

FYE March 31, 2026 Third Quarter Results

February 12, 2026

Business Highlights

- **Consolidated Results: increase in sales and profits, recorded highest ever sales and profits for 3Q cumulative**
 - **TV Broadcasting Business: increase in sales and profit**
Time and spot sales revenue increased due to high viewer ratings.
 - **Internet Business: increase in sales and profit**
Digital advertising revenue from free-of-charge video streaming catch-up service, TVer, and content sales to TELASA and other video streaming platforms increased.
 - **Shopping Business: decrease in sales and profit**
A decline in sales from TV shopping programs affected performance.
 - **Other Businesses: increase in sales, decrease in profit**
While there was a decrease in large-scale music events in special events business, investment in motion pictures and royalty revenue in the music publication business grew. Costs in investment in motion pictures grew due to increase in production costs.
- **No revision in consolidated earnings forecast**
The forecast for time and spot sales revenue have been revised although no changes have been made in the forecast for terrestrial ad revenue.
Time +1.9% (previously +1.2%), Spot +11.1% (previously +11.6%)
- **Upward revision of annual dividend forecast**
The annual dividend per share has been revised upward to 70 yen, adding a special dividend of 10 yen to the previous dividend forecast

Business Highlights

■ Decrease in strategic holdings

Sold approximately 7 billion yen of holdings

Recorded gain on sale of investment securities of 7 billion yen

■ Announced New Mid-term Management Plan

(refer to “Notice Regarding the Formulation of the New Management Plan (2026-2029)” released on Feb. 12, 2026)

START UP TV Asahi Management Plan 2026-2029

- Four years of “challenge & innovation” toward groundbreaking growth
- The five key strategies: TDP, IP, ABEMA, CVC, AI
- Numerical targets for FY30/3 (consolidated)
 - Net Sales 400 bn yen, Operating Profit 33 bn yen, Ordinary Profit 43 bn yen, Profit Attributable to Owners of Parent 38 bn yen
 - ROE in the 7% range (aim for 8% in early 2030s)
- Shareholder returns: Target 40% dividend payout ratio excluding times of large fluctuations in earnings/profits, with an aim on giving out stable dividends

■ New reportable segments (from FY27/3)

The current reportable segments “TV Broadcasting Business,” “Internet Business,” “Shopping Business” and “Other Businesses” will be revised to “Content & Media Business,” “TDP & Events Business” and “Other Businesses.”

Consolidated Results

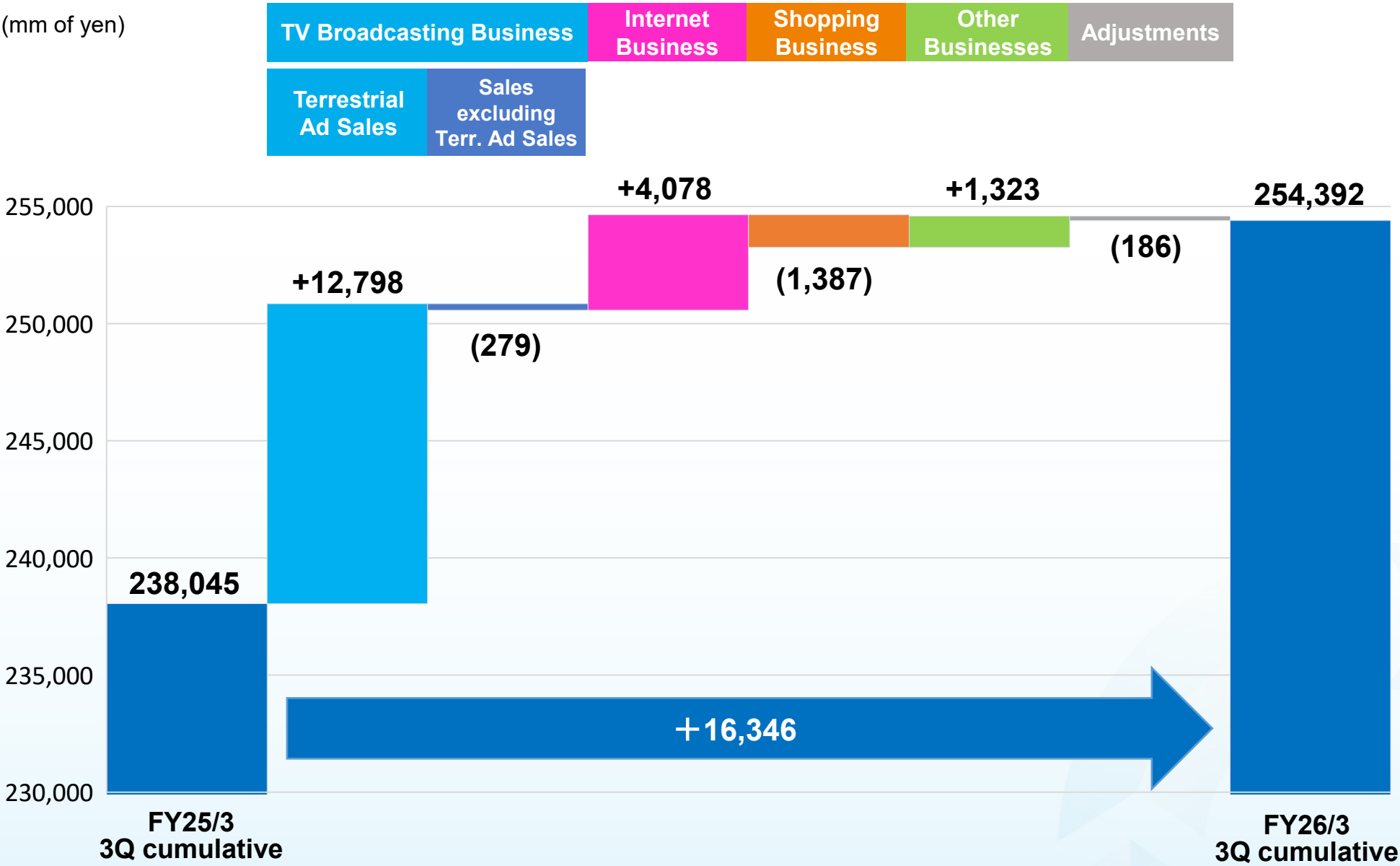
(mm of yen)

	FY25/3 3Q cumulative	FY26/3* 3Q cumulative**	YoY	YoY(%)
Net Sales	238,045	254,392	+16,346	+6.9%
TV Broadcasting	174,482	187,001	+12,518	+7.2%
Internet	21,851	25,930	+4,078	+18.7%
Shopping	15,374	13,986	(1,387)	(9.0)%
Other Businesses	37,381	38,705	+1,323	+3.5%
Adjustments	(11,044)	(11,231)	(186)	—
Operating Profit	13,118	23,189	+10,071	+76.8%
TV Broadcasting	6,701	16,941	+10,239	+152.8%
Internet	2,077	3,693	+1,615	+77.8%
Shopping	1,177	794	(383)	(32.6)%
Other Businesses	3,240	1,792	(1,447)	(44.7)%
Adjustments	(78)	(31)	+47	—
Ordinary Profit	19,638	31,157	+11,519	+58.7%
Profit Attributable to Owners of Parent	19,261	27,397	+8,136	+42.2%

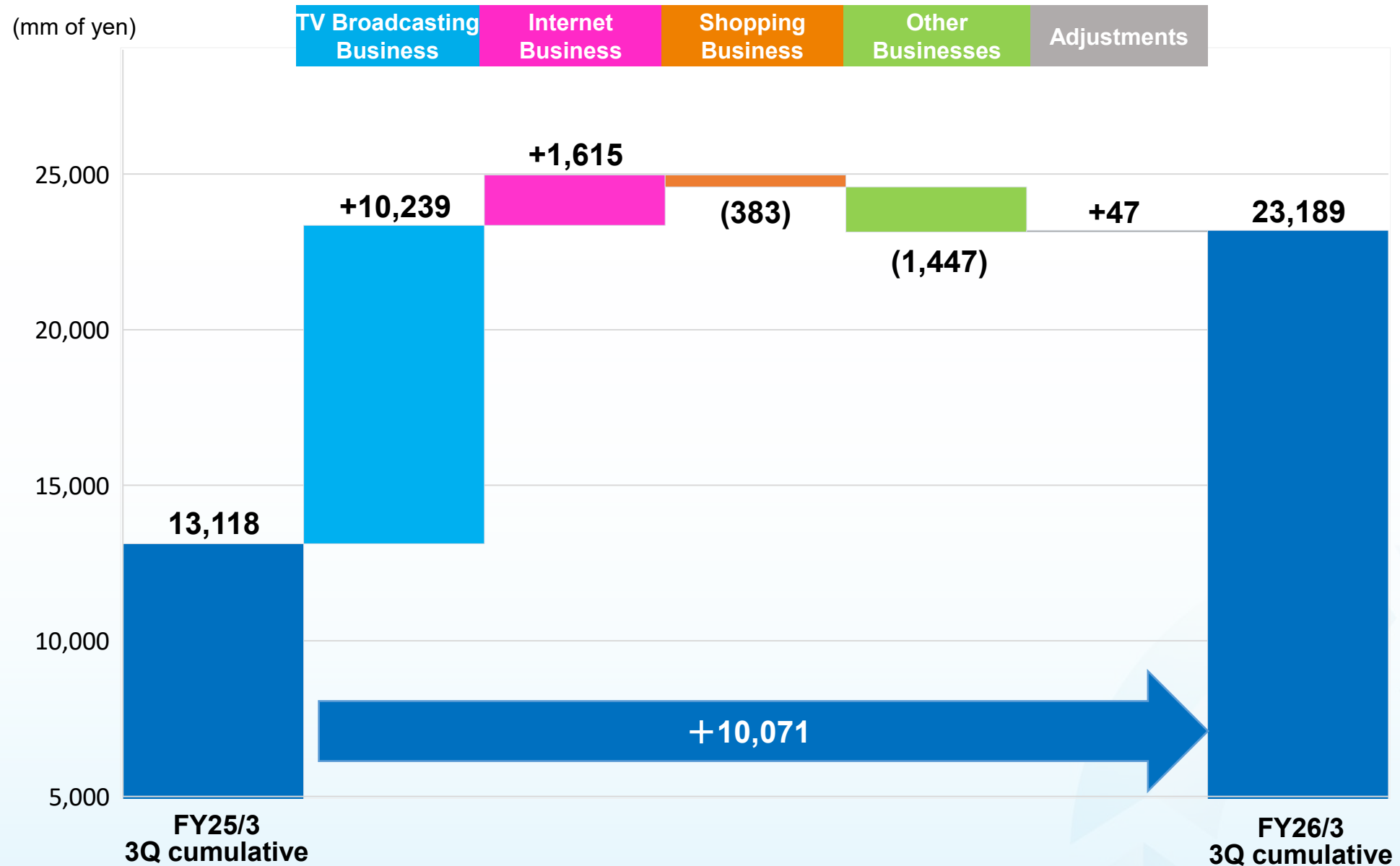
* "FY26/3" refers to fiscal year ending March 31, 2026, and all other fiscal years are referred to in the same manner.

