

NIPPON TV HOLDINGS

FY2023 Financial Results

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Capital Efficiency Plan

**Overview of Financial
Results and Forecast**

Contents Strategy

Programming Strategy

Digital & Streaming

**Strategic Investment
Trend**

Reference Materials

Capital Efficiency Plans

Shareholder Return

Dividend distribution to foreign shareholders not listed on the shareholder registry

- We will propose at the Ordinary General Meeting of Shareholders an amendment to the Articles of Incorporation that would enable foreign shareholders without voting rights (foreign shareholders above 20%) to receive dividends.
- Should the proposal to amend the Articles of Incorporation be discussed and passed, receiving dividends will become possible with March 31, 2024 as the record date.

Stock repurchase

- Stock repurchase of 5 million shares (upper limit) for the purchase price of JPY 7 billion (upper limit) through market purchase at the Tokyo Stock Exchange.
- Period of repurchase is February 2, 2024 through May 31, 2024.
- As of the end of March, 1,625,700 shares have been repurchased at the total price of JPY 3,485,078,733.

Dividend policy

- We will make continuous and steady dividend distributions with the amount based fundamentally on the previous year. FY2023 dividend is JPY 40 per share, which includes a JPY 3 per share commemorative dividend. Our outlook for FY2024 regular dividend is JPY 40 per share.
- We are aiming for a total dividend payout ratio of 30%.

Capital Efficiency Plans

Capital Policy

Continuous reduction of cross-shareholdings

- As we continue to reduce cross-shareholdings, we will consider factors such as the financial performance, dividend, and share price of relevant companies to determine whether it is reasonable to own their shares.
- In FY2023, we recorded JPY 11.9 billion in capital gains from stock sales.

Cash allocation

- We will place importance on the balance of investments for growth, investments to enhance our content creation expertise, human resource investments, capital investments, shareholder return (stock repurchase/dividend fund), and the like.
- New M&A fund (FY2024): approximately JPY 68 billion (* refer to page 39 for strategic investments)
- As a news media, we will consider the necessity of having cash on hand for the continuation of broadcasting under catastrophic disasters.

We aim for higher ROE through improved financial performance and capital efficiency. We will construct the next Medium-Term Management Plan to promote growth strategies that take into account cost of capital.

Capital Efficiency Plan

Overview of Financial Results and Forecast

Contents Strategy

Programming Strategy

Digital & Streaming

Strategic Investment Trend

Reference Materials

FY2023 Financial Performance

Higher sales, lower operating profit

- Share of spot ad sales over 30%.
Tough conditions continue for TV ads, leading to lower terrestrial advertising revenue.
- Nippon TV's income from anime, international content sales, IP business, and films were strong.
- Group companies Murayama, TIPNESS, ACM, and Nippon TV Music were solid and helped offset weak ad sales to post higher revenues.
- Studio Ghibli was included in the PL starting 4Q (BS inclusion started in 3Q).
- Booked impairment for la belle vie due to deteriorating business environment.
- Higher net income from equity in net income of affiliates and sales of cross-shareholdings.

HD: Consolidated Results

Group Companies

Nippon TV

Content Strategy

New Business

Reference Materials

Consolidated Forecast and Dividend Forecast

Forecast for FY2024

(Millions of yen)	FY2023 Result	Forecast for FY2024	Change	Change(%)
Net Sales	423,523	442,000	18,477	4.4%
Operating Profit	41,877	42,000	123	0.3%
Recurring Profit	49,503	48,000	△1,503	△3.0%
Profit attributable to owners of parent Net income	34,660	35,000	340	1.0%

Dividend Forecast

(Yen)	2Q	Year-End	Annual
FY2023 Result	10	30	40
FY2024 Forecast	10	30	40

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

Growth assumptions for terrestrial TV advertising revenue (YoY)

	YoY
Time	△3%
Spot	1%

HD: Consolidated Results

Group Companies

Nippon TV

Content Strategy

New Business

Reference Materials

Nippon TV HD: Consolidated Financial Results

(Millions of yen)	FY2022	FY2023	YoY	Change
Net Sales	413,979	423,523	9,544	2.3%
Operating Profit	46,593	41,877	△4,716	△10.1%
Recurring Profit	51,775	49,503	△2,272	△4.4%
Net Income attributable to owners of the parent	34,081	34,660	578	1.7%

HD: Consolidated Results

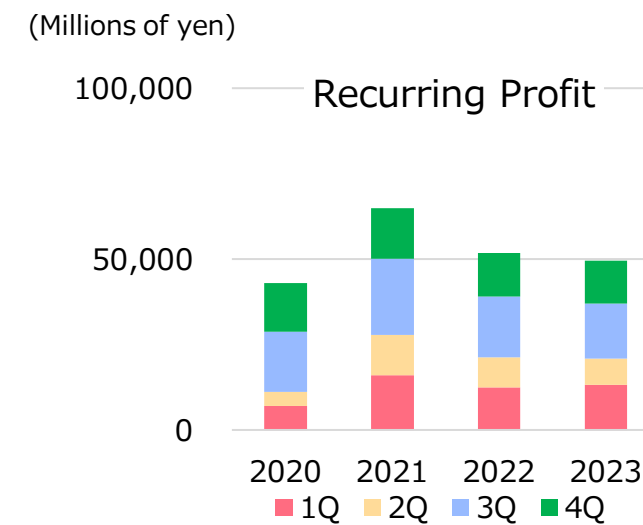
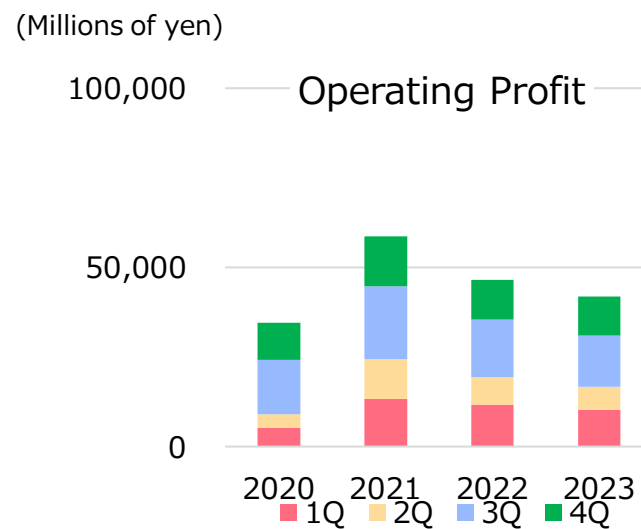
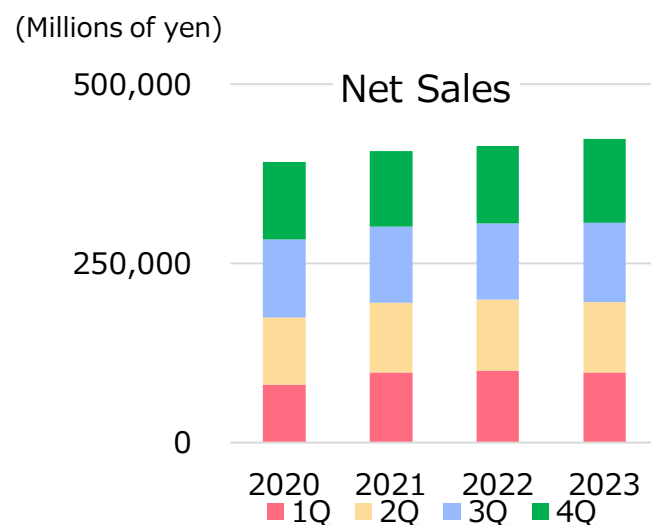
Group Companies

