



Financial Results For the First Half of the Fiscal Year Ending March 2022

October 25, 2022

KOEI TECMO HOLDINGS CO., LTD.

(Million Yen)

	FY20 1st Half		FY21 1st Half		Vs Previous Year	
	Amount	Component Ratio	Amount	Component Ratio	Amount	Percent Change
Sales	23,141	100.0%	37,220	100.0%	14,079	60.8%
Operating Profit	8,447	36.5%	16,423	44.1%	7,976	94.4%
Ordinary Profit	15,289	66.1%	25,064	67.3%	9,775	63.9%
Net Profit	11,845	51.2%	18,142	48.7%	6,297	53.2%

Major Titles



PlayStation®4/Nintendo Switch™/
Xbox One/Steam®

SAMURAI WARRIORS 5

410K Copies
Worldwide



PlayStation®5/PlayStation®4
Steam®/Epic Games Store

Nioh 2
**Nioh 2 – The Complete
Edition**

2 million copies Worldwide
Over 6 million copies for
the series!



PlayStation®5/PlayStation®4
Nintendo Switch™
/Steam®

**Atelier Ryza 2: Lost Legends
& the Secret Fairy**

Over 1 million copies for the
series!



iOS/Android

**Romance of the Three
Kingdoms Ha-do^[1]**

Now Available
Japan/Taiwan/Hong Kong
/Macau



IP Licensing-out

iOS/Android

**Three Kingdoms
Tactics**

Now Available
China/Taiwan/Korea/Japan

^[1]English Names are tentative

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Results by Business Segment



(Million Yen)

		FY20 1st Half	FY21 1st Half	Change
Entertainment	Sales	21,683	35,245	13,562
	Operating Profit	8,352	16,115	7,763
Amusement	Sales	1,185	1,449	264
	Operating Profit	34	191	157
Real Estate	Sales	361	511	150
	Operating Profit	65	71	6
Others	Sales	90	184	94
	Operating Profit	△ 5	45	50
Corporate & Elimination	Sales	△ 179	△ 170	9
	Operating Profit	-	-	-
Total	Sales	23,141	37,220	14,079
	Operating Profit	8,447	16,423	7,976

Sales Amounts by Region



Consolidated Results

(Million Yen)

	FY20 1st Half		FY21 1st Half		Vs Previous Year	
	Amount	Component Ratio	Amount	Component Ratio	Amount	Component Ratio
Japan	11,532	49.8%	18,798	50.5%	7,266	63.0%
Overseas	11,609	50.2%	18,422	49.5%	6,813	58.7%
N. America	2,937	12.7%	4,944	13.3%	2,007	68.4%
Europe	1,357	5.9%	1,728	4.6%	371	27.3%
Asia	7,315	31.6%	11,750	31.6%	4,435	60.6%
Total	23,141	100.0%	37,220	100.0%	14,079	60.8%

Breakdown: Entertainment Segment

(Million Yen)

	FY20 1st Half		FY21 1st Half		Vs Previous Year	
	Amount	Component Ratio	Amount	Component Ratio	Amount	Component Ratio
Japan	10,145	46.8%	16,894	47.9%	6,749	66.5%
Overseas	11,539	53.2%	18,351	52.1%	6,812	59.0%
Total	21,683	100.0%	35,245	100.0%	13,562	62.5%

Units Sold by Region/ Number of DL



Console: units sold (1000 Copies)

	FY20 1st Half		FY21 1st Half		Vs Previous Year	
	Units	Component Ratio	Units	Component Ratio	Units	Component Ratio
Japan	1,000	32.8%	1,330	36.4%	330	33.0%
Overseas	2,050	67.2%	2,320	63.6%	270	13.2%
N. America	780	25.6%	1,050	28.8%	270	34.6%
Europe	700	23.0%	500	13.7%	△ 200	-28.6%
Asia	570	18.7%	770	21.1%	200	35.1%
Total	3,050	100.0%	3,650	100.0%	600	19.7%
DL Units	1,500		2,300		800	53.3%
DL Ratio	49.2%		63.0%		+13.8pt	

Online/Mobile: Cumulative Number of DL^[1] (1000 DLs)