** "3Q cumulative" refers to nine months ended December 31 (April 1-December 31).

Net Sales YoY Change



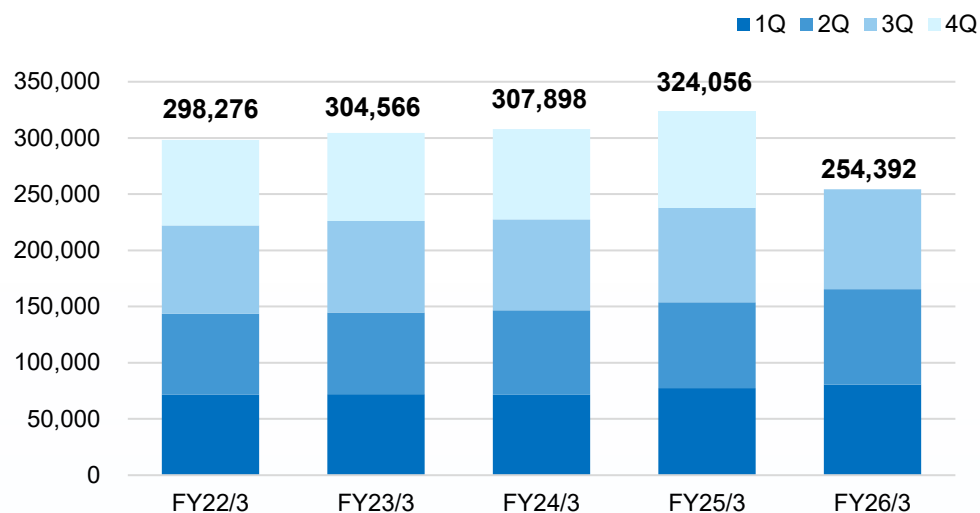
Operating Profit YoY Change



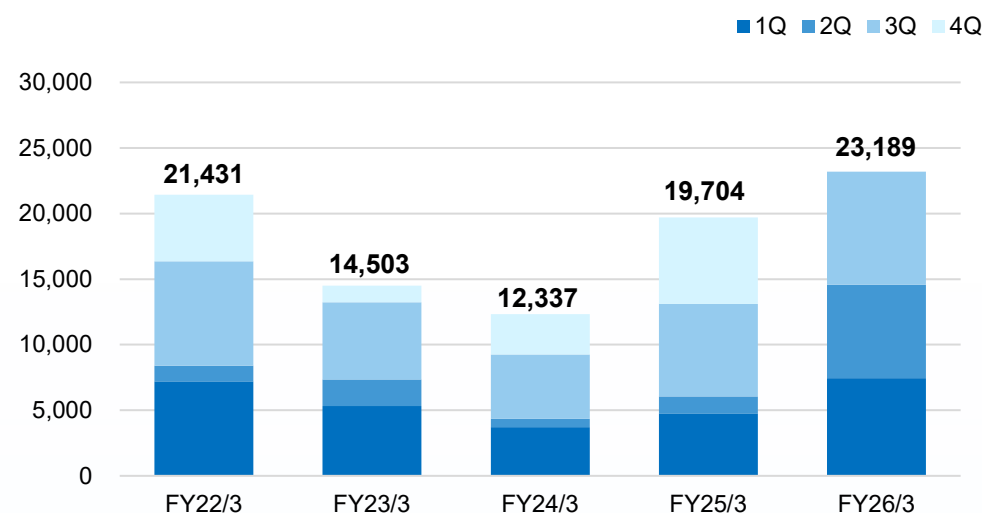
Consolidated Results (Historical Trends)

(mm of yen)

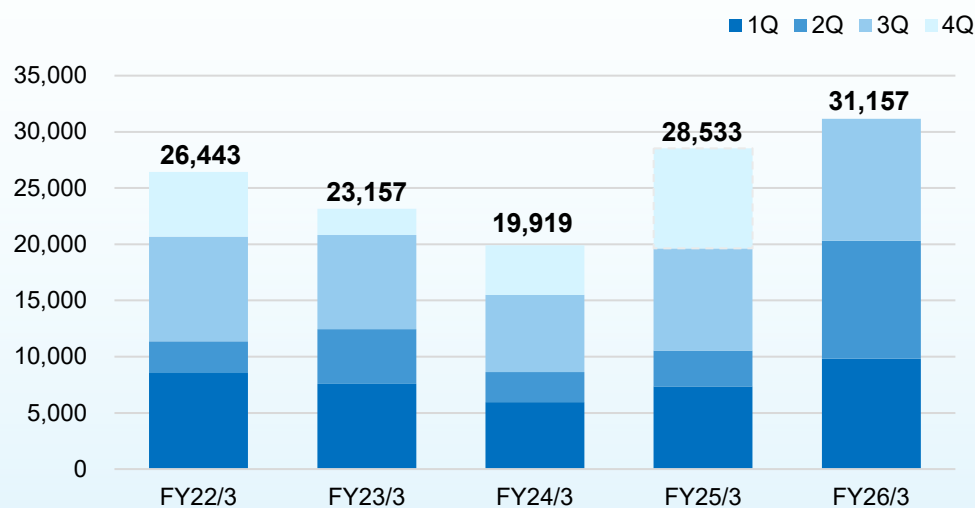
Net Sales



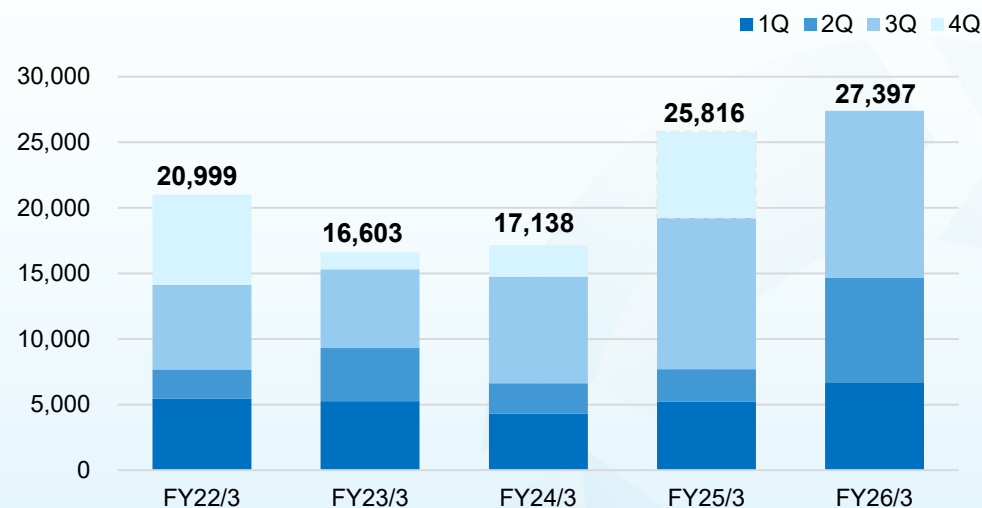
Operating Profit



Ordinary Profit



Profit Attributable to Owners of Parent

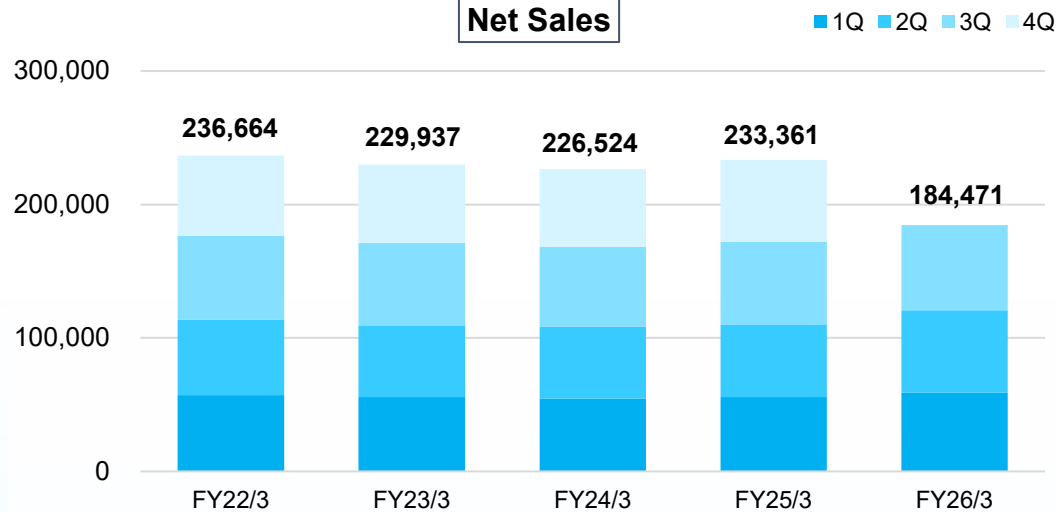


Segment Sales and Profit (Historical Trends)

