



**TECMO KOEI HOLDINGS CO.,LTD.**  
**Fiscal Year Ending March 2013**  
**1st Half Financial Results**

# Financial Summary (FY2012 1<sup>st</sup> Half)

(Units:Millions of Yen)

	Term ended Sep. 2011		Term ended Sep. 2012		YoY Change	
	Amount	Ratio	Amount	Ratio	Amount	Ratio
<b>Sales</b>	<b>13,635</b>	<b>100.0%</b>	<b>13,724</b>	<b>100.0%</b>	<b>89</b>	<b>0.7%</b>
<b>Operating Profit</b>	<b>712</b>	<b>5.2%</b>	<b>897</b>	<b>6.5%</b>	<b>185</b>	<b>26.0%</b>
<b>Ordinary Profit</b>	<b>862</b>	<b>6.3%</b>	<b>1,225</b>	<b>8.9%</b>	<b>363</b>	<b>42.1%</b>
<b>Net Income</b>	<b>412</b>	<b>3.0%</b>	<b>554</b>	<b>4.0%</b>	<b>142</b>	<b>34.5%</b>

Including approximately 700 million Yen of SG&A expenses from goodwill amortization due to the merger of Koei and Tecmo etc.

# Major Titles and Events (FY2012 1<sup>st</sup> Half)



**DEAD OR ALIVE 5**

PS3/Xbox360

**DEAD OR ALIVE 5**

**580,000 Units**  
(Worldwide)



**Atelier Ayesha**  
黄昏の大地の錬金術士

PS3

**Atelier Ayesha**

**120,000 Units**  
(Japan)



**大航海時代2<sup>nd</sup>Age**  
Online  
ONLINE GAME

**Uncharted Waters  
Online 2nd Age**  
Implementation of  
large scale update



**100万人の  
遙かなる時空の中で**  
Tecmo Koei SOCIAL GAME  
**Over 750  
Million Users !**

Hyakuman nin no Musou OROCHI  
Hyakuman nin no NINJA GAIDEN  
Hyakuman nin no Haruka naru  
Toki no Naka de



**ネオロマンス フェスタ13**  
inviting 戦国無双

**Gust GARA**  
ガスト・ガラー

EVENT

**Neo Romance Event  
GUST GARA**  
**30,000  
Participants**

# Sales and Operating Profit by Business Segment (FY2012 1<sup>st</sup> Half)

## Term ended Sep.2012

(Units:Millions of Yen)

	Game Software	Online & Mobile	Media & Rights	Pachislot & Pachinko	Amusement Facilities	Others	Total	Corporate & Elimination	Consolidated Total
Sales	8,820	2,365	618	1,120	1,010	110	14,046	△321	13,724
Operating Profit	869	247	△87	335	120	15	1,501	△603	897

## Term ended Sep.2011

(Units:Millions of Yen)

	Game Software	Online & Mobile	Media & Rights	Pachislot & Pachinko	Amusement Facilities	Others	Total	Corporate & Elimination	Consolidated Total
Sales	8,906	2,835	509	563	952	116	13,884	△248	13,635
Operating Profit	514	524	△191	195	93	13	1,149	△436	712

# Net Sales by Region (FY2012 1<sup>st</sup> Half)

## Net Sales by Region

(Units:Millions of Yen)

Area	Term ended Sep. 2011		Term ended Sep. 2012		YoY Change	
	Amount	Ratio	Amount	Ratio	Amount	Ratio
Japan	11,815	86.7%	10,849	79.1%	△966	△8.2%
Overseas	1,820	13.3%	2,875	20.9%	1,055	58.0%
North America	831	6.1%	1,443	10.5%	612	73.6%
Europe	520	3.8%	909	6.6%	389	74.8%
Asia	469	3.4%	523	3.8%	54	11.5%
Grand Total	13,635	100.0%	13,724	100.0%	89	0.7%

