

Financial Results for FYE March 31, 2025

May 13, 2025

Consolidated Results

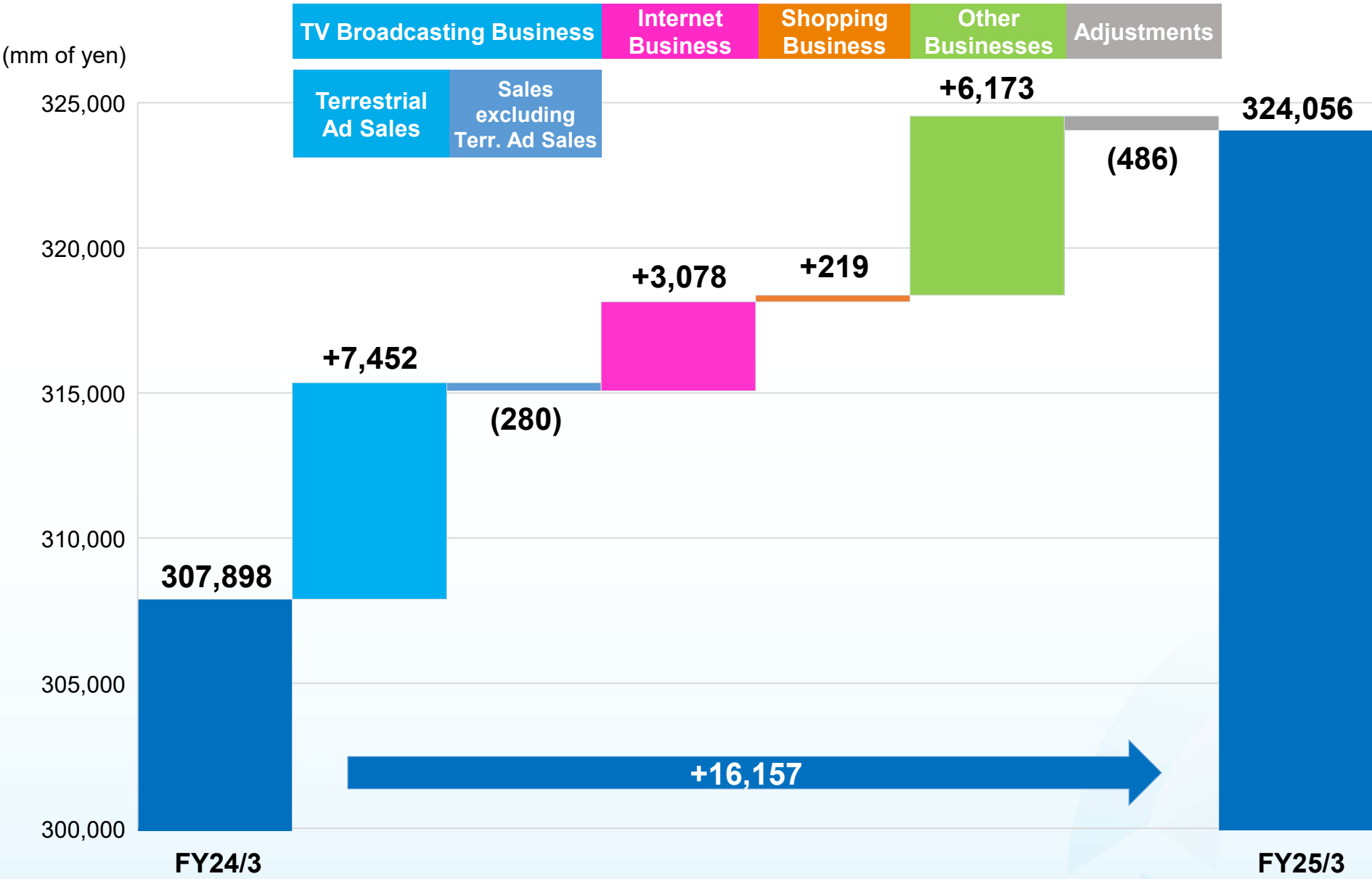
(mm of yen)

	FY24/3	FY25/3*	YoY	YoY(%)
Net Sales	307,898	324,056	+ 16,157	+ 5.2%
TV Broadcasting	229,626	236,798	+ 7,171	+ 3.1%
Internet	28,761	31,840	+ 3,078	+ 10.7%
Shopping	20,003	20,223	+ 219	+ 1.1%
Other Businesses	44,683	50,857	+ 6,173	+ 13.8%
Adjustments	(15,175)	(15,662)	(486)	—
Operating Profit	12,337	19,704	+ 7,366	+ 59.7%
TV Broadcasting	5,971	11,289	+ 5,318	+ 89.1%
Internet	2,272	3,698	+ 1,425	+ 62.7%
Shopping	1,434	1,505	+ 71	+ 5.0%
Other Businesses	2,771	3,242	+ 470	+ 17.0%
Adjustments	(112)	(31)	+ 81	—
Ordinary Profit	19,919	28,533	+ 8,613	+ 43.2%
Profit Attributable to Owners of Parent	17,138	25,816	+ 8,678	+ 50.6%

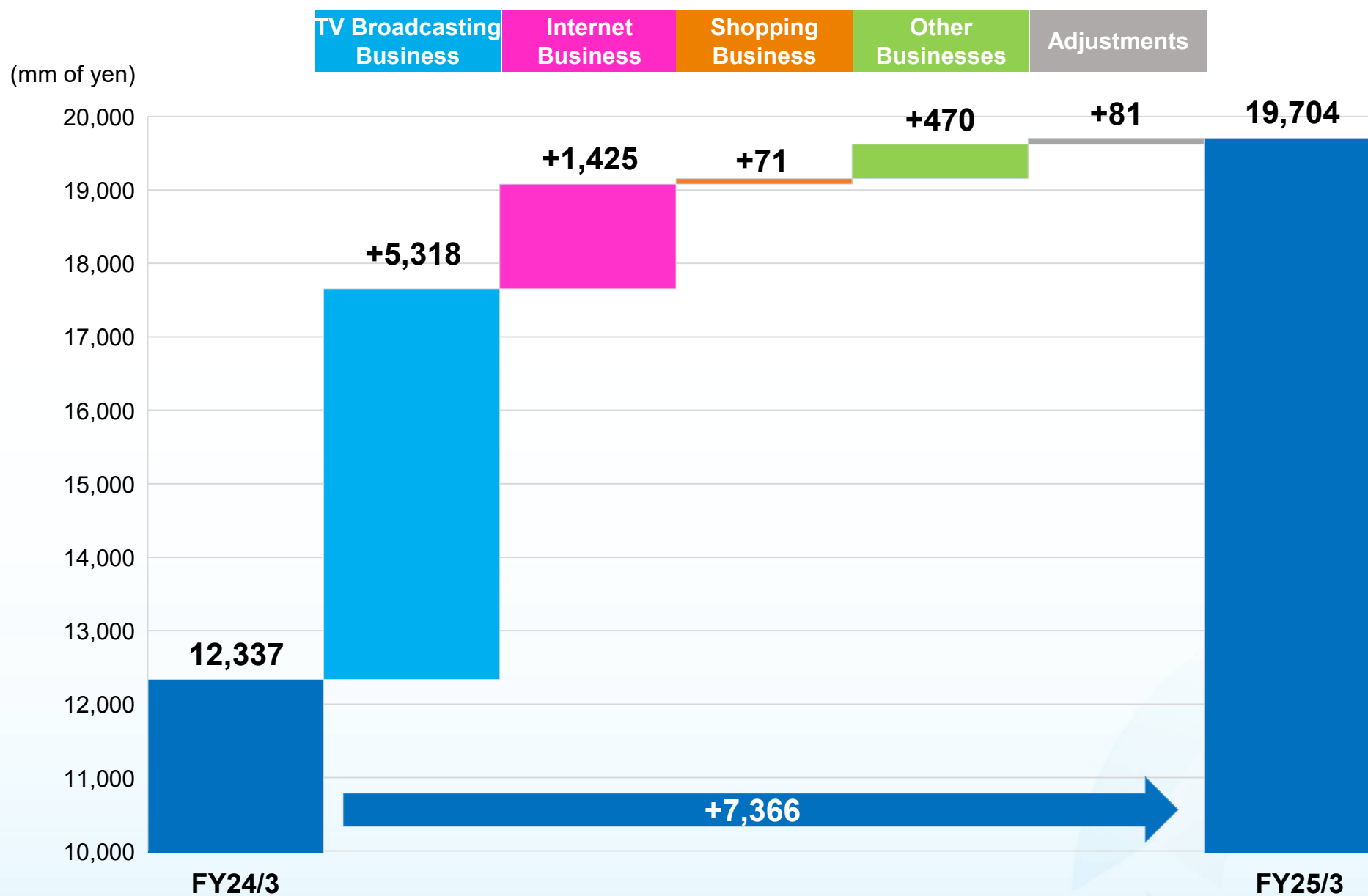
* "FY25/3" refers to fiscal year ending March 31, 2025, and all other fiscal years are referred to in the same manner.

