



KOEI TECMO HOLDINGS CO., LTD.

Fiscal Year Ending March 2015
Financial Results

Financial Summary (FY2014)

**Sales increased for the second consecutive year
and profit for the fifth!**

(Units: Millions of Yen)

	FY2013		FY2014		YoY Change	
	Amount	Ratio	Amount	Ratio	Amount	Rate of change
Sales	37,576	100.0%	37,799	100.0%	223	0.6%
Operating Profit	7,140	19.0%	9,652	25.5%	2,512	35.2%
Ordinary Profit	10,728	28.6%	13,568	35.9%	2,840	26.5%
Net Income	6,936	18.5%	9,434	25.0%	2,498	36.0%

Major Titles and Events (FY2014)

Development



PS4/PS3

DRAGON QUEST HEROES

* English name is tentative

開発：(株)コーエーテックモゲームス
発売元：(株)スクウェア・エニックス



PS4/PS3/Xbox One/
Xbox 360/Steam

**DEAD OR ALIVE 5
Last Round**

330,000 / Global
Free-to-Play edition
Over 3 Million
download !



PS4/PS3/PS Vita

**Samurai
Warriors 4-II**

180,000 units
Japan/ Asia

Major Social game franchises show outstanding performance!



Expansion for Asian market shows outstanding performance!



New Native Apps



～十五年の宴～

Events
70,000 Participants



Animation

Sales and Operating Profit by Business Segment (FY2014)

FY2014

(Units: Millions of Yen)

	Game Software	Online & Mobile	Media & Rights	Pachislot & Pachinko	Amusement Facilities	Others	Total	Corporate & Elimination	Consolidated Total
Sales	24,863	6,733	2,744	2,020	1,584	774	38,719	△ 920	37,799
Operating Profit	7,795	1,128	294	718	5	155	10,098	△ 445	9,652

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 (FY2014)

(Units: Millions of Yen)

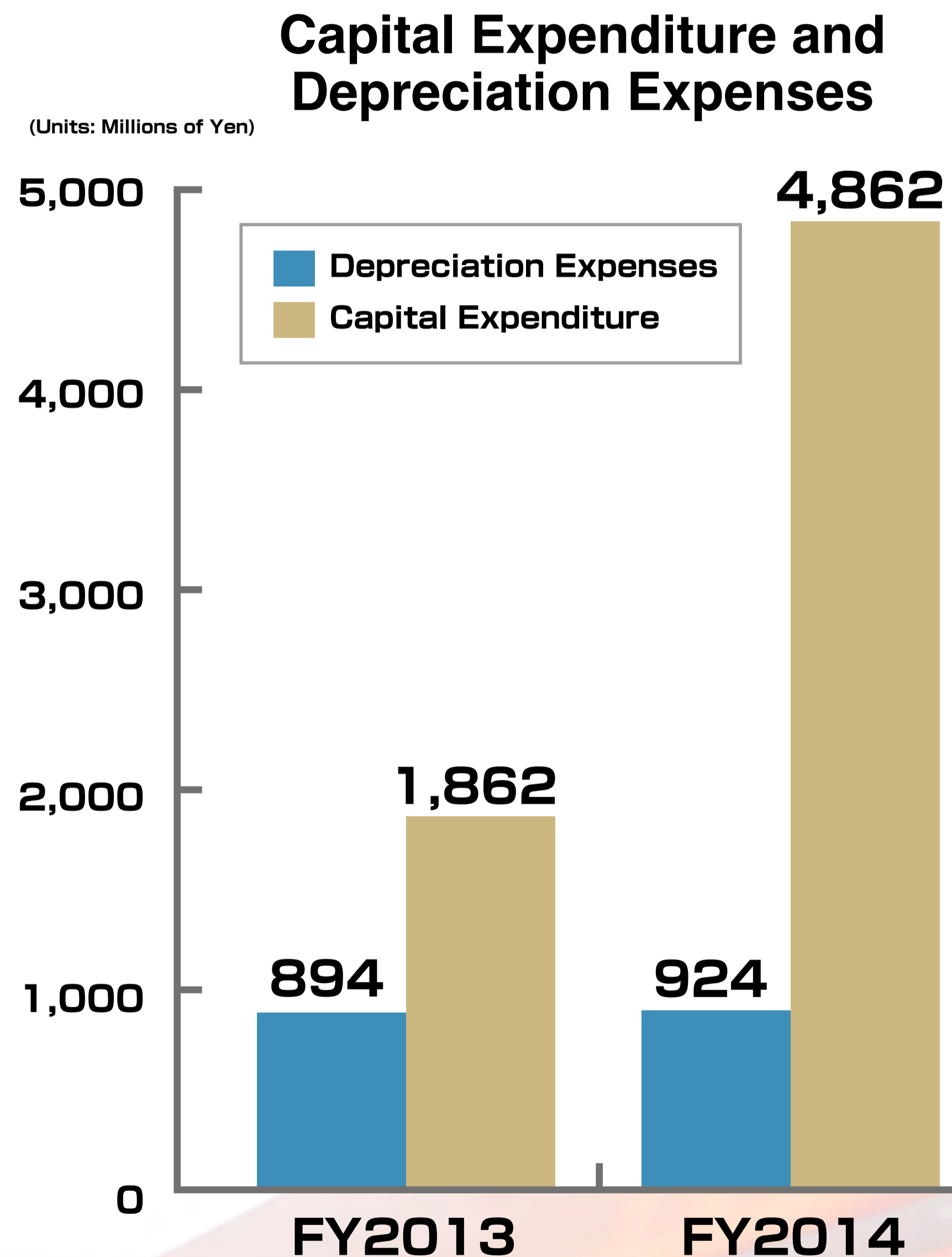
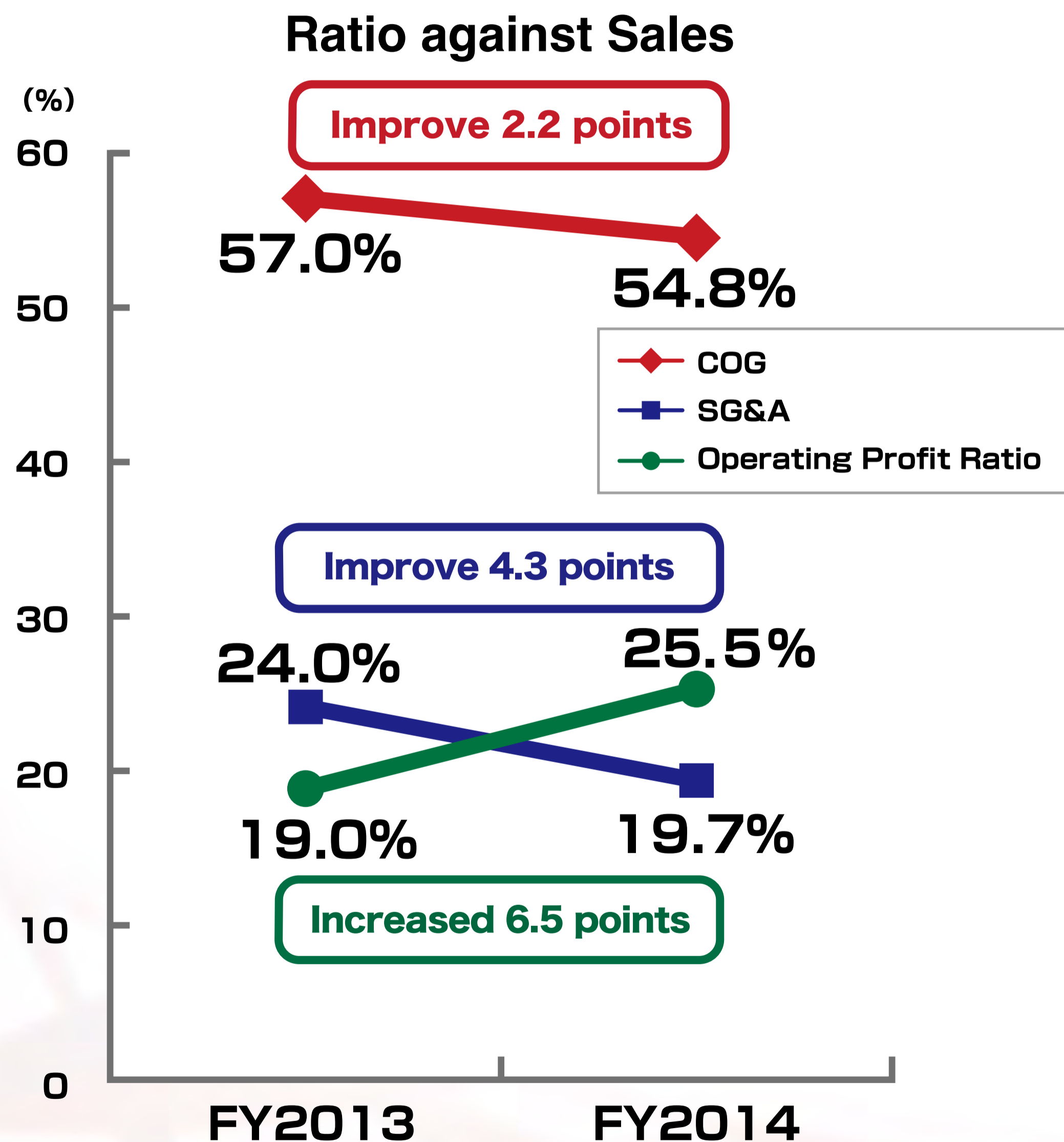
	FY2013		FY2014		YoY Change	
	Amount	Ratio	Amount	Ratio	Amount	Rate of Change
Japan	31,311	83.3%	29,877	79.0%	△1,434	△4.6%
Overseas	6,265	16.7%	7,922	21.0%	1,657	26.4%
North America	2,610	6.9%	3,728	9.9%	1,118	42.8%
Europe	1,726	4.6%	2,431	6.4%	705	40.8%
Asia	1,929	5.1%	1,763	4.7%	△166	△8.6%
Grand Total	37,576	100.0%	37,799	100.0%	223	0.6%

