

RFP Title: New York Lottery - Video Lottery Games - LOT 2 - C202017

Company name: Konami Gaming Inc

Due date and time: March 19, 2021 by 3:00 p.m. (EST)

Volume 1 – Applicant Information

(REDACTED)

As requested, Konami has provided a separate, full copy of its proposal with its requested New York State Freedom of Information Law redactions, as indicated therein.

KGI believes that the proposed redactions are appropriate in that unredacted disclosure of this confidential and/or proprietary information and trade secrets would be reasonably likely to cause substantial injury to the competitive position of KGI and unfairly provide otherwise unavailable, sensitive information to KGI's competitors. The requested redactions fall into one or more areas of concern in this regard:

- Internal, confidential business structures, processes, long- and short-term strategies, organizations, policies and systems.
- The identity of specific KGI personnel (including personal identifying information), in what is a highly competitive industry constantly seeking to acquire talented personnel from competitors.
- Strategies, plans and product catalogs and release roadmaps relative to the products and support services being offered in connection with this Proposal.
- Testing/laboratory results related to KGI's products.
- Pricing information and strategies.
- Technical details of the products offered by KGI and the operation and performance of same.
- KGI vendor information.

a. Bidder Background Information:

(1) Name and address of business entity making the Proposal;

Konami Gaming, Inc.

585 Konami Circle

Las Vegas, Nevada 89119

(2) Type of business entity (e.g., corporation, partnership, etc.);

Corporation

(3) Place of incorporation, if applicable;

Nevada

(4) Name and location of major offices, plants, and other facilities that relate to the Bidder's performance under the terms of this RFP;

Konami Gaming, Inc.

585 Konami Circle

Las Vegas, Nevada 89119

(5) Name, address, and function of any and all subcontractors, associated companies, or consultants to be involved in any phase of this project;

Konami is not planning to have any subcontractors, associated companies, or consultants at this moment, although as our floor share expands, Konami will evaluate the use of companies located in the New York State to supplement the necessary services and resources.

(6) Name, address, telephone number, and e-mail address of Bidder's representative to contact regarding all contractual matters concerning this Proposal;

Mr. Jason Bertsch
585 Konami Circle
Las Vegas, Nevada 89119
Phone: (623) 687-8434

bertsch0831@konamigaming.com

(7) Name, address, telephone number and e-mail address of Bidder's representative authorized to bind the organization to the terms and conditions of its Proposal;

Mr. Thomas A. Jingoli
585 Konami Circle
Las Vegas, Nevada 89119
Phone: (702) 616-1490

jingoli0616@konamigaming.com

(8) Name, address, telephone number, and e-mail address of Bidder's representative to contact regarding arrangements for site visits or demonstrations, if required;

Mr. Jason Bertsch
585 Konami Circle
Las Vegas, Nevada 89119
Phone: (623) 687-8434

bertsch0831@konamigaming.com

(9) Bidder's Federal Employer Identification Number;

FEIN: 86-0861788

(10) Bidder's organizational chart by staff title;

KONAMI GAMING, INC. | BOARD OF DIRECTORS

AS OF FEBRUARY 28, 2021

BOARD OF DIRECTORS

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

OFFICERS

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

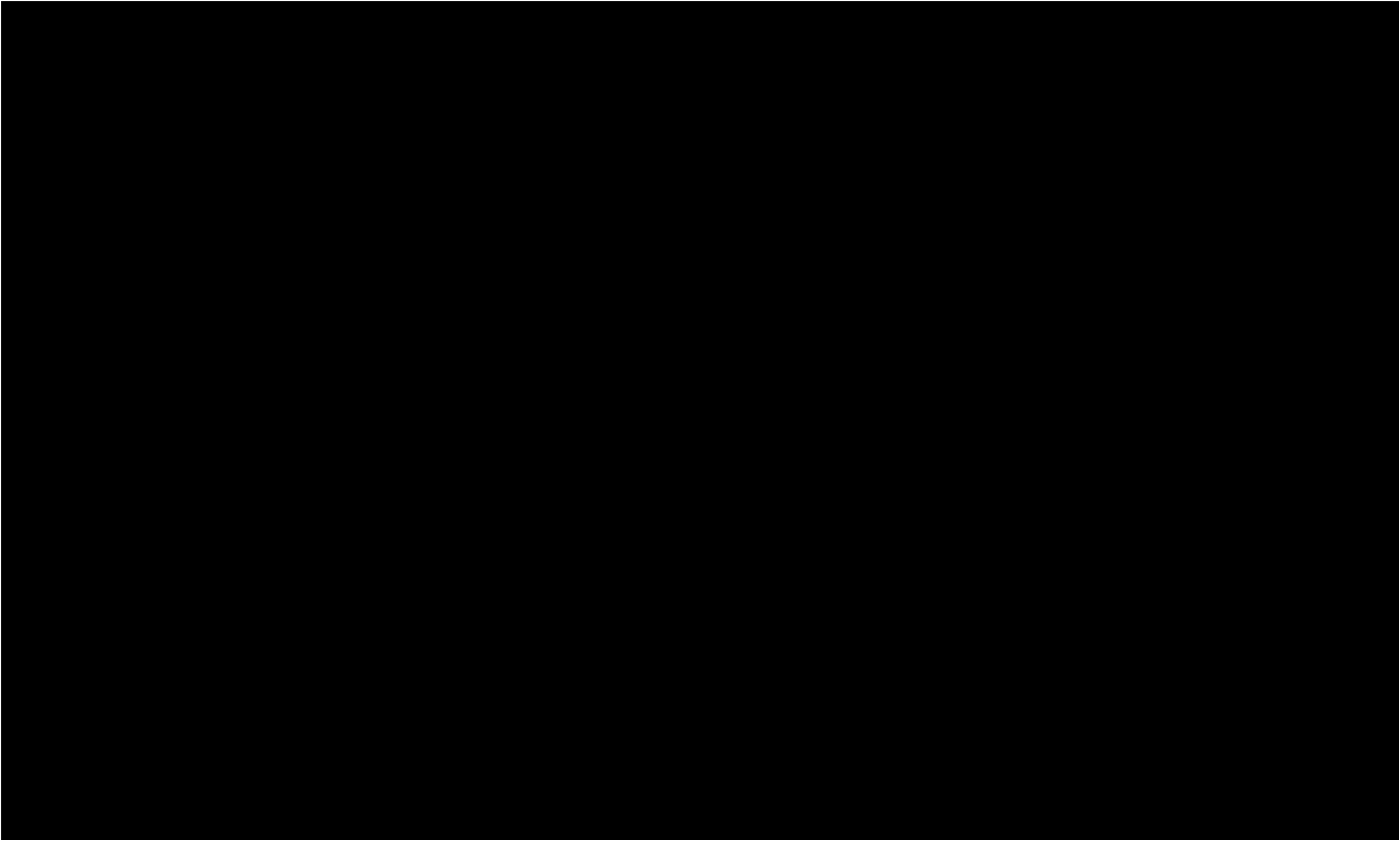
[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]



(11) A summary of the Bidder’s mission, culture and guiding philosophy;

Our mission is to be regarded as a world lead of systems and game development through our people, our relationships with regulators, customer, and suppliers, and through the success of our superior and diverse products and services. Our mission drives our culture, and as such, we hold ourselves and each other accountable for the following behaviors which we also refer to as our core values; integrity, innovation, service, and teamwork. Our guiding philosophy is built on a pillar of three key areas: Personality- we are your trusted partner who is dependable, passionate, sophisticated, and exciting; Promise- we work hard to relentlessly deliver best-in-class products that are fun for players and trusted by operators, and lastly our Essence- Born from fun®, this is our legacy, our reputation built on providing fun to both player and operator that you can count on.

At Konami, we have a saying – Kyodoh. It means: Let’s work together. It represents a commitment to teamwork embraced by every employee in our company, from the top down. This commitment allows us to achieve great things as a company and as individuals. We maintain the highest integrity and professionalism in everything we do.

(12) A summary of the Bidder’s hiring practices, including suitability standards;

Our hiring practices and policies are designed to ensure that we establish an efficient, fair, and timely process that identifies, attracts, and retains high quality candidates to Konami Gaming, Inc. “Konami”. At Konami, we encourage equal employment opportunity and diversity in the workplace. Our Human Resources team is responsible for establishing, maintaining, and communicating a responsible, ethical, legal, and clear staffing and induction policy and procedures along with supporting management through all steps of the hiring process. Available positions are posted for internal and external applicants using various sourcing strategies, including but not limited to: Konami’s Talent Management System, internal career opportunity announcement, website postings, career fairs, recruitment advertising, employee referrals, search firms, etc. All solicitations and/or advertisements for employment will state that Konami is an Equal Opportunity Employer through the use of the following statement” Konami will not discriminate against any employee or applicant for employment because of race, creed, color, national origin, sex, age, disability, or marital status.

As our company operates in a highly regulated environment, our suitability standards require all employees to successfully complete a compliance background as part of the employment process pursuant to the Fair Credit Reporting Act (FCRA). Once a candidate is selected and provided a verbal offer; upon following the interviewing process, which may also include assessments and job-related testing to determine the right candidate, Human Resources initiates the compliance background process with the Compliance department. The compliance background includes but is not limited to: Employment verification (last 10 years), education verification, criminal and civil record (subject to state law and following EEOC standards), credit check (where applicable). This process also involves the candidate passing a drug test. KGI acknowledges that the right candidate is a mixture of cultural, competency, attitude, and motivational fit for the job. Human Resources is responsible for approving

pre-employment tests and assessments to ensure compliance with EEOC guidelines. A candidate will not start employment with KGI without an approved reference check and compliance background.

(13) A list of the Bidder's strengths in relation to the work defined in this RFP, including employee capacity to undertake and successfully carry out the proposed services;

- Konami has experience in developing products utilizing other manufacturers central determinant server system.
- [REDACTED]
- [REDACTED]
- Konami Las Vegas Headquarters has hired leadership in the past two years who have extensive experience in these jurisdictions and the required qualifications to launch a successful pipeline.
- Field Service management has an average of 18 years of experience in customer and service support in the gaming industry.
- Konami has led and supported large gaming and system implementations across multiple jurisdictions throughout the country.
- Field Service has invested into its service management tool and successfully integrated into our Business Management system to provide valuable data, real time transactions and mobility for our technicians.
- The Companies Human Resources and Service teams have vast experience in the recruiting, training, and retaining remote employees.
- Customer service has a 24 hour 7 days a week support line to ensure limited down time on all gaming products.
- Konami Field Service and Customer Service has a robust information repository of all supporting documents and helpful information to ensure timely and accurate game restoral.
- Konami has built a training department that provides certifications to in-house and casino technicians with certifications in each of our product lines.

(14) A list of Bidder's accounts lost or resigned from over the past two (2) years and explanation of why such loss occurred;

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

(15) Indicate any penalties or liquidated damages over ten thousand (10,000) dollars assessed against Bidder by gaming jurisdictions; and

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

(16) To the extent not already provided in the Vendor Responsibility Questionnaire, a description of key corporate personnel, ownership control, and facilities available to satisfy the requirements of the RFP. This information will be used in conjunction with the Vendor Responsibility Questionnaire.

[REDACTED]

The Key Personnel listed above have no ownership interest; however, they do have the authority to bind Konami Gaming, Inc. on financial commitments (material transactions) as well as establish and approve corporate policy and governance.

The facility available to satisfy the requirements of the RFP is:

Konami Gaming, Inc.
585 Konami Circle
Las Vegas, Nevada 89119

The Vendor Responsibility Questionnaire was filed online.

b. Bidder Financial Viability. No financial information beyond that requested as part of filing of a New York State Video Lottery Gaming Application. Financial viability will be assessed in that context.

The following information is presented in response to this item:

- (b.1) Konami Group - Annual Report for fiscal years 2020, 2019, 2018, 2017 and 2016
- (b.2) Konami Corporation of America and Subsidiaries (KCOA) - Consolidated Financials for fiscal years 202, 2019, 2018, 2017 and 2016
- (b.3) Konami Corporation of America and Subsidiaries (KCOA) - 1120 Income Tax Return for fiscal years 2020, 2019, 2018, 2017 and 2016
- (b.4) Unaudited Financial Statement for Konami Gaming, Inc. – for fiscal year ending 12.31.2020

(b.1) Konami Group - Annual Report for fiscal years 2020, 2019, 2018, 2017 and 2016

KONAMI

Konami Group Corporate Profile



President's Message

I would like to express my sincere gratitude for your continued patronage of the Konami Group's products and services.

The Konami Group's Digital Entertainment, Amusement, Gaming & Systems and Sports businesses operate in the fields of Entertainment and Sports. In the 50 years since our founding in 1969, we have strived to create new forms of fun by globally providing innovative products and services that capture the era's crest of the wave.



Today, the evolution of digital technology, such as AI, 5G, cloud and blockchain, is bringing many changes to people's lives. Our business environment is also undergoing major changes, and new technologies are creating many opportunities and avenues to deliver our content, which is increasing the potential for market revitalization and growth.

Konami as a company will strive to transform itself and refine its unique strengths for speedy adaption to these changes and respond to the society's expectation. In addition, it is imperative for us to co-create new values by collaborating with partners who can generate synergies. With this two-pronged approach, we will strive to provide better quality products and services.

In order to contribute to the overall development of society, we will further promote ESG (Environmental, Social and Governance)-friendly practices in line with the SDGs adopted at the United Nations Summit. In particular, now more than ever, we will focus on developing human resources that will carry us into the future by implementing "Health and Productivity Management" practices, as well as creating an environment where each and every employee can achieve their full potential and grow alongside the company.

Over the next 50 years, the Konami Group will continue to strive for sustainable growth, and boldly take on challenges to catch the crest of the wave.

We look forward to your patronage and humbly ask for your continued support going forward.

Kimihiko Higashio
Representative Director, President
KONAMI HOLDINGS CORPORATION
April 2020

Corporate Philosophy

We, the Konami Group, aim to be an enterprise that will continue to keep our stakeholders always looking forward with anticipation as we create and provide our current and future customers with products and services that offer "Valuable Time".

Konami Group: The Guiding Principles in the Realization of Our Corporate Goal

Customer-Oriented

Our "Customer-Oriented" policy means that the customer comes first.

We will maximize our customers' satisfaction by providing them with the highest level of products and services.

Our Challenge

Our Challenge is to boldly seek to achieve goals without worrying about failure.

We will challenge every day to make creation and innovation in order to provide our customers with dreams and excitement which have never before been experienced.

Response to Change

We need to be aware of change occurring in our times.

Times are changing. Our customers' needs are also changing daily. We need to remain sensitive to the changes in our times and respond flexibly to them.

Compliance

Our action should be taken with dignity and consciousness.

Complying with laws and ethics is the first step in gaining the trust of our stakeholders. Recognizing that even a tiny error may have an adverse effect on our group, we will strive to conduct our business faithfully.

KONAMI

KONAMI HOLDINGS CORPORATION
(Holding Company)

By responding sensitively to the latest trends and consistently taking on new challenges, Konami Group has been an endless source of creativity and innovation since its establishment in 1969. In the business areas of "entertainment" and "sports," we have provided customers with a diverse range of products and services through four segments: the Digital Entertainment Business, the Amusement Business, the Gaming & Systems Business, and the Sports Business. Through continuing its legacy of tirelessly taking on challenges, the Konami Group will realize new possibilities by expanding our reach over an even wider area to provide people around the globe with dreams and everyday excitement.

Digital Entertainment Business

(Japan, Americas, Europe, Asia)

We produce a wide range of products including mobile games, computer and video games and card games to provide enjoyment to customers worldwide.

Amusement Business

(Japan, Asia)

We handle all business aspects related to amusement machines from design and production to sales.

Gaming & Systems Business

(Americas, Australia, Asia)

We design, manufacture, sell, and service gaming machines and casino management systems in the globally expanding gaming market.

Sports Business

(Japan)

We operate fitness clubs and sports classes, including swimming, gymnastics, dance, soccer, tennis and golf, in addition to manufacture and sale of sports-related products.

Corporate Data

Corporate Profile

Company Name	KONAMI HOLDINGS CORPORATION
Founded	March 21, 1969
Incorporated	March 19, 1973
Stock Exchange Listings	Tokyo, London
Head Office	1-11-1, Ginza, Chuo-ku, Tokyo 104-0061, Japan Tel: 81-3-6636-0573 Fax: 81-3-6893-1573
Main Office	Harumi Island Triton Square Office Tower Y 39F, 1-8-11, Harumi, Chuo-ku, Tokyo 104-6139, Japan
Paid-in Capital	¥47,398 million
Consolidated Employees	10,392* (As of March 31, 2020) *Including temporary employees, converted at 160 hours per month
Consolidated Subsidiaries	22 companies
Web Site	www.konami.com

Directors/Audit & Supervisory Board Members/Corporate Officers (Effective June 25, 2020)

Name	
Kagemasa Kozuki	Representative Director, Chairman
Kimihiko Higashio	Representative Director, President
Hideki Hayakawa	Director
Katsunori Okita	Director
Yoshihiro Matsuura	Director
Akira Gemma	Director (Outside)
Kaori Yamaguchi	Director (Outside)
Kimito Kubo	Director (Outside)
Takayoshi Yashiro	Audit & Supervisory Board Member (Outside)
Chikara Kawakita	Audit & Supervisory Board Member (Outside)
Hideo Shimada	Audit & Supervisory Board Member (Outside)
Minoru Maruoka	Audit & Supervisory Board Member (Full-time,Outside)
Shinichi Furukawa	Audit & Supervisory Board Member (Full-time)
Junichi Motobayashi	Corporate Officer General Manager, Finance Division
Kazuhiko Uehara	Corporate Officer President, Konami Business Expert Co., Ltd.
Shinichiro Yoneyama	Corporate Officer General Manager, General Affairs Division
Yutaka Abe	Corporate Officer General Manager, Human Resources Division

Stock Information (As of March 31, 2020)

	Principal Shareholders	Shares (Thousands)	% of Total
Authorized: 450,000,000 shares	The Master Trust Bank of Japan, Ltd. (Trust Account)	24,800	18.62
	Kozuki Foundation	17,100	12.84
	KOZUKI HOLDING B.V.	15,700	11.79
Outstanding: 143,500,000 shares	Japan Trustee Services Bank, Ltd. (Trust Account)	13,572	10.19
	Kozuki Capital Corporation	7,048	5.29
	Trust & Custody Services Bank, Ltd. (Securities Investment Trust Account)	2,845	2.14
Number of Shareholders: 30,520	Japan Trustee Services Bank, Ltd. (Trust Account 7)	1,744	1.31
	JP MORGAN CHASE BANK 385151	1,638	1.23
	Japan Trustee Services Bank, Ltd. (Trust Account 5)	1,454	1.09
	STATE STREET BANK WEST CLIENT - TREATY 505234	1,358	1.02

The above shareholding ratios are calculated after the deduction of treasury shares (10,285,500 thousand shares).

Digital Entertainment Business

Creating New User Experiences

Over the past five decades, KONAMI has offered unique new game content and user experiences in its Digital Entertainment Business by responding to changing customer needs.

Starting with the manufacturing and sales of amusement machines (arcade games) in the early 1970s, we began manufacturing video games along with the release of video game consoles in the 1980s. From the 2010s, we started developing and distributing mobile games for rapidly-spreading portable devices, including smartphones and tablets. In addition, we started focusing our efforts on "esports" at an early stage, which has attracted much attention in recent years, enabling us to build a greater presence for ourselves in the esports industry.

We will strive to create "new user experiences," by responding to the diversification of game content through fully leveraging the capabilities of high performance devices and advanced technologies, including the next-generation mobile communication systems "5G," "AI" and "AR."

Diverse Game Content

Mobile Games



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Production and distribution of mobile games, including the Winning Eleven series (known overseas as PES series), "Yu-Gi-Oh! Duel Links," the JIKKYOU PAWAFURU PUROYAKYU series, "PROFESSIONAL BASEBALL SPIRITS A (Ace)," "LOVEPLUS EVERY" and "DANKIRA!!! - Boys, be DANCING! -"

Computer & Video Games



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Global development with a rich and varied lineup of games, including the Winning Eleven (known overseas as PES), METAL GEAR, Bomberman and JIKKYOU PAWAFURU PUROYAKYU series

Card Games



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©2017 NKS TV TOKYO

Production and sales of card games and trading cards featuring characters from popular anime and comics, including "Yu-Gi-Oh! TRADING CARD GAME Duel Monsters" "Monsters"

Ways of Enjoying Game Con- esports



©Konami Digital Entertainment



©Nippon Professional Baseball / ©Konami Digital Entertainment



©1996 KAZUSHI TAKAHASHI
©2017 NKS TV TOKYO

Holding esports championships based on the Winning Eleven (known overseas as PES) and JIKKYOU PAWAFURU PUROYAKYU series, as well as "Yu-Gi-Oh! Duel Links"

Focusing on Further Expansion and Stimulation of esports

KONAMI has held World Championships for Winning Eleven series (known overseas as PES series) since 2001, World Championships for "Yu-Gi-Oh! TRADING CARD GAME Duel Monsters" since 2003. And in 2016 started Japan Championships for JIKKYOU PAWAFURU PUROYAKYU series. We are engaging in even more initiatives for the expansion and stimulation of esports.

In 2020, various facilities including the online streaming studio, "esports GINZA studio," will open at our new business base "Konami Creative Center Ginza." KONAMI will continue to push its esports initiatives through utilizing these facilities.

Digital Entertainment Business

Developing High- Quality Content Using Latest Technology

KONAMI has developed an array of high-quality content by incorporating cutting-edge technology.

The Winning Eleven series (known overseas as PES series) uses 3D full-body scans of players and high-precision 3D scans of existing stadiums to create a more realistic gaming experience where players feel like they are actually there.

The PROFESSIONAL BASEBALL SPIRITS series also uses 3D scanning technology to capture the likeness of all the players in the 12 teams from 360 degrees for high graphical fidelity of their facial details and playing forms.

In addition, each player has its own AI based on seasonal statistics, adding to the authentic feel of the game.

Other technologies include VR support for "ANUBIS ZONE OF THE ENDERS: M √ R S," "JIKKYOU PAWAFURU PUROYAKYU 2018" and "LOVEPLUS EVERY," and AR duels at the "Yu-Gi-Oh! TRADING CARD GAME" world championship.

KONAMI makes ongoing efforts to create new user experiences by employing an array of the latest technologies.



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Developing High-Profile Titles in Japan and Overseas

KONAMI has a multitude of high-profile titles both in Japan and overseas, such as the Winning Eleven, METAL GEAR and JIKKYOU PAWAFURU PUROYAKYU series, which have sold over 108.0 million, 55.4 million and 22.7 million copies worldwide respectively.

In addition, we have proactively promoted the production and distribution of games for mobile devices, bringing excitement to customers worldwide.

Computer & Video Games		
Title Name	Launched	Total Cumulative Sales (million)
Winning Eleven series (known overseas as PES series)	1995	108.0
METAL GEAR series	1987	55.4
JIKKYOU PAWAFURU PUROYAKYU series	1994	22.7

(Note) as of the end of March 2020

Mobile Games		
Title Name	Distribution Launched	Total Cumulative Downloads (million)
eFootball Winning Eleven series (known overseas as eFootball PES series)	May 2017	300 (as of June 2020)
Yu-Gi-Oh! Duel Links	November 2016	100 (as of October 2019)
JIKKYOU PAWAFURU PUROYAKYU	December 2014	43 (as of January 2020)
PROFESSIONAL BASEBALL SPIRITS A (Ace)	October 2015	20 (as of February 2020)

Amusement Business

Offering Fun and Exciting Gameplay Experiences to the World

KONAMI's Amusement Business handles design, production and sales of amusement machines and online game services. We also actively promote global business development.

KONAMI has continued to fulfill customer expectations with its amusement machines by offering new forms of entertainment experience, such as starting the music game boom and creating new value through online services and multiplatform development of KONAMI content.

In recent years, we have also strived to create new forms of entertainment, including holding esports championships in Japan and around the world.

Amusement facilities are now increasingly recognized as a place where a broad age demographic with diversified needs, including families and the elderly can enjoy leisure activities and medal games, respectively.

By leveraging KONAMI content and our expertise gained over the decades of entertainment excellence, we will continue to offer ever more customers fun and exciting gameplay experiences by delivering a rich array of products and services.



©Konami Amusement

MAH-JONG FIGHT CLUB GRAND MASTER



©Konami Amusement

BOMBERGIRL



©Konami Amusement

FEATURE PREMIUM



©Konami Amusement

beatmania IIDX LIGHTNING MODEL



©Konami Amusement

TREASURE ROAD



©Konami Amusement

MAGICAL HALLOWEEN 7

Creating Entertainment Opportunities Through esports

Along with the spread and development of esports in recent years, the range of entertainment has been broadened, including a number of esports championships held not only in Japan, but also all over the world. KONAMI has been focusing on esports events and competitions, such as "The KONAMI Arcade Championship," an official esports tournament to decide the ultimate arcade game players, annually held at amusement centers nationwide as well as in Asia and North America since 2011.

In December 2019, a professional music esports league was established under the name of "BEMANI PRO LEAGUE." Franchises owned by various companies play against each other in a league format to win the championship as a team. Players who have passed the Konami held pro-test are drafted to sign a contract with individual franchise where they become a professional player. Through engaging in esports initiatives, we will continue to contribute to the growth and stimulation of the market.



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Online Connected Service "e-amusement"

KONAMI has introduced a unique service that promotes interpersonal communication using its "e-amusement" system that connects arcade games online.

By expanding the range of play possibilities through "e-amusement," we provide entertainment that can only be found at amusement facilities.

In addition, we are working to create a better infrastructure environment that will contribute to the development of the industry through the launch of the "Amusement IC Card," which is aimed at improving customer convenience by unifying standards for multiple user authentication IC cards used to continuously play network games at amusement facilities.



e-amusement site	PASELI	e-amusement pass Card	e-amusement App
The e-amusement site is a community site featuring SNS functions (e.g. group bulletin boards) enabling players to communicate with each other across various games. Players can access the service from other devices (e.g. mobile phones, smartphones and computers) anytime, anywhere.	With a charged PASELI card, players can have a lot more fun playing games without coins and purchasing in-game items.	The e-amusement pass card is an IC card for KONAMI amusement games that enables players to save their play data on the server and participate in competitions and events held on e-amusement compatible products.	The e-amusement App is a communication service linked to KONAMI amusement games, enabling users to post and share screenshots and messages, as well as view the latest information on updates.

Multiplatform Development of KONAMI Content

KONAMI has strived to increase opportunities for customers to enjoy its content by evolving the popular MAH-JONG FIGHT CLUB arcade game series and mobile game SENGOKU COLLECTION series into pachislot platforms.

We also make ongoing efforts to widen the range of entertainment through the "KONAMI AMUSEMENT GAME STATION" service that makes it possible to enjoy KONAMI's arcade games on PCs and smartphones at any time.

We will continue to carry out multifaceted product development by leveraging the Konami Group's diverse content properties, with the goal of meeting the expectations of fans.



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Participation to the First Ever Professional Mahjong League "M. League"

"M. League" is a professional mahjong league established in October 2018 to make mahjong a competitive sport and to improve its social status. From its inaugural season, we have participated in the league with the team name "KONAMI MAH-JONG FIGHT CLUB" which bears the name of our arcade game "MAH-JONG FIGHT CLUB." Konami will further communicate the delight of the game while we promote healthy mahjong.



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Gaming & Systems Business

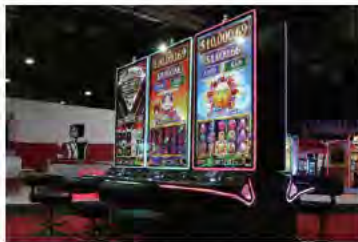
Gaming Experiences That Global Customers Love

KONAMI's Gaming & System Business develops, manufactures, distributes and services gaming machines and casino management systems for the casino market.

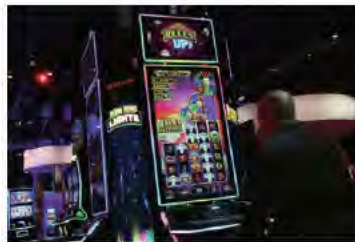
KONAMI first entered the gaming market in 1996, and has expanded its Gaming & System Business across the globe while securing gaming licenses in the world's major markets, including North America and Australia.

The gaming market is continuing to see growth with the worldwide development and opening of new casino facilities and integrated resorts (IR) including casinos. In addition, along with the continued growth of the online gaming market, we have implemented various measures aimed at young people to revitalize the industry, including the introduction of slot machines that increase the chances of winning depending on the player's skill level, as well as holding esports tournaments.

KONAMI continues to respond to such market needs by tapping into a wealth of technological capabilities and knowledge amassed over years of developing products with excellent entertainment value, with the goal of spreading the sheer joy of gaming to customers worldwide.



65-inch 4K Ultra HD display
"Concerto Opus™"



43-inch 4K Ultra HD display with a slim design
"KX 43™"



Real-time management of slot machine data,
customer information and accounting
"SYNKROS™"

Securing Gaming Licenses Worldwide

Gaming businesses are subject to strict licensing conditions, which include requirements of honesty and integrity at the highest level of standards. KONAMI's dedication to stringent corporate compliance has contributed to securing gaming licenses in 411(*) locations worldwide, including North America. KONAMI develops, manufactures, distributes and services a range of gaming machines and casino management systems throughout the world. (*) As of the end of June 2019

North America (U.S.A. and Canada)



Approved by 47 states, provinces and territories in the United States and Canada



Oceania (Australia and New Zealand)



Australia : Approved by all states and territories



New Zealand : Obtained product licenses



States, provinces and territories that have issued Gaming and Product Licenses to KONAMI



Other (Asia and Africa)



Approved in Singapore



Approved by some provinces in South Africa

Gaming & Systems Business

Approach to Globalization

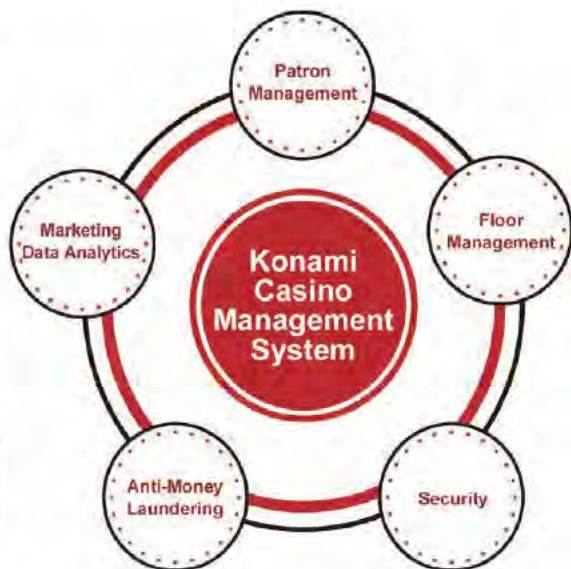
North American casino operators are for the most part driving globalization by making forays into markets worldwide to tap the vigorous growth expected in new markets in Asia, Europe and South America. In response to the globalization of gaming markets, KONAMI has developed a production and sales system centered on operating bases in North America and Australia that provides a stable supply of high-quality products and services to gaming markets worldwide.

Casino Management System "SYNKROS®"

"SYNKROS®" is a mission critical system for the casino industry for over 17 years, having been installed in more than 400 integrated resorts (IRs) and cruise ships worldwide, including North America and Australia.

The system enables casino operators to manage various data and make business assessments, including patron management, slot machine and table game management, security monitoring, measures against anti-money laundering and marketing data analytics, all in real time.

The system is continuously updated with new features such as "SynkConnect™," a mobile device account tracking system, "SYNK Vision™," a high sophisticated biometric player tracking system, and "SYNK31™," an anti-money laundering system (AML).



SYNKROS supports casino operations
24 hours a day, 365 days a year



Available for various services
in integrated resorts, including
restaurants and hotels

Assisting Education and Human Resources Development for Further Growth in Gaming Industry

KONAMI has established an industry-academic partnership with the University of Nevada, Las Vegas (UNLV), in the hope of supporting further development of the gaming industry.

UNLV is a state-run university established in 1957, and its International Gaming Institute (IGI) conducts research and provides education on the various aspects of gaming in an advanced way, ranging from casino business to pathological gambling, with a view to educating the future leaders in the gaming industry.

KONAMI makes continued efforts of donating to various worthy causes, such as student scholarships and the expansion of school facilities. This time, KONAMI donated \$2.5 million for the construction of the new building "Hospitality Hall" for the William F. Harrah College of Hospitality, an institution with a strong track record of educating notable persons in the field of hospitality, including gaming, tourism and hotels.

