

NIPPON TV HOLDINGS

FY2024 1Q Financial Results

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Stock Repurchase and Cross-shareholding Reduction

**Overview of Financial
Results and Forecast**

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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 4.3 billion** from Gain on sale of investment securities in 1Q 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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1Q FY2024 Financial Performance

Higher Sales and Profit

- Time ad sales declined but spot ad sales increased slightly to set the tone for a recovery
- Digital ad sales steadily increased
- STUDIO GHIBLI's financial performance consolidation contributed significantly to sales and profit
- TIPNESS, MURAYAMA, and la belle vie recorded operating losses for 1Q
- Cross-shareholdings stock sales executed (recorded JPY 4.3 billion from Gain on sale of investment securities)

HD: Consolidated Results

Group Companies

Nippon TV

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New Business

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Nippon TV HD: Consolidated Financial Results

(Millions of yen)

(Millions of yen)	FY2023 1Q	FY2024 1Q	YoY	Change
Net Sales	98,010	106,087	8,076	8.2%
Operating Profit	10,344	11,438	1,094	10.6%
Recurring Profit	13,203	13,586	382	2.9%
Net Income attributable to owners of the parent	8,443	10,757	2,313	27.4%

HD: Consolidated Results

Group Companies

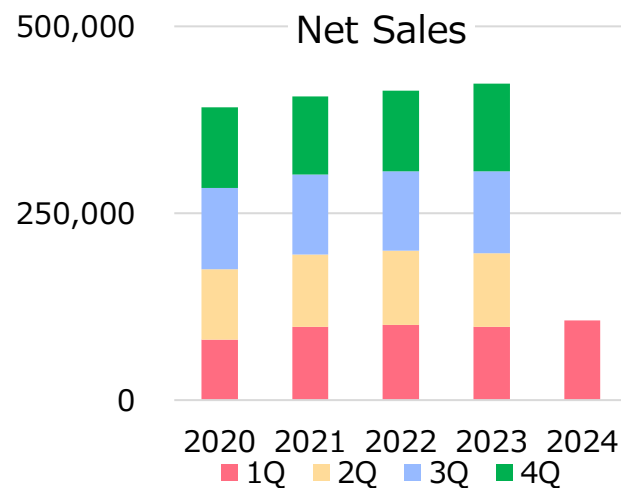
Nippon TV

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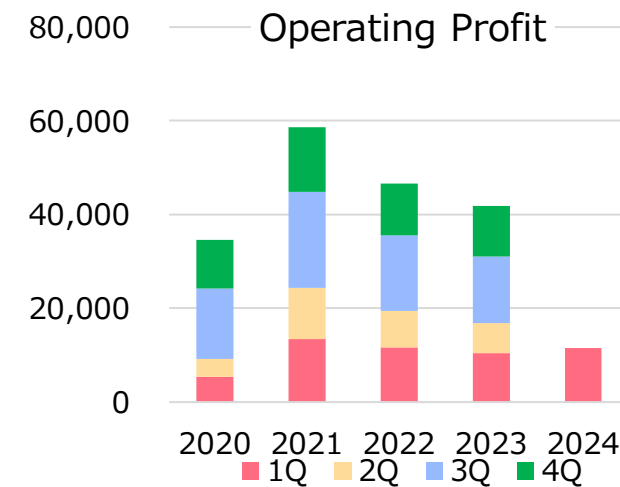
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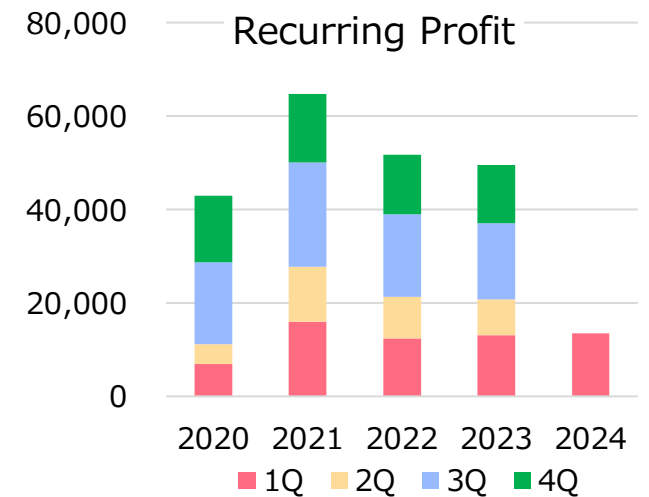
(Millions of yen)



(Millions of yen)

