

Work Hard, Play Harder



Unification of Development and Marketing Will Drive the Strengthening of Title Development

“To continually challenge” is not only in Capcom’s DNA, it is our biggest weapon. Two of the reforms initiated by Capcom actually served to accelerate the pace of these challenges.

The first reform that helped to accelerate the pace of challenges was the fusion of the formerly disparate development and marketing departments into one integrated organization. The very first thing he did was to have a discussion with key members on the development side. Their talented combination of outstanding manufacturing abilities and business sensibilities was immediately obvious. Knowing that this was going to work, he put the two together, and when decisions have to be made, both sides listen to one another’s opinions and discuss the game title development and sales strategy from various perspectives. Of course, upon listening to this discussion, it is ultimately the person responsible whose mission it is to make the decisions that will maximize achievements.

Development Structure Innovations Anticipated by Future Market Movements

The second reform that helped to accelerate the pace of challenges was the creation of a unified development organization fusing the heretofore unrelated home video game console, PC online and mobile phone and enabling the start of true multi-platform development. Rapid growth was clearly apparent in the mobile and online game markets, while the era of individually developed hardware had come to an end. Capcom believed that it is now more important than ever to think outside the box in terms of platforms, to recruit the best people, and remain flexible to respond rapidly to changing users.

To this end, our Technology Research and Development is indispensable. This team’s mission was to create the “MT Framework” integrated development environment to increase the efficiency of every title developed. Furthermore, a high percentage of the new technology created from the development of one title is transmitted and shared with other development teams. The Technology Research and Development holds the key to Capcom’s future.

KATSUHIKO

Maximize Achievements to Be Global Top in Quality and

The time has come to complete the second stage of the development organization structural reforms that began in 2009. With the strength to prevail in global markets, Capcom has already struck out on a path of new growth.

Katsuhiko Ichii

Director and Executive Corporate Officer in charge of Consumer Games Business

After integrating marketing, appointed as Managing Corporate Officer in 2006. Next, focused efforts on global development after overall unification of consumer business. At present, directs general development and marketing strategy as Director and Executive Corporate Officer.



Sharing information with managers worldwide

Capcom is strengthening its global development and marketing structure. For Mr. Ichii, communicating with managers in each country is an important job. In addition to more than 20 overseas business trips each year, matters regarding sales and development are discussed and decided in real-time using video conferencing. While gathering information from each country, new policies can be determined through these discussions. Speed is the deciding factor of global competition in the game industry.

Making “Hit Games” According to Next-Generation Leaders

The biggest aim of these reformations has been to maximize organizational development capabilities, focused mainly on Capcom's next-generation leaders, and speedily provide global markets with “hit games”. These next-generation leaders are not only creative, but they also take a management perspective while ensuring smooth communication among all members to make the organization a little brighter, better place. It is this kind of atmosphere that encourages employees to do their best and results in the creation of titles overflowing with originality.

To increase motivation, all development staff was invited to strategy meetings, where there are two stated objectives: “To be No. 1 in quality among content manufacturers”, and “To be the world's most profitable company”. Users say “Capcom games are always fresh and interesting”, so the Company must build on this success for the next hit title.

Based on this new structure, Capcom will continue to take on challenges daily to create that positive spiral.

ICHII

Profitability

Development Management





Involving a Rival to Combine Two Popular Games

With the news that Capcom and NAMCO BANDAI Games were collaborating on a development project to create a new game combining the two wildly popular fighting games “Street Fighter” and “TEKKEN”, fighting game fans around the world were extremely excited.

Released in 1987, “Street Fighter” was Capcom’s seminal fighting game. The 1992 release of “Street Fighter II” for Super NES was a mega-hit, selling 6.3 million units worldwide. At present the series has sold a total of 31 million units, a landmark achievement among fight game titles. “TEKKEN”, by NAMCO BANDAI Games, is another enormously popular fighting game, boasting sales of over 4 million units.

This collaboration includes the name of a rival in the title, and the game itself involves taking on characters from another company’s game. Versions of this crossover game will be released separately by each company, first by Capcom as “Street Fighter X Tekken”.

YOSH

Pioneering the Future of Fighting Games

Consumer Online Games



©CAPCOM U.S.A., INC. ALL RIGHTS RESERVED.
© NAMCO BANDAI Games Inc.

