


CORPORATE PROFILE



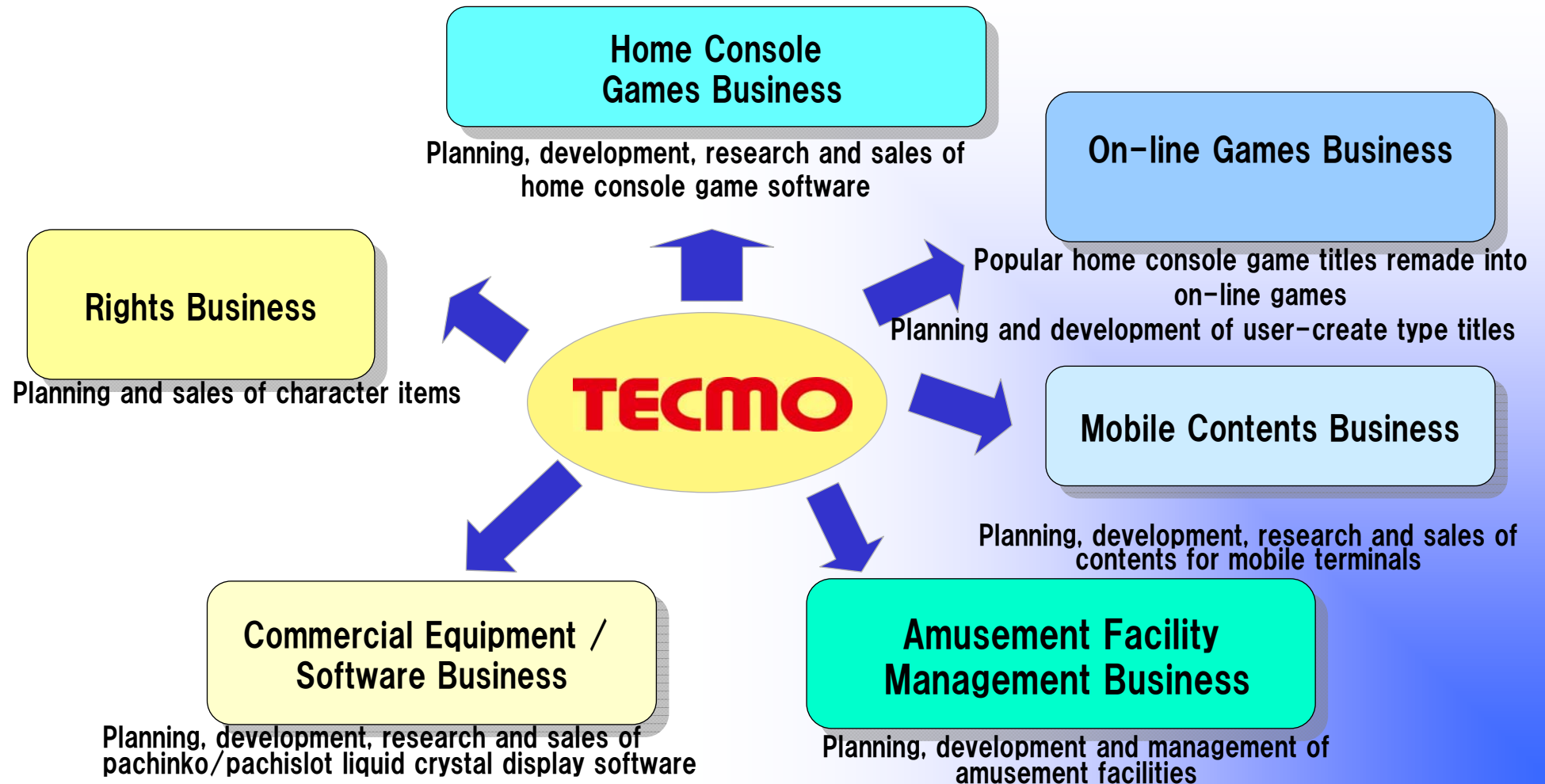
TECMO, LTD.
(Tokyo Stock Exchange/First Section: 9650)
August 23, 2007

Company Profile

Company :	TECMO, LTD. 
Established:	July 31, 1967 (40 years since its founding)
Business Category	1. Home Console Games (Planning / Development/ Sales) 2. On-line Games (Planning / Development/ Sales /Service) 3. Mobile Contents (Planning / Development/ Sales /Service) 4. Commercial Equipment/Software (Planning / Development/ Sales) 5. Amusement Facility Management
No. of Employees	Non-consolidated: 354 Consolidated: 489 (as of June 30, 2007)
Capital	¥5,823,000,000
Stock Listing	Tokyo Stock Exchange/First Section (Securities Code: 9650) Information/Communication Industry
Issued No. of Shares	24,879,000 shares