Sales units by Region (FY2014)

(Units: Thousands of Units)

	FY2013		FY2014		YoY Change	
	Units	Ratio	Units	Ratio	Units	Rate of Change
Japan	3,730	57.2%	3,790	53.8%	60	1.6%
Overseas	2,795	42.8%	3,255	46.2%	460	16.5%
North America	1,210	18.5%	1,680	23.8%	470	38.8%
Europe	835	12.8%	1,055	15.0%	220	26.3%
Asia	750	11.5%	520	7.4%	△230	△30.7%
Grand Total	6,525	100.0%	7,045	100.0%	520	8.0%

Major Expenses, Capital Expenditure and Depreciation Expenses (FY2014)



KOEI TECMO HOLDINGS CO., LTD
Consolidated Plan
(Fiscal Year Ending March 31, 2016)

Financial Summary (Plan FY2015)

(Units: Millions of Yen)

	FY2014		FY2015		YoY Change	
	Amount	Ratio	Amount	Ratio	Amount	Rate of Change
Sales	37,799	100.0%	40,000	100.0%	2,201	5.8%
Operating Profit	9,652	25.5%	10,000	25.0%	348	3.6%
Ordinary Profit	13,568	35.9%	14,000	35.0%	432	3.2%
Net Income	9,434	25.0%	9,500	23.8%	66	0.7%

Sales and Operating Profit by Business Segment (Plan FY2015)

FY2015

(Units: Millions of Yen)

	Game Software	Online & Mobile	Media & Rights	Pachislot & Pachinko	Amusement Facilities	Others	Total	Corporate & Elimination	Consolidated Total
Sales	26,200	7,700	2,900	2,000	1,200	780	40,780	△ 780	40,000
Operating Profit	7,800	1,300	380	650	20	240	10,390	△ 390	10,000

FY2014

(Units: Millions of Yen)

	Game Software	Online & Mobile	Media & Rights	Pachislot & Pachinko	Amusement Facilities	Others	Total	Corporate & Elimination	Consolidated Total
Sales	24,863	6,733	2,744	2,020	1,584	774	38,719	△ 920	37,799
Operating Profit	7,795	1,128	294	718	5	155	10,098	△ 445	9,652

Net Sales by Region (Plan FY2015)

(Units: Millions of Yen)

	FY2014		FY2015		YoY Change	
	Amount	Ratio	Amount	Ratio	Amount	Rate of Change
Japan	29,877	79.0%	32,100	80.2%	2,223	7.4%
Overseas	7,922	21.0%	7,900	19.8%	△ 22	△ 0.3%
North America	3,728	9.9%	3,200	8.0%	△ 528	△ 14.2%
Europe	2,431	6.4%	2,400	6.0%	△ 31	△ 1.3%
Asia	1,763	4.7%	2,300	5.8%	537	30.5%
Grand Total	37,799	100.0%	40,000	100.0%	2,201	5.8%

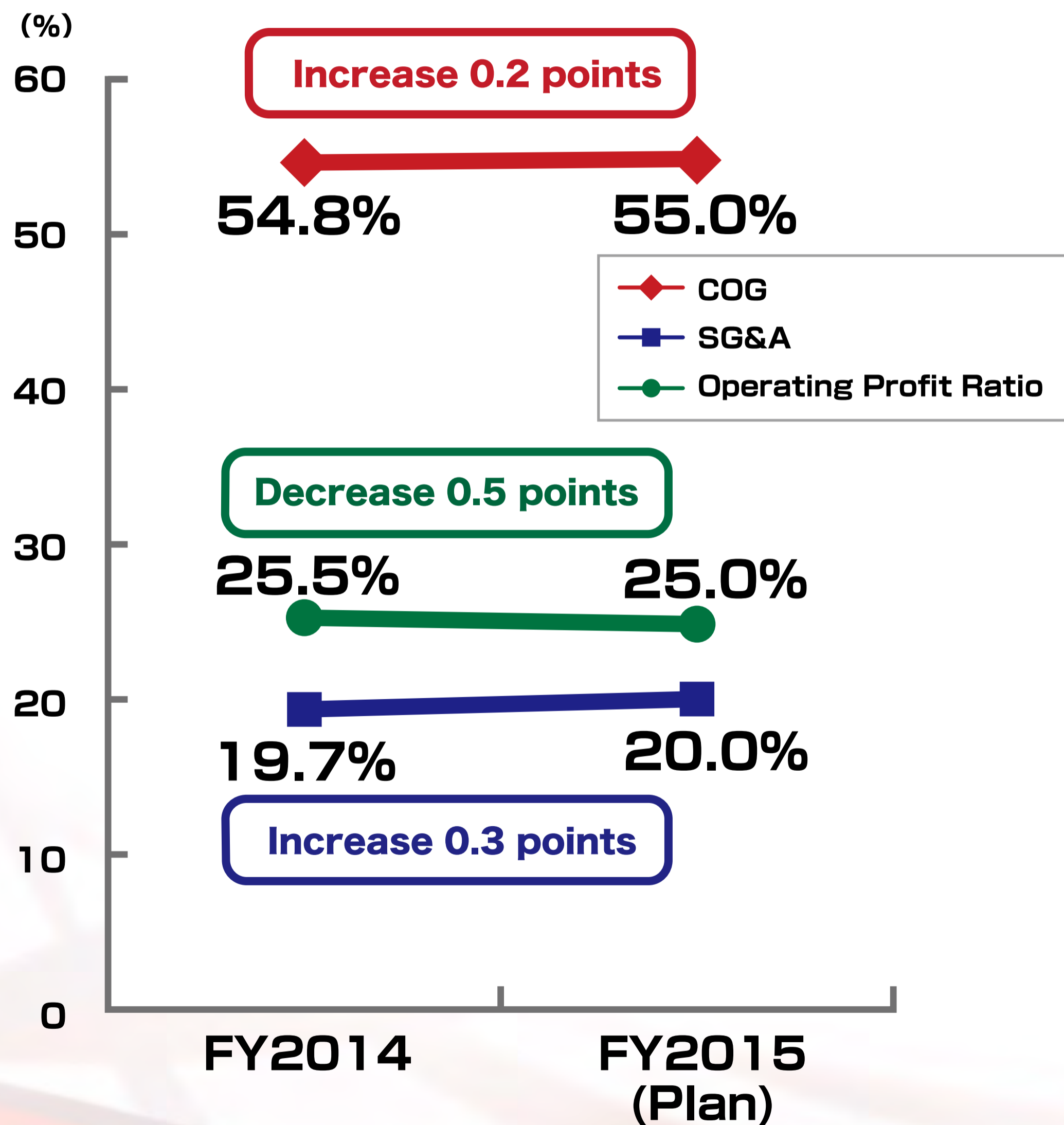
Sales Units by Region (Plan FY2015)

(Units: Thousands of Units)

