This document is an abridged translation of the Japanese original of "Notice of Convocation of the 30th Annual Shareholders' Meeting" and "Reference Documents for Exercising Voting Rights" of SQUARE ENIX HOLDINGS CO., LTD. This translation is intended for reference and convenience purposes only. In the event of any discrepancy between this translation and the Japanese original, the original shall prevail.

Securities Code: 9684 June 1, 2010

To Our Shareholders:

Yoichi Wada, President and Representative Director SQUARE ENIX HOLDINGS CO., LTD. 3-22-7, Yoyogi, Shibuya-ku, Tokyo

NOTICE OF CONVOCATION OF THE 30th ANNUAL SHAREHOLDERS' MEETING

You are cordially invited to attend the 30th Annual Shareholders' Meeting of SQUARE ENIX HOLDINGS CO., LTD. (the "Company"), which will be held as described hereunder.

In the event that you are unable to attend the Meeting, please examine the "Reference Documents for the Shareholders' Meeting" provided below, and you may exercise your voting rights either one of the following two methods no later than 6:00 p.m., June 22, 2010 (Tuesday) (Japan Standard Time).

[Exercise of voting rights in writing (via mailing)]

Please indicate your approval or rejection of the respective agenda on the Voting Form enclosed herewith, and return the same to be delivered to us by the above deadline.

[Exercise of voting rights via electronic method (via Internet)]

Please exercise your voting rights via the Company's electronic voting website (<u>http://www.evote.jp/</u>). A log-in ID and a tentative password, which are indicated on the Voting Form enclosed herewith, will be required.

In cases where shareholders exercise their voting rights both in writing and via electronic method, only the latter will be valid, and where shareholders exercise their voting rights via electronic method more than once, only the last vote will be counted.

(Note: Voting via the Internet is not available to non-resident shareholders.)

(Note: Nominal shareholders such as trust banks (including custodians) who apply in advance to use the Electronic Voting Platform for Foreign and Institutional Investors operated by ICJ, Inc., may use the platform to exercise their voting rights via electronic method, as provided in the Companies Act.)

1. Time:	3 p.m., June 23, 2010 (Wednesday)
2. Place:	Concord Ballroom (Main Tower 5F) of Keio Plaza Hotel
	2 - 2-1, Nishi-Shinjuku, Shinjuku-ku, Tokyo

- 3. Meeting Agenda: Reports
- 1. Business Report, Consolidated Financial Statements and Audit Reports on the Consolidated Financial Statements by Accounting Auditors and by the Board of Corporate Auditors for the 30th Term (April 1, 2009, through March 31, 2010)
 - 2. Non-Consolidated Financial Statements for the 30th Term (April 1, 2009, through March 31, 2010)

Items for Resolution	
First Item:	Appro
Second Item:	Electio

Appropriation of Surplus Election of Five (5) Directors

Notes:

Excerpts from the Business Report and Consolidated Financial Statements are to be attached to this NOTICE OF CONVOCATION and are described from page 3 onward.

- END -

Should revisions to the reference documents for the Shareholders' Meeting become necessary, such changes will be posted on the Company's website (Japanese: <u>http://www.square-enix.com/jpn/ir/</u> and summarized translations in English: http://www.square-enix.com/eng/ir/).

(Excerpts from Business Report for the 30th Term)

Operation Highlights of Fiscal Year Ended March 31, 2010

The Square Enix Group (the "Group") is continuing determined efforts to strengthen the competitiveness and profitability of its business segments of Games, Amusement, Publication, Mobile Phone Content and Merchandising.

Net sales for the fiscal year ended March 31, 2010 totaled \$192,257 million (an increase of 41.7% from the prior fiscal year), operating income amounted to \$28,235 million (an increase of 130.0% from the prior fiscal year), recurring income amounted to \$27,822 million (an increase of 147.1% from the prior fiscal year) and net income amounted to \$9,509 million (an increase of 50.1% from the prior fiscal year).

