

FYE March 31, 2026 Semi-Annual Results

November 11, 2025

Business Highlights

■ Consolidated Results: increase in sales and profits, recorded highest ever sales and profits for 1H

● TV Broadcasting Business: increase in sales and profit

Terrestrial advertising sales progressed strongly. Especially, spot sales saw a large increase in sales by absorbing demand owing to high viewer ratings, which led to TV Asahi marking its highest share of 28.9% in the Tokyo spot sales market.

● Internet Business: increase in sales and profit

Digital advertising revenue from free-of-charge video streaming catch-up service, TVer, and content sales to TELASA and other video streaming platforms increased.

● Shopping Business: decrease in sales and profit

A decline in sales from TV shopping programs affected performance.

● Other Businesses: decrease in sales and profit

While investment in motion pictures delivered positive results, there was a decline year-on-year in the music publication business from KETSUMEISHI national concert tour and in the special events business' large-scale music events.

■ Upward revision for the consolidated earnings forecast

The consolidated earnings forecast for FY26/3 has been revised upward for net sales and each profit category.

Consolidated Results

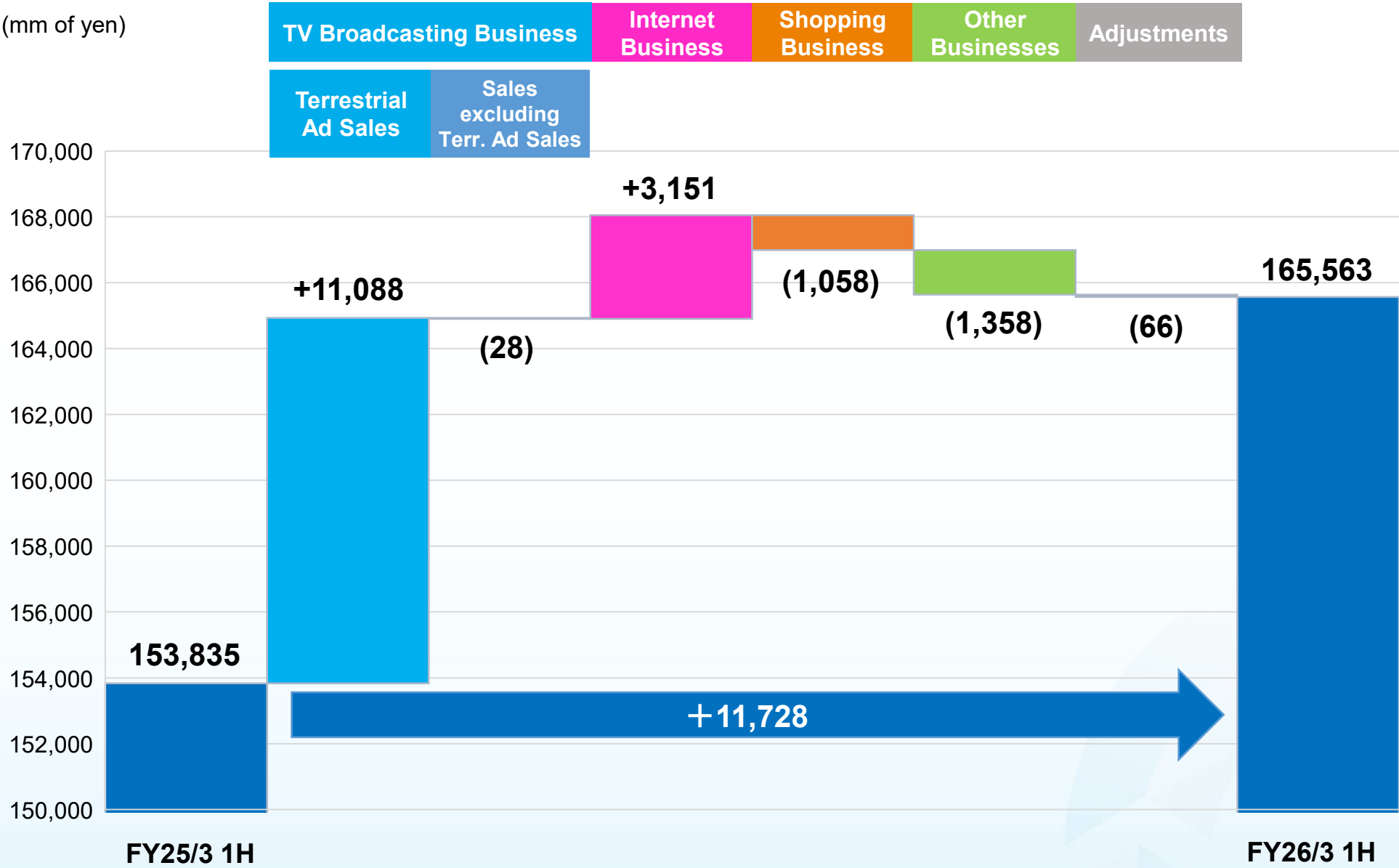
(mm of yen)

	FY25/3 1H (Apr-Sep 2024)	FY26/3* 1H** (Apr-Sep 2025)	YoY	YoY(%)
Net Sales	153,835	165,563	+ 11,728	+ 7.6%
TV Broadcasting	111,340	122,401	+ 11,060	+ 9.9%
Internet	13,919	17,070	+ 3,151	+ 22.6%
Shopping	9,825	8,767	(1,058)	(10.8)%
Other Businesses	26,144	24,785	(1,358)	(5.2)%
Adjustments	(7,394)	(7,460)	(66)	—
Operating Profit	6,047	14,569	+ 8,522	+ 140.9%
TV Broadcasting	2,090	10,241	+ 8,150	+ 390.0%
Internet	1,077	2,375	+ 1,297	+ 120.4%
Shopping	833	492	(340)	(40.9)%
Other Businesses	2,065	1,434	(630)	(30.5)%
Adjustments	(19)	26	+ 45	—
Ordinary Profit	10,542	20,297	+ 9,754	+ 92.5%
Profit Attributable to Owners of Parent	7,699	14,657	+ 6,958	+ 90.4%

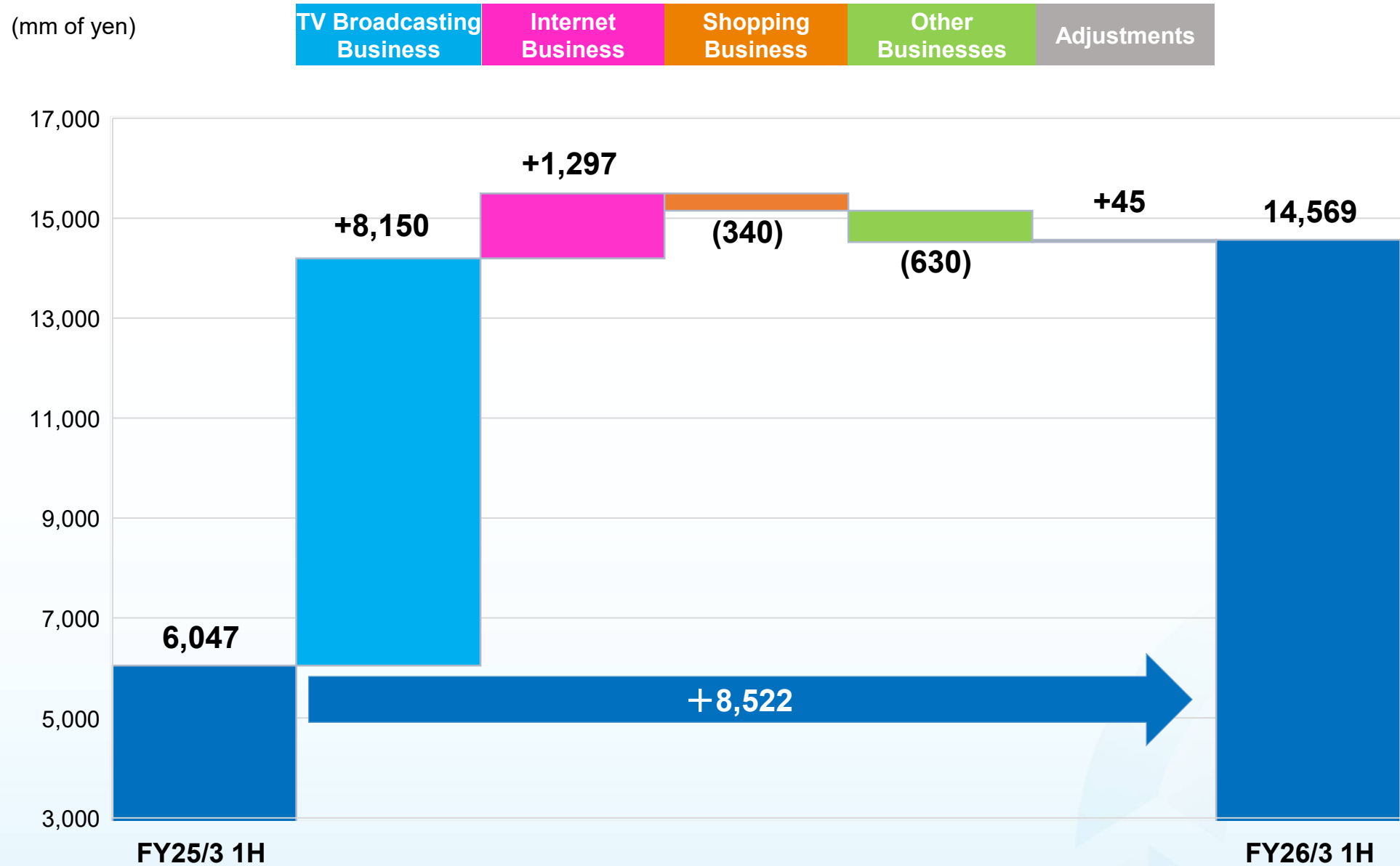
* "FY26/3" refers to fiscal year ending March 31, 2026, and all other fiscal years are referred to in the same manner.