# Sales Units by Region (FY2012 1<sup>st</sup> Half)

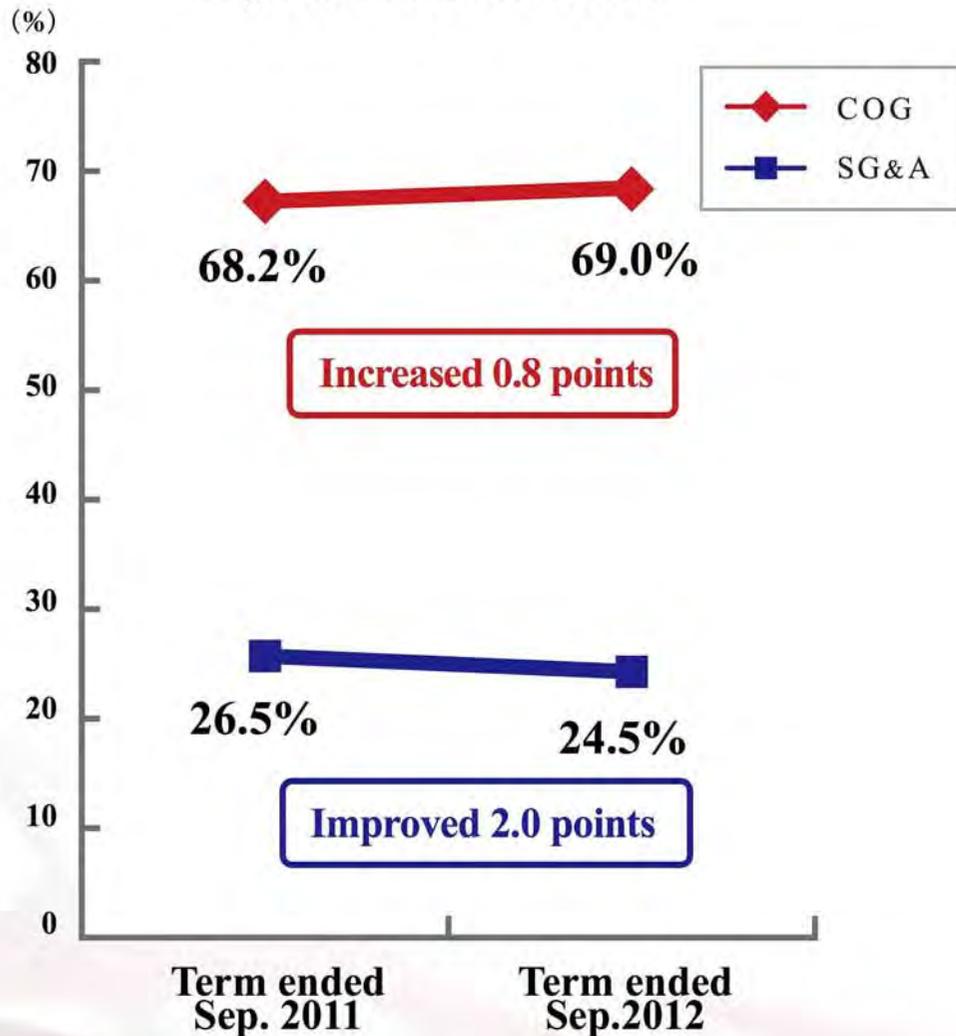
## Sales Units by Region

(Thousands of Units)

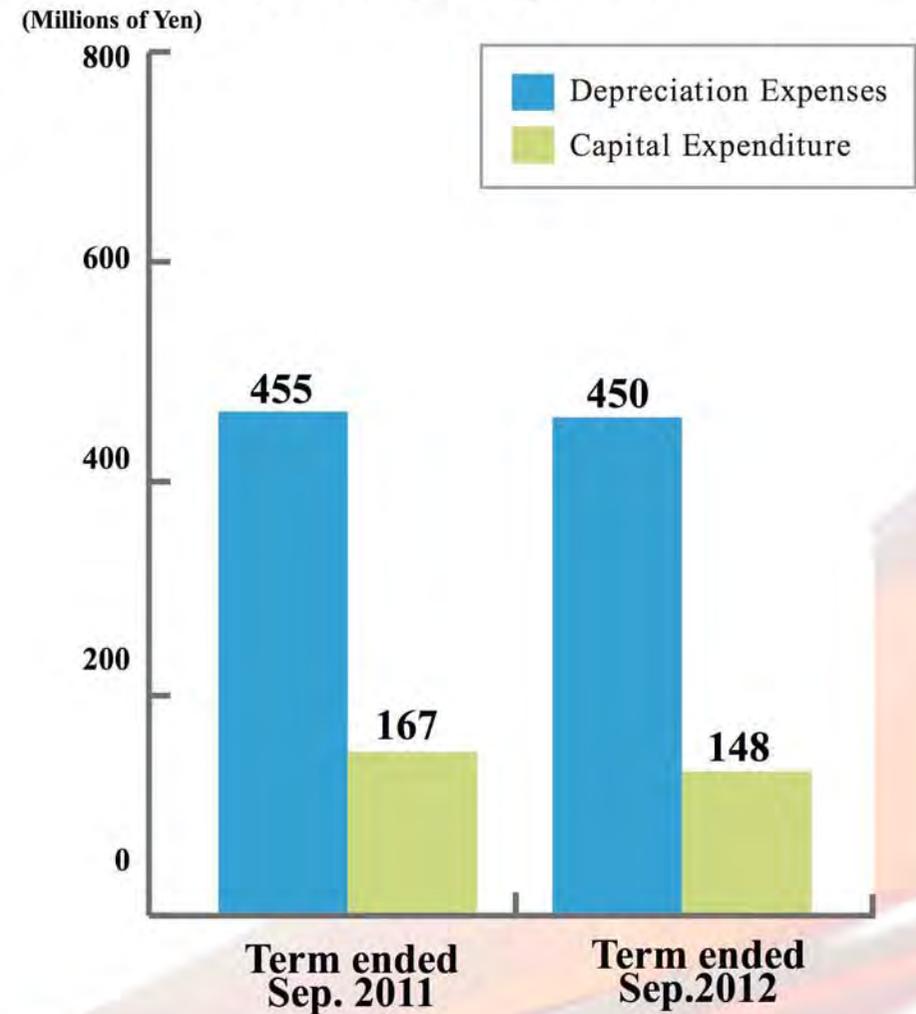
Area	Term ended Sep. 2011		Term ended Sep. 2012		YoY Change	
	Amount	Ratio	Amount	Ratio	Amount	Ratio
<b>Japan</b>	<b>1,610</b>	<b>68.2%</b>	<b>1,230</b>	<b>41.0%</b>	<b>△380</b>	<b>△23.6%</b>
<b>Overseas</b>	<b>750</b>	<b>31.8%</b>	<b>1,770</b>	<b>59.0%</b>	<b>1,020</b>	<b>136.0%</b>
<b>North America</b>	<b>280</b>	<b>11.9%</b>	<b>990</b>	<b>33.0%</b>	<b>710</b>	<b>253.6%</b>
<b>Europe</b>	<b>370</b>	<b>15.7%</b>	<b>500</b>	<b>16.7%</b>	<b>130</b>	<b>35.1%</b>
<b>Asia</b>	<b>100</b>	<b>4.2%</b>	<b>280</b>	<b>9.3%</b>	<b>180</b>	<b>180.0%</b>
<b>Grand Total</b>	<b>2,360</b>	<b>100.0%</b>	<b>3,000</b>	<b>100.0%</b>	<b>640</b>	<b>27.1%</b>

