

The background of the slide is an aerial, isometric view of a city. A large, modern stadium with a white, multi-tiered roof is the central focus. The surrounding city is composed of various building shapes in shades of blue, green, and yellow. A large, glowing yellow sun is partially visible behind the stadium.

TV Asahi Holdings Corporation

FYE March 31, 2023

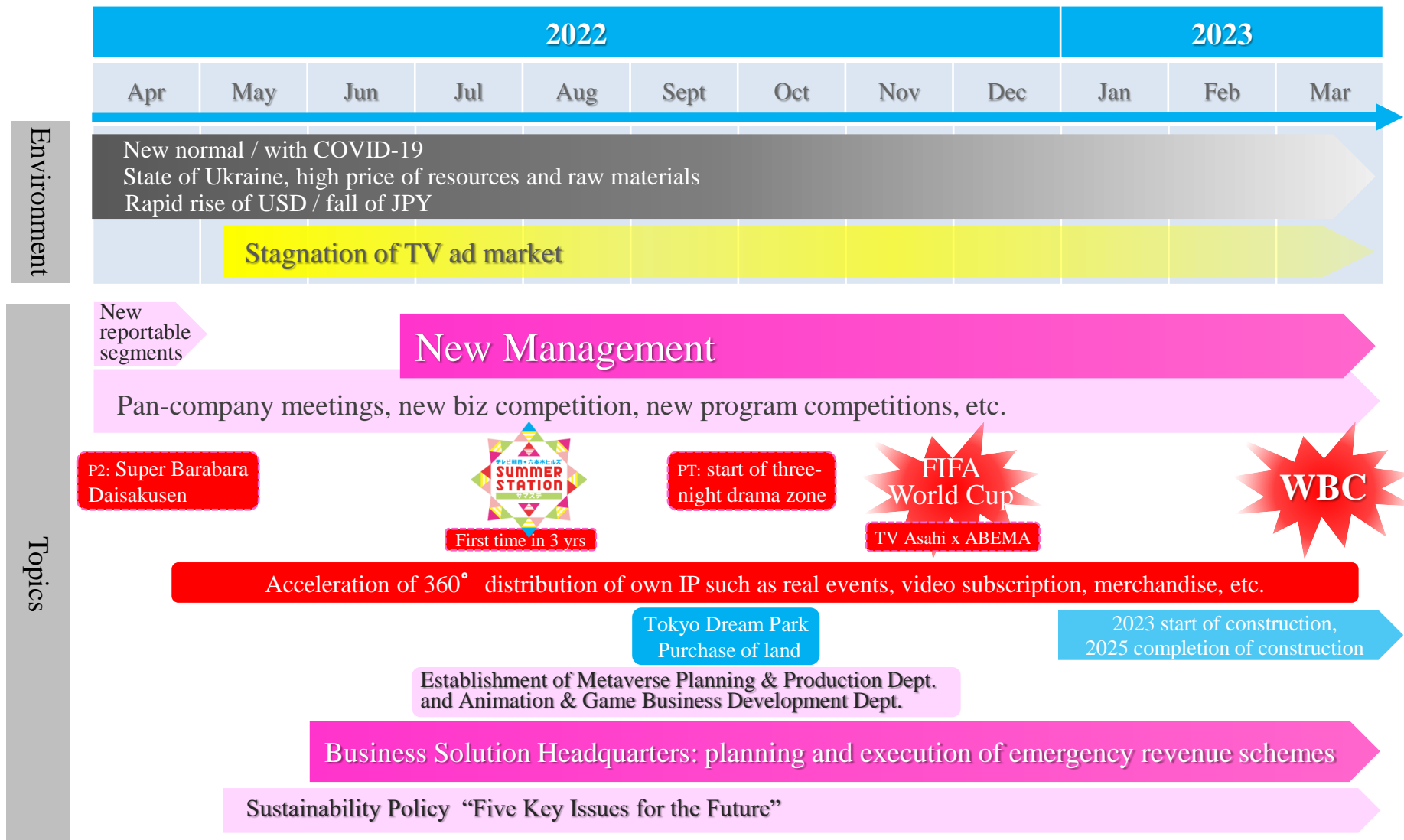
Financial Results

May 16, 2023

Hiroshi Hayakawa

Chairman

Initiatives taken in changing environment



Consolidated Results

	FY22/3	FY23/3	YoY	YoY (%)
(millions of yen)				
Net Sales	298,276	304,566	+ 6,290	+ 2.1%
Operating Income	21,431	14,503	(6,928)	(32.3)%
Ordinary Income	26,443	23,157	(3,285)	(12.4)%
Profit attributable to owners of the parent	20,999	16,603	(4,395)	(20.9)%

