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# Results Briefing Session

**Six-Month Period  
Ended September 30, 2012**

**SQUARE ENIX®**

**November 6, 2012**

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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.

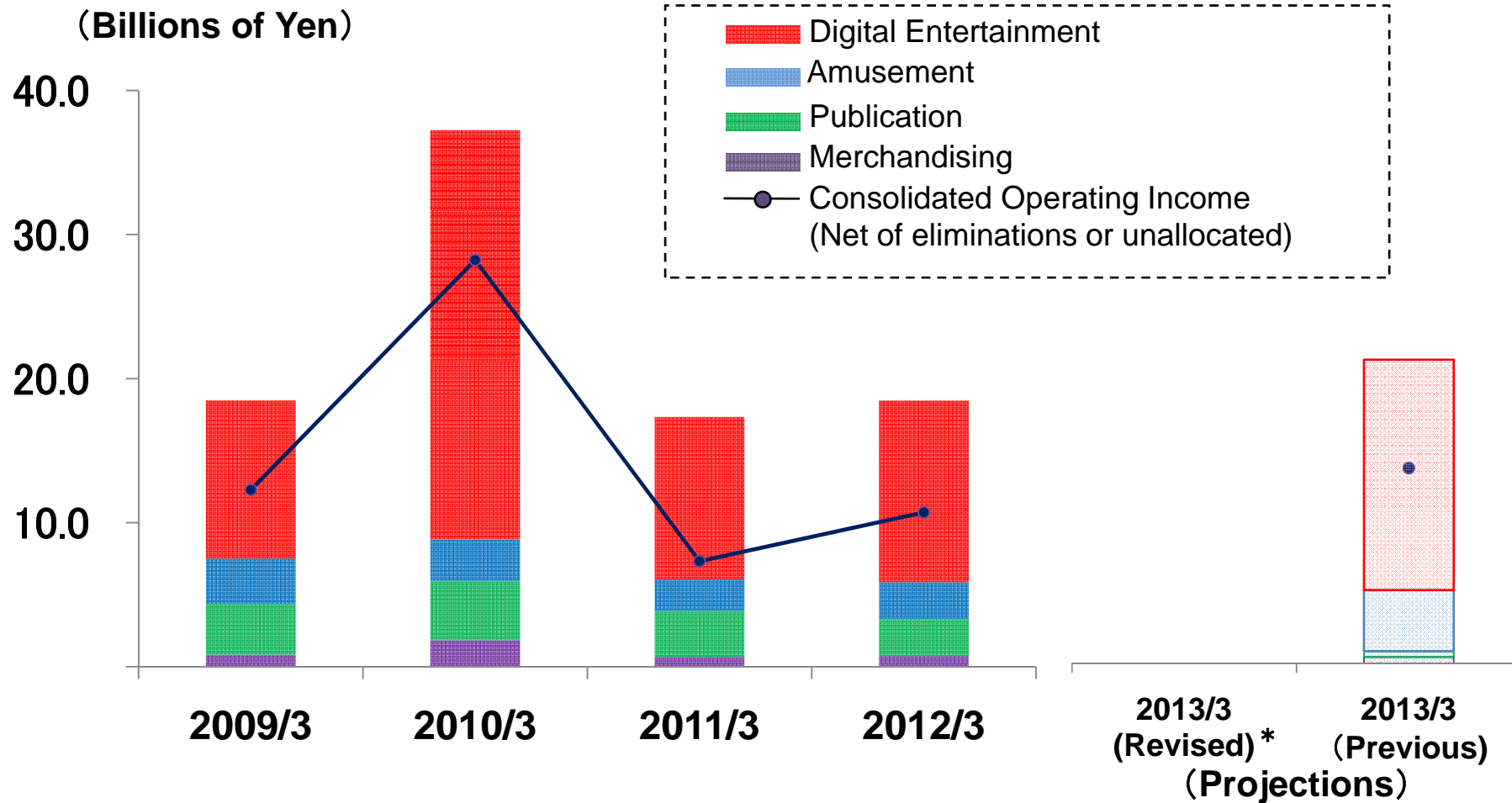
A number of factors could cause actual results to be materially different from and worse than those discussed in forward-looking statements. Such factors include, but not limited to:

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.