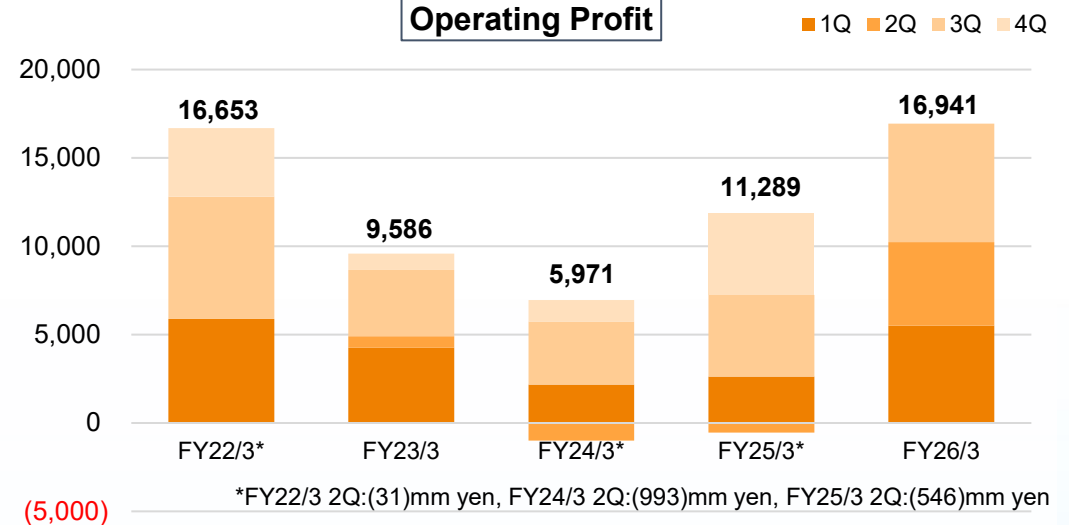
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TV Broadcasting Business

Net Sales

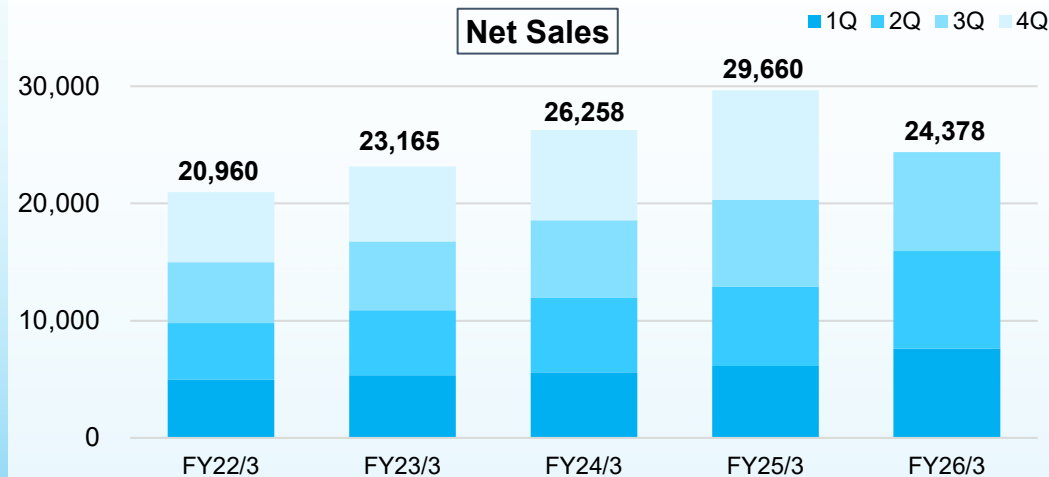


Operating Profit

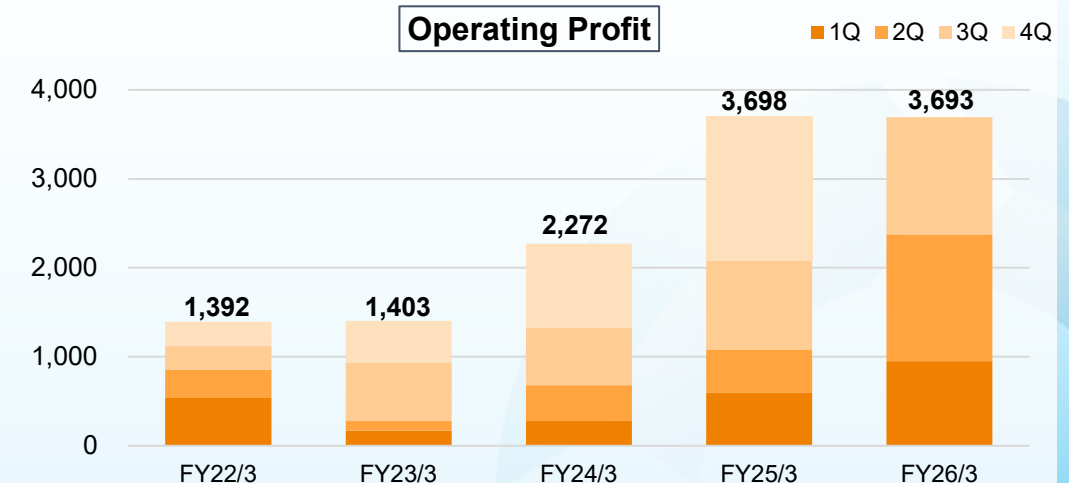


Internet Business

Net Sales



Operating Profit



Notes: - FY22/3 are reference figures due to the change in reportable segments from FY23/3.

- Net Sales are sales to outside customers.

- Operating Profit is segment profit adjusted to align it with operating profit reported on the consolidated statements of income for the corresponding period.

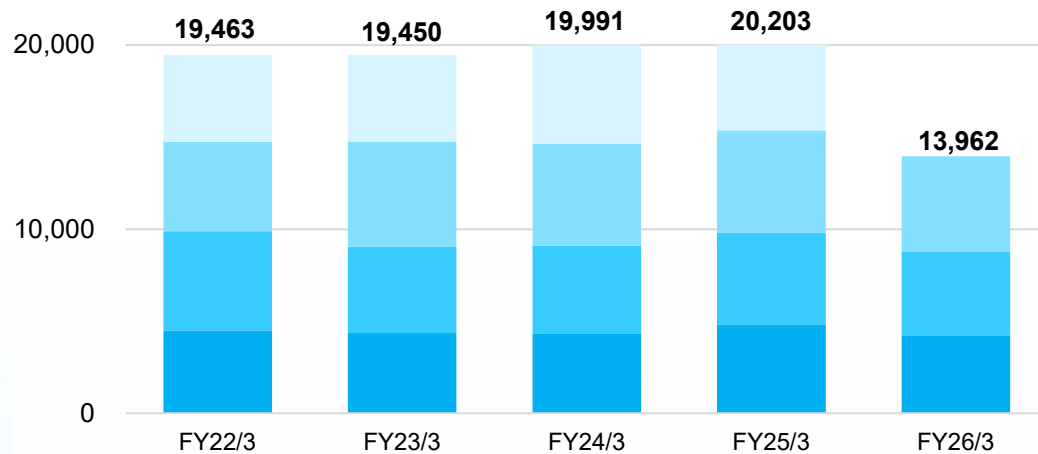
Segment Sales and Profit (Historical Trends)

(mm of yen)

Shopping Business

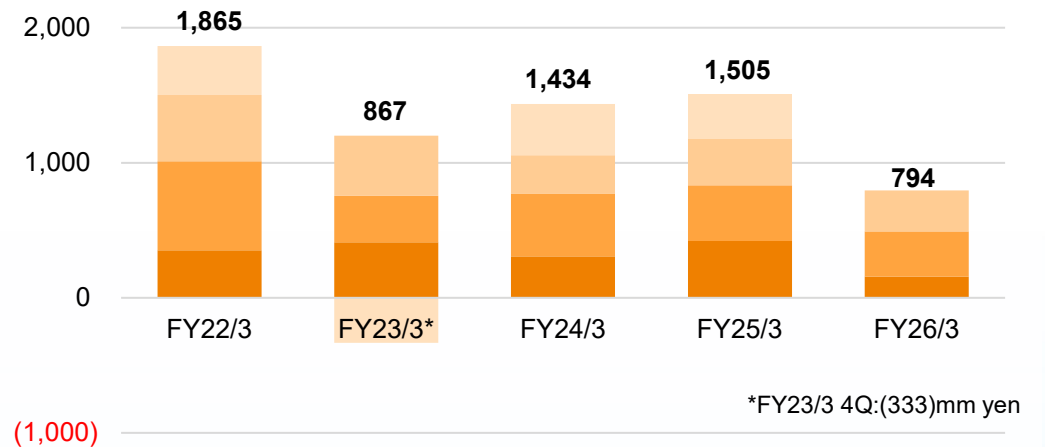
Net Sales

■ 1Q ■ 2Q ■ 3Q ■ 4Q



Operating Profit

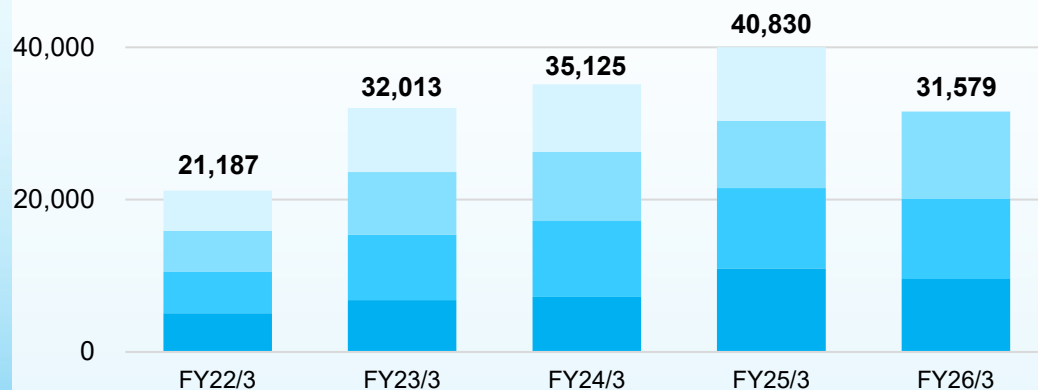
■ 1Q ■ 2Q ■ 3Q ■ 4Q



Other Businesses

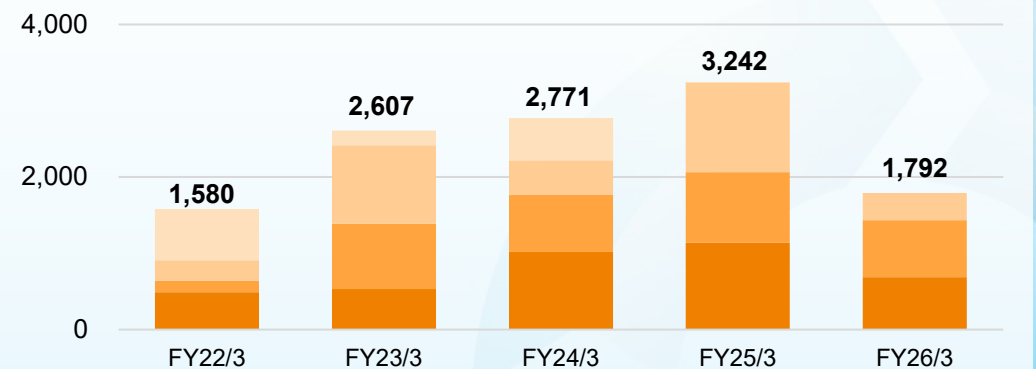
Net Sales

■ 1Q ■ 2Q ■ 3Q ■ 4Q



Operating Profit

■ 1Q ■ 2Q ■ 3Q ■ 4Q



Notes: - FY22/3 are reference figures due to the change in reportable segments from FY23/3.

