

Capcom's Value Creation:
Past, Present, Future

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Editorial Policy

Capcom's Integrated Report conveys initiatives aimed at improving corporate value over the medium- to long-term to shareholders, investors and all other stakeholders. This report is issued with the intent of creating opportunities for further dialogue. Furthermore, we aim to express ideas in a simple and easily understood manner and visually represent important items to aid understanding. Details are available online.

Period and Scope

This report reviews the fiscal year ended March 31, 2018 (April 1, 2017–March 31, 2018). When necessary, it also includes references to fiscal periods before and after this timeframe. Unless otherwise indicated, the scope of data presented in this report is on a consolidated basis.

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Corporate Philosophy

“Capcom: Creator of Entertainment Culture that Stimulates Your Senses”

Our principle is to be a creator of entertainment culture. Through development of highly creative software contents that excite people and stimulate their senses, we have been aiming to offer an entirely new level of game entertainment. Since Capcom's establishment in 1983, we have developed numerous products with world-class development capabilities as our strength. Game content, an artistic media product that fascinates people, consisting of highly creative, multi-faceted elements such as characters, storyline, worlds and music, makes use of a variety of media that supports the development of a rich society. Going forward, Capcom aims to become a unique company recognized by society as having the most entertaining content in the world.





A Global Esports is Here in Official Olympic

The esports market is expanding rapidly worldwide and is expected to reach \$1.5 billion by 2021. The Japan Esports Union (JeSU) was established in 2018 in response to the growing popularity of esports. Leveraging the esports know-how we have been cultivating in North America, we are now expanding our presence globally.



Global esports player population

More than **100** million

The global esports player population has been growing rapidly since the 2000s, and is said to have ballooned into a massive market of more than 100 million people.

Esports market size

900 million US dollars

The global esports market was valued at 900 million US dollars in 2018, and by 2021 it is expected to reach 1.5 billion US dollars.

Esports Movement Anticipation of Olympic Adoption

to grow to a scale rivaling that of real sporting events.

to this trend.

in America, Capcom will contribute to the global advancement of esports.

Esports market

0 million
USD

continues to grow year after
year and is expected to exceed 1.6 billion

Capcom Pro Tour official tournament areas

32 countries and
territories

Tournaments are held in not only the advanced gaming
markets of North America, Europe, and Japan but also
in Central and South America, the Middle East, and
Southeast Asia.