



KOEI TECMO HOLDINGS CO., LTD.

**Fiscal Year Ending March 2017
Financial Results**

Financial Summary (FY2016)

(Units: Millions of Yen)

	FY2015		FY2016		YoY Change	
	Amount	Ratio	Amount	Ratio	Amount	Rate of change
Sales	38,332	100.0%	37,034	100.0%	△1,298	△3.4%
Operating Profit	11,069	28.9%	8,781	23.7%	△2,288	△20.7%
Ordinary Profit	15,755	41.1%	15,221	41.1%	△534	△3.5%
Net Income	10,855	28.3%	11,624	31.4%	769	7.1%

Major Titles and Events (FY2016)



PS4

Nioh

Over 1 million copies
worldwide



PS4/PS Vita

**WARRIORS
ALL-STARS**

130,000 copies
Japan/Asia



PS4/PS Vita

BLUE REFLECTION

80,000 copies
Japan



Development

**DISSIDIA FINAL FANTASY
OPERA OMNIA**
iOS/Android



**Nobunaga's Ambition
Oretachi no Sengoku**

iOS/Android



3Majesty x X.I.P. LIVE
— Triple Road / TRICK★STER —
FINAL



Events
80,000 participants

Sales and Operating Profit by Business Segment (FY2016)

FY2016

(Units: Millions of Yen)

	Entertainment	Pachislot & Pachinko	Amusement Facilities	Real Estate	Others	Subtotal	Corporate & Elimination	Total
Sales	33,025	1,992	1,266	788	336	37,410	△376	37,034
Operating Profit	7,815	736	27	248	243	9,071	△290	8,781

FY2015

(Units: Millions of Yen)

	Entertainment	Pachislot & Pachinko	Amusement Facilities	Real Estate	Others	Subtotal	Corporate & Elimination	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 (FY2016)

(Units: Millions of Yen)

	FY2015		FY2016		YoY Change	
	Amount	Ratio	Amount	Ratio	Amount	Rate of change
Japan	28,768	75.0%	27,089	73.1%	△1,679	△5.8%
Overseas	9,564	25.0%	9,945	26.9%	381	4.0%
North America	3,404	8.9%	4,411	11.9%	1,007	29.6%
Europe	2,108	5.5%	2,159	5.8%	51	2.4%
Asia	4,052	10.6%	3,375	9.1%	△677	△16.7%
Total	38,332	100.0%	37,034	100.0%	△1,298	△3.4%

Sales Units by Region (FY2016)

(Units: Thousands of Units)

	FY2015		FY2016		YoY Change	
	Units	Ratio	Units	Ratio	Amount	Rate of change
Japan	2,670	47.9%	3,060	48.3%	390	14.6%
Overseas	2,905	52.1%	3,270	51.7%	365	12.6%
North America	1,275	22.9%	1,320	20.9%	45	3.5%
Europe	790	14.2%	880	13.9%	90	11.4%
Asia	840	15.1%	1,070	16.9%	230	27.4%
Total	5,575	100.0%	6,330	100.0%	755	13.5%

※Note: Includes downloadable versions

KOEI TECMO HOLDINGS CO., LTD.
Consolidated Plan
(Fiscal Year Ending March 31, 2018)



Financial Summary (Plan FY2017)

FY2017

(Units: Millions of Yen)

	FY2016		FY2017		YoY Change	
	Amount	Ratio	Amount	Ratio	Amount	Rate of change
Sales	37,034	100.0%	42,000	100.0%	4,966	13.4%
Operating Profit	8,781	23.7%	11,500	27.4%	2,719	31.0%
Ordinary Profit	15,221	41.1%	16,000	38.1%	779	5.2%
Net Income	11,624	31.4%	11,700	27.9%	76	0.6%

1st Half FY2017

(Units: Millions of Yen)

	FY2016		FY2017		YoY Change	
	Amount	Ratio	Amount	Ratio	Amount	Rate of change
Sales	16,576	100.0%	15,000	100.0%	△1,576	△9.5%
Operating Profit	2,748	16.6%	1,300	8.7%	△1,448	△52.7%
Ordinary Profit	4,904	29.6%	3,300	22.0%	△1,604	△32.7%
Net Income	3,786	22.8%	2,300	15.3%	△1,486	△39.3%

