



KOEI TECMO HOLDINGS CO., LTD.

Fiscal Year Ending March 2016
Financial Results

Financial Summary (FY2015)

Sales increased for the third consecutive year and profit for the sixth! Achieved all-time high financial results!

(Units: Millions of Yen)

	FY2014		FY2015		YoY Change	
	Amount	Ratio	Amount	Ratio	Amount	Rate of change
Sales	37,799	100.0%	38,332	100.0%	533	1.4%
Operating Profit	9,652	25.5%	11,069	28.9%	1,417	14.7%
Ordinary Profit	13,568	35.9%	15,755	41.1%	2,187	16.1%
Net Income	9,434	25.0%	10,855	28.3%	1,421	15.1%

Major Titles and Events (FY2015)



“ROMANCE OF THE THREE KINGDOMS” collaborates with “YO-KAI Watch”



Development

PS4/PS3/Xbox One/PC

ROMANCE OF THE THREE KINGDOMS XIII

180,000 copies in Japan/Asia

Nintendo 3DS

YO-KAI Sangokushi
*English name is tentative

PS4/PS3/PS Vita

Attack on Titan

280,000 copies in Japan/Asia

Nintendo 3DS

Hyrule Warriors Legends

Arcade game

DISSIDIA FINAL FANTASY

Major Titles and Events (FY2015)

DOA5LR Core Fighters
OVER 6 MILLION
DOWNLOADS!



PS4/PS Vita

**DEAD OR ALIVE
Xtreme 3**

190,000 copies
in Japan/Asia



PS4/PS3/PS Vita

**Atelier Sophie
~The Alchemist of the
Mysterious Book~**

170,000 copies
in Japan/Asia



PS Vita

Kin-iro-no-Korda 4
30,000 copies in Japan



ネオロマンスフェスタ

遙か祭 2016

20th
Neoromance
Anniversary・Finale
アニバーサリー・ファイナル

EVENT
60,000
participants

Major social game and
browser game franchise
shows solid performance!



Expansion of Asian
markets shows
outstanding performance!



Sales and Operating Profit by Business Segment (FY2015)

FY2015

(Units: Millions of Yen)

	Game Software	Online & Mobile	Media & Rights	Pachislot & Pachinko	Amusement Facilities	Real Estate	Others	Total	Corporate & Elimination	Consolidated Total
Sales	25,237	7,124	2,895	1,788	1,286	830	137	39,299	△967	38,332
Operating Profit	8,655	1,491	271	755	63	322	42	11,602	△532	11,069

FY2014

(Units: Millions of Yen)

	Game Software	Online & Mobile	Media & Rights	Pachislot & Pachinko	Amusement Facilities	Real Estate	Others	Total	Corporate & Elimination	Consolidated Total
Sales	24,863	6,733	2,744	2,020	1,584	646	127	38,719	△920	37,799
Operating Profit	7,795	1,128	294	718	5	168	△12	10,098	△445	9,652

Net Sales by Region (FY2015)

(Units: Millions of Yen)

	FY2014		FY2015		YoY Change	
	Amount	Ratio	Amount	Ratio	Amount	Rate of Change
Japan	29,877	79.0%	28,768	75.0%	△ 1,109	△ 3.7%
Overseas	7,922	21.0%	9,564	25.0%	1,642	20.7%
North America	3,728	9.9%	3,404	8.9%	△ 324	△ 8.7%
Europe	2,431	6.4%	2,108	5.5%	△ 323	△ 13.3%
Asia	1,763	4.7%	4,052	10.6%	2,289	129.8%
Total	37,799	100.0%	38,332	100.0%	533	1.4%

Sales units by Region (FY2015)

(Units: Thousands of Units)

	FY2014		FY2015		YoY Change	
	Units	Ratio	Units	Ratio	Amount	Rate of Change
Japan	3,790	53.8%	2,670	47.9%	△ 1,120	△ 29.6%
Overseas	3,255	46.2%	2,905	52.1%	△ 350	△ 10.8%
North America	1,680	23.8%	1,275	22.9%	△ 405	△ 24.1%
Europe	1,055	15.0%	790	14.2%	△ 265	△ 25.1%
Asia	520	7.4%	840	15.0%	320	61.5%
Total	7,045	100.0%	5,575	100.0%	△ 1,470	△ 20.9%

KOEI TECMO HOLDINGS CO., LTD
Consolidated Plan
(Fiscal Year Ending March 31, 2017)



Financial Summary (Plan FY2016)

(Units: Millions of Yen)

	FY2015		FY2016		YoY Change	
	Amount	Ratio	Amount	Ratio	Amount	Rate of change
Sales	38,332	100.0%	42,000	100.0%	3,668	9.6%
Operating Profit	11,069	28.9%	11,500	27.4%	431	3.9%
Ordinary Profit	15,755	41.1%	16,000	38.1%	245	1.6%
Net Income	10,855	28.3%	11,000	26.2%	145	1.3%

Sales and Operating Profit by Business Segment (Plan FY2016)

FY2016

(Units: Millions of Yen)

	Entertainment	Pachislot & Pachinko	Amusement Facilities	Real Estate	Others	Total	Corporate & Elimination	Consolidated Total
Sales	38,500	1,800	1,200	830	150	42,480	△480	42,000
Operating Profit	10,500	750	70	350	80	11,750	△250	11,500

FY2015

(Units: Millions of Yen)

	Entertainment	Pachislot & Pachinko	Amusement Facilities	Real Estate	Others	Total	Corporate & Elimination	Consolidated Total
Sales	34,713	1,788	1,286	830	137	38,755	△423	38,332
Operating Profit	10,419	755	63	322	42	11,602	△532	11,069

Net Sales by Region (Plan FY2016)

(Units: Millions of Yen)

	FY2015		FY2016		YoY Change	
	Amount	Ratio	Amount	Ratio	Amount	Rate of Change
Japan	28,768	75.0%	33,000	76.8%	4,232	14.7%
Overseas	9,564	25.0%	9,000	21.4%	△564	△5.9%
North America	3,404	8.9%	3,500	8.3%	96	2.8%
Europe	2,108	5.5%	2,500	6.0%	392	18.6%
Asia	4,052	10.6%	3,000	7.1%	△1,052	△26.0%
Total	38,332	100.0%	42,000	100.0%	3,668	9.6%

Sales units by Region (Plan FY2016)