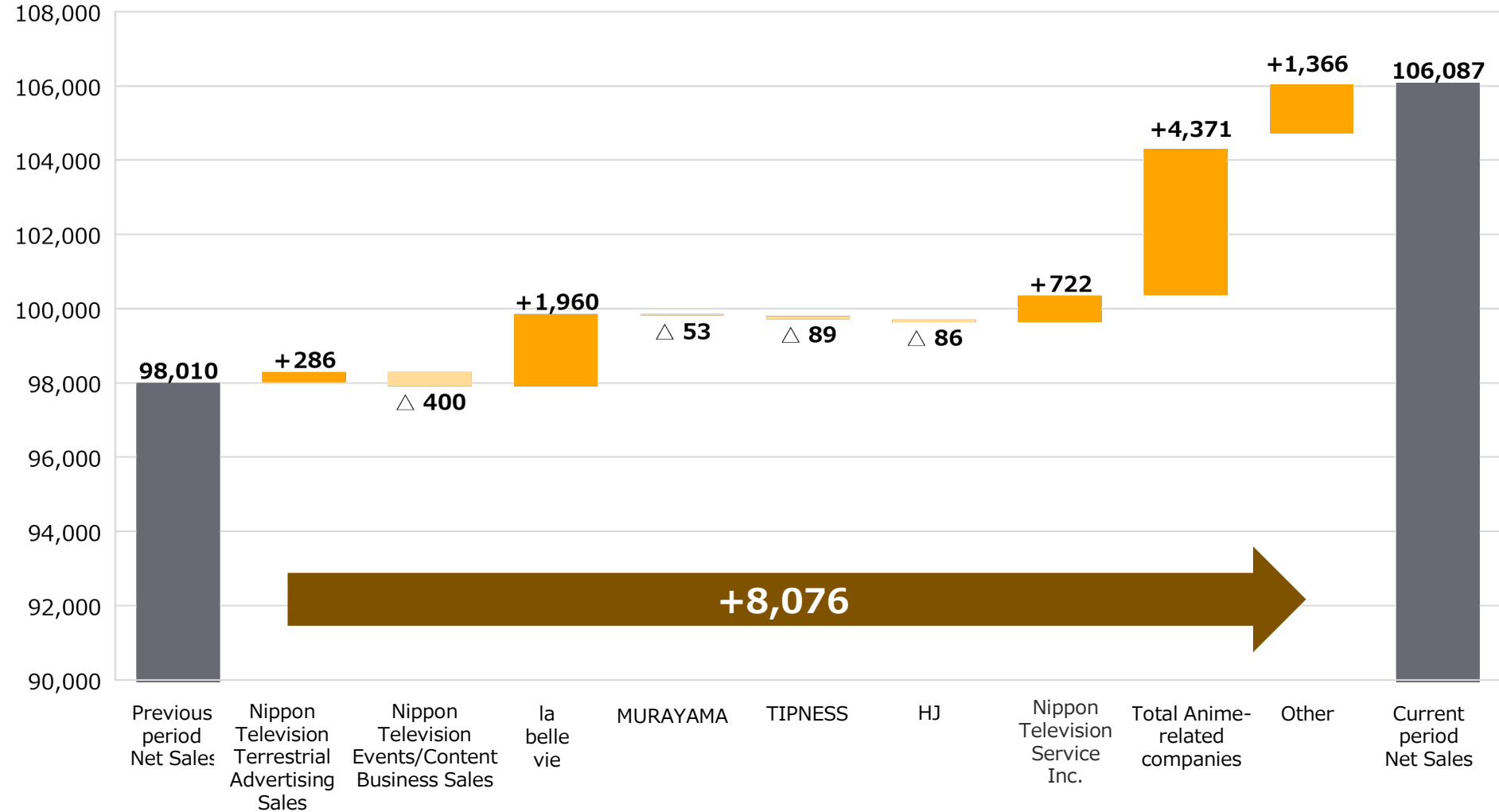


(Millions of yen)



Net Sales YoY Change Components

(Millions of yen)



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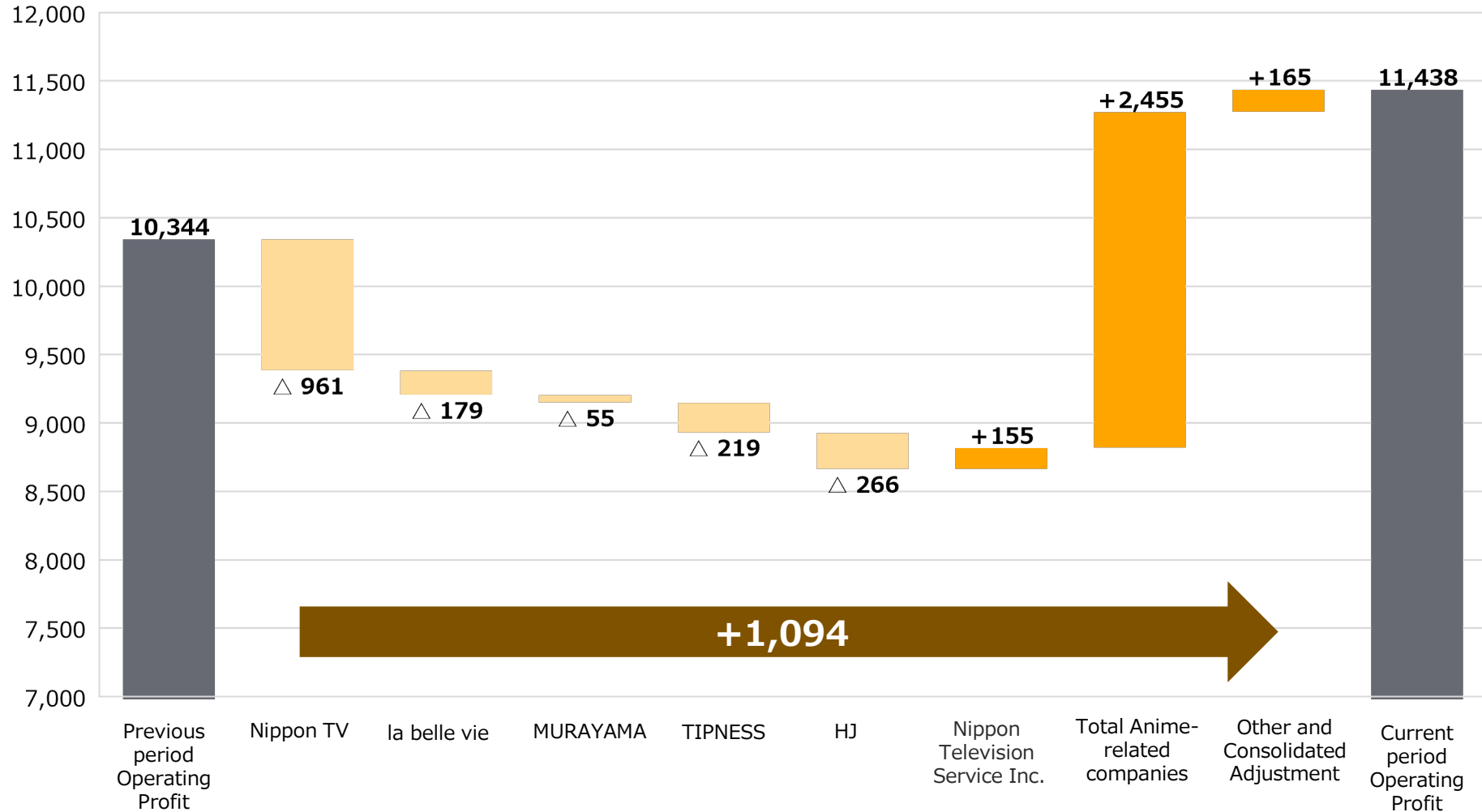
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Operating Profit YoY Change Components

