日テレ
NIPPON TV HOLDINGS

FY2025 Financial Results

May 14,2026

NIPPON TV HOLDINGS

Shareholder Return & Capital Management Policy

Consolidated Forecast

Strategic Investment Trend

Financial Results

Contents Strategy and AI-related Initiatives

Programming Strategy , Digital & Streaming

Reference Materials

Overview

FY2025 Higher Sales and Profit

Sales and profits at all levels reached record highs

- **Nippon TV sales and profit increased driven by stronger terrestrial advertising revenue.**
- **The strong performance of group companies—such as BS Nippon, Studio Ghibli, MURAYAMA, and la belle vie—also contributed.**
- **HJ Holdings, which recorded impairment losses in FY2024, posted higher profits.**
- **The sale of cross-shareholdings will continue in FY2026.**

One of the Largest M&A Deals in the Company's History

- **KANAMEL became a wholly owned subsidiary in April 2026, strengthening our capabilities in commercial, drama, and film production.**

→This will drive synergies through **IP creation and enhanced production capabilities**, supporting our transformation into a global content company under the Medium-Term Management Plan.

FY2025 Dividends Increase and FY2026 Dividends Forecast

【FY2025 Dividends】 * Year-end dividend increased by 5yen

	FY2025	As of February 5,2026	FY2024
Dividends per share	**35Yen**	30Yen	30Yen
Source of dividends	Retained earnings	—	Retained earnings

【FY2026 Forecast】

	2Q	Year-end	Annual	Total Shareholder Return ratio
FY2024	10Yen	30Yen	40Yen	Approx. 30%
FY2025	10Yen	**35Yen**	**45Yen**	**Approx. 38%**
FY2026 Forecast	**10Yen**	**35Yen**	**45Yen**	**Approx. 45%**

* The total return ratio for FY2026 based on the earnings forecasts disclosed May 14,2026.

* Dividend distribution started with the record date of March 31, 2024 for foreign shareholders not listed on the shareholder registry.

Stock Repurchase

FY2025 Results

- Total number of shares acquired： 2,601,900 shares
- Total acquired amount：9,999,767,084 yen
- Acquisition period：From November 7, 2025, to December 17, 2025

※All acquired shares were cancelled

FY2026

- Details of the resolution
  Total number of shares to be acquired: 5,200,000 shares (upper limit)
  Total amount of share acquisition costs: 12,000,000,000 yen (upper limit)
  Period of acquisition: May 15, 2026, through August 31, 2026

- Purchase via off-auction treasury share repurchase trading system (ToSTNeT-3)
  Total number of shares to be acquired: 2,300,000 shares (upper limit)
  The closing Price of May 14,2026
  Acquisition date：At 8:45 a.m. on May 15, 2026

※All acquired shares will be cancelled

Reduction of cross-shareholdings

FY2025

- A portion of one listed security were sold
  Amount of gain on sales of investment securities：8.3 billion yen

FY2026 (As of May 14,2026)

- A portion of one listed security will be sold by the end of June 2026
  Amount of gain on sales of investment securities：19.5 billion yen (Expected)

- We will continue to reduce cross-shareholdings as we consider quantitative factors such as the financial performance, dividend, and share price of relevant companies to determine whether it is reasonable to own their shares.

*Note: The dividends, stock repurchases and reduction of cross-shareholdings on pages 4-6 are in line with the "Action to Implement Management that is Conscious of Cost of Capital and Stock Price."

Cash Allocation Policy under the Medium-Term Management Plan

Capital Management and Shareholder Return Policy

Improve Capital Efficiency and Appropriate Shareholder Returns

We will use cash flow generated between fiscal 2025 and fiscal 2027 to fund growth investments as we aim to expand our revenue base.
We will reduce cross-shareholdings and push for shareholder returns, with a new target total return ratio of 35% or more.
We will advance our growth strategy through bold investments and strive to enhance our corporate value.

Sales of Cross-Shareholdings

We will proceed with sales, aiming to reduce the net asset balance to under 20%.

Growth Investments

Invest according to our plan of accelerating growth support by establishing a ¥100 billion investment budget.

CAPEX & Human Capital Investments

We will implement capital investments focused on updating existing facilities, while encouraging the effective utilization of existing assets, such as the redevelopment of Bancho.
From 2028 onwards, we anticipate asset investments totaling ¥100 billion, which will serve as a catalyst for our growth strategy.
We will also drive investments related to human capital, recognizing that the Nippon TV Group's human resources are vital assets.

Shareholder Return

We will continue to pursue a policy of stable and consistent shareholder returns, with a target total return ratio of 35% or higher.
We will also consider stock repurchases, taking into account stock price trends and other factors.
Moreover, we will strive to improve ROE and strengthen balance sheet management.

*Cash on Hand Considerations
We will maintain ¥200 billion in emergency funds as cash reserves to ensure broadcasting continuity in any emergency.

Consolidated Forecast and Dividend Forecast

Forecast for FY2026

(Millions of Yen)

	FY2025 Results	FY2026 Forecast	Change(%)
Net Sales	484,418	**535,000**	10.4%
Operating Profit	69,332	**49,000**	△29.3%
Recurring Profit	82,081	**59,000**	△28.1%
Profit attributable to owners of parent Net income	56,767	**51,500**	△9.3%

Dividend Forecast

*** FY2025 Year-end dividend increased by 5yen**

(Unit:Yen)	2Q	Year-end	Annual
FY2025	10	35	45
FY2026 Forecast	10	35	45

Growth assumptions for terrestrial TV advertising revenue (YoY)

	FY2026
Time	0.3%
Spot	△6.0%

Shareholder Return & Capital Management Policy

Consolidated Forecast

Strategic Investment Trend

Financial Results

Contents Strategy and AI-related Initiatives

Programming Strategy , Digital & Streaming

Reference Materials

KANAMEL Becomes a Wholly Owned Subsidiary ①

■ Strengthening Content Production with a Global Market Focus

- **Nippon Television Holdings Inc. has announced the acquisition of KANAMEL's shares for a total investment of 48.3 billion yen, making KANAMEL a wholly owned subsidiary.**
- **The transaction is a strategic investment aimed at strengthening IP creation and production capabilities, supporting Nippon TV's transformation into a global content company.**

KANAMEL
AOI Pro. tyo TREE Digital Studio FIELD MANAGEMENT EXPAND FIELD MANAGEMENT STRATEGY

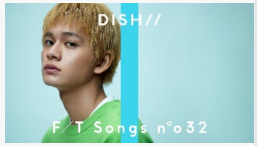
Film: *Exit 8*
©2025 EXIT 8
Movie Production Committee

Film: *SUZUKI=BAKUDAN*
© Katsuhiro Go/KODANSHA Ltd.
©2025SUZUKI=BAKUDAN Movie Production Committee

■ Overview of KANAMEL Inc.

- **KANAMEL is a holding company comprising 26 domestic and international group companies, with AOI Pro., TYO, TREE, FMX and FMS as its core entities.**
- **Revenue: 78.3billion yen (fiscal year ending December 2025); Employees: 1,956 (as of end of December 2025)**
- **KANAMEL holds the leading market share in Japan's advertising film production market**
- **KANAMEL has received numerous domestic and international awards for visual works including films and television dramas**
- **Leveraging its exceptional creative capabilities, the company is also expanding its consulting business.**

Mitsui Fudosan
Suzu-chan of Mitsui
Otsuka Pharmaceutical
Calorie Mate



THE FIRST TAKE IRIS

KANAMEL Becomes a Wholly Owned Subsidiary ②

- **Anticipated Synergies**
  - Development of **globally competitive film, drama, and music IP** originating in Japan, driven by KANAMEL's high-end production capabilities
  - **Evolution of Nippon TV Group's core advertising business** through KANAMEL's advanced strategic planning expertise
  - **Global business expansion** leveraging KANAMEL's network of overseas bases across seven countries

- **Progress of Collaboration**
  - AOI Pro. and Tree handled production and VFX for the live action×AI drama, Tokyo Miko Ninja, which aired in January 2026.
  - TREE Digital Studio will be responsible for VFX production on the large-scale prime-time drama Our Hakone Ekiden, scheduled for the October 2026 season.
  - AOI Pro. and Nippon TV's Studio Strategy division are jointly developing film and drama projects.
  - TYO and Nippon TV's Music Business & Artist Development division are jointly developing music IP content.
  - FIELD MANAGEMENT EXPAND and Nippon TV's Marketing & Consumer Development division are collaborating on initiatives to strengthen content marketing strategies.

Overview of Major Strategic Investments

	Medium-Term Management Plan 2016 – 2018	Medium-Term Management Plan 2019 – 2021	Medium-Term Management Plan 2022 – 2024	Medium-Term Management Plan 2025 – 2027
Content & Global Domain	PLAY All About All About Navi Weekday	Murayama Beaglee easyprod	Studio Ghibli labellevie ACHIEVEMENT JCG GOKKO CLUB ALPHA CODE	KANAMEL
Wellness Domain, New Business Domain, and Others		JSS	R-bies SAPEET THE FARM	FRONTIER INNOVATIONS iKASA
Total investment (including other items)	¥22.0 billion	¥29.0 billion	¥36.6 billion	¥52.2 billion

Other Growth Investments

■ Other Strategic Investments

- **Investment in the Government-Led Former Nara Prison Preservation and Utilization Project**
  Joined a project to extensively renovate and operate a national important cultural property as a hotel and museum.Through collaboration, we aim to create synergies.
- **Capital snd Business Alliance with D.LEAGUE Inc.**
  Maximize the value of new dance-centric entertainment IP.
- **PLAY Inc.'s Acquisition and Merger of Video Market Co., Ltd.**
  Generate synergies that enhance the user viewing experience and accelerate business growth by combining both companies.