# Major Expenses, Capital Expenditure and Depreciation Expenses(FY2012 1<sup>st</sup> Half)

## Expenses to Sales Ratio



## Capital Expenditure and Depreciation Expenses



**TECMO KOEI HOLDINGS Co., LTD**  
**Consolidated Plan**  
**(Fiscal Year Ending March 31, 2013)**

# Financial Summary (Plan FY2012)

(Units:Millions of Yen)

	FY2011		FY2012(Plan)		YoY Change	
	Amount	Ratio	Amount	Ratio	Amount	Ratio
<b>Sales</b>	<b>35,525</b>	<b>100.0%</b>	<b>39,000</b>	<b>100.0%</b>	<b>3,475</b>	<b>9.8%</b>
<b>Operating Profit</b>	<b>5,758</b>	<b>16.2%</b>	<b>7,000</b>	<b>17.9%</b>	<b>1,242</b>	<b>21.6%</b>
<b>Ordinary Profit</b>	<b>7,472</b>	<b>21.0%</b>	<b>8,300</b>	<b>21.3%</b>	<b>828</b>	<b>11.1%</b>
<b>Net Income</b>	<b>4,640</b>	<b>13.1%</b>	<b>5,000</b>	<b>12.8%</b>	<b>360</b>	<b>7.7%</b>

Including approximately 1.4 billion Yen of SG&A expenses from goodwill amortization due to the merger of Koei and Tecmo etc.

# Sales and Operating Profit by Business Segment (Plan FY2012)

## FY2012(Plan)

(Units:Millions of Yen)

	Game Software	Online & Mobile	Media & Rights	Pachislot & Pachinko	Amusement Facilities	Others	Total	Corporate & Elimination	Consolidated Total
Sales	26,000	6,750	2,400	1,900	1,900	250	39,200	△200	39,000
Operating Profit	5,700	1,400	350	600	170	80	8,300	△1,300	7,000

## FY2011

(Units:Millions of Yen)

	Game Software	Online & Mobile	Media & Rights	Pachislot & Pachinko	Amusement Facilities	Others	Total	Corporate & Elimination	Consolidated Total
Sales	24,883	5,635	1,838	1,701	1,887	216	36,162	△637	35,525
Operating Profit	4,797	1,034	157	551	128	13	6,683	△925	5,758

Publishing business was included in “Game Software” in FY2011, whereas it is included in “Media & Rights” segment in FY2012.

# Net Sales by Region (Plan FY2012)

## Net Sales by Region

(Units:Millions of Yen)

Area	FY2011		FY2012		YoY Change	
	Amount	Ratio	Amount	Ratio	Amount	Ratio
<b>Japan</b>	<b>29,918</b>	<b>84.2%</b>	<b>32,200</b>	<b>82.6%</b>	<b>2,282</b>	<b>7.6%</b>
<b>Overseas</b>	<b>5,606</b>	<b>15.8%</b>	<b>6,800</b>	<b>17.4%</b>	<b>1,194</b>	<b>21.3%</b>
<b>North America</b>	<b>2,784</b>	<b>7.8%</b>	<b>3,400</b>	<b>8.7%</b>	<b>616</b>	<b>22.1%</b>
<b>Europe</b>	<b>1,356</b>	<b>3.8%</b>	<b>1,900</b>	<b>4.9%</b>	<b>544</b>	<b>40.1%</b>
<b>Asia</b>	<b>1,466</b>	<b>4.1%</b>	<b>1,500</b>	<b>3.8%</b>	<b>34</b>	<b>2.3%</b>
<b>Grand Total</b>	<b>35,525</b>	<b>100.0%</b>	<b>39,000</b>	<b>100.0%</b>	<b>3,475</b>	<b>9.8%</b>

