

# Relationship with Regional Communities

**Contributions to Regional Revitalization**

**Utilizing the appeal and brand recognition of popular games to contribute to society**

The attraction of video game content for the worldwide audience was in evidence when Japan’s Prime Minister promoted the Tokyo Olympic and Paralympic Games by dressing as a video game character at the Closing Ceremony of the 2016 Rio de Janeiro Games. In the same vein, Capcom is following a Single Content Multiple Usage strategy for our content, which we deploy in a wide range of fields beyond video games. As such, we are proud to have a high level of recognition and popularity among men and women, young and old alike.

Based on our corporate philosophy of making people happy through games, Capcom has been engaged in the following four regional revitalization activities not only in Osaka, where we have our head office, but across Japan, since the mid-2000s: 1) economic promotion that supports the local tourism industries; 2) cultural awareness raising that supports education concerning local history and culture; 3) crime prevention education through coordination with the police; and 4) raising awareness about voting in elections in coordination with the Committee for Election Administration.

Further, going forward we will provide support for esports activities regionally throughout Japan while looking into activities to promote regional revitalization through playing games.

**Comments from a police official**



**Yuji Tatsutani**  
 Director of Cybercrime Control Division  
 Osaka Prefectural Police Headquarters

Capcom is a multinational company whose roots are Osakan; and here, in Uchihirano town of the Chuo ward in that same city, a stone’s throw from Osaka Prefectural Police Headquarters, Capcom’s cluster of office buildings, which includes their headquarters building and R&D facilities, inspire a sense of awe.

Capcom characters have tremendous name recognition and are familiar to all of today’s youth. I’m deeply grateful to Capcom for its continued, neighborly cooperation in our various crime prevention and public awareness campaigns, especially those targeting young people.

Up to now, the Mega Man and Felyne characters have appeared in our public awareness campaigns for cyber security, while our recruitment posters for cybercrime investigators have featured Ryu and Chun Li from the indomitable *Street Fighter* series. The response has been overwhelmingly positive, and we have been able to secure outstanding human resources.

I admire Capcom’s management stance, which emphasizes giving back to regional communities and I hope to continue collaborating with them on preventing crime in Osaka.

**Regional Revitalization Activities**

**Initiatives Across Japan**

- 経 Economic Development
- 防 Prevention Education
- 文 Cultural Awareness Raising
- 選 Participation in Elections

## Supporting regional revitalization using the appeal of Capcom video game content

- Miyagi Prefecture: Mascot for gubernatorial election
- Ibaraki Prefecture: Co-sponsorship of special museum exhibit
- Saitama Prefecture: Co-sponsorship of special museum exhibit
- Kofu, Yamanashi Prefecture: Conclusion of comprehensive partnership agreement
- Ueda, Nagano Prefecture: Support for tourism event
- Kyoto Prefecture: Mascot for vehicle-related theft prevention awareness
- Hyogo Prefecture: Mascot for vehicle-related theft prevention awareness
- Hamamatsu, Shizuoka Prefecture: Support for tourism promotion
- Okazaki, Aichi Prefecture: Support for tourism promotion
- Osaka: Mascot for vehicle-related damage and theft prevention  
Use in recruitment ads for cybercrime investigators

**2019: Kochi Prefecture Mascot for House of Councillors election**  
 Newspaper advertisements, train wrappings, television and radio commercials, etc.

Kochi Prefecture: Mascot for gubernatorial election

Okayama Prefecture: Co-sponsorship of special museum exhibit

Wakayama Prefecture: Support for campaign to attract visitors

**2019: Osaka Prefecture Cybercrime prevention mascot**  
 Production of posters and display of original collaborative videos on digital signs in train stations

## Relationship with Employees

### Promoting Healthy Relationships with Games

#### More than a decade of on-site classes for children in school

Games are a relatively new cultural phenomenon with little academic research, and discussions tend to focus on the detrimental effects rather than the educational aspects. Recently, recognition by WHO of gaming disorder made headlines as did the establishment of the Kagawa Prefectural Ordinance on Countermeasures for Addiction to Internet and Computer Games. However, video game creator is a popular future career choice among children, and programming and other such lessons will be made compulsory in Japanese elementary schools starting in 2020. Many private sector efforts are also underway, including opening programming academies for youth. Considering these developments, it is reasonable to expect that the number of children hoping to become game creators will increase. Additionally, smartphone use rates among young people—49.8% of elementary school students and 75.2% of junior high school students—are rising each year. Smartphone games are also gaining popularity and children are growing more familiar with games.

