

SQUARE ENIX®

Financial Results Briefing Session

Fiscal Year Ended March 31, 2013

Fiscal Year Ended March 31, 2013

Briefing Session

Financial Results

May 13, 2013

SQUARE ENIX HOLDINGS CO., LTD.

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.

Financial Results
Fiscal Year
Ended March 31, 2013

Financial Results:

Fiscal Year Ended March 31, 2013

(Billions of Yen)

	Fiscal Year Ended 3/12		Fiscal Year Ended 3/13		% Change
		%		%	
Net Sales	127.9	100%	148.0	100%	16%
Operating Income	10.7	8%	(6.1)	—	—
Recurring Income	10.3	8%	(4.4)	—	—
Net Income	6.1	5%	(13.7)	—	—

	Fiscal Year Ended 3/12		Fiscal Year Ended 3/13		Change
		%		%	
Depreciation and Amortization	5.0	—	7.3	—	2.3
Capital Expenditure	5.2	—	12.5	—	7.3
Number of Employees	3,424	—	3,782	—	358

Financial Results:

Fiscal Year Ended March 31, 2013 by Business Segment

1. Results for the Fiscal Year ended March 31, 2013

(Billions of Yen)

	Digital Entertainment	Amusement	Publication	Merchandising	Eliminations or unallocated	Total
Net Sales	89.5	44.3	11.1	3.3	(0.1)	148.0
Operating Income	0	(0.4)	2.5	0.7	(8.9)	(6.1)
Operating Margin	0.0%	(0.8%)	22.4%	20.4%	-	(4.1%)

2. Results for the Fiscal Year ended March 31, 2012

(Billions of Yen)

	Digital Entertainment	Amusement	Publication	Merchandising	Eliminations or unallocated	Total
Net Sales	71.9	41.9	11.3	2.8	(0.0)	127.9
Operating Income	12.6	2.6	2.6	0.7	(7.8)	10.7
Operating Margin	17.5%	6.1%	22.7%	26.8%	-	8.4%

3. Changes (1-2)

(Billions of Yen)

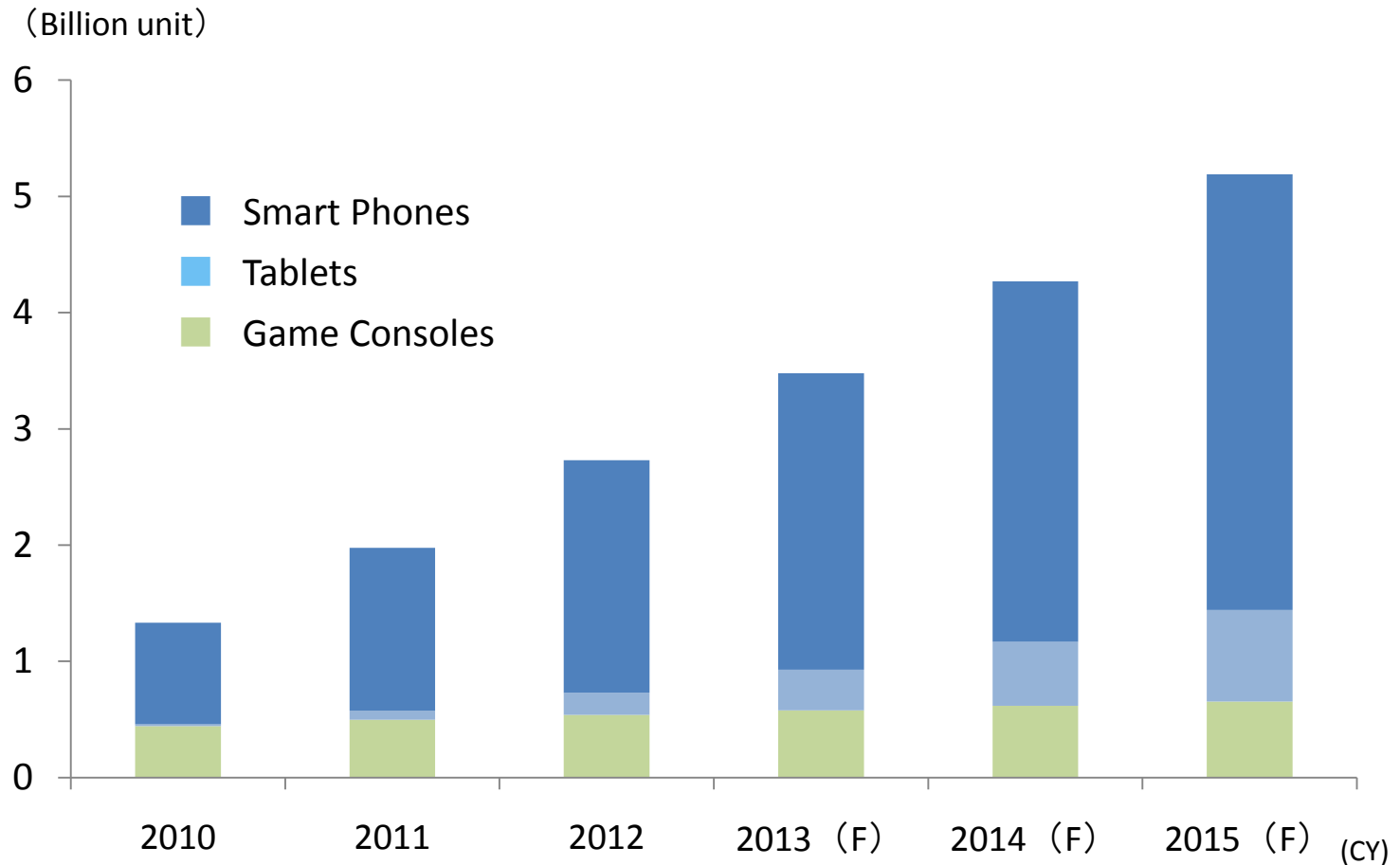
	Digital Entertainment	Amusement	Publication	Merchandising	Eliminations or unallocated	Total
Net Sales	17.6	2.4	(0.2)	0.5	(0.1)	20.1
Operating Income	(12.6)	(2.9)	(0.1)	(0.1)	(1.2)	(16.8)

