March 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 Changes of Executive Officers

It is hereby notified that SEGA SAMMY HOLDINGS INC. (the "Company") will implement changes in Executive Officers as described below:

Description

1. Changes in Executive Officers

New Title	Name	Former Title
Vice President, Senior Executive Officer (Managing Director of Executive Secretariat Division)	Yuichi Amari	Newly Elected (President (Representative Director) of TAIYO ELEC Co., Ltd.)
Vice President, Senior Executive Officer (Managing Director of President's Office)	Makoto Takahashi	Senior Executive Officer (Division Manager of Corporate Planning Division)

*Yuichi Amari will concurrently serve as Senior Vice President (Director of the Board) of Sammy Corporation, President (Representative Director) of ZEEG Co. Ltd. and President (Representative Director) of TAIYO ELEC Co., Ltd. after April 1, 2017.

2. Management System as of April 1, 2017

Name	Title
Hajime Satomi	Chairman and CEO (Representative Director)
Haruki Satomi	President and COO (Representative Director)
Naoya Tsurumi	Senior Executive Vice President (Director of the Board)
Koichi Fukazawa	Executive Vice President and CFO (Director of the Board)
Hideki Okamura	Executive Vice President (Director of the Board)
Yuji Iwanaga	Senior Vice President (Director of the Board (External))
Takeshi Natsuno	Senior Vice President (Director of the Board (External))
Kohei Katsukawa	Senior Vice President (Director of the Board (External))

Tomio Kazashi	Standing Audit & Supervisory Board Member (External)
Shigeru Aoki	Standing Audit & Supervisory Board Member
Yukito Sakaue	Audit & Supervisory Board Member
Mineo Enomoto	Audit & Supervisory Board Member (External)
Yuichi Amari	Vice President, Senior Executive Officer (Managing Director of Executive Secretariat Division)
Makoto Takahashi	Vice President, Senior Executive Officer (Managing Director of President's Office)
Toru Nakahara	Vice President, Senior Executive Officer (General Counsel)
Yoichi Owaki	Vice President, Senior Executive Officer (Managing Director of Finance & Accounting Division)
Hiroshi Ishikura	Vice President, Executive Officer (Managing Director of Group Internal Control Office, Group CSR Promotion Office and Internal Audit Office)
Takaharu Kato	Vice President, Executive Officer (Managing Director of General Affairs Division)
Seiichiro Kikuchi	Vice President, Executive Officer (General Affairs Division)

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