



**Capcom Co., Ltd.**  
**Tokyo and Osaka Exchanges,**  
**First Section, 9697**

**Overview of Strategies and Plans**  
**Fiscal Year ending March 31, 2011**

# Forward-looking Statements

**Information in these materials concerning strategies, plans, outlooks and all other items except historical facts are forward-looking statements. These statements are based on certain assumptions that use reasonable judgments in accordance with information that is currently available. Actual performance may differ significantly from these statements for a variety of reasons.**

**The operating results of all companies in the video and arcade game business may be highly volatile due to shifts in market conditions caused by changing user needs and other factors.**

**Factors that may affect operating results include, but are not limited to: 1) the ability to introduce hit products, and the volume of sales, in the home video games business, which accounts for the majority of sales; 2) progress in developing new home video games; 3) the popularity of home video game players; 4) sales outside Japan; 5) changes in stock prices and foreign exchange rates; 6) alliances with other companies concerning product development, sales and other operations; and 7) changes in market conditions.**



## < Contents >

- 1. Strategies for Growth** . . . P3
- 2. Business Segments Highlights** . . . P7
- 3. Forecasts for FY 2010** . . . P34
- 4. Additional Information (1)** . . . P36  
    **About Capcom**
- 5. Additional Information (2)**  
    **Summary of Major Financial Information** . . . P41



# 1. Strategies for Growth

## 1-1. Strategies for Growth (1)

### **Strategy 1:**

### **Enlarge product lineup through reorganization and improved efficiency of development activities**

#### **Renovation of product development activities in Japan**

- Shorten the development-to-launch cycle by reexamining the use of personnel and making extensive use of outsourcing
- Launch new brands and use existing intellectual property

#### **Update the model for alliances with overseas development companies**

- Outsource primarily development activities for new products belonging to an existing series of games
- Develop high-quality products by having Capcom's development teams work closely with alliance partners

## 1-2. Strategies for Growth (2)

### Strategy 2:

### Strengthen the online game business, which has much growth potential

#### **Increase activities aimed at expanding PC online game operations in Asia**

- More titles – Use popular home video game
- More coverage – Extend operations, which now cover Japan, Taiwan and South Korea, to include China

#### **Increase the number of home video games available for downloading**

- Sell games as packaged products and through downloads
- Increase earnings by distributing additional content

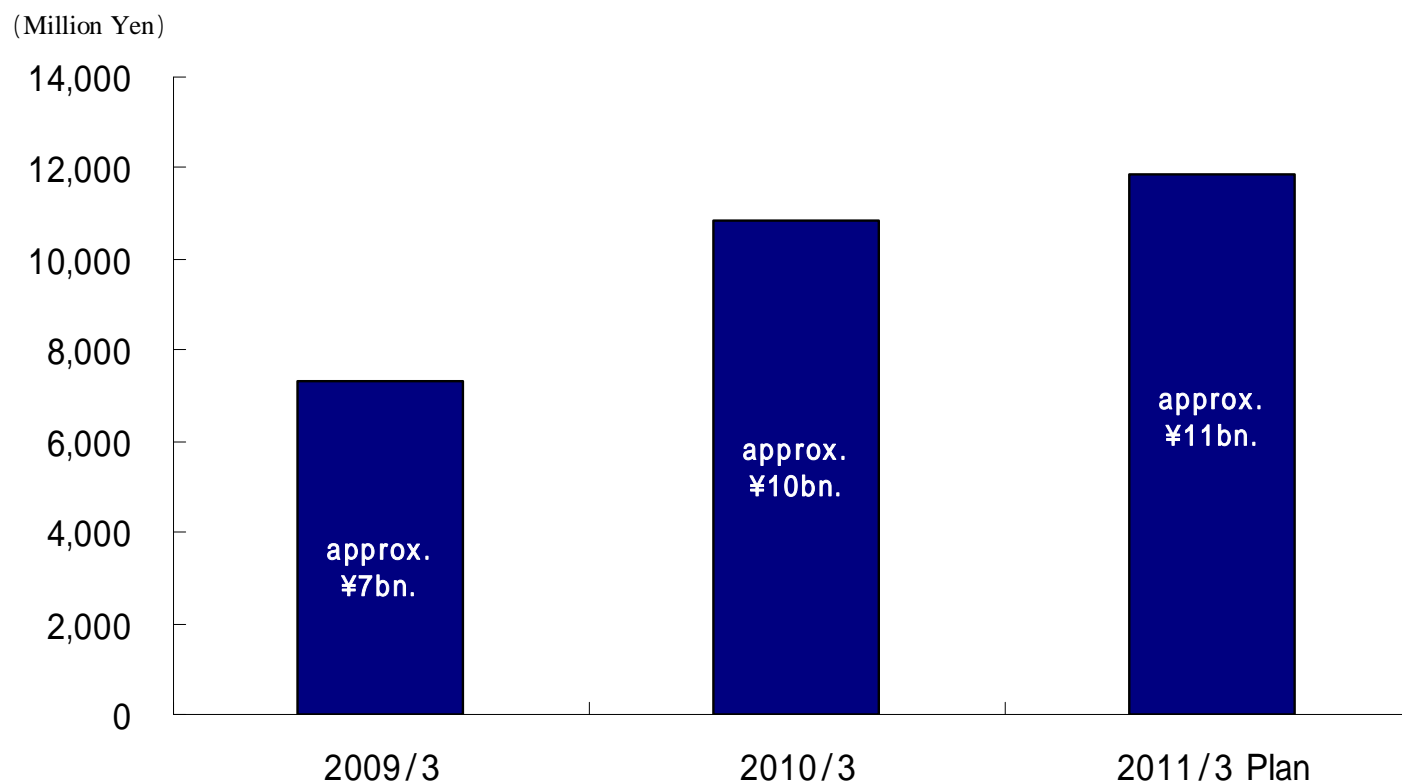
#### **Add more games for smartphones**

- Grow by targeting games for both hardcore and casual players
- Use the multi-platform approach to offer games for many types of smartphones

