

# NIPPON TV HOLDINGS



## FY2023 3Q 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.



# New shareholder return measures

## Payment of Dividends to Foreign Shareholders Not Listed in the Shareholder Registry

- Propose to the General Meeting of Shareholders to amend the Articles of Incorporation to approve dividend payments for shares held by foreign shareholders who have been refused registration or recording in the shareholder registry.
- If the proposed amendment to the Articles of Incorporation is approved, it will be implemented from the dividend with a record date of March 31, 2024.

## Acquisition of treasury shares

- Total number of shares to be acquired : 5,000,000 shares (Maximum)
- Total acquired amount : 7,000,000,000 yen (Maximum)
- Acquisition period : From February 2, 2024 to May 31, 2024
- Acquisition method : Market purchase on the Tokyo Stock Exchange



# **Overview of Financial Results and Forecast**

# FY2023 3Q Highlights

## Higher sales, lower operating profit

- Although we maintained our overwhelming share of the spot ad sales at about 30%, higher raw material prices had a negative impact on the overall ad market, causing a decline in terrestrial advertising revenue.
- Due to strong events, anime, and international content sales, Non-broadcasting sales and profits increased.
- Net sales increased as weak advertising revenue was offset by solid performances from group companies Murayama, TIPNESS, ACM, and Nippon TV Music.

## Capital policy

- A portion of cross-shareholdings were sold and the capital will be used for business investments and shareholder returns.

## Studio Ghibli

- Studio Ghibli became a consolidated subsidiary and its balance sheet was consolidated in 3Q.

# Nippon TV HD: Consolidated Financial Results

(Millions of yen)	FY2022 Apr.-Dec.	FY2023 Apr.-Dec.	YoY	Change
Net Sales	305,633	<b>306,219</b>	586	0.2%
Operating Profit	35,383	<b>31,062</b>	△4,320	△12.2%
Recurring Profit	38,985	<b>37,060</b>	△1,924	△4.9%
Net Income attributable to owners of the parent	27,089	<b>33,174</b>	6,084	22.5%

## HD: Consolidated Results

Group Companies

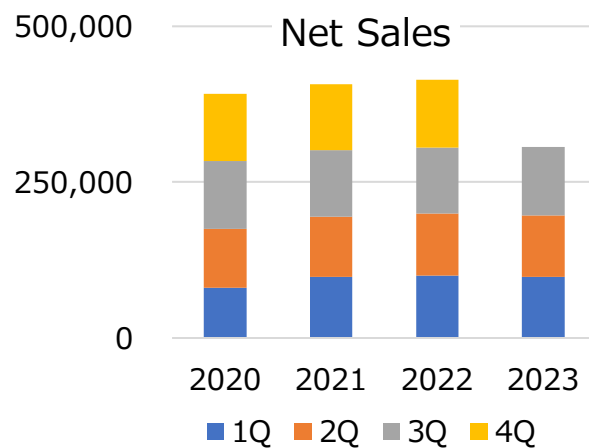
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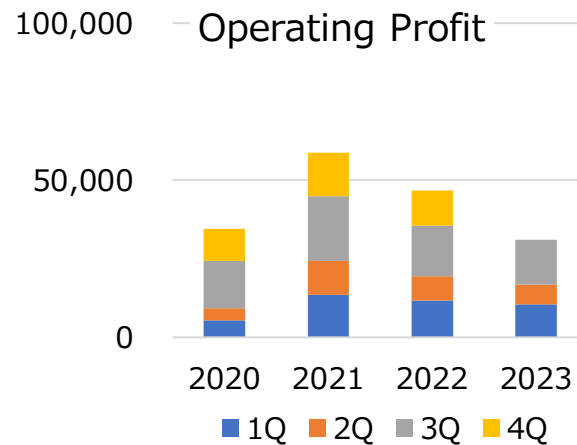
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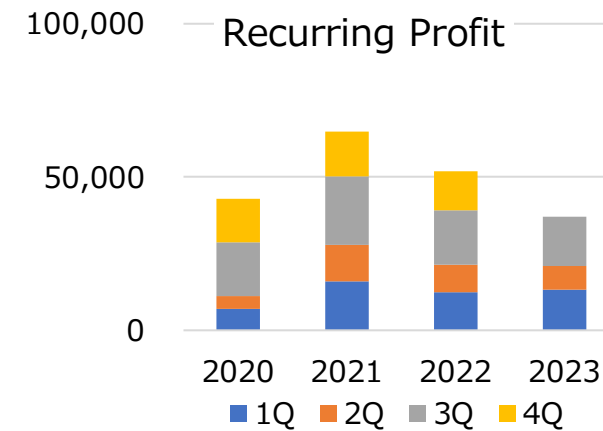
(Millions of yen)



(Millions of yen)

