Non-GAAP Financial Measures

In addition to reporting financial results in accordance with U.S. generally accepted accounting principles (GAAP), the Company uses Non-GAAP measures of financial performance. These Non-GAAP financial measures are not intended to be considered in isolation from, as a substitute for, or superior to, the corresponding GAAP financial measures, and may be different from similarly titled measures used by other companies. Management believes that the presentation of these Non-GAAP financial measures facilitates comparison of the Company's operating performance between periods and helps investors to better understand the operating results of Take-Two by excluding certain items that may not be indicative of the Company's core business, operating results or future outlook, such as stock-based compensation and non-cash amortization of discount on convertible notes; charges relating to business reorganizations; and gains on strategic non-core business investments. Internally, management makes Non-GAAP adjustments to the Company's financial measures as set forth below to assess the company's operating results and in planning and forecasting. The Non-GAAP adjustments to the Company's financial measures are as follows:

- Stock-based compensation stock-based compensation is a non-cash expense that is subject to stock price volatility. The Company does not consider stock-based compensation charges when evaluating business performance and management does not contemplate stock-based compensation expense in its short- and long-term operating plans. In addition, when considering the impact of equity award grants, the Company places a greater emphasis on overall shareholder dilution rather than the accounting charges associates with such grants. As a result, the Company has excluded such expenses from its Non-GAAP financial measures.
- Business reorganization although the Company has incurred business reorganization expenses in the past, each charge relates to a discrete event based on a unique set
 of business objectives and circumstances. Management does not believe these charges reflect the Company's primary business, ongoing operating results or future outlook.
 As such, the Company believes it is appropriate to exclude these expenses and related charges from its Non-GAAP financial measures.
- Non-cash amortization of discount on convertible notes the Company records non-cash amortization of discount on convertible notes as interest expense in addition to the interest expense recorded for coupon payments. The Company believes the non-cash portion of the interest expense, which represents the accretion of the bifurcated equity component of the conversion option of our convertible notes, is not core to our operations given our intent and ability to settle the notes in shares of our common stock. The convertible notes are accounted for under the assumption that they will be settled in shares, and the Company includes the related underlying shares when calculating if-converted net income per diluted share. Therefore, the exclusion of the non-cash amortization from the Company's non-GAAP financial measures provides management with a consistent measure for assessing financial results.
- Gain on long-term investment, net from time to time, the Company makes strategic non-core business investments. Because the Company does not exercise significant control over these investments, it excludes the impact of any gains and losses on such investments from its Non-GAAP financial measures.
- Income tax adjustment the Company calculates a provision/benefit for income taxes on a standalone, Non-GAAP basis inclusive of the adjustments noted above. The income tax adjustment reflects the difference between our GAAP and Non-GAAP provision/benefit for income taxes.

These Non-GAAP financial measures are not intended to be considered in isolation from, as a substitute for, or superior to, GAAP results. These Non-GAAP financial measures may be different from similarly titled measures used by other companies.

In the future, Take-Two may also consider whether other items should also be excluded in calculating the Non-GAAP financial measures used by the company. Management believes that the presentation of these Non-GAAP financial measures provides investors with additional useful information to measure Take-Two's financial and operating performance. In particular the measures facilitate comparison of operating performance between periods and help investors to better understand the operating results of Take-Two by excluding certain items that may not be indicative of the company's core business, operating results or future outlook. Internally, management uses these Non-GAAP financial measures in assessing the company's operating results and in planning and forecasting.

The financial results discussed herein are presented on a preliminary basis; final data will be included in Take-Two's Quarterly Report on Form 10-Q for the period ended September 30, 2016.