A discussion of results by segment for the fiscal year ended March 31, 2010 follows.

Operating Results by Business Segment

(1) Games

The Games segment plans, develops and distributes games for game consoles (including handheld game machines) and personal computers as well as online games. This segment includes amortization of goodwill relating to the consolidation of Eidos Ltd. into the Group. Games developed by the Group are marketed in the world's major regions through key subsidiaries including SQUARE ENIX CO., LTD. (Japan), SQUARE ENIX, INC. (North America region) and SQUARE ENIX LTD. (Europe and PAL regions).

During the fiscal year ended March 31, 2010, major game titles such as "FINAL FANTASY XIII," "DRAGON QUEST IX: Sentinels of the Starry Skies," "Batman: Arkham Asylum," "KINGDOM HEARTS 358/2 Days" and "DRAGON QUEST VI" were new million sellers released during the year contributing to the Group's favorable results.

Net sales in the Games segment totaled ¥109,949 million (an increase of 128.4% from the prior fiscal year), and operating income increased 254.0% to ¥23,814 million.

(2) Amusement

The Amusement segment includes TAITO CORPORATION's operation of amusement facilities and planning, development and distribution of arcade game machines for amusement facilities and related products. The planning, development and distribution of arcade game machines by SQUARE ENIX CO. LTD. are also included in this segment. Further, the segment includes amortization of goodwill relating to consolidation of TAITO CORPORATION into the Group.

In arcade game machines, "DRAGON QUEST Monster Battleroad II" performed well during the fiscal year under review, while amusement facility operations remained at low levels under the continued difficult market conditions.

Net sales in this segment totaled ¥52,299 million (a decrease of 12.7% from the prior fiscal year), and operating income decreased by 11.8% to ¥2,892 million.

(3) Publication

The Publications segment includes comic books, game strategy books and comic magazines.

During the fiscal year, the Group had favorable results supported by continued strong comic book sales accelerated by TV broadcasting animation programs of popular titles as well as favorable sales of strategy guide books based on popular game titles.

Net sales in this segment totaled ¥14,367 million (an increase of 10.6% from the prior fiscal year), and operating income increased 16.4% to ¥4,120 million.

(4) Mobile Phone Content

The Mobile Phone Content segment provides a range of mobile phone content services including the planning, development and management of portal services, games, ring tones and wallpapers.

The service lineup including "FINAL FANTASY" and "DRAGON QUEST" portal services has been continuously leveraging the Group's strength in original content.

Net sales in the Mobile Phone Content segment totaled ¥10,171 million (a decrease of 6.9% from the prior fiscal year), and operating income increased 8.1% to ¥4,593 million.

(5) Merchandising

The Merchandising segment covers planning, production, distribution and licensing of derivative products of titles owned by the Group. The CG-animated film "FINAL FANTASY VII ADVENT CHILDREN COMPLETE," released in April 2009, contributed to sales and profit of this segment.

Net sales in this segment totaled ¥5,473 million (an increase of 45.6% from the prior fiscal year), and operating income increased 124.2% to ¥1,827 million.

Capital Expenditures

During the fiscal year ended March 31, 2010, capital expenditures totaled ¥6,916 million, consisting mainly of investments in arcade game machines in the Amusement segment as well as game development tools and networking equipment for data centers within the Games segment.

Fund Procurement

In February 2010, the Group issued ¥35,000,000,000 Zero Coupon Convertible Bonds due 2015.

Basic Policy for Profit Distribution and Dividends

The Group recognizes the return of profits to shareholders as one of its most important management tasks. The Group maintains internal reserves to enable priority to be given to investments that will enhance the value of the Group. Such investments may include capital investments and M&A for the purpose of expanding existing businesses and developing new businesses. The retention of internal reserves is done while also taking into account return to shareholders, operating performance and the optimal balance for stable dividends. Accordingly, the Group strives to maintain stable and continuous dividends. The portion of dividends linked to operating results is determined by setting a consolidated payout ratio target of approximately 30%.