Given this, with a desire to promote social understanding of games, we accept visits to our offices from primarily elementary and junior high school students and conduct on-site classes at schools to promote sustainable economic growth and social development. Class programs have two sessions: one is career education, which introduces the work done in a game company and its difficulty and rewards; the other is game literacy education, which helps students use their judgement to build a healthy relationship with games. These programs have been well-received with schools, and Capcom is incorporating educators' feedback to improve.

In fiscal 2011, Capcom launched its career education program following educators' requests. In fiscal 2013, Capcom started a new program on work and mathematics, targeting elementary and junior high school students to help keep children interested in math.

Altogether, Capcom has welcomed 3,337 children as part of 402 different field trips to its offices (as of March 31, 2020). Capcom has also held 161 on-site classes for 14,927 students (as of March 31, 2020) at schools such as the one held at Niigata Elementary School attached to Niigata University in July 2019.

#### Impressions of the on-site classes (An excerpt of this fiscal year's comments)

- Up to now, I had been on my smartphone all day long, but after hearing this talk, I decided to cut back the time I spend on my phone little by little. (Elementary school student)
- I was surprised at how fun they made math, which the students normally dislike. I saw firsthand how keenly they were listening. (Elementary school teacher)
- I was happy to hear the lecturer talk about the necessity of what is taught in regular classes out in the real world. If there had been a discussion, it might have elicited various thoughts and opinions. (Junior high school teacher)

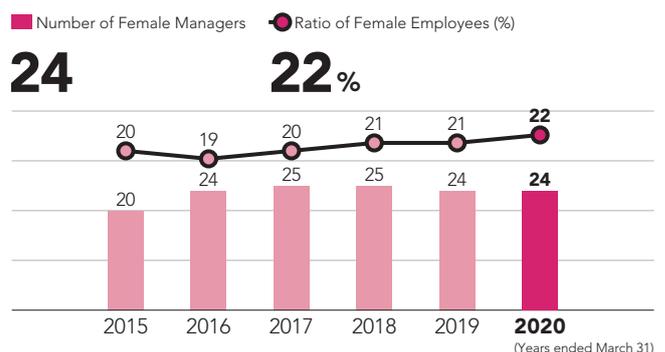
### Promotion of Diversity

#### Initiatives aimed at promoting the improvement of the work environment for women and proactively hiring non-Japanese

Capcom is currently engaged in initiatives aimed at improving the work environment for women and proactively hiring non-Japanese.

In terms of providing an environment that facilitates women, we introduced systems enabling women to take a leave of absence before and after giving birth, childcare leave and shortened working hours, and promote their use throughout the Company. In fiscal 2019, 23 employees took childcare leave, 10 of whom were men, and 100% of eligible women took childcare leave (fiscal 2018: 12 men and 100% of 21 women took leave). A high percentage of women returned to work afterwards: 27 returned in fiscal 2019—100% if those still on leave are excluded. This is higher than the previous year (96%, or 32 women, returned to work in fiscal 2018). As a result, despite it being said that Japan's gaming industry is generally dominated by men, women account for roughly 22% of Capcom's workforce, and 24 (9.3%) of Capcom's managers are women. In accordance with the execution of the Act on Advancement of Measures to Support Raising Next-Generation Children and the Act on Promotion of Women's Participation and Advancement in the Workplace, in 2019 we formulated the General Employer Action Plan, which seeks to achieve two things: (1) developing a personnel system that contributes to diversity in work styles, and (2) having

#### Number of Female Managers and Ratio of Female Employees (Capcom Co., Ltd.)



#### Number and Ratio of Foreign Employees (Capcom Co., Ltd.)