Nara Prison Preservation and Utilization Project

■ Strategic Spending Results

- **New Character IP Following "Loveeez" (Content Strategic Spending)**
  In addition to the expanding "Loveeez" across multiple platforms, we are actively developing new IPs, aiming for further growth in this expanding field.
- **Content Strategic Spending (Innovation Strategic Spending)**
  Through the development and implementation of multiple AI agents, we are visualizing and structuring decision-making processes that were previously dependent on individual judgement. This accelerates the cycle from content evaluation to strategy execution while improving the overall quality of decision-making.
- **Global Expansion of AiDi (New Business Strategic Investment)**
  What began as an internal initiative to address on-site operational challenges has evolved into a single product that is now being deployed on the global stage.

Loveeez

Shareholder Return & Capital Management Policy

Consolidated Forecast

Strategic Investment Trend

Financial Results

Contents Strategy and AI-related Initiatives

Programming Strategy , Digital & Streaming

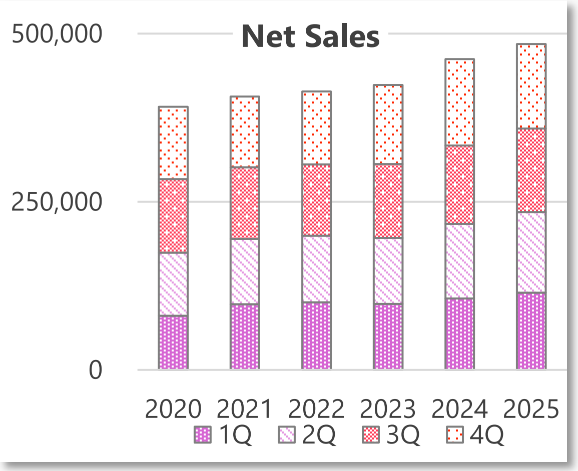
Reference Materials

Nippon TV HD: Consolidated Financial Results

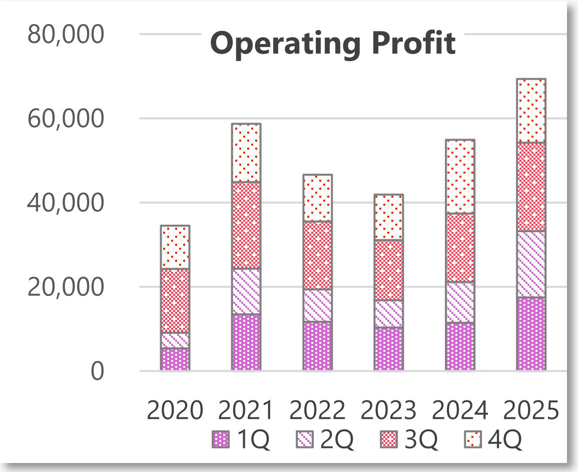
(Millions of Yen)

	FY2024	FY2025	YoY	Change (%)
Net Sales	461,915	**484,418**	**22,503**	**4.9%**
Operating Profit	54,917	**69,332**	**14,415**	**26.2%**
Recurring Profit	65,724	**82,081**	**16,357**	**24.9%**
Net Income attributable to owners of the parent	46,000	**56,767**	**10,766**	**23.4%**

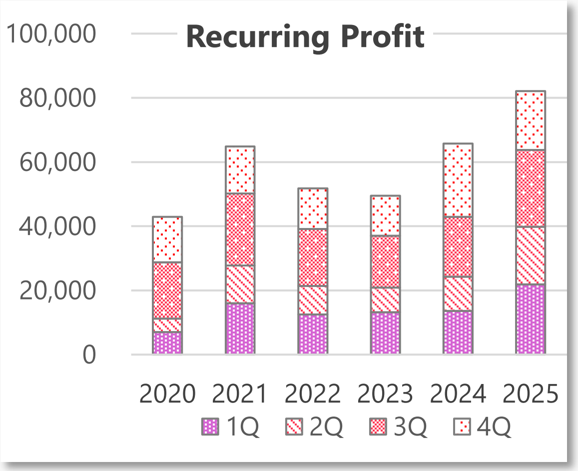
((Millions of Yen))



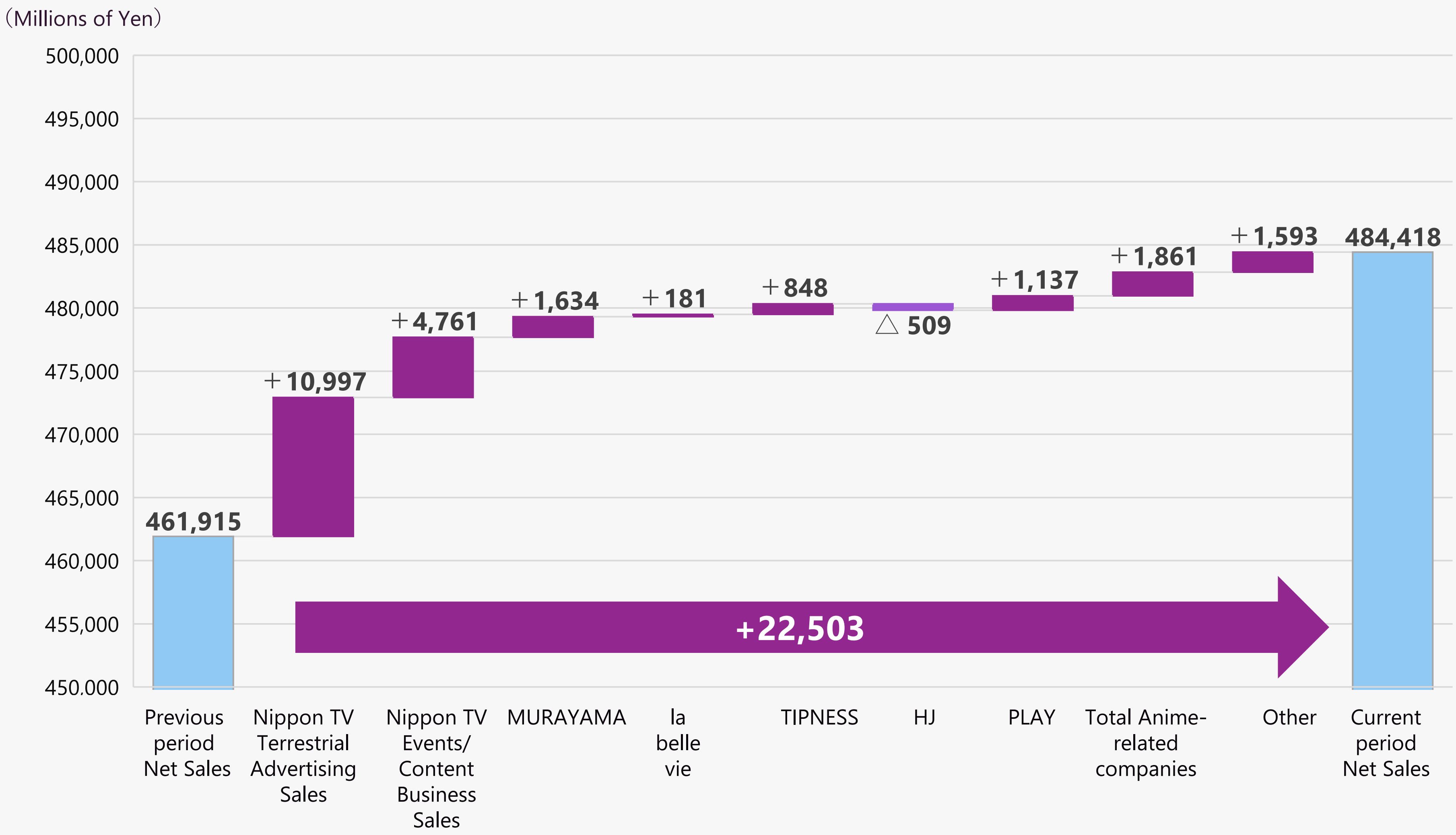
((Millions of Yen))