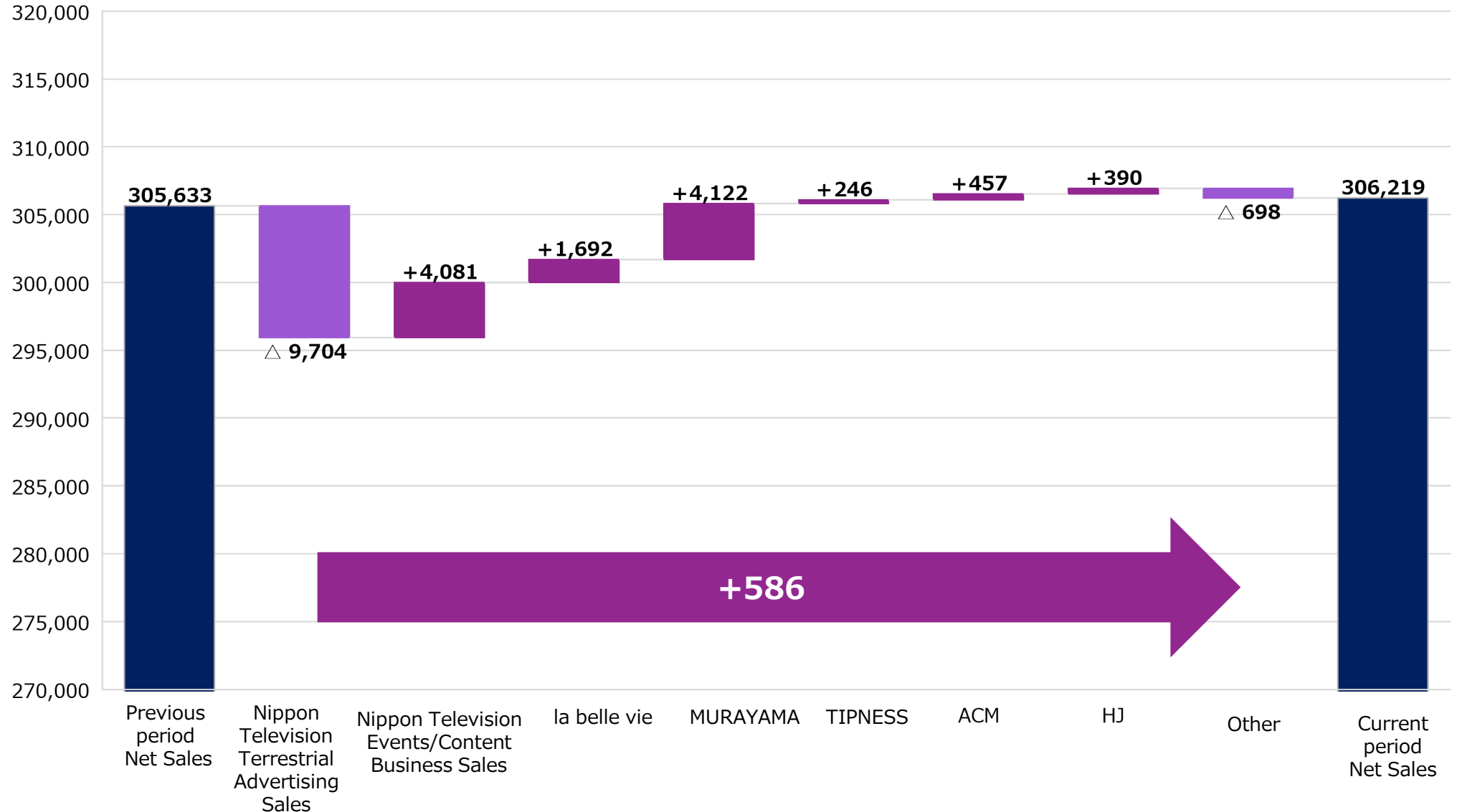


(Millions of yen)



# Net Sales YoY Change Components

(Millions of yen)



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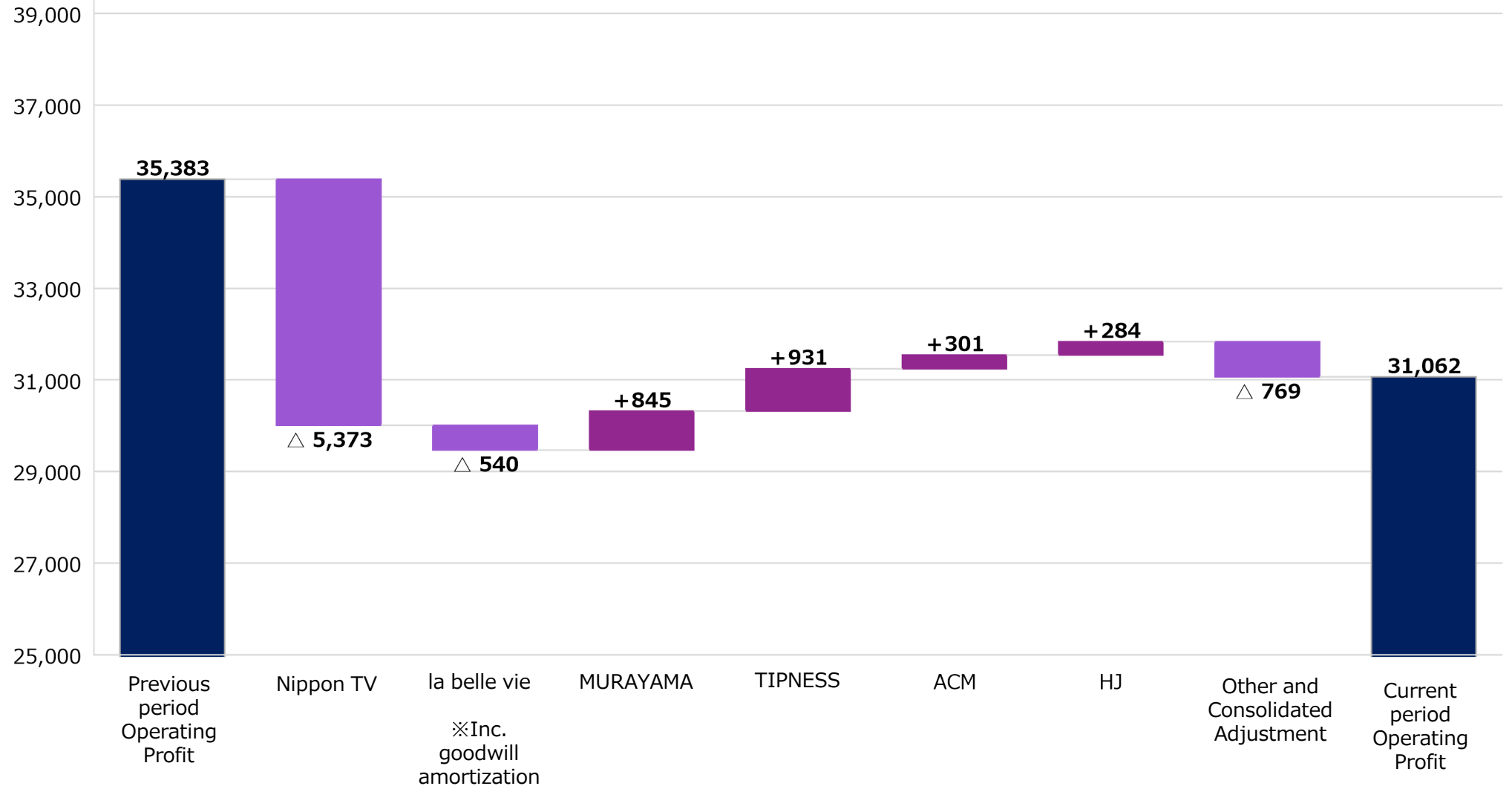
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# Operating Profit YoY Change Components

(Millions of yen)



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# Nippon TV: Financial Results

- Lower sales and profit
- Impacted by weaker terrestrial television advertising revenue
- Non-broadcasting sales and profits increased thanks to strong anime, international content sales, and events
- Booked gain on sale of investment securities pursuant to sale of cross-shareholdings

(Millions of yen)	FY2022 Apr.-Dec.	FY2023 Apr.-Dec.	YoY	Change
Net Sales	215,982	<b>210,802</b>	△5,179	△2.4%
Operating Profit	26,709	<b>21,336</b>	△5,373	△20.1%
Recurring Profit	31,298	<b>25,008</b>	△6,290	△20.1%
Net Income	22,539	<b>22,048</b>	△491	△2.2%

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# Nippon TV: Net Sales and Cost of Sales

(Millions of yen)

Net Sales	FY2022 Apr.-Dec.	FY2023 Apr.-Dec.	YoY	Change
Advertising Revenue	175,011	<b>165,307</b>	△9,703	△5.5%
Program Sales	8,290	<b>8,253</b>	△37	△0.5%
Events/Content Business Sales	30,916	<b>34,997</b>	4,080	13.2%
Real Estate Business	1,763	<b>2,244</b>	480	27.3%
<b>Total</b>	<b>215,982</b>	<b>210,802</b>	<b>△5,179</b>	<b>△2.4%</b>

Cost of Sales	FY2022 Apr.-Dec.	FY2023 Apr.-Dec.	YoY	Change
Production Costs	65,166	<b>65,296</b>	129	0.2%
Personnel	17,468	<b>16,639</b>	△828	△4.7%
Depreciation and Amortization	6,934	<b>7,058</b>	123	1.8%
Events/Content Business Costs	27,754	<b>31,356</b>	3,601	13.0%
Others	71,951	<b>69,117</b>	△2,834	△3.9%
<b>Total</b>	<b>189,273</b>	<b>189,466</b>	<b>193</b>	<b>0.1%</b>