Nippon TV

Content Strategy

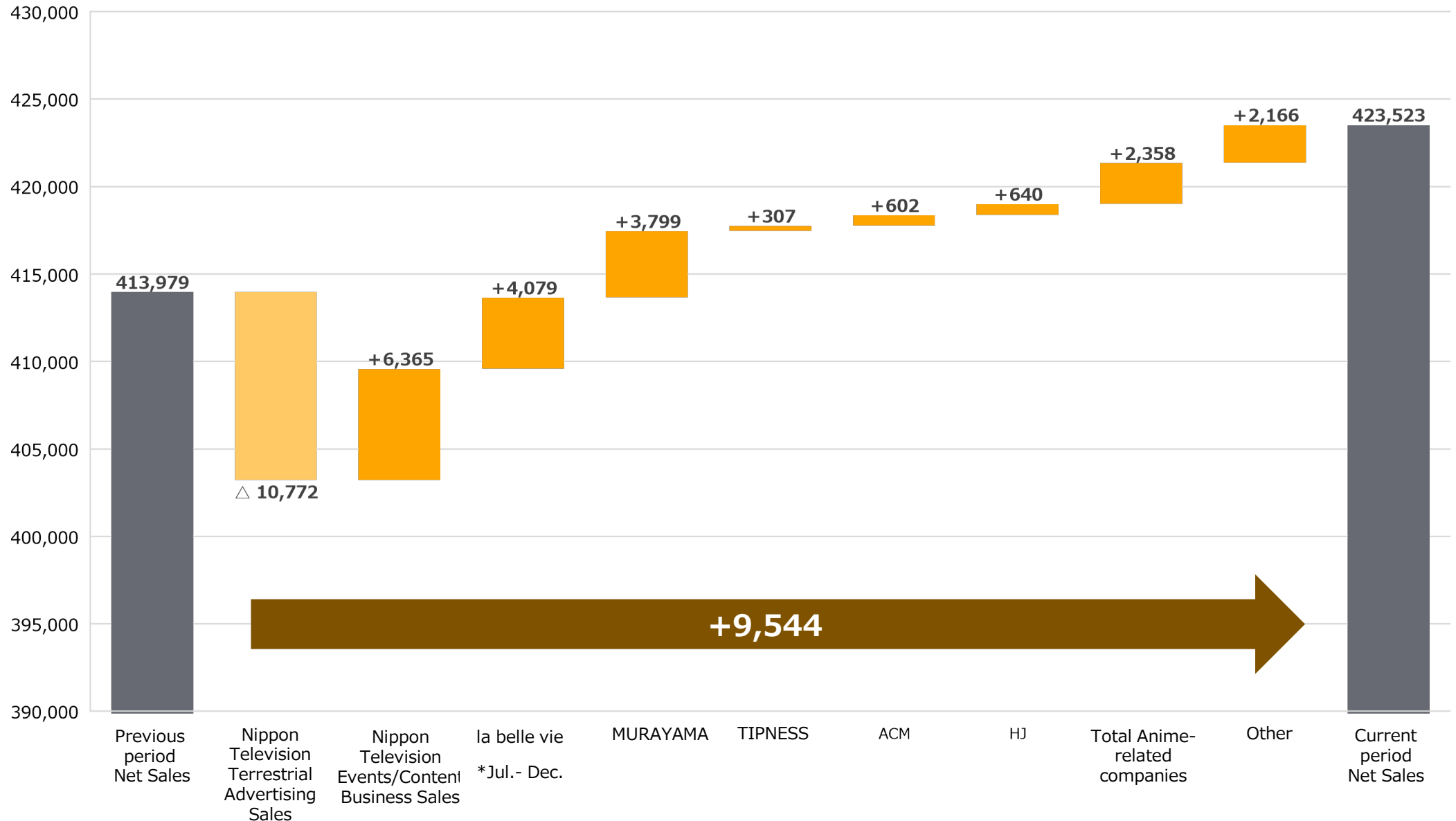
New Business

Reference Materials



Net Sales YoY Change Components

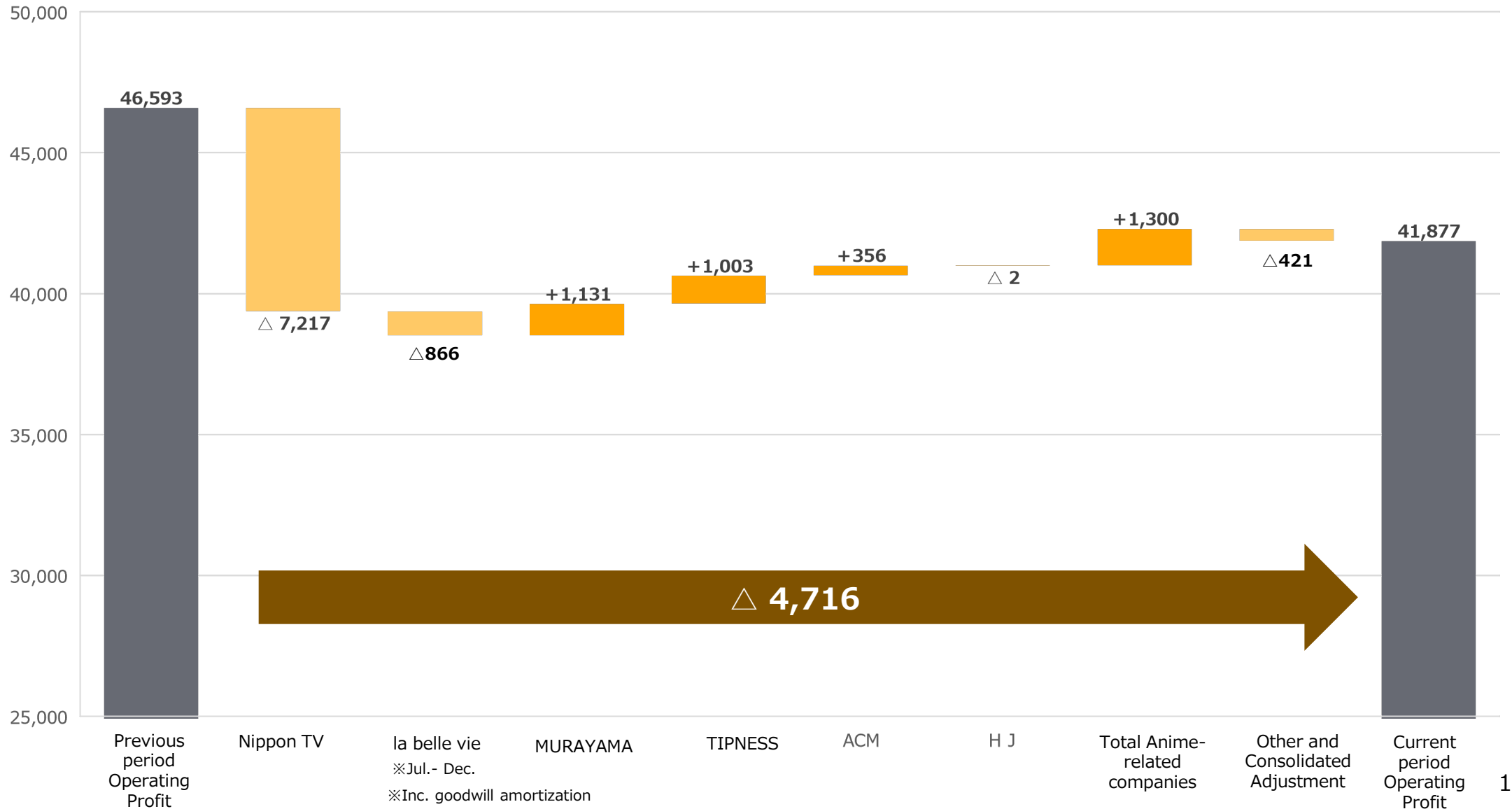
(Millions of yen)



