

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

# Asahi Broadcasting Group Holdings Corporation

## Earnings Reference for the First Quarter of Fiscal 2019

(For the fiscal year ending March 31, 2020)

August 2, 2019

**ABC**

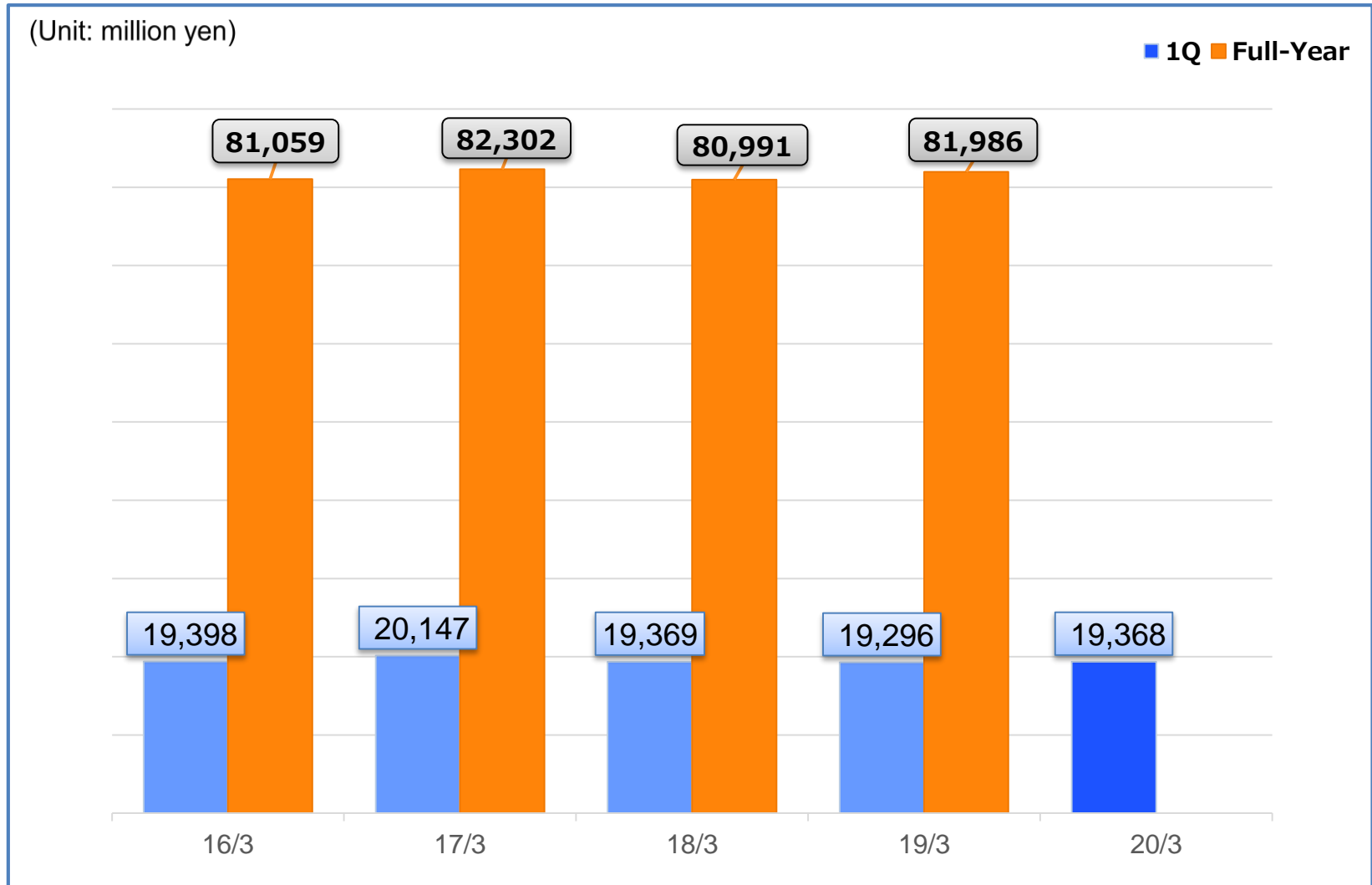
Securities Code: **9405**

# Consolidated Results

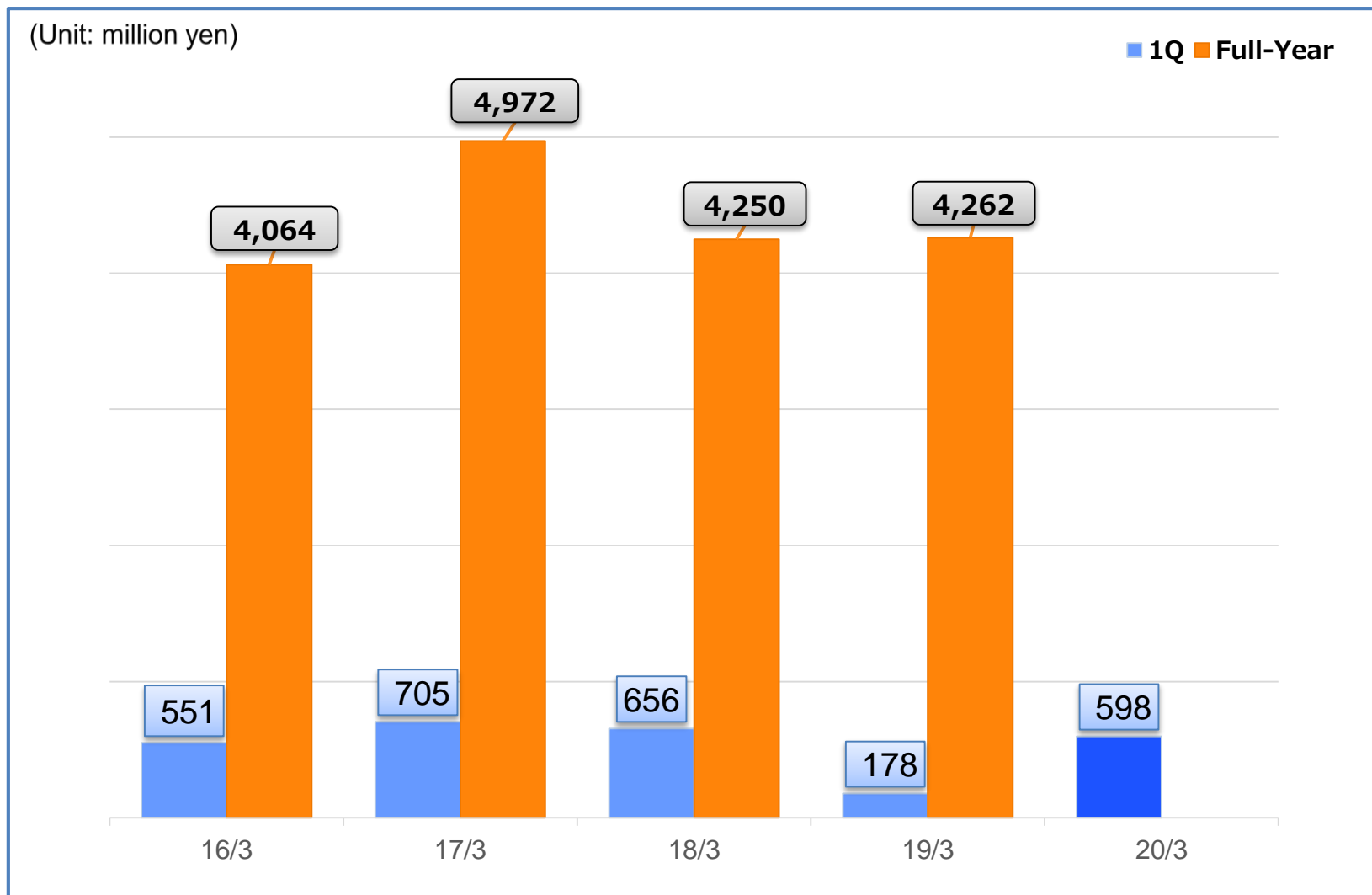
(Unit: million yen)

|   |  | 19/3 1Q | 20/3 1Q | YoY  | % Change |
|---|--|---------|---------|------|----------|
| Net Sales                               |  | 19,296  | 19,368  | 72   | 0.4%     |
| Operating Expenses                      |  | 19,118  | 18,770  | -347 | -1.8%    |
