Supplementary Material for Second Quarter Financial Results for the Fiscal Year Ending March 31, 2026

November 5, 2025

Securities code: 9413

Note: 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.

TV TOKYO Holdings Corporation Summary of FY26/3 1H

<Broadcast, animation and streaming were strong. Both consolidated net sales and profits are the highest ever>

・Consolidated net sales increased 8.4% to 79.97 billion yen and operating income increased 3.5 times to 7.06 billion yen.
・Sales at broadcasting business in TV TOKYO Corporation rose 7.5%. Operating income at the terrestrial and BS broadcasting (consolidated) networks quadrupled year on year thanks to firm performance in BS TV TOKYO Corporation.
・Anime and Streaming (consolidated) operating income increased 2.8 times. In TV Tokyo's anime business, overseas program sales and game adaptations were strong. Net sales increased 20.2%. In the distribution business, revenues from advertising for new dramas and sales for distribution platforms increased 32.3%.

< Full-year consolidated operating profit forecast is a record high of 11 billion yen. Second upward revision for this fiscal year >

< Annual dividend forecast is raised from 90 yen to 100 yen >

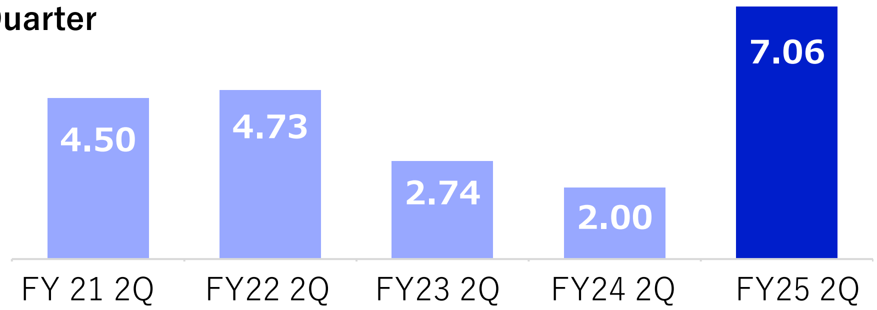
Status of Main Content in Rights Business

Anime：The mainstay anime series NARUTO and BORUTO saw strong sales of smartphone games and merchandising worldwide. And BLEACH saw strong sales of games in China and Europe.

Streaming Business：“Replica Revenge of the Ex-Wife“ and other new dramas “Please Die My Beloved ” ” The Laughing Salesman” contributed to profits from domestic streaming and the streaming drama.

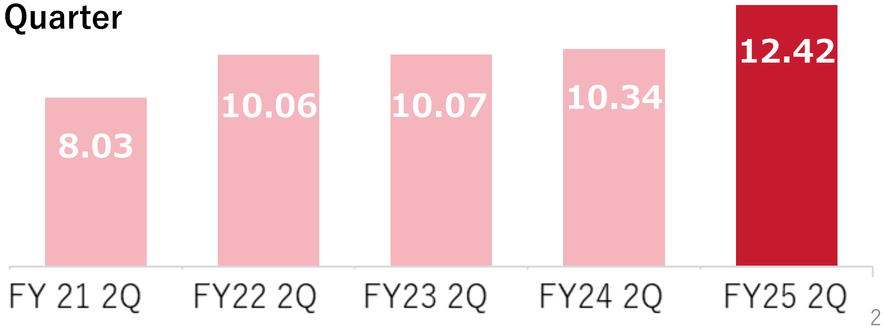
(Billion yen)

TV TOKYO Holdings Consolidated Operating Income 2nd Quarter



Anime (TV TOKYO Non-consolidated) Sales 2nd Quarter

(Billion yen)



Consolidated Overview of Profit and Loss by Segment

(Million yen)

	Accounting Period (July to September)				Cumulative Period ((April to September)			
	FY25/3 2Q	**FY26/3 2Q**	YoY change Amount	YoY change %	FY25/3 2Q	**FY26/3 2Q**	YoY change Amount	YoY change %
Net sales								
Terrestrial and BS broadcasting	24,379	**25,862**	1,482	6.1%	47,612	**50,699**	3,086	6.5%
Anime and streaming	11,013	**12,309**	1,295	11.8%	20,975	**24,468**	3,492	16.7%
Shopping and other	4,230	**3,988**	△ 241	△ 5.7%	8,186	**8,167**	△ 19	△ 0.2%
Total consolidated net sales	38,010	**40,439**	2,428	6.4%	73,781	**79,975**	6,193	8.4%
Expenses								
Terrestrial and BS broadcasting	24,206	**23,401**	△ 804	△ 3.3%	46,625	**46,694**	69	0.1%
Anime and streaming	10,240	**10,835**	595	5.8%	19,757	**21,104**	1,346	6.8%
Shopping and other	4,025	**3,841**	△ 183	△ 4.6%	7,825	**7,916**	90	1.2%
Total consolidated operating expenses	37,149	**36,651**	△ 498	△ 1.3%	71,778	**72,915**	1,137	1.6%
Operating income								
Terrestrial and BS broadcasting	173	**2,460**	2,287	–	987	**4,004**	3,017	305.7%
Anime and streaming	773	**1,473**	700	90.5%	1,217	**3,363**	2,145	176.2%
Shopping and other	205	**146**	△ 58	△ 28.5%	360	**250**	△ 109	△ 30.4%
Total consolidated operating income	860	**3,788**	2,927	340.0%	2,003	**7,060**	5,056	252.4%
Consolidated ordinary income	813	**3,865**	3,051	374.9%	2,182	**7,314**	5,131	235.1%
Profit (loss) attributable to owners of parent	794	**2,613**	1,819	229.1%	1,690	**4,954**	3,264	193.1%

Consolidated

Overview of Balance Sheets

Consolidated Overview of Balance Sheets

(Million yen)

