

**Asahi Broadcasting Group Holdings Corporation**







# **Financial Supplementary Materials**

**for the Fiscal Year Ended March 31, 2025**

**May 12, 2025**

## Consolidated Results

(Millions of yen)

	FY2024/3	FY2025/3	YoY	% Change
Net Sales	90,452	<b>91,923</b>	1,470	1.6% 
Operating Expenses	89,620	<b>89,332</b>	(288)	(0.3%) 
Cost of Sales	62,906	<b>61,759</b>	(1,146)	(1.8%) 
Selling, General and Administrative Expenses	26,714	<b>27,572</b>	858	3.2% 
Operating Profit	832	<b>2,591</b>	1,759	211.3% 
Ordinary Profit	723	<b>2,506</b>	1,783	246.6% 
Profit Attributable to Owners of Parent	(884)	<b>2,502</b>	3,387	—

(Note) FY2025/3 refers to the fiscal year ended March 31, 2025 and all other fiscal years are referred to in the same manner.

## Results by Consolidated Segment

### Broadcasting and Content

(Millions of yen)

	FY2024/3	FY2025/3	YoY	% Change
<b>Net Sales</b>	76,701	<b>78,529</b>	1,828	2.4%
Broadcasting	55,974	<b>58,765</b>	2,791	5.0%
Content	20,655	<b>19,707</b>	(947)	(4.6%)
Other	71	<b>56</b>	(15)	(21.5%)
<b>Operating Profit</b>	917	<b>2,824</b>	1,906	207.8%

(Note) Operating profit includes Adjustments, Other (not shown in segment);  
(458) millions yen for FY2024/3, (471) millions yen for FY2025/3.

### Lifestyle

(Millions of yen)

	FY2024/3	FY2025/3	YoY	% Change
<b>Net Sales</b>	13,751	<b>13,394</b>	(357)	(2.6%)
Housing	9,516	<b>8,804</b>	(712)	(7.5%)
At-home shopping	2,930	<b>3,277</b>	347	11.9%
Golf	975	<b>1,017</b>	41	4.2%
Other	328	<b>295</b>	(33)	(10.2%)
<b>Operating Profit</b>	373	<b>238</b>	(135)	(36.2%)

(Millions of yen)

	FY2024/3	FY2025/3	YoY	% Change
Net Sales	58,638	61,163	2,525	4.3%
Operating Expenses	57,204	57,900	696	1.2%
Cost of Sales	37,150	36,937	(213)	(0.6%)
Selling, General and Administrative Expenses	20,053	20,963	909	4.5%
Operating Profit	1,434	3,263	1,828	127.5%
Ordinary Profit	1,522	3,292	1,769	116.3%
Profit Attributable to Owners of Parent	279	2,323	2,043	732.0%
Program Expenses	17,200	16,768	(431)	(2.5%)

## Details of ABC TV Revenue

(Millions of yen)

	FY2022/3	FY2023/3	FY2024/3	FY2025/3	YoY
Broadcasting Business Revenue	50,502	49,534	50,122	52,731	2,609
Content Business Revenue	4,980	6,694	8,234	8,164	(69)
Other	329	297	281	267	(14)

### ■ Broadcasting Business Revenue

Mainly advertising revenue obtained through broadcasting (including revenue from TVer, a Japanese ad-supported free streaming service)

**(Note) Recorded in the broadcasting business in the consolidated financial results**

### ■ Content Business Revenue

Revenue obtained from multifaceted production and development of content and intellectual property, including videos and events (including program sales to affiliates, content development derived from TV programs such as Virtual High School Baseball)

