

Note: The following document is an English translation of the Japanese-language original.

# Asahi Broadcasting Corporation Earnings Reference for the First Quarter (Cumulative) of FISCAL 2016

August 10, 2016

The logo for Asahi Broadcasting Corporation (ABC) is displayed in white text on an orange rectangular background. The letters 'ABC' are in a bold, sans-serif font, with a white diagonal line extending from the top right of the 'C'.

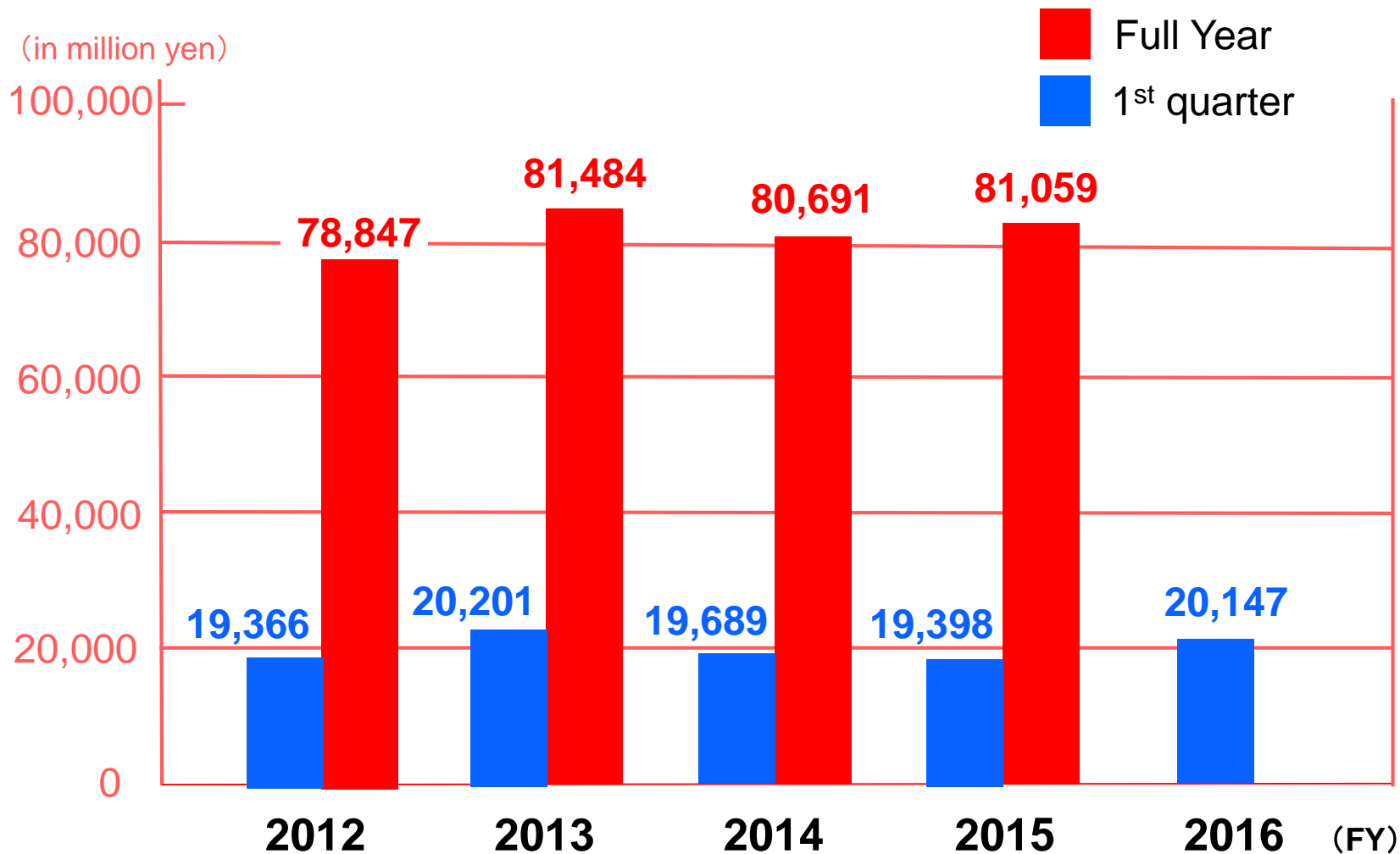
Securities Code: 9405

# Consolidated Earnings

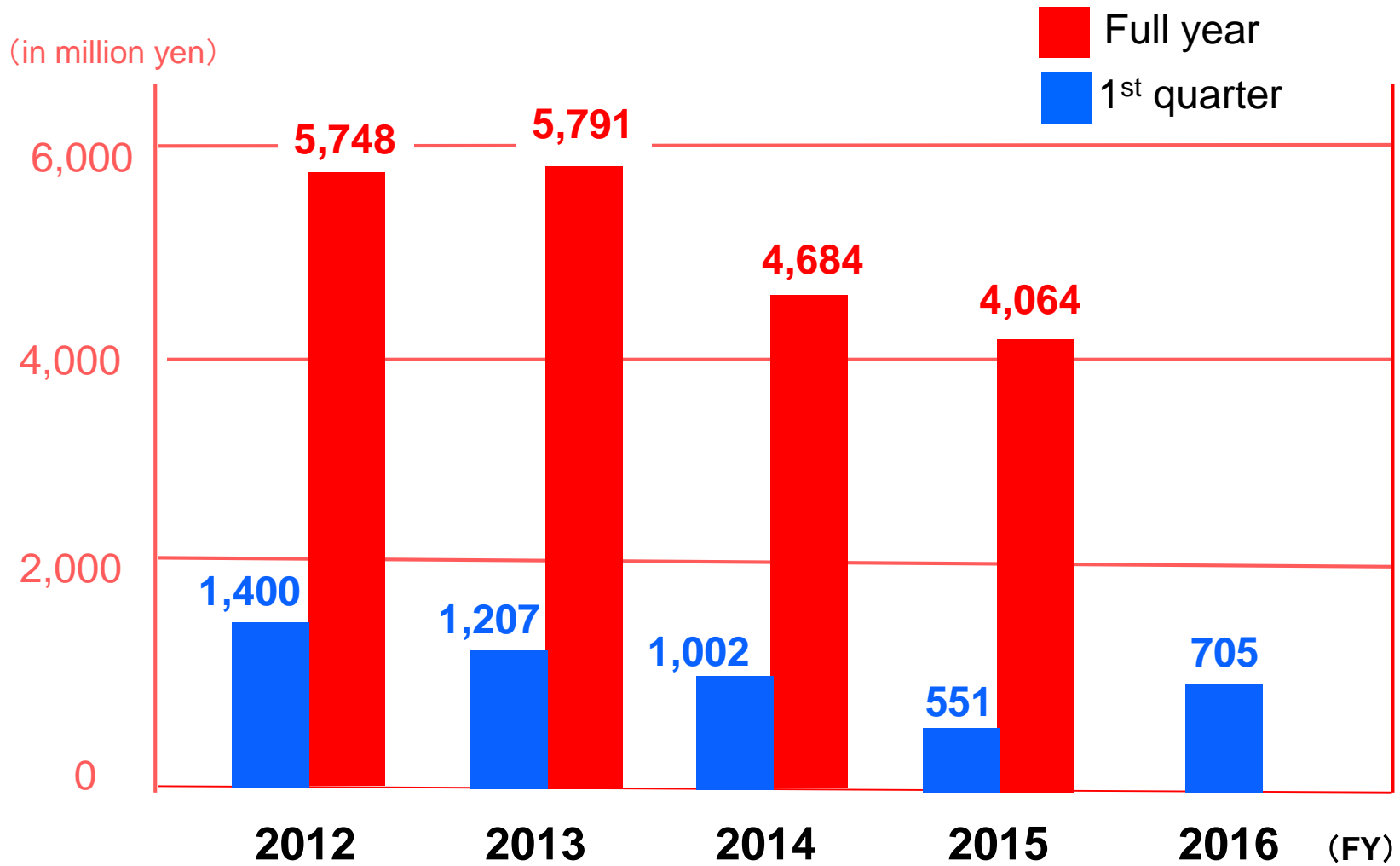
(in million yen)

