



Financial Results Briefing Session

Six-Month Period Ended September 30, 2015

Six-Month Period Ended September 30, 2015

Briefing Session
Financial Results

November 6, 2015

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
Six-Month Period
Ended September 30, 2015

Financial Results(Consolidated)

Six-Month Period Ended September 30, 2015

(Billions of Yen)

	Apr-Sep 2014		Apr-Sep 2015		Changes
		%		%	
Net Sales	73.1	100%	86.4	100%	+13.2
Operating Income	8.5	12%	12.6	15%	+4.1
Recurring Income	8.9	12%	12.9	15%	+3.9
Net Income	5.7	8%	7.3	8%	+1.6

	Apr-Sep 2014	Apr-Sep 2015	Changes
Depreciation and Amortization	3.3	2.9	(0.4)
Capital Expenditure	3.0	2.6	(0.4)

Financial Results (Consolidated) by Segment for the Six-Month Period Ended September 30, 2015

1. Results for the Six-Month Period Ended September 30, 2015 (Billions of Yen)

	Digital Entertainment	Amusement	Publication	Merchandising	Eliminations or unallocated	Total
Net Sales	60.2	19.0	5.0	2.6	(0.4)	86.4
Operating Income	12.9	2.2	1.1	0.9	(4.5)	12.6
Operating Margin	21.5%	11.5%	21.2%	34.4%	-	14.6%

2. Results for the Six-Month Period Ended September 30, 2014 (Billions of Yen)

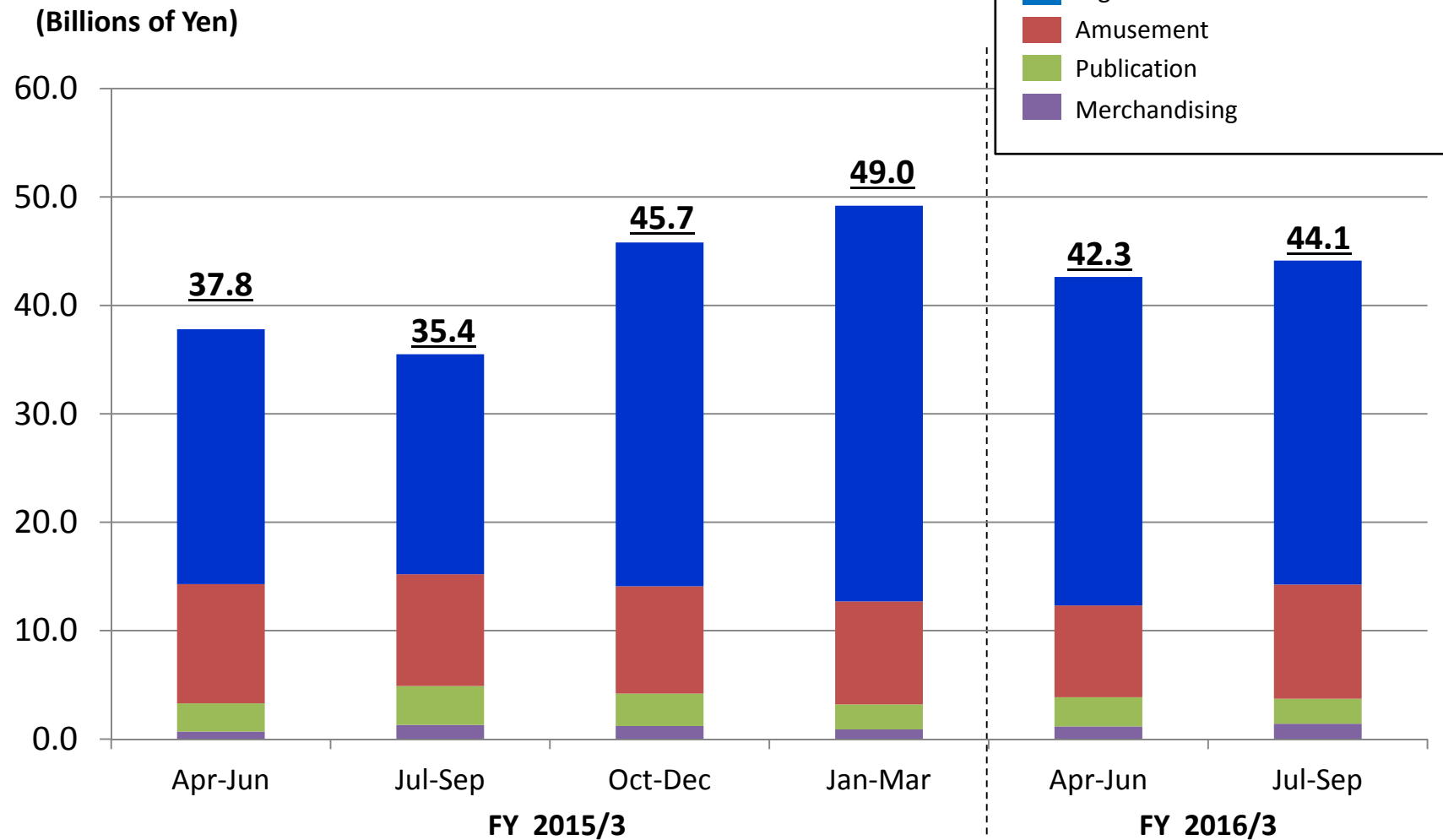
	Digital Entertainment	Amusement	Publication	Merchandising	Eliminations or unallocated	Total
Net Sales	43.8	21.3	6.2	1.9	(0.1)	73.1
Operating Income	7.9	2.4	1.8	0.6	(4.2)	8.5
Operating Margin	18.1%	11.1%	28.8%	31.5%	-	11.6%