## 1-3. Strategies for Growth (3)

# Achieve steady growth by concentrating resources on online markets

Growth in Sales of Online Contents





## **2-1. Comparison of New and Previous Business Segments**



## 2-1 . Comparison of New and Previous Business Segments

**In FY2010, Capcom has redefined its business sectors by realigning its five business segments as follows.**

**< FY2009 ended March 31, 2010 >**



**< FY2010 ending March 31, 2011 >**



**Growth Potential Businesses  
(85% of management resources)**

**Mature Businesses (15% of management resources)**

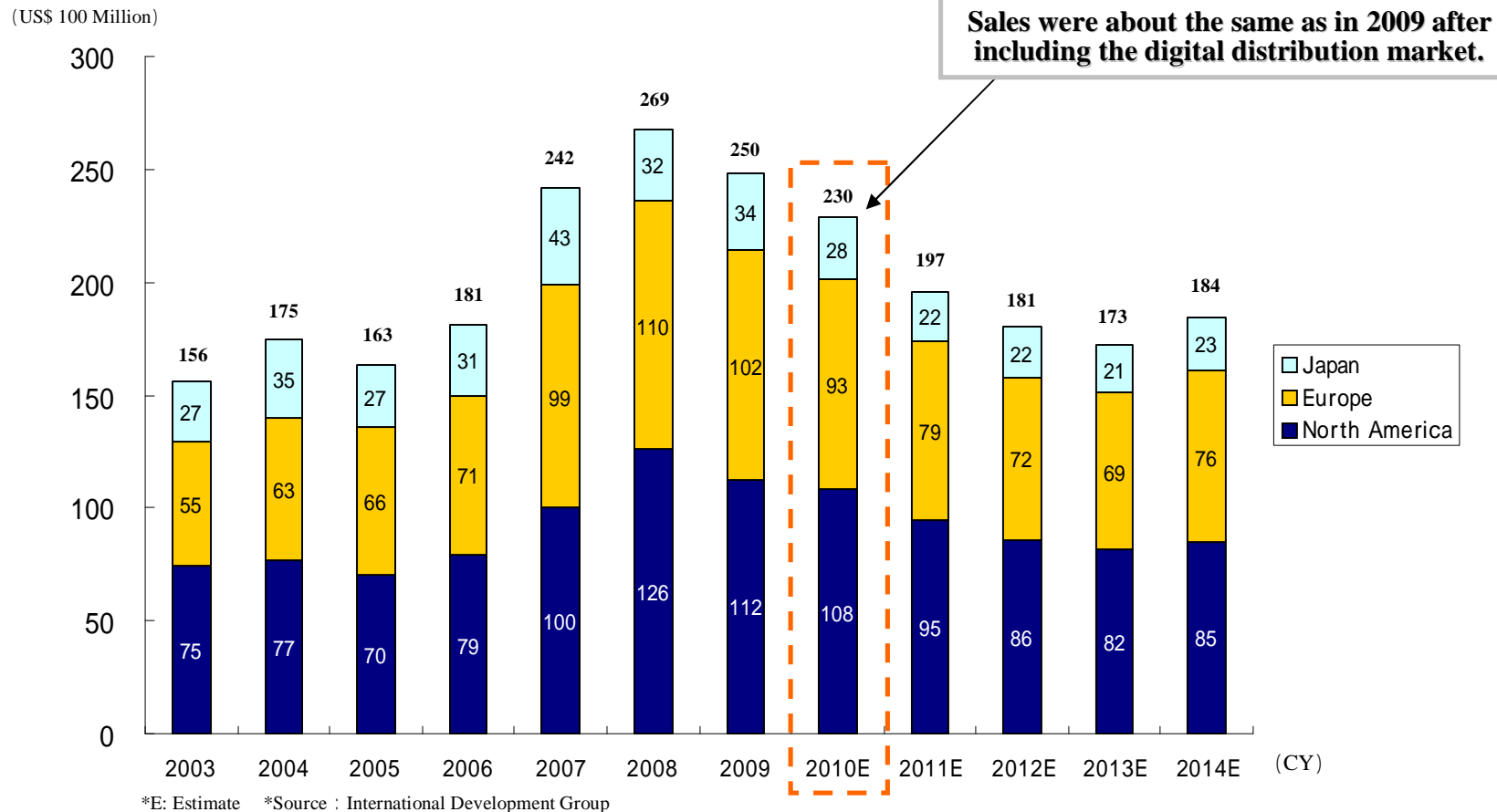
## **2-2. Consumer Online Games**

**- Growth Potential Businesses: 85% of total development and capital expenditure budget -**

## 2-2 . Market Overview – Home Video Game Software

**The market in Japan and overseas for packaged video games is expected to shrink in 2010 due to the diversification of sales channels and decline in average retail prices.**

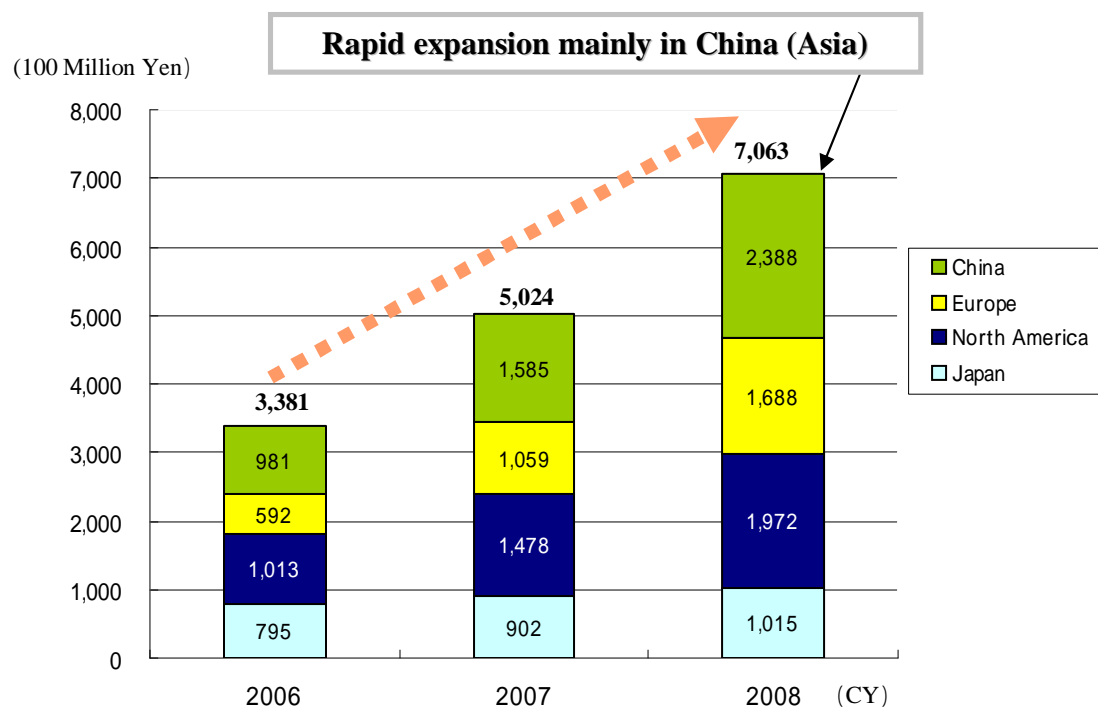
### Home Video Game Software Market (Package)



## 2-2. Market Overview – PC Online Game

**PC online game market has expanded rapidly in recent years and more growth is expected, primarily in Asia.**

### PC Online Game Market



\*Source: ScreenDigest/GBC/IDC/ファミ通ゲーム白書/  
Reuse prohibited without permission

### Online Game Market in Asian Countries (2009)



\*Source: f-ism/中村彰憲/GBC (China)/MIC (Taiwan)/KOCCA (Korea)  
Reuse prohibited without permission

## 2-2 . Market Share – Home Video Game Software

**In the packaged software market, Capcom's market share is increasing mainly outside Japan due to the steady launch of major new titles.**

**Market Share in Japan (2009)**

	Share
1. Nintendo	20.9%
2. Square-Enix	11.5%
3. Namco Bandai	10.3%
4. Pokemon	6.4%
5. Konami	6.3%
<b>6. Capcom</b>	<b>6.1%</b>
7. Sega	4.1%
8. Level Five	3.1%
9. SCE	2.6%
10. Koei	2.3%
Others	26.4%
Total	100.0%

\*Source: Enterbrain

**Market Share in North America (2009)**

	Share
...	...
<b>10. Capcom</b>	<b>2.55%</b>
Total	100.00%

\*Source: The NPD Group/ Retail Tracking Service

\*Data for other companies not shown due to request from company supplying this information.

**Market Share in Europe (2009)**

	Share
1. Nintendo	16.5%
2. Electronic Arts	16.3%
3. Activision	15.0%
4. UBI Soft	9.0%
5. SCE	4.8%
6. Sega	4.7%
7. Microsoft	4.5%
8. THQ	4.3%
...	...
<b>12. Capcom</b>	<b>2.1%</b>
Others	22.8%
Total	100.0%

