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>
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<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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A socially committed comprehensive content business group

“This 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 will increase the value of the broadcasting business and expand the content-related business.
List of Group Companies

Asahi Television Broadcasting Corporation
TV broadcasting business

Asahi Radio Broadcasting Corporation
Radio broadcasting business

sky-A Inc.
CS broadcasting

ABC Media Communications Inc.
Mail-order business, radio program production,
music production business, and agency business

ABC Libra Co., Ltd.
TV program planning and production, video archive

ABC FRONTIER HOLDINGS, INC.
Business management for ABC ANIMATION, INC./ABC INTERNATIONAL INC./ABC RIGHTS BUSINESS, INC.,
rights management, music publisher, and new business development

ABC ANIMATION, INC.
Planning/production, overseas sales, and product
sales etc. regarding animated content

ABC INTERNATIONAL INC.
Profit-generating business related to overseas markets,
such as program and format sales

ABC RIGHTS BUSINESS, INC.
Videogame sales, product sales business, licensing
business, and character business

Digiiasa Inc.
Digital content production, subtitles production

i-NEX corporation
General technical production agency

MASH CORPORATION
Event planning and management, promotion

DLE, Inc.
Fast entertainment model

Churapps Co., Ltd.
Game content planning/development/management

Procen Studio Co., Ltd.
Audio and post-production business

ABC Development Corporation
Housing exhibition management,
planning/management of Housing Design Center,
insurance agency business, advertising agency business,
and real estate business

Housing Support Corporation
Providing management services and worker dispatch business related to
ABC Housing Parks, housing exhibitions owned by ABC Development
Corporation. Dispatch worker license no. 27-301772, Fee-Charging
Employment Placement Business license No. 27-3-301520.

ABC GOLF CLUB INCORPORATED
Golf course management

ABC DREAM VENTURES, Inc.
Management of corporate ventures venture capital

ABC HORIZON PTE. LTD.
(Headquarters: Republic of Singapore)
Development of new business and research/support of business abroad

ABC Kosan Co., Ltd.
Safety and security services, and
facility management operations

ABC Glamp & Outdoors Inc.
Regional development business through
utilisation of outdoor facilities
## Corporate History

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tbody>
<tr>
<td>1951</td>
<td>Asahi Broadcasting Corporation established&lt;br&gt;Commences radio broadcasting</td>
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<tr>
<td>1956</td>
<td>Commences TV broadcasting</td>
</tr>
<tr>
<td>1961</td>
<td>Listed on the Osaka Securities Exchange Second Section</td>
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<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&lt;br&gt;Asahi Television Broadcasting Corporation and Asahi Radio Broadcasting Corporation commences operations</td>
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</table>
Net Sales by Segment (Consolidated Sales of FY2019)

Housing Business
12.4 billion yen

Golf Club Business
1.0 billion yen

Broadcasting Business
69.6 billion yen

Consolidated net sales
82.9 billion yen
ANN’s TV Network

**Asahi Television Broadcasting Corporation**

- Headquarters: Osaka
- Area: Osaka and Kyoto metropolitan areas and four prefectures in the Kansai

![Image of network map]

- **HOME**: Hiroshima Home Television Co., Ltd.
- **KBC**: Kyushu Asahi Broadcasting Co., Ltd.
- **KAB**: Kumamoto Asahi Broadcasting Co., Ltd.
- **NCC**: Nagasaki Culture Telecasting Corporation
- **KKB**: Kagoshima Broadcasting Corporation
- **KSB**: Setonaikai Broadcasting Co., Ltd.
- **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
- **UX**: The Niigata Television Network 21, Inc.
- **HTB**: Hokkaido Television Broadcasting Co., Ltd.
- **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.
- **SATV**: Shizuoka Asahi Television Co., Ltd.
- **NBN**: Nagoya Broadcasting Network Co., Ltd.
- **QAB**: Ryukyu Asahi Broadcasting Corporation

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**TV Asahi Corporation**

- Headquarters: Tokyo
- Area: Tokyo metropolitan area and six prefectures in Kanto area

![Image of network map]

- **TV asahi**: 43.51 million people
- **20.65 million households**

(Ministry of Internal Affairs and Communications: Figures based on the basic resident register on January 1, 2020)
ABC TV produces many programs for nationwide broadcast that constantly achieve high viewer ratings including *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. The new program *Am I the only one?* starts in July 2020. 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.
The national network time frame performed strongly for both regular and year-end/New Year programs, and **Prime won the top position for the first time in six years!** We also rose to the No.2 spot in Golden. We have battled, maintaining the No.2 position in Prime 2.