Sales and Operating Profit by Business Segment (Plan FY2017)

FY2017

(Units: Millions of Yen)

	Entertainment	Pachislot & Pachinko	Amusement Facilities	Real Estate	Others	Subtotal	Corporate & Elimination	Total
Sales	37,200	2,000	2,100	730	120	42,150	△150	42,000
Operating Profit	10,200	750	200	300	50	11,500	0	11,500

FY2016

(Units: Millions of Yen)

	Entertainment	Pachislot & Pachinko	Amusement Facilities	Real Estate	Others	Subtotal	Corporate & Elimination	Total
Sales	33,025	1,992	1,266	788	336	37,410	△376	37,034
Operating Profit	7,815	736	27	248	243	9,071	△290	8,781

Net Sales by Region (Plan FY2017)

(Units: Millions of Yen)

	FY2016		FY2017		YoY Change	
	Amount	Ratio	Amount	Ratio	Amount	Rate of change
Japan	27,089	73.1%	31,500	75.0%	4,411	16.3%
Overseas	9,945	26.9%	10,500	25.0%	555	5.6%
North America	4,411	11.9%	4,300	10.2%	△111	△2.5%
Europe	2,159	5.8%	2,500	6.0%	341	15.8%
Asia	3,375	9.1%	3,700	8.8%	325	9.6%
Total	37,034	100.0%	42,000	100.0%	4,966	13.4%

Sales Units by Region (Plan FY2017)

(Units: Thousands of Units)

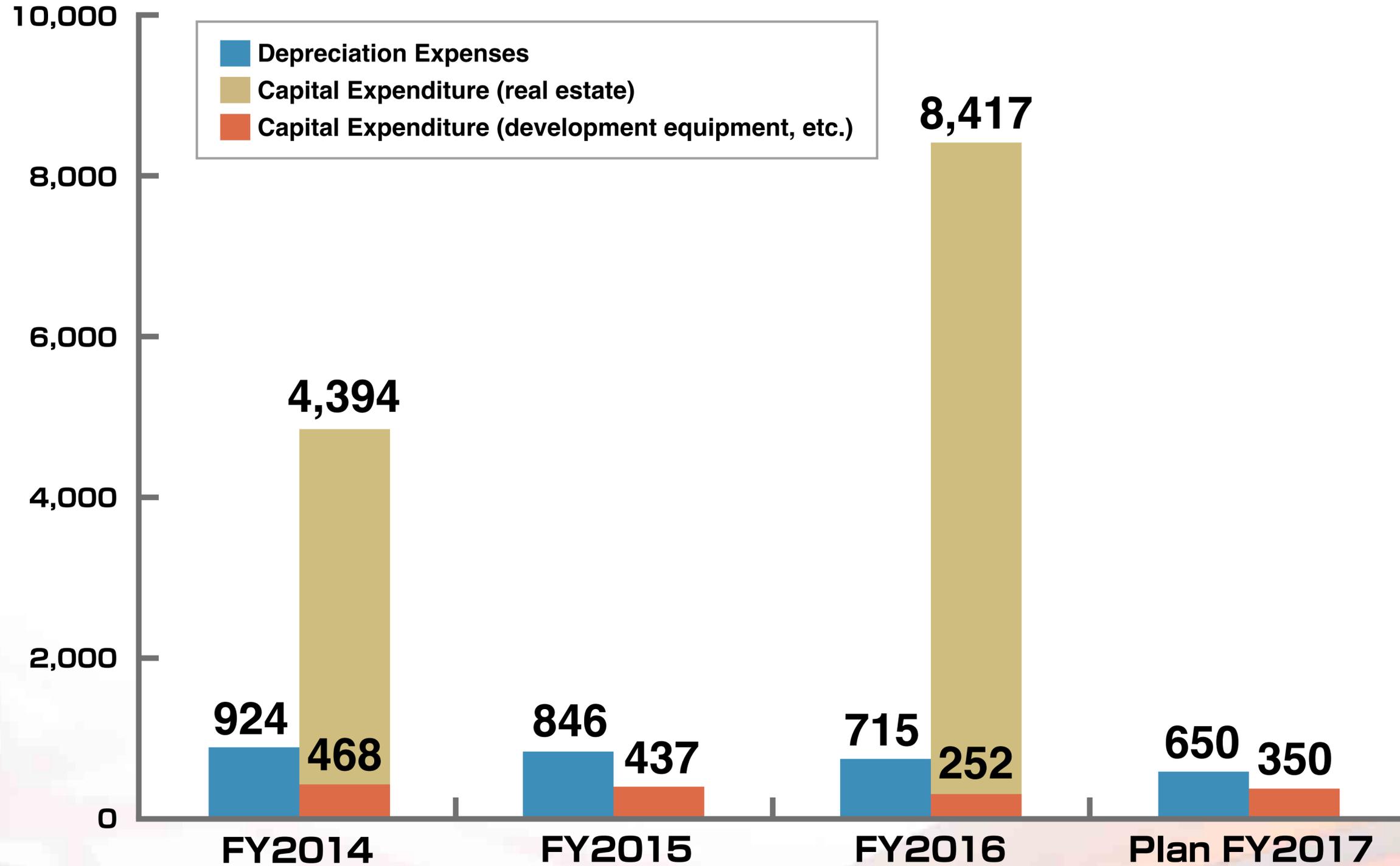
	FY2016		FY2017		YoY Change	
	Units	Ratio	Units	Ratio	Amount	Rate of change
Japan	3,060	48.3%	2,650	41.4%	△410	△13.4%
Overseas	3,270	51.7%	3,750	58.6%	480	14.7%
North America	1,320	20.9%	1,500	23.4%	180	13.6%
Europe	880	13.9%	1,050	16.4%	170	19.3%
Asia	1,070	16.9%	1,200	18.8%	130	12.1%
Total	6,330	100.0%	6,400	100.0%	70	1.1%

