



**KOEI TECMO HOLDINGS CO., LTD.  
Fiscal Year Ending March 2016  
1st Half Financial Results**

# Financial Summary (FY2015 1st Half)

(Units:Millions of Yen)

	Term ended Sep.2014		Term ended Sep.2015		YoY Change		Change from Forecast (30th of April)	
	Amount	Ratio	Amount	Ratio	Amount	Rate of change	Amount	Rate of change
<b>Sales</b>	<b>16,110</b>	<b>100.0%</b>	<b>15,159</b>	<b>100.0%</b>	<b>△951</b>	<b>△5.9%</b>	<b>△341</b>	<b>△2.2%</b>
<b>Operating Profit</b>	<b>3,293</b>	<b>20.4%</b>	<b>2,477</b>	<b>16.3%</b>	<b>△816</b>	<b>△24.8%</b>	<b>777</b>	<b>45.7%</b>
<b>Ordinary Profit</b>	<b>6,166</b>	<b>38.2%</b>	<b>5,653</b>	<b>37.3%</b>	<b>△513</b>	<b>△8.3%</b>	<b>2,153</b>	<b>61.5%</b>
<b>Net Income</b>	<b>4,205</b>	<b>26.1%</b>	<b>4,061</b>	<b>26.8%</b>	<b>△144</b>	<b>△3.4%</b>	<b>1,861</b>	<b>84.6%</b>

# Major Titles and Events (FY2015 1st Half)



PS4 / PS3  
**ARSLAN:  
 THE WARRIORS OF  
 LEGEND**  
 60,000 Copies  
 Japan/Asia



PS4 / PS3 / PS Vita  
**Nights of Azure**  
 100,000 Copies  
 Japan/Asia  
 (150,000 Copies as of  
 end of Oct 2015)



PS4 / PS3 / PS Vita  
**Samurai Warriors 4  
 Empires**  
 90,000 Copies  
 Japan/Asia  
 (100,000 Copies as of  
 end of Oct 2015)



**New Native Apps  
 and browser game**

**Expansion for Asian  
 markets shows  
 outstanding  
 performance!**



**Major social game  
 franchise shows  
 solid performance!**



ネオロマンスフェスタ  
**Angelicall  
 メモワール  
 2015**  
 Events  
**30,000 Participants**

# Sales and Operating Profit by Business Segment (FY2015 1st Half)

## Term ended Sep.2015

(Units:Millions of Yen)

	Game Software	Online & Mobile	Media & Rights	Pachislot & Pachinko	Amusement Facilities	Real Estate	Others	Total	Corporate & Elimination	Consolidated Total
Sales	8,873	3,459	1,097	964	690	416	64	15,566	△407	15,159
Operating Profit	1,611	561	△88	385	63	161	16	2,711	△234	2,477

## Term ended Sep.2014

(Units:Millions of Yen)

	Game Software	Online & Mobile	Media & Rights	Pachislot & Pachinko	Amusement Facilities	Real Estate	Others	Total	Corporate & Elimination	Consolidated Total
Sales	9,873	3,239	1,183	1,163	838	248	58	16,605	△495	16,110
Operating Profit	2,355	596	159	393	24	12	△33	3,507	△214	3,293

# Net Sales by Region (FY2015 1st Half)

(Units:Millions of Yen)