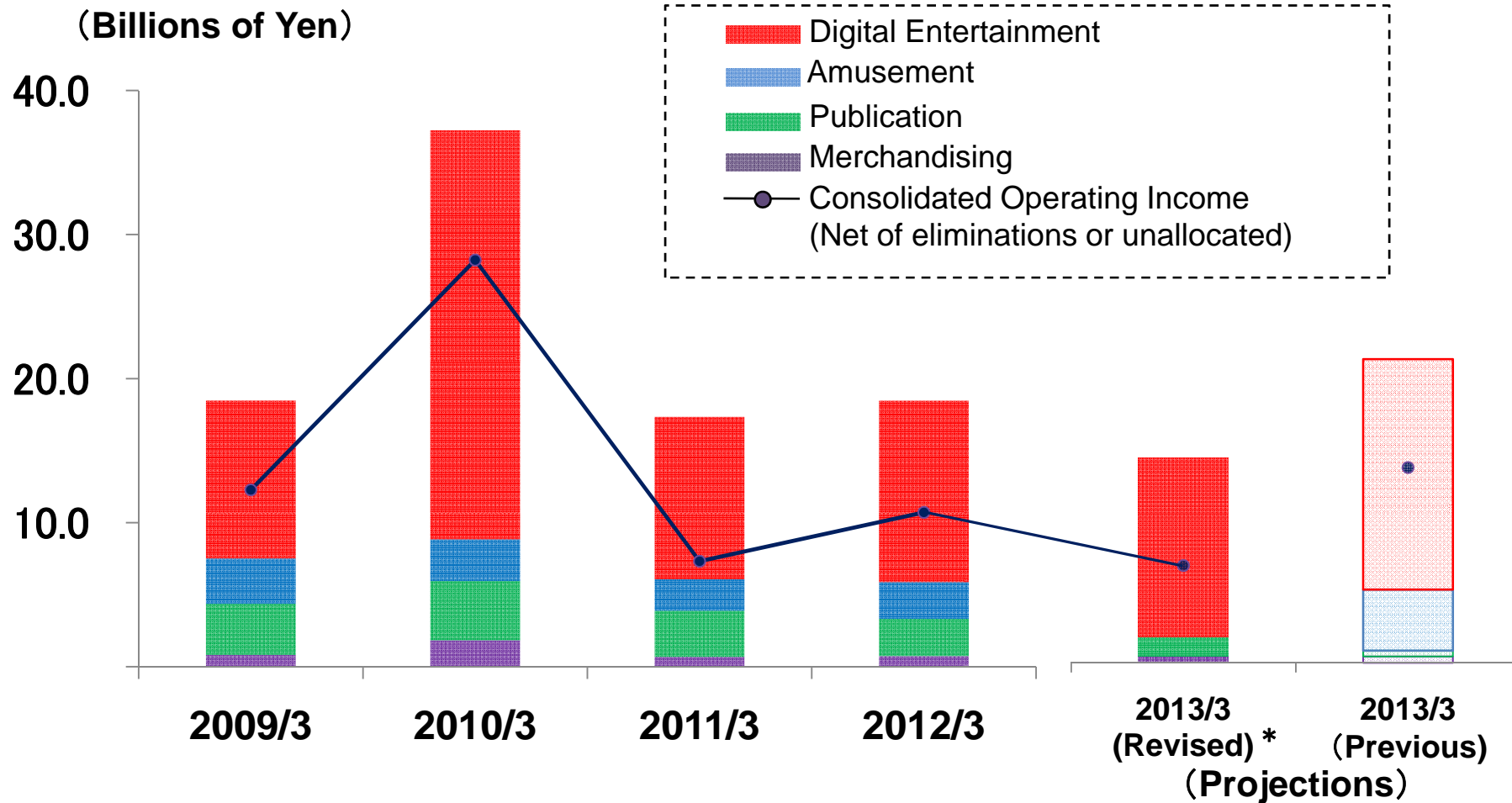
The financial information presented in this document is prepared according to generally accepted accounting principles in Japan.

