

Targeting Further Growth

eSports Development Leveraging KONAMI Content

eSports brings the competitiveness of sports to games, and this field is growing rapidly, especially in the U.S. and Asia. The numbers of tournament spectators and viewers have shown sustained growth and have reached the scale of major sports. KONAMI has sponsored world championships for the *Winning Eleven* series since 2001 and the *Yu-Gi-Oh! TRADING CARD GAME* since 2003, as well as a Japan championship for *JIKKYOU PAWAFURU PUROYAKYU* from 2016. In these ways, we are working to expand and invigorate the base of fans.

In May 2018, KONAMI's *Winning Eleven* was the only title from a Japanese company to be selected as an eSports demonstration event at the 18th Asian Games Jakarta-Palembang 2018. On September 1, the day of the tournament, eight regional

representatives who had been successful in the Asia region preliminary matches vied to become the first Asian champion, and the competition was fierce. Two players from Japan, Naoki Sugimura and Tsubasa Aihara, who both work as KONAMI *Winning Eleven* eSports Ambassadors, competed together skillfully and took the gold medal. The intense battle, which pitted country against country in a competition for national pride, opened the curtains on a new era for eSports.

At the Tokyo Game Show 2018, there was an exhibition match between the representatives of countries/regions that were among the best performers at the 18th Asian Games. The fierce competition among Asia's top players highlighted KONAMI's eSports initiatives, which are being rolled out



Players representing Japan were excited about their victory at the 18th Asian Games Jakarta-Palembang 2018.



Demonstration match at the 18th Asian Games Jakarta-Palembang 2018.

Opening of eBASEBALL PAWAPURO PRO LEAGUE



The eBASEBALL PAWAPURO PRO LEAGUE is an official league of NPB and KONAMI.

globally, as well as the appeal of eSports itself.

In addition, *Winning Eleven 2019*, the latest title in the series, has been officially selected as a competition title in the culture program at the 74th National Sports Festival (*Iki Iki Ibaraki Yume Kokutai 2019*). This has generated a significant level of attention, and KONAMI soccer content is playing a key role in accelerating the development of eSports.

In baseball content, together with the Nippon Professional Baseball Organization (NPB), KONAMI has sponsored eBASEBALL PAWAPURO PRO LEAGUE, a professional baseball eSports league. This league uses *JIKKYOU PAWAFURU PUROYAKYU 2018* for competition, the latest title in KONAMI's popular *JIKKYOU PAWAFURU PUROYAKYU* series.

Our decision to move ahead with this initiative reflects the alignment of the objectives of NPB and KONAMI—providing a new way to enjoy baseball through eSports and increasing



eDraft meeting for eBASEBALL PAWAPURO PRO LEAGUE 2018.

baseball fans. For each of 12 professional baseball teams overseen by the NPB—6 in the Central League and 6 in the Pacific League—three eSports players are selected in the eDraft and registered, and then the pennant race gets under way. The pennant race was started on November 10, and the competition is currently heating up. On January 12, 2019, we plan to sponsor the Nippon Series to determine the Japan champion. The results of games are already drawing considerable attention.

Moving forward, KONAMI will continue to broadly communicate the appeal of content and deliver fun and excitement to customers through these types of eSports initiatives.