

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

Asahi Broadcasting Group Holdings Corporation

Earnings Reference for FISCAL 2017

(The fiscal year ending March 31, 2018)

May 18, 2018

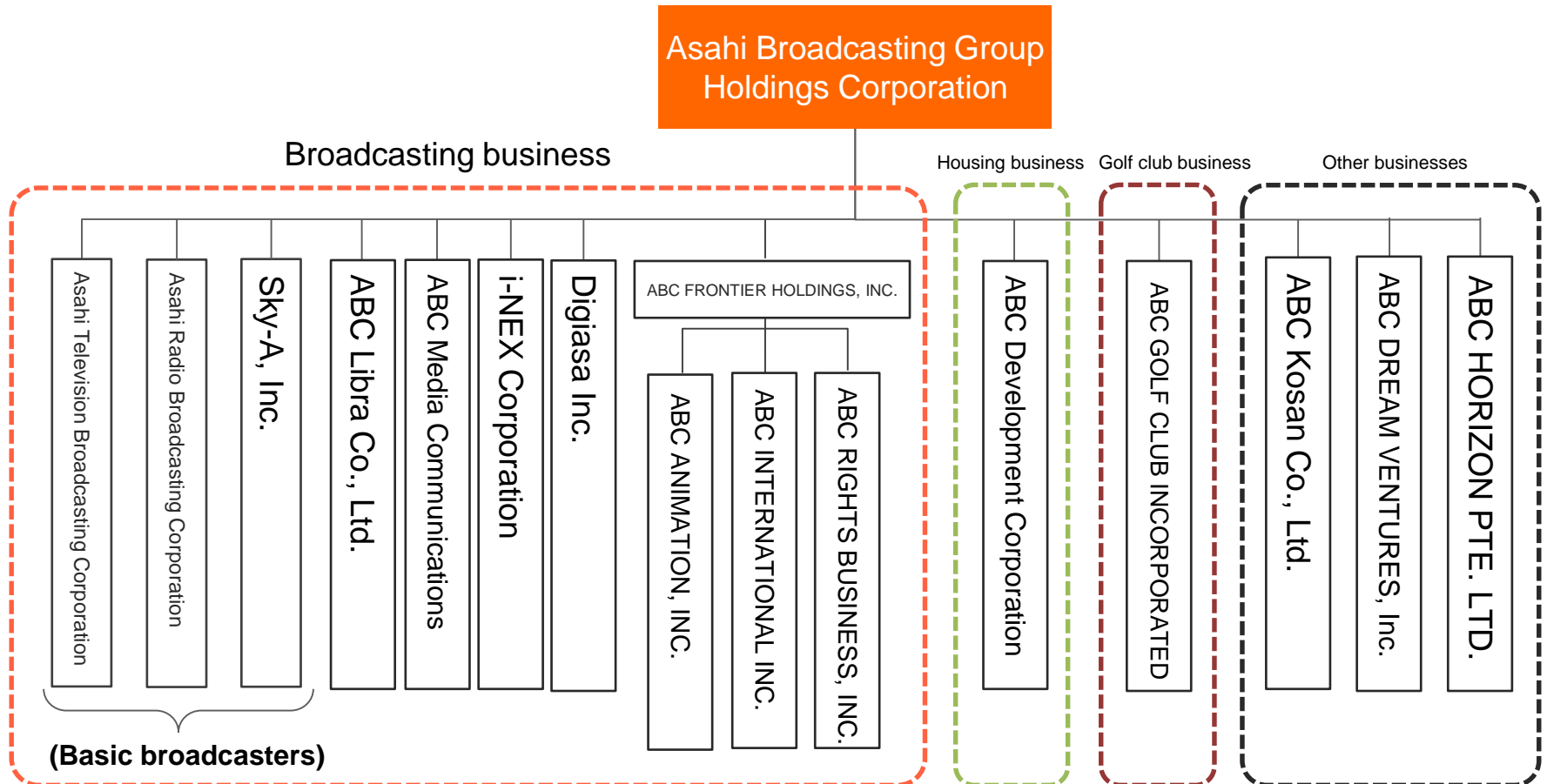
The ABC logo consists of the letters 'ABC' in a white, bold, sans-serif font, set against a solid orange rectangular background. The logo is positioned in the lower right quadrant of the slide, overlapping the building image and the securities code box.

Securities Code: 9405

New Group Structure and Medium-Term Management Plan

Certified Broadcasting Holding Company Structure Launched

(Certified broadcasting holding company)



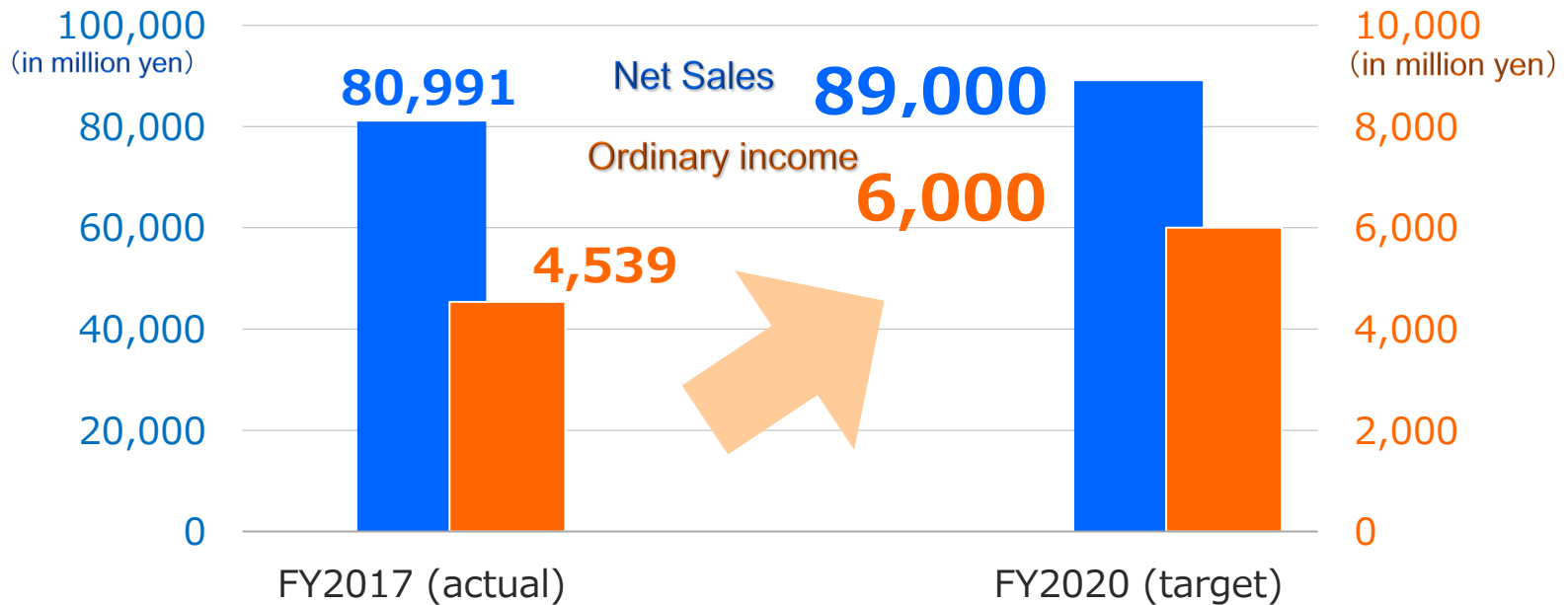
Summary of Medium-Term Management Plan (2015-2017)

(in million yen)

	Management Plan numerical targets	FY2017	Difference
Net sales	83,100	80,991	-2,109
Operating income	4,400	4,250	-150
Ordinary income	4,700	4,539	-161
Profit attributable to owners of parent	2,900	2,691	-209
Operating income margin	5.3%	5.2%	-0.1%

• Although the numerical targets were not achieved, there were positive signs in structural reinforcement in preparation for growth, such as the response to new media and video distribution and overseas expansion.

