

# Business activity achievements

## Business Overview

## Operating Results for This Fiscal Year

### Digital Contents



This business develops and sells packaged and digital game content for consumer home video game platforms. It also develops and manages games for Mobile Contents and PC Online Games. Consumer games produces creative, original content that provides recurring revenue by utilizing digital distribution. Many of these million-seller titles are used for smartphone, tablet device and PC online games, and are distributed worldwide in order to maximize earnings.

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#### Consumer (Package + Digital)

- ◆ New title *Monster Hunter World: Iceborne* was a hit
- ◆ Major catalog title hits *Monster Hunter: World*, *Resident Evil 2*, and *Devil May Cry 5* performed well
- ◆ Highly profitable digital sales grew further

#### Mobile Contents

- ◆ Launched in-house titles such as *Monster Hunter Riders* and *Sengoku BASARA Battle Party*, as well as alliance titles

### Arcade Operations



We operate amusement facilities, primarily Plaza Capcom arcades, in Japan. These arcades are predominantly in large commercial complexes. We have diligently followed a scrap-and-build policy to maximize our efficiency in arcade operations, and have been hosting various events designed to attract families and younger customers. →For details see p.75

- ◆ We opened Capcom Store Tokyo, a showroom in Shibuya that sells Capcom merchandise
- ◆ We focused efforts on cultivating new customer segments, including free game experience tours for middle-aged and elderly persons
- ◆ We opened three new stores
- ◆ To prevent the further spread of COVID-19, we changed the operating hours of some stores and temporarily closed others
- ◆ Same store sales were up 3% year over year

### Amusement Equipments



This business utilizes the content from our home video games. We focus primarily on the development, manufacture and sales of software, frames and LCD devices for gaming machines.

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- ◆ Sold a total of 20,000 units of one model
- ◆ Returned to profitability after releasing model designed to current regulations

### Other Businesses



Based on our Single Content Multiple Usage strategy of leveraging game IP across different media, we pursue a variety of copyright-related business opportunities. In addition to adapting game content into movies, animated television programs, music CDs, character merchandise and other products as part of our licensing business, we are also devoting resources to our esports business. →For details see p.77

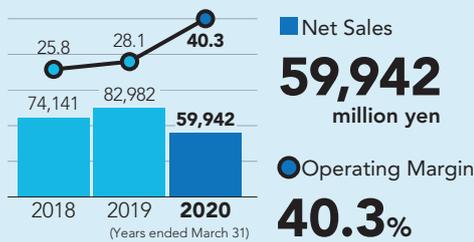
- ◆ We held events and sold merchandise leveraging IPs like *Monster Hunter* and *Resident Evil*, creating multifaceted opportunities for earning
- ◆ Proactively worked to develop new esports events such as the CAPCOM Pro Tour Asia Premier and the Street Fighter League World Championship
- ◆ Despite the increase in licensing revenue, the margin decreased due to upfront investments in esports

Main Products for This Fiscal Year (Output)

PC Online

◆ Retired the PC Online titles *Monster Hunter Frontier Z* and *Dragon's Dogma Online*.

Net Sales/Operating Margins



Monster Hunter World: Iceborne

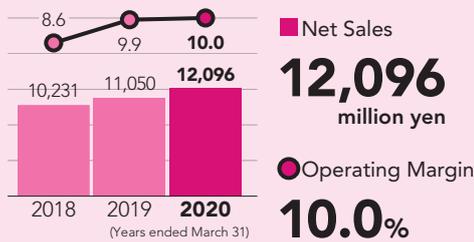
A massive expansion for *Monster Hunter: World*, which holds the record for Capcom's best selling title with sales of more than 15.7 million units. With a stellar critical reception, this game has attracted attention from around the world and sold 5.2 million copies globally.



Monster Hunter Riders

In addition to the deep-rooted popularity of the *Monster Hunter* brand, the game's fast tempo, dynamic staging, vibrant characters, and rich content have drawn much attention resulting in a total of 5 million downloads.

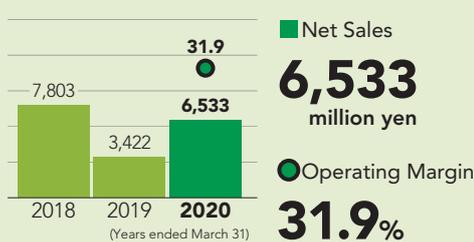
Net Sales/Operating Margins



Showroom Capcom Store Tokyo

This showroom featuring Capcom's popular characters merchandise opened in Shibuya in November 2019. The store is performing well due to its location, perfect for meeting the demands of inbound visitors, and through offering original merchandise that has created a buzz.

Net Sales/Operating Margins



Shin Onimusha for Pachislo

This pachislo machine is based on the *Onimusha* series, which boasts great popularity in the pachislo market. The machine was introduced in March 2020 and 20,000 units have been sold.

Net Sales/Operating Margins



Capcom Pro Tour Asia Premier

This tournament expanded upon the target region of the CAPCOM Pro Tour Japan Premier, which was held in the previous fiscal year, to include the Asian region. The tournament was held at the Makuhari Messe Event Hall in September 2019, attracting more than 1,000 entrants from across Asia.