Supplementary Information

Financial Results for FYE March 31, 2026

May 14, 2026

tv asahi holdings corporation

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Business Highlights

- **Consolidated Results: increase in sales and profits, recorded highest ever sales and profits since IPO**
  - **TV Broadcasting Business: increase in sales and profit**
    Terrestrial advertising revenue surged, especially in spot sales, due to achieving the triple crown in viewer ratings and other factors.
  - **Internet Business: increase in sales and profit**
    Digital advertising revenue from TVer and content sales to TELASA and other video streaming platforms increased.
  - **Shopping Business: decrease in sales and profit**
    Underperformed due to shortfall in sales from regular and special programs.
  - **Other Businesses: increase in sales, decrease in profit**
    While there was a decrease in the special events business, sales grew due to increased sales of concerts of artists under management/co-management in the music publication business and good performance of the annual anime movie releases. Costs in investment in motion pictures grew due to increase in production costs.
- **Start of Management Plan 2026-2029**
  - **Numerical Targets (FY30/3):** 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 (8% in early 2030s)
  - **Shareholder Returns:** Provide continual and stable dividends with target payout ratio of 40%

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Consolidated Results

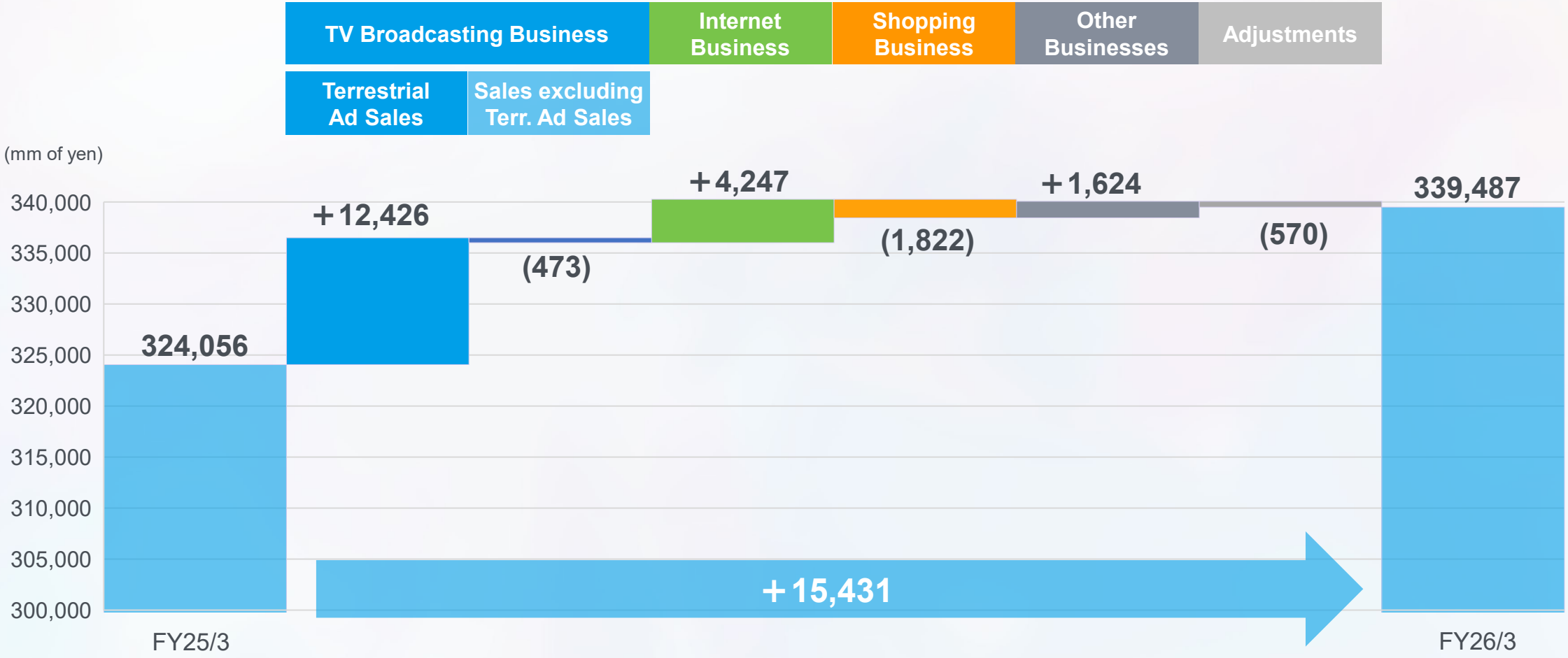
(mm of yen)

	FY25/3	FY26/3*	YoY	YoY(%)
Net Sales	**324,056**	**339,487**	**+15,431**	**+4.8%**
TV Broadcasting	**236,798**	**248,750**	**+11,952**	**+5.0%**
Internet	**31,840**	**36,087**	**+4,247**	**+13.3%**
Shopping	**20,223**	**18,400**	**(1,822)**	**(9.0)%**
Other Businesses	**50,857**	**52,481**	**+1,624**	**+3.2%**
Adjustments	**(15,662)**	**(16,232)**	**(570)**	**–**
Operating Profit	**19,704**	**26,181**	**+6,477**	**+32.9%**
TV Broadcasting	**11,289**	**18,758**	**+7,468**	**+66.2%**
Internet	**3,698**	**5,310**	**+1,611**	**+43.6%**
Shopping	**1,505**	**1,082**	**(423)**	**(28.1)%**
Other Businesses	**3,242**	**1,074**	**(2,168)**	**(66.9)%**
Adjustments	**(31)**	**(43)**	**(12)**	**–**
Ordinary Profit	**28,533**	**36,572**	**+8,039**	**+28.2%**
Profit Attributable to Owners of Parent	**25,816**	**29,654**	**+3,838**	**+14.9%**

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

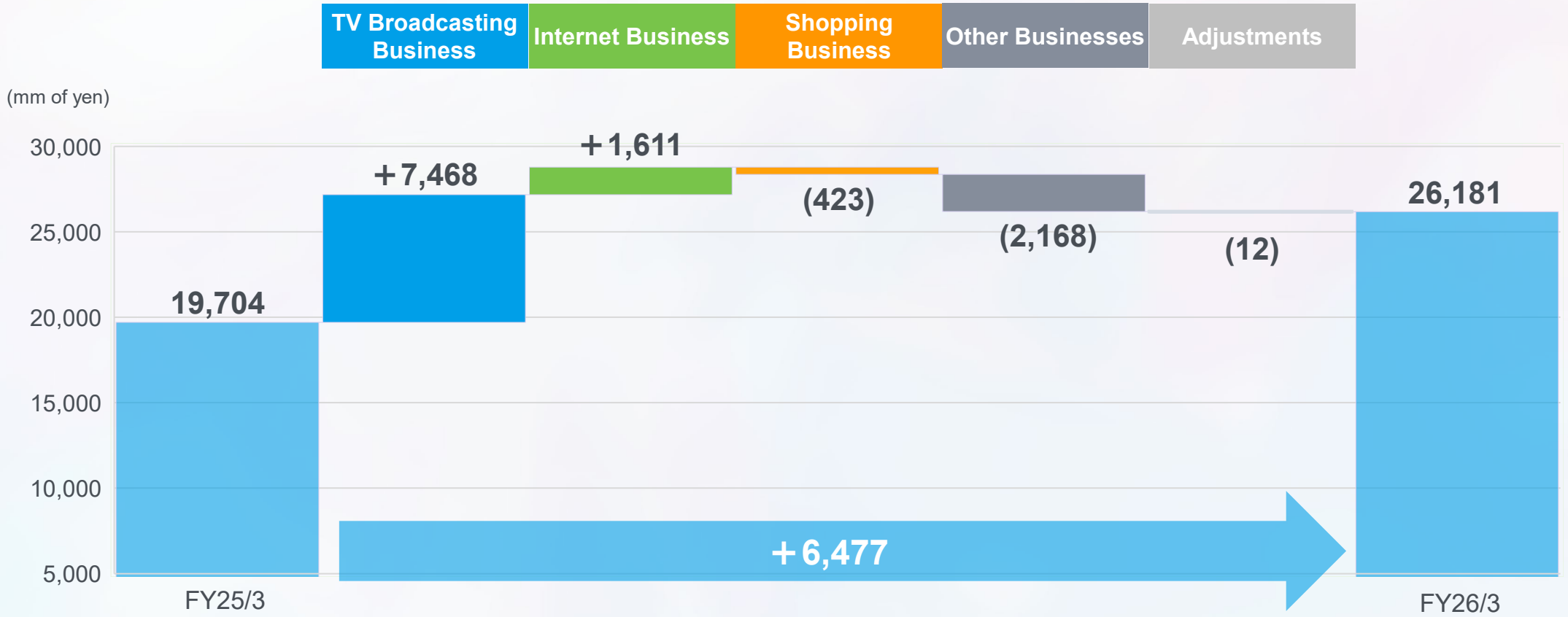
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Net Sales YoY Change