		Three months ended			mber 30,		Six months end	ed September 30,		
			2016		2015		2016		2015	
Cost of Goods Sold										
	GAAP Cost of Goods Sold	\$	205,605	\$	143,940	\$	396,985	\$	346,555	
	Stock-based compensation		(5,566)		(4,110)		(9,952)		(8,804)	
	Non-GAAP Cost of Goods Sold		200,039	\$	139,830		387,033	\$	337,751	
Gross Profit										
	GAAP Gross Profit	\$	214,562	\$	203,034	\$	334,734	\$	275,716	
	Stock-based compensation		5,566	_	4,110		9,952	_	8,804	
	Non-GAAP Gross Profit		220,128	\$	207,144		344,686	\$	284,520	
Income (Loss) from	n Operations									
	GAAP Income from Operations	\$	47,194	\$	66,431	\$	8,211	\$	3,794	
	Stock-based compensation		18,233		16,320		33,333		35,406	
	Business reorganization, restructuring and related expenses Non-GAAP Income from Operations	\$	65,427	\$	82,751	\$	41,544	\$	1,228 40,428	
	Non-GAAT Income from Operations	Ψ	03,427	φ	02,731	Ψ	41,544		40,428	
Net Income (Loss)										
	GAAP Net Income (Loss)	\$	36,432	\$	54,735	\$	(2,135)	\$	(12,288)	
	Stock-based compensation Business reorganization, restructuring and related expenses		18,233		16,320		33,333		35,406 1,228	
	Non-cash amortization of discount on Convertible Notes		6,882		5,817		12,981		11,544	
	Gain on long-term investment		-,		-		(1,350)		-	
	Income tax adjustment		(10,826)		(20,704)		(9,693)		(12,895)	
	Non-GAAP Net Income	\$	50,721	\$	56,168	\$	33,136	\$	22,995	
Diluted Earnings (1	Loss) Per Share									
	GAAP earnings (loss) per share	\$	0.39	\$	0.55	\$	(0.03)	\$	(0.15)	
	Non-GAAP earnings per share	\$	0.45	\$	0.51	\$	0.31	\$	0.23	
	Number of diluted shares used in computation									
	GAAP		115,202		114,015		84,990		83,280	
	Non-GAAP		115,202		114,015		115,105		114,157	
Computation of Di		\$	36,432	\$	54,735	\$	(2,135)	\$	(12,288)	
	Net income (loss) Less: net income allocated to participating securities	a)	(564)	Þ	(1,782)	Þ	(2,133)	٥	(12,200)	
	Add: interest expense, net of tax, on Convertible Notes		8,669		7,994		-		_	
	Net income (loss) for diluted EPS calculation	\$	44,537	\$	60,947	\$	(2,135)	\$	(12,288)	
	Weighted average charge outstanding diluted		85,393		83,849		84,990		82,833	
	Weighted average shares outstanding - diluted Add: dilutive effect of common stock equivalents		29,809		30,166		84,990		82,833	
	Total weighted average shares outstanding - diluted	-	115,202		114,015		84,990		82,833	
	Less: weighted average participating shares outstanding		(1,783)		(3,711)		<u> </u>			
	Weighted average common shares outstanding - diluted		113,419		110,304		84,990		82,833	
	Diluted earnings (loss) per share	\$	0.39	\$	0.55	\$	(0.03)	\$	(0.15)	
			_		_		_		_	
Computation of Di	luted Non-GAAP EPS:									
	Non-GAAP net income	\$	50,721	\$	56,168	\$	33,136	\$	22,995	
	Less: net income allocated to participating securities		(785)		(1,828)		(570)		(891)	
	Add: interest expense, net of tax, on Convertible Notes Net income for diluted earnings per share calculation		1,518 51,454		1,370 55,710	-\$	3,031 35,597		2,742 24,846	
	ivet meome for unuted earnings per snare calculation	<u> </u>	22,707	9	55,710	Ψ	20,071	Ψ	24,040	
	Weighted average shares outstanding - diluted		85,393		83,849		88,650		83,280	
	Add: dilutive effect of common stock equivalents		29,809		30,166		26,455		30,877	
	Total weighted average shares outstanding - diluter		115,202		114,015		115,105		114,157	
	Less: weighted average participating shares outstanding Weighted average common shares outstanding - diluted		(1,783) 113,419		(3,711)		(1,979) 113,126		109,735	
	Diluted earnings per share	\$	0.45	\$	0.51	\$	0.31	\$	0.23	