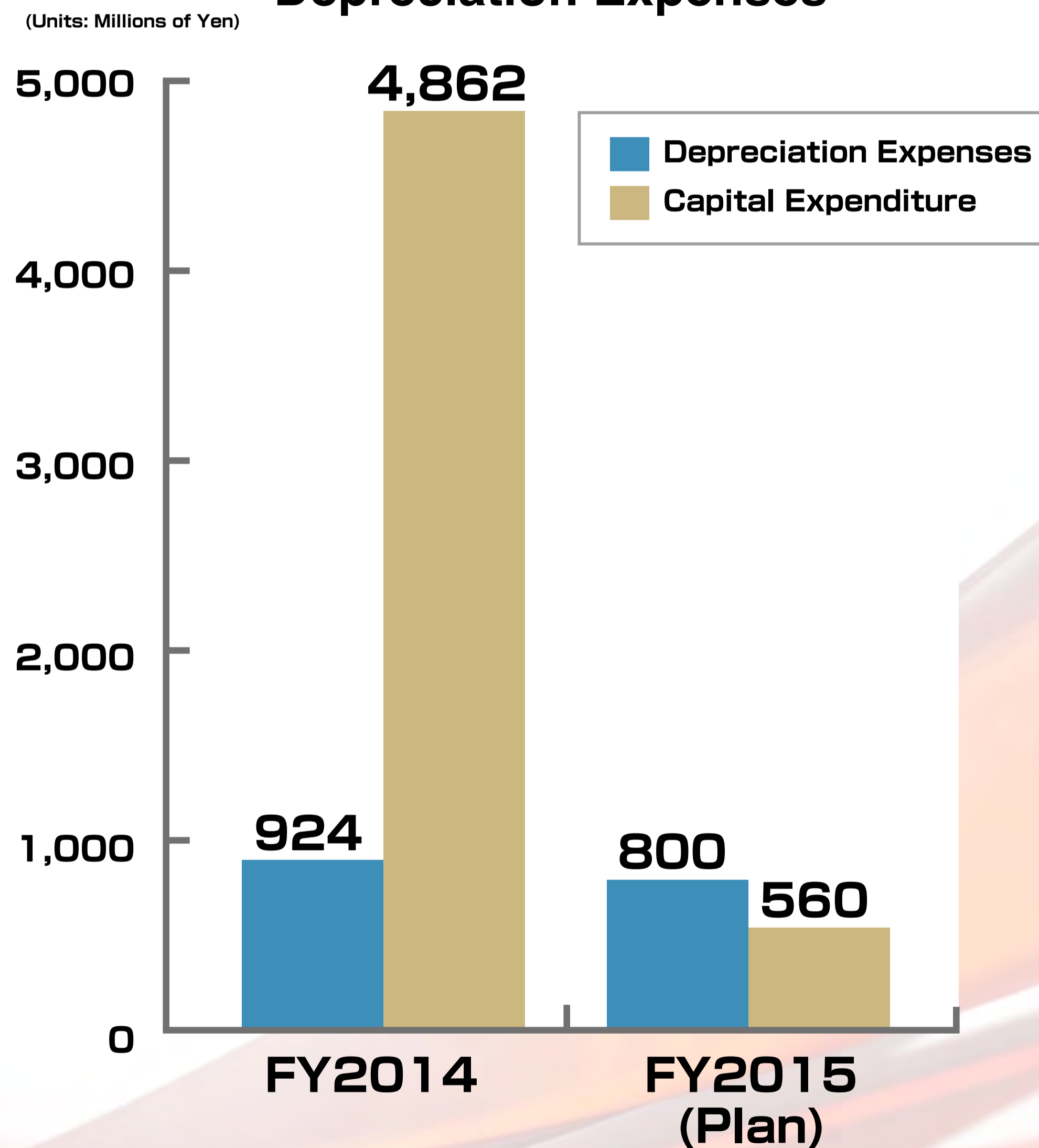
	FY2014		FY2015		YoY Change	
	Amount	Ratio	Amount	Ratio	Amount	Rate of Change
Japan	3,790	53.8%	4,000	57.1%	210	5.5%
Overseas	3,255	46.2%	3,000	42.9%	△255	△7.8%
North America	1,680	23.8%	1,400	20.0%	△280	△16.7%
Europe	1,055	15.0%	1,000	14.3%	△55	△5.2%
Asia	520	7.4%	600	8.6%	80	15.4%
Grand Total	7,045	100.0%	7,000	100.0%	△45	△0.6%

Major Expense, Capital Expenditure and Depreciation Expenses (Plan FY2015)

Ratio against Sales



Capital Expenditure and Depreciation Expenses

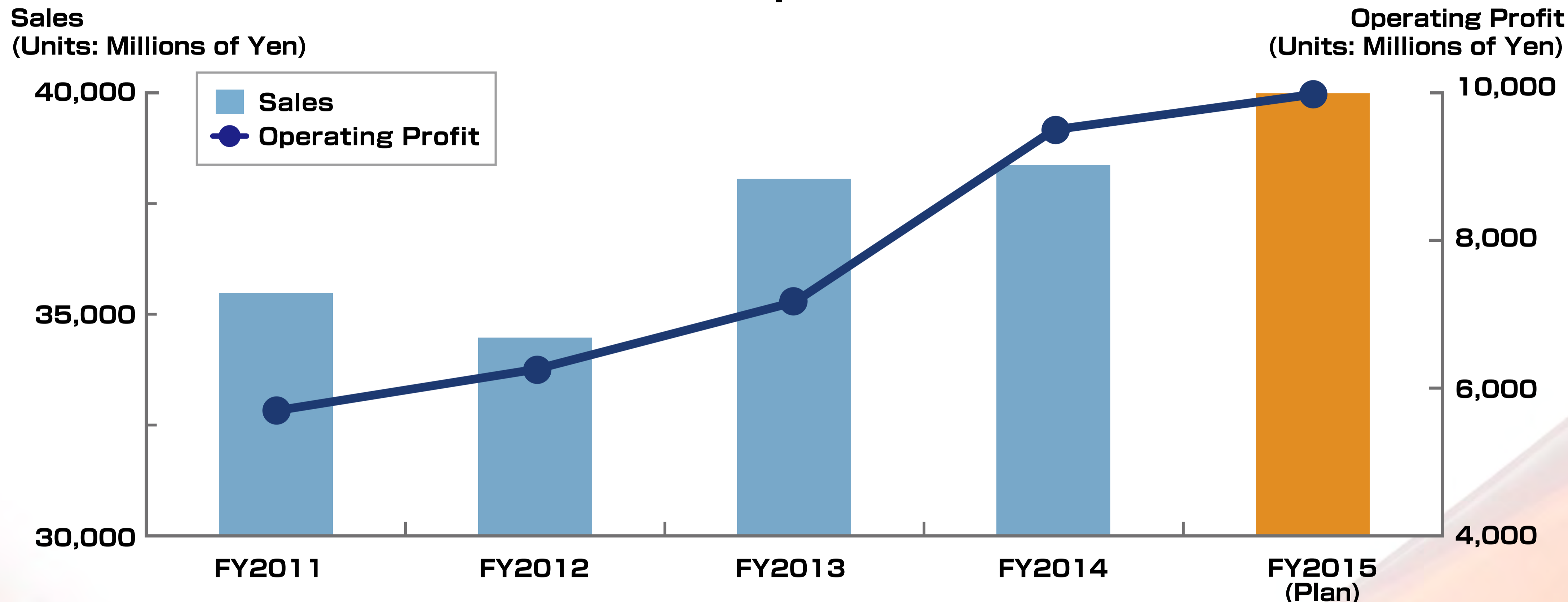




KOEI TECMO Group Management Policy & Strategy

Profit increased for the fifth consecutive year! Achieved all-time financial results!

“IP Creation and Expansion” succeeded!



• In game software business, profitability improved dramatically through the performance of several collaborations.

• In Online & Mobile business, major social game and expansion of “Uncharted Waters V” in Asia are performing well.

In Media & Rights business, live events and merchandise sales are doing good. Achieved sales and profit increase in each business division.

IP Creation and Expansion

Multi-Platform

Expansion into many genres

Tie-ups

IP

Collaborative Efforts

Animation	Comics	Toys
Food service	Movie	Publishing
Apparel	Goods	TV
Music	Food	Local Community

Global Expansion

IP Creation

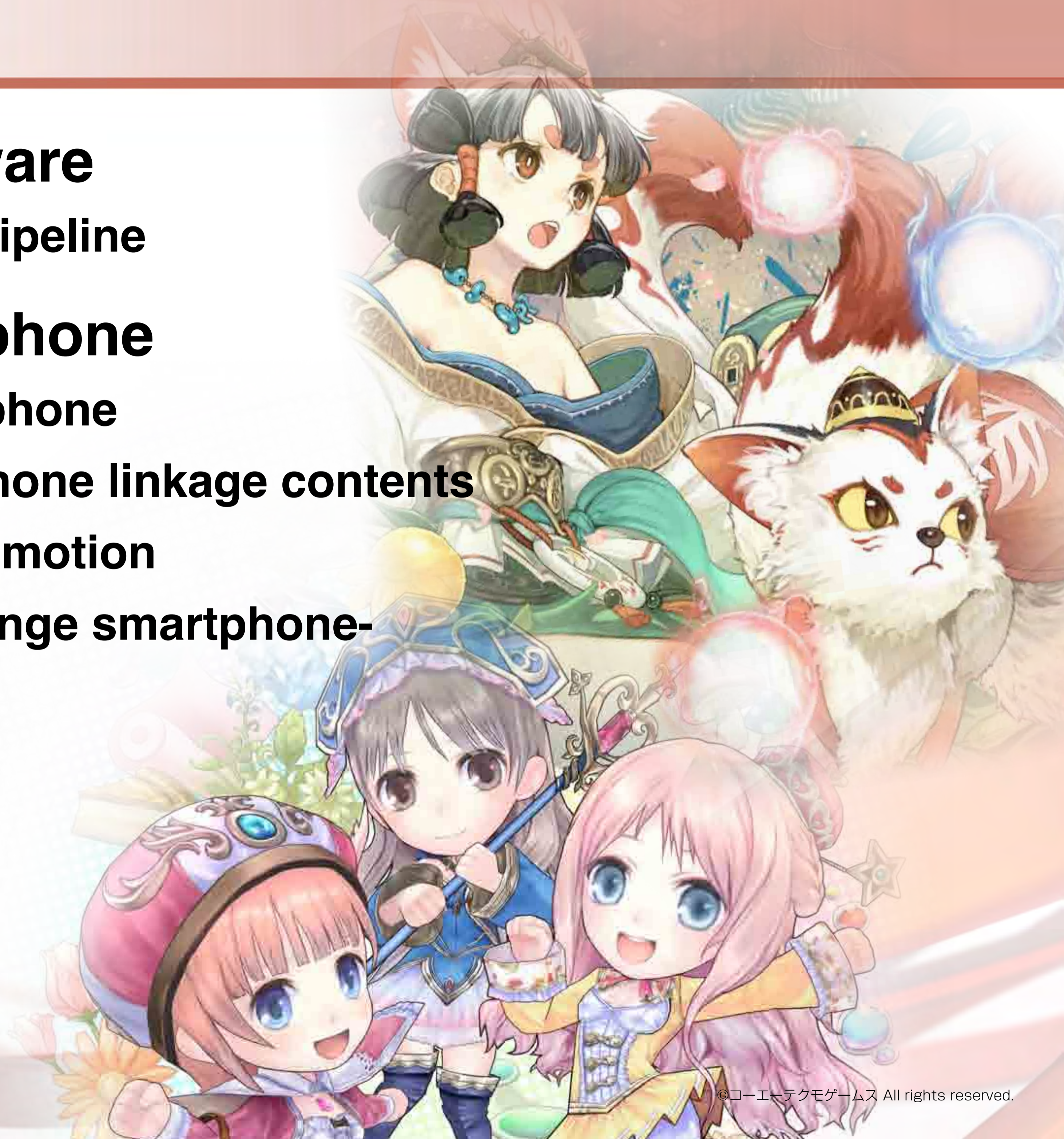
New package software

- Brand new title in pipeline

New title for smartphone

- Major hit for smartphone
- Success of smartphone linkage contents
- Enhance digital promotion

