



TECMO KOEI HOLDINGS CO., LTD.

**Fiscal Year Ending March 2014  
Financial Results**

# Financial Summary (FY2013)

**Profit increased for the fourth consecutive year !  
Achieved all-time high financial results !!**

(Units:Millions of Yen)

	FY2012		FY2013		YoY Change	
	Amount	Ratio	Amount	Ratio	Amount	Ratio
Sales	<b>34,639</b>	100.0%	<b>37,576</b>	100.0%	<b>2,937</b>	8.5%
Operating Profit	<b>6,208</b>	17.9%	<b>7,140</b>	19.0%	<b>932</b>	15.0%
Ordinary Profit	<b>8,835</b>	25.5%	<b>10,728</b>	28.6%	<b>1,893</b>	21.4%
Net Income	<b>5,656</b>	16.3%	<b>6,936</b>	18.5%	<b>1,280</b>	22.6%

**Includes approximately 1.2 billion Yen of SG&A expenses from goodwill amortization.**



# Major Titles and Events (FY2013)



PS3/PS Vita  
**SENGOKU  
 MUSOU 4**  
 340,000 Units  
 Japan / Asia

※English name is tentative

## Development



PS3/PS Vita  
**Dynasty Warriors  
 Gundam: Reborn**

開発：(株)コーエーテクモゲームス  
 発売元：(株)バンダイナムコゲームス



Windows/PS4/PS3  
**Nobunaga no  
 Yabou Souzou**  
 220,000 Units  
 Japan / Asia

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Tecmo Koei  
 Online Game / Social Game  
 Over 26 Million Users

**Uncharted Waters V  
 Gallop Racer**



EVENT  
 70,000 Participants



Animation



# Sales and Operating Profit by Business Segment (FY2013)

## 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

## 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 (FY2013)

(Units: Millions of Yen)

Area	FY2012		FY2013		YoY Change	
	Amount	Ratio	Amount	Ratio	Amount	Ratio
Japan	28,942	83.6%	31,311	83.3%	2,369	8.2%
Overseas	5,697	16.4%	6,265	16.7%	568	10.0%
North America	2,585	7.5%	2,610	6.9%	25	1.0%
Europe	1,664	4.8%	1,726	4.6%	62	3.7%
Asia	1,448	4.2%	1,929	5.1%	481	33.2%
Grand Total	34,639	100.0%	37,576	100.0%	2,937	8.5%

# Sales Units by Region (FY2013)

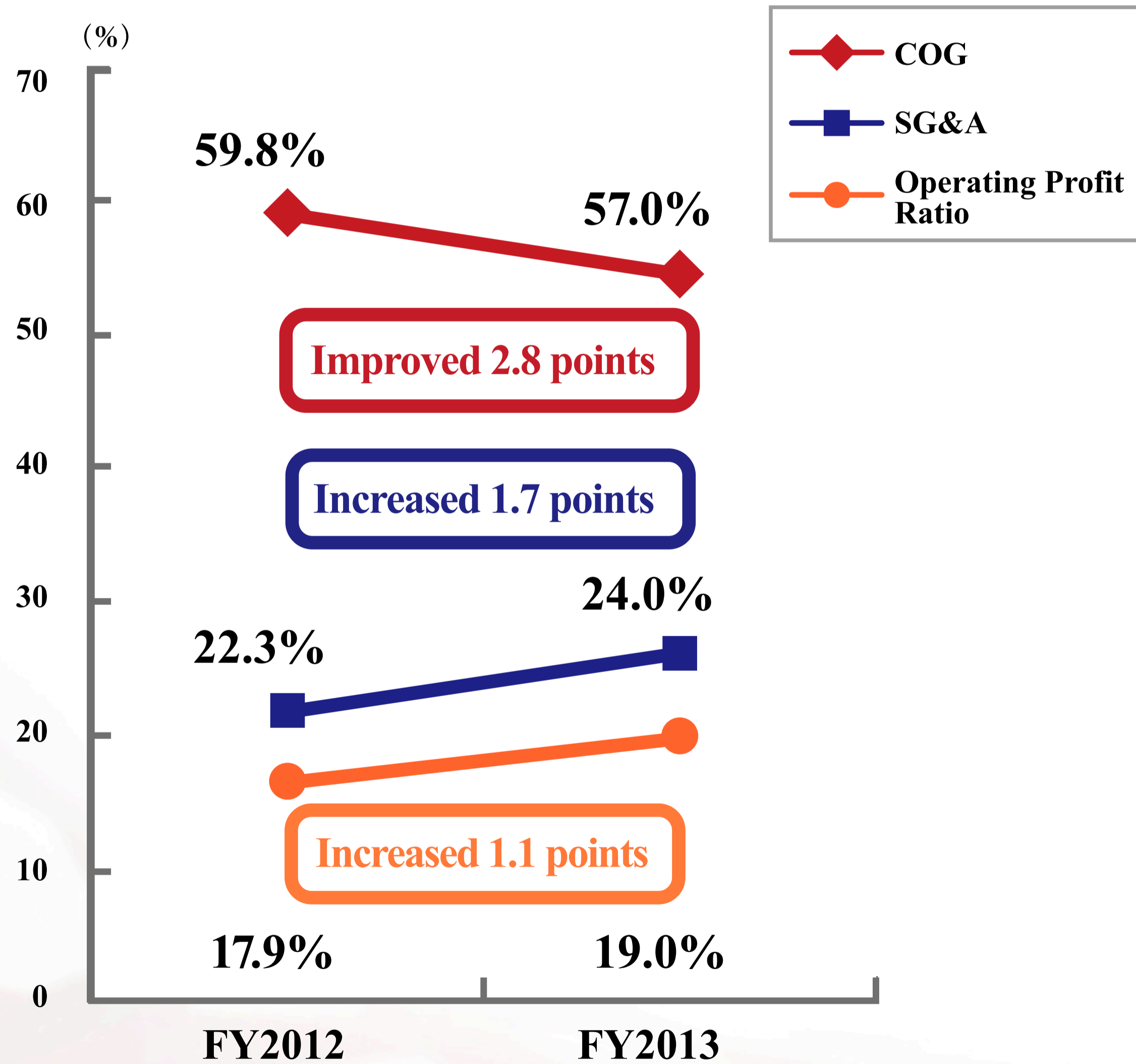
(Thousands of Units)