(Millions of yen)



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Nippon TV: Financial Results

- Slightly lower sales, lower operating profit
- Time ad sales declined but spot ad sales increased slightly, setting the tone for a recovery; digital ad sales steadily increased
- Events/Content Business income and expenditure trended as expected; witnessed a reactionary decline from a large-scale event in the same period last year
- Recorded Gain on sale of investment securities from reduction of cross-shareholdings

(Millions of yen)

	FY2023 1Q	FY2024 1Q	YoY	Change
Net Sales	68,601	68,486	△115	△0.2%
Operating Profit	8,077	7,116	△961	△11.9%
Recurring Profit	10,239	9,527	△711	△7.0%
Net Income	7,127	9,746	2,619	36.7%

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Nippon TV: Net Sales and Cost of Sales

(Millions of yen)

Net Sales	FY2023 1Q	FY2024 1Q	YoY	Change
Advertising Revenue	54,044	54,330	286	0.5%
Program Sales	2,745	2,708	△36	△1.3%
Events/Content Business Sales	11,067	10,667	△400	△3.6%
Real Estate Business	744	779	35	4.7%
Total	68,601	68,486	△115	△0.2%

Cost of Sales	FY2023 1Q	FY2024 1Q	YoY	Change
Production Costs	21,531	21,566	34	0.2%
Personnel	5,781	5,624	△157	△2.7%
Depreciation and Amortization	2,310	2,204	△105	△4.6%
Events/Content Business Costs	9,333	10,067	733	7.9%
Others	21,569	21,909	340	1.6%
Total	60,524	61,370	845	1.4%

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Nippon TV: Advertising Revenue

(Millions of yen)

	FY2023 1Q	FY2024 1Q	YoY	Change
Advertising Revenue	54,044	54,330	286	0.5%
Time	25,016	24,671	△344	△1.4%
Spot	27,854	27,880	25	0.1%
Digital Ad.	1,173	1,779	605	51.6%

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

FY2024 Advertising Revenue YoY

Time	Change
April	△5.6%
May	△4.5%
June	6.3%

Spot	Change
April	△2.4%
May	△2.4%
June	6.2%

Digital Ad.	Change
April	56.2%
May	60.5%
June	38.7%

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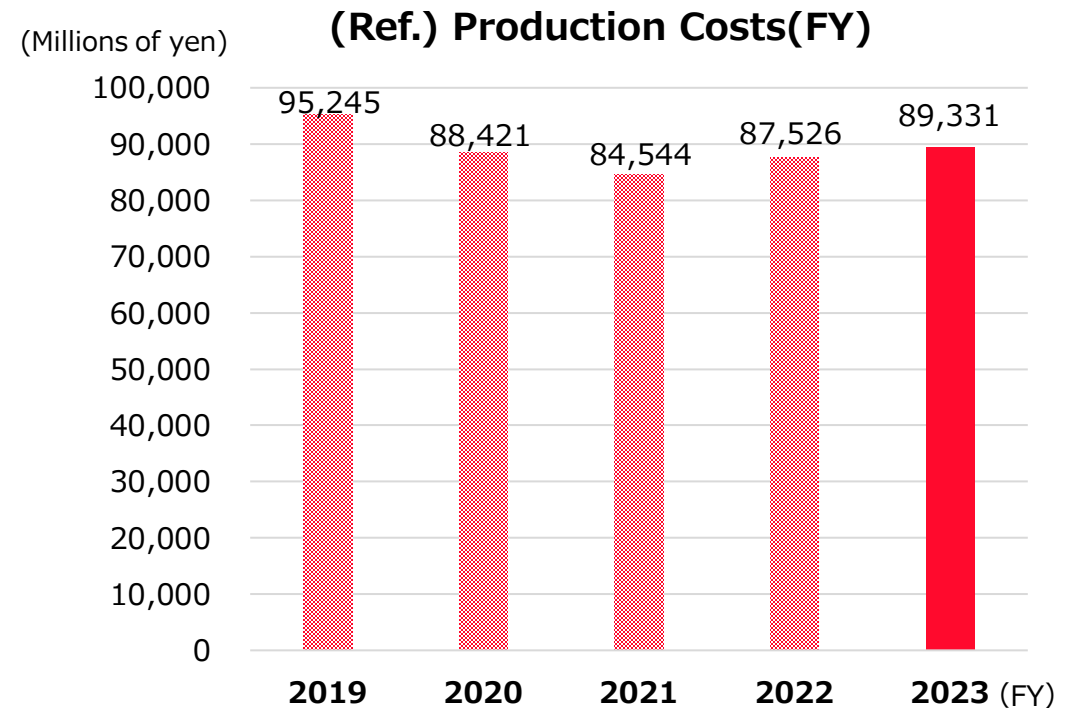
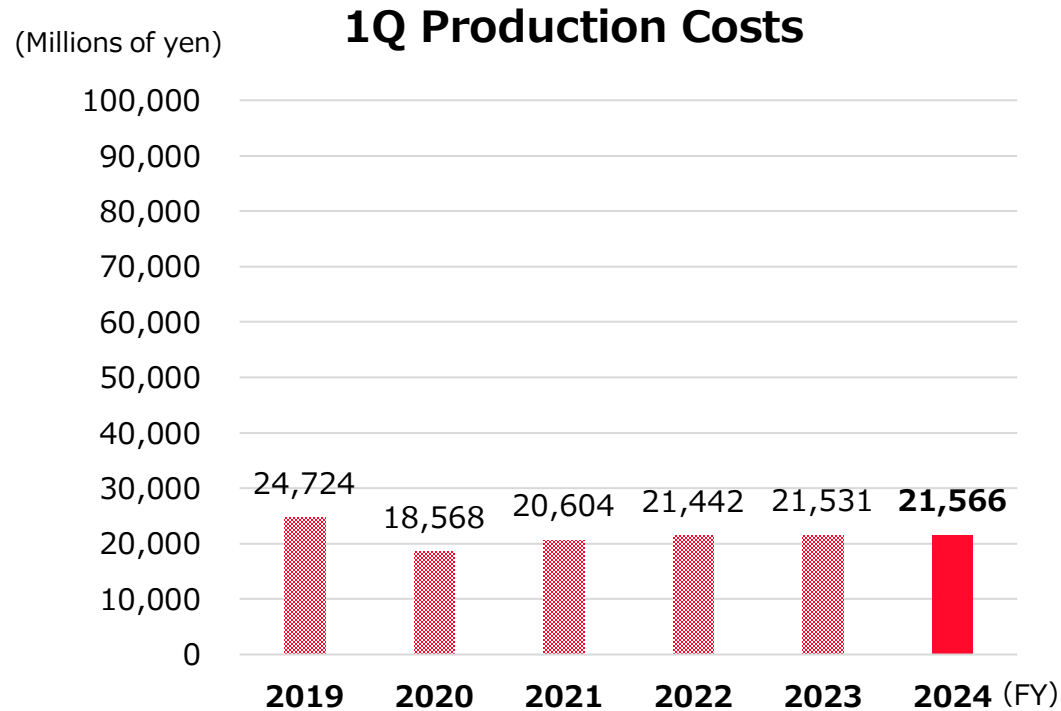
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Nippon TV: Production Costs