- HD: Consolidated Results
- Group Companies
- Nippon TV
- Content Strategy
- New Business
- Reference Materials

Operating Profit YoY Change Components

(Millions of yen)



- HD: Consolidated Results
- Group Companies
- Nippon TV
- Content Strategy
- New Business
- Reference Materials

Nippon TV: Financial Results

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

(Millions of yen)

	FY2022	FY2023	YoY	Change
Net Sales	290,838	287,075	△3,762	△1.3%
Operating Profit	35,781	28,564	△7,217	△20.2%
Recurring Profit	41,132	32,889	△8,242	△20.0%
Net Income	29,855	28,932	△923	△3.1%

HD: Consolidated Results

Group Companies

Nippon TV

Content Strategy

New Business

Reference Materials

Nippon TV: Net Sales and Cost of Sales

(Millions of yen)

Net Sales	FY2022	FY2023	YoY	Change
Advertising Revenue	236,908	226,135	△10,772	△4.5%
Program Sales	11,024	11,013	△10	△0.1%
Events/Content Business Sales	40,542	46,907	6,365	15.7%
Real Estate Business	2,362	3,018	655	27.8%
Total	290,838	287,075	△3,762	△1.3%

Cost of Sales	FY2022	FY2023	YoY	Change
Production Costs	87,526	89,331	1,804	2.1%
Personnel	23,202	21,925	△1,276	△5.5%
Depreciation and Amortization	9,495	9,461	△34	△0.4%
Events/Content Business Costs	36,853	43,060	6,207	16.8%
Others	97,981	94,734	△3,247	△3.3%
Total	255,057	258,511	3,454	1.4%

HD: Consolidated Results

Group Companies

Nippon TV

Content Strategy

New Business

Reference Materials

Nippon TV: Advertising Revenue

(Millions of yen)

	FY2022	FY2023	YoY	Change
Advertising Revenue	236,908	226,135	△10,772	△4.5%
Time	111,060	105,153	△5,907	△5.3%
Spot	120,701	114,122	△6,579	△5.5%
Digital Ad.	5,146	6,860	1,714	33.3%

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

FY2023 Advertising Revenue YoY

Time	Change
April	△4.8%
May	△9.8%
June	△8.5%
July	△6.0%
August	△8.1%
September	2.4%
October	△2.5%
November	△4.7%
December	△5.2%
January	△8.1%
February	△6.9%
March	0.0%

Spot	Change
April	△3.2%
May	△5.0%
June	△4.8%
July	△11.6%
August	△10.2%
September	△6.6%
October	△2.6%
November	△10.6%
December	△9.1%
January	0.1%
February	0.0%
March	△2.5%

Digital Ad.	Change
April	17.2%
May	29.6%
June	12.3%
July	15.1%
August	22.2%
September	45.0%
October	30.2%
November	44.4%
December	30.5%
January	49.5%
February	18.2%
March	62.4%

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Group Companies

Nippon TV

Content Strategy

New Business

Reference Materials

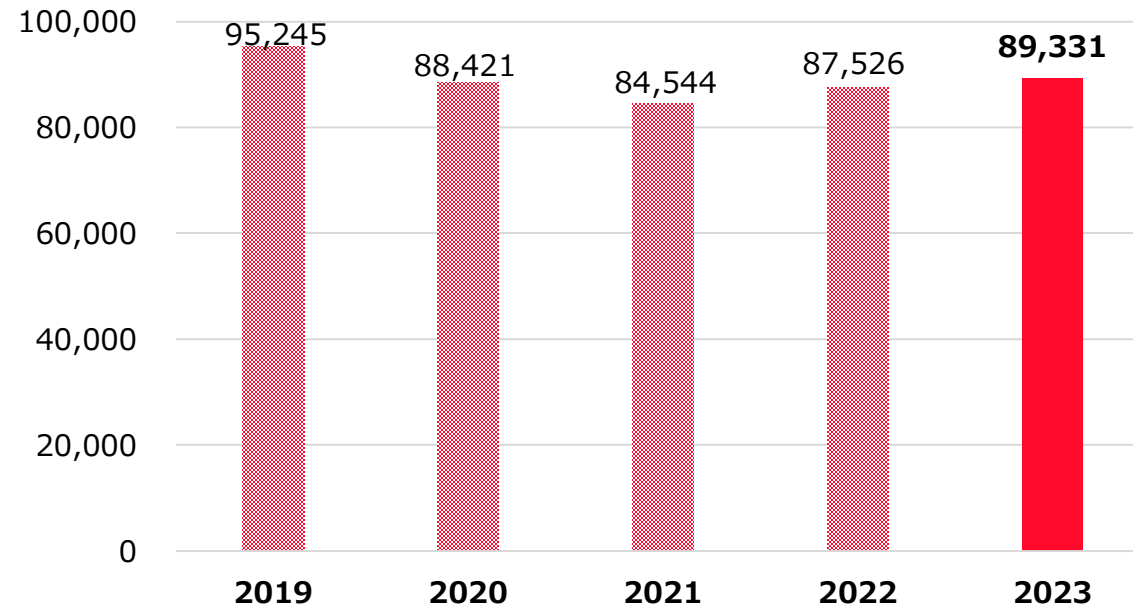
Nippon TV: Advertising Revenue

(Millions of yen)

FY2022	FY2023	YoY	Change
87,526	89,331	1,804	2.1%

(Millions of yen)

Production Costs(FY)



HD: Consolidated Results

Group Companies

Nippon TV

Content Strategy

New Business

Reference Materials

Nippon TV: Events/Content Business Sales and Balance

(Millions of yen)

	Sales		Balance	
	FY2023	Change	FY2023	Change
Movies	3,667	△0.6%	1,536	△6.2%
Events	6,289	35.2%	1,043	30.6%
Retail Business	7,875	△2.9%	377	1.3%
Anime	6,695	79.7%	2,843	58.0%
International Business (excl. Anime)	2,004	26.0%	1,481	88.7%
IP Business	5,204	36.1%	1,387	261.6%
Content Business	1,557	△2.4%	907	△2.4%

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

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Group Companies

Nippon TV

Content Strategy

New Business

Reference Materials

Financial Highlights of Group Companies

(Millions of yen)

	BS Nippon Corp.		CS Nippon Corp.		Nippon Television Music Corp.		VAP Inc.		TIPNESS Limited	
Net Sales	16,897	3.7%	8,932	△3.5%	8,984	6.8%	6,643	△5.3%	26,456	1.6%
Operating Profit	2,201	3.6%	593	11.9%	2,291	12.4%	1,450	△4.4%	423	—
Recurring Profit	2,256	4.2%	606	12.5%	2,326	12.5%	1,504	△3.2%	440	—
Net Income	1,578	7.0%	427	14.2%	1,634	20.9%	1,065	△32.1%	120	—