	FY20 1st Half		FY21 1st Half		Vs Previous Year	
	DL	Component Ratio	DL	Component Ratio	DL	Component Ratio
Japan	30,000	46.2%	30,400	29.4%	400	1.3%
Overseas	35,000	53.8%	72,900	70.6%	37,900	108.3%
Total	65,000	100.0%	103,300	100.0%	38,300	58.9%

[1]Cumulative Number of DL: the cumulative total number of DL on global basis composed of all social and smartphone games operated by KT Group (except for MMORPG) and IP licensing-out titles in service as of the end of the fiscal year

Breakdown on the Sales for Entertainment Segment



(Million Yen)

		FY20 1st Half	FY21 1st Half	Change	% Change
Console	Package ^[1]	6,183	9,535	3,352	54.2%
	DL ^[2]	4,290	6,350	2,060	48.0%
	DLC ^[3]	1,040	1,130	90	8.7%
		11,513	17,015	5,502	47.8%
Online/	PC Online ^[4]	800	490	△ 310	-38.8%
Mobile	Smartphone/Social ^[5]	8,800	17,250	8,450	96.0%
	Others	170	90	△ 80	-47.1%
		9,770	17,830	8,060	82.5%
Events & Goods		400	400	0	0.0%
Sales for Entertainment Segment		21,683	35,245	13,562	62.5%

[1]Including sales for packages, royalty, commission fees (incl. %-of-completion basis), and down payment

[2]DL (download) sales: sales for digital copies via PSN/XboxLive/Switch DL/Steam

[3]DLC (Download contents): Sales for additional items and scenario via download

[4]Sales for MMORPG and some other titles(Uncharted Waters V, Uncharted Waters VI, Nobunaga's Ambition 20XX)

[5]Including sales for smartphone games, social games, browser games, and royalty from IP licensing-out

Major Costs/Headcounts



(million yen/headcounts)

		FY20 1st Half	FY21 1st Half	Change	% Change
Employment Cost	COGS	6,270	7,380	1,110	17.7%
	SGA	1,690	1,950	260	15.4%
		7,960	9,330	1,370	17.2%
Subcontracting Cost	COGS	1,720	1,760	40	2.3%
Advertizing/Promotional Cost	SGA	400	1,430	1,030	257.5%
Total Headcount^[1]		2,018	2,081	63	3.1%

[1]Excluding temporary employees

FY2021 Plan

Full-Year

(Million Yen)

	FY20 Results		FY21 Plan		Vs Previous Year	
	Amount	Component Ratio	Amount	Component Ratio	Amount	Percent Change
Sales	60,370	100.0%	65,000	100.0%	4,630	7.7%
Operating Profit	24,397	40.4%	24,500	37.7%	103	0.4%
Ordinary Profit	39,299	65.1%	36,500	56.2%	△ 2,799	-7.1%
Net Profit	29,550	48.9%	26,500	40.8%	△ 3,050	-10.3%

- After strictly viewing external factors, such as a decrease in sales that had increased as a result of demands to stay home,
- and in light of the upcoming releases of major console titles in the second half of the FY,
- profits from IP licensing, and uncertainties in non-operating income due to global economic trends, there will be no revisions to our full-year earnings forecast.

Sales and Operating Profit by Business Segment (FY2021 Plan)



Full-Year		(Million Yen)		
		FY20	FY21 (Plan)	Change
Entertainment	Sales	56,808	60,575	3,767
	Operating Profit	23,974	23,615	△ 359
Amusement	Sales	2,977	3,400	423
	Operating Profit	368	730	362
Real Estate	Sales	789	775	△ 14
	Operating Profit	99	25	△ 74
Others	Sales	240	380	140
	Operating Profit	△ 44	130	174
Corporate & Elimination	Sales	△ 445	△ 130	315
	Operating Profit	0	0	0
Total	Sales	60,370	65,000	4,630
	Operating Profit	24,397	24,500	103

Net Sales by Region (FY2021 Plan)



