



0TEL

FY2022 1Q
Financial
Results

2022.07.29

Nippon Television Holdings, Inc.

FY2022 1Q Financial Results

FY2022 1Q Overview of Financial Results



This presentation may include forward-looking statements.

Actual results, however, could differ significantly as a result of various factors and circumstances.

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Key Points of the Quarter

Medium-Term Management Plan 2022 to 2024

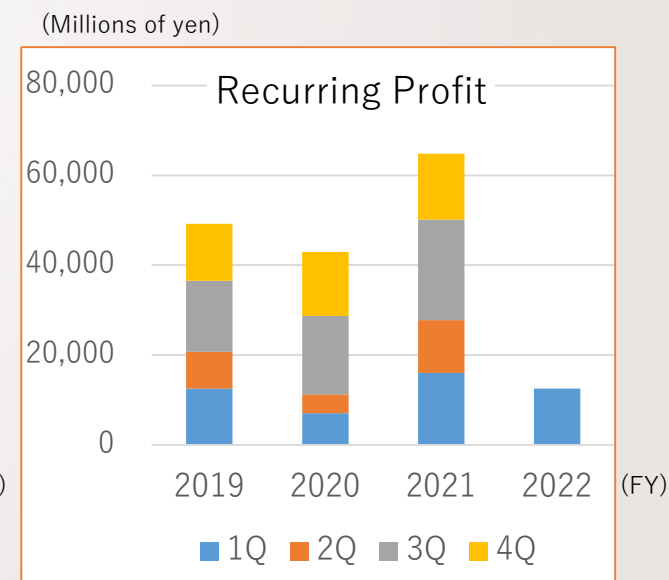
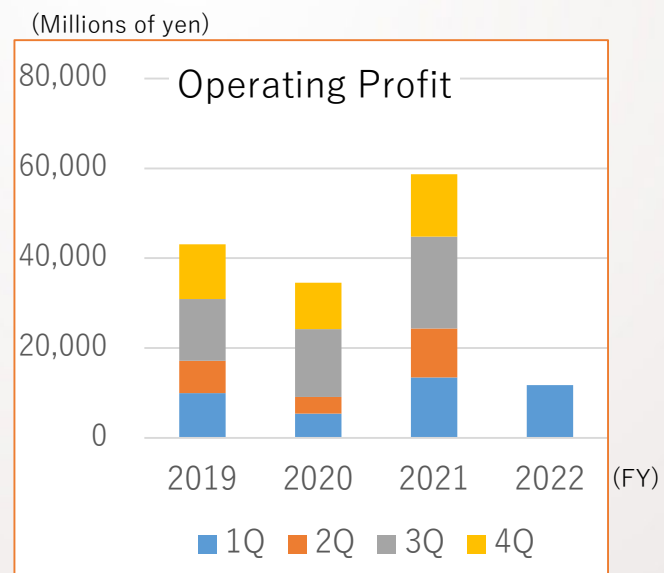
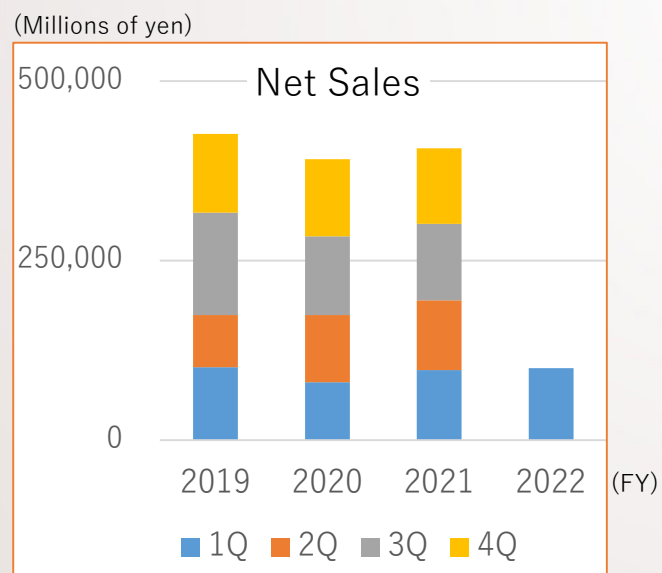
- Proactively advancing strategic investments to meet priority targets
 - Made sustainable investment in EhonNavi
 - Announced capital and business alliance with Achievement Corp.
- Established Content Strategy Division to maximize value of our content

FY2022 1Q Financial Results Overview

- Sales increase and profit decline in 1Q
 - Despite terrestrial TV ad sales decline, net sales grew due to digital ad sales from TVer and the like, Hulu-led streaming business, international sales of content, and welcoming Murayama into the group as a consolidated subsidiary
 - Financial improvements in TIPNESS and ACM contributed positively to profit

