

# Striving for sustainable and consistent growth in the entertainment industry

Achieved increased operating profit (10% or better) every year for 10 consecutive years in the hit-driven entertainment industry

We are increasing sales of Consumer games by capitalizing on our medium- and long-term strategies, steadily paving the way for sustainable growth.

Capcom's advantages underpinning its sustainable growth

- Focus on global growth with an unwavering management vision → For details see p.09
- A business model that maximizes global growth → For details see p.21
- Investments in people to support sustainable long-term growth → For details see p.32
- Outstanding development capabilities and an expansive portfolio of IP beloved worldwide → For details see p.43

Annual sales **51.87** million units

New titles **23.9%**

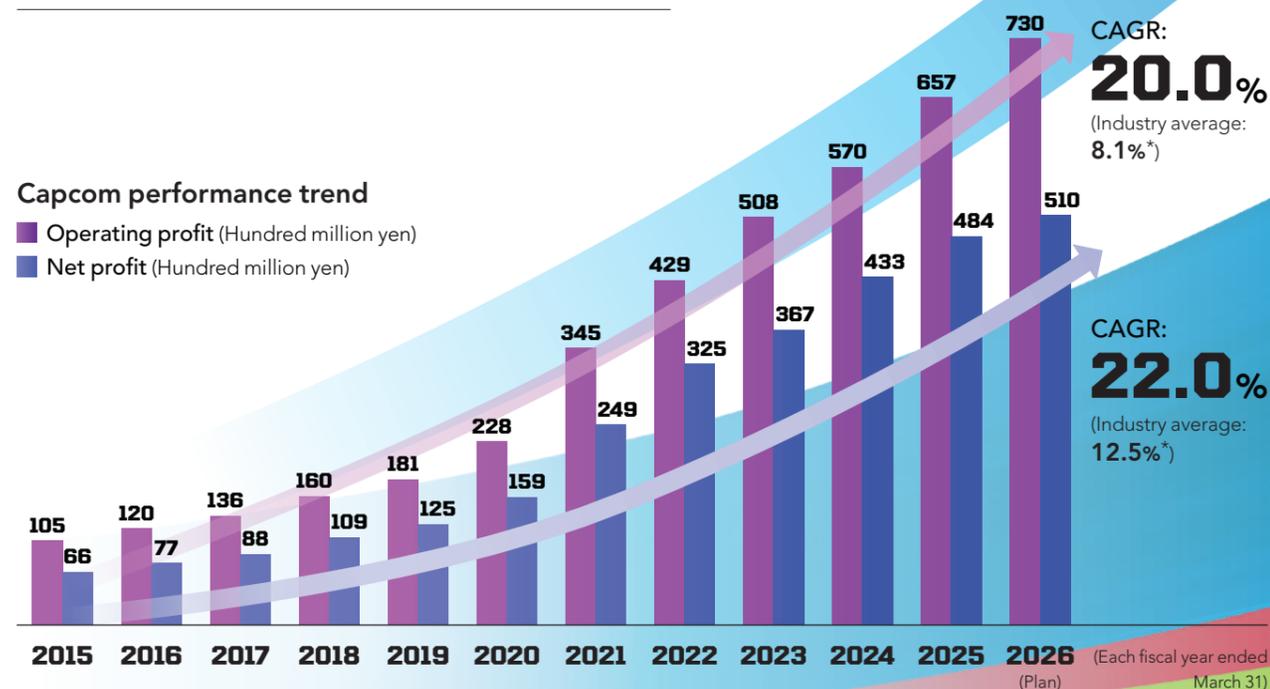
Catalog titles **76.1%**

(Fiscal year ended March 2025)

## Capcom performance trend

■ Operating profit (Hundred million yen)

■ Net profit (Hundred million yen)



\*Source: Calculated by Capcom based on the financial disclosures of nine global companies from the fiscal year ended March 2015 to the fiscal year ended March 2025.

Promote digital strategy to reach annual sales of **100** million units

Increase awareness among a wide range of users



Focus on expanding in the PC and Consumer market of 1.5 billion people



Shore up revenue through efforts linked to the Consumer sub-segment

**Brand strategy**

**Increase Capcom's visibility and brand interactions**

Character, Media, eSports, Mobile

Pursuing synergistic effects with Consumer + brand strengthening

**Digital strategy**

**Acquire and increase Capcom fans**

New Titles (Consumer)  
Growth driver, source of long-term sales

Catalog Titles (Consumer)  
Growth driver and focus areas for growing sales

**Single Content Multiple Usage**

Arcade Operations, Amusement Equipments

Harness IP in peripheral areas, in-person experiences

**Human resources strategy**

**Increase pipeline of new titles**

Promote expanding staff and technology growth

→ For details see p.32

Aim for sustainable growth through improved productivity and organizational strengths

