First-rate creators are the source of our creativity

Our R&D facilities, outfitted with the most cutting-edge development equipment and technology, are the stage upon which our more-than 2,400 developers work daily to improve quality in an effort to create world-class entertainment.

Development strengths

In-house production ratio
More than 80%
Ensuring development efficiency and quality

Million-selling IPs
19 series
Numerous brands that are well-known around the globe

Number of developers
More than 2,400 people
One of the largest game R&D workforces in Japan

Value Creation Story

Medium- to Long-Term
Growth Strategy

Latest Creative Report

Foundation for
Sustainable Growth (ESG)

Financial Analysis and
Corporate Data

Changing the game business model by promoting digitalization

We are maximizing the power of digital sales online, which is in turn improving the sales profit margin while rapidly expanding the number of units sold and the regions in which they are sold.

Benefits of digitalization

10-year profit margin improvement of

approx. **20** points

(10 years from 2010 to 2020)

Growing reccuring revenue model / Catalog title sales are

UP **583**%

(10 years from 2010 to 2020)

Game software sales area of more than

200 countries and regions

Global sales growth / units sold overseas are

UP **111**%

(10 years from 2010 to 2020)