

Financial Results

FY 2016 1st Quarter

July 28, 2016

Nippon Television Holdings, Inc.

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.

Summary of Consolidated Financial Results

(Unit: Millions of Yen)

	FY2015 1Q	FY2016 1Q	% change
Net Sales	100,283	100,854	0.6
Operating Profit	12,411	14,393	16.0
Recurring Profit	14,347	16,203	12.9
Net Income attributable to owners of the parent	8,144	11,374	39.6

Nippon TV Non-Consolidated Results

(Unit: Millions of Yen)

	FY2015 1Q	FY2016 1Q	% change
Net Sales	73,377	75,690	3.2
Operating Profit	10,656	12,462	17.0
Recurring Profit	17,709	14,092	(20.4)
Net Income	12,609	10,305	(18.3)

TV Advertising Revenue - Terrestrial Broadcasting (Nippon TV)

(Unit: Millions of Yen)

	FY2015 1Q	FY2016 1Q	Increase / (Decrease)	% change
TV Advertising Revenue	59,210	62,541	3,330	5.6
Time	27,436	28,249	812	3.0
Spot	31,773	34,292	2,518	7.9

(YOY %)

Time	FY2015 1Q	FY2016 1Q
April	0.7	4.5
May	6.7	1.2
June	(12.9)	3.5

Spot	FY2015 1Q	FY2016 1Q
April	7.3	8.6
May	1.9	7.2
June	0.2	7.9

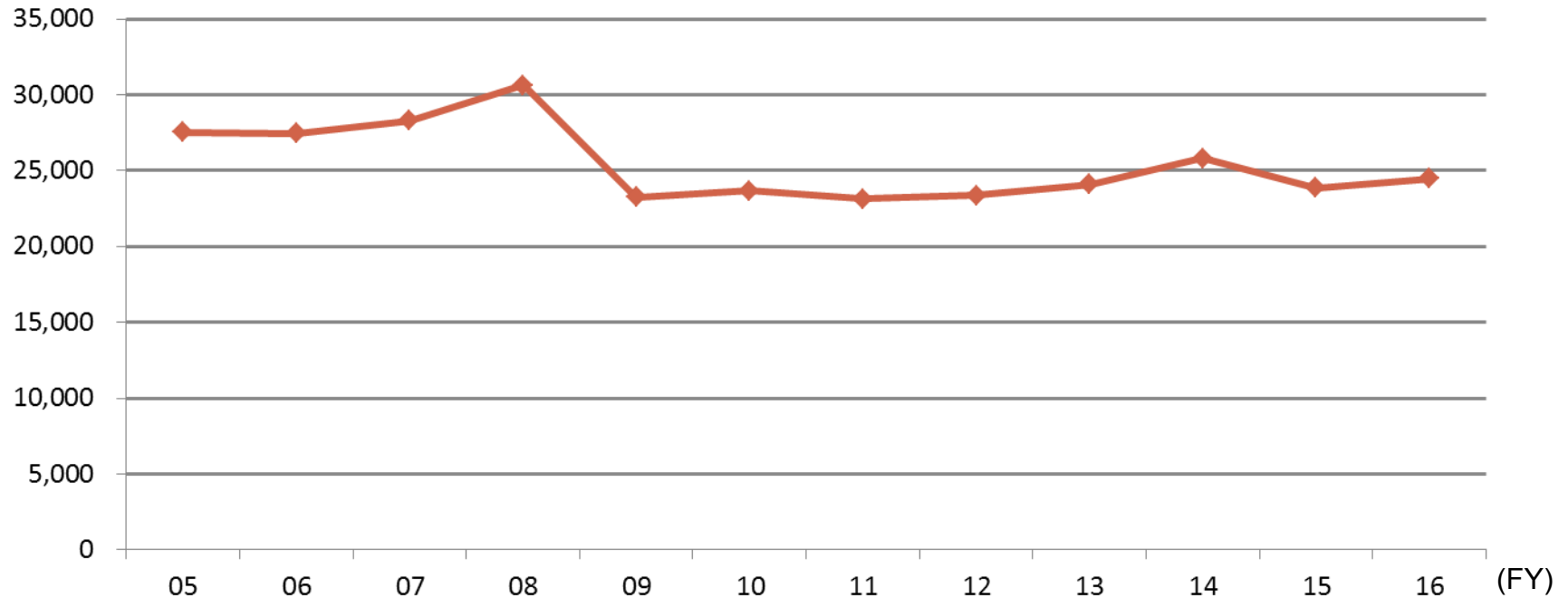
Production Costs - Terrestrial Broadcasting (Nippon TV)

(Unit: Millions of Yen)

FY2015 1Q	FY2016 1Q	Increase / (Decrease)	% change
23,865	24,486	621	2.6

1Q Program Production Cost Trend

(Unit: Millions of Yen)



