


CORPORATE PROFILE

TECMO

TECMO, LTD.(Tokyo Stock Exchange:9650)

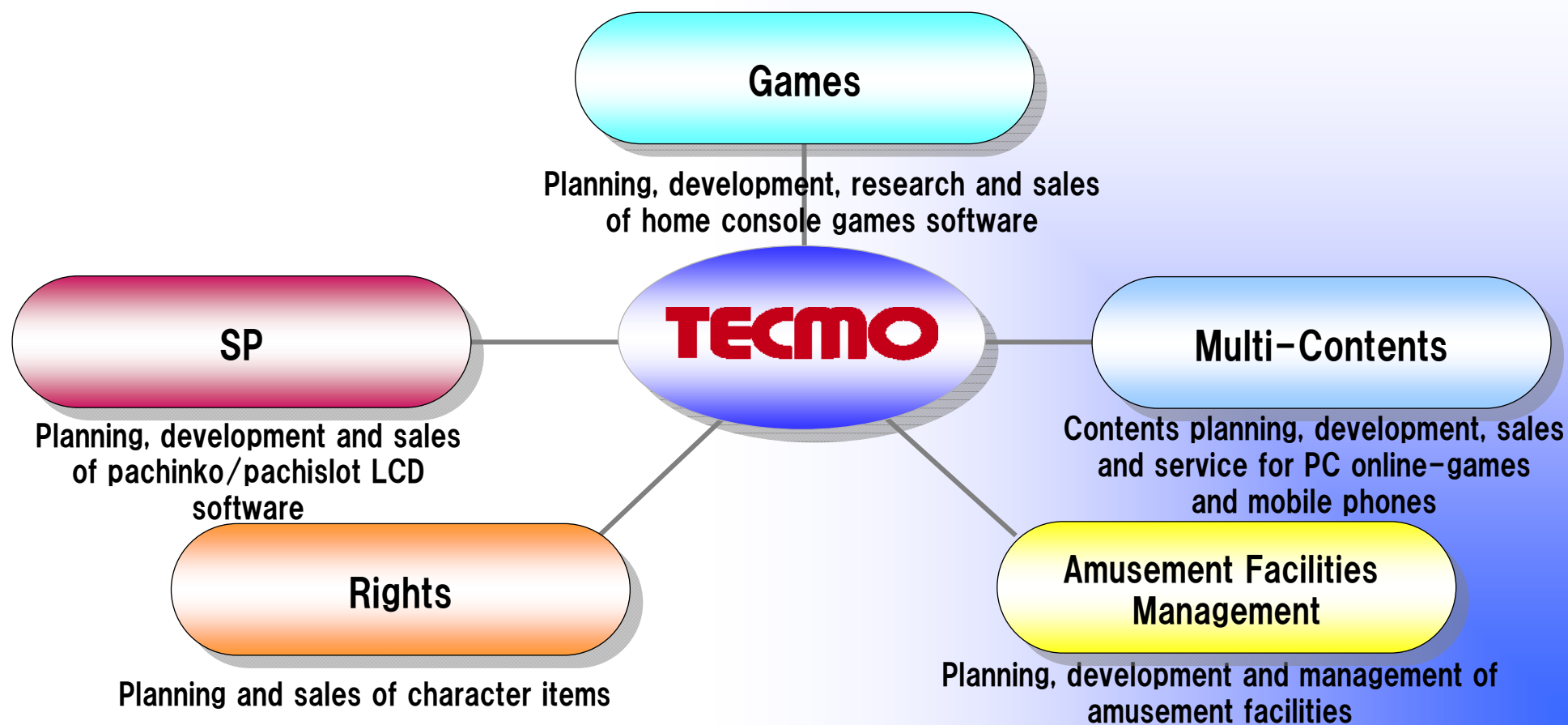
February 21, 2008

Company Profile

| | |
|------------------------------|---|
| Company: | TECMO, LTD.  |
| Established: | July 31, 1967 |
| Business Category: | 1. Games Business 2. Multi-Contents (Online / Mobile) Business 3. SP (Pachinko/Pachislot LCD Software Development) Business 4. Rights Business 5. Amusement Facilities Management Business |
| No. of Employees: | Non-consolidated: 352 Consolidated: 471 (as of Dec. 31, 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 Expansion

Global expansion of contents business with development and sales of games at its core.
Outstanding strength in action-game development capability and brand power in N. America.



