



## Square Enix Comment on Overseas Business Development

Tokyo, Japan, (September 28, 2007) – SQUARE ENIX CO., LTD. today made a comment to clarify its position on overseas business development.

“It is crucial for us to expand our businesses on a global basis,” said Yoichi Wada, President and Representative Director, SQUARE ENIX CO., LTD. “At this point, our revenue from sales of games for console and handheld devices in overseas markets such as North America, the PAL territories and Asia accounts for about 50% of the total revenue in this segment. Given the fact that the size of overseas markets is now more than three times as large as the domestic market, we recognize numerous growth opportunities. Our strategy to seize such opportunities is two-fold; (i) strengthen our own distribution channels developed by our local subsidiaries in these geographic areas, and (ii) diversify our content in accordance with user preferences in each area. Through these strategic initiatives, our initial goal within a time frame of three to five years is to raise our foreign sales ratio for console/handheld games from its current 50% level to approximately 75%. We shall continue our effort to better serve overseas markets.”

### **About Square Enix Co., Ltd.**

Square Enix Co., Ltd. (Square Enix), with headquarters in Tokyo, Japan, develops, publishes and distributes entertainment content including interactive entertainment software and publications in Asia, North America and Europe. Square Enix brings two of Japan's best-selling franchises - FINAL FANTASY®, which has sold over 75 million units worldwide, and DRAGON QUEST®, which has sold over 43 million units worldwide - under one roof. Square Enix is one of the most influential providers of digital entertainment content in the world and continues to push the boundaries of creativity and innovation.

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