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Operating Profit YoY Change

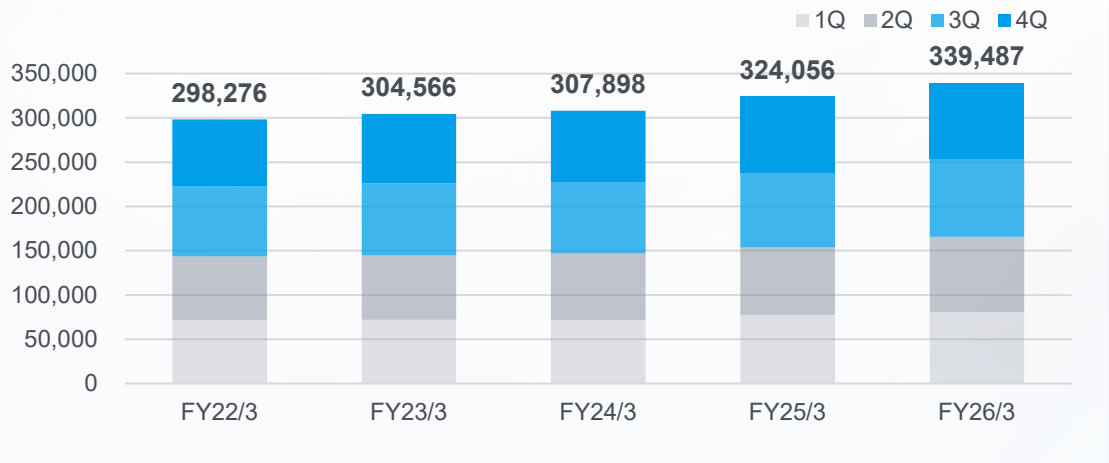


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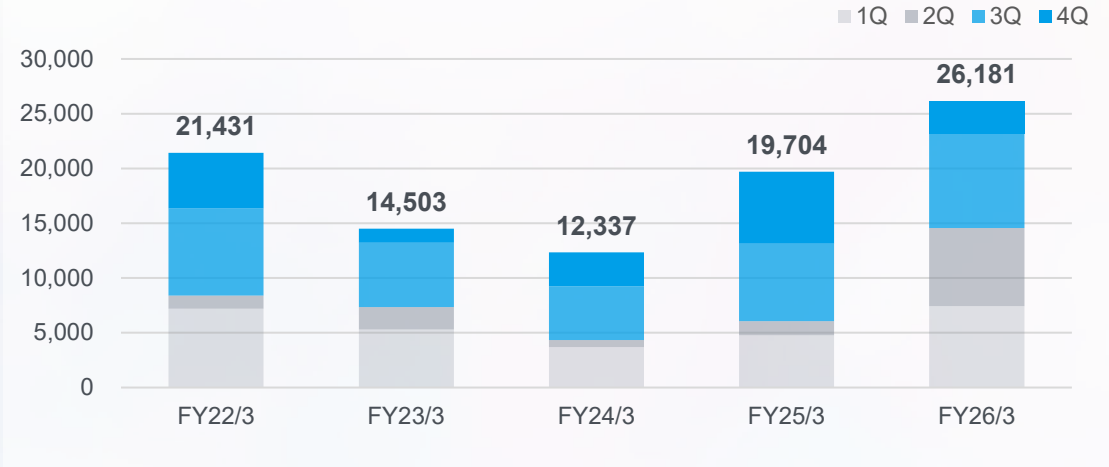
Consolidated Results (Historical Trends)

(mm of yen)

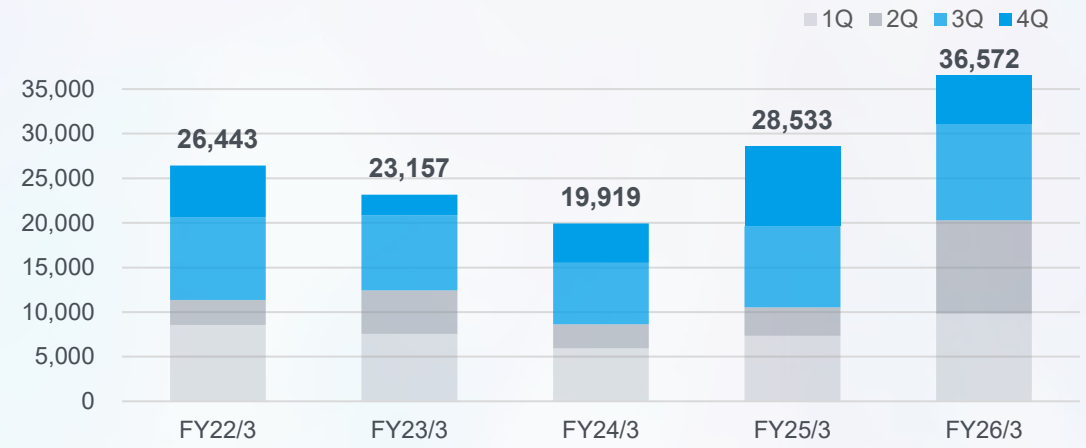
Net Sales



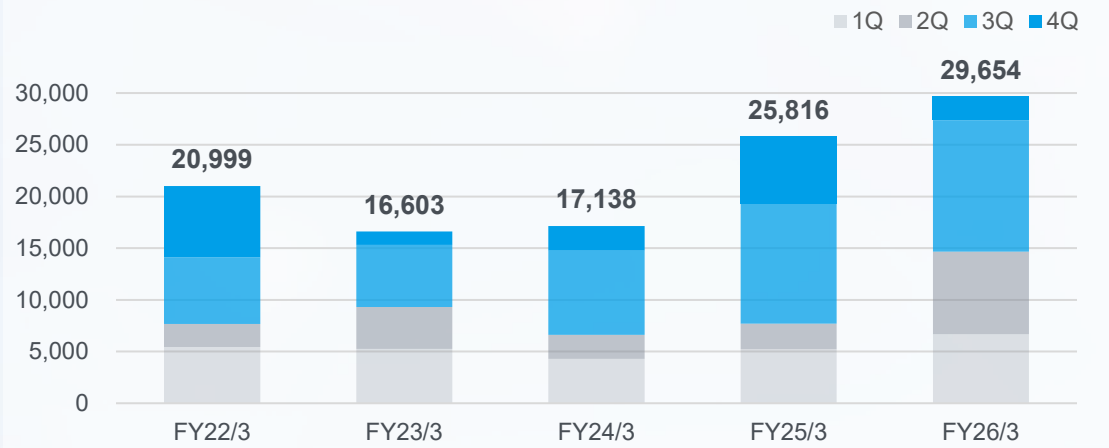
Operating Profit



Ordinary Profit



Profit Attributable to Owners of Parent

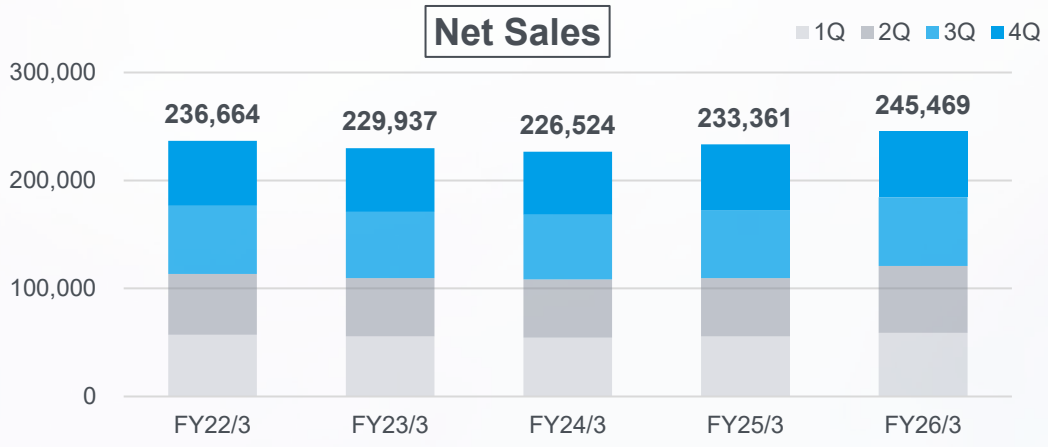


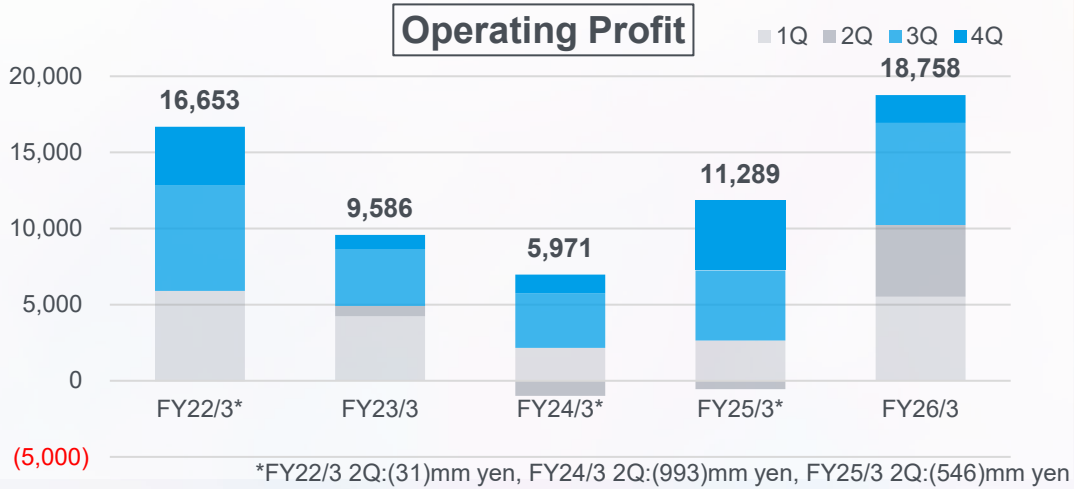
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Segment Sales and Profit (Historical Trends)