# Operating Income by Business Segment



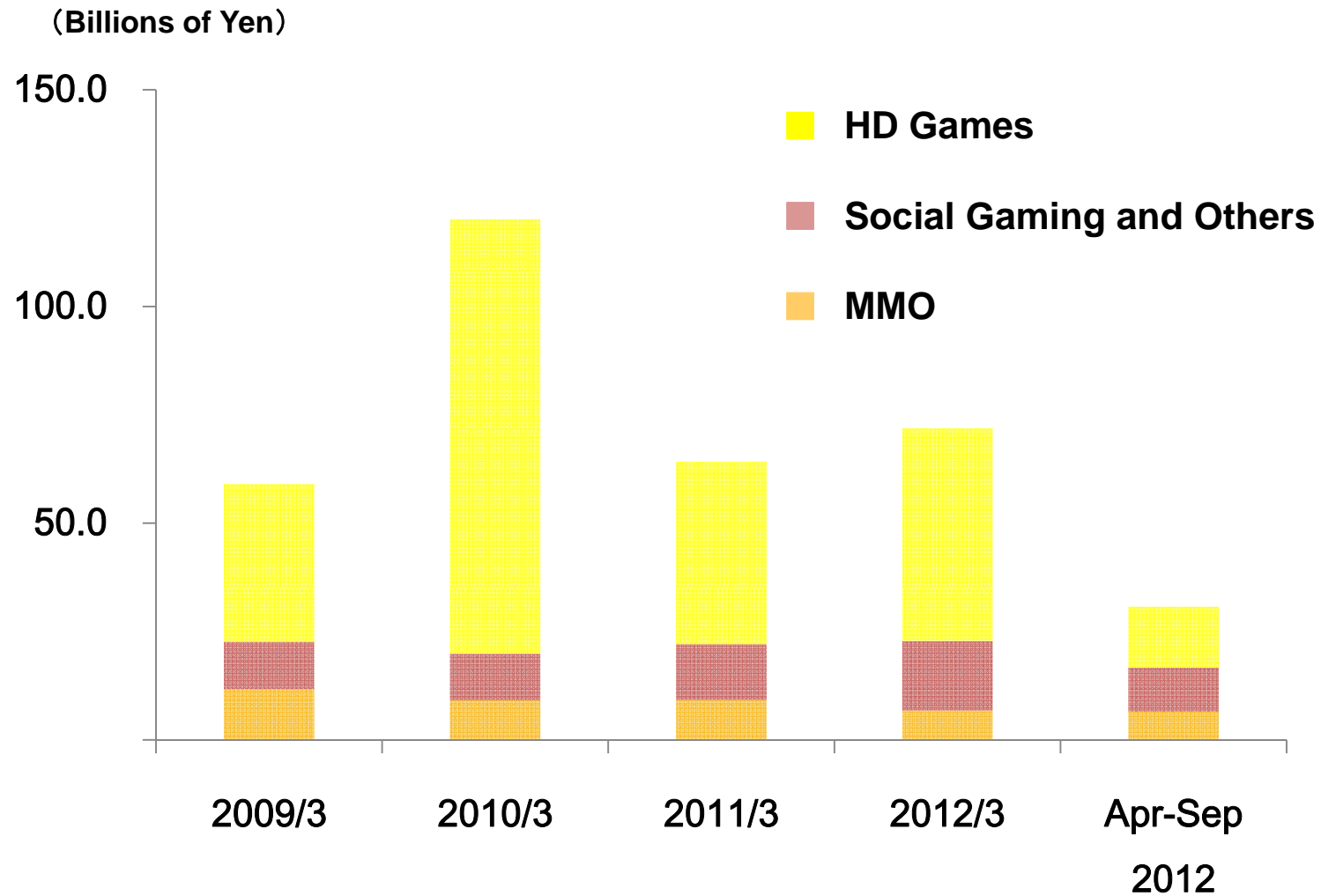
\*Based on the results forecasts announced on October 30, 2012.

# Operating Income by Business Segment



\*Based on the results forecasts announced on October 30, 2012.

