# 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>
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</tbody>
</table>
A socially committed comprehensive content business group

“The ABC Group continues to evolve as a dynamic and creative corporate organization, adapting to social change and contributing to the development of society.”

This is the business philosophy of the ABC Group.

After we started broadcasting as a radio station in 1951, we added television in 1956, the initial stages of Japanese television broadcasting. Since then, the environment encompassing radio and television, the longtime backbone of our group, has significantly changed in recent times. Technological advances are not just limited to mass media, but have made a major impact on the way humans live and on society as a whole, too.

On April 1, 2018, we became a certified broadcasting holding company. Making the most of the synergy and teamwork between our group companies, our prime objective is the creation of content of even greater value.

At the same time, we implemented SUNRISE, a medium-term management plan. Although the group’s main source of profit is advertising from our television broadcasting, we aim to establish a profit structure that doesn’t solely rely on broadcasting income and to venture into new fields of business. In its first year, the plan has developed gradually much like a flower blossoming from a sprouting bud.

With television and radio broadcasting as our core, we have shaped history and culture that adequately meet public expectations. We will use this knowledge to formulate new challenges for the future while ascertaining the role of the broadcasting. As we approach our 70th anniversary, we will forge new traditions.

While structuring ourselves to immediately adapt to changes in these trying times of social disorder, we will consolidate the efforts of each and every group member as they demonstrate their special abilities. We promise to accelerate our growth into a “socially committed comprehensive content business group.”

I humbly appreciate and look forward to your continued support.

September, 2019

Susumu Okinaka
Representative Director and President
The ABC Group continues to evolve as a dynamic and creative corporate organization, adapting to social change and contributing to the development of society.
ABC Group Structure

(Certified broadcasting holding company)

Asahi Broadcasting Group Holdings Corporation

Broadcasting business

Asahi Television Broadcasting Corporation
Asahi Radio Broadcasting Corporation
sky-A Inc.
ABC Media Communications Inc.
ABC Libra Co., Ltd.
ABC FRONTIER HOLDINGS, INC.
ABC ANIMATION, INC.
ABC INTERNATIONAL INC.
ABC RIGHTS BUSINESS, INC.
I-NEX Corporation
Digiasa Inc.

Other businesses

Housing business

Procen Studio Co., Ltd.
MASH CORPORATION
DLE Inc.
Churapps Co., Ltd.
ABC Development Corporation

Golf club business

ABC GOLF CLUB INCORPORATED
ABC Kosan Co., Ltd.
ABC DREAM VENTURES, Inc.
ABC HORIZON PTE. LTD.
ABC Lamp & Outdoors Inc.