The "Hospitality Hall" contains the "KONAMI Interactive Technology Laboratory" that engages in cutting-edge research and educational activities.

Through these initiatives, KONAMI will strive to support the healthy development of the gaming industry even further.



Products and services with ® and ™ are registered trademark or trademark of Konami Gaming, Inc. in the United States.

Sports Business

Offering a Wide Array of Sports-Related Services

KONAMI's Sports Business manages and operates fitness clubs and sports classes, and designs, manufactures and sells fitness machines as well as sports-related products. In addition, we provide outsourcing services, such as health and fitness advisory programs to corporate clients and regional support programs, develop sports-related products, sell licenses, as well as plan and hold a variety of sports events.

With respect to the sports industry, we continue to see a growing awareness of sports throughout society, including the government's efforts to achieve a "sports society of all 100 million citizens," which aims to increase the number of people that participate in sports, by formulating the second phase of their "Basic Sports Plan." With the holding of the world's largest sports event, the sports market is expected to see further activation and growth.

Under these circumstances, we will continue to support our customers in their pursuit of better health and quality of life by offering a multitude of services related to sports in general.



Three Types of Fitness Club Branding

KONAMI offers an environment that enables everyone to enjoy sports in their daily lives in an easy and accessible manner through its three fitness club brands: "Konami Sports Club," "XAX" and "GRANCISE."

<p>A Sports Club You Can Call Home</p> <p>Konami Sports Club facilities offer an array of services and programs nationwide that both children and adults can enjoy, with membership plans that suit your lifestyle.</p>	<p>A Comfortable Space to Work Out Your Mind and Body</p> <p>XAX facilities provide services and programs in compact spaces where members can focus on training even for just short amounts of time.</p>	<p>The Best Possible Time in the Best Possible Location, So You Can Continue to Be the Best Possible You</p> <p>With high-grade facilities and hospitality comparable to luxury hotels, GRANCISE facilities offer the most effective training environment for customers so that they can continue to be in the best condition both physically and mentally.</p>

Supporting Your Healthier Lifestyle with a Focus on Sustainable Fitness

Pricing Plans Enabling Customers to Stay on Track

Select from 4 Pricing Plans Based on Usage Frequency

Laid-back Fortnight Plan (up to twice a month)	Kick-start Weekly Plan (up to four times a month)
Regular Twice-Weekly Plan (up to eight times a month)	Free Exercise Plan (unlimited frequency)

Nationwide Facilities, Divided into 4 Categories

The higher category, the more facilities available



Konami Sports Club offers "Monthly Plan" and "One Time Plan" as pricing plans to enjoy our facility.

"Monthly Plan" allows for our customers to choose the frequency and facility that fits their lifestyle. In addition, we have pricing plans shaped for newcomers and different age groups.

"One Time Plan" requires the customer to pay for each visit to the facility but allows to cut over-pay and sustainably train at its own pace.

Konami will continue to develop services to meet the various needs of our customers and have them sustainably engage in fitness.

New Pricing Plans

New Services



"BEST CORE" is a private training program focusing on the stomach.



"Club Style" provides our popular workout programs in dark lightning studio.

Offering Various Sports Classes for All Ages from Infants to Seniors

At Konami Sports Club facilities, we offer various types of sports classes for all ages from infants to seniors, by drawing on our expertise amassed over decades of sports instruction and system for visualizing the process of improvement.

We have recently enhanced our lessons by launching Small-Group Swimming Schools, Table Tennis School, and Trampoline School.

In gymnastics and swimming, we offer incremental lessons to meet each goal, ranging from beginners and children who would like to develop their skills, to those who aspire to be a top-level athlete competing in the world arena.



Focusing on Sports Promotion and Activities

Since we established our in-house sports team, we have created an environment that enables team members to train for and participate in sports events while holding a job.

This support has now produced athletes from the Konami Sports Gymnastics and Swimming Teams who compete successfully at world events, and we continue to help them improve. Our athletes also take part in various events held at Konami Sports Club facilities around Japan, including exercise classes, swimming competitions and others, with the goal of conveying the fun and joy of sports to everyone.

In addition to such activities, we strive to promote sports, and foster greater interest and participation in competitive sports through events, such as the "KONAMI OPEN Competitive Swim Meet," a leading national swim meet that allows swimmers of all ages—from elementary school children to athletes who represent Japan on the world stage—to compete at the same venue.

Accepting the Outsourcing of School Swimming Lessons

While local communities and schools face the issue of maintaining its swimming pool facility and tackle in improving the working environment for their staff and teachers, we have started to accept the outsourcing of school swimming lessons to support resolve these issues.

Konami works to develop children's mind and body at its nationwide Konami Sports Clubs with its operating system that puts safety first and instructors with specialized knowledge. These assets, including high-quality instruction program and operation system to ensure safety, allow us to provide packages ranging from simply renting out our swimming pool facility for a set time to extensive swimming instruction, depending on the needs of each school.



Various Sports-Related Products for Proper Exercise and Healthy Living

As a company engaged in health promotion, KONAMI has designed, manufactured and sold fitness machines and sports-related products by leveraging its accumulated knowledge and experience.

We strive to expand our lineup of products and enhance services of our online shop to help a greater number of customers to achieve proper exercise and a healthy lifestyle.



Corporate History (1969-1998)

Mar. 1969	Kagemasa Kozuki (current Chairman of the Board) founded his business.
Mar. 1973	KONAMI INDUSTRY CO., LTD (1 million yen in capital) was established and began manufacturing amusement machines for arcades.
Feb. 1974	Capital increased to 4 million yen.
Sep. 1975	Capital increased to 10 million yen.
Oct. 1978	Capital increased to 20 million yen.
Jan. 1979	KONAMI started to export products to the United States.
Dec.	Capital increased to 40 million yen.
May 1980	Headquarters moved to newly constructed office building in Osaka.
Mar. 1981	The KONAMI logo was established.
Mar. 1982	KONAMI received an investment from Osaka Small and Medium Business Investment & Consultation Co., Ltd. and increased its capital to 120 million yen. Headquarters moved to Osaka Ekimae Daiyon Building in Kita-ku, Osaka.
Oct.	KONAMI expanded into the PC game business.
Nov.	Konami of America, Inc. (currently Konami Digital Entertainment, Inc.) was established in the United States.
Nov. 1983	Capital increased to 300 million yen.
Dec.	KONAMI expanded into the MSX game business.
Mar. 1984	The new Technology Development Center building was established in Osaka.
May	Konami Ltd. (currently Konami Digital Entertainment B.V.) was established in the United Kingdom.
Oct.	KONAMI was listed on the Second Section of the Osaka Securities Exchange (specially designated stocks in the second section). Capital increased to 2,940 million yen.
Dec.	Konami GmbH (currently Konami Digital Entertainment B.V) was established in Germany. KONAMI expanded into the Nintendo ENTERTAINMENT SYSTEM (called "FAMILY COMPUTER" in Japan) game business.
Nov. 1985	Capital increased to 5,227 million yen.
Aug. 1986	A new corporate identity was introduced. The new KONAMI logo was established. Headquarters moved to the newly constructed Konami Software Development Building in Chuo-ku, Kobe.
Oct.	The new Production Control Department and Distribution Center was established in Osaka.
Nov.	Capital increased to 8,095 million yen.
Dec. 1987	Konami Kosan Co., Ltd. (currently Konami Real Estate, Inc.) was established.
Feb. 1988	KONAMI was listed on the Second Section of the Tokyo Stock Exchange.
Aug.	KONAMI was listed on the First Section of the Tokyo Stock Exchange and the Osaka Securities Exchange.
May 1991	Konami Technology Development Center (currently Kobe Technical Center) was established in Nishi-ku, Kobe.
Jun.	KONAMI INDUSTRY CO., LTD. changed its trade name to KONAMI CO., LTD.
Sep. 1992	KONAMI expanded into the pachislot & pachinko machines business, creating LCD games for Pachinko machines.
Apr. 1993	Headquarters moved to Minato-ku, Tokyo.
Aug. 1994	The Tokyo Technical Center was established in Zama, Kanagawa.
Sep.	Konami (Hong Kong) Limited (currently Konami Digital Entertainment Limited) was established in Hong Kong.
Jan. 1995	The Kobe Building in Chuo-ku, Kobe was damaged due to the Great Hanshin-Awaji Earthquake.
Nov. 1996	US holding company, Konami Corporation of America was established. Konami Australia Pty Ltd was established in Australia.
Jan. 1997	Konami Gaming, Inc. was established in the United States.
Mar.	Capital increased to 11,892million yen. The Amusement Machine Division Plant (merged with the current Kobe Technical Center) was established in Nishi-ku, Kobe.
Oct.	KONAMI expanded into the Australian gaming machines market.
Nov.	KONAMI was listed on the Stock Exchange of Singapore. European holding company, Konami Europe B.V. (currently Konami Digital Entertainment B.V.) was established in the Netherlands.
Mar. 1998	Capital increased to 12,020million yen.
Oct.	The KONAMI logo was changed from italics to plain text.

Corporate History (1999-2014)

Feb. 1999	KONAMI entered into the card game business.
Mar.	Capital increased to 13,014million yen.
Sep.	KONAMI was listed on the London Stock Exchange.
Dec.	The registered office of KONAMI was transferred from Chuo-ku, Kobe to Minato-ku, Tokyo.
Jan. 2000	KONAMI became the first Japanese company to enter the world's largest gaming machines market in the United States.
Mar.	Capital increased to 15,793million yen.
Jul.	The corporate name was changed from KONAMI CO., LTD. to KONAMI CORPORATION.
Nov.	KONAMI announced a new type of financial product called "Game Fund Tokimeki Memorial".
Feb. 2001	PEOPLE CO., LTD. (currently Konami Sports Co., Ltd.), became a KONAMI subsidiary through a friendly TOB (take over bid) and KONAMI expanded into the Sports business.
Mar.	Capital increased to 47,399 million yen.
Aug.	Acquired capital in Hudson Soft Company, Limited, making it an affiliated company.
Mar. 2002	KONAMI launched e-amusement (an online service for arcade machines).
Apr.	KONAMI's sports venues assumed the new title of "Konami Sports Club".
Aug.	Headquarters moved to the Marunouchi Building in Chiyoda-ku, Tokyo.
Sep.	KONAMI was listed on the New York Stock Exchange.
Apr. 2003	KONAMI introduced a new logo on the occasion of the 30th anniversary of the company's establishment.
Oct.	KONAMI was added to the Nikkei Stock Average (Nikkei 225).
Jun. 2005	The new office and production facility for gaming machines was built in Las Vegas, Nevada, United States.
Feb. 2006	Internet Revolution, Inc. was established as a joint venture company with Internet Initiative Japan Inc.
Mar.	Konami Digital Entertainment Co., Ltd. was newly established to take over KONAMI's digital entertainment business and KONAMI CORPORATION shifted to a pure holding company.
Aug.	KPE, Inc. started distributing pachislot machines.
Apr. 2007	Headquarters moved to Tokyo Midtown in Minato-ku, Tokyo.
Aug. 2008	Three athletes from Konami Sports Gymnastic and Swimming Team represented Japan's national squad in the 29th Olympic Games (2008/Beijing), winning medals in top places.
Sep.	KONAMI entered into a licensing agreement with the Union of European Football Associations (UEFA) to produce and sell football (soccer) games.
Sep. 2010	KONAMI expanded distribution of its mobile games.
Nov.	KONAMI introduced "e-amusement Participation".
Jan. 2011	KONAMI made ABILIT CORPORATION (currently TAKASAGO ELECTRIC INDUSTRY CO., LTD.) a wholly-owned subsidiary through a share exchange.
Mar.	Konami Sports Club Sendai Nagamachi was hit by the Great East Japan Earthquake.
Sep.	KONAMI acquired land accompanied by a building in Ichinomiya, Aichi (currently the Konami Group Ichinomiya Office).
Dec.	Konami Digital Entertainment Co., Ltd. was selected as a recipient of a Thomson Reuters 2011 Top 100 Global Innovator Award.
Mar. 2012	Konami Digital Entertainment Co., Ltd. absorbed Hudson Soft Company, Limited.
Jun.	Takuya Kozuki assumed the position of President and Representative Director of KONAMI CORPORATION.
Jul.	Four athletes from Konami Sports Gymnastic and Swimming Team represented Japan's national squad in the 30th Olympic Games (2012/London), winning a total of 6 medals including the gold medal in the men's individual all-around gymnastics event.
Apr. 2013	Konami Digital Entertainment B.V. was relocated in Windsor, U.K., as the European headquarters.
Jun.	KONAMI acquired land for Konami Creative Center Ginza in Chuo-ku, Tokyo.
Oct.	The groundbreaking ceremony for the second Gaming & Systems Business Factory was held in Las Vegas, Nevada, United States.
Jan. 2014	KONAMI was selected for inclusion in the "JPX-Nikkei Index 400."
Jun.	TAKASAGO ELECTRIC INDUSTRY CO., LTD. began sales of pachinko machines.
Aug.	Konami Sports Club Dancing Stars' selected team "J.B.STAR" won the international dance competition "WORLD HIPHOP CHAMPIONSHIP 2014."
Oct.	KONAMI celebrated its 30th listing anniversary on the stock exchange in Japan.

Corporate History (2015-2020)

Mar. 2015	Konami Business Expert Co., Ltd. was established.
Sep.	The second Gaming & Systems Business Factory was established in Las Vegas, Nevada, United States.
Oct.	KONAMI CORPORATION changed its trade name to KONAMI HOLDINGS CORPORATION. Konami Sports & Life Co., Ltd. changed its trade name to Konami Sports Club Co., Ltd.
Apr. 2016	Konami Sports Club Kumamoto was hit by the 2016 Kumamoto earthquake.
Aug.	Six athletes from Konami Sports Gymnastics and Swimming Teams represented Japan's national squad in the 31st Olympic Games (2016/Rio de Janeiro), winning a total of 5 medals including the gold medal in the men's team all-around gymnastics event.
Nov.	KONAMI carried out a business restructuring of group companies, in the course of which Konami Amusement Co., Ltd. was established.
Aug. 2017	Konami Digital Entertainment Co., Ltd. held the Japanese eSports competition "Pawapuro Championships 2017" as an officially recognized tournament of Nippon Professional Baseball (NPB).
Jan. 2018	Konami Amusement (Thailand) Co., Ltd. the local subsidiary in the Kingdom of Thailand, was established.
Jun.	Approximately 20 facilities, including Konami Sports Club Ibaraki and Kourien, were hit by the 2018 Osaka earthquake.
Jul.	Konami Digital Entertainment Co., Ltd. and Nippon Professional Baseball (NPB) decided to jointly host the eBASEBALL League with all 12 NPB teams.
Sep.	"Winning Eleven 2018" (overseas title: "PRO EVOLUTION SOCCER 2018") was selected as Japan's only esports title to be played at the "18th Asian Games Jakarta-Palembang 2018," which was subsequently held.
Mar. 2019	Konami Sports Club Co., Ltd. changed its trade name to Konami Sports Co., Ltd.
Oct.	With "eFootball Winning Eleven 2020" (overseas title: "eFootball PES 2020") as the competition title, the Inter-Prefectural Esports Championship 2019 IBARAKI, which is part of the Culture Program of the 74th National Sports Festival, Iki Iki Ibaraki Yume Kokutai ("Active Ibaraki Dream National Sports Festival"), was held in Tsukuba, Ibaraki.
Dec.	KONAMI commenced its operations at the "Konami Creative Center Ginza" located in Chuo-ku, Tokyo.
Jan. 2020	esports GINZA studio within Konami Creative Center Ginza started its operation as an esports facility, with the holding of the eBASEBALL Pro League 2019 season, the eClimax Series, and the eNippon Series co-hosted with Nippon Professional Baseball.
Apr.	Kimihiko Higashio assumed the position of President and Representative Director of KONAMI HOLDINGS CORPORATION.
Jun.	The registered Head Office was transferred to 1-11-1, Ginza, Chuo-ku, Tokyo.

Consolidated Financial Highlights (IFRS)

KONAMI HOLDINGS CORPORATION and Consolidated Subsidiaries
Years ended March 31, 2019

CONSOLIDATED PERFORMANCE

Consolidated Profit or Loss Data	Yen in Millions (Except per share data)			
	2016	2017	2018	2019
Total revenue	249,902	229,922	239,497	262,549
Operating profit	24,679	36,359	45,181	50,522
Profit attributable to owners of the parent	10,516	25,951	30,507	34,196
Basic profit for the year per share (yen)	76.44	191.89	225.59	252.86
Cash dividends per share* (yen)	23.00	58.00	68.00	126.00

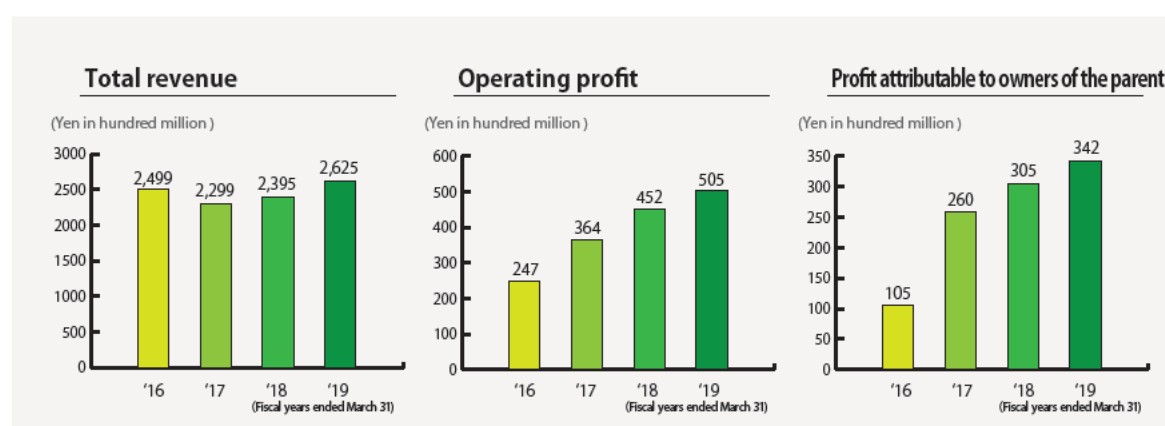
*Cash dividends per share consist of an interim dividend paid during the year, as well as a year-end dividend to be paid after March 31.
*It awarded commemorative dividends of 50 yen per share on an annual basis for the 50th anniversary of its founding in addition to regular dividends for the year ending March 31, 2019.

Total revenue by business segment

	2016	2017	2018	2019
Digital Entertainment	115,037	105,573	120,250	141,699
Amusement	29,779	25,342	25,178	27,837
Gaming & Systems	34,284	31,251	29,628	31,170
Sports	71,286	68,648	66,004	63,487

Consolidated Financial Position Data

	2016	2017	2018	2019
Total current assets	154,235	174,948	195,672	207,721
Total assets	328,187	337,144	363,108	378,037
Total current liabilities	61,493	56,848	69,290	70,831
Total non-current liabilities	53,219	45,106	39,279	30,802
Total equity	213,475	235,192	254,539	276,404



Corporate Social Responsibility Initiatives

Basic Policy

As a good corporate citizen, the Konami Group has designated making positive contributions to society a core management policy and takes the initiative to fulfill its corporate social responsibilities across the entire Group.

Seven core subjects CSR activities utilizing JIS Z 26000 (Handbook on Social Responsibility, Japan Standards Association)

Administration

▶ Corporate governance

The Konami Group's basic management policy is to "value shareholders," "maintain sound relationships with all stakeholders, including our shareholders, and contribute to society as a good corporate citizen." We believe that open and transparent management is fundamental to ensuring the integrity of this basic philosophy. That is why robust corporate governance has been a priority of our management.



Fair Business Activity

- ▶ Protecting personal information
- ▶ Earning "PrivacyMark" certification
- ▶ Response to conflict minerals
- ▶ Prohibition of bribes to public and other officials

The Konami Group strives to ensure fair business practices based on high ethical standards. Toward this end, efforts are made to ensure thorough compliance and to reinforce measures to keep information secure, as well as approaches to promote appropriate business transactions based on the laws and regulations in force.



Human Rights

▶ Promoting diversity

Securing and cultivating human resources who are able to operate globally are essential to carrying out our business on the world stage. To achieve this, we hire employees of many nationalities regardless of sex, age, or culture, and place a particular emphasis on creating global workplaces. While recognizing the positive aspects of Japanese-style management, we will continue to promote further diversity going forward.



Customer Relations

- ▶ Quality control
- ▶ Customer satisfaction

Based on our corporate principles of "compliance" and being "customer-oriented," we make it our mission to provide customers with safe products and services, and strive to enhance quality from a customer perspective. We have set up many contact points for customer inquiries, with the aim of enhancing products and services in a way that will satisfy customers. Through these contact points, we strive to improve our products and services while promptly responding to customer feedback and inquiries.



Better Work Environment

- ▶ Human resource development
- ▶ Supporting diverse work approaches
- ▶ KONAMI Family Day
- ▶ Workplace safety and maintenance
- ▶ Promoting hiring

Staff development is essential to Konami's growth, and we are proactively working to cultivate human resources. Despite our market environment being subject to trends and drastic changes, we regard compliance and adhering to our corporate principles as important among all employees, and will continue to emphasize and instill these principles going forward.



Community Assistance

- ▶ Culture and learning
- ▶ Social support through games
- ▶ Support for the elderly
- ▶ Regional initiatives
- ▶ Social welfare
- ▶ Sports & Sponsorships
- ▶ supporting CPR/AED
- ▶ Konami Group Support for the Great East Japan Earthquake Relief Efforts

Through the forte services and businesses of the Konami Group, we will strive to engage in community activities matched to the times and social needs and grow with local communities by building strong relationships between us.



Environmental Preservation

▶ Environmental Preservation Measures

Konami Group recognizes that addressing environmental issues including global warming is crucial to our survival as a company. In addition to striving to minimize the environmental impact of our corporate activities, we are utilizing Group strengths to work together with customers in a wide range of environmental protection activities.



Please refer to the following website for more information.

<https://www.konami.com/socialsupport/en>

Group Companies

Group Companies (Business Segment)

Digital Entertainment Segment

- **Konami Digital Entertainment Co., Ltd.**
Planning, production, and distribution of mobile games, computer & video games, cards, music, video contents, goods
1-11-1, Ginza, Chuo-ku, Tokyo 104-0061, Japan
URL: www.konami.com/games/corporate/en/

Amusement Segment

- **Konami Amusement Co., Ltd.**
Production, manufacture and sale of Amusement machines
1, Ikejiri, Takata, Ichinomiya-shi, Aichi 491-0125, Japan
URL: www.konami.com/amusement/corporate/en/

Gaming & Systems Segment

- **Konami Gaming, Inc.**
Production, manufacture and distribution of gaming machines and casino management systems
585 Konami Circle, Las Vegas, NV 89119, USA
URL: www.konami.com/gaming/corporate/Home.aspx
- **Konami Australia Pty Ltd**
Production, manufacture and distribution of gaming machines and casino management systems
28 Lord Street, Botany, NSW 2019, Australia
URL: www.konami.com/corporate/kap/

Sports Segment

- **Konami Sports Co., Ltd.**
Management of fitness clubs and sports classes including swimming, gymnastics, dance, soccer, tennis and golf, and development, manufacture and sale of sports-related products
Shin Minami-Oi Building 3F,
1-13-5, Minami-Oi, Shinagawa-ku, Tokyo 140-0013, Japan
4-10-1, Higashi-Shinagawa, Shinagawa-ku,
Tokyo 140-0002, Japan
5-1-1, Higashihara, Zama-shi, Kanagawa 252-0004, Japan
URL: www.konami.com/sportsclub/corporate/

Other Businesses

- **Konami Business Expert Co., Ltd.**
Shared services company of Konami Group in Japan
1-11-1, Ginza, Chuo-ku, Tokyo 104-0061, Japan
Harumi Island Triton Square Office Tower Y 39F,
1-8-11, Harumi, Chuo-ku, Tokyo 104-6139, Japan
URL: www.konami.com/business-expert/corporate/
- **Internet Revolution, Inc.**
Development and operation of internet services and systems
1-11-1, Ginza, Chuo-ku, Tokyo 104-0061, Japan
URL: www.i-revo.jp
- **KME Co., Ltd.**
Management of music copyright and related operations for the Konami Group
1-11-1, Ginza, Chuo-ku, Tokyo 104-0061, Japan
- **Konami Real Estate, Inc.**
Real estate agency of Konami Group
1-11-1, Ginza, Chuo-ku, Tokyo 104-0061, Japan

Group Companies (Overseas)

United States

- **Konami Corporation of America**
U.S.-based holding company
2381 Rosecrans Avenue, Suite 200, El Segundo,
CA 90245-4922, USA
- **Konami Digital Entertainment, Inc.**
Planning, production, and distribution of mobile games, computer & video games, cards, music, video contents, goods
2381 Rosecrans Avenue, Suite 200, El Segundo,
CA 90245-4922, USA
URL: www.konami.com/games/us/en/
- **Konami Gaming, Inc.**
Production, manufacture and distribution of gaming machines and casino management systems
585 Konami Circle, Las Vegas, NV 89119, USA
URL: www.konami.com/gaming/corporate/Home.aspx
- **Konami Cross Media NY, Inc.**
Content creation, production, distribution based on entertainment intellectual properties and licensing management
53 West 23rd Street, 11th Floor, New York, NY 10010, USA
URL: www.konami.com/crossmedia/

Europe

- **Konami Digital Entertainment B.V.**
Planning, production, and distribution of mobile games, computer & video games, cards, music, video contents, goods
14-16 Sheet Street, Windsor SL4 1BG, United Kingdom
URL: www.konami.com/games/eu/en/

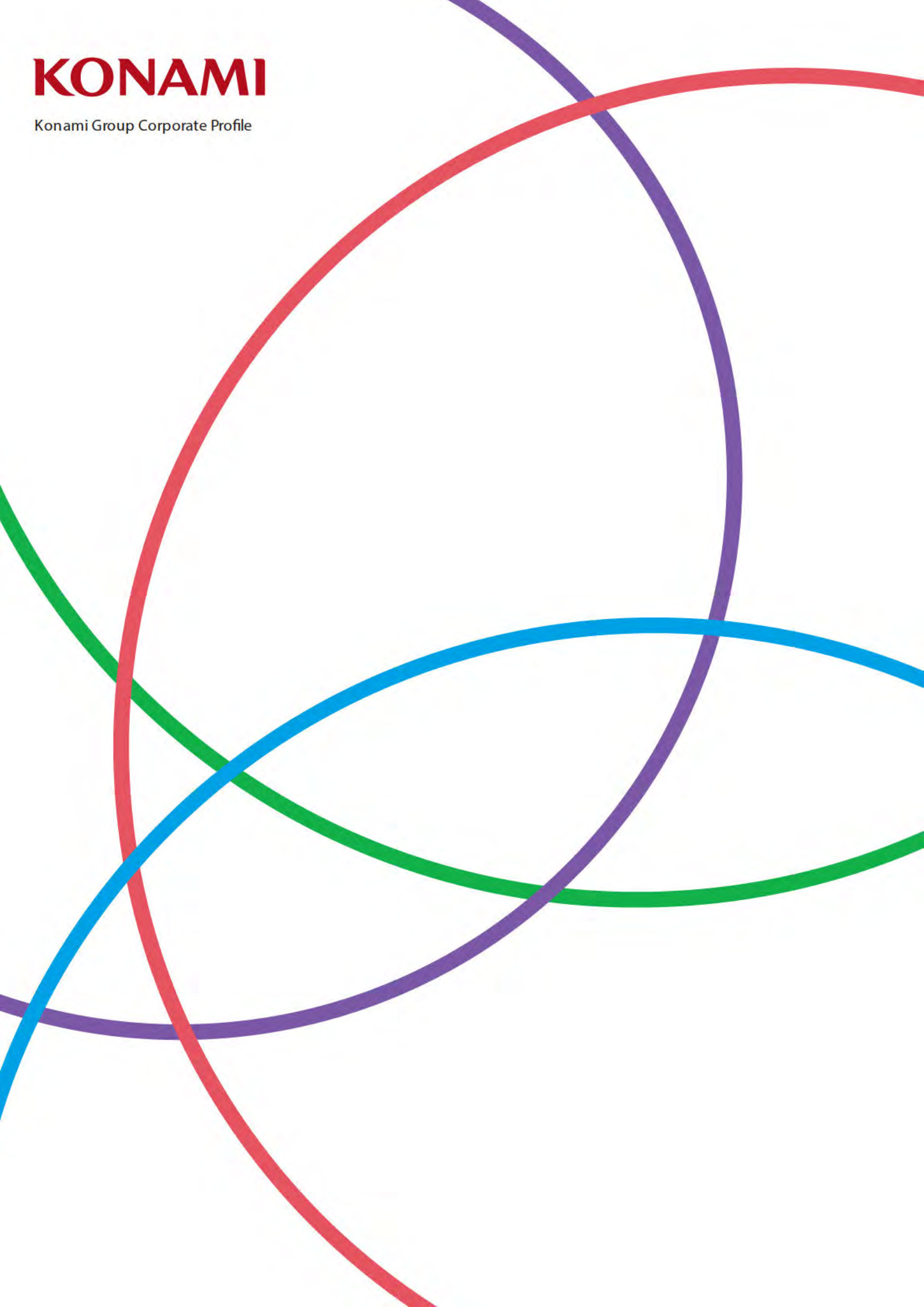
Asia • Oceania

- **Konami Digital Entertainment Limited**
Planning, production, and distribution of mobile games, computer & video games, cards, music, video contents, goods
Room Nos. 611B, 612 & 613, 6/F,
Tsim Sha Tsui Centre, 66 Mody Road, Kowloon, Hong Kong
URL: www.konami.com/games/asia/en/
- **Konami Amusement (Thailand) Co., Ltd.**
Distribution of Amusement machines and provision of related services
57 Park Ventures Ecoplex, 12th Floor Unit 1207A, Wireless Road, Lumpini, Pathumwan, Bangkok 10330, Thailand
URL: www.konami.com/amusement/asia/
- **Konami Australia Pty Ltd**
Production, manufacture and distribution of gaming machines and casino management systems
28 Lord Street, Botany, NSW 2019, Australia
URL: www.konami.com/corporate/kap/

www.konami.com

KONAMI

Konami Group Corporate Profile



President's Message



We sincerely appreciate your continued patronage of the Konami Group's products and services.

On March 21, 2019, the Konami Group celebrated its 50th anniversary since foundation. Over the decades, we have succeeded in maintaining steady growth. It is our customers, our employees, and all those involved who have made this possible. Allow me to take this opportunity to express my sincere gratitude.

The Konami Group has pursued business opportunities in the segments of Digital Entertainment, Amusement, Gaming & Systems, and Sports, in the two business sectors of "entertainment" and "sports."

We make it our mission to help build healthier lifestyles for all of our customers by providing top-quality products and services in each of these business segments.

Ever since its foundation in 1969, the Konami Group has strived to keep delivering fresh new fun and excitement, by globally providing innovative products and services that reflect the needs of the times.

Looking ahead to the next 50 years, the Konami Group will continue working together as one to take on new challenges while living up to your trust and expectations.

We look forward to asking for your continued support and encouragement going forward.

Takuya Kozuki
President and Representative Director
KONAMI HOLDINGS CORPORATION

Our Corporate Goal

We, the Konami Group, aim to be an enterprise that will continue to keep our stakeholders always looking forward with anticipation as we create and provide our current and future customers with products and services that offer "Valuable Time".

Konami Group: The Guiding Principles in the Realization of Our Corporate Goal

Customer-Oriented

Our "Customer-Oriented" policy means that the customer comes first.

We will maximize our customers' satisfaction by providing them with the highest level of products and services.

Our Challenge

Our Challenge is to boldly seek to achieve goals without worrying about failure.

We will challenge every day to make creation and innovation in order to provide our customers with dreams and excitement which have never before been experienced.

Response to Change

We need to be aware of change occurring in our times.

Times are changing. Our customers' needs are also changing daily. We need to remain sensitive to the changes in our times and respond flexibly to them.

Compliance

Our action should be taken with dignity and consciousness.

Complying with laws and ethics is the first step in gaining the trust of our stakeholders. Recognizing that even a tiny error may have an adverse effect on our group, we will strive to conduct our business faithfully.

