

May 19, 2009

# CONSOLIDATED FINANCIAL RESULTS FOR FISCAL YEAR ENDED MARCH 31, 2009 (JPNGAAP)

Company Name: Square Enix Holdings Co., Ltd. Market: Tokyo Stock Exchange, First Section

Code: 9684 URL: http://www.square-enix.com/

Representative: Yoichi Wada, President and Representative Director

Contact: Yosuke Matsuda, Director and Executive Officer

Annual general meeting of shareholders: June 24, 2009 Date of dividend payout: June 25, 2009

Presentation of Financial Report (Yuka-Shoken-Hokokusho): June 24, 2009

# 1. Consolidated Financial Results (April 1, 2008 to March 31, 2009)

1) Consolidated Financial Results (Millions of yen, except for percentages and per share data)

	Net Sales	Operating Income	Recurring Income	Net Income
Fiscal Years Ended	%	%	%	%
March 31, 2009	135,693 (8.0)	12,277 (42.9)	11,261 (40.3)	6,333 (31.1)
March 31, 2008	147,516 (9.8)	21,520 (17.0)	18,864 (28.1)	9,196 (20.9)

	Earnings Per Share (basic)	Earnings Per Share (diluted)	Return on Equity	Recurring Income to Total Assets	Operating Margin
Fiscal Years Ended	Yen	Yen	%	%	%
March 31, 2009	55.11	54.99	4.3	5.3	9.0
March 31, 2008	81.85	81.41	6.7	8.8	14.6

Note: Equity in gain or loss of affiliated companies

Fiscal year ended March 31, 2009 Fiscal year ended March 31, 2008 (18) 23

(Millions of yen)

2) Consolidated Financial Position (Millions of yen, except for percentages and per share data)

	Total Assets	Net Assets	Equity Ratio	Net Assets Per Share
Fiscal Years Ended			%	Yen
March 31, 2009	213,194	148,724	69.1	1,280.92
March 31, 2008	212,134	148,193	69.3	1,280.50

Note: Total Equity Fiscal year ended March 31, 2009 147,318 (Millions of yen) Fiscal year ended March 31, 2008 147,034

3) Consolidated Statements of Cash Flows

(Millions of yen)

	From Operating Activities	From Investing Activities	From Financing Activities	Closing Cash and Cash Equivalents
Fiscal Years Ended March 31, 2009	18,974	(10,991)	(3,044)	111,875
March 31, 2008	23,655	(5,805)	(3,404)	111,479

# 2. Dividends

	Dividend Per Share			Total Annual	Dividend Payout	Dividend on Equity		
	1Q	2Q	3Q	Year-end	Annual	Dividends Payment	Ratio (consolidated)	Ratio (consolidated)
Fiscal Years Ended					yen	million yen	%	%
March 31, 2008	_	10.00	_	20.00	30.00	3,412	36.7	2.4
March 31, 2009	_	10.00	_	20.00	30.00	3,450	54.4	2.3
March 31, 2010 (projection)	_	10.00	_	20.00	30.00	_	23.0	_

3. Consolidated Forecasts (April 1, 2009 to March 31, 2010) (Millions of yen, except for percentages)

	Net Sales		Operat Incom	O	Recurring Income		Net Income		Earnings Per Share
		%		%		%		%	yen
6 months ending Sept. 2009	90,000	32.4	12,500	33.0	12,500	28.8	<i>7,</i> 500	23.9	65.20
Full Year	180,000	32.7	25,000	103.6	25,000	122.0	15,000	136.8	130.40

#### 4. Others

- 1) Change in Scope of Consolidation and Application of the Equity Method: Addded: 1 (Square Enix Co., Ltd.)
- 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 stock)
  - 1. Number of shares issued and outstanding (including treasury stock) at year-end

Fiscal year ended March 31, 2009 115,305,996 Fiscal year ended March 31, 2008 115,117,896

2. Number of treeasury stock at year-end

 Fiscal year ended March 31, 2009
 295,813

 Fiscal year ended March 31, 2008
 291,928

# [REFERENCE] NON-CONSOLIDATED FINANCIAL RESULTS

### 1. Non-Consolidated Financial Results (April 1, 2008 to March 31, 2009)

1) Non-Consolidated Financial Results (Millions of yen, except for percentages and per share data)