# Sales Units by Region (Plan FY2012)

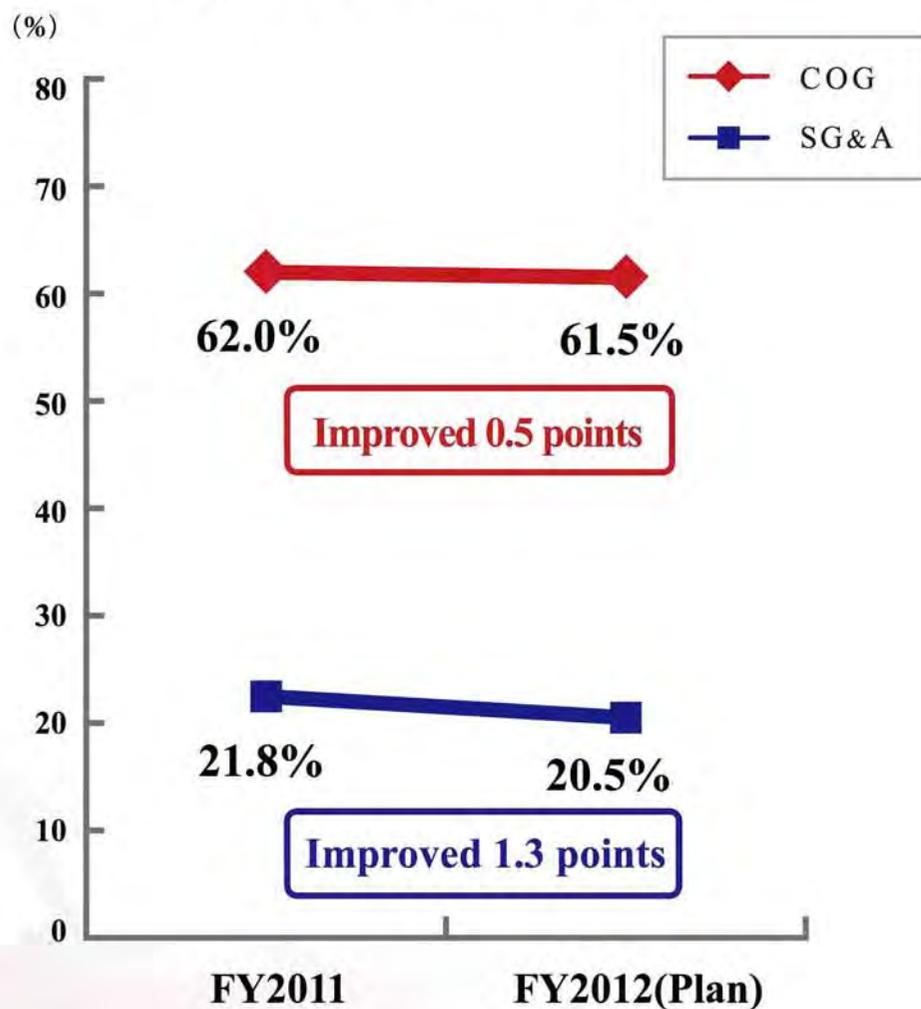
## Sales Units by Region

(Thousands of Units)

