

(Translation)

February 5<sup>th</sup>, 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: Seiji Shintani,  
General Manager of Group  
Executive Office and Group  
Communications Office  
(TEL: 03-6215-9955)

Notice of Adjustment to the Forecast of Full Year Consolidated  
Operating Results for the Year Ending March 31, 2013

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 full year consolidated operating results for the year ending March 31, 2013 publicized on May 11, 2012 as described below.

Description

Adjustment to the forecast of full-year consolidated operating results for the year ending March 31, 2013 (from April 1, 2012 to March 31, 2013)

(Unit: million yen unless otherwise indicated)

	Net sales	Operating income	Ordinary income	Net income	Net income per share (yen)
Previously publicized forecast (A)	470,000	66,000	65,000	40,000	164.20
Adjusted forecast (B)	320,000	15,000	16,000	12,500	51.24
Amount of increase or decrease (B-A)	(150,000)	(51,000)	(49,000)	(27,500)	
Rate of increase or decrease (%)	(31.9)	(77.3)	(75.4)	(68.8)	
(For reference) Operating results for the previous year (from April 1, 2011 to March 31, 2012)	395,502	58,384	58,164	21,820	86.73

1. Reasons for the adjustment to the forecast of operating results

In the Pachislot Machines Business, as we decided to postpone the sales of some pachislot titles especially key title, “**Pachislot Hokuto No Ken**” to the next fiscal year, volume for the full year ending

March 31, 2013 is projected to be about 214,000 units. (previously publicized forecast: 473,000 units) In the Pachiko Machine Business, despite the robust sales of “**Pachinko CR Hokuto No Ken 5 Hasha**”, installed in 4Q, as the sales of other titles were weak, volume for the full year ending March 31, 2013 is projected to be about 213,000 units (previously publicized forecast: 450,000 units). The other business segment remained almost same as the previous publicized forecast.

As a result of the above, consolidated net sales of 320.0 billion yen (down 150.0 billion yen from the previously publicized forecast), operating income of 15.0 billion yen (down 51.0 billion yen from the previously publicized forecast), ordinary income of 16.0 billion yen (down 49.0 billion yen from the previously publicized forecast), and net income of 12.5 billion yen (down 27.5 billion yen from the previously publicized forecast) are projected for the full year ending March 2013.

Concerning dividend forecasts, there is no change in forecast of year-end dividends at 20 yen per share and an annual total of 40 yen per share.

\*The above figures and forecasts of operating results are based on information available to management as of the date hereof. In the future, actual results may differ from the projected figures due to various factors.

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