Supplementary Material for First Quarter Financial Results for the Fiscal Year Ending March 31, 2027

July 30, 2026

Securities code: 9413

TV TOKYO Holdings Corporation

Note : This document has been translated from a part of the Japanese original for reference purposes only. In the event of any discrepancy between this translated document and the Japanese original, the original shall prevail.

TV Tokyo Holdings FY 2026 Q1 Financial Summary

<Sales and Profits Decreased Due to Decline in Broadcasting, but Anime and Distribution Profits Increased>

- **Consolidated net sales decreased 4.8% to 37.6 billion yen and consolidated operating income decreased 53.1% to 1.53 billion yen.**
- **“Terrestrial and BS broadcasting (consolidated)” saw a 7.3% decline in revenue. This was due to a reactionary drop following the significant revenue growth recorded by TV Tokyo in the previous year, as well as the impact of escalating tensions in the Middle East.**
- **Anime and distribution (consolidated) operating income increased 6.5%. In TV Tokyo's rights business, anime games and merchandising for overseas markets performed well. In the distribution business, sales of new dramas to distribution PFs expanded.**

Anime and Distribution Main Contents

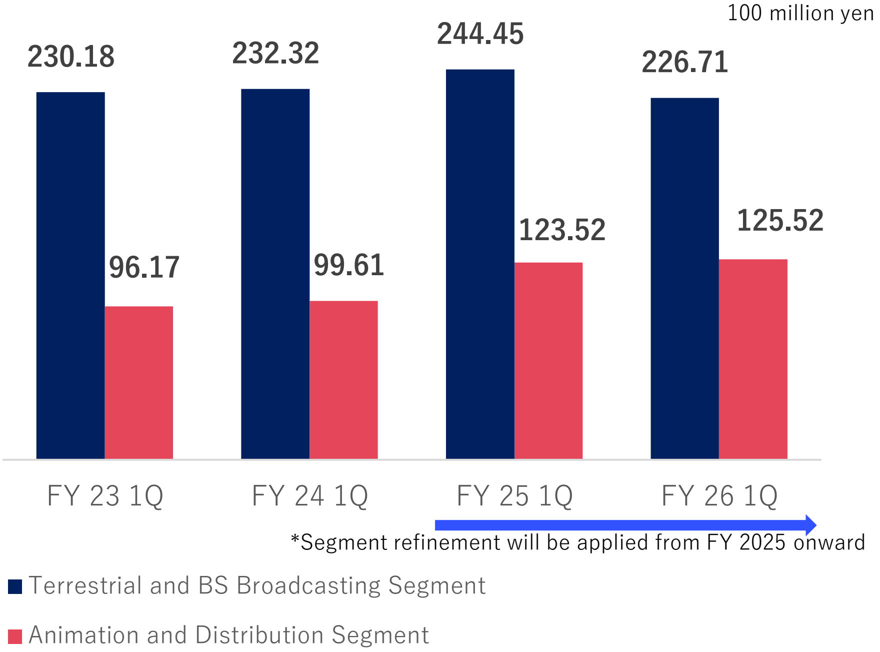
【 Anime Business 】

Mainstream “NARUTO ” and“ BORUTO ” continued strong sales of smartphone games, commercialization and distribution overseas. Commercialization of “Yu-Gi-Oh! ” also contributed

【 Distribution Business 】

Sales of the new drama “Aku no Hana ” "Time Loop Detective" and other distribution PFs increased, as did sales of past titles such as“ Kodoku no Gourmet ”

Net Sales of Terrestrial and BS Broadcasting and Anime and Distribution (1Q Comparison)



< Accelerating the development of leading anime works >

- **NARUTO is expanding its business for the 25 year anniversary of broadcasting in 27.**
- **BLEACH and Black Clover will air new works in 26.**

(* Details on the next page)

Anime Topics **2026-2027**

NARUTO
2027 25 Years of Anime Broadcasting

Based on the popular manga serialized in Weekly Shonen Jump, the TV anime series Naruto began airing on the TV Tokyo network in 2002.

“NARUTO Shippuden” began in 2007, and the sequel “BORUTO ～NARUTO NEXT GENERATIONS～Next began in 2017.The series has been beloved by fans for many years.

Today, TV anime is seen in more than 145 countries and regions around the world, making it one of Japan's most popular content.

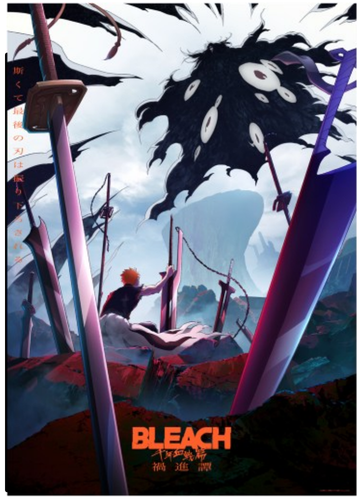
In addition to broadcasting and distribution, the series has expanded to include merchandise, games, overseas themed areas, stage shows, music festivals, and kabuki. In 2027, the evolving series will celebrate 25 years of anime broadcasting.

NARUTO License Development (Representative Example)

· **Games**
Hikage Ninja Mobile (2016)
NARUTO X BORUTO NARTIMATE STORM Connections (2023)
Many collaborations with Fortnite, PUBG, and Knives Out

· **Overseas themed area**
Parc Spilou Provence (Southern France) (2026)

· **NARUTO Card Game (planned for 2027)**



BLEACH: Thousand-Year Blood War - The Calamity
Broadcast in July 2026

BLEACH began broadcasting as an anime TV series in 2004, and has since expanded its business to include musicals, video games, animated feature films, and live-action films. In July 2026, the final episode of BLEACH Thousand-Year Blood War, which is the final episode of the original comic that began airing in 2022, began airing in the final quarter of the series.

Prior to the broadcast, the series was screened at theaters first in Japan and then around the world. The series attracted large audiences in the United States, Canada, France, Australia, South Korea, and other countries.

Black Clover 2nd Season
Broadcast as early as October 2026

The TV anime series began airing in 2017 and has now run to 170 episodes. In addition to powerful battle scenes, it depicts the strong bonds and growth of its unique characters, drawing attention from Japan and around the world.