TECMO Visionary 2010

— To become a world-wide contents provider devoted to fulfilling people's lives —

TECMO Visionary 2010

Establish a business foundation that befits the status of a visionary company by 2010

Make transition to a management system based upon management vision and visionary business strategies

Aim for success in the 2008 global market through collaboration

Management Vision

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

Consolidated Sales Plan

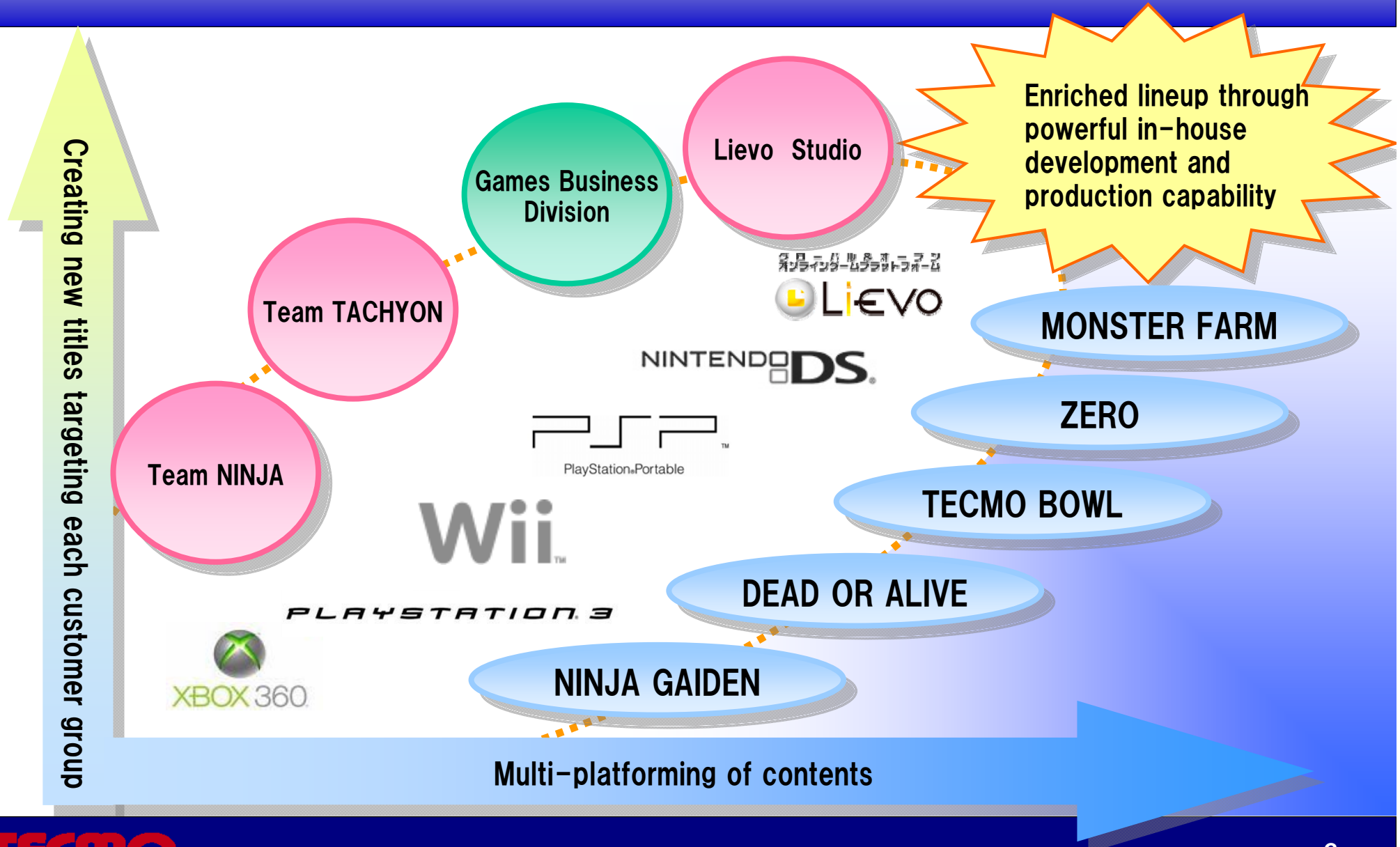
| | | Mid-term Business Plan TECMO VISIONARY 2010 1st Phase | | | | | | | | | |
|--|------------------|---|------------------|-----------------|--------|----------------------|-----------------|--------|---------------------------|-----------------|--------|
| | | 1 st Year | | | | 2 nd Year | | | 3 rd Year | | |
| | Dec. 2005 Period | | Dec. 2006 Period | | | Dec. 2007 Period | | | Dec. 2008 Period (Target) | | |
| | Actual Results | Component Ratio | Actual Results | Component Ratio | Y-o-Y | Actual Results | Component Ratio | Y-o-Y | Target | Component Ratio | Y-o-Y |
| Games Business | 6,310 | 51.4% | 4,392 | 37.8% | 69.6% | 4,439 | 36.9% | 101.1% | 6,800 | 47.6% | 153.2% |
| Multi-contents Business | 653 | 5.3% | 1,098 | 9.4% | 168.0% | 1,543 | 12.8% | 140.6% | 1,700 | 11.9% | 110.2% |
| SP Business | 805 | 6.6% | 1,367 | 11.7% | 169.7% | 1,374 | 11.4% | 100.5% | 1,000 | 7.0% | 72.8% |
| Rights Business | 207 | 1.7% | 239 | 2.1% | 115.2% | 161 | 1.3% | 67.6% | 200 | 1.4% | 124.2% |
| Amusement Facilities Management Business | 4,300 | 35.0% | 4,530 | 39.0% | 105.4% | 4,528 | 37.6% | 99.9% | 4,600 | 32.2% | 101.6% |
| Total | 12,277 | – | 11,628 | – | 94.7% | 12,047 | – | 103.6% | 143,000 | – | 118.7% |