		FY25/3 year-end	FY26/3 2Q-end	Changes
Assets	Current assets	90,436	**90,135**	△300
	Non-current assets	57,407	**58,349**	941
	Property, plant and equipment	22,961	**22,149**	△812
	Intangible assets	6,476	**6,675**	198
	Investments and other assets	27,969	**29,524**	1,555
	Total assets	147,843	**148,484**	641

		FY25/3 year-end	FY26/3 2Q-end	Changes
Liabilities	Current liabilities	42,362	**39,020**	△3,341
	Non-current liabilities	3,580	**4,016**	435
	Total liabilities	45,943	**43,037**	△2,906
Net assets	Shareholders' equity	96,628	**99,230**	2,601
	Valuation and translation adjustments	5,074	**6,083**	1,008
	Non-controlling interests	196	**133**	△62
	Total net assets	101,900	**105,447**	3,547
	Total liabilities and net assets	147,843	**148,484**	641

Note: Net assets per share =3,955.30yen

Non-consolidated/TV TOKYO Financial Position (Million yen)

	FY25/3 year-end	FY26/3 2Q-end	Changes
Total assets	82,719	**85,944**	3,224
Total liabilities	35,138	**38,380**	3,241
Total net assets	47,580	**47,563**	△ 16

Non-consolidated/BS TV TOKYO Financial Position (Million yen)

	FY25/3 year-end	FY26/3 2Q-end	Changes
Total assets	22,446	**20,883**	△ 1,562
Total liabilities	3,355	**2,727**	△ 627
Total net assets	19,091	**18,156**	△ 934

Overview of Consolidated Cash Flows (Million yen)

	FY25/3 1H	FY26/3 1H
Operating cash flows	1,963	**5,820**
Investing cash flows	△ 2,571	**△ 4,571**
Financing cash flows	△ 2,836	**△ 2,804**
Cash and cash equivalents	32,741	**36,102**

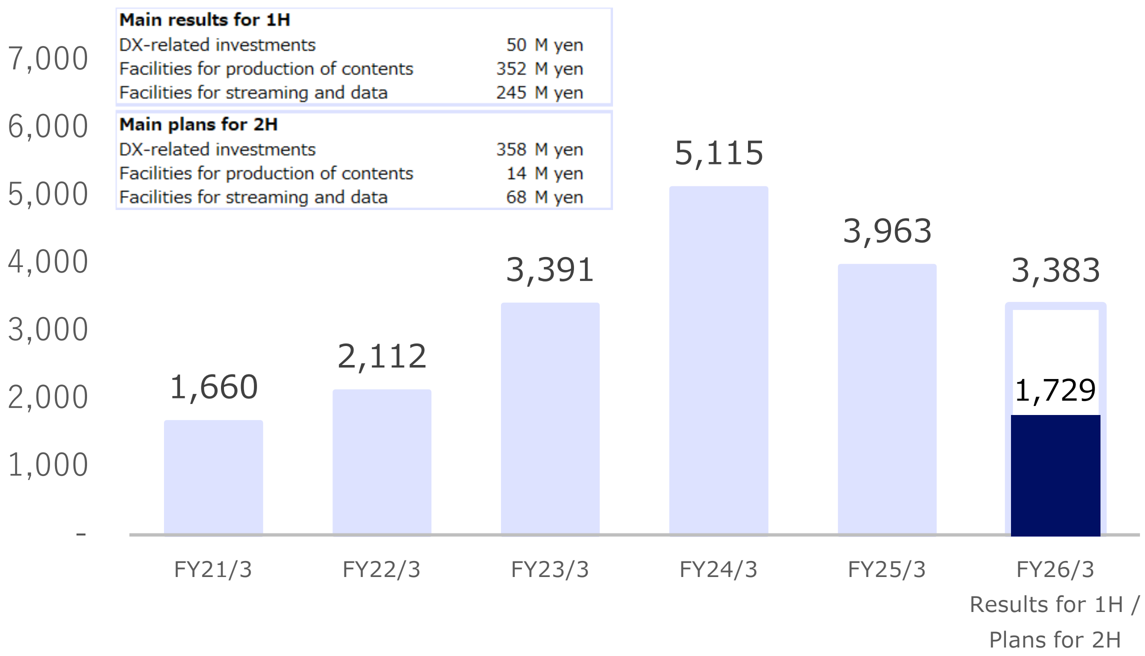
Consolidated Capital Expenditure/Depreciation

Consolidated Capital Expenditure/Depreciation (Million yen)

	FY26/3 2Q (April to September)	YoY change		FY26/3 full year forecasts	Comparison with FY25/3 results	
		Amount	%		Amount	%
Capital expenditure	**1,729**	20	1.2%	3,383	△580	△14.6%
Depreciation	**2,285**	284	14.2%	4,784	547	12.9%

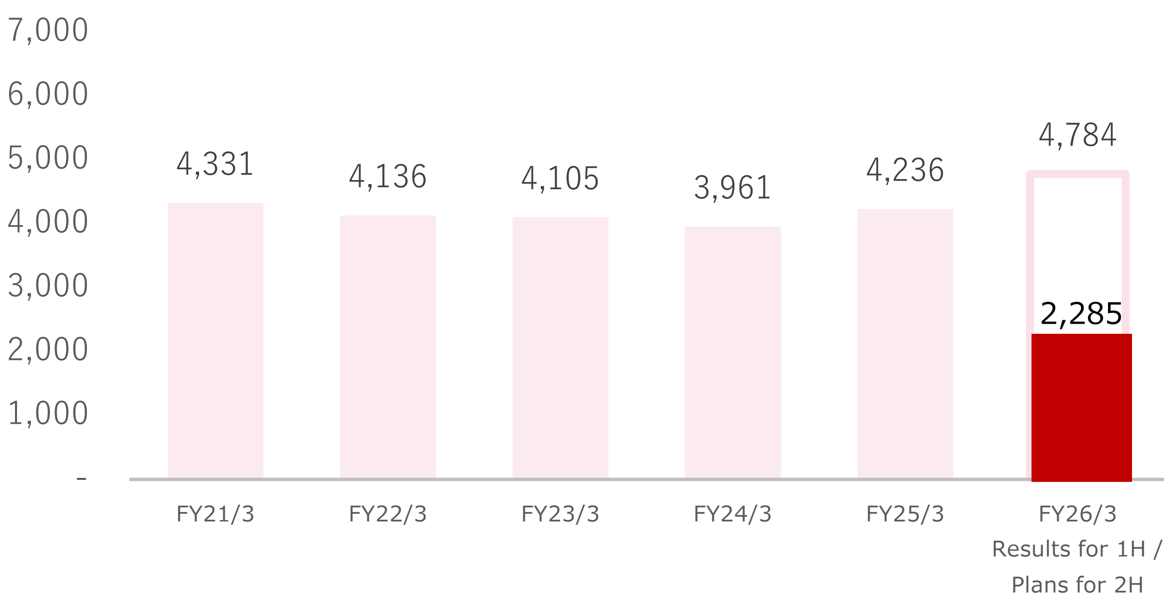
(Million yen)