Strategic Change in the Digital Entertainment Business (HD Segment)

New Strategic Initiatives for HD Segment

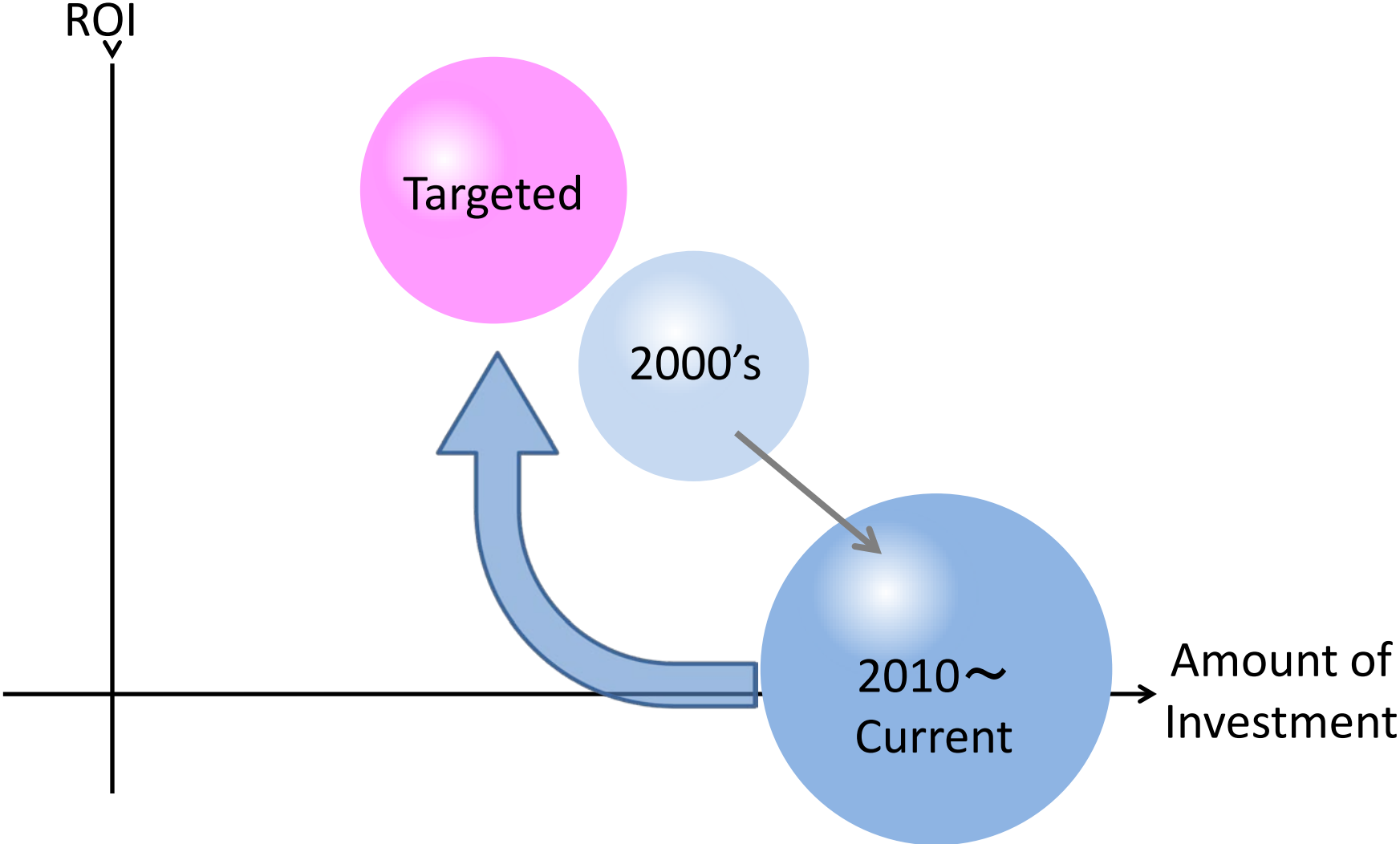
- ✓ Overhaul the large-scale, long-term development
→ Improve turnover of development
- ✓ Target smart devices as a game platform
- ✓ Construct a product portfolio tailored to consumer tastes in respective served regions

Diffusion and Further Growth of Smart Devices



(The Company's forecast based on various sources)

Improve Investment Efficiency



Financial Forecasts
Fiscal Year
Ending March 31, 2014

Financial Forecasts:

Fiscal Year Ending March 31, 2014

(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

	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)

(Ref.) First-Half Year ending September 30, 2013

(Billions of Yen)

	Fiscal Year Ended 3/13	Fiscal Year Ending 3/14	Change
Net Sales	61.1	5.9~6.3	(2.1)~1.9
Operating Income	(5.2)	(2.0)~0.0	3.2~5.2
Recurring Income	(6.3)	(2.0)~0.0	4.3~6.3
Net Income	(5.5)	(1.3)~0.0	4.2~5.5

Financial Forecasts:

Fiscal Year Ending March 31, 2014 by Business Segment

Each business segment's forecast number for Fiscal Year ending March 31, 2014 corresponds to the intermediate scenario in the forecast range (consolidated net sales of Yen145B, and consolidated operating income of Yen7B).

1. Forecast for the Fiscal Year ending March 31, 2014

(Billions of Yen)

	Digital Entertainment	Amusement	Publication	Merchandising	Eliminations or unallocated	Total
Net Sales	88.0	44.0	10.0	3.0	(0.0)	145.0
Operating Income	10.5	3.0	1.5	0.5	(8.5)	7.0
Operating Margin	11.9%	6.8%	15.0%	16.7%	-	4.8%

2. Results for the Fiscal Year ended March 31, 2013

(Billions of Yen)

