

March 18, 2013

Company: SQUARE ENIX HOLDINGS CO., LTD.
(Code: 9684, Tokyo Stock Exchange)
Representative: Yoichi Wada, President and Representative Director
Contact: Michihiro Sasaki, Executive Managing Officer, Corporate Planning
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NOTICE OF APPOINTMENT OF A NEW REPRESENTATIVE DIRECTOR

SQUARE ENIX HOLDINGS CO., LTD. (the "Company") hereby announces that a representative director has been newly elected by resolution of the Company's Board of Directors as of March 18, 2013.

1. Reason for the election
Reinforcement of the Company's management team

2. Elected representative director
The newly-elected representative director is the following.

Name	New title	Former title
Yosuke Matsuda	Representative Director	Director

3. Career summary of the newly-elected representative director
See the attachment.

4. Effective date of the election
March 18, 2013

Yosuke Matsuda

Date of birth	Profile	Number of shares owned
April 27, 1963	<p>Oct. 2001 Joined SQUARE CO., LTD. as Senior Vice President</p> <p>Apr. 2003 Senior Vice President and General Manager, Accounting and Finance, SQUARE ENIX CO., LTD.</p> <p>Jun. 2004 Director and CFO, SQUARE ENIX CO., LTD.</p> <p>Oct. 2008 Director and CFO, SQUARE ENIX HOLDINGS CO., LTD. (incumbent)</p> <p>Mar. 2013 Representative Director, SQUARE ENIX HOLDINGS CO., LTD. (incumbent)</p>	200