
First Quarter of the Fiscal Year Ending March 31, 2010

Reference Materials

SQUARE ENIX®

August 6, 2010

Statements made in this document with respect to SQUARE ENIX HOLDINGS CO., LTD. and its consolidated subsidiaries' (together, "SQUARE ENIX GROUP") plans, estimates, strategies and beliefs are forward-looking statements about the future performance of SQUARE ENIX GROUP.

These statements are based on management's assumptions and beliefs in light of information available to it at the time these material were drafted and, therefore, the reader should not place undue reliance on them. Also, the reader should not assume that statements made in this document will remain accurate or operative at a later time.

A number of factors could cause actual results to be materially different from and worse than those discussed in forward-looking statements. Such factors include, but not limited to:

1. changes in economic conditions affecting our operations;
2. fluctuations in currency exchange rates, particularly with respect to the value of the Japanese yen, the U.S. dollar and the Euro;
3. SQUARE ENIX GROUP's ability to continue to win acceptance of our products and services, which are offered in highly competitive markets characterized by the continuous introduction of new products and services, rapid developments in technology, and subjective and changing consumer preferences;
4. SQUARE ENIX GROUP's ability to expand international success with a focus on our businesses; and
5. regulatory developments and changes and our ability to respond and adapt to those changes.

The forward-looking statements regarding earnings contained in these materials were valid at the time these materials were drafted. SQUARE ENIX GROUP assumes no obligation to update or revise any forward-looking statements, including forecasts or projections, whether as a result of new information, subsequent events or otherwise.

The financial information presented in this document is prepared according to generally accepted accounting principles in Japan.

Fiscal Year Ending 3/11: By Business Segment

1. Projections for the Fiscal Year ending March 31, 2011

Billions of Yen

	Digital Entertainment	Amusement	Publication	Merchandising	Amortization of goodwill	Eliminations or unallocated	Total
Net Sales	96.0	51.0	10.0	3.0	-	-	160.0
Operating Income	23.8	3.9	2.0	0.8	(1.5)	(9.0)	20.0
Operating Margin	24.8%	7.6%	20.0%	26.7%	-	-	12.5%

2. Results for the Fiscal Year ended March 31, 2010 (unaudited proforma calculation)

Billions of Yen

	Digital Entertainment	Amusement	Publication	Merchandising	Amortization of goodwill	Eliminations or unallocated	Total
Net Sales	120.1	52.3	14.4	5.5	-	(0.0)	192.3
Operating Income	29.1	4.0	4.1	1.8	(1.7)	(9.0)	28.2
Operating Margin	24.2%	7.6%	28.7%	33.4%	-	-	14.7%

