SQUARE ENIX.

November 19, 2007

CONSOLIDATED FINANCIAL RESULTS FOR THE FIRST-HALF PERIOD ENDED SEPTEMBER 30, 2007

Company Name: Square Enix Co., Ltd.

Code: 9684

Market: Tokyo Stock Exchange, First Section URL: http://www.square-enix.com/

Representative: Yoichi Wada, President and Representative Director Contact: Yosuke Matsuda, Director and Executive Officer December 17, 2007 Presentation of Financial Report (Hanki-Hokokusho): Date of dividend payout: December 7, 2007

1. FY2007 First-Half Period Consolidated Financial Results (April 1, 2007 to September 30, 2007)

1) Consolidated Financial Res		(Mill	ions of yen, exc	ept percer	ntages and per sł	nare data)		
	Net Sales		Operating Income		Recurring I	ncome	Net Income	
First-Half Period Ended		%		%		%		%
September 30, 2007	72,271	(4.9)	9,752	6.4	9,303	(1.0)	4,397	32.5
September 30, 2006	75,959	180.4	9,169	269.1	9,400	244.3	3,319	50.7
Fiscal Year 2006	163,472	_	25,916	_	26,241	_	11,619	_

	Earnings Per Share (basic)	Earnings Per Share (diluted)		
First-Half Period Ended	Yen	Yen		
September 30, 2007	39.69	39.51		
September 30, 2006	30.03	29.90		
Fiscal Year 2006	105.06	104.71		

Note: Investment profit or loss on equity method (Millions of yen)

First-half period ended September 30, 2007 2

First-half period ended September 30, 2006 (4) 29

Fiscal year ended March 31, 2007 (FY 2006)

2) Consolidated Financial Po	sition	(Mill	(Millions of yen, except percentages and per share data)				
	Total Assets	Net Assets	Equity Ratio	Book Value Per Share			
September 30, 2007	211,223	134,599	63.2 %	1,196.24 Yen			
September 30, 2006	212,130	123,109	57.5 %	1,103.32 Yen			
March 31, 2007	215,679	130,639	60.0 %	1,168.91 Yen			

Note: Total equity (Millions of yen) First-half period ended September 30, 2007 First-half period ended September 30, 2006 Fiscal year ended March 31, 2007 (FY 2006)

133,447 121,987 129,461

3) Consolidated Statement of	(Millions of yen)			
	From Operating	Closing Cash and		
	Activities	Activities	Activities	Cash Equivalents
First-Half Period Ended				
September 30, 2007	4,965	(3,834)	(2,309)	98,681
September 30, 2006	17,323	669	(2,186)	91,144
Fiscal Year 2006	32,809	(5,671)	(2,912)	99,847

2. Dividends

	Dividend Per Share					
	Interim Year-end Annual					
	yen	yen	yen			
FY2006	10.00	25.00	35.00			
FY2007	10.00	—	—			
FY2007 Projection	-	20.00	30.00			

3. FY2007 Consolidated Forecasts (April 1, 2007 to March 31, 2008) (Millions of yen, except percentages)

	Net Sales		Operating Income		Recurring Income		e Net Income		Per Share
Fiscal Year 2007	162,500	% (0.6)		% (19.0)	20,000	% (23.8)	12,000	% 3.3	yen 107.57

4. Others

- 1) Change in Scope of Consolidation and Application of the Equity Method Not applicable
- 2) Change in policies of consolidaetd financial statements preparation

1. Related to changes in accounting standard	Applicable
2. Other changes	Not applicable

3) Outstanding shares (common shares)

1. Number of shares issued and outstanding (including treasury stock) at end of period

First-half period ended September 30, 2007	111,760,403
First-half period ended September 30, 2006	110,750,108
Fiscal year ended March 31, 2007 (FY 2006)	110,947,818
2. Number of treeasury stock at end of period	
First-half period ended September 30, 2007	204,297
First-half period ended September 30, 2006	186,092
Fiscal year ended March 31, 2007 (FY 2006)	193,882