| Details                                 | Cost of Sales                                | 13,128  | 12,709  | -419 | -3.2%    |
|   | Selling, General and Administrative Expenses | 5,989   | 6,061   | 71   | 1.2%     |
| Operating Income                        |  | 178     | 598     | 419  | 235.4%   |
| Ordinary Income                         |  | 368     | 777     | 408  | 111.0%   |
| Profit Attributable to Owners of Parent |  | 1,103   | 486     | -617 | -55.9%   |

# Five-Year Net Sales (Consolidated)



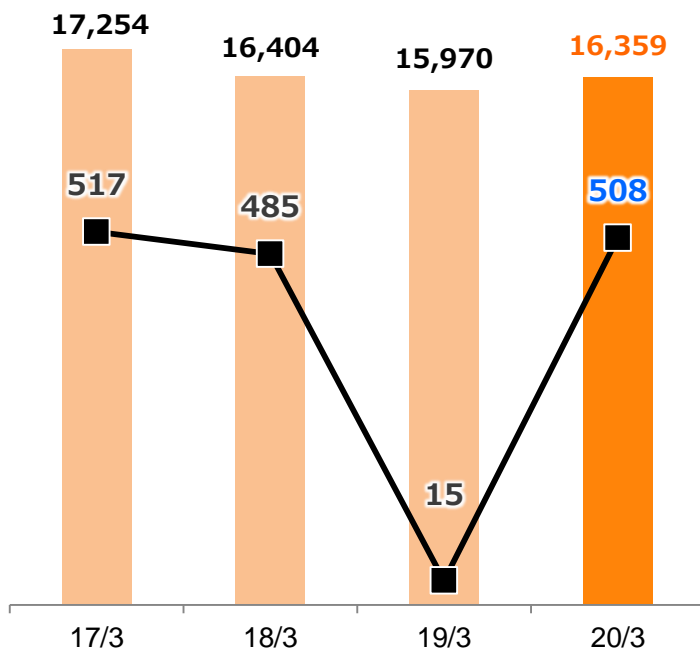
# Five-Year Operating Income (Consolidated)



