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(Translation)

November 10, 2025

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### Notice Regarding Revision of Full-Year Earnings Forecast

At the Board of Directors meeting held on November 10, 2025, Fuji Media Holdings Inc. (the "Company") resolved to revise the full-year earnings forecast for the fiscal year ending March 2026, which was previously announced on September 12, 2025.

#### 1. Revision of Consolidated Earnings Forecast for the Fiscal Year Ending March 2026

(April 1, 2025 – March 31, 2026)

	Net sales	Operating profit	Ordinary profit	Profit attributable to owners of parent	Basic earnings per share
Previous forecast (A)	Millions of yen 546,600	Millions of yen (12,000)	Millions of yen (8,500)	Millions of yen 16,500	Yen 79.52
Revised forecast (B)	544,300	(10,500)	(7,400)	18,500	89.15
Change (B-A)	(2,300)	1,500	1,100	2,000	
Percentage change (%)	(0.4)	-	-	12.1	
(Reference)Results for the previous fiscal year (Fiscal year ended March 31, 2025)	550,761	18,293	25,180	(20,134)	(95.74)

#### (Reference) Earnings Forecast by Segment

		Business Segment			Adjustment	Consolidated Statement of Income
		Media & Content	Urban Development, Hotels & Resorts	Other		
Net sales	Previous forecast (A)	Millions of yen 341,300	Millions of yen 196,600	Millions of yen 25,700	Millions of yen (17,000)	Millions of yen 546,600
	Revised forecast (B)	339,800	196,600	25,200	(17,300)	544,300
	Change (B-A)	(1,500)	-	(500)	(300)	(2,300)
Operating profit	Previous forecast (A)	(31,300)	22,400	600	(3,700)	(12,000)
	Revised forecast (B)	(29,600)	22,400	800	(4,100)	(10,500)
	Change (B-A)	1,700	-	200	(400)	1,500

## 2. Reasons for Revision

During the consolidated first half of the fiscal year ending March 2026, Fuji Television Network, Inc. (“Fuji TV”) posted an operating loss due to a decline in terrestrial TV advertising revenue caused by the impact of the incident related to Fuji TV, resulting in an operating loss on a consolidated basis as well.

Regarding the full-year consolidated earnings forecast, terrestrial TV advertising revenue at Fuji TV has been recovering since the second quarter and is now expected to exceed the previous forecast. In addition, profitability is improving through cost control measures. As a result, the Company has revised its forecasts as outlined above, and now expects consolidated operating profit, ordinary profit, and profit attributable to owners of the parent to exceed previous forecasts.

Fuji Television's forecast for terrestrial TV advertising revenue for the fiscal year ending March 31, 2026  
(Millions of yen)

	Previous forecast for the fiscal year ending March 31, 2026	Revised forecast for the fiscal year ending March 31, 2026	Change
Network time ad	33,150	32,750	(400)
Local time ad	6,500	5,750	(750)
Spot ad	37,850	40,000	2,150
Total broadcasting revenue	77,500	78,500	1,000

\*The above earnings forecasts are based on information available as of the date of this announcement. Actual results may differ from these forecasts due to various factors going forward.

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