

Asahi Broadcasting Group Holdings (9405)

FY03/2026
Interim Financial Report

GIR View



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Interim Overview for FY
Ending March 31, 2026
(Q2)

■ TV Spot Advertising Revenue Expands While Broadcasting and Content Business Turns Profitable

Overview:

Asahi Broadcasting Group Holdings (“the company”) announced its consolidated financial results for the six months ended September 30, 2025 (interim) on November 10, 2025. The results showed net sales of ¥46.6 billion (up 12.1% year-on-year), operating profit of ¥1.28 billion (returning to profitability year-on-year), ordinary profit of ¥1.29 billion (returning to profitability), and profit attributable to owners of parent of ¥2.40 billion (returning to profitability year-on-year), resulting in strong earnings.

Leveraging its high television viewer ratings, the company effectively translated favorable factors—a robust TV advertising market, the Expo 2025 Osaka, Kansai, Japan, and the Hanshin Tigers’ league championship—into solid earnings. While strong TV spot advertising sales contributed significantly, the lifestyle business also saw increased net sales and profit. Balance sheet reforms progressed, including the recording of gains from the sale of non-current assets (such as parking lots and other rental properties). Overall, the financial results were solid and of impressive quality.

Breakdown by Segment:

Results by Consolidated Segment

The broadcasting and content business posted large **increases in net sales and profits**. The lifestyle business also saw **an increase in net sales and profits** due to the impact of the new consolidation.

Broadcasting and Content					Lifestyle				
	H1 FY3/2025 (Apr-Sep 2024)	H1 FY3/2026 (Apr-Sep 2025)	YoY	% Change		H1 FY3/2025 (Apr-Sep 2024)	H1 FY3/2026 (Apr-Sep 2025)	YoY	% Change
Net Sales	35,198	39,881	4,683	13.3%	Net Sales	6,459	6,805	346	5.4%
Broadcasting*	25,682	27,356	1,673	6.5%	Housing	4,205	4,763	557	13.3%
Content*	9,486	12,461	2,975	31.4%	At-home shopping	1,586	1,368	(218)	(13.7)%
Other	29	63	34	116.0%	Golf	492	522	30	6.2%
Operating Profit	(858)	1,219	2,078	—	Other	174	151	(23)	(13.4)%
					Operating Profit	7	79	71	986.5%

*Beginning with FY3/2026, revenue from TV program streaming, etc., of ABC TV has been moved from broadcasting business revenue to content business revenue. Therefore, the broadcasting and content business figures for FY3/2025 are for reference, calculated using the same method.
(Note) Operating profit related to items not allocated to a specific segment includes Adjustments (-308 million yen for H1 FY3/2025; -18 million yen for H1 FY3/2026).

Source: “Financial Supplementary Materials for the Six Months Ended September 30, 2025” company materials

GIR View (cont.)

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Interim Overview for FY
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The broadcasting and content business achieved significant growth in both net sales and profit. In broadcasting, viewer ratings in the Kansai region led all four major categories for the third consecutive half-year, a first in the station's history. Against this backdrop, spot advertising sales increased by 9.1% (a substantial increase of ¥1.27 billion), driven by both increased ad spending in the Kansai region and a rise in market share.

Costs are also being appropriately controlled. Regarding content, contributions included increased net sales from events, such as those related to the Expo 2025 Osaka, Kansai, Japan, and increased TVer sales (video streaming) (up approximately 50%). Furthermore, looking at the operating profit/loss of the three major anime-related subsidiaries, their losses have decreased year-on-year.

The lifestyle business is seeing the effects of new consolidation.

ABC TV Viewer Ratings in Kansai Region for April - September 2025* [Individual All]

In addition to the strong performance of various regular programs, including high school baseball related programming and Hanshin Tigers league championship, we won viewer ratings for four slots. Winning four slots in three consecutive half-year periods was a great achievement, and a first ever since the station's inception.