Main Events/Content Business

(Unit: Millions of Yen)

1Q		Sales	Costs	Balance
Movies	FY2015 1Q	2,539	2,581	(43)
	FY2016 1Q	2,046	1,700	346
Media Commerce (TV-Shopping)	FY2015 1Q	2,213	2,047	166
	FY2016 1Q	1,754	1,644	110
Events	FY2015 1Q	1,460	1,249	211
	FY2016 1Q	1,085	938	147

Financial Highlights of Group Companies

FY2016 1Q	Net Sales		Operating Profit		Recurring Profit		Net Income	
In millions of yen, rounded down	Amount	%chg	Amount	%chg	Amount	%chg	Amount	%chg
BS Nippon Corp.	3,746	1.4	252	(3.0)	262	(5.2)	178	(0.3)
CS Nippon Corp.	1,219	0.2	265	43.8	267	41.2	184	35.2
NTV Technical Resources Inc.	2,636	(3.0)	(31)	-	(25)	-	(13)	-
NTV AX-ON	5,362	16.8	246	30	251	28.2	178	41.4
NTV EVENTS Inc.	601	19.7	(2)	-	(2)	-	(3)	-
Nippon Television Art Inc.	1,900	(1.8)	41	416.9	43	213.1	29	238.2
Nippon Television Music Corp.	2,598	(11.2)	341	(20.4)	374	(39.8)	265	(44.2)
VAP Inc.	3,292	(50.5)	142	-	183	347.9	160	-
TIPNESS Limited	9,364	4.8	839	(1.2)	763	(0.6)	534	4.9
NTV Service Inc.	771	(16.4)	14	(6.0)	19	(25.7)	13	(23.5)
Nippon Television Work 24 Corp.	998	9.3	23	(0.6)	24	0.6	13	(14.3)
Forecast Communications Inc.	691	(0.8)	12	(60.2)	23	(62.6)	11	(70.3)
NTV IT Produce Corporation	459	33.7	43	74.7	41	75	26	10.5
NitteleSeven	1,224	(25.9)	105	(20.8)	105	(21.3)	72	12
TATSUNOKO PRODUCTION Co., Ltd.	321	(8.2)	1	(89.5)	1	(89.2)	(9)	-
HJ Holdings LLC	3,832	37.4	(203)	-	(85)	-	(86)	-

※ % chg will not be provided if prior or current year is a loss. NTV IT Produce Corporation included in 1Q FY2016.

VAP, TIPNESS, HJ Holdings

☆ VAP

Unit: Millions of Yen

FY2016 1Q	Net Sales	Operating Profit	Recurring Profit	Net Income
	3,292	142	183	160

Net sales were impacted by a decline in Mr. Children album sales.

Profits increased as a result of successful cost control measures and management improvements.

☆ TIPNESS

FY2016 1Q	Net Sales	Operating Profit	Recurring Profit	Net Income
	9,364	839	763	534

FASTGYM24 had 44 branches as of the end of June 2016.

Child members increased in large branches.

☆ HJ Holdings

FY2016 1Q	Net Sales	Operating Profit	Recurring Profit	Net Income
	3,832	(203)	(85)	(86)

1.393 million Hulu Japan subscribers as of the end of June 2016.

Original content lineup includes: “Document of Kyosuke Himuro-POSTSCRIPT” (June)

“Crow’s Blood” (July, featuring AKB)

“High & Low” and more to come.

FY2016 Forecast and Assumptions

FY2016 Forecast

(Unit: Millions of Yen)

	Net Sales	Operating Profit	Recurring Profit	Net Income
2Q	203,000	17,600	20,200	14,000
FY	416,000	46,000	50,000	35,000

Annual Viewer Ratings

01/04/2016 - 07/24/2016

*In order of digital channel, from left

	Nippon TV	EX (TV Asahi)	TBS	TX (TV Tokyo)	CX (Fuji TV)	Difference btw 2 nd Place (YoY)
All day	① 8.4	7.4	6.0	2.9	6.0	+1.0
	(-0.4)	(+0.5)	(+0.1)	(-0.1)	(-0.5)	(-0.9)
Prime time	① 11.9	10.7	9.7	6.3	8.4	+1.2
	(-0.9)	(-0.6)	(+0.1)	(-0.1)	(-1.0)	(-0.3)
Golden time	① 12.1	10.4	9.8	6.6	8.3	+1.7
	(-0.9)	(-0.6)	(+0.1)	(-0.1)	(-1.0)	(-0.3)

* Household viewership (Kanto region): Video Research

Viewer Ratings (Fiscal Year)

