

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 2017**

**(The fiscal year ending March 31, 2018)**

**August 2, 2017**

The ABC logo consists of the letters 'ABC' in a white, bold, sans-serif font, set against a solid orange rectangular background. The logo is positioned in the lower right quadrant of the slide, partially overlapping the building image and the securities code box.

**ABC**

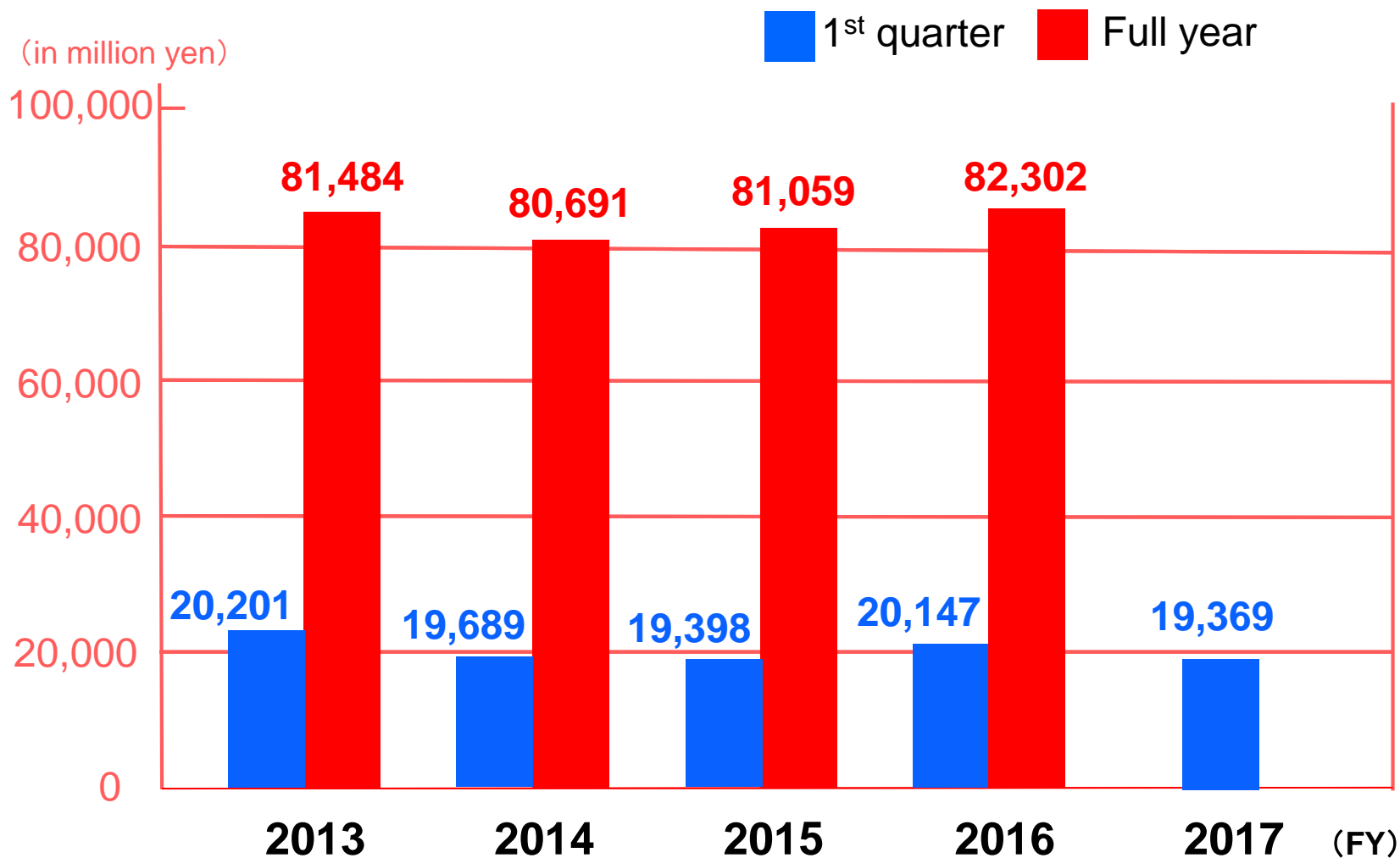
**Securities Code: 9405**

# Consolidated Earnings

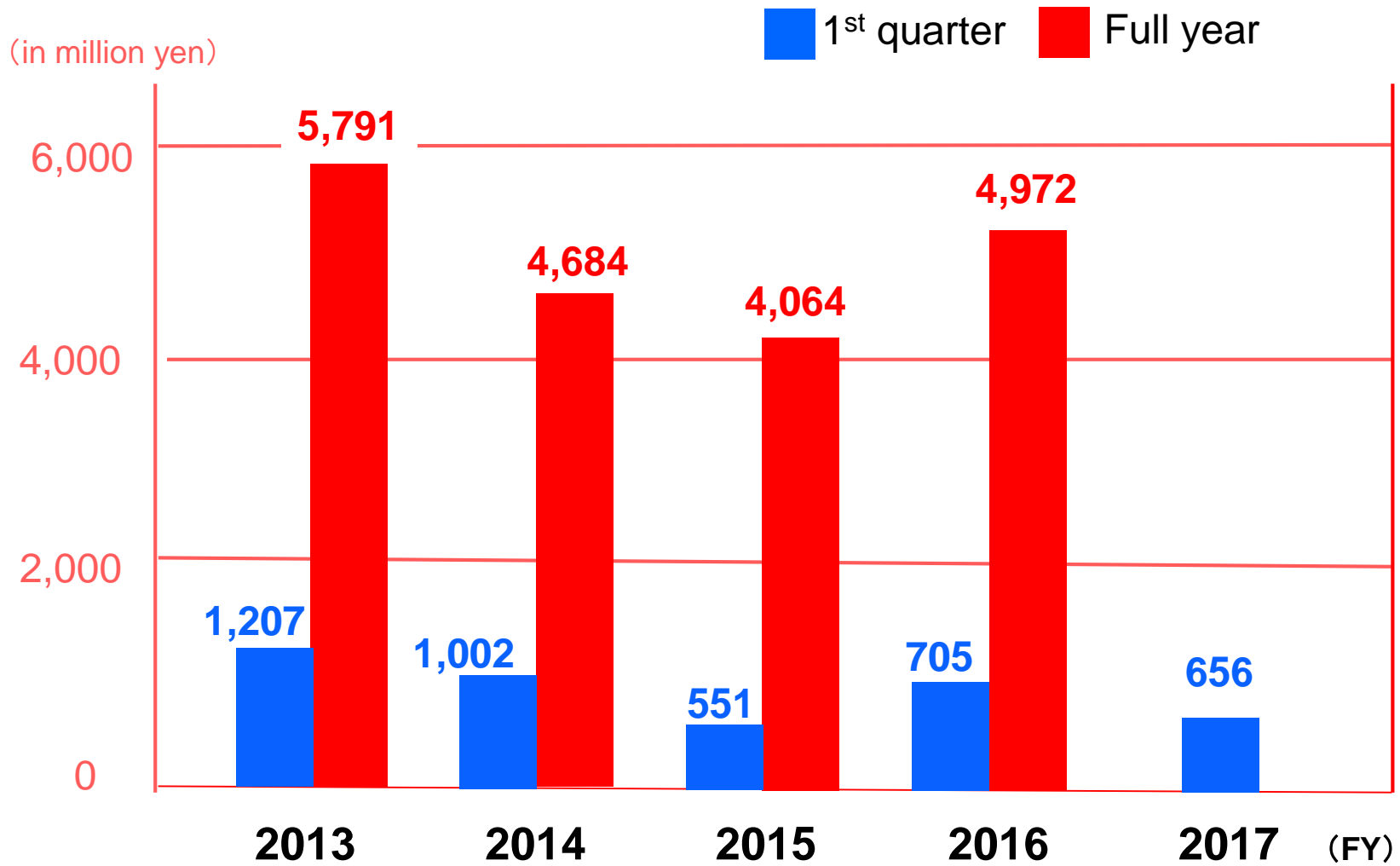
(in million yen)