# 1. Digital Entertainment—Net Sales Breakdown



# 1. Digital Entertainment—HD Games Lineup

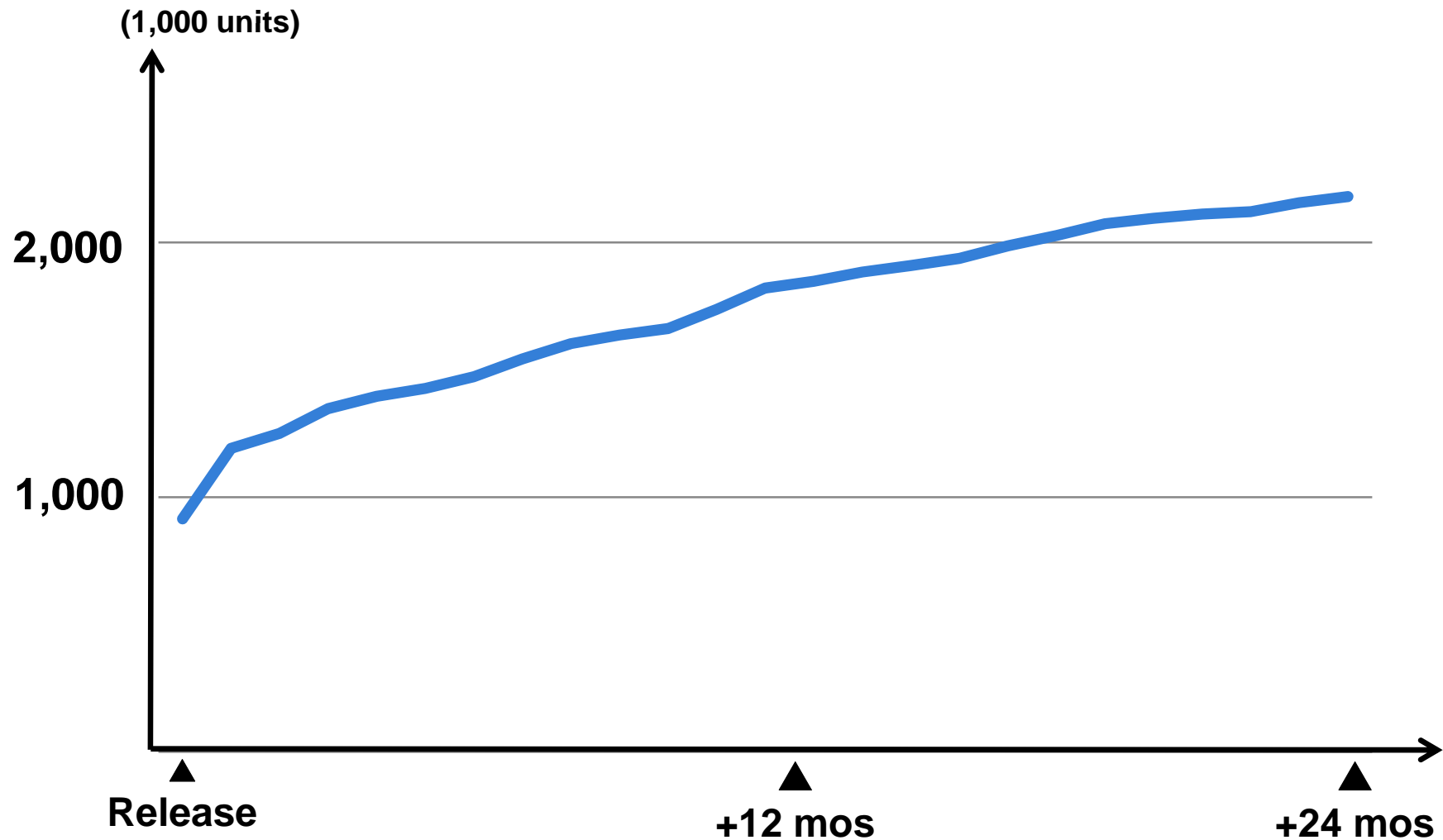
Title	Regions	Platforms	Release Date (scheduled)	Units Shipped (1,000 units)
DRAGON QUEST MONSTERS TERRY NO WANDERLAND 3D	JP	3DS	May 31	900
HEROS OF RUIN	NA, EU	3DS	June 15 (EU) July 17 (NA)	130
THEATRYTHM FINAL FANTASY	NA, EU	3DS	July 3 (NA), July 6 (EU) (JP: Feb. 2012)	150
KINGDOM HEARTS 3D [Dream Drop Distance]	NA, EU	3DS	July 20 (EU), July 31 (NA) (JP: Mar. 2012)	650
DRAGON QUEST X	JP	Wii	August 2	700
SLEEPING DOGS	JP, NA, EU	PS3/Xbox360/PC	August 14 (NA) August 17 (EU) September 27 (JP)	1,510
FINAL FANTASY III	JP	PSP	September 20 (JP)	80
BRAVELY DEFAULT	JP	3DS	October 11	
HITMAN ABSOLUTION	JP, NA, EU	PS3/Xbox360/PC	November 20 (NA, EU) January 24, 2013 (JP)	
CALL OF DUTY BLACK OPS 2	JP	PS3/Xbox360/PC	November 22 (Subbed Ver.) December 20 (Dubbed Ver.)	
CALL OF DUTY BLACK OPS: DECLASSIFIED	JP	PSVita	December 20	
DRAGON QUEST VII	JP	3DS	February 7, 2013	
TOMB RAIDER	JP, NA, EU	PS3/Xbox360/PC	March 5, 2013 (NA, EU) 2013 (JP)	