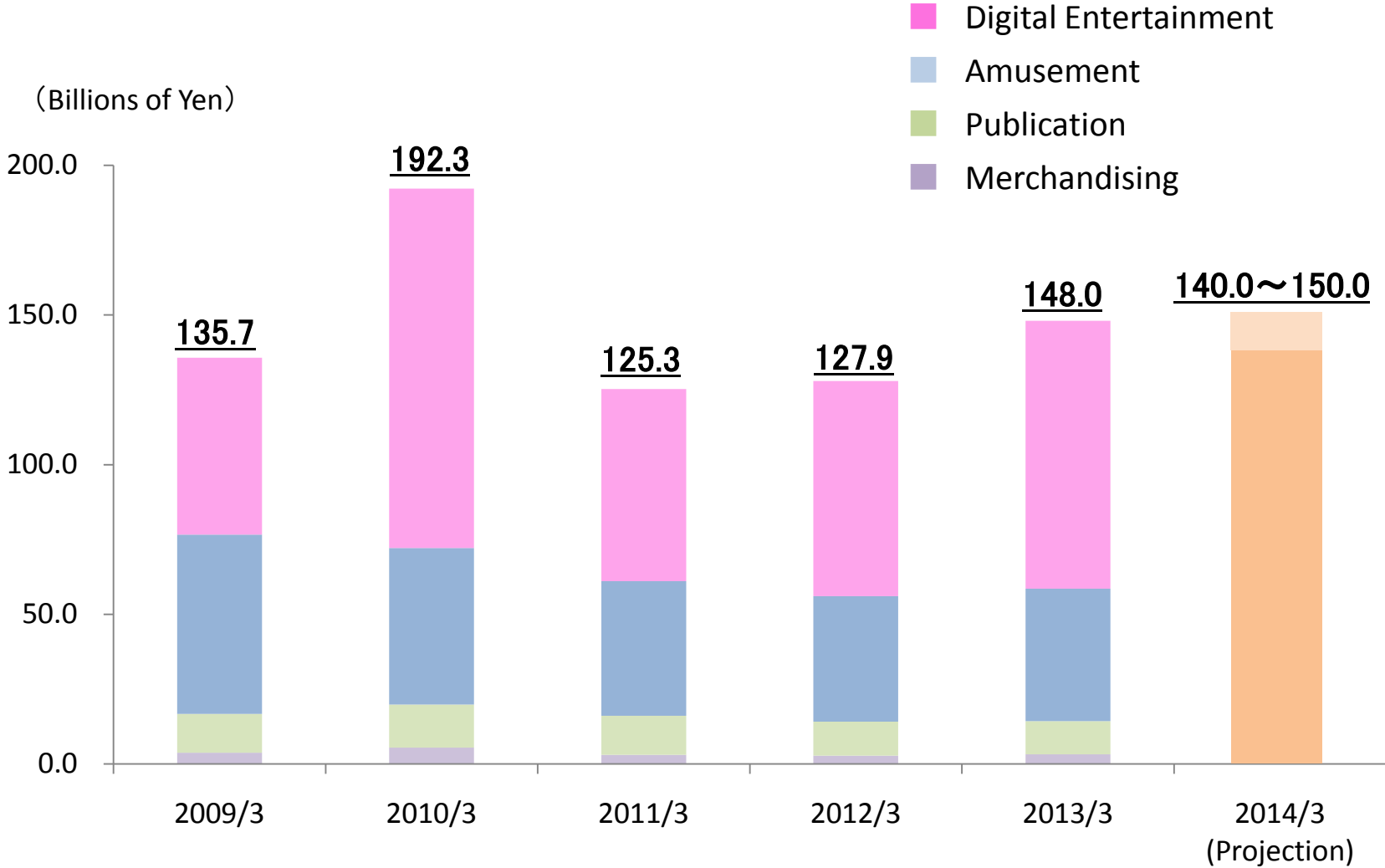
	Digital Entertainment	Amusement	Publication	Merchandising	Eliminations or unallocated	Total
Net Sales	89.5	44.3	11.1	3.3	(0.1)	148.0
Operating Income	0	(0.4)	2.5	0.7	(8.9)	(6.1)
Operating Margin	0.0%	(0.8%)	22.4%	20.4%	-	(4.1%)

3. Changes (1—2)

(Billions of Yen)

