

FYE March 31, 2025 First Quarter Results

August 2, 2024

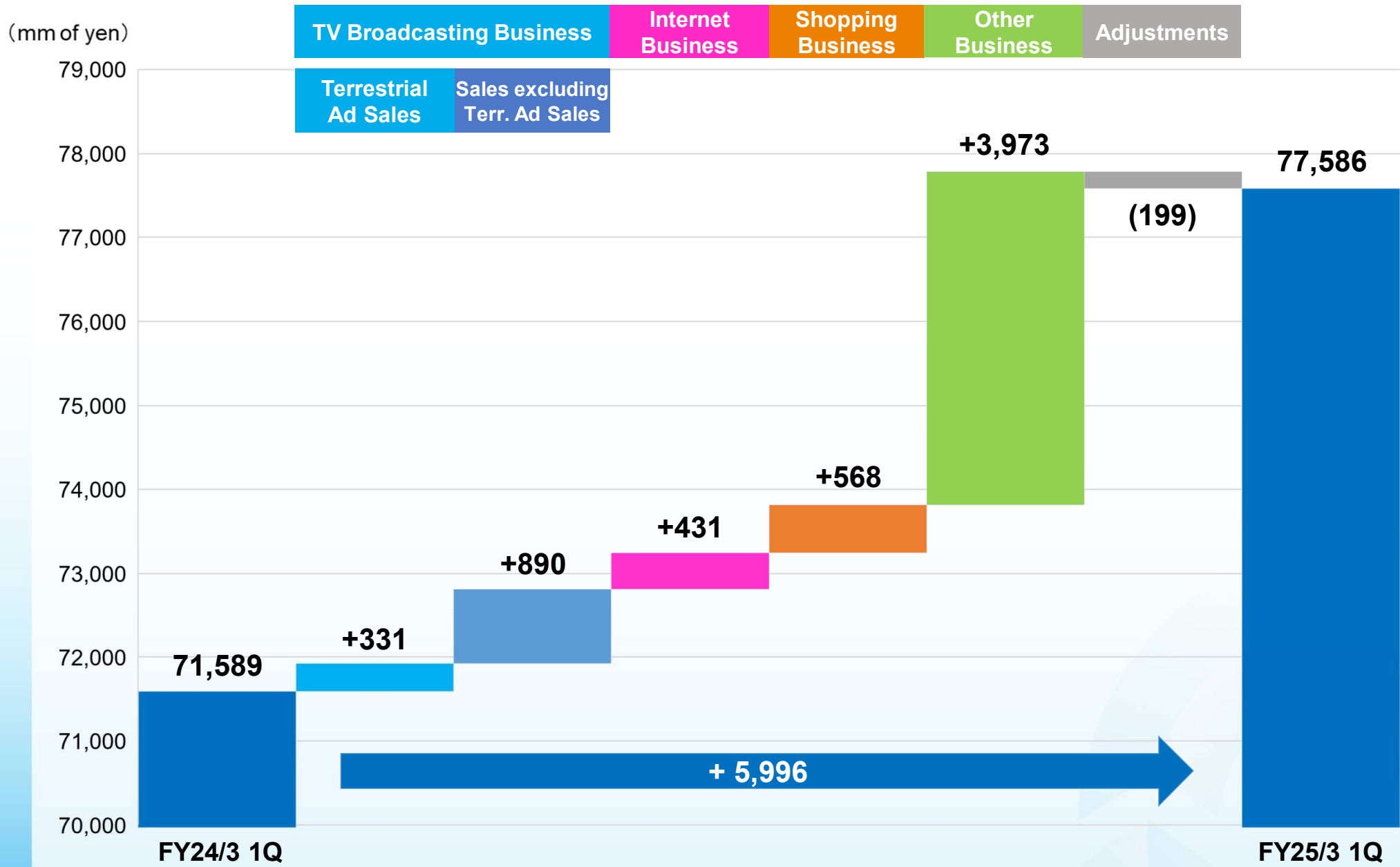
Consolidated Results

(mm of yen)

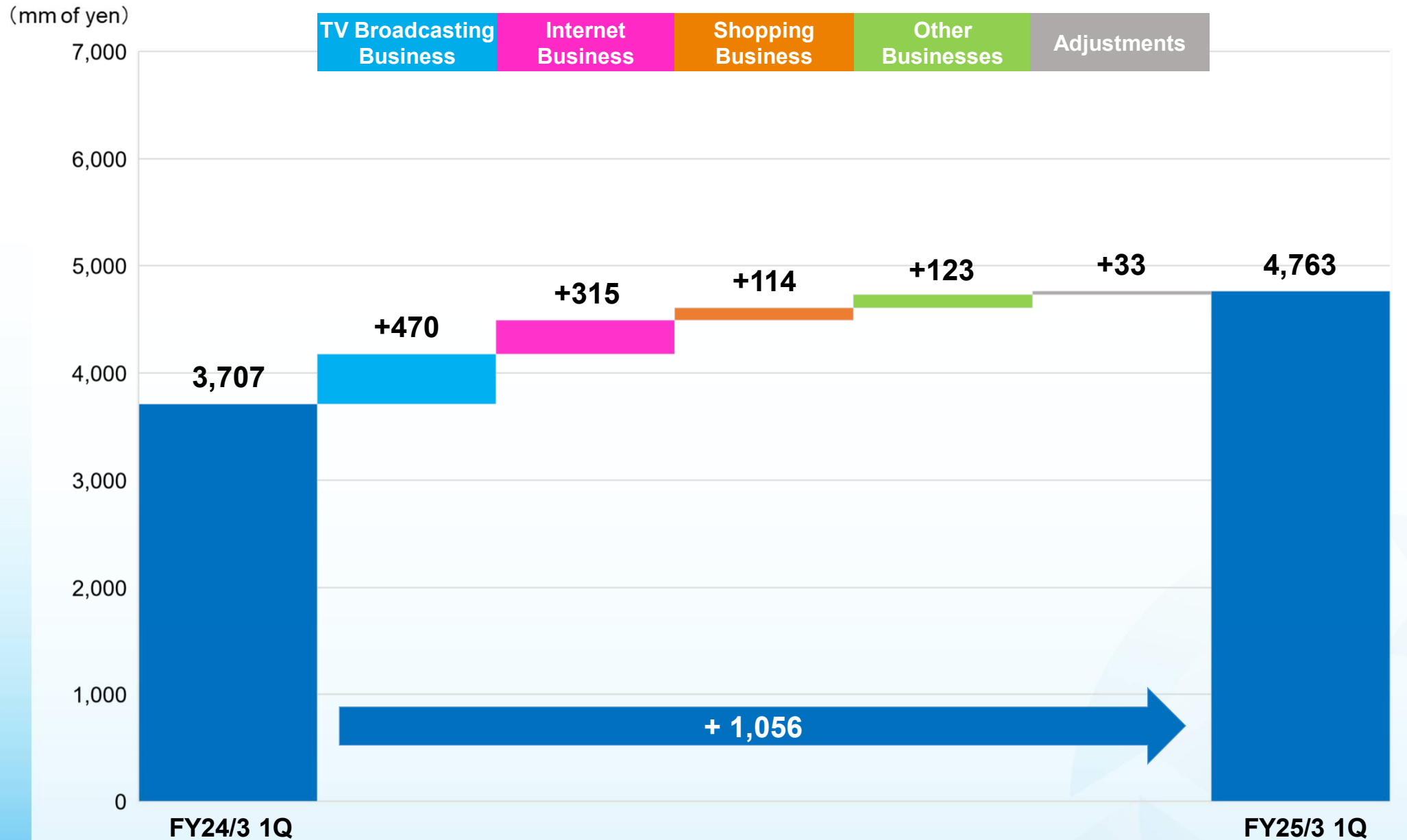
	FY24/3 1Q (Apr–Jun 2023)	FY25/3* 1Q (Apr–Jun 2024)	YoY	YoY(%)
Net Sales	71,589	77,586	+ 5,996	+ 8.4%
TV Broadcasting	55,084	56,307	+ 1,222	+ 2.2%
Internet	6,105	6,536	+ 431	+ 7.1%
Shopping	4,342	4,910	+ 568	+ 13.1%
Other Businesses	9,339	13,312	+ 3,973	+ 42.5%
Adjustments	(3,281)	(3,480)	(199)	—
Operating Income	3,707	4,763	+ 1,056	+ 28.5%
TV Broadcasting	2,166	2,636	+ 470	+ 21.7%
Internet	277	592	+ 315	+ 113.6%
Shopping	307	421	+ 114	+ 37.2%
Other Businesses	1,019	1,142	+ 123	+ 12.1%
Adjustments	(62)	(29)	+ 33	—
Ordinary Income	5,949	7,350	+ 1,401	+ 23.6%
Profit Attributable to Owners of the Parent	4,295	5,223	+ 928	+ 21.6%

