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Company Name: Asahi Broadcasting Group Holdings Corporation  
 Representative: Susumu Okinaka, Representative Director and President  
 (Securities Code: 9405, Tokyo Stock Exchange Prime Market)  
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## Notice Concerning Identification of Materiality

Asahi Broadcasting Group Holdings Corporation (the “Company”) announced its materiality, or priority issues, to address in creating sustainable societies and ensuring the stable enhancement of corporate value.

### 1. Asahi Broadcasting Group Materiality

Materiality	
<p><b>Develop human capital who will create our future</b></p>	<p><b>Revitalize our organization through diversity and inclusion (D&amp;I)</b>                      Foster a corporate culture of resilience and willingness to take on challenges                      Improve work environments and systems for human and organizational growth</p>
<p><b>Create a more abundant tomorrow through the power of content</b></p>	<p><b>Provide content and experiences that inspire the world</b>                      Contribute to inclusive, hopeful societies                      Support the healthy development of children</p>
<p><b>Restore the health of the Earth for the next generation</b></p>	<p><b>Communicate information that protects the global environment and biodiversity</b>                      Strengthen reporting related to disaster prevention and mitigation to protect lives and livelihoods                      Engage in environmentally friendly business activities, including achieving carbon neutrality</p>
<p><b>Remain a trusted media group</b></p>	<p><b>Hold firm to fairness and impartiality as a media company</b>                      Communicate information in response to changes in technology and lifestyles                      Foster a healthy information society and eliminate information disparity</p>
<p><b>Aspire to create societies that respect human rights and facilitate happy living for all</b></p>	<p><b>Improve the understanding of human rights and prevent human rights violations</b>                      Consider the health and safety of people involved in our supply chain                      Protect privacy through rigorous information management</p>

<b>Strengthen governance and achieve sustainable growth</b>	<b>Continue to advance corporate governance Strengthen compliance and information security Foster more effective stakeholder dialogue and information disclosure</b>
<b>Use technology to enlighten the future</b>	<b>Create business opportunities through the use of digital technology Incorporate DX in business activities Improve digital literacy</b>
<b>Contribute to the creation of brilliant communities</b>	<b>Communicate information highlighting local attractions and issues Contribute to local cultures and economic revitalization</b>

## 2. Specific Objectives and the Future

The ABC Group continues to evolve as a dynamic and creative corporate organization, adapting to social change and contributing to the development of society. In line with this corporate philosophy, the Company has identified materiality, or issues that the ABC Group should prioritize, to address in creating sustainable societies and ensuring the stable enhancement of corporate value.

The Company plans to set specific action goals, KPIs, etc., and pursue efforts in solving issues.

Refer to the Company's website (available soon) for details on the process behind the identification of materiality, etc.