Net income increased despite slow down of ad market;
operating income decreased

Key Topics of FY23/3

Viewer Ratings

Individual All **Top in All Day & Prime Time**
(first time top tie for All Day)



Household **Triple crown** (All Day, Prime Time, Golden Time)

Ad Revenue

- No.2 in terrestrial ad revenue and **increased spot share**
- Record high** BS broadcasting revenue

Internet

- Sharp growth** in internet ad revenue
- Terrestrial x ABEMA for FIFA World Cup coverage **demonstrated the form of new media**

Group Companies



- Record high sales and op income** of BS Asahi and SHIN-EI ANIMATION
- Growth of TV Asahi Music

Shareholder Return

Ordinary dividend 40 yen + **Special dividend 10 yen**

Viewer Ratings

(April 4, 2022 – April 2, 2023)

[Individual All]	TV Asahi	Nippon TV	TBS	Fuji TV	TV Tokyo
All Day (6:00 - 24:00)	①  3.6 (-0.2)	① 3.6 (-0.4)	③ 2.8 (-0.2)	④ 2.4 (-0.5)	⑤ 1.2 (-0.2)
Golden Time (19:00 - 22:00)	② 5.6 (-0.2)	① 5.8 (-0.4)	③ 4.3 (-0.3)	④ 3.8 (-0.7)	⑤ 3.2 (-0.3)
Prime Time (19:00 - 23:00)	①  5.6 (-0.2)	② 5.4 (-0.4)	③ 4.2 (-0.3)	④ 3.8 (-0.6)	⑤ 2.8 (-0.3)
Prime2 (23:00 - 25:00)	② 2.0 (-0.1)	① 2.7 (-0.3)	③ 1.8 (-0.2)	④ 1.7 (-0.1)	⑤ 0.7 (-0.2)
[Household]	TV Asahi	Nippon TV	TBS	Fuji TV	TV Tokyo
All Day (6:00 - 24:00)	①  6.6 (-0.6)	② 6.4 (-0.8)	③ 5.1 (-0.5)	④ 4.3 (-1.0)	⑤ 2.3 (-0.3)
Golden Time (19:00 - 22:00)	①  9.5 (-0.6)	② 9.3 (-0.8)	③ 7.0 (-0.6)	④ 6.2 (-1.1)	⑤ 5.5 (-0.7)
Prime Time (19:00 - 23:00)	①  9.6 (-0.7)	② 8.8 (-0.9)	③ 7.0 (-0.7)	④ 6.2 (-1.1)	⑤ 4.8 (-0.7)
Prime2 (23:00 - 25:00)	② 3.7 (-0.4)	① 5.0 (-0.8)	③ 3.5 (-0.4)	④ 3.2 (-0.3)	⑤ 1.5 (-0.3)

Note: Ranking among commercial stations. Numbers in parentheses indicate YoY changes (Source: Video Research)

Individual All: First time to top tie in All Day, No.1 in Prime Time
Household: Triple Crown in All Day, Prime Time and Golden Time

Strong Content Drives Ratings

News & Information



5.2% / 9.4%

Top in timeslot for 3 yrs straight



1st ed 2.8% / 5.5%

2nd ed 3.2% / 6.2%

1st ed: Top in timeslot for 9 yrs straight

2nd ed: Top in timeslot for first time

報道
STATION

6.0% / 10.7%

Top in timeslot for 4 yrs straight



5.3% / 9.2%

Top in timeslot for
2 yrs straight

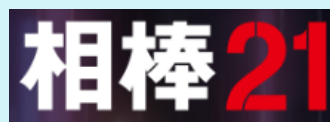


6.3% / 10.9%

Top in timeslot for
first time

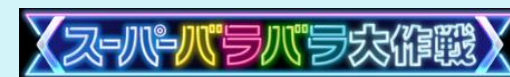
Dramas

Six series ranked in the top ten
among commercial broadcasters



Variety Shows

Weekend shows garnered stable
high ratings



Sports

Historically high ratings of
large-scale sports events

- ◆ FIFA World Cup Qatar 2022
Terrestrial 10 games, ABEMA all 64 games
- ◆ 2023WBC
All of the four games broadcast captured over 20% / 40%

