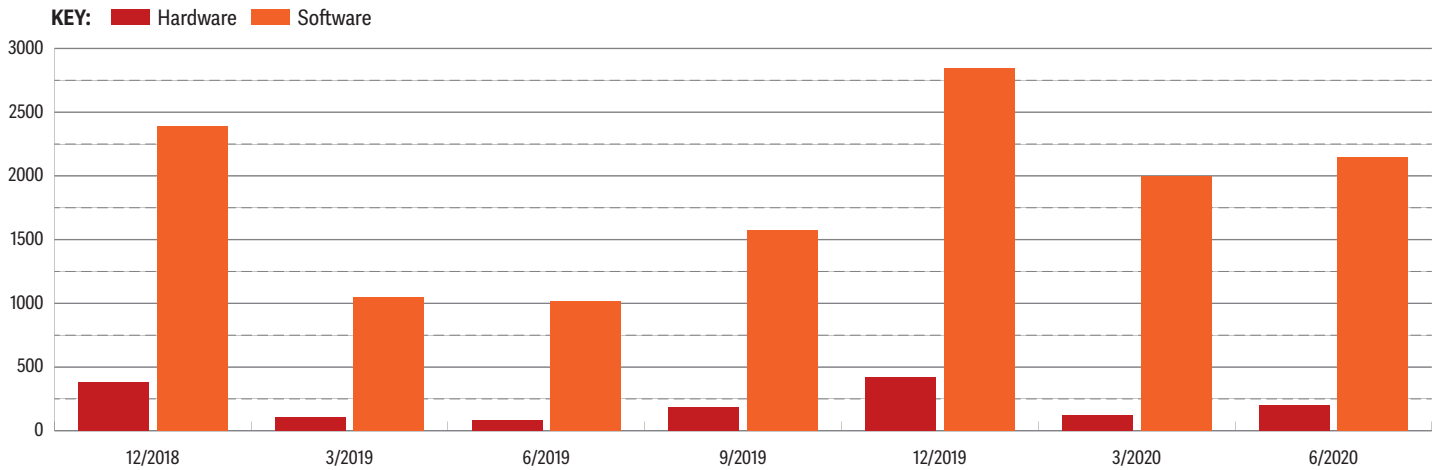


Nintendo shines through quarantine setbacks

The Nintendo Switch, Nintendo's most recent console, saw no shortage of sales during the outbreak of COVID-19. A new chapter in the Animal Crossing franchise, Animal Crossing: New Horizons, was set to release right before many states shut down in mid-March 2020. The new game, along with other classic characters created by Nintendo such as Mario, satisfied a sense of nostalgia during consumers' time being isolated at home. During the early months of COVID-19, such as April and May of 2020, Nintendo Switch consoles were flying off the shelves due to buzz around new games.

NINTENDO SWITCH PLATFORM SALES

Quarterly sales in the Americas, ten thousands of units



NOTE: Hardware sales include sales for both the Nintendo Switch and the Nintendo Switch Lite. Software sales include physical copies and online downloads.

TOP SELLING TITLES

Worldwide sales as of June 2020, in millions of units

MARIO KART 8 DELUXE	26.74
ANIMAL CROSSING: NEW HORIZONS	22.40
SUPER SMASH BROS. ULTIMATE	19.99
THE LEGEND OF ZELDA: BREATH OF THE WILD	18.60
POKEMON SWORD/SHIELD	18.22
SUPER MARIO ODYSSEY	18.06
POKEMON: LET'S GO, PIKACHU!/EEVEE!	12.20
SUPER MARIO PARTY	10.94
SPLATOON 2	10.71
NEW SUPER MARIO BROS. U DELUXE	7.44

NINTENDO (NTDOY) STOCK PERCENT CHANGE

Weekly percent change since January 2020



SOURCES: Nintendo Co IR, Yahoo Finance

Sarah Lloyd / J464