

January 31, 2017

(Translation)

Dear Sirs,

Name of Company: SEGA SAMMY HOLDINGS INC.

Name of Representative: Hajime Satomi
Chairman of the Board
and CEO and COO

(Code No. 6460, Tokyo Stock Exchange 1st Section)

Further Inquiry: Yoichi Owaki,
Executive Officer
Division Manager,
Finance & Accounting Division
(TEL: 03-6215-9955)

Notice of Change of Representative Director (increase in personnel)

Notice is hereby given that SEGA SAMMY HOLDINGS INC. (the "Company"), at the meeting of its Board of Directors held on January 31, 2017, and resolved to change its Representative Director, as described below.

Description

1. Reasons for the change

The Company decided to select Haruki Satomi, the Managing Director of the Company, as its President and COO in order to further strengthen the management system aiming further growth by proactively developing the Group's businesses.

Furthermore, Hajime Satomi, the current Chairman of the Board and CEO and COO, will continue to lead the management of the entire Group as the Chairman and CEO.

2. Details of the change (As of April 1, 2017)

New Title	Name	Former Title
Chairman and CEO	Hajime Satomi	Chairman of the Board and CEO and COO
President and COO	Haruki Satomi	Managing Director

3. New Representative Director's Biography

Name	Haruki Satomi	
Home city	Tokyo Metropolis	
Date of Birth	January 11, 1979	
Education	March 2001	Graduated from Faculty of International Studies, Meiji Gakuin University
	May 2012	Graduated from MBA, UC Berkeley Haas School of Business
Career summary	April 2001	Joined KOKUSAI Securities Co., Ltd. (now Mitsubishi UFJ Morgan Stanley Securities Co., Ltd.)
	March 2004	Joined Sammy Corporation
	January 2005	Joined SEGA CORPORATION (now SEGA Games Co., Ltd.)
	October 2005	Director of SEGA OF AMERICA, INC.
	October 2005	Director of Sega Holdings U.S.A., INC.
	July 2009	Vice President of Digital Business of SEGA OF AMERICA, INC.
	October 2011	Senior Vice President of Digital Business of SEGA OF AMERICA, INC.
	November 2011	Director of Sammy Networks Co., Ltd.
	April 2012	President, Representative Director (CEO) of the above
	June 2012	Director of SEGA OF AMERICA, INC.
	June 2012	Director of SEGA CORPORATION (now SEGA Games Co., Ltd.)
	June 2012	Director of the Company
	July 2012	President and CEO, Representative Director of SEGA Networks Co., Ltd. (now SEGA Games Co., Ltd.)
	April 2014	Director of Sammy Corporation
	June 2014	Director of Sanrio Company, Ltd.
	November 2014	Executive Vice President and Representative Director of SEGA CORPORATION (now SEGA Games Co., Ltd.)
	April 2015	Executive Vice President and Representative Director of SEGA Holdings Co., Ltd. (current position)
	April 2015	President, Representative Director and Chief Executive Officer of SEGA Games Co., Ltd. (current position)
	April 2015	Chairman of SEGA OF AMERICA, INC.
	April 2015	Chairman of Sega Europe Ltd.
	April 2015	Chairman of the Board of Directors of SEGA Networks Inc.
	November 2015	Vice President, Representative Director of Sammy Corporation
	April 2016	President, Representative Director and COO of the above (current position)
	April 2016	Chairman, Representative Director of Sammy Networks Co., Ltd. (current position)
	April 2016	Director of SEGA OF AMERICA, INC. (current position)
	April 2016	Director of Sega Europe Ltd. (current position)
	June 2016	Managing Director of the Company (current position)

Main concurrent positions	President, Representative Director and COO, Sammy Corporation Executive Vice President and Representative Director, SEGA Holdings Co., Ltd. President, Representative Director, and CEO, SEGA Games Co., Ltd.
Number of shares held	3,139 thousand shares

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