

Company: SQUARE ENIX HOLDINGS CO., LTD.
(Code: 9684, Tokyo Stock Exchange)
Representative: Yosuke Matsuda, President and Representative Director

Establishing SQUARE ENIX AI & ARTS Alchemy Co., Ltd.; Unleashing power of AI technologies developed for games to fuel R&D, business in entertainment AI

SQUARE ENIX HOLDINGS CO., LTD. (“Square Enix”) announces that it is establishing SQUARE ENIX AI & ARTS Alchemy Co., Ltd. to pursue R&D efforts and business opportunities in the field of “entertainment AI,” thus enabling it to apply the artificial intelligence (“AI”) knowledge and expertise that its group has amassed in the realm of digital entertainment to the broader entertainment domain.



SQUARE ENIX AI & ARTS Alchemy Corporate Logo

“To spread happiness across the globe by providing unforgettable experiences” is the corporate philosophy that guides the Square Enix group in businesses that include digital entertainment, publication, amusement, and merchandising. Among the group’s vast technology portfolio, the AI and artistic technologies such as computer graphics used in its games have particular potential to contribute to a wide range of entertainment domains beyond the scope of its existing businesses.

We believe that new forms of entertainment will be created against a backdrop of ongoing technological innovations, as exemplified by XR and next-generation telecommunications standards such as 5G. SQUARE ENIX AI & ARTS Alchemy will launch its operations with the goal of pursuing R&D efforts that apply the Square Enix group’s knowledge and expertise in AI and art not only to games but to the broader concept of “entertainment AI.” SQUARE ENIX AI & ARTS Alchemy will also strive to create new fields of business, with an eye to potential tie-ups with companies in the entertainment industry.

■ Overview: SQUARE ENIX AI & ARTS Alchemy

Company	SQUARE ENIX AI & ARTS Alchemy Co., Ltd.
Representatives	Chairman and CEO: Yosuke Matsuda President and COO: Remi Driancourt
Directors	CTO: Youichiro Miyake CAO(Chief Art Officer): Takeshi Nozue
Address	Shinjuku Eastside Square, 6-27-30 Shinjuku, Shinjuku-ku, Tokyo
Established	March 2, 2020
Operations	R&D/business involving products that combine AI, computer graphics, and art

About Square Enix Holdings Co., Ltd.

Square Enix Holdings Co., Ltd. with headquarters in Tokyo, Japan, is the holding company leading the group of Square Enix companies (the "Square Enix Group") with a diverse range of content and service businesses. The Square Enix Group publishes, distributes and licenses entertainment content around the world under its internationally renowned brands including SQUARE ENIX®, EIDOS® and TAITO®. The Square Enix Group includes a global network of leading development studios located in North America, Europe and Japan. The Square Enix Group also boasts a valuable portfolio of intellectual property including: FINAL FANTASY®, which has sold over 151 million units worldwide; DRAGON QUEST®, which has sold over 81 million units worldwide; TOMB RAIDER®, which has sold over 77 million units worldwide; and the legendary SPACE INVADERS®.

More information on Square Enix Holdings Co., Ltd. can be found at <http://www.hd.square-enix.com/eng/>

*FINAL FANTASY, the FINAL FANTASY VII REMAKE logo, DRAGON QUEST, EIDOS, EIDOS MONTREAL, SPACE INVADERS, SQUARE ENIX, the SQUARE ENIX logo, TAITO and TOMB RAIDER are registered trademarks or trademarks of the Square Enix group of companies. All other trademarks are properties of their respective owners.