3. Changes (1-2) (Billions of Yen)

	Digital Entertainment	Amusement	Publication	Merchandising	Eliminations or unallocated	Total
Net Sales	16.4	(2.3)	(1.2)	0.6	(0.3)	13.2
Operating Income	5.0	(0.2)	(0.7)	0.3	(0.3)	4.1

Changes in Quarterly Performances

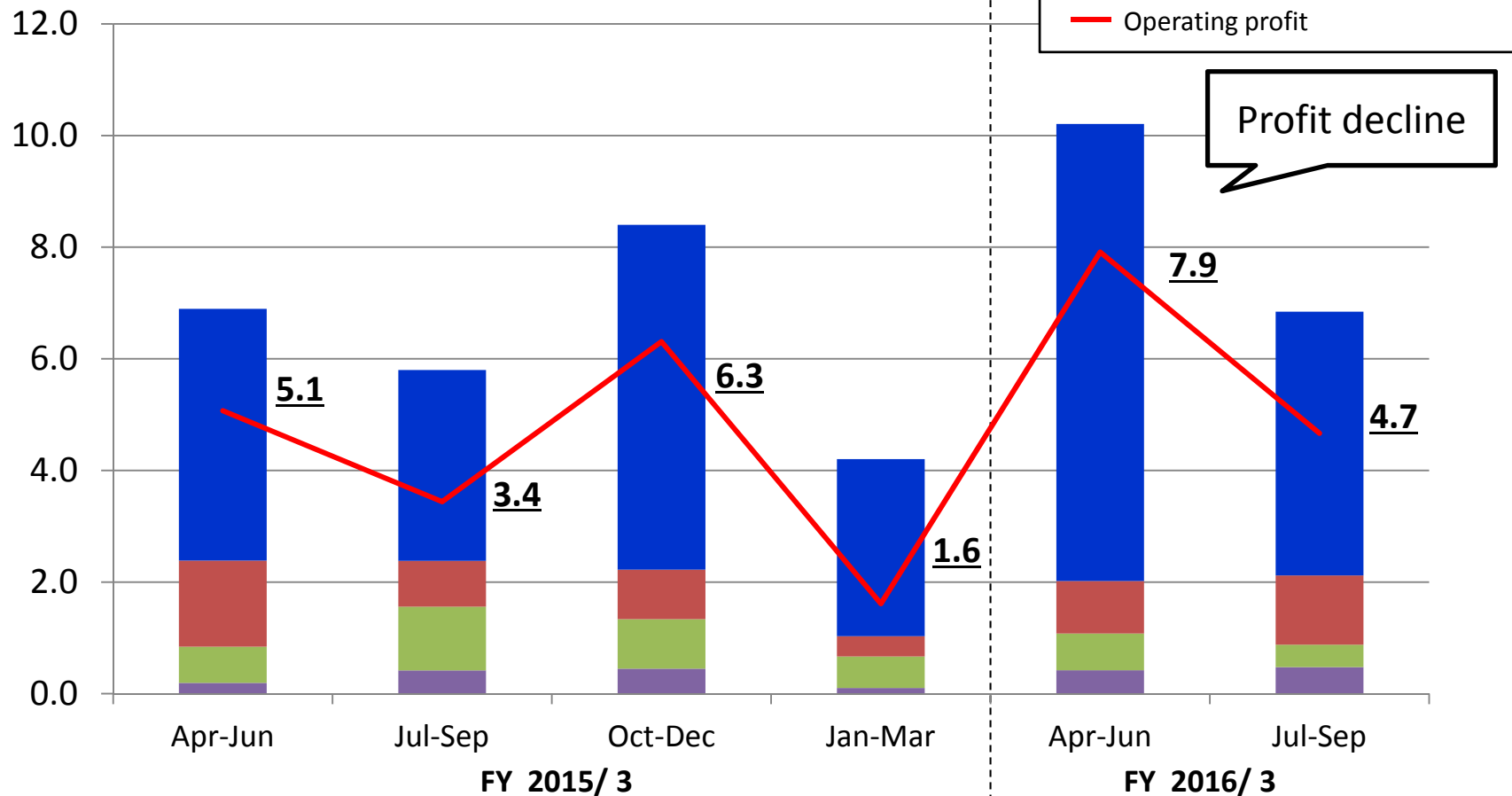
Consolidated Net Sales



Changes in Quarterly Performances

Consolidated Operating Profit

(Billions of Yen)



