



KOEI TECMO HOLDINGS CO., LTD.

**Fiscal Year Ending March 2018  
1st Half Financial Results**

# Financial Summary (FY2017 1st Half)

**Achieved YoY profit increase!**  
**Achieved all-time high in Ordinary Profit and Net Income for the first half!**

(Units: Millions of Yen)

	Term ended Sep. 2016		Term ended Sep. 2017		YoY Change	
	Amount	Ratio	Amount	Ratio	Amount	Rate of change
Sales	<b>16,576</b>	<b>100.0%</b>	<b>14,916</b>	<b>100.0%</b>	<b>△1,660</b>	<b>△10.0%</b>
Operating Profit	<b>2,748</b>	<b>16.6%</b>	<b>2,850</b>	<b>19.1%</b>	<b>102</b>	<b>3.7%</b>
Ordinary Profit	<b>4,904</b>	<b>29.6%</b>	<b>6,897</b>	<b>46.2%</b>	<b>1,993</b>	<b>40.6%</b>
Net Income	<b>3,786</b>	<b>22.8%</b>	<b>5,034</b>	<b>33.7%</b>	<b>1,248</b>	<b>33.0%</b>

# Major Titles and Events (FY2017 1st Half)



**FIRE EMBLEM  
WARRIORS**

Nintendo Switch™ /  
New Nintendo 3DS™

**Fire Emblem Warriors**



**NIOH**  
仁王

元和優武

げんなえんぶ

PlayStation®4

**NIOH**  
All three Nioh  
DLC expansions



BRIDE OF THE NEW MOON

PlayStation®4 /  
PlayStation®Vita /  
Nintendo Switch™

**Nights of Azure 2**  
80,000 copies  
in Japan



**拡張少女系**   
AUGMENTED REALITY GIRLS TRINARY  
**トライナリー**

iOS / Android

**AUGMENTED REALITY  
GIRLS TRINARY**



IP License

**三國志  
曹操伝**  
ONLINE

iOS / Android  
Service started  
in Japan



IP License

**三國志2017**

iOS / Android

**Over 2 Million  
downloads!**



3Majesty x X.I.P. LIVE

**- SPLASH SUMMER FES 2017 -**



ネオロマンスフェスタ  
**金色のコルダ**  
So nothin

**星奏学院祭6**

**Event**

**40,000 Participants**

# Sales and Operating Profit by Business Segment (FY2017 1st Half)

## Term ended Sep.2017

(Units: Millions of Yen)

	Entertainment	Pachislot & Pachinko	Amusement Facilities	Real Estate	Others	Total	Corporate & Elimination	Consolidated Total
Sales	13,410	463	681	389	82	15,028	△111	14,916
Operating Profit	2,645	145	△131	168	23	2,850	0	2,850

## Term ended Sep.2016

(Units: Millions of Yen)

	Entertainment	Pachislot & Pachinko	Amusement Facilities	Real Estate	Others	Total	Corporate & Elimination	Consolidated Total
Sales	14,638	963	649	398	61	16,711	△135	16,576
Operating Profit	2,308	367	79	166	19	2,942	△193	2,748

# Net Sales by Region

(Units: Millions of Yen)

	Term ended Sep. 2016		Term ended Sep. 2017		YoY Change	
	Amount	Ratio	Amount	Ratio	Amount	Rate of Change
Japan	<b>12,228</b>	<b>74.8%</b>	<b>9,890</b>	<b>66.3%</b>	<b>△2,338</b>	<b>△19.1%</b>
Overseas	<b>4,348</b>	<b>26.2%</b>	<b>5,026</b>	<b>33.7%</b>	<b>678</b>	<b>15.6%</b>
North America	<b>1,942</b>	<b>11.7%</b>	<b>1,710</b>	<b>11.5%</b>	<b>△232</b>	<b>△11.9%</b>
Europe	<b>961</b>	<b>5.8%</b>	<b>1,208</b>	<b>8.1%</b>	<b>247</b>	<b>25.7%</b>
Asia	<b>1,445</b>	<b>8.7%</b>	<b>2,108</b>	<b>14.1%</b>	<b>663</b>	<b>45.9%</b>
Total	<b>16,576</b>	<b>100.0%</b>	<b>14,916</b>	<b>100.0%</b>	<b>△1,660</b>	<b>△10.0%</b>