KONAMI

KONAMI HOLDINGS CORPORATION
(Holding Company)

By responding sensitively to the latest trends and consistently taking on new challenges, Konami Group has been an endless source of creativity and innovation since its establishment in 1969. In the business areas of "entertainment" and "sports," we have provided customers with a diverse range of products and services through four segments: the Digital Entertainment Business, the Amusement Business, the Gaming & Systems Business, and the Sports Business. Through continuing its legacy of tirelessly taking on challenges, the Konami Group will realize new possibilities by expanding our reach over an even wider area to provide people around the globe with dreams and everyday excitement.

Digital Entertainment Business

(Japan, Americas, Europe, Asia)

We produce a wide range of products including mobile games, computer and video games and card games to provide enjoyment to customers worldwide.

Amusement Business

(Japan, Asia)

We handle all business aspects related to amusement machines from design and production to sales.

Gaming & Systems Business

(Americas, Australia, Asia)

We design, manufacture, sell, and service gaming machines and casino management systems in the globally expanding gaming market.

Sports Business

(Japan)

We operate fitness clubs and sports classes, including swimming, gymnastics, dance, soccer, tennis and golf, in addition to manufacture and sale of sports-related products.

Corporate Data

Corporate Profile (As of January 20, 2020)

Company Name	KONAMI HOLDINGS CORPORATION
Founded	March 21, 1969
Incorporated	March 19, 1973
Stock Exchange Listings	Tokyo, London
Head Office	1-11-1, Ginza, Chuo-ku, Tokyo 104-0061, Japan Tel: 81-3-6636-0573 Fax: 81-3-6893-1573
Main Office	Harumi Island Triton Square Office Tower Y 39F, 1-8-11, Harumi, Chuo-ku, Tokyo 104-6139, Japan
Paid-in Capital	¥47,398 million
Consolidated Employees	10,454 *Including temporary employees, converted at 160 hours per month
Consolidated Subsidiaries	22 companies
Web Site	www.konami.com

Directors and Audit & Supervisory Board Members

Name	
Kagemasa Kozuki	Representative Director, Chairman
Takuya Kozuki	Representative Director, President
Kimihiko Higashio	Representative Director, Vice President
Osamu Nakano	Director
Satoshi Sakamoto	Director
Yoshihiro Matsuura	Director
Akira Gemma	Director (Outside)
Kaori Yamaguchi	Director (Outside)
Kimito Kubo	Director (Outside)
Takayoshi Yashiro	Audit & Supervisory Board Member (Outside)
Chikara Kawakita	Audit & Supervisory Board Member (Outside)
Hideo Shimada	Audit & Supervisory Board Member (Outside)
Minoru Maruoka	Audit & Supervisory Board Member (Full-time,Outside)
Shinichi Furukawa	Audit & Supervisory Board Member (Full-time)

Corporate Officers

Name	Scope of Responsibilities	
Osamu Nakano	Executive Vice President, Corporate Officer	Corporate Management
Junichi Motobayashi	Corporate Officer	Finance
Hideki Hayakawa	Corporate Officer	Digital Entertainment Business
Katsunori Okita	Corporate Officer	Amusement Business
Satoshi Sakamoto	Corporate Officer	Gaming & Systems Business
Akira Ochiai	Corporate Officer	Sports Business
Kazuhiko Uehara	Corporate Officer	Public Relations & Advertising, Administration
Shinichiro Yoneyama	Corporate Officer	General Affairs

Corporate Data

Stock Information (As of September 30, 2019)

	Principal Shareholders	Shares (Thousands)	% of Total
Authorized: 450,000,000 shares	The Master Trust Bank of Japan, Ltd. (Trust Account)	24,709	18.27
	Kozuki Foundation	17,100	12.64
	KOZUKI HOLDING B.V.	15,700	11.61
Outstanding: 143,500,000 shares	Japan Trustee Services Bank, Ltd. (Trust Account)	12,222	9.04
	Kozuki Capital Corporation	7,048	5.21
	Trust & Custody Services Bank, Ltd. (Securities Investment Trust Account)	3,216	2.38
Number of Shareholders: 29,173	Sumitomo Mitsui Banking Corporation	2,017	1.49
	Japan Trustee Services Bank, Ltd. (Trust Account 7)	1,549	1.15
	JP MORGAN CHASE BANK 385151	1,529	1.13
	Japan Trustee Services Bank, Ltd. (Trust Account 5)	1,490	1.10

The above shareholding ratios are calculated after the deduction of treasury shares (8,267 thousand shares).

Digital Entertainment Business

Creating New User Experiences

Over the past five decades, KONAMI has offered unique new game content and user experiences in its Digital Entertainment Business by responding to changing customer needs.

Starting with the manufacturing and sales of amusement machines (arcade games) in the early 1970s, we began manufacturing video games along with the release of video game consoles in the 1980s. From the 2010s, we started developing and distributing mobile games for rapidly-spreading portable devices, including smartphones and tablets. In addition, we started focusing our efforts on "esports" at an early stage, which has attracted much attention in recent years, enabling us to build a greater presence for ourselves in the esports industry.

We will strive to create "new user experiences," by responding to the diversification of game content through fully leveraging the capabilities of high performance devices and advanced technologies, including the next-generation mobile communication systems "5G," "AI" and "AR."

Diverse Game Content

Mobile Games



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Production and distribution of mobile games, including the Winning Eleven series (known overseas as PRO EVOLUTION SOCCER series), "Yu-Gi-Oh! DUEL LINKS," the JIKKYOU PAWAFURU PUROYAKYU series and "PROFESSIONAL BASEBALL SPIRITS A (Ace)"

Computer & Video Games



©Konami Digital Entertainment

Global development with a rich and varied lineup of games, including the Winning Eleven (known overseas as PRO EVOLUTION SOCCER), METAL GEAR, Bomberman and JIKKYOU PAWAFURU PUROYAKYU series

Card Games



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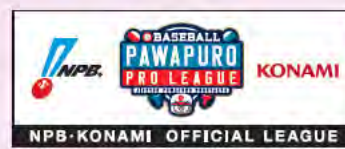
Production and sales of card games and trading cards featuring characters from popular anime and comics, including "Yu-Gi-Oh! TRADING CARD GAME Duel Monsters"

Ways of Enjoying Game Content

esports



©Nippon Professional Baseball / ©Konami Digital Entertainment



*BASEBALL パワプロ・プロリーグは、NPBとKONAMIのオフィシャルリーグです。

Focusing on Further Expansion and Stimulation of esports

"esports," a term that denotes games played as sporting competitions, is growing in popularity, primarily in the U.S. and Asia. The number for both spectators attending tournaments as well as broadcast audiences are on their way to rivaling those of established major sports. KONAMI has held World Championships for the Winning Eleven series (known overseas as PRO EVOLUTION SOCCER series), "Yu-Gi-Oh! TRADING CARD GAME Duel Monsters" and the Jikkyou Pawafuru Puroyakyu series since 2001, 2003 and 2016, respectively.

In addition, we have focused our efforts on new esports initiatives, such as "eBASEBALL Pawapuro Pro League 2018," jointly hosted with the Nippon Professional Baseball (NPB) in 2018, and "eJ.LEAGUE Winning Eleven 2019 Season," jointly hosted with the Japan Professional Football League (J.LEAGUE) in 2019.

We will also establish the next-generation hall "esports GINZA studio" that will be fully equipped with cutting-edge stage effect and video distribution equipment within our new business base "Konami Creative Center Ginza" (to be completed in November 2019), in which we plan to offer classes that are aimed at fostering human resources in the field of esports, and set up a shop that sells products related to esports.

Digital Entertainment Business

Developing High- Quality Content Using Latest Technology

KONAMI has developed an array of high-quality content by incorporating cutting-edge technology.

The Winning Eleven series (known overseas as PRO EVOLUTION SOCCER series) uses 3D full-body scans of players and high-precision 3D scans of existing stadiums to create a more realistic gaming experience where players feel like they are actually there.

The PROFESSIONAL BASEBALL SPIRITS series also uses 3D scanning technology to capture the likeness of all the players in the 12 teams from 360 degrees for high graphical fidelity of their facial details and playing forms.

In addition, each player has its own AI based on seasonal statistics, adding to the authentic feel of the game.

Other technologies include VR support for "ANUBIS ZONE OF THE ENDERS: M √ R S" and "JIKKYOU PAWAFURU PUROYAKYU 2018," and AR duels at the "Yu-Gi-Oh! TRADING CARD GAME" world championship.

KONAMI makes ongoing efforts to create new user experiences by employing an array of the latest technologies.



©Konami Digital Entertainment



©Konami Digital Entertainment



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Developing High-Profile Titles in Japan and Overseas

KONAMI has a multitude of high-profile titles both in Japan and overseas, such as the Winning Eleven, METAL GEAR and JIKKYOU PAWAFURU PUROYAKYU series, which have sold over 106.8 million, 55 million and 22.6 million copies worldwide respectively.

In addition, we have proactively promoted the production and distribution of games for mobile devices, bringing excitement to customers worldwide.

Computer & Video Games		
Title Name	Launched	Total Cumulative Sales (million)
Winning Eleven series (known overseas as PRO EVOLUTION SOCCER series)	1995	106.8
METAL GEAR series	1987	55.0
JIKKYOU PAWAFURU PUROYAKYU series	1994	22.6

(Note) as of the end of September 2019

Mobile Games		
Title Name	Distribution Launched	Total Cumulative Downloads
Winning Eleven 2019	May 2017	200 million (as of June 2019)
Yu-Gi-Oh! DUEL LINKS	November 2016	90 million(as of March 2019)
JIKKYOU PAWAFURU PUROYAKYU	December 2014	39 million(as of January 2019)
PROFESSIONAL BASEBALL SPIRITS A (Ace)	October 2015	17 million (as of May 2019)

Amusement Business

Offering Fun and Exciting Gameplay Experiences to the World

KONAMI's Amusement Business handles design, production and sales of amusement machines and online game services. We also actively promote global business development.

KONAMI has continued to fulfill customer expectations with its amusement machines by offering new forms of entertainment experience, such as starting the music game boom and creating new value through online services and multiplatform development of KONAMI content.

In recent years, we have also strived to create new forms of entertainment, including holding esports championships in Japan and around the world.

Amusement facilities are now increasingly recognized as a place where a broad age demographic with diversified needs, including families and the elderly can enjoy leisure activities and medal games, respectively.

By leveraging KONAMI content and our expertise gained over the decades of entertainment excellence, we will continue to offer ever more customers fun and exciting gameplay experiences by delivering a rich array of products and services.



MAH-JONG FIGHT CLUB GRAND MASTER



GRANDCROSS LEGEND



MAGICAL HALLOWEEN 6



DANCERUSH STARDOM



MARBLE FEVER



GI Derby Club 2

Creating Entertainment Opportunities Through esports

Along with the spread and development of esports in recent years, the range of entertainment has been broadened, including a number of esports championships held not only in Japan, but also all over the world.

KONAMI has been focusing on esports events and competitions, such as "The KONAMI Arcade Championship," an official esports tournament to decide the ultimate arcade game players, annually held at amusement centers nationwide as well as in Asia and North America since 2011.

We will strive to contribute to the growth and stimulation of the market by creating even more forms of entertainment through esports.



Amusement Business

Online Connected Service "e-amusement"

KONAMI has introduced a unique service that promotes interpersonal communication using its "e-amusement" system that connects arcade games online.

By expanding the range of play possibilities through "e-amusement," we provide entertainment that can only be found at amusement facilities.

In addition, we are working to create a better infrastructure environment that will contribute to the development of the industry through the launch of the "Amusement IC Card," which is aimed at improving customer convenience by unifying standards for multiple user authentication IC cards used to continuously play network games at amusement facilities.



e-amusement site	PASELI	e-amusement pass Card	e-amusement App
The e-amusement site is a community site featuring SNS functions (e.g. group bulletin boards) enabling players to communicate with each other across various games. Players can access the service from other devices (e.g. mobile phones, smartphones and computers) anytime, anywhere.	With a charged PASELI card, players can have a lot more fun playing games without coins and purchasing in-game items.	The e-amusement pass card is an IC card for KONAMI amusement games that enables players to save their play data on the server and participate in competitions and events held on e-amusement compatible products.	The e-amusement App is a communication service linked to KONAMI amusement games, enabling users to post and share screenshots and messages, as well as view the latest information on updates.

Multipatform Development of KONAMI Content

KONAMI has strived to increase opportunities for customers to enjoy its content by evolving the popular MAH-JONG FIGHT CLUB arcade game series and mobile game SENGOKU COLLECTION series into pachislot platforms.

We also make ongoing efforts to widen the range of entertainment through the "KONAMI AMUSEMENT GAME STATION" service that makes it possible to enjoy KONAMI's arcade games on PCs and smartphones at any time.

We will continue to carry out multifaceted product development by leveraging the Konami Group's diverse content properties, with the goal of meeting the expectations of fans.



Gaming & Systems Business

Gaming Experiences That Global Customers Love

KONAMI's Gaming & System Business develops, manufactures, distributes and services gaming machines and casino management systems for the casino market.

KONAMI first entered the gaming market in 1996, and has expanded its Gaming & System Business across the globe while securing gaming licenses in the world's major markets, including North America and Australia.

The gaming market is continuing to see growth with the worldwide development and opening of new casino facilities and integrated resorts (IR) including casinos. In addition, along with the continued growth of the online gaming market, we have implemented various measures aimed at young people to revitalize the industry, including the introduction of slot machines that increase the chances of winning depending on the player's skill level, as well as holding esports tournaments.

KONAMI continues to respond to such market needs by tapping into a wealth of technological capabilities and knowledge amassed over years of developing products with excellent entertainment value, with the goal of spreading the sheer joy of gaming to customers worldwide.



65-inch 4K Ultra HD display
"Concerto Opus™"



43-inch 4K Ultra HD display with a slim design
"KX 43™"



Real-time management of slot machine data,
customer information and accounting
"SYNKROS™"

Securing Gaming Licenses Worldwide

Gaming businesses are subject to strict licensing conditions, which include requirements of honesty and integrity at the highest level of standards. KONAMI's dedication to stringent corporate compliance has contributed to securing gaming licenses in 411(*) locations worldwide, including North America. KONAMI develops, manufactures, distributes and services a range of gaming machines and casino management systems throughout the world. (*) As of the end of June 2019

North America (U.S.A. and Canada)



Approved by 47 states, provinces and territories in the United States and Canada



Oceania (Australia and New Zealand)



Australia : Approved by all states and territories



New Zealand : Obtained product licenses



States, provinces and territories that have issued Gaming and Product Licenses to KONAMI



Other (Asia and Africa)



Approved in Singapore



Approved by some provinces in South Africa

Gaming & Systems Business

Approach to Globalization

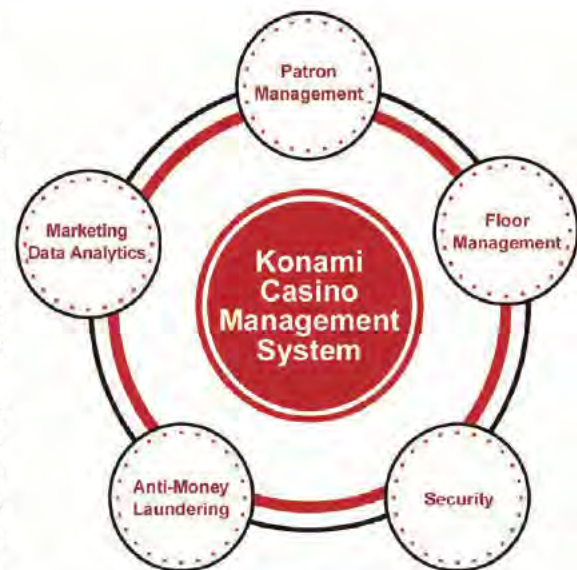
North American casino operators are for the most part driving globalization by making forays into markets worldwide to tap the vigorous growth expected in new markets in Asia, Europe and South America. In response to the globalization of gaming markets, KONAMI has developed a production and sales system centered on operating bases in North America and Australia that provides a stable supply of high-quality products and services to gaming markets worldwide.

Casino Management System "SYNKROS®"

"SYNKROS®" is a mission critical system for the casino industry for over 17 years, having been installed in more than 400 integrated resorts (IRs) and cruise ships worldwide, including North America and Australia.

The system enables casino operators to manage various data and make business assessments, including patron management, slot machine and table game management, security monitoring, measures against anti-money laundering and marketing data analytics, all in real time.

In addition, the system receives high acclaim for its diverse array of enhanced capabilities, including "SYNKROS Dashboards™," a business intelligence solution capable of analyzing information necessary for casino management, and "SYNKROS Offers Management," which delivers special offers or useful information to customers.



SYNKROS supports casino operations
24 hours a day, 365 days a year



Available for various services
in integrated resorts, including
restaurants and hotels

Assisting Education and Human Resources Development for Further Growth in Gaming Industry

KONAMI has established an industry-academic partnership with the University of Nevada, Las Vegas (UNLV), in the hope of supporting further development of the gaming industry.

UNLV is a state-run university established in 1957, and its International Gaming Institute (IGI) conducts research and provides education on the various aspects of gaming in an advanced way, ranging from casino business to pathological gambling, with a view to educating the future leaders in the gaming industry.

KONAMI makes continued efforts of donating to various worthy causes, such as student scholarships and the expansion of school facilities. This time, KONAMI donated \$2.5 million for the construction of the new building "Hospitality Hall" for the William F. Harrah College of Hospitality, an institution with a strong track record of educating notable persons in the field of hospitality, including gaming, tourism and hotels.

The "Hospitality Hall" contains the "KONAMI Interactive Technology Laboratory" that engages in cutting-edge research and educational activities.

Through these initiatives, KONAMI will strive to support the healthy development of the gaming industry even further.



Sports Business

Offering a Wide Array of Sports-Related Services

KONAMI's Sports Business manages and operates fitness clubs and sports classes, and designs, manufactures and sells fitness machines as well as sports-related products. In addition, we provide outsourcing services, such as health and fitness advisory programs to corporate clients and regional support programs, develop sports-related products, sell licenses, as well as plan and hold a variety of sports events.

With respect to the sports industry, we continue to see a growing awareness of sports throughout society, including the government's efforts to achieve a "sports society of all 100 million citizens," which aims to increase the number of people that participate in sports, by formulating the second phase of their "Basic Sports Plan." With the holding of the world's largest sports event, the sports market is expected to see further activation and growth.

Under these circumstances, we will continue to support our customers in their pursuit of better health and quality of life by offering a multitude of services related to sports in general.



Three Types of Fitness Club Branding

KONAMI offers an environment that enables everyone to enjoy sports in their daily lives in an easy and accessible manner through its three fitness club brands: "Konami Sports Club," "XAX" and "GRANCISE."

<p>A Sports Club You Can Call Home</p> <p>Konami Sports Club facilities offer an array of services and programs nationwide that both children and adults can enjoy, with membership plans that suit your lifestyle.</p>	<p>A Comfortable Space to Work Out Your Mind and Body</p> <p>XAX facilities provide services and programs in compact spaces where members can focus on training even for just short amounts of time.</p>	<p>The Best Possible Time in the Best Possible Location, So You Can Continue to Be the Best Possible You</p> <p>With high-grade facilities and hospitality comparable to luxury hotels, GRANCISE facilities offer the most effective training environment for customers so that they can continue to be in the best condition both physically and mentally.</p>

Supporting Your Healthier Lifestyle with a Focus on Sustainable Fitness

Pricing Plans Enabling Customers to Stay on Track

Select from 4 Pricing Plans Based on Usage Frequency



Nationwide Facilities, Divided into 4 Categories

The higher category, the more facilities available



For the utmost in sustainable fitness, we offer pricing plans that enable customers to select the most suitable options based on their personal usage frequency and the facilities they wish to use according to their lifestyles—a system found only at Konami Sports Clubs.

We will continue to expand our services, including introduction of new pricing plans, so that we can support healthy lifestyles for as many customers as possible for a longer period of time.

New Pricing Plans

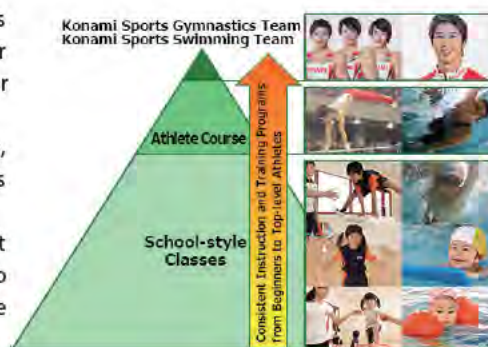


Offering Various Sports Classes for All Ages from Infants to Seniors

At Konami Sports Club facilities, we offer various types of sports classes for all ages from infants to seniors, by drawing on our expertise amassed over decades of sports instruction and system for visualizing the process of improvement.

We also make ongoing efforts to enrich the lineup of sports classes, including the launch of table tennis classes and trampoline classes for kids.

In gymnastics and swimming, we offer incremental lessons to meet each goal, ranging from beginners and children who would like to develop their skills, to those who aspire to be a top-level athlete competing in the world arena.



Focusing on Sports Promotion and Activities

Since we established our in-house sports team, we have created an environment that enables team members to train for and participate in sports events while holding a job.

This support has now produced athletes from the Konami Sports Gymnastics and Swimming Teams who compete successfully at world events, and we continue to help them improve. Our athletes also take part in various events held at Konami Sports Club facilities around Japan, including exercise classes, swimming competitions and others, with the goal of conveying the fun and joy of sports to everyone.

In addition to such activities, we strive to promote sports, and foster greater interest and participation in competitive sports through events, such as the "KONAMI OPEN Competitive Swim Meet," a leading national swim meet that allows swimmers of all ages—from elementary school children to athletes who represent Japan on the world stage—to compete at the same venue.

Various Sports-Related Products for Proper Exercise and Healthy Living

As a company engaged in health promotion, KONAMI has designed, manufactured and sold fitness machines and sports-related products by leveraging its accumulated knowledge and experience.

We strive to expand our lineup of products and enhance services of our online shop to help a greater number of customers to achieve proper exercise and a healthy lifestyle.



Corporate History (1969-1998)

Mar. 1969	Kagemasa Kozuki (current Chairman of the Board) founded his business.
Mar. 1973	KONAMI INDUSTRY CO., LTD (1 million yen in capital) was established and began manufacturing amusement machines for arcades.
Feb. 1974	Capital increased to 4 million yen.
Sep. 1975	Capital increased to 10 million yen.
Oct. 1978	Capital increased to 20 million yen.
Jan. 1979	KONAMI started to export products to the United States.
Dec.	Capital increased to 40 million yen.
May 1980	Headquarters moved to newly constructed office building in Osaka.
Mar. 1981	The KONAMI logo was established.
Mar. 1982	KONAMI received an investment from Osaka Small and Medium Business Investment & Consultation Co., Ltd. and increased its capital to 120 million yen. Headquarters moved to Osaka Ekimae Daiyon Building in Kita-ku, Osaka.
Oct.	KONAMI expanded into the PC game business.
Nov.	Konami of America, Inc. (currently Konami Digital Entertainment, Inc.) was established in the United States.
Nov. 1983	Capital increased to 300 million yen.
Dec.	KONAMI expanded into the MSX game business.
Mar. 1984	The new Technology Development Center building was established in Osaka.
May	Konami Ltd. (currently Konami Digital Entertainment B.V.) was established in the United Kingdom.
Oct.	KONAMI was listed on the Second Section of the Osaka Securities Exchange (specially designated stocks in the second section). Capital increased to 2,940 million yen.
Dec.	Konami GmbH (currently Konami Digital Entertainment B.V) was established in Germany. KONAMI expanded into the Nintendo ENTERTAINMENT SYSTEM (called "FAMILY COMPUTER" in Japan) game business.
Nov. 1985	Capital increased to 5,227 million yen.
Aug. 1986	A new corporate identity was introduced. The new KONAMI logo was established. Headquarters moved to the newly constructed Konami Software Development Building in Chuo-ku, Kobe.
Oct.	The new Production Control Department and Distribution Center was established in Osaka.
Nov.	Capital increased to 8,095 million yen.
Dec. 1987	Konami Kosan Co., Ltd. (currently Konami Real Estate, Inc.) was established.
Feb. 1988	KONAMI was listed on the Second Section of the Tokyo Stock Exchange.
Aug.	KONAMI was listed on the First Section of the Tokyo Stock Exchange and the Osaka Securities Exchange.
May 1991	Konami Technology Development Center (currently Kobe Technical Center) was established in Nishi-ku, Kobe.
Jun.	KONAMI INDUSTRY CO., LTD. changed its trade name to KONAMI CO., LTD.
Sep. 1992	KONAMI expanded into the pachislot & pachinko machines business, creating LCD games for Pachinko machines.
Apr. 1993	Headquarters moved to Minato-ku, Tokyo.
Aug. 1994	The Tokyo Technical Center was established in Zama, Kanagawa.
Sep.	Konami (Hong Kong) Limited (currently Konami Digital Entertainment Limited) was established in Hong Kong.
Jan. 1995	The Kobe Building in Chuo-ku, Kobe was damaged due to the Great Hanshin-Awaji Earthquake.
Nov. 1996	US holding company, Konami Corporation of America was established. Konami Australia Pty Ltd was established in Australia.
Jan. 1997	Konami Gaming, Inc. was established in the United States.
Mar.	Capital increased to 11,892million yen. The Amusement Machine Division Plant (merged with the current Kobe Technical Center) was established in Nishi-ku, Kobe.
Oct.	KONAMI expanded into the Australian gaming machines market.
Nov.	KONAMI was listed on the Stock Exchange of Singapore. European holding company, Konami Europe B.V. (currently Konami Digital Entertainment B.V.) was established in the Netherlands.
Mar. 1998	Capital increased to 12,020million yen.
Oct.	The KONAMI logo was changed from italics to plain text.

Corporate History (1999-2014)

Feb. 1999	KONAMI entered into the card game business.
Mar.	Capital increased to 13,014million yen.
Sep.	KONAMI was listed on the London Stock Exchange.
Dec.	The registered office of KONAMI was transferred from Chuo-ku, Kobe to Minato-ku, Tokyo.
Jan. 2000	KONAMI became the first Japanese company to enter the world's largest gaming machines market in the United States.
Mar.	Capital increased to 15,793million yen.
Jul.	The corporate name was changed from KONAMI CO., LTD. to KONAMI CORPORATION.
Nov.	KONAMI announced a new type of financial product called "Game Fund Tokimeki Memorial".
Feb. 2001	PEOPLE CO., LTD. (currently Konami Sports Co., Ltd.), became a KONAMI subsidiary through a friendly TOB (take over bid) and KONAMI expanded into the Sports business.
Mar.	Capital increased to 47,399 million yen.
Aug.	Acquired capital in Hudson Soft Company, Limited, making it an affiliated company.
Mar. 2002	KONAMI launched e-amusement (an online service for arcade machines).
Apr.	KONAMI's sports venues assumed the new title of "Konami Sports Club".
Aug.	Headquarters moved to the Marunouchi Building in Chiyoda-ku, Tokyo.
Sep.	KONAMI was listed on the New York Stock Exchange.
Apr. 2003	KONAMI introduced a new logo on the occasion of the 30th anniversary of the company's establishment.
Oct.	KONAMI was added to the Nikkei Stock Average (Nikkei 225).
Jun. 2005	The new office and production facility for gaming machines was built in Las Vegas, Nevada, United States.
Feb. 2006	Internet Revolution, Inc. was established as a joint venture company with Internet Initiative Japan Inc.
Mar.	Konami Digital Entertainment Co., Ltd. was newly established to take over KONAMI's digital entertainment business and KONAMI CORPORATION shifted to a pure holding company.
Aug.	KPE, Inc. started distributing pachislot machines.
Apr. 2007	Headquarters moved to Tokyo Midtown in Minato-ku, Tokyo.
Aug. 2008	Three athletes from Konami Sports Gymnastic and Swimming Team represented Japan's national squad in the 29th Olympic Games (2008/Beijing), winning medals in top places.
Sep.	KONAMI entered into a licensing agreement with the Union of European Football Associations (UEFA) to produce and sell football (soccer) games.
Sep. 2010	KONAMI expanded distribution of its mobile games.
Nov.	KONAMI introduced "e-amusement Participation".
Jan. 2011	KONAMI made ABILIT CORPORATION (currently TAKASAGO ELECTRIC INDUSTRY CO., LTD.) a wholly-owned subsidiary through a share exchange.
Mar.	Konami Sports Club Sendai Nagamachi was hit by the Great East Japan Earthquake.
Sep.	KONAMI acquired land accompanied by a building in Ichinomiya, Aichi (currently the Konami Group Ichinomiya Office).
Dec.	Konami Digital Entertainment Co., Ltd. was selected as a recipient of a Thomson Reuters 2011 Top 100 Global Innovator Award.
Mar. 2012	Konami Digital Entertainment Co., Ltd. absorbed Hudson Soft Company, Limited.
Jun.	Takuya Kozuki assumed the position of President and Representative Director of KONAMI CORPORATION.
Jul.	Four athletes from Konami Sports Gymnastic and Swimming Team represented Japan's national squad in the 30th Olympic Games (2012/London), winning a total of 6 medals including the gold medal in the men's individual all-around gymnastics event.
Apr. 2013	Konami Digital Entertainment B.V. was relocated in Windsor, U.K., as the European headquarters.
Jun.	KONAMI acquired land for Konami Creative Center Ginza in Chuo-ku, Tokyo.
Oct.	The groundbreaking ceremony for the second Gaming & Systems Business Factory was held in Las Vegas, Nevada, United States.
Jan. 2014	KONAMI was selected for inclusion in the "JPX-Nikkei Index 400."
Jun.	TAKASAGO ELECTRIC INDUSTRY CO., LTD. began sales of pachinko machines.
Aug.	Konami Sports Club Dancing Stars' selected team "J.B.STAR" won the international dance competition "WORLD HIPHOP CHAMPIONSHIP 2014."
Oct.	KONAMI celebrated its 30th listing anniversary on the stock exchange in Japan.

Corporate History (2015-2019)

Mar. 2015	Konami Business Expert Co., Ltd. was established.
Sep.	The second Gaming & Systems Business Factory was established in Las Vegas, Nevada, United States.
Oct.	KONAMI CORPORATION changed its trade name to KONAMI HOLDINGS CORPORATION.
Oct.	Konami Sports Life Co., Ltd. was newly established to take over a part of Konami Sports & Life Co., Ltd.'s business, including development, manufacture and sale of sports-related products.
Oct.	Konami Sports & Life Co., Ltd. changed its trade name to Konami Sports Club Co., Ltd.
Apr. 2016	Konami Sports Club Kumamoto was hit by the 2016 Kumamoto earthquake.
Aug.	Six athletes from Konami Sports Gymnastics and Swimming Teams represented Japan's national squad in the 31st Olympic Games (2016/Rio de Janeiro), winning a total of 5 medals including the gold medal in the men's team all-around gymnastics event.
Nov.	KONAMI carried out a business restructuring of group companies, in the course of which Konami Amusement Co., Ltd. was established.
Aug. 2017	Konami Digital Entertainment Co., Ltd. held the Japanese eSports competition "Pawapuro Championships 2017" as an officially recognized tournament of Nippon Professional Baseball (NPB).
Jan. 2018	Konami Amusement (Thailand) Co., Ltd. the local subsidiary in the Kingdom of Thailand, was established.
Jun.	Approximately 20 facilities, including Konami Sports Club Ibaraki and Kourien, were hit by the 2018 Osaka earthquake.
Jul.	Konami Digital Entertainment Co., Ltd. and Nippon Professional Baseball (NPB) decided to jointly host the eBASEBALL League with all 12 NPB teams.
Sep.	"Winning Eleven 2018" (overseas title: "PRO EVOLUTION SOCCER 2018") was selected as Japan's only esports title to be played at the "18th Asian Games Jakarta-Palembang 2018," which was subsequently held.
Mar. 2019	Konami Sports Club Co., Ltd. changed its trade name to Konami Sports Co., Ltd.