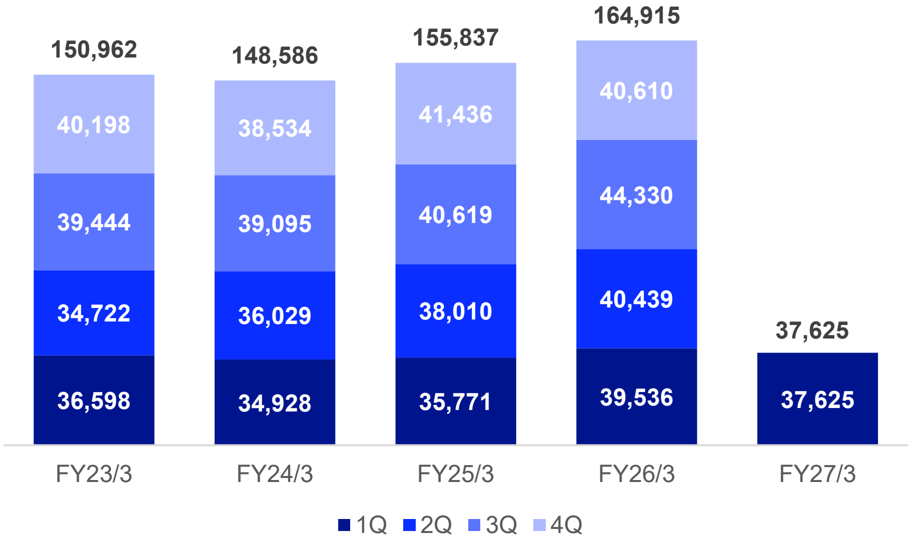
The film was released in theaters in 2023 and was also released worldwide on Netflix. With the launch of the 2nd Season in October 2026, it is expected to grow further in the global market.

Consolidated Financial Results

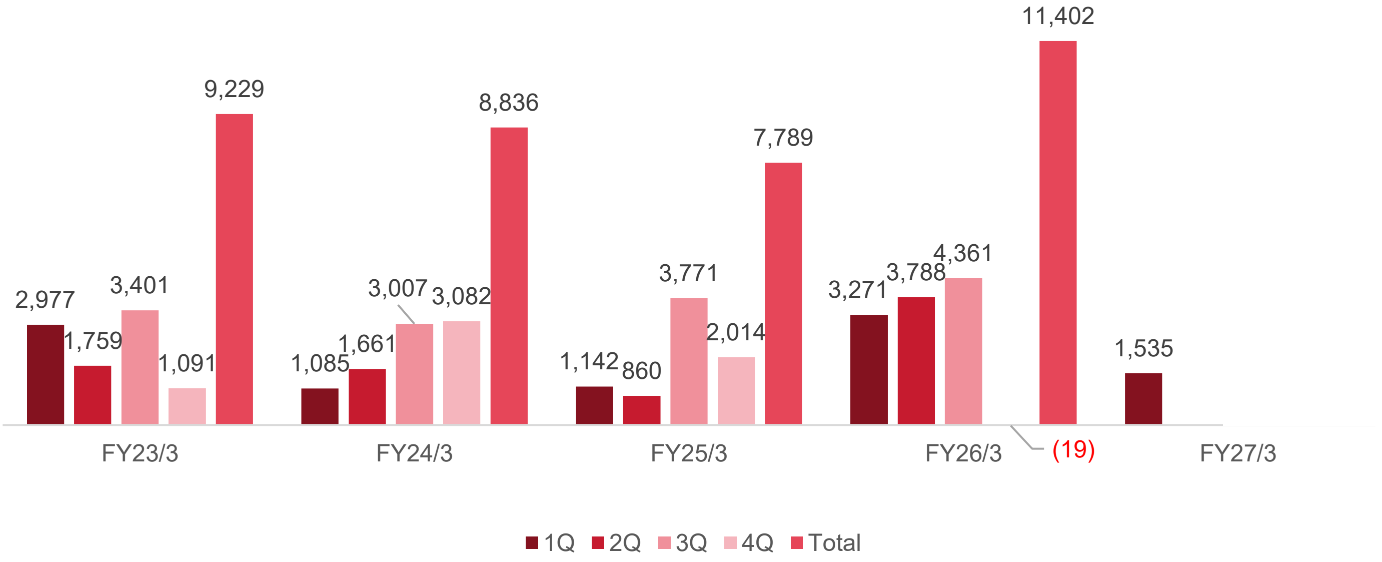
(Million yen)

	FY26/3 1Q	FY27/3 1Q	YoY change Amount	YoY change %
Total consolidated net sales	39,536	**37,625**	- 1,910	-4.8%
Total consolidated operating income	3,271	**1,535**	- 1,736	-53.1%
Consolidated ordinary income	3,448	**1,906**	- 1,541	-44.7%
Profit (loss) attributable to owners of parent	2,341	**1,343**	- 997	-42.6%

Total consolidated net sales (Million yen)



Total consolidated operating income (Million yen)



Consolidated

TV TOKYO Holdings Corporation Segment Results

(Million yen)

	FY26/3 1Q＊	**FY27/3 1Q**	YoY change	
			Amount	%
Net sales				
Terrestrial and BS broadcasting	24,445	**22,671**	- 1,773	-7.3%
Anime and streaming	12,352	**12,552**	200	1.6%
Shopping and other	4,335	**4,531**	195	4.5%
Total consolidated net sales	39,536	**37,625**	- 1,910	-4.8%
Operating income				
Terrestrial and BS broadcasting	1,355	**- 566**	- 1,922	–
Anime and streaming	2,057	**2,192**	134	6.5%
Shopping and other	123	**183**	59	48.4%
Total consolidated operating income	3,271	**1,535**	- 1,736	-53.1%
Consolidated ordinary income	3,448	**1,906**	- 1,541	-44.7%
Profit (loss) attributable to owners of parent	2,341	**1,343**	- 997	-42.6%

*Actual results for the first quarter of the fiscal year ending March 31, 2026, reflect figures calculated after the refinement of segment classification management.

Non-consolidated

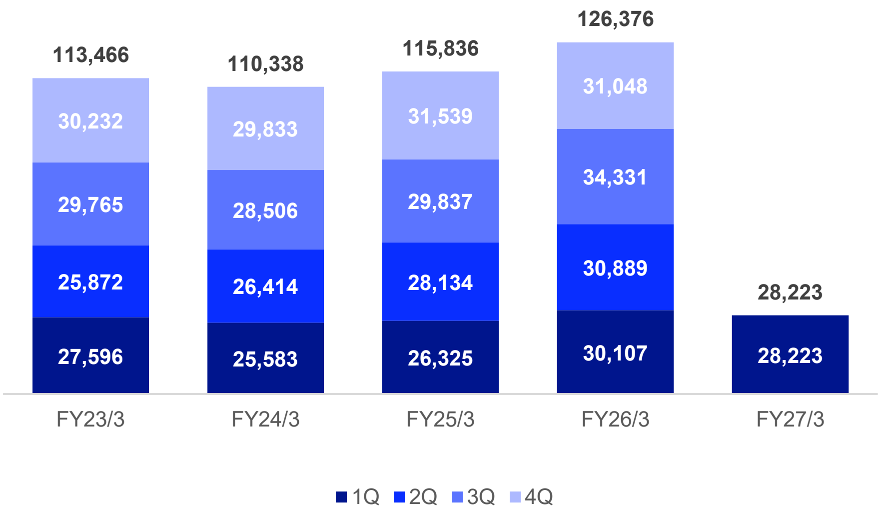
Overview of TV TOKYO Profit and Loss

(Million yen)