**(Note) Recorded in the content business in the consolidated financial results**

## Trends of ABC TV Major Broadcasting Business Revenues

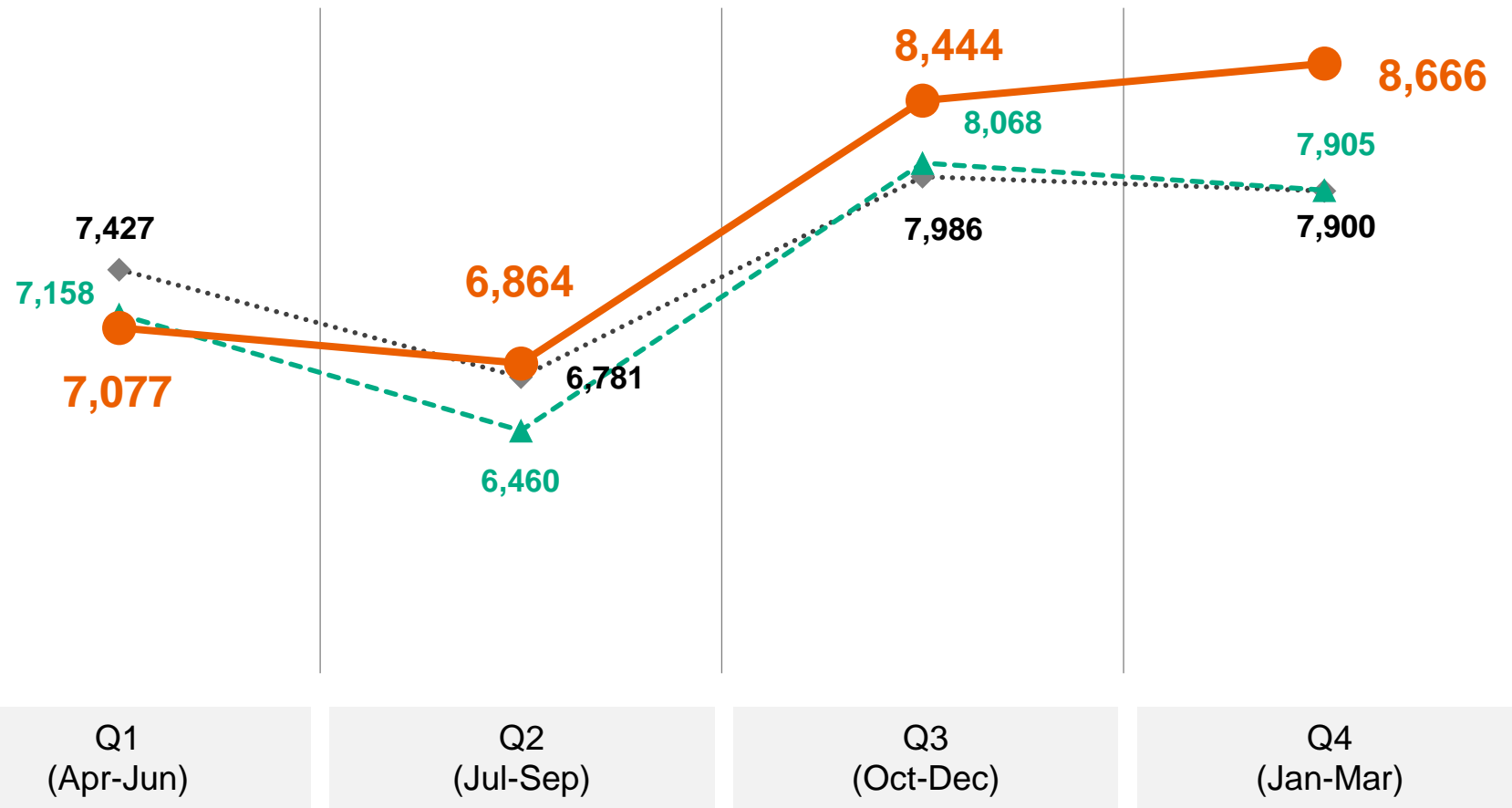
(Millions of yen)

	FY2022/3	FY2023/3	FY2024/3	FY2025/3	YoY
<b>Spot</b>	30,817	30,094	29,592	<b>31,052</b>	4.9%
<b>Network (Time)</b>	13,018	12,294	13,184	<b>13,784</b>	4.5%
<b>Local (Time)</b>	5,527	5,805	5,491	<b>5,608</b>	2.1%
<b>TV Program Streaming (Mainly on TVer)</b>	502	618	897	<b>1,133</b>	26.3%

# ABC TV Spot Revenue (Quarterly Performance)

(Millions of yen)

