

# Nintendo considers smartphone move

Nintendo's shares tumbled after it warned of a third straight year of losses, pressuring the video game maker to consider licensing its games to rivals

**MONTHLY STOCK PRICE CLOSE** (Tokyo Stock Exchange)

¥80,000 (Japanese yen)

**Dec 2, 2006:**

Wii console launch.  
Over 100m units sold

Nov 2007  
**73,100 yen**

"We are thinking about a new business structure... we are naturally studying how smart devices can be used to grow the game-player business"



Nintendo president  
**Satoru Iwata**

**Nov 18, 2012:** Wii U – only 4m units sold since launch

Jan 20, 2014  
**13,745 yen**

Is Mario heading to smartphone?



**Feb 26, 2011:**  
3DS handheld launch.  
More than 35m units sold

Nintendo®

■ Nintendo predicts operating loss of 35 billion yen (\$335.2 million) for fiscal year ending March 2014 – significantly down on previous profit forecast of 100 billion yen (\$957.7 million)

■ Estimated figures for global sales of Wii U console slashed from 9 million to 2.8 million, even after cutting price in 2013 in bid to boost sales



Wii U