[REFERENCE] NON-CONSOLIDATED FINANCIAL RESULTS

1. FY2007 First-Half Period Non-Consolidated Financial Results (April 1, 2007 to September 30, 2007)

1) Non-Consolidated Financial Results

(Millions of yen, except percentages and per share data)

	Net Sales	Operating Income	Recurring Income	Net Income		
First-Half Period Ended	%	%	%	%		
September 30, 2007	32,162 15.8	7,241 (0.0)	6,713 (9.9)	3,053 (32.3)		
September 30, 2006	27,764 23.7	7,241 728.5	7,453 267.8	4,508 82.7		
Fiscal Year 2006	62,852 —	19,017 —	19,694 —	18,164 —		

	Earnings Per Share (basic)			
First-Half Period Ended	Yen			
September 30, 2007	27.56			
September 30, 2006	40.78			
Fiscal Year 2006	164.23			

2) Non-Consolidated Financial Position			(Millions of yen, except percentages and per share data)					
	Total Assets N		Equity Ratio	Book Value Per Share				
September 30, 2007	193,933	137,150	70.7 %	1,229.43	Yen			
September 30, 2006	181,219	121,898	67.3	1,102.51	Yen			
March 31, 2007	193,796	134,419	69.4	1,213.67	Yen			
Note: Total equity	First-half perio	od ended September 30, 2	2007 137,150					

Note: Total equity (Millions of yen) First-half period ended September 30, 2007 First-half period ended September 30, 2006 Fiscal year ended March 31, 2007 (FY 2006)

121,898 134,419

2. FY2007 Non-Consolidated Forecasts (April 1, 2007 to March 31, 2008)						(Millions	of yen,	except percentages)	
	Net Sales		Operating I	erating Income Recurring Income		Net Income		Earnings Per Share	
Fiscal Year 2007	60,000 (% (4.5)	10,000	% (47.4)	10,000	% (49.2)	6,000	% (67.0)	J ===

Percentages in net sales, operating income, recurring income, and net income are percentage changes compared with the same period of the previous fiscal year.

<u>Disclaimer</u>

The forward-looking statements in this document are based upon the information currently available, and necessarily include elements that are not entirely predictable. Actual results may differ from the forward-looking statements in this document.

4. Consolidated Financial Statements for the First-Half Period Ended September 30, 2007

Consolidated Balance Sheet

		First-Half I			First-Half I		Change	FY2006		
Account	(As of Sep	otember 30	, 2006)	(As of Sep	otember 30), 2007)	Change	(As of N	/larch 31, 2	2007)
	Amount		Rate	Amount		Rate		Amo	ount	Rate
			%			%				%
(Assets)										
I Current assets										
1. Cash and deposits		91,149			73,686				99,852	
2. Notes and accounts receivable		23,013			19,023				21,206	
3. Short-term securities		_			26,034				_	
4. Inventories		6,677			4,860				4,188	
5. Content production account		9,301			13,601				11,903	
6. Deferred tax assets		3,060			2,555				5,634	
7. Other current assets		4,297			6,472				4,656	
Allowance for doubtful accounts		(576)			(133)				(832)	
Total current assets		136,924	64.5		146,100	69.2	9,176		146,608	68.0
II Non-current assets										
1. Property and equipment										
(1) Buildings and structures	18,518			17,183				17,316		
Accumulated depreciation	11,844	6,673		11,556	5,627			11,354	5,962	
(2) Tools and fixtures	12,705			12,456				11,365		
Accumulated depreciation	8,984	3,721		8,406	4,050			7,963	3,401	
(3) Amusement equipment	47,133			37,846				41,577		
Accumulated depreciation	35,476	11,657		29,864	7,981			30,778	10,798	
(4) Other	26			23				24		
Accumulated depreciation	18	8		18	4			19	5	
(5) Land		5,437			5,404				5,404	
(6) Construction in progress		74			2				91	
Total property and equipment		27,574	13.0		23,070	10.9	(4,503)		25,664	11.9
2. Intangible assets										
(1) Goodwill		21,043			19,441				20,276	
(2) Other		1,534			1,290				1,381	
Total intangible assets		22,578	10.6		20,731	9.8	(1,846)		21,657	10.0
3. Investments and other assets										
(1) Investment securities		1,187			528				455	
(2) Long-term loans		169			196				176	
(3) Rental deposits		17,103			13,636				14,198	
(4) Construction cooperation fund		2,054			1,681				1,886	
(5) Claim in bankruptcy		2,211			2,937				5,065	
(6) Deferred tax assets		7,167			5,194				4,939	
(7) Other		546			541				541	
Allowance for doubtful accounts		(5,386)			(3,395)				(5,515)	
Total investments and other assets		25,053	11.8		21,320	10.1	(3,733)		21,748	10.1
Total non-current assets		75,206	35.5		65,122	30.8			69,071	32.0
Total assets		212,130	100.0		211,223	100.0	(907)		215,679	100.0

