



TECMO KOEI HOLDINGS CO., LTD.
Fiscal Year Ended March 2010
Financial Results

Financial Summary (FY 2009)



(Units: Millions of Yen)

	FY 2008※		FY 2009		YoY Change	
	Amount	Ratio	Amount	Ratio	Amount	Ratio
Sales	40,004	100.0 %	34,502	100.0 %	-5,502	-13.8 %
Operating Profit	7,525	18.8 %	641	1.9 %	-6,884	-91.5 %
Ordinary Profit	7,935	19.8 %	3,023	8.8 %	-4,912	-61.9 %
Net Income	-212	-0.5 %	2,604	7.5 %	2,816	— %

(※) FY 2008 figures represent the aggregate of Koei's results through the end of March 2009 and Tecmo's results through the end of December 2008.

Includes approximately 990 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 2009)



PS3

NINJA GAIDEN Σ2

480,000
Units



Wii

SAMURAI WARRIORS 3

270,000
Units

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The Mysterious Murasame Castle: ©1996-2010 Nintendo.



PS3/Xbox 360

Fist of the North Star:
Ken's Rage

570,000
Units

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ONLINE GAME

Uncharted Waters Online
~El Oriente~

5 Years
since Launch



EVENT

Neo Romance Events etc.

180,000
Participants

Sales and Operating Profit by Business Segment (FY 2009)



FY 2009

(Units: Millions of Yen)

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

FY 2008 ※

(Units: Millions of Yen)

	Game Software	Online & Mobile	Media & Rights	Pachislot & Pachinko	Amusement Facilities	Other	Total	Corporate & Elimination	Consolidated Total
Sales	24,944	6,976	3,306	885	4,063	123	40,299	(294)	40,004
Operating Profit	4,592	2,505	648	454	-43	26	8,183	-657	7,525

(※) FY 2009 figures represent the aggregate of Koei's results through the end of March 2009 and Tecmo's results through the end of December 2008.

Net Sales by Region (FY 2009)



(Units: Millions of Yen)

Area	FY 2008※		FY 2009		YoY Change	
	Amount	Ratio	Amount	Ratio	Amount	Ratio
<i>Japan</i>	31,560	78.9 %	29,068	84.2 %	-2,492	-7.9 %
<i>Overseas</i>	8,444	21.1 %	5,434	15.8 %	-3,010	-35.6 %
North America	3,619	9.0 %	3,046	8.9 %	-573	-15.8 %
Europe	1,188	3.0 %	1,515	4.4 %	327	27.5 %
Asia	3,636	9.1 %	872	2.5 %	-2,764	-76.0 %
Total	40,004	100.0 %	34,502	100.0 %	-5,502	-13.8 %

(※) FY 2008 figures represent the aggregate of Koei's results through the end of March 2009 and Tecmo's results through the end of December 2008.

Sales Units by Region (FY 2009)

