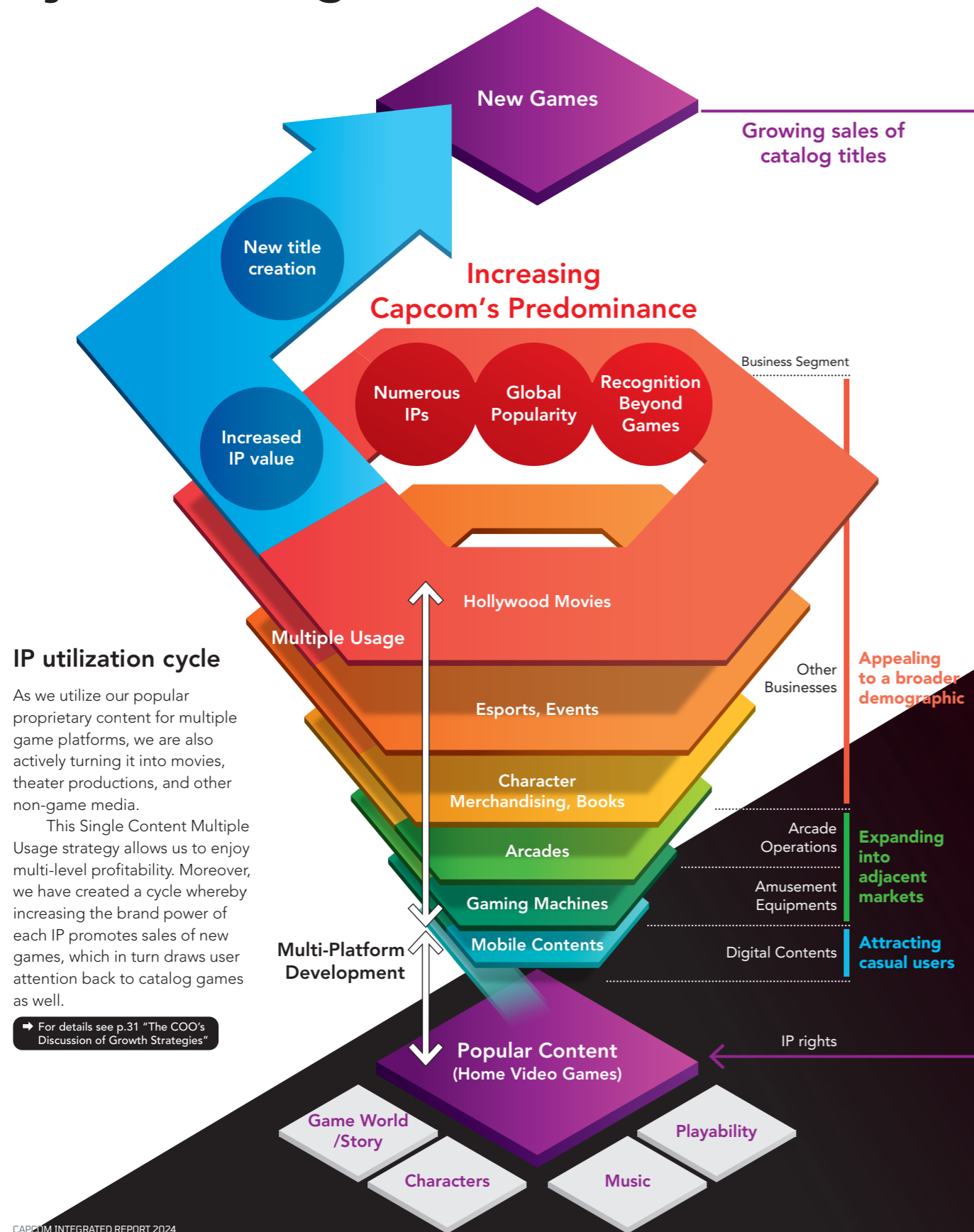


The Single Content Multiple Usage strategy promotes game sales by maximizing the value of our IP



Example of Single Content Multiple Usage

Released June 2022

Latest title
Monster Hunter Rise: Sunbreak

Total **8.42** million units sold
(As of June 30, 2024)



Expanding into adjacent markets

Amusement facilities (Café collaboration) | Pachislo machines

Capsule Lab | *Monster Hunter World: Iceborne XR WALK*
*Attraction has since closed
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Appealing to a broader demographic

Events/concerts | Merchandise

Video streaming | Hollywood movies

Released March 26, 2021

Existing title
Monster Hunter Rise

Total **15.45** million units sold
(As of June 30, 2024)