	FY2006 I	First-Half I	Period	FY2007 I	First-Half F	Period			<u>(Millions o</u> FY2006	of Yen
Account		ptember 30		(As of September 30, 2007)			Change	(As of March 31, 2007)		
		ount	Rate		ount	Rate		Am	ount	Rate
			%			%				9
(Liabilities)										
I Current liabilities										
1. Notes and accounts payable		11,241			11,209				13,275	
2. Other accounts payable		10,609			5,713				4,773	
3. Accrued expenses		6,131			1,240				3,379	
4. Accrued corporate taxes		898			570				, 994	
5. Advance payments received		726			699				1,188	
6. Deposits received		496			610				490	
7. Reserve for bonuses		1,598			1,628				1,872	
8. Allowance for sales returns		1,624			1,503				2,271	
9. Allowance for game arcade		1,021			1,000				2,271	
closings		229			2,139				2,973	
10. Other		2,207			991				1,185	
Total current liabilities		35,762	16.9		26,306	12.5	(9,455)		32,404	15.
II Non-current liabilities		55,762	10.7		20,500	12.5	(7,433)		52,404	15.
1. Corporate bond		50,000			48,000				50,000	
2. Long-term loans		50,000			46,000 26				50,000	
 2. Long-term loans 3. Allowance for retirement benefits 		0.951							21(0	
 Allowance for directors' retirement 		2,851			1,833				2,169	
		205			222				2/2	
benefits		205			232				262	
5. Other		201	a- 0		224	22 0			204	
Total non-current liabilities		53,259	25.0		50,317	23.8			52,635	24.
Total liabilities		89,021	42.0		76,623	36.3	(12,398)		85,040	39.
(Net assets)										
I Shareholders' equity										
1. Common stock		7,825	3.7		9,290	4.4	1,464		8,038	3.
2. Capital surplus reserve		37,066	17.4		38,531	18.2	1,464		37,279	17.
3. Retained earnings		77,120	36.4		85,881	40.7	8,760		84,315	39.
4. Treasury stock		(516)	(0.2)		(576)	(0.3)	(59)		(540)	(0.3
Total shareholders' equity		121,496	57.3		133,125	63.0			129,092	59.
II Valuation and translation										
adjustment										
1. Unrealized gains on revaluation										
of other investment securities		374	0.2		(54)	(0.0)	(429)		(8)	(0.0
2. Foreign currency translation					()	()	()		()	`
adjustment		116	0.1		376	0.2	259		377	0.
Total Valuation and translation		110	5.1		0,0	5.2	207		0.7	0.
adjustment		491	0.2		321	0.2	(169)		368	0.
III Minority interests in consolidated		-1/1	0.2		521	0.2	(107)		500	0.
subsidiaries		1,121	0.5		1,152	0.5	30		1,178	0.
Total net assets		1,121	0.5 58.0		1,152	63.7			130,639	60.
Total liabilities and net assets		212,130	100.0		211,223	100.0			215,679	100.
Total natimites and net assets		212,130	100.0		211,223	100.0	(907)		210,079	100