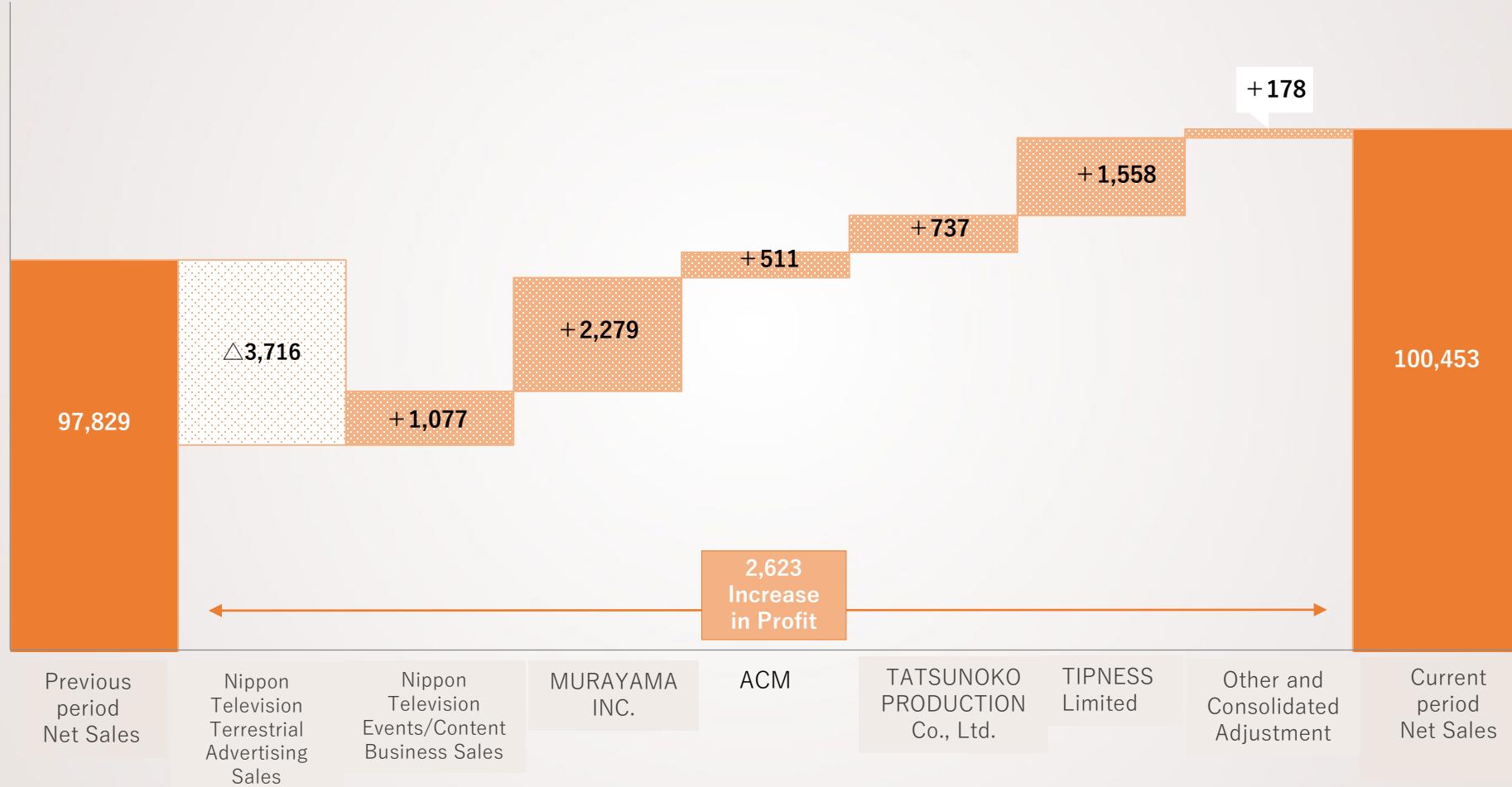
Nippon TV HD : Consolidated Financial Results

(Unit: Millions of yen)	FY2021 1Q	FY2022 1Q	YoY	Change (%)
Net Sales	97,829	100,453	2,623	2.7
Operating Profit	13,408	11,727	△1,680	△12.5
Recurring Profit	15,997	12,507	△3,489	△21.8
Net Income attributable to owners of the parent	9,914	8,016	△1,898	△19.1



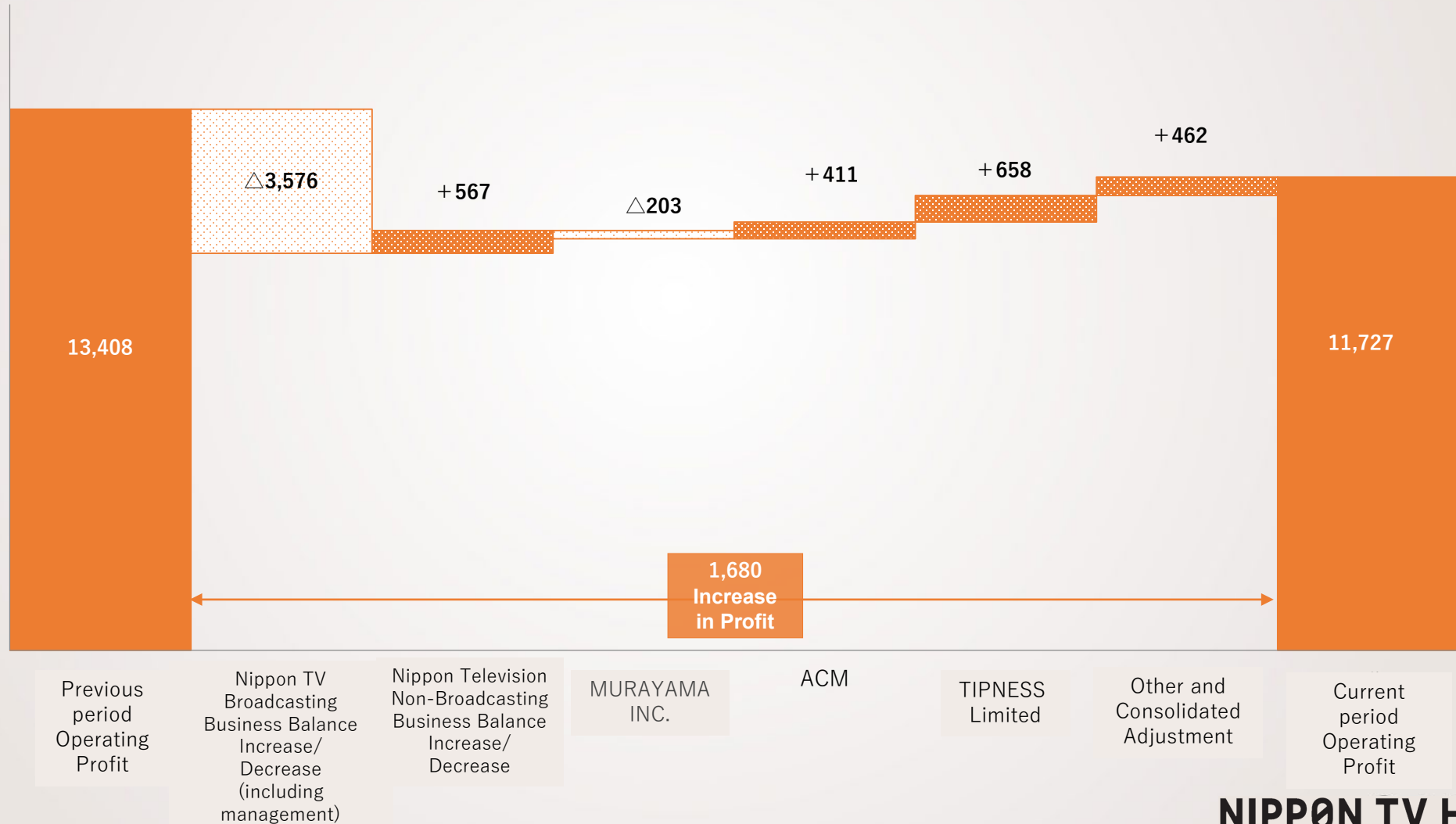
Net Sales YoY Change Components

(Millions of yen)



