

TECMO KOEI HOLDINGS CO., LTD.

## Fiscal Year Ended March 2013 Financial Results

### Financial Summary (FY2012)

### Profit increase for the third consecutive year. Achieving the highest profit ever!

(Units: Millions of Yen)

	FY2011		FY20	12	YoY Change		
	Amount	Ratio	Amount	Ratio	Amount	Ratio	
Sales	35,525	100.0%	34,639	100.0%	<b>A</b> 886	$\triangle 2.5\%$	
Operating Profit	5,758	16.2%	6,208	17.9%	450	7.8%	
Ordinary Profit	7,472	21.0%	8,835	25.5%	1,363	18.2%	
Net Income	4,640	13.1%	5,656	16.3%	1,016	21.9%	

Includes approximately 1.4 billion Yen of SG&A expenses from goodwill amortization.

### Major Titles and Events (FY2012)











PS3/PS Vita

ONE PIECE:

PIRATE WARRIORS 2

**DYNASTY WARRIORS 8** 

PS3

PS3/Xbox 360/Wii U

Fist of the North Star: Shin Sangoku Musou SLASH Ken's Rage 2 Hyakuman nin no Winning Post Special

450,000 Units /Worldwide

AKB48 no Yabou

Neo Romance Event

80,000 Participants

**EVENT** 

400,000 Units /Japan

English name is tentative

開発:㈱コーエーテクモゲームス 発売元:(株)バンダイナムコゲームス

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

### FY2012

(Units: Millions of Yen)

	Game Software	Online & Mobile	Media & Rights	Pachislot & Pachinko	Amusement Facilities	Others	Total	Corporate & Elimination	Consolidated Total
Sales	23,718	5,480	1,741	2,195	1,932	234	35,303	Δ664	34,639
Operating Profit	6,229	549	Δ17	642	157	52	7,614	Δ1,405	6,208

### 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	4,905	1,097	164	558	133	13	6,873	Δ1,115	5,758

<sup>\*</sup>Changed a portion of our management accounting system in FY2012, the segment information of FY2011 is described based on the new standard.

### Net Sales by Region (FY2012)

(Units: Millions of Yen)

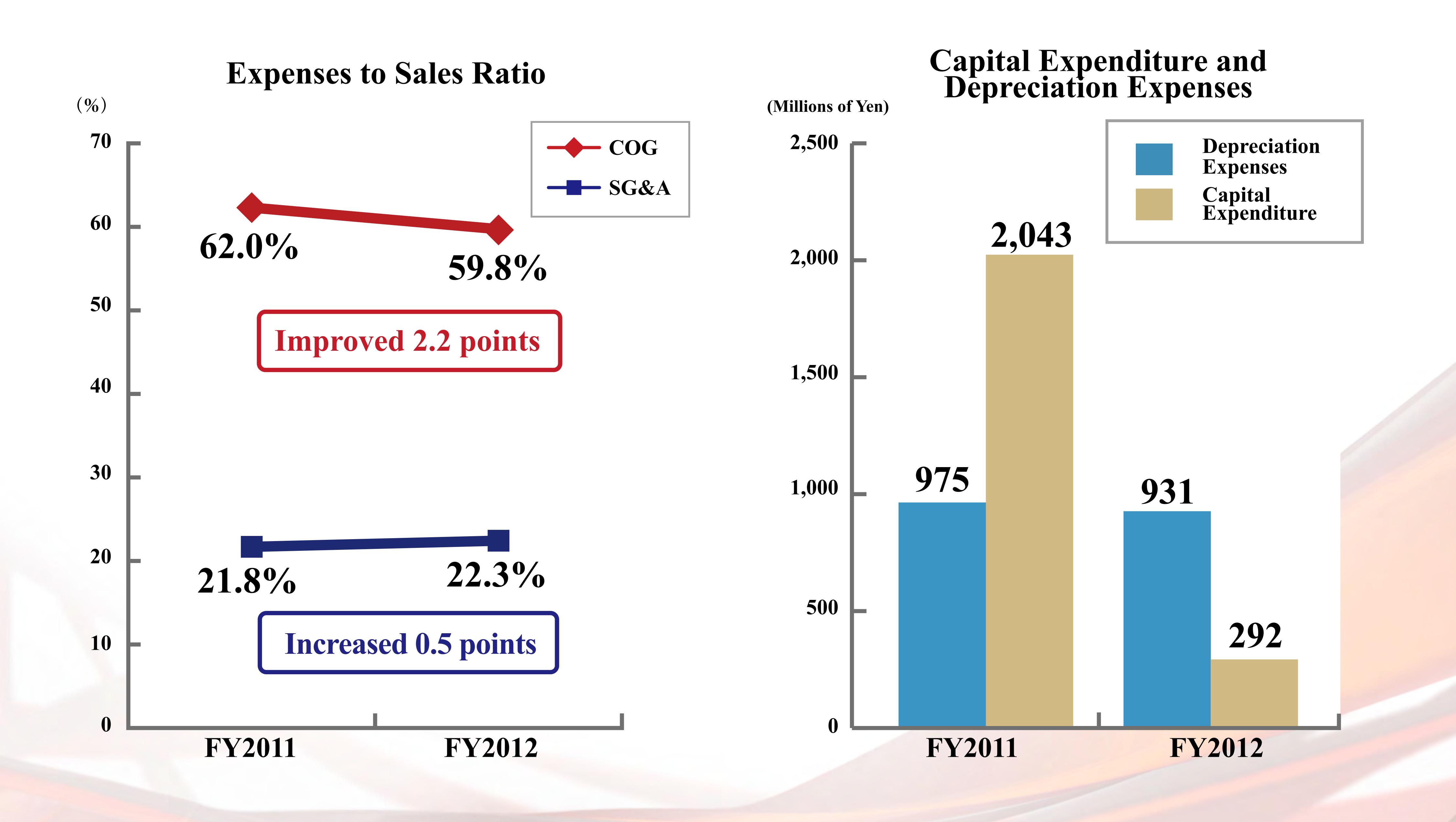
	FY201	1	FY20	12	YoY Change		
Area	Amount	Ratio	Amount	Ratio	Amount	Ratio	
Japan	29,918	84.2%	28,942	83.6%	<b>Δ976</b>	△3.3%	
Overseas	5,606	15.8%	5,697	16.4%	91	1.6%	
North America	2,784	7.8%	2,585	7.5%	<u>~199</u>	<b>△</b> 7.1%₀	
Europe	1,356	3.8%	1,664	4.8%	308	22.7%	
Asia	1,466	4.1%	1,448	4.2%	<u>A</u> 18	Δ1.2% <sub>0</sub>	
Grand Total	35,525	100.0%	34,639	100.0%	<b>A</b> 886	△2.5%	

