

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 25<sup>th</sup>** 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 3<sup>rd</sup> 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 [enjin.io/efinity](https://enjin.io/efinity).

### **About Square Enix, Inc.**

Square Enix, Inc. develops, publishes, distributes and licenses SQUARE ENIX®, EIDOS® and TAITO® branded entertainment content throughout the Americas as part of the Square Enix group of companies. Square Enix, Inc. is affiliated with a global network of leading development studios such as Crystal Dynamics® and Eidos Montréal™. The Square Enix group of companies boasts a valuable portfolio of intellectual property including: FINAL FANTASY®, which has sold over 168 million units worldwide; 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, Inc. is a U.S.-based, wholly owned subsidiary of Square Enix Holdings Co., Ltd.

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

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