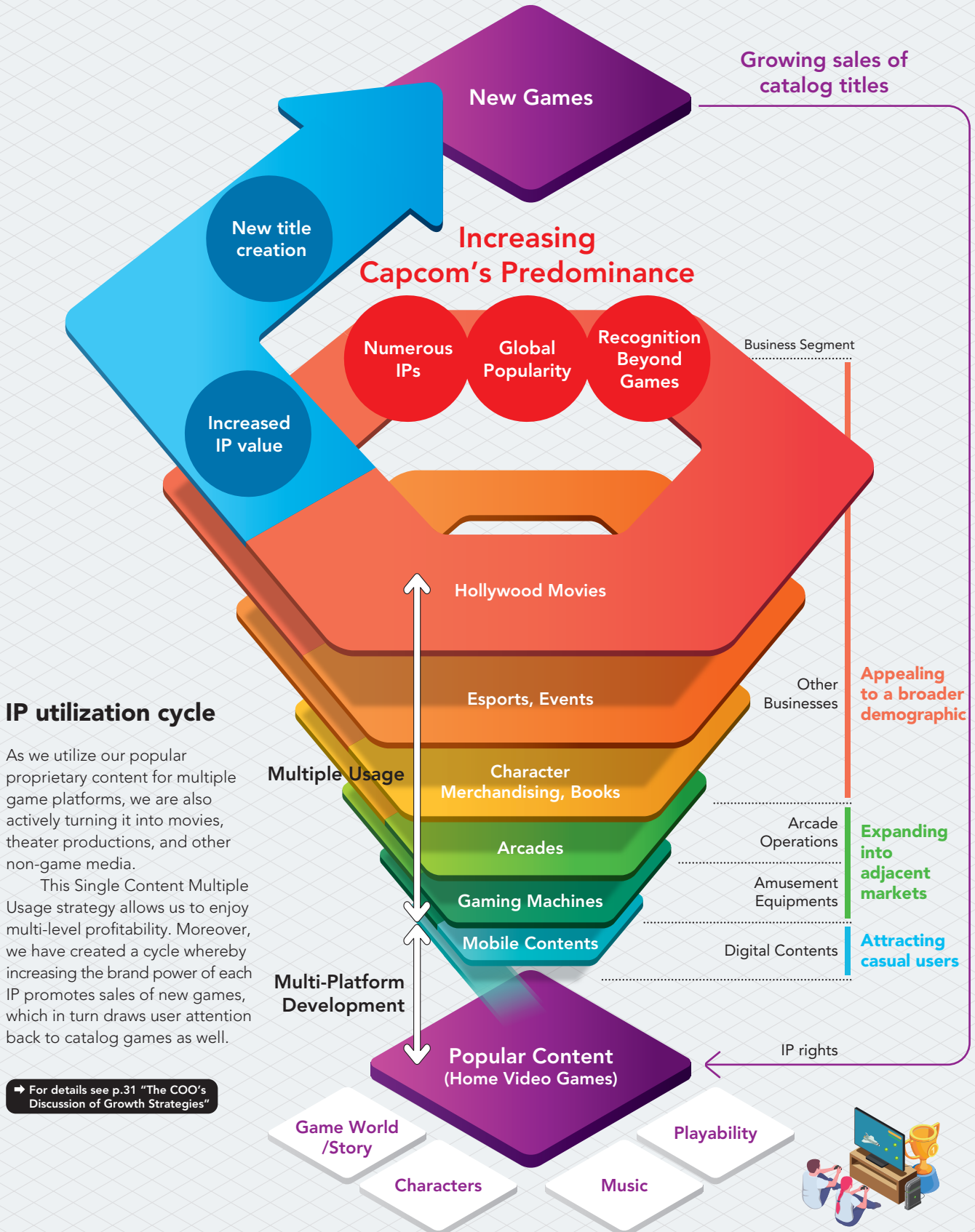


The Single Content Multiple Usage strategy promotes game sales by maximizing the value of our IP





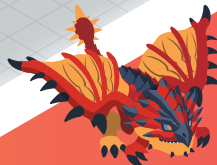
Released June 2022



Monster Hunter Rise: Sunbreak
6.1 million units sold
(As of June 30, 2023)

Latest title

Example of Single Content Multiple Usage



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Hollywood movies



Video streaming



Events/concerts



Merchandise

Multiple Usage

Appealing to a broader demographic



Pachislo machines Amusement facilities (Café collaboration)

Expansion into peripheral businesses

Released March 26, 2021



Existing title

Monster Hunter Rise
Total 13.2 million units sold
(As of June 30, 2023)

