Medium- to Long-Term Latest Creative Report **Growth Strategy** 

Can reach

approximately billion people who play games on PC/Home video game consoles

#### Global game player population

## 867 million peop 625 2,789

2022 2023(E

Capcom's worldwide game sales 25.5 79.1% 71.4%

\*Each fiscal year ended March 3

We sold 292 titles in 235 countries and regions, while extending our reach to 1.5 billion players

# Aiming to increase Capcom's customers with individual strategies

for regions and user groups

## Strategy by region

Implementing measures to increase awareness of Capcom based on a global analysis of users

Capcom's games are sold in more than 230 countries and regions, and going forward, we will need to further cultivate our customers. Toward this end, we extensively research the game environment and needs of each country. For example, we are working to increase our fan base by increasing touch points through an approach tailored to the characteristics of each region. This includes increasing brand visibility through multifaceted initiatives such as setting appropriate prices and selecting sales channels in each region, as well as utilizing our IP in esports and movies, television shows, and other

Sales by region (thousand units) (fiscal year ended March 31, 2024)

	2020		2024	
	Sales	Share	Sales	Share
Total	25,500	100%	45,893	100%
N. America	9,000	35%	13,900	30%
Europe	6,000	24%	9,500	21%
Asia	4,000	16%	9,100	20%
Japan	4,050	16%	7,790	17%
Cen./South America	1,500	6%	4,450	10%
Oceania	350	1%	650	1%
M. East	150	1%	400	1%
Africa	40	0%	80	0%

<sup>\*</sup>Each fiscal year ended March 31st

#### Unit sales of Capcom's home video game software by country (fiscal year ended March 2024)

2020	2024
4 countries	8 countries
15 countries	28 countries
64 countries	71 countries
46 countries	54 countries
86 countries	74 countries
	15 countries 64 countries 46 countries

By utilizing our IP in mobile game titles and other content, we

## Marketing strategy

Nurturing Capcom fans through ongoing activities tailored to user groups

Licensing

New titles We maintain long-term fans of popular IP by releasing high-quality new titles consistently each fiscal year.

our ongoing, long-term pricing strategy, we provide catalog titles at appropriate prices and create opportunities for of users to try our popular IP.

introduce the world of our IP to potential users and nurture them into Consumer game users.

of people, including existing fans as well as those who do not yet know Capcom, to be exposed to our brands

People who do not know Capcom



By expanding into esports and movies/TV, we raise the visibility of our IP and create opportunities for a wider range

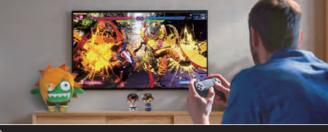
People who play mobile games



People who play games,



including Capcom titles



Capcom fans

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<sup>\*</sup>Each fiscal year ended March 31st