Area	FY2012		FY2013		YoY Change	
	Units	Ratio	Units	Ratio	Units	Ratio
Japan	3,595	54.6%	3,730	57.2%	135	3.8%
Overseas	2,990	45.4%	2,795	42.8%	△ 195	△ 6.5%
North America	1,635	24.8%	1,210	18.5%	△ 425	△ 26.0%
Europe	860	13.1%	835	12.8%	△ 25	△ 2.9%
Asia	495	7.5%	750	11.5%	255	51.5%
Grand Total	6,585	100.0%	6,525	100.0%	△ 60	△ 0.9%

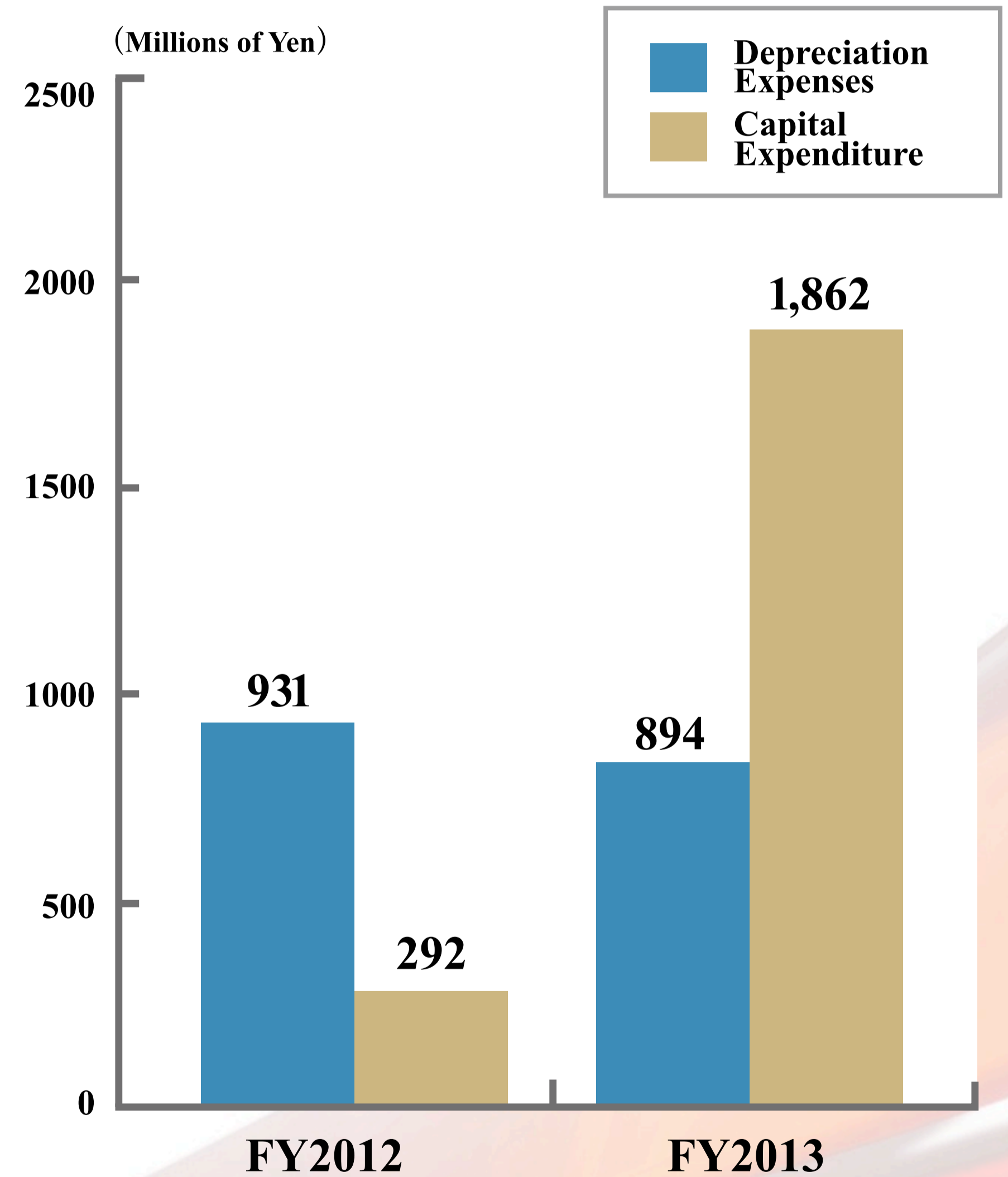


# Major Expenses, Capital Expenditure and Depreciation Expenses (FY2013)

## Sales Ratio



## Capital Expenditure and Depreciation Expenses



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



# 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%

**Includes approximately 0.4 billion Yen of SG&A expenses from goodwill amortization.**



# 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)

Area	FY2013		FY2014		YoY Change	
	Amount	Ratio	Amount	Ratio	Amount	Ratio
Japan	31,311	83.3%	31,400	82.6%	89	0.3%
Overseas	6,265	16.7%	6,600	17.4%	335	5.3%
North America	2,610	6.9%	2,700	7.1%	90	3.4%
Europe	1,726	4.6%	1,900	5.0%	174	10.1%
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)