	Net Sales	Operating Income	Recurring Income	Net Income
Fiscal Years Ended	%	%	%	%
March 31, 2009	31,454 (52.1)	7,087 (51.6)	6,922 (44.0)	3,858 (27.3)
March 31, 2008	65,719 4.6	14,629 (23.1)	12,357 (37.3)	5,304 (70.8)

	Earnings Per Share (basic)	Earnings Per Share (diluted)
Fiscal Years Ended	Yen	Yen
March 31, 2009	33.57	33.50
March 31, 2008	47.21	46.96

2) Non-Consolidated Financial Position (Millions of yen, except for percentages and per share data)

	Total Assets	Net Assets	Equity Ratio	Net Assets Per Share
Fiscal Years Ended March 31, 2009	189,332	150,491	% 79,3	Yen 1,304.93
,	,	,		,
March 31, 2008	195,534	149,407	76.4	1,300.46

Note: Total Equity Fiscal year ended March 31, 2009 150,080 (Millions of yen) Fiscal year ended March 31, 2008 149,326

### Disclaimer

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.

# Operation Highlights of Fiscal Year Ended March 31, 2009

The Square Enix group (the "Group") has been making determined efforts to strengthen the foundation and profitability of its business segments of Games (Offline), Games (Online), Mobile Phone Content, Amusement, Publication, and Others.

The Group has been pursuing fundamental R&D activities to obtain advanced information technologies, which are crucial to promote network-related businesses, and to apply such technologies to our products and services.

The Company has become a pure holding company since October 1, 2008.

Consolidated financial results for the fiscal year ended March 31, 2009 are as follows:

Net sales ¥135,693 million (down 8.0% from results for the previous fiscal year),

Operating income ¥12,277 million (down 42.9%, ditto),
Recurring income ¥11,261 million (down 40.3%, ditto), and
Net income ¥6,333 million (down 31.1%, ditto).

# **Operating Results by Business Segment**

### Games (Offline)

The Group plans, develops and distributes games for game consoles (including handheld game machines) and personal computers. The Group also handles localization of games developed and distributed in Japan, which are distributed overseas principally by two wholly owned subsidiaries of the Company. Distribution of games is handled by SQUARE ENIX, INC in North America, and by SQUARE ENIX LTD in Europe and other regions that use the PAL video format.

During the fiscal year under review, the Group released a number of titles for Nintendo DS, including "DRAGON QUEST V" (released in Japan, North America and Europe) and "CHRONO TRIGGER "(released in Japan, North America and Europe). The Group also released "DISSIDIA FINAL FANTASY" (released in Japan) and "CRISIS CORE – FINAL FANTASY VII-" (released in Europe) for PlayStation Portable, as well as "THE LAST REMNANT" (released in Japan, North America and Europe) and "STAR OCEAN 4 – THE LAST HOPE-" (released in Japan and North America) for XBOX 360.

Consequently, sales in the Games (Offline) segment totaled ¥36,343 million (down 12.6% from the previous fiscal year), and operating income amounted to ¥4,162 million (down 53.1%, *ditto*).

# Games (Online)

The Group plans, develops, distributes and operates network-compliant online games.

The Group operates "FINAL FANTASY XI" ("FFXI"), an MMORPG (massively multi-player online role-playing game) with approximately 500,000 paying subscribers in Japan, North America and Europe.

Consequently, sales in the Games (Online) segment totaled ¥10,629 million (down 12.1% from the previous fiscal year), and operating income amounted to ¥3,087million (down 47.5%, *ditto*).

### **Mobile Phone Content**

The Group plans, develops and provides content for mobile phones, and provides a wide range of mobile content services, including ring tones, wallpapers, game and portals. Led by such portal services as "DRAGON QUEST" and "FINAL FANTASY," the service lineup leverages the Group's strength in original content.

