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# Results Briefing Session

First Quarter of the Fiscal Year  
Ending March 31, 2010

**SQUARE ENIX®**

August 7, 2009

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:

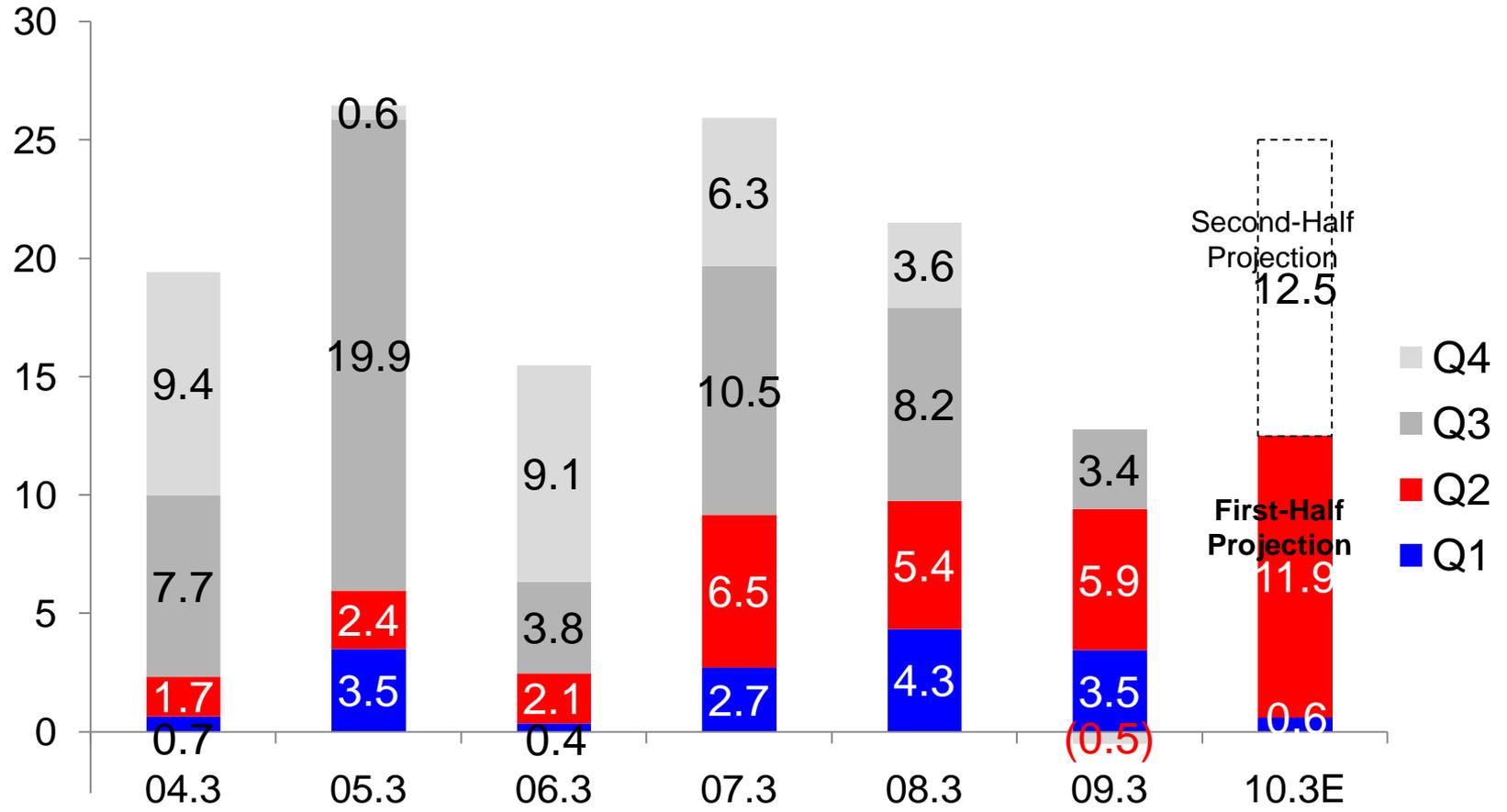
1. changes in economic conditions affecting our operations;
2. fluctuations in currency exchange rates, particularly with respect to the value of the Japanese yen, the U.S. dollar and the Euro;
3. SQUARE ENIX GROUP's ability to continue to win acceptance of our products and services, which are offered 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.