※Note: Includes downloadable versions

Capital Expenditure and Depreciation Expenses (Plan FY2017)

Capital Expenditure and Depreciation Expenses

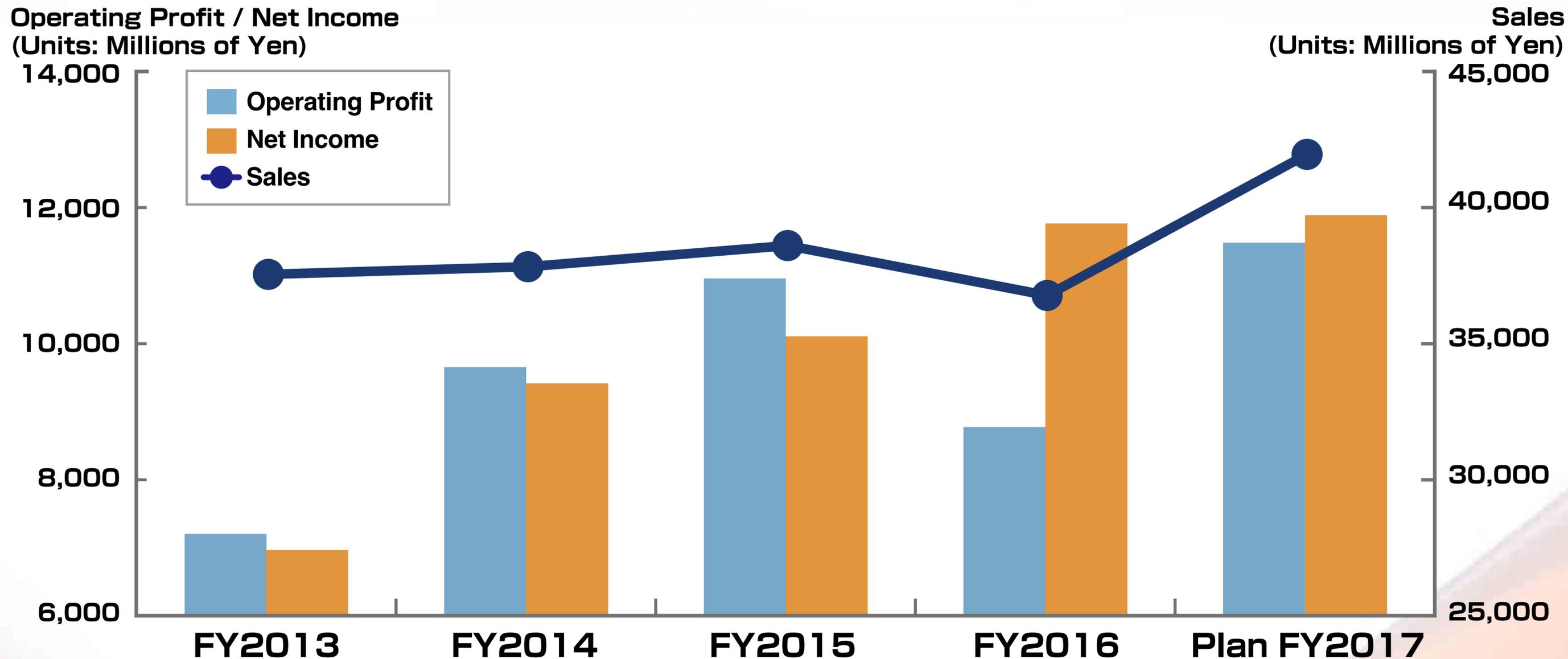
(Units: Millions of Yen)



