



KOEI TECMO HOLDINGS CO., LTD.

# **Fiscal Year Ending March 2015 1st Half Financial Results**

# Financial Summary (FY2014 1st Half)

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

(Units: Millions of Yen)

	Term ended Sep.2013		Term ended Sep.2014		YoY Change		Change from forecast (1st of May)	
	Amount	Ratio	Amount	Ratio	Amount	Ratio	Amount	Ratio
Sales	15,459	100.0%	16,110	100.0%	+651	+4.2%	+110	+0.7%
Operating Profit	1,650	10.7%	3,293	20.4%	+1,643	+99.6%	+1,093	+49.7%
Ordinary Profit	3,845	24.9%	6,166	38.2%	+2,321	+60.4%	+2,666	+76.2%
Net Income	2,382	15.4%	4,205	26.1%	+1,823	+76.5%	+1,805	+75.2%

# Major Titles and Events (FY2014 1st Half)



Wii U

**Hyrule  
Warriors**

Outstanding  
performance Worldwide



PS Vita/PSP

**Toukiden:  
Kiwami**

**200,000 Units**  
Japan/Asia



PS3

**Atelier Shallie  
~Alchemists of the  
Dusk Sea~**

**80,000 Units**  
Japan/Asia

Premier Social game  
franchise show  
outstanding performance!



Continually undertake new  
challenge in Native apps!



**Smartphone game**



Event

**40,000 Participants**



**TV Animation**

# Sales and Operating Profit by Business Segment (FY2014 1st Half)

## Term ended Sep.2014

(Units: Millions of Yen)

	Game Software	Online & Mobile	Media & Rights	Pachislot & Pachinko	Amusement Facilities	Others	Total	Corporate & Elimination	Consolidated Total
Sales	9,873	3,239	1,183	1,163	838	307	16,605	△495	16,110
Operating Profit	2,355	596	159	393	24	△21	3,507	△214	3,293

## 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

# Net Sales by Region (FY2014 1st Half)

(Units: Millions of Yen)

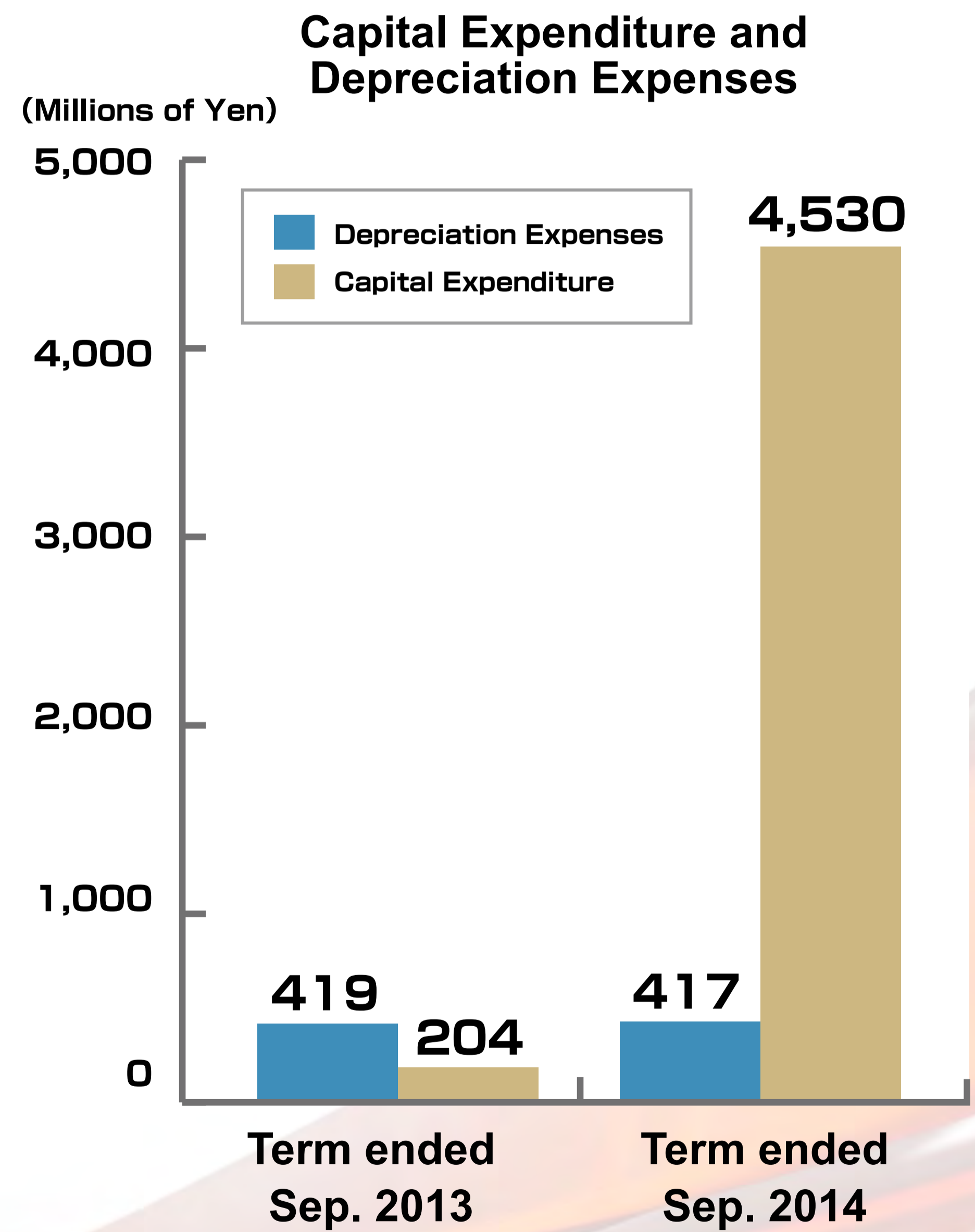
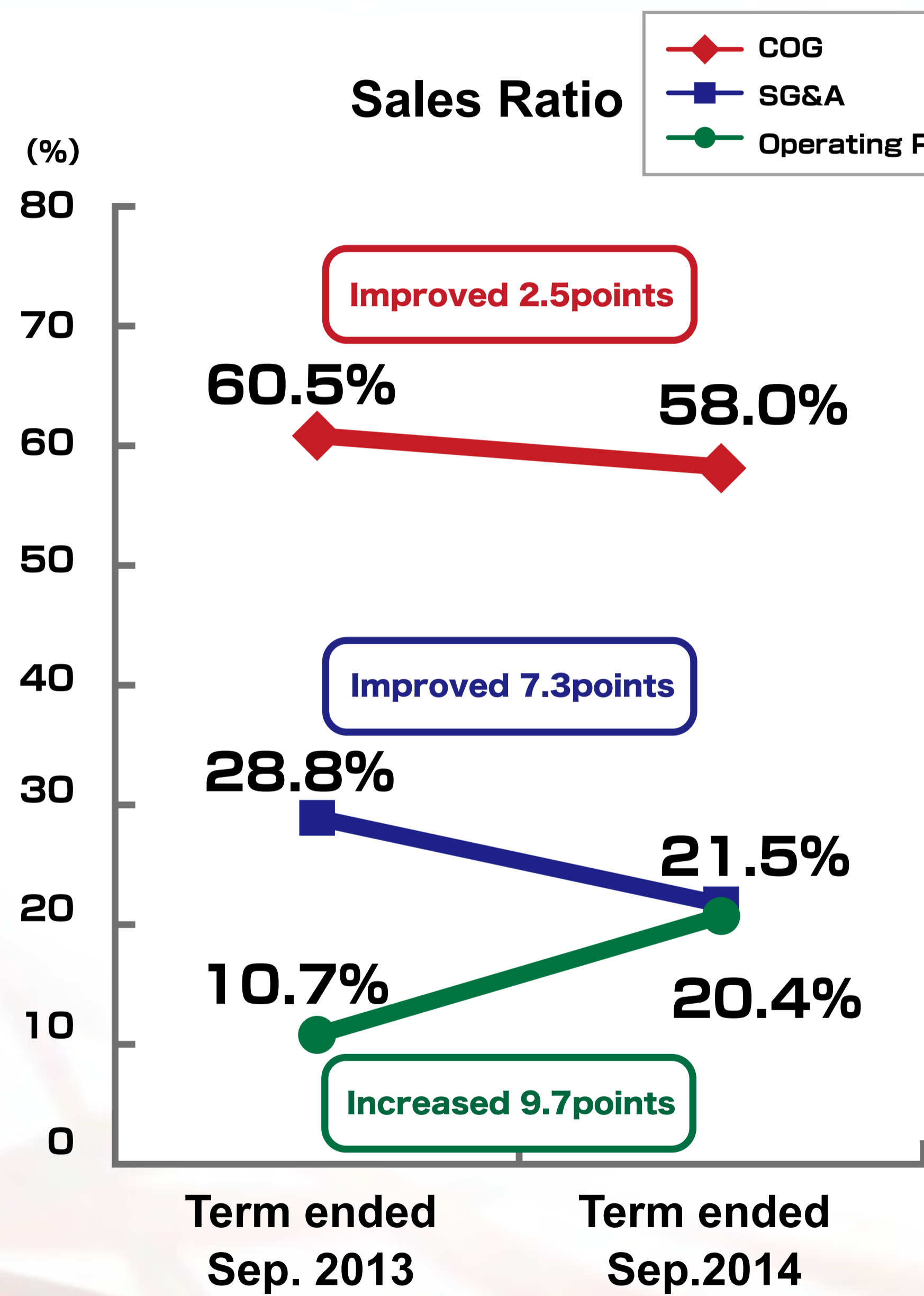
	Term ended Sep.2013		Term ended Sep.2014		YoY Change	
	Amount	Ratio	Amount	Ratio	Amount	Ratio
Japan	12,781	82.7%	12,601	78.2%	△180	△1.4%
Overseas	2,678	17.3%	3,509	21.8%	+831	+31.0%
North America	1,191	7.7%	1,681	10.4%	+490	+41.1%
Europe	671	4.3%	1,101	6.8%	+430	+64.1%
Asia	816	5.3%	727	4.5%	△89	△10.9%
Grand Total	15,459	100.0%	16,110	100.0%	+651	+4.2%