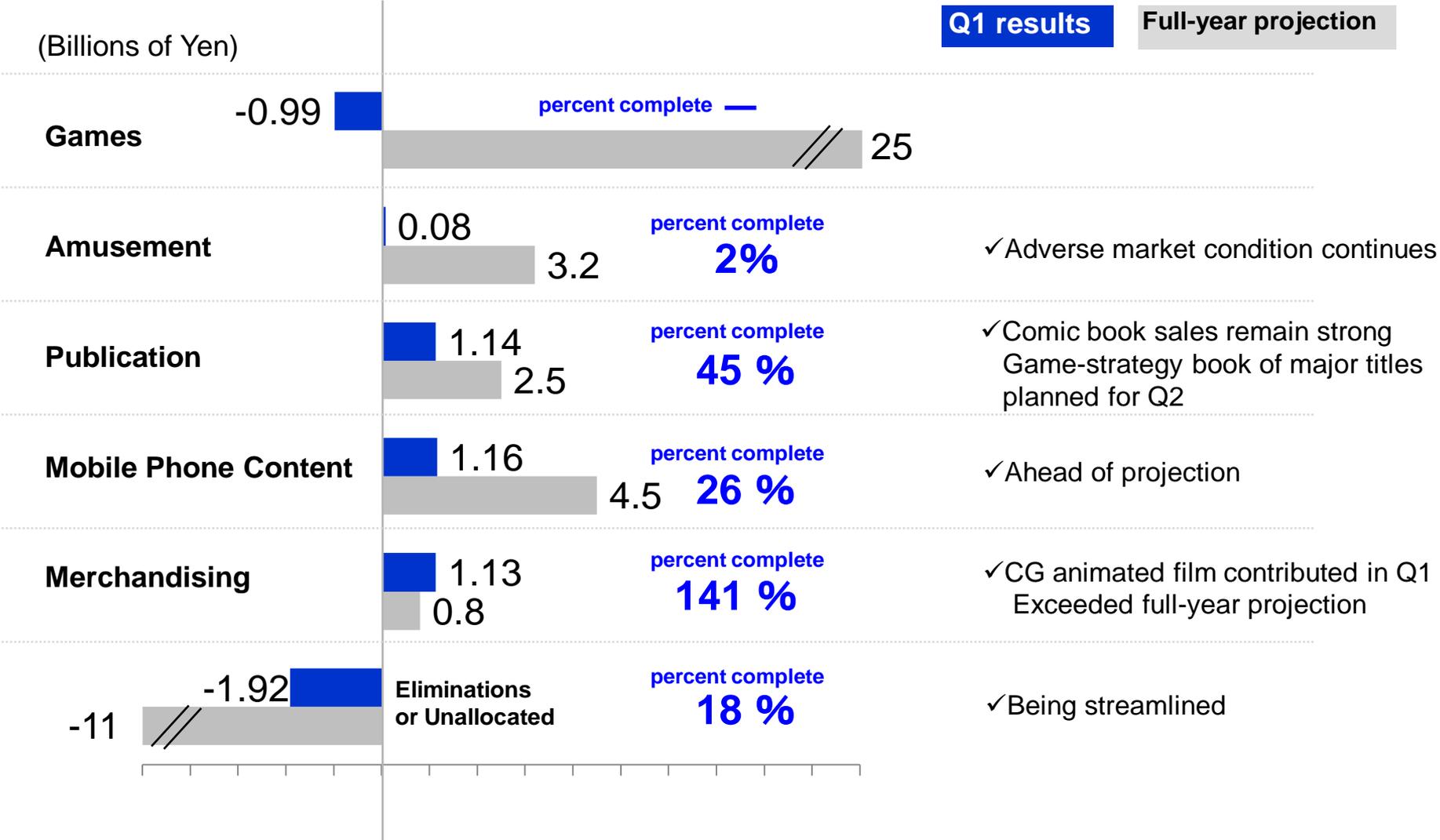
The financial information presented in this document is prepared according to generally accepted accounting principles in Japan.

# Continuous Progress in Operating Income

Operating Income by Quarter (Billions of Yen)



