



NIPPON TV HOLDINGS

FY2025 1Q Financial Results

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Overview of Financial Results and Cash Allocation Policy

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Highest-ever Sales and Profit

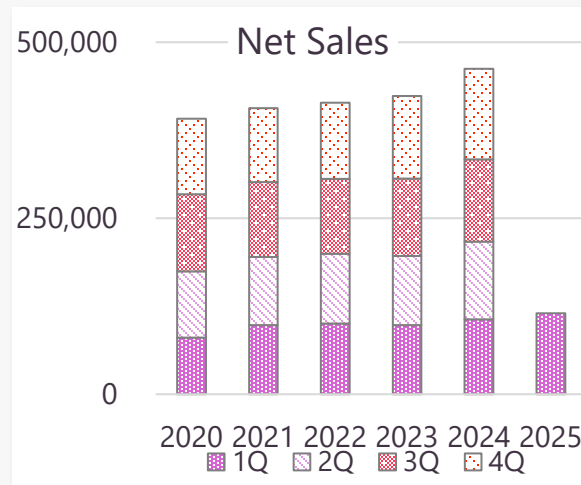
- Sales and profits both reached all-time highs.
- Nippon TV recorded growth in both sales and profit, supported by robust advertising and Events/Content Business revenues.
- Time ad sales for regular programming increased year-on-year. Additionally, both spot and digital ad sales saw significant increases.
- Anime-related companies reported strong sales performance.
- Fashion e-commerce operator la belle vie recorded increased sales and profit, successfully turning profitable.

Nippon TV HD: Consolidated Financial Results

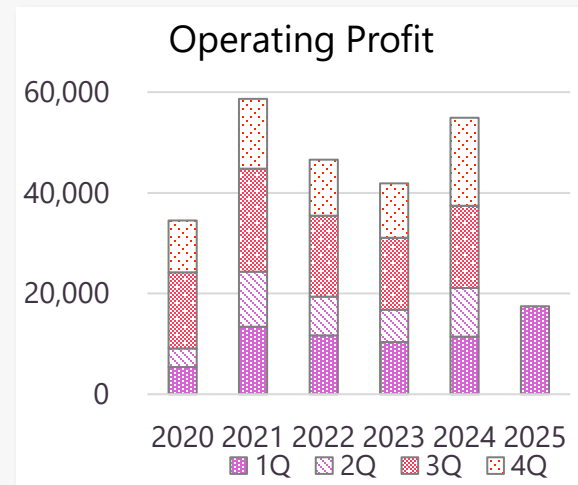
(Millions of yen)

	FY24 1Q	FY25 1Q	YoY	Change
Net Sales	106,087	114,649	8,561	8.1%
Operating Profit	11,438	17,475	6,037	52.8%
Recurring Profit	13,586	21,826	8,240	60.6%
Net Income attributable to owners of the parent	10,757	14,788	4,031	37.5%

