

(Translation)

September 20, 2013

Dear Sirs,

Name of Company: SEGA SAMMY HOLDINGS INC.

Name of Representative: Hajime Satomi,
Chairman, President and
Representative Director (CEO)

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

Further Inquiry: Koichi Fukazawa,
Senior Executive Officer
Division Manager,
Group Executive Office
(TEL: 03-6215-9955)

Notice of Adjustment to the Forecast of First-Half Consolidated
Operating Results for the Year Ending March 31, 2014

It is hereby notified that SEGA SAMMY HOLDINGS INC. (the “Company”), in consideration of the recent development of its business performance, has made an adjustment to the forecast of its first-half consolidated operating results for the year ending March 31, 2014, publicized on May 10, 2013, as described below.

Description

● Details of Adjustment to the Forecast

Adjustment to the forecast of first-half consolidated operating results for the year ending March 31, 2014 (from April 1, 2013 to September 30, 2013)

(Unit: million yen unless otherwise indicated)

	Net sales	Operating income	Ordinary income	Net income	Net income per share (yen)
Previously publicized forecast (A)	198,000	17,500	17,000	9,000	37.18
Adjusted forecast (B)	161,000	10,000	11,000	9,000	37.18
Amount of increase or decrease (B-A)	△37,000	△7,500	△6,000	—	—
Rate of increase or decrease (%)	△18.7	△42.9	△35.3	—	—
(For reference) Operating results for the first-half of the previous year (from April 1, 2012 to September 30, 2012)	136,583	7,892	7,295	3,874	15.74

[Reasons for the adjustment]

After revising the sales schedule of some of the products to the second half of the fiscal year under a policy in the Pachislot and Pachinko Machine Business, with an aim to maximize the unit sales amount, the pachislot machine sales volume for the first half of the year ending March 31, 2014 is projected to be about 143,000 units (previously publicized forecast: 188,000 units), and the pachinko machine sales volume is projected to be about 54,000 units (previously publicized forecast: 127,000 units). In the Consumer Business, on the other hand, the number of registered IDs for online RPG “Phantasy Star Online 2” surpassed 3 million, the number of downloads of “Puyopuyo!! Quest” and “Chain Chronicle,” applications for iOS and Android, grew and earnings from the services are robust, but these were not enough to make up for the earnings in the Pachislot and Pachinko Machine Business.

As a result of the above, consolidated net sales for the first half of the year ending March 31, 2014 are projected to be 161.0 billion yen (a decrease of 37.0 billion yen compared to the previously publicized forecast), operating income is projected to be 10.0 billion yen (a decrease of 7.5 billion yen compared to the previously publicized forecast), ordinary income is projected to be 11.0 billion yen (a decrease of 6.0 billion yen compared to the previously publicized forecast) and net income is projected to be 9.0 billion yen which is same level as the previously publicized forecast after we’ve reviewed the tax expense.

As for the forecast of full-year consolidated operating results for the year ending March 31, 2014, there will be no adjustments at this stage, as the adjustment for the first-half consolidated operating results for the year ending March 31, 2014 was mainly due to reviewing the sales schedule of some of the products as mentioned above. In addition, concerning the dividends forecast, there is no change to the forecasts of interim dividends of 20 yen, year-end dividends of 20 yen and annual total of 40 yen.

*The figures and forecasts of operating results described in this document are based on information available to management as of the date hereof. Actual results may differ from the projected figures due to various factors arising in the future.

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