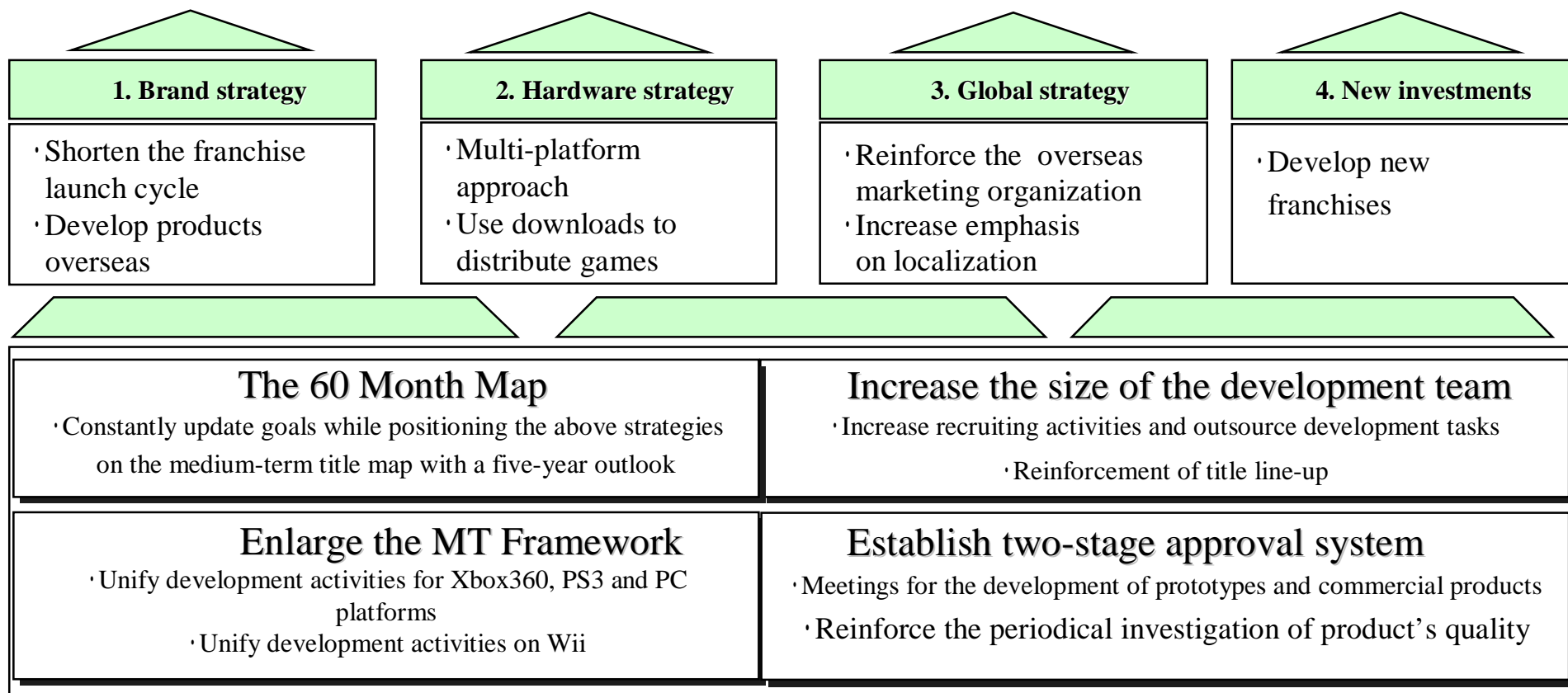
compiled by Chart-Track, copyright ELSPA (UK) Ltd.

## 2-2. Strategic Objectives – Consumer Online Games

**To reach its targets, Capcom will enact business reforms and build the optimum medium-term product lineup by pursuing the following business strategies.**

Medium-term goal

**Overseas sales ratio of 65% in line with the scale of overseas markets**



## 2-2. Consumer Online Games – FY2009 Performance

**Many issues to tackle: postponements of launches of major titles, poor performance of overseas alliance titles and other issues**

### 1. Postponed launches of major titles

- Release of 3 major titles were pushed back in consideration of market conditions and the status of competing titles
- The fundamental problem is a game title portfolio with overweight on a particular time period

### 2. Weak performance of titles developed with overseas partners

- Poor sales of 2 new games: “Bionic Commando” and “Dark Void”
- Problems caused by inadequate know-how about supervising outsourced operations and overly optimistic plans

### 3. Start of Online contents business

- “Monster Hunter Frontier Online” for PC is off to a good start in Japan and other areas of Asia
- Additional download contents for home video game software is beginning to contribute to earnings: “Resident Evil 5”, “Street Fighter IV” and other titles

## 2-2. Consumer Online Games – FY2009 Sales

**Repeat products accounted for most sales due to the postponement of major title launches**

### FY2009 Sales of Major Titles

(Unit: Thousand)

Title		Region	Released Date	Result	Total
PSP	Monster Hunter Freedom Unite (Repeat) *Best Price included	Japan	08/3/27	900	1,350
		North America	09/6/23	200	
		Europe	09/6/26	250	
Wii	Monster Hunter Tri	Japan	09/8/1	1,150	1,150
PS3 X360	Resident Evil 5 (Repeat)	Japan	09/3/5	100	950
		North America	09/3/13	550	
		Europe	09/3/13	300	
PS3 X360	Bionic Commando	Japan	09/6/25	50	700
		North America	09/5/19	300	
		Europe	09/5/22	350	
Wii	Resident Evil : The Darkside Chronicles	Japan	10/1/14	150	600
		North America	09/11/17	200	
		Europe	09/11/27	250	

\*Sales for Japan include the entire Asian region.



## 2-2. Consumer Online Games – FY2010 Strategic Objectives (1)

**Build a sound game development foundation for the next stage of growth by reforming internal production activities and making effective use of outsourcing**

### 1. Reexamine the game development organization and systems to enlarge the lineup

#### **(1) Make internal development activities even more efficient**

- **Create games faster by using a hybrid approach combining internal and outsourced development**
  - = **Increase the number of new franchises in each FY by shortening the development-to-launch cycle for major titles**
- **Introduce new brands and use existing intellectual property**
  - = **Allocate 20-30 % of development investments to new brands**
  - = **Revitalize brands by introducing “Marvel vs. Capcom 3”, “Okamiden” and others**

#### **(2) More rigorous oversight of overseas development companies**

- **Work on securing overseas resources and increasing overseas sales**
- **Develop games that combine “overseas input” and “Capcom input” by having Capcom’s development team work with overseas partners**
- **Reinforce quality confirmations by using Capcom’s Quality Control Section**

## 2-2. Consumer Online Games – FY2010 Strategic Objectives (2)

**Aim for rapid growth in PC online game market and downloading business while also continuing to focus on packaged software market**

### 2. Enlarge the business model by concentrating on online game business

#### (1) Strengthen PC online game development activities

- Use the success of “Monster Hunter Frontier Online” in Japan to enlarge the user base
  - = Capture synergies by simultaneously distributing a PC version (¥1,400 per month and additional fee per item) and Xbox 360 version
- Start operations in more overseas countries, chiefly in Asia
  - = After South Korea and Taiwan, aiming to enter China, the world’s largest market
  - = Joint development of “Mega Man Online” with Neowiz Games Corporation of Korea

#### (2) More online capabilities for home video game software

- Deepen ties with users and generate a steady stream of earnings by selling additional download content
  - = “Super Street Fighter IV”, “Lost Planet 2” and other major titles
- Maximize opportunities for earning profits by increasing the digital distribution of software

## 2-2. Consumer Online Games – FY2010 Plan

### FY2010 Sales Plan for Major Titles

(Unit: Thousand)

Title	Region	Releasing Date	Plan
PSP Monster Hunter Freedom 3	Japan	Late 2010	3,600
PS3 X360 Dead Rising 2	Japan	10/9/2	3,000
	North America	10/8/31	
	Europe	10/9/3	
PS3 X360 Lost Planet 2	Japan	10/5/20	2,200
	North America	10/5/11	
	Europe	10/5/11	
PS3 X360 MARVEL VS. CAPCOM 3 Fate of Two Worlds	Worldwide	Spring 2011	2,000

\*Sales for Japan include the entire Asian region.



**'Monster Hunter Freedom 3'**



**'Dead Rising 2'**

## 2-2. Consumer Online Games – FY2010 Plan

**Aiming for big increases in sales and earnings by offering a large lineup of games and expanding Online game business**

### Consumer Online Games Business Plan

(Million Yen)

	2009/3	2010/3	2011/3Plan	Difference
Net Sales	62,892	44,015	71,500	27,485
Operating Income	16,392	7,846	15,300	7,454
Operating Margin	26.1%	17.8%	21.4%	-

(Unit: Thousand)

Titles	110	72	75	3
Japan	6,300	5,200	7,000	1,800
North America	6,000	3,600	7,500	3,900
Europe	4,500	3,400	5,000	1,600
Asia	500	300	500	200
Total	17,300	12,500	20,000	7,500

(Breakdown) (Unit: Thousand)

Distribution Titles	1,350	1,000	500	-500
Old and Lower Price Titles	5,400	5,500	3,500	-2,000

