

FYE March 31, 2024
Third Quarter Results

February 8, 2024

Consolidated Results

(mm of yen)

	FY23/3 3Q cumulative	FY24/3*1 3Q cumulative*2	YoY	YoY(%)
Net Sales	226,167	227,630	+ 1,462	+ 0.6%
TV Broadcasting	173,200	170,546	(2,654)	(1.5)%
Internet	18,247	20,275	+ 2,028	+ 11.1%
Shopping	14,775	14,649	(125)	(0.8)%
Other Businesses	29,660	32,888	+ 3,228	+ 10.9%
Adjustments	(9,716)	(10,730)	(1,013)	—
Operating Income	13,223	9,249	(3,974)	(30.1)%
TV Broadcasting	8,659	4,753	(3,906)	(45.1)%
Internet	935	1,325	+ 390	+ 41.7%
Shopping	1,200	1,055	(145)	(12.1)%
Other Businesses	2,416	2,218	(197)	(8.2)%
Adjustments	10	(103)	(114)	—
Ordinary Income	20,828	15,510	(5,318)	(25.5)%
Profit Attributable to Owners of the Parent	15,308	14,751	(556)	(3.6)%

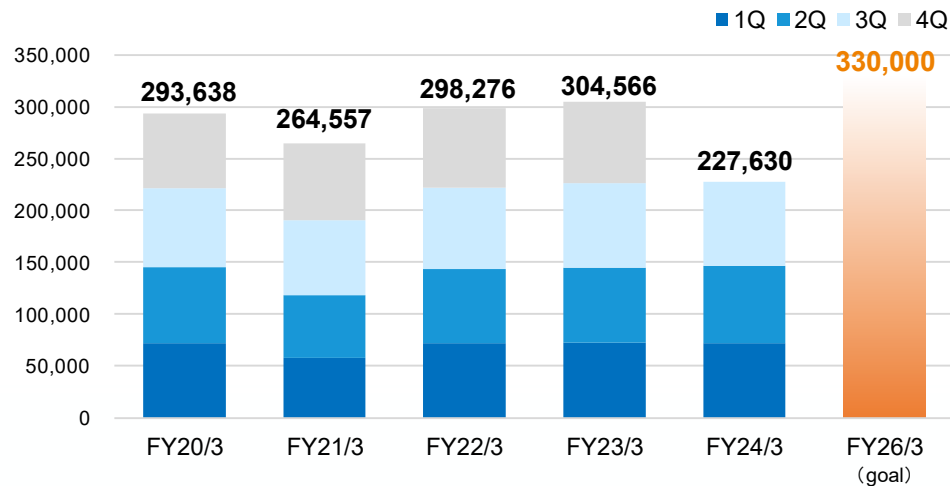
Notes *1: "FY24/3" refers to fiscal year ending March 31, 2024 and all other fiscal years are referred to in the same manner.

*2: "3Q cumulative" refers to nine months ended December 31 (April 1–December 31).

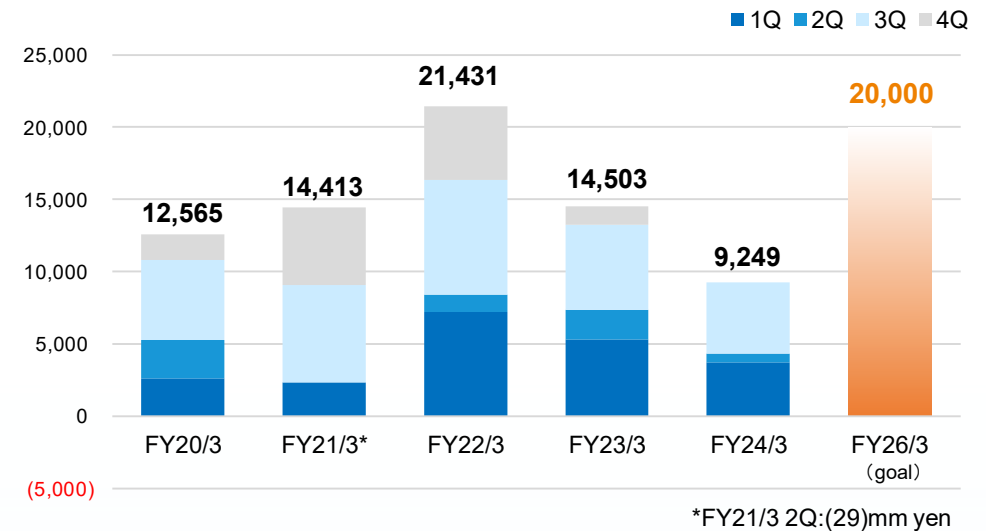
Consolidated Results (Historical Trends)

(mm of yen)