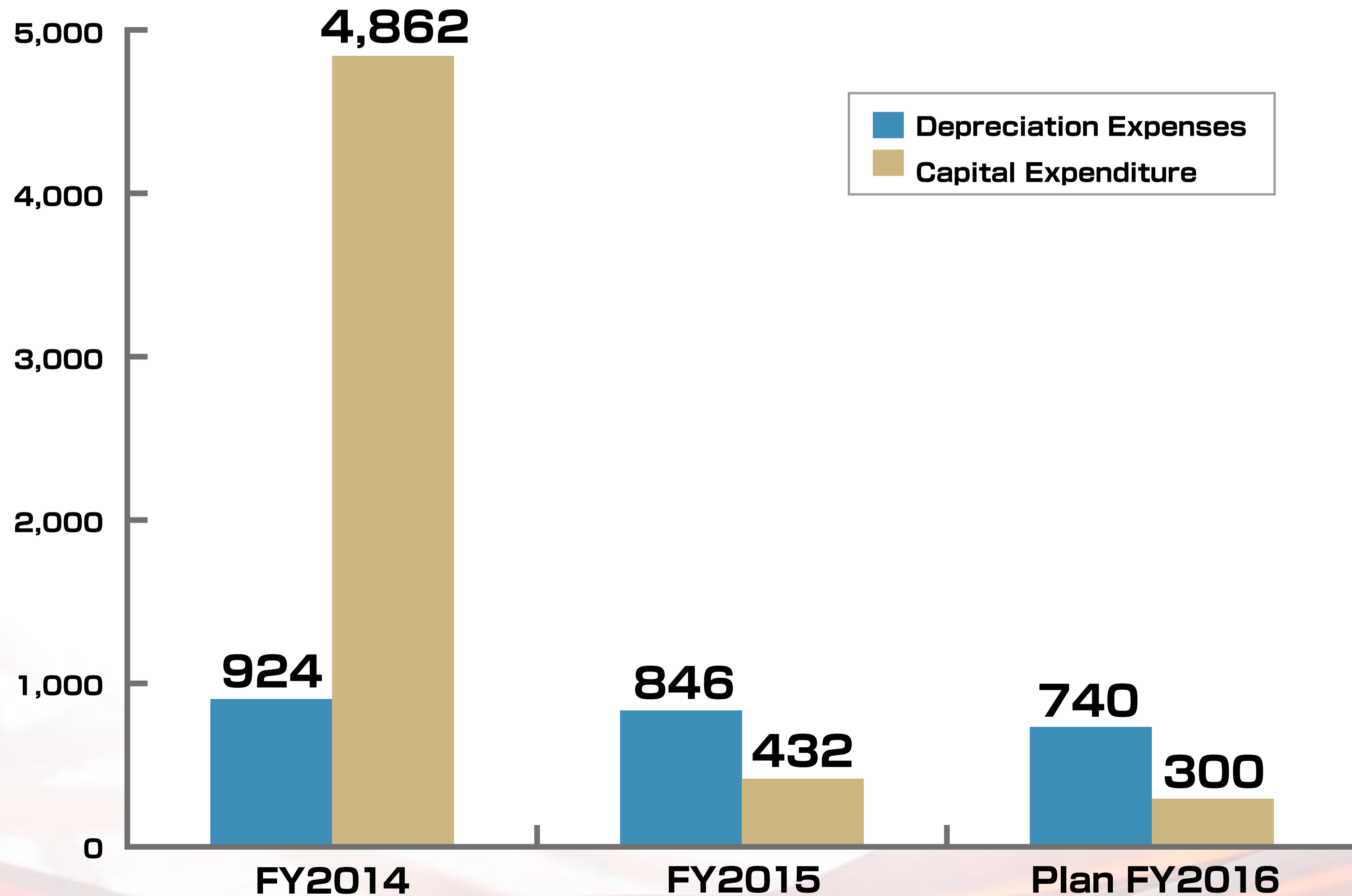
(Units: Thousands of Units)

	FY2015		FY2016		YoY Change	
	Units	Ratio	Units	Ratio	Amount	Rate of Change
Japan	2,670	47.9%	3,500	56.5%	830	31.1%
Overseas	2,905	52.1%	2,700	43.5%	△205	△7.1%
North America	1,275	22.9%	1,100	17.7%	△175	△13.7%
Europe	790	14.2%	900	14.5%	110	13.9%
Asia	840	15.0%	700	11.3%	△140	△16.7%
Total	5,575	100.0%	6,200	100.0%	625	11.2%

Capital Expenditure and Depreciation Expenses (Plan FY2016)

Capital Expenditure and Depreciation Expenses

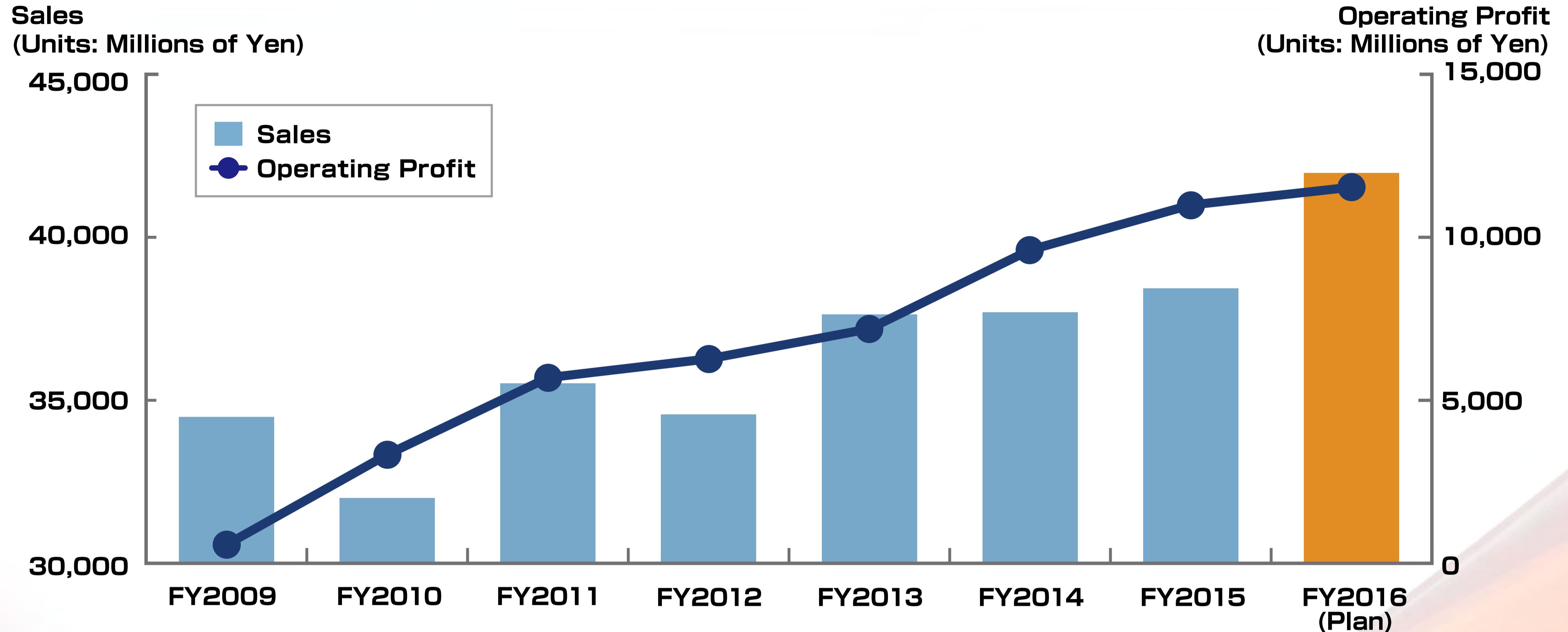
(Units: Millions of Yen)



KOEI TECMO Group Management Policy & Strategy



Achieved sales and profit growth, and profit increased for the sixth consecutive year! Achieved all-time financial results!



