

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

# **Asahi Broadcasting Corporation**

## **Earnings Reference for FISCAL 2016**

(The fiscal year ending March 31, 2017)

**May 18, 2017**

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, followed by a stylized white graphic element resembling a checkmark or a stylized 'A'.

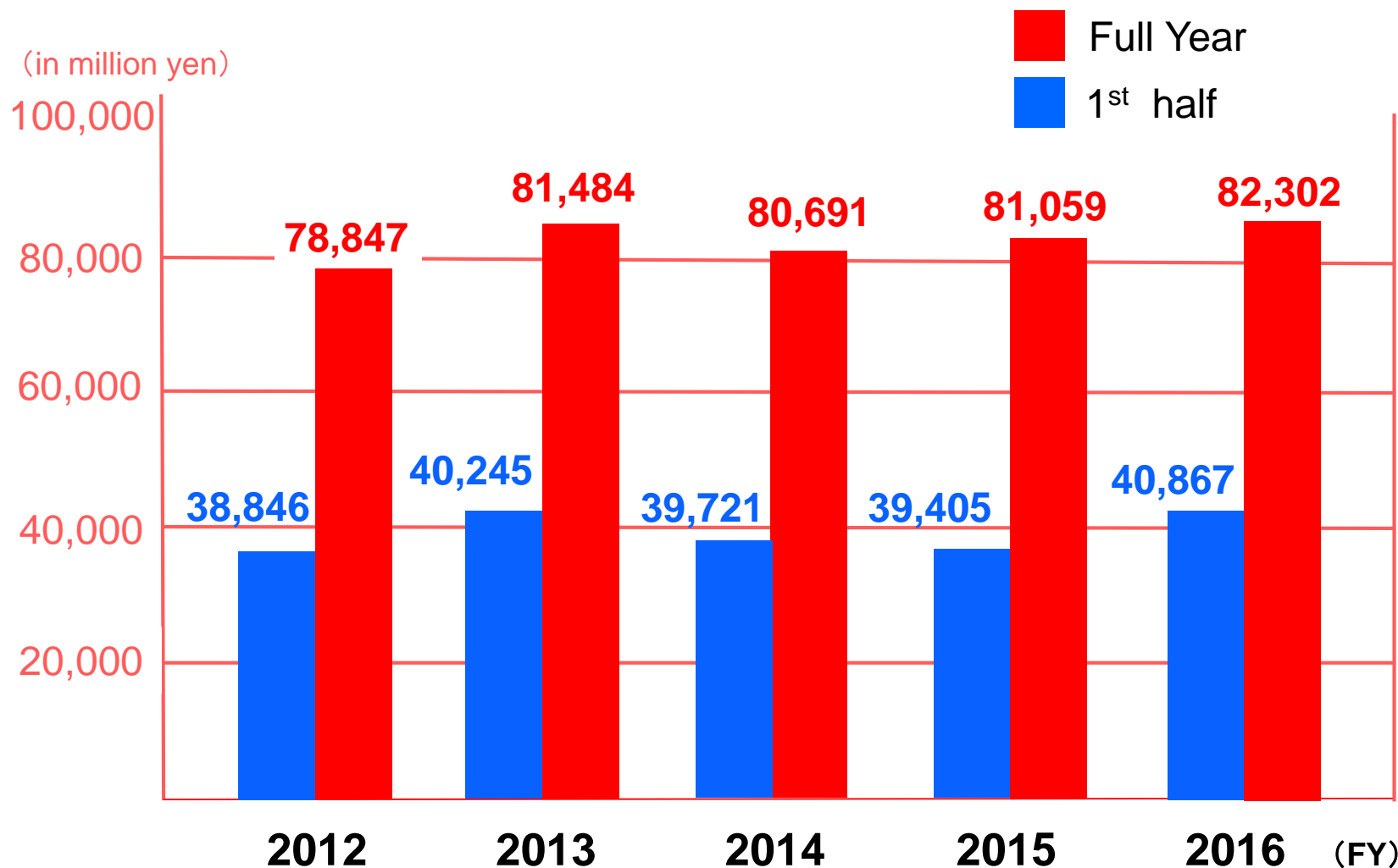
**Securities Code: 9405**

# Consolidated Earnings

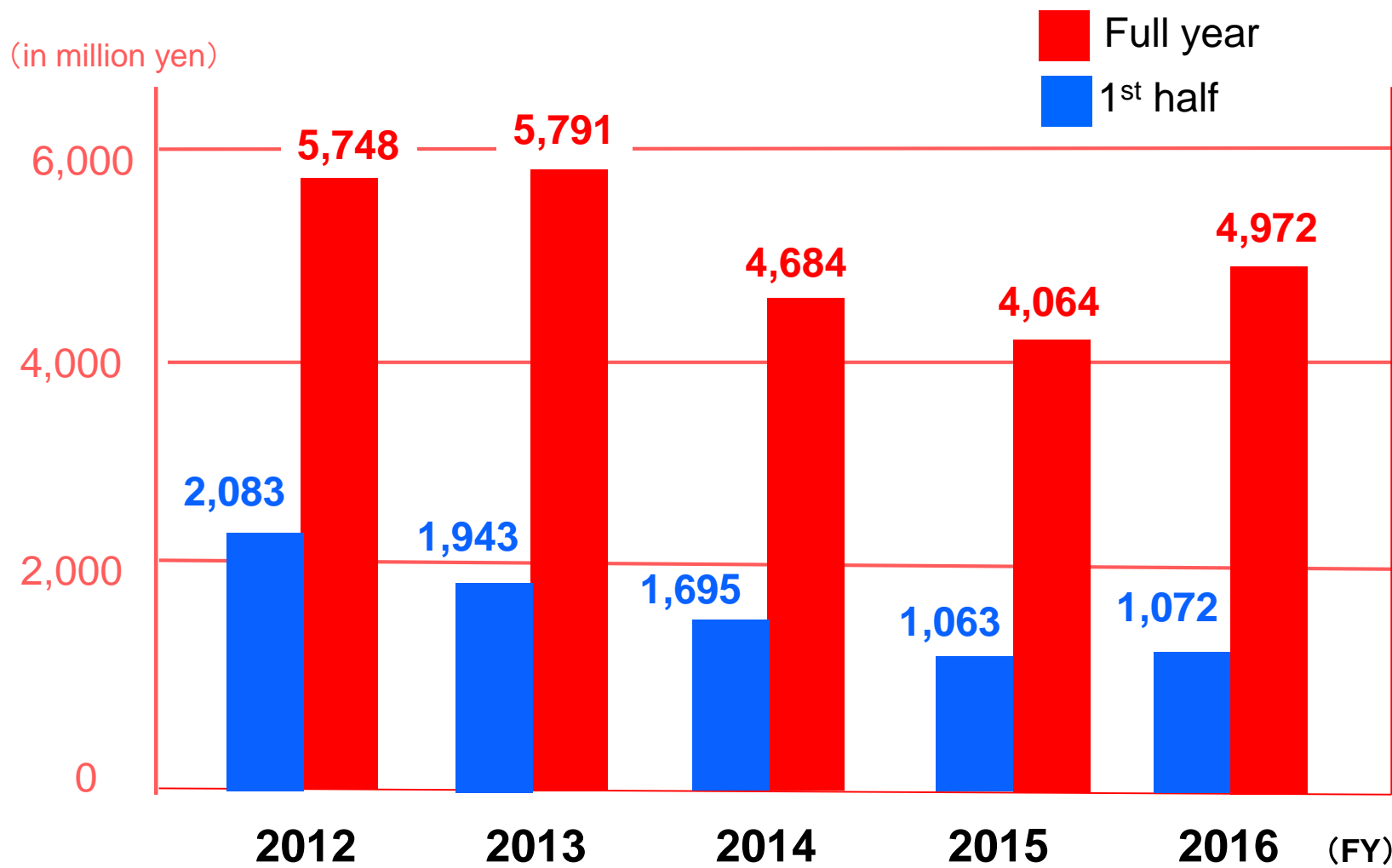
(in million yen)

	FY 2016	FY 2015	Growth	% change
Net Sales	82,302	81,059	1,242	1.5%
Operating income	4,972	4,064	907	22.3%
Ordinary income	5,261	4,407	854	19.4%
Profit attributable to owners of parent	3,416	2,372	1,043	44.0%

# Consolidated Net Sales in the Past 5 Years



# Consolidated Operating Income in the Past 5 Years



# Earnings by Segment

(in million yen)

Broadcasting	FY 2016	FY 2015	Growth	% change
Net sales	70,568	69,794	773	1.1%
Operating income	3,809	2,781	1,027	37.0%
Housing	FY 2016	FY 2015	Growth	% change
Net sales	10,924	10,424	499	4.8%
Operating income	1,143	1,279	△135	△10.6%
Golf Club	FY 2016	FY 2015	Growth	% change
Net sales	809	840	△30	△3.7%
Operating income	19	3	15	418.5%

# ABC's Earnings (Non-consolidated)

(in million yen)

	FY 2016	FY 2015	Growth	% change
Net sales	65,130	65,127	3	0.0%
Operating income	3,485	2,619	865	33.1%
Ordinary income	3,891	3,034	856	28.2%
Profit	2,867	1,855	1,011	54.5%



# Television Broadcasting Business Revenue

(Terrestrial broadcast)

