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Press Release

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(Code No. 9697 First Section of Tokyo Stock Exchange)

***Sengoku BASARA* to Collaborate With City of Sakai!**

- Game character Toyotomi Hideyoshi communicates appeal
of Sakai's history and culture to youth demographic -

Capcom Co., Ltd. (Capcom) today announced a collaboration between its popular video game series *Sengoku BASARA* and the Sakai Plaza of Rikyu and Akiko, a facility of the City of Sakai in the Osaka prefecture.

The *Sengoku BASARA* series consists of action games that put a bold, fresh twist on the warlords and events of Japan's Warring States period. Beginning with the first game of the series in 2005, Capcom has pursued its Single Content Multiple Usage strategy to leverage the unique world of this IP into various kinds of entertainment, including animation and stage productions. In recent years, Capcom has promoted cooperation with local governments, and in addition to providing *Sengoku BASARA* characters as mascots for automobile break-in prevention and to raise public awareness of elections, Capcom is contributing to promoting tourism among the youth demographic via a comprehensive agreement with Kofu in the Yamanashi Prefecture to utilize *Sengoku BASARA* characters in local revitalization activities through 2019.

This collaboration came to be after Capcom received a request from the city of Sakai to utilize characters from *Sengoku BASARA*, who have a record of accomplishment in local revitalization efforts, in order to appeal to people of all ages in the city's program. Sakai aims to generate tourism in the city by communicating its rich history and traditions to the youth demographic. Points of interest include tea ceremony culture, made famous by historical figure Sen no Rikyu, as well as the Mozu tombs, called the Mozu kofungun, chief among which is *Nintoku-tenno-ryo Kofun*, also known as *Daisen Kofun*, the tomb of Emperor Nintoku.

Beginning with photo opportunities with life-size cutouts of popular *Sengoku BASARA* characters Date Masamune and Sanada Yukimura, a cutout of Toyotomi Hideyoshi will also be featured for the first time at the Sakai Plaza of Rikyu and Akiko's exhibit "Ogon no Chashitsu ga Yattekita" (or, "The Golden Tea Room has Arrived")—which serves as the main activity of this program—with additional plans to display a collaboration poster and to distribute original postcards on site.

Capcom is committed to serving as a responsible corporate citizen and will continue to conduct proactive CSR activities that include the use of its games to invigorate communities and contribute to society.

[Program Details]

1. Location	Sakai Plaza of Rikyu and Akiko (<i>Sakai Risho no Mori</i>)
2. Period	Saturday, March 16, 2019 – Monday, May 6, 2019 (holiday) *Exhibit dates for “Ogon no Chashitsu ga Yattekita”: Friday, January 25 – Monday, May 6 (holiday)
3. Details	1. Cutouts of <i>Sengoku BASARA</i> characters Toyotomi Hideyoshi, Date Masamune and Sanada Yukimura featured on location. 2. Original postcard gift *Available at the reception desk for guests who say “tea party” when purchasing admission tickets to Sakai Plaza of Rikyu and Akiko.

[Related Goods] *Images represent work in progress



Original postcard



Banner advertisement on the official Sakai Plaza of Rikyu and Akiko website

[Details for the home video game *Sengoku BASARA* series]

1. Title	<i>Sengoku BASARA</i> series
2. Genre	Stylish Hero Action



Inquiries regarding the above information may be directed to:

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