Aggressively challenge smartphone-oriented business



Multi-Platform

1. Hardware Platform

PS4, PS3, PS Vita, WiiU, 3DS, Xbox One, Wearable device & on

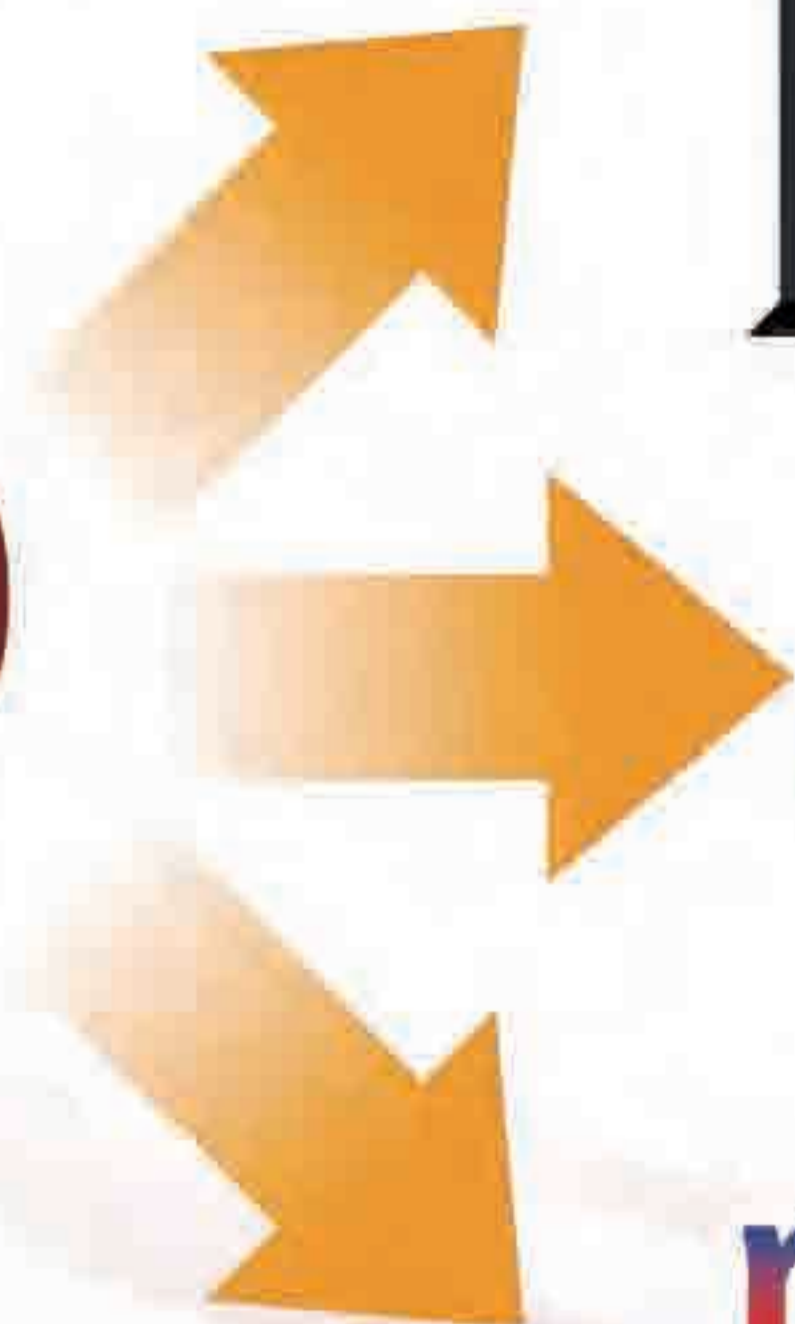
2. Software Platform

mobage, GREE, d Game, Yahoo!mobage, PC Browser & on

3. Own Platform

my GAMECITY

IP



Hardware



Software

mobage

dゲーム



myGAMECITY

Expansion into many genres

More and more Smartphone games to come!



ニマルイチエックス

iOS / Android



iOS / Android



iOS / Android

Collaborative Efforts (1) Japan

Large-scale collaborations come true!



Nintendo 3DS



Development

Arcade

Collaborative Efforts (2) Overseas



〈 Asian Market 〉
Online game
Browser game
Smartphone Game

〈 Western Market 〉
Package Game
Preparing collaboration title
for Western Market

Expand collaboration know-how to overseas!

Tie-ups

Aggressive cross-media expansion



Global Expansion (1) Western market



Over 1 million copies shipped worldwide!

Global Expansion (2) Asian market

Expand Smartphone game and browser game into Asian market!
Also adapt to PS4/PS Vita/Xbox One in China

〈 China 〉

Uncharted Waters V
Nobunyaga' s Ambition

PS4/PS Vita

Dynasty Warriors 8 Xtreme
Legends
Toukiden: Kiwami

Xbox One

Dynasty Warriors 8
Empires
Warriors OROCHI 3 Ultimate

〈 Korea 〉

Uncharted Waters V

〈 Taiwan 〉

Uncharted Waters V
Guntama
Nobunyaga' s Ambition
Dynasty Warriors
Blast

〈 South East Asia 〉

Nobunyaga' s Ambition

Blue : Scheduled to be released

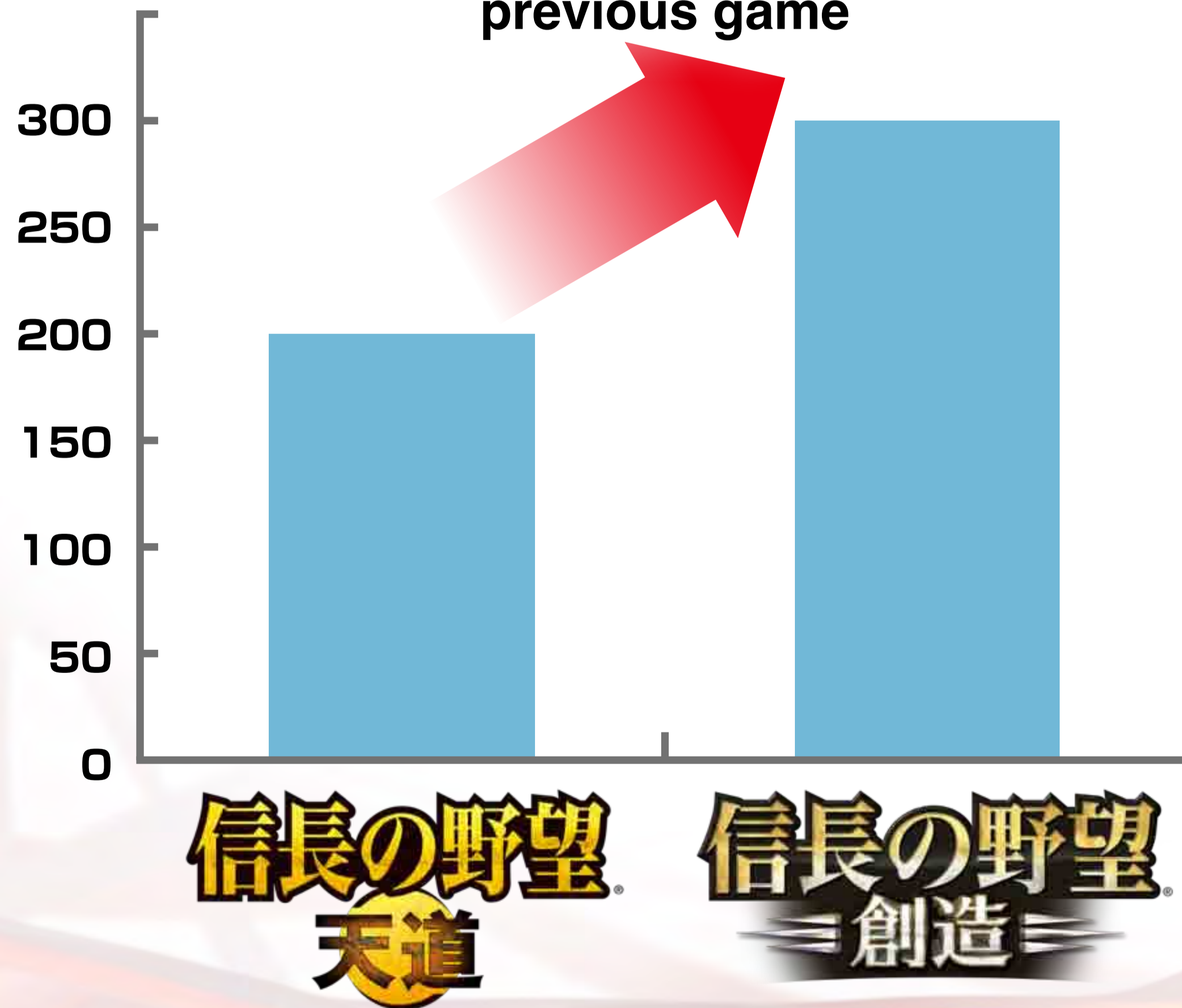
Black : Already released

● KOEI TECMO office

Romance of the Three Kingdoms 30th Anniversary Project (1)

