



**TECMO KOEI HOLDINGS CO., LTD.**  
**Fiscal Year Ending March 2011**  
**1st Half Financial Results**

# Financial Summary (FY 2010 1<sup>st</sup> half)



(Units: Millions of Yen)

	Term ended Sep.09		Term ended Sep.10		YoY Change	
	Amount	Ratio	Amount	Ratio	Amount	Ratio
<b>Sales</b>	15,264	100.0 %	<b>11,069</b>	<b>100.0 %</b>	-4,195	-27.5 %
<b>Operating Profit</b>	-641	-4.2%	<b>-1,656</b>	<b>-15.0 %</b>	-1,015	—
<b>Ordinary Profit</b>	-349	-2.3 %	<b>-1,097</b>	<b>-9.9 %</b>	-748	—
<b>Net Income</b>	-415	-2.7 %	<b>-571</b>	<b>-5.2 %</b>	-156	—

Includes approximately 510 million Yen of SG&A expenses from goodwill amortization due to the merger of Koei and Tecmo, and the acquisition of 100% stock of Koei Net Co.,Ltd.

# Major Titles and Events (FY 2010 1<sup>st</sup> half)



Wii

METROID  
Other M

ESRB B

METROID  
Other M

メトロイド アサーエム

Wii

METROID Other M

**Co-developed  
with Nintendo**

©2010 Nintendo Codeveloped by TECMO / Team NINJA



信長の野望  
Online  
新星の章

ONLINE GAME

Nobunaga's Ambition  
Online

**7 Years  
since Launch**



100万人の  
信長の野望

SOCIAL SIMULATION

Nobunaga's Ambition  
for Everyone

**Over a Million  
Registered Users!**



ネオロマンスイベント  
10 Years Love

EVENT

Neo Romance Events etc

**70,000  
Participants**

# Sales and Operating Profit by Business Segment (FY 2010 1<sup>st</sup> half)



Term ended Sep.10

(Units: Millions of Yen )

	Game Software	Online & Mobile	Media & Rights	Pachislot & Pachinko	Amusement Facilities	Other	Total	Corporate & Elimination	Consolidated Total
Sales	6,330	1,803	742	707	1,573	150	11,308	(238)	11,069
Operating Profit	-1,623	-16	38	252	136	67	-1,144	(511)	-1,656

Term ended Sep.09

(Units: Millions of Yen )

	Game Software	Online & Mobile	Media & Rights	Pachislot & Pachinko	Amusement Facilities	Other	Total	Corporate & Elimination	Consolidated Total
Sales	9,614	2,056	933	916	1,761	60	15,344	(79)	15,264
Operating Profit	-839	-298	106	339	39	12	-641	—	-641

(※) Expenses of goodwill amortization was allocated to each business segment in term ended Sep.09, but not in term ended Sep.10 due to change on segment policy.

# Net Sales and Units by Region (FY 2010 1<sup>st</sup> half)



## Sales by Region

(Millions of Yen)