Consolidated Financial Highlights (IFRS)

KONAMI HOLDINGS CORPORATION and Consolidated Subsidiaries
Years ended March 31, 2019

CONSOLIDATED PERFORMANCE

Consolidated Profit or Loss Data	Yen in Millions (Except per share data)			
	2016	2017	2018	2019
Total revenue	249,902	229,922	239,497	262,549
Operating profit	24,679	36,359	45,181	50,522
Profit attributable to owners of the parent	10,516	25,951	30,507	34,196
Basic profit for the year per share (yen)	76.44	191.89	225.59	252.86
Cash dividends per share* (yen)	23.00	58.00	68.00	126.00

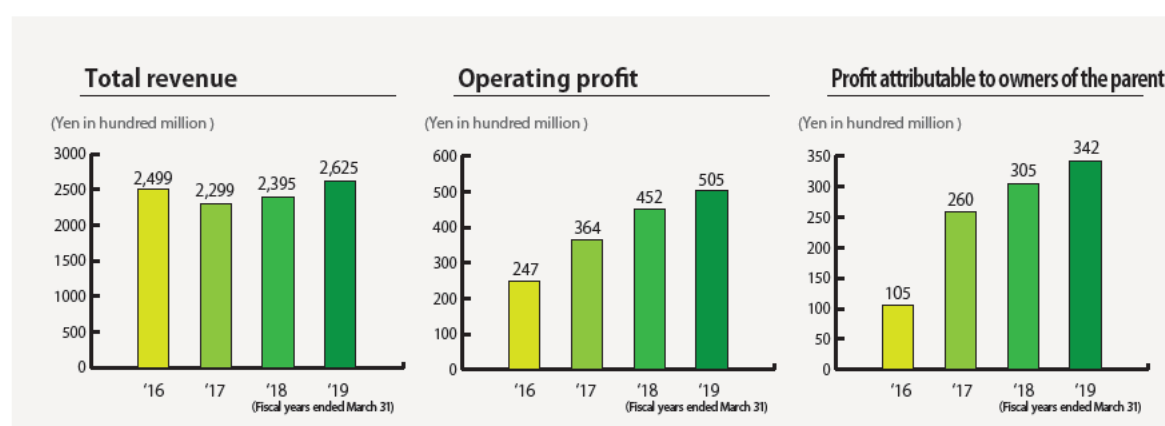
*Cash dividends per share consist of an interim dividend paid during the year, as well as a year-end dividend to be paid after March 31.
*It awarded commemorative dividends of 50 yen per share on an annual basis for the 50th anniversary of its founding in addition to regular dividends for the year ending March 31, 2019.

Total revenue by business segment

	2016	2017	2018	2019
Digital Entertainment	115,037	105,573	120,250	141,699
Amusement	29,779	25,342	25,178	27,837
Gaming & Systems	34,284	31,251	29,628	31,170
Sports	71,286	68,648	66,004	63,487

Consolidated Financial Position Data

	2016	2017	2018	2019
Total current assets	154,235	174,948	195,672	207,721
Total assets	328,187	337,144	363,108	378,037
Total current liabilities	61,493	56,848	69,290	70,831
Total non-current liabilities	53,219	45,106	39,279	30,802
Total equity	213,475	235,192	254,539	276,404



Corporate Social Responsibility Initiatives

Basic Policy

As a good corporate citizen, the Konami Group has designated making positive contributions to society a core management policy and takes the initiative to fulfill its corporate social responsibilities across the entire Group.

Seven core subjects CSR activities utilizing JIS Z 26000 (Handbook on Social Responsibility, Japan Standards Association)

Administration

▶ Corporate governance

The Konami Group's basic management policy is to "value shareholders," "maintain sound relationships with all stakeholders, including our shareholders, and contribute to society as a good corporate citizen." We believe that open and transparent management is fundamental to ensuring the integrity of this basic philosophy. That is why robust corporate governance has been a priority of our management.



Fair Business Activity

- ▶ Protecting personal information
- ▶ Earning "PrivacyMark" certification
- ▶ Response to conflict minerals
- ▶ Prohibition of bribes to public and other officials



The Konami Group strives to ensure fair business practices based on high ethical standards. Toward this end, efforts are made to ensure thorough compliance and to reinforce measures to keep information secure, as well as approaches to promote appropriate business transactions based on the laws and regulations in force.

Human Rights

▶ Promoting diversity

Securing and cultivating human resources who are able to operate globally are essential to carrying out our business on the world stage. To achieve this, we hire employees of many nationalities regardless of sex, age, or culture, and place a particular emphasis on creating global workplaces. While recognizing the positive aspects of Japanese-style management, we will continue to promote further diversity going forward.



Customer Relations

- ▶ Quality control
- ▶ Customer satisfaction



Based on our corporate principles of "compliance" and being "customer-oriented," we make it our mission to provide customers with safe products and services, and strive to enhance quality from a customer perspective. We have set up many contact points for customer inquiries, with the aim of enhancing products and services in a way that will satisfy customers. Through these contact points, we strive to improve our products and services while promptly responding to customer feedback and inquiries.

Better Work Environment

- ▶ Human resource development
- ▶ Supporting diverse work approaches
- ▶ KONAMI Family Day
- ▶ Workplace safety and maintenance
- ▶ Promoting hiring



Staff development is essential to Konami's growth, and we are proactively working to cultivate human resources. Despite our market environment being subject to trends and drastic changes, we regard compliance and adhering to our corporate principles as important among all employees, and will continue to emphasize and instill these principles going forward.

Community Assistance

- ▶ Culture and learning
- ▶ Social support through games
- ▶ Support for the elderly
- ▶ Regional initiatives
- ▶ Social welfare
- ▶ Sports & Sponsorships
- ▶ supporting CPR/AED
- ▶ Konami Group Support for the Great East Japan Earthquake Relief Efforts



Through the forte services and businesses of the Konami Group, we will strive to engage in community activities matched to the times and social needs and grow with local communities by building strong relationships between us.

Environmental Preservation

▶ Environmental Preservation Measures

Konami Group recognizes that addressing environmental issues including global warming is crucial to our survival as a company. In addition to striving to minimize the environmental impact of our corporate activities, we are utilizing Group strengths to work together with customers in a wide range of environmental protection activities.



Please refer to the following website for more information.

<https://www.konami.com/socialsupport/en>

Group Companies

Group Companies (Business Segment)

Digital Entertainment Segment

- **Konami Digital Entertainment Co., Ltd.**
Planning, production, and distribution of mobile games, computer & video games, cards, music, video contents, goods
1-11-1, Ginza, Chuo-ku, Tokyo 104-0061, Japan
URL: www.konami.com/games/corporate/en/

Amusement Segment

- **Konami Amusement Co., Ltd.**
Production, manufacture and sale of Amusement machines
1, Ikejiri, Takata, Ichinomiya, Aichi 491-0125, Japan
URL: www.konami.com/amusement/corporate/en/

Gaming & Systems Segment

- **Konami Gaming, Inc.**
Production, manufacture and distribution of gaming machines and casino management systems
585 Konami Circle, Las Vegas, NV 89119, USA
URL: www.konami.com/gaming/corporate/Home.aspx
- **Konami Australia Pty Ltd**
Production, manufacture and distribution of gaming machines and casino management systems
28 Lord Street, Botany, NSW, Australia 2019
URL: www.konami.com/corporate/kap/

Sports Segment

- **Konami Sports Co., Ltd.**
Operation of fitness clubs and sports classes, including swimming, gymnastics, dance, soccer, tennis and golf
4-10-1, Higashi-Shinagawa, Shinagawa-ku, Tokyo 140-0002, Japan
URL: www.konami.com/sportsclub/corporate/
- **Konami Sports Life Co., Ltd.**
Development, manufacture and sale of sports-related products
1-1, Higashihara 5-chome, Zama City, Kanagawa 252-0004, Japan
URL: www.konami.com/corporate/ksl/

Other Businesses

- **Konami Business Expert Co , Ltd.**
Shared services company of Konami Group in Japan
1-11-1, Ginza, Chuo-ku, Tokyo 104-0061, Japan
Harumi Island Triton Square Office Tower Y 39F,
1-8-11, Harumi, Chuo-ku, Tokyo 104-6139, Japan
URL: www.konami.com/business-expert/corporate/
- **Internet Revolution, Inc.**
Development and operation of internet services and systems
1-11-1, Ginza, Chuo-ku, Tokyo 104-0061, Japan
URL: www.i-revo.jp
- **KME Co., Ltd.**
Management of music copyright and related operations for the Konami Group
1-11-1, Ginza, Chuo-ku, Tokyo 104-0061, Japan
- **Konami Real Estate, Inc.**
Real estate agency of Konami Group
1-11-1, Ginza, Chuo-ku, Tokyo 104-0061, Japan

Group Companies (Overseas)

United States

- **Konami Corporation of America**
U.S.-based holding company
2381 Rosecrans Avenue, Suite 200, El Segundo, CA 90245-4922, USA
- **Konami Digital Entertainment, Inc.**
Planning, production, and distribution of mobile games, computer & video games, cards, music, video contents, goods
2381 Rosecrans Avenue, Suite 200, El Segundo, CA 90245-4922, USA
URL: www.konami.com/games/us/en/
- **Konami Gaming, Inc.**
Production, manufacture and distribution of gaming machines and casino management systems
585 Konami Circle, Las Vegas, NV 89119, USA
URL: www.konami.com/gaming/corporate/Home.aspx
- **Konami Cross Media NY, Inc.**
Content creation, production, distribution based on entertainment intellectual properties and licensing management
53 West 23rd St., 11th Floor, New York, NY 10010 USA
URL: www.konami.com/crossmedia/

Europe

- **Konami Digital Entertainment B.V.**
Planning, production, and distribution of mobile games, computer & video games, cards, music, video contents, goods
14-16 Sheet Street, Windsor SL4 1BG, United Kingdom
URL: www.konami.com/games/eu/en/

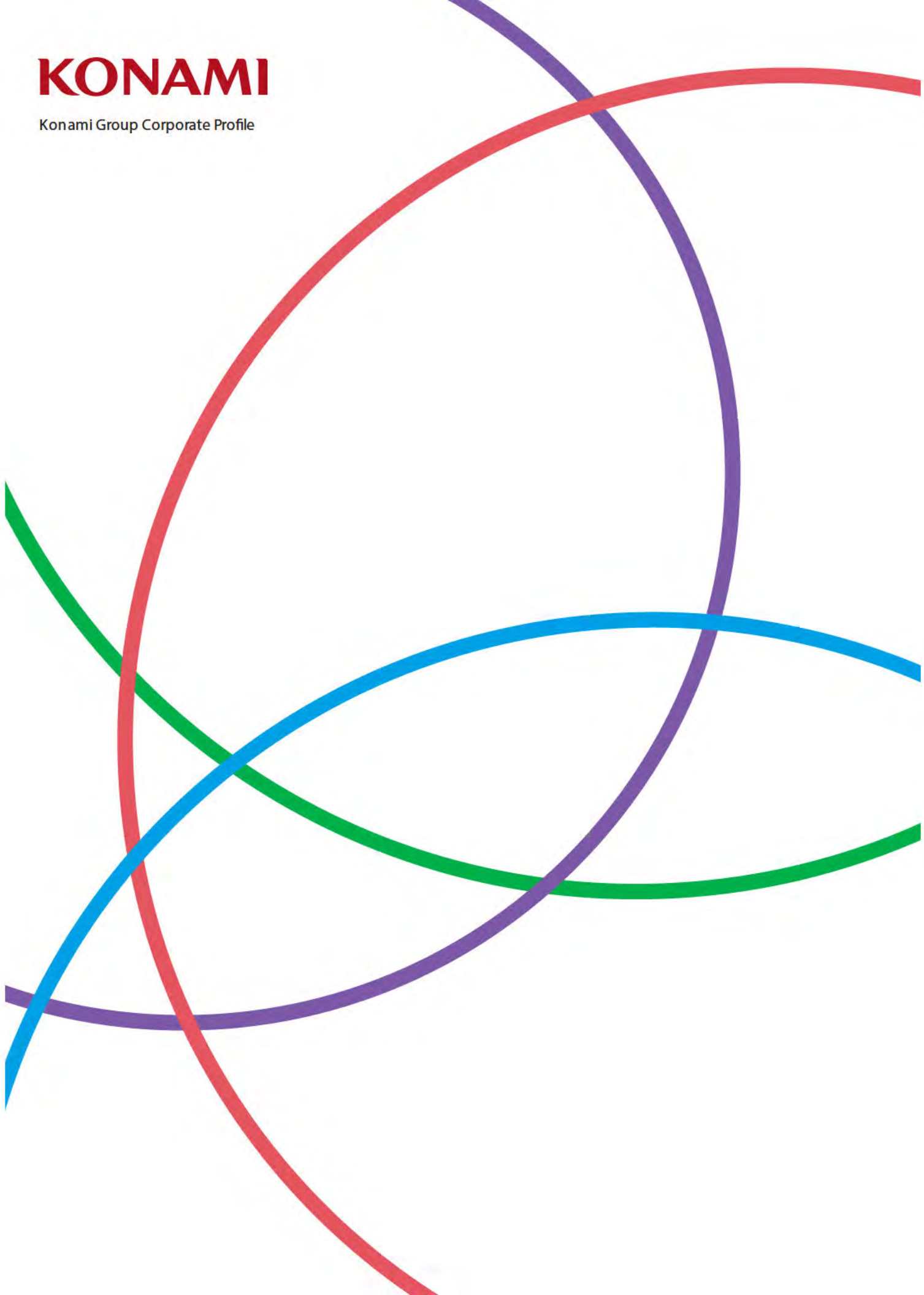
Asia • Oceania

- **Konami Digital Entertainment Limited**
Planning, production, and distribution of mobile games, computer & video games, cards, music, video contents, goods
Room Nos. 611B, 612 & 613, 6/F
Tsim Sha Tsui Centre, 66 Mody Road, Kowloon, Hong Kong
URL: www.konami.com/games/asia/en/
- **Konami Amusement (Thailand) Co.,Ltd.**
Distribution of Amusement machines and provision of related services
57 Park Ventures Ecoplex, 12th Floor Unit 1207A, Wireless Road, Lumpini, Pathumwan, Bangkok 10330, Thailand
URL: www.konami.com/amusement/asia/
- **Konami Australia Pty Ltd**
Production, manufacture and distribution of gaming machines and casino management systems
28 Lord Street, Botany, NSW, Australia 2019
URL: www.konami.com/corporate/kap/

www.konami.com

KONAMI

Konami Group Corporate Profile



President's Message



We sincerely appreciate your continued patronage of the Konami Group's products and services.

Over the decades, the Konami Group has succeeded in maintaining steady growth. It is our customers, our employees, and all those involved who have made this possible. Allow me to take this opportunity to express my sincere gratitude.

The Konami Group has pursued business opportunities in the segments of Digital Entertainment, Amusement, Gaming & Systems, and Health & Fitness, in the two business sectors of "entertainment" and "health."

We make it our mission to help build healthier lifestyles for all of our customers by providing top-quality products and services in each of these business segments.

Ever since its foundation in 1969, the Konami Group has strived to keep delivering fresh new fun and excitement, by globally providing innovative products and services that reflect the needs of the times.

The Konami Group will continue working together as one to take on new challenges while living up to your trust and expectations.

We look forward to asking for your continued support and encouragement going forward.

Takuya Kozuki
President and Representative Director
KONAMI HOLDINGS CORPORATION

Our Corporate Goal

We, the Konami Group, aim to be an enterprise that will continue to keep our stakeholders always looking forward with anticipation as we create and provide our current and future customers with products and services that offer "Valuable Time".

Konami Group:

The Guiding Principles in the Realization of Our Corporate Goal

Customer-Oriented

Our "Customer-Oriented" policy means that the customer comes first.

We will maximize our customers' satisfaction by providing them with the highest level of products and services.

Our Challenge

Our Challenge is to boldly seek to achieve goals without worrying about failure.

We will challenge every day to make creation and innovation in order to provide our customers with dreams and excitement which have never before been experienced.

Response to Change

We need to be aware of change occurring in our times.

Times are changing. Our customers' needs are also changing daily. We need to remain sensitive to the changes in our times and respond flexibly to them.

Compliance

Our action should be taken with dignity and consciousness.

Complying with laws and ethics is the first step in gaining the trust of our stakeholders. Recognizing that even a tiny error may have an adverse effect on our group, we will strive to conduct our business faithfully.

KONAMI

KONAMI HOLDINGS CORPORATION

(Holding Company)

By responding sensitively to the latest trends and consistently taking on new challenges, Konami Group has been an endless source of creativity and innovation since its establishment in 1969. In the business areas of "entertainment" and "health," we have provided customers with a diverse range of products and services through four segments: the Digital Entertainment Business, the Amusement Business, the Gaming & Systems Business, and the Health & Fitness Business. Through continuing its legacy of tirelessly taking on challenges, the Konami Group will realize new possibilities by expanding our reach over an even wider area to provide people around the globe with dreams and everyday excitement.

Digital Entertainment Business

(Japan, Americas, Europe, Asia)

We produce a wide range of products including mobile games, computer and video games and card games to provide enjoyment to customers worldwide.

Amusement Business

(Japan and , Asia)

We handle all business aspects related to amusement machines from design and production to sales.

Gaming & Systems Business

(Americas, Australia, Asia)

We design, manufacture, sell, and service gaming machines and casino management systems in the globally expanding gaming market.

Health & Fitness Business

(Japan)

We operate fitness clubs in addition to designing, manufacturing and selling fitness machines and health-related products.

Corporate Data

Corporate Profile (As of March 31, 2018)

Company Name	KONAMI HOLDINGS CORPORATION
Founded	March 21, 1969
Incorporated	March 19, 1973
Stock Exchange Listings	Tokyo, London
Headquarters	9-7-2, Akasaka, Minato-ku, Tokyo, 107-8323, Japan Tel: 81-3-5770-0573 Fax: 81-3-5412-3300
Paid-in Capital	¥47,398 million
Employees	Consolidated: 4,706
Consolidated Subsidiaries	21 companies
Web Site	www.konami.com

Directors and Audit & Supervisory Board Members (As of January 4, 2018)

Name	
Kagemasa Kozuki	Representative Director, Chairman
Takuya Kozuki	Representative Director, President
Osamu Nakano	Director
Kimihiko Higashio	Director
Satoshi Sakamoto	Director
Yoshihiro Matsuura	Director
Akira Gemma	Director (Outside)
Kaori Yamaguchi	Director (Outside)
Kimito Kubo	Director (Outside)
Shinichi Furukawa	Audit & Supervisory Board Member (Full-time)
Minoru Maruoka	Audit & Supervisory Board Member (Full-time,Outside)
Nobuaki Usui	Audit & Supervisory Board Member (Outside)
Setsuo Tanaka	Audit & Supervisory Board Member (Outside)
Hisamitsu Arai	Audit & Supervisory Board Member (Outside)

Corporate Officers (As of January 4, 2018)

Name	Scope of Responsibilities	
Osamu Nakano	Executive Vice President, Corporate Officer	Corporate Management
Kimihiko Higashio	Executive Vice President, Corporate Officer	Administration
Satoshi Sakamoto	Senior Executive Corporate Officer	Gaming & Systems Business
Hideki Hayakawa	Corporate Officer	Digital Entertainment Business
Katsunori Okita	Corporate Officer	Amusement Business
Akira Ochiai	Corporate Officer	Health & Fitness Business
Kazuhiko Uehara	Corporate Officer	Representative Director, Konami Business Expert Co., Ltd.
Junichi Motobayashi	Corporate Officer	Finance
Shinichiro Yoneyama	Corporate Officer	General Manager, General Affairs Department

Corporate Data

Stock Information (As of March 31, 2018)

	Principal Shareholders	Shares (Thousands)	% of Total
Authorized: 450,000,000 shares	The Master Trust Bank of Japan, Ltd. (Trust Account)	22,190	16.41
	Kozuki Foundation	16,750	12.39
	Kozuki Holding	15,700	11.61
Outstanding: 143,500,000 shares	Japan Trustee Services Bank, Ltd. (Trust Account)	10,612	7.85
	Kozuki Capital Corporation	7,048	5.21
	Trust & Custody Services Bank, Ltd. (Securities Investment Trust Account)	2,940	2.17
Number of Shareholders: 29,291	Sumitomo Mitsui Banking Corporation	2,017	1.49
	STATE STREET BANK WEST CLIENT - TREATY 505234	1,875	1.39
	CHASE MANHATTAN BANK GTS CLIENTS ACCOUNT ESCROW	1,812	1.34
	STATE STREET BANK AND TRUST COMPANY 505223	1,607	1.19

The above shareholding ratios are calculated after the deduction of treasury shares (8,266 thousand shares).

Digital Entertainment Business

The Digital Entertainment Business carries out multifaceted development where one game brand is converted into such multiple products as mobile games, computer and video games, and card games by leveraging IT technology and networks, with the goal of bringing the enjoyment to ever more customers. We also strive to create heightened synergies within the Konami Group, through the shared utilization of a rich array of our proprietary content with other businesses.

In addition, we actively promote global development for markets worldwide, dedicating our efforts to the creation of products that customers around the world can enjoy in various settings.



Multi Device Development

KONAMI promotes business operations in a way that maximizes its varied lineup of content that has been loved by customers for decades. Through developing our proprietary content into products for a multitude of devices, we provide services that are tailored to meet diversifying needs and lifestyles of customers.

In an ever-enriching environment in which customers enjoy games thanks to high-performing devices, KONAMI makes every effort to deliver whole new entertaining experiences that capture the imaginations of customers by offering a wide range of products ranging from casual to high-end games.

JIKKYOU PAWAFURU PUROYAKYU Series

The JIKKYOU PAWAFURU PUROYAKYU series has been much loved by fans for more than two decades since its first release, and is now considered a flagship KONAMI baseball title. The series has been multilaterally developed into a variety of products ranging from console to mobile games. By tapping into the production expertise gained from the development of the series, we have produced an array of titles, including the realistic action baseball game of the PROFESSIONAL BASEBALL SPIRITS series.



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Digital Entertainment Business

Winning Eleven Series

Pro Evolution Soccer series has been released in the global market since it began on consoles in 1995, and has been enjoying an excellent reputation for its wide range of game designs, including action soccer, club management, and card collection. Through the series, we continue to deliver the sheer joy of soccer to sports fans all over the world.

PES



PES 2017 -Pro Evolution Soccer

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PES CLUB MANAGER

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WORLD SOCCER COLLECTION S

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METAL GEAR Series

The METAL GEAR series founded the stealth game genre with its gameplay style of having the main characters avoid combat as they infiltrate enemy territory on solo missions. Since the first appearance as a PC game in 1987, the series' engrossing story and cinematic presentation have led to high acclaim both domestically and overseas.



©Konami Digital Entertainment



©1996 KAZUKI TAKAHASHI
©2014 NAS-TV TOKYO

Yu-Gi-Oh! Series

"Yu-Gi-Oh!" is a popular manga by Kazuki Takahashi that was serialized in SHUEISHA Inc.'s Weekly Shonen Jump magazine from 1996. Ever since KONAMI released the first video game based on "Yu-Gi-Oh!" anime series in 1998, the series, including the trading card game, is still enjoyed by countless customers worldwide.

Amusement Business

Through our Amusement Business, we handle research, design, production, and sales of amusement machines.

We make it our mission to fully utilize the entertainment experience gained over the years throughout Konami Group, to provide appealing products that will please our customers at amusement facilities.



Amusement Machines




KONAMI's amusement machines continue to raise customer expectations by offering new forms of entertaining experiences ever since it started the music game boom, and creating new value through online services.

Amusement machines are now a form of leisure, attracting a broad age demographic with diversified needs. By leveraging the expertise gained throughout KONAMI's history, we remain committed to delivering products and services that are packed with fun and excitement.



Amusement Business

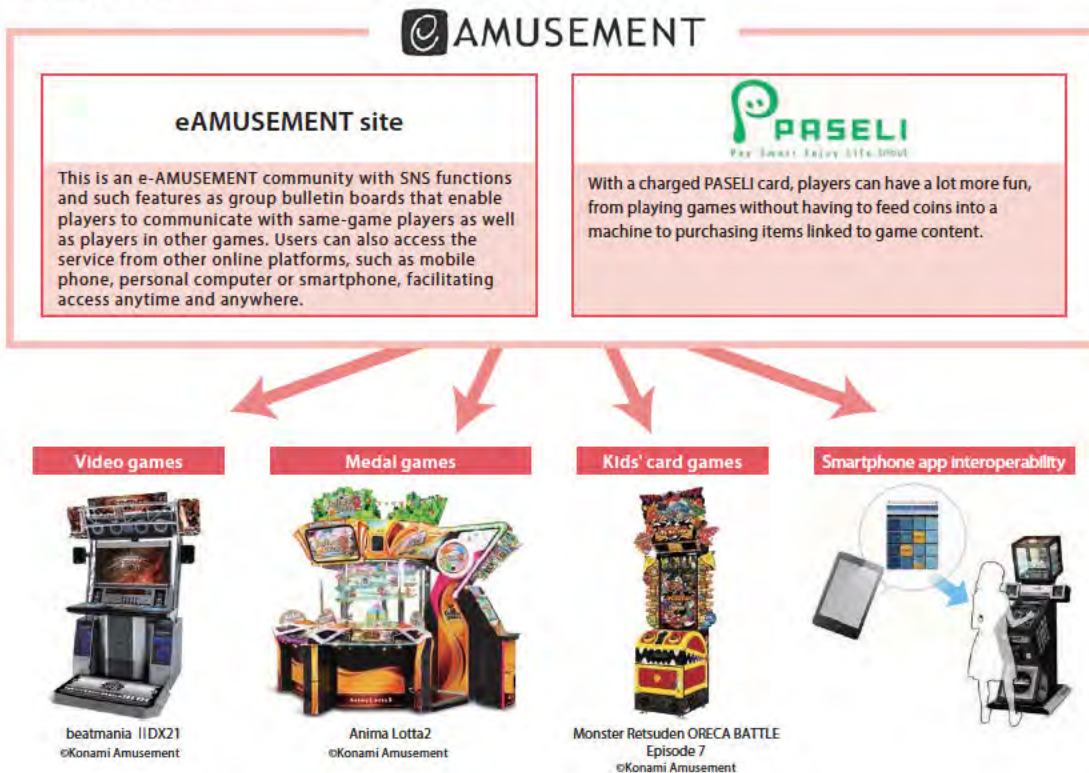
Multi-faceted Development of KONAMI Content in Amusement Machines

<p>MAH-JONG FIGHT CLUB series</p>  <p>SENGOKU COLLECTION series</p> 	<p>MAH-JONG FIGHT CLUB</p> <p>Ultimate mahjong pachislot (pachinko slot machine) game delivering hands with each roll of the main reel!</p>  <p>Tremendously popular arcade game MAH-JONG FIGHT CLUB evolves to pachislot platform. A total of 22 professional mahjong players appear in this platform, battling it out with the player. Fight Club Rush changes number of ART (assisted replay) initial-stage games by winning hand. Feel the height of supremacy, with double accessory blue dragon and V-hand!</p> <p>SENGOKU COLLECTION</p> <p>KONAMI's super-popular mobile game transferred onto pachislot platform.</p>  <p>Major action, vividly rendered. Starring highly charismatic Nobunaga and other military commanders of the Sengoku (Warring States) Period, divided into friends and foes!</p>  <p>Mugenjo Rush—scenario-style assisted mode giving highest net increase in tokens for a No. 5 machine. Featuring Ura Mugenjo Rush—in the seven-match win probability round sure to get excitement level rising—and Utage (Banquet) mode in the surprise bonus round. Platinum specs originated right here!</p>
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“e-AMUSEMENT”service

KONAMI develops a large number of game machines and services that promote person-to-person communication using e-AMUSEMENT.

We intend to propose new services and to make the arcade experience more fun than ever with e-AMUSEMENT.



Gaming & Systems Business

Gaming Machines with Entertainment Value that Customers Love

The Gaming & Systems segment manufactures, distributes, and services gaming machines and casino management systems for the casino market. We cater to demand by providing gaming machines with outstanding reliability, technological innovation, and entertainment value that customers love.



The slot machine containing a skill-based feature that enables players' technology intervention based on the BEMANI series of music genre games "Beat Square"

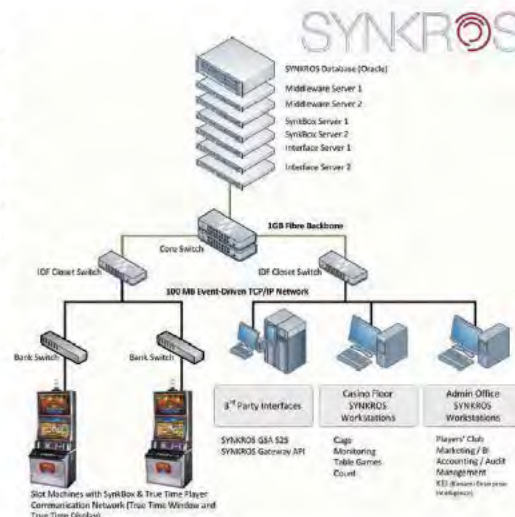


The multi-station horse racing game with a model track "Fortune Cup"

North American casino operators are for the most part driving globalization by making forays into markets worldwide to tap the vigorous growth expected in new markets in Asia, Europe, and South America. In response to the globalization of gaming markets, KONAMI has developed a production and sales system centered on operating bases in North America and Australia that provides a stable supply of high-quality products and services to gaming markets worldwide.

Utilizing Information Technology: SYNKROS

Our new SYNKROS system makes it possible for casino operators to manage slot machine information, customer information, and accounting at casinos on-site and in real time. This system represents the evolution of our previous Konami Casino Management System (KCMS), and provides stable information management using a more advanced network. In addition to managing slot machine and table game information and player information at casinos, casino operators can use the SYNKROS database to integrate and develop entire floors with slot machines incorporating different themes and levels of difficulty. Moreover, casino operators can make use of SYNKROS as a marketing tool to analyze accumulated data.



Gaming & Systems Business

KONAMI Obtained Licenses

States, Provinces and Territories to Have Issued Gaming and Product Licenses to KONAMI (As of April 30, 2018)

Konami has obtained gaming licenses (manufacture, distribution) in 37 states of the U.S.A. and 8 provinces of Canada. Konami is also approved by all states and territories in Australia and is expanding the gaming business into other areas under license.

North America (U.S.A. and Canada)



Approved by 45 states, provinces and territories



Oceania (Australia and New Zealand)



Australia: Approved by all states and territories



New Zealand: Obtained product licenses



Other (Asia and Africa)



Approved in Singapore



Approved by some provinces in South Africa

Health & Fitness Business

Expanding the Horizons of the Health and Fitness business

In the Health and Fitness business, we develop and operate Konami Sports Club facilities, and operate various sports facilities on behalf of municipalities and public corporation across Japan. We also design, manufacture and sell fitness machines as well as health products.

In addition, we provide outsourcing services, such as health and fitness advisory programs to corporate clients and regional support programs, develop health-related products, sell licenses, as well as plan and hold a variety of sports event.



Total Health Partner

We, at Konami Sports Club, strive to support healthy lifestyles for customers as a “Total Health Partner.” Not only do we support exercises at our fitness facilities, but we also aim to be the one relied on most by our customers for good health through various services, while each member of our staff becomes a concierge—a provider of good health advice.

Sports Promotion and Activities

Since we established our in-house sports team, we have created an environment that enables team members to train for and participate in sports events while holding a job.

This support has now produced athletes who compete successfully at world events from the Konami Sports Gymnastics and Swimming Teams, and we make continued efforts to develop the skills of the athletes. Our athletes also take part in various events held at Konami Sports Club facilities around Japan, including exercise classes, swimming competitions and others, with the goal of conveying the fun and joy of sports to everyone.

In addition to such activities, we strive to promote sports, and foster greater interest as well as wider participation in competitive sports, through such as the “KONAMI OPEN Competitive Swim Meet” (Tokyo Tatsumi International Swimming Center), a leading national swim meet that allows swimmers of all ages to compete at the same venue—from elementary school children to athletes who represent Japan on the world stage.



Konami Sports Clubs—Places Where “You Can Continue”

In response to customer requests for easier ways to access services and maintain an exercise schedule and for more customized menus, Konami Sports Club facilities offer pricing plans that enables customers to select suitable options based on their personal usage frequency and the facilities they wish to use. With the membership system unique to Konami Sports Club facilities, we support healthier lifestyles for customers in a sustainable way, which suitably corresponds to the rhythm of their daily life.

Feeling like you're not getting your money's worth from membership?
No more!

Select from 4 Pricing Plans
Based on Usage Frequency



Want to exercise, even on a business trip?
No problem!

Anywhere in Japan



Available anywhere in Japan,
including facilities near your home or office

Advice Sheets to combine exercise goals and frequency of visits.
At your service!



A Variety of Menus to Help Build Good Health

Konami Sports Club facilities offer an array of programs, including personal programs with a fitness trainer on a one-on-one basis (e.g. aerobics, dance-based program) and fitness programs (e.g. yoga, Pilates), which enables customers to stay on track with their fitness goals, all in a fun way.



