

# NIPPON TV HOLDINGS

**FY2024 2<sup>nd</sup> Qtr**

(Six months ended  
September 30 2024)

## 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.

## **Stock Repurchase and Cross-shareholding Reduction**

**Overview of Financial  
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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 1<sup>st</sup> Half 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

## **Overview of Financial Results and Forecast**

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# FY2024 Apr.–Sep. Financial Performance

## Higher Sales and Profit

- Recovery of spot ad sales led to higher sales and profit for Nippon TV
- International content sales and films also contributed
- Studio Ghibli, Nippon TV Service, and ACM contributed to sales and profit
- Recorded cross-shareholdings stock sales of JPY 4.3 billion

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# Nippon TV's Advertising Revenue

## Linear TV ad revenue on track for recovery

- Spot ad sales have been exceeding previous year results since June, with the positive momentum continuing in October and beyond.
- Time ad sales for the April cour regular programs were lower YoY, while special programs posted robust sales.
- Digital ad sales grew steadily.

(Millions of yen)

|                     | <b>FY2023<br/>Apr.-Sep.</b> | <b>FY2024<br/>Apr.-Sep.</b> | <b>YoY</b> | <b>Change</b> |
|---------------------|-----------------------------|-----------------------------|------------|---------------|
| Advertising Revenue | 105,635                     | <b>106,879</b>              | 1,244      | 1.2%          |
| Time                | 51,505                      | <b>50,375</b>               | △1,129     | △2.2%         |
| Spot                | 51,564                      | <b>52,971</b>               | 1,406      | 2.7%          |
| Digital Ad.         | 2,565                       | <b>3,532</b>                | 967        | 37.7%         |

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

# Nippon TV: Advertising Revenue

## FY2024 Advertising Revenue YoY

| Time      | Change |
|-----------|--------|
| April     | △5.6%  |
| May       | △4.5%  |
| June      | 6.3%   |
| July      | △2.4%  |
| August    | △2.5%  |
| September | △4.0%  |

| Spot      | Change |
|-----------|--------|
| April     | △2.4%  |
| May       | △2.4%  |
| June      | 6.2%   |
| July      | 3.7%   |
| August    | 5.0%   |
| September | 8.8%   |

| Digital Ad. | Change |
|-------------|--------|
| April       | 56.2%  |
| May         | 60.5%  |
| June        | 38.7%  |
| July        | 13.9%  |
| August      | 44.1%  |
| September   | 21.9%  |

## Spot Sales:Industry- classified

| FY23 Apr.-Sep. |                          |       |         | FY24 Apr.-Sep. |                          |       |        |
|----------------|--------------------------|-------|---------|----------------|--------------------------|-------|--------|
|                |                          | Share | Change  |                |                          | Share | Change |
| 1              | Service                  | 16.3% | △ 5.2%  | 1              | Service                  | 16.9% | 6.7%   |
| 2              | Cosmetics/<br>Toiletries | 10.7% | 32.8%   | 2              | Cosmetics/<br>Toiletries | 11.7% | 12.0%  |
| 3              | Telecom/Game             | 9.3%  | △ 31.2% | 3              | Telecom/Game             | 8.8%  | △ 2.2% |
| 4              | Finance                  | 6.1%  | △ 4.8%  | 4              | Finance                  | 5.6%  | △ 6.2% |
| 5              | Non-Alcohol              | 5.1%  | 0.6%    | 5              | Alcoholic beverages      | 5.5%  | 25.6%  |

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# Nippon TV HD: Consolidated Financial Results

(Millions of yen)

|  | FY2023<br>Apr.-Sep. | FY2024<br>Apr.-Sep. | YoY    | Change |
|--|---------------------|---------------------|--------|--------|
| Net Sales  | 196,000             | 216,873             | 20,872 | 10.6%  |
| Operating Profit                                   | 16,796              | 21,141              | 4,344  | 25.9%  |
| Recurring Profit                                   | 20,846              | 24,255              | 3,408  | 16.4%  |
| Net Income attributable<br>to owners of the parent | 13,701              | 15,968              | 2,267  | 16.5%  |