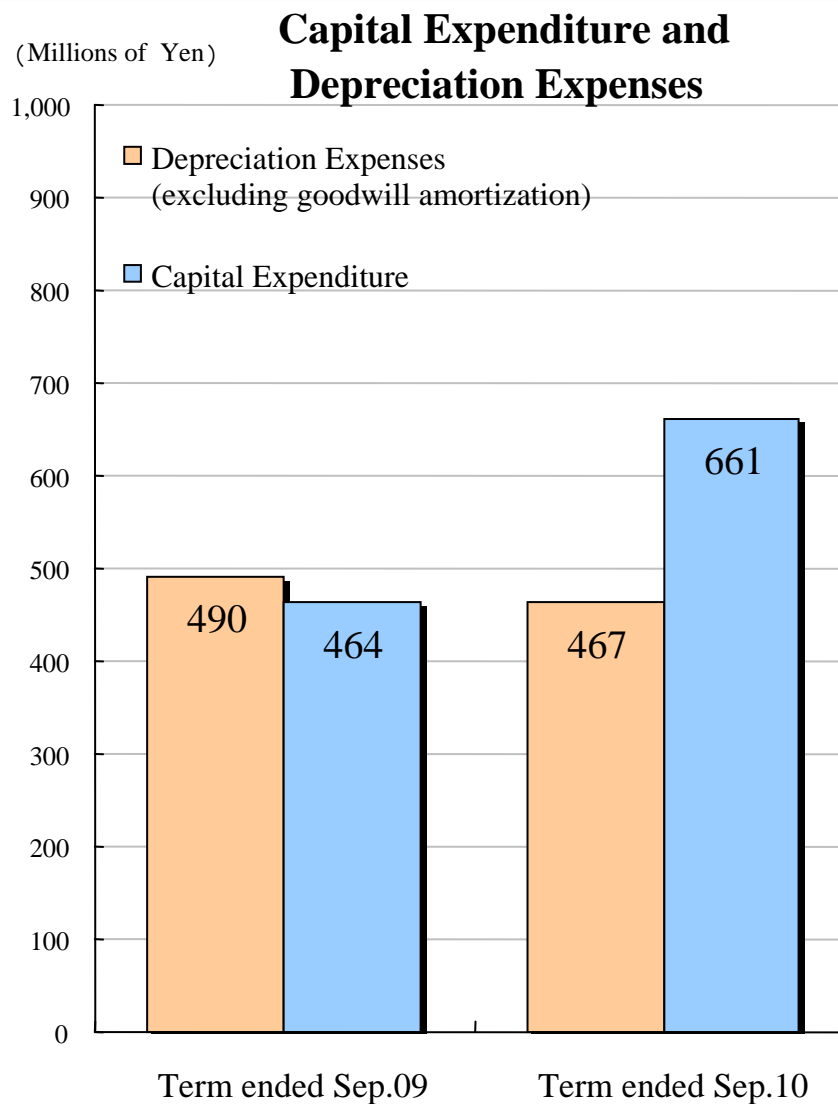
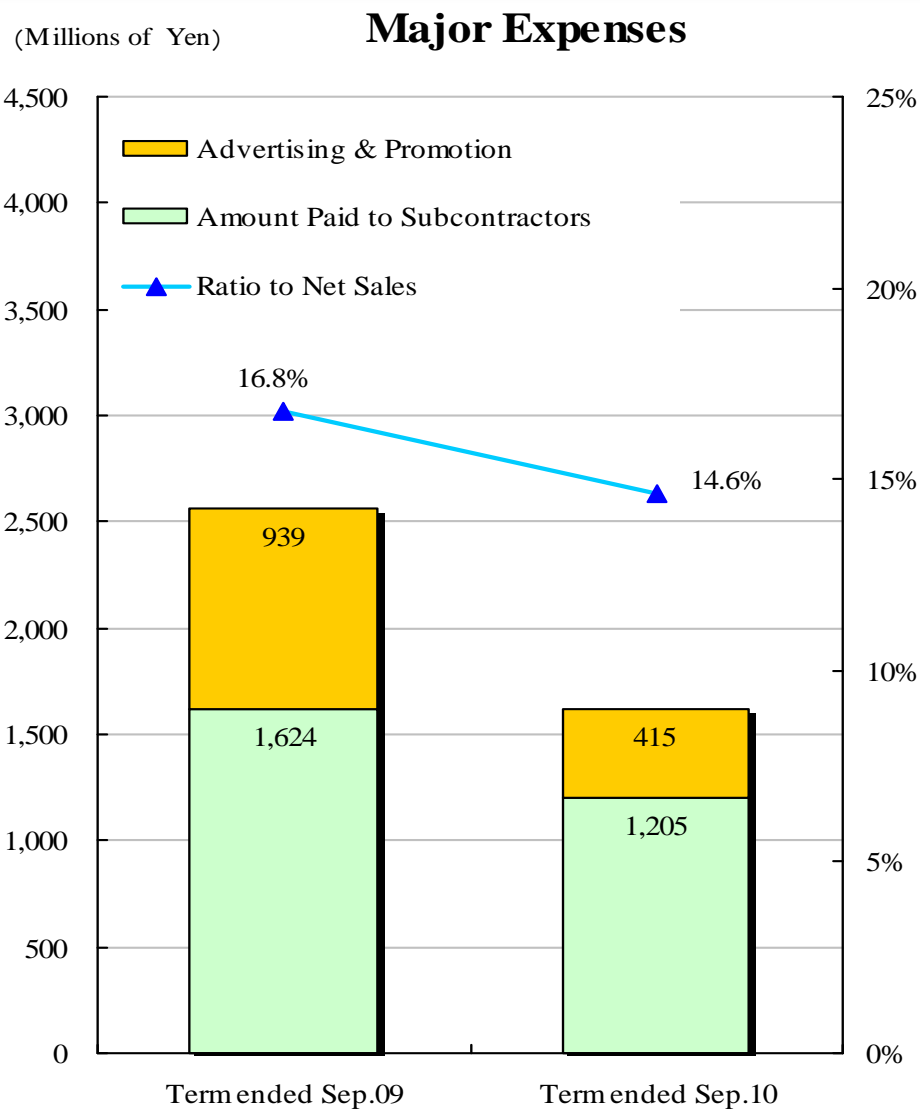
Area	Term ended Sep.10	
	Amount	Ratio
<i>Japan</i>	9,468	85.5 %
<i>Overseas</i>	1,601	14.5 %
North America	1,146	10.4 %
Europe	385	3.5 %
Asia	70	0.6 %
<b>Total</b>	<b>11,069</b>	<b>100.0 %</b>

