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Notice Regarding Upward Revision of the 2025-27 Medium-Term Management Plan and Enhancement of Shareholder Returns

At the Board of Directors meeting held today, the Company resolved to revise upward the numerical targets of the "2025-27 Medium-Term Management Plan" announced on May 14, 2025. In addition, the Company has resolved to enhance shareholder returns in line with business growth, as described below.

1. Upward Revision of Numerical Targets

(Initial Plan)

	FY2023 Actual	FY2024 Actual	FY2025 Plan	FY2026 Plan	FY2027 Plan
Net sales	148.6 billion yen	155.8 billion yen	157 billion yen	160.5 billion yen	165 billion yen
Operating profit	8.84 billion yen	7.79 billion yen	8 billion yen	9.5 billion yen	11.5 billion yen
Net profit	6.74 billion yen	6.03 billion yen	6.3 billion yen	7.2 billion yen	8.4 billion yen
ROE	7.0%	6.0%	6.1%	6.8%	7.7%



(Revised Plan)

	FY2025 Actual	FY2026 Plan	FY2027 Plan
Net sales	164.9 billion yen	168 billion yen	173 billion yen
Operating profit	11.4 billion yen	11.5 billion yen	12.5 billion yen
Net profit	7.7 billion yen	8 billion yen	8.9 billion yen
ROE	7.4%	7.5%	7.9%

The "2025-27 Medium-Term Management Plan" represents the first three years of the ten-year period outlined in the long-term vision "TV TOKYO VISION 2035," and presents strategies and specific initiatives aligned with this long-term vision.

In fiscal 2025, the first year of the plan, "Anime and Streaming business," positioned as our "growth engine," performed strongly with robust royalty revenues from overseas games related to

"NARUTO/BORUTO," resulting in segment profit growth of 1.5 times. In addition, the increase in CM unit prices in the broadcasting business also contributed to achieving record highs in all financial metrics: net sales, operating profit, ordinary profit, and net profit. Based on our policy to further advance revenue structure reforms centered on "Anime and Streaming business," our growth engine, we are revising upward the numerical targets of the 2025-27 Medium-Term Management Plan.

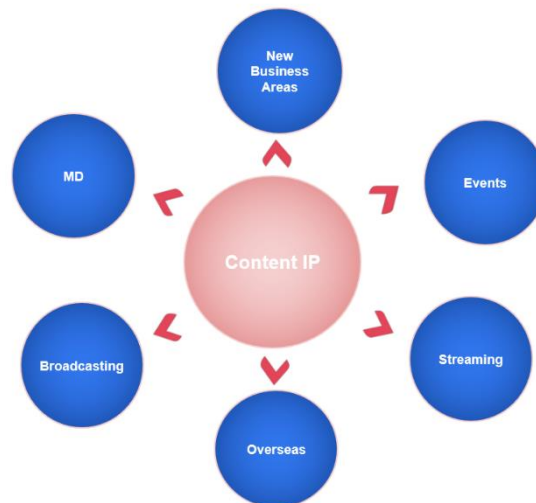
Regarding the business plan underlying the numerical targets, we will further promote our "CaaS (Content as a Service)" strategy, which develops business in multiple directions starting from content and IP (intellectual property), and accelerate our progress toward becoming a global IP media company. We will make every effort to strengthen existing content in various fields such as dramas, Anime, variety shows, and sports, as well as to create new hit content and new IP. In addition to further expanding total content production costs (broadcasting, Anime, streaming, and events), we will also proceed with M&A and partnerships with companies where synergies are expected.

2. Enhancement of Shareholder Returns

We will enhance shareholder returns in line with business growth. Our new shareholder return policy is to target a consolidated dividend payout ratio of 35% and aim for a total return ratio of approximately 40% (previously "targeting a dividend payout ratio of 30% and aiming for 35% over the medium to long term"). We will clarify our stance on continuous dividends linked to profit growth, and abolish the previously established policy of a minimum dividend of 20 yen.

The TV TOKYO Group will further strengthen its content production capabilities, focus on the global expansion of content and IP, and evolve into a "Global IP Media." We will promote operational reforms, actively utilize technology and AI, and further advance productivity improvements through DX of core systems in which we have made large-scale investments. We will respect human rights, including those of our business partners, and continue to be a media trusted by society.

○CaaS Strategy (Contents as a Service) *Image



*Explanation regarding the appropriate use of business forecasts and other special notes

The forward-looking statements such as business forecasts contained in this material are based on information currently available to the Company and certain assumptions deemed reasonable.

Actual results may differ significantly depending on trends in economic activity and other factors.