** "1H" refers to six months ended September 30 (April 1-September 30).

Net Sales YoY Change



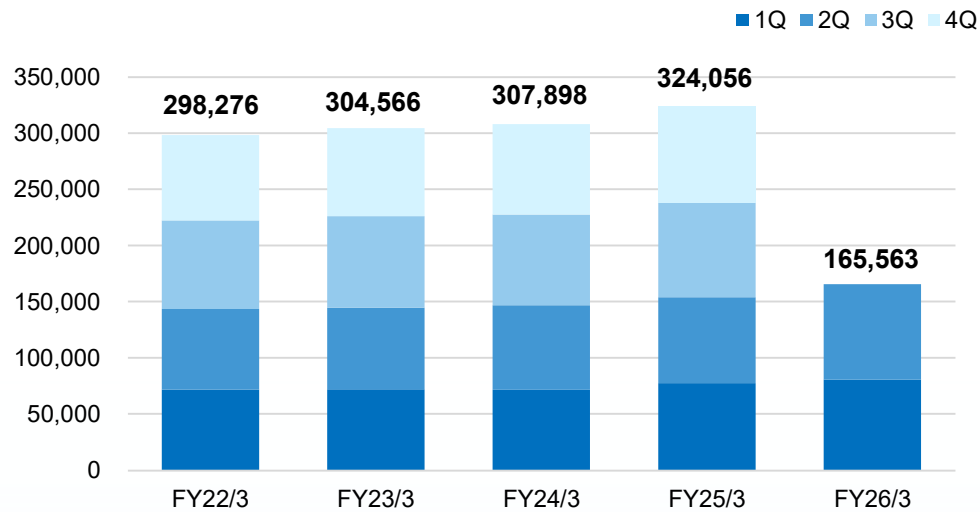
Operating Profit YoY Change



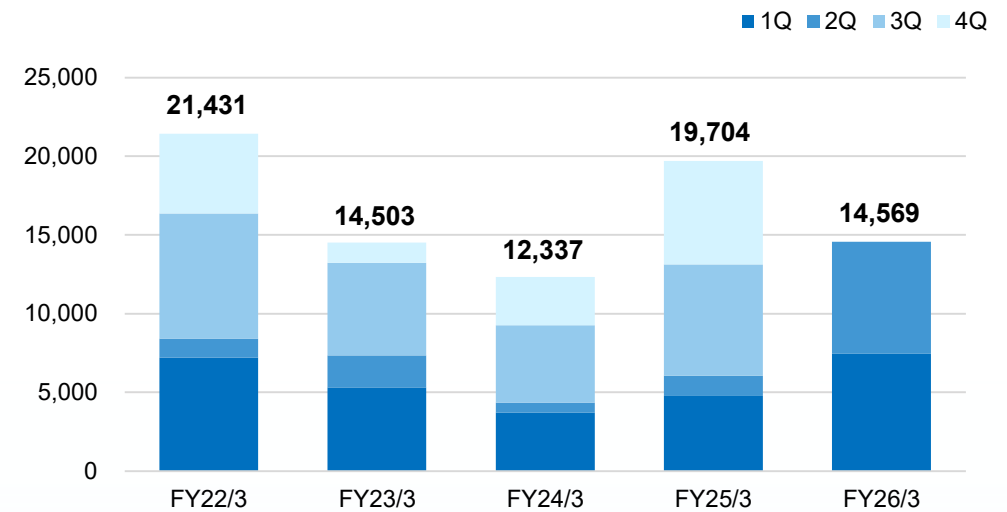
Consolidated Results (Historical Trends)

(mm of yen)

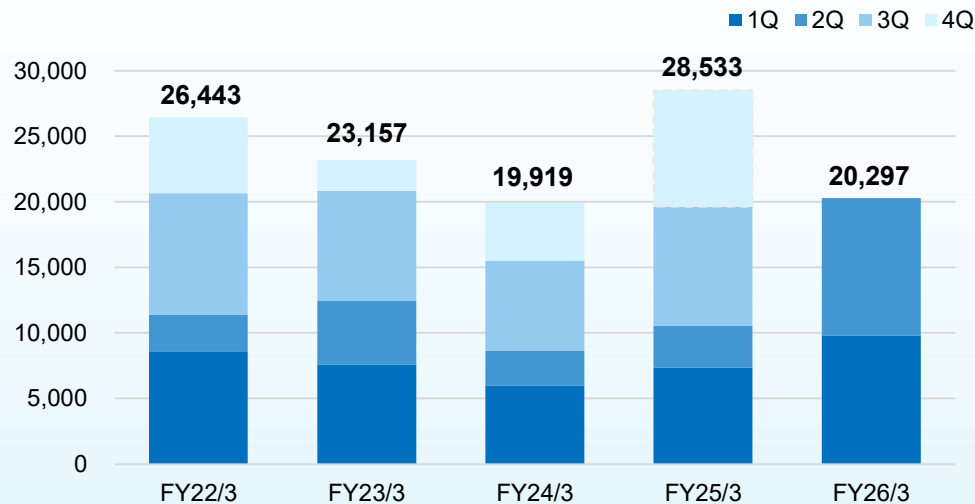
Net Sales



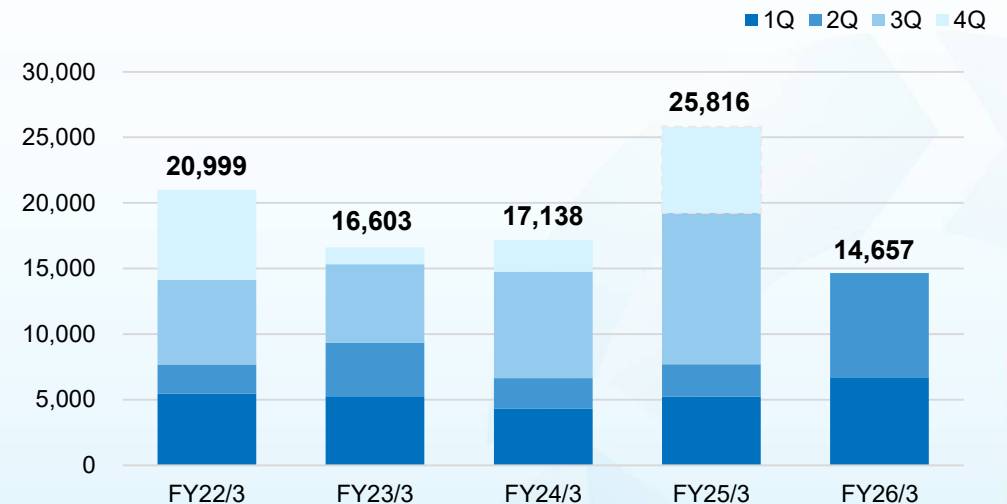
Operating Profit



Ordinary Profit



Profit Attributable to Owners of Parent



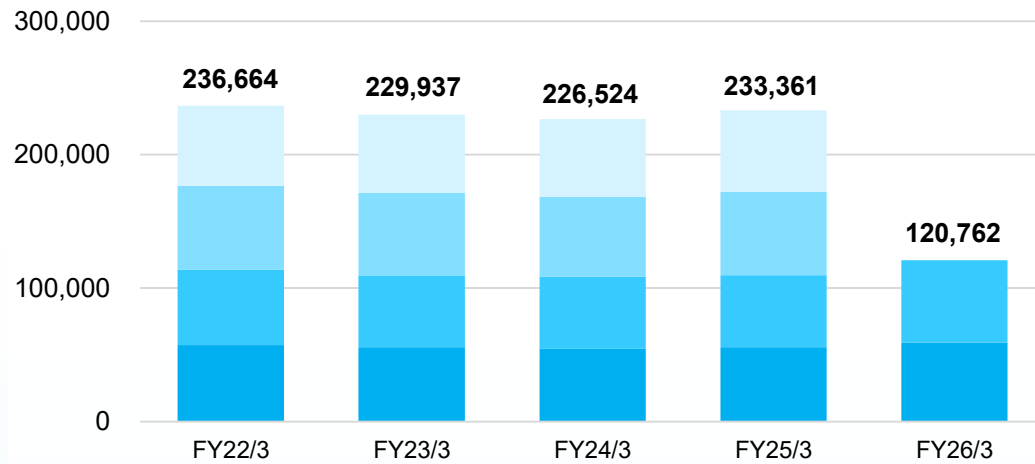
Segment Sales and Profit (Historical Trends)

(mm of yen)