# Sales Units by Region (FY2014 1st Half)

(Thousands of Units)

	Term ended Sep. 2013		Term ended Sep.2014		YoY Change	
	Units	Ratio	Units	Ratio	Units	Ratio
Japan	1,520	53.9%	1,200	41.5%	△320	△21.1%
Overseas	1,300	46.1%	1,695	58.5%	+395	+30.4%
North America	580	20.6%	930	32.1%	+350	+60.3%
Europe	270	9.6%	535	18.5%	+265	+98.1%
Asia	450	16.0%	230	7.9%	△220	△48.9%
Grand Total	2,820	100.0%	2,895	100.0%	+75	+2.7%

# Major Expenses (FY2014 1st Half)



**KOEI TECMO HOLDINGS CO., LTD.**  
**Consolidated Plan**  
**(Fiscal Year Ending March 31, 2015)**

The background of the slide features abstract, flowing lines in shades of orange and red, creating a sense of movement and energy. The lines are layered and curved, with some appearing more prominent than others, set against a light, slightly textured background.

# Financial Summary (Plan FY2014)

(Units: Millions of Yen)

	FY2013		FY2014		YoY Change	
	Amount	Ratio	Amount	Ratio	Amount	Ratio
Sales	37,576	100.0%	38,000	100.0%	424	1.1%
Operating Profit	7,140	19.0%	8,000	21.1%	860	12.0%
Ordinary Profit	10,728	28.6%	11,000	28.9%	272	2.5%
Net Income	6,936	18.5%	7,000	18.4%	64	0.9%

# Sales and Operating Profit by Business Segment(Plan FY2014)

## FY2014

(Units: Millions of Yen)

	Game Software	Online & Mobile	Media & Rights	Pachislot & Pachinko	Amusement Facilities	Others	Total	Corporate & Elimination	Consolidated Total
Sales	25,500	7,000	2,200	2,000	1,800	500	39,000	△1,000	38,000
Operating Profit	6,100	1,150	250	700	100	100	8,400	△400	8,000

## FY2013

(Units: Millions of Yen)

	Game Software	Online & Mobile	Media & Rights	Pachislot & Pachinko	Amusement Facilities	Others	Total	Corporate & Elimination	Consolidated Total
Sales	25,441	6,423	2,071	2,278	1,796	448	38,460	△884	37,576
Operating Profit	6,017	1,073	202	923	90	76	8,382	△1,242	7,140

# Net Sales by Region (Plan FY2014)

(Units: Millions of Yen)

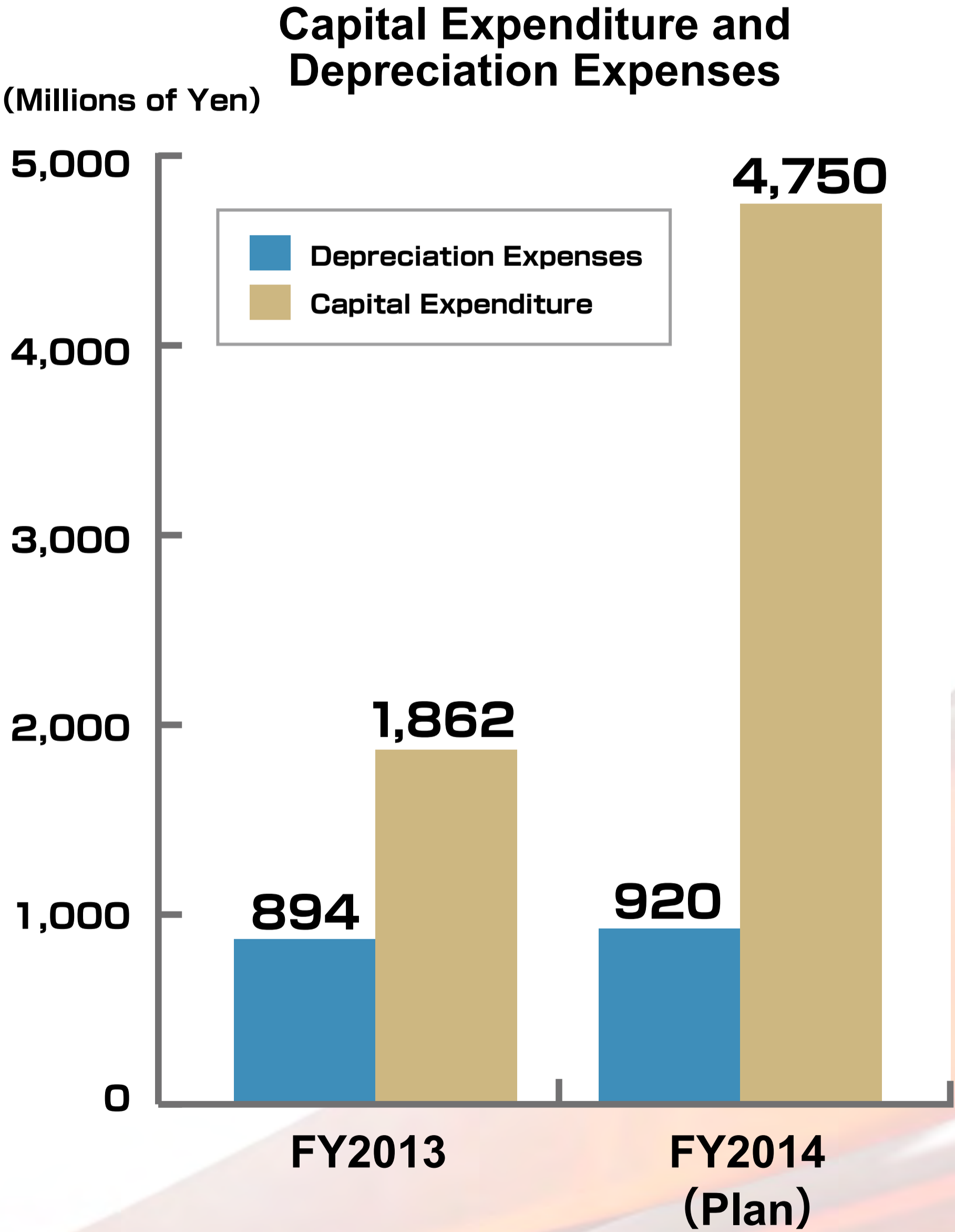
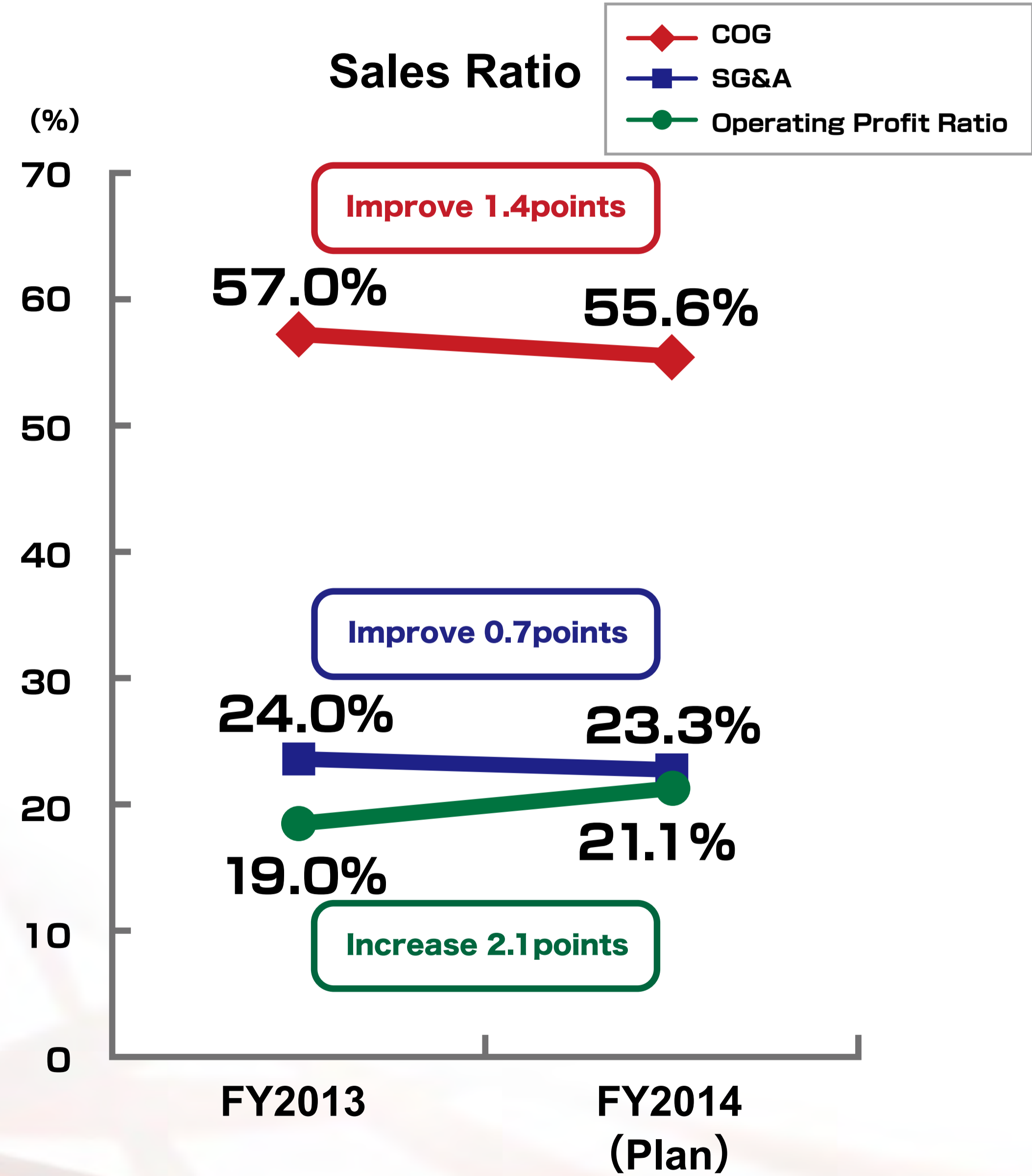
	FY2013		FY2014		YoY Change	
	Amount	Ratio	Amount	Ratio	Amount	Ratio
Japan	31,311	83.3%	31,000	81.6%	△311	△1.0%
Overseas	6,265	16.7%	7,000	18.4%	+735	+11.7%
North America	2,610	6.9%	2,900	7.6%	+290	+11.1%
Europe	1,726	4.6%	2,100	5.5%	+374	+21.7%
Asia	1,929	5.1%	2,000	5.3%	+71	+3.7%
Grand Total	37,576	100.0%	38,000	100.0%	+424	+1.1%

