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Press Release

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

## **Capcom to Officially Enter the Esports Market in Japan**

- Following the foundation of JeSU, Capcom plans to hold events featuring *Street Fighter* -

Capcom Co., Ltd. (Capcom) today announced that in light of the newly founded JeSU (Japan esports Union) it is officially entering the esports market in Japan, complementing its existing North American esports business activities.

The global esports market is expected to drastically grow, reaching a size rivaling that of traditional sports. Further, in addition to the adoption of esports as an official event at the 2022 Asian Games in Hangzhou, China, the Organising Committee for the Paris 2024 Olympic and Paralympic Games is commenting on the possibility of adding esports as an event at the 2024 Paris Olympics. Given the rising interest in esports at the global level, the JeSU was founded with an eye towards furthering the esports industry within Japan.

As such, Capcom announced it will focus on the esports business in Japan, and begin holding esports competitions utilizing the *Street Fighter* series. To start, on February 17 Capcom will establish the Capcom Esports Club as a communications base at its Plaza Capcom arcade in Kichijoji in order to develop the player community; with this foothold, Capcom has plans to expand nationally to its other arcades, and to hold future qualifying tournaments for Pro License certification. Further, in conjunction with the Capcom Pro Tour, held by U.S.-based subsidiary Capcom U.S.A., Capcom will hold a high-level event called the Capcom Pro Tour Japan Premier Tournament at the 2018 Tokyo Game Show. Capcom plans to offer Pro Licenses to the winners of this event.

Capcom is committed to promoting industry development through building an environment where esports fans and competitors alike can enjoy the thrill of competition, while establishing systems to further expand Japanese esports within the rapidly growing esports market.



Pictured: Capcom Cup 2017



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