<Revenue>

(in million yen)

	FY 2016	FY 2015	Growth	% change
Television broadcasting Business revenue	58,264	58,178	86	0.1%

## Breakdowns

Network time advertising Revenue	14,684	15,253	△568	△3.7%
Local time advertising Revenue	5,592	5,943	△351	△5.9%
Spot sales revenue	35,752	34,719	1,033	3.0%
Program sales revenue	2,235	2,262	△26	△1.2%

# 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	8,267	8,138	128	1.6%
<b>1<sup>st</sup> half</b>	<b>16,959</b>	<b>16,649</b>	<b>309</b>	<b>1.9%</b>
3 <sup>rd</sup> quarter	9,523	8,980	542	6.0%
4 <sup>th</sup> quarter	9,270	9,088	181	2.0%
<b>2<sup>nd</sup> half</b>	<b>18,793</b>	<b>18,069</b>	<b>723</b>	<b>4.0%</b>
<b>Full Fiscal Year</b>	<b>35,752</b>	<b>34,719</b>	<b>1,033</b>	<b>3.0%</b>



# TV spot sales revenue

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

Industry sector	FY 2016		FY 2015	
	%change	Shares	%change	Shares
Communication	129.7%	11.2%	97.5%	8.8%
Drugs	101.5%	7.3%	106.3%	7.4%
Cosmetics and toiletries	98.1%	7.3%	105.8%	7.7%
Automobile	103.6%	7.3%	81.0%	7.2%
Alcoholic and other beverages	91.5%	7.0%	87.2%	7.9%
Foods	105.0%	6.7%	97.1%	6.6%
Housing/Real Estate/Construction	109.4%	3.8%	101.5%	3.6%
Insurance	115.3%	3.4%	87.3%	3.1%
Leisure	104.2%	3.3%	89.4%	3.3%
Electric Appliance	135.1%	3.1%	78.5%	2.3%
Public works	516.8%	3.0%	86.8%	0.6%
Confectionaries and daily products	100.2%	3.0%	101.2%	3.0%
Banks and finance	90.2%	2.8%	82.3%	3.2%
Movie/Theater	122.2%	2.7%	89.8%	2.3%
Restaurant	101.7%	2.5%	106.3%	2.5%
Game/Toy	100.8%	2.2%	97.9%	2.3%
Retail Distribution Industry	76.4%	2.1%	109.7%	2.9%
Clothing	97.6%	2.1%	118.8%	2.2%
Computer	66.4%	2.1%	102.7%	3.2%
Other organizations	95.3%	2.0%	127.2%	2.2%

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

# Consolidated / Non-consolidated Expense

(in million yen)

Consolidated	FY 2016	FY 2015	Growth	% change
Cost of Sales	53,788	53,954	△166	△0.3%
Selling, General and Administrative Expenses	23,541	23,039	501	2.2%
Total Operating Expense	77,329	76,994	334	0.4%

Non-consolidated	FY 2016	FY 2015	Growth	% change
Cost of Sales	40,395	41,567	△1,171	△2.8%
Selling, General and Administrative Expenses	21,248	20,940	308	1.5%
Total Operating Expense	61,644	62,507	△862	△1.4%
TV Program Expense	17,853	18,498	△644	△3.5%

# 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%

# Earnings Outlook by Segment

(in million yen)

Broadcasting	FY 2017	FY 2016 (actual)	Total Growth	% change
Net sales	68,110	70,568	△2,458	△3.5%
Operating income	2,980	3,809	△829	△21.8%
Housing	FY 2017	FY 2016 (actual)	Total Growth	% change
Net sales	11,500	10,924	575	5.3%
Operating income	1,100	1,143	△43	△3.8%
Golf Club	FY 2017	FY 2016 (actual)	Total Growth	% change
Net sales	890	809	80	10.0%
Operating income	20	19	0	4.7%

# 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%

# Television Broadcasting Business (Terrestrial) Revenue Outlook

## <Revenue>

(in million yen)

	FY 2017	FY 2016 (actual)	Growth	% change
<b>Television Broadcasting Business revenue</b>	57,300	58,264	△964	△1.7%

## Major breakdowns

Network time advertising revenue	13,500	14,684	△1,184	△8.1%
Local time advertising revenue	5,400	5,592	△192	△3.4%
Spot sales revenue	36,300	35,752	547	1.5%



# 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 Expenses	59,800	61,644	△1,844	△3.0%
Non-consolidated: TV Program Expenses	17,000	17,853	△853	△4.8%

