



NIPPON TV HOLDINGS

FY2024 Financial Results

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NIPPON TV HOLDINGS

Stock Repurchase and Cross-shareholding Reduction

Overview of Forecast and Financial Results

Contents Strategy

Programming Strategy

Digital & Streaming

Strategic Investment Trend

Reference Materials

Stock Repurchase and Cross-shareholding Reduction

Stock repurchase

April 2024 – May 2024: 1,576,200 shares repurchased at the total price of JPY 3,514,868,532
Total for February 2, 2024 – May 17, 2024: 3,201,900 shares at JPY 6,999,947,265

Dividend distribution starts for foreign shareholders not listed on the shareholder registry

- ☐ It was resolved at the Ordinary General Meeting of Shareholders to pass the proposal to amend the Articles of Incorporation to enable foreign shareholders without voting rights (foreign shareholders above 20%) to receive dividends.
- ☐ Dividend distribution will start with the record date of March 31, 2024.

Reduction of cross-shareholdings

- ☐ Recorded **JPY 9.88 billion** from Gain on sale of investment securities in FY2024
- ☐ 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.

Stock Repurchase and Cross-shareholding Reduction

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Consolidated Forecast and Dividend Forecast

Forecast for FY2025

(Millions of yen)

	FY2024 Result	Forecast for FY2025	Change	Change(%)
Net Sales	461,915	466,000	4,085	0.9%
Operating Profit	54,917	55,000	83	0.2%
Recurring Profit	65,724	64,000	△1,724	△2.6%
Profit attributable to owners of parent Net income	46,000	47,000	1,000	2.2%

Dividend Forecast

(Unit : Yen)

(Yen)	2Q	Year-End	Annual
FY2025 Forecast	10	30	40

Growth assumptions for terrestrial TV advertising revenue (YoY)

	YoY
Time	△1.5%
Spot	2.3%

FY 2024 Consolidated Financial Performance

Highest-ever Sales

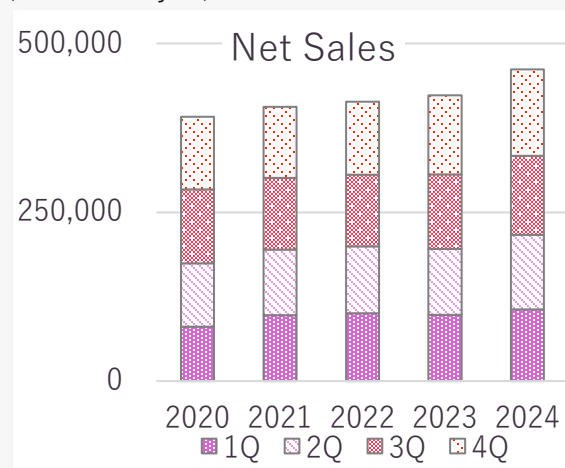
- Nippon TV sales and profit increased due to a recovery in broadcasting revenue and growth in business revenue.
- Positive effects of one full year of Studio Ghibli's financial performance after it was consolidated in 4Q FY 2023.
- Group companies also enjoyed strong performance, with BS Nippon Corporation, Nippon TV Events, Nippon Television Music, Nippon TV Service, ACM and others posting sales that are historical highs.
- HJ Holdings, operator of Hulu in Japan, recorded impairment losses on content assets and other items. Under its restructuring plan, it subsequently increased capital.
- Recorded a gain of ¥9.8 billion from sales of cross-shareholdings.

Nippon TV HD: Consolidated Financial Results

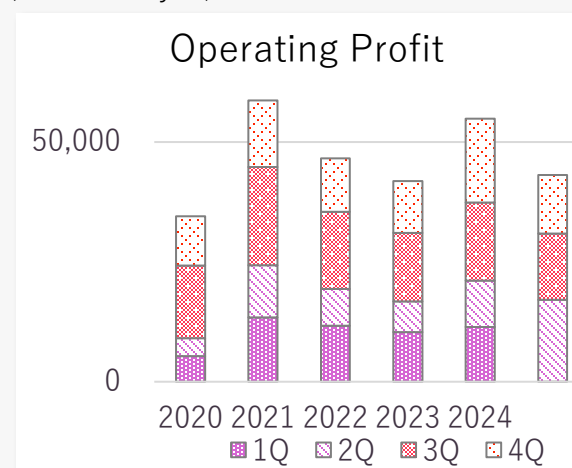
	FY2023	FY2024	YoY	Change
Net Sales	423,523	461,915	38,391	9.1%
Operating Profit	41,877	54,917	13,040	31.1%
Recurring Profit	49,503	65,724	16,221	32.8%
Net Income attributable to owners of the parent	34,660	46,000	11,340	32.7%

(Millions of yen)

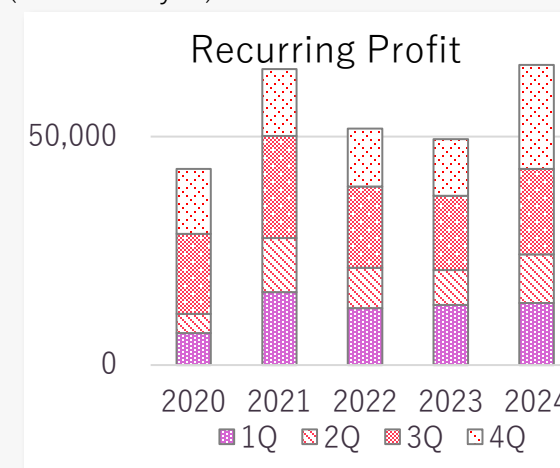
(Millions of yen)



