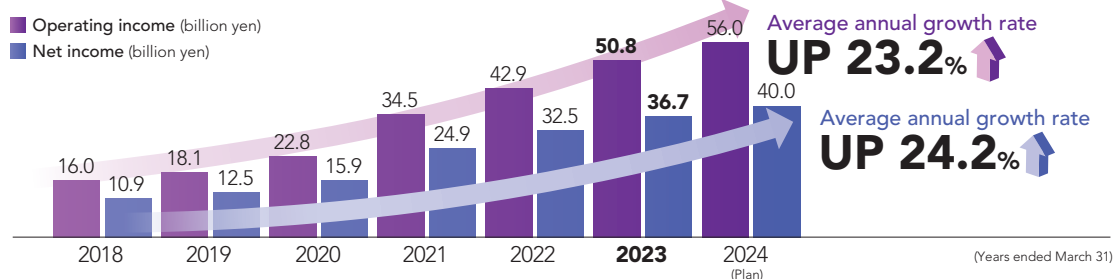


Aiming for annual Consumer sales of 100 million units from business synergy-driven growth

We are significantly increasing sales of Consumer games by capitalizing on our medium- and long-term strategies, steadily paving the way for sustainable growth.



Aim for annual operating income growth (10%), driven by enhanced sales digitally and globally



Medium- to long-term growth

Profit



Character, Media + Mobile + eSports
 Cultivate our brand in order to strengthen it

Consumer
 Promote digital sales, expand pipeline of new titles, and strengthen global expansion of catalog titles

Amusement Equipments, Arcade Operations
 Shore up revenue through efforts linked to the Consumer sub-segment

Medium-term

Focus on increasing sales of Consumer sub-segment catalog titles and strengthening sales globally

Human resources strategy

Human resources investment and technological development

Character, Media, Mobile, eSports
Pursuing synergy with Consumer + growth options

Global expansion of game purchasing demographic
Enhancing brand power

Promote digital strategy to reach annual sales of
100 million units



New Titles (Consumer)
Growth driver, source of long-term sales

Catalog Titles (Consumer)
Growth drivers and focus areas for growing sales

Stable earnings

Long-term

Period

Bolster foundation for growth by generating synergies between the Consumer sub-segment and peripheral businesses