2018-2020 Medium-term Management Plan “SUNRISE”



- Definitely achieve our target of “consolidated sales of 89 billion yen and ordinary income of 6 billion yen” in FY2020
- Invest in growth areas (investment ceiling of 20 billion yen) to achieve the Group’s Growth Vision
- Pursue a dividend payout ratio of 30% or higher
- Strive to improve ROE
- Target an overseas business sales ratio to consolidated sales of 3% or more

FY2020: Numerical Targets by Segment

(in million yen)

Broadcasting	FY 2020	FY 2017 (actual)
Net sales	74,600	68,645
Operating income	4,830	3,116
Housing	FY 2020	FY 2017 (actual)
Net sales	13,500	11,474
Operating income	1,120	1,083
Golf Club	FY 2020	FY 2017 (actual)
Net sales	900	871
Operating income	40	49
Adjustments	FY 2020	FY 2017 (actual)
Operating income	-190	—

Earnings and Forecast

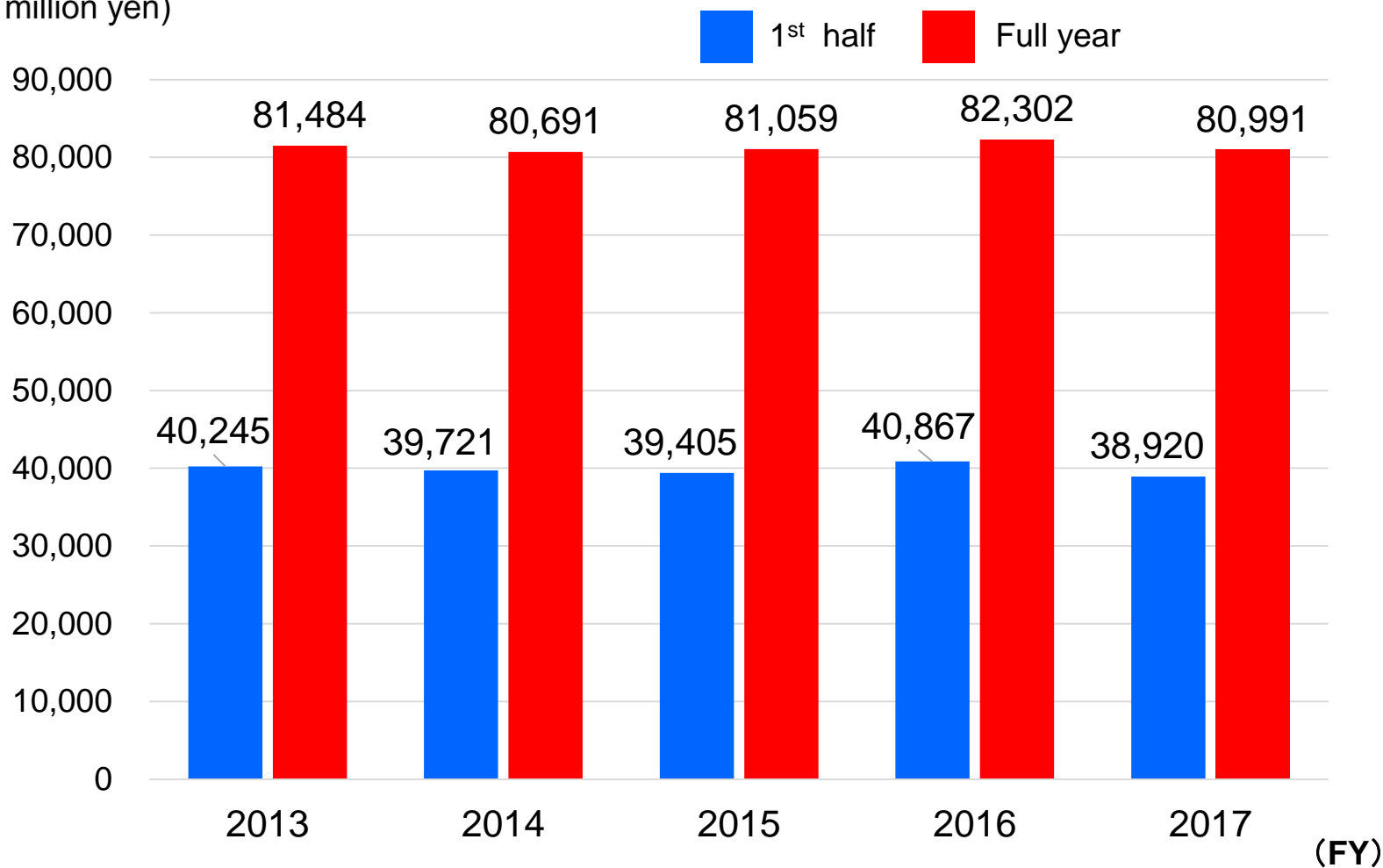
Consolidated Earnings

(in million yen)

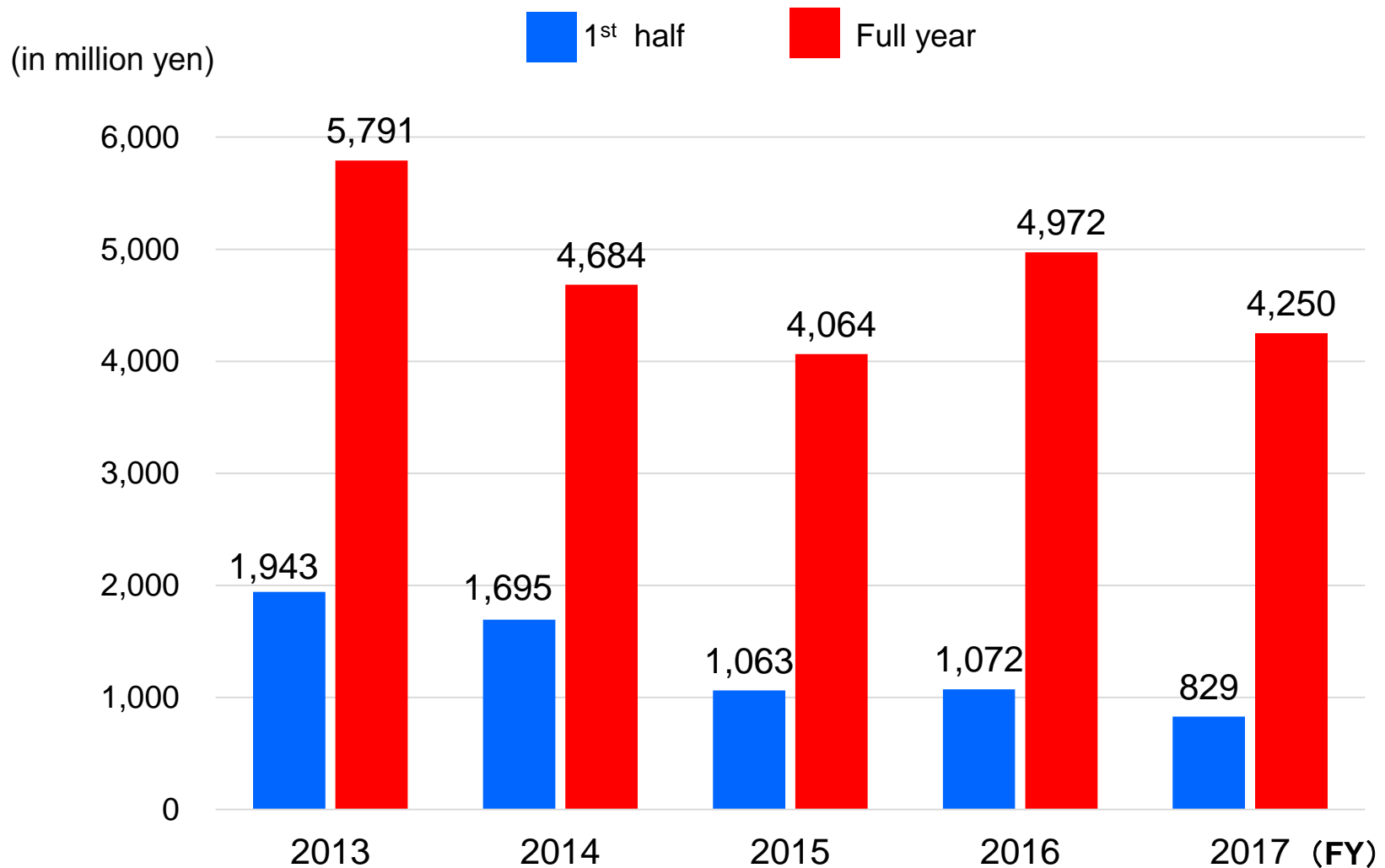
	FY2017	FY2016	Growth	% change
Net sales	80,991	82,302	-1,310	-1.6%
Operating income	4,250	4,972	-722	-14.5%
Ordinary income	4,539	5,261	-722	-13.7%
Profit attributable to owners of parent	2,691	3,416	-724	-21.2%

Consolidated Net Sales in the Past 5 Years

(in million yen)



Consolidated Operating Income in the Past 5 Years



Earnings by Segment

(in million yen)

Broadcasting	FY2017	FY2016	Growth	% change
Net sales	68,645	70,568	-1,923	-2.7%
Operating income	3,116	3,809	-693	-18.2%

Housing	FY2017	FY2016	Growth	% change
Net sales	11,474	10,924	550	5.0%
Operating income	1,083	1,143	-60	-5.3%

Golf Club	FY2017	FY2016	Growth	% change
Net sales	871	809	62	7.7%
Operating income	49	19	30	160.7%

Non-consolidated Earnings (ABC)

(in million yen)