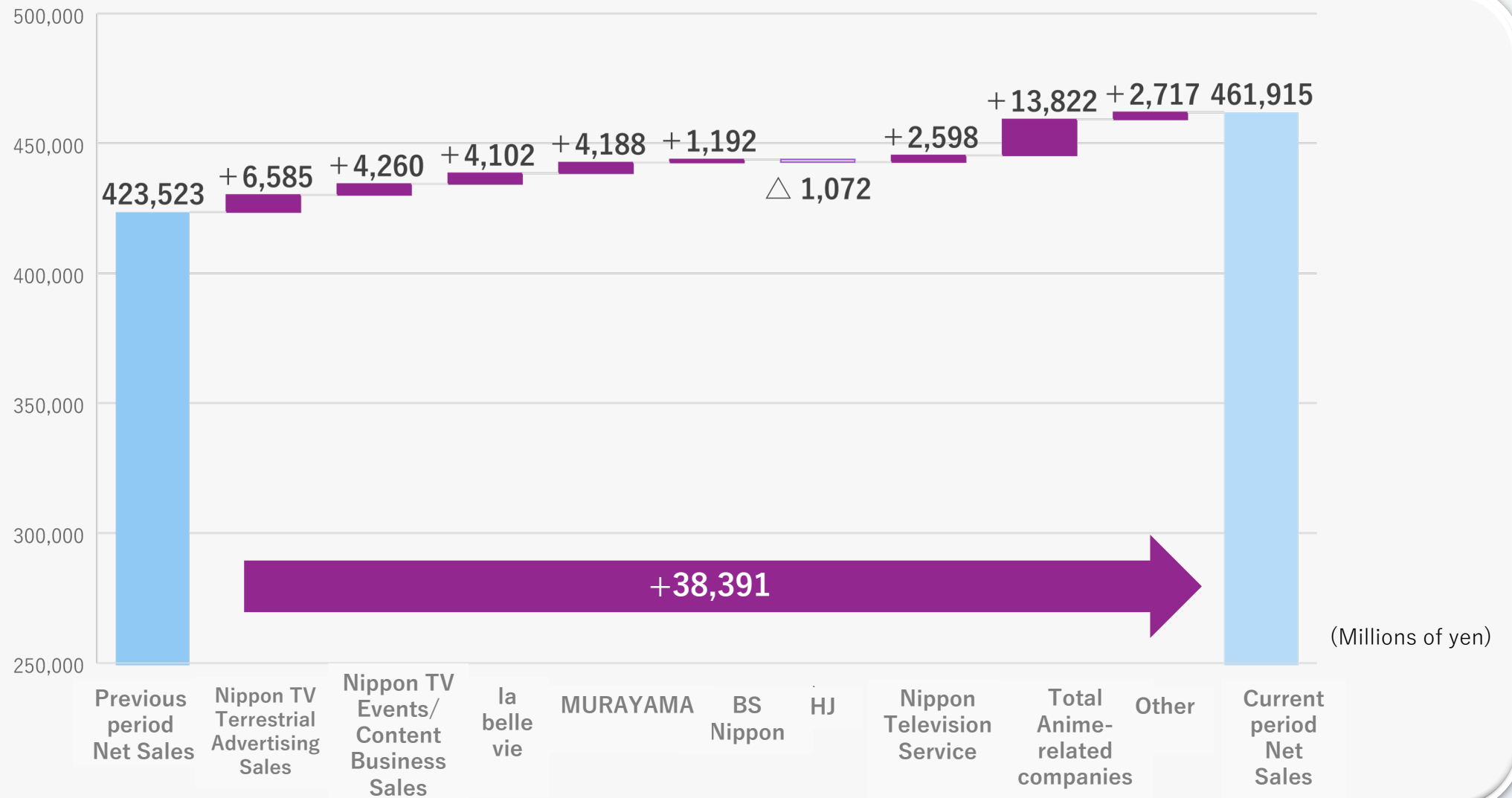
(Millions of yen)



(Millions of yen)

