



KOEI TECMO HOLDINGS CO., LTD.

**Fiscal Year Ending March 2017
1st Half Financial Results**

Financial Summary (FY2016 1st Half)

**Achieved sales and profit YoY increase!
Achieved all-time high sales for the first half!**

(Units: Millions of Yen)

	Term ended Sep. 2015		Term ended Sep. 2016		YoY Change	
	Amount	Ratio	Amount	Ratio	Amount	Rate of change
Sales	15,159	100.0%	16,576	100.0%	1,417	9.3%
Operating Profit	2,477	25.5%	2,748	28.9%	271	11.0%
Ordinary Profit	5,653	35.9%	4,904	41.1%	△749	△13.3%
Net Income	4,061	25.0%	3,786	22.8%	△275	△6.8%

Major Titles and Events (FY2016 1st Half)



PS4 / PS3 / PS Vita
Toukiden2
 *English name is tentative
250,000 copies
 in Japan/Asia



PS4 / PS3 / PS Vita
Attack on Titan
 (EU:A.O.T. Wings of Freedom)
350,000 copies
 in North America/Europe

Development



PS4 / PS3 / PS Vita
DRAGON QUEST HEROES II
 *English name is tentative
 開発：(株) コーエーテックモゲームス
 販売：(株) スクウェア・エニックス

For smartphone



Major social game
 shows solid
 performance!



星奏学院祭5
 Events
50,000 participants

Sales and Operating Profit by Business Segment (FY2016 1st Half)

Term ended Sep.2016

(Units: Millions of Yen)

	Entertainment	Pachislot & Pachinko	Amusement Facilities	Real Estate	Others	Total	Corporate & Elimination	Consolidated Total
Sales	14,638	963	649	398	61	16,711	△135	16,576
Operating Profit	2,308	367	79	166	19	2,942	△193	2,748

Term ended Sep.2015

(Units: Millions of Yen)

	Entertainment	Pachislot & Pachinko	Amusement Facilities	Real Estate	Others	Total	Corporate & Elimination	Consolidated Total
Sales	13,171	964	690	416	64	15,307	△147	15,159
Operating Profit	2,084	385	63	161	16	2,711	△234	2,477

Net Sales by Region (FY2016 1st Half)

(Units: Millions of Yen)

	Term ended Sep. 2015		Term ended Sep. 2016		YoY Change	
	Amount	Ratio	Amount	Ratio	Amount	Rate of Change
Japan	11,350	74.9%	12,228	74.8%	878	7.7%
Overseas	3,809	25.1%	4,348	26.2%	539	14.1%
North America	1,588	10.5%	1,942	11.7%	354	22.3%
Europe	942	6.2%	961	5.8%	19	2.0%
Asia	1,279	8.4%	1,445	8.7%	166	13.0%
Total	15,159	100.0%	16,576	100.0%	1,417	9.3%

Sales Units by Region (FY2016 1st Half)

(Units: Thousands of Units)

	Term ended Sep. 2015		Term ended Sep. 2016		YoY Change	
	Units	Ratio	Units	Ratio	Units	Rate of Change
Japan	810	38.6%	1,630	63.9%	820	101.2%
Overseas	1,290	61.4%	920	36.1%	△370	△28.7%
North America	570	27.1%	400	15.7%	△170	△29.8%
Europe	185	8.8%	280	11.0%	95	51.4%
Asia	535	25.5%	240	9.4%	△295	△55.1%
Total	2,100	100.0%	2,550	100.0%	450	21.4%

KOEI TECMO HOLDINGS CO., LTD
Consolidated Plan
(Fiscal Year Ending March 31, 2017)



Financial Summary (Plan FY2016)

(Units: Millions of Yen)

	FY2015		FY2016		YoY Change	
	Amount	Ratio	Amount	Ratio	Amount	Rate of change
Sales	38,332	100.0%	42,000	100.0%	3,668	9.6%
Operating Profit	11,069	28.9%	11,500	27.4%	431	3.9%
Ordinary Profit	15,755	41.1%	16,000	38.1%	245	1.6%
Net Income	10,855	28.3%	11,000	26.2%	145	1.3%

Sales and Operating Profit by Business Segment (Plan FY2016)

FY2016

(Units: Millions of Yen)