# Sales Units by Region (Plan FY2014)

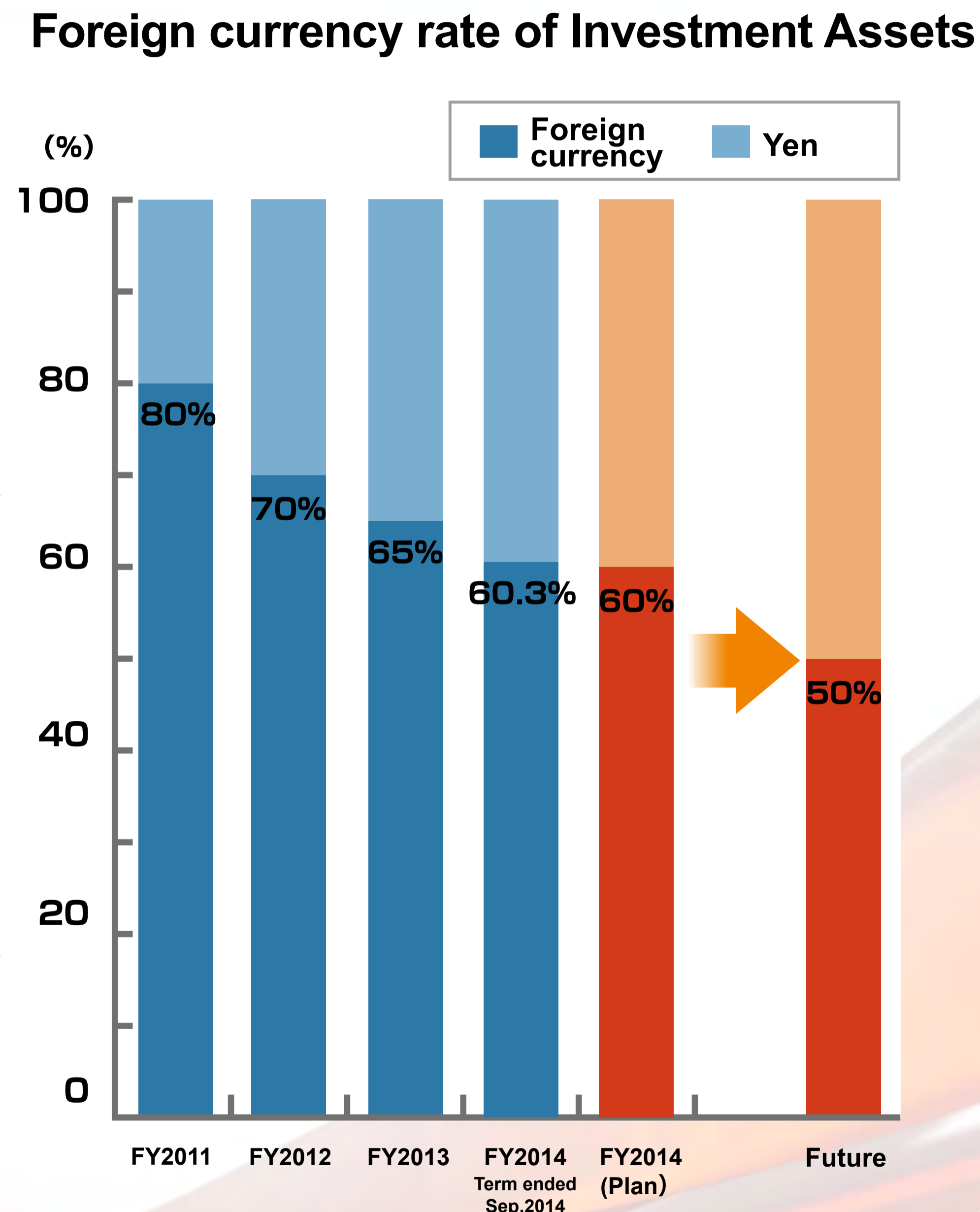
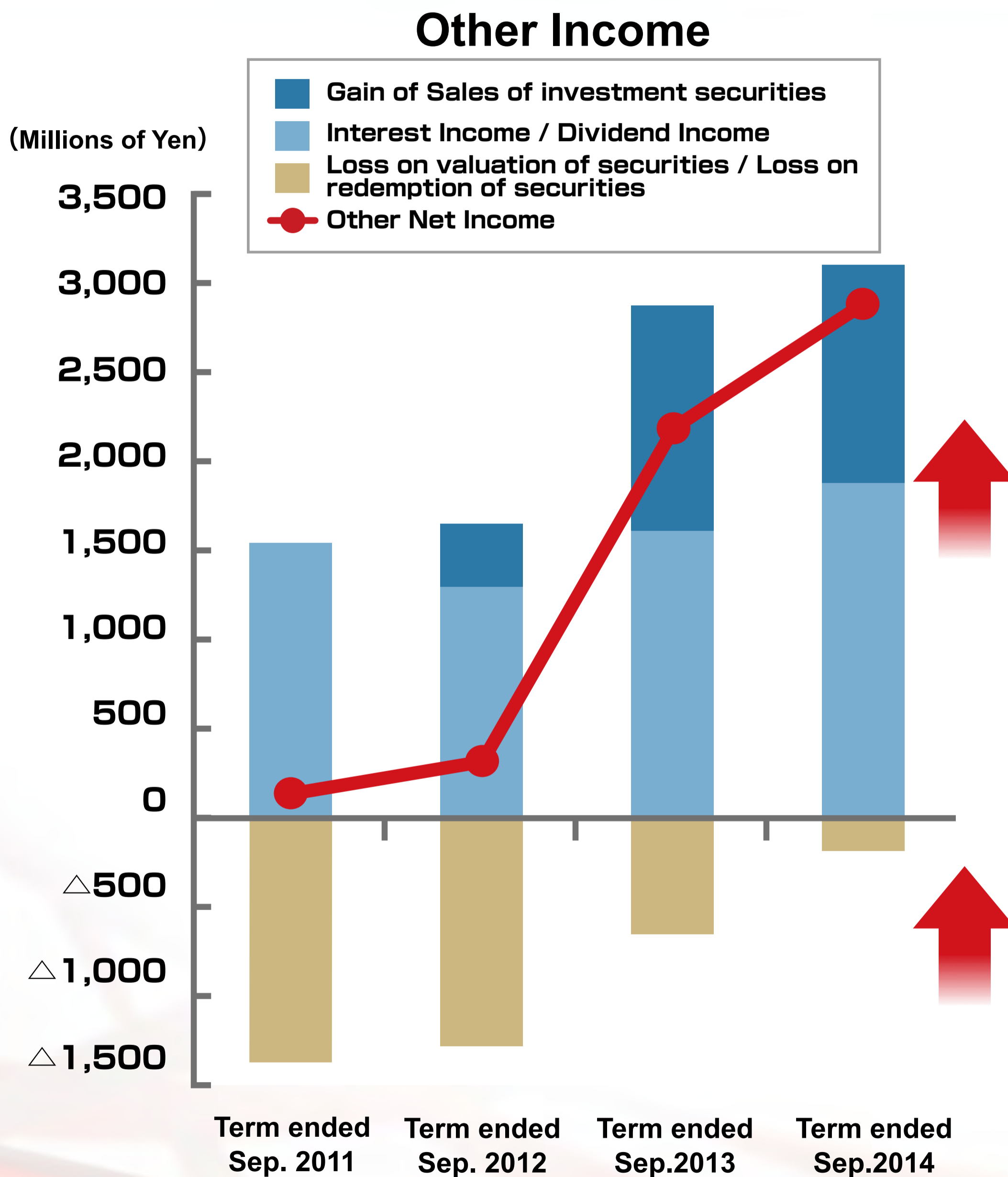
(Thousands of Units)