HD: Consolidated Results

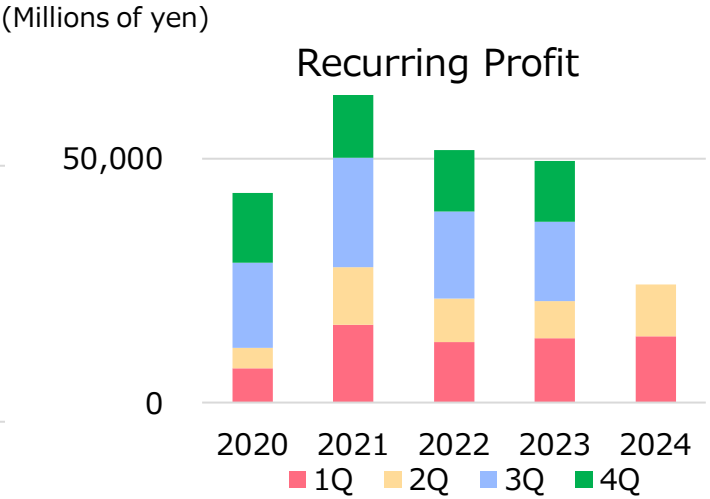
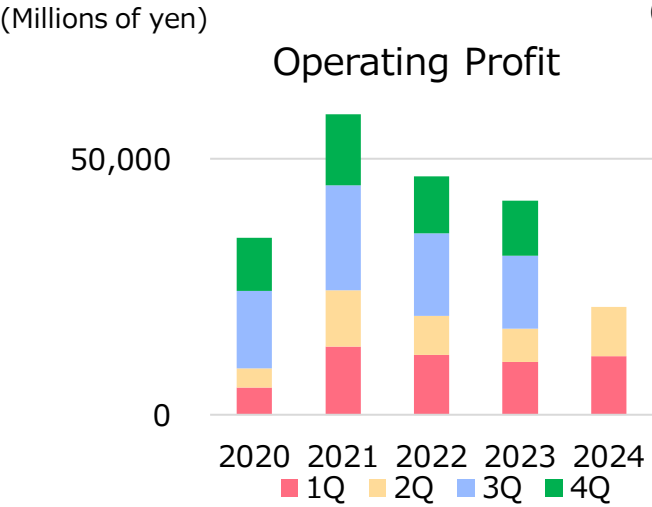
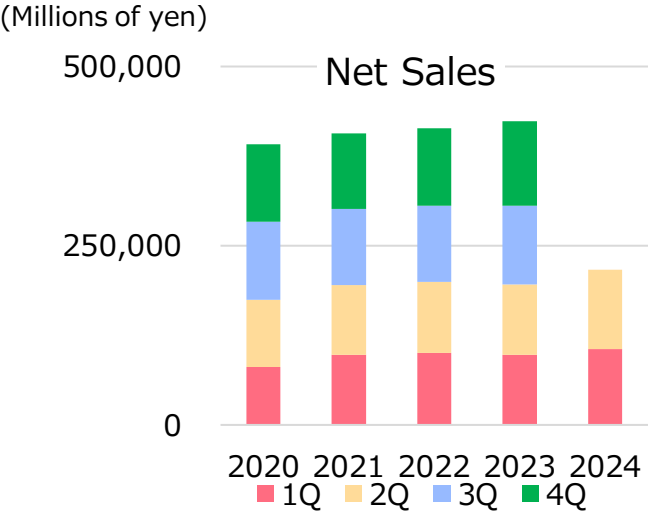
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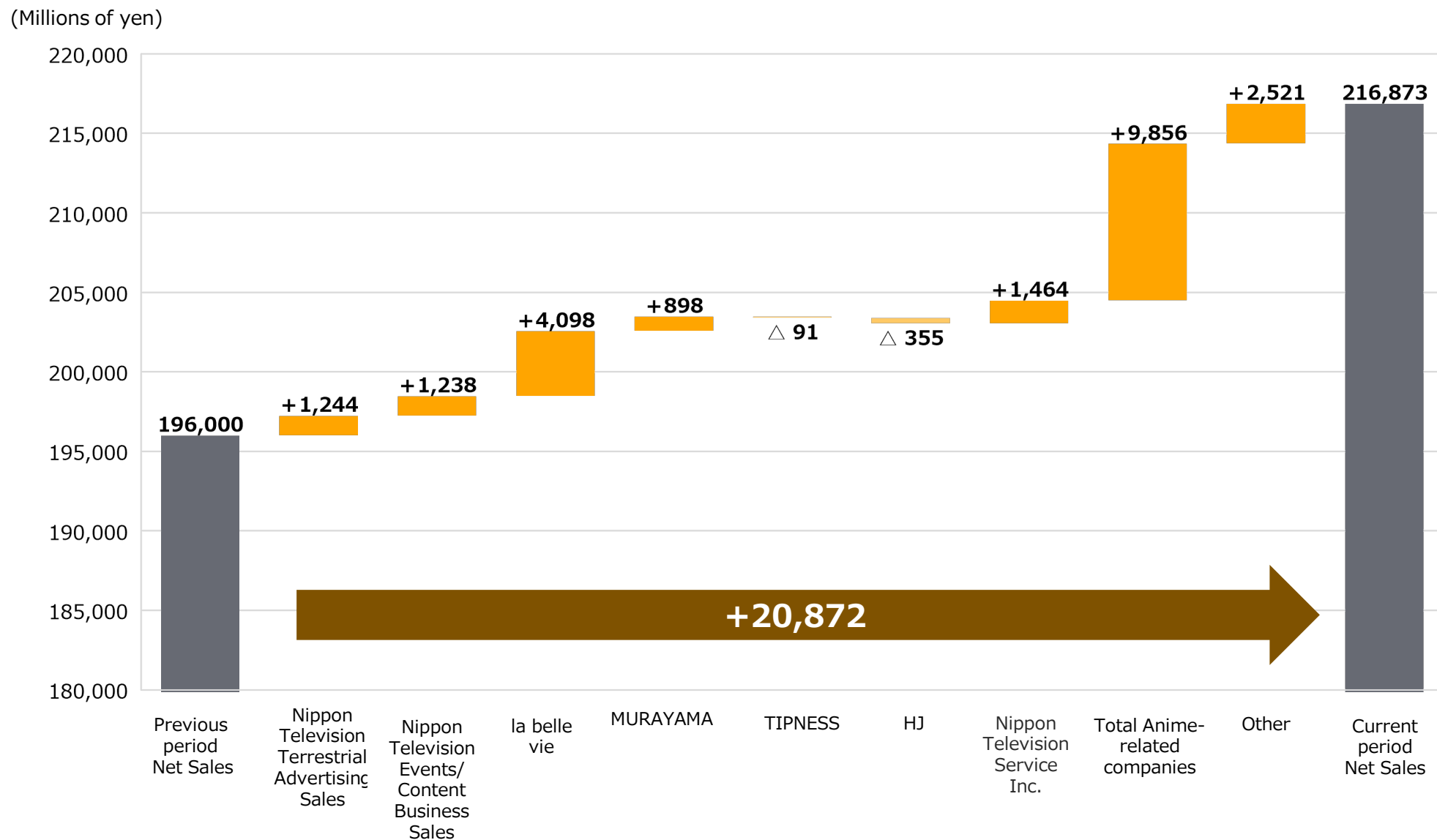
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# Net Sales YoY Change Components