*Note: “FY25/3” refers to fiscal year ending March 31, 2025 and all other fiscal years are referred to in the same manner.

Net Sales YoY Change



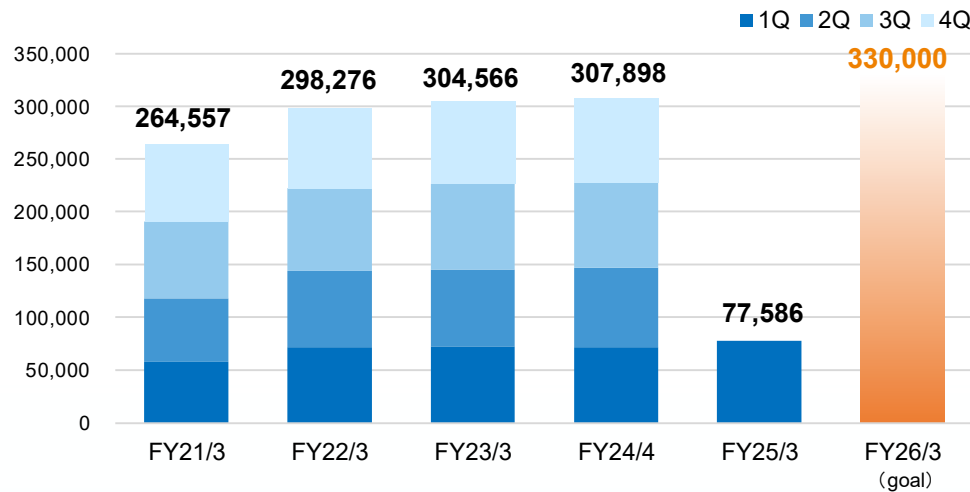
Operating Income YoY Change



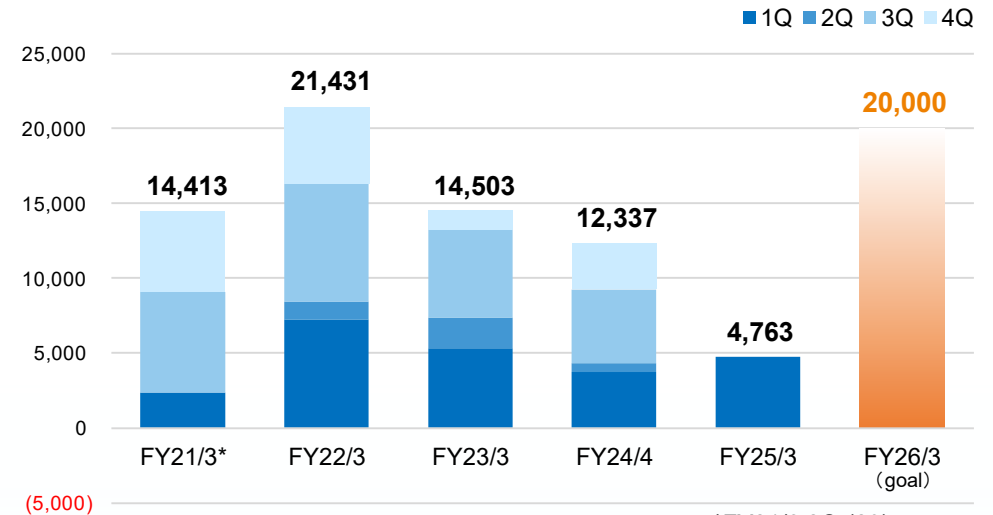
Consolidated Results (Historical Trends)

(mm of yen)

