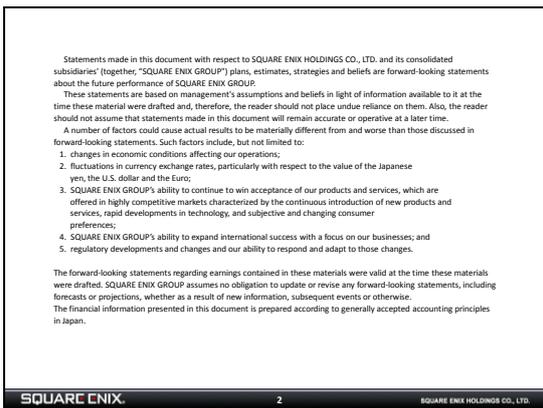


We would now like to begin the Financial Results Briefing Session of SQUARE ENIX HOLDINGS (the “Company”) for the six-month period ended September 30, 2013.

Today’s presenters are:

Yosuke Matsuda  
President and Representative Director  
and  
Kazuharu Watanabe  
Chief Financial Officer.

First, Matsuda will give a summary overview of the Company’s financial results for the six-month period ended September 30, 2013, and then explain the Company’s business strategy.



Good afternoon. I’m Yosuke Matsuda. I would like to explain the outline of the Company’s financial results for the six-month period ended September 30 2013, as well as our future business strategy. The earnings Briefings will be used during the explanation.

Financial Results(Consolidated) Six-Month Period Ended September 30, 2013					
(Billions of Yen)					
	Apr-Sep 2012		Apr-Sep 2013		% Change
		%		%	
Net Sales	61.1	100%	61.7	100%	1%
Operating Income	(5.2)	—	4.7	8%	—
Recurring Income	(6.3)	—	5.7	9%	—
Net Income	(5.5)	—	2.6	4%	—

	Apr-Sep 2012		Apr-Sep 2013		Change
		%		%	
Depreciation and Amortization	3.0	—	2.9	—	(0.1)
Capital Expenditure	8.8	—	2.5	—	(6.3)

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For the six-month period ended September 30 2013, we recorded net sales of ¥61,664 million, operating income of ¥4,675 million, recurring income of ¥5,669 million and net income of ¥2,606 million.

These results are identical to the revised financial forecast disclosed yesterday.

While no major HD games developed by the Company went on sale during the first half of this fiscal year, "*FINAL FANTASY XIV: A REALM REBORN*" ("*FFXIV*") was launched on August 27 and sales have been going strong, as will be explained in more detail later. The number of subscribers has already exceeded the peak of "*FINAL FANTASY XI*" ("*FFXI*") and we have very high expectations for the game going into the future. The game's results for the first half of this fiscal year are only inclusive up to September, therefore we have high expectations for contributions by subscription fee revenues that will start to be generated in October and into the second half of this fiscal year.

Financial Results(Consolidated) by Segment for the Six-Month Period Ended September 30, 2013						
(Billions of Yen)						
<b>1. Results for the Six-Month Period Ended September 30, 2013</b>						
	Digital Entertainment	Amusement	Publication	Merchandising	Eliminations or unallocated	Total
Net Sales	30.6	25.0	4.6	1.6	(0.2)	61.7
Operating Income	3.5	3.7	1.0	0.4	(3.8)	4.7
Operating Margin	11.3%	14.9%	21.4%	21.7%	—	7.6%
<b>2. Results for the Six-Month Period Ended September 30, 2012</b>						
	Digital Entertainment	Amusement	Publication	Merchandising	Eliminations or unallocated	Total
Net Sales	30.7	23.1	5.5	1.7	(0.0)	61.1
Operating Income	(2.1)	(0.2)	1.2	0.4	(4.5)	(5.2)
Operating Margin	(6.8%)	(0.9%)	22.2%	21.0%	—	(8.6%)
<b>3. Change (1-2)</b>						
	Digital Entertainment	Amusement	Publication	Merchandising	Eliminations or unallocated	Total
Net Sales	(0.1)	1.9	(0.9)	(0.0)	(0.2)	0.6
Operating Income	5.5	3.9	(0.2)	0.0	0.7	9.9

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Please take a look at the business segment information on page 7 of the Earnings Briefing.

Net sales and operating income of each business segment is the following:

The Digital Entertainment of ¥30,636 million and ¥3,456 million, the Amusement of ¥25,003 million and ¥3,717 million, the Publication of ¥4,621 million and ¥990 million, and the Merchandising of ¥1,630 million and ¥354 million, respectively.

