

**Explanation Summary of Financial Results Briefing
for 2nd Quarter of the Year ending March 31, 2016
by Haruhiro Tsujimoto, President and Chief Operating Officer
(October 30, 2015)**

I am Haruhiro Tsujimoto, president and chief operating officer of Capcom. Today, I will discuss the performance of our business segments in the first half of this fiscal year and our strategic goals.

Page 4 – First Half Highlights

First Half Consolidated Financial Highlights			
Sales were higher but earnings declined as some pachislo machines did not meet sales goals and the cost of new titles increased			
■ 6 Months Results in FY9/14 vs. FY9/15			
	(Million yen)		
	2014/9	2015/9	Difference
Net sales	25,917	31,638	5,721
Operating income	4,383	2,844	-1,539
Operating margin	16.9%	9.0%	-
Ordinary income	4,540	2,891	-1,649
Net income attributable to owners of the parent	2,973	1,951	-1,022
<p>■ Sales were higher mainly due to the introduction of major new pachislo products</p> <p>■ Negative effect on earnings from Amusement Equipments and Digital Contents as the cost of sales ratio increased and sales of some titles fell short of expectations</p> <p>■ Net income per share was 34.71 yen</p>			
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First half sales were 31.6 billion yen, 5.7 billion yen higher than the same term last year. Operating income was down 1.5 billion yen to 2.8 billion yen and the operating margin was 9.0%. Ordinary income decreased 1.6 billion yen to 2.8 billion yen and net income attributable to owners of the parent was down 1.0 billion yen to 1.9 billion yen.

There were two primary reasons for the growth in sales. First was higher sales of “Resident Evil 6” and other major pachislo products in the Amusement Equipments business. Second was strong repeat sales of “Monster Hunter 4 Ultimate” in the Consumer sub-segment from the Digital Contents business.

There were also two main reasons for the decline in earnings. One was lower earnings in the Amusement Equipments business. The causes were an increase in the cost of sales in the Pachislo sub-segment and the inability of some titles to reach their sales targets. The other reason for lower earnings was mild sales of existing titles in the Mobile Contents and PC Online sub-segment of the Digital Contents.

Nevertheless, sales and earnings were both higher than our plan for the first half, so we are making good progress in relation to our fiscal year plan.

Point of Financial Highlights

Growth Strategy Initiatives

■ **Strengthen the Consumer business**

- **“Monster Hunter 4 G” (including “Monster Hunter 4 Ultimate”) sales reach one million units overseas and more than four million units overall*1**

*1 As of October 21

■ **Step up the Online Games business**

- **Downloads of “Dragon’s Dogma Online” (PS4/PS3/PC) top one million*2**
- **Downloads of “Monster Hunter Explorer” (Android/iOS) top two million*3**

*2 Five days after service started on August 27
*3 Distribution of Android version started on September 3 and the iOS version on September 29; downloads as of October 28

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Implementing the two growth strategies that we established as the beginning of this fiscal year will be critical to achieving our medium-term targets. There was progress with both strategies during the first half.

The first strategy is strengthening the Consumer business. In this fiscal year, we are focusing on expanding the lineup of new titles and increasing digital download sales for both full-game and add-on contents. “Monster Hunter 4G (including Monster Hunter 4 Ultimate)”, which we launched in the previous fiscal year, is continuing to post solid sales. Cumulative sales passed 4 million units on October 21. Furthermore, the overseas version of this game, which we call “Monster Hunter 4 Ultimate”, has topped one million units. This is the first time a title in this series has reached one million units in overseas sales. I believe this is a very significant accomplishment with respect to the future overseas growth of the “Monster Hunter” franchise.

The second strategy is to step up the Online games business. For some time, we have been working on enlarging the title lineup in our Online business. Near the end of the first half, we started operations for major titles of this fiscal year in the PC Online and Mobile Contents. On August 27, we started services for the online game “Dragon’s Dogma Online”. The launch was very successful. There are now more than one million downloads and more than 100,000 simultaneous players. I believe this title is about to become one of Japan’s leading online games.

In the Mobile Contents, we started distributing “Monster Hunter Explorer” in September. The title immediately generated a very good response. Downloads are currently approaching three million. We are holding numerous events and using other activities for more growth in the number of users and daily active users.

Next, I will discuss our business segments. I will start with the Digital Contents business and focus mainly on strategic goals for the second half.

Page 13 – Digital Contents Second Half Strategies (1)

Digital Contents – Second Half Strategies (1)

Concentrating on global sales of major titles and on increasing digital download sales of both old and new titles

■ Second Half Strategy (Consumer)

- Plan to launch “Monster Hunter X (Cross)” on November 28
- “Street Fighter V” second closed beta test was on October 22-25
⇒ Goal is long-term popularity by using promotions with e-sports and other activities
- Plan to raise the digital download sales ratio by increasing sales of full-game and add-on contents

■ Second Half Sales Plans for Major Titles (Consumer)

Platform	Title	Date	Plan
3DS	Monster Hunter X (Cross)	2015/11/28	2,500
PS4 PC	Street Fighter V	2016/2/18	2,000

(Thousand units)

* Result includes the units of full-game download version

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In the Consumer sub-segment, we are concentrating on global sales of major titles and on increasing digital download sales of old and new titles.