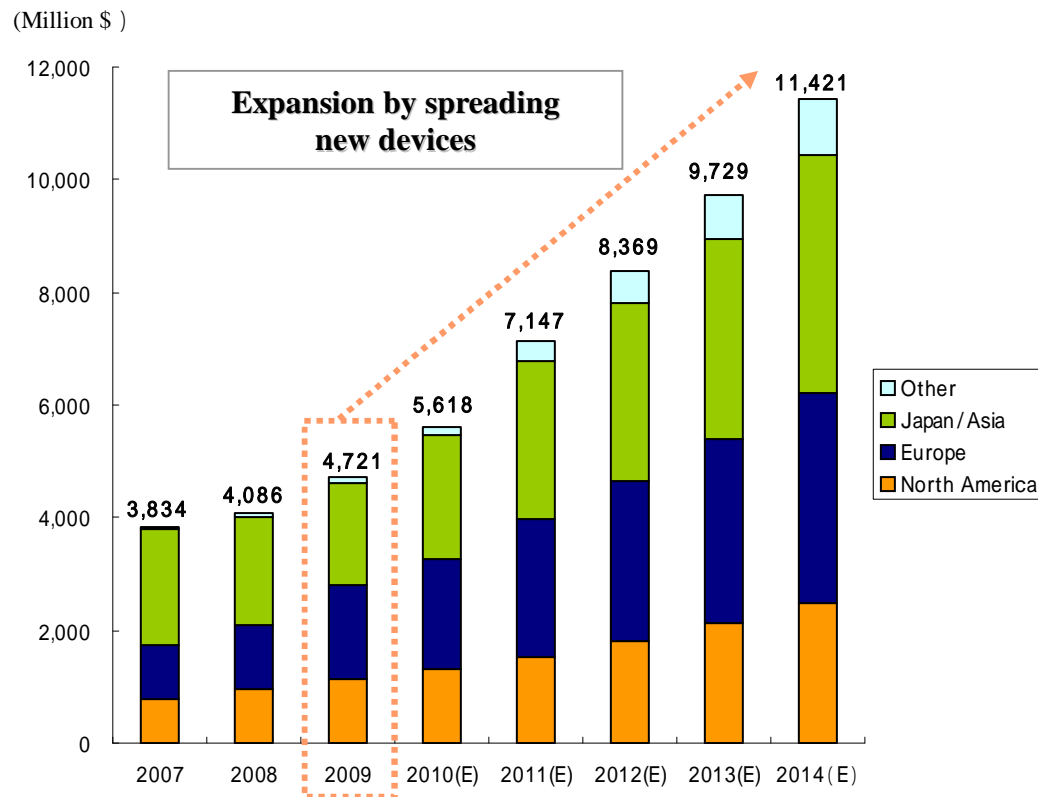
## **2-3. Mobile Content**

**-Growth Potential Businesses: 85% of total development and capital expenditure budget -**

## 2-3. Mobile Content– Market Overview

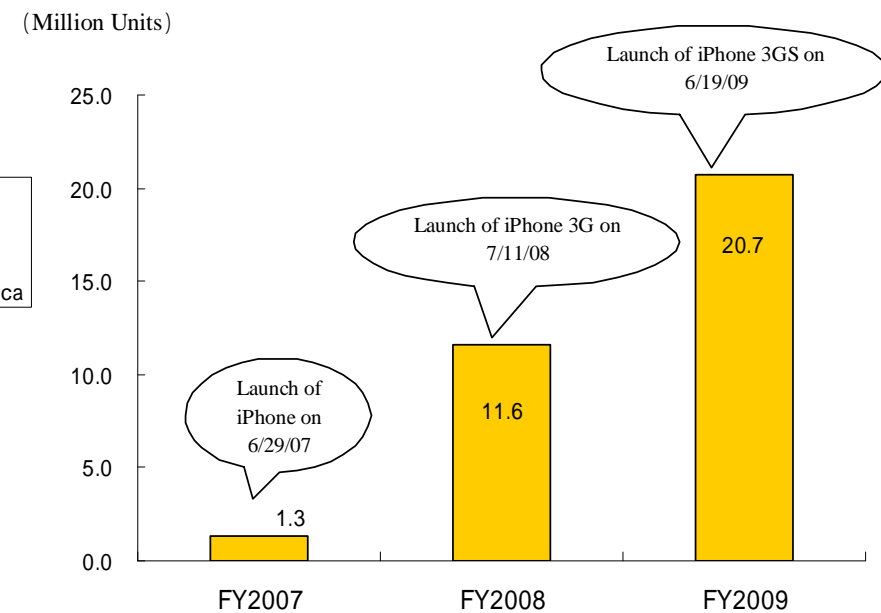
The popularity of smartphones and other new devices along with expansion of these technologies into new regions is expected to fuel more rapid growth in this market

### Mobile Games Market



\*Source: Gartner Dataquest 2010

### Sales Volume of iPhone



\*Source: Information announced by Apple

## 2-3. Mobile Content – Strategic Objectives

**Establish a position as the pioneer in the smartphone market and aggressively target markets with the highest growth potential**

### Strategic objectives for Mobile Content

#### **(1) Concentrate on content for smartphones (iPhone, Android and others)**

- Offer new ways to enjoy games by using “Visual Pad”, an exclusive technology developed by Capcom
  - = Follow up on the success of “Street Fighter IV” by launching many more titles
    - \* Performance: Has been the best-seller in Japan, U.S. and other regions since the introduction date.
- Enlarge the user base by conducting activities using content of both Capcom and other companies
  - = Capcom content: “Resident Evil 4 iPad edition” (launched with the iPad) etc.
  - = Licensed content: “Cash Cab After Dark: Las Vegas” (iPhone/iPad) etc.



「Resident Evil 4: iPad Edition」



「Cash Cab After Dark: Las Vegas」 (iPhone/iPad)  
Cash Cab 2010 & TM Discovery Communications, LLC. All rights reserved.

## 2-3. Mobile Content – Strategic Objectives and Plan

### (2) Multi-platform approach to cover many types of devices

- Use the multi-platform approach to maintain the flexibility to supply software for many types of smartphones and other devices
  - = Increase earnings by making effective use of existing intellectual property
  - = Maximize profits by working together with home video games (Street Fighter IV etc.)

### (3) Social network game activities

- Capcom is considering the launch of a new service that leverages the company's strengths by combining existing content with communication systems.
- Goal is stabilizing earnings by using a continuous billing model

### Mobile Content Business Plan

(Million Yen)

	2009/3	2010/3	2011/3 Plan	Difference
Net Sales	-	-	4,000	-
Operating Income	-	-	900	-
Operating Margin	-	-	22.5%	-



