



TECMO KOEI HOLDINGS CO., LTD.

**Fiscal Year Ending March 2014
1st Half Financial Results**

Financial Summary (FY2013 1st Half)

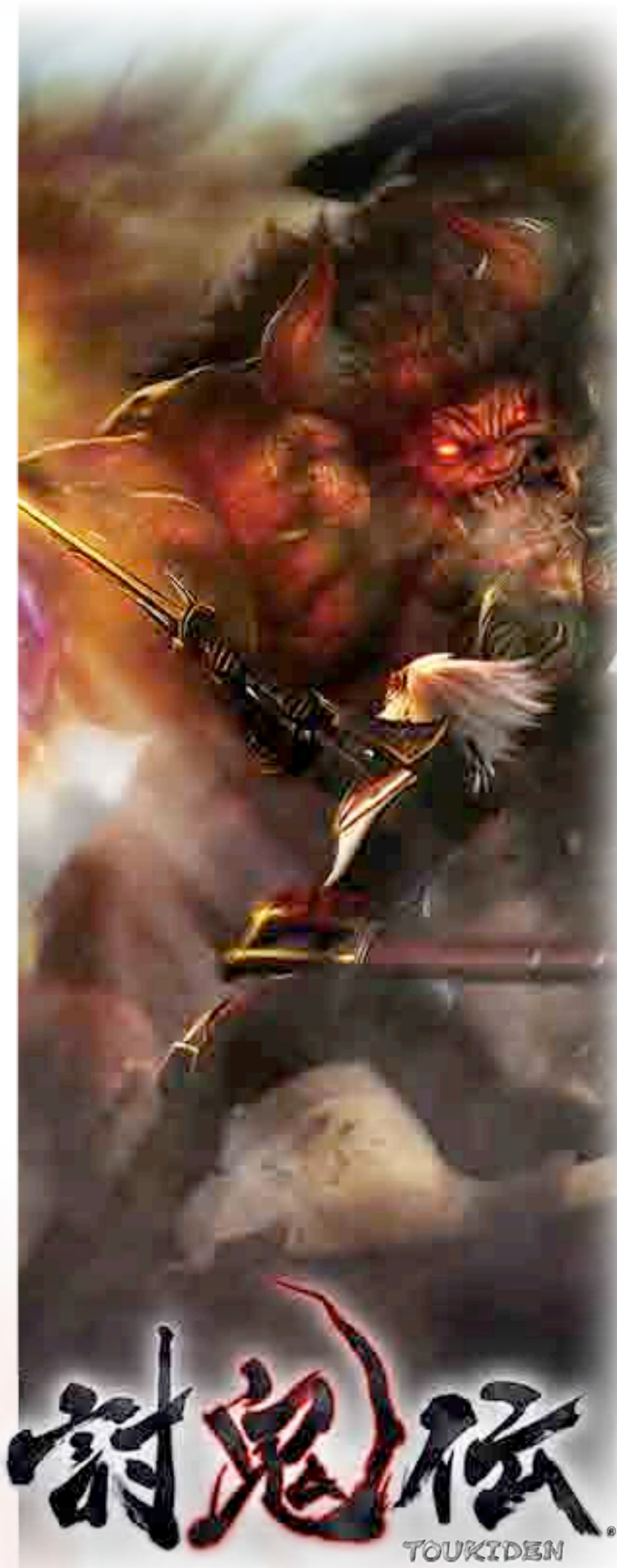
**Sales and profit increased for the third consecutive year!
Achieve an all-time high financial results for the first half!!**

(Units: Millions of Yen)

	Term ended Sep. 2012		Term ended Sep. 2013		YoY Change	
	Amount	Ratio	Amount	Ratio	Amount	Ratio
Sales	13,724	100.0%	15,459	100.0%	1,735	12.6%
Operating Profit	897	6.5%	1,650	10.7%	753	83.8%
Ordinary Profit	1,225	8.9%	3,845	24.9%	2,620	213.9%
Net Income	554	4.0%	2,382	15.4%	1,828	329.6%

Includes approximately 650 million Yen of SG&A expenses from goodwill amortization.

Major Titles and Events (FY2013 1st Half)



PS Vita/PSP

**Toukiden:
The Age of Demons**

470,000 Units
/Japan / Aisa



PS3/Xbox 360

**DEAD OR ALIVE 5
Ultimate**

140,000 Units
/Worldwide



PS3

**Atelier Escha & Logy
~Alchemists of the Dusk Sky~**

100,000 Units
/Japan



App Store
Google Play
Ranked No.1
among
Free Apps!!



Tecmo Koei
Online Game/Social Game
Over **25 Million Users**

LINE dellooone
Hyakuman nin no
Hokuto Musou

Nobunaga no Yabou Online **40,000 Participants**
*English name is tentative



EVENT

Sales and Operating Profit by Business Segment (FY2013 1st Half)

Term ended Sep. 2013

(Units:Millions of Yen)

	Game Software	Online & Mobile	Media & Rights	Pachislot & Pachinko	Amusement Facilities	Others	Total	Corporate & Elimination	Consolidated Total
Sales	9,773	3,025	820	1,070	924	199	15,813	△ 354	15,459
Operating Profit	1,243	455	36	439	60	62	2,298	△ 648	1,650

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	925	281	△ 83	338	123	15	1,600	△ 702	897

Net Sales by Region (FY2013 1st Half)

(Units:Millions of Yen)