Units Shipped By Region	Japan	North America	Europe	Others	Total
	2,400	2,120	1,600	70	6,190

# 1. Digital Entertainment—HD Games

(The feature of the sales trend in Europe and N.America markets)

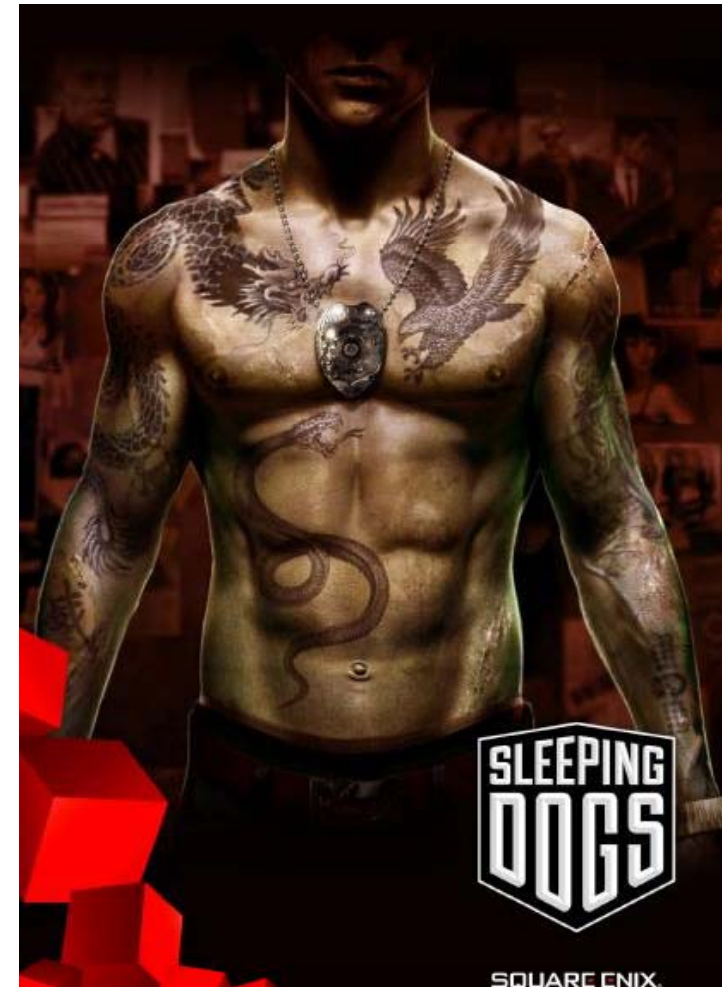
EX) JUST CAUSE 2's growth pattern



# 1. Digital Entertainment—HD Games

## New IP: SLEEPING DOGS

- Part of our Own-IP Strategy
  - Highly-acclaimed New IP
  - Top-class sales among New IP titles\*
  - Consecutive releases of PDLCs



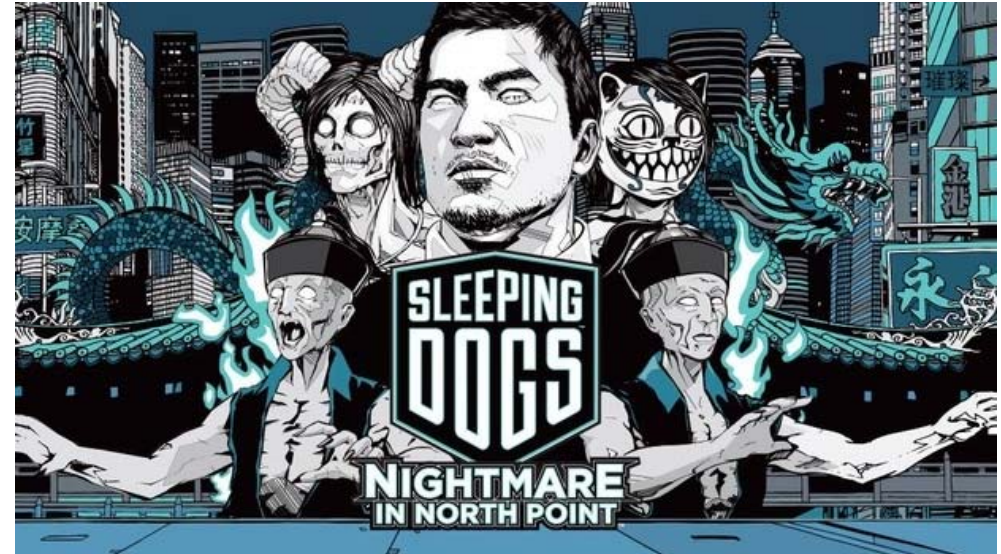
\*NPD: North American during the last 1 year