Overview of broadcasting businesses	FY26/3 1Q	**FY27/3 1Q**	YoY change Amount	YoY change %
Net sales	30,107	**28,223**	-1,883	- 6.3%
Operating income	2,717	**940**	-1,777	- 65.4%
Ordinary income	3,821	**2,467**	-1,353	- 35.4%
Profit before income taxes	3,821	**2,617**	-1,204	- 31.5%

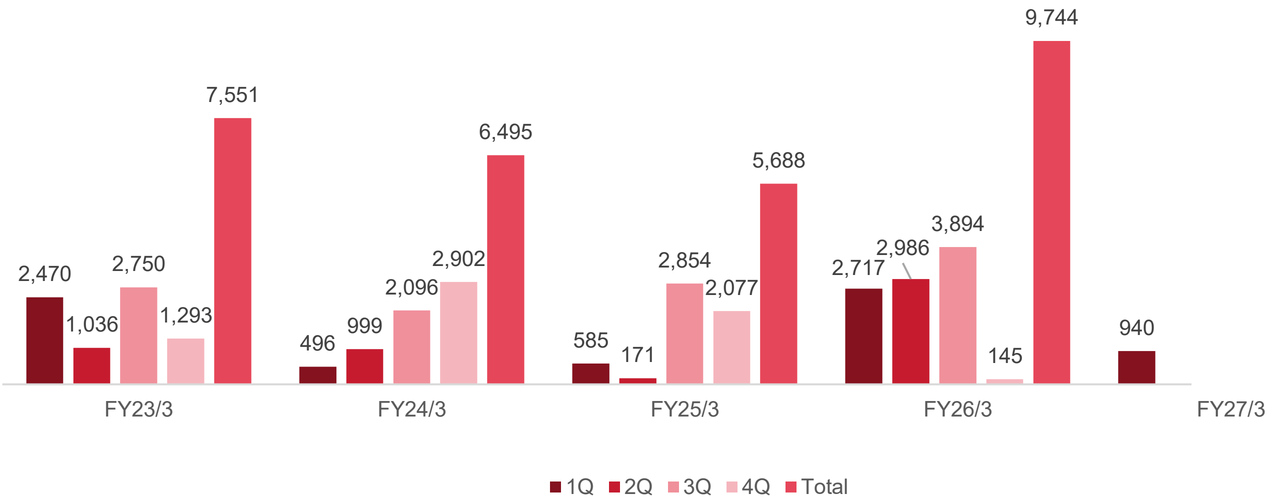
TV TOKYO Net Sales

(Million yen)



TV TOKYO Operating Income

(Million yen)



Non-consolidated

Overview of TV TOKYO Broadcasting Businesses

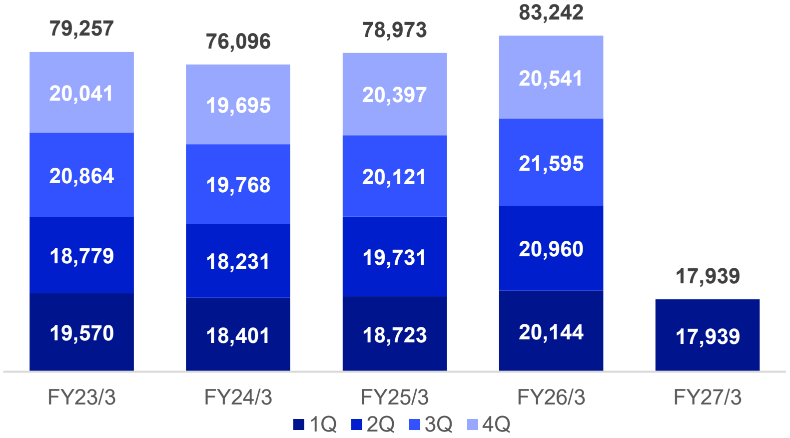
(Million yen)

Overview of broadcasting businesses		FY26/3 1Q	**FY27/3 1Q**	YoY change Amount	YoY change %
Broadcasting businesses sales (main items)	TIME (T)	10,881	**10,504**	-376	- 3.5%
	SPOT (S)	7,696	**5,960**	-1,736	- 22.6%
	T+S total	18,578	**16,465**	-2,112	- 11.4%
	Program sales	1,066	**1,034**	-32	- 3.0%
	Broadcasting businesses total sales	20,144	**17,939**	-2,204	- 10.9%
Broadcasting businesses expenses		15,325	**14,976**	-349	- 2.3%
Of which, broadcasting contents production expenses		8,212	**8,494**	281	3.4%
Broadcasting businesses income		4,818	**2,963**	-1,855	- 38.5%

Note: The costs related to the production of content for terrestrial broadcasting, which were previously listed as "program production costs," are now listed as "broadcast content production costs."

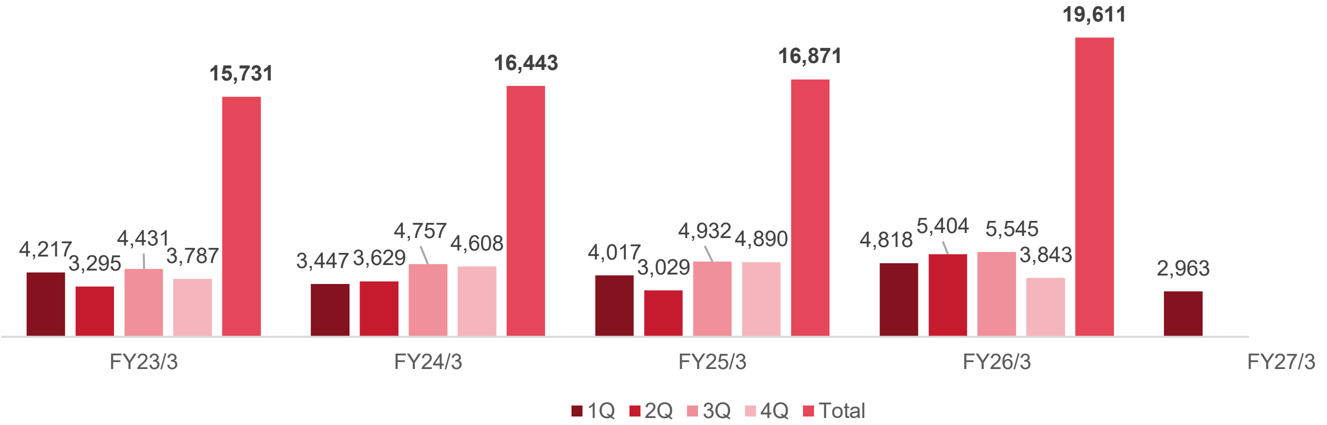
TV TOKYO Broadcasting Businesses Sales

(Million yen)