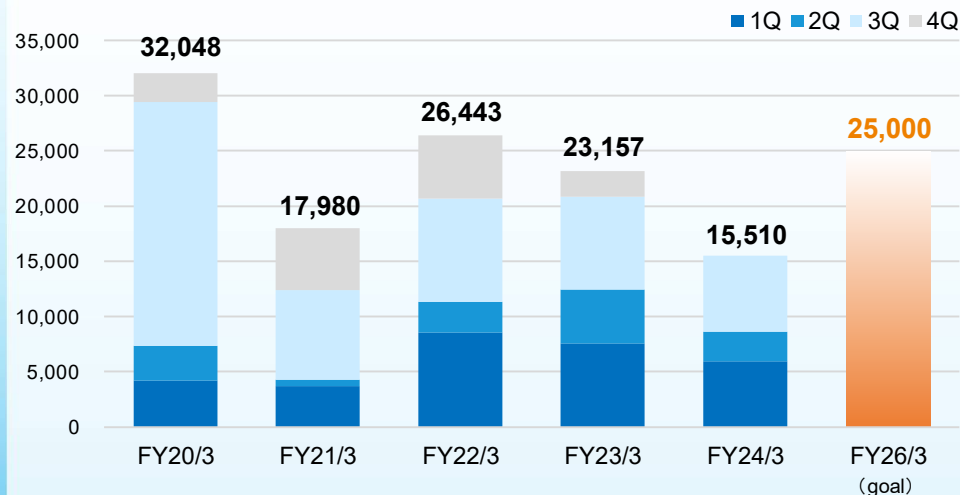
Net Sales



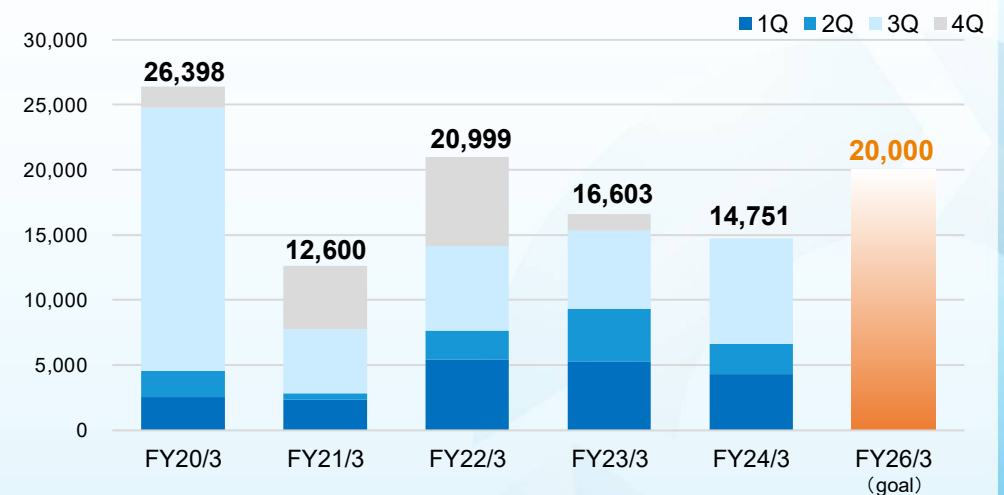
Operating Income



Ordinary Income

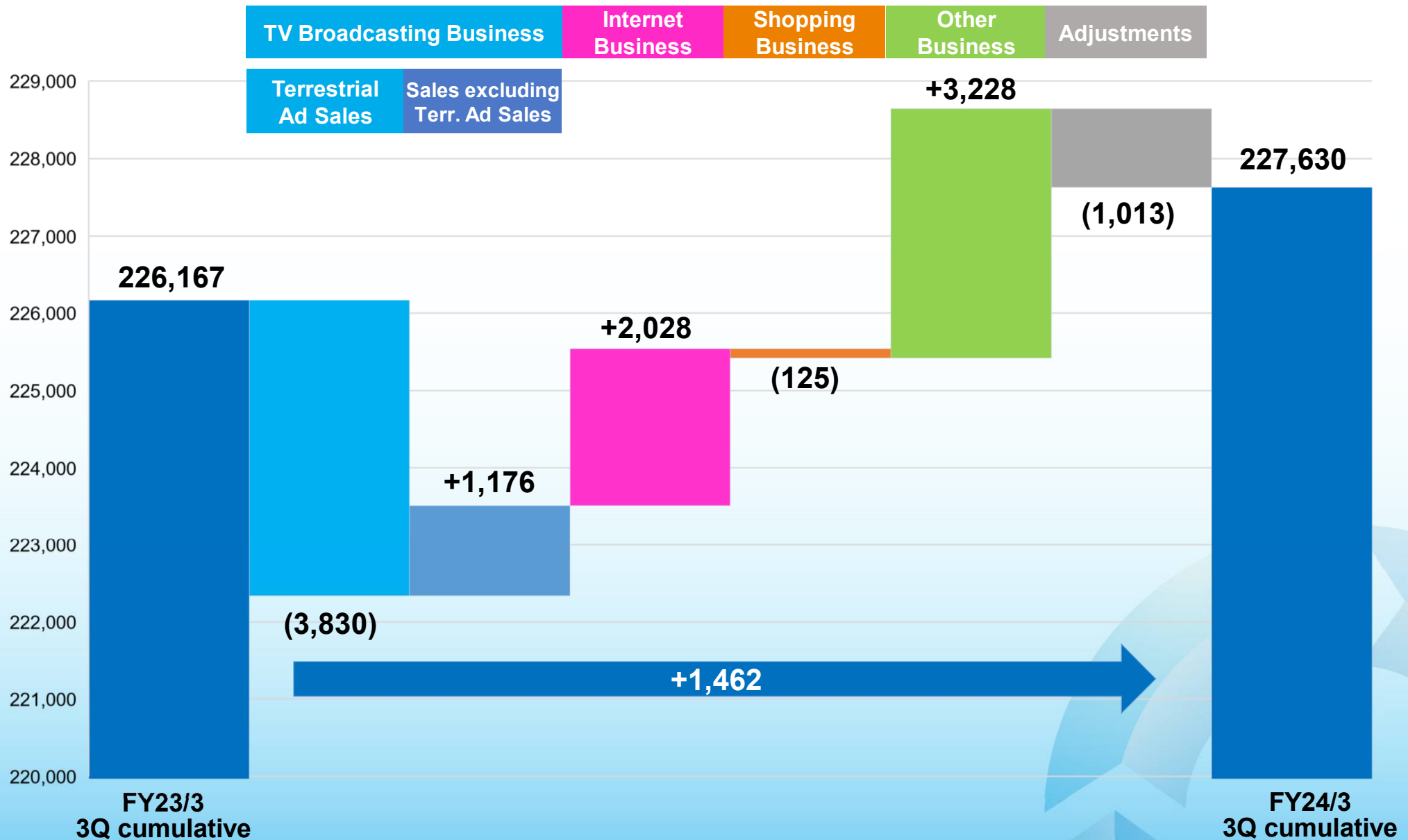


Profit Attributable to Owners of the Parent



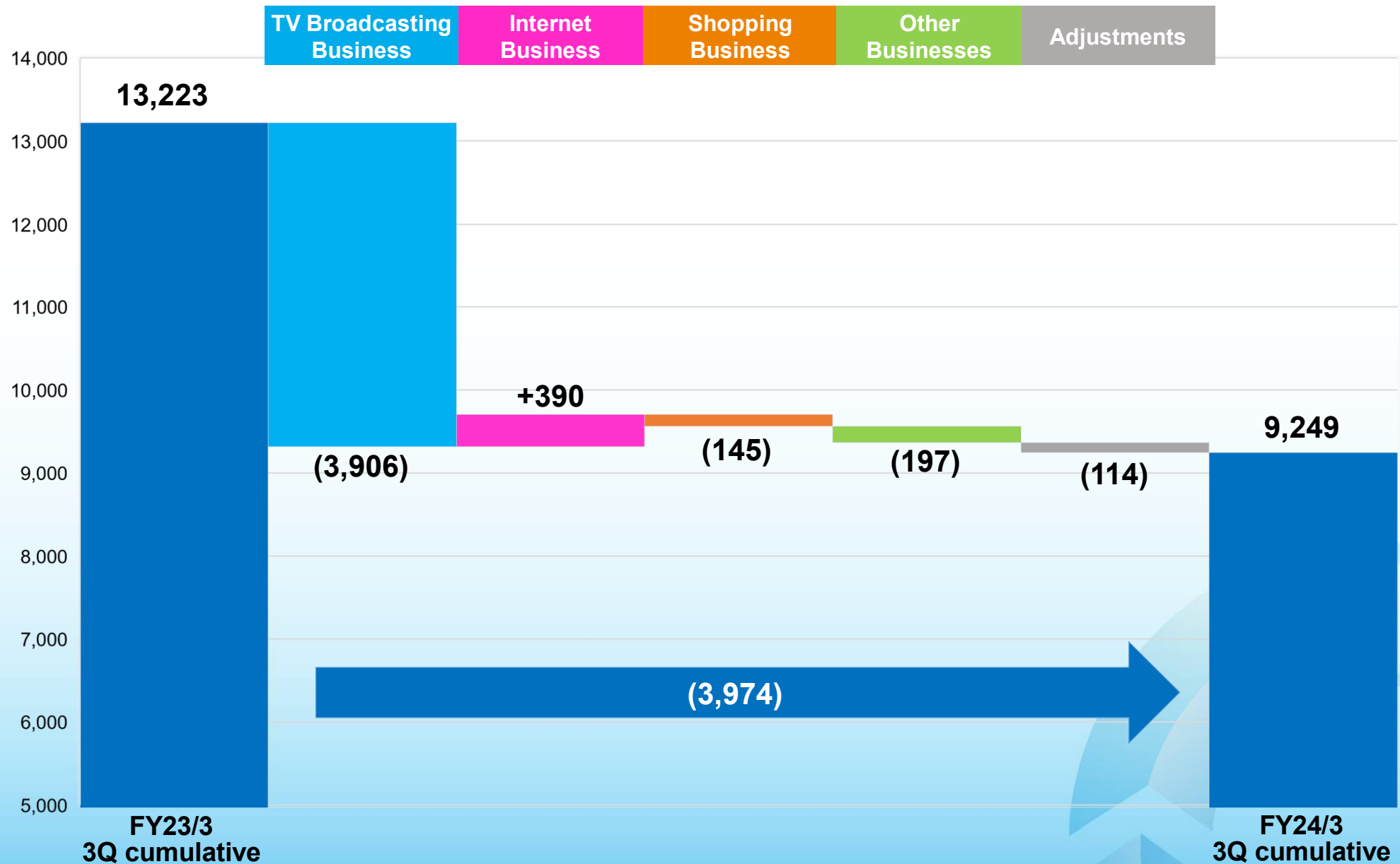
Net Sales YoY Change

(mm of yen)