Consequently, sales in the Mobile Phone Content segment totaled \(\frac{\text{\frac{47}}}{092}\) million (up 7.8% from the previous fiscal year), and operating income amounted to \(\frac{\text{\frac{43}}}{3689}\) million (up 109.7%, \(ditto\)).

### **Publication**

The Group publishes comic magazines, comic books, and game related books including game strategy books.

In the fiscal year under review, comic collections taken from regular monthly magazine serials such as "Kuroshitsuji" and "SOUL Eater" contributed to increase of sales of this segment, due to TV broadcasting of animated film version of these comics.

Consequently, sales in the Publication segment totaled ¥12,985 million (up16.4% from the previous fiscal year), and operating income amounted to ¥3,540 million (down 2.4%, *ditto*).

#### Amusement

This segment includes results from all businesses of the Taito group, along with amortization of goodwill relating to consolidation of the Taito group into the Group.

Although arcade operations upon a like-for-like basis demonstrated better performance than competitors, this segment was not in good shape in the fiscal year under review.

Consequently, sales in the Amusement segment amounted to ¥58,269 million (down 15.7% from the previous fiscal year), and operating loss was totaled ¥944 million (the segment recorded operating income of ¥3,129 million in the previous fiscal year).

### Others

The Others segment covers the planning, production, distribution and licensing of SQUARE ENIX titles' derivative products, and the operation of a game creator training school.

In the fiscal year under review, the successful distribution of a kids' card game machines distributed by Square Enix Co., Ltd., including "DRAGON QUEST Monster Battleroad" and "LORD of VERMILION" have contributed to the earnings of this segment.

Consequently, sales in the Others segment amounted to \(\frac{\text{\$\text{\$\text{\$\text{\$}}}}}{270}\) million (up 37.4% from the previous fiscal year), and operating income totaled \(\frac{\text{\$\text{\$\text{\$\text{\$}}}}}{2370}\) million (down1.8%, ditto).

# Consolidated Financial Statements for Fiscal Year Ended March 31, 2009

# **Consolidated Balance Sheet**

Mil	lions	of	yen)	١

		(Willions of yell)
	As of March 31, 2008	As of March 31, 2009
Assets		
Current assets		
Cash and deposits	111,515	111,981
Notes and accounts receivable	17,738	15,432
Inventories	4,268	_
Merchandises and finished goods	_	4,917
Work in progress	_	291
Raw materials and supplies	_	581
Content production account	14,793	18,392
Deferred tax assets	4,158	3,882
Other	3,642	3,179
Allowance for doubtful accounts	(385)	(270)
Total current assets	155,730	158,387
Non-current assets	•	
Property and equipment		
Buildings and structures	17,024	16,467
Accumulated depreciation	(11,641)	(11,849)
Buildings and structures (net)	5,382	4,618
Tools and fixtures	11,357	11,577
Accumulated depreciation	(8,124)	(8,274)
Tools and fixtures (net)	3,233	3,302
Amusement equipment	31,393	21,344
Accumulated depreciation	(25,486)	(18,753)
Amusement equipment (net)	5,906	2,590
Other	19	56
Accumulated depreciation	(15)	(20)
Other (net)	3	36
Land	5,404	8,515
Construction in progress	8	19
Total property and equipment	19,939	19,082
Intangible assets		
Goodwill	18,883	17,771
Other	1,140	925
Total intangible assets	20,024	18,697
Investments and other assets		
Investment securities	656	2,063
Long-term loans	171	360
Rental deposits	13,235	12,327
Construction cooperation fund	1,524	1,249
Claim in bankruptcy	327	376
Deferred tax assets	852	952
Other	621	528
Allowance for doubtful accounts	(948)	(831)
Total investment and other assets	16,440	17,027
Total non-current assets	56,404	54,806
Total assets	212,134	213,194
1.55.55	,101	

