
Corporate Strategy Meeting (Eidos Integration)

SQUARE ENIX®

April 22, 2009

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:

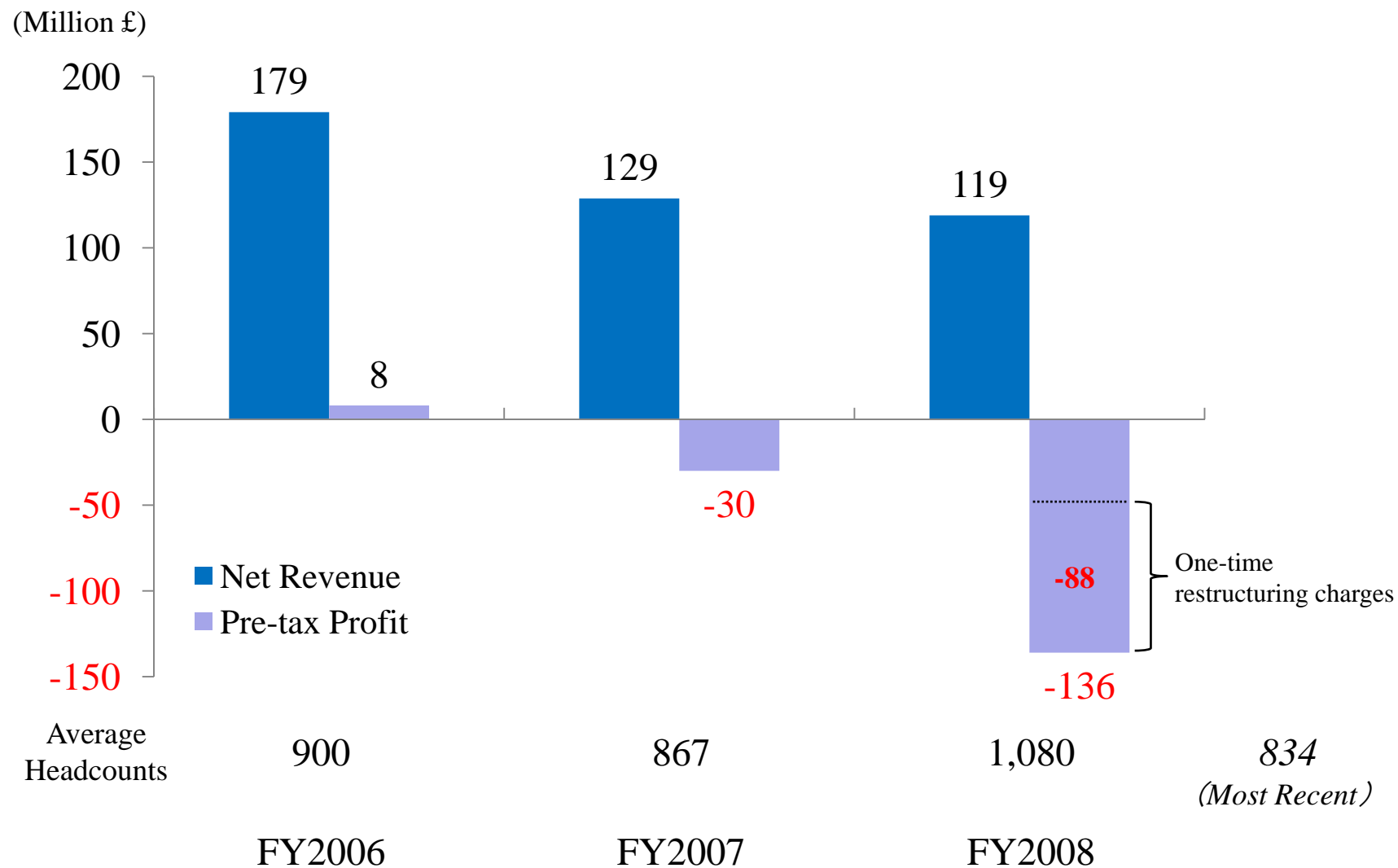
1. changes in economic conditions affecting our operations;
2. fluctuations in currency exchange rates, particularly with respect to the value of the Japanese yen, the U.S. dollar and the Euro;
3. SQUARE ENIX GROUP's ability to continue to win acceptance of our products and services, which are offered 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.