### Sales Units by Region (FY2012)

#### (Thousands of Units)

	FY201	1	FY20	12	YoY Change		
Area	Units	Ratio	Units	Ratio	Units	Ratio	
Japan	4,100	66.9%	3,595	54.6%	<b>505</b>	△12.3%	
Overseas	2,030	33.1%	2,990	45.4%	960	47.3%	
North America	950	15.5%	1,635	24.8%	685	72.1%	
Europe	730	11.9%	860	13.1%	130	17.8%	
Asia	350	5.7%	495	7.5%	145	41.4%	
Grand Total	6,130	100.0%	6,585	100.0%	455	7.4%	

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



# TECMO KOEI HOLDINGS CO.,LTD. Consolidated Plan (Fiscal Year Ending March 31, 2014)

### Financial Summary (Plan FY2013)

(Units: Millions of Yen)

	FY2	012	FY201	3(Plan)	YoY Change	
	Amount	Ratio	Amout	Ratio	Amount	Ratio
Sales	34,639	100.0%	37,000	100.0%	2,361	6.8%
Operating Profit	6,208	17.9%	7,000	18.9%	792	12.8%
Ordinary Profit	8,835	25.5%	9,000	24.3%	165	1.9%
Net Income	5,656	16.3%	5,700	15.4%	44	0.8%

Includes approximately 1.2 billion Yen of SG&A expenses from goodwill amortization.

### Sales and Operating Profit by Business Segment (Plan FY2013)

### FY2013(Plan)

(Units: Millions of Yen)

	Game Software	Online & Mobile	Media & Rights	Pachislot & Pachinko	Amusement Facilities	Others	Total	Corporate & Elimination	Consolidated Total
Sales	25,000	6,000	2,200	2,300	1,850	150	37,500	Δ500	37,000
Operating Profit	5,800	1,100	300	700	160	40	8,100	Δ1,100	7,000

### FY2012

(Units: Millions of Yen)

	Game Software	Online & Mobile	Media & Rights	Pachislot & Pachinko	Amusement Facilities	Others	Total	Corporate & Elimination	Consolidated Total
Sales	23,718	5,480	1,741	2,195	1,932	234	35,303	Δ664	34,639
Operating Profit	6,229	549	<u></u> 17	642	157	<b>52</b>	7,614	Δ1,405	6,208

### Net Sales by Region (Plan FY2013)

(Units: Millions of Yen)