Changes in Capital Expenditure



(Million yen)

Changes in Depreciation



Non-consolidated

Overview of TV TOKYO Profit and Loss

(Million yen)

	Accounting Period (July to September)				Cumulative Period ((April to September)			
	FY25/3 2Q	**FY26/3 2Q**	YoY change Amount	YoY change %	FY25/3 2Q	**FY26/3 2Q**	YoY change Amount	YoY change %
Net sales	28,134	**30,889**	2,755	9.8%	54,459	**60,996**	6,537	12.0%
Operating expenses	27,962	**27,903**	△ 59	△ 0.2%	53,702	**55,292**	1,590	3.0%
Operating income	171	**2,986**	2,814	−	756	**5,704**	4,947	653.6%
Ordinary income	130	**2,962**	2,831	−	1,980	**6,783**	4,802	242.5%
Profit before income taxes	129	**2,961**	2,831	−	1,979	**6,782**	4,802	242.6%

Overview of broadcasting businesses

		FY25/3 2Q	**FY26/3 2Q**	YoY change Amount	YoY change %	FY25/3 2Q	**FY26/3 2Q**	YoY change Amount	YoY change %
Broadcasting businesses sales (main items)	TIME (T)	12,151	**11,576**	△ 575	△ 4.7%	22,737	**22,457**	△ 279	△ 1.2%
	SPOT (S)	6,112	**7,917**	1,804	29.5%	12,694	**15,614**	2,919	23.0%
	T+S total	18,264	**19,493**	1,229	6.7%	35,432	**38,072**	2,640	7.5%
	Program sales	1,039	**1,031**	△ 7	△ 0.7%	2,088	**2,098**	10	0.5%
	Broadcasting businesses total sales	19,731	**20,960**	1,228	6.2%	38,454	**41,104**	2,649	6.9%
Broadcasting businesses expenses		16,701	**15,555**	△ 1,145	△ 6.9%	31,406	**30,881**	△ 525	△ 1.7%
Of which, broadcasting contents production expenses		9,931	**8,344**	△ 1,587	△ 16.0%	17,917	**16,557**	△ 1,360	△ 7.6%
Broadcasting businesses income		3,029	**5,404**	2,374	78.4%	7,047	**10,222**	3,174	45.0%

Overview of rights businesses

		FY25/3 2Q	**FY26/3 2Q**	YoY change Amount	YoY change %	FY25/3 2Q	**FY26/3 2Q**	YoY change Amount	YoY change %
Rights businesses sales	Anime	5,170	**5,703**	532	10.3%	10,341	**12,426**	2,085	20.2%
	Streaming business	2,931	**3,795**	863	29.5%	5,013	**6,631**	1,617	32.3%
	Events	189	**290**	100	53.1%	420	**552**	131	31.3%
	Rights businesses total sales	8,292	**9,789**	1,497	18.1%	15,775	**19,609**	3,834	24.3%
Rights businesses expenses		5,161	**5,777**	615	11.9%	9,718	**11,264**	1,545	15.9%
Rights businesses income		3,131	**4,012**	881	28.2%	6,056	**8,344**	2,288	37.8%

《Contents production expenses》

	FY20/3 1H	FY21/3 1H	FY22/3 1H	FY23/3 1H	FY24/3 1H	FY25/3 1H	FY26/3 1H
Total contents production expenses (broadcasting, anime, and streaming)	24,733	20,039	22,179	24,092	23,746	24,379	26,409

*The "Anime" category in the rights business revenue includes royalty income from secondary use of anime content, such as streaming, games, and merchandising.

* "Streaming business" of rights business sales includes revenues from content sales for external Streaming platforms, Streaming advertising such as TVer, TV Tokyo BIZ, movies, videograms, etc.