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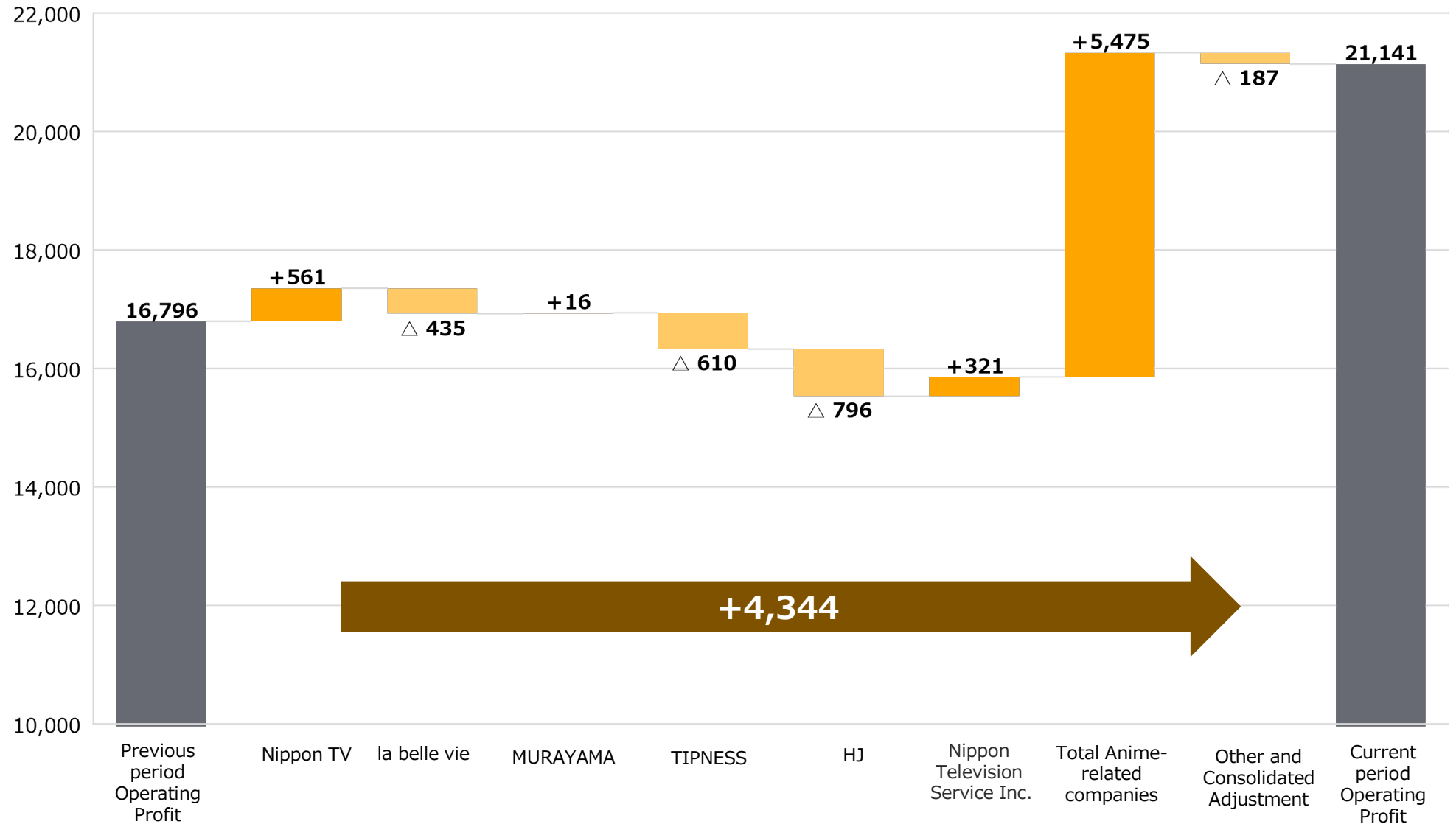
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# Operating Profit YoY Change Components

(Millions of yen)



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# Nippon TV: Financial Results

- Higher sales and profit
- Spot ad sales increased YoY, driving ad revenues to positive growth
- Events/Content Business income and expenditure trended as expected.
- Recorded gain on sale of investment securities from reduction of cross-shareholdings

(Millions of yen)

|                  | <b>FY2023<br/>Apr.-Sep.</b> | <b>FY2024<br/>Apr.-Sep.</b> | <b>YoY</b> | <b>Change</b> |
|------------------|-----------------------------|-----------------------------|------------|---------------|
| Net Sales        | 136,265                     | <b>138,680</b>              | 2,415      | 1.8%          |
| Operating Profit | 10,892                      | <b>11,454</b>               | 561        | 5.2%          |
| Recurring Profit | 13,600                      | <b>13,914</b>               | 314        | 2.3%          |
| Net Income       | 9,138                       | <b>12,048</b>               | 2,909      | 31.8%         |

# Nippon TV: Net Sales and Cost of Sales

(Millions of yen)

| Net Sales                     | FY2023 Apr.-Sep. | FY2024 Apr.-Sep. | YoY   | Change |
|-------------------------------|------------------|------------------|-------|--------|
| Advertising Revenue           | 105,635          | 106,879          | 1,244 | 1.2%   |
| Program Sales                 | 5,462            | 5,313            | △148  | △2.7%  |
| Events/Content Business Sales | 23,679           | 24,917           | 1,238 | 5.2%   |
| Real Estate Business          | 1,488            | 1,569            | 81    | 5.5%   |
| Total                         | 136,265          | 138,680          | 2,415 | 1.8%   |

| Cost of Sales                 | FY2023 Apr.-Sep. | FY2024 Apr.-Sep. | YoY   | Change |
|-------------------------------|------------------|------------------|-------|--------|
| Production Costs              | 44,080           | 43,784           | △295  | △0.7%  |
| Personnel                     | 11,083           | 10,906           | △177  | △1.6%  |
| Depreciation and Amortization | 4,655            | 4,456            | △198  | △4.3%  |
| Events/Content Business Costs | 20,276           | 22,196           | 1,920 | 9.5%   |
| Others                        | 45,279           | 45,884           | 605   | 1.3%   |
| Total                         | 125,373          | 127,226          | 1,853 | 1.5%   |

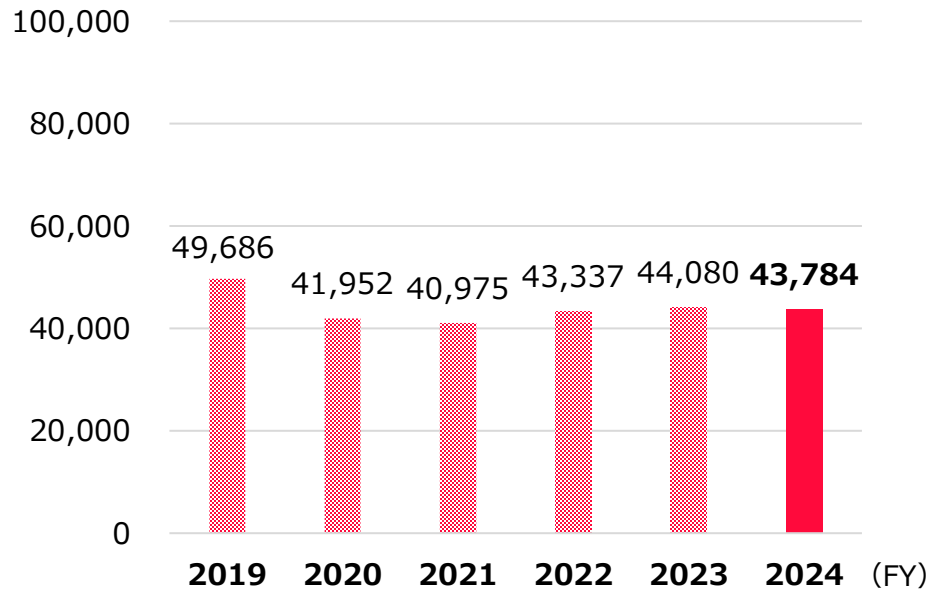
# Nippon TV: Production Costs

(Millions of yen)