In addition to programs, such as OyZ for the over-60 generation, and golf, swimming and other sports-specific classes for adults, Konami Sports Club facilities run Undo-iyuku, an after-school club for children, where the emphasis is on improving physical condition and developing teamwork skills through a wide range of sports, including swimming, gymnastics, dance, golf, tennis and soccer.

Sharing Good Health Know-how Across Japan

By drawing on a wealth of expertise accumulated over years of sports club operation, we continue to expand services that help everyone build better health under the concept of “you can continue,” which is so vital in achieving and maintaining good health.

Web Video Series “Konami Methods Matome”



Home Fitness Bike AEROBIKE S-BODY



Corporate History (1969-1998)

Mar. 1969	Kagemasa Kozuki (current Chairman of the Board) founded his business.
Mar. 1973	KONAMI INDUSTRY CO., LTD (1 million yen in capital) was established and began manufacturing amusement machines for arcades.
Feb. 1974	Capital increased to 4 million yen.
Sep. 1975	Capital increased to 10 million yen.
Oct. 1978	Capital increased to 20 million yen.
Jan. 1979	KONAMI started to export products to the United States.
Dec.	Capital increased to 40 million yen.
May 1980	Headquarters moved to newly constructed office building in Osaka.
Mar. 1981	The KONAMI logo was established.
Mar. 1982	KONAMI received an investment from Osaka Small and Medium Business Investment & Consultation Co., Ltd. and increased its capital to 120 million yen. Headquarters moved to Osaka Ekimae Daiyon Building in Kita-ku, Osaka.
Oct.	KONAMI expanded into the PC game business.
Nov.	Konami of America, Inc. (currently Konami Digital Entertainment, Inc.) was established in the United States.
Nov. 1983	Capital increased to 300 million yen.
Dec.	KONAMI expanded into the MSX game business.
Mar. 1984	The new Technology Development Center building was established in Osaka.
May	Konami Ltd. (currently Konami Digital Entertainment B.V.) was established in the United Kingdom.
Oct.	KONAMI was listed on the Second Section of the Osaka Securities Exchange (specially designated stocks in the second section). Capital increased to 2,940 million yen.
Dec.	Konami GmbH (currently Konami Digital Entertainment B.V) was established in Germany. KONAMI expanded into the Nintendo ENTERTAINMENT SYSTEM (called "FAMILY COMPUTER" in Japan) game business.
Nov. 1985	Capital increased to 5,227 million yen.
Aug. 1986	A new corporate identity was introduced. The new KONAMI logo was established. Headquarters moved to the newly constructed Konami Software Development Building in Chuo-ku, Kobe.
Oct.	The new Production Control Department and Distribution Center was established in Osaka.
Nov.	Capital increased to 8,095 million yen.
Dec. 1987	Konami Kosan Co., Ltd. (currently Konami Real Estate, Inc.) was established.
Feb. 1988	KONAMI was listed on the Second Section of the Tokyo Stock Exchange.
Aug.	KONAMI was listed on the First Section of the Tokyo Stock Exchange and the Osaka Securities Exchange.
May 1991	Konami Technology Development Center (currently Kobe Technical Center) was established in Nishi-ku, Kobe.
Jun.	KONAMI INDUSTRY CO., LTD. changed its trade name to KONAMI CO., LTD.
Sep. 1992	KONAMI expanded into the pachislot & pachinko machines business, creating LCD games for Pachinko machines.
Apr. 1993	Headquarters moved to Minato-ku, Tokyo.
Aug. 1994	The Tokyo Technical Center was established in Zama, Kanagawa.
Sep.	Konami (Hong Kong) Limited (currently Konami Digital Entertainment Limited) was established in Hong Kong.
Jan. 1995	The Kobe Building in Chuo-ku, Kobe was damaged due to the Great Hanshin-Awaji Earthquake.
Nov. 1996	US holding company, Konami Corporation of America was established. Konami Australia Pty Ltd was established in Australia.
Jan. 1997	Konami Gaming, Inc. was established in the United States.
Mar.	Capital increased to 11,892million yen. The Amusement Machine Division Plant (merged with the current Kobe Technical Center) was established in Nishi-ku, Kobe.
Oct.	KONAMI expanded into the Australian gaming machines market.
Nov.	KONAMI was listed on the Stock Exchange of Singapore. European holding company, Konami Europe B.V. (currently Konami Digital Entertainment B.V.) was established in the Netherlands.
Mar. 1998	Capital increased to 12,020million yen.
Oct.	The KONAMI logo was changed from italics to plain text.

Corporate History (1999-2014)

Feb. 1999	KONAMI entered into the card game business.
Mar.	Capital increased to 13,014million yen.
Sep.	KONAMI was listed on the London Stock Exchange.
Dec.	The registered office of KONAMI was transferred from Chuo-ku, Kobe to Minato-ku, Tokyo.
Jan. 2000	KONAMI became the first Japanese company to enter the world's largest gaming machines market in the United States.
Mar.	Capital increased to 15,793million yen.
Jul.	The corporate name was changed from KONAMI CO., LTD. to KONAMI CORPORATION.
Nov.	KONAMI announced a new type of financial product called "Game Fund Tokimeki Memorial".
Feb. 2001	PEOPLE CO., LTD. (currently Konami Sports Club Co., Ltd.), became a KONAMI subsidiary through a friendly TOB (take over bid) and KONAMI expanded into the Health & Fitness business.
Mar.	Capital increased to 47,399 million yen.
Aug.	Acquired capital in Hudson Soft Company, Limited, making it an affiliated company.
Mar. 2002	KONAMI launched e-AMUSEMENT (an online service for arcade machines).
Apr.	KONAMI's sports venues assumed the new title of "Konami Sports Club".
Aug.	Headquarters moved to the Marunouchi Building in Chiyoda-ku, Tokyo.
Sep.	KONAMI was listed on the New York Stock Exchange.
Apr. 2003	KONAMI introduced a new logo on the occasion of the 30th anniversary of the company's establishment.
Oct.	KONAMI was added to the Nikkei Stock Average (Nikkei 225).
Jun. 2005	The new office and production facility for gaming machines was built in Las Vegas, Nevada, United States.
Feb. 2006	Internet Revolution, Inc. was established as a joint venture company with Internet Initiative Japan Inc.
Mar.	Konami Digital Entertainment Co., Ltd. was newly established to take over KONAMI's digital entertainment business and KONAMI CORPORATION shifted to a pure holding company.
Aug.	KPE, Inc. started distributing pachislot machines.
Apr. 2007	Headquarters moved to Tokyo Midtown in Minato-ku, Tokyo.
Aug. 2008	Three athletes from Konami Sports Club Gymnastic and Swimming Team represented Japan's national squad in the 29th Olympic Games (2008/Beijing), winning medals in top places.
Sep.	KONAMI entered into a licensing agreement with the Union of European Football Associations (UEFA) to produce and sell football (soccer) games.
Sep. 2010	KONAMI expanded distribution of its mobile games.
Nov.	KONAMI introduced "e-AMUSEMENT Participation".
Jan. 2011	KONAMI made ABILIT CORPORATION (currently TAKASAGO ELECTRIC INDUSTRY CO., LTD.) a wholly-owned subsidiary through a share exchange.
Sep.	KONAMI acquired land accompanied by a building in Ichinomiya, Aichi (currently the Konami Group Ichinomiya Office).
Dec.	Konami Digital Entertainment Co., Ltd. was selected as a recipient of a Thomson Reuters 2011 Top 100 Global Innovator Award.
Mar. 2012	Konami Digital Entertainment Co., Ltd. absorbed Hudson Soft Company, Limited.
Jun.	Takuya Kozuki assumed the position of President and Representative Director of KONAMI CORPORATION.
Jul.	Four athletes from Konami Sports Club Gymnastic and Swimming Team represented Japan's national squad in the 30th Olympic Games (2012/London), winning a total of 6 medals including the gold medal in the men's individual all-around gymnastics event.
Apr. 2013	Konami Digital Entertainment B.V. was relocated in Windsor, U.K., as the European headquarters.
Jun.	KONAMI acquired land for Konami Creative Center Ginza in Chuo-ku, Tokyo.
Oct.	The groundbreaking ceremony for the second Gaming & Systems Business Factory was held in Las Vegas, Nevada, United States.
Jan. 2014	KONAMI was selected for inclusion in the "JPX-Nikkei Index 400."
Jun.	TAKASAGO ELECTRIC INDUSTRY CO., LTD. began sales of pachinko machines.
Oct.	KONAMI celebrated its 30th listing anniversary on the stock exchange in Japan.

Corporate History (2015-2018)

Mar. 2015	Konami Business Expert Co., Ltd. was established.
Sep.	The second Gaming & Systems Business Factory was established in Las Vegas, Nevada, United States.
Oct.	KONAMI CORPORATION changed its trade name to KONAMI HOLDINGS CORPORATION.
Oct.	Konami Sports Life Co., Ltd. was newly established to take over a part of Konami Sports & Life Co., Ltd.'s business, including development, manufacture and sales of health and fitness machines and products.
Oct.	Konami Sports & Life Co., Ltd. changed its trade name to Konami Sports Club Co., Ltd.
Aug. 2016	Six athletes from Konami Sports Club Gymnastics and Swimming Teams represented Japan's national squad in the 31st Olympic Games (2016/Rio de Janeiro), winning a total of 5 medals including the gold medal in the men's team all-around gymnastics event.
Nov.	KONAMI carried out a business restructuring of group companies, in the course of which Konami Amusement Co., Ltd. was established.
Aug. 2017	Konami Digital Entertainment Co., Ltd. held the Japanese eSports competition "Pawapuro Championships 2017" as an officially recognized tournament of Nippon Professional Baseball (NPB).
Jan. 2018	KONAMI AMUSEMENT (THAILAND) CO., LTD., the local subsidiary in the Kingdom of Thailand, was established.

Consolidated Financial Highlights (IFRS)

KONAMI HOLDINGS CORPORATION and Consolidated Subsidiaries
Years ended March 31, 2017

CONSOLIDATED PERFORMANCE

Consolidated Profit or Loss Data	Yen in Millions (Except per share data)		
	2015	2016	2017
Total revenue	¥218,157	¥249,902	¥229,922
Operating profit	15,305	24,679	36,359
Profit attributable to owners of the parent	9,918	10,516	25,951
Basic profit for the year per share (yen)	71.55	76.44	191.89
Cash dividends per share* (yen)	21.00	23.00	58.00

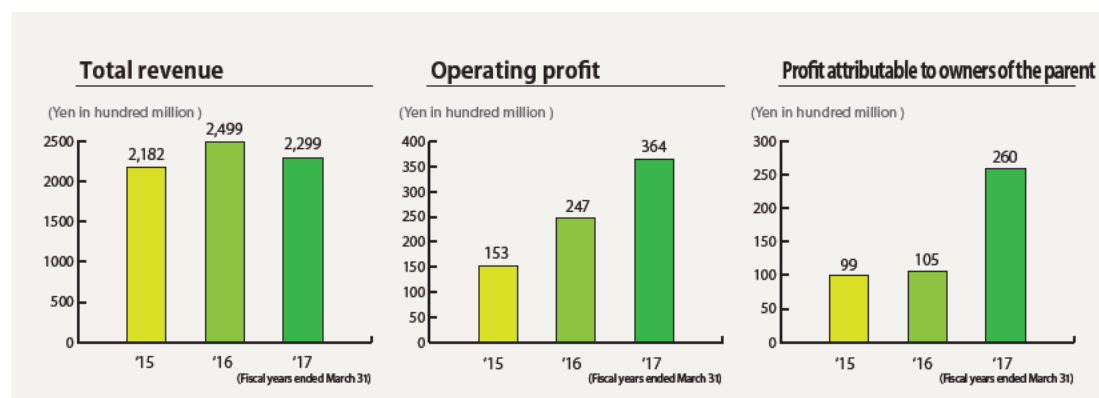
*Cash dividends per share consist of an interim dividend paid during the year, as well as a year-end dividend to be paid after March 31.

Total revenue by business segment

	2016	2017
Digital Entertainment	¥115,037	¥105,573
Amusement	29,779	25,342
Gaming & Systems	34,284	31,251
Health & Fitness	71,286	68,648

Consolidated Financial Position Data

	2015	2016	2017
Total current assets	¥116,373	¥154,235	¥174,948
Total assets	311,592	328,187	337,144
Total current liabilities	51,599	61,493	56,848
Total non-current liabilities	41,494	53,219	45,106
Total equity	218,499	213,475	235,192



Corporate Social Responsibility Initiatives

Basic Policy

As a good corporate citizen, the Konami Group has designated making positive contributions to society a core management policy and takes the initiative to fulfill its corporate social responsibilities across the entire Group.

Seven core subjects CSR activities utilizing JIS Z 26000 (Handbook on Social Responsibility, Japan Standards Association)

Administration

▶ Corporate governance

The Konami Group's basic management policy is to "value shareholders," "maintain sound relationships with all stakeholders, including our shareholders, and contribute to society as a good corporate citizen." We believe that open and transparent management is fundamental to ensuring the integrity of this basic philosophy. That is why robust corporate governance has been a priority of our management.



Fair Business Activity

- ▶ Protecting personal information
- ▶ Earning "PrivacyMark" certification
- ▶ Response to conflict minerals
- ▶ Prohibition of bribes to public and other officials



The Konami Group strives to ensure fair business practices based on high ethical standards. Toward this end, efforts are made to ensure thorough compliance and to reinforce measures to keep information secure, as well as approaches to promote appropriate business transactions based on the laws and regulations in force.

Human Rights

▶ Promoting diversity

Securing and cultivating human resources who are able to operate globally are essential to carrying out our business on the world stage. To achieve this, we hire employees of many nationalities regardless of sex, age, or culture, and place a particular emphasis on creating global workplaces. While recognizing the positive aspects of Japanese-style management, we will continue to promote further diversity going forward.



Customer Relations

- ▶ Quality control
- ▶ Customer satisfaction



Based on our corporate principles of "compliance" and being "customer-oriented" we make it our mission to provide customers with safe products and services, and strive to enhance quality from a customer perspective. We have set up many contact points for customer inquiries, with the aim of enhancing products and services in a way that will satisfy customers. Through these contact points, we strive to improve our products and services while promptly responding to customer feedback and inquiries.

Better Work Environment

- ▶ Human resource development
- ▶ Supporting diverse work approaches
- ▶ KONAMI Family Day
- ▶ Workplace safety and maintenance
- ▶ Promoting hiring



Staff development is essential to Konami's growth, and we are proactively working to cultivate human resources. Despite our market environment being subject to trends and drastic changes, we regard compliance and adhering to our corporate principles as important among all employees, and will continue to emphasize and instill these principles going forward.

Community Assistance

- ▶ Culture and learning
- ▶ Social support through games
- ▶ Support for the elderly
- ▶ Regional initiatives
- ▶ Social welfare
- ▶ Sports & Sponsorships
- ▶ supporting CPR/AED
- ▶ Konami Group Support for the Great East Japan Earthquake Relief Efforts



Through the forte services and businesses of the Konami Group, we will strive to engage in community activities matched to the times and social needs and grow with local communities by building strong relationships between us.

Environmental Preservation

▶ Environmental Preservation Measures

Konami Group recognizes that addressing environmental issues including global warming is crucial to our survival as a company. In addition to striving to minimize the environmental impact of our corporate activities, we are utilizing Group strengths to work together with customers in a wide range of environmental protection activities.



Please refer to the following website for more information.

<https://www.konami.com/socialsupport/en>

Group Companies (As of May 10, 2018)

Group Companies (Business Segment)

Digital Entertainment Segment

- **Konami Digital Entertainment Co., Ltd.**
Planning, production and distribution of mobile games, computer & video games, cards, music, videos/dvds, goods
9-7-2, Akasaka, Minato-ku, Tokyo 107-8324, Japan
URL: www.konami.com/games/corporate/en/

Amusement Segment

- **Konami Amusement Co., Ltd.**
Production, manufacture and sale of amusement machines
1, Ikejiri, Takata, Ichinomiya, Aichi 491-0125, Japan
URL: www.konami.com/amusement/corporate/en/

Gaming & Systems Segment

- **Konami Gaming, Inc.**
Production, manufacture and distribution of gaming machines and casino management systems
585 Konami Circle, Las Vegas, NV 89119, USA
URL: www.konami.com/gaming/corporate/Home.aspx
- **Konami Australia Pty Ltd**
Production, manufacture and distribution of gaming machines and casino management systems
28 Lord Street, Botany, NSW, Australia 2019
URL: www.konami.com/corporate/kap/

Health & Fitness Segment

- **Konami Sports Club Co., Ltd.**
Operation and management of sports clubs and services of health and fitness solutions
4-10-1, Higashi-Shinagawa, Shinagawa-ku, Tokyo 140-0002, Japan
URL: www.konami.com/sportsclub/
- **Konami Sports Life Co., Ltd.**
Development, manufacture and sales of health and fitness machines and products that provide a wide range of health and fitness solutions
1-1, Higashihara 5-chome, Zama City, Kanagawa 252-0004, Japan
URL: www.konami.com/corporate/ksl/

Other Businesses

- **Konami Business Expert Co., Ltd.**
Shared services company of Konami Group in Japan
9-7-2, Akasaka, Minato-ku, Tokyo 107-8326, Japan
- **Internet Revolution, Inc.**
Development and operation of internet services and systems
9-7-2, Akasaka, Minato-ku, Tokyo 107-8342, Japan
URL: www.i-revo.jp
- **KME Co., Ltd.**
Management of music copyright and related operations for the Konami Group
9-7-2, Akasaka, Minato-ku, Tokyo 107-8346, Japan
- **Konami Real Estate, Inc.**
Real estate agency of Konami Group
9-7-2, Akasaka, Minato-ku, Tokyo 107-8326, Japan

Group Companies (Overseas)

United States

- **Konami Corporation of America**
U.S.-based holding company
2381 Rosecrans Avenue, Suite 200, El Segundo, CA 90245-4922, USA
- **Konami Digital Entertainment, Inc.**
Planning, production, and distribution of mobile games, computer & video games, arcade games, cards, music, videos/dvds, goods, books, and magazines
2381 Rosecrans Avenue, Suite 200, El Segundo, CA 90245-4922, USA
URL: www.konami.com/games/us/en/
- **Konami Gaming, Inc.**
Production, manufacture and distribution of gaming machines and casino management systems
585 Konami Circle, Las Vegas, NV 89119, USA
URL: www.konami.com/gaming/corporate/Home.aspx
- **4K Media Inc.**
Licensing Management
53 West 23rd St., 11th Floor, New York, NY 10010 USA

Europe

- **Konami Digital Entertainment B.V.**
Planning, production, and distribution of mobile games, computer & video games, music, videos/dvds, books, and magazines
14-16 Sheet Street, Windsor SL4 1BG, United Kingdom
URL: www.konami.com/games/eu/en/

Asia • Oceania

- **Konami Digital Entertainment Limited**
Planning, production, and distribution of computer & video games, arcade games, cards, goods
Room Nos. 611B, 612 & 613, 6/F
Tsim Sha Tsui Centre, 66 Mody Road, Kowloon, Hong Kong
URL: www.konami.com/games/asia/en/
- **Konami Amusement (Thailand) Co., Ltd.**
Distribution of arcade games, mobile games, computer & video games, cards, music, videos/dvds and goods, and provision of related services
57 Park Ventures Ecoplex, 12th Floor Unit 1207A, Wireless Road, Lumpini, Pathumwan, Bangkok 10330, Thailand
URL: www.konami.com/amusement/asia/
- **Konami Australia Pty Ltd**
Production, manufacture and distribution of gaming machines and casino management systems
28 Lord Street, Botany, NSW, Australia 2019
URL: www.konami.com/corporate/kap/

www.konami.com

KONAMI

Konami Group Corporate Profile



President's Message



We sincerely appreciate your continued patronage of the Konami Group's products and services.

Over the decades, the Konami Group has succeeded in maintaining steady growth. It is our customers, our employees, and all those involved who have made this possible. Allow me to take this opportunity to express my sincere gratitude.

In March 2016, KONAMI CORPORATION celebrated 10 years since transitioning to a pure holding company structure, and seeking to utilize this opportunity to ensure that stakeholders have a clear understanding of the company's position, management opted to change the company name from KONAMI CORPORATION to KONAMI HOLDINGS CORPORATION.

Ever since its foundation in 1969, the Konami Group has pursued business activities in several main segments, including Digital Entertainment, Health & Fitness, and Gaming & Systems, through its operating companies.

We make it our mission to help build healthier lifestyles for all of our customers by providing top-quality products and services in each of these business segments.

The Konami Group will continue working together as one to take on new challenges while living up to your trust and expectations.

Takuya Kozuki
President and Representative Director
KONAMI HOLDINGS CORPORATION

Our Corporate Goal

We, the Konami Group, aim to be an enterprise that will continue to keep our stakeholders always looking forward with anticipation as we create and provide our current and future customers with products and services that offer "Valuable Time".

Konami Group: The Guiding Principles in the Realization of Our Corporate Goal

Customer-Oriented

Our "Customer-Oriented" policy means that the customer comes first.

We will maximize our customers' satisfaction by providing them with the highest level of products and services.

Our Challenge

Our Challenge is to boldly seek to achieve goals without worrying about failure.

We will challenge every day to make creation and innovation in order to provide our customers with dreams and excitement which have never before been experienced.

Response to Change

We need to be aware of change occurring in our times.

Times are changing. Our customers' needs are also changing daily. We need to remain sensitive to the changes in our times and respond flexibly to them.

Compliance

Our action should be taken with dignity and consciousness.

Complying with laws and ethics is the first step in gaining the trust of our stakeholders. Recognizing that even a tiny error may have an adverse effect on our group, we will strive to conduct our business faithfully.

KONAMI

KONAMI HOLDINGS CORPORATION
(Holding Company)

By responding sensitively to the latest trends and consistently taking on new challenges, Konami Group has been an endless source of creativity and innovation since its establishment in 1969. In the business areas of "entertainment" and "health," we have provided customers with a diverse range of products and services through four segments: the Digital Entertainment Business, the Health & Fitness Business, the Gaming & Systems Business, and the Amusement Business. Through continuing its legacy of tirelessly taking on challenges, the Konami Group will realize new possibilities by expanding our reach over an even wider area to provide people around the globe with dreams and everyday excitement.

Digital Entertainment Business

(Japan, Americas, Europe, Asia)

We produce a wide range of products including mobile games, computer and video games and card games to provide enjoyment to customers worldwide.

Health & Fitness Business

(Japan)

We operate fitness clubs in addition to designing, manufacturing and selling fitness machines and health-related products.

Gaming & Systems Business

(Americas, Australia, Asia)

We design, manufacture, sell, and service gaming machines and casino management systems in the globally expanding gaming market.

Amusement Business

(Japan and , Asia)

We handle all business aspects related to arcade games, pachinko and pachislot machines from design and production to sales.

Corporate Data

Corporate Profile (As of March 31, 2017)

Company Name	KONAMI HOLDINGS CORPORATION
Founded	March 21, 1969
Incorporated	March 19, 1973
Stock Exchange Listings	Tokyo, London
Headquarters	9-7-2, Akasaka, Minato-ku, Tokyo, 107-8323, Japan Tel: 81-3-5770-0573 Fax: 81-3-5412-3300
Paid-in Capital	¥47,398 million
Employees	Consolidated: 4,606
Consolidated Subsidiaries	21 companies
Web Site	www.konami.com

Directors and Audit & Supervisory Board Members (As of June 28, 2017)

Name	
Kagemasa Kozuki	Representative Director, Chairman
Takuya Kozuki	Representative Director, President
Osamu Nakano	Director
Satoshi Sakamoto	Director
Kimihiko Higashio	Director
Yoshihiro Matsuura	Director
Akira Gemma	Director (Outside)
Kaori Yamaguchi	Director (Outside)
Kimito Kubo	Director (Outside)
Shinichi Furukawa	Audit & Supervisory Board Member (Full-time)
Minoru Maruoka	Audit & Supervisory Board Member (Full-time, Outside)
Nobuaki Usui	Audit & Supervisory Board Member (Outside)
Setsuo Tanaka	Audit & Supervisory Board Member (Outside)
Hisamitsu Arai	Audit & Supervisory Board Member (Outside)

Corporate Officers

Name	Scope of Responsibilities	
Osamu Nakano	Executive Vice President, Corporate Officer	Corporate Management
Satoshi Sakamoto	Senior Executive Corporate Officer	Gaming & Systems Business
Kimihiko Higashio	Corporate Officer	Administration
Hideki Hayakawa	Corporate Officer	Digital Entertainment Business
Akira Ochiai	Corporate Officer	Health & Fitness Business
Katsunori Okita	Corporate Officer	Amusement Business
Kazuhiko Uehara	Corporate Officer	Representative Director, Konami Business Expert Co., Ltd.
Junichi Motobayashi	Corporate Officer	Finance
Shinichiro Yoneyama	Corporate Officer	General Manager, General Affairs Department

Corporate Data

Stock Information (As of March 31, 2017)

	Principal Shareholders	Shares (Thousands)	% of Total
Authorized: 450,000,000 shares	The Master Trust Bank of Japan, Ltd. (Trust Account)	19,531	14.44
	Kozuki Foundation	16,750	12.39
	Kozuki Holding	15,700	11.61
Outstanding: 143,500,000 shares	Japan Trustee Services Bank, Ltd. (Trust Account)	9,767	7.22
	Kozuki Capital Corporation	7,048	5.21
	Trust & Custody Services Bank, Ltd. (Securities Investment Trust Account)	3,252	2.40
Number of Shareholders: 32,251	Sumitomo Mitsui Banking Corporation	2,017	1.49
	Goldman Sachs Japan Co. Ltd.	2,000	1.48
	Japan Trustee Services Bank, Ltd. (Trust Account 5)	1,637	1.21
	BNP Paribas Securities (Japan) Ltd.	1,572	1.16

The above shareholding ratios are calculated after the deduction of treasury shares (8,263 thousand shares).

Digital Entertainment Business

The Digital Entertainment Business carries out multifaceted development where one game brand is converted into such multiple products as mobile games, computer and video games, and card games by leveraging IT technology and networks, with the goal of bringing the enjoyment to ever more customers. We also strive to create heightened synergies within the Konami Group, through the shared utilization of a rich array of our proprietary content with other businesses.

In addition, we actively promote global development for markets worldwide, dedicating our efforts to the creation of products that customers around the world can enjoy in various settings.



Multi Device Development

KONAMI promotes business operations in a way that maximizes its varied lineup of content that has been loved by customers for decades. Through developing our proprietary content into products for a multitude of devices, we provide services that are tailored to meet diversifying needs and lifestyles of customers.

In an ever-enriching environment in which customers enjoy games thanks to high-performing devices, KONAMI makes every effort to deliver whole new entertaining experiences that capture the imaginations of customers by offering a wide range of products ranging from casual to high-end games.

JIKKYOU PAWAFURU PUROYAKYU Series

The JIKKYOU PAWAFURU PUROYAKYU series has been much loved by fans for more than two decades since its first release, and is now considered a flagship KONAMI baseball title. The series has been multilaterally developed into a variety of products ranging from console to mobile games. By tapping into the production expertise gained from the development of the series, we have produced an array of titles, including the realistic action baseball game of the PROFESSIONAL BASEBALL SPIRITS series.



一般社団法人日本野球機構公認 プロ野球フランチャイズ球場公認 ゲーム内に再現された球場内看板は、原則として2015年プロ野球ベントシーズン中のデータを基に制作しています。
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KONAMI
プロ野球スピリッツA

一般社団法人日本野球機構公認
データ提供:スタッツ・ジャパン
©ゲッターイメージス
©Konami Digital Entertainment

Digital Entertainment Business

Winning Eleven Series

Pro Evolution Soccer series has been released in the global market since it began on consoles in 1995, and has been enjoying an excellent reputation for its wide range of game designs, including action soccer, club management, and card collection. Through the series, we continue to deliver the sheer joy of soccer to sports fans all over the world.

PES



PES 2017 –Pro Evolution Soccer

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© 2016 THE ARSENAL FOOTBALL CLUB PLC, ALL RIGHTS RESERVED



PES CLUB MANAGER

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WORLD SOCCER COLLECTION S

All UEFA Champions League names, logos and trophies are the property, registered trademarks and/or copyright of UEFA. All rights reserved.

METAL GEAR Series

The METAL GEAR series founded the stealth game genre with its gameplay style of having the main characters avoid combat as they infiltrate enemy territory on solo missions. Since the first appearance as a PC game in 1987, the series' engrossing story and cinematic presentation have led to high acclaim both domestically and overseas.



©Konami Digital Entertainment



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Yu-Gi-Oh! Series

"Yu-Gi-Oh!" is a popular manga by Kazuki Takahashi that was serialized in SHUEISHA Inc.'s Weekly Shonen Jump magazine from 1996. Ever since KONAMI released the first video game based on "Yu-Gi-Oh!" anime series in 1998, the series, including the trading card game, is still enjoyed by countless customers worldwide.

Health & Fitness Business

Expanding the Horizons of the Health and Fitness business

In the Health and Fitness business, we develop and operate Konami Sports Club facilities, and operate various sports facilities on behalf of municipalities and public corporation across Japan. We also design, manufacture and sell fitness machines as well as health products.

In addition, we provide outsourcing services, such as health and fitness advisory programs to corporate clients and regional support programs, develop health-related products, sell licenses, as well as plan and hold a variety of sports event.



Total Health Partner

We, at Konami Sports Club, strive to support healthy lifestyles for customers as a "Total Health Partner." Not only do we support exercises at our fitness facilities, but we also aim to be the one relied on most by our customers for good health through various services, while each member of our staff becomes a concierge—a provider of good health advice.

Sports Promotion and Activities

Since we established our in-house sports team, we have created an environment that enables team members to train for and participate in sports events while holding a job.

This support has now produced athletes who compete successfully at world events from the Konami Sports Club Gymnastics and Swimming Teams, and we make continued efforts to develop the skills of the athletes. Our athletes also take part in various events held at Konami Sports Club facilities around Japan, including exercise classes, swimming competitions and others, with the goal of conveying the fun and joy of sports to everyone.

In addition to such activities, we strive to promote sports, and foster greater interest as well as wider participation in competitive sports, through such as the "KONAMI OPEN Competitive Swim Meet" (Tokyo Tatsumi International Swimming Center), a leading national swim meet that allows swimmers of all ages to compete at the same venue—from elementary school children to athletes who represent Japan on the world stage.



Konami Sports Clubs—Places Where “You Can Continue”

In response to customer requests for easier ways to access services and maintain an exercise schedule and for more customized menus, Konami Sports Club facilities offer pricing plans that enables customers to select suitable options based on their personal usage frequency and the facilities they wish to use.

With the membership system unique to Konami Sports Club facilities, we support healthier lifestyles for customers in a sustainable way, which suitably corresponds to the rhythm of their daily life.

**Feeling like you’re not getting your money’s worth from membership?
No more!**

Select from 4 Pricing Plans
Based on Usage Frequency



**Want to exercise, even on a business trip?
No problem!**

Anywhere in Japan



Available anywhere in Japan,
including facilities near your home or office

**Advice Sheets to combine exercise goals and frequency of visits.
At your service!**



A Variety of Menus to Help Build Good Health

Konami Sports Club facilities offer an array of programs, including personal programs with a fitness trainer on a one-on-one basis (e.g. aerobics, dance-based program) and fitness programs (e.g. yoga, Pilates), which enables customers to stay on track with their fitness goals, all in a fun way.



In addition to programs, such as OyZ for the over-60 generation, and golf, swimming and other sports-specific classes for adults, Konami Sports Club facilities run Undo-iyuku, an after-school club for children, where the emphasis is on improving physical condition and developing teamwork skills through a wide range of sports, including swimming, gymnastics, dance, golf, tennis and soccer.

Sharing Good Health Know-how Across Japan

By drawing on a wealth of expertise accumulated over years of sports club operation, we continue to expand services that help everyone build better health under the concept of “you can continue,” which is so vital in achieving and maintaining good health.

Web Video Series “Konami Methods Matome”



Home Fitness Bike AEROBIKE S-BODY



Gaming & Systems Business

Gaming Machines with Entertainment Value that Customers Love

The Gaming & Systems segment manufactures, distributes, and services gaming machines and casino management systems for the casino market. We cater to demand by providing gaming machines with outstanding reliability, technological innovation, and entertainment value that customers love.



