



# **Nippon Television Holdings, Inc.**

## **FY2023 2Q Financial Results**

November 02, 2023

# 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. Forward-looking statements contained herein are not guarantees or commitments. Reproduction of this presentation is prohibited.

# FY2023 2Q Highlights

## Lower sales and operating profit

- Although we maintained our overwhelming share of the spot ad sales at around 30%, higher raw material prices had a negative impact on the overall ad market, causing a decline in terrestrial advertising revenue.
- Balance of payments at Nippon TV were robust due to strong events, anime, and international content sales.
- As for group companies, Murayama saw increased revenue while ACM and Nippon TV Music posted solid performances. Those were not enough, however, to offset the weakness in the terrestrial broadcasting business.

## Commemorative dividend

- Annual dividend forecast is revised to 40 yen, as a 70<sup>th</sup> anniversary commemorative dividend of 3 yen will be added to the year-end dividend.

## Key points

- Studio Ghibli was welcomed as a consolidated subsidiary.
- Nippon TV captured the Individual Overall Viewer Ratings Triple Crown title for the Jul-Sep season.

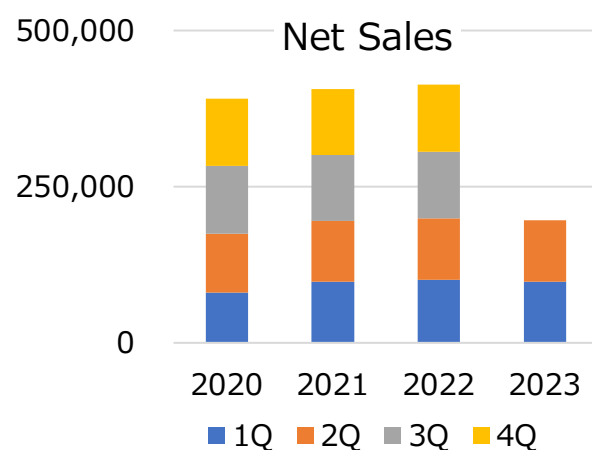


# **Overview of Financial Results and Forecast**

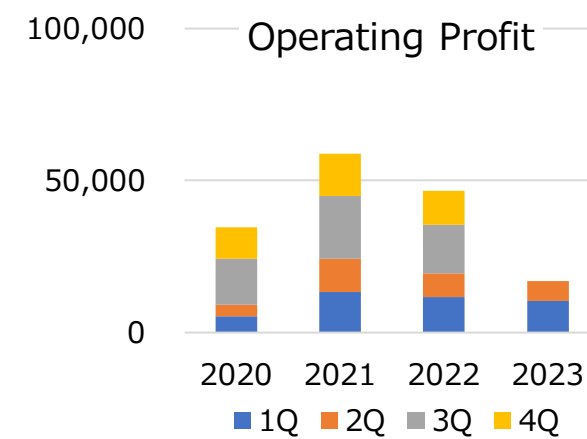
# Nippon TV HD: Consolidated Financial Results

(Millions of yen)	FY2022 1H (Apr.-Sep.)	FY2023 1H (Apr.-Sep.)	YoY	Change
Net Sales	199,441	<b>196,000</b>	△3,440	△1.7%
Operating Profit	19,302	<b>16,796</b>	△2,506	△13.0%
Recurring Profit	21,263	<b>20,846</b>	△416	△2.0%
Net Income attributable to owners of the parent	14,246	<b>13,701</b>	△545	△3.8%

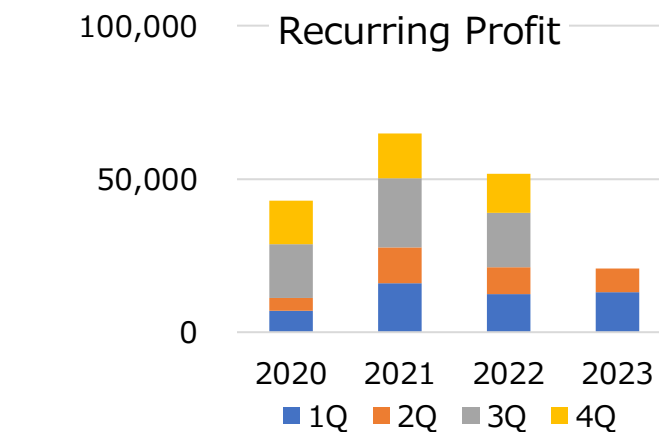
(Millions of yen)



(Millions of yen)



(Millions of yen)



HD: Consolidated Results

Group Companies

Nippon TV

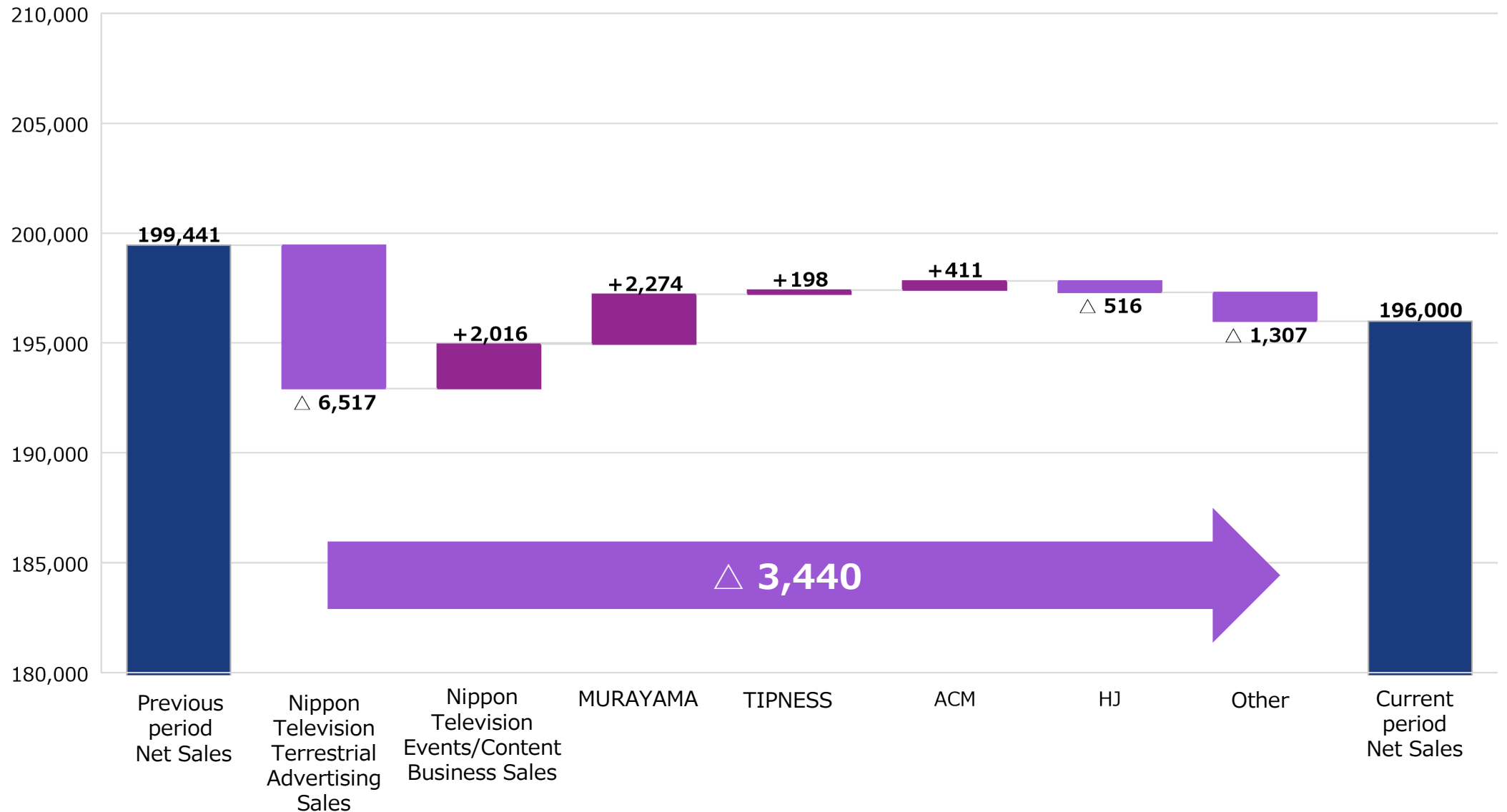
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# Net Sales YoY Change Components