	MURAYAMA INC.		TATSUNOKO PRODUCTION Co., Ltd.		HJ Holdings, Inc.		ACM CO., Ltd.		PLAY,inc.	
Net Sales	17,183	33.5%	583	△77.0%	33,700	2.0%	4,977	13.8%	8,572	4.9%
Operating Profit	718	—	△227	—	239	△1.1%	1,235	40.5%	1,734	6.0%
Recurring Profit	773	—	△206	—	286	17.2%	1,290	38.7%	1,726	8.0%
Net Income	625	—	△226	—	282	112.7%	848	△24.0%	773	△7.9%

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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Group Companies

Nippon TV

Content Strategy

New Business

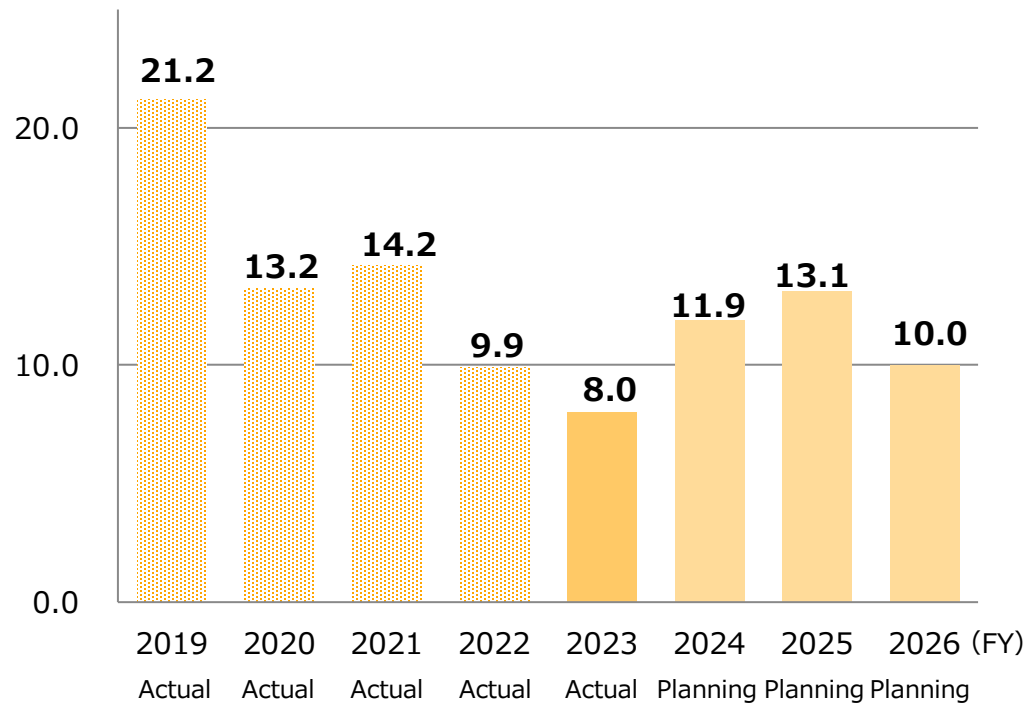
Reference Materials

CAPEX and Depreciation (consolidated)

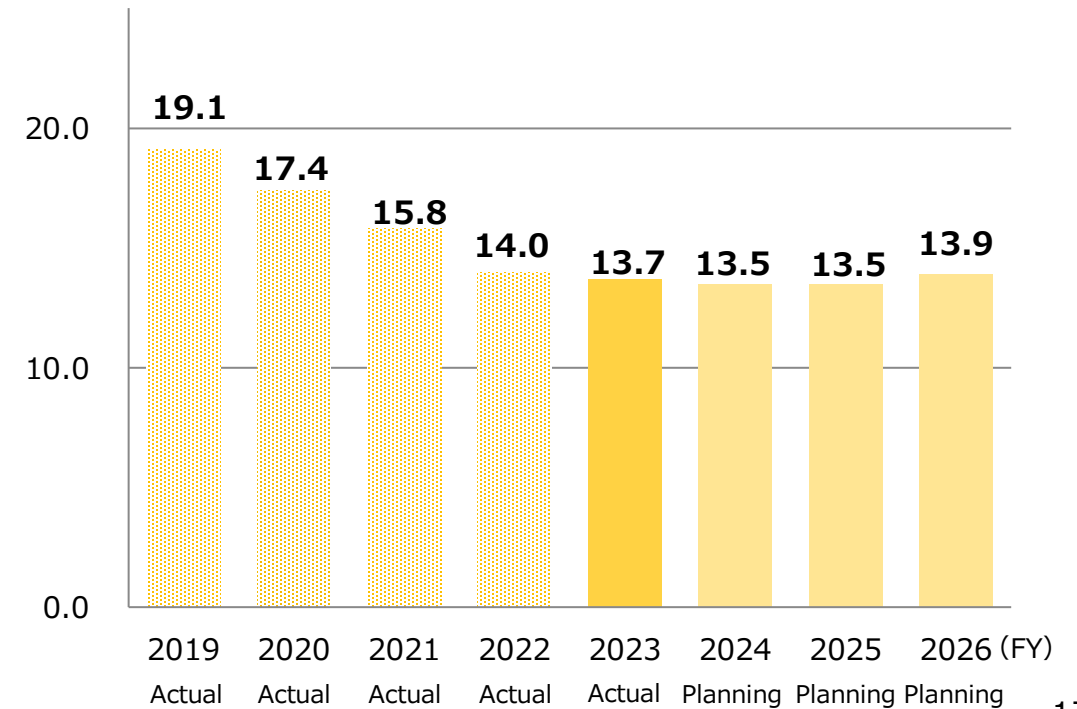
(Billions of yen)

	CAPEX amount	Depreciation and Amortization
FY2023	8.0	13.7

CAPEX amount



Depreciation and Amortization



HD: Consolidated Results

Group Companies

Nippon TV

Content Strategy

New Business

Reference Materials

Capital Efficiency Plan

**Overview of Financial
Results and Forecast**

Contents Strategy

Programming Strategy

Digital & Streaming

**Strategic Investment
Trend**

Reference Materials

Studio Ghibli's "The Boy and the Heron" Wins Oscar

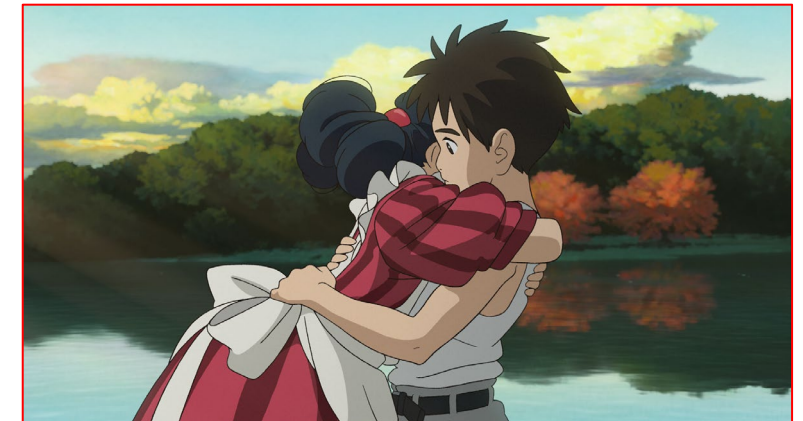
- Director Hayao Miyazaki's "The Boy and the Heron" **won best animated feature film at the 96th Academy Awards**. It is his 2nd Oscar after "Spirited Away"

Comment from Studio Ghibli Producer Toshio Suzuki:

It is a tremendous honor to win best animated feature film. I extend my gratitude to the Academy of Motion Picture Arts and Sciences, to everyone involved in creating this work, and to those who distributed it globally. It all began when Director Hayao Miyazaki came out of retirement, from which we spent seven years in production. It has been ten years since his last work, "The Wind Rises," and the filmmaking environment has changed drastically. It was a tremendously difficult delivery, but we overcame the challenges to give birth to the film. I am overjoyed that many people the world over watched "The Boy and the Heron" and gave it this recognition. Director Miyazaki and I have advanced in age quite a bit. I am grateful to be given this honor at this stage in my life, and I also take it as a message that I should keep working. I hope to continue to devote myself to my craft. Thank you very much.