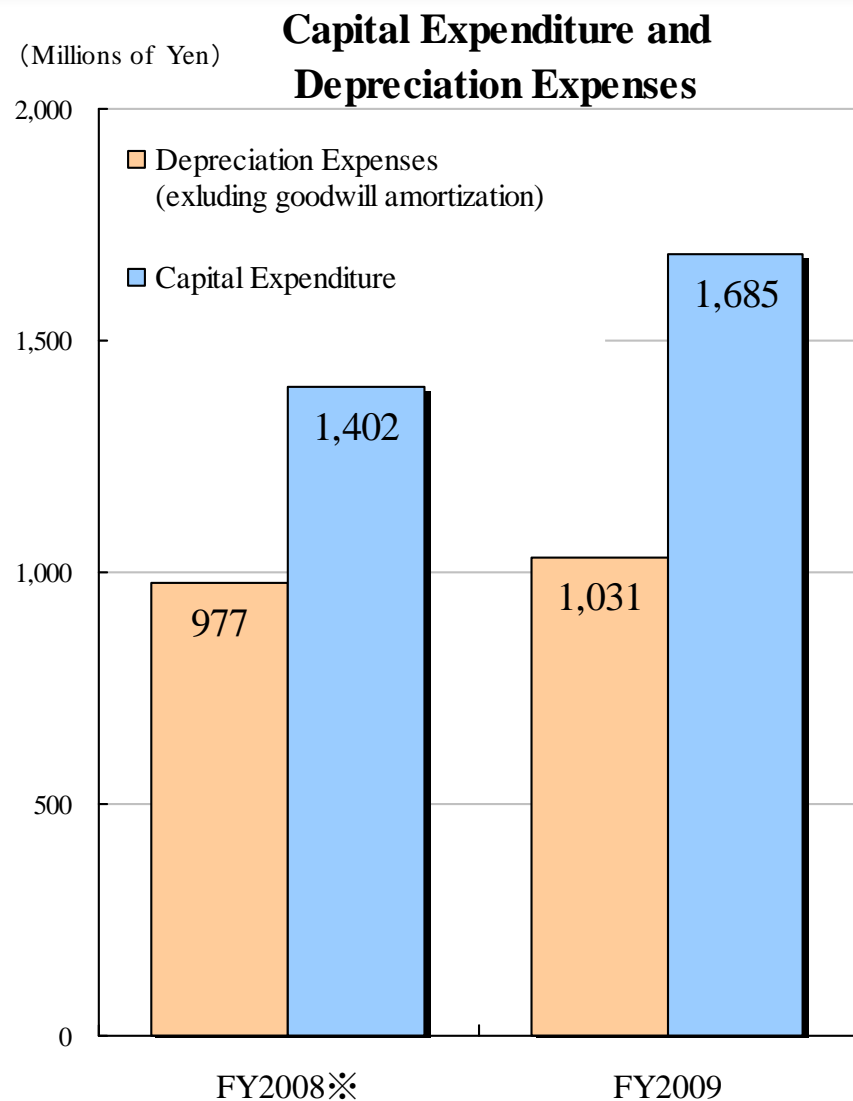
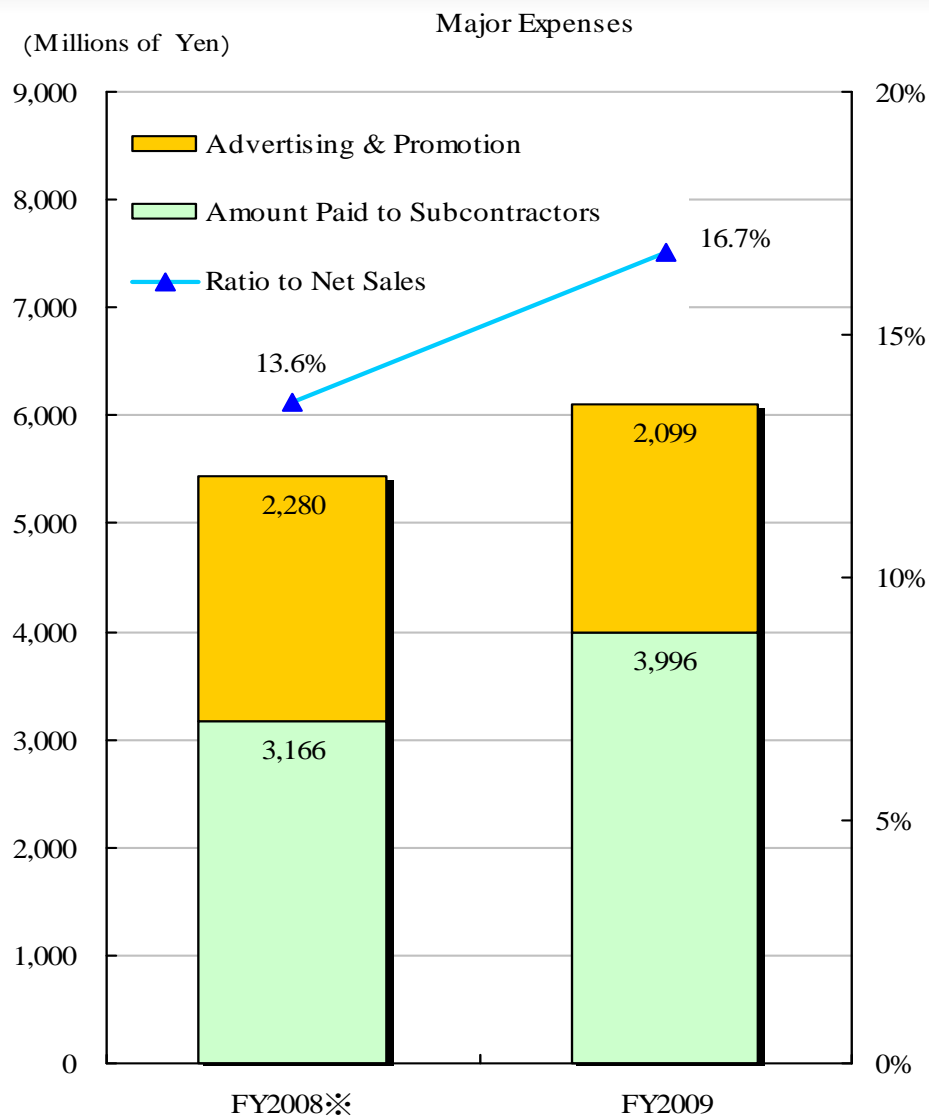


