

**SQUARE ENIX HOLDINGS CO., LTD. REPORTS FINANCIAL RESULTS FOR  
THE SIX-MONTH PERIOD ENDED SEPTEMBER 30, 2010**

TOKYO, Japan – November 4, 2010-- SQUARE ENIX HOLDINGS CO., LTD. (the “Company”) today announced consolidated results for the six-month period ended September 30, 2010. The Company is listed on the Tokyo Stock Exchange, First Section with the stock code “9684” and prepares its financial statements according to Japan GAAP.

| <b>Key Figures</b>  |                          |                          |                   |
|---|--------------------------|--------------------------|-------------------|
| <i>(millions of yen, except percentages and per share data)</i> |                          |                          |                   |
| <u>6 month actual</u>   | <u>6 mos. ended 9/10</u> | <u>6 mos. ended 9/09</u> | <u>YoY change</u> |
| Net sales   | <b>68,056</b>            | 90,561                   | -25%              |
| Operating income  | <b>5,712</b>             | 13,091                   | -56%              |
| Recurring income  | <b>3,520</b>             | 12,181                   | -71%              |
| Net income  | <b>1,723</b>             | 2,683                    | -36%              |
| EPS, basic  | <b>14.98 yen</b>         | 23.32 yen                | -36%              |
|   | <i>Forecast</i>          | <i>Actual</i>            |                   |
| <u>Full year</u>  | <u>FY ending 3/11</u>    | <u>FY ended 3/10</u>     | <u>YoY change</u> |
| Net sales   | 160,000                  | 192,257                  | -17%              |
| Operating income  | 20,000                   | 28,235                   | -29%              |
| Recurring income  | 20,000                   | 27,822                   | -28%              |
| Net income  | 12,000                   | 9,509                    | +26%              |
| EPS, basic  | 104.28 yen               | 82.65 yen                | +26%              |

For additional information, please refer to the full-length Consolidated Financial Results document here: <http://www.square-enix.com/11q2earnings.pdf>, or the Company’s IR website: [www.square-enix.com/eng/ir](http://www.square-enix.com/eng/ir)

*Management comments from Yoichi Wada, President and Representative Director:*

“Under a challenging operating environment, which contributed to relatively slower growth of new game title releases, net sales were below our forecasts for the six-month period ended September 30, 2010. Operating income outperformed our forecasts due to contribution from highly profitable carryover sales of major titles released in March of the previous fiscal year and strong performance from the Publication segment.

Our Group is continuing to make progress in our strategic initiatives to achieve mid- and long-term growth which has included our promotion of business in the Chinese market through our newly-formed strategic alliance with Shanda Games in online gaming. In this way, we will continue to strengthen our existing businesses in the third quarter and beyond, while also vigorously pushing forward our three growth strategies of globalization, becoming “network centric” and strengthening our own-IPs.”

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About SQUARE ENIX HOLDINGS CO., LTD.

SQUARE ENIX HOLDINGS CO., LTD with headquarters in Tokyo, Japan, is a holding company leading the Square Enix Group with a diverse range of content and service businesses. The Square Enix Group publishes and distributes entertainment content under its internationally renowned brands such as 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 Group boasts a valuable portfolio of intellectual property including: FINAL FANTASY®, which has sold over 97 million units worldwide, DRAGON QUEST®, which has sold over 54 million units worldwide and TOMB RAIDER®, which has sold over 35 million units worldwide, together with other well established products and services.

More information on SQUARE ENIX HOLDINGS CO., LTD. can be found on the Internet at <http://www.square-enix.com/eng>

Disclaimer

The forward-looking statements in this document are based upon the information currently available, and necessarily include elements that are not entirely predictable. Actual results may differ from the forward-looking statements in this document.

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