

Street Fighter Series Characters Utilized in Osaka Prefectural Employment Event for the First Time!

- Capcom aims to contribute to local government’s career support activities through leveraging major brand with multi-generational appeal -

Capcom Co., Ltd. (Capcom) today announced that its popular *Street Fighter* series will be utilized for the first time in “Natsukashii Rekidai Terebi Ge-mu no Sekai” (or, “The World of Nostalgic Video Game Generations”), part of Osaka Prefecture’s “Life is” event to support employment, which will be held from November 4-16, 2020.

This portion of the event targets members of the so-called “Employment Ice Age” generation (aged 35-49) and looks to appeal to participants from a variety of approaches, including by age group and hobby, with the purpose of arousing interest in furthering employment. The collaboration came about following a request from the Osaka Labor Association to utilize the *Street Fighter* brand, which is well-known among members of their target, in order to build awareness and interest in the prefecture’s employment support programs. In addition to flyers featuring characters from the series being readied in advance, the event is scheduled to feature both a welcome board incorporating *Street Fighter II* into its design and a display with original design documents from the game, while characters’ theme songs are utilized as background music 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.

[Event summary]

1. Event name	Natsukashii Rekidai Terebi Ge-mu no Sekai - Asonde Manande -
2. Dates	Wednesday, November 11 11:00 AM - 5:30 PM
3. Location	L-Osaka main building 10F banquet hall
4. Exhibits	Welcome board, original game design documents, life-sized character panels, etc.



Flyer design (WIP)

About the *Street Fighter* series:

With cumulative sales exceeding 45 million units worldwide (as of June 30, 2020), *Street Fighter* is one of Capcom’s most celebrated series and has excited fans throughout the world since its debut more than 30 years ago. In recent years *Street Fighter* has been a driving force in the esports versus fighting game category, further enhancing its presence.

Inquiries regarding the above information may be directed to:

Public Relations and Investor Relations Section
(Tel)+81-6-6920-3623