Net Sales

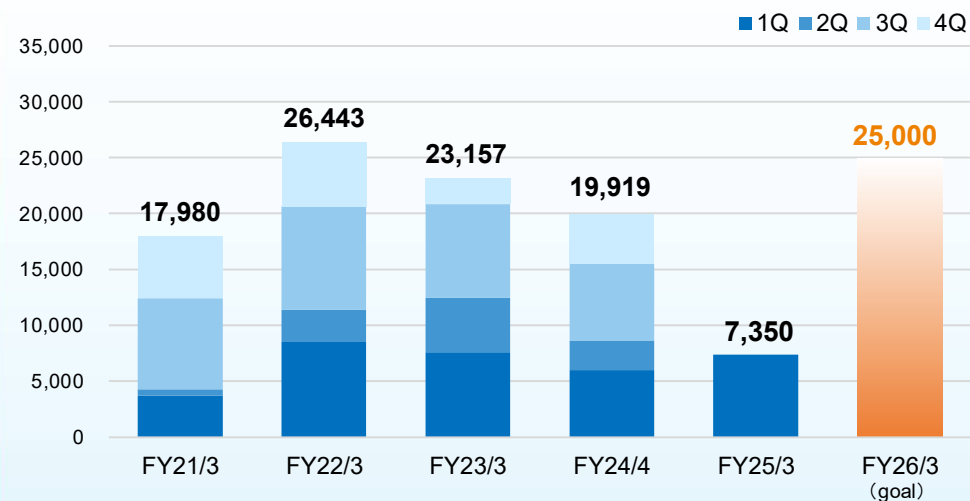


Operating Income

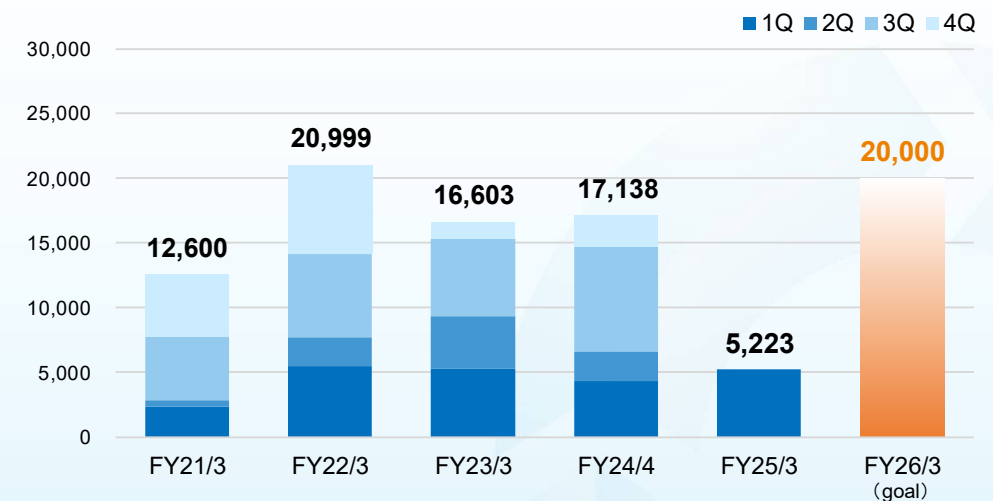


*FY21/3 2Q:(29)mm yen

Ordinary Income



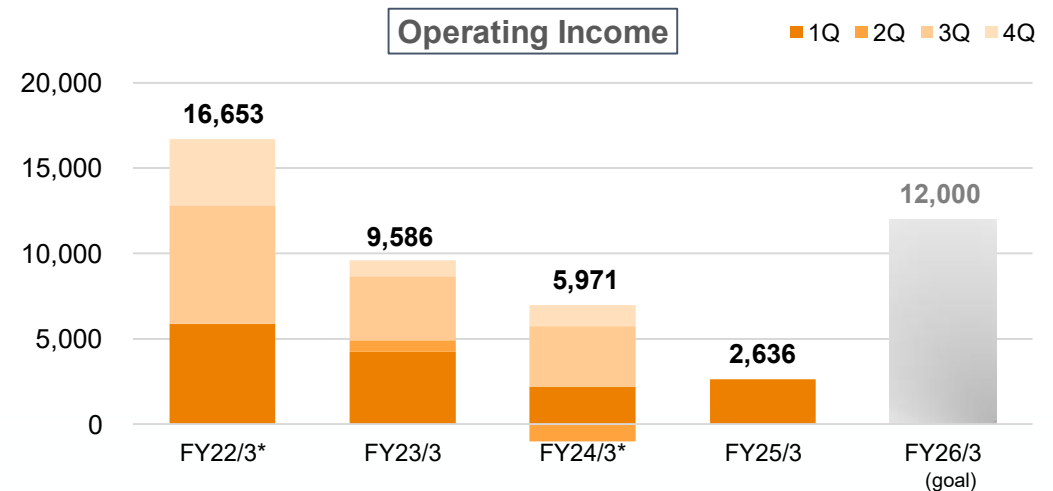
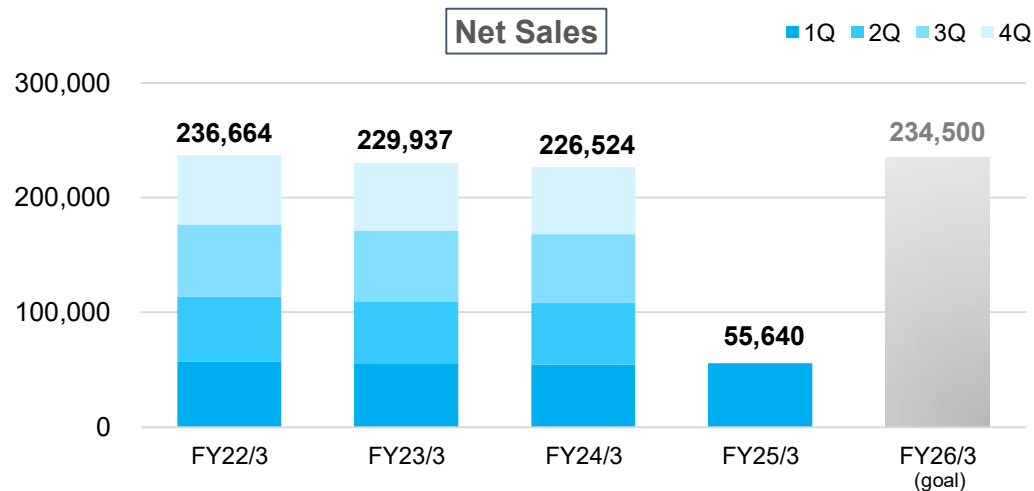
Profit Attributable to Owners of the Parent



Segment Sales and Income (Historical Trends)

(mm of yen)

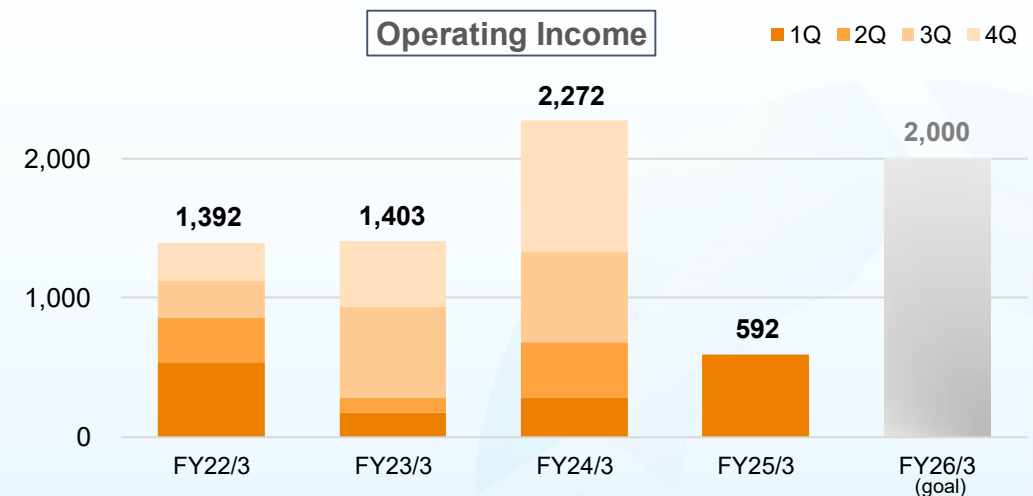
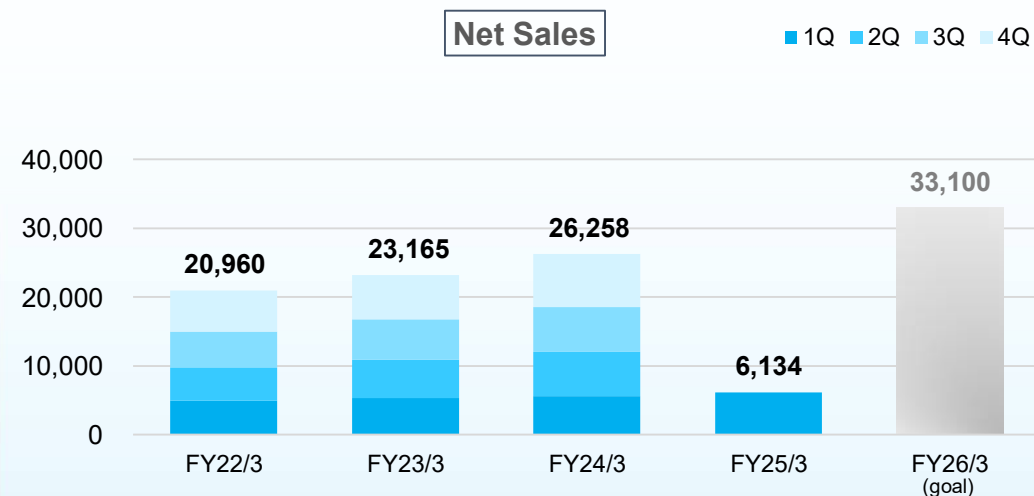
TV Broadcasting Business



(5,000)