We plan to launch “Monster Hunter X (Cross)” on November 28 in Japan. Our sales goal for this fiscal year is 2.5 million units. We have received a very positive response at the Tokyo Game Show and at events where people could try out this new game. Orders are climbing steadily and I am becoming confident about reaching the sales target.

The global launch of “Street Fighter V” is scheduled for February 18, 2016. We plan to sell two million units. The second closed beta test that took place in late October was successful. Next, we plan to use promotional activities incorporating e-Sports and other activities with the goal of generating popularity from this title for a long time.

In addition, we continue to make progress with our digital download strategy and with re-make of older titles. In the fourth quarter, we plan to start selling a remastered version of “Resident Evil 0” as both packaged software and a download. We have also decided to create a full remake version of “Resident Evil 2”.

Digital Contents – Second Half Strategies (2)

Repeat sales of catalogue titles are as expected
 No change in initial fiscal year plan

■ FY2015 Unit Sales Plan (Consumer)

(Thousand units)

	2014/3	2015/3	2016/3 Plan	Difference
Titles	42	33	29	-4
Package				
Japan	6,700	4,000	4,300	300
North America	3,800	2,400	1,200	-1,200
Europe	1,900	1,300	300	-1,000
Asia	300	300	200	-100
Package Total	12,700	8,000	6,000	-2,000
DLC				
Full-game download	4,800	5,000	7,000	2,000
Total	17,500	13,000	13,000	0

* Titles includes the new titles available only for download

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There is no change in our sales volume plan for the fiscal year.

We plan on a reduction in the number of titles to 29, down four from the previous fiscal year. Our sales plan is 13 million units, the same as in the previous fiscal year. This is the sum of 6 million units of packaged software, down 2 million, and digital downloads of 7 million units, up 2 million units.

Digital Contents – Second Half Strategies (3)

Anticipate new title contributions in the Mobile Contents and PC Online sub-segment
Expect sales and earnings growth rate to increase starting in the second half

■ **Second Half Strategy (Mobile Contents)**

- **Capcom brand:**
⇒ Full-scale operation of native apps using existing brands
 “Monster Hunter Explorer” (Android/iOS distribution started in September 2015)
- **Beeline brand:**
⇒ Consistent operation of content targeting casual female game players

■ **Second Half Strategy (PC Others)**

- Aiming to increase daily active users by offering frequent updates of “Dragon’s Dogma Online”
- Plan to start services for “Breath of Fire 6” by the end of 2015
- “Monster Hunter Online” is preparing for launch in China with Tencent Holdings Limited



“Monster Hunter Explore”

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My next topic is second half strategies in the Mobile Contents and PC Others sub-segments.

In the Mobile Contents, the operation of “Monster Hunter Explorer” is the most important item concerning the Capcom brand. Performance is surpassing our expectations with downloads now approaching three million. We plan to strengthen ties with other Capcom brand titles and take other actions to attract even more users.

The Beeline brand will continue to target female users worldwide. Our goal is to increase the ratio of active game players for our current titles.

In the PC Others, one goal is the stable operation of “Monster Hunter Frontier G”. We are also aiming to make “Dragon’s Dogma Online”, which we launched in the first half of this fiscal year, the next major title following “Monster Hunter Frontier G”. The launch of “Dragon’s Dogma Online” was fairly successful with the number of downloads already more than one million. We are using updates, events and other activities in order to continue to increase the number of users.

Preparations are under way for the official launch of “Monster Hunter Online,” a title we are developing with Tencent Holdings Limited (Tencent) in China. I believe that new information about this game will be announced at the Tencent Games Carnival that will take place in Shanghai starting on November 13.

Digital Contents Plan				
<div style="border: 1px solid black; padding: 5px; margin: 10px auto; width: fit-content;"> <p>No change in fiscal year plan based on current sales of consumer and online titles</p> </div>				
■ FY2015 Digital Contents Plan				
(100 million yen)				
	2014/3	2015/3	2016/3 Plan	Difference
Net sales	658	453	485	32
Operating income	44	102	110	8
Operating margin	6.8%	22.5%	22.7%	—
<small>(Composition)</small>				
Package	433	262	260	-2
Digital Download Contents	97	90	90	0
Consumer total	530	352	350	-2
Mobile Contents	65	41	55	14
PC Other	63	60	80	20

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There is no change to the fiscal year plan for the Digital Contents business. This reflects the latest data concerning the performance of titles in the Consumer and Online business.

Our plan is for segment sales of 48.5 billion yen, up 3.2 billion yen, operating income of 11.0 billion yen, up 800 million yen, and an operating margin of 22.7%. We expect Consumer sales of 35.0 billion yen, about the same as in the previous fiscal year, and increases of 1.4 billion yen to 5.5 billion yen in the Mobile Contents category and 2.0 billion yen to 8.0 billion yen in the PC Others category.