Changes in Quarterly Performances

Factors of Q on Q Declines

Operating Profit

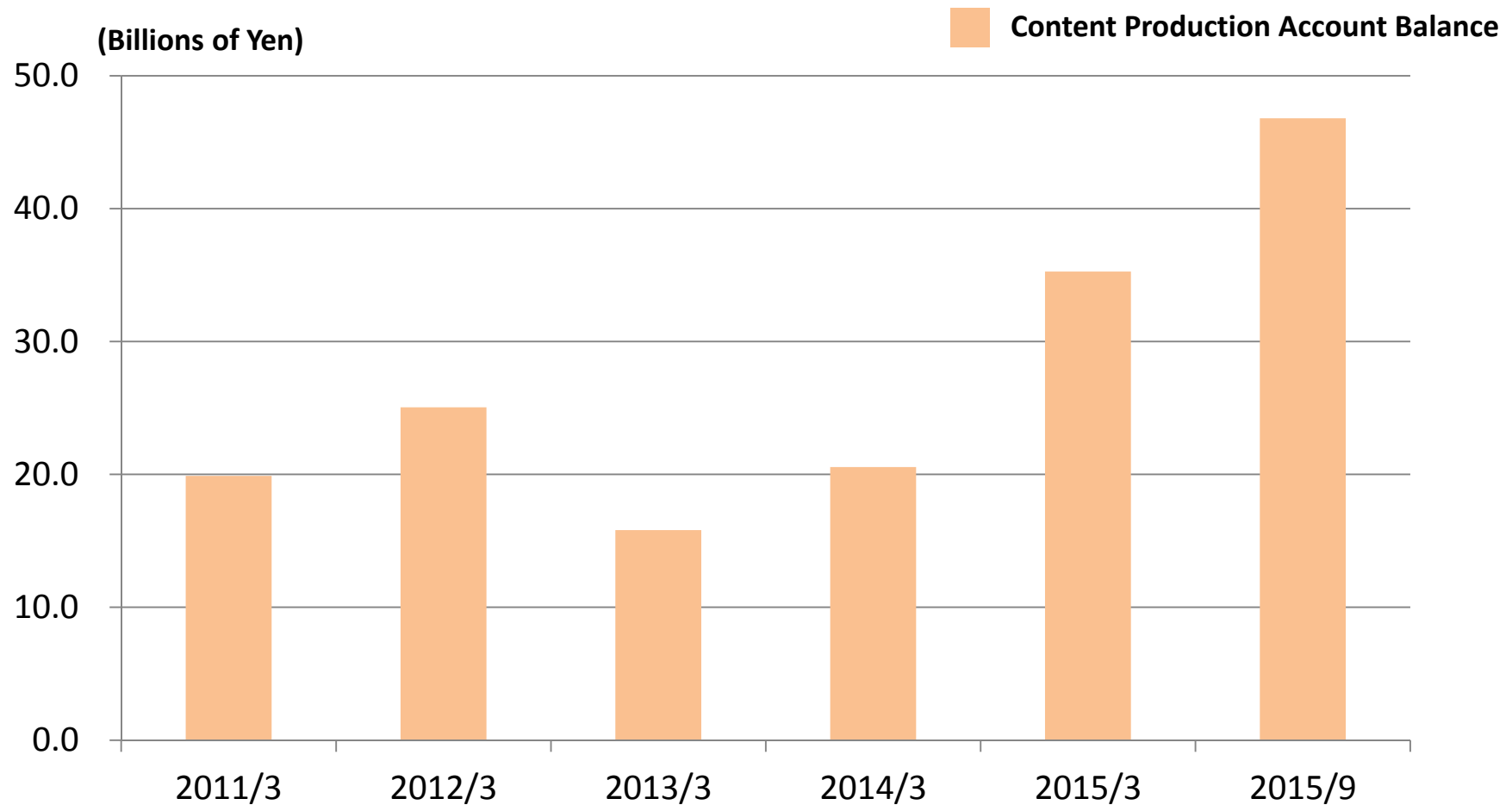
- Reactionary decline of MMO expansion disc sales
- Loss on evaluation of content
(Games for smart devices/PC browser)
- Advanced expense of advertisement for HD games and smart devices/PC browser games booked in Q2

Extraordinary Loss

- Loss on valuation of share of subsidiaries and associates

Trends in the Content Production Account Balance

Having major launches of AAA titles in Q3 and Q4, content production account has increased.



Progresses in Business Segments

Digital Entertainment Segment—HD Games



RISE OF THE TOMB RAIDER™

November 2015
Xbox One, Xbox 360

PC : Early 2016
PS4 : Holiday Season 2016

JUST CAUSE 3

December 2015
PS4, Xbox One and PC



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Digital Entertainment Segment—HD Games