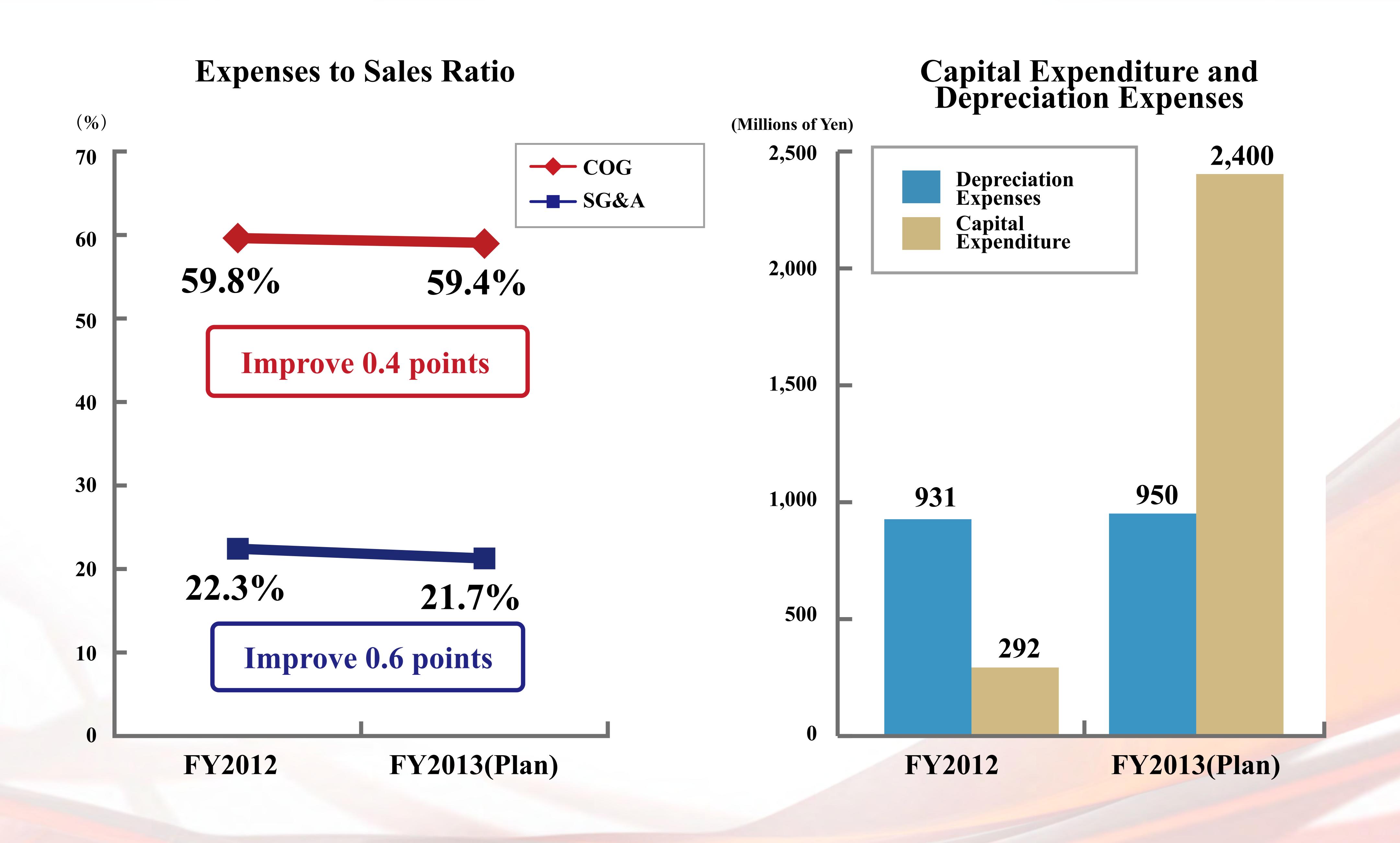
	FY201	12	FY2013(	Plan)	YoY Change		
Area	Amount	Ratio	Amount	Ratio	Amount	Ratio	
Japan	28,942	83.6%	31,450	85.0%	2,508	8.7%	
Overseas	5,697	16.4%	5,550	15.0%	<b>\( \lambda \)</b> 147	△2.6%	
North America	2,585	7.5%	2,100	5.7%	<b>A</b> 485	Δ18.8%	
Europe	1,664	4.8%	1,650	4.5%	<u> 14</u>	$\Delta 0.8\%$	
Asia	1,448	4.2%	1,800	4.9%	352	24.3%	
Grand Total	34,639	100.0%	37,000	100.0%	2,361	6.8%	

### Sales Units by Region (Plan FY2013)

#### (Thousands of Units)

	FY201	12	FY2013(	Plan)	YoY Change		
Area	Units	Ratio	Units	Ratio	Units	Ratio	
Japan	3,595	54.6%	4,200	66.7%	605	16.8%	
Overseas	2,990	45.4%	2,100	33.3%	<b>A</b> 890	<b>\( \( \) 29.8\/o</b>	
North America	1,635	24.8%	920	14.6%	<u></u> \$\triangle 715	△43.7%	
Europe	860	13.1%	750	11.9%	<u> </u>	Δ12.8%	
Asia	495	7.5%	430	6.8%	Δ65	Δ13.1% <sub>0</sub>	
Grand Total	6,585	100.0%	6,300	100.0%	<b>A</b> 285	△4.3%	

