Asahi Broadcasting Group Holdings Corporation
# Corporate Profile

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Asahi Broadcasting Group Holdings Corporation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Representative Director and President</td>
<td>Susumu Okinaka</td>
</tr>
<tr>
<td>Date of Establishment</td>
<td>March 15, 1951</td>
</tr>
<tr>
<td>Capital</td>
<td>5,299,800,000 yen</td>
</tr>
<tr>
<td>Business</td>
<td>Certified broadcasting holding company</td>
</tr>
<tr>
<td>Head Office</td>
<td>1-1-30 Fukushima, Fukushima-ku, Osaka 553-8503</td>
</tr>
<tr>
<td>Tokyo Office</td>
<td>18F NIPPON LIFE HAMAMATSUCHO CREA TOWER, 2-3-1 Hamamatsucho, Minato-ku, Tokyo 105-0013</td>
</tr>
</tbody>
</table>
Message from the President

Striving to be a Corporation with Comprehensive Contents in Line with the Times

Please allow me to introduce myself. I’m Susumu Okinaka, Representative Director and President of the Asahi Broadcasting Group Holdings Corporation, a position I assumed in April 2018. I am proud to announce that we officially became a certified broadcasting holding company on April 1, 2018.

Although it has helped us grow over the past 67 years, the current terrestrial TV and radio broadcast business environment is extremely harsh, and the future outlook is uncertain. One reason why we became a certified broadcasting holding company was to formulate an earnings structure that no longer relied solely on broadcasting revenue. Another reason was to further expand into new fields of business.

The specifics are outlined in “SUNRISE”, our medium-term management plan for 2018-2020 which we implemented at the same time as becoming a certified broadcasting holding company. This plan expresses our determination to boldly expand into new fields of business, expansion that includes the assertive pursuit of opportunities overseas, too.

This marks the rising of a new sun. As our corporate name since our foundation - Asahi - means "morning" or the "rising sun," we hope to forge new traditions that have the vigor and aspirations of a new day.

With broadcasting as our backbone, each and every group member aims to make the best use of our strengths to create a unique corporation that is always eager to assume new challenges.

I humbly appreciate and look forward to your continued support.

April, 2018

Susumu Okinaka
Representative Director and President
As a dynamic and creative corporate organization, the Group continues to evolve while adapting to changing social conditions and contributes to the development of society.
<table>
<thead>
<tr>
<th>Company Name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asahi Television Broadcasting Corporation</td>
<td>TV broadcasting business</td>
</tr>
<tr>
<td>Asahi Radio Broadcasting Corporation</td>
<td>Radio broadcasting business</td>
</tr>
<tr>
<td>Sky-A, Inc.</td>
<td>CS broadcasting</td>
</tr>
<tr>
<td>ABC Media Communications</td>
<td>Mail-order business, radio program production and music publisher</td>
</tr>
<tr>
<td>ABC Libra Co., Ltd.</td>
<td>TV program planning and production, video archive</td>
</tr>
<tr>
<td>ABC FRONTIER HOLDINGS, INC.</td>
<td>Business management, rights management, and development of new business for ABC ANIMATION, INC. ABC INTERNATIONAL INC. ABC RIGHTS BUSINESS, INC.</td>
</tr>
<tr>
<td>ABC ANIMATION, INC.</td>
<td>Planning/production, overseas sales, and product sales etc. regarding animated content</td>
</tr>
<tr>
<td>ABC INTERNATIONAL INC.</td>
<td>Profit-generating business related to overseas markets, such as program and format sales</td>
</tr>
<tr>
<td>ABC RIGHTS BUSINESS, INC.</td>
<td>Videogram sales, product sales business, licensing business, and character business</td>
</tr>
<tr>
<td>Digiassa Inc.</td>
<td>Digital content production, subtitles production</td>
</tr>
<tr>
<td>i-NEX corporation</td>
<td>General technical production agency</td>
</tr>
<tr>
<td>MASH CORPORATION</td>
<td>Event planning and management, promotion</td>
</tr>
<tr>
<td>DLE, Inc.</td>
<td>Fast Entertainment Model</td>
</tr>
<tr>
<td>ABC Development Corporation</td>
<td>Housing exhibition management, planning/management of Housing Design Center, insurance agency business, advertising agency business, and real estate business</td>
</tr>
<tr>
<td>ABC GOLF CLUB INCORPORATED</td>
<td>Golf course management</td>
</tr>
<tr>
<td>ABC DREAM VENTURES, Inc.</td>
<td>Management of corporate venture capital</td>
</tr>
<tr>
<td>ABC HORIZON PTE. LTD.</td>
<td>Development of new business and research/support of business abroad</td>
</tr>
<tr>
<td>ABC Kosan Co., Ltd.</td>
<td>Safety and security services, and facility management operations</td>
</tr>
<tr>
<td>Year</td>
<td>Event</td>
</tr>
<tr>
<td>------</td>
<td>-------</td>
</tr>
<tr>
<td>1951</td>
<td>Asahi Broadcasting Corporation established Commences radio broadcasting</td>
</tr>
<tr>
<td>1956</td>
<td>Commences TV broadcasting</td>
</tr>
<tr>
<td>1961</td>
<td>Listed on the Osaka Securities Exchange Second Section</td>
</tr>
<tr>
<td>1985</td>
<td>ABC Golf Club opens</td>
</tr>
<tr>
<td>1990</td>
<td>Sky A (Satellite ABC), a CS (communications satellite) TV station established</td>
</tr>
<tr>
<td>2003</td>
<td>Commences digital TV broadcasting</td>
</tr>
<tr>
<td>2008</td>
<td>Moves into newly constructed broadcasting center</td>
</tr>
<tr>
<td>2011</td>
<td>Shifts completely from analog to digital terrestrial TV broadcasting</td>
</tr>
<tr>
<td>2014</td>
<td>Listed on the Tokyo Stock Exchange First Section</td>
</tr>
<tr>
<td>2018</td>
<td>Transition to a certified broadcasting holding company and changes of name to the Asahi Broadcasting Group Holdings Corporation Asahi Television Broadcasting Corporation and Asahi Radio Broadcasting Corporation commences operations</td>
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</table>
Net Sales by Segment (Consolidated Sales of FY2018)