# 1. Digital Entertainment—HD Games

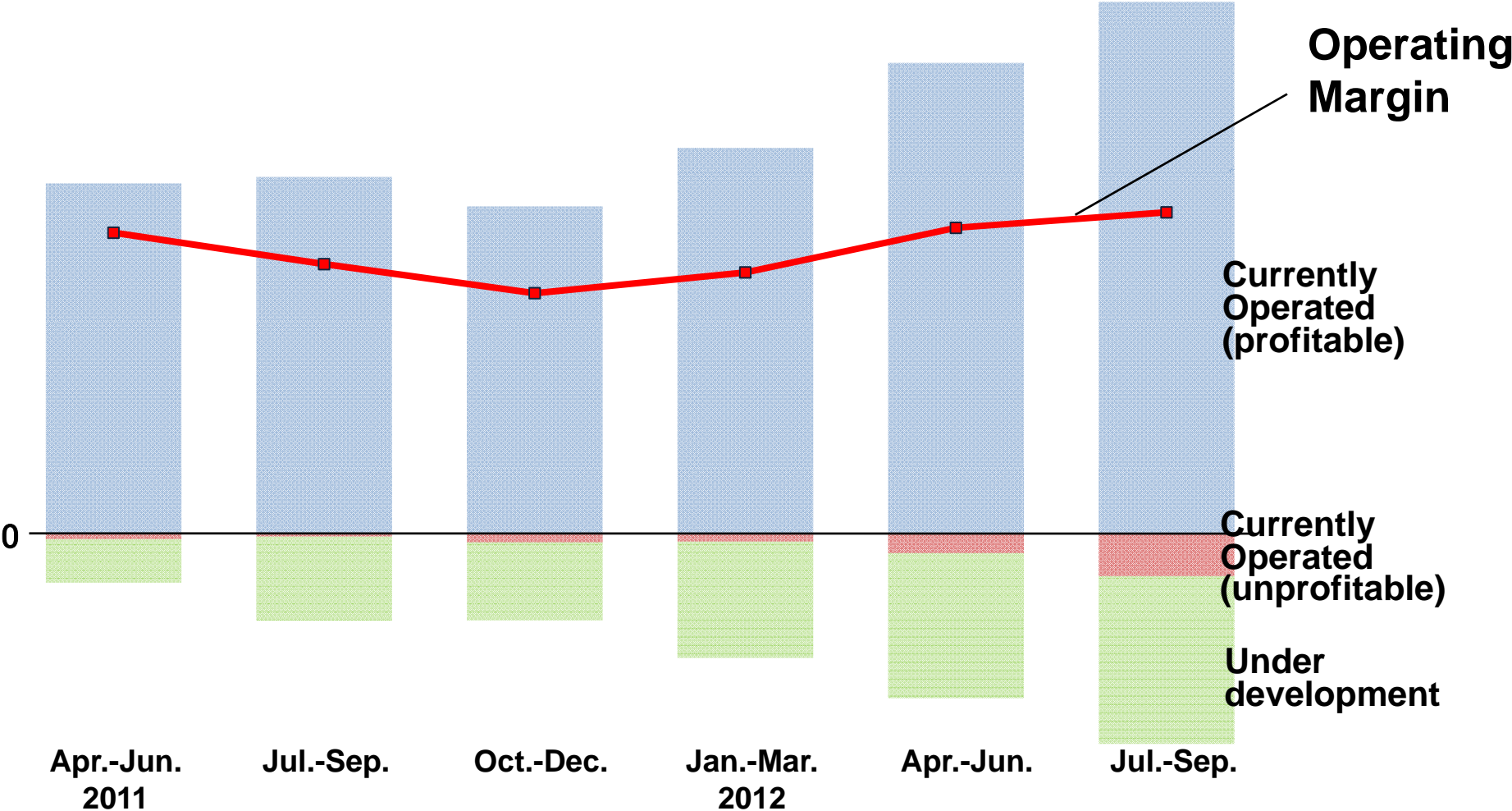
## A major DLC : Nightmare in North Point

- The title's first campaign DLC
- A horror-themed game mode
- Attracted high media attention
- Released on 10/30/2012 (in NA and EU; JP to be announced)