Operating Income YoY Change

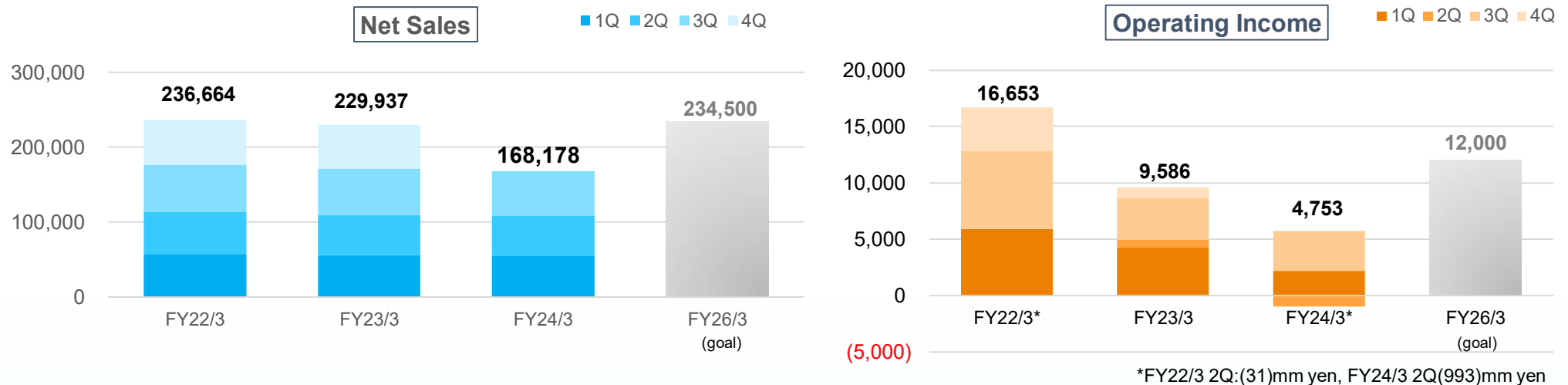
(mm of yen)



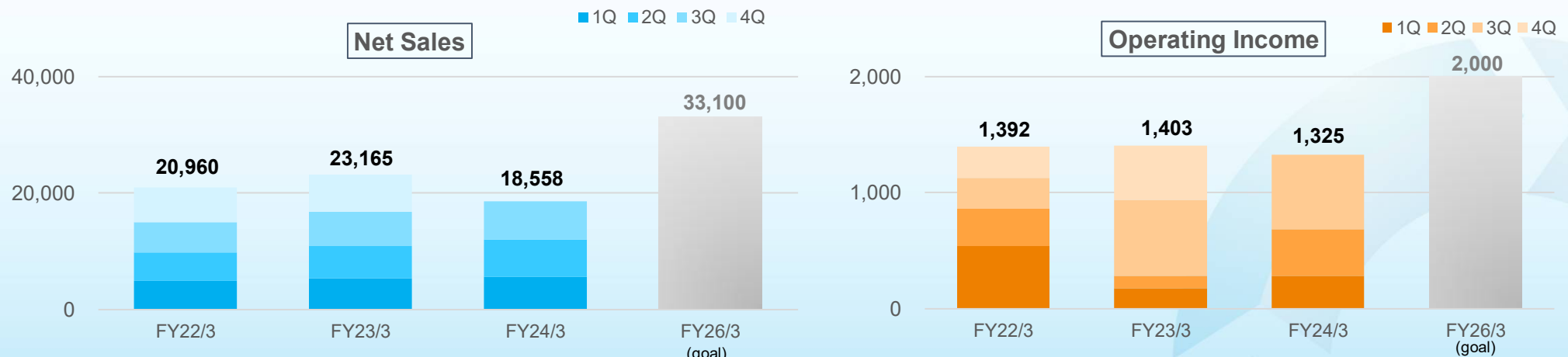
Segment Sales and Income (Historical Trends)

(mm of yen)

TV Broadcasting Business



Internet Business



Notes: - FY22/3 are reference figures due to the change in reportable segments from FY23/3.

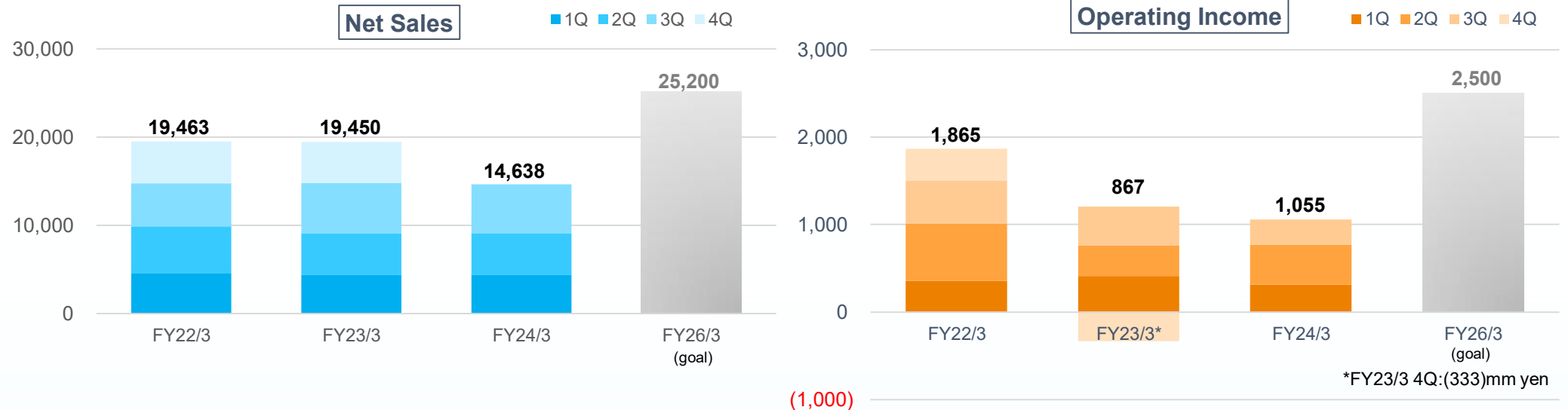
- Net Sales are sales to outside customers.

- Operating Income is segment income adjusted to align it with Operating Income reported on the quarterly consolidated statements of income for the corresponding period.

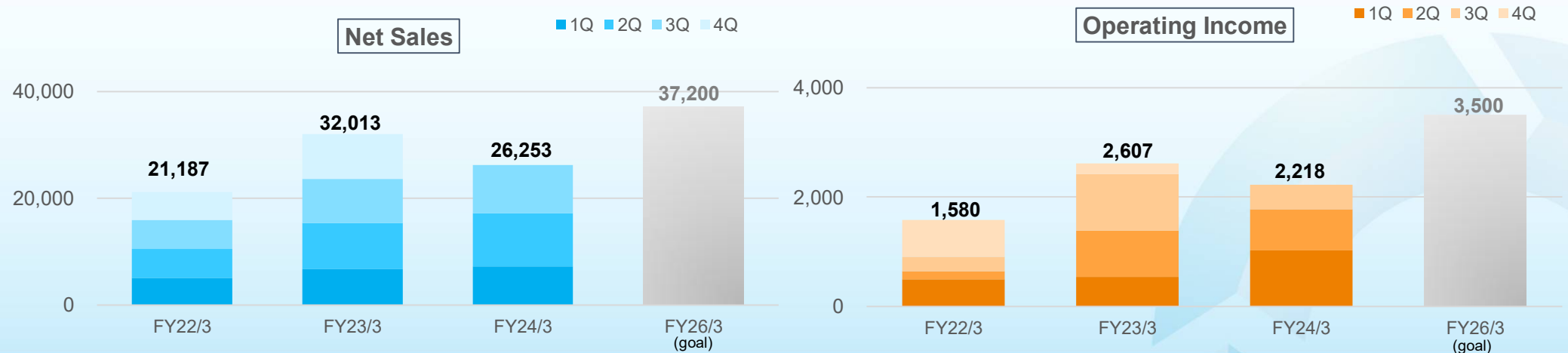
Segment Sales and Income (Historical Trends)

(mm of yen)

Shopping Business



Other Businesses



Notes: - FY22/3 are reference figures due to the change in reportable segments from FY23/3.

- Net Sales are sales to outside customers.

- Operating Income is segment income adjusted to align it with Operating Income reported on the quarterly consolidated statements of income for the corresponding period.