Issues Facing Management

Management's key task is to create advanced, high-quality content and services that allow the Group to grow in the medium- and long-term while maintaining profitability. As the development and popularization of information technology (IT) and network environments rapidly advance, we anticipate a major transformation in the structure of the digital entertainment industry. We believe that this will be driven by factors such as increased consumer needs in the area of network-compliant entertainment and growing access to a diverse range of content by users of multi-function devices. The Group strives to respond to these changes, and has adopted a medium- to long-term management strategy that focuses on pioneering a new era in digital entertainment.

In order to achieve the Group's medium- to long-term strategy, it is imperative to expand our global business and meet customers' diverse content needs. To do so, it is critically important that the Group acquires and develops ideally suited human resources.

Consolidated Balance Sheets

As of March 31, 2010

Items	Amount	Items	Amount
(ASSETS)		(LIABILITIES)	
Current assets	213,347	Current liabilities	75,257
Cash and deposits	111,211	Notes and accounts payable	10,666
Notes and accounts receivable	30,682	Short-term loans	2,808
Short-term investment securities	35,000	Current portion of corporate bonds	37,000
Merchandise and finished goods	3,237	Other accounts payable	3,528
Work in progress	54	Accrued expenses	6,611
Raw materials and supplies	469	Accrued income taxes	4,090
Content production account	16,025	Accrued consumption taxes	2,839
Deferred tax assets	6,231	Advance payments	920
Income tax	5,994	Deposits received	561
Other current assets	4,973	Reserve for bonuses	1,571
Allowance for doubtful accounts	(533)	Allowance for sales returns	4,046
Non-current assets	57,182	Allowance for game arcade closings	321
Property and equipment	18,850	Other	291
Buildings and structures	4,610	Non-current liabilities	41,013
Tools and fixtures	2,410	Corporate bond	35,000
Amusement equipment	2,832	Allowances for employees' retirement	2,170
Land	8,277	benefits	
Construction in progress	626	Allowances for directors' retirement	250
Other	92	benefits	
Intangible assets	21,623	Allowance for game arcade closings	645
Goodwill	10,233	Deferred tax liabilities	2,354
Other	11,390	Other	593
Investments and other assets	16,707	Total liabilities	116,271
Investment securities	567	(NET ASSETS)	
Long-term loans	6	Shareholders' equity	157,641
Rental deposits	13,530	Common stock	15,204
Construction support deposits	1,125	Capital surplus	44,444
Claims in bankruptcy	202	Retained earnings	98,848
Deferred tax assets	1,682	Treasury stock	(856
Other	300	Valuation and translation adjustment	(4,960
Allowance for doubtful accounts	(706)	Unrealized gain on revaluation of other	(9
	· · · · ·	investment securities	,
		Foreign currency translation	(4,951
		adjustment	
		Stock acquisition rights	715
		Minority interests in consolidated	861
		subsidiaries	
		Total net assets	154,258

(Note: Amounts are rounded down to the nearest million yen.)

Consolidated Statements of Income

From April 1, 2009 to March 31, 2010

Items	Δπ	(Millions of Yen
Net sales		192,257
Cost of sales		108,536
Gross profit		83,721
Reversal of allowance for sales returns		4,863
Provision for allowance for sales returns		4,046
Net gross profit		84,538
Selling, general and administrative expenses		56,303
Operating income		28,235
Non-operating income		20,235
Interest income	188	
Dividends received	343	
Rental income	343	
	45	
Amortization of negative goodwill Miscellaneous income	150	758
	150	
Non-operating expenses	30	
Interest expenses Bond issuance cost		
	142	
Investment loss on equity method	49	
Foreign exchange loss	842	1 1771
Miscellaneous loss	105	1,171
Recurring income		27,822
Extraordinary gain	22	
Gain on sale of property and equipment	33	
Gain on sales of investment securities	10	
Reversal of allowance for doubtful accounts	9	
Gain on forgiveness of debt	23	
Other	51	128
Extraordinary loss		
Loss on sale of property and equipment	69	
Loss on disposal of property and equipment	389	
Loss on valuation of investment securities	166	
Loss on liquidation of subsidiaries and affiliates	72	
Provision of allowance for game arcade closing	25	
Impairment loss	255	
Accelerated amortization of goodwill	12,209	
Severance payments	1,985	
Losses on disposal and write-down of assets associated with business restructuring	1,860	
Acquisition expense	770	
Other	114	17,919