Consolidated Operating Profit Plan

| | | Mid-term Business Plan TECMO VISIONARY 2010 1st Phase | | | | | | | | | |
|--|------------------|---|------------------|-----------------|--------|----------------------|-----------------|--------|---------------------------|-----------------|--------|
| | | 1 st Year | | | | 2 nd Year | | | 3 rd Year | | |
| | Dec. 2005 Period | | Dec. 2006 Period | | | Dec. 2007 Period | | | Dec. 2008 Period (Target) | | |
| | Actual Results | Component Ratio | Actual Results | Component Ratio | Y-o-Y | Actual Results | Component Ratio | Y-o-Y | Target | Component Ratio | Y-o-Y |
| Games Business | 285 | 18.1% | 296 | 14.5% | 103.9% | 847 | 32.9% | 285.7% | 1,450 | 49.2% | 171.2% |
| Multi-contents Business | 206 | 13.1% | 372 | 18.2% | 180.0% | 609 | 23.7% | 163.7% | 620 | 21.0% | 101.8% |
| SP Business | 668 | 42.3% | 972 | 47.7% | 145.5% | 730 | 24.4% | 75.0% | 500 | 16.9% | 68.5% |
| Rights Business | 118 | 7.5% | 115 | 5.7% | 97.0% | 72 | 2.8% | 62.4% | 100 | 3.4% | 138.9% |
| Amusement Facilities Management Business | 301 | 19.1% | 284 | 13.9% | 94.4% | 316 | 12.3% | 111.4% | 280 | 9.5% | 88.6% |
| Deletion | -728 | - | -817 | - | - | -689 | - | - | -750 | - | - |
| Total | 850 | - | 1,223 | - | 143.9% | 1,886 | - | 154.2% | 2,200 | - | 116.6% |