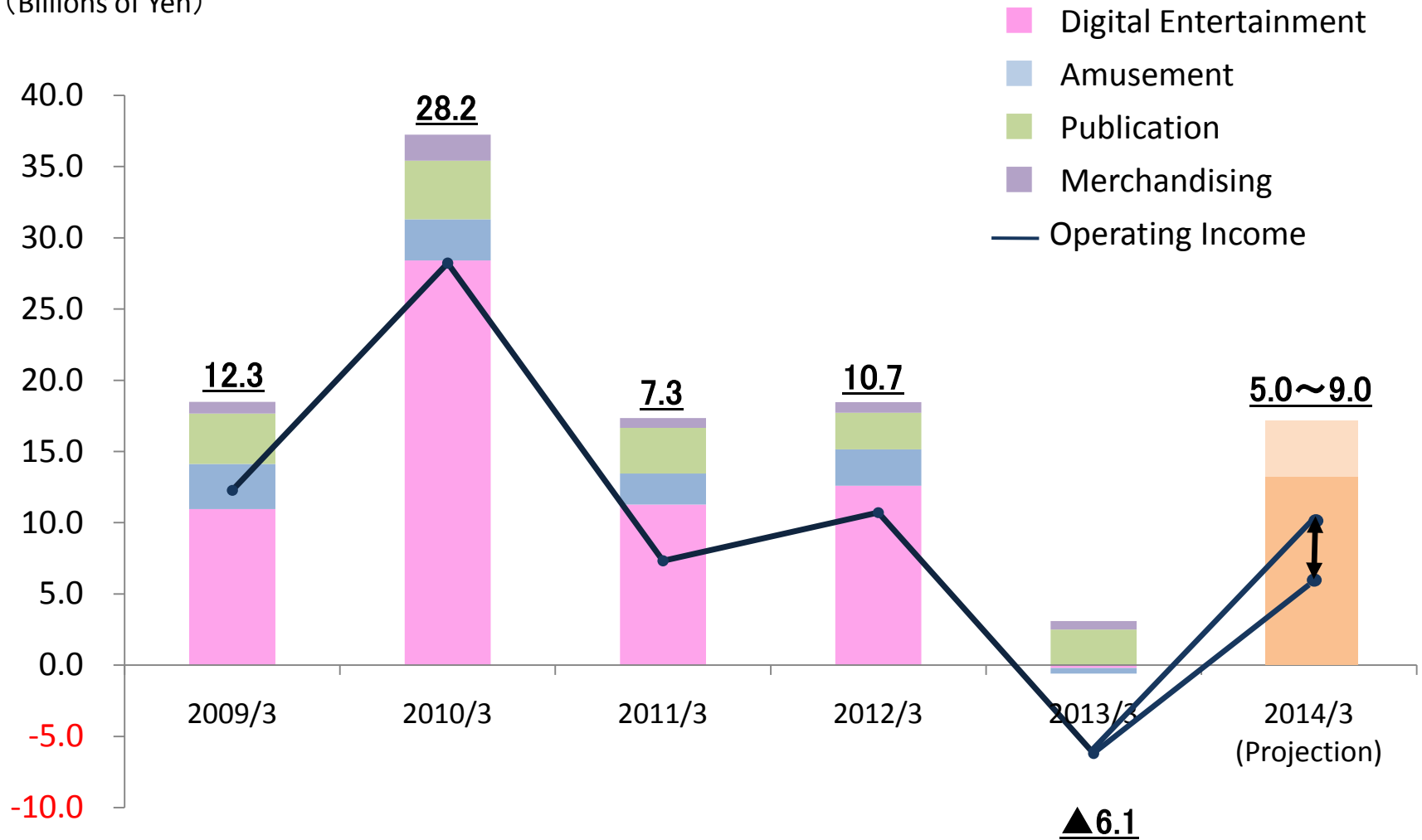
	Digital Entertainment	Amusement	Publication	Merchandising	Eliminations or unallocated	Total
Net Sales	(1.5)	(0.3)	(1.1)	(0.3)	0.1	(3.0)
Operating Income	10.5	3.4	(1.0)	(0.2)	0.4	13.1