Note: The English names of the account items have been changed in accordance with the EDINET Taxonomy provided by the Financial Services Agency.
For details, please refer to the earnings release for FY25/3 dated May 13, 2025.

Net Sales YoY Change



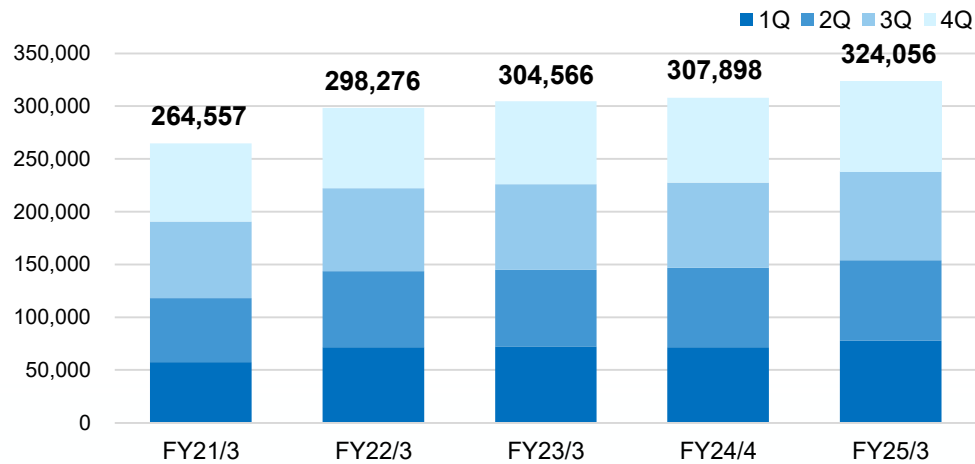
Operating Profit YoY Change



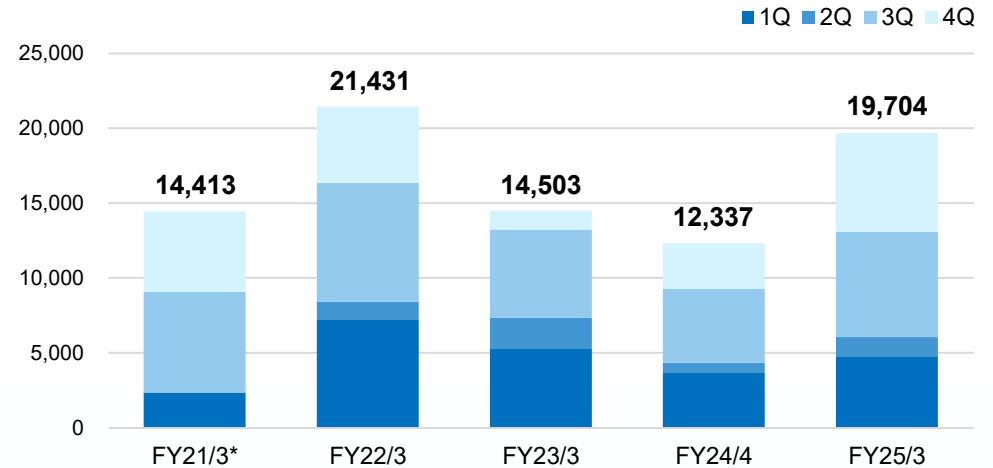
Consolidated Results (Historical Trends)

(mm of yen)

Net Sales



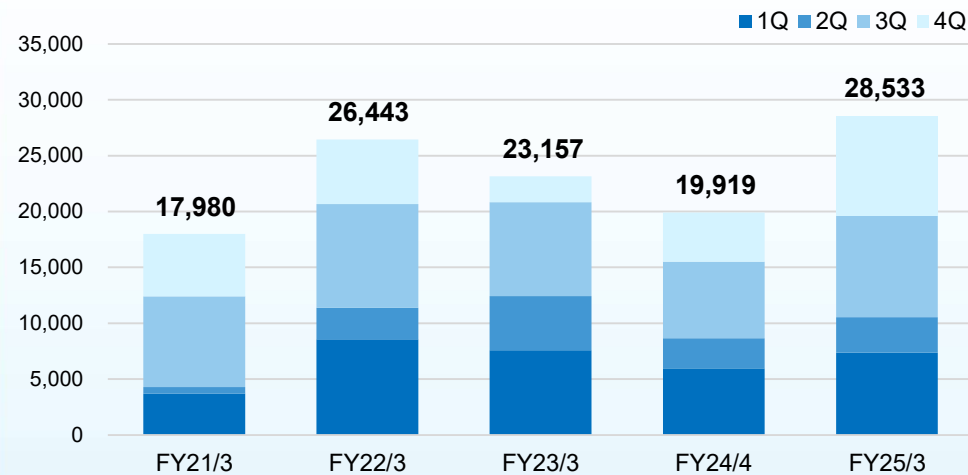
Operating Profit



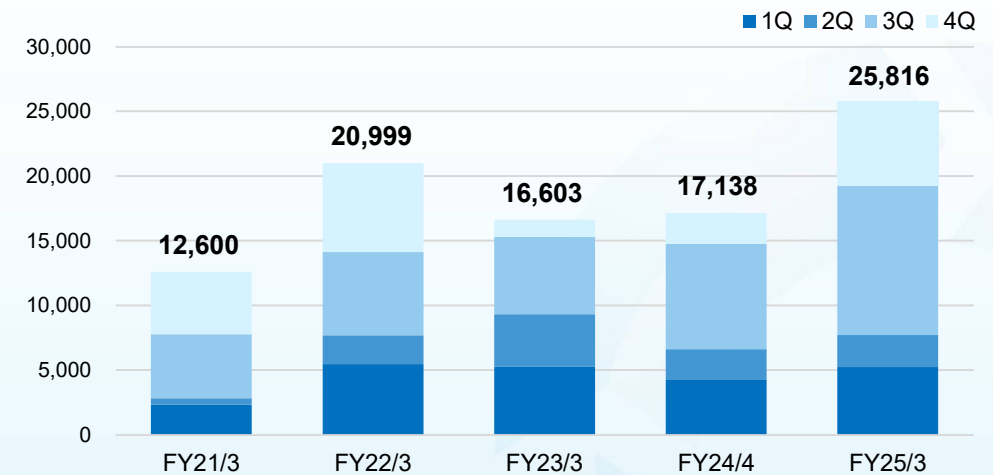
(5,000)

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

Ordinary Profit



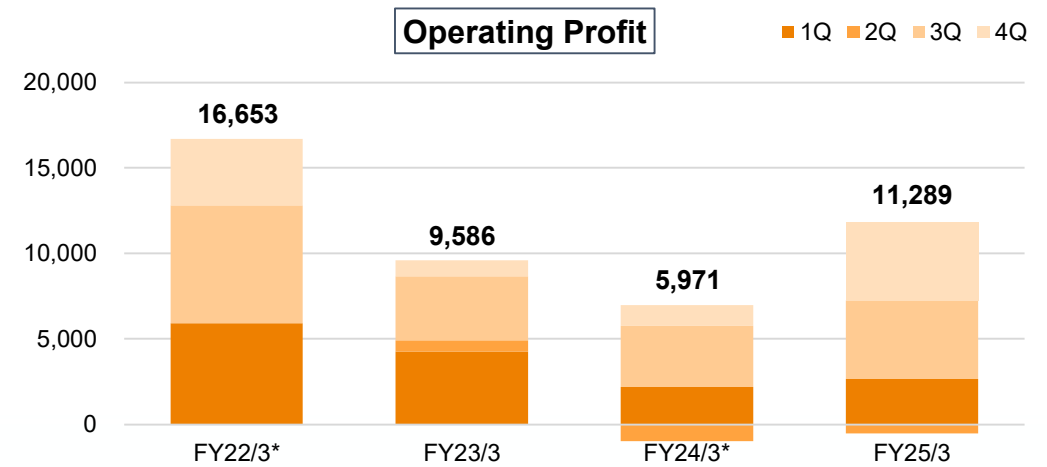
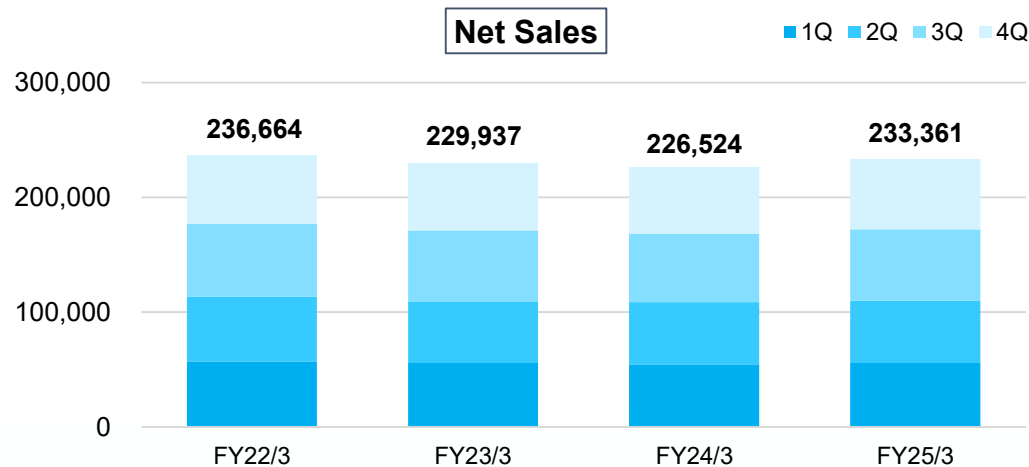
Profit Attributable to Owners of Parent