## Units by Region

(Thousands of Units)

Area	Term ended Sep.10	
	Units	Ratio
<i>Japan</i>	1,020	42.0 %
<i>Overseas</i>	1,410	58.0 %
North America	960	39.5 %
Europe	395	16.3 %
Asia	55	2.2 %
<b>Total</b>	<b>2,430</b>	<b>100.0 %</b>

# Major Expenses, Capital Expenditure and Depreciation Expenses (FY2010 1<sup>st</sup> half)





**TECMO KOEI HOLDINGS CO., LTD.**

**Consolidated Plan**

**(Fiscal Year Ending March 31, 2011)**

# Financial Summary (Plan FY 2010)



(Units: Millions of Yen )

	FY 2009		FY 2010 (Plan)		YoY Change	
	Amount	Ratio	Amount	Ratio	Amount	Ratio
<b>Sales</b>	34,502	100.0 %	<b>34,500</b>	<b>100.0 %</b>	-2	-0.0 %
<b>Operating Profit</b>	641	1.9 %	<b>4,000</b>	<b>11.6 %</b>	3,559	523.9 %
<b>Ordinary Profit</b>	3,023	8.8 %	<b>4,500</b>	<b>13.0 %</b>	1,477	48.9 %
<b>Net Income</b>	2,604	7.5 %	<b>2,700</b>	<b>7.8 %</b>	96	3.7 %

Includes approximately 1,000 million Yen of SG&A expenses from goodwill amortization due to the merger of Koei and Tecmo, and the acquisition of 100% stock of Koei Net Co.,Ltd.



# Sales and Operating Profit by Business Segment (FY 2010)



FY 2010 (Plan)

(Units: Millions of Yen)

	Game Software	Online & Mobile	Media & Rights	Pachislot & Pachinko	Amusement Facilities	Other	Total	Corporate & Elimination	Consolidated Total
<b>Sales</b>	22,700	4,320	1,900	1,950	3,300	330	34,500	—	34,500
<b>Operating Profit</b>	3,500	60	270	730	240	200	5,000	-1,000	4,000

FY 2009

(Units: Millions of Yen)

	Game Software	Online & Mobile	Media & Rights	Pachislot & Pachinko	Amusement Facilities	Other	Total	Corporate & Elimination	Consolidated Total
<b>Sales</b>	23,116	4,011	2,680	1,442	3,342	104	34,698	(195)	34,502
<b>Operating Profit</b>	767	-828	149	435	97	19	641	—	641

(※) Expenses of goodwill amortization was allocated to each business segment in FY2009, but not in FY2010(Plan) due to change on segment policy.