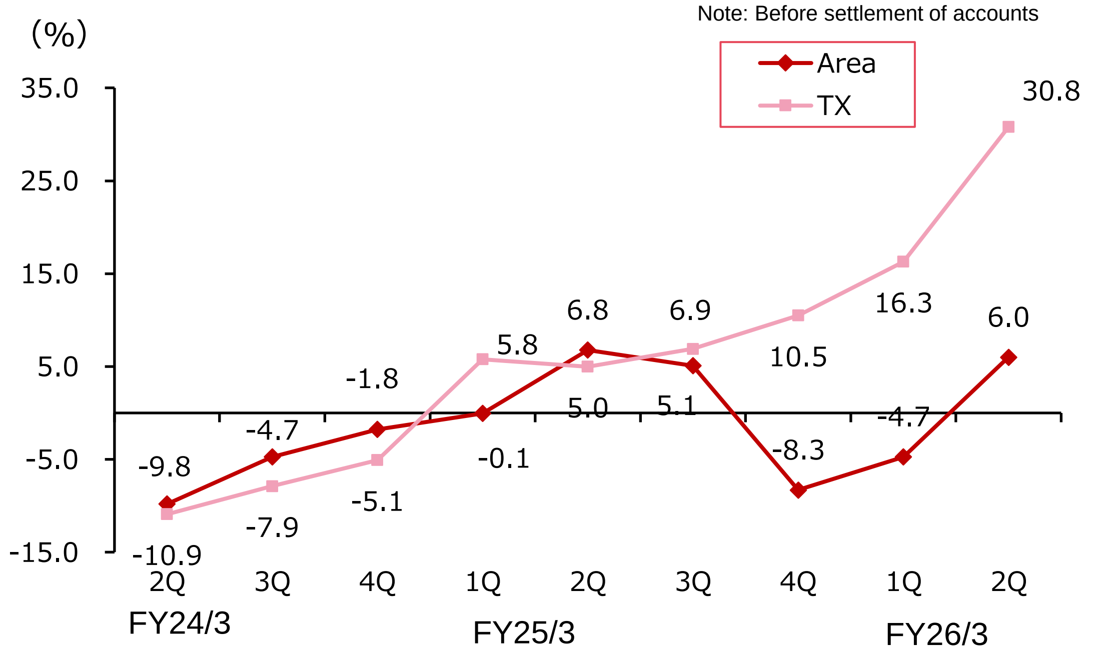
*Expenses related to contents production for terrestrial broadcasting, which were previously presented as "program production expenses" are presented as "broadcasting contents production expenses". In addition, expenses for TV TOKYO's contents production, including investment in the production committee for anime and streaming businesses, are presented as "Total contents production expenses." Expenses related to the Olympic Games are not included in "Total contents production expenses."

*Content production expenses for fiscal year 20/3 were incurred prior to the application of the new Accounting Standard for Revenue Recognition, etc., and are therefore estimated based on the application of the new Accounting Standard.

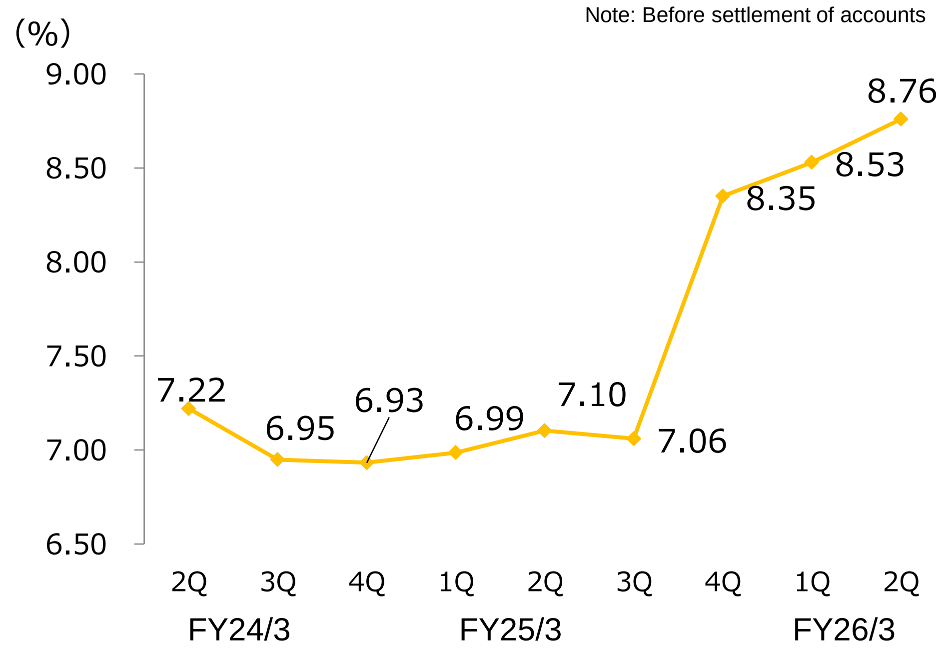
TV TOKYO Broadcasting Businesses

Non-consolidated

Changes in SPOT Percentage



Changes in Share of SPOT Area



Monthly results of Time and Spot

(Million yen)

	2025									2026		
	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.
TIME	3,557	3,759	3,567	3,903	3,888	3,786						
SPOT	2,661	2,446	2,510	2,641	2,548	2,752						
Total	6,218	6,205	6,076	6,544	6,436	6,539						

Note: Before settlement of accounts

Non-consolidated

TV TOKYO Broadcasting Businesses

2Q of the Fiscal Year Ending March 31, 2026 (Accounting Period: July to September) Ranking by SPOT Business Type

Business type	2Q composition ratio	Difference from the previous year's composition ratio	YoY change in sales
Restaurants/services	12.8%	△1.8pt	14.3%
Distribution/retail	11.2%	5.3pt	147.2%
Information/telecoms	10.2%	△0.9pt	19.7%
Financial/insurance	9.3%	△0.5pt	24.0%
Beverages/luxury foods	9.0%	△1.0pt	18.2%
Chemicals/pharmaceuticals	7.8%	1.9pt	72.1%
Transportation/leisure	7.0%	△0.9pt	15.4%
Foods	5.8%	△0.9pt	12.8%
Household appliances/AV/precision devices	4.7%	0.8pt	58.4%
Automobiles/related items	4.6%	△0.6pt	16.1%
Real estate/residential facilities	4.2%	△0.3pt	22.9%
Public sector/associations	2.3%	△0.1pt	27.1%
Hobbies/sports	2.2%	△1.2pt	△ 14.9%
Cosmetics/toiletries	2.2%	△0.6pt	3.4%
Energy/materials/machinery	1.8%	△0.7pt	△ 4.5%
Household furnishings and articles	1.5%	0.6pt	116.7%
Fashion/accessories	1.5%	1.0pt	301.9%
Education/medical services	1.4%	0.6pt	132.7%
Publishing	0.5%	△0.7pt	△ 44.9%

1H of the Fiscal Year Ending March 31, 2026 (Cumulative Period: April to September) Ranking by SPOT Business Type