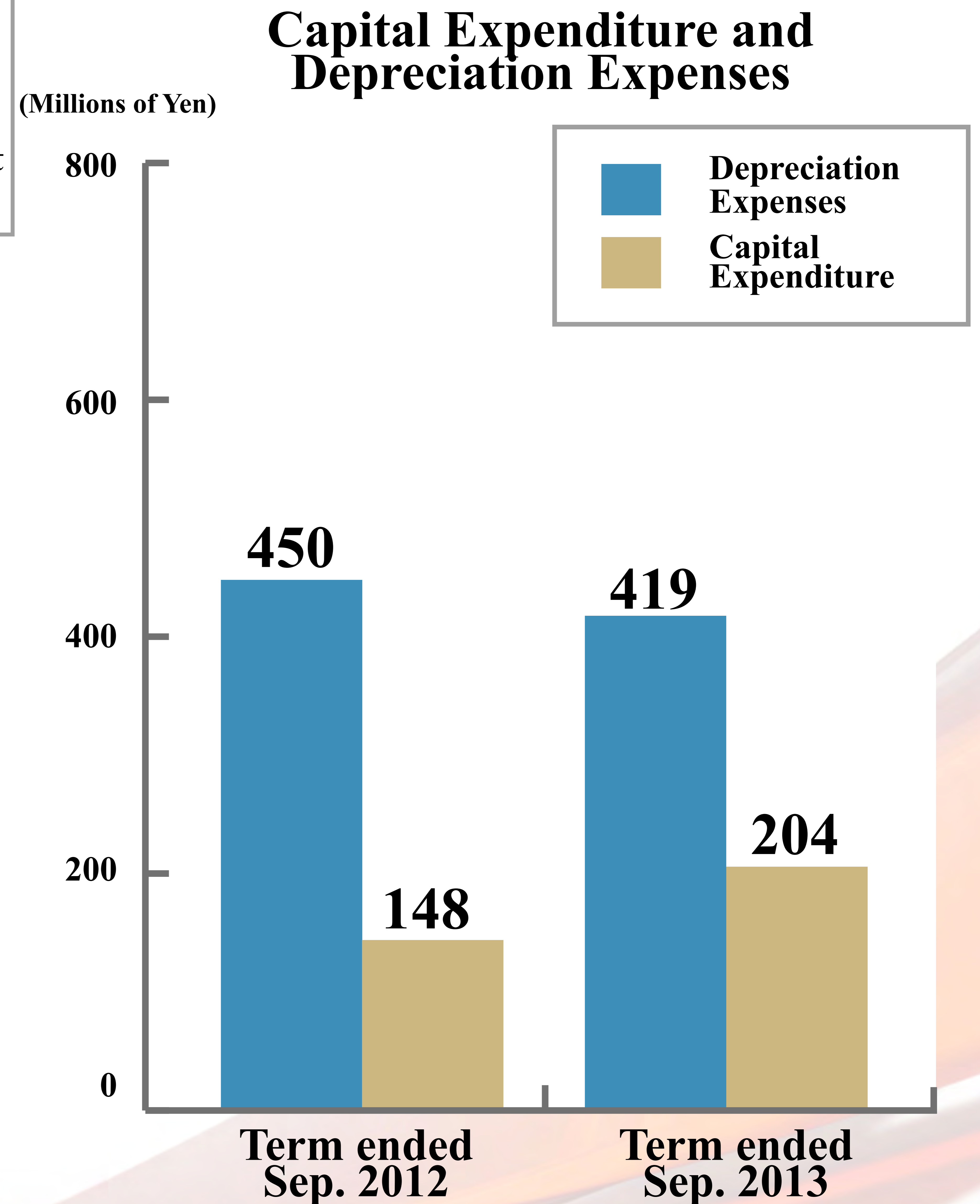
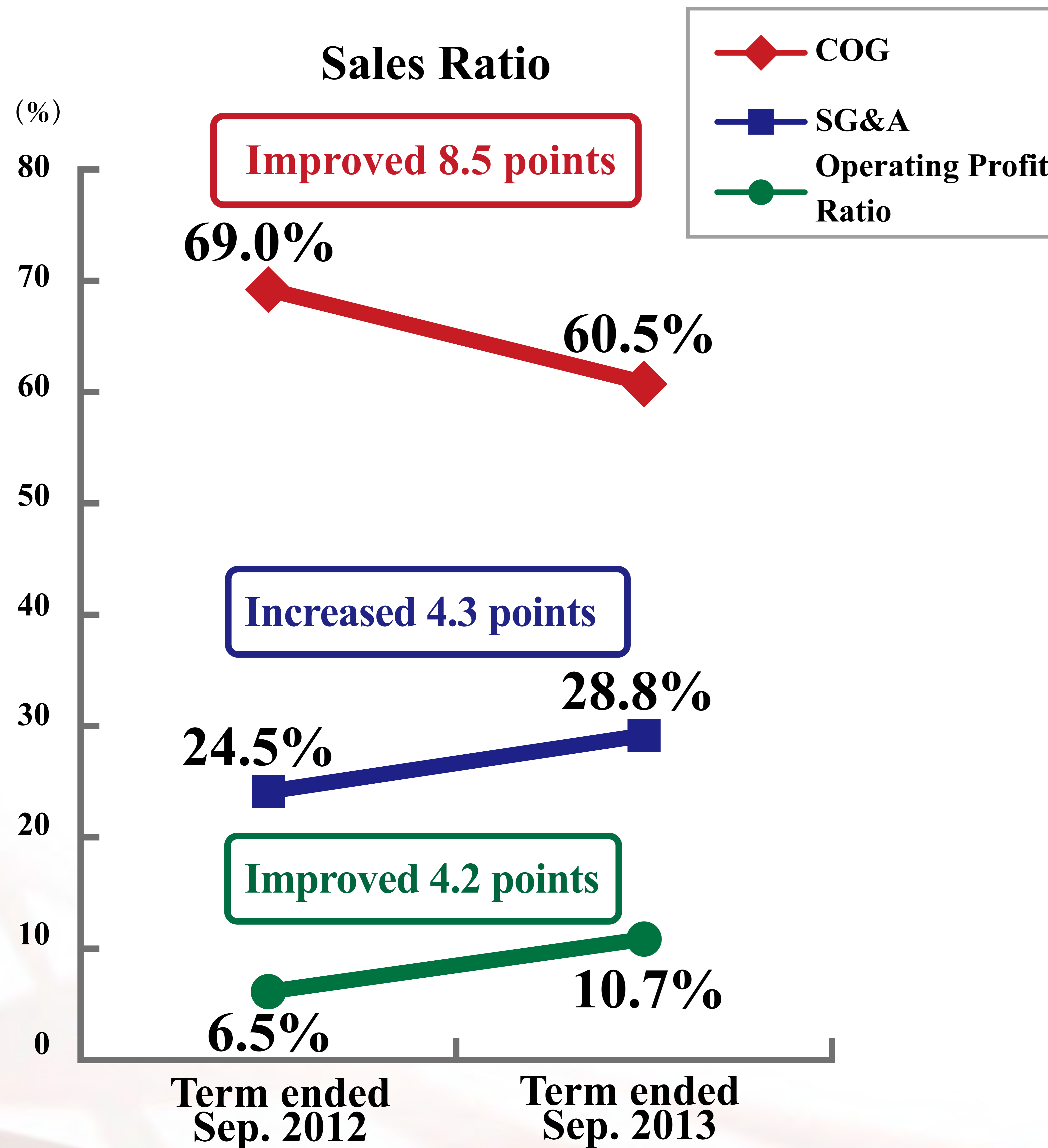
Area	Term ended Sep. 2012		Term ended Sep. 2013		YoY Change	
	Amount	Ratio	Amount	Ratio	Amount	Ratio
Japan	10,849	79.1%	12,781	82.7%	1,932	17.8%
Overseas	2,875	20.9%	2,678	17.3%	△ 197	△ 6.9%
North America	1,443	10.5%	1,191	7.7%	△ 252	△ 17.5%
Europe	909	6.6%	671	4.3%	△ 238	△ 26.2%
Asia	523	3.8%	816	5.3%	293	56.0%
Grand Total	13,724	100.0%	15,459	100.0%	1,735	12.6%

Sales Units by Region (FY2013 1st Half)

(Thousands of Units)

Area	Term ended Sep. 2012		Term ended Sep. 2013		YoY Change	
	Units	Ratio	Units	Ratio	Units	Ratio
Japan	1,230	41.0%	1,520	53.9%	290	23.6%
Overseas	1,770	59.0%	1,300	46.1%	△ 470	△ 26.6%
North America	990	33.0%	580	20.6%	△ 410	△ 41.4%
Europe	500	16.7%	270	9.6%	△ 230	△ 46.0%
Asia	280	9.3%	450	16.0%	170	60.7%
Grand Total	3,000	100.0%	2,820	100.0%	△ 180	△ 6.0%

Major Expenses, Capital Expenditure and Depreciation Expenses (FY2013 1st Half)



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



Financial Summary (Plan FY2013)

(Units:Millions of Yen)

	FY2012		FY2013(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	△500	37,000
Operating Profit	5,800	1,100	300	700	160	40	8,100	△1,100	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	△664	34,639
Operating Profit	6,229	549	△17	642	157	52	7,614	△1,405	6,208

Net Sales by Region (Plan FY2013)

(Units:Millions of Yen)