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# Nippon TV: Advertising Revenue

(Millions of yen)	FY2022 Apr.-Dec.	FY2023 Apr.-Dec.	YoY	Change
Advertising Revenue	175,011	<b>165,307</b>	△9,703	△5.5%
Time	82,682	<b>78,269</b>	△4,413	△5.3%
Spot	88,737	<b>82,451</b>	△6,285	△7.1%
Digital Ad.	3,592	<b>4,587</b>	995	27.7%

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

## FY2023 Advertising Revenue YoY

Time	Change	Spot	Change	Digital Ad.	Change
April	△4.8%	April	△3.2%	April	17.2%
May	△9.8%	May	△5.0%	May	29.6%
June	△8.5%	June	△4.8%	June	12.3%
July	△6.0%	July	△11.6%	July	15.1%
August	△8.1%	August	△10.2%	August	22.2%
September	2.4%	September	△6.6%	September	45.0%
October	△2.5%	October	△2.6%	October	30.2%
November	△4.7%	November	△10.6%	November	44.4%
December	△5.2%	December	△9.1%	December	30.5%

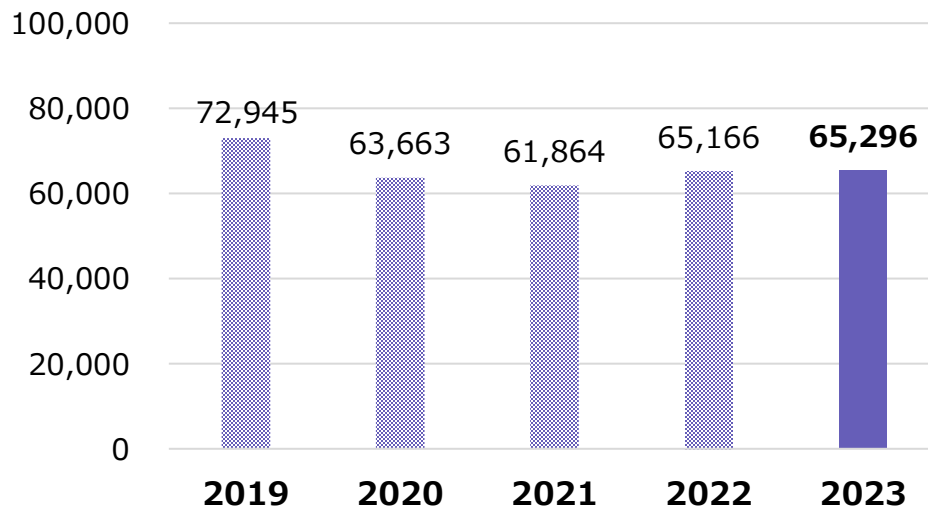
# Nippon TV: Production Costs

(Millions of yen)

FY2022 Apr.-Dec.	FY2023 Apr.-Dec.	YoY	Change
65,166	<b>65,296</b>	129	0.2%

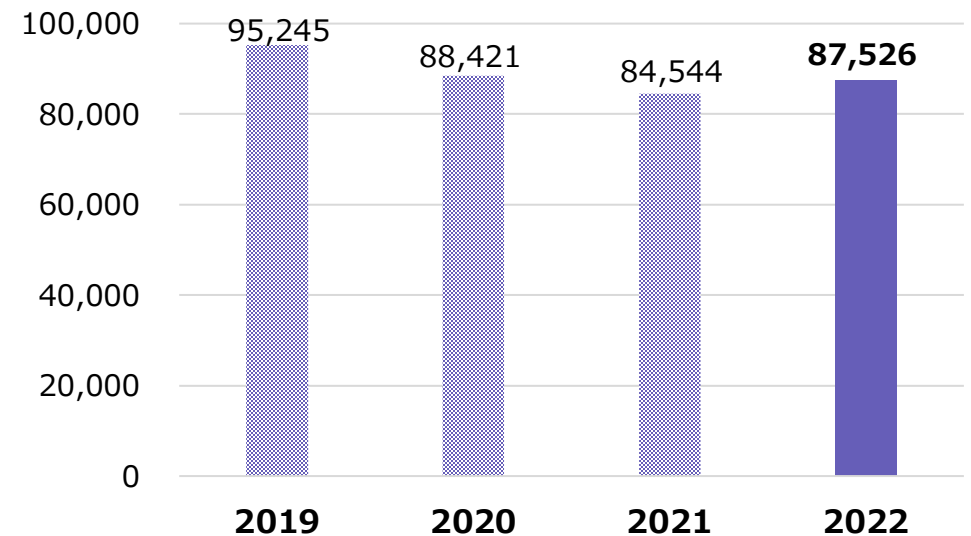
(Millions of yen)

## Apr.-Dec. Production Cost



(Millions of yen)

## (Ref.) Production Costs(FY)



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## Nippon TV: Events/Content Business Sales and Balance

(Millions of yen)

	Sales		Balance	
	FY2023 Apr.-Dec.	Change	FY2023 Apr.-Dec.	Change
Movies	2,812	△3.4%	1,205	△18.3%
Events	3,722	24.6%	431	119.9%
Retail Business	6,354	△4.5%	375	△2.3%
Anime	5,045	86.8%	2,189	59.4%
International Business (excl. Anime)	1,480	19.5%	1,073	107.9%
IP Business	3,674	39.4%	942	168.4%
Content Business	1,062	0.4%	587	3.2%

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

# Financial Highlights of Group Companies

※(Millions of yen) (% YoY)

	BS Nippon Corp.		CS Nippon Corp.		Nippon Television Music Corp.		VAP Inc.		TIPNESS Limited	
Net Sales	12,418	1.2%	6,779	△5.1%	6,848	7.6%	4,729	△8.2%	19,824	1.4%
Operating Profit	1,217	△19.9%	255	19.6%	1,880	19.2%	904	△8.6%	793	—
Recurring Profit	1,263	△18.6%	265	20.6%	1,907	18.8%	945	△7.0%	825	—
Net Income	883	△16.8%	182	20.0%	1,247	18.7%	625	△48.3%	702	—

	MURAYAMA INC.		TATSUNOKO PRODUCTION Co., Ltd.		HJ Holdings, Inc.		ACM CO., Ltd.		PLAY,inc.	
Net Sales	11,262	61.3%	448	△78.4%	25,280	1.6%	3,730	14.0%	6,153	0.3%
Operating Profit	335	—	△147	—	985	40.5%	942	47.1%	1,274	△10.0%
Recurring Profit	386	—	△128	—	1,049	49.3%	994	47.6%	1,281	△7.7%
Net Income	299	—	△86	—	1,047	49.6%	982	48.9%	782	△7.5%