Excluding the Elimination or Unallocated adjustments, consolidated net sales were ¥61,664 million and operating income was ¥4,675 million.

The Amusement segment experienced a very difficult first half last year, however sales of amusement machines such as "*LORD OF VERMILION III*" and "*GUNSLINGER STRATOS*" were

favorable in the first half of this fiscal year. As for the operation of amusement facilities, the comparable store sales exceeded 100% compared to the same period in last year. Because of these improvements, the Amusement segment's performance has improved significantly.

The Publication segment's net sales slightly decreased on a year-on-year basis, while maintaining stable profitability. In addition to new titles, a TV animation series is also being planned and this segment will continue to generate steady earnings through promotion of TV animation series to be coupled with new title releases.

Other items are explained on page 5 of the Earnings Briefing. The operating income is as explained previously. Recurring income amounted to ¥5,669 million. This amount is a result of the ¥942 million exchange gain, due to a weaker yen, created by converting assets in foreign-currency.

With regards to extraordinary profits and losses, an extraordinary gain of ¥351 million was recorded for the acceptance of compensation due to the closure of one of our amusement facilities, because of a local area redevelopment project.

An extraordinary loss of ¥1,641 million occurred as a Loss on Evaluation of Content, which was already accounted for in the first quarter as a result of restructuring of our European-owned studios.

These factors resulted in Income before income taxes of ¥4,297 million, and Net Income of ¥2,606 million for the quarter.

Next, I would like to explain the balance sheet. Please take a look at page 3 of the Earnings Briefing.

Major revisions to titles during the previous fiscal year resulted in the content production account of ¥15.8 billion at the end of last year, but the balance increased to ¥25.4 billion at the end of the second quarter.

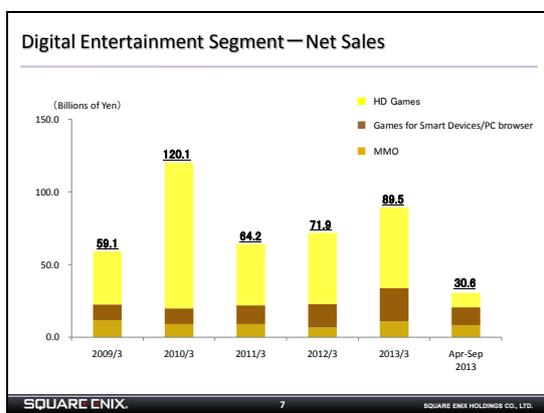
The breakdown of the content production account is split roughly 50-50 between Japan and overseas, but its nature is changing.

We have been putting more efforts into the production of online game titles in Europe and North America, which has changed the composition of the content production account. I believe that WIP turnover will increase over time. Taking this factor into consideration, we are tightening controls over the level of WIP balance.

There are no significant changes in other items since the end of the last fiscal year.

There is no major change in the cash and deposit balance, which was ¥104.8 billion at the end of the quarter.

The liabilities listed on page 4 of the Earnings Briefing have also not significantly changed since the end of the last fiscal year.



This graph shows historical sales and breakdown of the Digital Entertainment segment.

In the first half of this fiscal year, software sales of "FFXIV" and software sales of the PC version of "DRAGON QUEST X" are included in the MMOs. We expect subscription fees for "FFXIV" to make a significant contribution during the second half of this fiscal year.

**Current state of "FINAL FANTASY XIV: A REALM REBORN"**

- "FINAL FANTASY XIV: A REALM REBORN" was launched August 27, and achieved large sales.
 

		(Thousands of Units sold)
Disc sales	approx	1,100
Digital Download	approx	350
Total	approx	1,450 (As of September 30)
- Number of payment users broke through 600,000, already exceeded the peak of FFXI. (Most recent date)



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This slide shows the current progress of "FFXIV." The game was released on August 27, and has been maintaining a high level of sales since then.

Immediately after the launch, the game overheated in popularity, and we unfortunately had to implement restrictions such as limiting access to game servers and discontinuing online purchases of the game. However, the service is running much more smoothly now.

A total of 1.45 million units have been sold as of the end of September, and the number of paying users has already exceeded 600,000.

"FFXIV" has reached a level far beyond "FFXI" with 550,000 paying users at its peak.