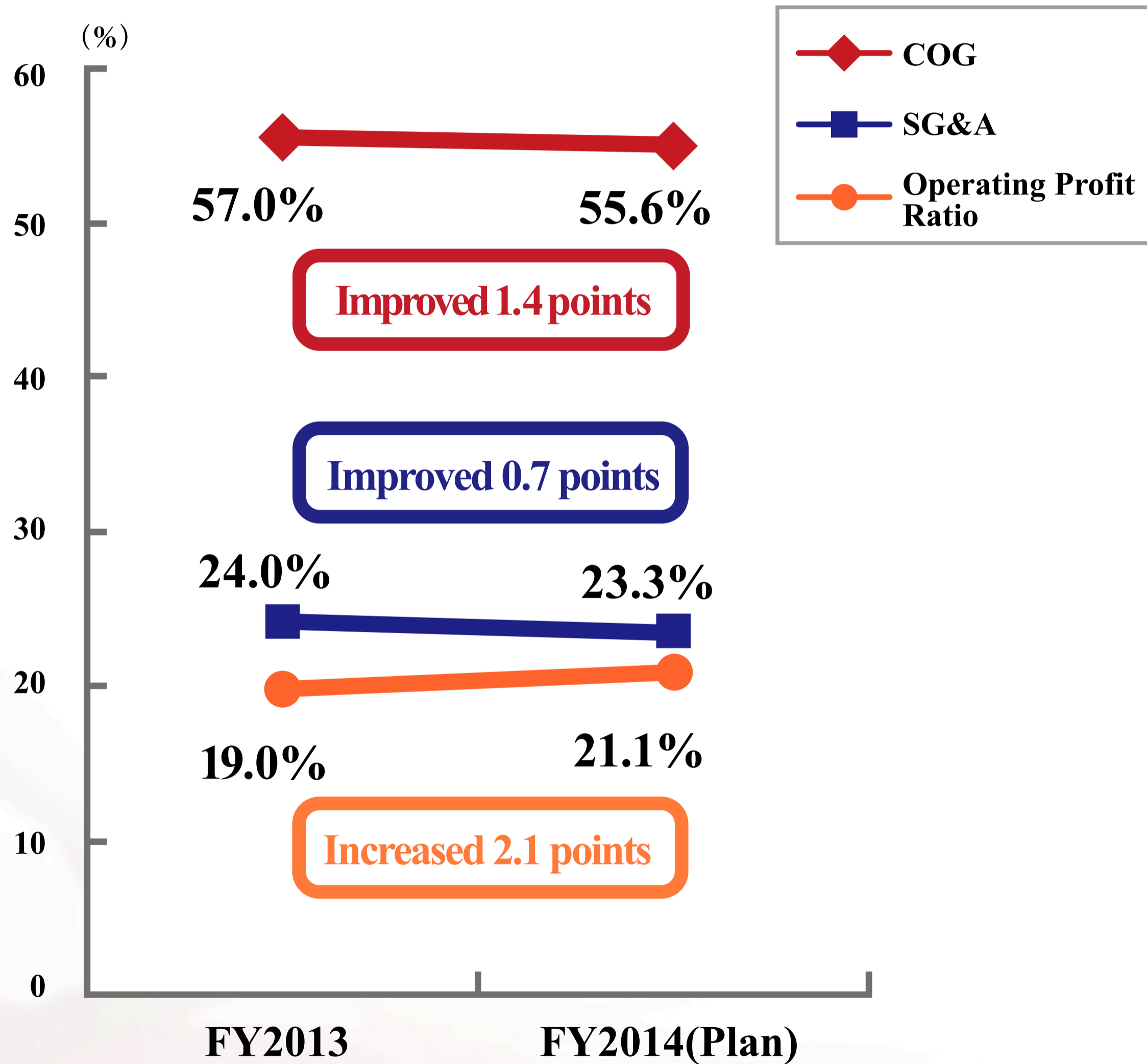
(Thousands of Units)

Area	FY2013		FY2014		YoY Change	
	Units	Ratio	Units	Ratio	Units	Ratio
Japan	3,730	57.2%	4,320	69.0%	590	15.8%
Overseas	2,795	42.8%	1,940	31.0%	△ 855	△ 30.6%
North America	1,210	18.5%	1,030	16.5%	△ 180	△ 14.9%
Europe	835	12.8%	550	8.8%	△ 285	△ 34.1%
Asia	750	11.5%	360	5.8%	△ 390	△ 52.0%
Grand Total	6,525	100.0%	6,260	100.0%	△ 265	△ 4.1%