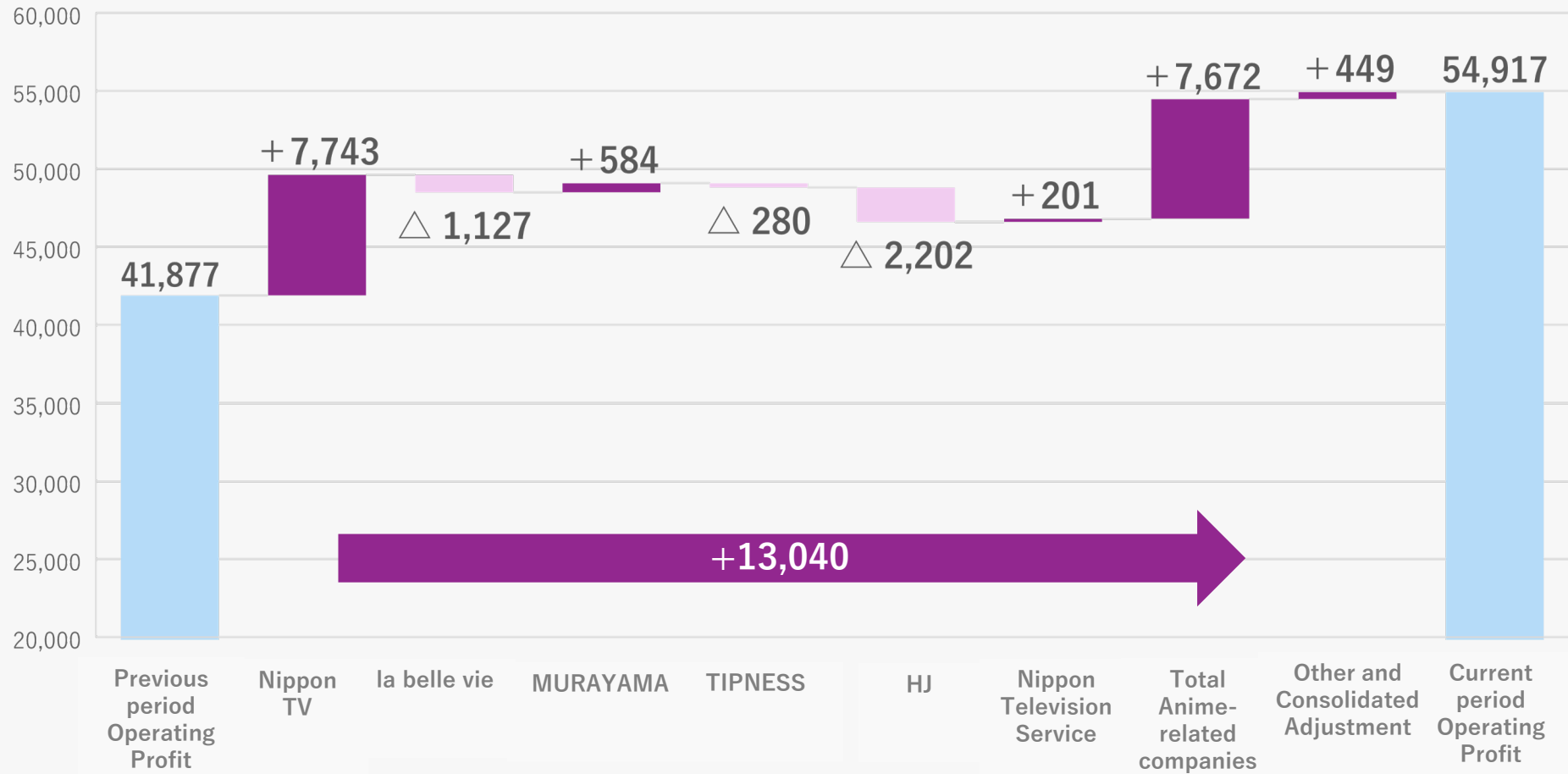


Net Sales YoY Change Components



Operating Profit YoY Change Components

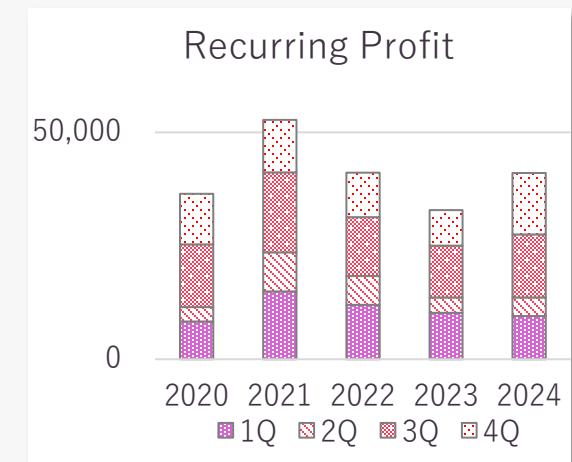
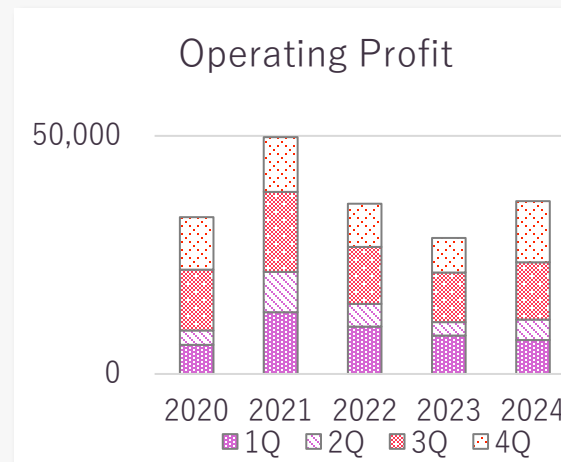
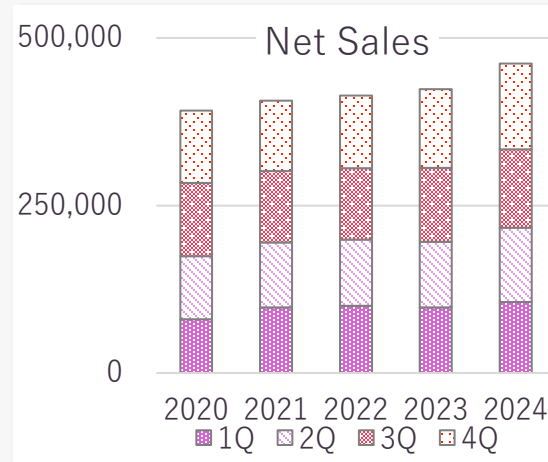
(Millions of yen)



Nippon TV : Financial Results

(Millions of yen)

	FY2023	FY2024	YoY	Change(%)
Net Sales	287,075	297,731	10,655	3.7%
Operating Profit	28,564	36,307	7,743	27.1%
Recurring Profit	32,889	41,045	8,155	24.8%
Net Income	28,932	32,445	3,513	12.1%



Nippon TV: Net Sales and Cost of Sales

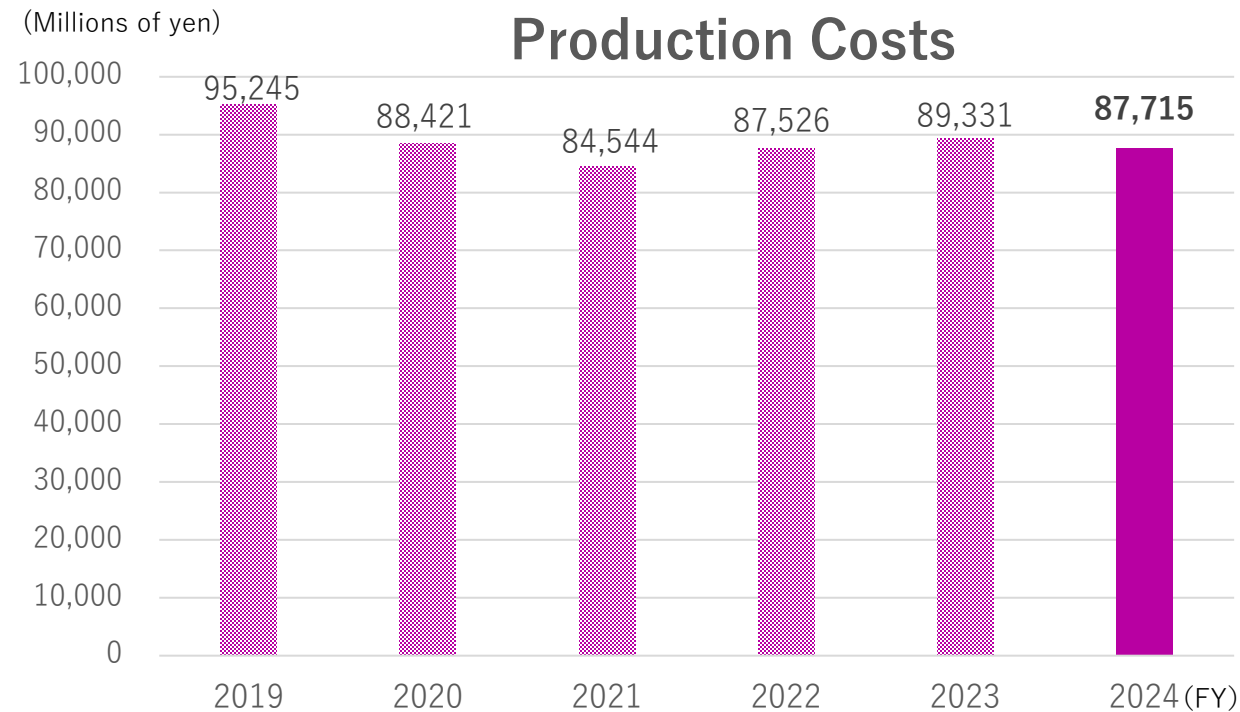
(Millions of yen)

Net Sales	FY2023	FY2024	YoY	Change
Advertising Revenue	226,135	232,721	6,585	2.9%
Program Sales	11,013	10,689	△324	△0.1%
Events/Content Business Sales	46,907	51,168	4,260	9.1%
Real Estate Business	3,018	3,151	133	4.4%
Total	287,075	297,731	10,655	3.7%
Cost of Sales	FY2023	FY2024	YoY	Change
Production Costs	89,331	87,715	△1,615	△ 1.8%
Personnel	21,925	21,266	△659	△3.0%
Depreciation and Amortization	9,461	9,013	△448	△4.7%
Events/Content Business Costs	43,060	47,223	4,162	9.7%
Others	94,734	96,206	1,472	1.6%
Total	258,511	261,423	2,911	1.1%

Nippon TV: Production Costs

FY2023	FY2024	YoY	Change
89,331	87,715	△1,615	△1.8%

(Millions of yen)



Nippon TV: Events/Content Business Sales and Balance

	Sales		Balance	
	FY2024	Change	FY2024	Change
Movies	4,935	34.6%	2,433	58.4%
Events	5,078	△20.5%	1,105	9.6%
Retail Business	8,779	11.5%	421	11.7%
Anime	6,092	△9.0%	2,366	△16.8%
International Business (excl. Anime)	5,002	149.6%	4,165	181.2%
IP Business	6,476	24.4%	1,165	△16.0%
Content Business	1,713	6.1%	△260	—

*From FY2021, the international sales of anime have been booked in Anime instead of International Business

(Millions of yen)

* In the case of loss in the current fiscal year, the percentage change is shown as "-."