February 2016
PS4, Xbox One and PC



March 2016
Digital Release
PS4, Xbox One and PC



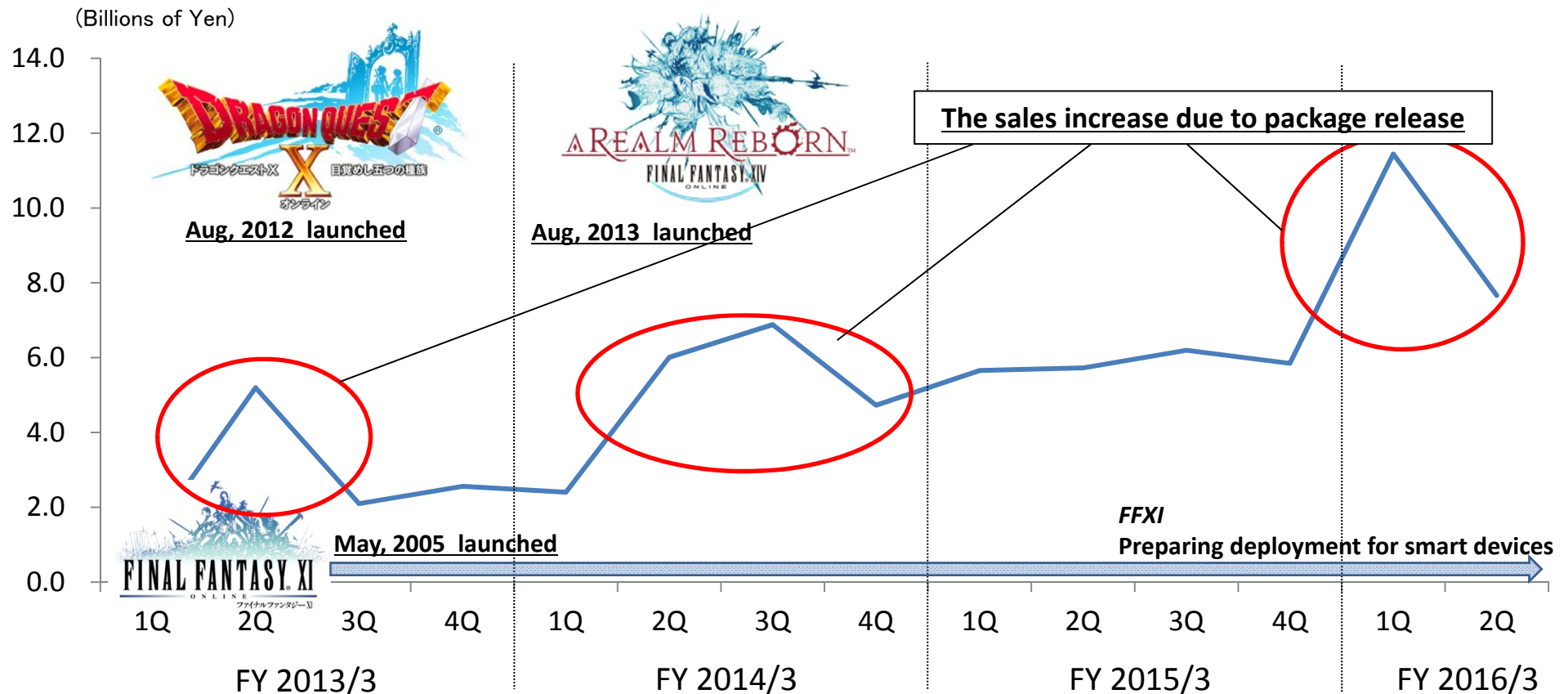
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Digital Entertainment Segment—MMO