	FY2013		FY2014		YoY Change	
	Units	Ratio	Units	Ratio	Units	Ratio
Japan	3,730	57.2%	4,000	63.9%	+270	+7.2%
Overseas	2,795	42.8%	2,260	36.1%	△535	△19.1%
North America	1,210	18.5%	1,200	19.2%	△10	△0.8%
Europe	835	12.8%	700	11.2%	△135	△16.2%
Asia	750	11.5%	360	5.8%	△390	△52.0%
Grand Total	6,525	100.0%	6,260	100.0%	△265	△4.1%

# Major Expenses (Plan FY2014)



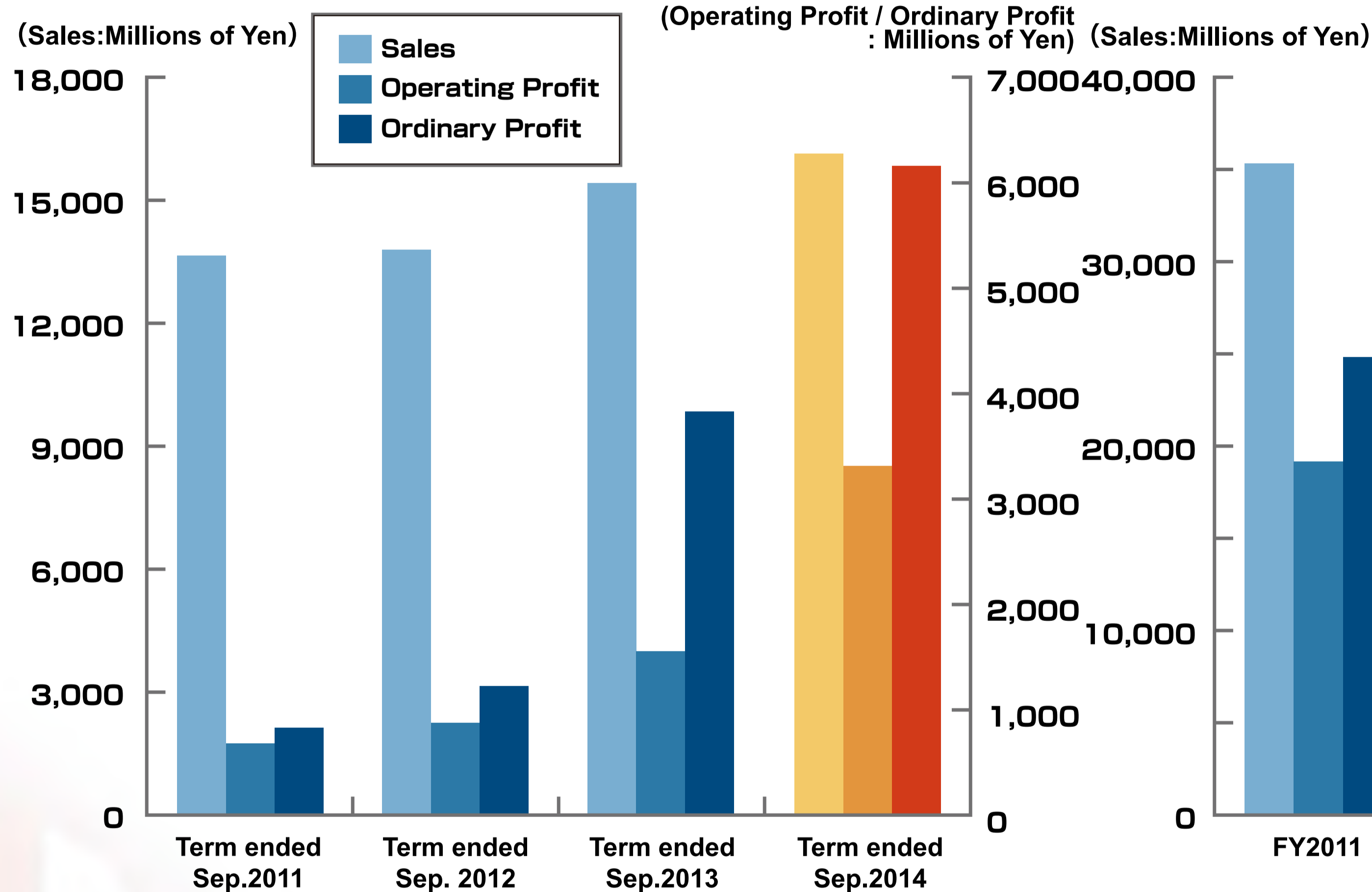
# Other Income/ Foreign currency rate of Investment Assets



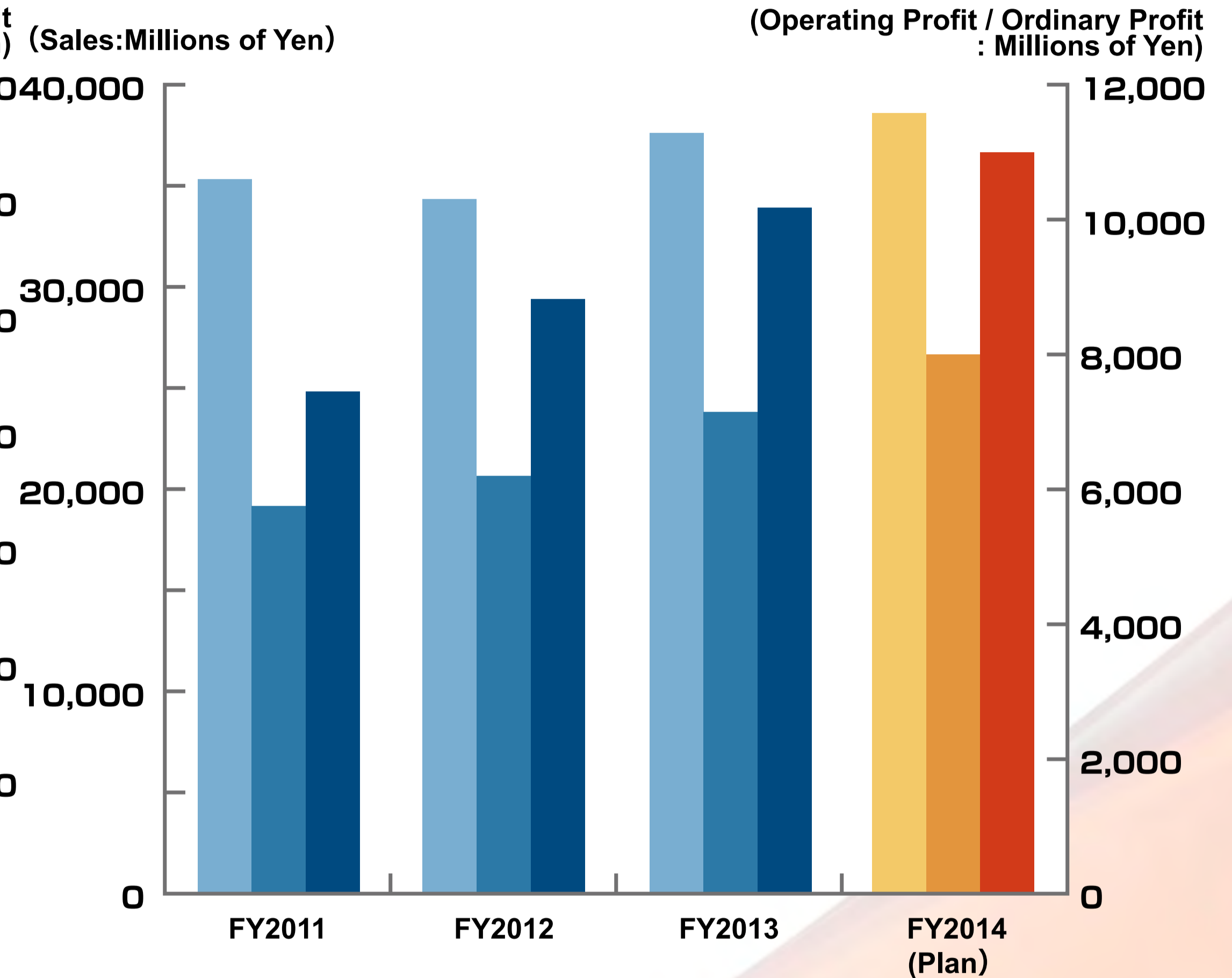
# **Management Policy and Future Business Deployment**