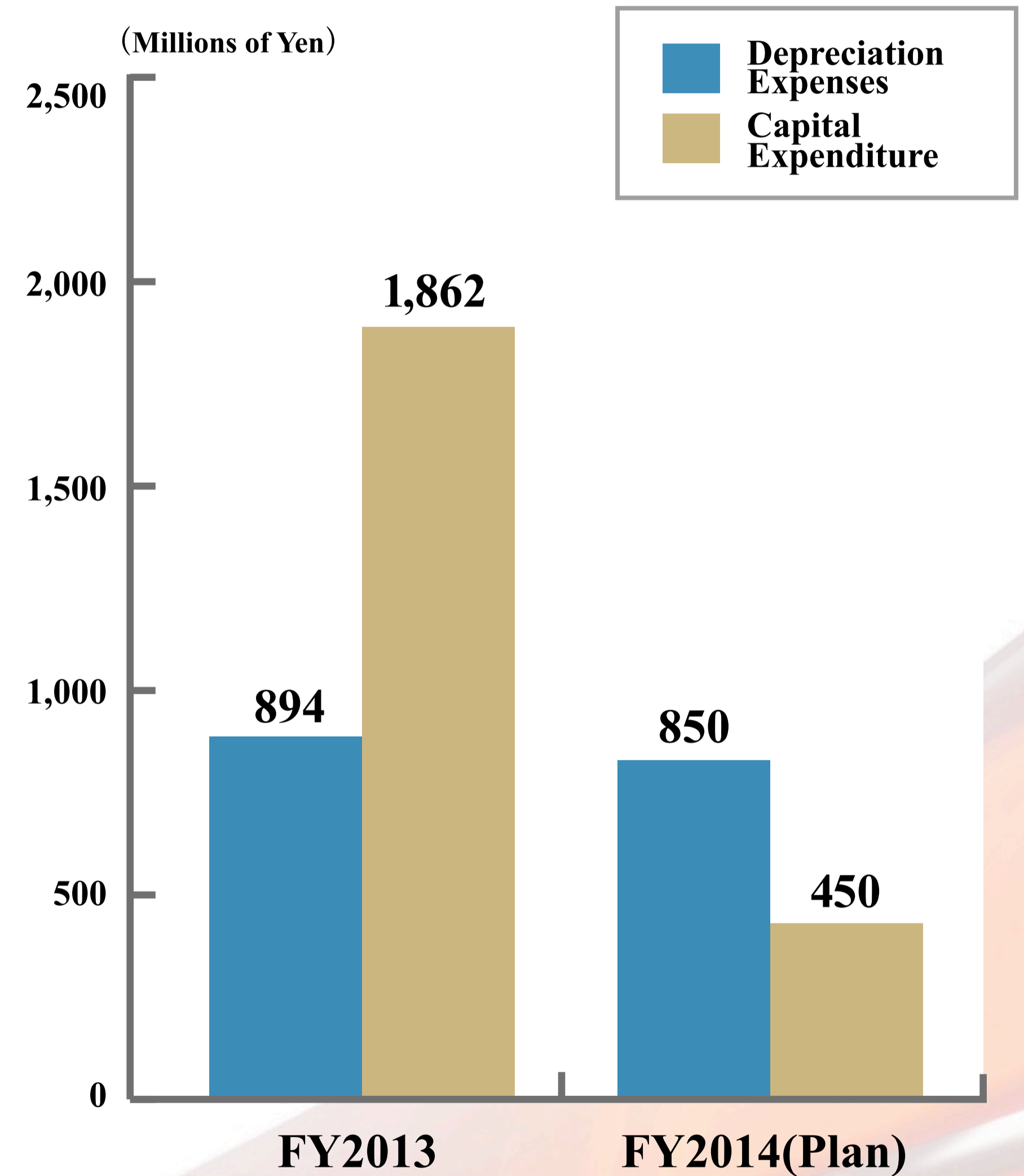


# Major Expenses, Capital Expenditure and Depreciation Expenses (Plan FY2014)

## Sales Ratio



## Capital Expenditure and Depreciation Expenses



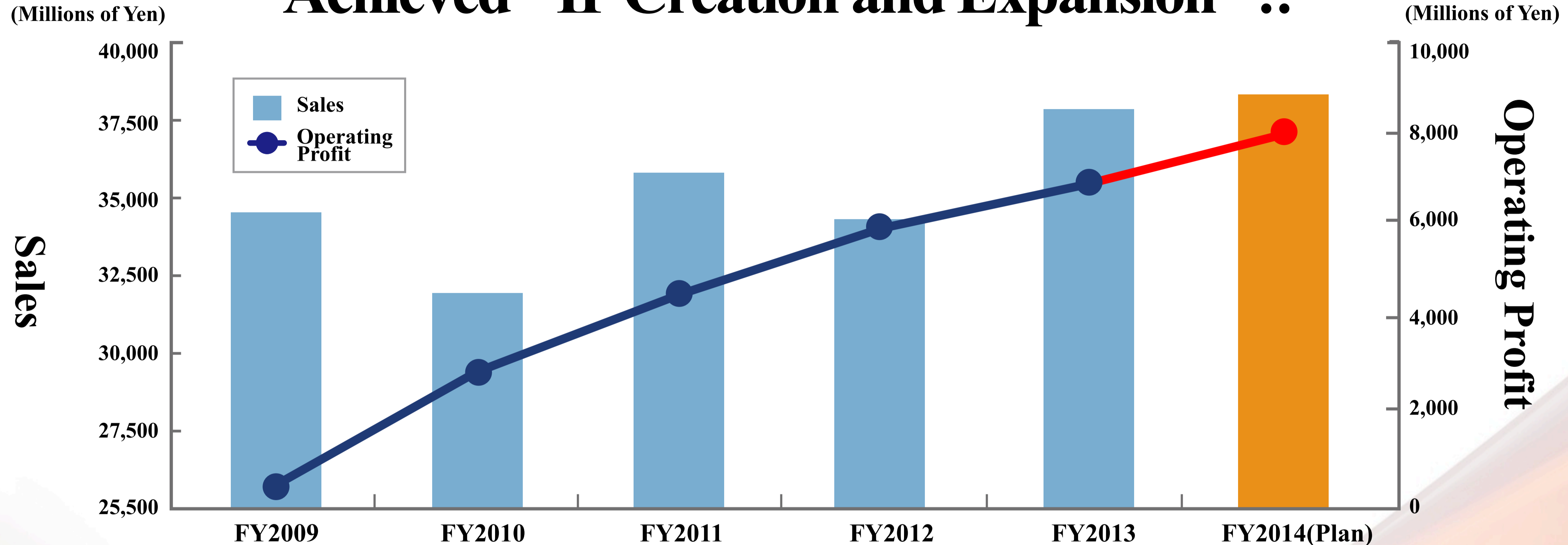


# **Tecmo Koei Group Management Policy & Strategy**



**Profit increase for the fourth consecutive year.  
Achieved the highest sales and profit ever!**

## **Achieved “IP Creation and Expansion” !!**



- **Success of “Nobunaga’s Ambition” 30th anniversary project.**
- **New “TOUKIDEN” IP became a 550,000 units hit**
- **Media & Rights segment : Remains in the black**
- **Pachislot & Pachinko segment : Original IP in good shape (CRYuhouRUSH)**

## 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.

**Multi-platform**

**Expansion into many genres**



**Tie-ups**

**Collaborative efforts**

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



# Further IP creation and Expansion



PS Vita / PSP



iOS / Android



# Further IP creation and Expansion



- Strengthened IP through IP expansion centered on animation
- Expanded business through synergy between Game and Animation



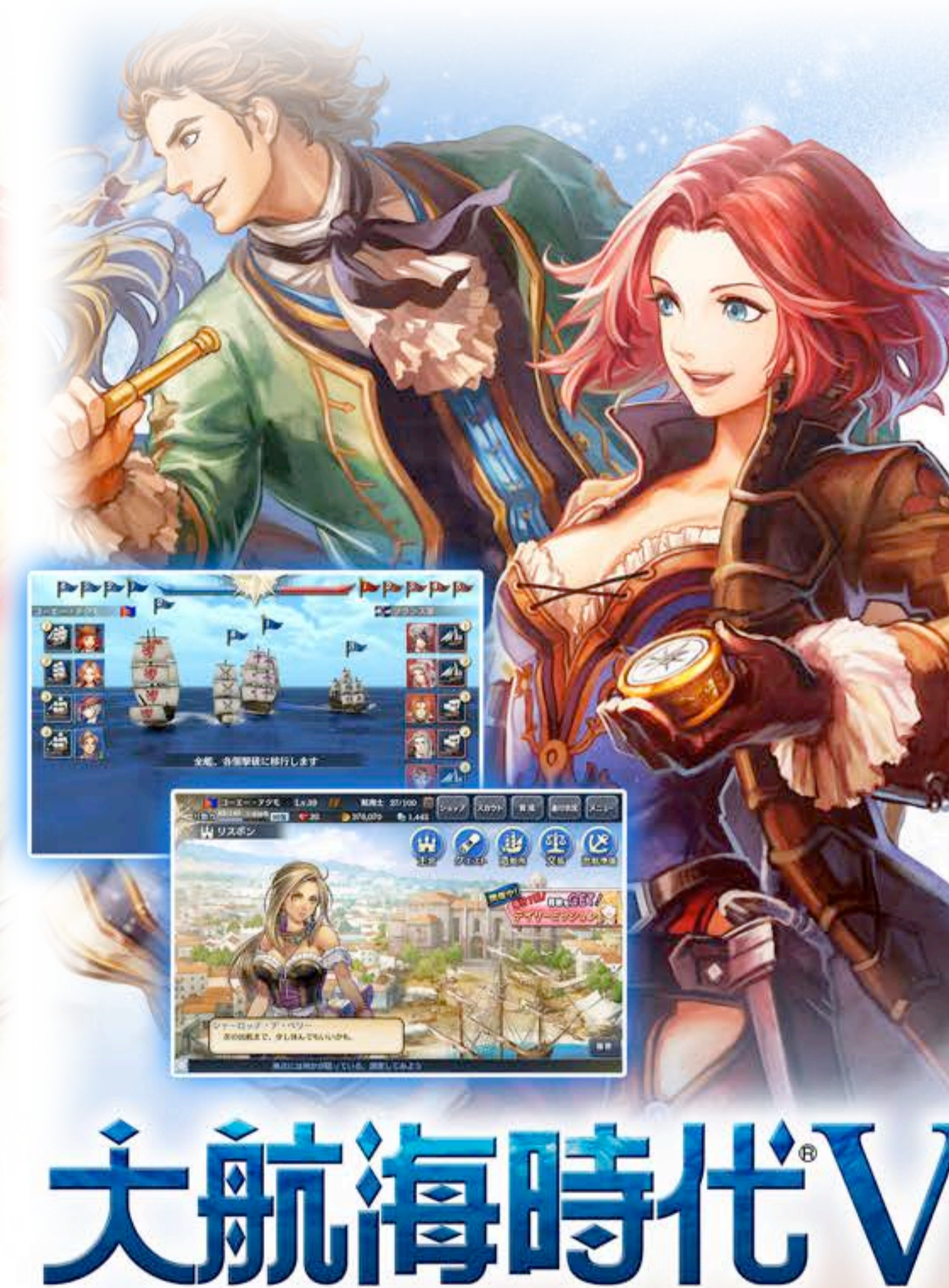
# Priority Policy-1 Make a big hit in smartphone games!