Operating Profit YoY Change Components

(Millions of yen)

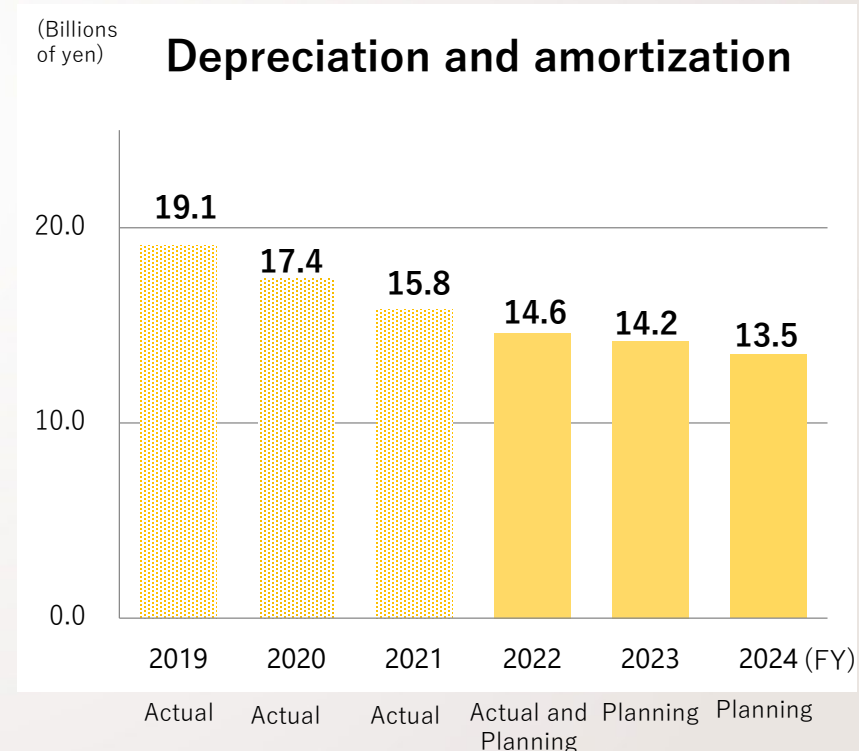
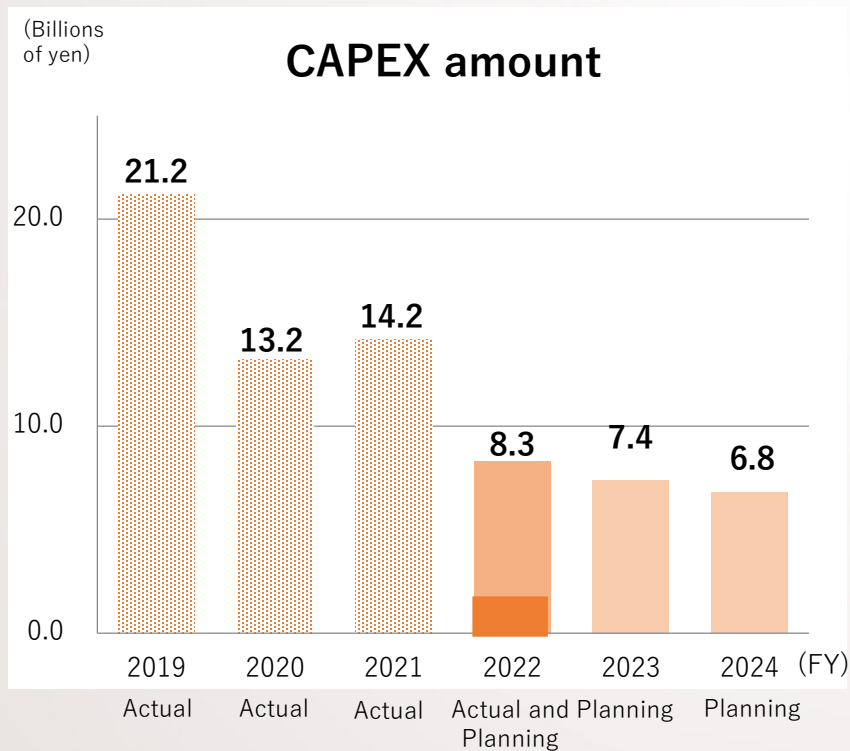


CAPEX and Depreciation (Consolidated)

■ No significant capital investment in 1Q

(Unit: Billions of yen)

() yoy change	CAPEX amount	Depreciation and amortization
FY2022 1Q	1.5 (△35%)	3.3 (△13%)



Segment Results

(Unit: Millions of yen)

	Net Sales			Segment profit (Loss) (△)		
	FY2021 1Q	FY2022 1Q	YoY	FY2021 1Q	FY2022 1Q	YoY
Media Content Business	92,342	93,154	812	13,766	11,331	△2,435
Life and Health Related Business	4,662	6,457	1,794	△1,064	△223	840
Real Estate-Related Businesses	2,609	2,729	120	985	931	△54
Consolidated	97,829	100,453	2,623	13,408	11,727	△1,680

* Segmentation has been partially revised beginning FY2022. Accordingly, FY2021 results have been modified to the new segmentation.
From FY2022, "Other" will be included in "Media Content Business."