- Net Sales are sales to outside customers.

- Operating Profit is segment profit adjusted to align it with operating profit reported on the consolidated statements of income for the corresponding period.

Financial Highlights of Major Group Companies

(mm of yen)

		FY25/3 3Q cumulative	FY26/3 3Q cumulative	YoY	YoY(%)
TV Asahi Corporation	Net Sales	174,555	187,514	+12,959	+7.4%
	Operating Profit	3,343	13,459	+10,116	+302.6%
Asahi Satellite Broadcasting Limited	Net Sales	13,603	14,100	+497	+3.7%
	Operating Profit	2,779	2,962	+182	+6.6%
CS One Ten, Ltd.	Net Sales	4,599	4,438	(161)	(3.5)%
	Operating Profit	178	176	(2)	(1.2)%
TV ASAHI MUSIC Co., LTD.	Net Sales	11,672	12,786	+1,113	+9.5%
	Operating Profit	1,275	1,281	+5	+0.4%
ROPPING LIFE CO., Ltd.	Net Sales	13,930	13,442	(488)	(3.5)%
	Operating Profit	464	53	(410)	(88.5)%

TV Asahi Corporation Results

(mm of yen)

	FY25/3 3Q cumulative	FY26/3 3Q cumulative	YoY	YoY(%)
Net Sales	174,555	187,514	+12,959	+7.4%
Time Sales	60,330	61,026	+695	+1.2%
Spot Sales	68,019	80,121	+12,102	+17.8%
Program Sales, CS, etc.	16,317	15,029	(1,287)	(7.9)%
Internet Sales	14,812	18,420	+3,607	+24.4%
Other	15,075	12,916	(2,158)	(14.3)%
Operating Profit	3,343	13,459	+10,116	+302.6%
Ordinary Profit	12,897	17,079	+4,181	+32.4%
Profit	10,990	11,883	+892	+8.1%

Time Sales Revenue (Terrestrial)

(mm of yen)

	FY25/3	FY26/3	YoY	YoY(%)
1Q	18,808	19,525	+717	+3.8%
2Q	20,269	20,539	+270	+1.3%
1H	39,077	40,065	+988	+2.5%
3Q	21,253	20,960	(293)	(1.4)%
3Q cumulative	60,330	61,026	+695	+1.2%
4Q	19,389			
2H*	40,643			
Annual	79,720			

<YoY Growth>

(%)

	Apr	May	Jun	1Q	Jul	Aug	Sep	2Q	1H	Oct	Nov	Dec	3Q	Jan	Feb	Mar	4Q	2H	Annual
FY24/3	(0.4)	(3.8)	(2.5)	(2.2)	+14.1	+4.5	(1.6)	+6.0	+1.9	(5.0)	(14.6)	(12.0)	(10.8)	(3.1)	+2.4	(12.7)	(5.4)	(8.3)	(3.5)
FY25/3	+0.4	+0.9	+3.6	+1.6	(9.7)	+3.0	+1.5	(2.3)	(0.4)	+7.5	+8.7	(2.6)	+4.4	+6.0	(1.5)	(0.5)	+1.3	+2.9	+1.2
FY26/3	+1.8	+4.0	+5.7	+3.8	+1.8	+0.1	+2.2	+1.3	+2.5	+1.3	(7.3)	+2.4	(1.4)						

* "2H" refers to the six months ended March 31 (October 1-March 31).

Spot Sales Revenue (Terrestrial)

(mm of yen)

	FY25/3	FY26/3	YoY	YoY(%)
1Q	22,000	25,771	+3,770	+17.1%
2Q	19,842	26,171	+6,329	+31.9%
1H	41,842	51,943	+10,100	+24.1%
3Q	26,176	28,178	+2,002	+7.7%
3Q cumulative	68,019	80,121	+12,102	+17.8%
4Q	26,607			
2H	52,783			
Annual	94,626			

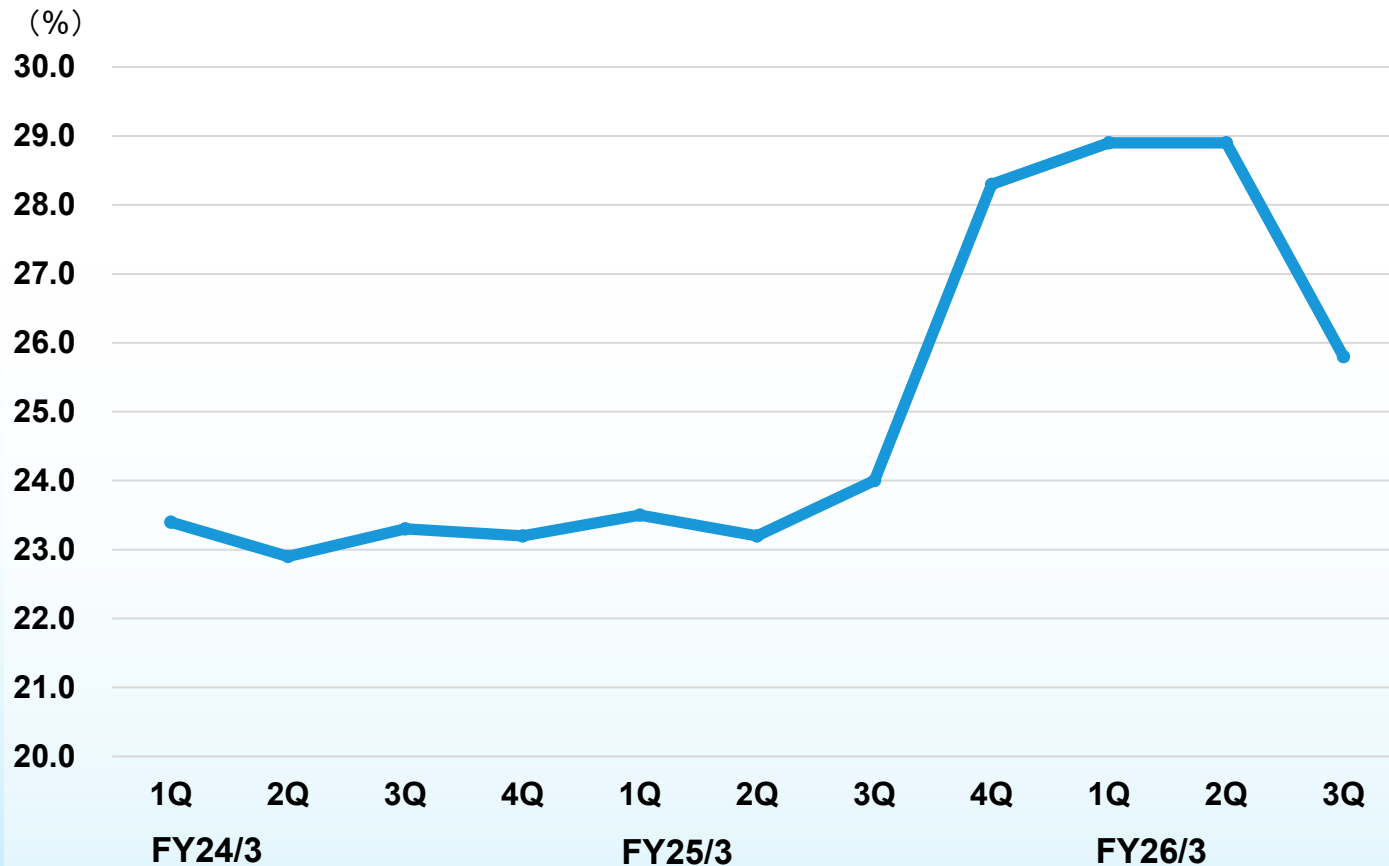
<YoY Growth>

(%)

	Apr	May	Jun	1Q	Jul	Aug	Sep	2Q	1H	Oct	Nov	Dec	3Q	Jan	Feb	Mar	4Q	2H	Annual
FY24/3	(3.7)	(2.0)	(3.2)	(3.0)	(9.8)	(5.3)	(9.4)	(8.3)	(5.5)	+2.4	+0.4	+0.0	+0.9	(5.3)	(1.8)	+3.9	(0.7)	+0.1	(2.5)
FY25/3	+3.5	(1.4)	(2.0)	+0.2	+7.6	+4.4	+12.7	+8.3	+3.9	+5.9	+9.1	+10.0	+8.3	+19.1	+6.9	+11.2	+12.3	+10.3	+7.3
FY26/3	+11.2	+19.8	+21.5	+17.1	+34.3	+33.5	+28.0	+31.9	+24.1	+4.8	+6.3	+11.5	+7.7						

Spot Sales Revenue (Terrestrial)

<Trend of Share in the Tokyo Spot Sales Market>



FY26/3
3Q cumulative

27.7%
(YoY +4.1 pts)

FY24/3							FY25/3							FY26/3						
1Q	2Q	1H	3Q	4Q	2H	Annual	1Q	2Q	1H	3Q	4Q	2H	Annual	1Q	2Q	1H	3Q	4Q	2H	Annual
23.4	22.9	23.2	23.3	23.2	23.2	23.2	23.5	23.2	23.3	24.0	28.3	26.0	24.7	28.9	28.9	28.9	25.7			

Note: Share figures are estimated figures.