Business Solution Headquarters



**Swift integrated operations of the four divisions
contributed to **increased sales****

Business Solution Headquarters

Internet tie-up projects



Commercial tie-ups with TV programs



One-off and mini-slot projects



Business projects



Acceleration of the 360° Strategy
contributed to increased sales

Management Plan 2023-2025

BREAKOUT STATION !

TV Asahi for the New Era



Numerical Targets

Viewer Ratings



TRIPLE CROWN !

**Achieve triple crown (top position in All Day, Golden Time and Prime Time)
in Individual All viewer ratings for annual/fiscal year by FY26/3**

Consolidated Results

Target for FY26/3

Net Sales
330.0 bn yen

Ordinary Income
25.0 bn yen

Operating Income
20.0 bn yen

Profit Attributable to Owners of the Parent
20.0 bn yen

Investment in Growth

Strategic Investment

50.0 bn yen

Timetable (Spring Programming Season)

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
7 pm	Kaere Monday Mikketai!!	Kaji Yarou!!!	Tonari no Bravo sama	Nichido Chosa Show	Zawatsuku! Friday	Hakase-chan	Nani Kore Chin Hyakkei
8 pm	Jyumanen de Dekirukana	Ariyoshi Quiz	Miracle 9	Hayashi Osamu no Ima Shiritai desho!	Karisode Tengoku	News So Datta no ka!!	Potsunto Ikkenya (ABC)
9 pm	Q-Sama!!	unknown	Tokuso 9 season 6	Keiji to Kenji, Tokidoki Hanji.	Music Station	Saturday Station	Sunday Station
10 pm	Hodo Station					WORLD MOVIE NEWS	Nichiyou no Yoruguraiwa... (ABC)
11 pm	Super Barabara Daisakusen			Ame-Talk!	Wave, Listen to me!	Kaette kitazoyo! Kotaro ha Hitorigurashi	Kanjam Kanzennen Show
	Geki Rare-san wo Tsurete Kita	London Hearts	Kamai Gachi			Tsukuyomi-kun no Kindan Oyashoku	
midnight	Kyoccorohee	Anta Watch Man	Cream Nantara	TV Chidori	Fushigi no Kai The Great Adventures of NAS-D	Selected varieties, etc.	What's Wrong with Being Wily?
	HamAsuka Broadcasting Club	Sasa Rule	Togetoge TV			Asameshi made World Pro-Wrestling	Shoudou ni Kararete miru
1 am						NUMAnimation	Netto! M League
2 am	Barabara Daisakusen					(ABC)	Get Sports
3 am	New slots					(ABC)	



Variety/news/information programming change



Drama programming change

Solid Start of Spring Programming



unknown

Four-ep. average ratings

Individual 3.6%
(Household 6.4%)

<1st ep. Individual 4.3%, Household 7.6%>



Tokuso 9 season 6

Six-ep. average ratings

Individual 5.6%
(Household 9.8%)

<1st ep. Individual 5.2%, Household 9.4%>



Keiji to Kenji, Tokidoki Hanji.

Five-ep. average ratings

Individual 4.7%
(Household 8.4%)

<1st ep. Individual 4.6%, Household 8.4%>



Shinichi Hatori's
MORNING SHOW



Oshita Yoko
Wide! Scramble



Hodo Station



J Channel

Continued strong performance of daily news shows

Internet Strategy

Internet TV Station



SVOD Service

TELASA

Owned Media



(YouTube channel)

Catch-up Service
Digital Video Ad Platform



UltraImpression

Advance the utilization of data

Internet Business

Internet TV Station



- Achieved 96 mm + downloads
- Consistent performance of 19 mm + WAU
- Great loss-improvement
- Disaster and breaking news, press conferences and live broadcasts covered by ABEMA NEWS are driving WAU performance
- Coverage of all 64 games of World Cup Qatar and strengthening synergy with terrestrial sports content