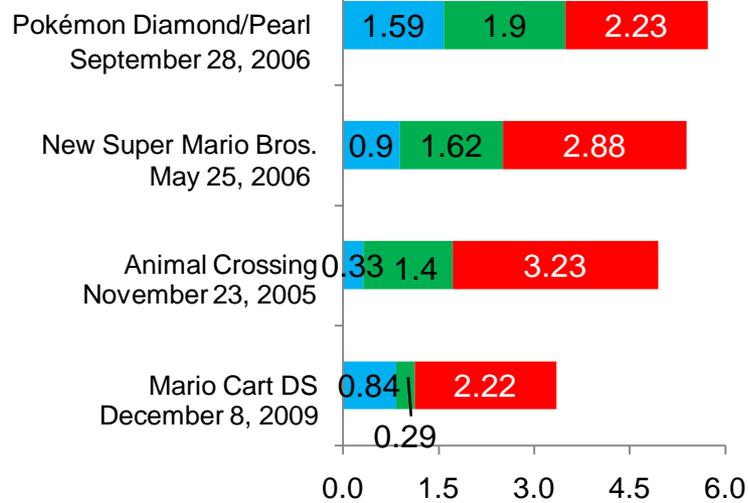
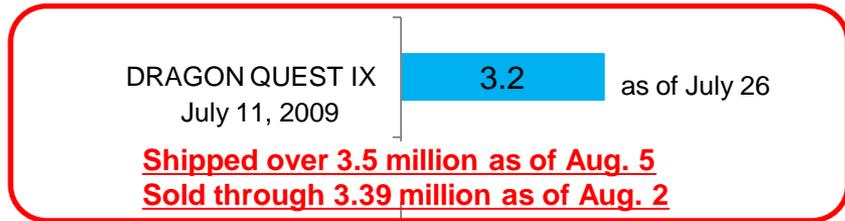
# Q1 Results and Full-year Projections of Operating Income by Segment



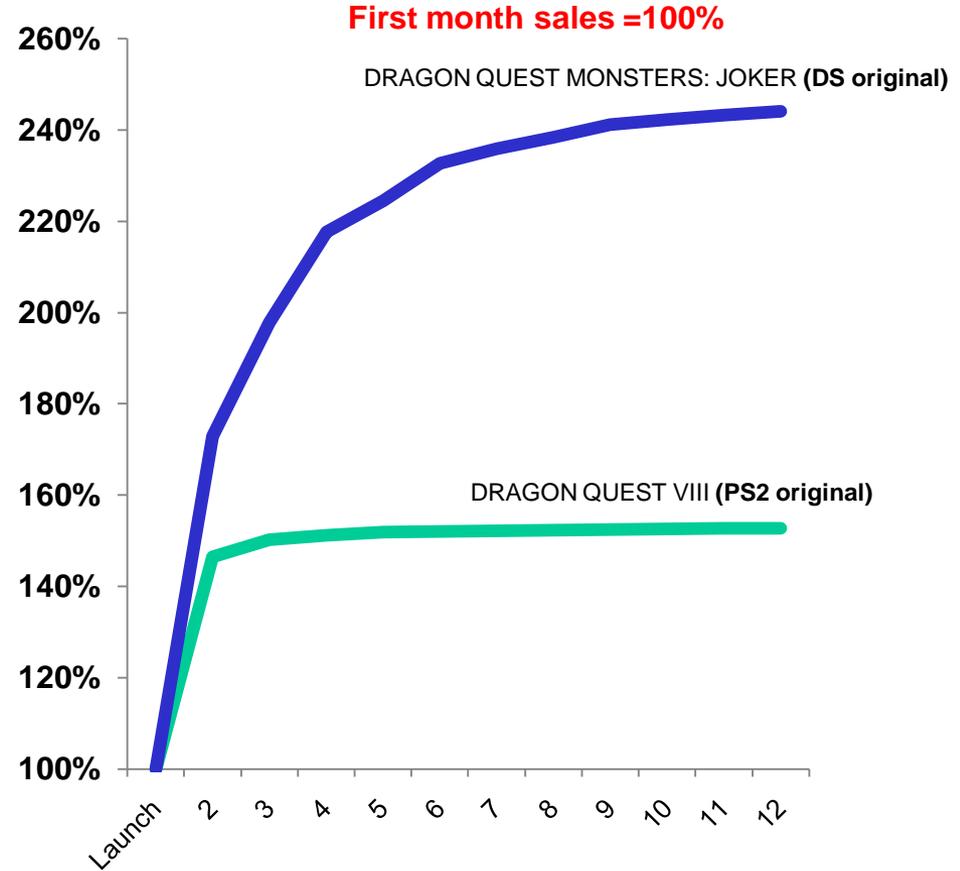
# DRAGON QUEST IX Made a Solid Start

## Analysis of multi-million DS titles (Sell-through)

(Million units)



## Sales patterns of PS2 and DS titles



Source: SQUARE ENIX for Shipment figure for DRAGON QUEST IX, Enterbrain, Inc for sales data as of Aug. 2, Media Create Co., Ltd. for other data

# Q2 Title Lineup

(As of August 7, 2009)