Segment Sales and Profit (Historical Trends)

(mm of yen)

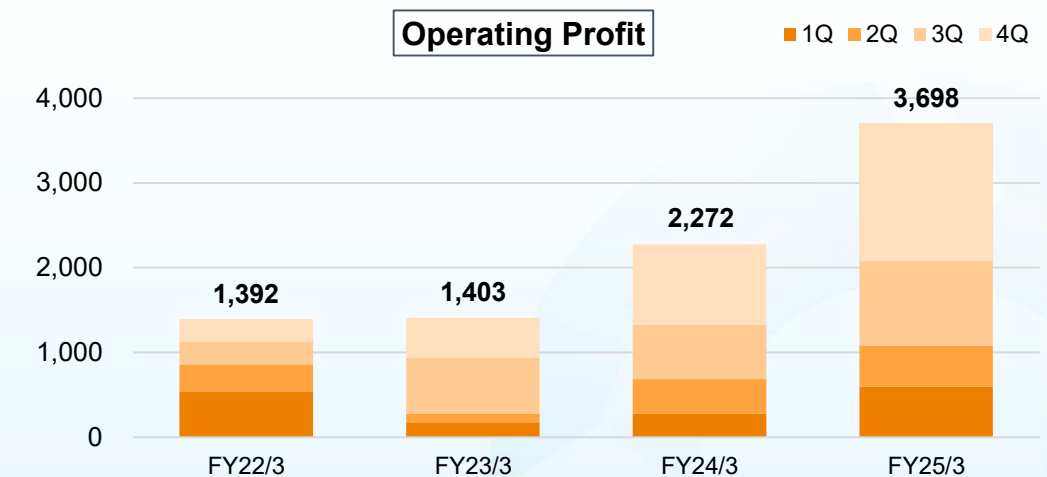
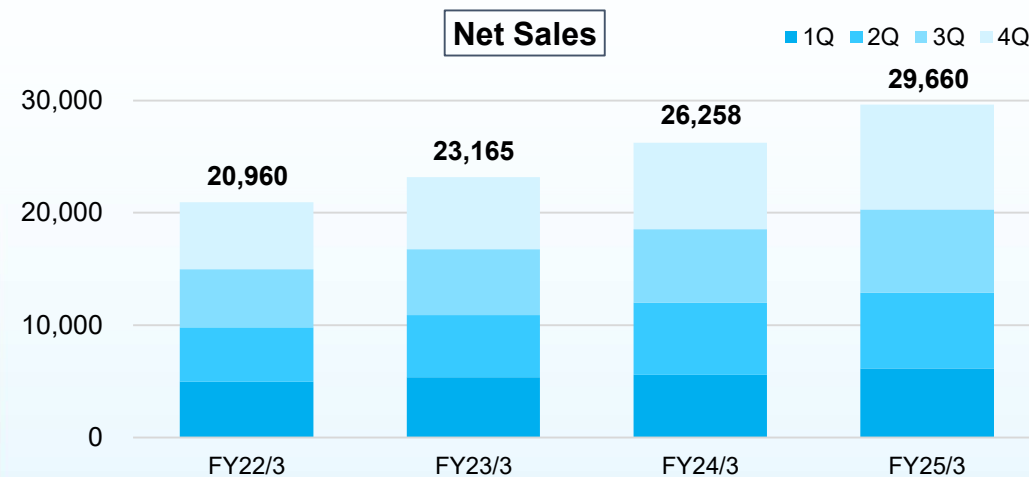
TV Broadcasting Business



(5,000)

*FY22/3 2Q:(31)mm yen, FY24/3 2Q:(993)mm yen, FY25/3 2Q:(546)mm yen

Internet Business



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

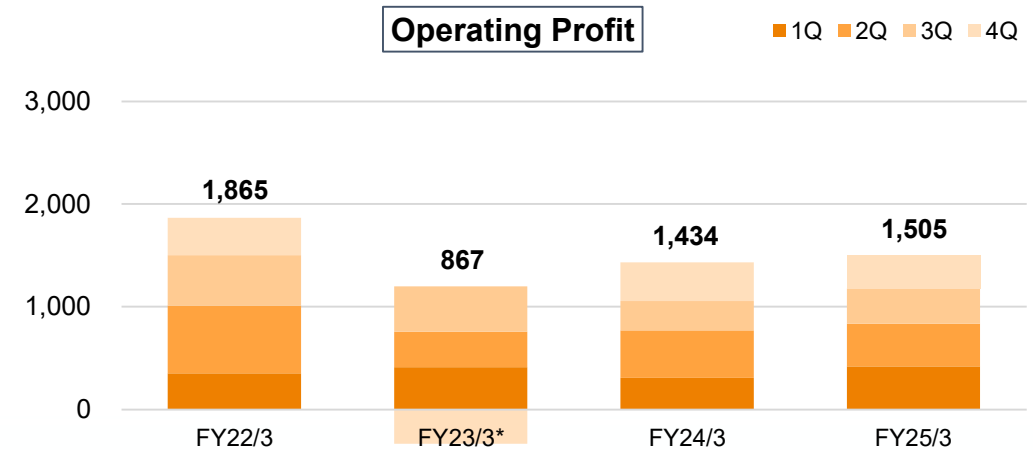
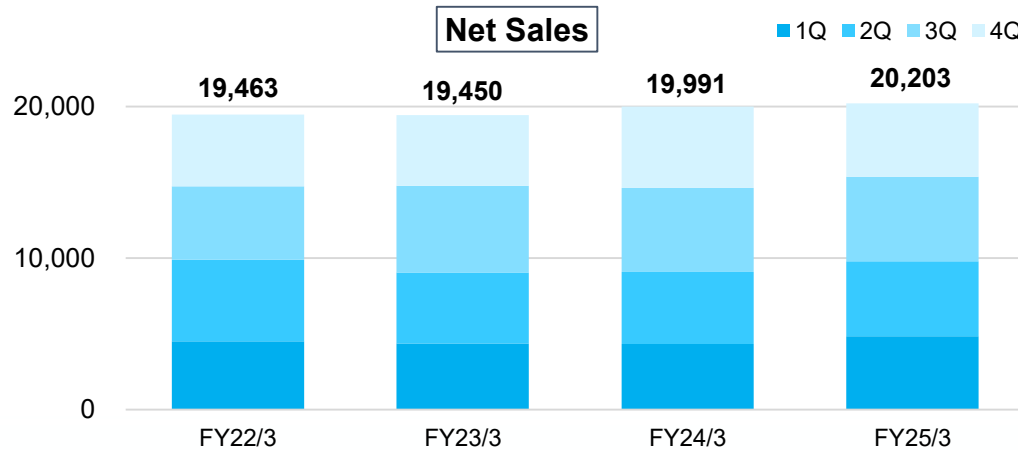
- Net Sales are sales to outside customers.