SVOD



- Functioning as SVOD Headquarters
- Terrestrial content, drama spin-offs, special varieties contributed to membership gain
 - *Fujii Kaze, Zenryoku! SEVENTEEN, Hoshi Furu Yoru ni, Roppongi Class, NICE FLIGHT!, Liaison, AIBOU, etc.*
 - *What's Wrong with being Wily?, Motto Kamai Gachi, Barabara Daisakusen (18 programs), etc.*
- Aim for 2 mm in membership in FY24/3



Internet Business

Owned Media



- TV Asahi comprehensive news site
- TikTok “Tele-Asa news”
3mm + followers (Dec 2022)



(official YouTube channel)

- First to reach 3 mm + subscribers (Jan 2023) among domestic media
- 24H operation of breaking news



(official YouTube channel)

- Original videos and collaboration with terrestrial content
- Roll-out of various advertiser tie-up content

Catch-up Service



- Increase in number of view share and ad sales due to Prime Time and Prime 2 dramas
Hoshi Furu Yoru ni, 10 Count to the Future, Roppongi Class, NICE FLIGHT!, etc.

Digital Video Ad Platform



- Growth in sales from precise targeting and conducting high quality ad slot
- In-house development team allows flexible system construction
- Sales of real-time live streaming

NOW ON TVer

Shopping Initiatives

Expansion of sales channel and creation of hit products

- Slotted new programs and renewed programs in addition to regular program *Jun Sanpo* and special programs
- Growth of BS Asahi's own shopping initiatives
- Expansion into new business areas such as food products



Ropp!ng
テレビ朝日グループの通販サイト



BS朝日ショップ



BS Asahi

Media City Initiatives

Construction of Tokyo Dream Park to start in 2023



A content output hub where **entertainment** and **technology** converge!

Entertainment hall

Concert hall

Digital art

Strengthen program-related events and increase the draw of customers

Metaverse Business

Strengthen collaboration between terrestrial broadcast and the metaverse

- Established “Metaverse Planning and Production Department” in July 2022 to further collaboration of terrestrial programs and the metaverse
 - Sunday 10 am *METaverse TV!!*
 - Tie-up events such as with Summer Station Hero Show, Pro-Wrestling, Crayon Shin-chan 30th Anniversary, anime song fan meeting
- Debut of *metaverse idol unit META_SHIP* in April 2023
 - Roll-out in programs, events, social media and song releases as own IP
- Increase the “value of proactive experience”