TV TOKYO Broadcasting Businesses Income

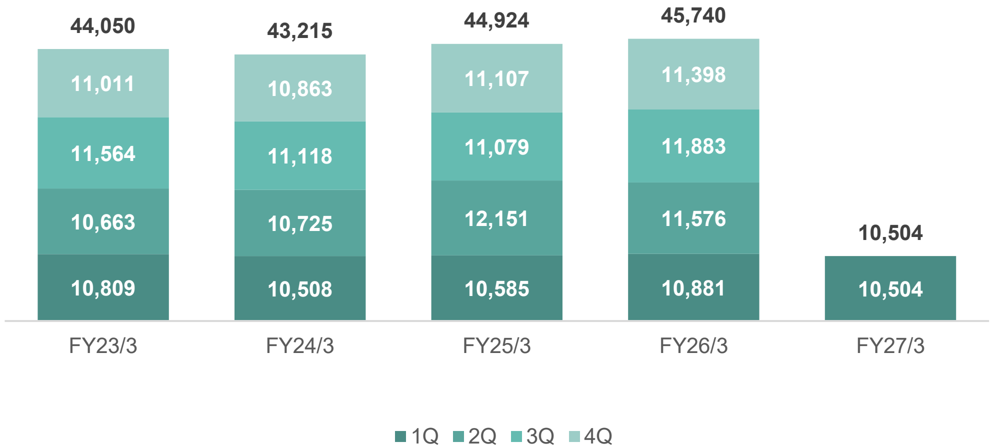
(Million yen)



Non-consolidated TV TOKYO Broadcasting Businesses TIME and SPOT

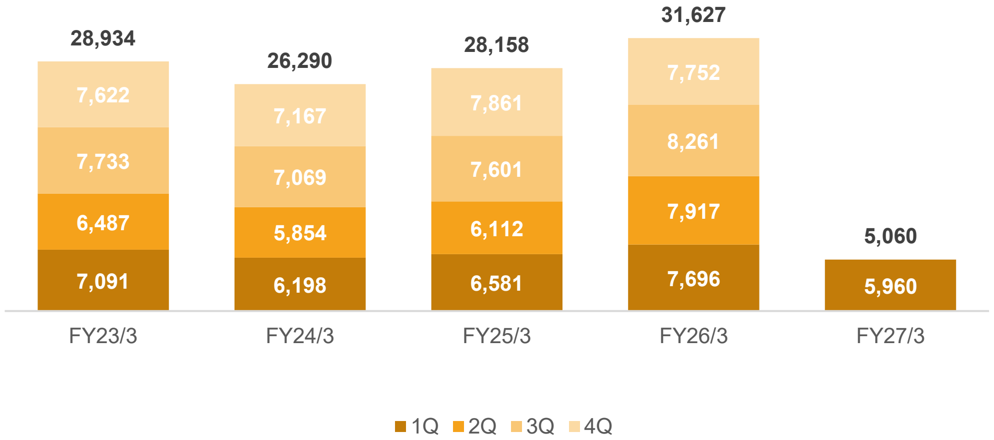
TV TOKYO TIME

(million yen)

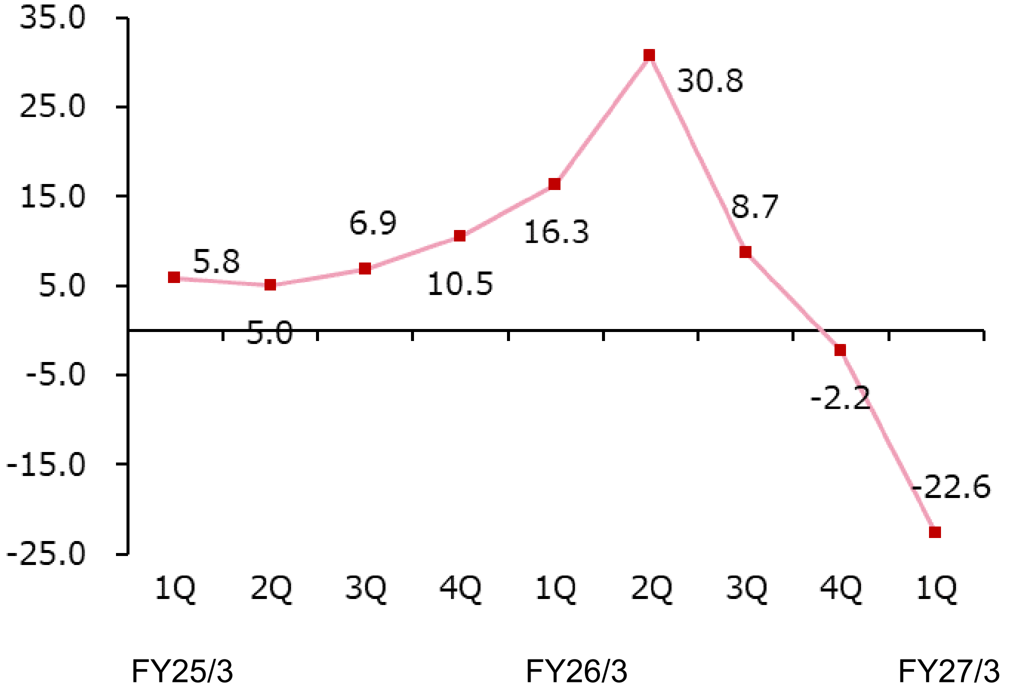


TV TOKYO SPOT

(million yen)



Spot CM trends



Non-consolidated

TV TOKYO Broadcasting Businesses SPOT

1Q of the Fiscal Year Ending March 31, 2027 (Accounting Period: April to June) Ranking by SPOT Business Type

Business type	1Q composition ratio	Difference from the previous year's composition ratio	YoY change in sales
Restaurants/services	14.5%	1.8pt	-10.8%
Beverages/luxury foods	10.5%	-2.0pt	-34.3%
Distribution/retail	9.0%	-0.3pt	-24.7%
Foods	8.9%	1.4pt	-7.2%
Financial/insurance	8.3%	-0.1pt	-23.1%
Information/telecoms	8.1%	0.5pt	-17.0%
Chemicals/pharmaceuticals	7.1%	-0.0pt	-21.9%
Transportation/leisure	6.1%	-2.1pt	-41.7%
Automobiles/related items	4.4%	-0.4pt	-28.8%
Real estate/residential facilities	3.9%	1.3pt	18.0%
Household appliances/AV/precision devices	3.9%	-1.0pt	-37.3%
Hobbies/sports	3.7%	1.0pt	9.2%
Energy/materials/machinery	3.0%	1.1pt	23.8%
Cosmetics/toiletries	2.8%	-0.6pt	-35.1%
Public sector/associations	2.3%	0.4pt	-6.7%
Household furnishings and articles	1.6%	-0.3pt	-34.9%
Fashion/accessories	1.2%	-0.0pt	-24.5%
Education/medical services	0.6%	-0.1pt	-27.8%
Publishing	0.0%	-0.5pt	-100.0%