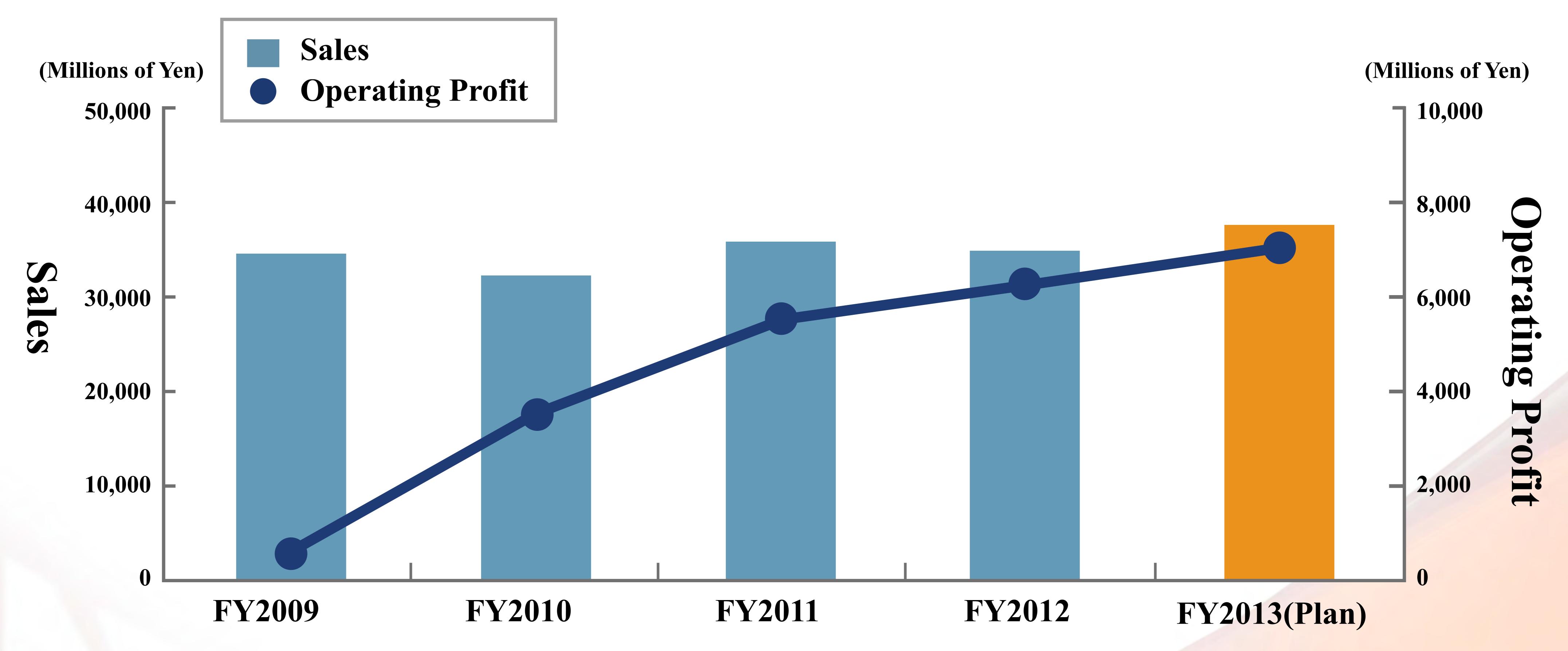
### Major Expenses, Capital Expenditure and Depreciation Expenses (Plan FY2013)