- Collaboration titles and digital sales contribute to increased profitability
- Major social and smartphone games are performing well
- Shift to new management system in April 2016, aiming for future growth
- Emphasis on profit

Management Policy FY2016

Management Policy: IP Creation and Expansion

Multi-Platform

Expansion into many genres

Tie-ups

IP

Collaborative Efforts

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

Global Expansion

IP Creation and Expansion



PS4



PS4 / PS3 / PS Vita

Multi-Platform

1. Hardware Platform

PlayStation®4, PlayStation®3, PlayStation®Vita, PlayStation®VR, NX(development code), Wii U, Nintendo 3DS, Xbox One and others

2. Software Platform

DeNA, GREE, d game, Yahoo! Mobage, browsers and others

3. Our platform my GAMECITY



Expansion into many genres

- "Dynasty Warriors" expands into the Simulation RPG genre



- Several new smartphone games are in the pipeline. Aiming to make major smartphone hit games!

Collaborative Efforts



Development



Working on collaboration with major overseas IP

Tie-ups

- Provide and supervise technology for Taiga drama
- Film adaptation of "Dynasty Warriors"
- Manga adaptation of "Harukanaru Tokino Nakade 6"
- "RTK Tsuku-ru"
RTK × Kadokawa
- "Angelique Retour"
× Sweets Paradise