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

## The first half



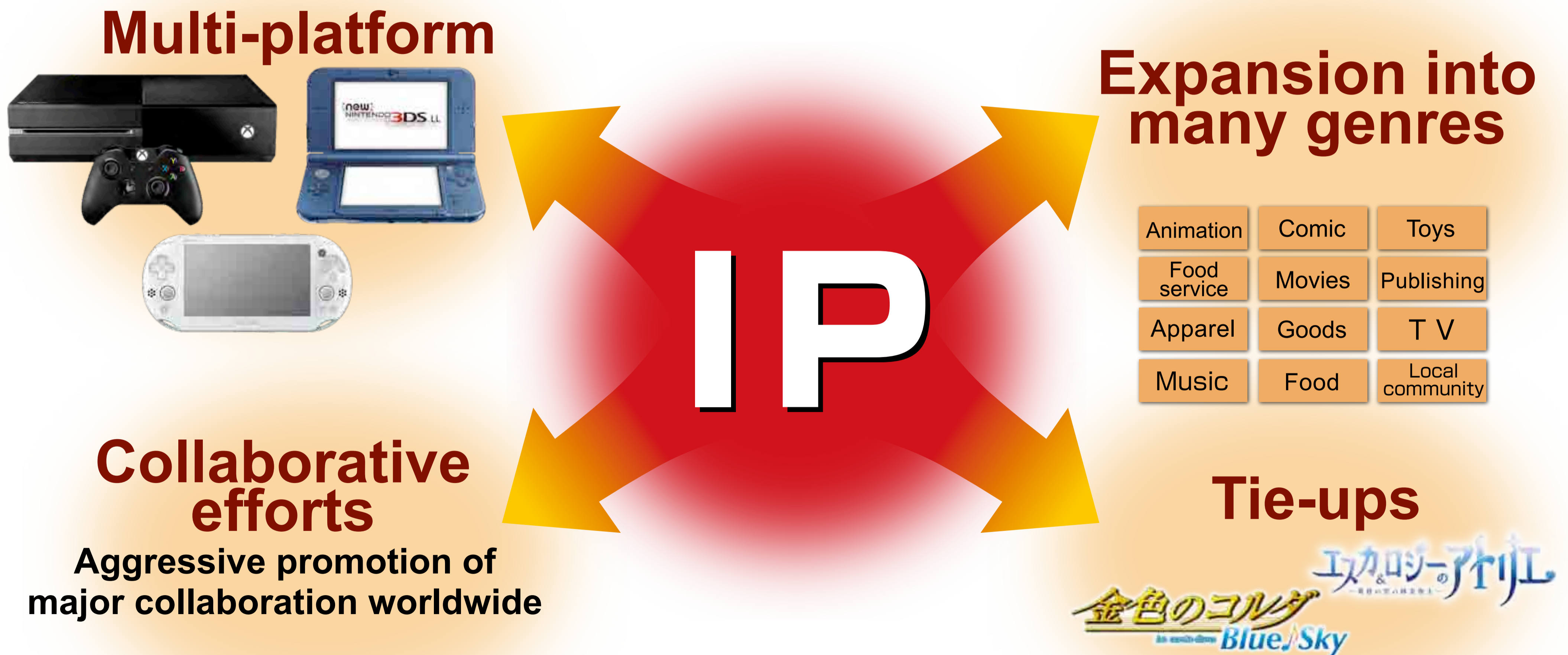
## The full year



- “Hyrule Warriors” and other Warriors Series titles on the PS4 platform showing outstanding performance world-wide.
- Premier social games outperforming projections.
- Grows in sales of Downloadable contents.
- On track to outstrip all past performance results this financial year!

## Further 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.



## Further IP creation and Expansion



PS Vita / PSP



Wii U



iOS / Android

# Further IP creation and Expansion

## Media mix expansion

### Media mix expansion for “Zero”



〈 Movie 〉  
「劇場版 零～ゼロ～」  
KADOKAWA



〈 Wii U Game 〉  
「零 ～濡鴉ノ巫女～」  
Development : KOEI TECMO Sales : Nintendo



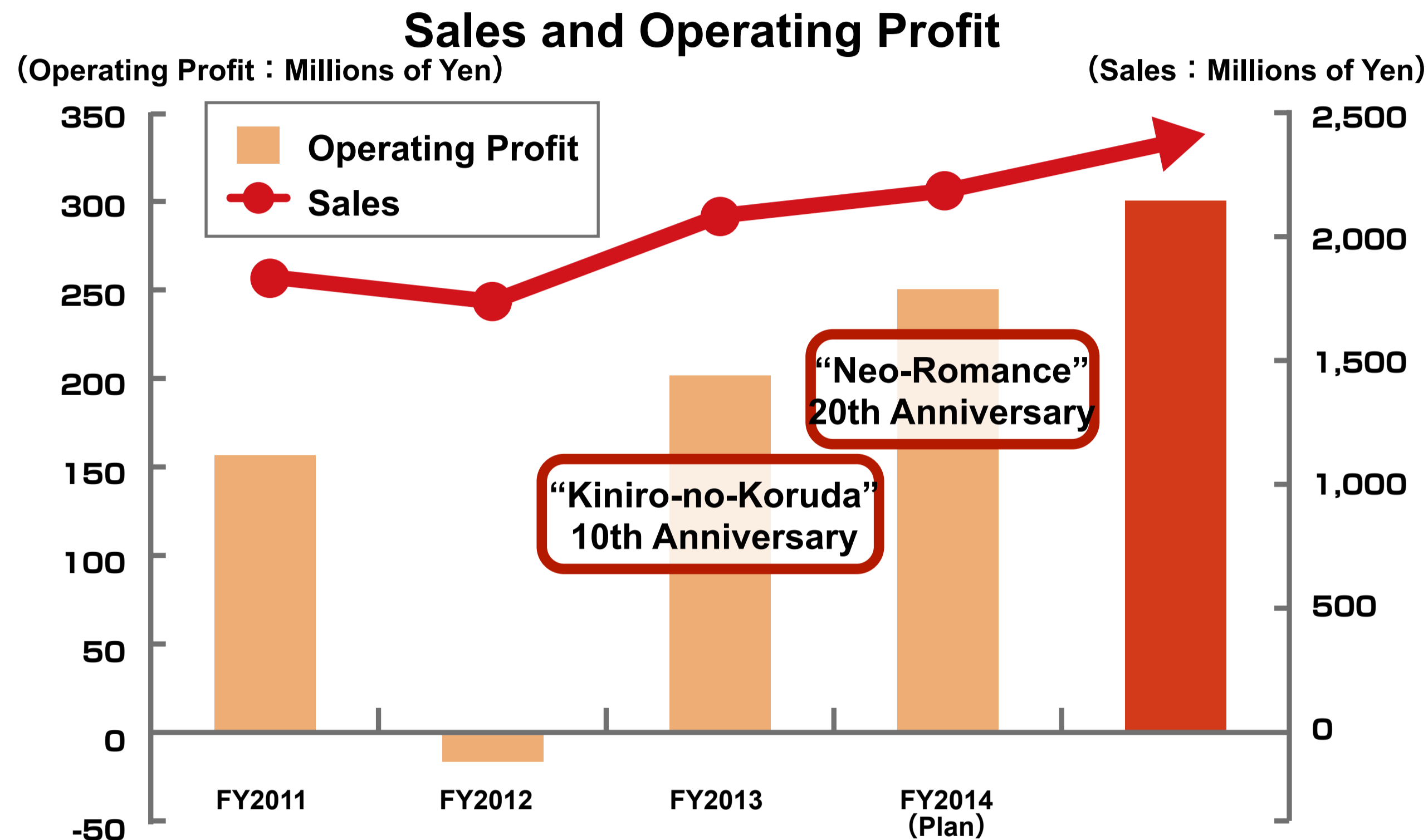
〈 Novel 〉  
「零～ゼロ～  
女の子だけがしかかる呪い」  
KADOKAWA



〈 Comic 〉  
「零影巫女」  
マンガボックス

# Further IP Creation and Expansion

## Successful expansion of IP with increasing profitability in Media&Rights segment



- Remained in the black in last year FY2013. Goal is to achieve further growth in FY2014 and beyond.
- “Kiniro-no-Koruda”, 10th Anniversary Project.  
Release new game, hold events, adapt for TV animation.
- Develop 20th Anniversary Project for “Neo-romance” this fiscal year (“Haruka-naru-tokino-nakade 6”).
- Secure the license for “Tokimeki Restaurant”. Begin operations and merchandizing.

