

HOME VIDEO GAME INDUSTRY/NINTENDO

STATISTICS AT-A-GLANCE

NINTENDO AND THE INDUSTRY

- Nintendo of America has more than an 80% share of the U.S. home video game market.
- \$2.7 billion sales for Nintendo® and its licensees in 1989.
- \$3.4 billion in home video game industry sales for 1989.
- Projected \$4.1 billion sales for Nintendo and its licensees in 1990.
- Projected \$5.1 billion industry sales in 1990.
- According to the North Pole Poll, the #1-selling toy (in both dollar and unit volume) for the 1987, 1988 and 1989 Christmas season was the Nintendo Entertainment System® (NES).
- A team of more than 140 game counselors are on hand to answer 50,000 calls per week from Nintendo fans seeking game tips and strategies.

NES HARDWARE

- A projected total of 26 million hardware units sold by Nintendo from the fall of 1986 through year-end 1990.
- 22% U.S. household penetration of the NES by the end of 1989.
- More than 29% U.S. household penetration of the NES predicted by the end of 1990.

SOFTWARE

- A projected total of 171.5 million software units sold by Nintendo and its licensees through year-end 1990.
- 25 million software unit sales projected for Nintendo of America 1990.
- 35 - 45 million software unit sales projected for Nintendo's licensees in 1990.
- 2.8 million "The Legend of Zelda"™ game paks have been sold in the U.S. since its introduction in 1987.

STATISTICS AT-A-GLANCE

SOFTWARE (continued)

- 18.7 million "Super Mario Bros."® game paks have been sold in the U.S. since its introduction in 1987.
- 3.5 million "Super Mario Brothers. 2"™ game paks have been sold in the U.S. since its introduction in Fall 1988.
- More than 50 licensees contribute to a library of more than 150 games compatible with the Nintendo Entertainment System.®

GAMEBOY HARDWARE

- One million units sold during Game Boy's availability in the last 5 months of 1989.
- 5 million units projected sales in 1990.
- 43% of Game Boy players are over the age of 18, as indicated by early warranty card data.

GAMEBOY SOFTWARE

- Two million units sold during Game Boy's availability in the last 5 months of 1989.
- 20 million units projected sales in 1990.
- Over 50 software developers.
- More than 25 titles available by the end of the first quarter of 1990.