	1Q of Fiscal 2016	1Q of Fiscal 2015	Growth	% change
Net Sales	20,147	19,398	749	3.9%
Operating income	705	551	154	27.9%
Ordinary income	887	748	138	18.5%
Profit attributable to owners of parent	617	474	142	30.1%

# Consolidated Net Sales in the Past 5 Years



# Consolidated Operating Income in the Past 5 Years



# Earnings by Segment

(in million yen)

<b>Broadcasting</b>	1Q of Fiscal 2016	1Q of Fiscal 2015	Growth	% change
Net sales	17,254	16,648	606	3.6%
Operating income	517	311	206	66.2%
<b>Housing</b>	1Q of Fiscal 2016	1Q of Fiscal 2015	Growth	% change
Net sales	2,675	2,532	143	5.7%
Operating income	201	247	△46	△18.7%
<b>Golf Club</b>	1Q of Fiscal 2016	1Q of Fiscal 2015	Growth	% change
Net sales	217	218	△0	△0.4%
Operating income	△13	△7	△5	△77.4%

# ABC's Earnings (Non-consolidated)

(in million yen)

	1Q of Fiscal 2016	1Q of Fiscal 2015	Growth	% change
Net sales	16,016	15,523	492	3.2%
Operating income	611	388	222	57.2%
Ordinary income	896	680	216	31.8%
Profit	712	540	172	31.9%



# Television Broadcasting Business Revenue

(Terrestrial broadcast)

<Revenue>

(in million yen)

	1Q of Fiscal 2016	1Q of Fiscal 2015	Growth	% change
Television broadcasting Business revenue	14,245	13,873	371	2.7%

## Breakdowns

Network time advertising Revenue	3,508	3,326	182	5.5%
Local time advertising Revenue	1,445	1,481	△36	△2.4%
Spot sales revenue	8,692	8,511	181	2.1%
Program sales revenue	598	555	43	7.8%

# TV spot sales revenue (Terrestrial broadcast)

(in million yen)

	FY2016	FY2015	Growth	% change
1 <sup>st</sup> quarter	8,692	8,511	181	2.1%
2 <sup>nd</sup> quarter		8,138		
<b>1<sup>st</sup> half</b>		16,649		
3 <sup>rd</sup> quarter		8,980		
4 <sup>th</sup> quarter		9,088		
<b>2<sup>nd</sup> half</b>		18,069		
<b>Full Fiscal Year</b>		34,719		



# TV spot sales revenue

(Terrestrial broadcast: By industry sector / Top 20 shown)

Industry sector	1 <sup>st</sup> quarter of Fiscal 2016		1 <sup>st</sup> quarter of Fiscal 2015	
	%change	Shares	%change	Shares
Communication	136.9%	10.4%	75.7%	7.6%
Alcoholic and other beverages	89.8%	10.0%	90.8%	11.4%
Cosmetics and toiletries	97.5%	8.8%	94.0%	9.2%
Foods	100.4%	7.7%	88.5%	7.9%
Drugs	111.4%	6.8%	95.4%	6.2%
Automobile	82.6%	5.8%	94.6%	7.1%
Electric appliance	138.7%	3.6%	84.9%	2.7%
Confectionaries and daily products	96.9%	3.5%	84.3%	3.7%
Banks and finance	104.7%	3.1%	72.9%	3.1%
Leisure	98.0%	2.8%	106.7%	2.9%
Insurance	117.3%	2.8%	66.6%	2.5%
Movie/Theater	104.6%	2.7%	111.0%	2.7%
Transport	96.7%	2.7%	112.0%	2.9%
Clothing	101.5%	2.5%	147.6%	2.6%
Public works	584.7%	2.5%	65.2%	0.4%
Housing/Real Estate/Construction	109.8%	2.4%	85.1%	2.3%
Restaurant	90.0%	2.4%	105.2%	2.7%
Computer	95.5%	2.1%	89.6%	2.2%
Game/Toy	109.3%	2.0%	147.6%	2.1%
Other organizations	75.0%	1.6%	158.1%	2.2%

※Percentages of figures represent the year-on-year increase or decrease.