The slot machine containing a skill-based feature that enables players' technology intervention based on the BEMANI series of music genre games "Beat Square"



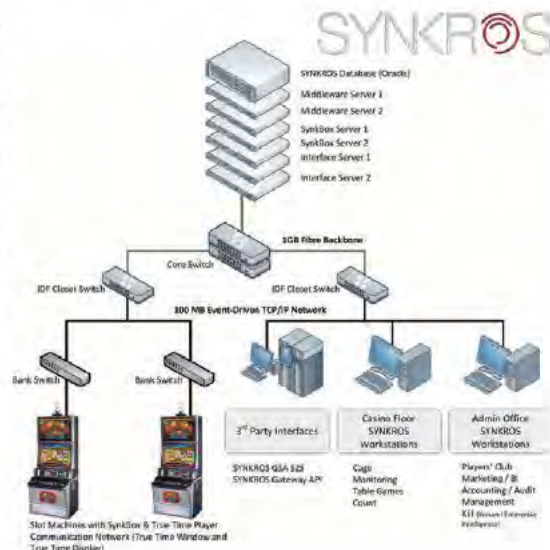
The multi-station horse racing game with a model track "Fortune Cup"

North American casino operators are for the most part driving globalization by making forays into markets worldwide to tap the vigorous growth expected in new markets in Asia, Europe, and South America. In response to the globalization of gaming markets, KONAMI has developed a production and sales system centered on operating bases in North America and Australia that provides a stable supply of high-quality products and services to gaming markets worldwide.

Utilizing Information Technology: *SYNKROS*

Our new *SYNKROS* system makes it possible for casino operators to manage slot machine information, customer information, and accounting at casinos on-site and in real time. This system represents the evolution of our previous Konami Casino Management System (KCMS), and provides stable information management using a more advanced network. In addition to managing slot machine and table game information and player information at casinos, casino operators can use the *SYNKROS* database to integrate and develop entire floors with slot machines incorporating different themes and levels of difficulty.

Moreover, casino operators can make use of *SYNKROS* as a marketing tool to analyze accumulated data.



Gaming & Systems Business

KONAMI Obtained Licenses

States, Provinces and Territories to Have Issued Gaming and Product Licenses to KONAMI (As of March 31, 2016)

Konami has obtained gaming licenses (manufacture, distribution) in 37 states of the U.S.A. and 8 provinces of Canada. Konami is also approved by all states and territories in Australia and is expanding the gaming business into other areas under license.

North America (U.S.A. and Canada)



Approved by 45 states, provinces and territories



Oceania (Australia and New Zealand)



Australia: Approved by all states and territories



New Zealand: Obtained product licenses



Other (Asia and Africa)



Approved in Singapore



Approved by some provinces in South Africa

Amusement Business

Through our Amusement Business, we handle research, design, production, and sales of arcade games, pachislot and pachinko machines.

We make it our mission to fully utilize the entertainment experience gained over the years throughout Konami Group, to provide appealing products that will please our customers at amusement facilities.



Arcade Games

KONAMI has responded to customer expectations with new approach for playing arcade games by creating a boom of music video games and offering the online connect service. Arcade Games that has become recognized as family leisure are required to develop ways of playing. We continue to propose high-safety games and services that bring extraordinary experience.



BEMANI
(music video game)

Medal games



Video games

Arcade kids game

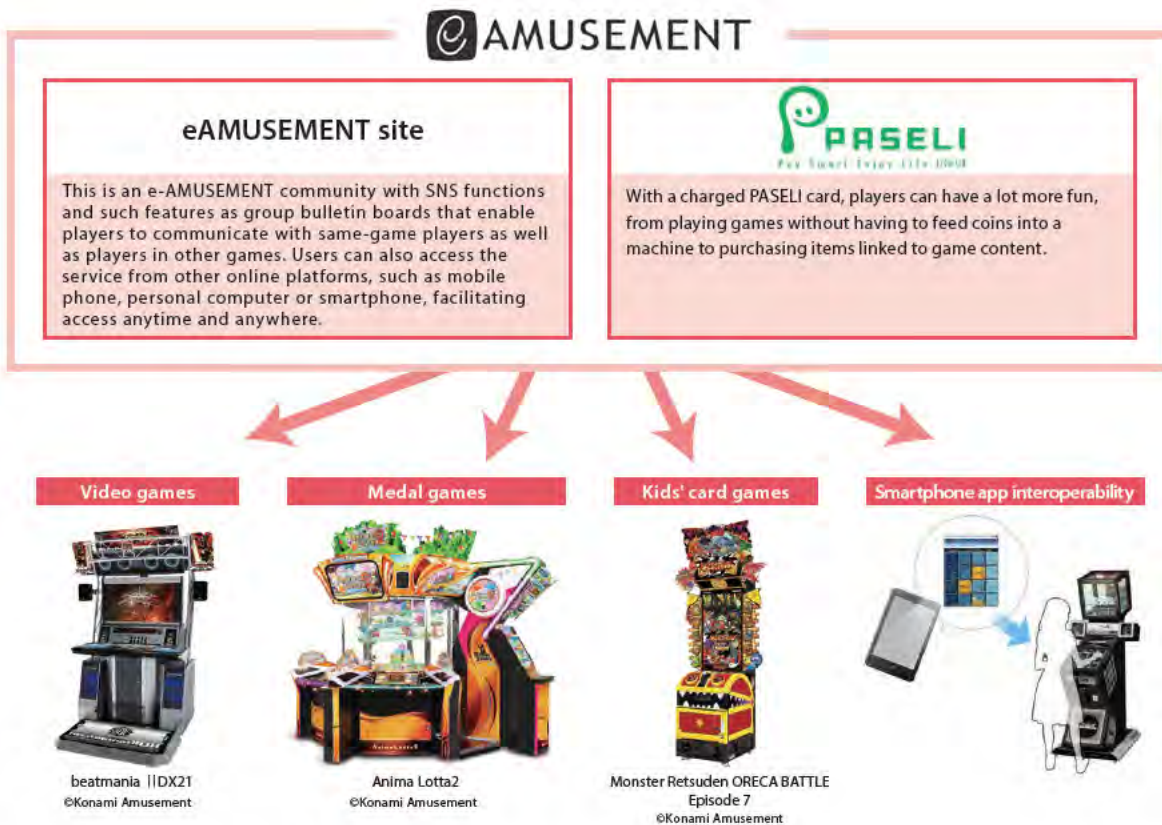


“e-AMUSEMENT”service

KONAMI develops a large number of game machines and services that promote person-to-person communication using e-AMUSEMENT.

We intend to propose new services and to make the arcade experience more fun than ever with e-AMUSEMENT.

Amusement Business



Pachinko & Pachislot Machines


The pachinko industry, represented by pachislot and pachinko, is loved across many age groups as a popular pastime.

Dramatic technological innovation in recent years has enabled pachislot and pachinko machines to change their design and contents.


KONAMI always aims to provide fresh entertainment that is packed with fun and rich in variety with unique KONAMI contents.

KONAMI contents

MAH-JONG FIGHT CLUB series




SENGOKU COLLECTION series




Adapted for pachislot and pachinko machines

MAH-JONG FIGHT CLUB

Ultimate mahjong pachislot (pachinko slot machine) game delivering hands with each roll of the main reel!




Tremendously popular arcade game MAH-JONG FIGHT CLUB evolves to pachislot platform. A total of 22 professional mahjong players appear in this platform, battling it out with the player. Fight Club Rush changes number of ART (assisted replay) initial-stage games by winning hand. Feel the height of supremacy, with double accessory blue dragon and V-hand!




SENGOKU COLLECTION

KONAMI's super-popular mobile game transferred onto pachislot platform.



Major action, vividly rendered. Starring highly charismatic Nobunaga and other military commanders of the Sengoku (Warring States) Period, divided into friends and foes!

Mugenjo Rush—scenario-style assisted mode giving highest net increase in tokens for a No. 5 machine. Featuring Ura Mugenjo Rush—in the seven-match win probability round sure to get excitement level rising—and Utage (Banquet) mode in the surprise bonus round. Platinum specs originated right here!



Corporate History (1969-1998)

Mar. 1969	Kagemasa Kozuki (current Chairman of the Board) founded his business.
Mar. 1973	KONAMI INDUSTRY CO., LTD (1 million yen in capital) was established and began manufacturing amusement machines for arcades.
Feb. 1974	Capital increased to 4 million yen.
Sep. 1975	Capital increased to 10 million yen.
Oct. 1978	Capital increased to 20 million yen.
Jan. 1979	KONAMI started to export products to the United States.
Dec.	Capital increased to 40 million yen.
May 1980	Headquarters moved to newly constructed office building in Osaka.
Mar. 1981	The KONAMI logo was established.
Mar. 1982	KONAMI received an investment from Osaka Small and Medium Business Investment & Consultation Co., Ltd. and increased its capital to 120 million yen. Headquarters moved to Osaka Ekimae Daiyon Building in Kita-ku, Osaka.
Oct.	KONAMI expanded into the PC game business.
Nov.	Konami of America, Inc. (currently Konami Digital Entertainment, Inc.) was established in the United States.
Nov. 1983	Capital increased to 300 million yen.
Dec.	KONAMI expanded into the MSX game business.
Mar. 1984	The new Technology Development Center building was established in Osaka.
May	Konami Ltd. (currently Konami Digital Entertainment B.V.) was established in the United Kingdom.
Oct.	KONAMI was listed on the Second Section of the Osaka Securities Exchange (specially designated stocks in the second section). Capital increased to 2,940 million yen.
Dec.	Konami GmbH (currently Konami Digital Entertainment B.V) was established in Germany. KONAMI expanded into the Nintendo ENTERTAINMENT SYSTEM (called "FAMILY COMPUTER" in Japan) game business.
Nov. 1985	Capital increased to 5,227 million yen.
Aug. 1986	A new corporate identity was introduced. The new KONAMI logo was established. Headquarters moved to the newly constructed Konami Software Development Building in Chuo-ku, Kobe.
Oct.	The new Production Control Department and Distribution Center was established in Osaka.
Nov.	Capital increased to 8,095 million yen.
Dec. 1987	Konami Kosan Co., Ltd. (currently Konami Real Estate, Inc.) was established.
Feb. 1988	KONAMI was listed on the Second Section of the Tokyo Stock Exchange.
Aug.	KONAMI was listed on the First Section of the Tokyo Stock Exchange and the Osaka Securities Exchange.
May 1991	Konami Technology Development Center (currently Kobe Office) was established in Nishi-ku, Kobe.
Jun.	KONAMI INDUSTRY CO., LTD. changed its trade name to KONAMI CO., LTD.
Sep. 1992	KONAMI expanded into the pachislot & pachinko machines business, creating LCD games for Pachinko machines.
Apr. 1993	Headquarters moved to Minato-ku, Tokyo.
Aug. 1994	The Tokyo Technical Center (currently Kanagawa Office) was established in Zama, Kanagawa.
Sep.	Konami (Hong Kong) Limited (currently Konami Digital Entertainment Limited) was established in Hong Kong.
Jan. 1995	The Kobe Building in Chuo-ku, Kobe was damaged due to the Great Hanshin-Awaji Earthquake.
Nov. 1996	US holding company, Konami Corporation of America was established. Konami Australia Pty Ltd was established in Australia.
Jan. 1997	Konami Gaming, Inc. was established in the United States.
Mar.	Capital increased to 11,892million yen. The Amusement Machine Division Plant (merged with the current Kobe Office) was established in Nishi-ku, Kobe.
Oct.	KONAMI expanded into the Australian gaming machines market.
Nov.	KONAMI was listed on the Stock Exchange of Singapore. European holding company, Konami Europe B.V. (currently Konami Digital Entertainment B.V.) was established in the Netherlands.
Mar. 1998	Capital increased to 12,020million yen.
Oct.	The KONAMI logo was changed from italics to plain text.

Corporate History (1999-2013)

Feb. 1999	KONAMI entered into the card game business.
Mar.	Capital increased to 13,014million yen.
Sep.	KONAMI was listed on the London Stock Exchange.
Dec.	The registered office of KONAMI was transferred from Chuo-ku, Kobe to Minato-ku, Tokyo.
Jan. 2000	KONAMI became the first Japanese company to enter the world's largest gaming machines market in the United States.
Mar.	Capital increased to 15,793million yen.
Jun.	Konami Software Shanghai, Inc. was established in China.
Jul.	The corporate name was changed from KONAMI CO., LTD. to KONAMI CORPORATION.
Nov.	KONAMI announced a new type of financial product called "Game Fund Tokimeki Memorial".
Feb. 2001	PEOPLE CO., LTD. (currently Konami Sports Club Co., Ltd.), became a KONAMI subsidiary through a friendly TOB (take over bid) and KONAMI expanded into the Health & Fitness business.
Mar.	Capital increased to 47,399 million yen.
Aug.	Acquired capital in Hudson Soft Company, Limited, making it an affiliated company.
Mar. 2002	KONAMI launched e-AMUSEMENT (an online service for arcade machines).
Apr.	KONAMI's sports venues assumed the new title of "Konami Sports Club".
Aug.	Headquarters moved to the Marunouchi Building in Chiyoda-ku, Tokyo.
Sep.	KONAMI was listed on the New York Stock Exchange.
Apr. 2003	KONAMI introduced a new logo on the occasion of the 30th anniversary of the company's establishment.
Oct.	KONAMI was added to the Nikkei Stock Average (Nikkei 225).
Jun. 2005	The new office and production facility for gaming machines was built in Las Vegas, Nevada, United States.
Feb. 2006	Internet Revolution, Inc. was established as a joint venture company with Internet Initiative Japan Inc.
Mar.	KONAMI acquired capital in Resort Solution Co., Ltd. (equity method affiliate), simultaneously securing a business alliance. Konami Digital Entertainment Co., Ltd. was newly established to take over KONAMI's digital entertainment business and KONAMI CORPORATION shifted to a pure holding company.
Aug.	KPE, Inc. started distributing pachislot machines.
Apr. 2007	Headquarters moved to Tokyo Midtown in Minato-ku, Tokyo.
Aug. 2008	Three athletes from Konami Sports Club Gymnastic and Swimming Team represented Japan's national squad in the 29th Olympic Games (2008/Beijing), winning medals in top places.
Sep.	KONAMI entered into a licensing agreement with the Union of European Football Associations (UEFA) to produce and sell football (soccer) games.
Sep. 2010	KONAMI expanded distribution of its mobile games.
Nov.	KONAMI introduced "e-AMUSEMENT Participation".
Jan. 2011	KONAMI made ABILIT CORPORATION (currently TAKASAGO ELECTRIC INDUSTRY CO., LTD.) a wholly-owned subsidiary through a share exchange.
Sep.	KONAMI acquired land accompanied by a building in Ichinomiya, Aichi (currently the Konami Group Ichinomiya Office).
Dec.	Konami Digital Entertainment Co., Ltd. was selected as a recipient of a Thomson Reuters 2011 Top 100 Global Innovator Award.
Feb. 2012	KPE-TAKASAGO Sales Co., Ltd. was established.
Mar.	Konami Digital Entertainment Co., Ltd. absorbed Hudson Soft Company, Limited.
Jun.	Takuya Kozuki assumed the position of President and Representative Director of KONAMI CORPORATION.
Jul.	Four athletes from Konami Sports Club Gymnastic and Swimming Team represented Japan's national squad in the 30th Olympic Games (2012/London), winning a total of 6 medals including the gold medal won by Kohei Uchimura in the men's individual all-around gymnastics event.
Aug.	Konami Digital Entertainment Pte. Ltd. was established in Singapore.
Apr. 2013	Konami Digital Entertainment B.V. was relocated in Windsor, U.K., as the European headquarters.
Jun.	KONAMI acquired land for Konami Creative Center Ginza in Chuo-ku, Tokyo.
Oct.	The groundbreaking ceremony for the second Gaming & Systems Business Factory was held in Las Vegas, Nevada, United States.

Corporate History (2014-2016)

Jun. 2014	TAKASAGO ELECTRIC INDUSTRY CO., LTD. began sales of pachinko machines.
Oct.	KONAMI celebrated its 30th listing anniversary on the stock exchange in Japan.
Mar. 2015	Konami Business Expert Co., Ltd. was established.
Aug.	Konami Sports Club Co., Ltd. opened the Nasu Highland Golf Club - Konami Sports Club Beginners' Golf Course.
Sep.	The second Gaming & Systems Business Factory was established in Las Vegas, Nevada, United States.
Oct.	KONAMI CORPORATION changed its trade name to KONAMI HOLDINGS CORPORATION.
Oct.	Konami Sports Life Co., Ltd. was newly established to take over a part of Konami Sports & Life Co., Ltd.'s business, including development, manufacture and sales of health and fitness machines and products.
Oct.	Konami Sports & Life Co., Ltd. changed its trade name to Konami Sports Club Co., Ltd.
Aug. 2016	Six athletes from Konami Sports Club Gymnastics and Swimming Teams represented Japan's national squad in the 31st Olympic Games (2016/Rio de Janeiro), winning a total of 5 medals including the gold medal in the men's team all-around gymnastics event.
Nov.	KONAMI carried out a business restructuring of group companies, in the course of which Konami Amusement Co., Ltd. was established.

Consolidated Financial Highlights (IFRS)

KONAMI HOLDINGS CORPORATION and Consolidated Subsidiaries
Years ended March 31, 2017

CONSOLIDATED PERFORMANCE

Consolidated Profit or Loss Data	Yen in Millions (Except per share data)		
	2015	2016	2017
Total revenue	¥218,157	¥249,902	¥229,922
Operating profit	15,305	24,679	36,359
Profit attributable to owners of the parent	9,918	10,516	25,951
Basic profit for the year per share (yen)	71.55	76.44	191.89
Cash dividends per share* (yen)	21.00	23.00	58.00

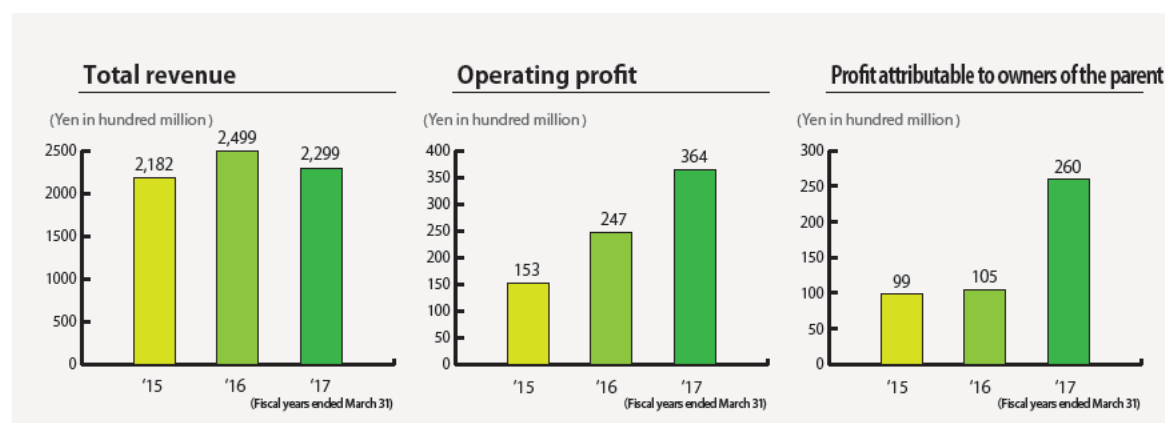
*Cash dividends per share consist of an interim dividend paid during the year, as well as a year-end dividend to be paid after March 31.

Total revenue by business segment

	2016	2017
Digital Entertainment	¥115,037	¥105,573
Health & Fitness	71,286	68,648
Gaming & Systems	34,284	31,251
Amusement	29,779	25,342

Consolidated Financial Position Data

	2015	2016	2017
Total current assets	¥116,373	¥154,235	¥174,948
Total assets	311,592	328,187	337,144
Total current liabilities	51,599	61,493	56,848
Total non-current liabilities	41,494	53,219	45,106
Total equity	218,499	213,475	235,192



Corporate Social Responsibility Initiatives

Basic Policy

As a good corporate citizen, the Konami Group has designated making positive contributions to society a core management policy and takes the initiative to fulfill its corporate social responsibilities across the entire Group.

Seven core subjects CSR activities utilizing JIS Z 26000 (Handbook on Social Responsibility, Japan Standards Association)

Administration

▶ Corporate governance

The Konami Group's basic management policy is to "value shareholders," "maintain sound relationships with all stakeholders, including our shareholders, and contribute to society as a good corporate citizen." We believe that open and transparent management is fundamental to ensuring the integrity of this basic philosophy. That is why robust corporate governance has been a priority of our management.



Fair Business Activity

- ▶ Protecting personal information
- ▶ Earning "PrivacyMark" certification
- ▶ Response to conflict minerals
- ▶ Prohibition of bribes to public and other officials

The Konami Group strives to ensure fair business practices based on high ethical standards. Toward this end, efforts are made to ensure thorough compliance and to reinforce measures to keep information secure, as well as approaches to promote appropriate business transactions based on the laws and regulations in force.



Human Rights

▶ Promoting diversity

Securing and cultivating human resources who are able to operate globally are essential to carrying out our business on the world stage. To achieve this, we hire employees of many nationalities regardless of sex, age, or culture, and place a particular emphasis on creating global workplaces. While recognizing the positive aspects of Japanese-style management, we will continue to promote further diversity going forward.



Customer Relations

- ▶ Quality control
- ▶ Customer satisfaction

Based on our corporate principles of "compliance" and being "customer-oriented," we make it our mission to provide customers with safe products and services, and strive to enhance quality from a customer perspective. We have set up many contact points for customer inquiries, with the aim of enhancing products and services in a way that will satisfy customers. Through these contact points, we strive to improve our products and services while promptly responding to customer feedback and inquiries.



Better Work Environment

- ▶ Human resource development
- ▶ Supporting diverse work approaches
- ▶ KONAMI Family Day
- ▶ Workplace safety and maintenance
- ▶ Promoting hiring

Staff development is essential to Konami's growth, and we are proactively working to cultivate human resources. Despite our market environment being subject to trends and drastic changes, we regard compliance and adhering to our corporate principles as important among all employees, and will continue to emphasize and instill these principles going forward.



Community Assistance

- ▶ Culture and learning
- ▶ Social support through games
- ▶ Support for the elderly
- ▶ Regional initiatives
- ▶ Social welfare
- ▶ Sports & Sponsorships
- ▶ supporting CPR/AED
- ▶ Konami Group Support for the Great East Japan Earthquake Relief Efforts

Through the forte services and businesses of the Konami Group, we will strive to engage in community activities matched to the times and social needs and grow with local communities by building strong relationships between us.



Environmental Preservation

▶ Environmental Preservation Measures

Konami Group recognizes that addressing environmental issues including global warming is crucial to our survival as a company. In addition to striving to minimize the environmental impact of our corporate activities, we are utilizing Group strengths to work together with customers in a wide range of environmental protection activities.



Please refer to the following website for more information.

<https://www.konami.com/socialsupport/en>

Group Companies (As of November 1, 2016)

Group Companies (Business Segment)

Digital Entertainment Segment

- **Konami Digital Entertainment Co., Ltd.**
Planning, production and distribution of mobile games, computer & video games, cards, music, videos/dvds, goods.
9-7-2, Akasaka, Minato-ku, Tokyo 107-8324, Japan
URL: www.konami.com/games/corporate/en/

Health & Fitness Segment

- **Konami Sports Club Co., Ltd.**
Operation and management of sports clubs and services of health and fitness solutions.
4-10-1, Higashi-Shinagawa, Shinagawa-ku, Tokyo 140-0002, Japan
URL: www.konami.com/sportsclub
- **Konami Sports Life Co., Ltd.**
Development, manufacture and sales of health and fitness machines and products that provide a wide range of health and fitness solutions
1-1, Higashihara 5-chome, Zama City, Kanagawa 252-0004, Japan
URL: www.konami.com/corporate/ksl

Gaming & Systems Segment

- **Konami Gaming, Inc.**
Production, manufacture and distribution of gaming machines and casino management systems
585 Konami Circle, Las Vegas, NV 89119, USA
URL: www.konami.com/gaming/corporate/Home.aspx
- **Konami Australia Pty Ltd**
Production, manufacture and distribution of gaming machines and casino management systems
28 Lord Street, Botany, NSW, Australia 2019
URL: www.konamiaustralia.com.au

Amusement Segment

- **Konami Amusement Co., Ltd.**
Production, manufacture and sale of arcade games, pachinko machines and pachislot machines
1, Ikejiri, Takata, Ichinomiya, Aichi 491-0125, Japan
URL: www.konami.com/amusement/corporate/en
- **KPE, Inc.**
Production, manufacturing of pachislot machines.
9-7-2, Akasaka, Minato-ku, Tokyo 107-8343, Japan
URL: www.kpenet.co.jp

Other Businesses

- **Konami Business Expert Co , Ltd.**
Shared services company of Konami Group in Japan
9-7-2, Akasaka, Minato-ku, Tokyo 107-8326, Japan
URL: www.konami.com/corporate/kbx
- **Internet Revolution, Inc.**
Development and operation of internet services and systems
9-7-2, Akasaka, Minato-ku, Tokyo 107-8342, Japan
URL: www.i-revo.jp
- **KME Co., Ltd.**
Management of music copyright and related operations for the Konami Group
9-7-2, Akasaka, Minato-ku, Tokyo 107-8346, Japan
URL: www.konami.com/corporate/kme

- **Konami Sports Facility Service, Inc.**
Operation and maintenance of the building, facility and ancillary facility, and parking management of the sports club
4-10-1, Higashi-Shinagawa, Shinagawa-ku, Tokyo 140-0002, Japan
URL: www.konami.com/corporate/kfs
- **Konami Real Estate, Inc.**
Real estate agency of Konami Group
9-7-2, Akasaka, Minato-ku, Tokyo 107-8326, Japan
URL: www.konami.com/corporate/kre

Group Companies (Overseas)

United States

- **Konami Corporation of America**
U.S.-based holding company
2381 Rosecrans Avenue, Suite 200, El Segundo, CA 90245-4922, USA
- **Konami Digital Entertainment, Inc.**
Planning, production, and distribution of mobile games, computer & video games, arcade games, cards, music, videos/dvds, goods, books, and magazines.
2381 Rosecrans Avenue, Suite 200, El Segundo, CA 90245-4922, USA
URL: www.konami.com/games/us/en
- **Konami Gaming, Inc.**
Production, manufacture and distribution of gaming machines and casino management systems
585 Konami Circle, Las Vegas, NV 89119, USA
URL: www.konami.com/gaming/corporate/Home.aspx
- **4K Media Inc.**
Licensing Management
53 West 23rd St., 11th Floor, New York, NY 10010 USA

Europe

- **Konami Digital Entertainment B.V.**
Planning, production, and distribution of mobile games, computer & video games, music, videos/dvds, books, and magazines.
14-16 Sheet Street, Windsor SL4 1BG, United Kingdom

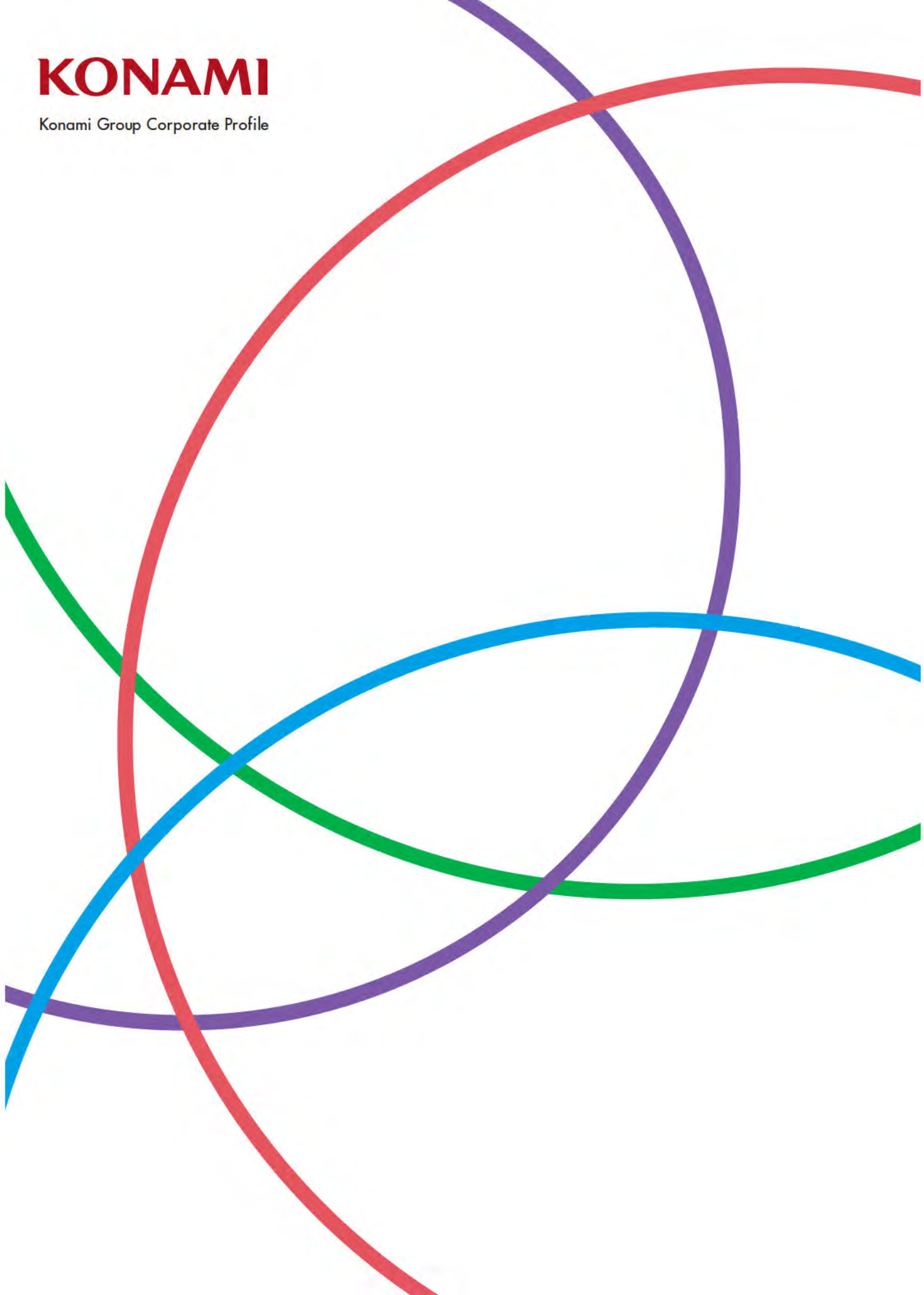
Asia • Oceania

- **Konami Digital Entertainment Limited**
Planning, production, and distribution of computer & video games, arcade games, cards, goods.
Room Nos. 611B, 612 & 613, 6/F
Tsim Sha Tsui Centre, 66 Mody Road, Kowloon, Hong Kong
URL: www.konami.com/games/asia/en
- **Konami Digital Entertainment Pte. Ltd.**
Planning, production and operation of mobile games.
9 Battery Road, #15-01, Straits Trading Building, Singapore 049910
URL: www.konami-digital-entertainment.com.sg
- **Konami Australia Pty Ltd**
Production, manufacture and distribution of gaming machines and casino management systems .
28 Lord Street, Botany, NSW, Australia 2019
URL: www.konamiaustralia.com.au

www.konami.com

KONAMI

Konami Group Corporate Profile



President's Message



We sincerely appreciate your continued patronage of the Konami Group's products and services.

Over the decades, the Konami Group has succeeded in maintaining steady growth. It is our customers, our employees, and all those involved who have made this possible. Allow me to take this opportunity to express my sincere gratitude.

In March 2016, KONAMI CORPORATION celebrated 10 years since transitioning to a pure holding company structure, and seeking to utilize this opportunity to ensure that stakeholders have a clear understanding of the company's position, management opted to change the company name from KONAMI CORPORATION to KONAMI HOLDINGS CORPORATION.

Ever since its foundation in 1969, the Konami Group has pursued business activities in several main segments, including Digital Entertainment, Health & Fitness, and Gaming & Systems, through its operating companies.

We make it our mission to help build healthier lifestyles for all of our customers by providing top-quality products and services in each of these business segments.

The Konami Group will continue working together as one to take on new challenges while living up to your trust and expectations.

Takuya Kozuki
President and Representative Director
KONAMI HOLDINGS CORPORATION

Our Corporate Goal

We, the Konami Group, aim to be an enterprise that will continue to keep our stakeholders always looking forward with anticipation as we create and provide our current and future customers with products and services that offer "Valuable Time".

Konami Group:

The Guiding Principles in the Realization of Our Corporate Goal

Customer-Oriented

Our "Customer-Oriented" policy means that the customer comes first.

We will maximize our customers' satisfaction by providing them with the highest level of products and services.