(Millions of yen)



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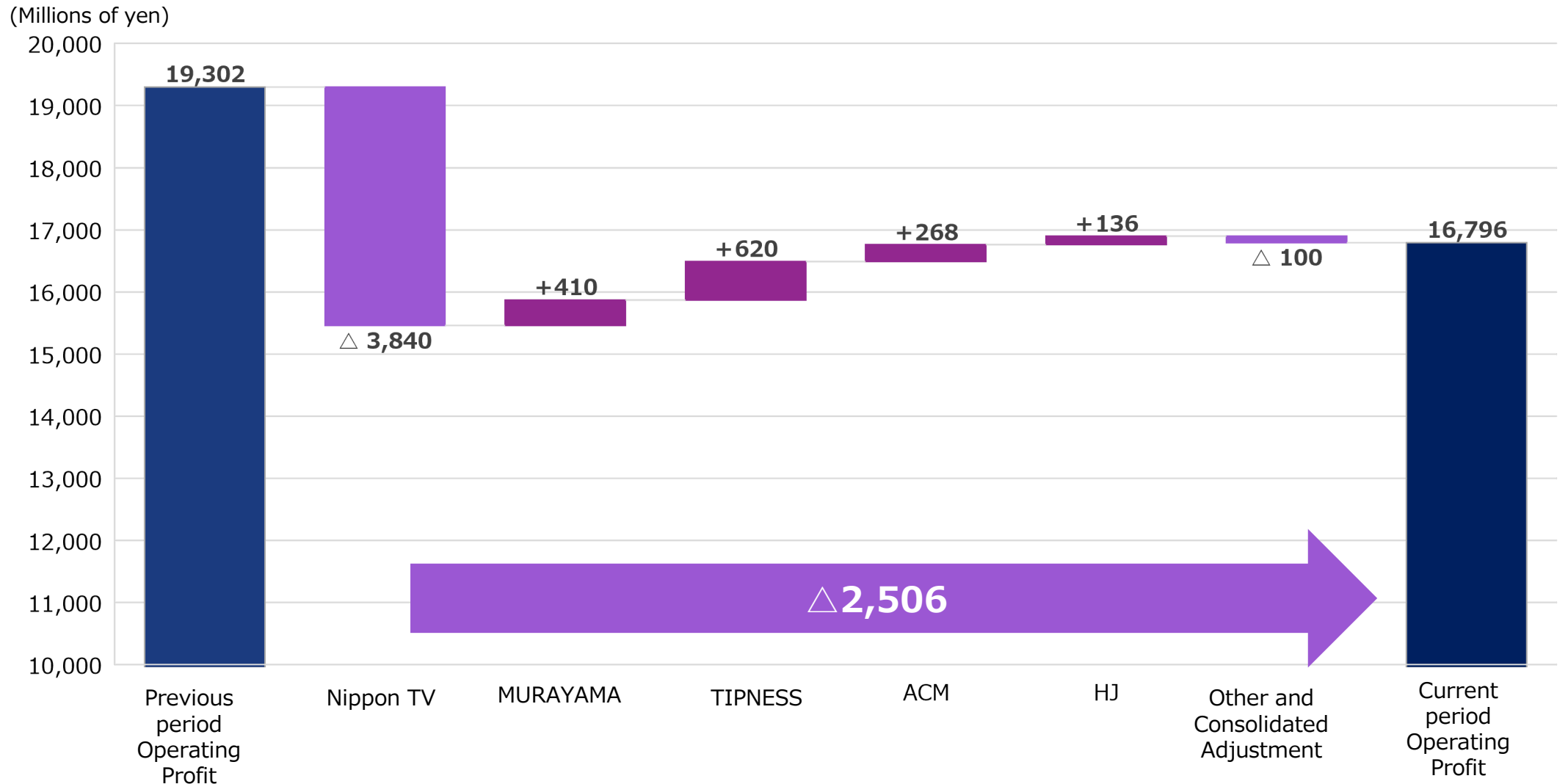
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# Operating Profit YoY Change Components



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# Financial Highlights of Group Companies

※(Millions of yen) (% YoY)

	BS Nippon Corp.		CS Nippon Corp.		Nippon Television Music Corp.		VAP Inc.		TIPNESS Limited	
Net Sales	8,240	△0.1%	4,638	△6.4%	4,357	6.9%	3,154	△12.1%	13,231	1.5%
Operating Profit	419	△41.0%	3	—	1,162	20.6%	909	43.4%	369	—
Recurring Profit	454	△37.8%	10	—	1,185	19.7%	939	43.9%	449	—
Net Income	329	△33.6%	6	—	776	19.7%	666	△29.3%	321	—

	MURAYAMA INC.		TATSUNOKO PRODUCTION Co., Ltd.		HJ Holdings, Inc.		ACM CO., Ltd.		PLAY,inc.	
Net Sales	6,704	56.9%	245	△85.0%	16,426	△3.0%	2,496	20.2%	4,085	△0.5%
Operating Profit	31	—	△55	—	497	37.9%	618	78.2%	825	△18.7%
Recurring Profit	70	—	△37	—	529	61.4%	646	75.1%	831	△16.5%
Net Income	56	—	△26	—	527	61.7%	639	77.5%	507	△15.6%

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

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# Nippon TV: Financial Results

(Millions of yen)	FY2022 1H (Apr.-Sep.)	FY2023 1H (Apr.-Sep.)	YoY	Change
Net Sales	140,443	<b>136,265</b>	△4,178	△3.0%
Operating Profit	14,732	<b>10,892</b>	△3,840	△26.1%
Recurring Profit	18,349	<b>13,600</b>	△4,749	△25.9%
Net Income	12,525	<b>9,138</b>	△3,387	△27.0%

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# Nippon TV: Net Sales and Cost of Sales

(Millions of yen)

Net Sales	FY2022 1H (Apr.-Sep.)	FY2023 1H (Apr.-Sep.)	YoY	Change
Advertising Revenue	112,153	<b>105,635</b>	△6,518	△5.8%
Program Sales	5,456	<b>5,462</b>	6	0.1%
Events/Content Business Sales	21,662	<b>23,679</b>	2,017	9.3%
Real Estate Business	1,171	<b>1,488</b>	316	27.0%
<b>Total</b>	<b>140,443</b>	<b>136,265</b>	△4,178	△3.0%

Cost of Sales	FY2022 1H (Apr.-Sep.)	FY2023 1H (Apr.-Sep.)	YoY	Change
Production Costs	43,337	<b>44,080</b>	743	1.7%
Personnel	11,601	<b>11,083</b>	△517	△4.5%
Depreciation and Amortization	4,427	<b>4,655</b>	228	5.2%
Events/Content Business Costs	18,840	<b>20,276</b>	1,435	7.6%
Others	47,506	<b>45,279</b>	△2,226	△4.7%
<b>Total</b>	<b>125,711</b>	<b>125,373</b>	△338	△0.3%

# Nippon TV: Advertising Revenue

(Millions of yen)	FY2022 1H (Apr.-Sep.)	FY2023 1H (Apr.-Sep.)	YoY	Change
Advertising Revenue	112,153	<b>105,635</b>	△6,518	△5.8%
Time	54,760	<b>51,505</b>	△3,254	△5.9%
Spot	55,307	<b>51,564</b>	△3,742	△6.8%
Digital Ad.	2,086	<b>2,565</b>	478	22.9%