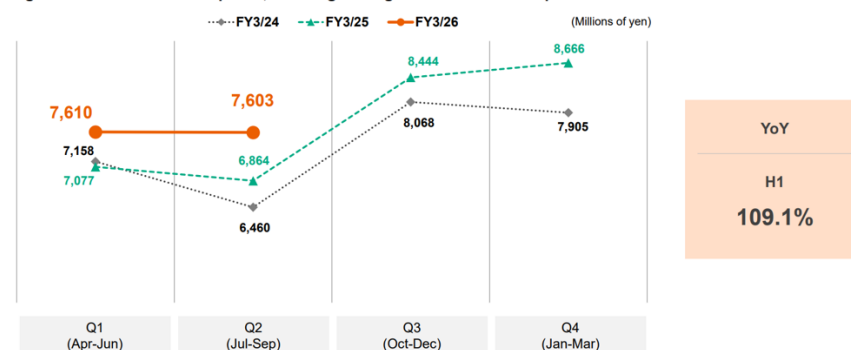
	All Day (6:00-24:00)	Golden Time (19:00-22:00)	Prime Time (19:00-23:00)	Prime 2 (23:00-25:00**)	
1	ABC 3.4%	ABC 4.9%	ABC 5.2%	ABC 2.6%	ABC (TV Asahi network)
2	MBS・KTV・YTV 2.9%	YTV 4.7%	KTV・YTV 4.4%	YTV 2.3%	MBS (TBS network)
3	*** ***	KTV 4.5%	*** ***	MBS 2.0%	KTV (Fuji TV network)
4	*** ***	MBS 4.4%	MBS 4.3%	KTV 1.7%	YTV (Nippon TV network)
5	NHK 2.5%	NHK 4.1%	NHK 3.6%	NHK 0.9%	NHK

(*March 31 to September 28, 2025 / Source: Video Research)

**1:00 a.m. the next day

ABC TV Spot Revenue (Quarterly Performance)

Increased spot sales in the local market amid a booming TV ad market. We expanded our market share and negotiated increased ad unit prices, resulting in a significant increase in spot sales revenue.



Source: "Financial Supplementary Materials for the Six Months Ended September 30, 2025" company materials

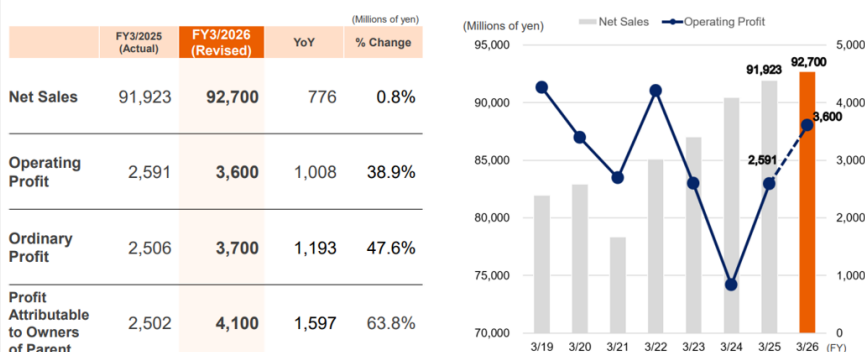
GIR View (cont.)

■ FY2026 Forecast Revised Upward Along With a Dividend Increase

The company has revised upward its full-year consolidated financial results forecast for the fiscal year ending March 31, 2026 and increased its dividend. The revision is based on strong performance in the first half and the expectation that the second half will proceed as initially projected. Net sales are projected at ¥92.7 billion (up 0.8% year-on-year), operating profit at ¥3.6 billion (up 38.9%), ordinary profit at ¥3.7 billion (up 47.6%), and profit attributable to owners of parent at ¥4.1 billion (up 63.8%). The dividend per share is ¥8 for the interim period (up ¥2 year-on-year; up ¥2 from the initial forecast), ¥10 for the year-end (up ¥3 year-on-year; up ¥2 from the initial forecast), and ¥18 for the full year (up ¥5 year-on-year; up ¥4 from the initial forecast).

