

(Translation)

February 15, 2016

Dear Sirs,

Name of Company: SEGA SAMMY HOLDINGS INC.
 Name of Representative: Hajime Satomi
 Chairman of the Board and
 Chief Executive Officer
 (Code No. 6460, Tokyo Stock Exchange 1st Section)
 Further Inquiry: Seiichiro Kikuchi
 Executive Officer
 Division Manager,
 Group Executive Office
 (TEL: 03-6215-9955)

Notice of Winning the Award for Excellence in the Nikkei Annual Report Awards 2015

SEGA SAMMY HOLDINGS INC. (the “Company”), hereby announced that Company’s Annual Report 2015 has won the Award for Excellence in the screening for the Nikkei Annual Report Awards 2015, hosted by Nikkei Inc.

The Nikkei Annual Report Awards has been held each year since 1988 with the aim of encouraging further improvements in annual reports and to increase their use through the granting of awards to outstanding annual reports among those published by Japanese companies. This year, 71 companies participated, and one Grand Prize winner, four Semi-Grand Prizes and 13 winners of the Award for Excellence, two Special Award winners and two Encouragement Award winners were selected from among them. Fund managers and analysts, among others, selected the winners. They strictly judged the annual reports based on a wide range of criteria, without being affected by the size and business performance of the companies.

In our award-winning Annual Report 2015, we endeavored to clearly explain the thinking of the senior executives, management policy, reform measures to get back on a growth track centering on the “**Group Structure Reform**” that started from the fiscal period ended March 2015 and on course to enhance sustainable corporate values, by using charts, etc. with the keyword “**CHANGE**” used in the cover design and various pages of the report.

In addition, we also separately prepared a “**Discussion Points**” **handbook** with enhanced convenience containing only carefully selected information that are especially important in understanding our company, to realize constructive dialogue with all shareholders, investors, and other stakeholders.

The Company believes that such proactive disclosure stance to promote better understanding of our Company’s business were recognized and led to the receiving of the award.

Encouraged by the winning of this award, the Company will continue its efforts for conducting timely and appropriate information disclosure for the stakeholders going forward.

The Company’s Annual Report 2015 is available for viewing on our website.
http://www.segasammy.co.jp/english/ir/library/printing_annual.html

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