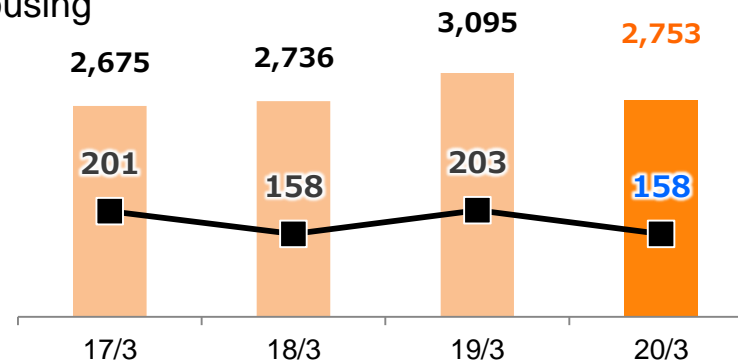
# Results by Segment

(Unit: million yen)

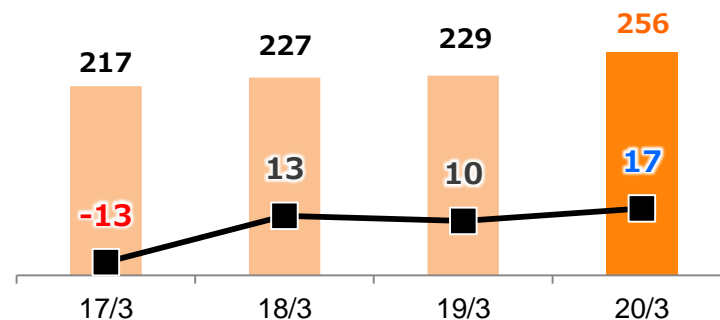
■ Broadcasting    ■ Net Sales    ■ Operating Income



■ Housing



■ Golf Club



(Unit: million yen)

| Adjustments      | 19/3 1Q | 20/3 1Q |
|------------------|---------|---------|
| Operating Income | -51     | -85     |

