

SQUARE ENIX Group Introduces New Corporate Philosophy Structure, Defines Purpose & Values

New Purpose: Creating New Worlds With Boundless Imagination to Enhance People's Lives

TOKYO (May 13, 2024) – SQUARE ENIX HOLDINGS CO., LTD. (the “Company”) today introduced its new Corporate Philosophy structure that will guide all aspects of the business moving forward. Today marks the Company’s official adoption of its Purpose, which describes its reason for being, and the six Values that will serve as key guideposts for employees’ thoughts and actions as they work toward “Creating New Worlds with Boundless Imagination to Enhance People’s Lives.”

■ Purpose

**Creating New Worlds With Boundless Imagination
to Enhance People’s Lives.**

■ Values

Deliver Unforgettable Experiences

Embrace Challenges

Act Swiftly

Stronger Together

Continuously Evolve

Cultivate Integrity

■ The meaning behind our Purpose

SQUARE ENIX Group’s employees will tap into their boundless imagination to freely and passionately create new content. That energy is reflected in their creations – which in turn resonate with hearts and minds of customers, as they’re transformed to new worlds and unforgettable experiences in their daily lives. It is through this quintessentially Square Enix Group approach that we hope to enrich people’s lives. This is the meaning behind our Purpose.

■ The reasoning behind our Corporate Philosophy structure revamp

Sixteen years have gone by since we defined our previous Corporate Philosophy in 2008. Since then, rapid technological and social advances have brought major changes to our customers’ values and lifestyles. What has remained constant is our belief in the potential of entertainment both now and in the future – inspiring us to take on new challenges to continue creating content that delivers unforgettable experiences to our customers. This is our Group’s unchanging role. As we carry that approach into the future, we were inspired to distill the passion behind our previous Corporate Philosophy into a set of broader, more versatile values and concepts that resonate both internally and externally.

That is what led to this revamp. Through our new Purpose and Values, we will foster an organizational culture in keeping with their meaning, as we create and grow into the future.