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**Asahi Broadcasting Corporation**  
**Earnings Presentation for Fiscal 2012**  
**The Fiscal Year Ended March 2013**

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**May 23, 2013**



# Summary

ABC 

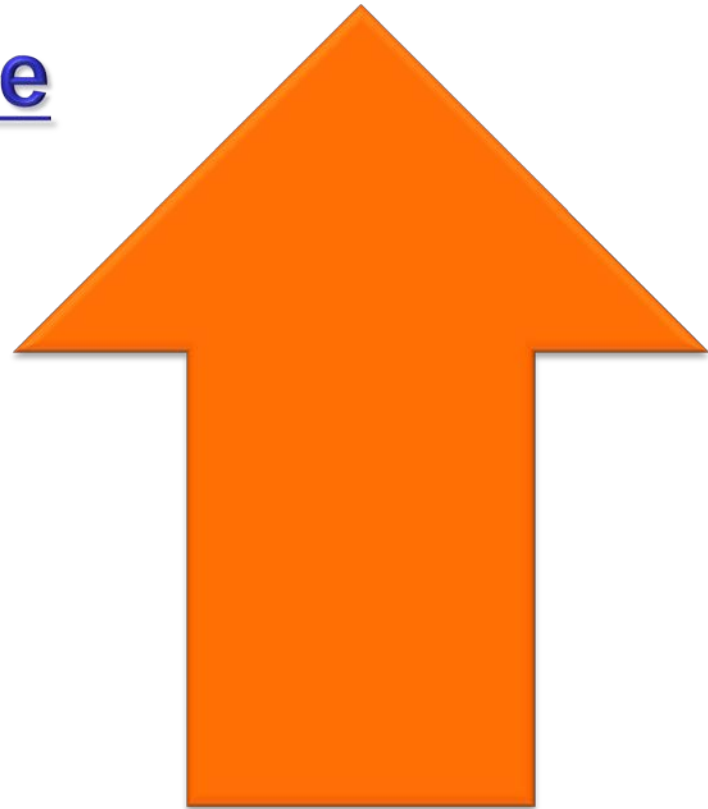
# Fiscal 2012 Results Highlights

Operating Revenue

Operating Income

Ordinary Income

Net Income



On both a consolidated and  
non-consolidated basis

ABC

# Fiscal 2012 Results Highlights

Television viewer ratings:  
Achieved both on a calendar and  
fiscal year basis

**We Hit a Grand Slam!**



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



golden-time  
(19:00-22:00)



prime-time  
(19:00-23:00)



prime-2  
(23:00-1:00)

**ABC**

# Consolidated Operating Revenue and Profit

Consolidated	FY2012	FY2011	% Change
Operating revenue	<b>78,847</b>	78,162	0.9%
Operating income	<b>5,748</b>	4,406	30.5%
Ordinary income	<b>5,820</b>	4,637	25.5%
Net income	<b>2,774</b>	574	383.3%

(Millions of yen)



# Asahi Broadcasting Non-Consolidated Operating Revenue and Profit

Non-consolidated	FY2012	FY2011	% Change
Operating revenue	64,749	64,390	0.6%
Operating income	4,253	2,991	42.2%
Ordinary income	4,398	3,081	42.8%
Net income (loss)	2,287	(49)	—

(Millions of yen)

**Ratio of ordinary  
income to  
operating revenue**

**6.8%** ← **4.8%**  
(FY2012) (FY2011)

**ABC**

# Consolidated Financial Results by Business Segment

	Operating revenue			Operating income		
	FY2012	FY2011	% Change	FY2012	FY2011	% Change
Consolidated	<b>78,847</b>	<b>78,162</b>	<b>0.9%</b>	<b>5,748</b>	<b>4,406</b>	<b>30.5%</b>
Broad-casting	<b>68,957</b>	<b>68,519</b>	<b>0.6%</b>	<b>4,507</b>	<b>3,312</b>	<b>36.1%</b>
Housing	<b>9,039</b>	<b>8,804</b>	<b>2.7%</b>	<b>1,197</b>	<b>1,069</b>	<b>11.9%</b>
Golf club	<b>849</b>	<b>837</b>	<b>1.5%</b>	<b>44</b>	<b>24</b>	<b>82.2%</b>

(Millions of yen)



# Fiscal 2012 Television Viewer Ratings

April 2, 2012 to March 31, 2013 (Source: Video Research Ltd.)