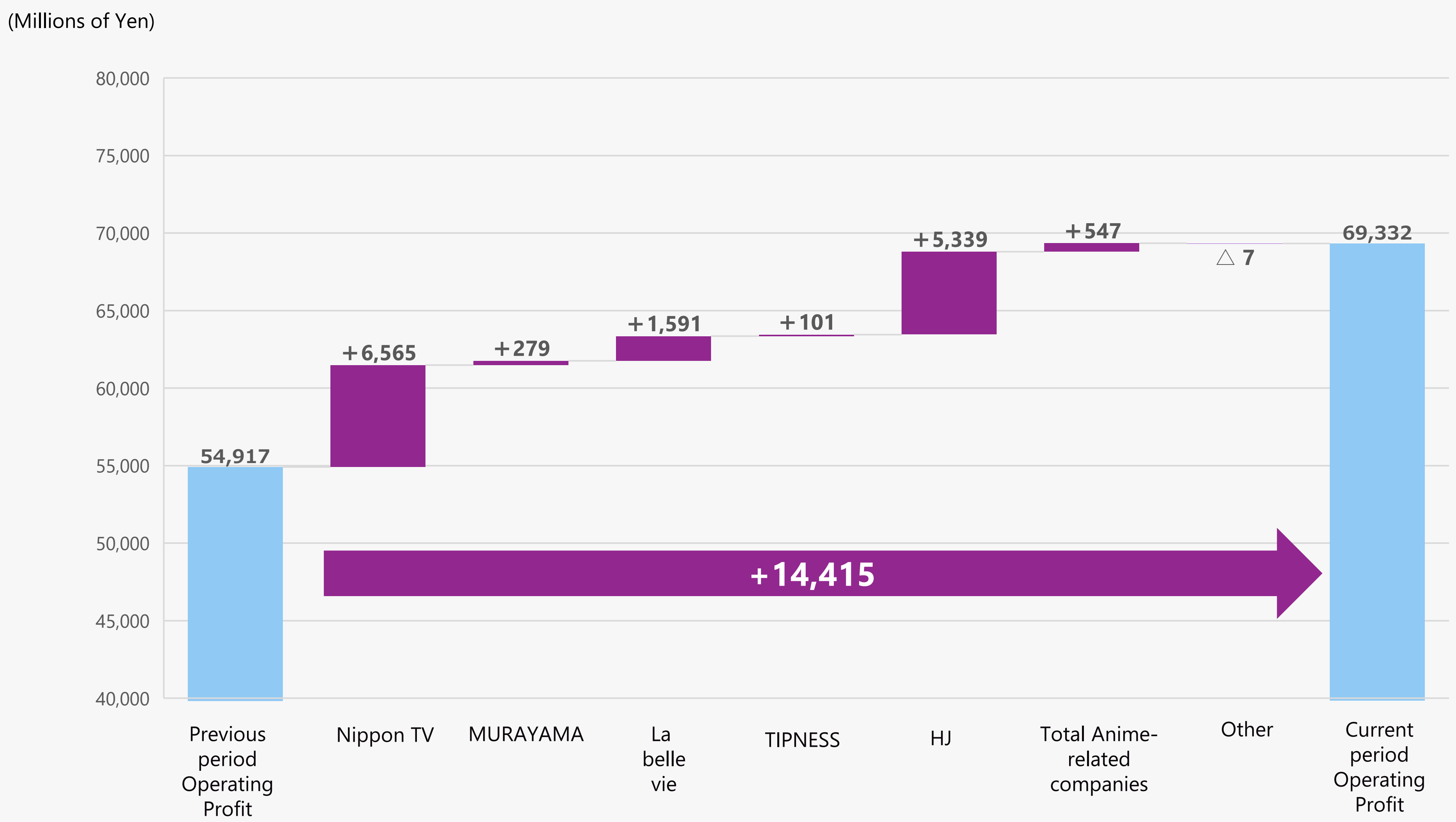
((Millions of Yen))



Net Sales YoY Change Components



Operating Profit YoY Change Components

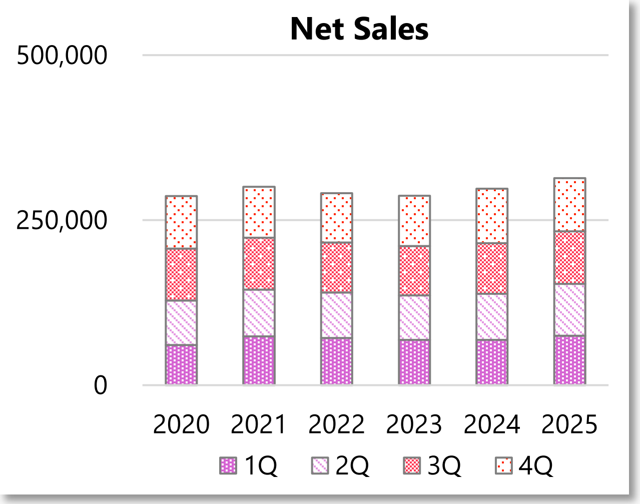


Nippon TV：Financial Results

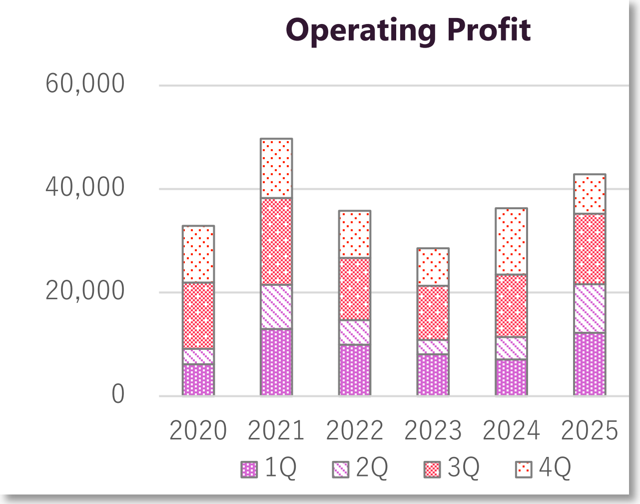
(Millions of Yen)

	FY2024	FY2025	YoY	Change (%)
Net Sales	297,731	**313,804**	**16,073**	**5.4%**
Operating Profit	36,307	**42,873**	**6,565**	**18.1%**
Recurring Profit	41,045	**49,599**	**8,554**	**20.8%**
Net Income	32,445	**40,057**	**7,611**	**23.5%**

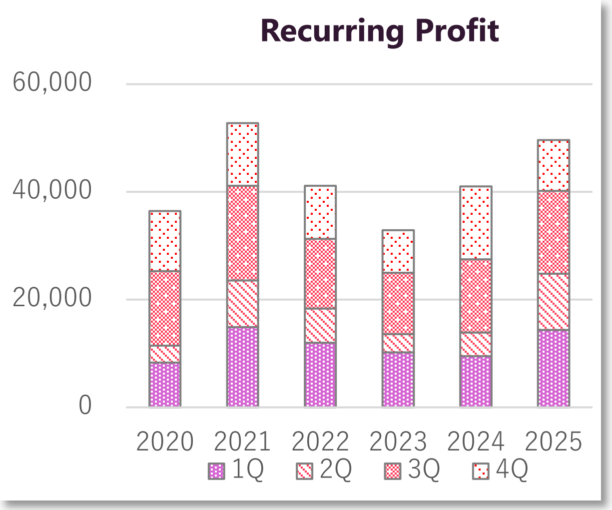
(Millions of Yen)



(Millions of Yen)



(Millions of Yen)



Nippon TV：Advertising Revenue

(Millions of Yen)

	FY2024	FY2025	YoY	Change (%)
Advertising Revenue	232,721	243,719	10,997	4.7%
Time	105,039	104,132	△907	△0.9%
Spot	117,159	127,696	10,537	9.0%
Digital Ad.	10,522	11,890	1,367	13.0%

FY2025 Advertising Revenue YoY

Time	Change (%)
April	△1.4%
May	1.7%
June	0.5%
July	△6.0%
August	2.7%
September	△4.7%
October	2.8%
November	3.3%
December	△1.0%
January	△0.1%
February	7.2%
March	△11.8%

Spot	Change (%)
April	4.8%
May	16.6%
June	15.5%
July	26.4%
August	29.0%
September	17.0%
October	2.6%
November	4.8%
December	6.0%
January	9.7%
February	△0.9%
March	△8.3%

Digital Ad.	Change (%)
April	35.7%
May	23.9%
June	72.6%
July	76.7%
August	41.0%
September	63.9%
October	22.3%
November	21.6%
December	18.5%
January	2.4%
February	△31.0%
March	△34.7%

Nippon TV：Net Sales and Cost of Sales

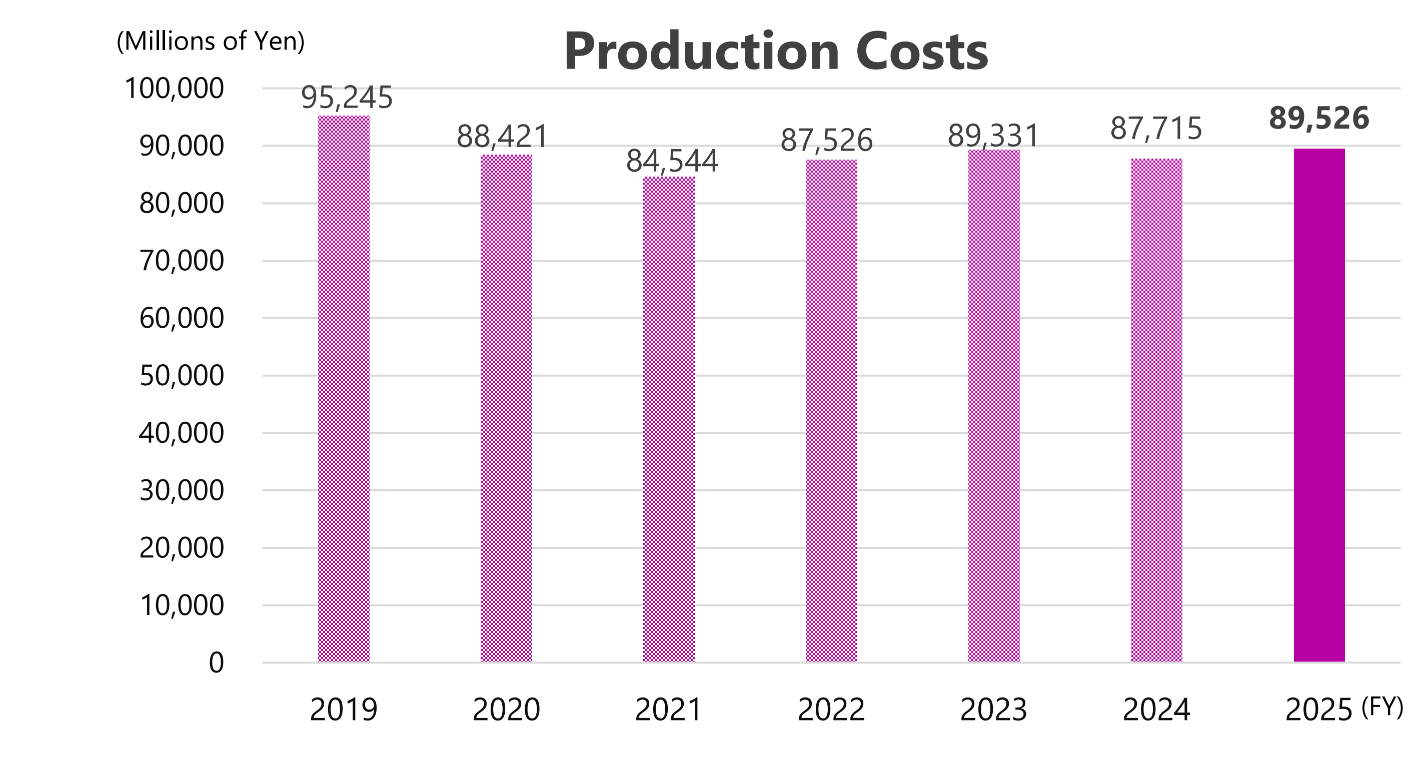
Net Sales	FY2024	FY2025	YoY	Change (%)
Advertising Revenue	232,721	**243,719**	10,997	4.7%
Program Sales	10,689	**10,986**	297	2.8%
Events/Content Business Sales	51,168	**55,930**	4,761	9.3%
Real Estate Business	3,151	**3,168**	16	0.5%
Total	297,731	**313,804**	16,073	5.4%