Title	Region	Platform	Release date
<b>DRAGON QUEST IX</b>	Japan	DS	July 11
<b>BATMAN: ARKHAM ASYLUM</b>	North America, Europe	PS3/Xbox360/PC	Aug. 25 (NA) Aug. 28 (E)
<b>DISSIDIA FINAL FANTASY</b>	North America, Europe	PSP	Aug. 25 (NA) Sep. 4 (E)

*Note: CRISIS CORE FINAL FANTASY VII (PSP): 840 thousand units in Japan, 770 thousand units in North America, 550 thousand units in Europe, 2.16 million units shipped in total*

<b>KINGDOM HEARTS 358/2 Days</b>	North America	DS	September 29
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*Note: KINGDOM HEARTS Chain of Memories (GBA): 410 thousand units in Japan, 940 thousand units in North America, 200 thousand units in Europe, 1.55 million units shipped in total*

<b>MINI NINJAS</b>	North America, Europe	PS3/Xbox360/PC/ Wii/DS	September
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The figures in the notes are as of June 30, 2009

# Unit Sales

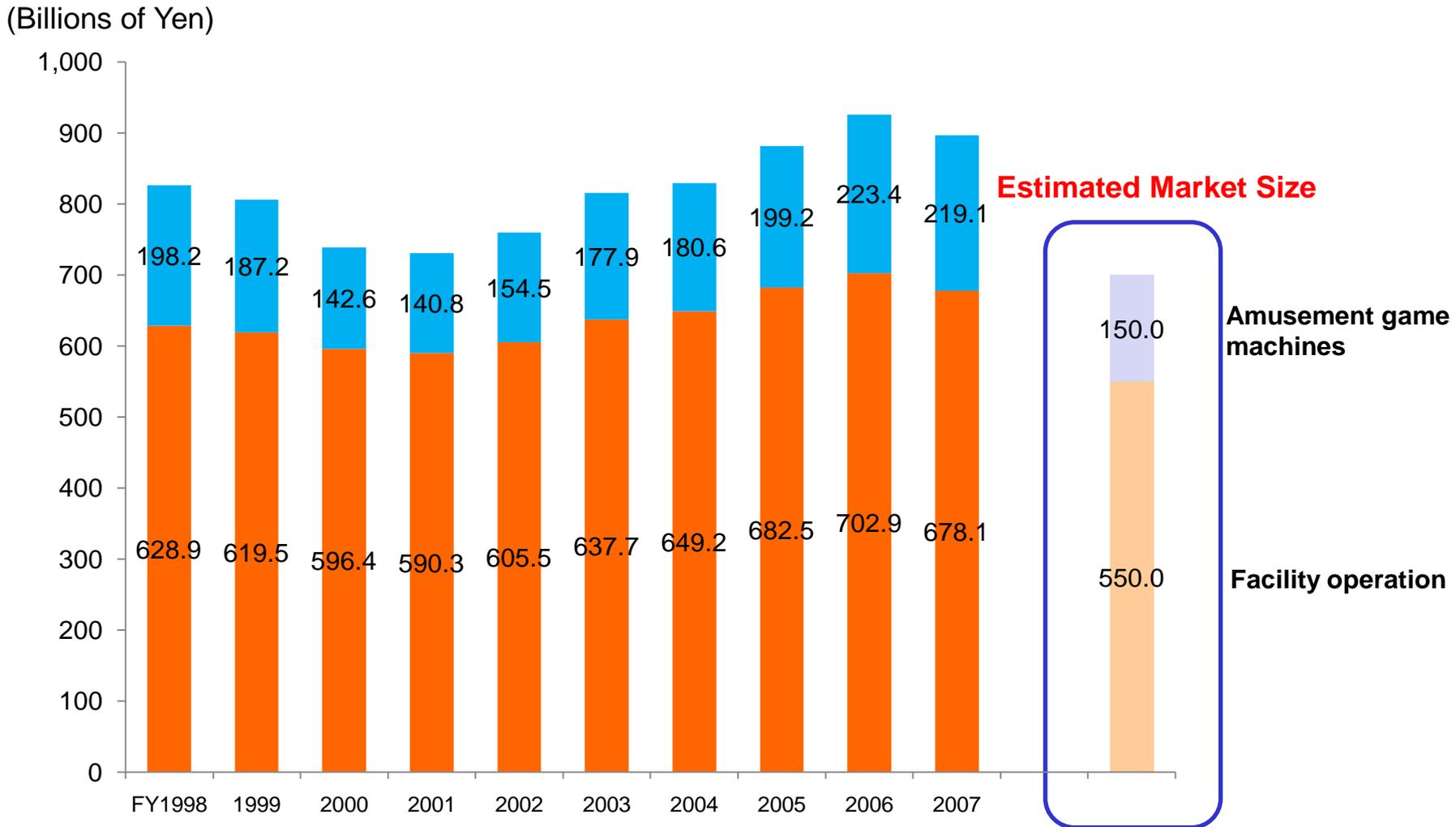
## - Three-months Ended June 30, 2009

(Thousand units)	2008.3 Q1	2009.3 Q1	2010.3 Q1	(reference) 2010.3 full-year projections
Japan	1,590	370	920	13,000
North America	670	570	400	6,000
Europe	980	760	580	7,000

