Mar 18, 2019

(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 (Expansion) of Shareholder Benefit Program

It is hereby notified that SEGA SAMMY HOLDINGS INC. (hereafter "the Company") will implement changes (expansion) in Shareholder Benefit Program, as described below.

Description

1. Purpose of Changes of Shareholder Benefit Program

The Company has introduced the shareholder benefit program to express its sincere gratitude to all shareholders for their support and for the main purpose of letting numerous shareholders experience the Company's services and hold shares over the medium to long term.

The Company hereby implement changes (expansion) in Shareholder Benefit Program for the purpose of increasing the opportunities for shareholders to experience the Company's services.

2. Details of the changes (expansion)

1) Contents of Shareholder Benefit Program (before changes)

Number of owned shares	Details of benefits
More than 100 shares Less than 1,000 shares	I. 1,000-yen worth voucher for UFO Catcher, redeemable at SEGA game centers in Japan
More than 1,000 shares	I. 1,000-yen worth voucher for UFO Catcher, redeemable at SEGA game centers in Japan II. Facility use ticket worth 10,000 yen, redeemable at Phoenix Seagaia Resort (Miyazaki Prefecture)

2) Contents of Shareholder Benefit Program (after changes, the part changed from previous program is highlighted with underline)
Complimentary tickets will be gifted twice a year, the same as the current program, in accordance with the number of owned shares of the Company as follows.

Number of owned shares	Details of benefits
More than 100 shares Less than 1,000 shares	I. 1,000-yen worth voucher for UFO Catcher (*1), redeemable at SEGA game centers in Japan or redeemable at SEGA Catcher Online (*2)
More than1,000 shares Less than 3,000 shares	I. 1,000-yen worth voucher for UFO Catcher, redeemable at SEGA game centers in Japan or redeemable at SEGA Catcher Online II. Facility use ticket worth 10,000 yen, redeemable at Phoenix Seagaia Resort (Miyazaki Prefecture) (*3)
More than 3,000 shares Less than 5,000 shares	I. 1,000-yen worth voucher for UFO Catcher, redeemable at SEGA game centers in Japan or redeemable at SEGA Catcher Online II. Facility use ticket worth 20,000 yen, redeemable at Phoenix Seagaia Resort (Miyazaki Prefecture)
More than 5,000	I. 1,000-yen worth voucher for UFO Catcher, redeemable at SEGA game centers in Japan or redeemable at SEGA Catcher Online II. Facility use ticket worth 20,000 yen, redeemable at Phoenix Seagaia Resort (Miyazaki Prefecture) III. 1 free accommodation ticket (1 room, maximum 2 person) usable at Sheraton Grande Ocean Resort in Phoenix Seagaia Resort (Miyazaki Prefecture) (*4) IV. 1 free accommodation ticket (1 room, maximum 2 person) usable at Paradise Hotel & Resort in Paradise City (Incheon, Korea) (*5)

Note:
*1 Vouchers for UFO Catcher can be used only in game centers which installed the UFO catcher.
*2 *SEGA Catcher Online is the service the users can control and play UFO Catcher in Online format (smartphone, tablet and PC)
*3 Details of Phoenix Seagaia Resort: https://www.seagaia.co.jp/index_en.html
*4 Details of Sheraton Grande Ocean Resort: https://www.seagaia.co.jp/english/hotel/sgor.html
*Room type: Deluxe Twin
*May not be able to use in blackout periods such as Golden Week holidays, Obon Holidays and New Year holidays.
*5 Details of Paradise Hotel & Resort: https://www.p-city.com/front/hotel/overview
*Room type: Deluxe
*May not be able to use in blackout periods in Korea such as certain periods in summer and New Year holidays.

3. Record Date
Twice in a year, on end of March and end of September.

4. Period of the changes will be implemented
Changes will apply to the shareholders who appear or are recorded in the shareholder register as of March 31 2019.

5. Period when Complimentary tickets will be sent
Complimentary tickets will be enclosed in “Business Report” sent in around mid-June and early-December every year.

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