Outcome of “Nobunaga’s Ambition” 30th Anniversary Project

(Thousands of Units) **50% more copies sold compared to previous game**



Romance of the Three Kingdoms 30th Anniversary Project (2)

**NEW “RTK” title is in pipeline.
Planning tie-ups with other media such as novel and comic.
Same as “Nobunaga’s Ambition” 30th Anniversary project,
maximize IP’s value through collaboration with
non-game business partners.**



•30th Anniversary titles

New “RTK” title,
“Yokai Sangokushi”
“RTK Legion”
“Sangokushi Sousouden Online”
and other brand new titles
to be announced

•Merchandise

Complete Anthology of “RTK”
30th Anniversary,
Dictionary of RTK Warload,
Dynasty Warriors 8 Empires
“Hyakuman-nin-no Sangokushi”



Organization Change

Establish “Business Promoting Division”

Aiming further “IP Creation and Expansion”, “Business Promoting Division” is in charge of cultivating domestic and global business by collaborative efforts, licensing and relationship management with IP holders.



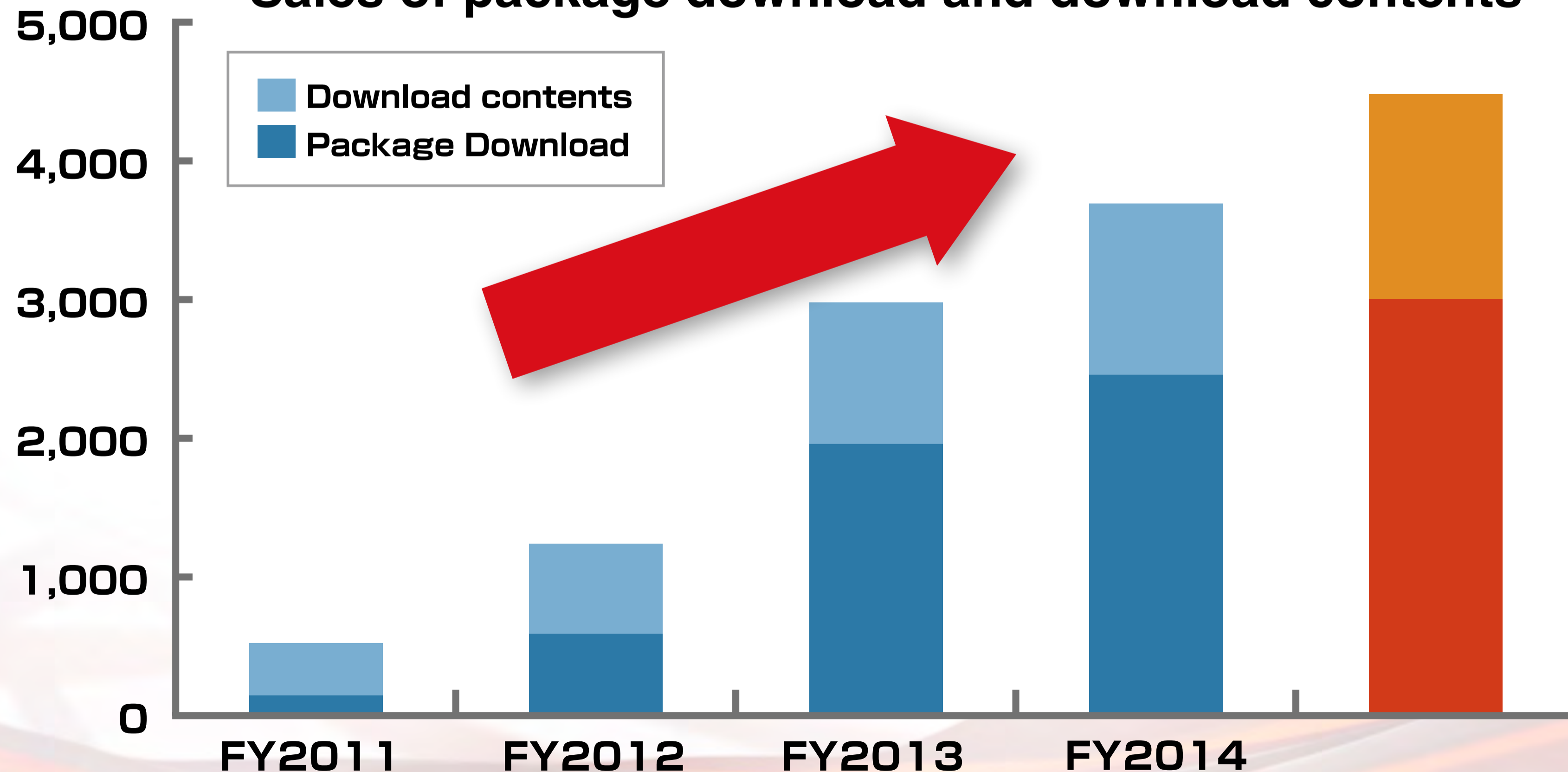
Achieving Growth and Profitability (1)

Enhance Digital Business

**“DEAD OR ALIVE 5 LAST ROUND” Free-to-Play edition contributes superb download contents sales!
Realize continual revenue by distributing contents periodically.**

(Units: Millions of Yen)

Sales of package download and download contents

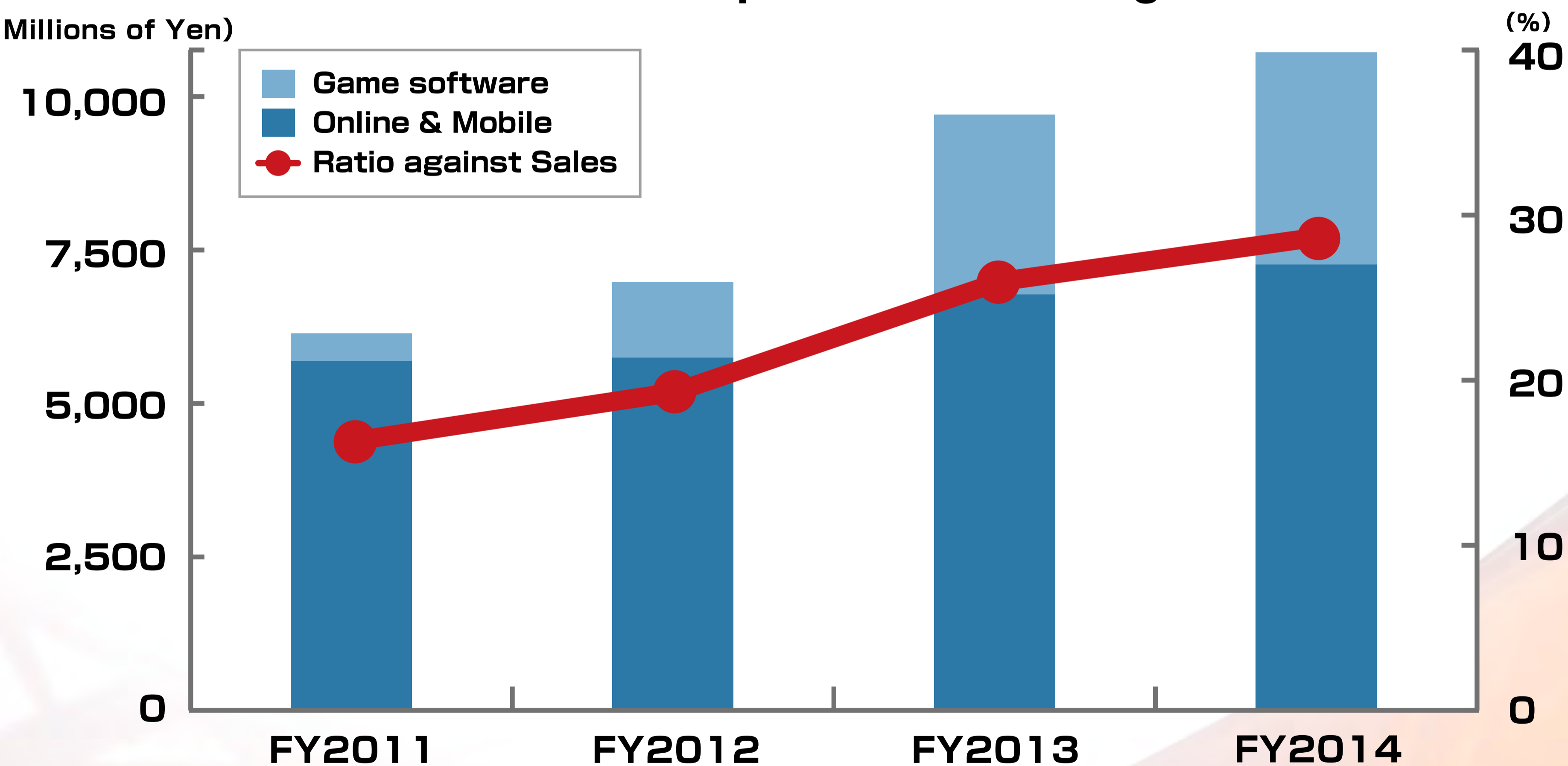


Achieving Growth and Profitability (2)