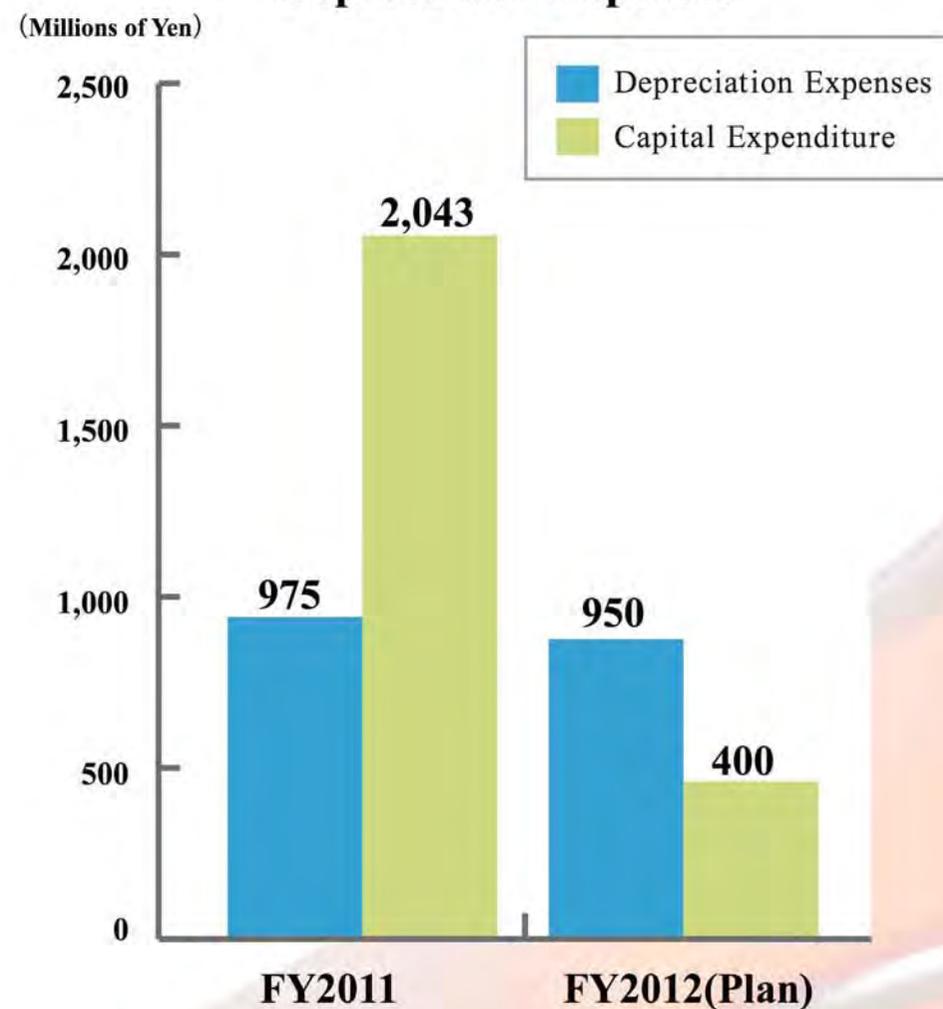
Area	FY2011		FY2012		YoY Change	
	Amount	Ratio	Amount	Ratio	Amount	Ratio
Japan	4,100	66.9%	3,950	60.8%	△150	△3.7%
Overseas	2,030	33.1%	2,550	39.2%	520	25.6%
North America	950	15.5%	1,250	19.2%	300	31.6%
Europe	730	11.9%	950	14.6%	220	30.1%
Asia	350	5.7%	350	5.4%	0	0.0%
Grand Total	6,130	100.0%	6,500	100.0%	370	6.0%

# Major Expenses, Capital Expenditure and Depreciation Expenses(Plan FY2012)

## Expenses to Sales Ratio



## Capital Expenditure & Depreciation Expenses

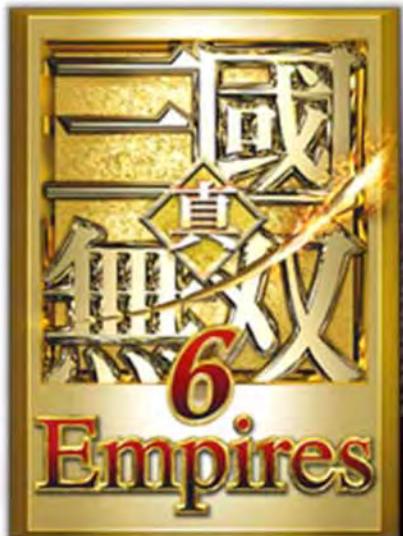


# **Management Policy and Future Business Deployment**

## **Achieving further Growth and Profitability**

# Plan to realize growth

- ① Extension of series titles and challenge new title
- ② Expansion of collaboration business
- ③ Support for new platform



① Extension of series titles and challenge new title

# DEAD OR ALIVE 5



## ① Extension of series titles and challenge new title



討鬼伝  
TOUKIDEN

- Original new title from ω-force, developers of the Dynasty Warriors series
- Scheduled for release in 2013 for PS Vita and PSP

# ① Extension of series titles and challenge new title

## 下天の華

- “Geten no Hana”  
Original new title from Ruby Party, developers of the Neoromance series
- Scheduled for release in 2013 for PSP  
(※English name is tentative.)



## ②Expansion of collaboration business



- “Fist of the North Star:Ken’s Rage 2”  
Following a 3 year wait,a sequel to the popular collaborative title
- PS3/Xbox 360/Wii U



## ②Expansion of collaboration business

# YAYIBA

## NINJA GAIDEN Z

- Collaboration between Keiji Inafune and Team NINJA

### ③Support for new platform

#### 4 titles announced for Wii U (2 to be Wii U launch titles)

- NINJA GAIDEN 3: Razor's Edge (Dec.8)
- WARRIORS OROCHI 3 Hyper (Dec.8)
- Romance of the Three Kingdoms 12 (Dec.13)
- Fist of the North Star: Ken's Rage 2 (2013 Spring)

(※Japan schedule quoted. English name is tentative.)

#### PSVita

- Nobunaga's Ambition Tendou with Power Up Kit(Sep.27)
- Atelier Totori Plus ~The Aventure of Arland~ (Nov.29)
- NINJA GAIDEN Σ2 PLUS (2013)
- TOUKIDEN (2013)

(※Japan schedule quoted. English name is tentative.)