### Tecmo Koei Group Management Policy & Strategy

### Profit increase for the third consecutive year. Achieving the highest profit ever!

### Sales/Operating Profit

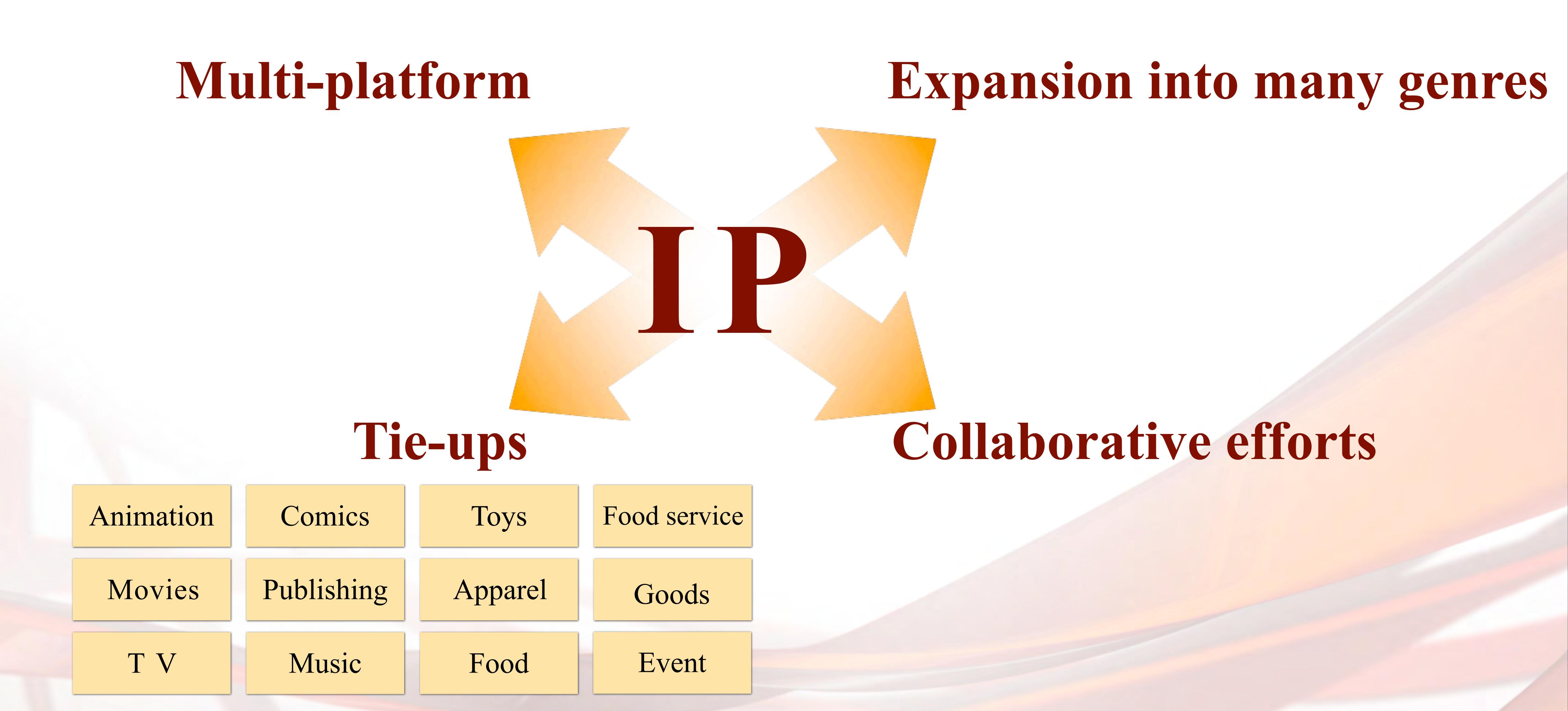


- The profitability of Game software business improved greatly
- •Issue for the future include rebuilding Online & Mobile and Media & Rights business

### Management Policy FY2013

### IP Creation and Expansion

In order to achieve growth and profitability, aim for integrated progress focused on IP through the creation of new IP and expansion into multi areas.