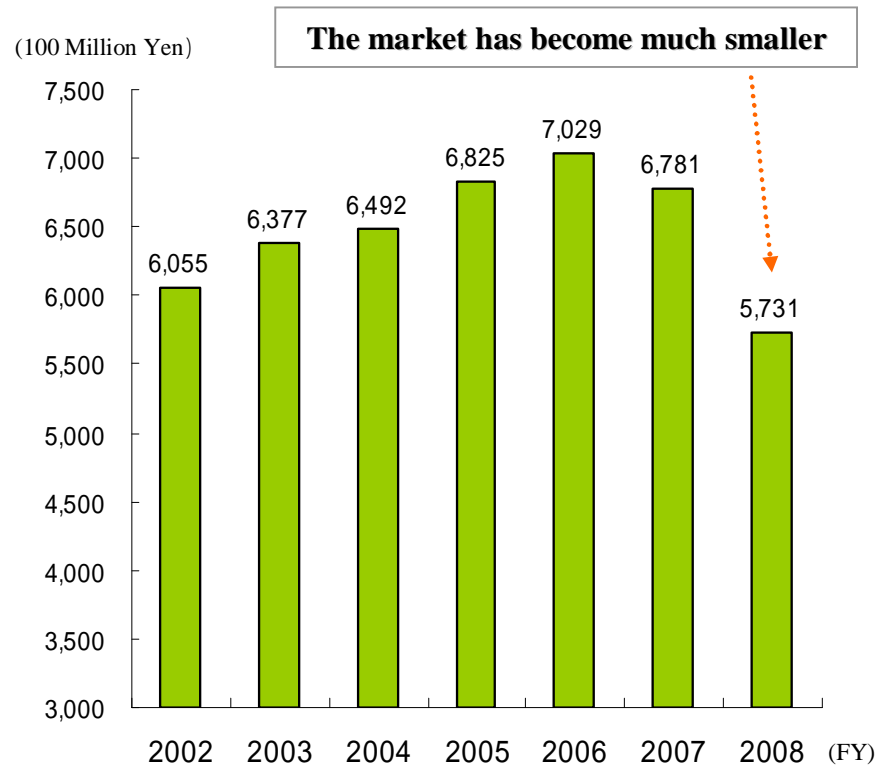
## **2-4. Arcade Operations**

**-Mature Businesses: 15% of total development  
and capital expenditure budget -**

## 2-4. Arcade Operations – Market Overview

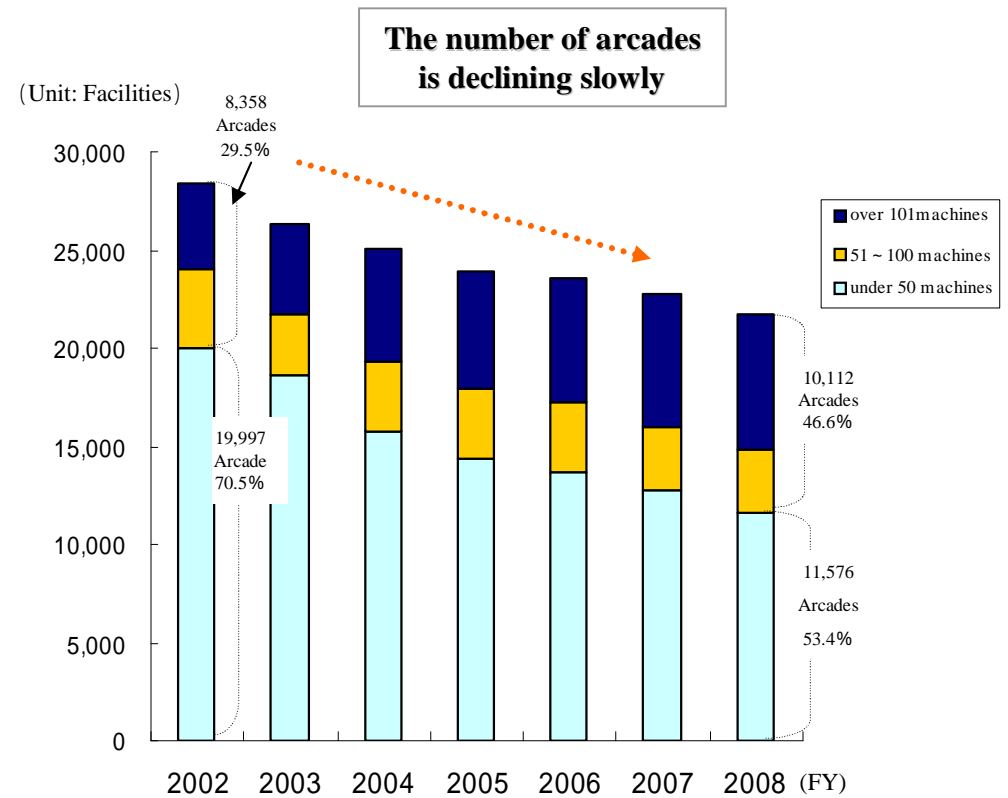
**The market continues to contract because of the economic recession and absence of popular arcade machines**

### Amusement Arcade Market



\*Source: Amusement Industry Survey Report

### Number of Amusement Arcades (by number of machines)



\*Source: Amusement Industry Survey Report

## 2-4. Arcade Operations – FY2010 Strategic Objectives

**Establish an efficient operating framework by holding down investments while curbing costs wherever possible**

### Strategic objectives for Arcade Operations

- (1) Do everything possible to improve efficiency at current arcades**
  - Curb fixed expenses by carefully examining investments in equipment and closely managing operating expenses
  - Continue to close unprofitable arcades
  
- (2) Hold down number of arcade openings**
  - Suspend openings of new arcades and focus on improving earnings at current arcades
  - No new arcades in FY2009 and FY2010



Plaza Capcom Iruma Arcade



Plaza Capcom Hanyu Arcade

## 2-4. Arcade Operations – FY2010 Plan

### Number of amusement arcades

	2008/3	2009/3	2010/3	2011/3Plan
New Stores	9	6	0	0
Closing Stores	0	8	2	1
Total	42	40	38	37

(Facilities)

**Locations as of March 31, 2010 :Shopping centers: 31**  
**Stand-alone sites: 6**  
**Other: 1**



Plaza Capcom Omagari Arcade

### Arcade Operations Business Plan

	2009/3	2010/3	2011/3Plan	Difference
Net Sales	13,509	11,985	11,000	-985
Operating Income	224	590	600	10
Operating Margin	1.7%	4.9%	5.5%	-
Year-to-year ratio of existing stores	85%	86%	97%	-

(Million yen )



Plaza Capcom Inazawa Arcade

## **2-5. Amusement Equipments**

**-Mature Businesses: 15% of total  
development and capital expenditure budget -**

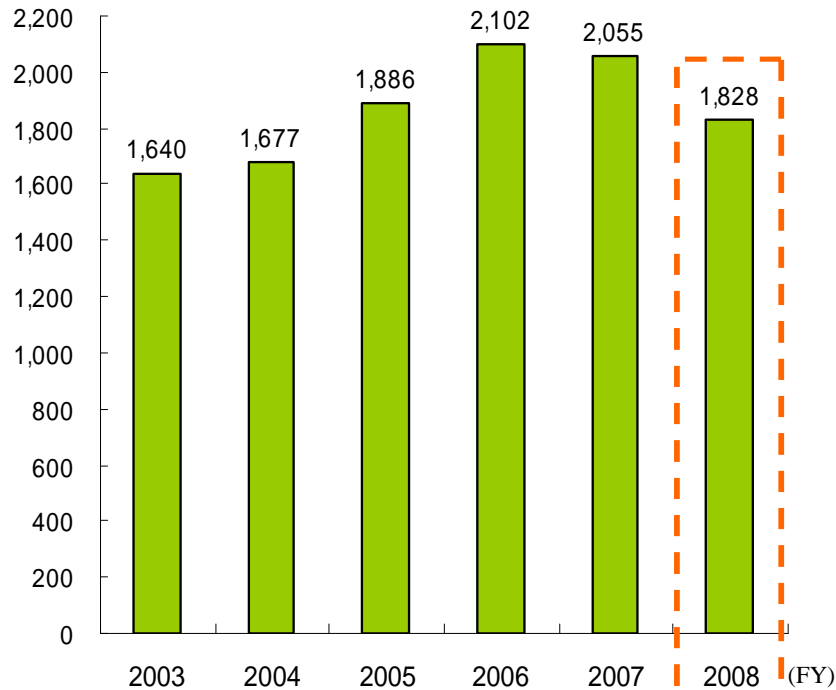
## 2-5. Amusement Equipments – Market Overview

**The market for arcade machines is shrinking because of the weak market for amusement arcades. The pachinko & pachislo market is declining as ¥1 pachinko machines attract customers**

### Arcade Machines Market

**Arcade operators are cutting back on investments**

(100 Million Yen)

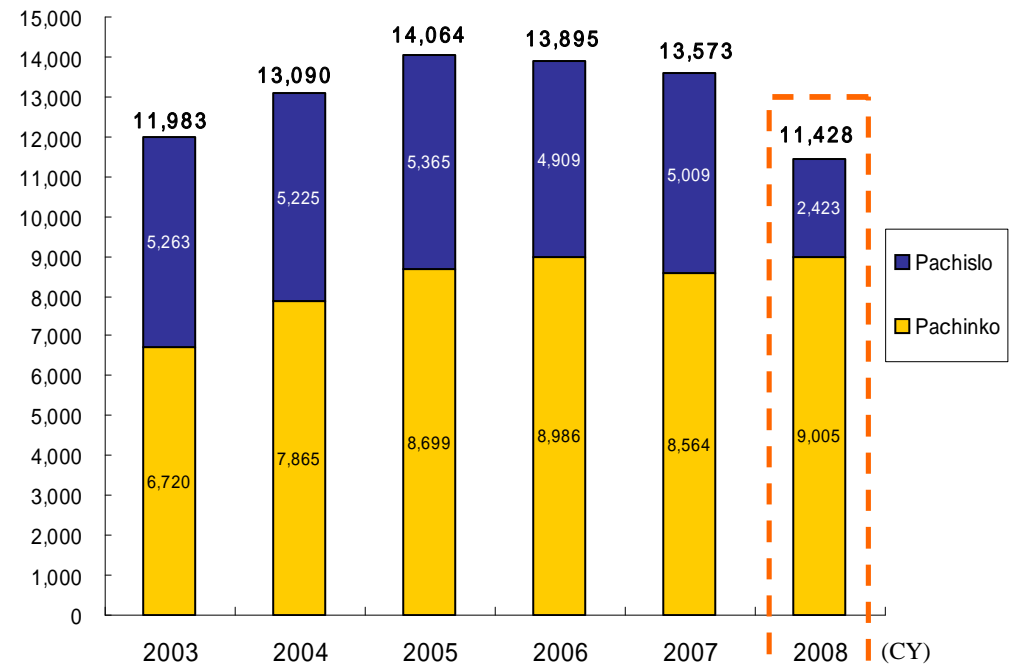


\*Source: Amusement Industry Survey Report

### Pachinko & Pachislo Machines Market

**There is a clear downturn in pachislo market**

(100 Million Yen)



\*Source: Yano Research Institute Ltd.