# Television Viewer Ratings of FY2016 (Kansai region)

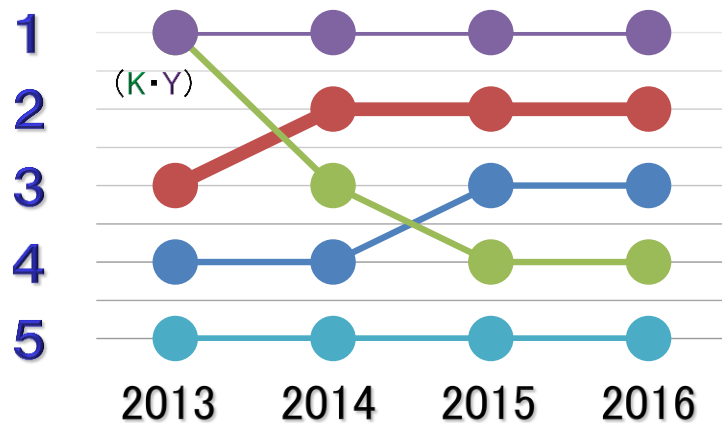
(%)

	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 12.1	YTV 12.1	<b>ABC</b> <b>8.2</b>
2	<b>ABC</b> <b>7.6</b>	<b>ABC・NHK</b> <b>11.1</b>	<b>ABC</b> <b>11.7</b>	YTV 7.9
3	MBS 7.5	* * * * * *	MBS 10.9	MBS 5.9
4	KTV 6.9	MBS 10.8	NHK 9.7	KTV 5.3
5	NHK 6.2	KTV 9.6	KTV 9.6	NHK 3.2

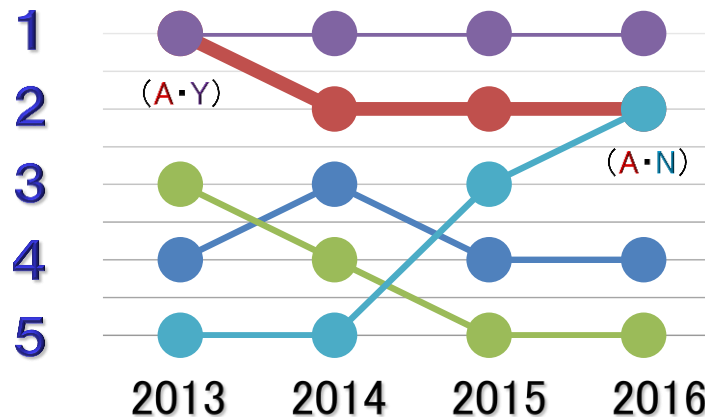
# Television Viewer Ratings (Fiscal Year:Kansai region)

All-day (6:00-24:00)

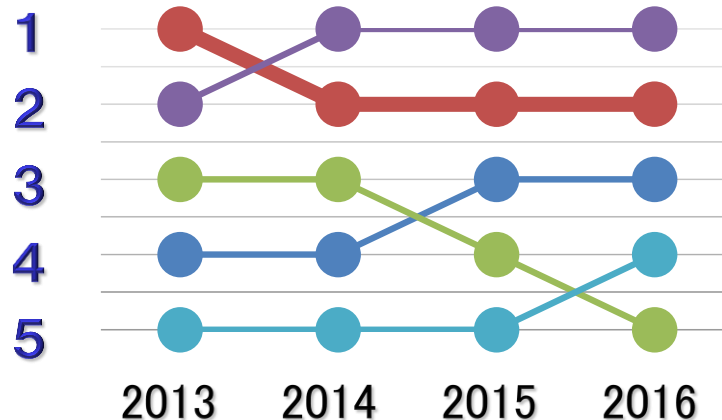
(Source: Video Research )



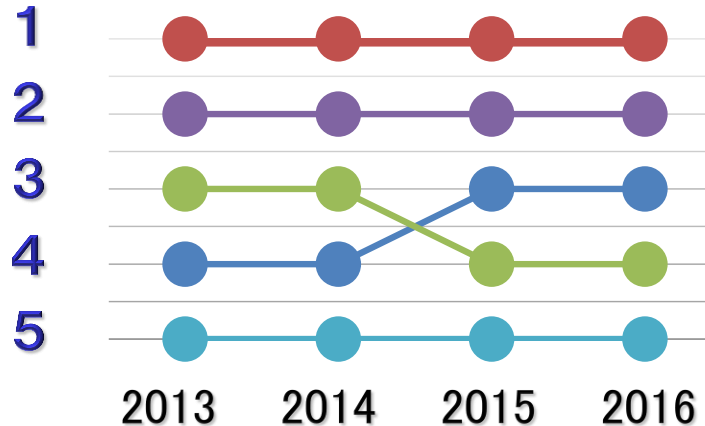
Golden time (19:00-22:00)



Prime (19:00-23:00)



Prime 2 (23:00-25:00)



— ABC — MBS — KTV — YTV — NHK

# 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