Toshio Suzuki
Producer
Studio Ghibli

- On April 3, 2024, "The Boy and the Heron" opened in 12,532 theaters across 31 provinces and 360 cities in China. **It set a record for opening day box office sales for a Japanese film in China.**
- It continues to capture the attention of people throughout the world.



© 2023 Hayao Miyazaki/Studio Ghibli

Studio Ghibli and Nippon TV

- Morning infotainment show “**ZIP!**” features periodic collabs with Studio Ghibli, “**Ghibli by ZIP!**” We showcased a new attraction at Ghibli Park, Valley of Witches, the day before opening through a live report from the venue. Ghibli events ongoing or set to open across Japan will be featured.
 - **Friday Roadshow and Ghibli Exhibition:** Kyoto until June, Hiroshima July - September
 - **Ghibli Park and Ghibli Exhibition:** Niigata until June, Tokyo June to September
 - **Toshio Suzuki and Ghibli Exhibition:** Kanagawa until June
- Stage play “**My Neighbour Totoro**” is based on Studio Ghibli’s eponymous animated film. It was jointly developed by Nippon TV and the Royal Shakespeare Company and executive produced by Joe Hisaishi. Having won six awards at the Laurence Olivier Awards, it ended its run in the midst of its wild popularity. It is now set to come back in March 2025 at **London’s West End** for an indefinite long run. This is the first time for a Japanese content by a Japanese company to get a long run at the West End.



© Studio Ghibli
Photo by Manuel Harlan © RSC with NTV

Anime Business

Spectacular successes for “Frieren: Beyond Journey’s End” and “The Apothecary Diaries”

	Frieren: Beyond Journey’s End	The Apothecary Diaries
Air:	Friday anime slot (1 st airing on Friday Roadshow)	2,455 slots on Saturdays (1 st airing offered 3 episodes)
OTT:	1 st place in all major streaming platforms	1 st place in all major streaming platforms; TVer 2023 special award
Int'l:	MyAnimeList 1 st place out of all 20,000 anime titles	MyAnimeList 18 th place out of all 20,000 anime titles
Orig:	Before airing: 8 million copies ⇒ after airing: 20 million copies	Before airing: 21 million copies ⇒ after airing: 33 million copies

*Numbers and places are as of April 2024



©Kanehito Yamada・Tsukasa Abe/Shogakukan/Production Committee



©Natsu Hyuga・Imagica Infos/Production Committee

Spring/summer 2024 has must-sees in store!

That Time I Got Reincarnated as a Slime Season 3

45 million series total global copies and over 3 billion views of the anime! No. 1 ranking on major OTTs after airing.



©Taiki Kawakami・Fuse・Kodansha/Production Committee

The Fable

24 million total copies. Anime adaptation of Katsuhisa Minami's original manga!



©Katsuhisa Minami・Kodansha/Production Committee

Tasuketsu

No. 2 on AnimeJapan2019 ranking of desired anime adaptations! Serialized in manga app GANMA!



©Taiga Miyakawa/COMICSMART INC./Production Committee

HD: Consolidated Results

Group Companies

Nippon TV

Content Strategy

New Business

Reference Materials

Global Content Rollout

■ "Dragons' Den"/"Shark Tank" hits 50th version!

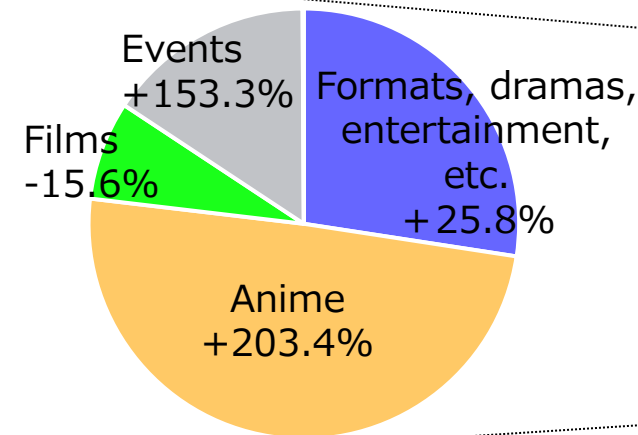
- "Dragons' Den"/"Shark Tank" marks its 50th local version in December 2023 with launches announced for Dubai and Bangladesh.
- This is a long-running hit show that boasts stellar viewer ratings in many countries; on its 21st season as "Dragons' Den" on the BBC in the UK, 15th season as "Shark Tank" on ABC in the US, and 14th season as "Die Höhle der Löwen" on VOX in Germany.
- Since debuting over 20 years ago in Japan, it now has the most localized versions in the world as a business reality show. Version 51 and beyond have been finalized, with announcements to be released as appropriate.



■ Nippon TV international sales

- Solid international sales growth driven mainly by formats and anime.

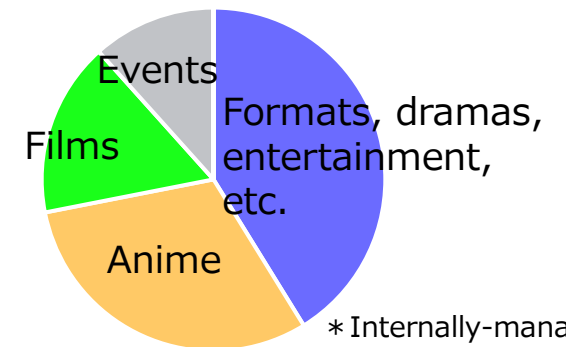
FY2023 Actual vs YoY



Total sales:
JPY 7.3 billion

+87.1% YoY

FY2022 Actual



Total sales:
JPY 3.9 billion

22

* Internally-managed figures based on new accounting standards.

HD: Consolidated Results

Group Companies

Nippon TV

Content Strategy

New Business

Reference Materials

Global Rollout of Drama Series

Studio Strategy is a department within Global Business that was established in June 2023. It consolidates the production and business teams who focus mainly on story content for anime, films, and drama series. Expanding the breadth of co-developments and businesses, it aims to accelerate the global rollout of anime, films, and drama series.

Global rollouts of 2022 and 2023 drama series



Aired
April
2022



Aired
July
2023



Aired
January
2023

Worldwide catch-up streaming available for “The Files of Young Kindaichi” on Disney+ and “Turn to me Mukai-kun” on Netflix. The star continues to rise for “Rebooting” which became available globally on Netflix in December 2023 after its run on the air. ※All of the above titles are also available in Japan on Hulu and TVer

April 2024 season



April 2024 Sunday drama series “ACMA:GAME” is available on Prime Video in addition to Hulu and TVer. On April 26, 2024, it was determined that the title would be made available on Prime Video to over 150 countries and regions and is garnering worldwide attention for its extreme VFX. Nippon TV’s drama series will continue to forge partnerships with global streaming platforms to deliver content worldwide.

HD: Consolidated Results

Group Companies

Nippon TV

Content Strategy

New Business

Reference Materials

IP Business

Shows that only Nippon TV can produce, linked with IP (intellectual property) content, are spreading and creating a new movement.