TV Broadcasting Business

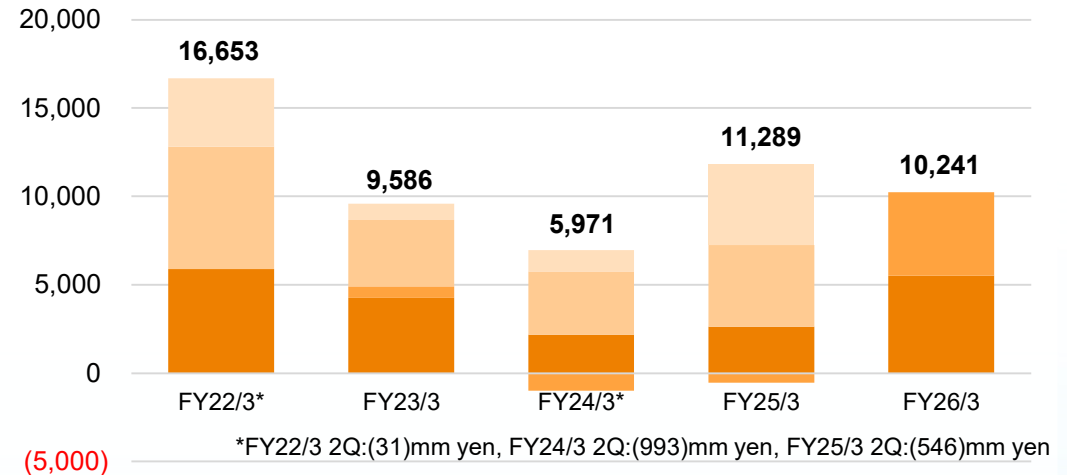
Net Sales

■ 1Q ■ 2Q ■ 3Q ■ 4Q



Operating Profit

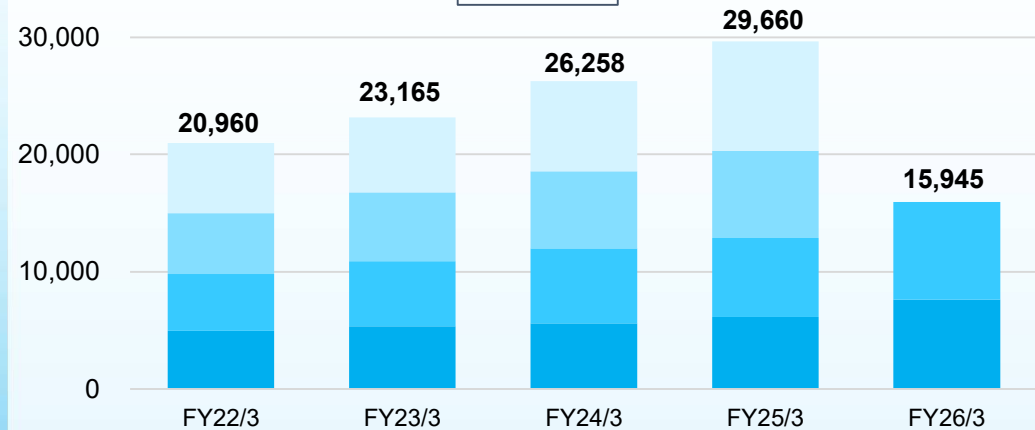
■ 1Q ■ 2Q ■ 3Q ■ 4Q



Internet Business

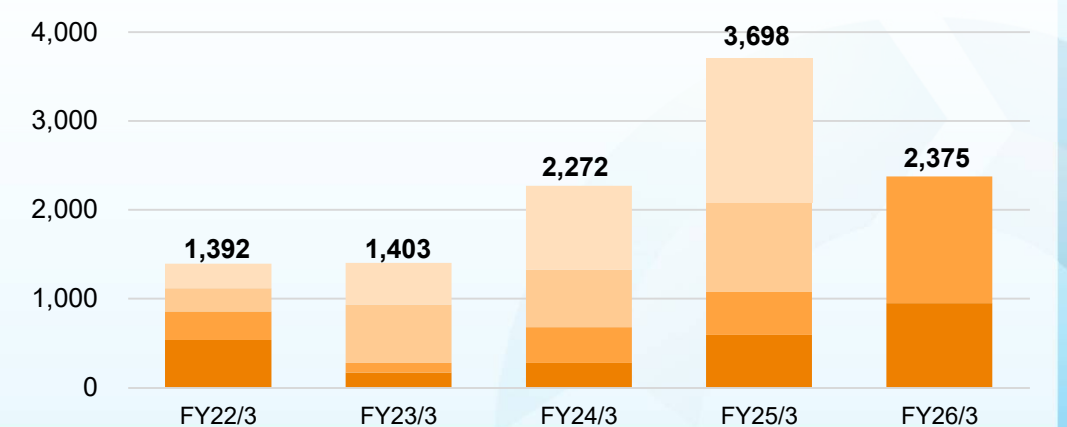
Net Sales

■ 1Q ■ 2Q ■ 3Q ■ 4Q



Operating Profit

■ 1Q ■ 2Q ■ 3Q ■ 4Q



Notes: - FY22/3 are reference figures due to the change in reportable segments from FY23/3.

- Net Sales are sales to outside customers.

- Operating Profit is segment profit adjusted to align it with operating profit reported on the consolidated statements of income for the corresponding period.

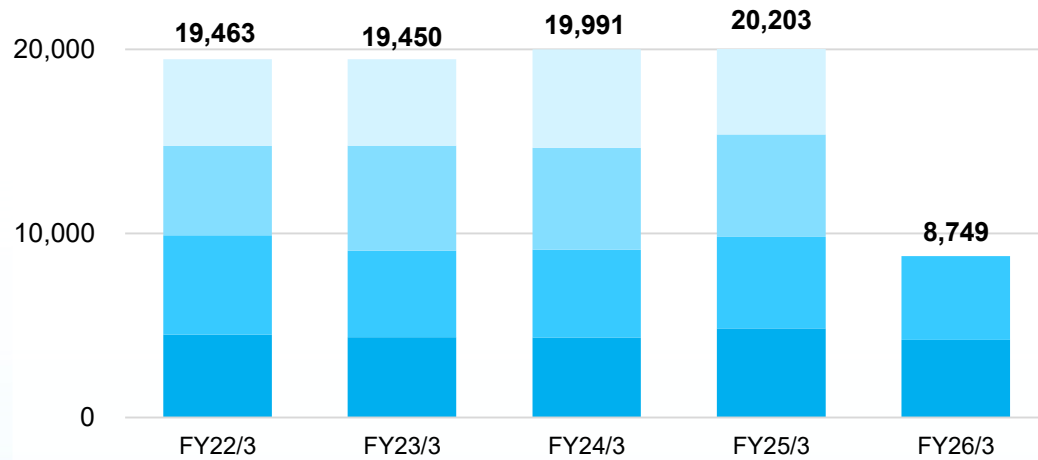
Segment Sales and Profit (Historical Trends)

(mm of yen)