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

## FY2023 Advertising Revenue YoY

Time	Change
April	△4.8%
May	△9.8%
June	△8.5%
July	△6.0%
August	△8.1%
September	2.4%

Spot	Change
April	△3.2%
May	△5.0%
June	△4.8%
July	△11.6%
August	△10.2%
September	△6.6%

Digital Ad.	Change
April	17.2%
May	29.6%
June	12.3%
July	15.1%
August	22.2%
September	45.0%

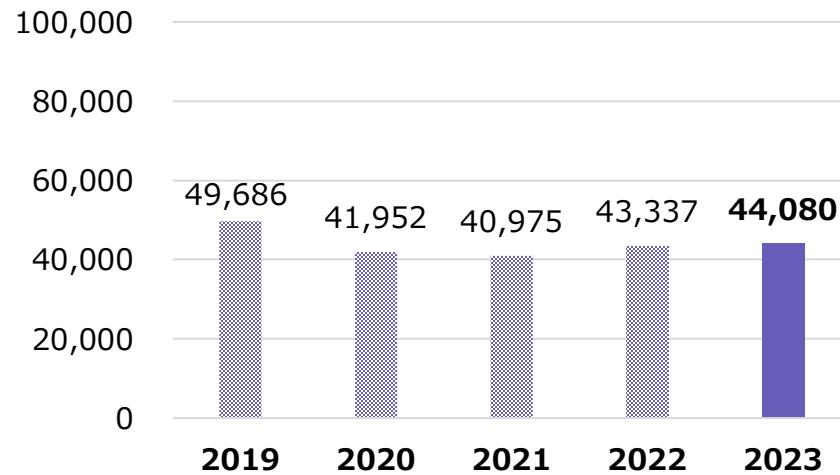
# Nippon TV: Production Costs

(Millions of yen)

FY2022 1H (Apr.-Sep.)	FY2023 1H (Apr.-Sep.)	YoY	Change
43,337	44,080	743	1.7%

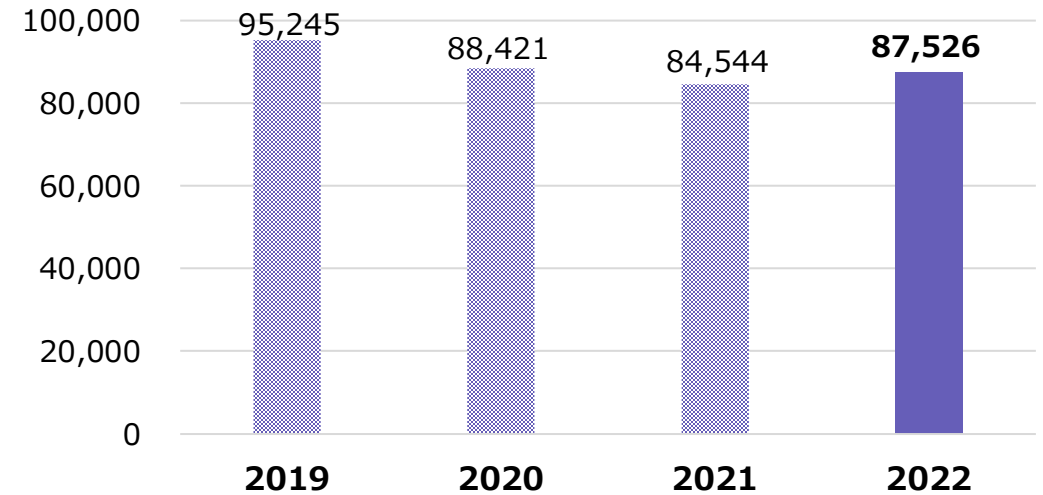
(Millions of yen)

## 1H Production Costs



(Millions of yen)

## (Ref.) Production Costs(FY)



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## Nippon TV: Events/Content Business Sales and Balance

(Millions of yen)

	Sales		Balance	
	FY2023 1H (Apr.-Sep.)	Change	FY2023 1H (Apr.-Sep.)	Change
Movies	2,115	2.0%	1,080	△2.9%
Events	2,869	55.3%	370	277.6%
Retail Business	3,650	△9.0%	152	△33.6%
Anime	3,485	83.2%	1,591	65.5%
International Business (excl. Anime)	914	△8.8%	733	91.4%
IP Business	1,412	△0.9%	553	92.0%
Content Business	705	4.6%	385	8.4%

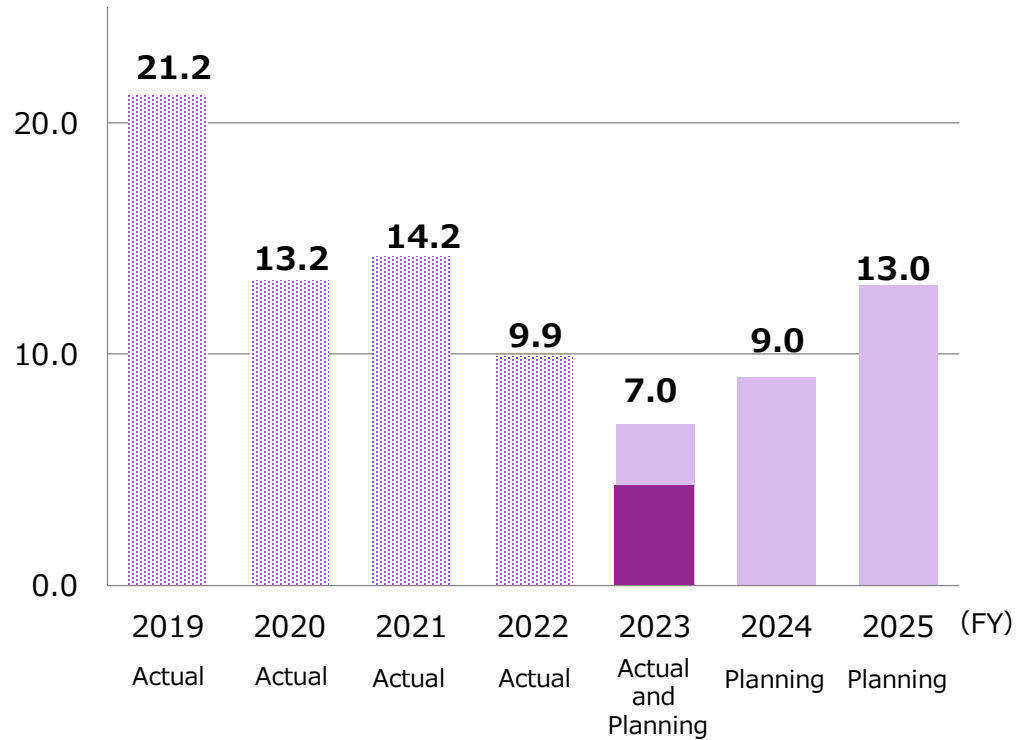
\*From FY2021, the international sales of anime have been booked in Anime instead of International Business

