

**TSUBURAYA FIELDS HOLDINGS**



# Financial Presentation

for the second quarter of fiscal year ending March 31, 2024

**The Greatest Leisure for All People**

TSUBURAYA FIELDS HOLDINGS INC.

Tokyo Stock Exchange, Prime Market Security code: 2767

November 2023

(Unit: 100 million yen)

Consolidated P/L	FY2022		FY2023		
	H1	Full-year	H1	YoY change	Full-year forecast
Net sales	422.3	1,171.2	670.1	+58.7%	1,230
Gross profit	96.8	253.2	123.4	+27.5%	—
SG&A expenses	61.5	143.7	69.7	+13.4%	—
Operating profit	35.3	109.5	53.7	+52.0%	120
Ordinary profit	37.5	112.1	59.0	+57.4%	122
Profit attributable to owners of parent	25.3	82.2	41.2	+62.6%	85

\* Figures less than ¥10 million are rounded down.

(Unit: 100 million yen)

P/L by business segment		FY2022		FY2023		
		H1	Full-year	H1	YoY change	Full-year forecast
Content and digital segment	Net sales	60.4	145.3	74.0	+22.5%	180
	Operating profit	16.2	43.7	19.8	+22.1%	60
PS business segment	Net sales	353.3	1,008.0	590.2	+67.0%	1,040
	Operating profit	19.3	77.1	45.0	+133.1%	80
Other business segment	Net sales	11.2	23.0	8.0	(28.6) %	–
	Operating profit	0.3	0.7	0.2	(39.8) %	–
Adjusted amount	Net sales	(2.7)	(5.2)	(2.2)	–	–
	Operating profit	(0.5)	(12.1)	(11.3)	–	–

\* As a result of the transition to a holding company structure implemented on October 3, 2022, from the Q3 of the previous fiscal year, the Company has changed from the previous a single segment to two reportable segments: Content and digital business, and PS business.

Due to this change, certain prior year figures have been changed. Segment information for Q2 of the previous fiscal year has been prepared based on the classification of reportable segments for the Q2 of the fiscal year under review.

\* Figures less than ¥10 million are rounded down.

\* PS: pachinko and pachislot

## Challenge to become a global content business company

### Content and digital business

as a three-year goal

- I. Development of visual products
- II. Development of theme parks
- III. Merchandising development

Establish the Tsuburaya brand in the China and ASEAN regions and increase the value of owned IP through a virtuous cycle of the above three axes

### PS business

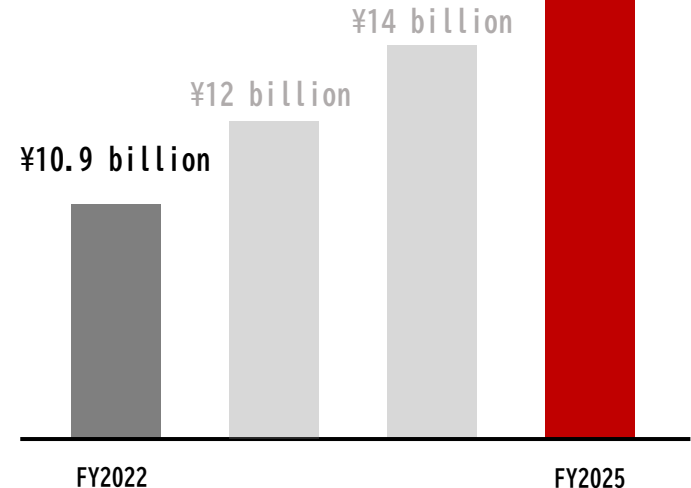
with a medium to long-term perspective

- Manufacturer**
  - I. Providing qualitative and quantitative data collected from fan/halls nationwide
  - II. Providing IP that customers want and lead to hits
- Pachinko hall**
  - I. Providing the needs of fans nationwide in a manner suitable for pachinko halls in each region
  - II. Stable supplies of merchandise supported by fans

Contributing to the sound development of PS sector as leisure

Providing high quality pachinko/pachislot (hereinafter, PS) machines 1 title per month as the only distributor in the industry

Consolidated operating profit → **¥16 billion**



Financial results for the second quarter  
of the fiscal year ending march 31, 2024

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Content and digital segment

Tsuburaya Productions Co., Ltd.