TECMO'S BUSINESS ACTIVITIES

With development/sales of games as our core business, TECMO is engaged in extensive business activities



TECMO Visionary 2010

— Aiming to be the contents provider devoted to fulfill people's lives around the world —

TECMO Visionary 2010

Establish a business foundation suitable as a visionary company by 2010

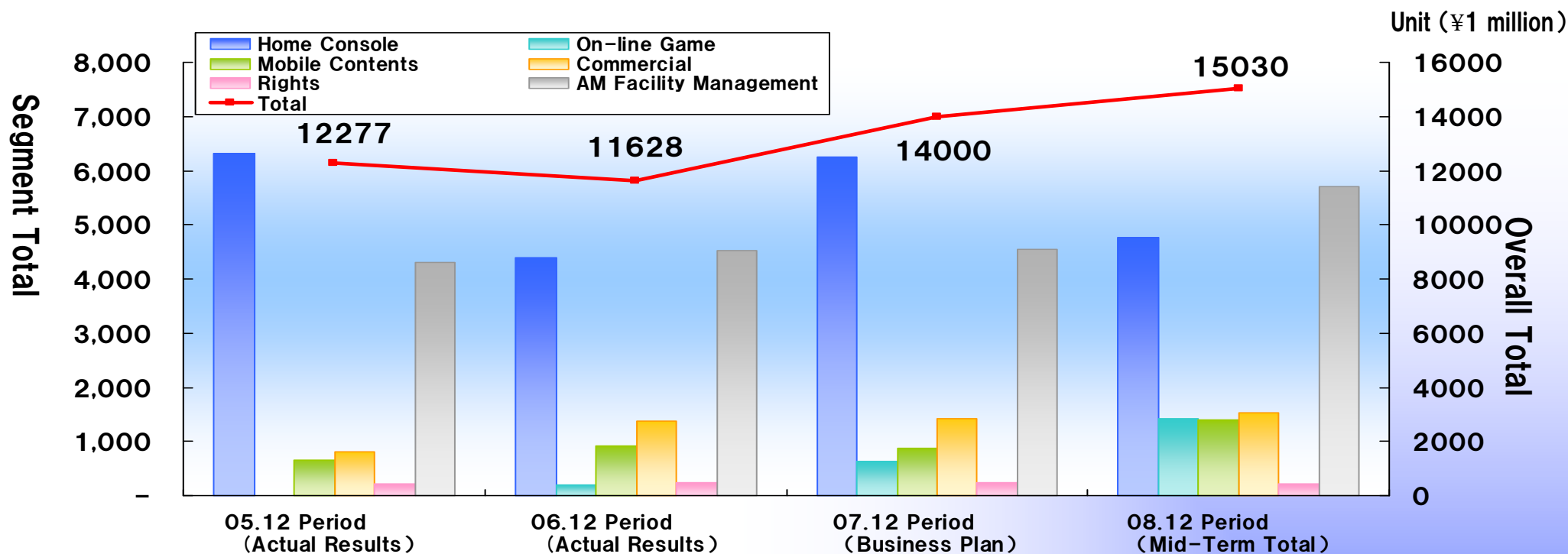
Transition to an operational system with clear vision and business strategies

Position 2007 as the milestone year to build and develop a system for new growth as well as to expand customer base