| FY2023<br>Apr.-Sep. | FY2024<br>Apr.-Sep. | YoY  | Change |
|---------------------|---------------------|------|--------|
| 44,080              | 43,784              | △295 | △0.7%  |

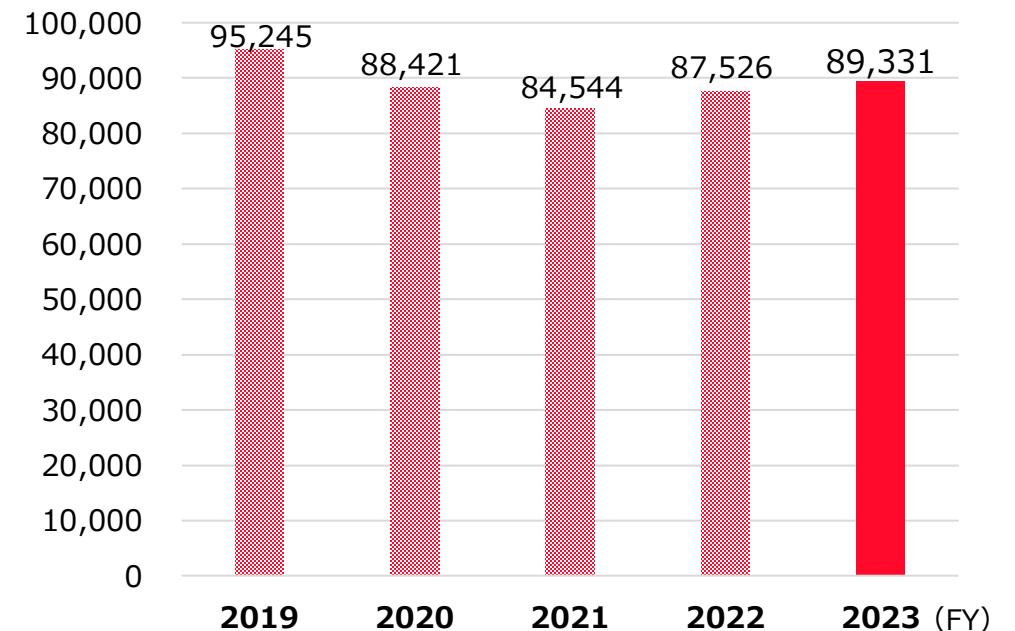
(Millions of yen)

## Apr.-Sep. 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        |        |
|---|----------------|--------|----------------|--------|
|   | FY24 Apr.–Sep. | Change | FY24 Apr.–Sep. | Change |
| Movies                                  | 3,042          | 43.8%  | 1,666          | 54.2%  |
| Events                                  | 1,928          | △34.0% | 121            | △65.4% |
| Retail Business                         | 3,645          | △0.1%  | 150            | △1.2%  |
| Anime                                   | 2,914          | △16.4% | 1,188          | △25.3% |
| International Business<br>(excl. Anime) | 2,697          | 194.9% | 2,275          | 210.3% |
| IP Business                             | 1,691          | 19.8%  | △6             | —      |
| Content Business                        | 756            | 3.6%   | △307           | —      |

\*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 "-."

# Group Companies : Net Sales and Operating Profit

FY2024 Apr. - Sep.

(Millions of yen)

|                  | BS Nippon Corp. |        | CS Nippon Corp. |         | Nippon Television Music Corp. |        | VAP Inc. |        | TIPNESS Limited |       |
|------------------|-----------------|--------|-----------------|---------|-------------------------------|--------|----------|--------|-----------------|-------|
| Net Sales        | 8,808           | 6.9%   | 4,575           | △1.4%   | 4,298                         | △1.3%  | 3,322    | 5.3%   | 13,140          | △0.7% |
| Operating Profit | 1,261           | 200.7% | 62              | 1472.3% | 1,041                         | △10.4% | 467      | △48.6% | △241            | —     |

|                  | MURAYAMA INC. |       | TATSUNOKO PRODUCTION Co., Ltd. |       | HJ Holdings, Inc. |       | ACM CO., Ltd. |       | PLAY,inc. |        |
|------------------|---------------|-------|--------------------------------|-------|-------------------|-------|---------------|-------|-----------|--------|
| Net Sales        | 7,602         | 13.4% | 403                            | 64.4% | 16,071            | △2.2% | 2,674         | 7.1%  | 4,200     | 2.8%   |
| Operating Profit | 48            | 51.9% | △38                            | —     | △299              | —     | 704           | 13.9% | 656       | △20.4% |