*FY22/3 2Q:(31)mm yen, FY24/3 2Q:(993)mm yen

Internet Business



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

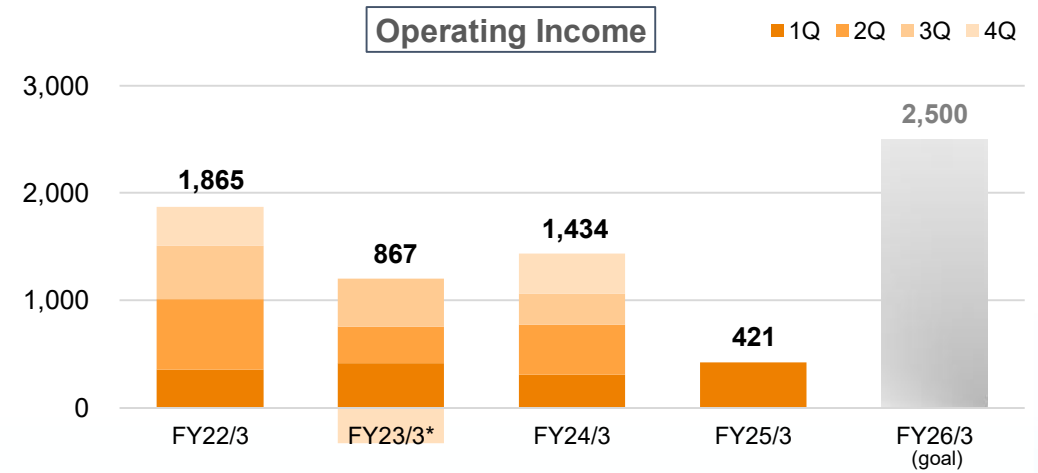
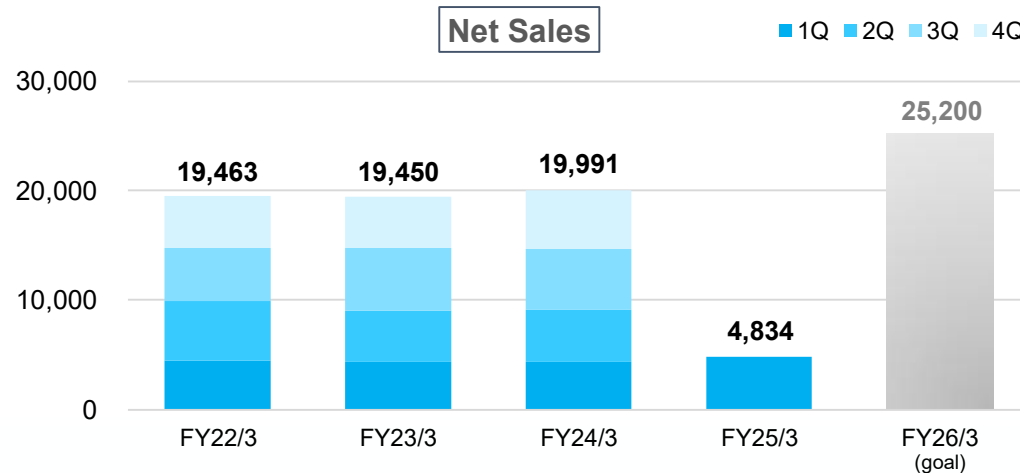
- Net Sales are sales to outside customers.

- 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)

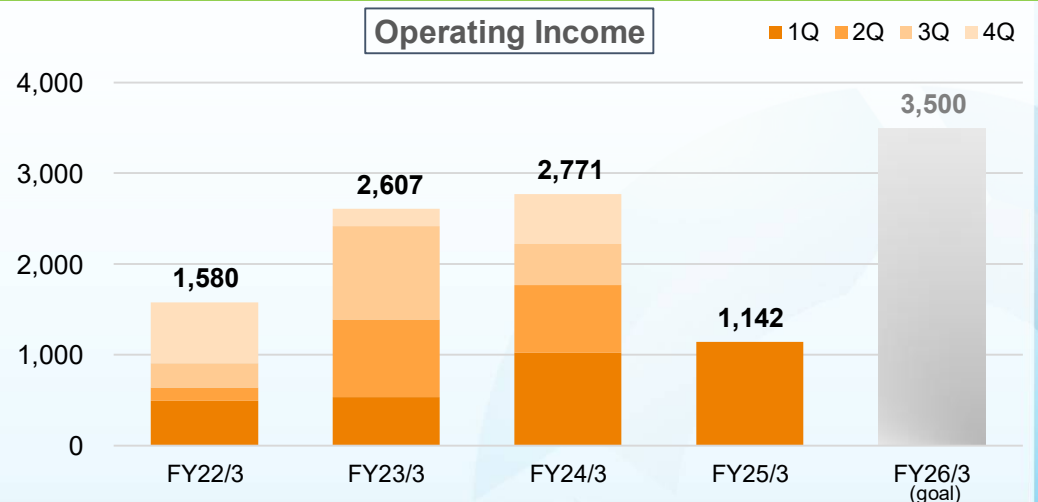
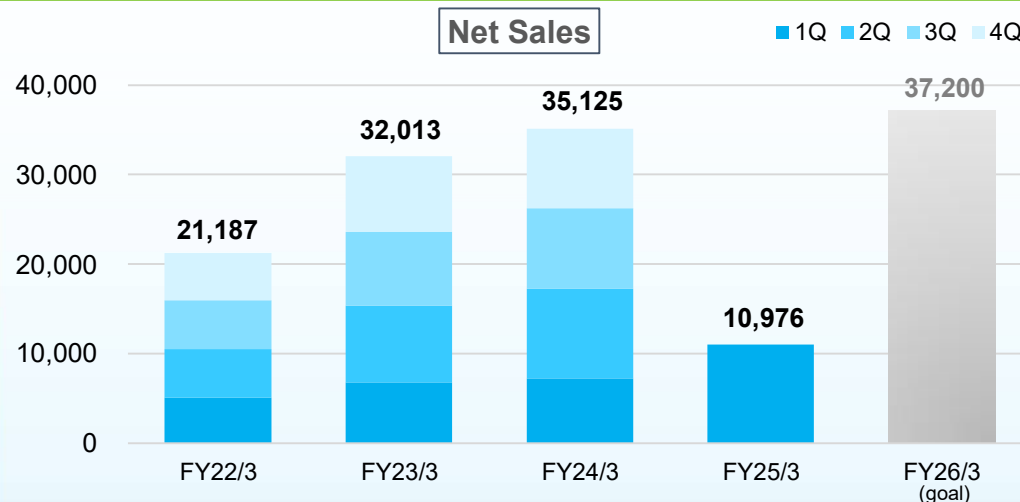
Shopping Business



*FY23/3 4Q: (333)mm yen

(1,000)

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)

		FY24/3 1Q	FY25/3 1Q	YoY	YoY(%)
TV Asahi Corporation	Net Sales	53,620	55,851	+ 2,230	+ 4.2%
	Operating Income	1,212	1,574	+ 362	+ 29.9%
Asahi Satellite Broadcasting Limited	Net Sales	4,545	4,424	(120)	(2.7)%
	Operating Income	828	825	(2)	(0.3)%
CS One Ten, Ltd.	Net Sales	1,655	1,543	(112)	(6.8)%
	Operating Income	64	60	(3)	(6.0)%
TV ASAHI MUSIC Co., LTD.	Net Sales	2,440	4,780	+ 2,340	+ 95.9%
	Operating Income	303	465	+ 162	+ 53.6%
ROPPING LIFE CO., Ltd.	Net Sales	3,876	4,449	+ 573	+ 14.8%
	Operating Income	142	181	+ 39	+ 27.7%

TV Asahi Corporation Results

(mm of yen)

	FY24/3 1Q	FY25/3 1Q	YoY	YoY(%)
Net Sales	53,620	55,851	+ 2,230	+ 4.2%
Time Sales	18,511	18,808	+ 297	+ 1.6%
Spot Sales	21,965	22,000	+ 34	+ 0.2%
Program Sales, CS, etc.	5,217	5,648	+ 430	+ 8.3%
Internet Sales	4,244	4,623	+ 378	+ 8.9%
Other	3,681	4,770	+ 1,088	+ 29.6%
Operating Income	1,212	1,574	+ 362	+ 29.9%
Ordinary Income	4,751	11,205	+ 6,454	+ 135.9%
Net Income	4,073	10,479	+ 6,406	+ 157.3%

Time Sales Revenue (Terrestrial)

(mm of yen)

	FY24/3	FY25/3	YoY	YoY(%)
1Q	18,511	18,808	+ 297	+ 1.6%
2Q	20,736			
1H*	39,247			
3Q	20,359			
4Q	19,137			
2H*	39,496			
Annual	78,744			

