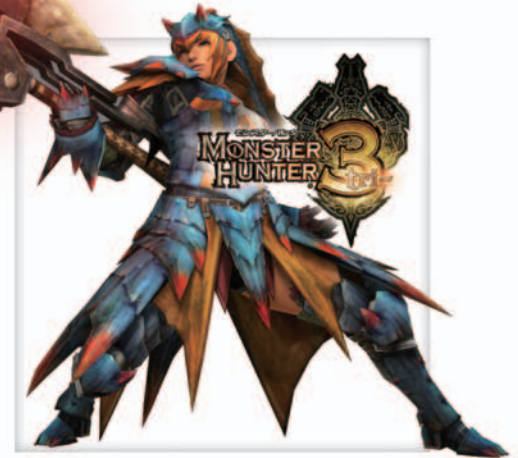
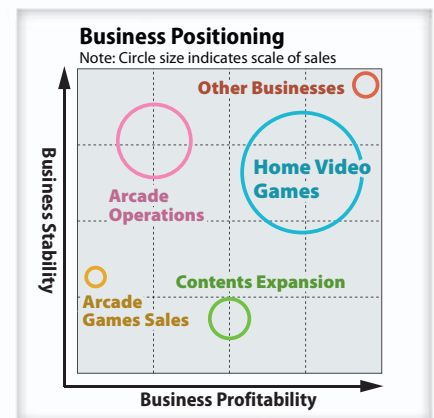


# Developing five businesses centered on original contents

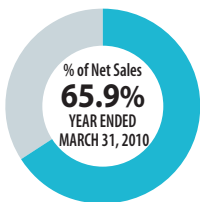


Capcom's core competence is its world-class development capability to produce original content, which we make use of in our Home Video Games Business (home and online), our core business and the driver of our growth. Our Contents Expansion Business develops home video game content for use in mobile games and gaming machine cabinets. Our Arcade Games Sales Business focuses on arcade games for amusement facilities, and our Arcade Operations Business operates "Plaza Capcom" where these machines are installed. Our Other Businesses focus on the licensing of game content for multimedia development. These five businesses comprise the scope of Capcom's business activities.



Products released in this fiscal year

Home Video Games



In addition to the development and distribution of home video games, this business distributes PC online games, constituting the core business of Capcom, with sales accounting for approximately 70% of total sales. By concentrating our management resources in this field, we have developed game software for a wide range of consumers. We consider action and adventure games our forte, and have released many creative million-seller titles worldwide.

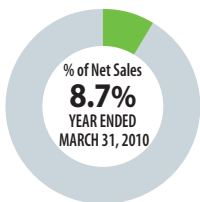


"Monster Hunter Tri"

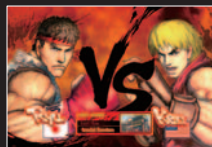
"Ace Attorney Investigations: Miles Edgeworth"



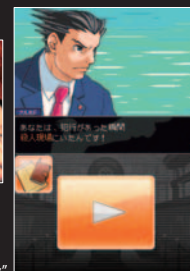
Contents Expansion



We are expanding two other businesses based on the content used for our home video games making it possible for different businesses to create a synergetic effect. For example, Pachinko & Pachislo Business is involved in the development, manufacture and sales of frames and LCD devices for gaming machines as well as software, whereas Mobile Content Business deals with the development and distribution of game content for mobile phones.



"Street Fighter IV"

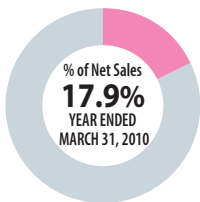


"Phoenix Wright: Ace Attorney"



"Beautiful Joe"

Arcade Operations



We operate "Plaza Capcom" amusement facilities in Japan. These arcades are predominantly in large commercial complexes and host various events designed to attract families and female customers. We have diligently followed a scrap-and-build policy to maximize our efficiency in arcade operations.

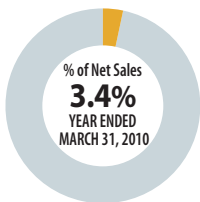


Plaza Capcom Kichijoji



Plaza Capcom Kyoto

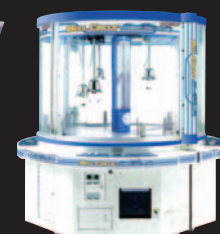
Arcade Games Sales



We develop, produce and distribute arcade games for amusement facilities. We concentrate our efforts on the development of coin-operated and prize-winning games, which are in high demand, and supply software for arcade video games to secure a stable customer base.



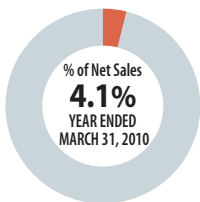
"Mario party Fushigi no Korokoro Catcher"



"Bell Circle Sparkling Blue"

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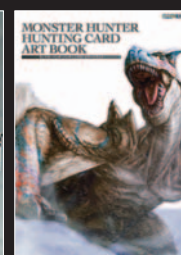
Other Businesses



Based on a "Single Content Multiple Usage" strategy of developing game content for various media, we will pursue a variety of copyright-related business opportunities including publishing (walkthrough and strategy guides as well as game settings collections) and licensing (music CDs and licensed merchandise). Furthermore, we are concentrating on developing game content into movie and TV animation programs.



Character goods



Book