(Basic broadcasters)
<table>
<thead>
<tr>
<th>List of Group Companies</th>
<th>Consolidated subsidiary</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Asahi Television Broadcasting Corporation</strong></td>
<td>TV broadcasting business</td>
</tr>
<tr>
<td><strong>Asahi Radio Broadcasting Corporation</strong></td>
<td>Radio broadcasting business</td>
</tr>
<tr>
<td><strong>sky-A Inc.</strong></td>
<td>CS broadcasting</td>
</tr>
<tr>
<td><strong>ABC Media Communications Inc.</strong></td>
<td>Mail-order business, radio program production, music production business, and agency business</td>
</tr>
<tr>
<td><strong>ABC Libra Co., Ltd.</strong></td>
<td>TV program planning and production, video archive</td>
</tr>
<tr>
<td><strong>ABC FRONTIER HOLDINGS, INC.</strong></td>
<td>Business management for ABC ANIMATION, INC./ABC INTERNATIONAL INC./ABC RIGHTS BUSINESS, INC., rights management, music publisher, and new business development</td>
</tr>
<tr>
<td><strong>ABC ANIMATION, INC.</strong></td>
<td>Planning/production, overseas sales, and product sales etc. regarding animated content</td>
</tr>
<tr>
<td><strong>ABC INTERNATIONAL INC.</strong></td>
<td>Profit-generating business related to overseas markets, such as program and format sales</td>
</tr>
<tr>
<td><strong>ABC RIGHTS BUSINESS, INC.</strong></td>
<td>Videogame sales, product sales business, licensing business, and character business</td>
</tr>
<tr>
<td><strong>DigiAsia Inc.</strong></td>
<td>Digital content production, subtitles production</td>
</tr>
<tr>
<td><strong>i-NEX corporation</strong></td>
<td>General technical production agency</td>
</tr>
<tr>
<td><strong>MASH CORPORATION</strong></td>
<td>Event planning and management, promotion</td>
</tr>
<tr>
<td><strong>DLE, Inc.</strong></td>
<td>Fast entertainment model</td>
</tr>
<tr>
<td><strong>Churapps Co., Ltd.</strong></td>
<td>Game content planning/development/management</td>
</tr>
<tr>
<td><strong>Procen Studio Co., Ltd.</strong></td>
<td>Audio and post-production business</td>
</tr>
<tr>
<td><strong>ABC Development Corporation</strong></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><strong>ABC GOLF CLUB INCORPORATED</strong></td>
<td>Golf course management</td>
</tr>
<tr>
<td><strong>ABC DREAM VENTURES, Inc.</strong></td>
<td>Management of corporate venture capital</td>
</tr>
<tr>
<td><strong>ABC HORIZON PTE. LTD.</strong> (Headquarters: Republic of Singapore)</td>
<td>Development of new business and research/support of business abroad</td>
</tr>
<tr>
<td><strong>ABC Kosan Co., Ltd.</strong></td>
<td>Safety and security services, and facility management operations</td>
</tr>
<tr>
<td><strong>ABC Glamp &amp; Outdoors Inc.</strong></td>
<td>Regional development business through utilisation of outdoor facilities</td>
</tr>
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</table>
## Corporate History

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<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>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>
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<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>
</tr>
</tbody>
</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**
- Headquarter: Osaka
- Area: Osaka and Kyoto metropolitan areas and four prefectures in the Kansai

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

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

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

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

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

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

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

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

**KKB**
Kagoshima Broadcasting Corporation

**NCC**
Nagasaki Culture Telecasting Corporation

**KSB**
Setonaikai Broadcasting Co., Ltd.

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

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

**QAB**
Ryukyu Asahi Broadcasting Corporation

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

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

**FBC**
Fukui Broadcasting Corporation

**NBN**
Nagoya Broadcasting Network Co., Ltd.

**SATV**
Shizuoka Asahi Television Co., Ltd.

**tv asahi**
TV Asahi Corporation
- Headquarter: 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)
ABC TV produces many programs for nationwide broadcast that constantly achieve high viewer ratings including *A house in the middle of nowhere*. *Welcome, Newlyweds* and *Panel Quiz Attack 25* are two long-running programs we produce that have been popular with viewers for more than forty years. And the *Precure* animated series is very popular among 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*, *Aiseki Shokudo* 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.

We sponsored numerous other events, including the *Art Aquarium* exhibit (designed under the concept of *Kingyo*, a traditional Japanese summer poem) and *FOOD SONIC 2019* in Nakanoshima (largest food festival in the Kansai region attracting more than 120,000 visitors between April 27 - May 6, 2019).
ABC TV Initiatives

- Nationwide network programs have been a major hit
  
  **A House in the Middle of Nowhere**
  
  Average viewer ratings 19.3% (Kansai), 18.8% (Kanto)
  
  **Sonna koto kangaeta koto nakatta Quiz! TORINIKU tte nanno niku!?**
  
  Average viewer ratings 10.7% (Kansai), 8.9% (Kanto)

- Change in department chief for Prime 2 *Detective Knight Scoop* moves program into a new era

- *Oyaho Asahi Desu* continues to attract high viewer ratings, owing in part to its 40th anniversary campaign

- Late-night local program *Aiseki Shokudo* has become a topic of conversation in regions throughout Japan