iOS / Android



iOS / Android



iOS / Android

Strongly promoted “IP Creation and Expansion” in the smartphone market!



# Priority Policy-2 Promote and success at New and Major collaboration

**“Hyrule Warriros” (temp.) Wii U  
Scheduled for release on 2014 Summer in JAPAN**

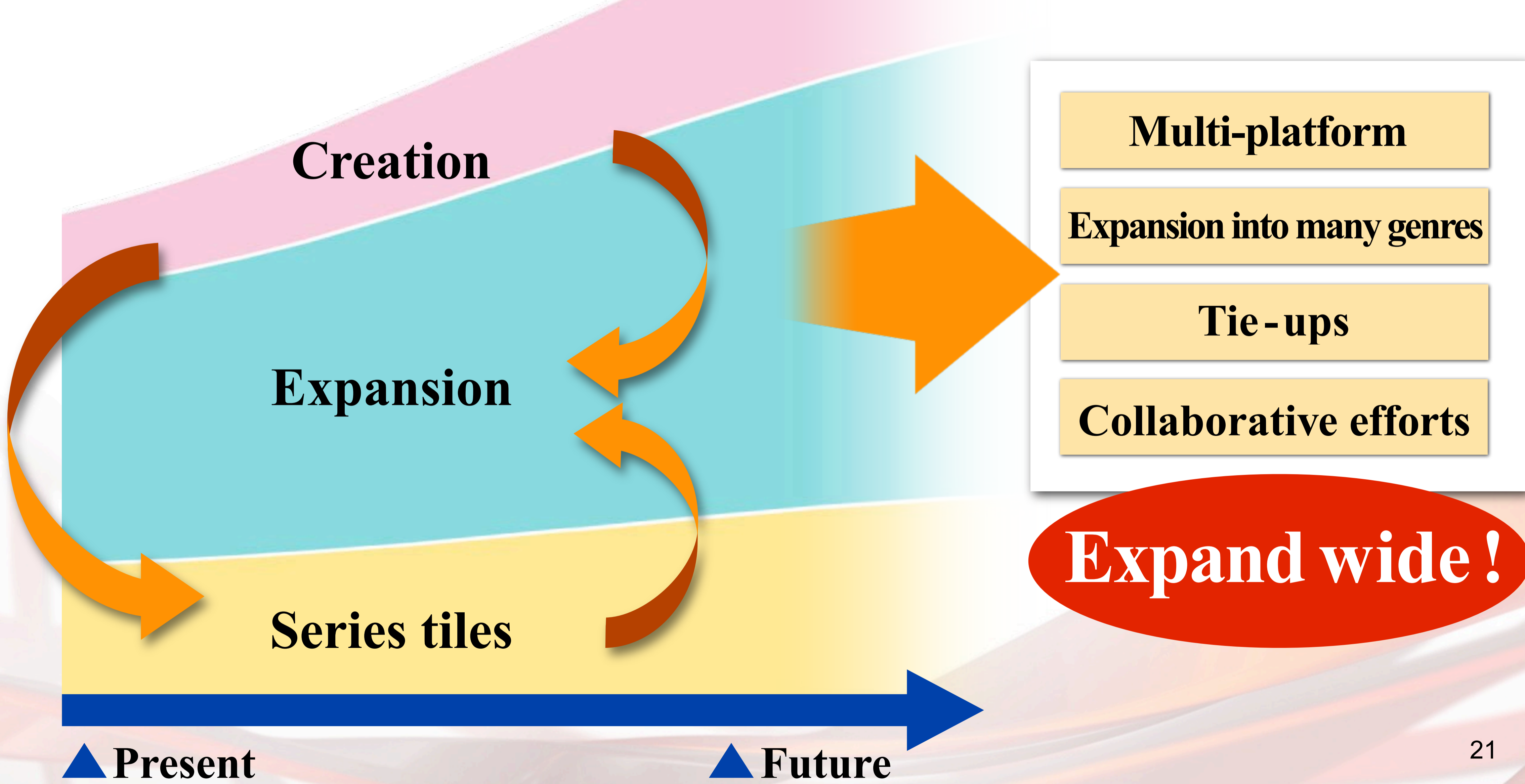


**Prepare for another major collaborative title in the second half !!**



# Priority Policy-3 To achieve long-term growth and profitability

With controlling profitability from series titles, strengthening long and mid-term activities in all business segments under the idea of “Further IP Creation and Expansion”





# Prepare to achieve long-term growth and profitability

- **Expand into the Asian market for Smartphone / Browser games**  
Beginning with “Uncharted waters V”, release titles successively into the Asian market, including China and Taiwan
- **Prepare collaborative titles for Western market**

Collaborative titles for  
Western market

大航海時代<sup>®</sup>V

More to come!