Non-consolidated

TV TOKYO Contents Production Expenses

(Million yen)

	broadcasting contents production expenses		Total contents production expenses (broadcasting, anime,streaming and event)	
	FY26/3	**FY27/3**	FY26/3	**FY27/3**
1Q	8,212	**8,494**	13,195	**13,453**
2Q	8,344		13,578	
3Q	8,580		15,339	
4Q	9,432		14,744	
Total	34,571	**8,494**	56,857	**13,453**

* Expenses related to content production for TV TOKYO's broadcasting business , which were previously displayed as "Program production expenses," are now displayed as "broadcasting contents production expenses."
In addition, the total cost of content production, including production expenses for TV TOKYO's rights businesses (including investments in production committees for anime, streaming business, and events), is displayed as "Total contents production expenses."

Non-consolidated

Overview of TV TOKYO Rights Businesses

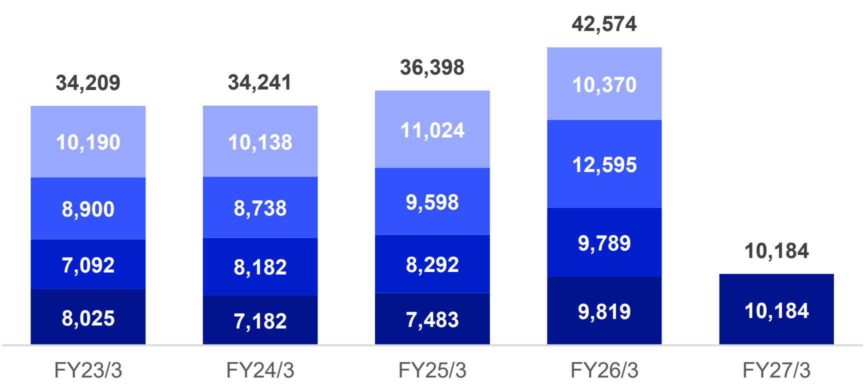
(Million yen)

Overview of Rights Businesses		FY26/3 1Q	**FY27/3 1Q**	YoY change Amount	YoY change %
Rights businesses sales	Anime	6,722	**6,531**	- 191	-2.8%
	Streaming business	2,835	**3,206**	370	13.1%
	Events	261	**446**	185	70.9%
	Rights businesses total sales	9,819	**10,184**	364	3.7%
Rights businesses expenses		5,487	**5,583**	95	1.7%
Rights businesses income		4,331	**4,601**	269	6.2%

Note: "Anime" category in the Rights Business Revenue includes royalty income from secondary uses of anime content (streaming, games, merchandising, etc.). "Streaming Business" category includes revenue from content sales to external distribution platforms, advertising on distribution platforms such as TVer, TV Tokyo BIZ, movies, videograms, etc.

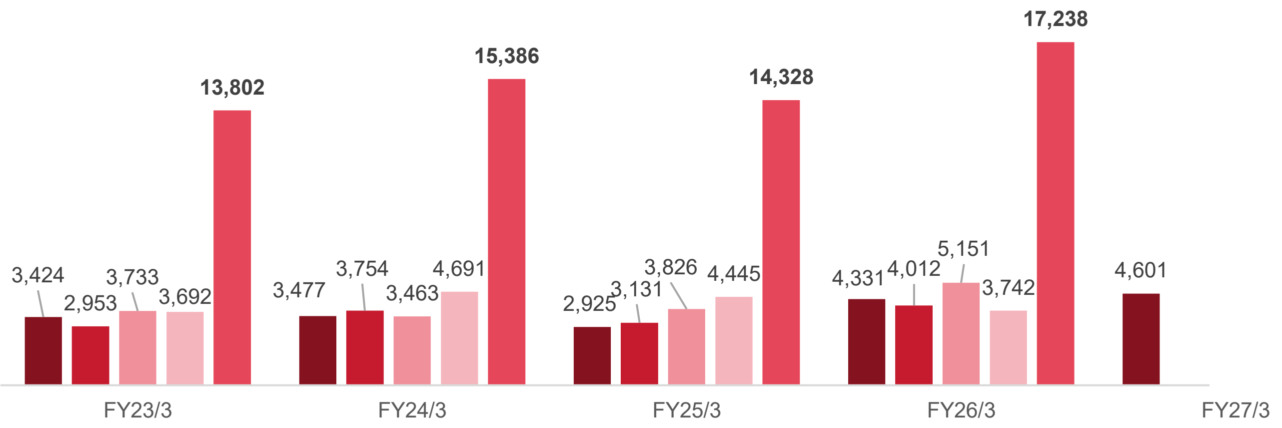
TV TOKYO Rights Businesses Sales

(million yen)



TV TOKYO Rights Businesses Income

(million yen)



Non-consolidated

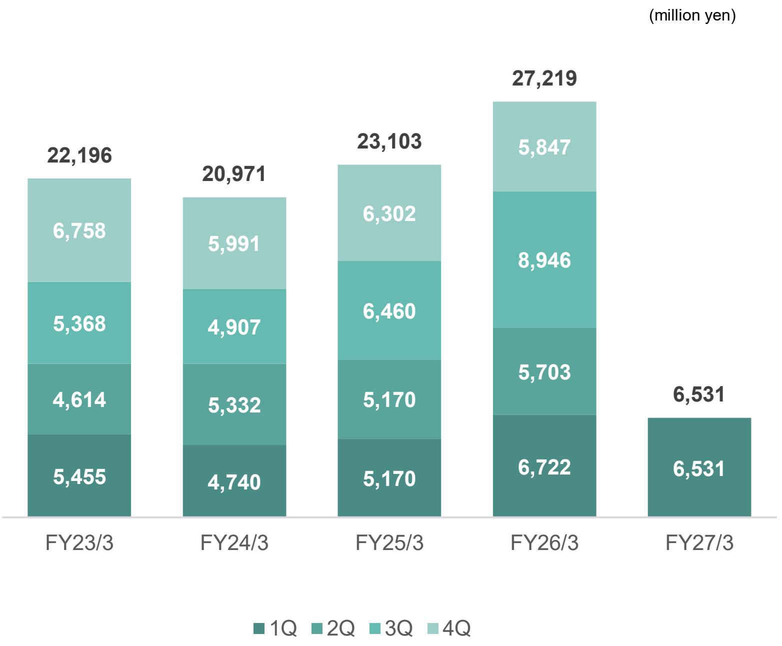
TV TOKYO Rights Businesses （Anime）

(Million yen)

Overview of Rights Businesses		FY26/3 1Q	**FY27/3 1Q**	YoY change	
				Amount	%
Rights businesses sales	Anime	6,722	**6,531**	- 191	-2.8%

Note: Net sales from the "Anime" business include royalty income from streaming, games, and merchandising, etc., and exclude advertising revenue from the broadcasting of anime content.