# Sales Units by Region

(Units: Thousands of Units)

	Term ended Sep. 2016		Term ended Sep. 2017		YoY Change	
	Amount	Ratio	Amount	Ratio	Amount	Rate of Change
Japan	<b>1,630</b>	<b>63.9%</b>	<b>785</b>	<b>30.7%</b>	<b>△845</b>	<b>△51.8%</b>
Overseas	<b>920</b>	<b>36.1%</b>	<b>1,775</b>	<b>69.3%</b>	<b>855</b>	<b>92.9%</b>
North America	<b>400</b>	<b>15.7%</b>	<b>860</b>	<b>33.6%</b>	<b>460</b>	<b>115.0%</b>
Europe	<b>280</b>	<b>11.0%</b>	<b>595</b>	<b>23.2%</b>	<b>315</b>	<b>112.5%</b>
Asia	<b>240</b>	<b>9.4%</b>	<b>320</b>	<b>12.5%</b>	<b>80</b>	<b>33.3%</b>
Total	<b>2,550</b>	<b>100.0%</b>	<b>2,560</b>	<b>100.0%</b>	<b>10</b>	<b>0.4%</b>

Note: Includes downloadable versions

**KOEI TECMO HOLDINGS CO., LTD**  
**Consolidated Plan**  
**(Fiscal Year Ending March 31, 2018)**



# Financial Summary (Plan FY2017)

(Units: Millions of Yen)

	FY2016		FY2017		YoY Change	
	Amount	Ratio	Amount	Ratio	Amount	Rate of change
Sales	<b>37,034</b>	<b>100.0%</b>	<b>42,000</b>	<b>100.0%</b>	<b>4,966</b>	<b>13.4%</b>
Operating Profit	<b>8,781</b>	<b>23.7%</b>	<b>11,500</b>	<b>27.4%</b>	<b>2,719</b>	<b>31.0%</b>
Ordinary Profit	<b>15,221</b>	<b>41.1%</b>	<b>16,000</b>	<b>38.1%</b>	<b>779</b>	<b>5.2%</b>
Net Income	<b>11,624</b>	<b>31.4%</b>	<b>11,700</b>	<b>27.9%</b>	<b>76</b>	<b>0.6%</b>



# Sales and Operating Profit by Business Segment (Plan FY2017)

## FY2017

(Units: Millions of Yen)

	Entertainment	Pachislot & Pachinko	Amusement Facilities	Real Estate	Others	Total	Corporate & Elimination	Consolidated Total
Sales	37,600	1,600	2,100	730	120	42,150	△150	42,000
Operating Profit	10,350	600	200	300	50	11,500	0	11,500

## FY2016

(Units: Millions of Yen)

	Entertainment	Pachislot & Pachinko	Amusement Facilities	Real Estate	Others	Total	Corporate & Elimination	Consolidated Total
Sales	33,025	1,992	1,266	788	336	37,410	△376	37,034
Operating Profit	7,815	736	27	248	243	9,071	△290	8,781

# Net Sales by Region (Plan FY2017)

(Units: Millions of Yen)

	FY2016		FY2017		YoY Change	
	Amount	Ratio	Amount	Ratio	Amount	Rate of Change
Japan	<b>27,089</b>	<b>73.1%</b>	<b>31,500</b>	<b>75.0%</b>	<b>4,411</b>	<b>16.3%</b>
Overseas	<b>9,945</b>	<b>26.9%</b>	<b>10,500</b>	<b>25.0%</b>	<b>555</b>	<b>5.6%</b>
North America	<b>4,411</b>	<b>11.9%</b>	<b>4,300</b>	<b>10.2%</b>	<b>△111</b>	<b>△2.5%</b>
Europe	<b>2,159</b>	<b>5.8%</b>	<b>2,500</b>	<b>6.0%</b>	<b>341</b>	<b>15.8%</b>
Asia	<b>3,375</b>	<b>9.1%</b>	<b>3,700</b>	<b>8.8%</b>	<b>325</b>	<b>9.6%</b>
Total	<b>37,034</b>	<b>100.0%</b>	<b>42,000</b>	<b>100.0%</b>	<b>4,966</b>	<b>13.4%</b>

# Sales Units by Region (Plan FY2017)

(Units: Thousands of Units)