● Large-scale dance & vocal music festival D.U.N.K. a success
Since the BE:FIRST's audition show, relations have been good with a producer SKY-Hi, leading to opportunities to monetize. Large-scale dance and vocal music festival D.U.N.K.-DANCE UNIVERSE NEVER KILLED- was a huge success. A second event was held on December 2023 at Kyocera Dome and part 3 is in the works. What's more, BMSG-related content on Hulu enjoy massive views. In May 2024, new music show "Apartment B" debuts, with large linked events planned for the future.



- New IP creation and continuous IP collabs (linked to TV shows)
 - Shori Sato of timelesz and Juri Tanaka of SixTONES star in "Abekobe Danshi"
 - Hinatazaka46 new IP "Hinatazaka Music Parade"
 - "No No Girls" (Oct debut), an audition by hit rapper Chanmina and SKY-HI
 - Part 4 of a TV show linked with a live performance featuring Nogizaka46
 - Part 4 of a TV show linked with a stage event featuring FANTASTICS



More collabs with various talent agencies to bring you TV show-linked events and live performances.



HD: Consolidated Results

Group Companies

Nippon TV

Content Strategy

New Business

Reference Materials

Capital Efficiency Plan

Overview of Financial
Results and Forecast

Contents Strategy

Programming Strategy

Digital & Streaming

Strategic Investment
Trend

Reference Materials

April 2024 Programming Improvements

Biggest timetable improvements in several years for Saturday golden and prime time.



HD: Consolidated Results

Group Companies

Nippon TV

Content Strategy

New Business

Reference Materials

April 2024 Programming Improvements

Core Max Strategy

Implemented a new programming strategy in April 2024 to overwhelmingly win the support of our core target, who sponsors place the most importance on for being the generations that will lead the future. We aim to be the overwhelming leader in viewer ratings and views (OTT)!



We will push through with this strategy to drastically improve our timetable

※Core target is an original index of Nippon TV targeting **people aged 13 to 49**. It indicates how much support we are getting from the younger demographics, and Nippon TV has **captured the Triple Crown title in the core target viewer ratings for 12 consecutive years!**

FY2023 Core Target Viewer Ratings

No. 1 in all timeslots for FY2023 again, with overwhelming lead over 2nd place!

April 03, 2023 – March 31, 2024

	NTV	EX	TBS	TX	CX
All Day 6:00 to 24:00	① 2.6	④ 1.3	③ 1.5	⑤ 0.5	② 1.7
Prime Time 19:00 to 23:00	① 4.3	④ 2.4	② 3.0	⑤ 1.3	③ 2.8
Golden Time 19:00 to 22:00	① 4.5	④ 2.4	② 3.0	⑤ 1.4	③ 2.9
Non-Prime Time All Day – Prime Time	① 2.2	④ 0.9	③ 1.1	⑤ 0.3	② 1.4
Platinum Time 23:00 to 25:00	① 2.2	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, viewers aged 13 – 49): Video Research.

HD: Consolidated Results

Group Companies

Nippon TV

Content Strategy

New Business

Reference Materials

FY2023 Viewer Ratings by Gender and Age

Nippon TV is No. 1 not only for the youth, but also all generations under 65

	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	1	1	1	1	1	1	1	3	1	1	1	2
Prime Time 19:00 to 23:00	2	1	1	1	1	1	1	3	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	1	1	1	1	1

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

HD: Consolidated Results

Group Companies

Nippon TV

Content Strategy

New Business

Reference Materials

Olympic Games Paris 2024

Nippon TV will air the events where Japan is expected to win medals.

The strongest in history! Hina Hayata, Miu Hirano, and Miwa Harimoto go for the gold medal!

Table tennis women's team event finals

Since Kohei Uchimura, the Japan team has won 3 consecutive Olympic golds! Will Daiki Hashimoto win back-to-back Olympic golds?!

Gymnastics men's individual all-around event finals

Debuting at Paris 2024 is breaking, a dance sport. World-class Japanese break dancers are hoping to bring home multiple medals.

Breaking women's finals

Tokyo 2020 gold medalist Takanori Nagase returns as expectations for victories are high for Japan's homegrown sport.

Judo women's 63 kg and men's 81 kg finals

and more...

HD: Consolidated Results

Group Companies

Nippon TV

Content Strategy

New Business

Reference Materials

FY2024 Special Programs

First Half (Apr – Sep)

Spring Ghibli film (Friday Roadshow)
The Dance Day
Good For the Planet Week
FIFA World Cup 2nd round vs Myanmar
The Music Day
Kodomo Week (Children's Week)
Paris 2024 (7/26 - 8/11)
Summer Ghibli Film (Friday Roadshow)
24-Hour Television
Birdman Rally
All Japan High School Quiz Championship

Second Half (Oct – Mar)

Pro Baseball Climax & Japan Series
Karada Week (Health Week)
The W Comedienne Battle for No. 1
New Year's Special Program
All Japan Soccer Championship
Hakone Ekiden Marathon Relay
Winter Ghibli Film (Friday Roadshow)
Masquerade

※ Includes shows whose exact schedule and timeslot are TBD.

FY2024 Shows Related to Sustainability

We will create shows year-round with sustainability as the theme

◆6/1 (Sat) – 6/9 (Sun) Good For the Planet Week

Over 30 shows from the Nippon TV network join forces again this year for the slogan “Living in the moment for Earth, the future, and a better life.”

◆6/16 (Sun) Moso Ijyu Ranking (Ranking of places people dream of moving to)

This hit segment on “ZIP!” will be turned into a special program about SDGs and how towns can be transformed to offer sustainable living.

◆7/7 (Sun) Tokoro-san No Megaten Special Program 2024

Scientists offer their knowledge to help turn a wasteland to a bountiful natural woodland. Through a long-term experimental project, the show invites viewers to think together about what it means to be good for the planet.

and more...

Capital Efficiency Plan

Overview of Financial
Results and Forecast

Contents Strategy

Programming Strategy

Digital & Streaming

Strategic Investment
Trend

Reference Materials

HJ Holdings (Hulu)

(Millions of yen)

	Net Sales	Operating Profit	Recurring Profit	Net Income
FY2023	33,700	239	286	282

■ Subscriber & sales growth from hit original content and Disney+ set plan!

New Hulu branding as a mystery expert, with first drama adaptation of a mystery masterpiece that was said to be impossible for live-action

The shock of that “one line” that will overturn everything... Get ready for its live-action adaptation! Yukito Ayatsuji’s original “The Decagon House Murders” debuted on March 22 as a Hulu original. It trended at #1 even before it launched, causing a buzz on social media. It went on to break records and significantly boost new subscribers at the end of FY2023.

A touching ending to the original drama series

Linked to the film adaptation, “Love You as the World Ends” SE5 streamed starting February 9 to culminate to a conclusion. SE5 and previous seasons helped substantially gain new subscribers.

Linked to terrestrial TV drama

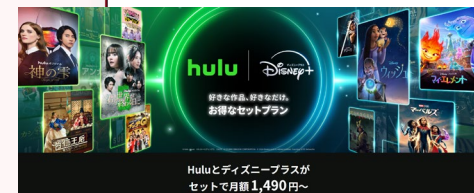
Prequel to January season Saturday drama “Captured New Airport” streamed as a Hulu original. It created a buzz along with its predecessor “Captured Hospital” and drastically increased subscribers.