# Plan to realize profitability

- ① Maximize profitability through the selection of and focus on each business area
- ② Expansion of new business and strengthen synergy
- ③ Further cost reductions



ah-oh-cyon wei-bu jin ih-sa-fa-re, kren-che-ne su wa-sen to-fen nyu-mu, ah-oh-cyon-ny gi-yu-nyu-ne yan-du chei-ryei, ah-nyen ah-ch-ryei.  
kub-mu, kiu wa-fen-eg ro wa-fen-du xi-te-i ro-fan ihf ihf jounn figh.  
koh che-ein dou-ro wa-fen-er koo-ja-i mou-che-du tyu-ryei, kiu wa-fen-er yan-du ah-cheh-dit ro-fan-nyo-wo-fen jodu shu-ki-i.

# ① Maximize profitability through the selection of and focus on each business area

## Social games

- Focus on high profitability projects, such as “Hyakuman nin no Nobunaga no Yabou” and “Hyakuman nin no Winning Post”
- Review low profitability projects and discontinue some titles
  - ➔ Shift resources to high profitability areas in order to secure stable profit



100万人の  
信長の野望



## ② Expansion of new business and strengthen synergy

- **Strengthen download business**

Sales of downloadable content, including “NINJA GAIDEN 3”, 300 million yen



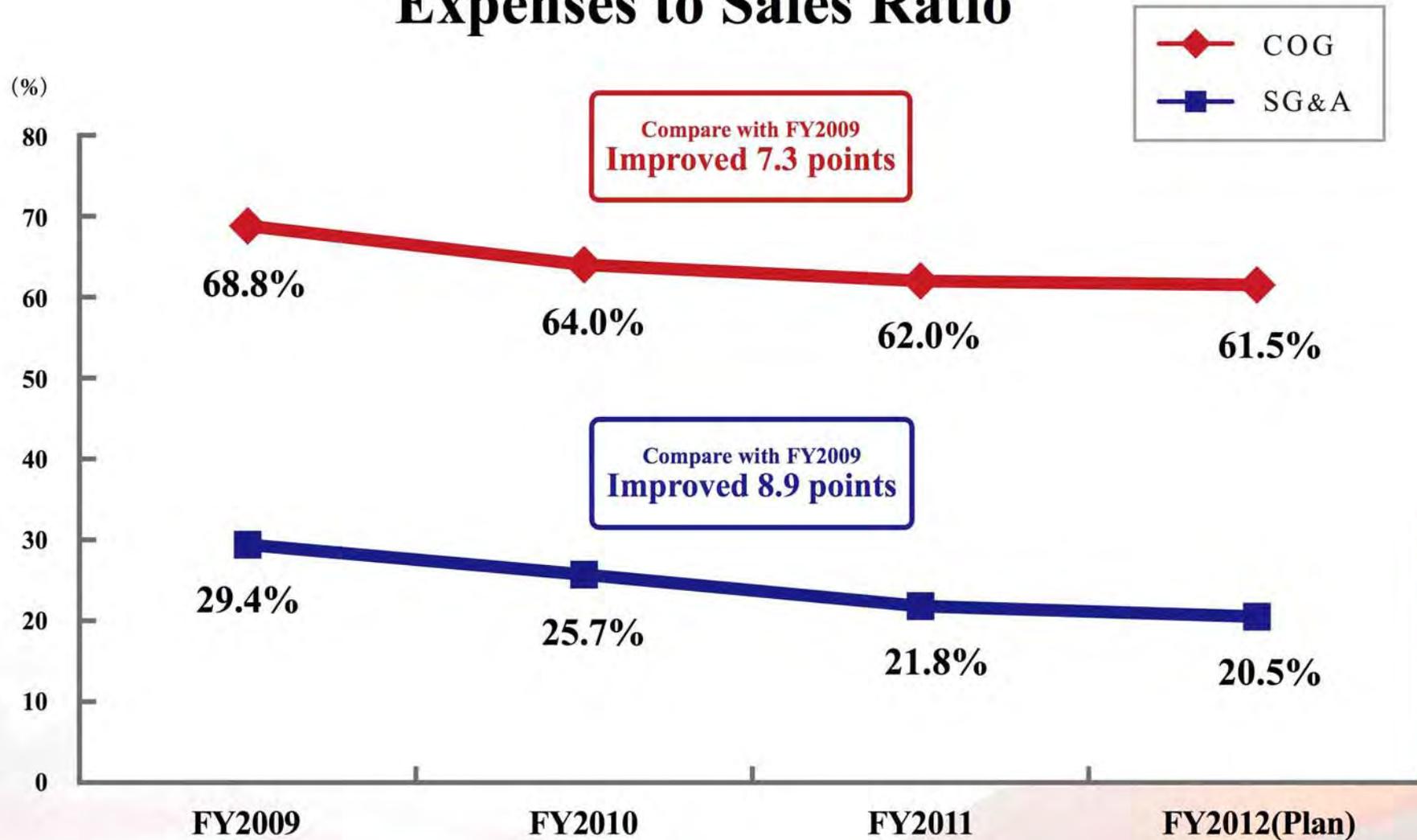
- **Synergy with Gust**

Held first official Gust event, “Gust Gara~Atelier Series & Ciel nosurge”



### ③ Further cost reductions

## Expenses to Sales Ratio



# Expansion of social games

- **New dimensions on smartphone**  
**Shin Sangoku Musou SLASH**  
**Hyakuman nin no NINJA GAIDEN**  
(\*English name is tentative.)