**Quarterly Sales* : Has established a stable revenue base,
and achieved continuous revenue growth**

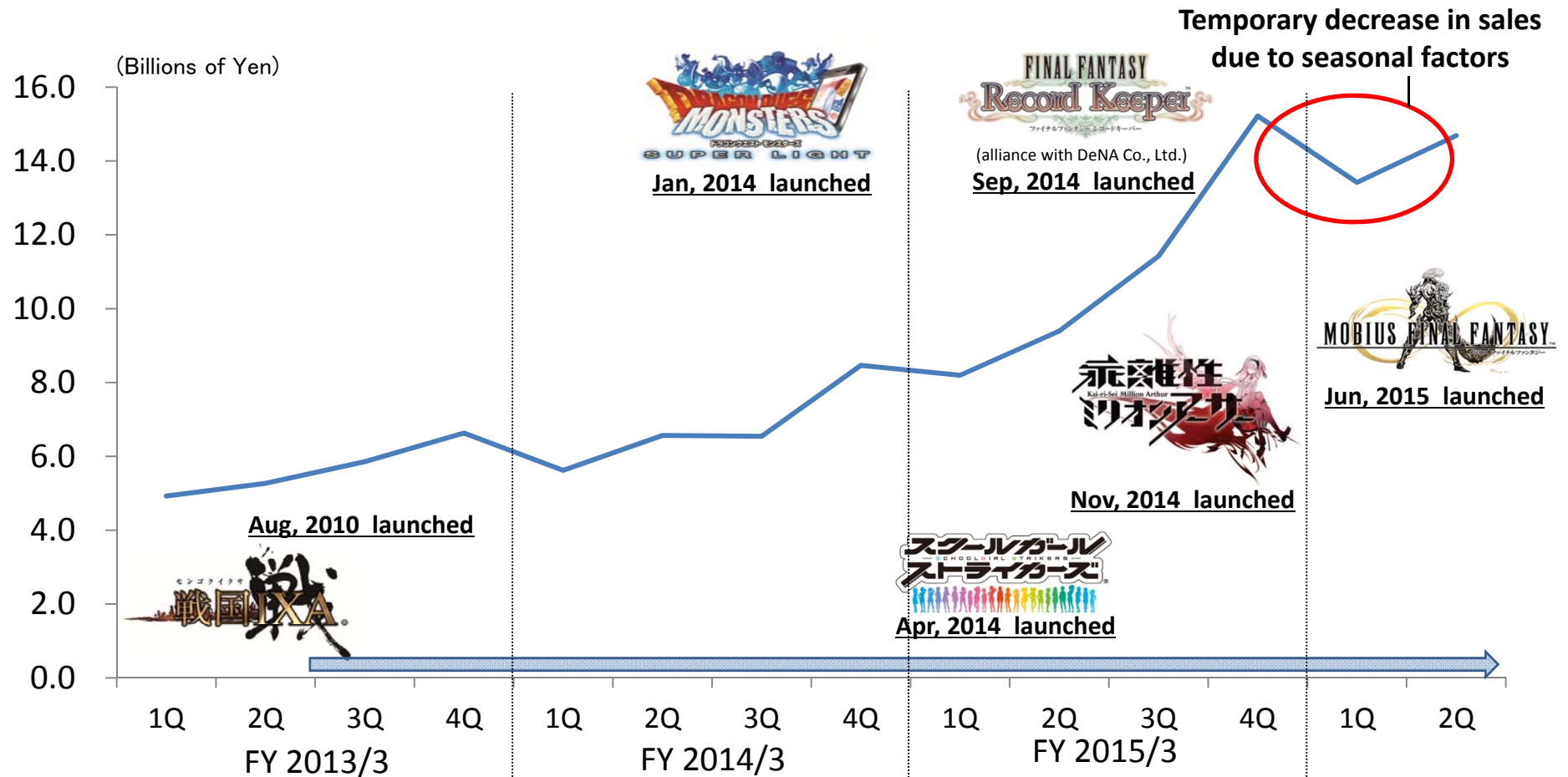
* Including disc sales



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Digital Entertainment Segment — Games for smart devices/PC browser

Quarterly Sales: solid growth with constant hit title releases



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Digital Entertainment Segment —

Games for smart devices/PC browser

～Top ranking F2P game apps (as of Nov, 2015) ～

	Jun, 2013	Jan, 2014	
FY 2014/3			
	Apr, 2014	Sep, 2014	Nov, 2014
FY 2015/3		 (alliance with DeNA Co., Ltd.)	
	Jun, 2015	Sep, 2015	
FY 2016/3			
	Oct, 2015		
			

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Amusement Segment

- Thanks to introduction of the e-Money Payment System, and focusing on foreigner tourists, the results were favorable.



- e-Money Payment System
Will install by the end of Mar, 2016:
Approx 9,800 units of multi e-Money terminal to 44 Taito's own stores.
- Types of available e-Money has expanded to accept train e-money such as "Suica" and "PASMO" (for the first time in the game arcade industry)
- The franchise stores will introduce the System shortly.



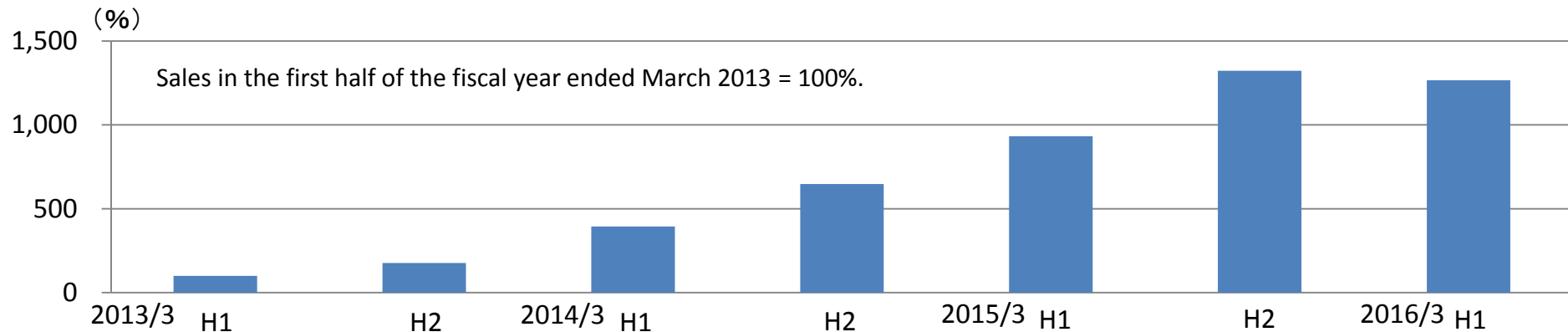
Will operate in sotres
on and after November 26, 2015



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Publication Segment

Semi-annual growth in digital publication sales



- Reactionary decline of net sales of the digital publication due to great number of hit titles in FY 2015/3. However the decrease is limited, and expecting mid-and-long term growth.
- Expanded digital distribution of comics to Mainland China through cooperation with NetEase.

Continue to drive media-mix deployment such as TV animation of comic titles.



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(On the air from Jul to Sep 2016)