Consolidated: Full-Year

	FY20		FY21 (Plan)		Vs Previous Year	
	Amount	Component Ratio	Amount	Component Ratio	Amount	Percent Change
Japan	29,419	48.7%	38,500	59.2%	9,081	30.9%
Overseas	30,951	51.3%	26,500	40.8%	△ 4,451	-14.4%
N. America	9,456	15.7%	6,700	10.3%	△ 2,756	-29.1%
Europe	4,423	7.3%	3,800	5.8%	△ 623	-14.1%
Asia	17,072	28.3%	16,000	24.6%	△ 1,072	-6.3%
Total	60,370	100.0%	65,000	100.0%	4,630	7.7%

Breakdown: Entertainment Segment

	FY20		FY21 (Plan)		Vs Previous Year	
	Amount	Component Ratio	Amount	Component Ratio	Amount	Percent Change
Japan	25,994	45.8%	34,211	56.5%	8,217	31.6%
Overseas	30,814	54.2%	26,364	43.5%	△ 4,450	-14.4%
Total	56,808	100.0%	60,575	100.0%	3,767	6.6%

Sales Units by Region/ Number of DL (FY2021 Plan)



Console: units sold (full-year)

	FY20		FY21 (Plan)		Vs Previous Year	
	Units	Component Ratio	Units	Component Ratio	Units	Percent Change
Japan	2,110	20.9%	2,700	28.7%	590	28.0%
Overseas	8,000	79.1%	6,700	71.3%	△ 1,300	-16.3%
N. America	3,920	38.8%	3,350	35.6%	△ 570	-14.5%
Europe	2,410	23.8%	1,950	20.7%	△ 460	-19.1%
Asia	1,670	16.5%	1,400	14.9%	△ 270	-16.2%
Total	10,110	100.0%	9,400	100.0%	△ 710	-7.0%

Online/Mobile: Cumulative Number of DL^[1]

	FY20		FY21 (Plan)		Vs Previous Year	
	DL	Component Ratio	DL	Component Ratio	DL	Percent Change
Japan	29,700	30.0%	34,100	30.1%	4,400	14.8%
Overseas	69,300	70.0%	79,300	69.9%	10,000	14.4%
Total	99,000	100.0%	113,400	100.0%	14,400	14.5%

^[1]Cumulative Number of DL: the cumulative total number of DL on global basis composed of all social and smartphone games operated by KT Group (except for MMORPG) and IP licensing-out titles in service as of the end of the fiscal year

Capital Expenditure and Depreciation Expenses (FY2021 Plan)



Full-Year		(Million Yen)			
		FY18	FY19	FY20	FY21 (Plan)
Investment	Real Estate	0	14,254	965	800
	Equipment	240	376	583	700
Depreciation Cost		738	765	1,626	1,700