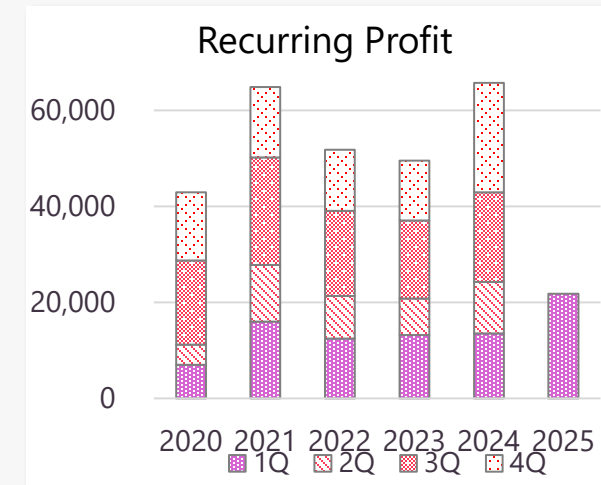
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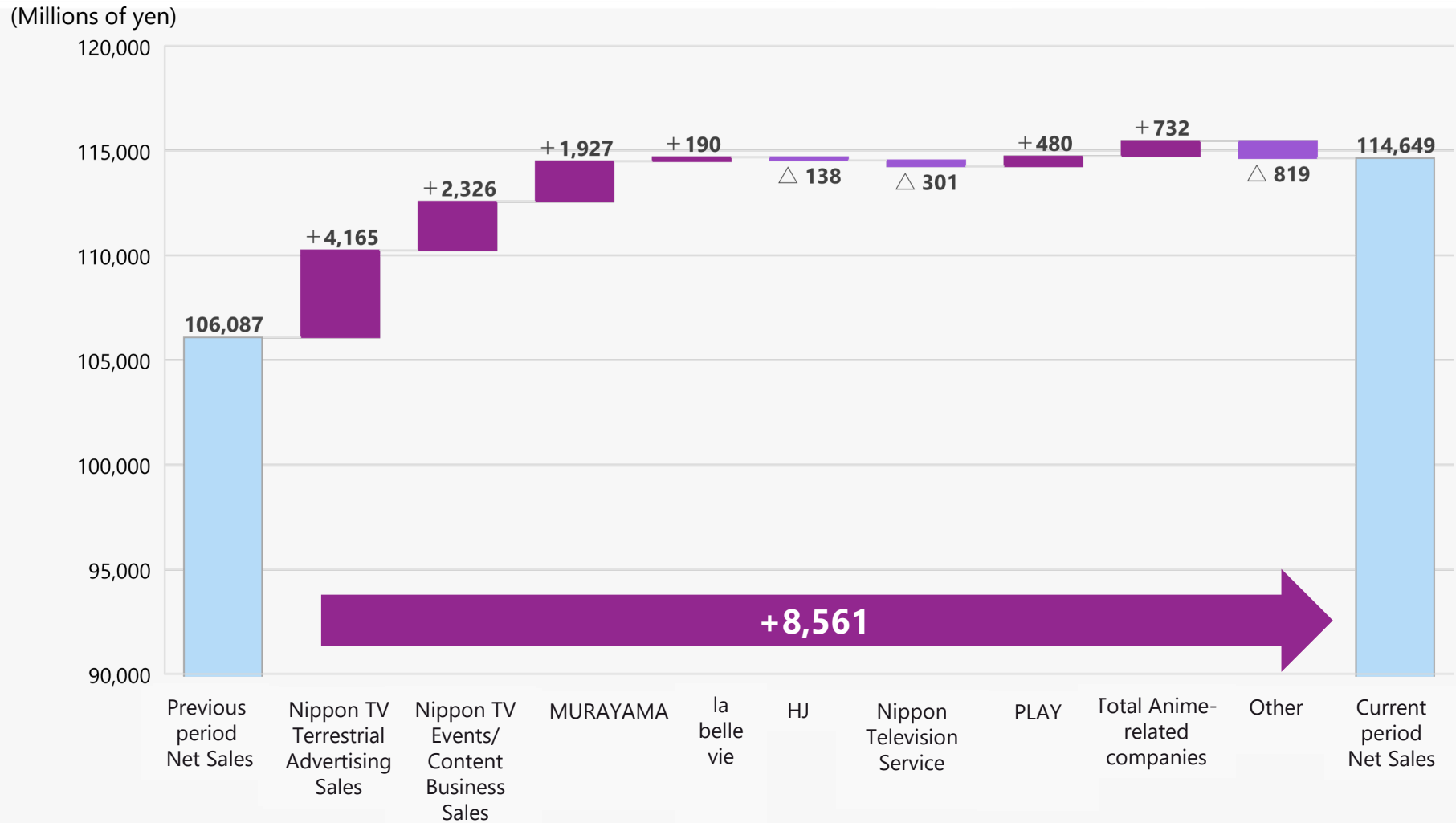
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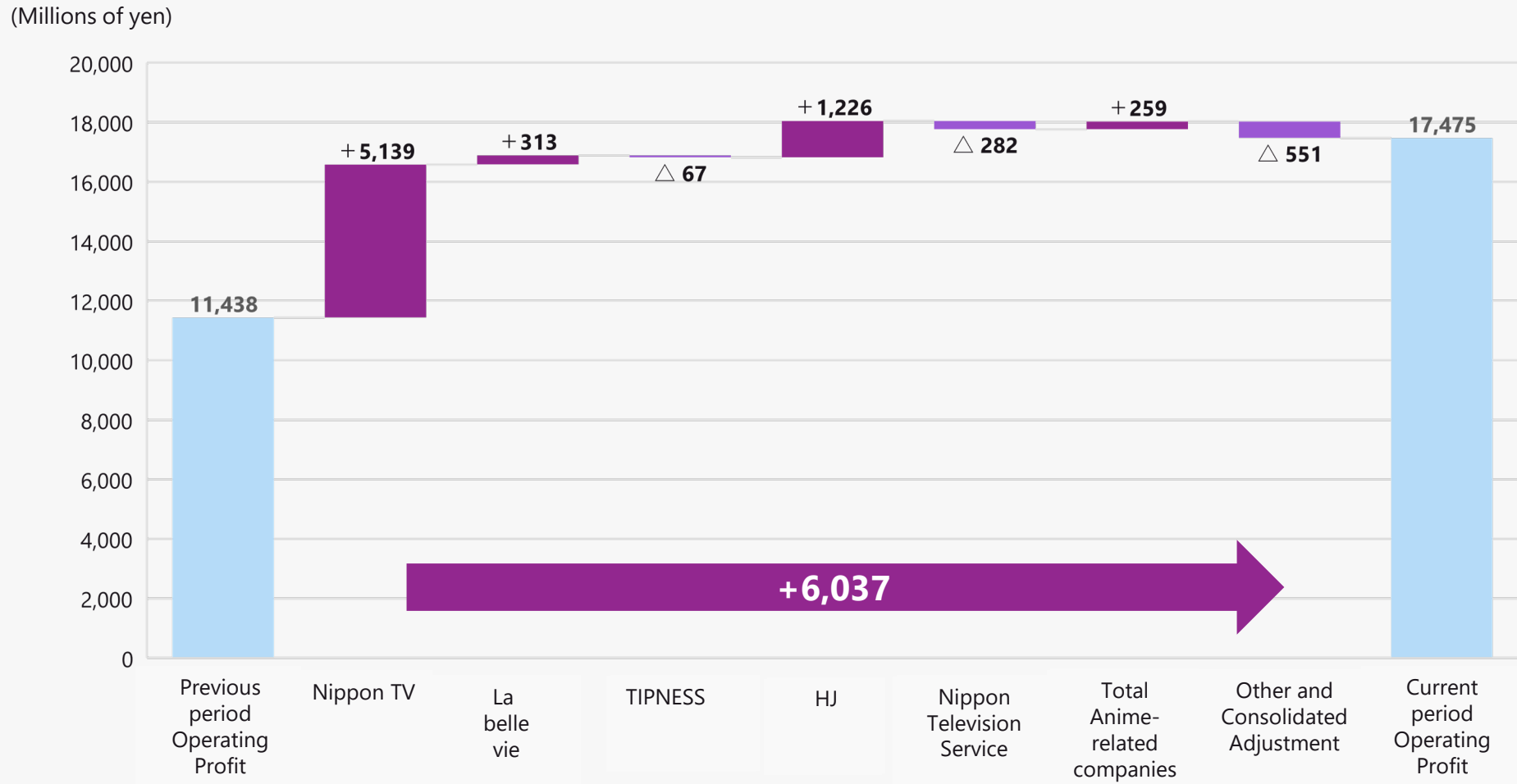
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Net Sales YoY Change Components