(mm of yen)

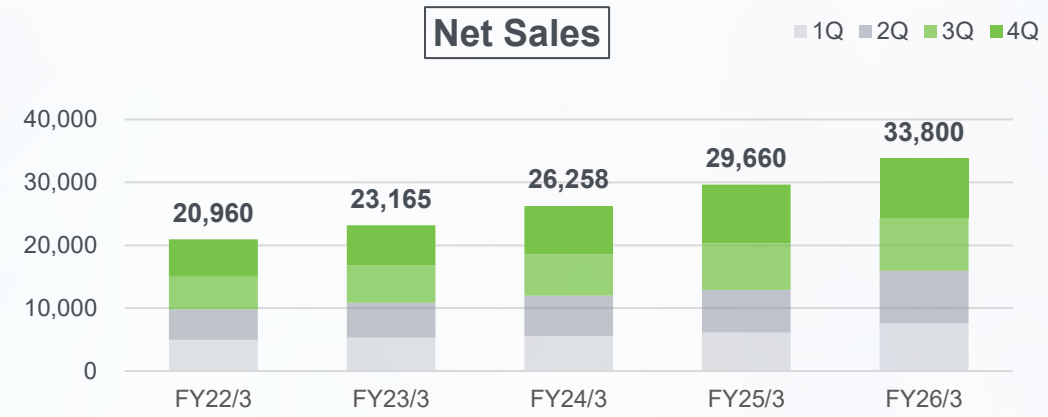
TV Broadcasting Business

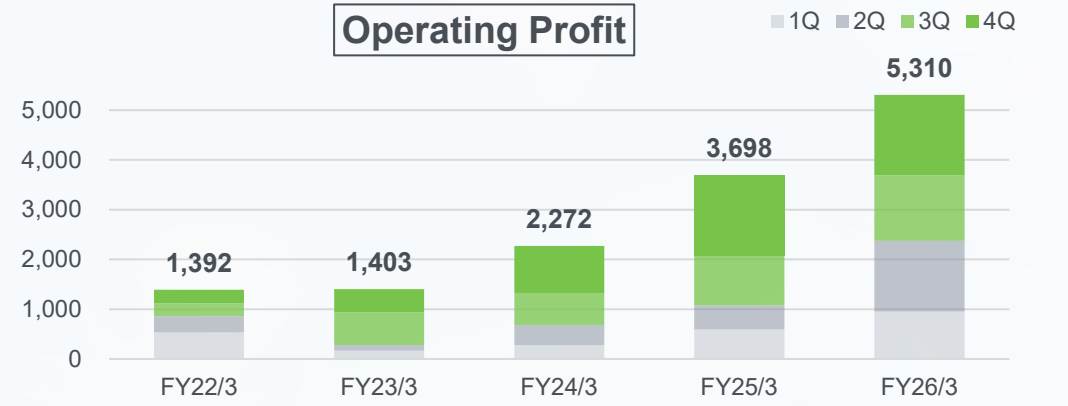




*FY22/3 2Q:(31)mm yen, FY24/3 2Q:(993)mm yen, FY25/3 2Q:(546)mm yen

Internet Business





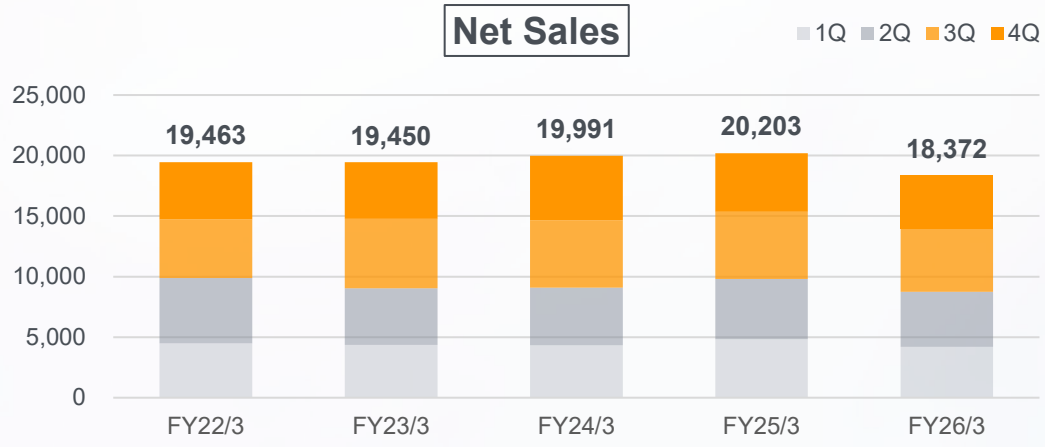
Notes: - FY22/3 are reference figures due to the change in reportable segments from FY23/3.
- Net Sales are sales to outside customers.
- Operating Profit is segment profit adjusted to align it with operating profit reported on the consolidated statements of income for the corresponding period.

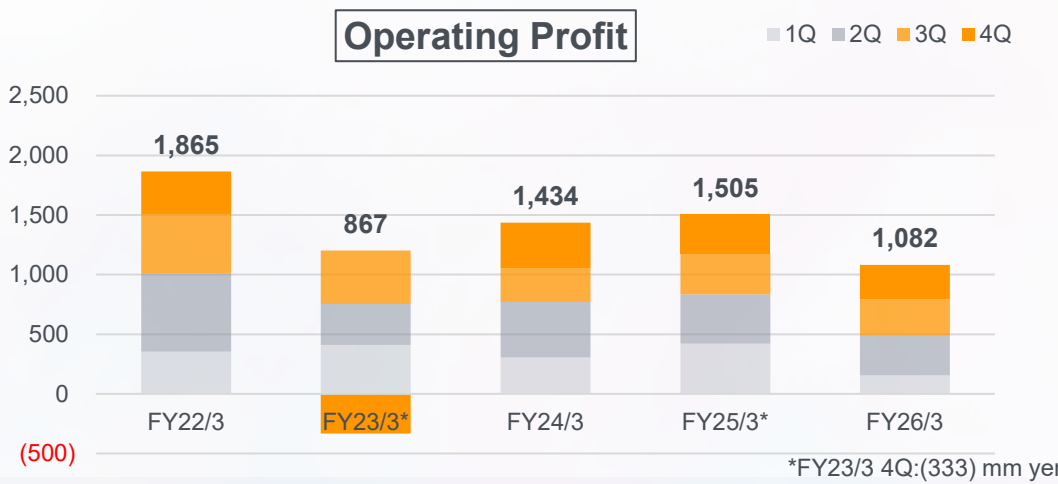
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Segment Sales and Profit (Historical Trends)

(mm of yen)

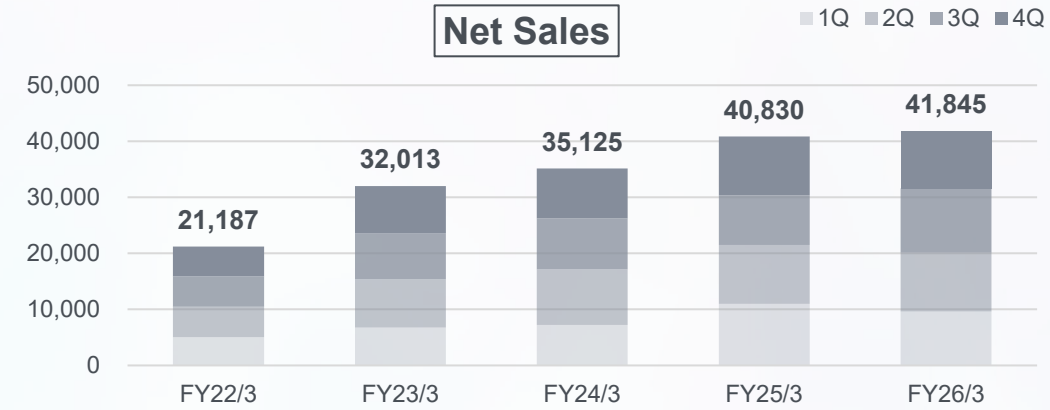
Shopping Business

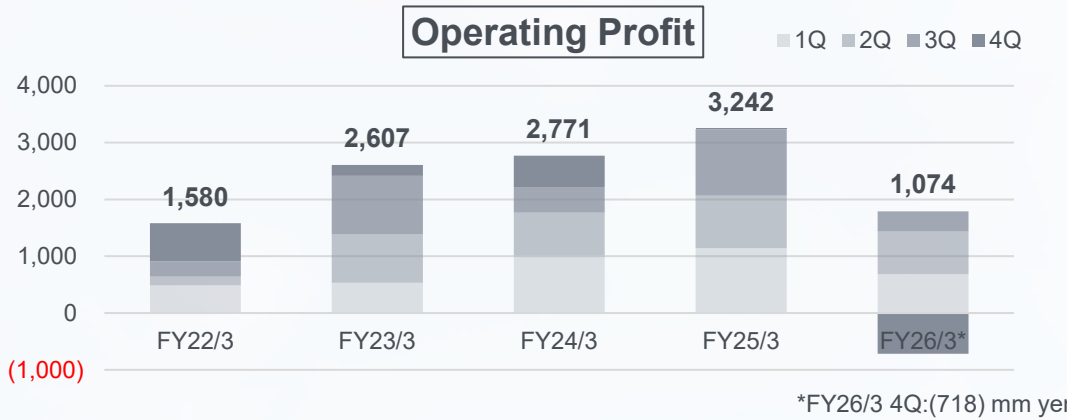




*FY23/3 4Q:(333) mm yen

Other Businesses





*FY26/3 4Q:(718) mm yen

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.