Net Sales by Business Segment

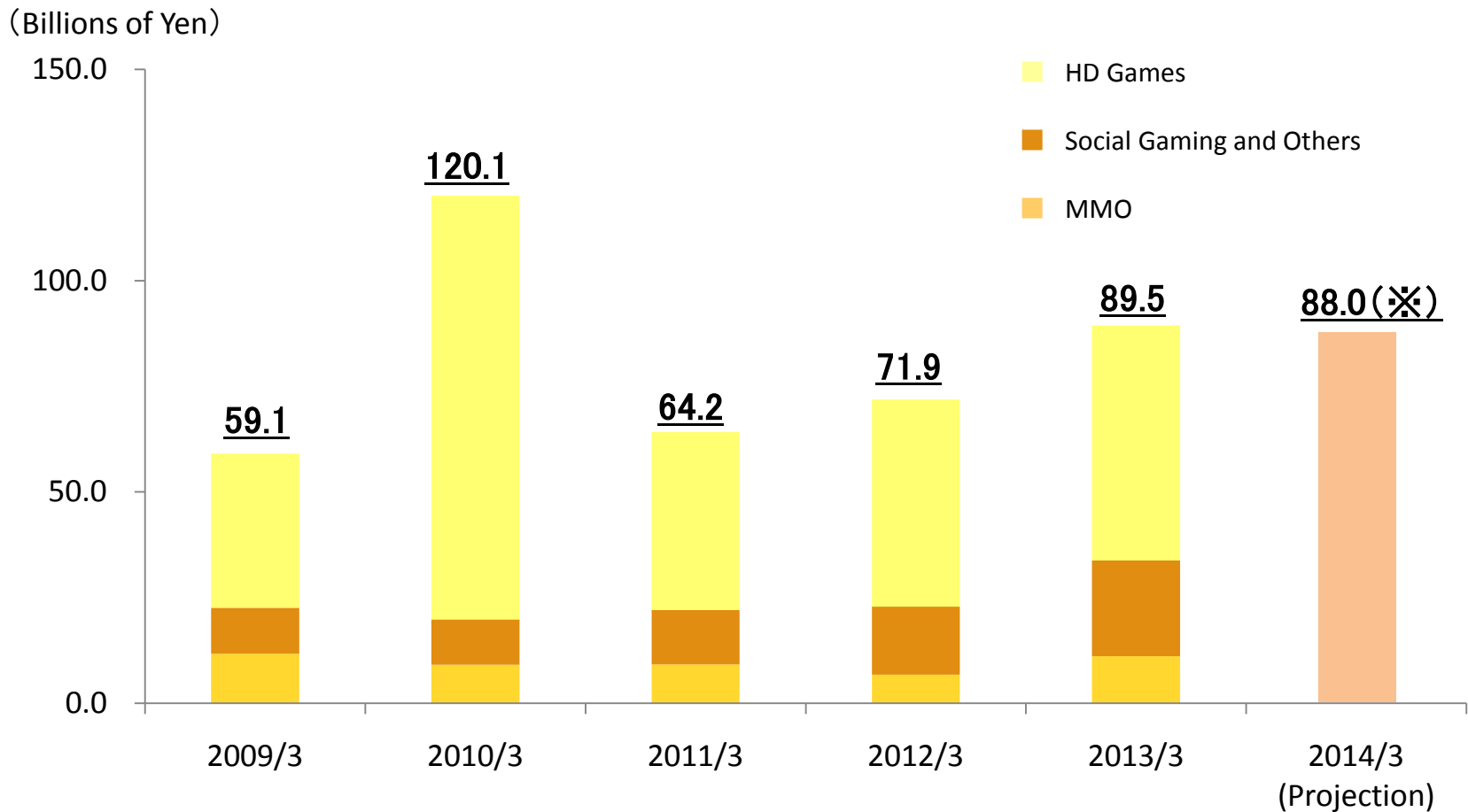


Operating Income by Business Segment

(Billions of Yen)