# CAPEX and Depreciation (consolidated)

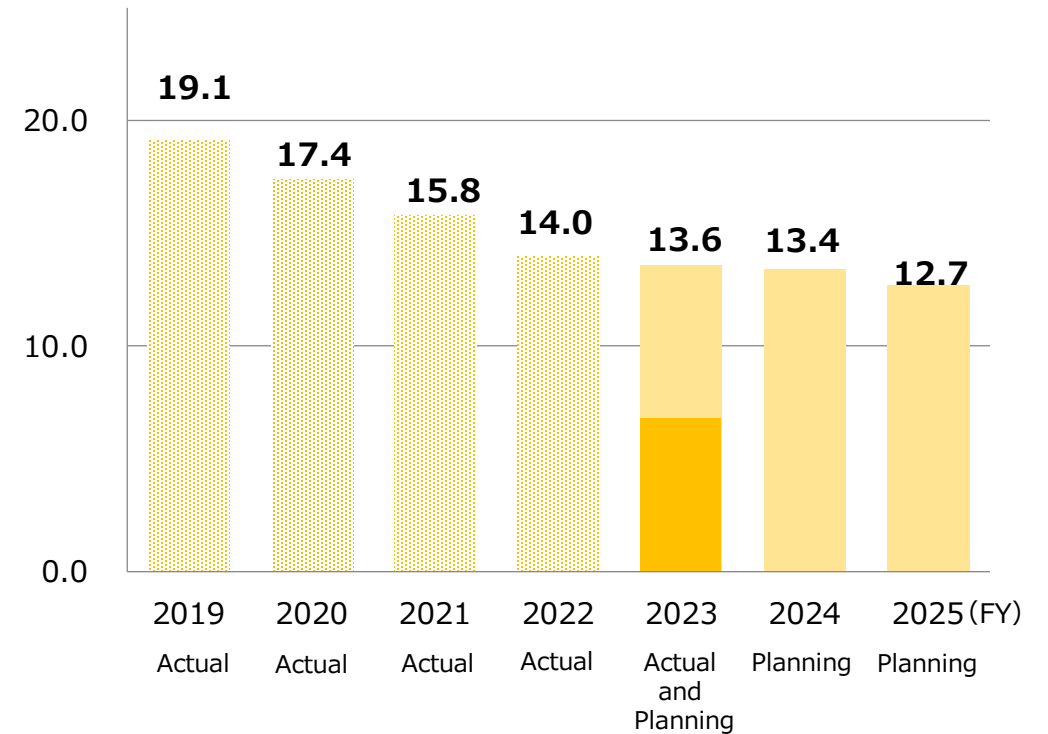
(Billions of yen)

	CAPEX amount	Depreciation and Amortization
FY2023 1H (Apr.-Sep.)	<b>3.7</b>	<b>6.6</b>

## CAPEX amount



## Depreciation and Amortization



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# Consolidated Forecast and Dividend Forecast

## Unchanged from previous forecast

(Millions of yen)	FY2022 Result	FY2023 Forecast	Change	Change
Net Sales	413,979	<b>436,000</b>	22,021	5.3%
Operating Profit	46,593	<b>48,000</b>	1,407	3.0%
Recurring Profit	51,775	<b>54,000</b>	2,225	4.3%
Profit attributable to owners of parent Net income	34,081	<b>37,000</b>	2,919	8.6%

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## Dividend Forecast (Revised)

(Yen)	2Q	Year-End	Annual
FY2022 Result	10	27	37
FY2023 Forecast	10	30	40

## Growth assumptions for terrestrial TV advertising revenue (Revised)

	YoY	Previous	Revised
Time		2.2%	△ <b>4.7%</b>
Spot		2.7%	△ <b>7.0%</b>

The year-end dividend forecast for FY2023 of 30 yen includes a commemorative dividend of 3 yen.



# **Content Strategy**



# Studio Ghibli

- Nippon TV acquired the shares of Studio Ghibli as of Oct 6, 2023, welcoming it into the group as a NTV HD's consolidated subsidiary.
- Nippon TV is the largest shareholder with 42.3% of the voting rights and will support Studio Ghibli's operations.
- Nippon TV will respect Studio Ghibli's autonomy to enable it to focus on creative pursuits, such as producing anime films and operating and planning events at the Ghibli Museum and Ghibli Park.
- Nippon TV and Studio Ghibli share a long history of mutual support.

## Show works on "Friday Road Show"

Starting in 1985, "Nausicaä of the Valley of the Wind" directed by Hayao Miyazaki has been shown for close to 40 years.



© 1984 Studio Ghibli・H

## Invest in film production

Investing in film production has continued since "Kiki's Delivery Service" (1989, Hayao Miyazaki).



© 1989 角野栄子・Studio Ghibli・N

## Supported establishment of Ghibli Museum

Supported establishment of Ghibli Museum in 2001 and currently collaborates on exhibitions and management.



© Museo d'Arte Ghibli

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# Studio Ghibli

## Expected synergies

- The share purchase enables us to provide management support to Studio Ghibli to free it up to exert unprecedented efforts into the creative process. This establishes a foundation for the spawning of new works.
- Nippon TV has always respected Studio Ghibli's belief that its works should be cherished, and this transaction enables us to provide lasting protection to its brand value.

## Upcoming events:

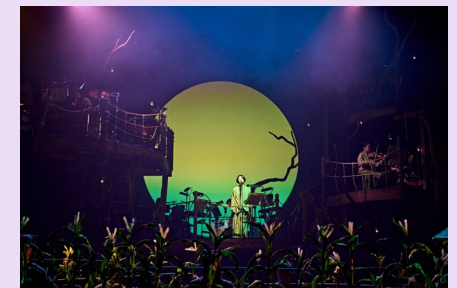
### "Friday Night Road Show Ghibli Exhibition"

"Friday Night Road Show Ghibli Exhibition" Jun-Sep 2023 in Tokyo, then Toyama starting Oct 7. In 2024, it travels to Kyoto, Hiroshima, and Akita. In 2025, it will grace Mie, Nagasaki and more for a nationwide exhibition.



### "My Neighbour Totoro" (London theater)

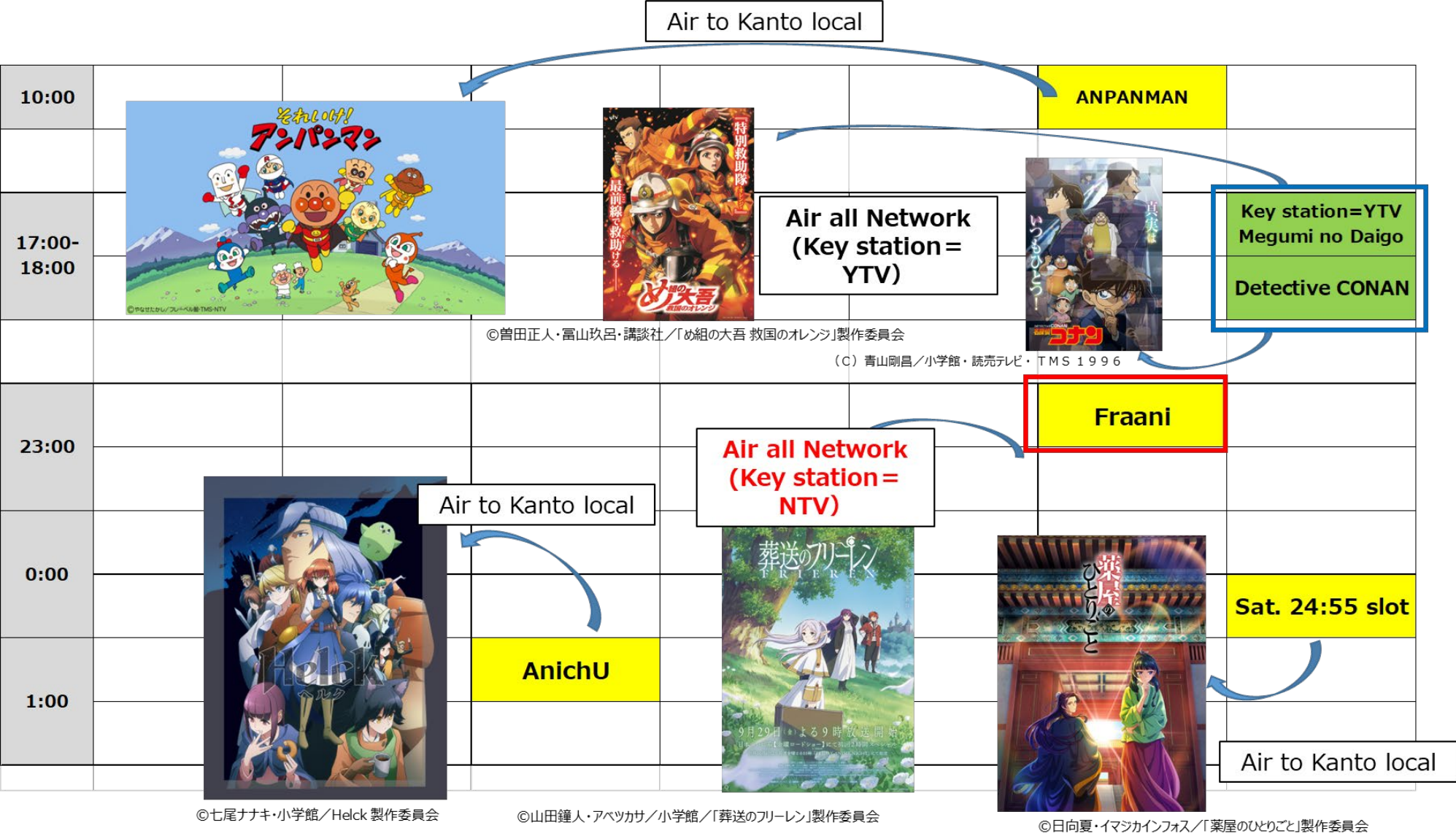
Having won six awards at the Laurence Olivier Awards, Britain's most prestigious stage honor, including Best Entertainment or Comedy Play, "My Neighbour Totoro" returns to London on Nov 21, 2023.