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Financial Highlights of Major Group Companies

(mm of yen)

		FY25/3	FY26/3	YoY	YoY(%)
TV Asahi Corporation	Net Sales	236,758	249,233	+12,475	+5.3%
	Operating Profit	6,914	13,651	+6,736	+97.4%
Asahi Satellite Broadcasting Limited	Net Sales	18,772	19,011	+239	+1.3%
	Operating Profit	3,599	3,624	+24	+0.7%
CS One Ten, Ltd.	Net Sales	6,094	5,876	(218)	(3.6)%
	Operating Profit	230	224	(5)	(2.4)%
TV ASAHI MUSIC Co., LTD.	Net Sales	14,359	16,321	+1,962	+13.7%
	Operating Profit	1,493	1,561	+68	+4.6%
Ropping Life Co., Ltd.	Net Sales	18,482	17,820	(662)	(3.6)%
	Operating Profit	649	91	(557)	(85.8)%

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TV Asahi Corporation Results

(mm of yen)

	FY25/3	FY26/3	YoY	YoY(%)
Net Sales	**236,758**	**249,233**	**+12,475**	**+5.3%**
Time Sales	**79,720**	**81,541**	**+1,820**	**+2.3%**
Spot Sales	**94,626**	**105,231**	**+10,605**	**+11.2%**
Program Sales, CS, etc.	**21,919**	**20,425**	**(1,494)**	**(6.8)%**
Internet Sales	**20,487**	**24,789**	**+4,301**	**+21.0%**
Other	**20,003**	**17,245**	**(2,758)**	**(13.8)%**
Operating Profit	**6,914**	**13,651**	**+6,736**	**+97.4%**
Ordinary Profit	**16,511**	**17,230**	**+718**	**+4.4%**
Profit	**13,741**	**11,997**	**(1,743)**	**(12.7)%**

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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)%
4Q	19,389	20,515	+1,125	+5.8%
2H*	40,643	41,475	+832	+2.0%
Annual	79,720	81,541	+1,820	+2.3%

<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)	+5.2	+12.6	+0.8	+5.8	+2.0	+2.3

* "1H" refers to the six months ended September 30 (April 1-September 30) and "2H" refers to the six months ended March 31 (October 1-March 31).

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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%
4Q	26,607	25,110	(1,497)	(5.6)%
2H	52,783	53,288	+505	+1.0%
Annual	94,626	105,231	+10,605	+11.2%

<YoY Growth>

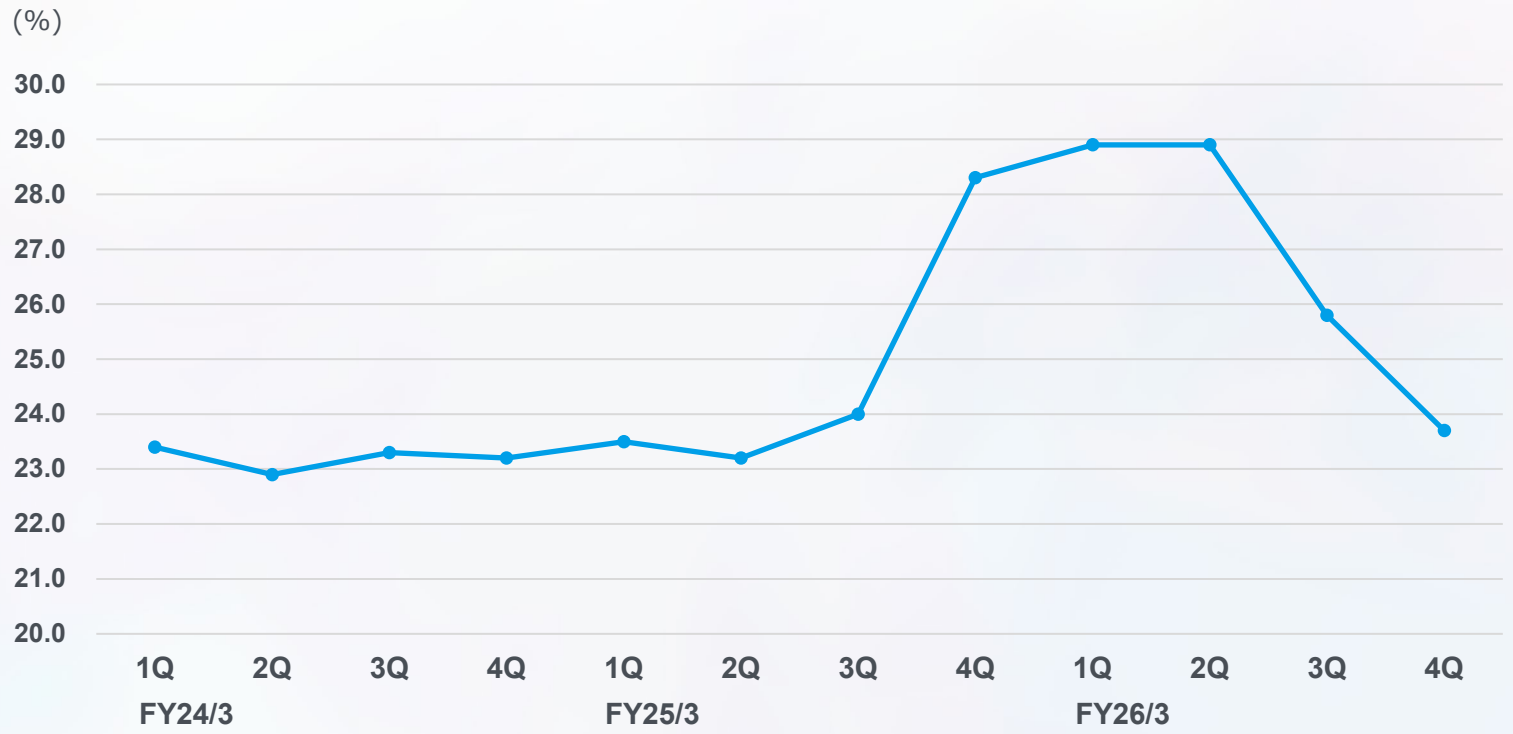
(%)

	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	+2.5	(5.5)	(12.1)	(5.6)	+1.0	+11.2

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Spot Sales Revenue (Terrestrial)

Trend of Share in the Tokyo Spot Sales Market



FY26/3

26.6%

(YoY +1.9 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	23.7	24.7	26.6

Note: share figures are estimated figures.

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Spot Sales Industry Information (Terrestrial)

	FY26/3 4Q (Jan–Mar 2026)		FY25/3 4Q (Jan–Mar 2025)	
	YoY	Share	YoY	Share
Energy & Industrial Machines	102.1%	2.4%	201.0%	2.2%
Foods	78.6%	8.5%	86.1%	10.2%
Beverages & Liquors	73.8%	5.8%	108.5%	7.4%
Pharmaceuticals & Medical Supplies	80.2%	5.4%	98.9%	6.3%
Cosmetics & Toiletries	104.9%	3.2%	106.1%	2.9%
Fashion & Accessories	97.9%	2.5%	101.2%	2.4%
Business Machines & Office Supplies	95.0%	1.2%	119.6%	1.2%
Consumer Electronics	49.8%	0.7%	218.6%	1.4%
Automobiles	109.3%	7.1%	120.2%	6.1%
Homeware	92.8%	1.1%	86.9%	1.1%
Game, Software & Sporting Goods	144.7%	3.4%	85.7%	2.2%
Housing & Housing Materials	78.2%	7.5%	168.2%	9.0%
Publishing	69.6%	2.2%	180.7%	2.9%
Telecommunications, Media & Internet	88.8%	11.5%	116.4%	12.3%
Retail	83.8%	3.4%	162.2%	3.9%
Finance & Insurance	127.3%	9.8%	105.9%	7.3%
Transportation, Movies & Leisure	92.5%	6.7%	107.7%	6.8%
Food-services & Various Services	116.5%	13.7%	110.7%	11.1%
Government & Public Institutions	145.4%	1.1%	56.3%	0.7%
Education, Medical-services & Religion	100.3%	2.8%	97.2%	2.7%
Others	–	0.1%	3.5%	0.0%
Total	94.4%	100.0%	112.3%	100.0%

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Production Costs (Terrestrial)