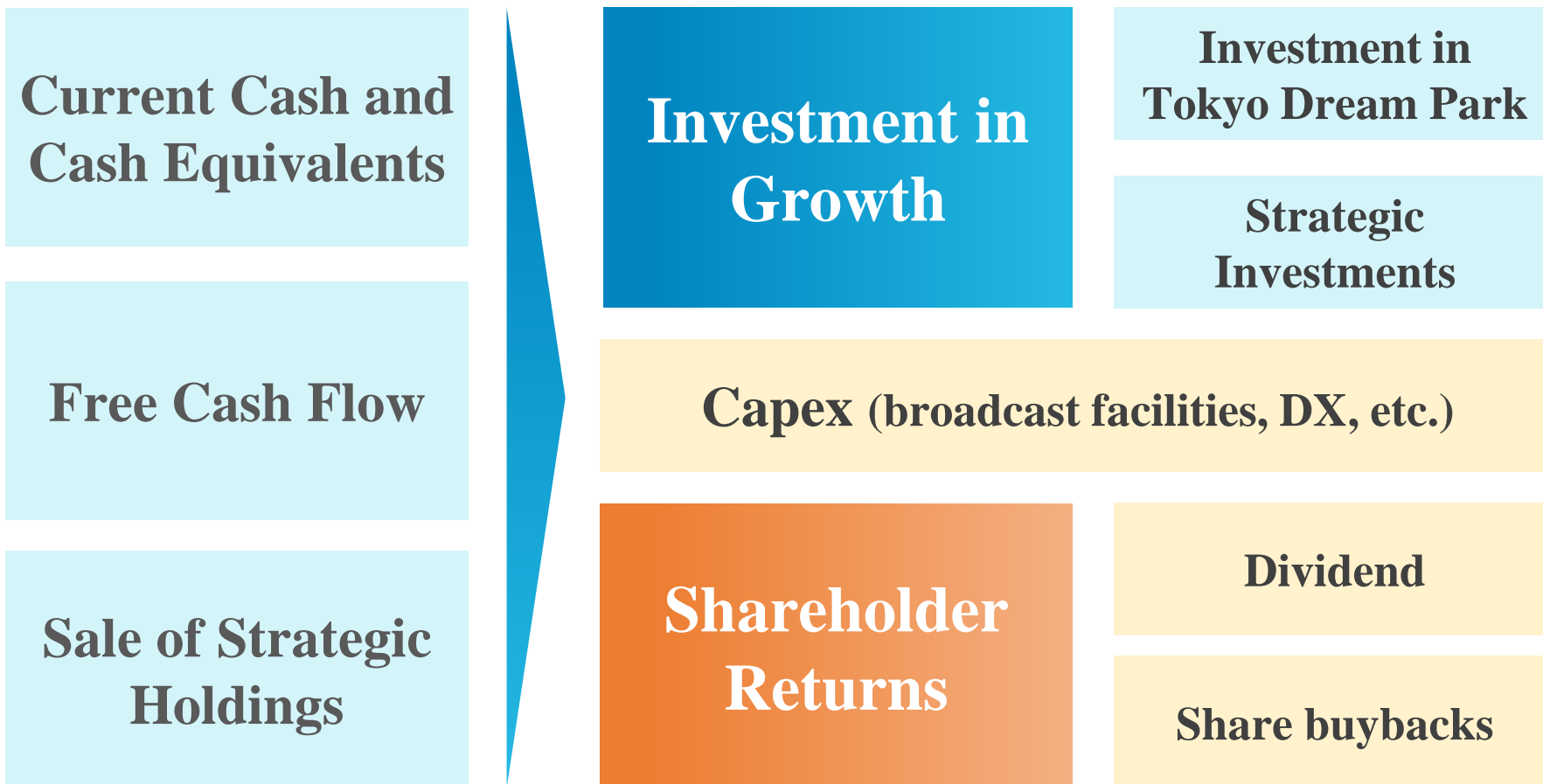
Anime & Game Businesses

IP development and roll-out in growth areas

- Establishment of “Animation & Game Business Development Department” in July 2022
- Advance international distribution of anime
Late night anime series *The Dangers in My Heart* in NUMAnimation slot for April 2023 programming season produced by TV Asahi and SHIN-EI ANIMATION recorded highest global sales figure for the slot
- Conversion of BookLive Co., Ltd. into equity method affiliate in April 2023
 - Reinforce collaboration of IP creation and fostering next generation of creators
 - Further animation and video production of high-quality original works



