

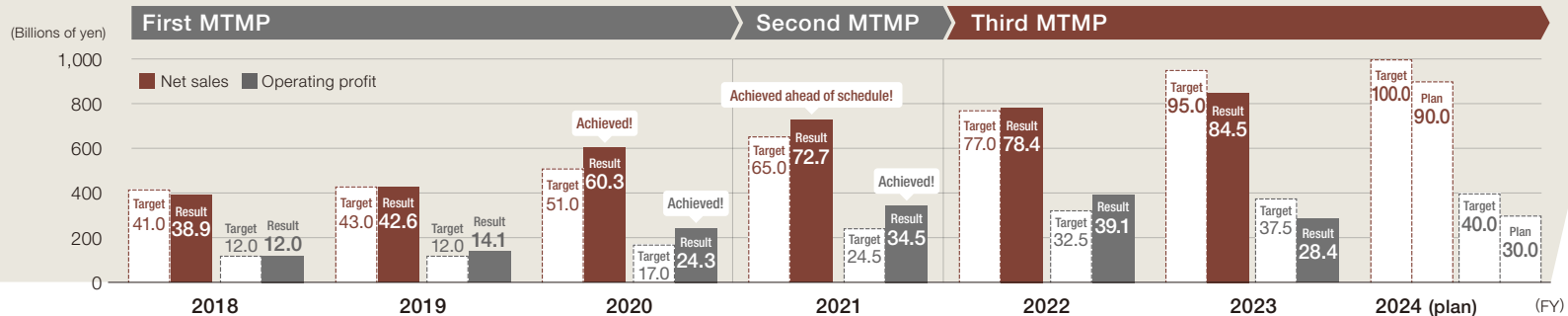
Medium-Term Management Plan | Review and Present Status of Medium-Term Management Plan

Since starting our first Medium-Term Management Plan in FY2018, we have made noteworthy achievements that include attaining our final-year operating profit target of 30 billion yen ahead of schedule during our second Medium-Term Management Plan. We then re-evaluated the second Medium-Term Management Plan and embarked on our third Medium-Term Management Plan in FY2022. Following on from the second management plan, we aim to realize AAA titles*1 and expand mobile titles. To achieve our Vision, we are solidifying our foundation

	First MTMP (FY2018 to FY2020)	Second MTMP (FY2021)	Third MTMP (FY2022 to FY2024)
Basic policy	Pursuit of top-tier titles and aiming for major advancement	Realization of AAA titles and expansion of smartphone games to the next stage of growth	Realization of AAA titles and expansion of smartphone games to leap forward to the next stage
Priority goals	<ul style="list-style-type: none"> Aim for at least 10% annual growth over three years relative to FY2020 results of net sales of ¥51 billion, operating profit of ¥17 billion, and ordinary profit of ¥21 billion Realize 5-million unit level titles and a mobile game with monthly sales exceeding ¥1 billion 	<ul style="list-style-type: none"> Operating profit target for FY2023: ¥30 billion 5-million unit level console/PC game (new IP) 2-million unit level console/PC game each quarter Mobile title with monthly sales of ¥2 billion Multiple mobile titles with monthly sales of ¥1 billion 	<ul style="list-style-type: none"> Operating profit target for FY2024: ¥40 billion 5-million unit level console/PC game (new IP) 2-million unit level console/PC game each quarter Mobile title with monthly sales of ¥2 billion Multiple mobile titles with monthly sales of ¥1 billion
Initiatives	Console/PC	<ul style="list-style-type: none"> "The Hyrule Warriors: Age of Calamity"*2 surpassed a total of 3 million copies worldwide (FY2020) "Nioh" series surpassed a total of 6 million copies (FY2021) 	<ul style="list-style-type: none"> 5 million-unit level console/PC games: 2 titles released in FY2022 and FY2023 2 million-unit level console/PC games: 3 titles released in FY2022 and FY 2023 (ongoing)
	Mobile	<ul style="list-style-type: none"> IP licensing-out title "Three Kingdoms Tactics"*3 a big hit in mainland China (FY2019) "Romance of the Three Kingdoms Hadou" surpassed monthly sales of ¥1 billion (FY2021) 	<ul style="list-style-type: none"> Multiple mobile games with monthly sales of 1 billion yen: 2 titles attained monthly sales of 1 billion yen

The World's No. 1 Digital Entertainment Company

*1 AAA title (Triple-A title): A game that is a major hit, has a huge budget, and is meticulously crafted. *2 A collaborative title with Nintendo Co., Ltd., which is the distributor for overseas
 *3 Developed by Lingxi Games and operated by Lingxi Games and Shanghai TCI Network Technology



Medium-Term Management Plan | List of Titles from the Past Three Years

Each KOEI TECMO Group brand continuously develops multiple titles simultaneously. Flexible personnel deployment enables us to utilize human resources without waste and promote highly efficient development.

**FY2024
new title
pipeline**

Console 🎮/PC 🖥️

- Constantly supply new titles every fiscal year. By expanding development capacity, we will maintain and improve the number, scale, and pace of titles.
- Build a multi-layered and stable portfolio. We will combine numerous IPs, title scales, and business models (in-house and collaboration) in a well-balanced manner.

Mobile 📱

- Carefully select new titles. We will utilize successful cases and know-how to undertake high-accuracy title development.
- Extend the lifespan of and revitalize existing titles. Improve profitability by carefully examining operating costs.