Disney+ set plan delights users

Launched in July 2023, the set plan offers an appealing lineup at a great price to the delight of subscribers. Enjoyed by a wide demographic, it helped grow subscribers and revenue.

TVOD also robust

- D.U.N.K
- Yuzuru Hanyu’s notte stellata 2024
- BEAT AX
- Nogizaka46 12th YEAR BIRTHDAY LIVE, and more.
- TVOD rental business revenue doubled YoY.



HD: Consolidated Results

Group Companies

Nippon TV

Content Strategy

New Business

Reference Materials

HJ Holdings (Hulu)

■ Irresistible content also for FY2024!

Science investigation suspense mystery part 3

With SE1 aired linearly and SE2 streamed as a Hulu original, “Pandora’s Fruit” captured many new subscribers. A new season is set for June.

Original versions of a wildly popular entertainment show

Nippon TV’s entertainment show poster child “The Quest” now has a Hulu original featuring a search for new members. Also in the works is a library of past “Monday Late Show” hit episodes.

Linked to late-night linear dramas

Works linked to dramas aired on the Saturday 12:30 am slot are planned for the summer and beyond. Alternating linear broadcasts and Hulu streaming, we aim to maximize buzz and new subscribers.

Mega international co-production

New work “Concordia” by the esteemed producer Frank Doelger, winner of multiple Emmy awards including for “Game of Thrones,” set to stream in 2024. This thriller drama depicts a society watched by AI. Kento Nakajima stars as a main cast member.

Large-scale content for TVOD

Planned for FY2024:

- SEVENTEEN TOUR ‘FOLLOW’ AGAIN TO JAPAN
- Nogizaka46 Mizuki Yamashita Gradation Concert
- Stray Kids Fan Connecting 2024 "SKZ TOY WORLD"



Streaming Business: TVer (AVOD)

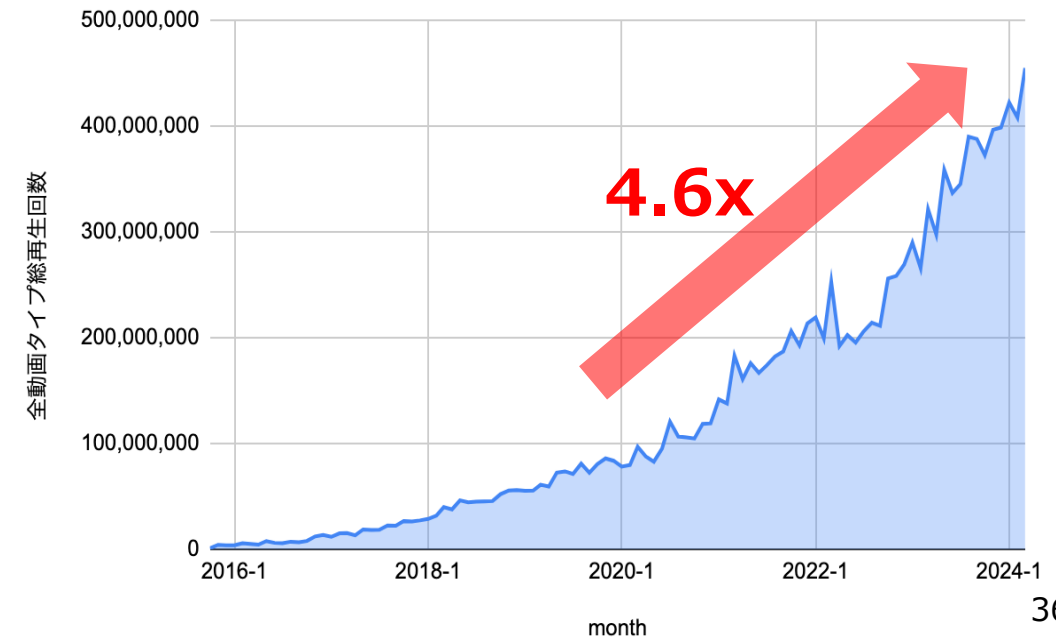
TVer Highlights

- Over 750 programs from all broadcasters streamed
- Catch-up views: Jan: 350 mil Feb: 370 mil Mar: 450 mil (historical high)
Unique browsers: Jan: 35 mil (historical high) Feb: 32 mil Mar: 32.5 mil
- Total app downloads: 72 mil

Monthly Unique Browsers



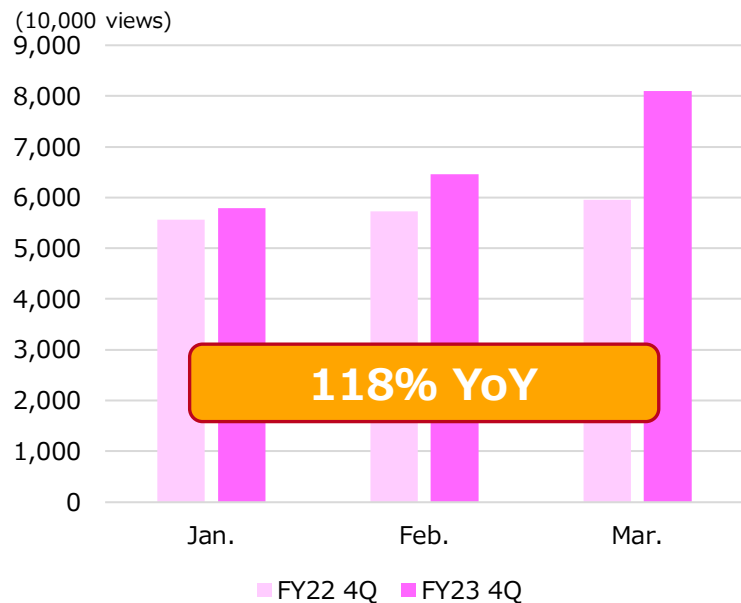
Monthly Views



Streaming Business: TVer (AVOD)

Nippon TV Initiatives

Nippon TV Monthly Views (VOD only)



■ Entertainment shows get many views

“Monday Late Show” and “Girl’s Barking Night” are hits that broke records for views.

■ Largest-ever archive offered

In addition to the new January season dramas, past works are being offered in our drama archive for a total of 49 titles.

Titles like “Police in a Pod” and “From Today, It’s My Turn!!” are in high demand.

■ Sports live streaming get substantial views

Pro baseball games of the Giants and soccer Japan national team matches are streamed live.

➡ March 2024 saw record highs for monthly views and unique browsers

Capital Efficiency Plan

Overview of Financial
Results and Forecast

Contents Strategy











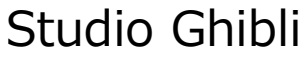








Programming Strategy

Digital & Streaming

**Strategic Investment
Trend**

Reference Materials

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)	¥38 bil	¥22 bil	¥29 bil	¥32 bil