# Further IP Creation and Expansion

## Merger of Koei Tecmo Games and Gust



**TECMO®**



**GUST®**

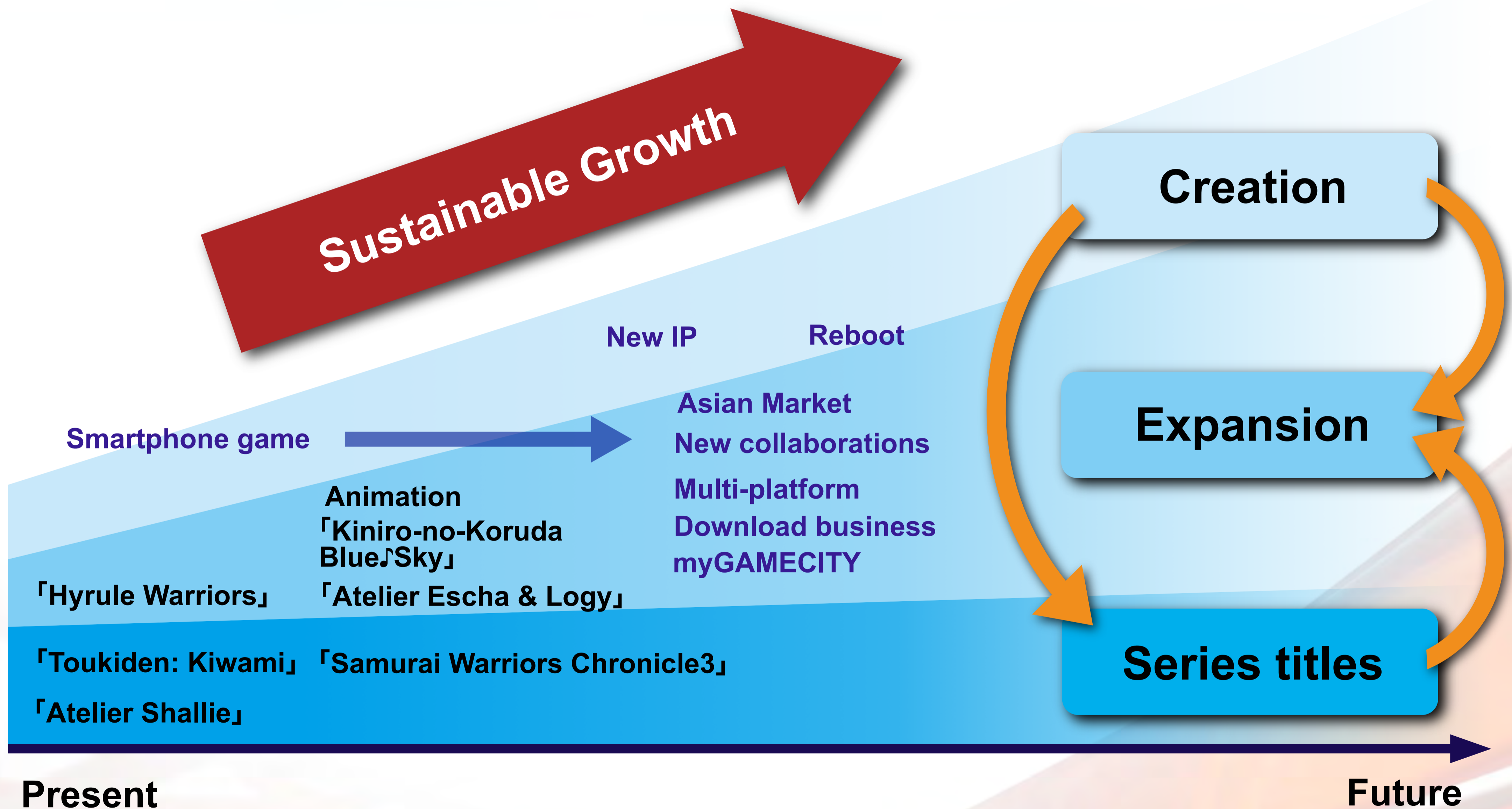
- **Strengthen synergy**  
Implement cooperative framework between Brands.  
Further increase efficiency for development
- **Continue GUST IP series**

# Further IP Creation and Expansion

Commenced “Romance of the Three Kingdoms”, 30th Anniversary project!!



# To achieve long-term growth and profitability



Target sustainable growth by the creation of a favorable development cycle.  
(IP creation, series titles and expansion)

## Policy for expansion ① Make a big hit in smartphone games!



ニマルイチエックス

iOS / Android / PCブラウザ



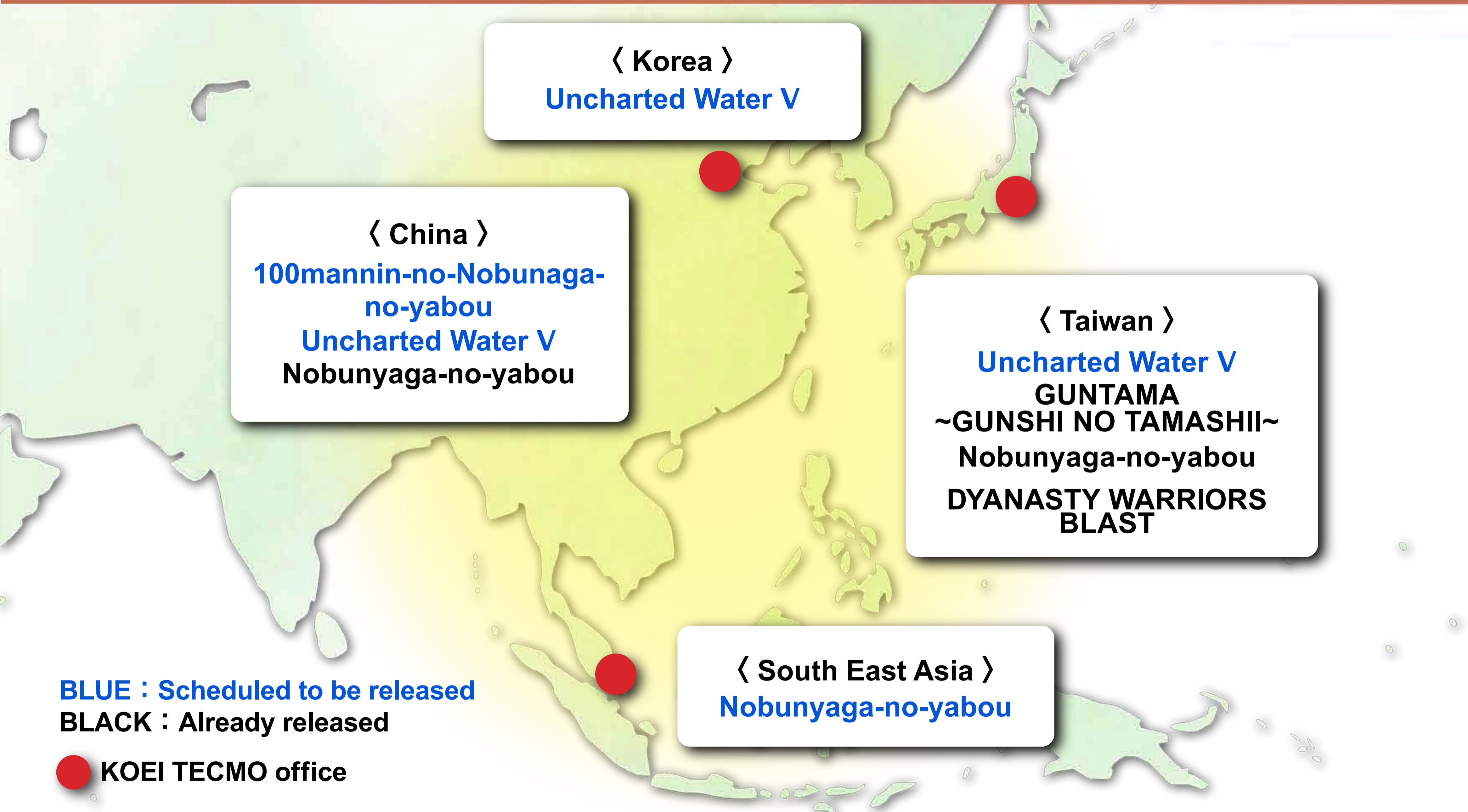
iOS / Android



iOS / Android

## Several new Native apps scheduled for release!

## Policy for expansion ② Expand into the Asian market with Smartphone/ Browser games



Cooperation between Japan/Tianjin/Singapore office towards **continuous release of titles into Asian market.**

## Policy for expansion ③ Major new collaborations and Rebooting former franchises

### Development



PS4 / PS3

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### Rebooting after 7 years



PS4 / PS3 / Xbox One

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# Policy for expansion ④ Promote multi-platform development