(Millions of yen)

FY2023 1Q	FY2024 1Q	YoY	Change
21,531	21,566	34	0.2%



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Nippon TV: Events/Content Business Sales and Balance

(Millions of yen)

	Sales		Balance	
	FY2024 1Q	Change	FY2024 1Q	Change
Movies	1,086	13.9%	718	19.4%
Events	825	△45.8%	16	△93.0%
Retail Business	1,774	4.2%	40	44.1%
Anime	1,533	1.2%	656	1.9%
International Business (excl. Anime)	611	95.9%	453	71.5%
IP Business	633	△8.0%	△66	—
Content Business	316	△12.7%	△223	—

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

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

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Group Companies : Net Sales and Operating Profit

(Millions of yen)

	BS Nippon Corp.	CS Nippon Corp.	Nippon Television Music Corp.	VAP Inc.	TIPNESS Limited
Net Sales	4,312 5.8%	2,279 0.2%	1,984 Δ 9.4%	1,576 Δ 4.6%	6,508 Δ 1.4%
Operating Profit	594 143.2%	86 -	450 Δ 32.2%	283 Δ 47.1%	Δ 241 -

	MURAYAMA INC.	TATSUNOKO PRODUCTION Co., Ltd.	HJ Holdings, Inc.	ACM CO., Ltd.	PLAY,inc.
Net Sales	3,159 Δ 1.7%	162 13.4%	8,136 Δ 1.1%	1,192 6.6%	2,056 3.5%
Operating Profit	Δ 128 -	Δ 23 -	17 Δ 93.7%	214 2.6%	309 Δ 19.3%

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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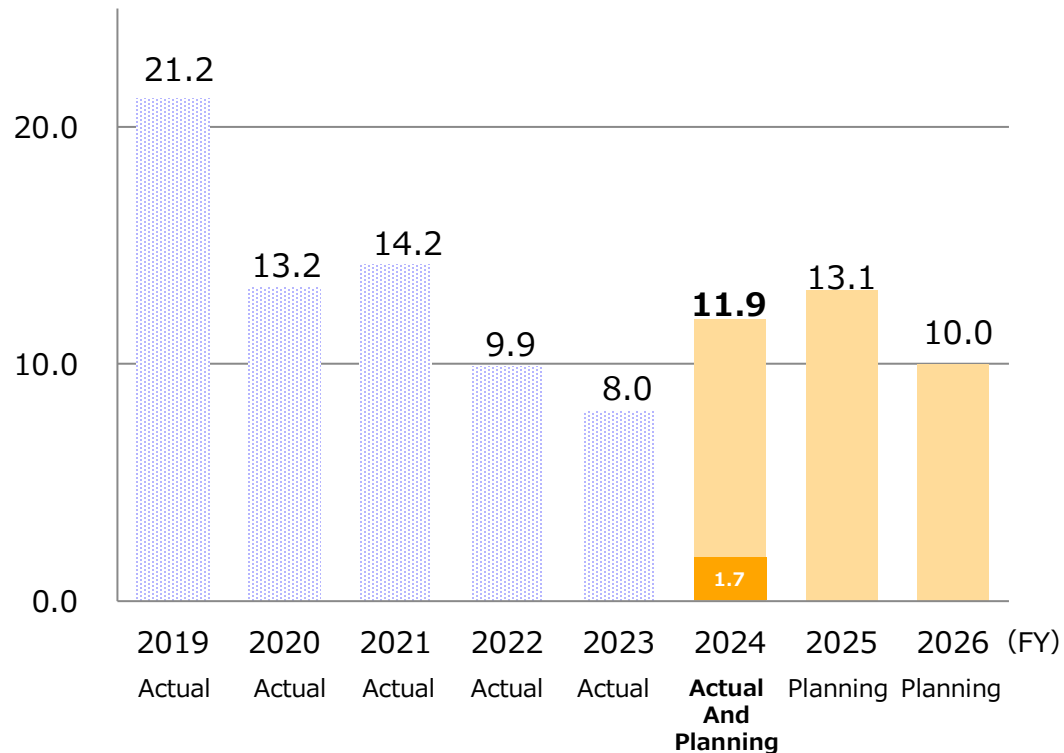
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CAPEX and Depreciation (consolidated)