- ✓ KINGDOM HEARTS 358/2 has been contributing to sales with +490 thousand units shipped since the release in May in Japan
- ✓ Stable and favorable results for repeated orders of SQUARE ENIX titles
- ✓ Other titles have been performing as planned

# Transitional Change in Market Size

## - Facility Operation and Amusement Game Machines

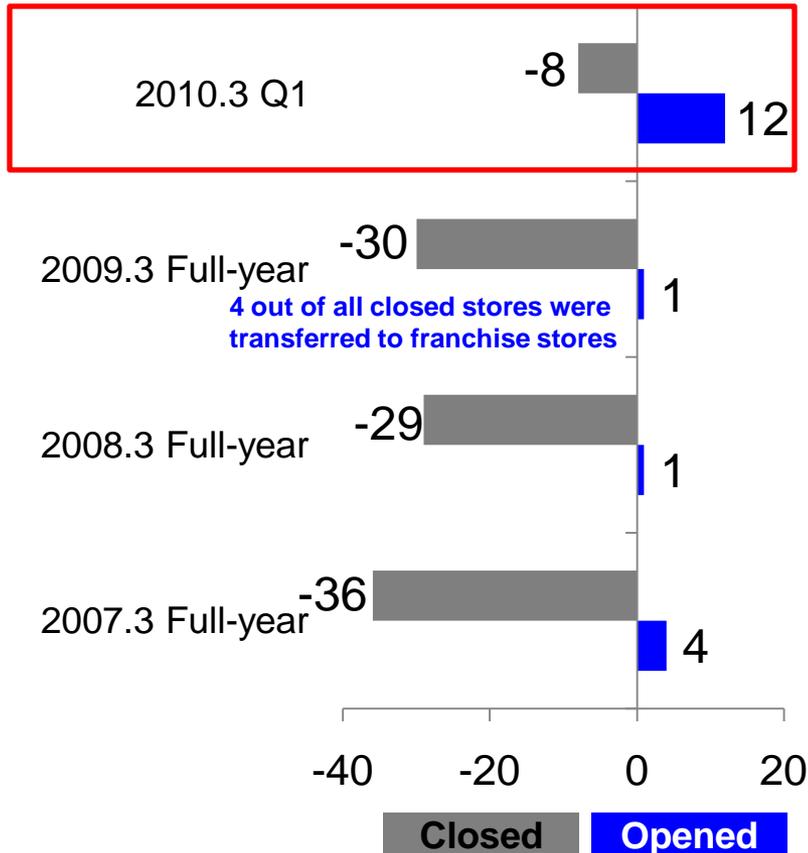


Note: FY2007 refers to fiscal year ended March 31, 2008

# Ongoing Restructuring Efforts in Amusement Business

## Facility operation

- Regenerating captive game arcades -



## Amusement game machines

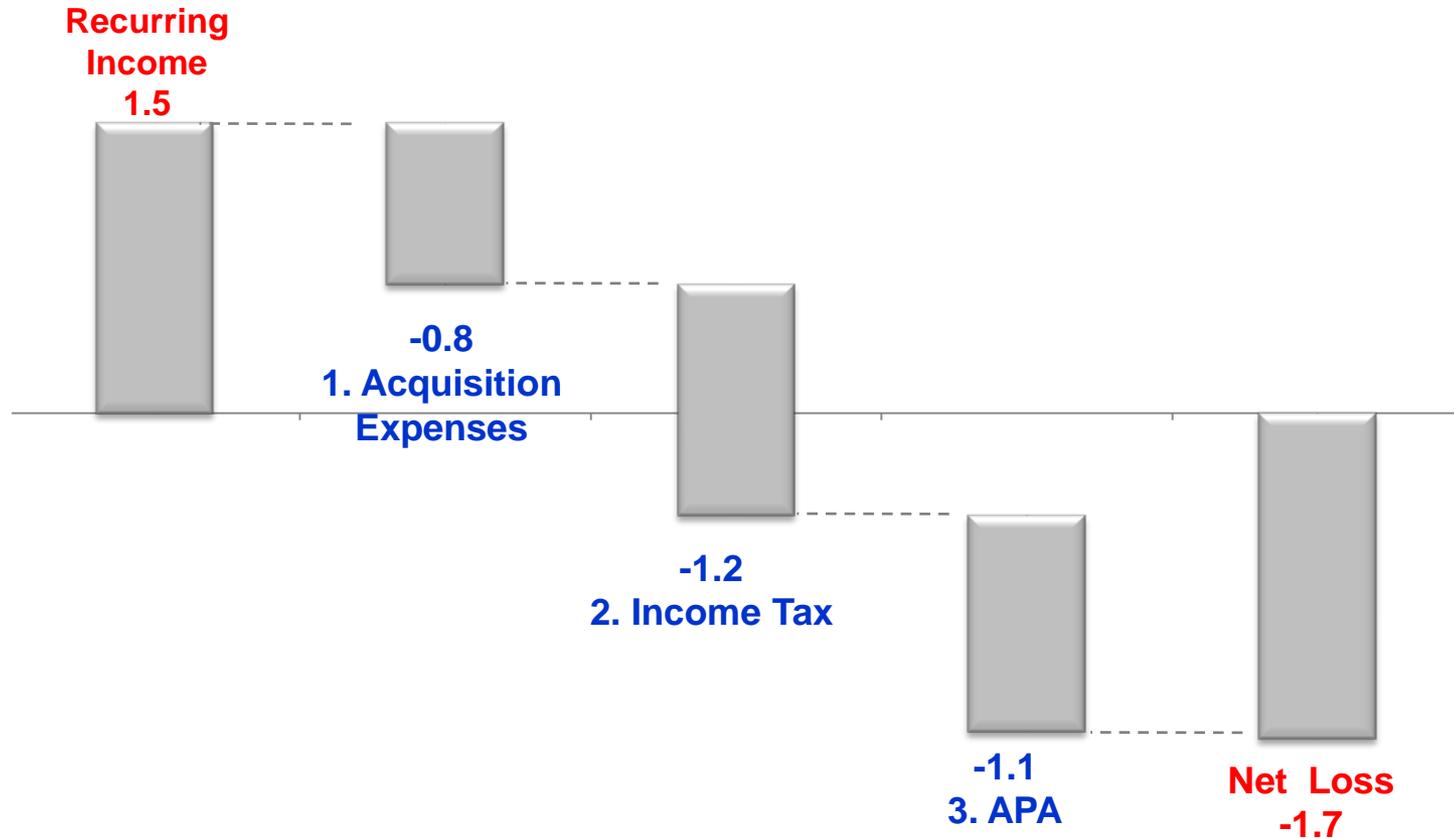
- Innovation and development of a new concept-

