

Square Enix Enters the Next-Generation Hobby Field

Leverages Blockchain Technology in its First DX Endeavor in the Company's Merchandising Business

Tokyo, Japan (July 21, 2022) SQUARE ENIX CO., LTD. today announced the release of a variety of next-generation hobby products that combine digital and tangible elements. As its latest offerings in its trading card series "ART MUSEUM" and action figure series "BRING ARTS," Square Enix will release innovative new products with digital features such as digital viewing and digital certificates of authenticity using blockchain technology.

For "BRING ARTS" see also: https://store.na.square-enix-games.com/en_US/product/764037/final-fantasy-vii-bring-arts-action-figure-cloud-strife-digital-plus-edition-action-figure



Features of the two new product lines in BRING ARTS and ART MUSEUM

Two new products announced today are collectible goods commemorating the 25th anniversary of FINAL FANTASY VII. New BRING ARTS works will include not only the release of a single edition tangible action figure, but also a Digital Plus edition that includes a digital version of the figure, allowing fans to view the item in real life and virtually on PCs and smart phones. Both editions will include a digital authenticity certificate, validating that it is a genuine Square Enix product.

New ART MUSEUM works are special trading card packs that contain traditional tangible cards bundled with one code that can be redeemed for a digital card of their choice.

For more information on the sales methods and distribution channels of both BRING ARTS and ART MUSEUM, please see the attached announcement "SQUARE ENIX UNVEILS SPECIAL EDITION FINAL FANTASY VII 25th ANNIVERSARY COLLECTIBLES AT SAN DIEGO COMIC-CON".

Digital Transformation (DX) initiatives by Square Enix Japan's Merchandising Division,

The Square Enix Merchandising Division is responsible for planning and selling a variety of products based on the company's popular intellectual properties. At the onset of the Covid-19 pandemic, the group began to focus more intently on electronic commerce and accelerated its plans to integrate digital technologies into its products. The quick pivot away from reliance upon live events allowed the Group's merchandising business to successfully grow its sales, despite the challenges, maintaining an increase in income and profit for the third consecutive year, with operating income of 3.9 billion yen (up 77% YoY) and sales of 14 billion yen (up 49% YoY)¹ in the Fiscal Year ended March 31, 2022.

While the company currently focuses the majority of its business on tangible products such as figurines and miscellaneous items, the new BRING ARTS and ARTS MUSEUM products are a part of its early growth into emerging areas of opportunity created by new technologies. In addition to providing consumers with another way to collect items, the company is using technology to safeguard against piracy and counterfeit products by providing them with a digital letter of authenticity for their BRING ARTS action figure collectibles. The document will prove the legitimacy of both the purchaser and the provider (the Company).

Square Enix is continuously pursuing new opportunities and striving to increase corporate value.

About Square Enix Co., Ltd.

Square Enix Co., Ltd. develops, publishes, distributes and licenses SQUARE ENIX®, EIDOS® and TAITO® branded entertainment content around the world. The Square Enix group of companies includes a global network of leading development studios and boasts a valuable portfolio of intellectual property, including: FINAL FANTASY®, which has sold over 168 million units worldwide; and DRAGON QUEST®, which has sold over 84 million units worldwide; TOMB RAIDER®, which has sold over 88 million units worldwide; and the legendary SPACE INVADERS®. Square Enix Co., Ltd. is a Japan-based, wholly owned subsidiary of Square Enix Holdings Co., Ltd.

More information on Square Enix Co., Ltd. can be found at <https://www.jp.square-enix.com/company/en/>

FOR IMMEDIATE RELEASE



SQUARE ENIX UNVEILS SPECIAL EDITION FINAL FANTASY VII 25th ANNIVERSARY COLLECTIBLES AT SAN DIEGO COMIC-CON

Company Announces FINAL FANTASY VII Anniversary Art Museum Digital Card Plus, FINAL FANTASY VII BRING ARTS Action Figure - CLOUD STRIFE and FINAL FANTASY VII BRING ARTS Action Figure - CLOUD STRIFE Digital Plus Edition Coming in 2023

SAN DIEGO, CA – July 20, 2022 - SQUARE ENIX CO., LTD. (Headquarters: Shinjuku-ku, Tokyo; President & CEO: Yosuke Matsuda) announced today the upcoming worldwide release of new products commemorating the 25th anniversary of FINAL FANTASY® VII, the blockbuster role-playing game. The series will include ***FINAL FANTASY VII Anniversary Art Museum Digital Card Plus*** trading cards and a ***FINAL FANTASY VII BRING ARTS Action Figure - CLOUD STRIFE*** standard and Digital Plus Edition collectible. The company is giving San Diego Comic-Con attendees a sneak peek at the commemorative designs in booth #3829 from July 21-24 and the line is expected to launch in 2023.