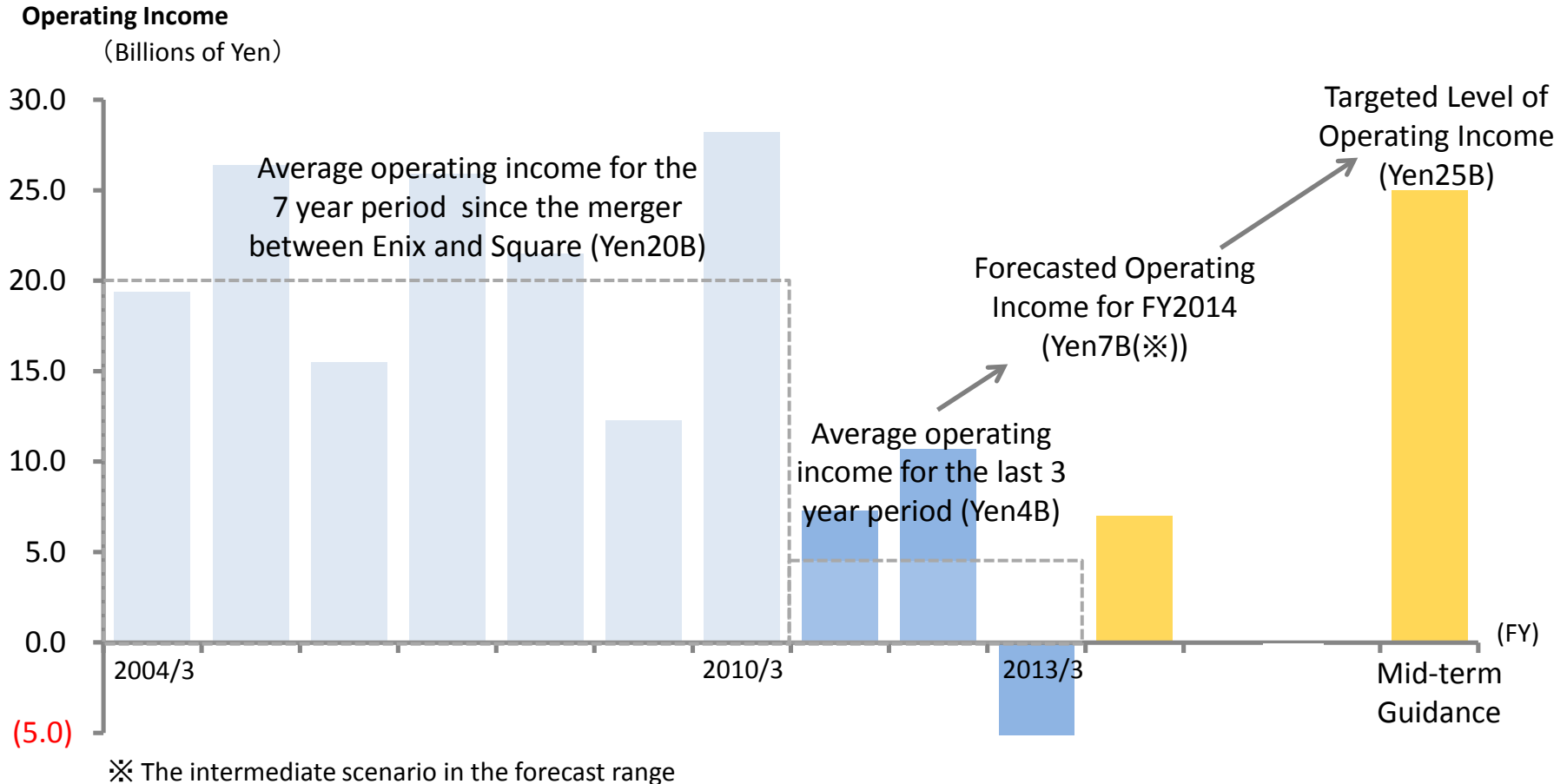
Digital Entertainment Segment — Net Sales



Digital Entertainment Segment's forecast number of Yen88B for Fiscal Year ending March 31, 2014 corresponds to the intermediate scenario in the forecast range (consolidated net sales of Yen145B).

