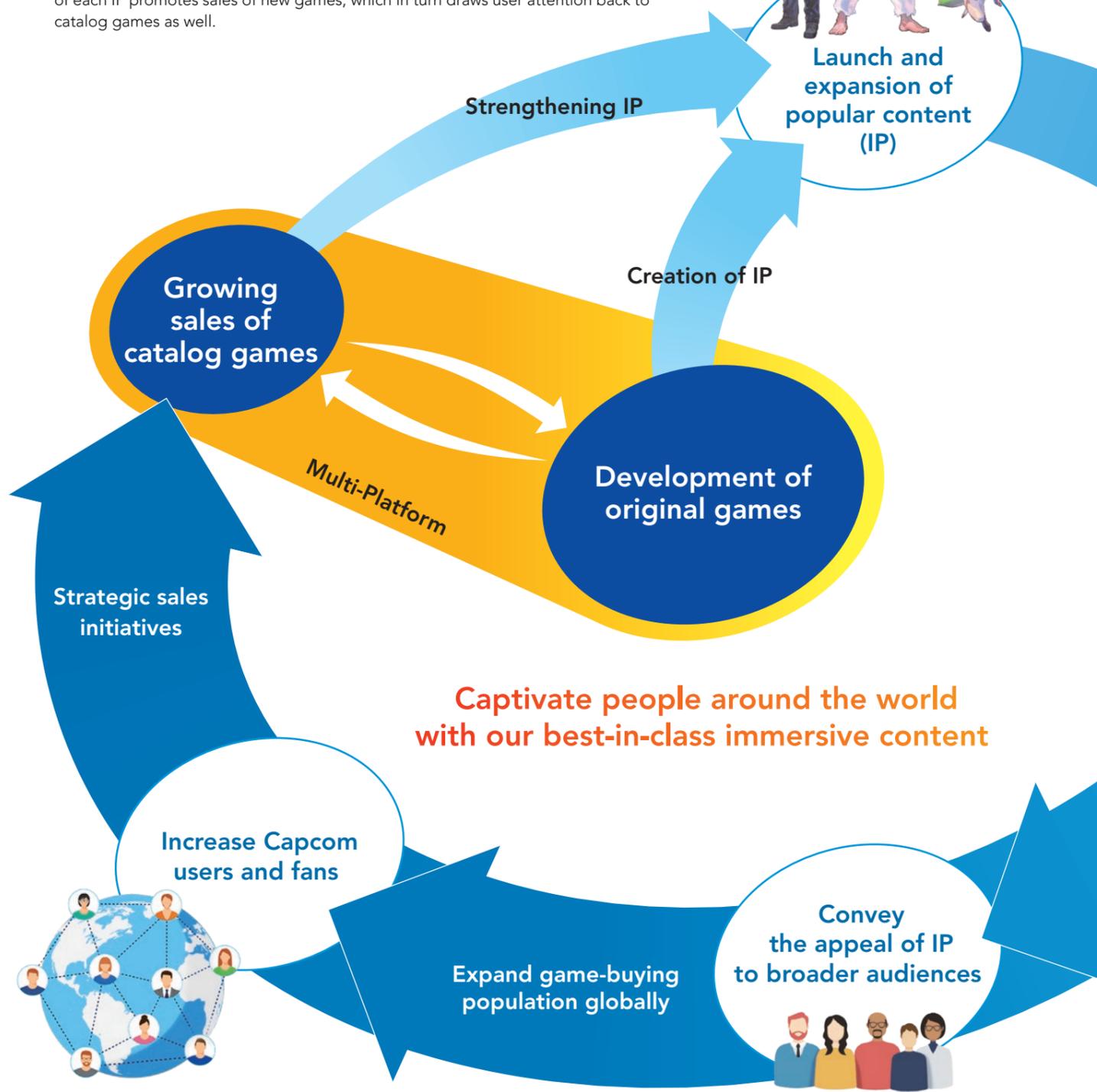


A business model that aims to maximize IP value

As we utilize our popular proprietary content for multiple game platforms, we are also actively turning it into movies, theater productions, and other non-game media.

This Single Content Multiple Usage strategy allows us to enjoy multi-level profitability. Moreover, we have created a cycle whereby increasing the brand power of each IP promotes sales of new games, which in turn draws user attention back to catalog games as well.



• Amusement facilities (Café collaboration)



• Amusement facilities (Capcom Connect Space)



• Video streaming



• Hollywood movies

- Multi-use/ Transmedia Expansion**
- Video Media
 - Events
 - Esports
 - Books
 - In-game collaboration with other companies
 - Gaming Machines
 - Character Merchandising
 - Amusement Facilities
 - Mobile License



Example of Single Content Multiple Usage



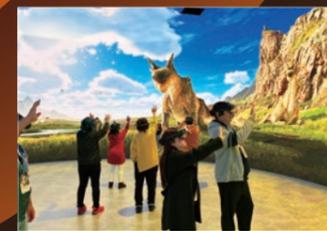
• Apparel line AND CHIPS



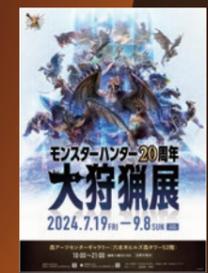
• Merchandise



• Smart Slot Monster Hunter Rise



• Expo 2025, Osaka, Kansai, Japan Monster Hunter Bridge



• MONSTER HUNTER 20th ANNIVERSARY - Monster Hunter Grand Exhibition



• Mobile game titles Monster Hunter Now