

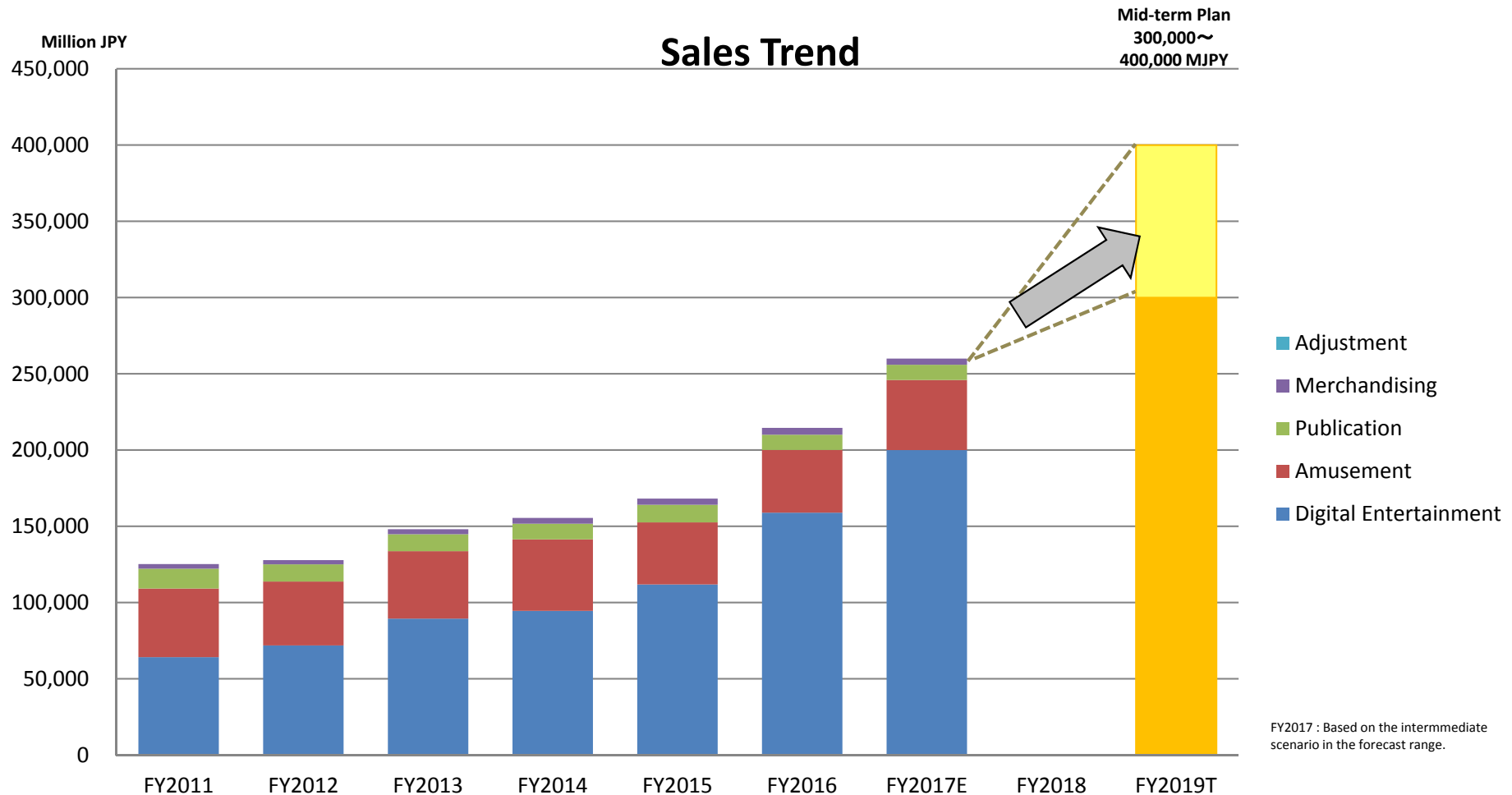
SQUARE ENIX HOLDINGS CO., LTD.