Cost of Sales	FY2024	FY2025	YoY	Change (%)
Production Costs	87,715	**89,526**	1,810	2.1%
Personnel	21,266	**20,916**	△350	△1.6%
Depreciation and Amortization	9,013	**8,232**	△780	△8.7%
Events/Content Business Costs	47,223	**52,869**	5,645	12.0%
Others	96,206	**99,387**	3,181	3.3%
Total	261,423	**270,930**	9,507	3.6%

Nippon TV：Production Costs

(Millions of Yen)

FY2024	FY2025	YoY	Change (%)
87,715	**89,526**	**1,810**	**2.1%**



Nippon TV: Events/Content Business Sales and Balance

(Millions of Yen)	Sales		Balance	
	FY2025	Change (%)	FY2025	Change (%)
Anime	5,734	△5.9%	2,566	8.4%
Movie	4,254	△13.8%	1,732	△28.8%
Music & Artist Center	6,079	△6.1%	1,251	7.4%
Events	9,028	77.8%	1,260	14.0%
Retail Business	9,022	2.8%	572	35.6%
Overseas Business & Streaming Business	3,286	△4.7%	2,604	△10.2%
Content Business	3,471	100.2%	508	127.8%

* The former IP Business has been renamed to Music & Artist Center to better align with the internal organizational structure.
* The former category International Business (excluding Anime) has been renamed to Overseas Business & Streaming Business. A portion of last year's revenue has been reclassified under Content Business and Others.
Revenue from drama sales to streaming platforms is now recorded under Content Business and Others.

Group Companies: Net Sales and Operating Profit

FY2025

(Millions of Yen)

	BS Nippon Corp.		CS Nippon Corp.		Nippon Television Music Corp.		VAP Inc.		TIPNESS Limited		MURAYAMA INC.	
Net Sales	18,349	1.4%	8,557	△2.1%	10,263	11.7%	6,915	1.6%	27,603	3.2%	23,006	7.6%
Operating Profit	2,956	1.3%	189	△50.7%	2,530	10.2%	1,009	19.1%	245	71.0%	1,581	21.4%

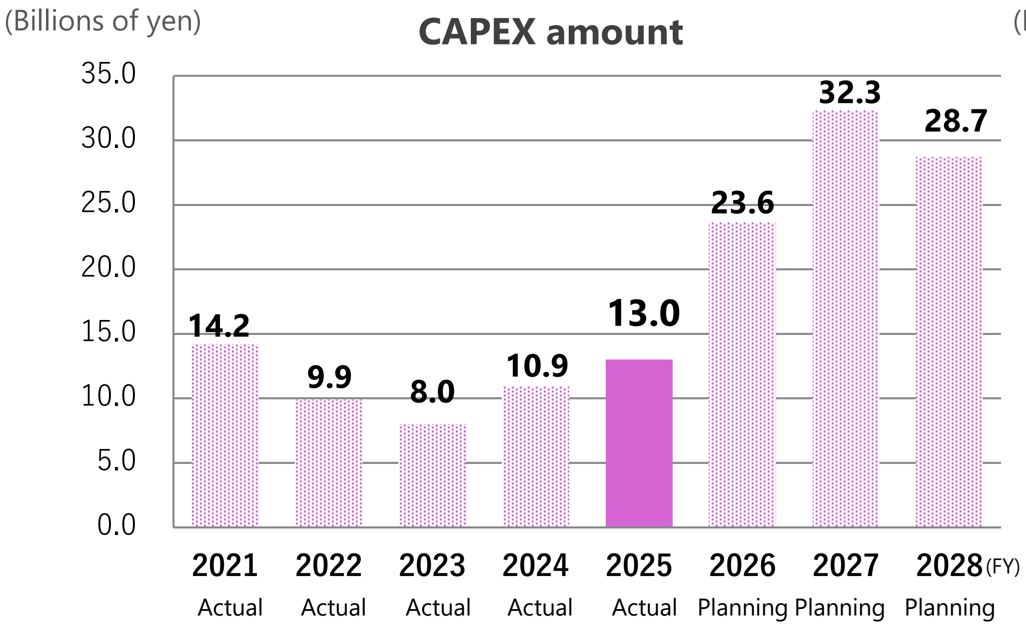
	Nippon Television Service Inc.		TATSUNOKO PRODUCTION Co., Ltd.		HJ Holdings, Inc.		ACM CO., Ltd.		PLAY,inc.	
Net Sales	7,320	△9.5%	2,073	49.9%	32,118	△1.6%	5,429	2.9%	10,352	12.3%
Operating Profit	335	△65.0%	27	△9.9%	3,377	―	1,279	△5.9%	1,520	9.6%

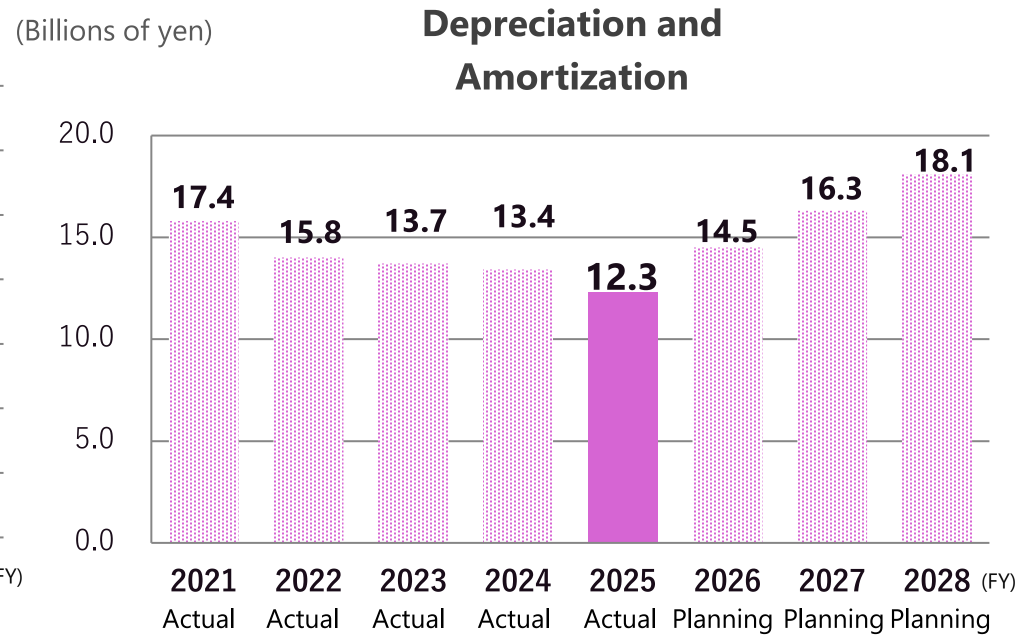
N.B.: In the case of loss in the previous fiscal year or in the current fiscal year, the percentage change is shown as "-."

CAPEX and Depreciation (consolidated)

(Billions of yen)

	CAPEX amount	Depreciation and Amortization
FY2025	13.0	12.3





Shareholder Return & Capital Management Policy

Consolidated Forecast

Strategic Investment Trend

Financial Results

Contents Strategy and AI-related Initiatives

Programming Strategy , Digital & Streaming

Reference Materials

Studio Ghibli ①

■ **Hayao Miyazaki's "Panorama Boxes" to Be Displayed at Ghibli Park**

Director Hayao Miyazaki, beginning in the final stages of his 2023 film The Boy and the Heron, took on a new project creating "Panorama Boxes" * for Ghibli Park.

These boxes—covering works from *Nausicaä of the Valley of the Wind* to *The Boy and the Heron*, along with shorts and original pieces—are all newly illustrated by Miyazaki himself. They will be on display at Ghibli Park starting July 8.