“Street Fighter X Tekken” will be sold for the PS3, Xbox 360 and PlayStation Vita. Users already refer to it by the nickname “Sutokuro”.



To Continually Stimulate the Interest of Fighting Game Fans

This collaboration project began in 2009. At that time, Capcom had just released “Street Fighter IV” and NAMCO BANDAI Games has just released “TEKKEN 6”, and the market was receiving the flagship fighting games of both companies very favorably.

However, both companies, aware that there were millions of passionate fighting game fans around the world, wondered what they could do to maintain—and even expand—this fan base. While the fighting game genre is one where enthusiastic fans will always purchase new games, unlike other genres, it is not one which typically sees an explosive increase in users. The idea the two companies came up with was a collaboration project “reminiscent of a festival” that would heighten the fans’ sense of expectation. More important than which game outsells the other is whether or not this project is able to create and sustain interest in the genre. This is intended to lay a foundation in the fighting game market for the next 5-10 years.

Focused on Cultivating North American, European, Japanese and Emerging Markets

Promotional activities ahead of title releases proceeded on schedule, focused primarily in North America, Europe and Japan during fiscal 2011. Capcom will participate in “EVO 2011”, held in Las Vegas in July, the world’s largest fighting game event, and in August, at the Leipzig “Gamescom”. Also, preparations are underway for “the Tokyo Game Show 2011” in September. Not just large events, Capcom also aggressively approaches loyal fans as well. At present, the majority of sales take place in North America, where the Company is focused on strengthening connections and conducting essential follow-ups with fans by holding regular events such as “Capcom Fight Club” game tournaments.

In recent years, the penetration and adoption of home video game consoles in Asian countries has been on the rise, with the potential to stimulate expansion in the fighting game market. Already, Capcom is making use of the advantageous “Street Fighter” name recognition for arcade games, and plan to continue to move aggressively in this direction going forward.

INORI ONO

Through Innovative Collaborations with Popular Games by Other Companies

Capcom and NAMCO BANDAI Games Inc. collaborated for the first time developing a new game based on their respective flagship fighting games, resulting in “Street Fighter X Tekken”.



“TEKKEN” characters enter the “Street Fighter” world to engage in heated battle.



The popular “Street Fighter” series has sold a total of 31 million units, expanding to multi-development projects for arcade games and the iPhone.

Yoshinori Ono

Deputy Head of
Consumer Games Development

In charge of sound on the “Street Fighter” series, went on to become producer of “Monster Hunter Frontier Online” and “Street Fighter IV” series.



Completely New Fantasy World Action Game

In April 2011, when the Company announced the original title “Dragon’s Dogma” for the PlayStation 3 and Xbox 360 at the Capcom private show “Captivate 2011”, the European and American media was surprised by the “brilliant fantasy challenge Capcom had taken up”.

This title is Capcom’s first open world* action game. The story focuses on a main character that embarks on a quest to kill the dragon that stole his heart.

Users can select and customize the main character’s gender and appearance according to their personal preferences. Party members called “PAWN” accompany and fight alongside the main character. Enjoying a wonderful fantasy as the main character is this game’s greatest charm.

★ An open world game design is a concept where players can freely roam a virtual world and change any factor at will. Even when scenes change, there are no loading screens.

Strong Technological Capabilities Underpin Capcom’s Bold Challenges

In “Dragon’s Dogma”, party members called “PAWN” accompany the main character. These are non-playable characters (NPCs) controlled by artificial intelligence (AI) that help the main character. Although this is a single-player game, it can be enjoyed as pseudo-cooperative game play. Also, in addition to the “PAWN” already available with the game, additional user-created “PAWN” can be obtained via an Internet connection.

Capcom’s ability to successfully develop an open world game with a customizable main character and so many other new elements is due in large part to our technical expertise. Capcom’s original integrated development environment “MT Framework” development team cooperated with the “Dragon’s Dogma” team by encouraging each other daily to improve and take on various challenges to create a truly interesting game.

HIROYUKI KOBAYASHI

Aiming to Create the World’s Greatest Fantasy Action Game

“Dragon’s Dogma” is an action game where the player can roam freely in a world of fantasy to advance the story. This is a completely original title by Capcom and our first open world game design.