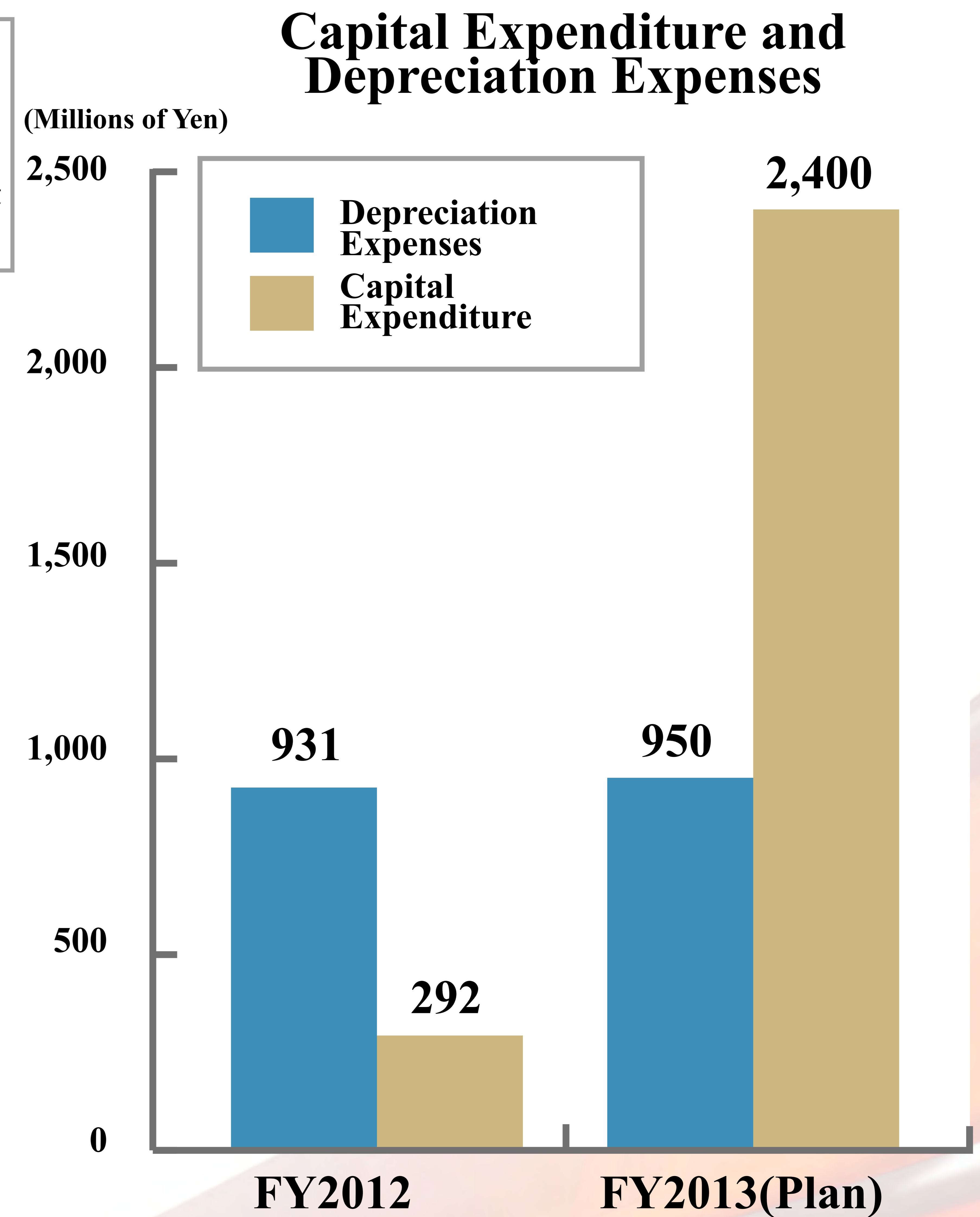
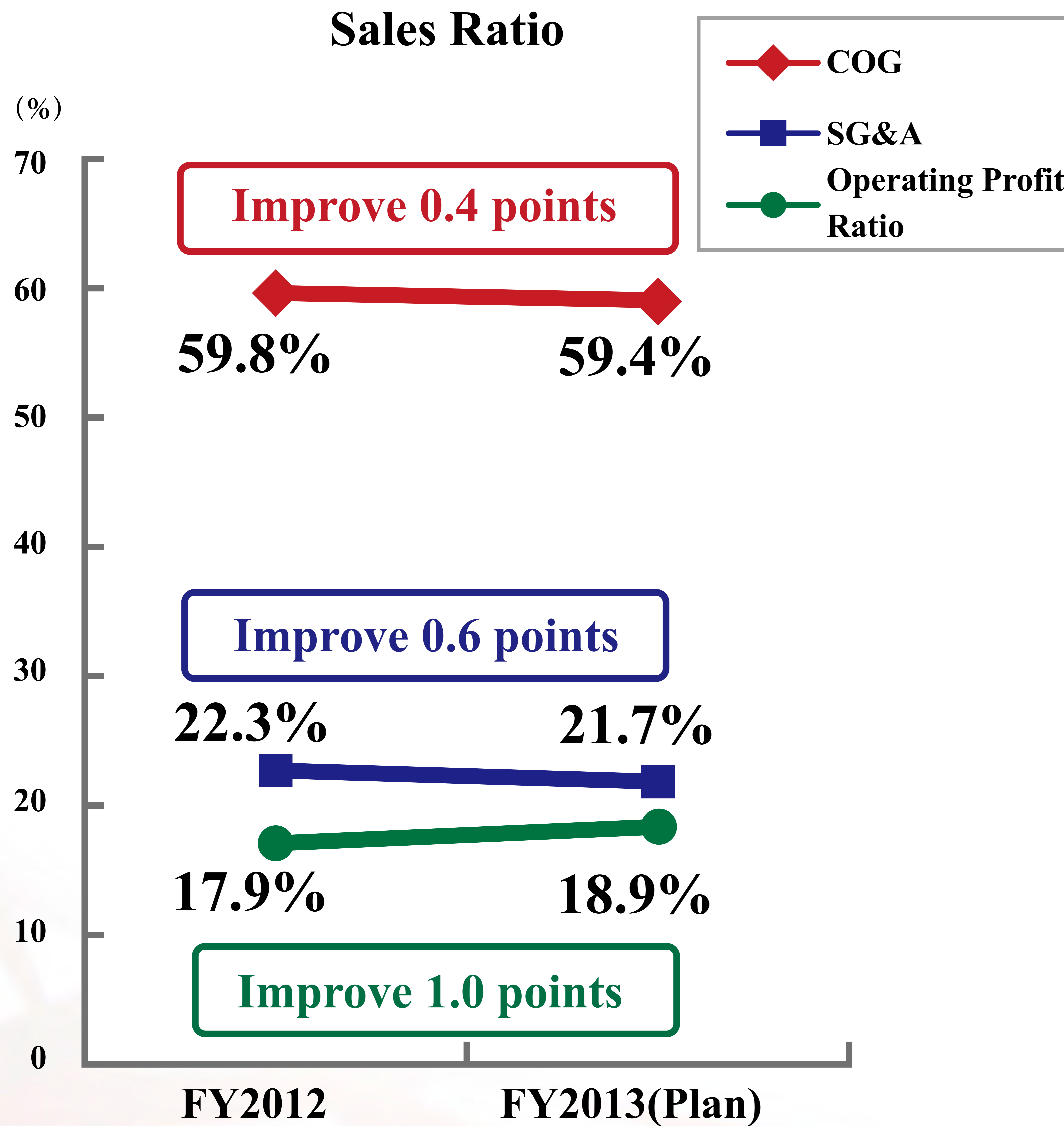
Area	FY2012		FY2013(Plan)		YoY Change	
	Amount	Ratio	Amount	Ratio	Amount	Ratio
Japan	28,942	83.6%	31,450	85.0%	2,508	8.7%
Overseas	5,697	16.4%	5,550	15.0%	△147	△2.6%
North America	2,585	7.5%	2,100	5.7%	△485	△18.8%
Europe	1,664	4.8%	1,650	4.5%	△14	△0.8%
Asia	1,448	4.2%	1,800	4.9%	352	24.3%
Grand Total	34,639	100.0%	37,000	100.0%	2,361	6.8%

Sales Units by Region (Plan FY2013)

(Thousands of Units)