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

Segment Sales and Profit (Historical Trends)

(mm of yen)

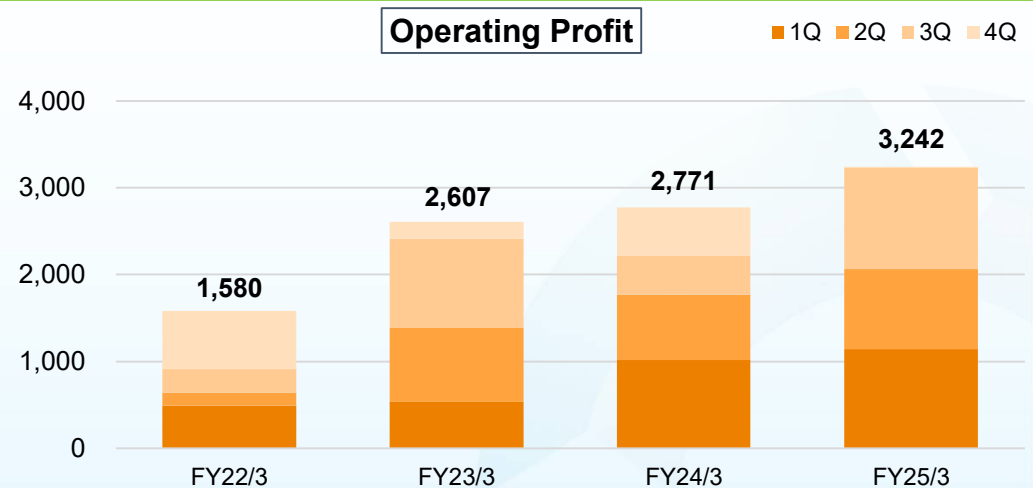
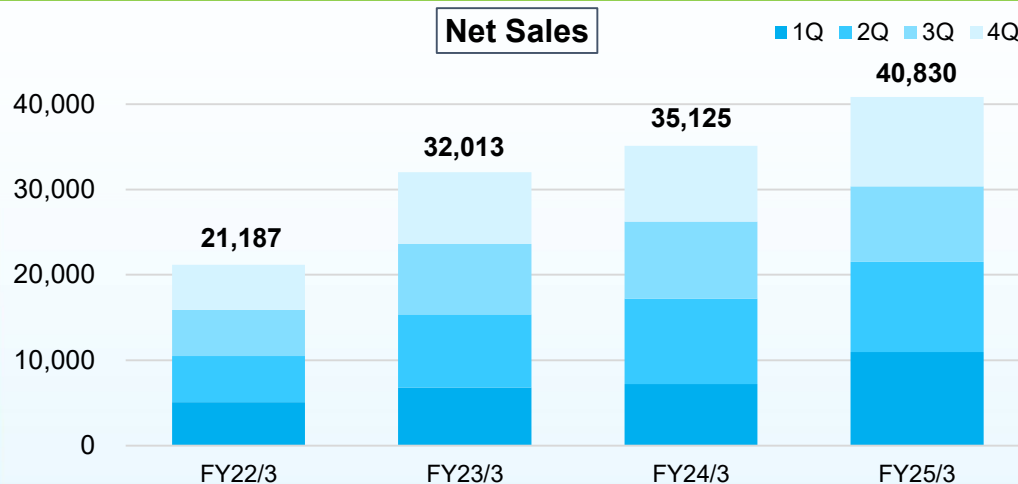
Shopping Business



*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 Profit is segment profit adjusted to align it with operating profit reported on the consolidated statements of income for the corresponding period.

Financial Highlights of Major Group Companies

(mm of yen)

		FY24/3	FY25/3	YoY	YoY(%)
TV Asahi Corporation	Net Sales	225,041	236,758	+ 11,716	+ 5.2%
	Operating Profit	1,649	6,914	+ 5,264	+ 319.2%
Asahi Satellite Broadcasting Limited	Net Sales	18,347	18,772	+ 424	+ 2.3%
	Operating Profit	3,556	3,599	+ 43	+ 1.2%
CS One Ten, Ltd.	Net Sales	6,271	6,094	(177)	(2.8)%
	Operating Profit	243	230	(12)	(5.2)%
TV ASAHI MUSIC Co., LTD.	Net Sales	11,681	14,359	+ 2,677	+ 22.9%
	Operating Profit	1,308	1,493	+ 184	+ 14.1%
ROPPING LIFE CO., Ltd.	Net Sales	18,217	18,482	+ 264	+ 1.5%
	Operating Profit	768	649	(119)	(15.6)%

TV Asahi Corporation Results

(mm of yen)

	FY24/3	FY25/3	YoY	YoY(%)
Net Sales	225,041	236,758	+ 11,716	+ 5.2%
Time Sales	78,744	79,720	+ 976	+ 1.2%
Spot Sales	88,149	94,626	+ 6,476	+ 7.3%
Program Sales, CS, etc.	22,476	21,919	(556)	(2.5)%
Internet Sales	18,873	20,487	+ 1,614	+ 8.6%
Other	16,796	20,003	+ 3,206	+ 19.1%
Operating Profit	1,649	6,914	+ 5,264	+ 319.2%
Ordinary Profit	10,948	16,511	+ 5,563	+ 50.8%
Profit	9,310	13,741	+ 4,430	+ 47.6%

Time Sales Revenue (Terrestrial)

(mm of yen)

	FY24/3	FY25/3	YoY	YoY(%)
1Q	18,511	18,808	+ 297	+ 1.6%
2Q	20,736	20,269	(467)	(2.3)%
1H*	39,247	39,077	(170)	(0.4)%
3Q	20,359	21,253	+ 894	+ 4.4%
4Q	19,137	19,389	+ 252	+ 1.3%
2H*	39,496	40,643	+ 1,146	+ 2.9%
Annual	78,744	79,720	+ 976	+ 1.2%

<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	(9.7)	+3.0	+1.5	(2.3)	(0.4)	+7.5	+8.7	(2.6)	+4.4	+6.0	(1.5)	(0.5)	+1.3	+2.9	+1.2

* "1H" refers to the six months ended September 30 (April 1–September 30) and "2H" refers to the 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	19,842	+ 1,520	+ 8.3%
1H	40,287	41,842	+ 1,555	+ 3.9%
3Q	24,161	26,176	+ 2,014	+ 8.3%
4Q	23,700	26,607	+ 2,906	+ 12.3%
2H	47,861	52,783	+ 4,921	+ 10.3%
Annual	88,149	94,626	+ 6,476	+ 7.3%

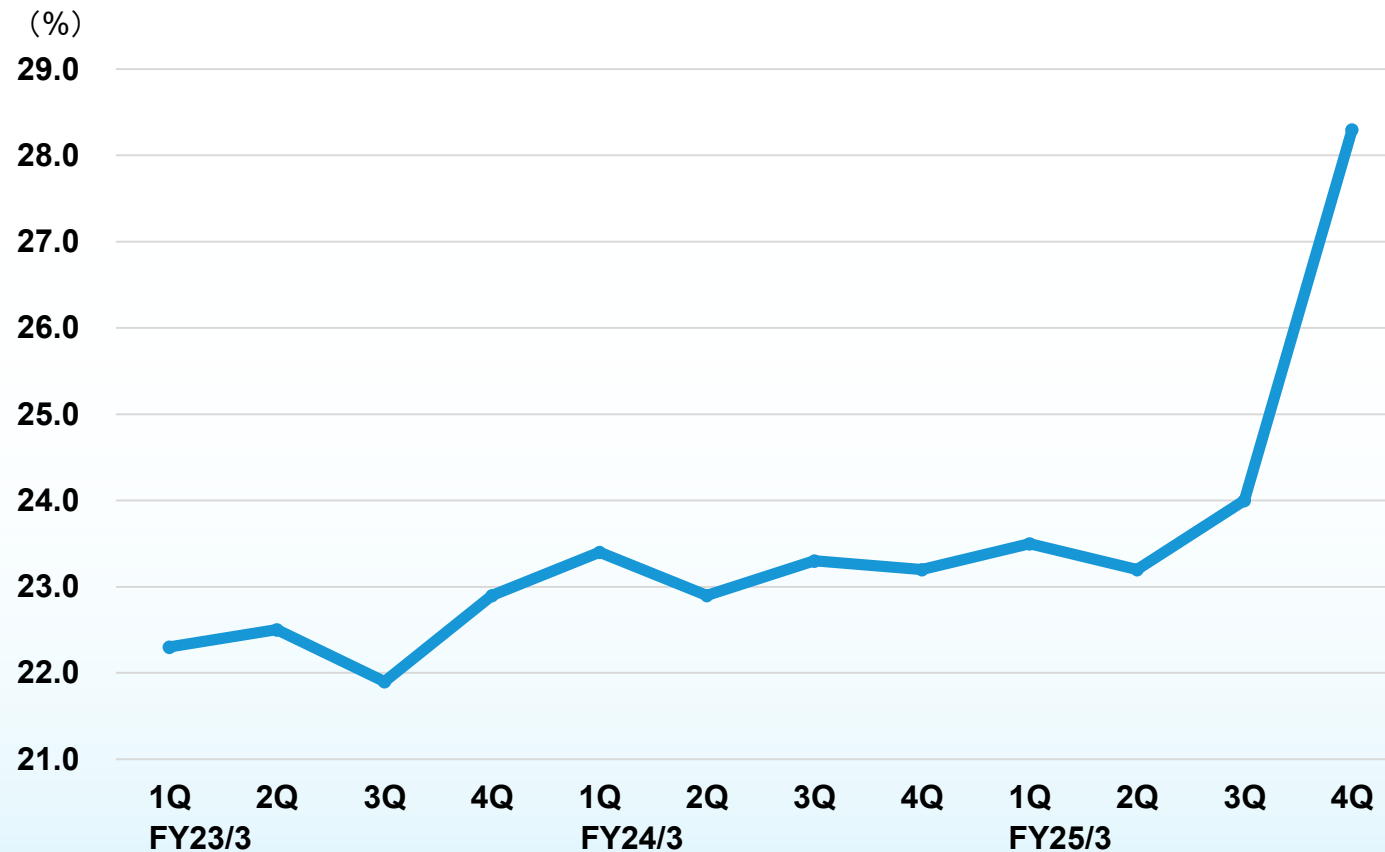
<YoY Growth>

(%)

	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	+7.6	+4.4	+12.7	+8.3	+3.9	+5.9	+9.1	+10.0	+8.3	+19.1	+6.9	+11.2	+12.3	+10.3	+7.3

Spot Sales Revenue (Terrestrial)

<Trend of Share in the Tokyo Spot Sales Market>



FY25/3
24.7%
 (YoY +1.5 pts)

◆ All-time high share for TV Asahi

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	23.2	23.3	24.0	28.3	26.0	24.7

Note: Share figures are estimated figures.