TAKE-TWO INTERACTIVE SOFTWARE, INC. and SUBSIDIARIES SELECTED DATA $\,$

 $(in\ thousands)$

	Three Months Ended Se			otember 30,	Six	Months Ende	ed September 30,			
	2016 2015				2016		2015			
Net Revenues	\$	420,167	\$	346,974	\$	731,719	\$	622,271		
Change in deferred net revenues		59,274		17,956		20,277		109,051		
Cost of Goods Sold	\$	205,605	\$	143,940	\$	396,985	\$	346,555		
Non-GAAP Cost of Goods Sold	\$	200,039	\$	139,830	\$	387,033	\$	337,751		
Change in deferred cost of goods sold (1)		28,779		49,031		4,155		49,161		
Net Income (Loss)	\$	36,432	\$	54,735	\$	(2,135)	\$	(12,288)		
Non-GAAP Net Income		50,721		56,168		33,136		22,995		
Net effect from deferral of net revenue and related cost of goods sold, net of taxes ⁽²⁾		23,407		(23,468)		12,099		43,913		
(1) Changes in deferred cost of goods sold										
Change in deferred software development costs	\$	4,796	\$	8,992	\$	2,069	\$	10,229		
Change in deferred product costs		11,689		18,210		2,799		16,114		
Change in deferred licenses		12,294		21,829		(713)		22,818		
Total change in deferred cost of goods sold		28,779		49,031		4,155		49,161		
(2) Net effect from deferral of net revenue and related cost of goods sold, net of taxes Change in deferred net revenues	\$	59,274	\$	17.056	\$	20,277	\$	109,051		
Change in deferred cost of goods sold	3	(28,779)	Э	17,956 (49,031)	Ф	(4,155)	\$	(49,161)		
Tax (benefit)/expense		7,088		(7,607)		4,023		15,977		
Net effect from deferral of net revenue and related cost of goods sold, net of taxes		23,407		(23,468)		12,099		43,913		
Bookings										
Total Bookings	\$	452,835	\$	353,013	\$	706,336	\$	706,844		
Digital Bookings	\$	210,806	\$	132,369	\$	383,506	\$	377,576		

TAKE-TWO INTERACTIVE SOFTWARE, INC. and SUBSIDIARIES Net Revenue by Geographic Region, Distribution Channel, and Platform Mix (in thousands)

	Three Mon September		Three Mon September		
	Amount	% of Total	Amount	% of Total	
Net Revenues by Geographic Region					
United States	\$ 252,483	60%	\$ 185,102	53%	
International	167,684	40%	161,872	47%	
Total net revenues	420,167	100%	346,974	100%	
Change in Deferred Net Revenues					
United States	\$ 45,486		\$ 33,740		
International	13,788		(15,784)		
Total changes in deferred net revenues	59,274		17,956		
	Three Mon	ths Ended	Three Mon	ths Ended	
	September	30, 2016	September	30, 2015	
	Amount	% of Total	Amount	% of Total	
Net Revenues by Distribution Channel					
Digital online	\$ 230,759	55%	\$ 202,426	58%	
Physical retail and other	189,408	45%	144,548	42%	
Total net revenues	420,167	100%	346,974	100%	
Change in Deferred Net Revenues					
Digital online	\$ 3,419		\$ (61,414)		
Physical retail and other	55,855		79,370		
Total changes in deferred net revenues	59,274		17,956		
	Three Mon September		Three Mon September		
	Amount	% of Total	Amount	% of Total	
Net Revenues by Platform Mix					
Console	\$ 230,759	55%	\$ 301,029	87%	
PC and other	189,408	45%	45,945	13%	
Total net revenues	420,167	100%	346,974	100%	
Change in Deferred Net Revenues					
Console	\$ 190,625		\$ 15,621		
PC and other	(131,351)		2,335		
Total changes in deferred net revenues	59,274		17,956		

${\bf TAKE\text{-}TWO\ INTERACTIVE\ SOFTWARE,\ INC.\ and\ SUBSIDIARIES}$

Net Revenue by Geographic Region, Distribution Channel, and Platform Mix (in thousands)