Enhance Digital Business

Sales amount and component ratio of Digital business

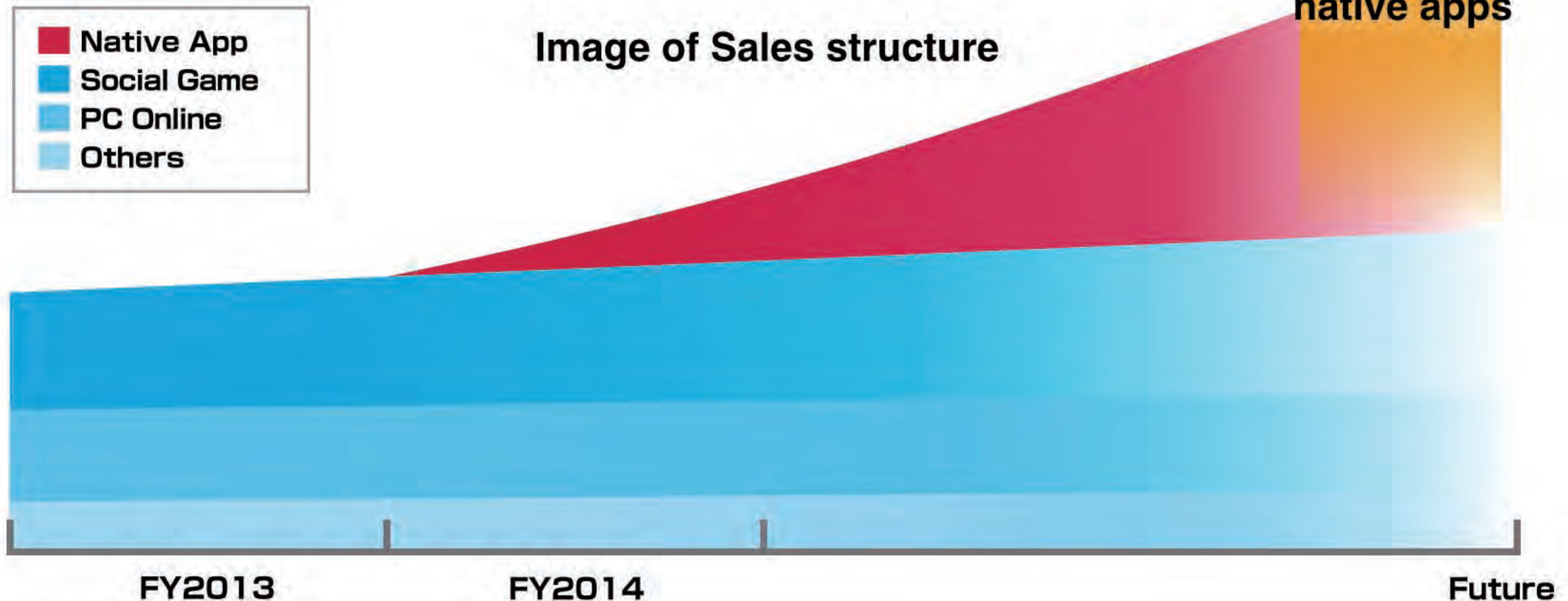
(Units: Millions of Yen)



Achieving Growth and Profitability (3)

Sales structure of online & mobile business unit

- Major social game secured profitability by effective events and multi-platform expansion.
- Add Sales through success of native app

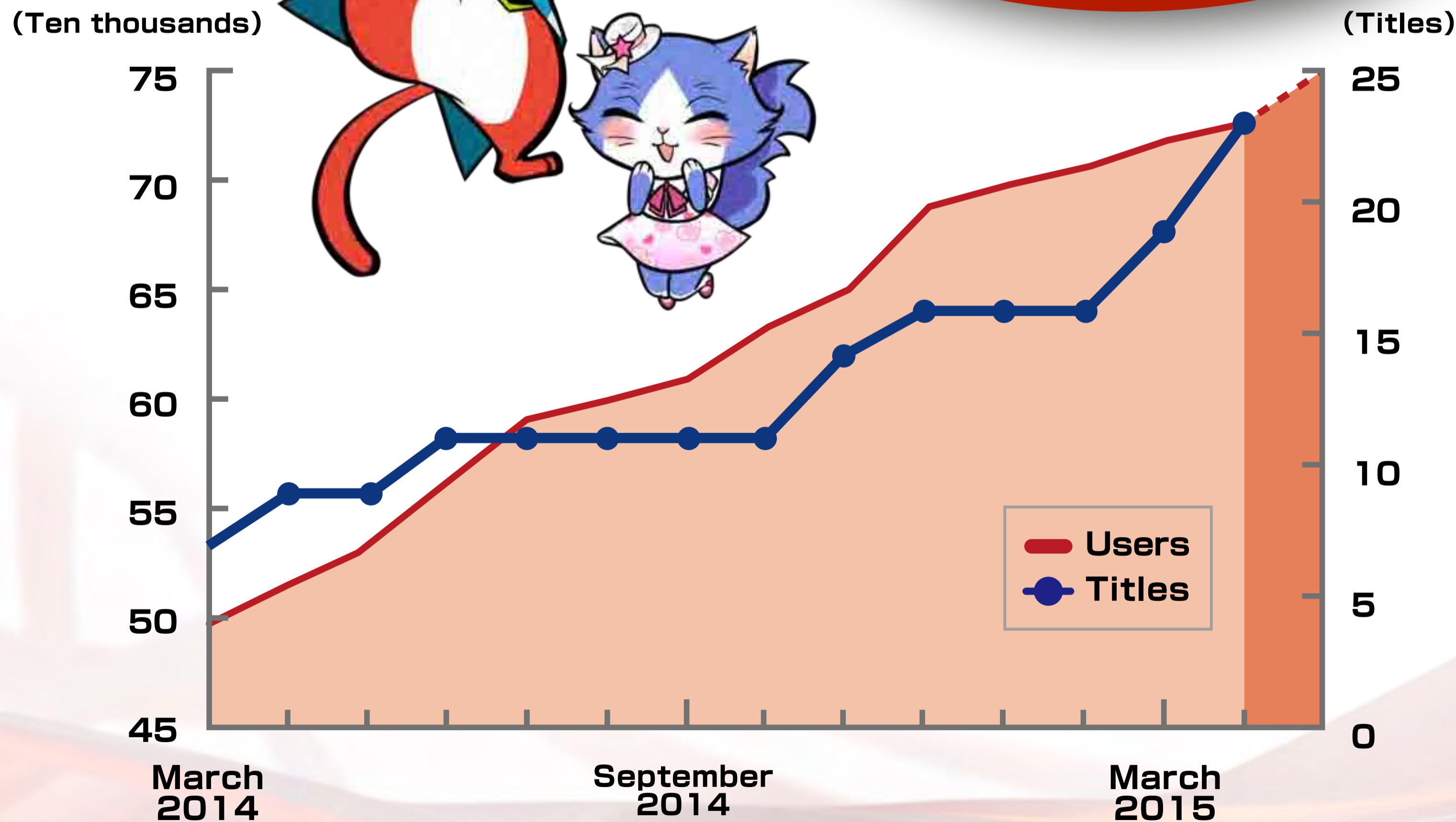


Achieving Growth and Profitability (4)

- myGAMECITY got Open-Platformed!

