

Stock code : 7844
(First section of Tokyo Stock Exchange)

MARVELOUS!

Marvelous Inc.

Current Management Briefing 2018

June 19th, 2018

Company Overview

Management Policy

**Creating new entertainment to
provide “Wonder” and
“Excitement” to the world.**

**We create new entertainment by fusing the
elements from various contents, and contribute to
the new future by providing Wonder and
Excitement to the world.**

Produce “Various entertainment contents” in “ Various business areas” for “ Various devices”

Multi-contents

Various entertainment contents



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©SENJUSHI Production Committee



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Multi-use

Various business areas

ONLINE Game Application Mobile Browser PC Browser

CONSUMER (CONSOLE & ARCADE) Home-use Console Arcade machines

AUDIO & VISUAL Music Video Stage

Multi-device

Various devices



Company Overview: Segmental Breakdown

MARVELOUS!

Consumer (Console & Arcade)

35.1%

Production of home-use console/PC software and arcade cabinets and software

Online Game

39.6%

Production and operation of game application using original IP and prominent IP from other companies

Audio & Visual

25.3%

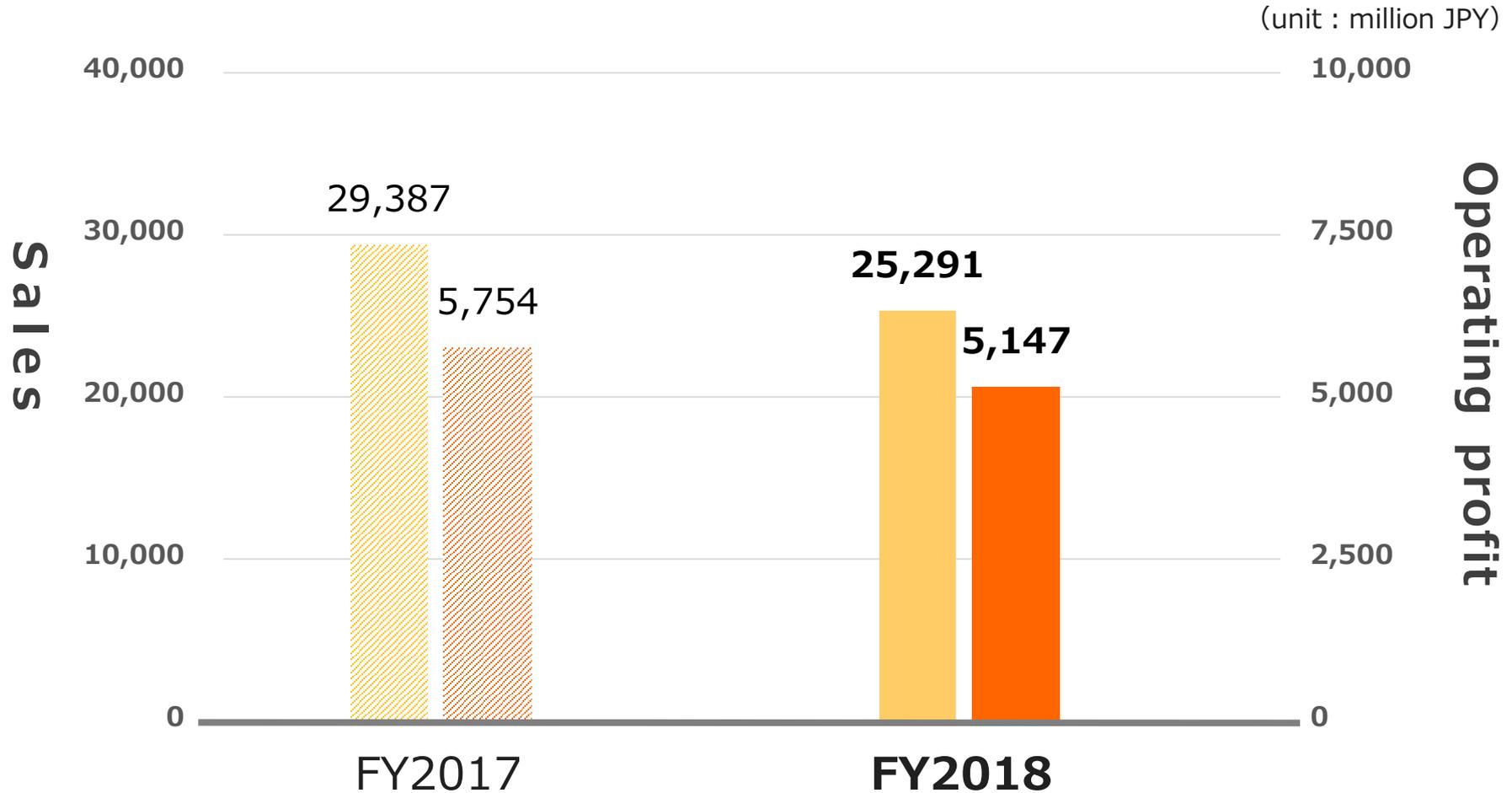
Production of Anime video, music and stage shows

