

(Translation)

February 18, 2014

Dear Sirs,

Name of Company: SEGA CORPORATION

Notice Concerning Incorporation-Type Company Split and Change of Trade Name

Notice is hereby given that Index Corporation (the “transferring company”), which is a consolidated subsidiary of SEGA CORPORATION (the “Company”), has decided to conduct a company split of the Contents & Solutions Business of the transferring company (incorporation-type company split) on April 1, 2014 and transfer such business to the newly established incorporated company in the incorporation-type split. In addition, the trade name of the transferring company will be changed on the same date to Atlus Co., Ltd. and the trade name of the newly established incorporated company in the incorporation-type split will be changed to the current trade name of the transferring company, Index Corporation. At the same time, the trade name of the transferring company’s overseas subsidiary Index Digital Media, Inc. will be changed to Atlus U.S.A., Inc. on the same date due to the change of the transferring company’s trade name.

A portion of the disclosures and details are omitted as this is a company split conducted by a wholly owned subsidiary of the Company.

Description

1. Purpose of company split

The purpose is to ensure synergy across each of the SEGA SAMMY Group and SEGA Group businesses, as well as to aim for further growth of the transferring company’s business and to encourage the development of new businesses.

2. Summary of company split

(1) Schedule of company split

Board of Directors meeting for approval of the split plan: January 31, 2014

Extraordinary meeting of shareholders of the transferring company for approval of the split plan: February 18, 2014

Scheduled date of split (effective date): April 1, 2014

Registration date of the newly established incorporated company in the incorporation-type split: April 1, 2014

(2) Method of split

This is an incorporation-type company split where Index Corporation is the transferring company and the newly established incorporated company in the incorporation-type split will be established.

(3) Allotment of shares

The newly established incorporated company in the incorporation-type split will issue 10 shares for the split and all shares will be allotted to the Company.

(4) Change of trade name as a result of split

Index Corporation, the transferring company, will change its trade name to Atlus Co., Ltd. on April 1, 2014. In addition, its overseas subsidiary Index Digital Media, Inc. will change its trade name to Atlus U.S.A., Inc. The trade name of the newly established incorporated company in the incorporation-type split will be changed to the current trade name of the transferring company, Index Corporation.

(5) Reduction of capital, etc. through split

There is no change in capital, etc. of the transferring company through this split.

(6) Rights and obligations transferred to the incorporated company in the newly established incorporation-type split

The newly established incorporated company in the incorporation-type split will succeed the rights and obligations such as assets, liabilities and contractual status concerning the business separately stipulated in the split plan on the effective day of the split.

3. Profile of transferring company (as of January 1, 2014)

(1) Trade name	Index Corporation (*Trade name will be changed to Atlus Co., Ltd. on April 1, 2014)
(2) Content of business	Digital Games Business (design and development of console games and social games), Contents & Solutions Business (contents distribution, development of systems and internet advertising, etc.) and related businesses
(3) Established	September 5, 2013
(4) Head office location	1-39-9 Higashi-Shinagawa, Shinagawa-ku, Tokyo
(5) Representative	Naoya Tsurumi
(6) Capital	10 million yen
(7) Number of outstanding shares	10 shares
(8) Settlement of accounts	End of March
(9) Number of employees	287
(10) Shareholding ratio	Wholly owned subsidiary of the Company

4. Profile of the companies as of the company split (scheduled for April 1, 2014)

	Transferring company	Newly established incorporated company in the incorporation-type split
(1) Trade name	Atlus Co., Ltd. (*Trade name will be changed from Index Corporation on April 1, 2014)	Index Corporation
(2) Content of business	Digital Games Business (design and development of console games, etc.) and related businesses	Contents & Solutions Business (contents distribution, development of systems and internet advertising, etc.) and related businesses
(3) Established	September 5, 2013	April 1, 2014
(4) Location	1-39-9 Higashi-Shinagawa, Shinagawa-ku, Tokyo	1-39-9 Higashi-Shinagawa, Shinagawa-ku, Tokyo
(5) Representative	Yukio Sugino	Yasuhiko Hamada
(6) Capital	10 million yen	10 million yen
(7) Number of outstanding shares	10 shares	10 shares
(8) Settlement of accounts	End of March	End of March
(9) Number of employees	121	166
(10) Shareholding ratio	Wholly owned subsidiary of the Company	Wholly owned subsidiary of the Company

5. Future Outlook

The transferring company and the newly established incorporated company in the incorporation-type split are wholly owned subsidiaries of the Company, thus, there is no impact on the Company's operating results.

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