**Regular national network slot**

- *In the Middle of Nowhere* (Sunday night)
  Average viewer ratings 19.2% (Kansai), 18.6% (Kanto)
- *TORINIKU tte nanno niku!?* (Tuesday night)
  Average viewer ratings 11.4% (Kansai), 8.9% (Kanto)

Prime and Golden contributed to increased viewer ratings. Higher unit prices for *In the Middle of Nowhere* also contributed to increased time revenue.
ABC TV Initiatives (Fiscal 2019)

National network special programs

- **M-1 Grand Prix 2019**: Peak viewer rating was 33.2% in Kansai and 21.9% in Kanto. Average viewer ratings 26.7% (Kansai), 17.2% (Kanto)

- **Who is a Real Celebrity? 2020**: New record highs in viewer ratings for both Kansai and Kanto! Average viewer ratings 25.6% (Kansai), 21.2% (Kanto)

  Contributed to increase in time revenue. Online availability was also well received, contributing to content-related revenue.

Local slot

- The change in department chief for **Detective Knight Scoop** in Prime 2 led to strong performance. Average viewer ratings 12.8% (Highest 15.4%)

- Heading into its 40th anniversary, the **Ohayo Asahi Desu** anniversary campaign has performed well, and both viewer ratings and revenues were strong.
ABC Radio Area Data

- Headquarters: Osaka
- Area: Greater Kansai area

20.85 million people
9.65 million households
10.35 million motorcars

(Within the market area of 5mv respectively)

(Basic Resident Register in January 2018 / Number of automobiles as of March 2019 by the coverage rate of the 5mV area, respectively)

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.
ABC Radio Initiatives

Radio Note of Shiryu Ito:
Supporting the production of a rugby SDGs game

The program invited visually impaired listeners to the SDGs game viewing event of the Rugby Top League held at Kobe Universiade Memorial Stadium in February 2020. The invited listeners enjoyed viewing the game while listening to the live broadcast of radio personality Ito with a dedicated radio receiver. This was the first attempt in the world of rugby in Japan. The program received an award for a highly recommended program in the category of radio programs at the 57th Galaxy Awards.

Now is the Time to Listen to ABC Radio with Family campaign

We started the campaign Now is the Time to Listen to ABC Radio with Family after schools were closed due to COVID-19 in March. We broadcast live the special program Graduation Ceremony on Radio to congratulate graduates who could not attend their graduation ceremonies.
FY2019 Growth Investment and New Business Development

New group companies established by M&A
- MASH
- DLE
- Procen Studio

New operating companies established by joint ventures
- ABC Glamp&Outdoors
- NTT Sportict

Other venture investment
- Quibi
- Quibi Holdings

In addition, we have invested about 6.4 billion yen in FY2019, including investment through a corporate venture capital fund.

In FY2020, we will continue to invest for strengthening the existing businesses, content development, etc.
New projects launched in April 2020

**DXP (Digital Transformation Project)**

Advancing through three pillars of Business Use of Data; Technology Investigation, Research, and Development; and Greater Efficiency

**MoonShot. Lab**

Concept: Develop new businesses that solve social issues
Base of activities: Outside co-working spaces
Frontier Group Companies Initiatives

ABC FRONTIER

Business management for the group companies, rights management, and music publisher

ABC animation

-Late-night animation movie business was strong, and secondary use sales also grew steadily.
-Violet Evergarden - Eternity and the Auto Memory Doll - has greatly exceeded our projections.

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

ABC International

-Sales of programs overseas were steady. In particular, the drama This guy is the biggest mistake in my life produced by ABC TV was received favorably, greatly contributing to the sales in Asia.
-“Omo” Channel: TV ads are broadcast to more than 20,000 hotel guest rooms throughout Japan.

This guy is the biggest mistake in my life

ABC RIGHTS

-Domestic archive broadcasting business sales grew steadily.
-Produced the new original drama STEAM AHEAD!!! (a new IP) with the help of ABC Libra.
-Started new businesses, including music and theater businesses.

STEAM AHEAD!!!