(Thousands of Units)

Area	FY 2008※		FY 2009		YoY Change	
	Amount	Ratio	Amount	Ratio	Amount	Ratio
<i>Japan</i>	4,360	62.1 %	3,631	62.9 %	-729	-16.7 %
<i>Overseas</i>	2,660	37.9 %	2,142	37.1 %	-518	-19.5 %
North America	1,550	22.1 %	1,260	21.8 %	-290	-18.7 %
Europe	710	10.1 %	608	10.5 %	-102	-14.4 %
Asia	400	5.7 %	274	4.7 %	-126	-31.5 %
Total	7,020	100.0 %	5,773	100.0 %	-1,247	-17.8 %

(※) FY 2008 figures represent the aggregate of Koei's results through the March 2009 and Tecmo's results through the end of December 2008.

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



FY 2008 figures represent the aggregate of Koei's results through the end of FY 2009 and Tecmo's results through the end of December 2008.



TECMO KOEI HOLDINGS CO., LTD.

Consolidated Plan

(Fiscal Year Ended 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
Sales	34,502	100.0 %	36,500	100.0 %	1,998	5.8 %
Operating Profit	641	1.9 %	5,000	13.7 %	4,359	679.8 %
Ordinary Profit	3,023	8.8 %	6,400	17.5 %	3,377	111.7 %
Net Income	2,604	7.5 %	3,500	9.6 %	896	34.4 %

Includes approximately 1,010 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 2011)



FY 2010 (Plan)

(Units: Millions of Yen)

	Game Software	Online & Mobile	Media & Rights	Pachislot & Pachinko	Amusement Facilities	Other	Total	Corporate & Elimination	Consolidated Total
Sales	24,700	3,800	2,420	1,950	3,300	330	36,500	—	36,500
Operating Profit	4,350	-650	350	550	200	200	5,000	—	5,000

FY 2009

(Units: Millions of Yen)

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

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 %	28,900	79.2 %	-168	-0.6 %
<i>Overseas</i>	5,434	15.8 %	7,600	20.8 %	2,165	39.8 %
North America	3,046	8.9 %	4,550	12.5 %	1,503	49.3 %
Europe	1,515	4.4 %	2,500	6.8 %	985	65.0 %
Asia	872	2.5 %	550	1.5 %	-323	-37.0 %
Grand Total	34,502	100.0 %	36,500	100.0 %	1,997	5.8 %

Sales Units by Region (Plan FY 2010)



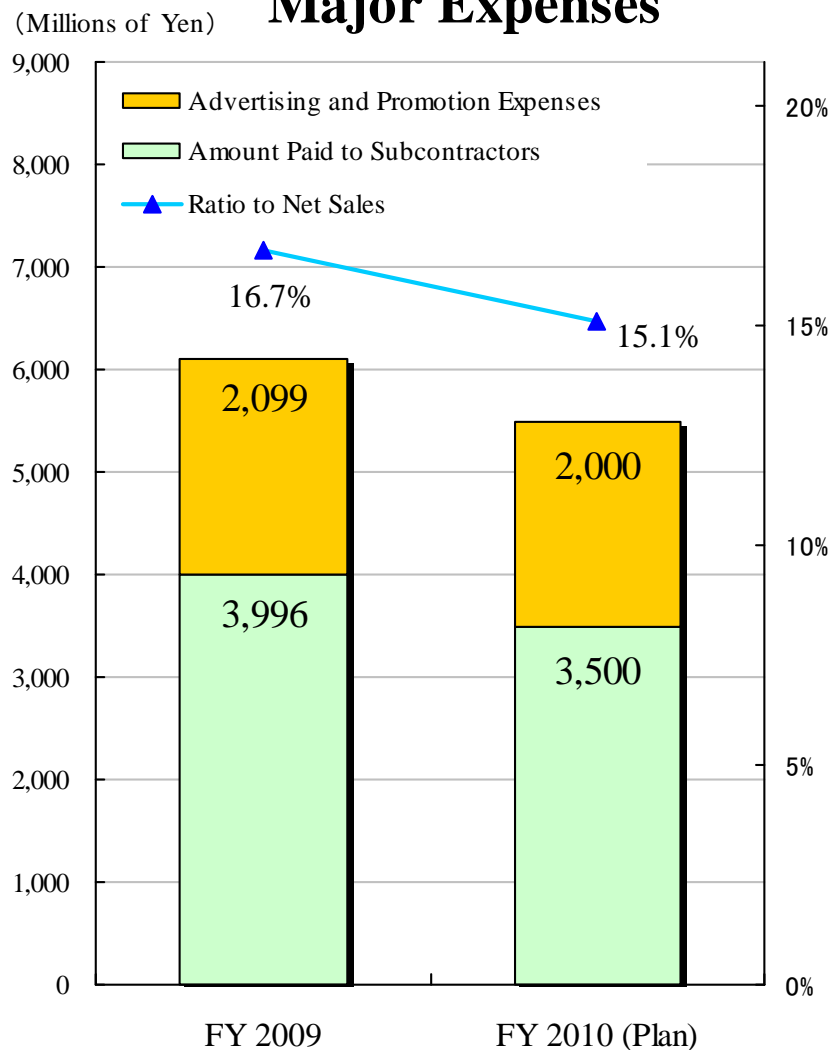
(Thousands of Units)