■ FY3/2026 Consolidated Financial Results Forecasts (Revised in November)

We revised our full-year forecasts upward, reflecting the strong performance of the broadcasting and content business through the first half of the fiscal year.



■ FY3/2026 Financial Results Forecasts by Segment (Revised in November)

		FY3/2025 (Actual)	FY3/2026 (As of May)	FY3/2026	YoY	% Change
Net Sales	Broadcasting and Content (Total)	78,529	78,100	78,800	270	0.3%
	Broadcasting*	56,997	53,900	56,300	(697)	(1.2)%
	Content*	21,475	24,100	22,400	924	4.3%
	Other	56	100	100	43	77.8%
	Lifestyle (Total)	13,394	14,400	13,900	505	3.8%
	Housing	8,804	9,400	9,400	595	6.8%
Operating Profit	At-home shopping	3,277	3,600	3,200	(77)	(2.4)%
	Golf	1,017	1,000	1,000	(17)	(1.7)%
	Other	295	400	300	4	1.6%
	Adjustments	(471)	(400)	(100)	371	—

*Beginning with the FY3/2026, revenue from TV program streaming, etc., of ABC TV will be moved from broadcasting business revenue to content business revenue. Therefore, broadcasting and content business revenues for FY3/2025 are for reference, calculated using the same method.

Source: "Financial Supplementary Materials for the Six Months Ended September 30, 2025" company materials

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FY03/2026 Full-year
Company Forecast

GIR View (cont.)

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Progress on
Formulating the
Next Medium-Term
Management Plan
and Topics Related
to Content
Production

■ Formulating the Next Medium-term Management Plan

A new management structure was established in October 2024. The company has identified challenges within its current medium-term management strategy 2021-2025 *NEW HOPE* and has been advancing four projects as part of its Next-Generation Group Reform Project. The project aims to improve profitability and reform the company's businesses, and progress is on schedule. The Future Vision Formulation Project is currently underway, and the next medium-term management plan is scheduled for announcement in spring 2026.

Creation of the next medium-term management plan is in progress

The Company's recent performance has improved significantly.
Work on the next medium-term management plan is underway, scheduled to be announced in spring 2026.



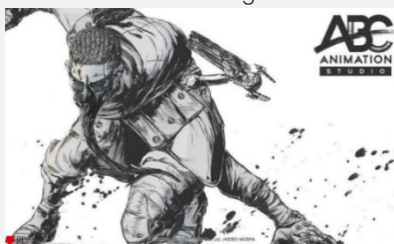
Source: "Presentation for the Six Months Ended September 30, 2025" company materials

■ Topics Related to Content Production

During the most recent financial results briefing, the following topics were introduced regarding strengthening content production capabilities and expanding content overseas. The company is moving forward with the creation of strong IP through co-creation, multi-use IP development, and enhanced group collaboration within its broadcasting and content business. These initiatives demonstrate advancements being achieved in these areas, fueling much anticipation as we look to future developments.

Developing Markets Overseas — Hollywood Co-Production Also Begins

Production has begun on the animated film *DEATH STRANDING MOSQUITO* (working title). Based on the open-world game *DEATH STRANDING*, which has accumulated 20 million players, this animated film is a co-production between KOJIMA PRODUCTIONS, Hollywood, and ABC ANIMATION.



© KOJIMA PRODUCTIONS Co., Ltd.

Source: "Presentation for the Six Months Ended September 30, 2025" company materials

GIR View (cont.)

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Progress on
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Plan and
Topics Related to
Content Production

Focusing on Next-Generation Creator Development

— Selected as an Affiliate of the Tokyo Metropolitan Government Project

ABC ANIMATION has been selected as an affiliate of the Project to Support the Development of Animators and Other Talented People Who Will Spread Their Wings Across the World. AtelierLab, located inside the Tokyo Contents Incubation Center, is designed for one-stop production of anime and manga works, from animation to voice recording and editing. As a project affiliate, ABC ANIMATION is supporting business development for next-generation creators through knowledge and expertise in cutting-edge technologies, matching opportunities with content providers and other potential business partners.