	Six Month	s Ended	Six Months	s Ended
	September	30, 2016	September	30, 2015
	Amount	% of Total	Amount	% of Total
Net Revenues by Geographic Region				
United States	\$ 445,584	61%	\$ 328,540	53%
International	286,135	39%	293,731	47%
Total net revenues	731,719	100%	622,271	100%
Change in Deferred Net Revenues				
United States	\$ (4,375)		\$ 41,658	
International	24,652		67,393	
Total changes in deferred net revenues	20,277		109,051	
	Six Month	ns Ended	Six Months	s Ended
	September	30, 2016	September	30, 2015
	Amount	% of Total	Amount	% of Total
Net Revenues by Distribution Channel				
Digital online	\$ 402,837	55%	\$ 356,411	57%
Physical retail and other	328,882	45%	265,860	43%
Total net revenues	731,719	100%	622,271	100%
Change in Deferred Net Revenues				
Digital online	\$ 22,504		\$ 38,564	
Physical retail and other	(2,227)		70,487	
Total changes in deferred net revenues	20,277		109,051	
	Six Month	ns Ended	Six Months	s Ended
	September		September	30, 2015
	Amount	% of Total	Amount	% of Total
Net Revenues by Platform Mix				
Console	\$ 607,064	83%	\$ 523,603	84%
PC and other	124,655	17%	98,668	16%
Total net revenues	731,719	100%	622,271	100%
Change in Deferred Net Revenues				
Console	\$ 28,165		\$ (21,684)	
PC and other	(7,887)		130,735	
Total changes in deferred net revenues	20,277		109,051	

TAKE-TWO INTERACTIVE SOFTWARE, INC. and SUBSIDIARIES ADDITIONAL RECONCILIATION OF GAAP TO Non-GAAP MEASURES (Unaudited) (in thousands)

Three Months Ended September 30, 2016	Net	Revenues	 of Goods Sold- rnal Royalties	Sold- Dev	of Goods - Software elopment osts and oyalties	 st of Goods d- Product Costs	 t of Goods I- Licenses	Gr	ross Profit	<u> </u>		
GAAP Measurement Stock-based compensation	\$	420,167	\$ 77,425	\$	45,194 (\$ 5,566)	\$ 55,059	\$ 27,927	\$	214,562 5,566			
Non-GAAP Measurement	\$	420,167	\$ 77,425	\$	39,628	\$ 55,059	\$ 27,927	\$	220,128	_		
Three Months Ended September 30, 2016		lling and arketing	General and Iministrative		earch and elopment	preciation and nortization	ome (Loss) from perations		terest and other, net	(I	ome Tax Benefit) Expense	t Income (Loss)
GAAP Measurement Stock-based compensation Non-cash amortization of discount on Convertible Note Income tax adjusment	\$ s	80,187 (2,279)	\$ 49,685 (9,774)	\$	30,005 (614)	\$ 7,491	\$ 47,194 18,233	\$	(7,078) 6,882	\$	3,684 10,839	\$ 36,432 18,233 6,882 (10,826)
Non-GAAP Measurement	\$	77,908	\$ 39,911	\$	29,391	\$ 7,491	\$ 65,427		(\$ 196)	\$	14,523	\$ 50,721
					of Goods							

Three Months Ended September 30, 2015	Not	Revenues	 Goods Sold- al Royalties	Sold Dev C	- Software velopment osts and	 of Goods - Product Costs	 t of Goods	Gr	oss Profit
GAAP Measurement Stock-based compensation	\$	346,974	\$ 40,014	\$	54,918 (4,110)	\$ 38,777	\$ 10,231	\$	203,034 4,110
Non-GAAP Measurement	\$	346,974	\$ 40,014	\$	50,808	\$ 38,777	\$ 10,231	\$	207,144

