

Advancing Our Global Brand Further

Monster Hunter World: Iceborne

Released in January 2018, *Monster Hunter: World* (*MH:W*, below), succeeded on two key elements of our growth strategy, namely globalization and shifting to digital. This propelled it to over 12.4 million units shipped worldwide, making it Capcom's biggest hit ever. We aim to grow the fanbase even further by continuing to advance these two elements on *Monster Hunter World: Iceborne* (*MHW:I*, below), which is scheduled for release during the fiscal year ending March 2020.

For details, see p. 35 of the Integrated Report 2018.

The two key elements to our success

1

Globalization

Increasing global users by supporting 12 languages and launching titles simultaneously worldwide

MH : W raised the Monster Hunter series to global brand status by increasing the overseas sales ratio to roughly 60%, compared to its historical 25%.

We plan to solidify our global user base with *MHW:I* by releasing it simultaneously around the globe and offering the game in 12 languages.

Overseas
Approximately 25%



Overseas
Approximately
75%





2 Digital Shift

Taking our main sales and marketing channels online

We expect the bulk of *MHW:I* sales to be digital. While we maximize revenue using the digital marketing data we have accumulated up to this point, we will analyze user purchasing trends to utilize in digital sales going forward.



2019

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Corporate Philosophy

Capcom: Creator of entertainment culture that stimulates your senses

Our principle is to be a creator of entertainment culture. Through development of highly creative software contents that excite people, stimulate their senses, and bring smiles to their faces we aim to offer an entirely new level of game entertainment. Since Capcom's establishment in 1983, we have leveraged our strength in world-class development capabilities to create a plethora product. Game content is an artistic product that fascinates people, consisting of highly creative, multi-faceted elements such as characters, stories, worlds and music. This content can be deployed in a variety of media while being used to support the creation of a richer society. Going forward, Capcom aims to become a company that brings happiness to people and society by offering the most entertaining content in the world.

Editorial policy

Capcom's Integrated Report conveys initiatives aimed at improving corporate value over the medium- to long-term to shareholders, investors and all other stakeholders. This report is issued with the intent of creating opportunities for further dialogue. Furthermore, we aim to express ideas in a simple and easily understood manner and visually represent important items to aid understanding. Details are available online.

Period and scope

This report reviews the fiscal year ended March 31, 2019 (April 1, 2018–March 31, 2019). When necessary, it also includes references to fiscal periods before and after this timeframe. Unless otherwise indicated, the scope of data presented in this report is on a consolidated basis.

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