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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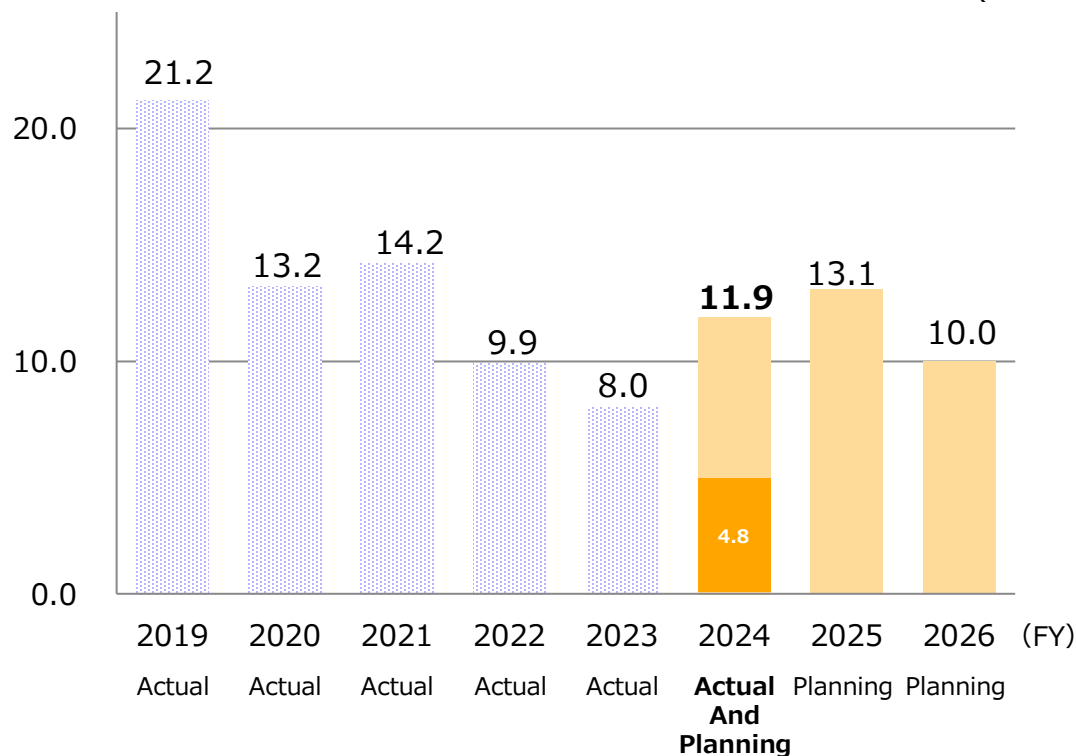
# CAPEX and Depreciation (consolidated)

(Billions of yen)

|                 | CAPEX amount | Depreciation and Amortization |
|-----------------|--------------|-------------------------------|
| FY24 Apr. –Sep. | 4.8          | 6.6                           |

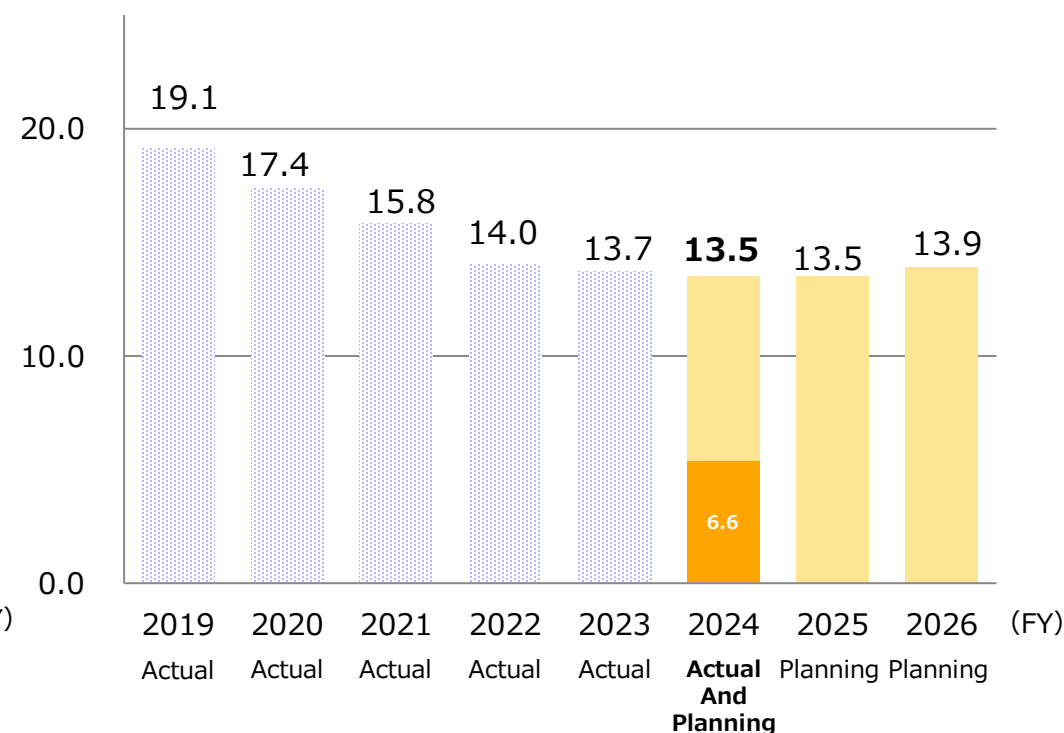
(Billions of yen)

## CAPEX amount



(Billions of yen)

## Depreciation and Amortization



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# 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       | <b>442,000</b>      | 18,477 | 4.4%      |
| Operating Profit                                   | 41,877        | <b>42,000</b>       | 123    | 0.3%      |
| Recurring Profit                                   | 49,503        | <b>48,000</b>       | △1,503 | △3.0%     |
| Profit attributable to owners of parent Net income | 34,660        | <b>35,000</b>       | 340    | 1.0%      |

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## Dividend Forecast

(Unit:yen)

| (Yen)           | 2Q | Year-End  | Annual    |
|-----------------|----|-----------|-----------|
| FY2024 Forecast | 10 | <b>30</b> | <b>40</b> |

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

|      | YoY |
|------|-----|
| Time | △3% |
| Spot | 1%  |

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# Studio Ghibli

## ■ Ghibli Park and Ghibli Exhibition

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

Tokyo venue: Jun 28 – Sep 23, ended with great success

Aomori venue: Nov 13 – Feb 9; Okayama venue: Feb 28 – May 11



Ghibli Park and Ghibli Exhibition

## ■ Friday Road Show Ghibli Exhibition

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

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

Akita venue: Oct 12 – Jan 13; Mie venue: Jan 31, Apr 11

Nagasaki venue: Apr 24 – Jul 6; Fukushima venue: Jul 19 – Sep 28



Friday Road Show Ghibli Exhibition

## ■ My Neighbour Totoro

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

Gillian Lynne Theatre, West End, London starting March 8, 2025, runs indefinitely



© Studio Ghibli

## ■ Director Hayao Miyazaki Receives Magsaysay Award

Known as Asia's Nobel Prize, the Ramon Magsaysay Award is bestowed upon an individual or group that has been devoted to peace and development in Asia.