Creator's WORKING LAB (High-performance PCs)



EDITING ROOM (Post-production)



SOUNDSTAGE (Recording Booth & Control Room)



MOTION CAPTURE studio

Source: "Presentation for the Six Months Ended September 30, 2025" company materials

Developing Markets Overseas

— Accelerating Co-Creation With International Partners



Two Works Awarded at the "ContentAsia Awards 2025" International Competition

Miracle100, a joint production with companies in South Korea and Singapore, won Gold in two categories. This marks the first time in the competition's history that a single work has won awards in two categories.

GIR View (cont.)

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Progress on
Formulating
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Plan and
Topics Related to
Content Production



The Secret Gameshow Season 2, developed with NBCUniversal Formats, also won Silver.

Joint Development of Original Scripted Dramas With a Global Content Studio

The company has formed a business alliance with IMAGINUS, a premium content production studio in South Korea, and is currently developing original scripted dramas.



IMAGINUS: A global content studio established by a group of creators, including the producers, directors, and scriptwriters of many popular South Korean productions.

Source: "Presentation for the Six Months Ended September 30, 2025" company materials

■ Focusing on FY03/2026 Results, FY03/2027 Targets, and the Next Medium-term Management Plan

The company's share price had been trading sideways for many years but entered an upward trajectory in 2025. Although the share price underwent a temporary correction coinciding with the end of the Expo 2025 Osaka, Kansai, Japan, it rebounded sharply following the latest financial results announcement and is currently trading near its year-to-date high (¥850). The expected PER remains in the 8x range, and the PBR is only 0.4x, indicating little overheating in terms of stock valuation metrics.

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Points of Focus
Moving Forward

GIR View (cont.)

However, ROE is expected to remain in the 5% range. Therefore, the potential for future share price appreciation hinges on the following: the extent of upside potential in this fiscal year's performance; whether the company can sustain net sales and profit growth throughout the next fiscal year; and whether the next medium-term management plan, scheduled for announcement next spring, outlines strategies to raise the ROE level.

That brings the key focus down to three specific points.

The first key focus is related to the results of the fiscal year ending March 31, 2026. While the full-year forecast has been revised upward, this reflects the better-than-expected performance in the first half, and the company appears to be maintaining its initial outlook for the second half. Particularly noteworthy is the company's assessment that the positive effect stemming from compliance issues at a competing broadcaster in the latter half of the previous fiscal year will diminish. The company's spot advertising business continues to perform solidly, suggesting the current full-year forecast is likely to hold firm. The immediate focus is whether the full-year forecast will be revised upward in the third-quarter financial results report.

The second key focus looks to the financial results forecast for the fiscal year ending March 31, 2027. The first half of this fiscal year benefited from high television viewer ratings, maximizing tailwinds like the Expo 2025 Osaka, Kansai, Japan. Therefore, the next point of focus is the performance outlook for the next fiscal year (especially the first half) once these external factors have run their course.

The third and final key focus brings our attention to the details of the next medium-term management plan. Of particular interest are the company's efforts to optimize its business portfolio on an ongoing basis, maximize the value of its content business by leveraging the strength of its broadcasting business, achieve stable profit growth in its anime business, expand content overseas, further optimize the balance sheet while expanding growth investments, and strengthen shareholder return policies. Investors are eagerly anticipating how the next medium-term management plan (scheduled for release in spring 2026) will present targets and policies regarding capital efficiency (improving PBR).

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Points of Focus
Moving Forward



GIR View (cont.)

Consolidated Results										Share Price ¥845 (12/17/2025)
Fiscal Year	Net Sales (¥ mn)	YoY (%)	Operating Profit (¥ mn)	YoY (%)	Ordinary Profit (¥ mn)	YoY (%)	Profit (¥ mn)	YoY (%)	EPS (¥)	PER (X)
FY03/2021	78,344	(5.5)	2,694	(20.5)	3,033	(16.5)	(930)	Loss	(22.7)	n.a.
FY03/2022	85,100	8.6	4,203	56.0	4,792	58.0	2,671	Profit	65.0	13.0
FY03/2023	87,028	2.3	2,594	(38.3)	2,661	(44.5)	1,354	(49.3)	32.4	26.1
FY03/2024	90,452	3.9	832	(67.9)	723	(72.8)	(884)	Loss	(21.1)	n.a.
FY03/2025	91,923	1.6	2,591	211.3	2,506	246.6	2,502	Profit	60.0	14.1
FY03/2026 (CE)	92,700	0.8	3,600	38.9	3,700	47.6	4,100	63.8	98.2	8.6

Source: Prepared by Global IR, Inc. based on the company's securities reports.