- Support new platforms

Aggressive development for PS4/Xbox One

『BLADESTORM: Nightmare』

『DYNASTY WARRIORS 8 Empires』

『WARRIORS OROCHI 3 Ultimate』

『DEAD OR ALIVE 5 Last Round』



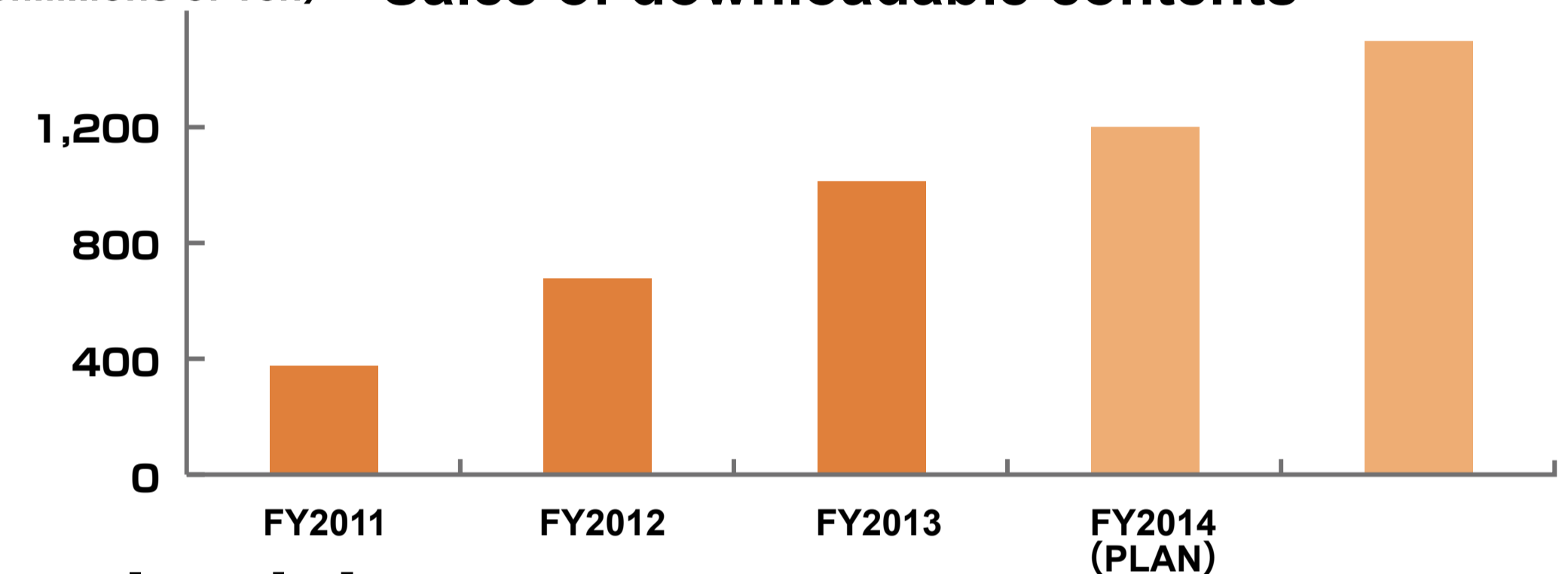
- Expansion of download business

『DEAD OR ALIVE 5 Ultimate』

Free to Play achieves over 1.6 million downloads!

(Sales:Millions of Yen)

Sales of downloadable contents



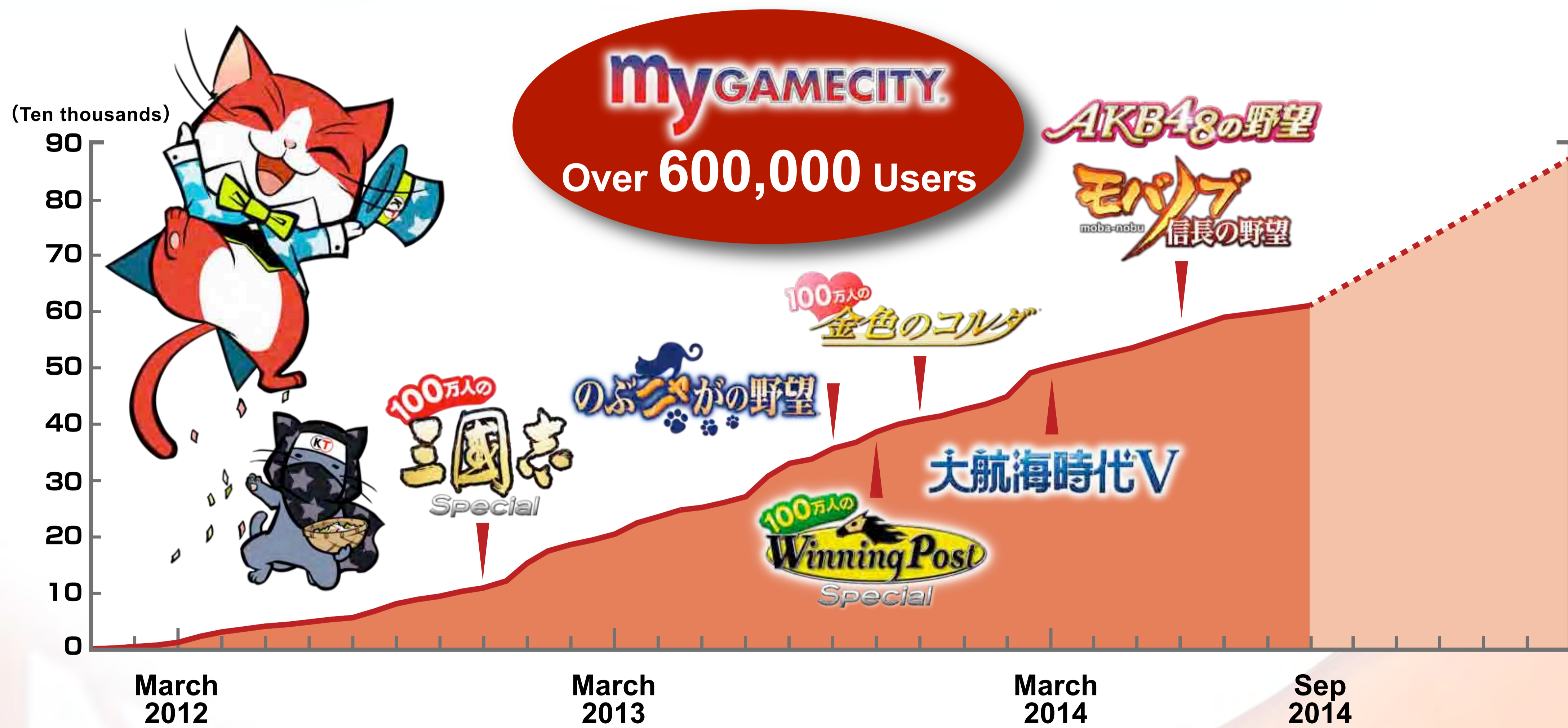
- Multi-platform development for Online&Mobile game segment