Spot Sales Industry Information (Terrestrial)

	FY26/3 3Q (Oct–Dec 2025)		FY25/3 3Q (Oct–Dec 2024)	
	YoY	Share	YoY	Share
Energy & Industrial Machines	190.7%	2.4%	73.7%	1.4%
Foods	96.7%	12.4%	126.3%	13.8%
Beverages & Liquors	101.7%	7.7%	82.2%	8.2%
Pharmaceuticals & Medical Supplies	116.2%	10.4%	110.0%	9.7%
Cosmetics & Toiletries	97.0%	3.6%	100.9%	4.0%
Fashion & Accessories	86.4%	3.2%	138.7%	3.9%
Business Machines & Office Supplies	119.1%	0.7%	65.4%	0.6%
Consumer Electronics	101.6%	2.0%	89.6%	2.2%
Automobiles	96.2%	5.9%	168.8%	6.6%
Homeware	108.2%	2.3%	128.0%	2.3%
Game, Software & Sporting Goods	108.8%	2.6%	95.7%	2.6%
Housing & Housing Materials	115.0%	3.7%	122.9%	3.5%
Publishing	330.8%	2.2%	104.9%	0.7%
Telecommunications, Media & Internet	100.5%	10.9%	124.4%	11.7%
Retail	110.3%	3.5%	98.1%	3.4%
Finance & Insurance	109.7%	5.9%	90.1%	5.8%
Transportation, Movies & Leisure	120.0%	6.4%	116.7%	5.7%
Food-services & Various Services	115.9%	11.6%	91.9%	10.8%
Government & Public Institutions	76.4%	1.0%	154.0%	1.5%
Education, Medical-services & Religion	108.1%	1.4%	86.8%	1.4%
Others	-%	-%	156.0%	0.3%
Total	107.7%	100.0%	108.3%	100.0%

Production Costs (Terrestrial)

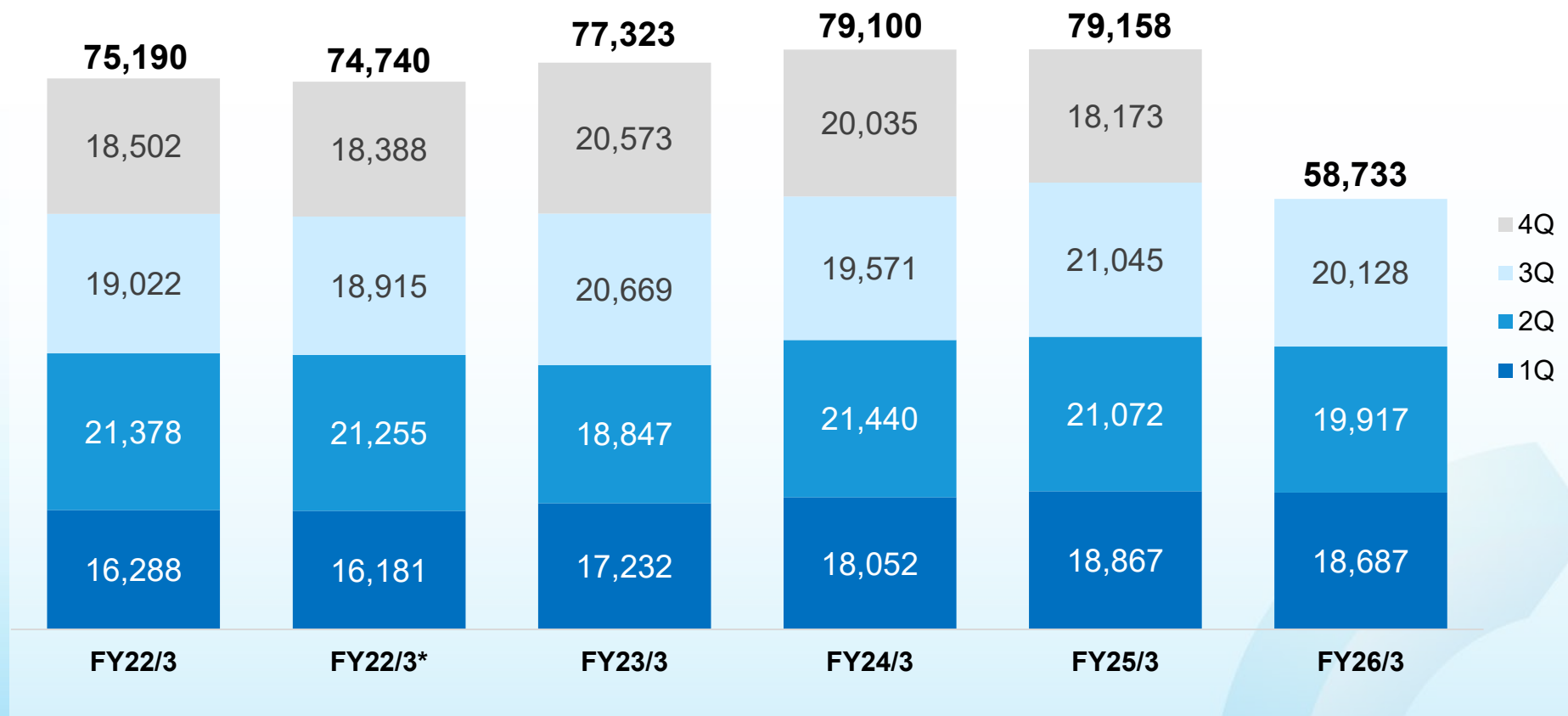
(mm of yen)

	FY25/3	FY26/3	YoY	YoY(%)
1Q	18,867	18,687	(180)	(1.0)%
2Q	21,072	19,917	(1,154)	(5.5)%
1H	39,940	38,604	(1,335)	(3.3)%
3Q	21,045	20,128	(916)	(4.4)%
3Q cumulative	60,985	58,733	(2,251)	(3.7)%
4Q	18,173			
2H	39,218			
Annual	79,158			

Production Costs (Terrestrial)

(mm of yen)

Trend of Production Costs (Terrestrial)



* Reference figures are provided for FY22/3, due to the change in reportable segments from FY23/3.

TV Broadcasting Business

(mm of yen)

	Net Sales				Operating Profit			
	FY25/3	FY26/3	YoY	YoY(%)	FY25/3	FY26/3	YoY	YoY(%)
1Q	56,307	60,018	+3,711	+6.6%	2,636	5,516	+2,879	+109.2%
2Q	55,033	62,382	+7,348	+13.4%	(546)	4,724	+5,271	—
1H	111,340	122,401	+11,060	+9.9%	2,090	10,241	+8,150	+390.0%
3Q	63,141	64,600	+1,458	+2.3%	4,611	6,699	+2,088	+45.3%
3Q cumulative	174,482	187,001	+12,518	+7.2%	6,701	16,941	+10,239	+152.8%
4Q	62,315				4,587			
2H	125,457				9,199			
Annual	236,798				11,289			

TV Broadcasting Business

(mm of yen)

	FY25/3 3Q cumulative	FY26/3 3Q cumulative	YoY	YoY(%)
Net Sales	174,482	187,001	+12,518	+7.2%
Time Sales	60,330	61,026	+695	+1.2%
Spot Sales	68,019	80,121	+12,102	+17.8%
Program Sales	10,918	9,906	(1,011)	(9.3)%
BS & CS	19,599	19,446	(152)	(0.8)%
Other	15,615	16,499	+884	+5.7%
Operating Profit	6,701	16,941	+10,239	+152.8%

Internet Business

(mm of yen)

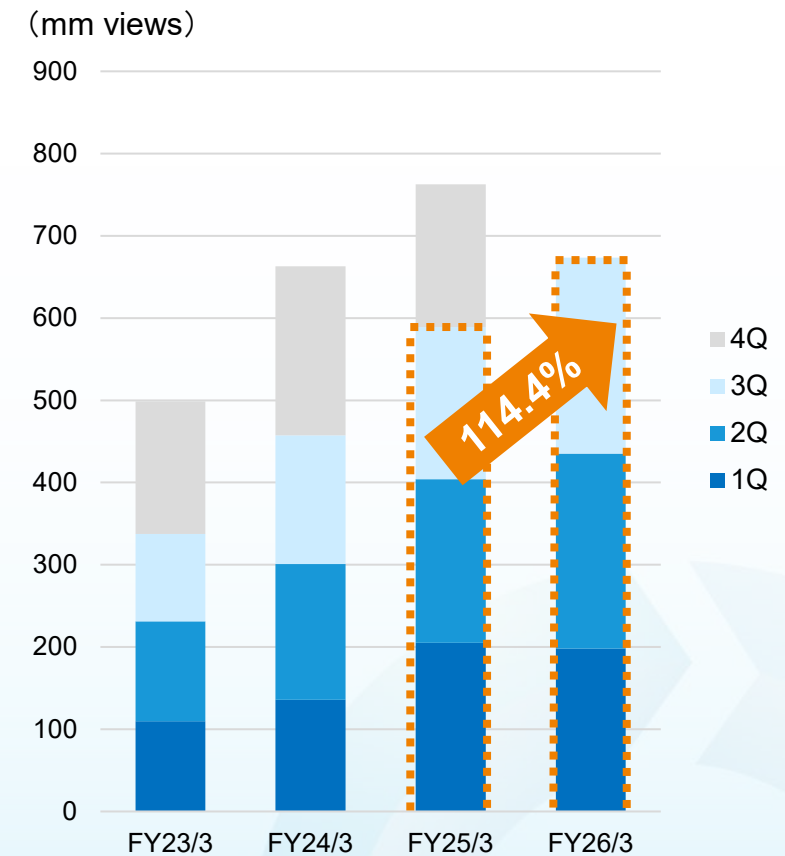
	Net Sales				Operating Profit			
	FY25/3	FY26/3	YoY	YoY(%)	FY25/3	FY26/3	YoY	YoY(%)
1Q	6,536	8,078	+1,542	+23.6%	592	950	+357	+60.3%
2Q	7,382	8,991	+1,608	+21.8%	484	1,424	+939	+193.8%
1H	13,919	17,070	+3,151	+22.6%	1,077	2,375	+1,297	+120.4%
3Q	7,932	8,859	+927	+11.7%	1,000	1,318	+318	+31.8%
3Q cumulative	21,851	25,930	+4,078	+18.7%	2,077	3,693	+1,615	+77.8%
4Q	9,988				1,620			
2H	17,920				2,620			
Annual	31,840				3,698			

TV Asahi Corporation: Digital Ads-related Revenue

Digital Ads-related Revenue (TVer, etc.)