Shopping Business

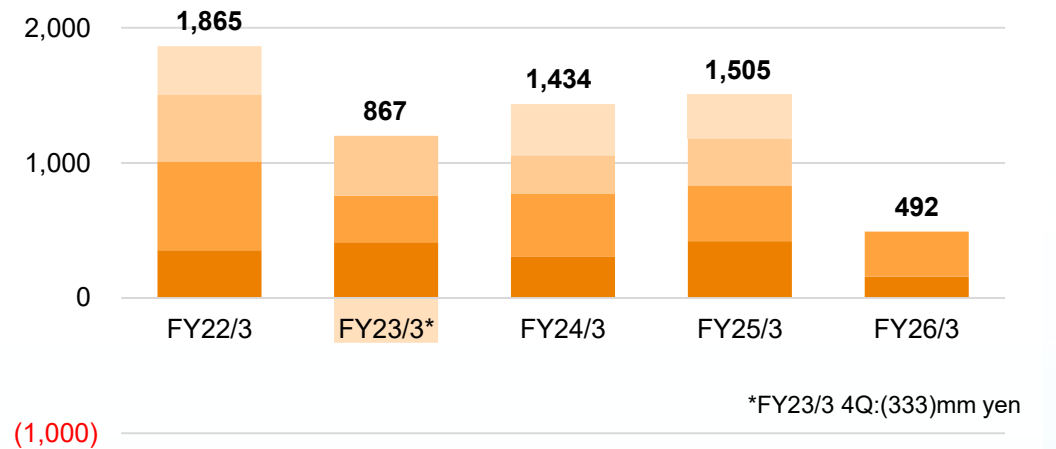
Net Sales

■ 1Q ■ 2Q ■ 3Q ■ 4Q



Operating Profit

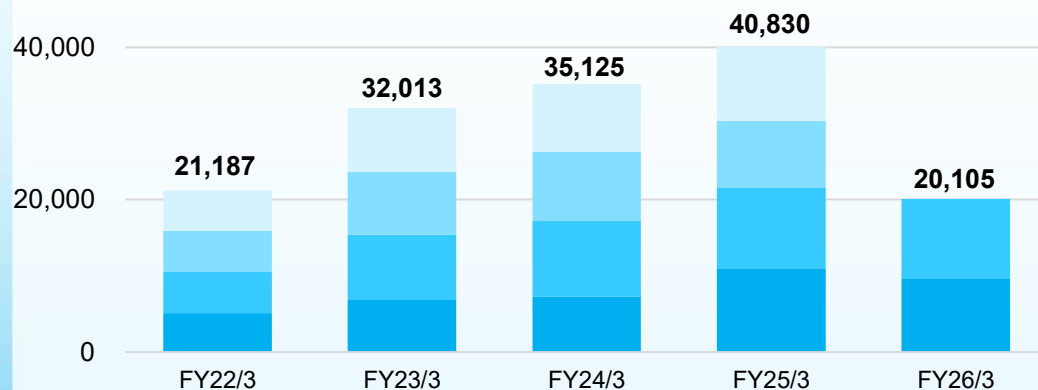
■ 1Q ■ 2Q ■ 3Q ■ 4Q



Other Businesses

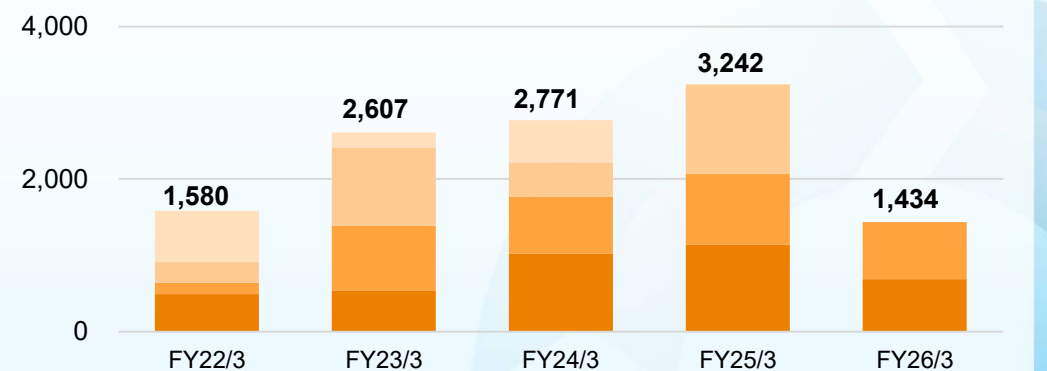
Net Sales

■ 1Q ■ 2Q ■ 3Q ■ 4Q



Operating Profit

■ 1Q ■ 2Q ■ 3Q ■ 4Q



Notes: - FY22/3 are reference figures due to the change in reportable segments from FY23/3.

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Financial Highlights of Major Group Companies

(mm of yen)

		FY25/3 1H	FY26/3 1H	YoY	YoY(%)
TV Asahi Corporation	Net Sales	111,785	123,421	+ 11,636	+ 10.4%
	Operating Profit	(489)	8,060	+ 8,549	—
Asahi Satellite Broadcasting Limited	Net Sales	8,960	9,120	+ 159	+ 1.8%
	Operating Profit	1,733	1,862	+ 128	+ 7.4%
CS One Ten, Ltd.	Net Sales	3,083	2,990	(93)	(3.0)%
	Operating Profit	120	124	+ 4	+ 3.3%
TV ASAHI MUSIC Co., LTD.	Net Sales	7,891	7,207	(683)	(8.7)%
	Operating Profit	850	626	(223)	(26.3)%
ROPPING LIFE CO., Ltd.	Net Sales	8,852	8,282	(570)	(6.4)%
	Operating Profit	335	45	(290)	(86.6)%

TV Asahi Corporation Results

(mm of yen)

	FY25/3 1H	FY26/3 1H	YoY	YoY(%)
Net Sales	111,785	123,421	+ 11,636	+ 10.4%
Time Sales	39,077	40,065	+ 988	+ 2.5%
Spot Sales	41,842	51,943	+ 10,100	+ 24.1%
Program Sales, CS, etc.	10,841	10,211	(629)	(5.8)%
Internet Sales	9,214	11,877	+ 2,662	+ 28.9%
Other	10,809	9,323	(1,485)	(13.7)%
Operating Profit	(489)	8,060	+ 8,549	—
Ordinary Profit	9,001	11,710	+ 2,708	+ 30.1%
Profit	8,805	8,134	(671)	(7.6)%

Time Sales Revenue (Terrestrial)

(mm of yen)

	FY25/3	FY26/3	YoY	YoY(%)
1Q	18,808	19,525	+ 717	+ 3.8%
2Q	20,269	20,539	+ 270	+ 1.3%
1H	39,077	40,065	+ 988	+ 2.5%
3Q	21,253			
4Q	19,389			
2H*	40,643			
Annual	79,720			

<YoY Growth>

(%)

	Apr	May	Jun	1Q	Jul	Aug	Sep	2Q	1H	Oct	Nov	Dec	3Q	Jan	Feb	Mar	4Q	2H	Annual
FY24/3	(0.4)	(3.8)	(2.5)	(2.2)	+14.1	+4.5	(1.6)	+6.0	+1.9	(5.0)	(14.6)	(12.0)	(10.8)	(3.1)	+2.4	(12.7)	(5.4)	(8.3)	(3.5)
FY25/3	+0.4	+0.9	+3.6	+1.6	(9.7)	+3.0	+1.5	(2.3)	(0.4)	+7.5	+8.7	(2.6)	+4.4	+6.0	(1.5)	(0.5)	+1.3	+2.9	+1.2
FY26/3	+1.8	+4.0	+5.7	+3.8	+1.8	+0.1	+2.2	+1.3	+2.5										

* "2H" refers to the six months ended March 31 (October 1-March 31).

Spot Sales Revenue (Terrestrial)

(mm of yen)

	FY25/3	FY26/3	YoY	YoY(%)
1Q	22,000	25,771	+ 3,770	+ 17.1%
2Q	19,842	26,171	+ 6,329	+ 31.9%
1H	41,842	51,943	+ 10,100	+ 24.1%
3Q	26,176			
4Q	26,607			
2H	52,783			
Annual	94,626			

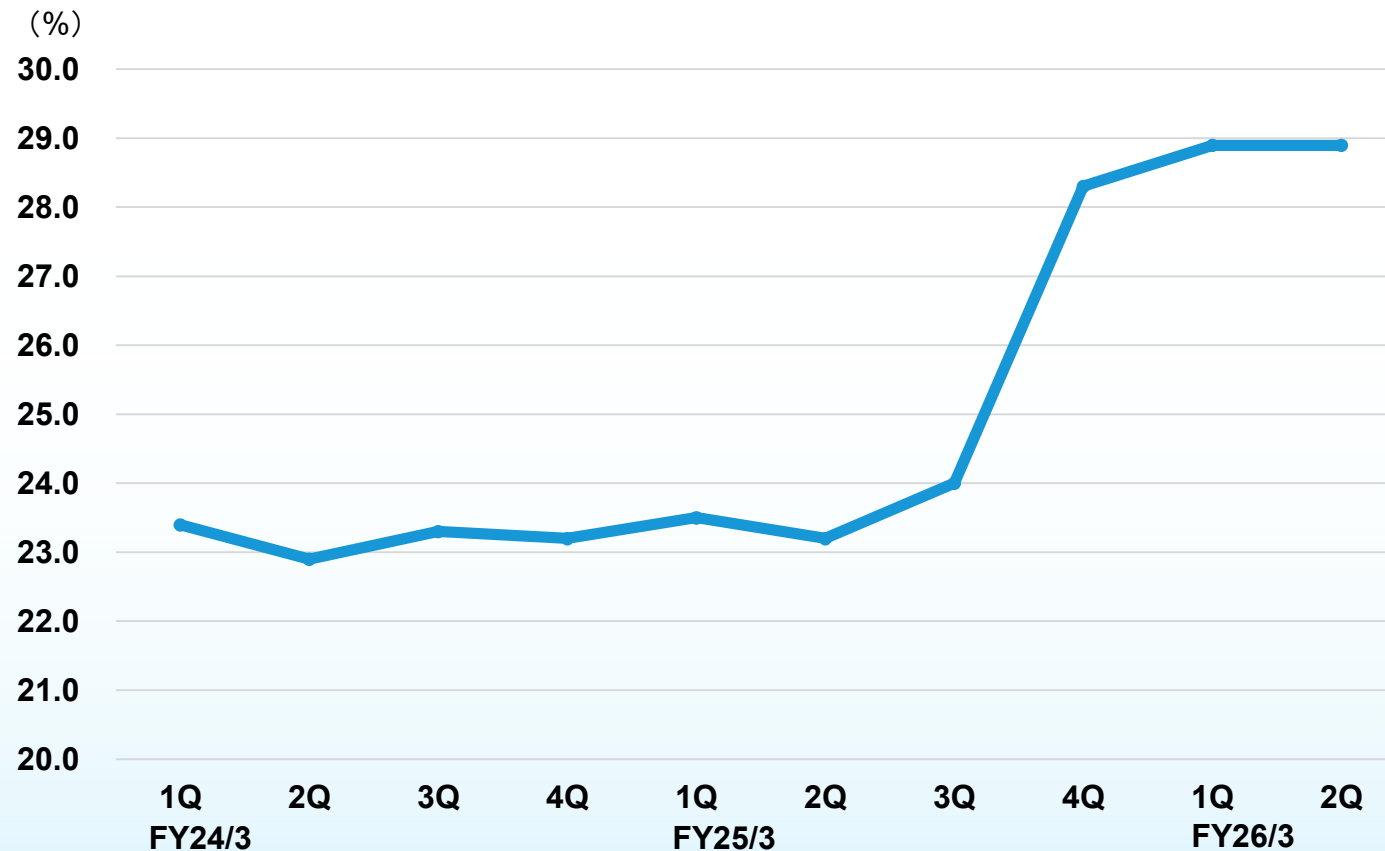
<YoY Growth>

(%)

	Apr	May	Jun	1Q	Jul	Aug	Sep	2Q	1H	Oct	Nov	Dec	3Q	Jan	Feb	Mar	4Q	2H	Annual
FY24/3	(3.7)	(2.0)	(3.2)	(3.0)	(9.8)	(5.3)	(9.4)	(8.3)	(5.5)	+2.4	+0.4	+0.0	+0.9	(5.3)	(1.8)	+3.9	(0.7)	+0.1	(2.5)
FY25/3	+3.5	(1.4)	(2.0)	+0.2	+7.6	+4.4	+12.7	+8.3	+3.9	+5.9	+9.1	+10.0	+8.3	+19.1	+6.9	+11.2	+12.3	+10.3	+7.3
FY26/3	+11.2	+19.8	+21.5	+17.1	+34.3	+33.5	+28.0	+31.9	+24.1										

Spot Sales Revenue (Terrestrial)

<Trend of Share in the Tokyo Spot Sales Market>



FY26/3 1H

28.9%

(YoY +5.6 pts)

Highest share for 1H

FY24/3							FY25/3							FY26/3						
1Q	2Q	1H	3Q	4Q	2H	Annual	1Q	2Q	1H	3Q	4Q	2H	Annual	1Q	2Q	1H	3Q	4Q	2H	Annual
23.4	22.9	23.2	23.3	23.2	23.2	23.2	23.5	23.2	23.3	24.0	28.3	26.0	24.7	28.9	28.9	28.9				

Note: Share figures are estimated figures.