# Net Sales by Region (Plan FY 2010)



(Units: Millions of Yen)

Area	FY 2009		FY 2010 (Plan)		YoY Change	
	Amount	Ratio	Amount	Ratio	Amount	Ratio
<i>Japan</i>	29,068	84.2 %	<b>28,260</b>	<b>81.9 %</b>	-808	-2.3 %
<i>Overseas</i>	5,434	15.8 %	<b>6,240</b>	<b>18.1 %</b>	806	14.8 %
North America	3,046	8.9 %	<b>3,835</b>	<b>11.1 %</b>	789	25.9 %
Europe	1,515	4.4 %	<b>1,855</b>	<b>5.4 %</b>	340	22.4 %
Asia	872	2.5 %	<b>550</b>	<b>1.6 %</b>	-322	-36.9 %
<b>Grand Total</b>	34,502	100.0 %	<b>34,500</b>	<b>100.0 %</b>	-2	-0.0 %

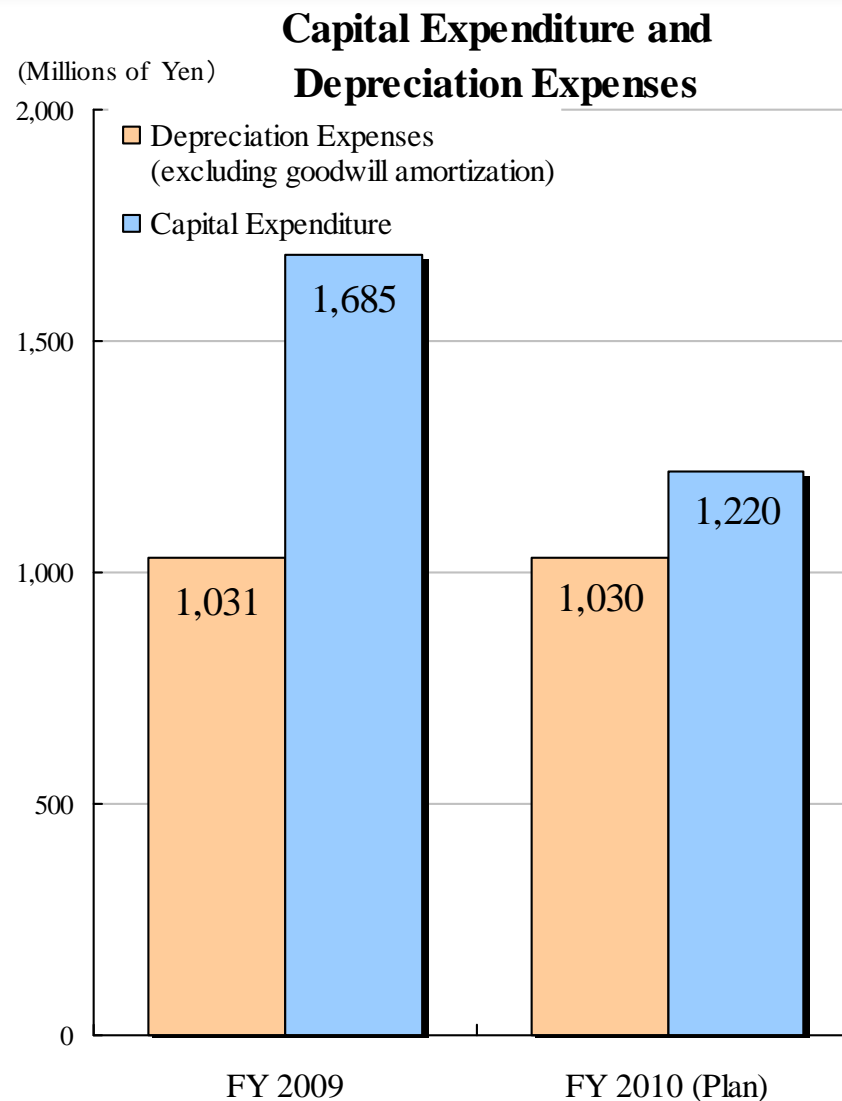
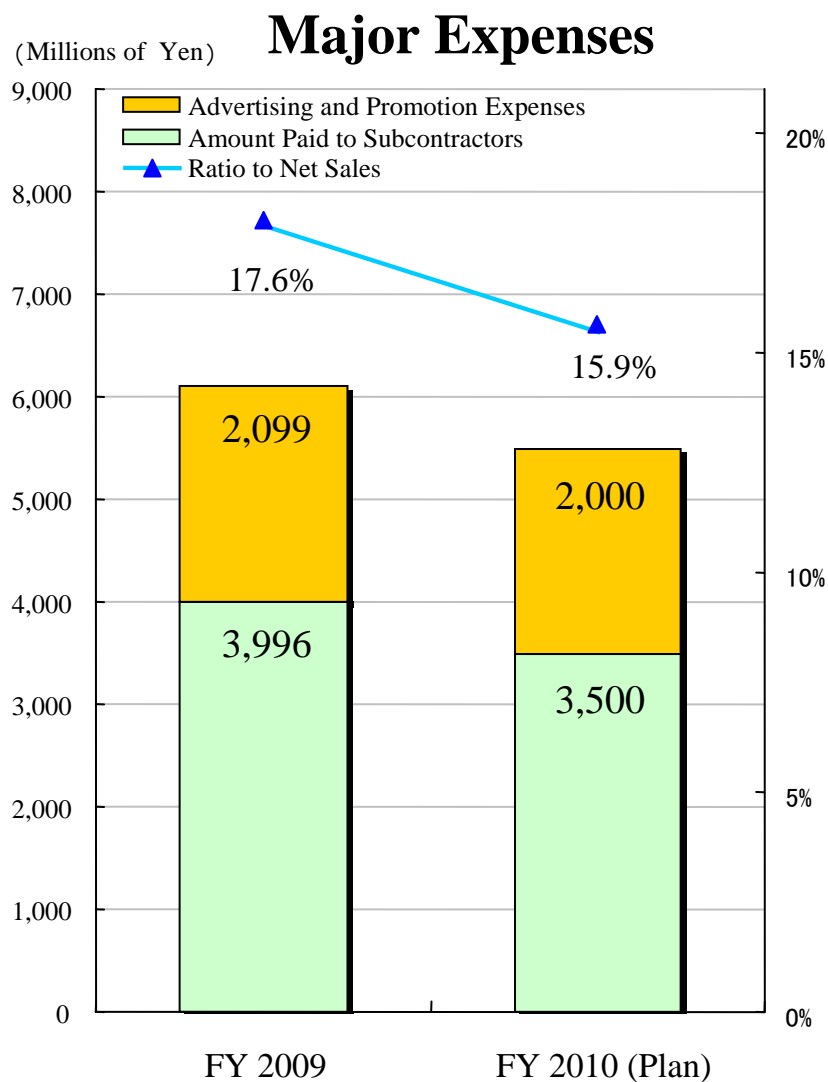
# Sales Units by Region (Plan FY 2010)