- Housing Business: 12.5 billion yen
- Golf Club Business: 0.9 billion yen
- Broadcasting Business: 68.6 billion yen

Consolidated net sales: 82.0 billion yen
**ANN’s TV Network**

**Asahi Television Broadcasting Corporation**
- Headquarters: Osaka
- Area: Osaka and Kyoto metropolitan areas and four prefectures in the Kansai

21.71 million **people**
10.01 million **households**

**HOME**
Hiroshima Home Television Co., Ltd.

**yab**
Yamaguchi Asahi Broadcasting Co., Ltd.

**KBC**
Kyushu Asahi Broadcasting Co., Ltd.

**KAB**
Kumamoto Asahi Broadcasting Co., Ltd.

**NCC**
Nagasaki Culture Telecasting Corporation

**KKB**
Kagoshima Broadcasting Corporation

**UMK**
Miyazaki Telecasting Co., Ltd.

**OAB**
Oita Asahi Broadcasting Co., Ltd.

**eat**
Ehime Asahi Television Co., Ltd.

**abn**
Asahi Broadcasting Nagano Co., Ltd.

**HAB**
Hokuriku Asahi Broadcasting Co., Ltd.

**FBC**
Fukui Broadcasting Corporation

**HTB**
Hokkaido Television Broadcasting Co., Ltd.

**UX**
The Niigata Television Network 21, Inc.

**ABA**
Asahi Broadcasting Aomori Co., Ltd.

**IAT**
Iwate Asahi Television Co., Ltd.

**AAB**
Akita Asahi Broadcasting Co., Ltd.

**YTS**
Yamagata Television System Inc.

**KHB**
Higashi Nippon Broadcasting Co., Ltd.

**KFB**
Fukushima Broadcasting Co., Ltd.

**tv asahi**
TV Asahi Corporation
- Headquarters: Tokyo
- Area: Tokyo metropolitan area and six prefectures in Kanto area

43.40 million **people**
20.39 million **households**

(Ministry of Internal Affairs and Communications: Figures based on the basic resident register)