	FY25/3	FY26/3	YoY	YoY(%)
	(mm of yen)			
1Q	1,693	2,494	+801	+47.3%
2Q	1,787	2,805	+1,017	+56.9%
1H	3,481	5,300	+1,818	+52.2%
3Q	2,509	3,217	+707	+28.2%
3Q cumulative	5,991	8,517	+2,526	+42.2%
4Q	2,603			
2H	5,112			
Annual	8,594			

TV Asahi No. of Views on Catch-up Service (TVer, etc.)



Shopping Business

(mm of yen)

	Net Sales				Operating Profit			
	FY25/3	FY26/3	YoY	YoY(%)	FY25/3	FY26/3	YoY	YoY(%)
1Q	4,910	4,211	(699)	(14.2)%	421	156	(264)	(62.8)%
2Q	4,914	4,555	(358)	(7.3)%	411	335	(76)	(18.5)%
1H	9,825	8,767	(1,058)	(10.8)%	833	492	(340)	(40.9)%
3Q	5,548	5,219	(329)	(5.9)%	344	301	(43)	(12.5)%
3Q cumulative	15,374	13,986	(1,387)	(9.0)%	1,177	794	(383)	(32.6)%
4Q	4,849				327			
2H	10,398				672			
Annual	20,223				1,505			

Other Businesses

(mm of yen)

	Net Sales				Operating Profit			
	FY25/3	FY26/3	YoY	YoY(%)	FY25/3	FY26/3	YoY	YoY(%)
1Q	13,312	11,672	(1,639)	(12.3)%	1,142	685	(456)	(40.0)%
2Q	12,831	13,112	+281	+2.2%	922	749	(173)	(18.8)%
1H	26,144	24,785	(1,358)	(5.2)%	2,065	1,434	(630)	(30.5)%
3Q	11,237	13,919	+2,682	+23.9%	1,174	357	(817)	(69.6)%
3Q cumulative	37,381	38,705	+1,323	+3.5%	3,240	1,792	(1,447)	(44.7)%
4Q	13,475				2			
2H	24,712				1,177			
Annual	50,857				3,242			

Other Businesses

<Results of Major Other Businesses>

(mm of yen)

	Sales				Balance			
	FY25/3 3Q cumulative	FY26/3 3Q cumulative	YoY	YoY(%)	FY25/3 3Q cumulative	FY26/3 3Q cumulative	YoY	YoY(%)
Music Publication	11,323	12,750	+1,426	+12.6%	3,033	3,589	+556	+18.3%
Special Events	8,456	7,136	(1,320)	(15.6)%	1,595	1,010	(584)	(36.7)%
Equipment/ Lease	5,186	5,907	+721	+13.9%	2,661	3,062	+401	+15.1%
Motion Pictures	2,597	3,466	+869	+33.5%	1,258	934	(323)	(25.7)%
DVD	841	532	(309)	(36.8)%	307	117	(190)	(61.9)%

Note: Balance figures do not include indirect costs.

Capex and D&A

Capex

(bn of yen)

	FY25/3 3Q cumulative	FY26/3 3Q cumulative	YoY	YoY(%)	Outlook for FY26/3
Consolidated	18.70	4.76	(13.94)	(74.5)%	18.60
TV Asahi Corporation	15.81	2.50	(13.30)	(84.2)%	15.90

Depreciation & Amortization

(bn of yen)

	FY25/3 3Q cumulative	FY26/3 3Q cumulative	YoY	YoY(%)	Outlook for FY26/3
Consolidated	7.16	6.66	(0.50)	(7.0)%	9.10
TV Asahi Corporation	5.70	5.11	(0.58)	(10.3)%	7.10

FY26/3 Forecast

* There are no changes from the release made on Nov 11, 2025

(mm of yen)

	FY25/3 Results	FY26/3 Forecast	YoY	YoY(%)
Net Sales	324,056	336,000	+11,943	+3.7%
TV Broadcasting	233,361	242,800	+9,438	+4.0%
Internet	29,660	34,000	+4,339	+14.6%
Shopping	20,203	19,800	(403)	(2.0)%
Other Businesses	40,830	39,400	(1,430)	(3.5)%
Operating Profit	19,704	24,000	+4,295	+21.8%
TV Broadcasting	11,289	16,100	+4,810	+42.6%
Internet	3,698	4,300	+601	+16.3%
Shopping	1,505	1,300	(205)	(13.7)%
Other Businesses	3,242	2,300	(942)	(29.1)%
Adjustments	(31)	—	+31	—
Ordinary Profit	28,533	32,000	+3,466	+12.1%
Profit Attributable to Owners of Parent	25,816	28,000	+2,183	+8.5%

Ad Revenue (Terrestrial)

Time*	Spot*	Total
+1.2%→+1.9%	+11.6%→+11.1%	+6.9%

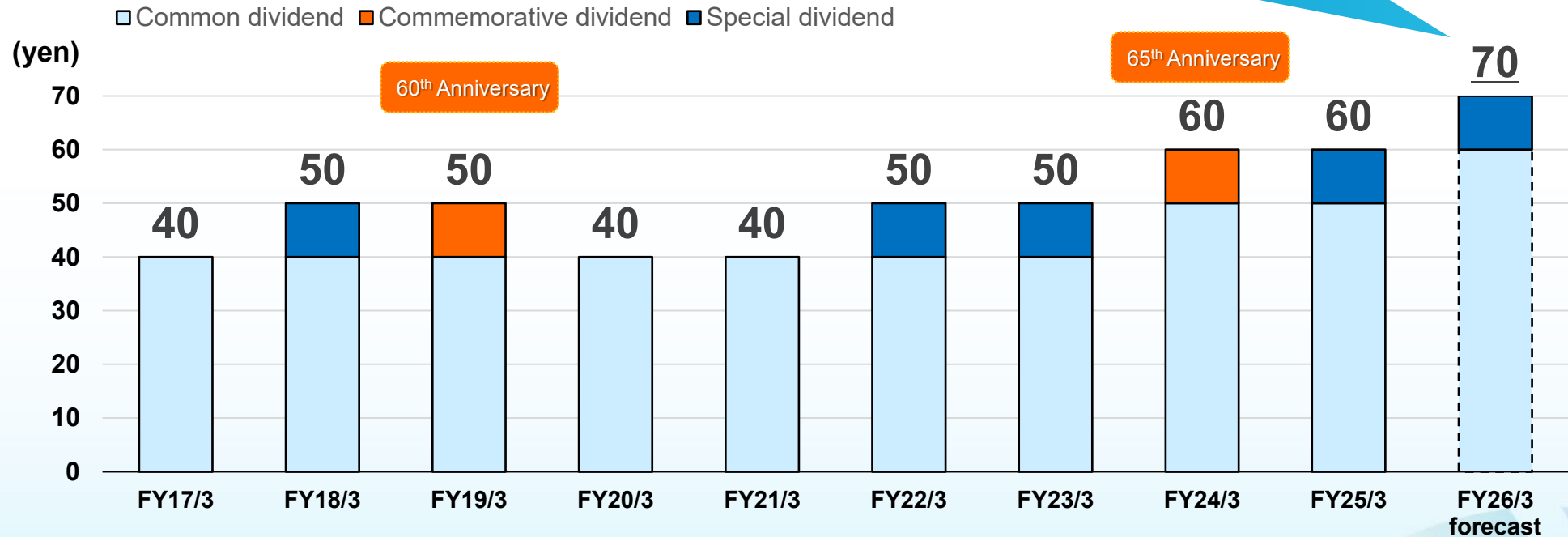
Production Costs (Terrestrial)

FY26/3 Forecast	YoY
80,000	+1.1%

Note: The forecasts for time and spot sales revenue have been revised as of Feb 12, 2026.

Shareholder Returns

The annual dividend per share has been revised upward to 70 yen, adding a special dividend of 10 yen to the previous dividend forecast



Share buybacks	-	-	-	-	3.11 bn yen	-	-	-	-	2.99 bn yen
Dividend payout ratio	26.9%	33.8%	41.6%	16.1%	32.8%	24.2%	30.6%	35.6%	23.6%	25.2%
Total payout ratio	26.9%	33.8%	41.6%	16.1%	58.6%	24.2%	30.6%	35.6%	23.6%	35.9%

Acquisition of Own Shares (Completed)

Total Number of Shares Acquired: 1,141,500 shares / Total purchase amount: 2,999,986,400 yen
Acquisition Period: May 1-Jul 1, 2025



Key Initiatives

Viewer Ratings: Fall Programming Season

(Sep 29–Dec 28, 2025)

Triple Crown in All Day, Golden Time and Prime Time! No.1 in All Day for 13 Consecutive Seasons!
(for both Individual All and Household Viewer Ratings)