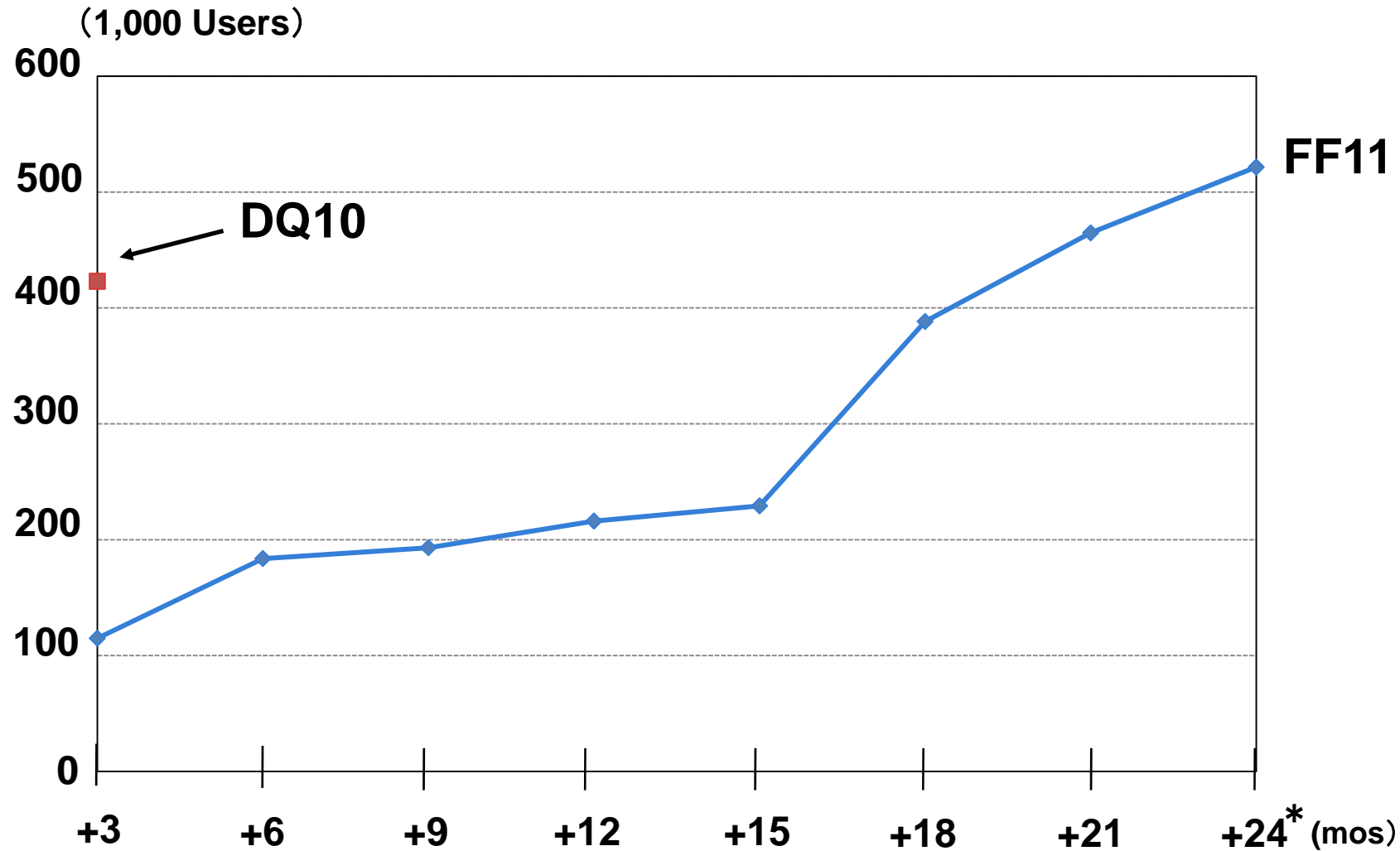
# 1. Digital Entertainment – Social Gaming and Others

## Operating Margin



# 1. Digital Entertainment – MMO

## Comparison of Payment Registrants



(\* Number of months from the release date)