	As of March 31, 2008	As of March 31, 2009
Liabilities		
Current liabilities		
Notes and accounts payable	10,704	10,097
Short-term loans	26	26
Other accounts payable	3,912	2,884
Accrued expenses	1,859	1,503
Accrued corporate taxes	763	3,239
Accrued consumption taxes	699	686
Advance payments received	1,145	563
Deposits received	551	517
Reserve for bonuses	1,802	1,413
Allowance for sales returns	1,135	1,598
Allowance for game arcade closings	226	445
Other	257	499
Total current liabilities	23,082	23,477
Non-current liabilities		
Corporate bond	37,000	37,000
Allowance for retirement benefits	1,528	1,644
Allowance for directors' retirement benefits	215	236
Allowance for game arcade closings	796	721
Other	1,318	1,390
Total non-current liabilities	40,858	40,992
Total liabilities	63,940	64,469
Net assets		
Shareholders' equity		
Common stock	14,928	15,134
Capital surplus reserve	44,169	44,375
Retained earnings	90,295	93,220
Treasury stock	(841)	(852)
Total shareholders' equity	148,552	151,879
Valuation and translation adjustment		
Unrealized gains on revaluation of other investment securities	(12)	(71)
Foreign currency translation adjustment	(1,504)	(4,488)
Total Valuation and translation adjustment	(1,517)	(4,560)
Stock acquisition rights	81	410
Minority interests in consolidated subsidiaries	1,077	995
Total net assets	148,193	148,724
Total liabilities and net assets	212,134	213,194

# **Consolidated Statements of Income**

	Fiscal Year ended	(Millions of yen) Fiscal Year ended
	March 31, 2008	March 31, 2009
Net sales	147,516	135,693
Cost of sales	81,201	79,527
Gross profit	66,314	56,166
Reversal of allowance for sales returns	2,271	1,135
Provision for allowance for sales returns	1,135	1,598
Net gross profit	67,450	55,703
Selling, general and administrative expenses	·	,
Packaging freight charge	2,421	2,169
Advertising expense	5,892	5,546
Sales promotion expense	642	417
Provision for doubtful accounts	8	_
Compensation for directors	567	456
Salary	15,889	14,097
Provision to reserve for bonuses	1,403	1,755
Net periodic pension costs	36	353
Provision to reserve for directors' retirement benefits	47	20
Welfare expense	2,024	1,799
Rental expense	2,483	2,375
Commissions paid	3,209	3,399
Depreciation and amortization	1,463	1,397
Other	9,839	9,637
Total Selling, general and administrative expenses	45,929	43,426
Operating income	21,520	12,277
Non-operating income	·	·
Interest income	959	696
Dividends received	2	12
Rental income	70	43
Investment profit on equity method	23	_
Facilities' installation cooperation fees	52	_
Miscellaneous income	258	157
Total non-operating income	1,367	909
Non-operating expenses		
Interest expenses	0	1
Foreign exchange loss	1,858	1,715
Loss on disposal of inventories	119	_
Loss on write-off of content production account	1,799	_
Loss on inventory evaluation	170	_
Investment loss on equity method	_	18
Miscellaneous loss	75	189
Total non-operating expenses	4,023	1,925
Recurring income	18,864	11,261

	Fiscal Year ended March 31, 2008	Fiscal Year ended March 31, 2009
Extraordinary gain		
Gain on sale of investment securities	64	0
Gain on divesture of business	47	_
Reversal of allowance for doubtful account	204	13
Reversal of allowance for game arcade closings	1,098	_
Reversal of allowance for obligation related to legal proceedings	<del>-</del>	181
Other	24	33
Total extraordinary gain	1,439	228
Extraordinary loss		
Loss on sale of property and equipment	145	26
Loss on disposal of property and equipment	950	790
Impairment loss	9	859
Loss on write-off of bad debts	170	_
Loss on evaluation of investment securities	55	120
Loss on disposal and write-down of assets associated with		
business restructuring	1,302	_
Severance payments associated with business restructuring	45	30
Accelerated amortization of goodwill	136	_
Provision of allowance for doubtful accounts	452	_
Provision of allowance for game arcade closings	54	286
Legal settlement payment	156	15
Other	140	221
Total extraordinary loss	3,618	2,350
Income before income taxes and distribution of loss in		
partnership (tokumei-kumiai)	16,685	9,139
Distribution of loss in partnership (tokumei-kumiai)	4	(14)
Income before income taxes	16,681	9,153
Corporate, resident and enterprise taxes	1,865	4,502
Refunded income taxes	(424)	(1,841)
Deferred income taxes	6,116	198
Total income taxes	7,558	2,859
Minority interest in consolidated subsidiaries	(73)	(39)
Net income	9,196	6,333