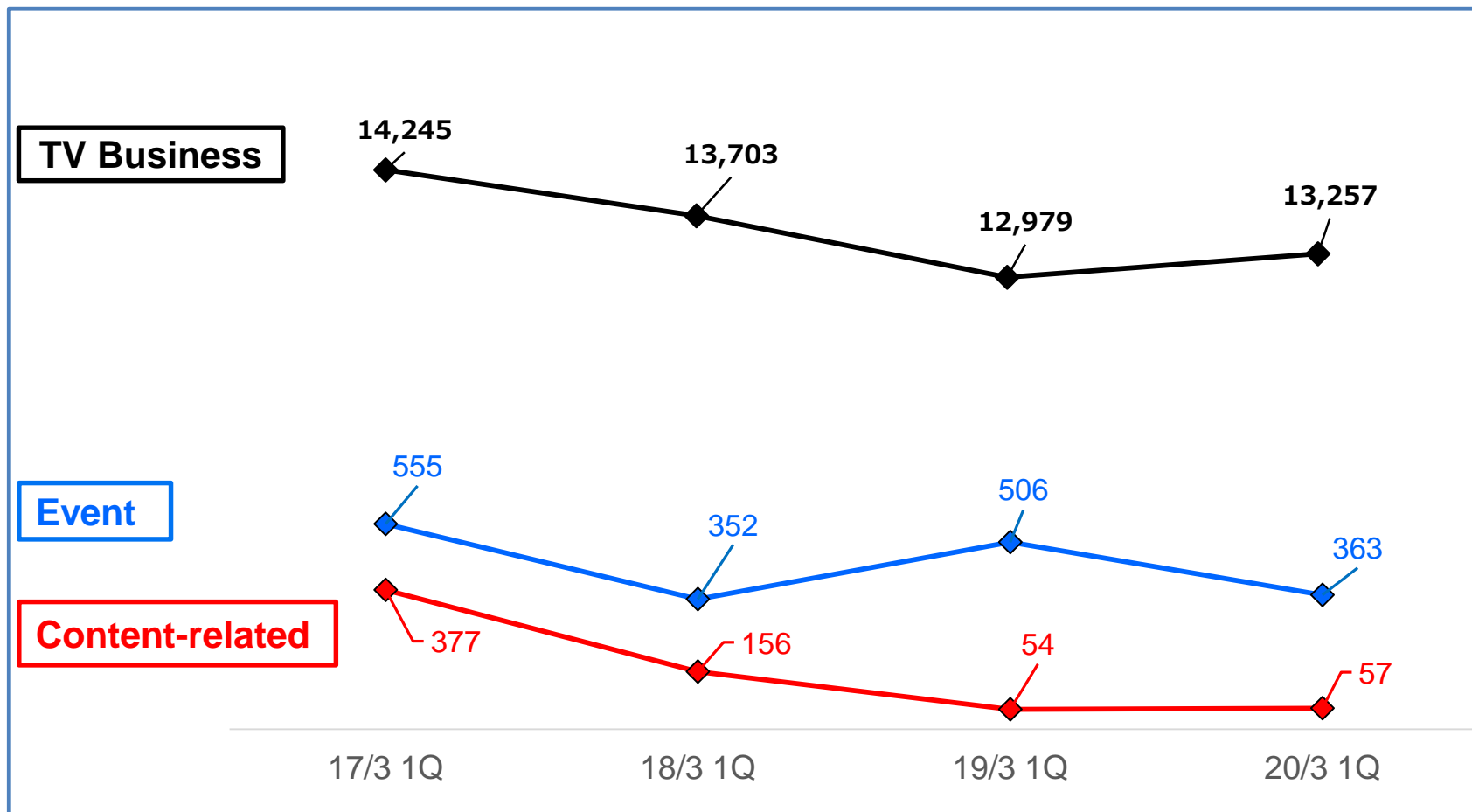
# ABC TV Results

(Unit: million yen)

|                    |  | 19/3 1Q | 20/3 1Q | YoY  | % Change |
|--------------------|--|---------|---------|------|----------|
| Net Sales          |  | 13,787  | 13,920  | 133  | 1.0%     |
| Operating Expenses |  | 13,917  | 13,729  | -187 | -1.3%    |
| Details            | Cost of Sales                                | 8,657   | 8,503   | -154 | -1.8%    |
|                    | Selling, General and Administrative Expenses | 5,259   | 5,226   | -33  | -0.6%    |
| Operating Income   |  | -130    | 191     | 321  | -        |
| Ordinary Income    |  | -105    | 221     | 326  | -        |
| Profit             |  | 778     | 127     | -650 | -83.7%   |
|                    |  | 19/3 1Q | 20/3 1Q | YoY  | % Change |
| Program Expenses   |  | 4,330   | 4,351   | 20   | 0.5%     |

# ABC TV (Former ABC) Revenue Growth

(Unit: million yen)

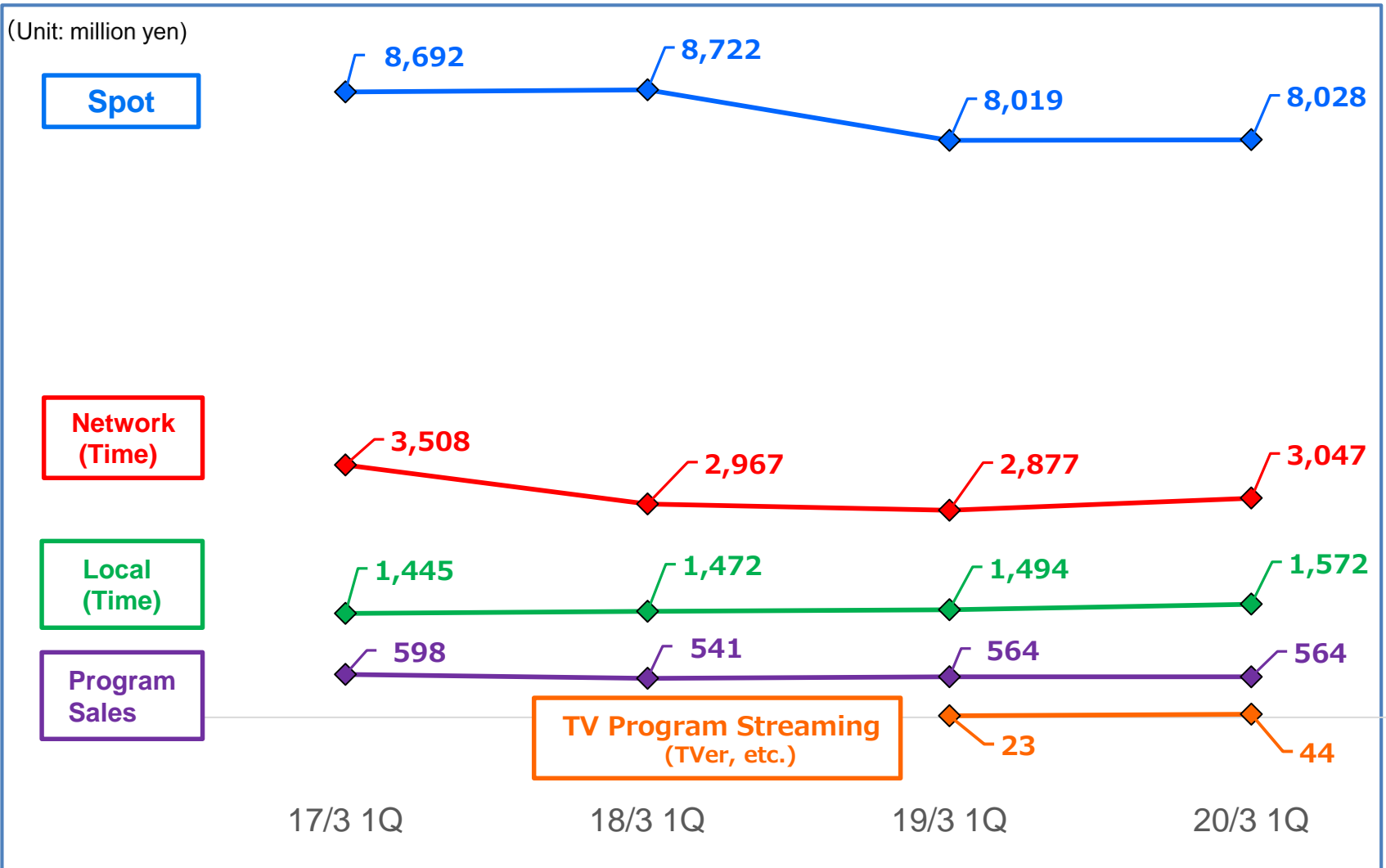


\*Event revenue before FY2017 includes radio-related events.