	FY2017	FY2016	Growth	% change
Net sales	62,545	65,130	-2,585	-4.0%
Operating income	2,649	3,485	-835	-24.0%
Ordinary income	3,022	3,891	-868	-22.3%
Profit	2,018	2,867	-848	-29.6%

Television Broadcasting Business Revenue

(Terrestrial broadcast)

<Revenue>

(in million yen)

	FY2017	FY2016	Growth	% change
Television broadcasting business revenue	57,041	58,264	-1,223	-2.1%

Breakdowns

Time	Network time advertising revenue	13,964	14,684	-720	-4.9%
	Local time advertising revenue	6,004	5,592	411	7.4%
Spot sales revenue		34,923	35,752	-829	-2.3%
Program sales revenue		2,149	2,235	-85	-3.8%

Broadcasting Business Revenue (Non-Terrestrial)

(in million yen)

		FY2017	FY2016	Growth	% change
ABC (Non-consolidated)	Radio broadcasting revenue	2,637	2,842	-204	-7.2%
	Events revenue	1,506	2,497	-990	-39.7%
	Content related revenue	900	1,071	-170	-15.9%

【Associated Company (Note: Including transactions within the consolidated group)】

ABC FRONTIER HOLDINGS, INC.	Content related revenue	1,488	※ 914	-	-
Sky-A	CS broadcasting revenue	3,122	3,299	-177	-5.4%
AMC	TV shopping business revenue	1,413	1,160	253	21.8%

※The FY2016 figures for ABC FRONTIER HOLDINGS are for July 2016 to March 2017.

Higher Revenue and Lower Profit from the Housing Business (ABC Development Corporation)

1: Housing Exhibition

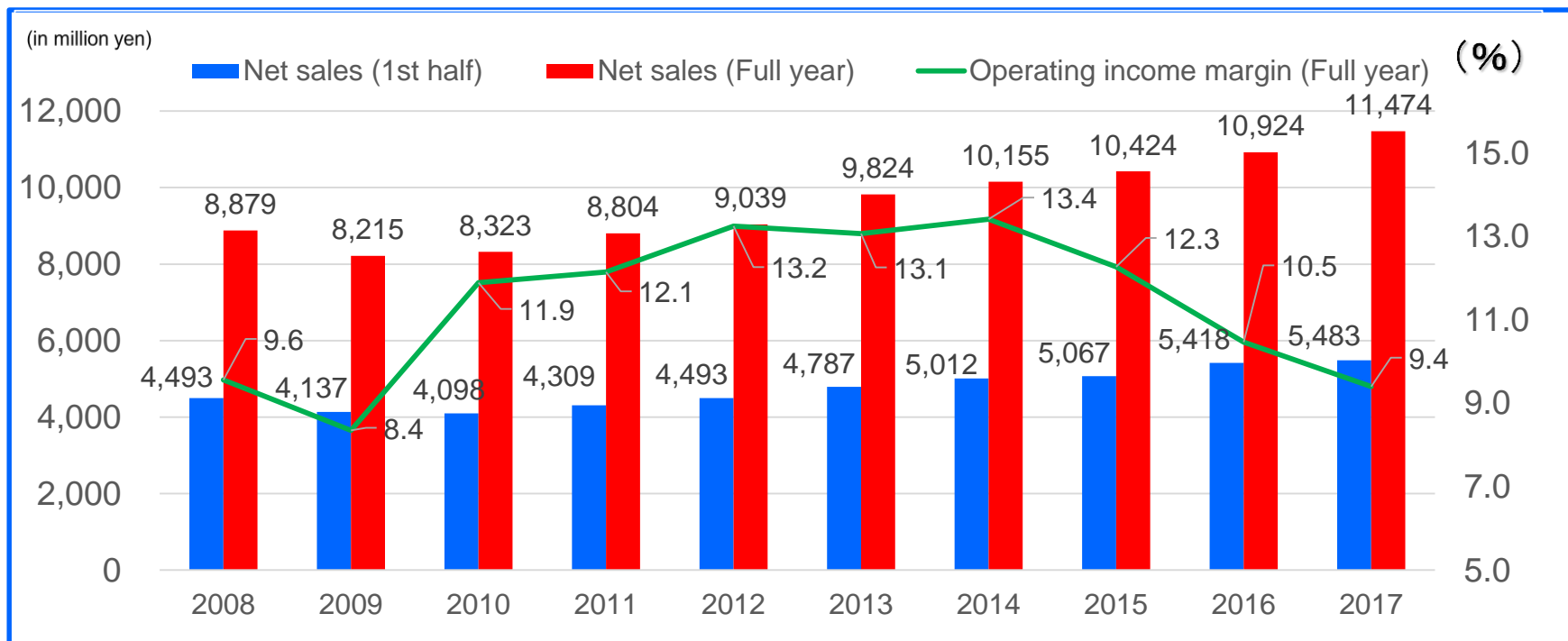
Introduces **approximately 400 model homes** at **17 locations** in the Kinki area and **nine** in the Kanto area. Generates profit from “income from exhibition fees” paid by housing manufacturers which display their model houses at the exhibition sites.

Revenue in the fiscal 2017 increased due to the opening of the new Kawasaki exhibition facility last April, compensating for a decline in revenue from the HDC business. Revenue from the housing business overall increased.

2: Housing Design Center (HDC)

Business development of “HDC Osaka”, “HDC Kobe” and “HDC Nagoya”. Acquires “exhibition fees” from housing and home interior and reform companies which exhibit their products and services as “**a housing department store**”.

Total revenue in the fiscal 2017 decreased, partly due to early termination by some exhibiting corporations at HDC Nagoya and HDC Kobe, despite strong revenue from HDC Osaka.



Consolidated / Non-consolidated Expenses

(in million yen)

Consolidated	FY2017	FY2016	Growth	% change
Cost of Sales	53,005	53,788	-782	-1.5%
Selling, General and Administrative Expenses	23,735	23,541	194	0.8%
Total Operating Expenses	76,741	77,329	-588	-0.8%

Non-consolidated	FY2017	FY2016	Growth	% change
Cost of Sales	38,600	40,395	-1,795	-4.4%
Selling, General and Administrative Expenses	21,294	21,248	45	0.2%
Total Operating Expenses	59,895	61,644	-1,749	-2.8%
TV Program Expenses	17,682	17,853	-171	-1.0%

Consolidated Earnings Forecast

(in million yen)

	FY 2018	FY 2017 (actual)	Growth	% change
Net sales	81,000	80,991	8	0.0%
Operating income	2,700	4,250	-1,550	-36.5%
Ordinary income	3,000	4,539	-1,539	-33.9%
Profit attributable to owners of parent	2,700	2,691	8	0.3%

Earnings Forecast by Segment

(in million yen)

Broadcasting	FY 2018	FY 2017 (actual)
Net sales	68,200	68,645
Operating income	1,900	3,116
Housing	FY 2018	FY 2017 (actual)
Net sales	11,900	11,474
Operating income	960	1,083
Golf Club	FY 2018	FY 2017 (actual)
Net sales	900	871
Operating income	30	49
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※Percentage change from the previous fiscal year has been omitted due to a review of the recording of management and administrative expenses and other items in connection with transition to a holding company.

Television Broadcasting Business : Revenue/Expense Forecast (Terrestrial)

<Revenue>

(in million yen)

	FY 2018	FY 2017 (actual)	Growth	% change
Television broadcasting business revenue	55,600	57,041	-1,441	-2.5%

Breakdowns

Time	Network time advertising revenue	13,600	13,964	-364	-2.6%
	Local time advertising revenue	5,700	6,004	-304	-5.1%
Spot sales revenue		34,200	34,923	-723	-2.1%

※FY 2018 network time advertising revenue excludes contract production revenue.

<Expense>

ABC TV Program Expenses	17,800	17,682	117	0.7%
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※FY2018 program expenses are the sum of program expenses and contract program production expenses.
(Contract business from ABC Radio has been added.)