Business type	1H composition ratio	Difference from the previous year's composition ratio	YoY change in sales
Restaurants/services	12.8%	△ 0.9pt	15.1%
Beverages/luxury foods	10.7%	△ 0.5pt	17.7%
Distribution/retail	10.3%	4.0pt	101.7%
Information/telecoms	9.0%	△ 1.3pt	7.5%
Financial/insurance	8.9%	△ 0.7pt	14.1%
Transportation/leisure	8.0%	△ 0.4pt	18.0%
Chemicals/pharmaceuticals	7.6%	1.3pt	48.6%
Foods	6.6%	△ 1.1pt	6.0%
Household appliances/AV/precision devices	4.7%	1.2pt	64.4%
Automobiles/related items	4.7%	△ 0.4pt	13.6%
Real estate/residential facilities	3.3%	△ 0.2pt	16.8%
Cosmetics/toiletries	2.6%	△ 0.6pt	△ 0.7%
Public sector/associations	2.1%	0.5pt	66.5%
Hobbies/sports	2.1%	△ 1.8pt	△ 33.8%
Energy/materials/machinery	2.0%	△ 0.0pt	21.9%
Household furnishings and articles	1.8%	0.0pt	26.0%
Fashion/accessories	1.4%	0.8pt	188.7%
Education/medical services	1.0%	0.3pt	69.8%
Publishing	0.5%	△ 0.2pt	△ 12.9%

Non-consolidated

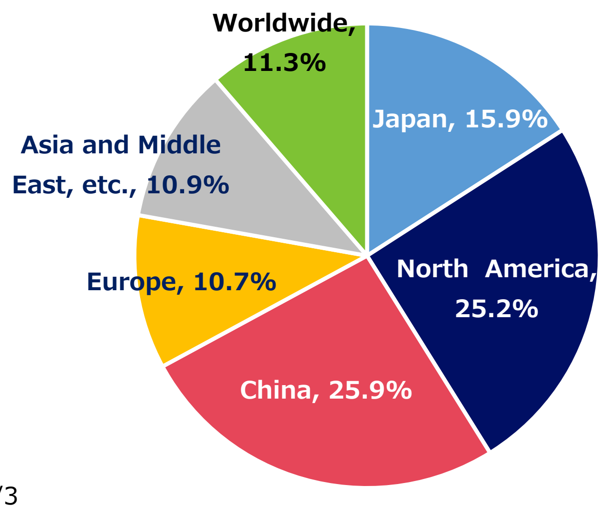
TV TOKYO Rights Businesses (Anime)

Anime First Half-Year Sales Categories

(Million yen)

Regional Category	FY26/3 1H	YoY change Amount	YoY change %	% of total
Japan	1,975	△ 552	△ 21.8%	15.9%
Overseas	10,451	2,637	33.7%	84.1%
Anime Total	12,426	2,085	20.2%	

Anime Net Sales by Overseas Area



Note： 1H of FY26/3

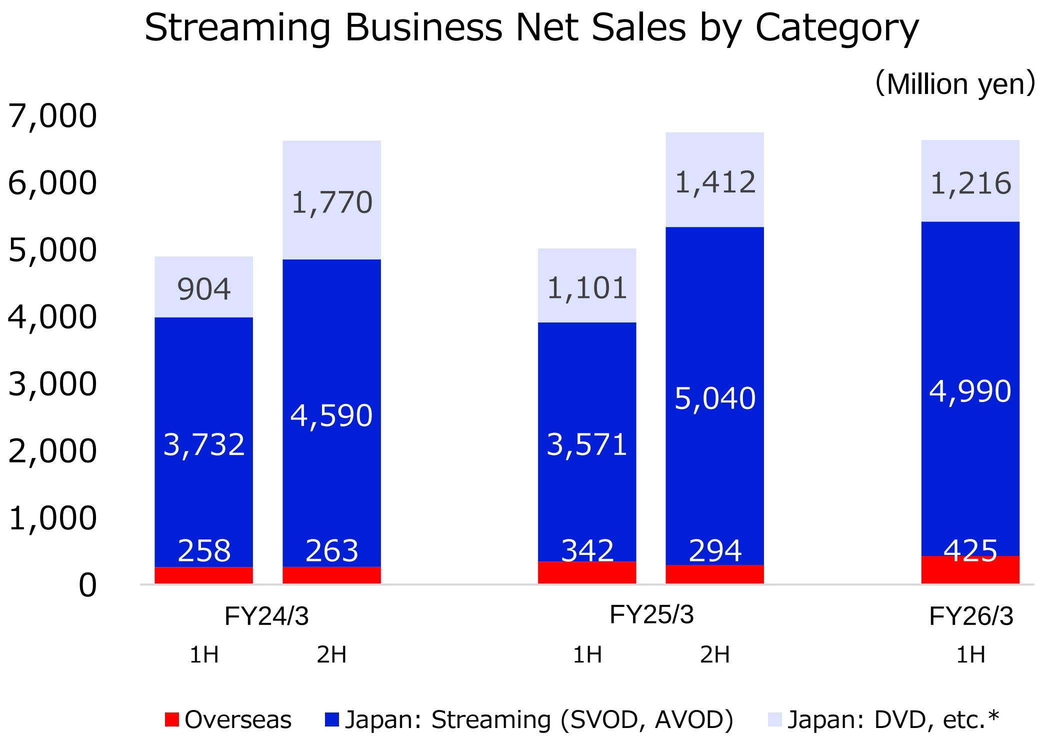
Anime First Half-Year Ranking by Title

Net sales
① NARUTO
② BORUTO
③ YU-GI-OH!
④ Pokémon
⑤ BLEACH

Note: 1H of FY26/3

Non-consolidated

TV TOKYO Rights Businesses (Streaming Business)



* Sales such as packaged sales of DVD, etc., and box office revenue.