Financial Highlights of Major Group Companies

(mm of yen)

		FY23/3 3Q cumulative	FY24/3 3Q cumulative	YoY	YoY(%)
TV Asahi Corporation	Net Sales	167,232	167,473	+ 241	+ 0.1%
	Operating Income	4,467	988	(3,478)	(77.9)%
Asahi Satellite Broadcasting Limited	Net Sales	13,178	13,607	+ 428	+ 3.3%
	Operating Income	2,806	2,694	(112)	(4.0)%
CS One Ten, Ltd.	Net Sales	4,865	4,772	(93)	(1.9)%
	Operating Income	198	188	(9)	(4.7)%
TV ASAHI MUSIC Co., LTD.	Net Sales	8,003	9,235	+ 1,231	+ 15.4%
	Operating Income	1,098	1,130	+ 32	+ 2.9%
ROPPING LIFE CO., Ltd.	Net Sales	12,866	13,389	+ 522	+ 4.1%
	Operating Income	769	518	(251)	(32.7)%

TV Asahi Corporation Results

(mm of yen)

	FY23/3 3Q cumulative	FY24/3 3Q cumulative	YoY	YoY(%)
Net Sales	167,232	167,473	+ 241	+ 0.1%
Time Sales	61,331	59,607	(1,724)	(2.8)%
Spot Sales	66,554	64,449	(2,105)	(3.2)%
Program Sales, CS, etc.	15,522	16,877	+ 1,355	+ 8.7%
Internet Sales	11,619	13,812	+ 2,192	+ 18.9%
Other	12,203	12,727	+ 523	+ 4.3%
Operating Income	4,467	988	(3,478)	(77.9)%
Ordinary Income	7,259	4,343	(2,916)	(40.2)%
Net Income	5,389	3,668	(1,721)	(31.9)%

Time Sales Revenue (Terrestrial)

(mm of yen)

	FY23/3	FY24/3	YoY	YoY(%)
1Q	18,935	18,511	(424)	(2.2)%
2Q	19,564	20,736	+ 1,172	+ 6.0%
1H*	38,500	39,247	+ 747	+ 1.9%
3Q	22,831	20,359	(2,472)	(10.8)%
3Q cumulative	61,331	59,607	(1,724)	(2.8)%
4Q	20,226			
2H*	43,058			
Annual	81,558			

<YoY Growth>

(%)

	Apr	May	Jun	1Q	Jul	Aug	Sep	2Q	1H	Oct	Nov	Dec	3Q	Jan	Feb	Mar	4Q	2H	Annual
FY22/3	+9.1	+5.9	+5.4	+6.8	+33.9	+33.4	+6.4	+24.7	+15.8	+29.2	+9.6	+14.2	+17.4	+3.6	+10.2	+5.6	+6.3	+11.9	+13.8
FY23/3	(5.4)	(4.4)	(3.6)	(4.5)	(17.6)	(22.7)	(5.8)	(16.1)	(10.8)	(12.8)	+16.6	+2.9	+1.8	(4.3)	(9.8)	+16.2	+1.1	+1.5	(4.7)
FY24/3	(0.4)	(3.8)	(2.5)	(2.2)	+14.1	+4.5	(1.6)	+6.0	+1.9	(5.0)	(14.6)	(12.0)	(10.8)						

Note *: "1H" refers to six months ended September 30 (April 1–September 30) and "2H" refers to six months ended March 31 (October 1–March 31).

Spot Sales Revenue (Terrestrial)

(mm of yen)

	FY23/3	FY24/3	YoY	YoY(%)
1Q	22,644	21,965	(679)	(3.0)%
2Q	19,970	18,322	(1,648)	(8.3)%
1H	42,615	40,287	(2,327)	(5.5)%
3Q	23,939	24,161	+ 221	+ 0.9%
3Q cumulative	66,554	64,449	(2,105)	(3.2)%
4Q	23,859			
2H	47,799			
Annual	90,414			

<YoY Growth>

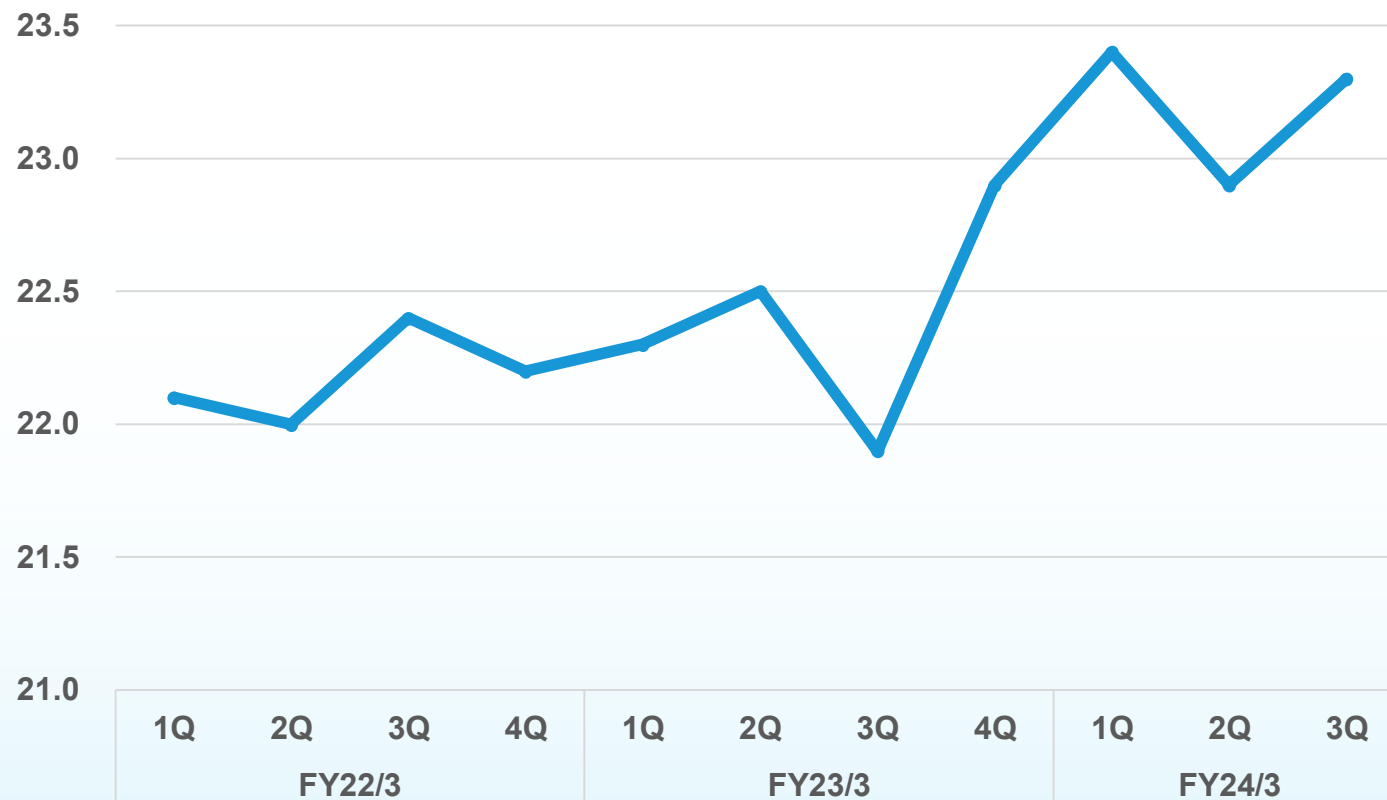
(%)

	Apr	May	Jun	1Q	Jul	Aug	Sep	2Q	1H	Oct	Nov	Dec	3Q	Jan	Feb	Mar	4Q	2H	Annual
FY22/3	+27.1	+76.9	+76.9	+55.9	+27.6	+22.8	+26.1	+25.6	+40.7	+7.9	+11.4	+0.0	+6.1	+7.6	(4.5)	+0.1	+0.8	+3.5	+17.8
FY23/3	+0.3	(2.3)	(11.6)	(4.5)	+9.9	+12.1	(7.4)	+4.0	(0.7)	(3.7)	(10.8)	(9.0)	(8.0)	(0.1)	+5.1	(10.6)	(3.0)	(5.6)	(3.3)
FY24/3	(3.7)	(2.0)	(3.2)	(3.0)	(9.8)	(5.3)	(9.4)	(8.3)	(5.5)	+2.4	+0.4	+0.0	+0.9						

Spot Sales Revenue (Terrestrial)

Trend of Share in the Tokyo Spot Sales Market

(%)



Share in the Tokyo
Spot Sales Market*
(FY24/3 3Q cumulative)

23.2%
(YoY +1.0 pts)

Note *: Share figures are estimated figures.