Hiroiyuki Kobayashi

Deputy Head of
Consumer Games Business Division

Producer of popular series “Sengoku BASARA”, “Devil May Cry” and “Resident Evil”. In addition to games, also active in a variety of aspects related to the “Resident Evil” movie series and “Sengoku BASARA” animation.



First, users choose from one of three character jobs, each with its own fighting style.



Your reliable friends, the “PAWN”. Depending on the situation, teaming up with them at certain points is a good way to advance in the game.

Creating New Games That Exceed User Expectations

“Dragon’s Dogma” represents Capcom’s ongoing pursuit of new challenges, a trait born from our corporate DNA. Not simply contented with hits “Monster Hunter” and “Resident Evil”, the Company was pursuing new challenges to create the next pillar of growth. The director of this title based the project on a concept he has carried with him since childhood. As a producer, he has many project meetings with senior management and cleared a number of hurdles to move the development of this title forward. Capcom established a foundation of support from senior management and required the culmination of the various skills of the development staff to make this new project a success.

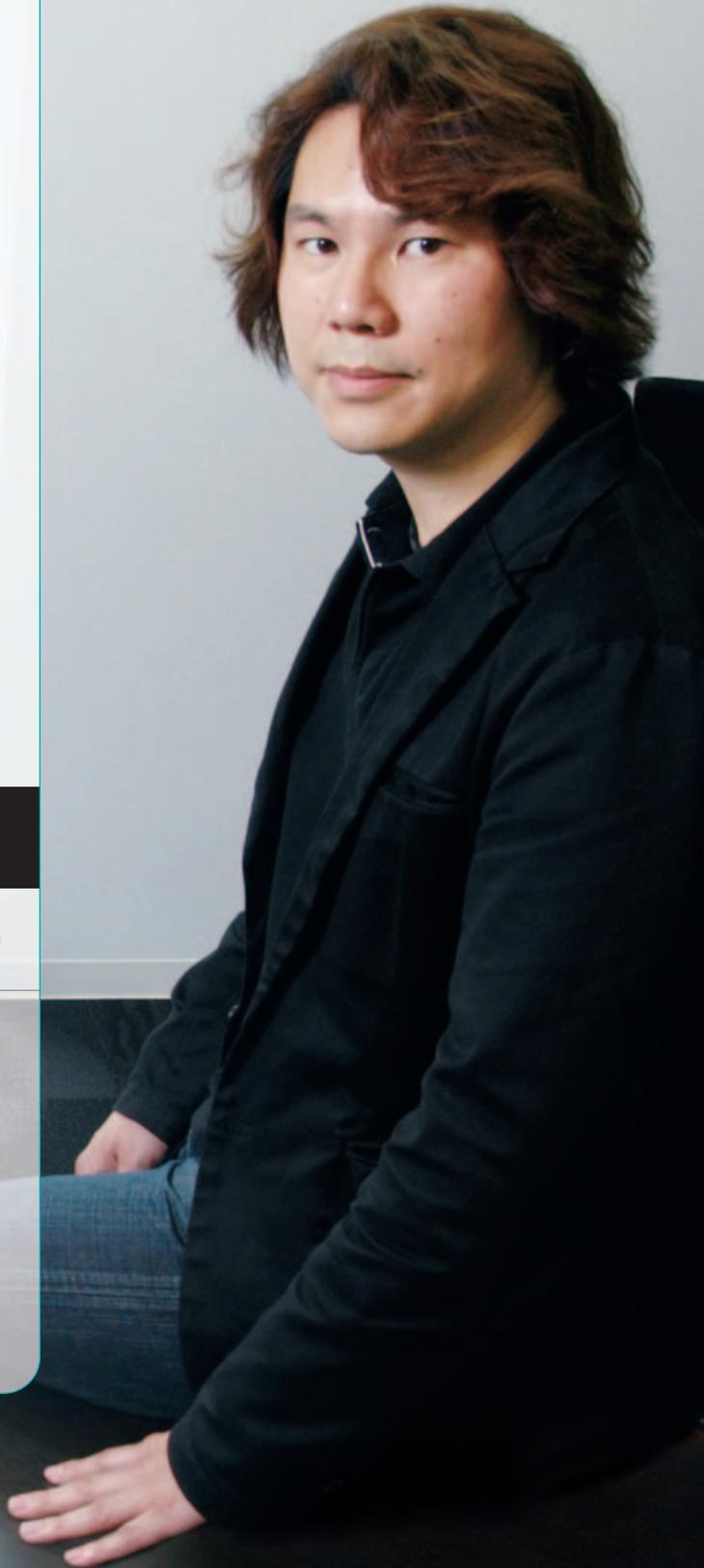
The Company is on track with development to meet scheduled sales launches at the beginning of 2012—just a little while longer until new games certain to exceed user expectations are available to the world.