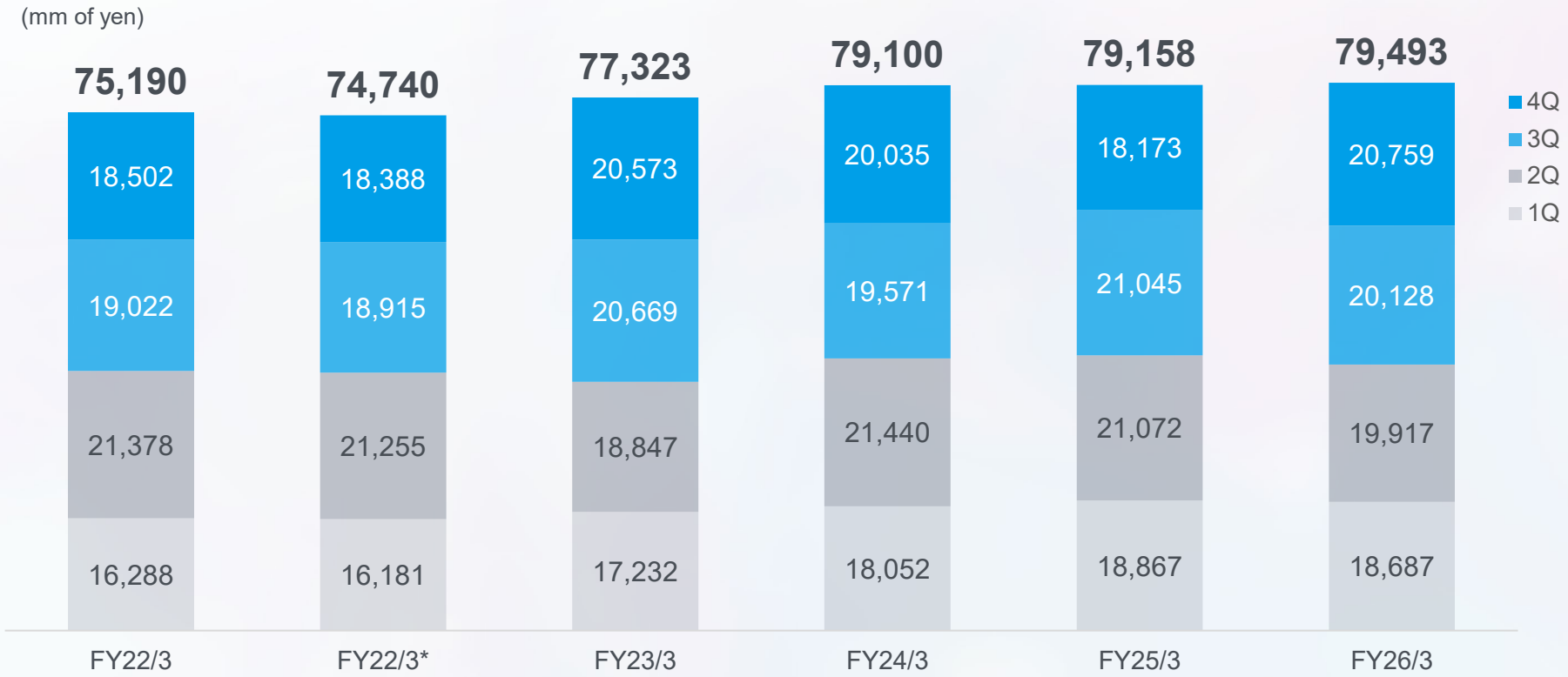
(mm of yen)

	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)%
4Q	18,173	20,759	+2,586	+14.2%
2H	39,218	40,888	+1,670	+4.3%
Annual	79,158	79,493	+334	+0.4%

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Production Costs (Terrestrial)

Trend of Production Costs (Terrestrial)



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

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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%
4Q	62,315	61,749	(566)	(0.9)%	4,587	1,817	(2,770)	(60.4)%
2H	125,457	126,349	+892	+0.7%	9,199	8,516	(682)	(7.4)%
Annual	236,798	248,750	+11,952	+5.0%	11,289	18,758	+7,468	+66.2%

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TV Broadcasting Business

(mm of yen)

	FY25/3	FY26/3	YoY	YoY(%)
Net Sales	**236,798**	**248,750**	**+11,952**	**+5.0%**
Time Sales	**79,720**	**81,541**	**+1,820**	**+2.3%**
Spot Sales	**94,626**	**105,231**	**+10,605**	**+11.2%**
Program Sales	**14,615**	**13,443**	**(1,172)**	**(8.0)%**
BS & CS	**26,212**	**25,907**	**(304)**	**(1.2)%**
Other	**21,622**	**22,626**	**+1,004**	**+4.6%**
Operating Profit	**11,289**	**18,758**	**+7,468**	**+66.2%**

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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%
4Q	9,988	10,156	+168	+1.7%	1,620	1,616	(4)	(0.3)%
2H	17,920	19,016	+1,095	+6.1%	2,620	2,934	+314	+12.0%
Annual	31,840	36,087	+4,247	+13.3%	3,698	5,310	+1,611	+43.6%

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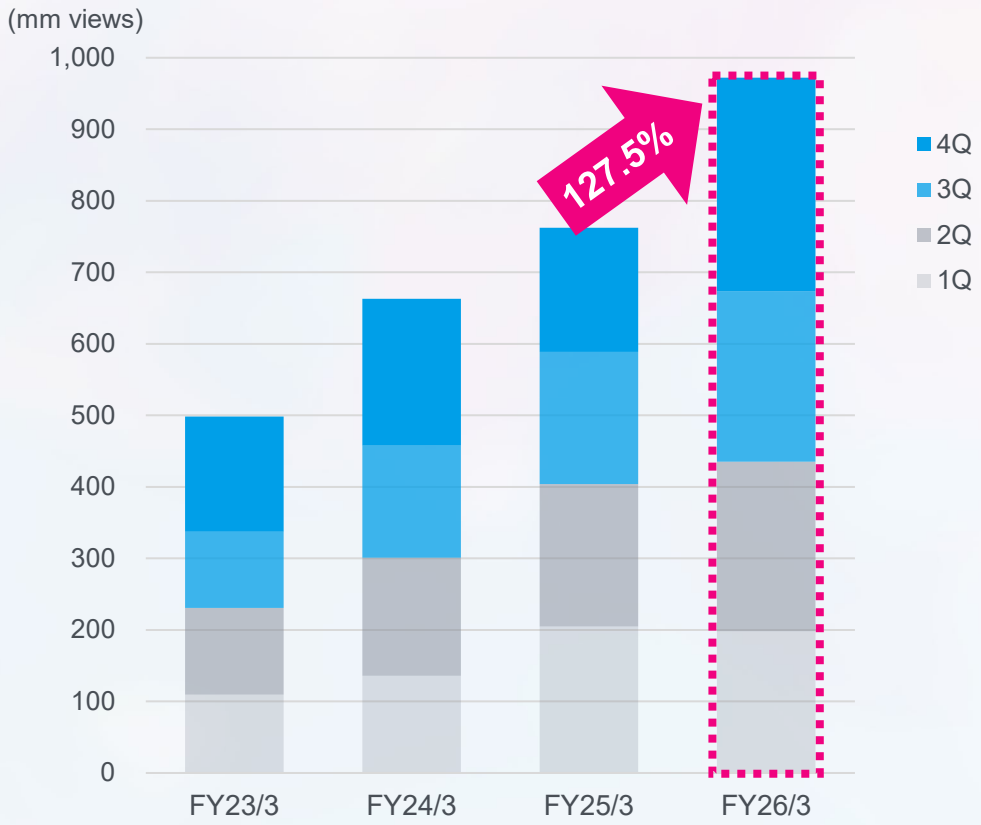
Digital Ads-related Revenue

TV Asahi
Digital Ads-related Revenue (TVer, etc.)

(mm of yen)

	FY25/3	FY26/3	YoY	YoY(%)
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%
4Q	2,603	3,277	+674	+25.9%
2H	5,112	6,495	+1,382	+27.0%
Annual	8,594	11,795	+3,200	+37.2%

TV Asahi
No. of Views on Catch-up Service



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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)%
4Q	4,849	4,414	(435)	(9.0)%	327	288	(39)	(12.0)%
2H	10,398	9,633	(764)	(7.4)%	672	590	(82)	(12.2)%
Annual	20,223	18,400	(1,822)	(9.0)%	1,505	1,082	(423)	(28.1)%

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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)%
4Q	13,475	13,776	+300	+2.2%	2	(718)	(720)	—
2H	24,712	27,696	+2,983	+12.1%	1,177	(360)	(1,537)	(130.6)%
Annual	50,857	52,481	+1,624	+3.2%	3,242	1,074	(2,168)	(66.9)%

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Other Businesses

Results of Major Other Businesses

(mm of yen)

	Sales				Balance			
	FY25/3	FY26/3	YoY	YoY(%)	FY25/3	FY26/3	YoY	YoY(%)
Music Publication	13,995	16,285	+2,289	+16.4%	3,923	4,689	+766	+19.5%
Special Events	11,417	8,961	(2,456)	(21.5)%	2,100	1,329	(771)	(36.7)%
Equipment Sales/ Lease	7,176	8,362	+1,185	+16.5%	3,572	4,115	+542	+15.2%
Motion Pictures	4,486	5,282	+795	+17.7%	1,963	1,553	(410)	(20.9)%
DVD	973	690	(282)	(29.1)%	331	190	(141)	(42.6)%

Note: Balance figures do not include indirect costs.