Broadcasting Business Revenue Forecast (Non-Terrestrial)

<Revenue>

(in million yen)

		FY 2018	FY 2017 (actual)	Growth	% change
ABC FRONTIER HOLDINGS, INC.	Content related revenue	1,600	1,488	111	7.5%
Sky-A	CS broadcasting revenue	3,100	3,122	-22	-0.7%
AMC	TV shopping business revenue	1,500	1,413	86	6.1%
ABC Radio	Radio broadcasting revenue	2,600	2,637	-37	-1.4%

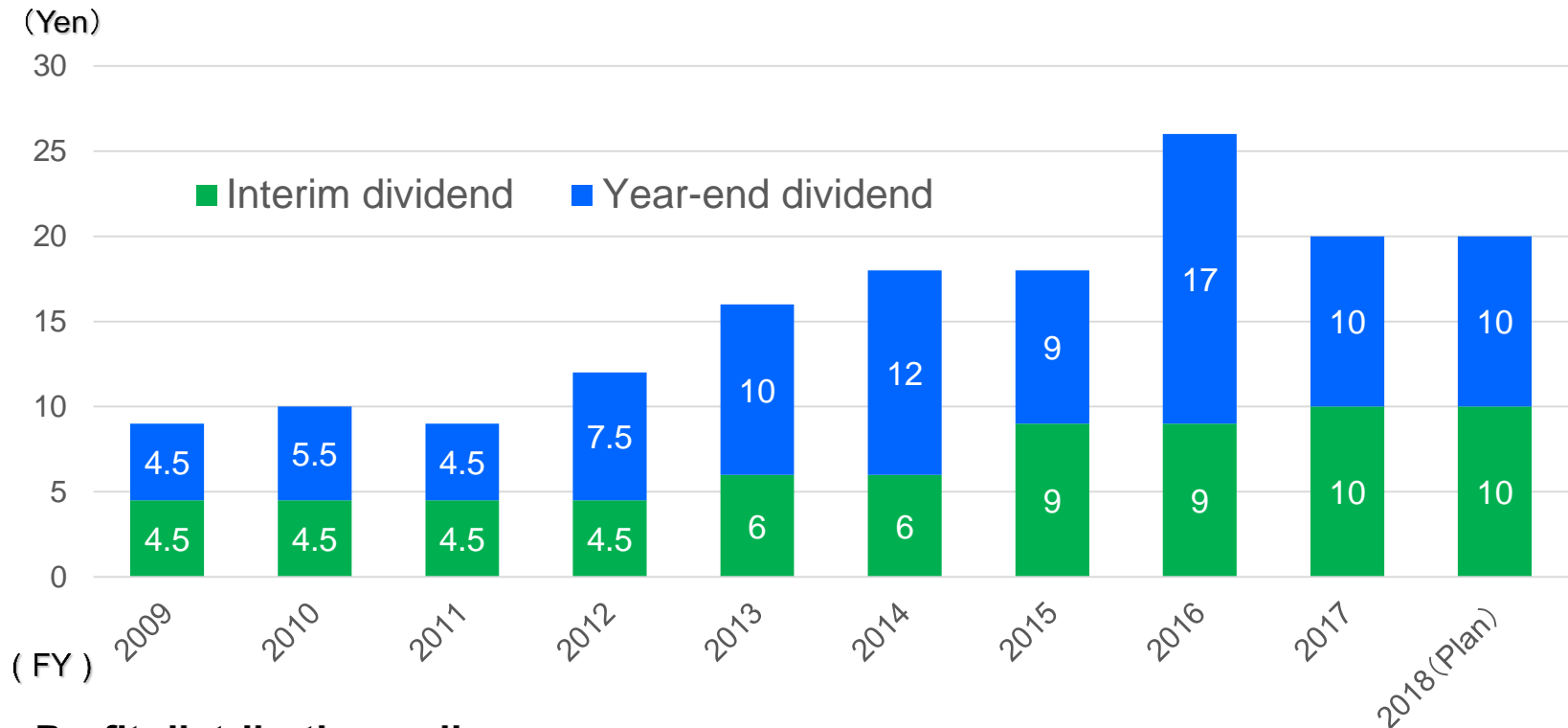
(Including transactions within the consolidated group)

Capital Investments / Depreciation and Amortization

	FY 2018		FY 2017	
	Consolidated	Broadcasting business	Consolidated	Broadcasting business
Capital Investments	¥4.1 billion	¥3.8 billion	¥5.5 billion	¥3.0 billion
Depreciation and Amortization	¥2.9 billion	¥2.2 billion	¥3.0 billion	¥2.3 billion

(Amounts less than 0.1 billion yen are rounded to the nearest whole unit)

Dividends



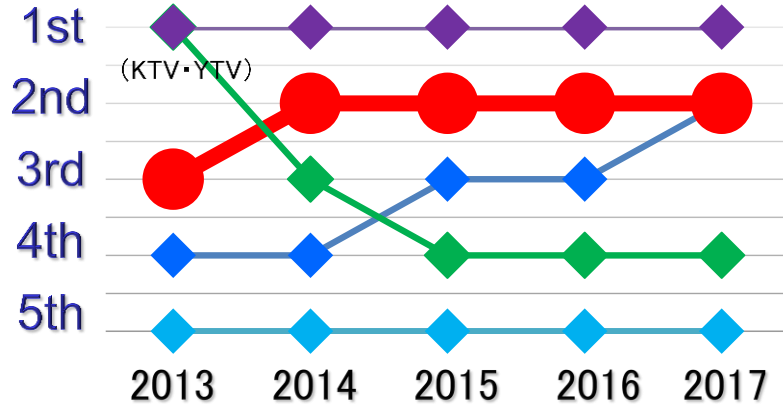
<Profit distribution policy>

The Company places one of its highest management priorities on shareholder return. With respect to profit distribution, we strive to continuously provide steady dividends and maintain a dividend payout ratio (consolidated) that does not fall below 30% as well as strengthen and maintain our financial structure from the standpoint of a responsible broadcaster. We will do so while making appropriate investments for our future growth.

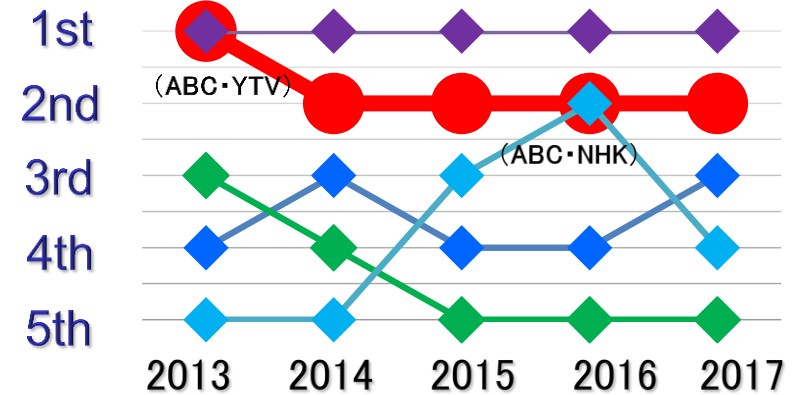
ABC TV Business

Television Viewer Ratings in Kansai Region

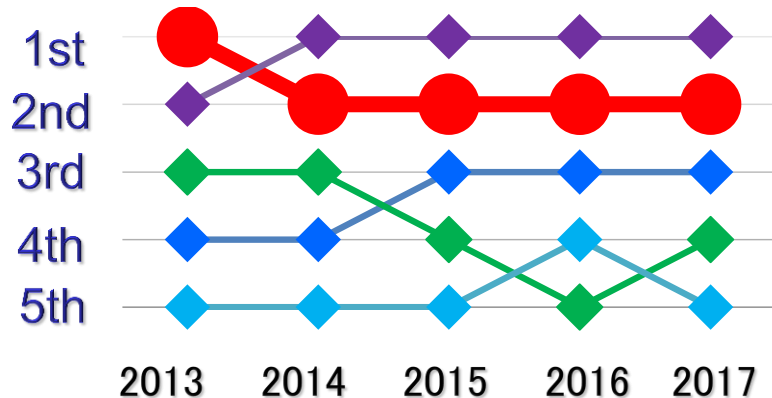
All-day (6:00-24:00) (Source: Video Research)



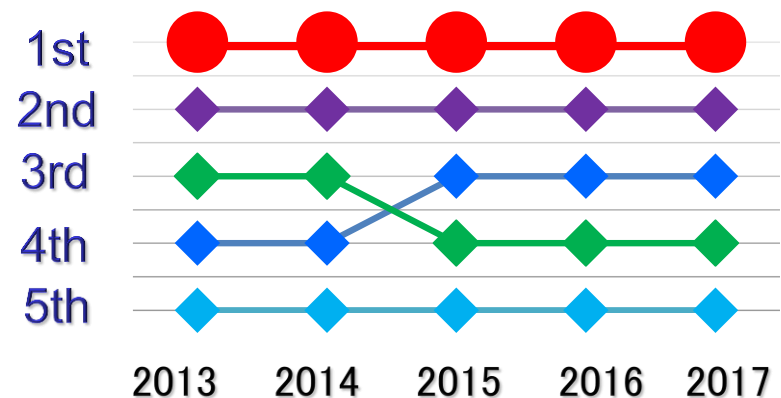
Golden time (19:00-22:00)



Prime (19:00-23:00)



Prime 2 (23:00-25:00)



● ABC (TV Asahi network)

◆ KTV (Fuji TV network)

◆ NHK

◆ MBS (TBS network)

◆ YTV (Nippon TV network)

Television Viewer Ratings for FY2017 (Kansai region)

(Source: Video Research) (%)

	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 (Nippon TV network) 8.0	YTV 12.1	YTV 11.9	ABC 7.6 (-0.6p*)
2	ABC (TV Asahi network) MBS (TBS network) 7.4 (-0.2p*)	ABC 10.8 (-0.3p*)	ABC 11.3 (-0.4p*)	YTV 7.5
3	* * *	MBS 10.7	MBS 10.8	MBS 5.8
4	KTV (Fuji TV network) 7.2	NHK 10.4	KTV 9.6	KTV 5.3
5	NHK 5.8	KTV 9.7	NHK 9.1	NHK 2.8

(*Year-on-year comparisons)

High Viewer Ratings for Annual Special Programs



**M-1
グランプリ
2017**
24.0%
(Kansai region)



**芸能大
格付け
チエツク**
2018 11月スペシャル
23.8%
(Highest ever)



[Golden Time National Television Network Program]

‘Takeshi’s Medical Check-up Show’

Strong ratings exceeding 10% in both the Kanto and Kansai regions

サンデー
LIVE!!