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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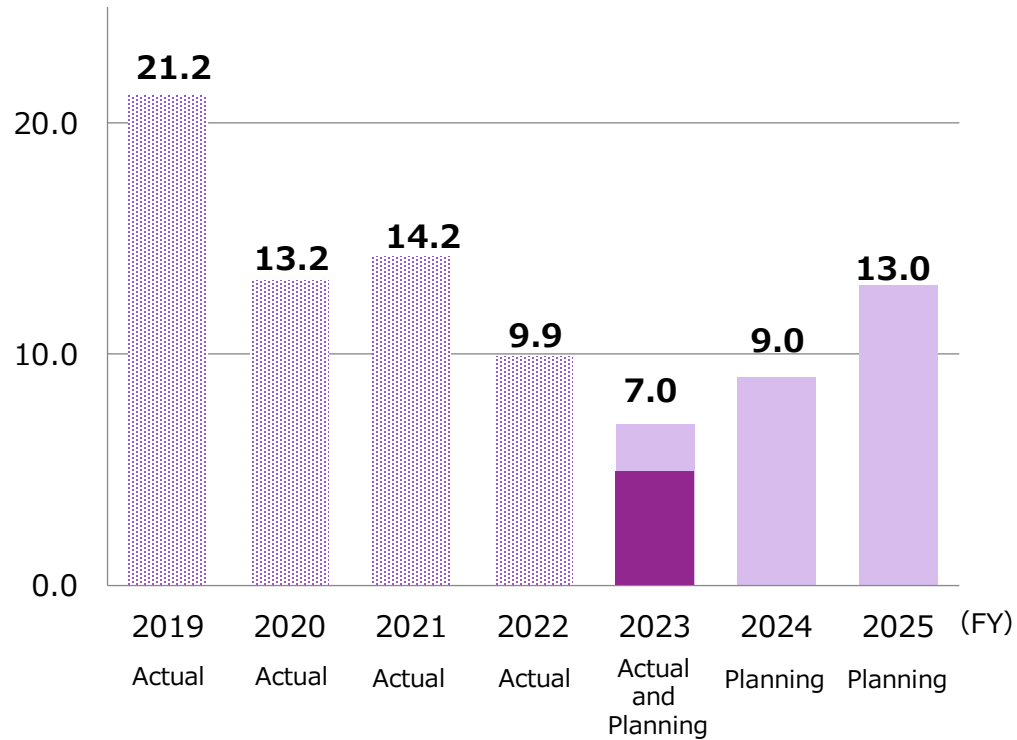
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# CAPEX and Depreciation (consolidated)

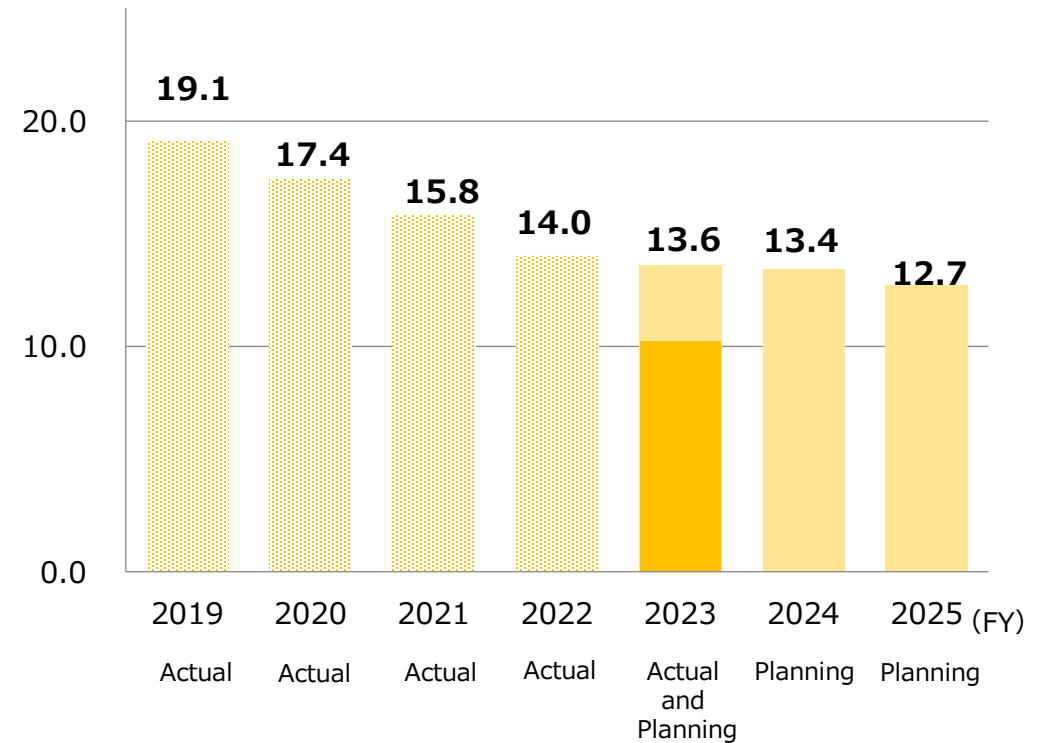
(Billions of yen)

	CAPEX amount	Depreciation and Amortization
FY2023 Apr.-Dec.	4.6	10.1

## CAPEX amount



## Depreciation and Amortization



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# Consolidated Forecast and Dividend Forecast

## Unchanged from previous forecast

(Millions of yen)	FY2022 Result	FY2023 Forecast	Change	Change
Net Sales	413,979	<b>436,000</b>	22,021	5.3%
Operating Profit	46,593	<b>48,000</b>	1,407	3.0%
Recurring Profit	51,775	<b>54,000</b>	2,225	4.3%
Profit attributable to owners of parent Net income	34,081	<b>37,000</b>	2,919	8.6%

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## Dividend Forecast (Revised)

(Yen)	2Q	Year-End	Annual
FY2022 Result	10	27	37
FY2023 Forecast	10	30	40

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

	YoY	Previous	Revised
Time		2.2%	△ <b>4.7%</b>
Spot		2.7%	△ <b>7.0%</b>

The year-end dividend forecast for FY2023 of 30 yen includes a commemorative dividend of 3 yen.



# **Contents Strategy**



# “The Boy and the Heron” by Studio Ghibli

- “The Boy and the Heron” directed by Hayao Miyazaki won **Best Motion Picture in the animation category at the 81<sup>st</sup> Golden Globe Awards**, a first for a Japanese film.

## Comment from Toshio Suzuki, Producer:

I was truly delighted to hear that “The Boy and the Heron” won the award. It is a special feeling, as this is the first time that a work from Studio Ghibli has won at the historic Golden Globes. Heartbreaking news of the earthquake and plane accident came out of Japan as the new year began. When I hear about the many people still waiting to be rescued, I am overcome with a feeling of helplessness. Perhaps the positive news about our award will bring a little smile to everyone.

- What’s more, it has been **nominated in the Animated Feature Film category at the 96<sup>th</sup> Academy Awards**. Expectations are high that this will be the 2<sup>nd</sup> Oscar for Studio Ghibli, following “Spirited Away.”
- Launched in the US and Canada on Dec 8.
- Shown in 2,205 theaters, the most for a Ghibli film.
- \$12.97 million in box-office revenue in the first 3 days, a record for the studio.
- Posting record box-office revenues in many countries and continues to grab attention the world over.