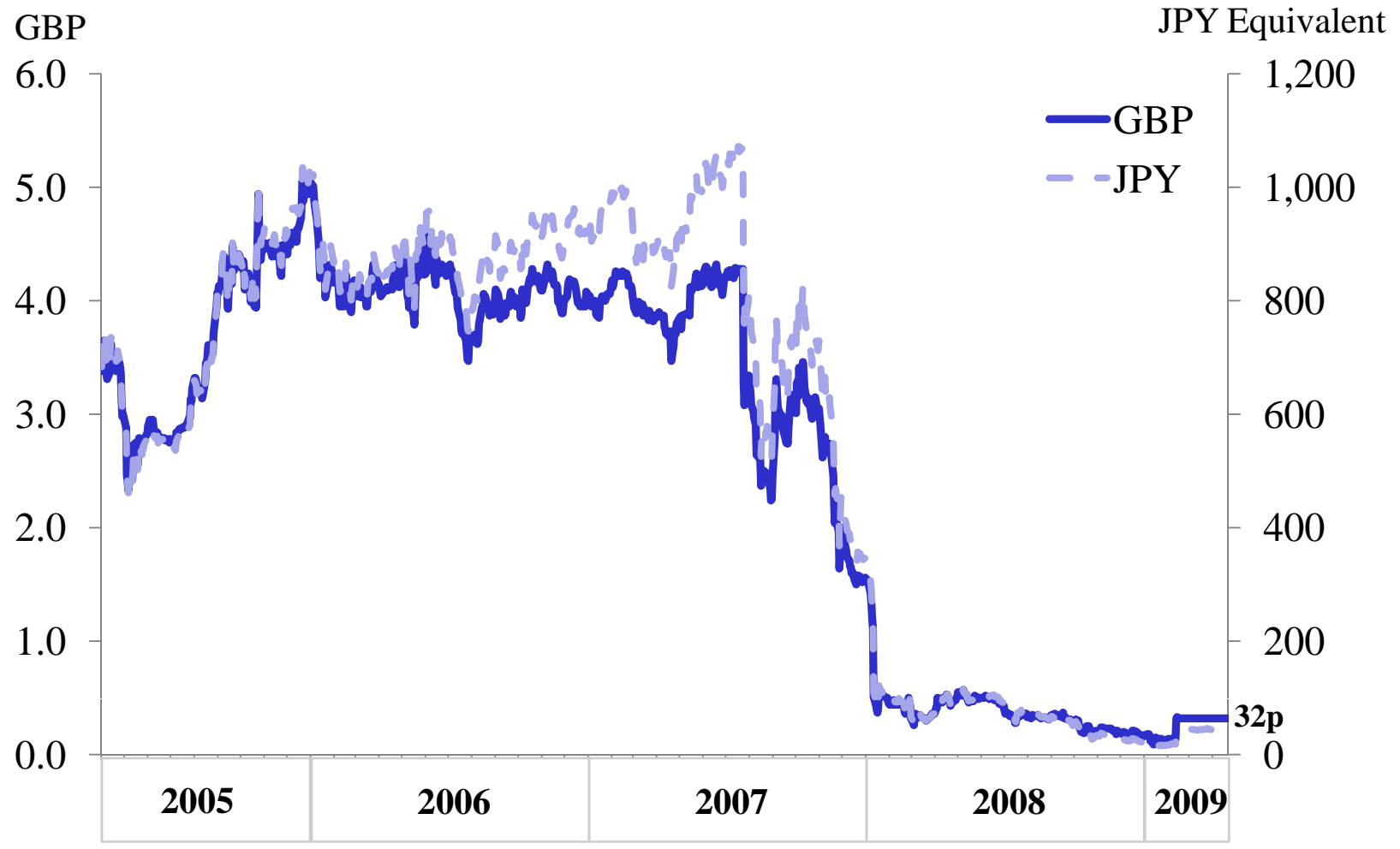
Profile of Eidos

Company Name	Eidos plc
Incorporation	November 1995 (Eidos Interactive was incorporated in 1990)
Location of Headquarters	United Kingdom (Wimbledon)
Principal Business	Development and publishing of interactive entertainment
Fiscal Year-end	June 30 (to be changed to March 31)
Major IPs	Tomb Raider, Hitman, Kane & Lynch, Deus Ex, etc.
Key Studios	Crystal Dynamics (U.S.), IO Interactive (Denmark), Eidos Montreal (Canada), etc.