Operating Profit YoY Change Components

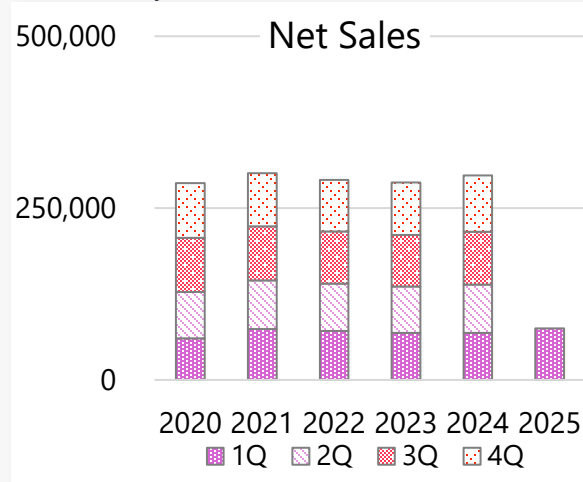


Nippon TV : Financial Results

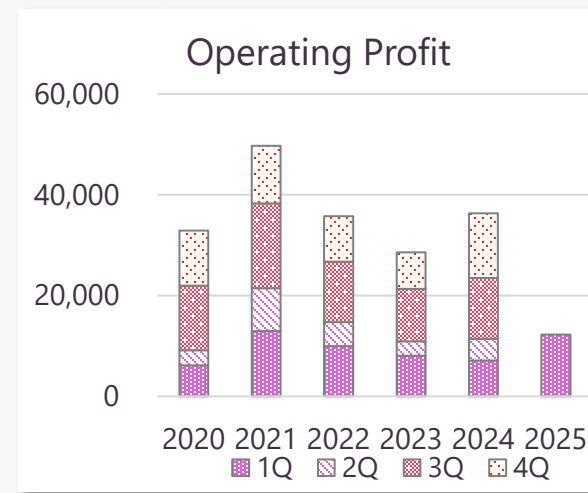
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	FY2024 1Q	FY2025 1Q	YoY	Change
Net Sales	68,486	75,001	6,514	9.5%
Operating Profit	7,116	12,255	5,139	72.2%
Recurring Profit	9,527	14,357	4,829	50.7%
Net Income	9,746	9,954	207	2.1%

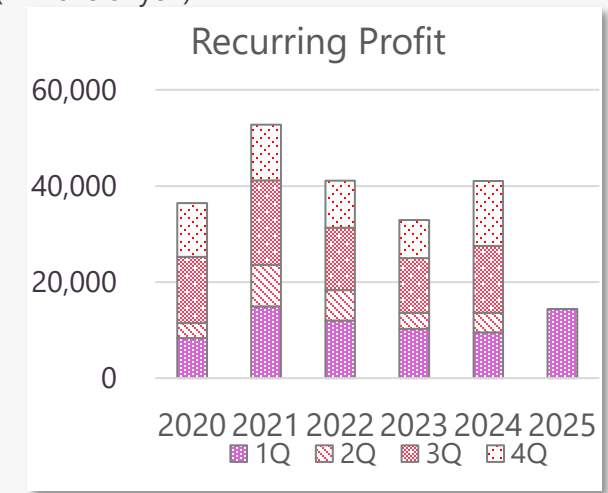
(Millions of yen)



(Millions of yen)



(Millions of yen)



Nippon TV's Advertising Revenue

(Millions of Yen)

	FY2024 1Q	FY2025 1Q	YoY	Change
Advertising Revenue	54,330	58,496	4,165	7.7%
Time	24,671	24,747	76	0.3%
Spot	27,880	31,198	3,318	11.9%
Digital Ad.	1,779	2,549	770	43.3%

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

FY2025 Advertising Revenue YoY

Time	change
April	△1.4%
May	1.7%
June	0.5%

Spot	Change
April	4.8%
May	16.6%
June	15.5%

Digital Ad.	Change
April	35.7%
May	23.9%
June	72.6%

Nippon TV: Net Sales and Cost of Sales

Net Sales	FY2024 1Q	FY2025 1Q	YoY	Change
Advertising Revenue	54,330	58,496	4,165	7.7%
Program Sales	2,708	2,718	9	0.3%
Events/Content Business Sales	10,667	12,994	2,326	21.8%
Real Estate Business	779	792	12	1.7%
Total	68,486	75,001	6,514	9.5%

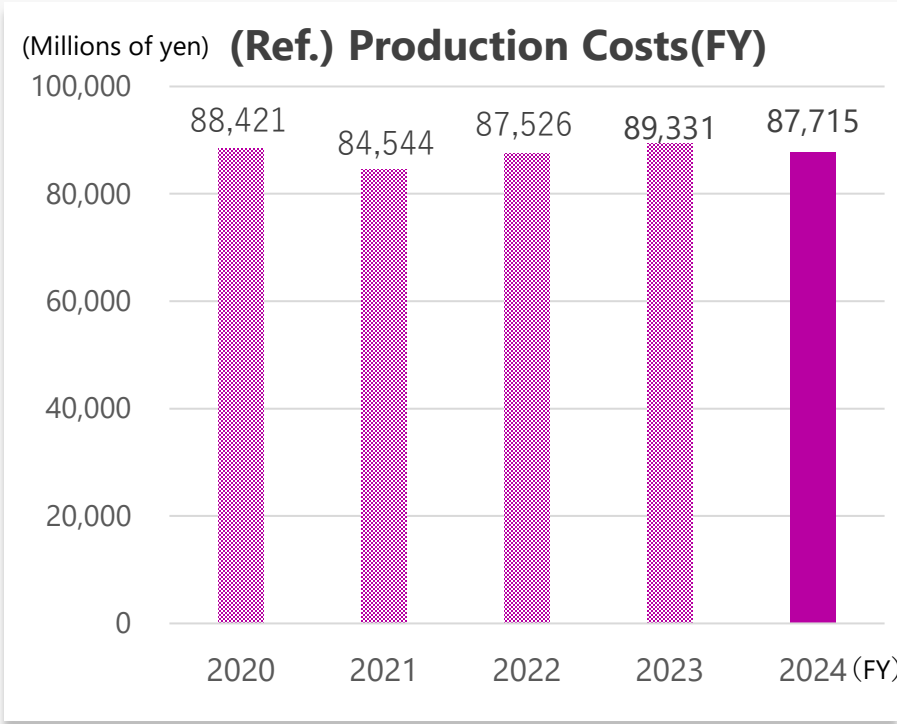
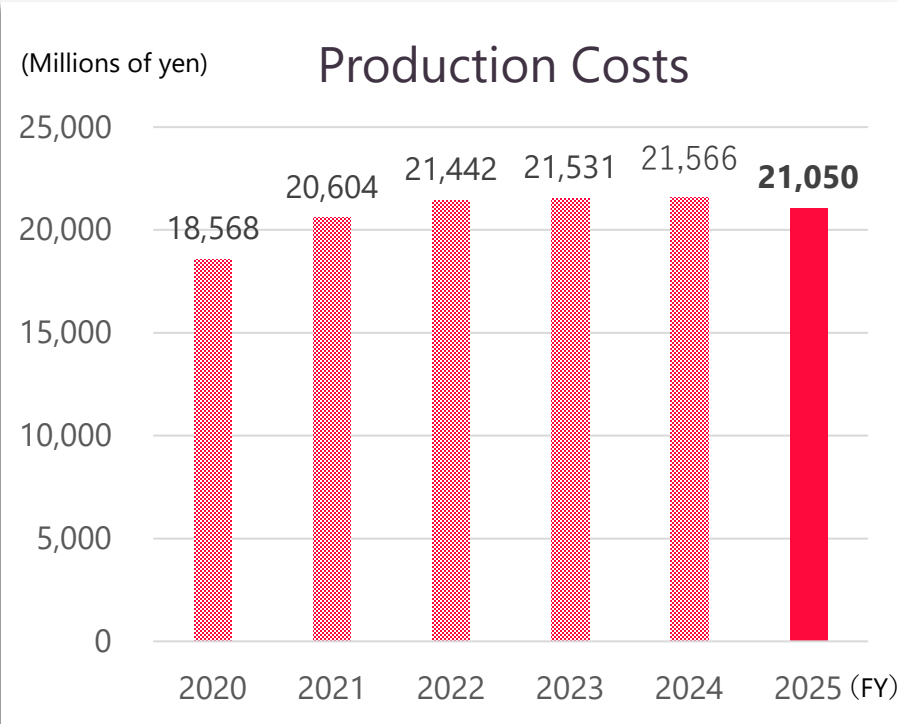
Cost of Sales	FY2024 1Q	FY2025 1Q	YoY	Change
Production Costs	21,566	21,050	△515	△2.4%
Personnel	5,624	5,451	△172	△3.1%
Depreciation and Amortization	2,204	1,921	△283	△12.9%
Events/Content Business Costs	10,067	11,827	1,760	17.5%
Others	21,909	22,496	587	2.67%
Total	61,370	62,745	1,375	2.2%