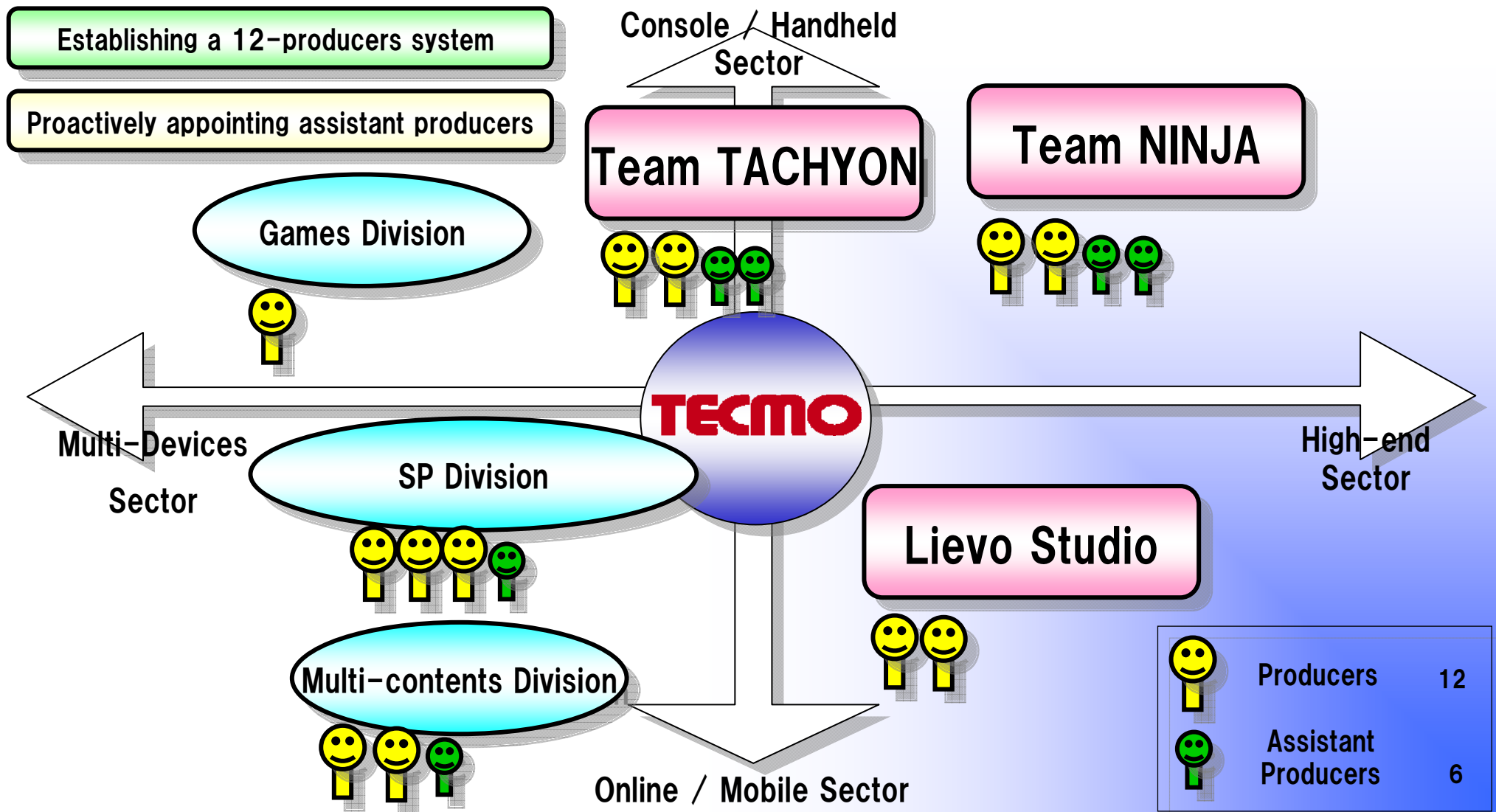
Strategy to Achieve Goals ①

Expansion of title lineup
Promotion of title strategy by region/market



Strategy to Achieve Goals ②

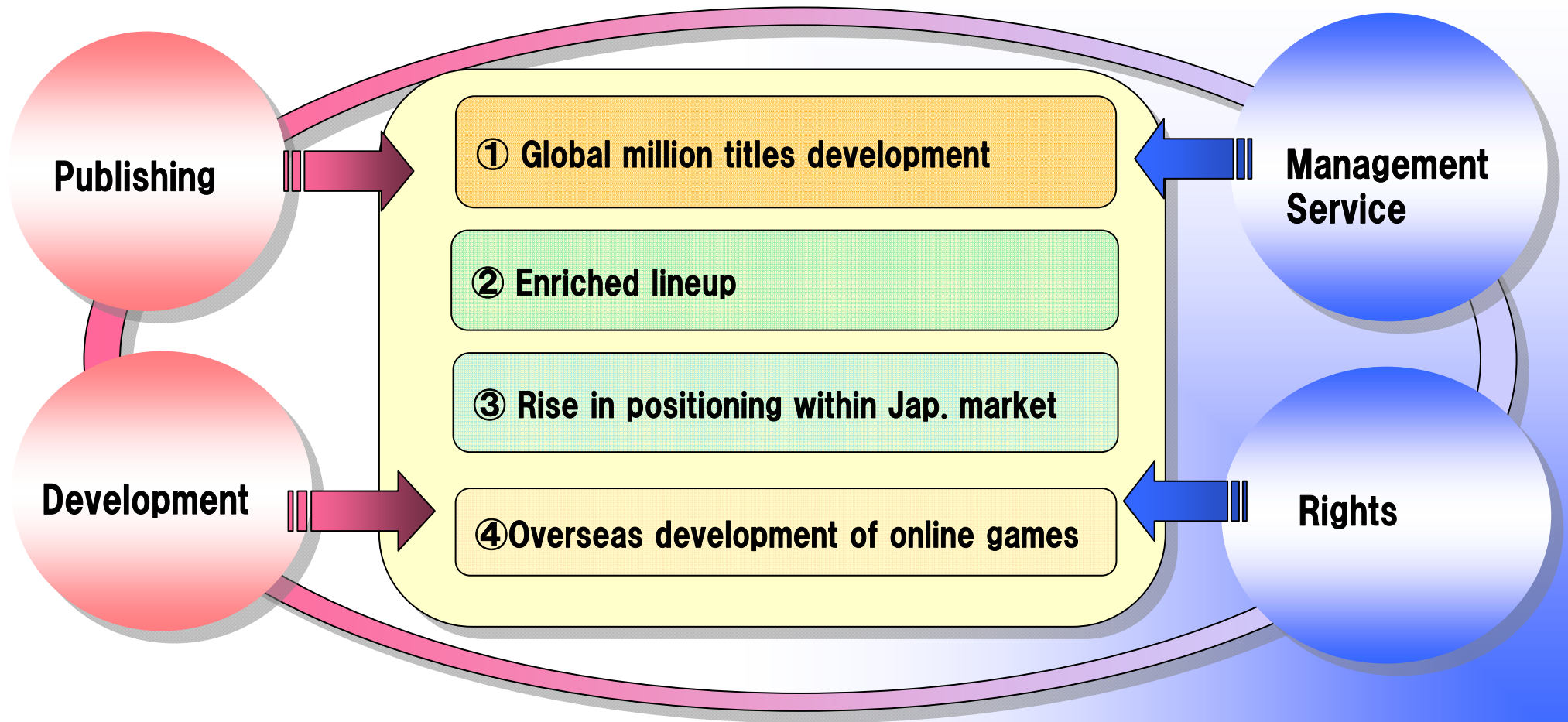
Fostering Leaders in the Development Sector



Strategy to Achieve Goals ③

Promoting Collaboration

Growth within global market through collaboration



Strategy to Achieve Goals ④

Promotion of Multi-use of Contents

Development of TECMO's powerful original game contents into multiple contents markets.