Consolidated Statements of Income

	EV2006 E	First-Half	Poriod	EV2007 E	irst-Half	Pariod			<u>(Millions</u> FY2006	of yen)
Account	(Apr	il 1, 2006	to)	FY2007 First-Half Perio		to)	Change	(April 1, 2006 to)		
		mber 30, 2 ount			nber 30, 2 ount		Amount	March 31, 200 Amount		1
	Alli	Jun	Rate %	Am	Jun	Rate %	Amount	Alle	Jun	Rate %
I Net sales		75,959	100.0		72,271	100.0	(3,688)		163,472	
II Cost of sales		41,095			39,732	55.0	· ,		87,262	
Gross profit		34,864			32,538	45.0			76,210	
Reversal of allowance for sales returns		1,186	1.6		2,271	3.2			1,186	
Provision for allowance for sales returns		1,624	2.1		1,503	2.1			2,271	1.4
Net gross profit		34,427	45.4		33,306	46.1	(1,120)		75,125	
III Selling, general and administrative expenses		,			,				,	
1. Packaging freight charge	1,110			1,190				2,493		
2. Advertising expense	3,426			3,256				6,331		
3. Sales promotion expense	634			376				1,060		
4. Provision for doubtful accounts	_			84				_		
5. Compensation for directors	338			324				682		
6. Salary	7,823			7,547				15,482		
7. Provision to reserve for bonuses	921			1,163				2,237		
8. Net periodic pension costs	266			25				446		
9. Provision to reserve for directors' retirement										
benefits	15			20				42		
10. Welfare expense	997			963				2,046		
11. Rental expense	1,272			1,223				2,325		
12. Commissions paid	1,795			1,695				3,357		
13. Depreciation and amortization	745			649				1,464		
14. Other	5,909	25,257	33.3	5,033	23,553	32.6	(1,703)	11,238	49,209	30.1
Operating income		9,169	12.1		9,752	13.5			25,916	15.9
IV Non-operating income										
1. Interest income	143			464				467		
2. Dividends received	2			1				3		
3. Foreign exchange gain	114			—				147		
4. Rental income	31			30				69		
5. Facilities' installation cooperation fees	50			52				51		
6. Investment profit on equity method	—			2				29		
7. Miscellaneous income	230	572	0.8	151	703	1.0	130	407	1,176	0.7
V Non-operating expenses										
1. Interest expenses	0			0				2		
2. Foreign exchange loss	-			92				_		
3. Loss on disposal of inventories	60			56				119		
4. Loss on write-off of content production										
account				876				_		
5. Loss on inventory valuation	86			84				281		
6. Stock issuance expenses	_			—				31		
7. Loss on write-off of advance license payment	-			—				244		
8. Investment loss on equity method	4			—				_		
9. Miscellaneous loss	189	341	0.5	41	1,152	1.6	810	172	852	0.5
Recurring income		9,400	12.4		9,303	12.9	(97)		26,241	16.1

	FY2006 F	inct Ualf	Doriod	EV2007 I	Sinct Ualf	Doriod			(Millions) FY2006	of yer
Account	(April 1, 2006 to September 30, 2006)			(Apr	il 1, 2007 mber 30, 2	to)	Change	(April 1, 2006 to March 31, 2007		
	Amo		Rate		ount	Rate	Amount	Amo		Rate
VI Extraordinary gain										
1. Reversal of allowance for doubtful accounts	191			_				2		
2. Gain on divesting business	2,738			47				2,697		
3. Gain on sale of investment securities	—			11				410		
4. Reversal of allowance for retirement benefits	—			_				465		
5. Reversal of allowance for game arcade closings	—			142				—		
6. Other	55	2,985	3.9	2	204	0.3	(2,780)	203	3,778	2
VII Extraordinary loss										
1. Loss on sale of property and equipment	0			0				17		
2. Loss on disposal of property and equipment	361			447				1,085		
3. Impairment loss	166			4				368		
4. Loss on evaluation of investment securities	0			7				194		
5. Loss on disposal and write-down of assets										
associated with business restructuring	_			1,117				2,275		
6. Severance payments associated with										
busines restructuring	_			47				925		
7. Accelerated amortization of goodwill	1,831			136				1,831		
8. Provision for doubtful accounts	1,588			44				2,086		
9. Provision to allowance for game arcade closings	—			_				2,784		
10. Other	0	3,948	5.2	_	1,806	2.5	(2,142)	60	11,629	5
Income before income taxes and distribution										
of loss in partnership (tokumei-kumiai)		8,437	11.1		7,701	10.7	(735)		18,390	11
Distribution of loss in partnership							. ,			
(tokumei-kumiai)		9	0.0		5	0.0	(3)		16	(
Income before income taxes		8,427	11.1		7,695	10.6	(732)		18,374	11
Corporate, resident and enterprise taxes	1,819			805			· · ·	2,915		
Refunded income taxes	(113)			(279)				(127)		
Deferred income taxes	3,404	5,110	6.7	2,817	3,343	4.6	(1,766)	3,941	6,730	4
Minority interest in consolidated subsidiaries		(2)	(0.0)		(45)	(0.1)	(43)	,	24	(
Net income		3,319	4.4		4,397	6.1	1,078		11,619	5