AYASHI

Consumer Online Games



Time in this vast open world flows through beautiful spaces in real time. Even the sunrises and sunsets are accurately depicted.





Expanding the Possibilities of “Resident Evil” in the 15th Year Since its Launch

The only escape from the terror of an unrelenting zombie attack in the darkness is to fight on...this is “Resident Evil”, a survival horror game released by Capcom in 1996. The depiction of horror, the overwhelming sense of tension as the game progresses and the well-developed story hooked many users, resulting in cumulative global series sales of 45 million units. It has grown to become one of Capcom’s flagship titles.

2011 is the 15th year since the first release of “Resident Evil”. As a next step, the Company plans to release several titles that will surely meet fan expectations. Following on the June 2011 launch of “Resident Evil: The Mercenaries 3D” for the Nintendo 3DS, Capcom plans on launching “Resident Evil Revelations”. Furthermore, with “Resident Evil: Operation Raccoon City” for the PS3 and Xbox 360, the Company will take the “Resident Evil” concept in a fresh new direction while continue promoting the development of games that widen the possibilities for entire series.

MASAC

“Resident Evil”, the First Horror

Consumer Online Games



“Resident Evil”, the first title in this series released in 1996, is a survival horror game set in a fictional city where a tragedy caused by a biological weapon unfolds.

Games That Always Provide Users with Fresh Wonder

The biggest difference in “Resident Evil: Operation Raccoon City” compared to other games in the series is that the user plays the “bad guy”. Users will be given the mission of taking down popular character “Leon”. The fresh feel of playing the game from the opposite perspective, and the realistic fight scenes, are just two of the game’s major attractions.

In terms of development, for the first time since the series began, Capcom worked with an overseas developer on the production of this game as a third-person shooter (TPS) game, which are popular in North America. The partner chosen to help develop this title, Slant Six Games of Canada, has been developing high quality military action TPS games for some time. Capcom has successfully developed TPS games in-house previously, most notably the “Lost Planet” series, however, the Company decided on the partnership because it wanted to incorporate North American expertise into this product and provide Capcom development staff with positive stimulation. At first, it seemed that it might be difficult to just come together and work without some difficulties, but this led to new ideas that I am confident created an even more attractive product.

Using “Resident Evil” to Promote Capcom Around the World

In 2010, the fourth “Resident Evil” Hollywood movie was released, making it a title known even by people who don’t play games, as well as a vehicle to promote Capcom’s creativity across the globe. As the home video game market approaches a period of revolutionary change, this is a title that can be expected to continue growing.

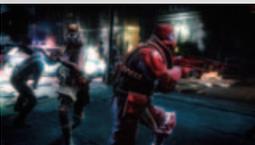
In honor of the 15th anniversary, Capcom will launch initiatives aimed at strengthening connections with existing users to further cement the popularity of “Resident Evil”. In Japan, Capcom launched “Club96”, an official fan club, and in North America and Europe, Capcom will focus on following up with the user community through various events. Furthermore, Capcom distribute “Resident Evil Mercenaries VS.” for the iPhone and “Resident Evil: Outbreak Survive” on GREE, Japan’s largest SNS game platform. The Company is making use of its multiuse strategy to create special 15th anniversary merchandise, including CDs, figurines, apparel and books.

Capcom’s strength is developing a strong title, and then strategically expanding its possibilities through our marketing capabilities. Capcom will continue to create distinctive titles for the global market that exceed expectations.

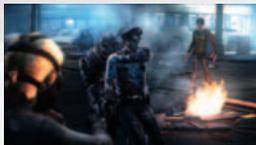
HIKA KAWATA

Game to Make the Whole World Shiver, Moves to a New Stage

Popular “Resident Evil” is one of Capcom’s flagship games. This is the 15th year since its initial release, and Capcom plans to release three new games in succession that will surely meet the expectations of the fans of the world.



In “Resident Evil: Operation Raccoon City”, users take the role of an officer of the Umbrella Security Service (USS). Playing the “bad guy” is just one of the exciting aspects of this new game.