U.K. Road Show Material

February 2017

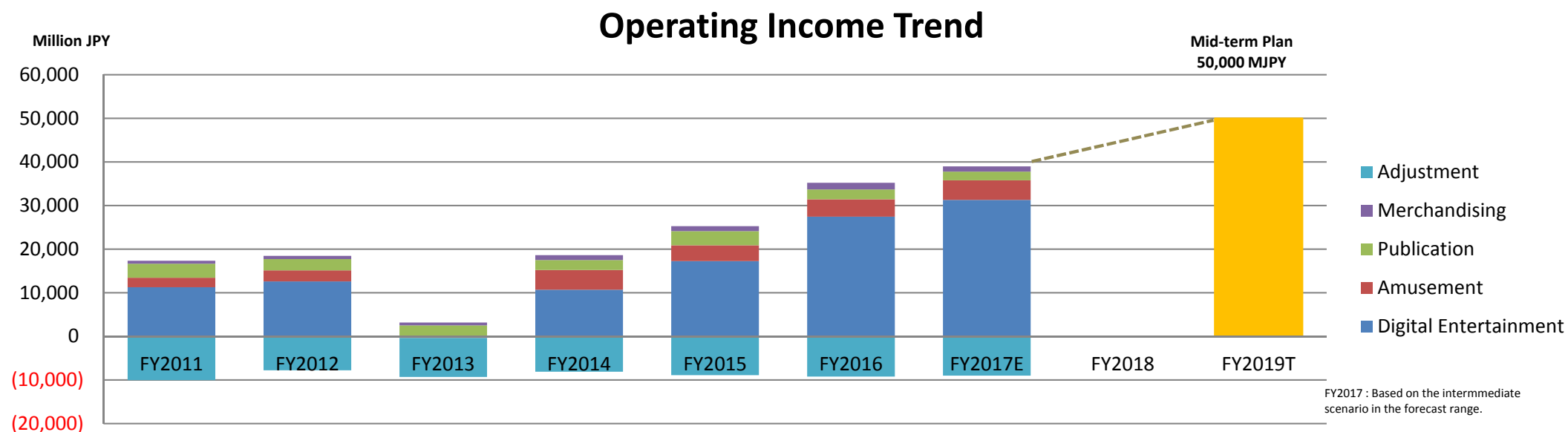
Sales Trend and Mid-term Plan

Expecting sales increase over 6 consecutive years through high growth in the Digital Entertainment (DE) segment, which is the key driver for achieving the mid-term goal.

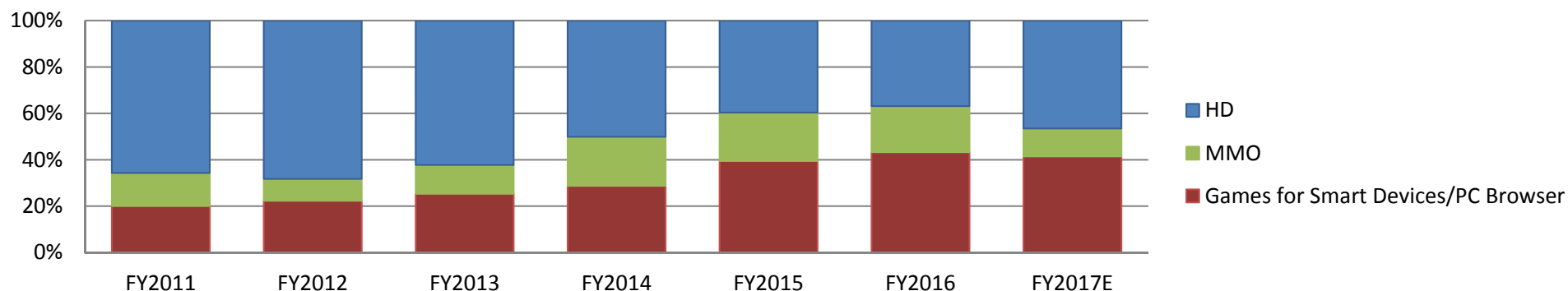


Profit Trend and Mid-term Plan

On top of stable profit base of MMO and Games for Smart Devices and PC Browser segments, improvement of DE profitability is crucial.



Sales Composition Trend by DE Sub Segment



Strategies to Achieve the Mid-term Plan.

