

FOR IMMEDIATE RELEASE

Criminal counterfeiting charges in China

TOKYO (January 25, 2024) – Square Enix Co., Ltd. (the “Company”) announces that legal authorities in the People’s Republic of China have criminally charged individuals for the manufacture and distribution of counterfeit versions of the Company’s products. Six were involved in the distribution as well as three with the manufacturing. All were charged in May 2023, at Guangdong province, following allegations made by multiple Japanese and Chinese companies. Counterfeit products featuring content from the FINAL FANTASY and NieR:Automata franchises were also seized as part of the action.



Some of the seized counterfeits

Illegal counterfeits of character designs from the Company’s games and publications are sold around the world. The Company will firmly deal with any infringements. The seized goods were being sold on major distribution platforms in China, Japan, and Western countries.

The aforementioned criminal charges resulted from a request filed by the Company with the legal authorities based on information gathered through independent investigations as well as special collaborative work conducted with an investigation firms and the Company’s industry peers.

The Company will continue to dedicate itself to the protection of its intellectual property so that it may provide better products and services while maintaining and enhancing its brand image. It reminds its customers and distributors to remain vigilant and protect themselves against counterfeits.

About Square Enix Co., Ltd.

Square Enix Co., Ltd. develops, publishes, distributes and licenses SQUARE ENIX® 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 185 million units worldwide; and DRAGON QUEST®, 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 Holdings Co., Ltd. can be found at <http://www.hd.square-enix.com/eng/>

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