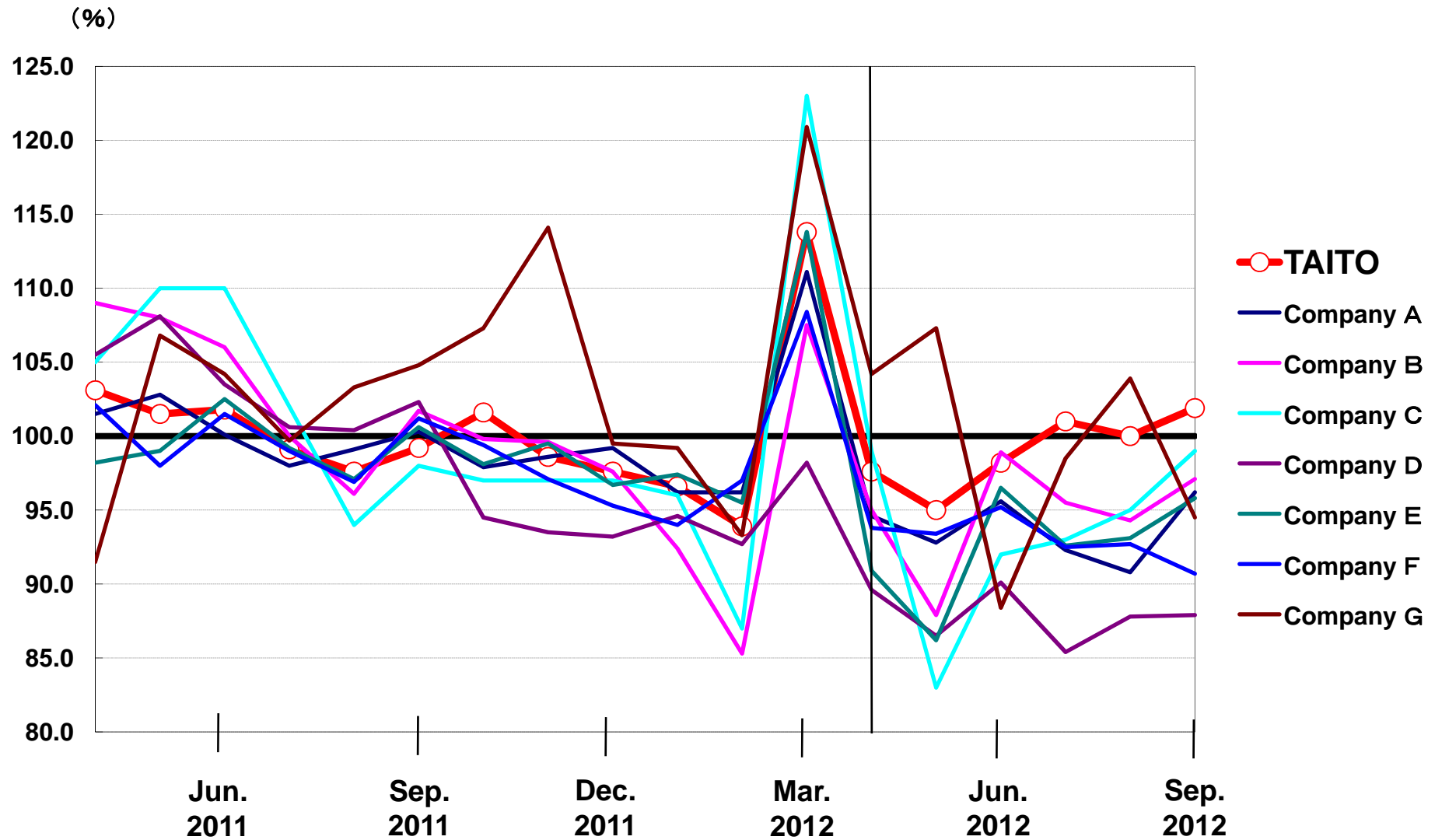
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## 2. Amusement—GYROZETTER

### Movie

<http://www.hd.square-enix.com/jpn/news/movie/20121006.mp4>

## 2. Amusement – Comparable-store Sales (Y-on-Y rate)



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# Appendix

# Digital Entertainment—HD Games

## Units Sold by Region

(Millions of Units Sold)

Region	2009/3	2010/3	2011/3	2012/3	2013/3 (Forecast)
Japan	5.19	11.70	6.49	5.58	3.90
N. America	3.96	7.59	4.74	6.74	7.60
Europe	2.38	7.20	5.43	5.11	7.30
Asia, etc.	0.08	0.17	0.19	0.23	
<b>Total</b>	<b>11.61</b>	<b>26.66</b>	<b>16.85</b>	<b>17.66</b>	<b>18.80</b>
					(Billions of Yen)
(For reference) Net Sales	36.4	100.2	42.1	49.0	-

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