Group Companies : Net Sales and Operating Profit

FY2024

(Millions of yen)

	BS Nippon Corp.	CS Nippon Corp.	Nippon Television Music Corp.	VAP Inc.	TIPNESS Limited	MURAYAMA INC.
Net Sales	18,089 7.1%	8,740 △2.2%	9,189 2.3%	6,807 2.5%	26,755 1.1%	21,371 24.4%
Operating Profit	2,919 32.6%	384 △35.2%	2,296 0.2%	846 △41.6%	143 △66.1%	1,302 81.4%

	Nippon Television Service Inc.	TATSUNOKO PRODUCTION Co., Ltd.	HJ Holdings, Inc.	ACM CO., Ltd.	PLAY,inc.
Net Sales	8,089 47.3%	1,383 137.2%	32,627 △3.2%	5,277 6.0%	9,215 7.5%
Operating Profit	957 26.6%	30 —	△1,962 —	1,360 10.2%	1,387 △20.0%

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

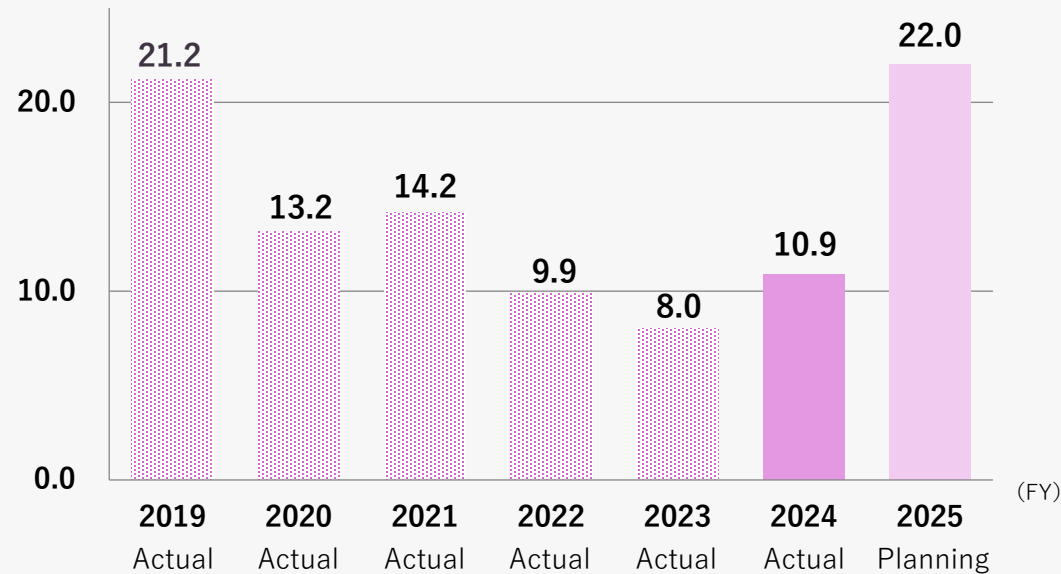
CAPEX and Depreciation (consolidated)

(Billions of yen)

	CAPEX amount	Depreciation and Amortization
FY2024	10.9	13.4

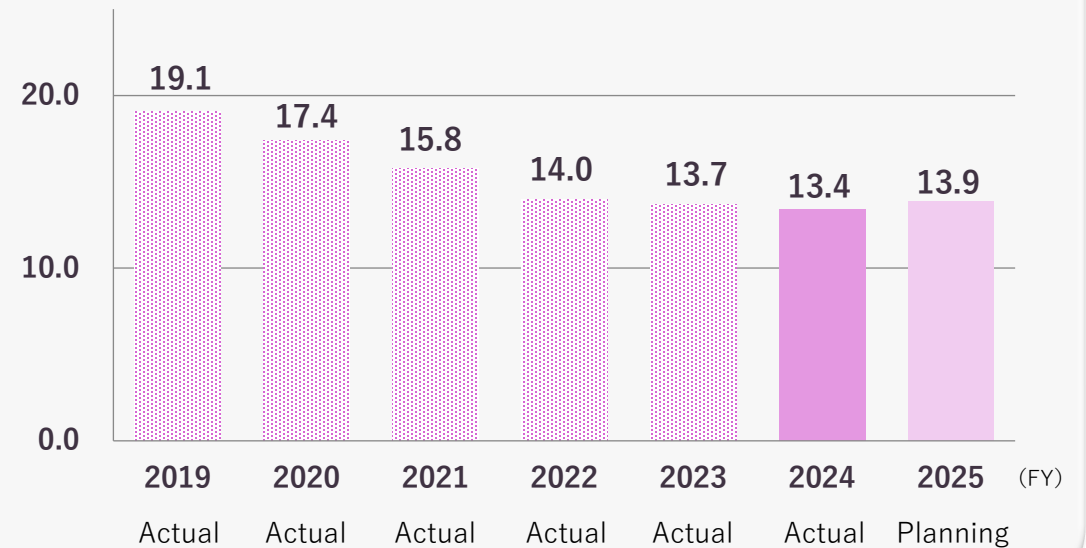
(Billions of yen)

CAPEX amount



(Billions of yen)

Depreciation and Amortization



Nippon TV's Advertising Revenue

- FY 2024 saw a recovery in the television advertising market
- Time ad sales for regular shows underperformed the preview year, but special program sales trended strongly
- Spot ad sales trended higher year-over-year from June onwards
- Digital ad sales grew in line with the increase in the number of plays and viewers on TVer

	FY2023	FY2024	YoY	Change
Advertising Revenue	226,135	232,721	6,585	2.9%
Time	105,153	105,039	△113	△0.1%
Spot	114,122	117,159	3,037	2.7%
Digital Ad.	6,860	10,522	3,662	53.4%

* Digital Ads row added in FY2022, comprised of TVer and the like.