Raccoon City has zombies. In this game, by using zombies effectively, you can enjoy a battle more intense than any simple gun fight.

Masachika Kawata

Producer, Development Strategy and Support Consumer Games Development

Producer who led the creation of a number of different titles in the “Resident Evil” series, including “Resident Evil: The Umbrella Chronicles” and “Resident Evil 5”.



Engaged in Leading and Effective Game Development

In September 2004, amid apprehensions over the increasing complexity of the development process and increased workloads resulting from successive releases of next-generation home video game consoles, Capcom made an important decision. "The only way to raise development efficiency is with our own game development tool, for without one—the Company has no future!" This was the rallying cry that launched Capcom's proprietary integrated development environment "MT Framework" development project.

Aiming to improve development efficiency, the first console Capcom focused on was the Xbox 360, which at the time was nearing its sales launch. The Company came up with a way to efficiently develop games that utilized the full performance of this high-functioning hardware. The Company improved program base portions for smooth motion even when handling large amounts of data. Capcom enabled the control of a large number of objects by making use of the hardware multi-core CPU* feature. Also, by improving graphic expressiveness, Capcom was able to display beautiful video in real time. Furthermore, to simplify the production process, the Company conducted development using tools that used programmers' hands to express on the screen images that designers had imagined. This new approach was successful at efficiently reducing development

time while raising game quality. Using this new technology, Capcom developed "Dead Rising" and "Lost Planet", both of which surpassed sales projections. The Company next proceeded to expand technology for the PS3.

* Multi-core CPU: A single computing component with multiple processors or "cores" that can execute a great number program instructions simultaneously.

Advancing the "MT Framework" to Optimize Capcom Game Creation

In the initial stages, the Company realized that the Xbox 360 specs were comparatively similar to the latest computers at that time, and Capcom imagined that, in the future, the number of users who played games on their computers would grow. So, the Company developed the "MT Framework" to be compatible for computers. Capcom predicted the present prosperity of the PC online game market back then, and proceeded with our preparations.

This is how, in 2007, the "MT Framework" integrated development environment, common to the Xbox 360, PS3 and PC platforms, was born. At present, it is upgraded with each new title developed, and continues to evolve. Capcom is also proceeding with optimization for game console special features, including "MT Framework Lite" for Nintendo Wii and "MT Framework Mobile" for Nintendo 3DS. The advantage of our tool is that it can be customized for the special characteristics of any game being developed.

M A S A R U I

Taking on the Challenge of Creating a Development Environment that Brings the Future into View by Endowing Our "MT Framework" with Cutting-Edge

The "MT Framework" proprietary integrated development environment is a tool common to the software development environments of the Xbox 360, PS3 and PC platforms. This enables development efficiencies that significantly reduce costs and shorten time required for development.

Masaru Ijuin

Deputy General Manager of Technology Research and Development Consumer Games Development

After working as the main programmer on the "Mega Man Legends" series and "Onimusha 2: Samurai's Destiny", became a member of the "MT Framework" development team. Since then, has contributed to improving Capcom's technical capabilities as the leading authority on the "MT Framework".



Efficient Development Using the "MT Framework"

Integrated development environment "MT Framework" is a groundbreaking game development tool that simplifies development by sharing programs and tools across platforms such as the Xbox 360, PS3 and PC. The "MT" stands for "Multi-Thread", "Meta Tools" and "Multi-Target".

Taking on the Challenge of Endless Technological Innovation

In addition to the “MT Framework”, the Technology Research and Development is conducting technological research for the future of Capcom. This team consists of the Research Office, which conducts research on the “MT Framework” and hardware, and the Promotion Office, which provides support related to development tools for creators. The Promotion Office staff explains the latest technology created by the Research Office to the creators, who in turn solicit feedback from their staff. This information is used in the next technological development phase. Furthermore, with this year’s organizational reforms, the Technology Promotion Office also provides support for Mobile Contents and Arcade Games, and smartphones are now also within range. Capcom plans to develop the “MT Framework” for this new hardware, as well.