Nippon TV: Financial Results

- Sales and profit declined in 1Q
- Affected by slowdown in terrestrial TV ad sales
- Sales from digital ads on TVer and the like, as well as international content sales, increased
- Strong IP business, movies, and anime, plus recovery of events, contributed positively to profit
- Cost of sales marked a rebound increase after a decline last year due to the state of emergency that restricted content production and events, which drove expenditures down

(Unit: Millions of yen)

	FY2021 1 Q	FY2022 1 Q	YoY	Change(%)
Net Sales	73,969	71,311	△2,657	△3.6
Operating Profit	12,961	9,952	△3,009	△23.2
Recurring Profit	14,904	11,975	△2,928	△19.6
Net Income	10,682	7,859	△2,822	△26.4

Nippon TV: Net Sales and Cost of Sales

(Unit: Millions of yen)

Net Sales	FY2021 1 Q	FY2022 1 Q	YoY	Change(%)
Advertising revenue	60,927	57,211	△3,716	△6.1
Program sales	2,734	2,726	△7	△0.3
Events/Content business sales	9,709	10,787	1,078	11.1
Real estate business	597	585	△12	△2.0
Total	73,969	71,311	△2,657	△3.6

Cost of Sales	FY2021 1 Q	FY2022 1 Q	YoY	Change(%)
Production costs	20,604	21,442	838	4.1
Personnel	5,578	5,960	382	6.8
Depreciation and amortization	2,566	2,215	△351	△13.7
Events/ content business costs	8,718	8,944	225	2.6
Others	23,541	22,798	△743	△3.2
Total	61,007	61,359	351	0.6

Nippon TV: Advertising Revenue

	FY2021 1Q	FY2022 1 Q	YoY	Change(%)
Advertising revenue	60,927	57,211	△3,716	△6.1
Time	28,529	27,130	△1,399	△4.9
Spot	31,590	29,093	△2,497	△7.9
Digital Ads	807	987	180	22.4

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

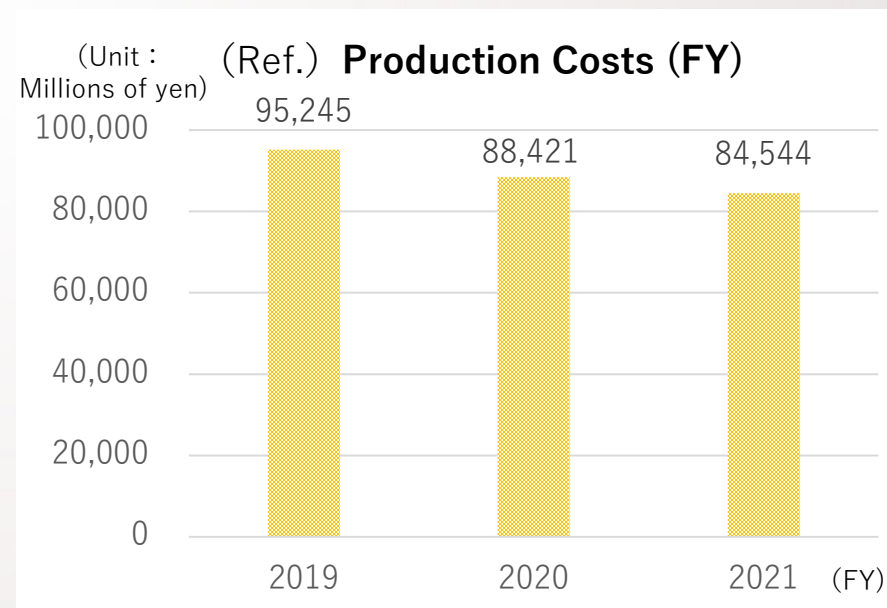
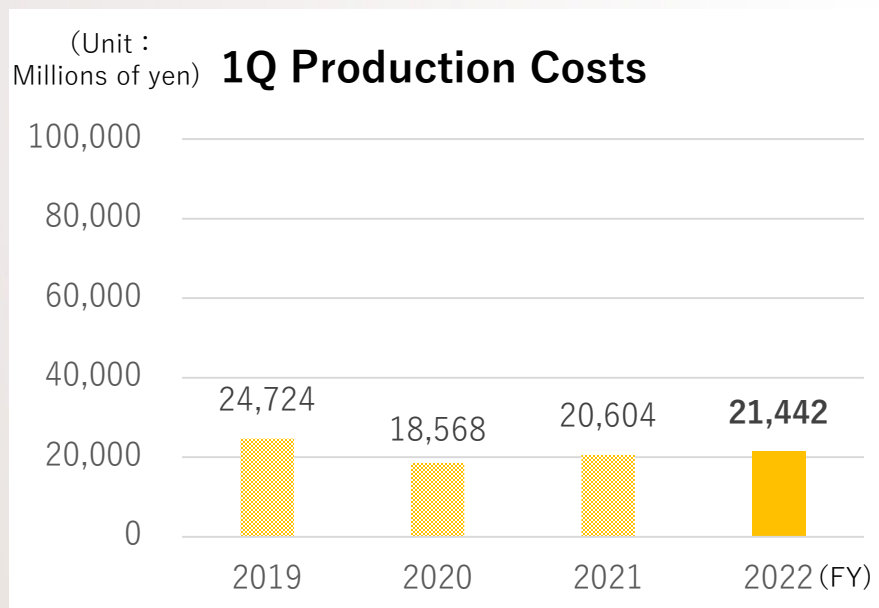
Advertising Revenue YoY

Time	FY2021 (%)	FY2022 (%)	Spot	FY2021 (%)	FY2022 (%)	Digital Ad.	FY2022 (%)
April	△4.8	△3.3	April	25.9	△2.9	April	49.8
May	△1.2	△5.0	May	79.8	△3.5	May	8.2
June	0.4	△6.4	June	100.3	△17.6	June	15.1

Nippon TV: Production Costs

(Unit: Millions of yen)

FY2021 1Q	FY2022 1Q	YoY	Change(%)
20,604	21,442	838	4.1



Nippon TV: Events/Content Business Sales and Balance

(Unit: Millions of yen)