Our Challenge

Our Challenge is to boldly seek to achieve goals without worrying about failure.

We will challenge every day to make creation and innovation in order to provide our customers with dreams and excitement which have never before been experienced.

Response to Change

We need to be aware of change occurring in our times.

Times are changing. Our customers' needs are also changing daily. We need to remain sensitive to the changes in our times and respond flexibly to them.

Compliance

Our action should be taken with dignity and consciousness.

Complying with laws and ethics is the first step in gaining the trust of our stakeholders. Recognizing that even a tiny error may have an adverse effect on our group, we will strive to conduct our business faithfully.

KONAMI

KONAMI HOLDINGS CORPORATION

(Holding Company)

By responding sensitively to the latest trends and consistently taking on new challenges, Konami Group has been an endless source of creativity and innovation since its establishment in 1969. In the business areas of "entertainment" and "health," we have provided customers with a diverse range of products and services through four segments: the Digital Entertainment segment, the Health & Fitness segment, the Gaming & Systems segment, and the Pachislot & Pachinko Machines segment. Through continuing its legacy of tirelessly taking on challenges, the Konami Group will realize new possibilities by expanding our reach over an even wider area to provide people around the globe with dreams and everyday excitement.

Digital Entertainment Segment

(Japan, Americas, Europe, and Asia)

We produce a wide range of products including mobile games, computer and video games, arcade games, and cards to provide enjoyment to customers worldwide.

Health & Fitness Segment

(Japan)

We operate fitness clubs in addition to designing, manufacturing and selling fitness machines and health-related products.

Gaming & Systems Segment

(Americas, Australia, and Asia)

We design, manufacture, sell, and service gaming machines and casino management systems in the globally expanding gaming market.

Pachislot & Pachinko Machines Segment

(Japan)

We handle all business aspects related to pachislot and pachinko machines from research, design, and production to sales.

Corporate Data

Corporate Profile

Company Name	KONAMI HOLDINGS CORPORATION
Founded	March 21, 1969
Incorporated	March 19, 1973
Stock Exchange Listings	Tokyo, London
Headquarters	9-7-2, Akasaka, Minato-ku, Tokyo, 107-8323, Japan Tel: 81-3-5770-0573 Fax: 81-3-5412-3300
Paid-in Capital	¥47,398 million
Employees	Consolidated: 4,578 (As of March 31, 2016)
Consolidated Subsidiaries	21 (As of March 31, 2016)
Web Site	URL: www.konami.com

Directors and Audit & Supervisory Board Members (As of March 31, 2016)

Representative Director, Chairman	Kagemasa Kozuki	
Representative Director, President	Takuya Kozuki	
Director, Executive Vice President	Osamu Nakano	
Director	Kimihiko Higashio	
Director	Fumiaki Tanaka	
Director	Satoshi Sakamoto	
Director	Tomokazu Godai	
Director(Outside)	Akira Gemma	Advisor, Shiseido Co., Ltd.
Director(Outside)	Kaori Yamaguchi	Associate Professor Faculty of Health and Sport Sciences, University of Tsukuba
Audit & Supervisory Board Member(Full-time)	Shinichi Furukawa	
Audit & Supervisory Board Member(Full-time)	Minoru Maruoka	
Audit & Supervisory Board Member(Outside)	Nobuaki Usui	(Former Administrative Vice Minister, Ministry of Finance; Former Commissioner, National Tax Agency)
Audit & Supervisory Board Member(Outside)	Setsuo Tanaka	(Former Commissioner-General, National Police Agency)
Audit & Supervisory Board Member(Outside)	Hisamitsu Arai	(Former Vice Minister for International Affairs, Ministry of International Trade and Industry; Former Commissioner, Japan Patent Office)

Stock Information (As of March 31, 2016)

	Principal Shareholders	Shares (Thousands)	% of Total
Authorized: 450,000,000 shares	Kozuki Foundation	16,600	12.27
	Kozuki Holding	15,700	11.61
	The Master Trust Bank of Japan, Ltd. (Trust Account)	15,521	11.48
Outstanding: 143,500,000 shares	Japan Trustee Services Bank, Ltd. (Trust Account)	8,645	6.39
	Kozuki Capital Corporation	7,048	5.21
	Trust & Custody Services Bank, Ltd. (Securities Investment Trust Account)	3,095	2.29
Number of Shareholders: 37,315	CHASE MANHATTAN BANK GTS CLIENTS ACCOUNT ESCROW	2,409	1.78
	BNP Paribas Securities (Japan) Ltd.	2,308	1.71
	BBH BOSTON CUSTODIAN FOR JAPAN VALUE EQUITY CONCENTRATED FUND A SERIES OF 620135	2,072	1.53
	Sumitomo Mitsui Banking Corporation	2,017	1.49

Note: The above shareholding ratios are calculated after the deduction of treasury shares (8,258 thousand shares).

Digital Entertainment Segment

Mobile Games

KONAMI is working on games for mobile devices, such as increasingly popular smartphones and tablets, to meet wide-ranging user expectations.

The popular baseball game series *JIKKYOU PAWAFURU PUROYAKYU*; *World Soccer Collection S* and *Professional Baseball Dream Nine SUPERSTARS*, which are geared to sports fans; music simulation games *jubeat plus* and *REFLEC BEAT plus*, which have been favorably received among the arcade crowd; and *Star Wars: Force Collection*, which has an enormous following not only in North America but also around the world.

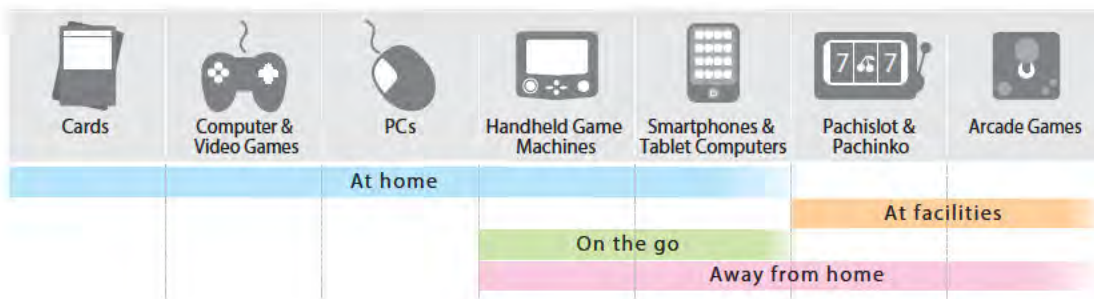
Utilizing game production know-how accumulated to date as well as detailed user trend analysis, KONAMI will continue to extend the realm of new fun for users around the world.



Multi-Place: Maximizing Synergistic Effect

In the four businesses—mobile games, computer and video games, arcade games and cards—KONAMI is promoting “multi-place,” which provides entertainment that suits the place. “Multi-place” is different from “multi-platform,” which involves changing the specification to suit the platforms of game machines; rather, it refers to the provision of a single kind of content in a way that is suited to customer needs and style of play at a given place.

At the same time, such development has the merit of enabling effective utilization of in-house content, raising synergy effects among segment operations and achieving a good balance of business development.



Digital Entertainment Segment

Computer and Video Games

By promoting the global distribution of high-quality content, KONAMI will deliver the joy and excitement of new games never before experienced to more customers worldwide.

FOX ENGINE

This new, original game engine created by KONAMI will facilitate production of world-class multi-platform titles over a shorter development period.

We started operation of *WORLD SOCCER Winning Eleven ARCADE CHAMPIONSHIP 2014* at arcades in Japan. This series is known as *Pro Evolution Soccer* in most overseas markets. The version features a new game system based on Fox Engine. We are also working on the development of an original game engine of our own.



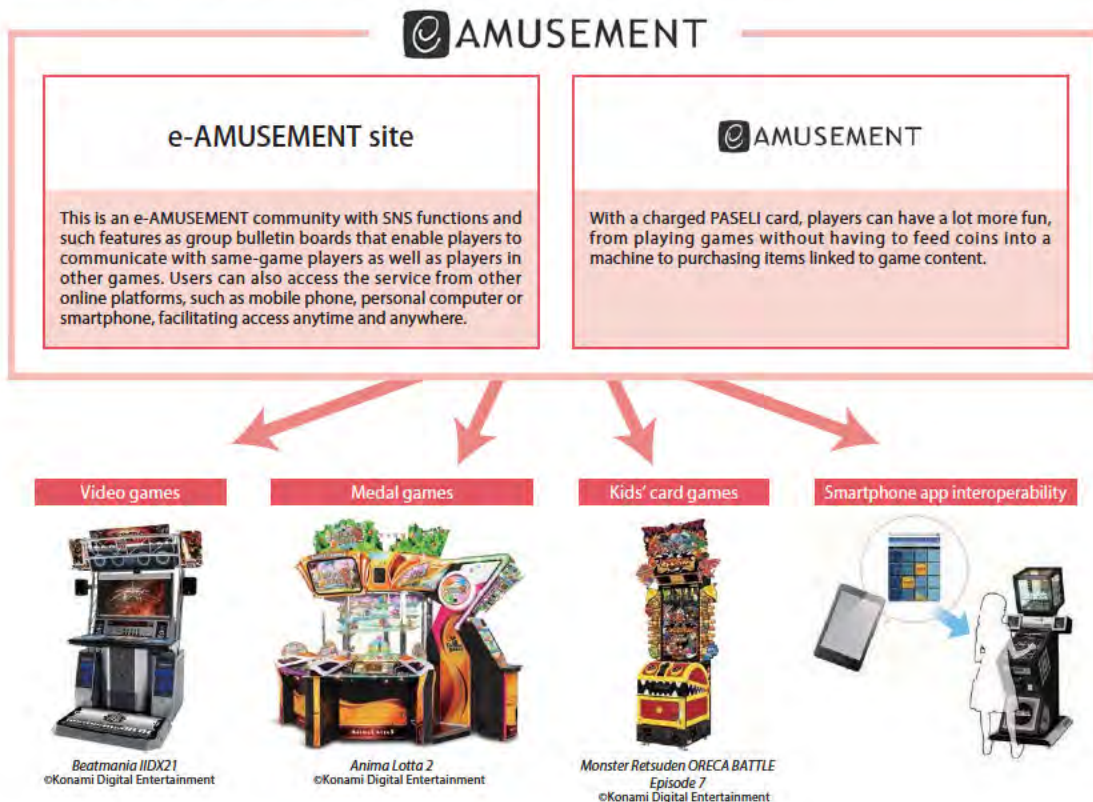
WORLD SOCCER Winning Eleven 2015
©Konami Digital Entertainment



METAL GEAR SOLID V: THE PHANTOM PAIN
©Konami Digital Entertainment

e-AMUSEMENT Service

KONAMI develops a large number of game machines and services that promote person-to-person communication using e-AMUSEMENT, a service that connects users online by matching individual interests.



Health & Fitness Segment

Total Health Partner

Konami Sports Club aims to support healthy lifestyles among customers of all ages, from children to seniors, based on the concept of total health partner. This goes beyond simply offering facilities for exercise and assumes the broader perspective of a partner who helps customers meet their health and fitness goals.

Our goal is for Konami Sports Club to be not just a facility where people can exercise but rather a place that supports the health of customers from a wider perspective.



健康のこと、いっしょに考える存在へ。

コナミスポーツクラブ

Individually tailored
life support services



For customers of different age groups, each member of our staff becomes a concierge—a provider of good health advice—applicable to a variety of health-related concerns involving diet, sleep and emotional well-being as well as fitness level.

Naturally, customers receive support to maintain a suitable program of exercise at the sports club. But they also receive guidance for good health through various services that carry on even outside the facility.

Actively Contributing to the Promotion of Sports

Konami Sports Club develops the skills of athletes on the Konami Sports Club gymnastics and swim teams. This support has produced athletes who compete very successfully at world events. We established the KONAMI Sports Team in-house more than 10 years ago, and we have created an environment that enables team members to train for and participate in sports events while holding a job. Our athletes take part in events hosted by Konami Sports Clubs around Japan, and through their participation convey the fun and joy of sports to everyone involved.

In addition to athlete development, Konami Sports Club strives to encourage activity and foster greater interest as well as wider participation in competitive sports, mainly through sponsorship of competitive events. For many years, the certified long-course—50m—pool at Konami Sports Club Nishinomiya was the venue for the KONAMI OPEN Competitive Swim Meet, officially sanctioned by the Japan Swimming Federation. From fiscal 2014, the venue will shift to the Tokyo Tatsumi International Swimming Center, with the February 2015 event expected to be a major swim meet of the new year where swimmers will vie for places on the national squad.



Health & Fitness Segment

Konami Sports Clubs—Places Where “You Can Continue”

In response to customer requests for easier ways to access services and maintain an exercise schedule and for more customized menus, Konami Sports Club formulated new pricing plans that enable customers to select an option based on the number of times per week they expect to use Konami Sports Club services, and also introduced a plan that allows customers to use facilities at different locations across the country. In addition, the clubs have 15 Advice Sheets, which match the reasons to exercise at a sports club and a recommended number of times to use facilities to achieve the desired results. Each sheet describes approaches for reaching personal goals, and through discussions with instructors, customers will be able to select a sheet that matches personal goals and lifestyle. In this way, customers get the support they need to maintain an exercise routine.

Feeling like you're not getting your money's worth from membership?
No more!

Want to exercise, even on a business trip?
No problem!

Advice Sheets combine exercise goals and frequency of visits.
At your service!

A Variety of Menus Provides the Basis for Building Good Health

Konami Sports Clubs offer LES MILLS workouts, a series of fitness programs now available in more than 80 countries worldwide, as well as a variety of other fitness programs, including biometrics—a weight management program that builds a lean body through exercise, diet and water—plus yoga and Pilates.

In addition to programs, such as OyZ for the over-60 generation, and golf, swimming and other sports-specific classes for adults, Konami Sports Club runs Undo-Jyuku, an after-school club for children, where the emphasis is on improving physical condition and developing teamwork skills through a wide range of sports, including swimming, gymnastics, dance, golf, tennis and soccer.



Jazzercise, the dance-based fitness program embraced by more than 450,000 people worldwide, made history in November 2014 with Jazzercise Live Hiroshima 2014, the largest Jazzercise event ever. The event marked the 45th anniversary of Jazzercise and celebrated the 30th anniversary of its arrival in Japan. About 10,000 Jazzercise enthusiasts from all over the world came together in Hiroshima, the City of Peace, for a high-level fusion of dance and fitness featuring a group of 6,000 elementary school students dancing all together.

Sharing Good Health Know-how Across Japan

Konami Sports Club operates various sports facilities on behalf of municipalities and public corporations across Japan. The company provides outsourcing services, such as health and fitness advisory programs and regional support programs, to corporate clients and also develops and licenses health-related products and fitness programs, as well as plans and holds a variety of sports events. Going forward, the emphasis will remain on maximizing expertise accumulated as a sports facility operator, with more than 400 locations across Japan, and contribute to better health for all under the concept of “you can continue,” which is so vital in achieving and maintaining good health.



Gaming & Systems Segment

Gaming Machines with Entertainment Value that Customers Love

The Gaming & Systems segment manufactures, distributes, and services gaming machines and casino management systems for the casino market. We cater to demand by providing gaming machines with outstanding reliability, technological innovation, and entertainment value that customers love.



SeleXion, a new multi-game game machine series



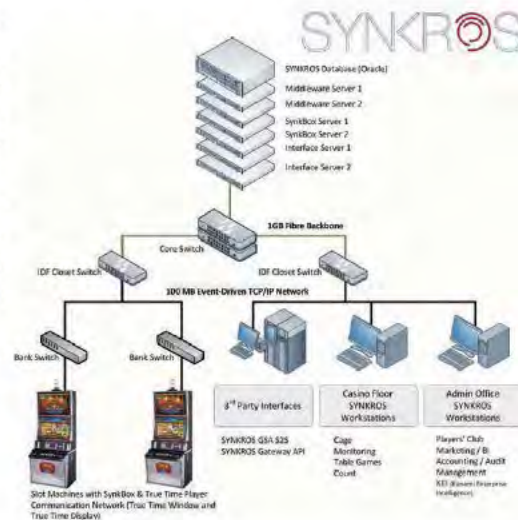
Titan 360, a huge multi-person slot machine

North American casino operators are for the most part driving globalization by making forays into markets worldwide to tap the vigorous growth expected in new markets in Asia, Europe, and South America. In response to the globalization of gaming markets, KONAMI has developed a production and sales system centered on operating bases in North America and Australia that provides a stable supply of high-quality products and services to gaming markets worldwide.

Utilizing Information Technology: *SYNKROS*

Our new *SYNKROS* system makes it possible for casino operators to manage slot machine information, customer information, and accounting at casinos on-site and in real time. This system represents the evolution of our previous Konami Casino Management System (KCMS), and provides stable information management using a more advanced network. In addition to managing slot machine and table game information and player information at casinos, casino operators can use the *SYNKROS* database to integrate and develop entire floors with slot machines incorporating different themes and levels of difficulty.

Moreover, casino operators can make use of *SYNKROS* as a marketing tool to analyze accumulated data.



Gaming & Systems Segment

KONAMI Obtained Licenses

States, Provinces and Territories to Have Issued Gaming and Product Licenses to KONAMI (As of March 31, 2016)

Konami has obtained gaming licenses (manufacture, distribution) in 37 states of the U.S.A. and 8 provinces of Canada. Konami is also approved by all states and territories in Australia and is expanding the gaming business into other areas under license.

North America (U.S.A. and Canada)



Approved by 45 states, provinces and territories



Oceania (Australia and New Zealand)



Australia: Approved by all states and territories



New Zealand: Obtained product licenses



Other (Asia and Africa)



Approved in Singapore



Approved by some provinces in South Africa

Pachislot & Pachinko Machines Segment

Providing Fun Entertainment— Earning Customers' Lasting Affection

Through our Pachislot & Pachinko Machines Business, we handle research, design, production, and sales of pachislot and pachinko machines.

We make it our mission to fully utilize the entertainment experience gained over the years throughout the Konami Group, to provide fun and exciting products that are sure to earn the lasting affection of our customers.



About Pachinko Machines

The pachinko industry, represented by pachislot and pachinko, is loved across many age groups as a popular pastime. Dramatic technological innovation in recent years has enabled the planning and production of pachislot and pachinko machines that feature a diverse range of content from anime to 3DCG, garnering attention as an entertainment that brings enjoyment to many.

KONAMI Pachislot & Pachinko Machines

Since entering the pachislot and pachinko machine market in 1992, KONAMI has consistently planned and created products to meet the shifting trends in user preferences and play styles, and has built a solid lineup of products that are packed with entertainment value to excite users young and old.

- Pachislot Machines
Popular KONAMI products, such as *Ganbare Goemon*, *Akumajo Dracula (Castlevania)*, *SENGOKU COLLECTION* and *MAH-JONG FIGHT CLUB*, and original content developed by the Pachislot & Pachinko Machines business, such as *Magical Halloween* and *SPY GIRL*, have been well-received by game machine fans.
- Pachinko Machines
KONAMI will continue to build on the wealth of production know-how and content of the Konami Group to deliver products that are welcomed enthusiastically by customers. The steady stream of new products includes *CR Magical Halloween*. Continue to look forward to KONAMI's new pachinko machines and products.



SENGOKU COLLECTION2
©Konami Digital Entertainment,NAS
「戦国コレクション」製作委員会 ©KPE



Dororon Enma-kun Meeramera
©永井豪/ダイナミック企画・天地協定
©KPE



MAH-JONG FIGHT CLUB
協力：日本プロ麻雀連盟
©Konami Digital Entertainment ©KPE

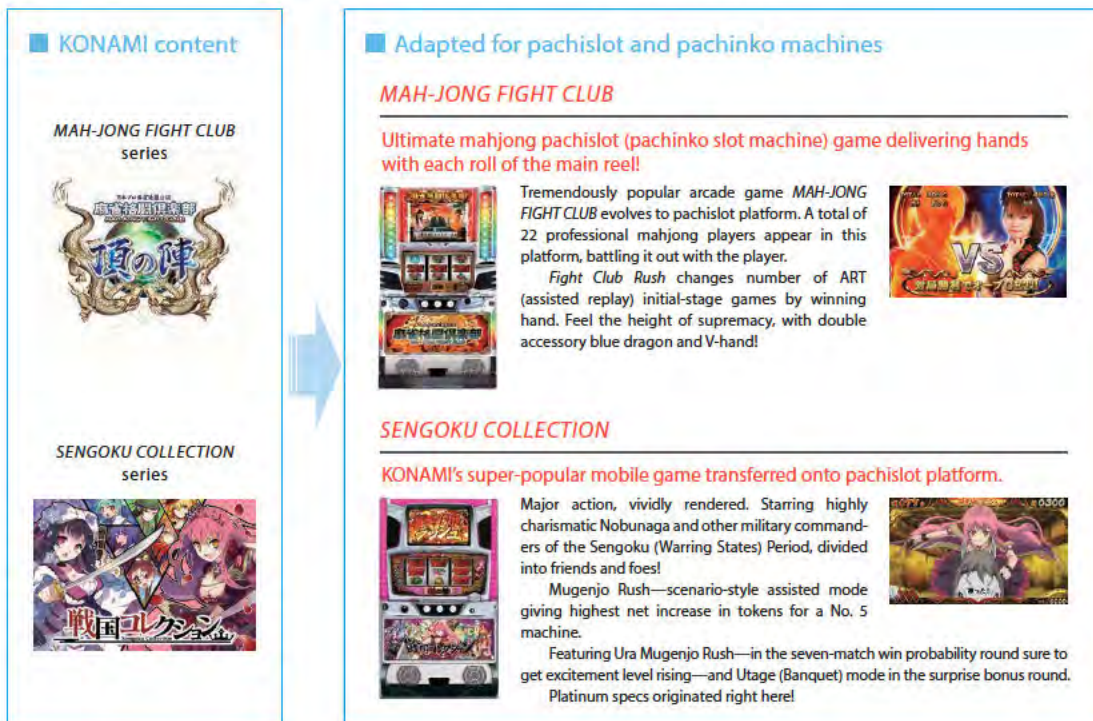


CR Magical Halloween
©KPE
©TAKASAGO ELECTRIC INDUSTRY CO., LTD.

Pachislot & Pachinko Machines Segment

Leveraging the Advantages of the Pachislot & Pachinko Machines Segment

Konami always aims to provide fresh entertainment that is packed with fun and rich in variety. With this in mind, our pachislot and pachinko machines combine the essential playability of pachinko with unique Konami content and top-quality visuals and audio developed through the Konami Group's years of experience.



Multifaceted development of original content



Corporate History (1969-1998)

Mar. 1969	Kagemasa Kozuki (current Chairman of the Board) founded his business.
Mar. 1973	KONAMI INDUSTRY CO., LTD (1 million yen in capital) was established and began manufacturing amusement machines for arcades.
Feb. 1974	Capital increased to 4 million yen.
Sep. 1975	Capital increased to 10 million yen.
Oct. 1978	Capital increased to 20 million yen.
Jan. 1979	KONAMI started to export products to the United States.
Dec.	Capital increased to 40 million yen.
May 1980	Headquarters moved to newly constructed office building in Osaka.
Mar. 1981	The KONAMI logo was established.
Mar. 1982	KONAMI received an investment from Osaka Small and Medium Business Investment & Consultation Co., Ltd. and increased its capital to 120 million yen. Headquarters moved to Osaka Ekimae Daiyon Building in Kita-ku, Osaka.
Oct.	KONAMI expanded into the PC game business.
Nov.	Konami of America, Inc. (currently Konami Digital Entertainment, Inc.) was established in the United States.
Nov. 1983	Capital increased to 300 million yen.
Dec.	KONAMI expanded into the MSX game business.
Mar. 1984	The new Technology Development Center building was established in Osaka.
May	Konami Ltd. (currently Konami Digital Entertainment B.V.) was established in the United Kingdom.
Oct.	KONAMI was listed on the Second Section of the Osaka Securities Exchange (specially designated stocks in the second section). Capital increased to 2,940 million yen.
Dec.	Konami GmbH (currently Konami Digital Entertainment B.V) was established in Germany. KONAMI expanded into the Nintendo ENTERTAINMENT SYSTEM (called "FAMILY COMPUTER" in Japan) game business.
Nov. 1985	Capital increased to 5,227 million yen.
Aug. 1986	A new corporate identity was introduced. The new KONAMI logo was established. Headquarters moved to the newly constructed Konami Software Development Building in Chuo-ku, Kobe.
Oct.	The new Production Control Department and Distribution Center was established in Osaka.
Nov.	Capital increased to 8,095 million yen.
Dec. 1987	Konami Kosan Co., Ltd. (currently Konami Real Estate, Inc.) was established.
Feb. 1988	KONAMI was listed on the Second Section of the Tokyo Stock Exchange.
Aug.	KONAMI was listed on the First Section of the Tokyo Stock Exchange and the Osaka Securities Exchange.
May 1991	Konami Technology Development Center (currently Kobe Office) was established in Nishi-ku, Kobe.
Jun.	KONAMI INDUSTRY CO., LTD. changed its trade name to KONAMI CO., LTD.
Sep. 1992	KONAMI expanded into the pachislot & pachinko machines business, creating LCD games for Pachinko machines.
Apr. 1993	Headquarters moved to Minato-ku, Tokyo.
Aug. 1994	The Tokyo Technical Center (currently Kanagawa Office) was established in Zama, Kanagawa.
Sep.	Konami (Hong Kong) Limited (currently Konami Digital Entertainment Limited) was established in Hong Kong.
Jan. 1995	The Kobe Building in Chuo-ku, Kobe was damaged due to the Great Hanshin-Awaji Earthquake.
Nov. 1996	US holding company, Konami Corporation of America was established. Konami Australia Pty Ltd. was established in Australia.
Jan. 1997	Konami Gaming, Inc. was established in the United States.
Mar.	Capital increased to 11,892million yen. The Amusement Machine Division Plant (merged with the current Kobe Office) was established in Nishi-ku, Kobe.
Oct.	KONAMI expanded into the Australian gaming machines market.
Nov.	KONAMI was listed on the Stock Exchange of Singapore. European holding company, Konami Europe B.V. (currently Konami Digital Entertainment B.V.) was established in the Netherlands.
Mar. 1998	Capital increased to 12,020million yen.
Oct.	The KONAMI logo was changed from italics to plain text.

Corporate History (1999-2013)

Feb. 1999	KONAMI entered into the card game business.
Mar.	Capital increased to 13,014million yen.
Sep.	KONAMI was listed on the London Stock Exchange.
Dec.	The registered office of KONAMI was transferred from Chuo-ku, Kobe to Minato-ku, Tokyo.
Jan. 2000	KONAMI became the first Japanese company to enter the world's largest gaming machines market in the United States.
Mar.	Capital increased to 15,793million yen.
Jun.	Konami Software Shanghai, Inc. was established in China.
Jul.	The corporate name was changed from KONAMI CO., LTD. to KONAMI CORPORATION.
Nov.	KONAMI announced a new type of financial product called "Game Fund Tokimeki Memorial".
Feb. 2001	PEOPLE CO., LTD. (currently Konami Sports Club Co., Ltd.), became a KONAMI subsidiary through a friendly TOB (take over bid) and KONAMI expanded into the Health & Fitness business.
Mar.	Capital increased to 47,399 million yen.
Aug.	Acquired capital in Hudson Soft Company, Limited, making it an affiliated company.
Mar. 2002	KONAMI launched e-AMUSEMENT (an online service for arcade machines).
Apr.	KONAMI's sports venues assumed the new title of "Konami Sports Club".
Aug.	Headquarters moved to the Marunouchi Building in Chiyoda-ku, Tokyo.
Sep.	KONAMI was listed on the New York Stock Exchange.
Apr. 2003	KONAMI introduced a new logo on the occasion of the 30th anniversary of the company's establishment.
Oct.	KONAMI was added to the Nikkei Stock Average (Nikkei 225).
Jun. 2005	The new office and production facility for gaming machines was built in Las Vegas, Nevada, United States.
Feb. 2006	Internet Revolution, Inc. was established as a joint venture company with Internet Initiative Japan Inc.
Mar.	KONAMI acquired capital in Resort Solution Co., Ltd. (equity method affiliate), simultaneously securing a business alliance. Konami Digital Entertainment Co., Ltd. was newly established to take over KONAMI's digital entertainment business and KONAMI CORPORATION shifted to a pure holding company.
Aug.	KPE, Inc. started distributing pachislot machines.
Apr. 2007	Headquarters moved to Tokyo Midtown in Minato-ku, Tokyo.
Aug. 2008	Three athletes from Konami Sports Club Gymnastic and Swimming Team represented Japan's national squad in the 29th Olympic Games (2008/Beijing), winning medals in top places.
Sep.	KONAMI entered into a licensing agreement with the Union of European Football Associations (UEFA) to produce and sell football (soccer) games.
Sep. 2010	KONAMI expanded distribution of its mobile games.
Nov.	KONAMI introduced "e-AMUSEMENT Participation".
Jan. 2011	KONAMI made ABILIT CORPORATION (currently TAKASAGO ELECTRIC INDUSTRY CO., LTD.) a wholly-owned subsidiary through a share exchange.
Sep.	KONAMI acquired land accompanied by a building in Ichinomiya, Aichi (currently the Konami Group Ichinomiya Office).
Dec.	Konami Digital Entertainment Co., Ltd. was selected as a recipient of a Thomson Reuters 2011 Top 100 Global Innovator Award.
Feb. 2012	KPE-TAKASAGO Sales Co., Ltd. was established.
Mar.	Konami Digital Entertainment Co., Ltd. absorbed Hudson Soft Company, Limited.
Jun.	Takuya Kozuki assumed the position of President and Representative Director of KONAMI CORPORATION.
Jul.	Four athletes from Konami Sports Club Gymnastic and Swimming Team represented Japan's national squad in the 30th Olympic Games (2012/London), winning a total of 6 medals including the gold medal won by Kohei Uchimura in the men's individual all-around gymnastics event.
Aug.	Konami Digital Entertainment Pte. Ltd. was established in Singapore.
Apr. 2013	Konami Digital Entertainment B.V. was relocated in Windsor, U.K., as the European headquarters.
Jun.	KONAMI acquired land for Konami Creative Center Ginza in Chuo-ku, Tokyo.
Sep.	KONAMI Los Angeles Studio was established in the United States.
Oct.	The groundbreaking ceremony for the second Gaming & Systems Business Factory was held in Las Vegas, Nevada, United States.

Corporate History (2014-2015)

- Jun. 2014 | TAKASAGO ELECTRIC INDUSTRY CO., LTD. began sales of pachinko machines.
- Oct. | KONAMI celebrated its 30th listing anniversary on the stock exchange in Japan.
- Mar. 2015 | Konami Business Expert Co., Ltd. was established.
- Sep. | The second Gaming & Systems Business Factory was established in Las Vegas, Nevada, United States.
- Oct. | KONAMI CORPORATION changed its trade name to KONAMI HOLDINGS CORPORATION.
- Oct. | Konami Sports Life Co., Ltd. was newly established to take over a part of Konami Sports & Life Co., Ltd.'s business, including development, manufacture and sales of health and fitness machines and products.
- Oct. | Konami Sports & Life Co., Ltd. changed its trade name to Konami Sports Club Co., Ltd.

Consolidated Financial Highlights (U.S. GAAP)

KONAMI HOLDINGS CORPORATION and Consolidated Subsidiaries
Years ended March 31, 2013, 2014, and 2015

CONSOLIDATED PERFORMANCE

Income Statement Data	Yen in Millions (Except per share data)		
	2013	2014	2015
Net revenues	¥225,995	¥217,595	¥218,157
Operating income	21,875	7,696	14,451
Net income	13,174	3,834	9,479
Basic net income per share (yen)	95.04	27.66	68.38
Cash dividends per share* (yen)	50.00	34.00	21.00

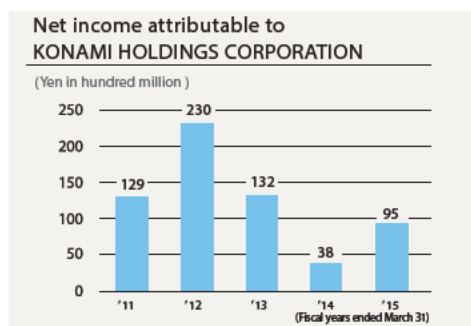
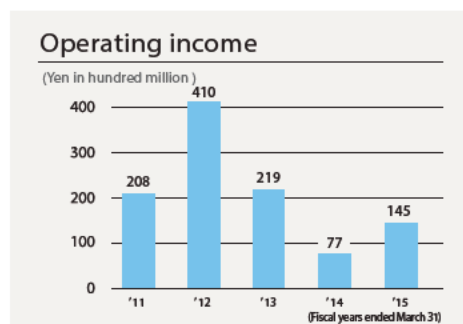
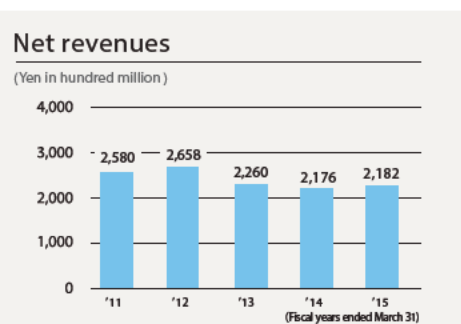
*Cash dividends per share consist of an interim dividend paid during the year, as well as a year-end dividend to be paid after March 31.