<Share in the Tokyo Spot Sales Market*>

(%)

FY22/3							FY23/3							FY24/3						
1Q	2Q	1H	3Q	4Q	2H	Annual	1Q	2Q	1H	3Q	4Q	2H	Annual	1Q	2Q	1H	3Q	4Q	2H	Annual
22.1	22.0	22.0	22.4	22.2	22.3	22.2	22.3	22.5	22.4	21.9	22.9	22.4	22.4	23.4	22.9	23.2	23.3			

Spot Sales Industry Information (Terrestrial)

	FY24/3 3Q (Oct-Dec, 2023)		FY23/3 3Q(Oct-Dec, 2022)	
	YoY	Share	YoY	Share
Energy & Industrial Machines	137.3%	2.0%	181.2%	1.5%
Foods	102.2%	11.8%	96.7%	11.7%
Beverages & Liquors	160.9%	10.8%	81.9%	6.8%
Pharmaceuticals & Medical Supplies	101.9%	9.5%	105.7%	9.4%
Cosmetics & Toiletries	100.1%	4.3%	57.0%	4.3%
Fashion & Accessories	127.0%	3.1%	116.0%	2.4%
Business Machines & Office Supplies	122.3%	1.0%	131.4%	0.9%
Consumer Electronics	83.5%	2.6%	91.2%	3.2%
Automobiles	88.6%	4.3%	102.5%	4.8%
Homeware	85.0%	2.0%	95.8%	2.3%
Game, Software & Sporting Goods	107.4%	2.9%	74.2%	2.7%
Housing & Housing Materials	94.0%	3.0%	97.4%	3.3%
Publishing	37.5%	0.8%	118.6%	2.0%
Telecommunications, Media & Internet	80.9%	10.2%	72.7%	12.7%
Retail	110.2%	3.8%	84.5%	3.4%
Finance & Insurance	119.9%	7.0%	92.5%	5.9%
Transportation, Movies & Leisure	104.6%	5.3%	114.1%	5.1%
Food-services & Various Services	95.6%	12.7%	103.0%	13.4%
Government & Public Institutions	50.7%	1.0%	108.9%	2.0%
Education, Medical-services & Religion	89.0%	1.8%	127.2%	2.0%
Others	283.4%	0.2%	94.7%	0.1%
Total	100.9%	100.0%	92.0%	100.0%

Production Cost (Terrestrial)

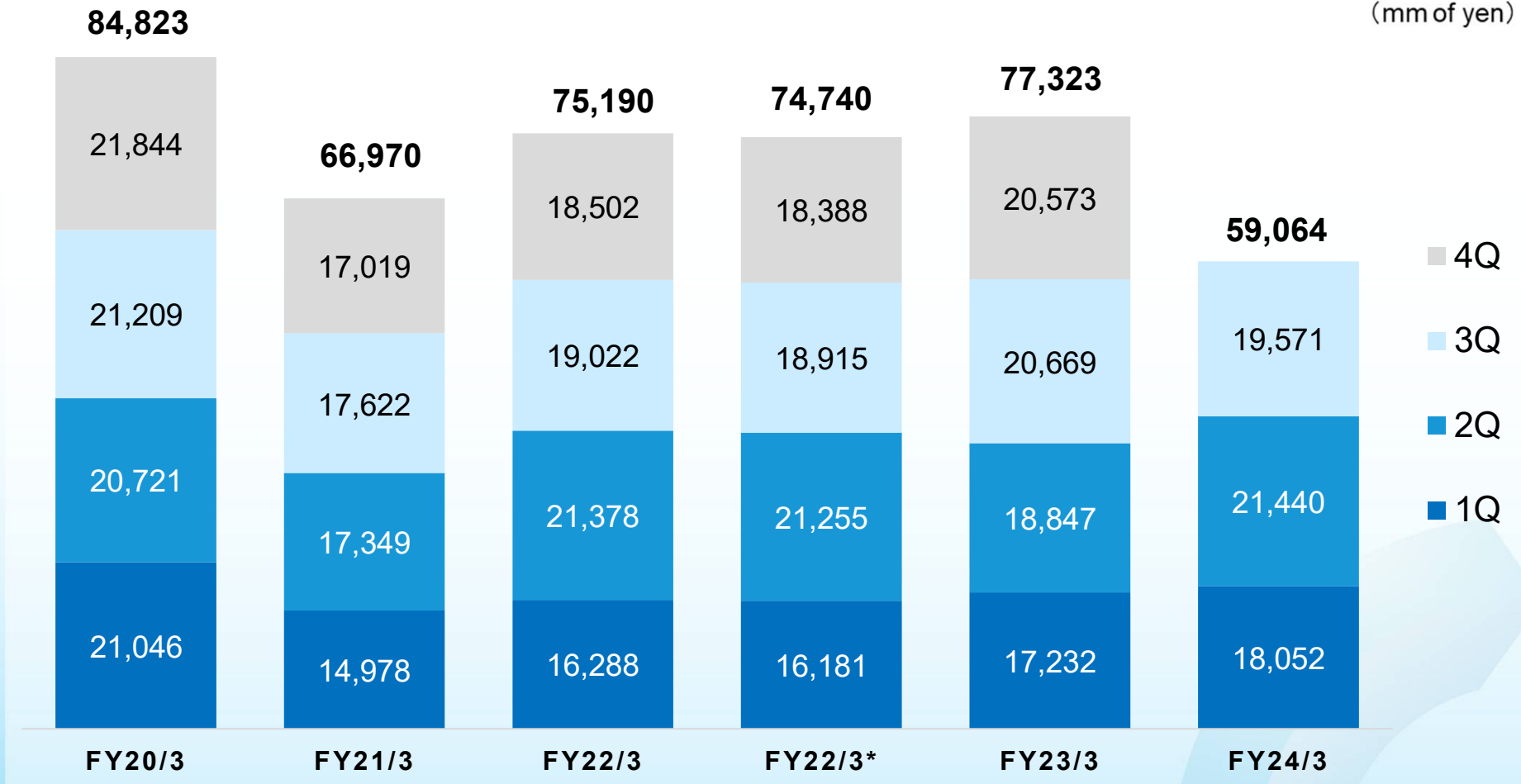
(mm of yen)

	FY23/3	FY24/3	YoY	YoY(%)
1Q	17,232	18,052	+ 819	+ 4.8%
2Q	18,847	21,440	+ 2,592	+ 13.8%
1H	36,080	39,492	+ 3,412	+ 9.5%
3Q	20,669	19,571	(1,097)	(5.3)%
3Q cumulative	56,749	59,064	+ 2,314	+ 4.1%
4Q	20,573			
2H	41,242			
Annual	77,323			

Production Costs (Terrestrial)

Trend of Production Costs (Terrestrial)

(mm of yen)



Note *: Reference figures are provided for FY22/3, due to the change in reportable segments from FY23/3.