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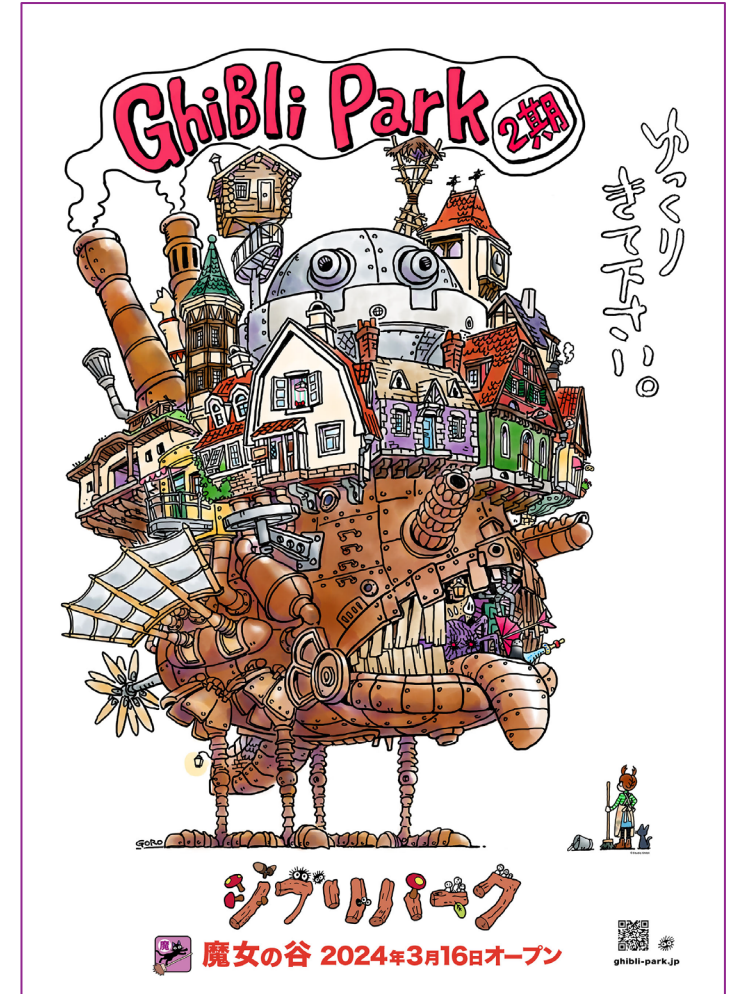
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# Ghibli Park 2<sup>nd</sup> Phase Area

- Ghibli Park 2<sup>nd</sup> phase “Mononoke no Sato” area opened on November 1, 2023. “Valley of Witch” area set to open on March 16, 2024.
- “Mononoke no Sato” has motifs of “Princess Mononoke” with a Japanese farming village landscape. It features an educational facility, Tatara Place, as well as an Okkoto-nushi slide and a Tatari-gami figure.
- “Valley of Witch” will feature replicated buildings from Studio Ghibli films, such as The Okino Residence and Guchokipanya Bakery from “Kiki’s Delivery Service,” Howl’s Castle and Hatter’s Millinery from “Howl’s Moving Castle,” and The House of Witches from “Earwig and the Witch.” Also available are playground equipment like a carousel and a flying machine.



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# Theater “My Neighbour Totoro” Returns

- Having won six awards at the Laurence Olivier Awards, Britain’s most prestigious stage honor, “My Neighbour Totoro” returned to London ‘s Barbican Theatre on November 21, 2023 and will run until March 23, 2024.
- Back by popular demand. This return is in response to the many requests for a rerun after the conclusion of the production’s first run in January 2023.

- **About “My Neighbour Totoro” the Play:**

This project launched after Director Hayao Miyazaki approved composer Joe Hisaishi’s proposal for a theatrical adaptation of the work whose film version he composed for. Hisaishi led the prestigious Royal Shakespeare Company (RSC) and Nippon TV as they co-produced the stage play. From October 2022 to January 2023, the production captured the hearts of spectators with the RSC’s playwrighting expertise and a look and feel that honored the original work and Hisaishi’s music. The 133,000 tickets were sold out and every performance was met with thunderous applause and standing ovations. Sales are robust for the second run and the 160,000 tickets available are on track to be sold out.



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Photo by Manuel Harlan © RSC with NTV

# Anime Content Rollout

Aired on Nippon TV in the fall of 2023, “Frieren: Beyond Journey’s End” and “The Apothecary Diaries” were offered on streaming platforms and anime websites and ranked among the top of the favorites. Solid hits in the anime world, they are being aired this winter as well!



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## Spring 2024 must-sees!

### That Time I Got Reincarnated as a Slime season 3

Serialized on Monthly Shonen Sirius, this work features a corporate employee protagonist who is reincarnated as a slime. It is a fantasy story about his bonds and adventures with the friends he meets in the otherworld. Starting out as a comics, it has become a franchise that includes a light novel and side stories that boasts over 40 million in total issued copies.



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### The Fable

The original manga by Katsuhisa Minami was serialized in Weekly Young Magazine, with 24 million total copies issued. No matter who the enemy is, the protagonist nicknamed Fable can put them away within 6 seconds. He is an unmatched genius murderer, but one day, the boss orders him to stop killing for one year. It’s an extremely difficult mission and a new lifestyle. Will Fable manage to abide?? Follow the life of this cool, comical, and slightly eccentric mighty murderer as he takes a break from killing for a year.



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# Global Content Rollout

## **■ Drama series “Rebooting” is unstoppable as it continues to sweep awards globally!**

• Offered on Netflix starting December in Japan and Asia excl. China.

Top 10 for 6 consecutive weeks in Japan. Still going strong even over 6 months after airing.

The pop-up store at Tree Village in Tokyo Skytree was a hit among overseas tourists.

• Best New Scripted Series Non-English Language Award at the Content Innovation Awards in Cannes in October (the only title from Asia that won). Best Direction (Fiction) and Best Promo or Trailer at the Asian Academy Creative Awards in Singapore in December.



## **■ Asia’s most remade title “Mother” airs in Mongolia!**

• The most remade title from Asia, “Mother” has been localized in Mongolia and started airing on EduTV in January. This is the 8<sup>th</sup> overseas remake for “Mother” and more are in store for 2024.



## **■ “Old Enough!” to be adapted in Canada!**

• Thanks to the splash it made on Netflix, “Old Enough!” gained fans the world over and is slated for production in Canada. Toronto’s TVO is eyeing to air all 8 episodes in the fall of 2024. Blue Ant Studios, one of the largest among its peers in Canada, spearheads the production. Spurred by this North American rollout, “Old Enough!” is getting a flood of offers from other regions.



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# **Programming Strategy**

# April Programming Improvements

## Programming Strategy

Starting April 2024, Nippon TV will restart its

### Core Max Strategy

More than ever, sponsors are placing importance on the core target.

**Core Max Strategy aims to capture an overwhelming share of the core target.** Our goal is to be number one in the broadcasting industry in all measures, including terrestrial viewer ratings, catch-up viewing, broadcasting income, and non-broadcasting income!

※Core target is an original index of Nippon TV targeting **people aged 13 to 49**, which is in high demand from sponsors. Nippon TV has **topped the core target viewer ratings for 11 consecutive years**, emphasizing the support it enjoys from the younger demographics.

# April Programming Improvements

In accordance with our **Core Max Strategy** we will **push through with massive timetable improvements!**



**“with MUSIC” launches on Saturdays at 8 pm. A never-before-seen music show is born!**



**A new music show plus two dramas to make your Saturday evenings full of excitement. We will create a new TV viewing habit!**



**The “face” of an iconic news program is set to change to take things to the next level and remain on top.**

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## Launch of Mega Project for Drama Series!