© Studio Ghibli

Photo by Manuel Harlan  
© RSC with NTV

# Nippon TV Anime Rollout



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# Nippon TV Anime Strategy

Invest in and broadcast carefully-selected titles that sell at high prices overseas (mostly North America).

Necessary tactics to make that a reality:

- Anime adaptations of popular hits from major publishing houses

## **Frieren: Beyond Journey's End**

Manga Taisho 2021 Grand Prize winner, 11 million comics copies issued in total, stellar reviews in major North American website.



## **The Apothecary Diaries**

Hall of Fame entrant in the ranking for manga works that fans want to be adapted as an anime. 24 million novels and comics issued in total.



We will join the committee led by Toho and Sony.

- Anime adaptations of works that have high potential

## **Reborn as a Vending Machine, I Now Wander the Dungeon**

Published in 2016 by Kadokawa Sneaker Bunko. A story that touches upon tourists' amazement at Japan's vending machines.



## **Helck**

Serialized in Ura Sunday in 2014. A smash hit overseas as a mainstream story about battles between people of valor.



We became the lead manager of the production committee and earn processing fees for overseas sales.

# Anime Content Rollout

## ● Frieren: Beyond Journey's End

First "Friday Road Show" broadcast on Sep 29 was a 2-hour special, airing thereafter on new anime slot "Friday Anime Night"

**Manga Taisho 2021 Grand Prize winner finally a much-awaited anime! Follow the journey of Frieren the magician and her friends.**

Frieren the magician is living in a time that is 1,000 years after she and the brave being ousted the demon. Follow her as she meets people anew on her journey. With the comics issuing a total of over 11 million copies and winning the Manga Taisho 2021 Grand Prize and the 25<sup>th</sup> Osamu Tezuka Cultural Prize Originality Prize, it has taken manga fans by storm. Get ready for the TV anime adaptation!

Original work: Kanehito Yamada, Tsukasa Abe; serialized on Weekly Shonen Sunday

Director: Keiichiro Saito; Produced by: Madhouse

Opening theme song: "The Brave" by YOASOBI; Ending theme song: "Anytime Anywhere" by milet

**Huge accolades immediately after broadcast!**

**Both "Friday Road Show" and "Friday Anime Night" broadcasts topped the core viewer ratings, beating the entire competition!**

Streaming platforms: no. 1 on Netflix & d-anime Store; high ranking on other platforms

X: related words took the top spots on trending hashtags

Number of posts for the word "Frieren"

- Sep 29 (Fri) debut special broadcast on "Friday Road Show": 285,945 posts
- Sep 30 (Sat) day after broadcast: 144,781 posts



©Kanehito Yamada/Tsukasa Abe/Shogakukan/Frieren: Beyond Journey's End Production Committee

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# Anime Content Rollout

## ● The Apothecary Diaries

**24 million novels and comics issued in total, no. 1 in ranking for “Next Winner of Manga Taisho 2019 Grand Prize”, ranked for 3 years in a row on “manga that fans want adapted into anime”. Now, a much-awaited anime adaptation!**

Started airing on Oct 22 on the Sunday slot for 2 cours in a row!  
※Debut broadcast offered 3 episodes all at once starting at 1:05 am

Oct 22 (Sun) – Mar 24 (Sun)  
12:55 am – 1:25 am, all 24 episodes

Original work: Natsu Hyuuga, Hero Bunko Director: Norihiro Naganuma  
Produced by: TOHO animation STUDIO×OLM

Opening theme song: Ryokuoushoku Shakai; Ending theme song: AiNA THE END  
Not typical of late-night anime, this features songs by highly-acclaimed artists.

Located at the center of the continent is a superpower nation. A young woman who was a pharmacist at the red-light district is snatched away and sold to become a lowly servant at the inner palace. She uses her knowledge of poisons and medicines to serve as the food taster and solve one complex crime after another in the palace. Get ready for this mystery-solving entertainment!



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

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# Global Content Rollout

## ● Drama series “Rebooting” sweeps awards globally, captures attention and garners flood of remake offers!



•A string of awards and nominations in China, Korea, Thailand, and more.

•Won the Best New Scripted Series Non-English Language Award at MIPCOM, the largest content market held in Cannes.

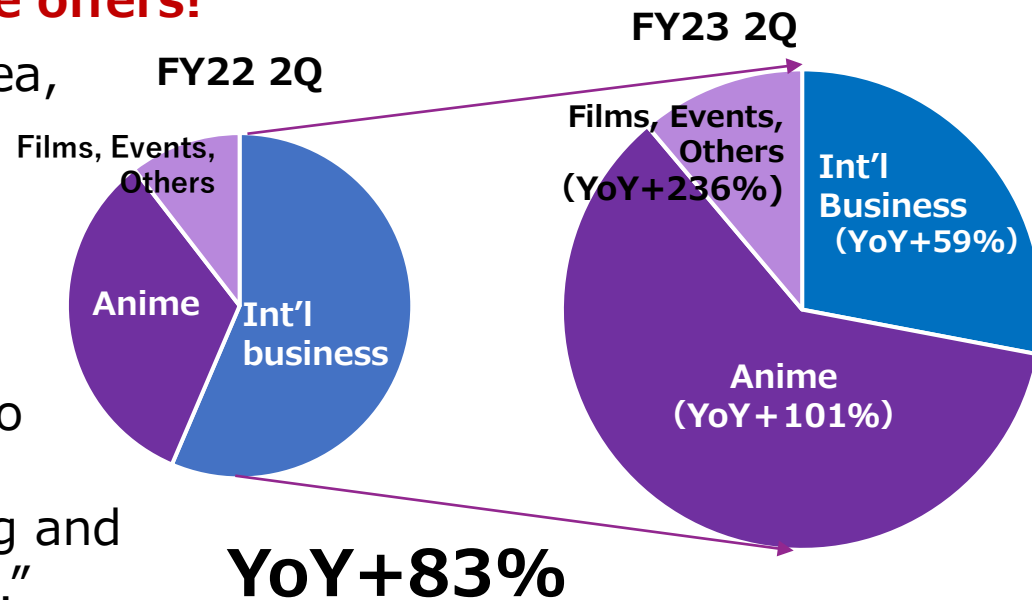
•A flurry of remake offers mainly from Asia but also Europe and North America. Globally lauded as “an extremely well-constructed work,” “a heartwarming and funny show amidst a world full of depressing news.”