TV Broadcasting Business

(mm of yen)

	Net Sales				Operating Income			
	FY23/3	FY24/3	YoY	YoY(%)	FY23/3	FY24/3	YoY	YoY(%)
1Q	56,156	55,084	(1,071)	(1.9)%	4,251	2,166	(2,085)	(49.0)%
2Q	54,852	55,159	+ 306	+ 0.6%	665	(993)	(1,659)	(249.2)%
1H	111,008	110,243	(765)	(0.7)%	4,917	1,173	(3,744)	(76.1)%
3Q	62,192	60,302	(1,889)	(3.0)%	3,742	3,580	(162)	(4.3)%
3Q cumulative	173,200	170,546	(2,654)	(1.5)%	8,659	4,753	(3,906)	(45.1)%
4Q	59,468				926			
2H	121,660				4,668			
Annual	232,669				9,586			

TV Broadcasting Business

(mm of yen)

	FY23/3 3Q cumulative	FY24/3 3Q cumulative	YoY	YoY(%)
Net Sales	173,200	170,546	(2,654)	(1.5)%
Time Sales	61,331	59,607	(1,724)	(2.8)%
Spot Sales	66,554	64,449	(2,105)	(3.2)%
Program Sales	9,804	10,069	+ 264	+ 2.7%
BS & CS	19,579	19,751	+ 171	+ 0.9%
Other	15,929	16,669	+ 739	+ 4.6%
Operating Income	8,659	4,753	(3,906)	(45.1)%

Internet Business

(mm of yen)

	Net Sales				Operating Income			
	FY23/3	FY24/3	YoY	YoY(%)	FY23/3	FY24/3	YoY	YoY(%)
1Q	5,761	6,105	+ 343	+ 6.0%	170	277	+ 106	+ 62.4%
2Q	6,056	7,160	+ 1,103	+ 18.2%	106	403	+ 296	+ 278.2%
1H	11,818	13,265	+ 1,447	+ 12.2%	277	680	+ 403	+ 145.3%
3Q	6,428	7,009	+ 580	+ 9.0%	657	644	(13)	(2.0)%
3Q cumulative	18,247	20,275	+ 2,028	+ 11.1%	935	1,325	+ 390	+ 41.7%
4Q	7,207				468			
2H	13,636				1,125			
Annual	25,455				1,403			

Shopping Business

(mm of yen)

	Net Sales				Operating Income			
	FY23/3	FY24/3	YoY	YoY(%)	FY23/3	FY24/3	YoY	YoY(%)
1Q	4,370	4,342	(28)	(0.6)%	410	307	(103)	(25.2)%
2Q	4,691	4,760	+ 69	+ 1.5%	344	463	+ 118	+ 34.4%
1H	9,061	9,102	+ 41	+ 0.5%	755	770	+ 14	+ 2.0%
3Q	5,713	5,547	(166)	(2.9)%	445	285	(160)	(36.0)%
3Q cumulative	14,775	14,649	(125)	(0.8)%	1,200	1,055	(145)	(12.1)%
4Q	4,715				△ 333			
2H	10,428				111			
Annual	19,490				867			

Other Businesses

(mm of yen)

	Net Sales				Operating Income			
	FY23/3	FY24/3	YoY	YoY(%)	FY23/3	FY24/3	YoY	YoY(%)
1Q	8,525	9,339	+ 813	+ 9.5%	533	1,019	+ 485	+ 91.0%
2Q	10,776	12,195	+ 1,419	+ 13.2%	853	750	(102)	(12.1)%
1H	19,302	21,534	+ 2,232	+ 11.6%	1,386	1,769	+ 382	+ 27.6%
3Q	10,357	11,353	+ 995	+ 9.6%	1,029	449	(580)	(56.3)%
3Q cumulative	29,660	32,888	+ 3,228	+ 10.9%	2,416	2,218	(197)	(8.2)%
4Q	10,781				190			
2H	21,139				1,220			
Annual	40,442				2,607			

Other Businesses

<Results of Major Other Businesses>

(mm of yen)

	Sales				Balance			
	FY23/3 3Q cumulative	FY24/3 3Q cumulative	YoY	YoY(%)	FY23/3 3Q cumulative	FY24/3 3Q cumulative	YoY	YoY(%)
Music Publication	7,986	9,222	+ 1,235	+ 15.5%	2,865	3,079	+ 214	+ 7.5%
Special Events	6,694	7,533	+ 839	+ 12.5%	987	1,053	+ 66	+ 6.8%
Equipment/ Lease	3,885	4,641	+ 755	+ 19.4%	2,028	2,487	+ 458	+ 22.6%
Motion Pictures	1,718	2,645	+ 927	+ 54.0%	485	515	+ 30	+ 6.2%
DVD	1,352	471	(880)	(65.1)%	331	110	(220)	(66.5)%

Note: Balance figures do not include indirect costs.

Capex and D&A

Capex

(bn of yen)

	FY23/3 3Q cumulative	FY24/3 3Q cumulative	YoY	YoY(%)	Outlook for FY24/3
Consolidated	12.09	14.26	+ 2.17	+ 18.0%	18.40
TV Asahi Corporation	11.64	12.92	+ 1.28	+ 11.0%	16.80

Depreciation & Amortization

(bn of yen)

	FY23/3 3Q cumulative	FY24/3 3Q cumulative	YoY	YoY(%)	Outlook for FY24/3
Consolidated	7.66	7.37	(0.28)	(3.7)%	9.80
TV Asahi Corporation	6.31	6.02	(0.28)	(4.5)%	8.10

FY24/3 Forecast

(mm of yen)

	Previous Forecast (Nov 10, 2023)	New Forecast (Feb 8, 2024)	Difference	Difference(%)
Net Sales	313,000	303,000	(10,000)	(3.2)%
TV Broadcasting	230,900	223,700	(7,200)	(3.1)%
Internet	27,100	25,200	(1,900)	(7.0)%
Shopping	21,100	19,900	(1,200)	(5.7)%
Other Businesses	33,900	34,200	+ 300	+ 0.9%
Operating Income	15,000	10,500	(4,500)	(30.0)%
TV Broadcasting	8,300	4,800	(3,500)	(42.2)%
Internet	1,800	1,800	—	—
Shopping	2,200	1,500	(700)	(31.8)%
Other Businesses	2,700	2,400	(300)	(11.1)%
Adjustments	—	—	—	—
Ordinary Income	20,000	16,500	(3,500)	(17.5)%
Profit Attributable to Owners of the Parent	15,000	15,000	—	—

Ad Revenue (Terrestrial)

Time	Spot	Total
(2.5)% ⇒ (3.4)%	+ 2.9% ⇒ (3.2)%	+ 0.3% ⇒ (3.3)%

Production Cost (Terrestrial) (mm of yen)

FY24/3	YoY
78,500	+ 1.5%

Dividend per Share

(yen)

	End of 2Q	End of FY		Annual Total	Payout Ratio
	Common Dividend	Common Dividend	Special / Commemorative Dividend		
FY20/3	20	20	-	40	16.1%
FY21/3	20	20	-	40	32.8%
FY22/3	20	20	10 (Special)	50	24.2%
FY23/3	20	20	10 (Special)	50	30.6%
FY24/3 (Outlook)	20	20	10 (Commemorative)	50	33.9%



Key Initiatives

Viewer Ratings: Fall Programming Season

(Oct 2–Dec 31, 2023)

Individual All	TV Asahi	NTV	TBS	Fuji TV	TV Tokyo	PUT
All Day (6am–midnight)	① 3.6 (-0.1)	② 3.4 (-0.1)	③ 2.7 (+0.0)	④ 2.3 (-0.2)	⑤ 1.2 (-0.1)	18.4 (-0.9)
Golden Time (7pm–10pm)	② 5.4 (-0.4)	① 5.6 (-0.2)	③ 4.4 (+0.3)	④ 3.8 (-0.2)	⑤ 3.1 (-0.1)	31.1 (-1.0)
Prime Time (7pm–11pm)	① 5.4 (-0.3)	② 5.2 (-0.2)	③ 4.2 (+0.2)	④ 3.7 (-0.2)	⑤ 2.7 (-0.1)	29.0 (-1.1)
Prime2 (11pm–1am)	② 1.8 (-0.2)	① 2.5 (-0.1)	③ 1.7 (+0.0)	④ 1.4 (-0.5)	⑤ 0.8 (+0.0)	10.9 (-1.3)
Household	TV Asahi	NTV	TBS	Fuji TV	TV Tokyo	HUT
All Day (6am–midnight)	① 6.5 (-0.2)	② 5.9 (-0.4)	③ 4.7 (-0.2)	④ 4.0 (-0.4)	⑤ 2.1 (-0.2)	32.0 (-1.6)
Golden Time (7pm–10pm)	① 9.0 (-0.8)	② 8.8 (-0.5)	③ 7.0 (+0.2)	④ 6.0 (-0.4)	⑤ 5.1 (-0.4)	49.2 (-1.8)
Prime Time (7pm–11pm)	① 9.1 (-0.7)	② 8.3 (-0.5)	③ 6.8 (+0.1)	④ 5.9 (-0.5)	⑤ 4.5 (-0.4)	46.4 (-2.1)
Prime2 (11pm–1am)	② 3.4 (-0.3)	① 4.6 (-0.2)	③ 3.0 (-0.2)	④ 2.6 (-0.9)	⑤ 1.5 (-0.1)	19.9 (-2.5)

Note: Numbers in circles refer to ranking among commercial stations. Numbers in parentheses indicate YoY. (Source: Video Research)

Viewer Ratings: 2023

(Jan 2–Dec 31, 2023)

Individual All: Top in All Day and Prime Time! First time to achieve top in All Day!