<YoY Growth>

(%)

	Apr	May	Jun	1Q	Jul	Aug	Sep	2Q	1H	Oct	Nov	Dec	3Q	Jan	Feb	Mar	4Q	2H	Annual
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)	(3.1)	+2.4	(12.7)	(5.4)	(8.3)	(3.5)
FY25/3	+0.4	+0.9	+3.6	+1.6															

Notes *: "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)

	FY24/3	FY25/3	YoY	YoY(%)
1Q	21,965	22,000	+ 34	+ 0.2%
2Q	18,322			
1H	40,287			
3Q	24,161			
4Q	23,700			
2H	47,861			
Annual	88,149			

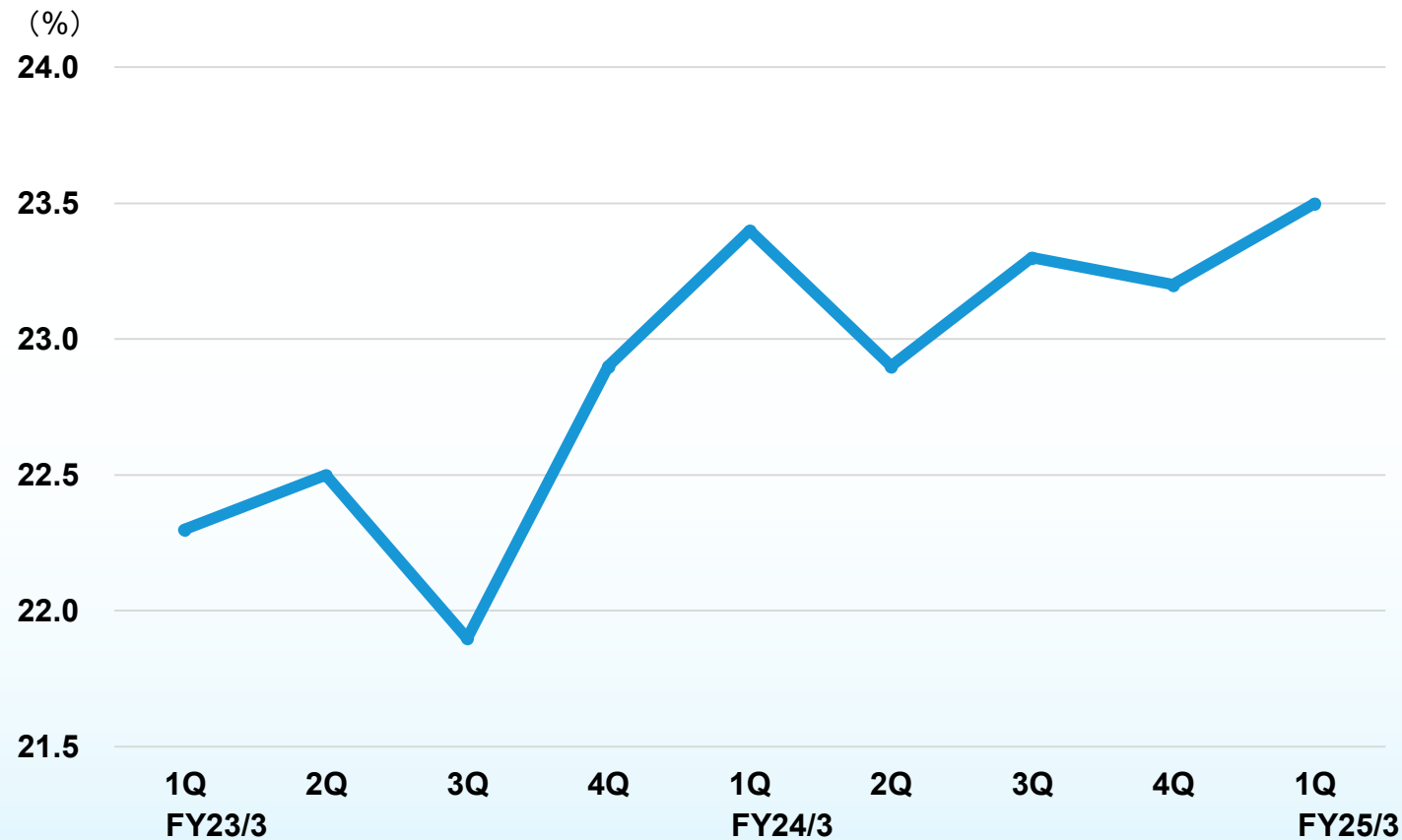
<YoY Growth>

(%)

	Apr	May	Jun	1Q	Jul	Aug	Sep	2Q	1H	Oct	Nov	Dec	3Q	Jan	Feb	Mar	4Q	2H	Annual
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	(5.3)	(1.8)	+3.9	(0.7)	+0.1	(2.5)
FY25/3	+3.5	(1.4)	(2.0)	+0.2															

Spot Sales Revenue (Terrestrial)

<Trend of Share in the Tokyo Spot Sales Market>



FY25/3 1Q
23.5%
 (YoY +0.1 pts)

FY23/3							FY24/3							FY25/3						
1Q	2Q	1H	3Q	4Q	2H	Annual	1Q	2Q	1H	3Q	4Q	2H	Annual	1Q	2Q	1H	3Q	4Q	2H	Annual
22.3	22.5	22.4	21.9	22.9	22.4	22.4	23.4	22.9	23.2	23.3	23.2	23.2	23.2	23.5						

Note: Share figures are estimated figures.

Spot Sales Industry Information (Terrestrial)

	FY25/3 1Q (Apr–Jun 2024)		FY24/3 1Q (Apr–Jun 2023)	
	YoY	Share	YoY	Share
Energy & Industrial Machines	141.6%	1.3%	113.3%	1.0%
Foods	110.9%	12.9%	89.8%	11.7%
Beverages & Liquors	103.2%	13.6%	86.9%	13.2%
Pharmaceuticals & Medical Supplies	99.5%	7.6%	95.1%	7.6%
Cosmetics & Toiletries	126.2%	6.8%	122.9%	5.4%
Fashion & Accessories	138.3%	2.7%	109.8%	2.0%
Business Machines & Office Supplies	81.6%	1.6%	147.9%	2.0%
Consumer Electronics	81.6%	1.7%	108.1%	2.0%
Automobiles	124.8%	4.4%	145.5%	3.5%
Homeware	102.7%	2.7%	101.4%	2.6%
Game, Software & Sporting Goods	52.7%	1.9%	98.4%	3.7%
Housing & Housing Materials	87.9%	2.3%	78.4%	2.6%
Publishing	62.2%	0.8%	62.5%	1.2%
Telecommunications, Media & Internet	98.6%	8.9%	73.8%	9.0%
Retail	115.2%	4.2%	99.2%	3.6%
Finance & Insurance	90.3%	5.9%	98.3%	6.6%
Transportation, Movies & Leisure	103.8%	6.4%	147.7%	6.1%
Food-services & Various Services	93.6%	11.7%	110.1%	12.6%
Government & Public Institutions	77.8%	0.6%	47.4%	0.8%
Education, Medical-services & Religion	82.8%	1.8%	90.1%	2.1%
Others	40.2%	0.3%	149.9%	0.7%
Total	100.2%	100.0%	97.0%	100.0%

Production Costs (Terrestrial)

