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Press Release

3-1-3, Uchihiranomachi, Chuo-ku

Osaka, 540-0037, Japan

Capcom Co., Ltd.

Haruhiro Tsujimoto, President and COO

(Code No. 9697 First Section of Tokyo Stock Exchange)

**Capcom to Open Its First Directly-Operated Character Café!**

- Serving as an information hub, customers can experience the worlds of Capcom games, beginning with “Monster Hunter X (Cross)” -

Capcom Co., Ltd. (Capcom) today announced its plans to open the “Capcom Cafe”, its first directly operated video-game character café and memorabilia shop in Japan. The store is scheduled to open on November 20 in the Aeon LakeTown kaze shopping mall in Koshigaya, Saitama prefecture.

Capcom operates “Plaza Capcom” amusement arcades domestically, positioning stores primarily in large shopping centers; however, beyond this Capcom has expanded its range of offerings, including the themed food shop “Monhan Sweets Airou Crepe Shop”, and the “Asobi Oukoku peekaboo” kids’ corner, which operates on a pay-as-you-go system. Utilizing their know-how from these ventures anew, Capcom plans to develop an entertainment space that incorporates retail with food-and-drink services. Based on their core strategy of Single Content Multiple Usage, they aim to communicate the appeal of their rich library of popular IPs at the café and create a synergistic promotional effect for their games; at the same time, in addition to their existing fan base they hope to attract a breadth of customers, including female and family demographics.

The upcoming “Capcom Cafe” is an experiential restaurant designed to let visitors relive the worlds of Capcom’s games. The café’s first theme will be based on “Monster Hunter X (Cross)”, the latest entry in the series (launching November 28 in Japan), and will feature everything from large-scale panel displays of monsters on the walls to monstrously stylized menu items. Additionally, the café will have a game demo machine featuring Capcom’s latest titles, as well as limited edition goods available only at the café. Moving forward, the game on which the theme is based will be updated every few months, bringing along with it a variety of displays, a new menu, limited edition goods, as well as new information.

Utilizing its Single Content Multiple Usage strategy, Capcom will continue to pursue a multifaceted approach in leveraging its portfolio of brands, with the aim of maximizing the value of its IPs and creating new opportunities for revenue while working to further enhance its performance.

**[Facility Details]**

1. Name	Capcom Cafe (located inside Aeon LakeTown kaze 3F)
2. Address	4-2-2, Lake Town, Koshigaya, Saitama
3. Business Hours	Capcom Cafe: 9:00 - 22:00
4. Open Date	November 20, 2015



Artist's rendering



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