Eidos Financial Highlights



Eidos Historical Stock Price



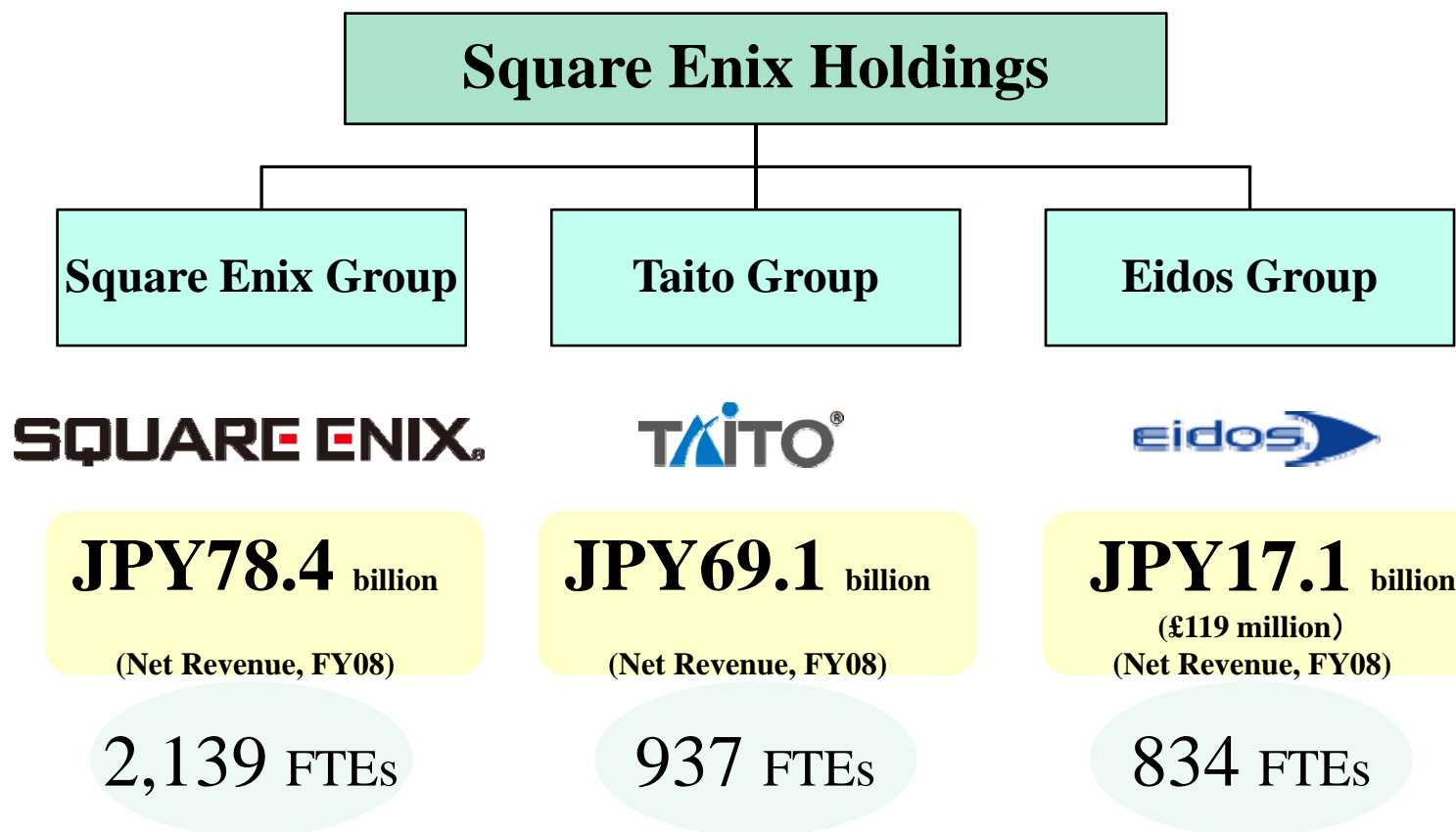
Source: Bloomberg

Summary of the Transaction

Transaction Method	Scheme of Arrangement
Effective Date	April 22, 2009
Offer Price	32 pence per share
Number of Shares Outstanding	263,586,730
Total Value of Outstanding Shares	Approx. £84.3 million (JPY 12.1 billion)
Financing	Internal Cash
Post-acquisition Ownership	100%

Exchange rate used for conversion: £1 = JPY144

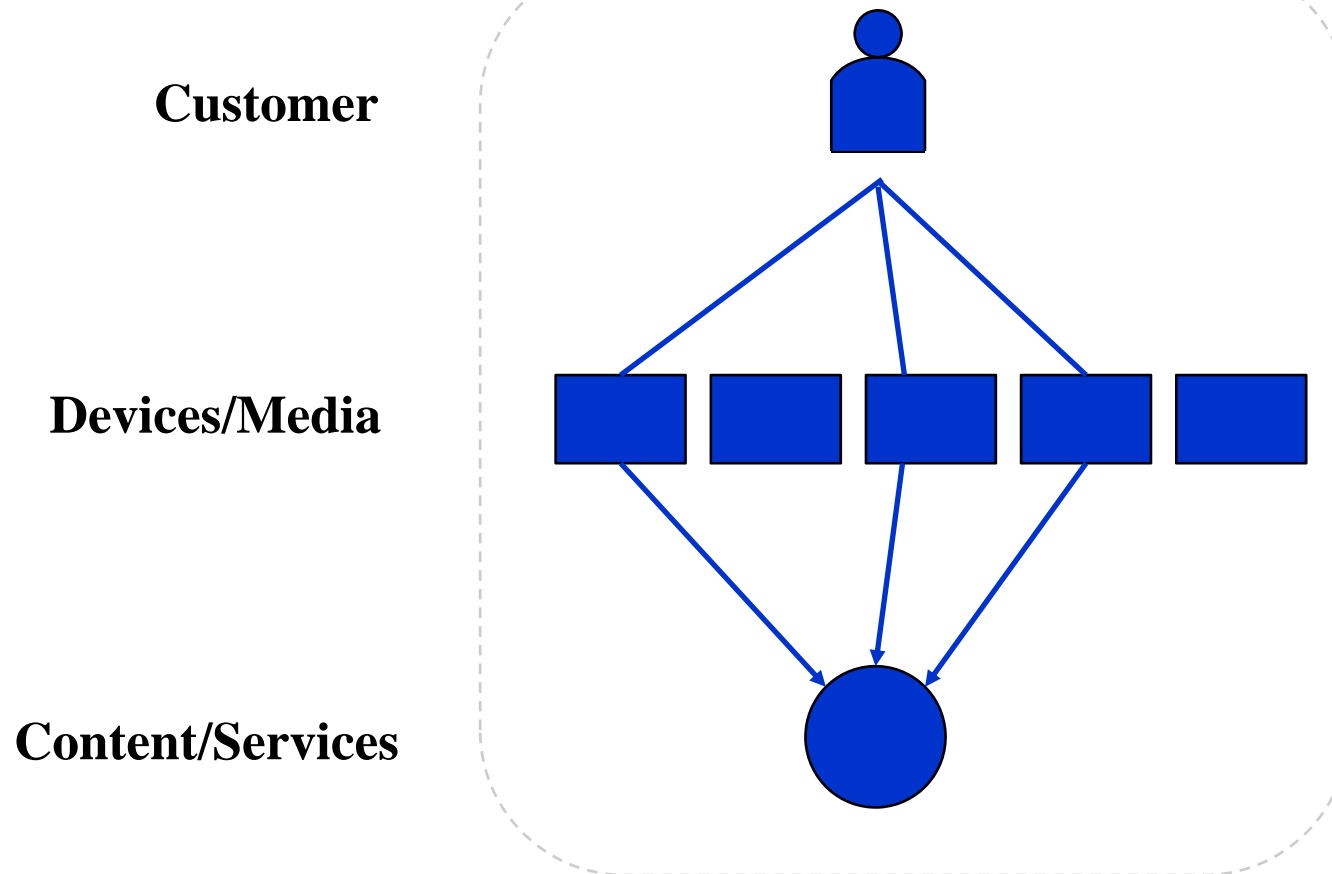
Square Enix Group



Number of FTEs for Square Enix Group and Taito Group are as of December 2008, £1 = JPY144

