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Press Release

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Osaka, 540-0037, Japan
Capcom Co., Ltd.
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(Code No. 9697 First Section of Tokyo Stock Exchange)

***Sengoku BASARA* to Collaborate With Traditional Japanese Puppet Theater!**

- Distinctive, first-time collaboration between bunraku and games promotes the appeal of this traditional performance art and Osaka as a hub of culture -

Capcom Co., Ltd. (Capcom) today announced a collaboration between its popular video game series *Sengoku BASARA* and traditional Japanese puppet theater, known as “bunraku,” which is recognized by Unesco as intangible cultural heritage.

The *Sengoku BASARA* series consists of action games that put a bold, fresh twist on the warlords and events of Japan's Warring States period. Beginning with the first game of the series in 2005, Capcom has pursued its Single Content Multiple Usage strategy to leverage the unique world of this IP into various kinds of entertainment, including animation and stage productions. In recent years, Capcom has promoted cooperation with local governments, and in addition to providing *Sengoku BASARA* characters as mascots for automobile break-in prevention and to raise public awareness of elections, Capcom is contributing to promoting tourism among the youth demographic via a comprehensive agreement with Kofu in the Yamanashi Prefecture to utilize *Sengoku BASARA* characters in local revitalization activities through 2019.

This collaboration came to life after Capcom received a request to utilize characters from *Sengoku BASARA*, a series that boasts immense popularity among young men and women, in order to both promote the Osakan roots of bunraku and arouse interest in this traditional art among young people. In addition to train-door-sticker advertisements in passenger cars of Kintetsu Railway's Nara line, a collaboration poster featuring *Sengoku BASARA* characters will be produced; the poster will advertise the April bunraku performance of *Japan's 24 Paragons of Filial Piety*, a story that depicts the rivalry between Takeda Shingen and Uesugi Kenshin, which will be given in honor of the succession of the fifth generation Tamasuke Yoshida. There are also plans to display a promotional panel in the theater throughout the run of the show. Further, original clear bookmarks will be distributed to guests who attend the first act of the performance during the final three days of the show (April 28, 29 and 30).

Capcom is committed to serving as a responsible corporate citizen and will continue to conduct proactive CSR activities that include the use of its games to invigorate communities and contribute to society.

[Program Details]

1. Name	Ningyo Joruri Bunraku × Sengoku BASARA
2. Period	Thursday, March 1, 2018 – Sunday, March 31, 2019
3. Details	In addition to a collaboration poster featuring <i>Sengoku BASARA</i> characters and bunraku, train-door-stickers on Kintetsu Railway’s Nara Line and a display panel at the theater, clear bookmarks will be given out to guests who attend the first act during the final three days of the April bunraku performance (April 28, 29 and 30).



Ningyo Joruri Bunraku × Sengoku BASARA logo



Ningyo Joruri Bunraku × Sengoku
BASARA collaboration poster

[Details for the home video game *Sengoku BASARA* series]

1. Title	<i>Sengoku BASARA</i> series
2. Genre	Stylish Hero Action
3. Homepage	http://www.capcom.co.jp/game/basara/ (Japanese only)

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