Spot Sales Industry Information (Terrestrial)

	FY25/3 4Q (Jan–Mar 2025)		FY24/3 4Q (Jan–Mar 2024)	
	YoY	Share	YoY	Share
Energy & Industrial Machines	201.0%	2.2%	69.2%	1.2%
Foods	86.1%	10.2%	164.6%	13.3%
Beverages & Liquors	108.5%	7.4%	122.3%	7.7%
Pharmaceuticals & Medical Supplies	98.9%	6.3%	108.8%	7.2%
Cosmetics & Toiletries	106.1%	2.9%	92.0%	3.0%
Fashion & Accessories	101.2%	2.4%	119.7%	2.6%
Business Machines & Office Supplies	119.6%	1.2%	183.7%	1.2%
Consumer Electronics	218.6%	1.4%	37.2%	0.7%
Automobiles	120.2%	6.1%	83.1%	5.7%
Homeware	86.9%	1.1%	124.8%	1.4%
Game, Software & Sporting Goods	80.8%	2.1%	85.5%	2.9%
Housing & Housing Materials	170.6%	9.1%	83.2%	6.0%
Publishing	180.7%	2.9%	75.5%	1.8%
Telecommunications, Media & Internet	116.4%	12.3%	96.7%	11.8%
Retail	162.2%	3.9%	98.4%	2.7%
Finance & Insurance	105.9%	7.3%	90.9%	7.7%
Transportation, Movies & Leisure	107.7%	6.8%	119.5%	7.1%
Food-services & Various Services	110.7%	11.1%	84.3%	11.2%
Government & Public Institutions	56.3%	0.7%	51.0%	1.4%
Education, Medical-services & Religion	97.2%	2.7%	104.5%	3.1%
Others	3.5%	0.0%	39.1%	0.2%
Total	112.3%	100.0%	99.3%	100.0%

Production Costs (Terrestrial)

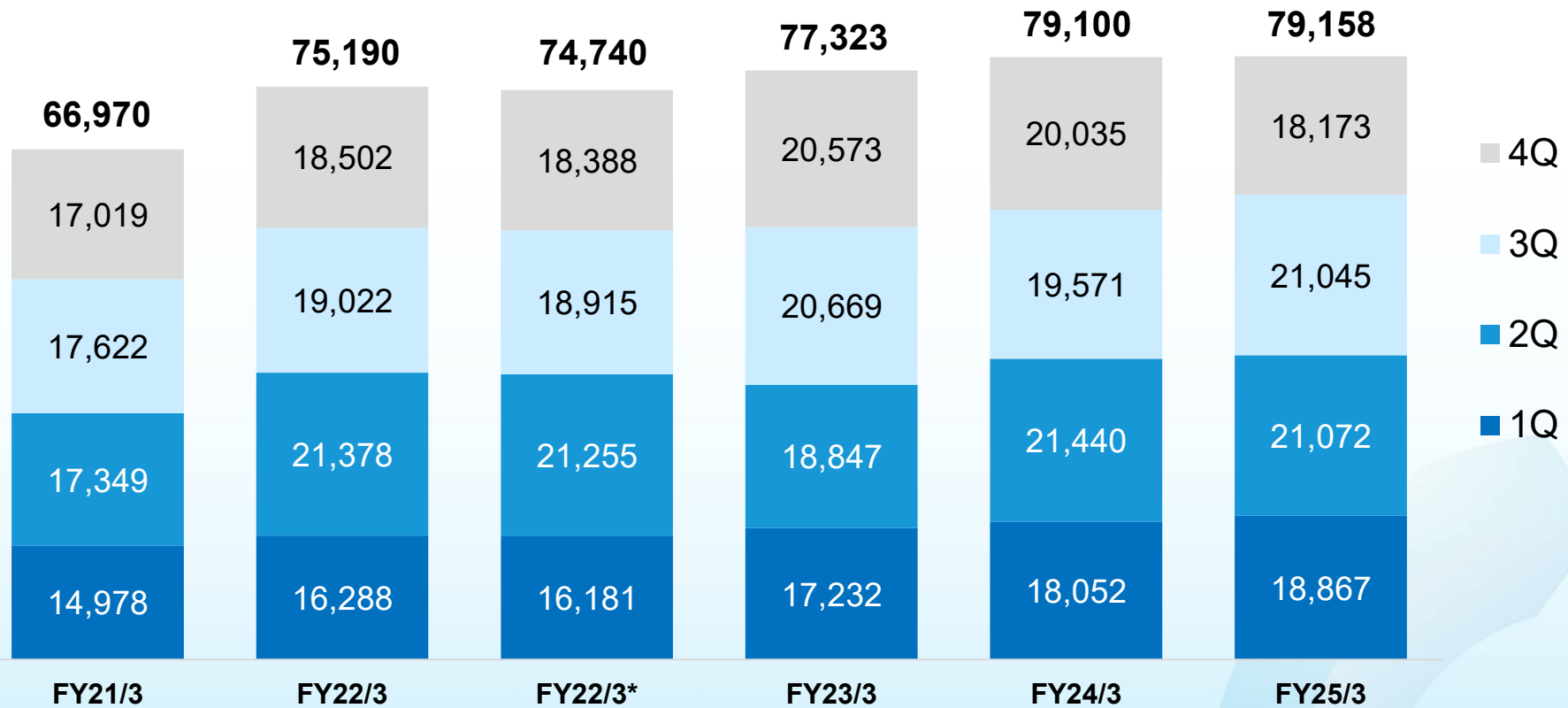
(mm of yen)

	FY24/3	FY25/3	YoY	YoY(%)
1Q	18,052	18,867	+ 815	+ 4.5%
2Q	21,440	21,072	(368)	(1.7)%
1H	39,492	39,940	+ 447	+ 1.1%
3Q	19,571	21,045	+ 1,473	+ 7.5%
4Q	20,035	18,173	(1,862)	(9.3)%
2H	39,607	39,218	(389)	(1.0)%
Annual	79,100	79,158	+ 58	+ 0.1%

Production Costs (Terrestrial)

Trend of Production Costs (Terrestrial)

(mm of yen)



* 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 Profit			
	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	55,033	(125)	(0.2)%	(993)	(546)	+ 446	—
1H	110,243	111,340	+ 1,097	+ 1.0%	1,173	2,090	+ 916	+ 78.2%
3Q	60,302	63,141	+ 2,838	+ 4.7%	3,580	4,611	+ 1,031	+ 28.8%
4Q	59,079	62,315	+ 3,235	+ 5.5%	1,217	4,587	+ 3,369	+ 276.7%
2H	119,382	125,457	+ 6,074	+ 5.1%	4,797	9,199	+ 4,401	+ 91.7%
Annual	229,626	236,798	+ 7,171	+ 3.1%	5,971	11,289	+ 5,318	+ 89.1%

TV Broadcasting Business

(mm of yen)

	FY24/3	FY25/3	YoY	YoY(%)
Net Sales	229,626	236,798	+ 7,171	+ 3.1%
Time Sales	78,744	79,720	+ 976	+ 1.2%
Spot Sales	88,149	94,626	+ 6,476	+ 7.3%
Program Sales	13,662	14,615	+ 953	+ 7.0%
BS & CS	26,304	26,212	(91)	(0.3)%
Other	22,765	21,622	(1,142)	(5.0)%
Operating Profit	5,971	11,289	+ 5,318	+ 89.1%

Internet Business

(mm of yen)