Global Expansion

〈 China 〉

Smartphone/Browser
Uncharted Waters V
Nobunyaga no Yabou

PS4/PS Vita

Dynasty Warriors 8
Xtreme Legend

Toukiden: Kiwami

Xbox One

Warriors OROCHI 3
Ultimate

〈 Korea 〉

Smartphone/Browser
Uncharted Waters V

〈 Taiwan 〉

Smartphone/Browser
Uncharted Waters V
Nobunyaga no Yabou

〈 South East Asia 〉

Smartphone/Browser
Nobunyaga no Yabou

Blue: Scheduled to be released

Black: Released

● Koei Tecmo group's subsidiaries

Changes in organizational structure

Shifting management to brand and IP as main axis

〈By brand〉

〈By field〉

Game software

Online & Mobile

Media & Rights



Entertainment

A KOU SHIBUSAWA PRODUCTION Brand

Produced by  Force Brand

Team NINJA  Brand

 Brand

 Brand

IP by brand

A KOU SHIBUSAWA
PRODUCTION

Produced by
Ω-Force
OMEGA

Team NINJA

キャスト

Ruby Party

信長の野望
創造



NiOH
仁王



Angelique Retour
アンジェリーク ルトゥール

三國志13

戦国無双4
SENGOKU MUSOU

NINJA
GAIDEN 3

よるのみに

遙かなる時空の中で6

Winning Post 8

討鬼伝2
TOUKIDEN

DEAD OR ALIVE 5

アルカナ
PLUS

金色のコルダ4

大航海時代V

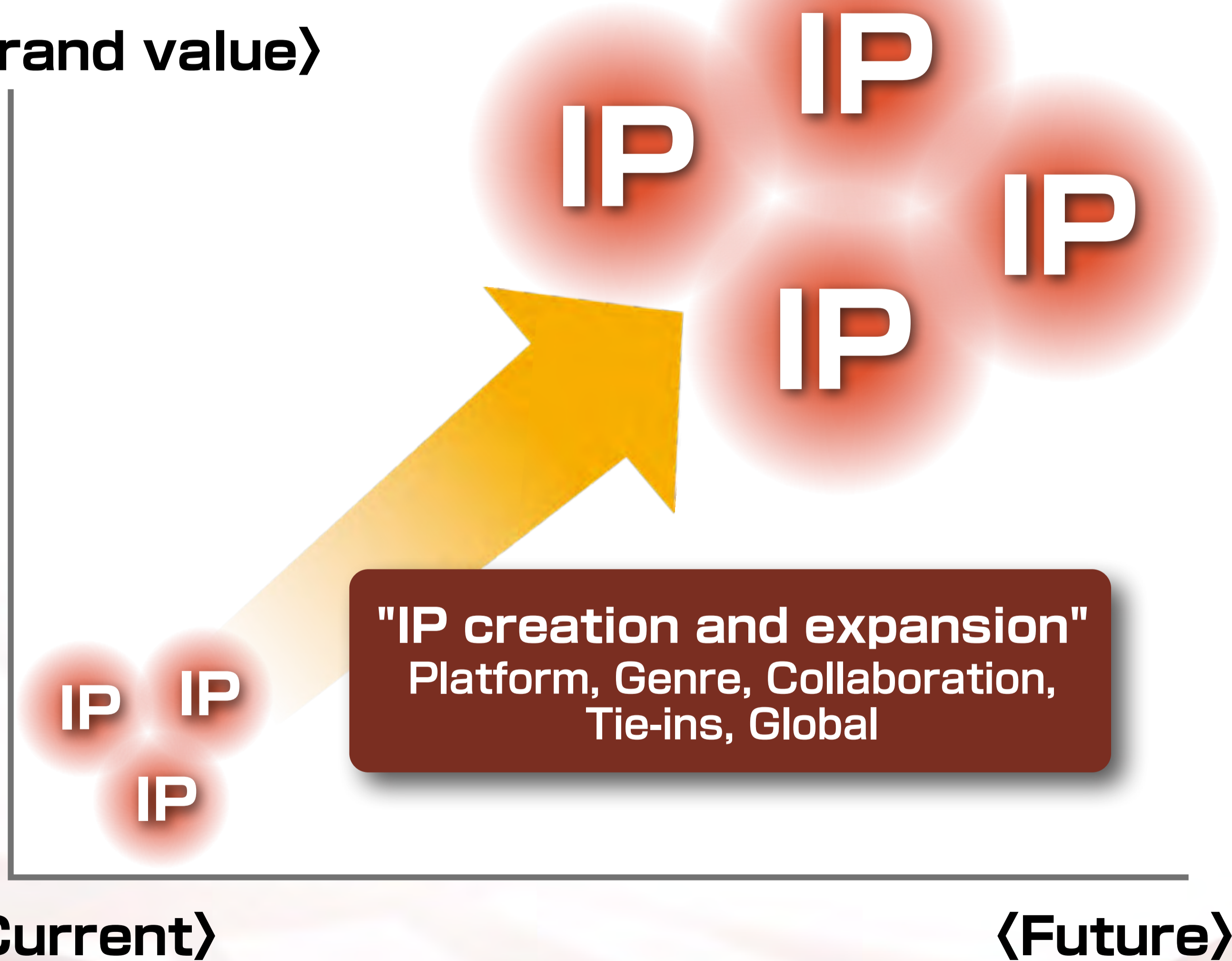
無双OROCHI2

のぶねがの野望

Management with brand and IP as main axis

Promoting IP creation and expansion of all brands by using each feature

〈Brand value〉



Enhance IP creation and expansion

Maximize IP value

Maximize brand value

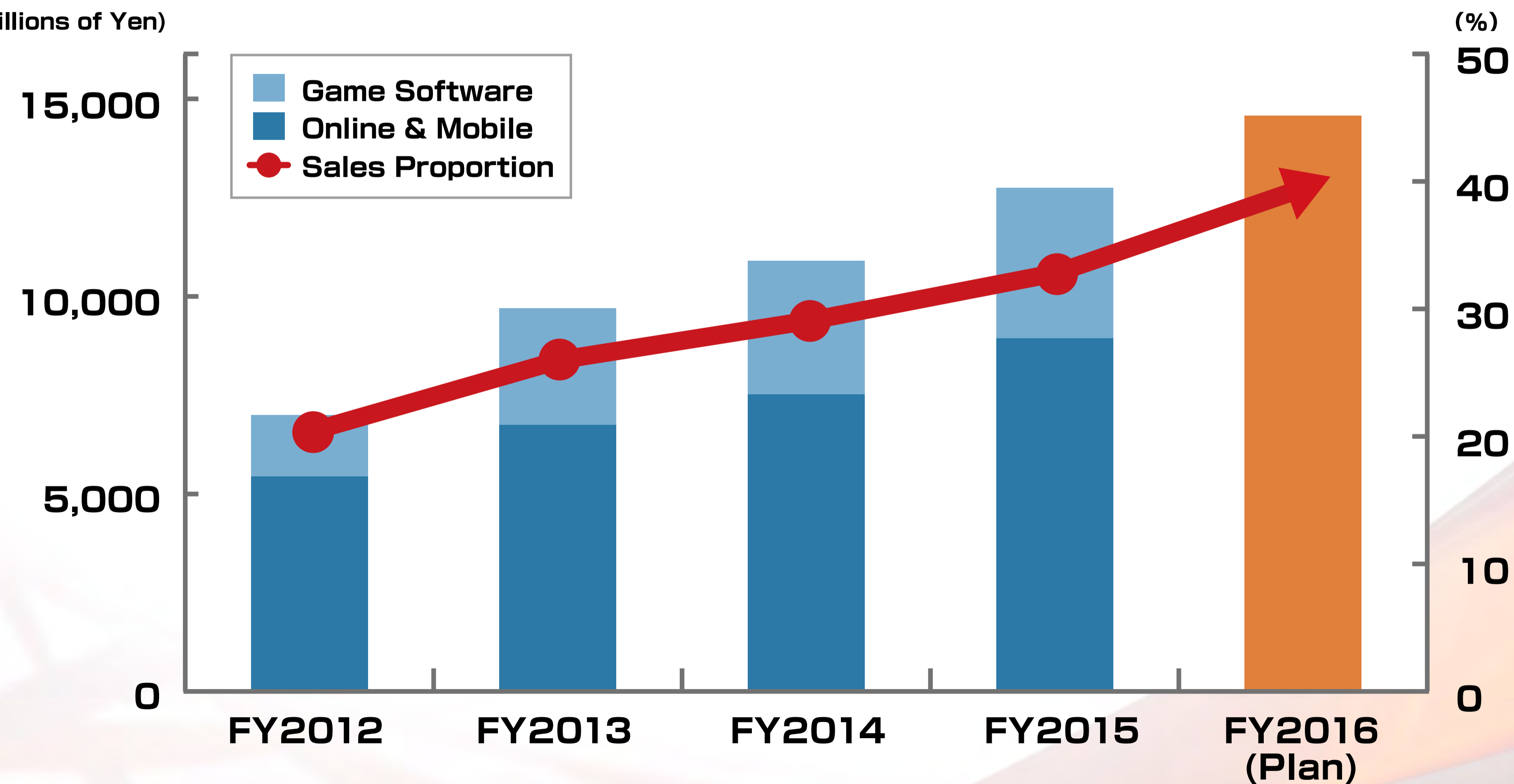
Maximize corporate value of entire group

Enhance digital business

Increasing digital business sales proportion contributes to profit.

Transition of the digital business sales proportion

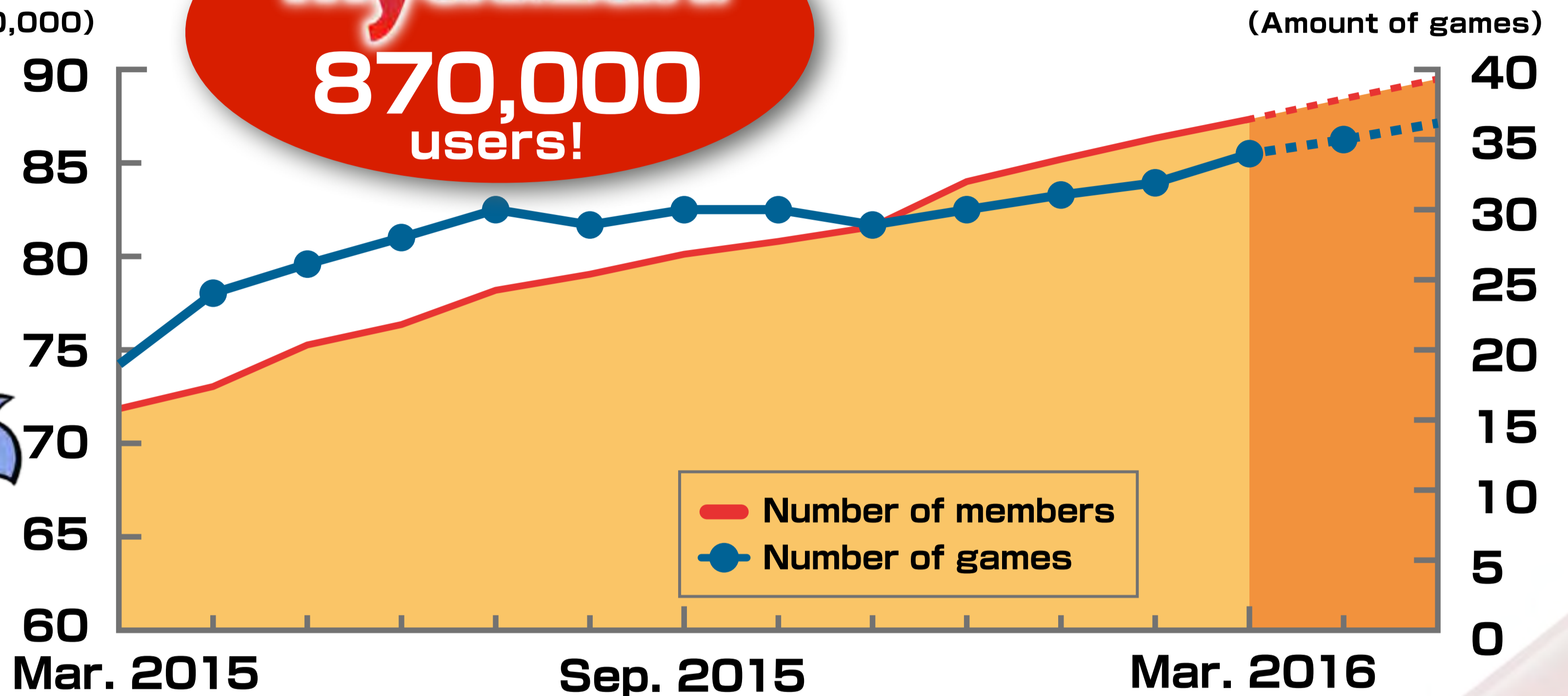
Sales
(Units: Millions of Yen)