# Details of TV Business Revenue

(Unit: million yen)





# Spot Revenue of TV Business

(Unit: million yen)

|             | 1Q    | 2Q    | 3Q    | 4Q    | Full-Year |
|-------------|-------|-------|-------|-------|-----------|
| <b>18/3</b> | 8,722 | 8,033 | 9,402 | 8,765 | 34,923    |
| <b>19/3</b> | 8,019 | 7,738 | 8,634 | 8,777 | 33,169    |
| <b>20/3</b> | 8,028 |       |       |       |           |

# Spot Revenue of TV Business (By Top 20 Industries)

| Industry   | 19/3 1Q |                  | 20/3 1Q |                  |
|--|---------|------------------|---------|------------------|
|  | YoY     | Composition rate | YoY     | Composition rate |
| Foods  | 99.9%   | 13.6%            | 85.2%   | 11.5%            |
| Transportation/Leisure/Restaurants & Fast Foods/Services | 89.9%   | 9.5%             | 118.8%  | 11.3%            |
| Beverages/Liquors  | 116.0%  | 10.8%            | 89.0%   | 9.6%             |
| Pharmaceutical/Medical Products                          | 97.1%   | 7.6%             | 97.0%   | 7.4%             |
| Cosmetics/Toiletries                                     | 108.3%  | 9.6%             | 75.6%   | 7.2%             |
| Finance  | 102.1%  | 7.1%             | 92.9%   | 6.6%             |
| Consumer Electronics/Computer                            | 73.1%   | 5.1%             | 128.6%  | 6.5%             |
| Information/Telecommunication                            | 72.1%   | 6.8%             | 95.3%   | 6.5%             |
| Automobiles  | 90.9%   | 6.6%             | 94.8%   | 6.2%             |
| Hobby (Movie/Game/Music etc.)                            | 96.5%   | 5.2%             | 84.9%   | 4.4%             |
| Fashion (Apparel/Jewelry etc.)                           | 72.4%   | 2.8%             | 122.3%  | 3.4%             |
| Housing/Real Estate/Construction                         | 85.5%   | 3.3%             | 99.6%   | 3.3%             |
| Energy/Machine/Material                                  | 85.6%   | 2.0%             | 152.4%  | 3.1%             |
| Government/Political Organization                        | 102.8%  | 2.2%             | 133.7%  | 3.0%             |
| Publishing   | 97.3%   | 1.7%             | 127.4%  | 2.1%             |
| Distribution   | 90.0%   | 1.5%             | 128.4%  | 1.9%             |
| Mail Order Sales   | 53.0%   | 1.3%             | 134.6%  | 1.7%             |
| Various Organizations (Law Office etc.)                  | 75.8%   | 1.4%             | 121.6%  | 1.7%             |
| Logistics services/Businesses/Events                     | 88.7%   | 1.0%             | 132.9%  | 1.3%             |
| Housewares   | 62.4%   | 1.0%             | 108.7%  | 1.1%             |
| Other  | 0.0%    | 0.0%             | —%      | 0.1%             |
| Total  |         | 100.0%           |         | 100.0%           |

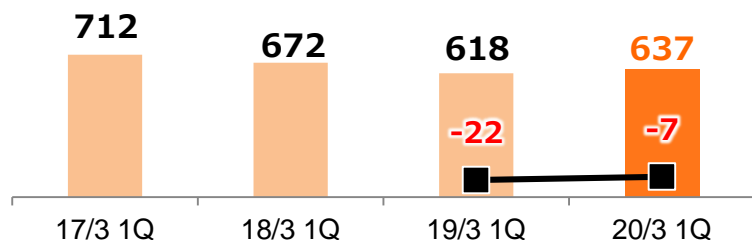
\*Year-on-year comparisons

# Other Broadcasting Businesses Non-ABC TV-Related

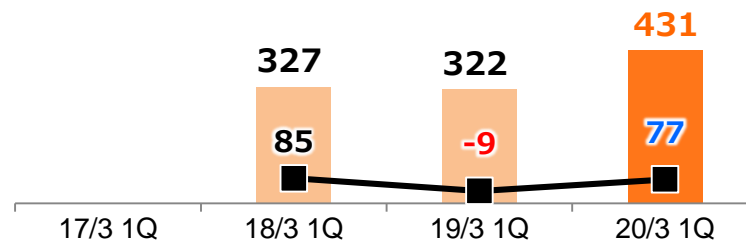
(Unit: million yen)