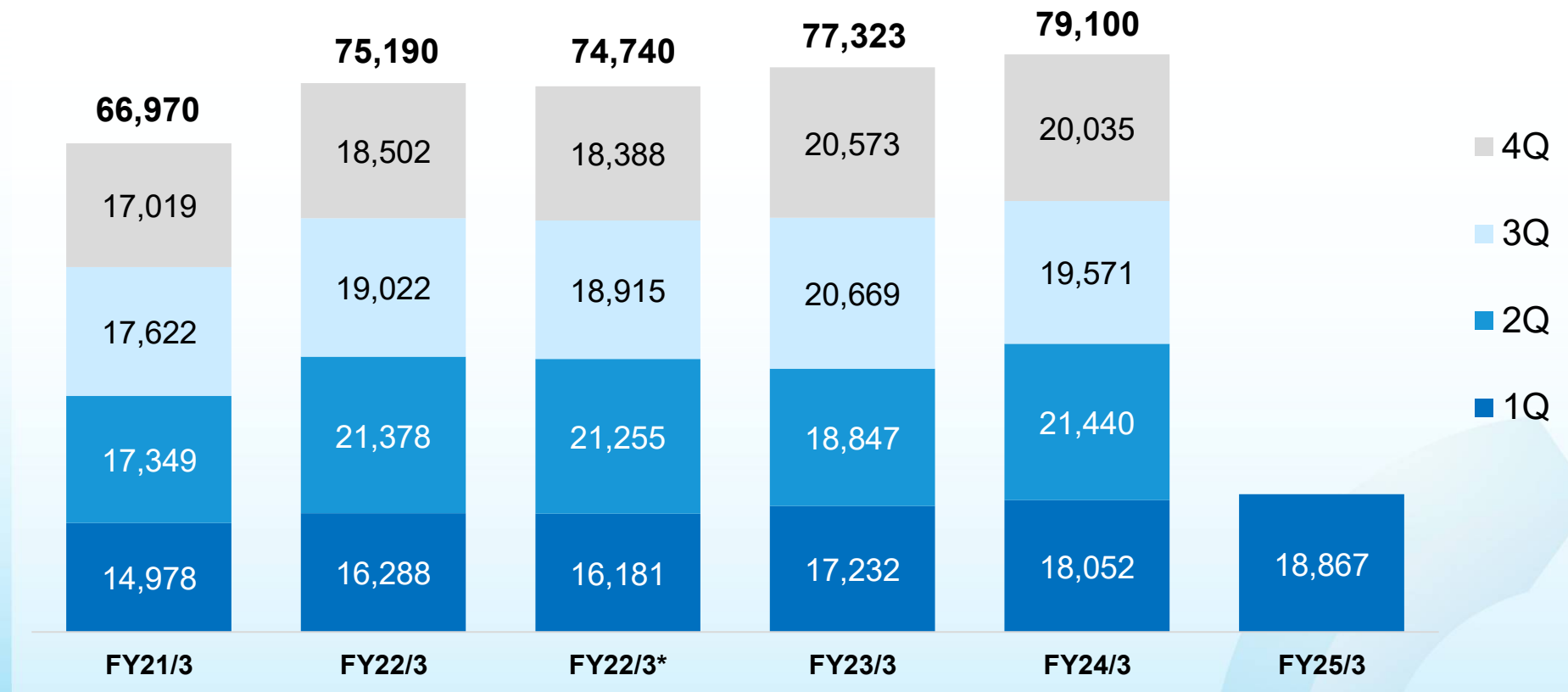
(mm of yen)

	FY24/3	FY25/3	YoY	YoY(%)
1Q	18,052	18,867	+ 815	+ 4.5%
2Q	21,440			
1H	39,492			
3Q	19,571			
4Q	20,035			
2H	39,607			
Annual	79,100			

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			
	FY24/3	FY25/3	YoY	YoY(%)	FY24/3	FY25/3	YoY	YoY(%)
1Q	55,084	56,307	+ 1,222	+ 2.2%	2,166	2,636	+ 470	+ 21.7%
2Q	55,159				(993)			
1H	110,243				1,173			
3Q	60,302				3,580			
4Q	59,079				1,217			
2H	119,382				4,797			
Annual	229,626				5,971			

TV Broadcasting Business

(mm of yen)

	FY24/3 1Q	FY25/3 1Q	YoY	YoY(%)
Net Sales	55,084	56,307	+ 1,222	+ 2.2%
Time Sales	18,511	18,808	+ 297	+ 1.6%
Spot Sales	21,965	22,000	+ 34	+ 0.2%
Program Sales	3,273	3,842	+ 569	+ 17.4%
BS & CS	6,622	6,374	(248)	(3.8)%
Other	4,711	5,281	+ 569	+ 12.1%
Operating Income	2,166	2,636	+ 470	+ 21.7%

Internet Business

(mm of yen)

	Net Sales				Operating Income			
	FY24/3	FY25/3	YoY	YoY(%)	FY24/3	FY25/3	YoY	YoY(%)
1Q	6,105	6,536	+ 431	+ 7.1%	277	592	+ 315	+ 113.6%
2Q	7,160				403			
1H	13,265				680			
3Q	7,009				644			
4Q	8,485				947			
2H	15,495				1,592			
Annual	28,761				2,272			

TV Asahi Corporation: Digital Ads-related Revenue

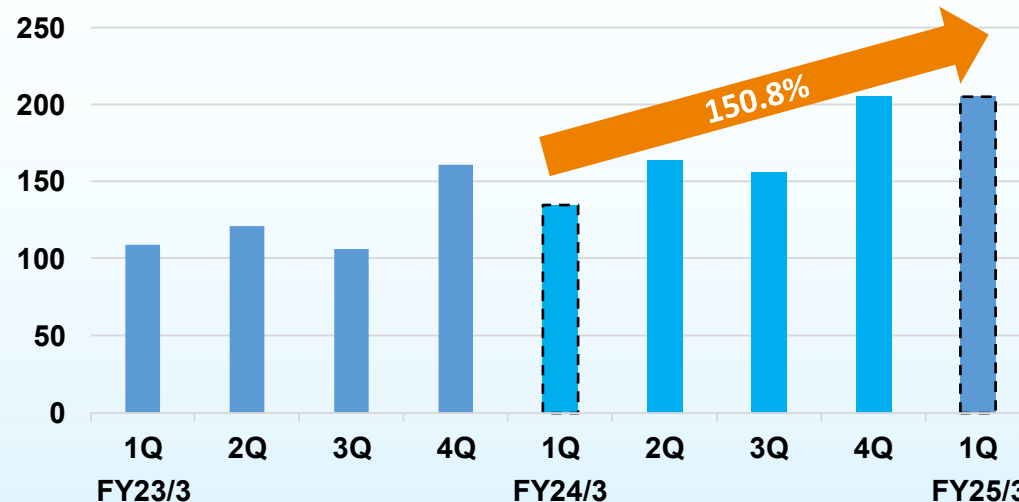
<Digital Ads-related Revenue (TVer, etc.) >

(mm of yen)

	FY24/3	FY25/3	YoY	YoY(%)
1Q	1,251	1,693	+ 442	+ 35.4%

TV Asahi No. of Views on Catch-up Service (TVer)

(mm views)



Shopping Business

(mm of yen)

	Net Sales				Operating Income			
	FY24/3	FY25/3	YoY	YoY(%)	FY24/3	FY25/3	YoY	YoY(%)
1Q	4,342	4,910	+ 568	+ 13.1%	307	421	+ 114	+ 37.2%
2Q	4,760				463			
1H	9,102				770			
3Q	5,547				285			
4Q	5,354				378			
2H	10,901				664			
Annual	20,003				1,434			

Other Businesses

(mm of yen)

	Net Sales				Operating Income			
	FY24/3	FY25/3	YoY	YoY(%)	FY24/3	FY25/3	YoY	YoY(%)
1Q	9,339	13,312	+ 3,973	+ 42.5%	1,019	1,142	+ 123	+ 12.1%
2Q	12,195				750			
1H	21,534				1,769			
3Q	11,353				449			
4Q	11,794				552			
2H	23,148				1,002			
Annual	44,683				2,771			

Other Businesses

<Results of Major Other Businesses>

(mm of yen)

	Sales				Balance			
	FY24/3 1Q	FY25/3 1Q	YoY	YoY(%)	FY24/3 1Q	FY25/3 1Q	YoY	YoY(%)
Music Publication	2,439	4,776	+ 2,337	+ 95.8%	893	1,198	+ 305	+ 34.2%
Special Events	1,637	2,704	+ 1,066	+ 65.1%	319	479	+ 160	+ 50.1%
Equipment/Lease	1,446	1,813	+ 366	+ 25.4%	784	874	+ 90	+ 11.6%
Motion Pictures	746	721	(24)	(3.3)%	487	388	(99)	(20.3)%
DVD	103	395	+ 291	+ 281.9%	15	149	+ 133	+ 842.7%

Note: Balance figures do not include indirect costs.