Area	FY 2009		FY 2010 (Plan)		YoY Change	
	Amount	Ratio	Amount	Ratio	Amount	Ratio
<i>Japan</i>	3,631	62.9 %	3,560	53.1 %	-71	-2.0 %
<i>Overseas</i>	2,142	37.1 %	3,150	46.9 %	1,008	47.1 %
North America	1,260	21.8 %	1,820	27.1 %	560	44.4 %
Europe	608	10.5 %	1,210	18.0 %	602	99.0 %
Asia	274	4.7 %	120	1.8 %	-154	-56.2 %
Grand Total	5,773	100.0 %	6,710	100.0 %	937	16.2 %

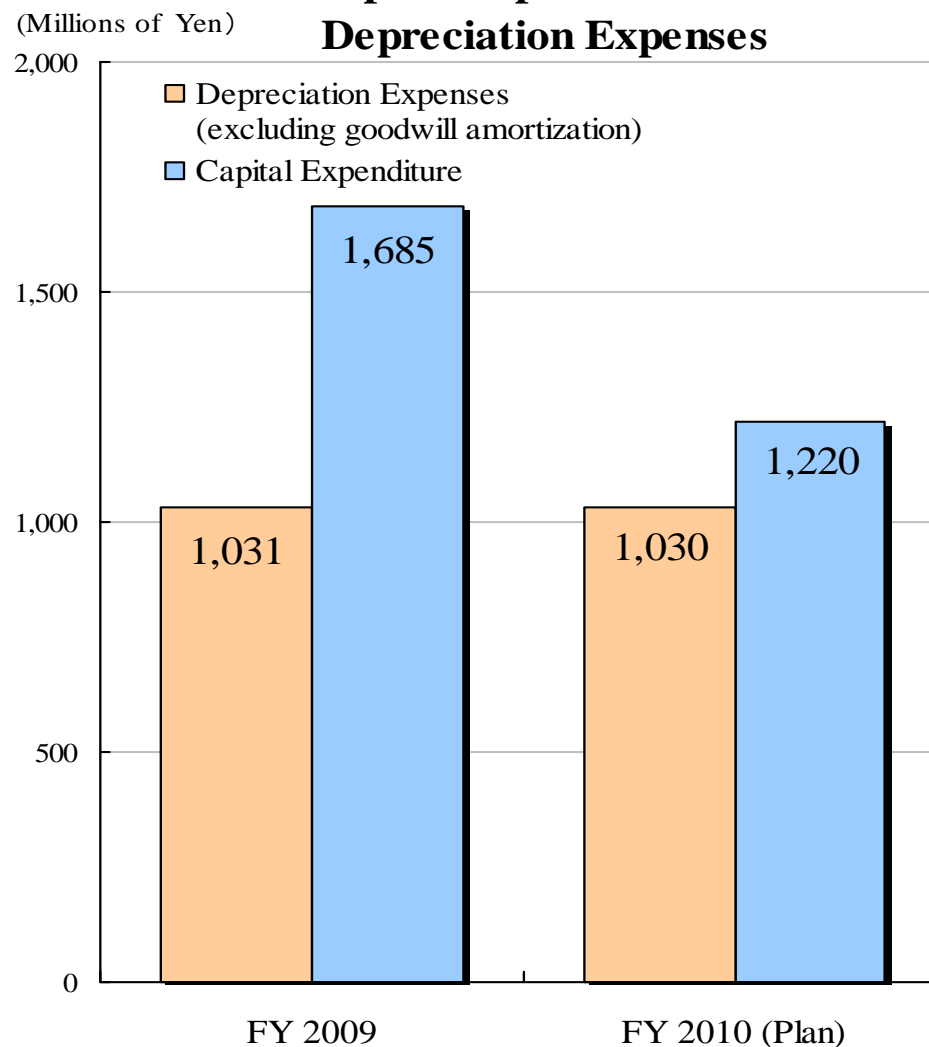
Major Expenses, Capital Expenditure and Depreciation Expenses (FY 2011)



