

# Becoming a Company that Continuously Grows and Contributes to Society around the World through the Power of People

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Chairperson and Representative Director

### Utilizing my original ideas in businesses and creating new game genres for women

Starting with game development on a computer I gave as a birthday present to Yoichi Erikawa, who was involved in wholesaling dye industrial products, we launched a company as a couple and by 1981 this company had evolved into a game software development firm. Our company gradually expanded, and when a weekly magazine recommended one of our historical simulation games, sales increased and our presence grew.

After releasing a complex tactical game, I suddenly realized that players could more easily plan strategies by actually moving pieces on top of a paper map. Acting on this awareness, we created and began selling strategy maps, which spurred large sales as customers seemed to prefer moving pieces while thinking instead of just thinking in their heads. I also realized then that combining the virtual experience of a game with the reality of a map in this manner could create new business. Witnessing so many people enjoying my idea, which also generated profits for our company, was a truly precious experience.

As the game industry subsequently continued to gain momentum and games featuring diverse themes were released, I launched “Ruby Party,” the world’s first brand specifically tailored to women. I then created the first game in the “Neo Romance” series, establishing the new genre of romance games for women. I continued to take on new challenges and successfully created a media franchise that expanded beyond just games, such as by holding character concerts, which had not existed at the time. This approach also helped spawn new business opportunities.



### Strengthening our financial base and establishing environments where creators can utilize their capabilities with peace of mind

The key to KOEI TECMO’s growth is our employees.

Numerous people join KOEI TECMO because they have enjoyed the games we create and are filled with a passionate desire to develop games that are even more fun. Employees grow by working hard together with their seniors, and each of us can grow together with the company starting from the day we join. KOEI TECMO strives to be a company in which creators can continuously experience this joy.

KOEI TECMO has numerous outstanding employees who possess creative abilities at their core and they are also being nurtured as new leaders. To make further leaps forward in the future, these creators can also raise the value of game software by continuously observing and learning from the best talent around them, not just in game software, and by thinking and acting on their own. By understanding what is the best, creators can identify things that are truly outstanding. This enables them to think about development and advancements starting from the highest standards. If they can create something new that surpasses existing standards, then making better things will become the driving force that changes society.

I have been focusing my efforts on establishing environments where creators can work with peace of mind to utilize their abilities to the fullest. As part of efforts to create such environments, we expanded and upgraded employee dormitories and company housing. Additionally, as head of financial operations, I constantly analyze international conditions and leverage my experience in investing to enhance profitability through the use of surplus funds. By fortifying our financial base, I will also contribute to providing environments where creators can leverage maximum creativity and immerse themselves in the development of games they love.

### Becoming a company that creates new value and contributes to the enrichment of people’s lives around the world

Our fervent desire and ideas for creating the best content underpin the development of original and outstanding titles. These games bring joy and vitality to people around the world and contribute to enriching their lives and society. I am confident that this virtuous cycle will ultimately help KOEI TECMO realize its spirit of “creation and contribution” and its vision of becoming “The World’s No. 1 Digital Entertainment Company.”