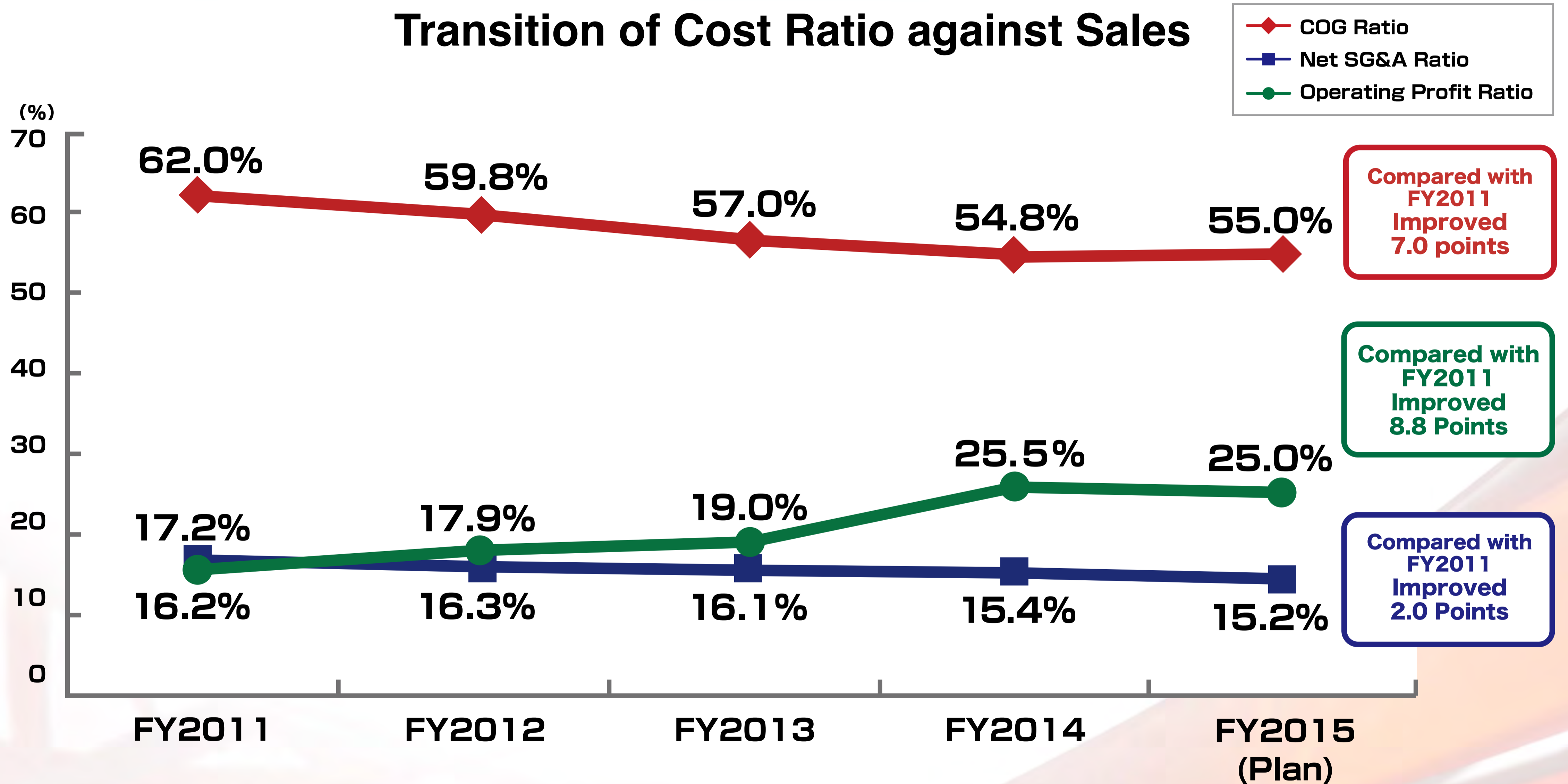


myGAMECITY.
Over
700,000 users!