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Capex and D&A

Capital Expenditures

(bn of yen)

	FY25/3	FY26/3	YoY	YoY(%)	FY27/3 (Forecast)
Consolidated	35.98	16.07	(19.90)	(55.3)%	13.30
TV Asahi Corporation	32.74	13.42	(19.32)	(59.0)%	12.40

Depreciation & Amortization

(bn of yen)

	FY25/3	FY26/3	YoY	YoY(%)	FY27/3 (Forecast)
Consolidated	9.47	9.21	(0.26)	(2.8)%	11.30
TV Asahi Corporation	7.49	7.10	(0.39)	(5.2)%	9.00

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FY27/3 Forecast

* Reference figures are provided due to the change in reportable segments from FY27/3.

(mm of yen)

	FY26/3 Results (Reference)*	FY27/3 Forecast	YoY	YoY(%)
Net Sales	**339,487**	**350,000**	**+10,512**	**+3.1%**
Media & Content Business	**308,843**	**305,700**	**(3,143)**	**(1.0)%**
TDP & Events Business	**26,598**	**39,400**	**+12,802**	**+48.1%**
Other Businesses	**4,045**	**4,900**	**+855**	**+21.1%**
Operating Profit [EBITDA]	**26,181 [35,395]**	**20,000 [31,300]**	**(6,181) [(4,095)]**	**(23.6)% [(11.6)%]**
Media & Content Business	**25,487**	**18,300**	**(7,187)**	**(28.2)%**
TDP & Events Business [EBITDA]	**(370) [597]**	**500 [3,700]**	**+870 [+3,102]**	**– [+519.2%]**
Other Businesses	**1,080**	**1,200**	**+120**	**+11.1%**
Adjustments	**(16)**	**–**	**+16**	**–**
Ordinary Profit	**36,572**	**28,000**	**(8,572)**	**(23.4)%**
Profit Attributable to Owners of Parent	**29,654**	**25,000**	**(4,654)**	**(15.7)%**

TV Asahi Corporation Terrestrial Ad Revenue and Production Costs

(mm of yen)

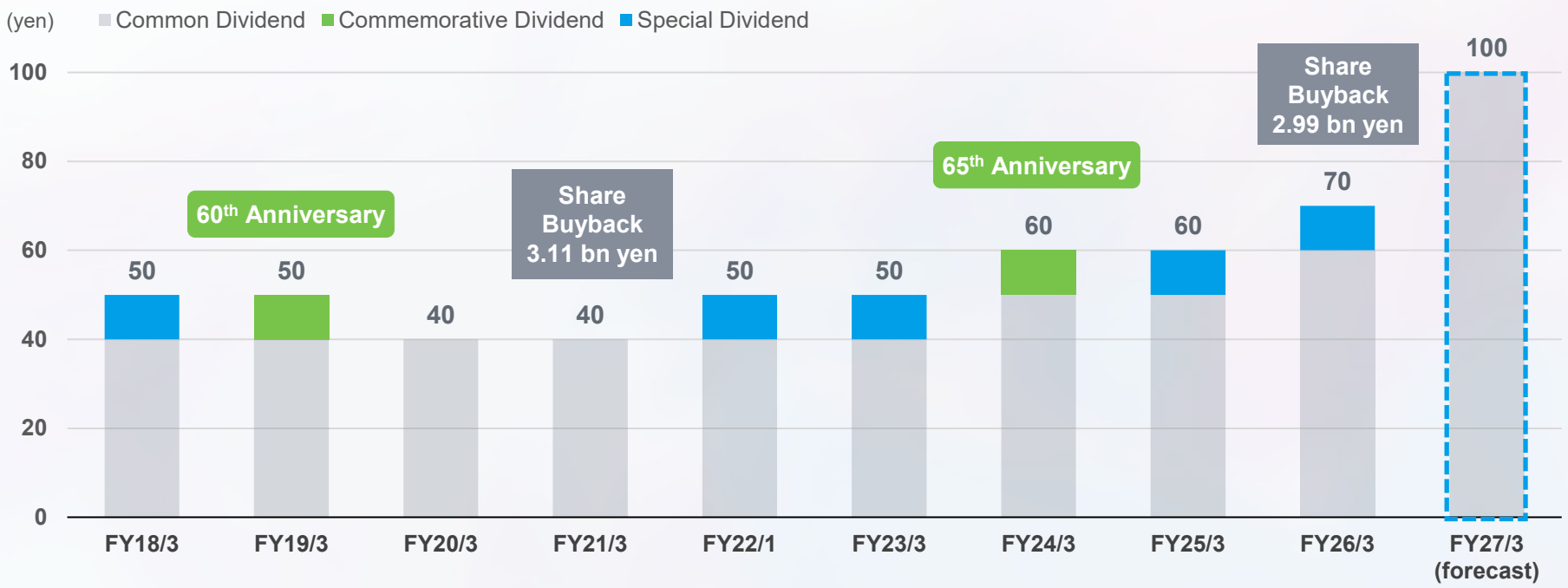
FY27/3 Forecast		
Time Sales	Spot Sales	Total Ad Revenue
(1.9)%	(5.0)%	(3.6)%

FY27/3 Forecast	
Production Costs	
81,000	+1.9%

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Shareholder Returns

Trend of Shareholder Returns



	FY18/3	FY19/3	FY20/3	FY21/3	FY22/1	FY23/3	FY24/3	FY25/3	FY26/3	FY27/3 (forecast)
Dividend Payout Ratio	33.8%	41.6%	16.1%	32.8%	24.2%	30.6%	35.6%	23.6%	23.8%	40.2%

Shareholder Return Policy

- Provide continual and stable dividends with target payout ratio of 40%.
  Excluding times of large declines in performance and other factors due to deterioration in the business environment, the annual minimum dividend per share will be set at 60 yen.
- Conduct flexible share buybacks and strive to enhance shareholder returns.

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Change to Reportable Segments

Changing the number of reporting segments to two major segments: a content and IP-related segment and a TDP and events-related segment

Clarify management approach and steadily manage progress towards numerical targets

Former Segments

TV Broadcasting	Internet	Shopping	Other Businesses			
TV Broadcasting	Internet	Shopping	Movies, DVD, etc.	Theater, events, property rental	Music publication	Others, leasing, etc.

New Segments

Media & Content				TDP & Events		Others
TV Broadcasting	Internet	Shopping	Movies, DVD, etc.	TDP, theater, events, real estate, rental	Music publication	Others, leasing, etc.

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Key Initiatives

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Viewer Ratings: Winter Programming Season

Individual All — Triple Crown in All Day, Golden Time and Prime Time

	TV Asahi	Nippon TV	TBS	Fuji TV	TV Tokyo	PUT
All Day (6am–midnight)	3.6 (-0.1)	② 3.5 (-0.1)	③ 2.8 (-0.1)	④ 2.1 (-0.1)	⑤ 1.2 (+0.0)	18.4 (-0.3)
Golden Time (7pm–10pm)	5.5 (-0.1)	② 5.1 (-0.6)	③ 4.6 (+0.1)	④ 3.3 (-0.3)	⑤ 3.0 (-0.1)	30.2 (-0.7)
Prime Time (7pm–11pm)	5.5 (+0.0)	② 4.7 (-0.6)	③ 4.3 (+0.0)	④ 3.2 (-0.3)	⑤ 2.6 (-0.1)	28.1 (-0.7)
Prime2 (11pm–1am)	③ 1.7 (-0.1)	① 2.2 (-0.1)	② 1.9 (+0.0)	④ 1.1 (-0.3)	⑤ 0.6 (-0.1)	10.5 (+0.1)

Household — Triple Crown in All Day, Golden Time and Prime Time

	TV Asahi	Nippon TV	TBS	Fuji TV	TV Tokyo	HUT
All Day (6am–midnight)	6.5 (-0.1)	② 6.0 (-0.3)	③ 4.8 (-0.3)	④ 3.6 (-0.3)	⑤ 2.1 (+0.0)	31.7 (-0.6)
Golden Time (7pm–10pm)	9.3 (+0.1)	② 7.9 (-1.0)	③ 7.0 (+0.0)	④ 5.2 (-0.5)	⑤ 5.0 (-0.1)	47.3 (-1.2)
Prime Time (7pm–11pm)	9.3 (+0.0)	② 7.4 (-0.9)	③ 6.7 (-0.2)	④ 5.1 (-0.5)	⑤ 4.4 (+0.0)	44.6 (-1.2)
Prime2 (11pm–1am)	③ 3.3 (-0.1)	① 4.0 (-0.3)	② 3.4 (+0.0)	④ 2.1 (-0.5)	⑤ 1.3 (+0.0)	18.9 (+0.0)

(Video Research, Kanto region)

Note: Viewer rating period: Dec 29, 2025 –Mar 29, 2026. Numbers in circles refer to ranking among commercial stations. Numbers in parentheses indicate YoY.