(Millions of yen)

Nippon TV: Advertising Revenue

FY2024 Advertising Revenue YoY

Time	Change
April	△5.6%
May	△4.5%
June	6.3%
July	△2.4%
August	△2.5%
September	△4.0%
October	△10.6%
November	1.3%
December	3.4%
January	2.1%
February	△3.0%
March	17.9%

Spot	Change
April	△2.4%
May	△2.4%
June	6.2%
July	3.7%
August	5.0%
September	8.8%
October	2.5%
November	5.0%
December	0.0%
January	△1.4%
February	0.0%
March	8.6%

Digital Ad.	Change
April	56.2%
May	60.5%
June	38.7%
July	13.9%
August	44.1%
September	21.9%
October	56.0%
November	45.9%
December	33.3%
January	45.7%
February	123.9%
March	80.7%

Spot Sales : Industry- classified

	FY2023	Share	Change
1	Service	15.8	△ 8.1%
2	Telecom/Game	10.1	△ 26.9%
3	Cosmetics/ Toiletries	9.5	27.1%
4	Finance	6.1	△ 10.7%
5	Housing/ Building Material	5.3	22.4%
6	Box-office/ Entertainment	4.9	1.7%
7	Alcoholic beverages	4.4	24.9%
8	Pharmaceuticals	4.3	△ 21.4%
9	Electrical equipment	3.9	△ 26.7%
10	Distribution and Retailing	3.9	28.9%

	FY2024	Share	Change
1	Service	16.7	8.8%
2	Cosmetics/ Toiletries	10.5	13.2%
3	Telecom/Game	8.8	△ 10.6%
4	Finance	6.2	3.9%
5	Housing/ Building Material	5.6	7.2%
6	Electrical equipment	5.3	38.1%
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%

Stock Repurchase and Cross-shareholding Reduction

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Studio Ghibli ①

©1988 Hayao Miyazaki
/Studio Ghibli

■ My Neighbour Totoro

Winner of 6 Laurence Olivier Awards, including Best Entertainment or Comedy Play.
Runs indefinitely starting March 8, 2025 at Gillian Lynne Theatre, West End, London.

■ Studio Ghibli 3D Architecture Exhibition

An exhibition tracing the reasons why Studio Ghibli works are loved around the world,
featuring models of famous scenes from its films.

May 27, 2025 – September 23, 2025 at Tennozu Isle Warehouse TERRADA B&C Hall/E Hall
To be held in Tokyo for the first time in 22 years.

■ Friday Road Show Ghibli Exhibition

An exhibition of the charms of Studio Ghibli works through recollections
and records of the times.

Tokyo, Toyama, Kyoto, Hiroshima, Akita, and Mie venues have ended.

Nagasaki venue: April 24, 2025 – July 6, 2025

Next venue planned is Fukushima.



©Studio Ghibli



© 2022 Hayao Miyazaki
/Studio Ghibli

Studio Ghibli ②

■ Ghibli Park and Ghibli Exhibition

Behind-the-scenes explanation through numerous production documents of the works of Director Goro Miyazaki and how Ghibli Park was born.

Nagano, Aichi, Kumamoto, Hyogo, Yamaguchi, Kochi, Niigata, Tokyo, and Aomori venues have ended.

Last venue Okayama runs until May 11, 2025.



© Studio Ghibli © Kanyada

■ Isao Takahata Exhibition -The Man Who Planted Japanese Animation

How did a director who didn't draw pictures create an animation that will go down in history?

This exhibition reveals the process through interactions and collaborations with other creators.

June 27, 2025 – September 15, 2025 at Azabudai Hills Gallery

This exhibition is scheduled to open in Paris, France, in October 2025.



© ZUIYO
© Akiyuki Nosaka /
SHINCHOSYA,1988

■ Toshio Suzuki and Ghibli Exhibition

Producer Toshio Suzuki of Studio Ghibli also focuses on films and books he encountered along the way to unveil the secrets behind Studio Ghibli works.

April 25, 2025 – June 29, 2025 at Nagano Prefectural Art Museum

Next exhibition starts July 12, 2025 at Expo 2025 Commemorative Park Stadium.

© 2022 Hayao Miyazaki/
Toshio Suzuki



Joe Hisaishi Royal Philharmonic Orchestra Special Tour 2025

Composer, conductor, and pianist Joe Hisaishi, Composer-in-Association for the UK's Royal Philharmonic Orchestra, will perform in Japan with the orchestra. The tour will feature a film concert titled “Studio Ghibli Film Concert Tour Final at Tokyo Dome,” where music composed by Joe Hisaishi for Director Hayao Miyazaki's films will be performed alongside the films' visuals, as well as an orchestra concert at Suntory Hall titled “Orchestra Concert at Suntory Hall,” which includes nine programs that showcase new pieces like “Harp Concerto” and the symphonic suite “The Boy and the Heron.”

Studio Ghibli Film Concert Tour Final at Tokyo Dome
July 16 (Wed) and 17 (Thu), 2025 at Tokyo Dome

Orchestra Concert at Suntory Hall
July 24 (Thu) and 25 (Fri), 2025 at Suntory Hall, Tokyo



(C)1997 Hayao MiyazakiStudio / Ghibli, ND

Events Business ②

“Annie”—A Musical Brought to You by Marumiya Corporation Runs April 19 (Sat) – May 7 (Wed) ※Tokyo shows: New National Theatre, Middle Theatre

This is the 40th year since Nippon TV started organizing this musical that was born on Broadway and is loved throughout Japan. A story of love and miracles about a girl named Annie who never gives up hope, even in uncertain times. After the Tokyo shows, it will tour Ueda, Osaka, Kanazawa, and Nagoya from August 2 to 31.



hyoen 2025

Runs July 5 (Sat) – July 7 (Mon) at Yokohama Arena (Kanagawa Prefecture)

“hyoen” is an ice show that blends Japanese culture with figure skating. Back for its fourth installation, renowned director Yukihiro Tsutsumi will make his debut as an ice show director. Based on the Legend of Ura, the inspiration behind “Momotaro,” the show features Daisuke Takahashi and Takahisa Masuda (NEWS) as co-stars.

Movie Business

In FY 2024, “Detective Conan: The Million-Dollar Pentagram” was the top-grossing film of the year.

“Kingdom 4: Return of the Great General” secures the top spot for live-action box office earnings!

In FY 2025, Mamoru Hosoda's latest film “Scarlet” is scheduled for global release.

2025 promises a diverse lineup. The 28th installation of the “Detective Conan” series, “Detective Conan: One-Eyed Flashback” that was released in April was a massive hit.