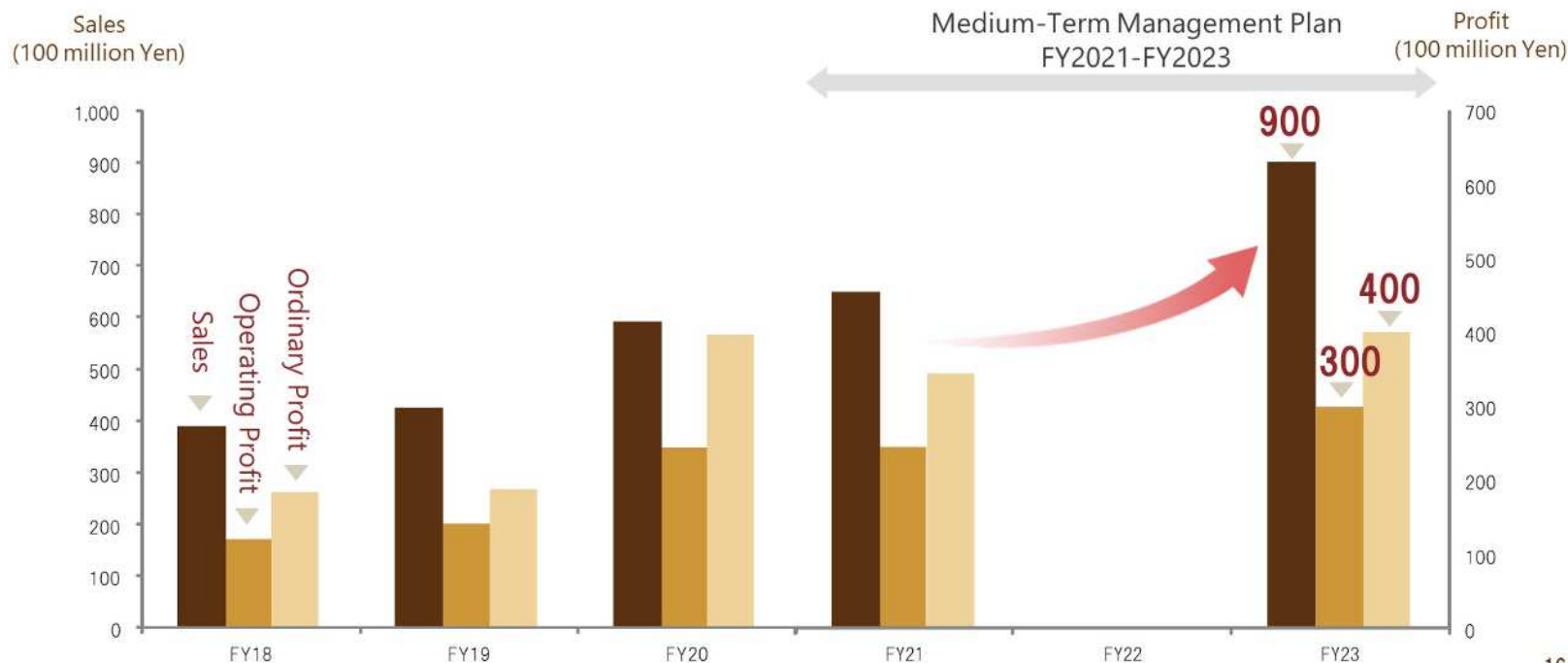
Management Policy

Koei Tecmo Holdings Co., Ltd.
President & CEO (Representative Director)

Yoichi Erikawa



Sales of 90 billion yen and operating income of 30 billion in FY2023 Plan



Priority Goals

- Operating profit target of 30 billion yen in FY2023
- 5 million copies class console title (new IP)
- 2 million copies class console title every year
- Smartphone title
 - with monthly sales of 2 billion yen
- Smartphone titles
 - with monthly sales of 1 billion yen



Medium-Term Management Plan (FY2021-FY2023)



Growth Strategy

- Realization of 5 million copies class console title and yearly launch of 2 million copies class console title
- Realization of smartphone title with monthly sales of 2 billion yen
- Releasing our next smartphone title with monthly sales of 1 billion yen
- Utilize the know-how from our successful titles in expansion of other IP (Nioh, Romance of the Three Kingdoms Ha-do)
- Globalization of Atlier, SLG, and Warriors IP
- Development and expansion of new IP
- Entering into growing genres
- Expansion of Global Business
- Efforts to realize SDGs



Create and develop global IPs



Management Strategy

KOEI TECMO HOLDINGS CO., LTD.
Executive Vice President (Representative Director)
KOEI TECMO GAMES CO., LTD.
President & COO (Representative Director)

Hisashi Koinuma



Highlights on FY2021 1st Half



Achieved record results for the first half of the fiscal year!

Due to the growth in our online and mobile sectors, quarterly operating income has also improved.

Console

- New titles published in-house, such as "SAMURAI WARRIORS 5" and "NINJA GAIDEN: Master Collection", have been successful.
- Repeat sales of titles such as "Nioh 2 - The Complete Edition" have also had steady growth.

Online/ Mobile

- "ROMANCE OF THE THREE KINGDOMS Ha-do" continues to perform well. Deploying the title to Taiwan/Hong Kong/Macau led to a substantial increase in sales compared with the previous year.
- "Three Kingdoms Tactics" continues to perform exceedingly well. Regional expansion is also progressing.

Overall

- Non-operating income: Gains on sales of securities ahead of schedule
- Impact of China's tightened regulations: No impact.