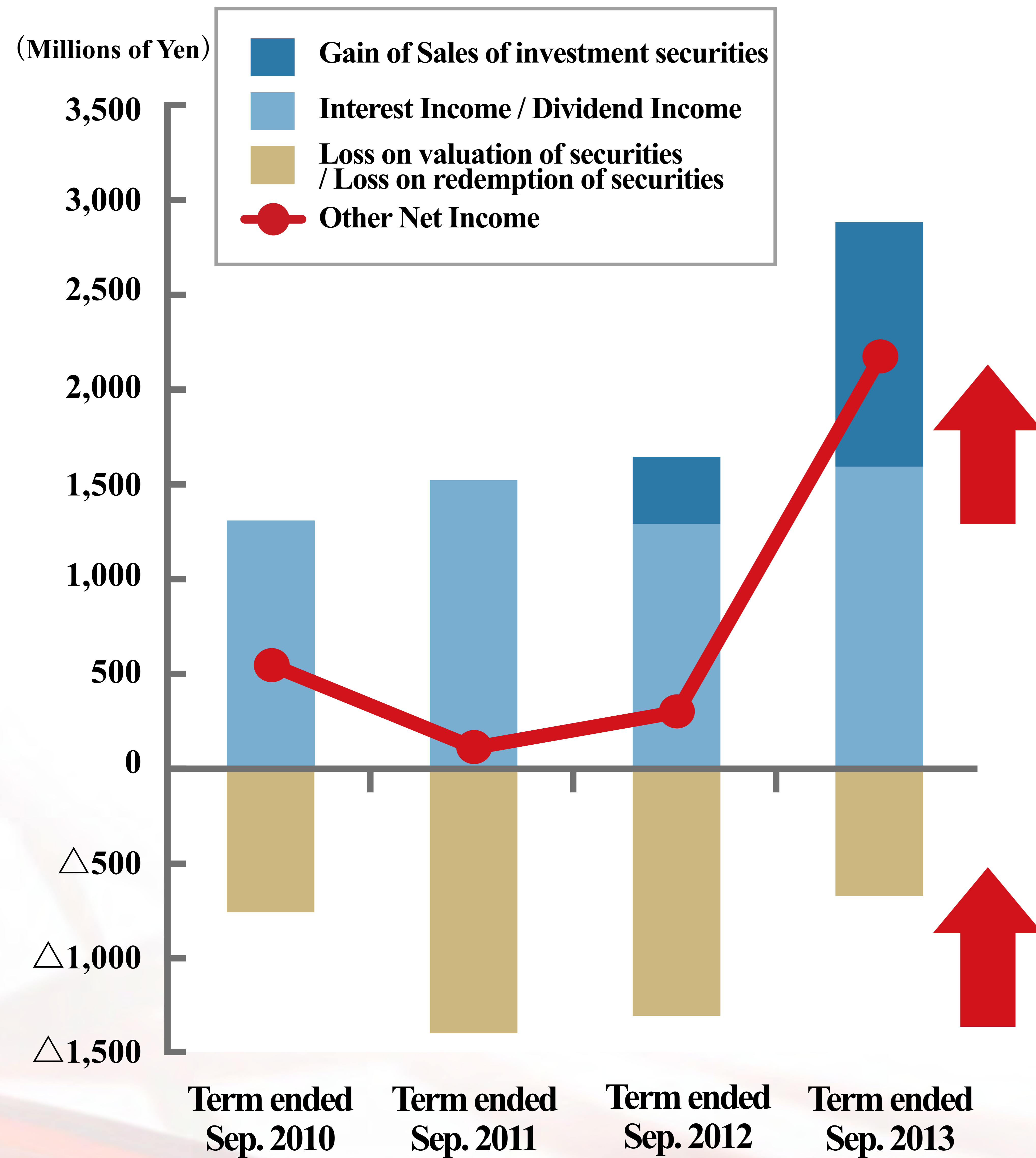
Area	FY2012		FY2013(Plan)		YoY Change	
	Units	Ratio	Units	Ratio	Units	Ratio
Japan	3,595	54.6%	4,200	66.7%	605	16.8%
Overseas	2,990	45.4%	2,100	33.3%	△890	△29.8%
North America	1,635	24.8%	920	14.6%	△715	△43.7%
Europe	860	13.1%	750	11.9%	△110	△12.8%
Asia	495	7.5%	430	6.8%	△65	△13.1%
Grand Total	6,585	100.0%	6,300	100.0%	△285	△4.3%