### IP Creation





Scheduled for release on 27 June 2013<sub>\*</sub>







PS3

#### YAIBA: NINJA GAIDEN Z

Scheduled for release on FY2013

#### Atelier Escha & Logy Scheduled for release

on 27 June 2013\*

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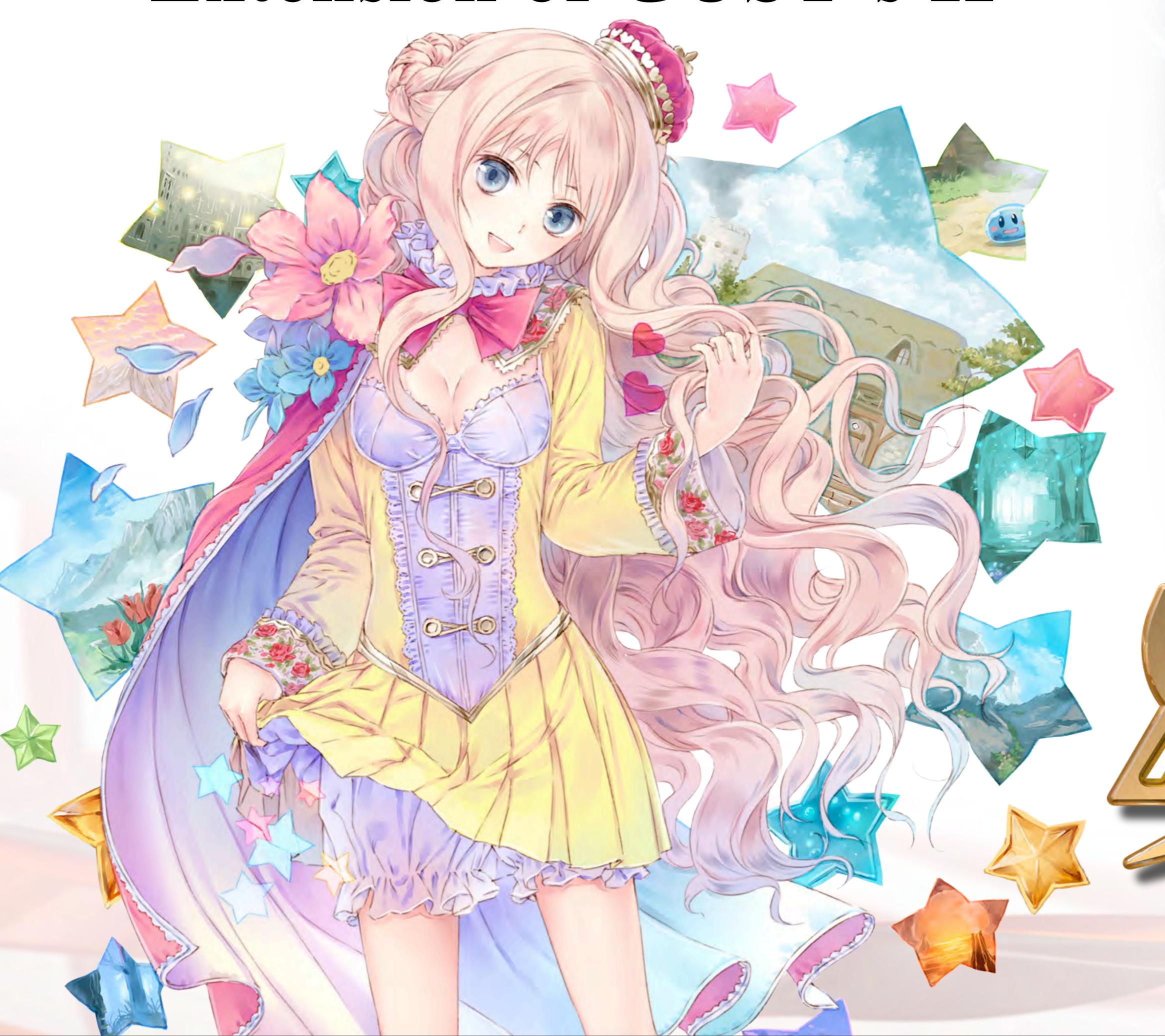
### IP Expansion