Business Perspectives

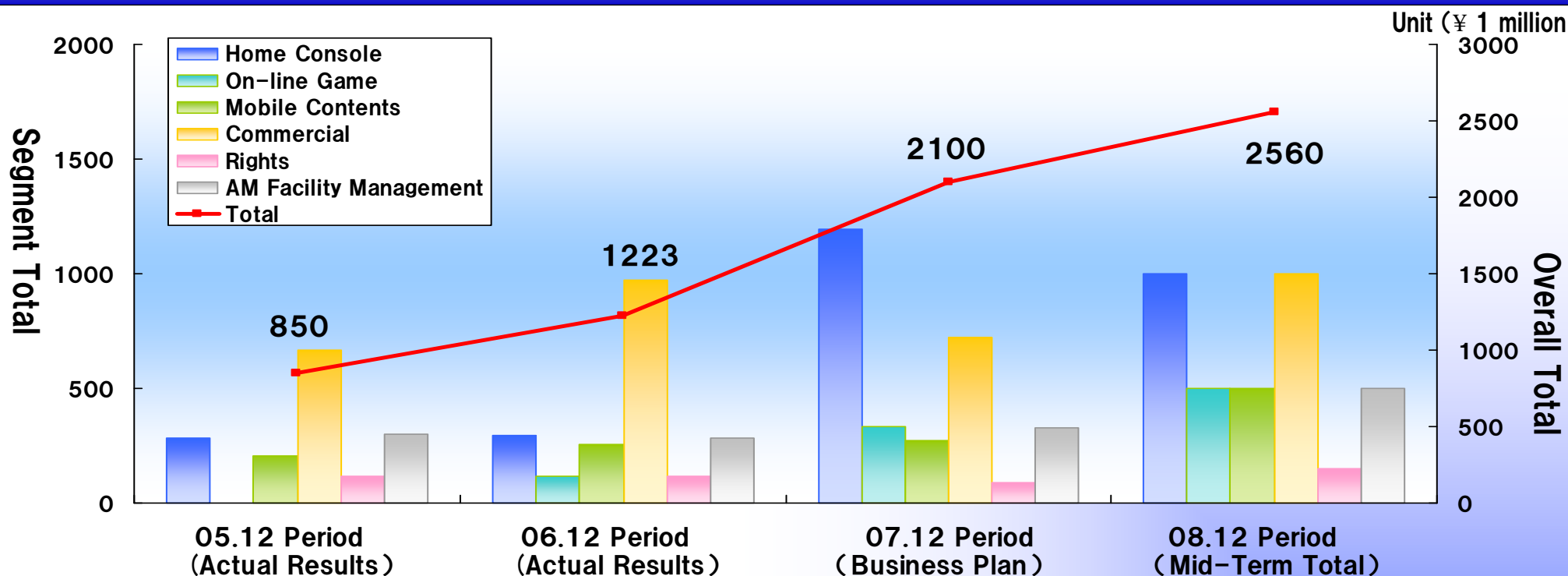
1. Provision of high quality contents and services catering to customer preference
2. Leading the world with propositions and technologies
3. Sound management based on cash flow
4. Capacity building of a daring workforce and development of an attractive work environment

Consolidated Sales Plan



	05.12 Period (Actual Results)	06.12 Period (Actual Results)	07.12 Period (Business Plan)	08.12 Period (Mid-Term Total)
Game Business	6,310	4,392	6,260	4,760
On-line Game Business	-	190	640	1,430
Mobile Contents Business	653	908	880	1,390
Commercial Equipment/Software Business	805	1,367	1,430	1,540
Rights Business	207	239	240	210
Amusement Facility Management Business	4,300	4,530	4,550	5,700
Total	12,277	11,628	14,000	15,030