	Entertainment	Pachislot & Pachinko	Amusement Facilities	Real Estate	Others	Total	Corporate & Elimination	Consolidated Total
Sales	38,500	1,800	1,200	830	150	42,480	△480	42,000
Operating Profit	10,500	750	70	350	80	11,750	△250	11,500

FY2015

(Units: Millions of Yen)

	Entertainment	Pachislot & Pachinko	Amusement Facilities	Real Estate	Others	Total	Corporate & Elimination	Consolidated Total
Sales	34,713	1,788	1,286	830	137	38,755	△423	38,332
Operating Profit	10,419	755	63	322	42	11,602	△532	11,069

Net Sales by Region (Plan FY2016)

(Units: Millions of Yen)

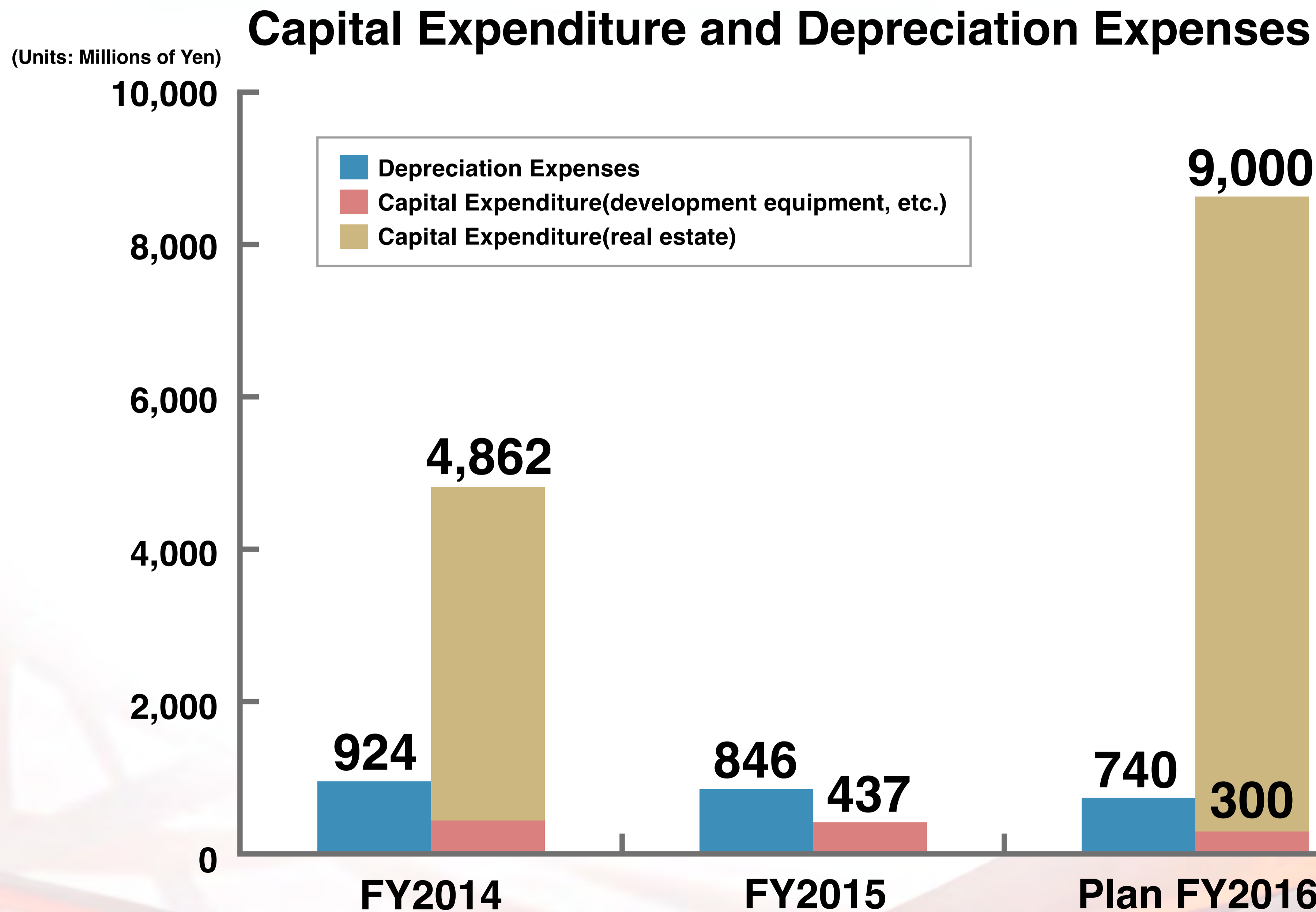
	FY2015		FY2016		YoY Change	
	Amount	Ratio	Amount	Ratio	Amount	Rate of Change
Japan	28,582	75.0%	33,000	78.6%	4,418	14.7%
Overseas	9,750	25.0%	9,000	21.4%	△750	△7.7%
North America	3,409	8.9%	3,500	8.3%	91	2.7%
Europe	2,108	5.5%	2,500	6.0%	392	18.6%
Asia	4,233	10.6%	3,000	7.1%	△1,233	△29.1%
Total	38,332	100.0%	42,000	100.0%	3,668	9.6%