Spot Sales Industry Information (Terrestrial)

	FY26/3 2Q (Jul-Sep 2025)		FY25/3 2Q (Jul-Sep 2024)	
	YoY	Share	YoY	Share
Energy & Industrial Machines	168.4%	1.8%	118.8%	1.4%
Foods	129.6%	10.7%	118.5%	10.9%
Beverages & Liquors	108.1%	9.2%	117.4%	11.2%
Pharmaceuticals & Medical Supplies	160.5%	9.3%	138.7%	7.6%
Cosmetics & Toiletries	110.8%	3.7%	104.4%	4.4%
Fashion & Accessories	132.3%	1.8%	235.6%	1.8%
Business Machines & Office Supplies	96.9%	1.3%	99.8%	1.8%
Consumer Electronics	101.5%	1.5%	142.0%	2.0%
Automobiles	140.6%	5.2%	133.0%	4.9%
Homeware	80.0%	1.2%	99.0%	1.9%
Game, Software & Sporting Goods	88.2%	1.9%	72.4%	2.8%
Housing & Housing Materials	113.3%	4.6%	108.9%	5.4%
Publishing	316.1%	2.3%	66.8%	1.0%
Telecommunications, Media & Internet	156.9%	13.2%	122.3%	11.1%
Retail	177.5%	3.9%	86.7%	2.9%
Finance & Insurance	129.0%	5.7%	95.2%	5.8%
Transportation, Movies & Leisure	164.7%	7.6%	99.4%	6.1%
Food-services & Various Services	126.3%	13.2%	96.1%	13.8%
Government & Public Institutions	113.9%	0.8%	100.5%	0.9%
Education, Medical-services & Religion	61.2%	1.0%	79.8%	2.1%
Others	103.2%	0.2%	71.3%	0.3%
Total	131.9%	100.0%	108.3%	100.0%

Production Costs (Terrestrial)

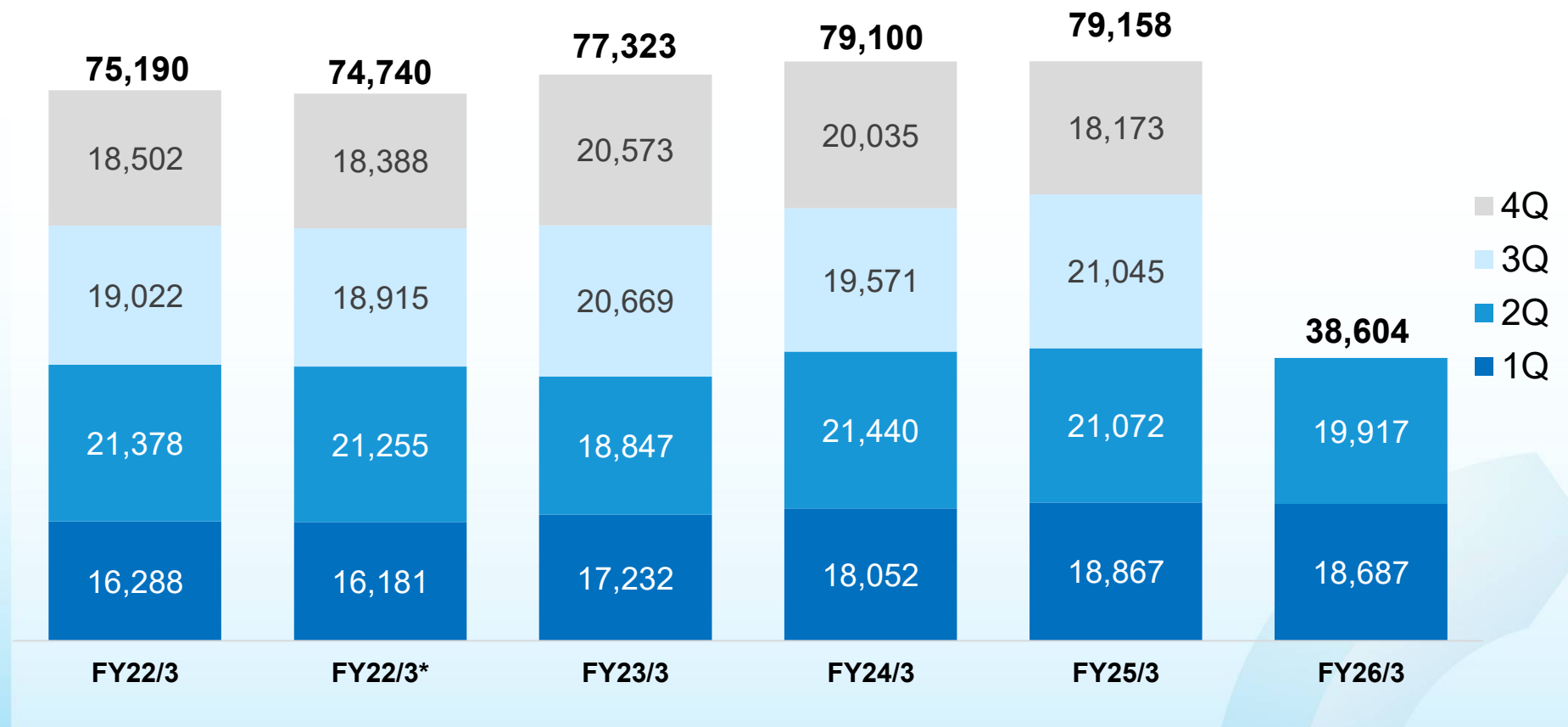
(mm of yen)

	FY25/3	FY26/3	YoY	YoY(%)
1Q	18,867	18,687	(180)	(1.0)%
2Q	21,072	19,917	(1,154)	(5.5)%
1H	39,940	38,604	(1,335)	(3.3)%
3Q	21,045			
4Q	18,173			
2H	39,218			
Annual	79,158			

Production Costs (Terrestrial)

(mm of yen)

Trend of Production Costs (Terrestrial)



* Reference figures are provided for FY22/3, due to the change in reportable segments from FY23/3.

TV Broadcasting Business

(mm of yen)

	Net Sales				Operating Profit			
	FY25/3	FY26/3	YoY	YoY(%)	FY25/3	FY26/3	YoY	YoY(%)
1Q	56,307	60,018	+ 3,711	+ 6.6%	2,636	5,516	+ 2,879	+ 109.2%
2Q	55,033	62,382	+ 7,348	+ 13.4%	(546)	4,724	+ 5,271	—
1H	111,340	122,401	+ 11,060	+ 9.9%	2,090	10,241	+ 8,150	+ 390.0%
3Q	63,141				4,611			
4Q	62,315				4,587			
2H	125,457				9,199			
Annual	236,798				11,289			

TV Broadcasting Business

(mm of yen)

	FY25/3 1H	FY26/3 1H	YoY	YoY(%)
Net Sales	111,340	122,401	+ 11,060	+ 9.9%
Time Sales	39,077	40,065	+ 988	+ 2.5%
Spot Sales	41,842	51,943	+ 10,100	+ 24.1%
Program Sales	7,225	6,788	(437)	(6.1)%
BS & CS	12,935	12,941	+ 6	+ 0.1%
Other	10,259	10,662	+ 402	+ 3.9%
Operating Profit	2,090	10,241	+ 8,150	+ 390.0%

Internet Business

(mm of yen)

	Net Sales				Operating Profit			
	FY25/3	FY26/3	YoY	YoY(%)	FY25/3	FY26/3	YoY	YoY(%)
1Q	6,536	8,078	+ 1,542	+ 23.6%	592	950	+ 357	+ 60.3%
2Q	7,382	8,991	+ 1,608	+ 21.8%	484	1,424	+ 939	+ 193.8%
1H	13,919	17,070	+ 3,151	+ 22.6%	1,077	2,375	+ 1,297	+ 120.4%
3Q	7,932				1,000			
4Q	9,988				1,620			
2H	17,920				2,620			
Annual	31,840				3,698			