(Thousands of Units)

Area	FY 2009		FY 2010 (Plan)		YoY Change	
	Units	Ratio	Units	Ratio	Units	Ratio
<i>Japan</i>	3,631	62.9 %	<b>3,340</b>	<b>57.5 %</b>	-291	-8.0 %
<i>Overseas</i>	2,142	37.1 %	<b>2,470</b>	<b>42.5 %</b>	328	15.3 %
North America	1,260	21.8 %	<b>1,520</b>	<b>26.2 %</b>	260	20.6 %
Europe	608	10.5 %	<b>830</b>	<b>14.3 %</b>	222	36.5 %
Asia	274	4.7 %	<b>120</b>	<b>2.1 %</b>	-154	-56.2 %
<b>Grand Total</b>	<b>5,773</b>	<b>100.0 %</b>	<b>5,810</b>	<b>100.0 %</b>	<b>37</b>	<b>0.0 %</b>

# Major Expenses, Capital Expenditure and Depreciation Expenses (FY 2010)





# **Management Policies for 2nd Half of Fiscal Year 2010**

## 2<sup>nd</sup> Half Management Policies



1. Achieve plan of FY2010.
2. Further development of sequel and collaboration titles.
3. Initiate full-fledged development of social games.
4. Strengthen marketing in overseas markets.
5. Thorough reduction of costs.



# Social Game Development

# What we aim for by entering Social Game market



Participation in a rapidly growing market.