Sales Units by Region (Plan FY2016)

(Units: Thousands of Units)

	FY2015		FY2016		YoY Change	
	Units	Ratio	Units	Ratio	Units	Rate of Change
Japan	2,670	47.9%	3,500	56.5%	830	31.1%
Overseas	2,905	52.1%	2,700	43.5%	△205	△7.1%
North America	1,275	22.9%	1,100	17.7%	△175	△13.7%
Europe	790	14.2%	900	14.5%	110	13.9%
Asia	840	15.0%	700	11.3%	△140	△16.7%
Total	5,575	100.0%	6,200	100.0%	625	11.2%

Capital Expenditure and Depreciation Expenses (Plan FY2016)



KOEI TECMO Group Management Policy & Future Business Deployment



1st Half Review

Although some game releases have been postponed, sales and operating profit are progressing well, exceeding the previous year.

(Units: Millions of Yen)

	Results	Forecast (28th of April)	Change from Forecast (28th of April)	Previous fiscal year(FY2015)	YoY Change
Sales	16,576	16,000	576	15,159	1,417
Operating Profit	2,748	3,000	△252	2,477	271
Ordinary Profit	4,904	5,000	△96	5,653	△749
Net Income	3,786	3,500	286	4,061	△275

- **Compared to the plan: Some game releases have been delayed to the second half for quality improvement.**
- **Compared to previous year: "Toukiden 2", "Attack on Titan (overseas)" contribute increases on sales and profit.**
- **Aiming to achieve profit increase for the seventh consecutive year and the highest ever yearly financial result!**

