

Dear all,

April 02,2025  
WOWOW INC.

Representative Director, President & CEO Hitoshi Yamamoto  
(Prime Market Stock code number : 4839,Tokyo Stock Exchange)

Press Release

## March 2025 Subscription Data

The numbers of subscriptions and cancellations during March 2025, as well as cumulative subscriptions at the end of March 2025, are as follows:

Gross new subscriptions during the month	Cancellations during the month	Net new subscriptions during the month	Net cumulative subscriptions at the end of the month
62,206	67,426	-5,220	2,359,712
			Of these, multi-subscriptions*1 315,599
			Of these, hotel subscriptions*2 88,981

\*1: For the second and third subscriptions by the same subscriber, the subscription fee of JPY 2,530/month (tax included) is discounted to JPY 990/month (tax included). The number of subscriptions applying this discount program is included in the figure for net cumulative subscriptions at the end of the month.

\*2: For contracts with lodging operators for viewing in guest rooms at lodging facilities, subscription fees are determined separately. The number of net cumulative subscribing guest rooms at those lodging facilities is included in the figure for net cumulative subscriptions at the end of the month.

Reference

Subscription data and year-on-year comparisons for the year ended March 31, 2025 (FY2024)

Gross new subscriptions		Cancellations		Net new subscriptions		Net cumulative subscriptions	
FY2024	FY2023	FY2024	FY2023	FY2024	FY2023	FY2024	FY2023
704,674 (112.6%)	625,993	812,074 (113.0%)	718,433	-107,400	-92,440	2,359,712 (95.6%) Of these, multi-subscriptions*1 315,599 Of these, hotel subscriptions*2 88,981	2,467,112 Of these, multi-subscriptions*1 337,228 Of these, hotel subscriptions*2 84,501

\*Figures in parentheses are year-on-year changes.

Scheduled date of release of monthly IR news

Monthly subscription data is scheduled to be disclosed on the second business day of every month. Please note that the date of release is subject to change without notice due to unforeseen circumstances.

\*For past subscription data, please refer to "IR section" of the website.

End

Note : This document has been translated from a part of the Japanese original for reference purposes only. In the event of any discrepancy between this translated document and the Japanese original, the original shall prevail.

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