TV TOKYO Anime Business Net Sales



TV TOKYO Anime Ranking by Title

Net sales
(1) NARUTO
(2) BORUTO
(3) Yu-Gi-Oh!
(4) Pokémon
(5) Black Clover

*FY27/3 First quarter

Non-consolidated

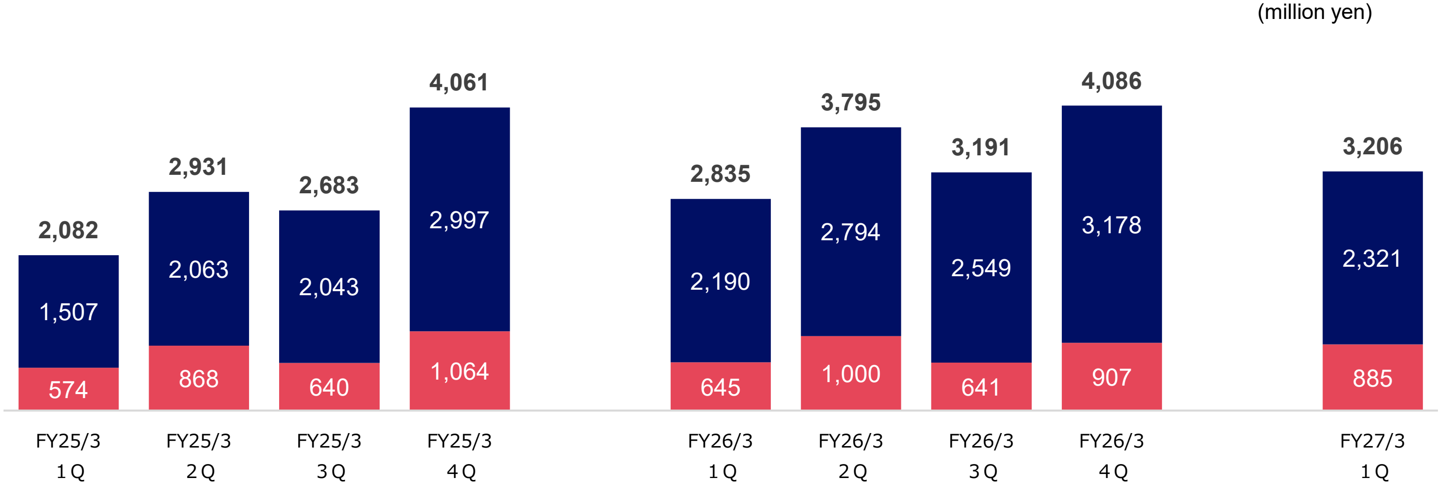
TV TOKYO Rights Businesses Streaming Business

(Million yen)

Rights businesses sales	FY26/3 1Q	**FY27/3 1Q**	YoY change Amount	YoY change %
Streaming business	2,835	**3,206**	370	13.1%

Note: Revenue for the "Streaming business" includes content sales, streaming advertising, and merchandising revenue from primarily live-action content such as dramas and variety shows, excluding advertising revenue from broadcasting.

Streaming Business Sales by Category



■Streaming:SVOD(Paid streaming, TV TOKYOBIZ),AVOD(TVer etc.) ■Other content: Overseas,BS/CS, Movies, Videograms,FASTetc.

Ranking by Content Title

Net sales
(1) Drama24 “10 Things I Want to Do Before I Turn 40"
(2) Drama "The Flowers of Evil"
(3) Drama9 “Time Loop Detective"
(4) Drama “lunacy"
(5) Drama Premiere 23 “Is it Wrong Not to Have Kids? ～Ten Months of DINKs～"

* FY27/3 first quarter

Non-consolidated

BS TV TOKYO Broadcasting Businesses

(Million yen)

	FY26/3 1Q	FY27/3 1Q	YoY change	
			Amount	%
Net sales	3,881	**3,863**	-18	- 0.5%
TIME	2,398	**2,456**	58	2.4%
SPOT	1,275	**1,208**	-66	-5.2%
Others	208	**197**	-10	-5.1%
Operating expenses	3,335	**3,211**	-123	-3.7%
Cost of sales, Program production expenses	1,584	**1,518**	-66	-4.2%
Other expenses	788	**770**	-17	-2.2%
Indirect expenses	962	**922**	-39	-4.1%
Operating income	546	**651**	104	19.1%

Consolidated Overview of Balance Sheets

Consolidated Overview of Balance Sheets

(Million yen)

		FY26/3 year-end	FY27/3 1Q-end	Changes
Assets	Current assets	98,315	**93,212**	-5,103
	Non-current assets	57,467	**55,958**	-1,508
	Property, plant and equipment	21,118	**20,693**	-425
	Intangible assets	6,690	**6,370**	-319
	Investments and other assets	29,658	**28,894**	-764
	Total assets	155,783	**149,170**	-6,612

		FY26/3 year-end	FY27/3 1Q-end	Changes
Liabilities	Current liabilities	44,973	**39,842**	-5,131
	Non-current liabilities	3,254	**3,420**	165
	Total liabilities	48,228	**43,262**	-4,965
Net assets	Shareholders' equity	101,576	**100,442**	-1,133
	Valuation and translation adjustments	5,835	**5,465**	-370
	Non-controlling interests	142	**–**	-142
	Total net assets	107,554	**105,908**	-1,646
	Total liabilities and net assets	155,783	**149,170**	-6,612

Non-consolidated/TV TOKYO Financial Position

(Million yen)

	FY26/3 year-end	FY27/3 1Q-end	Changes
Total assets	82,978	**80,300**	- 2,678
Total liabilities	32,732	**35,269**	2,536
Total net assets	50,245	**45,030**	- 5,214

Non-consolidated/BS TV TOKYO Financial Position

(Million yen)

	FY26/3 year-end	FY27/3 1Q-end	Changes
Total assets	23,001	**21,299**	-1,701
Total liabilities	3,905	**3,539**	-366
Total net assets	19,095	**17,760**	-1,335

