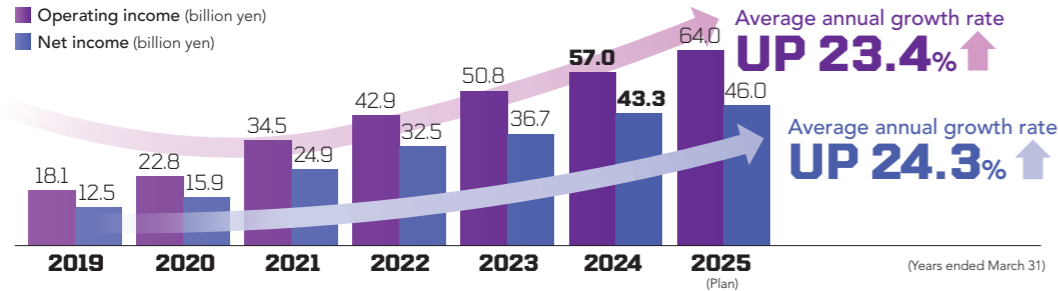


# Delivering entertainment to the world with the aim of 100 million units in annual game sales

We are significantly increasing sales of Consumer games by capitalizing on our medium- and long-term strategies, steadily paving the way for sustainable growth.



**Aim for annual operating income growth (10%), driven by enhanced sales digitally and globally**



Fiscal year ended March 31, 2024

**Medium-term**

**Focus on increasing sales of Consumer sub-segment catalog titles and strengthening sales globally**

Medium- to long-term growth



Annual sales **45.89 million units**  
New titles **20.9%**  
Catalog titles **79.1%**

**Further improving unit sales and expanding our solid growth foundation**

Character, Mobile, Media + eSports  
**Increase awareness among a wide range of users**



**Long-term**  
**Bolster foundation for growth by generating synergies between the Consumer sub-segment and peripheral businesses**

Expanding game customer base through global selling and marketing strategies  
**Enhancing brand power**  
→ For details see p. 21

**Brand strategy**  
**Acquire new users**  
Appeal to a wide range of customers by increasing brand awareness

Character, Mobile, Media + eSports  
Pursuing synergy with Consumer + growth options

Consumer games  
**Focus on expanding in the PC and Consumer market of 1.5 billion people**

Promote digital strategy to reach annual sales of  
**100 million units**  
→ For details see p. 26



**New Titles (Consumer)**  
Growth driver, source of long-term sales

**Catalog Titles (Consumer)**  
Growth drivers and focus areas for growing sales

**Digital strategy**  
**Acquire and increase Capcom fans**  
Increase number of users in each country through long-term implementation of price policy

Stable earnings

Human resources investment and technological development

**Human resources strategy**  
**Increase pipeline of new titles**  
Promote expanding staff and technology growth  
→ For details see p. 45