(Millions of yen)

Nippon TV: Production Costs

(Millions of yen)

FY2024 1Q	FY2025 1Q	YoY	Change
21,566	21,050	△515	△2.4%



Nippon TV: Events/Content Business Sales and Balance

(Millions of yen)	Sales		Balance	
	FY2025 1Q	Change	FY2025 1Q	Change
Anime	1,660	8.3%	779	18.8%
Movie	934	△14.0%	530	△26.1%
Music & Artist Center	1,151	81.8%	205	409.6%
Events	1,729	109.7%	236	1,421.3%
Retail Business	2,054	15.8%	132	231.4%
Overseas Business & Streaming Business	565	107.7%	402	104.1%
Content Business	725	91.8%	239	—

* 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.

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

Group Companies : Net Sales and Operating Profit

FY2025 1Q

(Millions of yen)

	BS Nippon Corp.		CS Nippon Corp.		Nippon Television Music Corp.		VAP Inc.		TIPNESS Limited		MURAYAMA INC.	
Net Sales	4,430	2.8%	2,255	△1.0%	2,271	14.4%	1,696	7.6%	6,683	2.7%	5,087	61.0%
Operating Profit	606	2.0%	△1	—	600	33.3%	255	△9.8%	△309	—	△121	△5.6%

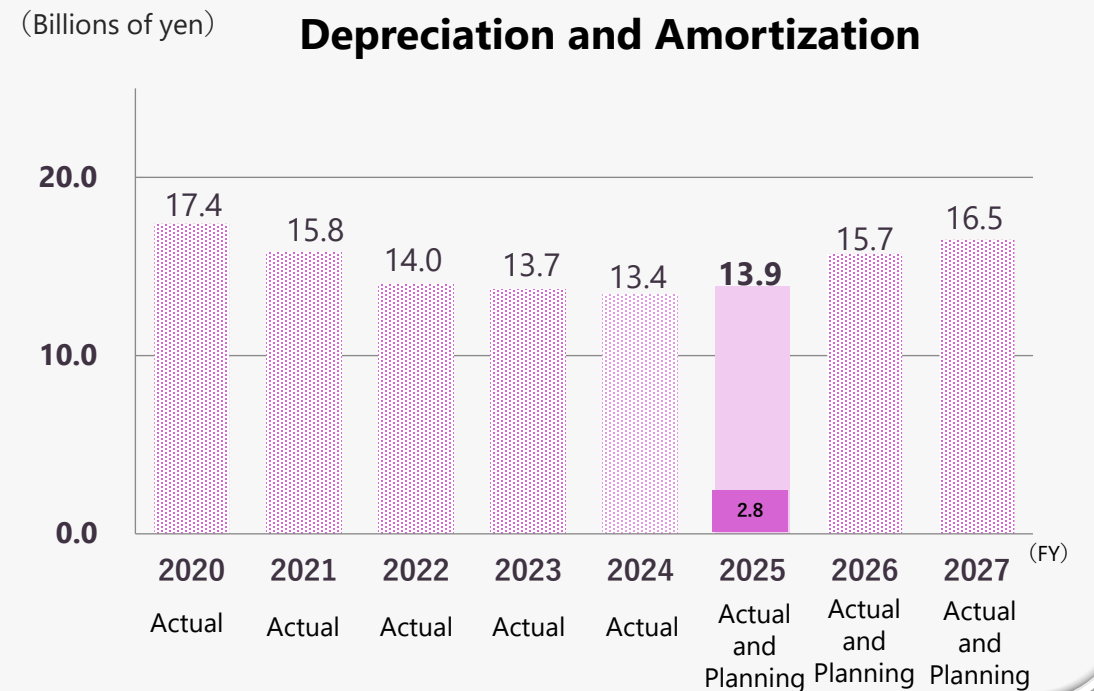
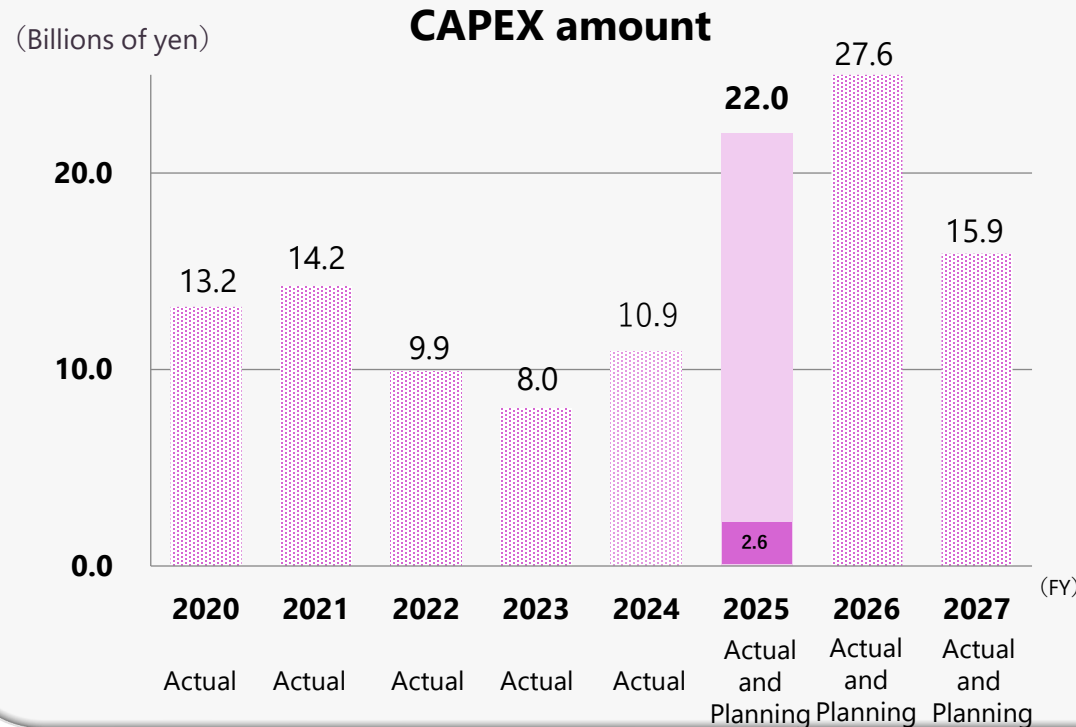
	Nippon Television Service Inc.		TATSUNOKO PRODUCTION Co., Ltd.		HJ Holdings, Inc.		ACM CO., Ltd.		PLAY,inc.	
Net Sales	1,727	△14.8%	586	261.9%	7,997	△1.7%	1,232	3.3%	2,537	23.4%
Operating Profit	73	△79.3%	△52	—	1,244	6,866.4%	189	△11.9%	485	56.9%

