



# Asahi Broadcasting Group 2021–2025 Medium-Term Management Strategy *NEW HOPE* Rolling Plan 2022

Asahi Broadcasting Group Holdings Corporation

# Priority Targets (Quantitative)

## Three-Year Financial Plan (as of May 2021)

	FY2021		FY2022		FY2023		...	FY2025	
	Net Sales	Operating Income	Net Sales	Operating Income	Net Sales	Operating Income		Net Sales	Operating Income
Consolidated Group	82,000	2,300	88,000	3,000	92,000	4,500		100,000	5,700



## Financial Plan by 2025

	FY2021 (actual)		FY2022		FY2023		FY2024		FY2025	
	Net Sales	Operating Income	Net Sales	Operating Income	Net Sales	Operating Income	Net Sales	Operating Income	Net Sales	Operating Income
Consolidated Group	85,100	4,203	91,000	4,000	94,000	4,500	97,000	5,000	100,000	5,700

(Millions of yen)



# Priority Targets (Quantitative by Segment)

## Three-Year Financial Plan (as of May 2021)

(Millions of yen)

▼ By reportable segment	FY2021		FY2022		FY2023	
	Net Sales	Operating Income	Net Sales	Operating Income	Net Sales	Operating Income
Broadcasting and Content	67,800	1,700	72,000	1,800	75,000	3,200
Lifestyle	14,200	900	16,000	1,500	17,000	1,600

...

FY2025
Net Sales
81,000
19,000



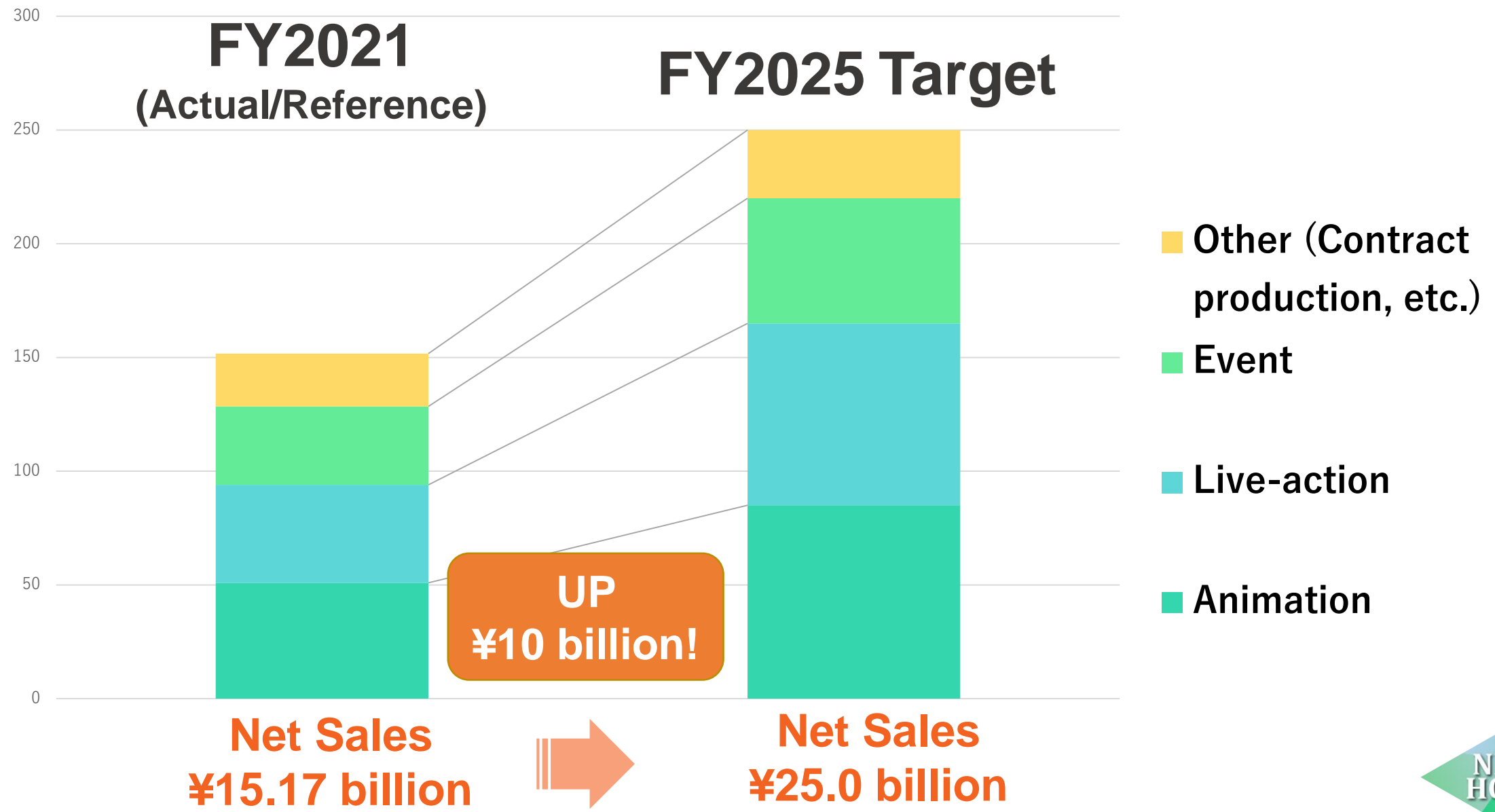
## Financial Plan by 2025

▼ By reportable segment	FY2021 (actual)		FY2022		FY2023		FY2024		FY2025	
	Net Sales	Operating Income	Net Sales	Operating Income	Net Sales	Operating Income	Net Sales	Operating Income	Net Sales	Operating Income
Broadcasting and Content	71,348	3,654	75,200	3,300	77,000	3,200	79,300	3,600	81,000	3,800
Lifestyle	13,751	874	15,800	1,000	17,000	1,600	17,700	1,700	19,000	2,200

