

(Translation)

February 8, 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)

Name of Company: HS Company  
Name of Representative: Hajime Satomi,  
Representative Director

(Delayed) Announcement of Purchase of Shares of  
SEGA SAMMY HOLDINGS INC. (Securities Code: 6460) by HS Company

Please be informed that HS Company has decided to purchase shares of SEGA SAMMY HOLDINGS INC. (hereinafter “the Company”) on February 8, 2018, the details of which are shown in the attachment hereto.

HS Company is an asset management company whose shares are held by Hajime Satomi, the largest shareholder and Chairman and CEO (Representative Director) of the Company, and his relatives.

- END -

This announcement is made pursuant to Article 30, Paragraph 1, Item 4 of the Order for Enforcement of the Financial Instruments and Exchange Act upon the request of HS Company (purchaser) for the Company (target company of the purchase).

(Attachment)

February 8, 2018

Dear Sirs,

Name of Company:	HS Company
Name of Representative:	Hajime Satomi, Representative Director
Further Inquiry:	Yoichi Owaki, Vice President, Senior Executive Officer Managing Director of Finance & Accounting Division (TEL: 03-6215-9955)

#### Announcement of Purchase of Shares

HS Company has agreed to purchase shares of SEGA SAMMY HOLDINGS INC. (hereinafter “the Company”) from Hajime Satomi (shareholder and Chairman and CEO (Representative Director) of the Company), and plans to execute the purchase on February 8, 2018 by way of an off-floor trade at the financial instruments exchange market.

This purchase qualifies as an act specified by Cabinet Order as being equivalent to a tender offer, as prescribed in Article 167, Paragraph 1, of the Financial Instruments and Exchange Act and Article 31 of the Order for Enforcement of the Financial Instruments and Exchange Act.

#### Description

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|-------------------------------------|--|
| 1. Shares to be purchased           | Ordinary shares of SEGA SAMMY HOLDINGS INC.<br>(Securities Code: 6460, Tokyo Stock Exchange 1st Section)   |
| 2. Number of Shares to be Purchased | 23,558,000 shares (percentage of total number of voting rights: 10.12%)  |
| 3. Purchase Date                    | February 8, 2018   |
| 4. Note                             | The aim of the purchase is to allow HS Company, an asset management company, to acquire some of the shares of SEGA SAMMY HOLDINGS INC. held by Hajime Satomi, the Chairman and CEO (Representative Director) of the Company, and to hold the shares over a long term as a stable shareholder of the Company. |

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