



## Consumer Online Games



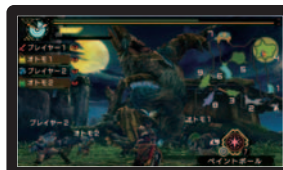
### Sales breakdown



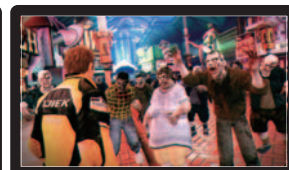
71.9%

This business is engaged in the development and sales of home video games and the development and operation of PC online games. We will continue concentrating management resources on this business, which represents 70% of company sales, and developing games that meet diverse user needs. We consider action and adventure games our forte, and have released many creative million-seller titles worldwide.

## Product Composition



"Monster Hunter Freedom 3"



"Dead Rising 2"

## Mobile Contents

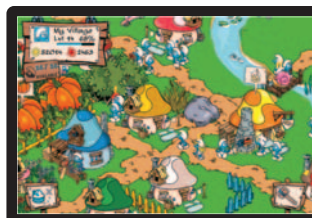


### Sales breakdown



4.1%

This business segment develops and distributes games for mobile phones. In the high growth mobile content market, we are able to respond flexibly to advances in smart phones and tablet PCs with our own brand titles and licensed content from other companies, enabling us to expand earnings even further.



"Smurfs' Village"

© Peyo - 2010 - Licensed through Lafig Belgium - www.smurf.com.  
All game code ©2011 Beeline Interactive, Inc.



"MONHAN NIKKI MOBILE AIRU MURA"

## Arcade Operations

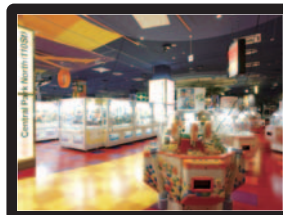


### Sales breakdown



11.9%

We operate "Plaza Capcom" amusement facilities in Japan. These arcades are predominantly in large commercial complexes and host various events designed to attract families and female customers. We have diligently followed a scrap-and-build policy to maximize our efficiency in arcade operations.



Plaza Capcom Kusatsu



Plaza Capcom Ishinomaki

## Amusement Equipments



### Sales breakdown



8.1%

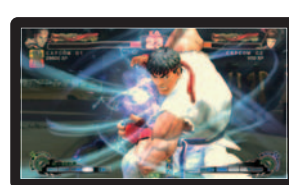
We are engaged in two other businesses based on the content used for our home video games. The Pachinko & Pachislo Business is involved in the development, manufacture and sales of frames and LCD devices for gaming machines as well as software. The Arcade Games Sales Business develops, produces and distributes arcade games for amusement facilities, creating synergy between businesses.



"Sengoku BASARA 2"



"Onimusha: Dawn of Dreams"  
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"Super Street Fighter IV Arcade Edition"

## Other Businesses

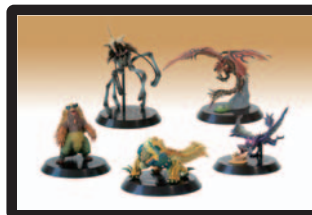


### Sales breakdown



4.0%

Based on a Single Content Multiple Usage strategy of developing game content for various media, we will pursue a variety of copyright-related business opportunities including publishing (walkthrough and strategy guides as well as game settings collections) and licensing (music CDs and licensed merchandise). Furthermore, we are concentrating on developing game content into movie and TV animation programs.



Character goods



Books