We are working on adding and improving various content and services to increase this number even further.

I expect such efforts will make a large contribution to our earnings during this year, and beyond.

**Strategic Changes in the Digital Entertainment Business**

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As I just mentioned, factors such as favorable software sales of "FFXIV," the significantly improved performance of the Amusement business, and overall cost control efforts, resulted in an improvement in our performance exceeding our initial plan.

During the second half of this fiscal year, various titles from both inside and outside Japan will be released as new endeavors along with major titles for conventional game consoles.

### Strategic Changes in the Digital Entertainment Business

- The overseas studios shift to and focus on production of online-based titles
- The domestic studios accelerate the production of titles for smart devices
- Expand overseas activities, primarily in Asia

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As I mentioned previously, our overseas studios are shifting their focus to include more online-based titles. While we are continuing our development of sellout-type flagship HD (high-definition) games for conventional game consoles, we will be transitioning to developing more online games as a major trend of our business.

Studios in Japan are continuing to work on developing flagship HD (high-definition) game titles for consoles such as "FINAL FANTASY XV" and "KINGDOM HEARTS III," which have already been announced at E3. On the other hand, these studios are also working on new content for smart devices.

We will produce results from such efforts from this time forward.

Lastly, I would like to mention overseas business developments in the Asia region.

Since there is an extremely strong affinity for content produced in Japan in areas such as China, South Korea and Southeast Asian countries, we are strongly supporting the rollout to these regions of games for smart devices that are well received in Japan.

In addition, we are looking to carry out development in overseas locations.

### Production of online-based titles

Shift to online-type titles

→ Transform the fixed-price model into variable earnings models

An Example: [Nosgoth](#) (Under development)



NOSGOTH™ © 2013 SQUARE ENIX™, LTD. All Rights reserved.

An F2P-type battle action game for PCs

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It has been reported on some websites that the first title to be released as a part of the hither-to mentioned online games to be produced for North American and European markets will be "NOSGOTH", which is currently in the closed alpha stage. One of the major points regarding future game development, in both Japan and overseas, is the transformation from a conventional fixed-price sellout model into variable earnings models.

Variable earnings models are typified by the F2P (free to play) price model, I however believe there are many types of fee-based revenue models other than F2P.

As the types of devices, OS and platforms continue to become

more diversified, I believe the transformation to variable earnings models from a fixed-price sellout model is extremely important, and therefore some of our studios in North America and Europe are moving forward with development of content for such models.

First, we are moving forward with development for PCs by introducing a "PC first" concept for some of our games, with a view to tuning and perfecting the game experience on PC first, with the option of later expanding these games from the PC to other devices, if suitable.

"NOSGOTH," a PC-based F2P action game, is under development as an example of such initiatives.

**Production of titles for smart devices**

- Sequels of the "DRAGON QUEST" series, "FINAL FANTASY AGITO" and many other popular products will come to smart devices in succession.



- \* Time of distribution undecided
- \* Time of distribution undecided
- \* Distribution scheduled for this winter

- "DRAGON QUEST X" will appear on the "d-game" platform as a cloud game for smart devices.



\* Distribution scheduled for the period from December 2013 to February 2014

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In Japan we are planning to launch the popular "DRAGON QUEST" series and "FINAL FANTASY AGITO" for smart devices, which has already been announced. "DRAGON QUEST X" will appear on the "d-game" platform as a cloud game for smart devices.

We are currently overhauling our development processes to expand such services and to enrich game experiences in various formats.

**Expansion of overseas activities, primarily in Asia**

- "Kaku-San-Sei Million Arthur" has become a huge success in mainland China, after South Korea and Taiwan.



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 ※ Operated by Shanda Games Limited, a Chinese game company, under license by Square Enix.

- Introduction of "FFXIV: A REALM REBORN" to mainland China planned (release timing undecided).
- Square Enix Group's first business base in the Southeast Asian region was established in Indonesia.

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Next, I would like to talk about overseas expansion with some examples.

During the first half of this fiscal year, "Kaku-San-Sei MILLION ARTHUR" has become a huge success in mainland China, after South Korea and Taiwan.

We are looking to introduce "FFXIV" to mainland China in the near future, and are looking forward to further expanding the payment user base.

A subsidiary was established in Indonesia as our group's first development and operational base in Southeast Asia.

This concludes my explanation of the business results for the first half of this fiscal year.