On top of the digital certificate of authenticity which comes with both editions of the figure, the ***BRING ARTS Action Figure – CLOUD STRIFE Digital Plus Edition*** will also include a code that can be redeemed for a digital version of the figure which consumers can access through a dedicated website on their PC or smart phones. Additionally, each ***Anniversary Art Museum Digital Card Plus*** pack will include a code that can be redeemed for one digital card.

Consumers can pre-order the standard and Digital Plus edition commemorative action figure starting today at the [Square Enix Store](#) and pre-orders for the trading cards will go live later this year.

Additional details on the **FINAL FANTASY VII 25th** anniversary products are included below:

FINAL FANTASY VII Anniversary Art Museum Digital Card Plus

The collection features over 200 unique designs that can be collected physically and digitally, allowing fans the opportunity to enjoy their cards anywhere, anytime. Each card pack contains six physical

trading cards randomly selected from all designs, and one exchange ticket that can be redeemed for any one digital card of choice on the Efinity network, which will require the ENJIN wallet app.*

- ❖ **Product Name:** FINAL FANTASY VII Anniversary Art Museum Digital Card Plus
- ❖ **SRP:** \$3.99 per pack, \$79.80 per display box (contains 20 packs)
- ❖ **Scheduled Release:** Spring 2023

FINAL FANTASY VII BRING ARTS Action Figure - CLOUD STRIFE

The original designs of the beloved classic FINAL FANTASY VII are now joining the BRING ARTS Action Figure series, starting with the game's iconic protagonist, Cloud Strife. The high-quality figure features Cloud's signature hairstyle, shoulder armor, and SOLDIER uniform all faithfully recreated in 3D to instill a sense of nostalgia of his look from the original title which was introduced in 1997. From Cloud's facial expression to the wrinkles and textures of his clothes, every inch of this figure has been meticulously detailed. The figure comes with a variety of interchangeable hands and Cloud's iconic weapon, the Buster Sword, which can be held in his hands or worn on his back.

Each package contains one exchange ticket to redeem for a digital certificate of authenticity on the Efinity network, which will require the ENJIN wallet app.

- ❖ **Product Name:** FINAL FANTASY VII BRING ARTS Action Figure - CLOUD STRIFE
- ❖ **SRP:** \$129.99
- ❖ **Scheduled Release:** November, 2023
- ❖ **Released from:** SQUARE ENIX
- ❖ **Product Specification:** Figure size W 57 mm x D 27mm x H 152mm. 24 points of articulation.

FINAL FANTASY VII BRING ARTS Action Figure - CLOUD STRIFE Digital Plus Edition

This Square Enix Store exclusive product offers the same high quality action figure as the standard edition, plus a code to access a digital version of the collectible figure and one exchange ticket to redeem for a digital certificate of authenticity on the Efinity network, which will require the ENJIN wallet app. The digital version of the figure can be enjoyed on a dedicated website through PCs and smart phones.

- ❖ **Product Name:** FINAL FANTASY VII BRING ARTS Action Figure - CLOUD STRIFE Digital Plus Edition
- ❖ **SRP:** \$159.99
- ❖ **Scheduled Release:** November 2023
- ❖ **Released from:** SQUARE ENIX
- ❖ **Product Specification:** Figure size W 57 mm x D 27mm x H 152mm. 24 points of articulation.



An active Square Enix Members (free) and Enjin wallet app (free, operated by a non-Square Enix 3rd party) required for the digital items. The Enjin wallet app is available for download from Google Play and the Apple App Store - <https://enjin.io/products/wallet>.

**Please note:

Square Enix Co., Ltd will not held responsible for any services provided by third party entities.

If the Enjin services end or are no longer provided to Square Enix, users will no longer be able to view or use the digital cards, digital certificate and digital versions of the figure.

About Efinity

[Enjin](#) is pioneering the next generation of NFTs with Efinity, a scalable, decentralized, cross-chain network designed to bring NFTs to everyone. Built as a Polkadot parachain, Efinity will act as a hub for all fungible and non-fungible tokens, with Enjin's paratoken standard boasting compatibility with tokens from any other blockchain. EFI is the native token of Efinity, designed for transaction fees, facilitating liquidity, community rewards, and governance. For more information, visit enj.in/efinity.

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More information on Square Enix, Inc. can be found at <https://square-enix-games.com>

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