DEAD OR ALIVE 5  
LAST ROUND

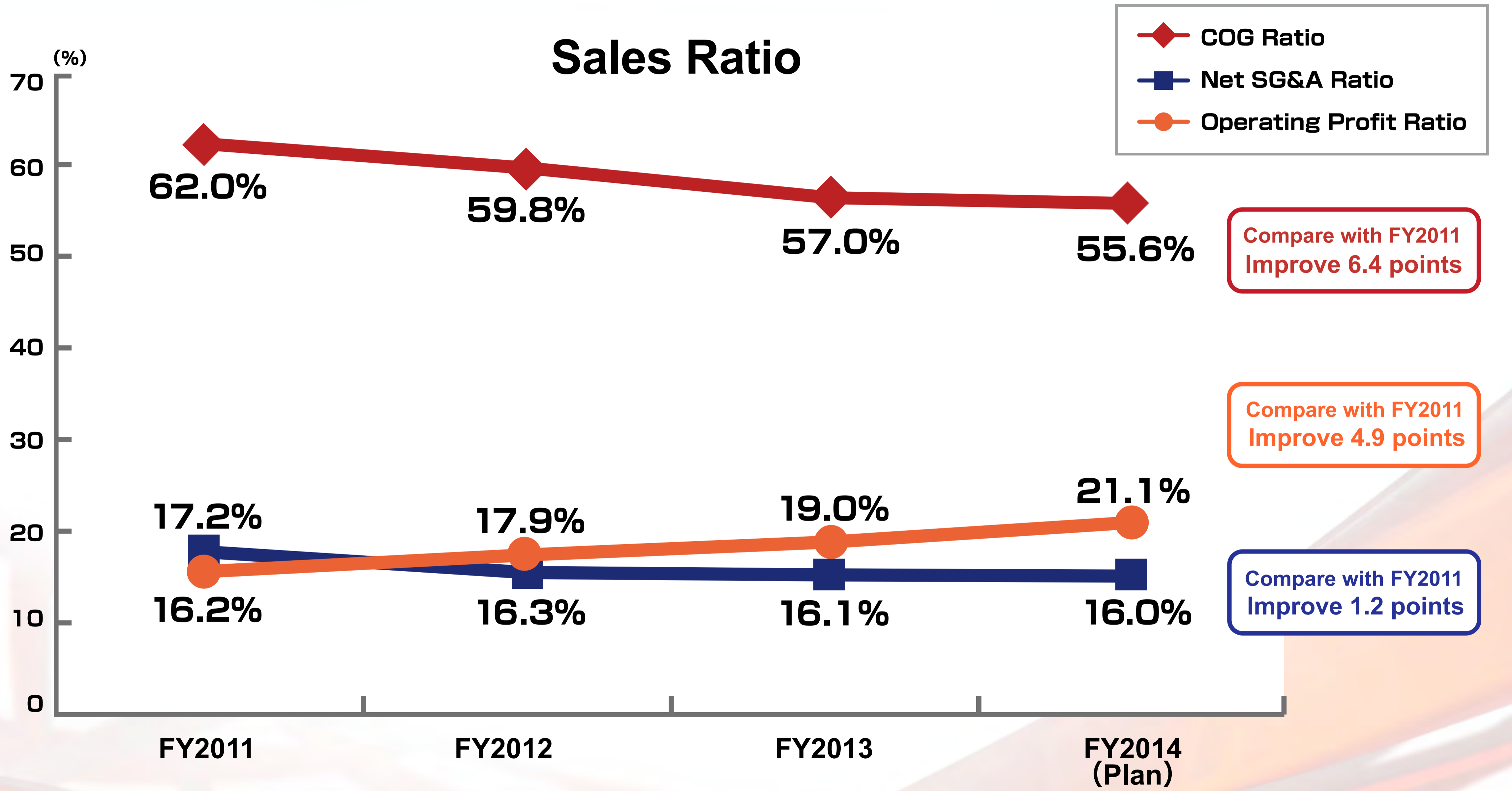


Policy for expansion ⑤ Promote myGAMECITY



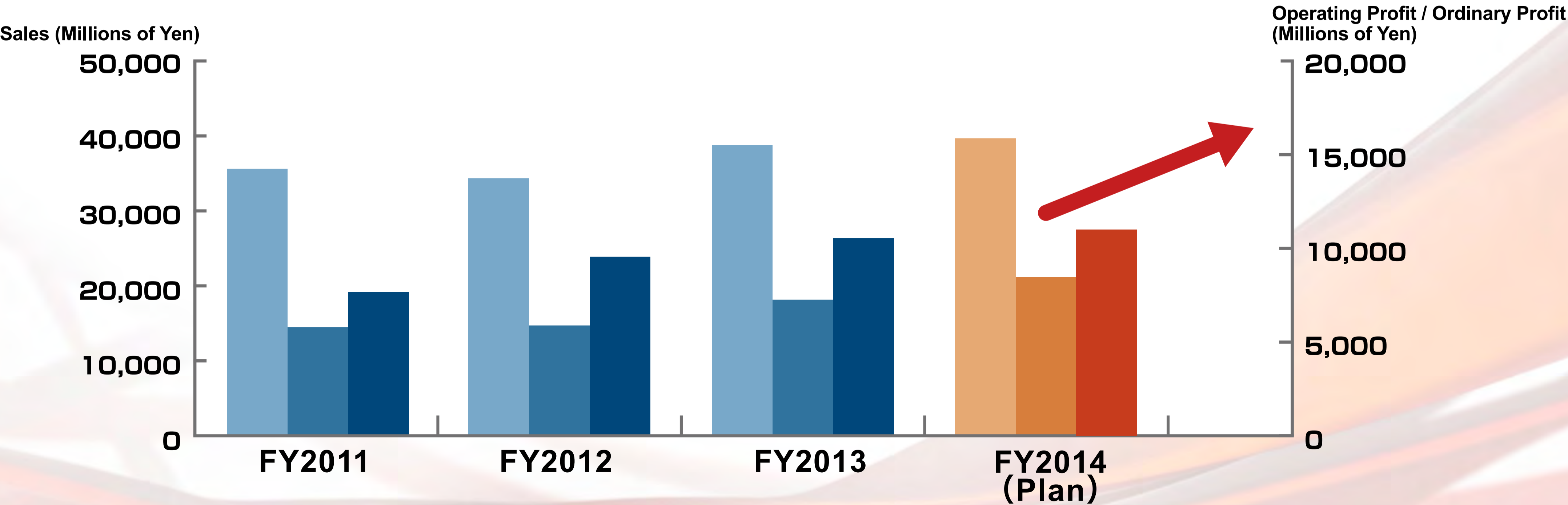
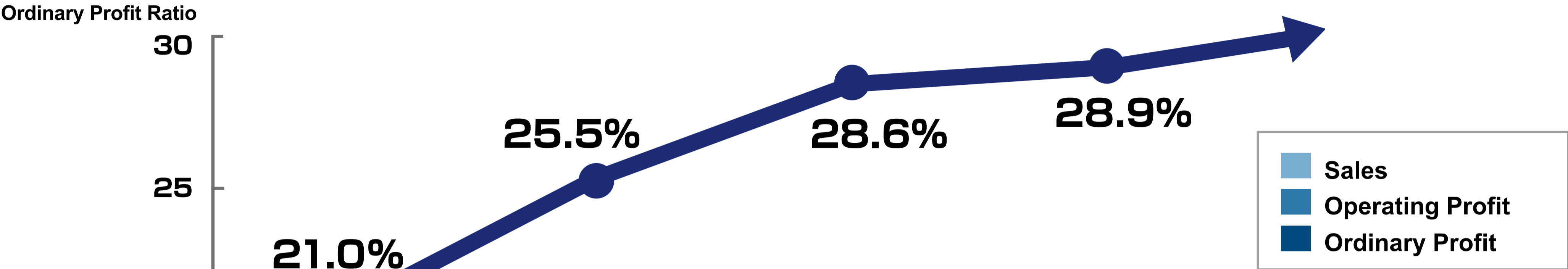
With ID sharing with “GUST Social”, group’s total users has been over 750,000!  
Expansion of internal/external contents to achieve growth and profitability

Achieving Growth and Profitability① Cost reduction / Business efficiency

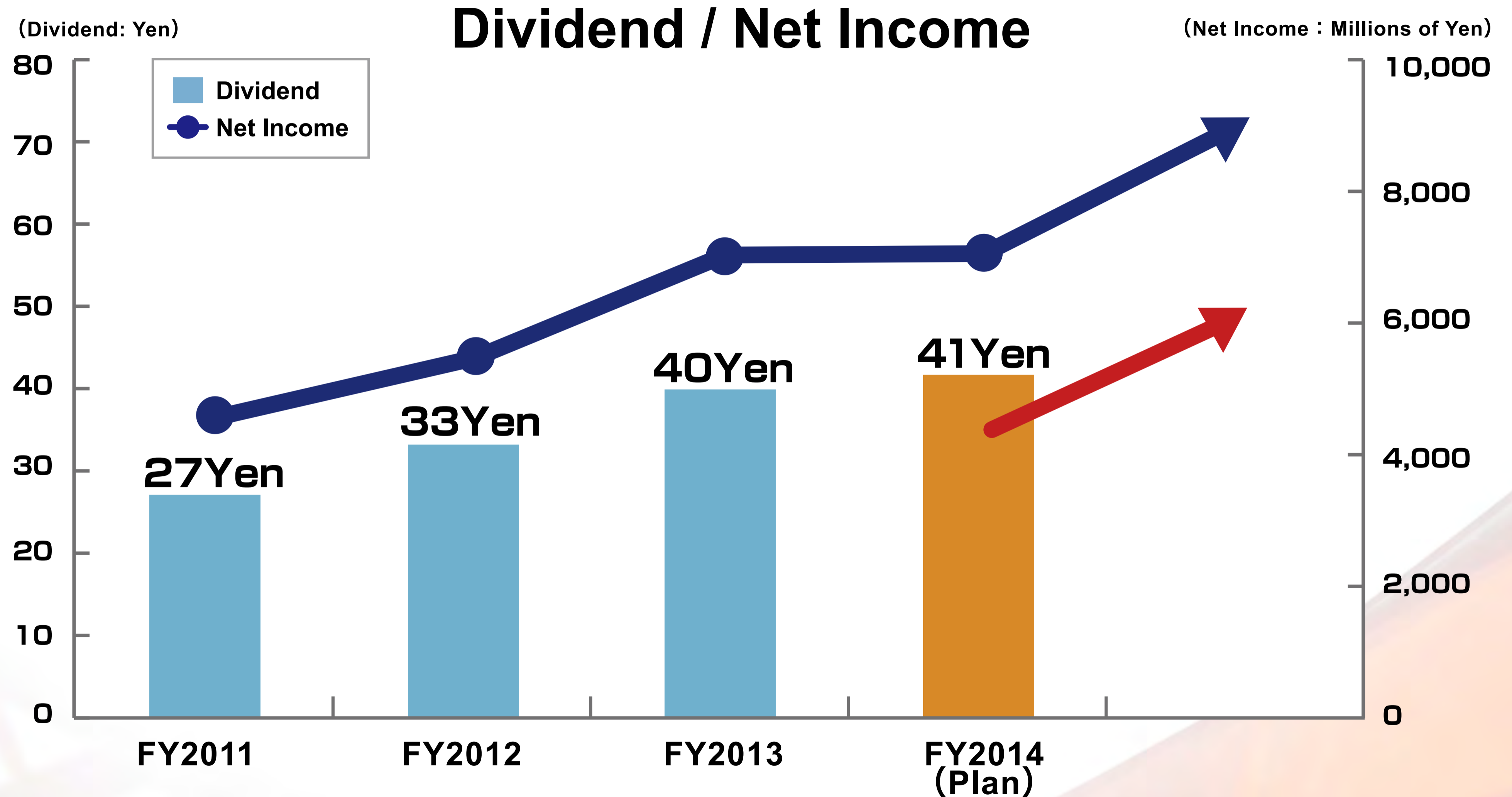


Achieving Growth and Profitability② Aim to achieve an ordinary profit ratio of over 30%!

Sales / Operating Profit / Ordinary Profit Ratio



# Achieving Growth and Profitability③ Dividend Policy: 50% payout ratio or dividend of 50 yen



**Target annual dividend increase to 50 yen!!**



**This document contains statements regarding future objectives, beliefs and current expectations of  
KOEI TECMO HOLDINGS CO., LTD. with respect to its financial results.  
Such statements imply risks and uncertainties and no guarantee of future performance.**