···◆··· FY23/3    -▲- FY24/3    —●— FY25/3



YoY

Full Year

**104.9%**

First Half

**102.4%**

Second Half

**107.1%**

# ABC TV Spot Revenue (By Top 20 Industries)

\*Year-on-year comparisons

Rank	Industry	April 2023 - March 2024		April 2024 - March 2025	
		YoY*	Composition rate	YoY*	Composition rate
1	Transportation/Leisure/Food Services/Services	108.6%	14.7%	99.3%	13.9%
2	Foods	106.0%	9.8%	105.4%	9.8%
3	Beverages/Liquors	126.8%	9.3%	93.2%	8.2%
4	Information/Communications	93.8%	7.2%	110.1%	7.6%
5	Pharmaceuticals/Medical Supplies	94.2%	7.2%	108.2%	7.5%
6	Finance	105.2%	6.5%	104.9%	6.5%
7	Home Electric Appliances/Computer	89.0%	6.2%	108.0%	6.3%
8	Automobiles	83.9%	4.4%	122.2%	5.1%
9	Cosmetics/Toiletries	95.1%	4.2%	118.3%	4.8%
10	Hobby (Movie/Game/Music etc.)	94.6%	5.4%	88.8%	4.6%
11	Housing/Real Estate/Construction	93.4%	4.0%	111.5%	4.2%
12	Government /Political Organization	86.5%	3.9%	94.8%	3.5%
13	Fashion (Apparel/Jewelry etc.)	124.0%	2.9%	104.8%	2.9%
14	Energy/Machines/Materials	80.5%	2.1%	143.4%	2.8%
15	Distribution	110.4%	2.0%	136.8%	2.6%
16	Publications	57.8%	2.3%	112.4%	2.4%
17	Household Products	112.7%	2.6%	94.0%	2.3%
18	At-home Shopping	84.0%	2.5%	89.5%	2.2%
19	Various Organizations (Law Office etc.)	101.8%	1.6%	84.4%	1.3%
20	Logistics Services/Businesses/Events	91.4%	1.1%	122.4%	1.2%
21	Other	72.8%	0.2%	94.2%	0.2%
Total			100.0%		100.0%



# ABC TV Viewer Ratings in Kansai Region for April 2024 - March 2025\* [ Individual All ]

	All Day (6:00-24:00)	Golden Time (19:00-22:00)	Prime Time (19:00-23:00)	Prime 2 (23:00-25:00)
1	ABC 3.4%	ABC 5.2%	ABC 5.3%	ABC / YTV 2.5%
2	YTV 3.0%	YTV 5.0%	YTV 4.7%	*** ***
3	KTV 2.9%	KTV 4.5%	KTV 4.4%	MBS / KTV 2.0%
4	MBS 2.8%	NHK 4.4%	MBS 4.2%	*** ***
5	NHK 2.5%	MBS 4.3%	NHK 3.9%	NHK 1.1%

- ABC  
(TV Asahi network)
- MBS  
(TBS network)
- KTV  
(Fuji TV network)
- YTV  
(Nippon TV network)
- NHK

(\*April 1, 2024 to March 30, 2025 / Source: Video Research)

# ABC TV Viewer Ratings in Kansai Region for April 2024 - March 2025\* [ Household ]

	All Day (6:00-24:00)	Golden Time (19:00-22:00)	Prime Time (19:00-23:00)	Prime 2 (23:00-25:00)
1	<b>ABC</b> 6.3%	<b>ABC</b> 8.8%	<b>ABC</b> 9.2%	<b>ABC / YTV</b> 4.6%
2	YTV 5.4%	YTV 8.0%	YTV 7.6%	*** ***
3	KTV 5.3%	NHK 7.9%	KTV 7.2%	MBS / KTV 3.6%
4	MBS 5.1%	KTV 7.2%	NHK / MBS 7.0%	*** ***
5	NHK 4.8%	MBS 7.1%	*** ***	NHK 2.3%