Consolidated

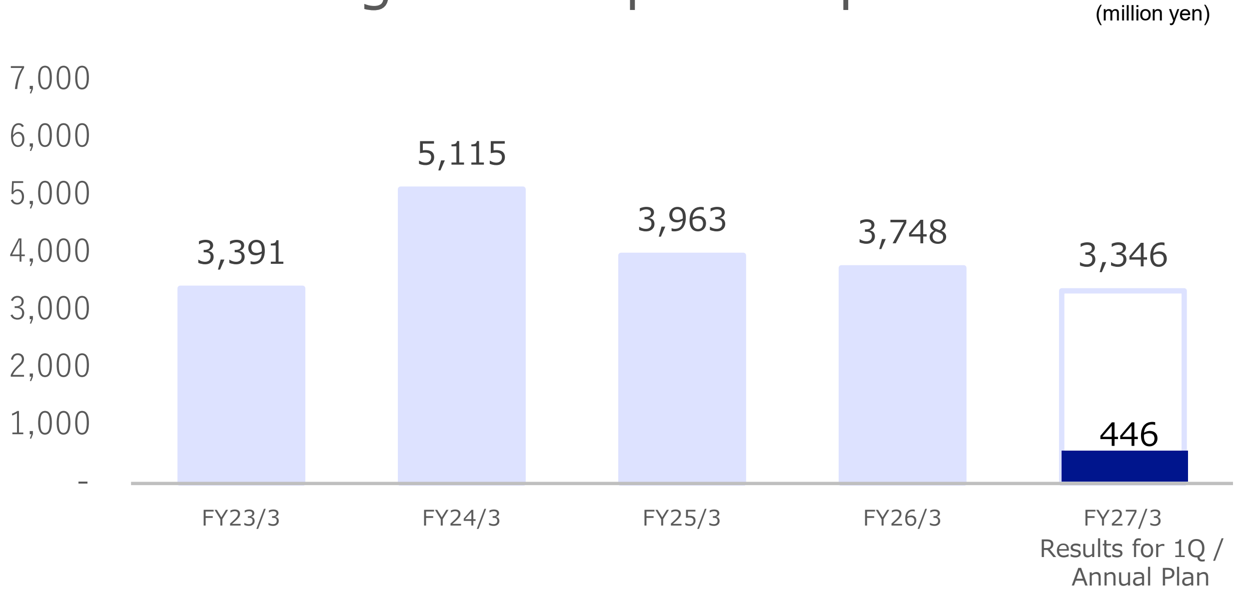
Capital Expenditure/Depreciation

Consolidated Capital Expenditure/Depreciation

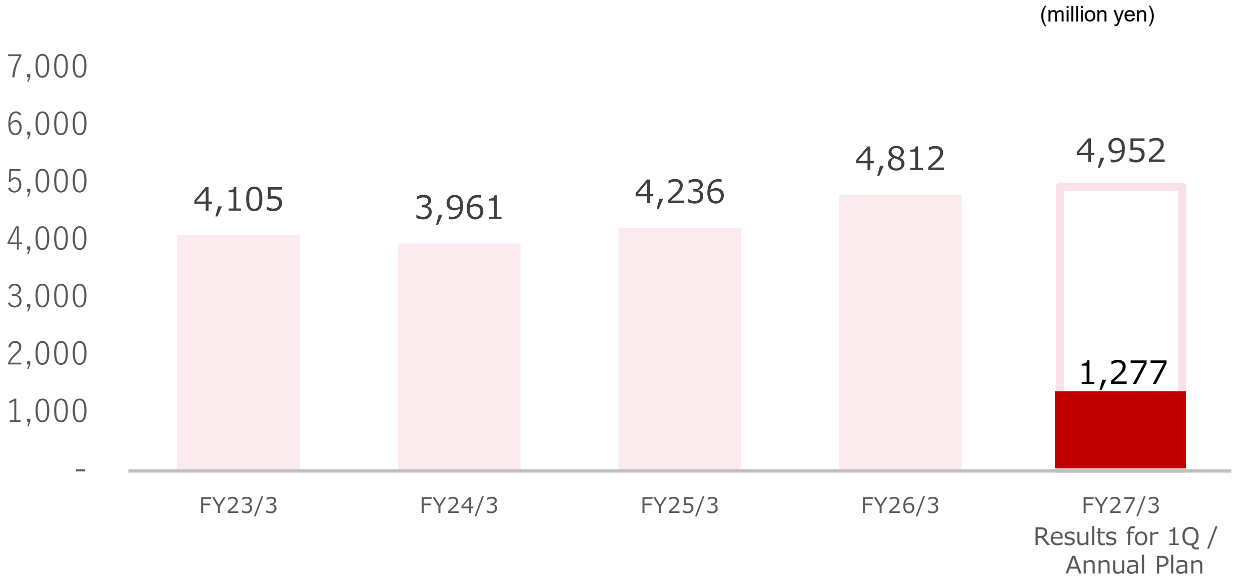
(Million yen)

	FY27/3 1Q	YoY change		FY27/3 full year forecasts	Comparison with FY26/3 results	
		Amount	%		Amount	%
Capital expenditure	**446**	149	50.4%	3,346	-402	-10.7%
Depreciation	**1,277**	149	13.3%	4,952	140	2.9%

Changes in Capital Expenditure



Changes in Depreciation



Consolidated

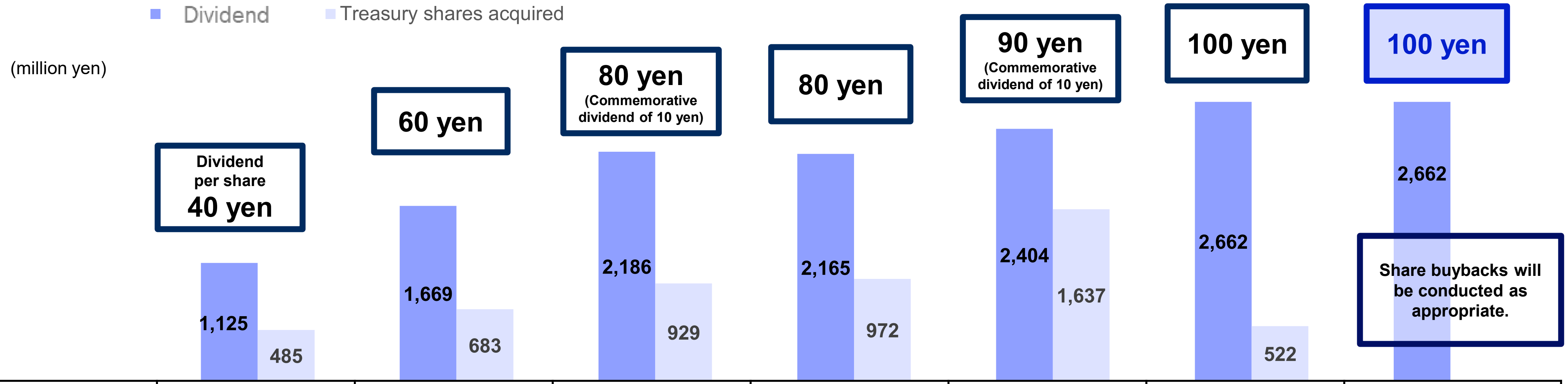
Shareholder Returns

Dividend policy

The Company recognizes shareholder returns as one of its important management issues and always works on stable and continuous dividend payments based on sharing the fruits of growth with stakeholders in a balanced manner. The Company aims for a dividend payout ratio of 35% on a consolidated basis and a total payout ratio of approximately 40%.