(Millions of Yen)

Items	Am	ount
Income before income taxes and distribution of loss in partnership (tokumei-kumiai)		10,031
Distribution of loss in partnership (tokumei-kumiai)		4
Income before income taxes		10,026
Current income taxes	1,881	
Income taxes for prior periods	1,745	
Deferred income taxes	(3,158)	469
Minority interest in consolidated subsidiaries		48
Net income		9,509

(Note: Amounts are rounded down to the nearest million yen.)

Consolidated Statements of Changes in Net Assets

From April 1, 2009 to March 31, 2010

Items	Amount
hareholders' equity	
Common stock	
Balance at the end of previous period	15,134
Changes during the period	
Issuance of new shares	69
Total changes during the period	69
Balance at the end of current period	15,204
Capital surplus	
Balance at the end of previous period	44,375
Changes during the period	
Issuance of new shares	69
Disposal of treasury stock	(0)
Total changes during the period	69
Balance at the end of current period	44,444
Retained earnings	
Balance at the end of previous period	93,220
Changes during the period	
Dividends from retained earnings	(3,450)
Net income	9,509
Change in scope of consolidation	(431)
Total changes during the period	5,627
Balance at the end of current period	98,848
Treasury stock	
Balance at the end of previous period	(852)
Changes during the period	
Purchase of treasury stock	(4)
Disposal of treasury stock	1
Total changes of items during the period	(3)
Balance at the end of current period	(856)

(Millions of Yen)

Items	(Millions of Yen Amount
Total shareholders' equity	
Balance at the end of previous period	151,879
Changes during the period	
Issuance of new shares	139
Dividends from retained earnings	(3,450)
Net income	9,509
Purchase of treasury stock	(4)
Disposal of treasury stock	0
Change in scope of consolidation	(431)
Total changes during the period	5,762
Balance at the end of current period	157,641
Valuation and translation adjustments	
Unrealized gain on revaluation of other investment securities	
Balance at the end of previous period	(71)
Changes during the period	
Net changes of items other than shareholders' equity	62
Total changes during the period	62
Balance at the end of current period	(9)
Foreign currency translation adjustment	
Balance at the end of previous period	(4,488)
Changes during the period	
Net changes of items other than shareholders' equity	(462)
Total changes during the period	(462)
Balance at the end of current period	(4,951)
Total valuation and translation adjustments	
Balance at the end of previous period	(4,560)
Changes during the period	
Net changes of items other than shareholders' equity	(399)
Total changes during the period	(399)
Balance at the end of current period	(4,960)

(Millions	of	Yen)
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Items	Amount
Stock acquisition rights	
Balance at the end of previous period	410
Changes during the period	
Net changes of items other than shareholders' equity	304
Total changes during the period	304
Balance at the end of current period	715
Minority interests	
Balance at the end of previous period	995
Changes of items during the period	
Net changes of items other than shareholders' equity	(133)
Total changes of items during the period	(133)
Balance at the end of current period	861
Total net assets	
Balance at the end of previous period	148,724
Changes of items during the period	
Issuance of new shares	139
Dividends from retained earnings	(3,450)
Net income	9,509
Purchase of treasury stock	(4)
Disposal of treasury stock	0
Change in scope of consolidation	(431)
Net changes of items other than shareholders' equity	(228)
Total changes during the period	5,533
Balance at the end of current period	154,258

(Note: Amounts are rounded down to the nearest million yen.)