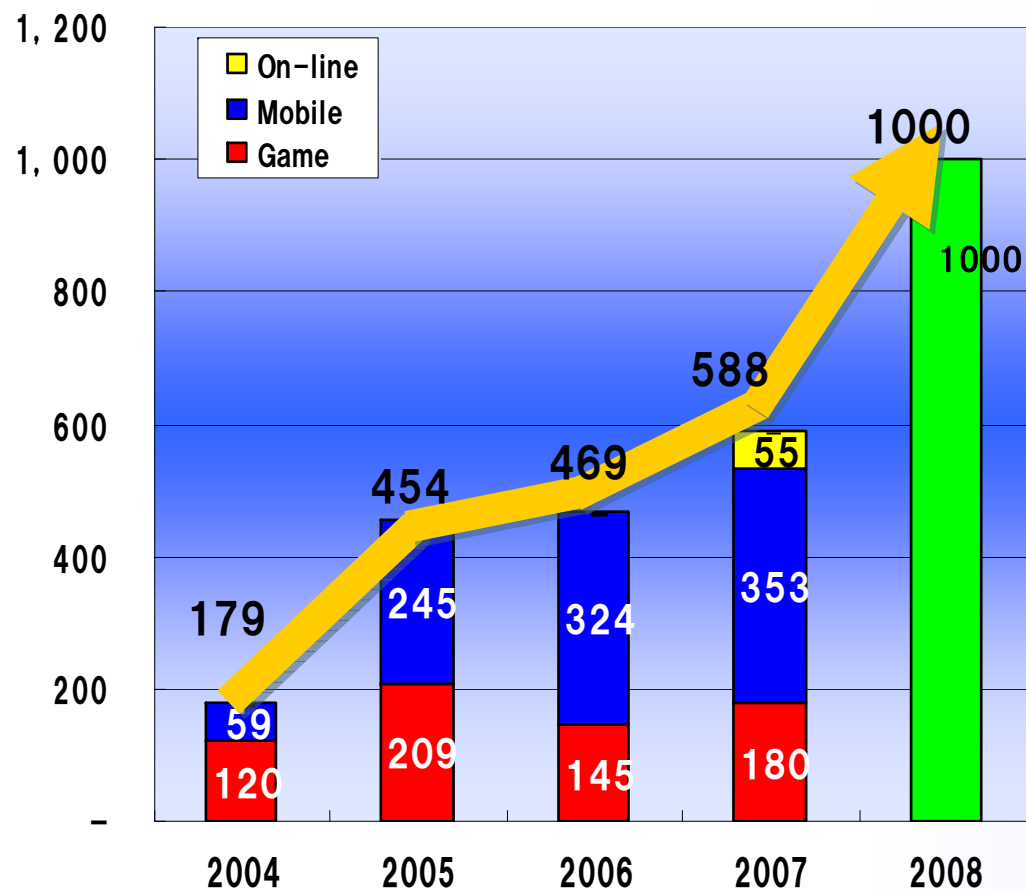
Consolidated Operating Profit Plan



	05.12 Period (Actual Results)	06.12 Period (Actual Results)	07.12 Period (Business Plan)	08.12 Period (Mid-Term Total)
Game Business	284	296	1,195	1,000
On-line Game Business	-	118	335	500
Mobile Contents Business	207	253	275	500
Commercial Equipment/Software Business	668	972	725	1,000
Rights Business	119	115	90	150
Amusement Facility Management Business	301	284	330	500
Deduction	-729	-817	-850	-1,090
Total	850	1,223	2,100	2,560
Current Term Profit Per Share (Yen)	24	33	45	60

Strategy to achieve the goals ① Expansion of customer base

No. of members (unit: Ten thousands persons)



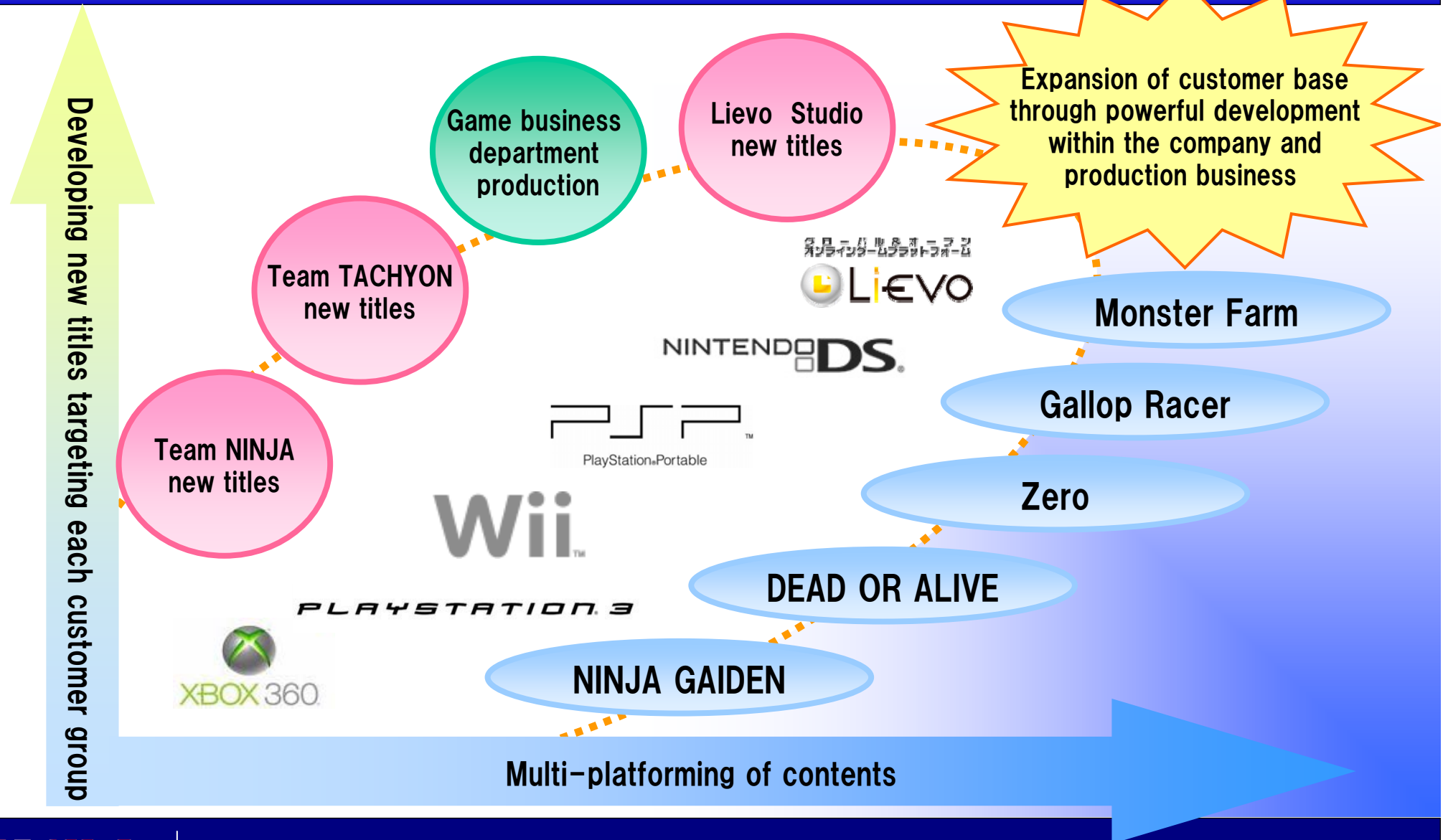
Major launch of on-line game business
“Bastard!! On-line”
“DOA ONLINE”, etc.

