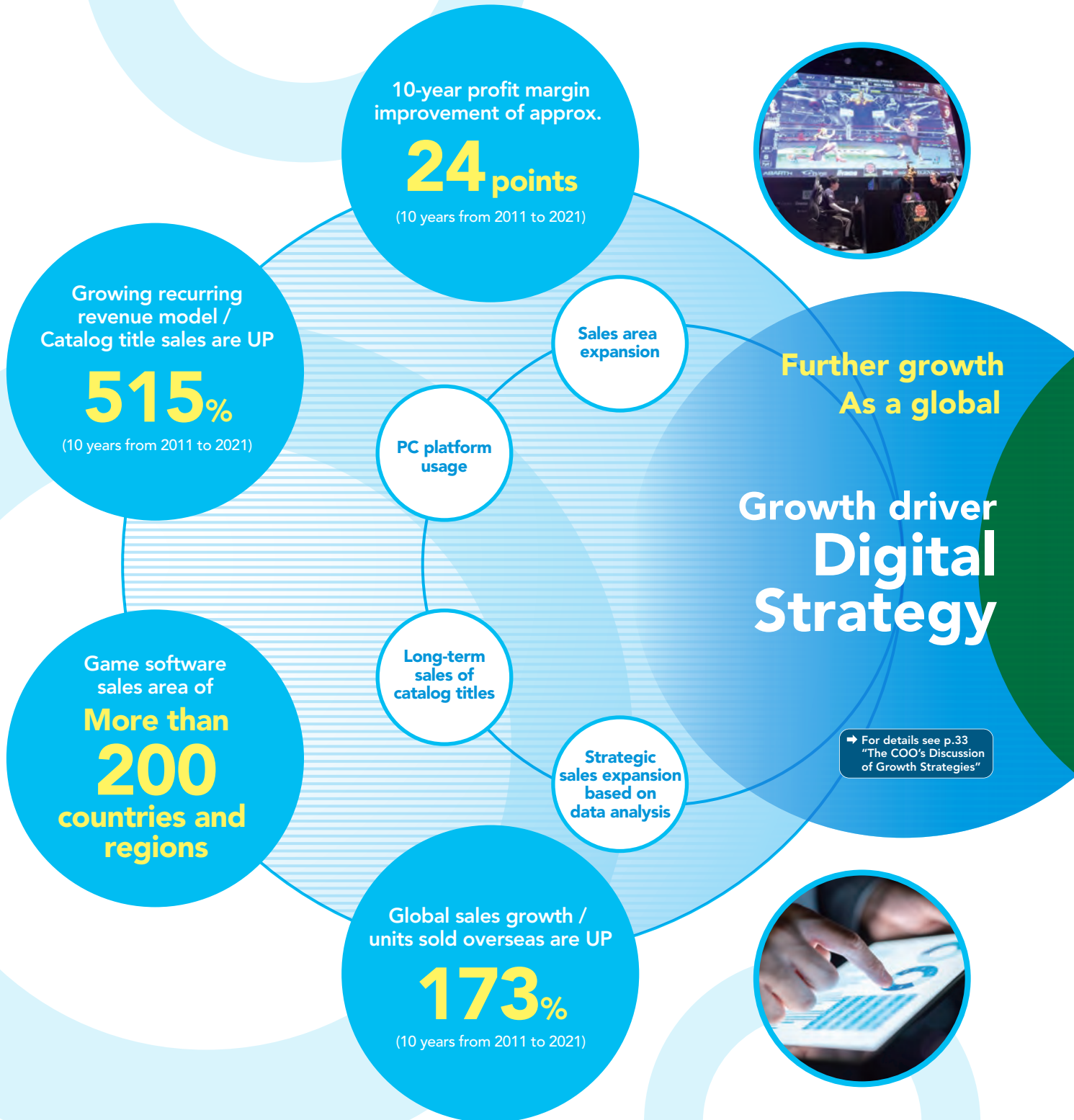# Global promotion of digital game sales

We are maximizing usage of digital infrastructure and the internet and strengthening global long-term sales of game software.

10-year profit margin improvement of approx.

24 points

(10 years from 2011 to 2021)

Growing recurring revenue model / Catalog title sales are UP

515%

(10 years from 2011 to 2021)

Sales area expansion

Further growth As a global

PC platform usage

Growth driver **Digital Strategy**

Game software sales area of **More than 200 countries and regions**

Long-term sales of catalog titles

Strategic sales expansion based on data analysis

➡ For details see p.33 "The COO's Discussion of Growth Strategies"

Global sales growth / units sold overseas are UP

173%

(10 years from 2011 to 2021)

Investment in human resources to achieve medium- to long-term growth

For even further growth, we are solidifying our personnel base by securing, training, and creating a comfortable work environment.

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

Reorganization
Newly established CHO

Revision of compensation system

Creating a comfortable workplace environment

Number of developers
More than
2,500 people
One of the largest game R&D workforces in Japan

& development corporation

Priority issues
Human resources investment strategy

➡ For details see p.39 "The CHO discusses our human resources strategy"

Training policy tailored to career stage

Annual new graduate hires
More than
150 people
Promoting the development of young talent, a source of competitiveness