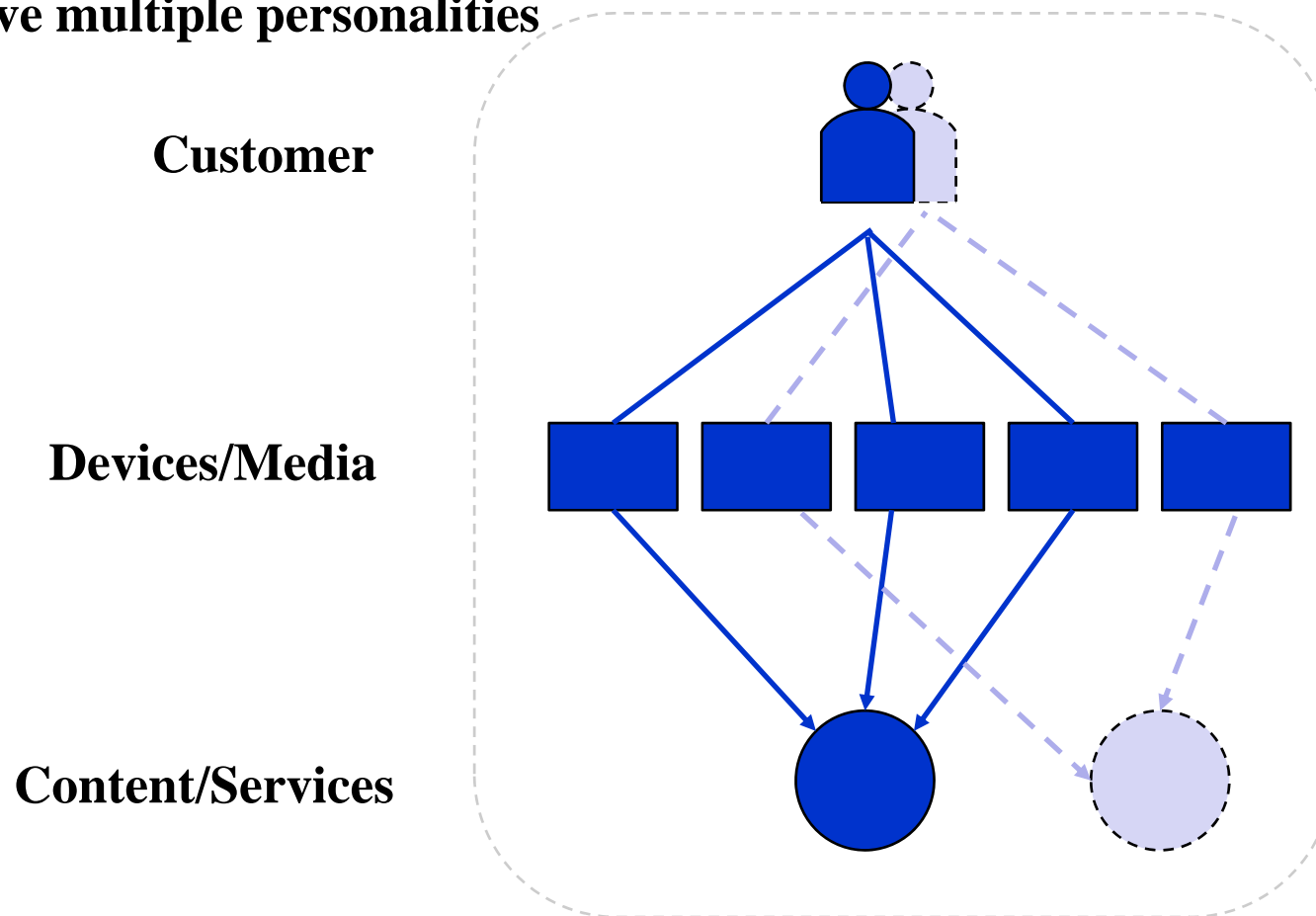
Customer Profile to Identify

1) Benefit from various choices of access



Customer Profile to Identify

2) Have multiple personalities



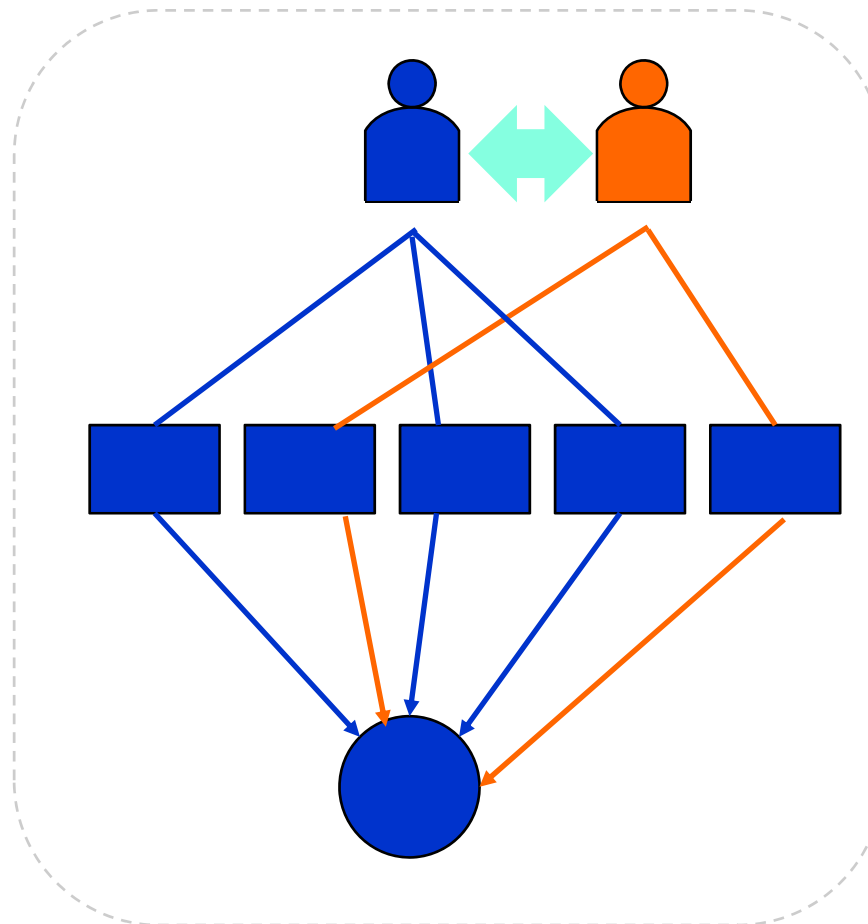
Customer Profile to Identify

3) Community-oriented

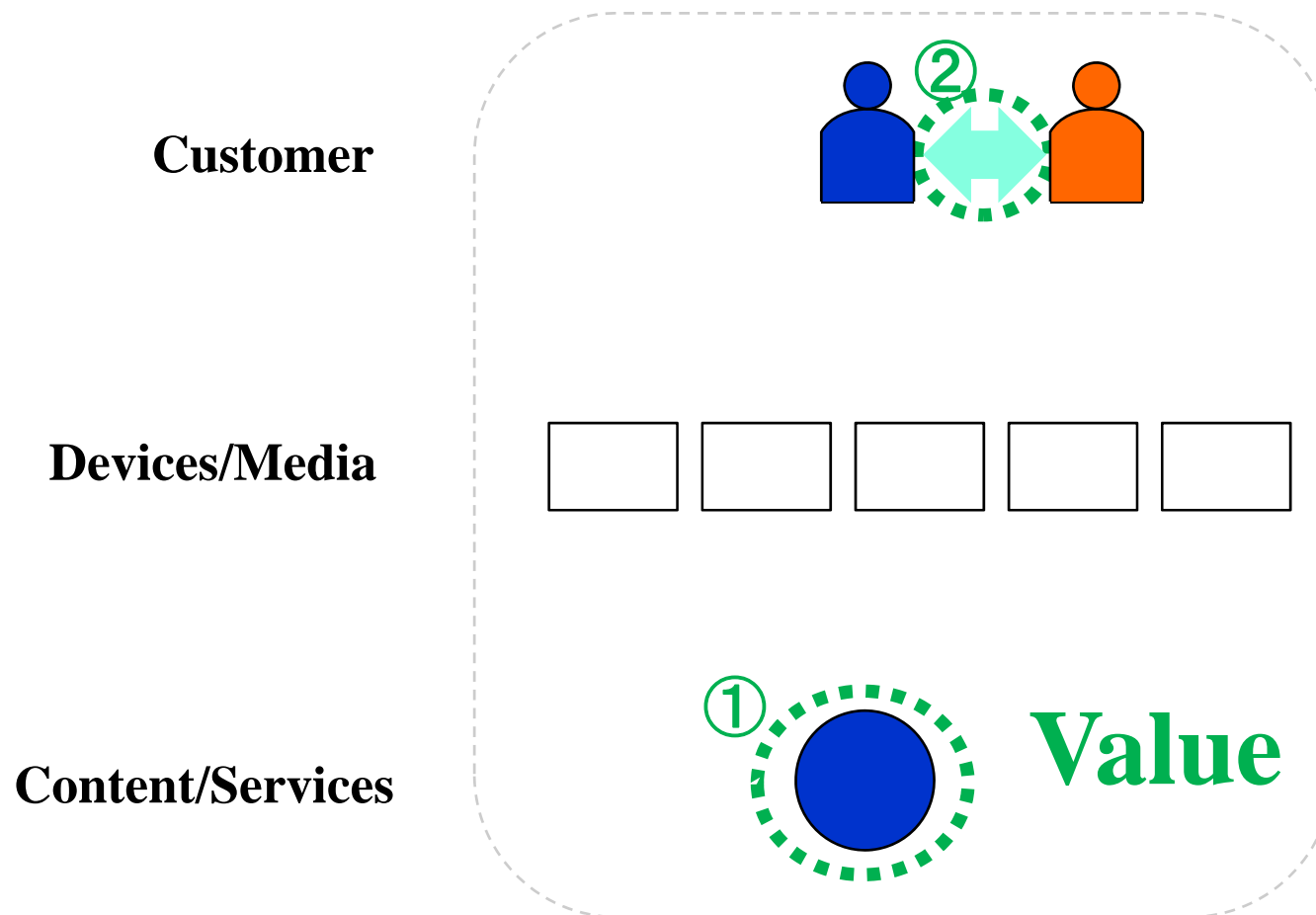
Customer

Devices/Media