Consolidated Statements of Cash Flows

(Millions of yen)

				(Millions of yen)
	FY2006	FY2007		
	First-Half Period	First-Half Period		FY2006
Account			Change	• Ameril 1 2006 to >
	April 1, 2006 to	April 1, 2007 to		April 1, 2006 to
	(September 30, 2006)	September 30, 2007		L March 30, 2007
I Cash flows from operating activities				
Income before income taxes	9 407	7 (05		10 274
	8,427	7,695		18,374
Depreciation and amortization	5,247	4,718		11,115
Impairment loss	166	4		368
Increase (decrease) in allowance for doubtful accounts	352	(2,823)		734
(Decrease) in reserve for bonuses	(1,049)	(244)		(775)
Increase (decrease) in allowance for sales returns	433	(810)		1,077
(Decrease) in allowance for retirement benefits	(150)	(335)		(832)
Increase (decrease) in allowance for directors' retirement benefits	15	(29)		72
(Decrease) increase in allowance for game arcade		(0.0.0)		
closings and other allowances	_	(833)		2,773
(Decrease) increase in other allowances	(62)	14		_
Interest and dividends received	(145)	(466)		(470)
Interest expenses	0	0		2
Foreign exchange loss (gain)	-	136		(76)
Gain on sale of investment securities		(11)		(410)
Losses on investments in securities	0	7		194
Gain on sale and disposal of property and equipment	359	446		1,094
Gain on divestment of business	(2,738)	(47)		(2,697)
Amortization of goodwill	-	683		1,386
Accelerated amortization of goodwill	1,831	136		1,831
Decrease in accounts receivable	9,863	2,507		11,090
(Increase) in inventories	(3,244)	(2,375)		(2,780)
(Decrease) increase in purchase liabilities	(510)	(4,841)		1,671
(Decrease) in accrued consumption taxes	(701)	(361)		(320)
Decrease (increase) in other current assets	(335)	627		800
Decrease (increase) in other non-current assets	77	2,453		(158)
(Decrease) increase in other current liabilities	3,587	(1,369)		(5,432)
Other	395	(1,005)		936
Subtotal	21,822	4,959	(16,863)	39,577
Interest and dividends received	155	405	(10)000)	487
Interest paid	(0)	(0)		(5)
Income taxes paid	(4,654)	(399)		(7,249)
Net cash provided by operating activities	17,323	4,965	(12,358)	32,809
II Cash flows from investing activities	17,020	1,700	(12,000)	02,007
Payments for acquiring short-term securities	_	(1,009)		_
Payments for acquiring investment securities	_	(1)005)		(180)
Proceeds from sale of investment securities	_	90		(100)
Payments for acquiring property and equipment	(4,187)	(4,480)		(10,733)
Proceeds from sale of property and equipment	(1,107)	1,164		(10,700)
Payments for acquiring intangible assets	(155)	(149)		(413)
Proceeds from divestment of business	4,645	(149) 47		4,514
Payments for acquisition of shares in consolidated subsidiary				
Proceeds from return of guarantee money deposited	(63) 432	(0)		(63) 1 112
		1,287		1,113
Payments for provision of guarantee money	(94)	(517)		(398)
Other Net cash provided by (used in) investing activities	94 669	(45)	(4 EOA)	(31)
III Cash flows from financing activities	009	(3,834)	(4,504)	(5,671)
Proceeds from issuance of shares of common stock		EOO		400
	(10)	503		438
Payments for acquisition of treasury stock	(12)	(36)		(37)
Payments for dividends	(2,217)	(2,775)		(3,314)
Payments for dividends for minority interests	(2)	(2)		(2)
Other Not each used in financing activities	45		(100)	2 (2.012)
Net cash used in financing activities	(2,186)	(2,309)	(122)	(2,912)
IV Effect of exchange rate changes on cash and cash equivalents	72	0	(71)	356
V Net (decrease) increase in cash and cash equivalents	15,879	(1,178)	(17,057)	24,582
VI Cash and cash equivalents at beginning of period	75,252	99,847	24,595	75,252
VII Increase in cash and cash equivalents due to increase in	10	10	(0)	10
	13 91,144	12 98,681	(0) 7,537	13 99,847