my GAMECITY's service expansion

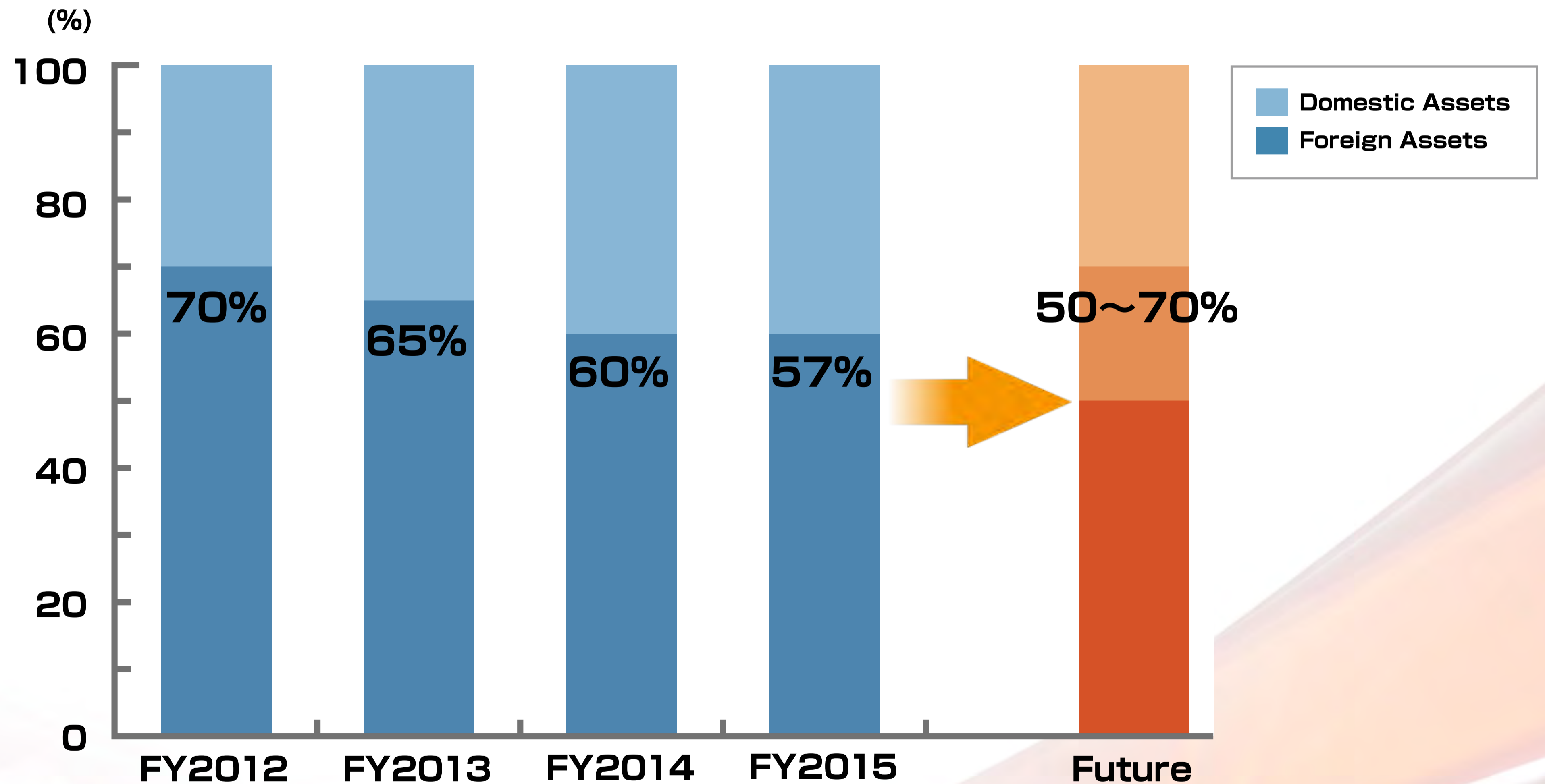


myGAMECITY
870,000
 users!



Investment Policy

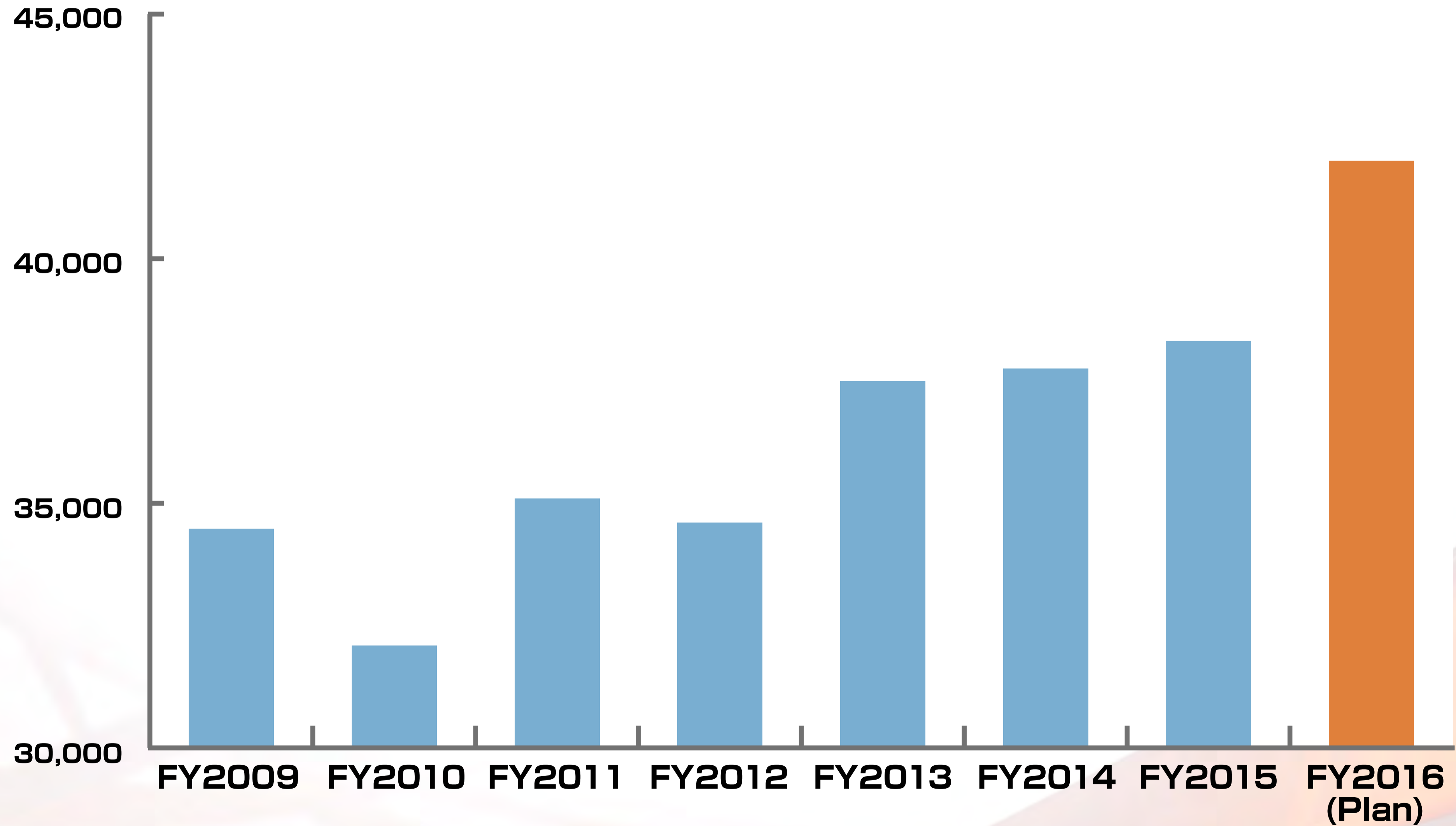
Foreign currency rate of investment assets