	1Q of Fiscal 2017	1Q of Fiscal 2016	Growth	% change
Net sales	19,369	20,147	△778	△3.9%
Operating income	656	705	△48	△6.9%
Ordinary income	816	887	△71	△8.0%
Profit attributable to owners of parent	477	617	△140	△22.7%

# 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 2017	1Q of Fiscal 2016	Growth	% change
Net sales	16,404	17,254	△849	△4.9%
Operating income	485	517	△32	△6.3%
<b>Housing</b>	1Q of Fiscal 2017	1Q of Fiscal 2016	Growth	% change
Net sales	2,736	2,675	60	2.3%
Operating income	158	201	△42	△21.3%
<b>Golf Club</b>	1Q of Fiscal 2017	1Q of Fiscal 2016	Growth	% change
Net sales	227	217	10	4.9%
Operating income	13	△13	26	-

# ABC's Earnings (Non-consolidated)

(in million yen)

	1Q of Fiscal 2017	1Q of Fiscal 2016	Growth	% change
Net sales	15,014	16,016	△1,001	△6.3%
Operating income	457	611	△153	△25.1%
Ordinary income	719	896	△177	△19.7%
Profit	477	712	△235	△33.1%

# Television Broadcasting Business Revenue

(Terrestrial broadcast)

<Revenue>

(in million yen)

	1Q of Fiscal 2017	1Q of Fiscal 2016	Growth	% change
Television broadcasting business revenue	13,703	14,245	△541	△3.8%

## Breakdowns

Network time advertising revenue	2,967	3,508	△540	△15.4%
Local time advertising revenue	1,472	1,445	26	1.9%
Spot sales revenue	8,722	8,692	29	0.3%
Program sales revenue	541	598	△57	△9.6%

# TV spot sales revenue (Terrestrial broadcast)

(in million yen)

	FY2017	FY2016	Growth	% change
1 <sup>st</sup> quarter	8,722	8,692	29	0.3%
2 <sup>nd</sup> quarter		8,267		
<b>1<sup>st</sup> half</b>		16,959		
3 <sup>rd</sup> quarter		9,523		
4 <sup>th</sup> quarter		9,270		
<b>2<sup>nd</sup> half</b>		18,793		
<b>Full Fiscal Year</b>		35,752		



# TV spot sales revenue (Terrestrial broadcast: By industry sector)

Industry sector	1 <sup>st</sup> quarter of Fiscal 2017		1 <sup>st</sup> quarter of Fiscal 2016	
	YoY (※)	Shares	YoY (※)	Shares
Foods/Dairy products	111.4%	12.5%	99.3%	11.2%
Information/Telecommunication	84.0%	8.7%	136.9%	10.4%
Alcoholic and other beverages	85.6%	8.5%	89.8%	10.0%
Cosmetics/Toiletries	92.8%	8.1%	97.5%	8.8%
Pharmaceutical/Medical Products	98.6%	7.2%	115.0%	7.3%
Automobile	115.4%	6.6%	82.6%	5.8%
Finance	95.1%	6.4%	102.0%	6.7%
Consumer electronics/Computer	100.9%	5.7%	119.2%	5.7%
Travel/Leisure	136.6%	5.3%	99.8%	3.9%
Hobby (Movie/Game/Music etc.)	84.6%	4.9%	108.2%	5.8%
Restaurant & Fast foods/Services	133.5%	4.4%	67.1%	3.3%
Fashion (Apparel/Jewelry etc.)	113.9%	3.6%	88.6%	3.2%
Housing/Real estate/Construction	145.3%	3.5%	109.8%	2.4%
Mail order sales	154.5%	2.2%	87.8%	1.5%
Energy/Machine/Material	85.6%	2.2%	584.7%	2.5%
Education/Religion/Ceremonial occasions	86.1%	1.7%	123.8%	2.0%
Various organizations (Law office etc.)	102.0%	1.7%	75.0%	1.6%
Publishing	129.6%	1.6%	98.6%	1.2%
Distribution	57.0%	1.5%	96.7%	2.7%
Household articles	125.9%	1.5%	104.1%	1.2%
Government/Political organization	32.9%	0.3%	97.0%	0.8%
Others	96.5%	1.9%	84.7%	1.9%
The sum total		100.0%		100.0%

※Compared with corresponding period of a year earlier.