Changes in organizational structure

Shifting management to focus on Brand and IP as the main axis
〈By brand〉

〈By field〉

Game software

Online & Mobile

Media & Rights



Entertainment

KOUSHIBUSAWA Brand

Produced by
OMEGA-Force Brand

Team NINJA
Brand

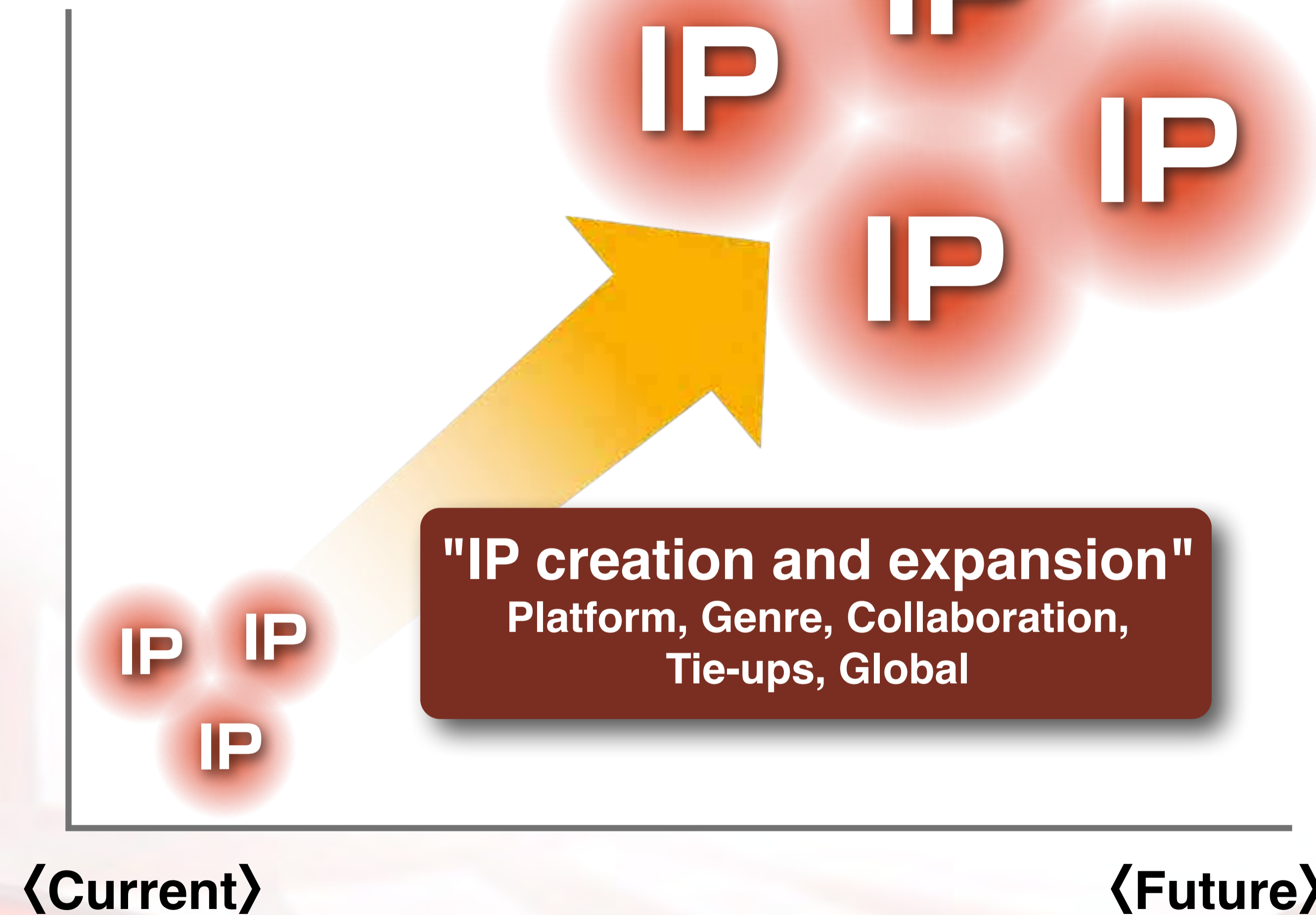
GUST Brand

Ruby Party Brand

Management with Brand and IP as main axis

Promoting IP creation and expansion with all brands by capitalizing on the characteristics of each