Arcade Operations – Second Half Strategies

**Goal is to be profitable by using efficient operations
in a second half**

- **Second Half Strategy**
 - Increase the use of Capcom characters by adding Capcom Cafes and other character-linked facilities
 - Use merchandise corners and other facilities to attract customers and maximize opportunities to earn profits
- **Second Half Plan**
 - Plan to open three arcades and close one arcade (resulting in total of 35 arcades)
 - Fiscal year existing arcade sales plan: 1% higher than in FY3/15
- **FY2015 Arcade Operations Plan**

	2014/3	2015/3	2016/3 Plan	Difference
Net sales	106	92	100	8
Operating income	16	9	11	2
Operating margin	15.2%	10.2%	11.0%	-
<small>Year-to-Year Ratio of Existing Stores</small>	95%	90%	101%	-

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My next subject is the Arcade Operations business.

Japan’s amusement arcade market is slowly shrinking. However, we have made no change to our fiscal year plan due to the outlook for earnings resulting from efficient arcade operations and for contributions to sales and earnings from new arcades.

New initiatives include adding retail areas at arcades to sell merchandise and operating character-themed cafés that sell food and beverages. The first Capcom Cafe will open on November 20 at the AEON Lake Town shopping center in the city of Koshigaya in Saitama prefecture. Initially, this café will feature “Monster Hunter X (Cross)” to coincide with the launch of this title. We plan to use these cafés as places where people can directly interact with a broad spectrum of Capcom content.

In the second half of this fiscal year, we plan to open three locations in this business and close one. We expect existing arcade sales to increase 1%.

For the fiscal year, we foresee an 800 million yen increase in sales to 10.0 billion yen, a 200 million yen increase in operating income to 1.1 billion yen and an operating margin of 11.0%

Amusement Equipments – Second Half Strategies

**Concentrating on repeat and subcontracting business
in the second half, no change in the fiscal year forecast**

- Pachinko & Pachislo Second Half Strategies**
 - No plans for a new Capcom model
 - Foresee repeat sales and subcontracting business sales
- Arcade Game Sales Second Half Strategies**
 - Expect earnings from the new music game that bills customers via the Internet
- FY2015 Amusement Equipments Plan**

	2014/3	2015/3	2016/3 Plan	Difference
Net sales	231	75	150	75
Operating income	71	27	30	3
Operating margin	30.8%	36.3%	20.0%	-

*Arcade Games Sales is about 20% of net sales, and Pachinko & Pachislo about 80%

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Next I will discuss our Amusement Equipments strategies for the fiscal year’s second half.

We expect to reach our fiscal year sales target by concentrating on repeat sales and sales of products from subcontracting business in the second half.

In the Pachinko & Pachislo business, no new product launches are planned at this time. Therefore, we plan to generate earnings by concentrating on repeat sales of current titles and sales in the subcontracting business.

In the Arcade Game Sales business, we foresee a steady contribution to sales and earnings from the versions of two existing games that bill customers via the Internet: “crossbeats REV.” and “Luigi Mansion Arcade.”

In this business, we plan on fiscal year sales of 15.0 billion yen, up 7.5 billion yen, operating income of 3.0 billion yen, up 300 million yen, and an operating margin of 20.0%.

The profit margin will decline this fiscal year in the Amusement Equipments business. But one-time factors are mainly responsible. In Arcade Games Sales, the length of time that each machine produces earnings is becoming longer because of the use of Internet billing. In the Pachinko & Pashislo business, sales of some titles fell short of the plan and the cost of sales ratio was low in the previous fiscal year due to the use of the recycled parts for different models. In this fiscal year, this ratio rebounded somewhat.

Forecast for Year Ending March 31, 2016

No change in initial plan – Priorities are sales of major titles and energizing the lineup of online contents

(Million yen)

	2015/3	2016/3 Plan	Difference
Net sales	64,277	76,000	11,723
Operating income	10,582	12,000	1,418
Ordinary income	10,851	11,700	849
Net income attributable to owners of the parent	6,616	7,700	1,084

- No change in the initial fiscal year plan
- Fiscal year EPS forecast is 136.94 yen
- Forecast first half dividend of 15 yen and year-end dividend of 25 yen, resulting in a FY3/16 dividend of 40 yen

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My final subject is the forecast for the fiscal year ending in March 2016.

Our initial plan for the fiscal year is unchanged. We expect to reach our sales and earnings targets by concentrating on sales of major titles and energizing the lineup of online contents.

We forecast an 11.7 billion yen increase in sales to 76.0 billion yen, a 1.4 billion yen increase in operating income to 12.0 billion yen, an 800 million yen increase in ordinary income to 11.7 billion yen, and a 1.0 billion yen increase in net income attributable to owners of the parent to 7.7 billion yen.

We forecast earnings per share of 136.94 yen and a fiscal year dividend of 40 yen, the sum of a 15 yen interim dividend and 25 yen year-end dividend.

Everyone at Capcom has a strong commitment to achieving the sales and earnings targets for this fiscal year.