**ABC**



# Factors Contributing to Robust Television Viewer Ratings

## ◆ Popularity of our information programs during the morning time slots

### Ohayo Call ABC

Mon.-Fri. 5:00~5:50 / 6:00~6:45



Part one: 2.6% Part 2: 6.7%  
Share: 20.7% Share: 24.7%

### Ohayo Asahi Desu

Mon.-Fri. 6:45~8:00



10.8%  
Share: 23.1%

## ◆ Strong following for local programs during the evening time slots



"Gokigen! Bran' New"



"Ameagari no Yamato Nazeshiko"



"Ima-chan no Jitsuwa..."



"BE-BOP! HIGH HEEL"



"Tantei! Knight Scoop"

Knight in night Mon.- Thurs. 23:17~24:17

Fri. 23:17~24:12

Average viewer rating: 10.8% Share: 27.4%

Average viewer rating: 18%

Share: 39.1%

All figures are averages for fiscal 2012 (Kansai).  
(Source: Video Research Ltd.)

# ABC

# Fiscal 2013: The Television Business

## New Programs Launched from April

“Sekai no Mura de  
Hakken!  
Konna Tokoroni  
Nihonjin”



**Fri. 21:00~21:54**  
**MC:** Junior Chihara  
**Traveler:** Seiji Chihara  
**Panelist :** Izumi Mori  
**Research assistant:** Takuro Ohno

“Dakedo Shokudo”



**Sun. 9:30~10:00**  
**MCs:** Sawa Suzuki  
Kanako Yanagihara

“Shitteru or shitaka?  
Quiz!  
The Tower of Barebel”



**Sun. 23:15~24:10**  
**(Local broadcast: Kansai)**  
**Host:** Atsushi Tamura  
**(London Boots Ichi-gō Ni-gō)**



# Overseas Business Development Initiatives

## 2011

Promoted the development of program formats for overseas sales

- ◆ Dec. Concluded an agreement with U.K.-based FremantleMedia to identify shows with a broad international appeal and develop these programs into global formats
- ◆ Dec. Concluded an agreement with U.S.-based Pilgrim Studios and Japan-based Yoshimoto Kogyo Co., Ltd. to develop a new variety program format

## 2012

- ◆ Feb. Asahi Broadcasting to partner with U.K.-based FremantleMedia and Japan-based Dentsu to develop original television program formats
- ◆ July Agreed to a program co-development deal with U.K.-based Zodiac Rights
- ◆ Oct. Participated in “TREASURE BOX JAPAN,” an event held to promote the globalization of Japanese television in Cannes, France
- ◆ Nov. The Company’s president and staff called on Ho Chi Minh City Television (HTV) and other Vietnamese media



Calling on Nguyen Quy Hoa, president of HTV, during a visit to Vietnam in November 2012

# Fiscal 2013 Overseas Business Development

- ◆ Apr. Participated in “TREASURE BOX JAPAN,” an event to promote the globalization of Japanese television in Cannes, France
- ◆ Apr. Undertook a visit to promote contents business expansion in Vietnam
- ◆ Aug. Plans to broadcast a Vietnamese version of “Shinkon-san Irasshai” through HTV, Vietnam’s second state-owned television station



Liem, president (second from the left), and Nghia, vice president (second from the right), of MCV, which is undertaking the production of a Vietnamese version of “Shinkon-san Irasshai,” visited the Company’s recording studio and other facilities during a visit to the Company’s office.