\*Companies for which the bulk of revenues are from non-group sources

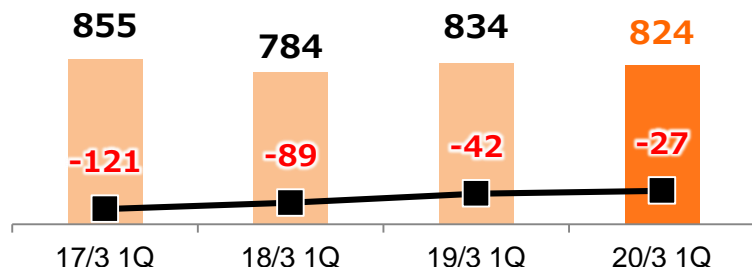
■ ABC Radio      ■ Net Sales   ■ Operating Income



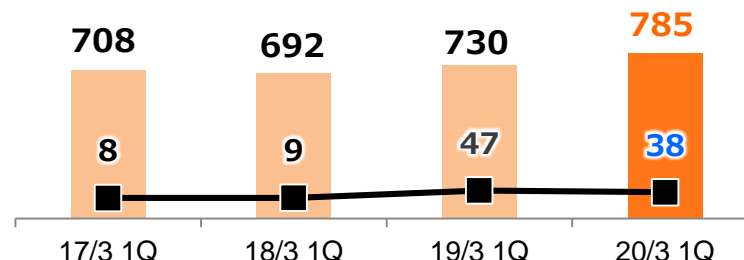
■ ABC FRONTIER HD (Content-related)



■ Sky-A (CS broadcasting revenue)



■ AMC (TV shopping/Radio program production, etc.)



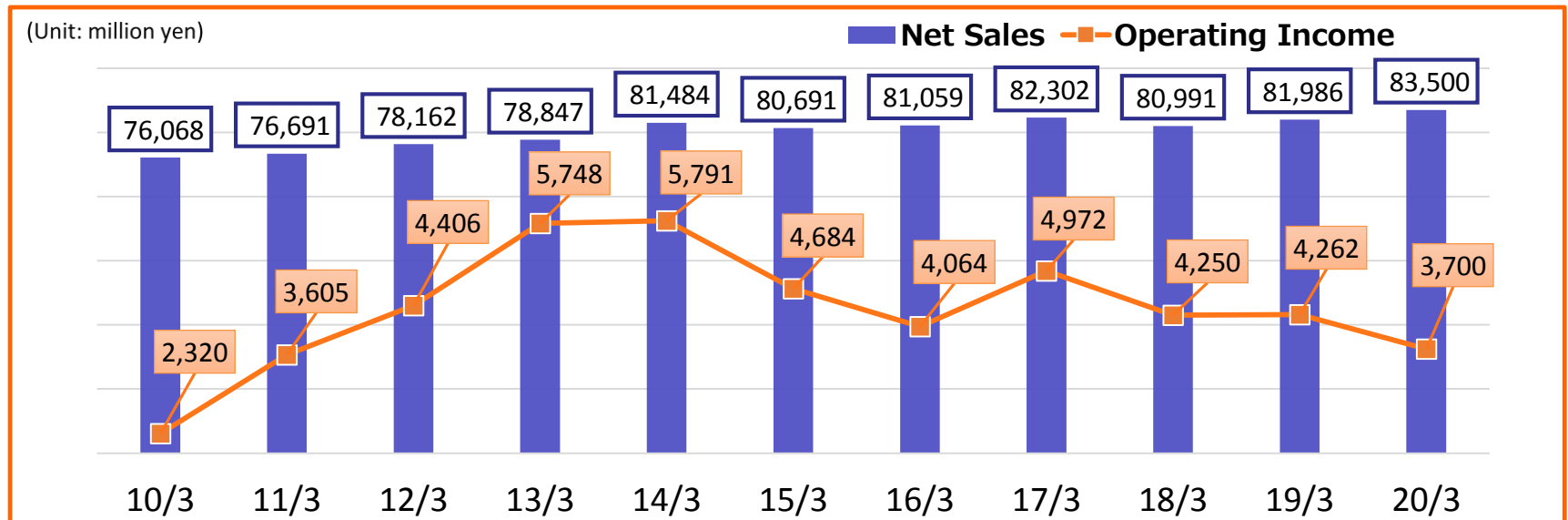
(Unit: million yen)

|   | 17/3 1Q | 18/3 1Q | 19/3 1Q | 20/3 1Q |
|---|---------|---------|---------|---------|
| Four companies (non-consolidated) total of operating income<br>*Reference | -112    | 5       | -27     | 81      |

# Consolidated Results Forecasts

(Unit: million yen)

|   | 19/3   | 20/3   | YoY    | % Change |
|---|--------|--------|--------|----------|
| Net Sales                               | 81,986 | 83,500 | 1,513  | 1.8%     |
| Operating Income                        | 4,262  | 3,700  | -562   | -13.2%   |
| Ordinary Income                         | 4,591  | 4,000  | -591   | -12.9%   |
| Profit Attributable to Owners of Parent | 3,742  | 2,500  | -1,242 | -33.2%   |