04/04/2016 - 07/27/2016

*In order of digital channel, from left

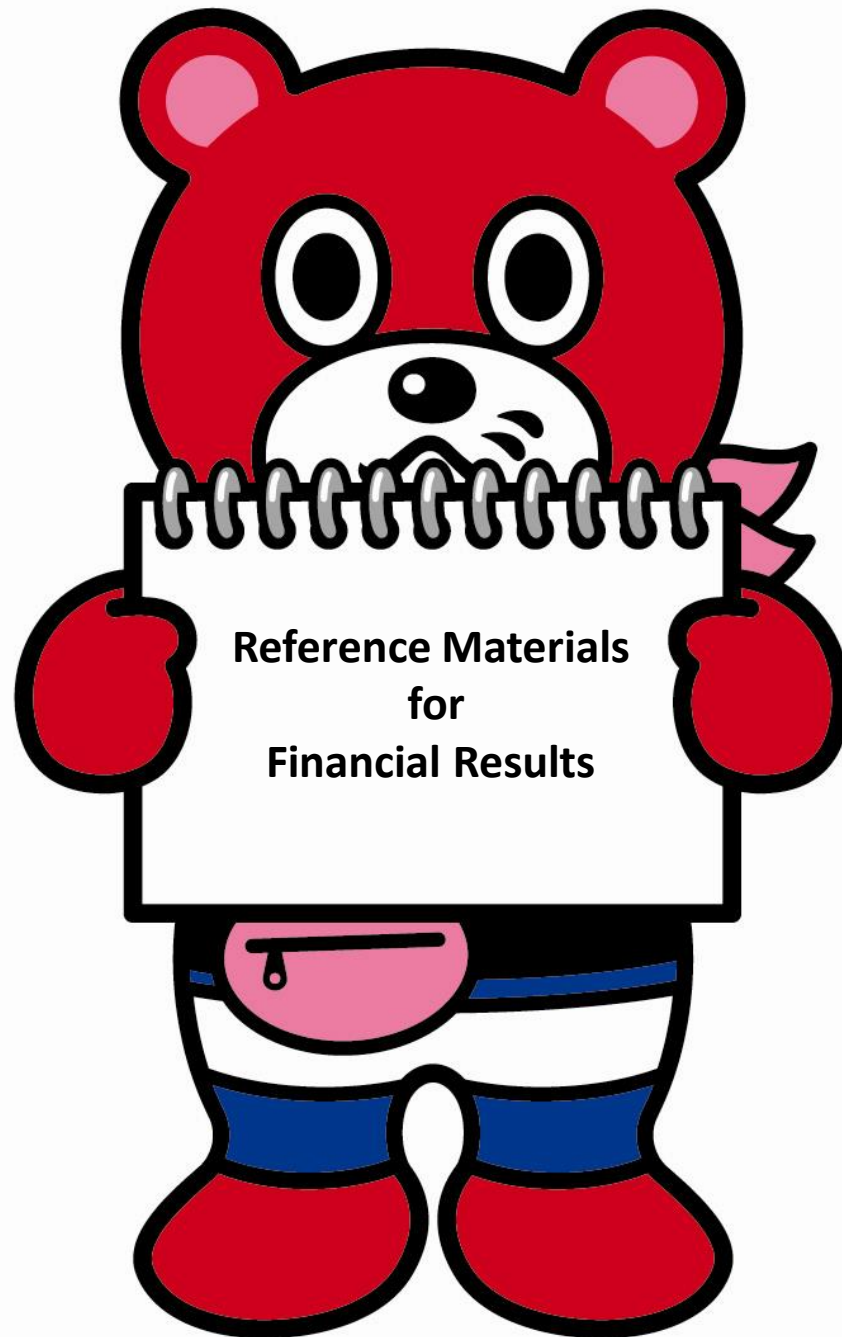
	Nippon TV	EX (TV Asahi)	TBS	TX (TV Tokyo)	CX (Fuji TV)	Difference btw 2 nd Place (YoY)
All day	① 8.1	7.1	6.0	2.8	5.8	+1.0
	(-0.3)	(+0.4)	(+0.2)	(-0.1)	(-0.4)	(-0.7)
Prime time	① 11.4	10.4	9.9	6.0	8.0	+1.0
	(-0.9)	(-0.3)	(+0.2)	(-0.3)	(-1.0)	(-0.6)
Golden time	① 11.6	10.0	10.0	6.3	8.0	+1.6
	(-0.8)	(-0.5)	(+0.4)	(-0.2)	(-0.8)	(-0.3)

* Household viewership (Kanto region): Video Research

October 2016 Programming Improvements

★ Key Points:

- Further diversification of timetable
- Continue April improvements and create methods to keep viewers tuned in to our channel and “flowing” from one program to the next
- Develop “Next Killer Content” and “Next Ace Creators”
- Bolster timeslots for dramas and roll-out content across multiple platforms



**Reference Materials
for
Financial Results**

Net Sales - Nippon TV -

(Unit: Millions of Yen)