Watch market environment and act accordingly.

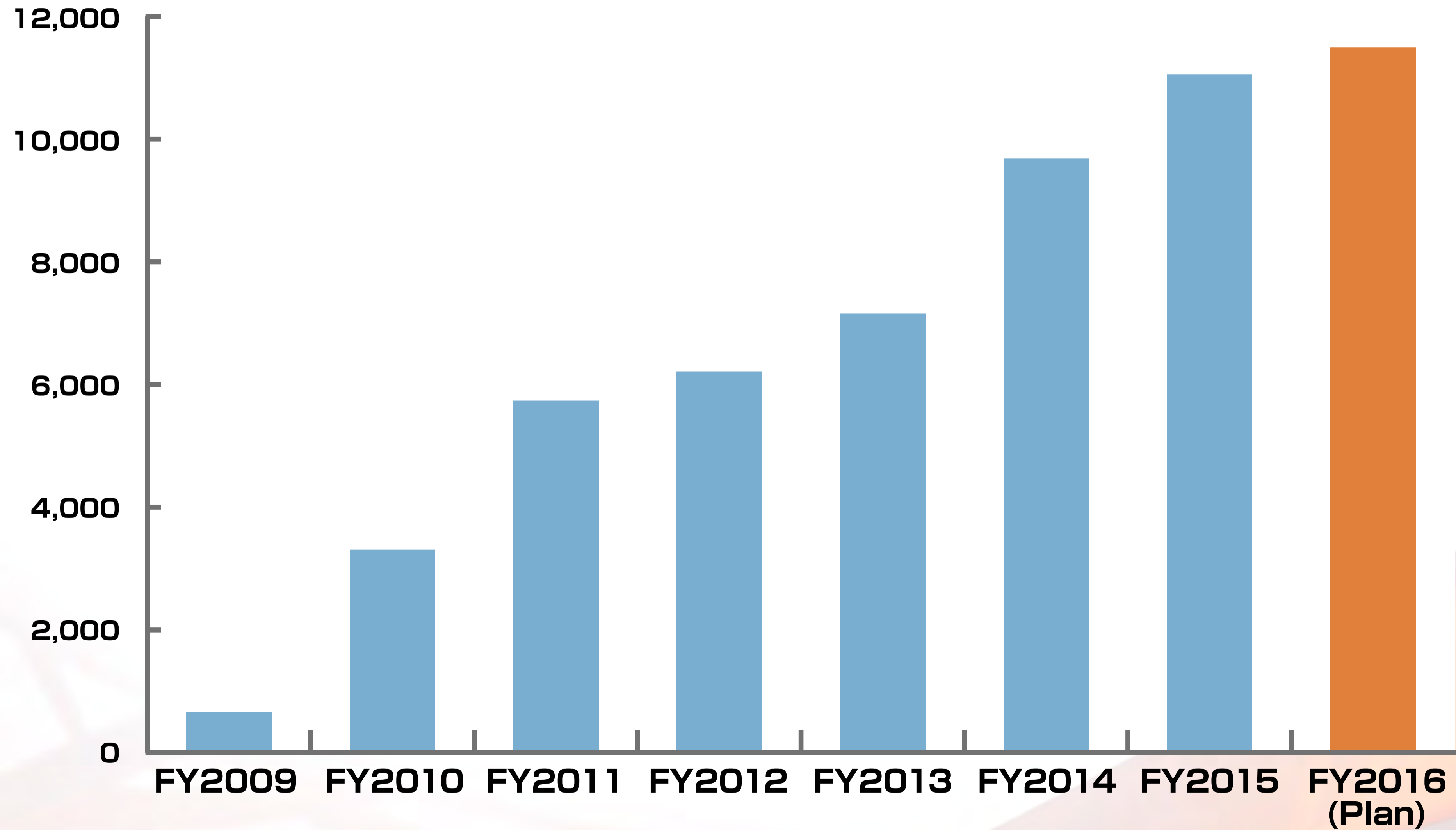
Transition of Sales

Sales
(Units: Millions of Yen)