Capital Efficiency



Positive Growth Cycle ⇒ **Strengthen Shareholder Returns**

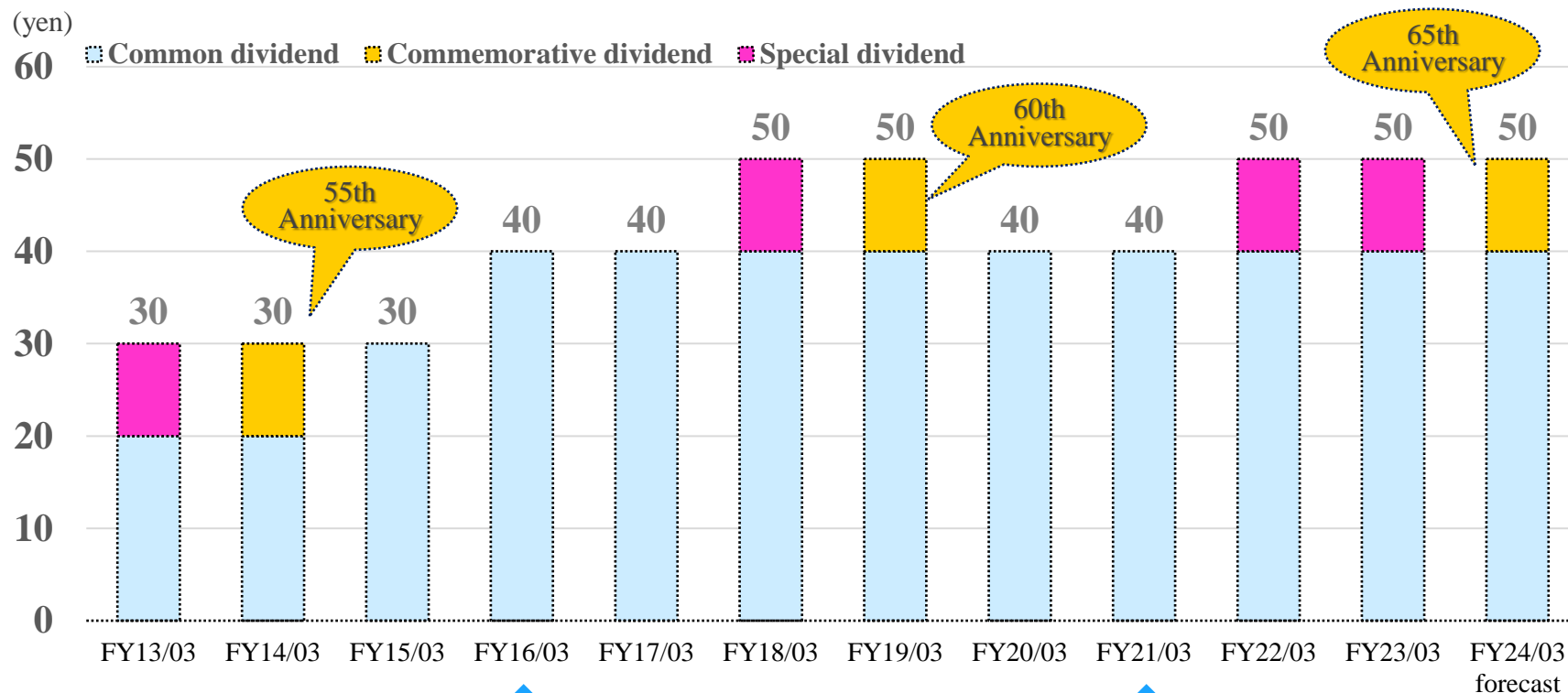
Sustainability



- Support activities that aim to achieve SDGs through content
 - ✓ The Future Starts Here x SDGs week
 - ✓ *art to ART* project of up-cycling used props
- Disclose climate-related information in line with TCFD
- Establish human resource development policy and redesign organizational management
- As a DX certified company, create AR, VR and metaverse content and improve operational efficiency by using IT tools such as RPA
- Strengthen information security practices led by the newly established Digital Governance Office
- Establish risk management procedure for overall sustainability issues



Shareholder Return



Share buyback
2.24 billion yen

Share buyback
3.11 billion yen

Basic Policy

- Stable payout of common dividends (= aiming for sustainable growth)
- Further returns through commemorative and special dividends
- Ongoing consideration of share buybacks

FY24/3 Forecast

(millions of yen)

	FY23/3 results	FY24/3 forecast	YoY	YoY (%)
Net Sales	304,566	313,000	+ 8,433	+2.8%
TV Broadcasting	229,937	230,900	+ 962	+ 0.4%
Internet	23,165	27,100	+ 3,934	+ 17.0%
Shopping	19,450	21,100	+ 1,649	+ 8.5%
Other Businesses	32,013	33,900	+ 1,886	+ 5.9%
Operating Income	14,503	15,000	+ 496	+3.4%
TV Broadcasting	9,586	8,300	(1,286)	(13.4)%
Internet	1,403	1,800	+ 396	+ 28.3%
Shopping	867	2,200	+ 1,332	+ 153.7%
Other Businesses	2,607	2,700	+ 92	+ 3.6%
Adjustments	38	-	(38)	-
Ordinary Income	23,157	20,000	(3,157)	(13.6)%
Profit attributable to owners of the parent	16,603	15,000	(1,603)	(9.7)%