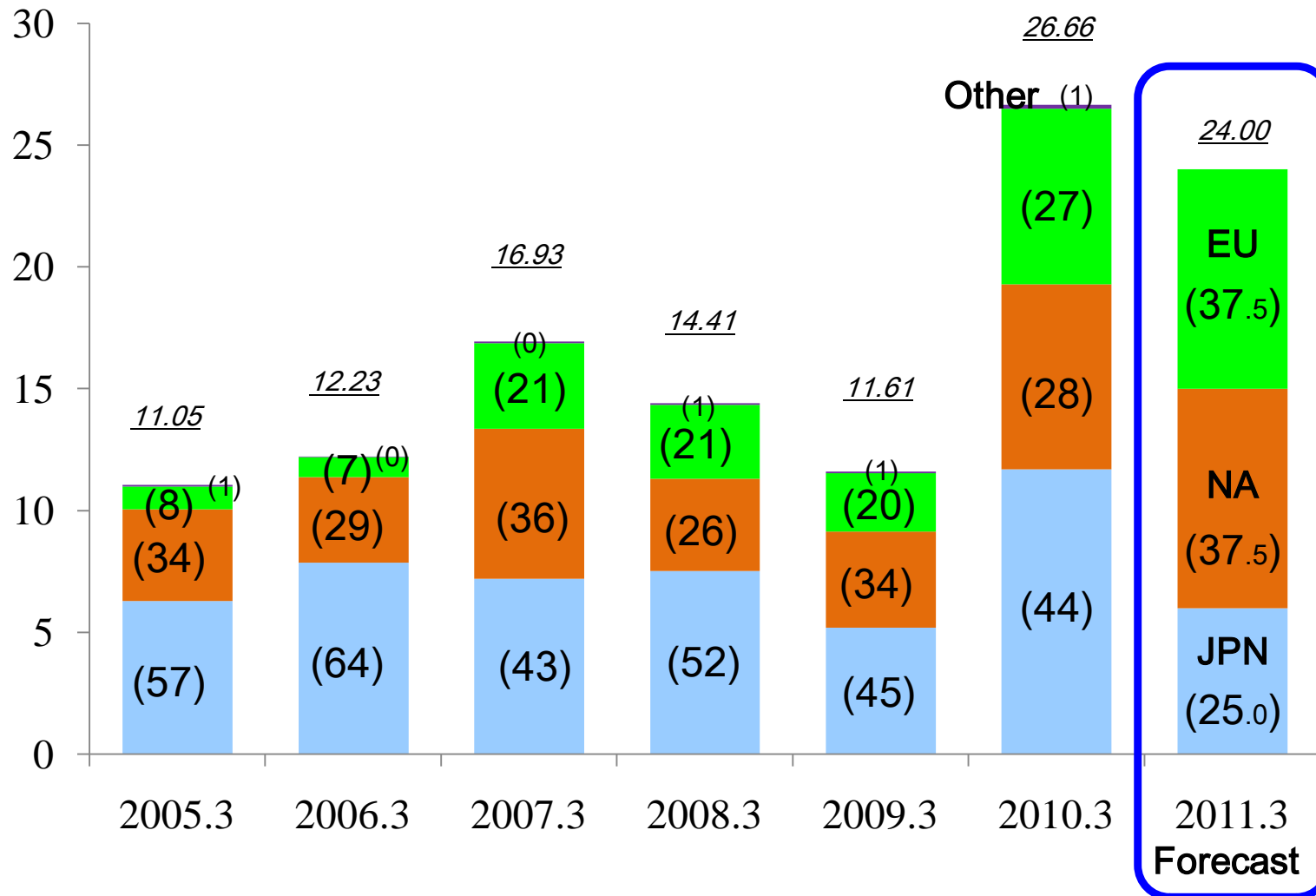
3. Change (1-2)

Billions of Yen

	Digital Entertainment	Amusement	Publication	Mobile Phone Content	Amortization of goodwill	Eliminations or unallocated	Total
Net Sales	(24.1)	(1.3)	(4.4)	(2.5)	-	0.0	(32.3)
Operating Income	(5.3)	(0.1)	(2.1)	(1.0)	0.2	0.0	(8.2)

Fiscal Year Ending 3/11: Unit Sales Forecasts

(Million units, composition percentage in parentheses)



Major Release Line-up (announced launches)

Title	Region	Platform	Release Date (Scheduled)
Dragon Quest: Monster Battle Road Victory	JPN	Wii	July 15
Lara Croft and the Guardian of Light	JPN, NA, EU	XBLA/PSN/Steam	XBLA August 18 PSN/Steam TBD
Kane & Lynch 2: Dog Days	JPN, NA, EU	PS3/Xbox360/PC <small>*For PC outside JPN</small>	August 17 (NA) August 20 (EU) August 26 (JPN)
KINGDOM HEARTS Birth by Sleep	NA, EU	PSP	September 7 (NA) September 10 (EU)
FRONT MISSION EVOLVED	JPN, NA, EU	PS3/Xbox360/PC	September 16 (JPN) September 17 (EU) September 28 (NA)
FINAL FANTASY XIV	JPN, NA, EU	PS3/PC	PC September 30 September 22 (Collector's Edition) PS3 early March 2011
FINAL FANTASY: THE 4 HEROES OF LIGHT	NA, EU	NDS	October 5 (NA) October 8 (EU)
KINGDOM HEARTS Re:coded	JPN	NDS	October 7 (JPN) TBD (NA, EU)

Major Release Line-up (announced launches)

Title	Region	Platform	Release Date (Scheduled)
LORD of ARCANA	JPN, NA, EU	PSP	October 14 (JPN) TBD (NA, EU)
MIND JACK	JPN, NA, EU	PS3/Xbox360	October 2010
Call of Duty: Black Ops	JPN	PS3/Xbox360/PC	2010
The 3rd Birthday	JPN, NA, EU	PSP	This Winter (JPN) TBD (NA, EU)
DEUS EX: HUMAN REVOLUTION	JPN, NA, EU	PS3/Xbox360/PC <small>*For PC outside JPN</small>	early 2011 (NA, EU) TBD (JPN)

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