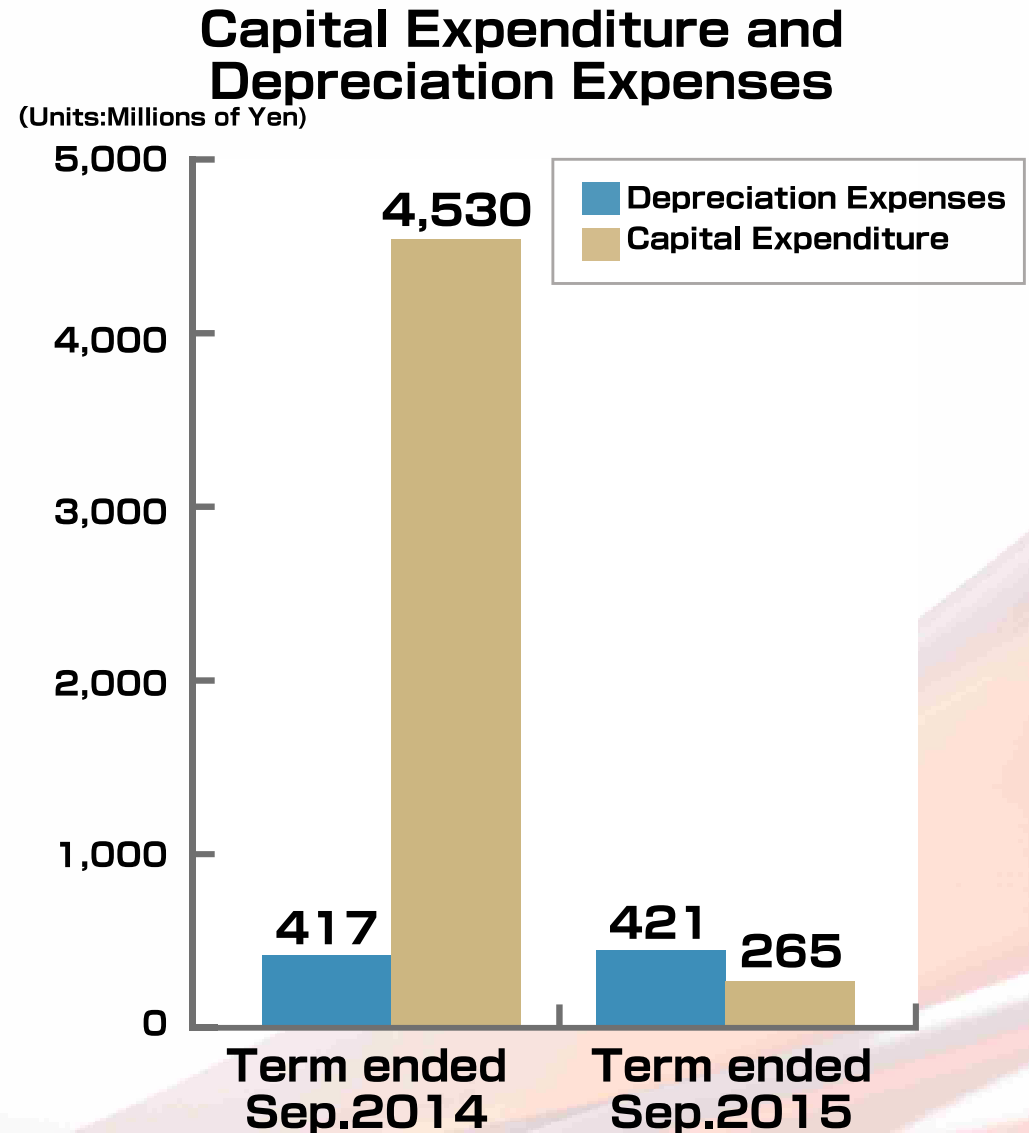
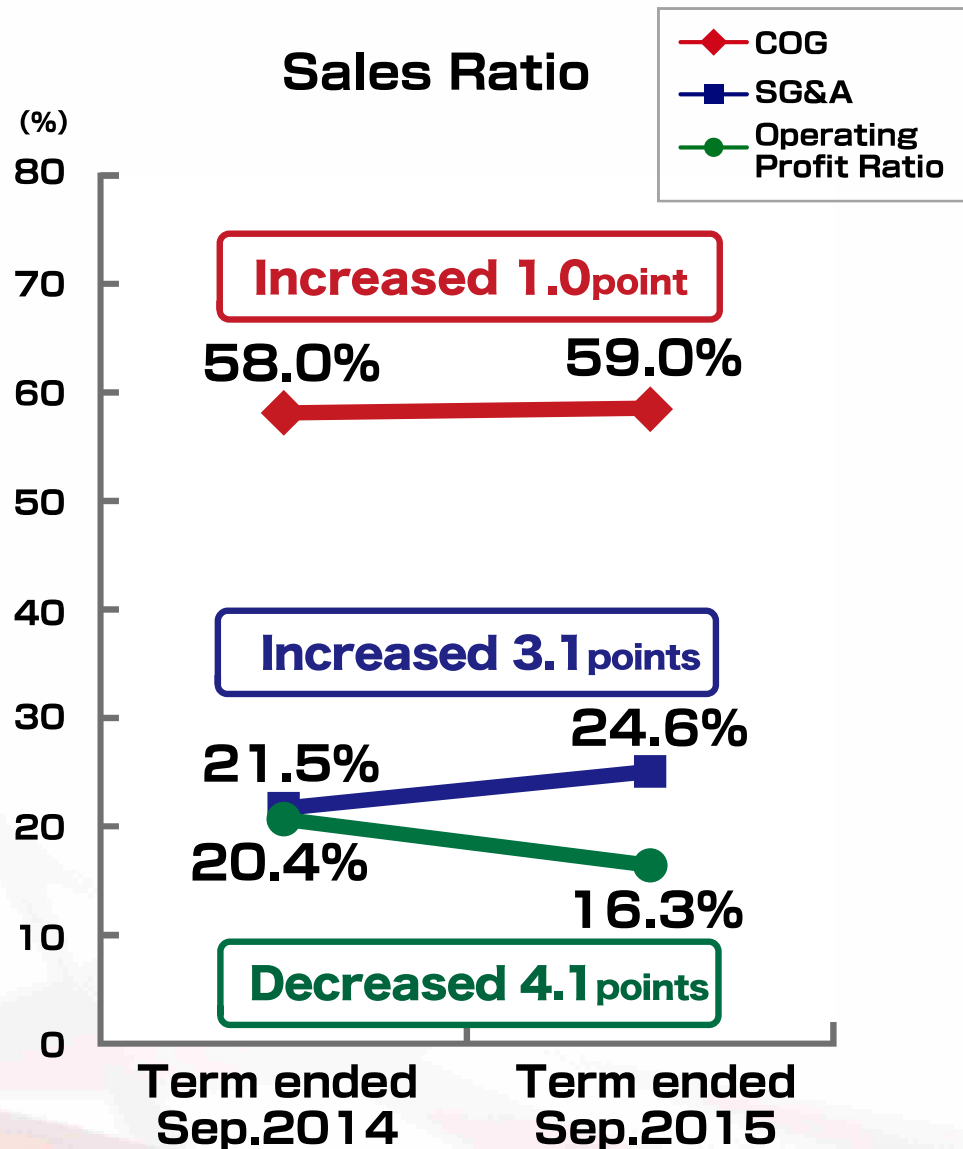
	Term ended Sep. 2014		Term ended Sep. 2015		YoY Change	
	Amount	Ratio	Amount	Ratio	Amount	Rate of change
Japan	<b>12,601</b>	<b>78.2%</b>	<b>11,350</b>	<b>74.9%</b>	<b>△1,251</b>	<b>△9.9%</b>
Overseas	<b>3,509</b>	<b>21.8%</b>	<b>3,809</b>	<b>25.1%</b>	<b>300</b>	<b>8.5%</b>
North America	<b>1,681</b>	<b>10.4%</b>	<b>1,588</b>	<b>10.5%</b>	<b>△93</b>	<b>△5.5%</b>
Europe	<b>1,101</b>	<b>6.8%</b>	<b>942</b>	<b>6.2%</b>	<b>△159</b>	<b>△14.4%</b>
Asia	<b>727</b>	<b>4.5%</b>	<b>1,279</b>	<b>8.4%</b>	<b>552</b>	<b>75.9%</b>
Grand Total	<b>16,110</b>	<b>100.0%</b>	<b>15,159</b>	<b>100.0%</b>	<b>△951</b>	<b>△5.9%</b>

# Sales Units by Region (FY2015 1st Half)

(Units:Thousands of Units)

	Term ended Sep. 2014		Term ended Sep. 2015		YoY Change	
	Amount	Ratio	Amount	Ratio	Amount	Rate of change
Japan	1,200	41.5%	810	38.6%	△390	△32.5%
Overseas	1,695	58.5%	1,290	61.4%	△405	△23.9%
North America	930	32.1%	570	27.1%	△360	△38.7%
Europe	535	18.5%	185	8.8%	△350	△65.4%
Asia	230	7.9%	535	25.5%	305	132.6%
Grand Total	2,895	100.0%	2,100	100.0%	△795	△27.5%

# Major Expenses, Capital Expenditure and Depreciation Expenses (FY2015 1st Half)



**KOEI TECMO HOLDINGS CO., LTD.**  
**Consolidated Plan**  
**(Fiscal Year Ending March 31, 2016)**





# Financial Summary (Plan FY2015)

(Units:Millions of Yen)

	FY2014		FY2015		YoY Change	
	Amount	Ratio	Amount	Ratio	Amount	Rate of change
<b>Sales</b>	<b>37,799</b>	<b>100.0%</b>	<b>40,000</b>	<b>100.0%</b>	<b>2,201</b>	<b>5.8%</b>
<b>Operating Profit</b>	<b>9,652</b>	<b>25.5%</b>	<b>10,000</b>	<b>25.0%</b>	<b>348</b>	<b>3.6%</b>
<b>Ordinary Profit</b>	<b>13,568</b>	<b>35.9%</b>	<b>14,000</b>	<b>35.0%</b>	<b>432</b>	<b>3.2%</b>
<b>Net Income</b>	<b>9,434</b>	<b>25.0%</b>	<b>9,500</b>	<b>23.8%</b>	<b>66</b>	<b>0.7%</b>

# Sales and Operating Profit by Business Segment (Plan FY2015)

## FY2015

(Units:Millions of Yen)

	Game Software	Online & Mobile	Media & Rights	Pachislot & Pachinko	Amusement Facilities	Real Estate	Others	Total	Corporate & Elimination	Consolidated Total
Sales	26,200	7,700	2,900	2,000	1,200	700	80	40,780	△780	40,000
Operating Profit	7,800	1,300	380	650	70	220	20	10,440	△440	10,000

## FY2014

(Units:Millions of Yen)

	Game Software	Online & Mobile	Media & Rights	Pachislot & Pachinko	Amusement Facilities	Others	Total	Corporate & Elimination	Consolidated Total
Sales	24,863	6,733	2,744	2,020	1,584	774	38,719	△920	37,799
Operating Profit	7,795	1,128	294	718	5	155	10,098	△445	9,652

# Net Sales by Region (Plan FY2015)

(Units:Millions of Yen)