### Sunday Drama Series: "ACMA:GAME" debuts April 2024!

**From Japan to the world, Nippon TV launches mega project! Live action adaptation of the ultimate death game with ultra VFX! It's a must-see survival entertainment for the whole world!**

Live-action adaptation of a wildly popular manga. It's a devil's game that enables you to rob someone of everything—status, wealth, reputation, and even life itself. Get ready for this death game made for people who have been swallowed by desire.



Protagonist: Shotaro Mamiya

# Jan - Dec Core Target Viewer Ratings

January 02, 2023 – December 31, 2023

	NTV	EX	TBS	TX	CX
All Day 6:00 to 24:00	① 2.7	④ 1.3	③ 1.6	⑤ 0.5	② 1.7
Prime Time 19:00 to 23:00	① 4.4	④ 2.6	② 3.1	⑤ 1.2	③ 2.8
Golden Time 19:00 to 22:00	① 4.6	④ 2.6	② 3.1	⑤ 1.3	③ 2.9
Non-Prime Time All Day – Prime Time	① 2.2	④ 0.9	③ 1.2	⑤ 0.3	② 1.4
Platinum Time 23:00 to 25:00	① 2.3	② 1.4	④ 1.3	⑤ 0.5	② 1.4

In order of digital channel, from left. Source for Core Target viewership (Kanto region): Video Research.

■ **Nippon TV captured the Core Target Triple Crown title for 11 consecutive years.** (All Day, Prime Time, Golden Time)

※Core target is an original index of Nippon TV targeting people aged 13 to 49, which is in high demand from sponsors

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# 2023 Viewer Ratings Ranking by Gender and Age

January 02, 2023 – December 31, 2023

	Individual	Core Target 4-49	C 4-12	T 13-19	M1 20-35	M2 36-49	M3 50-64	M3 Over 65	F1 20-35	F2 36-49	F3 50-64	F3 Over 65
All Day 6:00 to 24:00	2	1	1	1	1	1	1	3	1	1	1	2
Prime Time 19:00 to 23:00	2	1	1	1	1	1	2	4	1	1	1	2
Golden Time 19:00 to 22:00	1	1	1	1	1	1	1	3	1	1	1	2
Non-Prime Time All Day – Prime Time	1	1	1	1	1	1	1	3	1	1	1	2
Platinum Time 23:00 to 25:00	1	1	1	1	1	1	1	2	1	1	1	1

Ranking for the 5 commercial broadcasters (NTV, EX, TBS, TX, CX); Individual viewer ratings (Kanto region) source: Video Research

**Nippon TV is #1 for most of the genders, age groups, and time slots.  
We are the broadcaster of choice for the active demographics!**

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# Ranking of New Years Viewership

Rank	Aired	Title	Total Viewers (millions)	Viewer Ratings Kanto region, individual	Minutes	Broad- casters
<b>1</b>	1/3	<b>100<sup>th</sup> Hakone Ekiden (return leg)</b>	<b>46.868</b>	17.5%	388	30
<b>2</b>	1/2	<b>100<sup>th</sup> Hakone Ekiden (going leg)</b>	<b>44.754</b>	15.7%	375	30
<b>3</b>	12/31	<b>Welcome the New Year Laughing! (part 2)</b>	35.357	4.2%	345	30
<b>4</b>	12/26	<b>Year-End Laughter With Sanma!</b>	29.836	5.6%	234	28
<b>5</b>	1/1	<b>Monday Late Show New Year's Day Special</b>	28.779	8.0%	144	28

December 25, 2023 – January 8, 2024; Source: Video Research  
Total Viewers: estimate of total nationwide viewers who watched for one minute or more

**Both going and return legs for “Hakone Ekiden” (marathon relay) were viewed by 1 out of 3 people in Japan, or over 45 million! Individual viewer ratings were the 6<sup>th</sup> highest in relay history. Live streaming had 1.22 million unique browsers for both legs.**



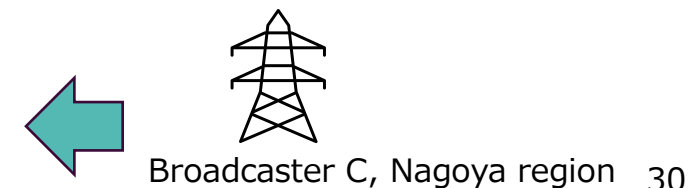
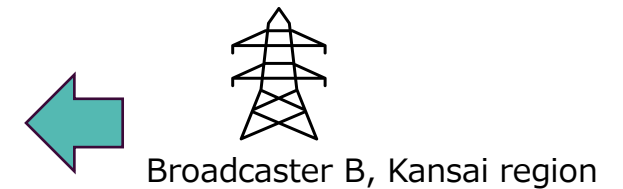
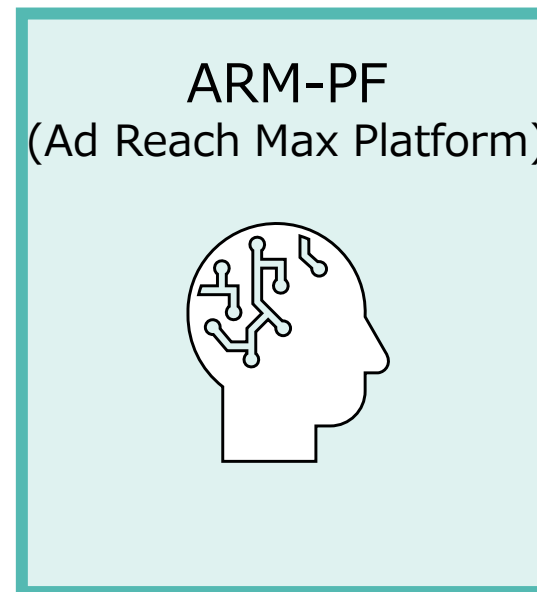
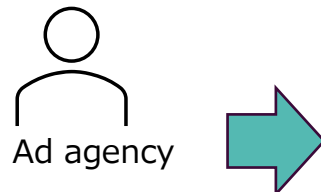
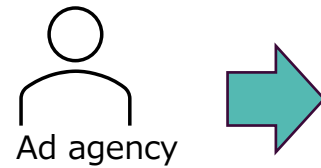
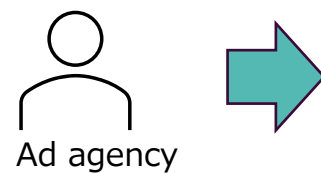
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# Ad Technology for Sophisticated TV Ads

**ARM (Ad Reach Max): A project to develop an ad platform that speedily addresses the diverse requirements of sponsors through technology that leads to sophisticated ad transactions and operations.**

- Developing an ARM Platform to make possible terrestrial ads that lead to real-time ad transactions and ad ops in the same fashion as digital ads.
- ARM Platform service is expected to launch at the end of fiscal year 2024.
- Supports the streamlining of TV ads such as programmatic transactions for terrestrial inventory and the integrated management of terrestrial and TVer inventories.
- Promoting the expansion of this initiative not only for Nippon TV but also for the entire Japan to increase the value of TV ads as a whole.