**ABC**  
(TV Asahi network)

**MBS**  
(TBS network)

**KTV**  
(Fuji TV network)

**YTV**  
(Nippon TV network)

**NHK**

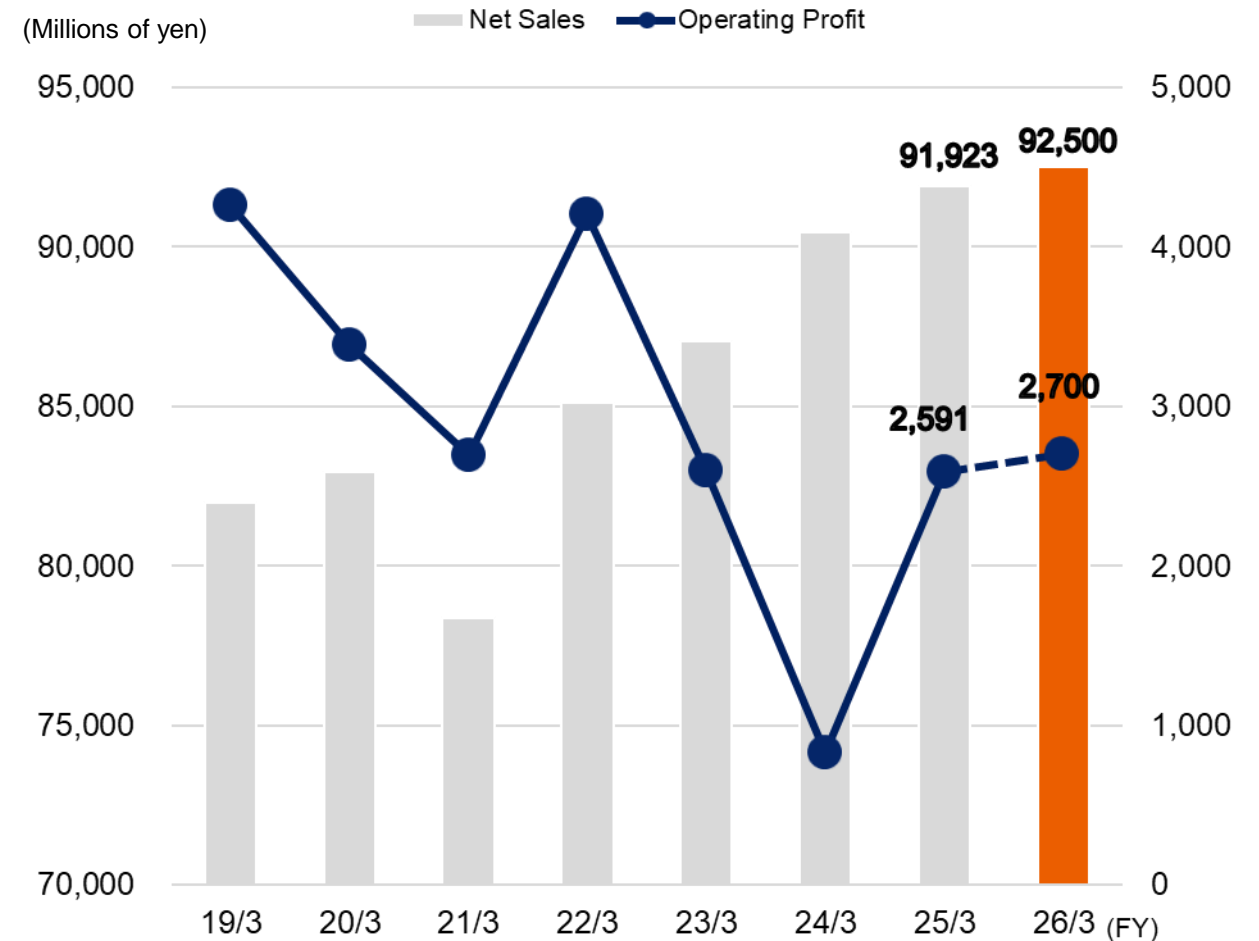
(\*April 1, 2024 to March 30, 2025 / Source: Video Research)

# FY2026/3 Consolidated Financial Results Forecasts

(Millions of yen)

	FY2025/3 (actual)	FY2026/3	YoY	% Change
Net Sales	91,923	<b>92,500</b>	576	0.6%
Operating Profit	2,591	<b>2,700</b>	108	4.2%
Ordinary Profit	2,506	<b>2,700</b>	193	7.7%
Profit Attributable to Owners of Parent	2,502	<b>3,100</b>	597	23.9%

(Millions of yen)