## 2-5. Amusement Equipments – Strategic Objectives and Plan (1)

**Improve profitability by focusing exclusively on marketing-oriented product development activities that are linked to arcade operations**

### Strategic objectives for Arcade Games Sales

**(1) Stabilize performance and return to profitability by reexamining product development activities**

**(2) Concentrate on developing equipment with high profit margins**

· **FY2010 product lineup by genre:**

**Coin-operated games – 250 units**

**Video games – 2,200 units (“Super Street Fighter IV”)**

## 2-5. Amusement Equipments – Strategic Objectives and Plan (2)

**Improve profitability by providing more products and services for other companies, and alliances with major sales companies and the reinforcement of the operating framework**

### Strategic objectives for Pachinko & Pachislo business

- (1) Use major game titles and reexamine activities for developing these machines**
  - Use content from popular home video games
  - Form alliances with major pachinko & pachislo machine sales companies to upgrade the quality of development activities and rebuild the sales network
- (2) Provide more products and services for other companies**
  - Establish a stable stream of earnings by providing more products and services for other companies

### Amusement Equipments Business Plan (Sum of Arcade Games Sales and Pachinko & Pachislo)

(Million Yen)

	2009/3	2010/3	2011/3 Plan	Difference
Net Sales	-	-	5,000	-
Operating Income	-	-	1,200	-
Operating Margin	-	-	24.0%	-

\*FY2010 sales will be divided evenly between Arcade Games Sales and Pachinko & Pachislo





## 2-6. Other Businesses

## 2-6. Other Businesses – Strategic Objectives and Plan

**Use content to increase brand value with the goal of achieving the horizontal expansion of Capcom’s game content**

### Strategic objectives for Character Content

**Aggressively pursue “Single Content Multiple Usage” strategy**

- **Selling merchandise linked to launches of major titles**
- **Raise awareness of content among people who do not play video games by using this content for other visual content and movies**
  - = TV animation “Sengoku BASARA 2” planed in July 2010
  - = Movie “Resident Evil : Afterlife” planed in September 2010



TV animation “Sengoku BASARA 2”  
CAPCOM/TEAM BASARA

### Other Businesses Plan

	2009/3	2010/3	2011/3 Plan	(Million Yen) Difference
Net Sales	2,824	2,736	3,500	764
Operating Income	1,053	1,097	1,000	-97
Operating Margin	37.3%	40.1%	28.6%	-



The movie “Resident Evil : Afterlife”  
Premiere scheduled for September 10, 2010



## **3. Forecasts for FY 2010**

### 3. Forecasts for Year ending March 2011

**Expect a sharp rebound in earnings primarily because of a recovery in the Consumer Online Games business**

(Unit: Million Yen)

	2010/3	2011/3Plan	Difference
Net sales	66,837	95,000	28,163
Operating income	5,587	15,000	9,413
Ordinary income	5,530	14,000	8,470
Net income	2,167	8,000	5,833