	FY2015 1Q	FY2016 1Q
TV Advertising Revenue	59,210	62,541
Time	27,436	28,249
Spot	31,773	34,292
Program Sales	2,841	2,842
Events/Content Business Sales	10,752	9,762
Real Estate Business	574	543
Total	73,377	75,690

Operating Expenses - Nippon TV -

(Unit: Millions of Yen)

	FY2015 1Q	FY20161Q
Production Costs	23,865	24,486
Program Distribution Costs to Network Affiliates	7,278	7,551
Agency Commission	10,067	10,693
Personnel	5,446	5,704
Depreciation and Amortization	1,735	1,747
Events/Content Business Costs	8,596	7,153
Other	5,731	5,889
Total	62,721	63,227

Spot Sales - Terrestrial Broadcasting (Nippon TV)

FY2015 1Q		Share	% chg	FY2016 1Q		Share	% chg
1	Cosmetics/Toiletries	18.2	23.4	Cosmetics/Toiletries	16.4	(3.2)	
2	Transportation/ Telecommunications	10.6	(0.2)	Transportation/ Telecommunications	11.6	18.8	
3	Non-alcohol	6.8	(8.1)	Non-alcohol	7.0	10.4	
4	Service	6.1	(15.7)	Service	7.0	23.4	
5	Pharmaceutical	5.7	(11.6)	Pharmaceutical	5.7	7.6	
6	Automobile	5.3	(3.5)	Finance	5.3	18.0	
7	Finance	4.9	(10.5)	Box-office/ Entertainment	5.1	20.3	
8	Box-office/ Entertainment	4.6	3.1	Foods (processed foods /health foods)	4.4	21.3	
9	Wholesale/Department store	4.1	26.6	Foods (dairy products /seasonings)	4.4	17.2	
10	Electronic equipment	4.1	(13.0)	Electronic equipment	4.3	12.7	

* % changes are versus the same period last year and are tracked internally.

Events/Content Business Sales and Costs

FY2016 1Q

(Unit: Millions of Yen)

	Sales	Costs
BS, CS, CATV, Other	2,357	1,040
Rights	494	312
Media Commerce	1,754	1,644
Movies	2,046	1,700
Events	1,085	938
Overseas Business	692	257
Other	1,334	1,262
Total	9,762	7,153

CAPEX and Depreciation (Consolidated)

(Unit: Billions of Yen)

FY2016 1Q	CAPEX	Depreciation
Consolidated	5.6	2.5

Consolidated forecast	CAPEX	Depreciation
FY2016	37.7	12.5
FY2017	21.1	15.1
FY2018	30.5	15.6

- Forecast numbers are based on internal estimates.
- NTV IT Produce Corporation, which became a consolidated subsidiary, was re-estimated.

Nippon TV Holdings Consolidated Results – Segment Information

(Unit: Millions of Yen)

FY 2016 1Q	Segmentation				Other	Total	Adjustment	Consolidated Year to Date Total
	Content Business	Life and Health-Related Business	Real Estate Business	Total				
Net Sales	90,474	9,364	2,437	102,276	1,228	103,504	(2,649)	100,854
Segment Profit	13,196	459	913	14,569	58	14,627	(234)	14,393
Reference:								
Segment Profit Before Goodwill Amortization	13,245	904	913	15,063	58	15,122		

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, and content production business

Life and Health-Related Business

Operation of fitness clubs

Real Estate Business

Rental offices, building management

Movie Lineup for FY2016

Date	Title	Distributor
Aug 6 th	☆Rudolf and Ippai Attena	TOHO
Sep 22 nd	☆Sanada Ju Yushi	SHOCHIKU & NIKKATSU
Oct 22 nd	Gold Medal Man	TOHO
Oct 29 th	☆Death Note – Light Up the New World	Warner
Dec 10 th	☆Kaizoku To Yobareta Otoko	TOHO

Note: “Saraba Abunai Deka,” which launched in January 2016, sold 10,000 DVDs and 9,000 Blu-rays.
Both formats ranked No. 1 in the July 25 Oricon Weekly Ranking of movies.
(Source: Sales channels and VAP)

☆ Nippon TV is lead organizer

Event Lineup for FY2016

Date	Event
Jul 16 th to Jul 20 th Aug 18 th to Aug 22 nd	Disney on Ice 2016 Frozen
Jul 22 nd to Aug 31 st	Dragon Quest Live Spectacle Tour
Sep 10 th to Oct 23 rd (TBC)	Theater Sanada Ju Yushi
Oct 25 th to Feb 26, 2017	Chateau de Versailles Marie-Antoinette
Sept 14 th to Dec 12 th	Dali Exhibition (working title)
Jan 2017 (TBC)	David Bowie is
Mar 2017 (TBC)	Old Masters from the State Hermitage Museum Exhibition