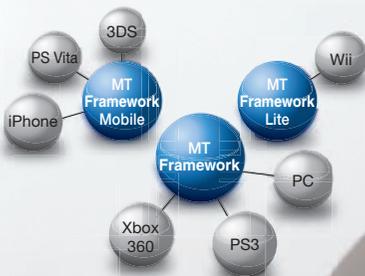
At present, it has been five years since the launch of home video game consoles such as the PS3 and Xbox 360, and they are nearing maturity. Going forward, one wonders if or when hardware manufacturers will announce new consoles. In the event that heretofore unseen specs were suddenly to appear, The company is surely ready to develop new games exciting in that way that only Capcom games can be. Too distant is the day when the Company is able to provide users with a new experience, a game replete with Capcom technology.



J U I N

Technology

Consumer Online Games



Providing New Ways of Having Fun Unique to Mobile Devices

As smartphones, tablets and other mobile devices are rapidly adopted, it is the role of our domestic mobile team to strategically develop and distribute game content to these devices making use of the Capcom brand.

The key to development lies not in the simple transplanting of home video games, but rather, in providing a new way of having fun by making use of the play conditions, lifestyle environment and other unique characteristics of mobile devices. For example, to the question "How would you play "Monster Hunter" to pass idle free time while outside the home?" Capcom responded in June 2011 with the release of "Monster Hunter Dynamic Hunting" for iPhone, in which the player uses a finger on the touch screen to hunt monsters in a race against time. With a style of play that is totally different from that of the DS or PSP, fans can enjoy a "new Monster Hunter", and at the same time, this also opens the door for the acquisition of a new segment of non-game users.

Turning Adult Heads Once Again with Mesmerizing Mobile Games

Mobile games enable casual play without the need for purchasing a home video game console. This also provides us with an opportunity to attract women and seniors who have heretofore been uninterested in games, as well as adults who have drifted away, back to the world of games. The distribution of

freemium* social games is particularly effective at cultivating this segment of new users. At Capcom, our mission is to stimulate interest in games through the creation of games using Capcom content.

Mobile handsets will surely continue to be adopted by people all over the world. Capcom is ready to provide those users with high-quality contents. The Company will establish its position as a leading company by continuously developing and distributing mobile content that users around the world can enjoy, and by further raising the value of the Capcom brand in global markets.

* Freemium games are downloaded for free, but a premium is charged for access to additional items and other game content the user may require.

Aiming to Become a Leading

Capcom is focused on growth areas. In addition to aggressively a diverse portfolio of social games for smartphones under goal is to reach a much larger audience.



"Monster Hunter Dynamic Hunting"

Released for the iPhone in June 2011. Garnered much attention in the market as the first iPhone app for the hugely popular "Monster Hunter" series.

TAKESHI TEZUKA

Takeshi Tezuka

Consumer Games R&D,
Osaka Production Division

Developed content for mobile phones since 1999. At present, involved in development of nearly all titles distributed by Capcom as head of development while aggressively promoting Mobile Business strategy.

Manabu Seko

President
Beeline Interactive Japan, Inc.

Oversaw and managed mobile game development at Capcom Interactive Canada as well as the mobile studio in Europe. Appointed President of Beeline Interactive Japan, Inc. in April of 2011 with the establishment of the company.

MANABU SEKO

Company in the Global Mobile Marketplace

developing mobile games based on existing Capcom IP, the Company develops the new “Beeline” second label. With this two-pronged approach, the Company’s

Mobile Contents

Social Game for iPhone a Major Hit

2010 turned out to be a year of change for Capcom Interactive, Inc. Standard mobile handsets, the mainstay of mobile communications in North America, have lost significant ground to smartphones over the past few years. This abrupt shift to smartphones required a sudden and complete conversion to smartphone content production. With development and sales working together as one, the Company developed “Smurfs’ Village”, a social game for the iPhone, which began distribution in November 2010. The game was a major hit on the App Store with more than 10 million downloads in just four months and ranking as the number one top-grossing app in 62 countries.

“Beeline” Aims to Widen the Customer Base

Casual games on smartphones appeal to a large cross-section of players. In order to widen the worldwide audience of potential customers, the Company established “Beeline”, a second brand separate from Capcom, in April 2011. In lieu of using Capcom IP, Beeline will acquire licenses from other companies and develop original content to reach a

diverse audience of players from around the world. In this category, quality and speed-to-market are vital. Under Beeline’s tripartite (Japan/U.S./Europe) structure, new games are created in short development cycles of less than six months. Additionally, the Company aggressively develops promotions using Facebook, social media and other viral methods to claim top market share in key regions.



