



K O E I T E C M O I N F O R M A T I O N

January 11, 2023
KOEI TECMO HOLDINGS CO., LTD.

Notice of creation of corporate slogan

The KOEI TECMO group has created a corporate slogan as a message to convey the ethos of KOEI TECMO to consumers, and will use it from January 2023.

KOEI TECMO's purpose is to contribute to the enrichment and vitality of our customers around the world in the digital age. With our new slogan, we will globally show what we aim to achieve through our products and services, and increase our engagement with consumers to improve our corporate value.

Corporate slogan:

Level up your happiness



Level up your happiness

We will continue to contribute to society as an entertainment company based on the ethos of "Creativity & Contribution".

On creating the new slogan

This slogan is a reinterpretation of KOEI TECMO's ethos of "Creativity & Contribution," which has been upheld since the company's founding, with a focus on relationships with game players and other consumers. We believe that the richness and vitality of the mind are important elements of happiness. Our purpose is to contribute to the enrichment of the hearts of our consumers around the world by creating new value and new fun that has

never existed before. Our new slogan clearly communicates this to our consumers around the world. We want our consumers to level up their happiness just like their game characters level up.

Under our new slogan, we will continue to deliver innovative digital entertainment based on our starting point of “Creativity & Contribution.”

Yoichi Erikawa

President & CEO (Representative Director)

KOEI TECMO HOLDINGS CO., LTD.

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