Reference Documents for the Shareholders' Meeting

First Item: Appropriation of Surplus

It is the Company's policy to maintain a consistent and stable dividend payout while improving its profitability and financial strength, and achieving an optimal balance between its operating performance and returns to its shareholders. Taking into account this dividend policy and the financial results of the 30th term ended March 31, 2010 (the "Term"), the Company proposes to declare ordinary dividends for the Term, inclusive of additional commemorative dividends of five (5) yen per share of common stock of the Company for attainment of the highest record of recurring income since the merger in April 2003, as follows:

- (i) Kind of the Dividend Property Cash
- (ii) Items pertaining to the allotment of property for dividends and the total amount thereof The Company proposes to distribute a year-end dividend in the amount of twenty-five (25) yen per share of common stock.

If the foregoing Item is approved, the aggregate amount of dividends for the Term will be 2,876,820,775 yen. The aggregate annual dividend for the Term will be thirty-five (35) yen per share (including the interim dividend of ten (10) yen per share paid in December 2009), and the Company's consolidated dividend payout ratio for the Term will be 42.3%.

(iii) Effective Date of the proposed Dividends from Surplus June 24, 2010 (Thursday)

Second Item: Election of Five (5) Directors

The Company proposes to elect five (5) directors, as the term of office of all the incumbent directors will expire at the close of this Annual Shareholders' Meeting.

No. Name	Number of the
(Date of Birth) Brief Personal History, Positions and Assignments in the Company	Company's
and Significant Positions Concurrently Held	Shares Held
Image: Control of the structure of	Shares Held 1,700 shares

The proposed candidates are as follows:

No.	Name (Date of Birth)	Brief Personal History, Positions and Assignments in the Company and Significant Positions Concurrently Held		Number of the Company's Shares Held
		Oct. 1987	Joined former ENIX Corporation	
1			(dissolved upon a merger as of April 1, 1989)	
		Apr. 1994	General Manager, Software Development Division,	
		1	Product Planning, ENIX Corporation	
			(currently SQUARE ENIX HOLDINGS CO., LTD.)	
		Jun. 1998	Director and General Manager, Software	
		5	Development Division	
		Oct. 2000	Representative Director, President and COO	
		Apr. 2003	Executive Vice President and Representative	
		1	Director, SQUARE ENIX CO., LTD. (currently	
			SQUARE ENIX HOLDINGS CO., LTD.)	
		Jun. 2004	Executive Vice President and Director	
		Jan. 2005	Chairman of the Board, SQUARE ENIX (China)	
			CO., LTD. (incumbent)	
2	Keiji Honda	Oct. 2006	Executive Vice President and Representative	5,625
2	(December 29, 1957)		Director, SQUARE ENIX CO., LTD. (currently	shares
			SQUARE ENIX HOLDINGS CO., LTD.)	
			(incumbent)	
		Oct. 2008	Executive Vice President and Representative	
			Director, SQUARE ENIX CO., LTD. (incumbent)	
		Oct. 2009	Director, SQUARE ENIX OF AMERICA	
			HOLDINGS, INC. (incumbent)	
		Oct. 2009	Director, SQUARE ENIX OF EUROPE HOLDINGS	
			LTD. (incumbent)	
		(Significant I	Positions Concurrently Held)	
			ce President and Representative Director,	
		SQUARE EN	IIX CO., LTD.	
		Director, SQ	UARE ENIX OF AMERICA HOLDINGS, INC.	
		Director, SQ		
		Chairman of		