### IP Expansion

• "Nobunaga's Ambition" 30th Anniversary

• Extension of GUST's IP



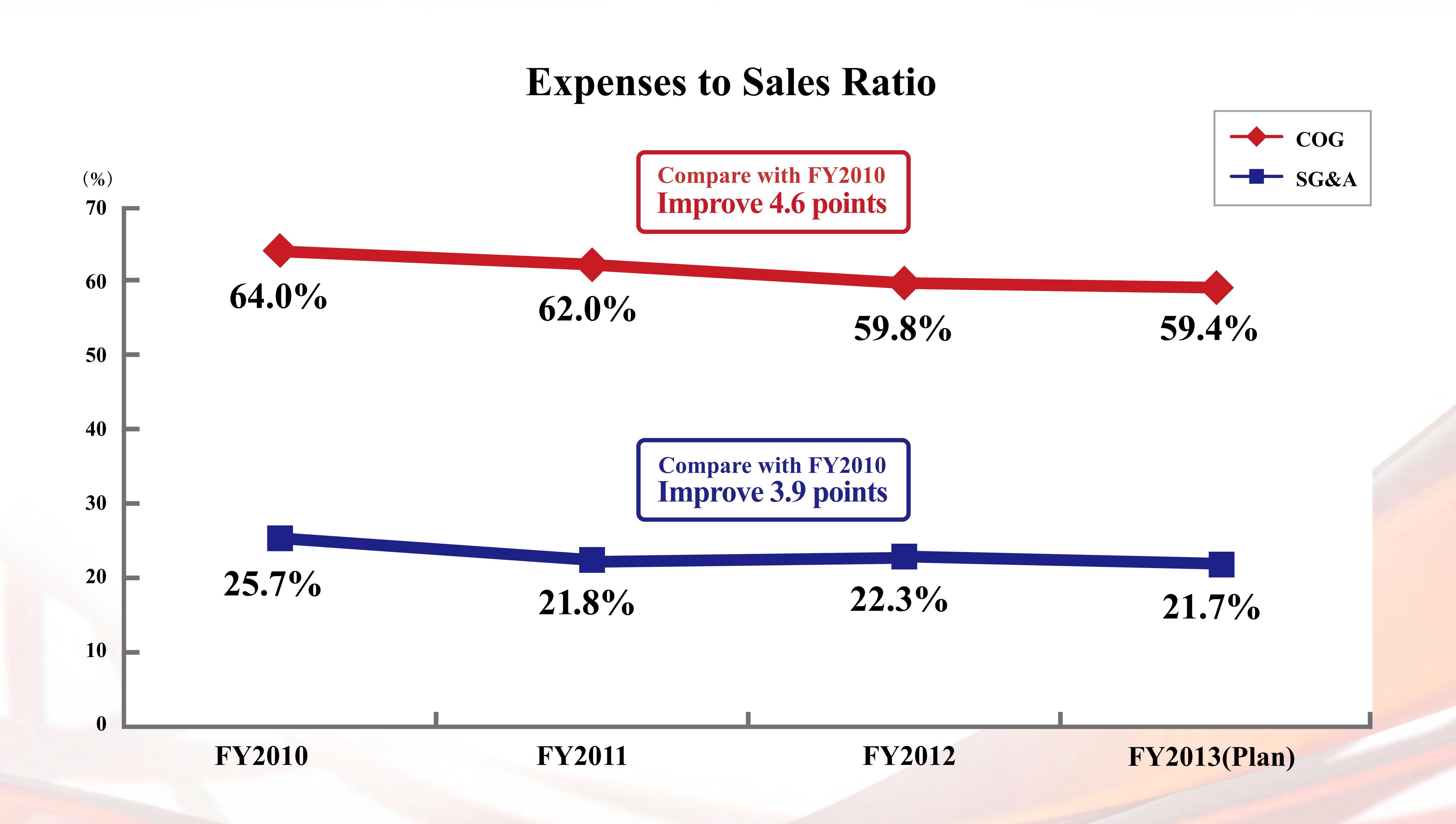


### Achieving growth and profitability

- Extension of series tiles and collaborative titles
- Support new platform (Wii U / PS4)

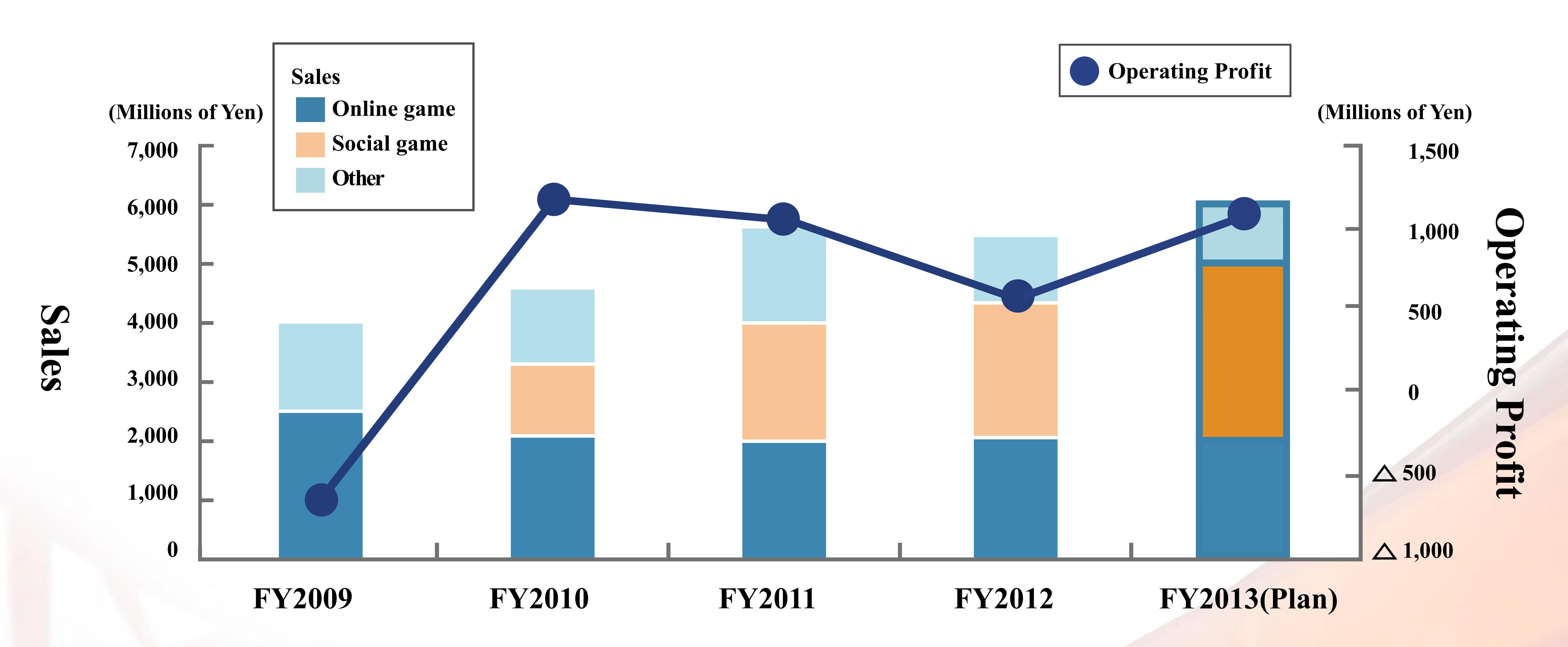


### Cost reduction/Bussines efficiency



### Current situation and future direction of Online & Mobile business

#### Sales/Operating Profit of Online & Mobile



Online Games: Steady progress

Social Games: Maintain growth

Application for feature phones: Downturn

### Online & Mobile business: Future direction

• Make collaborative titles also in social games "AKB48 no Yabou"

• Strengthen smart phone business Social games/Native applications

• Expansion of browser games ©AKS / ©TECMO KOELGAMES CO., LTD. All rights reserved.