Contents First Half-Year Ranking by Title

Net Sales
① Drama 『The Laughing Salesman』
② Drama 9『Missing Persons Unit: The Lost Truth』
③ Drama 9『The Noh Mask Prosecutor』
④ Drama 23『Replica Revenge of the Ex-Wife』
⑤ International table tennis competitions

Note: 1H of FY26/3

Non-consolidated

BS TV TOKYO Broadcasting Businesses

(Million yen)

	Accounting Period (July to September)				Cumulative Period ((April to September)			
	FY25/3 2Q	**FY26/3 2Q**	YoY change Amount	YoY change %	FY25/3 2Q	**FY26/3 2Q**	YoY change Amount	YoY change %
Net sales	3,928	**3,961**	33	0.9%	7,760	**7,843**	83	1.1%
TIME	2,489	**2,498**	9	0.4%	4,896	**4,896**	0	0.0%
SPOT	1,270	**1,291**	21	1.7%	2,529	**2,567**	37	1.5%
Others	169	**171**	2	1.4%	335	**379**	44	13.4%
Operating expenses	3,243	**3,292**	48	1.5%	6,512	**6,627**	114	1.8%
Cost of sales, Program production expenses	1,476	**1,562**	85	5.8%	3,016	**3,147**	131	4.3%
Other expenses	763	**748**	△ 15	△ 2.0%	1,512	**1,536**	24	1.6%
Indirect expenses	1,003	**981**	△ 21	△ 2.2%	1,984	**1,943**	△ 40	△ 2.1%
Operating income	684	**669**	△ 15	△ 2.2%	1,247	**1,215**	△ 31	△ 2.5%

Consolidated

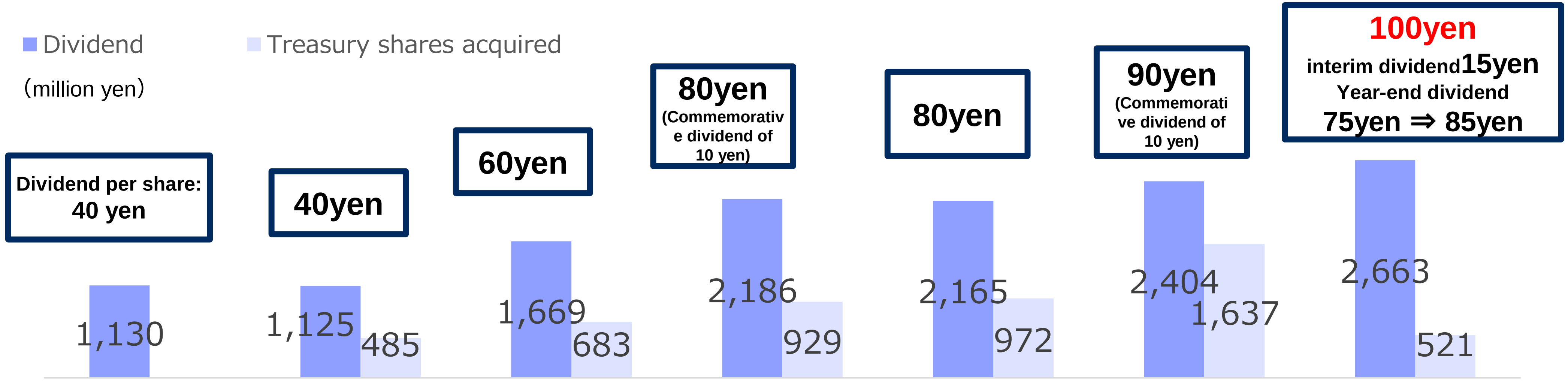
Shareholder Returns Raise annual dividend forecast from 90 yen to 100 yen

Dividend policy

The Company recognizes shareholder returns as one of its important management issues and always works on stable and continuous dividend payments based on sharing the fruits of growth with stakeholders in a balanced manner. In addition to stable annual dividend of 20 yen per share as a minimum, the Company aims for dividend payout ratio of 30% on a consolidated basis as dividends linked to business results, and aims to increase this to 35% over the medium- to long-term.

Acquisition of treasury shares

Acquisition of treasury shares will be considered in accordance with laws and regulations specific to the broadcasting industry while taking into consideration tradable share ratio and other factors.



	FY20/3	FY21/3	FY22/3	FY23/3	FY24/3	FY25/3	FY26/3 Forecast
Payout ratio	43.7%	43.9%	27.9%	32.8%	32.2%	40.1%	34.6%
Total payout ratio	43.7%	62.6%	39.1%	46.3%	46.6%	67.0%	41.4%

*Total payout ratio = (total amount of dividends + total amount of treasury shares acquired)/profit attributable to owners of parent
*The forecast of dividend payout ratio and total return ratio for FY 25 is calculated based on the full-year forecast as of November 5, 25.

Consolidated

Full-Year Financial Results Forecasts for the Fiscal Year Ending March 31, 2026

【The full-year consolidated earnings forecast for the fiscal year ending March 31 2026 has changed since the previous announcement.】

(Million yen)

	FY25/3 results	FY26/3 forecasts previous—A 2025/5/14	Comparison with FY25/3 results		FY26/3 forecasts latest—B 2025/7/31	Comparison with FY25/3 results		Change from the previous forecasts (B-A)	
			Amount	%		Amount	%	Amount	%
Net sales									
Terrestrial and BS broadcasting	98,696	**100,757**	2,060	2.1%	**101,757**	3,060	3.1%	1,000	1.0%
Anime and streaming	46,923	**48,311**	1,387	3.0%	**52,141**	5,217	11.1%	3,829	7.9%
Shopping and other	17,183	**17,740**	556	3.2%	**17,321**	137	0.8%	△ 418	△ 2.4%
Total consolidated net sales	155,837	**159,000**	3,162	2.0%	**164,000**	8,162	5.2%	5,000	3.1%
Expenses									
Terrestrial and BS broadcasting	94,627	**96,320**	1,692	1.8%	**96,294**	1,667	1.8%	△ 25	△ 0.0%
Anime and streaming	42,672	**43,081**	408	1.0%	**46,079**	3,406	8.0%	2,997	7.0%
Shopping and other	16,498	**16,989**	491	3.0%	**16,563**	64	0.4%	△ 426	△ 2.5%
Total consolidated operating expenses	148,047	**150,000**	1,952	1.3%	**153,000**	4,952	3.3%	3,000	2.0%
Operating income									
Terrestrial and BS broadcasting	4,069	**4,437**	367	9.0%	**5,463**	1,393	34.2%	1,026	23.1%
Anime and streaming	4,250	**5,229**	978	23.0%	**6,061**	1,810	42.6%	831	15.9%
Shopping and other	685	**750**	64	9.5%	**758**	73	10.7%	8	1.1%
Total consolidated operating income	7,789	**9,000**	1,210	15.5%	**11,000**	3,210	41.2%	2,000	22.2%
Consolidated ordinary income	8,255	**9,400**	1,144	13.9%	**11,400**	3,144	38.1%	2,000	21.3%
Profit (loss) attributable to owners of parent	6,034	**6,800**	765	12.7%	**7,700**	1,665	27.6%	900	13.2%