# Achieving growth and profitability

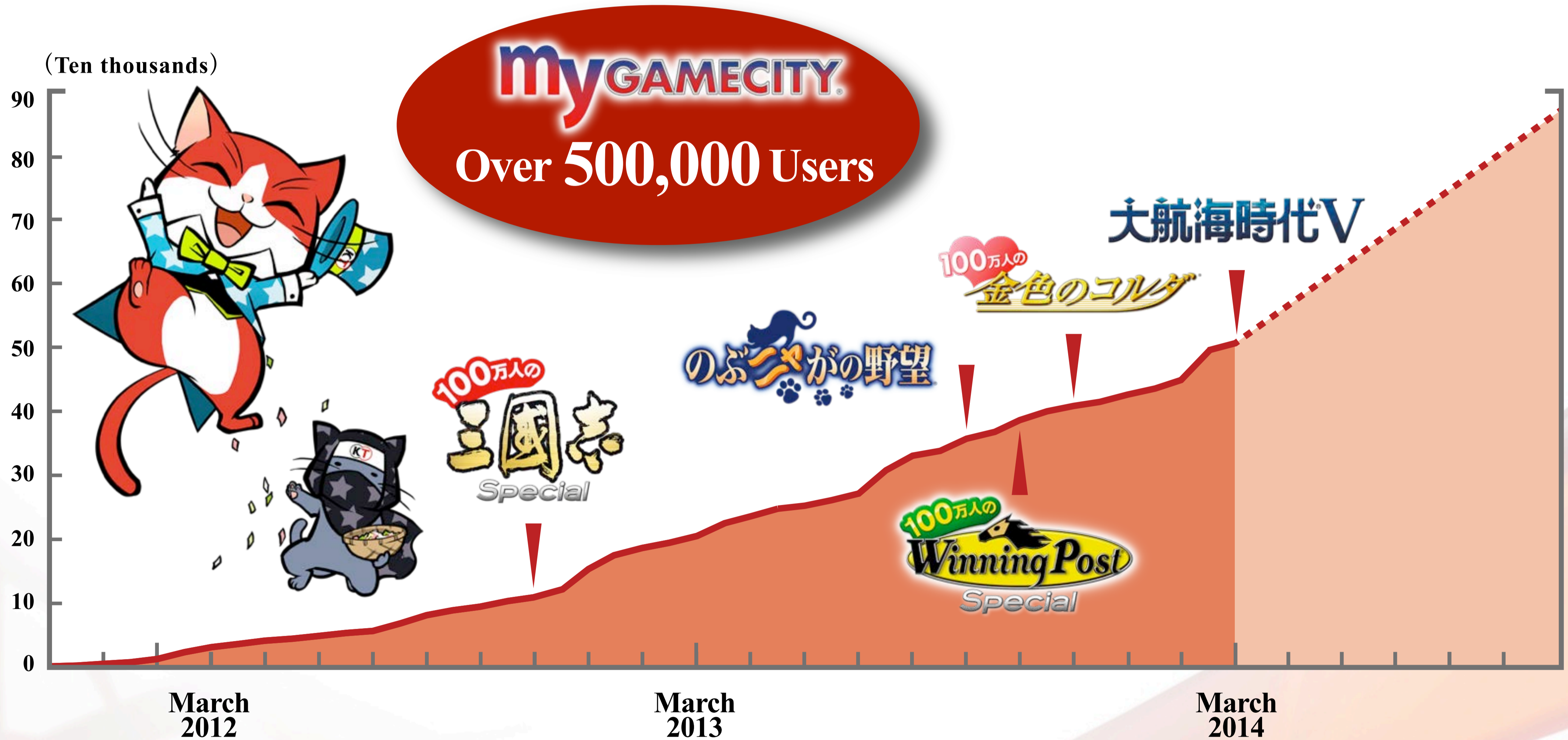
- **Extension of series titles and collaborative titles**
- **Support new platform**  
PS4 “WARRIORS OROCHI3 Ultimate”  
Xbox One
- **Expansion of download business**  
“DEAD OR ALIVE 5 Ultimate”  
Free to Play over 1million downloads!
- **Promote multi-platform**