	Sales		Balance		Key Points
	FY2021 1Q	FY2022 1Q	FY2021 1Q	FY2022 1Q	
Movies	865	986	402	660	Showing this season: “Detective Conan The Bride of Halloween,” “The Way of the Househusband: The Movie,” “BL Metamorphosis,” “Anpanman.”
Events	649	674	△287	121	Main events: “Who is Banksy?” “Botero—Magic in Full Form,” “Annie Musical,” “Sekainoowari Live / Exhibition / Streaming.”
Media Commerce	2,507	1,942	219	85	Decline due to rebound from last year when stay-home kept demand low. Momoiro Clover Z special program was robust.
Anime	845	908	403	445	Driven by streaming, int’l sales, merchandise, and more. Continuation of “HUNTER × HUNTER” was robust.
International Business (excl. Anime)	480	724	406	204	Highest-ever total int’l sales for formats, dramas, and entertainment shows. Drama “The Files of Young Kindaichi” released simultaneously on terrestrial and streaming.
IP Business	398	954	44	225	Driven by increase in new IP-related content and stronger sales from now being able to conduct live shows.
Content Business	319	353	178	191	Secondary use of terrestrial content (video packages, publications, merchandise, footage, sales to BS/CS, etc.).

Highlights of Group Companies



Financial Highlights of Group Companies

※(Unit: Millions of yen) (%:YoY)

	BS Nippon Corp.		CS Nippon Corp.		Nippon Television Music Corp.		VAP Inc.		TIPNESS Limited	
Net Sales	4,153	4.2%	2,507	1.6%	1,999	14.7%	1,846	2.6%	6,457	31.8%
Operating Profit	310	△9.4%	△64	(-)	414	12.5%	332	△25.5%	△256	(-)
Recurring Profit	316	△8.9%	△62	(-)	435	13.2%	340	△25.8%	△325	(-)
Net Income	218	△9.3%	△62	(-)	286	13.0	696	63.4%	△328	(-)

	NitteleSeven Co., Ltd.		TATSUNOKO PRODUCTION Co., Ltd.		HJ Holdings, Inc.		ACM CO., Ltd.		PLAY, inc.	
Net Sales	443	△34.7%	1,058	198.4%	8,154	1.9%	1,012	102.7%	1,954	38.8%
Operating Profit	△26	(-)	129	1,138.5%	128	△56.8%	134	(-)	516	55.4%
Recurring Profit	△25	(-)	132	1,151.9%	108	△64.3%	144	(-)	501	50.2%
Net Income	△25	(-)	86	1,154.7%	107	△63.8%	139	(-)	305	48.1%

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

HJ Holdings



(Unit: Millions of yen)	Net Sales	Operating Profit	Recurring Profit	Net Income
FY2022 1Q	8,154	128	108	107



Hit Hulu Originals



■ Large-scale drama “Pandora’s fruit” season 2 simultaneously on terrestrial and Hulu exclusively, and other exclusive original dramas and entertainment shows are the talk of the town

* “BE:FIRST TV” complete edition; “SEKAI NO OWARI DOCUMENTARY 4”; “BiSH iS OVER”; “I Just Want to See You”; “Anata Ni Kikasetai Uta Ga Arunda”; “The Judai Jiken”

■ All 41 works of “The Files of Young Kindaichi” streamed exclusively as SVOD, contributing to historical high subscriber acquisition by an archive content.

■ Robust live streaming of much-awaited sporting events. Mega-expansion of TVOD lineup of live shows of famous artists.
* MLB matches: up to 2 games a day, 324 games with English commentary streamed. Giants games streamed with live broadcast footage and volumetric video. Japan national rugby team and Rugby League One offered.
* Mr. Children, Official Hige Dandism, Nogizaka46, Sakurazaka46, Hinatazaka46, and more offered.

■ Hulu points system kicked off
* Now possible to directly purchase TVOD merchandise from Hulu store via smartphone app. This is an effort to boost the convenience of TVOD to achieve greater business expansion.

Murayama

**Medium-Term Management Plan: maximize the value of content
— build new co-creation frameworks**



- In March 2022, we purchased all shares of Murayama Holdings and welcomed it in to the Nippon TV Group
- Murayama is a leading company in special interior design and display construction
- We aim to create synergies in music live shows, sports events, VTuber events, and more

(Unit: Millions of yen)	Net Sales	Operating Profit	Recurring Profit	Net Income
FY2022 1Q	2,279	△203	△197	△136



Decorated the 2019 Rugby World Cup Venue

Financial Situation

- FY2022 1Q: February to April 2022
- Net Sales includes revenues from construction of exhibition venues, interiors of commercial facilities, sports-related events, etc.
- Performance is improving yoy, but the events industry as a whole still suffers from the effects of COVID-19.
Forecasting positive profit for entire fiscal year.

ClaN Entertainment

Medium-Term Management Plan: accelerate **new business creation
— establish new businesses from in-house incubation**



- Spin-off from an in-house Nippon TV new business
- VTuber business (network, production, and events business)

■ VTuber Network Business

Further expand V-Clan, a VTuber network that is one of the largest in the world, with over 300 participants. Create a network of influencers, each with their own strengths, and support their VTuber and other influencer activities.

Create opportunities to disseminate content on TV and online



■ Metaverse Content Business

Leverage Nippon TV Group's expertise in program planning and production and rich track-record with virtual content to create shows that utilize the metaverse.

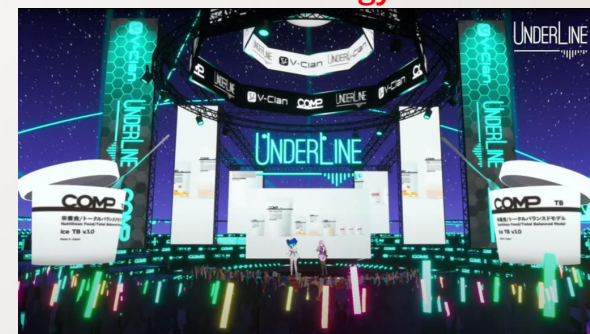
Spawn shows for the new era by optimizing TV and the digital world



■ Metaverse Live Business

Create never-before-seen live entertainment such as VTubers and artists performing song and dance numbers on the metaverse.