Individual All	TV Asahi	Nippon TV	TBS	Fuji TV	TV Tokyo	PUT
All Day (6am–midnight)	①  3.5 (-0.2)	② 3.3 (-0.1)	③ 2.7 (-0.1)	④ 2.1 (-0.2)	⑤ 1.1 (-0.1)	18.1 (-0.1)
Golden Time (7pm–10pm)	①  5.5 (-0.3)	② 5.2 (-0.1)	③ 4.5 (+0.0)	④ 3.4 (-0.2)	⑤ 2.8 (-0.3)	29.8 (-0.7)
Prime Time (7pm–11pm)	①  5.5 (-0.2)	② 4.8 (-0.2)	③ 4.3 (+0.0)	④ 3.2 (-0.3)	⑤ 2.4 (-0.3)	27.7 (-0.6)
Prime2 (11pm–1am)	③ 1.7 (-0.1)	① 2.1 (+0.0)	② 1.8 (+0.0)	④ 1.1 (-0.3)	⑤ 0.6 (-0.1)	9.8 (-0.1)
Household	TV Asahi	Nippon TV	TBS	Fuji TV	TV Tokyo	HUT
All Day (6am–midnight)	①  6.4 (-0.3)	② 5.7 (-0.1)	③ 4.8 (-0.2)	④ 3.6 (-0.6)	⑤ 1.9 (-0.2)	31.3 (-0.5)
Golden Time (7pm–10pm)	①  9.3 (-0.5)	② 8.1 (-0.3)	③ 7.0 (-0.2)	④ 5.4 (-0.5)	⑤ 4.7 (-0.5)	47.0 (-1.5)
Prime Time (7pm–11pm)	①  9.4 (-0.3)	② 7.5 (-0.4)	③ 6.8 (-0.3)	④ 5.2 (-0.6)	⑤ 4.1 (-0.4)	44.2 (-1.5)
Prime2 (11pm–1am)	② 3.2 (-0.2)	① 3.9 (+0.0)	② 3.2 (+0.0)	④ 2.1 (-0.5)	⑤ 1.3 (+0.0)	17.9 (-0.4)

Note: Numbers in circles refer to ranking among commercial stations. Numbers in parentheses indicate YoY. (Video Research, Kanto region)

Viewer Ratings: Annual 2025

(Dec 30, 2024–Dec 28, 2025)

Triple Crown in All Day, Golden Time, and Prime Time!
(Two Consecutive Years for Individual All, Three Consecutive Years for Household)

Individual All	TV Asahi	Nippon TV	TBS	Fuji TV	TV Tokyo	PUT
All Day (6am–midnight)	①  3.5 (+0.0)	② 3.4 (+0.0)	③ 2.8 (+0.1)	④ 2.1 (-0.1)	⑤ 1.1 (-0.1)	18.3 (-0.4)
Golden Time (7pm–10pm)	①  5.2 (-0.1)	① 5.2 (-0.1)	③ 4.5 (+0.2)	④ 3.4 (-0.1)	⑤ 2.9 (-0.2)	30.1 (-0.7)
Prime Time (7pm–11pm)	①  5.2 (-0.1)	② 4.8 (-0.2)	③ 4.3 (+0.1)	④ 3.3 (-0.1)	⑤ 2.5 (-0.2)	28.0 (-0.7)
Prime2 (11pm–1am)	③ 1.7 (-0.1)	① 2.2 (-0.2)	② 1.8 (+0.1)	④ 1.2 (-0.2)	⑤ 0.6 (-0.1)	10.0 (-0.6)
Household	TV Asahi	Nippon TV	TBS	Fuji TV	TV Tokyo	HUT
All Day (6am–midnight)	①  6.3 (-0.1)	② 5.8 (-0.2)	③ 4.9 (+0.0)	④ 3.7 (-0.3)	⑤ 2.0 (-0.1)	31.7 (-0.9)
Golden Time (7pm–10pm)	①  8.8 (-0.2)	② 8.1 (-0.3)	③ 7.0 (+0.1)	④ 5.4 (-0.1)	⑤ 4.8 (-0.4)	47.5 (-1.5)
Prime Time (7pm–11pm)	①  8.9 (-0.2)	② 7.6 (-0.4)	③ 6.9 (+0.1)	④ 5.3 (-0.2)	⑤ 4.2 (-0.4)	44.7 (-1.5)
Prime2 (11pm–1am)	③ 3.2 (-0.3)	① 4.0 (-0.3)	② 3.3 (+0.1)	④ 2.2 (-0.4)	⑤ 1.3 (+0.0)	18.3 (-1.2)

Note: Numbers in circles refer to ranking among commercial stations. Numbers in parentheses indicate YoY. (Video Research, Kanto region)

Triple Crown for 2025 Annual Viewer Ratings <Key Drivers>

<News & Information> Five news shows achieved top spots in their respective time slots

- *Good! Morning* (7 am on weekdays) captured top position in its time slot for the first time, *Hatori Shinichi Morning Show* has maintained the top position for six straight years, *Oshita Yoko Wide! Scramble Part 1* for 12 straight years, *Hodo Station* for seven straight years, and *Saturday Station* for three straight years

<Drama> Four series ranked in the top 10 among commercial station drama series in 2025

- Four Golden Time drama series including *AIBOU*, *Emergency Interrogation Room*, *The Big Chase: Tokyo SSBC Files* and *Tokuso 9 final season* ranked in the top 10 commercial station drama series in 2025

<Variety> Captured No.1 & No.2 position among the regular variety shows across all stations in 2025

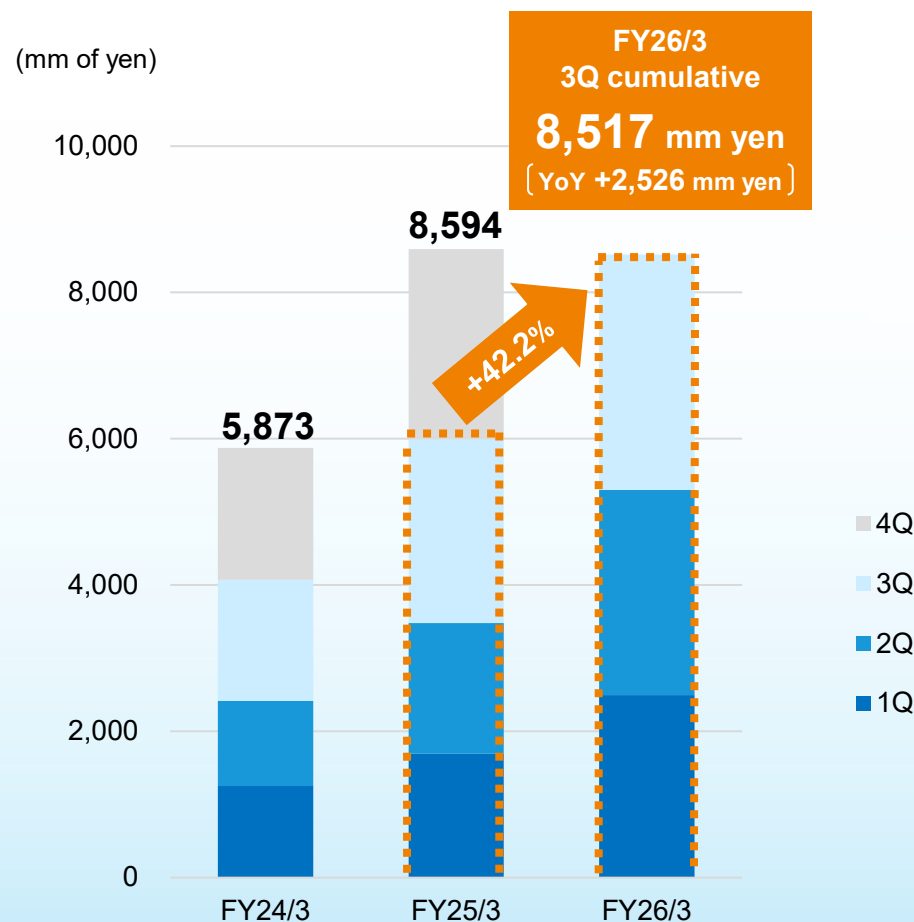
- *Zawatsuku! Friday*: Ranked No.1 among the regular variety shows across all stations and has maintained the top position in its time slot for five straight years
- *In the Middle of Nowhere*: Achieved the second highest average viewer ratings among the regular variety shows across all stations and has held No.1 position in its time slot for six straight years
- Quiz shows maintained stable high ratings. *Q-sama!!* captured No.1 position in its time slot for the first time in 12 years, while *Miracle 9* has maintained the top position for two straight years

<Sports> Live coverage of large sporting events recorded outstanding ratings

- *FIFA World Cup 2026 Asian Final Qualifiers Japan vs Bahrain* (Mar): Individual All 14.3%, Household 21.7%
- *KIRIN CHALLENGE CUP 2025 Japan vs Brazil* (Oct): Individual All 10.4%, Household 16.0%

TV Asahi Digital Ads-related Revenue continues to expand

TV Asahi Digital Ads-related revenue (TVer etc.)



Prime time dramas drove catch-up streaming view counts

Ranked in the top ten average view counts for drama shows on catch-up service

- Summer programming season: *Their Marriage* (No.1 among all stations), *The Big Chase: Tokyo SSBC Files* and *The Kidnapping Day (Japan ver)*
- Fall programming season: *Just a bit Espers* and *Emergency Interrogation Room*



Trend of winter programming season dramas

- *Silent Truth* recorded 6.88 million view counts for eps. 1 & 2 (Jan 13-25, 2026), marking the highest view count for TV Asahi Golden Time drama series
- *One in a Million: Tax Squad* captured over 3 million view counts for ep. 1 (Jan 8-19, 2026)



Enhancing IP Development and Distribution

Ongoing anime development and broadcast of popular manga titles
Increase profits through various businesses

Akane-banashi

Long-awaited anime production of hit manga



- Anime production of a serial manga regarding rakugo that has been on *Weekly Shonen Jump* (Shueisha) since 2022, and receiver of numerous manga awards
- Aim for revenue growth through business roll-out including overseas

To be aired from April 2026 in the IMAnimation slot

Jaadugar: A Witch in Mongolia

Produced by renown world-class creators



- Anime production of popular epic manga on *Souffle* (AKITSHOTEN)
- Anime to be produced by Science SARU known for high quality works such as *DAN DA DAN*
- Top-notch creators to join the production team led by Naoko Yamada, Executive Director

To be aired from July 2026 in the IMAnimation slot

Magic Repo Man : Dumped by My Party, I'll Cash In With a Cute Support Fairy to Become the Strongest!

Anime production of BookLive Group's original title



- Anime production of popular manga on web comic *COMIC METEOR* and which has sold over a total of 1.6 million copies
- Carry out IP business using TV Asahi Group's resources
- Building business ties with BookLive since capital alliance in 2023

Production by SynergySP Co., Ltd., a member of the TV Asahi Group



Gals Can't Be Kind to Otaku?!