真三國無双  
SLASH



100万人の  
NINJA  
GAIDEN

# Expansion of social games

- Collaborations also in social games  
“Hyakuman nin no Musou OROCHI” : Over 100,000 users in 3 weeks after launched!  
gumi Inc. participates in development!  
New collaborative title planned for release!



# Expansion of social games

- **Global expansion of social games**

North America : “SAMURAI CATS”

(Japanese name “Nobunyaga no Yabou”)  
(Launch Oct.2012)

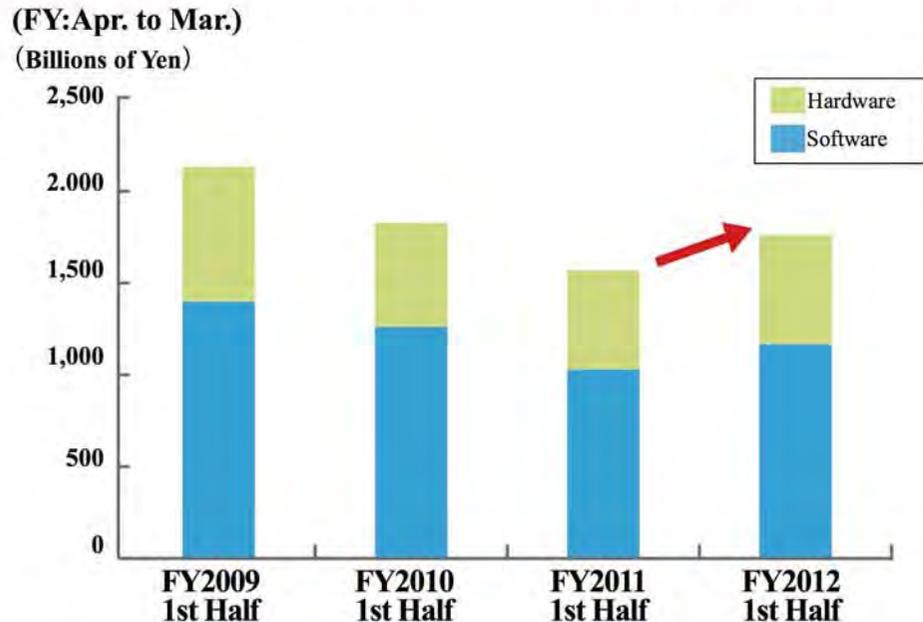
Taiwan : “百萬人的三國志 Special”

(Japanese name “Hyakuman nin no Sangokushi Special”)  
(Launch Nov.2012)



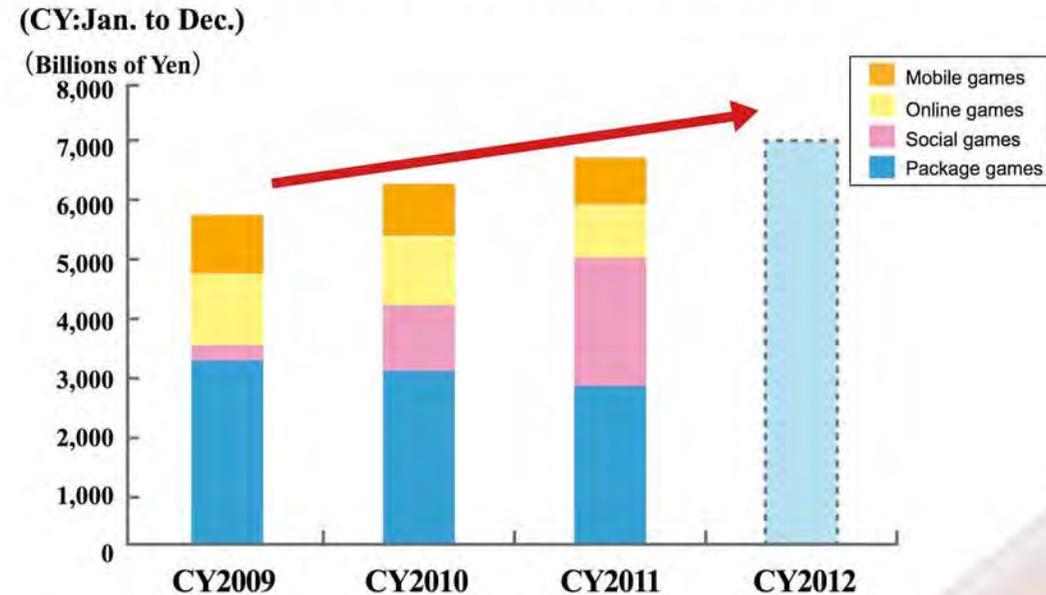
# Market on an upturn! Realize further growth!