Balance Sheet Data

Total current assets	¥153,483	¥139,658	¥150,973
Total assets	322,948	320,251	329,760
Total current liabilities	59,512	45,328	48,741
Total long-term liabilities	37,437	49,131	45,999
Total stockholders' equity	225,425	225,133	234,310

Other Data

ROE	6.0%	1.7%	4.1%
Ratio of operating income to net revenues	9.7%	3.5%	6.6%



Corporate Social Responsibility Initiatives

Basic Policy

As a good corporate citizen, the Konami Group has designated making positive contributions to society a core management policy and takes the initiative to fulfill its corporate social responsibilities across the entire Group.

Seven core subjects CSR activities utilizing JIS Z 26000 (Handbook on Social Responsibility, Japan Standards Association)

Administration

▶ Corporate governance

The Konami Group's basic management policy is to "value shareholders," "maintain sound relationships with all stakeholders, including our shareholders, and contribute to society as a good corporate citizen." We believe that open and transparent management is fundamental to ensuring the integrity of this basic philosophy. That is why robust corporate governance has been a priority of our management.



Fair Business Activity

- ▶ Protecting personal information
- ▶ Earning "PrivacyMark" certification
- ▶ Response to conflict minerals
- ▶ Prohibition of bribes to public and other officials



The Konami Group strives to ensure fair business practices based on high ethical standards. Toward this end, efforts are made to ensure thorough compliance and to reinforce measures to keep information secure, as well as approaches to promote appropriate business transactions based on the laws and regulations in force.

Human Rights

▶ Promoting diversity

Securing and cultivating human resources who are able to operate globally are essential to carrying out our business on the world stage. To achieve this, we hire employees of many nationalities regardless of sex, age, or culture, and place a particular emphasis on creating global workplaces. While recognizing the positive aspects of Japanese-style management, we will continue to promote further diversity going forward.



Customer Relations

- ▶ Quality control
- ▶ Customer satisfaction



Based on our corporate principles of "compliance" and being "customer-oriented" we make it our mission to provide customers with safe products and services, and strive to enhance quality from a customer perspective. We have set up many contact points for customer inquiries, with the aim of enhancing products and services in a way that will satisfy customers. Through these contact points, we strive to improve our products and services while promptly responding to customer feedback and inquiries.

Better Work Environment

- ▶ Human resource development
- ▶ Supporting diverse work approaches
- ▶ KONAMI Family Day
- ▶ Workplace safety and maintenance
- ▶ Promoting hiring



Staff development is essential to Konami's growth, and we are proactively working to cultivate human resources. Despite our market environment being subject to trends and drastic changes, we regard compliance and adhering to our corporate principles as important among all employees, and will continue to emphasize and instill these principles going forward.

Community Assistance

- ▶ Culture and learning
- ▶ Social support through games
- ▶ Support for the elderly
- ▶ Regional initiatives
- ▶ Social welfare
- ▶ Sports & Sponsorships
- ▶ supporting CPR/AED
- ▶ Konami Group Support for the Great East Japan Earthquake Relief Efforts



Through the forte services and businesses of the Konami Group, we will strive to engage in community activities matched to the times and social needs and grow with local communities by building strong relationships between us.

Environmental Preservation

▶ Environmental Preservation Measures

Konami Group recognizes that addressing environmental issues including global warming is crucial to our survival as a company. In addition to striving to minimize the environmental impact of our corporate activities, we are utilizing Group strengths to work together with customers in a wide range of environmental protection activities.



Please refer to the following website for more information.

<https://www.konami.com/socialsupport/en>

Group Companies (As of April 1, 2016)

Group Companies (Business Segment)

Digital Entertainment Segment

- **Konami Digital Entertainment Co., Ltd.**
Planning, production and distribution of mobile games, computer & video games, arcade games, cards, music, videos/dvds, goods.
9-7-2, Akasaka, Minato-ku, Tokyo 107-8324, Japan
URL: www.konami.com/games/corporate/en/

Health & Fitness Segment

- **Konami Sports Club Co., Ltd.**
Operation and management of sports clubs and services of health and fitness solutions.
4-10-1, Higashi-Shinagawa, Shinagawa-ku, Tokyo 140-0002, Japan
URL: www.konami.com/sportsclub
- **Konami Sports Life Co., Ltd.**
Development, manufacture and sales of health and fitness machines and products that provide a wide range of health and fitness solutions
1-1, Higashihara 5-chome, Zama City, Kanagawa 228-0004, Japan
URL: www.konami.com/corporate/ksl

Gaming & Systems Segment

- **Konami Gaming, Inc.**
Production, manufacture and distribution of gaming machines and casino management systems
585 Konami Circle, Las Vegas, NV 89119, USA
URL: www.konami.com/gaming/corporate/Home.aspx
- **Konami Australia Pty Ltd.**
Production, manufacture and distribution of gaming machines and casino management systems
28 Lord Street, Botany, NSW, Australia 2019
URL: www.konamiaustralia.com.au

Pachislot & Pachinko Machines Segment

- **KPE, Inc.**
Production, manufacture of pachislot machines
9-7-2, Akasaka, Minato-ku, Tokyo 107-8343, Japan
URL: www.kpenet.co.jp
- **TAKASAGO ELECTRIC INDUSTRY CO., LTD.**
Production, manufacture of pachislot machines and pachinko machines
1, Ikejiri, Takata, Ichinomiya, Aichi 491-0125, Japan
URL: www.takasago-ei.co.jp
- **KPE-TAKASAGO Sales Co., Ltd.**
Sales of pachislot machines and pachinko machines
9-7-2, Akasaka, Minato-ku, Tokyo 107-8343, Japan
URL: www.kpe-takasago-sales.co.jp
- **Konami Business Expert Co., Ltd.**
Shared services company of Konami Group in Japan
9-7-2, Akasaka, Minato-ku, Tokyo 107-8326, Japan
URL: www.konami.com/corporate/kbx
- **Internet Revolution, Inc.**
Operation of Internet portal sites
9-7-2, Akasaka, Minato-ku, Tokyo 107-8342, Japan
URL: www.i-revo.jp
- **KME Co., Ltd.**
Management of music copyright and related operations for the Konami Group
9-7-2, Akasaka, Minato-ku, Tokyo 107-8346, Japan
URL: www.konami.com/corporate/kme

- **Konami Sports Facility Service, Inc.**
Operation and maintenance of the building, facility and ancillary facility, and parking management of the sports club
4-10-1, Higashi-Shinagawa, Shinagawa-ku, Tokyo 140-0002, Japan
URL: www.konami.com/corporate/kfs
- **Konami Real Estate, Inc.**
Real estate agency of Konami Group
9-7-2, Akasaka, Minato-ku, Tokyo 107-8326, Japan
URL: www.konami.com/corporate/kre

Group Companies (Overseas)

United States

- **Konami Corporation of America**
U.S.-based holding company
2381 Rosecrans Avenue, Suite 200, El Segundo, CA 90245-4922, USA
- **Konami Digital Entertainment, Inc.**
Planning, production, and distribution of mobile games, computer & video games, arcade games, cards, music, videos/dvds, goods, books, and magazines.
2381 Rosecrans Avenue, Suite 200, El Segundo, CA 90245-4922, USA
URL: www.konami.com/games/us/en
- **Konami Gaming, Inc.**
Production, manufacture and distribution of gaming machines and casino management systems
585 Konami Circle, Las Vegas, NV 89119, USA
URL: www.konami.com/gaming/corporate/Home.aspx
- **4K Media Inc.**
Licensing Management
53 West 23rd St., 11th Floor, New York, NY 10010 USA

Europe

- **Konami Digital Entertainment B.V.**
Planning, production, and distribution of mobile games, computer & video games, music, videos/dvds, books, and magazines.
14-16 Sheet Street, Windsor SL4 1BG, United Kingdom

Asia • Oceania

- **Konami Digital Entertainment Limited**
Planning, production, and distribution of computer & video games, arcade games, cards, goods.
Room Nos. 611B, 612 & 613, 6/F
Tsim Sha Tsui Centre, 66 Mody Road, Kowloon, Hong Kong
URL: www.konami.com/games/asia/en
- **Konami Digital Entertainment Pte. Ltd.**
Planning, production and operation of mobile games
20 Collyer Quay, #19-04, Singapore 049319
URL: www.konami-digital-entertainment.com.sg
- **Konami Australia Pty Ltd.**
Production, manufacture and distribution of gaming machines and casino management systems
28 Lord Street, Botany, NSW, Australia 2019
URL: www.konamiaustralia.com.au

www.konami.com

(b.2) Konami Corporation of America and Subsidiaries (KCOA) - Consolidated Financials for fiscal years 2020, 2019, 2018, 2017 and 2016

(b.3) Konami Corporation of America and Subsidiaries (KCOA) - 1120 Income Tax Return for fiscal years 2020, 2019, 2018, 2017 and 2016

c. Bidder Experience.

(1) Threshold. Bidders must demonstrate in its proposal that has the subsequent experience to meet the minimum qualifications.

Konami entered the United States Market offering quality cabinets along with entertaining gaming software in 2000. Since then, the company has expanded its library of products on casino floors across the globe and holds gaming licenses in over 300 jurisdictions.

Konami's Development has created a team specific to specialty markets [REDACTED]

[REDACTED]

All Central Determinant markets share similar characteristics in that the prize is chosen first and there are one or more displays associated with that prize. Our teams combined experience results in over 15 years in these types of jurisdictions. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

The Konami manufacturing facility is in Las Vegas, NV, which makes it convenient for builds specific casinos to be processed and shipped in a timely manner.

Expansion to the Las Vegas Konami facility was completed in 2015, and is a LEED certified 200,000 sq. ft. building that houses all operations, from R&D to Manufacturing.

Concerning the manufacturing portion of the building, production build cells is present for our Games and Systems businesses, Customer Service & Systems warehouses, as well as Konami Finished Goods Inventory. All products and component assemblies are quality checked by independent internal inspectors prior to shipping to our customers.

Konami utilizes warehouse automated picking systems which is the first step in our operation. This is done through internal bar coding and automated conveying systems. Cabinets through this system are then delivered to build cells for component completion and final assembly and testing.

Our manufacturing management team has extensive experience across diverse segments of manufacturing, creating a team well-versed in lean and continuous flow manufacturing.

Konami Field Service department encompasses gaming markets across the World supporting all our product lines. Field Service personnel are strategically placed to meet the needs of our customers to ensure a speedy response and restoral times. Konami Field Service personnel have company supplied service vehicles that are fully stocked with the tools and inventory needed to fix products on the first attempt.

Included within the Field Service department is technical training, which provides training on both games and our player tracking system. Technical training is provided to all Field Service personnel and for customers upon their request. Konami can facilitate training either in person, live video or through recorded instruction.

Our Field Service staff utilizes a service management tool through our ERP business system which provides critical data and information to better support our product lines. This data provides key information, including failure rates, work history, parts usage, response, and restoral times. Along with our service management tool is an information resource depository. Included are items such as Service Manuals, illustrated parts diagrams, tech tips and service bulletins that all Konami field service personnel have access to.

Konami's Field Service Management Team has many strengths spearheaded by a Management team which draws on their knowledge and experience in the gaming industry spanning over an average of 18 years in the industry. They value honesty, providing great customer service and doing the job right the first time.

Since the beginning of this century, Konami has provided excellence in its products and services throughout the gaming industry. From Development to Production, Konami meets the threshold to meet any customers expectations. Our Field Service encompasses the highest of standards and professionalism that can accommodate any casino floor. It is with these highlights that Konami looks forward to a long term partnership with the New York Lottery.

(2) Qualifications and Experience. The Bidder should include sufficient detail to demonstrate the relevance of such qualifications and experience to the RFP and the Contract, by providing the following:

(A) A description of the five (5) most comparable accounts within different gaming jurisdictions that the Bidder has been involved in within the last two (2) years. The description should not exceed one (1) page per project. The description must include the following:

- i. The name of the gaming enterprise and a description of the property;**
- ii. The number of machines or terminals provided by the bidder at the property;**
- iii. The number of different titles provided by the bidder;**
- iv. Approximate net win of the bidder's machines or terminals; and**
- v. ETG games provided, if applicable.**

In order to demonstrate the necessary qualifications and experience the following 5 accounts are listed:

Account #1:

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Account #2:

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Account #3:

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Account #4:

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Account #5:

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

d. References. Each Bidder shall provide three (3) references relevant to any of the requested services. References must include company name, contact person (name, title, phone number, e-mail address, and mailing address) and include a general statement of the type of engagement performed for this reference.

Konami is providing the 3 following reference related to our experience:

Reference #1:

[Redacted]
[Redacted]
[Redacted]
[Redacted]
[Redacted]
[Redacted]
[Redacted]
[Redacted]
[Redacted]

Reference #2:

[Redacted]
[Redacted]
[Redacted]
[Redacted]
[Redacted]
[Redacted]
[Redacted]

Reference #3:

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

(1) If submitting a joint Proposal, the Bidder shall provide three (3) references for each company; and
Konami is not submitting a joint proposal.

(2) If utilizing a subcontractor for any significant portion of the work, the Bidder shall provide two (2) references for each subcontractor.

Konami is not using subcontractors.

(3) The Commission reserves the right to contact provided references and to contact as additional references as necessary to obtain a complete understanding of the Bidder's performance and experience. References may be used to substantiate the Technical Proposal.

Konami can provide other references in case the Commission requests.

e. Project Management and Staffing. A Bidder shall identify a staffing plan that meets the needs of the work proposed to be undertaken by the Bidder, with emphasis placed how the Bidder intends to meet the requirements of the Video Lottery maintenance requirements of Section 3.7. A Successful Bidder is permitted to contract with third-parties to provide technicians or to make arrangements with Video Lottery Gaming Facilities to utilize facility technicians to perform certain Field Services required to maintain terminals.

[REDACTED]

[REDACTED]

- [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

- [REDACTED]
- [REDACTED]
- [REDACTED]

|| [REDACTED]
|| [REDACTED]

[REDACTED]

|| [REDACTED]
|| [REDACTED]
|| [REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]
[REDACTED]

[REDACTED]

[REDACTED]

|| [REDACTED]
|| [REDACTED]
|| [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

f. Diversity Practices. In addition to requirements specified in Section 2.18 of this RFP, each Bidder must provide, in writing, their Diversity Practices using the form provided in this RFP as Appendix K – Diversity Practices. Pursuant to § 310(22) of Article 15-A of New York State Executive Law, “Diversity Practices” shall mean the Contractor’s practices and policies with respect to:

(1) Utilizing certified minority- and women-owned business enterprises in contracts awarded by a state agency or other public corporation, as subcontractors and suppliers; and

(2) Entering into partnerships, joint ventures, or other similar arrangements with certified minority- and women-owned business enterprises as defined in this article or other applicable statute or regulation governing an entity’s utilization of minority- or women-owned business enterprises.

Since its inception, Konami Gaming, Inc. (Konami), a Nevada Corporation formed in 1997, has provided equality of opportunity in employment. This is contained in the Employee Handbook of Konami [REDACTED]

[REDACTED] Konami is also committed to full compliance with the Immigration and Reform and Control Act and does not discriminate on the basis of citizenship.

Konami is also committed to complying with Article 17-B of the New York State Executive Law for Service-Disabled Veteran-Owned Businesses (“SDVOB”), and Article 15-A of the Executive Law and the new subtitle N of 9 NYCRR 540 et seq, for New York State Certified Minority and Women owned Business Enterprise (MWBE) as subcontractors and suppliers in this contract. Upon contract award, Konami will work towards fulfilling the diversity plan of obtaining the goal of 6% for SDVOB participation and 30% of MWBE participation. Konami will adopt a diversity plan to ensure that all persons are afforded equality of opportunity in employment and contracting by Konami and its contractors, subcontractors, assignees, lessees, agents, vendors, and suppliers. Specifically, Konami will adopt the following policy:

Policy statement

All employment and purchasing decisions will be made without regard to race, creed, color, natural origin, ancestry, sex, gender, age, marital status, military status, disability, or any other bases prohibited by applicable state or federal laws. Konami shall base all employment and purchasing decision on merit, qualifications, abilities, and attitude of the person or vendor in accordance with all applicable laws relating to equal employment opportunity. The provisions of this Diversity Plan are subject at all times

to the governing principle that Konami will make all employment and purchasing decisions in a non-discriminatory manner. This Diversity Plan is not intended to require or cause Konami to consider any factor other than the individual qualifications of the person or company under consideration.

Responsibilities for Implementing

While every employee will be responsible for implementing the Diversity Plan, Konami's Chief Compliance Officer will be primarily responsible. However, ultimate responsibility will reside with the Chief Executive Officer of Konami.

Human Resources will hold the responsibility of educating all employees in the personnel requirements of the Diversity Plan, implementing, and administering the Diversity Plan, along with dissemination of the Policy statement as noted above. Human Resources will also hold responsibility for providing support and assistance to other employees in the implementation of the plan, ensure that all managers and supervisors carry out their personnel duties in accordance with the Diversity Plan, review job descriptions and performance standards on a continuing bases to ensure compliance with the Diversity plan and maintaining accurate records regarding implementation of the Diversity Plan. This includes maintaining data on minority and women representation in the workforce in all job classifications, salary information, recruitment and training information, including executive and managerial level recruitment and training and retention and outreach efforts.

The Chief Compliance Officer will hold the responsibility of educating all employees in the purchasing requirements of the Diversity Plan, Directing and Administering the implementation of the purchasing aspects in the Diversity Plan, along with dissemination of the policy statement, and providing support and assistance to other employees in the implementation of the Diversity Plan.

Dissemination of the Diversity Plan

Konami will disseminate the Diversity Plan internally by providing a copy of the policy statement to each new employee at their orientation session, posting the policy statement in the Employee Handbook, and on bulletin boards. Konami will disseminate the Diversity Plan externally by providing the policy statement to all vendors and potential vendors who are seeking to do business with Konami. All purchase agreements will contain a provision stating the provider of the goods or services is prohibited from engaging in discriminatory practices, providing the Policy Statement to employee recruitment sources, including any labor unions. Stating in all advertisements or solicitations for employment that KGI is an "Equal Opportunity Employer", and stating in all advertisements or solicitations for the purchase of goods that Konami is an "Equal Business Opportunity Purchaser".

Meeting Diversity Goals

To meet the diversity goals, when soliciting for subcontractors, vendors for this contract, Konami will utilize the directory of MWBE and SDVOB's and will document and maintain records of its outreach efforts and responses.

f.1 - Appendix J-2: Work Force Employment Staffing Plan

WORK FORCE EMPLOYMENT STAFFING PLAN

Project/RFP Title New York Lottery Video Lottery Games C202017

Location of Contract _____

Contractor/Firm Name Konaimi Gaming, Inc.

Address 585 Konami Circle

County Nevada Zip 89119
State _____ Zip _____

Check applicable categories (1) Staff Estimates include:
(2) Type of Contract:

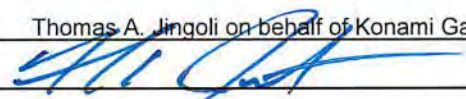
Contract/Project Staff Total Work Force _____ Subcontractors _____
Construction Consultants _____ Commodities _____ Services/Consultants

Total Anticipated Work Force

Federal Occupational Category	Total Number of Employees		Black (Not of Hispanic Origin)		Hispanic		Asian or Pacific Islander		Native American/ Alaskan Native		Total Percent Minority Employees	Total Percent Female Employees
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female		
Officials/Admin	1											
Professionals	7	1	2		2						50%	14%
Technicians												
Sales Workers												
Office & Clerical												
Craft Workers												
Operatives												
Laborers												
Service Workers												
TOTALS	8	1									50%	14%

Company Official's Name Thomas A. Jingoli on behalf of Konami Gaming, Inc.

Title EVP/COO

Company Official's Signature 

Date 03/15/2021

Telephone Number 702-616-1400

f.2 – Appendix J-4: MWBE Utilization Plan Form


**NEW YORK STATE GAMING COMMISSION
VENDOR/CONTRACTOR'S MINORITY AND WOMEN-OWNED BUSINESS UTILIZATION PLAN FORM**

AGENCY NAME Konami Gaming, Inc.
 AGENCY CONTACT Thomas A. Jingoli, EVP/COO
 AGENCY PHONE 702.616.1400

CONTRACTOR NAME AND ADDRESS Konami Gaming, Inc. 585 Konami Circle Las Vegas, NV 89119	CHECK APPROPRIATE BOX		DATE SUBMITTED		TOTAL VALUE OF CONTRACT		
	SUPPLIER		03/15/2021		TBD		
	<input checked="" type="checkbox"/> CONTRACTOR		CONTRACTOR'S FID#		CONTRACT EFFECTIVE DATES		
					07/01/2021 - 12/31/2029		
PROJECT DESCRIPTION New York Lottery Video Lottery Games	GOALS MBE 15 % WBE 15%		JOB NUMBER (IF APPLICABLE)		CONTRACT NUMBER		
MWBE SUBCONTRACTOR/SUPPLIER NAME & ADDRESS	CHECK ONE	SUBCONTRACTOR/SUPPLIER TAXPAYER/FEDERAL ID #	MBE (CHECK)	WBE (CHECK)	NYS CERTIFIED (CHECK)	DESCRIPTION OF WORK	\$ VALUE OF CONTRACT
TBD- upon expansion of market share	SUB <input checked="" type="checkbox"/> SUP <input type="checkbox"/>	TBD	YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>	YES <input type="checkbox"/> NO <input type="checkbox"/>	YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>	Gaming Technician	15% of project
TBD - upon expansion of market share	SUB <input type="checkbox"/> SUP <input type="checkbox"/>	TBD	YES <input type="checkbox"/> NO <input type="checkbox"/>	YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>	YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>	Gaming Technician	15% of project
	SUB <input type="checkbox"/> SUP <input type="checkbox"/>		YES <input type="checkbox"/> NO <input type="checkbox"/>	YES <input type="checkbox"/> NO <input type="checkbox"/>	YES <input type="checkbox"/> NO <input type="checkbox"/>		
	SUB <input type="checkbox"/> SUP <input type="checkbox"/>		YES <input type="checkbox"/> NO <input type="checkbox"/>	YES <input type="checkbox"/> NO <input type="checkbox"/>	YES <input type="checkbox"/> NO <input type="checkbox"/>		

	<u>\$ AMOUNT</u>	<u>% OF TOTAL</u>
(A) TOTAL CONTRACT BID AMOUNT:	_____	_____
(B) TOTAL SUBCONTRACTS FOR COMMODITIES AND SERVICES TO MBE'S:	_____	15%
(C) TOTAL SUBCONTRACTS FOR COMMODITIES AND SERVICES TO WBE'S:	_____	15%
	_____	30%

CONTRACTOR'S ATTESTATION: MY FIRM PROPOSES TO USE THE MWBE'S LISTED ON THIS FORM.

PREPARED BY: (SIGNATURE OF CONTRACTOR) 	PRINT NAME OF CONTRACTOR Thomas A. Jingoli on behalf of Konami Gaming, Inc.	TELEPHONE NUMBER 702-616-1400	DATE 03/15/2021
---	--	----------------------------------	--------------------

FOR OFFICE USE ONLY
REVIEWED BY:
DATE:
MWBE FIRMS CERTIFIED:
MWBE FIRMS NOT CERTIFIED:

NOTICE: this report is required pursuant to Executive Law; failure to report will result in noncompliance.

f.3 – Appendix K.1: Diversity Practice Questionnaire

Diversity Practices Questionnaire (Response worth up to 5 Technical Points)

Note: Points will not be awarded based on your company's status as a certified MWBE firm; monies spend within your own firm; or training provided to your own employees. All points awarded will be based on the information provided in response to the questions herein pertaining to efforts made toward New York State certified MWBE firms.

I, Thomas A. Jingoli, as EVP/COO (title) of Konami Gaming, Inc. firm or company (hereafter referred to as the company), swear and/or affirm under penalty of perjury that the answers submitted to the following questions are complete and accurate to the best of my knowledge:

1. Does your company have a Chief Diversity Officer or other individual who is tasked with supplier diversity initiatives? **Yes** or **No**

If Yes, provide the name, title, description of duties assigned to the position and evidence of initiatives performed by this individual or individuals.

2. What percentage of your company's gross revenues (from your prior fiscal year) was paid to New York State certified minority and/or women-owned business enterprises as subcontractors, suppliers, joint-venturers, partners or other similar arrangement for the provision of goods or services to your company's clients or customers? 0%

3. What percentage of your company's overhead (i.e. those expenditures that are not directly related to the provision of goods or services to your company's clients or customers) or non-contract-related expenses (from your prior fiscal year) was paid to New York State certified minority- and women-owned business enterprises as suppliers/contractors?¹ 0%

4. Does your company provide technical training² to minority- and women-owned business enterprises? **Yes** or **No**

If Yes, provide a description of such training which should include, but not be limited to, the date the program was initiated, the names and the number of minority- and women-owned business enterprises participating in such training, the number of years such training has been offered and the number of hours per year for which such training occurs.

¹ Do not include onsite project overhead.

² Technical training is the process of teaching employees how to more accurately and thoroughly perform the technical components of their jobs. Training can include technology applications, products, sales and service tactics, and more. Technical skills are job-specific as opposed to soft skills, which are transferable.

5. Is your company participating in a government approved minority- and women-owned business enterprises focused mentor protégé program? **Yes** or **No**

If Yes, identify the governmental mentoring program in which your company participates and provide evidence demonstrating the extent of your company's commitment to the governmental mentoring program.

6. Does your company include specific quantitative goals for the utilization of minority- and women-owned business enterprises in its non-government procurements? **Yes** or **No**

If Yes, provide a description of such non-government procurements (including time period, goal, scope and dollar amount) and indicate the percentage of the goals that were attained.

7. Does your company have a formal minority- and women-owned business enterprises supplier diversity program? **Yes** or **No**

If Yes, provide documentation of program activities and a copy of policy or program materials.

NOTE: All information provided in connection with the questionnaire is subject to audit and any fraudulent statements are subject to criminal prosecution and debarment.

Signature of Owner/Official 

Printed Name of Signatory Thomas A. Jingoli

Title EVP/COO

Name of Business Konami Gaming, Inc.

Address 585 Konami Gaming, Inc.

City, State, Zip Las Vegas, NV 89119

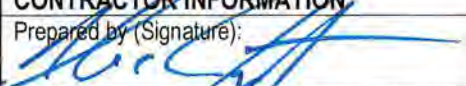
f.4 – Appendix L: Participation Opportunities for New York State Service-Disabled Veteran Owned Businesses

SDVOB UTILIZATION PLAN

Initial Plan Revised plan Contract/Solicitation # C202017

INSTRUCTIONS: This Utilization Plan must contain a detailed description of the supplies and/or services to be provided by each NYS **Certified** Service-Disabled Veteran-Owned Business (SDVOB) under the contract. By submission of this Plan, the Bidder/Contractor commits to making good faith efforts in the utilization of SDVOB subcontractors and suppliers as required by the SDVOB goals contained in the Solicitation/Contract. Making false representations or providing information that shows a lack of good faith as part of, or in conjunction with, the submission of a Utilization Plan is prohibited by law and may result in penalties including, but not limited to, termination of a contract for cause, loss of eligibility to submit future bids, and/or withholding of payments. Firms that do not perform commercially useful functions may not be counted toward SDVOB utilization. Attach additional sheets if necessary.

BIDDER/CONTRACTOR INFORMATION		SDVOB Goals In Contract
Bidder/Contractor Name: Konami Gaming, Inc.	NYS Vendor ID:	6 %
Bidder/Contractor Address (Street, City, State and Zip Code): 585 Konami Circle Las Vegas, NV 89119		
Bidder/Contractor Telephone Number: 702.616.1400	Contract Work Location/Region: New York State	
Contract Description/Title: New York Lottery Video Lottery Games		

CONTRACTOR INFORMATION			
Prepared by (Signature): 	Name and Title of Preparer: Thomas A. Jingoli, EVP/COO	Telephone Number: 702.616.1400	Date: 3/15/2021
Email Address: jngoli0616@konamigaming.com			

If unable to meet the SDVOB goals set forth in the solicitation/contract, bidder/contractor must submit a request for waiver on the SDVOB Waiver Form.

SDVOB Subcontractor/Supplier Name: TBD- upon expansion of market share			
Please identify the person you contacted: TBD - per the directory of NYS certified SDVOBs	Federal Identification No.: TBD	Telephone No.: TBD	
Address: TBD	Email Address: TBD		
Detailed description of work to be provided by subcontractor/supplier: Provide Gaming Technicians to support VLT			
Dollar Value of subcontracts/supplies/services (When \$ value cannot be estimated, provide the estimated % of contract work the SDVOB will perform): \$ _____ or 6 %			

SDVOB Subcontractor/Supplier Name:			
Please identify the person you contacted:	Federal Identification No.:	Telephone No.:	
Address:	Email Address:		
Detailed Description of work to be provided by subcontractor/supplier:			
Dollar Value of subcontracts/supplies/services (When \$ value cannot be estimated, provide the estimated % of contract work the SDVOB will perform): \$ _____ or _____ %			

FOR DOCCS USE ONLY				
DOCCS Authorized Signature:	<input type="checkbox"/> Accepted	<input type="checkbox"/> Accepted as Noted	<input type="checkbox"/> Notice of Deficiency	
NAME (Please Print):	SDVOB %/\$ _____	Date Received:	Date Processed:	
Comments:				
NYS CERTIFIED SDVOB SUBCONTRACTOR/SUPPLIER INFORMATION: The directory of New York State Certified SDVOBs can be viewed at: https://ogs.ny.gov/Veterans/default.asp Note: All listed Subcontractors/Suppliers will be contacted and verified by DOCCS.				

ADDITIONAL SHEET

Bidder/Contractor Name: Konami Gaming, Inc.	Contract/Solicitation # <u>C202017</u>
--	---

SDVOB Subcontractor/Supplier Name:		
Please identify the person you contacted:	Federal Identification No.:	Telephone No.:
Address:	Email Address:	
Detailed Description of work to be provided by subcontractor/supplier:		
Dollar Value of subcontracts/supplies/services (When \$ value cannot be estimated, provide the estimated % of contract work the SDVOB will perform): \$ _____ or _____ %		
SDVOB Subcontractor/Supplier Name:		
Please identify the person you contacted:	Federal Identification No.:	Telephone No.:
Address:	Email Address:	
Detailed Description of work to be provided by subcontractor/supplier:		
Dollar Value of subcontracts/supplies/services (When \$ value cannot be estimated, provide the estimated % of contract work the SDVOB will perform): \$ _____ or _____ %		
SDVOB Subcontractor/Supplier Name:		
Please identify the person you contacted:	Federal Identification No.:	Telephone No.:
Address:	Email Address:	
Detailed Description of work to be provided by subcontractor/supplier:		
Dollar Value of subcontracts/supplies/services (When \$ value cannot be estimated, provide the estimated % of contract work the SDVOB will perform): \$ _____ or _____ %		
SDVOB Subcontractor/Supplier Name:		
Please identify the person you contacted:	Federal Identification No.:	Telephone No.:
Address:	Email Address:	
Detailed Description of work to be provided by subcontractor/supplier:		
Dollar Value of subcontracts/supplies/services (When \$ value cannot be estimated, provide the estimated % of contract work the SDVOB will perform): \$ _____ or _____ %		
SDVOB Subcontractor/Supplier Name:		
Please identify the person you contacted:	Federal Identification No.:	Telephone No.:
Address:	Email Address:	
Detailed Description of work to be provided by subcontractor/supplier:		
Dollar Value of subcontracts/supplies/services (When \$ value cannot be estimated, provide the estimated % of contract work the SDVOB will perform): \$ _____ or _____ %		