# Broadcasting Business Revenue (Non-Terrestrial)

(in million yen)

		1Q of Fiscal 2016	1Q of Fiscal 2015	Growth	% change
ABC (Non-consolidated)	<b>Radio broadcasting revenue</b>	712	702	9	1.4%
	<b>Events revenue</b>	555	456	98	21.6%
	<b>Content related revenue</b>	377	371	6	1.7%
Sky-A	<b>CS broadcasting revenue</b>	855	789	65	8.3%
AMC	<b>TV shopping business revenue</b>	313	301	12	4.0%

# Consolidated / Non-consolidated Expense

(in million yen)

Consolidated	1Q of Fiscal 2016	1Q of Fiscal 2015	Growth	% change
Cost of Sales	13,609	13,109	500	3.8%
Selling, General and Administrative Expenses	5,832	5,738	94	1.6%
Total Operating Expense	19,442	18,847	594	3.2%

Non-consolidated	1Q of Fiscal 2016	1Q of Fiscal 2015	Growth	% change
Cost of Sales	10,115	9,906	208	2.1%
Selling, General and Administrative Expenses	5,289	5,227	61	1.2%
Total Operating Expense	15,404	15,134	270	1.8%
TV Program Expense	4,476	4,541	△64	△1.4%

# Consolidated Earnings Outlook

(in million yen)

	FY 2016	FY 2015 (actual)	Growth	%change
Net sales	82,400	81,059	1,340	1.7%
Operating income	4,100	4,064	35	0.9%
Ordinary income	4,400	4,407	△7	△0.2%
Profit attributable to owners of parent	2,700	2,372	327	13.8%

# ABC's Earnings Outlook (Non-consolidated)

(in million yen)

	FY 2016	FY 2015 (actual)	Growth	%change
Net sales	64,900	65,127	△227	△0.3%
Operating income	2,700	2,619	80	3.1%
Ordinary income	3,100	3,034	65	2.2%
Profit	2,100	1,855	244	13.1%

# Consolidated / Non-consolidated Expense Outlook

(in million yen)

	FY 2016	FY 2015 (actual)	Growth	%change
Consolidated: Operating Expenses	78,300	76,994	1,305	1.7%
Non-consolidated: Operating Expense	62,200	62,507	△307	△0.5%

# Television Viewer Ratings of April-June 2016 (Kansai region)

(%)

	All-day (6:00-24:00)	Golden time (19:00-22:00)	Prime (19:00-23:00)	Prime 2 (23:00-25:00)
1	YTV 8.2	YTV 11.7	YTV 11.8	<b>ABC-YTV</b> <b>8.2</b>
2	MBS 7.5	NHK 11.2	<b>ABC</b> <b>11.3</b>	---
3	<b>ABC</b> <b>7.4</b>	MBS 10.8	MBS 10.8	MBS 5.9
4	KTV 6.7	<b>ABC</b> <b>10.6</b>	NHK 9.9	KTV 5.4
5	NHK 5.9	KTV 9.6	KTV 9.6	NHK 2.9



# Television Viewer Ratings of January-June 2016 (Kansai region)

(%)

	All-day (6:00-24:00)	Golden time (19:00-22:00)	Prime (19:00-23:00)	Prime 2 (23:00-25:00)
1	YTV 8.4	YTV 12.1	YTV 12.1	<b>ABC</b> <b>8.3</b>
2	<b>ABC</b> <b>7.5</b>	NHK 11.3	<b>ABC</b> <b>11.6</b>	YTV 8.0
3	MBS 7.4	<b>ABC</b> <b>11.0</b>	MBS 10.6	MBS 6.0
4	KTV 6.9	MBS 10.6	NHK 10.0	KTV 5.5
5	NHK 6.1	KTV 9.7	KTV 9.8	NHK 3.0

# Dividends

(in yen)

	FY 2016 (forecast)	FY 2015	FY 2014
Interim dividend	9.0	9.0	6.0
Period-end dividend	9.0	9.0	12.0 (Special 4.0, Commemorative 2.0)
Total	18.0	18.0	18.0 (Special 4.0, Commemorative 2.0)