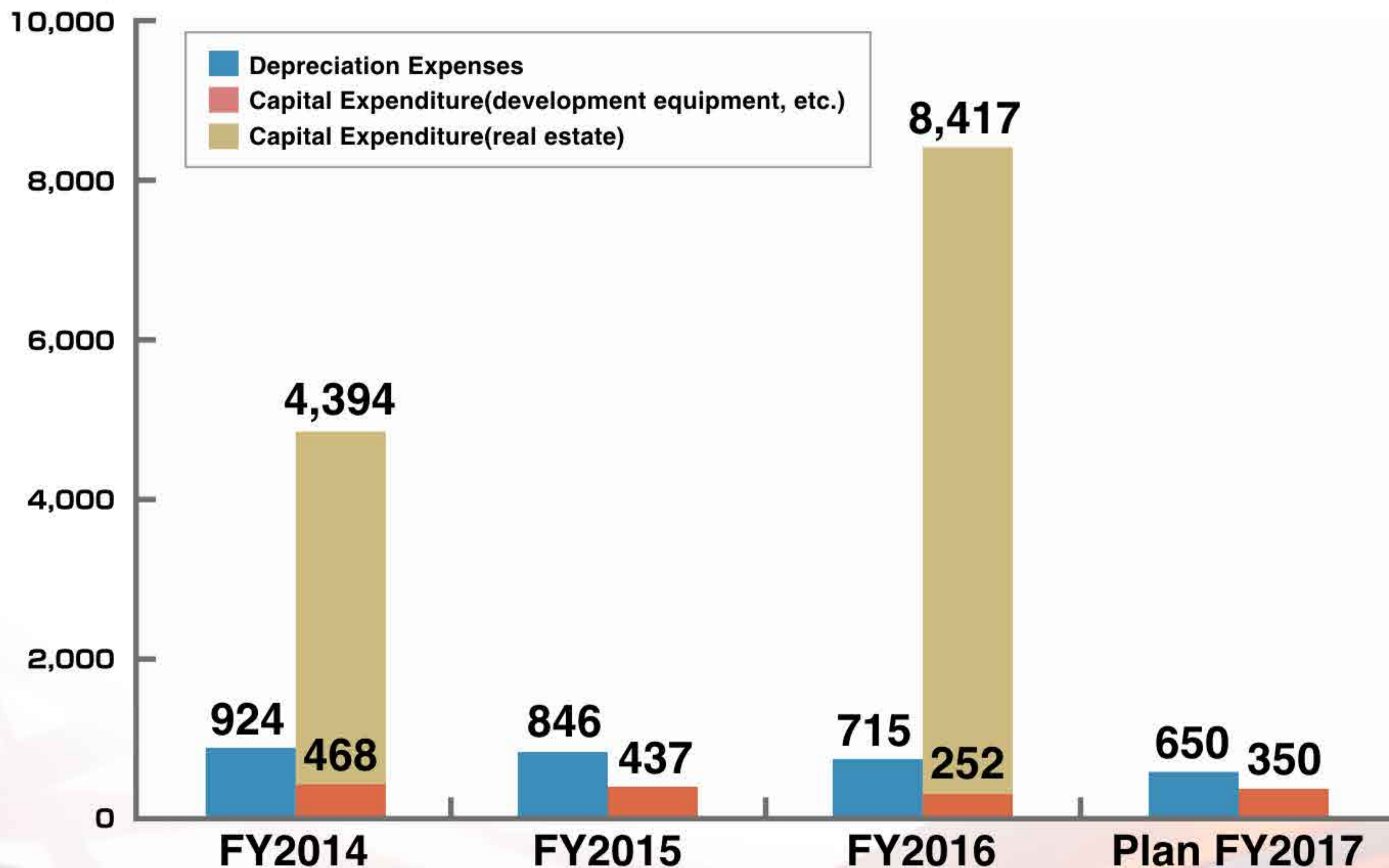
	FY2016		FY2017		YoY Change	
	Amount	Ratio	Amount	Ratio	Amount	Rate of Change
Japan	<b>3,060</b>	<b>48.3%</b>	<b>2,650</b>	<b>41.4%</b>	<b>△410</b>	<b>△13.4%</b>
Overseas	<b>3,270</b>	<b>51.7%</b>	<b>3,750</b>	<b>58.6%</b>	<b>480</b>	<b>14.7%</b>
North America	<b>1,320</b>	<b>20.9%</b>	<b>1,500</b>	<b>23.4%</b>	<b>180</b>	<b>13.6%</b>
Europe	<b>880</b>	<b>13.9%</b>	<b>1,050</b>	<b>16.4%</b>	<b>170</b>	<b>19.3%</b>
Asia	<b>1,070</b>	<b>16.9%</b>	<b>1,200</b>	<b>18.8%</b>	<b>130</b>	<b>12.1%</b>
Total	<b>6,330</b>	<b>100.0%</b>	<b>6,400</b>	<b>100.0%</b>	<b>70</b>	<b>1.1%</b>