Note: Figures are rounded to the nearest million yen, or to the first decimal place. Calculated by Global IR, Inc. CE = Company Estimate.

First Half (1H), Second Half (2H), and Full-year Results and Forecasts										Unit: Million Yen, %
	FY03/2025			FY03/2026			YoY			
	1H	2H	Full-year	1H	2H CE	Full-year CE	1H	2H	Full-year	
Net Sales	41,657	50,266	91,923	46,687	46,013	92,700	5,030	(4,253)	777	
Broadcasting and Content Business	35,198	43,331	78,529	39,881	38,919	78,800	4,683	(4,412)	271	
Lifestyle Business	6,459	6,935	13,394	6,805	7,095	13,900	346	160	506	
Operating Profit	(1,160)	3,751	2,591	1,280	2,320	3,600	2,440	(1,431)	1,009	
Broadcasting and Content Business	(858)	3,682	2,824	1,219	2,181	3,400	2,077	(1,501)	576	
Lifestyle Business	7	231	238	79	221	300	72	(10)	62	
Adjustment Amount	(308)	(162)	(471)	(18)	(82)	(100)	290	80	371	
Operating Profit Ratio	(2.8%)	7.5%	2.8%	2.7%	5.0%	3.9%				
Ordinary Profit	(1,047)	3,553	2,506	1,297	2,403	3,700	2,344	(1,150)	1,194	
Ordinary Profit Ratio	(2.5%)	7.1%	2.7%	2.8%	5.2%	4.0%				
Profit (Loss)	(852)	3,354	2,502	2,402	1,698	4,100	3,254	(1,656)	1,598	
Net Profit Margin	(2.0%)	6.7%	2.7%	5.1%	3.7%	4.4%				

Source: Prepared by Global IR, Inc. based on the company's securities reports.

Note: Figures are rounded to the nearest million yen, or to the first decimal place. CE = Company Estimate.

Asahi Television Broadcasting Corporation's TV program streaming services, etc., have been retroactively transferred from broadcasting business revenue to content business revenue.



Key Management Metrics

Consolidated Statement of Income (Millions of Yen)

Accounting Period	FY03/2019	FY03/2020	FY03/2021	FY03/2022	FY03/2023	FY03/2024	FY03/2025	FY03/2026 CE
Net Sales	81,986	82,937	78,344	85,100	87,028	90,452	91,923	92,700
YoY	1.2%	1.2%	(5.5%)	8.6%	2.3%	3.9%	1.6%	0.8%
Gross Profit	28,522	27,977	25,951	29,518	28,961	27,546	30,164	
YoY	1.9%	(1.9%)	(7.2%)	13.7%	(1.9%)	(4.9%)	9.5%	
Gross Profit Margin	34.8%	33.7%	33.1%	34.7%	33.3%	30.5%	32.8%	
SG&A	24,260	24,588	23,256	25,315	26,366	26,714	27,572	
YoY	2.2%	1.4%	(5.4%)	8.9%	4.2%	1.3%	3.2%	
Operating Profit	4,262	3,388	2,694	4,203	2,594	832	2,591	3,600
YoY	0.3%	(20.5%)	(20.5%)	56.0%	(38.3%)	(67.9%)	211.4%	38.9%
Operating Profit Margin	5.2%	4.1%	3.4%	4.9%	3.0%	0.9%	2.8%	3.9%
Ordinary Profit	4,591	3,633	3,033	4,792	2,661	723	2,506	3,700
YoY	1.2%	(20.9%)	(16.5%)	58.0%	(44.5%)	(72.8%)	246.6%	47.6%
Profit Attributable to Owners of Parent	3,742	2,278	(930)	2,671	1,354	(884)	2,502	4,100
YoY	39.0%	(39.1%)	Loss	Profit	(49.3%)	Loss	Profit	63.8%
Net Profit Margin	4.6%	2.7%	(1.2%)	3.1%	1.6%	(1.0%)	2.7%	4.4%