November 2023 press release: <https://www.ntv.co.jp/info/pressrelease/20231127.html>



# HJ Holdings (Hulu)

(Unit: Millions of Yen)	Net Sales	Operating Profit	Recurring Profit	Net Income
<b>FY2023 Apr.-Dec.</b>	<b>25,280</b>	<b>985</b>	<b>1,049</b>	<b>1,047</b>

## ■ FY2023 3Q saw hit content in all genres grabbing attention and attracting new subscribers!

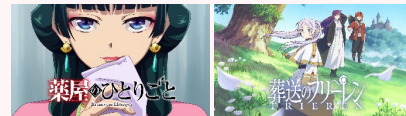
<Tie-ups with terrestrial dramas>  
 “Sexy Tanaka-san” tops the season!  
 “Rebooting” is annual #1!



<Auditions completed>  
 New boyband debut determined  
 “Nizi Project Season 2”



<Buzzing anime>  
 “The Apothecary Diaries” “Frieren: Beyond Journey’s End”



<Solid entertainment shows>  
 “The Quest” past masterpieces also available

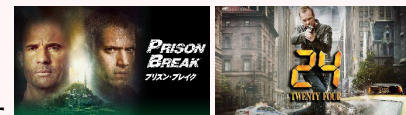


<Korean and other Asian stars>  
 2023 Asia Artist Awards live streamed from the Philippines

<Hulu’s first original K-drama a buzz>  
 “Play, Plü” makes hearts throb. From the producer of “Crash Landing on You” and “Itaewon Class.”



<Success with hit overseas dramas>  
 “Prison Break” “24” “Bones” and other hit dramas are in the spotlight again!



## ■ Hulu Store (TVOD) is robust!

- BMSG FES '23
- SEVENTEEN TOUR 'FOLLOW' TO JAPAN
- Nogizaka Star is Born! LIVE
- Nogizaka46, Hinatazaka46, Sakurazaka46 Newcomers Live
- TWICE 5TH WORLD TOUR 'READY TO BE' in JAPAN
- The Witch 2: The Other One

## ■ More dramas exclusively on Hulu!

• Hulu original drama “With You as the World Ends” comes full circle! Film debut set for Jan 26 and S5 set to start on February 9 only on Hulu!



• Said to be impossible to visualize, all 5 episodes of “The Decagon House Murders” by Yukito Ayatsuji streams on March 22 exclusively on Hulu. Already trending on social media as mystery fans react to the previews.



• Spinoff of “Captured New Airport,” the sequel to a hit drama, streams on Hulu as an original.



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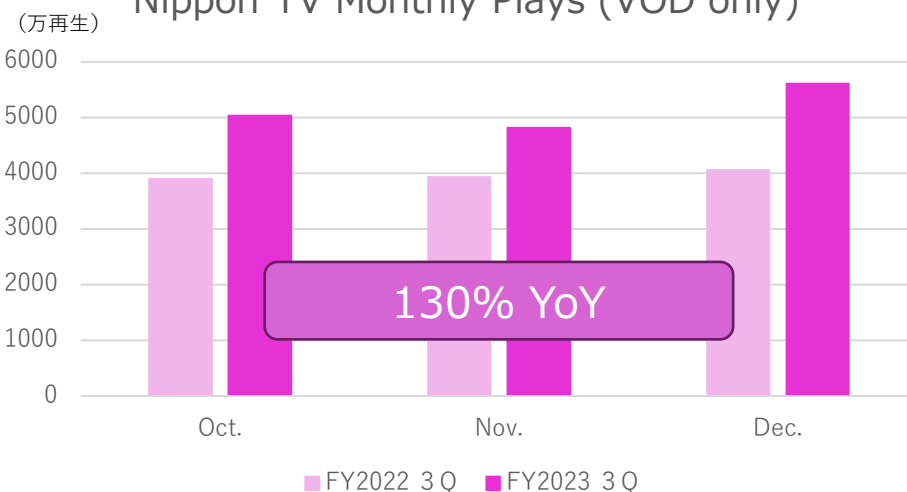
# Streaming Business :TVer (AVOD)

## TVer Highlights

- Over 700 programs from all broadcasters streamed
- 3Q all broadcasters, all content: Plays: 1.167 bil (+4% vs 2Q) Unique Browsers: 47.97 mil (+4% vs 2Q)
- Total app downloads: approximately 62 mil

## Nippon TV Initiatives

Nippon TV Monthly Plays (VOD only)



### Expanded sports streaming

Japan Series baseball, national high school soccer tournament, cycling grand prix, and many other sports streamed live or for catch-up, which attracted new male subscribers. Live streaming of high school soccer final posted a historic high.



第102回  
全国高校サッカー  
選手権大会

### Bolstered anime AVOD

Catch-up viewing of hit works such as “Frieren: Beyond Journey’s End” and “The Apothecary Diaries” recorded stellar views. TVer overall enjoyed increased anime views.



薬屋のひとりごと

### Increased content for multi-rollouts

Increased the production of content, primarily drama series, for multifaceted rollouts that include broadcasting, streaming, merch, and more to boost overall value.

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# New Digital Content Development

## Vertical short drama “Mainichi Hanikamu Boku Tachi Wa”

### Develop content to captivate Gen Z

Develop content for Gen Z with vertical short dramas, a new category

- ❑ **Over 500 mil plays on social media** (mainly TikTok) only 9 months after start (※1)
- ❑ **Average 3 mil plays** without ads (※2)
- ❑ **1 out of 4** Gen Z watches this content (※3)

### Create new monetization opportunities

Spawn digital monetization opportunities for a new profit source

- ❑ Create and stream **short dramas by tying up with sponsors**
  - Started pitching in October and received 8 orders from sponsors
- ❑ **AdSense revenue** in accordance with number of views

(※1) As of January 9, 2024 on TikTok, YouTube Shorts, and Instagram Reels

(※2) Average plays calculated from account data on TikTok

(※3) Nippon TV calculation from data on Japan internet quantitative research



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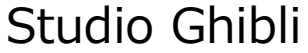





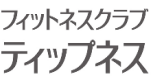


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**Medium-Term Management Plan**  
**New Business, M&A**

# 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)	<b>¥38 bil</b>	<b>¥22 bil</b>	<b>¥29 bil</b>	<b>¥32 bil</b>

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# IP Business for Women

## Acceleration of Medium-Term Management Plan Goal of New Business Creation



- “Kimino Tonarini Suwaru Hoshi.” was developed as an IP that features male voice actors and astrology. It is the first project that targets the ¥1.8 trillion market of women who appreciate manga and anime.

- A group of wildly popular voice actors whose total social media followers top 8 million started a subscription service through which they deliver weekly horoscopes. Each of the 12 voice actors is in charge of a zodiac sign.

- Going forward, character IP undertakings such as anime, merch, events, and other multifaceted franchising opportunities will be planned and executed for global rollouts and IP optimization.