Note: Includes downloadable versions

# Capital Expenditure and Depreciation Expenses (Plan FY2017)

## Capital Expenditure and Depreciation Expenses

(Units: Millions of Yen)



**KOEI TECMO Group  
Management Policy &  
Future Business Deployment**



# 1st Half Review

## 1st Half of steadily exceeded the plan

(Units: Millions of Yen)

	Results	Forecast (27th of April)	Change from Forecast (27th of April)	Previous fiscal year(FY2016)	YoY Change
Sales	14,916	15,000	△84	16,576	△1,660
Operating Profit	2,850	1,300	1,550	2,748	102
Ordinary Profit	6,897	3,300	3,597	4,904	1,993
Net Income	5,034	2,300	2,734	3,786	1,248

**Aiming to achieve highest profit ever through a strong line up in the 2nd half.**

# IP Creation and Expansion



Japan Game Awards 2017  
Future Division Award



PlayStation®4

On Sale: February 8, 2018

# IP Creation and Expansion

KOU SHIBUSAWA 35th

# 信長の野望 大志

Windows® (Steam®) /  
PlayStation®4 / Nintendo Switch™

**On Sale: November 30, 2017**

Plan to release on  
iOS / Android!



# IP Creation and Expansion



PlayStation®4 / PlayStation®Vita /  
Nintendo Switch™

**On Sale: December 21, 2017**



IP License iOS / Android

**Schedules to launch this Winter**

# IP Creation and Expansion

**New smartphone game titles are currently under development by the new brand "midas."**

PROJECT CODE : **F**



**M**  
**midas**

PROJECT CODE : **PUCK**

# Platform Expansion

Japan Game Awards 2017  
Future Division Award



# FIRE EMBLEM WARRIORS

Nintendo Switch™ / New Nintendo 3DS™

**Now on sale Worldwide**



# Platform Expansion



Nintendo Switch™

On Sale: November 9, 2017



Nintendo Switch™

On Sale: November 9, 2017



Nintendo Switch™

On Sale: November 9, 2017

Releasing more titles for Nintendo Switch,  
including the "WARRIORS" series.

# Platform Expansion



Japan Game Awards 2017  
Game of the Year Award



**Released on Steam®!**

**On Sale: November 7, 2017**

# Platform Expansion

"VR SENSE" - made to stimulate all five senses.

Received good feedback on a location test in September!

50<sup>th</sup>  
TECMO



VRSENSE®  
— センス —

DEAD OR ALIVE  
XTREME  
SENSE

超 真 三 國 無 双

GI JOCKEY  
SENSE

ホラ  
SENSE  
～だるまさんがころんだ～

超 戦 国 コ ー ス タ ー

3Majesty × X.I.P.  
DREAM★LIVE

# Collaboration Efforts



Nintendo Switch™ /  
New Nintendo 3DS™

**On Sale Now**



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

**On Sale:  
March 2018**



PlayStation®4

**On Sale:  
January 11, 2018**



iOS / Android

**On Sale Now**

# Collaboration Efforts

- **Form a capital and business alliance with HEROZ, Inc., a venture company possessing a unique artificial intelligence technology.**



**HEROZ**  
JAPAN

- **Additional collaborations with famous IPs on smartphones titles!**



# Tie-ups

- Movies "Sekigahara" and "Shinobi no Kuni" × Koei Tecmo
- GAME SYMPHONY JAPAN × SHIBUSAWA KOU
- "Etrian Mystery Dungeon" × "AUGMENTED REALITY GIRLS TRINARY"



# Tie-ups

- Yokohama Hakkeijima  
Sea Paradise x Neo-Romance
- TOKYO JOYPOLIS x Tokimeki Restaurant
- Sanrio Puroland x Tokimeki Restaurant
- KOEI TECMO CAFÉ & DINING