# **Consolidated Statements of Cash Flows**

	P!1V- 1-1	(Millions of yen	
	Fiscal Year ended March 31, 2008	Fiscal Year ende March 31, 200	
Cash flows from operating activities			
Income before income taxes	16,681	9,15	
Depreciation and amortization	9,933	6,97	
Impairment loss	9,933	85	
(Decrease) in allowance for doubtful accounts	(4,949)		
(Decrease) in reserve for bonuses	· · /	(22)	
·	(69)	(38)	
Increase (decrease) in allowance for sales returns	(1,136)	57	
Increase (decrease) in allowance for retirement benefits	(640)	11	
Increase (decrease) in allowance for directors' retirement benefits	(46)	2	
Increase (decrease) in allowance for game arcade closings	(1,795)	18	
Interest and dividends received	(962)	(70	
Interest expenses	0		
Foreign exchange loss	1,670	1,2	
Losses (gain) on sale of investment securities	(64)		
Losses on investments in securities	55	1	
Losses on disposal of property and equipment	950	7	
Losses on sale of property and equipment	145	,	
(Gain) on divesture of business			
	(47)	1.1	
Amortization of goodwill	1,230	1,1	
Accelerated amortization of goodwill	136		
Losses on disposal and write-down of assets associated with business restructuring	789		
Decrease in accounts receivable	2,940	1,5	
(Increase) in inventories	(2,365)	(4,27	
Increase (decrease) in purchase liabilities	(3,095)	1,4	
(Decrease) in accrued consumption taxes	(249)	. (	
Decrease (increase) in other current assets	(206)	1,9	
Decrease in other non-current assets	4,827	1,5	
	·		
(Decrease) in other current liabilities	(1,809)	(1,54	
Other	1,416	5	
Subtotal	23,345	19,7	
Interest and dividends received	974	7	
Interest paid	(0)	(	
Income taxes paid	(663)	(1,47	
Net cash provided by operating activities	23,655	18,9	
ash flows from investing activities	·		
Payments for acquiring time deposits	(62)	(8	
Proceeds from withdrawal from time deposits	31	(0	
•		(36,00	
Payments for acquiring short-term securities	(4,014)	`	
Proceeds from sale of short-term securities	4,014	36,0	
		(1,50	
Payments for acquiring investment securities	(347)	` '	
Payments for acquiring investment securities Proceeds from sale of investment securities	(347) 155	( )	
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Proceeds from sale of investment securities Payments for acquiring property and equipment	155	(9,98	
Proceeds from sale of investment securities Payments for acquiring property and equipment Proceeds from sale of property and equipment	155 (6,597) 59	(9,98 1	
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Proceeds from sale of investment securities Payments for acquiring property and equipment Proceeds from sale of property and equipment Payments for acquiring intangible assets Proceeds from sale of intangible assets Payments for acquisition of shares in consolidated subsidiary Proceeds from sale of shares in consolidated subsidiary Proceeds from divesture of business Proceeds from return of guarantee money deposited Payments for provision of guarantee money Other Net cash (used in) by investing activities ash flows from financing activities Proceeds from exercise of stock options Payments for acquisition of treasury stock Payments for dividends Payments for dividends for minority interests	155 (6,597) 59 (259) 0 (90) 113 47 1,903 (591) (168) (5,805) 780 (301) (3,882) (2)	(9,98 1 (14 (14 (16 (42 (10,99 4 (1) (3,44	
Proceeds from sale of investment securities Payments for acquiring property and equipment Proceeds from sale of property and equipment Payments for acquiring intangible assets Proceeds from sale of intangible assets Payments for acquisition of shares in consolidated subsidiary Proceeds from sale of shares in consolidated subsidiary Proceeds from divesture of business Proceeds from return of guarantee money deposited Payments for provision of guarantee money Other Net cash (used in) by investing activities ash flows from financing activities Proceeds from exercise of stock options Payments for acquisition of treasury stock Payments for dividends Payments for dividends for minority interests Other	155 (6,597) 59 (259) 0 (90) 113 47 1,903 (591) (168) (5,805)  780 (301) (3,882) (2) 1	(9,98 1 (14 (14 (16 (42 (10,99 4 (1) (3,44	
Proceeds from sale of investment securities Payments for acquiring property and equipment Proceeds from sale of property and equipment Payments for acquiring intangible assets Proceeds from sale of intangible assets Payments for acquisition of shares in consolidated subsidiary Proceeds from sale of shares in consolidated subsidiary Proceeds from divesture of business Proceeds from return of guarantee money deposited Payments for provision of guarantee money Other Net cash (used in) by investing activities ash flows from financing activities Proceeds from exercise of stock options Payments for acquisition of treasury stock Payments for dividends Payments for dividends Payments for dividends for minority interests Other Net cash (used in) by financing activities	155 (6,597) 59 (259) 0 (90) 113 47 1,903 (591) (168) (5,805)  780 (301) (3,882) (2) 1 (3,404)	(9,98 1 (14 (14 (16 (42 (10,99 4 (1 (3,44 (3,04	