In August, the live-action adaptation of “A Place in the Kinki Region,” a chilling horror novel with over 22 million page views and 400,000 copies sold, is scheduled for release. Additionally, in winter, “Scarlet,” the latest work by Director Mamoru Hosoda and Studio Chizu (known for the anime “Belle:

The Dragon and the Freckled Princess,” which grossed ¥6.6 billion) will be released with Sony Pictures Entertainment in charge of its global distribution. In FY 2025, we will aim to propel Nippon TV films to the global stage.



© 2025 film “About a Place in the Kinki Region”
(unofficial English title) Production Committee



© 2025 Studio Chizu



©2025 Gosho Aoyama/DETECTIVE CONAN COMMITTEE

Apothecary Diaries

Even its 2nd season, which started in April 2025, enjoys solid viewer ratings that match “Frieren: Beyond Journey’s End” and ranks No. 1 in all the major streamers. As Maomao goes missing, all the previous incidents link together and the poison that has been quietly circulating in the inner court finally reveals its true nature. What is the truth that will be exposed?

I Left My A-Rank Party to Help My Former Students Reach the Dungeon Depths!

A streaming dungeon fantasy set in a world where magical tools (Artifacts) allow users to livestream their adventures in real time. The second installation began in April, with new members joining the protagonist Yuke's party, Clover. Together as friends, they tackle the mysteries of a new dungeon. This title has maintained strong ratings and consistently ranks in the top 10 on various streamers, steadily gaining fans.

New Titles Starting April 2025 and July 2025

Mobile Suit Gundam GQuuuuuuX

The latest installation in the Gundam series, produced by khara and Sunrise, premieres on Nippon TV in April. Ahead of the TV series broadcast, a theater-exclusive version titled “Mobile Suit Gundam GQuuuuuuX -Beginning-” featuring some episodes rebuilt for the big screen, has grossed over ¥3 billion at the box office. The series is gaining support from a wide age range, including younger generations and those who watched “Mobile Suit Gundam” in real time.

Tougen Anki

Popular weekly manga series “Tougen Anki” is serialized in Weekly Shonen Champion and is popular particularly among Gen Z. It is being adapted into an anime that hits the airwaves in July on 30 Nippon TV affiliate stations.



©Natsu Hyuuga/Imagica
Infos/The Apothecary Diaries
Production Committee



©Kosuke Unagi/Super
Zombie/Kodansha/Clover
Project



©Sotsu/Sunrise



©Yura Urushibara (Akita Publishing Co.,
Ltd./Tougen Anki Production Committee

Global Content Rollout

Establish a new overseas hub and production studio geared for the global market to bolster our global content distribution framework.

- We will establish Gyokuro Studio to expand our overseas distribution of entertainment shows. By co-creating with internal and external top creators and production houses, we will aim to develop and produce global hits.
- We will establish a business hub, Nippon TV LA, in Los Angeles, USA to drive content and IP sales in North America, expand alliances with local distribution studios, and build local production capabilities. As part of this initiative, Nippon TV is entering a strategic partnership with Blue Ant Studios, a Canadian-headquartered international studio and rights business, to advance joint sales and co-developments.

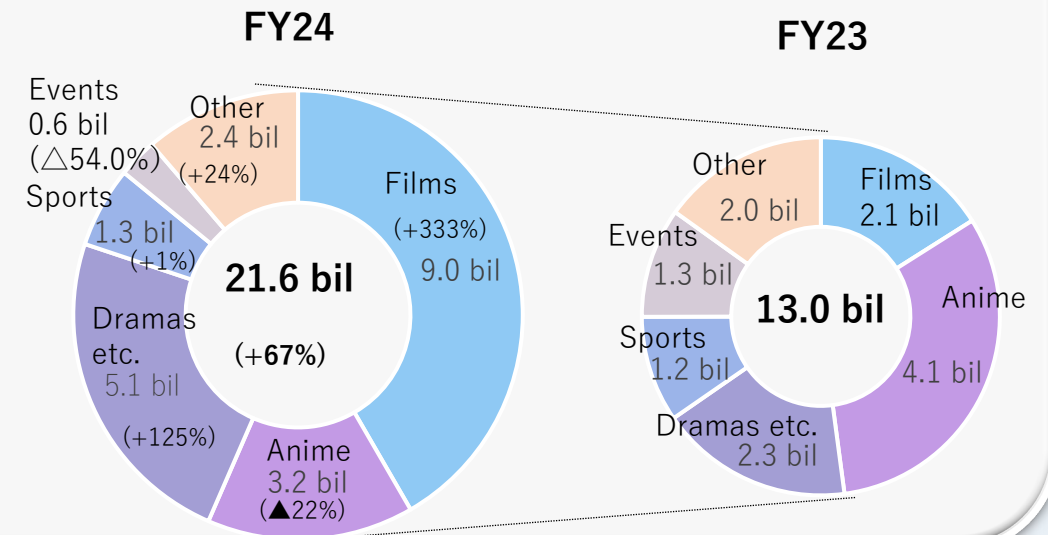
A string of Nippon TV drama remakes in Southeast Asia being aired and streamed.

- “Mr. Hiiragi’s Homeroom,” aired in 2019, has been remade in Thailand and debuted on major streamer True ID in March 2025. The same title also hit the airwaves in Malaysia in October 2024, a testament to its growing popularity in the Southeast Asian remake market.



Thailand version of “Mr. Hiiragi’s Homeroom”

International Sales



A Nippon TV show spawns a new-generation J-pop boy band!

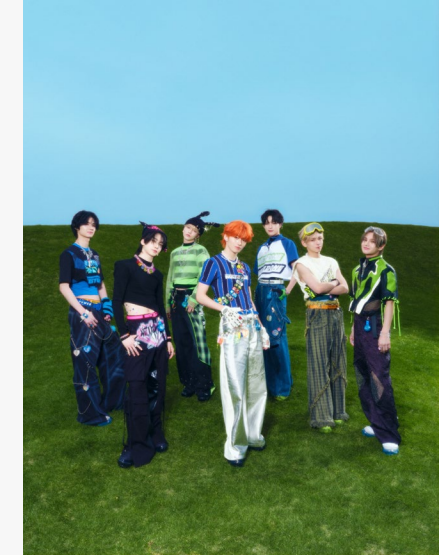
●aoen

Produced by YX Labels, a label under Hybe Music Group (represents BTS and Seventeen), this audition program debuted on Saturday, February 15. It follows 11 runners (audition participants) aged 15 to 22 as they stand on the starting line of their dream of making a debut. Putting their limits to the test, they compete against and encourage each other as they race toward their goal. Over 500,000 votes were cast by viewers to determine who will debut, with the results becoming quite the talk of the town after being announced live on “DayDay.”

The newly-formed group, aoen, is set to debut on June 11 with their single “The Blue Sun.” Keep an eye out for these artists as they take the Japanese music scene by storm.