[Sunday LIVE!!]

New Sunday morning program launched last autumn

Viewer ratings trending up



[Dispatch Hostess Ayaka]
Regular drama linked to online TV

→ Strong record of an average 170,000 playbacks per week

Television Broadcasting Business Revenue

(Terrestrial broadcast)

<Revenue>

(in million yen)

	FY2017	FY2016	Growth	% change
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Time sales revenue

Network time

Decreased
revenue

- End of “Saturday Night at the Mysteries”
- End of the Sunday night 8:00 time slot
- **Decline in unit prices** of one-off programs

Local time

Increased
revenue

- **Strong performance** from Weekday and Saturday morning information programs
- Establishment of a mini-time slot before late night variety programs

TV spot sales revenue (Terrestrial broadcast)

(in million yen)

	FY 2017	FY 2016	Growth	% change
1 st quarter	8,722	8,692	29	0.3%
2 nd quarter	8,033	8,267	-233	-2.8%
1st half	16,755	16,959	-204	-1.2%
3 rd quarter	9,402	9,523	-120	-1.3%
4 th quarter	8,765	9,270	-504	-5.4%
2nd half	18,167	18,793	-625	-3.3%
Full Fiscal Year	34,923	35,752	-829	-2.3%

TV spot sales revenue (Terrestrial broadcast: By Top 20 industry sector)

Industry sector	FY2017		FY2016	
	YoY	Composition rate	YoY	Composition rate
Information/Telecommunication	94.6%	10.8%	129.7%	11.2%
Foods	99.2%	9.8%	103.5%	9.7%
Automobile	109.3%	8.1%	103.6%	7.3%
Pharmaceutical/Medical products	95.5%	7.8%	107.5%	7.9%
Cosmetics/Toiletries	97.1%	7.3%	98.1%	7.3%
Alcoholic and other beverages	94.7%	6.8%	91.5%	7.0%
Finance	85.6%	6.3%	100.2%	7.2%
Consumer electronics/Computer	96.1%	5.5%	94.9%	5.6%
Hobby (Movie/Game/Music etc.)	90.8%	5.5%	104.7%	5.8%
Travel/Leisure	115.8%	5.2%	87.92%	4.2%
Housing/Real estate/Construction	114.0%	4.5%	110.0%	3.9%
Restaurants & Fast foods/Services	122.3%	4.2%	84.0%	3.6%
Fashion (Apparel/Jewelry etc.)	99.6%	2.9%	97.1%	2.8%
Energy/Machine/Material	71.3%	2.6%	311.3%	3.6%
Government/Political organization	105.0%	2.4%	79.2%	2.3%
Publishing	114.2%	2.4%	88.6%	2.0%
Various organizations (Law office etc.)	80.0%	1.7%	95.3%	2.0%
Homeware	111.8%	1.6%	84.7%	1.4%
Mail order sales	98.7%	1.6%	135.3%	1.6%
Retail/Distribution	66.9%	1.5%	76.4%	2.1%
Others	99.4%	1.5%	102.7%	1.5%
Total		100.0%		100.0%

※Year-on-year comparisons

Television Broadcasting Business : Revenue/Expense Forecast (Terrestrial)

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(in million yen)

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Focusing on the broadcasting business and becoming a preferred content creator

Situation until now

- Advertising industry indicators: Importance placed on household viewer ratings, TV advertising market predominant
- ABC policy: Make the families segment the main target and terrestrial broadcasting the highest priority

Changes in the business environment

《① : Changing advertising industry indicators》

- Household viewer ratings → “Individual viewer ratings”
- Real time → “Real time + Time shift”
(Beginning this April in the Kanto region)

《② Rapid rise of the Internet market》

FY2017: Internet advertising spending exceeded 1.5 trillion yen and approaching the level of TV advertising (approx. 2.0 trillion yen)
(From Dentsu data)

At ABC TV now on “Everything is for content”

Expand spot advertising share with timetable revisions that place importance on U49 viewers among the traditional families segment

- ① Maintain the top rating among programs in the morning and late night time slots
- ② Beginning in April 2018, newly establish a variety / drama slot Sunday night between 11 p.m. and midnight

(Note: U49 is age 4 to 49)

Expand profit-earning opportunities other than terrestrial advertising income

- ① Increase the number of programs for video delivery
- ② Increase profits by planning major events
- ③ Open a video site together with Asahi Shimbun
“# BukatsuONE!”

Sunday late night time slots:
new variety and new drama slots

drama
ドラマエル



"Aiseki Shokudo"

Emcees: Chidori

Sunday night at 11:10



Sunday night at 11:35

High School Baseball 100th Commemorative Tournament

Masaki Aiba of the "Arashi" has been named "Special navigator of Nettoh! 100th commemorative high school baseball tournament".

He is certain to enliven summer high school baseball.

"Natsu Hayate",
a fight song
by "Arashi"

FY2018: Broadcast Area Expansion and Flourishing Events



“Oshiete! News Live Seigi No Mikata”

Broadcast expansion at Kyushu Asahi Broadcasting, in addition to expansion to the Tokai and Hokuriku regions last year



“Potsun to ikkenya”

High viewer ratings as a one-off program, decision to broadcast on May 27

“ABC FOOD & SMILE Festival”

(Held from Apr 23 to May 6)



- A collection of restaurants with Tabelog ratings of 3.5 points or higher!



- Planning and holding of various events linked to programs at the ABC head office and surrounding area

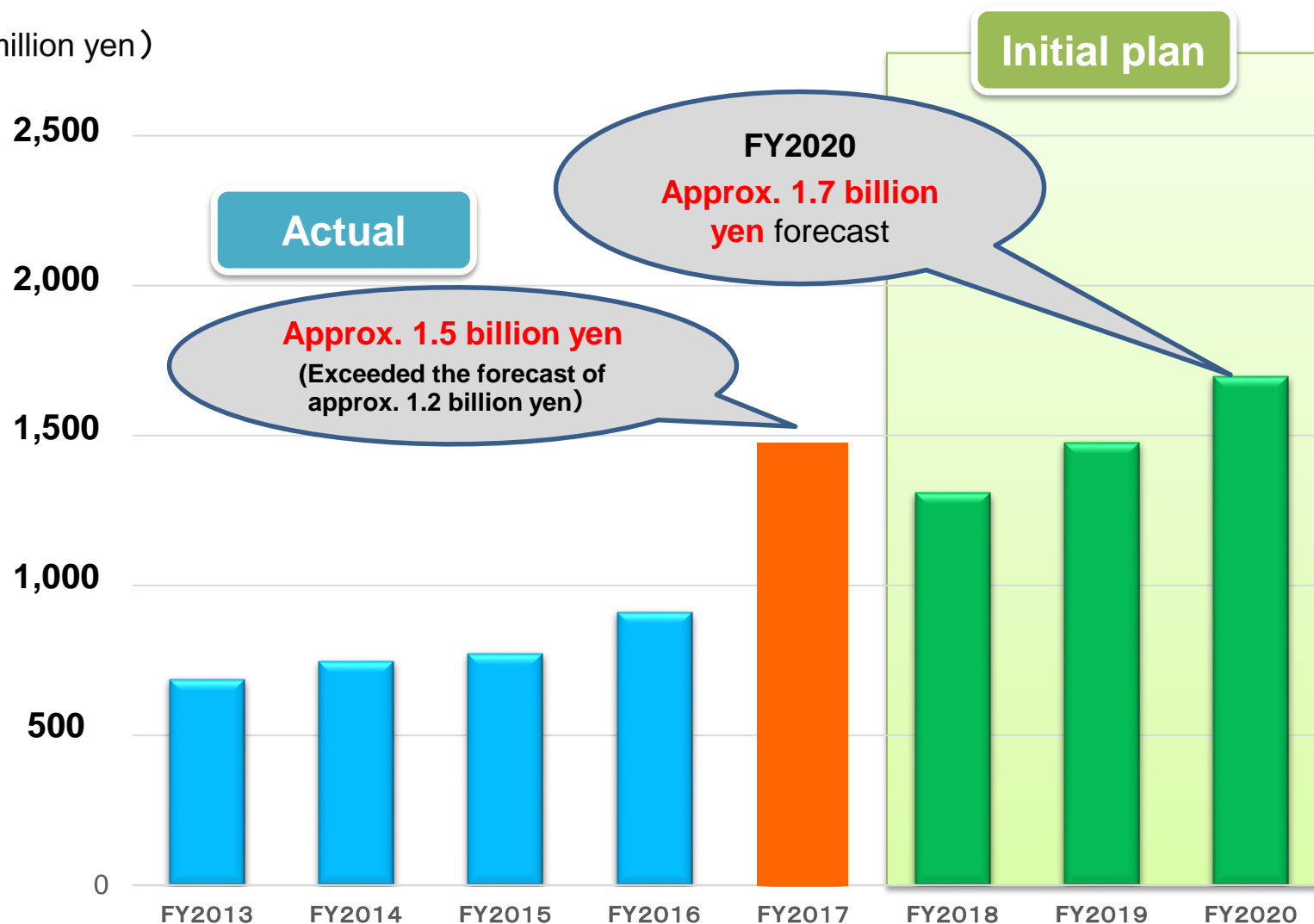
➔ **Attraction of approx. 160,000 visitors**