	FY2014		FY2015		YoY Change	
	Amount	Ratio	Amount	Ratio	Amount	Rate of change
Japan	<b>29,877</b>	<b>79.0%</b>	<b>32,100</b>	<b>80.2%</b>	<b>2,223</b>	<b>7.4%</b>
Overseas	<b>7,922</b>	<b>21.0%</b>	<b>7,900</b>	<b>19.8%</b>	<b>△22</b>	<b>△0.3%</b>
North America	<b>3,728</b>	<b>9.9%</b>	<b>3,200</b>	<b>8.0%</b>	<b>△528</b>	<b>△14.2%</b>
Europe	<b>2,431</b>	<b>6.4%</b>	<b>2,400</b>	<b>6.0%</b>	<b>△31</b>	<b>△1.3%</b>
Asia	<b>1,763</b>	<b>4.7%</b>	<b>2,300</b>	<b>5.8%</b>	<b>537</b>	<b>30.5%</b>
Grand Total	<b>37,799</b>	<b>100.0%</b>	<b>40,000</b>	<b>100.0%</b>	<b>2,201</b>	<b>5.8%</b>

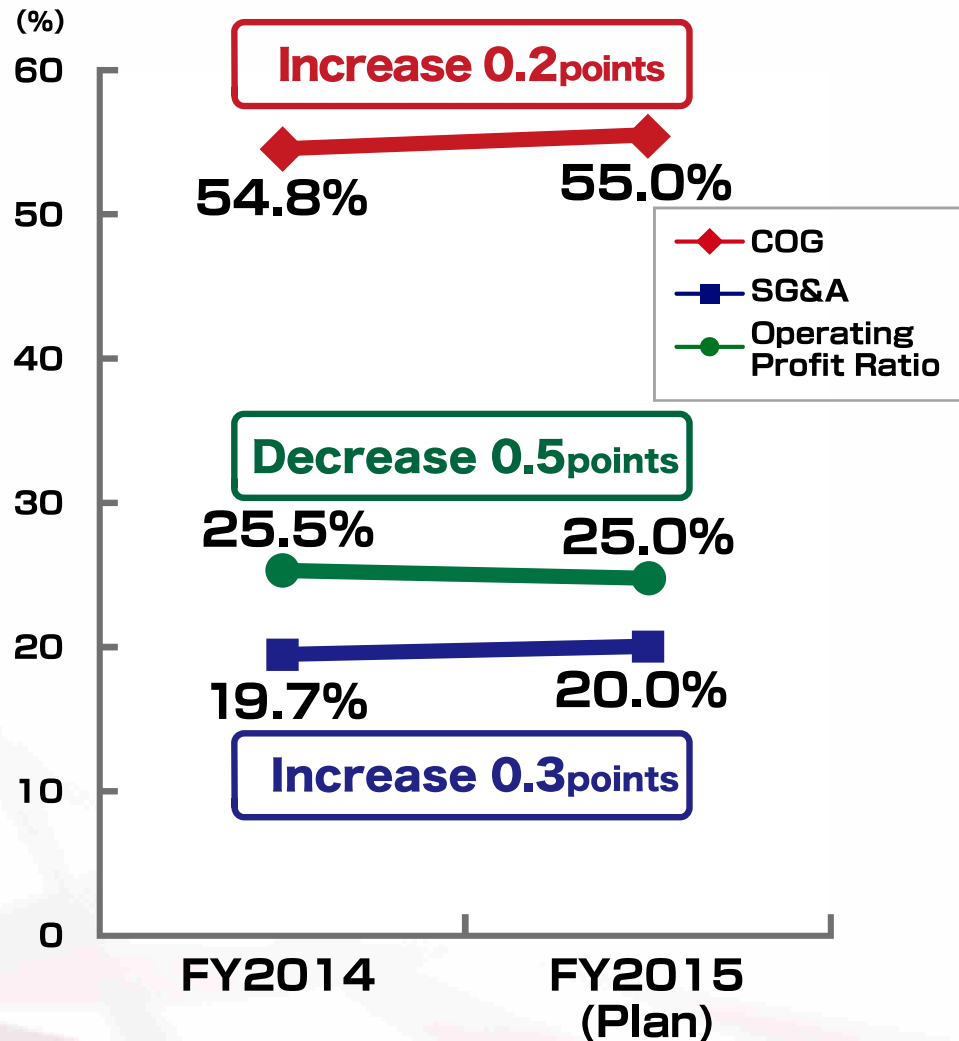
# Sales Units by Region (Plan FY2015)

(Units:Thousands of Units)

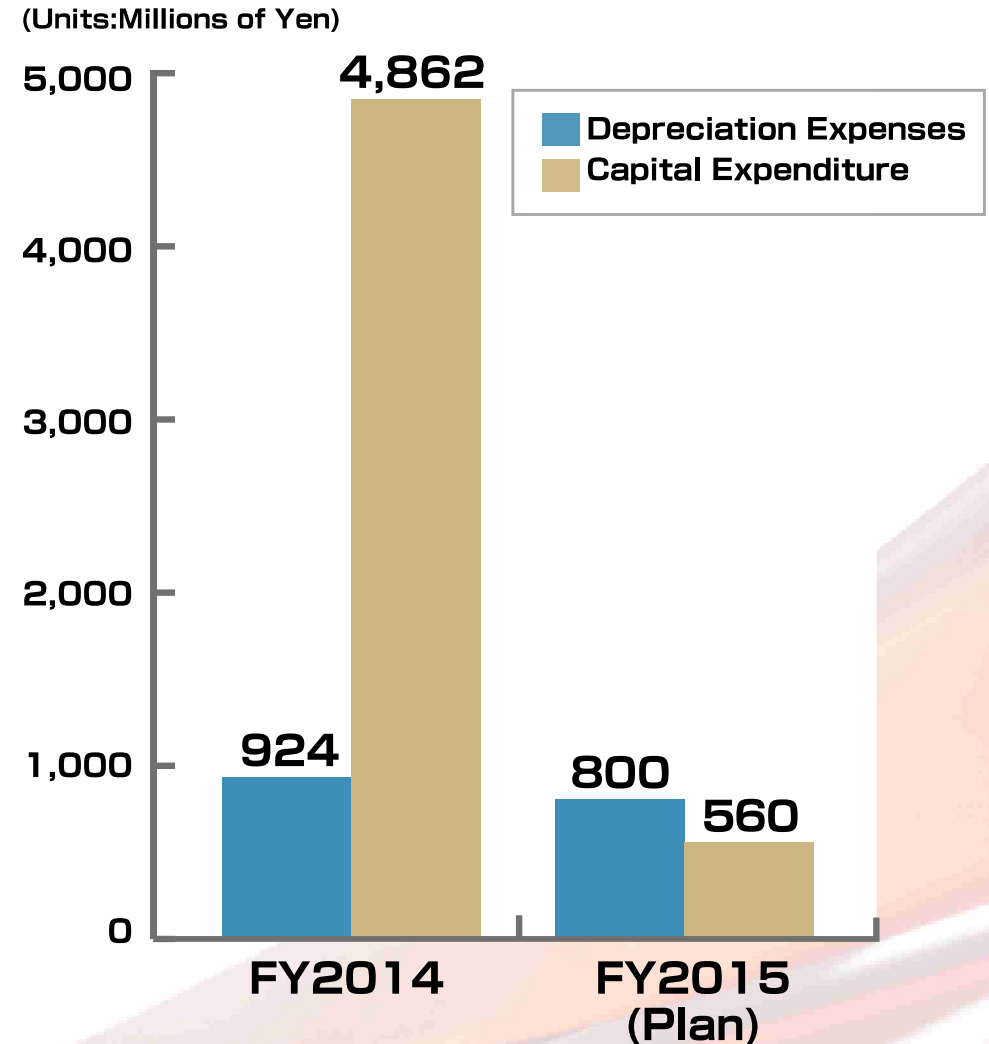
	FY2014		FY2015		YoY Change	
	Amount	Ratio	Amount	Ratio	Amount	Rate of change
Japan	<b>3,790</b>	<b>53.8%</b>	<b>4,000</b>	<b>57.1%</b>	<b>210</b>	<b>5.5%</b>
Overseas	<b>3,255</b>	<b>46.2%</b>	<b>3,000</b>	<b>42.9%</b>	<b>△255</b>	<b>△7.8%</b>
North America	<b>1,680</b>	<b>23.8%</b>	<b>1,400</b>	<b>20.0%</b>	<b>△280</b>	<b>△16.7%</b>
Europe	<b>1,055</b>	<b>15.0%</b>	<b>1,000</b>	<b>14.3%</b>	<b>△55</b>	<b>△5.2%</b>
Asia	<b>520</b>	<b>7.4%</b>	<b>600</b>	<b>8.6%</b>	<b>80</b>	<b>15.4%</b>
Grand Total	<b>7,045</b>	<b>100.0%</b>	<b>7,000</b>	<b>100.0%</b>	<b>△45</b>	<b>△0.6%</b>