〈Brand value〉



Enhance IP creation and expansion

Maximize IP value

Maximize brand value

Maximize corporate value of entire group

Management Policy FY2016

Management Policy: IP Creation and Expansion

Multi-Platform

Expansion into many genres

Tie-ups

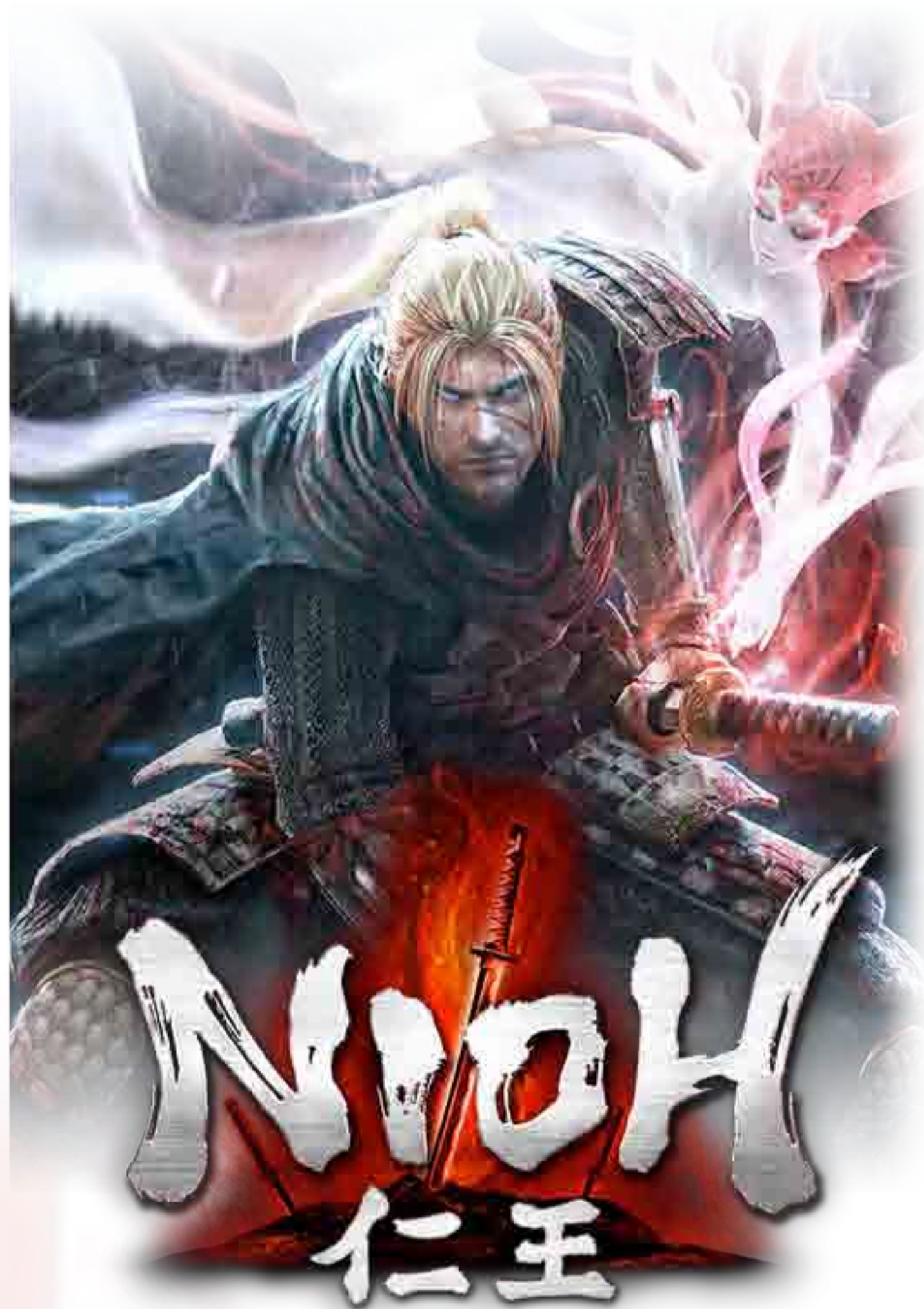
IP

Collaborative Efforts

Animation	Comics	Toys
Food service	Movies	Publishing
Apparel	Goods	TV
Music	Food	Local Community

Global Expansion

IP Creation and Expansion



PS4

February 9, 2017 on sale



PS4 / PS Vita

2017 on sale



PS4 / PS Vita

Release Date to be determined

This fiscal year we have announced brand new titles "Nioh" and "BLUE REFLECTION", and also "Musou Stars" which showcases a gathering of many popular Koei Tecmo characters.

IP Creation and Expansion



PS4 / PS Vita

November 2, 2016 on sale



PS4 / PS3 / PS Vita

November 23, 2016 on sale



PS4 / PS Vita

December 22, 2016 on sale

- Expansion of "Atelier" and "Samurai Warriors" Series
- Scheduled to launch a sequel to "Nights of Azure", which showed outstanding performance last year.

IP Creation and Expansion

KOU SHIBUSAWA 35th



- In commemoration of the 35 years since the announcement of "Kawanakajima no Kassen", the first game ever developed by Kou Shibusawa, we have planned a string of 35th Anniversary campaigns!
- Announced the development of a new "Nobunaga's Ambition" title.

Platform Expansion

- Release titles on PlayStation®VR.
- Incorporate unique content development making use of the newest techniques!



Platform Expansion



Winning Post
スタリオン

iOS / Android

Now distributing



信長の野望
俺たちの戦国

iOS / Android

2016 on distribution



討鬼伝
TOUKIDEN

モリヲ

iOS / Android

2016 on distribution

More and more smartphone games to come!

Collaboration Efforts



PS4 / PS3 / PS Vita

Now on sale

Development



iOS / Android

2016 on distribution

Collaboration on smartphone game!

Tie-ups

anime cross-link RPG

拡張少女系

AUGMENTED REALITY GIRLS TRINARY

トライナリー

iOS / Android

Pre-registrations

TOEI ANIMATION CO., LTD. and Gust work together for the first time to start up an original project!

The fusion of anime and game opens up new possibilities of contents!