Overview for Fiscal year ending March 2018

Business results of FY 17-18

MARVELOUS!

- Though Consumer (console & arcade) and Audio & Visual business performed well, sales and operating profit has been decreased in YoY basis due to the slump in Online game business.



Overview by Segments

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- **Online Game** : Decline in flagship titles and less contribution from new titles
- **Consumer** : Performed well in limited number of titles, overseas branches continuously contributed well. Both regular titles and new model has been released to expand the business domain.
(Console & Arcade)
- **Audio & Visual** : Great prosperity in flagship programs, and secondly-use revenue contributed well.

(unit: million JPY)

		FY2017	FY2018	Year on Year
		Result	Result	(%)
Sales	● Online Game	14,750	10,034	68.0%
	● Consumer (console& arcade)	9,067	8,891	98.1%
	● Audio & Visual	5,607	6,396	114.1%
Profit	● Online Game	3,271	1,390	42.5%
	● Consumer (console& arcade)	2,042	2,969	145.4%
	● Audio & Visual	1,603	2,052	128.0%

New titles in FY2018

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Online

Sengoku Night Blood (Native app)



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OSOMATSU SAN OKUBARI! NEET ISLAND (native app)



©Fuji Akatsuka, OSOMATSU SAN Production Committee
©D-techno / Marvelous Inc.

SHINOVI MASTER-SEN-RAN KAGURA NEW LINK- (Native app)



©Marvelous Inc.
©HONEY PARADE GAMES Inc.

ORDINAL STRATA (Native app)



© Fuji Games, Inc. / Marvelous Inc.

The Thousand Noble Musketeers (Native app)



©LINE Corporatn / Marvelous Inc.

Consumer
(console & arcade)

Fate/EXTELLA (Nintendo Switch)



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Published outside Japan by XSEED Games/Marvelous USA, Inc. and Marvelous Europe Ltd.

Shinobi Reflation - SENRAN KAGURA - (Nintendo Switch)



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BOKUJO MONOGATARI FUTAGO NO MURA + (Nintendo 3 DS)



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Senran Kagura Burst Re:Newal (PlayStation®4)



©2018 Marvelous Inc./HONEY PARADE GAMES Inc.

TRYPOD (Amusement)



©Marvelous Inc.
※patent pending

Audio & Visual

Touken Ranbu the Stage



©Touken Ranbu the Stage Production Committee

“Ensemble Stars! On Stage” ~To the shining future~



©2016 Happy Elements K.K./ Ensemble Stars! STAGE PROJECT

SENGOKU NIGHT BLOOD



©2017 Marvelous Inc.,KADOKAWA,IDEA FACTORY/SENBURA PRODUCTION COMMITTEE

TOUKEN RANBU HANAMARU Season2



©2018 TOUKEN RANBU HANAMARU Season2 Project

Pretty Cure Super Stars! the Movie



©2018 Pretty Cure Super Stars! the Movie Production Committee

Forecast for Fiscal Year ending March 2019

Forecast for FY2019

MARVELOUS!