Website: <https://suwaruhoshi.com/>

Social media: [https://twitter.com/ki\\_mi\\_no\\_su\\_00](https://twitter.com/ki_mi_no_su_00)

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# Segment Results

(Millions of yen)

	Net Sales			Segment Profit (△ Loss)		
	FY2022 Apr.-Dec.	FY2023 Apr.-Dec.	Change	FY2022 Apr.-Dec.	FY2023 Apr.-Dec.	Change
Media Content Business	283,497	<b>283,207</b>	△289	33,334	<b>28,121</b>	△5,212
Life and Health Related Business	19,559	<b>19,824</b>	<b>265</b>	△32	<b>879</b>	<b>911</b>
Real Estate-Related Businesses	7,868	<b>8,381</b>	<b>513</b>	2,805	<b>3,231</b>	<b>425</b>

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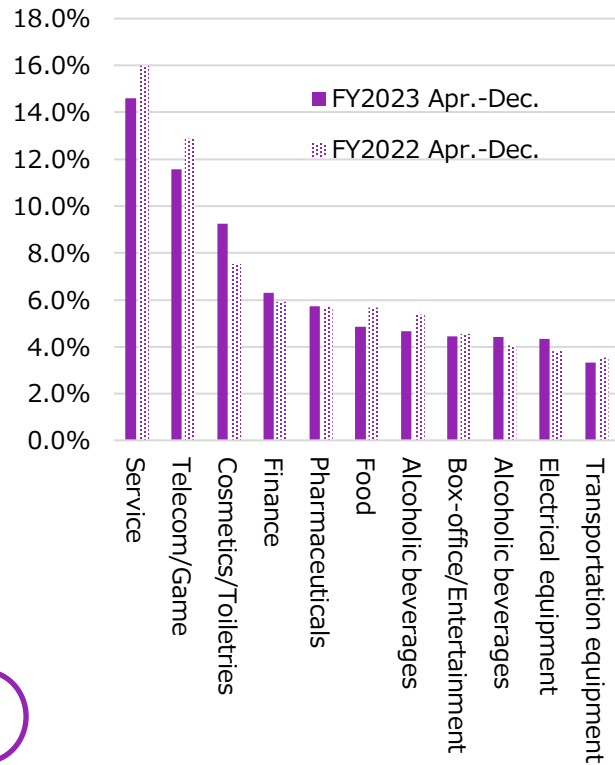
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## Apr.-Dec. Spot Sales - Terrestrial Broadcasting (Nippon TV)



	FY2022 Apr.-Dec.	Share (%)	Change (%)
1	Service	16.0%	39.0%
2	Telecom/Game	12.9%	△ 32.8%
3	Cosmetics/Toiletries	7.5%	△ 24.4%
4	Finance	5.9%	△ 1.6%
5	Pharmaceuticals	5.7%	△ 5.8%
6	Electrical equipment	5.7%	2.2%
7	Food <Processed, Health foods, etc.>	5.4%	2.7%
8	Box-office/Entertainment	4.6%	7.1%
9	Non-Alcohol	4.1%	△ 22.9%
10	Transportation equipment	3.8%	4.3%

	FY2023 Apr.-Dec.	Share (%)	Change (%)
	Service	14.6%	△ 15.2%
	Telecom/Game	11.6%	△ 16.5%
	Cosmetics/Toiletries	9.3%	14.2%
	Finance	6.3%	△ 1.2%
	Pharmaceuticals	5.7%	△ 6.4%
	Food <Processed, Health foods, etc.>	4.8%	△ 16.3%
	Alcoholic beverages	4.7%	22.5%
	Box-office/Entertainment	4.5%	△ 9.2%
	Electrical equipment	4.4%	△ 27.6%
	Non-Alcohol	4.3%	△ 1.0%

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

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# Movie Lineup for FY2023-2024 ①

Date	Title	Distributor	
Friday, March 15	★Lovesick Ellie	SHOCHIKU	
Friday, April 12	ODetective Conan: The Million-dollar Pentagram	TOHO	
Friday, May 24	★Dangerous Cops (working title)	TOEI	

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## Movie Lineup for FY2024 ②

Date	Title	Distributor	
Friday, June 28	OANPANMAN : Baikinman and Lulun in the Picture Book (working title)	TOKYO Theatre	
Friday, July 12	★Kingdom 4 (working title)	TOHO	

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# Event Lineup for FY2023

Date	Title
<p>Saturday January 27– Saturday April 7,2024</p> <p><b>TOKYO METROPOLITAN ART MUSEUM (Tokyo Ueno)</b></p>	<p><b>Frontiers of Impressionism: Paintings from the Worcester Art Museum</b></p> 
<p>《Tokyo》 Friday January 12 – Sunday February 25,2024</p> <p><b>Sunshine City(Tokyo Ikebukuro)</b></p>	<p><b>Detective Conan 30th Anniversary Exhibition</b></p> 
<p>Friday March 08 – March 10,2024</p> <p><b>SEKISUI HEIM Super Arena (Miyagi Pref.)</b></p>	<p><b>Yuzuru Hanyu notte stellata 2024</b></p> 

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

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# IP Business

**Create new IP and trigger a fresh movement in the music scene.**

◆ “D.U.N.K. Showcase” part 2, a joint project with SKY-HI, was held in Osaka’s Kyocera Dome featuring K-pop artists alongside their Japanese counterparts. It also made a live connection to special music show “Best Artist” to create a mega-music event that only Nippon TV can produce.

Surprise events such as a BMSG and LDH dance battle are also a success and became quite the buzz on social media.

Exclusively on Hulu starting January 3 as a streaming-only and time-limited offering.



◆ Linked to the music show “Buzz Rhythm 02,” “Buzz Rhythm Live” returns for the 9<sup>th</sup> time. It is famous for featuring budding artists who go on to become leaders in the industry such as Aimyon, Macaroni Empitsu, King Gnu, and Vaundy. Held at Yokohama Arena again this time, it welcomes SUPER BEAVER, BE:FIRST, NiziU, and various other artists.

# BUZZ RHYTHM LIVE '23

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# IP Business

◆ In January at Yokohama Arena is event RUN! RUN! RAMPAGE X FIGHT & LIVE SHOW, which is linked to entertainment show "THE RAMPAGE," aired in October featuring the members who compete against each other for victory in front of their fans.



◆ Music festival BEAT AX starring global artists held for the first time in December at Ariake Arena featuring popular Korean girls' group LE SSERAFIM, sought-after boyband BE:FIRST, &TEAM, hit idol group = LOVE, and many more. In January at Yokohama Arena, ENHYPEN joined for part 2. TV show "&TEAM Academy 2<sup>nd</sup> Semester," which is linked to the events, hit the airwaves in January.



◆ Spawned by NiziU, the joint audition project "Nizi Project" launched part 2 of a boyband audition and saw over 10,000 auditionees. The final round was a camp in Korea which was featured on terrestrial TV on "DayDay." and more, as well as streamed as "Nizi Project Season 2 Part 2" on Hulu and YouTube. In December, the 7 debut members were announced and Executive Producer J.Y. Park named the group NEXZ. Their very own show "MiracleZ" joined the Hulu lineup in January.



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# Capital Efficiency Plans

As of May 11, 2023

## Promote growth strategies according to Medium-Term Management Plan

- We will aim to increase sales and profits by advancing our priority targets, namely “Maximize the value of content,” “Accelerate new business creation” and “Build a wellness economic zone.”

## Measures to reduce cross-shareholdings

- We review the rationality of our cross-shareholdings as necessary. For FY2022, cross-shareholdings as a percent of net assets was below 20%.

## Shareholder return policy

- Our basic policy is to provide continuous and stable shareholder returns, which we will adhere to as we aspire to achieve a total return ratio of 30%.

We will strive to increase ROE by accomplishing the goals in our Medium-Term Management Plan and improving our financial performance.