TV Asahi Corporation: Digital Ads-related Revenue

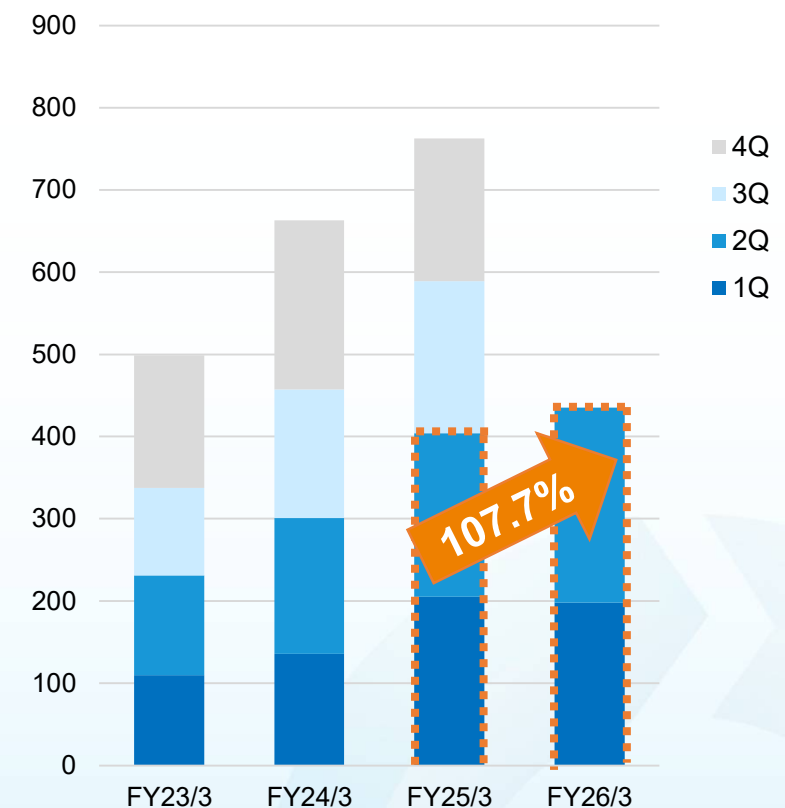
Digital Ads-related Revenue (TVer, etc.)

	FY25/3	FY26/3	YoY	YoY(%)
1Q	1,693	2,494	+ 801	+ 47.3%
2Q	1,787	2,805	+ 1,017	+ 56.9%
1H	3,481	5,300	+ 1,818	+ 52.2%
3Q	2,509			
4Q	2,603			
2H	5,112			
Annual	8,594			

(mm of yen)

TV Asahi No. of Views on Catch-up Service (TVer)

(mm views)



Shopping Business

(mm of yen)

	Net Sales				Operating Profit			
	FY25/3	FY26/3	YoY	YoY(%)	FY25/3	FY26/3	YoY	YoY(%)
1Q	4,910	4,211	(699)	(14.2)%	421	156	(264)	(62.8)%
2Q	4,914	4,555	(358)	(7.3)%	411	335	(76)	(18.5)%
1H	9,825	8,767	(1,058)	(10.8)%	833	492	(340)	(40.9)%
3Q	5,548				344			
4Q	4,849				327			
2H	10,398				672			
Annual	20,223				1,505			

Other Businesses

(mm of yen)

	Net Sales				Operating Profit			
	FY25/3	FY26/3	YoY	YoY(%)	FY25/3	FY26/3	YoY	YoY(%)
1Q	13,312	11,672	(1,639)	(12.3)%	1,142	685	(456)	(40.0)%
2Q	12,831	13,112	+ 281	+ 2.2%	922	749	(173)	(18.8)%
1H	26,144	24,785	(1,358)	(5.2)%	2,065	1,434	(630)	(30.5)%
3Q	11,237				1,174			
4Q	13,475				2			
2H	24,712				1,177			
Annual	50,857				3,242			

Other Businesses

<Results of Major Other Businesses>

(mm of yen)

	Sales				Balance			
	FY25/3 1H	FY26/3 1H	YoY	YoY(%)	FY25/3 1H	FY26/3 1H	YoY	YoY(%)
Music Publication	7,873	7,194	(679)	(8.6)%	2,278	2,166	(112)	(4.9)%
Special Events	6,776	5,029	(1,747)	(25.8)%	988	575	(413)	(41.8)%
Equipment/Lease	3,525	3,689	+ 163	+ 4.7%	1,732	1,881	+ 148	+ 8.6%
Motion Pictures	1,572	2,458	+ 885	+ 56.3%	722	1,341	+ 619	+ 85.8%
DVD	520	410	(109)	(21.1)%	217	96	(120)	(55.5)%

Note: Balance figures do not include indirect costs.

Capex and D&A

Capex

(bn of yen)

	FY25/3 1H	FY26/3 1H	YoY	YoY(%)	Outlook for FY26/3
Consolidated	17.20	2.38	(14.81)	(86.1)%	18.40
TV Asahi Corporation	15.09	1.17	(13.91)	(92.2)%	16.10

Depreciation & Amortization

(bn of yen)

	FY25/3 1H	FY26/3 1H	YoY	YoY(%)	Outlook for FY26/3
Consolidated	4.76	4.44	(0.31)	(6.7)%	9.10
TV Asahi Corporation	3.82	3.42	(0.40)	(10.5)%	7.10

FY26/3 Forecast

(mm of yen)

	Previous Forecast (as of Aug 8, 2025)	New Forecast (as of Nov 11, 2025)	Difference	Difference(%)
Net Sales	333,000	336,000	+ 3,000	+ 0.9%
TV Broadcasting	238,700	242,800	+ 4,100	+ 1.7%
Internet	33,900	34,000	+ 100	+ 0.3%
Shopping	20,900	19,800	(1,100)	(5.3)%
Other Businesses	39,500	39,400	(100)	(0.3)%
Operating Profit	20,000	24,000	+ 4,000	+ 20.0%
TV Broadcasting	11,800	16,100	+ 4,300	+ 36.4%
Internet	3,700	4,300	+ 600	+ 16.2%
Shopping	1,900	1,300	(600)	(31.6)%
Other Businesses	2,600	2,300	(300)	(11.5)%
Ordinary Profit	29,000	32,000	+ 3,000	+ 10.3%
Profit Attributable to Owners of Parent	26,000	28,000	+ 2,000	+ 7.7%

Ad Revenue (Terrestrial)

Time	Spot	Total
+ 1.0%→+ 1.2%	+ 5.7%→+ 11.6%	+ 3.5%→+ 6.9%

Production Costs (Terrestrial) (mm of yen)

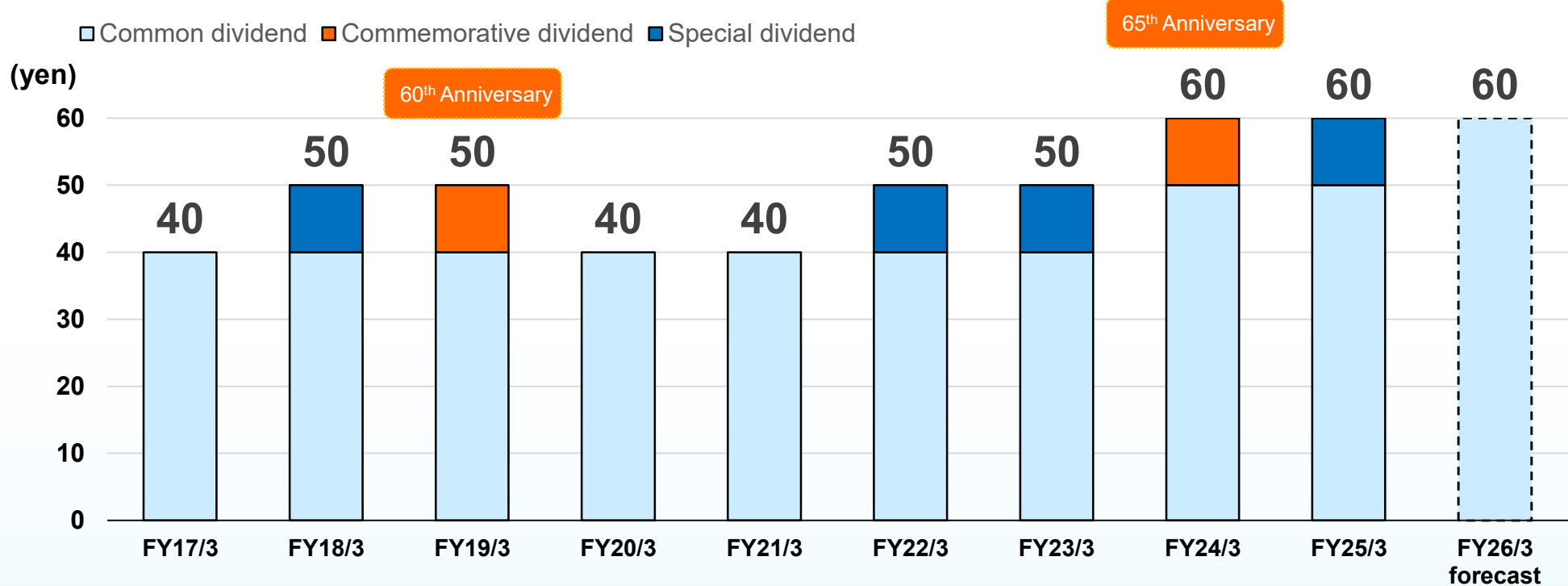
FY26/3 Forecast	YoY
82,000→80,000	+ 3.6%→+ 1.1%

FY26/3 Forecast (YoY)

(mm of yen)

	FY25/3 Results	FY26/3 Forecast	YoY	YoY(%)
Net Sales	324,056	336,000	+ 11,943	+ 3.7%
TV Broadcasting	233,361	242,800	+ 9,438	+ 4.0%
Internet	29,660	34,000	+ 4,339	+ 14.6%
Shopping	20,203	19,800	(403)	(2.0)%
Other Businesses	40,830	39,400	(1,430)	(3.5)%
Operating Profit	19,704	24,000	+ 4,295	+ 21.8%
TV Broadcasting	11,289	16,100	+ 4,810	+ 42.6%
Internet	3,698	4,300	+ 601	+ 16.3%
Shopping	1,505	1,300	(205)	(13.7)%
Other Businesses	3,242	2,300	(942)	(29.1)%
Adjustments	(31)	—	+ 31	—
Ordinary Profit	28,533	32,000	+ 3,466	+ 12.1%
Profit Attributable to Owners of Parent	25,816	28,000	+ 2,183	+ 8.5%