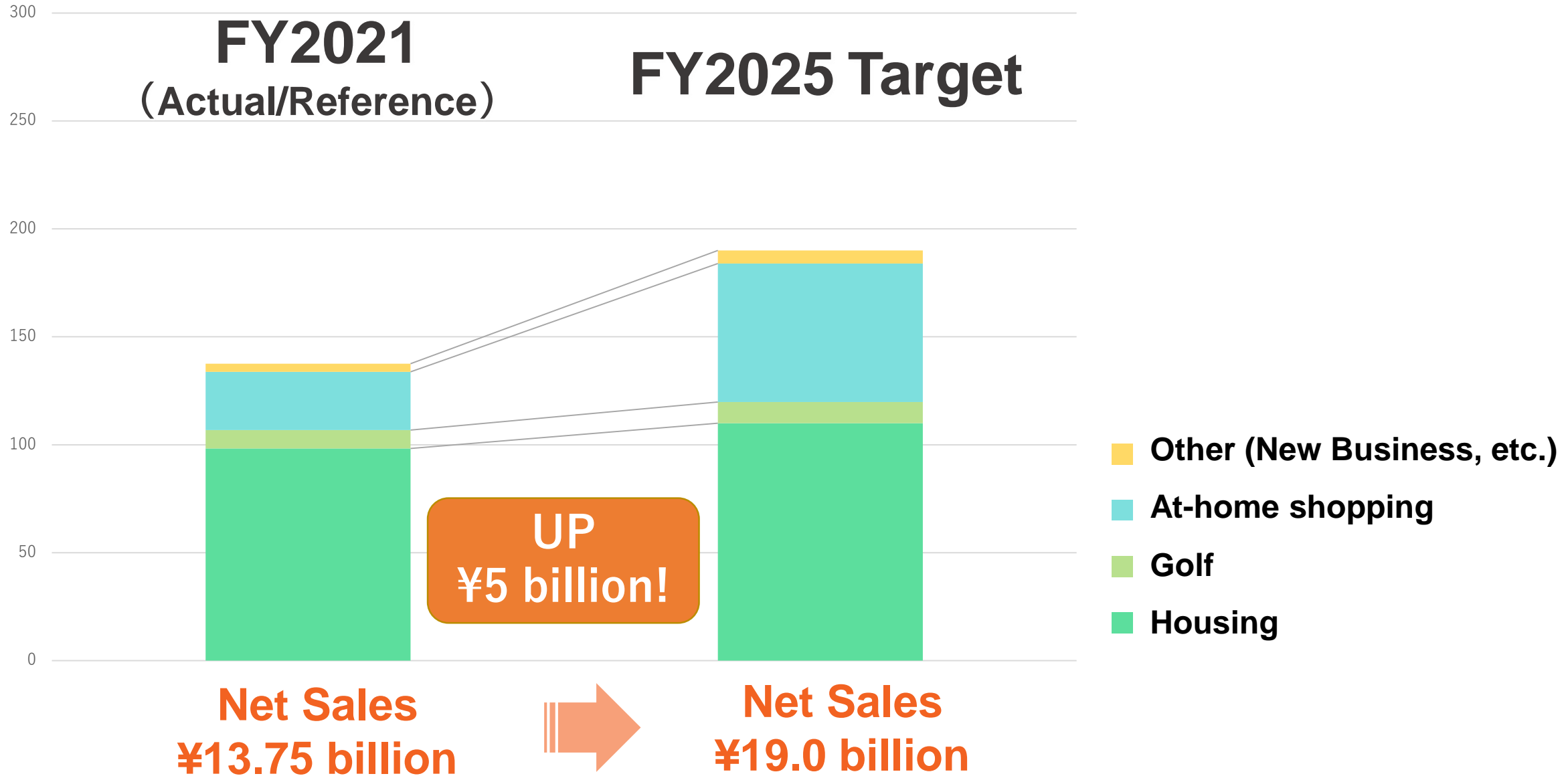
Note: We expect an annual adjustment of -300 million yen in *Adjustments, Other* related to operating income in FY2022 and later for items not allocated to a specific segment (not shown in table)



# Priority Targets (Quantitative Content)



# Priority Targets (Quantitative Lifestyle)



This Medium-Term Management Strategy contains forward-looking statements based on projections and estimates. Please be aware that actual results may therefore differ from these statements due to various factors.

**Corporate Information Website**



<https://corp.asahi.co.jp/en/>

For all shareholders, more detailed information such as consolidated financial reports, annual securities reports and corporate reports can be found on the website.