KOEI TECMO Group Management Policy & Strategy



FY2016 Review



- **Some game releases have been postponed for quality improvement purposes.**
- **We will thoroughly control quality, delivery dates, and costs.**
- **We will redouble our efforts to recover user trust and aim for record-high profits.**

Reflecting on FY2016 and Future Action

**Delays
regarding
release dates
and delivery**

- Thoroughly control quality, delivery dates, and costs
- Improve the development approval process
- ➔Recover user trust

**Failure to sell
the projected
number of
units**

- Forming plans according to market conditions
- Enhance digital promotion

**Stimulating
development**

- Improve productivity
- Promote the activities of younger employees

**Achieve
record-high
Sales and Profit**

FY2016 Review



PS4

**Highly acclaimed: Received a Metacritic score of 88
and a user score of 9.0!**

Succeeded in creating a new IP for the global market!

Development



iOS / Android

Ranked 8th place in sales on the App Store!

**We expect this title to raise revenue for our smartphone
business throughout the year.**

※Ranked 12th place in sales on the Google Play Store

Management Policy FY2017

Management Policy: IP Creation and Expansion

Multi-Platform

Expansion into many genres

Tie-ins

IP

Collaborative Efforts

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

Global Expansion

IP Creation and Expansion



IP Creation and Expansion



We have planned various campaigns to celebrate the anniversaries of "Tecmo", "ω-Force", and the "Atelier" series.

Platform Expansion

Release titles on Nintendo Switch™.



ファイアエムブレム 無双

よるのなにくに[®] 2
新月の花嫁
シンゲツノハナヨメ

Platform Expansion

Release a VR mode for "DEAD OR ALIVE Xtreme 3" on PlayStation®VR.



Platform Expansion

"VR SENSE" has functions that stimulate the five senses.

VR SENSE
— センス —



Platform Expansion



iOS / Android



iOS / Android



iOS / Android

More and more smartphone games to come!

Platform Expansion

We have founded a new brand, "midas".



Leading development with free ideas by creators in their twenties and thirties, we will make hit games for smartphone.

Collaborative efforts

ファイナルファンタジー 無双TM

Nintendo SwitchTM / New Nintendo 3DSTM

**Also planned to release other collaboration titles,
both in Japan and worldwide.**

Tie-ups

- Yokohama DeNA Baystars × "WARRIORS ALL-STARS"
- Wrestling organization "DDT" × "Nobunaga's Ambition ~Oretachi no Sengoku~"
- "FINAL FANTASY XV" × "BLUE REFLECTION"
- "Oda Cinnamon Nobunaga" × "Nobunaga's Ambition Online" & "Nobunaga's Ambition 201X"