(単位：百万円)

	FY2018		FY2019		YoY change
	result	Profit ratio	Forecast	Profit Ratio	(%)
Sales	25,291	—	25,000	—	98.8%
Operating Profit	5,147	20.4%	4,500	18.0%	87.4%
Ordinary Profit	5,105	20.2%	4,500	18.0%	88.1%
Net Income Attributable to owners of parent	3,513	13.9%	2,980	11.9%	84.8%

Efforts by segments : Online game business

MARVELOUS!

- ◆ Focus on cultivating titles released in previous FY and maintaining the sales amount of existing titles

SENGOKU NIGHT BLOOD

KOUMEI

(Native App)



Released
May 29th
2017

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SHINOVI MASTER

-SEN-RAN KAGURA NEW LINK-

(native app)



Released
May 29th
2017

©Marvelous Inc.
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ORDINAL STRATA

(native app)



Released
Jan. 9th
2018

© Fuji Games, Inc. / Marvelous Inc.

The Thousand Noble Musketeers

(native app)



Released
Mar. 22nd
2018

©LINE Corporation / Marvelous Inc.

Logres of Swords and Sorcery: Goddess of Ancient

(native app)



Released
Dec. 17th
2013

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Consumer(console & arcade) business **MARVELOUS!**

- ◆ In domestic market, new titles of our franchise are to be released
- ◆ In global market, existing titles are to be ported for Steam
- ◆ Developing commissioned titles from other companies

Fate/EXTELLA LINK
(PlayStation®4/PlayStation®Vita)



©TYPE-MOON ©2018 Marvelous Inc.

Released
On Jun. 7th
2018

**Little Dragons Cafe
HIMITSU NO RYU TO
FUSHIGI NA SHIMA**
(PlayStation®4/Nintendo Switch)



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To be
released
on Aug. 30th
2018

**PEACH BALL
SENTRAN KAGURA**
(Nintendo Switch)



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Release date
to be
determined

Bullet Witch
(Windows PC)



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XSEED Games / Marvelous USA, Inc.)

Released
on Apr. 26th
(Japan time)
worldwide

GOD EATER 3
(PlayStation®4/Steam)



©BANDAI NAMCO Entertainment Inc.

Commission-
based
development

TRYPOD
(Amusement Cabinet)



©Marvelous Inc.
※patent pending

Start
Operating
From
Nov.2017

Efforts by segments : Audio & Visual business

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- ◆ Promote franchise programs with robust IP in both TV anime and stage.
- ◆ Preparing for several brand new titles for stage performances

HUG! Pretty Cure



TV Anime
broadcasting
from
Feb. 2018

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Tokyo Ghoul:re



TV Anime
broadcasting
from
Apr. 2018

©Sui Ishida/Shueisha,
Tokyo Ghoul:re Production Committee

The Thousand Masketeers



TV anime
to be
broadcasted
in Jul. 2018

The Thousand Masketeers

JOKER GAME THE STAGE II



Stage
performing
In Jun. 2018

©Koji Yanagi,KADOKAWA/JOKER GAME ANIMATION PROJECT
©JOKER GAME THE STAGE PROJECT

“Ensemble Stars! On Stage” Festival

Touken Ranbu the Stage



Stage
performing
In June& July

©Touken Ranbu the Stage Production Committee



Stage
to be
performed
In Aug. 2018

©2016 Happy Elements K.K./
Ensemble Stars! STAGE PROJECT

Stage : SENGOKU NIGHT BLOOD



Stage
to be
performed
In Aug. 2018

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SENGOKU NIGHT BLOOD STAGE PROJECT

REBORN! THE STAGE



Stage
To be
Performed In
Aug. and Sep.
2018

© Akira Amano / Shueisha
© REBORN! THE STAGE PROJECT

Plans for next 2-3 years

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<Online game business>

- Invite high-profile producers from outside of the company and enhance production
- Take on a challenge of creating non-game application
- Strengthen business activities in Asia, mainly in China

<Consumer business (console & arcade) >

- Develop large-scale titles for house-use console for the global market.
- Take on the challenges for new opportunities in amusement business to expand the business domain.