**Panorama Boxes are layered picture boxes: when viewed from the front, they resemble a single film still, but inside, backgrounds, characters, and other elements are arranged in multiple layers to create depth. Even slight shifts in viewpoint change the scene, which is part of their appeal.*

■ **A New Short Anime, *A Night in the Valley of Witches*, to Be Screened at Ghibli Park**

Studio Ghibli's new short animated film *A Night in the Valley of Witches* (directed by Goro Miyazaki and Akihiko Yamashita) will be screened at Ghibli Park starting Jul 8.

Set in Ghibli Park's "Valley of Witches," the film is the studio's first original short animation created specifically for the park.

Studio Ghibli ②

Ghibli Park Exhibition

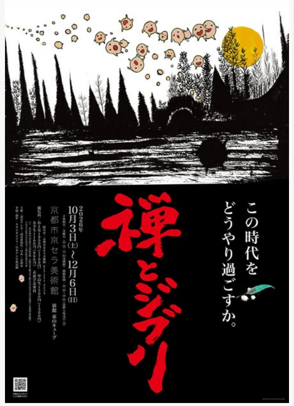
We will present the Ghibli Park Exhibition, a traveling, mobile amusement park-style exhibition that tightly packs the fun of Ghibli Park.

It will debut at Osaka Nanko ATC Hall from July 18 to September 26, 2026, and is scheduled to tour locations nationwide from next year.

The Zen and Studio Ghibli Exhibition

Based on the book *Zen and Ghibli*, which compiles conversations between producer Toshio Suzuki and Zen monks, this immersive exhibition invites visitors to experience a “Zen-like perspective” through Ghibli works.

The exhibition will be held from October 3 to December 6, 2026, at the Kyoto City KYOCERA Museum of Art, Higashiyama Cube



Title Written by Toshio Suzuki © Kanyada

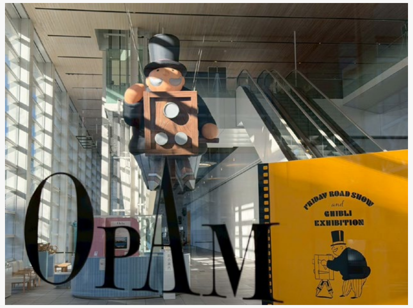
Friday Road Show Ghibli Exhibition

An exhibition exploring the allure of Studio Ghibli films alongside the history of the TV program, *Friday Road Show*.

Exhibitions in Tokyo, Toyama, Kyoto, Hiroshima, Akita, Mie, Nagasaki, Fukushima, Shizuoka, and Oita have concluded, with total attendance exceeding 2 million visitors.

The Ehime exhibition runs through July 5, followed by Yamaguchi beginning July 18.

From the Oita Venue

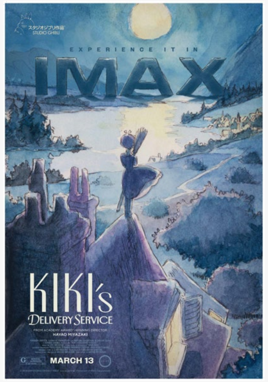


© Studio Ghibli

Studio Ghibli ③

■ **Overseas Release of IMAX/4K Editions: *Kiki's Delivery Service*, *Whisper of the Heart*, and *The Secret World of Arrietty***

Following the strong international reception of *Princess Mononoke*, which screened in IMAX/4K formats around the world last year, three films—*Kiki's Delivery Service*, *Whisper of the Heart*, and *The Secret World of Arrietty*—will be released this year, beginning in North America and rolling out to regions worldwide.



■ **Takahata Isao Exhibition** (Isao Takahata　Pionnier du dessin animé contemporain, de l'après-guerre au Studio Ghibli)

Following exhibitions held last year in Tokyo and Paris, the Takahata Isao Exhibition will be held this year in Lausanne, Switzerland.

In addition to showcasing rare production materials, the exhibition will feature a special section unique to Switzerland.

■ **Studio Ghibli Exhibition in Jeju**

Daewon Media, which has distributed various Studio Ghibli works in South Korea, will hold a large-scale special exhibition on Jeju Island.

Featuring expansive three-dimensional sculptures that recreate iconic scenes from the films, the exhibition will immerse visitors in the world of the works throughout the entire space.

Expansion of Anime Business ①

Nippon TV's *Friday Anime Night* expands to a one-hour block

Starting in April, *Friday Anime Night*, also known as *Furaani*, expands into a one-hour program. The block is powered up with two time slots: the existing *Furaani 2300* airing at 11:00 PM, and the newly launched *Furaani 2330* airing 11:30 PM.

April & July Seasons, 2026:
That Time I Got Reincarnated as a Slime **Season 4**
Broadcast: Fridays at 11:00 PM

With over 56 million copies sold worldwide and more than 3 billion cumulative anime views, the globally beloved *isekai* (parallel-world fantasy) powerhouse "Tensura" returns with its highly anticipated fourth season.

April Season, 2026:
SNOWBALL EARTH
Broadcast: Fridays at 11:30 PM

Serialized to acclaimed in *Monthly! Spirits* (Shogakukan) and animated by Studio KAI, known for bold action and powerful human drama. Set on a frozen Earth knows as "Snowball Earth," this standout title blends sci-fi, kaiju, and robot action into one of today's most buzzed-about series.

Expansion of Anime Business ②

Anime Lineup for April Season, 2026

Scum of the Brave

A modern supernatural battle where a bounty-hunting “Hero” and a mafia “Demon Lord” clash blades—now the stage shifts to Hokkaido! As the story enters its second cour, it finally closes in on its core.

©nakashima723/Rocket Shokai/LEED/Scum of the Committee

Pardon the Intrusion, I'm Home!

An anime adaptation of a Comic Cmoa original with over 13 million downloads. A romantic comedy about a love triangle between neighbors connected by a hole in the wall, airing in the same Yomiuri TV time slot.

©watomura, C'moA Comics / “Pardon the Intrusion, I'm Home!” Production Committee.

My Ribdiculous Reincarnation

An award-winning *isekai* reincarnation story from the 8th Net Novel Awards, featuring a goddess and a hero repeatedly reborn in outrageous ways—adapted through a blend of anime, stop-motion, puppetry, and live action.

©ANTAI/TAKARAJIMASHA/MEGAORE Production Committee

Reborn as a Vending Machine, I Now Wander the Dungeon 3rd Season

Reincarnated as… a vending machine!? Unable to move or communicate properly, the former vending-machine fanatic finds their burning passion for customer service reignited!
A series gaining significant traction overseas, including the US market.

© HIRUKUMA/KADOKAWA/Reborn as a Vending Machine, I Now Wander the Dungeon 3rd Season Production Committee

Movie Business

Detective Conan: Fallen Angel of the Highway **has made a phenomenal start, grossing a cumulative 11.4 billion yen (As of May 11).**
ONE LAST LOVE LETTER **has also made a blockbuster debut.**
Looking ahead, an exciting slate is lined up for 2026:
KINGDOM 5 **(working title) in summer;** ***The Apothecary Diaries: The Movie*** **(working title) in winter.**

Looking ahead, this summer will see the release of ***KINGDOM 5***, the latest installment in a series that has grossed a cumulative ¥24.5 billion, following a previous entry that became a mega-hit surpassing ¥8 billion.

In September, ***GUILT***, a new work by master mystery writer Keigo Higashino, will be released. ***Bad Lieutenant: Tokyo***, directed by Takashi Miike and starring Shun Oguri, will also hit theaters.

In December, two major releases arrive: the theatrical feature ***The Apothecary Diaries, The Movie***, based on the hit anime series, and ***SUKIYAKI***, a moving epic depicting the untold story behind the creation of a beloved song that went on to become a world-wide hit.

All of these are key titles targeting international expansion.

Global Business Expansion (AiDi)

GO VERTICAL! AiDi

●Proprietary Technology AiDi Gains Global Attention for its Vertical Video Autocropping Feature

- Our proprietary technology, **AiDi,** uses AI to automatically extract athletes from horizontal footage (e.g., sports broadcasts) and convert it into mobile-optimized vertical video.

  It runs on a single PC without requiring an internet connection and delivers latency as low as approximately 0.5 seconds in broadcasts. AiDi also supports intuitive touch-pen operation, making it easy for anyone to use.

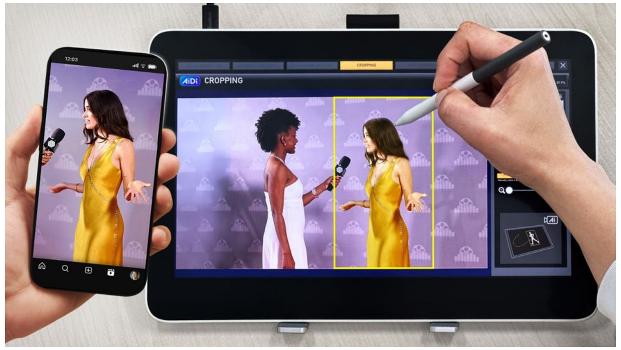
  These capabilities have also attracted international attention. **NBC Sports** in the U.S. first deployed AiDi at an international winter sports event in February and has since used it in **NBA** broadcasts.

  During production of the **World Baseball Classic (WBC)** broadcasts in March, the technology was used to track and display changes in fielders' defensive positions.

- AiDi won the **Product of the Year Award** in the Streaming Category at **NAB Show 2026** in Las Vegas, one of the largest broadcast and media technology exhibitions.