 KOEI TECMO  
**CAFE & DINING**



# Global Expansion



IP License iOS / Android

Distributing globally except in Japan and China



IP License iOS / Android

Distributing in Korea, Taiwan, Hong Kong, and Japan



IP License iOS / Android

Distributing in China

## Successful expansion of IP License in Asia region!

# Global Expansion



Nintendo Switch™ /  
New Nintendo 3DS™



PlayStation®4 /  
Steam®



PlayStation®4



PlayStation®4



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

## Strongly promoting expansion on console game market

# Enhance digital business



**DEAD OR ALIVE 5**  
**LAST ROUND**

**Free-to-play version**

**Exceeded 10 Million  
downloads!**



**DEAD OR ALIVE XTREME**  
**Venus Vacation**  
ヴィーナス バケーション

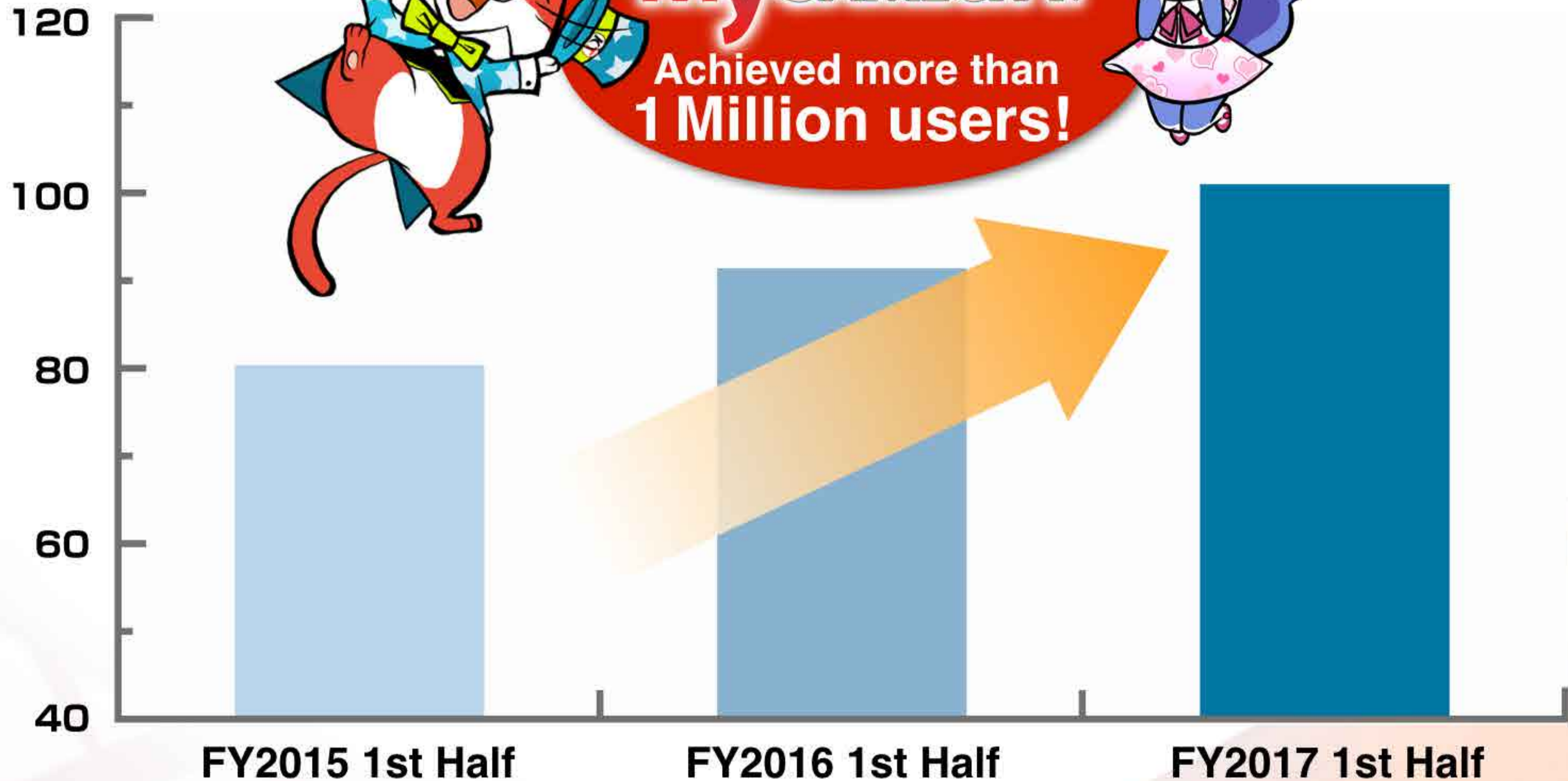
**DMM GAMES**

**Pre-order open now in Japan.**



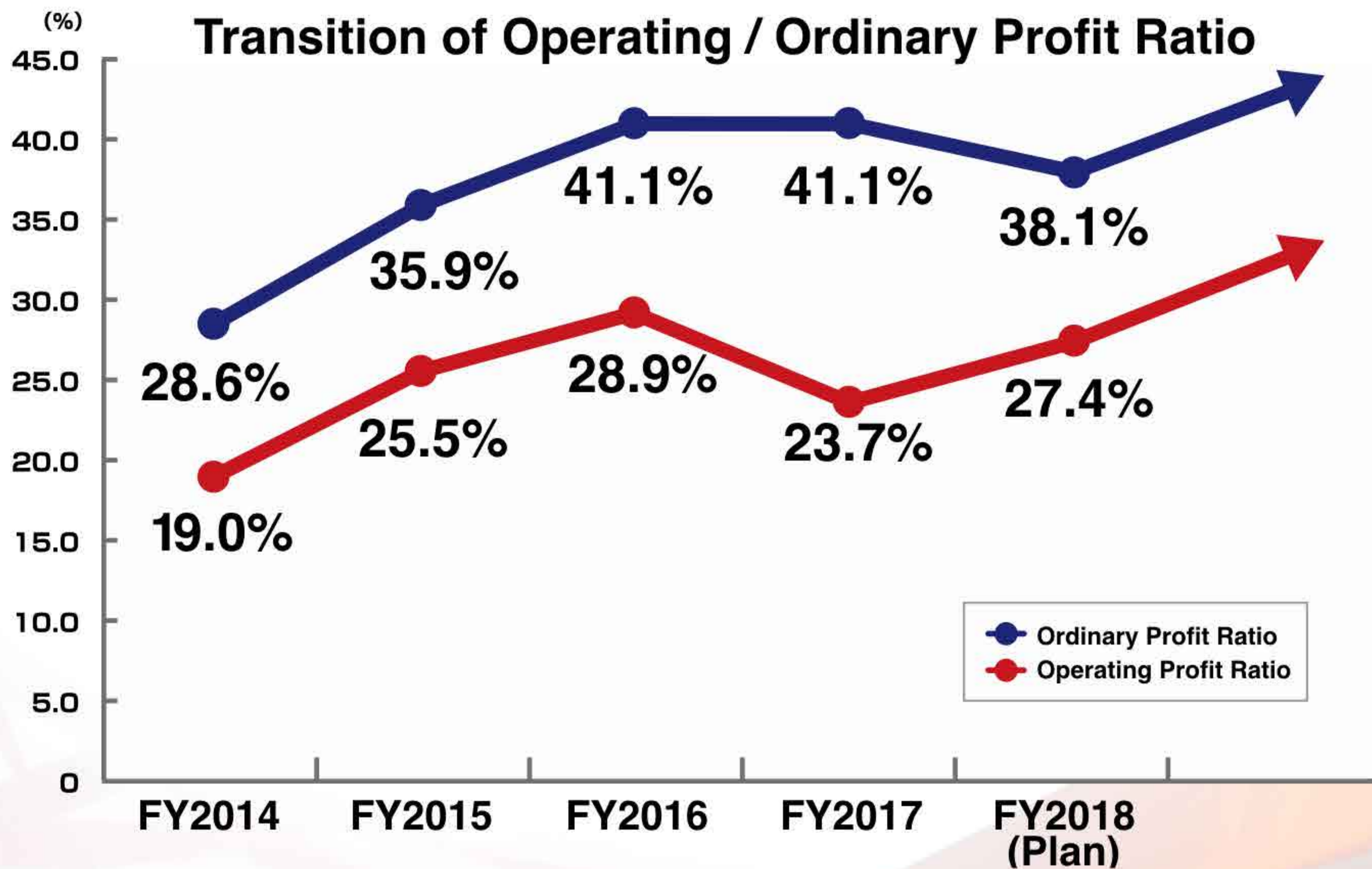
# Expanding Services of my GAMECITY

(Units: Ten thousand of People)

