

**CAPCOM**



### **Product & Corporate information**

Founded in Japan in 1983, Capcom, a name derived from “Capsule” and “Computer”, became one of the earliest companies involved in the games industry. Established in Japan as a manufacturer and distributor of electronic game machines, Capcom is now involved in all areas of the video game industry as a leading worldwide developer, publisher and distributor of video games for leading console and handheld systems. The company has offices in Tokyo, Osaka, Hong Kong, London, Germany and Sunnyvale, California.

Capcom’s legacy of historic franchises in home and arcade gaming are testaments to an unparalleled commitment to excellence. Blockbuster franchises like *Street Fighter*, *Onimusha*, *Resident Evil*, and the ever-popular *Mega Man* series set the standard in creative innovation, character development and unsurpassed gameplay. With unlimited creativity and technical expertise, Capcom continues to develop blockbuster hit after blockbuster hit and is synonymous with outstanding control, vibrant graphics and unrivaled playability.

Capcom develops products for all age groups and supports the programs and guidelines established by the Entertainment Software Rating Board (ESRB). Capcom’s “E” rated games for Everyone (content suitable for persons 6 and older) include the *Mega Man* line of games. Capcom’s “T” rated games for Teens (content suitable for persons 13 and older) include the *Street Fighter*, *Maximo* and *Breath of Fire* series of products. Capcom’s “M” rated games for mature audiences (content suitable for persons 17 and older) include the *Resident Evil* and *Onimusha* series.

#### **Key Franchise Products:**

- **Street Fighter**

In 1987, Capcom ignited the fighting game genre with the introduction of *Street Fighter* and the subsequent release of *Street Fighter II* in 1991. This marked the beginning of a new, mass-market video game phenomenon. The entire *Street Fighter* series has sold more than 500,000 coin-operated units and more than 24 million console games worldwide making it one of the most successful game series ever. It revolutionized the industry and influenced a generation making fighting games one of the most popular categories in video games to this day.

Worldwide, more than 100 licensing deals have been secured, bringing *Street Fighter* characters to a variety of consumer markets, including apparel, action-toys, book publishing, home videos, and an animated cartoon series. In December 1994, *Street Fighter* was made into a full-length feature film, grossing more than \$100 million worldwide.

- **Mega Man**

The creation of *Mega Man* in 1987 introduced the “Blue Bomber” to the world. Now celebrating more than 15 years of entertaining gamers of all ages, the entire *Mega Man* franchise has sold more than 24 million units worldwide. The Mega Man character has been licensed for development into a variety of consumer products including apparel, trading cards, comic books, action figures and a brand new animated cartoon television series. Mega Man holds the record for the longest running video game series on television.

- **Resident Evil**

*Resident Evil* struck terror into the hearts of gamers worldwide when it launched in 1996 on the PlayStation game console. Quite simply it was one of the most awesome playing experiences around and created a new gaming genre, bringing “survival-horror” into the living room. The world has been gripped by the *Resident Evil* phenomena ever since, with over 24 million copies sold worldwide. *Resident Evil* stands among the elite as one of the most powerful franchises in the video game industry. More than 20 *Resident Evil* video game products have been released across a variety of gaming systems. The Resident Evil franchise continues to innovate and expand as games reach new heights, delivering new plotlines, revolutionary advances, and online gameplay.

Capcom has signed deals for the creation of a line of action figures, original soundtracks, apparel, a series of comic books and a full length motion picture. **Resident Evil** made its North American theatrical debut in early 2002 and the sequel, **Resident Evil Apocalypse** is scheduled to release in the fall of 2004. Both movies star Mila Jovovich (*The Fifth Element*, *The Messenger: The Story of Joan of Arc*), and are written by Paul W. S. Anderson (*Mortal Kombat* and *Event Horizon*).

▪ **Onimusha**

In 2001, *Onimusha: Warlord* launched as one of the most breathtaking and technically advanced video games ever conceived for the PlayStation 2 computer entertainment system. Featuring motion picture quality production values, *Onimusha* is an epic saga of 16<sup>th</sup> century Japan when warlords launched attacks against one another and fought battles in the name of power. The game features a 200-piece orchestra which performs the original musical score; and famed Japanese actor Takeshi Kaneshiro as the lead character. *Onimusha: Warlords* received SIGGRAPH 2000 Computer Animation Festival Best of Show award for its technical achievements for creating the opening movie and its use of an optical motion capture system to capture six samurais battling simultaneously. The *Onimusha* line of products include *Onimusha 2: Samurai's Destiny*, *Genma Onimusha* and the highly anticipated *Onimusha Tactics*, *Onimusha Blade Warriors* and *Onimusha 3*, featuring world-renowned movie star Jean Reno, best known for his role in 'The Professional.' An agreement has been reached to develop *Onimusha* into a major motion picture.

▪ **Devil May Cry**

*Devil May Cry* launched in 2001 as a gothic action game featuring a devil hunter named Dante. A visually stunning game, *Devil May Cry* skilfully mixes scintillating graphics with smooth and classy game play. An incredible story of revenge, Dante's super-cool attitude and rock-star sex appeal grabbed the attention of both male and female gamers around the world. The blockbuster success produced the sequel *Devil May Cry 2* that released in 2002 and *Devil May Cry 3* is scheduled to release in late 2004. The popularity of Dante awarded him the title of the "character you'd most like to be in 2003." The *Devil May Cry* series continues to thrive with Dante and his special devil powers on a quest to avenge his father's murder and banish the powers of evil forever. The popularity of the franchise as brought licensing agreements for the development of a comic book, action figures, and a major motion picture.

**Film, Television and Licensing Projects:**

- *Resident Evil*, motion picture based on the hit franchise released in 2002.
- *Resident Evil Apocalypse*, motion picture scheduled to release in 2004
- *Street Fighter*, Live-action, \$40 million feature film, animated TV series
- *Mega Man*, *Darkstalkers* and *Street Fighter*, syndicated, animated TV series
- *Street Fighter II: The Animated Movie* (Japanese Anime video)
- *Mega Man NT Warrior*, animated cartoon television series 2003/2004
- *Onimusha*, agreement to develop motion picture
- *Devil May Cry*, agreement to develop motion picture
- Licensing deals with Disney Interactive, Marvel Entertainment Group, Inc., Simon and Schuster, Toy Biz, and Tiger Electronics.

**Corporate information:**

**Capcom Co. Ltd., Japan**

Headquartered in Osaka, Japan, Capcom Co., Ltd. boasts one of the most influential and successful R&D operations in the industry by successfully producing platform defining hit products. The company is publicly traded on the Tokyo Stock Exchange code number 9697.

**Capcom USA, Inc.**

Headquartered in Sunnyvale, California, Capcom's US publishing operation was established in 1985. Capcom is a Charter member of the Entertainment Software Association.

**CE Europe**

Headquartered in London, England, Capcom's European publishing operation was established in 1998.

**Executive management:**

Kenzo Tsujimoto	President Capcom, Co. Ltd.
Hiroshi Tobisawa	President, Capcom USA and President CE Europe
Gary Dale	Managing Director, CE Europe
Yokiko George	Chief Financial Officer, Capcom USA
Bari Abdul	Chief Operating Officer, Capcom USA