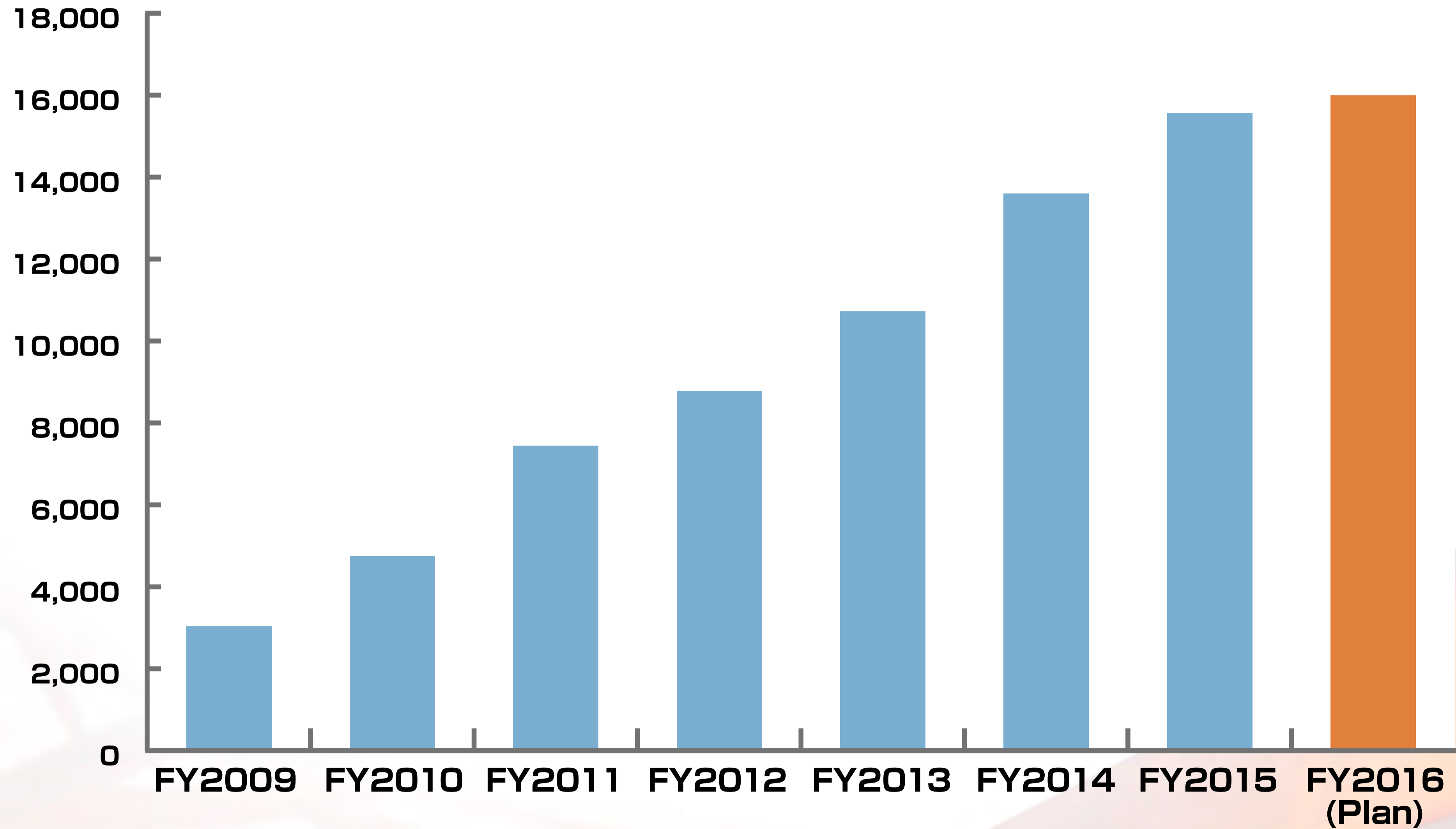
Transition of Operating Profit

Operating Profit
(Units: Millions of Yen)



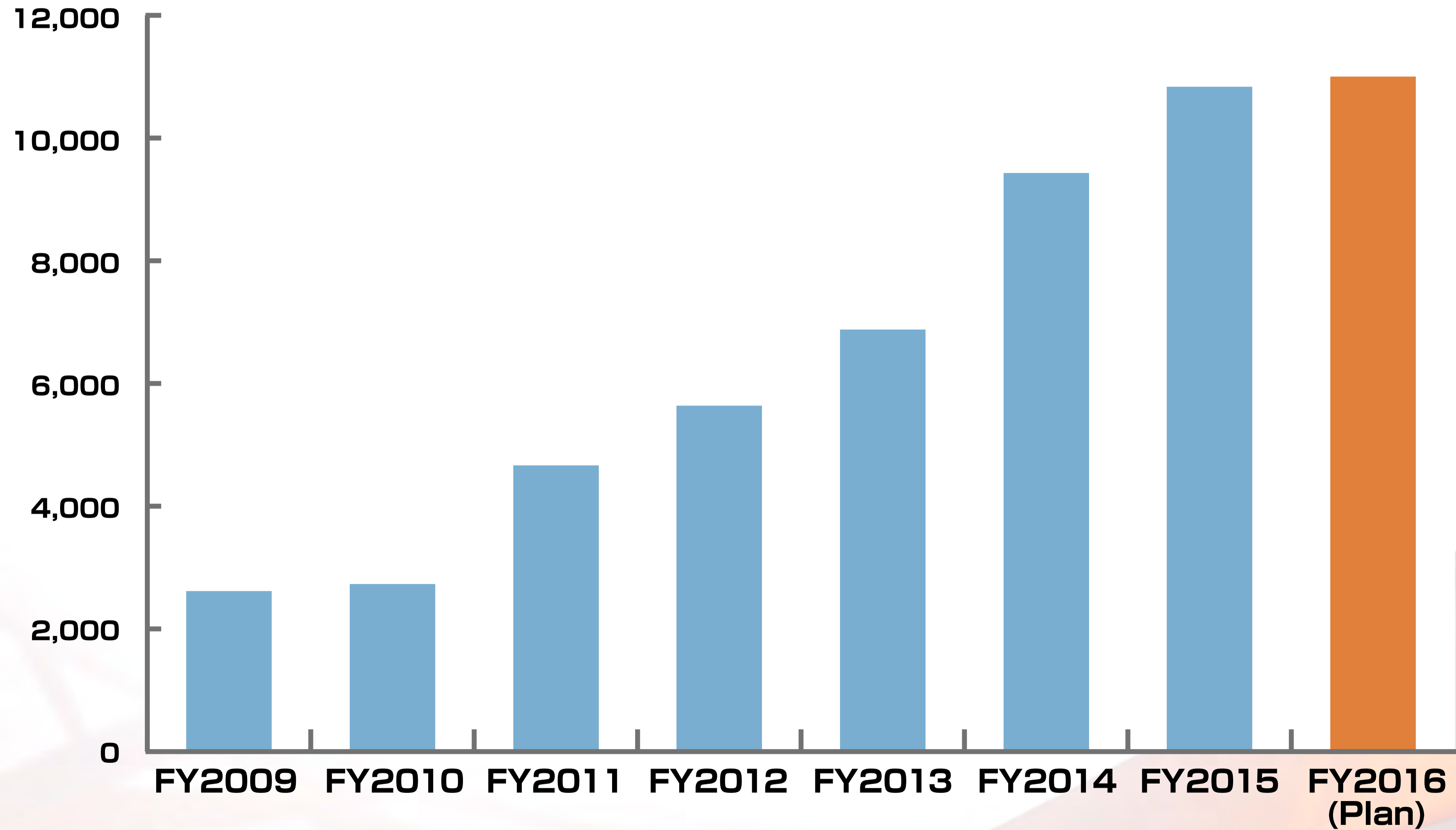
Transition of Ordinary Profit

Ordinary Profit
(Units: Millions of Yen)