Targeted Profit Level

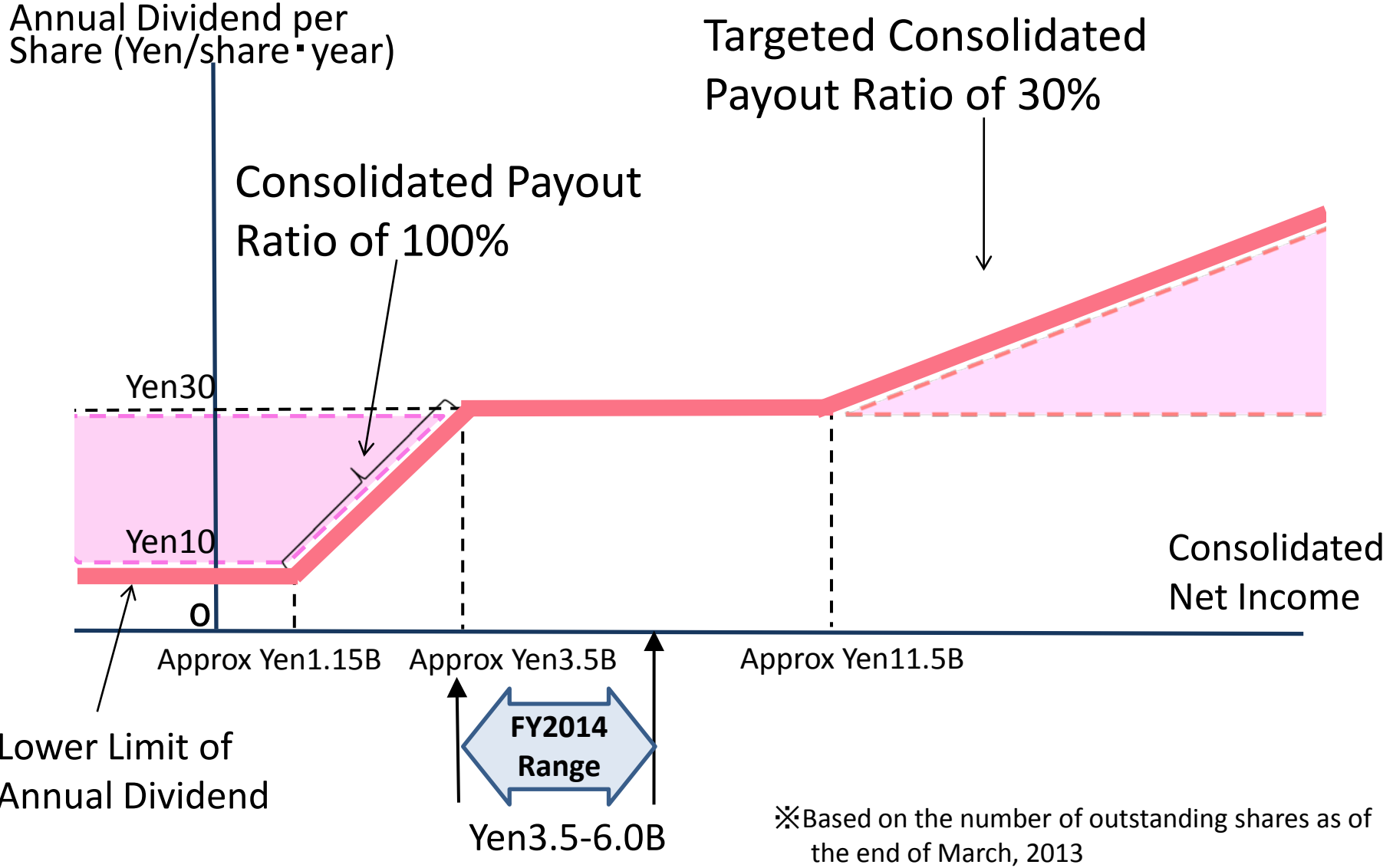
Targeted Profit Level



The Company intends to achieve operating income at the targeted level of Yen25 billion ASAP, through bold implementation of the business transformation.

Dividend Policy

Dividend Policy for FY 2014/3



New Board Members

New Board Members

President and Representative Director

Yosuke Matsuda

Director (Newly appointed)

Philip Timo Rogers

Director

Keiji Honda

Director

Yukinobu Chida

Director (Outside Director
Newly appointed)

Yukihiro Yamamura

(CEO, Glam Media Japan Corp.
Former CEO, Excite Japan Co., Ltd.)

* Subject to approval by the Annual General Meeting of Shareholders to be held in late June 2013.

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Updated on May13, 2013 due to correction on page 15

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