### Online & Mobile business: Future direction

### Rebuilding of social game structure

- Concentrate resources to more profitable projects
- Overseas expansion: Focus on the Asian market
  - Restructure strategy for the European and American markets
  - China: Reattempt to achieve success with browser games Online games are in good demand "Samurai Cats" "Uncharted Waters Online"

• Taiwan: Titles such as "Samurai Cats" have brought great success



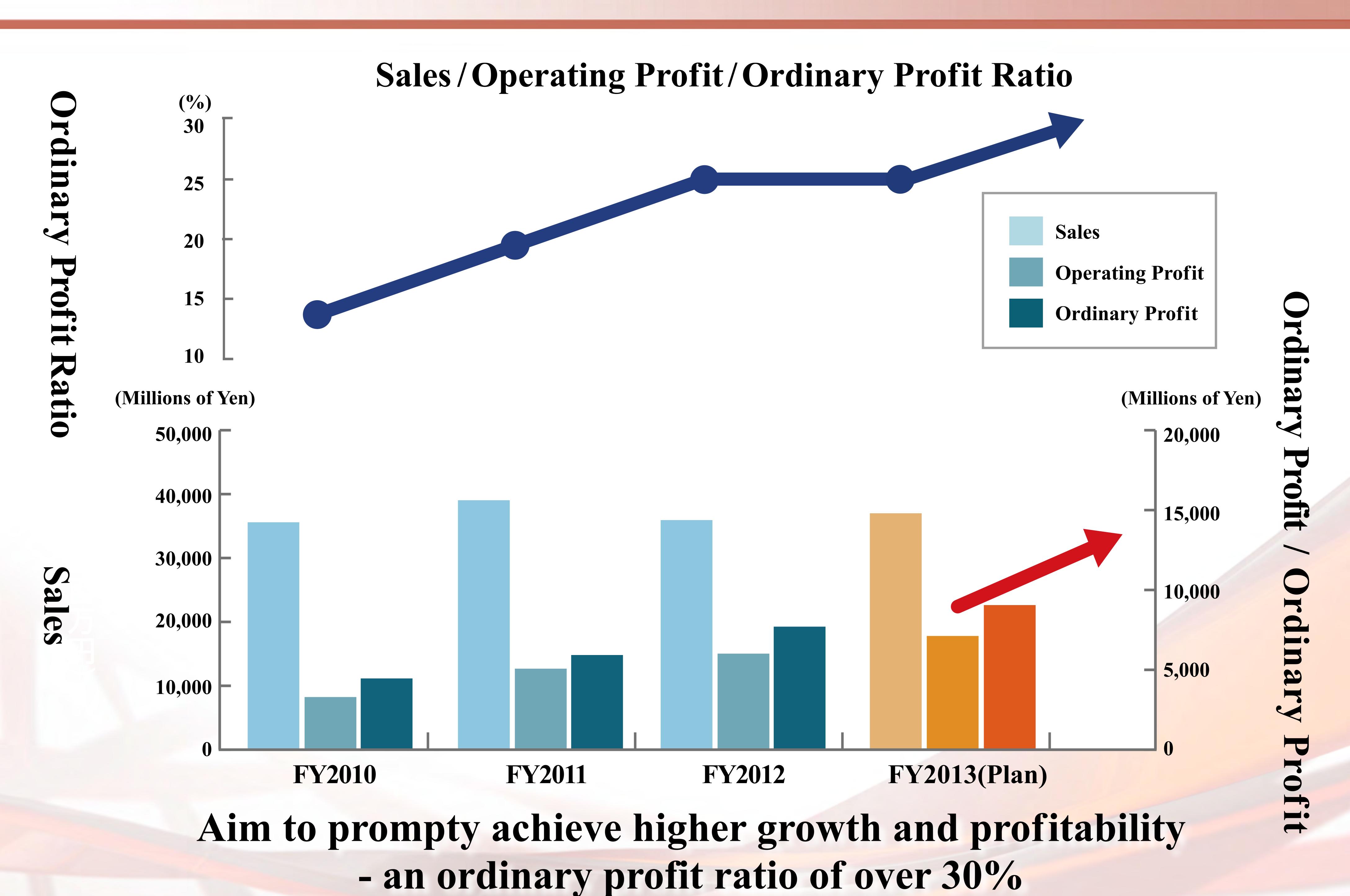
### Media & Rights business: Future direction

### Expand market share for titles aimed at women

- Neo Romance IP
   Development of "Geten no Hana"
   "Kin iro no Koruda" 10th Anniversary
- Game software development Creation of new IP Strengthen the earing power of social games



### Toward high growth and profitability





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.