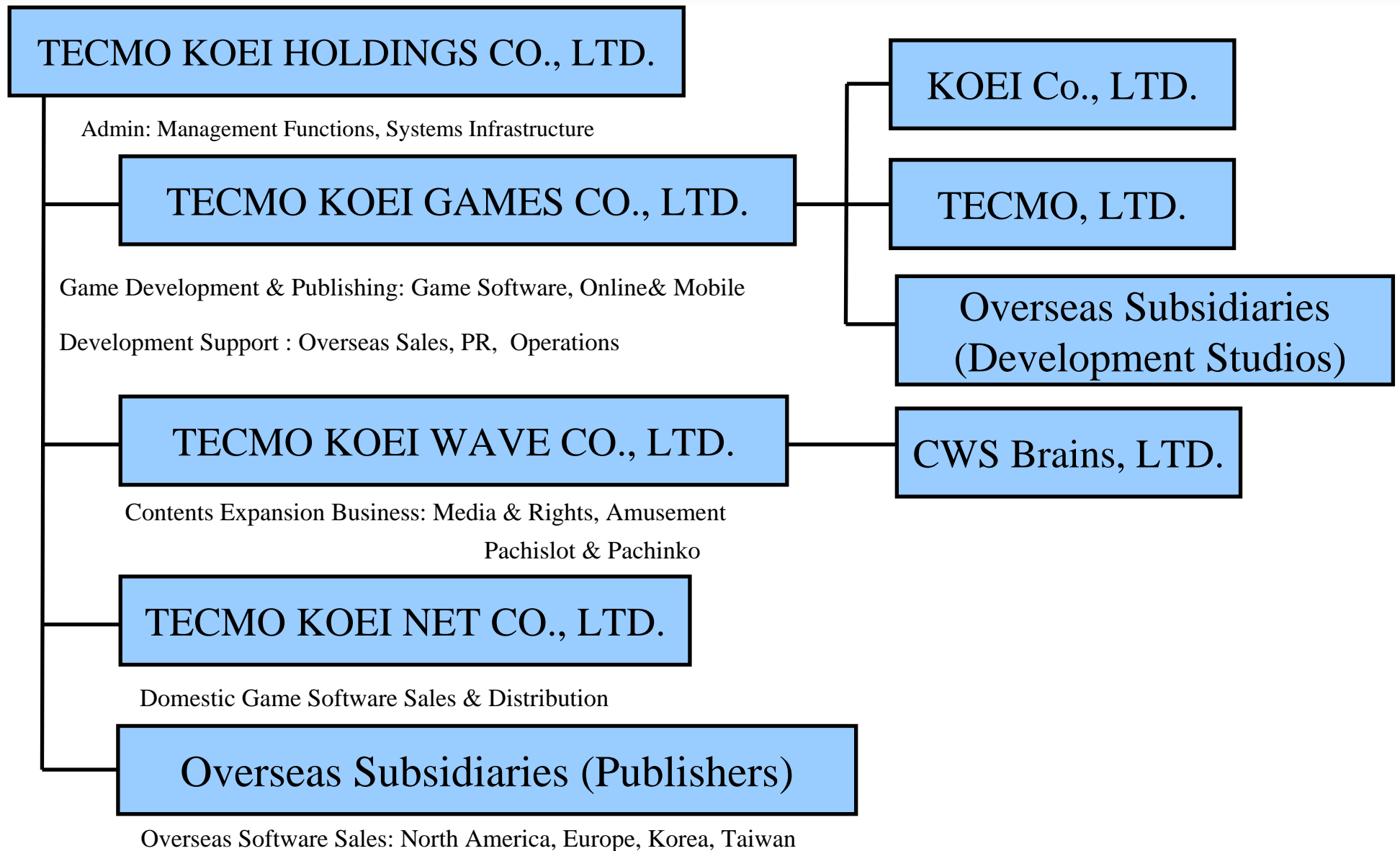
Major Expenses



Capital Expenditure and Depreciation Expenses



Koei Tecmo Group Structure





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.