  In addition, it received the **Best of Show Award** selected by ***TV Tech***, a leading industry publication, marking a double win across major awards.

AiDi's Vertical Video Autocropping Feature



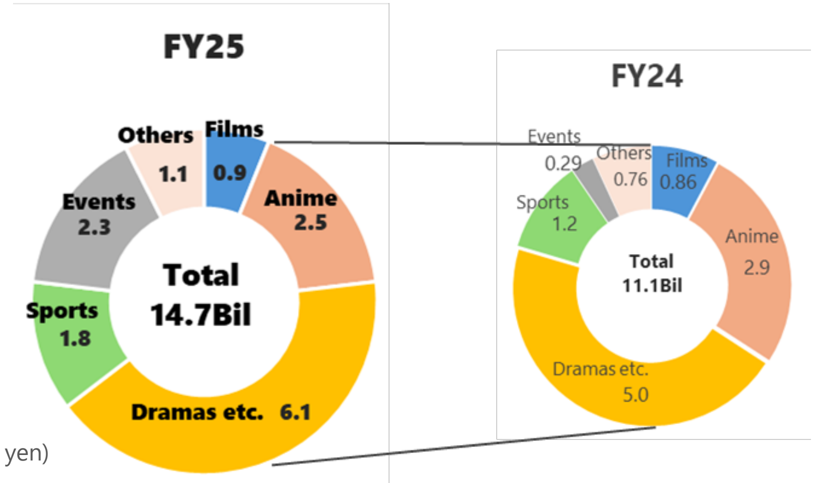
Global Business Expansion

●GYOKURO STUDIO Developing New Large-Scale Format with Talpa (Netherlands)

- GYOKURO STUDIO, which develops variety show formats for the international market, created nine new titles in FY2025. It promotes and sells these formats through major international markets such as MIPCOM, one of the world’s largest content exhibitions held annually in Cannes, France.
- Through the acquisition of *THE FLOOR*, broadcast on terrestrial TV in March, GYOKURO STUDIO has strengthened its partnership with Talpa, the Dutch entertainment group that developed the format, and is now jointly developing of a new format.
- GYOKURO STUDIO is also actively pitching original concepts to global platforms.

The Floor, which aired in March

●Overseas Sales Performance



(Billions of yen)

Global Content Rollout

◆Drama *Chosen Home* Wins International Award

The Sunday drama ***Chosen Home***, which aired in the October 2025 season, received the **Best Social Critique Award** at the **Hub Awards 2025**, an international accolade dedicated to BL and GL works. The series was honored for its incisive portrayal of social issues—including legal barriers faced by same-sex couples and gender discrimination—

◆Unscripted Format: Meet Me There—Singapore Version Commissioned

The Singapore version of the heartfelt observational documentary ***Meet Me There***, which follows married couples or deeply connected pairs as they attempt to reunite at a place tied to their shared memories using memory alone as their guide, was produced by Mediacorp and aired in March 2026.

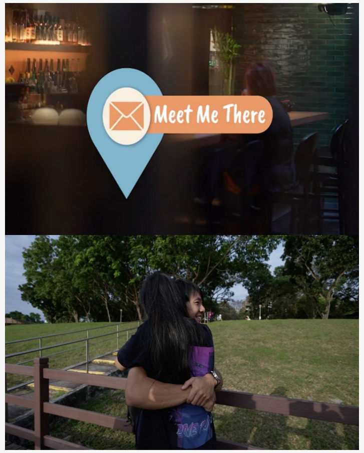
This marks the format's first international adaptation.

◆Drama Remakes: *Mother* Tops Asia in Number of Remakes!

According to a report by UK-based research firm K7 analyzing data from the past 18 months, three new remakes of ***Mother*** have recently been finalized, enabling it to retain its status as the most-remade scripted format out of Asia.

Including other drama titles, Nippon TV ranked sixth worldwide in total remake distribution deals, standing alongside major global distributors and reinforcing its strong presence in the global market.

Chosen Home
From the Awards Announcement



Singapore Version
Meet Me There
From the Program Footage

Mother
Japanese Original + International Versions Posters

IP Business/Music Business ①

[THE GAME CENTER FOOTBALL DREAM MATCH – IN SAITAMA STADIUM 2002 –]

THE GAME CENTER
FOOTBALL DREAM MATCH
IN SAITAMA STADIUM 2002

Developing New Sports Businesses!
Held on April 4 at Saitama Stadium 2002, the spiritual home of Japanese football, featuring a select lineup of artists from BMSG, Stardust, LDH, Lapone and other agencies, taking on the Japan naitonal Team Legends led by Keisuke Honda,drew more than 30,000 spectators, with tickets completely sold out. The event was a resounding success, fueled by overwhelming excitement throughout the venue.

「[D.U.N.K.]

The 4th Edition of Japan’s Largest DANCE & VOCAL FES D.U.N.K.
Launched in 2023 with a vision of building a unified DANCE & VOCAL scene beyond agency boundaries, D.U.N.K. has since grown into Japan’s largest DANCE & VOCAL festival. The 4th edition, held in March 2026, sold out K-Arena Yokohama for three consecutive days, attracting a total of 60,000 attendees.

IP Business/Music Business ②

Capital and Business Alliance with D.LEAGUE Inc.

Nippon TV has entered into a capital and business alliance with D.LEAGUE Inc., the organization behind D.LEAGUE, Japan's professional dance league.

Through its equity participation in D.LEAGUE Inc., Nippon TV will further expand its engagement in dance culture. In addition to this investment, the company will serve as a supervisor, working alongside D.LEAGUE to help establish dance as a mainstream national culture.

By combining expertise gained through initiatives such as D.U.N.K. with Nippon TV's content production capabilities and media reach, the partnership aims to maximize the value of new dance-centered entertainment IP. This includes elevating dancers as talent, creating story-driven programming, and co-hosting live events.

■ Overview of D.LEAGUE

D.LEAGUE is a professional dance league organized and operated by D.LEAGUE Inc.

It is a new form of "art sport" in which dancers sign professional contracts with company-owned dance teams and perform in eight-member dance shows, in accordance with rules set by FIDA JAPAN.

Events Business ①

Masterpieces of the Renaissance from the Musée du Louvre

Dates & Venue: Tokyo — September 9, 2026–December 13, 2026
The National Art Center, Special Exhibition Gallery 1E, Roppongi, Tokyo

This exhibition is presented as part of a long-term partnership between Nippon TV and the Louvre Museum. Featuring more than 50 carefully selected works from the Louvre's collection, it highlights several defining characteristics of Renaissance art, which flourished across Europe from the fifteenth to the sixteenth century. A particular highlight is the first-ever presentation in Japan of one of Leonardo da Vinci's masterpieces, *Portrait of a Woman*, commonly known as *La Belle Ferronnière*.

Annie — A Musical Brought to You by Marumiya Corporation

Dates & Venues:
Tokyo — April 25 (Sat)–May 11 (Mon), 2026 — New National Theatre Tokyo, Playhouse
Ehime —August 2 (Sun), 2026 — Ehime Prefectural Culture Hall, Main Hall
Osaka —August 6 (Thu)–August 11 (Tue), 2026 — Umeda Arts Theater Drama City
Sendai —August 22 (Sat)–August 23 (Sun), 2026 — Tokyo Electron Hall Miyagi
Nagoya —August 28 (Fri)–August 30 (Sun), 2026 — Aichi Arts Center, Grand Hall

This Broadway classic musical has been produced by Nippon TV since 1986 and marks its 41st year in 2026, with cumulative attendance surpassing 2 million on April 25.

Events Business ②

Wana [*The Trap/Piège pour un homme seul*]

Dates & Venues: Tokyo — June 6 (Sat)–26 (Fri), 2026 — Yomiuri Otemachi Hall
Oita (Nakatsu) — June 28 (Sun), 2026 — Nakatsu Culture Center
Fukuoka — June 29 (Mon), 2026 — Fukuoka Civic Hall
Takamatsu — July 1 (Wed) 2026 — Rexam Hall
Tokushima—June 2 (Thu), 2026 — Awagin Hall
Osaka — July 4 (Sat)–5 (Sun), 2026 — Morinomiya Piloti Hall
Mito — July 7 (Tue), 2026 — Art Tower Mito ACM Theatre
Niigata — July 9 (Thu) 2026 — Niigata Prefectural Civic Center

First staged in fall 2024 as a Yomiuri Shimbun 150th Anniversary Commemorative Production, *Wana* earned widespread acclaim for its unexpected twist and mysterious staging, becoming a sold-out success. This long-awaited revival now returns to the stage.

Written in 1960 by French playwright Robert Thomas and premiered in Paris, *Wana* is a classic suspense drama.

Takaya Kamikawa stars alongside, under the direction of Kenta Fukasaku, delivering a definitive production of suspense theatre.

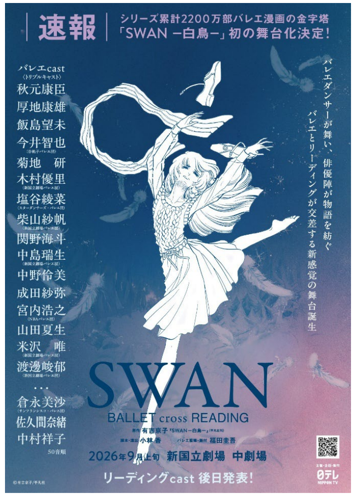
SWAN Ballet cross Reading

Dates & Venue: Early September 2026 — New National Theatre Tokyo, Playhouse

The beautiful ballet and emotionally resonant words of SWAN, a landmark ballet manga, are brought to the stage at last in an innovative new production where ballet and dramatic reading intersect, creating a bold theatrical experience.