Note: Explanation of the proper use of financial results forecast and other notes
The financial results forecast and other forward-looking statements in this material are based on information that is currently available to the Company and certain assumptions that are deemed reasonable by the company.
A range of factors including trends in economic activity could cause actual business results to differ significantly.

Non-consolidated

TV TOKYO Full-Year Financial Results Forecasts for the Fiscal Year Ending March 31, 2026

【TV TOKYO full-year earnings forecast for the fiscal year ending March 31 2026 has changed since the previous announcement. 】

(Million yen)

	FY25/3 results	FY26/3 forecasts previous—A 2025/5/14	Comparison with FY25/3 results		FY26/3 forecasts latest—B 2025/7/31	Comparison with FY25/3 results		Change from the previous forecasts (B-A)	
			Amount	%		Amount	%	Amount	%
Net sales	115,836	**121,912**	6,075	5.2%			7.7%	2,787	2.3%
Operating expenses	110,147	**114,899**	4,751	4.3%			5.5%	1,260	1.1%
Operating income	5,688	**7,012**	1,324	23.3%	**8,539**	2,851	50.1%	1,526	21.8%
Ordinary income	7,003	**8,155**	1,152	16.5%	**9,657**	2,654	37.9%	1,501	18.4%
Profit before income taxes	7,208	**8,155**	947	13.1%	**9,656**	2,448	34.0%	1,500	18.4%

Overview of broadcasting businesses

	FY25/3 results	FY26/3 forecasts previous—A	Comparison Amount	Comparison %	FY26/3 forecasts latest—B	Comparison Amount	Comparison %	Change Amount	Change %
Broadcasting businesses sales (main items) TIME (T)	44,924	**44,851**	△ 72	△ 0.2%	**45,067**	143	0.3%	216	0.5%
SPOT (S)	28,158	**30,376**	2,218	7.9%	**31,147**	2,988	10.6%	770	2.5%
T+S total	73,083	**75,228**	2,145	2.9%	**76,215**	3,132	4.3%	986	1.3%
Program sales	4,279	**4,290**	10	0.3%	**4,279**	0	0.0%	△ 10	△ 0.2%
Broadcasting businesses total sales	78,973	**81,182**	2,208	2.8%	**82,165**	3,191	4.0%	982	1.2%
Broadcasting businesses expenses	62,102	**62,772**	669	1.1%	**63,386**	1,284	2.1%	614	1.0%
vhich, broadcasting contents production expenses	34,394	**34,300**	△ 94	△ 0.3%	**34,650**	255	0.7%	350	1.0%
Broadcasting businesses income	16,871	**18,410**	1,538	9.1%	**18,778**	1,907	11.3%	368	2.0%

Overview of rights businesses

	FY25/3 results	FY26/3 forecasts previous—A	Comparison Amount	Comparison %	FY26/3 forecasts latest—B	Comparison Amount	Comparison %	Change Amount	Change %
Rights businesses sales Anime	23,103	**24,080**	976	4.2%	**26,171**	3,067	13.3%	2,090	8.7%
Streaming business	11,759	**14,368**	2,609	22.2%	**14,297**	2,538	21.6%	△ 71	△ 0.5%
Events	1,536	**1,687**	151	9.8%	**1,492**	△ 44	△ 2.9%	△ 195	△ 11.6%
Rights businesses total sales	36,398	**40,136**	3,737	10.3%	**41,960**	5,561	15.3%	1,824	4.5%
Rights businesses expenses	22,070	**24,161**	2,091	9.5%	**25,524**	3,454	15.7%	1,363	5.6%
Rights businesses income	14,328	**15,974**	1,646	11.5%	**16,436**	2,107	14.7%	461	2.9%

Note: Explanation of the proper use of financial results forecast and other notes
The financial results forecast and other forward-looking statements in this material are based on information that is currently available to the Company and certainassumptions that are deemed reasonable by the company.
A range of factors including trends in economic activity could cause actual business results to differ significantly.
Expenses related to contents production for terrestrial broadcasting, which were previously presented as “program production expenses” are presented as “broadcasting contents production expenses.