# Achieving growth and profitability

- Promote our own platform

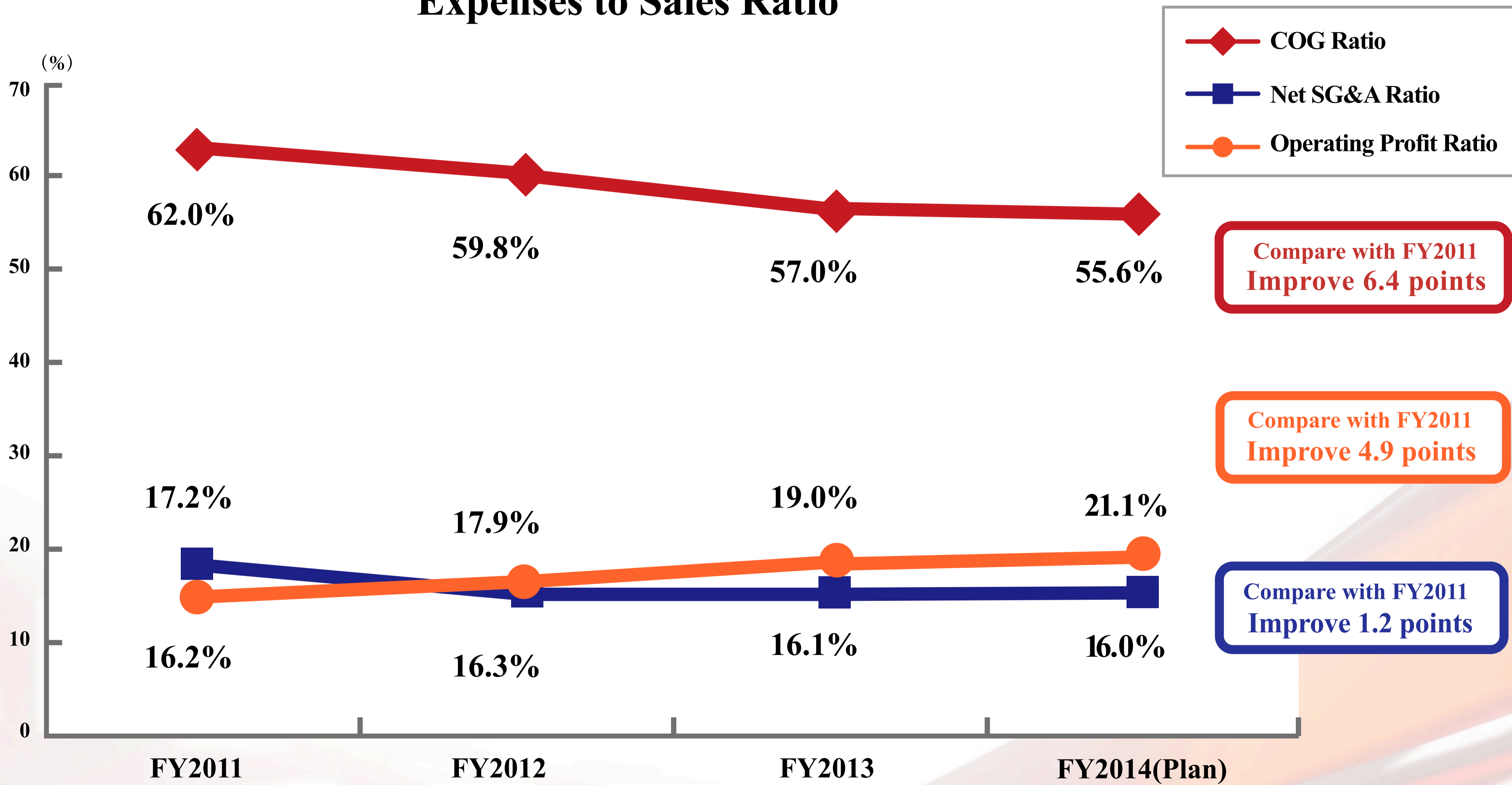


Expanded contents to various internal and external platforms and achieved growth and profitability