<Audio & Visual business>

- Acquire/ provide prominent IP.
- Increase secondly-use revenue
- Cultivate the overseas market for 2.5 dimensional stages and musical

<Administration>

- Develop the talent and improve remuneration system

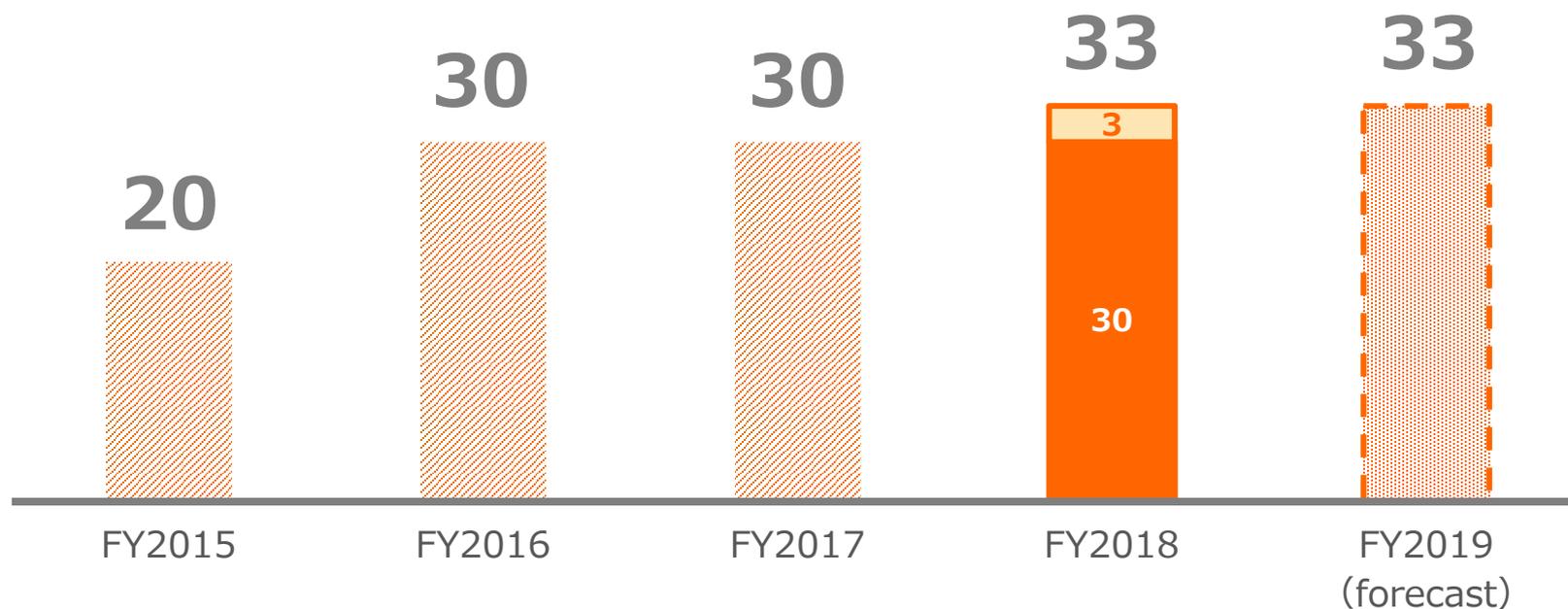
Dividends (result and forecast)

MARVELOUS!

FY2018 : ¥33/share(finalized)

(Ordinary dividend ¥30 and 20th Anniversary commemorating dividend ¥3)

FY2019 : ¥33/share(planned) (ordinary dividends)



Dividend payout ratio	49.1%	43.7%	37.3%	48.6%	57.3%
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Thank you very much for your attention

Inquiries

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This document contains forward-looking statements which are based on information currently available to the Company and which may change as a result of numerous factors including the macroeconomic environment and industry trends relevant to the Company. Therefore, these forward-looking statements are made subject to certain risks and uncertainties which could cause results including actual business performance to differ materially from those presented.