# Major Expenses, Capital Expenditure and Depreciation Expenses (Plan FY2015)

## Sales Ratio



## Capital Expenditure and Depreciation Expenses



# **Koei Tecmo Group Management Policy & Future Business Deployment**

The background features abstract, flowing lines in shades of orange, red, and white, creating a sense of movement and energy. The lines are layered and semi-transparent, giving a dynamic and modern feel to the slide.

# 1st Half Review:

Operating profit, Ordinary Profit, Net Profit exceeded Forecast!

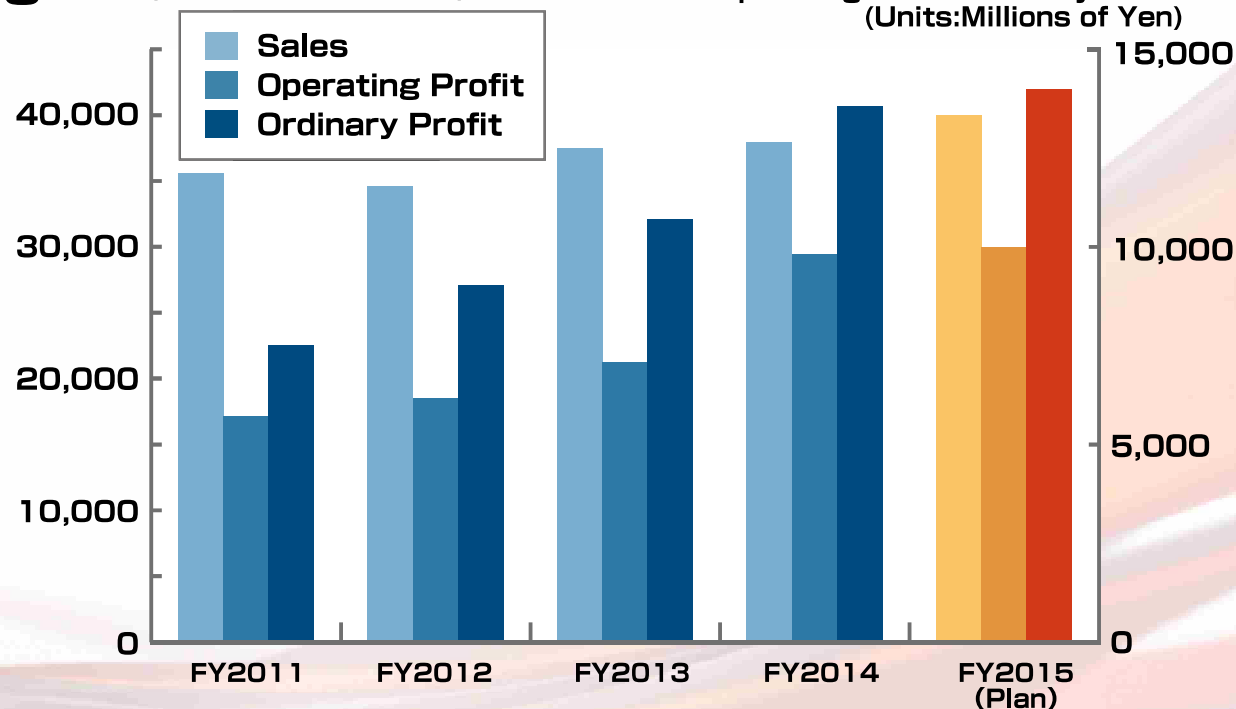
- Game release postponed for quality improvement.
- Royalty revenue has been increasing due to popularity of Collaboration titles.
- Growth of download sales contributes to increased profitability.
- Aiming to achieve highest ever yearly financial result.

( Units:Millions of Yen)

	1st Half Results	Forecast (30th of April)	Change from Forecast (30th of April)	Rate of change
Sales	15,159	15,500	△341	△2.2%
Operating Profit	2,477	1,700	777	45.7%
Ordinary Profit	5,653	3,500	2,153	61.5%
Net Income	4,061	2,200	1,861	84.6%

Sales (Units:Millions of Yen)