## Home video games market in Japan



(Source:f-ism)

## Game content market in Japan



(Source:FAMITSU GAME HAKUSHO)

- For the first time in 5 years, Japanese market in first half of FY2012 up on previous year(+10.7%)
- Broad game content market including online games and social games keep expanding



**Achieve further growth, centering on upturn in Japanese market!  
Even in online games and social games, conforming with market trend!**

# Promote business expansion based on strong IP!

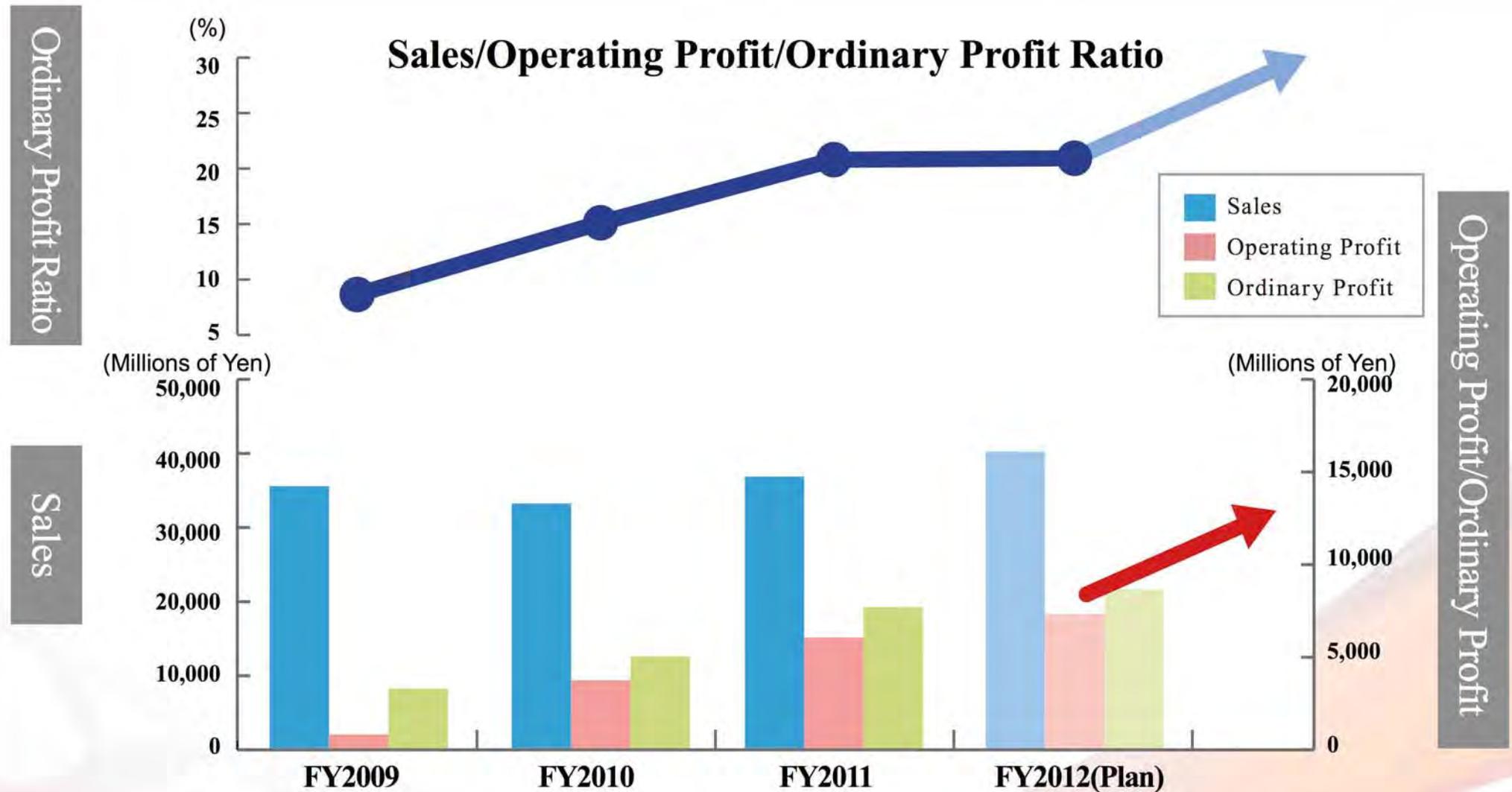


1983

2013

- Next year “Nobunaga’s Ambition” is 30th anniversary
- Back to basics, growing the business by utilizing strong IP!

# Toward high growth and profitability



**Aim to promptly achieving higher growth and profitability  
- an ordinary profit ratio of over 30%**



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 no guarantee of future performance.