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 1Q	2.6	2.8



Consolidated Forecast and Dividend Forecast (As of May 8th)

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%

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.



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Studio Ghibli ①

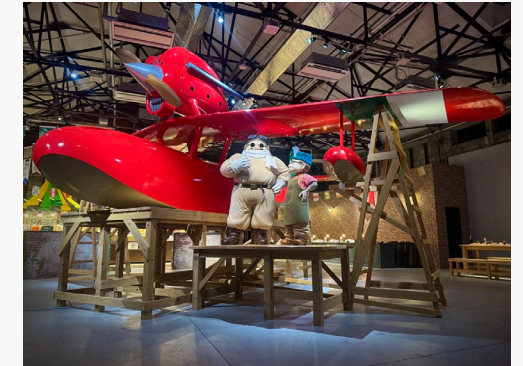
■ Studio Ghibli 3D Architecture Exhibition

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

The 3D Architecture Exhibition, which began in 2003, marks the origin of Studio Ghibli's full-scale exhibitions and has evolved significantly—returning to Tokyo for the first time in 22 years.

The exhibition also features the iconic seaplane Savoia S-21 from *Porco Rosso*.

May 27, 2025 – September 23, 2025, at Tennozu Isle Warehouse TERRADA B&C Hall/E Hal



© 1992 Hayao Miyazaki/Studio Ghibli, NN

■ My Neighbour Totoro

Winner of 6 Laurence Olivier Awards, including Best Entertainment or Comedy Play.

Now running as an open-ended engagement at the Gillian Lynne Theatre in London's West End, starting March 8, 2025.

The show continues to attract strong daily attendance.



© 2022 Hayao Miyazaki/Studio Ghibli



© 1988 Hayao Miyazaki/Studio Ghibli

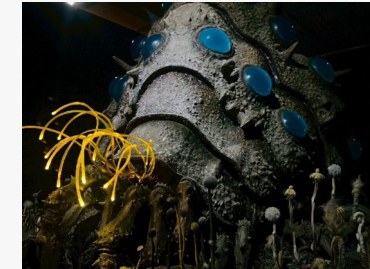
Studio Ghibli ②

■ Friday Road Show Ghibli Exhibition

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

Exhibitions in Tokyo, Toyama, Kyoto, Hiroshima, Akita, Mie, and Nagasaki have concluded. In Akita, Mie, and Nagasaki, the event set new attendance for local museums and art institutions.

The exhibition is currently being held in Fukushima through September 28 and will continue on Shizuoka and Oita.



©Studio Ghibli



■ 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.



© 1994 Isao Takahata
/Studio Ghibli, NH

■ Toshio Suzuki and Ghibli Exhibition

The exhibition also highlights films and books that Studio Ghibli Producer Toshio Suzuki has encountered over the years, offering insights into the secrets behind Ghibli's works.

July 12 – September 25, 2025, at Expo 2005 Commemorative Park Stadium



© 2022 Hayao Miyazaki
/Toshio Suzuki

Joe Hisaishi Royal Philharmonic Orchestra Special Tour 2025

Studio Ghibli Film Concert Tour Final at Tokyo Dome

The final performance of the world tour—which captivated audiences at iconic venues such as Wembley Arena in London and Madison Square Garden in New York—was held at Tokyo Dome.

The concert received an overwhelming response, with 1.18 million ticket requests for a total capacity of 130,000 across three shows.