Shareholder Returns



Share buybacks	-	-	-	-	3.11 bn yen	-	-	-	-	2.99 bn yen
Dividend payout ratio	26.9%	33.8%	41.6%	16.1%	32.8%	24.2%	30.6%	35.6%	23.6%	21.6%
Total payout ratio	26.9%	33.8%	41.6%	16.1%	58.6%	24.2%	30.6%	35.6%	23.6%	32.3%

【Basic Policy】

- Stable payout of common dividends (aim for sustainable growth)
- Further returns through commemorative and special dividends
- Ongoing consideration of share buybacks

【Acquisition of Own Shares (Completed)】

Acquisition Period: May 1-Jul 1, 2025
Total Number of Shares Acquired: 1,141,500 shares
Total purchase amount of shares acquired: 2,999,986,400 yen



Key Initiatives

Viewer Ratings: Summer Programming Season

(Jun 30 –Sep 28, 2025)

Individual All: Double Crown in All Day and Prime Time
Household: Triple Crown in All Day, Golden Time and Prime Time

Individual All	TV Asahi	Nippon TV	TBS	Fuji TV	TV Tokyo	PUT
All Day (6am–midnight)	①  3.3 (-0.2)	① 3.3 (-0.1)	③ 2.9 (+0.1)	④ 2.0 (-0.2)	⑤ 1.1 (-0.1)	18.5 (-0.8)
Golden Time (7pm–10pm)	③ 4.8 (-0.2)	① 5.0 (-0.2)	① 5.0 (+0.8)	④ 3.3 (-0.1)	⑤ 2.8 (-0.2)	30.1 (-1.0)
Prime Time (7pm–11pm)	①  4.9 (-0.1)	② 4.7 (-0.2)	② 4.7 (+0.6)	④ 3.2 (-0.2)	⑤ 2.4 (-0.2)	28.0 (-1.0)
Prime2 (11pm–1am)	③ 1.7 (-0.1)	① 2.2 (-0.2)	② 2.0 (+0.4)	④ 1.1 (-0.3)	⑤ 0.6 (-0.1)	10.1 (-0.9)
Household	TV Asahi	Nippon TV	TBS	Fuji TV	TV Tokyo	HUT
All Day (6am–midnight)	①  6.1 (-0.2)	② 5.7 (-0.2)	③ 5.1 (+0.1)	④ 3.6 (-0.4)	⑤ 2.0 (-0.1)	32.1 (-1.5)
Golden Time (7pm–10pm)	①  8.2 (-0.3)	② 7.8 (-0.3)	② 7.8 (+1.0)	④ 5.3 (-0.3)	⑤ 4.7 (-0.4)	47.6 (-2.0)
Prime Time (7pm–11pm)	①  8.4 (-0.3)	③ 7.4 (-0.4)	② 7.6 (+1.0)	④ 5.2 (-0.3)	⑤ 4.1 (-0.4)	44.8 (-2.0)
Prime2 (11pm–1am)	③ 3.2 (-0.2)	① 4.0 (-0.4)	② 3.6 (+0.5)	④ 2.1 (-0.5)	⑤ 1.2 (-0.1)	18.4 (-1.8)

Note: Numbers in circles refer to ranking among commercial stations. Numbers in parentheses indicate YoY. (Video Research, Kanto region)

Viewer Ratings: Spring and Summer Programming Season

(Mar 31–Sep 28, 2025)

Individual All: Double Crown in All Day and Prime Time
Household: Triple Crown in All Day, Golden Time and Prime Time

Individual All	TV Asahi	Nippon TV	TBS	Fuji TV	TV Tokyo	PUT
All Day (6am–midnight)	①  3.3 (-0.1)	② 3.2 (-0.1)	③ 2.7 (+0.0)	④ 2.0 (-0.2)	⑤ 1.1 (+0.0)	18.1 (-0.6)
Golden Time (7pm–10pm)	② 4.8 (-0.2)	① 5.0 (-0.1)	③ 4.5 (+0.3)	④ 3.4 (+0.0)	⑤ 2.8 (-0.2)	29.8 (-0.8)
Prime Time (7pm–11pm)	①  4.9 (-0.1)	② 4.6 (-0.2)	③ 4.3 (+0.3)	④ 3.3 (+0.0)	⑤ 2.4 (-0.2)	27.7 (-0.8)
Prime2 (11pm–1am)	③ 1.7 (-0.1)	① 2.2 (-0.1)	② 1.9 (+0.3)	④ 1.1 (-0.3)	⑤ 0.6 (-0.1)	9.9 (-0.8)
Household	TV Asahi	Nippon TV	TBS	Fuji TV	TV Tokyo	HUT
All Day (6am–midnight)	①  6.1 (-0.1)	② 5.6 (-0.2)	③ 4.8 (-0.1)	④ 3.6 (-0.4)	⑤ 1.9 (-0.2)	31.5 (-1.2)
Golden Time (7pm–10pm)	①  8.3 (-0.2)	② 7.8 (-0.3)	③ 7.1 (+0.3)	④ 5.3 (-0.1)	⑤ 4.7 (-0.4)	47.2 (-1.7)
Prime Time (7pm–11pm)	①  8.5 (-0.2)	② 7.3 (-0.4)	③ 6.9 (+0.3)	④ 5.3 (-0.2)	⑤ 4.2 (-0.3)	44.5 (-1.7)
Prime2 (11pm–1am)	③ 3.2 (-0.2)	① 4.0 (-0.3)	② 3.4 (+0.3)	④ 2.1 (-0.5)	⑤ 1.2 (-0.1)	18.2 (-1.5)

Note: Numbers in circles refer to ranking among commercial stations. Numbers in parentheses indicate YoY. (Video Research, Kanto region)

Crayon Shinchan leaps ahead in India



- Broadcasting began in India in 2006, with over 830 episodes aired in the local languages to date and maintaining top-class viewership ratings. Digital distribution on major platforms began in 2017.
- Released two films in theaters in 2025, as part of the “Shin chan India Year.”
- Securing a strong presence in the rapidly growing Japanese anime market in India.

Enhancing the value of the IP by leveraging the Indian theatrical debut of *Crayon Shinchan the Movie*



Shin chan: Our Dinosaur Diary

released May 2025
9-week long hit
400,000 attendees

©Yoshihito Usui / Futabasha, SHIN-EI,
TV Asahi, ADK 2024



Shin chan: The Spicy Kasukabe Dancers in India

released September 2025
390,000 attendees
(as of October 26)

©Usui Yoshihito/Futabasha · SHIN-EI
Animation · TV Asahi · ADK 2025

- Held a press conference in May 2025 regarding the initiatives of "Shin chan India Year" at the WAVES convention hosted by the Ministry of Information and Broadcasting (India).
- Coinciding with the theatrical releases, exhibited a booth at the Japanese anime event "MelaMelaAnimeJapan!!2025," officially sanctioned by the Japanese and Indian governments. Film premiere screenings, stage events, and other activities were held to expand connections with local fans and to further IP penetration.
- Conducted workshops at local anime vocational schools and school programs (targeting 100 schools) for elementary and junior high students.
- Implemented tie-up PR sales with major Japanese local firms and India's largest quick-commerce service, Blinkit.
- Awarded the top prize in two categories at Animation Network Award 2025, India's largest animation awards.
 - Best International Animated Feature Film : *Shin chan: Our Dinosaur Diary*
 - Best Animated Licensed Character (International) : *Shin chan*



The only Japanese company to
hold a press conference at WAVES



Director Hashimoto and Shin chan
at the premiere screening



School program: screening making-of videos and
impersonating Shin chan's voice



ANN AWARDS 2025
Shin chan and local partners

**Expand revenue opportunities by further enhancing the value of IP with local partners
in the rapidly growing Indian anime market**

Enhancing IP Development and Distribution

2026 Winter programming season

Line-up of sequels to popular anime series and an animated adaptation of a popular manga



WED 11:45 pm ※ Excluding some areas

Hell Teacher: Jigoku Sensei Nube (Part2)



©Shou Makura · Takeshi Okano/SHUEISHA · Domori Elementary School Alumni



SAT 11:30 pm

DEAD ACCOUNT



©Shizumu Watanabe, KODANSHA "Dead Account" Production Committee



SAT 1:30 am (late night)

Medalist Season 2



©TSURUMA KADA, KODANSHA/Medalist Partners

ARCANADEA anime development in progress



©KOTOBUKIYA / ARCANADEA Project

- Producing an anime adaptation of KOTOBUKIYA's highly successful plastic model series, ARCANADEA
- Participating as exhibitor and holding talk events at conventions such as Anime Expo (LA)



Developing original manga for IP creation



©Kotoko, Sakura Aikawa / LIVE COMICS

- Released a manga developed on BuzzmanTV, titled *I am loved too much by the duke of the enemy country, so I can't assassinate him.*, on the e-bookstore BookLive in July 2025
- Ranked in the top 5 titles of BookLive's women's manga weekly and monthly rankings
- Latest volume (Vol. 5) now available (released on October 31, 2025)



BuzzmanTV
FRI 0:45am (late night)