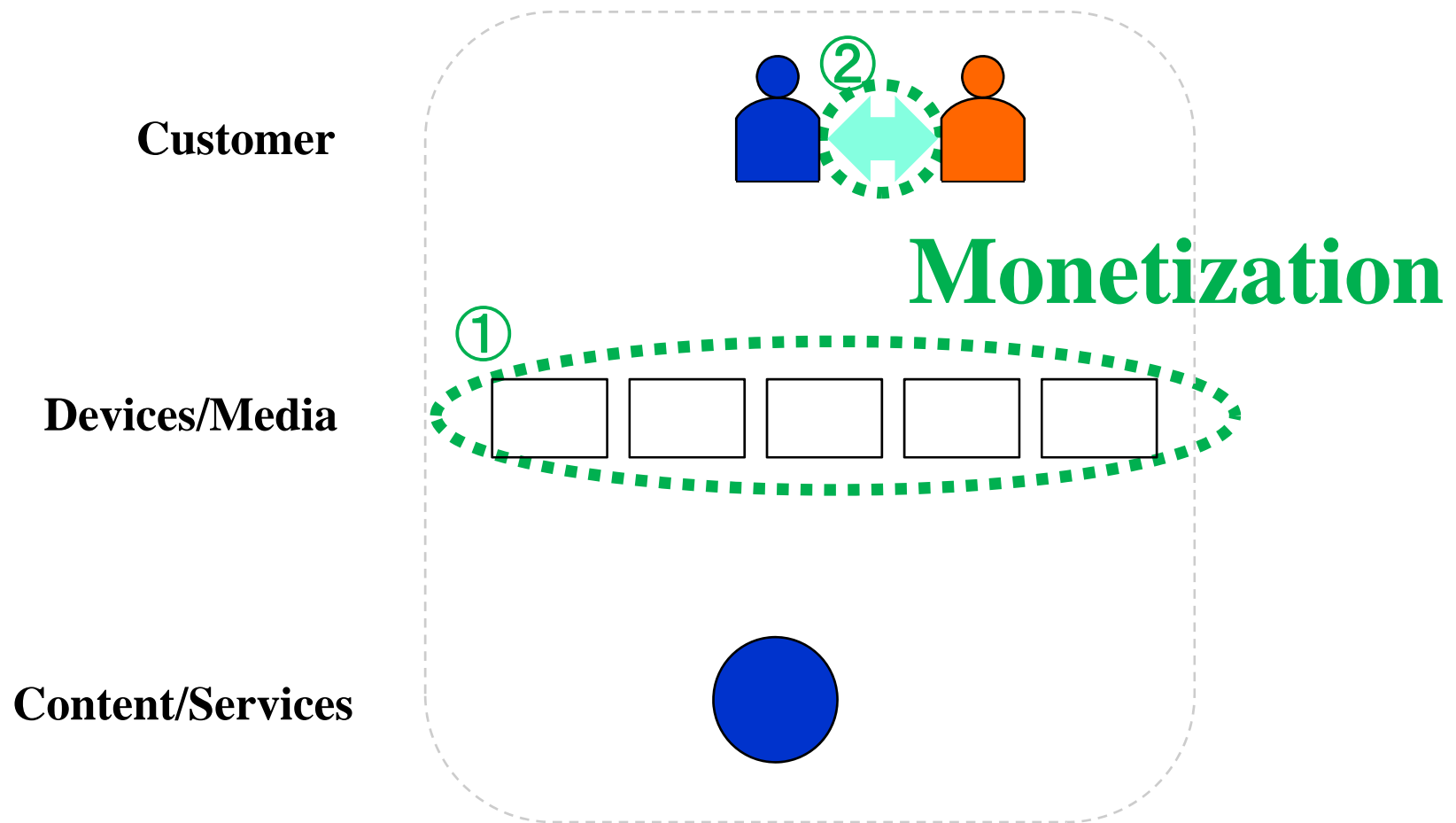
Content/Services



Essence of Entertainment Business



Essence of Entertainment Business



Critical Success Factors of Entertainment Business

1. Brand Value

2. Various Interfaces with Customers

- Deliver content conforming to various devices/media
- Promote specialties in various business segments
- Expand operations globally