Acquisition of treasury shares

Acquisition of treasury shares will be considered in accordance with laws and regulations specific to the broadcasting industry while taking into consideration tradable share ratio and other factors.



	FY21/3	FY22/3	FY23/3	FY24/3	FY25/3	FY26/3	FY27/3 forecasts
Payout ratio	43.9%	27.9%	32.8%	32.2%	40.1%	34.6%	**33.3%**
Total payout ratio*	62.6%	39.1%	46.3%	46.6%	67.0%	41.4%	Aim for approximately **40%**

*Total payout ratio = (total amount of dividends + total amount of treasury shares acquired) / profit attributable to owners of parent

Consolidated

Refinement of Segment Classification Management (From FY27/3)

From the fiscal year ending March 31, 2027, we will revamp our management methods for segment information in conjunction with the introduction of DX in the accounting department.
This will enable each group company to grasp performance precisely across multiple segments, and we will transition to a system that allows for more detailed disclosure of the actual state of management. (Red lines indicate changes)

Terrestrial and BS broadcasting businesses

- TV TOKYO <Broadcasting businesses>
- BS TV TOKYO Corporation
- TV TOKYO Medianet, Inc.
- TV TOKYO Media Works, Inc.
- TV TOKYO Art & Lighting, Inc.
- TV TOKYO Production, Inc.
- Technomax, Inc.
- TV TOKYO AMERICA, Inc.

Equity-method affiliates
Nikkei CNBC Japan, Inc., InteracTV Co., Ltd., TVer INC.

Anime and streaming businesses

- TV TOKYO <Rights businesses>
- BS TV TOKYO Corporation
- TV TOKYO Medianet, Inc.
- TV TOKYO Media Works, Inc.

Multi-segmentation

- TV TOKYO Communications
- AT-X, Inc.
- TV TOKYO Music, Inc.

Equity-method affiliates
NIKKEI VISUAL IMAGES,INC. , D･A･G Inc.

Shopping and other businesses

- TV TOKYO Direct, Inc.
- Real Max Co., Ltd.
- TV TOKYO Systems, Inc.
- TV TOKYO Business Service, Inc.
- TV TOKYO Communications

Multi-segmentation

Consolidated

Full-Year Financial Results Forecasts for the Fiscal Year Ending March 31, 2027

【The consolidated full-year forecast is unchanged from the previous forecast.】

(Million yen)

	FY26/3 results ＊	FY27/3 forecasts	Comparison with FY26/3 results	
Net sales			Amount	%
Terrestrial and BS broadcasting	101,675	**99,740**	△ 1,934	△ 1.9%
Anime and streaming	52,960	**57,866**	4,906	9.3%
Shopping and other	17,541	**18,404**	862	4.9%
Total consolidated net sales	164,915	**168,000**	3,084	1.9%
Expenses				
Terrestrial and BS broadcasting	97,848	**96,196**	△ 1,652	△ 1.7%
Anime and streaming	45,722	**49,286**	3,563	7.8%
Shopping and other	16,364	**17,801**	1,436	8.8%
Total consolidated operating expenses	153,506	**156,500**	2,993	2.0%
Operating income				
Terrestrial and BS broadcasting	5,002	**3,544**	△ 1,457	△ 29.1%
Anime and streaming	7,120	**8,580**	1,459	20.5%
Shopping and other	468	**602**	134	28.8%
Total consolidated operating income	11,402	**11,500**	97	0.9%
Consolidated ordinary income	11,937	**11,800**	△ 137	△ 1.2%
Profit (loss) attributable to owners of parent	7,700	**8,000**	299	3.9%

*Explanation of Appropriate Use of Earnings Forecasts and Other Special Notes
Forecasts and other forward-looking statements in this document are based on information currently available to our company and certain assumptions deemed to be reasonable.
Actual results may differ significantly due to trends in economic activity.
*Actual results for the year ended March 2026 are after refining segment classification management.

Non-consolidated

TV TOKYO Full-Year Financial Results Forecasts for the Fiscal Year Ending March 31, 2027

【TV Tokyo's full-year earnings forecast for the fiscal year ending March 2027 is unchanged from the previous forecast. 】

(Million yen)

		FY26/3 results	FY27/3 forecasts	Comparison with FY26/3 Amount	Comparison with FY26/3 %
Net sales		126,376	**128,569**	2,193	1.7%
Operating expenses		116,632	**119,793**	3,161	2.7%
	Operating income	9,744	**8,776**	-968	-9.9%
	Ordinary income	10,947	**9,987**	-960	-8.8%
	Profit before income taxes	10,492	**9,987**	-504	-4.8%

Overview of broadcasting businesses

Broadcasting businesses sales (main items)	TIME (T)	45,740	**44,900**	-840	-1.8%
	SPOT (S)	31,627	**29,900**	-1,727	-5.5%
	T+S total	77,367	**74,800**	-2,567	-3.3%
	Program sales	4,213	**4,257**	43	1.0%
	Broadcasting businesses total sales	83,242	**80,703**	-2,539	-3.1%
Broadcasting businesses expenses		63,630	**62,615**	-1,015	-1.6%
	Of which, broadcasting contents production expenses	34,571	**33,970**	-601	-1.7%
	Broadcasting businesses income	19,611	**18,088**	-1,523	-7.8%

Overview of rights businesses

Rights businesses sales	Anime	27,219	**29,006**	1,787	6.6%
	Streaming business	13,908	**16,505**	2,596	18.7%
	Events	1,446	**1,771**	325	22.5%
	Rights businesses total sales	42,574	**47,283**	4,708	11.1%
Rights businesses expenses		25,336	**28,960**	3,624	14.3%
	Rights businesses income	17,238	**18,322**	1,084	6.3%

*Explanation of Appropriate Use of Earnings Forecasts and Other Special Notes
Forecasts and other forward-looking statements in this document are based on information currently available to our company and certain assumptions deemed to be reasonable.
Actual results may differ significantly due to trends in economic activity.
*Expenses related to contents production for terrestrial broadcasting, which were previously presented as “program production expenses” are presented as “broadcasting contents production expenses.