DOA ONLINE(PC Online)



DOA Characters
(Figures)



Home Console Game
DEAD OR ALIVE 4



DOA PARADISE
(Mobile Phone)



Hollywood Movie
DOA/ DEAD OR ALIVE

Games Business: Addressing New Challenges

2008 plans include release of highest standard titles, in both quality and volume.
We plan that 20 (new) titles by regions will be released (9 titles in the year 2007)
And the number of shipments will be 3 million (1.35million in 2007)
USA-incorporated company to start game producing business in N. America

Global Title: 4 titles



NINJA GAIDEN
Dragon Sword
(DS)



※ NINJA GAIDEN II
(Xbox360)

ZERO

※ ZERO
(Wii)



Rygar
(Wii)

N. American Strategy Title: 1 title



TECMO BOWL (release date undetermined)

Japanese Strategy Title: 5 titles



DS Misa Yamamura
Suspense (DS)



DS Penelope (DS)

(Note) Already released titles are indicated above
Includes titles sold from other companies.

※ "NINJA GAIDEN II" title is released from Microsoft. "Zero" title is released from Nintendo.

Multi-Contents Business: Addressing New Challenges ①

Online-games

DOA Online service scheduled to start in China

We expect that the number of the member will increase to 3 million (360,000 in 2007)

Japan: 3 titles



WarRock



Gallop Racer ONLINE



MONSTER FARM ONLINE

China: 1 title



DOA ONLINE

Australia: 1 title



Gallop Racer ONLINE

Multi-Contents: Addressing New Challenges ②

Mobile Contents

Three new titles scheduled to be released in 2008.
Promotion of active overseas development (Europe and China).



NET-FUN Mobile



DOA Paradise ♪



OTAKARA Quest
RPG



OTAKARA Dungeon
RPG

Monthly Membership 210,000 (as of Dec. 2007)

No. of Downloads 4,120,000 downloads (2007)

※ No. of medal downloads out of above: 3,990,000 downloads

OTAKARA QUEST RPG : KDDI Appli Ranking: Marked 1st place in initial ranking

OTAKARA Dungeon RPG:KDDI Appli Ranking: Remained in 1st place for 13 consecutive months

SP Business : Addressing New Challenges

3 pachinko titles and 5 pachislot titles scheduled to be released for sales in 2008.
Launch of popular series titles such as “Rio” and “Mogu-Mogu Fu-Rin-Ka-zan” to secure stable sales.

“Rio Paradise”



“Shin Mogu-Mogu Fu-Rin-Ka-zan”



“Harem Ace”



Rights Business : Addressing New Challenges

Proactive launch of character figures, with main focus on popular Kasumi and Rio characters.
Overseas market expansion and development of characters targeting wide age groups.

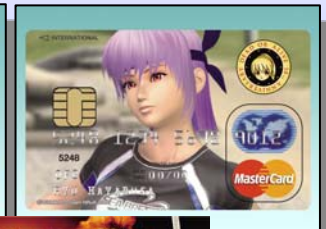
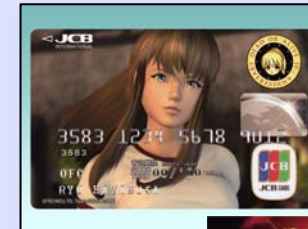
Character Figures



Character Items



Character Tie-ups



Amusement Facilities Management Business : Addressing New Challenges

Focusing on creation of amusement facilities targeting all age groups, 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)