Advantages Tecmo Koei has for succeeding in such a competitive market:

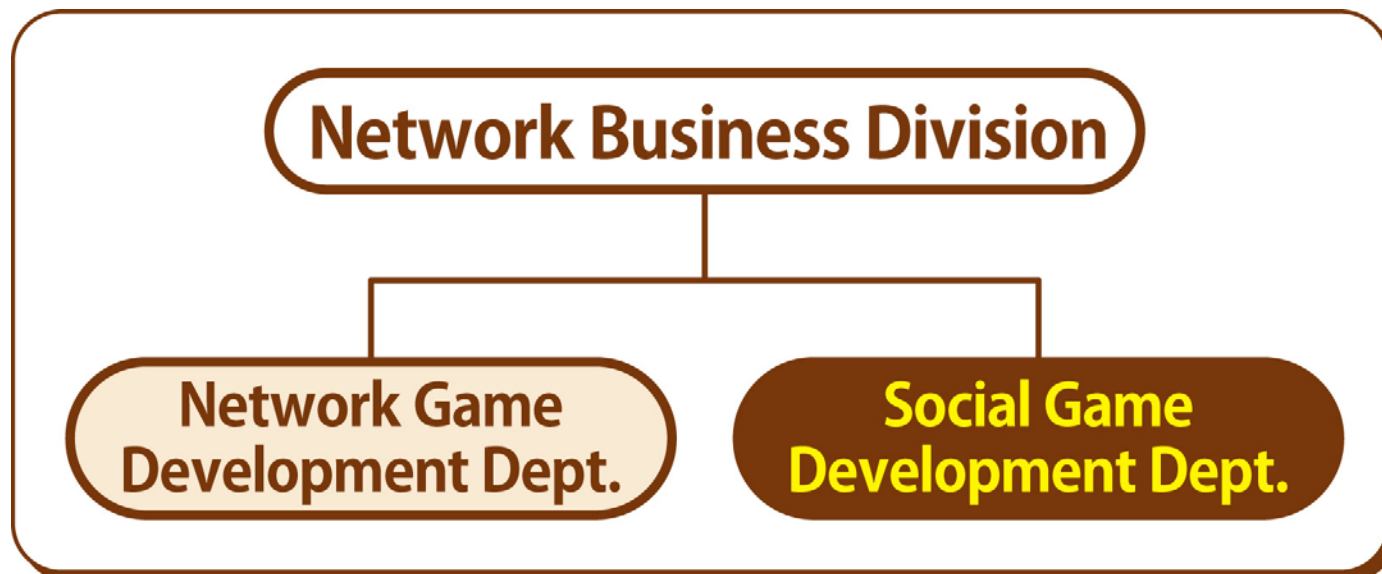
- Wide market appeal of own IPs.
- Effective use of sales and development knowledge gained through game development and online game operations.



# Establishment of a Social Game Focused department



- Realize rapid development speed for this dynamic market.
- Continuous release of new contents targeted to casual users.
- Realize integration of sales and development knowledge.



# Nobunaga's Ambition for Everyone



- Formal service started on August 26, 2010 on “Mobile Game Town”.
- Over a million registered users.
- Monthly Popularity Ranking - 5th (※)



(※) data between Oct 11 to Nov 7



## Key Success Factor of “Nobunaga’s Ambition for Everyone”



- Bringing the fun of historical simulations to social games!
- Simple and intuitive game play.
- Rapid progress of fast, high tempo games.

Succeed in creating games that contain high quality content as well as appealing to a wide variety of age and gender demographics!

# “Romance of The Three Kingdoms for Everyone” Launched!



- Formally launched on “GREE” - October 25<sup>th</sup>
- Additional officers and various events are in the works.
- 2nd place on “GREE” game rankings! (※)

(※)Data as of Nov 10



# Future Developments



- Social games using Tecmo Koei's popular IPs are in development.  
- Even more titles are scheduled to be launched this term.
- Development and expansion of mobile and PC services.  
- "Nobunaga's Ambition for Everyone" planned for launch on "Yahoo! mobile games" this winter.
- Implementation of content for smart-phones.
- Break into Facebook and other overseas markets.



# Improving Marketing for Overseas Titles

# Purpose of Global Marketing Dept. Establishment



- Strengthen our group's marketing and PR ability in overseas market, with much deep and strategic way.
  - Make the ability effective both locally and globally. Deliver more attractive information of titles to each territories with best timely manner, maximize titles' momentum. Also strengthen capturing market needs of each territories.
- Participate from early planning stage of title development , implement and reflect overseas marketing. Supervise and drive improving the quality of titles for overseas markets.



This document contains statements regarding future objectives, beliefs and current expectations of TECMO KOEI HOLDINGS CO., LTD. with respect to its financial results. Such statements imply risks and uncertainties and are no guarantee of future performance.