Impact of China's tightened regulations



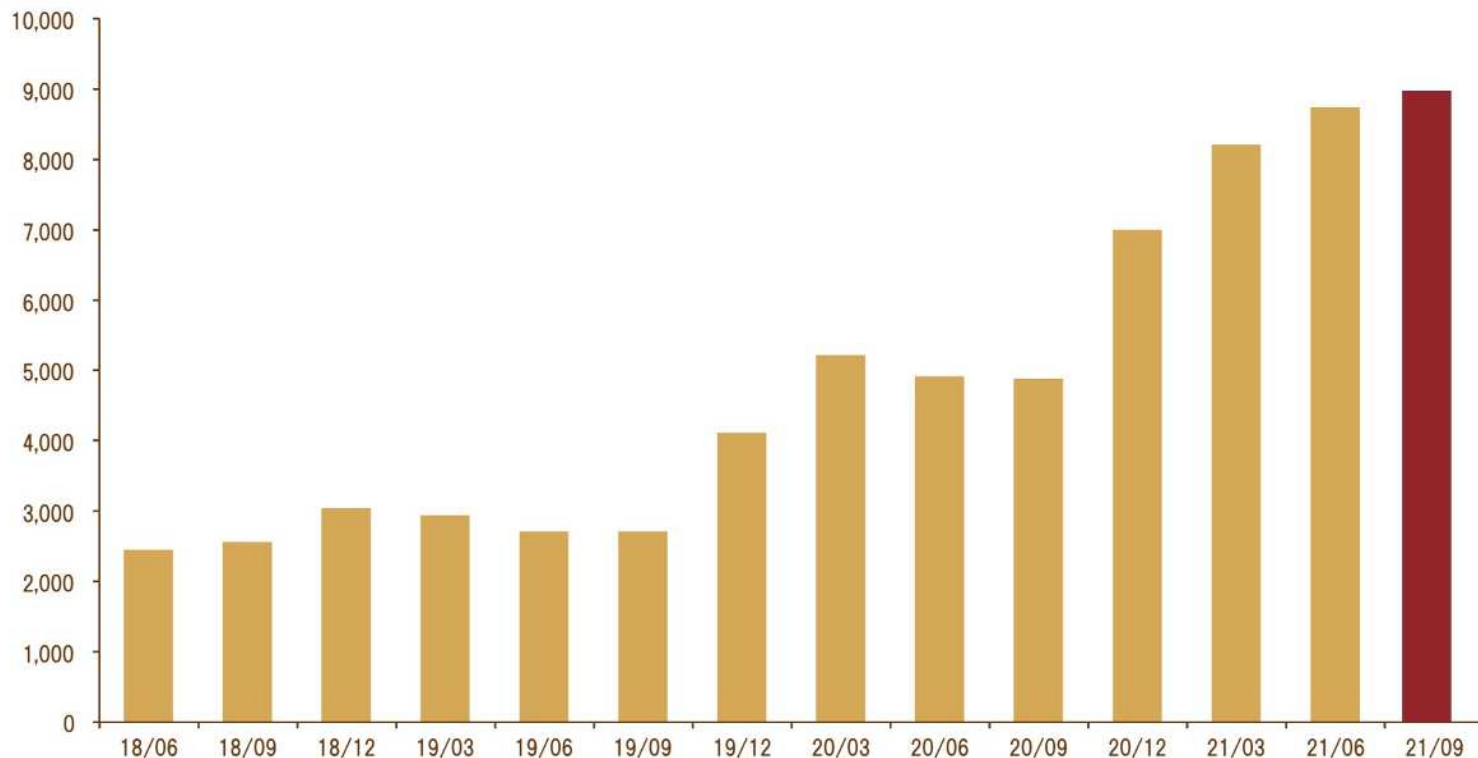
For content of our company such as "ROMANCE OF THE THREE KINGDOMS", the percentage of sales from minors is small, so there will not be an impact. As for our historical content, our policy will be to continue to develop appropriate games.