July 16 (Wed) and July 17 (Thu), 2025 at Tokyo Dome

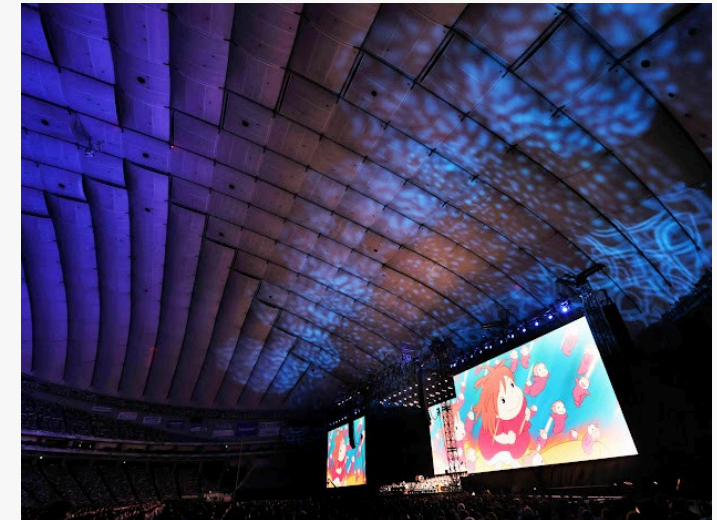
*Matinee and evening performances on July 17

Orchestra Concert

A concert featuring a rich program—including new pieces such as *Harp Concerto* and the symphonic suite *The Boy and the Heron*—was held in both South Korea and Japan.

July 21 (Mon) and July 22 (Tue), 2025 at LOTTE Concert Hall, Seoul, South Korea

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



(C) 2008 Hayao Miyazaki/Studio Ghibli, NDHDMT

CANNONBALL

Dates: August 10, 2025 (Sun) and August 11 (Mon)

Venue :Saitama Super Arena

A massive indoor summer music festival is born under the theme: "Enjoy the best music even in extreme heat!" Top artists will gather at one of Japan's largest indoor arenas! The event is also linked with Nippon TV's music program *with MUSIC*.

Aug 10 Creephyp / Saucy Dog / sumika / SixTONES / 10-FEET / Tokyo Ska Paradise Orchestra / 04 Limited Sazabys / Macaroni Empitsu / Maximum the Hormone / Ryokuoushoku Shakai

Aug 11 AiNA THE END / ano / imase / indigo la End / UVERworld / SKY HI / BE:FIRST / Hitsujibungaku / WANIMA / [SUPER LEGEND TIME] Eikichi Yazawa



HOKUSAI: The Mad Artist

Dates: September 13 (Sat) – November 30 (Sun), 2025

Venue: CREATIVE MUSEUM TOKYO, Kyobashi, Tokyo

Katsushika Hokusai, the legendary artist behind *Under the Wave off Kanagawa*, created over 30,000 works in his lifetime. This exhibition explores how his art laid the foundation for Japanese entertainment culture –including manga and anime—by highlighting elements such as speed lines, comedic scenes, and animation-style sketches. Visitors will experience the true essence of "Hokusai's doing," brought to life through original works created over 200 years ago.



***Detective Conan: One-Eyed Flashback* surpasses 10 Million viewers!**

Two viral story-inspired Films—*Kinki* and *Strawberry Moon*—hit theaters late summer!

Detective Conan: One-Eyed Flashback, released in April (still in theaters as of July 16), has topped ¥14.4 billion at the box office, setting a historic milestone in Japanese cinema by attracting over 10 million viewers for two consecutive years.

In August, the viral hit *About a Place in the Kinki Region*—a spine-chilling horror novel with over 23 million views and 700,000 copies sold—comes to life in the live-action film *Kinki*.

As urban legends, ghost stories, and paranormal phenomena whispered across the Kinki region converge on a “forbidden land,” director Koji Shiraishi, a master of mockumentary horror, teams up with Miho Kanno and Eiji Akaso to deliver an unforgettable horror experience.

In October, *Strawberry Moon* hits theaters. Based on the love story that went viral on TikTok and was dubbed “the most tear-jerking story of the Reiwa era,” the film is brought to life by screenwriter Yoshikazu Okada and director Mai Sakai



©2025 Gosho Aoyama / DETECTIVE CONAN COMMITTEE



©2025 “KINKI” Film Partners



©2025 “Strawberry Moon” Film Partners

Mamoru Hosoda's latest film, *Scarlet* will be released on November 21!

Four years after the 2021 blockbuster *Belle: The Dragon and the Freckled Princess* captivated audiences, the world now awaits *Scarlet*, the latest film from director Mamoru Hosoda and Studio Chizu.

Distributed by Sony Pictures Entertainment to over 106 countries and regions (excluding Japan), the movie follows a medieval princess, Scarlet, who fails to avenge her father's death and awakens in a mysterious world. There, she meets Hijiri, a nurse from modern-day Japan. Though complete opposites, their journey together makes them irreplaceable to one another.

Hosoda delivers a breathtaking animated epic, weaving a moving story through groundbreaking 3DCG animation techniques. Don't miss this extraordinary masterpiece.



Scarlet has been officially invited to the "Out of Competition" section of the Venice International Film Festival, one of the world's top three major film festivals.

Its world premiere will take place during the festival, held from August 27 to September 6.

With the U.S. release set for December 12 and simultaneous worldwide distribution, the film is poised to ignite excitement worldwide.



© 2025 Studio Chizu

Expansion of Anime Business

Four New Titles Starting July 2025

■ **Tougen Anki**

The popular original manga *Tougen Anki*, which has surpassed 4 million copies in circulation and is currently serialized in *Weekly Shonen Champion*, has been adapted into a TV anime. The classic battle story between the descendants of "Oni" and "Momotaro" is now airing across 30 Nippon TV network affiliate, following its premiere in July.

■ **The Summer Hikaru Died**

Ranked No. 1 in the Men's Category of *This Manga is Amazing!* (2023, published by Takarajimasha), this youth horror story has surpassed 3.5 million copies in circulation. The much-talked about work by rising star Mokumokuren has now been adapted into a TV anime!

■ **Turkey!**

An original anime from Tatsunoko Production's new label BAKKEN RECORD, featuring a completely new concept: "Bowling × Time Travel."

