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“ Our New Medium-Term Management Plan outlines three goals.”

## 12 Interview with President Kubo: Scope and Content of the New Medium-Term Management Plan



“ With a certain sense of speed, we are promoting several structural improvements to turn NTV into a leading company.”

## 16 NTV's Multicontact-Point Growth Strategy: From Television Station to Comprehensive Media Company



“ Digitization and other technical innovations have fostered various content viewing styles. We have launched numerous initiatives to make the most of the opportunities these changes afford.”

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### Cautionary Statements with Respect to Forward-Looking Statements:

Statements made in this annual report with respect to NTV's plans and benefits, as well as other statements that are not historical facts, are forward-looking statements, which involve risks and uncertainties. Potential risks and uncertainties include, without limitation, general economic conditions in NTV's markets, exchange rates and NTV's ability to continue to win customers' acceptance of its products, which are offered in highly competitive markets characterized by continual new product introductions and rapid developments in technology.