# Cost reduction / Business efficiency

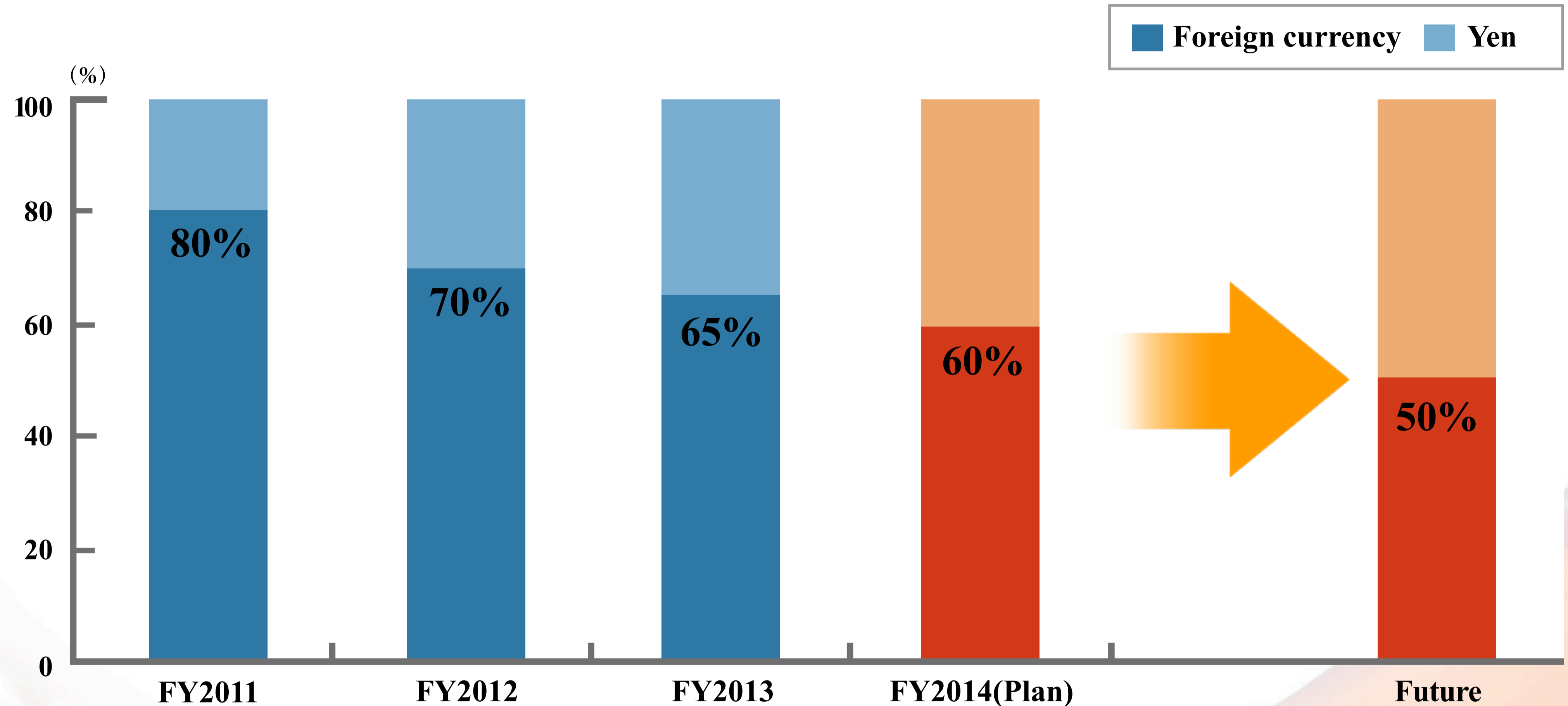
## Expenses to Sales Ratio





# Foreign currency rate of Investment Assets

## Foreign currency rate of Investment Assets

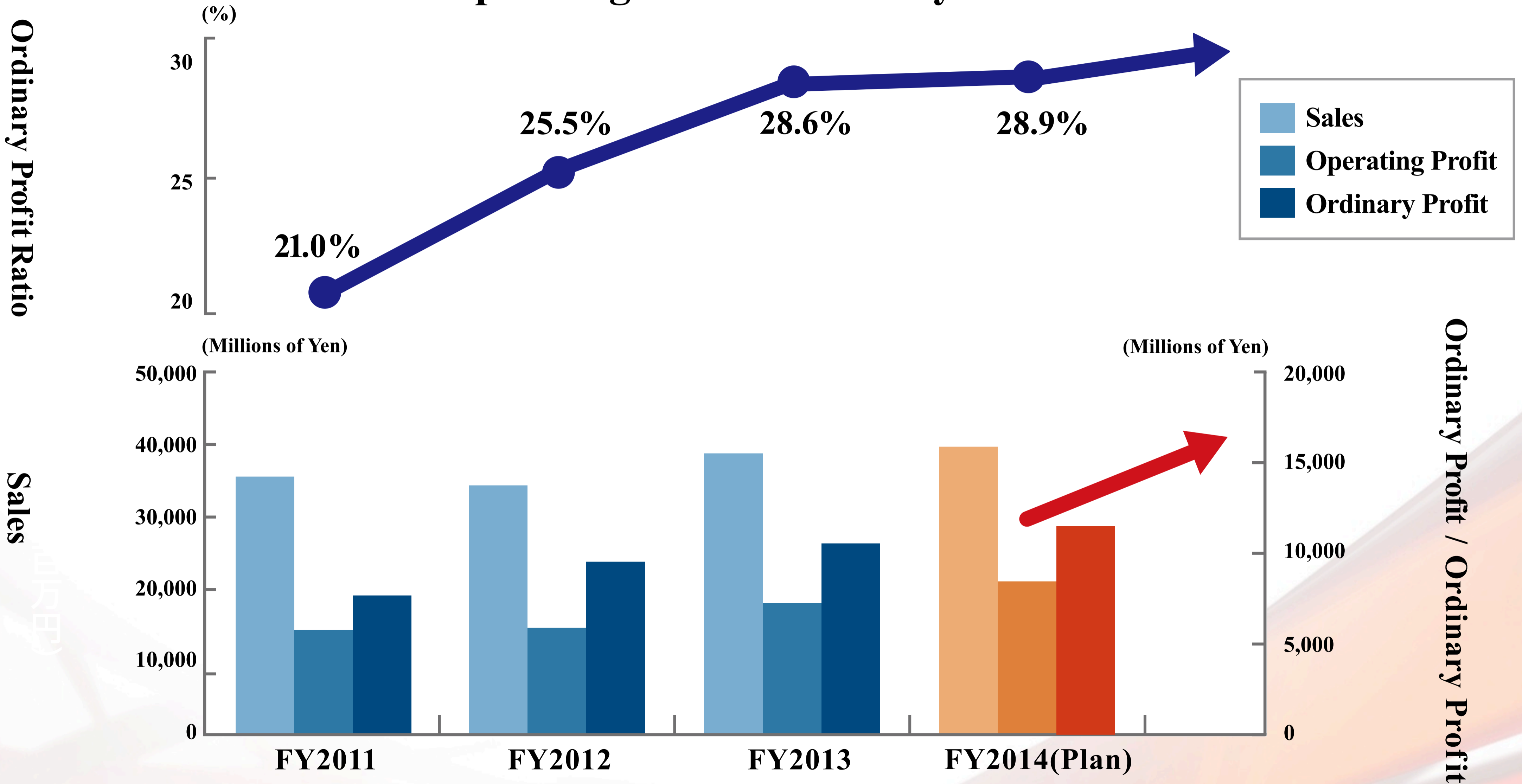


**In consideration of the underlying weak yen trend and the contribution of financial income, the schedule of reducing foreign currency rate to 50% is under review.**



# Toward high growth and profitability

## Sales / Operating Profit / Ordinary Profit Ratio



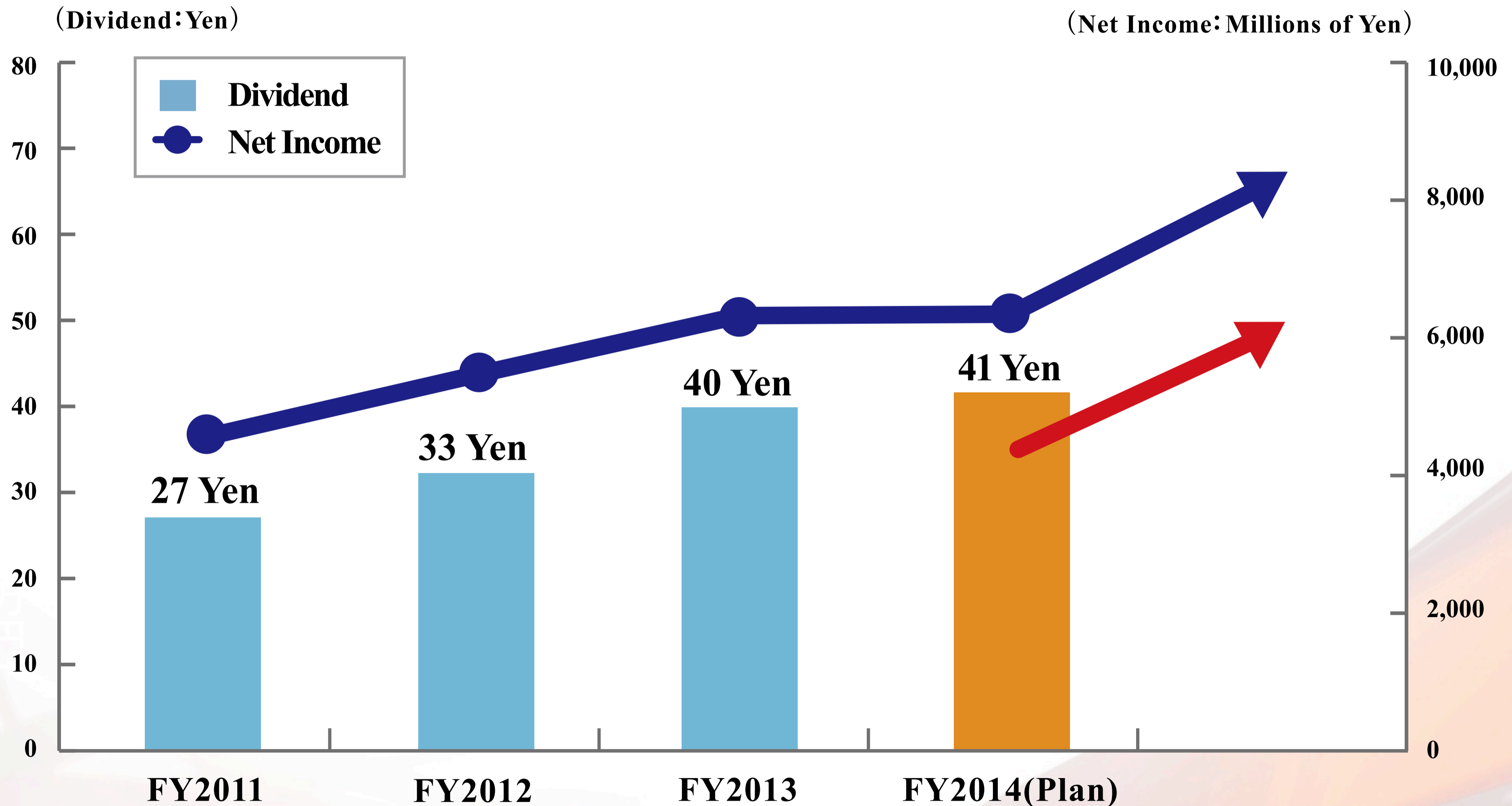
**Aim to promptly achieve higher growth and profitability  
- an ordinary profit ratio of over 30%**



# Toward high growth and profitability

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

### Dividend / Net Income



**Aim to increase annual dividend to the 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.