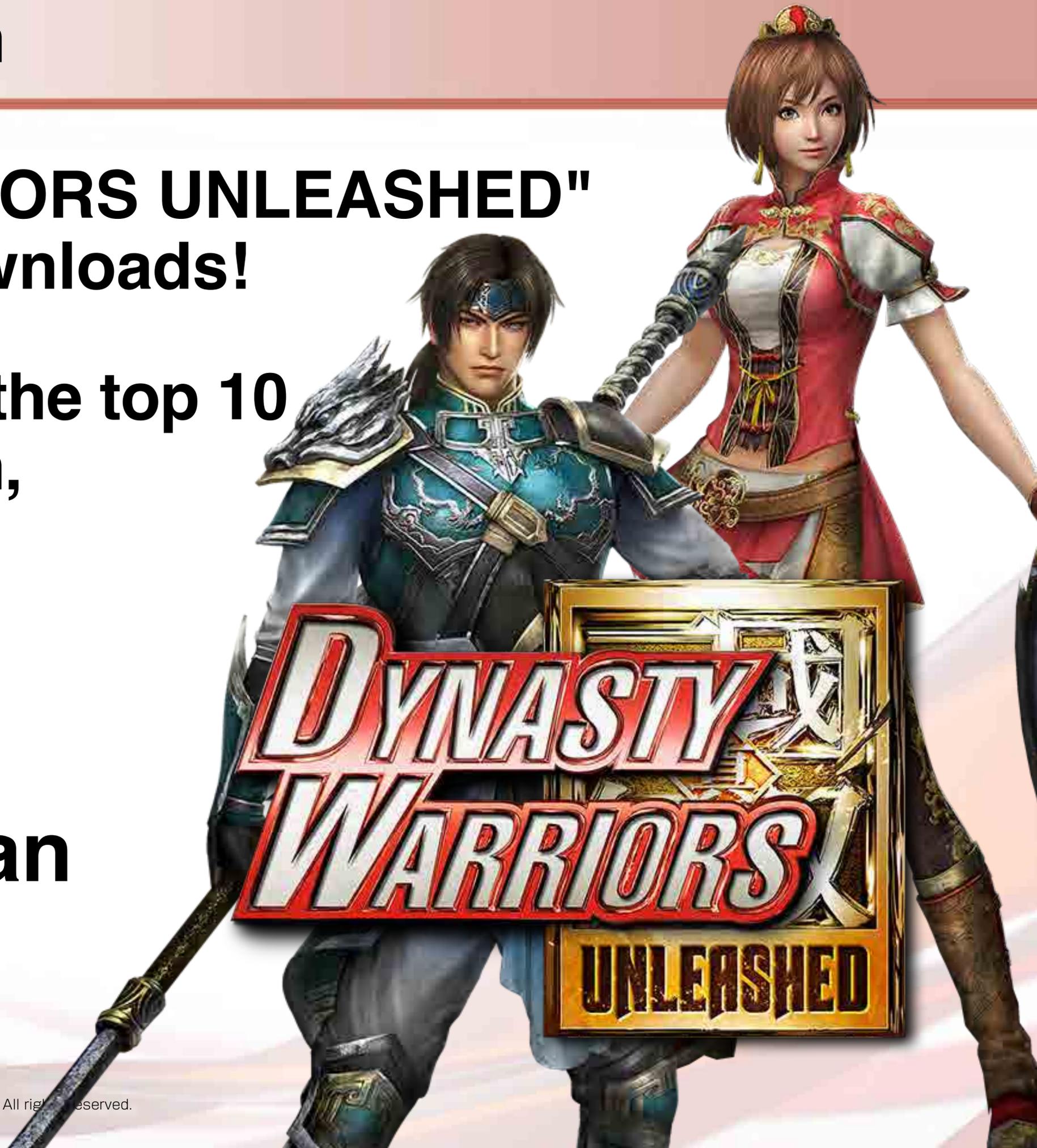
Tie-ups with industries we have not collaborated with previously

Global Expansion

"DYNASTY WARRIORS UNLEASHED"
Over 3 million downloads!

**Ranked as one of the top 10
in sales for Taiwan,
Hong Kong,
and South Korea!**

**Planned to
launch in Japan**



Global Expansion

〈 China 〉

Smartphone/Browser
Uncharted Waters V
Nobunyaga no Yabou

Smartphone

Dynasty Warriors Mobile
(Perfect World Co., Ltd.), and others.
Note: English name is tentative

〈 Taiwan 〉

Smartphone/Browser
Sangokushi Sousouden Online
(NEXON Co., Ltd.)