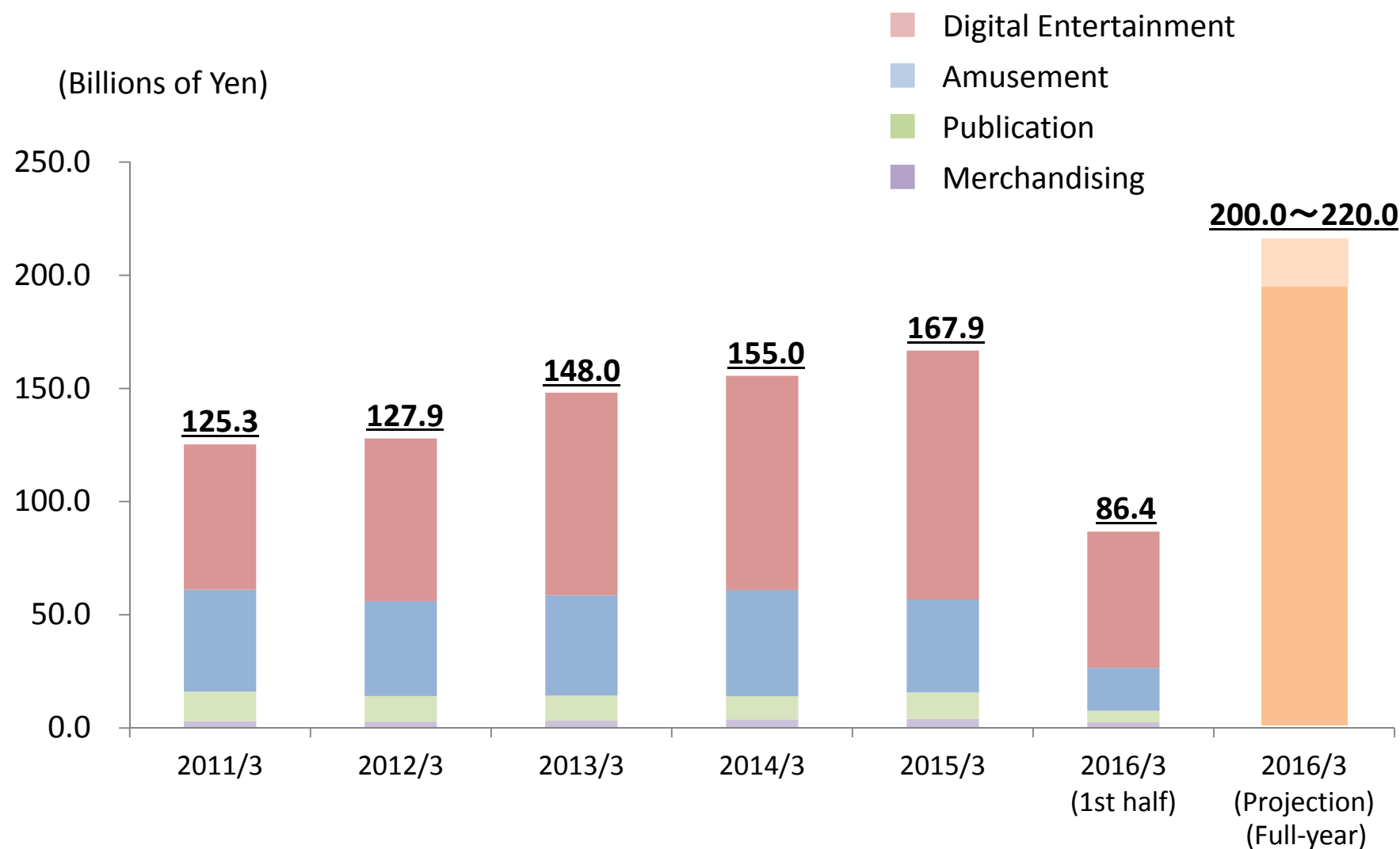
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(come on the air from Jan 2016)