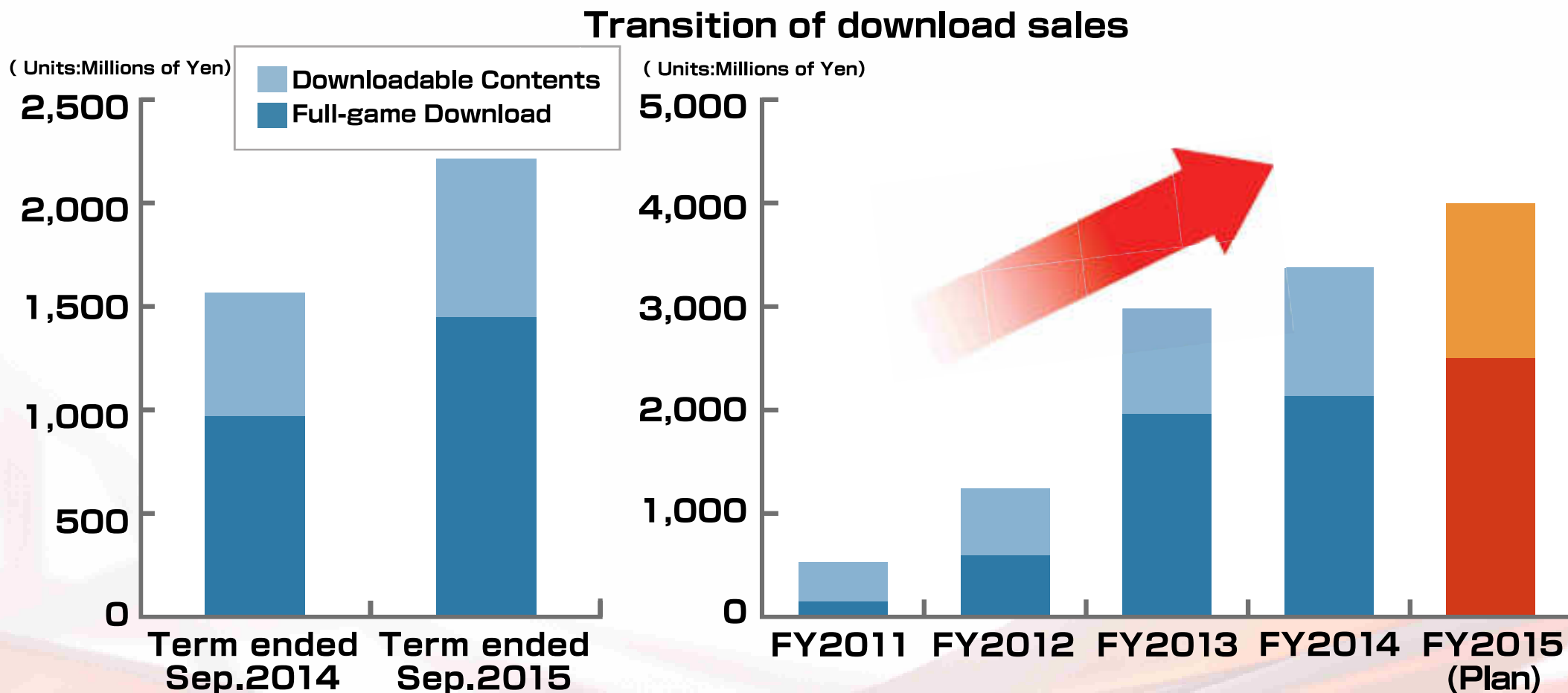
Operating Profit/Ordinary Profit (Units:Millions of Yen)



# Growth of download sales

Profitability improving due to growth of download sales.

Free-to-Play [DEAD OR ALIVE 5 Last Round]  
Over 4 million downloaded!





## IP Creation and Expansion

Multi-platform

Expansion into many genres

Tie-ups

IP

Collaborative efforts

Animation	Comics	Toys
Food service	Movies	Publishing
Apparel	Goods	TV
Music	Food	Local community

Global Expansion

# IP Creation and Expansion



PS4 / PS3 / PS Vita



PS4 / PS3



Nintendo 3DS

# Multi-Platform

## 1. Hardware Platform

PlayStation®4、PlayStation®3、PlayStation®Vita、  
PlayStation®VR、Wii U、Nintendo 3DS、Xbox One and on

## 2. Software Platform

DeNA、GREE、d Game、Yahoo!Mobage、PC browser and on

## 3. Own platform my GAMECITY



# Expansion into many genres

Aiming for big hit in native app market



Other new titles are scheduled for release!

# Collaborative efforts

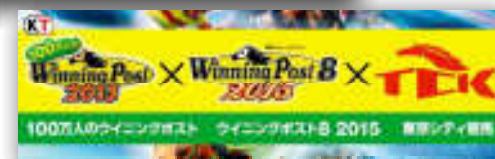
## Large-scale collaborative efforts and successes



- Utilizing Koei Tecmo's technical and developmental capabilities, several major collaborative titles have been realized. Number of titles increases yearly.
- Working on collaboration with major overseas IPs

# Tie-ups

- "Samurai Warriors 4 Empires" × Leoplace 21
- Jin yashiki - "Samurai Warriors" × TBI Group
- "Winning Post" × Tokyo City Keiba
- "Haruka naru toki no nakade 6" Cafe
- Neo Romance festival × Karaoke no Tetsujin
- Stage "Geten no Hana"
- Stage "Samurai Warriors"
- Stage "Nobunyaga no Yabou"



# Global Expansion

Expand smartphone games and browser games into Asian market!  
Also adapt games to PS4/PS Vita/Xbox One in China."

## 〈 Korea 〉

Uncharted Waters V

## 〈 China 〉

Uncharted Waters V  
Nobunyaga no Yabou

**Dynasty Warriors Blast**

**PS4/PS Vita**

Dynasty Warriors 8  
Xtreme Legends  
Toukiden: Kiwami

**Xbox One**

**Dynasty Warriors 8 Empires**  
**Warriors OROCHI 3 Ultimate**

## 〈 Taiwan 〉

Uncharted Waters V  
Nobunyaga no Yabou  
**Dynasty Warriors Blast**

## 〈 South East Asia 〉

**Nobunyaga no Yabou**

Blue: Scheduled to be released

Black: Already released

● Koei Tecmo group's subsidiaries

# Romance of the Three Kingdoms 30th Anniversary Project (1)





# Romance of the Three Kingdoms 30th Anniversary Project (2)



Aiming to maximize IP value through collaborations and tie-ups

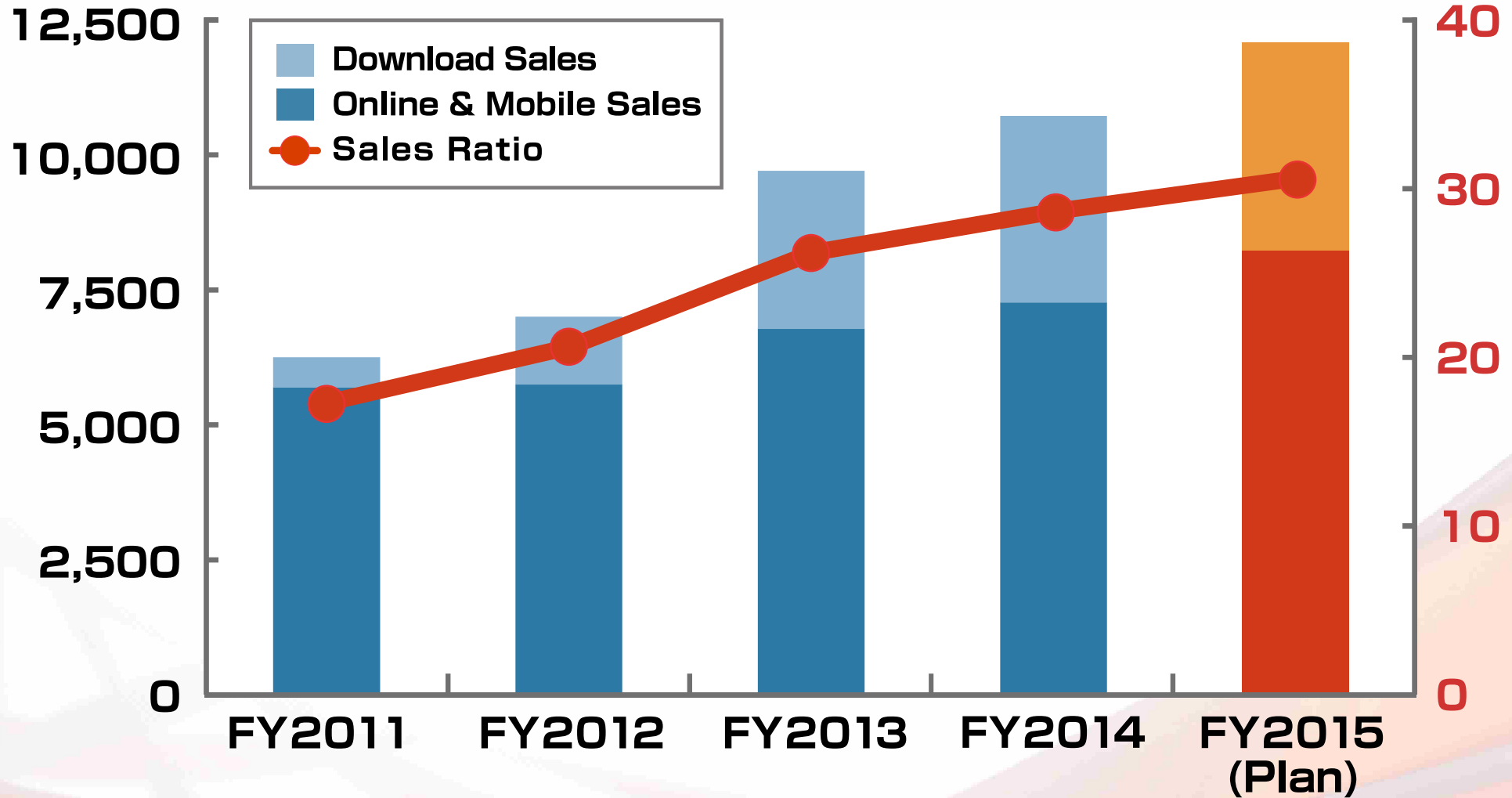
- "Yokai Sangokushi" "RTK Tsuku-ru"  
"RTK Legion"  
"Sangokushi Sousouden Online (tentative)"
- "Sangokushi DVD & Data file"  
Eiji Yoshikawa's novel  
"Sangokushi"  
Mitsuteru Yokoyama's comic  
"Sangokushi"