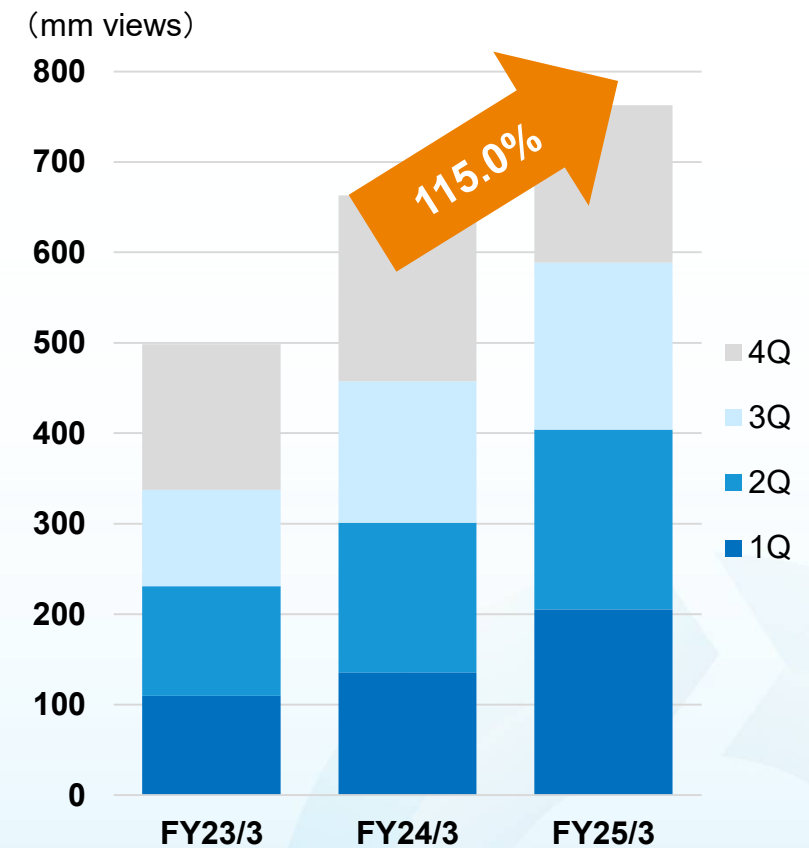
	Net Sales				Operating Profit			
	FY24/3	FY25/3	YoY	YoY(%)	FY24/3	FY25/3	YoY	YoY(%)
1Q	6,105	6,536	+ 431	+ 7.1%	277	592	+ 315	+ 113.6%
2Q	7,160	7,382	+ 222	+ 3.1%	403	484	+ 81	+ 20.3%
1H	13,265	13,919	+ 653	+ 4.9%	680	1,077	+ 396	+ 58.3%
3Q	7,009	7,932	+ 922	+ 13.2%	644	1,000	+ 355	+ 55.2%
4Q	8,485	9,988	+ 1,502	+ 17.7%	947	1,620	+ 673	+ 71.0%
2H	15,495	17,920	+ 2,425	+ 15.7%	1,592	2,620	+ 1,028	+ 64.6%
Annual	28,761	31,840	+ 3,078	+ 10.7%	2,272	3,698	+ 1,425	+ 62.7%

TV Asahi Corporation: Digital Ads-related Revenue

Digital Ads-related Revenue (TVer, etc.)

	FY24/3	FY25/3	YoY	YoY(%)
	(mm of yen)			
1Q	1,251	1,693	+ 442	+ 35.4%
2Q	1,165	1,787	+ 622	+ 53.4%
1H	2,416	3,481	+ 1,064	+ 44.1%
3Q	1,654	2,509	+ 855	+ 51.7%
4Q	1,802	2,603	+ 800	+ 44.4%
2H	3,456	5,112	+ 1,656	+ 47.9%
Annual	5,873	8,594	+ 2,721	+ 46.3%

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



Shopping Business

(mm of yen)

	Net Sales				Operating Profit			
	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	4,914	+ 154	+ 3.2%	463	411	(51)	(11.1)%
1H	9,102	9,825	+ 722	+ 7.9%	770	833	+ 63	+ 8.2%
3Q	5,547	5,548	+ 1	+ 0.0%	285	344	+ 59	+ 20.7%
4Q	5,354	4,849	(504)	(9.4)%	378	327	(51)	(13.5)%
2H	10,901	10,398	(502)	(4.6)%	664	672	+ 7	+ 1.2%
Annual	20,003	20,223	+ 219	+ 1.1%	1,434	1,505	+ 71	+ 5.0%

Other Businesses

(mm of yen)

	Net Sales				Operating Profit			
	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	12,831	+ 636	+ 5.2%	750	922	+ 172	+ 23.0%
1H	21,534	26,144	+ 4,609	+ 21.4%	1,769	2,065	+ 296	+ 16.7%
3Q	11,353	11,237	(116)	(1.0)%	449	1,174	+ 725	+ 161.2%
4Q	11,794	13,475	+ 1,680	+ 14.2%	552	2	(550)	(99.6)%
2H	23,148	24,712	+ 1,564	+ 6.8%	1,002	1,177	+ 174	+ 17.4%
Annual	44,683	50,857	+ 6,173	+ 13.8%	2,771	3,242	+ 470	+ 17.0%

Other Businesses

<Results of Major Other Businesses>

(mm of yen)

	Sales				Balance			
	FY24/3	FY25/3	YoY	YoY(%)	FY24/3	FY25/3	YoY	YoY(%)
Music Publication	11,647	13,995	+ 2,347	+ 20.2%	3,846	3,923	+ 77	+ 2.0%
Special Events	9,465	11,417	+ 1,951	+ 20.6%	1,340	2,100	+ 759	+ 56.6%
Equipment/Lease	6,469	7,176	+ 706	+ 10.9%	3,301	3,572	+ 270	+ 8.2%
Motion Pictures	4,367	4,486	+ 119	+ 2.7%	1,098	1,963	+ 865	+ 78.8%
DVD	669	973	+ 304	+ 45.4%	146	331	+ 185	+ 127.2%

Note: Balance figures do not include indirect costs.

Capex and D&A

Capex

(bn of yen)

	FY24/3	FY25/3	YoY	YoY(%)	Outlook for FY26/3
Consolidated	17.57	35.98	+ 18.41	+ 104.8%	18.40
TV Asahi Corporation	15.95	32.74	+ 16.79	+ 105.2%	16.10

Depreciation & Amortization

(bn of yen)

	FY24/3	FY25/3	YoY	YoY(%)	Outlook for FY26/3
Consolidated	9.82	9.47	(0.35)	(3.6)%	9.10
TV Asahi Corporation	8.01	7.49	(0.52)	(6.5)%	7.10

FY26/3 Forecast

(mm of yen)

	FY25/3 Results	FY26/3 Forecast	YoY	YoY(%)
Net Sales	324,056	333,000	+ 8,943	+ 2.8%
TV Broadcasting	233,361	238,700	+ 5,338	+ 2.3%
Internet	29,660	33,900	+ 4,239	+ 14.3%
Shopping	20,203	20,900	+ 696	+ 3.4%
Other Businesses	40,830	39,500	(1,330)	(3.3)%
Operating Profit	19,704	20,000	+ 295	+ 1.5%
TV Broadcasting	11,289	11,800	+ 510	+ 4.5%
Internet	3,698	3,700	+ 1	+ 0.0%
Shopping	1,505	1,900	+ 394	+ 26.2%
Other Businesses	3,242	2,600	(642)	(19.8)%
Adjustments	(31)	—	—	—
Ordinary Profit	28,533	29,000	+ 466	+ 1.6%
Profit Attributable to Owners of Parent	25,816	26,000	+ 183	+ 0.7%