©Peyo - 2010 - Licensed through Lafig Belgium - www.smurf.com. All game code ©2011 Beeline Interactive, Inc.

“Smurfs’ Village”

The game features Belgian’s beloved Smurfs characters.

“Onimusha: Dawn of Dreams”, Developed Through Outsourcing, Changed the Pachislo Market

The “Sengoku BASARA 2” Pachislo machine, developed in-house and released in February 2011, was immediately popular and units sold have continued to grow, achieving sales targets 1.5 times over and surpassing sales of 15,000 units to become a major hit. In terms of outsourced development, Capcom collaborated on video production for the market in 2010 with RODEO Co., Ltd., and “Onimusha: Dawn of Dreams” continued the string of hits in this popular series.

Among the reasons behind this success is recovery in the Pachislo market. Last year, the number of Pachislo machines both sold and installed increased, indicating a return to growth. “Onimusha: Dawn of Dreams”, which utilizes Capcom contents, was one of the main contributors to this turnaround. As grabbing balls are the key within ART mode in Pachislo, “Onimusha: Dawn of Dreams” attracts users with its sense of speed and exhilaration, as well as its skilful ability to convey destructive force, through a stunning combination of continuous video performance and game play action. As a result, in 2010, the “Onimusha:

Dawn of Dreams” Pachislo machine won several awards in each game machine category, a true testament to the reputation of this popular machine.

A Perfect Balance Between System, Production and Game Elements Create Hits

Capcom updated the original design on the case of the in-house developed “Sengoku BASARA 2” machine with motifs taken from the home video game. Most Pachislo users tend to be younger, so the Company expects synergy with the segment of users who enjoy “Sengoku BASARA” at home. Capcom shares information with home video game development teams to generate attention-grabbing titles for Pachislo machines and high-quality CG animation that only a video game maker can create. Furthermore, the Company made an effort to satisfy Pachislo lovers with attention to production details, such as the timing of event switch-overs and sound effects.

Of course, Capcom has made many improvements to the game’s core systems, as well. The most specialized is the “Cherry Combo System”. Setting changes for small bonuses, depending on whether the player is in standard mode or ART mode, and is connected to a clever way in which players can let

YOICHI EGAWA

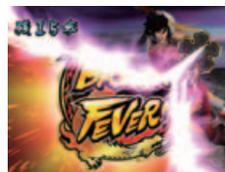
Creating Successive Hit Machines Using Development Capabilities

Bringing Pachislo equipment manufacturer Enterrise CO., Ltd., onboard as a wholly owned subsidiary in November 2008 marked our formal entry into the Pachislo market. Enterrise produced its first hit product coming off the success of the Pachinko & Pachislo Business structural reform initiatives in 2010.

Yoichi Egawa

**Managing Corporate Officer,
Head of P&S Business Division**

After joining Capcom, became involved in the development of software and templates for arcade games. Created and established the Pachinko & Pachislo Business in 1996 and the Mobile Contents Business in 1999.



“Sengoku BASARA 2”

Wildly popular military commanders wage a white hot battle linked to the system, attracting users. The “Cherry Combo System” is a popular feature.

loose their balls.

★ Small bonuses provide non-standard bonuses, such as bells and cherries.

Strengthening Development and Sales Structures Ahead of Investment in the Next Project

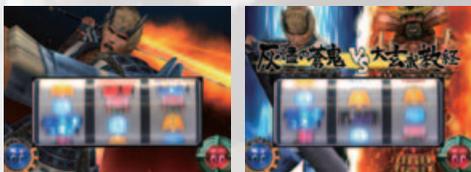
The success of “Sengoku BASARA 2” was due in large part to improved development capabilities resulting from the structural reforms began in 2010, as well as our successful partnership with FIELDS CORPORATION, Japan’s largest sales company. Not only did Capcom create hits by figuring out what kind of games users wanted to play, but Capcom also created sales channels to extend marketing efforts in all countries. Looking ahead, the Company will use this model to promote our proprietary machine case business, whose development structure will be created to have a new product ready for the market every quarter. At the same time, the Company will promote stability in our business through the use of outsourced development.

Reviews of the soon-to-be-released latest machines using popular Capcom titles are positive. Capcom hopes to ride this positive wave and generate new hit games.