- Planned holding of “FOOD SONIC” in seven cities nationwide

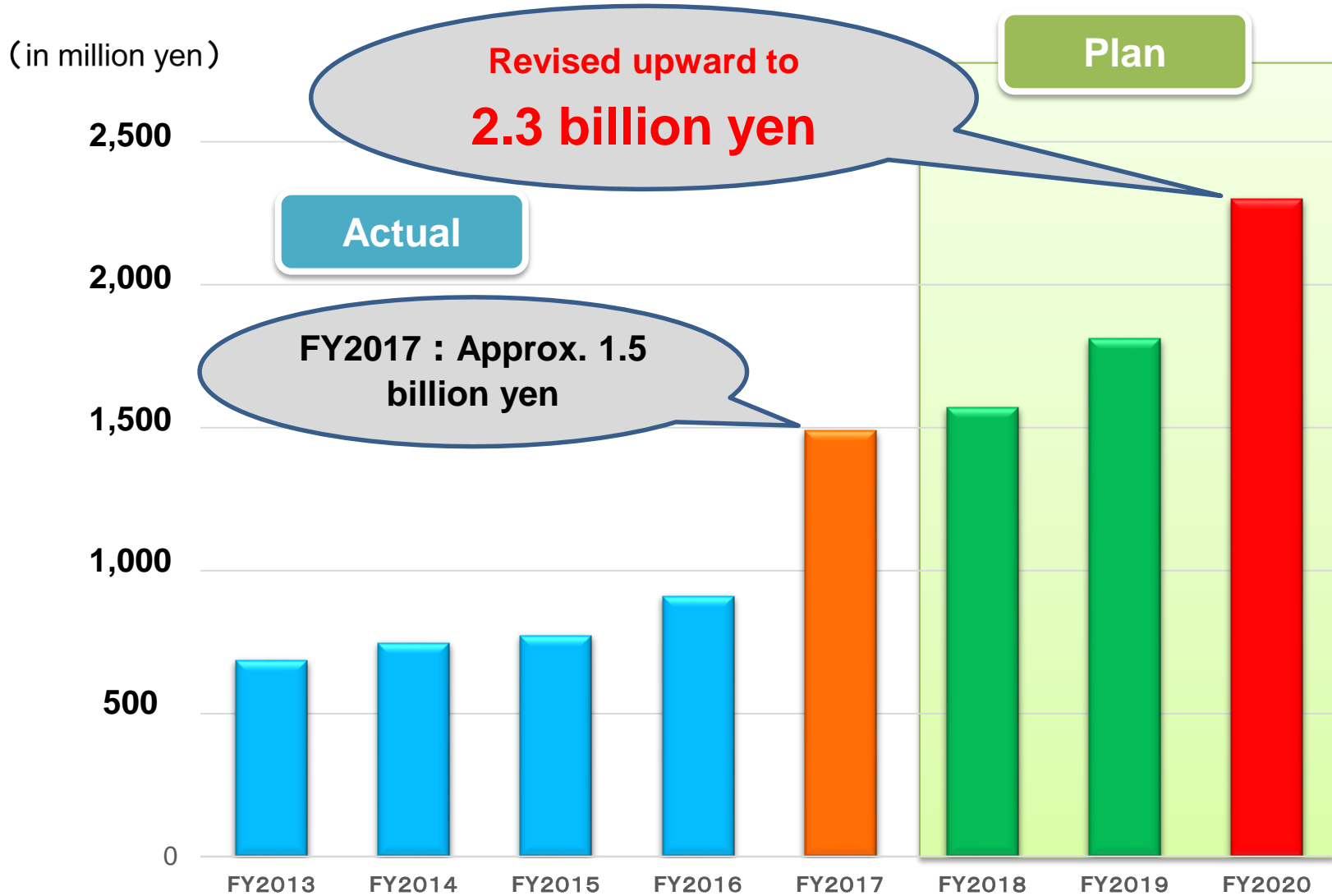
➔ **A profit-earning event outside the broadcasting business**

New Medium-Term Management Plan and Future Development

(in million yen)



(Note : The FY2016 figures are for July 2016 to March 2017)



(Note : The FY2016 figures are for July 2016 to March 2017)



- Strong revenue from re-use for “HUGTTO! PRECURE”, begun in February
- Strong overseas sales of late night anime programs



© ABC-A /Toei Animation



© DARLING in the FRANXX Production Committee



- Distribution business and new businesses in Hong Kong, Taiwan and China
- Strengthening of program sales for domestic hotels / in-flight screening



- Strengthening of program archive sales



- Continued planning/operation of e-sports-related events of a major game software publisher

Priority 2 Further Business Expansion Leading up to FY2020

**Housing
Exhibition**

**Opening of new exhibition facilities in
the Tokyo Metro and Kansai regions
(Tokyo Metro: +1 / Kansai: +1)**

HDC business

**Considering opening new centers to
follow those in Kobe, Osaka, and
Nagoya**

**New
businesses**

**New business development that offers
synergies with the housing exhibition,
HDC, and real estate businesses**

Priority 2 FY2018: Outlook for Higher Revenue from the Housing Business

Housing	FY 2018	FY 2017 (actual)
Net sales	11,900	11,474
Operating income	960 (Note)	1,083

(Note) Recording since FY2018 of expenses in connection with transition to a holding company

1. Housing exhibitions



- “Nishinomiya Sakagura-dori Housing Park” opened in April with no vacancies
- Decrease in PR expenses
➔ Increased revenue and profit

2. Housing Design Center (HDC)

- Profit at roughly the prior-year level due to a cost review, despite a revenue decrease

3. Real estate business

- The sale of two properties already concluded, contributing to a revenue increase

Priority 3 Growth Investment, International Business

Establishment of the Business Development Division directly under the president

- Make Tokyo the base of operations
- Actively recruit personnel from outside the company and enhance the staff organization



Investment Business Department

International Business Department

3-year investment budget
20.0 billion yen

★Target: International business sales
0.5 billion yen ⇒ **2.7 billion yen**

- **M&As: Begin with strengthening and complementing the broadcasting business**
- **Pursue synergy with Group companies utilizing the corporate venture capital of “ABC Dream Ventures”**

- Support for Group company international business expansion
- Support for new businesses at overseas business bases
- Overseas direct investment, including M&As