Individual All	TV Asahi	NTV	TBS	Fuji TV	TV Tokyo	PUT
All Day (6am–midnight)	① 3.6 (+0.0)	② 3.5 (-0.2)	③ 2.7 (-0.1)	④ 2.3 (-0.3)	⑤ 1.2 (-0.1)	18.9 (-1.2)
Golden Time (7pm–10pm)	② 5.5 (+0.0)	① 5.6 (-0.3)	③ 4.3 (+0.1)	④ 3.7 (-0.3)	⑤ 3.0 (-0.3)	31.3 (-1.8)
Prime Time (7pm–11pm)	① 5.5 (+0.0)	② 5.2 (-0.3)	③ 4.2 (+0.1)	④ 3.6 (-0.3)	⑤ 2.6 (-0.3)	29.3 (-1.8)
Prime2 (11pm–1am)	② 1.9 (-0.1)	① 2.6 (-0.2)	③ 1.8 (+0.0)	④ 1.6 (-0.2)	⑤ 0.7 (-0.1)	11.2 (-1.0)
Household	TV Asahi	NTV	TBS	Fuji TV	TV Tokyo	HUT
All Day (6am–midnight)	① 6.4 (-0.3)	② 6.1 (-0.5)	③ 4.8 (-0.3)	④ 4.0 (-0.6)	⑤ 2.1 (-0.2)	32.8 (-2.5)
Golden Time (7pm–10pm)	① 9.1 (-0.3)	② 8.8 (-0.8)	③ 6.9 (+0.0)	④ 5.8 (-0.7)	⑤ 5.1 (-0.6)	49.6 (-3.2)
Prime Time (7pm–11pm)	① 9.3 (-0.2)	② 8.4 (-0.7)	③ 6.8 (-0.1)	④ 5.8 (-0.7)	⑤ 4.5 (-0.5)	47.0 (-3.2)
Prime2 (11pm–1am)	② 3.5 (-0.3)	① 4.8 (-0.4)	③ 3.3 (-0.2)	④ 2.8 (-0.5)	⑤ 1.4 (-0.2)	20.5 (-2.2)

Note: Numbers in circles refer to ranking among commercial stations. Numbers in parentheses indicate YoY. (Source: Video Research)

Drivers of 2023 Viewer Ratings

(Jan 2–Dec 31, 2023)

<News & Information> Daily news shows captured high ratings and contributed to All Day and Prime Time ratings

- *Hodo Station* Top in slot for five straight years, the program's longest record
- *Shinichi Hatori's MORNING SHOW* Top in slot for four straight years
- *Oshita Yoko Wide! Scramble* Top in slot for ten straight years for 1st ed, two straight years for 2nd ed

<Drama> Five series ranked in the top 10 for commercial station drama series in 2023

- Popular series such as *AIBOU*, *Tokuso 9*, *Seven Detectives*, etc. and hit shows *Outsider Cops*, *Hayabusa Fire Brigade*, etc.
- *On a Starry Night* contributed greatly to number of views on catch-up service

<Variety> Weekend shows maintained stable high ratings while collaboration schemes and specials captured high ratings

- *Zawatsuku! Friday* captured the highest average viewer ratings among all variety shows of all stations
- Slotted three-straight-night variety collaboration in Feb and Aug which lead to capturing the top ratings in Golden Time and Prime Time for all six days
- Special program *TAMORI STATION* captured the top position in its slot for the broadcast in Oct, Nov and Dec

<Sports> Live coverage of large sporting events recorded historical high ratings

- World Baseball Classic (Mar): All of the four games broadcast exceeded Individual All 20% / Household 40%
- FIBA Basketball World Cup (Aug): Broadcast three games; Japan vs. Cape Verde game recorded the highest rating among all Prime Time programs at commercial stations during 1H

Examples of Strengthening the Timetable and Content

TV Asahi Drama Premium

- Produce large scale special dramas of national interest
- Past productions: *Yujo* (Nov 2023), *Seicho Matsumoto two-night drama specials The Face**, *Castle of Glass** (Jan 2024)
- In production: *Banpaku no Taiyo** (Mar 2023), *Ohgon no Toki* (Mar 2023), *Black Jack* (2024)

* TV Asahi 65th Anniversary Program

TAMORI STATION

- Broadcast eight special programs in the past two years
- Focused reporting on a wide range of topics including current events, sports, entertainment and social trends such as “MLB player Shohei Ohtani,” “Mt. Fuji eruption,” “extreme weather,” etc.

Anime

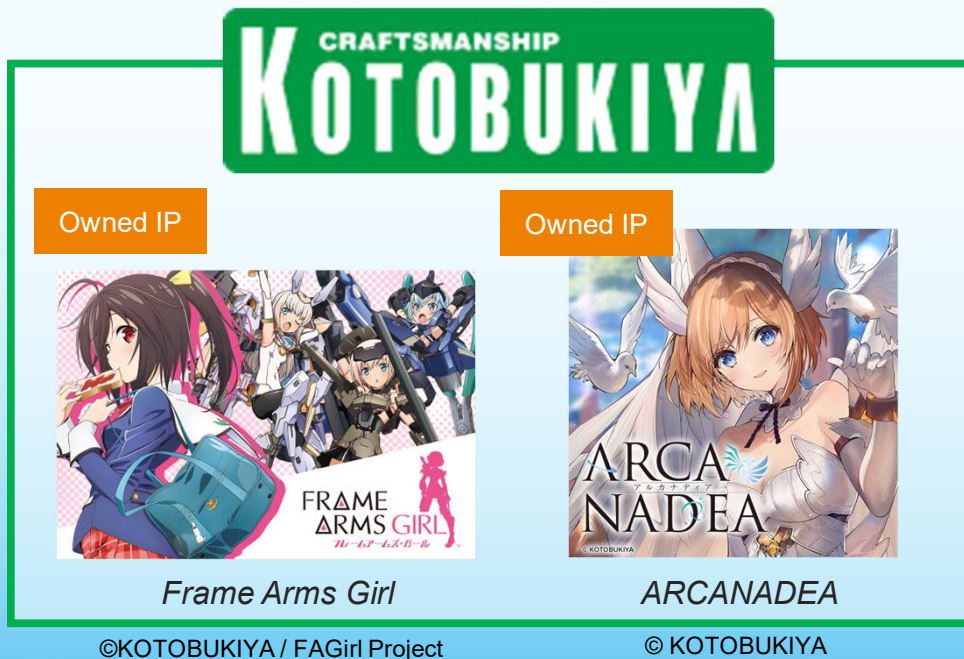
- Strengthen anime slots by securing popular works over the next three years
- Carry out IP business as the TV Asahi Group, especially with SHIN-EI ANIMATION, BookLive, etc.

Super Barabara Daisakusen

- In addition to being the nurturing ground for Golden Time and Prime Time variety shows, program tie-up events, merchandise, etc., lead to the expansion of business opportunities
- First regular drama *Kimi to Yukite Saku* (Apr 2024) from original manga *Shinsengumi* by Osamu Tezuka; auditions on program *Sodaterebi*

Capital and Business Alliance with KOTOBUKIYA CO., LTD.

- TV Asahi Corporation acquired shares in KOTOBUKIYA CO., LTD. and became a major shareholder with voting rights of 12.9% (Dec 13, 2023)
- KOTOBUKIYA is a leader in planning, manufacturing and selling hobby-related products such as figures and plastic models of characters from popular anime, games and movies both global and domestic. It also focuses on developing original IP and adapts it for animation, theater and comics. It has collaborated with TV Asahi in new business areas such as the metaverse.
- Going forward, the alliance aims to strengthen the planning/development of high-quality content by deepening collaboration with the “360° strategy” that maximizes the value of content through distribution on diverse media.
- Reinforce partnership through personnel exchanges.