**Net Income per Share in FY 2010 : 135.39 yen**

**Dividend forecast:**

**Interim dividend ¥ 15 and year-end dividend ¥ 20, annual dividend ¥ 35**

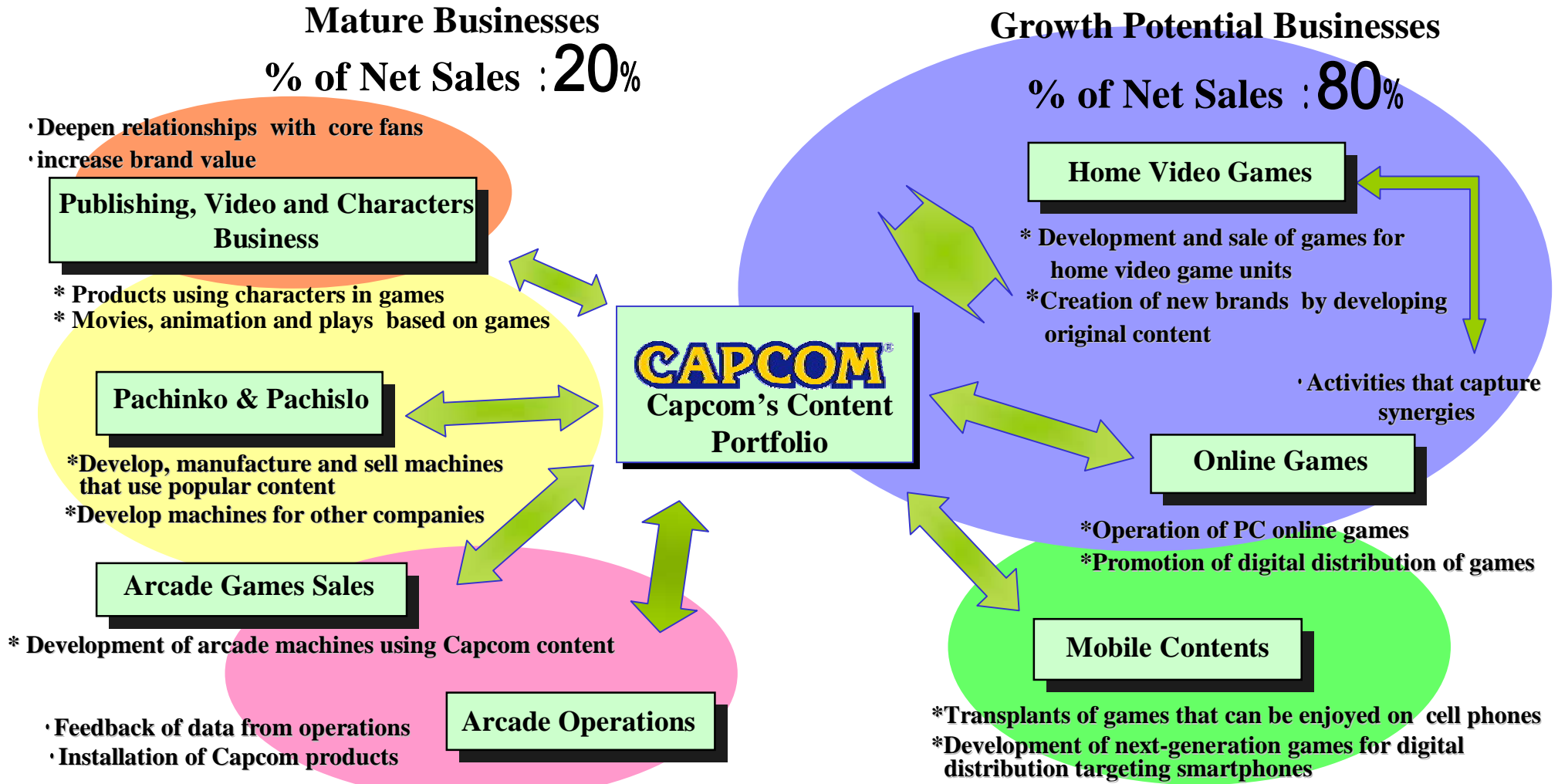


# **4. Additional Information (1)**

## **About Capcom**

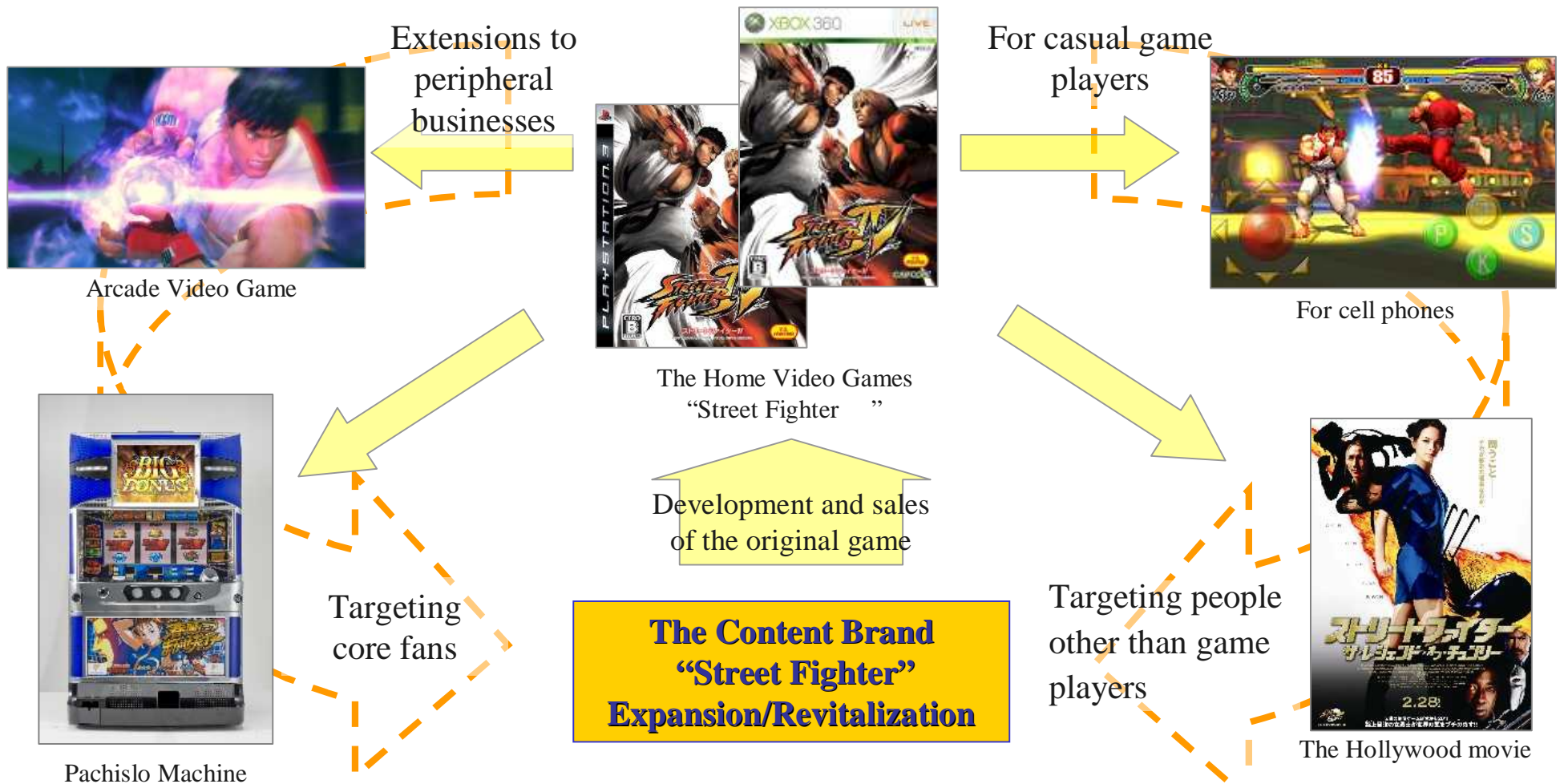
# 4-1. The Businesses of Capcom

Capcom uses its game content as the basis for a broad range of business activities



## 4-2. Example : Expansion of the contents “Street Fighter”

Capcom can use its collection of powerful original game content for home video consoles as well as in many other businesses.



© CAPCOM CO., LTD. / Based on Capcom's Street Fighter Video Games

**CAPCOM**

## 4-3. Capcom's Competitive Edge

**Global popularity backed by many well-known brands  
for home video games**

### 1. A lineup of powerful titles

**(1) Successful home video games along with a large volume of proprietary content, the key to horizontal growth**

· “Resident Evil” series: 44 million units

· “Street Fighter” series: 28 million units

· “Devil May Cry” series: 10 million units

· “Monster Hunter” series: 11 million units

· “Lost Planet” series: 2.8 million units

· “Dead Rising” series: 1.9 million units

as of March 31, 2010

### 2. Strong Expansion in overseas market

**(1) Consistent release of double-platinum hits in North America and Europe, which have excellent growth prospects.**

**(2) Sales of major game titles are 90% overseas, 10% Japan**

### 3. A world leader in game development and technology

**(1) Rather than relying solely on our major game titles, we create original content every year to establish new sources of growth.**

**(2) Basic research involving game development is another strength; we are now using the MT Framework, a highly advanced software development tool that we created to facilitate producing games for multiple platforms.**



## 4-4. Business Results (historical data)

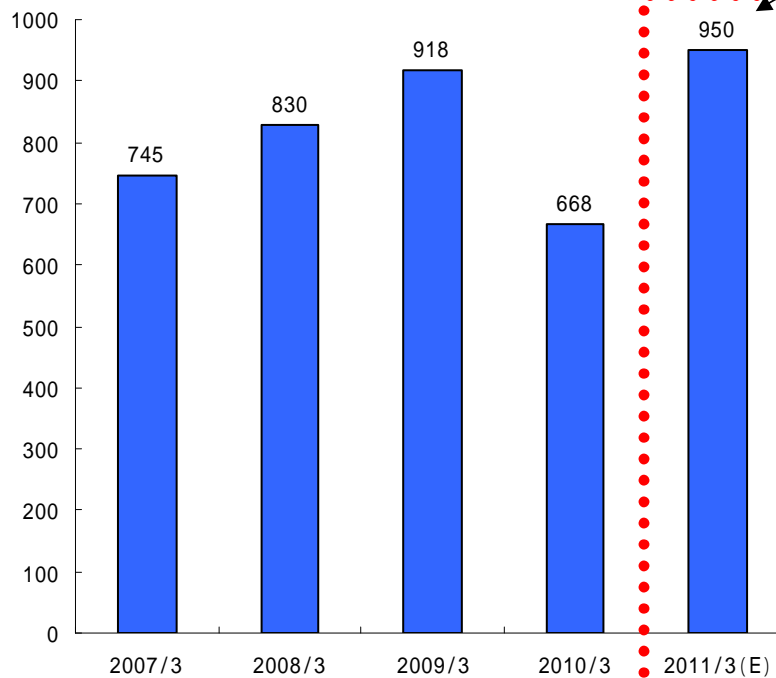
**There was a brief downturn in performance as launches of major titles were postponed, but aiming to return to sustained growth.**