Develop live shows for the world to enjoy with state-of-the-art technology



Achievement

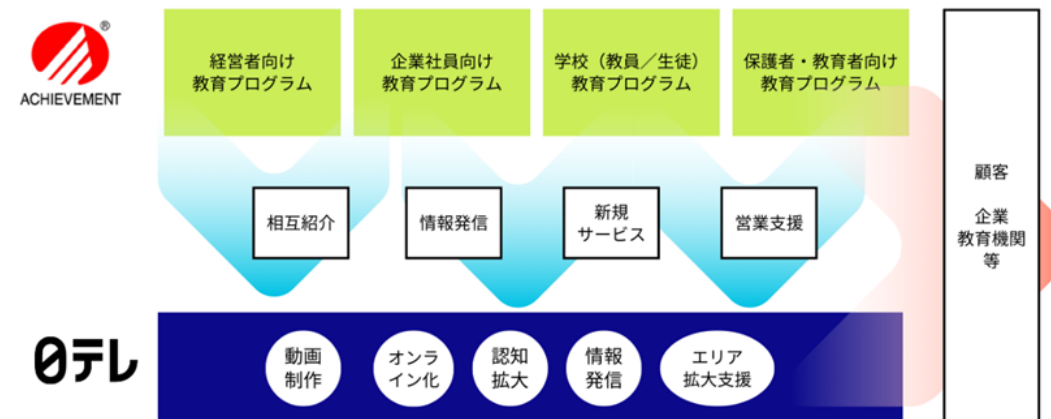
Medium-Term Management Plan: accelerate **new business** creation — co-create with new businesses

- Establishes in 1987, Achievement is a human resources development consulting firm
- Upon a stock transfer in July 2022, Achievement became an equity method affiliated company
- Over 400,000 people have enrolled in Achievement’s training programs



Synergies with Nippon TV HR (new HR support services business)

1. Develop video and online trainings that leverage Achievement’s primary method of in-person training
2. Accelerate growth of Nippon TV HR with Achievement’s 30-year expertise in human resources development and overwhelming sales strength
3. Co-develop new online and in-person trainings



EhonNavi

Medium-Term Management Plan: maximize the value of **content**
— build new co-creation frameworks

- The company operates EhonNavi, a website for picture book information, an ecommerce business, content business, and learning business
- In May 2022, Nippon TV made a sustainable investment in EhonNavi

- One of Japan's largest picture books website, with around 20 million users
- Supported by over 100 picture book publishing companies
- Collaborate with Nippon TV on creating picture books that use characters from Tatsunoko Production, as well as tie-ups with Nippon TV announcers to create picture books



EhonNavi website

SUSTAINABLE DEVELOPMENT GOALS



NIPPON TV HOLDINGS

Content Business Strategy



Programming Strategy

Medium-Term Management Plan slogan:

More than just TV: Moving beyond **Borders**

New division:

Content Strategy Division



Re-enhance content-orientedness

Maximize the value of the terrestrial timetable and maximize the value that each content yields

Programming Strategy: Goals

1. **Continue reign as Triple Crown Champion** for individual and core target

- Bolster strategies to boost popularity of 3 prime time dramas
- Strengthen and rebrand regular shows
- Develop new large-scale special shows

3. Enhance **multi-platform development capabilities**; promote **stock content strategies**

2. Strengthen **content creation capabilities**
(enhance framework and promote talent development)

4. **Encourage methods to promote creations that break away from past precedent.**

April 2022 Cour Individual Viewer Ratings

April 04, 2022 – July 03, 2022

	NTV	EX	TBS	TX	CX	PUT
All Day	① 3.5	① 3.5	③ 2.7	⑤ 1.2	④ 2.5	19.5
6:00 to 24:00	▲0.5	▲0.3	▲0.2	▲0.2	▲0.3	▲2.1
Prime Time	① 5.3	② 5.2	③ 4.0	⑤ 2.8	④ 3.8	30.4
19:00 to 23:00	▲0.7	▲0.6	▲0.5	▲0.3	▲0.4	▲3.1
Golden Time	① 5.7	② 5.2	③ 4.1	⑤ 3.2	④ 3.8	32.4
19:00 to 22:00	▲0.6	▲0.6	▲0.4	▲0.3	▲0.6	▲3.3
Non-Prime Time	① 3.0	① 3.0	③ 2.4	⑤ 0.8	④ 2.1	16.4
All Day – Prime Time	▲0.4	▲0.3	▲0.1	▲0.1	▲0.3	▲1.9
Platinum Time	① 2.7	② 2.0	③ 1.8	⑤ 0.7	④ 1.6	11.8
23:00 to 25:00	▲0.4	▲0.2	▲0.2	▲0.2	▲0.2	▲1.2

In order of digital channel, from left. Source for Individual viewership (Kanto region) Video Research. Period of comparison: March 29, 2021 – June 27, 2021

Triple Crown Title for 2 consecutive cours from Jan 2022.

April 2022 Cour Core Target Viewer ratings

April 04, 2022 – July 03, 2022

	NTV	EX	TBS	TX	CX	PUT
All Day	① 2.8	④ 1.3	③ 1.6	⑤ 0.5	② 1.8	10.0
6:00 to 24:00	▲0.6	▲0.3	▲0.1	▲0.1	▲0.4	▲1.5
Prime Time	① 4.6	④ 2.6	② 3.0	⑤ 1.4	② 3.0	17.7
19:00 to 23:00	▲0.8	▲0.3	▲0.5	▲0.1	▲0.8	▲2.6
Golden Time	① 4.8	④ 2.4	③ 3.0	⑤ 1.5	② 3.1	18.2
19:00 to 22:00	▲0.9	▲0.4	▲0.4	▲0.2	▲0.8	▲2.7
Non-Prime Time	① 2.3	④ 1.0	③ 1.2	⑤ 0.3	② 1.4	7.8
All Day – Prime Time	▲0.5	▲0.2	±0.0	▲0.1	▲0.4	▲1.2
Platinum Time	① 2.3	② 1.6	④ 1.3	⑤ 0.6	③ 1.4	8.6
23:00 to 25:00	▲0.7	▲0.4	▲0.2	±0.0	▲0.3	▲1.5

In order of digital channel, from left. Source for Core Target viewership (Kanto region) Video Research. Period of comparison: March 29, 2021-June 27, 2021

- Core target: Nippon TV's original index of men and women aged 13-49 or the "strike zone" consisting of people in school and work that clients seek to reach.
- Triple Crown Title for 36 consecutive cours from July 2013.

