

Financial Presentation

for the second quarter of fiscal year ending March 31, 2023

TSUBURAYA FIELDS HOLDINGS INC.

**Tokyo Stock Exchange, Prime Market
Security code: 2767**

November 2022

Overview of the H1 results for the FY2022

Consolidated

(Unit: billions of yen)

	FY2021 H1	FY2022 H1	YoY Change
Net sales	37.34	42.23	+13.1%
Gross profit	6.12	9.68	+58.1%
SG&A expenses	5.77	6.15	+6.6%
Operating profit	0.35	3.53	+885.9%
Ordinary profit	0.59	3.75	+528.4%
Profit attributable to owners of parent	0.31	2.53	+702.7%

By business segment

(Unit: billions of yen)

Content and digital business

	FY2021 H1	FY2022 H1	YoY Change
Net sales	4.17	6.04	+44.8%
Operating profit	0.76	1.62	+112.8%

Pachinko/pachislot (PS) business

	FY2021 H1	FY2022 H1	YoY Change
Net sales	32.11	35.33	+10.0%
Operating profit	(0.47)	1.93	—

* Changes in accounting policies: The Company has applied the "Accounting Standard for Revenue Recognition" (ASBJ Statement No. 29, March 31, 2020) and other standards from the beginning of the previous fiscal year.

* Amounts less than ¥10 million have been omitted.

Full-year earnings forecasts for the FY2022

Consolidated

(Unit: billions of yen)

	FY 2021 Full-year results (A)	FY2022 Full-year forecast (B)	Previous forecast (C)	Percentage change (C/B)	YoY Change (B/A)
Net sales	94.90	105.0	98.0	+7.1%	+10.6%
Operating profit	3.44	6.0	4.0	+50.0%	+74.2%
Ordinary profit	3.63	6.0	4.0	+50.0%	+65.1%
Profit attributable to owners of parent	2.47	4.0	3.0	+33.3%	+61.9%

By business segment

(Unit: billions of yen)

Content and digital business

	FY 2021 Full-year results	FY2022 Full-year forecast	YoY Change
Net sales	9.1	—	—
Operating profit	1.46	3.0	+104.5%

PS business

	FY 2021 Full-year results	FY2022 Full-year forecast	YoY Change
Net sales	83.71	—	—
Operating profit	1.75	3.0	+71.4%

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* Amounts less than ¥10 million have been omitted.

Content and digital business

Content and digital business [Q2 for the FY2022]

Revenues from each company's business

(Unit: billions of yen)

Tsuburaya Productions Co., Ltd. (TPC)		FY2021 H1	FY2022 H1	YoY Change
	Domestic MD and license revenue	0.73	1.00	+36.8%
	Overseas MD and license revenue	0.67	1.29	+92.6%
	China	0.44	1.02	+129.5%
	Total MD and license revenue	1.4	2.30	+63.4%
	Imaging business revenue	0.75	1.29	+72.8%
Digital Frontier Inc. (DF)				
	Net sales	1.80	2.25	+25.0%
	Operating profit	0.13	0.21	+56.3%

- Strong domestic and overseas MD

- Growth in the Chinese and other Asian MD for trading cards, etc.

- Steady progress in major domestic game project and Netflix project

* Changes in accounting policies: The Company has applied the "Accounting Standard for Revenue Recognition" (ASBJ Statement No. 29, March 31, 2020) and other standards from the beginning of the previous fiscal year.

* The results of the content and digital and PS segment are calculated by taking into account the elimination of internal transactions from the simple combined figures within each business.

* Amounts less than ¥10 million have been omitted.

* MD: Merchandising

Content and digital business [background to the expansion of the Chinese market]

Growth in the overall toy category

- Toys selling domestically (Japan)
- Localized low-end merchandise
- Trading cards → Building distribution bases (Approx. 700,000 shops) throughout China

[Merchandise example: Trading card]



Merchandise name	<i>KAYOU Ultraman hero duel card</i>
Price	Basic deck set: 50 cards 20 yuan (approx. ¥410) Refill pack: 10 cards 10 yuan (approx. ¥206)

Content and digital business [topics of film *SHIN ULTRAMAN* related]