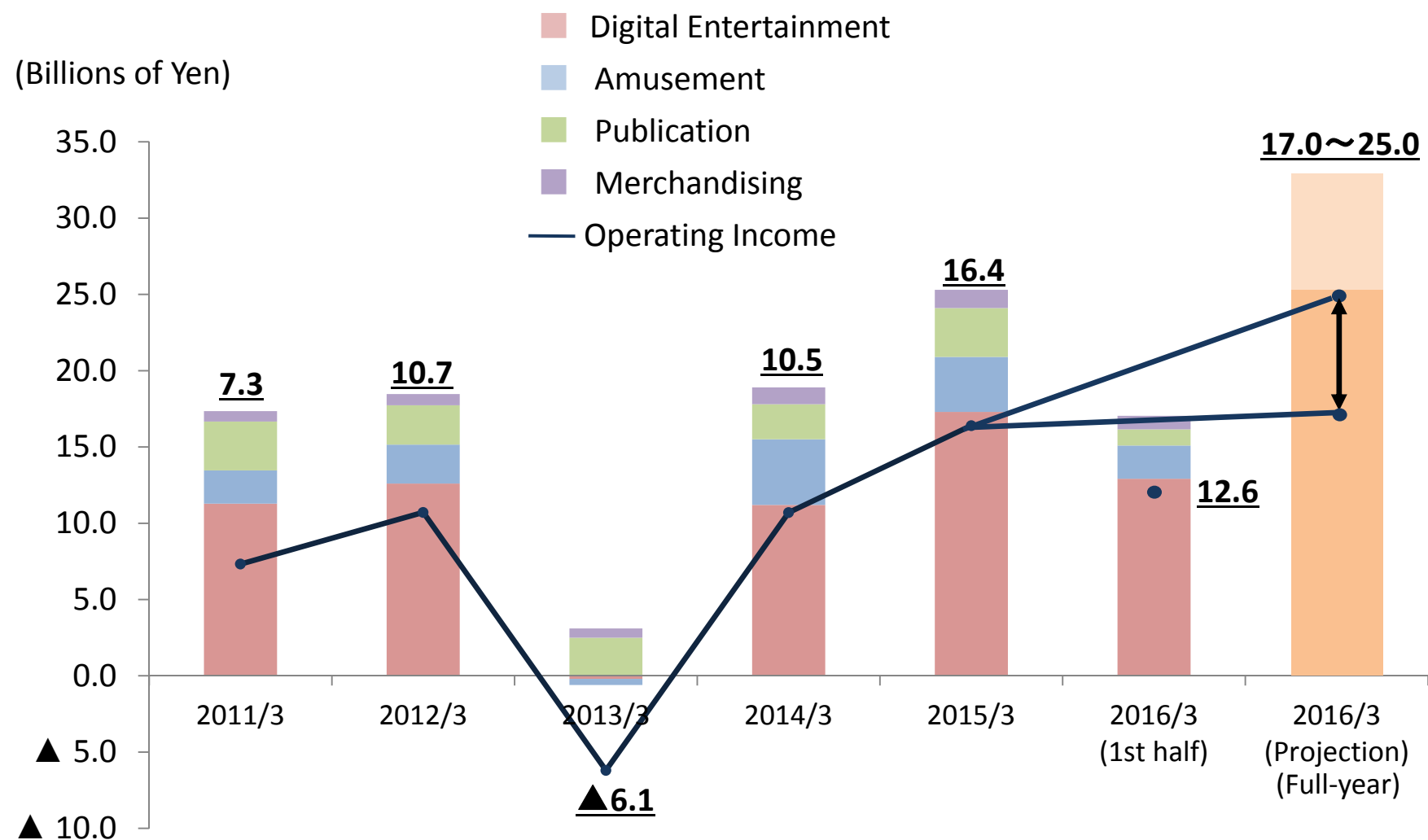


Appendix

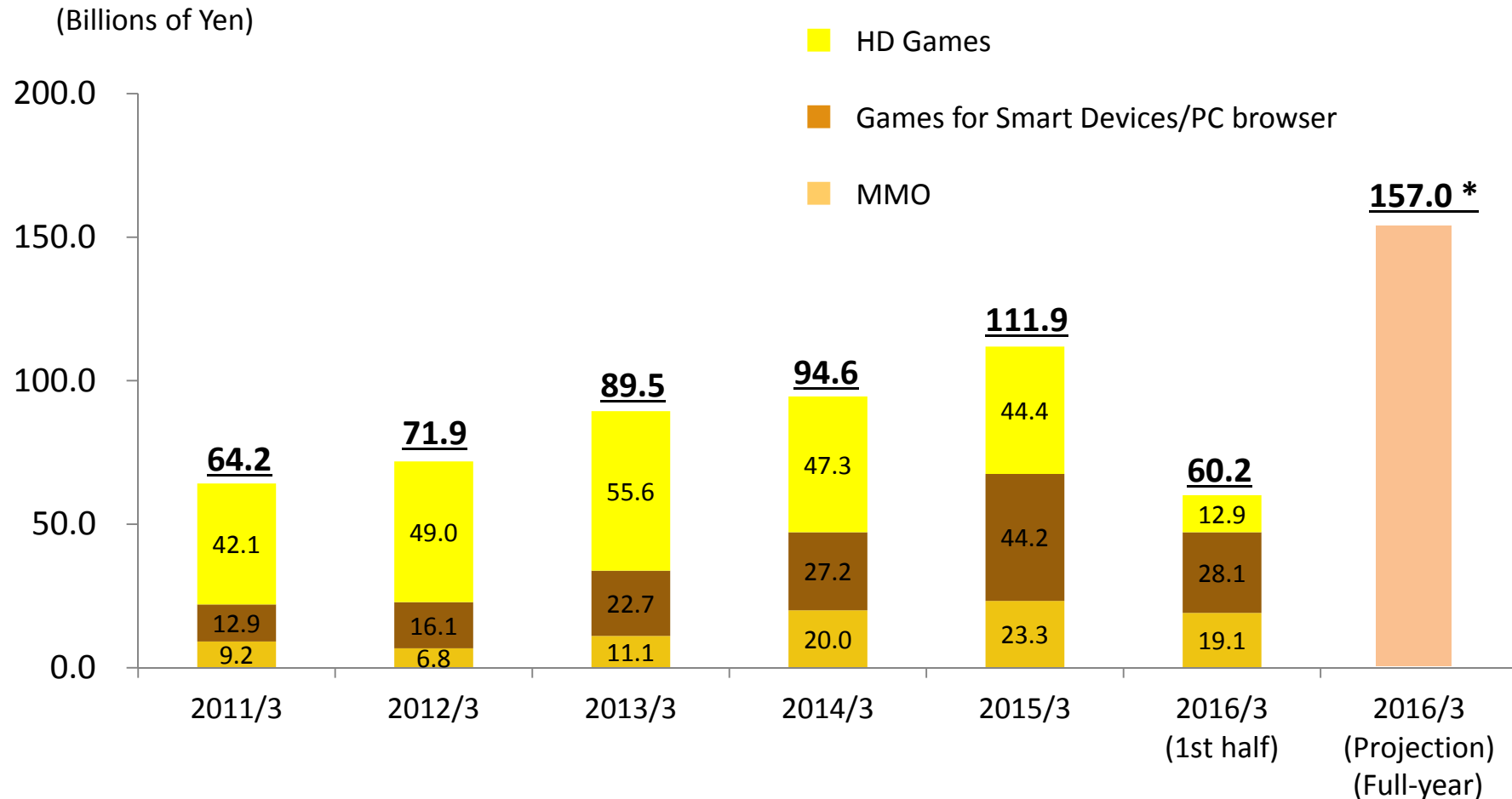
Net Sales by Business Segment



Operating Income by Business Segment



Digital Entertainment Segment — Net Sales



* Digital Entertainment segment's forecast number of Yen 157B for Fiscal Year ending March 31, 2016 corresponds to the intermediate scenario in the forecast range (consolidated net sales of Yen210B).