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

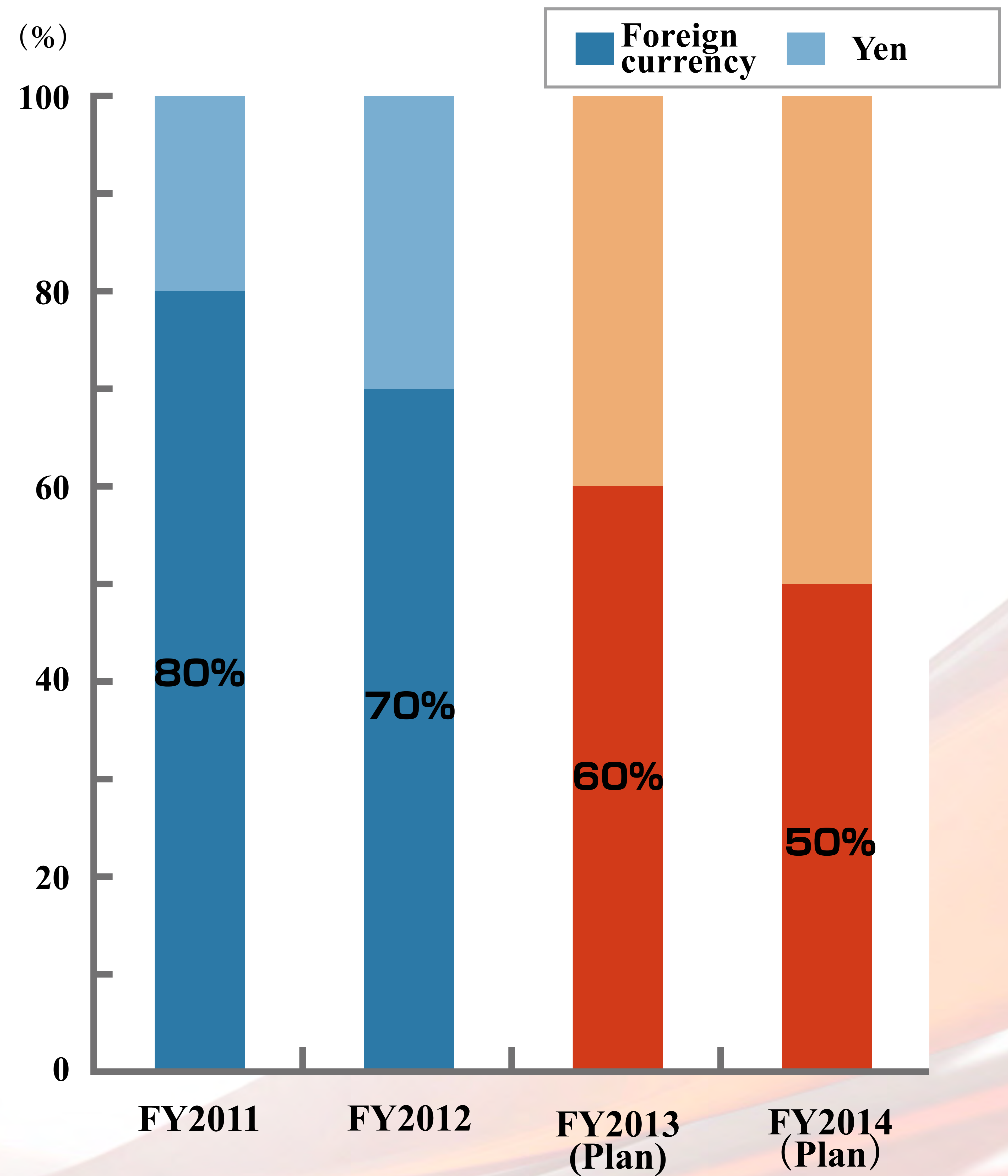


Other Income/Foreign currency rate of Investment Assets

Other Income



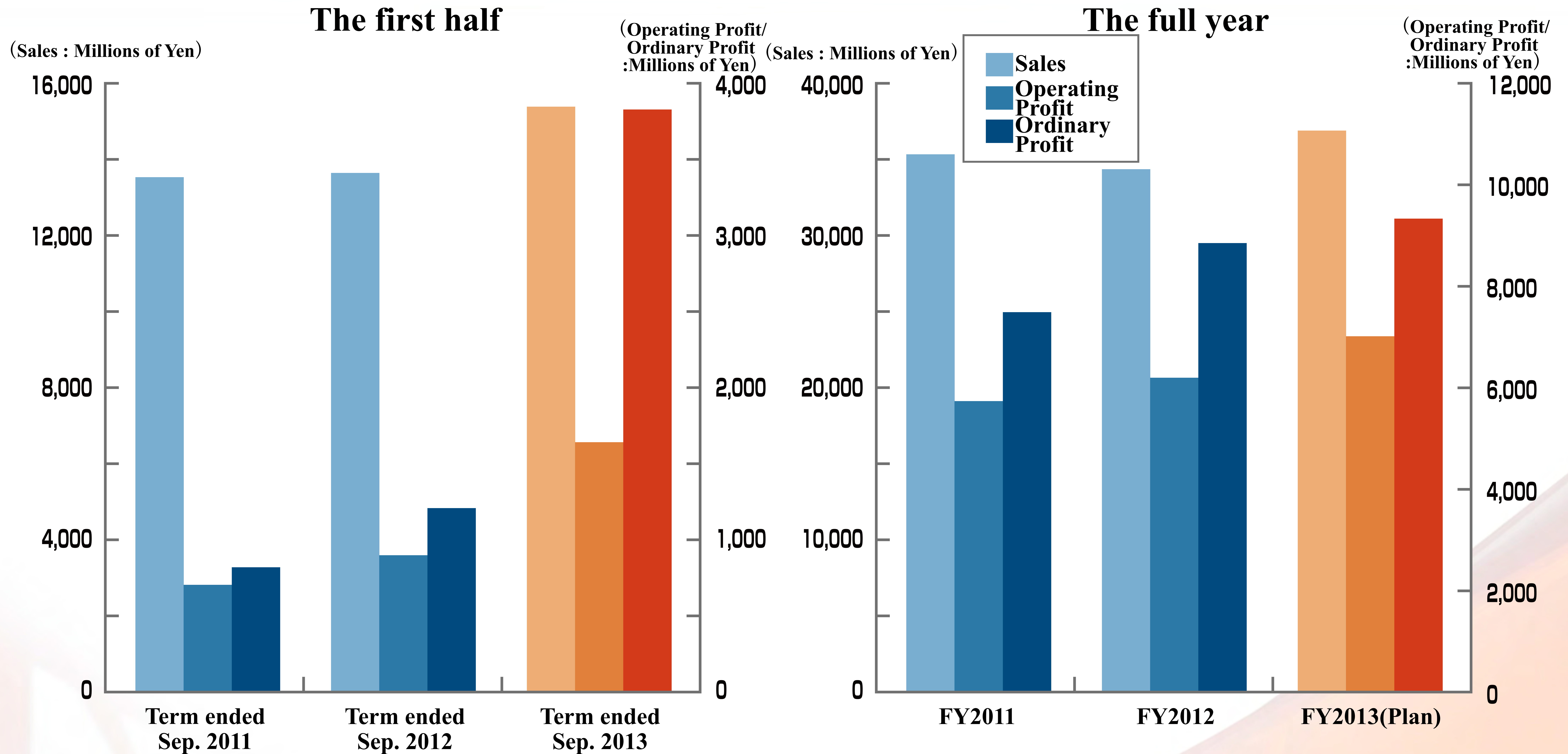
Foreign currency rate of Investment Assets



Management Policy and Future Business Deployment

The background of the slide features several flowing, overlapping ribbons in shades of orange, red, and brown, creating a sense of movement and depth. The ribbons are set against a light, hazy background.

Achieved an all-time high for financial results for the first half!



- **Outperform the plan in the first half.**
- **Aim to update all-time high results in this financial year!**

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.

Multi-platform

Expansion into many genres



Tie-ups

Collaborative efforts

Animation	Comics	Toys	Food service
Movies	Publishing	Apparel	Goods
T V	Music	Food	Event

IP Creation



PS Vita/PSP

Toukiden: The Age of Demons
470,000 Units

**Succeeded in creating a new pillar
of revenue in the domestic portable
game market !**



PS3/Xbox 360

YAIBA: NINJA GAIDEN Z

IP Expansion

- “Nobunaga no Yabou Souzou”
- “Nobunaga’s Ambition”
- 30th Anniversary
- Simultaneously release of game and animation

※English name is tentative

信長の野望
30th
Anniversary



Achieving growth and profitability

Major upcoming titles



PS3/PS Vita
SENGOKU MUSOU 4



PS3/PS Vita
SHIN SANGOKU
MUSOU 7 with
MOUSHOUDEN



PS3/PS Vita
Deception IV: Blood Ties



PS3/PS Vita
SHIN GUNDAM MUSOU

Achieving growth and profitability

Support new platform aggressively

- **Support not just the PS4, but other new platforms, as well**



Achieving growth and profitability

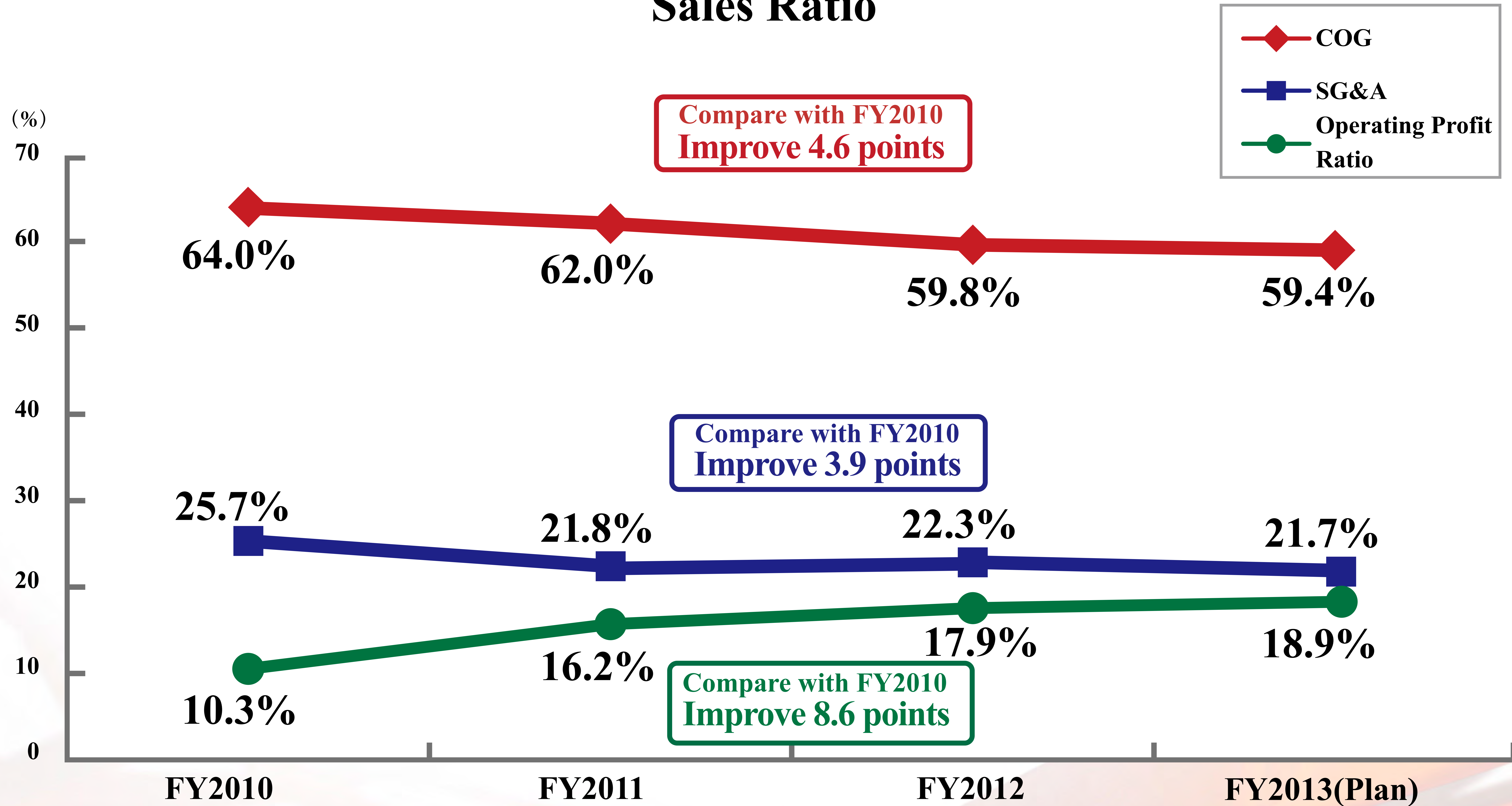
Expansion of download business

- Expand sales of digital distribution and downloadable contents
- Start development of downloadable apps for smartphones in the game software segment