### Financial Result for 5 years

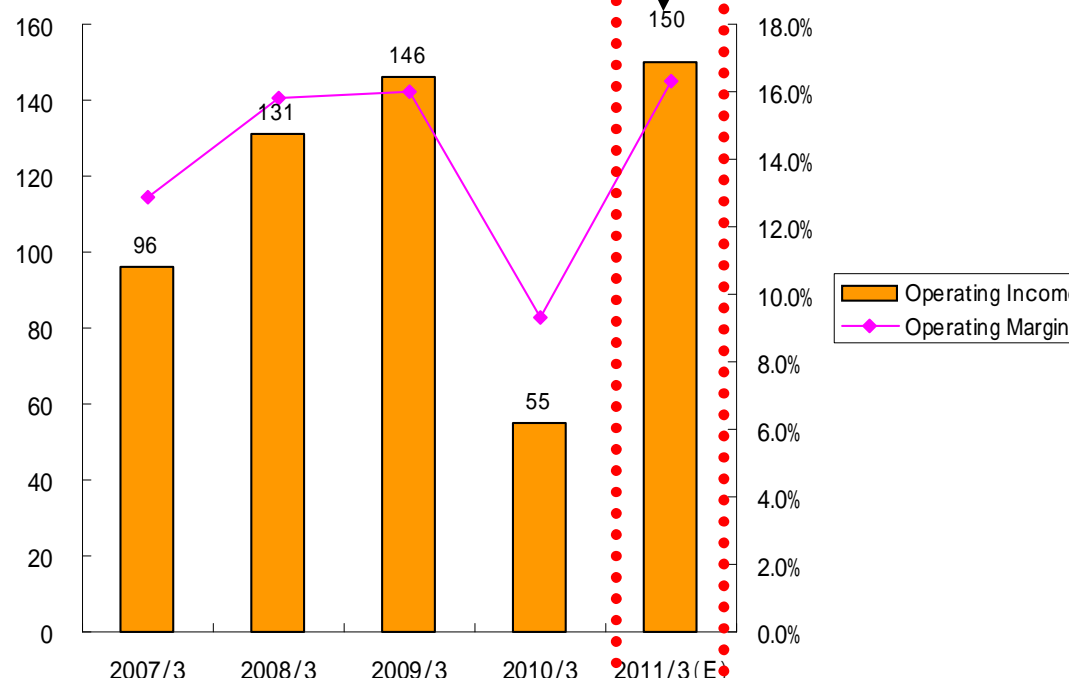
**[Medium-term goals]**  
**Annual growth of 10% for Net Sales**  
**Operating margin of at least 15%**

**FY2010 forecast :sales of ¥95bn and operating income of ¥15bn.**

(100 Million Yen)



(100 Million Yen)





## **5. Additional Information (2)**

### **Summary of Major Financial Information**

## 5-1. Summary of Major Financial Information (2)

Profit and Loss Sheet

(Unit: Million Yen)

	2008/3	2009/3	2010/3	%	2011/3 Plan	%
Net Sales	83,097	91,878	66,837	72.7%	95,000	142.1%
Gross Profit	32,594	36,917	24,720	67.0%	40,500	163.8%
% of Gross Profit	39.2%	40.2%	37.0%	-	42.6%	-
Sales and G&A Expenses	19,473	22,299	19,133	85.8%	25,500	133.3%
Operating Income	13,121	14,618	5,587	38.2%	15,000	268.5%
% of Operating Income	15.8%	15.9%	8.4%	-	15.8%	-
Ordinary Income	12,267	13,808	5,530	40.0%	14,000	253.2%
% of Ordinary Income	14.8%	15.0%	8.3%	-	14.7%	-
Net Income	7,807	8,063	2,167	26.9%	8,000	369.2%
% of Net Income	9.4%	8.8%	3.2%	-	8.4%	-

Sales by Business Segments

(Unit: Million Yen)

		2008/3	2009/3	2010/3	%	2011/3 Plan	%
Consumer Online Games	Net Sales	51,679	62,892	44,015	70.0%	71,500	162.4%
	Operating Income	11,609	16,392	7,846	47.9%	15,300	195.0%
	Operating Margin	22.5%	26.1%	17.8%	-	21.4%	-
Mobile Content	Net Sales	-	-	-	-	4,000	-
	Operating Income	-	-	-	-	900	-
	Operating Margin	-	-	-	-	22.5%	-
Arcade Operations	Net Sales	13,406	13,509	11,985	88.7%	11,000	91.8%
	Operating Income	753	224	590	263.4%	600	101.7%
	Operating Margin	5.6%	1.7%	4.9%	-	5.5%	-
Amusement Equipments	Net Sales	-	-	-	-	5,000	-
	Operating Income	-	-	-	-	1,200	-
	Operating Margin	-	-	-	-	24.0%	-
Others	Net Sales	2,947	2,824	2,736	96.9%	3,500	127.9%
	Operating Income	468	1,053	1,097	104.2%	1,000	91.2%
	Operating Margin	15.9%	37.3%	40.1%	-	28.6%	-

\*Some results are excluded because of the redefinition of business segments from FY2010

Sales by Geographic Area

(Unit: Million Yen)

	2008/3	2009/3	2010/3	%	2011/3 Plan	%
Japan	56,457	54,193	47,269	87.2%	55,000	116.4%
North America	15,796	21,851	10,825	49.5%	24,000	221.7%
Europe	9,782	14,167	7,813	55.1%	15,000	192.0%
Others	1,060	1,665	928	55.7%	1,000	107.8%

## 5-2. Summary of Major Financial Information (2)

Promotional Expense (Unit: Million Yen)

	2008/3	2009/3	2010/3	%	2011/3 Plan	%
Capcom Japan	3,773	2,926	2,686	91.8%	3,700	137.8%
Consolidated	5,693	6,816	5,299	77.7%	7,500	141.5%

Number of Arcades (Unit: facilities)

	2008/3	2009/3	2010/3	difference	2011/3 Plan	difference
Consolidated	42	40	38	-2	37	-1

Capital Expenditure (Unit: Million Yen)

	2008/3	2009/3	2010/3	%	2011/3 Plan	%
Capcom Japan	2,915	1,817	1,276	70.2%	2,100	164.6%
Consolidated	3,166	2,061	1,636	79.4%	3,000	183.4%

Depreciation (Unit: Million Yen)

	2008/3	2009/3	2010/3	%	2011/3 Plan	%
Capcom Japan	2,825	3,390	2,876	84.8%	3,000	104.3%
Consolidated	3,393	4,143	3,368	81.3%	3,400	101.0%

Number of Employees (Unit: Persons)

	2008/3	2009/3	2010/3	%	2011/3 Plan	%
Capcom Japan	1,324	1,455	1,620	111.3%	1,790	110.5%
Consolidated	1,506	1,813	1,930	106.5%	2,140	110.9%

R&D Investment Cost (Unit: Million Yen)

	2008/3	2009/3	2010/3	%	2011/3 Plan	%
R&D Investment Cost	18,458	19,744	19,126	96.9%	27,000	141.2%
Technical R&D Cost	2,972	2,329	2,125	91.2%	2,600	122.4%

Foreign Exchange Rate (Units:Yen)

	2008/3	2009/3	2010/3	%	2011/3 Plan	%
USD/¥	100	98	93	94.9%	90	96.8%
Euro/¥	158	129	124	96.1%	130	104.8%

## 5-3. Summary of Major Financial Information (2)

Sales Units Shipped <platform> (Unit: '000 copies)

		2008/3	2009/3	2010/3	Difference	2011/3 Plan	Difference
Playstation 2	Total Titles	29	10	10	-	5	-5
	Sub Total	3,100	1,550	600	38.7%	400	66.7%
Playstation 3	Total Titles	8	15	11	-4	16	5
	Sub Total	1,750	4,450	2,700	60.7%	6,000	222.2%
PSP	Total Titles	16	18	20	2	19	-1
	Sub Total	3,150	3,250	2,400	73.8%	5,000	208.3%
Game Cube	Total Titles	-	-	-	-	-	-
	Sub Total	140	100	-	0.0%	-	-
Wii	Total Titles	13	14	8	-6	6	-2
	Sub Total	2,930	1,700	3,200	188.2%	1,600	50.0%
NintendoDS	Total Titles	27	37	12	-25	15	3
	Sub Total	2,400	1,350	1,000	74.1%	1,700	170.0%
Xbox	Total Titles	0	-	-	-	-	-
	Sub Total	20	-	-	-	-	-
Xbox360	Total Titles	10	12	8	-4	12	4
	Sub Total	1,620	4,300	1,700	39.5%	4,800	282.4%
PC & Others	Total Titles	3	4	3	-1	2	-1
	Sub Total	490	600	900	150.0%	500	55.6%
Total	Total Titles	106	110	72	-38	75	3
	Sub Total	15,600	17,300	12,500	72.3%	20,000	160.0%

Sales Units Shipped <geographic> (Unit: '000 copies)

	2008/3	2009/3	2010/3	Difference	2011/3 Plan	Difference
Japan	7,100	6,300	5,200	82.5%	7,000	134.6%
North America	4,700	6,000	3,600	60.0%	7,500	208.3%
Europe	3,450	4,500	3,400	75.6%	5,000	147.1%
Asia	350	500	300	60.0%	500	166.7%
Total	15,600	17,300	12,500	72.3%	20,000	160.0%