Digital Entertainment Segment — Units sold by region

Change in disclosure standards for number of game units sold by region

Before : Disc sales only

After : Disc sales + Download sales of full-length games newly released in the current and previous FYs (not including catalogue titles released before previous FY)

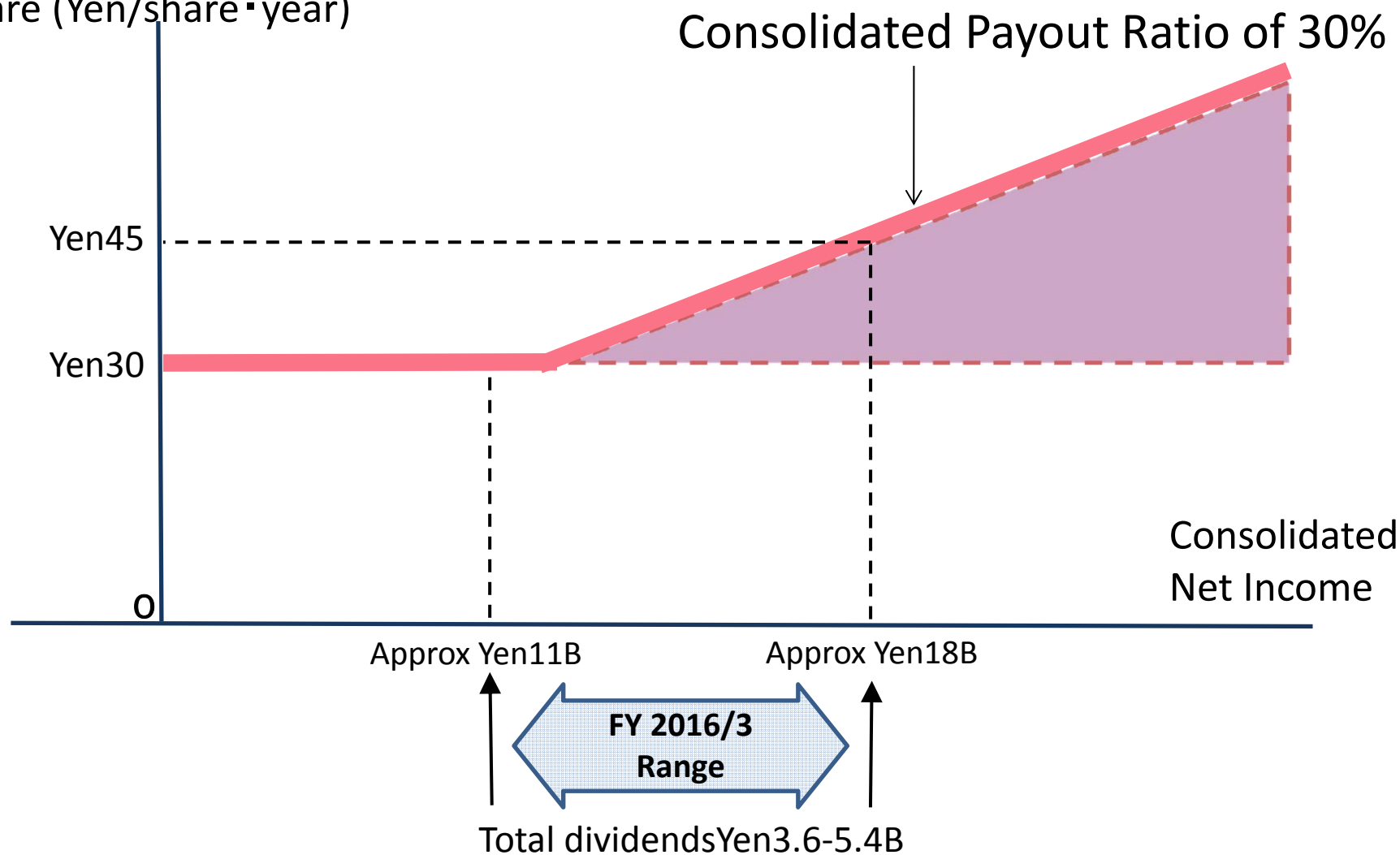
(Millions of Units Sold)

Region	Apr-Sep 2014 Results (Old Std.)	Apr-Sep 2014 Results (New Std.)	Apr-Sep 2015 Results (Old Std.)	Apr-Sep 2015 Results (New Std.)
Japan	1.36	1.59	1.94	2.32
North America/ Europe	3.95	5.06	1.70	4.23
Aisa, etc.	0.11	0.18	0.18	0.43
Total	5.42	6.83	3.82	6.98

(※) The above numbers cover both HD and MMO games, including third-party titles for distributorship arrangement.

Dividend Policy for FY 2016/3

Annual Dividend per Share (Yen/share・year)



※Based on the number of outstanding shares as of the end of March, 2015



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