Three Months Ended September 30, 2015		lling and arketing	_	eneral and ministrative	search and velopment	•	preciation and ortization	ome (Loss) from perations	erest and ther,net	(B	ome Tax Senefit) xpense	t Income (Loss)
GAAP Measurement	\$	54,876	\$	49,961	\$ 24,413	\$	7,353	\$ 66,431	\$ (8,396)	\$	3,300	\$ 54,735
Stock-based compensation		(2,113)		(9,069)	(1,028)			16,320				16,320
Non-cash amortization of discount on Convertible Note	es								\$ 5,817			5,817
Income tax adjustment											20,704	(20,704)
Non-GAAP Measurement	\$	52,763	\$	40,892	\$ 23,385		\$ 7,353	\$ 82,751	(\$ 2,579)	\$	24,004	\$ 56,168

TAKE-TWO INTERACTIVE SOFTWARE, INC. and SUBSIDIARIES ADDITIONAL RECONCILIATION OF GAAP TO Non-GAAP MEASURES (Unaudited) (in thousands)

Non-GAAP Measurement

Six Months Ended September 30, 2016	Net	t Revenues		of Goods Sold- rnal Royalties	Sold Dev C	t of Goods - Software velopment osts and coyalties	 st of Goods d- Product Costs	 t of Goods - Licenses	Gross Profit	_		
GAAP Measurement Stock-based compensation	\$	731,719	\$	137,098	\$	108,853 (9,952)	\$ 100,038	\$ 50,996	\$ 334,734 9,952			
Non-GAAP Measurement	\$	731,719	\$	137,098	\$	98,901	\$ 100,038	\$ 50,996	\$ 344,686	- =		
Six Months Ended September 30, 2016		elling and Tarketing		General and Iministrative		earch and velopment	preciation and nortization	ome (Loss) from perations	Interest and Other, net	Income Tax (Benefit) Expense		et Income (Loss)
GAAP Measurement Stock-based compensation Non-cash amortization of discount on Convertible Note Gain on long-term investment Income tax adjustment	\$ es	151,321 (4,828)	\$	96,428 (16,479)	\$	63,905 (2,074)	\$ 14,869	\$ 8,211 33,333	(\$ 11,584) 12,981	\$ 112 \$ 9,693	\$	(2,135) 33,333 12,981 (1,350) (9,693)
Non-GAAP Measurement	\$	146,493	\$	79,949	\$	61,831	\$ 14,869	\$ 41,544	\$ 1,397	\$ 9,805	\$	33,136
Six Months Ended September 30, 2015	Net	t Revenues		of Goods Sold- rnal Royalties	Sold Dev C	t of Goods l- Software velopment osts and loyalties	st of Goods d- Product Costs	 t of Goods - Licenses	Gross Profit	_		
GAAP Measurement Stock-based compensation	\$	622,271	\$	160,747	\$	90,507 (8,804)	\$ 78,718	\$ 16,583	\$ 275,716 8,804			
Non-GAAP Measurement	\$	622,271	\$	160,747	\$	81,703	\$ 78,718	\$ 16,583	\$ 284,520	- =		
Six Months Ended September 30, 2015		elling and Iarketing		General and Iministrative		earch and velopment	epreciation and nortization	ome (Loss) from perations	Interest and Other	Income Tax (Benefit) Expense		et Income (Loss)
GAAP Measurement Stock-based compensation Non-cash amortization of discount on Convertible Note Business reorganization, restructuring and related expe		100,443 (4,496)	\$	98,996 (19,562)	\$	58,555 (2,544)	\$ 13,928	\$ 3,794 35,406 1,228	(\$ 15,930) \$ 11,544	(\$ 15,930)	\$	(12,288) 35,406 11,544 1,228
Non-cash tax expense	_	05.045	Φ.	50.424		56.011	12.020	40.420	Φ (4.396)	\$ 12,895	_	(12,895)