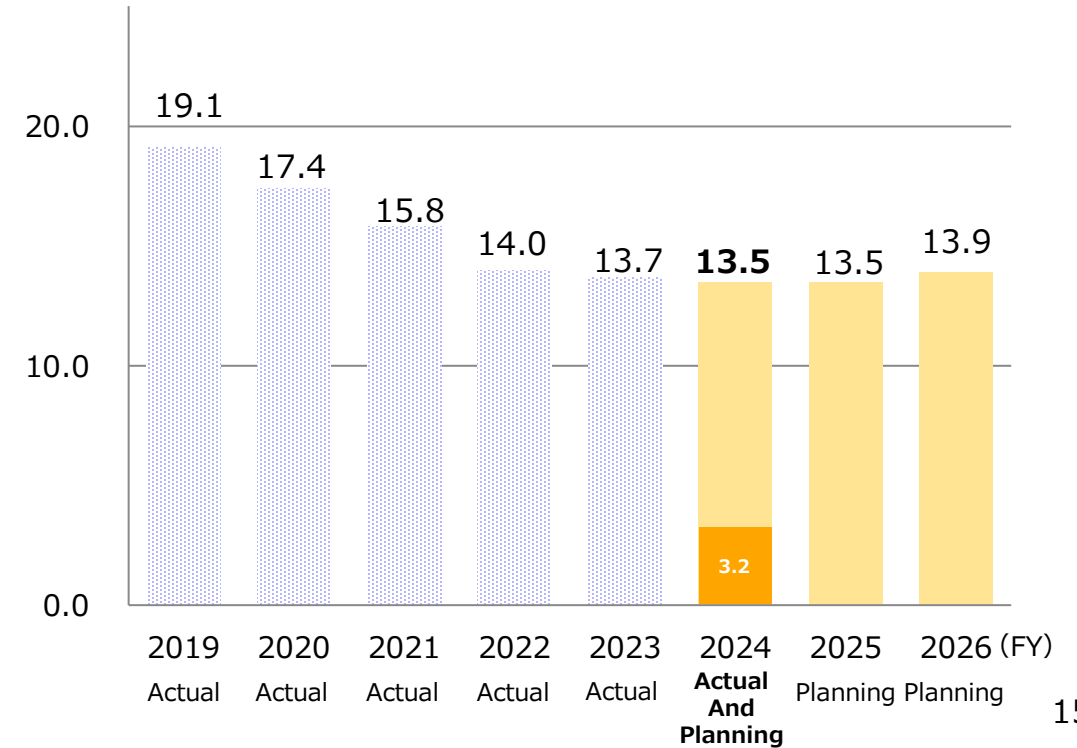
(Billions of yen)

	CAPEX amount	Depreciation and Amortization
FY2024 1Q	1.7	3.2

CAPEX amount



Depreciation and Amortization



Consolidated Forecast and Dividend Forecast (as of May 9)

Unchanged from previous forecast

(Millions of yen)

	FY2023 Result	Forecast for FY2024	Change	Change(%)
Net Sales	423,523	442,000	18,477	4.4%
Operating Profit	41,877	42,000	123	0.3%
Recurring Profit	49,503	48,000	△1,503	△3.0%
Profit attributable to owners of parent Net income	34,660	35,000	340	1.0%

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Dividend Forecast

(Unit:yen)

(Yen)	2Q	Year-End	Annual
FY2024 Forecast	10	30	40

Growth assumptions for terrestrial TV advertising revenue (YoY)

	YoY
Time	△3%
Spot	1%

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STUDIO GHIBLI Awarded Honorary Palme d'Or

- STUDIO GHIBLI was awarded an **honorary Palme d'or** on May 20 at the **77th Festival de Cannes**. It was an award for the entire studio, including its films, GHIBLI MUSEUM, Mitaka, and GHIBLI PARK—the **first time in the world that an organization won the honor**.
- Events held nationwide
 - **GHIBLI Park and GHIBLI Exhibition**
Started June 28 at Warehouse Terrada B&C Hall/E Hall, Tennozu
Explains how GHIBLI PARK was born through the makings of GHIBLI films
 - **Friday Road Show GHIBLI Exhibition**
Held April 12 – June 29 in Kyoto and from July 13 in Hiroshima Prefectural Art Museum
 - **Toshio Suzuki and GHIBLI Exhibition**
Held March 20 – June 18 in Yokosuka and from July 9 in Okayama Prefectural Museum of Art
 - **Animage and GHIBLI Exhibition**
Held May 24 – July 7 in Sapporo and from July 20 in Hanamaki City Museum
- Events held overseas
 - **STUDIO GHIBLI Story Exhibition** held April 12 – October 31 in Shanghai, China
 - **Isao Takahata Exhibition** held April 26 – August 3 in Seoul, South Korea



© Studio Ghibli © Kanyada

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Anime Business

◆Magilumiere Magical Girls Inc.

Scheduled to air in fall 2024.

Much-awaited TV anime adaptation of Shueisha Shonen Jump Plus hit manga!

College student Kana Sakuragi is struggling to land a job offer. "Society doesn't need me," she thinks as she loses confidence in herself. One day while at an interview, she gets embroiled in a natural disaster called kii. Hitomi Koshigaya, a magical girl, rescues Kana from her predicament.

Driven by her sense of responsibility for people's lives and her work, Kana steps out into the world as a contributing member of society and a magical girl in this manga for the youth.

We will acquire and air content that are highly popular with the F1 demographic (females aged 20 to 34)!



©Sekka Iwata, Yu Aoki/
Shueisha, Magilumiere
Production Committee

◆Ranma 1/2

Scheduled to air every Saturday from October 2024 at 00 : 55 am

This anime adaptation is just like a completely new work! A knockout timeless content brought to you by anime studio MAPPA, creator of numerous hits.