●T.N.T

T.N.T was spawned from XY, a 14-strong boy band that singer Yuya Tegoshi joined as a new member. Tegoshi leads rock band T.N.T, known for its powerful performances, and was a major hit at the DayDay. SUPER LIVE 2025 event held in April



Various music events that only Nippon TV can deliver.

● D.U.N.K.

SKY-HI and Nippon TV present D.U.N.K.—a large-scale music project. This third edition of D.U.N.K. took place over two days in January 2025 at K Arena Yokohama and has created a new movement in the music scene. Fans were thrilled by the rap and dance collabs exclusive to D.U.N.K.



● Kakeagaru! (direct translation: Run Up!)

“Abekobe no Danshi ga Matsu Heya de” (direct translation, unofficial title: In the Room Where Boys Who Are Opposites Wait) aired in 1H FY2024. Inspired by the show’s hosts Shori Sato (timelesz) and Juri Tanaka (SixTONES), 26 junior members of STARTO ENTERTAINMENT joined “Kakeagaru!”, an event linked to the show. They split into two teams and competed to entertain various guests of the event. It also featured live performances by the juniors and entertainment show elements, delighting the fans who gathered at Pia Arena MM.



● DayDay. Super Live 2025

Morning information show “DayDay.” hosted a live event in April 2025. It was the second installation and was expanded to three days for an even bigger and better experience. Macaroni Empitsu, The Rampage, &Team, and other illustrious artists with deep connections to the show gathered for a special live music event.



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April 2025 Programming Improvements

Proactive improvements to Nippon TV's timetable to make it *waku waku*—a feeling of excitement.

To ensure that Nippon TV remains trusted, loved, and above all, seen by our viewers as entertaining even a decade from now, we will implement program lineup improvements for the April 2025 season. We will revamp our schedule significantly and aim to win overwhelming support from all generations through both broadcasting and streaming.



A new fiscal year that makes you *waku waku*.
A new lifestyle that makes you *waku waku*.
New shows that make you *waku waku*.

If you want to make someone *waku waku*, you need to *waku waku* yourself.

That is why we are transcending the boundaries of Nippon TV as it was.
We are bravely stepping into a new cycle to create content that remain entertaining even after a decade.

Come on, check it out.
See if it makes you *waku waku*.

Established a new category, Morning Time (all days, 7:00 – 10:00)!

Nippon TV will establish a new category, Morning Time, to focus on live infotainment shows that reflect current consumer trends. Accordingly, we will no longer list Non-Prime Time (All Day minus Prime Time).

April 2025 Programming Improvements

Proactive improvements to Nippon TV's timetable to make it *waku waku*—a feeling of excitement.

Regular programs that you want to tell someone about the next day or enjoy with your family—we will proactively line them up for you!

* The show and segment titles below are direct translations and/or unofficial (TBD).

New Wednesdays at 20:00

Chidori vs Kamaitachi

👉 The hosts poke fun at the interesting ideas presented by celebrities. You're sure to laugh once every ten seconds!

Slot extended Saturdays at 5:55

Shuichi

👉 Hit Sunday show "Shuichi" is now also on Saturday mornings for 3.5 hours, live! A happier start to your weekends!

Slot extended Saturdays at 20:00

Question for 100 Million People

👉 After over 20 years, the show is moving from Wednesday evenings to Saturday evenings at 20:00. Popular segments such as "Darts Journey" and "All-Night Bar Hopping Journey" will be even more exciting!

Slot extended Saturdays at 22:00

with MUSIC

👉 Nippon TV's full-fledged music show is moving to Saturday nights at 22:00! Staged to casually bring out the charms of the artists' songs and conversations!

New Saturdays at 23:30

Saku Saku Him Him ☆Favorites Shower the Night☆

👉 Two hit celebs with diverse interests engage in a radio-style talk show and discuss their various favorites.

New Sundays at 21:00

Golden SixTONES

👉 Welcome the guests with games and quizzes! Get to know their true colors and unexpected sides! We'll bring a breath of fresh air to Sunday nights to reach a vast demographic!

One-Offs and Live Sports Broadcasts for 2025

Festive content that only Nippon TV can deliver, also lined up for 2025!

May 2 (Fri)

Friday Road Show

The Boy and the Heron

Airs for the first time ever!

Director Hayao Miyazaki's depiction overlaps with his youth in this autobiography-esque adventure fantasy. Airs uncut for the first time!



July

Double Impact (direct translation, title TBD)


Stand-up meets sketch! A battle for the No. 1 two-way comedian!

Brought to you by Nippon TV and Yomiuri Telecasting, a new comedy battle! Who will be the star comedian for the new era who can captivate with stand-up AND sketch?



FY 2024 Viewer Ratings

April 1, 2024 – March 30, 2025

	Individual	Core Target
All Day (6:00 – 24:00)	 3.4	 2.4
Prime Time (19:00 – 23:00)	 5.0	 3.9
Golden Time (19:00 – 22:00)	 5.3	 4.1
Non-Prime Time (All Day minus Prime Time)	 3.0	 2.0
Platinum Time (23:00 – 25:00)	 2.3	 1.8

 1st  2nd

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Streaming Business: HJ Holdings (Hulu in Japan)

(Millions of yen)	Net Sales	Operating Loss
FY 2024	32,627	△1,962

Factors such as the decrease in subscribers led us to review the value of our content and record impairment losses. We increased capital in anticipation of improvements due to the implementation of a new management plan.

4Q Topics

■Audition Show “No No Girls” a Big Hit

Produced by Chanmina, girls group audition show “No No Girls” was a big hit.

The audition show and final judging event “No No Girls THE FINAL” were made available as TVOD in their entirety.



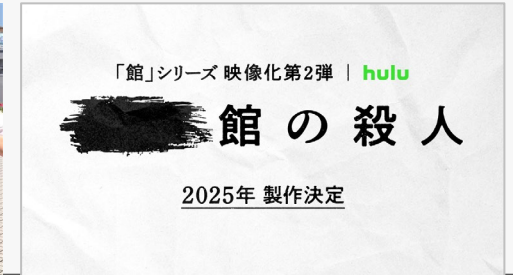
FY 2025 Also Promises Lots of Powerful Original Content

■First-time live-action adaptation of Takako Shimura's original work, “Even When We're Adults”

■Produced by Nippon TV announcer Reina Ichiki, “Let's Go Up the Hill and Talk” is a travelogue featuring the three captains of three girl groups from the Sakamichi Series

■Season 4 of travelogue "Kasuga Location" (direct translation, English title TBD) produced by Kasuga

■"The Decagon House Murders," the #1 hit Hulu original drama in FY 2024, is slated for a much-anticipated second installment



Streaming Business: TVer (AVOD)

TVer Highlights

- Total app downloads: over 85 M
- Approximately 800 programs from all broadcasters streamed
- Unique browsers: Jan: 41.2 M ※A TVer historical high

Catch up views: Mar: 492 M ※3rd highest in TVer history

Entertainment shows and dramas remain strong. Thanks to large-scale sports content during the year-end and New Year's season, January surpassed August 2024, which boasted the Paris Olympics. January broke the historical high for monthly unique browsers.