Proceeds from sale of investment securities Payments for acquiring property and equipment Proceeds from sale of property and equipment Payments for acquiring intangible assets Proceeds from sale of intangible assets Payments for acquisition of shares in consolidated subsidiary Proceeds from sale of shares in consolidated subsidiary Proceeds from divesture of business Proceeds from return of guarantee money deposited Payments for provision of guarantee money Other Net cash (used in) by investing activities Cash flows from financing activities Proceeds from exercise of stock options Payments for acquisition of treasury stock Payments for dividends Payments for dividends for minority interests Other Net cash (used in) by financing activities  ffect of exchange rate changes on cash and cash equivalents	155 (6,597) 59 (259) 0 (90) 113 47 1,903 (591) (168) (5,805)  780 (301) (3,882) (2) 1	(9,98 11 (14 (14 (16 (42 (10,99 4 (1 (3,44 (3,04	
Proceeds from sale of investment securities Payments for acquiring property and equipment Proceeds from sale of property and equipment Payments for acquiring intangible assets Proceeds from sale of intangible assets Payments for acquisition of shares in consolidated subsidiary Proceeds from sale of shares in consolidated subsidiary Proceeds from divesture of business Proceeds from return of guarantee money deposited Payments for provision of guarantee money Other Net cash (used in) by investing activities ash flows from financing activities Proceeds from exercise of stock options Payments for acquisition of treasury stock Payments for dividends Payments for dividends for minority interests Other Net cash (used in) by financing activities ffect of exchange rate changes on cash and cash equivalents	155 (6,597) 59 (259) 0 (90) 113 47 1,903 (591) (168) (5,805)  780 (301) (3,882) (2) 1 (3,404)	(9,98 1 (14 (14 (16 (42 (10,99 4 (1 (3,44 (3,04 (4,47	
Proceeds from sale of investment securities Payments for acquiring property and equipment Proceeds from sale of property and equipment Payments for acquiring intangible assets Proceeds from sale of intangible assets Payments for acquisition of shares in consolidated subsidiary Proceeds from sale of shares in consolidated subsidiary Proceeds from divesture of business Proceeds from return of guarantee money deposited Payments for provision of guarantee money Other Net cash (used in) by investing activities Cash flows from financing activities Proceeds from exercise of stock options Payments for acquisition of treasury stock Payments for dividends Payments for dividends Payments for dividends for minority interests Other Net cash (used in) by financing activities ffect of exchange rate changes on cash and cash equivalents Let increase in cash and cash equivalents	155 (6,597) 59 (259) 0 (90) 113 47 1,903 (591) (168) (5,805)  780 (301) (3,882) (2) 1 (3,404) (2,756)	(9,98 11 (14 (14 (16 (42 (10,99 4 (1 (3,44 (4,47 4 111,4*	
Proceeds from sale of investment securities Payments for acquiring property and equipment Proceeds from sale of property and equipment Payments for acquiring intangible assets Proceeds from sale of intangible assets Payments for acquisition of shares in consolidated subsidiary Proceeds from sale of shares in consolidated subsidiary Proceeds from divesture of business Proceeds from return of guarantee money deposited Payments for provision of guarantee money Other Net cash (used in) by investing activities Cash flows from financing activities Proceeds from exercise of stock options Payments for acquisition of treasury stock Payments for dividends Payments for dividends for minority interests Other Net cash (used in) by financing activities Cash and cash equivalents at beginning of year	155 (6,597) 59 (259) 0 (90) 113 47 1,903 (591) (168) (5,805)  780 (301) (3,882) (2) 1 (3,404) (2,756) 11,689	(9,98 11 (14 (14 (16 (42 (10,99 4 (1 (3,44 (4,47 4)	
Proceeds from sale of investment securities Payments for acquiring property and equipment Proceeds from sale of property and equipment Payments for acquiring intangible assets Proceeds from sale of intangible assets Payments for acquisition of shares in consolidated subsidiary Proceeds from sale of shares in consolidated subsidiary Proceeds from divesture of business Proceeds from return of guarantee money deposited Payments for provision of guarantee money Other Net cash (used in) by investing activities Cash flows from financing activities Proceeds from exercise of stock options Payments for acquisition of treasury stock Payments for dividends Payments for dividends Payments for dividends for minority interests Other Net cash (used in) by financing activities Effect of exchange rate changes on cash and cash equivalents Set increase in cash and cash equivalents	155 (6,597) 59 (259) 0 (90) 113 47 1,903 (591) (168) (5,805)  780 (301) (3,882) (2) 1 (3,404) (2,756) 11,689 99,847	(9,98 11 (14 (14 (16 (42 (10,99 4 (1 (3,44 (4,47 4)	