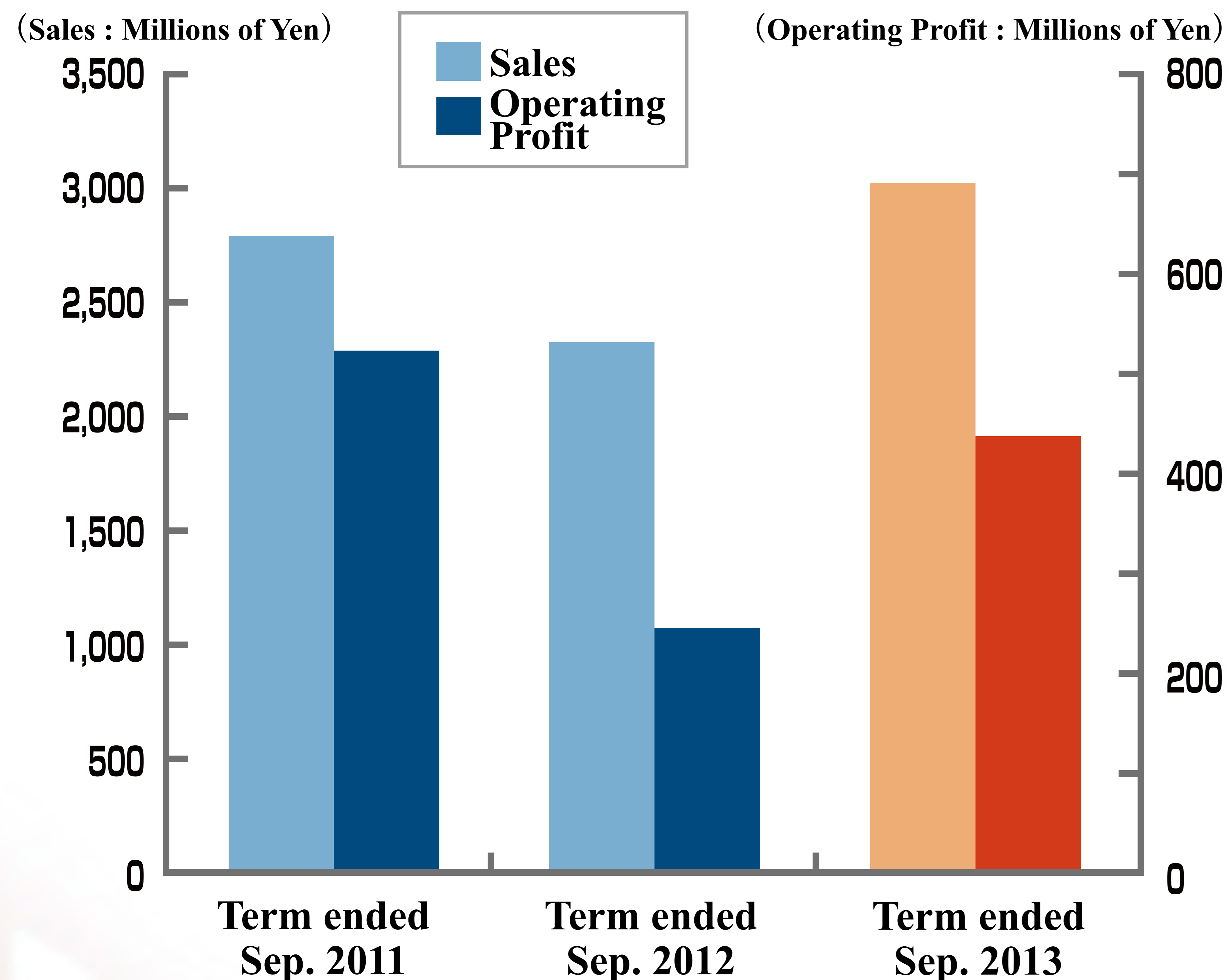
Cost reduction/Bussines efficiency

Sales Ratio

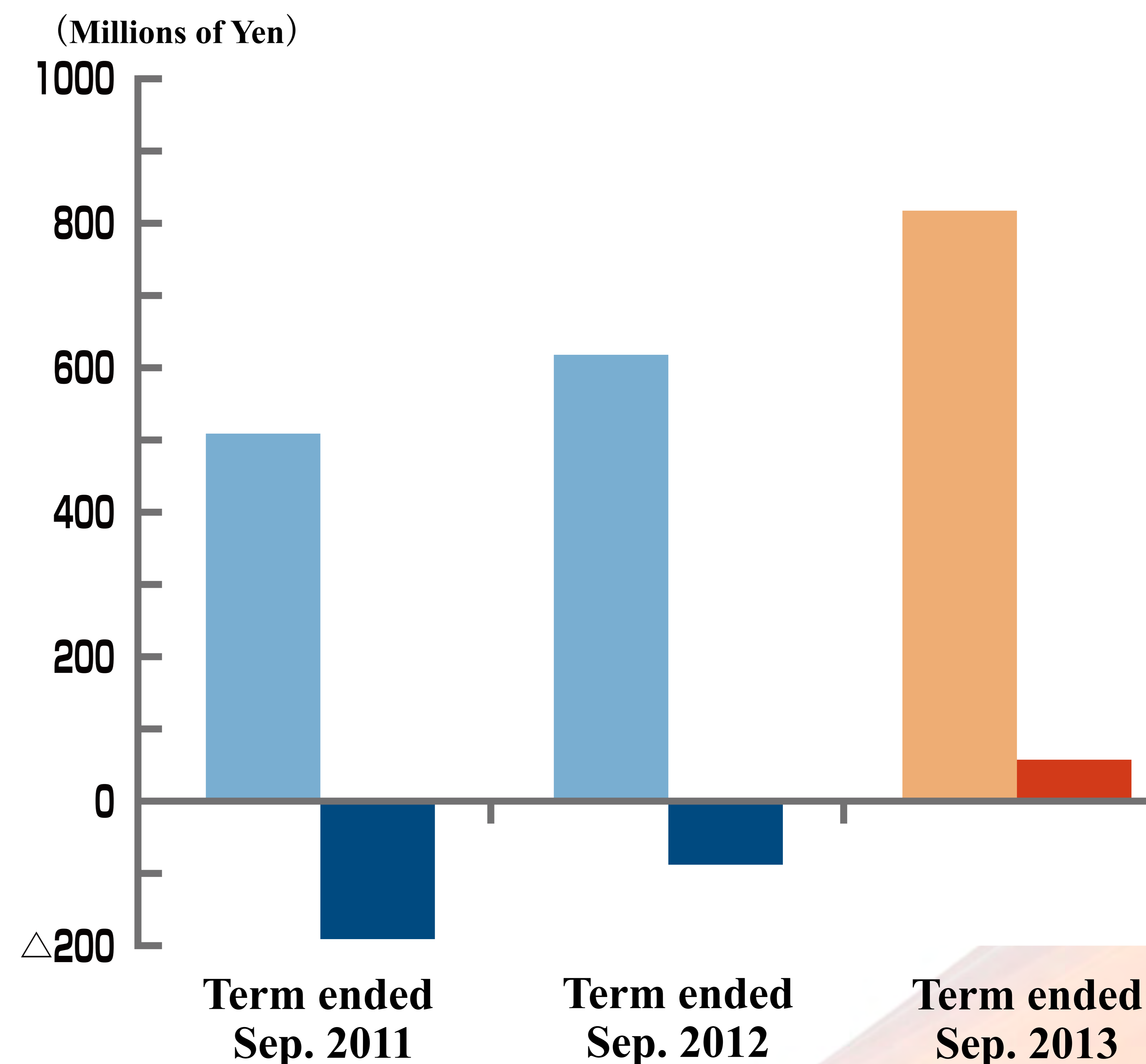


Steady progress in Online & Mobile/Media & Rights segment

Online & Mobile Segment



Media & Rights Segment



- **Online & Mobile : Exceeds previous year**
- **Media & Rights : Remains in the black for the first half of this period**

 **Restructuring of both segments proceeding smoothly**

Online & Mobile Segment

- New title
“Hyakuman nin no Hokuto Musou”
“Mogitate Bijyo Yakyuu! Pretty Nine”
- Strengthen smart phone business
Social games/Native applications

※English name is tentative



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Online & Mobile Segment

Multi-platform

mobage

GREE



YAHOO! mobage
JAPAN

LINE

dゲーム

スポーツを手のひらに
mobcast

AKB48の野望

LINE
でっくん

100万人の
三國志

100万人の
Winning Post
for mobcast

Over 2 Million Downloads!!

myGAMECITY

Own Platform
Over 400,000 Users !