Mobile contents
Release new contents in North America
(TECMO BOWL2)
Release new Medal Appli game

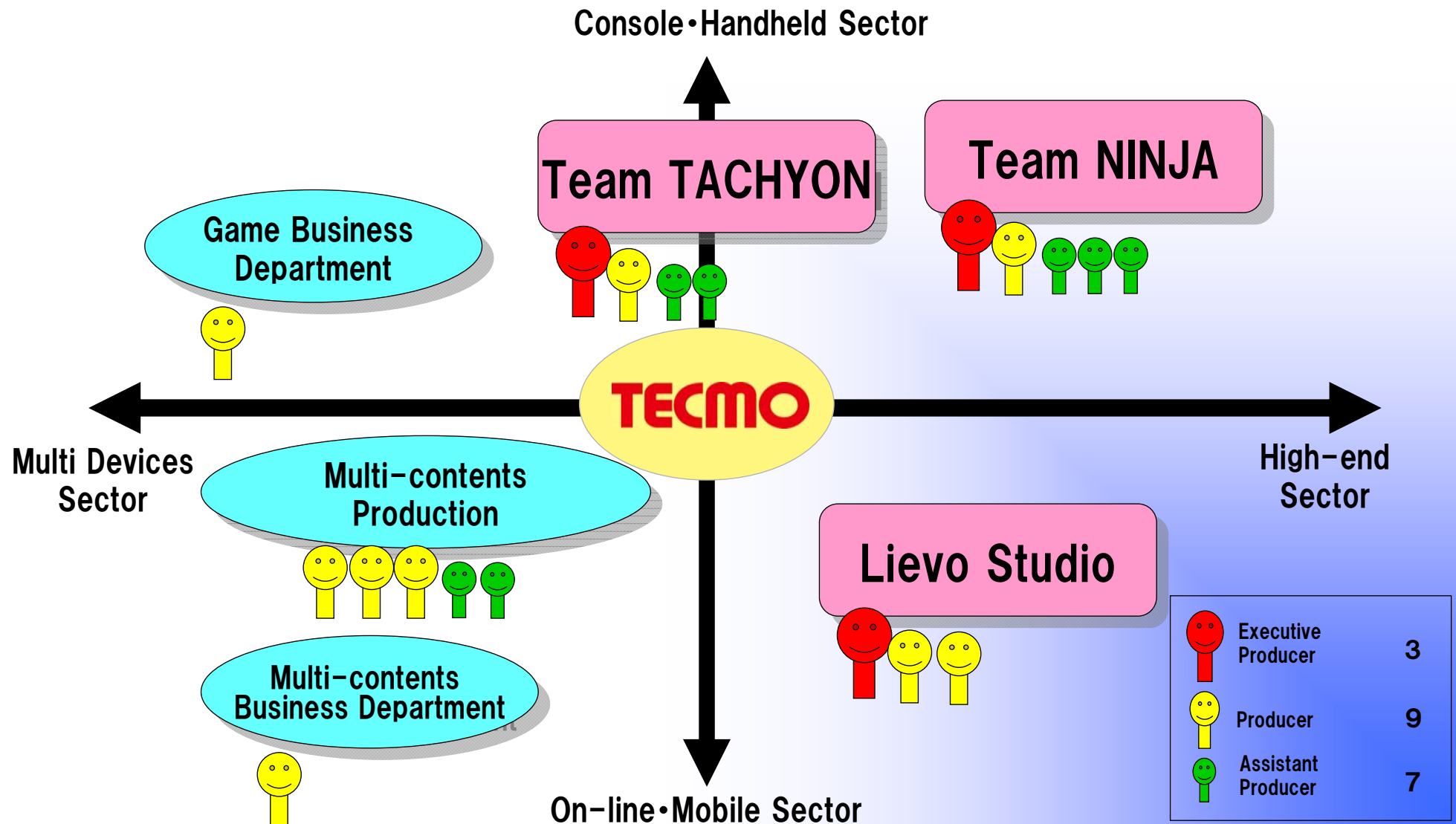
Release Team NINJA's •Team TACHYON's new titles
Full-scale entry to DS
Release new titles that target female and senior customers