# Enhance Digital Business

(Units:Millions of Yen)

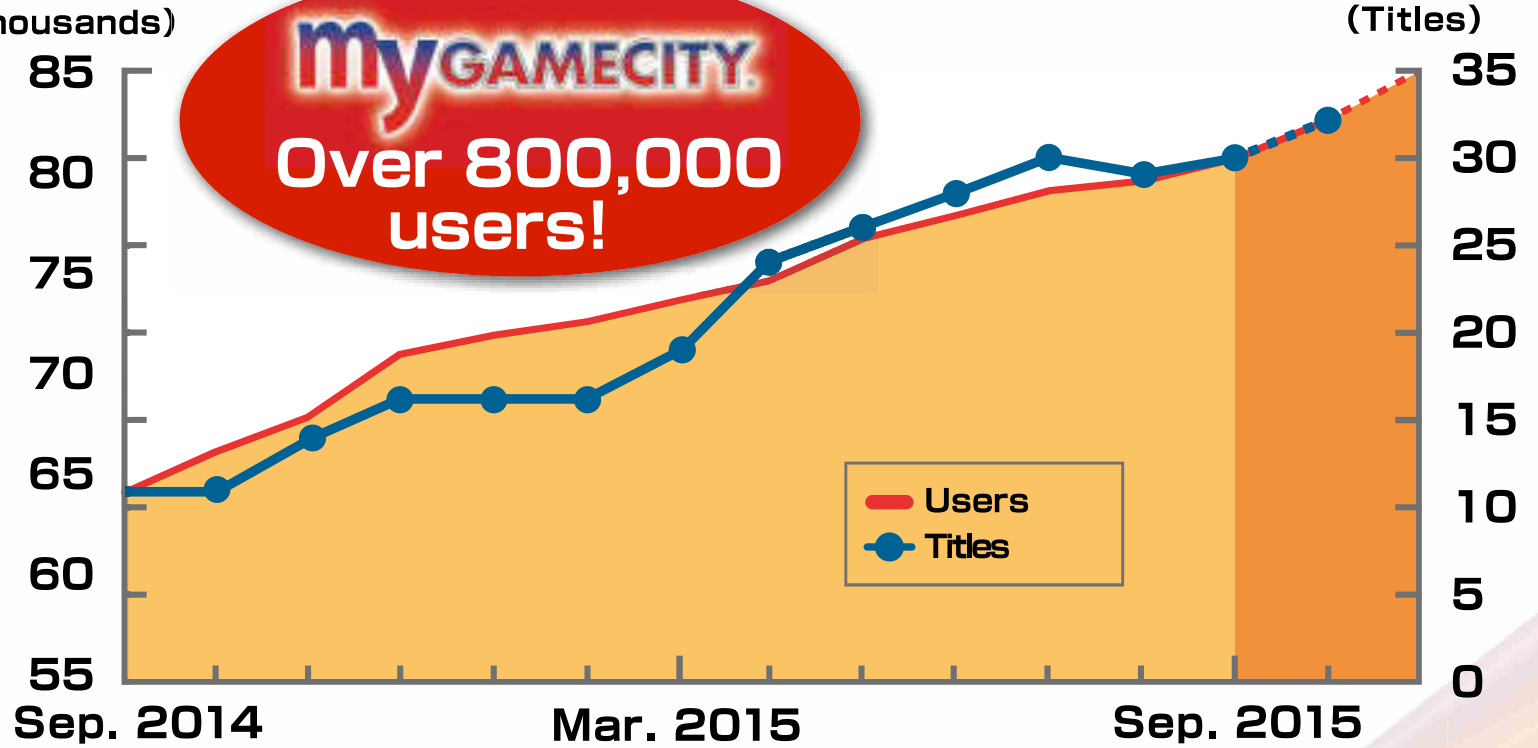
## Transition of Digital Business sales and ratio



# my GAMECITY's service expansion



(Ten thousands)



