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(Translation)

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Company name: Fuji Media Holdings, Inc.
Representative: Kenji Shimizu, President
(Stock Code No: 4676, Prime of Tokyo Stock Exchange)
Contact: Takeshi Goto
Head of Finance Department
Telephone: +81-3-3570-8000

Notice Regarding Revision of Full-Year Earnings Forecast

At the Board of Directors meeting held on February 3, 2026, 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 November 10, 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
	Millions of yen	Millions of yen	Millions of yen	Millions of yen	Yen
Previous forecast (A)	544,300	(10,500)	(7,400)	18,500	89.15
Revised forecast (B)	552,700	(7,200)	(2,300)	22,500	108.86
Change (B-A)	8,400	3,300	5,100	4,000	
Percentage change (%)	1.5	—	—	21.6	
(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		
		Millions of yen	Millions of yen	Millions of yen	Millions of yen	Millions of yen
Net sales	Previous forecast (A)	339,800	196,600	25,200	(17,300)	544,300
	Revised forecast (B)	344,800	201,200	25,900	(19,200)	552,700
	Change (B-A)	5,000	4,600	700	(1,900)	8,400
Operating profit	Previous forecast (A)	(29,600)	22,400	800	(4,100)	(10,500)
	Revised forecast (B)	(27,400)	23,600	1,300	(4,700)	(7,200)
	Change (B-A)	2,200	1,200	500	(600)	3,300

2. Reasons for Revision

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

Meanwhile, regarding the full-year consolidated earnings forecast, terrestrial TV advertising revenue at Fuji TV has been recovering. Other consolidated subsidiaries in the Media & Content Business are also performing steadily overall. Furthermore, in the Urban Development, Hotels & Resorts Business, both property sales and condominium sales have remained strong, and hotel occupancy rates continue to be high, supported by robust inbound demand, leading to progress that exceeds initial expectations.

In light of these circumstances, consolidated net sales, operating profit, ordinary profit and profit attributable to owners of parent are all now expected to exceed previous forecasts, and the Company has revised its full-year consolidated earnings forecasts as outlined above.

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	32,750	33,400	650
Local time ad	5,750	6,000	250
Spot ad	40,000	43,100	3,100
Total broadcasting revenue	78,500	82,500	4,000

*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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