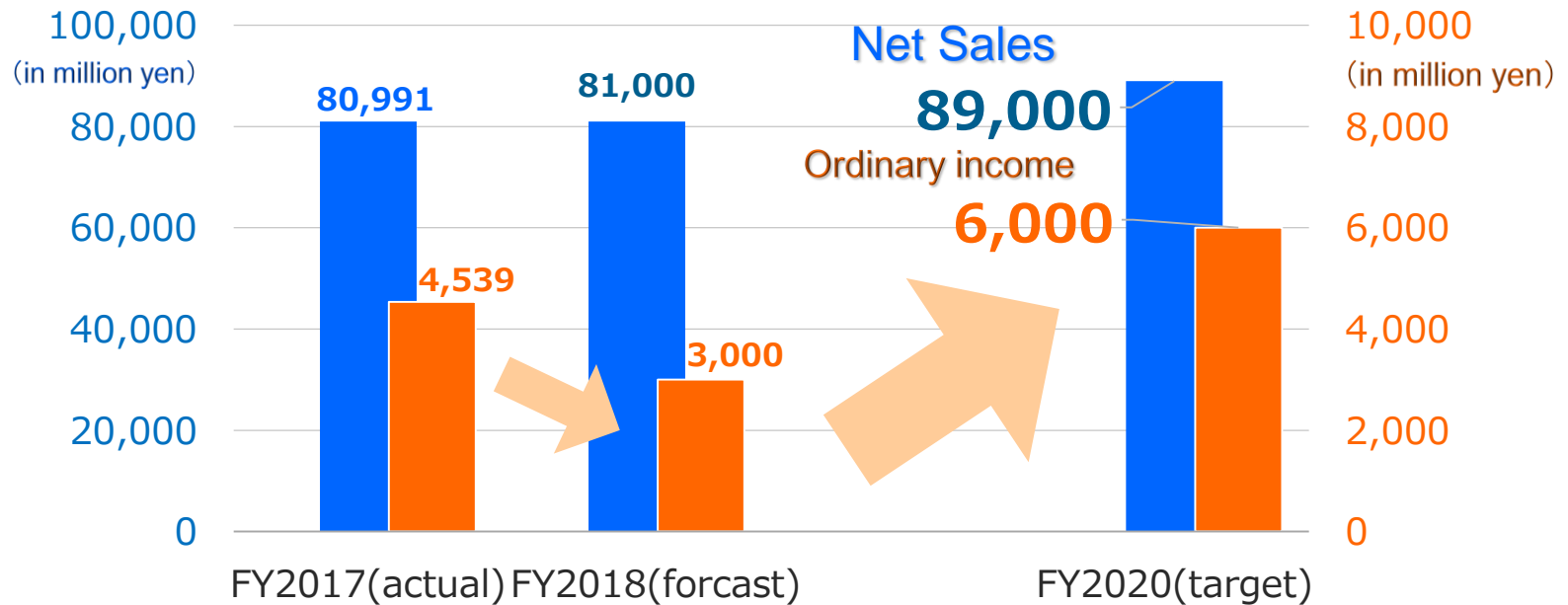
[Singapore: ABC HORIZON]

Start of content and advertising businesses

[Vietnam: MBC-Studio]

Content production joint venture

2018-2020 Medium-term Management Plan “SUNRISE”







- Definitely achieve our target of “consolidated sales of 89 billion yen and ordinary income of 6 billion yen” in FY2020
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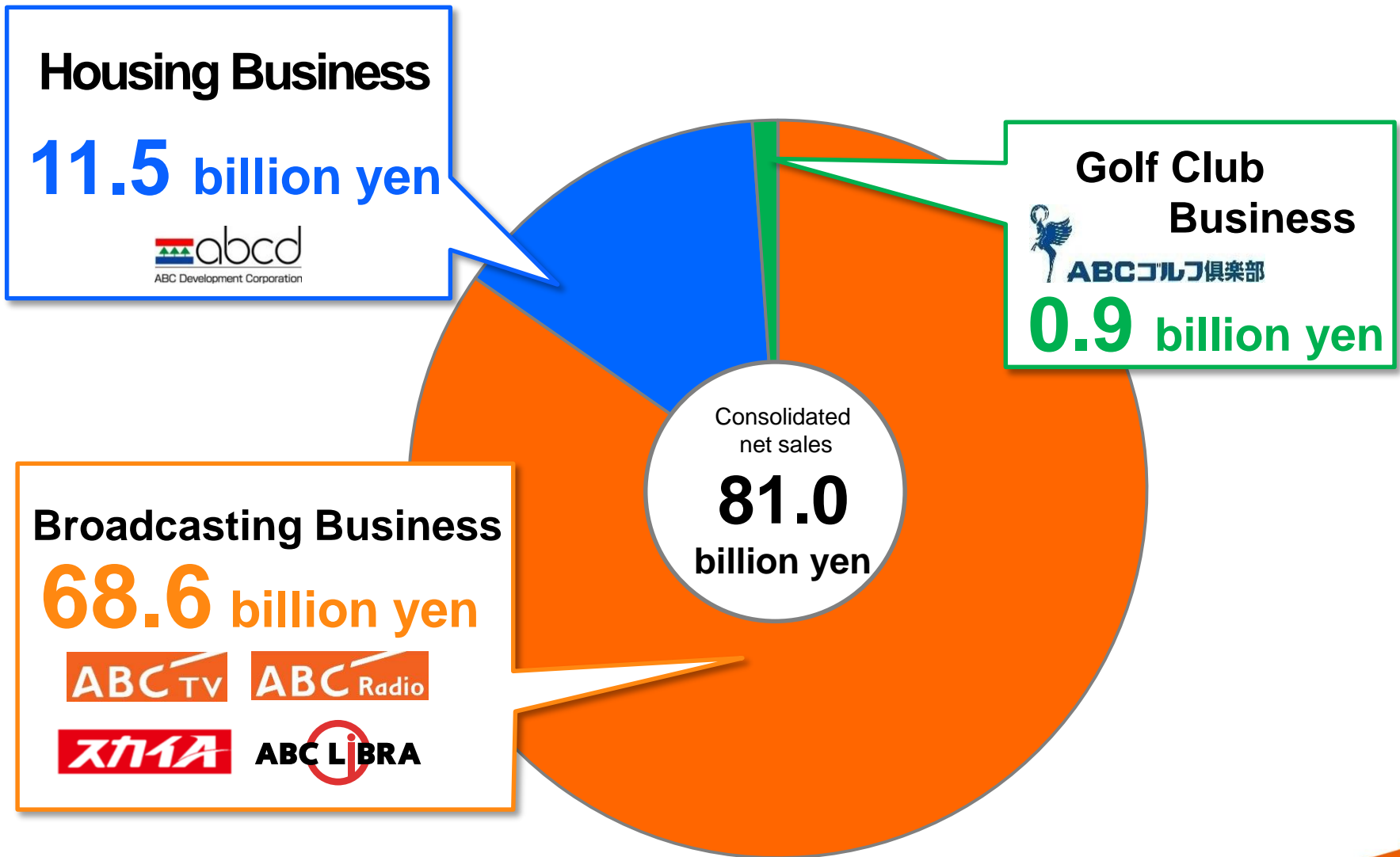
Reference Materials