To be streamed exclusively on Netflix immediately after the broadcast!



©Rumiko Takahashi, Shogakukan/Ranma1/2 Production Committee

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Global Content Rollout

● Nippon TV blockbuster drama series “Mother” set for a string of overseas remakes!

• Slated for a remake in the Philippines!

ABS-CBN and its subsidiaries and partners around the world are scheduled to broadcast/stream all 80 episodes. With localized versions in over 10 countries, “Mother” is the most remade drama coming out of Asia. More than a decade after its debut in Japan, it has captured worldwide attention throughout the years, still garnering interest and remake offers from multiple countries.

• In another development, “Mr. Hiiragi’s Homeroom”, a suspense high school drama series about a teacher who holds his students hostage, has been remade in Malaysia with all 20 episodes hitting the airwaves beginning August 14 on Astro.



Localized versions of “Mother” that have been aired/streamed in various countries



Lead actor (right) for Philippines version of “Mother”

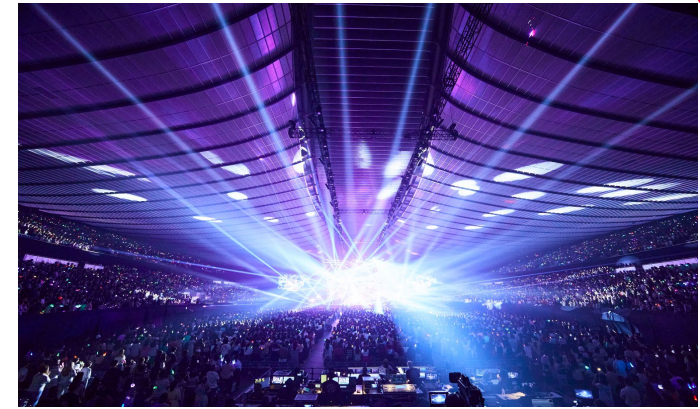


Malaysia version of “Mr. Hiiragi’s Homeroom”

IP Business

We will connect Nippon TV linear platform shows with intellectual property content.

- Huge success for the largest-ever “BUZZ RHYTHM LIVE -10th Anniversary-”!
- 10th time in July was largest-ever held in Yoyogi 1st Gymnasium.
- Grand artists from past BUZZ RHYTHM LIVES like sumika, WANIMA, SUPER BEAVER, Macaroni Empitsu, and BE:FIRST returned to perform.
- A memorable event that gathered around 50,000 spectators over 4 days.



- A sequence of massive events featuring Nippon TV original IP slated for fall 2024!
 - The 4th linked FANTASTICS TV show & stage event! “BACK TO THE MEMORIES PART 4” opens September in 6 cities nationwide for 25 performances.
 - Much-awaited Hinatazaka46 new show “Hinatazaka Music Parade” will be linked to an event.
 - “Cho Nogizaka Star Tanjo!” starring the popular 5th generation of Nogizaka46 will have a linked live performance for the 4th time.



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April 2024 Cour Core Target Viewer Ratings

Quintuple Crown again for April 2024 cour for an overwhelmingly dominant start!

April 01, 2024 – June 30, 2024

	NTV	EX	TBS	TX	CX
All Day 6:00 to 24:00	① 2.3	④ 1.1	③ 1.4	⑤ 0.4	② 1.6
Prime Time 19:00 to 23:00	① 3.8	④ 2.0	② 2.8	⑤ 1.1	③ 2.6
Golden Time 19:00 to 22:00	① 3.9	④ 2.0	② 2.9	⑤ 1.2	③ 2.7
Non-Prime Time All Day – Prime Time	① 1.9	④ 0.8	③ 1.0	⑤ 0.2	② 1.4
Platinum Time 23:00 to 25:00	① 1.9	② 1.3	④ 1.1	⑤ 0.4	② 1.3

In order of digital channel, from left.

Source for Core Target viewership (Kanto region, viewers aged 13 – 49): Video Research.

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April 2024 Cour Individual Viewer Ratings

Double Crown for golden and platinum times!

April 01, 2024 – June 30, 2024

	NTV	EX	TBS	TX	CX
All Day 6:00 to 24:00	② 3.2	① 3.4	③ 2.6	⑤ 1.1	④ 2.2
Prime Time 19:00 to 23:00	② 4.7	① 5.0	③ 4.0	⑤ 2.6	④ 3.3
Golden Time 19:00 to 22:00	① 5.1	② 5.0	③ 4.2	⑤ 3.0	④ 3.3
Non-Prime Time All Day – Prime Time	② 2.8	① 2.9	③ 2.2	⑤ 0.7	④ 1.9
Platinum Time 23:00 to 25:00	① 2.3	② 1.8	③ 1.6	⑤ 0.6	④ 1.4

In order of digital channel, from left.

Source for Core Target viewership (Kanto region, viewers aged 13 – 49): Video Research.

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Must-see Olympics Events Broadcast Abundantly!

July 27 (Sat) 3:55 pm

Volleyball men's preliminary Japan vs Germany

July 29 (Mon) 3:30 am

Swimming men's 400 m individual medley finals and more

July 30 (Tue) 4:45 pm

Judo women's 63 kg; men's 81 kg preliminaries and finals

July 31 (Wed) 3:35 am

Soccer men's preliminary Japan vs Israel

July 31 (Wed) 5:45 pm

**Swimming women's 200 m breaststroke preliminaries and more
BMX freestyle cycling women's and men's finals**

August 1 (Thu) 12:30 am

Gymnastics men's individual all-around finals

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Must-see Olympics Events Broadcast Abundantly!