Reference Materials

Consolidated

Overview of Business Segments

<table>
<tr><th>Segments</th><th>Operating Companies</th><th colspan="2">Business Category</th><th>Main Business Operations</th></tr>
<tr><td rowspan="3">Terrestrial and
BS broadcasting
businesses</td><td>TV TOKYO Corporation</td><td colspan="2">Broadcasting businesses</td><td>Broadcasting revenue through terrestrial broadcasting, sale of broadcast programs to other broadcasters</td></tr>
<tr><td colspan="3">BS TV TOKYO Corporation</td><td>Broadcasting revenue through BS broadcasting, sale of broadcast programs to other broadcasters</td></tr>
<tr><td colspan="3">TV TOKYO Medianet, Inc. and five other companies</td><td>Businesses that supplement broadcasting itself, such as program sales in Japan, program production, and broadcasting operations</td></tr>
<tr><td rowspan="6">Anime and
streaming businesses</td><td rowspan="4">TV TOKYO Corporation</td><td rowspan="4">Rights businesses</td><td>Anime</td><td>Business revenue using peripheral rights for anime broadcast programs</td></tr>
<tr><td rowspan="2">Streaming business</td><td>Business revenue using peripheral rights for non-anime broadcast programs</td></tr>
<tr><td>Box-office revenue through investment in movies, and business revenue by using peripheral rights</td></tr>
<tr><td>Events</td><td>Box-office revenue by organizing events, etc.</td></tr>
<tr><td colspan="3">TV TOKYO Music Corporation
AT-X Corporation</td><td>Music publishing business, paid CS broadcasting channel business</td></tr>
<tr><td colspan="3">TV TOKYO Communications Corporation</td><td>Development, operations, and advertising businesses of digital media such as video streaming</td></tr>
<tr><td>Shopping and
other businesses</td><td colspan="3">TV TOKYO Direct, Inc. and three other companies</td><td>TV shopping, e-commerce business, services within the Group, etc.</td></tr>
</table>

* In line with the current profit structure, from the fiscal year ending March 31, 2024, there are three segments: “terrestrial and BS broadcasting businesses,” “anime and streaming businesses,” and “shopping and other businesses.”

Non-consolidated TV TOKYO Broadcasting Businesses

Individual Viewing Rates Results for FY26/3 July Broadcasting

	All TV stations	TX Viewing rate	TX Share of total	NTV	TV Asahi	TBS	Fuji Television	NHK	Others
Golden Hours 19:00-22:00	29.5	**2.8**	**9.3**	5.0	4.8	5.0	3.3	4.7	3.9
	-0.5	**-0.2**	**-0.4**	-0.2	-0.2	+0.8	-0.1	-0.8	-0.1
All day 06:00-24:00	17.8	**1.1**	–	3.3	3.3	2.9	2.0	2.9	2.5
	-0.3	**±0**	–	-0.1	-0.2	+0.1	-0.2	-0.3	+0.1
Prime Time 19:00-23:00	27.5	**2.5**	–	4.7	4.9	4.7	3.2	4.1	3.4
	-0.4	**-0.1**	–	-0.2	-0.1	+0.6	-0.2	-0.7	-0.1

Individual Viewing Rates Results for FY26/3 1H

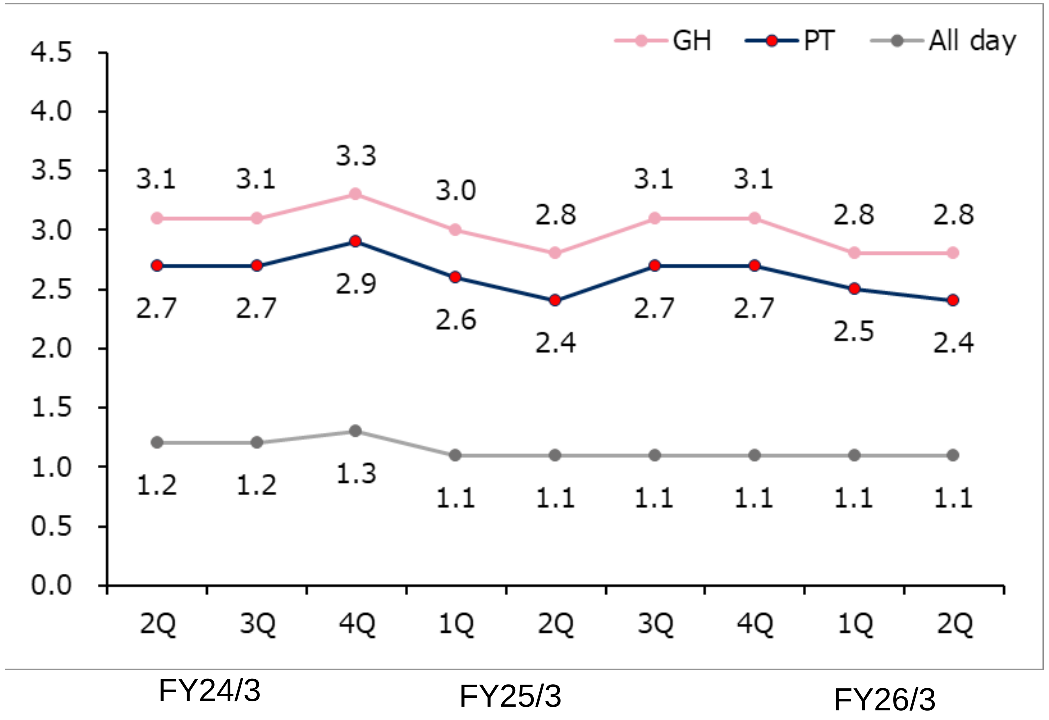
	All TV stations	TX Viewing rate	TX Share of total	NTV	TV Asahi	TBS	Fuji Television	NHK	Others
Golden Hours 19:00-22:00	29.8	**2.8**	**9.5**	5.0	4.8	4.5	3.4	4.8	3.9
	-0.8	**-0.2**	**-0.4**	-0.1	-0.2	+0.3	±0	-0.3	-0.2
All day 06:00-24:00	18.1	**1.1**	–	3.2	3.3	2.7	2.0	2.8	2.4
	-0.6	**±0**	–	-0.1	-0.1	±0	-0.2	-0.1	±0
Prime Time 19:00-23:00	27.7	**2.4**	–	4.6	4.9	4.3	3.3	4.1	3.5
	-0.8	**-0.2**	–	-0.2	-0.1	+0.3	±0	-0.4	-0.1

（Surveyed by Video Research Ltd.; Kanto region)

Upper figures: Viewing rates (%)
Lower figures: YoY change (% points)
Share of total: Percentage of the total viewing rate for all TV stations accounted for by the Company

Changes in Individual Viewing Rates

(%)



Inquiries

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