## ● Entertainment format co-development with BBC Studios

•Co-developed with BBC Studios a completely original entertainment format that fuses what Nippon TV does best—a hilarious prank game show, with a uniquely-British spy movie vibe.

•“Koso Koso” was aired on Nippon TV’s linear television platform in July and is now available for sale globally.

### International Content Sales



\* Internally-managed figures based on new accounting standards.



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# Programming Strategy



# October Programming Improvements

To address the diversifying tastes of viewers, we are featuring new shows for family viewing on daytime Saturdays to bolster our timetable.

We aim to capture new TV viewers by creating a new anime slot on Fridays at 11 pm that offers a slew of hit titles for nationwide broadcast.



Mind of a Japanese  
Saturdays 10:30 am - 11:25 am

What really goes on inside the mind of the Japanese? Using the flood of data from everyday life and social media, this big data entertainment show visualizes what really goes on in the mind of the Japanese.



Meshidora  
Saturdays 11:55 am - 1:30 pm

Kanechika of EXIT and Shinnosuke Mitsushima welcome a guest as they decide on a whim where to drive to find gourmet dishes. A totally unscripted and unstaged food travel show on Saturdays at lunchtime for the entire family to enjoy.



Frieren: Beyond Journey's End  
Fridays, 11:00 pm – 11:30 pm  
Much-awaited anime adaptation of the Manga Taisho 2021 Grand Prize winner, with over 10 million copies issued. Frieren and the brave embark on a 10-year adventure, finally ousting the demon to bring peace to the world. Follow her journey to get to know what people are all about.

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# 100<sup>th</sup> Hakone Ekiden



## 100<sup>th</sup> Hakone Ekiden Tokyo-Hakone Round Trip College Marathon Relay Race

**Outbound:**  
Jan 2, 2024 (Tue) 7:50 am start

**Inbound:**  
Jan 3, 2024 (Wed) 7:50 am start

**Aired live nationwide on 30 of  
Nippon TV's network linear  
broadcast platforms!**

**11 schools outside the Kanto region joined the prelims for the first time for this commemorative 100<sup>th</sup> race. The new year's sun shines upon the runners as they take on the brutal 217.1 km round trip race. A completely live broadcast staged in a way that befits the milestone of reaching the 100<sup>th</sup>!**

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# 2023 July Cour Individual Viewer Ratings

July 03, 2023 – October 01, 2023

	NTV	EX	TBS	TX	CX
All Day 6:00 to 24:00	① 3.4	① 3.4	③ 2.6	⑤ 1.2	④ 2.3
Prime Time 19:00 to 23:00	① 5.2	② 5.1	③ 3.9	⑤ 2.7	④ 3.5
Golden Time 19:00 to 22:00	① 5.5	② 5.0	③ 4.0	⑤ 3.1	④ 3.7
Non-Prime Time All Day – Prime Time	① 2.9	① 2.9	③ 2.3	⑤ 0.8	④ 1.9
Platinum Time 23:00 to 25:00	① 2.7	② 1.8	② 1.8	⑤ 0.7	④ 1.5

In order of digital channel, from left. Source for Core Target viewership (Kanto region) Video Research.

- Nippon TV won the Individual Triple Crown title in the July cour
- Individual Triple Crown title winner for 11 out of 26 weeks (Apr.-Sep) in FY2023

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# 2023 July Cour Core Target Viewer Ratings

July 03, 2023 – October 01, 2023

	NTV	EX	TBS	TX	CX
All Day 6:00 to 24:00	① 2.6	④ 1.2	③ 1.5	⑤ 0.5	② 1.7
Prime Time 19:00 to 23:00	① 4.3	④ 2.4	② 2.9	⑤ 1.3	③ 2.8
Golden Time 19:00 to 22:00	① 4.4	④ 2.2	② 2.9	⑤ 1.4	② 2.9
Non-Prime Time All Day – Prime Time	① 2.2	④ 0.9	③ 1.1	⑤ 0.3	② 1.4
Platinum Time 23:00 to 25:00	① 2.3	② 1.3	② 1.3	⑤ 0.5	② 1.3

In order of digital channel, from left. Source for Core Target viewership (Kanto region) Video Research.

## ■ Nippon TV is the Core Target Triple Crown title winner for July Cour

※Core target is an original index of Nippon TV targeting males and females aged 13 to 49, which is in high demand from sponsors

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# **Digital & Streaming**

# HJ Holdings (Hulu)

(Unit: Millions of Yen)	Net Sales	Operating Profit	Recurring Profit	Net Income
<b>FY2023 1H</b>	16,426	497	529	527

■ On July 12 (Wed), we launched the **Hulu | Disney+ Bundle Plan** for subscribers to enjoy both SVOD services. This great deal is hugely popular with subscribers who can now avail of Japan and the world's vast content and entertainment.



## ■ Large-scale co-development title with overseas partner. First Hulu original Korean drama theater adaptation!

• Out in Sep is "Drops of God" with Tomohisa Yamashita in his first lead role in an overseas drama. A bold adaptation of an original work that caused a wine boom.



• "Play, Plü" debuts in Nov and streams simultaneously in Japan and Korea. Hulu's first original K-drama in collab with PLAYLIST and the producer of "Crash Landing on You" and "Itaewon Class."



• Theater adaptation of smash hit Hulu original "Love You as the World Ends" slated to open in Jan 2024. What's more, season 5 is slated to stream exclusively on Hulu.



## ■ Hit dramas and their Hulu originals from vast genres capture new subscribers!

### FY2023 2Q Hits

"The Greatest Teacher" "Nizi Project Season 2" "Home With a Garden" "The Quest"



## ■ Hulu Store (TVOD) is robust!

- Nogizaka46 summer world tour 2023 Tokyo concert
- TOMOHISA YAMASHITA ARENA TOUR 2023 -Sweet Vision-
- Stage adaptation "Spirited Away: Live on Stage"
- BiSH "Bye-Bye Show for Never"
- BACK TO THE MEMORIES PART3

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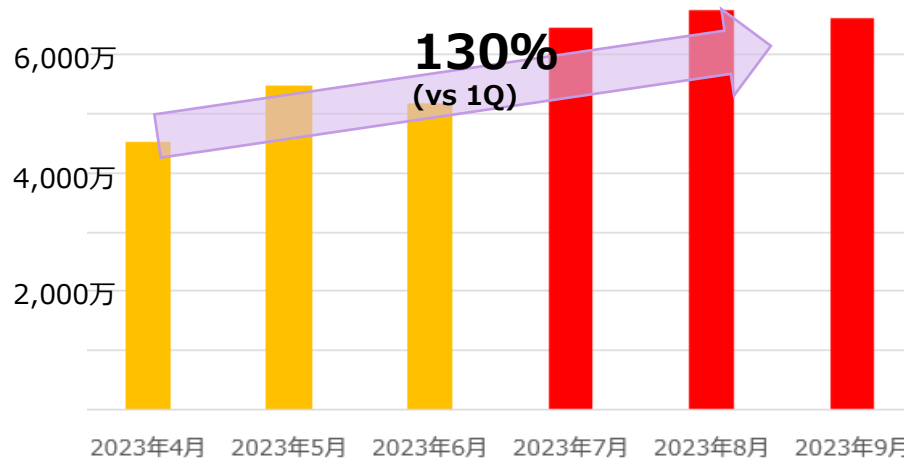
# Streaming Business: TVer (AVOD)

## TVer Highlights

- Over 700 programs from all broadcasters streamed)
- 2Q all broadcasters, all content: Plays: 1.123 bil (+13% vs 1Q) Unique Browsers: 46.21 mil (+10% vs 1Q) (All content on TVer with ads)
- Total app downloads: over 60 mil

## Nippon TV Initiatives

Nippon TV AVOD Total Monthly Plays 2Q (VOD only)



### □ Saturday drama “The Greatest Teacher” multi-rollout

Multi-rollout to maximize the buzz by streaming TVer original “The Greatest Student” and posting vertical content on social media like TikTok. “The Greatest Teacher” became the most-played AVOD Nippon TV drama.