3. Community Management Skills

Enhanced Portfolio of Quality Franchises

Square Enix

Final Fantasy > 85 million units

Dragon Quest > 47 million units

Kingdom Hearts > 12 million units

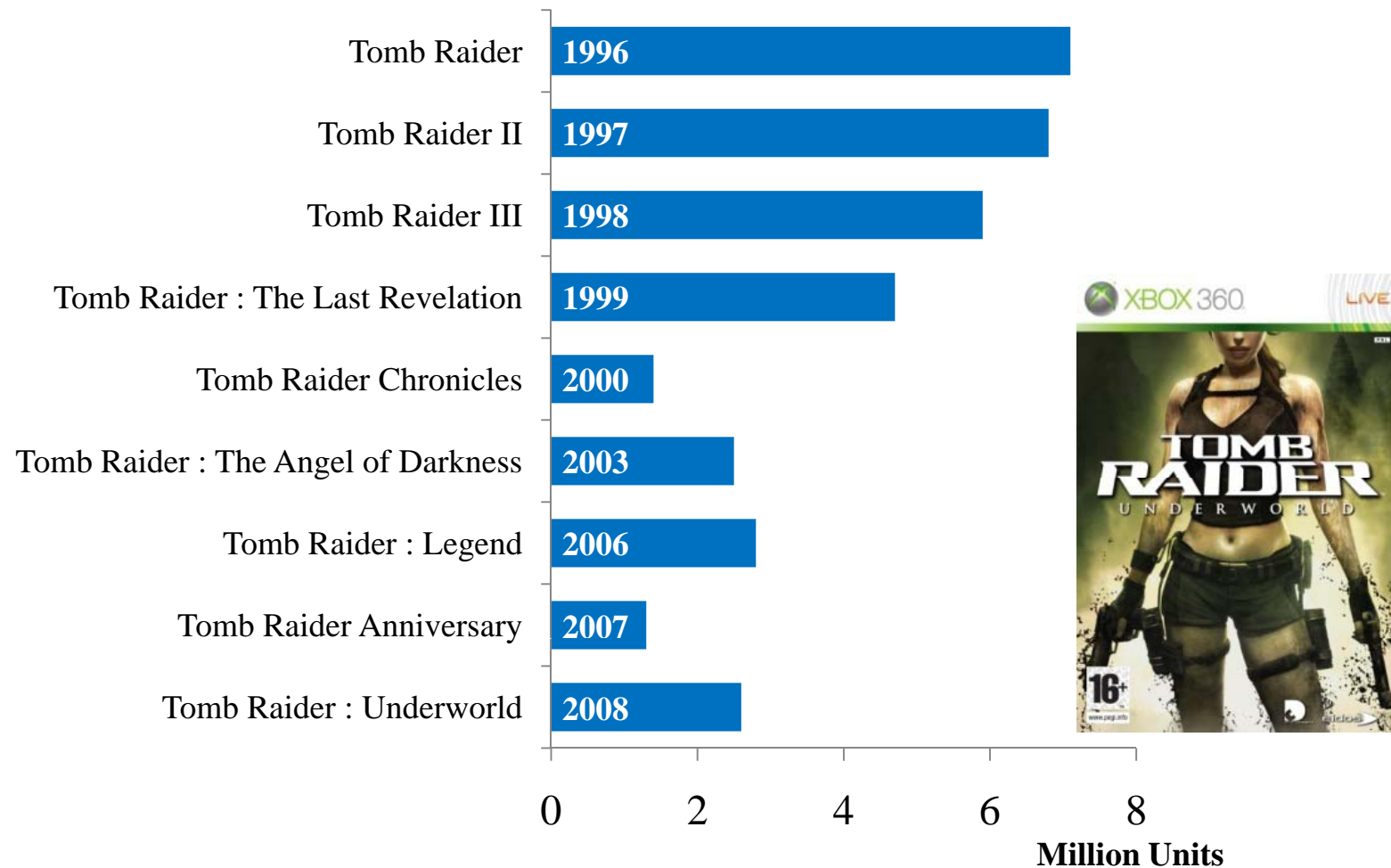
Eidos

Tomb Raider > 30 million units

Hitman > 8 million units

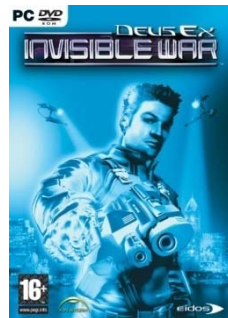
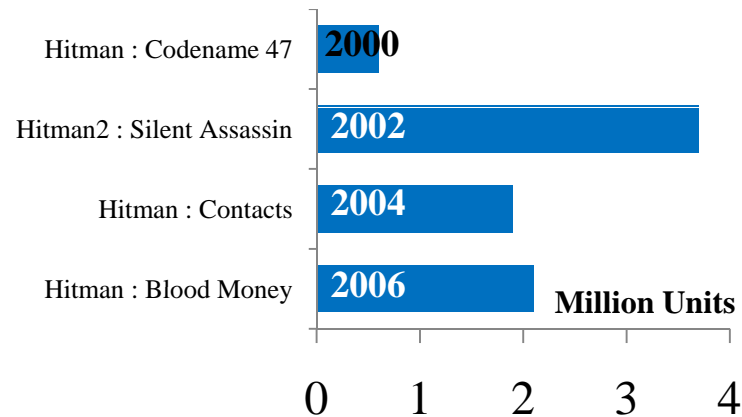
Track Record of Eidos Franchises (1)

Tomb Raider

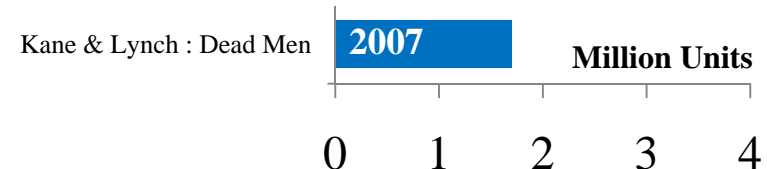


Track Record of Eidos Franchises (2)

