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## **SQUARE ENIX GROUP'S EXTENSIVE GAME PORTFOLIO SHOWCASED AT CHINAJOY 2014**

The Group boosts to deliver online and mobile games for the Chinese market

**Tokyo, Japan (July 31, 2014)** – Square Enix Holdings Co., Ltd. (“Square Enix”) today announced the Square Enix Group’s extensive game portfolio showcased at the 12th China Digital Entertainment Expo (ChinaJoy 2014), which takes place in Shanghai, China from July 31 through August 3.

Square Enix Group’s games showcased at ChinaJoy 2014 include *FINAL FANTASY XIV*, *Puzzle Bobble* and *Cross Gate*. Please see the following page for details.

Square Enix Group gives substantial weight to expansion of its businesses in emerging markets, primarily in Asia, as one of the key strategic initiatives, and is pursuing to offer entertainment content which appeals to consumer tastes in each local market.

Notably in the fast-growing Chinese market, the Square Enix Group has offered highly-acclaimed PC-based MMORPG (Massively Multiplayer Online Role Playing Game) and games for smartphones. A mobile game, *Million Arthur*, which was released in June 2013 in China, became the 2nd Top Grossing Apps on Apple's App Store shortly after its launch. Another mobile game, *Cross Gate*, which is provide by Perfect World in China, has become the 1st Top Grossing App for iPad and the 4th Top Grossing App for iPhone in a few days following its launch on July 18, 2014 in China.

Furthermore, the official launch of *FINAL FANTASY XIV*, an MMORPG and the latest installment of the FINAL FANTASY franchise, is coming soon in this summer through a partnership with Shanda Games. Registered users over 2.3 million have been playing *FINAL FANTASY XIV* since its 2013 global launch in Japan, North America and Europe. While this will be the first release of the FINAL FANTASY franchise title in mainland China, the franchise is widely-known, and many Chinese game players are looking forward to the long-awaited epic saga with high-expectations.

Square Enix Group also plans to introduce to the Chinese market its key titles such as *Puzzle Bobble* (also known as *Bust-A-Move*), a popular bubble-popping puzzle game with over 6 million downloads worldwide, through alliance with Qihoo 360, and *Sangokushi Ranbu* in partnership with Tencent in China.

Square Enix Group has been building strategic relations with strong local companies to accelerate expansion of new IP content as well as its strong franchises offered in the market, and broaden its position in the fast-growing Asian markets including China. Square Enix Group will vigorously continue to drive a multifaceted approach as the only Japanese game company offering a variety of content from MMORPG to smartphone games for various platforms in those markets.

## ChinaJoy 2014 Lineup

The information below is for mainland China, and will be showcased by the publishers of each content.



### **FINAL FANTASY XIV**

Platform : Windows® PC  
Release date : This summer (currently in closed beta)  
Publisher : Shanda Games  
Licenser : SQUARE ENIX (Japan)

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### **Puzzle Bobble**

Platform : iOS / Android  
Release date : TBD  
Publisher : Qihoo 360  
Licenser : TAITO

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### **Cross Gate**

Platform : iOS / Android  
Release date : Now on sale (released on July 18)  
Publisher : Perfect World  
Licenser : SQUARE ENIX (Japan) / SQUARE ENIX (CHINA)

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In addition to the above, *FINAL FANTASY X HD Remaster* and *FINAL FANTASY X-2 HD Remaster* (traditional Chinese and Korean version) for PlayStation®Vita will be shown as reference exhibits.

Also, Naoki Yoshida, Producer and Director of *FINAL FANTASY XIV*, and Tomohiro Hasegawa, Producer of *Sangokushi Ranbu*, will be presenting at China Game Developers Conference, and Shizuya Nakamoto, General Manager of Business Development Division at Square Enix Co., Ltd. will present at World Mobile Gaming Conference. Both conferences are held in parallel with ChinaJoy 2014.

## **About The Square Enix Group**

The Square Enix Group leads a diverse range of content and service businesses as an integrated entertainment group. The Group develops, publishes, distributes and licenses entertainment content around the world under its internationally renowned brands including SQUARE ENIX®, EIDOS® and TAITO® and operates a global network of leading development studios located in North America, Europe and Japan. The Group also boasts a valuable portfolio of intellectual property including: FINAL FANTASY®, which has sold over 110 million units worldwide; DRAGON QUEST®, which has sold over 64 million units worldwide; TOMB RAIDER®, which has sold over 42 million units worldwide; and the legendary SPACE INVADERS®.

More information on the Square Enix Group can be found at <http://www.hd.square-enix.com/eng/>

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