



KOEI Entertainment Singapore Pte Ltd

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After 4 years of establishing a studio in Singapore, games developer KOEI Entertainment Singapore Pte Ltd is ready to mature into the next phase of its growth, leading Singapore's charge to become a digital media hub.

Seeing that the Singapore studio has managed to complete the technically difficult first large-scale production, "*Romance of the Three Kingdoms Online*", after more than 3 years, Mrs Keiko Erikawa, Founder and Chairman Emeritus of KOEI, expressed confidence that the studio, with the Singapore government's strong push in the Interactive Digital Media area, will strive forward to becoming an important development hub.

Starting with the TAP ("Training and Attachment Programme" facilitated by EDB) KOEI was one of the first big-name developers to establish a studio in Singapore back when the local digital media industry was still in its infancy. They were also the first to develop a large-scale MMORPG ("*Massively Multiplayer Online Role Playing Game*"). February 2008 saw the game released to delighted fans in Japan. In July 2008, KOEI closed a multi-million dollar deal to launch the game in China, the biggest online gaming market in the world. Just last week, they scored another win, this time securing a deal to launch the game in Taiwan, Hong Kong and Macau. They are also in the midst of evaluating some offers from other regions.

"KOEI Singapore has achieved its business objectives," said Mrs Erikawa. "But we want to move ahead. I will not be satisfied until we further strengthen the development capabilities of the studio, both in quantity and in quality. Our objective is to groom a pool of talented and passionate developers who want to do Singapore proud and work relentlessly towards creating best-selling titles targeted at the global audience."

Continuous training is a part of that strategy, reveals Mrs Erikawa. The company is on a recruitment drive now, welcoming even fresh graduates and will be sending candidates to Japan for specialized training. In the mid-to-long term, she hopes the studio will produce talent capable of producing games that transcends cultural barriers



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and thus reach out to the global audience like no others have done.

Mr Lim Siong Guan, Chairman of the Economic Board of Singapore, welcomed the move by KOEI. "KOEI has been a pioneer in the development of Singapore's games industry. We are very pleased with the success of KOEI's studio here. It is a very important part of Singapore as a home for creating exciting games for the global market. The KOEI-EDB partnership will grow stronger as they expand their presence," said Mr Lim.

KOEI has intensified its efforts for a bigger piece of the fast-growing global markets. Commenting on the recent KOEI-TECMO integration which will be officially operational on 1st April 2009, Mrs Erikawa said, "There are huge synergies between KOEI and TECMO that will help us attain a bigger global market share. We believe that KOEI Singapore can play a significant part in this synergy."

The current KOEI Singapore studio employs close to 50 people, trained as Game Programmers, Game Designers and CG Artists. About 90% of the studio is comprised of local Singaporeans or permanent residents. More than half of them have already undergone some form of training in Japan.

About KOEI Entertainment Singapore Pte Ltd

KOEI was one of the first major global game developers to begin game development operations in Singapore. KOEI Entertainment Singapore Pte Ltd was incorporated as a wholly-owned subsidiary of KOEI Co., Ltd in August 2004.

KOEI Entertainment Singapore Pte Ltd successfully launched its maiden production, Romance of the Three Kingdoms Online in February 2008.

Since its inception KOEI Entertainment Singapore Pte Ltd has invested heavily into training the local workforce. It has also ignited the dreams of creative talent with a passion for developing games and created new types of job opportunities in the new digital media industry.

Website: www.koei.com.sg



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About KOEI Co., Ltd

Headquartered in Yokohama, Japan, KOEI Co., Ltd. develops, publishes, and distributes interactive software for video game systems and personal computers. For fiscal 2007, KOEI posted worldwide revenues of USD\$291 million. KOEI maintains operations in Japan, the U.S., the UK, Canada, China, Korea, Taiwan, Singapore and Lithuania.

KOEI is respected worldwide as the premier brand of strategy and simulation games, and is the innovator of the Tactical Action genre. The company's *Dynasty Warriors*® and *Samurai Warriors*® series of games have generated a combined 15 million units in global sales.

Website: www.koei.co.jp

About KOEI-TECMO

Both KOEI and TECMO announced in early September 2008 their intentions to integrate their operations in a stock deal valued at ¥20 billion.

This will become official in April with the establishment of **TECMO-KOEI HOLDINGS**. The current combined revenues of the 2 companies (KOEI: FY ending March 2008 and TECMO: FY ending December 2007) totaled about ¥41.1 billion with a combined operating profit of ¥8.5 billion. The new entity is expected to generate a combined revenue of ¥70 billion and reach a ¥16 billion operating profit in the year ending March 2012.

Publisher and developer KOEI is renowned for its Dynasty Warriors series while TECMO is renowned for its Ninja Gaiden series.

About Romance of the Three Kingdoms Online

「三國志 Online」 (pronounced Sangokushi Online in Japanese – the English working title is *Romance of the Three Kingdoms Online*) is an all-new Massively Multiplayer Online Role Playing Game (MMORPG), offering players a chance to experience life during the historic 2nd and 3rd centuries of China's Han Dynasty. Players will join 1 of 3 warring factions and serve under legendary generals like Guan Yu and Zhou Yu in massive multiplayer battles, siege warfare and exciting gameplay.



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Romance of the Three Kingdoms Online has been launched in Japan by Gamecity on 29th February 2008. It has since been announced that ICE Entertainment will be the service provider for the game in the China market, while Softworld International Entertainment will be the appointed service provider for the Taiwan, Hong Kong and Macau markets. Offers from other regions are currently being evaluated.

Official *Romance of the Three Kingdoms Online* websites

Japan: <http://www.gamecity.ne.jp/sol>

China: <http://sol.playcool.com>

The official game website for Taiwan, Hong Kong and Macau will be announced at a later date.

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