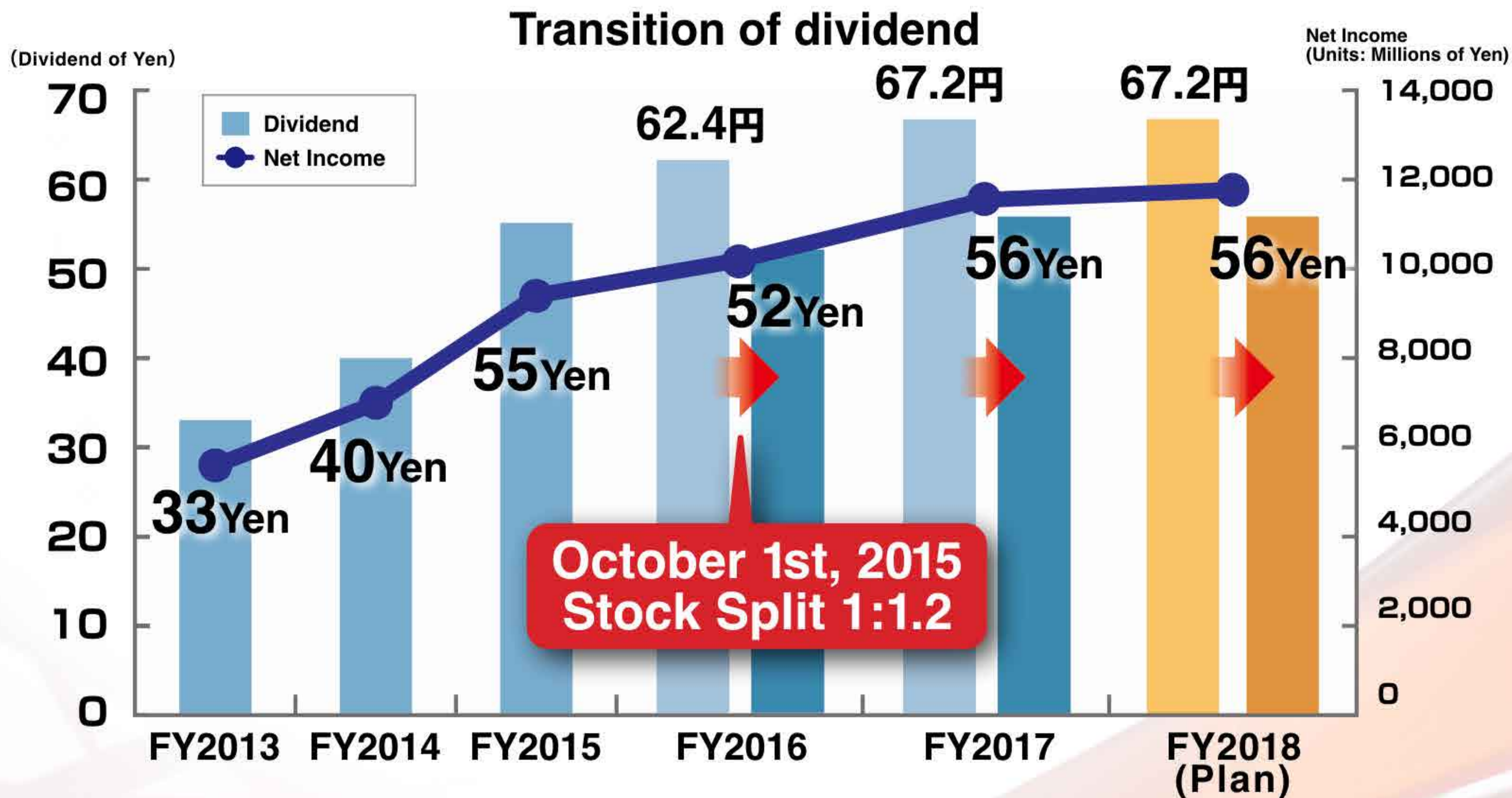


**Campaigns were held to celebrate the above and the 7th anniversary!**

# Aiming for Operating Profit Ratio of 30%!



# Dividend Policy: Payout Ratio of 50% or 50 Yen Per Stock







**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**