# Housing Business Results

◆ Robust results in ABC development undertaken by the Housing Business Division

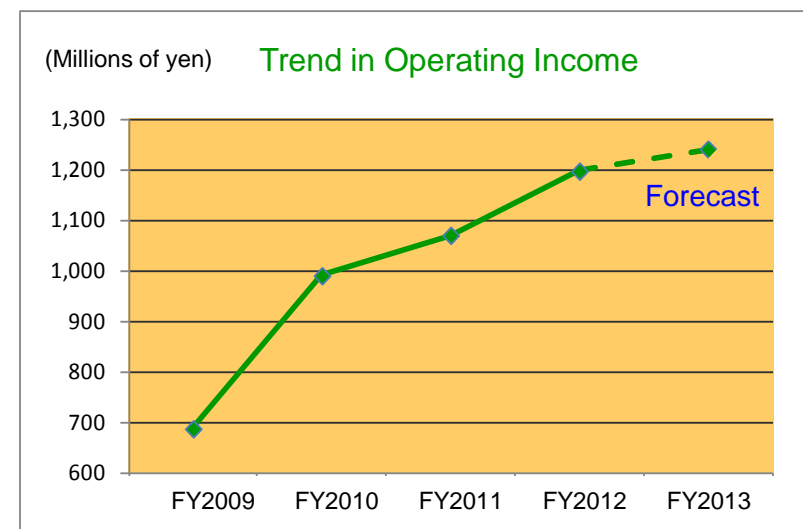
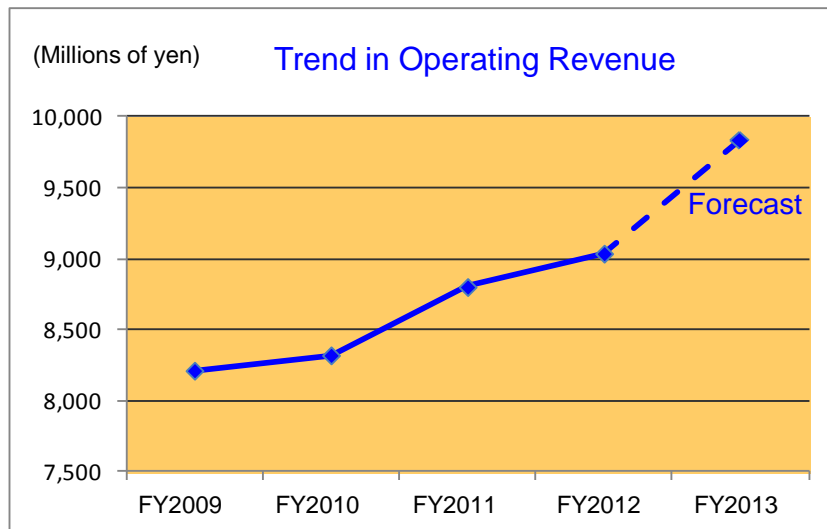
Operating revenue ¥9,039 million

Up 2.7% YoY



Operating Income ¥ 1,197 million

Up 11.9% YoY





# Fiscal 2013 Housing Business



◆ April 26, 2013

**HDC (The Housing Design Center)**

**Osaka opened in the Umekita GRAND FRONT OSAKA**

HDC Osaka  
Event space: C Terrace



GRAND FRONT  
OSAKA



HDC Osaka 5F North Building



◆ September 14, 2013

**ABC Housing Totsuka Housing  
Park scheduled to open in front  
of JR Totsuka Station serviced by the JR Tokaido Line**

Conceptual image  
of the facility on  
completion



**ABC**

# Key Points Regarding Results Forecasts: The Television Business

## ■ Advertising revenue

(Billions of yen)

Television business revenue (breakdown)	FY2013 (Forecasts)					
	First Half		Second Half		Full Fiscal Year	
Network revenue	<b>7.3</b>	(2.0)%	<b>7.45</b>	(1.6)%	<b>14.75</b>	(1.8)%
Local revenue	<b>2.85</b>	(3.8)%	<b>2.65</b>	(8.7)%	<b>5.5</b>	(6.2)%
Spot sales	<b>18.1</b>	+5.0 %	<b>18.9</b>	+3.6 %	<b>37.0</b>	+4.3 %
Total	<b>29.35</b>	+2.1 %	<b>30.1</b>	+0.8 %	<b>59.45</b>	+1.5 %

Note: Figures in parentheses represent the percentage year-on-year increase or decrease.

