

Press Release

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Capcom Enters into Comprehensive Agreement with Kashihara City to Utilize *Street Fighter* Series!

- Capcom to promote tourism activities and other local revitalization efforts
in conjunction with local government seeking World Heritage site selection -

Capcom Co., Ltd. (Capcom) today announced that it entered into a Comprehensive Agreement to Promote the Vitalization of the Local Economy with Kashihara City (Nara Prefecture) on Tuesday, August 30, 2022, under which it will utilize its popular *Street Fighter* series with the aim of bolstering tourism and other local revitalization efforts.

Capcom supports regional revitalization efforts throughout Japan by leveraging the power of its brands to engage people in four areas: Economic Development, Cultural Awareness, Prevention Education and Election Participation. The company has carried out various activities since 2009, such as concluding the first comprehensive agreement between a video game company and a local government body, collaborating with police in a number of prefectures on prevention activities, and working to raise awareness of gubernatorial elections.

The comprehensive agreement was brought about after the city of Kashihara sent a request to Capcom, which has a track record of leveraging its rich library of IP in local revitalization programs, to cooperate in the city's efforts to attract broad demographics of people. Kashihara City is currently working to strengthen tourism from within and without the Nara Prefecture as the city endeavors to see the Asuka-Fujiwara Archeological sites of Japan's Ancient Capitals and Related Properties achieve recognition as a World Heritage site. Capcom will support the city's local revitalization efforts, as well as its work in seeing Asuka-Fujiwara recorded as a World Heritage site, through a variety of activities designed to stimulate interest and that make use of the company's *Street Fighter* series, which is nearing its 35th anniversary. These include collaborative posters, as well as the HD remaster of the film *Street Fighter II Yomigaeru Fujiwara-kyo Toki wo Kaketa Fighter-tachi*, which was first shown at Romantopia Fujiwara-kyo '95, a regional exhibition held in Kashihara City in 1995.

Driven by its philosophy of being a Creator of Entertainment Culture that Stimulates Your Senses, Capcom will work to address climate change and other issues facing society while aiming for sustainable growth through establishing a relationship of trust with its stakeholders and harmony with the environment.



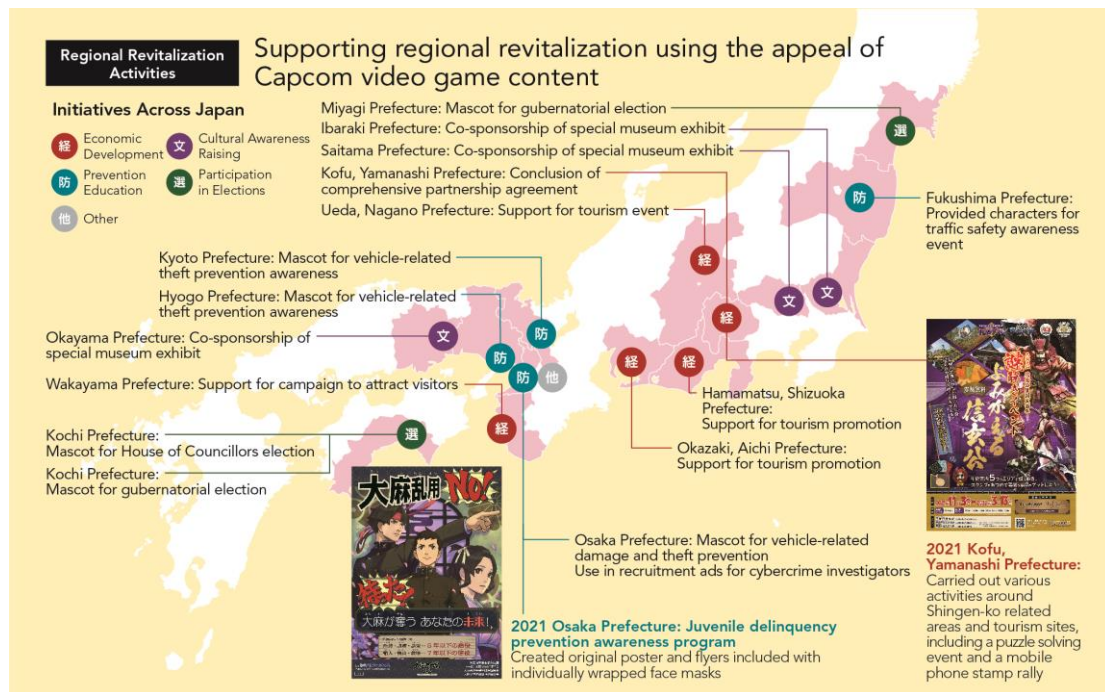
Collaborative Poster design

[SDGs & ESG Activities at Capcom]

Driven by its philosophy of being a Creator of Entertainment Culture the Stimulates Your Senses, Capcom is working to realize a world in which all people can safely enjoy games while promoting ESG (Environmental, Social, Governance) activities and supporting the objective of creating the sustainable society envisioned in the SDGs.

With this perspective, Capcom is targeting sustainable growth through establishing a relationship of trust with stakeholders and harmony with the environment. Beginning with issues such as climate change, Capcom is proactively addressing the challenges faced by society, including reducing its footprint through digitizing sales of its content and carrying out efforts that support the developmental wellbeing of children.

Regional Activities in Japan



About the *Street Fighter* series:

Released first as an arcade game on August 30, 1987, *Street Fighter* is now in its 35th year and is one of Capcom’s most celebrated series with cumulative sales exceeding 48 million units worldwide (as of June 30, 2022). In recent years *Street Fighter* has been a driving force in the esports versus fighting game category, further enhancing the brand’s presence. Furthermore, *Street Fighter 6*, the newest numbered entry in the series, is scheduled for release in 2023.

Inquiries regarding the above information may be directed to:

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