Award ceremony in November 2025

# Anime Business

## ◆The Apothecary Diaries



With over 38 million total copies issued, this wildly popular title hit the airwaves with its first season in October 2023 and created a massive buzz to capture the hearts of people across genders and generations. Now, it is slated for a second season in 2025! Maomao, a young female pharmacist obsessed with poison and medicine, and the mysterious and handsome eunuch Jinshi, face complex crimes anew. Get ready for another installation of this mystery-solving entertainment set in an inner palace.

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

## ◆Hana wa Saku, Shura no Gotoku

Ayano Takeda, known for “Sound! Euphonium,” created this story about the emotional growth of high school students, with up-and-coming manga artist Musshu in charge of the intricate illustrations. Set in the broadcasting club, this is a coming-of-age high school story woven by “voices.” Stay tuned for the much-awaited TV anime adaptation in January 2025!

©Ayano Takeda/Musshu/Shueisha/Sumomogaoka High School Broadcasting Club



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

Based on a light novel series (Kodansha’s Lanove Books) that topped 1 million total copies issued and is serialized as a comics (Kodansha’s Magazine Pocket). Its TV anime adaptation is slated for nationwide broadcast in January 2025.

©Kosuke Unagi/Super Zombie/Kodansha/Clover Project



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# Global Content Rollout

**Dramas and entertainment show formats are also capturing the world's attention!**

● **"Old Enough!" is exploding in popularity, with 7 localized versions!**

Sparked by its global streaming on Netflix, "Old Enough!" has exploded in popularity the world over and has been localized in Canada, hitting the airwaves on TVO in September 2024 (8 episodes in total). It created a huge buzz, thanks in part to the narrations by a highly-acclaimed Canadian celebrity, spurring the unusually-quick decision to create a second season for 2025.

What's more, the Mongolian version started streaming in October, bringing the localized versions of "Old Enough!" to 7 countries!



"Old Enough!" Canadian Version



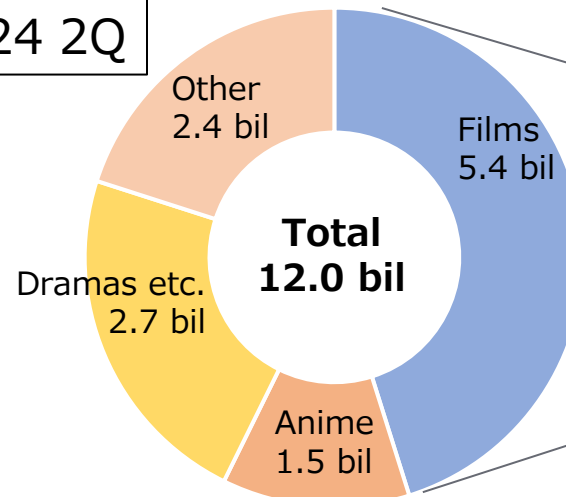
"Old Enough!" Mongolian Version

## International Sales

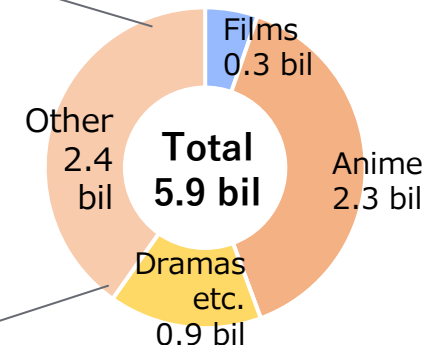
● Consolidated Total Sales by Genre

- ◆ Contribution of Ghibli films
- ◆ Anime saw a reactionary decline from Anpanman from the previous year

FY24 2Q



FY23 2Q



\*Based on internally-managed figures

# Events Business

## ◆ Le dernier Monet Paysages d'eau

October 5, 2024 (Sat) – February 11, 2025 (Tue)

The National Museum of Western Art, Tokyo (Ueno, Tokyo)

Around 50 masterpieces from Monet's later years have arrived from the Musée Marmottan Monet to join works from all over Japan to deliver the largest "water lilies" exhibition in the country. A must-see is the exhibition space for Water Lilies, which features a large screen to give a drifting water experience.



## ◆ Hello Kitty Exhibition – As I change, so does she.



November 1, 2024 (Fri) – February 24, 2025 (Mon)

Tokyo National Museum Hyokeikan (Ueno Park)

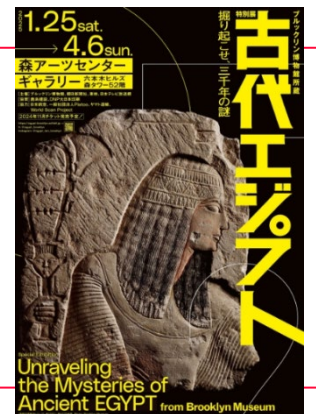
A new exhibition that commemorates the 50<sup>th</sup> anniversary of Hello Kitty, themed Kitty and Me. With the largest exhibition of goods in history, collaborations with artists who are overflowing with individuality, and original visual content, visitors can enjoy the many sections that explore Hello Kitty's uniqueness.

## ◆ Unraveling the Mysteries of Ancient Egypt

January 25, 2025 (Sat) – April 6, 2025 (Sun)

Mori Arts Center Gallery (Roppongi Hills Mori Tower 52<sup>nd</sup> Floor)

A fine selection from the ancient Egypt collection of the Brooklyn Museum arrives in Tokyo. Featuring sculptures, coffins, jewelry, pottery, papyrus, mummies of people and cats, and more, visitors can look into the lives of the people who created a sophisticated culture that exceeds the imagination through the over 150 relics on display.



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# IP Business

Keep challenging! Using IP (intellectual property) content to create large-scale events.

## ● BMSG presents THE GAME CENTER

BMSG of SKY-HI presents a new sports event in November at Tokyo Dome with the entire cast including BE:FIRST and MAZZEL. Join them as they run about the entire venue while taking on various games. Will this be the first and last time that all the members will gather for a sports event?? Don't miss this new undertaking that only Nippon TV can create.