©ABC2019
ABC TV produces many programs for nationwide broadcast that constantly achieve high viewer ratings including Takeshi’s Medical Check-Up Show and A house in the middle of nowhere. Welcome, Newlyweds and Attack 25 are two long-running programs we produce that have been popular with viewers for more than forty years. And the ABC TV produced cartoon Pretty Cure is extremely popular with children throughout Japan.
Our programs deeply rooted in our broadcasting area are also very popular. Our two weekday morning shows, *Ohayo Call ABC* and *Ohayo Asahi Desu*, consistently record high ratings. They help solidify ABC TV as the top provider of morning programming in our broadcast area. In addition, *Detective Knight Scoop* and our other late night variety programs are highly acclaimed.
With a motto of fair and unbiased reporting, we at ABC TV broadcast accurate and timely news and informational programs. Our evening local news programs and nighttime network news programs are popular among viewers due to their reliability. ABC TV is part of the All Nippon News Network (ANN), which has ten overseas bureaus. ABC TV operates two of them in Paris and Shanghai, and they provide ANN with the latest news from Europe and Asia.
Our sports programming focuses on live radio and TV coverage of professional baseball games. We also cover professional golf tournaments, soccer matches and various other sporting events. Our baseball coverage features the Hanshin Tigers, an immensely popular local team. We air all of the Tigers’ regular season games on the radio, which is highly appreciated by our listeners. And we also broadcast on both television and radio all games that take place at the perennially popular the Japanese National High school Baseball Championship Tournament at Koshien Stadium every year in August. We provide nationwide beginning-to-end coverage of all games, even those that go into extra innings, via on the broadcasting satellite channel BS Asahi.
We host golf tournaments held at the ABC Golf Club, a prestigious golf course owned by ABC group. Our broadcast of the tournament is very popular with golf fans.

Other events we host include *Art Aquarium* featuring all sorts of KINGYO (goldfish) in a series of stylized illuminated tanks, and *ABC FOOD & SMILE Festival* which attracted approx. 160,000 visitors for 2 weeks between April and May, 2018.
ABC Radio Area Data

- Headquarters: Osaka
- Area: Wide area of Kansai

21.01 million people
9.36 million households
10.27 million motorcars

* Within the market area of 5mv respectively

AM 1008kHz
FM 93.3MHz
The Asahi Broadcasting Corporation first started in 1951 as a radio station. We now broadcast a wide variety of programs to the local Kansai area that aim to maintain close ties with our listeners. These programs consistently receive top ratings for our broadcasting area. One of them, *Ohayo Personality Dojo Yozo Desu*, a long-running early morning program, has been on air for more than 40 years. As ABC Radio’s leading and most recognizable program, it boasts a firm listener base and hosts live broadcast events open to the public.
Progress of Broadcasting Business in the Group Company

<Develop New Content>

[From Sep 2018]
Started live coverage of High School Dance Club Competitions

[From Nov 2018]
Live coverage of e-Sports and professional table tennis T. League matches

Broadcast SNS-linked live discussion program *Real wo Butsukero! Hashtag Z* every Saturday evening

Enhance content production and technical skills, and strengthen our order system from outside the Group (including other stations, distribution companies)
Shift our focus to “monetization of intellectual property (IP) based initiatives including broadcasting”

<Means of Monetization>

- ADVOD (ad revenue-based business)
- Terrestrial TV (ad revenue-based business)
- Broadcast-related (program sales)
- OTT (pay-per-use)
- Broadcast-related (license)
- Broadcast-related (videogram/product sales)
- Broadcast-related (archive distribution)
- Broadcast-related (overseas business)
- Broadcast-related (visitor-participating events)
- Broadcast-related (TV shopping)
- Broadcast-related (investing for films)
- Radio broadcast
- CS broadcast
- Golf club business
- Housing business
Asahi Broadcasting Group Holdings Corporation
Business Development Division

Investment Business Department

- M&As: Begin with strengthening and complementing the broadcasting business
  
  [ABC Dream Ventures]

- Pursue synergy with Group companies utilizing the corporate venture capital of “ABC Dream Ventures”

International Business Department

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

- Singapore [ABC HORIZON]
  Content and advertising businesses

- Vietnam [MBC-Studio]
  Content production joint venture
Interim Holding Company ABC FRONTIER HOLDINGS

ABC

ABC FRONTIER

ABC animation
Animation production business, etc.

ABC International
Overseas business, etc.

ABC RIGHTS
Licensing/Product sales business, etc.

(Interim Holding Company)
Overseas program sales and program sales for domestic hotels and in-flight screening are solid, as expected, and continue to increase.

*Enhance program archive distribution.* ⇒ Set up distribution of late night drama to TSUTAYA TV in the second half of FY2018.

- My Roommate is a Cat, B-PROJECT – Zeccho*Emotion- which are invested for late night time animation slot started to broadcast from January 2019.
- Strong overseas sales such as the Free! series of July period in 2018 continues in second half. Revenue from secondary use of Precure remains strong.
- Develop and invest in new content for next fiscal year onward.

- Manage a distribution style DIY video media "ONNELA" through a joint venture with Viibar Inc.
- Set up “Content Innovation Office” in November 2018. Develop e-Sports-related business such as player management.
- ABC International