List of Group Companies

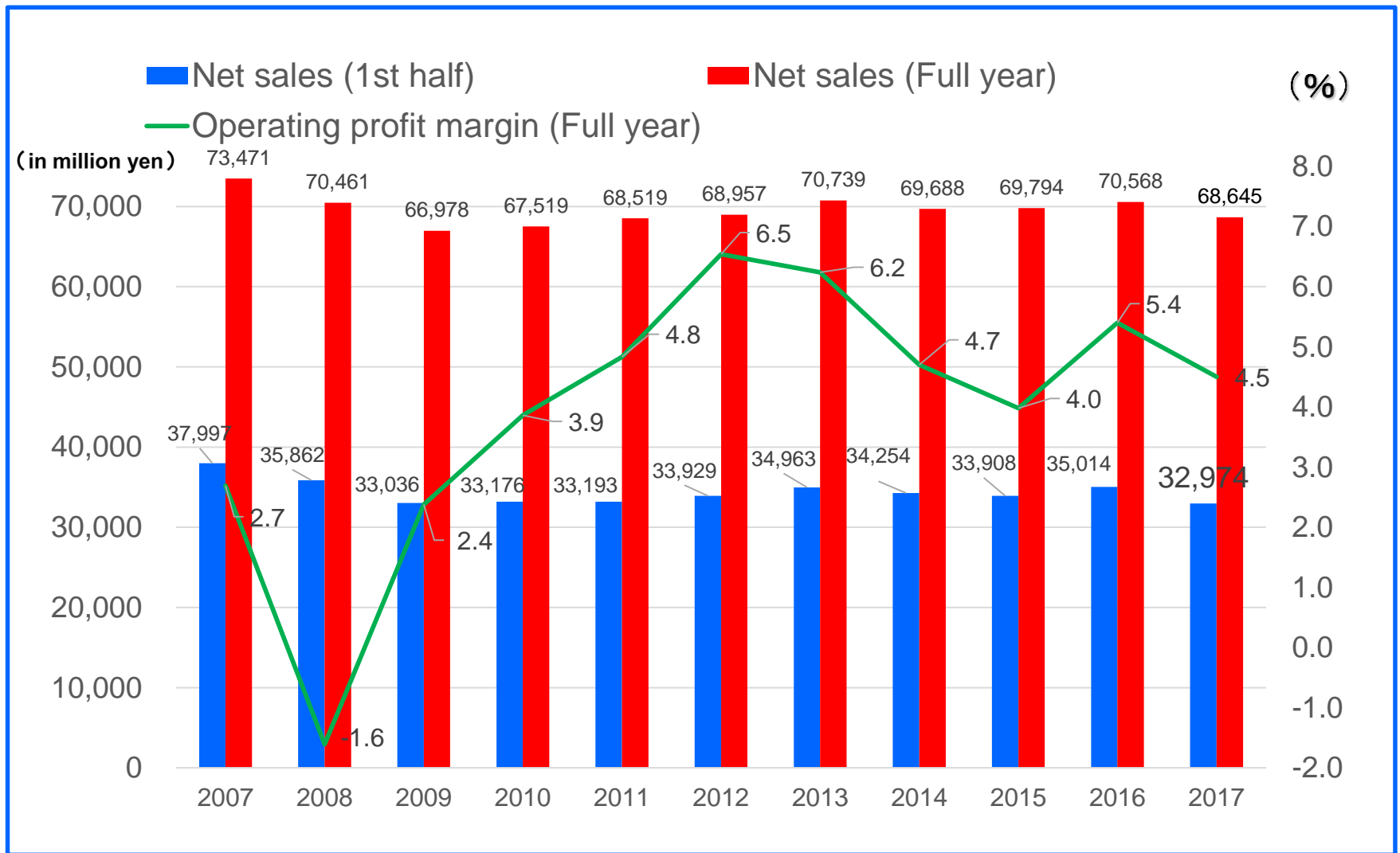
★ Consolidated subsidiary

- | | | | |
|---|--|--|---|
| ★  | Asahi Television Broadcasting Corporation
TV broadcasting business | ★  | ABC RIGHTS BUSINESS, INC.
Package sales, product sales business,
licensing business, character business |
| ★  | Asahi Radio Broadcasting Corporation
Radio broadcasting business | 
株式会社 デジアサ | Digiasa Inc.
Digital content production, subtitles production |
| ★  | Sky-A, Inc.
CS broadcasting | 
株式会社 アイネックス | i-NEX corporation
Technical production, post production |
| ★  | ABC Media Communications
Mail-order business, radio program
production and music publisher | ★  | ABC Development Corporation
Housing exhibition management,
management of Housing Design Center,
insurance agency and advertising agency |
| ★  | ABC Libra Co., Ltd.
TV program planning and production, video
archive | ★  | ABC GOLF CLUB INCORPORATED
Golf course management |
| ★  | ABC FRONTIER HOLDINGS, INC.
Business management, rights management,
and development of new business for
Group companies,
ABC ANIMATION, INC.
ABC INTERNATIONAL INC.
ABC RIGHTS BUSINESS, INC. |  | ABC DREAM VENTURES, Inc.
Management of corporate venture capital |
| ★  | ABC ANIMATION, INC.
Planning/production, sales of videogram,
overseas sales, product sales and
secondary-use business in events etc,
regarding animated content |  | ABC HORIZON PTE. LTD.
(Headquarters : Republic of Singapore)
Research, development and support
related to international business |
| ★  | ABC INTERNATIONAL INC.
Overall profit-generating business related to
overseas markets, such as program
and format sales |  | ABC Kosan Co., Ltd.
Safety and security services and
facility management operations |

Net Sales by Segment (Consolidated Sales of FY2017)



Trend in the “Broadcasting Business” Operating Income Margin



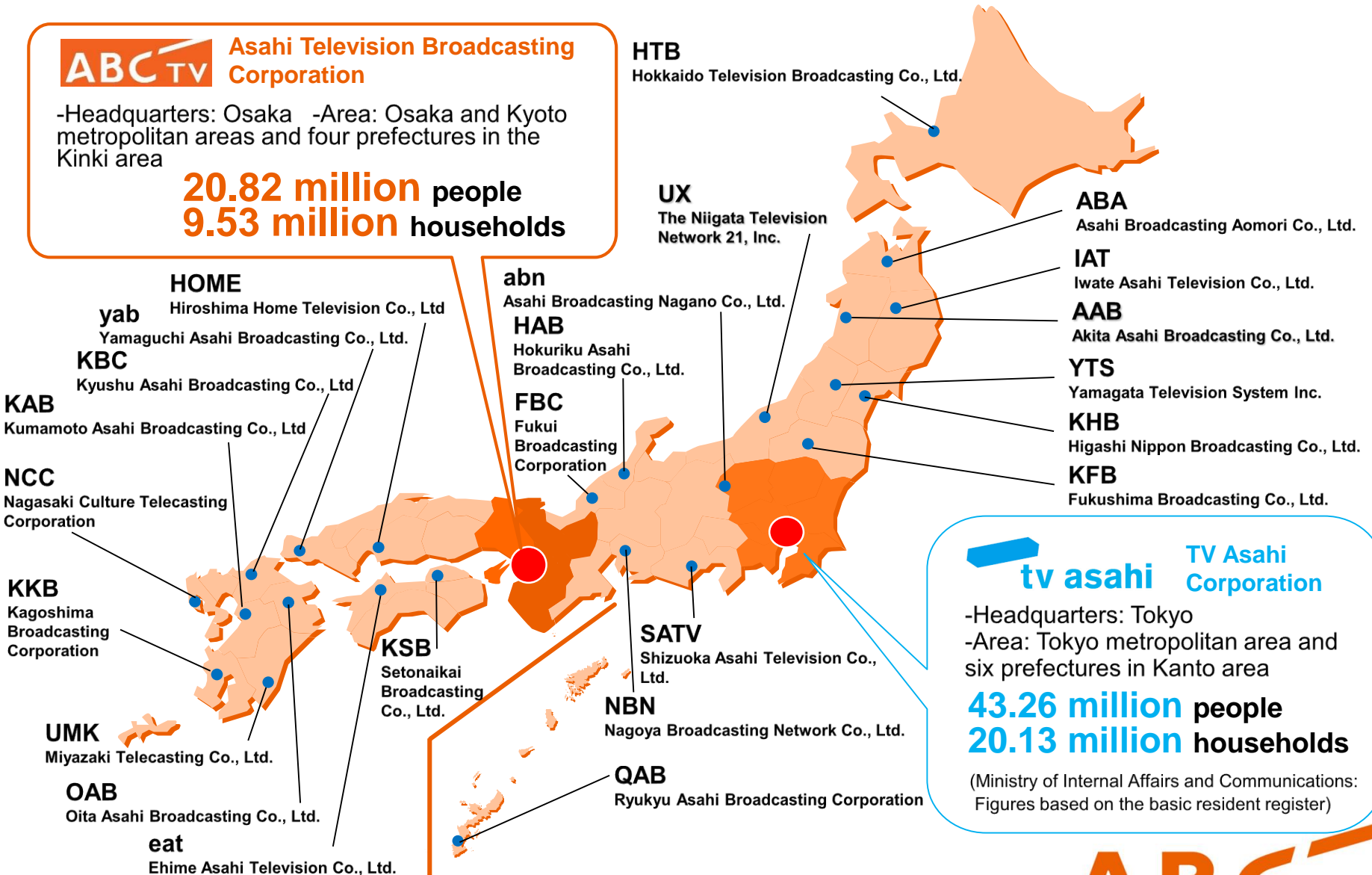
TV Network



Asahi Television Broadcasting Corporation

-Headquarters: Osaka -Area: Osaka and Kyoto metropolitan areas and four prefectures in the Kinki area

20.82 million people
9.53 million households



Major Programs Broadcasted by ABC TV



Produced by "ABC TV"
Nationwide net
programs



Produced by "ABC TV"
Local programs



Programs produced by
"TV Asahi" or other
companies

ABC TV's production ratio : 34.0%

Types and Structure of Revenue of TV Business

	Time Sales are those to sponsors offering programs "This program was sponsored by so-and-so"	Spot
Time period	As a rule two seasons (6-month contract)	Can set up freely
Units	From 30 seconds	From 15 seconds
Broadcasting area	Nationwide or local network (areas of each station)	Local
Budget	Fixed fees for two seasons (6-month)	According to campaign

(Note 1) Regarding time sales revenue of the nationwide network

Although the revenue per program on a national network is high, expenditures mount due to payments for "airtime fees" which we are required to pay to the affiliated broadcasting stations, along with "program production costs".

(Note 2) Regarding spot sales revenue

It is often the case that we adjust airtime to the needs of our sponsors at any given time due to the high degree of freedom exercised concerning airtime.

The spot price is calculated by multiplying the number of viewers (HUT) x ratings and sharply varies according to viewer ratings.

It makes a large contribution to "profit".

Contact/Disclaimer

This presentation is intended to provide information on our business etc., not to recommend the investment in our company. And, this presentation contains forecasts and the other forward-looking statements relating to the plans, outlook, targets, and forecasts of Asahi Broadcasting Corporation and its affiliated companies. These forecasts and other forward-looking statements are based on assumptions and beliefs that draw on information that is available as of the date of this presentation. As a result, the information in this presentation contains inherent risks and uncertainties. Accordingly, readers are advised that actual results may differ materially from forecasts due to a variety of factors.

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For all shareholders, more detailed information such as consolidated financial reports and annual securities reports can be found on the website.