Gengo Sunami

Member of the Board

Consolidated Results

(millions of yen)

	FY22/3 (reference)	FY23/3	YoY	YoY (%)
Net Sales	298,276	304,566	+ 6,290	+ 2.1%
TV Broadcasting	238,745	232,669	(6,075)	(2.5)%
Internet	23,016	25,455	+ 2,438	+ 10.6%
Shopping	19,501	19,490	(10)	(0.1)%
Other Businesses	29,443	40,442	+10,998	+ 37.4%
TV Broadcasting	(12,430)	(13,490)	(1,059)	—
Operating Income	21,431	14,503	(6,928)	(32.3)%
TV Broadcasting	16,653	9,586	(7,066)	(42.4)%
Internet	1,392	1,403	+ 10	+ 0.8%
Shopping	1,865	867	(998)	(53.5)%
Other Businesses	1,580	2,607	+ 1,026	+ 64.9%
TV Broadcasting	(60)	38	+ 99	—
Ordinary Income	26,443	23,157	(3,285)	(12.4)%
Profit attributable to owners of the parent	20,999	16,603	(4,395)	(20.9)%

Note: Reference figures are provided due to the change in reportable segments from FY23/3.

TV Broadcasting Business

(millions of yen)	FY22/3 (reference)	FY23/3	YoY	YoY (%)
Net Sales	238,745	232,669	(6,075)	(2.5)%
Time ad sales	85,596	81,558	(4,038)	(4.7)%
Spot ad sales	93,545	90,414	(3,130)	(3.3)%
Program sales	13,456	13,039	(417)	(3.1)%
BS/CS	25,350	26,070	+ 720	+ 2.8%
Others	20,796	21,585	+ 789	+ 3.8%
Operating Income	16,653	9,586	(7,066)	(42.4)%

Time Revenue (terrestrial)

(millions of yen)	FY22/3	FY23/3	YoY	YoY (%)
1H	43,153	38,500	(4,653)	(10.8)%
2H	42,443	43,058	+ 615	+ 1.5%
Annual	85,596	81,558	(4,038)	(4.7)%

Factors behind YoY difference

- Regular programs: Aimed to maximize sales through new proposals in an environment where advertisers are increasing flexible operation of ad budgets
- Special programs: Decrease due to loss of big sports events such as the Tokyo Olympics, Beijing Olympics and Rhythmic Gymnastics World Championships from the previous year, but outstanding sales from FIFA World Cup Qatar 2022 and WBC

Spot Revenue (terrestrial)

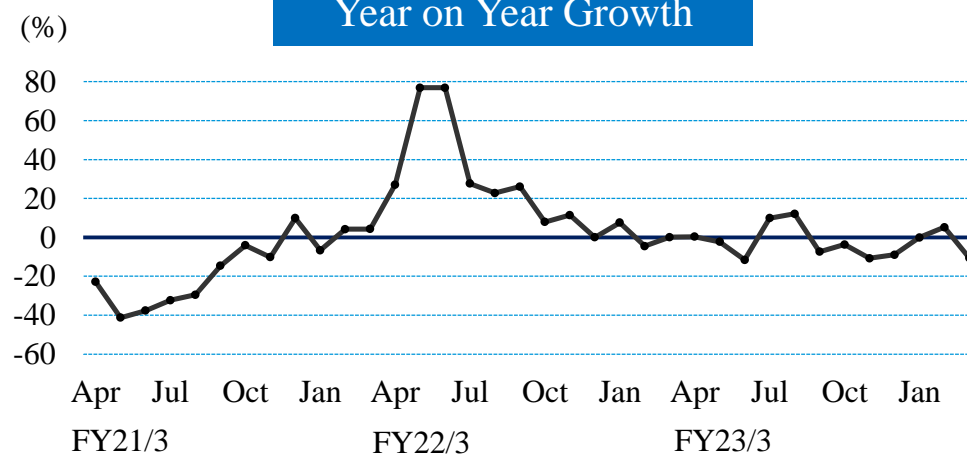
(millions of yen)	FY22/3	FY23/3	YoY	YoY (%)
1H	42,918	42,615	(303)	(0.7)%
2H	50,626	47,799	(2,826)	(5.6)%
Annual	93,545	90,414	(3,130)	(3.3)%

Share in the Tokyo Spot Sales Market

Annual: 22.4% (YoY + 0.2 pts)

Note: Share figures are estimated figures.