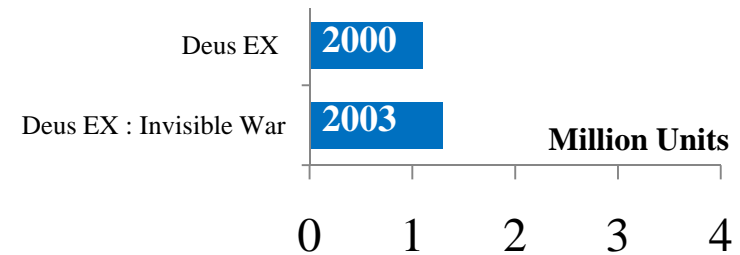
Hitman



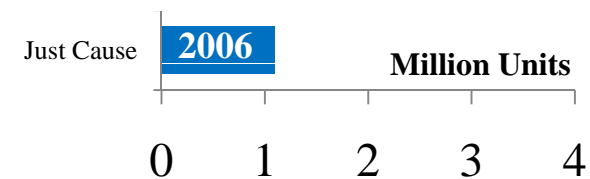
Kane & Lynch



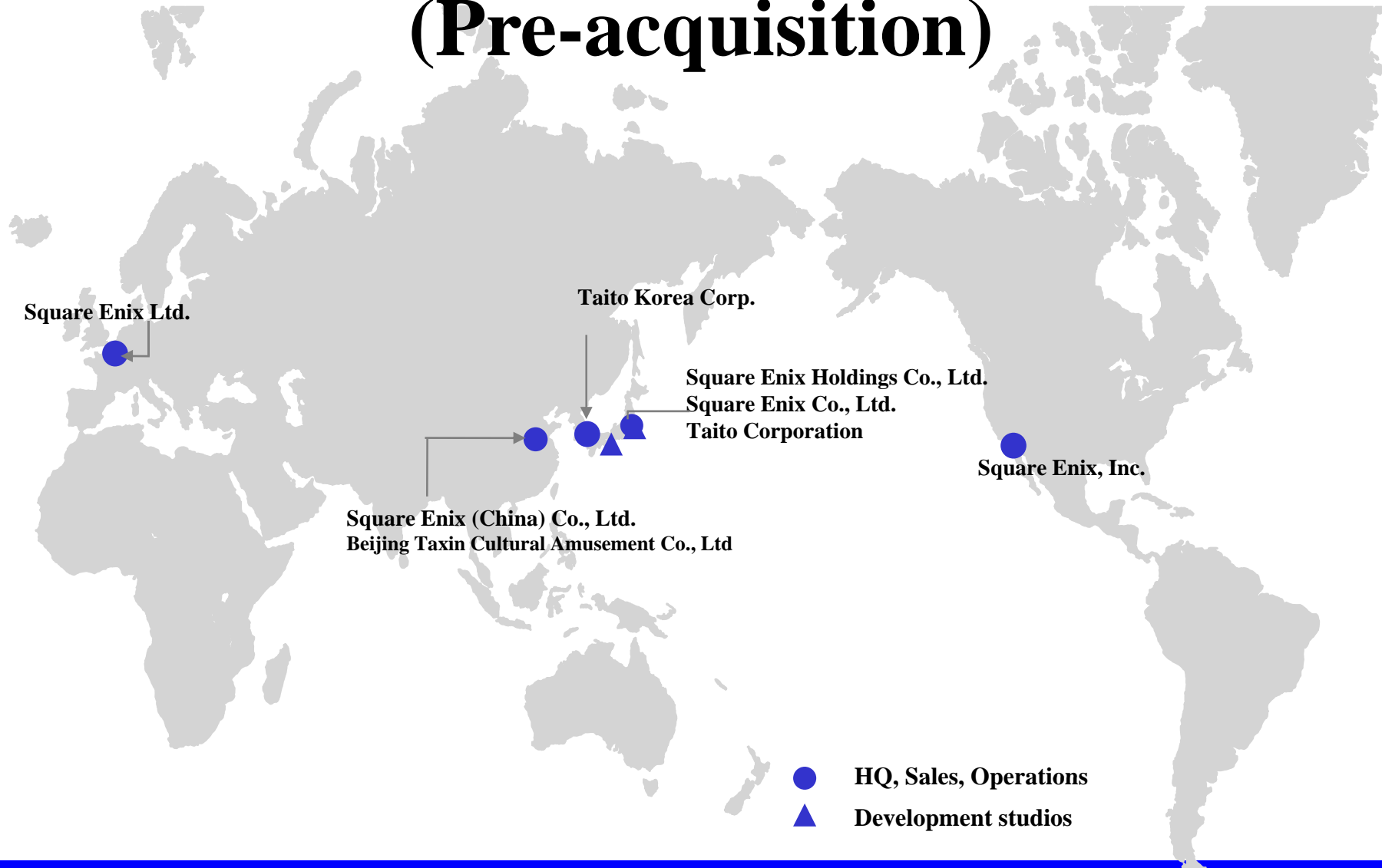
Deus Ex



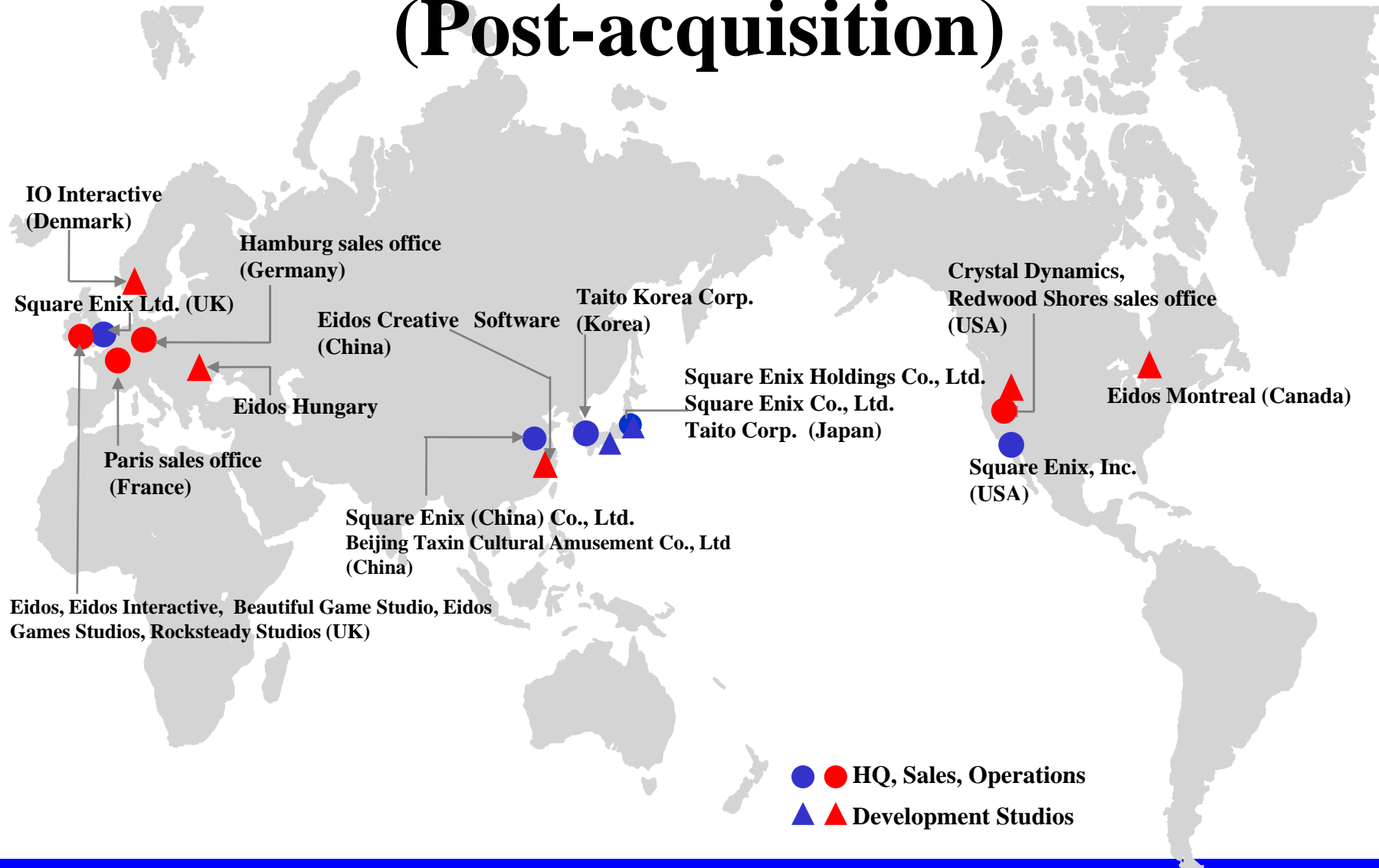
Just Cause



Worldwide Organizations (Pre-acquisition)



Worldwide Organizations (Post-acquisition)



Strategic Significance of Eidos Integration

1. Successful completion of Square Enix Group's first "Metamorphosis"

- From "Mono" to "Multi"

2. Direct synergies to be expected

- Multi-use of Eidos content
- Economies of scale in sales/marketing
- Shared technologies and functions
- Establishment of global business infrastructure

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