August 4 (Sun) 5:45 pm

Basketball women's preliminary Japan vs Belgium

August 7 (Wed) 2:00

Athletics men's long jump finals and more

August 8 (Thu) 2:30

Table tennis men's team semifinals (TBD)

August 9 (Fri) 5 pm

Sport climbing men's bouldering & lead finals

August 10 (Sat) 3 am

Breaking women's finals

August 10 (Sat) 4:30 pm

Table tennis women's team 3rd place match and finals

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Streaming Business: HJ Holdings (Hulu Japan)

(Millions of yen)	Net Sales	Operating Profit
FY2024 1Q	8,136	17

“Pandora’s Fruit” new season

Linked to the latest special aired on linear TV, season 3 is streamed exclusively on Hulu Japan. Along with previous seasons, this is capturing numerous new subscribers.



Linear-linked “Watashi Wo Moratte” (translates to “Take Me”)

The reminiscence edition starts airing/streaming on July 5 (Fri). The road to romance edition is slated for broadcast in the fall, and Hulu Japan will stream it in advance.



→NTV dramas playback not as strong as expected, affecting sales

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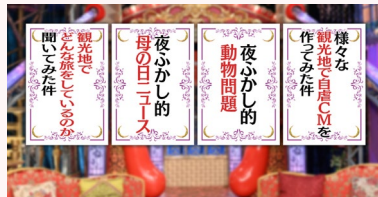
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Steadily expanding entertainment show lineup

- “Monday Late Show” spearheads Hulu Japan’s library of selected masterpieces.
- New entertainment shows like “Kasuga Location”, “Microhee Hikorohee” and “Hitori No Isshogai”.



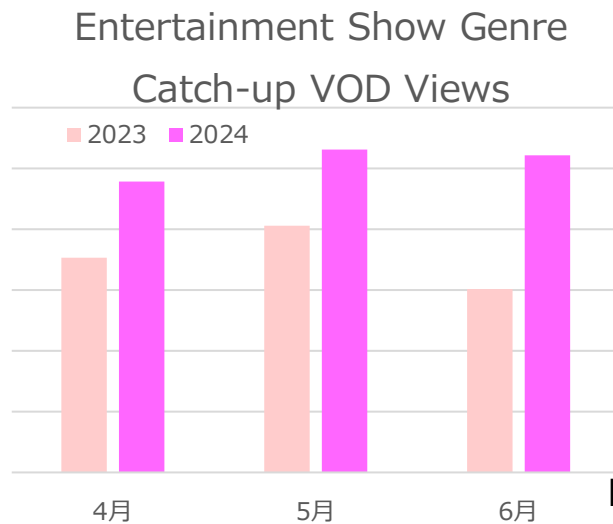
Streaming Business: TVer (AVOD)

TVer Highlights

- Over 800 programs from all broadcasters streamed
- Unique browsers: April: 26.27 mil May: 26.94 mil June: 26.32 mil
Catch-up views: April: 350 mil May: 380 mil June: 360 mil ※Video Research calculation
- Total app downloads: over 75 mil



Nippon TV Initiatives

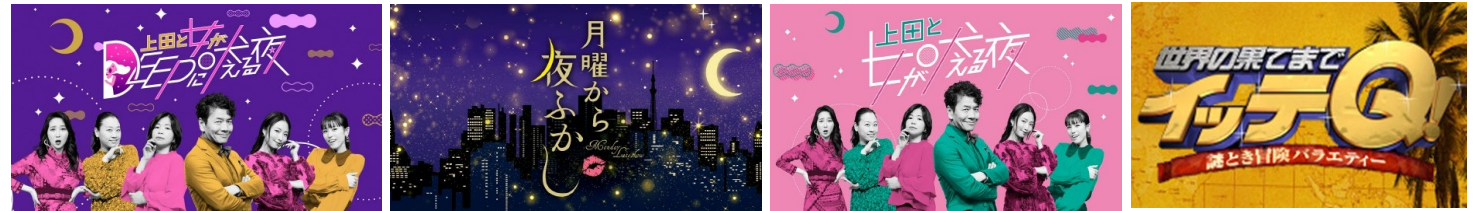


44% growth YoY

■ Entertainment Show Genre (April Cour) 1st Place Among Commercial Broadcasters

New show "Girl's Deep Barking Night" starts strong with over 800k views.

Hits like "Monday Late Show", "Girl's Barking Night" and "The Quest" are in top form!



■ Substantial Views for Sports Live Streaming

Professional baseball (Giants games), soccer national team games, and basketball national team games are streamed live.

As of the end of July, all the events of the Paris Olympics are planned for streaming.

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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)	¥38 bil	¥22 bil	¥29 bil	¥35.7 bil

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Investment in AI Body Analysis

- Aiming to utilize our customer data platform to assist each consumer at the individual level so they can achieve a lifestyle of wellness, we **invested in Sapeet Inc.** in April 2024 as part of our Life & Health Related Business. Sapeet offers solutions in **AI body analysis** and AI sales and customer service.
- The Nippon TV Group has had collaborations with Sapeet on initiatives such as AI posture analysis. Going forward, we will make Sapeet's AI solutions available to as many consumers as possible and **leverage that data** on various AI-based **co-development projects related to fitness.**



(From Medium-Term Management Plan 2022-2024)



Investment to Bolster Presence in Vertical Short Drama Space

- As we advance our content-oriented approach and nurture the development of intellectual property content, we **invested in GOKKO** in July 2024. GOKKO consistently garners overwhelming support from Gen Z for its **vertical short dramas** on its platforms such as GOKKO CLUB.
- One of our priorities is vertical short content, which is gaining popularity mainly among the youth. In 2023, we joined forces with GOKKO to launch a vertical short drama account titled “**Mainichi Hanikamu Boku Tachi Wa**” (We Are Coy Every Day), which is growing rapidly. Going forward, we will create **media mix content** tied to linear broadcasts for Gen Z.
- This is our second **impact investment**, for which we start managing and measuring potential continuous social impacts from the moment we consider making the investment. Our aim is to bring forth a long-term impact on society by **making Japanese drama creation an appealing career**.