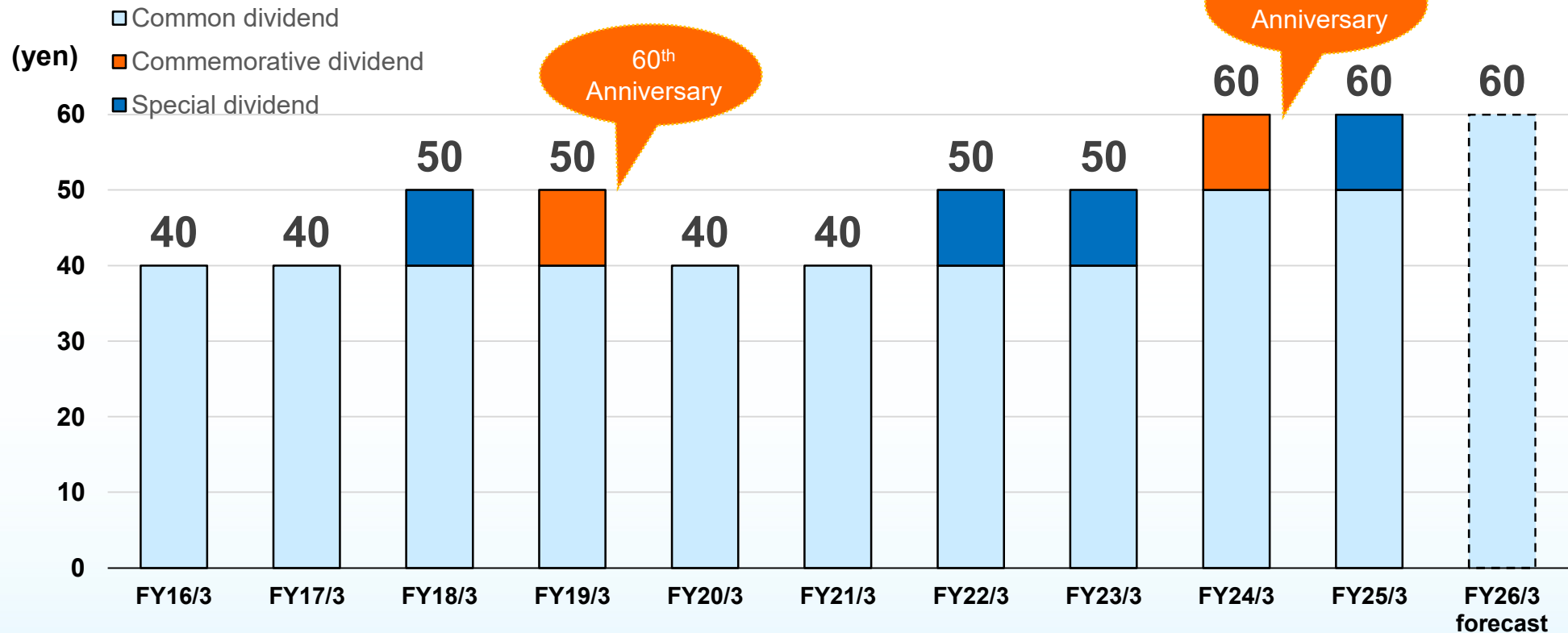
Ad Revenue (Terrestrial)

Time	Spot	Total
+ 1.0%	+ 5.7%	+ 3.5%

Production Costs (Terrestrial) (mm of yen)

FY26/3 Forecast	YoY
82,000	+ 3.6%

Shareholder Returns



Share buybacks	2.24 bn yen	-	-	-	-	3.11 bn yen	-	-	-	-	3.00 bn yen
Dividend payout ratio	35.6%	26.9%	33.8%	41.6%	16.1%	32.8%	24.2%	30.6%	35.6%	23.6%	23.3%
Total payout ratio	53.9%	26.9%	33.8%	41.6%	16.1%	58.6%	24.2%	30.6%	35.6%	23.6%	34.8%

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: Winter Programming Season

(Dec 30, 2024–Mar 30, 2025)

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  3.7 (+0.0)	② 3.6 (-0.1)	③ 2.9 (+0.1)	④ 2.2 (-0.1)	⑤ 1.2 (-0.1)	18.7 (-0.5)
Golden Time (7pm–10pm)	② 5.6 (-0.1)	① 5.7 (+0.0)	③ 4.5 (+0.2)	④ 3.6 (+0.2)	⑤ 3.1 (-0.2)	30.9 (-0.6)
Prime Time (7pm–11pm)	①  5.5 (-0.1)	② 5.3 (-0.1)	③ 4.3 (+0.1)	④ 3.5 (+0.2)	⑤ 2.7 (-0.2)	28.8 (-0.7)
Prime2 (11pm–1am)	③ 1.8 (-0.1)	① 2.3 (-0.4)	② 1.9 (+0.1)	④ 1.4 (-0.1)	⑤ 0.7 (-0.1)	10.4 (-0.7)
Household	TV Asahi	Nippon TV	TBS	Fuji TV	TV Tokyo	HUT
All Day (6am–midnight)	①  6.6 (+0.0)	② 6.3 (-0.1)	③ 5.1 (+0.2)	④ 3.9 (-0.1)	⑤ 2.1 (-0.1)	32.3 (-0.9)
Golden Time (7pm–10pm)	①  9.2 (-0.1)	② 8.9 (+0.0)	③ 7.0 (+0.2)	④ 5.7 (+0.3)	⑤ 5.1 (-0.4)	48.5 (-1.1)
Prime Time (7pm–11pm)	①  9.3 (-0.1)	② 8.3 (-0.2)	③ 6.9 (+0.2)	④ 5.6 (+0.2)	⑤ 4.4 (-0.4)	45.8 (-1.1)
Prime2 (11pm–1am)	② 3.4 (-0.2)	① 4.3 (-0.5)	② 3.4 (+0.1)	④ 2.6 (-0.1)	⑤ 1.3 (-0.2)	18.9 (-1.4)

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

FY25/3 Average Viewer Ratings

(Apr 1, 2024–Mar 30, 2025)

Individual All: Triple Crown for the First Time
Household: Triple Crown for Three Consecutive Years

Individual All	TV Asahi	Nippon TV	TBS	Fuji TV	TV Tokyo	PUT
All Day (6am–midnight)	①  3.5 (+0.0)	② 3.4 (-0.1)	③ 2.8 (+0.1)	④ 2.2 (-0.1)	⑤ 1.2 (+0.0)	18.6 (-0.2)
Golden Time (7pm–10pm)	①  5.3 (+0.0)	① 5.3 (-0.3)	③ 4.4 (+0.2)	④ 3.5 (-0.1)	⑤ 3.0 (-0.1)	30.6 (-0.5)
Prime Time (7pm–11pm)	①  5.3 (+0.0)	② 5.0 (-0.2)	③ 4.2 (+0.1)	④ 3.4 (-0.1)	⑤ 2.6 (-0.1)	28.5 (-0.6)
Prime2 (11pm–1am)	② 1.8 (+0.0)	① 2.3 (-0.3)	③ 1.7 (+0.0)	④ 1.4 (-0.1)	⑤ 0.7 (+0.0)	10.4 (-0.7)
Household	TV Asahi	Nippon TV	TBS	Fuji TV	TV Tokyo	HUT
All Day (6am–midnight)	①  6.4 (+0.1)	② 5.9 (-0.2)	③ 4.9 (+0.1)	④ 4.0 (+0.0)	⑤ 2.1 (+0.0)	32.4 (-0.3)
Golden Time (7pm–10pm)	①  9.0 (+0.1)	② 8.4 (-0.4)	③ 7.0 (+0.3)	④ 5.6 (-0.1)	⑤ 5.1 (-0.1)	48.7 (-0.6)
Prime Time (7pm–11pm)	①  9.1 (+0.1)	② 7.9 (-0.4)	③ 6.8 (+0.2)	④ 5.6 (-0.1)	⑤ 4.5 (-0.1)	45.9 (-0.8)
Prime2 (11pm–1am)	② 3.4 (-0.1)	① 4.2 (-0.6)	③ 3.2 (+0.0)	④ 2.6 (-0.2)	⑤ 1.3 (-0.1)	19.2 (-1.1)

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

TELASA Exceeds 2 million subscribers

- Apr 2020: launch of service, steadily growing as SVOD headquarter and maintaining profitability
- Feb 2024: start of “TELASA for Prime Video”
- Mar 2025: start providing service on “J:COM STREAM” through new partnership with J:COM

Mar 2025

<Major Renewal>

Aim to increase the number of subscribers
and drive earnings growth through service enhancement

Enhancing Original Content

- Significantly expanding original content, including spin-offs and behind-the-scenes videos of TV Asahi dramas, collaborations with variety shows and music programs, and exclusive online distribution of sports events
- In addition to latest anime series, strengthening the anime line-up with past and classic series
- Increasing domestic dramas and variety shows that are non-TV Asahi shows, as well as Korean, Chinese and Thai dramas
- Subscription price: increase to 990 yen (incl. tax) per month

New Membership Benefits

- Cinema coupon “TELASA Cinema wari”
- Earn Ponta Points with KDDI CORPORATION’s “Sabusuku Plus Points”



Haruta to Maki no Shinkon Shoya
From Ossan's Love Returns



50TA 15 Shūnen Final
Korede Honto ni Miosame?
in YOKOHAMA ARENA



ISU World Team Trophy
in Figure Skating 2025



Medalist
©TSURUMAIKADA, KODANSHA/
Medalist Partners

Enhance IP Development

- Increasing the number of late-night anime slots, such as “IMAnimation W” which was launched in April 2025, and further enhancing anime IP development
- Adapted “KOUPECHAN,” a character with a loyal fan base, into an animation, with the aim of expanding character business
- Following *AnimeJapan 2025* in March 2025, planning to participate in *Anime Expo 2025* held in Los Angeles, USA in July, to promote global expansion of new anime titles

<Late-Night Anime Slots> Line-up for 2025 Summer Programming Season



WED 11:45 pm
*excluding some areas



Hell Teacher: Jigoku Sensei Nube

©Shou Makura・Takeshi Okano/SHUEISHA・Domori Elementary School Alumni



SAT 11:30 pm



Cuisson dans le Fermat

©Yugo Kobayashi, KODANSHA“Fermat Kitchen” Production Committee.