# **Segment Information**

# 1. Consolidated Business Segment Information

### Fiscal Year ended March 31, 2008

(Millions of Yen) Games Games Publication Amusement Others Total (Offline) Content or unallocated (Online) Sales and operating income Net Sales (1) Sales to outside customers 6,474 41,588 12,098 11,158 67,632 8,564 147,516 147,516 (2) Intersegment sales (2,017)104 1,471 440 2,017 Total 41,588 12,098 6,579 11,158 69,104 9,005 149,533 (2,017)147,516 Operating expenses 32,705 6,218 4,820 7,532 65,974 5,681 122,931 3,064 125,996 Operating income 8,882 5,880 1,758 3,626 3,129 3,324 26,602 (5,082) 21,520 Assets, depreciation and capital expenditures Assets 64,345 18,118 7,697 10,588 68,380 13,266 182,397 29,736 212,134 7,544 Depreciation 375 428 43 5 730 9,127 805 9,933 Impairment loss 9 9 Capital expenditures 426 10 4,768 1,142 6,584 368 6,952

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
Amusement	All the businesses of the Taito group including Amusement Operation and Rental, Sales of Goods and Merchandise and Content Services
Others	Derivative products such as character merchandise, school for game
Others	designers

<sup>3.</sup> Unallocated operating expenses included in "Eliminations or unallocated" totaled ¥5,082 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 segments.

<sup>4.</sup> Unallocated assets included in "Eliminations or Unallocated" totaled \(\frac{Y}30,558\) million. These assets are mainly comprised of cash and cash deposits, deferred tax assets and property and equipment related to administrative department.

#### Fiscal Year ended March 31, 2009

(Millions of Yen) Games Games Publication Amusement Others Total Content or unallocated (Offline) (Online) Sales and operating income Net Sales (1) Sales to outside customers 10,580 12,984 12,088 135,693 36,340 7,078 56,620 135,693 1,996 (1,996) (2) Intersegment sales 281 48 13 0 1,648 Total 36,343 10,629 7,092 12,985 58,269 12,370 137,690 (1,996)135,693 Operating expenses 32,180 7,541 3,403 9,444 59,214 9,104 120,888 2,527 123,415 Operating income 4,162 3,087 3,689 3,540 (944)3,266 16,801 (4,523)12,277 Assets, depreciation and capital expenditures Assets 38,320 10,325 3,452 9,074 57,927 12,699 131,799 81,394 213,194 Depreciation 485375 20 13 4,741 666 6,301 676 6,978 859 Impairment loss 766 766 92 297 2 Capital expenditures 177 1 10,663 1,417 12,559 572 13,131