VTuber Business : ClaN Entertainment

- ClaN Entertainment has forged a **capital and business alliance with Sanrio Company, Ltd.** in June 2024.
- Together we launched “**Nyantasia!**”, a VTuber project. We strengthen our relationship, prospects include business expansion in the VTuber and metaverse domains, as well as **global rollouts**.
- What’s more, in June, we held “MUSIC VERSE Fes.”, a one-year anniversary event for the Nippon TV linear broadcasting music show “MUSIC VERSE” in-person at Pacifico Yokohama and streamed online on SPWN.

Sanrio × ClaN Entertainment



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Segment Results

(Millions of yen)

	Net Sales			Segment Profit (△ Loss)		
	FY2023 1Q	FY2024 1Q	Change	FY2023 1Q	FY2024 1Q	Change
Media Content Business	90,327	98,478	8,151	9,535	11,007	1,472
Life and Health Related Business	6,598	6,508	△89	6	△213	△220
Real Estate-Related Businesses	2,777	2,816	39	1,077	1,094	16

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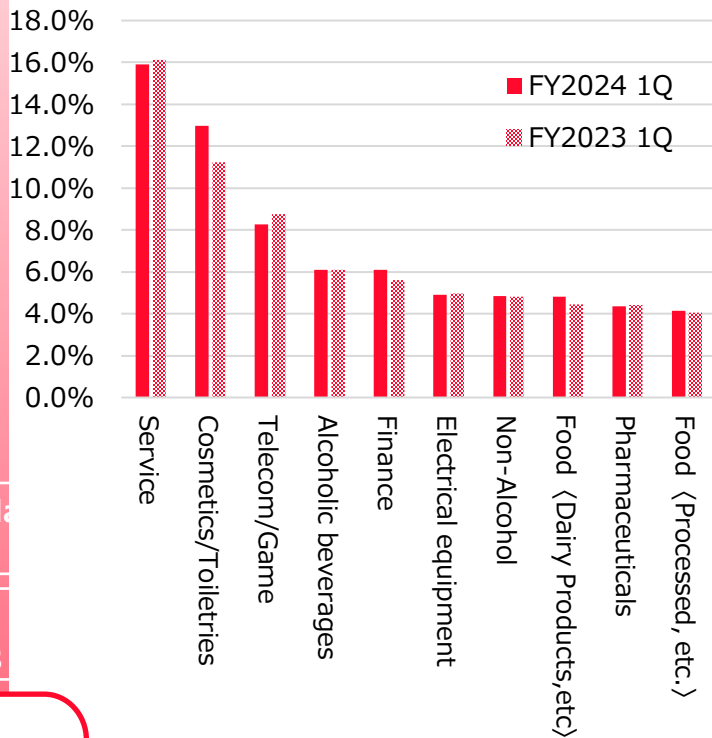
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Spot Sales - Terrestrial Broadcasting

(Nippon TV)



	FY2023 1Q	Share (%)	Change (%)	FY2024 1Q	Share (%)	Change (%)
1	Service	16.1%	0.0%	1 Service	15.9%	△1.1%
2	Cosmetics/Toiletries	11.2%	27.1%	2 Cosmetics/Toiletries	13.0%	15.7%
3	Telecom/Game	8.7%	△25.0%	3 Telecom/Game	8.3%	△5.5%
4	Finance	6.1%	3.6%	4 Alcoholic beverages	6.1%	23.1%
5	Non-Alcohol	5.6%	△1.0%	5 Finance	6.1%	0.4%
6	Alcoholic beverages	5.0%	△15.3%	6 Electrical equipment	4.9%	11.2%
7	Box-office/Entertainment	4.8%	△2.8%	7 Non-Alcohol	4.8%	△13.7%
8	Food <Dairy Products Seasoning>	4.5%	13.0%	8 Food <Dairy Products Seasoning>	4.8%	8.1%
9	Electrical equipment	4.4%	△30.4%	9 Pharmaceuticals	4.4%	7.0%
10	Pharmaceuticals	4.1%	△33.5%	10 Food<Processed, Health foods, etc.>	4.2%	16.3%

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

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Movie Lineup for FY2024 ①

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

Date	Title	Distributor	
Friday July 12	● KINGDOM: Return of The Great General	TOHO	 <p>©原泰久／集英社 ©2024映画「キングダム」製作委員会</p>
Friday August 02	■ My Hero Academia: You're Next	TOHO	 <p>© 2024 「僕のヒーローアカデミア THE MOVIE」製作委員会 © 堀越耕平／集英社</p>
Friday September 06	★ A Conviction of Marriage	WB	 <p>©乃木坂太郎／小学館 ©2024映画「夏目アラタの結婚」製作委員会</p>
Friday September 20	★ WHO'S GONE	TOHO NEXT	 <p>©2024「あの人が消えた」製作委員会</p>

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Movie Lineup for FY2024 ②

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

Date	Title	Distributor	
Friday October 25	★ACMA:GAME THE MOVIE (working title)	TOHO	 <p>©2024 劇場『ACMA:GAME』製作委員会 ©メーブ・恵広史／講談社</p>
Friday November 15	○Mr. Yano's Ordinary Days: The Movie (working title)	SHOCHIKU	 <p>©2024 映画「矢野くんの普通の日々」製作委員会 ©田村結衣／講談社</p>
Friday December 20	★SAINT YOUNG MEN THE MOVIE	TOHO	 <p>©中村光／講談社 ©2024映画「聖☆おにいさん」製作委員会</p>

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Event Lineup for FY2024

Date	Title
<p>Friday June 28 – Monday September 23</p> <p>Warehouse TERRADA(Tennozu, Tokyo)</p>	<p>GHIBLI PARK and GHIBLI EXHIBITION</p>  <p>© Studio Ghibli © Kanyada</p>
<p>Saturday October 05,2024 – Tuesday February 11,2025</p> <p>The National Museum of Western Art, Tokyo (Ueno, Tokyo)</p>	<p>Le dernier Monet Paysages d'eau</p> 

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