## ■ Program expenses

(Billions of yen)

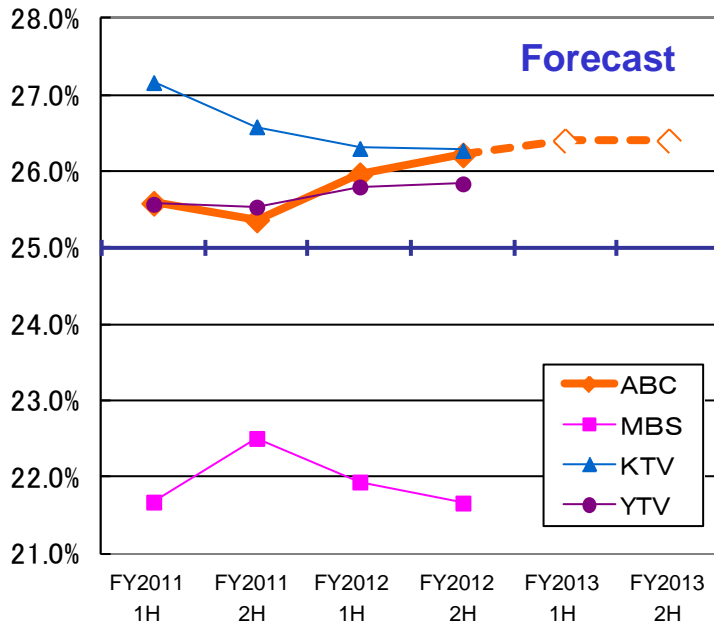
Program expenses	FY2013 (Forecasts)					
	First Half		Second Half		Full Fiscal Year	
Television	<b>9.20</b>	+1.9 %	<b>8.45</b>	(0.4)%	<b>17.65</b>	+0.8%

Note: Figures in parentheses represent the percentage year-on-year increase or decrease.

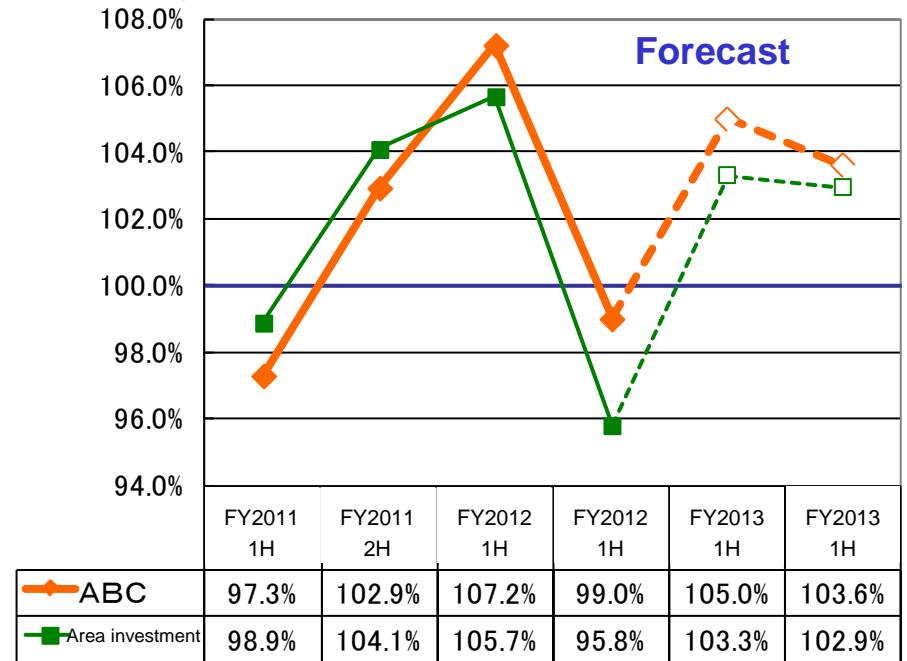


# Key Points Regarding Results Forecasts: Television Spot Sales

■ Trends in the Market Shares of the Four Stations in Osaka



■ Trends in Area Investment and ABC growth rates (On an interim period basis)



## FY2012 Results

- Substantial increase in spot share!
- Finished a close second (difference of 0.2 of a percentage point)