1. Digital Sales Enhancement

2. Multi Platform Utilisation

3. Geographical Expansion

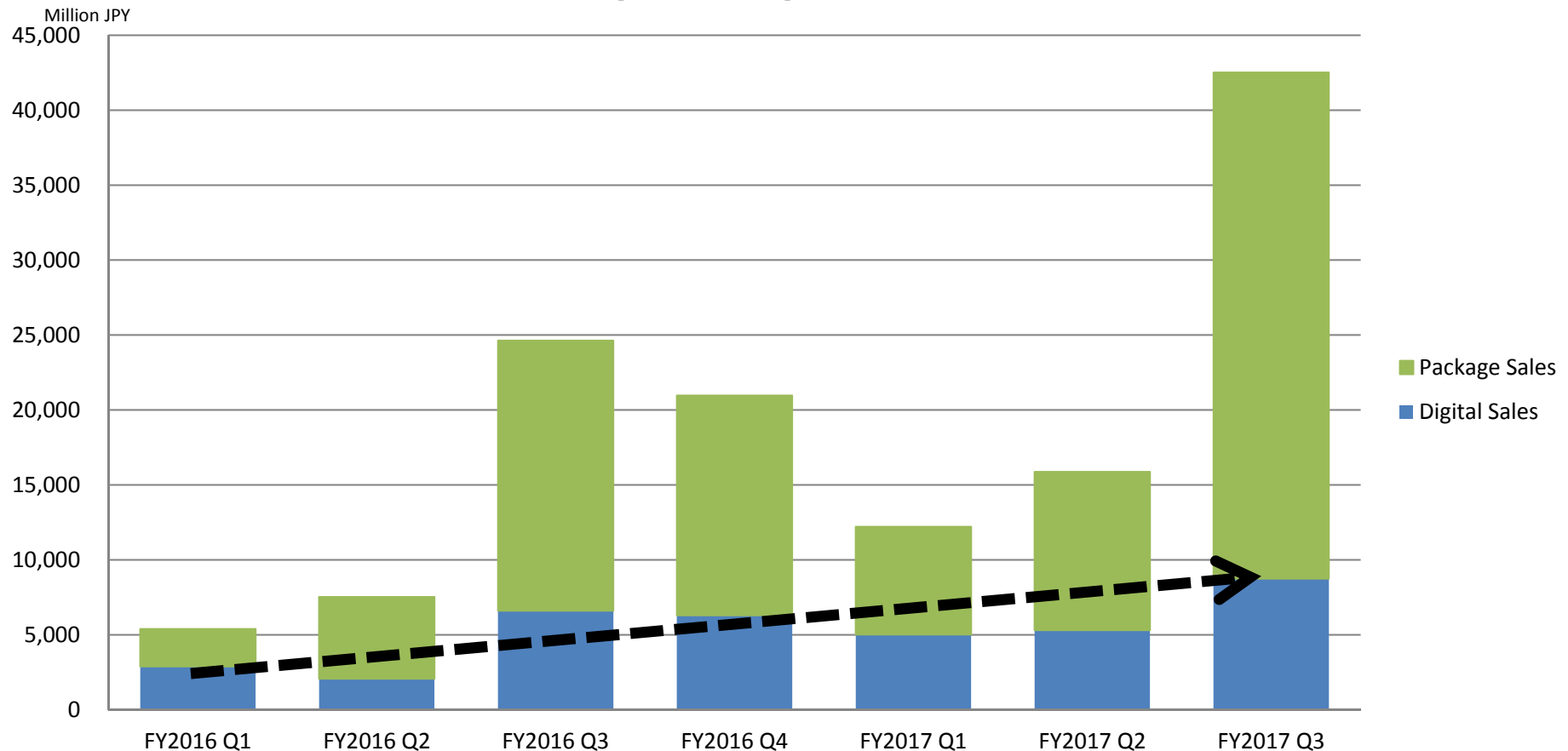
1. Digital Sales Enhancement

- Establish SQEX digital sales global website
 - Cross-border/platform sales channel
 - Long tail revenue stream
- Create library of catalogue titles, and eliminate backward compatibility issue

1. Digital Sales Enhancement

Digital sales are growing through strong library of catalogue titles and long tail sales.
Aim at further growth with introducing additional PDLC and effective digital marketing.

HD Segment Digital Sales Trend



2. Multi Platform Utilisation

- Access to a broader customer base
- Long tail sales
- Extensive IP utilisation in multi segments

2. Multi Platform Utilisation

Access to broader a customer base by multi platform utilisation.
Create an environment in which our games are playable anytime, anywhere.