# New IPs

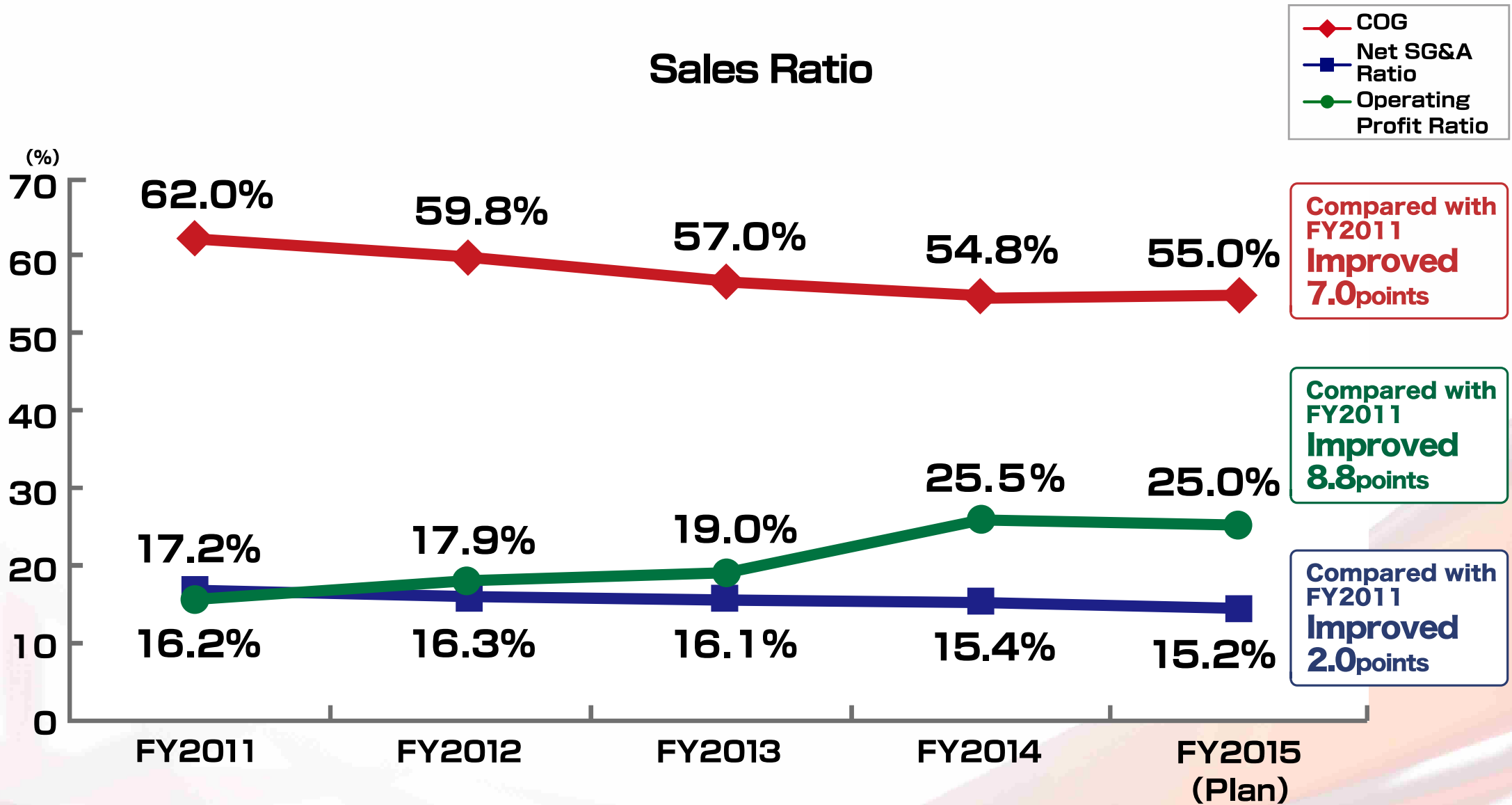


PS4 / PS3 / PS Vita

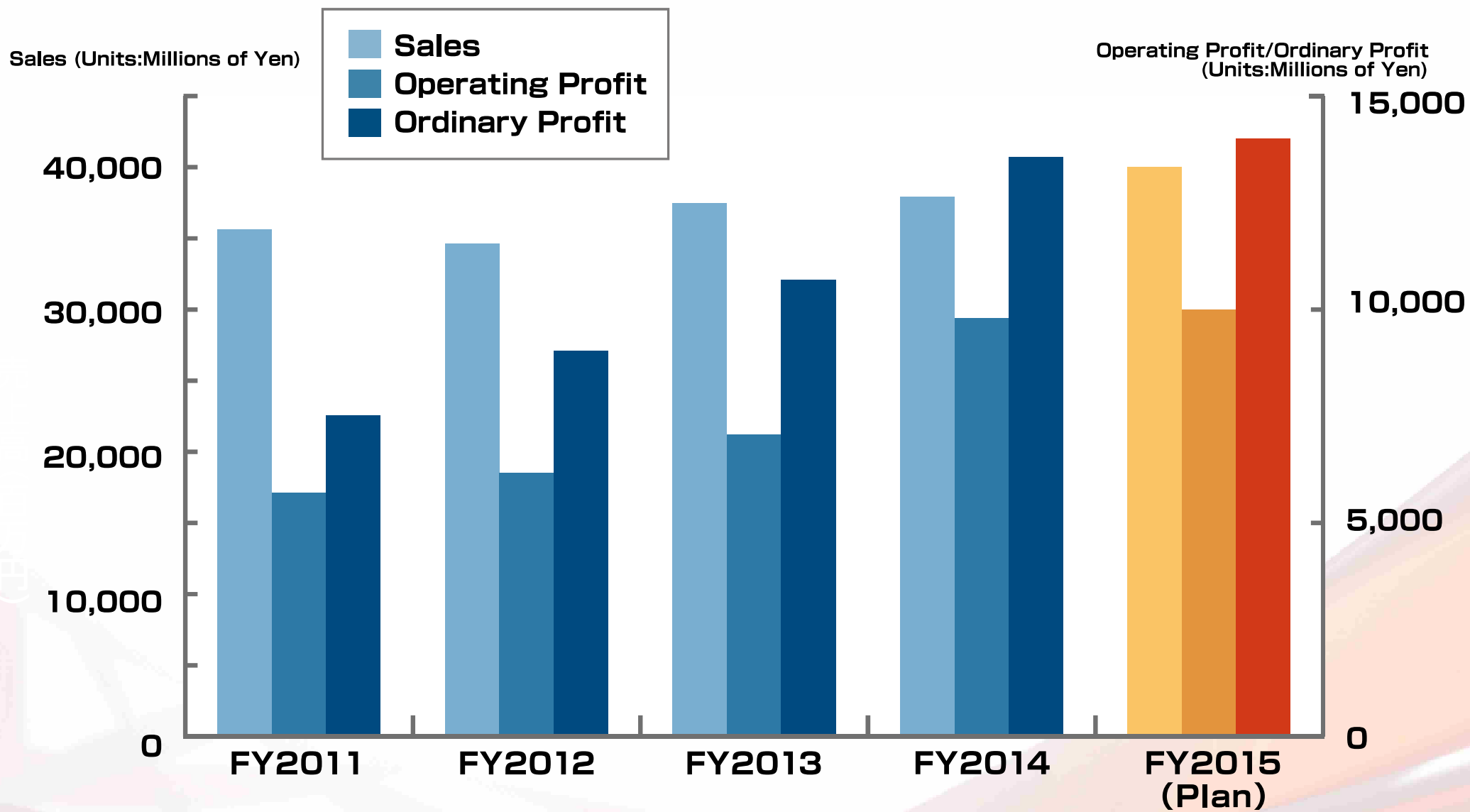


PS4

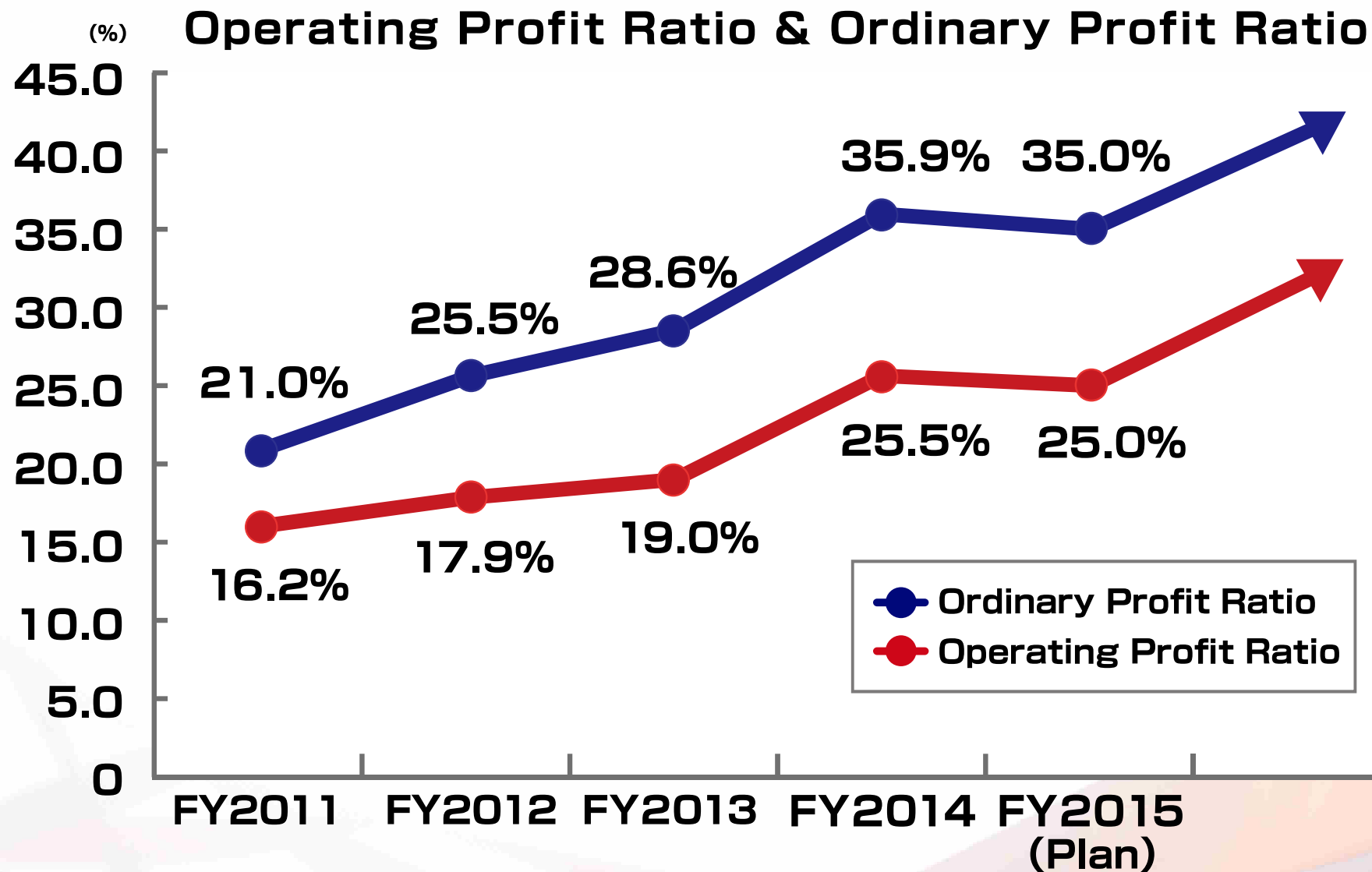
# Cost Reduction/ Business Efficiency



# Sales/Operating Profit/Ordinary Profit Ratio



# Aiming for Operating Profit Ratio 30%!



# **Stock Split delivered**

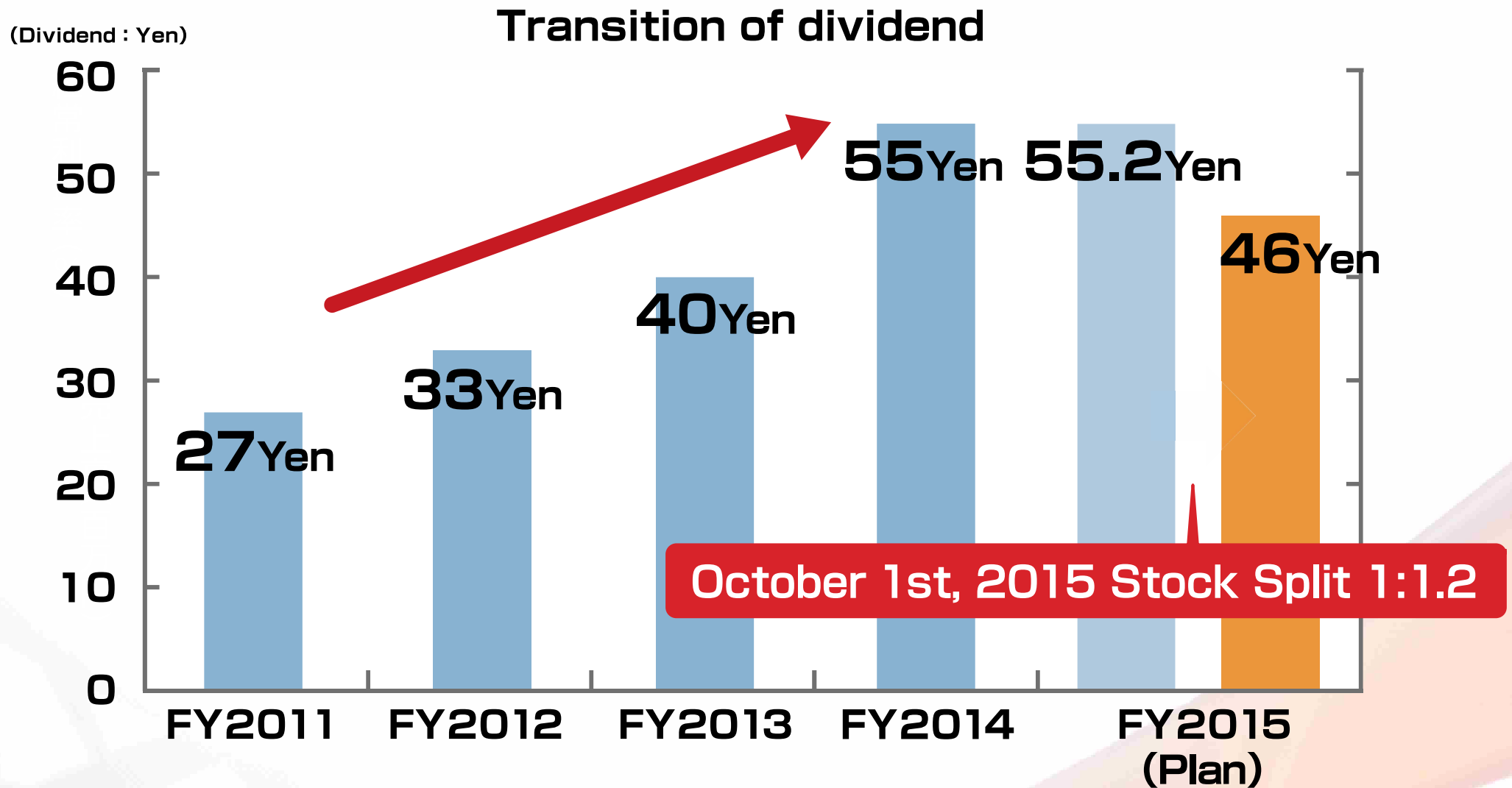
**Effective date : October 1st, 2015**

**Split Ratio : 1 : 1.2**

**Purpose : To enhance the trading liquidity of our stock and expand the investor base, by lowering the amount per investment unit.**



# Dividend Policy: Payout ratio 50% or 50 Yen per stock



**FY2015: 55.20 Yen if converted before Stock Split**



**This document contains statements regarding future objectives, beliefs and current expectations of KOEI TECMO HOLDINGS CO., LTD. with respect to its financial results.**

**Such statements imply risks uncertainties and no guarantee of future performance.**