# Results Forecasts by Segment

(Unit: million yen)

| Broadcasting     | 19/3   | 20/3   | YoY   | % Change |
|------------------|--------|--------|-------|----------|
| Net Sales        | 68,550 | 70,130 | 1,579 | 2.3%     |
| Operating Income | 3,475  | 2,910  | -565  | -16.3%   |

| Housing          | 19/3   | 20/3   | YoY  | % Change |
|------------------|--------|--------|------|----------|
| Net Sales        | 12,545 | 12,360 | -185 | -1.5%    |
| Operating Income | 1,060  | 1,060  | 0    | 0.0%     |

| Golf Club        | 19/3 | 20/3  | YoY | % Change |
|------------------|------|-------|-----|----------|
| Net Sales        | 890  | 1,010 | 119 | 13.4%    |
| Operating Income | 28   | 80    | 51  | 177.6%   |

| Adjustments      | 19/3 | 20/3 | YoY | % Change |
|------------------|------|------|-----|----------|
| Operating Income | -301 | -350 | -48 | -        |

# ABC TV Results Forecasts

(Unit: million yen)

|                    | 19/3   | 20/3   | YoY  | % Change |
|--------------------|--------|--------|------|----------|
| Net Sales          | 58,947 | 59,000 | 52   | 0.1%     |
| Operating Expenses | 57,173 | 57,450 | 276  | 0.5%     |
| Operating Income   | 1,774  | 1,550  | -224 | -12.6%   |
| Ordinary Income    | 1,807  | 1,600  | -207 | -11.5%   |

|                  | 19/3   | 20/3   | YoY | % Change |
|------------------|--------|--------|-----|----------|
| Program Expenses | 17,619 | 18,000 | 380 | 2.2%     |

# ABC TV Revenue Forecasts

(Unit: million yen)

|                        | 19/3   | 20/3   | YoY  | % Change |
|------------------------|--------|--------|------|----------|
| <b>TV Business</b>     | 55,596 | 55,950 | 353  | 0.6%     |
| <b>Event</b>           | 1,623  | 1,400  | -223 | -13.8%   |
| <b>Content-related</b> | 958    | 900    | -58  | -6.1%    |
| <b>Others</b>          | 769    | 750    | -19  | -2.5%    |



# TV Business Revenue Forecasts

(Unit: million yen)

|             |                                     | 19/3   | 20/3   | YoY  | % Change |
|-------------|-------------------------------------|--------|--------|------|----------|
| TV Business |                                     | 55,596 | 55,950 | 353  | 0.6%     |
| Details     | Spot                                | 33,169 | 33,420 | 250  | 0.8%     |
|             | Network                             | 14,060 | 14,360 | 299  | 2.1%     |
|             | Local                               | 5,973  | 5,760  | -213 | -3.6%    |
|             | Program Sales                       | 2,225  | 2,230  | 4    | 0.2%     |
|             | TV Program Streaming<br>(TVer etc.) | 168    | 180    | 11   | 6.8%     |

# Other Broadcasting Businesses Forecasts

## Non-ABC TV-Related

\*Companies for which the bulk of revenues are from non-group sources

(Unit: million yen)

|   |                  | 19/3  | 20/3  | YoY  | % Change |
|---|------------------|-------|-------|------|----------|
| <b>ABC Radio</b>  | Net Sales        | 2,520 | 2,515 | -5   | -0.2%    |
|   | Operating Income | 68    | 48    | -20  | -29.5%   |
| <b>Sky-A</b><br>(CS Broadcasting)   | Net Sales        | 3,186 | 3,126 | -60  | -1.9%    |
|   | Operating Income | 188   | 150   | -38  | -20.4%   |
| <b>ABC FRONTIER HD</b><br>(Content-related)                                       | Net Sales        | 2,209 | 2,022 | -187 | -8.5%    |
|   | Operating Income | 422   | 88    | -335 | -79.2%   |
| <b>AMC</b><br>(TV shopping/Radio program production, etc.)                        | Net Sales        | 2,999 | 3,061 | 62   | 2.1%     |
|   | Operating Income | 164   | 118   | -47  | -28.3%   |
|   |                  | 19/3  | 20/3  | YoY  | % Change |
| <b>Four companies (non-consolidated)<br/>total of operating income *Reference</b> |                  | 844   | 404   | -440 | -52.1%   |

# Television Viewer Ratings in Kansai Region for Apr-Jun 2019

(Source: Video Research)

|          | All-day<br>(6:00-24:00)              | Golden time<br>(19:00-22:00)      | Prime<br>(19:00-23:00)            | Prime 2<br>(23:00-25:00)         |
|----------|--------------------------------------|-----------------------------------|-----------------------------------|----------------------------------|
| <b>1</b> | YTV<br>7.7%                          | YTV<br>10.8%                      | <b>ABC</b><br><b>11.2% (+0.3)</b> | YTV<br>7.1%                      |
| <b>2</b> | <b>ABC · KTV</b><br><b>7.2% (±0)</b> | <b>ABC</b><br><b>10.6% (+0.3)</b> | YTV<br>10.6%                      | <b>ABC</b><br><b>6.8% (-0.4)</b> |
| <b>3</b> | * * *<br>* * *                       | MBS<br>9.9%                       | MBS<br>10.2%                      | MBS<br>5.5%                      |
| <b>4</b> | MBS<br>6.7%                          | KTV<br>9.5%                       | KTV<br>9.3%                       | KTV<br>4.9%                      |
| <b>5</b> | NHK<br>5.4%                          | NHK<br>9.5%                       | NHK<br>8.4%                       | NHK<br>2.6%                      |