Capex and D&A

Capex

(bn of yen)

	FY24/3 1Q	FY25/3 1Q	YoY	YoY(%)	Outlook for FY25/3
Consolidated	1.01	14.42	+ 13.41	—	35.40
TV Asahi Corporation	0.80	14.20	+ 13.39	—	33.80

Depreciation & Amortization

(bn of yen)

	FY24/3 1Q	FY25/3 1Q	YoY	YoY(%)	Outlook for FY25/3
Consolidated	2.47	2.38	(0.09)	(3.7)%	9.70
TV Asahi Corporation	2.03	1.93	(0.09)	(4.8)%	7.80

FY25/3 Forecast

(mm of yen)

	FY24/3 Results	FY25/3 Forecast	YoY	YoY(%)
Net Sales	307,898	309,000	+ 1,102	+ 0.4%
TV Broadcasting	226,524	223,800	(2,724)	(1.2)%
Internet	26,258	27,200	+ 942	+ 3.6%
Shopping	19,991	20,400	+ 409	+ 2.0%
Other Businesses	35,125	37,600	+ 2,475	+ 7.0%
Operating Income	12,337	13,000	+ 663	+ 5.4%
TV Broadcasting	5,971	5,000	(971)	(16.3)%
Internet	2,272	2,500	+ 228	+ 10.0%
Shopping	1,434	1,900	+ 466	+ 32.5%
Other Businesses	2,771	3,600	+ 829	+ 29.9%
Adjustments	(112)	—	+ 112	—
Ordinary Income	19,919	20,000	+ 80	+ 0.4%
Profit Attributable to Owners of the Parent	17,138	18,000	+ 861	+ 5.0%

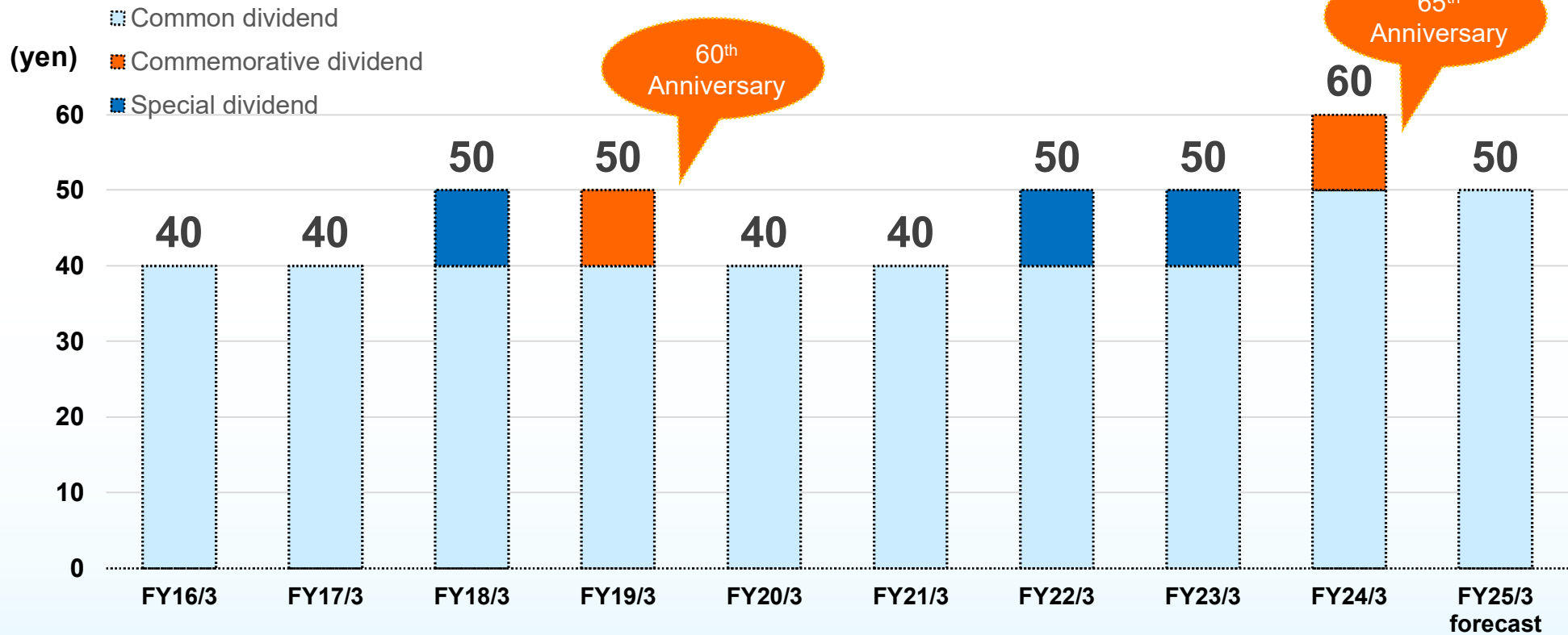
Ad Revenue (Terrestrial)

Time	Spot	Total
(0.6)%	+0.2%	(0.2)%

Production Cost (Terrestrial) (mm of yen)

FY25/3 Forecast	YoY
78,500	(0.8)%

Shareholder Returns



Share buybacks	2.24 bn yen	-	-	-	-	3.11 bn yen	-	-	-	-
Dividend payout ratio	35.6%	26.9%	33.8%	41.6%	16.1%	32.8%	24.2%	30.6%	35.6%	28.2%
Total payout ratio	53.9%	26.9%	33.8%	41.6%	16.1%	58.6%	24.2%	30.6%	35.6%	28.2%

Basic Policy

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



Key Initiatives

Viewer Ratings: Spring Programming Season

(Apr 1–Jun 30, 2024)

Individual All: Double Crown in All Day and Prime Time!
Household: Triple Crown in All Day, Golden Time and Prime Time!

Individual All	TV Asahi	Nippon TV	TBS	Fuji TV	TV Tokyo	PUT
All Day (6am–midnight)	① 3.4 (+0.0)	② 3.2 (-0.2)	③ 2.6 (+0.0)	④ 2.2 (-0.1)	⑤ 1.1 (+0.0)	18.1 (-0.5)
Golden Time (7pm–10pm)	② 5.0 (-0.1)	① 5.1 (-0.3)	③ 4.2 (+0.1)	④ 3.3 (-0.2)	⑤ 3.0 (+0.0)	30.0 (-0.9)
Prime Time (7pm–11pm)	① 5.0 (-0.1)	② 4.7 (-0.4)	③ 4.0 (+0.0)	④ 3.3 (-0.3)	⑤ 2.6 (+0.0)	27.9 (-1.0)
Prime2 (11pm–1am)	② 1.8 (+0.0)	① 2.3 (-0.3)	③ 1.6 (-0.1)	④ 1.4 (-0.3)	⑤ 0.6 (-0.1)	10.3 (-0.8)
Household	TV Asahi	Nippon TV	TBS	Fuji TV	TV Tokyo	HUT
All Day (6am–midnight)	① 6.2 (+0.1)	② 5.7 (-0.2)	③ 4.7 (+0.0)	④ 4.0 (+0.0)	⑤ 2.1 (+0.0)	31.9 (-0.5)
Golden Time (7pm–10pm)	① 8.6 (+0.0)	② 8.1 (-0.5)	③ 6.8 (+0.2)	④ 5.3 (-0.4)	⑤ 5.1 (+0.1)	48.3 (-0.9)
Prime Time (7pm–11pm)	① 8.7 (-0.1)	② 7.6 (-0.6)	③ 6.6 (+0.0)	④ 5.4 (-0.4)	⑤ 4.5 (+0.1)	45.5 (-1.2)
Prime2 (11pm–1am)	② 3.4 (-0.1)	① 4.2 (-0.5)	③ 3.1 (-0.1)	④ 2.7 (-0.3)	⑤ 1.3 (-0.1)	19.2 (-1.4)

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

TV Asahi-Roppongi Hills “NATSU-MATSURI” SUMMER STATION



<https://www.tv-asahi.co.jp/summerstation/en/>



Started in 2014, the annual large-scale summer event continues to evolve!