In addition to the favorable performances of "FFXIV" and the Amusement business, which exceeded expectations, there were other various positive factors that converted the operating loss expected in the plan at the beginning of the year into net income.

**Financial Forecasts: Fiscal Year Ending March 31, 2014**  
No change from the original plan announced on May 13, 2013

(Billions of Yen)			
	Fiscal Year Ended 3/13	Fiscal Year Ending 3/14	Change
Net Sales	148.0	140.0~150.0	(8.0)~2.0
Operating Income	(6.1)	5.0~9.0	11.1~15.1
Recurring Income	(4.4)	5.0~9.0	9.4~13.4
Net Income	(13.7)	3.5~6.0	17.2~19.7

(Billions of Yen)			
	Fiscal Year Ended 3/13	Fiscal Year Ending 3/14	Change
Depreciation and Amortization	7.3	7.0	(0.3)
Capital Expenditure	12.5	7.0	(5.5)

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As you can see, we haven't revised our previous financial forecasts for the full fiscal year.

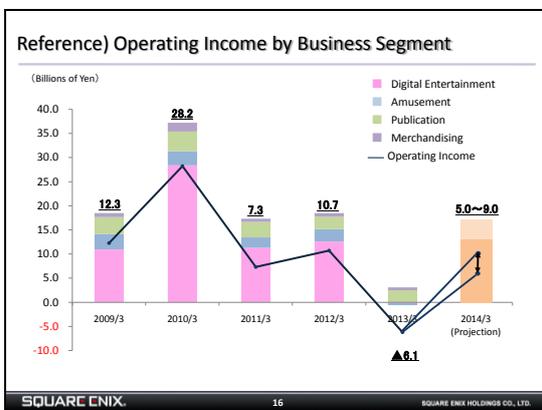
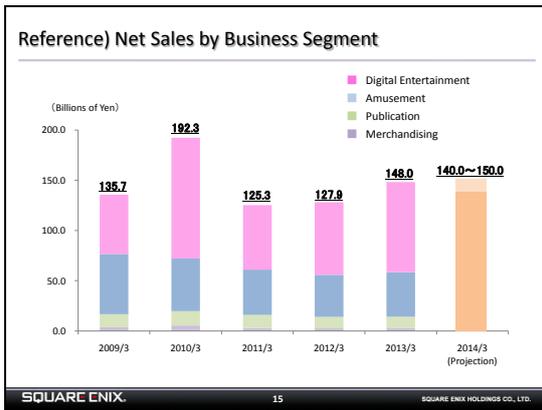
Although the results for the first half were better than the original plan, we will not be changing this original plan taking some risk factors into consideration.

Overall, we have many new initiatives, through which we can expect an upside potential, however, there are still challenges that lie ahead, and this is taken into account for keeping to the original plan.



Finally, the mid-term dividend will be ¥10 per share as planned, which has been decided at today's Board of Directors' Meeting.

This concludes my presentation on the financial results for the first half of this fiscal year and the Company's future strategic direction.



### Reference) Digital Entertainment—HD Games, MMO

#### Key Titles Lineup (previously announced titles only)

Title	Region	Platform	Release Date (Scheduled)
CALL OF DUTY: GHOSTS	JP	PS3/Xbox360/Wii U/PC PS4/Xbox One	Nov 14 (Dubbed Ver.) Dec 12 (Dubbed Ver., PS3/Xbox360 only) Feb 22, 2014 (PS4, dubbed ver. only) (Xbox one: TBD)
LIGHTNING RETURNS: FINAL FANTASY XIII	JP, NA, EU	PS3/Xbox360	Nov 21 (JP), Feb 11, 2014 (NA) Feb 14, 2014 (EU)
DRAGON QUEST X: Memurenu Yusha To Michibiki No Melyuu	JP	Wii/Wii U/PC	Dec 5
DRAG-ON DRAGOON 3	JP	PS3	Dec 19
FINAL FANTASY X/X-2 HD Remaster	JP, NA, EU	PS3/PS Vita	Dec 26 (JP), this winter (NA, EU)
DIABLO III	JP	PS3	Jan 30, 2014
DRAGON QUEST MONSTERS 2 Iru To Ruka No Fushigina Fushigina Kagi	JP	3DS	Feb 6, 2014
Thief	JP, NA, EU	PS3/Xbox360/ PS4/Xbox One/PC	Feb 25, 2014 (NA) Feb 28, 2014 (EU), 2014 (JP)

