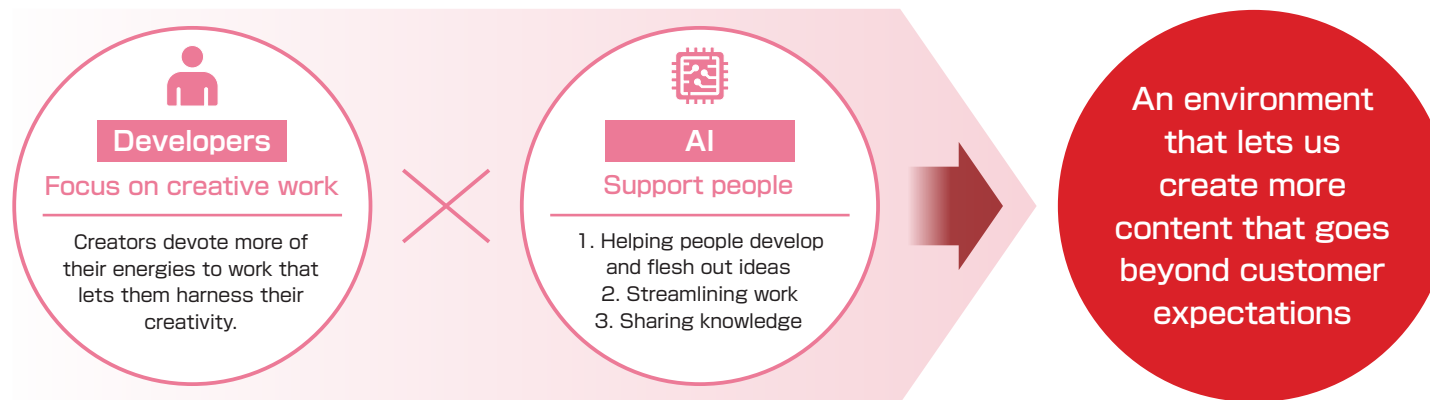


Utilizing AI to Enhance Business Value

The Group positions AI as a tool that supports people. By using AI to supplement ideation, streamline work, and share knowledge, people can pour more of their energies into creative work. Utilizing AI in the proper way will help us increase both the quantity and quality of our development and create content that goes beyond customer expectations.

Game Development Using AI



Current Utilization of AI

Initiatives on the quantity side

● Reducing debugging workload

AI analyzes records of human gameplay to generate play data, helping automate testing work.

● Streamlining multilingual translation and using AI translation systems

AI is trained on the characteristics of characters and IPs to generate translation suggestions suited to each game.

Initiatives on the quality side

● Improving the quality of internal communication

Meeting speech-translation tools facilitate communication across languages.

● Game balance adjustments

Proprietary reinforcement learning supports game-balance adjustments.

● CG production support

Production support, such as converting video into animation

Improving the Quantity and Quality of Development Through AI

Through the use of AI, the Group aims to improve both the quantity and quality of game development.

On the quantity side, we will reduce the burden of non-creative work and create an environment where developers can focus on creative tasks, helping us increase the number of development lines, accelerate development, and schedule releases more evenly.

On the quality side, we will promote cross-brand information sharing and further improve our creative expression.