### □ Double World Cup: Basketball & Rugby

Live streaming of Japanese team games, 3 basketball and 19 rugby matches, on TVer. A total of 1 mil viewers watched live (during Nippon TV streaming)



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# News Streaming Business

## Successes of the digitally-focused business expansion

■ In addition to broadcasting, we are digitally focused to **bolster the quality and quantity of our streaming content** to propel business growth.

■ As page views slow down post-Covid and digital ads face a challenging environment, our FY2023 1H revenue was **+7% YoY** thanks to measures that boosted streaming of sports and entertainment stories.

### ◆ Official website

Nippon TV News NNN <https://news.ntv.co.jp/>

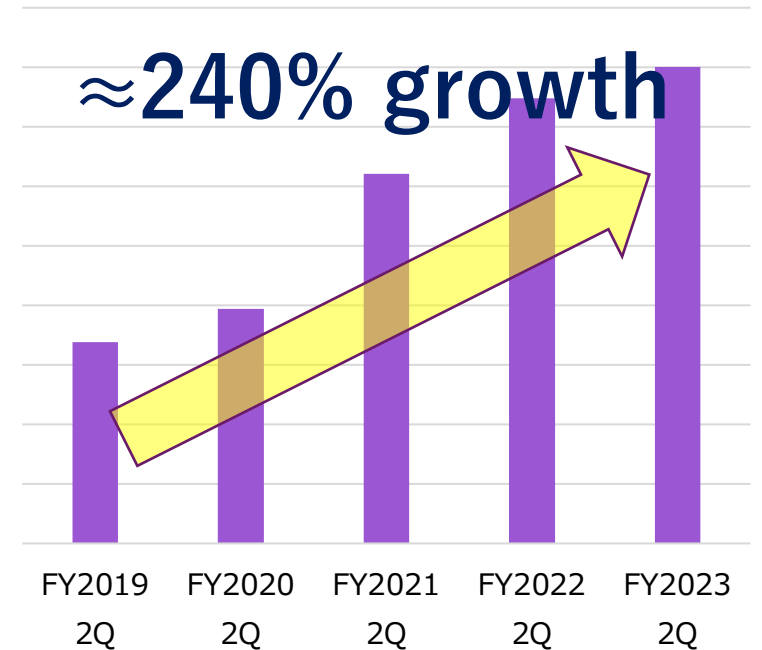
### ◆ External streaming platforms (in no particular order)

Yahoo! News, Smart News, LINE NEWS, MSN, Gunosy, iChannel, dmenu, goo, au News Verse, News Digest, au Service Today, YouTube, TikTok, X, Threads, various podcasts, etc.

※YouTube channel subscribers: 1.749 mil (end of Sep)

TikTok followers: 2.6 mil

≈240% growth



※Internally-managed figures

} continuing to grow

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# News Streaming Business

## Nippon TV News NNN Launch

■ In collaboration with the 30 network stations nationwide, “Nippon TV News NNN” debuted in Oct as an integrated NNN news media!  
It **compiles into one website what is going on now all over Japan** to quickly and accurately deliver reliable news articles that are reliable, in hopes of providing opportunities to create a better future.



## Nippon TV Weather & Disaster Prevention Website Release

■ By automatically collecting disaster alerts and lifeline information, this portal is able to deliver information to smartphones that are **automatically updated 24/7/365**. Provides detailed information such as cellphone network communication failures and water supply information.



■ A source of news and information for people who cannot access television during disasters.

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# Use of AI and Advanced Imaging

## Content Creation Using AI System Developed In-House

Willing members of production teams joined forces to develop AD (pronounced ay·dee), an AI system that supports their work. It enhances content quality and work efficiency and can be used widely such as in live sports broadcasts, news, and infotainment shows.



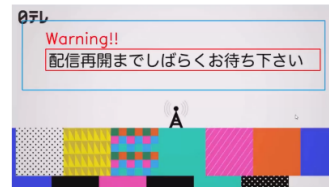
英語テロップの日本語自動変換



音声解析



競技スコアの自動読取・入力



映像自動監視



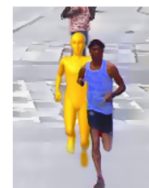
顔認識



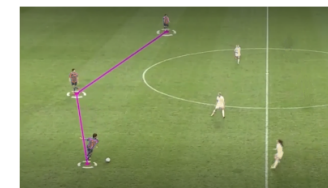
自動検知・モザイク



自動軌道表示



生放送で物体間にCG合成






















自動ポジショニング表示

Over 30 awards won, such as the Minister of Economy, Trade and Industry Prize (Motion Picture and Television Engineering Society of Japan Grand Prize)



**Medium-Term Management Plan**  
**New Business, M&A**

# Strategic Investment Trend

	2012-2015 Next60	2016-2018 Change65	2019-2021 Nippon TV eVOLUTION	2022-2024 Medium-Term Management Plan
Media & Content Business	  	   	  	    
Life & Health-Related Business	 			
Total Investment Amount (including related costs)	<b>¥38 bil</b>	<b>¥22 bil</b>	<b>¥29 bil</b>	<b>¥31.9 bil</b>

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※As of 2Q financial performance disclosure

# JCG (esports business)



<https://jcg.co.jp/>

- JCG Co., Ltd. became a subsidiary in Sep 2023. It produces esports events and offers a platform for online tournaments.
- JCG is one of Japan's largest esports providers, with a track record of over 1,000 tournaments a year.
- esports is garnering attention even in real sports venues after its inclusion into the Asian Games. The esports market is expected to grow in Japan and abroad.
- We will combine the Nippon TV Group's expertise in planning and producing with JCG's specialized knowhow in games to offer tournaments and events whose quality are at unprecedented levels.

## Nippon TV esports strategy



Team-operated AXIZ



esports show "eGG"

Launched in 2018 as a new business



Pokémon Unite Koshien since 2022 (held together with the Pokémon Company)



JCG became a subsidiary in 2023

- Accelerate client acquisition for large-scale projects by increasing Nippon TV and JCG's sales prowess.
- Unleash synergies within the group (Nippon TV Events, NiTRo, AX-ON, Murayama, Hulu, Clan, and more).
- Strive to capture the largest share in the domestic esports tournament market.
- Pursue opportunities to enter the ¥100 bil global market.

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# Vook

- Invested in Vook Inc. in Sep 2023. It operates Vook, one of Japan's largest websites that specializes in providing tips to video creators, and also runs Vook School, a practical school for video creators, and Vook Career, which offers information on job opportunities.
- As the demand for videos increases, we aspire to address the shortage of creators and improve their working environment and compensation.
- Both companies will aim to create a society that overflows with videos that offer powerful experiences by holding events for creators and developing new courses at Vook School.

## ■ Impact measurement & management

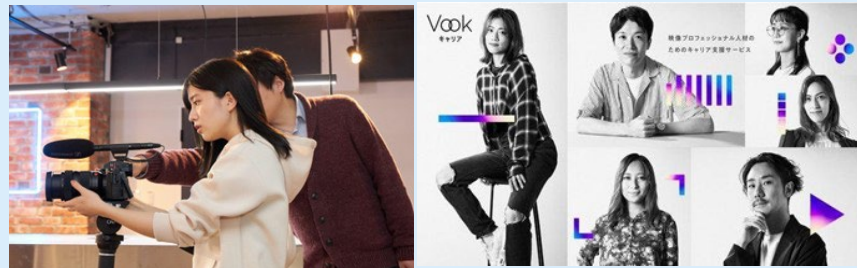
In an effort to provide society with a new barometer, we conducted impact measurement & management at the stage when we were still considering the investment. We will create visual presentations of the impact on the number of creators, their working environment, and compensation to enhance the positive impact on them.