■ **Reborn as a Vending Machine, I Now Wander the Dungeon Season 2**

While serving as the main producer company, Nippon TV took on a new broadcasting scheme by airing the series not on its main network, but via TOKYO MX and BS Nippon TV. The first season gained both popularity and commercial success, and now the sequel aims to build even more excitement with the introduction of new characters and the start of a new chapter.



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



©Mokumokuren/KADOKAWA/The Summer Hikaru Died Partners



©BAKKEN RECORD, PONY CANYON INC./Turkey! Anime Production Committee



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

Global Business Expansion

● Establishment of GYUOKURO STUDIO, a new studio for global production

- We are strengthening our framework for the global rollout of unscripted content, aiming to create worldwide hits through co-creation with top in-house and external creators and production houses.
- We are also advancing branded content tailored to client needs and forming strategic partnerships with global platforms.
- As part of this initiative, we have established Nippon TV LA in Los Angeles, USA to drive content and IP sales in North America, expand alliances with local distributors, and build local production capabilities. In line with this, Nippon TV has entered a strategic partnership with Blue Ant Studios, a Canada-based international studio and rights business, to pursue joint sales and co-developments.



● Global rollout of in-house technology

- Our proprietary AI technology, viztrick AiDi, is a system which provides real-time analysis of video and audio content. Beyond broadcasting, it is being commercialized for broader application such as pedestrian flow and facial expression analysis, with potential across various industries.
- We showcased viztrick AiDi at NAB, the world's largest broadcast equipment trade show held in Las Vegas, USA in April 2025, and are scheduled to exhibit at IBC in Amsterdam this September.



Global Content Rollout

The Arabic adaptation of *Mother*, the 11th international remake, is now airing

• The Arabic adaptation of Nippon TV's drama *Mother*—its 11th international remake—premiered in May 2025 on MBC, the Middle East's largest television network. Set in Saudi Arabia, the 90-episode series explores the question, "What does it mean to be a mother?" and will air across the Middle East and North Africa, including the UAE, Egypt, and Qatar.

• Produced by Medyapim—the company behind the Turkish adaptation of *Mother*, distributed in approximately 50 countries and regions—the Arabic version is joined by a Middle Eastern remake of Nippon TV's hit drama *Woman*, set to launch this summer.

Countries and regions where the remake of *Mother* has been produced (as of July 2025)

①Turkey ②South Korea ③Ukraine ④Thailand ⑤China ⑥France ⑦Spain ⑧Mongolia ⑨Greece ⑩The Philippines ⑪Arabic-speaking region (Saudi Arabia)

⇒The most remade drama originating from Asia
(According to UK based research firm K7 Media)

< the Arabic version >



(c) MBC/Medyapim

< the Japanese version >



< Localized versions >

A Nippon TV Show Project Spawns a New-Generation J-Pop Girl Band!

●HANA

In April 2025, they made their major debut and simultaneously launched their first terrestrial TV show, *HANA-CHANnel*. Their debut single, "ROSE," topped various music charts, marking a remarkable breakthrough.



●Bi-ray

A four-member vocal girl group known for their "angelic voices spanning four octaves." All members competed on the singing competition show *Kashō-ō* (King of Singing), where YOSHIKI, serving as a special judge, highly praised their talent—leading to the formation of the group. In April, they performed a solo rendition of the U.S. national anthem before a Los Angeles Dodgers game, drawing significant attention.



Various Music Events That Only Nippon TV Can Deliver

● **BACK TO THE MEMORIES PART5**

The popular LDH group FANTASTICS stars in their own show, *FUN! FUN! FANTASTICS*. *BACK TO THE MEMORIES PART5* is the fifth installment of a special stage project linked to the show.

Held across 20 performances in five cities nationwide from June to July 2025, the production attracted over 40,000 attendees.



● **VS. Bullet Train at K-Arena Yokohama**

More than a decade since their debut, Bullet Train continues to gain momentum. In collaboration with Nippon TV, the group launched their very own TV show in April 2025.

To commemorate the show's premiere, a spectacular two-day kickoff event was held at K-Arena Yokohama, which also served as a public recording of the program.



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April 2025 Cour Individual Viewer Ratings

March 31, 2025 – June 29, 2025

	Individual	Core Target
All Day (6:00 – 24:00)	 3.2	 2.2
Prime Time (19:00 – 23:00)	 4.6	 3.6
Golden Time (19:00 – 22:00)	 5.0	 3.8
Morning Time (7:00-10:00)	 3.5	 2.6
Platinum Time (23:00 – 25:00)	 2.2	 1.6



1st



2nd

What is “Morning Time”?

To highlight the importance of the morning time slot—second only to prime time in PUT (People Using Television) for both individual and core target ratings—we have introduced a new category: “Morning Time.”

This aims to renew focus on the long-term value of live morning information programs, which are central to real-time viewership.

ONE-OFFS AND LIVE BROADCASTS FOR 2025

Must-see content only Nippon TV can deliver, lined up for Summer 2025!

August 30 (Sat) - 31 (Sun)

24-Hour Television: Love Saves the Earth

This year's theme: "Tell Me About Yourself"

Charity Partners: King & Prince, Jun Shison, Kazushige Nagashima, Minami Hamabe, Kiyoshi Hikawa, Yasuko *In Japanese alphabetical order

Main MCs: Shinya Ueda, Shinichi Hatori, Asami Miura (Nippon TV Announcer)



In September

All Japan HIGH SCHOOL QUIZ Championship 2025

Over 3,000 km of Total Travel Distance

Japan Archipelago Cross-Country: The Great Adventure Quiz Battle

Which school will emerge as the champion among 5,000 high schools nationwide!?

Personalities: SixTONES, Chocolate Planet, Shiori Sato

Main Announcer: Minami Ishikawa (Nippon TV Announcer)



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Streaming Business: Tver (AVOD)

TVer Highlights

- Approximately 800 programs from all broadcasters streamed
- Unique Browsers (UB): Apr 25.15M, May 25.06M, Jun 24.48M
Catch up views: Apr 400M, May 430M, Jun 430M
- Total app downloads: over 85M



Nippon TV Initiatives

- Entertainment Show Genre: 1st Place Among Commercial Broadcasters!
Over 118M total views (155% year-over-year growth)!
The new programs *Ninosan* and *Golden SixTONES* are performing strongly in terms of viewership.