## FY2026/3 Financial Results Forecasts by Segment

(Millions of yen)

			FY2025/3 (actual)	FY2026/3	YoY	% Change
Net Sales	Broadcasting and Content (Total)		78,529	78,100	(429)	(0.5%)
	Details	Broadcasting*	58,765	53,900	(4,865)	(8.3%)
		Content*	19,707	24,100	4,392	22.3%
		Other	56	100	43	77.8%
	Lifestyle (Total)		13,394	14,400	1,005	7.5%
	Details	Housing	8,804	9,400	595	6.8%
		At-home shopping	3,277	3,600	322	9.8%
		Golf	1,017	1,000	(17)	(1.7%)
		Other	295	400	104	35.4%
Operating Profit			FY2025/3 (actual)	FY2026/3	YoY	% Change
	Broadcasting and Content (Total)		2,824	2,700	(124)	(4.4%)
	Lifestyle (Total)		238	400	161	67.7%
	Adjustments, Other		(471)	(400)	71	—

\*From FY2026/3, we have shifted the revenues of ABC TV's video streaming and other broadcasting business from the Broadcasting Business Revenue to the Content Business Revenue.

## FY2026/3 ABC TV Results Forecasts

ABC

(Millions of yen)

	FY2025/3 (actual)	FY2026/3	YoY	% Change
Net Sales	61,163	58,800	(2,363)	(3.9%)
Operating Expenses	57,900	56,100	(1,800)	(3.1%)
Operating Profit	3,263	2,700	(563)	(17.3%)
Ordinary Profit	3,292	2,700	(592)	(18.0%)
Content Production Expenses*	19,761	19,000	(761)	(3.9%)

\*From FY2026/3, Program Expenses (TV program production expenses) and expenses related to content, etc., have been consolidated as Content Production Expenses. The figures for FY2025/3 are references calculated using the same method. Additionally, the Program Expenses for FY2026/3, calculated using the method before FY2025/3, amount to 15,700 million yen.

## FY26/3 ABC TV Revenue Forecasts

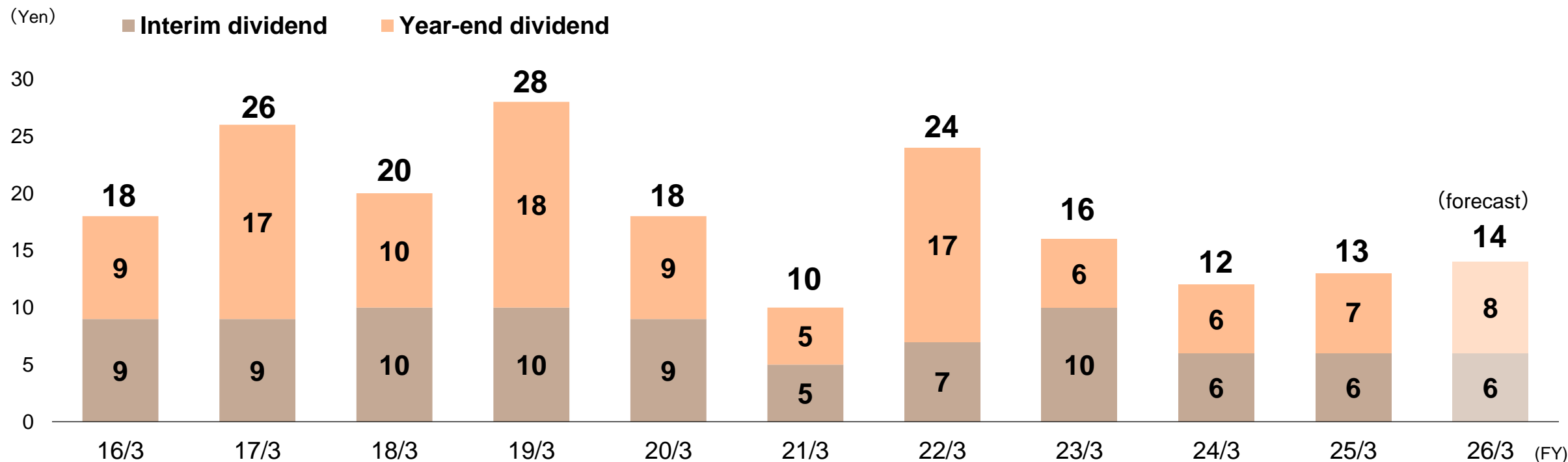
(Millions of yen)