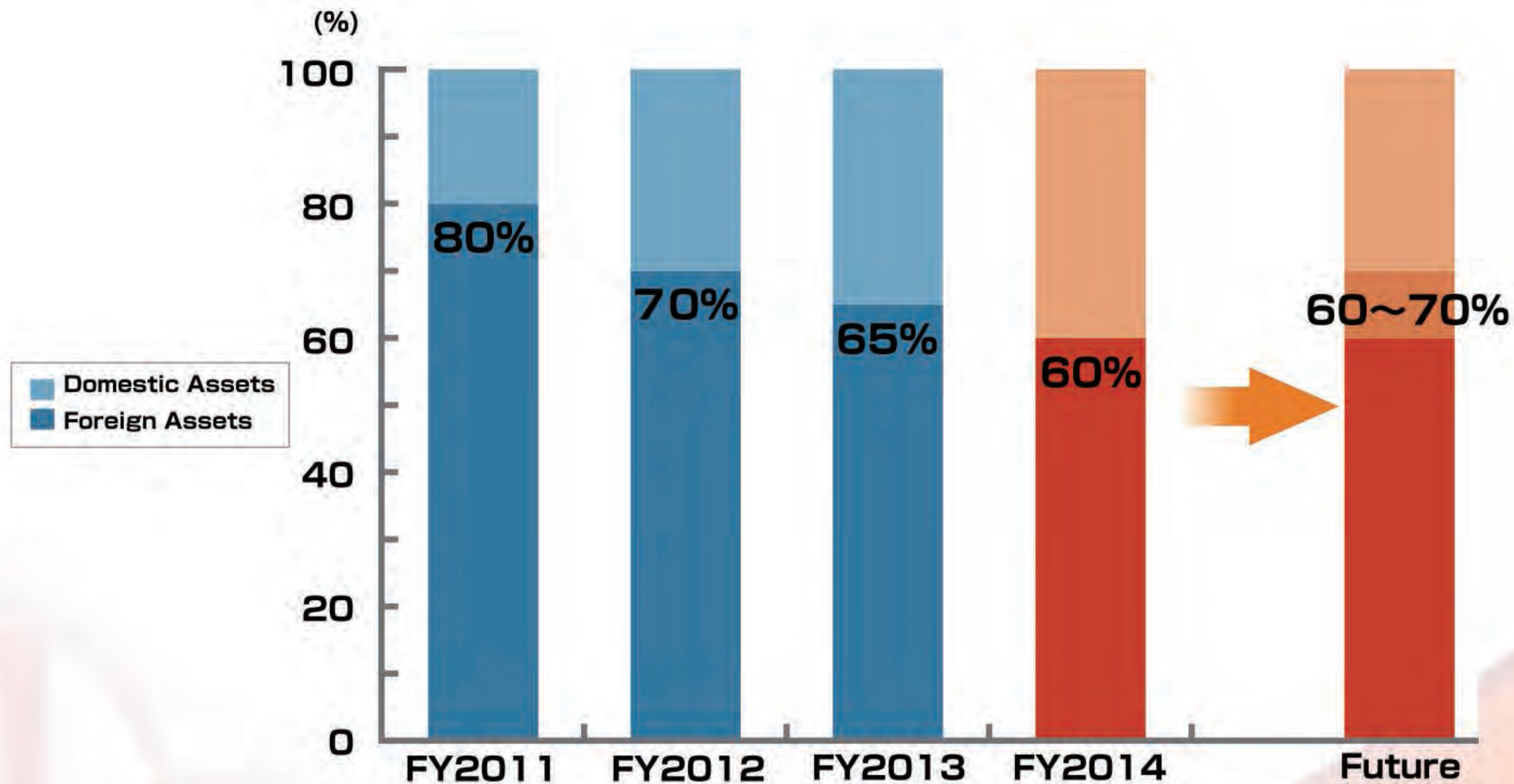
Cost Reduction / Business Efficiency

Transition of Cost Ratio against Sales



Investment Policy

Foreign currency rate of Investment Assets

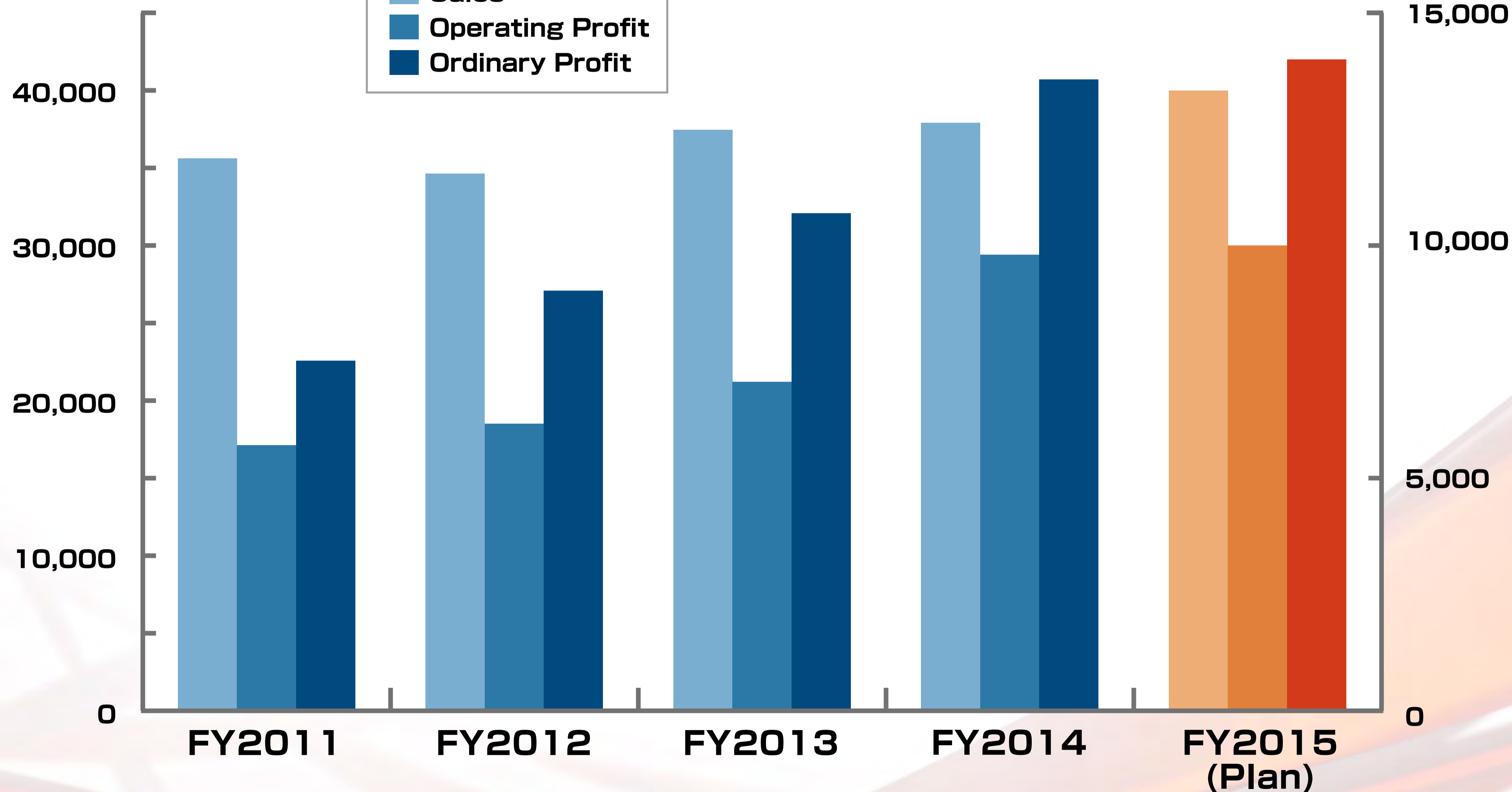


Watch market environment and act accordingly

Sales/Operating Profit/Ordinary Profit Ratio

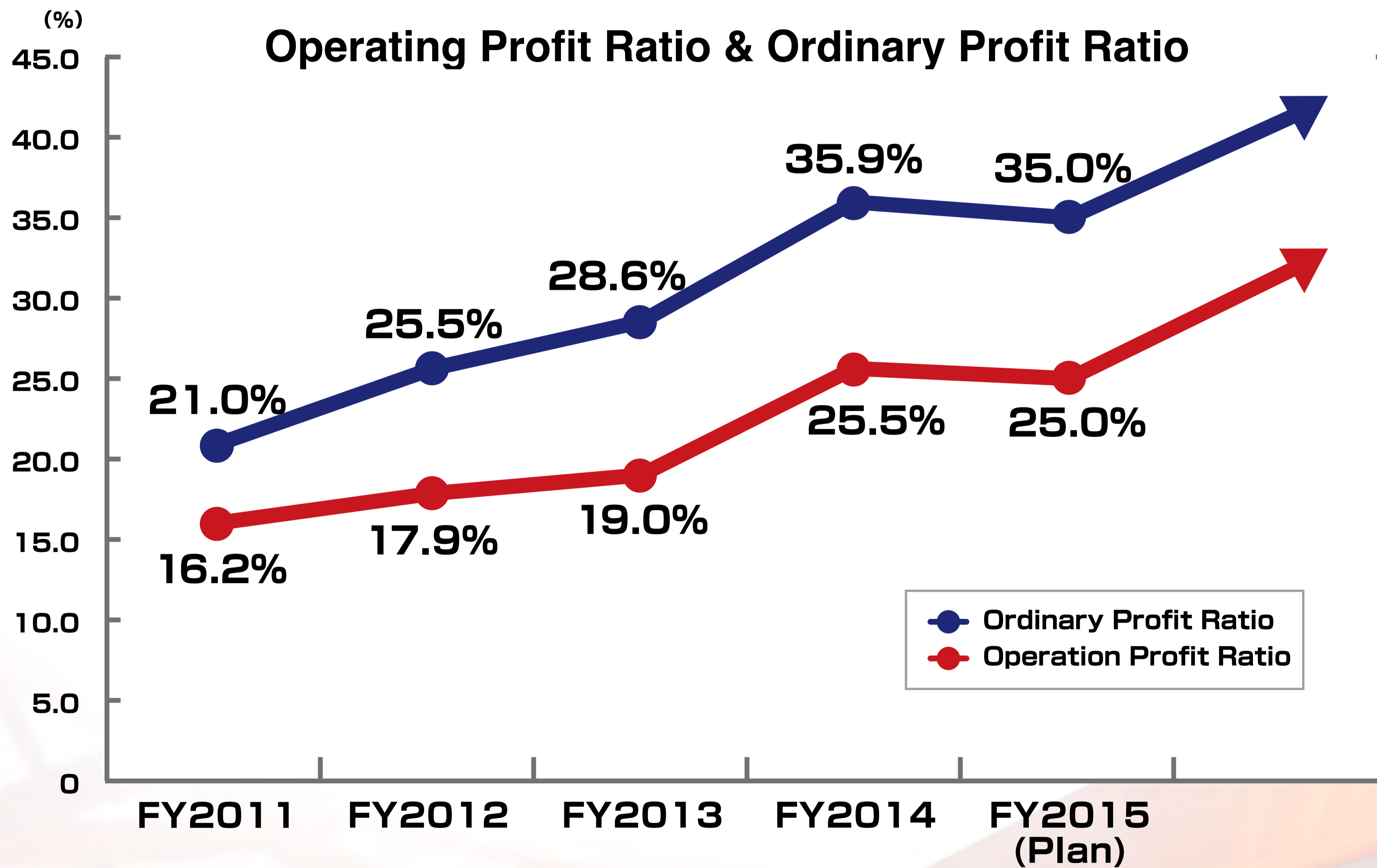
Sales
(Units: Millions of Yen)

Operating Profit/Ordinary Profit
(Units: Millions of Yen)



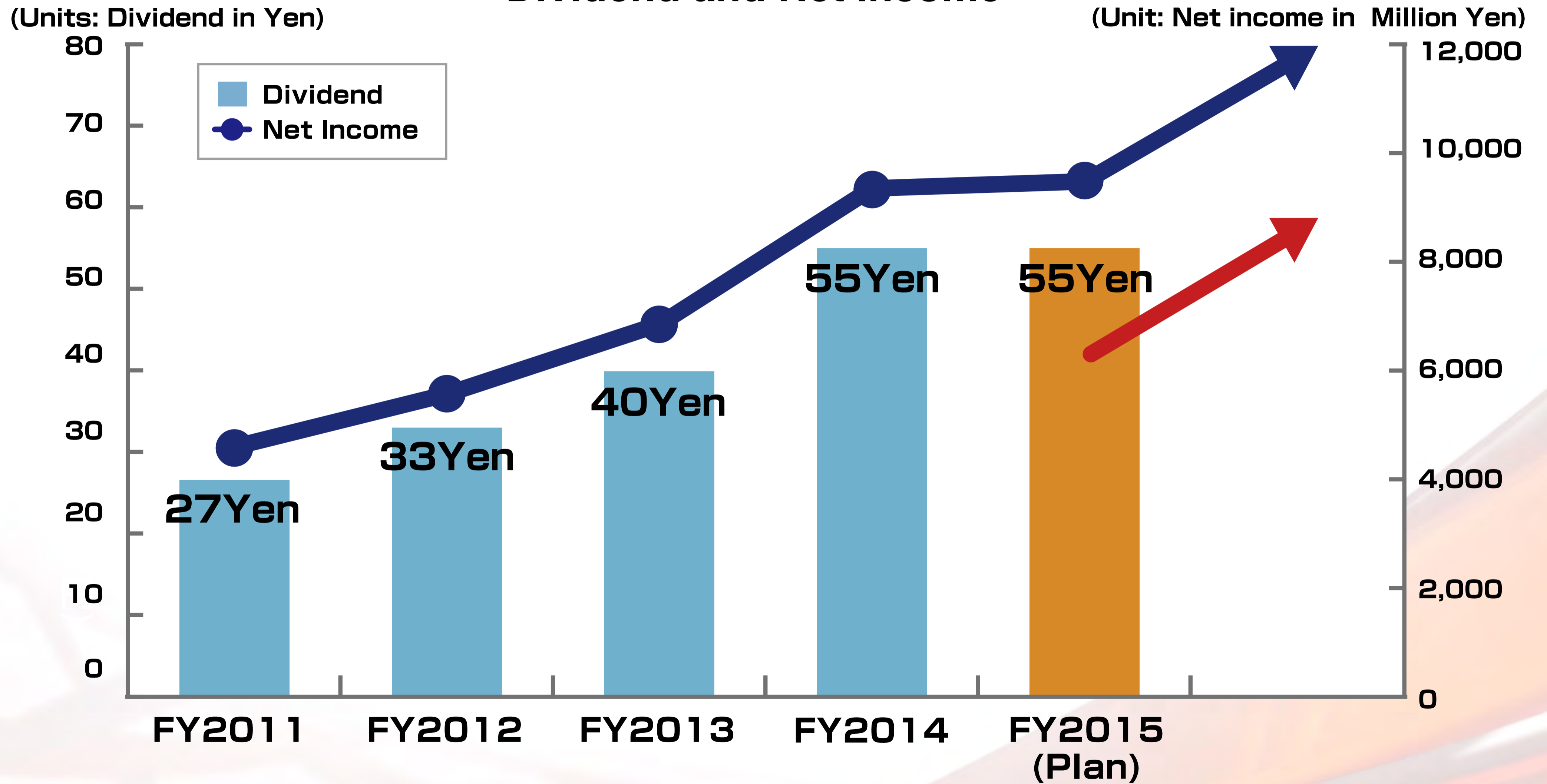
百万円

Aiming for Operating Profit Ratio of 30%



Dividend Policy: Payout ratio 50% or 50 Yen per Stock

Dividend and Net Income





Thank You



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.