Year on Year Growth



Program Production Costs (terrestrial)

(millions of yen)	FY22/3 (reference)	FY23/3	YoY	YoY (%)
1H	37,436	36,080	(1,356)	(3.6)%
2H	37,303	41,242	+ 3,938	+ 10.6%
Annual	74,740	77,323	+ 2,582	+ 3.5%

Note: Due to the change in reportable segment, a portion of program production costs has been transferred to the Shopping Business segment.

Factors behind YoY difference

- Regular Programs: Flexible allotment due to slot changes and strengthening of content output
- Special Programs: FIFA World Cup Qatar 2022, WBC, etc.

Internet Business

(millions of yen)	FY22/3 (reference)	FY23/3	YoY	YoY (%)
Net Sales	23,016	25,455	+ 2,438	+ 10.6%
Operating Income	1,392	1,403	+ 10	+ 0.8%

TELASA

テレ朝▶見逃し

TVer



UltraImpression

Shopping Business

(millions of yen)	FY22/3 (reference)	FY23/3	YoY	YoY (%)
Net Sales	19,501	19,490	(10)	(0.1)%
Operating Income	1,865	867	(998)	(53.5)%



Other Businesses

(millions of yen)	FY22/3 (reference)	FY23/3	YoY	YoY (%)
Net Sales	29,443	40,442	+ 10,998	+ 37.4%
Operating Income	1,580	2,607	+ 1,026	+ 64.9%

Revenue from Major Other Businesses

(millions of yen)

	FY22/3 (reference)	FY23/3	YoY	YoY (%)
Music Publication	7,342	9,821	+ 2,478	+ 33.8%
Special Events	4,305	8,157	+ 3,851	+ 89.4%
Equipment Sales/Lease	4,923	5,608	+ 685	+ 13.9%
Motion Pictures	1,664	3,996	+ 2,331	+ 140.1%
DVD	990	1,753	+ 763	+ 77.1%

Other Businesses

Music Publication	<ul style="list-style-type: none"> ● Increase in sales and profits due to concerts such as <i>Ketsumeishi KTM TOUR 2022</i> and <i>Hirai Dai THE BEACH TRIP 2022</i> ● Sales of merchandise also contributed to results
Special Events	<ul style="list-style-type: none"> ● Increase in sales and profits from annual large events due to gradual lift of COVID-19 restrictions
Equipment Sales/Lease	<ul style="list-style-type: none"> ● Increase in sales and profits due to equipment lease related to events and concerts
Motion Pictures	<ul style="list-style-type: none"> ● Increase in sales and profits due to the releases of <i>Movie Crayon Shin-chan</i> and <i>Movie Doraemon</i> ● Investments in large works in the latter half lead to decrease in profits
DVD Releases	<ul style="list-style-type: none"> ● Increase in sales due to DVD and Blu-ray releases of popular Prime Time and Prime 2 drama series

Capex and D&A

Capital Expenditure

(billions of yen)

	FY22/3	FY23/3	YoY	YoY (%)	FY24/3 (forecast)
Consolidated	8.02	15.28	+ 7.25	+ 90.4%	14.50
TV Asahi	7.57	14.32	+ 6.75	+ 89.1%	13.10

Depreciation & Amortization

(billions of yen)

	FY22/3	FY23/3	YoY	YoY (%)	FY24/3 (forecast)
Consolidated	10.29	10.14	(0.14)	(1.4)%	10.10
TV Asahi	8.49	8.34	(0.14)	(1.7)%	8.20

FY24/3 Forecast

(millions of yen)

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Advertising revenue (terrestrial)

Time	Spot	Total
(2.5)%	+2.9%	+0.3%

Program production costs (terrestrial) (millions of yen)

FY24/3 forecast	YoY
78,500	+ 1.5%

Financial outlooks and other figures that are not historical facts are based on information available at the time of announcement. Please be informed that actual results may differ due to various factors in the business environment.

As such, actual results may differ from the forecasts given in this document and guarantees are not made to achieving the announced results.

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