Strategy to achieve the goals ②

Promotion of multi-platforming
Challenge development of new titles

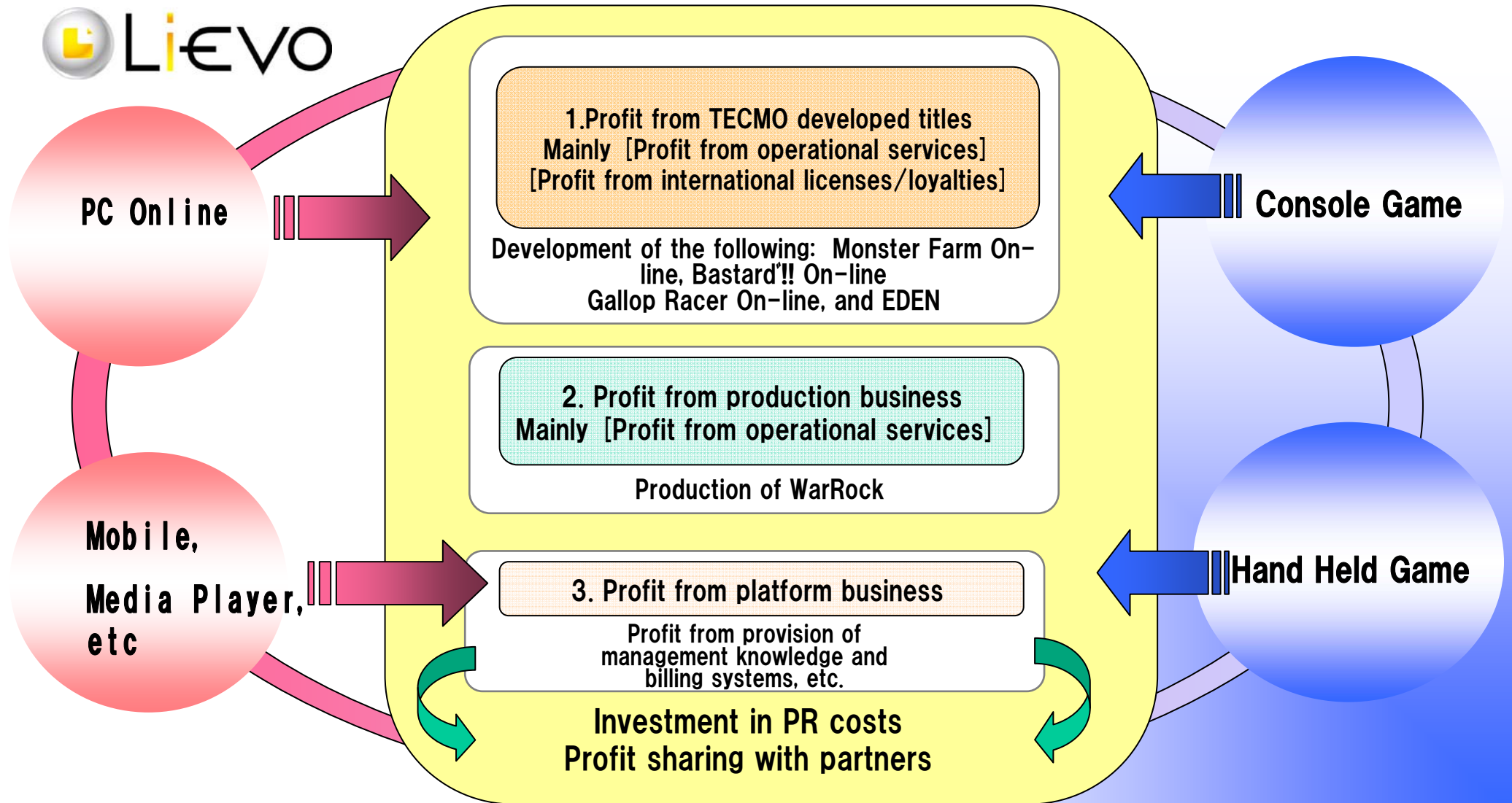


Strategy to achieve the goals ③ Fostering Leaders in the Development Sector



Strategy to achieve the goals ④

Promotion of Lievo bussiness

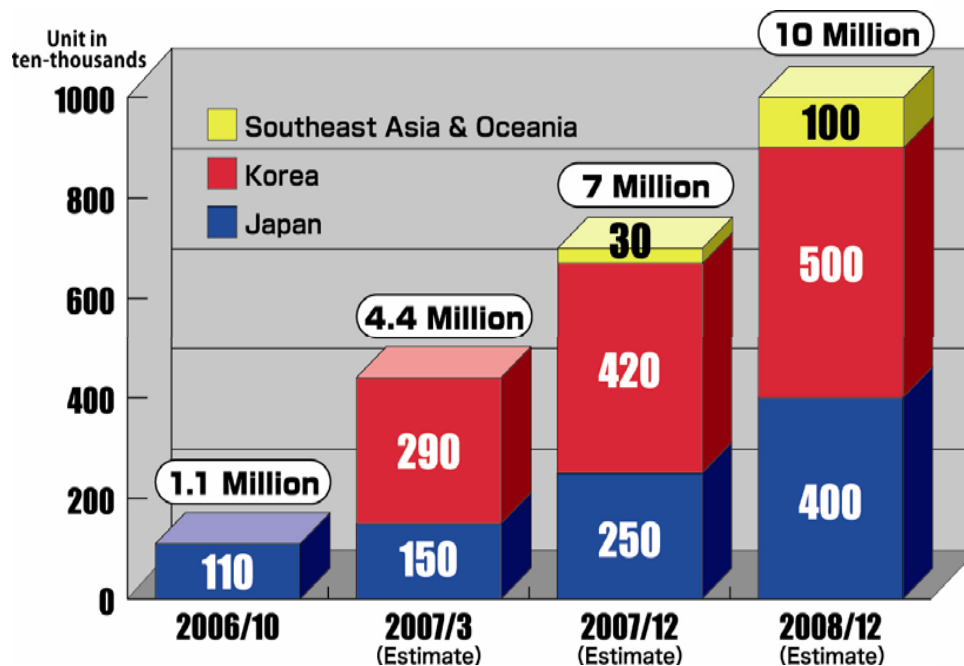


Strategy to achieve the goals ⑤

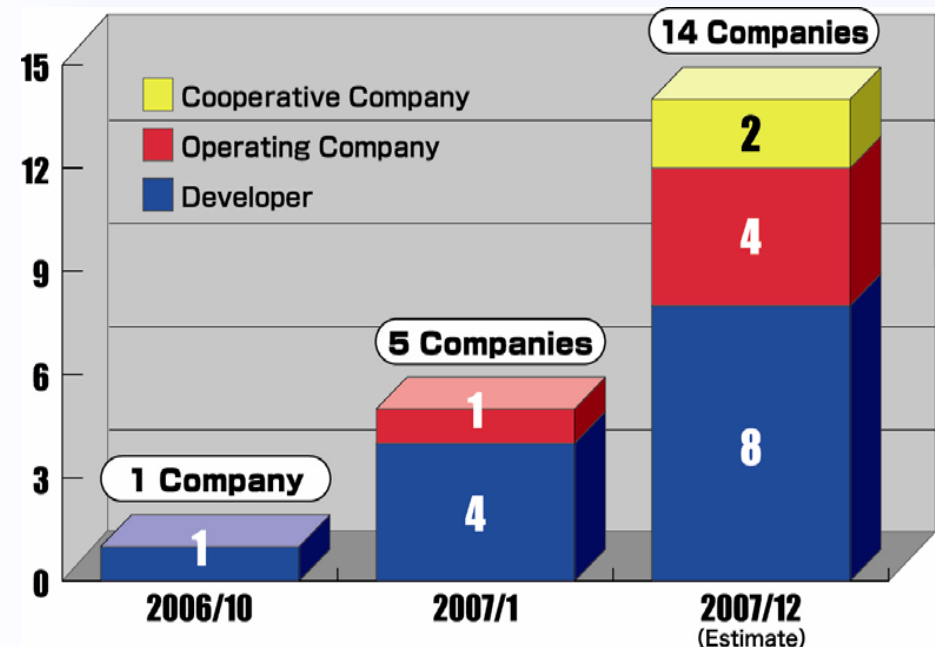
Global development of Lievo

Build up a global network centered on Asia and Oceania.

Lievo Customer Base

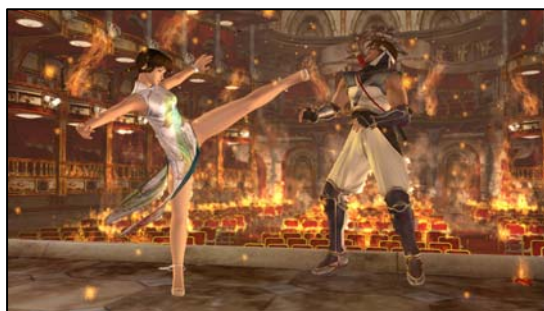


Lievo Partners



Strategy to achieve the goals ⑥ Promotion of multi-use of contents

TECMO's powerful, original game contents recreated not only as home console games, but in multiple contents markets.



DOA ONLINE(PC Online)



Home Console Game
DEAD OR ALIVE 4



DOA PARADISE (Mobile)



DOA Characters
(Figures)



Hollywood Movie
“DOA/DEAD OR ALIVE”

Overview of Home Console Game Business

TECMO's technology in developing original games is highly appraised.
TECMO owns multiple original popular game titles.
Global launch of the two major brands; Team NINJA and Team TACHYON.