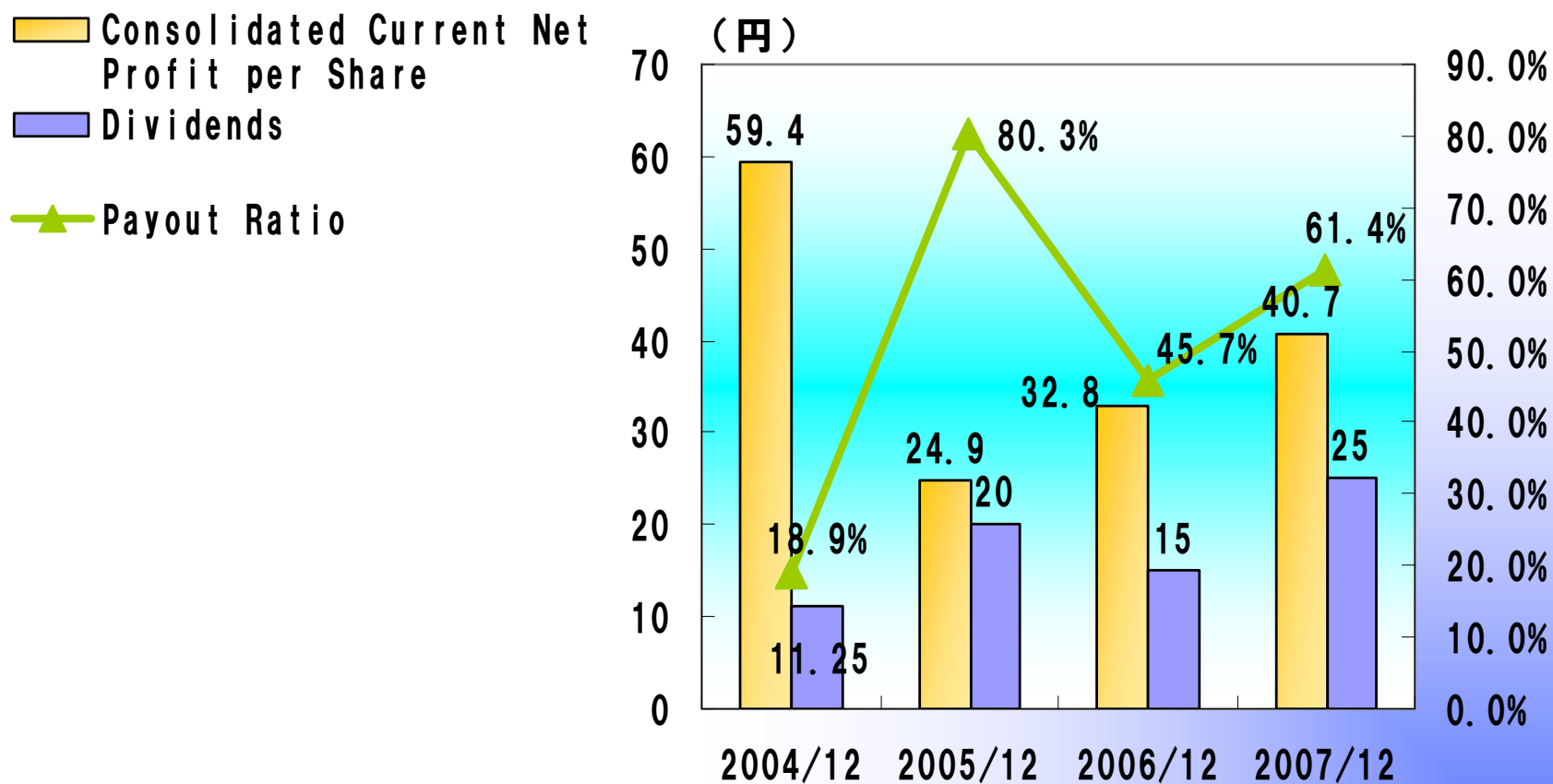
INTERPARK (Utsunomiya)



HELLO KITTY'S DOREMIFA ISLAND
(Toyosu)

| Region | Stores |
|------------------------|--------|
| Kanto region | 10 |
| Kinki region | 5 |
| Chugoku/Kyushu regions | 7 |
| Okinawa region | 34 |
| Total | 56 |

Policy on Profit-Return to Shareholders



- Maintain level of stable dividends per share at ¥20.
- Review possibility of raising the dividend level in keeping with the performance trend of the current period.

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.