100万人の
Winning Post
Special

100万人の
三國志
Special

のぶがの野望

100万人の
金色のコルダ

Online & Mobile Segment

Expansion of browser games

- “AKB48 no Yabou” Yahoo!morage
- “Hyakuman nin no Winning Post Special” Yahoo!morage

Concentrate resources to more profitable projects

※English name is tentative



Online & Mobile Segment

Overseas : Focus on the Asian market

- “Samurai Cats” China
- “Hyakuman nin no Nobunaga no Yabou” for smart phone Taiwan/Hong Kong/Macao
- “Sangokushi sousouden Online(Tentative)”
Licensing-out to Nexon

※English name is tentative



Media & Rights Segment

Neo Romance IP

- “Geten no Hana Yumeakari”

- “Kin iro no Koruda 3 AnotherSky feat. Jinnan”

Event business

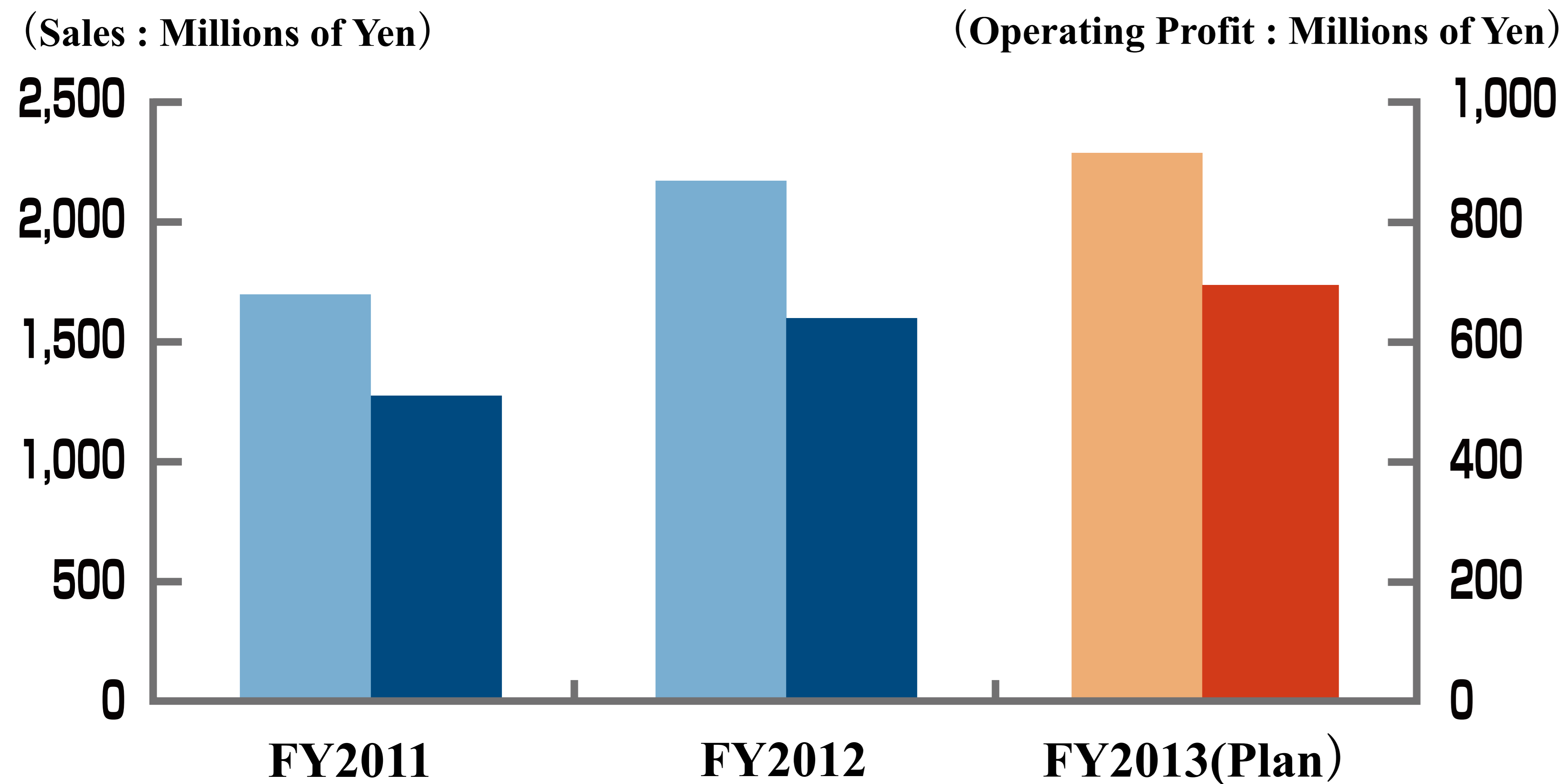
- “Neo Romance Festa Kin iro no Koruda 10th Birthday”

※English name is tentative

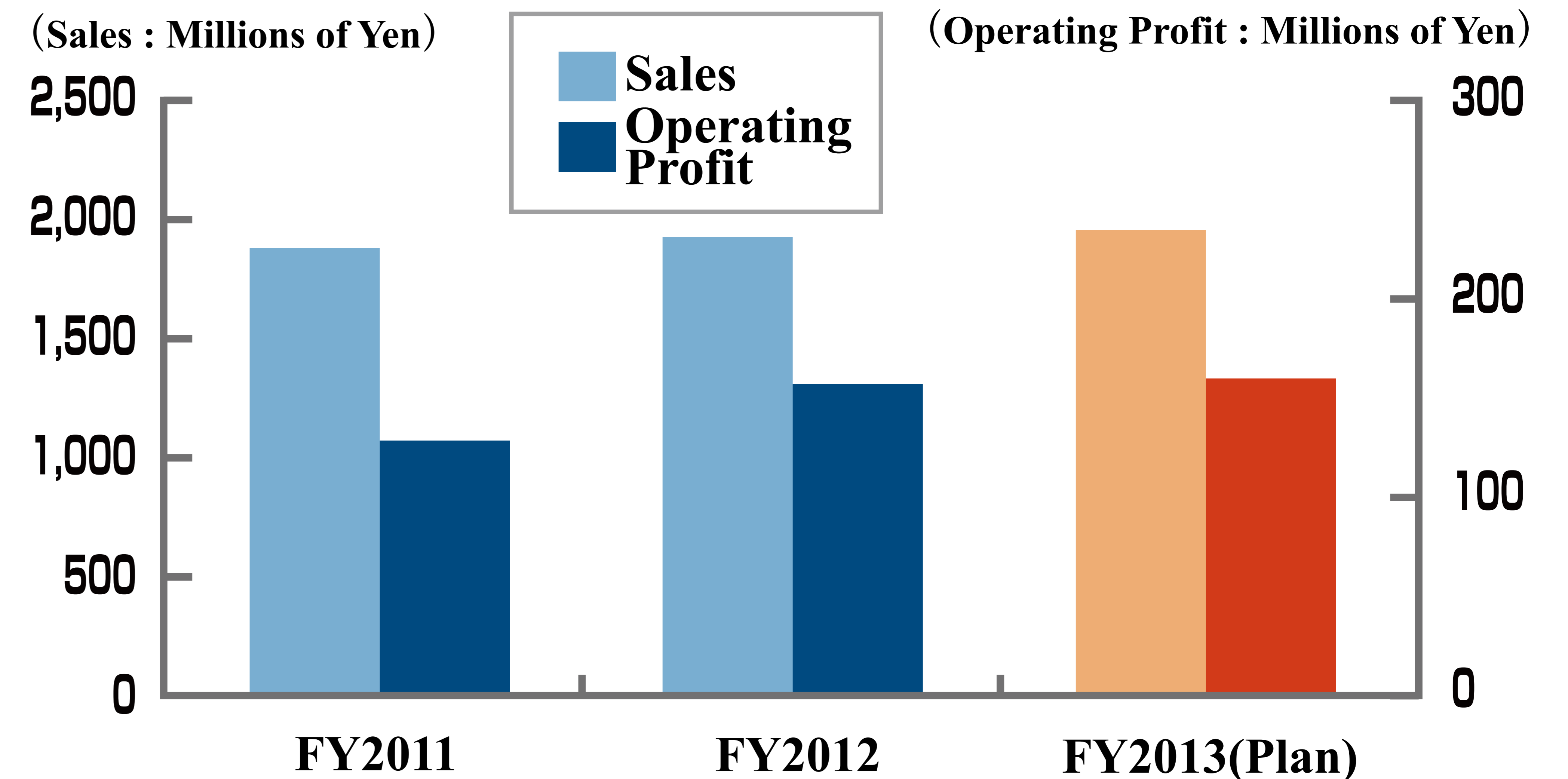


Pachislot & Pachinko /Amusement Facilities Segment

Pachislot & Pachinko



Amusement Facilities



Using newly original character
“CRYuhouRUSH”