5. Segment Information

1. Consolidated Business Segment Information

The First-Half Period Ended September 30, 2006

							(Millior	is of Yen)
Games (Offline)	Games (Online)	Mobile Phone Content	Publication	Amusement	Others	Total	Eliminations C or unallocated	Consolidated total
19,186	7,678	2,907	5,426	38,144	2,615	75,959	_	75 <i>,</i> 959
_	_	_	_	_	_	_	_	_
19,186	7,678	2,907	5,426	38,144	2,615	75,959	_	75,959
14,875	4,367	2,204	3,658	38,472	1,104	64,683	2,106	66,790
4,311	3,311	703	1,767	(328)	1,511	11,276	(2,106)	9,169
	(Offline) 19,186 19,186 14,875	(Offline) (Online) 19,186 7,678 — — 19,186 7,678 14,875 4,367	(Offline) (Online) Content 19,186 7,678 2,907	(Offline) (Online) Content Publication 19,186 7,678 2,907 5,426 - - - - 19,186 7,678 2,907 5,426 19,186 7,678 2,907 5,426 14,875 4,367 2,204 3,658	(Offline) (Online) Content Publication Amusement 19,186 7,678 2,907 5,426 38,144 19,186 7,678 2,907 5,426 38,144 19,186 7,678 2,907 5,426 38,144 14,875 4,367 2,204 3,658 38,472	(Offline) (Online) Content Publication Amusement Others 19,186 7,678 2,907 5,426 38,144 2,615	(Offline) (Online) Content Publication Amusement Others Total 19,186 7,678 2,907 5,426 38,144 2,615 75,959 - - - - - - - - 19,186 7,678 2,907 5,426 38,144 2,615 75,959 19,186 7,678 2,907 5,426 38,144 2,615 75,959 14,875 4,367 2,204 3,658 38,472 1,104 64,683	Games (Offline) Games (Online) Mobile Phone Content Publication Amusement Others Total Eliminations Or unallocated 19,186 7,678 2,907 5,426 38,144 2,615 75,959 – 19,186 7,678 2,907 5,426 38,144 2,615 75,959 – 19,186 7,678 2,907 5,426 38,144 2,615 75,959 – 19,186 7,678 2,907 5,426 38,144 2,615 75,959 – 19,186 7,678 2,907 5,426 38,144 2,615 75,959 – 14,875 4,367 2,204 3,658 38,472 1,104 64,683 2,106

Notes: 1. The classification of business segments is made according to the types of products and services.

2. Major products offered by each business segment

, 1	8					
Segment	Major Products					
Games (Offline)	Games					
Games (Online)	Online games					
Mobile Phone Content	Content for mobile phones					
Publication	Magazine comics, serial comics, game-related books					
	All the businesses of the Taito group including Amusement					
Amusement	peration and Rental, Sales of Goods and Merchandise and					
	Content Services					
	Derivative products such as character merchandise, school for					
Others	game designers					

3. Unallocated operating expenses included in the "elimination or unallocated" column totaled ¥2,106 million. These expenses are related to administrative departments of the Company, which provide services and support that cannot be allocated to specific business segments.