# Broadcasting Business Revenue (Non-Terrestrial)

(in million yen)

		1Q of Fiscal 2017	1Q of Fiscal 2016	Growth	% change
ABC (Non-consolidated)	Radio broadcasting revenue	672	712	△39	△5.6%
	Events revenue	352	555	△202	△36.5%
	Content related revenue	156	377	△220	△58.5%

【Group company (Note: Including internal transactions in the consolidated group)】

ABC FRONTIER HOLDINGS, INC. Group	Content related revenue	327	-	-	-
Sky-A	CS broadcasting revenue	784	855	△70	△8.2%
AMC	TV shopping business revenue	297	313	△15	△5.0%

# Consolidated / Non-consolidated Expense

(in million yen)

Consolidated	1Q of Fiscal 2017	1Q of Fiscal 2016	Growth	% change
Cost of Sales	12,791	13,609	△817	△6.0%
Selling, General and Administrative Expenses	5,920	5,832	87	1.5%
Total Operating Expense	18,712	19,442	△729	△3.8%

Non-consolidated	1Q of Fiscal 2017	1Q of Fiscal 2016	Growth	% change
Cost of Sales	9,234	10,115	△880	△8.7%
Selling, General and Administrative Expenses	5,321	5,289	32	0.6%
Total Operating Expense	14,556	15,404	△848	△5.5%
TV Program Expense	4,294	4,476	△182	△4.1%

# Consolidated Earnings Outlook

(in million yen)

	FY 2017	FY 2016 (actual)	Growth	%change
Net sales	80,500	82,302	△1,802	△2.2%
Operating income	4,100	4,972	△872	△17.5%
Ordinary income	4,300	5,261	△961	△18.3%
Profit attributable to owners of parent	2,600	3,416	△816	△23.9%

# ABC's Earnings Outlook (Non-consolidated)

(in million yen)

	FY 2017	FY 2016 (actual)	Growth	%change
Net sales	62,700	65,130	△2,430	△3.7%
Operating income	2,900	3,485	△585	△16.8%
Ordinary income	3,200	3,891	△691	△17.8%
Profit	2,200	2,867	△667	△23.3%

# Consolidated / Non-consolidated Expense Outlook

(in million yen)

	FY 2017	FY 2016 (actual)	Growth	%change
Consolidated: Operating Expenses	76,400	77,329	△929	△1.2%
Non-consolidated: Operating Expense	59,800	61,644	△1,844	△3.0%

# Television Viewer Ratings of April-June 2017 (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 7.8	YTV 12.1	YTV 12.0	<b>ABC</b> <b>8.0</b>
2	MBS 7.4	MBS 10.8	MBS 11.0	YTV 7.2
3	<b>ABC</b> <b>7.3</b>	<b>ABC</b> ・NHK <b>10.0</b>	<b>ABC</b> <b>10.6</b>	MBS 5.8
4	KTV 7.0	--- ---	KTV 9.6	KTV 5.3
5	NHK 5.3	KTV 9.7	NHK 8.8	NHK 2.7

# Television Viewer Ratings of January-June 2017 (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 8.0	YTV 12.3	YTV 12.2	<b>ABC</b> <b>8.3</b>
2	<b>ABC</b> <b>7.7</b>	MBS 11.2	<b>ABC</b> <b>11.5</b>	YTV 7.4
3	MBS 7.6	<b>ABC</b> <b>10.9</b>	MBS 11.2	MBS 5.9
4	KTV 7.1	NHK 10.5	KTV 9.6	KTV 5.2
5	NHK 5.8	KTV 9.7	NHK 9.1	NHK 2.7



# Dividends

(in yen)

	FY 2017 (forecast)	FY 2016	FY 2015
Interim dividend	10.0	9.0	9.0
Period-end dividend	10.0	17.0	9.0
Total	20.0	26.0	18.0