Sales Trend in Online/Mobile



(Million Yen)



Major Titles (Console)



PS5™/PS4™/
Nintendo Switch™/Xbox One/
Xbox Series X|S/Steam®

DYNASTY WARRIORS 9 Empires

Launch on Dec 23 2021



Nobunaga's Ambition: Shinsei ^[1]

Early 2022

^[1]English titles are tentative

^[2]Launch dates in Japan

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Major Titles (Console)



Nintendo Switch™/DMM GAMES

Touken Ranbu Musou^[1]

Launch on Feb 17 2022



PlayStation®5/PlayStation®4
Xbox Series X|S/Xbox One/Epic Games Store

**STRANGER OF PARADISE
FINAL FANTASY ORIGIN**

Launch on Mar 18 2022

^[1]English titles are tentative

^[2]Launch dates in Japan 25

Project BLUE REFLECTION



Animation

Console Game

For Smartphone/PC

BLUE REFLECTION RAY
ブルーリフレクション レイ

BLUE REFLECTION TIE
ブルーリフレクション タイ

BLUE REFLECTION SUN
ブルーリフレクション サン

BLUE REFLECTION RAY

On the air in MBS/TBS/BS-TBS Anime-ism slot
Streaming on d-Anime Store

BLUE REFLECTION TIE

PS4™/Nintendo Switch™/Steam®
Launch on Oct 21 2021
Steam launch on Nov 9

BLUE REFLECTION SUN

in production now

1. Excellent Powers of Development, Technology, and Project Management
2. Multi-layered Revenue Cycle



1. Excellent Powers of Development, Technology, and Project Management

Recent Performance

Power of Development

- Creation of new IPs
- Know-how gathered through over **40 years of game development** (Action/ Simulation/ RPG)
- **Oriental Worldview**

Power of Technology

- Our original game engine **Katana Engine™**
- Effective and efficient multi-platform strategy

Power of Project Management

- Strong control over **Delivery Time, Quality and Budget**
- Promotion of the collaboration strategy

- Success of Nioh
- Success of Romance of the Three Kingdoms Ha-do
- Success of Romance of the Three Kingdoms IP in China (IP licensing-out)

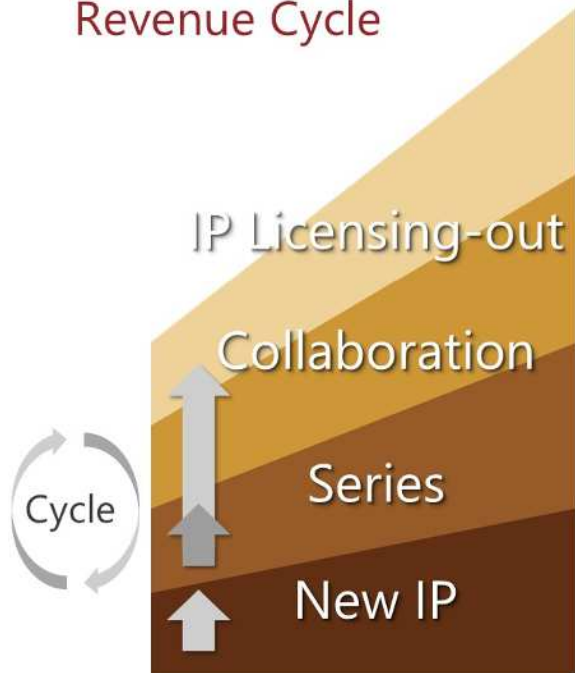
- Globally promoting multi-platform access to our games
- Utilization of AI in historical simulation games

- Strong control over **Delivery Time, Quality and Budget**
- Successfully managing 5-year development plan

2. Multi-layered Revenue Cycle



Multi-layered Revenue Cycle



IP Licensing-out

- Utilizing IP assets cultivated over many years

Collaboration

- Leveraging development capabilities to collaborate with leading global IP
- Making collaboration titles into series

Series

- Expansion of spin-off titles derived from existing series
- Smartphone titles derived from console IP

New IP

- Creation of a title with sales of 5 million copies
- 2 million copies class console title every year
- Smartphone title with monthly sales of 2 billion yen
- Smartphone titles with monthly sales of 1 billion yen

Recent Performance

- Three Kingdoms Tactics continues to perform exceedingly well
- Dynasty Warriors Ha ^[1] has been started
- negotiating for future pipeline

- Touken Ranbu Musou^[1]
- STRANGER OR PARADISE
FINAL FANTASY ORIGIN

- SAMURAI WARRIORS 5
- DYNASTY WARRIORS 9 Empires
- Nobunaga's Ambition: Shinsei ^[1]
- Atelier Sophie 2 ~The Alchemist of the Mysterious Dream~

- Under development

^[1]English titles are tentative 29



株式会社コーエーテックモホールディングス

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