

# Aiming to increase Capcom's customers with individual strategies for regions and user groups

## Strategy by region

### Implementing measures to increase awareness of Capcom based on a global analysis of users

Capcom's games are sold in more than 230 countries and regions, and going forward, we will need to further cultivate our customers. Toward this end, we extensively research the game environment and needs of each country. For example, we are working to increase our fan base by increasing touch points through an approach tailored to the characteristics of each region. This includes increasing brand visibility through multifaceted initiatives such as setting appropriate prices and selecting sales channels in each region, as well as utilizing our IP in esports and movies, television shows, and other visual media.

Sales by region (thousand units) (fiscal year ended March 31, 2024)

	2020		2024	
	Sales	Share	Sales	Share
Total	25,500	100%	45,893	100%
N. America	9,000	35%	13,900	30%
Europe	6,000	24%	9,500	21%
Asia	4,000	16%	9,100	20%
Japan	4,050	16%	7,790	17%
Cen./South America	1,500	6%	4,450	10%
Oceania	350	1%	650	1%
M. East	150	1%	400	1%
Africa	40	0%	80	0%

\*Each fiscal year ended March 31st

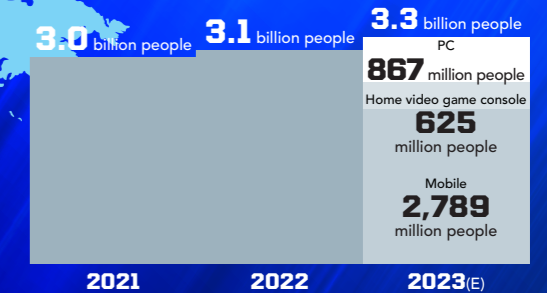
### Unit sales of Capcom's home video game software by country (fiscal year ended March 2024)

	2020	2024
More than 1 million	4 countries	8 countries
More than 100 thousand	15 countries	28 countries
More than 1,000	64 countries	71 countries
More than 100	46 countries	54 countries
Less than 100	86 countries	74 countries

\*Each fiscal year ended March 31st

Can reach approximately **1.5** billion people who play games on PC/Home video game consoles

### Global game player population



\*Due to overlap between segments, the total exceeds the total market. \*E: Estimated  
\*Source: Newzoo Global Games Market Report, 2023. Free Version

### Capcom's worldwide game sales (includes Consumer, digital, and package)

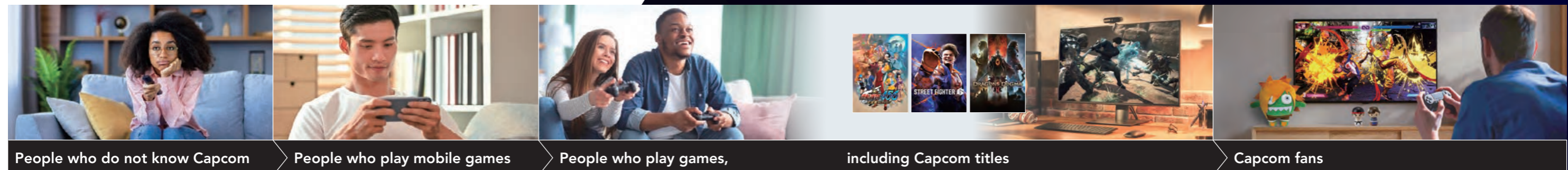


\*Each fiscal year ended March 31st

We sold **292** titles in **235** countries and regions, while extending our reach to **1.5** billion players

## Marketing strategy

### Nurturing Capcom fans through ongoing activities tailored to user groups



People who do not know Capcom | People who play mobile games | People who play games, including Capcom titles | Capcom fans