79,434 \$

56,011 \$

13,928 \$

40,428 \$

(4,386) \$ (3,035) \$

22,995

95,947 \$

	Third Quarter Ending 12/31/2016 ⁽¹⁾	Fiscal Year Ending 3/31/2017 ⁽¹⁾
Net revenue	\$475 to \$525 million	\$1.75 to \$1.85 billion
Cost of goods sold	\$260 to \$275 million	\$892 to \$925 million
Stock-based compensation expense (2)	\$3 million	\$14 million
Non-GAAP costs of goods sold	\$257 to \$272 million	\$878 to \$911 million
Operating expenses	\$192 to \$212 million	\$642 to \$672 million
Stock-based compensation expense (2)	\$17 million	\$57 million
Non-GAAP operating expenses	\$175 to \$195 million	\$585 to \$615 million
Interest and other, net	\$5 million	\$18 million
Gain on long-term investment, net	-	\$1 million
Non-cash amortization of discount on convertible notes	\$5 million	\$22 million
Non-GAAP interest and other, net	-	(\$3) million
Effective tax rate	9%	9%
Non-GAAP effective tax rate	22%	22%
Net income (loss)	\$17 to \$30 million	\$180 to \$213 million
Stock-based compensation expense (2)	\$20 million	\$71 million
Non-cash amortization of discount on convertible notes	\$5 million	\$22 million
Gain on long-term investment, net	-	\$1 million
Income tax adjustment	(\$8) to (\$10) million	(\$48) to (\$52) million
Non-GAAP net income (loss)	\$34 to \$45 million	\$226 to \$255 million
Net income (loss) per diluted share ⁽³⁾	\$0.18 to \$0.32	\$1.80 to \$2.09
Non-GAAP net income (loss) per diluted share $^{(4)}$	\$0.30 to \$0.40	\$2.00 to \$2.25
Net cash provided by operating activities		\$300 million
Capital expenditures		\$50 million
Other Metrics		
Change in deferred net revenue	\$200 million	(\$80) million
Change in deferred cost of goods sold	\$120 million	(\$17) million
Net effect from deferral of net revenue and related cost of goods sold	\$62 million ⁽⁵⁾	(\$49) million ⁽⁶⁾
Operational Metric		
Bookings	\$650 to \$700 million	\$1.6 to \$1.7 billion

- 1) The individual components of the financial outlook may not foot to the totals as we do not expect actual results for every component to be at the low end or high end of the outlook range simultaneously.
- 2) The Company's stock-based compensation expense for the periods above includes the cost of approximately 0.9 million restricted stock units previously granted to ZelnickMedia that are subject to variable accounting. Actual expense to be recorded in connection with these shares is dependent upon several factors, including future changes in Take-Two's stock price.
- 3) For the fiscal third quarter ending December 31, 2016 and fiscal year ending March 31, 2017, our GAAP net income per diluted share outlook is calculated using the "if-converted" method as a result of the issuances of our 1.75% Convertible Notes in November 2011 and 1.00% Convertible Notes in June 2013, and GAAP diluted net income for the fiscal second quarter and fiscal year is adjusted by adding-back \$6.7 million and \$27.2 million, respectively, related to coupon interest and debt issuance costs, net of tax. Shares used to calculate our GAAP net income per diluted share outlook are as follows:

Weighted average basic shares	92.6 million	92.3 million
Add: Weighted average participating shares	1.6 million	1.3 million
Add: Potential dilution from convertible notes	21.8 million	21.8 million
Total weighted average diluted shares	116.0 million	115.4 million

4) For the fiscal third quarter ending December 31, 2016 and fiscal year ending March 31, 2017, our Non-GAAP net income per diluted share outlook is calculated using the "if-converted" method as a result of the issuances of our 1.75% Convertible Notes in November 2011 and 1.00% Convertible Notes in June 2013, and Non-GAAP diluted net income for the fiscal second quarter and fiscal year is adjusted by adding-back \$1.2 million and \$4.8 million, respectively, related to coupon interest and debt issuance costs, net of tax. Shares used to calculate our Non-GAAP net income per diluted share outlook are as follows:

Weighted average basic shares	92.6 million	92.3 million
Add: Weighted average participating shares	1.6 million	1.3 million
Add: Potential dilution from convertible notes	21.8 million	21.8 million
Total weighted average diluted shares	116.0 million	115.4 million

⁵⁾ Includes tax impact of \$18 million