First serialized 50 years ago, SWAN is a mega-bestseller with over 22 million copies in circulation. Created by Kyoko Ariyoshi, it has captivated audiences for half a century as one of the definitive ballet manga.

The iconic ballet scenes are performed by an exceptional ensemble of dancers, including leading active principals in Japan and acclaimed artists from Japan and abroad, while actors deliver dramatic readings that weave the story across the stage.



Ad Reach MAX

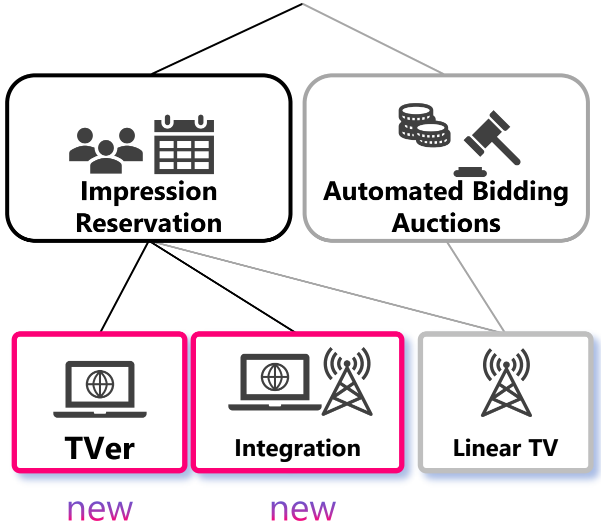
The web service Sugree, operated by Nippon TV's Ad Reach Max Platform, which enables flexible, real-time transactions of linear television commercial slots, has begun offering advertising on TVer.

スグリー

- **Programmatic advertising that achieves the number of impressions stipulated when contracts are entered.**
- **Automatic bidding auctions make it possible to book TV commercials on the day of broadcast.**

TVer/Integration Launch

スグリー



Points

✓ **Starting in April 2026, Sugree began offering TVer advertising.**

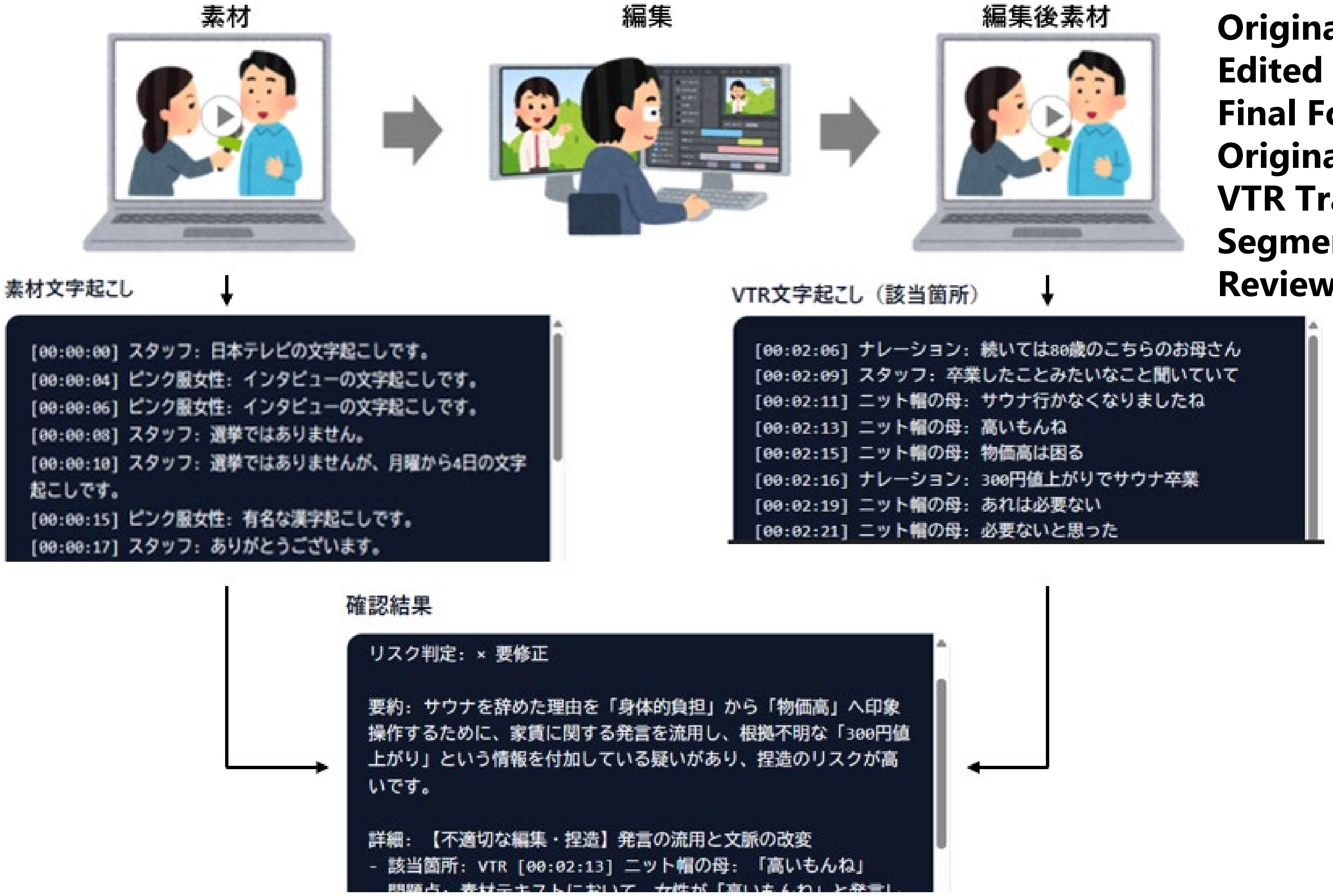
✓ **Linear TV and TVer inventory can now be purchased individually or together online.**

✓ **This accelerates support for Total Video, enabling integrated TV and digital operations and reporting.**

Development of a VTR Review AI

About V-Check AI

Based on transcription data (including speaker identification) from both the original and edited VTR footage, the AI checks for any inappropriate edits or statemenets.



Original Footage
Edited Footage
Final Footage
Original Transcript
VTR Transcript (Relevant Segment)
Review Results

Shareholder Return & Capital Management Policy

Consolidated Forecast

Strategic Investment Trend

Financial Results

Contents Strategy and AI-related Initiatives

Programming Strategy , Digital & Streaming

Reference Materials

FY2025 Viewer Ratings

March 31,2025 －March 29, 2026

	Individual	Core Target
All Day (6:00 – 24:00)	3.3	2.2
Prime Time (19:00 – 23:00)	4.7	3.6
Golden Time (19:00 – 22:00)	5.1	3.8
Morning Time (7:00 – 10:00)	3.6	2.5
Platinum Time (23:00 – 25:00)	2.2	1.6

1st

2nd

What is a "Core Target"？
The "Core Target" refers to men and women aged 13 to 49 who demonstrate strong purchasing intent. We place importance not only on overall individual viewership, but also ratings withing this key demographic segment.
With regard to core ratings, we have achieved a triple crown—across the All-Day, Prime, and Golden time slots—for 14 consecutive years. By continuing to increase both individual and core ratings, we aim in 2026 to also achieve the triple crown in individual viewership ratings.

Theme: "Creating must-view shows for you and your community."

We deliver "Novelty," "Passion," and "Parent-and-Child Family time"—broadcasting content that brings people together.
Our aim is to increase the number of fans of our content—and of Nippon TV.

"Together with Nippon TV." Campaign Kicks Off

In 1995, our "That's Nippon TV." campaign drew widespread attention, at a time when television stood at the center of media.

This spring, Nippon TV introduces a new catchphrase—**"Together with Nippon TV."**—to emphasize the value of **watching together**.

By showcasing premium content and compelling new programs, we aim to turn fans of individual shows into fans of the network as a whole, while reaffirming television's essential role in shared and simultaneous viewing experiences.

April 2026 Programming Improvements

Bringing “Passion” with Brand-New Regular Programs!

Friday Mystery Club!!!

The title is a direct translation.

A family-friendly “thinking entertainment” show where cast and viewers solve real-world mysteries together using footage and dramatic reenactments.
Broadcast: Fridays, 7:00–7:56 PM **Cast:** Kazunari Ninomiya, Nobu (Chidori), and others

Follow-Up Investigation: news LOG

The title is a direct translation.

News is not only about conclusions, but about the truth revealed along the way. This investigative documentary series uncovers the truth through the reporting LOG.
Broadcast: Saturdays, 10:00–10:54 PM **Cast:** Mayuko Wakuda, Keisuke Mori, and others

April Wednesday Drama: *A Moonlit Journey–The Answer Lies in a Masterpiece–*

A spirited literary road mystery about a book-loving bar owner and a displaced housewife whose journey to reclaim their lives pulls them into unexpected incidents—now ranking No.1 in TVer favorites (*).

Coming in October: *Our Hakone Ekiden* (Origianl work by Jun Ikeido)

Drama adaptation of *Our Hakone Ekiden*. Presented as an unprecedented visual project by Nippon TV, drawing on its full resources and long history of broadcasting the Hakone Ekiden live.