⇒ As well-received as national network programs in webcast viewing

Joint venture between The Asahi Shimbun and ABC TV. Aiming to revitalize Japan’s regional communities through video. More than 140,000 subscribers as of November 2019!
ABC Radio Area Data

- Headquarters: Osaka
- Area: Greater Kansai area

21.01 million people
9.36 million households
10.27 million motorcars

(Written within the market area of 5mv respectively)

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

AM 1008kHz
FM 93.3MHz
The Asahi Broadcasting Group first started in November 1951 as a radio station. ABC Radio now broadcasts a wide variety of programs to the local Kansai region that aims to maintain close ties with our listeners. One of them, *Ohayo Personality Dojo Yozo Desu*, a long-running 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 among all ages and genders.
Weekly News Analysis: *Zubari* and *Doyo* with Jiro Shinbo

Former Yomiuri Telecasting Corporation announcer Jiro Shinbo discusses the hottest news in politics, economics, and social issues in his straight-forward way. Shinbo gets to the heart of each story with his catch phrase, “Sorette Doyo!” (What do you think of that?)

Interaction with listeners at public events

- ABC Radio Spring Festa (March 2019)
- *Kuwabara Shohei’s Living Funeral*  
  ~Resurrection Ceremony~ (September 2019)
- ABC Radio Festival (November 2019)
FY2019 Added Three Companies to the Group

**MASH CORPORATION**

**Main Business:** Event planning, production

Aim to create events that monetize the IP of the Asahi Broadcasting Group TV/radio programs and animation content.

**DLE, Inc.**

**Main Business:** Fast entertainment business

High expectations to grow business in Japan and overseas by combining customer base, content planning capabilities, and media communications capabilities.

**ABC Glamp & Outdoors Inc.**

**Main Business:** Regional co-creation/area development production

A new business model featuring and revitalizing Japan’s abundant nature through the lens of glamping and outdoors. Content that creates new social and economic value contributing to regional revitalization and co-creation.
New Businesses Among Group Companies

Investment in Beautycon:
World’s largest beauty festival held in Japan for the first time. Joint event with C CHANNEL, distributed online media producer with the No.1 female follower base in Asia.

Operations of specialty golf broadcast website, Sky A Golf LIVE (March 2019)

Enhance content production and technical skills, and strengthen our order system from outside the Group (including other stations, distribution companies)
The old business model was built on content that assumed meeting TV broadcast requirements meant expected viewer ratings.

This new model meets both the requirements of TV broadcasting and the requirements of secondary use.

Establish Content Development Office at Tokyo office
- Grow business through joint productions, joint sales with group companies
- Recruit and train more content producers

The old business model was built on content that assumed meeting TV broadcast requirements meant expected viewer ratings.

This new model meets both the requirements of TV broadcasting and the requirements of secondary use.
Frontier Group Companies Initiatives

ABC animation

- Firm secondary use for *Pretty Cure*; late-night animation viewership strong for movie-related content

-Rascal Does Not Dream of Bunny Girl Senpai; Movie: Free! -Road to the World! the Dream outperform box office revenue projections

"Violet Evergarden - Eternity and the Auto Memory Doll -"
©Kana Akatsuki-Kyoto Animation/ Violet Evergarden Production Committee

ABC International

-In addition to sales of programs overseas, we are producing our own programs to communicate the attraction of Japan and Japan's outlying regions as overseas PR for Japan to broadcast throughout Southeast Asia

-"Omo" Channel: TV ad broadcasting to more than 15,000 guest rooms throughout Japan

-In July 2019, HTV (Ho Chi Minh City Television) began broadcasting a localized version of the popular ABC TV program *Panel Quiz Attack 25*

ABC RIGHTS

-Produced original drama STEAM AHEAD!!! with ABC Libra Co., Ltd. as July season video content. Plans to engage aggressively in new IP development.

Onnena

-Onnena: Online video content for lifestyle information

-PLABORE: New product development tools

-eSports Business: Aim to expand revenues through services contracting