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Press Release

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## **Debut World Tour of “CAPCOM LIVE!” Rockestral Concert!**

- Roll out of music project breaks new ground for Single Content, Multiple Usage strategy;  
aim of global penetration for popular brands -

Capcom Co., Ltd. (Capcom) today announced the inaugural “CAPCOM LIVE!” “rockestral”—rock and orchestral—concert world tour beginning March 2016.

Capcom has released a multitude of hit titles since its founding in 1983, and possessing a wealth of global brands with long-established followings, such as “Street Fighter,” “Resident Evil,” and “Monster Hunter,” it has created 69 million-seller titles to date. Beyond this, the company has broadly leveraged its IP across multiple platforms and mediums under the banner of its Single Content, Multiple Usage strategy.

At “CAPCOM LIVE!” attendees can enjoy live performances of game music from more than ten Capcom masterpieces dating from the 1980s up through the present day, all completely synchronized to HD visuals. In addition to the performance of “Video Game Orchestra”—a group that combines rock and orchestral music into “rockestral” concerts and boasts high notoriety in the US—the tour will pursue sophisticated entertainment via staging that weaves together visual effects and specialized lighting. This tour differs from events that have targeted only gamers by bringing to life a forward-thinking musical project that can engage music fans and general audiences as well.

Kicking off with two public performances in China during March 2016, “CAPCOM LIVE!” will be held in North American cities such as Boston before expanding to other areas next year, with the goal of performing more than 30 concerts across the globe in places such as Japan, Europe, Central and South America and Asia. With this opportunity, Capcom intends to achieve greater penetration of its brands in the broadening global game market, including emerging nations.

Utilizing its Single Content, Multiple Usage strategy, Capcom will continue to pursue a multifaceted approach in leveraging its portfolio of brands, with the aim of maximizing the value of its IPs and creating new opportunities for revenue while working to further enhance its performance.

[“CAPCOM LIVE!” Rockestral Concert Music Project Summary]

1. Event Name	“CAPCOM LIVE!”
2. Tour Dates	From March, 2016
3. Areas	2016 China (Shanghai: March 19, Beijing: March 26), Boston: April 9 and more. From 2017 30~40 public performances planned globally, including North America, Central & South America, Europe, Asia.



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