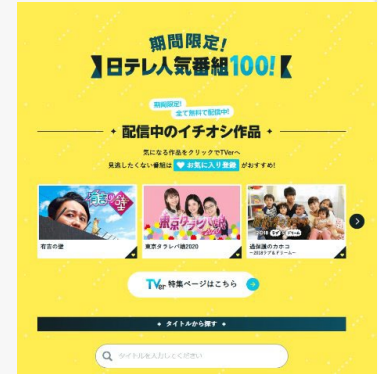
※Video research calculation

Nippon TV Initiatives

- March monthly views were 120 M (Nippon TV historical high)
 - Regular entertainment shows grew 70% YoY
 - January cour dramas were strong, such as “The Hot Spot” (average 2.19 M views per episode)
 - Nippon TV 100 Hit Shows! project (stream 100 Nippon TV drama titles)

⇒ Strategically released content during the busy advertising season. Achieved highest monthly ad sales ever.

- Special live streaming of large-scale sports events got highest-ever views
 - Hakone Ekiden marathon relay ... 690k unique browsers (+34% YoY)
 - High school soccer final match ... 640k unique browsers (+93% YoY)
 - Professional baseball opening game (Yomiuri Giants vs Yakult Swallows)
 - ... 190k unique browsers (+106% YoY)



Stock Repurchase and Cross-shareholding Reduction

Overview of Forecast and Financial Results

Content Strategy

Programming Strategy

Digital & Streaming

Strategic Investment Trend

Reference Materials

Capital and Business Alliance with KANAMEL Inc.

- We acquired a portion of shares of KANAMEL Inc. (hereinafter “KANAMEL”), making it an affiliate accounted for by the equity method and entering a capital and business alliance.
- KANAMEL has won numerous awards in Japan and overseas for its advertising videos and film and television productions, and has an excellent track record in creative production.
- Through this partnership, we will accelerate the establishment of a content production system that can compete on the global stage, expand our IP business, and strengthen our ability to produce story content for overseas markets.

Group profile: Sales: ¥74 B, 1,786 employees

Group companies: 25 domestic and overseas companies

Main businesses:

Film production: 1. No. 1 share in the advertising film market
2. Numerous awards for entertainment content

AOI Pro.



Consulting: 1. Offers most upstream strategic consulting
2. Ongoing consulting to maximize customer experience through the power of design



Feature Film "Shoplifters"
©2018 "Shoplifters"
Production Committee



Feature Film "1ST KISS"
©2025 "1ST KISS"
Production Committee

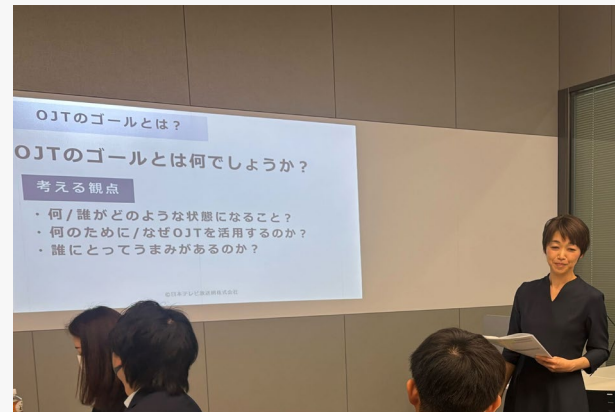


Central Japan Railway TV
Commercial Series

(as of December 2024)

Spin-Off Nippon TV HR (Human Resources Business)

- Spin-off of Nippon TV HR, a human resources business that Nippon TV nurtured as a new business, on May 1, 2025. Responding to the growing demand from companies to develop their human resources, we are strengthening our capabilities in this field through our new company, NTV Human Resources Research Institute, Inc.
- Following a preparatory period, the new company is scheduled to commence operations on August 1, 2025.
- Leveraging Nippon TV's expertise in video creation, we will develop and provide educational content tailored to the challenges and goals of each company. In addition, we will offer specialized solutions to address human resource issues such as recruitment and training.
- We will accelerate the growth of this business by actively recruiting personnel with expertise and experience in the field of human resources.



0テレHR

Audire (Apparel Business by Announcers)

- Audire, an apparel business launched and operated by Nippon TV announcers, increased its sales by 106% YoY and is growing steadily.
- Cooperating and collaborating with external companies like ANA, VERY, YANUK, and pionunnal on merchandise sales, as well as launching and running Audire Lab—a community for loyal customers, Audire is expanding its businesses in multiple directions.
- Audire offers high-quality clothing designed for women who work, manage household chores, and/or raise children, with a focus on functionality, comfort, and a beautiful silhouette when worn, resulting in a rapid increase in repeat customers.



Stock Repurchase and Cross-shareholding Reduction

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Segment Results

(Millions of yen)

	Net Sales			Segment Profit		
	FY2023	FY2024	Change	FY2023	FY2024	Change
Media Content Business	393,567	431,120	37,552	38,552	52,190	13,680
Life and Health Related Business	26,456	26,755	299	538	187	△351
Real Estate-Related Businesses	11,207	11,530	323	4,301	4,445	144




Movie Lineup For FY2025 ①

★ = Co-organized with Nippon TV
○ = Nippon TV is an investor in the film
■ = Nippon TV is lead organizer

Date	Title	Distributor	
Friday April 18 th	■ Detective Conan: One-eyed Flashback	TOHO	 ©2025 青山剛昌／名探偵コナン製作委員会
Thursday May 1 st	★ True Beauty: The Movie Part 2	SONY	 © 映画 「女神降臨」 製作委員会
Friday May 23 rd	■ Unforgettable	SONY Nikkatsu	 ©2025 映画「父と僕の終わらない歌」製作委員会

Movie Lineup For FY2025 ②

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■ = Nippon TV is lead organizer

Date	Title	Distributor	
Friday June 27 th	■ Anpanman: Chapon's Hero !	TOKYO THEATRES	 ©やなせたかし／フレーベル館・TMS・NTV ©やなせたかし／アンパンマン製作委員会2025
Friday August 8 th	★ About a Place in Kinki Region (working Title)	Warner Bros.	 ©2025 「近畿地方のある場所について」製作委員会
Friday October 7 th	★ Strawberry Moon	Shochiku	 ©2025 映画「ストロベリームーン」製作委員会