Held in-store events utilizing “Samurai Cats” characters

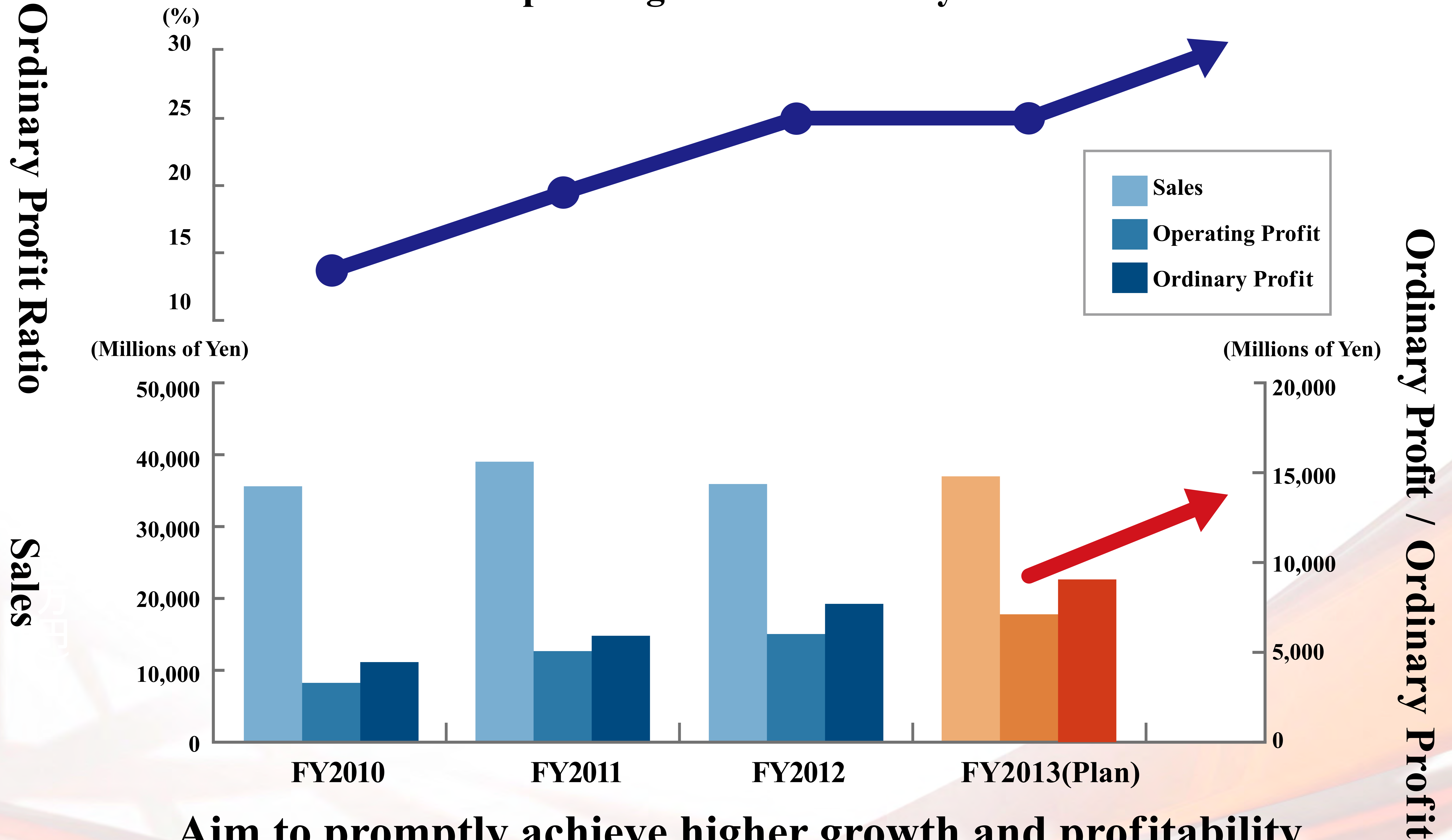


Achieving growth and profitability by “IP creation and expansion”!

※English name is tentative

Toward high growth and profitability

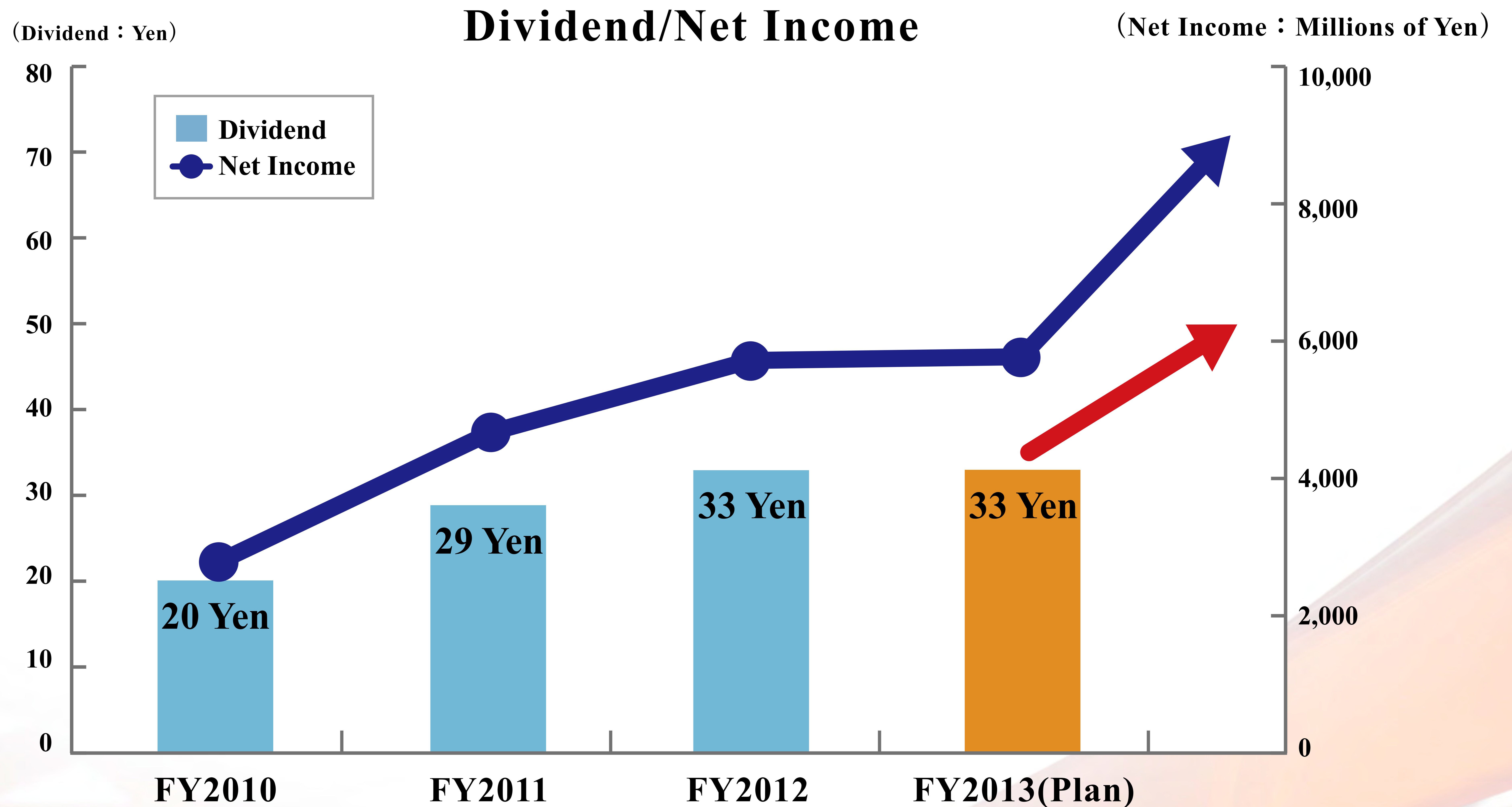
Sales / Operating Profit / Ordinary Profit Ratio



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

Toward high growth and profitability

Dividend Policy : 50% payout ratio or dividend of 50 yen



Aim to increase annual dividend to level of 50 yen!!



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.