Global Expansion

〈 China 〉

Smartphone/Browser
Uncharted Waters V
Nobunyaga no Yabou

PS4

Romance of the Three
Kingdoms 13

PS4/PS Vita

Dynasty Warriors 8
with Xtreme Legends

Toukiden: Kiwami

Xbox One

Warriors OROCHI 3 Ultimate
Romance of the Three
Kingdoms 13

Smartphone

Dynasty Warriors Mobile
*English name is tentative
(Perfect World Co., Ltd.) etc.

〈 Korea 〉

Smartphone/Browser
Uncharted Waters V
Sangokushi
Sousouden Online
(NEXON Co., Ltd.)

〈 Taiwan 〉

Smartphone/Browser
Uncharted Waters V
Nobunyaga no Yabou
Guruguru Dungeon
Nobunyaga

PS Vita

La Corda d'Oro 4

Blue: Scheduled to be released

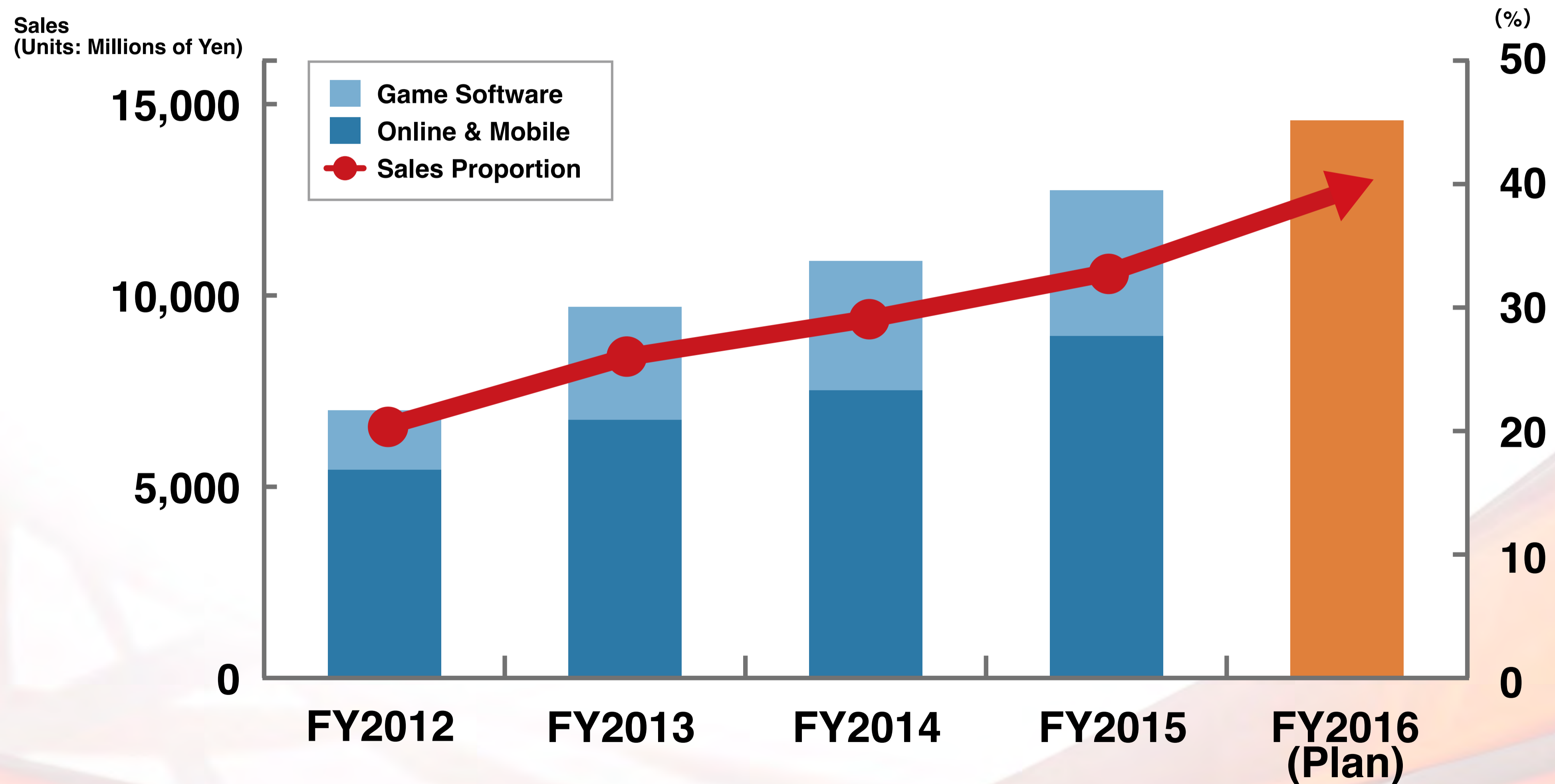
Black: Released

● Koei Tecmo group's subsidiaries

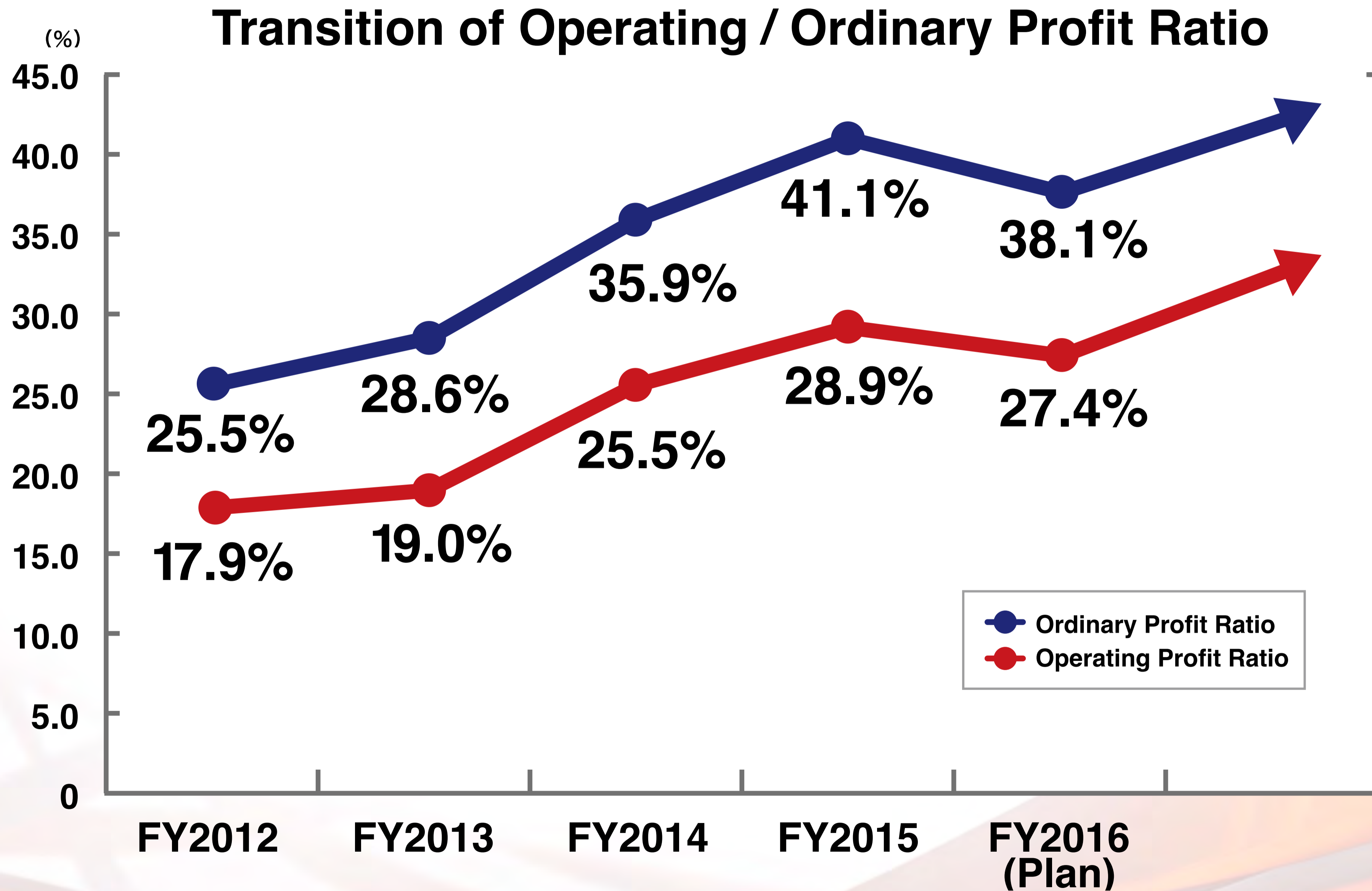
Enhance digital business

Increasing digital business sales proportion contributes to profit.