✓ Develop low-priced and space-saving machines

✓ Enhance overseas sales primarily in Asia

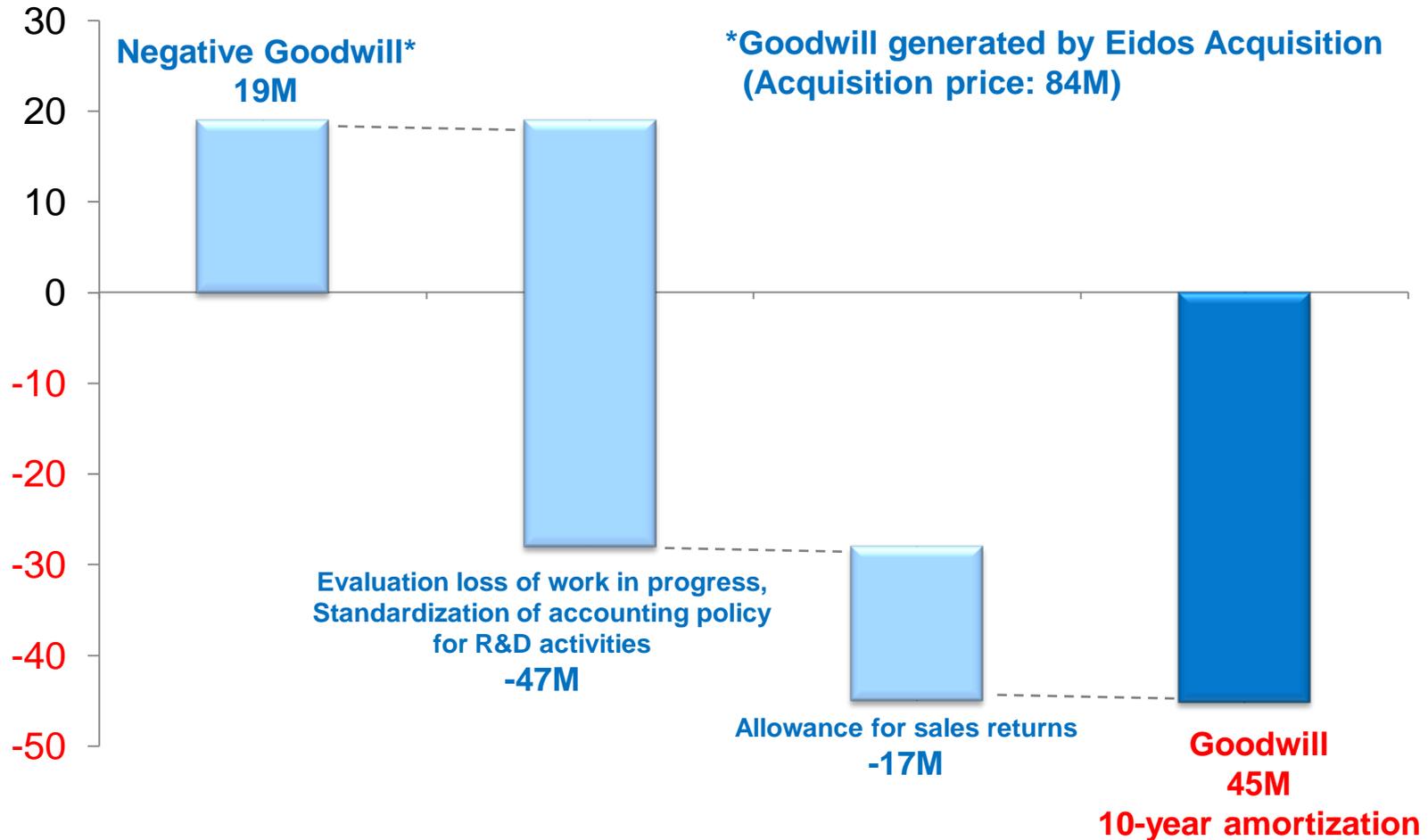
# Special Factors for Q1 Results

(Billions of Yen)



# Goodwill Related to Eidos Acquisition

(Millions of Pounds)