*As of April 27, ranked No.1 among prime-time dramas in the April 2026 season

Large-Scale One-Offs for 2026

A Lineup of Festive Content Made for Watching Together!

Double Impact — Manzai & Sketch Comedy Dual-Category No.1 Contest

With a single stand mic, manzai unleashes rapid-fire, high-energy exchanges, while sketch comedy creates imaginative worlds through character-driven performances. *Double Impact* crowns Japan's top double-threat—masters of both manzai and sketch comedy. At last year's debut event, Nippon no Shacho emerged victorious from 2,875 acts.
This year's tagline: "Comedians, give it everything you've got."
Who will be crowned the second champion?

24-HOUR TELEVISION 49

Last year, in addition to general donations, *24-HOUR TELEVISION* launched three purpose-specific initiatives—the Marathon Children's Support Fund, the Noto Earthquake Recovery Support Fund, and the Parasports Support Fund—raising more than ¥1.9 billion in total.
This year's theme is **"My Family's Story—Who Are you Thinking of?"** (direct translation).
Through personal family stories told by each individual "me," the program examines the state of society today and the challenges it faces now and in the future.

Broadcasting the FIFA World Cup That Will Fire Up All of Japan!

FIFA World Cup 2026

Nippon TV to Broadcast 15 Matches, Including Japan vs. Tunisia

Nippon TV will provide live terrestrial coverage of 15 matches from the FIFA World Cup 2026, to be held from June through July across 16 cities in three North and Central American countries. Among them is **Japan vs. Tunisia**, Japan's second group-stage match and a crucial fixture in the race to reach the knockout round. Widely regarded as Japan's strongest squad to date, Moriyasu Japan will face the North African powerhouse **at 1:00 PM JST on Sunday, June 21**.

In addition, beginning **at 7:00 PM on Sunday, May 31**, we will broadcast **Japan's final home match before the World Cup, Kirin Challenge Cup 2026: Japan vs. Iceland.**

From kickoff through the post-match send-off ceremony, the entire event will be televised live nationwide.

Please look forward to **Nippon TV's football coverage!**

Shareholder Return & Capital Management Policy

Consolidated Forecast

Strategic Investment Trend

Financial Results

Contents Strategy and AI-related Initiatives

Programming Strategy , Digital & Streaming

Reference Materials

Streaming Business: HJ Holdings (Hulu in Japan)

(Millions of Yen)	Net Sales	Operating Profit
FY2025	32,118	3,377

Major content releases toward the fiscal year.
Financial performance has significant improved, driven by last year's impairment processing.

■January Season Sunday Drama *Punch-Drunk Woman* Season 2 Streams Exclusively!

Following the January-season finale of *Punch-Drunk Woman*, Hulu launched exclusive streaming of Season 2. The seamless continuation from Season 1 helped expand the show's fan base, with Season 2 topping the weekly viewing rankings for two consecutive weeks.

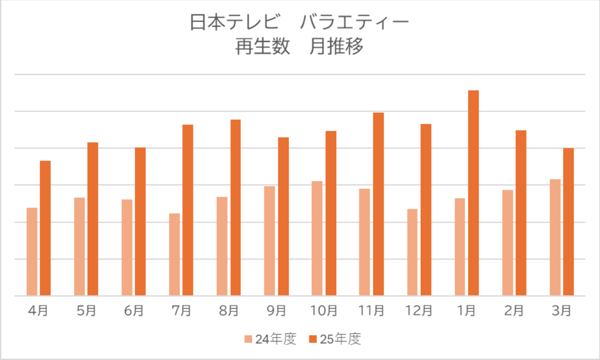
■Hulu Launches *Mystery Cinema*!

Hulu has launched *Mystery Cinema*, an anthology-style drama series of standalone mysteries.
The first lineup features three live-action adaptations: *The Swiss Watch Mystery* by Alice Arisugawa, *Return the Gift* by Rintaro Norizuki, and *Mercator Knight* by Yutaka Maya.
With an all-star cast including Shinnosuke Mitsushima, Tokio Emoto, the series faithfully brings the original work's intricate logic to life.
One title will debut each week over three consecutive weeks starting Friday, April 17, exclusively on Hulu.

Streaming Business: TVer (AVOD)

TVer Highlights

Jan 2026: TVer records its highest-ever unique user count (UBs)



- Unique Browsers (UB): Jan – 44.77M, Feb – 40.32M, Mar – 39.15M
  Catch-up Views: Jan – 630M, Feb – 560M, Mar – 590M

Nippon TV Initiatives

Entertainment Shows: over 150M Total Views

Popular entertainment shows including *Girl's Barking Night*, *Monday Late Show*, *The Quest*, *Girl's Barking Night—Deep*, and *Shabekuri 007* continue to perform well.

At the Japan Academy Film Prize, the ceremony, along with the welcome reception and red carpet events, were live-streamed.

Multiple Wins at the TVer Awards 2025!

・Drama Excellence Award: *The Right to Judge**　**recorded an all-time high for Nippon TV dramas*
・Variety Show Excellence Award: *Girl's Barking Night*
・Anime Excellence Awards—Cool Anime Award: *The Apothecary Diaries*
・10th Anniversary Commemorative Excellence Award: *Monday Late Show*

Milano-Cortina 2026 Winter Olympic Games Streaming (First time for TVer to stream a Winter Olympics)

Nippon TV live-streamed eight pieces of content, including the Opening Ceremony and competition events.
Total views across TVer exceeded 44 million, well above the 25.5 million recorded for the Beijing Games.

Note: Calculated by TVer DATA MARKETING

Nippon TV NEWS NNN (News Distribution)

[Further Strengthening of the News Distribution Business]

Nippon TV, together with **30 NNN** (**Nippon News Network**) stations nationwide, continues to **deliver accurate, timely reporting** and **high-quality news content** that serves as a “catalyst for the future.” Alongside this mission, the network is reinforcing advertising sales for its premium news offerings.

▶New! Release of the Nippon TV NEWS NNN App

The integrated news site **Nippon TV NEWS NNN**, operated by **30 NNN** stations affiliated with Nippon TV, launched its app on April 6. Linked with various news programs, the app also features interactive, user-participation content.

▶New! Strengthening Content Distribution for Nippon TV NEWS NNN

Nippon TV NEWS NNN will enhance the distribution of news content via **TVer**.
Beyond continuous streaming of the 24-hour news channel N24, the service will offer nationwide weather forecasts, breaking news, and the latest updates across politics, economy, international affairs, and sports. In-depth explanatory content and regional news from across Japan will also be rolled out in full. (Scheduled for mid-May 2026)

Shareholder Return & Capital Management Policy

Consolidated Forecast

Strategic Investment Trend

Financial Results

Contents Strategy and AI-related Initiatives

Programming Strategy , Digital & Streaming

Reference Materials

Spot Sales : Industry- classified

	FY2024	Share	Change (%)
1	Service	16.8%	9.1%
2	Cosmetics/Toiletries	10.5%	13.2%
3	Telecom/Game	8.8%	△ 10.6%
4	Finance	6.3%	5.7%
5	Housing/ Building Material	5.6%	7.2%
6	Electrical equipment	5.2%	35.3%
7	Transportation equipment	4.5%	19.9%
8	Pharmaceuticals	4.5%	7.6%
9	Alcoholic beverages	4.5%	5.0%
10	Box-office/ Entertainment	4.4%	△ 8.2%

	FY2025	Share	Change (%)
1	**Service**	**17.8 %**	**15.7%**
2	**Cosmetics/Toiletries**	**10.2%**	**6.5%**
3	**Telecom/Game**	**9.8%**	**22.1%**
4	**Finance**	**7.3%**	**26.7%**
5	**Housing/ Building Material**	**5.2%**	**2.0%**
6	**Transportation equipment**	**4.6%**	**11.0%**
7	**Distribution and Retailing**	**4.5%**	**38.3%**
8	**Pharmaceuticals**	**4.2%**	**2.3%**
9	**Electrical equipment**	**4.0%**	**△ 15.2%**
10	**Alcoholic beverages**	**4.0%**	**△ 2.1%**

Segment Results

(Millions of Yen)

	Net Sales			Operating Profit		
	FY2024	FY2025	Change	FY2024	FY2025	Change
Content and Media Business	431,120	**452,888**	**21,768**	52,190	**67,114**	**14,924**
Wellness Business	26,755	**27,665**	**910**	187	**△72**	**△259**
Real Estate-Related Businesses	11,530	**11,554**	**24**	4,445	**4,136**	**△309**

Movie Lineup For 2026 ①

★＝Co-organized with Nippon TV

●＝Nippon TV is an investor in the film

■=Nippon TV is lead organizer

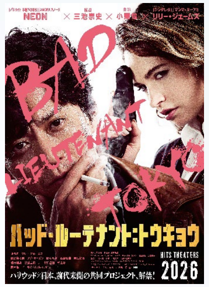
Date	Title	Distributor	
Friday June 26th	■Anpanman: Pantan and the Promised Star	TOKYO Theatre	
Friday July 17th	●KINGDOM5 (Working Title)	TOHO	
Friday September 4th	●GUILT (Working title)	SHOCHIKU	

Movie Lineup For 2026 ②

★＝Co-organized with Nippon TV

●＝Nippon TV is an investor in the film

■=Nippon TV is lead organizer

Date	Title	Distributor	
Autumn	●Bad Lieutenant: Tokyo	Japan：SONY North America：NEON	
December 2026	■The Apothecary Diaries: The Movie (Working title)	TOHO	
Friday December 25th	★SUKIYAKI (working title)	TOHO