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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 Reorganizes Mobile Business; Plans to Aggressively  
Release Titles Utilizing its IP**

- In addition to producing hit titles with popular IP domestically and abroad,  
the company will strengthen its licensing business in Asia -

Capcom Co., Ltd. (Capcom) today announced it has established a “Mobile Business Division” with the purpose of reorganizing its mobile operations. This division aims to produce hit titles both domestically and abroad by aggressively utilizing the company’s popular IP. Overall, the Capcom Group will strengthen licensed content in Asia in accordance with their new mobile strategy.

With international economic growth and the explosive spread of smartphones as a backdrop, the mobile games market is expected to rapidly grow: from \$27.5 billion in 2015 to \$37.4 billion in 2019 globally. Mobile content is a driver of growth in the game market as well as an important factor in Capcom’s growth strategy.

Under these circumstances, Capcom established its “Mobile Business Division” in order to grow its business in-step with the market and continue offering exciting content. The integration of the Beeline and Capcom brands—which had pursued individual strategies up to this point—joins the development and operational knowhow of each into the new division. Additionally, this allows for fast decision making in rolling out titles that utilize Capcom IP across the globe. In accordance with the division’s establishment, Beeline Interactive Japan Inc. has been renamed Capcom Mobile Co., Ltd.

Further, the Capcom Group plans to license successful Japanese titles in Asia in order to expand its revenue in that region.

Under the new organization, Capcom plans to release four titles in the fiscal year ending March 31, 2017, including popular brands such as “Monster Hunter”, “Sengoku BASARA”, and “Mega Man”.

The Capcom Group will continue to maximize revenues by proactively releasing popular IP in the high-growth mobile games market.

[Company Overview]

1. Business Name	Capcom Mobile Co., Ltd.
2. Representative	Manabu Seko, President and COO
3. Address	3-1-2 Otedori, Chuo-ku, Osaka
4. Date Established	April 19, 2011
5. Paid-in Capital	300 million yen
6. Number of Shares Issued	3,000 shares
7. Shareholders	Capcom Co., Ltd. (100%)
8. Business Activities	Development and distribution of smartphone content for the Japanese and Asian markets
9. Accounting Period End	March 31



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