■ ABC (TV Asahi network) ■ MBS (TBS network) ■ KTV (Fuji TV network) ■ YTV (Nippon TV network) ■ NHK

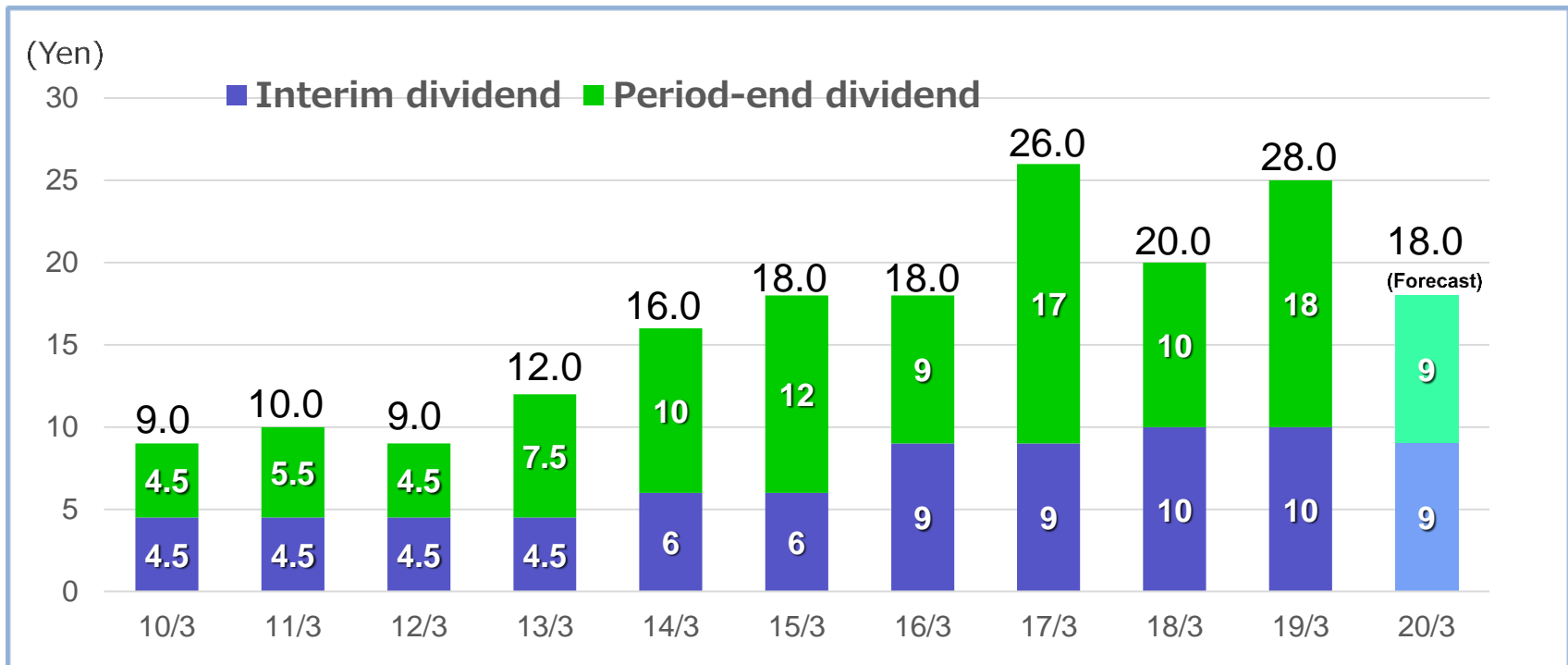
# Television Viewer Ratings in Kansai Region for Jan-Jun 2019

(Source: Video Research)

|          | All-day<br>(6:00-24:00)        | Golden time<br>(19:00-22:00)      | Prime<br>(19:00-23:00)            | Prime 2<br>(23:00-25:00)         |
|----------|--------------------------------|-----------------------------------|-----------------------------------|----------------------------------|
| <b>1</b> | YTV<br>7.9%                    | YTV<br>11.3%                      | <b>ABC</b><br><b>11.5% (+0.2)</b> | YTV<br>7.4%                      |
| <b>2</b> | KTV<br>7.4%                    | <b>ABC</b><br><b>11.0% (+0.2)</b> | YTV<br>11.2%                      | <b>ABC</b><br><b>7.0% (-0.3)</b> |
| <b>3</b> | <b>ABC</b><br><b>7.3% (±0)</b> | MBS<br>10.3%                      | MBS<br>10.5%                      | MBS<br>5.7%                      |
| <b>4</b> | MBS<br>7.0%                    | KTV<br>9.9%                       | KTV<br>9.8%                       | KTV<br>5.1%                      |
| <b>5</b> | NHK<br>5.6%                    | NHK<br>9.7%                       | NHK<br>8.4%                       | NHK<br>2.6%                      |

■ ABC (TV Asahi network) ■ MBS (TBS network) ■ KTV (Fuji TV network) ■ YTV (Nippon TV network) ■ NHK

# 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 certified broadcasting holding company. We will do so while making appropriate investments for our future growth.

# 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.

## Corporate Information Website



<https://corp.asahi.co.jp/en/>

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