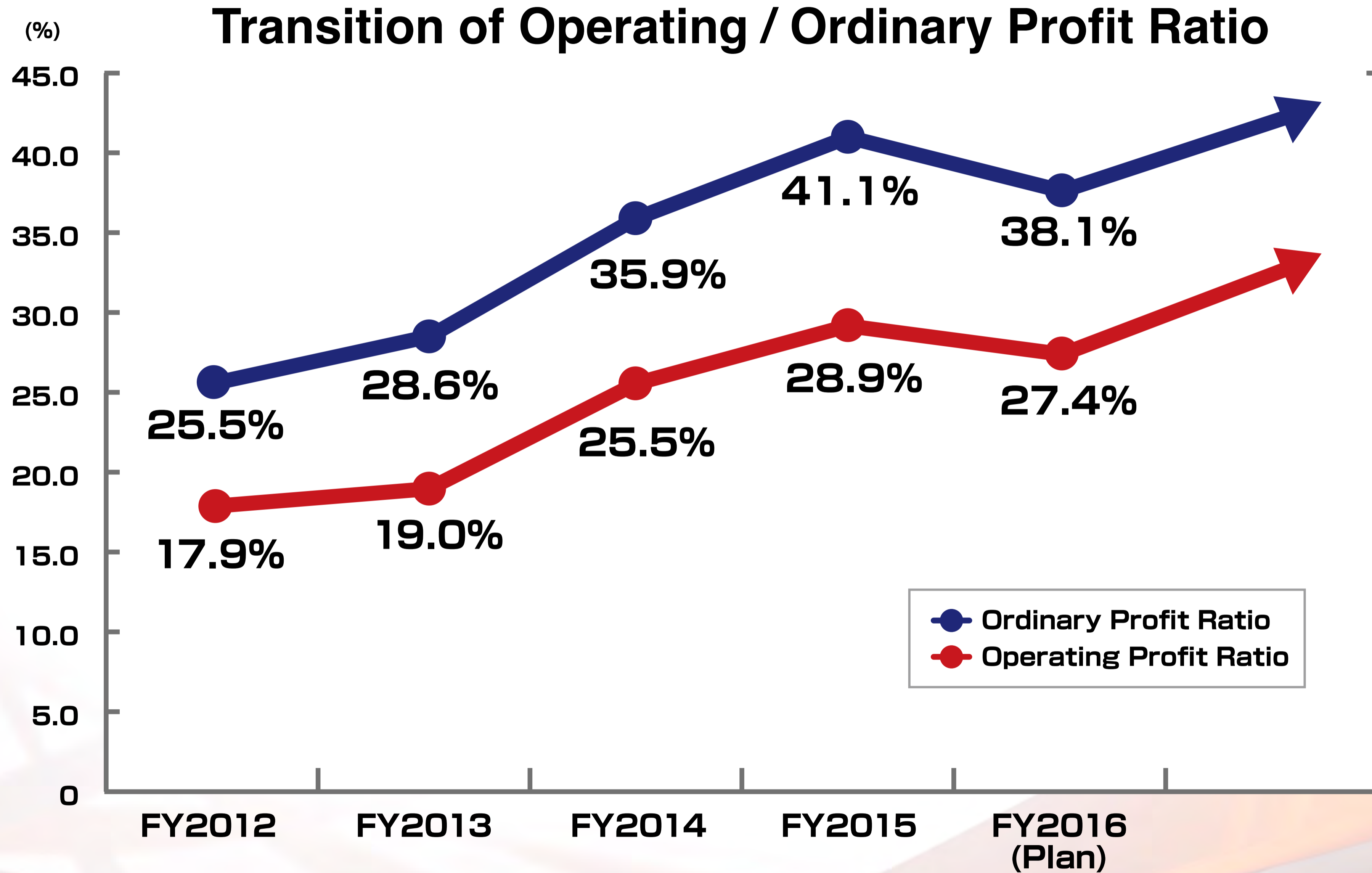


Transition of Net Income

Net Income
(Units: Millions of Yen)

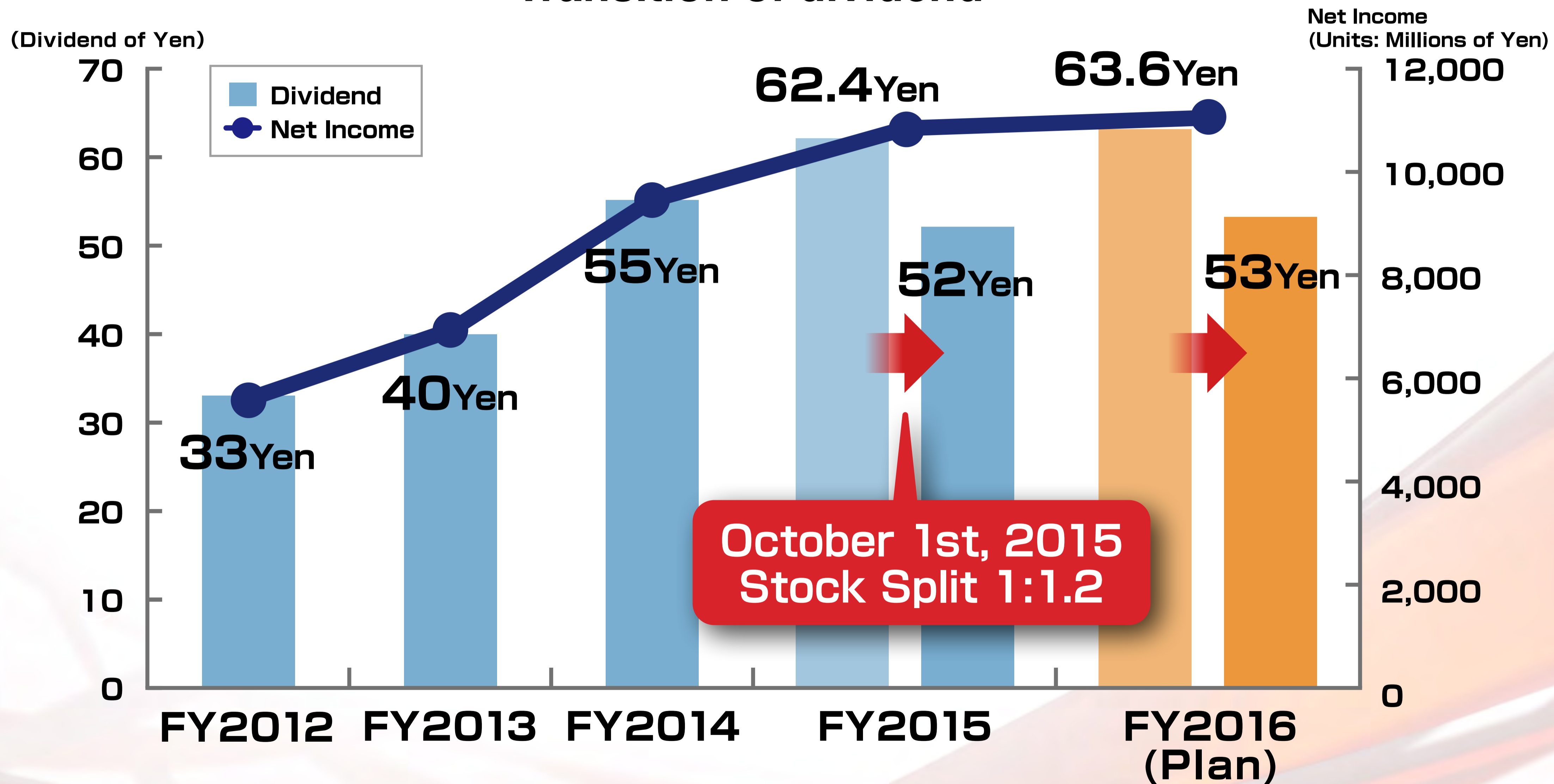


Aiming for Operating Profit Ratio of 30%!



Dividend Policy: Payout Ratio of 50% or 50 Yen Per Stock

Transition of dividend





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 uncertainties and no guarantee of future performance