- A love comedy on *Monthly Comic Zenon* (Coamix Inc.)

To be aired from April 2026 in the IMAnimation W slot



From Old Country Bumpkin to Master Swordsman II

- An unrivaled swordsman fantasy aired in April 2025 in the IMAnimation slot

Scheduled to air season 2 from July 2026

Note: Copyrights are listed on P.40.

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Motion Pictures

Over 1.35 bn yen of box-office sales
and 1 million admissions
(as of Feb 8, 2026)



**Emergency
Interrogation Room
THE FINAL MOVIE**
(Dec 26, 2025-)

<Up-coming Line-up>



**The Dangers in My Heart:
The Movie**
(Feb 13, 2026-)

The theatrical adaptation of the internationally
acclaimed award-winning anime series
To be released in 26 countries/regions
including the USA and France



**DORAEMON the movie 2026
New Nobita and the Castle of
the Undersea Devil**
(Feb 27, 2026-)

The beloved 1983 classic movie to be reborn
as the 45th installment of the film series



TOKYO DREAM PARK



OPENING on March 27, 2026!!

- Opening an entertainment complex that merges entertainment and technology in Ariake (Tokyo Bay area), under the concept “Muchu kara, Hajimaru.” (translation: “Begin, from being enchanted.”)
- Increasing new revenue stream by creating new entertainment, attractions and innovation by leveraging the expertise cultivated through the production of music programs and events, and the operation of EX THEATER ROPPONGI



SGC HALL ARIAKE

こけら落とし PREMIERE SERIES

Launching the Opening Premiere Series featuring top-tier artists at the venue that boasts a top-notch immersive audio system



B'z
Mar 28 & 29, 2026



Tatsuro Yamashita
Apr 11 & 12, 2026



SAKANACTION
Apr 18 & 19, 2026



SHONAN NO KAZE Apr 25, 2026



ATARASHII GAKKO! Apr 26, 2026



HIRAIDAI Apr 27, 2026



KETSUMEISHI Apr 28 & 29, 2026

TOKYO DREAM PARK

EX THEATER ARIAKE

✦ OPENING LINEUP ✦



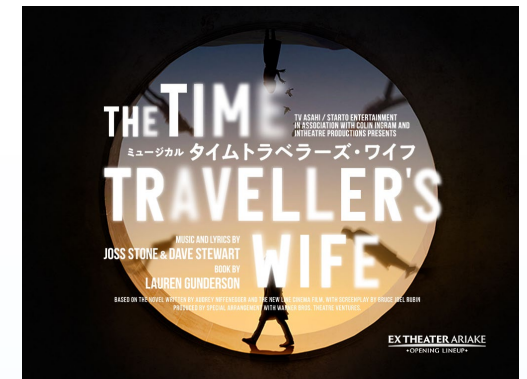
Ambers
Apr 25-May 24, 2026



**2026 Gekidan Shinkansen
46th Anniversary Summer Performance
Akechiko!**
Jun 12-Jul 12, 2026



**musical
DEAR EVAN HANSEN**
Jul 25-Aug 23, 2026



**musical
THE TIME TRAVELLER'S WIFE**
Sep 2026

EX STUDIO 7



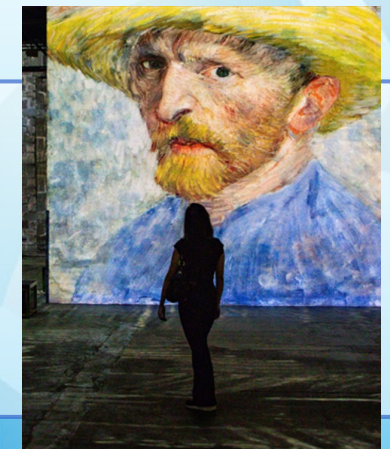
**100% DORAEMON & FRIENDS
in Tokyo**
Mar 27, 2026-



EX STUDIO 8



**Atelier des Lumières
"Van Gogh"**
Early summer 2026-



Special Events

<Up-coming Line-up>



Program

Naniwa Danshi no GYAKUTEN DANSHI 3rd Anniversary Celebration

Apr 7 & 8, 2026 @ K-Arena Yokohama



Music

Mynavi presents The Performance

Apr 10-12, 2026 @ K-Arena Yokohama



Exhibition

HANAE MORI

Vital Type: The 100th Anniversary of Birth

Apr 15-Jul 6, 2026 @ The National Art Center, Tokyo



Program

FANTASTICS in TOYOTA ARENA TOKYO Fanpa EXPO 2026

May 4, 2026 @ TOYOTA ARENA TOKYO



Program

Ame Ta--lk First Arena Live

May 5, 2026 @ TOYOTA ARENA TOKYO



Program

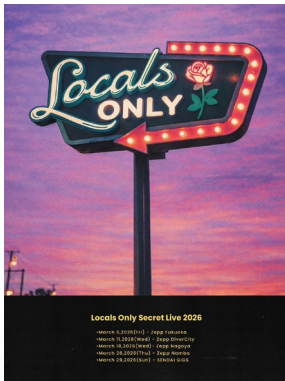
50TA Arena Live in 2026

May 6, 2026 @ TOYOTA ARENA TOKYO

Music Publication

<Up-coming Line-up>

HIRAIDAI



LOCALS ONLY SECRET LIVE 2026

Mar 6-29, 2026
5 concerts @ 5 venues

KETSUMEISHI

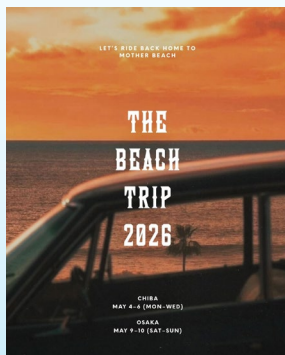


KETSUMEISHI 25th Anniversary TOUR KETSUMEN CAMP 2026

Apr 4-Jul 4, 2026
17 concerts @ 11 venues

Celebrating the 25th anniversary of
their major debut and holding a
national arena tour after two years

HIRAIDAI



HIRAIDAI presents THE BEACH TRIP 2026

May 4-10, 2026
5 concerts @ 2 venues

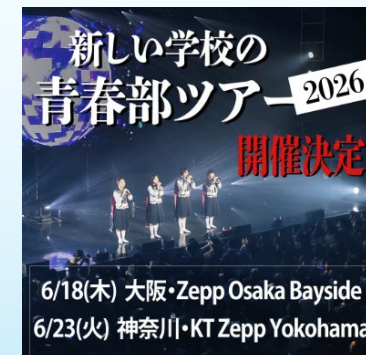
SHONAN NO KAZE



Gundan Densetsu ~2026~

May 9-Jun 11, 2026
5 concerts @ 5 venues

ATARASHII GAKKO!



AG! SEISYUN CLUB TOUR 2026

Jun 18 & 23, 2026
2 concerts @ 2 venues

Sustainability Initiatives

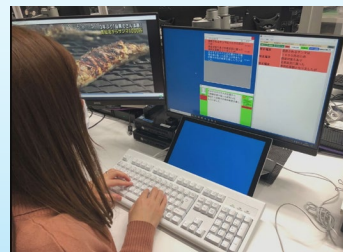
“The Future Starts Here Project x SDGs” Week

- The 10th edition scheduled for broadcast, with participation from news and information programs (Feb 21-Mar 1, 2026)



AI Live Subtitling System “J-TAC Pro”

- Improved the efficiency of subtitling production and the responsiveness to emergency broadcasts by using various AI technologies, including speech recognition and automated line breaking
- Generates accurate and easy-to-understand real-time subtitles that promotes access to information for all people, including individuals with hearing impairments (the percentage of subtitled broadcast hours to total air time on TV Asahi terrestrial channel in FY25/3: 85.3%)
- Won the INTER BEE AWARD 2025 Jury Prize



Developed by TV Asahi Create Corporation

JSEC (Japan Science & Engineering Challenge)

- A science and technology challenge for high school and technical college students hosted together with The Asahi Shimbun Company, with the aim of advancing science and technology and nurturing the next generation
- Received a record-high of 506 research projects
- Presented the TV Asahi award to one of the finalists for the study “Analyses of the Mechanism of Skin Regeneration in *Cynops pyrrhogaster*”



<https://manabu.asahi.com/jsec/>

art to ART x Sohgo Real Estate Co., Ltd.

- As the second “housing x art” initiative of TV Asahi’s “art to ART Project,” designed and furnished the interior of the resident’s common room at RENAI MATSUDO MINORIDAI, in collaboration with Sohgo Real Estate Co., Ltd.
- Contributed to reducing construction waste by using the left-over wood from making chairs and tables as wall decoration
- Planning to hold workshops for residents that involves the creative reuse of program props



(sample photo)

Copyrights

P.33 Enhancing IP Development and Distribution

(from top left)

Akane-banashi

©Yuki Suenaga, Takamasa Moue / SHUEISHA, Akane-banashi Committee

Jaadugar: A Witch in Mongolia

©Tomato Soup(AKITASHOTEN)/Jaadugar Committee

Magic Repo Man : Dumped by My Party, I'll Cash In With a Cute Support Fairy to Become the Strongest!

©Masakichi, Singou Iijima, Flex Comix Inc./Magic Repo Man Committee

Gals Can't Be Kind to Otaku?!

©Norishirochan, Sakana Uozumi/Coamix, Otagal Production Committee

From Old Country Bumpkin to Master Swordsman II

©Shigeru Sagazaki, Tetsuhiro Nabeshima/SQUARE ENIX, From Old Country Bumpkin to Master SwordsmanII Project

P.34 Motion Pictures

(from left to right)

Emergency Interrogation Room THE FINAL MOVIE

©2025 "Emergency Interrogation Room THE FINAL MOVIE" film partners

The Dangers in My Heart: The Movie

©Norio Sakurai(AKITASHOTEN)/ The Dangers in My Heart Committee

DORAEMON the movie 2026 New Nobita and the Castle of the Undersea Devil

©Fujiko-Pro, Shogakukan, TV-Asahi, Shin-ei, and ADK 2026

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