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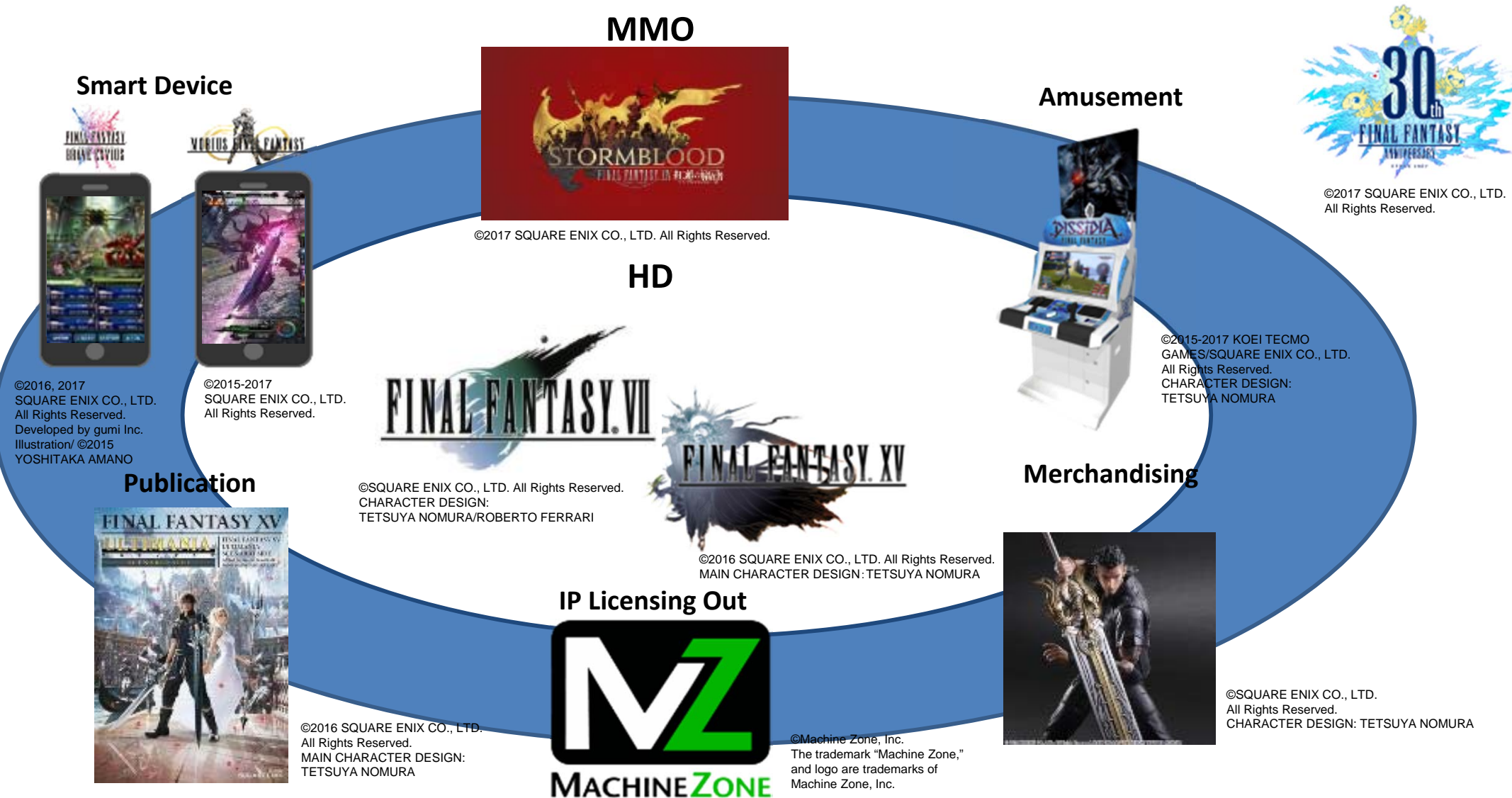
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2. Multi Platform Utilisation

Fully enhance IPs originated in HD games into multi segments to maximize IP value.



3. Geographical Expansion

- Expansion of mobile games to overseas market
- Exploitation of emerging game markets

3. Geographical Expansion

Effectively utilise both of self publishing and IP licensing to local partners, to reach out the global mobile game market.

Global Market (excl. China)

Self Publishing



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China Market

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3. Geographical Expansion

Participated the India Gaming Show 2017 with HD game-focused lineup.
Planning business expansion to emerging game markets including India.



✂Exhibition Titles

- Final Fantasy XV
- HITMAN
- NieR : Automata
- Rise of The Tomb Raider
- SQEX Game Title Movies



Ref: HD Segment Pipeline

Established a robust pipeline from which 1-2 blockbuster titles as well as multiple mid-size titles are constantly launched every year.

FY2017



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FY2018 and beyond



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To be released in 2017



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To be released on 13th July 2017



To be released in 2017

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Ref : MMO Segment Pipeline

Expansion disks for FINAL FANTASY XIV and DRAGON QUEST X, our major MMO titles, will be launched in FY2018/3.

Enhance paying user base and drive expansion disc sales

To be launched on 20th June 2017



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To be launched in FY2018/3



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Ref: Games for Smart Devices/PC Browser Lineup

New titles launched in the second half of FY2017/3 are performing well on top of strong performance of existing major titles. New titles will be launched consecutively.

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Oct 2015



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Feb 2017



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Apr 2014



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Nov 2014



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Jun 2015



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Sep 2015



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Dec 2016



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