Streaming Business: TVer (AVOD)

TVer today

- Over 500 programs streamed regularly (43 from Nippon TV)
- Plays: 590 million; Unique Browsers: 29.9 million (1Q total for all broadcasters and content)
- Total app downloads: over 50 million
- Real-time streaming for the 5 commercial broadcasters and their networks began (Nippon TV network started in October 2021)

Nippon TV initiatives

■ Dramas, entertainment shows, and archive titles as originals for TVer



Linked to Wednesday drama **“Bad Girl—Glass Ceiling Crushers—”**, “Waru” is an original short drama made for streaming made available first on TVer.

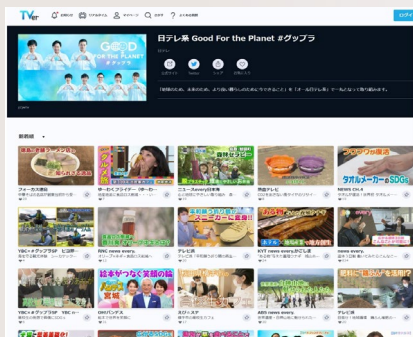


【TVer特別企画】上田と女が…
ガサツすぎるヤツSP! 「人のおか…

Conversations in prime time regular **“Girl’s Barking Night”** that were not aired are streamed exclusively on TVer.



Original for TVer **“Kamikai Dake Misemasu!”** is a compilation of the most amazing scenes from Nippon TV’s very own archive



■ Good For the Planet Week: 29 stations from the Nippon TV network participated

To mark the second year of Good For the Planet Week, we set up a special page on the TVer website to encourage thinking about the SDGs. 29 stations from the Nippon TV network joined, for a combined 98 titles.

FY2022 Must-See Content Strategy

- Nippon TV continues to maximize the value of content, whether it be dramas and entertainment shows (remakes and formats), anime, movies, events, IP business, international rollouts, multi-use, and more.

● Global rollouts

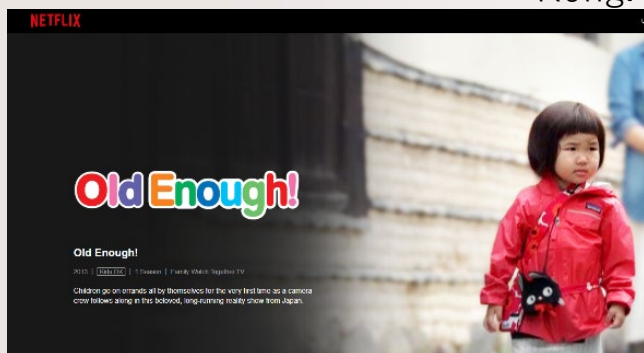


- April 2022 drama “The Files of Young Kindaichi” streamed globally on Disney+.

Via a strategic partnership with Disney Japan, we were able to do a first-ever global streaming of a Nippon TV drama series on Disney+. Since May, the title has been released in nine countries and regions one after another in Asia Pacific and entered the top 10 in Taiwan and Hong Kong.

- On March 31, 2022, “Old Enough!” (clip edition) started streaming worldwide on Netflix.

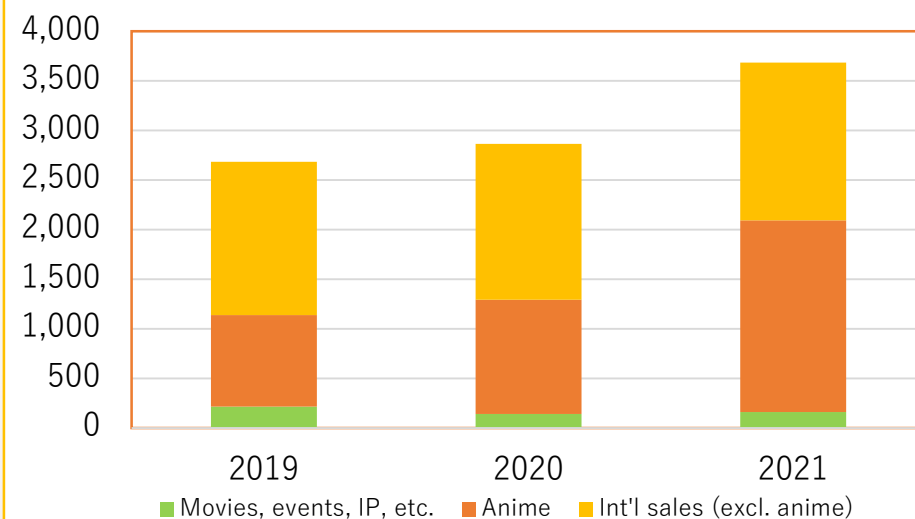
English-speaking media outlets including the hit NBC show “SNL” covered this momentous occasion. Even social media was in a frenzy. Part 2 is currently in the works.



International content sales continues to grow

International Sales

(Millions of Yen)



* Apples to apples comparison from 2019. Figures managed internally.

FY2022 Must-See Content Strategy



● Movie Business

- “Kingdom II the Movie” released July 15, 2022

A much-awaited sequel to “Kingdom” which was released in 2019 and garnered box office revenues of over ¥5.73 billion, making it that year’s No. 1 for Japanese live-action productions!

Box office revenues topped ¥1 billion in the first 3 days since release!

Exceeding its prequel by 147.8%, it is an overwhelming hit!



● Anime Business

- “Shine Post” released July 2022

Rolled out as a novel meets anime meets game, this is indeed the quintessential mixed media idol project!

“We want everyone in the world to love idols! *Shine Post* is the sign post that will make that happen!”

This is a story where you and the girls will shine and twinkle as they pursue their dream of becoming an idol.