	FY2022		FY2023	
	H1	Full year	H1	YoY change
<b>Content and digital segment</b>				(Unit: 100 million yen)
Net sales	60.4	145.3	<b>74.0</b>	+22.5%
Operating profit	16.2	43.7	<b>19.8</b>	+22.1%
<b>Tsuburaya Productions</b>				
Overseas MD and license revenue	12.9	60.7	<b>23.4</b>	+81.4%
China	10.2	54.7	<b>21.0</b>	+104.9%
Domestic MD and license revenue	10.0	17.6	<b>10.8</b>	+7.5%
Total MD and license revenue	23.0	78.4	<b>34.3</b>	+49.0%
Imaging business revenue	12.9	23.1	<b>12.7</b>	(1.5) %

## &lt;MD and license&gt;

Both domestic and overseas sales increased YoY.

## [China]

## Double YoY sales growth

- Block toys also performing well as trading cards driving earnings
- Initiatives to acquire new licensees from last year
- Expansion of non-toy categories such as apparel and stationery

## [Domestic]

Attracting customers at summer holiday events and shows exceeded the previous year's level due to lifting of action restrictions

- "Ultra Hero's EXPO 2023 Summer Festival" (70,000 visitors)
- Strong product sales at venues
- Attraction original merchandise of Seibuen Amusement Park is popular
- Movie "GRIDMAN UNIVERSE"
- (released in March: 520,000 audience turnout)
- Related merchandise performed well

\* Figures less than ¥10 million are rounded down.