Hits like *Monday Late Show*, *Girl's Barking Night* and *The Quest* are in top form!
Notably, *Girl's Barking Night* has surpassed 15.65 M views, and *Monday Late Show* has exceeded 10.25 M views!



- **Large-scale Entertainment Show: THE DANCE DAY**
Overall: Views 1.15M (115% year-over-year), UB 42,000 (110% year-over-year)
In addition to the main program, 22 original streaming videos were released featuring commentary on all performances.
A special edition was also released for the first time, showcasing behind-the-scenes footage of the halftime show.



*Calculated by TVer DATA MARKETING

Streaming Business: HJ Holdings (Hulu in Japan)

(Millions of yen)	Net Sales	Operating Profit
FY2025 1Q	7,997	1,244

Financial performance has significantly improved, driven by last year's impairment processing.
Based on the new management plan formulated in the previous fiscal year, various initiatives are being prepared.

■ The Hulu original story from April's drama *Murderous Encounter* became a major hit

The production team behind *Your Turn to Kill* and *Guilty Flag* reunited to create this completely original romantic mystery, *Murderous Encounter*.

After episodes 9 and 10 aired, Hulu released an exclusive original story, which generated significant buzz in tandem with the broadcast.



■ Developing new entertainment shows for the "Friday's EDGE" slot with Hulu

As part of the new management plan formulated in the previous fiscal year, Nippon TV is promoting the development of original unscripted programming.

A new entertainment show is being broadcast every Friday at 12:30 a.m. in the "Friday's EDGE" slot, in collaboration with Hulu.

The network has successfully launched Hulu-exclusive content such as *Sakurai- Shingo's Demon-scheduled Journey* and *Asuka Saito's Let's Have a Drink Tonight* (titles are direct translations; official English title TBD).



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Strategic Investment Trend

Reference Materials

Capital and Business Alliance with ViXion

- Through Spotlight LLC., a startup growth support company jointly established by Nippon TV and Hakuholdo Inc., we acquired a portion of shares in ViXion Inc. and entered into a capital and business alliance.
- ViXion is the first company in the world to launch autofocus eyewear that automatically adjusts focus and is expected to lead the industry.
- By 2050, an estimated 5 billion people—one in every two globally—will suffer from myopia, making vision-related issues a major social challenge.
- Through this partnership, we aim to address this issue and contribute to the development of a next-generation core industry.

Business Overview: Development, sales, and solution provision for electronic devices designed to assist individuals with visual impairments.

ViXion

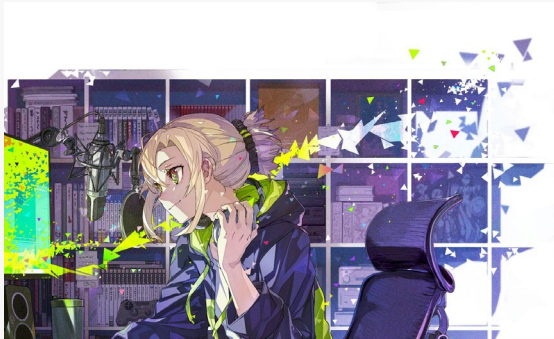


[ClaN Entertainment] Global Business

- On July 3, 2025, ClaN Entertainment Inc. officially launched its global business, announcing the start of a new VTuber project, IZIGENIA, as its first initiative. Alongside this, global auditions were opened to find individuals who will bring these characters to life.
- In addition, ClaN will expand its creator support business to international markets. Building on the success of its multi-channel network, C+ (C Plus) in Japan, ClaN will work alongside Sanrio to deliver comprehensive support for creators worldwide.

Global VTuber Project
IZIGENIA

- IZIGENIA is a VTuber project developed by ClaN, with global expansion at its core.
- Building on the legacy of manga, anime, and games, this initiative seeks to expand the global reach of Japanese culture through the creation of a new VTuber IP.



- Set to debut globally in 2026, the VTuber project is currently holding auditions. The key visual is by BUNBUN (the *Sword Art Online* series), with many other acclaimed creators involved.
- After launch, the project will be active on global platforms such as YouTube and Twitch, supported by ClaN in production, management, and streaming infrastructure.
- ClaN made its debut at the annual Anime Expo 2025 in Los Angeles, held from July 3 to 6. As one of the world's largest anime festivals celebrating Japanese pop culture, the event attracts over 400,000 visitors from around the globe.
- The booth featured exclusive on-site exhibits and real-time streaming events for global fans, drawing significant attention from local VTuber enthusiasts.

Overview of Financial Results and Cash Allocation Policy

Content Strategy

Programming Strategy

Digital & Streaming

Strategic Investment Trend

Reference Materials

Spot Sales : Industry- classified

	FY2024 1Q	Share	Change
1	Service	16.0%	△0.4%
2	Cosmetics/Toiletries	13.0%	16.0%
3	Telecom/Game	8.3%	△5.5%
4	Alcoholic beverages	6.1%	23.1%
5	Finance	6.1%	0.4%
6	Electrical equipment	4.8%	7.7%
7	Non-Alcohol	4.8%	△13.4%
8	Food <Dairy Products Seasoning>	4.7%	5.8%
9	Food <Processed, Health foods, etc.>	4.3%	18.2%
10	Pharmaceuticals	4.3%	5.6%

	FY2025 1Q	Share	Change
1	Service	18.3%	27.5%
2	Cosmetics/Toiletries	13.2%	14.0%
3	Telecom/Game	7.1%	△3.8%
4	Finance	6.7%	23.5%
5	Alcoholic beverages	6.0%	9.2%
6	Box-office/Entertainment	4.6%	25.9%
7	Pharmaceuticals	4.4%	13.9%
8	Non-Alcohol	4.2%	△1.0%
9	Electrical equipment	4.2%	△1.4%
10	Transportation equipment	4.1%	12.4%

Segment Results

(Millions of yen)

	Net Sales			Segment Profit		
	FY2024 1Q	FY2025 1Q	Change	FY2024 1Q	FY2025 1Q	Change
Media Content Business	98,478	107,000	8,522	11,007	17,257	6,250
Wellness Business	6,508	6,683	175	△213	△354	△140
Real Estate-Related Businesses	2,816	2,926	109	1,094	1,135	41