## ● D.U.N.K. –DANCE UNIVERSE NEVER KILLED–

From Japan to the world, a massive SKY-HI and Nippon TV project that continues to breathe new life into the music scene. The December 2023 2<sup>nd</sup> installation of Showcase at Kyocera Dome was a spectacularly successful two-day festival of dance and vocals that broke boundaries and mobilized 70,000 people. The much-awaited 3<sup>rd</sup> installation is set for this fiscal year.



# IP Business

● Original IP shows are off to a great start!  
Expectations are high for event-linked undertakings.

## ● ENHYPEN No Kakkoii Wo Dokusen Sasete Itadakimasu

ENHYPEN, a 7-member South Korean global group, stars in this entertainment show that seeks to define a new “kakkoii” (translation: cool). Off to a wonderful start, a large-scale event-linked undertaking is in the works.



## ● No No Girls Night & No No Girls THE FINAL

Your age and experience does not matter. Just show us your voice and life. This is an unprecedented girls group audition brought to you by BMSG and Chanmina. No No Girls is already the talk of the town among participants who are overflowing with individuality. What’s more, a “world-changing” new group is slated to debut at K Arena in January 2025!



## ● YOSHIKI SUPERSTAR PROJECT X SEASON2

XY, a boys group produced by YOSHIKI, shockingly enters the 2<sup>nd</sup> stage. A year after their debut, they are told that Yuya Tegoshi will join them as a new member. This show closely follows the 14 men as they try to take on the world.





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# October 2024 Programming Improvements

**Improvements focused on creating shows that only Nippon TV can deliver for Fridays at 7 pm and weekends.** Bolster the timetable with hosts that Nippon TV nurtured over the years and much-loved content to win the support of all generations for linear and digital platforms.

## Nino-san

**Fridays 7:00 pm – 8:00 pm**

On its 12<sup>th</sup> year, this show is finally a golden time regular program!



With fabulous guests every week, Nino-san and family have a blast in this at-home entertainment show. The show is leveling up with two parts, the first featuring guests going on location for what they passionately want to do or know, and the second with them back in the studio. Nino-san and family join them on location and there are lots of original games in the studio. Actors, musicians, and artists let loose and have a blast with the entire cast to deliver loads of fun to viewers.

## Friday Anime Night

### Magilumiere Magical Girls Inc.

**Fridays 11:00 pm – 11:30 pm**

This title is serialized in Shonen Jump Plus, known for pumping out a string of hits like “Spy × Family,” “Chainsaw Man,” and “Kaiju No.8.” It has finally been adapted into an anime after placing 3<sup>rd</sup> on the Next Hit Manga Award 2022 Web Manga Category.

A natural disaster called kiai spreads. There is a profession called magical girl. Protagonist and college student Kana Sakuragi is struggling to get a job offer and finally gets hired by Magilumiere, a startup dedicated to combatting kiai. This is a career meets magical girl meets action anime that will encourage you to get up again tomorrow and make the most of your day.



# FY2024 2<sup>nd</sup> Half One-offs and Sports Broadcasts

**Festive content that only Nippon TV can deliver, also for 2<sup>nd</sup> Half.**

“Masquerade” will have its 100<sup>th</sup> broadcast, in addition to the 10<sup>th</sup> Karada Week (Health Week) and many other irresistible content for 2<sup>nd</sup> Half.

## Karada Week and One-offs

### November

- ◇ Karada Week
- ◇ Best Artist 2024

### December - January

- ◇ The W – Battle to win No. 1 comedienne
- ◇ Special programs for New Year's season
- ◇ 100<sup>th</sup> Masquerade

### March

- ◇ Japan Academy Awards Ceremony

## Sports Broadcasts

### December - January

- ◇ 103<sup>rd</sup> All Japan High School Soccer Tournament

### January

- ◇ 101<sup>st</sup> Hakone Ekiden Marathon Relay

### March

- ◇ Tokyo Marathon 2025
- ◇ Professional Baseball Opening Game

and more...

# 2024 July Cour Core Target Viewer Ratings

## Quintuple Crown again for July 2024 cour!

June 01, 2024 – September 29, 2024

|  | NTV          | EX    | TBS   | TX    | CX    |
|--|--------------|-------|-------|-------|-------|
| All Day<br>6:00 to 24:00               | ① <b>2.4</b> | ④ 1.1 | ③ 1.5 | ⑤ 0.4 | ② 1.6 |
| Prime Time<br>19:00 to 23:00           | ① <b>3.8</b> | ④ 2.2 | ② 2.8 | ⑤ 1.1 | ③ 2.5 |
| Golden Time<br>19:00 to 22:00          | ① <b>4.0</b> | ④ 2.0 | ② 2.9 | ⑤ 1.3 | ③ 2.7 |
| Non-Prime Time<br>All Day – Prime Time | ① <b>2.0</b> | ④ 0.8 | ③ 1.1 | ⑤ 0.2 | ② 1.3 |
| Platinum Time<br>23:00 to 25:00        | ① <b>1.9</b> | ② 1.3 | ④ 1.0 | ⑤ 0.4 | ③ 1.2 |

In order of digital channel, from left.

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

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# 2024 July Cour Individual Viewer Ratings

## Single Crown for golden time!

June 01, 2024 – September 29, 2024

|  | NTV          | EX    | TBS   | TX    | CX    |
|--|--------------|-------|-------|-------|-------|
| All Day<br>6:00 to 24:00               | ② 3.4        | ① 3.5 | ③ 2.8 | ⑤ 1.2 | ④ 2.2 |
| Prime Time<br>19:00 to 23:00           | ② 4.9        | ① 5.0 | ③ 4.1 | ⑤ 2.6 | ④ 3.4 |
| Golden Time<br>19:00 to 22:00          | ① <b>5.2</b> | ② 5.0 | ③ 4.2 | ⑤ 3.0 | ④ 3.4 |
| Non-Prime Time<br>All Day – Prime Time | ① <b>3.0</b> | ① 3.0 | ③ 2.4 | ⑤ 0.7 | ④ 1.9 |
| Platinum Time<br>23:00 to 25:00        | ① <b>2.4</b> | ② 1.6 | ③ 1.6 | ⑤ 0.7 | 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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# Streaming Business: HJ Holdings (Hulu Japan)

| (Millions of yen) | Net Sales | Operating loss |
|-------------------|-----------|----------------|
| FY2024 Apr. –Sep. | 16,071    | △299           |

1<sup>st</sup> Half saw weak performance from dramas, leading to a decline in subscribers.