- Increase of program-related content and attractions where visitors can experience in real and virtually the world of popular programs.
- Attract inbound tourists and the younger generation with distinct spots that are good for photos and video sharing on social media, such as traditional Japanese festival stands and rooftop space.
- ATARASHII GAKKO! performance at the arena special stage on opening day. Line-up of live performances by star musicians, popular live-action hero shows and program-related events.
- *Variety Shokudou* (variety-show-themed food court) in the headquarters cafeteria and the *NATSU-MATSURI Beer Garden* at the rooftop terrace and Mouri Garden.
- At Metaverse Roppongi, *Meta-Meta Daisakusen*, a virtual culture festival at an unprecedented scale, features program-collaborated booths (Jul 20–Sep 1, 2024).

Strengthening Development of New Anime Titles



SAT 1:30 am (late night)

- In Apr 2020, created Saturday late night anime slot **NUMAnimation** which expanded to 24 network stations from Oct 2020
 - ◆ **Salaryman's Club** (Jan–Apr 2022)
First title as lead of production committee
Sold original artworks in NFT marketplace
 - ◆ **The Dangers in My Heart** (1st season: Apr–Jun 2023, 2nd season: Jan–Mar 2024)
Produced by Shin-ei Animation; internationally well-received
 - ◆ **BLUE LOCK** (1st season: Oct 2022–Mar 2023)
Theatrical release in Apr 2024, was a first for a NUMAnimation title

Jul 2024–
**SHOSHIMIN: How to
become Ordinary**



©Honobu Yonezawa・Tokyo Sogensha Co., Ltd. / SHOSHIMIN Committee

Oct 2024–
You are Ms. Servant.



©Shotan/Shogakukan/You are Ms. Servant. Committee

Jan 2025–
Medalist



©TSURUMA KADA.KODANSHA/ Medalist Partners



SAT 11:30 pm

NEW

- In Oct 2024, launching new Saturday night anime slot **IMAnimation** which features titles that are “Want to watch NOW (IMA)! Must watch NOW (IMA)!” and “full of IMagination”
 - ◆ **BLUE LOCK** (2nd season: Oct 2024–)
Following theatrical release, 2nd season is set to premier
 - ◆ **BABANBABANBAN VAMPIRE** (Jan 2025–)
Lead of production committee and for the first time jointly developing TV anime series and live-action film adaptation

Oct 2024–
BLUE LOCK 2nd season



©Muneyuki Kaneshiro, Yusuke Nomura, KODANSHA/BLUELOCK Production Committee.

Activate the
IP with
line-up of
games,
movie, etc.

Jan 2025–
BABANBABANBAN VAMPIRE



©Hiromasa Okujima(AKITASHOTEN)/ Anime BABABA Committee

Slated for
theatrical
release
in 2025

Motion Pictures

Doctor-X Headed for Theatrical Release



Doctor-X the movie

(Dec 6, 2024–)

©2024 Doctor-X the movie film partners

International Critical Acclaim



Totto-Chan: The Little Girl at the Window
(released on Dec 8, 2023)

Annecy International Animation Film Festival
Won the Paul Grimault Award!

©Kuroyanagi Tetsuko / 2023 Totto-chan the Movie: The Little Girl at the Window Committee



Ghost Cat Anzu
(July 19, 2024–)
Shin-ei Animation's first Japan-France co-production

Cannes Film Festival
Premiered at Directors' Fortnight program
Annecy International Animation Film Festival
Nominated for the Feature Films Official Competition

©Takashi Imashiro, KODANSHA/GHOST CAT ANZU Production Committee

Special Events

<Up-coming Line-up>



Music

SUMMER SONIC 2024

Aug 17-18, 2024
@ZOZOMARINE STADIUM &
Makuhari Messe

Music



TV Asahi DREAM FESTIVAL 2024

Aug 24-25, 2024 @Tokyo Gymnasium
Sep 14-16, 2024 @Makuhari Messe
International Exhibition Hall (Hall 4,5,6,7)

Program

OOZANSHOMIMAI IN NHK HALL ~NAMA KYOCCOROHEE 2024 KANSHA NO TSUDOI~

Sep 6, 2024 @NHK HALL

2 days in Aug + 3 days in Sep
Largest Ever 5-day Event

Music Publication



<Up-coming Line-up>



ATARASHII GAKKO!

ATARASHII GAKKO! World Tour Part I & II

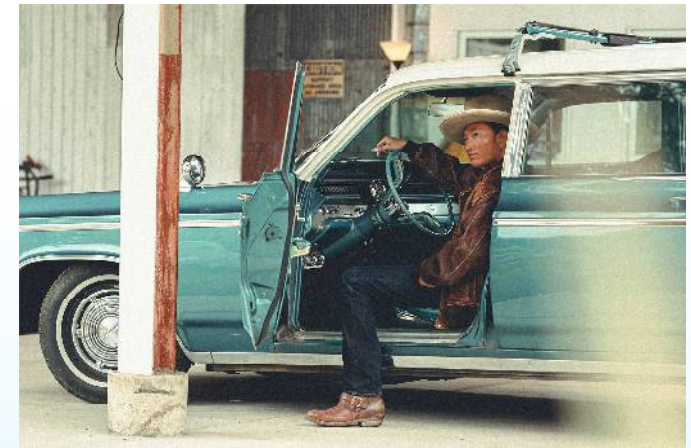
Part I: Jun 1–29, 2024
@13 cities across Europe and Asia
Part II: Sep 26–Oct 17, 2024
@11 cities in North America



Shonan no Kaze

The Largest Outdoor One-Man Live Show in the Kansai Region KAZE MATSURI 2024

Aug 24, 2024
@Expo '70 Commemorative Park



HIRAIDAI

HIRAIDAI TOUR 2024

Sep 7–Dec 29, 2024
30 concerts @ 21 venues

Supporting “Next Generation x Technology”

Tech Kids Grand Prix 2024



<https://techkidsschool.jp/grandprix/>

- Co-hosting Japan's largest programming contest for elementary school students with CA Tech Kids, Inc.
- Three judging criteria: VISION, PRODUCT, and PRESENTATION
- Support the vision of “Creating next-generation innovators who build the 21st century” and providing/promoting opportunities for the next generation
- Application period: Jul 1–Sep 30, 2024
Final presentation: Mar 2, 2025

JSEC2024



<https://manabu.asahi.com/jsec/>

- Hosting the Japan Science & Engineering Challenge for high school and Colleges of Technology students together with The Asahi Shimbun Company
- High-ranking winners, judged by experts, will represent Japan at the International Science and Engineering Fair
- Supporting the advancement of science and technology to foster globally competitive talent
- Application period: Aug 30–Sep 30, 2024
Final judge: Dec 7–8, 2024

Encouraging the pursuit of dreams and hopes

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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