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FY26/3 Average Viewer Ratings

Triple Crown for FY26/3 Viewer Ratings! (Two Consecutive Years for Individual All, Four Consecutive Years for Household)

Individual All — Triple Crown in All Day, Golden Time and Prime Time

	TV Asahi	Nippon TV	TBS	Fuji TV	TV Tokyo	PUT
All Day (6am–midnight)	3.4 (-0.1)	② 3.3 (-0.1)	③ 2.7 (-0.1)	④ 2.1 (-0.1)	⑤ 1.1 (-0.1)	18.2 (-0.4)
Golden Time (7pm–10pm)	5.2 (-0.1)	② 5.1 (-0.2)	③ 4.5 (+0.1)	④ 3.4 (-0.1)	⑤ 2.9 (-0.1)	29.9 (-0.7)
Prime Time (7pm–11pm)	5.2 (-0.1)	② 4.7 (-0.3)	③ 4.3 (+0.1)	④ 3.2 (-0.2)	⑤ 2.5 (-0.1)	27.8 (-0.7)
Prime2 (11pm–1am)	③ 1.7 (-0.1)	① 2.2 (-0.1)	② 1.8 (+0.1)	④ 1.1 (-0.3)	⑤ 0.6 (-0.1)	10.0 (-0.4)

Household — Triple Crown in All Day, Golden Time and Prime Time

	TV Asahi	Nippon TV	TBS	Fuji TV	TV Tokyo	HUT
All Day (6am–midnight)	6.3 (-0.1)	② 5.7 (-0.2)	③ 4.8 (-0.1)	④ 3.6 (-0.4)	⑤ 2.0 (-0.1)	31.5 (-0.9)
Golden Time (7pm–10pm)	8.8 (-0.2)	② 7.9 (-0.5)	③ 7.0 (+0.0)	④ 5.3 (-0.3)	⑤ 4.8 (-0.3)	47.2 (-1.5)
Prime Time (7pm–11pm)	8.9 (-0.2)	② 7.4 (-0.5)	③ 6.8 (+0.0)	④ 5.2 (-0.4)	⑤ 4.2 (-0.3)	44.4 (-1.5)
Prime2 (11pm–1am)	③ 3.2 (-0.2)	① 4.0 (-0.2)	② 3.4 (+0.2)	④ 2.1 (-0.5)	⑤ 1.2 (-0.1)	18.3 (-0.9)

(Video Research, Kanto region)

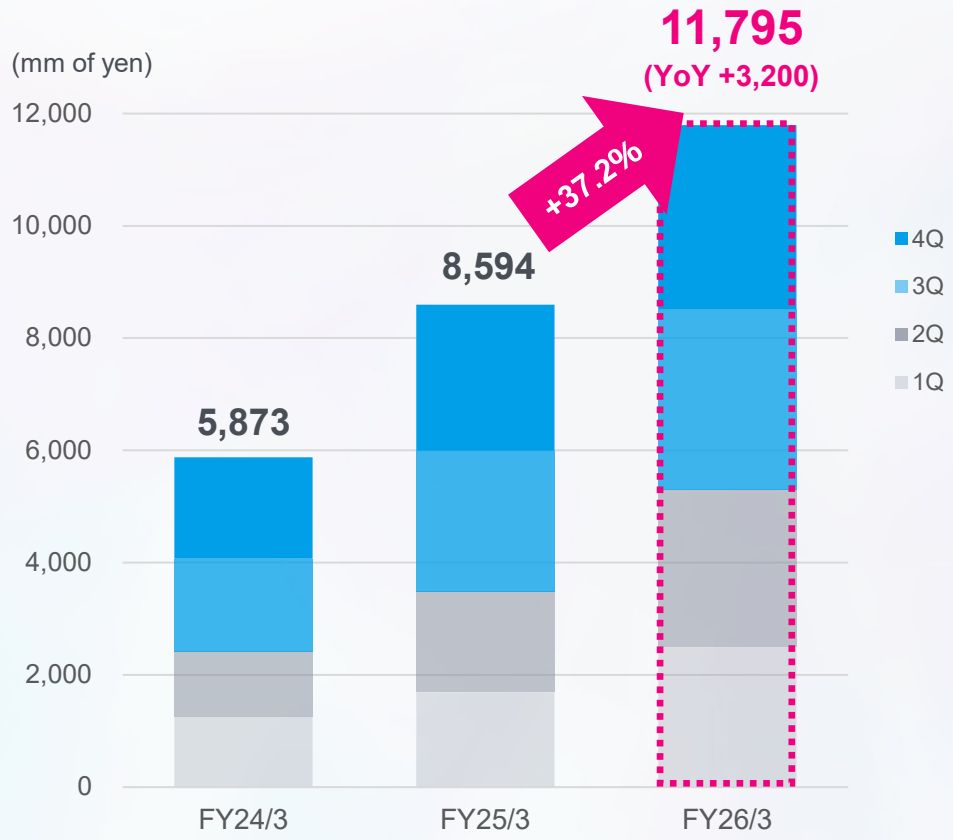
Note: Viewer rating period: Mar 31, 2025–Mar 29, 2026. Numbers in circles refer to ranking among commercial stations. Numbers in parentheses indicate YoY.

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Digital Ads-related Revenue

Increase in Catch-up Views Led by Prime Time Dramas Drove Revenue Growth

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



No. of Views on Catch-up Service in FY26/3
YoY +27.5%

<Drama> Prime time dramas drove catch-up streaming views throughout FY26/3

- The winter programming season drama, *Silent Truth*, recorded an average of 3.14 million view counts, ranking No.1 among TV Asahi programs and No.9 among all broadcasters
- *Their Marriage* achieved first place among all broadcasters in the summer programming season (averaging 2.29 million views)
- *One in a Million: Tax Squad* (winter programming season) and *Just a bit Espers* (fall programming season) recorded over 2.00 million average view counts

<Variety>

- For total catch-up streaming views in FY26/3, *Ame Ta--lk* ranked No.2 and *TV Chidori* ranked No.10 among all stations
- *Otto ga Neta Atoni New Year SP* recorded over 3.21 million view counts, the highest among TV Asahi variety shows



Silent Truth



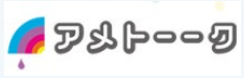
Their Marriage



One in a Million: Tax Squad



Just a bit Espers



Ame Ta--lk



TV Chidori



Otto ga Neta Atoni

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Enhancing IP Development and Distribution

Akane-banashi Promoting IP in Japan and Overseas



- An anime adaptation of the popular manga about Rakugo currently serialized in *Weekly Shonen Jump* (Shueisha)
- 2026 Spring programming season: Broadcast in the IMAnimation slot, with streaming domestically on ABEMA and worldwide on Netflix
- Conducted various promotions such as a joint promotion with ABEMA for OOH, an exhibition booth with exclusive interactive experiences using the latest technology at AnimeJapan 2026, hosting screening events in New York and Boston, and a launch of an official YouTube channel for overseas fans
- Aiming to enhance IP value and expand business opportunities by strengthening promotion of the title and characters to further broaden and deepen fandom

Joint Promotion with ABEMA

- Large-scale outdoor advertising in Shibuya Center-gai and around Shibuya Station
- Exclusive free live streaming of a special pre-broadcast program featuring the cast on ABEMA





Participation in AnimeJapan 2026

- Special standees featuring the main 18 characters at the TV Asahi booth
- Exclusive interactive content using smart phones allowing fans to experience the world of *Akane-banashi*



Strengthening Promotion in the U.S.A.

- World premiere in NYC and a special screening event in Boston
- A live Rakugo performance held by Canadian performer Katsura Sunshine, exclusive footages, and active social media promotions on various accounts



New Anime Development Through Group Collaboration

Anime Adaptation of BookLive's Original Title

The Duke's son claims he won't love me yet showers me with adoration

- Anime adaptation of a comic which has sold over 2 million copies and topped the annual rankings on BookLive, an e-bookstore, for two consecutive years
- To be aired from July 2026 in the NUMAnimation slot



Short Anime Production and Development

- Following *koupenchan*, a SHIN-EI ANIMATION Group production airing on Sundays at 8am, two short anime titles led by Group companies are scheduled to air in fall 2026
- Driving IP business expansion by increasing character awareness



koupenchan



Sirotan



Pop Pap Polters

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Motion Pictures

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

Feb 27, 2026-



No.1 for six weeks at the weekend box office for two consecutive years

Over 4.1 bn yen of box-office sales

※ As of May 6, 2026

Up-coming Line-up

You, Fireworks, and Our Promise

Jul 17, 2026-



- Project led by SHIN-EI ANIMATION Co., Ltd.
- Cast: Shori Sato (timelesz) Nanoka Hara