### Measurement Indexes

Number of students at Vook School

Number of job placements at Vook Career

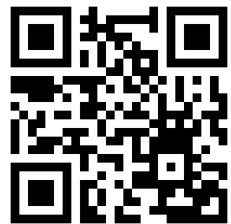
Total change of annual income from Vook Career placements



<https://vook.vc/>

Video on reason for investment and pursuit of social impact:

<https://youtu.be/f79gQNaD2Ys>



# Dream Coaching

## Medium-Term Management Plan: Accelerate **New Business** Creation

### ■ Business overview and goals

- A business that gathers many athletes and dispatches them to who they will coach. They are dispatched for school or individual coaching.
- We aim to solve the two social problems of second careers and the shortage of sports coaching knowhow.
- Numerous top athletes have joined, from an Olympics gold medalist to a current member of the Japan national team.

### Dream Coaching by 076



Over 14,000 individual coaching conducted.  
99% of the reviews are 5★, the highest.

Dream coaching website:  
<https://www.dream-coaching.com/>



Upon the request of the Japan Sports Agency, we dispatched top athletes to over 600 schools nationwide.

Athletes' official website:  
<https://www.dream-coaching.com/jsa>

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# Segment Results

(Millions of yen)

	Net Sales			Segment Profit (△ Loss)		
	FY2022 1H (Apr.-Sep.)	FY2023 1H (Apr.-Sep.)	Change	FY2022 1H (Apr.-Sep.)	FY2023 1H (Apr.-Sep.)	Change
Media Content Business	184,682	<b>180,654</b>	△ <b>4,028</b>	18,150	<b>15,038</b>	△ <b>3,111</b>
Life and Health Related Business	13,032	<b>13,231</b>	<b>199</b>	△182	<b>426</b>	<b>609</b>
Real Estate-Related Businesses	5,323	<b>5,546</b>	<b>223</b>	1,873	<b>2,145</b>	<b>272</b>

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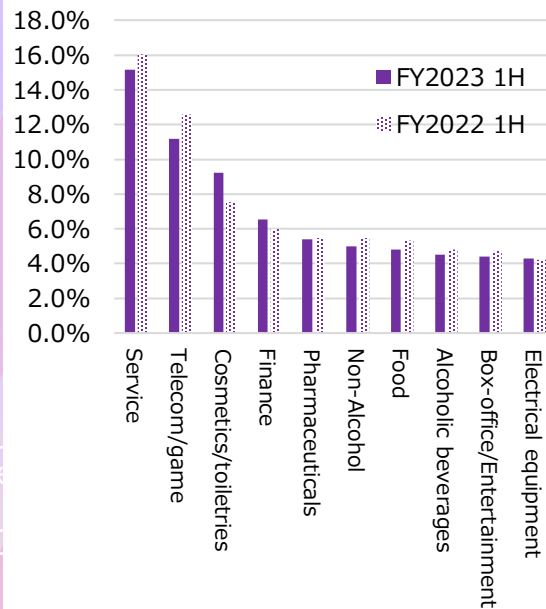
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## FY2023 1H Spot Sales - Terrestrial Broadcasting (Nippon TV)



	FY2022 1H (Apr. – Sep.)	Share (%)	Change (%)
1	Service	16.0	48.7
2	Telecom/Game	12.6	△ 33.8
3	Cosmetics/Toiletries	7.5	△ 22.7
4	Finance	6.0	4.8
5	Food <Processed, Health foods, etc.>	5.5	11.8
6	Electrical equipment	5.5	18.5
7	Pharmaceuticals	5.3	4.1
8	Box-office/ Entertainment	4.8	6.2
9	Non-Alcohol	4.7	△ 24.0
10	Alcoholic beverages	4.2	0.2

	FY2023 1H (Apr.- Sep.)	Share (%)	Change (%)
	Service	15.2	△ 11.9
	Telecom/Game	11.2	△ 17.1
	Cosmetics/Toiletries	9.2	13.9
	Finance	6.5	1.9
	Pharmaceuticals	5.4	△ 5.9
	Non-Alcohol	5.0	△ 1.9
	Food <Processed, Health foods, etc.>	4.8	△ 17.8
	Alcoholic beverages	4.5	△ 0.3
	Box-office/ Entertainment	4.4	△ 14.6
	Electrical equipment	4.3	△ 26.9

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

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# Movie Lineup for FY2023

Date	Title	Distributor	
Friday October 13	■ We're Millennials. Got a problem?: The Movie	TOHO	
Friday December 15	★ The IMAGINARY	TOHO	© 2023「ゆとりですがなにか」製作委員会  (C)2023 Ponoc
Friday January 26	■ Love You as the World Ends: The Movie	TOHO	

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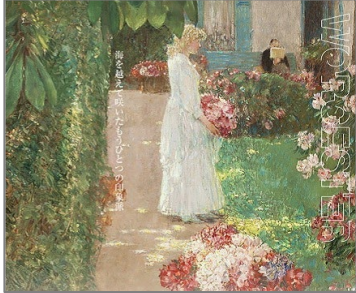

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# Event Line up for FY2023

Date	Event
<p>Saturday, January 6, 2024 – Sunday, January 28, 2024 Meijiza, Tokyo</p>	 <p>Nippon TV 70<sup>th</sup> Anniversary Commemorative Theater Show <b>Journey to the West</b></p>
<p>Saturday, January 27, 2024 – Sunday, April 7, 2024 Tokyo Metropolitan Art Museum</p>	<p><b>Frontiers of Impressionism: Paintings from the Worcester Art Museum</b></p> 
<p><b>Tokyo:</b> Wednesday, January 10, 2024 – Wednesday, January 31, 2024 IMM Theater</p> <p><b>Osaka:</b> Sunday, February 11, 2024 – Sunday, February 18, 2024 Umeda Arts Theater</p>	 <p><b>Prince of IKARUGA</b></p>

For more information about lots of other live music, theater, and events, please visit:  
<https://www.ntv.co.jp/event/>

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# IP Business

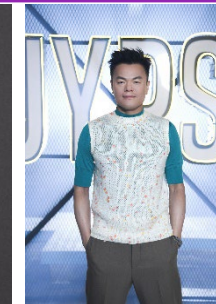
◆ Nippon TV and HI-AX, LDH's LLP, spawn this 3<sup>rd</sup> installation of a smash hit. FANTASTICS, LDH's most prominent young group, and their iconic show "FUN!FUN!FANTASTICS 3" are the talk of the town. Their linked event "BACK TO THE MEMORIES 3" completed 29 shows in Osaka, Tokyo, Nagoya, and Fukuoka, yielding large profits and even more success for the group.



◆ NCT NEW TEAM (TBD) pre-debuted as a 6-member boy band after a tough competition on NCT Universe: LASTART, held by SM Entertainment, the major agency managing TVXQ, BOA and more. They kicked off their tour of 24 shows across 9 cities.



◆ NiziU, executive produced by J.Y. Park, came back as "Nizi Project Season 2" in July as a vocal group audition! The feature on morning infotainment show "DayDay." was much talked about. Set for December is the much-awaited selection of the debuting members!



※Picture: 12 candidates in Korea

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# Capital Efficiency Plans

As of May 11, 2023

## Promote growth strategies according to Medium-Term Management Plan

- We will aim to increase sales and profits by advancing our priority targets, namely “Maximize the value of content,” “Accelerate new business creation” and “Build a wellness economic zone.”

## Measures to reduce cross-shareholdings

- We review the rationality of our cross-shareholdings as necessary. For FY2022, cross-shareholdings as a percent of net assets was below 20%.

## Shareholder return policy

- Our basic policy is to provide continuous and stable shareholder returns, which we will adhere to as we aspire to achieve a total return ratio of 30%.

We will strive to increase ROE by accomplishing the goals in our Medium-Term Management Plan and improving our financial performance.