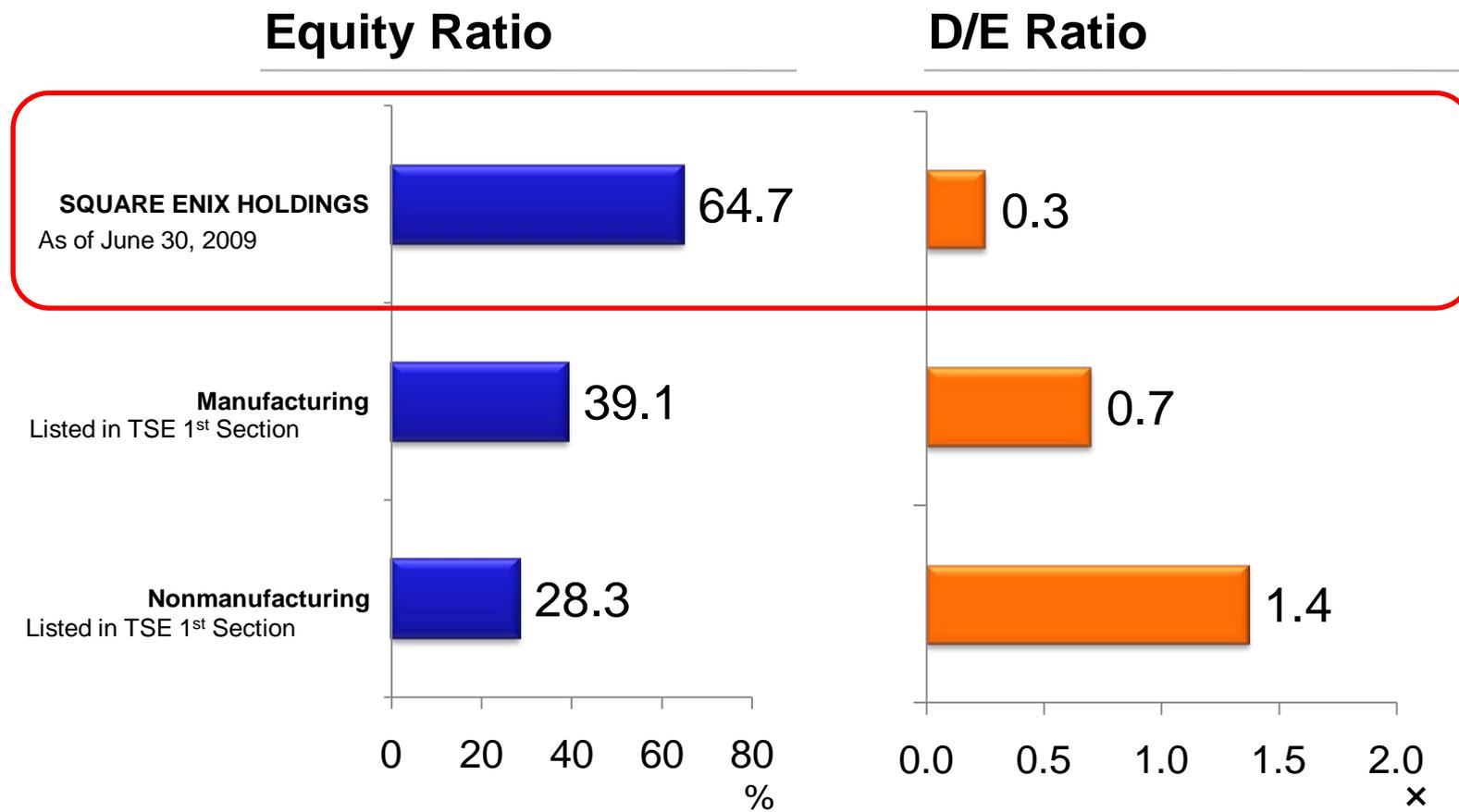


# Significant Progress in Eidos Integration

(Acquisition concluded on April 22, 2009)

- ✓ **Structural integration completes within 2009**
  - Sales and marketing units in North America and Europe have been fully integrated.
  - Headquarters in UK will be integrated.
  
- ✓ **Intercommunications between creators have started.**

# No Adverse Affect by Eidos Acquisition on Financial Strength for Continuous Growth



Source: Daiwa Securities Co.Ltd. for Manufacturer and Nonmanufacturer data as of August 4, 2009.

# Reference: Consolidated Projections

Full-Year

Millions of Yen

	Fiscal Year ended March 31, 2009		Fiscal Year ending March 31, 2010		Change
		%		%	
Net Sales	135,693	100%	180,000	100%	44,307
Operating Income	12,277	9%	25,000	14%	12,723
Ordinary Income	11,261	8%	25,000	14%	13,739
Net Income	6,333	5%	15,000	8%	8,667
Depreciation and Amortization	6,978	-	11,000	-	4,022
Capital Expenditure	13,131	-	10,500	-	(2,631)

First-Half Year ending September 30, 2009

Millions of Yen

	Fiscal Year ended March 31, 2009		Fiscal Year ending March 31, 2010		Change
		%		%	
Net Sales	67,974	100%	90,000	100%	22,026