KAMEN RIDER ZEZTZ Super Space Sheriff Gavan Infinity W Hero Summer Movie 2026

Jul 24, 2026-



- A fabulous double-feature starring two heroes

Crayon Shinchan the Movie: Spooky! My Yokai Vacation

Jul 31, 2026-



- The 33rd film in the *Crayon Shinchan the Movie* series

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TOKYO DREAM PARK

Up-coming Line-up

EX THEATER ARIAKE OPENING LINEUP



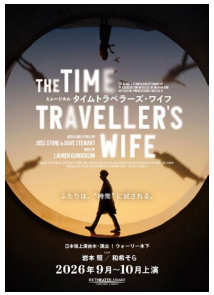
AmberS
Apr 25-May 24, 2026



SHINKANSEN☆R SERIES
"AKECHICO"
Jun 12-Jul 12, 2026



musical
DEAR EVAN HANSEN
Jul 25-Aug 23, 2026



musical
THE TIME TRAVELLER'S WIFE
Sep 2026

SGC HALL ARIAKE



Otto ga Neta Atoni
Mama-kai Live
Jun 4, 2026



ROPPONGI IDOL FESTIVAL
10th Anniversary in Ariake
Jul 25 & 26, 2026

8F RÊVE DES LUMIÈRES



Opening on Jun 12, 2026

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Other Special Events

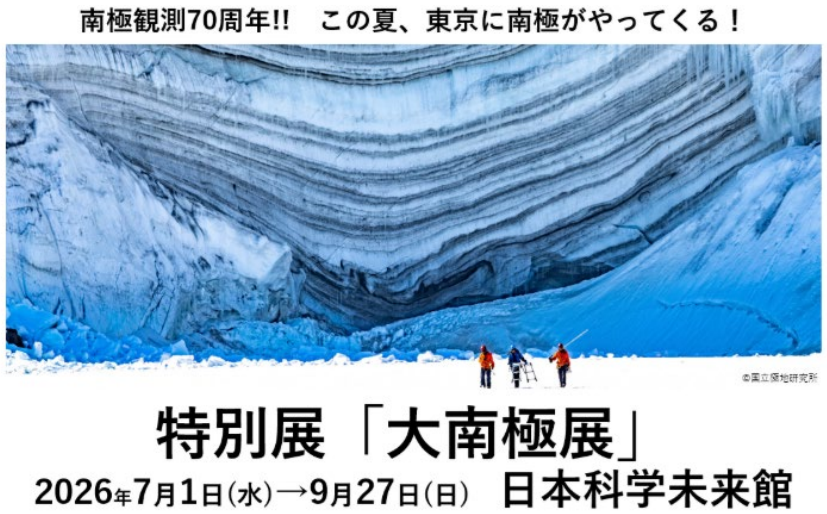
Up-coming Line-up



Music

TOKYO & OSAKA METROPOLITAN ROCK FESTIVAL 2026

May 16 & 17, 2026 @ Umi-no-Mori Park, Tokyo
May 30 & 31, 2026 @ Umi tono Fureai Hiroba, Osaka



Exhibition

Special Exhibition "Antarctica"

Jul 1-Sep 27, 2026
@ Miraikan - The National Museum of Emerging Science and Innovation



Program

EIGHT-JAM FES

Jul 11 & 12, 2026
@ NOEVIR STADIUM KOBE

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Music Publication

TV ASAHI MUSIC

Up-coming Line-up

KETSUMEISHI



KETSUMEISHI 25th Anniversary TOUR KETSUMEN CAMP 2026

Apr 4-Aug 16, 2026
23 concerts @ 13 venues

Shonan no Kaze



Gundan Densetsu ～2026～

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

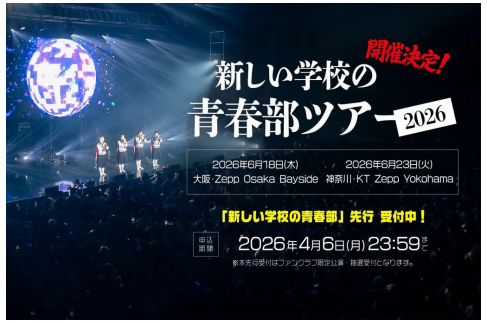
HIRAIDAI



THE SOLO TRIP 2026

Jun 6, 2026-
2 concerts
@ 2 venues
and more

ATARASHII GAKKO!



AG! SEISYUN CLUB TOUR 2026

Jun 18 & 23, 2026
2 concerts @ 2 venues

Sonar Pocket



Sonar Pocket Nationwide Tour 2026 ～meeet～

Jul 4-Oct 12, 2026
14 concerts @ 14 venues

Takeshita Paradise



Takepara 4 Shunen Live ～Takeshita 3 Shimai 4-nen no Kiseki～

Jul 12, 2026
@ NEW PIER HALL

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Sustainability Initiatives

Human Rights

<Main Initiatives to Date>

Feb 2024	Formulated the TV Asahi Group Human Rights Policy
Apr 2024	Established the Human Rights Due Diligence (HRDD) Team
Jul 2024	Established a Human Rights Helpline
Sep 2024	Conducted a survey and interview of all officers and employees at TV Asahi Corporation*
Apr 2025	Established a common external consultation helpline for group companies (available from Apr 2025) Published *2025 Compliance Handbook: Human Rights*
Jul 2025	Formulated the "Policy on Responding to Customer Harassment and Defamation"
FY25/3–	Holding human rights study sessions and seminars regularly

*Please refer to *Integrated Report 2025* (P.51-54) regarding HRDD for FY25/3
https://www.tv-asahihd.co.jp/report/data/2026/20260331_integrated_report.pdf

HRDD in FY26/3

- In Sep 2025, expanded the survey scope beyond TV Asahi to include 23 Group companies.
- Identified human rights risks at each company, assessed Group-wide risks, verified the effectiveness of response measures at TV Asahi Corporation, and monitored human rights awareness.
- Based on the survey results, have begun to consider and implement measures at each company to mitigate human rights risks, including harassment prevention, addressing long working hours, and adopting health and safety initiatives.
- Strengthening collaboration among Group companies to further enhance human rights awareness and improve the workplace environment.
- Planning to conduct HRDD regularly on an ongoing basis.

Tech Kids Grand Prix 2025



Final presentation round
Feb 28, 2026

https://techkidsschool.jp/grandprix/final/

- Co-hosting Japan's largest programming contest for elementary school students with CA Tech Kids, Inc. under the slogan "The 21st century is yours to create."
- Received a record-high 11,554 entries in FY26/3, with eight finalists advancing through the regional qualifying rounds and presenting their projects at the final presentation event.
- Supporting children's challenges to bring their ideas to life and empowering them to create a better future through technology.

Award-winning podcast *Honma no Honne*



https://www.tv-asahi.co.jp/podcasts/bangumi/0011/index.html

- A podcast featuring candid news conversations, led by announcer Chie Honma and two female journalists from the News Division, offering everyday-life insights
- Addressing politics, gender, parenting, work styles, and global affairs to encourage listeners to reflect independently and openly rather than accept "correct answers" or "conclusions"
- Produced in collaboration with the ABEMA NEWS program *Watashi-to News*
- Honored with the Spotify EQUAL Award at the JAPAN PODCAST AWARDS for reexamining daily news through women's perspectives

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Copyrights

P.32 Enhancing IP Development and Distribution
(from top left)
Akane-banashi
©Yuki Suenaga, Takamasa Moue / SHUEISHA, Akane-banashi Committee
The Duke's son claims he won't love me yet showers me with adoration
© Natsu Mizuno, Kei Misawa, Flex Comix/"Kimi-Ai" Production Committee.
koupenchan
©rurutea / koupenchan committee
Sirotan
© CREATIVE YOKO / Sirotan committee
Pop Pap Polters
© MOZU STUDIOS, Shin-Ei Animation / Pop Pap Polters

P.33 Motion Pictures
(from left to right)
DORAEMON the movie 2026 New Nobita and the Castle of the Undersea Devil
©Fujiko-Pro, Shogakukan, TV-Asahi, Shin-ei, and ADK 2026
You, Fireworks, and Our Promise
© Kimihana Film Partners
KAMEN RIDER ZEZTZ Super Space Sheriff Gavan Infinity W Hero Summer Movie 2026
©"ZEZTZ・Gavan Infinity"Production Committee
©ISHIMORI PRO./TV ASAHI/ADK EM/TOEI
©TV ASAHI/TOEI ADVERTISING, LTD. /TOEI
Crayon Shinchan the Movie: Spooky! My Yokai Vacation
©USUI YOSHITO/FUTABASHA,SHIN-EI,TV ASAHI,ADK 2026

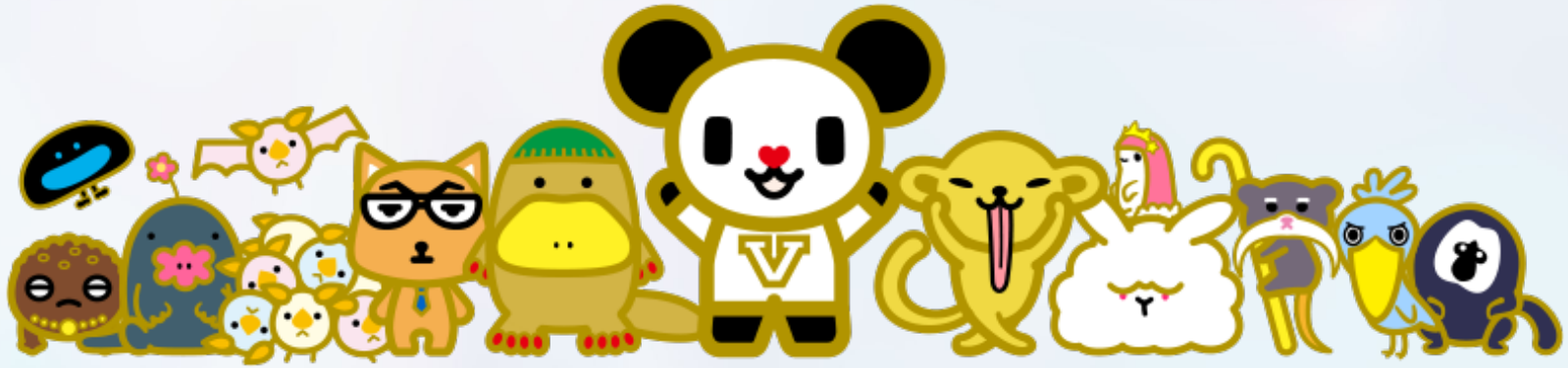
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