## FY2013 Target

**Secure the top share!**

**ABC**



# Fiscal 2013 Consolidated Results Forecasts

	FY2013 (Forecast)	FY2012	% Change
Operating revenue	<b>80,500</b>	78,847	2.1 %
Operating income	<b>5,600</b>	5,748	(2.6)%
Ordinary income	<b>5,700</b>	5,820	(2.1)%
Net income	<b>3,300</b>	2,774	19.0 %

(Millions of yen)



# Fiscal 2013 Non-Consolidated Results Forecasts

	FY2013 (Forecast)	FY2012	% Change
Operating revenue	<b>65,500</b>	64,749	1.2 %
Operating income	<b>4,100</b>	4,253	(3.6)%
Ordinary income	<b>4,300</b>	4,398	(2.2)%
Net income	<b>2,600</b>	2,287	13.7 %

(Millions of yen)

**Ratio of ordinary income to  
operating revenue in fiscal 2013**

**6.6%**

(Forecast)

**ABC**

# Dividends

	FY2013 (Planned)	FY2012	FY2011
Interim dividend	6.0	4.5	4.5
Period-end dividend	6.0	7.5	4.5
Ordinary dividend	6.0	4.5	4.5
Special dividend, commemorative dividend	—	3.0	
Annual dividend	12.0	12.0	9.0

(Yen)

# Supplementary Material

# Television Business Revenue and Expenses

	FY2012	FY2011	Increase (decrease)	% Change
Television business earnings	<b>58,591</b>	57,646	944	1.6 %
Network revenue	<b>15,017</b>	15,025	(8)	(0.1)%
Local revenue	<b>5,864</b>	5,905	(41)	(0.7)%
Spot sales	<b>35,467</b>	34,490	976	2.8 %
Program sales revenue	<b>2,242</b>	2,225	17	0.8%
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Program expenses	<b>17,511</b>	17,728	(216)	(1.2)%

(Millions of yen)



# Televisions Spot by Industry Sector

## <Plus>

Industry Sector	Increase (decrease)	YoY
Automobile	+0.64	+24.7%
Communication	+0.36	+16.2%
Foods	+0.22	+10.0%
Banks & Finance	+0.19	+24.4%
Leisure	+0.18	+21.9%

## <Minus>

Industry Sector	Increase (decrease)	YoY
Public Works	(0.39)	(51.8)%
Cosmetics & Toiletries	(0.39)	(86.3)%
Electric	(0.18)	(89.5)%
Alcoholic Beverages	(0.15)	(95.3)%
Movies & Theater	(0.10)	(91.2)%

Note: Amounts less than one ten million yen are rounded to the nearest whole unit.

(Billions of yen)



ABC

# Radio Business Revenue and Expenses

	FY2012	FY2011	Increase (decrease)	% Change
Radio business revenue (breakdown)	<b>2,772</b>	2,859	(86)	(3.0)%
Time sales	<b>1,565</b>	1,566	(1)	(0.1)%
Spot sales	<b>1,160</b>	1,246	(85)	(6.9)%
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Radio program expenses	<b>909</b>	930	(21)	(2.4)%

(Millions of yen)



# Other Business Revenue

	FY2012	FY2011	Increase (decrease)	Principal Factors
CS broadcasting business (SKY·A)	<b>2.88</b>	3.26	(0.38)	<ul style="list-style-type: none"> <li>• Termination of Rakuten professional baseball game broadcasts</li> <li>• Start of J-League broadcasts, other</li> </ul>
TV shopping (ABC Media Communications)	<b>1.65</b>	1.46	+0.19	Consecutive increase in revenue contributing to record high results
Events	<b>1.57</b>	1.80	(0.23)	Vermeer Exhibition correction decline
Content related	<b>1.24</b>	1.47	(0.23)	Decrease attributable to mobile sites and other factors

(Billions of yen)





# Capital Expenditure / Depreciation and Amortization

	FY2013 (Outlook)		FY2012	
	Consolidated	Non-consolidated	Consolidated	Non-consolidated
Capital investments	2.9	2.3	2.4	1.3
Depreciation and amortization	3.7	3.1	3.6	3.0

(Billions of yen)

Note: Figures rounded to the nearest first decimal place.

# Inquiries / Disclaimer

## Inquiries

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## Disclaimer

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