Operating Income	9,396	14%	12,500	14%	3,104
Ordinary Income	9,704	14%	12,500	14%	2,796
Net Income	6,054	9%	7,500	8%	1,446

# Reference: Consolidated Full-Year Projections by Segment

## 1. Projections for the Fiscal Year ending March 31, 2010

Billions of Yen

	Games	Amusement	Publication	Mobile Phone Content	Merchandising	Eliminations or unallocated	Total
Net Sales	93.0	60.0	12.0	11.0	4.0	-	180.0
Operating Income	25.0	3.2	2.5	4.5	0.8	(11.0)	25.0
Operating Margin	26.9%	5.3%	20.8%	40.9%	20.0%	-	13.9%

Exchange rate:USD1=JPY90.00, EUR1=JPY120.00

## 2. Results for the Fiscal Year ended March 31, 2009 (unaudited proforma calculation)

Billions of Yen

	Games	Amusement	Publication	Mobile Phone Content	Merchandising	Eliminations or unallocated	Total
Net Sales	48.9	59.5	13.0	11.0	3.5	(0.0)	135.7
Operating Income	6.7	2.7	3.5	4.2	0.8	(5.7)	12.3
Operating Margin	13.7%	4.6%	27.3%	38.1%	23.0%	-	9.0%

## 3. Change (1 – 2)

Billions of Yen

	Games	Amusement	Publication	Mobile Phone Content	Merchandising	Eliminations or unallocated	Total
Net Sales	44.1	0.5	(1.0)	-	0.5	0.0	44.3
Operating Income	18.3	0.5	(1.0)	0.3	-	(5.3)	12.7

# Reference: Unit Sales Projections

Unit Sales: Million