HD: Consolidated Results

Group Companies

Nippon TV

Content Strategy

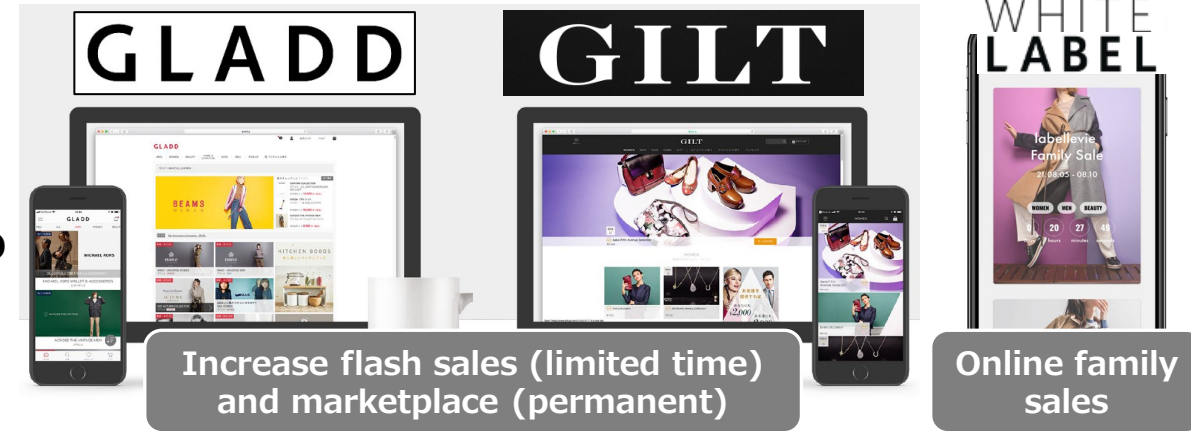
New Business

Reference Materials

※As of May 9th financial performance disclosure

la belle vie

- Operator of flash sales fashion e-commerce websites (GLADD, GILT)
 - Over 5.5 million users
 - Over 10,000 brands
- Customers returning to physical stores and difficulty in acquiring inventory due to the yen's depreciation led to the drastic worsening of the business environment



- Growth investments primarily in technology to better become the company that customers and brands want to choose

- Continue to promote synergies within the Group
 - Advance the digitalization of infomercials and existing e-commerce businesses
 - Consolidate and share common functions
 - Improve sales of the Group's products and services
 - Strengthen new product development and procurement capabilities

Optimize inventory verification with brands

Enhance IT infrastructure

la belle vie technology

×

Power of Nippon TV's content and media

Capital Efficiency Plan

**Overview of Financial
Results and Forecast**

Contents Strategy

Programming Strategy

Digital & Streaming

**Strategic Investment
Trend**

Reference Materials

Segment Results

(Millions of yen)

	Net Sales			Segment Profit (△ Loss)		
	FY2022	FY2023	Change	FY2022	FY2023	Change
Media Content Business	384,976	393,567	8,590	44,152	38,539	△5,613
Life and Health Related Business	26,052	26,456	403	△438	538	977
Real Estate-Related Businesses	10,571	11,207	635	3,744	4,301	557

HD: Consolidated Results

Group Companies

Nippon TV

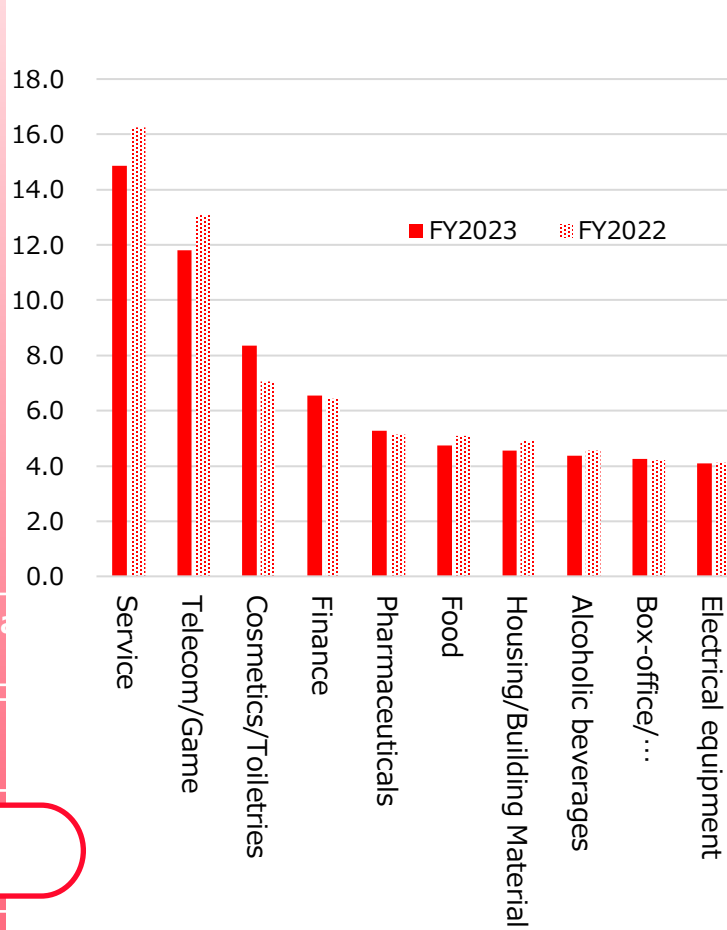
Content Strategy

New Business

Reference Materials

Spot Sales - Terrestrial Broadcasting

(Nippon TV)



	FY2022	Share (%)	Change (%)	FY2023	Share (%)	Change (%)
1	Service	16.3	28.0%	1	Service	14.9 △13.5%
2	Telecom/Game	13.1	△30.5%	2	Telecom/Game	11.8 △14.6%
3	Cosmetics/Toiletries	7.1	△21.0%	3	Cosmetics/Toiletries	8.4 11.9%
4	Finance	6.4	△1.9%	4	Finance	6.5 △4.0%
5	Pharmaceuticals	5.1	△3.1%	5	Pharmaceuticals	5.3 △3.0%
6	Electrical equipment	5.1	0.6%	6	Food <Processed, Health foods, etc.>	4.7 △8.6%
7	Food <Processed Health foods, etc.>	4.9	△1.6%	7	Housing/ Building Material	4.6 4.6%
8	Box-office/ Entertainment	4.6	1.4%	8	Alcoholic beverages	4.4 25.3%
9	Transportation Equipment	4.2	9.0%	9	Box-office/ Entertainment	4.3 △11.8%
10	Housing/ Building Material	4.1	40.5%	10	Electrical equipment	4.1 △24.0%

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

HD: Consolidated Results

Group Companies

Nippon TV

Content Strategy

New Business

Reference Materials

Movie Lineup for FY2024 ①

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

Date	Title	Distributor	
Friday May 24	★ Dangerous Cops -Home coming-	TOEI	
Friday June 28	○ ANPANMAN : Baikinman and Lulun in the Picture Book	TOKYO THEATRES	
Friday July 12	★ Kingdom4 (working title)	TOHO	

HD: Consolidated Results

Group Companies

Nippon TV

Content Strategy

New Business


Reference Materials

Movie Lineup for FY2024 ②

★ = Co-organized with Nippon TV

○ = Nippon TV is an investor in the film

■ = Nippon TV is lead organizer

Date	Title	Distributor	
Friday August 02	○ My Hero Academia: You're Next	TOHO	
Friday September 06	★ A Conviction of Marriage	WB	

HD: Consolidated Results

Group Companies

Nippon TV

Content Strategy

New Business

Reference Materials

Event Lineup for FY2024

Date	Title
<p>Friday June 28 – Monday September 23</p> <p>Warehouse TERRADA(Tennnozu, Tokyo)</p>	<p>Ghibli Park and Ghibli Exhibition</p>  <p>© Studio Ghibli © Kanyada</p>
<p>Saturday October 05,2024 – Tuesday February 11,2025</p> <p>The National Museum of Western Art, Tokyo (Ueno, Tokyo)</p>	<p>Le dernier Monet Paysages d'eau</p> 
<p>Wednesday July 03 – Sunday July 31</p> <p>TOKYU THEATRE Orb (Shibuya, TOKYO)</p>	<p>Broadway Musical SISTER ACT</p> 

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