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Press Release

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Osaka, 540-0037, Japan

Capcom Co., Ltd.

Haruhiro Tsujimoto, President and COO

(Code No. 9697 TSE Prime)

### Capcom Town Web Portal

#### Now Features E-commerce Storefront!

- Capcom aims to further enhance its digital strategy

as the number of CAPCOM ID registrants surpasses 10 million -

Capcom Co., Ltd. today announced that it will open a new electronic commerce (e-commerce) storefront called Capcom Town Store on its web portal, Capcom Town. The service will be available in Japan beginning on February 16.

As part of its digital strategy, the company aims to further expand its Direct-to-Consumer (D2C) model. This initiative is being undertaken following a milestone of more than 10 million registrants for CAPCOM ID, the free customer identification system for Capcom's services.

Capcom Town is a web portal featuring various content, including Capcom's games and videos. The site allows users to enjoy animated movies, videos about game production, and classic titles such as *Street Fighter II* and *Mega Man*.

Capcom Town Store, newly established in Capcom Town, is an official online storefront where the company will provide titles\* from its popular series, such as *Resident Evil*, *Monster Hunter*, and *Street Fighter*. In addition to offering exclusive benefits on the official site, including bundle discounts and discount codes, Capcom looks to both enhance engagement with customers, and bolster its mid- to long-term revenue base. The company is beginning service in Japan, with an eye toward a global rollout in order to further expand sales going forward.

Capcom is committed to delighting its stakeholders and forging a relationship of trust with them and will continue to drive its businesses forward by providing the very best in entertainment in order to help improve the quality of life for people around the world.

\*For the Steam and GOG platforms.



Capcom Town  
<https://captown.capcom.com/en>



Capcom Town Store  
<https://store.captown.capcom.com/>

\*The sales operations and maintenance/management services of Capcom Town Store are conducted by KOMODO Co., Ltd.

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