



Feb 28, 2020

(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 GROUP CORPORATION and Sammy Corporation)

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

As announced on December 24, 2019, SEGA Holdings Co., Ltd. will change its trade name on April 1, 2020. SEGA GROUP CORPORATION is the name after change of trade name will be made.

Description

SEGA SAMMY HOLDINGS INC.

1. Management System as of April 1, 2020

| 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) |
| Hideo Yoshizawa | Senior 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) |
| Melanie Brock | Director of the Board (External) |
| Shigeru Aoki | Standing Audit & Supervisory Board Member |
| Yukito Sakaue | Audit & Supervisory Board Member |

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| Mineo Enomoto | Audit & Supervisory Board Member (External) |
| Kazutaka Okubo | Audit & Supervisory Board Member (External) |
| 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 and Executive Secretariat Division) |
| Shuji Utsumi | Vice President, Senior Executive Officer (Director of Investment Management Department and in charge of Open Innovation) |
| Hiroshi Ishikura | Vice President, Executive Officer (Managing Director of Internal Control Division and 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 Public Relations Office and Group Licensing Division) |
| Hironobu Otsuka | Vice President, Executive Office (Managing Director of Resort Business Division) |

SEGA GROUP CORPORATION
(*Former name: SEGA Holdings Co., Ltd.)

*As announced on December 24, 2019, the trade name of SEGA Holdings Co., Ltd. is scheduled to be changed to SEGA GROUP CORPORATION on April 1, 2020.

1. Changes in Directors

| New Title | Name | Former Title |
|-------------------------------------------------------|----------------|------------------------------------------------------------|
| Chairman of the Board | Hideki Okamura | President and COO (Representative Director) |
| President and CEO (Representative Director) | Haruki Satomi | Chairman and CEO (Representative Director) |
| Deputy President and COO (Representative Director) | Yukio Sugino | Senior Executive Vice President (Director of the Board) |

*As of April 1, 2020

2. Changes in Executive Officer

| New Title | Name | Former Title |
|----------------------------------|---------------|-----------------|
| Vice President, Executive Office | Koji Takeyama | (Newly Elected) |

*As of April 1, 2020

3. Management System as of April 1, 2020

| Name | Title |
|----------------|---------------------------------------------|
| Hajime Satomi | Honorary Chairman of the Board |
| Hideki Okamura | Chairman of the Board |
| Haruki Satomi | President and CEO (Representative Director) |

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| Yukio Sugino | Deputy President and COO (Representative Director) |
| 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 |
| Kiyotaka Kunihiro | Standing Audit & Supervisory Board Member |
| Mineo Enomoto | Audit & Supervisory Board Member |
| Shuji Utsumi | Vice President, Senior Executive Officer |
| Hironobu Otsuka | Vice President, Senior Executive Officer (Managing Director of Business Division) |
| Rei Kudo | Vice President, Executive Officer (Managing Director of Licensing Division) |
| Kei Ishikawa | Vice President, Executive Officer (Deputy Managing Director of Corporate Division) |
| Koichi Hashimoto | Vice President, Executive Officer (Managing Director of President's Office) |
| Takaharu Kato | Vice President, Executive Officer (Managing Director of IT Division) |
| Koji Takeyama | Vice President, Executive Officer |
| Yasuhiko Hamada | Vice President, Executive Officer |

Sammy Corporation

1. Changes in Executive Officer

| New Title | Name | Former Title |
|--------------------------------------------------------------------------------------------------------------------------------------------|--------------------|-----------------------------------------------------------------------------------------------------------------------------------------|
| Vice President, Executive Officer (Managing Director of Development Promotion Division, Research & Development Group Division) | Masatoshi Sato | (Newly Elected) |
| (Retired) | Tomomi Yamazaki | Vice President, Executive Officer (Managing Director of Development Promotion Division, Research & Development Group Division) |

*As of April 1, 2020

*Tomomi Yamazaki will be in charge of senior consultant as of April 1, 2020

2. Management System as of April 1, 2020

| 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, Production Planning 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) |

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| Kenichi Tokumura | Senior Vice President (Director of the Board) (Managing Director of PS Research & Development Division, Research & Development Group Division) |
| 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) |
| 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) |
| Masatoshi Sato | Vice President, Executive Officer (Managing Director of Development Promotion Division, Research & Development Group Division) |

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