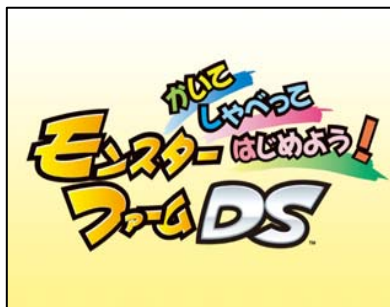
“Dead or Alive” Series
Total of 7.5 million sales worldwide



“NINJA GAIDEN” Series
Total of 5.5 million sales worldwide



“TECMO BOWL” Series
Total of 5 million sales worldwide



“Monster Farm” Series
Total of 4 million sales worldwide



“Zero” and “Deception” Series
Total of 2.3 million sales worldwide



“Rygar” Series
Total of 1.5 million sales worldwide
(as of end of June, 2007)

Overview of On-line Game Business

Lievo Studio promotes development of original online games.
Focus placed on expanding Lievo (global & open platform) in Asia.



“WarRock”

Service launched in
March 2007 (Japan)



“Gallop Racer ONLINE”

Service scheduled to start in
2007 (Japan)



“Monster Farm Online”

Service scheduled to start in
2007 (Japan)



“BASTARD!! –ONLINE–”

Service scheduled to start in
2007 (Japan)



“DOA ONLINE”

(Service scheduled to start in China in 2008)



Announcement of online game business tie-up with
Shanda in China (July 3, 2007)

Overview of Mobile Contents Business

Extensive development of brand titles for mobile game distribution.
Active overseas development such as in the US, Europe and China.



“NET-FUN Mobile”



“DOA Paradise ♪”



“MONSTER FARM POP”



“OTAKARA Dungeon RPG”

Monthly Membership 240,000 (as of June 2007)

No. of downloads 2,400,000 (between January and June, 2007)

※ No. of Medal Appli downloads 2,320,000

“OTAKARA Dungeon RPG”: Ranking first place for seven consecutive months in the number of KDDI Medal Appli downloads

Overview of Commercial Equipment-Software Business

Focus placed on customized development of liquid crystal display software for pachinko and pachislot machines.

TECMO owns titles of popular original series such as Rio and Shin Mogu-Mogu Fu-Rin-Ka-zan

“Rio Paradise”



“Shin Mogu-Mogu Fu-Rin-Ka-zan”



“Harem Ace”



Overview of Rights Business

Development of character figures, with Kasumi and Rio as the most popular figures.
Promotion of developing characters targeting overseas markets and wide age group range.
Actively working to expand the character business into Hollywood movies and cards.

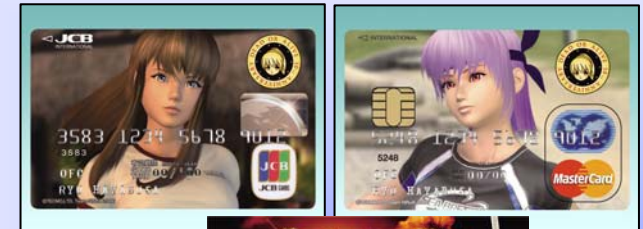
Character Figures



Character Items



Character Tie-ups



Overview of Amusement Facility Management Business

Focus placed on creating amusement facilities targeting all age groups and to be enjoyed over a long time-span.

Promotion of development of new stores with high investment efficiency and good standing.

Promotion of revitalization of existing stores.



TECMOPIA LUXY
(Toyosu)



INTERPARK (Utsunomiya)



Hello Kitty's Doremifa Island
(Toyosu)

Region	Stores
Kanto region	10
Kinki region	5
Chugoku/Kyushu regions	7
Okinawa region	36
TOTAL	58

The business plans presented herein reflect the views and intentions of TECMO Ltd. management based on the information available at the time this document was prepared. The same is said for the business forecasts. There is considerable possibility that our company's actual results may differ due to various factors, some of them negative. These factors include, but are not limited to the following:

1. Changes in the economical environment that may affect the business of TECMO
2. (Particularly) U.S. dollar, Euro and Japanese yen currency fluctuation.
3. Ability of TECMO to continue providing products and services that are acceptable to consumers in each field.
4. Ability of TECMO to successfully expand business internationally that relates to business with games, commercial software, on-line games and mobile contents.
5. Ability of TECMO to accommodate legislative amendments.

TECMO is not responsible to renew or revise the business forecasts of TECMO dependent on any new information or conditions that may occur after this document has been released.

We ask that customers refrain from using the information presented herein for your own forecasting purposes. We also ask that customers refrain from assuming that this document will continue to be accurate and valid in the future.