\* MD: Merchandising

		Q1 (Apr.-Jun.)	Q2 (Jul.-Sep.)	Q3 onward (from Oct.)
Overseas	China	[May] <div style="display: flex; align-items: center;"> <div style="background-color: #e91e63; color: white; border-radius: 50%; width: 20px; height: 20px; display: flex; align-items: center; justify-content: center; margin-right: 5px;">Theme park</div> <div style="background-color: #e0e0e0; border-radius: 10px; padding: 5px; margin-left: 5px;">                     [Dalian, China (2nd location)]                      Ultraman area in Dalian Haichang Discoveryland                 </div> </div>		[October] <div style="display: flex; align-items: center;"> <div style="background-color: #e91e63; color: white; border-radius: 50%; width: 20px; height: 20px; display: flex; align-items: center; justify-content: center; margin-right: 5px;">Theme park</div> <div style="background-color: #e0e0e0; border-radius: 10px; padding: 5px; margin-left: 5px;">                     [Zhengzhou, China (4tg location)]                      Ultraman area in Zhengzhou Haichang Ocean Park                 </div> </div> <p style="margin-left: 20px;">↳ Scheduled to open "Ultraman Town" at the beginning of next year</p>
		[June] <div style="display: flex; align-items: center;"> <div style="background-color: #e91e63; color: white; border-radius: 50%; width: 20px; height: 20px; display: flex; align-items: center; justify-content: center; margin-right: 5px;">Theme park</div> <div style="background-color: #e0e0e0; border-radius: 10px; padding: 5px; margin-left: 5px;">                     [Chengdu, China (3rd location)]                      Ultraman area in Chengdu Happy Valley                 </div> </div> <p style="margin-left: 20px;">• Promotional development</p>		[July] <div style="display: flex; align-items: center;"> <div style="background-color: #e91e63; color: white; border-radius: 50%; width: 20px; height: 20px; display: flex; align-items: center; justify-content: center; margin-right: 5px;">Video</div> <div style="background-color: #e0e0e0; border-radius: 10px; padding: 5px; margin-left: 5px;">                     New TV series "ULTRAMAN BLAZAR" simul distribution &amp; simultaneous sales of related merchandise                 </div> </div>
	ASEAN	[Asian base: Singapore] Established a subsidiary in Singapore		• AFA(Anime Festival Asia: Held in Singapore) → Planning to announce ULTRAMAN CARD GAME & business strategy
	North America	[U.S. base: Los Angeles] TSUBURAYA FIELDS Media & Pictures Entertainment, Inc. established		• Netflix Large-Scale CG anime Movie "ULTRAMAN: RISING" (2024) → Preparing for merchandise deployment in North America
	Entire area			• Considering expanding EC abroad
Domestic		<div style="background-color: #e91e63; color: white; border-radius: 10px; padding: 10px; display: inline-block;">                     • Promote various measures such as video, theme parks and events                 </div>	<div style="display: flex; align-items: center;"> <div style="background-color: #e91e63; color: white; border-radius: 50%; width: 20px; height: 20px; display: flex; align-items: center; justify-content: center; margin-right: 5px;">Video</div> <div style="background-color: #e0e0e0; border-radius: 10px; padding: 5px; margin-left: 5px;">                     Launched "ULTRAMAN BLAZAR"                 </div> </div>	
		<p>MD revenue increased due to steady sales of</p> <ul style="list-style-type: none"> <li>• ULTRASEVEN related merchandise</li> <li>• GRIDMAN-related merchandise, etc.</li> </ul>	<p>[July]  <div style="display: flex; align-items: center;"> <div style="background-color: #e91e63; color: white; border-radius: 50%; width: 20px; height: 20px; display: flex; align-items: center; justify-content: center; margin-right: 5px;">Theme park</div> <div style="background-color: #e0e0e0; border-radius: 10px; padding: 5px; margin-left: 5px;">                     In Seibuen Amusement Park Attraction "Ultraman the Ride"                 </div> </div> </p> <p>[July-August]  <div style="display: flex; align-items: center;"> <div style="background-color: #e91e63; color: white; border-radius: 50%; width: 20px; height: 20px; display: flex; align-items: center; justify-content: center; margin-right: 5px;">Event</div> <div style="background-color: #e0e0e0; border-radius: 10px; padding: 5px; margin-left: 5px;">                     "Ultra Hero's EXPO2023 Summer Festival"                 </div> </div> </p> <p>MD revenue increased due to steady sales of</p> <ul style="list-style-type: none"> <li>• GRIDMAN-related merchandise, etc.</li> </ul>	<p>[December]  <div style="display: flex; align-items: center;"> <div style="background-color: #e91e63; color: white; border-radius: 50%; width: 20px; height: 20px; display: flex; align-items: center; justify-content: center; margin-right: 5px;">Theme park</div> <div style="background-color: #e0e0e0; border-radius: 10px; padding: 5px; margin-left: 5px;">                     Tokyo Dome City Experience VR Attraction "ULTRASEVEN THE ATTRACTION" planned                 </div> </div> </p> <p>[November]  <div style="display: flex; align-items: center;"> <div style="background-color: #e91e63; color: white; border-radius: 50%; width: 20px; height: 20px; display: flex; align-items: center; justify-content: center; margin-right: 5px;">Event</div> <div style="background-color: #e0e0e0; border-radius: 10px; padding: 5px; margin-left: 5px;">                     "TSUBURAYA CONVENTION 2023" planned                 </div> </div> </p> <p>[December-January]  <div style="display: flex; align-items: center;"> <div style="background-color: #e91e63; color: white; border-radius: 50%; width: 20px; height: 20px; display: flex; align-items: center; justify-content: center; margin-right: 5px;">Event</div> <div style="background-color: #e0e0e0; border-radius: 10px; padding: 5px; margin-left: 5px;">                     "Ultra Hero's EXPO2024 New Year Festival" planned                 </div> </div> </p> <p>• Progress in game app development                      → Plan to release multiple games worldwide during the next fiscal year</p>

Video development

“ULTRAMAN: RISING”

- ▶ Preparing to roll out merchandise in line with the release with partner companies based in the Los Angeles subsidiary



Development of theme parks

▶ [China]

Opened in Ocean Park, Zhengzhou in October of this year



▶ [Domestic]

Experience-based VR Attraction at Tokyo Dome City  
 “ULTRASEVEN THE ATTRACTION” scheduled to open



## Merchandising development

### New business “ULTRAMAN CARD GAME”

- ▶ Full-scale entry into the global expansion of the card game market  
Started from Japan, North America, Mainland China, Hong Kong, Taiwan, and Southeast Asia, and steadily expanded



\* Images are under development. The specifications may differ from the actual merchandise.