Developing live-action romance simulation game

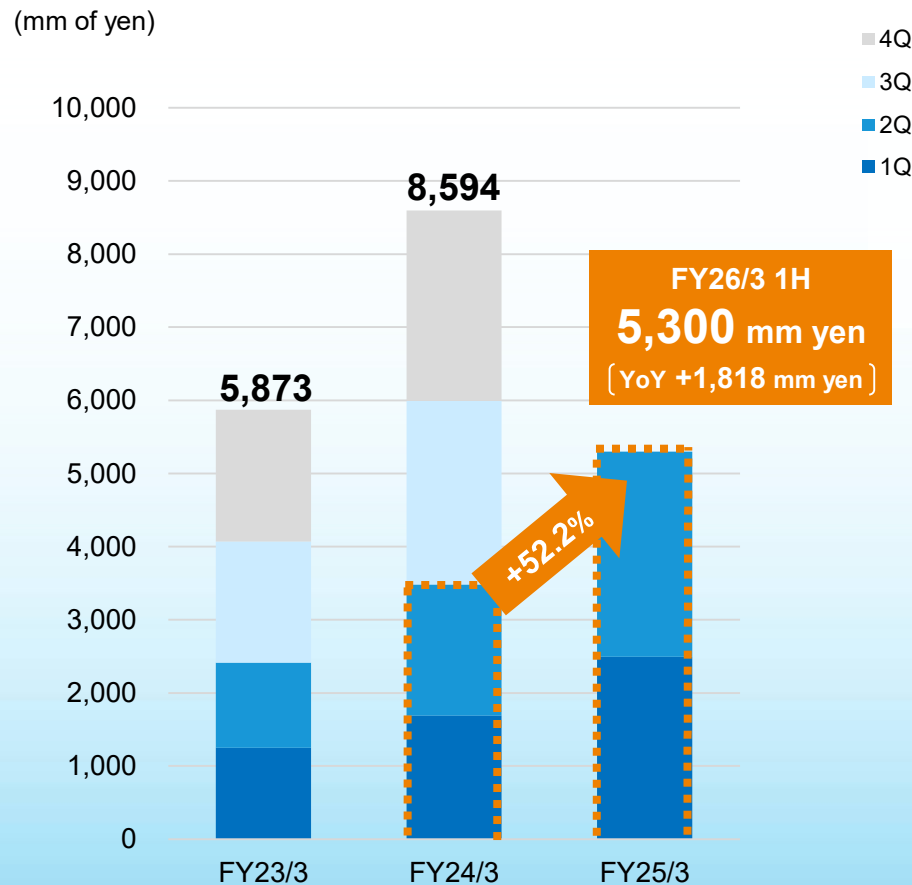
- Co-developing a live-action romance simulation game, *Roommates, Romance, & Ringing Hearts*, with Aiming Inc.
- Combines TV Asahi Group's strength in drama production and audience reach with Aiming's game operation expertise to offer an immersive live-action experience with branching storylines from a first-person perspective
- Scheduled for a simultaneous worldwide release on Steam® this winter



© tv asahi · Aiming Inc.

TV Asahi Digital Ads-related Revenue continues to expand

TV Asahi Digital Ads-related revenue (TVer etc.)



Prime time dramas drove catch-up streaming view counts

- TV Asahi's number of views on catch-up service grew by 7.7% YoY (see p.20)
- Three prime time drama series - *Their Marriage*, *The Kidnapping Day (Japan ver)*, and *The Big Chase: Tokyo SSBC Files* - ranked in the top 10 average view counts rankings on TVer among the summer programming season dramas
 - *Their Marriage*: achieved first place among all networks in the summer programming season (averaging 2.29 million views)
 - *The Big Chase: Tokyo SSBC Files*: broke the record for the highest average view counts for the Wed drama slot titles
- In variety shows, *Ame-Talk!* and *TV Chidori* ranked among the top



Expanding view counts and revenue by leveraging high-quality broadcaster-produced content

Motion Pictures

<Up-coming Line-up>



TOKYO TAXI

(Nov 21, 2025-)

Director Yoji Yamada x
Chieko Baisho x Takuya Kimura

Collaboration since
the 2006 hit film *Love and Honor*

©2025 "TOKYO TAXI" Film Partners



PELELIU: GUERNICA OF PARADISE

(Dec 5, 2025-)

Adaptation of the manga that received the
Excellence Award at the 46th Japan
Cartoonists Association Awards

Consolidated subsidiary, Shin-ei Animation,
participated in the production

©Kazuyoshi Takeda, HAKUSENSHA/
2025 PELELIU: GUERNICA OF
PARADISE



Emergency Interrogation Room THE FINAL MOVIE

(Dec 26, 2025-)

Grand finale feature film of the hit TV series
launched in 2014 followed by four seasons
and two specials

Season 5 currently on air
(Oct 2025 programming season)

©2025 "Emergency Interrogation Room
THE FINAL MOVIE" film partners



The Dangers in My Heart: The Movie

(Feb 13, 2026-)

Anime series broadcast on
"NUMAnimation" and receiver of multiple
international anime awards
(Season 1: Apr-Jun 2023, Season 2: Jan-Mar 2024)

The Shin-ei Animation TV anime series
production headed to the big screen

©Norio Sakurai(AKITASHOTEN)/
The Dangers in My Heart Committee

Special Events

<Up-coming Line-up>

**高嶋ちさ子の
ザワつく!音楽会
2025**

出演者

高嶋ちさ子 石原良純 高橋茂雄 (サバンナ)

【ザワつくアンサンブル】

ゲスト

高橋克典 中山秀征 亜希 柳沢慎吾

※都合により、出演者が変更になる可能性があります。

Music

Chisako Takashima's “ZAWATSUKU! Concert 2025”

Oct 11, 2025-Feb 22, 2026
5 concerts @ 4 venues

**高嶋ちさ子の
ザワつく!昭和歌謡祭**

出演者

高嶋ちさ子 石原良純 高橋茂雄 (サバンナ) 中山秀征

【ザワつくアンサンブル】

ゲスト

大塚・豊知公演

早見優 渡辺真知子 狩人 ジュディ・オング 山本リンダ

東京公演

末唯 近藤真彦 三浦祐太郎 尾崎裕哉

※都合により、出演者が変更になる可能性があります。

Music

Chisako Takashima's “ZAWATSUKU! Showa Song Festival”

Oct 10, 2025-Feb 20, 2026
3 concerts @ 3 venues

放送50年目記念
「徹子の部屋」コンサート

司会:黒柳徹子

いつもの「徹子の部屋」に、
この日はギターやピアノを並べて・・・
今年も豪華ゲストがこの日だけの
「徹子の部屋」に集まります。
徹子さんの楽しいおしゃべりと
素敵な歌を聴きながら、
あなただけの「徹子の部屋」を
お楽しみください!

ゲスト (50音順/敬称略)

伊東ゆかり 中尾ミエ 研ナオコ 純烈 新浜レオン 南こうせつ 森山良子

※大塚公演のみ

Music

Celebrating the 50th Year of Broadcast “Tetsuko's Room” Concert

Nov 28, 2025 @ Tokyo International Forum
Nov 30, 2025 @ Festival Hall

Music Publication

TV ASAHI MUSIC

<Up-coming Line-up>



Shonan no Kaze

Baito-surunara Entry presents
Nessho Koshien

Nov 15, 2025
@ HANSHIN KOSHIEEN STADIUM



Sonar Pocket

**Billboard Premium Live 2025
~Gift~**

Dec 13, 2025 @ Billboard Live OSAKA
Dec 20, 2025 @ Billboard Live TOKYO

A dream concert bringing together top artists across generations and genres, through a partnership between TV ASAHI MUSIC CO.,LTD. and ASOBISYSTEM Co., Ltd.



KETSUMEISHI



Shonan no Kaze



2025.12.14 sun

Kアリーナ横浜



ATARASHII GAKKO!



FRUITS ZIPPER

KETSUMEISHI

Shonan no Kaze

ATARASHII GAKKO!

FRUITS ZIPPER

KYO-EN

Dec 14, 2025 @ K-Arena Yokohama

Sustainability Initiatives

“The Future Starts Here Project x SDGs” Week



- Delivering content focused on SDGs on news and info programs participating in the project (9th edition: Sep. 20-28, 2025)
- Broadcast special program, *Grandpa Quartet: Story of Struggle! ~ Wajima, Scotland, Winds of Hope ~*, delivering a story of 'renewable energy that resides within a community'

Organizing a Boccia Monthly Tournament in SHIBUYA

- Promoting the production and distribution of videos for the Paralympic official sport 'Boccia', alongside internal club activities and external awareness initiatives since 2020
- Organizing the Boccia Monthly Tournament in Shibuya in collaboration with the Shibuya City Boccia Association and Shibuya Wellness Consortium from October 2025
- In partnership with local communities, promote diversity and contribution to the community, and aim to make the Tournament sustainable through economic endeavors, as part of the Company's SDGs efforts



Sustainability Governance Structure: Establishment of New Teams

- Established the 'Human Capital Development Team' and 'Climate Change Management Team' in September 2025
- Under the Sustainability Committee, chaired by the representative director, the issue-specific teams will monitor risks and opportunities as well as deliberate and execute countermeasures



- Human Rights DD Team: Conduct human rights due diligence by expanding the scope to group companies in FY26/3
- Human Capital Development Team: Carry out measures that ensures diversity, addresses HR development, and enhances engagement
- Climate Change Management Team: Commence assessment for Scope 3 disclosure

This document has been translated from 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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