In no time after the broadcast, it became an online sensation for the superb quality of the visuals!

FY2022 Must-See Content Strategy

● IP Business



- Developing a new artist with HYBE, the creator of BTS!
“&AUDITION -LIVE-” kicked off on July 13, 2022

“&AUDITION - The Howling -” is an audition IP by the creators of BTS. Two Japanese joined “K, NICHOLAS, EJ, TAKI” in the audition “I-LAND” in 2020 and how have feverish fans. Joining them in this documentary are 11 new trainees aspiring to make their debut. “ &AUDITION –LIVE-” is their audition show, which we will air. Our infotainment shows will also promote the title.

- Movie IP development with LDH continues to evolve! !
“HiGH&LOW THE WORST X” released Friday, September 9, 2022

Featuring the fierce friendship of men and their passionate battles, the “HiGH&LOW” series boasts over ¥7.8 billion in total box office sales. Combine this with “Crows” “WORST”, the monumental delinquent manga written by Hiroshi Takahashi that boasts over 80 million total printed copies, and you get a crossover film of two powerful content: “HiGH&LOW THE WORST”! Taking that a notch higher is our latest movie IP, “HiGH&LOW THE WORST X”!

Reference Materials



Consolidated Forecast and Dividend Forecast (As of May 12)

■ Unchanged from previous forecast

(Millions of yen)	FY2021 Result	FY2022 Forecast	Change (%)
Net Sales	406,395	435,000	7.0
Operating Profit	58,682	50,000	△14.8
Recurring Profit	64,838	55,000	△15.2
Profit attributable to owners of parent Net income	47,431	40,000	△15.7

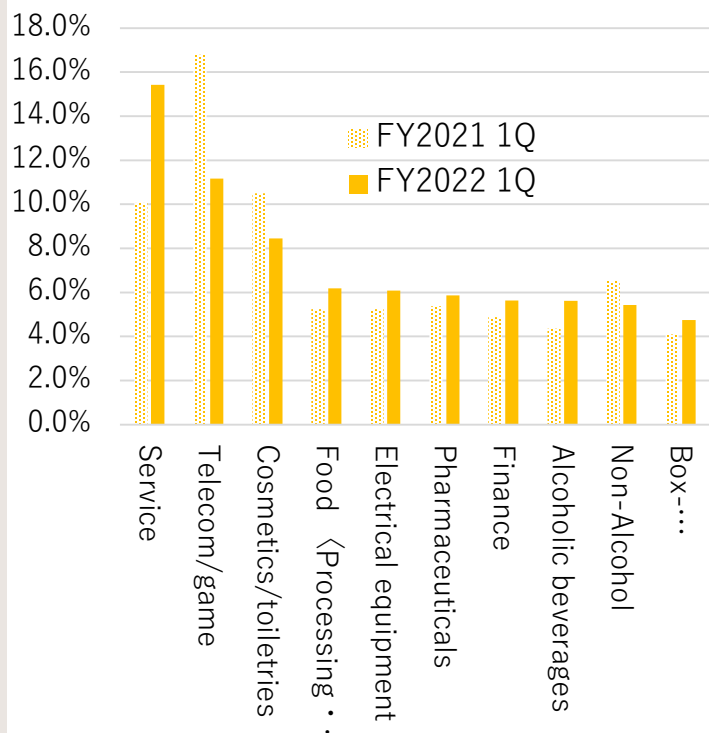
Dividend Forecast

(Unit: Yen)	2Q	Year-End	Annual
FY2021 Result	10	27	37
FY2022 Forecast	10	27	37

Growth assumptions for terrestrial TV advertising revenue and production costs (vs last FY)

(Unit: %)	FY
TV advertising revenue	△3.3
Time	△6.7
Spot	±0.0

Spot Sales - Terrestrial Broadcasting (Nippon TV)



	FY2021 1Q	Share (%)	Change (%)		FY2022 1Q	Share (%)	Change (%)
1	Telecom/game	16.8	65.8		Service	15.4	41.2
2	Cosmetics/toiletries	10.5	19.3		Telecom/game	11.2	△38.7
3	Service	10.1	139.5		Cosmetics/toiletries	8.5	△25.8
4	Non-Alcohol	6.5	66.7		Food (Processing · Health foods, etc.)	6.2	8.6
5	Pharmaceuticals	5.4	14.5		Electrical equipment	6.1	7.0
6	Food (Processing · Health foods, etc.)	5.2	36.8		Pharmaceuticals	5.9	0.5
7	Electrical equipment	5.2	87.1		Finance	5.6	6.3
8	Finance	4.9	112.6		Alcoholic beverages	5.6	18.6
9	Alcoholic beverages	4.4	81.3		Non-Alcohol	5.4	△23.3
10	Box-office /Entertainment	4.1	277.5		Box-office /Entertainment	4.8	6.9




NOTE: Year-on-year percentage changes. Figures are internally managed figures.

Movie Lineup for 2022

☆ = Lead organizer is Nippon TV

★ = Co-organized with Nippon TV

○ = Nippon TV is an investor in the film

Date	Title	Distributor	
October 21	☆ The Lines that Define Me	Toho	
November 25	○ That Time I Got Reincarnated as a Slime the Movie: Scarlet Bond	Bandai Namco Filmworks	
December 23	★ Lonely Castle in the Mirror	Shochiku	

Event Lineup for 2022

Date	Event
<p>Saturday, July 23, 2022 to Sunday, October 2, 2022 Tokyo Metropolitan Art Museum</p>	<p>Art & Power: From Pharaohs to Daimyōs. Masterworks from the Museum of Fine Arts, Boston</p> 
<p>Tuesday, November 1, 2022 to Sunday, February 5, 2023 National Museum of Modern Art, Tokyo</p>	<p>Shinro Ohtake</p> 
<p>Saturday, October 8, 2022 to Saturday, January 21, 2023 Barbican Theatre, London</p>	<p>My Neighbour Totoro</p> 

Lots more live music, theater, and exhibition events in store!
For more information, visit the Event News section on the Nippon TV website.
<https://www.ntv.co.jp/event/>