of April 1, 2019

2. Changes in Executive Officers

New Title	Name	Former Title
Vice President, Senior Executive Officer (Managing Director of Sales Division)	Masahito Goto	Vice President, Executive Officer (Managing Director of Sales Division)
Vice President, Senior Executive Officer (Deputy Managing Director of President Office)	Rei Kudo	Vice President, Executive Officer (Deputy Managing Director of President Office)
Vice President, Executive Officer (Managing Director of Development Promotion Division, Research & Development Group Division)	Tomomi Yamazaki	Vice President, Executive Officer (Managing Director of Technical Research & Development Division, Research & Development Group Division)
Vice President, Executive Officer (Managing Director of Procurement Division, Production Group Division)	Katsumi Erikawa	Vice President, Executive Officer (Managing Director of Production Planning Division, Production Group Division)
Vice President, Executive Officer (Managing Director of Technical Research & Development Division, Research & Development Group Division)	Kei Kimoto	Vice President, Executive Officer (Managing Director of Procurement Division, Production Group Division)
Vice President, Executive Officer	Koichi Hashimoto	Vice President, Executive Officer (Deputy Managing Director of Intellectual Property & Public Relations Division, Research & Development Group Division)
Vice President, Executive Officer (Deputy Managing Director of Sales Division)	Hisaka Fujishima	(Newly Elected)
Vice President, Executive Officer (Deputy Managing Director of President Office)	Kosuke Takano	(Newly Elected)

*As of April 1, 2019

3. Management System of Sammy Corporation as of April 1, 2019

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)
Toshimi Kumagai	Executive Vice President (Director of the Board)
Kazuhiro Sumitani	Senior Vice President (Director of the Board) (Managing Director of Production Group Division, Manufacturing Division and Production Planning 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
Masahito Goto	Vice President, Senior Executive Officer (Managing Director of Sales Division)
Rei Kudo	Vice President, Senior Executive Officer (Deputy Managing Director of President Office)
Tomomi Yamazaki	Vice President, Executive Officer (Managing Director of Development Promotion Division, Research & Development Group Division)
Koichi Takahashi	Vice President, Executive Officer (Managing Director of Corporate Division)
Katsumi Erikawa	Vice President, Executive Officer (Managing Director of Procurement Division, Production Group Division)
Kei Kimoto	Vice President, Executive Officer (Managing Director of Technical Research & Development Division, Research & Development Group Division)
Takashi Kumeta	Vice President, Executive Officer (Deputy Managing Director of Sales Division)
Koichi Hashimoto	Vice President, Executive Officer
Hisaka Fujishima	Vice President, Executive Officer (Deputy Managing Director of Sales Division)
Kosuke Takano	Vice President, Executive Officer (Deputy Managing Director of President Office)