Transition of the digital business sales proportion

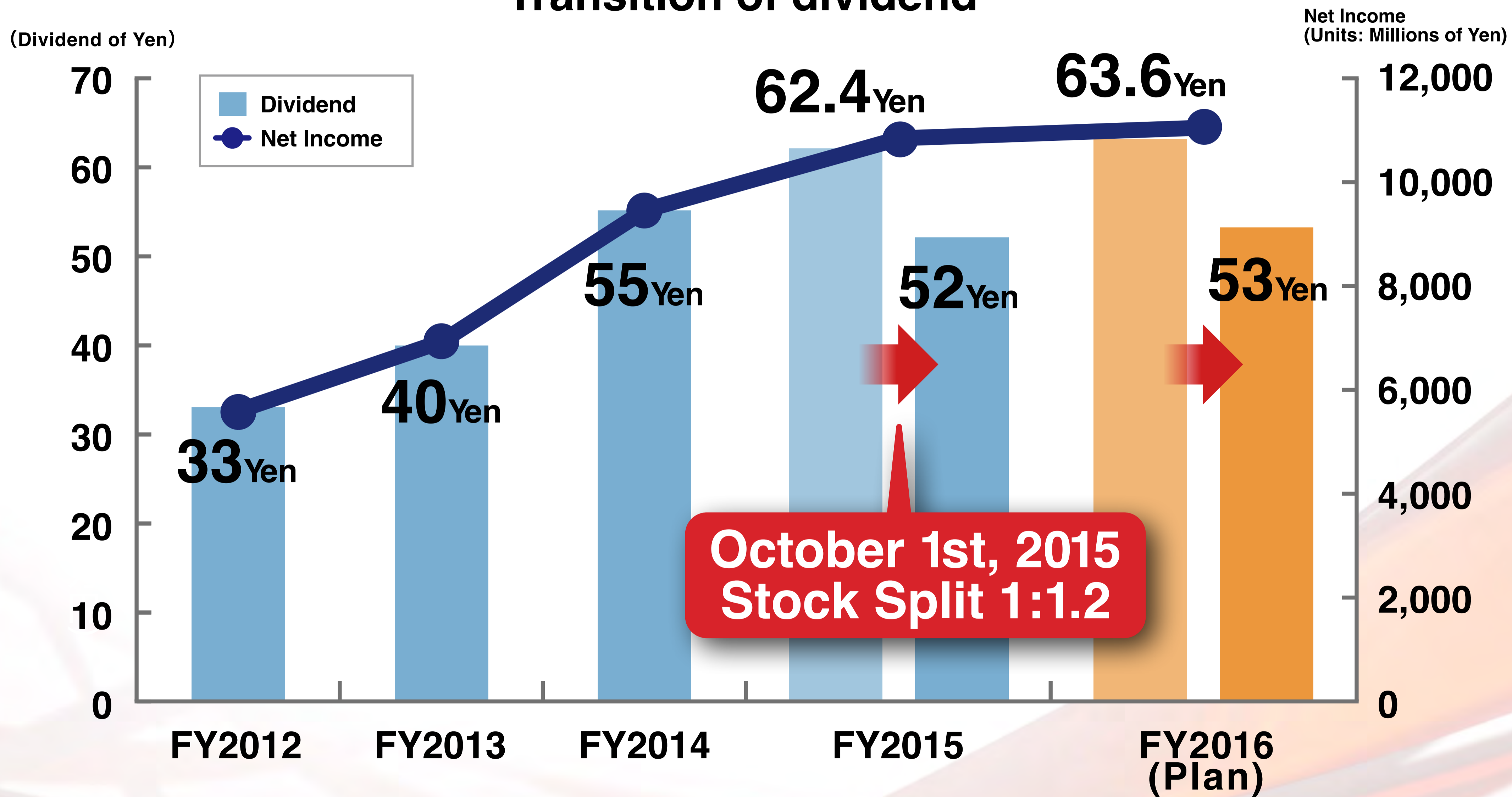


Aiming for Operating Profit Ratio of 30%!



Dividend Policy: Payout Ratio of 50% or 50 Yen Per Stock

Transition of dividend





This document contains statements regarding future objectives, beliefs and current expectations of KOEI TECMO HOLDINGS CO., LTD. with respect to its financial results. Such statements imply risks uncertainties and no guarantee of future performance