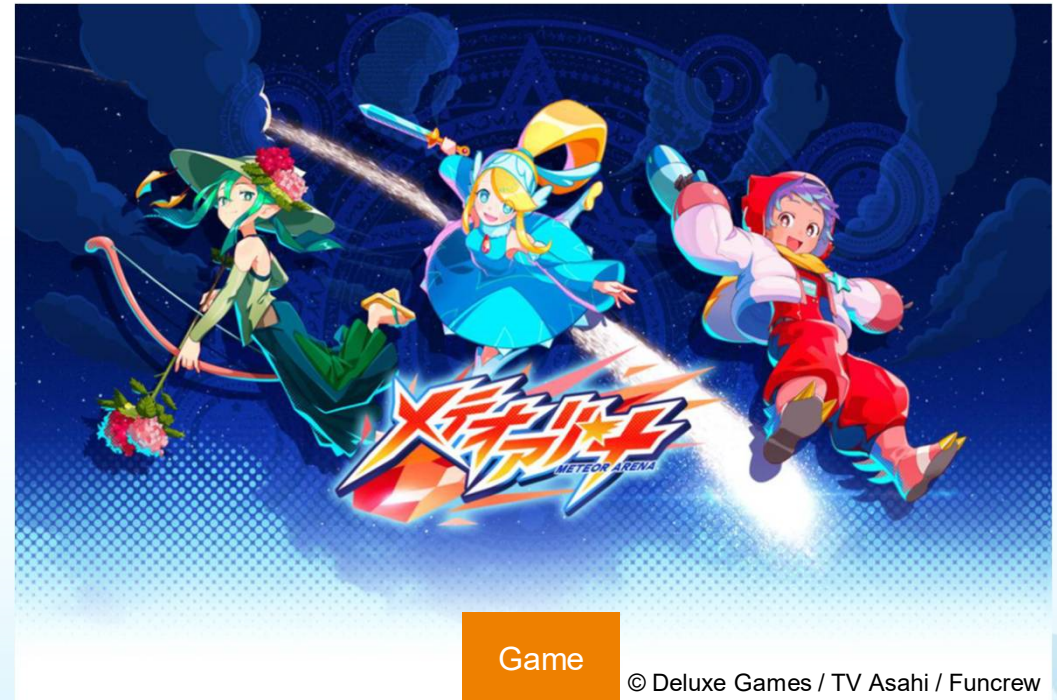


Terada Tera “Live Drawing” Night in Metaverse Roppongi
Collaboration event at TV Asahi’s Metaverse Roppongi (Jan 28, 2023)

METEOR ARENA

TV Asahi's First Large-scale Smartphone Game

- Joint development of original game with Deluxe Games Inc.
- Release scheduled for summer 2024
- “Party x Shooter” game that can be played right away and for a long time
- Yoshiaki Okamoto, renown game creator who has developed numerous hit titles such as *Monster Strike*, designated as General Producer
- Distinctive TV Asahi roll-outs such as collaboration with game program *I = Love! Gaming*, live streaming on official YouTube channel *Douga, Hajimetemimashita*, etc.



Content Drives Growth of Internet Services

Catch-up Service (AVOD) Digital Ad Platform



SVOD



Internet TV



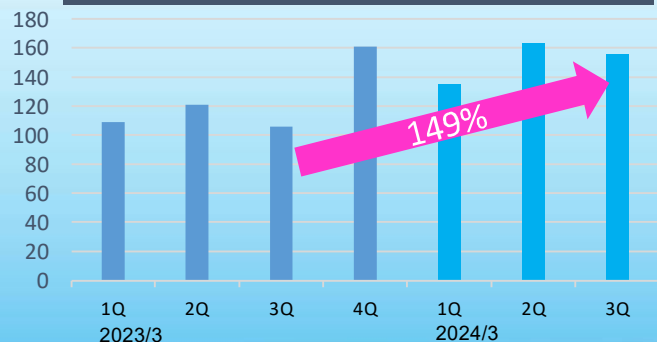
Owned Media



Continued growth of digital ad revenue

- Popular dramas and hit variety programs such as *Ame-Talk* driving growth
- *Otto ga Neta Atoni* recorded over 300 k views, an extraordinary achievement for a late-night variety show
- Winter season drama series, *Rikon wo Shinai Otoko*, recorded over 424 mm views for the first episode, marking a new record for a TV Asahi show
- Digital ad platform, UltraImpression, offers high-precision targeting

Catch-up Service Number of Views (TVer)



ABEMA: One-of-a-kind platform

- Trending at 18 mm WAU (recorded 20+ mm in Jan 2024)
- Subscription service, ABEMA Premium, also increasing number of subscriptions
- Offering balanced programming targeting mainly “young generation” and seeing increased viewership from M2 and M3 demographics in live sports coverage
- TV Asahi receives program commissions from AMEBA NEWS, which provides real-time disaster and breaking news, making it a lifeline media of choice



Upcoming Line-up: Music Publication



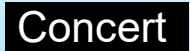
SHONAN NO KAZE
20th Anniversary 2023-2024
Countdown Live at Kobe
 (Dec 31, 2023–Jan 1, 2024
 at Kobe World Memorial Hall)

ATARSHII GAKKO!
Performance at Nippon
Budokan
"SEISYUN SHURAI"
 (Jan 9, 2024 at Nippon Budokan)

KETSUMEISHI
KETSUMEISHI TOUR
2024 Acchi Kocchi de
Mariachi ♪
 (Mar 30–Jul 21, 2024,
 19 concerts / 11 venues)

KETSUMEISHI
KETSUNOPOLICE 13
 (Jan 31, 2024 Release)

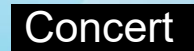
Upcoming Line-up: Special Events



QUEEN + ADAM LAMBERT
-THE RHAPSODY TOUR-
 (Feb 10, 2024 at Sapporo Dome,
 Feb 13, 14, 2024 at Tokyo Dome)



MUCA “ICONS of Urban Art”
(Mar 15–Jun 2, 2024
at Tokyo MORI ARTS CENTER GALLERY)



The Performance

(Apr 12–14, 2024 at K-Arena Yokohama)

Upcoming Line-up: Motion Pictures



***Doraemon the Movie:
Nobita's Earth Symphony***
(Mar 1, 2024)

©Fujiko-Pro, Shogakukan, TV-Asahi, Shin-ei, and ADK 2024



***Movie BLUE LOCK
- Episode Nagi -***
(Apr 19, 2024)

©Muneyuki Kaneshiro, Kota Sannomiya, Yusuke Nomura,
KODANSHA/BLUE LOCK Production Committee



***Movie Crayon Shin chan
Oratachi no Kyouryu Nikki***
(Summer 2024)

©Yoshihito Usui / Futabasha, SHIN-EI, TV Asahi, ADK 2024

Towards Sustainable Growth

Human Rights Policy

- All officers and employees at TV Asahi Group reacknowledge the importance of respecting human rights, and in order to surely continue to fulfill our public duty and to gain trust from society, the company has established the TV Asahi Group Human Rights Policy (Released on Feb 8, 2024)
- Sustainability Committee will establish human rights due diligence system
- Identify human rights issues, consider response efforts, manage human rights helpline, training sessions for personnel and staff, etc.

Capital Efficiency

- Currently pursuing investments in growth areas while taking capital cost into account, using cash derived from sale of investment securities and cash at hand, and shall explain at large the increase of ROE and improvement of PBR following such endeavors to shareholders and stakeholders.

Content Initiatives

art to ART Project x HASEKO Group

- Completion of a concept room by art to ART Project, TV Asahi's SDGs endeavor, at rental apartment building with sustainability conceptualization built by HASEKO Group
- In Feb 2024, opening of model room of new for-sale apartment building where the Project consulted on art and spatial presentation of common room



Wall art using punched carpet from studio sets (Sustaina Branche Hongyotoku)

The Future Starts Here Project x SDGs

- All news & information programs will participate in “The Future Starts Here Project x SDGs” Week 6th Edition; the theme is “The Future” (Feb 23–Mar 3, 2024)



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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