## Hulu Japan Original Entertainment Shows

- “Kento Yamazaki and JEONGHAN Miracle Trip in South Korea” and “Stage Play ‘Spirited Away’ Flies to London” (direct translations) contributed greatly to capturing new subscribers.
- Season 1 of “Kasuga Location” (direct translation) streamed in September 2023. Its popularity brought it back for season 3 in August 2024.



## Dramas Linked Between Linear and Hulu

### ■ “Take Me, I’m Yours” Season 2, Final Season

Season 2 “Love Road Edition” (direct translation) started streaming on August 30. The final season “Encounter Edition” (direct translation) streams exclusively starting February 2025.



### ■ “Divorce Lawyer Spider” (direct translation)

“Divorce Lawyer Spider Alimony Scramble Edition” (direct translation) started streaming on October 4. Season 2 “Deception and Betrayal Edition” (direct translation) will stream on Hulu Japan ahead of its linear broadcast.





# Streaming Business: TVer (AVOD)

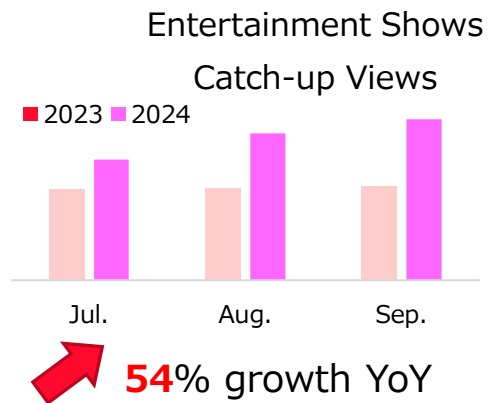
## TVer Highlights

- Over 800 programs from all broadcasters streamed
- Unique browsers: Jul: 33.91 mil Aug: 34.66 mil Sep: 29.55 mil  
Catch-up views: Jul: 480 mil Aug: 490 mil Sep: 420 mil
- Total app downloads: over 78 mil



※Video Research calculation

## Nippon TV Initiatives



### ■ Paris Olympics live streaming got high views

All events were streamed on TVer (Jul 24 – Aug 11)

TVer views over 110 mil, captured new users by over 1,000 unique browsers

### ■ Entertainment show genre catch-up views (July season) continued at **No. 1 among commercial broadcasters**

### ■ "The Quest" sets record as most viewed entertainment show on TVer



## PLAY Business Partnership

- Entered a business partnership agreement on October 1, 2024 to enhance functionality and stability, create new value, and promote the expansion of PLAY's video streaming platform to renew it so it is specialized for the broadcasting industry.

★PLAY is a group company of Nippon Television Holdings, Inc.

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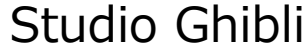











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# Strategic Investment Trend

|  | 2012-2015<br>Next60   | 2016-2018<br>Change65  | 2019-2021<br>Nippon TV<br>eVOLUTION   | 2022-2024<br>Medium Term<br>Management Plan  |
|--|---|--|---|--|
| Media & Content Business                   | <br><br> | <br><br><br> | <br><br> | <br><br><br><br><br> |
| Life & Health Related Business, others     |     |  |    | <br><br>  |
| Total Investment Amount (including others) | ¥38 bil   | ¥22 bil  | ¥29 bil   | ¥36.5 bil  |

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※As of November 7 financial performance disclosure

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# Segment Results

(Millions of yen)

|                                       | Net Sales           |                     |        | Segment Profit<br>(△ Loss) |                     |        |
|---------------------------------------|---------------------|---------------------|--------|----------------------------|---------------------|--------|
|                                       | FY2023<br>Apr.-Sep. | FY2024<br>Apr.-Sep. | Change | FY2023<br>Apr.-Sep.        | FY2024<br>Apr.-Sep. | Change |
| Media<br>Content Business             | 180,654             | 201,621             | 20,967 | 15,038                     | 20,057              | 5,018  |
| Life and Health<br>Related Business   | 13,231              | 13,140              | △91    | 426                        | △189                | △615   |
| Real Estate-<br>Related<br>Businesses | 5,546               | 5,664               | 117    | 2,145                      | 2,187               | 41     |

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# Movie Lineup For 2<sup>nd</sup> Half FY2024 ①

★ = Co-organized with Nippon TV

○ = Nippon TV is an investor in the film

■ = Nippon TV is lead organizer

| Date                  | Title   | Distributor |  |
|-----------------------|---|-------------|--|
| Friday<br>October 25  | ★ACMA:GAME THE MOVIE                                    | TOHO        |   |
| Friday<br>November 15 | ○Mr. Yano's Ordinary Days: The Movie<br>(working title) | SHOCHIKU    |   |
| Friday<br>December 20 | ★SAINT YOUNG MEN THE MOVIE                              | TOHO        |  |

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# Movie Lineup for 2<sup>nd</sup> Half FY2024 ②

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

| Date                          | Title  | Distributor |   |
|-------------------------------|--|-------------|---|
| Friday<br>January 31,<br>2025 | ○Suicide Notes Laid on the Table: The Movie<br>(working title)     | SHOCHIKU    |  |
| Thursday<br>March 20,<br>2025 | ★True Beauty : The Movie A two-part film series<br>(working title) | SONY        |  |

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# Miura Peninsula Machizukuri Project

- **Miura Peninsula Machizukuri Project is a business partnership agreement** forged with Keikyu Corporation and Satoyume Co., Ltd. It is a regional revitalization project that commemorates Nippon TV's 70<sup>th</sup> anniversary.
- Its first initiative is the online media **Jimoto Ryohin Journey** (translation: local good-quality products), which aims to convey the charms of the Miura Peninsula, launched on October 9. The plan is to invigorate the region by creating 500 articles and videos a year that feature the stories of people involved in agricultural and fishery products, the abundant nature, and activities.
- This online media will be at the core to closely cover the region as Nippon TV collaborates with Keikyu Corporation and Satoyume Co., Ltd. to **develop local resources** such as new tourism programs and local products. We will **work with local governments** to help solve local issues and support the region by utilizing the hometown tax system.