Dynasty Warriors Mobile
(Perfect World Co., Ltd.), and others.
Note: English name is tentative

〈 Korea 〉

Smartphone/Browser
Uncharted Waters V
Sangokushi Sousouden Online
(NEXON Co.,Ltd.)



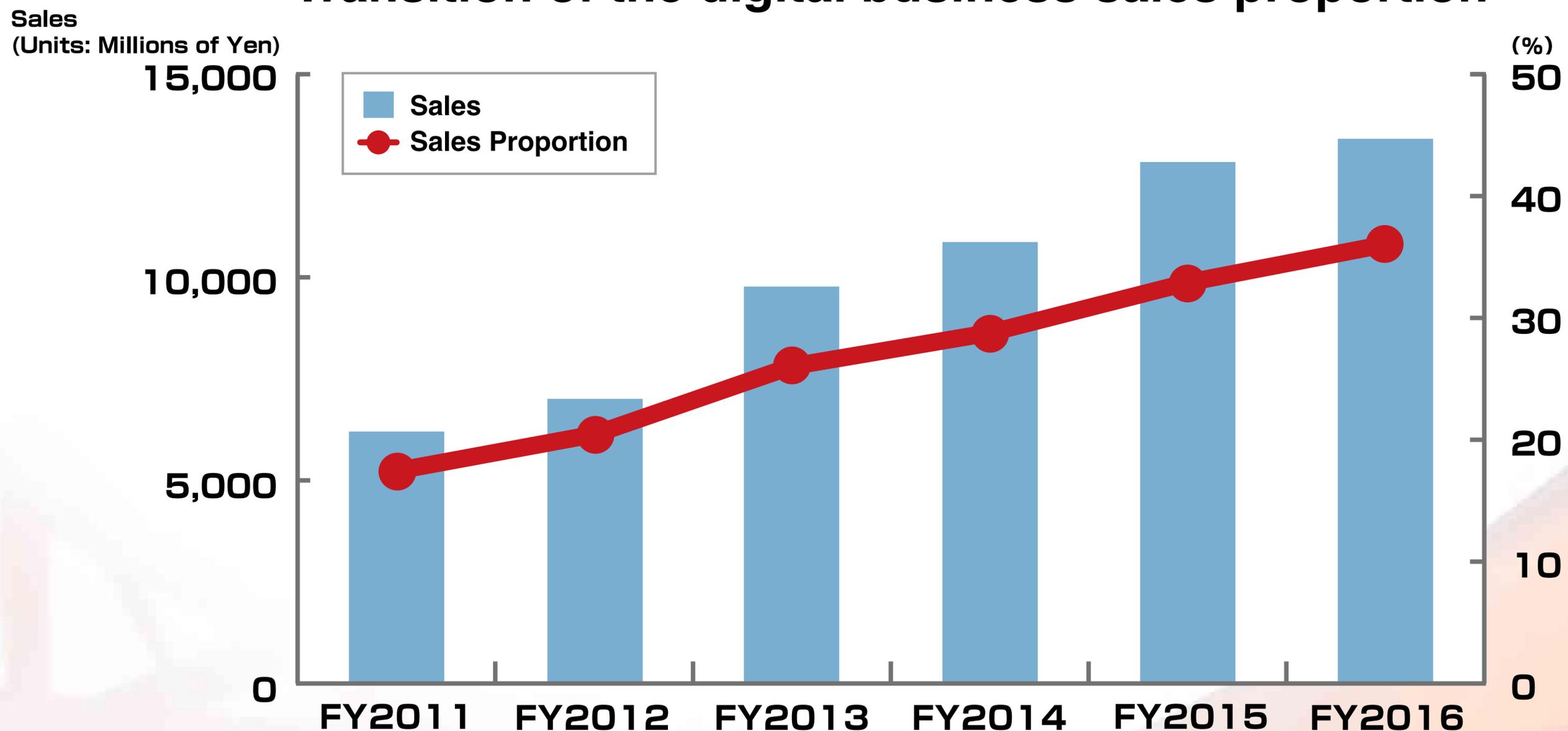
Blue: Planned release

Black: Released