The First-Half Period Ended September 30, 2007

	1	-,						(Million	is of Yen)
	Games (Offline)	Games (Online)	Mobile Phone Content	Publication	Amusement	Others	Total	Eliminations C or unallocated	Consolidated total
Sales and operating income									
Net Sales									
(1) Sales to outside customers	20,448	5,413	3,525	5,210	34,150	3,522	72,271	_	72,271
(2) Intersegment sales	_	—	64	—	370	174	608	(608)	_
Total	20,448	5,413	3,589	5,210	34,520	3,696	72,879	(608)	72,271
Operating expenses	16,300	2,549	2,926	3,534	33,170	2,362	60,844	1,673	62,518
Operating income (loss)	4,147	2,864	663	1,676	1,349	1,334	12,035	(2,282)	9,752

Notes: 1. The classification of business segments is made according to the types of products and services.

2. Major products offered by each business segment

Segment	Major Products					
Games (Offline)	Games					
Games (Online)	Online games					
Mobile Phone Content	Content for mobile phones					
Publication	Magazine comics, serial comics, game-related books					
	All the businesses of the Taito group including Amusement					
Amusement	peration and Rental, Sales of Goods and Merchandise and					
	Content Services					
	Derivative products such as character merchandise, school for					
Others	game designers					

3. Unallocated operating expenses included in the "elimination or unallocated" column totaled ¥2,244 million. These expenses are related to administrative departments of the Company, which provide services and support that cannot be allocated to specific business segments.

FY2006 (April 1, 2006 to March 31, 2007)

	. ,							(Million	ns of Yen)
	Games (Offline)	Games (Online)	Mobile Phone Content	Publication	Amusement	Others	Total	Eliminations or unallocated	Consolidated total
Sales and operating income									
Net Sales									
(1) Sales to outside customers	51,316	13,660	7,759	11,208	75,610	3,915	163,472		163,472
(2) Intersegment sales	_	—	7	_	91	62	161	(161)	—
Total	51,316	13,660	7,767	11,208	75,702	3,978	163,634	(161)	163,472
Operating expenses	34,968	6,893	4,753	7,604	76,054	2,666	132,941	4,614	137,555
Operating income	16,348	6,767	3,013	3,603	(351)	1,311	30,693	(4,776)	25,916

Notes: 1. The classification of business segments is made according to the types of products and services.

2. Major products offered by each business segment

Segment	Major Products					
Games (Offline)	Games					
Games (Online)	Online games					
Mobile Phone Content	Content for mobile phones					
Publication	Magazine comics, serial comics, game-related books					
	All the businesses of the Taito group including Amusement					
Amusement	Operation and Rental, Sales of Goods and Merchandise and					
	Content Services					
0:1	Derivative products such as character merchandise, school for					
Others	game designers					

3. Unallocated operating expenses included in "Eliminations or unallocated" totaled ¥4,614 million. These expenses are related to administrative departments, such as accounting and general affairs, of the Company, which provide services and operational support that cannot be allocated to specific business

2. Consolidated Geographic Segment Information

The First-Half Period Ended September 30, 2006

1	,					(Million	ns of Yen)
	Japan	North America	Europe	Asia	Total	Eliminations or unallocated	Consolidated Total
Sales and operating income							
Net Sales							
(1) Sales to outside custome	62,368	9,043	4,109	438	75,959	_	75,959
(2) Intersegment sales	3,548	282	285	5	4,121	(4,121)	_
Total	65,917	9,326	4,394	443	80,081	(4,121)	75,959
Operating expenses	58,840	7,599	3,613	858	70,911	(4,121)	66,790
Operating income	7,076	1,727	781	(414)	9,169	_	9,169