### Digital services

- ▶ Promoting the planning and development of various games by utilizing the contents of Ultraman series and KAIJU
- ▶ Plan to release multiple game apps for the entire world by the end of the next fiscal year

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### EC expansion

- ▶ As part of the strategy to expand sales channels in response to diverse consumer needs, we have initiated the exploration of overseas e-commerce expansion.

Financial results for the second Quarter  
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PS business segment

FIELDS CORPORATION

	FY2022		FY2023	
	H1	Full-year	H1	YoY change
<b>PS business segment</b>	(Unit: 100 million yen)			
Net sales	353.3	1,008.0	<b>590.2</b>	+67.0%
Operating profit	19.3	77.1	<b>45.0</b>	+133.1%
<b>Sales results</b> (Unit: machines)				
Pachinko sales	56,000	151,000	<b>85,000</b>	+28,000
Pachislot sales	27,000	68,000	<b>40,000</b>	+12,000
Total	84,000	219,000	<b>126,000</b>	41,000

\* Figures less than ¥10 million are rounded down.

\* Figures less than 1 thousand units are rounded down.

<Q2 results>

Sales of 126,000 PS total units

Main sales titles in the Q2 (Jul.-Sep.)

- Pachinko  
“P Hyakka-Ryoran”  
“NEON GENESIS EVANGELION -Roar for tomorrow-” (resale), etc.
- Pachislot  
“S The Ambition of Oda Nobuna -countywide edition-,” etc.  
“L Evangelion -Genesis of Destiny-”
- Including acquiring new IP and developing and strengthening PS machine manufacturing systems, steady progress in various initiatives to achieve the medium-term management plan

• Q3 sales and Q4 sales preparations are progressing as planned.

## [PS main sales titles for FY2023]


		H1		H2	Full-year forecast
		Q1 (Apr.-Jun.)	Q2 (Jul.-Sep.)	Q3 onward	
Pachinko	P CODE GEASS Lelouch of the Rebellion -Rebellion to Re; surrection-	20,000 units	P Hyakka-Ryoran	10,000 units	PACHINKO MITOKOHMON chogokujo
	P BERSERK Musou Vengeance ver.		P The 7 virtues golden angel time		Pachinko EVANGELION:3.0 + 1.0 Type Rei
	NEON GENESIS EVANGELION -Roar for tomorrow- (resale)		P Sadako 3D		Sumapachi EVANGELION:3.0 + 1.0 Type Kaworu
	PACHINKO ULTRAMAN TIGA Ultra super luminal Light ver.		P NEON GENESIS EVANGELION -Roar for tomorrow- SPECIAL EDITION		Pachinko GANTZ Awakening RUSH180
		42,000 units	NEON GENESIS EVANGELION -Roar for tomorrow- (Resale)		P Godzilla vs EVANGELION -G-cells awakening-PREMIUM MODEL
			42,000 units		... Coming soon
Pachislot	L BERSERK Musou	14,000 units	S The Ambition of Oda Nobuna -countywide edition-	6,000 units	L Higurashi When They Cry: GOU
	Pachislot MONSTER HUNTER WORLD: ICEBORNE™ (resale)		L Evangelion -Genesis of Destiny-	16,000 units	L Ring ni kakero1 V
		17,000 units		22,000 units	... Coming soon
Total		60,000 units	65,000 units		

7 titles

9 titles

# TSUBURAYA FIELDS HOLDINGS

## Disclaimer



Except for certain facts, our plans, strategies and forecasts are included in this report, this document contains potential risks and uncertainties, and the content of such risks is not guaranteed. Potential risks and uncertainties include the economic environment surrounding our Group' s business, competitive conditions in the marketplace, and merchandise handled, but not limited to these.