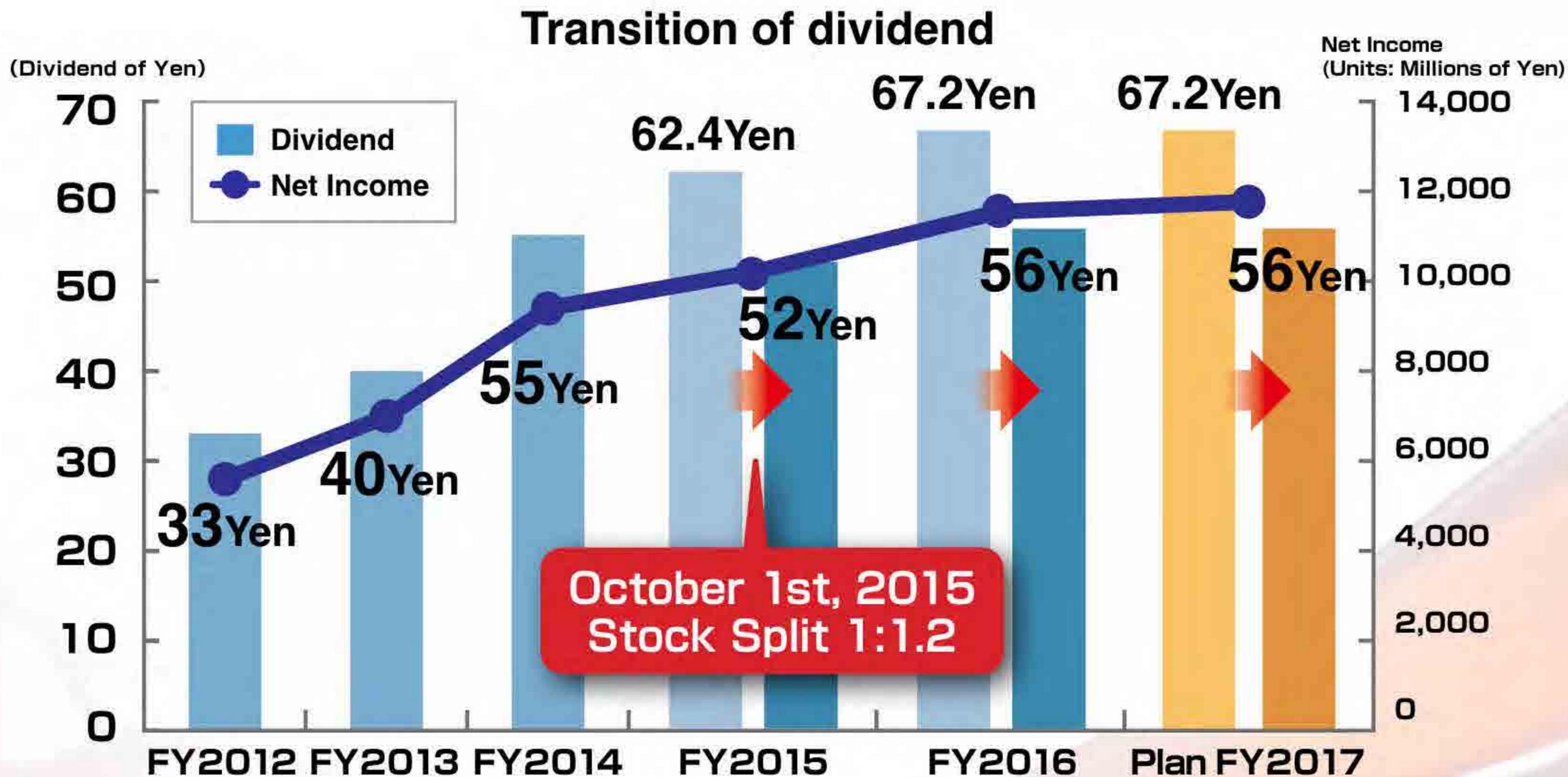
Enhance digital business

Increasing digital business sales proportion contributes to profit.

Transition of the digital business sales proportion



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





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