

February 5, 2026

Company: SQUARE ENIX HOLDINGS CO., LTD.
 Representative: Takashi Kiryu, President and Representative Director
 Company code: 9684 (Tokyo Stock Exchange, Prime Market)
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Notice Regarding the Introduction of a Shareholder Benefit Program

SQUARE ENIX HOLDINGS CO, LTD. (the “Company”) hereby announces that its Board of Directors voted at its February 5, 2026 meeting to introduce a shareholder benefit program as detailed below.

1. Purpose

The Company has decided to introduce a shareholder benefit program to express gratitude for the ongoing support of its shareholders and to encourage a greater number of investors to hold its shares over the long term.

2. Overview

1) e-STORE Coupons

(1) Eligible shareholders

Shareholders holding at least 100 shares as recorded in the Company’s shareholder registry as of the record date (March 31 of each year). The first record date will be March 31, 2026.

(2) Shareholder benefit details

The Company will present eligible shareholders with coupons redeemable at the e-STORE (<https://store.jp.square-enix.com/>) operated by Square Enix Co., Ltd. based on the number of shares held and the continuous holding period as of the record date.

Number of shares held (*2)	Continuous holding period (*1)		
	Less than 1 year	At least 1 year but less than 3 years	3 years or more
100 shares or more	Coupon worth JPY 500	Coupon worth JPY1,000	Coupon worth JPY 1,500
500 shares or more	Coupon worth JPY 3,000	Coupon worth JPY 6,000	Coupon worth JPY 9,000
1,000 shares or more	Coupon worth JPY 10,000	Coupon worth JPY 20,000	Coupon worth JPY 30,000

(*1) Continuous holding means that as of the reference date (March 31 of each year), the shareholder must be registered under the same shareholder number in the shareholder registry dating back to March 31, 2026, and must hold the

minimum number of shares required for each benefit (100 shares, 500 shares, or 1,000 shares) as of the reference dates of March 31 (including the relevant reference date), June 30, September 30, and December 31, without falling below the minimum number of shares required for each benefit (100 shares, 500 shares, 1,000 shares).

For example, Shareholders recorded in the Company's shareholder register as of the record date of March 31, 2026, will receive coupons corresponding to the number of shares held for a continuous holding period of less than one year.

For shareholders recorded in the Company's shareholder register as of the record date of March 31, 2027, if, under the same shareholder number, they are continuously recorded in the Company's shareholder register on each of the following five record dates—(i) March 31, 2026; (ii) June 30, 2026; (iii) September 30, 2026; (iv) December 31, 2026; and (v) March 31, 2027—without falling below the minimum number of shares required for the applicable benefit category (100 shares, 500 shares, or 1,000 shares), they shall be deemed to have a continuous holding period of at least one year but less than three years.

Continuous Holding Period	Number of Consecutive Recordings
Less than 1 year	4 times or fewer
At least 1 year but less than 3 years	5 to 12 times
3 years or more	13 times or more

Additionally, if your shareholder number changes, the first shareholder registry entry will be the date that the new shareholder number is first recorded in the registry.

Your shareholder number may change if you lend shares using a stock lending service, sell all your shares and then repurchase them, change the securities company where your shares are held, or change the name on the shareholder record. Please contact the securities company where you have your account to confirm whether your shareholder number has changed or how it is otherwise handled.

- (*2) Your classification on the record date may change due to your acquisition of additional shares during the continuous holding period. For example, if you held 100 shares for over three years and then additional purchases took your holdings to 1,000 shares, you will be classified as holding 1,000 shares or more

for a continuous holding period of less than one year and will receive a ¥10,000 coupon. Your classification on the record date may also change if you sell off a portion of your holdings during the continuous holding period. For example, if you held 1,000 shares for over three years, sold 900 shares, and now hold 100 shares, you will be classified as holding 100 shares or more for a continuous holding period of three years or longer, and you will receive a coupon worth ¥1,500.

(3) Coupon delivery schedule

Coupons are to be sent out in June each year along with annual shareholders' meeting convocation notices.

2) Drawing for Exclusive Dragon Quest 40th Anniversary Merchandise

(1) Eligible shareholders

Shareholders holding at least 100 shares as recorded in the Company's shareholder registry as of March 31, 2026.

(2) Shareholder benefit details

In addition to the e-STORE coupons detailed in 1) above, the Company will present shareholders selected via lottery with exclusive merchandise commemorating Dragon Quest's 40th anniversary.

The shareholder-exclusive merchandise will take the form of commemorative medals made of pure silver, which are not otherwise available. The Company plans to select 400 recipients. Details will be announced once finalized.

Commemorative medal design

*Images are for illustrative purposes only. The actual product may differ in color or other features.



(Front)

(Back)

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(3) Lottery ticket distribution

Lottery tickets are to be sent out in June 2026 along with annual shareholders' meeting convocation notices.

*Details on the application process and deadline as well as on the shipping of the commemorative medals will be enclosed with annual shareholders' meeting convocation notices.

3. Other

Should any changes occur to the shareholder benefit program, the Company will promptly announce the same via its website and other channels.

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