	FY2025/3 (actual)	FY2026/3	YoY	% Change
<b>Broadcasting Business Revenue*</b>	50,963	<b>47,900</b>	(3,063)	(6.0%)
Spot	31,052	<b>30,500</b>	(552)	(1.8%)
Network (Time)	13,784	<b>11,400</b>	(2,384)	(17.3%)
Local (Time)	5,608	<b>5,600</b>	(8)	(0.2%)
<b>Content Business Revenue*</b>	9,933*	<b>10,500</b>	566	5.7%
TV Program Streaming*	(1,133)*	<b>1,100</b>	(33)	(2.9%)

\*From FY2026/3, we have shifted the revenues of video streaming and other broadcasting business from the Broadcasting Business Revenue to the Content Business Revenue. The figures of Content Business Revenue for FY2025/3 are references calculated using the same method.

## Dividends (Dividend Policy)

Returning appropriate levels of profits to all shareholders is one of the most important management issues for the Company. With respect to the distribution of profits, given the Company's responsibility as a certified broadcasting holding company, it will take into comprehensive account factors such as operating results, the dividend payout ratio, and an appropriate level of internal reserves, while also constantly being aware of the balance between strengthening and maintaining the Company's financial position and making investments for supporting increases in corporate value and growth strategies. In accordance with this policy, the Company plans to flexibly make decisions for continuous and stable dividend payment, targeting a dividend payout ratio of 30% for profit after deducting the amount equivalent to the effective statutory tax rate from consolidated operating profit, which indicates profit from the core business of the Group (deemed net profit). Moreover, the Company has set an annual dividend of 12.00 yen per share as the lower limit except in times of a significant decline in business performance due to a rapidly deteriorating business environment.



# Reference Materials

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## Capital Investments/Depreciation and Amortization

	FY2024/3		FY2025/3		FY2026/3 (forecasts)	
	Consolidated	ABC TV	Consolidated	ABC TV	Consolidated	ABC TV
Capital Investments	¥4.0bn	¥2.1bn	¥5.8bn	¥1.7bn	¥5.0bn	¥1.5bn
Depreciation and Amortization	¥3.6bn	¥1.7bn	¥3.5bn	¥1.7bn	¥3.7bn	¥1.8bn

## Major Group Companies ① <Broadcasting and Content Businesses>

(Millions of yen)

	Net Sales				Operating Profit			
	FY23/3	FY24/3	FY25/3	YoY	FY23/3	FY24/3	FY25/3	YoY
■ ABC Radio	2,407	2,395	2,471	75	183	79	55	(23)
■ sky-A	3,756	3,867	3,889	21	217	76	71	(5)
■ ABC Frontier	1,681	1,806	2,367	561	9	57	142	85
■ ABC ANIMATION	2,217	2,563	2,359	(204)	227	281	108	(172)
■ MASH	2,522	2,631	2,910	279	159	103	75	(27)
■ SILVER LINK.	1,600	2,769	1,693	(1,076)	(237)	(220)	(268)	(47)

## Major Group Companies ② <Lifestyle Business>

(Millions of yen)

	Net Sales				Operating Profit			
	FY23/3	FY24/3	FY25/3	YoY	FY23/3	FY24/3	FY25/3	YoY
■ ABC Development	10,201	9,927	9,176	(750)	502	640	401	(239)
■ ABC FUN LIFE	2,481	1,858	2,084	226	61	(255)	7	262
■ ABC GOLF CLUB	986	1,027	1,042	14	59	48	39	(9)

## Disclaimer

The financial results forecasts in the period in this presentation are determined on the information available at the moment. As a result, the information contains inherent risks and uncertainties. The outlook may significantly change due to external factors such as domestic and overseas economic trends in the future. Should any event arise that affects the financial results of the Group, the Company will promptly announce it.

Corporate Information Website

**<https://corp.asahi.co.jp/en/>**

For all shareholders, more detailed information such as integrated reports and sustainability reports (in Japanese) can be found on the website.