

Business Segment Information

For the 9 months ended December 31, 2013

(Unit: Millions of yen)

	Segmentation			Other	Total	Adjustment	Consolidated amount
	Content business	Real estate business	Total				
Net sales							
Sales to outside customers	247,278	2,457	249,735	1,649	251,384	—	251,384
Inter-segment sales/ transfers	401	5,194	5,596	1,846	7,442	△7,442	—
Total	247,680	7,651	255,332	3,495	258,827	△7,442	251,384
Segment profit	24,599	3,226	27,826	224	28,050	△412	27,638

Segmentation	Main businesses
Content business	Sales of TV advertising, pay TV business, video and music royalty revenue, sales of package media and publication, TV-shopping, movie business, events and art exhibitions
Real estate business	Rental offices, Building management

(Unit: Millions of yen)

Sales to outside customers		Content business	Real estate business	Total
Terrestrial TV advertising Revenue	Time	83,528	—	83,528
	Spot	84,802	—	84,802
	Total	168,330	—	168,330
BS·CS advertising revenue		9,909	—	9,909
Other advertising revenue		273	—	273
Content sales revenue		27,501	—	27,501
Merchandise sales revenue		25,790	—	25,790
Box-Office sales revenue		8,959	—	8,959
Real estate revenue		—	1,694	1,694
Other		6,513	762	7,275
Total		247,278	2,457	249,735

For the 9 months ended December 31, 2014

(Unit: Millions of yen)

	Segmentation				Other	Total	Adjustment	Consolidated amount
	Content business	Lifestyle and health business	Real estate business	Total				
Net sales								
Sales to outside customers	256,522	—	2,702	259,225	1,484	260,709	—	260,709
Inter-segment sales/ transfers	219	—	5,138	5,357	1,290	6,648	△6,648	—
Total	256,741	—	7,841	264,583	2,775	267,358	△6,648	260,709
Segment profit	26,594	—	3,052	29,647	196	29,843	△386	29,456

Segmentation	Main businesses
Content business	Sales of TV advertising, pay TV business, Video On Demand, video and music royalty revenue, sales of package media, TV-shopping, movie business, events and art exhibitions, content production business
Lifestyle and health business	Operation of fitness clubs
Real estate business	Rental offices, Building management

(Unit: Millions of yen)

Sales to outside customers		Content business	Lifestyle and health business	Real estate business	Total
Terrestrial TV advertising Revenue	Time	85,488	—	—	85,488
	Spot	91,238	—	—	91,238
	Total	176,727	—	—	176,727
BS·CS advertising revenue		10,493	—	—	10,493
Other advertising revenue		286	—	—	286
Content sales revenue		33,930	—	—	33,930
Merchandise sales revenue		20,977	—	—	20,977
Box-Office sales revenue		6,801	—	—	6,801
Real estate revenue		—	—	1,658	1,658
Other		7,306	—	1,044	8,350
Total		256,522	—	2,702	259,225

(Note)

• Addition of the segment

Due to purchase of TIPNESS as a wholly-owned subsidiary company on this 3rd quarter 2014, “Lifestyle and health business” segment is newly established.

(Business combination)

Business combination by stock purchase

1. Summary

(1) Company name and business

Company name: TIPNESS Limited

Business: Operation of fitness clubs

(2) Reason for business combination

Since implementing the group's "Medium-Term Management Plan for 2012-2015 Next60" in November 2012, Nippon TV Holdings has been advancing the diversification of its business portfolio. TIPNESS Limited (TIPNESS) operates full-service fitness clubs under the corporate philosophy of "Providing a healthy and comfortable lifestyle" and delivers high-quality service to its members.

Nippon TV Holdings welcomes TIPNESS into its group as part of its growth strategy and will use this milestone as an opportunity to establish a new lifestyle and health business segment as it endeavors to contribute to the growing awareness of the public towards their own health and leading a healthy lifestyle. This acquisition is part of Nippon TV Holdings group's initiative to grow its business areas and stabilize its business foundation through adding a "Second Pillar of Earnings" that will come from the new lifestyle and health business and its synergies with the core content business.

(3) Business combination date

December 25, 2014

(4) Legal method of acquisition

Acquire in cash

(5) Company name after business combination

TIPNESS Limited

(6) Voting rights ratio

Voting rights ratio: 100%

(7) Method of determination for acquisition completion

Nippon TV Holdings acquired in cash all shares of TIPNESS.

2. Impact on consolidated year-to-date quarterly financial results

As a result of the acquisition date being December 31, 2014, the financial results of TIPNESS are not included in the 3rd quarter consolidated financial results of Nippon TV Holdings.

3. Acquisition cost and details

Purchase price	Cash	24,099 million yen
<u>Cost required for acquisition</u>	<u>Advisory fee</u>	<u>275 million yen</u>
Acquisition cost		24,375 million yen

Note: The above acquisition cost is based on the financial status of TIPNESS as of December 31, 2014.

4. Goodwill

(1) Amount of goodwill

19,565 million yen

Allocation of the acquisition price was not finalized as of the end of the 3rd quarter; accordingly, the goodwill amount is a preliminary estimate.

(2) Reason for goodwill

The goodwill amount being booked is the difference between the acquisition price and the assets and liabilities of TIPNESS that were assumed and preliminarily allocated.

(3) Amortization method and period

Amortized equally during the entire period of investment effect.