Per Share Data (¥)

Accounting Period	FY03/2019	FY03/2020	FY03/2021	FY03/2022	FY03/2023	FY03/2024	FY03/2025
Total Shares Outstanding (Thousands)	40,897	40,983	41,030	41,732	41,732	41,774	41,734
EPS	91.6	55.6	(22.7)	65.0	32.4	(21.2)	60.0
EPS Adjusted							
BPS	1,594.8	1,591.6	1,609.4	1,604.9	1,659.6	1,748.0	1,834.6
DPS	28.0	18.0	10.0	24.0	16.0	12.0	13.0



Consolidated Balance Sheets (Millions of Yen)

Accounting Period	FY03/2019	FY03/2020	FY03/2021	FY03/2022	FY03/2023	FY03/2024	FY03/2025
Current Assets	37,852	47,307	46,664	49,744	46,385	45,393	49,526
Cash & Deposits, Securities	16,537	27,252	27,983	28,301	24,459	25,553	27,078
Property, Plant and Equipment	37,837	36,944	39,760	41,550	41,181	41,759	43,403
Intangible Assets	1,381	1,485	2,995	3,472	3,229	2,292	2,091
Investments & Other Assets	30,716	29,024	29,614	28,985	31,483	33,763	33,483
Investment Securities	18,406	17,299	18,606	16,900	17,928	19,293	17,354
Deferred Assets		24	44	34	25	16	33
Total Assets	107,788	114,786	119,079	123,788	122,305	123,225	128,538
Total Current Liabilities	13,129	13,647	15,112	18,520	19,601	22,665	20,498
Total Non-current Liabilities	27,609	32,047	34,266	34,770	30,257	24,406	29,813
Total Liabilities	40,738	45,694	49,378	53,290	49,859	47,072	50,312
Shareholders' Equity	65,223	65,230	66,035	66,975	69,259	73,022	76,564
Total Net Assets	67,049	69,091	69,700	70,497	72,445	76,153	78,226
Interest-bearing Debt	981	6,674	11,910	12,518	12,187	14,122	15,250

Cash Flows (Millions of Yen)

Accounting Period	FY03/2019	FY03/2020	FY03/2021	FY03/2022	FY03/2023	FY03/2024	FY03/2025
Capital Expenditures	2,689	2,585	5,116	8,468	7,991	4,094	5,800
Depreciation & Goodwill Amortization	3,031	3,263	3,140	3,373	3,854	3,743	3,655
Cash Flows from Operating Activities	3,286	4,546	5,952	4,689	2,951	5,658	5,299
Cash Flows from Investing Activities	(2,394)	2,655	(10,311)	(4,276)	(5,046)	(5,659)	(3,809)
Cash Flows from Financing Activities	(53)	3,203	4,583	543	(1,610)	1,145	275

Financial Data (%)

Accounting Period	FY03/2019	FY03/2020	FY03/2021	FY03/2022	FY03/2023	FY03/2024	FY03/2025
Return on Assets (ROA)	4.4%	3.3%	2.6%	3.9%	2.2%	0.6%	2.0%
Return on Equity (ROE)	5.9%	3.5%	(1.4%)	4.0%	2.0%	(1.2%)	3.3%
Equity-to-asset Ratio	60.5%	56.8%	55.5%	54.1%	56.6%	59.3%	59.6%

Source: Prepared by Global IR, Inc. based on the company's securities reports and consolidated financial reports.

Note: Figures are rounded to the nearest million yen, or to the first decimal place. *Calculated by Global IR, Inc.* CE = Company Estimate.



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