SAT 1:30 am
(late night)



ame to kimi to

©Ko Nikaido, KODANSHA/With You and the Rain Project

Short Animation

TV Launch in
Apr 2025
SUN 8:28 am



KOUPENCHAN

©rurutea / koupenchan committee

Motion Pictures

Box Office Revenue
over **4.4 billion yen!**
(as of May 8, 2025)



**Doraemon the Movie:
Nobita's Art World Tales**
(Mar 7, 2025–)

© Fujiko-Pro, Shogakukan, TV-Asahi, Shin-ei, and ADK 2025

<Up-coming Line-up>

Latest film set in India is
headed for theatrical
release in India!



**Babanba Banban
Vampire**
(Jul 4, 2025–)

©2025“Babanba Banban Vampire”
Film Partners



**KAMEN RIDER GAVV No.1
SENTAI GOZYUGER W Hero
Summer Movie 2025**
(Jul 25, 2025–)

© “GAVV・GOZYUGER” Production
Committee
© ISHIMORI PRO./TV ASAHI/ADK EM/TOEI
© TV ASAHI/TOEI ADVERTISING, LTD. /TOEI



**Crayon Shinchan the Movie:
Super Hot!
The Spicy Kasukabe Dancers**
(Aug 8, 2025–)

©Usui Yoshito/Futabasha・SHIN-EI
Animation・TV Asahi・ADK 2025

Real Events of Popular Variety Shows

Developing program-related events and expanding revenue



What's Wrong with Being Wily?
Himitsu no Ooazato Fes
Apr 22, 2025 @ EX THEATER ROPPONGI



Otto ga Neta Atoni GW Mama-kai Live
supported by Meiko Gijuku
~ Shinseikatsu no Nayami wo Detox SP ~
May 2, 2025 @ EX THEATER ROPPONGI

NEW



Nama Rare-san LIVE 2025
Wakabayashi ga Kikitai Chijyouha NG no Yoru
Jun 3, 2025 @ Showa Women's University
HITOMI MEMORIAL HALL



Haru no Kyoccoro Matsuri 2025
in HIBIYA YAON
Apr 27, 2025 @ Hibiya Open Air Concert Hall

NEW



Ame--Talk! Hatsu Li--ve
May 4, 2025
@ EX THEATER ROPPONGI



HamAsuka Music Festival 2025
Jun 23-24, 2025
@ Toyosu PIT

Special Events

<Up-coming Line-up>



Exhibition

BLUE LOCK EGOIST EXHIBITION the animation

Apr 26-May 18, 2025
@ Tokyo: Sunshine City
Bunka Kaikan Building 3F
Exhibition Hall C

May 31-Jun 22, 2025
@ Osaka: ATC Gallery



Stage Play

MR. HOUSEKEEPER THE STAGE LES MISÉRABATH

May 16-Jul 13, 2025
46 performances @ 6 venues



Exhibition

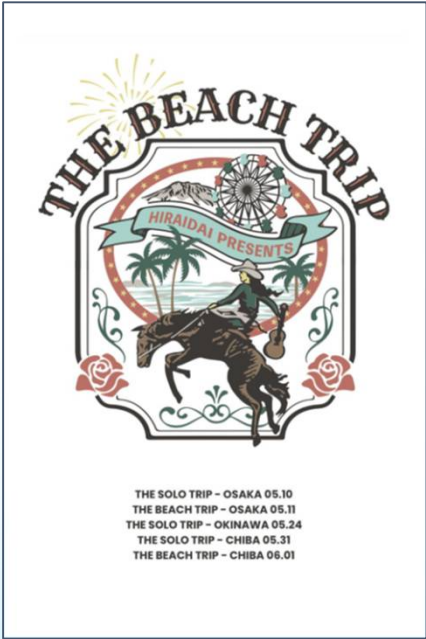
GLAM — Tetsuko Kuroyanagi, Jidai wo Koeru Style —

May 15-Jun 29, 2025
@ SOGO MUSEUM OF ART

Music Publication



<Up-coming Line-up>



Shonan no Kaze
Shonan no Kaze
TOUR 2025
KAZENOSHINGEKI
Mar 1–Jun 7, 2025
12 concerts @ 11 venues

HIRAIDAI
HIRAIDAI presents
THE BEACH TRIP 2025 &
THE SOLO TRIP 2025
May 10–Jun 1, 2025
5 concerts @ 3 venues

Sonar Pocket
Sonar Pocket
Live Tour 2025
—Tegami—
May 24–Aug 11, 2025
6 concerts @ 6 venues

ATARASHII GAKKO!
SENSEI
~Kosei ya Jiyu de
Hamidashi 10 Nen~
Jul 19, 2025
@ Chiba - Makuhari Messe Hall 9-11

Creating Content Using AI, VR, and the Metaverse

Expanding the Metaverse business and creating new content through R&D of latest technologies

Commissioned Metaverse Event

Three Consecutive Nights Virtual HIROSHIMA Station Opening Ceremony (presented by JR-WEST)

(Mar 21-23, 2025)



- Produced the opening ceremony of Virtual HIROSHIMA Station built on the platform, cluster
- Organized an off-site podcast of *Roppongi Metameta RADIO*, a content on TV Asahi's metaverse space "Light and Stars Metaverse Roppongi," and held the first-ever tag game on cluster and other contests

<Examples of Using Latest Technologies>

Autonomous Conversation using AI Technology



- Developed a communication robot that autonomously converses with performers according to talk themes (regular appearance on *Nichiyo My Choice*)
- A multilingual AI information guide welcomed visitors at *SUMMER STATION*

Next Generation XR Technology "AI People Masking"



- Using AI to recognize a person's silhouette and compositing the performers with the background CG without using a green screen
- Utilized in *MUSIC STATION SUPER LIVE 2024* and *Saturday Station*

Live Video Cropping and SNS Posting System



- Equipped with features such as video cropping, text overlay insertion, and vertical conversion for social media
- Contributing to boost views and gain new subscribers through YouTube initiatives for the sports live broadcasts

Human Rights

Human Rights Due Diligence (HRDD)

- Established HRDD Team in Apr 2024 and conducted HRDD
- Administered a survey among all officers and employees of TV Asahi Corporation and carried out interviews with several staff members in cooperation with external experts
- Identified “salient human rights risks” such as harassment, long working hours and overwork, discriminatory treatment of external staff
- Going forward, will consider and implement response measures to prevent, mitigate and remedy human rights violations

Response measures

- Establish an additional common external consultation helpline for group companies (available from Apr 2025)
- Spread awareness of consultation helplines
- Carry out human rights-related training sessions
- Conduct ongoing and iterative HRDD processes

Other Initiatives

- In Feb 2025, the TV Asahi Corporation Program Advisory Council Meeting discussed issues regarding human rights, compliance, and corporate governance in the TV industry
(<https://company.tv-asahi.co.jp/contents/banshin/0189/index.html>) *Japanese only
- In Mar 2025, held a seminar for all personnel and staff of TV Asahi Group regarding “sexual minorities”
- Published “2025 Compliance Handbook: Human Rights”; study sessions are scheduled to be conducted at each department of TV Asahi and at group companies



“2025 Compliance Handbook: Human Rights”



Sustainability Initiatives

Reporting and Archiving Information on Natural Disasters as a Broadcaster and News Media

- Continue to call for protecting lives from natural hazards through disaster news coverage
- Mapping videos and reports of natural disasters from the 26 TV Asahi-affiliated stations and viewer-submitted videos on the internet, in order to pass them on to the next generation
- Launched “The 2024 Noto Peninsula Earthquake Damage Status Map” in 2024, which won the SPECIAL JURY PRIZE at the INTERNET MEDIA AWARDS 2025, held by Japan Internet Media Association (JIMA)



The 2024 Noto Peninsula Earthquake Damage Status Map



REC from 311



Mainichi Bousai

Being Timely, Just and Accurate in News Reporting

- Held training sessions for all staff in News Division regarding fair and just reporting and on the principles of the Broadcasting Act
- Conducted “coaching sessions” where junior and experienced reporters mutually share the issues faced and responses taken in the news reporting field
- Junior reporters learned reporting skills from experienced reporters, while experienced reporters gained insights into the current challenges in the field from junior reporters. The exchange facilitated discussions on the changing media landscape and has enhanced engagement.

art to ART × Efficient Use of Resources

- The upcycling effort “art to ART Project” held a “Robot Workshop” at 404 Not Found in Shibuya Sakura Stage (Mar 2025)
- Provided art experiences that creatively reuses used program props



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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