AWA

to Capture User Hearts

Amusement Equipments



©CAPCOM CO., LTD. ALL RIGHTS RESERVED.
©Sammy ©RODEO

“Onimusha: Dawn of Dreams”

The extremely popular machine took the 2010 Pachislot market by storm, changing the tide for Pachislot machines altogether. At present, after more than a year and a half since sales began, fervid fans still can't get enough.



Corporate Profile

(As of March 31, 2011)

Name of Company	CAPCOM CO., LTD.
Date of Establishment	May 30, 1979
Date of Initiation	June 11, 1983
Business Segments	Planning, development, production and sales of home video game software, mobile contents and arcade games, as well as arcade operations management.
Paid-in Capital	¥ 33,239 million
End of Term	March 31
Number of Employees	2,089 (Including consolidated subsidiaries) 1,636 (Capcom CO., LTD.)
Head Office	3-1-3 Uchihirano-machi, Chuo-ku, Osaka, 540-0037, Japan PHONE: 81-6-6920-3600 FAX: 81-6-6920-5100
R&D Building	3-2-8 Uchihirano-machi, Chuo-ku, Osaka, 540-0037, Japan PHONE: 81-6-6920-7600 FAX: 81-6-6920-7698
Tokyo Branch	Shinjuku Mitsui Building 2-1-1 Nishi Shinjuku, Shinjuku-ku, Tokyo, 163-0425, Japan PHONE: 81-3-3340-0710 FAX: 81-3-3340-0711
Ueno Facility	3902 Hatta, Iga, Mie, 518-1155, Japan PHONE: 81-595-20-2030 FAX: 81-595-20-2044

History

- Mar. 1991** Released the arcade video game "Street Fighter II" and it triggered the "Street Fighter II" boom.
- Jun. 1992** Released "Street Fighter II" for Super NES, and it was a mega-hit.
- Jul. 1993** Opened "CapcoCircus Nigata East", the largest arcade in Nigata.
- Dec. 1994** Premiere of the Hollywood movie "Street Fighter".
- Mar. 1996** Released "Resident Evil" for PlayStation, a long selling title which had record breaking sales, and established the genre of survival horror.
- Aug. 2001** Released "Devil May Cry" for PlayStation 2, and it was a mega-hit.
- Oct.** Released "Phoenix Wright" for Game Boy Advance, and it drew public attention as a courtroom battle title.
- Mar. 2002** Premiere of the Hollywood movie "Resident Evil" which recorded sales of 102 million dollars worldwide.
- Sep. 2004** Premiere of the Hollywood movie "Resident Evil: Apocalypse" and it grossed 100 million dollars worldwide.
- Jul. 2005** Released "Sengoku BASARA" for PlayStation 2, which enjoyed popularity especially among young gamers for its innovative worldview.
- Aug. 2006** Released "Dead Rising" for Xbox 360. More than 1 million units were sold, an extraordinary feat for a new title for a new game console.
- Dec.** Released software "Lost Planet" for Xbox 360. Over 1 million units were sold following the trails of "Dead Rising", another exceptional accomplishment for a new title.
- Mar. 2007** "Monster Hunter Freedom 2" becomes the first Japanese PSP software to exceed 1 million units shipped.
- Nov.** The Hollywood movie "Resident Evil: Extinction" was released. Its box-office revenue exceeded 147 million dollars.
- Feb. 2009** Takarazuka Revue Company launches theatrical performance of "Ace Attorney: Truth Reborn".
- Apr.** Began broadcasting the TV animation program "Sengoku BASARA".
- Jul.** Initial shipments of "Monster Hunter Tri", a third-party title for the Wii, surpass one million units.
- Oct.** "Sengoku BASARA" character Date Masamune used for PR activities in support of the Miyagi Prefecture gubernatorial elections.
- Nov. 2010** Distribution of social game "Smurfs' Village" for iPhone began. It became the top download in 62 countries around the world.
- Dec.** Released "Monster Hunter Freedom 3" for the PSP. It sold four million units faster than any other PSP game in history.

CAPCOM CO., LTD.

3-1-3 Uchihirano-machi, Chuo-ku,
Osaka, 540-0037, Japan
PHONE: 81-6-6920-3600
FAX: 81-6-6920-5100

<http://www.capcom.co.jp/>

©CAPCOM CO., LTD. ALL RIGHTS RESERVED.



Please see the Annual Report 2011.