

# Five Business Segments Generating Synergy to Create Original Content

Capcom's core competence is our world-class development capability to produce attractive games, which we then make use of in our Consumer Online Games and Mobile Contents Businesses, the drivers of our growth. Our Amusement Equipment Business develops original content for use in arcade and gaming machine cabinets. Our Arcade Operations Business operates "Plaza Capcom". Our Other Businesses focus on the licensing of game content for multimedia development. The synergy created by these five businesses drives Capcom's business activities.

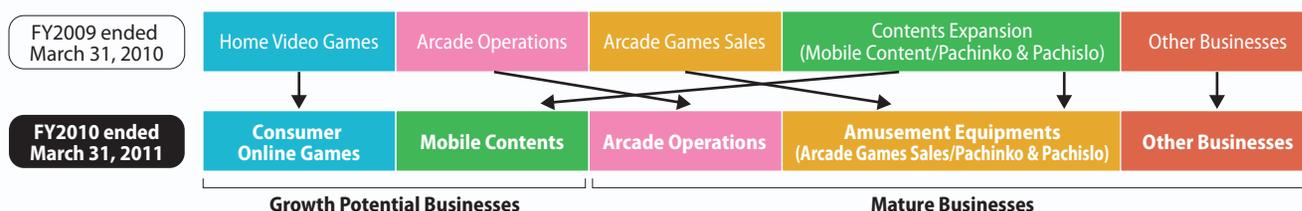
● Sales of Five Titles Topped One Million Units in the Fiscal Year Ended March 31, 2011

Monster Hunter Freedom 3	4.6 million units
Dead Rising 2	2.2 million units
MARVEL VS. CAPCOM 3 Fate of Two Worlds	2 million units
Super Street Fighter IV	1.6 million units
Lost Planet 2	1.5 million units



## April 2010 Business Segment Changes — Accelerated Growth of Online and Mobile Segments

In line with changes in the business environment, Capcom made changes to its business segments during the period under review. We separated the Mobile Contents Business from the Contents Expansion Business, and combined the Arcade Games Sales Business and the Pachinko & Pachislo Business to form the Amusement Equipments Business. Capcom considers the Consumer Online Games Business and Mobile Contents Business to be a growing business segment and plans to focus management resources in this area going forward.



## Consumer Online Games



### Sales breakdown



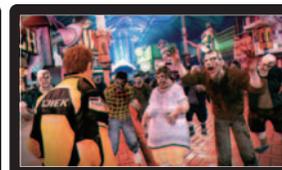
71.9%

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"

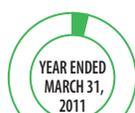


"Dead Rising 2"

## 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

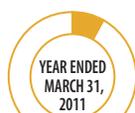


Plaza Capcom Ishinomaki

## 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

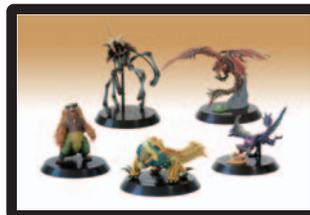


### Sales breakdown



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