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
Amusement	All the businesses of the Taito group including Amusement Operation and Rental, Sales of Goods and Merchandise and Content Services
Others	Derivative products such as character merchandise, school for game designers

- 3. Unallocated operating expenses included in "Eliminations or unallocated" totaled ¥5,336 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 segments.
- Unallocated assets included in "Eliminations or Unallocated" totaled \(\frac{\pma}{2}\)82,368 million. These assets are mainly comprised of cash and cash deposits, deferred tax assets and property and equipment related to administrative department.
- 3. Effective from the fiscal year ended March 31, 2009, the "Accounting Standard for Measurement for Inventories" (ASBJ Statement No. 9; July 5, 2006) has been applied. In conjunction with application of the accounting standard, operating income declined 42 million yen for Games (Offline), 24 million yen for Games (Online) and 618 million yen for Amusement compared to the figures in accordance with prior accounting standard.

# 2. Consolidated Geographic Segment Information

### Fiscal Year ended March 31, 2008

						(Millio	ons of Yen)
	Japan	North America	Europe	Asia	Total	Eliminations or unallocated	Consolidated Total
Sales and operating income							
Net Sales							
(1) Sales to outside customers	127,643	12,035	7,217	620	147,516	_	147,516
(2) Intersegment sales	5,738	552	457	7	6,756	(6,756)	_
Total	133,381	12,588	7,674	628	154,273	(6,756)	147,516
Operating expenses	115,069	9,836	6,592	1,222	132,721	(6,725)	125,996
Operating income	18,312	2,751	1,081	(594)	21,551	(31)	21,520
Assets	202,922	12,387	4,804	1,825	221,939	(9,804)	212,134

- Notes: 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."
  - 4. There are no unallocated assets included in "Eliminations or Unallocated."

# Fiscal Year ended March 31, 2009

						(Millio	ons of Yen)
	Japan	North America	Europe	Asia	Total	Eliminations or unallocated	Consolidated Total
Sales and operating income							
Net Sales							
(1) Sales to outside customers	115,681	13,247	6,417	346	135,693	_	135,693
(2) Intersegment sales	5,908	175	302	21	6,407	(6,407)	_
Total	121,590	13,423	6,720	367	142,101	(6,407)	135,693
Operating expenses	112,949	10,694	5,733	444	129,821	(6,405)	123,415
Operating income	8,640	2,728	987	(77)	12,279	(1)	12,277
Assets	202,370	15,785	18,108	1,639	237,904	(24,710)	213,194
Assets	202,370	15,785	18,108	1,639	237,904	(24,710)	213,19

- Notes: 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."
  - 4. There are no unallocated assets included in "Eliminations or Unallocated."
  - 5. Changes in accounting policy
    - Effective from the current fiscal year ended March 31, 2009, the "Accounting Standard for Measurement for Inventories" (ASBJ Statement No. 9; July 5, 2006) has been applied. In conjunction with application of the accounting standard, operating income declined 645 million yen for "Japan" and 39 million yen for "Asia" compared to the figures in accordance with prior accounting standard.

### 3. Consolidated Overseas Sales

# Fiscal Year ended March 31, 2008

(Millions of Yen)

	North America	Europe	Asia	Total
I Overseas sales	13,358	7,896	1,118	22,373
II Consolidated sales	_	_	_	147,516
III Percentage of overseas sales to consolidated				
sales	9.1%	5.4%	0.8%	15.2%

Notes: 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 of Japan.

# Fiscal Year ended March 31, 2009

(Millions of Yen)

_	North America	Europe	Asia	Total
I Overseas sales	14,285	6,713	1,298	22,297
II Consolidated sales	_	_	_	135,693
III Percentage of overseas sales to consolidated				
sales	10.5%	5.0%	1.0%	16.5%

Notes: 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 of Japan.