1. The classification of geographic area segments is made according to geographical distances.

2. Main countries included in each segment:

(1) North America.....the United States of America

(2) Europe.....United Kingdom

(3) Asia.....China, Korea

3. There are no unallocated operating expenses included in the "Elimination or unallocated" column.

The First-Half Period Ended September 30, 2007

1	,					(Millio	ns of Yen)
	Japan	North America	Europe	Asia	Total	Eliminations or unallocated	Consolidated Total
Sales and operating income							
Net Sales							
(1) Sales to outside custome	63,908	4,111	3,903	347	72,271	_	72,271
(2) Intersegment sales	2,459	239	181	7	2,888	(2,888)	_
Total	66,368	4,351	4,085	354	75,159	(2,888)	72,271
Operating expenses	57,643	3,506	3,550	688	65,389	(2,871)	62,518
Operating income	8,724	844	535	(333)	9,770	(17)	9,752

1. The classification of geographic area segments is made according to geographical distances.

2. Main countries included in each segment:

(1) North America.....the United States of America

(2) Europe.....United Kingdom

(3) Asia.....China, Korea

3. There are no unallocated operating expenses included in the "Elimination or unallocated" column.

FY2006 (April 1, 2006 to March 31, 2007)

						(Million	ns of Yen)
	Japan	North America	Europe	Asia	Total	Eliminations or unallocated	Consolidated Total
Sales and operating income							
Net Sales							
(1) Sales to outside custome	128,665	22,341	11,409	1,056	163,472	_	163,472
(2) Intersegment sales	9,776	833	457	11	11,078	(11,078)	_
Total	138,441	23,174	11,867	1,067	174,551	(11,078)	163,472
Operating expenses	119,465	17,552	9,901	1,713	148,633	(11,078)	137,555
Operating income	18,976	5,621	1,965	(645)	25,917	(0)	25,916

1. The classification of geographic segments is made according to geographical distances.

2. Main countries included in each segment:

(1) North America.....the United States of America

(2) Europe.....United Kingdom

(3) Asia.....China, Korea

3. There are no unallocated operating expenses included in "Eliminations or unallocated."

3. Consolidated Overseas Sales

The First-Half Period Ended September 30, 2006

1			(Mil	lions of Yen)
	North America	Europe	Asia	Total
I Overseas sales	10,419	4,466	664	15,550
II Consolidated sales		_	_	78,959
Ⅲ Percentage of overseas sales				
to consolidated sales	13.7%	5.9%	0.9%	20.5%

1. The classification of geographic segments is made according to geographical distances.

2. Main countries included in each segment:

(1) North America.....the United States of America, Canada

(2) Europe......United Kingdom, France, Germany, others

(3) Asia.....China, Korea, others

3. Overseas sales represent sales of the Company and its consolidated subsidiaries to countries and areas outside

The First-Half Period Ended September 30, 2007

	,		(Mi	llions of Yen)
	North America	Europe	Asia	Total
I Overseas sales	4,928	4,206	642	9,777
II Consolidated sales	_	—	_	72,271
III Percentage of overseas sales				
to consolidated sales	6.8%	5.8%	0.9%	13.5%

1. The classification of geographic segments is made according to geographical distances.

2. Main countries included in each segment:

(1) North America.....the United States of America, Canada

(2) Europe......United Kingdom, France, Germany, others

(3) Asia.....China, Korea, others

3. Overseas sales represent sales of the Company and its consolidated subsidiaries to countries and areas outside

FY2006 (April 1, 2006 to March 31, 2007)

1 1 2000 (April 1, 2000 to March 51, 20	507)			
			(M	illions of Yen)
	North America	Europe	Asia	Total
I Overseas sales	23,801	12,271	1,551	37,624
II Consolidated sales	_	—	_	163,472
Ⅲ Percentage of overseas sales				
to consolidated sales	14.6%	7.5%	1.0%	23.0%

1. The classification of geographic segments is made according to geographical distances.

2. Main countries included in each segment:

(1) North America.....the United States of America, Canada

(2) Europe......United Kingdom, France, Germany, others

(3) Asia.....China, Korea, others

3. Overseas sales represent sales of the Company and its consolidated subsidiaries to countries and areas outside