No.	Name (Date of Birth)	Brief Personal History, Positions and Assignments in the Company and Significant Positions Concurrently Held		Number of the Company's Shares Held
3	Yosuke Matsuda (April 27, 1963)	May 1995 Dec. 1998 Jan. 2000 Feb. 2000 Oct. 2001 Apr. 2003 Jun. 2004 Feb. 2006 Nov. 2006 Oct. 2008 Dec. 2008 Dec. 2008 Apr. 2010 (Significant Posi Director, SQUAI Director, TAITO Director, SQUAI	Joined Mitsui Life Insurance Company Limited Joined Actus Audit Corporation Joined SQUARE CO., LTD. (currently SQUARE ENIX HOLDINGS CO., LTD.) Retired from SQUARE CO., LTD. Joined Showa Ota Ernst & Young Co., Ltd. Rejoined SQUARE CO., LTD. (currently SQUARE ENIX HOLDINGS CO., LTD.) Senior Vice President Senior Vice President and General Manager, Accounting and Financial Division Director, Accounting and Finance (incumbent) Director, TAITO CORPORATION (currently SQUARE ENIX CO., LTD.) Director, SQUARE ENIX OF AMERICA HOLDINGS, INC. (incumbent) Director, SQUARE ENIX CO., LTD. (incumbent) Director, SQUARE ENIX CO., LTD. (incumbent) Director, TAITO CORPORATION (incumbent) Director, SQUARE ENIX CO., LTD. (incumbent) Director, SQUARE ENIX CO., LTD. (incumbent) Director, SQUARE ENIX CO., LTD. (incumbent) Director, TAITO CORPORATION (incumbent) tions Concurrently Held) RE ENIX CO., LTD. OCORPORATION RE ENIX OF AMERICA HOLDINGS, INC. RE ENIX OF AMERICA HOLDINGS LTD.	200 shares

No.	Name (Date of Birth)	Brief Personal History, Positions and Assignments in the Company and Significant Positions Concurrently Held		Number of the Company's Shares Held
4	Yukinobu Chida (September 29, 1950)	(dissolved Mar. 1988 Director, E Apr. 1989 Managing Developme (currently 3 Jul. 1992 Executive I Division, F Division an Apr. 1993 Executive I Developme Oct. 2000 Vice Chairr Oct. 2002 Director Apr. 2003 Director, Se SQUARE F (incumben	, QUARE ENIX CO., LTD. (incumbent) rrently Held)	256,688 shares

No.	Name (Date of Birth)	Brief Personal History, Positions and Assignments in the Compa and Significant Positions Concurrently Held	any Number of the Company's Shares Held
5	Makoto Naruke (September 4, 1955)	Sep. 1982Joined ASCII CORPORATIONOct. 1982Dispatched to ASCII Microsoft Co., Ltd.Jun. 1986Joined Microsoft Co., Ltd., General Manager, OE Sales DivisionSep. 1990Director and General Manager, Marketing DivisNov. 1991President and Representative DirectorMay 2000Director and Special AdvisorMay 2000President and CEO, Inspire CorporationJun. 2000Director, SQUARE CO., LTD. (currently SQUAR ENIX HOLDINGS CO., LTD.)Apr. 2003Director, SQUARE ENIX CO., LTD. (currently SQUARE ENIX HOLDINGS CO., LTD.)Aug. 2008Member of the Board Founder, Inspire Corporation(incumbent)(incumbent)Aug. 2008Member of the Board Founder, Inspire CorporationOutside Director, Suruga Bank Ltd.Outside Director, Suruga Bank Ltd.	ion RE 0 shares

Notes: 1. There are no special interests between any candidate and the Company.

2. The candidate Makoto Naruke is nominated as an outside director.

3. The candidate Makoto Naruke is nominated as an outside director with the objective of reflecting his abundant experience and broad-ranging insight as a corporate executive in the Company's management.

4. Makoto Naruke will have served as an outside director of the Company for a term of seven years upon the close of this Annual Shareholders' Meeting.

5. The Company has entered into a liability limitation agreement with Makoto Naruke that limits his liability to a maximum of 10 million yen or the amount prescribed by law, whichever is greater. If Mr. Naruke is elected, the Company plans to extend the term of that agreement.

- END -