シン・ウルトラマン_本報スター_220301_187

Film

**Box office revenue of about ¥4.4 billion,
about 2.95 million viewers**

Box office results for the Jan. - Jun. of 2022 of the top live-action film in Japan

Distribution

**Distribution begins on November 18
in Prime Video (Amazon)**

Overseas

- Screening in 37 countries and regions in Asia, the Middle East and Africa
 - Spot shows in film festivals and events in North America and Europe
- Developing measures to raise globally *Ultraman* awareness

TPC

Strategically strengthen *Ultraman* into a global brand

Asian market

Developing Asian market such as
ASEAN10 countries/regions, etc.
Expanding with an emphasis on localization
with the knowledge gained in China considers the
characteristics of each country's market

North American market

Focusing on getting people to see and know
the appeal of *Ultraman*
Strengthening and enhancing collaboration
with DF and Netflix
Developing and diversifying market-oriented merchandise

PS business

PS business [sales results for the FY2022]

[Quarterly PS machine sales results for the FY2022]

	H1	H2	Planned total titles
Pachinko	<p><i>P Uchū Senkan Yamato 2202 -ONLY ONE</i></p> <p><i>PACHINKO GANTZ:3 LAST BATTLE</i></p> <p><i>P INUYASHA 2</i></p> <p><i>PACHINKO ULTRAMAN TIGA 1500 ×84</i></p>	<p><i>P Godzilla vs EVANGELION -G-cells awakening-</i></p> <p><i>(Resale) NEON GENESIS EVANGELION -Roar for tomorrow-</i></p>	7 titles
	56,000 units		
Pachislot	<p><i>PACHISLOT INUYASHA</i></p> <p><i>PACHISLOT BOØWY</i></p>	<p><i>Pachislot MONSTER HUNTER WORLD: ICEBORNE™</i></p> <p><i>Pachislot Shin Ore no Sora</i></p>	7 titles
	27,000 units		
	84,000 units		14 titles

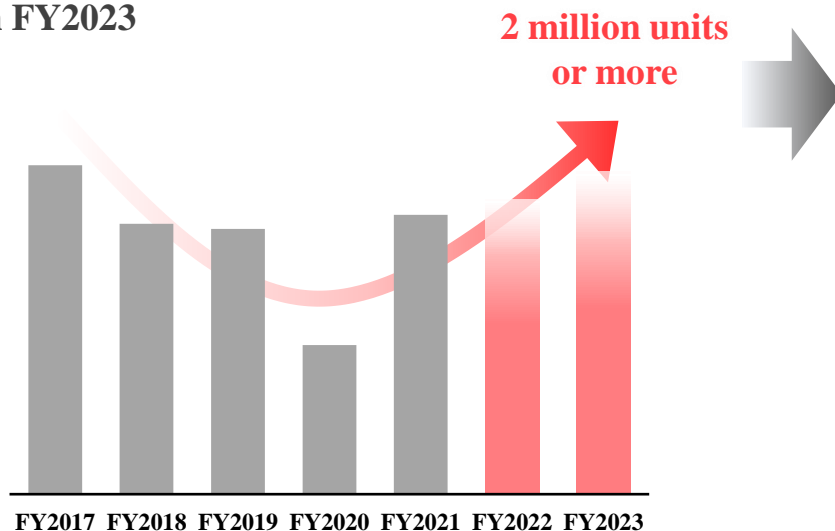
*In the H2 of the FY2022, only announced titles are listed. *The planned total titles reflect current plans and are subject to change.

PS business [our outlook for the FY2022]

[Market environment]

Looking ahead, we expect a gradual but steady expansion

Expected to recover to the high of 2 million units in FY2023



Our Survey

*Smart pachislot: Smart Pachislot *Smart slot: Smart Pachislot

[Our PS business]

Expect to be required to meet the needs of both smart and non-smart pachislot and slot products

→ Aiming for a well-balanced products lineup close to the needs of fans and pachinko halls

(Major targets for PS business)

Pachinko 12 titles × 30,000 units

Pachislot 12 titles × 20,000 units

Disclaimer

The plans, strategies and estimates of the Company indicated in these documents, other than actual results and established facts, include potential risks and uncertainties and cannot be guaranteed.

Potential risks and uncertainties include, but are not limited to, the economic environment surrounding our business, competitive conditions in the marketplace, and handling merchandise.